

The Billboard

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THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY



PRICE 25 CENTS

ABC Quickens Radio-Tele Pace in Fall Network Race

Pat O'Brien Builds Vegas Resort Spot

Cost of Desert Spa Remodeling Comes To \$3,500,000

LAS VEGAS, Nev., Feb. 27.—Pat O'Brien entered the Las Vegas race to open the next resort hotel, an elaboration of a Strip motel already in existence.

O'Brien's entry into the field came about in conjunction with plans of the Desert Spa motel, long under lease to the Hotel Last Frontier as entertainers' quarters, to expand and enter competition with the established seven resorts. The Spa motel, across from Hotel Last Frontier, will be directly opposite the new Royal Nevada, if that projected hotel is given clearance by the State gambling license division.

O'Brien said the Desert Spa will have 200 rooms, a restaurant, swimming pool, children's playground and, of course, a casino—all at a cost of \$3,500,000.

Chief Investor

The chief financial investor in the new resort is William J. O'Connor, described as a property developer with interests in New York, Washington and Santa Monica, Calif.

Also in the race to open the next hotel here, besides the Desert Spa

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Featuring the 7th Annual
Juke Box Operators' Poll

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Kintner Expects Closer Battle With Rival Nets

\$10,000,000 Hike In Billings Seen; 15 New TV Shows Due

By SAM CHASE

NEW YORK, Feb. 27.—A spirit of optimism pervaded ABC this week, with the 1954 fall season seen as marking a decisive turning point both for the radio and TV webs. President Robert Kintner anticipates a major swing, particularly in video, which will move ABC-TV into much closer contention with the front-runners, CBS-TV and NBC-TV.

Paced by 15 new shows which will bow on the TV web next fall, ABC-TV has begun feeling its commercial oats and forecasts that if business continues along the same pace as during the past few months, the web will move up from its 1953 position as 13th among all national advertising media, according to Publishers Information Bureau, to eighth spot for 1954, and possibly even to seventh.

A hike of better than \$10,000,000 is anticipated this year over the ABC-TV billings total of \$21,110,680 for 1953. Already TV billings are up 71.5 per cent over a year ago on a month-by-month comparison in the November-December period.

[\(Continued on page 2\)](#)

Local Stations Use TV Films To Fight Web Show Ratings

NEW YORK, Feb. 27.—A graphic demonstration of how independent television stations' advertisers can use syndicated TV film packages to bat down competition from evening network shows is provided by a before-after study of time period ratings

on three stations — WFIL-TV, Philadelphia; WOR-TV, New York, and KTTV, Los Angeles.

On all three stations, each of which is located in a highly competitive market, American Research Bureau ratings for time periods previously filled by local shows were considerably stimulated after quality syndicated film properties took their place.

The study indicates that good syndication film programs are a powerful weapon with which local advertisers on non-network stations can successfully overcome what previously has been overwhelming network competition.

The three stations studied are all heavy users of NBC Film Division properties. The same job, however, can obviously be done by quality programs of other film syndication firms.

On KTTV, which is in a seven-station market, the Before Film programing line-up saw each of its four shows in the 7 to 9 p.m. Saturday night period in fifth, sixth, second and fifth positions, respectively.

These local shows were replaced in recent months with four NBC Film properties—"Life of Riley," "Badge 714," "Captured" and "Inner Sanctum." According to the February ARB figures, the ratings of these film shows have boosted these time periods into first, second and third positions, respectively.

Perhaps the most dramatic evidence of syndicated film's effectiveness comes from WFIL-TV, which faces strong competition from the NBC and CBS affiliates. WFIL-TV, at the beginning of this year, threw a batch of NBC Film properties into the ring.

In the short space of one

month, the hour-long "Hopalong Cassidy" show has boosted the Monday thru Friday 5-6 p.m. rating from 3.7 to 11.1; "Dangerous Assignment" hiked the Monday 7:00-7:30 period from 4.3 to 12.2; "Victory at Sea" raised the Tuesday 7:00-7:30 period from 4.3 to 12.2.

[\(Continued on page 5\)](#)

Short Operas Enjoy 'Fabulous' Growth

By JOE MARTIN

NEW YORK, Feb. 27.—In the eight postwar years since the music business started publishing and exploiting the short American operas, the growth of this somewhat specialized field has been "tremendous" and "fabulous."

Those are the phrases being

Spanish Tunesters Form Association

SAN ANTONIO, Feb. 27.—Local Spanish songwriters and entertainers, in an effort to protect royalty and publication rights to their material, have formed the San Antonio Association of Composers, Arrangers and Artists.

Peter Cantu, president, said that 99 per cent of local tunesters received virtually nothing for the performance of their material. "Many of the songs written by San Antonio's Spanish musicians," he said, "are popular not only here but all over the Southern United States."

used to describe the growing interest in such "workshop" operas as "Cumberland Fair," "The Lowland Sea," "Down in the Valley," "Amahl and the Night Visitors" and "Trouble in Tahiti."

And while most publishers consider their activities in this field as long-range investments, the amount of money which can be earned by the publisher and writers over a period of years is far greater than expected some years ago.

Kurt Weill's "Down in the Valley," published by G. Schirmer, Inc., is reported to earn as much as \$25,000 a year in performances alone. In addition, Schirmer sells the vocal scores at \$3 each and chorus parts at 60 cents each. Scores and orchestra parts are usually rented for such an opera for about \$50 a performance, while the average performance fee for a workshop group is not much over \$25.

"Chicken Little"

One of the newest short operas which seems headed for the big money is "Chicken Little," written by...

[\(Continued on page 12\)](#)

EUROPE'S FERTILE SOIL

Plenty of Work for Ice, Vaude and Circus Acts

By TED WOLFRAM

PARIS, Feb. 27.—Despite unsettled economic and political conditions, most categories of live entertainment in Europe are showing much greater activity than in America. Circuses are undergoing reorganization, using more acts due largely to the high costs of maintaining big stables of animals. But vaude shows are showing a definite upswing in many of the European countries and big ice revues, such as the American "Holiday on Ice" show, are doing big business here.

England has always been a good vaude and circus field, despite stiff competition from video and films. France, and particularly Paris, has shown a big upsurge of vaude, with several movie houses and legit theaters switching to the vaude formula. The two Paris indoor cirks, Cirque Medrano and Cirque d'Hiver, which operate during the winter months, are now using a better grade of talent and have been drawing higher attendances.

In both France and Germany vaude and cafe shows get their major support from legalized gambling resorts. Their charters in practically all cases call for a...

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JUKE BOX OPERATORS FUN and PRIZES ARE YOURS!

See Page

ABC OPTIMISTIC OVER TV, RADIO PROSPECTS IN FALL

Video Billings May Jump \$10 Mil.; Web May Hit 7th as Ad Medium

Continued from page 1

January period. December billings, for example, were \$2,619,862. The web's toppers believe they have an excellent chance to pass Time magazine as Number 7 among all ad media by the end of this year, on the basis of ABC-TV's 1954 projected billings of \$31,438,344.

New Talent

The bulk of the 15 new TV shows will be slotted to strengthen Monday, Wednesday and Saturday evenings. Kintner and talent chief Bob Weitman are concluding negotiations with new talent lined up on their recent Coast visit. These additions, plus the striking rating gains made in the latest Nielsen reports (The Billboard, February 27) give rise to a strong belief that ABC-TV will make serious inroads into the lead of the other two webs.

Monday, for example, altho due for additional strengthening, already is seen as having a couple of good anchors in "Sky King" at 8 p.m., and "Dr. I.Q." at 8:30 p.m. The latter, in its initial rating outing, scored a creditable 10 against Arthur Godfrey on CBS-TV.

The web also is making progress in expanding its TV station line-ups, with "Break the Bank" now in 130 markets, Danny Thomas in 115, the Motorola dramatic opus in 115, and the alternating U. S. Steel dramas in 103. The average station line-up had almost doubled since the ABC-United Paramount Theaters merger, having jumped from an average of 36 to a number now between 55 to 60. This, plus the loyalty of old-line ABC-TV sponsors such as General Electric, General Mills and Lambert, and the increasing confidence of new and potent bankrollers riding on developing ABC stanzas such as Danny Thomas, all combine to lend weight to the web's optimism.

Shift Westward

There is certain to be a considerable shift westward for TV originations come fall. Not only will some of the new stanzas come from ABC's large Hollywood TV plant, but a substantial

part of the current line-up, especially sustainers, will go westward, according to Kintner.

The web chieftain does not anticipate any important ABC video move toward color, however, for another year or so. He feels that the 1954-'55 season will be a shakedown period and prefers to wait until its conclusion before ordering the costly multichrome transmitting equipment.

In that regard, ABC-TV is being avidly wooed by all equipment firms, inasmuch as it is the only web which is independent of a manufacturing adjunct and would be the biggest customer around, both for the web itself and its owned stations. In the interim, Kintner feels, the equipment picture itself will become clarified.

Radio Picture

On the radio side, less spectacular but consistent gains have been scored by ABC, with monthly increases against the previous year ranging between 2 and 10 per cent. A new programming formula for the evening hours is being worked on for the fall season, possibly enlarging upon the experimental across-the-board slotting of "Hollywood Starway" and "Mike Malloy" as 15-minute stanzas in the 8:30-9 p.m. period.

A continuous audience, it is felt, can be developed via these strips which the traditional once-weekly opus cannot build. It also

would follow the patterns of ABC's highly successful morning radio line-up.

The 9-11 a.m. portion of ABC's radio operation continues to lead the pack, and the web hopes to assume the lead soon in the succeeding hour. In the afternoon, Kintner said he would continue to build around the new Martin Block deejay stanza, which in its first Pulse reports lifted ratings in seven cities outside of New York to levels better than 25 per cent over its previous marks.

ABC Film

ABC's Film Division, too, is in for hyped activity, with Kintner anticipating an accelerated swing to film. As reported previously in these pages, negotiations are going forward with Hal Roach Jr. for at least two more properties for syndication, and the "John Kieran's Kaleidoscope" series recently was taken over from United Artists for the division, with more properties to come.

Perhaps the best gauge by which ABC progress since the merger can be measured is the success and spirit of anticipation of the recent affiliate meetings. Execs present say that the stations met with web brass in complete harmony and unsolicitedly endorsed their confidence in the moves blueprinted for the future by ABC's leadership, which is now more unified and harmonious than ever before.

AID FROM CAESAR

NBC-TV Plots Big Monday To Vie With CBS-TV 'Lucy'

NEW YORK, Feb. 27. — NBC-TV is blueprinting its most ambitious master plan to cut down to size CBS-TV's potent Monday line-up, headed by "I Love Lucy." The scheme, still in the development stage, would completely revamp Monday night on NBC, with the new hour-long Sid Caesar show to play a major role in teeing off the block.

The plan this far calls for Caesar to lead off the shank of the evening in the 8-9 p.m. period. He would be followed by "The Medic," a film series which NBC brass regard as a blockbuster, which would be pitted directly against "Lucy." The rest of the evening would be filled by other potent shows which now air on other nights or are waiting to get on, with the "Robert Montgomery Presents" dramatic hour shifting out of the 9:30-10:30 Monday period to the 9-10 p.m. slot on Fridays.

The latter shift becomes more feasible this week with the almost sure axing of "Campbell Soundstage," now in the 9:30-10 Friday period. Campbell's, like

Montgomery's sponsors, Lucky Strike and Johnson's Wax, is billed thru Batten, Barton, Durstine & Osborn, which is playing a major role in the NBC checker-board shifts.

Possible Shifts

BBD&O is understood to be demanding a good substitute time slot for Campbell's, which would come up with another property. Similarly, it is seeking some security for another BBD&O client on NBC-TV, Armstrong Linoleum, whose "Circle Theater" long has been regarded as a weak sister by web brass but remains a pet of the sponsor.

Similarly, NBC would have to relocate satisfactorily the Block Drug-Speidel "Name That Tune" and the veteran "Voice of Firestone," which now air in the time which would go to the new Caesar variety stanza. Also, "Big Story" would have to shift from

9 p.m., Friday, to make way for Montgomery.

Ironically, the shift of the Montgomery show long has been a key demand of BBD&O chief Ben Duffy, and it's understood that the very top brass at NBC okayed the Friday time. However, that was before the current blueprint got underway, and Duffy now may decide that NBC's upcoming Monday line-up is strong enough to keep Montgomery where he is.

Meanwhile, BBD&O is active on other fronts for Campbell's its newest client. The soup firm's ABC Radio strip, "Grand Central Station," has been cancelled from the 11-11:25 a.m. time, effective April 2. In addition to the likely "Soundstage" axing, the fate of "Double or Nothing" on CBS-TV also is still to be decided, with odds favoring the dropping of the show, now on Mondays, Wednesdays and Fridays, 2-2:30 p.m. New Shows are being sought.

Deines Joins J.W. Thompson

NEW YORK, Feb. 27.—Harry Deines, advertising and promotion manager of Westinghouse Electric, has resigned that post, reportedly to join the J. Walter Thompson Agency here in a top echelon veepee capacity.

Deines left his Westinghouse headquarters in Pittsburgh yesterday (26) and will vacation in Scottsville, Va., until he joins Thompson next month.

Ezra Stone is Back at CBS-TV

NEW YORK, Feb. 27.—Ezra Stone has rejoined CBS-TV to work on a new property that would star Jack Carter.

The producer-director is whipping a new situation-comedy into shape that would be built around a community center and would occasionally use music in an integrated fashion.

Stone helped fashion the initial TV version of "Life With Father."

'FLACK' TO PLUG 'ROCKY KING'

NEW YORK, Feb. 27.—One Stark-Layton package will plug another tonight on Du Mont. "Colonel Humphrey Flack" will open with a scene of Alan Mowbray and Frank Jenks watching TV. The show viewers will see on the screen within their screen will be none other than "Rocky King, Detective."

SUBSTITUTE

Goldbergs To Replace Bishop Sheen

NEW YORK, Feb. 27. — Du Mont this week was reported to have nabbed a summer replacement of Bishop Sheen. It's "The Goldbergs." It will be sponsored by Vitamin Corporation of America for Rybutol. Du Mont officials would make no comment on the report this week.

Gertrude, star and producer of the veteran show, has been under a pay-or-play contract to NBC, which, it is presumed, will have expired by the time she goes on Du Mont in the summer. Her last stint was "House of Glass" on NBC-Radio. Her recent illness kept her out of that show for two months, after which it was dropped.

Du Mont revealed this week that its commercial station clearances now average better than 40 stations, an all-time high. This does not include sports and co-op shows, which would make it higher.

WNEW Sale To Buckley Near Reality

NEW YORK, Feb. 27.—Altho no papers had been signed, there was a strong possibility at press time that the sale of local indie WNEW here to a group of minority stockholders headed by Richard D. Buckley would be consummated early next week. If the sale goes thru, Buckley reportedly will assume active management of the firm, with general manager Bernice Judis and sales chief Ira Herbert retained as consultants on a semi-retired basis.

Buckley was prexy of John Blair & Company, station representatives here, for 16 years until he resigned that post last November. Since then, he reportedly has been engaged in negotiation attempts to buy WNEW from its major stockholder, William Cherry, department store magnate and broadcaster, of Providence.

If the sale goes thru as expected next week it will still be at least two months before the changeover can be effected, pending Federal Communications Commission approval. Incidentally, WNEW is repped by the Blair outfit.

BING CROSBY

If He Quits TV, GE May Quit on Him

NEW YORK, Feb. 27. — The report in Hollywood that Bing Crosby had decided he was thru with TV came as a distinct shock to General Electric officials here. The sponsor of his radio and TV shows had just concluded a verbal agreement with Crosby to do seven filmed shows next season.

It is believed that the crooner's gripe came as a result of the trouble he had with his second film program, production of which was finished this week. But informed opinion here is that if Crosby doesn't change his mind and become more active in TV next season, GE may decide to part company with him in radio.

He is currently being paid \$17,000 weekly on CBS-Radio by the sponsor, high stakes in today's radio market. But GE is paying him that figure in the hope that the benefits will be reaped in TV. Should he walk out on the medium, the probability is that his radio client will take a walk too, but it won't be in the same direction.

CBS to Pact Geo. Skinner

NEW YORK, Feb. 27.—WCBS-TV will probably import conversationalist George Skinner to bridge the 9-10 a.m. hour between the network's 7-9 a.m. "Morning Show," and Arthur Godfrey who comes on at 10. He will be featured on a variety show.

Skinner has his own hour show in the same time 9-10 a.m. period on WPTZ-TV, Philadelphia.

Margaret Arlen will move out of the first half-hour and onto "Morning Show," where she will do a five-minute segment.

Talks Collapse, and WOR Fires Forty 802 Men

NEW YORK, Feb. 27.—Negotiations for a new contract between WOR and Local 802, American Federation of Musicians, collapsed completely yesterday (26), with the station notifying the union that its 40 musicians would be off the payroll as of Saturday (27) midnight.

Termining the breakdown of negotiations a "lock-out," 802 was readying plans to start picketing the station Sunday (28).

The situation is a crucial one for both sides, since the outcome may set a pattern for AFM negotiations with indie stations across the country in its ever-raging battle to keep live music alive in a predominantly canned music industry.

having negotiated a settlement with ABC, NBC, and CBS recently, delegated the negotiations with WOR and Du Mont to Local 802 head Al Manuti, altho he originally attempted to incorporate the two operations into his general pact with the first three webs. Yesterday (26), a fact-finding committee, made up of representatives from all unions in the entertainment field, was looking into the hassle. Manuti was scheduled to report to his membership shortly, too.

Loss of staffers at WOR would be a severe blow to AFM, since the station always maintained a large staff under its old ownership. In fact Local 802's present pact with the station was signed

(Continued on page 13)

Longines Buys \$3 Mil. In CBS Time Thru '55

NEW YORK, Feb. 27. — CBS-Radio this week managed to recapture a great deal of the ground lost recently when Lever Brothers decided to move its "Lux Radio Theater" to NBC-Radio next season.

CBS wrapped up a contract with Longines-Witnauer for an estimated \$3,000,000 worth of new radio business. The contract is non-cancellable and runs thru December, 1955. The advertiser currently has "Choraliers" Tuesdays and Thursdays at 7:30-7:45, and "Symphonette" on Sundays, 2-2:30 p.m.

Longines will add the "Symphonette" Mondays and Wednesdays, 7:30-7:45, and on Saturday, 5:30-6 p.m., beginning the week of March 6. In the fall it will program the same show Mondays, 7:30-7:45, and put a taped version of its current TV program, "Chronoscope," into a quarter

hour on Sunday afternoon. This would mean that the client would be on the air every night of the week, on Saturday afternoons and twice on Sunday afternoons.

To pay for its additional CBS-Radio time, Longines will probably cancel its 15-minute "Symphonette" strip on four of the five NBC owned and operated stations. Longines also intends to drop its sponsorship of "Symphonette" on several Westinghouse stations.

Even if the reported cancellations should eventuate, Longines would be putting a large sum of additional coin into radio. It is getting much of it from its dealers, who have been sold on the medium by M. Fred Cartoun, chairman of the board of the company.

The agency is the Victor Bennett Company.

Washington Once-Over

By BEN ATLAS

WASHINGTON, Feb. 27.—A sizable step toward a global TV link-up will be taken without much ballyhoo when Patrick Campbell, former vice-president of the Don Lee-Mutual Broadcasting System, Inc., sails soon for London in his new role of radio-TV officer of the U. S. Information Agency. Campbell, a veteran showman, was given the assignment this week by USIA Director Ted Streibert, former MBS president. Commercial TV in the U. S. will come in for bigger play in the overseas program.

LOBBYISTS APLENTY WITHOUT MILLER . . .

Capitol Hill's latest list of lobbying registrants includes Justin Miller's name for the last time. Miller bows out April 1 from his twin jobs of general counsel and chairman of the board of the National Association of Radio and Television Broadcasters. The lobbying list has five others from NARTB: President Harold E. Fellows; Vice-President Ralph Hardy; his assistant, Oscar Elder; Chief Attorney Vincent T. Wasilewski, and his assistant, Abiah Church. Others from the TV-radio industry: James D. Secrest, executive vice-president of Radio-Electronics-Television Manufacturers' Association; Francis M. (Scoop) Russell, vice-president of the National Broadcasting Company, and George Y. Wheeler of NBC; Hollis M. Seavey, Washington director of Clear Channel Broadcasting Service, and Earl Gammons, vice-president of Columbia Broadcasting System.

THOSE LICENSE FEES GET SHAKIER . . .

Developments in Congress this week made it almost certain that the Federal Communications Commission's proposed schedule of license fees for the TV-radio industry will be drastically revamped. In a unique situation, the communications subcommittee of the Senate Interstate and Foreign Commerce Committee will give the fee schedule a going-over on March 1 before the FCC has a chance to hold hearings on it. The subcommittee, headed by Sen. Charles E. Pctter (R., Mich.), will hear FCC members and others on Sen. Edwin C. Johnson's (D., Colo.) bill which calls for nominal fees based on the size of broadcast stations, in contrast to the

FCC's schedule which proposes a flat \$325 charge for each TV and radio construction permit, license or modification of any kind. The subcommittee will get a preview of the FCC's reaction at a closed session Tuesday (2) which will cover a big range of topics.

WAR'S ON FOR TV TAX CUTS . . .

A green light will flash next week for an industry-wide drive to induce Congress to slash the federal excise on TV sets. The drive will get its opener at a meeting here Thursday (4) called by Chairman Max M. Balcom of the Radio-Television Committee of the Radio-Electronics-Television Manufacturers' Association. The group will ask Congress to grant tax relief for black-white TV sets and exempt color sets from excises at least until after the rainbow-hued era is well under way.

JOHNSON'S TARGET: THE BEER BOYS . . .

Still stymied in attempts to get a Senate floor vote on his bill which would aid minor league clubs by requiring their consent on telecasts of games in their home territory, Sen. Edwin C. Johnson (D., Colo.) tried new strategy this week. The senator, who's president of the Western Baseball League, hopped a bill which would subject baseball clubs owned by alcoholic beverage interests to the federal antitrust laws. The bill is frankly aimed at August S. Busch, owner of the St. Louis Cardinals and director of Anheuser Busch, Inc., brewers of Budweiser, whose plans to telecast the Cardinal games in minor league areas has drawn Johnson's wrath.

Owens-Corning to Drop Art Godfrey

NEW YORK, Feb. 27.—Owens-Corning this week decided to drop the "Arthur Godfrey Digest" at the end of its cycle on CBS-Radio. The program is on 8:30-9 Friday night for Owens, and the following 15 minutes for Bristol-Myers, which is a short-term sponsor.

This will mean that late this spring "Digest" will be unsponsored unless the web's sales staff flushes a new client to take over.

FCC Issues 5 Video Grants

WASHINGTON, Feb. 27.—The Federal Communications Commission this week issued five TV grants, bringing total authorizations to 610, of which 548 are post-freeze grants, including 29 noncommercial, educational grants. With 46 grants canceled, outstanding authorizations now number 610.

This week's grants went to United Broadcasting Co., Inc., Channel 50, Washington; Deep South Broadcasting Co., Channel 8, Selma, Ala.; South Arkansas Television Co., Inc., Channel 10, El Dorado; Bills Broadcasting Co., Channel 7, Rapid City, S. D., and Houston Television Co., Channel 13.

In addition, FCC Hearing Examiner Charles J. Frederick issued an initial decision favoring the application of Southern Broadcasting Company for Channel 2 in Charleston, S. C. The decision will become effective in 40 days if approved by the Commission.

Markel, Hurleigh Segs

Washington, Feb. 27.—Hazel Markel, women's news commentator, and Robert F. Hurleigh, news analyst, both of Washington radio outlet WWDC, have been signed for a weekday series of news broadcasts over a coast-to-coast MBS hook-up, the outlet announced this week. Miller Brewing Company, Milwaukee, will sponsor the newscasts.

the people SEE
WDEL-TV
Wilmington, Delaware
Channel 12

the people BUY
WDEL-TV advertised products
Write for information about your profit opportunity in WDEL-TV's large, rich market.

WDEL AM TV FM
Steinman Station

Sales Representative
MEEKER
New York • Chicago • Los Angeles • San Francisco

when answering ads . . .
SAY YOU SAW IT IN THE BILLBOARD!



"Have you heard?"
WFAA radio
wins Billboard Promotion Award
SECOND PLACE
audience promotion • 50,000 watt station

Thanks Again
for
First Again!
FOR THE SECOND CONSECUTIVE YEAR



Four Awards
in
B.A.B.
"Radio Gets Results"
1953-1954

WIP 5,000 WATTS
MBS 610 KC
PHILADELPHIA 7, PA.

PHILADELPHIA'S PIONEER VOICE

This one
CKQR-RLE-4SDK
Copyrighted material

Plan Pilot Study to Clear Way for TV Audience Gauge

WASHINGTON, Feb. 27.—A pilot study will get under way next fall aiming to clear the track for adoption of a new industry-wide TV audience yardstick. The study will climax nearly two years of preparations by the National Association of Radio and Television Broadcasters for the industry-wide TV circulation plan (The Billboard, October 10, 17, December 3).

If the pilot study proves successful, it is figured likely that the industry's first nation-wide week-after-week TV circulation plan will be in operation sometime next year. The new circulation plan, which would supplement all existing TV program rating studies, is estimated to cost close to \$1,000,000 a year. The pilot study is figured to cost about \$100,000. Just how the bill will be footed will be decided on after the NARTB board of directors appoint an "implementation-organization committee" to continue the work and recommendations of the now-liquidated Television Circulation Study Committee.

The object of setting universal standards for determining where the TV viewers are and what they're viewing. Plans have already been unfolded to advertising agency representatives and to network chiefs. The project, it is emphasized, would supplement rather than substitute for existing rating agencies; in fact, in the judgment of its enthusiasts, it would stimulate individual program rating studies such as are in vogue now.

Latest preparations were discussed at a five-man subcommittee meeting of the NARTB board of directors with NARTB President Harold E. Fellows here this week. The subcommittee consists of Arnoux, Carter, Quaal, Raibourn and Swezey. Also present were Justin Miller, retiring NARTB board chairman; Vice-President Thad H. Brown in charge of TV, and Richard M. Alerton, manager of research.

FM Multiplexing May Get Final Rules by Summer

WASHINGTON, Feb. 27.—The possibility of issuance by summer of final rules authorizing multiplexing on the FM radio band (The Billboard, October 24, December 26, January 9) was seen this week, despite the fact that (Continued on page 66)

OTHER NEWS OF TRADE IN BRIEF

Three NBC daytime radio strips are reportedly facing the sponsor's ax, with Whitehall Pharmacal seen killing "Just Plain Bill" and "Front Page Farrell," and General Foods knocking out the "Bob Hope" stanza. . . . Indiana Broadcasters' Association has signed Kingan Meat Products as sponsor of a special broadcast Saturday, March 20, over all 52 AM and FM stations in Indiana. . . . Ziv's new "Red Skelton" transcription series bows this week in 453 markets, topping the 450-station goal set by the company. . . . Camel cigarettes will bankroll a new five-minute seven-day-a-week sportscast, "Camel Scoreboard," which will tee off on Mutual March 29. . . . Yardley, Inc., will take over sponsorship of CBS-TV's "Gary Moore" show Tuesdays 1:30-1:45 p.m. this spring from Cat's Paw rubber. . . . CBS-TV executive producer Irving Mansfield is blueprinting a new half-hour situation comedy, "The Girl From Milwaukee," for fall delivery.

The new committee which will have charge of the pilot study will be built around a core consisting of the following: Campbell Arnoux, WTAR-TV, Norfolk, Va.; Kenneth L. Carter, WAAM, Baltimore, Md.; Ward L. Quaal, WLW-TV, Cincinnati, O.; Paul Raibourn, KTLA, Los Angeles, Calif., and Robert D. Swezey, WDSU-TV, New Orleans, La., chairman of the NARTB television board. Additional members will be selected from outside the ranks of NARTB. The selections will be made at the board's mid-June meeting in D. C.

The scope of the circulation study is the broadest yet conceived for the industry. Its budget alone is expected to be bigger than the NARTB's. It will operate on a day-after-day basis, with

Is ABC Romancing 'Kukla' Stanza? Trade Speculates

CHICAGO, Feb. 27.—Fran Allison and Burr Tillstrom's taking over a midnight interview show on Mondays at WBKB, ABC-TV outlet here, has set off a wave of speculation that ABC is wooing the Kuklapolitans. The rumor has no more meaning today than it has had for the past three years.

Tillstrom and Miss Allison began their show in 1947 on WBKB, and moved to NBC when the coaxial cable opened in 1948. ABC has wanted Tillstrom for the past three years, and speculation begins each time his NBC contract comes up for renewal.

Miss Allison wanted to do the interview show on WBKB, and Tillstrom came along at her request. Whether they will remain in the spot will be determined by how the show goes. The first program was punctuated by seven spot commercials in 45 minutes, and showed the effects of being hurriedly thrown together.

Denise Darcel In Video Bid

NEW YORK, Feb. 27.—A new half-hour, comedy-intrigue video stanza featuring Denise Darcel will be pitched to advertisers and agencies shortly. Titled "Chez Denise," the show will come in under \$11,000 net, and would originate live from New York.

It is being packaged by Colonel Productions, a new combine of the Wilbur Stark-Jerry Layton package operation, and George Scrimshaw, head of Tred Artists, which manages Miss Darcel.

NBC Participation Extension Okayed

Radio Affil. Group Endorses Plan to Sell 1-Min. Announcements, Compensate Stations

NEW YORK, Feb. 27.—A radical extension of the network participation plans was endorsed by the executive committee of the NBC Radio Affiliates this week. NBC Radio is to be allowed to sell one-minute announcements in select shows and to compensate the stations only for each announcement bought.

In addition to the present shows on which these announcements can be sold—"Roadshow," "Three Plan" and "Weekend"—The web is to be allowed to extend the plan to not more than four more programs. The plan will be avail-

able to advertisers who buy full networks only. Stations can sell local spots in these shows and keep the revenue wherever the (Continued on page 66)

NARTB Code Commendation

WASHINGTON, Feb. 27.—As the TV industry prepared to embark Monday (1) on its third year with a programming code, the National Association of Radio and Television Broadcasters reported wide satisfaction with the medium's self-regulation. The association cited numerous congratulatory messages from government, business, advertising and church leaders praising the effectiveness of the code.

Meanwhile, NARTB President Harold E. Fellows reported that "the growth in code subscriptions is running better than 100 per cent over the first year and many new stations are adopting the code before they even put a signal on the air." He continued: "This is testimony to the conscientiousness with which network and station management views its public responsibility and evidence of the code's acceptance as a mark of good standing in television communities."

Arthur Murray to Build 'Story' Show

NEW YORK, Feb. 27.—Arthur Murray will take a three-month hiatus from TV in April to build a new half-hour format—with a story line—for his TV star spouse Kathryn Murray. Murray is making the change because he deems it "impossible to book a TV variety show today," bemoaning particularly the "shortage of good comedians."

Contrary to reports published elsewhere, Murray said that the alternate sponsors (Associated Products, and Consolidated Royal Chemical) for his NBC-TV show on Monday nights (7:30-7:45) did not want to cancel out at the end of their 13-week runs in April, and that it was his own decision to suspend the program then because it is too expensive to get a rating during the summer months. He said his present two sponsors are looking for another TV time period in anticipation of sponsoring Murray's new format when it is ready for presentation.

Getts in 150G Suit Vs. CBS

NEW YORK, Feb. 27.—Clark Getts this week filed suit in the Supreme Court of the State of New York against CBS, Inc. for a total of \$150,000 damages on two counts.

Getts alleges that he lost \$50,000 in benefits from a contract he had with Longines, the sponsor of "Chronoscope," on CBS-TV, and on which he was the producer. He also maintains that his reputation in TV was damaged to the extent of \$100,000.

The basis of Getts' complaint is that CBS-TV induced Longines on or about April 16, 1953, to break its contract with him for the furnishing of guests, preparation of material and presentation of "Chronoscope." The program is now on CBS-TV Mondays, Wednesdays and Fridays, 11-11:15.

Robt. Leder Joins WINS as Manager

NEW YORK, Feb. 27.—Robert J. Leder, sales manager for WNBC, has resigned that post to join WINS as veepee and general manager. His appointment is part of an all-out expansion of operations planned by the station's new owner Elroy McCaw, prexy of the Gotham Broadcasting Company.

Leder, 30, has served as Eastern sales manager and national sales manager for NBC's Spot Sales Division. Prior to joining NBC, he was sales manager of WVNJ, Newark, N. J.

The Billboard

The Amusement Industry's Leading Newsweekly Founded 1894 by W. H. Donaldson

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GEE . . . THANKS!

Winning Billboards FIRST PLACE AWARD in Merchandising Promotion for TV station markets under 500,000 is a genuine honor. While we get our real kicks out of piling up sales results for our clients, we wouldn't be human if we didn't get a bang out of recognition of our efforts too! (One of the reasons we love to read our mail!)

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Look at our market . . . the richest corner in four states . . . a terrifically responsive area.

Want to hear some tremendous success stories? Want to see samples of unsolicited mail praising results and service? Want some real action for each dollar spent? . . . Well, run to the nearest phone or write Paul H. Raymer Co. Inc. or

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THIS WEEK'S SPOTLIGHT FEATURE

Advertiser & Agency Film Buying

Foreign Film Market Opening Wider to U. S. Advertisers

More Product Becomes Available As Outlets Widen in Other Lands

By GENE PLOTNIK

NEW YORK, Feb. 27.—American and foreign advertisers and ad agencies who want to get on TV outside the U. S. and Canada will find more American TV film product becoming available for such use in 1954. Increasing numbers of TV outlets in other nations are picking up such product from distributors here, and offering them for sponsorship to U. S. advertisers with international distribution.

However, export trade in TV film, while it means a nice plus when the books are being tallied, is beset with monetary, legal and technical difficulties.

Until recently, U. S. film firms were staying away from foreign distribution in droves. But last fall, Ziv-TV began an ambitious promotion of its programs in South America. Guild Films has now begun dubbing its shows into Spanish. Rube Kaufman has just returned from a week's visit to Havana with renewed determination to get into Latin-American distribution. Another promising sign was Official Films' recent hiring of Jay Williams to specialize in foreign sales. And Paul Talbot, head of Fremantle Overseas Radio, is currently racking up a number of sales in an L. A. tour.

Foreign sales of TV film began to trickle in during this past year, and only began to take on any significant proportions in the past three months. It is doubtful if foreign sales in 1953 exceeded \$500,000 altogether, but the outlook for 1954 is brighter.

Bookings Made Here

A good number of these sales were made when the foreign station operator or advertiser visited the U. S. NBC Film Division has sold its news film in Mexico, Brazil and Venezuela, and other shows to Italy and Puerto Rico. Some of these sales are said to have resulted from the contact these stations had with Radio Corporation of America for the purpose of buying equipment.

Only two companies not related to U. S. distributors are currently engaged in world-wide distribution of U. S. film shows. These two are Editors Press Service and Fremantle Overseas Radio.

Another U. S. operator specializing in sales to foreign TV is Frank Fauce on the West Coast. Fauce has a library of about 1,000 Spanish language features which he has been distributing to Latin-American stations.

Editors Press Service

Editors Press Service was founded some 25 years ago for the world-wide syndication of newspaper features. Its TV department was set up about a year ago. While it has not especially promoted film sales, its offices and representatives have sold film to practically every station in Latin-America and Asia and to some in Europe.

The film that EPS has been handling has come from Bray Studios, Official Films, Du Mont

To Build Show Around Stars

NEW YORK, Feb. 27.—Stuart Reynolds Productions was this week set to produce a new half-hour series starring Merle Oberon, Paulette Goddard and Corinne Calvet. The new show is titled "Women in Love." Each actress will appear in 13 of the 39 segments.

Reynolds said he has already been dickering with several national advertisers here. Joe Siström, former Paramount producer, will assist Reynolds on the new show. Shiaparelli will provide the wardrobe.

Film Syndication, Italian Film Export and the National Film Board of Canada primarily.

Fremantle Service

Fremantle Overseas Radio was founded in 1946 for the import and export of transcribed radio shows. The film product that it handles for overseas distribution includes about 20 features, a library of Encyclopedia Britannica Films' documentaries, the hour-long Hopalong Cassidy pictures for certain Latin-American countries, opera and ballet films distributed by Lakeside TV Corporation, "Roller Derby" and "Call the Play."

One of the main difficulties in

Harris Naming Augurs Growth For CBS Film

NEW YORK, Feb. 27.—The appointment of Les Harris as vice president and general manager of CBS-TV Film Sales, effective the end of March, is seen to portend a major expansion of its operation. The film syndication operation has three projects in work—"Whistler," "Romance" and "Escape"—but they are only in the initial stage of preparation.

Harris, who comes to CBS-TV Film Sales from the Bernie Schubert package firm, where he was a vice president and partner, is a long-time veteran of the industry. Prior to joining Schubert, he was director of TV for Colgate-Palmolive Company.

The move tends to confirm reports that CBS, Inc., will throw more weight behind its Film Sales Division in an effort to make it a key factor in the industry.

Neuburger Appointed Kling Sales Director

CHICAGO, Feb. 27.—Fred A. Niles, vice-president of Kling's Motion Picture-Television Enterprises, announced the appointment of Burt Neuburger as director of national sales division of Kling's motion picture-television operations. Neuburger will be responsible for further development and co-ordination of activities of Kling's expanded national sales force.

Screen Gems Sells 'Father' to Lorillard

NEW YORK, Feb. 27.—Screen Gems made a big sale and a big buy this week and put out hints that another sale was on the verge. P. Lorillard Company bought "Father Knows Best" for network booking in the fall. The deal was closed Wednesday (24) night between Young & Rubicam for the sponsor and General Artists Corporation, national sales agent for Screen Gems.

At the same time, Screen Gems was reported to have closed a deal with Procter & Gamble to syndicate the latest 44 segments of the "Fireside Theater" series. The last three re-run deals on "Fireside" were made with Ziv-TV. The Ziv deals were reportedly for a 50-50 split, with a \$7,500 per segment guarantee.

Screen Gems' deal is said to be superior to that, but details were

foreign distribution is, of course, language. While there is a considerable English-speaking population in some foreign metropolises, such markets are spotty. As a result, the bulk of the product that has been exported has not been dependent on dialog. This means script-and-clip shows, musical shorts, cartoons, narrated documentaries, sports and newscast. Such product permits the use of a native emcee or narrator locally.

News Film Big Item

News film has been one of the biggest export products. Besides the NBC sales mentioned above, Telenews has sold its daily releases to five foreign countries thru the foreign department of King Features and UP-Movietone has been sold extensively abroad thru United Press' foreign offices.

Several stations in Cuba and Venezuela are currently syndicating a two-hour sports show that includes kines of "Blue Ribbon Bouts" and Screen Gems' "The Big Playback."

For dramatic shows, the main solution so far has been sub-titles. Primarily, these have been superimposed locally. But Fremantle's "Hopalong Cassidy" films have Spanish titles, and this practice is being further considered in several quarters.

The ultimate solution to the language problem is, obviously, dubbing. But despite the savings that can be made by doing the dubbing abroad, it still involves a sizable expenditure.

Aside from the language, there is a matter of taste. Sales to Great Britain do not involve a language problem, actually; yet sales of U. S. film shows there have been slim.

Monetary Problems

In addition there are monetary restrictions. EPS recently had a deal for Du Mont's "Scotland Yard" in Tokyo for \$6,000. It fell thru because the total dollar export allowed by the Japanese government for TV film annually is only \$30,000.

The foreign distributors often find it difficult to clear the foreign rights to the product they want. And foreign sales often mean risking piracy.

Duties and shipping costs also have been a deterrent to export sales. Distributors have often had to kiss goodbye to the prints they exported, and many of the deals have involved outright sale of the prints.

Despite this multitude of handicaps, the foreign TV market is undoubtedly growing. In 1954 this will mean a bigger plus for film distributors and a bigger opportunity for foreign advertisers.

not available. According to recent reports, P&G at one time considered making an outright sale of the latest 44 negatives, after the network showing.

To Plug Kents

It is understood "Father" will be used to plug Lorillard's Kent Cigarettes. How this might affect Kent's sponsorship of "The Web," live Goodson-Todman package, and "Kent Theater," spot booked "Fireside" re-run thru Ziv, was still undetermined this week.

Production of "Father," which is said to be budgeted at \$27,000, will begin in Hollywood in May, with Eugene Rodney as producer in charge. Robert Young is star of the show, as he was in its long radio run under General Foods sponsorship.

No details were available on the other sale reported pending.

The Billboard TV FILM SECTION

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

plus, rotated weekly.

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



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

TV Film Shows Bat Down Web Ratings

WFIL-TV, WOR-TV, KTTV Make Big Jumps in ARB Points With Packages

• Continue from page 1

day 7-7:30 slot from 4.9 to 20.3; "Dangerous Assignment" hiked Wednesday's 10-10:30 period from 1.2 to 7.6; the half-hour "Hopalong Cassidy" series practically doubled Thursday's 7-7:30 rating of 4.6, and "Captured" boosted Friday's 7-7:30 p.m. 3.0 rating to 8.8.

In the case of WOR-TV, last fall's Wednesday night 9 to 10:30 time period was filled with three local shows which pulled in ratings of .9, 2.0 and .7 respectively. They were replaced with "Badge 714," "Dangerous Assignment" and "Captured," which, respectively have now garnered 12.7, 8.1 and 2.3 ratings for these time periods.

The Friday night 9-10 time period, which showcased local productions in January, pulled in .3 and .8 ratings for those shows.

FILM POLL

Advertest Studies N. Y. Audiences

NEW YORK, Feb. 27.—More than 62 per cent of TV homes here watch feature films on TV sometime between Monday and Friday, according to the latest Advertest Research study. This same group of viewers watch movies on TV an average of three days per week. The study also revealed that the two most popular feature film programs in New York metropolitan area are "The Late Show" and "The Early Show," both aired nightly over WCBS-TV.

"The Late Show" is viewed regularly by 60 per cent of those polled, while 33 per cent vote it their favorite TV movie program, with "The Early Show" taking second place. Advance program listings are used as a guide by 40 per cent of the TV movie viewers, but slightly less than 40 per cent report they "just turn on the set and watch whatever is on."

The most popular length movie on TV, according to the study, is one hour, with men preferring mysteries and women strong for drama, followed by romances and mysteries. The men take a dim view of romances, while the feds think little of adventure stories.

More than 78 per cent of the children polled like Westerns best, and more than 12 per cent of the families said they watch TV features because the kids enjoy them. On an average 2.5 members from each viewing family watch TV movies.

Singer Would Split '4-Star' With Pen Co.

NEW YORK, Feb. 27.—Parker Pen was close to a deal to alternate sponsorship of "Four Star Playhouse," on CBS-TV Thursdays 8:30-9 p.m., with Singer Sewing Machines, its current every-week client. The deal was made between Singer and Parker directly.

CBS-TV, however, has not accepted the Parker business as yet because it has its own irons in the fire.

The network would like to sell "Person to Person" to Parker, but the program's split sponsorship—East, Midwest and Coast—makes that purchase unacceptable to the advertiser.

CBS-TV also has other clients who might be interested in half-sponsorship of "Four Star" if they knew it was available. Now that they do, CBS-TV may insist that Singer accepts one of them as a co-sponsor.

MONEY-SAVING SUBSCRIPTION ORDER

Enter my subscription to The Billboard for a full year (52 issues) at the rate of \$10 (a saving of \$3 over single copy rates). Foreign rate \$20.

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Bill me

831

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 Occupation or Title _____
 Company _____
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TV FILM COMMERCIALS in PRODUCTION since Jan. 1

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

Table listing TV film commercials in production. Columns include Advertiser (and show, if any), Products, Agency, How Many, Length, and Type. Entries include ALL-SCOPE PICTURES, INC., ANIMATED PRODUCTIONS, ATLAS FILM CORPORATION, BENGAL PICTURES, S. W. CALDWELL, LTD., CONDOR FILMS, JACK DENOVE PRODUCTIONS, ELLIOTT, UNGER & ELLIOTT, FILMCRAFT PRODUCTIONS, HARTLEY PRODUCTIONS, HOLLYWOOD TELEVISION PRODUCTIONS, IMPS, KEITZ & HERNDON, KLING STUDIOS.

BILLBOARD FILM GUIDE

Syndicated Pix ARB Multi-City Ratings

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

ATLANTA 3 STATIONS

Table for Atlanta ratings. Columns: Title of Show, Category, Station-Days-Time, January ARB Rtg. Shows include Racket Squad, Wadge 714, I Led Three Lives, Ramar of the Jungle, Life of Riley, Favorite Story, Counterpoint, Liberate, Heart of the City, Boston Blackie, Telenews Daily, Photo Quiz, Range Rider, Cisco Kid, Cowboy G-Men, Annie Oakley.

DALLAS 3 STATIONS

Table for Dallas ratings. Columns: Title of Show, Category, Station-Days-Time, January ARB Rtg. Shows include Flash Gordon, I Led Three Lives, Wadge 714, Racket Squad, Dangerous Assignment, Foreign Intrigue, China Smith, Animal Time, Life with Elizabeth, Life of Riley, Abbott and Costello, Victory at Sea, Times Square Playhouse, Favorite Story, Old American Barn Dance, City Detective, Hollywood Off Beat, Craig Kennedy, Drew Pearson, Sportsman's Club, Mad. Sq. Garden Highlights, This Week in Sports, Cowboy G-Men, Gene Antry, Range Rider, Cisco Kid, Annie Oakley.

MILWAUKEE 3 STATIONS

Table for Milwaukee ratings. Columns: Title of Show, Category, Station-Days-Time, January ARB Rtg. Shows include I Led Three Lives, Dangerous Assignment, Foreign Intrigue, Space Ranger, Life of Riley, Victory at Sea, World We Live In, The Visitor, Liberate, City Detective, Inner Sanctum, Captured, Files of Jeffrey Jones, Boston Blackie, Telenews Weekly, Telenews Daily, Drew Pearson, Movie Quick Quiz, Big Playback, Mad. Sq. Garden Highlights, Range Rider, Gene Antry, Cisco Kid.

NEW YORK 7 STATIONS

Table for New York ratings. Columns: Title of Show, Category, Station-Days-Time, January ARB Rtg. Shows include Ramar of the Jungle, I Led Three Lives, Unexpected, Racket Squad, Dangerous Assignment, Captured, Wadge 714, Foreign Intrigue, China Smith, Ramar of the Jungle, Amos 'n' Andy, Life with Elizabeth, Life of Riley, Abbott and Costello, Drew Pearson, Victory at Sea, Drew Pearson, My Favorite Story, Pulse of the City, City Assignment, Into the Night, Orient Express, Pulse of the City, Liberate, City Detective, I Am the Law, Boston Blackie, Front Page Detective, Dick Tracy, U. P. Movietone News, Telenews Daily, Movie Quick Quiz, Sport Spotlight, Sport Spotlight, Madison Square Garden, Cowboy G-Men, Gene Antry, Hopalong Cassidy, Annie Oakley, Cisco Kid, Lilli Palmer.

(Continued on page 8)

(Continued on page 8)

Entertainment in Ads Hikes Brand Identity

By BERNARD J. CARR
President, Cascade Pictures of California

Dancing animals and figure skaters may seem far removed from the sales stories of beer and cosmetics. But as used in some highly effective new film commercials, they are part of the growing trend toward using entertainment in television selling. Such major advertisers as the Toni Company, Kellogg's and Weidemann's Beer are gaining new sales effectiveness by incor-

completely different sales approach, and all three use entertainment commercials. Here is how we approached their individual problems:

The Weidemann's beer "Champions in Action" Series—The sales theme to be stressed in this case was that Weidemann's is the "champion of beers," and that it is championship calibre which enables Weidemann to brew the same fine beer again and again and again.

The entertainment consisted of showing sports figures and trained animals, champions in their fields, performing the feats which made them famous. After the opening shots and narration which pointed out that the thing which makes a champion stand out is the ability to perform with distinction again and again, an optical effect was used.

The screen was quartered so that four images of the particular champion in action were shown simultaneously. The commercial closed with a short sales pitch stating that this same championship calibre went into the brewing of Weidemann's Beer.

The Heidelberg beer "Good Fellowship" series—The approach was to associate Heidelberg Beer with an aura of friendliness and good feeling.

In these commercials two men

(Continued on page 66)

Dudley Series On 'Knowledge'

HOLLYWOOD, Feb. 27.—Dudley Television has set for production a telefilm series based on subjects contained in "The Book of Knowledge," whose TV rights have been acquired by Carl Dudley, president of Dudley Pictures and Dudley TV, and Richard Goldstone, vice-president in charge of production for both companies.

Series will bear the title of the volume and will be syndicated, open-end. Subjects will be handled via straight dramatics, narration, cartoons and special photography. Material will be drawn directly from the book and tailored to fit TV's requirements, according to Dudley. Goldstone will produce. William Morris repped Dudley in negotiations.

Hoffman to Head TPA Chi Office

NEW YORK, Feb. 27.—Bob Hoffman has been upped to Midwestern sales manager of Television Programs of America. Hoffman will move his home to Chicago and will probably set up TPA's third office there. Hoffman's promotion is said to be a step in the decentralization of TPA's sales staff.

The promotion puts Hoffman on a level with Hardie Freiburg, Eastern sales topper, and Bruce Wells, Western. Hoffman was formerly with Unity Television Corp and Ziv.

\$750 MIL FOR TV

Roach Says 4-Part Format Will Get It

HOLLYWOOD, Feb. 27.—"There is \$750,000,000 waiting to get on TV," vet producer Hal Roach declares, and he believes he has the format to draw it which will "in no way affect the good entertainment now on TV."

In a speech prepared for delivery before the Advertising Club of Los Angeles Tuesday (2), Roach told of his plans for the production of one-hour telefilm shows, composed of four parts, a subject The Billboard has previously reported. In his talk, however, he accentuated his plan:

"These shows will not be sold to sponsors. They will be sold like pages in a magazine. We will sell circulation like a magazine does. An insertion or page will have a price, both national and local, and

that price contemplates a 15 per cent rebate to the advertising agency—again like a magazine."

Tho no noticeable activity has been manifest at the Hal Roach Studios, the vet head of the lot declared: "The Hal Roach Studios are making one-hour TV shows."

Roach declares that the cost per thousand for his hour-long shows

(Continued on page 66)

2 Producers Inked by SAG

HOLLYWOOD, Feb. 27.—The Screen Actors' Guild this week concluded negotiations and signed collective bargaining contracts with leading film producers in Cleveland and San Francisco. Guild contracts cover actors in telefilm commercials. Similar contracts had previously been concluded with producers in New York, Chicago and Los Angeles. Negotiations continue to proceed with producers in Detroit, Boston, Cincinnati and Pittsburgh.

San Francisco producers signing contracts with the Guild were Don Flagg Productions, John Wolfe & Company, Leo Diner Films, Motion Picture Service Company, Moulin Studios, Snazelle Productions and Sound Recorders, Inc. Cleveland producers signing were Cinecraft Productions Inc., and Productions on Film, Inc.

Jack Fuller Hired As 'Home' Scriptor

NEW YORK, Feb. 27.—Jack Fuller this week resigned from MCA-TV, where he had been handling sales promotion since last June. He is joining NBC-TV as a scriptor on the new "Home" show. Before joining MCA-TV, Fuller did sales promotion for the network.

Meanwhile, MCA-TV brought in John Newman this week to work on the merchandising kits for its shows. Newman was previously publicity head of the parent organization.

Commercial Critique

By AL CANTWELL

In the early days of television (must have been all of five or six years ago) I recall attending an American Federation of Radio Artists convention where a big bone of contention was a strange phenomenon taking place in Chicago.

Chicago actors and announcers were considerably upset by sponsors of local shows who were not

content to foot the bills for the program, but who insisted on delivering their own commercials in person. It seems that television uncovered large streaks of ham in the most surprising places.

Since there weren't too many TV jobs around anyway, the professional Chicago broadcasters deeply resented the action of

(Continued on page 68)

Cinema-Vue Formed by Joe Smith, Ex T-P V.-P.

NEW YORK, Feb. 27.—Joe Smith, former vicepres of Tele-Pictures, Inc., this week formed a new distribution outfit known as the Cinema-Vue Corporation. The formation of the new firm also cues the entry of one of the veteran packagers into TV film production.

Cinema-Vue will distribute series to be produced by the Trans-American Broadcasting and Television Corporation. The two firms are currently mulling the filming of 29 different properties owned by Transamerican.

The first such expected to go into syndication by Cinema-Vue is "Famous Jury Trials." Also, John Clark, president of Trans-American, is negotiating with Larus Bros. with the intent of putting "The Plainclothesman," which has run five years on Du Mont, on film.

Cinema-Vue is also in negotiations with Egon Nielsen, Danish producer, for a series of 26 half-hour films featuring the Royal Danish Philharmonic Orchestra

(Continued on page 66)

porating "pure" entertainment in their filmed television commercials. These and other sponsors have learned from the experience of the movie industry and the theatrical world that the best way to get their story across to the public is to tell it in a manner which is pleasing to most people.

They have done this by keeping the "hard sell" and reiteration of the sales features of their products to an absolute minimum, and presenting the commercials in a framework of interesting and amusing material.

This is not to say that entertainment should be used in commercials purely for entertainment's sake—that belongs in the program portion of a show. Rather, the entertainment should consist of material which can be associated directly and unmistakably with the product being advertised, so that it actually serves to build brand remembrance.

Three of Cascade's clients are brewers; each of the three uses a

Eddie Dean Organizes Film Production Firm

HOLLYWOOD, Feb. 27.—Veteran country and western star, Eddie Dean, has organized his own production company here, Eddie Dean Productions, Inc.

Dean is currently prepping a pilot film for a western variety show slated to be shown to outlets here. Joining Dean in the venture is De Witt Williams as the firm's business manager.

YOUR OUTSTANDING SOURCE OF TV PROGRAMMING

FAVORITE STORY I LED 3 LIVES
BOSTON BEACKIE CISCO KID
STORY THEATRE YOUR TV THEATRE
TIMES SQUARE PLAYHOUSE

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NEW YORK HOLLYWOOD

Thank you for saying ...

"FAR AND AWAY THE BEST..."

We were happy to receive The Billboard's telegram. We were even happier when The Billboard's article stated . . . "Sterling Television Company's 'station starter' plan was voted far and away the best in the industry . . ."

HERE ARE THE FACTS . . . You contract for 300 hours (from over 500 hours available . . . giving you a wide latitude of selection, with no repeats).

You can cancel this contract (and pay only for what you've used).

You can extend this contract (to meet any emergency).

You pay off the **FILM NETWORK PLAN** as you play it off (no large capital investment).

You can sell any show to a sponsor (since most of our top commercial shows are included, selling part of the package will give you all of your film for nothing).

You play only what you deem suitable for telecasting (and you are the sole judge).

We felt this was a **WORKABLE** plan to solve programming problems. You, and The Billboard, have backed us up. Thanks . . .

STERLING TELEVISION CO., INC.

205 East 43rd Street, New York 17, N. Y.
OXford 7-2520-1-2-3
NEW YORK • HOLLYWOOD

WESTERN UNION

TO: SAUL TURRELL STERLING TELEVISION CO
205 EAST 43RD ST NYK

DELIGHTED TO INFORM YOU THAT YOU HAVE WON FIRST PLACE IN THE BILLBOARDS INDUSTRY WIDE ANNUAL TV FILM SERVICE AWARDS POLL FOR DISTRIBUTOR WHOSE LIBRARY OR STATION STARTER PLAN IS CONSIDERED BEST. DETAILS IN JANUARY 30 ISSUE OF THE BILLBOARD OUT TUESDAY JANUARY 26. HEARTIEST CONGRATULATIONS.

SAM CHASE RADIO TV EDITOR
THE BILLBOARD NEW YORK
1057P

TV FILM COMMERCIALS in PRODUCTION

Continued from page 6

Advertisers (and show, if any)	Products	Agency	How Many	Length	Type
LALLEY & LOVE, INC., 3 E. 57th St., New York					
National Biscuit (Godfrey Show)	Ritz-Oreo-Saltines	McCann-Erickson	Three	40 sec.	
Westinghouse (Studio One)	Food Waste Disposer	McCann-Erickson	Three	20 sec.	
	Food Thermometer	McCann-Erickson	Three	20 sec.	
	Pop-Up Toaster	McCann-Erickson	Three	20 sec.	
	Roaster Oven	McCann-Erickson	Three	20 sec.	
Calgon, Inc. (Bob Crosby Show)					
	Calgon	Ketchum, MacLeod & Grove, Inc.	Three	120 sec.	
Natural Gas of Pittsburgh					
	Gas Dryer	Ketchum, MacLeod & Grove, Inc.	Three	50 sec.	
	Gas Hot Water Heater	Ketchum, MacLeod & Grove, Inc.	Three	50 sec.	
	Matchless Gas Range	Ketchum, MacLeod & Grove, Inc.	Three	50 sec.	
Westinghouse (Sales Forum) (Studio One)					
	Clothes Dryer	McCann-Erickson	Three	120 sec.	
	Steam Iron	McCann-Erickson	Three	20 sec.	
National Biscuit					
	Veri-Thin Pretzels	McCann-Erickson	Three	20 sec.	
	NBC Bread	McCann-Erickson	Three	60 sec.	
Norway Sardines					
	Sardines	McCann-Erickson	Three	10 sec.	
PRODUCTIONS FOR TELEVISION, 250 W. 57th St., New York					
Rayco Auto Seat Covers (Family Theater) (Craig Kennedy, Criminologist)	Seat Covers and Convertible Tops	Emil Mogull	Six	50 sec.	3 Live Action 3 Live Action & Full Animation
Block Drug Co.	Alkaid	Emil Mogull	Two	40 sec. 60 sec.	Live Action & Limited Animation
PRODUCTIONS ON FILM, INC., 1515 Euclid Ave., Cleveland					
Alliance Mfg. Co.	TV Converter	Foster & Davies	One	20 sec.	Full Animation
Warsaw Sausage Co.	Weiners	Direct	Three	60 sec.	Live Action
Welch Wine	Wine	Lando Adv. Co.	Five	1-60 sec. 3-20 sec. 1-10 sec.	Live Action
Dan Dee Potato Chip Co.					
	Potato Ruffles	Gregory & House	One	20 sec.	Full Animation
SCREEN GEMS, INC., 233 W. 49th St., New York					
Bristol Myers	Ipana Toothpaste	D.C.S.&S.	Four	1-60 sec. 1-90 sec. 2-30 sec.	Live Action
U. S. Steel (U. S. Steel Hour)					
	Wire & Railroad Wheels	BBD&O	Two	180 sec.	Live Action
Borden Co.	Instant Coffee	D.C.S.&S.	One	60 sec.	Live Action
General Motors	Truck & Coach Div.	Kudner Agency	Four	3-60 sec. 1-10 sec.	Full Animation & Live Action
U. S. Steel (U. S. Steel Hour)					
	Taconite	BBD&O	One	180 sec.	Live Action
Helena Rubenstein	Silk Tone	Hewitt, Ogilvy, Benson & Mather	One	17 1/2 sec.	Live Action
AL SIMON PRODUCTIONS, 1040 N. Las Palmas Ave., Hollywood					
Carnation Co. (Burns & Allen)	Evaporated Milk	Erwin, Wasey & Co., Ltd.	12	Various	Live Action
B. F. Goodrich (Burns - Allen)	Tires	BBD&O	12	Various	Live Action
Adolph's Meat Tenderizer (Show of Shows)		Erwin, Wasey & Co., Ltd.	Three	Various	Live Action
TELEMATED CARTOONS, 70 E. 45th St., New York					
Hot Shoppes		Harry Goodman	Two	20 sec.	Full Animation & Jingle
TELEVISION SCREEN PRODUCTIONS, 17 E. 45th St., New York					
American Legion Auxiliary	Fund Raising		Three	20 sec.	Live Action
VIDEO FILMS, 1004 E. Jefferson, Detroit					
Cheezee Pone Co.	Paddy Corn	Otto & Abbs	One	10 sec.	Live Action & Semianimation
Crawford Door Sales	Garage Doors	Clark & Bobertz	One	20 sec.	Live Action & Semianimation
The Detroit News	Editorial	Direct	Two	20 sec.	Live Action
Floyd Rice (Theater Hour)	Auto Dealer	Direct	One	30 sec.	Semianimation
J. J. Gielow	Aunt Jane's	Gleason Adv.	Three	10 sec. 20 sec.	Semianimation
Hammond-Standish Co.	Greenfield Sausage	Otto & Abbs	One	10 sec.	Live Action & Semianimation
Peninsular Dist. Co.	Perma Glass Water Heater	Ralph Sharp Adv.	One	10 sec.	Semianimation

BILLBOARD FILM GUIDE

Syndicated Pix ARB Multi-City Ratings

Continued from page 6

GREATER HOUSTON		2 STATIONS
Racket Squad	Adv.	KPRC—Su.—10:00-10:30 30.1
Foreign Intrigue	Adv.	KPRC—Th.—8:00-8:30 34.2
I Led Three Lives	Adv.	KPRC—Th.—9:30-10:00 40.7
Badge 714	Adv.	KPRC—Su.—11:30-12:00 19.8
Amos 'n' Andy	Comedy	KPRC—Su.—9:00-9:30 57.0
Life of Riley	Comedy	KPRC—F.—7:30-8:00 52.6
Victory at Sea	Docum.	KPRC—F.—8:00-8:30 27.8
The Visitor	Drama	KPRC—T.—10:00-10:30 19.5
Favorite Story	Drama	KPRC—Th.—10:00-10:30 20.4
Liberace	Musical	KPRC—S.—4:30-5:00 26.9
Heart of the City	Mystery	KPRC—W.—8:30-9:00 52.0
City Detective	Mystery	KPRC—W.—10:00-10:30 40.5
Movie Quick Quiz	Quiz	KGUL—M. to F.—4:45-5:00 1.9
Hopalong Cassidy	Western	KGUL—S.—3:00-3:30 11.3
Range Rider	Western	KPRC—S.—5:30-6:00 46.8
Cowboy G-Men	Western	KPRC—Su.—1:30-2:30 31.0
Cisco Kid	Western	KPRC—M.—7:30-8:00 54.9
Annie Oakley	Western	KPRC—S.—2:30-3:00 27.4

DETROIT		3 STATIONS
Dangerous Assignment	Adv.	WWJ—Su.—6:00-6:30 29.2
Badge 714	Adv.	WWJ—Su.—7:00-7:30 40.0
Biff Baker	Adv.	WXYZ—T.—7:00-7:30 24.6
Biff Baker	Adv.	WXYZ—T.—8:00-8:30 12.4
Foreign Intrigue	Adv.	WXYZ—T.—9:00-9:30 15.6
I Led Three Lives	Adv.	WXYZ—Th.—10:30-11:00 24.4
Ramar of the Jungle	Adv.	WXYZ—F.—6:30-7:00 24.4
Big Game Hunt	Adv.	WXYZ—S.—11:30-12:00 6.6
Captured	Adv.	WXYZ—S.—11:00-11:30 16.6
Life of Riley	Comedy	WWJ—F.—8:30-9:00 27.2
Life With Elizabeth	Comedy	WWJ—Th.—8:00-8:30 11.2
My Hero	Comedy	WXYZ—T.—6:30-7:00 15.2
Victory at Sea	Docum.	WWJ—Su.—6:30-7:00 21.8
Favorite Story	Drama	WXYZ—T.—10:30-11:00 12.0
Guild Theater	Drama	WWJ—T.—11:15-11:45 4.0
D. Fairbanks Presents	Drama	WWJ—W.—7:00-7:30 9.6
Stranger Than Fiction	Miscel.	WXYZ—S.—8:45-9:00 1.2
Liberace	Musical	WWJ—Th.—7:00-7:30 6.4
Boston Blackie	Mystery	WXYZ—Su.—6:30-7:00 23.0
Craig Kennedy	Mystery	WXYZ—M.—7:00-7:30 10.8
Heart of the City	Mystery	WXYZ—W.—7:00-7:30 23.4
City Detective	Mystery	WXYZ—F.—10:30-11:00 24.2
Telenews Daily	News	WXYZ—M. to F.—6:30-6:45 3.2
Telenews Daily	News	WXYZ—M. to F.—11:00-11:15 10.9
U. P. Movietone News	News	WWJ—M. to F.—6:15-6:30 6.4
U. P. Movietone News	News	WWJ—M. to F.—11:00-11:15 9.6
Gene Autry	Western	WXYZ—M.—6:00-6:30 23.2
Cisco Kid	Western	WXYZ—Th.—7:00-7:30 31.2
Cowboy G-Men	Western	WXYZ—S.—1:30-2:00 11.2

HOUSTON		2 STATIONS
Racket Squad	Adv.	KPRC—Su.—10:00-10:30 30.6
Foreign Intrigue	Adv.	KPRC—Th.—8:00-8:30 36.3
I Led Three Lives	Adv.	KPRC—Th.—9:30-10:00 39.2
Badge 714	Adv.	KPRC—Su.—11:30-12:00 20.7
Amos 'n' Andy	Comedy	KPRC—Su.—9:00-9:30 58.5
Life of Riley	Comedy	KPRC—F.—7:30-8:00 54.0
Victory at Sea	Docum.	KPRC—F.—8:00-8:30 29.0
The Visitor	Drama	KPRC—T.—10:00-10:30 19.4
Favorite Story	Drama	KPRC—Th.—10:00-10:30 22.0
Liberace	Musical	KPRC—S.—4:30-5:00 27.6
City Detective	Mystery	KPRC—W.—10:00-10:30 41.6
Inner Sanctum	Mystery	KGUL—Th.—10:00-10:30 13.2
Movie Quick Quiz	Quiz	KGUL—M. to F.—4:45-5:00 1.0
Cowboy G-Men	West.	KPRC—Su.—1:30-2:00 31.7
Cisco Kid	West.	KPRC—M.—7:30-8:00 56.7
Annie Oakley	West.	KPRC—S.—2:30-3:00 24.6
Hopalong Cassidy	West.	KGUL—S.—3:00-3:30 9.3
Range Rider	West.	KPRC—S.—5:30-6:00 47.1

KANSAS CITY		5 STATIONS
Ramar of the Jungle	Adv.	KCMO—M.—7:30-8:00 30.9
China Smith	Adv.	WHB—T.—7:00-7:30 10.2
I Led Three Lives	Adv.	WDAF—W.—9:30-10:00 24.0
Foreign Intrigue	Adv.	WDAF—W.—10:00-10:30 18.2
Badge 714	Adv.	KMBC—Th.—10:30-11:00 14.0
Crus. Rabbit; Science Lab.	Child.	KMBC—M. to F.—5:30-5:45 10.3
The Ruggles	Comedy	KCMO—Su.—9:30-10:00 6.2
Amos 'n' Andy	Comedy	KMBC—W.—10:30-11:00 5.7
Life of Riley	Comedy	WDAF—Th.—10:00-10:30 17.7
Art Linkletter	Comedy	WDAF—F.—6:15-6:30 16.6
Victory at Sea	Docum.	WDAF—Su.—5:30-6:00 26.4
World We Live In	Docum.	KMBC—Th.—5:45-6:00 2.6
World We Live In	Docum.	KMBC—T.—5:45-6:00 1.5
Favorite Story	Drama	KCMO—T.—10:00-10:30 20.0
Guild Theater	Drama	KCMO—Su.—3:00-3:30 7.9
Liberace	Musical	WDAF—Su.—9:30-11:00 11.2
Public Prosecutor	Mystery	KMBC—T.—11:15-11:30 0.4
City Detective	Mystery	KCMO—Th.—9:30-10:00 17.7
Front Page Detective	Mystery	WHB—S.—9:30-10:00 13.6
Drew Pearson	News	KCMO—Su.—2:30-2:45 14.3
Telenews Weekly	News	WDAF—M.—6:15-6:30 7.2
Ringside With Rasslers	Sports	KMBC—M.—10:30-11:30 8.2
Ringside With Rasslers	Sports	KMBC—F.—10:30-11:30 16.2
Mad. Sq. Garden Highlights	Sports	KCMO—S.—7:30-8:00 3.4
Roller Derby	Sports	KCMO—S.—9:30-10:00 3.6
Cowboy G-Men	West.	KCMO—Su.—3:30-4:00 19.2
Cisco Kid	West.	WDAF—Su.—5:00-5:30 24.2
Annie Oakley	West.	KCMO—Su.—5:00-5:30 19.4

SAN FRANCISCO		3 STATIONS
China Smith	Adv.	KGO—M.—9:00-9:30 11.4
Racket Squad	Adv.	KGO—M.—9:30-10:00 13.6
Badge 714	Adv.	KPIX—W.—9:00-9:30 30.8
I Led Three Lives	Adv.	KRON—Th.—10:30-11:00 19.0
Ramar of the Jungle	Adv.	KGO—F.—6:30-7:00 14.6
Foreign Intrigue	Adv.	KGO—F.—10:30-11:00 10.5
Crus. Rabbit; Science Lab.	Child.	KRON—M. to F.—6:30-7:00 21.1
Life of Riley	Comedy	KGO—M.—7:30-8:00 28.0
Art Linkletter	Comedy	KPIX—Th.—6:15-6:30 5.4
The Ruggles	Comedy	KGO—F.—7:00-7:30 22.0
Victory at Sea	Docum.	KRON—M.—7:00-7:30 10.8
Crown Theater	Drama	KPIX—Su.—7:00-7:30 13.9
Into the Night	Drama	KGO—M.—10:00-10:30 6.8
Orient Express	Drama	KGO—M.—8:30-9:00 16.3
Little Theater	Drama	KPIX—T.—10:45-11:00 1.0
Counterpoint	Drama	KRON—W.—10:30-11:00 12.4
Little Theater	Drama	KPIX—Th.—10:45-11:00 1.4
Favorite Story	Drama	KRON—F.—8:00-8:30 23.3
Play of the Week	Drama	KGO—S.—7:00-7:30 3.7
D. Fairbanks Presents	Drama	KRON—S.—8:00-8:30 24.1
Heart of the City	Mystery	KRON—M.—10:30-11:00 15.9
Captured	Mystery	KRON—T.—10:30-11:00 8.0
City Detective	Mystery	KRON—F.—10:00-10:30 25.4
Movie Quick Quiz	Quiz	KGO—M. to F.—12:15-12:30 0.3
Range Rider	West.	KPIX—T.—7:00-7:30 34.9
Cowboy G-Men	West.	KGO—W.—7:00-7:30 8.0
Cisco Kid	West.	KRON—Th.—7:00-7:30 29.4
Annie Oakley	West.	KPIX—S.—6:00-6:30 7.1

Meyerberg to Make Series Of Commercials for P&G

NEW YORK, Feb. 27.—Procter & Gamble this week became the first advertiser to close a deal with Michael Meyerberg Productions for a series of TV film commercials using the Meyerberg electronic puppets.

The new Meyerberg puppet technique, which has created considerable interest in the motion picture industry, soon will make its theatrical bow with the release of a feature film version of "Hansel and Gretel."

The firm is taking on TV film commercial production as a sideline, signing only one advertiser in an industry. Meyerberg is currently talking with firms in the beer, cereal, shampoo and other fields. Also close to the signing stage is a deal for production of training films for the Navy.

According to Arthur Gray Jr., president of the company, the price of a single TV commercial ranges from \$7,500 to \$10,000. Each of the Meyerberg puppets costs approximately \$2,500 to manufacture.

Three one-minute commercials for P&G's Ivory Flakes are al-

ready in the can and will be aired this coming week.

Meanwhile, Character Merchandising, Inc., Philadelphia, has been signed as exclusive licensing agent for all figures made by Meyerberg for TV, TV commercials, educational, and industrial film. The firm will also manage the licensing of manufacturers and their agents for the characters featured in "Hansel and Gretel."

Meyerberg's life-like figures, called "kinemins," are mechanically and electronically controlled.

UTP to Distribute 'Ruggles' Kine Show

NEW YORK, Feb. 27.—United Television Programs this week took on distribution of "The Ruggles," the only kine series now in syndication. It was previously distributed by Station Distributors, Inc. UTP got the series on a sub-distribution deal, details of which were not disclosed.

RKO-Pathe in Drive to Sell Film Services

NEW YORK, Feb. 27.—RKO-Pathe has recently intensified its efforts to increase production of commercial and industrial film. Assigned to spark its drive for more business is Sidney Kramer, director of short subject sales for RKO-Radio, who has also become general sales manager of RKO-Pathe.

Kramer will retain both titles but will concentrate on RKO-Pathe, which has never had a sales staff before. It is the local production arm of RKO-Radio, specializing in short subjects, the market for which has dried up considerably. Kramer has hired, as account executive and assistant, Alan Hartman. Kramer himself reports to Jay Bonafield, the head of RKO-Pathe.

RKO-Pathe has made commercials for many clients, but the brass on the West Coast figure its business can be improved considerably.

McCoy Crew Shoot Indian Pic Footage

HOLLYWOOD, Feb. 27.—Tim McCoy and his production crew have embarked on specially equipped vehicles to film additional footage on reservations of various Indian tribes in the West and Far West. The filming will be incorporated in the 39 chapters of "The Tim McCoy Show" now being filmed for syndication by Motion Pictures for Television, Inc.

McCoy will film in Arizona, Oklahoma, New Mexico, Montana, Wyoming, the Dakotas and Idaho. Footage shot on the itinerary will be integrated with stories of historical characters as well as be used for authentic illustrations of folklore, crafts and customs of various tribes on actual historical sites.

From "Telecasting Notes" in
Martin Codel's TV DIGEST

For station and agency film buyers, as well as commercial men selling film to sponsors, the film directories, placements and ads carried regularly in Billboard magazine are 'musts'; we recommend them to management which may have overlooked good bet in this top-notch trade-reporting.

SUBSCRIBE TODAY!

The Billboard
2160 Patterson St. Cincinnati 22, Ohio
Yes, please enter my one-year subscription to The Billboard at \$10. Payment is enclosed.
(Foreign rate, one year, \$20) 830

Name _____
Address _____
City _____ Zone _____ State _____
Occupation _____



Martin & Lewis Crack 160G in 2 Copa Weeks

NEW YORK, Feb. 27.—Martin and Lewis broke every record at the Copacabana, here, and probably every known record in any night club in the country, when they did \$160,000 gross business during their recent two-week stand.

The room—capacity is listed at 160—was jammed for every show (two shows nightly; three on Fridays and Saturdays) at no advance in prices. The Copa minimum is \$5. From January 21 until the closing night two weeks later, Jules Podell, Copa owner, said that the club had served 37,000 people. During the same period, the club also turned away an estimated 35,000.

The Copa shows are now set into the summer months when the room operates with lower budget shows. A new show with Helen Traubel, which opened Thursday (25), runs to March 17. This will be followed by a two-weeker headed by the Ames Brothers with Beverly Dennis, plus the dance team of Blair and Dean. This will be followed by a four-weeker with the Will Mastin (Sammy Davis Jr.) Trio, three weeks with Frank Sinatra, two for Tony Martin and three for Jimmy Durante.

Meanwhile, Podell promoted Doug Coudy, producer of the Copa shows, to director.

O'Brien Joins Vegas Act Hunt

Continued from page 1

and Royal Nevada, are the Showboat and the Casablanca.

The Showboat has already started building by William J. Moore, present operator of Hotel El Cortez downtown. O'Brien, however, hopes to overcome this head start by virtue of the construction already in existence at the Desert Spa.

A large highway sign advertises the Casablanca, to be under construction by March 15. The Royal Nevada last November was granted a State gambling permit, which was withdrawn the following month when an applicant, Frank Fishman of Beverly Hills, with four Florida partners, found himself accused of "license peddling." Fishman's partners have

WHOSIT FORGOT WAZZIS NAME

HOLLYWOOD, Feb. 27.—Norman Brooks, who opened at the Mocambo here, was advised by Lou Irwin, one of his agents, to make a "nice speech about Jimmy McHugh when you do 'I Can't Give You Anything But Love.' Louella Parsons will be out front and Jimmy's in the hospital, and the speech will go big with her." Came opening night and Irwin, sitting with Miss Parsons, poked her to be on the lookout for "something nice about Jimmy." But Brooks not only forgot the speech, but he apparently also forgot the songwriter's name. "Ladies and gentlemen," said Brooks, "the writer of the next song-er-ah-called me at the hotel, and asked me to plug his song. So as a favor and tribute here it is, 'I Can't Give You Anything But Love.'"

NEW VEGAS WAR

Sands-Sahara Battle Over Martin-Lewis

LAS VEGAS, Nev., Feb. 27.—Martin and Lewis will play their first date here when they open at the Sands Hotel on Decoration Day for a two-weeker. The Sands booking in turn has started a battle between the Sahara and the Sands which may start another price war.

Bill Miller, former operator of the New Jersey Riviera, now booking the Sahara, feels he was chiefly instrumental in giving Martin and Lewis their initial break years ago. He claimed a prior right to their services, if, as and when they played Vegas.

Jack Entratter, formerly associated with the New York Copa and now part owner of the Sands, also feels he had a part in making the boys' career possible (if all the people responsible for this were listed they'd fill the phone book). In any case he got Martin and Lewis.

Miller latched onto Eddie Cantor for the same date as competition against the Sands. Late last week Cantor asked out because of doctor's orders.

been under investigation ever since, while his license has remained under suspension.

GAG NIGHT AT THE FRIARS

Dinner for Jessel Becomes Field Day for Trading Jokes

By BILL SMITH

NEW YORK, Feb. 27.—The Friars' dinner Sunday (21) for Georgie Jessel was a field day for the pro comics who tossed lines at each other and at Jessel who sat up there with a monocle and with a cigar as big as a chair leg in his mouth.

Jesse Block, bringing on Jack Benny as toastmaster, said, "He is my oldest friend. I have him to thank for many things, among them is that he introduced me to my wife, Eve Sully. To Gracie Allen he couldn't introduce me."

Jack Benny: "Jessel is a fine all-round human. He's a producer, actor, singer, writer, after-dinner speaker—a sort of Noel Coward without money. He has many talents. Being up here with him is like being stranded on a desert island with Marilyn Monroe and Joe DiMaggio. You get a feeling you're not really needed."

After Danny Kaye made a serious speech following Oscar Hammerstein who made a funny speech, Benny came back with, "Who'd of figured that a Hammerstein would get funny and a Kaye, a comedian, would be serious? It just goes to show what a business this is. When I read in the trade papers of Danny's sen-

sational success in London (it's easy to be a sensation there—everybody is), I didn't like it, particularly when I read of Kaye and the royal family. I heard his dressing room was very simple—a throne and two mirrors. Well, I was so upset that I cabled Danny. The cable read, 'Dear Danny: 'H-m-m-m-m,' signed Jack Benny.'

Benny: "I'm a very good friend of Dr. Kinsey. I met him years ago when he wrote his first book. He asked me a lot of silly questions, you know, such things like what, how and when. The only one I could answer was when."

Benny introducing the Mayor Robert F. Wagner: "There are three tough jobs in this country. President of the United States, headwaiter at the Copa when Martin and Lewis are there and City Hall of New York. But I can always get into City Hall."

Jessel: "I've been sitting here with the patience of Mrs. Judge Crater..."

Fred Allen: "When Benny came East he brought four writers with him and gave them credits. Yes, performers now (Continued on page 17)

VAUDE MOVES ABROAD

There's Plenty of Work in Europe For Vaudeville, Circus, Ice Acts

Continued from page 1

stipulated amount of musical and theatrical entertainment.

Generally these contracts call for a certain number of vaude performances or floor shows during the resort season. Most of them have elaborate rooms which do good shows, use top dance bands, musical combos, vocalists and dance teams. Most of these show spots are not expected to provide a profit but serve to give class to the resort.

Private Clubs

In Paris and other large French cities with the exception of resort towns no gambling casinos are permitted. Instead there are legalized "circles," or clubs, which are gambling rooms where a form of membership is obligatory. These rooms seldom have cafes directly attached, instead they have tie-ins with nearby clubs that have shows.

For example, the Bal Tabarin in Paris, recently acquired by Jean Bauchet, owner of the swank Marrakech Casino in North Africa, will operate as a high class vaude and dance establishment regardless of the financial outlay, because Bauchet controls a nearby gambling "circle." The Bal Tabarin will serve as a place to pick up or entertain prospective players. This is common practice and, of course, is carefully handled as police would

crack down if high pressure methods were used.

Belgium-Holland

In Belgium and Holland somewhat similar conditions prevail at seashore and health resorts, with gambling, State or municipal subsidies of one form or another supporting various forms of entertainment, including vaude and cabaret shows, and in some cases circuses.

Brussels, for instance, owns the Cirque Royal building which has been rebuilt as a circus and vaude house. The place is currently being run on a concession basis as a circus by the Mathonet Brothers, operators of the Ancienne Belgique cabaret in Brussels.

The circus season of 90 days will probably be followed by a season of vaude. Brussels also owns a run-down music hall, which is at present unusable, but will eventually be rebuilt and reopened as a vaude theater.

The Scandinavian countries do not have legalized gambling rooms, aside from the Marienlyst Casino near Copenhagen, Denmark, but most, or all, of the Nordic countries subsidize to some extent almost all forms of music and entertainment. Sweden undoubtedly leads in governmental support of vaude and outdoor entertainment.

An outstanding municipal op-

eration is that of the big Liseberg amusement park in Gothenburg, Sweden, owned by the city but operated along commercial lines by a stock company. The city takes care of deficits incurred in presenting high-class concert artists or acts on the open-air stages, and in producing big-time vaude shows in the park's Cabaret Hall.

The resort town of Furuvik, Sweden, also owns a zoo-amusement park and produces annual circuses and revues, using both amateur and pro talent.

Sweden has a most unusual show set-up—a group of well over 200 community-supported folk parks which resemble the old Chautauqua camps that were in vogue in America years ago. These parks use hundreds of acts and bands during the summer, as well as high-salaried names and top-ranking concert artists in some of the more important parks. Working conditions and salaries are good—and payment assured.

All bookings, ranging from one-nighters to full-season tours, are handled by a central agency in Stockholm. The folk parks endeavor to make a profit or break even, but do not squawk so long as the talent is up to standards stipulated in their contracts.

Stockholm Acts

Stockholm, Sweden, often uses talent and bands in the big Skansen open-air museum and in public parks, but in many cases this talent and music is actually sponsored and paid for by local papers or commercial firms. The city owns an old circus arena which it rents out to circuses or show producers.

The China Theater, a top summer vaude house of Scandinavia, is owned by a movie chain group, which also puts on summer vaude shows in one of the Oslo, Norway, theaters. Both houses use big-time acts, often including higher-bracket American acts.

Norway does not directly subsidize showbiz, but municipalities give financial support to many theaters and musical groups, as well as help finance outdoor amusement enterprises in some localities. In Norway and Finland some amusement parks or resorts are owned by local welfare organizations, tho they are operated by experienced showmen.

Denmark Set-up

While Denmark is a big showbiz center, there is practically no subsidy. Despite this, Copenhagen boasts the unique Tivoli (Continued on page 17)

Mexico Shuts Door To Acts From U. S.

Action is Retaliation for McCarran Act; Laredo, Juarez, Tijuana Tough to Play

MEXICO CITY, Feb. 27.—With the implementation of the McCarran-Walter act last year, Mexico has been closed to American entertainers as a retaliatory measure, with the exception of a mere trickle here and there. This once lush territory, especially the border cities of Laredo, Juarez and Tijuana, which once gave employment to hundreds of acts, has now closed its doors in hitting back for the restrictions placed upon Mexican acts trying to work in the United States.

These cities are a Mecca for the tourist who cannot afford Europe, but wants to go touring and nightclubbing in an old world atmosphere. They play Mexican acts almost exclusively.

Juarez, just across the border from El Paso, Tex., has a midway which stretches miles and houses 22 night clubs, with floor shows using from six to 10 acts and innumerable cocktail bars. It has only three American acts, with all the other 175 acts Mexican.

Requirements Tough

A year ago, the 75 Americans working here were only required to have a contract to play the border cities, under conditions similar to those in Canada. Today, the requirements are much tougher before an act can actually open. First, he must be an American citizen, with proof of birth, to obtain an American passport, which takes three weeks or more and costs \$10. Then, he must apply for a visa from the Mexican counsel and a labor permit from the Department of Immigration from Mexico City, which requires another wait of three weeks and costs \$43.50.

He must then obtain a working permit from the Asociacion Nacional De Actores, good for six months, and pay \$37. The total cost and fees amount to \$90.50. The Mexican Actors' Union then certifies to the Immigration authorities that the person applying for a labor permit is an entertainer, is a reputable and honest person, and that he will not work for less than the minimum of \$12 a day. There is no minimum for local Mexican acts.

Other requirements are that the operator of a club will only employ as foreign acts up to 40 per cent of the persons on the show, with the other 60 per cent being Mexican. Under Mexican law, a talking act must speak in Spanish

first and then translate into English. If an emcee cannot speak Spanish, the operator must employ a second act to make announcements in Spanish.

Must Join AGVA

A Mexican act desiring to work in the United States must have a passport, obtain a labor permit from the State Department (at \$54), wait up to six months to be cleared, and must then join the American Guild of Variety Artists, paying \$109 for initiation and three months' dues.

Reina Velez, sister of former screen star Lupe Velez, head of the Asociacion Nacional De Actores, Section 5, deplored the re- (Continued on page 17)

NOTES ON TALENT

Miss Cantor Files Plea; Eartha Kitt Into La Vie

NEW YORK, Feb. 27.—Singer Marilyn Cantor, who just returned from Las Vegas, Nev., where she worked for Beldon Kattelman, owner of the El Rancho, has filed a formal complaint charging "unprovoked, unusual and unprofessional interference" in her act by the owner.

American Guild of Variety Artists' topper Jack Irving, said, "We can't let that continue. One way we can stop it is by ordering our acts not to work there."

EARTHA KITT TRIES NY CLUB AGAIN . . .

NEW YORK—Eartha Kitt goes into La Vie en Rose May 27 for two weeks. Last time she was there she lasted three days. She was canceled because the owner didn't think she was for the room.

LEVENSON HAS 50G IN DATES SET . . .

NEW YORK—Sam Levenson has \$50,000 worth of dates lined up from now until July. Club dates will account for at least half the total.

ENTERTAINS EN ROUTE VIA TRAIN TO N. O. . .

Laughlin Tours, Hollywood tourist agency, may have set a

precedent in a recent showbiz booking. Agency set Col. Tubby Rives as emcee on a tourist train to New Orleans last week, booking Tubby to entertain Mardi Gras visitors en route and on their return to Los Angeles. Act was set for 11 days, and provided for the full payment of all accommodations, transportation and meals.

TROUP OF 12 SET FOR NICARAGUA TOUR . . .

Troupe consisting of 11 boys and one girl has been set for a tour of Nicaragua by Central American Sports & Theatrical Enterprises, Ltd. Firm, headed by President Louis Diaz, set the show which will tour the country for two weeks, with a possible two-week extension. Troup kicks off from Hollywood March 2.

MARTINO TO DO 1-NIGHTER IN G. B. . . .

Al Martino, who will do a 12-week vaude tour of England starting May 17, will be the first American Palladium headliner to make a series of one-night stands. The Lew and Leslie Grade office has set him for a minimum of one week of these dates at concert and (Continued on page 17)

FABULOUS OPERA GROWTH

Pubs Net Long-Range Profits As Workshop Scores Click

• Continued from page 1

ten by Alec Wilder and William Engvick and published by Hollis Music, Inc. The musical fable was first performed last November by the Frank Baker Rockland County Choral Group at the Spring Valley high school auditorium.

The work was then produced on the "Omnibus" TV show two days after Christmas and is slated for TV mounting again during Easter, Thanksgiving or Christmas seasons this year.

The work runs less than 30 minutes and calls for a cast of eight principal singers, a choral group of up to 16 voices and an orchestra from a single piano to 20 musicians.

Most of the workshop operas, whether originally written for workshop groups or since adopted by them, are made available by publishers in similar arrangements and orchestrations. Most are one-act operas which can be produced inexpensively by the use of readily obtainable props and one or two drops which can be prepared by student groups.

Most of the workshop operas run 20 to 60 minutes and are scored in ranges suitable for non-professional singers. The subject matter is usually Americana and the libretto is, of course, written in modern-day English.

Professional Jobs

Such operas as "Amahl," "Down in the Valley," "The Medium," "Telephone," etc., have been recorded and performed by professional groups on radio, television and in the theater.

"Cumberland Fair," another Hollis publication written by Wilder and Arnold Sundgaard, was specifically written to fill the need of a humorous musical work for the workshop groups. It was designed as a curtain raiser for a full evening's performance and has been performed dozens of times by workshop groups in schools, colleges and community theaters.

Publishers estimate there are from 12 to 15,000 possible places for performance of these operas, but also say that the full potential has never been exploited, since the whole field of music workshop productions is still in its infancy.

That the growth has been tremendous is proved by "Down in

the Valley," on which the writer royalty statements for 1953 are reported to have been 300 per cent greater than the royalty statements for the three previous years combined.

Schirmer Leads

Schirmer, which is credited with pioneering in the field, is still the leader in the industry. The firm publishes the Gian Carlo Menotti works, Kurt Weill, Leonard Bernstein, and some Alec Wilder operas. It will shortly publish a workshop opera, "The Mighty Casey," based on "Casey at the Bat."

Carl Fischer, another old-line music firm, is also in the workshop field with operas like "The Jumping Frog." Only recently, Chappell acquired "The Thirteen Clocks," written by Mark Bucci and Fred Sadoff, based on James

Thurber's book of the same name. Bucci also signed a writer deal with the firm.

"Clocks" was first performed on ABC-TV. Schirmer, incidentally, has commissioned Wilder and Sundgaard to write two more workshop operas.

Further proof of the growth of this field are figures such as these: "Amahl" received over 300 productions in 1953. Since 1948, "Valley" has been done over 800 different times (including the group at the Connecticut State Prison). "Consul" has been translated into 13 languages and produced in 22 foreign countries. Publishers continue to get 15 to 20 inquiries every day from school groups.

And most publishers agree that the workshop music field is still in its infancy.

Feb. LP Sales Aid Col., RCA, Mercury

Figures Well Ahead of '53; Col. Distribs Double Volume; RCA Class. is Up 30%

NEW YORK, Feb. 27. — The February LP record sales which ended this week resulted in substantial increases in sales as against the same month a year ago, according to Columbia, RCA Victor and Mercury execs. Capitol Records and Decca Records, neither of whom ran sales on LP merchandise, said their business this February was ahead of February of 1953.

Columbia Records said it had tripled its dollar volume on LP merchandise this February over the same month last year. Unit sales were, of course, even higher. Some of the Columbia distributors doubled their volume, according to the firm. RCA Victor execs said the firm's volume on classical LP's jumped 30 per cent over last February, even though, as one exec noted, last February the firm had a smash Red Seal hit in Toscanini's "Beethoven's Ninth."

Mercury claimed its LP record sale had resulted in "very good business." In addition, the exec noted that the sales had resulted in additional traffic for stores and had enabled dealers to unload slow-moving items and replenish their inventory.

Much Better

Capitol and Decca Records, though not running sales of any kind, said that business for February

was much better than a year ago. Capitol's business this month as against last February was up by one-third, mainly due to its pop package merchandise and single records. Decca said that its current hits had raised its volume this February as against last.

Mercury Records said it would guarantee all distributors and dealers that all back orders placed thru February 27 would be delivered at the sale price. Columbia and RCA Victor have guaranteed that back orders placed in February will be shipped to distributors at sale discount in March. The price on Columbia, RCA Victor and Mercury Records returns to list price March 1.

PRETTY GOOD LIVING

Band Business Is In Healthy Shape

NEW YORK, Feb. 27.—The excitement and hoopla of the late '30s isn't there, but the band business is in a pretty healthy state these days. No one is making a fat fortune out of owning, fronting, managing, booking or presenting bands; but many seem to be making a pretty good living at it, and the future looks fairly good. A spot check of the band business taken this week came up with these reserved yet optimistic opinions.

Several tradesters point to the bands which have only recently entered the business, and those bands planning similar moves. The booking offices are not having any great difficulties in getting dates for the new bands. Some of the recent entries now being booked are Les Elgart, the Commanders, Richard Hayman, Roger King Mozian and Phil Brito.

Possibly readying for tours are the Pete Rugolo and Dan Terry bands recently signed by Columbia, Lee Roy on Epic, George Williams on Coral and Jimmy Roma on Rainbow. A.&R. exec Percy

3 MOVIE TUNES UP FOR OSCARS

NEW YORK, Feb. 27. — Songs already entered as candidates for Academy Award Oscars include the "Sadie Thompson Song" from the title movie; "Secret Love," "Calamity Jane" and "That's Amore," from "The Caddy." Tunes are judged not on popularity alone, but also on the manner in which they are used in the films. Balloting will be held on March 29.

Cap Sets Up Own Photo Studio, Lab

HOLLYWOOD, Feb. 27.—In a move to further develop new technical advances in album and package merchandising, Capitol Records has set up its own photographic studio and laboratory. Firm will completely equip the studio and lab, and has named Ken Veeder to helm the new unit.

Veeder, veteran photographer, joined the Cap firm this week, reporting to National Sales Manager Bud Fraser. He previously was associated with the Rothschild Studios here.

Veeder will headquarter the Cap photo studios at the firm's Palmer Building address, which also contains the accounting department.

Miller Plans Europe Talks

NEW YORK, Feb. 27.—Mitch Miller, Columbia a.&r. chief, leaves Sunday for a three-week visit to England and the Continent. Miller is visiting Europe to meet with executives and a.&r. chiefs of Philips Records, Columbia's foreign associate. Philips releases American Columbia wax in England and on the Continent, and Columbia issues Philips cuttings here.

Miller expects to visit Philips' execs in London, Paris and The Hague and also to visit the main office of the firm in Baarn, Holland. He will return to the U. S. about March 20.

Potter, CBS, ABC Named in Le Roux Suit

HOLLYWOOD, Feb. 27.—Disk jockey Peter Potter, along with the CBS and ABC television networks, were named defendants in a plagiarism action filed by TV producer Arch Le Roux in Superior Court here Tuesday (23), demanding \$3,500,000 in damages.

In his suit, filed thru attorney Stanley R. Caidin, Le Roux charges the disk jockey of copying the format of a show he owned, "The Arch Le Roux Revue," which was broadcast over Los Angeles and San Francisco stations from March, 1950, to January, 1951.

Le Roux charges that on August 23, 1952, Potter began exhibiting a show called "Juke Box Jury," incorporating the same format as Le Roux contends he originated.

The petitioner demands \$1,500,000 against Potter and CBS, and \$2,000,000 against Potter and ABC.

Last April Potter filed an almost identical complaint against CBS, charging that his original show was "lifted" for the production of another TV program. Latter complaint was dismissed after an out-of-court settlement.

Carlton Ends Open House Pop Session

NEW YORK, Feb. 27. — Joe Carlton's attempt to see all and hear all new talent and material on Monday open house sessions came to an end this week when RCA Victor's pop recording chief announced that he would have to discontinue the "come one, come all" Mondays.

Carlton pointed out that originally he had high hopes that the plan would give all comers a chance to expose their material for possible RCA Victor usage, but that the result was a heavy influx of non-professional people who brought little or nothing which the record company could use.

Carlton said that efforts to screen non-professionals proved unsuccessful. The new policy calls for all to make appointments in advance.

London Pacts Italian Basso

NEW YORK, Feb. 27.—Metropolitan Opera basso Cesare Siepi this week was signed to an exclusive three-year recording contract by London Records. Formerly heard here on disks under Columbia auspices, the singer is being readied for a heavy recording program abroad by London's parent company, British Decca.

London exec Remy Farkas, who pacted Siepi, said the acquisition of the basso rounds out the company's roster of top Italian talent, and will clear the way for increased emphasis by the firm in the Italian opera repertoire. Artists already under London contracts who also have been featured at the Metopera include singers Mario del Monaco, Gino Penno, Ettore Bastianini, Fernando Corena, Hilde Guedin, Lisa della Casa and conductor Alberto Erede. Renata Tebaldi and Gianni Poggi are set for Met debuts next season.

London plans to release a total of nine operas this year. Siepi's major effort for the label, a new "Don Giovanni," is being scheduled for release in 1955.

Dennis' Pub Firm Tagged Evergreen

HOLLYWOOD, Feb. 27.—Tune-smith Matt Dennis has organized his own music publishing firm, Evergreen Music. Unit will be affiliated with ASCAP. Joining Dennis as vice-president is John Grant, attorney for the Lucille Ball-Desi Arnaz film production company, Desilu.

First tunes in the firm are originals, "Junior and Julie" and "Compared to You," both etched by Dennis on Trend Records.

Friml Clefs 4 New Tunes

NEW YORK, Feb. 27.—Rudolf Friml, one of the great names of the music and legit musical fields, has written four new tunes with Paul Francis Webster. The songs are in the new M-G-M Cinema-Scope version of "Rose Marie," one of Friml's hit operettas. They will be published by Robbins Music. The original Friml-Harbach-Hammerstein-Stothart score is published by Harms Music.

The film and M-G-M soundtrack album will feature both the standard "Rose Marie" tunes and the four new ones, "I Have the Love," "The Right Place for a Girl," "Love and Kisses" and "Free to Be Free."

Essex Topper Will Promote Diskings

NEW YORK, Feb. 27. — Dave Miller, Essex label chief, canceled his projected flight to England, and Essex warbler Val Anthony makes the trip solo to cut some sides abroad.

Miller's cancellation was motivated by two developments. First, he wants to put into high gear a promotion campaign on his newest release, the Peter Lind Hayes-Mary Healy etching of "Lonesome Lover" backed with "Crazy Mixed-Up Song." Secondly, Eddie Calvert, of "Papa" fame, is flying to the United States and is set to arrive March 3 in order to start on a 10-day deejay promotion trip. Miller wishes to guide Calvert's trek.

Flanagan Ork Heavily Booked

NEW YORK, Feb. 27. — The Ralph Flanagan band is almost completely set thru July, with only two days left to fill in May. June is 75 per cent filled, and July calls for two full weeks at the Aragon in Chicago, and a week at the Steel Pier, Atlantic City. Guarantees top \$22,000. After closing at the Palladium, Hollywood, tomorrow (28), the band will do a string of continuous one-nighters until the end of May.

Already lined up are some important college dates, including Texas, Central Missouri State, Memphis State, Drake, Penn (Continued on page 103)

For This Issue Only

The Music Popularity Charts

Will Be Found on Page 72 in the Special MOA Convention Section

James, Beneke, Cugat, Martin Eye Continent

LONDON, Feb. 27.—More big American names will be visiting Europe this summer if current plans mature. Larry Barnett, of the Music Corporation of America, is here for talks on the subjects, and forecasts that Harry James, Xavier Cugat and Tex Beneke will all bring their orchestras over in the coming months.

Singer Tony Martin is also scheduled to make another European trip. As the plan now stands, Xavier Cugat will take his band to Scandinavia, then on to Germany and other parts of the Continent in July.

Harry James will follow the same circuit a month later, while Tex Beneke will visit Germany only in September. Tony Martin, making mainly for Germany, is penciled in for August.

RCA '53 Volume Hit Record High

NEW YORK, Feb. 27.—Volume of business done by the Radio Corporation of America during 1953 reached an all-time high, with a figure of \$853,000,000. Brigadier General David Sarnoff, chairman of the board, in the 34th annual report to the company's 177,000 stockholders, pointed out that RCA's business had increased for the seventh successive year.

The gross income for 1953 represented an increase of 22.9 per cent over the previous high of \$693,941,000, which was achieved in 1952.

Net profits in 1953 amounted to \$35,022,000, as against \$32,325,000 in 1952. These earnings were equivalent to \$2.27 per share on common stock, as compared with \$2.10 per share earned the year before.

Total dividends amounting to \$19,963,000 were declared by RCA for 1953. This included \$3.50 per share on the preferred stock and \$1.20 per share on the common stock, as compared with \$1 in 1952.

Granz Labels Broaden Staff

HOLLYWOOD, Feb. 27.—Re-alignment of personnel at the Norman Granz Clef and Norgran labels was firmed here this week, with Bernie Silverman moving into the firm's top executive slot as national sales manager. Silverman, a vet Granz staffer, had been handling sales in addition to production and promotion chores.

Marvin Schwartz joined the firm this week and will henceforth be responsible for the production and promotion post, reporting to Silverman.

Saul Zaentz has been named Eastern sales and promotion rep. (Continued on page 103)

802 Declares 'Lock-Out' as WOR Talks Collapse; 40 Fired

• Continued from page 2

with that management (Macy's-Bamberger Broadcasting). It expired January 31 of this year, but was extended to today (27).

Manager Gordon Gray, representing Tom O'Neil's General Telecasting operation, contends the station is in favor of live music, but that they want to hire musicians as needed, on a per-program pact similar to those 802 set up for Du Mont and the Daily News station WPIX. At present, WOR only uses live music on two shows — John Gambling's daily morning series and "Wonderful City"—plus intermittent services by an organist.

The Local originally tried to negotiate an increase of 12 musicians, which would bring WOR's staff up to 52 men. It was left that 802 would settle for maintenance of the old 40-man quota, plus a 10 per cent increase, a deal tantamount to that which Petrillo

BRITISH JAZZ

Teen-Age Fans Get Jive Show

LONDON, Feb. 27.—An experiment hatched this week reflects the two main trends in show business this side—a falling off in normal non-name vaude business and an upswing of interest in jazz music.

Cashing in on the teen-age trek to dance halls, the screaming crowds who mob pop singers, and the mounting sales of records—all of which show an upward demand for pop musicians—producer Robert Nesbitt has brought together a team of jazzy youngsters for Britain's first jive show.

Opening at London's unfashionable Chiswick Empire—which is far enough from the bright lights to discourage top-flight critics from killing it before the show has shaken down—Nesbitt hopes to be the first to milk the jazz-crazy teen-agers, who have previously boycotted vaude houses as "old-fashioned."

Titled "Jazz Wagon," the show will play twice nightly and will be watched by traders as keenly as by swing fans.

Mills Wants Suit Dropped

NEW YORK, Feb. 27.—The Mills Music Corporation this week filed a motion in Supreme Court asking dismissal of the recent suit filed by Hoagy Carmichael. Carmichael asked for a declaratory judgment returning to him copyrights on 14 songs, including "Stardust" and other standards.

The Mills motion claims, "There is no justifiable controversy presented by this complaint and therefore the declaratory judgment asked is not warranted."

Mills claims that in reality, a controversy exists only over three of the 14 songs now in the renewal stage. The motion will be heard March 4.

Decca Management Rebuts Lloyd Claim

Stockholder Letter Makes Reply to Ousted Board Member's 'Mismanagement' Charge

By IS HOROWITZ

NEW YORK, Feb. 27.—Decca Records' management moved quickly this week to pick up the challenge to its leadership brought by George L. Lloyd, recently ousted member of the company's board of directors.

Attacking Milton R. Rackmil as a "one-third part-time president," Lloyd early this week charged that "mismanagement" was responsible for Decca's decline "to last place among the major record companies."

Following a mailing to elicit the support among the manufacturer's 5,200 stockholders, Lloyd, on Thursday (25), instituted a court action to win back the rights of a board member. The

charges he brought against the company, its board of directors and Rackmil personally elicited a fast response from the Decca executives.

This weekend the company will mail to stockholders its own version of the controversy, in which it will label Major Lloyd's charges as unfounded.

The letter, which will seek to retain stockholder support in the burgeoning proxy battle due to culminate at Decca's annual meeting April 13, will declare that "as a director, Lloyd voted in favor of every action he now complains about."

Open Letter

The hassle, which had been simmering over the past two years, broke into the open Tuesday (23) when stockholders began receiving Lloyd's letter.

This document noted that the Decca sales of about \$12,000,000 in the first nine months of 1953 was in "sharp contrast" with "the company's former president's (Jack Kapp) achievement of about \$33,000,000 in the full year 1947."

Lloyd compared what he termed current "shriveled net profits from company operations in the record business, exclusive of non-recurring credits, amounting to about \$131,000" for the first nine months of 1953, with "nearly (Continued on page 15)

Coral Adds Comic And Folk Artist

NEW YORK, Feb. 27.—Coral artist and repertoire chief Bob Thiele has added Tommy Duncan to his roster of folk artists. Another talent addition this week was comic Joey Adams, who will be used to wax special material for the label. On Adams' first sides, due out soon, he will be joined by Al Kelly.

ASCAP Settles Pacts With TV Nets and Indie Outlets

Webs Get Rate Cuts; Society's Income Insured

NEW YORK, Feb. 27.—Under the provisions of the new four-year pact signed by the networks and the American Society of Composers, Authors and Publishers, the Society is virtually assured that its TV network income will not fall below the level reached under the old contract.

The networks, in the new pact, secured a considerable reduction in the rate, and one of the chief persuasive factors in securing this reduction was an assurance that ASCAP would not suffer economically, inasmuch as TV grosses were rising.

The protective contract provision, in effect, states that if, in any one of the four years of the pact, ASCAP TV network income falls below the 1953 level, then ASCAP is privileged to compute the payments for that year on the basis of the old rates. The general basis of the old rate was the network rate plus 10 per cent.

The new contract, which is retroactive to January 1 and runs thru December 31, 1957, provides for two deals—local and network blanket.

Local Rate

The local commercial rate is 2.05 per cent of net receipts from sponsors after certain deductions. The local sustaining rate is equal to the highest quarter-hour rate, payable each calendar month. Under the old pact it was the highest half-hour rate.

The network rate is 2.5 per cent, instead of the old rate of 3.025. Further, the network sustaining fee has been clarified, and is now a flat payment of \$150

annually for each network affiliate.

HOLLYWOOD, Feb. 27.—Stanley Adams, ASCAP president, told more than 400 composer-publisher members of the Society the outlines of the network pact at the Society's semi-annual dinner here Tuesday (22). Those signing included NBC, CBS, ABC and Du Mont.

Saul Bourne, prexy of the publishing firm bearing his name and treasurer of the Society's execu- (Continued on page 103)

Payton Heads Committee on NAMM Confab

CHICAGO, Feb. 27.—Earl C. Payton, vice-president and general manager of the retail stores division of Rudolph Wurlitzer Company, Chicago, has been appointed chairman of the convention committee for the 1954 music industry trade show and convention, Russell B. Wells, president of the National Association of Music Merchants, announced. The annual event is scheduled for the Palmer House, Chicago, July 12-15.

Since his acceptance of the post, Payton has announced a major improvement in plans for this year's trade show. In co-operation with William R. Gard, NAMM executive secretary, a method has been worked out to relieve congestion at the hotel's loading dock as pianos and organs arrive. This year, for the first time, the show management has hired two crews of piano movers by contract with the Pickett-Kane storage warehouse of Chicago. One crew will be stationed at the loading dock, the other on the eighth floor.

Merc Slates Tour to Bally Em Arcy Wax

CHICAGO, Feb. 27.—Bobby Shad, a.&r. director for the r.&b. section of Mercury Records, stopped at the home office of the firm for two days to set up a tour of approximately 15 cities in connection with the new jazz series, Em Arcy, which will be premed soon. Shad, who is on his way to New York, revealed he would preview the first two releases on the tour.

Shad also announced that two LP's of jam sessions by a group of Hollywood all-star musicians under Maynard Ferguson were cut while he was in Hollywood. Included in the group were Max Roach, Shelly Mann, Bud Shank, Russ Freeman, Milt Bernhart, Bob Gordon, Bob Cooper, and others.

Also cut were eight sides by Maynard Ferguson and his orchestra for the new series. Em Arcy is a series under Mercury, similar to the Olympian series, which feature classical music, and the Golden Lyre series of contemporary music. Shad is returning to New York where he will record Arthur Prysock for the Mercury label.

WNYC POLL REVEALS

Beethoven, Mozart, Bach Top White Collar Favorites

NEW YORK, Feb. 27.—The average white collar worker who likes classical music prefers the works of Beethoven, Mozart and Bach, in that order. And Tchaikowsky replaces Bach as the third choice of the average industrial worker.

This is true at least for a group of listeners which replied to an extensive poll of musical tastes run by this city's municipal radio station, WNYC. In one of the most elaborate surveys of this type undertaken, the station received and analyzed 1,500 ballots. While no direct correlation between listeners and record buyers was attempted, it was generally believed that the results of the poll threw new light on the probable likes of a large segment of the country's disk collectors.

Over-all, composer favorite by

Stations to Pick Blanket or Per Program Plan

NEW YORK, Feb. 27.—Four and a half years of negotiation between indie telecasters and the American Society of Composers, Authors and Publishers ended this week when the proposals of the All-Industry Local TV committee, chaired by Dwight Martin, were accepted by the Society.

The terms, most of which have already been forecast in The Billboard, provide that stations may choose either a blanket or a per program license. The blanket commercial rate is 2.05 per cent of the gross, minus agency commissions, etc., and the sustaining blanket rate is equal to the quarter hour Class A rate, payable monthly.

The per program commercial rate is 9 per cent of the gross, minus the usual deductions, and the sustaining per program rate is 2½ per cent.

Conclusion of the negotiations with the TV indies is a milestone for the Society. About five years ago when ASCAP first proposed a full-fledged TV license for the industry, it was felt that the network blanket license would be the toughest obstacle, and once successfully negotiated would pave the way for the indies. This blueprint did not materialize, and altho the networks entered into an ASCAP contract, the indies (Continued on page 103)

Riverside Gets Circle Catalog

NEW YORK, Feb. 27.—Riverside Records, an indie jazz label, has acquired the rights to the entire catalog of Circle Records. The latter diskery had been one of the key indie jazz labels for the past few years.

Masters acquired by Riverside include both previously issued and a large number of unreleased masters, including sides by Wild Bill Davidson, Sidney Bechet, Muggsy Spanier, Kid Ory, George Lewis, Chippie Hill and Meade Lux Lewis. Also involved are more than 100 sides by the late Jelly Roll Morton, originally waxed by the Library of Congress.

Riverside has previously gotten rights to the masters of a number of defunct jazz labels of the '20's, including Paramount, Gennett, and Champion and to many piano rolls.

First Circle material on Riverside will be issued in March and will feature sides by Jimmy Yancey and Cripple Clarence Lofton. Also coming out is a blues singer package that will feature music from Bessie Smith's only flick, "St. Louis Blues."

WNYC POLL REVEALS

Beethoven, Mozart, Bach Top White Collar Favorites

A large margin was Beethoven, who got 34 per cent of all first choices cast, more than twice the votes given Mozart, the second slot holder. Favorite work was Beethoven's "Ninth Symphony," with nearly double the votes of Mozart's "Don Giovanni," the runner-up. Following in close order were Beethoven's "Third" and "Fifth Symphonies" and Bach's "B Minor Mass." More than 200 compositions were mentioned in all.

Aaron Copland led the ranks of contemporary composers favored by WNYC listeners. He was followed by Prokofieff, Stravinsky and Bartok. The single modern work which received most votes was Stravinsky's "Rites of Spring."

Top ranking pianist, according (Continued on page 98)

Music as Written

CAPITOL DISTRIBS MEET IN MILWAUKEE...

A joint meeting of the sales and promotional forces of Capitol Record Distributor offices in Chicago and Milwaukee was held Monday (22) in Milwaukee. The groups planned the March and April sales program.

JOHNNY OTIS INKS WITH JAY-DEE...

Warbler Johnny Otis was signed to a five-year pact by Joe Davis as a writer and singer. He will continue to wax for Davis' diskery, Jay-Dee Records. Otis is the clefver of a number of tunes he has cut for Jay-Dee, including "Daddy Rollin' Stone," "Bartender, Fill It Up Again" and "Tears, Tears, Tears."

HAL COOKS HAVE BABY BOY...

Hal Cook, sales chief of Capitol Records became the father of a baby boy Friday (26). This is Cook's third youngster; both of his other children are boys.

"ANEMA" HAS LONG BACKGROUND...

The tune "Anema e Core," just released by RCA Victor with Eddie Fisher, was originally published by Leeds a few years ago under the title "Until" and was waxed by Dinah Shore for the label then. Not much happened to the tune with the English title; so when Italian-styled tunes started again recently the publisher decided to get a new lyric for it, using its original title "Anema e Core." New lyrics were penned by Harry Akst and Mann Curtis. The tune has been popular in Italy for a long time and has been waxed by pop and classical singers there. The song is featured in a forthcoming flick, "Three Coins in the Fountain."

LEIGH-CHARLOP DOING MUSICAL...

Carolyn Leigh, who is the co-writer of "Young at Heart," and Moose Charlop are writing the score for the musical production of "Peter Pan" which is to be presented on the Coast this summer. Score will be published by Frank Loesser's music firm, Frank Music.

RAINBOW TO RUN 'ROO ROO' CONTEST...

Rainbow Records is running a national contest to get a lyric for the tune "Roo Roo Kangaroo," recently released on the label with the Jimmy Rome ork. Deejays who want to conduct the contest will be sent contest rules by the diskery, plus a lead sheet of the song. All contestants who write into jocks requesting lead sheets will be sent them by the diskery. The clefver who writes the winning lyric will receive a \$500 war bond. Contest winners will be announced April 30. Meanwhile, the Roma crew will appear on the following TV shows to play the tune: the "Joe Grady-Ed Hurst Show" over WPTZ, Philadelphia, March 6, and the "Phil McLean Show" over WEWS, Cleveland, March 13.

SEECO READIES LP PUSH...

Seeco Records has set a promotion for its LP line of packaged merchandise under which distributors can buy 75 albums at half the usual price for every order of 150 albums at full price. The diskery has placed no restrictions on quantities or on number of each album wanted in the promotional offer.

PAUL TO HELM CAP'S CHI DISTRIB OFFICE...

Sy Paul, promotion man for the Capitol Record distributors, Chicago, will take over duties as office manager of the branch as of March 1. He will be replaced as promotional man by Don Hassler, who is currently in the sales force of the organization.

New York

Vernon James has been appointed sales manager of the record department of Columbia Electric and Manufacturing Company in Spokane. Firm is the Columbia Records distributor for the State of Washington. Dave Blum, of Odette Music, has recovered from a virus attack which kept him out of the office last week. The Jimmy Roma ork appeared on the Don McCloud TV seg over WJBK in Detroit Saturday (27) to plug its Rainbow cutting of "Roo Roo Kangaroo." Ork will appear on the Ed Hurst-Joe

Grady TV show in Philadelphia March 6. Daken K. Broadhead, Allied Record Manufacturing company prexy, has been in town for the past two weeks on business. Tommy Prisco was pacted by Mercury Records this week. This first side will be released in March. David Rosenfield joined indie label A 440 Records this week as promotion and sales head. Rosenfield previously operated a record shop, the Music Box, in Jamaica. Andy Griffith started an eight-day stand at the Olympia Theater, Miami, Wednesday (24). Dick Linke, Capitol's publicity chief, flew to Miami with the comic and will return here on Sunday (28).

Joe Johnson has been appointed promotion manager for Columbia Records' country and western department. Johnson will headquarter in Nashville. Epic Records has pacted two new mambo groups. One is the Hector Pellot ork and the other, the Johnny Conquet Sextet. Releases on the two orks will be ready in March.

M-G-M distributors, Jimmy Sanborn Jr., Cleveland, and Herman Gimbel, Baltimore, were in town for confabs with the label. Bob Stewart has set a 13-week deal as featured vocalist on WLW, Cincinnati TV station. Marie Russell, New Jersey thrush, signed with Brand Records. Nashville's WSM has set the dates for the 1954 disk jockey festival as November 19 and 20. RCA Victor's a.&r. chief, George Marek, will be on the West Coast next week. Tommy Mara, M-G-M Records artist, is currently on a promotion tour covering the Eastern disk jockeys to hype interest in his latest release.

M-G-M's a.&r. exec Dick Lyons leaves for the Coast on March 5 for two weeks. Manie Sacks, RCA Victor's veepee and general manager, will be in Hollywood next week. Anchor Records' latest release features Ray King, billed as the "singing truck driver." King is official vocalist of the New Jersey truck drivers' union. The Valley label has signed Buddy Cunningham to a long-term contract. He is managed by Cliff Parman. Look magazine's March 9 issue will feature four pages on Eddie Fisher. Harry Ascola has been named branch manager of the Transdisc distributing outlet, Philadelphia. M-G-M Records has picked up the option on Jo Ann Tolley's disk contract.

A new label, Jaguar Records, was formed this week by George Bennett. First sides are by Luigi Martinelli and the Four Brothers. Bennett is the co-writer of the oldie recently cut by the Mills Brothers on Decca, "You Didn't Want Me When You Had Me." Bob Sadoff is now professional manager of Bourne Music. Charles McGregor has taken over as professional manager of ABC Music. Irene Braun, formerly Hal Cook's secretary at Capitol Records, became the mother of a baby girl Wednesday (24).

Charles Stanley and Bill Livingston, Eureka Records toppers, have lined up a national deejay tour for the Taylor Maids, to plug their waxing of "Nu Nu Nu." The sister trio is currently in San Francisco on a promotion junket. Epic Records has pacted the Gordons, a pop singing group. Johnny Long currently on

U. S. Diskeries to Get Love Masters

NEW YORK, Feb. 27. — Love Music, organized here recently as a repository for tunes waxed in Europe, will funnel masters to other record companies as well as Decca.

The deal with the latter firm (The Billboard, February 20) calls for transfer to Decca of instrumental masters featuring the Dutch conductor Van Linn. Love has set a heavy recording schedule, with the product due to arrive here shortly.

Mysel Named Prof. Mgr. at Chappell

NEW YORK, Feb. 27.—Lenny Mysel, formerly with Bourne Music, has joined Chappell & Company as professional manager. He will handle Chappell's, T. B. Harms or De Sylva, Brown & Henderson catalogs whenever either spurts into current activity.

one-nighter tour in the Midwest, as well as the orchestras of Ted Weems, Wayne King and Tommy Reed. Ted Lewis and his orchestra play the Automobile Show at Des Moines from February 27 thru March 6. Art Castle currently playing the Martinique while Don Glasser holds over at the Trianon, and Gay Claridge stays on at Oh Henry Ballroom.

Chicago

Henry Brandom, orchestra leader and part-time house director for the Chicago Theater, is operating his own booking set-up in the Al Borde office. Louis Armstrong and His All-Stars gave a one-hour jam session, in addition to the reg' ar stagershow at the Chicago Theater, on Washington's birthday for the benefit of teen-agers who packed the house. The idea went over so well that it will be repeated. An extra attraction, for one performance, was Label X's newly pacted thrush, Dinah Kaye, who did sev-

(Continued on page 104)

Sat. Review To Give Disks

NEW YORK, Feb. 27. — The Saturday Review, weekly magazine devoted to literature and recordings, will take a stab at the record business shortly via the issuance of a long-playing album featuring poet Carl Sandburg reading some of his own works on Lincoln. A spokesman for Saturday Review told The Billboard, "the record will probably not be for general sale thru retail record stores, but used by the magazine in some way as a premium."

Saturday Review sees the project as an "extension of our general interest in recordings and the people who make them." It is expected that other adventures into commercial recordings will be taken by the magazine. The Sandburg album, and any subsequent recordings, will probably be issued under the "S.R.O." label, the initials meaning "Saturday Review Original."

Miller Flight to England Canceled

NEW YORK, Feb. 27.—Dave Miller, Essex label chief, canceled his projected flight to England, and Essex warbler Val Anthony will therefore make the trip alone to cut some sides abroad.

Miller's cancellation was caused by his desire to put into high gear a major drive on the newest Essex release, the Peter Lind Hayes-Mary Healey disk, "Lonesome Lover," backed with "Crazy Mixed-Up Song." Miller soon starts on a deejay promotion tour.

M-G-M to Release "Marie" March 15

NEW YORK, Feb. 27.—March 15 has been set as the national release date of the soundtrack album package of the M-G-M musical, "Rose Marie." M-G-M Records will ship some of the packages into Chicago, Cleveland and Washington prior to mid-March in order to coincide with a special early showing of the Cinema-Scope musical. Albums will be issued in all three speeds.

The musical and album feature Ann Blyth, Howard Keel, Fernando Lamas, Bert Lahr and Marjorie Main. The record company has prepared a heavy exploitation and promotion campaign, including a window display contest for record dealers.

RCA Sets Release Of 'Mutiny' Music

NEW YORK, Feb. 27.—RCA Victor will release the sound track album package of the film "Caine Mutiny" early in June. The package will contain the Max Steiner background music on one side of the LP disk and the courtroom scene from the film on the flip side.

The sound track drama will feature the film's stars, including Humphrey Bogart and Van Johnson.

W & D DID GIVE RECORDS TO SPA

NEW YORK, Feb. 27.—The Wizell & Day Publishing Corporation did turn over its records and vouchers to the Songwriters' Protective Association for an audit when SPA so demanded. It was incorrectly reported here that it had not acceded to SPA's request. Wizell & Day are continuing in business.

Cap's Fraser Sets N. Y. Trek

HOLLYWOOD, Feb. 27.—Gordon (Bud) Fraser, Capitol Records national sales promotion manager, embarks for New York March 14 to partake in the firm's district sales manager and regional operations manager meet.

Fraser, along with firm's sales execs, will confer with Hal Cook, national sales manager, and Bill Fowler, vice-president of Capitol Records, Inc.

Book Pubber Denies Rumor

NEW YORK, Feb. 27.—Persistent trade reports that Grosset and Dunlap, Inc., large book publishing firm, was ready to enter the record business in some manner were denied this week by Grosset exec John O'Connor.

O'Connor told The Billboard, "These rumors have been around for years, but we have no plans at present to do anything with records. That doesn't mean, however, that we are writing ourselves out of any future undertakings."

Legalist to Give Radio-TV Course

NEW YORK, Feb. 27.—Stuart Sprague, counsel for the All-Industry Local TV Music License Committee, has been appointed by New York University School of Commerce to give a course, beginning this month, titled "Radio and Television Legal Problems." Sprague, a partner in the firm of Sprague & Peck, became interested in radio law when he joined NBC in 1929. During his seven years with NBC as associate legal counsel he helped establish many of the policies and legal precedents that prevail today.

After leaving NBC to engage in the general practice of law and admiralty law, Sprague became one of the few independent attorneys in the broadcasting field. During the past 18 years he has represented, in negotiation or litigation nearly every field associated with broadcasting stations, package producing companies, ad agencies, composers, publishers, record companies, artists, etc.

CRG, YPR Picks Ben Deutchman

NEW YORK, Feb. 27.—Ben Deutchman this week was named sales director of both the Children's Record Guild and Young People's Records kidisk outfits, while the allied firms named Larry Sockel as sales manager for the lines. Deutchman replaces Irv Katz, who resigned recently to join Eli Oberstein's Record Corporation of America.

Deutchman had been educational director of the two firms, while Sockel handled sales in the New York area.

Allied Inks Darien To Term Contract

HOLLYWOOD, Feb. 27.—Allied Records Sales Company, Coast indie, has signed singer Fred Darien to a term recording contract. Piper was slated to slice his first wax last week, with sides set for immediate release.

Firm is currently working on the Jerry Wallace rendition of "Gee But I Hate to Go Home Alone," tune which is presently being sparked on the West Coast.

In a move to effect further consolidation of their operation, plattery has moved to headquarters at its pressing plant here.

GUEST DEEJAYS

Disk Execs To Sub on Miller Show

NEW YORK, Feb. 27.—Improving the trade talk that a.&r. men hate each other, at least three recording execs have agreed to fill-in for Columbia's Mitch Miller on his Sunday afternoon disk and chatter show aired regularly here over WNEW. Miller, who leaves for England tomorrow (28), asked Victor, Mercury, Decca and Capitol a.&r. men here to take the show over for successive weeks.

Victor's Joe Carlton, Decca's Milt Gabler and Mercury's Richard Hayman already agreed, while Capitol is currently without an Eastern a.&r. exec. Latter label's rep will fill-in as soon as the diskery names its new man.

Talent Array Set By New Jazz Man Diskery on Coast

HOLLYWOOD, Feb. 27.—Jazz Man Records, new Coast indie specializing in the Dixie jazz field, organized here recently with an impressive talent roster to kick off their first wax.

Firm, headed by Albert Van Court, Howard Payne and Bill Hawley, plan on cutting top pops in Dixie, in addition to traditional Dixieland jazz. Rhodes Cook has been set as a.&r. director, with Larry Goldberg handling national sales and distribution.

Slated to cut for the label are Pete Daily, Ben Pollack, George Lewis, Octave Crosby, Johnny Lucas, Don Ewall and Jerry Fuller.

Plattery is currently setting national distribution, naming Central Record Sales in Los Angeles and Chatton Distributing Company in Portland. First release, "Make Love to Me" and "Swanee River," by Pete Dailey and His Chicagoans, is already on the market.

Noel Getting \$1,500 For St. Louis Date

CHICAGO, Feb. 27.—Dick Noel, Cincinnati singer, whose latest Decca waxing, "Sleeping Beauty," has just been released, scored his first big money beat here the past week when Pat Lombard, local General Artists Corporation rep, set him to head up the St. Louis Sports Show to be held at Kiel Auditorium, that city, March 6-14. Noel's fee for the date will be \$1,500 for eight days, better than four times the figure he's ever pulled down for a week stint before.

He is being released for the final day at the Sports Show to enable him to make the hop to Cleveland, where he is slated to spell vacationing Johnny Andreys on both radio and TV over WTAM March 15-27. Noel is under the personal management of Harry Carlson, Cincinnati songwriter-photographer.

Other acts skedded for the St. Louis event are Barnacle Bill, bait-casting chimp; Bill Fontana and Peppy, log-rolling dog; Orrin Benson's Retrievers and Pointers; Linon, comedy slack-wire; Mark Scala, comedy judo; Gillen, water ballet, and Evelyn Chandler, roller skater. Gill Newsome will emcee.

On March 29, Noel begins a week's engagement at Gay Haven, Detroit, set by Frank Hanshaw, of GAC's Cincinnati office.

THAT'S QUITE A HUMBLE ARRAY

NEW YORK, Feb. 27.—Tunesmith Al Hoffman's three latest recorded tunes are confined to the Arthur Godfrey troupe. Says Hoffman, "If I get a Frank Parker record, I'll have the show all locked up."

The line-up is like this: "They Don't Play the Piano Anymore," written with Dick Manning, recorded by the Mariners; "Moon, June Spoon," written with Roy Alfred, recorded by Godfrey and Janette Davis, and "You're Not Living in Vain," written by Abner Silver, recorded by Maric Marlowe.

Decca Rebuts Lloyd Claim

Continued from page 13

\$2,000,000 profits for the 12 months of 1946."

Lloyd continued that "on the basis of Mr. Rackmil's full-time record, his continuation in office at Decca, even on a part-time arrangement, can only be disastrous for our company and costly to the stockholders."

Lloyd's attack on the Decca management, as it developed from his original stockholder letter and supporting material that accompanied his legal brief, delved into intimate phases of the diskery's operation, from its relations with Universal-International Pictures to policies on the artists and repertoire level.

Seeks Replacement

Lloyd told The Billboard this week that he is seeking to round up enough stockholder support to replace the present Decca board in its entirety. Giving an opinion on the make-up of an acceptable board, he said it should hold two men "thoroly familiar with the music business," two bankers and himself.

Lloyd asserted that he would expect to be designated chairman of the board. The board, he said, would then elect a new president for Decca.

Lloyd pointed out that he was one of the original founders of Decca and had been a member of its board since 1934 and until his ouster this February 11.

Decca's Letter

Decca's letter to its shareholders will present the following argument:

It will state that Lloyd voted in favor of Rackmil's present employment contract. (Lloyd made the point in his bid to stockholders that Rackmil's salary, exclusive of bonuses, had climbed from \$39,750 in 1948, to \$54,392 in 1949, \$85,000 in 1950 and to a "present annual scale of \$122,500 plus \$18,500 for unaccounted expenses" to be paid by Decca and Universal-International until 1959.)

Lloyd's claim that he "personally provided 80 per cent of the required American cash" when Decca was formed, will also be countered in the management letter. It will state that the company acquired a fully equipped plant for notes and stock, and that of the cash put up, \$240,000 was supplied by British interests, \$25,000 by Lloyd and \$5,000 by another American.

During the first three years of its operation, British interests advanced an additional \$425,000, no part of which came from Lloyd, the letter will state.

"Part-time" Charge

The Decca missive will answer Lloyd's "one-third part-time president" charge by declaring that its stockholders own not only all of Decca but also about two-thirds of Universal-International also headed by Rackmil. (Decca now owns more than 60 per cent of the U-I stock.)

Shareholders will be told that "Rackmil gives his full time and full attention both to Decca and to its subsidiary Universal Pictures, which together provide your dividends." About Rackmil's salary, the letter asserts that "is less than is paid to chief executives of comparable companies."

When Rackmil became president, in 1949, the management letter will remind stockholders, Decca's capital stock was selling for \$7 a share, and it's now quoted at about \$10. Tho the annual dividend in 1949 was 50 cents a share, the company has paid 70 cents since 1951, they will be told.

WEBCOR SETS 'MILLER' TIE-IN

BOSTON, Feb. 27.—Effective use of the promotional devices arranged thru a tie-in between the film "Glenn Miller Story" and the Webcor company is being made by DeMambro Radio Supply Company, local distributor for Webcor products. DeMambro has set a large window display in the Jordan Marsh department store and is sending dealers a free copy of the Decca sound track album with each Webcor "Musical" phono.

Theaters playing the film have a Webcor phono display in lobbies. All theaters are also showing a film trailer announcing the "Glenn Miller Story" and a special contest. Prizes include a savings bond, Webcor phono and Decca records.

The letter will also charge Lloyd with demanding that a member of his family be named to one of the "most important and sensitive positions" in the company. This post was generally interpreted as the a.&r. spot.

The management document concludes by requesting stockholders to wait for Decca's 1953 annual report, soon to be distributed, before acting on Lloyd's proposal.

Lloyd Caution

Lloyd had cautioned stockholders earlier that the company "will report earnings for the year in excess of \$1,000,000... (but) they represent mainly dividends and earnings derived from Universal Pictures, and not from the operations of our own company—Decca Records, Inc."

Lloyd, whose post of board member was eliminated by vote of the present five directors on February 11, asks in his court action that the books of the company be made available to him for checking and copying.

Since this can only be done by a director, a grant of this right by the court would in effect return him to director status. A hearing on his motion will be held at New York County Supreme Court Tuesday (2).

Former Steps

Lloyd's petition to the court documents his allegation that he frequently called on Rackmil and the Decca board to take steps to stem what he termed the firm's declining position among major manufacturers. Declaring that all such overtures were rebuffed or ignored, Lloyd charged that he was removed from the board when he took steps to bring his point of view before the stockholders.

Documents attached to his brief show that Lloyd asked that the company re-examine its policies, strengthening its a.&r. set-up by giving the a.&r. chief more power, removing alleged interference with a.&r. by other Decca execs and making the a.&r. topper responsible for grabbing off more hits.

These documents also showed that Lloyd urged that Decca reduce its release schedule, limiting the number of new disks, but concentrating promotional power on the few issued.

In one letter to Rackmil, dated March 17, 1953, Lloyd summed up his position in part by stating:

"The position of Decca today is little short of alarming. Our lack of success in the popular record field stands out like a sore thumb. It is the talk of the industry. On all sides you hear the comment, 'What's happened to Decca? Since Jack Kapp (former president) died? Nothing!'"

"The salesmen are in a defeatist mood, the staff, following the elimination of the bonus last year, are restless and, altho the most strenuous efforts are made to cut expenses in the lower ranks, nothing constructive or creative seems to be in the offing. In other words, we are shriveling up instead of growing."

In its letter to stockholders Decca management will stress its view that the company is operating at a favorable level and that it is in a sound financial condition.

Present members of the Decca board, in addition to Rackmil and Executive Vice-president Leonard W. Schenider, are Robert W. Lea, Harold I. Thorp and Samuel H. Vallance.

Altec-Lansing Fair Trade of Hi-Fi Seminar

CHICAGO, Feb. 27.—Representatives of Altec-Lansing Corporation, manufacturers of high-fidelity equipment, thru their local distributors, the Graybar Electric Company, will present a seminar on "How Fair Traded Hi-Fi Equipment Can Best Be Merchandised Thru Record Shops" at the March 9 meeting of the Chicago Record Dealers' Association at the Graemere Hotel.

William H. Johnson, field representative of Altec-Lansing, will deliver the speech. Helping out in the demonstration of equipment will be Bernard A. Menarik and Chet W. Novak, electronic sales engineers for Graybar.

Equipment to be shown includes the 303C Altec tuner, the 333A amplifier, the 601A speaker, the 604C speaker mounted in a 606 cabinet, and a Garrard record changer.

DENVER STORE VOLUME

Separate Room Builds Sales of Hi-Fi Phonos

By BOB LATIMER

DENVER, Feb. 27.—Because a separate room, acoustically modified for ideal music rendition, has been set up at the right-rear of the showroom, LeMoine's, outstanding music and appliance dealership here, has made a resounding success of phonograph merchandising.

According to Averett Harding, manager, emphasis on phonographs flagged only briefly after the introduction of television to the Denver area, and, after some six months of doldrums, began picking up speed. "Now, with high-fidelity equipment, we have found an excellent market and a highly respectable unit sale, which combine to make it well worthwhile to put a lot of promotional effort into the field," he said.

"As has been the experience in other cities, we have found that there is invariably a lull in phonograph records. Add hi-fi to the picture, and you have plenty of reason for phonographs to be selling profitably again."

Special Room

The separate demonstration room is 12 by 10 feet in the right-rear corner of the store, with a soundproof door which closes the listener away from the sounds of traffic in the busy store, which is in the center of the downtown Denver shopping district.

On broad shelves at either side of the room are shown three top lines of high-fidelity phonographs, including Columbia 3-60, RCA Victor and Webcor. Signs urge the listener to call a salesperson to demonstrate high-fidelity equipment to best advantage, as well as to "compare your favorite record on these sets and a standard set."

There are usually 16 phonographs neatly racked along the walls of the Denver store, with a choice selection of high-fidelity records, with classical music predominating. "It might be well to point out that the high-fidelity market is by no means made up of longhair buyers," Harding grinned.

Wide Taste

"Often, the devotee of swing, bop, or the man who merely follows the hit parade in buying his records, is just as pleased with high-fidelity as the more serious music lover. At first, when high-fidelity came along, we attempted

to pick out our prospects carefully, according to their seeming likes and dislikes, but now we have found that the customer is likely to fool us."

"The wisest way to sell high-fidelity is merely to give it plenty of demonstration, to all customers entering the store."

Because LeMoine's maintains a huge service department, capable of handling the most complex of television, radio and phonograph repairs or adjustments, the store will probably get into components which permits the hi-fi addict to "build his own" in the near future.

Sales Rolling

Phonograph sales are rolling along smoothly, meanwhile, with "packaged hi-fi," and the \$150 to \$350 sales represented are definitely encouraging.

LeMoine's maintains a large piano department and has been an important factor in the music field in Denver for many years. Therefore, there has not been a great deal of newspaper promotion, other than the use of manufacturer's mats and "word-of-mouth," Harding added.

"We are a highly logical outlet for high-fidelity equipment," he emphasized, "and we began building the inventory as soon as we found we were getting a lot of calls for it, beginning early last fall. We decided from the outset to concentrate only on true high-fidelity equipment, altho there is no definite line between the models which feature only a better speaker and actual electronically-matched and tuned, high-fidelity set."

"When we tell the customer that we are offering him high-fidelity, we want to be certain that his satisfaction is guaranteed, even if it means selling a remote speaker, to serve as the tweeter with the woofer speaker already in the set."

PHONODIARY

Phone Caller Gets Excerpt Of Shows

LONDON, Feb. 27.—Hull, the only city in Britain with a privately run telephone system, has launched a revolutionary (for Britain) phone gimmick.

For just over a nickel Hull citizens can dial Hull Central 21835 or Beverly 6000 and hear details of local entertainments, complete with musical excerpts from the shows.

Callers hear a voice welcoming them to Hull's Phonodiary, then a number of extracts from current vaudeville shows and motion pictures. The Phonodiary operates from 2 to 8 p.m. every weekday and is arousing great interest in the city and neighborhood.

It is thought unlikely the idea will spread, for the rest of Britain's phone system is government-owned and not partial to what it would consider "stunts."

Seeks Sales Meet Ban During Chi's Electronics Show

CHICAGO, Feb. 27.—The Show Corporation of the 1954 Electronic Parts Show, thru its manager, Kenneth C. Prince, has asked all member-exhibitors to refrain from holding any sales meetings during the show days, May 17-20.

He pointed out that while regulations prohibit such meetings in the Conrad Hilton Hotel during the show days, any meeting held elsewhere in Chicago also would be detrimental to the best interests of the manufacturers and their customers.

CHICAGO, Feb. 27.—It was reported in last week's issue of The Billboard that Lyon & Healy, Chicago retail music outlet, was dropping its TV line to concentrate on high-fidelity package units. It was also reported that Mel Schaefer, of the firm, would be electronics manager. This item was erroneous and should have read: The Wurlitzer store here is dropping its TV line and Al Schaeffer will be electronics manager.

Doofoone Records—BMI

HIT TUNES

Rhythm and Blues—No. 310
"Please Be Sure"
"Neither You Nor I Are to Blame"—(Semi-Religious), Johnny Creach leads the vocal melodiously, and swings his violin in a one-man class with his Trio
Spirituals—No. 313
"Ocean of Prayer"
"God Can Set the World on Fire"
The Famous Sims Brothers keep the home fires well burning as they sing the revival jump tempos.
On Sale Leading Stores or Direct
BOOTSIE WILLIAMS PUBLICATION
9512 S. Central Ave., Los Angeles 2, Calif.

ROBE OF CALVARY

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

HILL and RANGE SONGS, Inc.

A RECORD FOR ALL OPERATORS
DUSTY OWENS
"HELLO, OPERATOR"
COLUMBIA 21202

SMASH HIT!
RECORDED ON ALL MAJOR LABELS
SADIE THOMPSON'S SONG
From the Columbia Technicolor Picture
"MISS SADIE THOMPSON"
MILLS MUSIC INC.

High On All Lists!
PINE TREE
PINE
OVER ME
MILLER MUSIC CORPORATION

Fabulous Performance!
JO STAFFORD
—LIBERACE
INDISCRETION
From the film, "Indiscretion Of An American Wife"
on COLUMBIA RECORDS
CROMWELL

"ANSWER ME, MY LOVE"

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

Hocus-Pocus

By BILL SACHS

AFTER 40 years of association with magicians and illusionists in all parts of the world, Charles Hugo, dean of the magical managers and trailblazers, has called it a day and settled in Rochester, N. Y., with his memoirs of past successes. Among the mystifiers Hugo has been associated with as manager and co-partner were such stellar magic names as Carter the Great, the Great Nicola, Jansen, Carmo, Dante, Blackstone, Lucille and Eddie Roberts, Chefalo and Palermo, George Stillwell, Ching Ling Foo, Long Tack Sam, Chee Toy, Laurant and many others. A contemporary of Hugo's on his numerous around-the-world jaunts was the late Felix Blei, one-time conductor of this column, who handled, among others, such magic names as Carter, Nicola and Dante. Hugo brands as his major magic association the LeRoy, Talma and Bosco show, which was organized in London early in 1913 and which made a successful tour of the world. The show came to the United States in 1915 and played the principal Klaw & Erlanger and Shubert theaters from coast to coast for two years. The unit, headed by three of the world's foremost necromancers, carried a personnel of 25 people and a collection of livestock that included two lions, a large elephant, 200 ducks, 50 rabbits and a miscellaneous assortment of other animals. Two baggage cars were required to haul the equipment. Floyd King, now owner of the King Bros.' Circus, headed the advance staff. The show was billed like a circus, with more than 40 different pieces of lithographic printing. Hugo stamps it as the alpha and omega of all magical productions.

WLW-T, Cincinnati. She is one of the few women TV producers in the country. . . . Dr. Jacob Daley, New York amateur magician, whose death was listed under Final Curtain in last issue, was one of the most expert sleight-of-hand artists in the country. He had been a member of the Parent Assembly, Society of American Magicians, New York, for the last 20 years. . . . Channing Pollack is current at the Blue Angel, New York. . . . Jarrow is at French Hospital, New York. . . . Bob Dunn will emcee the annual Society of American Magicians' public show at the Barbizon Plaza Hotel, New York, March 12. Clarence Slyter, Albanice, Tommy and Betty Tucker and Dietrich and Diane are among the acts scheduled to appear. Unless foreign bookings interfere, Jay Palmer and Doreen will also appear on the bill. . . . People Today, dated March 10 and just released, carries a photo spread of magicians hocus-pocusing for each other at Milbourne Christopher's New York apartment. Dr. Jacob Daley, Marvin Roy and Ohari Lewis appear in the layout. . . . Frank Rigney is back at Caledonia Hospital, Brooklyn. . . . Julius Sundman and wife are due back in the U. S. in May from Finland, where they returned a year ago to play theater and club dates. . . . Dr. C. S. Karland Frischhorn thought it couldn't happen, but it did. The magi of his native Norfolk, Va., have honored him by changing the name of their organization from the Ticewater Ring No. 103 to Karland Frischhorn Ring "in honor of his long and sincere work in magic circles, both locally and nationally." . . . Joan Brandon has returned to New York after winding up on a series of Florida dates with her one-woman show. She will work New York State and New England thru March, returning to the Southland for a concert tour starting April 1.

FRANCES R. FRANCIS, known to the magic world as Lady Francis, is writing a series of articles on television for magicians and the techniques and details for performing before the video cameras for The Linking Ring, official organ of the International Brotherhood of Magicians. First one is due in the April issue. Miss Francis is now associated with

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NIGHT CLUB-VAUDE

Continued from page 10

Is Your Life" TV show. The singer dresses smartly and has the shape and beauty to rival many Hollywood gals in spite of her years in the business. Her personality is projected right to the tables as she delivers her music while walking thru the room. Her encore, "Please, Tell Me When," has her traveling from table to table and exiting thru the front door for plus effect.

Don Rice gets top reaction for his visual comedy as he imitates such personages as General MacArthur, Harry Truman, President Eisenhower and Will Rogers. He has an uncanny way of making himself look like the person he imitates. His telephone bit with his partner, latin dancer Carmen Lopez, acting the part of a yacking wife (off-stage) gets good mitting.

Dancers Lloyd and Susan Willis give plenty of good terping in their stanza and spice it up with plenty of diversification. They give their impressions of various dance teams and how they perform. Among these were the ballet dancers, the sophisticated ballroom team, and the musical comedy team. Their own comedy routine was well received.

Brian Farnom and the house band backed the show.
Steve Schickel.

Billy Gray's Band Box Hollywood

(Tuesday, February 16)
Capacity, 300. Price policy \$2.50 minimum. Shows at 9:30 and 12. Operators, Billy Gray and Sammy Lewis. Booking policy, non-exclusive. Publicity, Maury Poladare. Estimated budget this show, \$3,250.

It's a well-rounded bill with comic Buddy Lester a standout. Leo Diamond's harmonica work pleases, wit, newcomer Joyce Taylor a sure bet for future stardom.

Buddy Lester not only reaches the Band Box trade, he slays 'em via 45 minutes of hilarious material. Much of Buddy's material is substantially unchanged from when previously caught. He uses the Sherlock Holmes and Africa routines to excellent advantage, and skillfully draws continued laughter via props, innuendo and plain clever lines. It's notable that Buddy doesn't rely on hardly any of the Yiddish idiom. In addition to his turn at the tail end of the show, Buddy handles the emcee chores as well, giving preceding Leo Diamond and chirp Joyce Taylor a solid send-off.

Diamond's return is well received via a pre-sold audience, in that the harmonica virtuoso is currently riding high in his click "Off Shore" waxing. Diamond dispenses mouth organ wizardry as few can, with ringsiders loudly approving his turn.

Thrush Joyce Taylor's bow on the Coast bids fair for future impressive bookings. Altho visibly lacking audience approach, the young lass shows solid potential in a good voice and an equally eye-appealing frame. Of the four numbers offered, only the ballad "Take My Love" fell short. Thrush could well stick to the jazz and jump numbers. Her gyrations and vocal flavor will carry the ball.

Musical backing is furnished by a new combo (5) led by ace trumpeter Pete Condoli. Group cuts an excellent show and has been set as a regular henceforth.
Joel Friedman.

Cotillion Room, Hotel Pierre, New York

(Tuesday, February 23)
Capacity, 265. Price policy, \$2-\$2.50 cover Shows at 9:15 and 12:15. Owners, Pierre Hotel. Booking, non-exclusive, with Stanley Melba, room manager and ark leader, buying. Publicity, Kurt Hofmann.

A surprisingly good show which drew much of its attention from small comedy and nostalgic tongue-in-cheek bits.

Nelson Eddy's second shot at a New York audience showed he picked up enough cafe lore in the past two months to work a lot better than his first time around. Insofar as future business is concerned, it remains to be seen. It was interesting to note, however, that much of the audience (mostly middle-aged) nodded heads approvingly as Eddy sang nostalgic extracts and chuckled as he did comedy bits.

So far as singing is concerned, Eddy has apparently seen his

Burlesque Bits

By UNO

Jessica Rogers, after two months' vacation at her Tampa home, opened February 26 at the Club Samoa, New York, for four weeks, a repeat date. . . . The Hudson, Union City, N. J., in order to satisfy customers heretofore turned away because of sell-outs on weekends, will introduce a new policy of three instead of two complete night shows every Saturday starting March 6. Curtains will rise at 7:30, 10 and 12. In order to present a full length show, intermissions will be reduced from 15 to 10 minutes. Satisfactory arrangements for the change have been made with all unions concerned. A similar policy was started at The Empire, Newark, N. J., today (27). . . . Gypsy Rose Lee will star in Bermuda in the play "The Naked Genius." . . . Leonard Howard, 65, electrician formerly with burly road shows and houses and more recently in TV theaters, died from a heart attack on February 23 at his home 44-10 McNish

best days. His acting ability is also open to question. But he's made up for it with comedy bits, even though the first few were pretty dull. As he gained confidence, however, he projected better and drew better results. His sotto voice ribs of songs identified with him drew warm laughter.

Working with Gale Sherwood (plus Ted Paxton on piano, who also gets into the act), Eddy showed up best in duets of oldies long identified with his long movie career. Basically, however, the Nelson Eddy formula is now light comedy (or should be) with occasional nods to movie musicals. The smaller samplings of his voice the better.

Gina and Gerardo, ballroom team, in their first New York hotel room date, showed good looks, good routines and excellent terp ability. Where they missed was in an over-anxiety to please. The boy either grimaced or smiled too much, giving an appearance of strain that will probably disappear as he acquires confidence. However, the male is much too aggressive. Successful dance teams give the major play to their fem partners for obvious reasons.

These reasons apply even more strongly here. Gina, the gal, is a rave-haired, smoothly turned out attractive creature. And as in most dance teams, it is the girl the customers want to look at. The team did three numbers, ending on a tango-mambo and off to big hands.

The Stanley Melba ork did its usual top show backing job, also playing for dancing. Chi Relli Latin combo relieved.
Bill Smith.

CAUGHT AGAIN

ST REGIS MAISONETTE, NEW YORK: Marti Stevens, a beautifully turned out redhead, is one of the few offsprings around of famous fathers—she's Nick Schenck's daughter — who gives indications of making it on her own.

Perhaps Miss Stevens hasn't the best voice in the world, but what she lacks in that department, she more than makes up in salesmanship and production. She knows how to work to an audience, can use her hands and can translate a lyric with proper inflections and bits of business like a vet who has had more years behind her than she apparently has.

The gal opened with a curtailed version of "Young at Heart" and then went into "Sing You Sinners." The first was good; the second was meaningless.

Her next was a broken English version of "Pigalle" superimposed on a fine arrangement of "Can-Can" hit tunes. This last was easily the best in the act caught. She finally finished with "One for the Road" in down blues tempo and went off.

Even tho her finisher was good, it lacked the effective impact that a brighter song would have brought. We are aware that strong finishes are considered too obvious for class audiences. Still the St. Regis audience isn't smarter than those in Dubuque, Ia.; they just have more money.

Don Pippin's piano backing was top grade. Milt Shaw's ork was equally substantial.
Bill Smith.

Street, Elmhurst, N. Y. Surviving is his widow, Irene Stegman, also of former burly renown, a principal in many shows. Funeral services were held February 25 in New York. The deceased will best be remembered as house electrician at the old Empire in Brooklyn when the late Jim Curtin was manager. . . . Comic Eddie Lloyd is back on the wheels after five years' absence, four of which kept him in stock in Montreal. . . . Winnie Garrett is the proud owner of a natty tea apron made by Mamie Eisenhower which the Prexy's wife contributed to a charity bazaar before she became First Lady.

Rose LaRose introduced still another brand new strip routine, embellished with a trick costume of flaming red, at the Hudson, Union City, the week of February 14. An introductory chapter brought on the chorus, three of the gals clad in tuxedos and high hats. A ditty of many pointed verses lasted thruout the exhibit. Another routine included an electric lit flash of a heart disclosed underneath the front of a heavily skirted gown. . . . Warren St. Thomas' Tropics, Denver, is pulling in the crowds who come back repeatedly to see such queens as Patti Waggin, Tempest Storm and Ira Imp. The remodeled Tropics is recognized as one of the leading burly clubs in the Rocky Mountain area, and, by booking his exotics direct as well as thru leading agencies, Warren gets a wide choice of name burlesk acts.

Princess DoMay, billed as "The Cherokee Half-Breed," has just completed a tour of the West Coast and is now headlining over the Kane circuit. She is considered one of that wheel's best drawing cards. Following those five weeks' engagements will be a return to niteries opening April 19 at the Silver Slipper, Las Vegas, Nev. Her manager is Doug Bonde. . . . Joyce Aimes, accordionist and singer, is at the Kenilworth Hotel, Miami Beach, for the rest of the season. Her newest disk release includes the melodies "Don't Make Me Cry Again" and "Stay Close to My Heart." . . . Burlesk is back in New York on Broadway but in pic form via "Top Banana" at the Victoria, with the same quota of principals as when the show played for a run in the flesh at the Wintergarden. Featured in lights is Phil Silvers. Other burly names are Joey Faye, Herbie Faye, Dick Dana, Jack Albertson and Walter Dare Wahl.

BRITISH ACTORS' EARNINGS LOW

LONDON, Feb. 27.—Thirty-four per cent of British actors make less than \$20 a week on an average 42-week working year, according to a survey made by British Actors Equity.

One actor in four earns between \$20 and \$30 a week. Only one actor in 20 takes home more than \$115 a week when working, and one in 10 gets \$90.

The Equity poll also shows that each week 650 actors have to find jobs outside show business, 1,280 register for unemployment benefit and 1,470 of the better-paid prefer to forfeit the benefit and be called "resting."

With the BBC paying pin-money rates and British films groggy after tax troubles, the fat is spread very thinly in an over-crowded profession. The report concludes by saying, "By far the bulk of actors make between \$20 and \$30, a rate comparable to the unskilled industrial laborers."

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Plenty of Work in Europe

Continued from page 11

Summer Garden, a century-old stock company operated amusement park that employs more than 200 musicians and provides fall shows daily during the May-September period. It also has cabarets, big dance and dance restaurants, a concert hall and two dance halls. It distributes dividends of 10 per cent, and its net profit for 1953 was \$101,245.82. Musicians and ballet corps work the full season, big-time vaude and circus acts get full month and many name concert artists and top-notch orchestra leaders, such as Eugene Ormandy, are brought in for special concerts.

Copenhagen also has the biggest and most attractive cabaret establishment in Northern Europe, the 3,500-seat National-Scala, as well as several other big night spots, all of which use four to six vaude acts the year around, plus bands and musical combos and vocalists.

A major reason for the popularity of vaude and circus in Scandinavia, as well as in some other European countries, is the existence of juvenile and adult gymnastic schools and clubs, as well as the extremely large number of ballet, dance and skating clubs in these countries. The gymnastic schools turn out hundreds of skilled tumblers, acrobats and bar performers, many of whom from early age are accustomed to appearing in public thru contests.

American ice show promoters, such as the "Holiday on Ice" firm, find it quite feasible to recruit a line of 24 girls over here who not only can skate well but can quickly learn complicated dance and precision routines.

Good Conditions

These are a few of the reasons why there are still hundreds of spots in the Northern half of Europe where standard vaude acts can still cop off dates of from a split week to a full month, with good working conditions.

Some of these spots can't pay regular American salaries but about 50 per cent of them will pay the normal American salary plus at least part, or all, of transportation costs. Many others pay sufficiently well to make them suitable for a short fill-in or jump break. Resort casinos do not pay Las Vegas, Nev., salaries but do use good acts at their normal, or a slightly higher salary.

Jack Hylton Slaps Gigli With a Writ

LONDON, Feb. 27. — Italian tenor Beniamino Gigli was handed a writ as soon as he arrived in England last week. The singer is here to make a concert tour of Britain starting with an appearance at the Royal Albert Hall today.

The writ was taken out by impresario Jack Hylton, who recently aired a grievance that Gigli, whose tour is being handled by Sandor Gorlinsky, had a prior contract with him.

Hylton had already announced plans for Gigli to sing at the Royal Festival Hall under a combined Hylton-Harold Fielding banner, when the singer denied this, subsequently stating he had never entered an agreement with anyone but Gorlinsky.

Meanwhile, today's Albert Hall session is fully sold out, and Gorlinsky's office reports booking is heavy on the tenor's other dates.

New Indie Label, U.S.A., Formed by Levy, Levine

NEW YORK, Feb. 27.—A new indie label, U. S. A. Records, headed by Alan Levine and Ed Levy, soon will make its bow in the pop field with disks by Jimmy Randolph, Andre Phillippe, Jeff Harvey and Diahanne Carroll.

Levy was formerly in the distributing business here. Phillippe, erroneously reported as signed with Coral Records, will record his first U. S. A. sides next week. The singer recently closed at the Copa, Pittsburgh, after breaking all records at the night spot.

At the Friars

Continued from page 11

give credits to their writers. I notice that Bishop Sheen gives credits to his writers, Matthew, Mark, Luke and John."

Bob Hope: "I thought I'd never get on. I wonder why Berle isn't here. I see he just married so he couldn't make it. Probably working on something new."

The dinner grossed \$55,000 (from ticket sale and souvenir ads). The dais had Tony Martin, Sen. Warren G. Magnuson, Bob Hope, Helen Hayes, Fred Allen, Ezio Pinza, Danny Kaye, Oscar Hammerstein 2d, Jesse Block, Bob Weistman, Frank Folsom, Eddie Fisher and Leonard M. Goldenson.

There were two flies in the ointment. A TV biggie who was sitting down front had too much to drink and drew angry stares from the dais and surrounding tables, and Cleo Moore, the seven-minute-kiss gal here to publicize her Columbia pic, "Bait." She wandered all around with photogs until Hope glared down at her, "To Berle this couldn't happen; it had to happen to me."

Mexican Door

Continued from page 11

strictions placed on Mexican acts wishing to work in the States and hoped that AGVA and the Mexican Actors' Union could get together with a mutual agreement. She wishes that the State Department would at least allow Mexican acts to play club dates or one-night stands across the border in El Paso. They are permitted to cross the border to play benefits only. Most of the clubs in Juarez are booked exclusively by Ross Valore, Joe Prensny and Leon Harvey, who comprise the Ace-Hollywood Artists Agency in El Paso.

The Final Curtain

BAUMANN—John B. (Jack), well-known outdoor showman, February 9 in Wichita, Kan. Prior to his retirement from show business a few years ago, he had been with the Louis Landis, McMahon and Noble Co. Fairly shows. Survived by his widow, sister of the late Viola Fairly. Funeral services February 12 in Leavenworth, Kan., with burial in Mt. Muncie Cemetery, that city.

BUZBY—Walter A., 80, retired organ builder, February 17 in Upper Darby, Pa. He helped build the grand organs at the Wanamaker Stores in Philadelphia and in New York. Surviving are three daughters and two brothers. Services February 20 in Drexel Hill, Pa., with burial in Arlington Cemetery there.

CANDELORI—Mrs. Anthony, 52, wife of Anthony Candelori, former orchestra leader, February 22 in Philadelphia. Her husband was a former musical director for Stations WCAU, WFIL and KYW in Philadelphia, and is now on the editorial staff of Theodore Presser Company, music publishing firm in Philadelphia. Besides her husband, she is survived by a son, Albert E., bandmaster of the Marine Band at Pearl Harbor, and a sister. Services February 26 in Corning, N. Y., with burial in that city.

CLIFFORD—Robert E., 71, cookhouse operator for more than 35 years, February 21 in Los Angeles. He had been a member of the Pacific Coast Showmen's Association for years. Survived by a brother, H. D. Clifford, ride operator. Services February 26 in Los Angeles.



B. J. DAVIS

B. J.:
You are sadly missed by your loved ones.
"Since you are gone, days are like years."
We think of you always, we've shed so many tears.
But still there's the comfort to know in our hearts
That soon we'll be with you—never to part.
And while we are waiting to be called home,
We'll hear your voice on record and we won't be alone.
For you are here with us when we hear you sing,
'I Forgot More' and 'Sorrow and Pain.'
We know you are singing in Heaven today.
And we're singing here—
Happy Birthday, B. J.

In memory of our Darling B. J., who was called Home to Heaven August 2, 1953. Born on March 4, 1932, she is 22 years old now.
SKETER and GEORGIE

DUNCAN—Augustin, 80, noted actor and brother to the late dancer, Isadora Duncan, February 20 in New York. Broadway first saw him in 1900 with Richard Mansfield in "Henry V," launching a career which included producing about 40 plays and directing a number of productions for the Theater Guild, the Actors' Theater and others. As an actor he gained acclaim in 1919 in "John Ferguson," and staged and played in revivals of the show in 1928 and 1933. Blindness struck him in the late 1920's, but it did not deter his career. He later appeared in "Richard II," "Hamlet," "The Well of the Saints" and "Lute Song." His last Broadway show was in 1946. Duncan also played a role in the growth of the Provincetown Playhouse and the Greenwich Village Theater. He served Actors' Equity Association as a member of its council from 1921 to 1941 and was a vice-president from 1941 to 1951. Survived by his widow, Margherita; a son, Angus, executive secretary of Actors' Equity; two daughters and a brother, poet-lecturer Raymond.

FELTUS—Roy M., 77, circus manager and advertising man, February 21 in Bloomington, Ind. A general manager of a dozen circuses, including the Gentry Dog and Pony Show, he had been an executive of Ringling Brothers for nine years.

GARRITANO—Raffaele, 68, musician, January 25 near Naples, Italy. He taught music in that city and directed various concert bands in the Philadelphia area. Four sons survive.

GASS—Eliard Blanchard, 70, a director of the Regina (Sask.) Exhibition Association and an active worker for the World's Grain Show, held in Regina in 1933, February 15 in Regina. Survived by his widow, one son and one brother. Burial was in Regina.

HARTZELL—Rachel, 46, former actress known as Mrs. Rachel Hartzell Thayer in private life, February 20 in West Grove, Pa. She last appeared on Broadway in 1938 in "American Landscape." She was formerly married to actor Thomas Mitchell. Survived by her husband, three daughters, her mother and a sister.

HAYLAND—Rena, 76, pioneer motion picture actress and one-time vaudeville name, February 20 in Woodland, Calif. She began her career at 18 in vaude and stock, and went to Hollywood in 1911 to make pictures.

HERCZEG—Geza, 65, Hungarian-born playwright, February 19 in Rome. In 1927 he wrote "Wonder Bar," which gained him international fame, and in 1932 he helped rewrite the play for the screen, staying in Hollywood to collaborate on other pictures, including "The Life of Emile Zola." A naturalized American citizen, during World War II he served with the United States Office of War Information.

HOWARD—William K., 56, veteran director of many of Hollywood's top box-office films, February 21 in his Los Angeles home after a lingering illness. He had been acclaimed as one of Hollywood's leading directors. Born in St. Marys, O., Howard graduated from Ohio State University with an engineering law degree. He entered the film business as a theater manager. His first film directing was for "East of Broadway" in 1924. Other of his top ranking pictures were "This Side of Heaven," "Johnny Come Lately," "Thundering Herd," "The Valiant" and "When the Lights Go on Again." He also had directed and produced films in Europe. In 1949 he married Mrs. Howard, who then was the widow of actor Henry Kolker. Interment in Forest Lawn Memorial Park, Glendale, Calif.

KERNS—Richard D., 37, in an automobile accident near Atlanta, Ga. A resident of Washington, D. C., he was a showman engaged in carnival work. No survivors are known. Funeral services were held Friday (26), followed by burial in Fairview Cemetery at Culpeper, Va.

LAVELLE—Rose, 77, member of the team known as the Dancing LaVelles, February 8 in San Francisco of cancer. For many years she was sentimental of the San Francisco Theatrical Club.

LAVINE—Michael M., 68, who with his wife comprised the acrobatic team of Mike and May Lavine, February 17 in Tampa. Following his retirement as an active performer several years ago, he operated concessions with the Brown Novelty Company and Nelson Breeze Rides. Survived by his widow and three sisters, Mrs. Anna Kalber, Mrs. Molly Carver and Mrs. Pauline Hardgrave. Burial in Cincinnati.

MAGINNIS—Charles D., 44, president of the South Shore Playhouse Association, February 26 in Cohasset, Mass. He was active in founding the South Shore Music Circus in that city and served as its president in 1931.

MARTIN—Ress F., 66, veteran concessionaire, February 19 in Mobile, Ala., of a heart attack. A native of Cedar Rapids, Ia., he worked for many years with the Cavalcade of America, Alabama Amusements and Barnum and Bailey Circus. Burial in Mobile.

MARTZ—Mrs. Ethleen Pafford, 55, mother of TV actress Peggy Ann Ellis, February 24 in New York. Her husband also survives. Burial February 27, Brunswick, Ga.

MATHEWS—Thomas, 63, veteran animal trainer, in Schneck Memorial Hospital, Seymour, Ind., February 20, of a heart ailment. For 20 years prior to his retirement from show business in 1939, he was trainer on the Mighty Haag Show. In more recent years he managed a farm for Dr. Charles W. Fisher near Medora, Ind. Survived by his widow, the former Margaret Ritter, well-known circus performer.

NICOL—Mrs. Emma Gilbert, contralto soloist with the New York Symphony orchestra who retired in 1925, February 23 in New Brunswick, N. J. She had also sung for two seasons at Chautauqua. A son and a daughter survive.

ODETS—Bette Grayson, 32, actress and former wife of Clifford Odets, the playwright, February 22 in New York. She had played leads in several New York revivals, including "Night Music" and "Golden Boy." At the time of her death she was being considered for a leading part in a revival of "Jealousy."

PAGANUCCI—Anthony, 60, composer, February 22 in New York. A composer in many fields, he wrote "The Puppet King," an opera bouffe; "The Laughing Cavalier," an operetta; "Black Eyes," a song made famous by Enrico Caruso; "Temple of Isis," a ballet; "Pantheon," a symphonic march, and many works performed over the radio, including "Impressions of Coney Island," "Mardi Gras," "Fantasia for Piano and Orchestra" and "Valse Debonair." He also had been an opera conductor at the Manhattan Opera House and the

Brooklyn Academy of Music and was musical director of the Thomas Edison Laboratory. Besides teaching activities, he had been a Navy band master during World War I. Survived by his widow.

REYNOLDS—Belle Williams, 81, for many years a well-known coo-shouter on the West Coast, recently in Oakland, Calif.

ROBERTS—Wilfred S., 47, director and producer of television for Benton & Bowles, ad agency, New York, February 24 at Medical Arts Center. He studied dramatic art at the University of Wisconsin, going on to stock and film acting and thence into radio and video production. He joined NBC in 1936 as a staff producer, two years later was named manager of the web's commercial department. In 1939 he was offered an acting contract with Paramount Pictures in Hollywood. He made nine films there before rejoining NBC in 1940 as national production manager. In 1942 he joined the Office of Inter-American Affairs, and after the war helped form Corday, Roberts, Inc., a packaging agency. In 1948 he joined Pedlar & Ryan ad agency, where he became vice in charge of radio and television, from there to Benton and Bowles, where he worked on "The Doctor" and the Red Buttons show. Survived by his widow, Helen; two sons and a daughter.

ROSS—Robert, 52, actor and director, February 16 in New York. He and his wife, Marjale Gilmore, had been playing husband and wife on Broadway in the Mary Martin-Charles Boyer vehicle, "Kind Sir," when he left the cast February 17. He had previously appeared in "Point of No Return," "Mr. Roberts," "Alison's Orchard" and "The Farmer Takes a Wife." He had been an assistant director at the Eastman Theater, Rochester, N. Y., and a full director for the 1941 production of "Foggy and Bess," revivals of "On the Rocks" and "They Knew What They Wanted" and "They Came to a Town." He also directed the Municipal Opera in St. Louis and the Kansas City, Mo., Starlight Theater. He also directed the American National Theater and Academy production of "Tower Beyond Tragedy," starring Judith Anderson. He had been associated with Eva Le Gallienne's Civic Repertory Theater and was associate producer with Dwight Deere Wyman on "Dance Me a Song." His mother, a brother and a sister also survive.

RYAN—Edward J., 71, veteran showman, recently in Houston. For many years he worked on the Roy Freer's and Roy Brewer's shows. Burial in Forest Park Cemetery, Houston.

SALB—Walter, 53, pianist at the Silver Fox Restaurant in Washington, D. C., found dead on the street in front of his home. A musician in Washington for 36 years, he had played the piano for private parties at the White House during President Roosevelt's administration and had accompanied singer John Charles Thomas at the National Press Club. His musical career began at Washington's Risito Theater, and he later worked at the Columbia, Fox and Earle theaters. He had a piano program over Stations WINX and WRC. He was a member of the local board of the musicians' union. Survived by his widow, a son and three daughters.

STIEFEL—Michael, 85, retired motion picture pioneer, February 17 in Atlantic City. He operated a chain of theaters in the Philadelphia and Southern New Jersey territory until his retirement in 1950. Two daughters survive. Services February 18 in Philadelphia with burial in Roosevelt Cemetery, that city.

WILLIAMS—Mays (Spee), 68, veteran outdoor showman, February 15 in Little Rock of a heart attack. For the past 11 years he was with Puzell's Amusements in Fair Park, Little Rock. Prior to that he had been, for many years, a ride man on the Goodman Wonder Shows and other carnivals. Survived by a brother, Cleveland Williams, Leavenworth, Kan. Funeral services February 17 with burial in National Cemetery, Little Rock.

WOODBURN—Joseph D., 78, former vaude and Broadway stage performer, February 20 in Mayville, N. Y. Woodburn and his first wife, Bess Woodburn, did a comedy act together in vaude at the turn of the century. Woodburn was also in the Broadway production of "Brewster's Millions." He had been a postmaster for 25 years after his retirement from the stage.

Births

BEICHER— A daughter to Mr. and Mrs. Thomas V. Beicher, February 22 at St. Joseph Hospital, Santa Monica, Calif. Father is a director at KNBB, Los Angeles.

GOLDBERG— A daughter, Barbara Lynn, to Mr. and Mrs. Martin Goldberg, February 23 in University Hospital, Philadelphia. Mother is former Annette Oromaner, former organ director for Station WHAT, that city.

HENRY— A son, James Edward, to Mr. and Mrs. Glenn Henry February 17 in Gainesville, Tex. Parents are performers with Gil Gray Circus.

KING— A daughter, Kathryn Anne, to Mr. and Mrs. Charles King, February 22 in Phoenixville (Pa.) Hospital. Father is announcer for WFIL, Philadelphia.

PROVENCE— A son, Steven D., to Mr. and Mrs. Bob Provence February 13 in Cincinnati. Father is announcer on WLW and WLW-TV, that city.

STONE— A son to Mr. and Mrs. Clifford Stone, February 25 in Hollywood Presbyterian Hospital. Stone is the Western radio-TV star.

WEITZMAN— A daughter, Amy, to Mr. and Mrs. Duke Weitzman February 26 in New York. Father is advertising and sales promotion staffer for WABC, that city.

Marriages

COLLINS-RIDDICK— Lieut. Bruce L. Collins Jr., son of the owner of the Palace and other theaters in Corpus Christi, Tex., and Mary Allen Riddick, non-pro, February 20 in that city.

ELLIOTT-LOPER— William L. Elliott, member of the Air Force and son of Mr. and Mrs. William Elliott, who are wintering in San Diego, Calif., and Eleanor Loper, daughter of Mr. and Mrs. H. O. Loper, Punta Gorda, Fla., January 20.

LOCKE-MALASCA— Norton M. Locke, producer on WLW-TV, Cincinnati, and Rosemarie B. Malasca, former assistant to the advertising director for Crosley Broadcasting Corporation, Cincinnati, and free-lance writer, February 13 in that city.

PAWLEY-STANTON— Charles Harrison Pawley, Bridgeport, Conn., and Barbara Mims Stanton, Miami radio and television staffer, in Bridgeport February 21.

Old Winnipeg Fair Gets New Grounds, Program Expansion

Acquires 80-Acre Tract, Changes Name, Eyes 'A' Circuit Membership

WINNIPEG, Feb. 27.—The St. Vital Agricultural Society has changed its name to the Greater Winnipeg Exhibition, acquired a new 80-acre site, and mapped plans for widespread expansion designed to lift the 44-year-old fair to a level which will enable it to join the Western Canadian A Fair Circuit.

Grant Churcher, president, pointed out this week that efforts would be made to have the exhibition become a circuit member as quickly as possible, probably sometime in 1955.

To Erect 3 Bldgs.

Three buildings are to be erected on the new site in time for this year's event. They are an administration building, industrial building and a building that will house school, horticulture and home economics exhibits.

Chi. Outdoor Show Tops '53 By 6 Per Cent

CHICAGO, Feb. 27.—The annual Chicago Sports and Outdoor Show today moved into the next to the last day of its 10-day run here in the International Amphitheater with an attendance bulge estimated at 6 per cent. And with the normally big week-end business yet to come, officials looked to hold this pace, weather permitting.

Frank Hogan, producer of the event, was quite optimistic about the outcome, especially in view of the fact that attendance at many of the major sports and travel expos fell off this year, some as much as 20 per cent.

In addition to the usual run of vacation equipment and resort booths, the expo boasted one of its biggest house trailer shows, with close to 50 firms on hand to display their latest products.

Trailer Model

An interesting trailer model that might find a market in outdoor show business was a stagecoach model being shown by the Overland Division of the Travelite Trailer Company, Chicago. Designed after a typical Western stagecoach, the model is practical as well as flashy. It is 21 feet long, has an aluminum exterior decorated in rustic wood and sleeps four. Price tag was \$3,395 for the deluxe model, with standards going for \$2,995. Lighthouse Trailer Company had a new model, with two bedrooms and a bath upstairs of the regular living quarters.

The exposition's usual public trout fishing feature was expanded this year. Instead of the usual one tank, three were in operation. (Continued on page 22)

PARKER M-G-R SCORES SOLID PUBLICITY HIT

LEAVENWORTH, Kan., Feb. 27.—The C. W. Parker Amusement Company, manufacturers of the Parker Merry-Go-Round, garnered a solid publicity break this week when the Associated Press picked up and circulated a yarn about the firm's business prospects for '54. In the item, the AP quoted Paul Parker as saying that he doesn't know about general business but his ride business is way ahead of last year. Parker said that his factory has produced three rides thus far this year and have 15 on back-order. Last year's output was a total of four, he said.

A construction committee, consisting of E. J. Casey, owner of the Winnipeg-based carnival bearing his name, and F. A. Mager, has been named to study plans and make recommendations for the building of a steel grandstand.

RAS on Midway

The Royal American Shows, which provides the midway attractions for the A circuit, will again appear on the midway of the relocated fair this year.

New features on the fair program will include a rodeo, chuck wagon races and harness races. Draft and light horse shows, which have been featured in the past, will continue.

The fair also will offer a dog show, beef and cattle show, a farm and road equipment display, and a grain show.

Exhibition officials are using the plans of the Saskatoon Exhibition grounds as a model for their program. The Saskatoon grounds are the same size as the new site of the fair here.

Four and a half miles from downtown Winnipeg, the new 80-acre site includes a five-acre tract which the Metis Society of Manitoba holds in perpetuity. This group has turned the management of the five acres over to the exhibition board, reserving only the right to use the grounds for its annual summer picnic.

5th Midway Pact Set For 'Dancing Waters'

NEW YORK, Feb. 27.—Sam Shayon, back from Tampa and the initial showing of a Dancing Waters unit under canvas with a carnival, announced this week that a fifth display had been set for midway bookings.

A pact was set with Alfred G. Osborne, a partner with Donald Dowis in the operation of Forsythe & Dowis Rides, Inc. Owners and operators of the Sky Wheel and other rides, they will exhibit the water spectacle in Western territory extending to the Pacific Coast.

With the completion of the pact carnival companies holding exhibiting rights to the unit now blanket the nation. Extending west from the East Coast, the shows involved are the World of Mirth, Gooding Amusements, Amusement Corporation of America and the Royal American Shows.

Sedalia Booked

Osborne reportedly has already booked the water spec into the Missouri State Fair, Sedalia. Other independent dates for the show are being sought at such spots as Cheyenne, Wyo.; Billings, Mont.;

Hamid Firm Names Rolley Publicity Chief

NEW YORK, Feb. 27.—William Rolley has taken over the post of publicity director of the George A. Hamid & Son talent agency, succeeding William Gresham.

Rolley, long-time publicist of Hamid's Steel Pier, Atlantic City, and operator of an advertising agency there, will resume the publication of "Fair Times," Hamid house organ last issued about 12 years ago, prepare publicity kits on Hamid attractions for fairs buying the firm's talent and personally publicize some of the shows booked with annuals.

Rolley will continue to handle Steel Pier publicity thru the summer months.

CONEY FIGURE MOVES AFTER 45 YEARS; CROSSES STREET

NEW YORK, Feb. 27.—Monroe Ehrman, Coney Island publicity chief and realtor, is being ousted from his office after doing business on Eighth Street for 45 years.

In building an approach to its proposed new Aquarium, the city will widen the street for another 45 feet, all on Ehrman's side. But Ehrman is already setting up shop and will be operating as usual next week, across the street next to the firehouse. The widening will effect the stretch between Surf and Mermaid avenues.

Also to be cleared, for the Aquarium itself, is the area between Eighth and Fifth streets. Several manufacturing firms and many concessionaires are being evicted by the city as it prepares to tackle the multi-million-dollar project.

CHI AUD GROWS

Amphitheater Sets \$1,500,000 Addition

CHICAGO, Feb. 27.—The International Amphitheater this year will increase its commercial exhibit space by 180,000 square feet thru the construction of a new addition to its present building. Merton Thayer, manager, announced. Plans are already in the works and the structure is scheduled for completion by October of this year.

The addition will be one-story high and will extend to the south of the present auditorium. The addition of this footage to the Amphitheater's present 260,000 square feet, will boost its total to 440,000 square feet. And it will permit the building to handle such huge industrial shows as those sponsored by the American Road Builders' Association and the National Machine Tool Association. During smaller shows, the added space will be utilized as a roofed parking area, Thayer said. Bays in the new building will

measure 40 by 60 feet. Head room will be 20 feet, the entrance way 20 feet high and a railroad spur, with a 10-car capacity, will run into the building. Lighting will be rated at 30 candle power and electrical facilities will be installed to handle up to 10,000 KVA power for industrial exhibits.

Before construction begins, the building's annex and several barns and pens will be raised.

A SAINT

Lucy First Fall Doll For CSS

NEW YORK, Feb. 27.—Lucille Ball might have wound up in the carnival business permanently if an initial experience at Coney Island years ago hadn't turned sour. The redheaded video-flicker personality, the first fall doll in the history of the Dexter Fellows Tent, Circus Saints and Sinners, confessed to that body Wednesday (24) when she shared the spotlight with her husband, fall guy Desi Arnez, that she succumbed to the lure of the Side Show job when her belly touched her backbone.

Lucy, who went to the Island to become the head impaled upon the sword (find the body), was promised \$15 a week and all of the Chinese food she could eat. In a week's time she was filled up on Chinese food but the promised \$15 was missing so she quit to again tackle Broadway, this time successfully.

The luncheon, to which women were admitted for the first time, drew well over 1,000 Saints and Sinners at \$10 a head. Sinners were in from such distant points on the route card as Richmond and Petersburg, Va., and the turnout of Saints was particularly strong.

Big Show Folks

Paul Miller, of the famed Miller Brothers, operating clan of the concessions on the Ringling Bros.' Circus, attended along with Leon Pickett, Big Show contracting agent just in from securing a new lot for the show in Philadelphia. Bill Karschim, representing the Big Show's circus program, had an opportunity to make many more ad contacts.

Gerald Snellens, general representative. (Continued on page 22)

Wagner Opens Florida Tour

MIAMI, Feb. 27.—Buddy Wagner's Tournament of Thrills unit pulled into Miami last weekend for three shows under auspices, Thursday, Friday and Saturday (18-20). Unit's Florida tour began Wednesday night (17) before a full house at Sara Mana Speed Bowl, Brandenton.

Wagner said he has three weeks of Florida bookings, jumping to Key West from Miami. Stunters with the Eastern unit include Bob LaBay, Al Gross, Jimmy Curry, Buzz Bundy, Rance Packard, and Carl Visroe. Clowns include Johnny Roberts and Johnny Chapman.

Connelly Auto Show to Run In Jersey City

JERSEY CITY, Feb. 27.—Frank Connelly is following on the heels of the Herb Shriner and Fred Pittera automobile shows by putting on another one in the National Guard Armory here. The promoter, with service behind him for recent New York City motor shows, is calling the new event the First International Automobile Show.

Exhibitors' list so far totals 35 for the event, which is set to open Saturday (6) and run thru Sunday (14). Hours will be from noon to 11 p.m. daily, including Sunday, Connelly said, and admission will be \$1.20, and 15 cents for kids.

Advertising will be confined to window cards and newspapers in the metropolitan area, altho TV and radio tie-ins are being sought. Besides commercial and home-made autos, the show will have a daily fashion show on stage, and a theater in which auto films will be presented. The promoter is shooting for a paid admission figure of around 100,000.

Nut of \$18,000

This is the first promotion for Connelly. The 28-year-old showman says his nut is \$18,000 and he is holding off on publicity and advertising until the final days preceding the show. As well as being more economical, it reflects his thinking that prolonged advertising lessens the impact of an event when it finally opens. Dick Randall Associates of New York are working on a half-hour opening night TV stint, and an hour of radio nightly during the run.

Connelly began in his field as (Continued on page 22)

New Campaign For Amusement Trade Census

WASHINGTON, Feb. 27.—A new drive to restore the amusement industry census, including the first Commerce Department survey of the coin-operated vending industry and show business since the 1948 census, will be stirred when Commerce Secretary Sinclair Weeks makes public a report Monday (1) containing 51 recommendations to strengthen the Bureau of Census' fact-finding programs.

The recommendations, which appear in a report of a nine-man intensive review committee headed by Ralph J. Watkins, research director for Dun & Bradstreet, Inc., New York, call for complete censuses of service and wholesale trades as soon as feasible. The Watkins committee favors a census of business "with a reasonably complete enumeration" every five years, as now authorized, covering service, wholesale and retail trades.

The report will urge legislation restoring funds to conduct in 1955 on 1954 data the business census now authorized for 1954 on 1953 data. The cost would be about \$9,000,000. Congress last year applied the economy ax to funds for the 1954 business census which would have surveyed legitimate and movie theaters, the coin-operated vending machine industry, amusement machines and outdoor show business. Secretary Weeks said it is now too late to prepare for a census covering last year's data and that the new census will have to start afresh.

Mexico, Mo., Fair Re-Elects Officers

MEXICO, Mo., Feb. 27.—All officers of the Audrain County Fair were re-elected at a recent meeting of the board of directors. Frank P. Willey will continue as president; Rouss Gallop, vice-president; James Higgs, secretary, and James Cooper, treasurer. A number of plant improvements were authorized and it was announced a thrill show would again appear this year.

Turnout Good For New York Sports Show

NEW YORK, Feb. 17.—The National Sportsmen's & Vacation Show pulled into its eighth day today with attendance holding up very well compared with previous sessions in Grand Central Palace. Considering that the Madison Square Garden basement Exposition Hall is stocked with 101 exhibits, only half of those exhibited in the Palace, the Campbell-Fairbanks management showed no disappointment over the turnout.

The show has been getting a continuous string of publicity breaks in the local press and on TV, which has been credited with keeping the mid-week attendance up to a satisfactory level. The three-day George Washington's Birthday week-end was described as excellent.

Seats for the free Shilling-booked talent show have been almost all occupied for the three shows each day. About 400 bleacher seats are raised around a tank which holds water acts, while other performers are provided with a stage at one end of the tank. Show ends its nine-day run tomorrow (28).

"Pop" Dreyer the creator & manufacturer of RACE CARS since 1926

PROUDLY PRESENTS THE FABULOUS NEW MONEY MAKING KIDDIE RIDE... **THE DREYERette**



• "GOLDMINE" for Amusement Parks • Drive-In Theaters • Carnivals • Fairs • Kiddie Parks

Look at these features!

- 77" long • 38" wheelbase • 135 lbs.
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UNIQUE V-BELT DRIVE!
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GARBICK ENGINEERING
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KIDDIE BOAT RIDES
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Trailer-Mounted AUTO RIDE
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- WHIRL-A-ROUND
- FERRIS WHEEL
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SPECIAL
LATE MODEL C-CRUISE MAJOR FLAT RIDE FOR SALE

- Capacity—36 Passengers
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here's a real "gold mine in the sky" for every operator! it's allan herschell's sensational new, aerial kiddie-ride, with a combination of hydraulic lift and fluid-drive that simulates a natural air flight. this exciting ride was the hit of both toronto's famous canadian national expo and the big, state fair kiddie-town at dallas. every youngster wants the thrill of riding the sky fighters high-flying planes and firing its realistic cracking guns! as an owner, you'll see the small fry go wild with excitement to board this popular new kiddie-ride. write or wire today!

OTHER ALLAN HERSHELL KIDDIE RIDES: CARROUSEL • KIDDIE AUTO RIDE • JEEP RIDE • BOAT RIDE • BUGGY RIDE • TANK RIDE • LITTLE DIPPER • and Allan Herschell's newest... JOLLY CATERPILLAR.

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YOU CAN RELY ON ANY EQUIPMENT from

H.E. EWART CO.
ADULT RIDES — 3-Abreast Merry-Go-Rounds, KIDDIE RIDES — Ferris Wheels, Rocket, Airplane, Chair-Plane, Auto, Flying Horse, Pony Cart Ride, C O I N-OPERATED — Cow Pony, Moon Rocket. Write for Catalog. Two Seasons to Pay—Bank Terms.

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TUBS-O-FUN
SENSATIONAL NEW 48-PASSENGER KIDDIE-ADULT RIDE—VERY FLASHY

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The TLT-A-WHIRL Ride
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NEW! KIDDIE RIDES

- Rodeo Ride
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Single Sheet, 8 1/2x14, 100, 75¢ per M... \$4.00
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Samples of each of the above 4 items for 25¢
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NEW DREAM BOOK
120 Pages 2 Sets Numbers, Clearing and Policy, 120 Dreams, Bound in Heavy Gold Paper Covers. Good Quality Paper, sample... 20¢
HOW TO WIN AT ANY KIND OF SPECULATION, 24-p. Well bound, 8 1/2x11... 25¢
PACK OF 79 EGYPTIAN F. T. CARDS. Answers All Questions, Lucky Numbers, etc. Illustrated... 40¢
Sign Cards, Illustrated, Pack of 99... 15¢
Graph Cards, 9x7, Sample 5¢. Per M... \$7.50
MENTAL TELEPATHY, Booklet of 21 p. 25¢
Shipments Made to Your Customers Under Our Label. No checks accepted C.O.D. 25% deposit. Our name or ads do not appear in any merchandise. Samples postpaid prices. Orders are P.P. Extra.

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AND GET SOME—RIGHT NOW

- 70 games per hour at 5 or 10c
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Here, at last, is the complete rolling home every outdoor showman has looked for, the internationally known Howard SAFARI land yacht! Built by one of America's pioneer quality coach builders, the SAFARI is constructed on a tough, rugged General Motors chassis, powered by the world-famous GMC engine equipped with Hydramatic transmission, and is ready to go anywhere, anytime, any season of the year! A lifetime steel panel exterior houses a completely self-contained "home-on-wheels." Sleeping facilities for as many as six people, a complete modern galley with stove, sink and refrigerator, a full-sized dinette, a complete bath-room with shower, lavatory and seat, scores of overhead and wall cabinets, plus large, spacious, full-sized closets! With the SAFARI'S unique self-contained living advantages you're equally at home on the road or on the lot! The Howard SAFARI is America's only production-built land yacht, completely self-contained and completely yours for \$6,500 . . . FOB Saginaw, Michigan . . . plus applicable tax.

For details and information: Write Dept. HD-5, Box 2188

SAGINAW MANUFACTURING CO., Saginaw, Michigan

CLOSING HOUR SET BACK

NSA Gets Behind March 17 Fete Given by Conn. Boys

NEW YORK, Feb. 27.—Tickets for the National Showmen's Association "Connecticut Night" party were moving rapidly last week, with sales and commitments being recorded at a good clip. At Wednesday night's (23) meeting, Gerald Snellens and Joe Spivak each took 10 of the \$5 ducats, and John Weisman picked up 50 to take on his jaunt to Miami.

The party topic and a change in closing hours were the main points of the session, presided over by president Joe McKee.

To be held March 17, the party is an innovation in NSA history. The "Connecticut Boys," Weisman, Vince Anderson, Morris Batalsky and Sam Peterson, are standing the expenses for food, entertainment, drinks and dancing. All ticket money is earmarked for the club treasury.

New Time 4 A.M.

A long board of governors meeting resulted in agreement to advance the 2:30 nightly closing time to 4 a.m., on a 30-day trial basis. There were no objections from the floor and the administration was commended by Louis

(Dada) King and others for recognizing the feelings of all factions in the club.

Business transacted included the approval of new members Edward A. Martz and Milton Whyard Jr., both proposed by Max Tubis, and M. S. Kaufman, proposed by Sam Peterson. The twice-monthly award of \$100 went to Ben (Murphy) Rosenberg.

With the exception of assistant treasurer Jeff Harris, club attorney Sidney Levine, and physician Dr. Jacob Cohen, all officers were

(Continued on page 22)

SPEED-UP CITED

Two Kid Rides Are Modified By Herschell

NORTH TONAWANDA, N. Y., Feb. 27.—A reduced Jolly Caterpillar (February 27) and new version of the Little Dipper are being marketed by the Allan Herschell ride firm. Also available is a conversion unit for existing Little Dippers, with which they can be modified into the new model which is labeled the Allan Herschell 1954 Roller Coaster.

The kiddie Jolly Caterpillar ride, introduced at the Tampa fairgrounds, is available in two sizes. The new size is smaller, 24½ feet in diameter instead of 32, and containing six seats instead of eight. The smaller model is eight and a half inches lower and weighs 6,000 pounds compared to the larger model's

(Continued on page 22)

Troupers Raise Over \$1,500 at Indio Benefit

INDIO, Calif., Feb. 27.—Regular Associated Troupers increased its treasury to the tune of \$1,500 at a show-within-a-show held here Sunday (21) on the midway of the Frank W. Babcock Shows at the Riverside County Fair and Date Festival. The show's gross itself topped the \$1,000 mark and Babcock donated \$500 as well as the assistance of a number of his staffers.

The greeting committee included Babcock, Larry Ferris, President Inez Allton, C. H. Allton, Rose Ferris and Fred C. Smith. Committee members included Lucille King, cards; Lill Schue and Eddie Harris, treasurers; Lucille Dolman, ticket sales, along with Eve Scott, Jennie Riegel, Berta Harris and Florence Lusby. Max Kaplan and Kenneth Payne held forth at the refreshment bar and catering service was handled by Elsie Brizendine Kennedy, Norman Schue, Eve Scott, Mary Dewey, Daisy Morrison and Lucille Dolman. United Tent Company furnished the top for the event, Jimmy Lynch provided

(Continued on page 22)

Claim 60,000 for Autorama Showing In Conn. Armory

HARTFORD, Conn., Feb. 27.—Attendance at Joe Kizis' Autorama, produced for five days last week at the State Armory, was about 60,000, according to the promoter. Kizis said the turnout was more than attended last year's nine-day show.

Most popular feature at the event was the theater which showed automobile racing films.

Rocco Masucci Staging Whole Weirwood Fair

SUFFOLK, Va., Feb. 27.—Manager Rocco Masucci of Virginia Greater Shows has swung a deal to stage the entire Weirwood (Va.) Fair this season, the dates being August 9-14. Masucci will stage the horse racing, auto racing, fireworks, grandstand free

(Continued on page 22)

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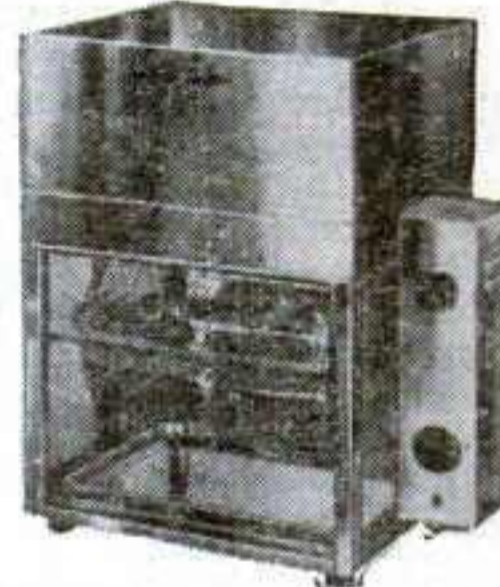
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Roadshow Rep

CARL WHYTE, piano player, formerly with the **Cherry Sisters**, the **Rose midget** troupe, tent shows, showboats, etc., is now working with a St. Louis optical company and occasionally playing a local bar. . . . **E. S. Cornwall** writes from Boulder, Colo., that he has been doing well with a two-cast show. "Weather has been pretty breezy," says Cornwall. "but we don't mind it unless it gets so bad that we have to put out the 'no show' sign. The Cornwall show hits the smallest towns "and these folks take the cold if it's something they want to see." . . . **Frank Tonnill** has been in Hot Springs for a few weeks, but expects to move around March 1. He plans to open his trailer museum show in the Raton, N. M., sector. Tonnill carries merchandise and also has a photo outfit. . . . **W. J. McDonald** has been in the Needles, Calif., area in recent weeks on an east-to-west trek. "All the way west I found things off from previous years with my solo show," said McDonald. . . . **A. G. Mellon** writes from New Orleans that he is mulling a colored minstrel trick of eight people to play fairs and celebrations this summer. . . . From Des Moines **H. J. Reynolds** asks, "Where are the tent shows this year? Usually we see a line or two about them in the column at this time." . . . **B. L.**

Carside reports from Milwaukee that he is dickering for a summer theater spot in Northern Wisconsin. If the deal goes thru Carside plans to operate under a tent. . . . **Carl Griffin**, Sackets Harbor, N. Y., asks that someone send in the roster of the **Adrian D. Sharpe** tent show for the season of 1940, its last on the road. Griffin operates in Canada in the summer, doing some merchandising.

OSCAR WODERSON reports from New Orleans that he has presented six amateur tab shows recently and has several Northern Louisiana dates set. . . . **Mr. and Mrs. Arthur Holmes** have been presenting a puppet show for sponsors in Western Massachusetts and Southern Vermont to fair returns. . . . **A. N. Cartier**, who has a solo show, writes from Caldwell, Idaho, that the weather has hit him every time he has had a show on. However, he believes he will do okay, given a break in the weather. He plans to move into Washington soon. . . . **Gene Talbot**, old-time rep agent and performer, has been holding down a job at Las Vegas, Nev., and writes that his feet are getting itchy. He plans to move to the Southwest with the arrival of spring and reopen his solo show. Talbot's show accents crayon drawing and novelty musical instruments.

Drivin' Round The Drive-Ins

A NEW MENACE has come to plague Texas drive-in operators. It's still the teen-agers who before made off with speakers. Now, according to Earl Powell, manager of Parkaire Drive-In, Fort Worth, the vogue is for youngsters to form a motorcade of about 20 cars and make a lightning-like charge on the drive-in. Just after the last show starts and theater personnel have left their posts, the motorcade pounces down on the drive-in and to speed around the theater, driving bumper-to-bumper, and spraying gravel into the windshields of cars viewing the film while keeping their horns blowing. . . . **Sam Rosen**, of Lockwood & Gordon Connecticut Theaters, has been vacationing in Florida. . . . Attorney **Steve Perakos**, of Perakos Theaters Associates, New Britain, Conn., has been named chairman of a fact-finding committee for the coming State elections by the Young Republican Club of that city.

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Rice Bros.-Joe Mix: Owensboro, Ky., 1-5; Glasgow 8-12.
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Complete Musical Unit for one night stand tent show. Should have 15 people, including Hammond Organist and Drummer. State all, including weekly flat price for complete show. Bill Armond, please wire. Address

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Complete Dramatic End Tent Show Equipment, 60 by 101 tent; approximately 400 chairs, six sections bleacher seats, stage, scenery, drapes, drops, proscenium, marquee, all ready to set up and operate. Gramm Van semi trailer, '52 Chev. Tractor, '51 Chev. 16 foot straight and 38 Chev. 12 foot straight with Circus Style Stake driver. Will sell with or without trucks. Tent has been used only 20 weeks. Tractor has 2500 miles, this is first class equipment, no junk. Reason for selling, Skating Rink interests take all of our time. ROLLARENA CORP. 208 1/2 Main St., Room 9, Evansville, Ind.

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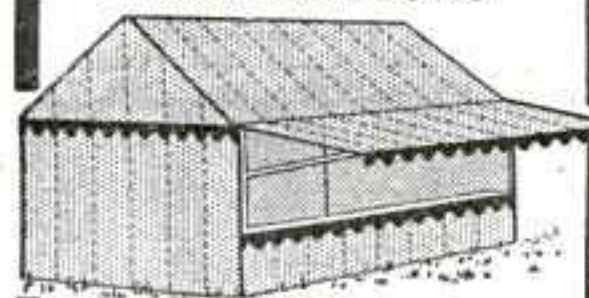
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HARRY SOMMERVILLE

Fiberglas Goes to Work at Rollercade

Product Gives Toledo Spot Beauty, Heating Economy, Better Acoustics

TOLEDO, Feb. 27.—Acoustics at the Rollercade here have been improved considerably with installation of a suspended ceiling which also has made the arena-type building more economical to heat. Furthermore, the new ceiling presents a much more attractive appearance than did the steel beams which support the roof. The beams now are hidden by the new ceiling. Thirty thousand square feet of Fiberglas ceiling board were installed in the building on an exposed aluminum grid suspension system. Another 30,000 square feet of Fiberglas roll blanket insulation were laid on top of the ceiling board.

Result is that skaters and in-

structors may talk to each other without raising their voices, music from the organ comes thru more clearly and noises that formerly bounced off the roof and steel girders back to the skating area have been eliminated.

Originally William T. Logan Jr., proprietor, decided upon the suspended ceiling in the 130 by 250-foot building primarily as a heat conservation measure. Roof of the big building is 32 feet high in the center and he reasoned that by dropping the ceiling to the 19-foot level, heating costs would be cut considerably.

Now that the job is completed he is as quick to point out the improved acoustical conditions as he is the savings in fuel costs. There was such an improvement in the acoustics, he says, that it was necessary to increase the power of the public address system so that the organ music could be heard properly in all parts of the arena.

"We didn't realize how bad the acoustics were until after we had finished the installation and noticed the difference," Logan said. As for the heating part of it, Logan says that it now is possible to heat the building in a much shorter time than before and furthermore the boiler may be shut off earlier in the evening, as the Fiberglas insulation retains sufficient heat in the building for the last hour or so of skating.

"I've noticed, too, that snow on the roof doesn't melt nearly as fast as before the installation," he says. This is an indication that the heat is not escaping thru the roof as much as it used to do.

Fiberglas ceiling board is a rigid, lightweight board of fibrous glass. It has a noise reduction coefficient of .80 in three-quarters-inch thickness. It is produced by Owens-Corning Fiberglas Corporation in two sizes, two by four feet as used in the Rollercade, or two by two feet.

The boards may be removed easily for maintenance work on electrical wiring, plumbing or air ducts that may be above them.

Both the ceiling boards and the Fiberglas roll blanket insulation that was installed above them will not support combustion and thus they add to the already fire-safe features of the rink which is of masonry construction. The insulation, too, is lightweight and will not absorb moisture, settle or decay. The boards may be cleaned easily or spray-painted.

Installation at the Rollercade was made by Turner-Brooks, Inc., Toledo.

The building originally was used for ice skating and various theatrical shows. During the last 11 years it has become a popular roller rink. Logan has been operating it for nine years.

Bowl-o-Rink Sets Bus Transportation

NEW BRITAIN, Conn., Feb. 27.—The enterprising Bowl-o-Rink here has arranged with transportation officials to have bus facilities from nearby Meriden, Conn., on Friday and Saturday nights, with buses available to take skaters back to Meriden after the evening's program.

The bus leaves Meriden on both nights at 7:30 p. m.

Queen Contest Set for Ore. RSROA Tourney

PORTLAND, Ore., Feb. 27.—A beauty contest will be a highlight of the State tournament this year, directors of the Oregon chapter, Roller Skating Rink Operators' Association, decided at a meeting here this week. The tournament will be held at Imperial Rink here, April 20-22.

Victor Bacon, of the Gresham Roller Rink Center, chapter president, said each of the six member rinks in Oregon would enter two contestants in the beauty competition, with the winner to be crowned queen of the tournament.

Judges will be selected from a panel of Washington and California officials. More than 140 skaters will compete from the Imperial and Oaks rinks, Portland; Rolleta, Roseburg; Roller Rink Center, Gresham; Rollerdrome, Grants Pass, and Garry's Rink, Lakeview.

Rocco Masucci

Continued from page 20

acts, exhibits, and exclusive mid-way.

Another date announced this week is the fair at Keller, Va., August 23-28.

Masucci has acquired a new Jeep which is being turned into a miniature parade wagon for parade and publicity purposes.

Ideal weather has helped as work progresses on refurbishing equipment for the coming season. Johnny (Red) Underwood and his brother Bill are rebuilding the show's streamlined cookhouse, Leo Matina is busy sewing canvas, and Rocco Masucci is supervising things in the winter quarters dining hall, keeping the crew well fed. Assisting in the kitchen is Stella Bowser.

Mr. and Mrs. Buddy Monroe and son, James, pulled into quarters last week-end. They will have the popcorn and candy apples, as well as their ball game on the show this season.

Mrs. Masucci came down from her New Jersey home to see husband Rocco en route to Greensboro, N. C., to visit more kinfolks. She was accompanied by her niece, Mrs. Philip Minelli, and husband.

Closing Hour

Continued from page 20

present for the session. On the dais with McKee were John S. Weisman, first vice-president; Gerald Snellens, second vice-president; Morris Batalsky, third vice-president; Sam Levy, secretary; Harry Rosen, treasurer and chairman of the house committee; Fred C. Murray, chaplain, and Ethel Weinberg, executive secretary.

Snellens, in discussing the annual award drawing, elicited several pledges from members to match the prizes they donated last year, and a couple of other donors pledged bonds to the prize list.

Speed-Up Cited

Continued from page 20

8,000. Price is proportionately lower.

The Roller Coaster is of the same weight as the previous portable Little Dipper, but features a 40 per cent deeper dip at the end of the run and a 40 per cent speed-up in the elevator chain speed, giving a shorter ride cycle. First of the new coasters has been bought by Patty and Frank Conklin of Brantford, Ont.

Conversion of the coaster can be accomplished with a kit including track sections, pick-up dogs and motor sheave costing less than \$550.

Troupers Raise

Continued from page 20

baked beans, C. H. Allton supplied a trailer to haul additional supplies, and Helen Smith came up with the coffee urn.

Door prizes were taken by Al Cecchini, Frank W. Babcock, Mae Moore, Lilabel Williams, Charles Halley, Red Wilson and H. Blair.

Mineola Sets Big Plans For Oldtimers' Jubilee

MINEOLA, N. Y., Feb. 27.—Elaborate plans are again in the making for the fourth annual Oldtimers' Jubilee to be held March 11 at Earl Van Horn's Mineola Roller Rink. The brainchild of the late Pat McMahon, former Mineola employee, the affair will be highlighted by presentation of the Pat McMahon Memorial Trophy to winners of an oldtimers' straight waltz contest and the award of the Victor J. Brown Trophy to the winner of a married couples' Chicago hop contest. Arthur Busk is chairman of the committee in charge of the event.

As in the past operator Van Horn is offering a hefty prize list, this one valued at \$480. Three Benrus wrist watches will go to winners of a trio voo doo number, and another five timepieces will be awarded as door prizes.

Other skating highlights of the evening will be exhibitions by Marilyn Post and Tommy Erickson, junior pairs champions of the United States Amateur Roller Skating Association, and group numbers by junior and senior members of the Earl Van Horn Dance and Figure Club.

The juniors will offer an "Alice in Wonderland" number featuring Susan Lessne, Judy Drost, Arlene Geschwinder, Midge Cianflone, Larry Seegott, Billy Lessne, Bobby Chidsey, Allan Ehrle, Louis Kovacs, Patty MacMullen, Martin Phillips, Tone Savenetti, Nichy Savenetti, Cheryl Kent, Linda Emery, Rosemary Hughes, Susan DiMonda, Kathy DiMonda, Pauline Botsch, Michael DiMonda, Edward Botsch, Douglas Silva and Donald Jongbloed.

A medley of old and new dance numbers will be offered by such seniors as Barbara McCusker and

Edward O'Donnell, Carol Brady and Everett Yagud, Ollie MacDonald and Edward Kenski, Carol Nanck and Charles Hoffman, Beverley Tatro and Teddy Thomas, Barbara Pruetter and Leonard Wolfsey, Judy Riker and Tommy Williams, Anne Laakso and George Geschwinder, Barbara Pastern and Joseph Catrone, Rita Fratinardo and Robert Lange, Barbara Smith and Joseph Ruggiero, Audrey Wegman and Mendes Ferrari, Frances Bendowski and Pat Carbone, Gladys Sarro and Carmen Alferi, Lillian White and Phil Bufalino, and Barbara Guider and George Demarest.

Following the skating session there will be a buffet supper and dance at the Club San-Su-San, Mineola. There is a charge of \$2 for tickets to the San-Su-San affair.

Chi Outdoor

Continued from page 18

eration and business, at \$1 a head, was brisk. Attendance at the two-performances per day show, was good all week, with particularly good turnouts on the weekend.

Talent line-up included Sam Howard's Aqua Thrills, with Don Hapka, Don McGee, Don Franklin, Paulette Mooney and Otto Schmidt doing the diving and antics; Myrna Hansen, Miss United States; Orin Benson and his retrievers; Hank Hanson, ski jumps; Sharkey the Seal, and Joe McKenna, emcee. Benny Sharp's ork cut the show.

Jerry Morrison, Bill Maloney and Bill Margolis handled publicity for the show.

5th Midway Pact

Continued from page 18

of that event. According to Shayon this will be the first time that the water spectacle will be used purely as a free attraction. The date is definitely set and presentation plans are now being discussed. Just how the unit will be presented in the daytime has not been determined since the open-air set-up precludes the possibility of using the lights used to enhance the display of moving water.

Home Show Date

The San Diego date follows the appearance of the same unit at the Los Angeles County Home Show. Since the unit is slated for the West Coast, other dates are expected to be added, Shayon said.

Shayon said that while the earnings of the water show at the Florida State Fair were nominal, no concern over its grossing possibilities at fall events was felt by the carnival organizations which had booked it and viewed it at Tampa for the first time. It followed by only a week the indoor appearance there of Steinman's Hippodrome of 1954 in which it is also featured. The location was held to be bad and the best presentation and selling of the feature still have to be developed.

Connelly Show

Continued from page 18

exhibits manager for the Linden (N. J.) Automobile Show in 1950, then did the same chores with the Washington Motor Speed Show. Shriner spotted him there and brought him to New York for the comic's initial auto show in Grand Central Palace. Connelly is now exhibits director and sales manager for Fred Pittera's World Motor Sports Show, but may strike out on his own if the Jersey event goes over.

Lucy First

Continued from page 18

representative of the World of Mirth Shows was present, as was Mrs. Frank Bergen, wife of the owner and general manager of the mid-way organization. Also on hand was Vince Anderson, representative of the Coca-Cola Bottling Company and the guy who gives the word on tie-ins with outdoor show business endeavors.

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KIDDIE GROSSES SPURT

It Rained Customers On Holiday in N. Y.

NEW YORK, Feb. 27.—The sun was shining Monday (22) but still it rained. It was raining customers, from Yonkers clear out to Coney Island.

Kiddie parks in the metropolitan area literally turned them away on Washington's Birthday as the thermometer soared to the 60s after most of Sunday (21) had been rained out. Coupled with an okay Saturday, the two good operating days produced the best receipts of the winter and just about the best February business in years.

Mrs. Miriam Nunley's places on Central Avenue in Yonkers and in Bethpage profited from bumper-to-bumper traffic that poured families into kiddie spots and roadside eateries. At Happyland in Bethpage, Jimmy Mizell reported the traffic the heaviest ever noted at that spot, at any time of year. The six indoor rides and four outside were going full blast thruout the day.

Food, Rides Popular

It was the consensus that Sunday's wetness proved just frustrating enough to drive families outdoors in droves on the first pleasant day, which fortunately happened to be a holiday. Evidence that long journeys were embarked on by family units was cited at Roadside Rest kiddie park in

Rockville Center. Bernie and Bob Finkel said that by mid-afternoon the restaurant next door had run out of both frankfurters and hot dog rolls.

"They went wild looking for things to sell," the brothers said.

Also citing good grosses was Irving Greenfield who operates six-ride Playland Center on Cross-Bay Boulevard in Queens with partner Gabriel DiTillio. Frank Sadowski and Albert Seyman reported the turnover good at their two spots, seven-ride Kiddie Park on Horace Harding Boulevard in Queens, and five-ride Dreamland on Hillside Avenue, Brooklyn.

Bronx Spots Active

Harry Lubell and Mortie Speicher also had their hands full on upper Broadway in the Bronx, with a heavy influx of motor and elevated train patrons to the nine-ride layout. They feature the Bronx's only major Ferris Wheel. Also in the Bronx, Sal and Tom Palmieri had Pal-Land's six rides across Southern Boulevard from Bronx Zoo running to good patronage.

The 15 units at Fairyland on Queens Boulevard ran for hours without a let-up and with heavy loads each time. Manager Al McKee, with the park mobbed by nearby apartment dwellers, had a staff of more than 35 persons working at the park. There were four on parking, three cashiers, 15 on rides and the rest on relief shifts.

STILL GROWING

3 New Rides Make 33 for Nunley Parks

NEW YORK, Feb. 27.—The Nunley kiddie ride interests, with 30 rides going in five locations, are still expanding.

Happyland in Bethpage is adding a fifth outdoor ride, a Herschell Tank Ride. Added to the five kiddie units and large Carrousel which operate the year around in the spot's shed-like building, this will give Happyland 11 rides.

In Baldwin, Mrs. Miriam Nunley is adding a Schiff Ferris Wheel and Herschell Sky Fighter to the location's present lineup, making a total of eight rides. Both Happyland and Baldwin contain 100-unit Arcades.

More Parking Due

Also slated for Happyland is the razing of a home, in which manager Lou Lercari lives with his family. This will provide much-needed parking in addition to the 300-car lot behind the rides building. The location can handle far greater crowds than it has parking space for. Being on an open highway, it gets a heavy percentage of drive-in business altho many patrons stroll over from the near-by small-home developments.

Also part of the Nunley string of operations are eight rides in Rockaway adjacent to Rockaways' Playland, four rides on Central Avenue in Yonkers, and two in Broad Channel. Each of the five locations has a major-sized Carrousel.

CAFETERIA ADDED

Weekend Hours Start April 3 at Riverside

AGAWAM, Mass., Feb. 27.—Riverside Park opens April 3 for the 15th season under direction of owner Ed Carroll. The park has already started attracting attention, the Springfield paper recently having run a two-page layout in its Sunday supplement on the park's \$100,000 reconstruction project which has been under way since the September closing.

Included among new presenta-

tions this season will be the Carrousel, a cafeteria pavilion on the location formerly occupied by the Roll-o-Plane. The enterprise will seat 250 patrons and has room for many more should the necessity arise.

Also new will be a midget auto speedway, game stand, and landscaping work. The Fun House has been enlarged and the entire park will get a paint job for the opening.

The April-May schedule will consist of Saturday-night operation, as well as Sunday afternoons and evenings. Starting Decoration Day the park will open every night, and in June will add extra afternoons.

Auto racing in Riverside Stadium gets started opening day, and will continue every Saturday night. The park's promotion and special events will again be in the hands of Harry Storn.

Holiday Heat Jams Spots in New England

BOSTON, Feb. 27.—Heralding the outdoor season, a tremendous outpouring of motorists flocked to the area's beaches and summertime fun spots on Washington's Birthday as continued mild weather, coupled with intermittent sunshine, sent the mercury at Boston to 60 at 1 p.m.

State police reported traffic on main highways north and south of Boston unusually heavy and large crowds were on hand at Revere and Nantasket beaches. From New Hampshire came reports of a throng of sun and sea-breeze seekers at Hampton Beach, and Old Orchard Beach in Maine reported a heavy influx of motorists.

The high mark of 60 was within three degrees of the record for the date set Feb. 21, 1906. Not within the memory of the oldest oldtimers had there been such crowds reported at beaches on Washington's Birthday. As an added note, the unseasonably warm weather caused the sap to start running in maple trees in the north country and pussywillows were reported blooming—so were some concessionaires.

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104 Judson Avenue New Haven, Conn.

Velare Company Building First 2 Portable Rotors

LONG BEACH, Calif., Feb. 27.—Work is now 60 per cent complete on the first portable model of the Rotor ride, which is being built here by the Velare Amusement Manufacturing Company. The ride is to be delivered for use at the Battle of Flowers, San Antonio, in April.

Work also has started on the second portable ride. They are built by the Velare company as part of an arrangement with Ernst W. Hoffmeister, inventor and holder of the patent rights.

The portable ride now on the assembly line at the shop here will be 45 feet high and have an 80-foot paneled front from the main structure, Elmer Velare explained. The front will be open to allow prospective customers to view those who are spectators. The cylinder, Velare said, will be 12 feet in diameter.

In constructing this unit, Velare has simplified the portability. Two semis will be used, with the first carrying the unit and being rolled into place with the construction starting from it as a foundation. The second semi will be wheeled into place for part of the front. The floor of the cylinder will be raised or lowered by a four-lift hydraulic jack. The jack stands are identical and interchangeable, minimizing the

search for a specific part. Velare stated that flood lighting will be used extensively for flash. A new feature of the ride incorporated for this unit will be the use of entering and exiting doors. Time for setting up is being given as eight hours with Velare advising that this may be cut to six when the working crew is familiar with the construction.

FUN AREA SET

Atlantic City Gets Park, Pool, Drive-In

ATLANTIC CITY, Feb. 27.—A recreation area containing a swimming pool, amusement park and drive-in theater has been announced by the Walter Reade Theaters firm. The outfit has bought a large tract on Absecon Boulevard here, two miles out of town, and plans to develop it to at least the partial operation stage in time for this season.

It will be the second drive-in film house for Reade, and will include a salt water pool with sand beach, a play area with devices for adults and children, pony rides to operate thruout the day, restaurant facilities and a picnic area.

The Reade interests operate seven drive-ins, nearly 40 conventional theaters, Station WRTV in Asbury Park and large realty and restaurant holdings.

Night Operation Set At Lighthouse Point

NEW HAVEN, Conn., Feb. 27.—Lighthouse Point Park here will resume night operation after following a day-only policy for many years.

Modern bathhouse and rest room facilities and ample picnic grounds are featured. The park, which is skedded to open a few days before Decoration Day, will book a limited number of concessions and rides.

Coney to Get Housing Units

NEW YORK, Feb. 27.—The potential patrons of Coney Island amusements will be increased by several thousands, if the area's Chamber of Commerce plans materialize as it is hoped.

City Planning Commissioner John J. Bennett said the new \$15 million Coney Island hospital and three housing projects will be completed next year. Two of the projects are public and the third, on the sites of old Luna Park and the Velodrome, will be developed by a private concern. More than 1,400 apartments will be contained in the buildings.

Park Commissioner Robert Moses has reported that work on the first unit of the \$10 million aquarium will begin in July.

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Ringling's Bigger Billing Crew Ready

30-Man Force Is Largest Since '47; Starts Papering New York Next Week

CHICAGO, Feb. 27.—Ringling Bros. and Barnum & Bailey Circus will start its enlarged billing crew in New York late next week, with plans for posting 30 to 35 per cent more paper this season. F. A. Boudinot, general agent for the show, said he would have 30 billers this season, compared to 17 last season. He left the show's offices here Saturday (27) for New York.

Boudinot said that early season stands to follow New York do not include any under auspices or out-right sales. Plans call for the show to stay in the East for considerable time, Boudinot said, but it will again avoid New England, setting only four or five stands in Yankeeeland.

The show's advance advertising car is scheduled to leave Sarasota winter quarters Sunday or Monday (1-2). This marks the first time the bill car will be used in New York. Heretofore, the show has rented a room for use in preparing the billing, but Boudinot said that expense would be avoided this time by bringing the bill car to the New Haven tracks at 149th Street and Bruckner Boulevard, and billers will work from it as they do in all other cities. In other seasons, Ringling brought its bill car on as part of the regular show train and it was used then as a dukey car.

38-Car Section Set

Boudinot said that the show would move to New York on the same number of cars as last year and in one section. This will include 15 flats, five stock cars and 18 coaches for a total of 38. Remainder of the big show joins in a separate section at Baltimore this year and includes tent and road equipment.

McReavy Takes Executive Spot On Whale Show

NEW YORK, Feb. 27.—Vernon L. McReavy, veteran circus promoter, will arrive here next week to become executive of the whale show being framed by Raye Perkins. The whale is scheduled to open in New York in mid-March.

In Chicago, McReavy announced he was resigning from his post as promotional director of Cole Bros.' Circus to take the new position. He has been with Cole for two years and earlier was with Hamid-Morton for 11 years and Polack Bros. for two. He said he was leaving Cole because that organization was liquidating its circus department. He has been in various sections of outdoor show business since 1928.

He said that several locations are being considered for exhibiting the whale, Mrs. Haroy, in New York and that a number of veteran circus and whale show staffers are being assembled for the contemplated New York showing and road tour. The whale was brought from Europe and exhibition rights are owned by Morris Chalfin and Perkins.

MAYBE 1955

See R-B Use Of Separate Animal Top

SARASOTA, Fla., Feb. 27.—It probably will be delayed until 1955, but it appears certain that Ringling Bros. and Barnum & Bailey Circus will revive its old layout with a separate menagerie top.

John Ringling North is understood to be in favor of dropping the recent system of placing animals in an extra-long top that also houses the performance. There have been reports that the

The 30-man force of billposters, lithographers and bannermen will include 20 on the railroad advance car, with John Brassil in charge again. The other 10 will be divided between the motorized advance cars of Clayde Carlton, No. 2, and Charles Turner, No. 3. The No. 1 crew includes a brigade which will be sent on opposition assignments when needed, Boudinot said.

This is the largest number of billposters used by Ringling since 1947 and reverses a downward trend. Boudinot said that none of the three types of billing will be predominant but that all will be used. New paper which is to be posted this season includes a clown face, patterned after an old photograph of Pat Valdo in clown make-up; a leopard and a lion. These styles range from half to 15-sheet sizes. Other styles of paper also will be used. The billposters fleet of trucks and carryalls has been increased by two to a total of 12, Boudinot stated.

IMPORTATIONS APPEAR

Hamid-Morton Edition Sustains High Interest

By TOM PARKINSON

MILWAUKEE, Feb. 27.—Hamid-Morton's newest edition wraps up a well-balanced circus that is equipped with plenty of power and headliners. It carries strength to spare and reflects the talent-finding facilities of the organization behind it.

The show gives Rolando, finger-stand, one of his best showcases to date and he measures up by presenting a top-grade appearance. His manner and styling sell the act to the hilt.

Pat Anthony works seven lions and these are new animals. With a minimum time for breaking them, he has an adequate and active act that sports frisky, fighting cats. He'll be adding more lions and there's every reason to believe this new act will equal the exceptional one he had here last year and left in favor of this one.

Walter Dick's All-Americans present two turns that give more of the kind of gymnastics for which these troupes are now well-known. The members make a fine appearance and their accomplishments are flashy and well-presented. Teeterboard and trampoline bits are equally well done by the troupe of seven.

Newcomer is the Yokoi Troupe, seven-people cycle outfit, that comes up with an outstanding finish. The Alberto Zoppe bareback troupe rides with their usual flash and Cucciola keeps them gasping and laughing.

Among repeaters are the Flying Hartzells, Hamid-Morton elephants, worked by the Vidbels, and the Great Allens, aerial motorcycle and trapeze, all pleasing the viewers.

Basiles on Hand

Show starts with Joe Basile and the band concert and Charles Basile vocalizing. Night shows include a spec with Shrine units. Col Bob Morton and Charles Basile share announcing chores.

The Johanneys, comedy horizontal bars, and the LaBlonde Trio, aerial bars, make the opening display. There is skill and comedy in each. Anthony follows with the cats and proves himself an able trainer and performer. Third display has Miss Aerialita in foot and arm catches from the single trap, while Marino's cloud swing turn is topped by knee catches.

Cimse's Scottish Collies is a display using six of the large dogs in drills and routines, but the act is set apart by a Merry-Go-Round

show was considering adding a sixth middle piece to the single top to allow room for the stables or horse show. That plan now seems to have been dropped by the wayside.

Harold Sands Has Shrine Date At Buffalo

BUFFALO, Feb. 27.—Harold Sands, of New York, will produce this year's Buffalo Shrine Circus, April 19-24, at Memorial Auditorium. The date previously was a regular on the Hamid-Morton show's route.

Sands announced that acts booked for the date include:

Walter Dick's All-American Boys, trampoline; Zacchins, double cannon; Therons (8), cycles; Hawthorn's Olympic Bears; Eric Badicton, roly-boly; LaBelle Norma, wire; Stan Volera, perch; Aerial Chapmans, ladders; Billy Outten, high dive; Glen Martin Company, bar act; Flying Lamars; Greta Family, high wire; Cole Bros.' Liberty horses and pony drill; Rose Steel's Pets and Comille's Quiz Kids, animal turns; Three-D's, bar act; Three Del Rae's, hanging perch.

Clowns will include Mert and Gert, Al Ross and Diane, Mel Marcus and Johnny Rogers. The Nick Francis band will back the show.

H-M Gross Dips 5%; Business Still Good

Morton Says Difference Comes As Buyers Avoid Top of Scale

MILWAUKEE, Feb. 27.—Hamid-Morton Circus has faced up to dips in grosses at its first two stands and Robert H. Morton, director, forecast here this week that the show's season will be 5 per cent or more below last year. He made it clear that business still was good and that profits for auspices and the show would be strong. But he said that 1953 appeared to be the peak year; it

was 2 per cent above 1952, he stated.

The Hamid-Morton engagement in Memphis was off by 5 per cent, Morton stated here. He said it appeared that Milwaukee would be off by 5 to 7 per cent.

Overall-dips were despite increases in advance sales, according to the show owner. He and Omer Kenyon, special rep handling the Milwaukee date, said that extra promotion men had been put on and extra effort put out to build up the advance.

Morton also pointed out that the Milwaukee Arena was nearly sold out for all performances over the week-end (26-28).

He observed that the difference in business seemed to be traceable to the higher-priced seats. With advance sales good, window sales also are holding up well, but wicket customers go first for lower-priced positions. Reversing the usual experience of recent years, the top-scaled ducats don't go first, and some go begging.

Morton said that advance sales at the show's upcoming stands, Kansas City and Wichita, Kan. were ahead of last year's.

Ringling Crews Ready to Start N. Y. Campaign

NEW YORK, Feb. 27.—The advance guard of the Ringling Bros. Circus was due in here this week to prepare the selling campaign for the Big Show which opens in Madison Square Garden March 31.

F. A. (Babe) Beaudinot, general representative, was slated to arrive here from Chicago this weekend. The billing of the Big Show is expected to get underway almost immediately since only four weeks remain before the preem.

This year, with the opening date set well in advance and no conflict possible from hockey play-offs, the billers will be able to post dates with the paper. In the past, when the New York Rangers figured in the hockey play-offs and the circus' opening date remained uncertain until only a week or 10 days before the actual opening, the show has been forced to post paper without dates.

Leon Pickett, contracting agent, was in in advance after setting up the details for a new site in Philadelphia. Considerable booking remains to be done. It is likely that many of the final details will be worked out here when the execs are next able to get together.

The press and radio departments are also expected in soon. Frank Braden, a member of the press corps, has been in town for some time with his winter activities just about completed.

Kelly-Miller Opens April 18

HUGO, Okla., Feb. 27.—Latest show to announce its opening date is Al G. Kelly & Miller Bros.' Circus, which will launch its new season Sunday, April 18. Show, managed by Obert Miller, will feature the Terrell Jacobs animals this season. Opening stand will be at the show's winter quarters property here.

Beatty Says Movie Plan Won't Cut Circus Season

CLEVELAND, Feb. 27.—Clyde Beatty said here this week that it was his intention to keep the Clyde Beatty Circus on the road for the full 1954 season. His statement was made to combat a rumor that he might shutter the show early in order to make a movie in India.

Beatty, appearing at the Grotto show here for Orrin Davenport, said, "The circus comes first in my plans. We are planning a full season this year and I hope that business remains consistent enough to take the season thru Thanksgiving or later."

Beatty's press agent, Don C. Hayman, said he believed that the reports of an earlier closing stemmed from radio interviews made here which "put too much emphasis on this proposed new picture."

Beatty said that several film

firms were considering a story based on the life of a tiger. He is now reading the script for the film, which would be filmed in India and would feature Mr. and Mrs. Beatty. If plans for the picture should materialize, Beatty said, the work would not start until after the full circus season.

Meanwhile, "Ring of Fear," new film starring Beatty, is to be released in the next two months by Warner Brothers. Paramount Pictures has rented Beatty's show equipment for use in making a picture now in process at Phoenix, Ariz.

Paramount's film is to be completed in time for the show to move from Phoenix to Tucson for a two-day stand, March 20-21, launching the season. Las Vegas, Nev., and several other spots are to be played before going on to Los Angeles for the April 8-18.

Death Claims Roy Feltus, 77, Gentry Veteran

BLOOMINGTON, Ind., Feb. 27.—Roy M. Feltus, 77, veteran circus executive, died in a hospital here Sunday (21) following a heart attack at his home earlier in the day.

He was a pioneer in indoor circus operation and took shows to Central and South America. In recent years he was operator of a billposting business in Southern Indiana and for the past 11 years was secretary of the Indiana Outdoor Advertising Association.

Feltus joined the Gentry brothers, also of Bloomington, in 1895, and took part in routing and advance work of the Gentry shows thru 1903. For five years he was a contracting agent for Ringling Bros., and he also spent four years on the press staff of the Barnum & Bailey Circus. He was in executive jobs with the J. H. La-Pearl Circus, Forepaugh-Sells Circus and Sells-Floto Circus.

In 1908, with Ed Shipp, Feltus took a circus to Central America and at Panama he worked thru Lt. Robert E. Wood, later general and head of Sears, Roebuck & Co., in order to play Army and construction camps while the Panama Canal was being built.

The Shipp & Feltus Circus, often playing indoors, made 12 Latin American tours and played such cities as Buenos Aires, Rio de Janeiro, Lima, Montevideo and Santiago. Prior to the foreign tours, Shipp, and then Shipp and Feltus, presented a permanent indoor winter circus at Petersburg, Ill., which then became a well-known circus colony.

Back in Bloomington, Feltus managed two theaters for several years.

Surviving are his widow, Grace; two daughters, Mrs. George Leinenweber, Riverside, N. J., and Mrs. Robert Preston of New York; a step-son, James Pike, of San Francisco; a sister, Mrs. Gertrude Romiser, Bloomington; two brothers, John, Lexington, Ky., and Paul L. Feltus of Bloomington. He was the son of a pioneer publisher in Bloomington. His daughter, Mrs. Preston, is wife of the Hollywood performer and an actress herself, using the name Catherine Craig.

Services were conducted here Wednesday under the direction of Walter Allen, Bloomington undertaker, who formerly was ringmaster with Gentry Bros.

Hi-Lo Merk, now living in Murphy, N. C., advises that papers in Chattanooga carried King Bros.' ads two months in advance.

Under the Marquee

Pat and Joe Orth caught Clyde Bros.' Circus in Dallas and visited with Louise and Harry Villeponteaux, Eddie Aikens and Fancher Pierce. . . . Lou Nelson has signed as front door superintendent and publicity assistant with Hunt Bros.' Circus. His wife, Gabrielle, has two high school horses ready for the road and is working on a dog act. . . . Bill Brinley will have his miniature circus at the Boston Store, Milwaukee, March 15-27. . . . Tige Hale, bandmaster turned ride operator, is back in Tuscaloosa, Ala., after a sojourn at the Tampa (Fla.) fair.

Aerialist Billy Barton will open his season April 19 at Frank Wirth's Syracuse Shrine date, and



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WORLD'S FINEST TRAVEL TRAILER

For big catalog, special showmen's folder and a good deal write Airstream Trailers:
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Sports Publication, Legion sponsored National Basketball Tournament program for the deaf.
HARRY KEHOE
3039 Main Kansas City, Missouri
JEFFERSON 0644
(You pay yours—I'll pay mine.)

DELL BROS.' CIRCUS
Opens late April
Wants Crew Managers, 2 police dates and 4 Shrine dates ready. Forrester, White, Long, White, Everts, phone SAM DELL, Nashville, Tenn. Saturday only, March 6, Phone 5-0172 around noon. All dates in Ohio.

WANTED
MAN OR WOMAN CONTRACTING AGENTS
Good appearance and car. Future. Half interest. Write
BOX D-23
c/o The Billboard, Cincinnati 22, Ohio

WANTED
One Advance Agent. Must be responsible, own car and non-alcoholic. Able to show references. Call.
MR. LAWRENCE
In New Haven, Conn., at Spruce 6-1816 after 7 P.M. or UNIVERSITY 5-2272 and leave message.

PHONEMEN
A number of Police deals ready to start. Tickets and book for rodeo. Only top men answer.
STEVE ROSE, PROGRAM PUBLISHING CO.
203 Eye St. N.W. Washington, D. C.
Phone REpublic 7-5232

PHONEMEN
UPC's and BANNERS
Enlarging crew for season's best dates. Contact me starting March 3.
J. F. SHAFER
Fire Dept. Circus Office
Earle Hotel Benton Harbor, Mich.
(No collects)

PHONEMEN
20,000 in taps for 4 more good men. Collectors, pay daily. Four more towns set to open. Contact
BEN YEARTY
3015 Detroit Ave. Toledo, Ohio
Phone Fulton 1441
No collects.

WANT 2 PHONEMEN
25% paid daily; 10% bonus; pick-up delivery.
Walton Volunteer Fire Dept.
DOC TATE
BARNETT HOTEL, LOGANSPORT, IND.

WANT PROMOTERS
To start now with my new deal selling Banner, U.P.C. and Tickets. Also one Contracting Agent. Ed Hiller, write. Am on my own, alone.
TED EDLIN
General Delivery or Western Union
COLUMBUS, GA.

he'll also make the Night of Thrills Revue in Washington again. . . . Barton Bros.' indoor circus unit closed February 10 in Chambersburg, Pa., and included Bartoni Troupe, LaMont's Clowns, LaBelle and Ray, Gloria's Pets, the Great Marvin, Barton's Horses and Billy Barton, cloudswing.

Harold Barnes, tight wire, is currently with the Patti Page show at Blinstrub's Village, Boston. This is his eighth appearance in the spot. His father, Clint Barnes, was released from the University of Pennsylvania Hospital, Philadelphia, long enough to accompany Harold to Boston. Harold has been staying in the East so as to be near his father, but he will go into the Middle West this spring to play the Minneapolis sports show, St. Louis Police Circus and Omaha Shrine show.

George J. Keller, wild animal trainer, is distributing a new 12-page promotion piece with photos and three-color cover. . . . Miss Happy Harrison, dogs and ponies, will remain at Cleveland, Fla., until mid-March. . . . Al Ross and Diane, clown duo, was subject of a story and photo layout in the Columbus Citizen. . . . William T. (Tommie) Randolph, Irving, Tex., fan and publisher, is enthused about the book, "Elephant Bill," which now is being circulated in a pocket-sized edition. Randolph believes the book might be of value to elephant handlers.

Mr. and Mrs. Roger Barnes, of Beers-Barnes' Circus, have announced the marriage of their daughter, Lois, to David Hoover. She works wire and elephant acts on the show and her husband has a lion act on Beers-Barnes. He formerly was with Gainesville Community. . . . Shorty Lynn has been in Hugo, Okla. . . . Bill Wilcox has signed to go with Francis Kitzman on the Beatty show's advance. Jackie Wilcox will stay in Hot Springs this season, it's reported.

Ben Davenport and Paul Van Pool have completed a jaunt thru the Southwest, visiting show quarters. Davenport was en route to Gonzales, Tex., from Rochester, Minn., and Van Pool joined at Joplin, Mo. At Hugo, Okla., they saw D. R. Miller, Bill Woodcock, Terrell Jacobs and Jack Moore. At Gainesville, Tex., they were at quarters of Gil Grey's show and visited numerous people. The Grey show is reported painted and ready to go. Also at Gainesville, they chatted with Bob Stevens about his plans for the new Bailey-Cristiani show. . . . Van Pool saw Ione Stevens in Dallas. . . . Looking in on the Clyde show at Dallas were Davenport, Van Pool, Woodcock, Dory Miller and Paul Pyle, with Howard Suez hosting.

Neal Walters, of Neal Walters Poster Corporation, Eureka Springs, Ark., has returned from a business trip to the West Coast. . . . Cap Lick, of Weldon, Williams and Lick, Fort Smith, Ark., ticket house, has been in Sarasota recently. . . . Plans for a Zacchini cannon act going with the Clyde Beatty Circus seem to have fallen thru. . . . Charles Schuler, Ringling radio-TV man, is doubling in the purchasing department at Sarasota again this winter. His wife, Virginia, is feeling well and her parents are visiting from Spokane, Wash. Schuler has been with Ringling since 1952.

Emmett W. Sims, circus publicist, is in Sarasota, home of the Big Show.

Wyatt Davies, clown, is in New Orleans for the Mardi Gras. . . . The Cepler Family, high-wire act, leave their San Antonio home soon for the West Coast, where they will play two Shrine circus dates, Tacoma, Wash., and Nainimo, B. C.

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HARTFORD and BRIDGEPORT, CONN.
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★ All animals direct from our Big Game Range in Rumuruti, Kenya, Africa. ★

★ **DIAMOND "O" RANCH, INC.** ★

★ Wild Animal Zoo Breeders and Importers Canton, Ohio, U. S. A. ★

★ **TONY DIANO, Agent** ★

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Hand tame Female Lions, 7 months, \$75; Male Mountain Lion, 3 years, \$100; Pair Black Bears, 3 years, \$100; Hand tame Male Sicilian Donkey, \$250. All stock perfect.

HAWTHORN-MELODY FARMS
Libertyville, Illinois

PHONEMEN
Want four top-notch men. Best deal East Coast.

KNIGHTS OF COLUMBUS CIRCUS
Benefit Archbishop's Charity Fund and Little Sisters of the Poor. 25 per cent. Phone or Wire:

Bob Stearns, Knights of Columbus
201 Homeland Ave., Baltimore, Md.
Phone: Hopkins 7-7641

2 PHONEMEN
UPC's and CIRCUS BANNERS

Full season's work. Best of dates. Phones ready, town carded. We use collectors and pay daily. Wire where you can be called. Pay your own, I pay mine.

ED HAVERSTICK
129 E. Michigan Ave., Kalamazoo, Mich.

HELP WANTED—MALE
Want clean, reliable men for work in Zoo. Must know and like animals. Room, board furnished. No drinking.

HAWTHORN-MELODY FARMS ZOO
Libertyville, Illinois

KING BROS.
Want for Side Show: Strong Feature, Giant, Midget, Fat Girl or Boy, Tiny Cowan, answer. Colored Musicians. BOSS PROPERTY MAN for Big Show. Auto Mechanic also tire man. Meals and sleeper berth furnished. Show opens here April 10. Address:

KING BROS.' CIRCUS
Box 355 MACON, GA.

WANTED AT ONCE
For stage show under canvas—Novelty Team, Hillbillies, Western Acts, Musicians, Animal Pit Show, Concession Popcorn Trailer, Banner Man. Kid Smith and wife, Hal Crider, write

Address
TEX RANGER SHOW
Quitman, Miss.

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A strong union deal, Southern and West Coast ports.
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WANTED FOR RING BROS.' CIRCUS
OPENING EARLY APRIL
Clowns, Foot Jugglers, Aerial and Ground Acts, Family Acts doing three or more; especially want Fast Dog and Pony Act, Drummer who can play with Records, with or without drums; must be sober or no notice. Parade Marshall and big Show Announcer, working men in all departments, Goldie Hampton, contact; Rickey the Juggler, contact; Seat Butchers, contact Joe Smiga; Press Agent, contact J. C. Rosenheim. Novelty Acts for Big Show, Note—Beryl Hazelwood, get in touch with me. Note—if you have Fair dates or intend making Fairs do not answer this ad. All send late photographs and state salary and age, first letter. Good cookhouse, sleeping accommodations furnished. This circus showed 37 weeks last season and never missed a pay day. Pay here every day. All answer to **FRANCO RICHARDS—RING BROS.' CIRCUS**, Winter Quarters, Route 2, Box 1, Pensacola, Fla.

2—PHONEMEN—2
Best deal in Midwest. Established radio and TV shows. Not a charity, vet or "beg" deal. Top commissions paid daily, no billings. Our men earn \$150.00 to \$200.00 per week. Must be experienced, sober and ambitious. Solid year's work. New Phone Room Open. If you can sell over the telephone, come on to St. Louis, there is a permanent job and phone here for you. Contact: **MIKE BENSON, Suite 328, 305 No. Seventh St.** (Phone: CHestnut 5219—No Collect Calls) St. Louis, Mo.

TERRELL BROS.' CIRCUS
WANTS
PHONEMEN . . . CREW MANAGERS . . . 30 SPOTS
Can place one more Contracting Agent. Bob Hallock, come in when ready.
NASHVILLE OFFICE—PHONE 57258—NASHVILLE, TENN.

4—PHONEMEN—4
State convention program of strong national fraternal order similar to Shriners—25% paid daily. 15 big circus dates to follow. All in Oklahoma
Your Square Deal Promoters
GEO. W. WINKLER and GEO. A. SHEEHAN
Phone Enid, Oklahoma 1917.
No collects.
Dick Bays, Geo. Lowe, Al Lane, come on.



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Now Playing
DAMASCUS TEMPLE
ROCHESTER, N. Y.
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HAL PEARCE PRODUCTIONS
BOX 4037, STATION A, DALLAS, TEX.

WANTED
Young Lady between 20 and 35 years of age for Motorcycle Aerobatic act. Experienced preferred or one willing to learn. Good salary if you qualify. Free to travel, no encumbrances. Send photo and full particulars.
GASPAR NOGY
4447 Randolph St. Saginaw, Mich.
Phone: 4-5417

WILMET SHIELDS
Have important message for you.
Address
Box D-19
The Billboard Cincinnati, Ohio

10—PHONEMEN WANTED—10
Ads, Banners, Tickets, Drinks, please stay away. Town set all year round.
Contact
MR. LAWRENCE
At New Haven, Conn., at Spruce 6 1816, and Springfield, Mass., at 69598.

10 PHONEMEN
Year round deal, pay daily. Covering Texas, religious publication. Want Men who can ask for it and get it.
SALES MANAGER
701 Commercial Bldg. Dallas, Texas

PHONE SALESMAN WANTED
I have a deal for experienced man to sell advertising in only authentic Labor A. F. of L. Paper in Orange County, California. This is a monthly tabloid with 8,000 live accounts. Will pay 35% Comm. Write me fully. This is permanent with office in Labor Temple.
MAX STOTLAND
Labor Temple Santa Ana, Calif.

Promotional Directors
Work your own deals in exclusive territory. We will furnish and show Technicolor Passion Play picture. You make 50%. Interested parties wire
KEN MURRAY
c/o Western Union Miami, Florida.

METAL SPANGLES
All sizes and colors. Chainette Fringes, Spangle Braids, Rhinestones, Ostrich Plumes, Elastic Net Hose, Tights, etc. Free Folder.
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346 W. 45th Street
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CONTRACTING AGENTS
who can book with or without promotion Donkey Ball Games, winter and summer. Bill Reilly, Jim Vale, Gene Lloyd, Dennis Terrill, Lucky Powers, contact.
LONE STAR DONKEY BALL CLUB
Gateway Hotel, El Paso, Tex.
Wire or Phone 2-7366

Bailey Bros. & Cristiani Combined Circus
WANTS
Hammond Organ Player with own organ and transportation. Also want first-class Drummer.
LUCIO CRISTIANI
1113 Radio Drive MACON, GA.
(Phone: 5-8123)

10 PHONEMEN 10 MILLS BROS.' CIRCUS
Crews—Banners—UPC's. Pay daily. Steady work until November. Don't waste my time if you can't produce. Opening Lansing, Mich., and Gary, Ind., immediately. Call if you can join at once.
MEARL N. JOHNSON
Flint, Michigan—Phone 9-6293 from 9-5

5—PHONEMEN—5
Sell Advertising Convention Program. Repeat Deal. If you can't make it here, it's your own fault.
RAY DIERKEN
Kingsley 5-4913 Philadelphia, Pa.

WANTED
Animal Show of hour's duration, preferably elephants, cats, fillins to operate daily for five summer months in Omaha zoo. Contact immediately
CLAYTON HOLM
P. O. Box 501 Ralston, Nebraska

Attendance Climbs At Most Tex. Events

33% Report Profitable Midways; Exhibits on Increase at Many

FREDERICKSBURG, Tex., Feb. 27.—The majority of Texas fairs and expositions reported successful '53 runs, according to a report made by William Petmecky, secretary to the Texas Association of Fairs and Expositions.

Eighty per cent of the fairs and other festivals reported increased attendance and an equal ratio of those having exhibits at their fairs reported increases in their exhibits. Only 9 per cent reported decreased attendance and exhibits this year and, strangely, 6 per cent were rained out at exposition time.

Forty-eight per cent of Texas festivals feature rodeos as principal entertainment, according to replies to inquiries addressed to the smallest as well as the largest amusement associations in the State. Glamor seems a necessary adjunct to the rough and tumble attractions of the rodeo arena for the large majority of them included coronation of rodeo queens on their program.

Feature Horse Races

Five fairs in Texas feature horse racing as their main attractions, four of them reporting

their attendance profitable. One of the associations provides races as a free attraction.

Baseball, highly successful as a drawing card at those fairs where it is staged, is featured at less than a dozen expositions.

Home talent shows at the fairs were reported successful if coupled with outside entertainment. Booking agencies were credited with providing most of the entertainment attractions at the festivals.

Thirty-three of the fairs reported profitable carnival operations. Nine said their returns were only fair for the amount of space used, and four said their carnival relations were not successful for varying reasons.

Selling of the fairs, rodeos and other entertainment is as necessary as other merchandising, the report revealed. Sums ranging from \$50 to \$20,000 were spent in publicizing the events.

Smethport, Pa., Revives Annual

SMETHPORT, Pa., Feb. 27.—A fair association has been formed to revive the McKean County Fair this year, according to association secretary, Emil J. Johnson.

Smethport is the seat of a county of some 60,000 persons, located in Northwestern Pennsylvania adjacent to New York State.

Mesquite, Tex., Names Paschall

MESQUITE, Tex., Feb. 27.—Dallas County Fair has elected Olin Paschall as president, succeeding R. H. Wagoner. E. C. Coghurn was re-elected manager of the fair association and Leslie G. Brown was named a director to succeed Sam Rutherford, who resigned. Wagoner also was added to the board of directors.

Other directors include B. W. Cruce, re-elected treasurer; L. E. Gross, first vice-president; E. H. Hanby, W. L. Wilkinson and Curt Austin, vice-presidents; N. E. Shands, Walter Robinson, Mrs. Corinne Neak Cook, Truett Crump, Roy Rupard, A. B. Kyle, Loncy Leake and John E. Davis, president emeritus of the fair.

Conway, S. C. Elects

CONWAY, S. C., Feb. 27.—Roy Kirkton is the new president of the Horry County Agricultural Fair Association, succeeding Woodie Medlen.

DORTON ADDS CIG FIRM'S KISS BRIDGE

RALEIGH, N. G., Feb. 27.—Dr. J. S. Dorton will capitalize on a cigarette firm's merchandising this year, with the symbol being the old kissing bridge featured on cartons of Chesterfields. Dorton said the North Carolina State Fairgrounds this year will contain a Kissing Bridge which will resemble the one seen by millions on the Liggett & Myers product.

Name McGeough Asheville Prez; Map 1954 Plans

ASHEVILLE, N. C., Feb. 27.—At a January 6 meeting of October Fair, Inc., Morris McGeough was elected president, replacing Joe McKennon, resigned, who was named general manager.

Others elected were C. P. Brooks, vice-president; Burrell Smith, secretary; R. A. Crowell, treasurer, and these directors: Mrs. John A. Pittillo to fill the term of Ellis D. Fysal, resigned; McKennon, McGeough, Hal Weir, W. Riley Palmer, Mrs. D. G. Allison, Laurence Brown, J. A. Duckett, J. C. Glance, Louise Maney, Don Shoemaker, H. G. Strom, Ralph Bell, Charlie P. Brooks, R. A. Crowell, C. E. Bailey, John Carroll, Carl Gibbs, R. T. Keenan, James G. K. McClure and Burrell Smith.

The 1953 fair was reported a success despite a mix-up in dates which resulted in only two kiddie rides on the lot. As a result, school days had to be canceled. Attendance was 9,200 paid and 3,500 free for five days. After payment of premiums of \$2,380 and other bills, a small balance remained.

Following the 1953 pattern, a folk festival and mountain youth jamboree will be featured the last three nights this year. A new attraction will be free square dancing the first three nights in the outdoor arena. McKennon will again be in charge of free fireworks. Aerial acts, circus and several local hillbilly acts will also be offered. Five children's matinees will be presented to some 15,000 kids who will be brought to the fairgrounds in groups of 3,000. Free tickets are to be sent to all schools in a 14-county area.

The Honeymoon Valley Horse and Hound Club grounds, Enka, N. C., will again be the fair site. Another 20 acres are being leveled to double-parking space. A 50 by 120 building, being erected by the club, will be used for exhibits.

Honolulu Nets 16G in 1953

HONOLULU, Feb. 27.—The 31st annual Maui County Fair held last October made a net profit of \$16,093.93, fair officials announced this week. Receipts for the four-day affair grossed \$35,815.24, which included \$15,485.08 for admissions, \$9,800.80 from concessions, \$3,366 from commercial buildings, \$1,992.50 from the trophy fund, \$1,680, parking and \$1,397.45 on the program.

Expenses included \$2,171.27 for fireworks, \$2,646.69 for lighting, \$2,526.35 for grounds, \$1,700 for the free high act, \$1,326.24 for admissions and \$1,840.93 for guards.

Bishopville, S. C., Elects McCutchen

BISHOPVILLE, S. C., Feb. 27.—Lee County Agricultural Fair Association has elected Robert C. McCutchen Sr., president for the ensuing year.

Other new officers are C. Melvin Reames, vice-president; W. L. King, secretary, and M. M. Levy, treasurer. Directors elected: R. C. McCutchen, M. G. McDowell, Willis Woodham, Mitchell Fata, M. M. Levy, Henry G. Martin, Lee M. West, Loyce Davis and Melvin Reames.

Indio Date Fete Tops 1953 Record

INDIO, Calif., Feb. 27.—The 1954 Riverside County Fair and National Date Festival, which closed its six-day run here Monday (22), pulled a total attendance of 137,929, an increase of 10,279 over the 1953 run, R. M. C. (Bob) Fullenwider, secretary-manager, said. Weather for the run was warm in contrast to last year when the event had cold nights.

Presence of President Eisenhower in nearby Palm Springs for a vacation stirred rumors that he would attend the event Friday (19). As it developed, Gov. Goodwin Knight, also at the Palm Springs, attended that afternoon, being the first governor of California to view the festival. When it was confirmed that Governor Knight would attend, the fair went on the radio and used Harold Harper's "lost child car" sound system to bally the event on the streets. However, the campaign may have done some good for the fair's comparative attendance was 14,659 that day as against 12,522 a year ago. The annual camel races were held up so that the Governor could see them.

Attendance for the run this year exceeded 1953 on the second, third, fourth and sixth days.

Gordon Currie To Tour With Cartoon Unit

HOLLYWOOD, Feb. 27.—Gordon Currie, well-known cartoonist, will leave here March 8 with his "Freedom Trailer," a display of 300 drawings, to show in 160 cities and at fairs. At expositions, the trailer will be shown free of charge with caricatures being made of fairgoers who make contributions to the "City of Hope," non-sectarian charity hospital in Duarte.

Currie, who is claimed as the world's fastest cartoonist, will draw 10 men who have furthered the Freedom cause in each State that he visits. The subjects will be named by the governor of the State in which he is then working.

The "Freedom Trailer" exhibits include the caricatures and portraits of 34 presidents.

Traveling with Currie will be his wife and Trevor Constable, a New Zealand newspaperman. Currie has made over 300 television appearances and appeared for 16 weeks at the Shamrock Hotel in Houston and 10 at the Biltmore Hotel in New York. During World War II, he was official war artist for the British Pacific Fleet. While on the trip, he will make tape recordings and movies of the various spots visited. He expects to return to his home here in the fall.

Sandwich, N. H., Plans Theater

SANDWICH, N. H., Feb. 27.—Plans are being drawn for an amphitheater at the Sandwich fairgrounds.

Members of a committee, headed by W. Leroy White, will visit the Cathedral in the Pines and other similar places to get ideas for seating arrangements. The amphitheater would be used as a music and dramatic center besides housing Sandwich fair activities.

De Land, Fla., Sets Six-Day Program

DE LAND, Fla., Feb. 27.—The Volusia County Fair, which opens its six-day run March 22, has set most of its attraction program and other features.

Jack Kochman's Thrill Show will be featured in front of the grandstand. A number of circus and hippodrome acts have been contracted. Special events will include a baby show parade, kids' bicycle races, a pet parade and a public wedding. The automobile show will again be the feature in the exhibit building.

In addition to the camel races, the event again featured a horse show. Acts appearing during the event were the Carsony Brothers and Kari Robins, acro-novelties. Performers were booked by Jo and Newton (Carolina) Brunson, of the Hollywood Theatrical Agency, for the seventh consecutive year.

Publicity for the fair was again handled by Charlotte and Bob Maxwell with Frank Adams.

Midway attraction was Frank W. Babcock United Shows.

Conn. Fairmen To Discuss Classification

NORTH HAVEN, Conn., Feb. 27.—A possible re-classification of Connecticut's fairs will be discussed at that State's fair association meeting March 20 in North Haven High School. The re-classification would be according to exhibits and premium money paid out.

The meet, to be addressed by officials of several Northeastern fairs, will be one of three planned for the association this year. The summer session will be held in Guilford, while a fall get-together will be in Bethlehem.

Plans will be discussed here for the third annual statewide apple pie contest, and for the rug-hooking contest sponsored by the association.

Frog Jubilee Sets Program

ANGELS CAMP, Calif., Feb. 27.—"Our Bountiful Heritage" will be the theme of the annual Calaveras County Fair and Jumping Frog Jubilee to be held here for three days starting May 21, Carl T. Mills, secretary-manager, said. An entertainment feature will be Joie Chitwood Auto Dare-devils in a repeat engagement.

Preparations for the 1954 event include the construction of new roads and walks for the fairgrounds. An \$8,000 program is underway with the new roads and walks part of the over-all landscaping project. A new floriculture building to cost \$15,000 is also proposed. The Division of Architecture for the State of California has already supplied the plans for this structure.

Mills said that the Chitwood thrill show was being re-booked because of requests. Also making a repeat engagement during the fair's run is the Christensen Bros.' rodeo. Mel Lambert will again be the announcer after a year's absence from this chore at this spot.

The midway attraction will again be the West Coast Exposition Shows.

Lancaster, N. H., Pays Out \$7,532 For Attractions

LANCASTER, N. H., Feb. 27.—Lancaster Fair paid out \$2,099.23 for its thrill show, \$3,500 for vaudeville and \$1,932.65 for bands last year.

Treasurer Reynold Guilmette reported that the fair paid out \$12,324.15 in premiums in 1953 and received \$16,287.19 from the State based on the premiums paid in 1952.

Other expenses of the fair were police and watchmen, \$1,460.61; ticket sellers and takers, \$1,002.10; general labor expenses, \$1,737.27; salaries of officials, \$600, and rental of tents for livestock exhibits, \$760. The fair received \$7,600 for rental of the midway and exhibition halls, \$355 for use of the buildings for storage during the year and \$1,503 in entry fees.

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Whether your Fair, Celebration or Event calls for a \$50 display or a \$5,000.00 spectacle, you will find CONTINENTAL equally interested in giving you the most and best for your money. We carry adequate insurance. Send for our free catalog NOW. Write, wire or phone. **Continental Fireworks Co.** R. R. 26 Phone R-4913 or 1351 Jacksonville, Ill.

I WANNA SEE THE Aut Swenson THRILLCADE JUMBO OF ALL THRILL SHOWS
R.O. BOX 1553 SOUTH SIDE STATION SPRINGFIELD, MISSOURI

CONCESSIONAIRES
Come to the **Lycoming County Fair**
Hughesville, Pa., August 2-7, 1954.
CLARENCE F. STOLZ
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Cheyenne, Wyoming, week of August 15-21, 1954. Call or write
MARTIN PETERSEN
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WESTERN LINCOLN COUNTY FAIR
A quarter million dollar pay roll—6,000 drawing. Contact
CLARENCE MOODY
Libby, Montana

JIMMY TROY
The Comedy KING of the AIR

THANKS TO ORRIN DAVENPORT
For the splendid Route in
this, our second year
together.

For Fairs, contact
BARNES-CARRUTHERS
159 N. DEARBORN ST. CHICAGO 1, ILL.



Border Spots NG for Crafts Expo Shows

BLYTHER, Calif., Feb. 27.—Crafts Exposition Shows moved here this week after a series of border spots that did little to swell the coffers of anyone on the organization. Roger Warren attributed the lack of business to the unsettled conditions along the Mexican border brought about by labor riots and come unseasonal rain.

Org is now on its way north and will eventually land in San Bernardino for the National Orange Show the last week in March. James Lantz, assistant manager, and Lee Brandon, agent, report the show will be routed much the same as last year with a few exceptions, and it will be on the road for 42 weeks, closing late in November.

Most of the show's '53 personnel is back. The gal and Side Shows were left in winter quarters but will rejoin at the Orange Show along with the Arcade.

Staff, in addition to those mentioned, includes Etta Kotarakos, office secretary; Merry-Go-Round, Joe Duran and Charles Vella; Ferris Wheel, George Kotarakos and Chuck Gist; Skooter, Jimmie Wheat and Bill King; Tilt-a-Whirl, James Melton and Hugh Mauldin; Octopus, Joe Sullivan; kid rides, B. W. Higgenbottom and Roy Walker; Ray McMinus, lot man; Tonny Correia, electrician; Capers Cummings, mechanic, and Carol Cummings, Helen Welch, Marie Bryant, Blanche Sullivan, Eva Wagner and Elsie Silvers, ticket sellers.

Reid Org Inks Kid's Prize Space Ship

CHICAGO, Feb. 27.—The Ralston-Purina space ship, won by a Washington, Ill., youngster as first prize in a highly publicized cereal box-top contest, will appear as a back-end attraction with King Reid Shows this year, Ed James, of Daggar Productions, announced. Daggar has acquired the space ship from its owner, Rickey Walker and will operate it as a donation show on the Reid midway.

Plans call for the show to join the midway organization April 27 in Albany, N. Y., where it will be managed by Jack Urbain.

Winning of the odd prize by young Walker was given considerable publicity some months ago with Life magazine as well as television, newspapers and newsreels devoting much space and time to the event.

Included with the prize was a tractor and trailer which will be used to carry the ship over the Reid route.

I. T. Inks Gratz for 1st Journey Into Pennsylvania

NEW YORK, Feb. 27.—I. T. Shows will make its first journey into Pennsylvania when it plays the Gratz Fair this season. Traditionally having played the New York - New Jersey - Connecticut area, the organization has become so heavy with equipment that an expanded route has become a necessity. With this in mind, I. T.'s Al Crane left Thursday (25) on a booking tour that will take them at least as far south as Maryland.

With room for a couple more fairs and with a July 4 celebration pending, the Isser-Treish fair route is as follows: Middletown, August 8-14; Morris County in Troy Hills, N. J., 17-21; Flemington, N. J., August 31-September 6; Bridgeton, N. J., 14-18; Gratz, Pa., 21-25; Danbury, Conn., October 2-10, and closing with Mineola, which date is open pending determination of the harness

PASSEL OF EATS DOWNED BY SHOWMEN

MIAMI, Feb. 27.—Ravenous appetites were turned loose at the Miami Showmen's Association dedication last week. With nigh onto 2,000 showfolks packing the new clubhouse, the Ladies Auxiliary was hard pressed to feed the gathering, but laid out 20 turkeys, 20 hams, 2,000 rolls, salads, coffee and cake. Those attending made short work of the refreshments, then were dished out a generous helping of entertainment which lasted thru the hours of Sunday morning (21).

Bodart Signs Three Shows For '54 Tour

SHAWANO, Wis., Feb. 27.—Bodart's Blue Ribbon Shows have signed three back-end shows for the coming season. Lynn O. Lucia, of the show's staff, announced at the org's winter base here.

Units already set for the season are Joe Koshnick's miniature saw mill and glass house, Bob Altenburg's Jungle Land and Jack Guy's Athletic Show. Three office-owned shows will also operate.

Org's route is little changed from last year. Opening is set for May 29 at the three-day Junior Chamber of Commerce celebration at Oconto Falls, Wis. Fairs, all in Wisconsin, include events at Escanaba, Marshfield, Wausau, Monroe, Wilmet, Portage, Rhineland, Friendship and Crandon. Several celebrations are also on the route and five weeks of still dates are planned.

Winter quarters are now open here. Owner E. A. Bodart is sunning himself in Florida where he visited the Tampa fair and did a little angling.

Babcock Indio Take Cut by Tighter Buck

INDIO, Calif., Feb. 27.—The Frank W. Babcock United Shows debuted its 1954 season here at the six-day Riverside County Fair and National Date Festival, which closed its run Monday night (22). Frank W. Babcock, owner, said that the date was satisfactory but on the basis of the total attendance of 137,929, which was 10,679 over 1953, per capita spending was down. He was unable to give a percentage.

The organization recently signed a three year contract to play the event; this being the first year under the pact. Babcock's United, which merged with the Ferris Greater Shows several years ago, has played the event for the eight postwar years under both titles.

race meet dates at Roosevelt Raceway, Westbury, I. T. hopes to re-route southward after Mineola.

More Tractors
Howard and diesel electrician John Leonard purchased another pair of International tractors to bring the fleet to 18. There are also seven straight jobs, 25 semi-trailers, three diesel light trailers, a billposter truck and a maintenance truck. I. T. closed at Mineola last year with 22 rides.

Equipment is being overhauled and repainted at the Roosevelt, L. I., winter quarters, with Bill Appleton in charge, assisted by Leonard. Additional equipment is being brought in from the King Shipyard boatshops in Patchogue.

The show will put out two units as in the past, and combine them for the fair season. Still dates
(Continued on page 31)

2,000 Jam Miami Clubhouse For Dedication Festivities

Showland Flocks to Resort City For Busy MSA Social Weekend

MIAMI, Feb. 27.—The dedication had everything. An estimated throng of nearly 2,000 persons jammed the Miami Showmen's Association clubhouse last Friday (19) for the official dedication of the structure. They feasted on a huge spread served by the Ladies' Auxiliary, enjoyed the music of Eddie Greene's band, and were entertained far into the night by talent from local night clubs and from the association itself.

They came from all parts of the country and from as far as Canada and Cuba. There were 46 States represented, some of

them supplying notables from civic as well as show business. Almost all phases of outdoor business were represented, including bookers and talent.

With President William Moore presiding and with William Cowan and Dave Endy acting as toastmasters, there were no dull moments at all, and many highlights.

The club received a large-screen console TV set from Vince Williams for the Coca-Cola Company, presented by Bernie Mendelson.

Fred (Dutch) Holtzman gave the club a bronze elephant

mounted on a pedestal. Valued at \$5,000, it will be displayed prominently in the entrance to the building.

Sig Eisenberg presented a plaque on behalf of the Twenty-Niners, a Masonic organization which provides entertainment and hospitalization for crippled children. The gift was in gratitude of the MSA's co-operative efforts in helping the Twenty-Niners.

Announcement by Moore that the donor plaque would be cast drew immediate response from those who wanted their names included. Giving \$100 each, on the spot, were Harry Illions, Joe Straus, Albert Wagner, Martin M. Weiss, Raymond Wienski, John Quinn, Bob Martin, Frank Brady, Matt Dawson, George Harris, Harry Agne, T. Murl Deemer, Bill Carsky, and Bernie Mendelson. Ben Glasberg gave \$100 in memory of Fred C. Di-Aiello to have that name added.

2 Rows of Guests

Two rows of guests contained many distinguished persons, including the following: President Moore, past presidents Leo Bistany and Robert Parker; past Ladies Auxiliary presidents Betty Endy, Leona Parker, Louise Endy, Hilda Roman and May Levine; Ethel Weer, corresponding secretary; Irene Moore, third vice-president; Ada Cowan, first vice-president; Freda Wilson, second vice-president; Ann Whitehead, recording secretary; Ross Manning, third MSA vice-presi-
(Continued on page 31)

Mary Sibley Dies; Widow Of Showman

NEW YORK, Feb. 27.—Funeral services were held Sunday (21) for Mrs. Mary Sibley, 81, widow of former showman Walter Sibley. Mrs. Sibley passed away Friday (19) in a Massachusetts convalescent home. Interment was in the National Showmen's Association plot at Ferncliff Cemetery, Hartsdale. Mrs. Sibley had been in failing health since the death of her husband in 1949 at the age of 75.

An honorary life member of the NSA Ladies' Auxiliary, Mrs. Sibley had been active in her husband's business affairs for many years. Among those present at the burial were Mr. and Mrs. Joe McKee, president of the NSA and the Ladies' Auxiliary; Mr. and Mrs. Max Tubis, Mr. and Mrs. Ben Herman, Silvia Stern, Ethel Weinberg, Veronica Zuchi and Flo Thompson.

NEED DOUGH Sponsor Interest in Carnivals Increases

NEW YORK, Feb. 27.—A noticeable increase in requests for information on carnivals from groups interested in sponsoring still-date appearances by the traveling shows indicates that the fraternal-social organizations are again reaching out for aid in building funds for their units.

While shows, for the most part, have never suffered any serious lack of sponsors in setting their still date activities, any number of organizations, flush with the loose money that fluttered into their treasuries during and after the war, have shown something less than keen interest in recent years.

When many of the units did sign up they contributed mostly lip service, with the volunteer corps sadly lacking when it came time to fill the ranks of the ticket

takers. With money as free as it has been, and many of the officers and guiding spirits of such organizations busy earning more moola thru overtime effort, the enthusiasm and co-operation that marked the pre-war years was sadly lacking.

Time To Plan

With overtime now only a fond memory in many localities, club members have more time to patronize their unit establishments, note the need for additions or decorations and the lack of sufficient funds to comfortably accomplish their planning and so turn to the old reliable, the carnival. Small units in small towns have the most difficulty booking, naturally. The big organizations in the large cities which have started sponsoring carnivals in fund-raising efforts years ago have seldom failed to continue without interruption.

The smaller organizations in unproductive towns — or the larger organizations which fail to contribute sufficient effort — find booking a carnival now tougher than in the past. The showman's expenses have increased considerably in recent years and he can't afford to gamble with a big nut. Pre-war grosses are no longer sufficient to keep the wheels rolling and the extra money needed to build the earnings isn't likely to find its way to the ticket boxes accidentally.

Those organizations which dropped out of the picture some years back and are now again looking to the carnivals will find the picture much changed. They will get the same percentages, since any increase is precluded by the upsurge in costs, and probably earn more for their end since the grosses are likely to be bigger. But, again, their share of the costs will have increased and, so, it isn't all gravy.

The play on the midway started slow on the fair's opening day of Wednesday (17) but built gradually. The Saturday, Sunday and Monday, the latter Washington's Birthday on which a parade is held, pulled well. Weather this year was superior to 1953 when the nights were cold.

Plays Festival

The show winters on the fairgrounds. Following the close of this engagement, however, Larry Ferris, general manager, moved the major portion of the equipment to Temple City, where it is playing the Camellia Festival this week-end.

Featured on the local date were 10 major and 10 kid rides, 3 Motordromes — lion, motorcycle, and monkey; Midget Show and Snake Show. Babcock said that concession space totaled about 1,000 feet.

The date was used as a showcase with committees visiting the grounds. Babcock declared that several contracts for community fairs and industrial shows were picked up during the run.

Sunday night the Regular Associated Troupers of Los Angeles staged a show-within-a-show on the grounds. Babcock donated the tent for the festivities and offered to donate \$500 if \$1,000 was raised. As the gross earned was \$1,200, the club received \$1,700, including Babcock's contribution.

Keene, N. H., May Shift '54 Midway

KEENE, N. H., Feb. 27.—The Cheshire Fair is mulling plans to shift its midway zone to an area inside the race track, according to Louis Ballam, president. Fair's dates are August 26-28. Attraction plans call for a thrill show and five acts of vaudeville in addition to rides and shows.

Pacific Coast Show Club To Select "Miss PCSA"

LOS ANGELES, Feb. 27.—A "Miss PCSA of 1954" contest is to be staged by the Pacific Coast Showmen's Association and the Ladies' Auxiliary with final awards to be made at the National Orange Show in San Bernardino on March 30. The competition opened here Wednesday (24) with 24 entries. Grace Merkel heads the committee for the voting with Marie Tait and Mary Taylor serving with her.

Orville N. Crafts will host the PCSA and Auxiliary at a show-within-a-show at the Orange Show, where the Crafts 20 Big and Crafts Exposition shows will be featured on the midway for 11 days, starting March 25.

For the fund raising event in San Bernardino, the club is preparing a stagershow to be given in the 80-foot tent donated by Crafts, Harry Seber, a past president, is donating the drops and scenery for the "Grandfather Follies."

The contest to find "Miss PCSA" is to be based upon a point basis with 50-cent tickets buying 50 votes. The winner will receive many prizes, including a trip to Las Vegas, Nev., during Helderado Week. As the Crafts shows will be playing the spot, members of that organization will play host to the top vote getter.

24 Candidates

Entries for the title include Peggy Steinberg, Evelyn Lantz, Charlotte Warren, Marie Levitt, Clara Beiger, Isabel Meyers, Sally Flint, Molly Seiff, Madison Hopes, Clara Anderson, Morosa Herman, Julia Smith, Clara Parsons, Julia LeDoux, Ann Doonan, Doris Soltz, Mabel Brown, Leona Cook, Claudette Estfan, Fern Redman, Gladys Mackey and Josephine Lynch.

Frank Warren, manager of the Crafts 20 Big Shows, is chairman of the party to be given at the Orange Show. Sam Dolman, co-chairman, announced that special
(Continued on page 31)

STERLING CROWN SHOWS, INC.

NOW BOOKING FOR SEASON 1954

18—FAIRS—18

STARTING
JULY 1

A BEAUTIFUL SHOW AND A FINE ROUTE OF STILL DATES
OPENING WARRINGTON, FLA. (PENSACOLA) APRIL 16
NAVY PAY DAY

15 RIDES—10 SHOWS

PARTIAL LIST OF FAIRS NOW SIGNED

July 1—WESTERN ILLINOIS FAIR ASSN., Griggsville, Ill., thru July 4
July 6—JERSEY COUNTY FAIR, Jerseyville, Ill., 6 days
July 18—JOHNSON COUNTY FAIR, Vienna, Ill., 6 days
July 26—CLAY COUNTY FAIR, Flora, Ill., 5 days
Aug. 1—EASTERN ILLINOIS FAIR ASSN., Danville, Ill., 6 days
Aug. 9—WILLIAMSON COUNTY FAIR, Marion, Ill., 6 days
Aug. 22—CUMBERLAND COUNTY FAIR, Greenup, Ill., 6 days
Sept. 1—FRANKLIN COUNTY FAIR, Winchester, Tenn., 4 days
Sept. 6—GILES COUNTY FAIR, Pulaski, Tenn., 6 days
Sept. 13—LINCOLN COUNTY FAIR, Fayetteville, Tenn., 6 days
Sept. 21—MONROE COUNTY FAIR, Aberdeen, Miss., 6 days
Sept. 27—ALCORN COUNTY FAIR, Corinth, Miss., 6 days
Oct. 4—BEING SIGNED NOW, announced later, Ala., 6 days
Oct. 11—MACON COUNTY FAIR, Montezuma, Ga., 6 days
Oct. 18—BEING SIGNED, announced later, Ga., 6 days
Oct. 25—LAURENS COUNTY FAIR, Dublin, Ga., 6 days
Oct. 31—ANNOUNCED LATER, in Florida
Nov. 7—ANNOUNCED LATER, in Florida
Nov. 14—ANNOUNCED LATER, in Florida

5 FAIRS ANNOUNCED NEXT WEEK—TOTAL 18

GET ON THE BANDWAGON WITH A BEAUTIFUL SHOW THAT WILL GIVE YOU ACTION. PEOPLE THAT KNOW ME ARE AWARE OF THE TYPE OF SHOW I OPERATE AND THE CLASS OF PEOPLE I HAVE AROUND. IF YOU WANT ACTION, 2 MONTHS OF PAY DAY STILL DATES AND OVER 4 MONTHS OF FAIRS—CONTACT NOW.

CONCESSIONS

Jewelry, French Fries, Ice Cream, Hoop-La, Percentage joints that have at least one Hauky to each P.C. Joint, Fish Ponds, Darts, Balloons, String Game, Coke Bottles, Long Range, Cigarette Gallery, Novelties, Hats, or what have you? Any Hanky that Works for stock.

SHOWMEN

Operators for Girl Show, Side Show and Monkey Show. Must have P.A. sets, wardrobe and people.

TRUCK MECHANIC

Must have own tools and not drink and keep fleet rolling. Must drive shop truck. Must join at once in winterquarters.

CONCESSION AGENTS

Want man and wife with experience, man to work Short Range Gallery, wife to work Slum Spin-Around. Must be sober and reliable.

RIDES

Rock-o-Plane, Octopus, Roll-o-Coaster, Spitfire, Caterpillar, Kid Rides, Pony Ride and any Ride, major or kid, not conflicting.

RIDE HELP

Foremen for Fly-o-Plane, #5 Eli Wheel. Want Second Men for all rides. All must be sober and drive a truck.

SHOWS

Will book Motordrome, Side Show with or without top and front, nicely framed Girl Show, Monkey Show with or without top and front (we own one), Fun House, Glass House and any worthwhile Grind Show not conflicting.

ELECTRICIAN

For C.M. plants. Must be experienced and keep plants in shape. Must drive truck.

WORKING MEN

Man for front gate and light towers. Must drive semi truck. Also want Working Men for other departments.

E. L. YOUNG, Mgr.

CONTACT AT ONCE—WIRE OR WRITE

P. O. BOX 157

TARPON SPRINGS, FLA.

O. J. (WHITEY) WEISS, Business Mgr.

Interstate Shows

Opening March 27 in Albany, Georgia. Location: In the heart of town, one-half block from the Bank of Albany, under strong auspices, catching marine and air force pay days—two Saturdays. Followed by Warner Robins, Georgia—Air Base pay day.

SHOWS: Girl Show with own equipment or will furnish top and front for same. Must have own wardrobe and p.a. sets. Will book Penny Arcade, Monkey Show, Wild Life, Snake Show, Fun House, any non-conflicting Grind Shows. Lisa Del Mar wants Side Show Act. Will give good proposition to Motordrome.

RIDES: Will book for season two or three Kiddie Rides, Live Pony Ride. Will book or lease Octopus, Spitfire, Caterpillar, Rollocoaster, Scooter or any flat ride.

RIDE HELP: Want Foremen for Twin Wheels, Merry-Go-Round, Tilt.

CONCESSIONS: All Hanky Panks open. Good opening for Long Range, Short Range, Photos, Age & Weight, Jewelry, Hats, Novelties, High Striker, Basketball, French Fries, Sno Cone, Frozen Custard, American Palmistry—no Epsies.

HELP: Want two Bingo Countermen. Experienced Griddle Man for Cookhouse. Want man to handle marquee, sell tickets and take out sound truck. Want man to handle publicity and promote kid's matinee. Want Scenic Artist to join on wire. Winterquarters is now open. Come on. Location: Sylvester Rd., opposite Wright's Trailer Court.

Replies to H. B. ROSEN, P. O. Box 1891, Albany, Ga.

WANT WANT AGENTS

For the following Concessions: Six Cats, Pea Pool, Milk Cans, Pitch Till You Win, Bowling Alley, Set Spindle, Pan Game. Two Truck Drivers and General Help.

SAM WEINTROUB

Care Giants Trailer Camp
Gibsonton, Florida

NOTICE

FAIR SECRETARIES AND CELEBRATION COMMITTEES

Have 2 weeks open in Illinois. One or two in Alabama and one in Georgia. If you want one of the finest Truck Shows in business, contact us at once. 15 Rides, 10 Shows, Diesel Light Plants, Search Lights and Light Towers, 60 Concessions. If you are seeking something different from the average Carnival, and want earning power, we have it. Ask the people that know.

Sterling Crown Shows

E. L. YOUNG, Mgr.
P. O. Box 157 Tarpon Springs, Fla.

CARNIVAL OFFICE SECRETARY

NOTICE

A large Truck Show can place a capable Secretary with Carnival experience; must know all forms, keep books in order and get daily report sheets out each night as well as handle ticket sellers and check them in each day. Please give experience, former employer, references and salary expected, as well as age and length of time in office or secretary on Carnival. Address: Box D-22, c/o Billboard, 2160 Patterson St., Cincinnati 22, Ohio.

FOR SALE

Eli Wheel, practically new; new Seats, all Tools to erect and operate, Allison-Chalmers Gas Motor, KV-7 International Tractor and Trailer to haul same. \$4500.00 without transportation, \$5500.00 with. Also 3 Kiddie Rides with transportation. Will sell all as entire Show with Front Arch and Ground Cable. These Rides must be seen to be appreciated. Like new, ready to run. Will sell entire Show for \$7500.00 or will sell any part.
Address: 311 E. Main, Norman, Okla.

FOR SALE

New Home—4 room tenant house on 8 acres. High and Dry—No sand. Now set up as over-night Mobile Home Court. Ideal location for winterquarters for small Show. 32 miles west of Tallahassee at Mt. Pleasant, Fla. U. S. Highway No. 90.

J. H. BOOTH

Mt. Pleasant, Fla.

AT LIBERTY

Mobile sound system. Will book Floss Concession. X privilege partial payment for sound operation. If interested in good proposition, write

L. C. PAULMANN

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VIVONA BROS. Combined SHOWS

OPENING MARCH 29 AT SUMTER, S. C.—BIG ARMY PAY DAY

14 Bona Fide Fairs starting in August with a choice route of still dates through New Jersey, New York and New England.

CONCESSIONS: Long and Short Range Galleries, Novelty, Buckets, Punk, Ball Games, Derby, Jewelry, Pan Game, Cigarette Game, Mitt and Hanky Panks of all description. P.C. Dealers, Shows: Operator for well-framed Side Show. We furnish complete outfit to any worthwhile Grind Show. Rides: Will book set of Kiddie Rides for our No. 2 unit opening May 10, playing choice bazaar dates in New Jersey and New York. This is ride territory. Ken Finley, contact. For Sale: Complete Unborn Show, including 2-wheel Trailer to haul same. This equipment stored in New Jersey. Help: Foreman for Wheels, Roll-o-Plane, Chairplane; Second Men who drive. Contact

JOHN VIVONA, Fairgrounds, Florence, S. C.

James E. Strates Shows, Inc.

CAN PLACE PRESS AGENT

One capable of putting over Saturday matinee and promotion.
Address

JAMES E. STRATES, General Manager, or DICK O'BRIEN, Manager
Orlando, Florida

CITRUS COUNTY FAIR

INVERNESS, FLORIDA, MARCH 8 thru 13

Can place legitimate Concessions of all kinds, such as Ball Games, Hoop-La, Balloon Darts, etc. Outright sales privileges open. Can place 2 or 3 Shows, including Side Show, Girl, Fat, Punk, etc., or any others not conflicting with what we have. Wire now.

D. WADE, c/o W. G. Wade Shows, Inverness, Fla.

P.S.: Lake County Fair & Sportsmen's Exposition, Eustis, Florida, March 15 to 20, follows Inverness. Now contracting Shows, Rides and Concessions. Reserve your space early.

FOR SALE

Complete Show, all new equipment, less than 5 years old: 2 75-kw. Diesels, light towers, cable included; 1949 36 ft. Allan Herschell 3 abreast Merry-Go-Round, 1950 Eli #5 Ferris Wheel, Fly-o-Plane used less than 12 months, Tilt-a-Whirl and many other devices. Everything has excellent transportation and is now loaded to be moved. Entire show or any part. 60" searchlights, both Sperry and G.E.; thousands of feet of ground cable, all sizes and combinations. For information write

P. O. Box 201 San Leandro, California

Wanted—HELMAN UNITED SHOWS—Wanted

FOR FAIRS AND CELEBRATIONS IN ARKANSAS, MISSOURI, IOWA AND LOUISIANA

Have good proposition for Phone Man, or man and wife who understand children's matinees. Good proposition for Advance Man with car who knows the above territory and can handle Banners. RIDES: Will book or lease Two-Abreast Merry-Go-Round, Octopus or Tilt. Will book Live Pony Ride and one other Kid Ride. SHOWS: Mickey Mouse, Monkey, Snake or Fun House, or any other small Grind Show with own transportation. CONCESSIONS: Will sell "Ex" on small Cookhouse or Sitdown Grab, Photos, Cotton Candy and Scales and Age. All Hanky Panks open. We book only two of a kind. Will book a few P.C. with Hankys, Six Cat, Buckets, Swinger and Sets. Have opening for Ferris Wheel Man, must drive. Also other useful Show People. Show opens March 22, Grand Coteau, La., one mile from Sunset.

Winterquarters now open at 917 Cameron, Lafayette, La.

MAURICE HELMAN, Mgr.

THOMAS JOYLAND SHOWS

WANT FOR SEASON 1954

Shows of all kinds, 10-in-1, Illusion, Jig Show, Mechanical Show, Wild Life, Unborn, Midget. Also want Penny Arcade. Can place Ride Help on all rides. Want Carpenter or Builder. Show opens April 10.

All wires to L. I. THOMAS

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MIAMI, FLORIDA

WANTED

For Vero Beach, Florida, Fair week March 8; followed by Marion County Fair, Ocala.

Legitimate Prize-Every-Time concessions and hanky panks of all kinds.

Can place non-conflicting shows with own equipment for balance of Florida fairs and the regular season. Address

C. C. Groseurth

BLUE GRASS SHOWS

Sanford, Florida

J. A. GENTSCH SHOWS WANT

For opening of the BIG STATE STOCK SHOWS, now bigger and better than ever, Forest, Mississippi, March 15th; followed by Port Gibson and McComb. All three are State Stock Shows, not County.

Ride Help on all Rides. Want Shows—Any kind, neat, worthwhile Show. Have Minstrel Show complete and want organized Troupe with Manager to take over. Pee Wee Whittaker, contact me at once. No girl Shows, please. Want Hanky Panks, any kind. Will sell Ex on Custard and Scales. Direct all answers to

J. A. GENTSCH

Winona, Miss. Phone 730. (No collect calls, please). Until March 11; then Forest for opening March 15.

SUNSET AMUSEMENT COMPANY

OPENING AT EXCELSIOR SPRINGS, MO., APRIL 29

EXCLUSIVES OPEN: Cookhouse and Grab, Photos, Age and Weight, Long Range, Foot Long and Root Beer. Deposits required. Can place Hanky Panks, Glass House or Fun House. WANT RIDERS FOR MOTORDROME. LES AND BOOTS EVANS, CONTACT.

Address P. O. BOX 25 CORAL GABLES, FLORIDA

GREAT WALLACE SHOWS

WANT FOR 1954 SEASON

Have 10 Fairs, 3 Firemen's Celebrations and a Fourth of July Celebration booked. Want Legitimate Concessions of all kinds. Will sell exclusive on Age & Scales, Mitt Camp, Photos, Candy Floss, High Striker, Long & Short Range Gallery, Buckets, Swinger and Six Cats. Roy Allen wants Agents. Will book Train Ride, Live Ponies and Octopus. Want experienced Ride Help who drive semis. Join now. Want Side Show Man with Performers to take complete charge of Side Show or will book your own. Gene Knight and Rusty, contact. Have complete Minstrel Show, wagon show front, 80-foot long. Want Manager with Performers, good proposition. Diamond Tooth Billy Arnte, contact. Want General Agent who can produce. All answers to

AL WALLACE, Jesup, Georgia, this week

Midway Confab

Zabau, annex attraction formerly known as Swazette, played a benefit recently in Rochester, N. Y. While there he also visited Lew and Lion Bushman.

National Showmen's Association members who observed their birthdays last week were: February 22, Rocco J. Marroletti, Jack Owen, and Robert White Jr.; 23, Max Sonn; 24, Bert Ibberson; 25, Alfred A. Harris and Hy Silverman; 26, Louis Elias, Edward McKean and Max Schaeffer, and 27, David Bloom.

Out-of-town visitors who turned out for the Miami Showmen's Association dedication included Hattie Wagner, Harry Ilions, Bernie Mendelson, Bill Green, Sam Aldrich, Ann Denoga, Leona Plas, Bucky Allen, Paul Sprague, Ray Oakes, Jack Wilson, Izzy Cetlin, Charles Wolper, Moe Elk, Herman Cohen, and Ted Lewis. Josephine Haywood, Miss Outdoor Showbusiness of 1954, was presented to the large audience and received a great ovation.

Peter Garey, who was on the front of Dave Wiles' "Gay New Orleans" with the World of Mirth Shows last season, is in his ninth week with Barbettes Aerial Ballet at the Moulin Rouge theater-restaurant in Hollywood.

Turner Scott, ride operator, has wound up his tour of Florida fairs and plans to lay down his rides at his permanent spot in Daytona Beach which opens March 4.

Ralph W. Smith, retired secretary-treasurer of the World of Mirth Shows, who has been ailing, is reported getting along well at his residence, the Governor's Club Hotel, Ft. Lauderdale, Fla. He was recently visited by Frank Bergen, general manager of the shows, and Bud Solenberger who trained under Smith to handle the show's business affairs. Smith, who resided in Richmond, Va., where the show winters, for many years, hopes to return to that town in April when the equipment will be prepared for the road.

Homer R. Sharar, who worked with Frank Harrison's cookhouse on the Don Franklin's Shows at the San Antonio Stock Show recently, will open with Bill Chalkias' cookhouse on Franklin's No. 1 show in April. . . . Tiny Bill Taylor, who underwent an eye operation recently, is convalescing at Eddie's Hut, Gibsonton, Fla. He would like to hear from friends. . . . Frank Zorda is lining up Side Show acts for a March opening. He reports that he has signed Myrtle Hutt, mentalist; Rosa Lee, armless girl, and Walla Walla, pin head. Eddie Woods will be front man.

J. Lee (Buck) Smiles, of Cavalcade of Amusements, letters that he'll remain in Mobile, Ala., until the show opens. . . . Don (Tex) Blake, composer of "I Left My Heart in Keene, N. H.," plans to join the World of Mirth Shows this season, capacity unannounced. He was formerly with the O. C. Buck Shows as ticket seller, talker and The Billboard agent.

E. J. Casey infos from St. Vital, Winnipeg suburb, where he maintains headquarters, that the show carrying his name will go out with 6 rides, 3 shows and about 20 concessions. Casey himself will head up the operation, he advises. He also reports that he has two men at work at his amusement park in Lockport, another Winnipeg suburb, making ready for the opening of that fun spot.

Dale Barron's animal exhibit was at the Central Florida Exposition, Orlando, last week after a successful run the previous week at the annual Kissimmee Valley Cattle Show and Midwinter Rodeo. Unit played the latter event for the third consecutive year.

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Want Freaks and Novelty Acts. State salary and all particulars in first letter.

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HILL'S GREATER SHOWS

ANNOUNCES GRAND OPENING AT CORPUS CHRISTI, TEX., March 8-13

Five Million Dollar Pay Roll Weekly. Circus Grounds Location. Then Two Weeks in West Texas, Followed by Roswell, N. M. (Air Base Pay Day), March 29-April 3. Followed by Clovis, N. M. (Air Base Pay Roll), April 4-9. Solid Route of the Best Still Dates in the West.

CONCESSIONS: Will book Custard and Chocolate Dip, Hanky Panks of all kinds, no Exclusive. (Fisher with Derby, wire if coming, send deposit.) SHOWS: Want Side Show with own equipment, Snake Show, Fun House, Glass House, Wild Life, Unborn, Motordrome, Girl Shows with own equipment. (Hedy Jo Starr, wire if coming.) RIDES: Will book C-Cruise, Dark Ride, Dipper. Want Foreman for Wheel (Pat Bright, come home; Joplin no longer here). Want Foreman for Flying Scooter. Good Man to handle 5 Kiddie Rides. Second Men on Octopus, Tilt, Wheel, Scooter, Merry-Go-Round, Roll-o-Plane, Rock-o-Plane. Help for Light Towers. This show has the best route of Fairs and Celebrations in the West. Route to interested people. Get with a winner. All PEOPLE CONTRACTED ANSWER THIS AD.

All wires to H. P. HILL
#2 Show now playing Kingsville, Tex., March 1-4.



WHY BE DISAGREEABLE
when with a little effort
you can be a
REAL
STINKER

MR. CONCESSIONAIRE

Here is a real hot item for your Ball Game. Bingo, Novelties and all Hanky Panks. Made of beautifully grained wood, two colors, glass finish, silk cord holders, with a big variety of snappy slogans, illustrated with cartoons. Ten dollars brings trial order assortment of 24 best sellers prepaid.
Send for list and quantity prices.
Agents Wanted
H. SORDELET
R. 1, Tarpon Springs, Fla.

WORLD OF TODAY SHOWS

OPENING MAY 14 - MUSKOGEE, OKLA.

PLAYING TOP STATE AND DISTRICT FAIRS IN MIDWEST. FAIRS START LAST OF JUNE, ENDING IN NOVEMBER, FIVE STILL DATES ONLY. CARRYING WILNO THE HUMAN CANNON BALL AS FREE ACT THE ENTIRE SEASON.

CONCESSIONS First class Cookhouse catering to general public and show folks. Slum Concessions of all kinds. Penny Arcade, must be well flashed. Will sell "EX" on Ball Games.

SHOWS Can use Shows of all types with or without own equipment. Will book complete Motordrome or can use Riders and Manager for Drome. Want Bally Shows, Ding Shows, Grind Shows, must be high class and well flashed. Route to interested parties.

WANT TO BUY Two Dramatic End Tops, maximum size 110 feet.

HELP Want capable Office Man to take full charge, able to keep set of double entry books. Must know show business, furnish reference. Want Foremen for all Rides, also Second and Third Men, must know show business. Salary and percentage. Want Show Painter, Neon Blower and Designer. First class Mechanic for fleet of Chevrolet trucks, must have own tools. Want Billposter, Publicity and Promotion Men for Still Dates and Fairs.

RIDES Will buy or book following: Baby Rides, Merry-Go-Rounds, Boat Ride, Train, Ferris Wheel or any new type Kid Ride. Also Roller Coaster. All must be factory built. Will book Caterpillar or Looper with own transportation.

All people with previous contracts, please write or wire, Some mail misplaced; just arrived back in winterquarters. Reorganizing entire show.

All replies to WORLD OF TODAY SHOWS, Box 782, Muskogee, Okla. PHONE: MURRY 2-5920

1954

JOHNNY T. TINSLEY SHOWS

"America's Most Modern Midway"

Opening Greenville, S. C., early in April, followed by an outstanding route of still dates, Celebrations and the following Fairs: ELBERTON, GA. LAWRENCEVILLE, GA. THOMASTON, GA. LA GRANGE, GA. NEWNAN, GA. GRIFFIN, GA. ANNISTON, ALA. OPELIKA, ALA. LUYERNE, ALA.

Two more early fairs and a big Armistice Day Celebration to be announced later.

WANT SHOWS High-class money getting shows catering to ladies and children, Midgets, Society Circus, Law and Outlaw, Monkey Circus, Fun House, Glass House, etc.

WANT For our new feature "Beautiful Hawaii" Native Musicians and Entertainers. (Gene Nedreau, please contact us at once.)

WANT For the finest colored Minstrel Show on the road Musicians and entertainers of all kinds. Loretta Stewart, of the "Cal-Cubans," contact us immediately.

WANT RIDES Will book on liberal percentage any new and novel major ride not conflicting. Have plenty of Kiddie Rides.

WANT CONCESSIONS Can place legitimate merchandise Concessions of all kinds, Duck and Fish Ponds, Pitch-Till-U-Win, Hoop-La, Watch-La, Balloon Dart, Bingo, Cork Gallery, Long and Short Range Galleries, Custard, Candy Floss, Snow Balls, Jewelry, etc. (Positively no flats.)

WANT COOK HOUSE OR GRAB—Will place for a few weeks only small Cookhouse or neat set down grab.

WANT HELP Ride Foremen for Caterpillar, Merry-Go-Round, Rock-o-Plane and Fly-o-Plane; also Second Men on all rides.

WANT MOTORDROME RIDERS Want both male and female riders for Lion Drome. Contact Capt. Roy Woods.

WANT SNAKE SHOW OPERATORS Want man and wife to take over management over beautifully framed Big Snake Show.

Address all communications to **JOHNNY T. TINSLEY SHOWS**
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1954


W. R. GEREN'S Presents

MIGHTY HOOSIER STATE SHOWS

Opening April 8 thru 21, Clarksville, Indiana—just across the street from Colgate factory, 3 blocks from Louisville Bridge. Indianapolis follows at Pennsylvania and Morris Sts. Opening there April 26 thru May 8.

WANT Hanky Panks, stock only: Long Range, Jewelry, High Striker, Duck Pond, Basketball, Ball Game. SHOWS: Any worthwhile attractions. Side Show, Monkey, Snake, Motordrome, etc. Good opening for Arcade. RIDE HELP: Must drive. Be at barn, in Greensburg, Indiana, by April 1. Show pulls on lot April 4 and 5. All replies

W. R. GEREN
R. F. D. 1 Phone 2-2989 Columbus, Indiana



GLADSTONE EXPO SHOWS

Opening April 12th, Kosciusko, Miss. Downtown lot
14 FAIRS—HUMBOLT, TENN., STRAWBERRY FESTIVAL; EMINENCE, KY., 4TH OF JULY—14 FAIRS

WANT WANT WANT WANT WANT

CONCESSIONS—High Striker, Ball Games, Balloon Dart, Basketball, Derby, Glass Pitch, String Game, Coke Bottle, Arcade. All Honky Panks open.

RIDES—Want set of Kid Rides, Auto Swings, Pony, Train, etc.

SHOWS—Any Show with own equipment, Monkey, Snake, Fun House, Side, Glass, Drome, etc.

HELP—Ride Help on Wheel, Jenny, Tilt, Comet, New 1954 Octopus, Chair. Must drive. Winter Quarters now open. Paul, Jimmy, Humming Bird Red, answer. Chuck Alexander wants Agents for Six Cat, Buckets, Shiv Rock.

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JACKSON, MISS.

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GIRLS WANTED

For Girl Show on Virginia Greater Shows, opening first week in April in Suffolk, Va. Chorus Girls and Principal to feature and manage girls. Good Cookhouse. We furnish wardrobe if necessary. Opportunity for girls who can stand good treatment. Send recent snapshot. Write

GARLAND STEWART
BOX 65 PORTSMOUTH, VA.

1954-Western Penna. Firemen's Convention-1954

LATROBE VOLUNTEER FIRE DEPT.

Latrobe, Pa., August 8th-14th

Want Carnival with Shows, Rides, adequate for above date. Write or Wire

M. E. SAXMAN, 106 Avenue B

Sponsoring Groups Put Out \$ Feelers

NEW YORK, Feb. 27.—A noticeable increase in requests for information on carnivals from groups interested in sponsoring still-date appearances by traveling shows indicates that the fraternal-social organizations are again reaching out for aid in building funds for their units.

While shows, for the most part, have never suffered any serious lack of sponsors in setting their still-date activities, any number of organizations, flush with the loose money that fluttered into their treasuries during and after the war, have shown something less than keen interest in recent years.

When many of the units did sign up they contributed mostly

lip service, with volunteer support sadly lacking when it came time to fill the ranks of the ticket takers. With money as free as it has been, and many of the officers and guilding spirits of such organizations busy earning more moola thru overtime effort, the enthusiasm and co-operation that marked the prewar years was sadly lacking.

With overtime now only a fond memory in many localities, club members have more time to patronize their unit establishments, note the need for additions or decorations and the lack of sufficient funds to comfortably accomplish their planning, and so turn to the old reliable, the carnival. Small units in small towns have the most difficulty booking, naturally. The big organizations in the large cities which started sponsoring carnivals in fund-raising efforts years ago have seldom failed to continue without interruption.

Expenses Zoom

The smaller organizations in unproductive towns or the larger organizations which fail to contribute sufficient effort, find booking a carnival now tougher than in the past. The showman's expenses have increased considerably in recent years and he can't afford to gamble with a big nut. Prewar grosses are no longer sufficient to keep the wheels rolling and the extra money needed to build the earnings isn't likely to find its way to the ticket boxes accidentally.

Those organizations which dropped out of the picture some years back and are now again looking to the carnivals will find the picture much changed. They'll get the same percentages, since any increase is precluded by the upsurge in costs, and naturally net more for their end since the grosses are likely to be bigger. But, again, their share of the costs will have increased and, so, it isn't all gravy.

Evers Gets Ex At San Antonio

SAN ANTONIO, Feb. 27.—George Evers, local operator of concessions, has been selected by the Fiesta San Jacinto Association's executive committee as official concessionaire during the April celebration, Reynolds Andricks, association president, announced.

Under the terms of the contract, which was signed this week, Evers will sell official souvenir programs listing parade entries and supplying information on various events. He will also be permitted to sell souvenirs, novelties, food and drinks along all parade routes and in the vicinity of Fiesta events.

Schafer Inks Cannon Act

DALLAS, Feb. 27.—W. A. Schafer, owner-manager of Schafer's Just for Fun Shows, has signed the John Ivan cannon act as the org's free attraction for its still date route. Ivan will join the show for its April opening in Tyler, Tex., and will probably remain with it until the fair season. Booking was handled by George B. Flint of the Boyle Golf Agency Chicago.

CARNIVAL WANTED SUMNER, ILLINOIS, CENTENNIAL

July 2-3-4-5

First carnival in years. SHOW WILL SET ON MAIN STREETS. Must have 5 major and 4 kiddie rides, with 6 shows and 30 concessions.

THIS CENTENNIAL IS BACKED BY ALL CIVIC ORGANIZATIONS AND WILL DRAW 50,000 PEOPLE.

Presenting FREE ACTS, FIREWORKS, PARADES and AN OUTSTANDING PAGEANT. Wire, telephone or see me in person after 1 p.m. All address

PHIL H. HEYDE
OLNEY, ILLINOIS

CAPITAL CITY SHOWS

OPENING DOWNTOWN VALDOSTA, GA., MARCH 31. Soldiers' Payday.

Followed by Good Spring Route of Industrial Towns.

15 FAIRS STARTING JULY 12 **WANT** **2 BIG 4th JULY CELEBRATIONS**

CONCESSIONS—Legitimate Stock Concessions of all kinds. Good opening for high-class Bingo, Glass Pitch, Long & Short Range, American Camp (no gypsies), Derby, Novelties, Jewelry, Age & Scales, Custard and Arcade. SHOWS—Monkey, Wild Life, Mechanical or any Grind Show. Have complete Side Show, want manager with inside. Girl Show Manager with girls. Tony Nelson, contact. Lost address. RIDES—Will book set of Kid Rides for season. Ray Camp, contact. FOR SALE—20 ft. Show Office built in 1948—Maystern Trailer, a nice little office. Want to buy good used Tilt-a-Whirl.

All replies **J. L. KEEF, Box 201, Valdosta, Georgia**

LEO LANE SHOWS

"The South's Finest"

Want for Riviera Beach, Fla., March 18-27—10 Big Days; also Glades County Fair, Belle Glade, April 1-10.

Rides and Shows not conflicting. All Hanky Pank prize every time Concessions

All address

LEO LANE SHOWS
Gainesville, Fla., this week.

P.S.: Rolloplane and Monkey Motordrome with transportation for sale.

A.M.P. SHOWS

Opening March 12, Augusta, Ga., on colored lot. Time and space limited.

Can place a few more Hanky Panks such as Lead Gallery, Hi-Striker, String Game and Buckets. Have opening for Fun House, Glass House, Animal, Snake, Monkeys and Fat Shows. Agents report to Augusta, Ga. Ride men who drive report to Winterquarters, Route 1, Okeechobee Road, West Palm Beach, Fla. (One mile west of Military Trail.)

Contact

A. M. PODSOBINSKI

Valleyfield Fair to B&B; Total at 12

TORONTO, Feb. 27.—Recent signing by Bernard B. Arent, managing director of the Bernard & Barry Shows, of the Valleyfield, (Que.) Fair, July 21-25, brings to 12 the number of Ontario and Quebec fairs the show has contracted for 1954. Arent also reported that he has signed a major celebration, the Windsor (Ont.) Centennial, June 28-July 6. The show will open in Hamilton, Ont., May 10.

The Valleyfield Fair is expected to break all previous records this year, said Arent. Guarantees to the sponsoring Rotary Club of financial support by city authorities and several leading industrial organizations make possible inauguration this year of a free-gate policy. The free gate plus a new bridge opening in Valleyfield which will make the town more accessible to many neighboring communities, is expected to give the fair increased attendance.

Before leaving with his family for a five-week vacation in Florida, Arent announced the following staff personnel for 1954: William Baker, assistant manager; Cass DeFleming, office manager, assisted by Shelia O'Shanley; Barney X. Oldfield, advance agent; Charles Barrett, chief electrician; Eugene Allaire, ride superintendent; Frenchy Lachute, searchlights; Michael Risko, trainmaster, and Don MacKenzie, The Billboard and mail agent.

Ten men are working in winter quarters here on three new show fronts and several wagons. The show will carry considerable new canvas from O. Henry Tent & Awning Company, along with a new ride purchased from King Amusement Company and a Fruehauf trailer office wagon.

Many Showmen At Mobile Fete

MOBILE, Ala., Feb. 27.—Showmen participating in the annual Mardi Gras, which opened Thursday (18) and runs thru March 2, include Ray Williams, with one unit; Cecil Hendrix and M. J. Millsaps, with a unit located on the police station parking lot; Frank W. Peppers and John W. Ward, with one location each in the colored sections, and Al Wagner's Cavalcade of Amusements, with three downtown locations, including their regular stand at the Knights of Columbus grounds. Wagner, who had been called to Providence, R. I., because of the death of his mother, returned in time for the opening.

Visiting showmen included Robert Bloom, Bobbie Sickels, Charlie Griggs, R. L. Harrell, Frank Faye and Albert Baron.

Due to the city's no gaming ordinance, most of the concessions were under wraps at the start of the celebration, but it is hoped that some arrangement can be reached before the big day of the event.

The event opened with a night parade by the Polka Dots, women's mystic society. In all, 15 parades will be held during the celebration.

Page Bros. Sets Staff, Personnel

SPRINGFIELD, Tenn., Feb. 27.—Page Bros.' Shows staff and personnel is shaping up for its season which opens here in winter quarters April 17.

In addition to W. E. Page, manager, and L. R. Page, assistant manager, staff will include Jim Shroust as superintendent of operations and Coland Lenard as billposter. Shroust is here already supervising work on rides and equipment.

Concessionaires will include Ray Johnson, bingo; Carl Weaver, popcorn; Harry Smiley, 4; Luther Sandler, cookhouse; Eli Johns, photos and palmistry; Mrs. Colen Leonard, 4; Mrs. James Shroust, 2; R. G. (Shortie) Baker, 6; All Bellows, 3, plus a girl show; Steve Johns, scale and age; Crip Dowlin, blowers and bowling alley.

Show will have two major and two kid Ferris Wheels and a new jig show front is being built on a semi-trailer.

FUN FOR ALL

Big Throng Enjoys Annual Miami Showmen Picnic

MIAMI, Feb. 27.—Club officials estimated at close to 3,000 the number who attended the Miami Showmen's Association annual picnic Sunday (21) in Crandon Park. There was plenty of food and a lively program that kept things humming thruout the day. The weather was perfect. Four ball games were played, with the following results:

- Marty Weiss' All-Stars 12, Al Edwards' All-Stars 4.
- Fat Men 17, Skinny Men 2.
- Men 63, Ladies 6.
- Single Men 14, Married Men 8.

Crazy Hat Contest

There were many contests and games, including balloon-bursting, pie-eating, one-legged and potato races, egg-rolling and others for all ages. Mrs. Butch Blumenthal won first prize in the crazy hat contest, followed by Ann Dernoga and Leona Plas.

Chairman for the event was Eddie Edwards, assisted by Mike Roman, Alton Pierson, Marty Weiss and Ernie Buzzella. Assisting them in serving out soft drinks and coffee were Roy Loller, Joe Galvin, Willie Libak, Dutch Holtzman, Frank Starr and Fred Conti. Helping in conducting games for the children were Paul Sprague and William Tara. Robert K. Parker umpired the ball game with a staff of Dave Endy, Bill Cowan and Bill Moore.

One of the prominent guests was Josephine Haywood, Miss Outdoor Showbusiness of 1954, proclaimed and welcomed on many posters all over the picnic grounds. Virtually every State was represented, and the visitors included:

Visitors Listed

Ida Friedman, Frances Eule, Al Eule, Bertha Eule, Danny Schnait, Mr. and Mrs. Abrahams, Jake Alfred, Henry Kaufman, Mary Ellen O'Rear, Hattie Wagner, Ann Dernoga, Nathan H. Gottlieb, Leona Plas, Mr. and Mrs. Levy and family, Mr. and Mrs. Andy Kasin and son, Mrs. Billie Garber and children, Mr. and Mrs. Alex Dayton, Mr. and Mrs. Charles Nagy, Honey and Jackie Bickford, Ralph M. Pope and family, Lucille Hirsch, Harry Illions, Claire Sopenar, Vernon Korhn, Ken Murray, John Moore, Al Tedlow and family, Mr. and Mrs. Sid Roemer, Mr. and Mrs. Bucky Deuto, Mrs. E. Kohi and daughter, G. Garinell, Mr. and Mrs. Jack Goldberg.

Also Mrs. Helen Silverman, Myron Colegrove, Mr. and Mrs. Eddie Leaird, Millie Lasures, Charles Holiday and family, Alberta Mack, Dick Mack and family, Don Tufalari, Mr. and Mrs. Vesely, Mr. and Mrs. A. Lazarus, Mrs. Sadie Strauss, Bill Greene, Dr. Richard Folk, David Frankel, Mr. and Mrs. N. Miller, Body Heagen, Mr. and Mrs. Moe Eik, Mr. and Mrs. Herman Cohen, Mrs. Ida Harris, Mrs. Belle Cook, Joseph Aarons, Mr. and Mrs. Dave Adams, Mr. and Mrs. Harry Aggs, Mr. and Mrs. Jack Agree, Sam Aldrich, Bucky Allen, Thomas M. Allen, Alfred L. Anderson, Dick Anderson, Tony Angelo, Mr. and Mrs. Jack Anthony, Mr. and Mrs. John Appelbaum, Mr. and Mrs. Pete Arnold, Fred Baker, Louis Baker, Neville H. Baker, Mr. and Mrs. John Barfield.

Also Sam Barrett, Fred Barrett, Mr. and Mrs. Martin E. Barry, Mr. and Mrs. Nelson Beardsley, Mr. and Mrs. Al C. Beck, Mr. and Mrs. Isidore Beck, Mr. and Mrs. Morris Bedlin, Mr. and Mrs. Louis A. Bell and family, Casper Bellino, Mr. and Mrs. Harry Benjamin, Mr. and Mrs. Jack Bennis, Frank A. Bentley, Mr. and Mrs. Duilio Berni, Mr. and Mrs. Henry A. Birsa, Mr. and Mrs. Isidore Biscow, Martin W. Black, Mr. and Mrs. Al Blumenthal, Mr. and Mrs. Sam Borden, Mr. and Mrs. Harry A. Bouck, Mr. and Mrs. Jack Brady, Mr. and Mrs. Max Brantman, Mr. and Mrs. Sonny Broeffle and family, Mr. and Mrs. Carl Brown.

More Names

Also Joe Brower, Mr. and Mrs. Elwood Brown, Mr. and Mrs. W. C. Bryant, Ray Mrs. Bryon, Oscar Buck, Oscar Buck Jr., Jack Burke, Antonio Buzzella, Mr. and Mrs. Ernie Buzzella, Mr. and Mrs. Harry Byus and family, Frank Cacchiotte, Mr. and Mrs. Joseph Cennane and family, Isaac Cetlin, Mr. and Mrs. Albert Cherner and family, Ben Cohn, Fred Conti, Ralph Corey, Mr. and Mrs. Louis Coster, Mr. and Mrs. A. K. Crowell, Mr. and Mrs. Sam Crowell, Mr. and Mrs. Frank Curley, Mr. and Mrs. Ronald Van Cury and family, Mr. and Mrs. John G. Daniels, Mrs. Sydney Daniels, Mr. and Mrs. Muri Deemer, Mr. and Mrs. John Demarco, Mr. and Mrs. John L. Downing, Mr. and William Duncan, Mr. and Mrs. Chris Dundee and family, Philip Duskin.

Also Mr. and Mrs. Al Edwards, Mrs. Jessie Upton, Eddie Edwards, Mr. and Mrs. Russell Erdell, Mr. and Mrs. Harry Errigo, Mr. and Mrs. Jack Essner, Mr. and Mrs. Erwin Eule, Mr. and Mrs. Monroe Eule, Joe Exler, Mr. and Mrs. Nate Farber, Mr. and Mrs. Hyman Feldman and family, Mr. and Mrs. Harold Feldman, Mr. and Mrs. Alfred Fink, Jimmy Ferenzi, James Finn, Doc Fisher, Mr. and Mrs. Mickey Karr and family, Joseph Galvin, R. Bryan Garner, Mr. and Mrs. Sol Geffen, Joseph Gelb, Mr. and Mrs. Max Gelstein, Mr. and Mrs. Sam Genello, Chuck Glassen, Danny and Kitty Glosser, Frank Glynn.

Also John Glynn, Petey Glynn, Mr. and Mrs. Edward Gold, Henry Goldberg, Irving Goldberg, Mr. and Mrs. Nat Golden, Mr. and Mrs. Max Goodman, Mr. and Mrs. Sydney Goodwalt, Mr. and Mrs. Leonard Gould, Mr. and Mrs. Curley Graham and family, Mr. and Mrs. Herman Gratz, Joseph Green, Edward A. Greene, Mr. and Mrs. Jack Greenoon, Charles Gregory, Samuel (Bageis) Grosbart, Mr. and Mrs. C. C. Groscurth, Bobby Costello, Mr. and Mrs. Charles Gutermuth and family, Mr. and Mrs. Sam Goldstein, Mr. and Mrs. Joseph Goodman and family, Mr. and Mrs. Frank Hamilton, Louis Handel, Mr. and Mrs. Carl Hanson, Mr. and Mrs. George Harris.

More Names

Also George (Spot) Harris, Joe C. Harris, Mr. and Mrs. George W. Hartley, Edward (Pud) Hartman, Mr. and Mrs. Erston, H. Hawkins, Jack Hawthorne, William Hyman and son, Mr. and Mrs. Maxie Hyman, Al Herzog, Mr. and Mrs. Red Hicks, Mr. and Mrs. Leo Hirsch, Mr. and Mrs. James Hirschberg, Joe Hoff, John N. Hoffman, Mr. and Mrs. William Hornfeld, Bob Hunter, Nathan Hyman, Dolphy Iario,

Charles Isbell, Mr. and Mrs. Orey Janasse, Mr. and Mrs. Bill Jones, Mr. and Mrs. Carl Kalansky and family, Mr. and Mrs. Maxwell Kane, Jack Kaplan, Volney Carl Kasner, Mr. and Mrs. Harry Katz, Al Kaen, Mr. and Mrs. John Keller, Robert Kelly.

Also John Kirwan, Mr. and Mrs. Henry Kramer, Mr. and Mrs. Louis Kramer and family, Mr. and Mrs. Simon Krause, Mr. and Mrs. John Kravitz, Mr. and Mrs. Joe Lux, Mr. and Mrs. Leonard Lampell, Mike Lane, Mr. and Mrs. Paul W. Lane, Mr. and Mrs. Lew Lange, William Langen, George Langley, John Lash, Mr. and Mrs. James Lealey, Mr. and Mrs. Nick Lecardo, Paul Lett, Mr. and Mrs. William C. Leseure, Charles A. Lenz and son, Louis Leonard, Mr. and Mrs. Ben Levine, Mr. and Mrs. Jack Levine and son, Mr. and Mrs. Murray Levitt, Mr. and Mrs. George Lewis, William Libak, Mr. and Mrs. Sam Lieberovits, Robert Lilliston.

Also Mr. and Mrs. Henry Linden, Mr. and Mrs. Willie Lish and family, Mr. and Mrs. Roy Lollar, Laura Manos, Albert Lytton, Mr. and Mrs. R. C. McCarter, Mr. and Mrs. Henry McCaulley, Daniel McNamara, Mr. and Mrs. W. P. McMinn, Mr. and Mrs. R. W. Mallett, Anthony Marade, Mr. and Mrs. Joseph Marchiano, Mr. and Mrs. Andy Markham, Sud Markham, Mr. and Mrs. Guy Markley, Mr. and Mrs. Bob Martin, Jack Martin, Mr. and Mrs. Harry Maitlin, Mr. and Mrs. Alex Maskin, Mr. and Mrs. Clifford Maxwell, Mr. and Mrs. Gilbert Mayman, Mr. and Mrs. Everett Maynard, Mr. and Mrs. Bernie Mendelson, Mr. and Mrs. James Mercer, Charles Merker, Johnny Merritt, Mr. and Mrs. Irving Merson, Mr. and Mrs. Kenny Meyers, Mr. and Mrs. Harry Meyers.

Still More Names

Also Mr. and Mrs. Johnny Miller, Max Mrs. Mr. and Mrs. Bill Miller, Mr. and Mrs. George Minder, Mr. and Mrs. Bill Moore, Mr. and Mrs. J. A. Morton, James Motola, Spotsy Motola, Mr. and Mrs. Donald Murphy, Mr. and Mrs. Thomas Murphy, Mr. and Mrs. Charlie Nickols, Raymond Medick, Harry S. Nelson, Harry Newfield, Abe (Sparky) Nissenbaum, Mr. and Mrs. Doc Norman, Bill Norton, Bernard Oakes, Mr. and Mrs. Ray Oakes, Raymond Oakes Jr., Charles E. O'Brien, James O'Connor, Mr. and Mrs. Larry Osborn, Timothy O'Sullivan, Charles Owens, Mr. and Mrs. Albert Palitz, Mr. and Mrs. Thomas Pansa, Edward Paquette, Stephen Parelo, Abel Pastor, Thomas Pappy, Lawrence Pava, Berman Pelley, Jim Perry.

Also Louis Perry, Spot Pinsonault, Otis Troy Pleasand, Mr. and Mrs. Frank C. Pope, Philip Potsdam, Mac Prell, Mr. and Mrs. Abe Prell and family, Samuel E. Prell, Mr. and Mrs. Paul Prell, Mr. and Mrs. George Priest, Mr. and Mrs. Leslie Prime, Israel S. Prozer, Mr. and Mrs. Pete Norman, Joseph Pulvino, John Quinn, Mr. and Mrs. Paul Radler, Enoch Ratzell, Mr. and Mrs. Mark Reilly, Mr. and Mrs. Henry Renz, Mr. and Mrs. Jack Resse, Mr. and Mrs. Vaughn Richardson, Mr. and Mrs. Rhody Riding, Sidney Rifkin, Louis T. Riley, Mrs. Emma Rocco, Sid Roemer, Jack Rose, Mr. and Mrs. Harry Ross.

Also William Rossier, A. L. Rosman, Mr. and Mrs. Joseph Rowan, Mr. and Mrs. Bob Rubin, Mr. and Mrs. Jerry Saddle-mire, William Sadler, Amos Saitus, Joseph Sarama, Morris Saul, Mr. and Mrs. Judson Schleifer, Carl Schlosberg, Mr. and Mrs. Harry Schreiber, Mr. and Mrs. Samuel Schwartz, Seymour Scher, Mrs. Helen E. Shapira, Morris Shapira, Joseph Shaw, Irving Sherman, Mr. and Mrs. Hy Shine, John Shurber, Mr. and Mrs. Raymond Sigler, Mr. and Mrs. Walter Silverberg, Evers Silverthorn, Mr. and Mrs. Sidney Siskind, Mr. and Mrs. Kenny Slaughter, Mr. and Mrs. George Sleeman, Isaac Sloverman, Mr. and Mrs. Paul Smith, Herman Snyder, Mr. and Mrs. Sam Solomon.

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FINDLAY, O., Feb. 27.—Royal Midwest Shows will move into Illinois this season, having signed to play two celebrations in the State, Bill Harris, general manager, announced.

Org will provide the midway attractions at the Onarga Festival and Centennial, July 2-5, and then jump to the Chrisman Annual Homecoming, July 7-10. Harris represented the show in signing both contracts.

2,000 Jam Miami Club

Continued from page 27

dent; Oscar Buck, second vice-president; Sam Prell, first vice-president; C. O. Huttoe, Miami lieutenant of detectives, representing Chief W. E. Headley.

Also, William DeCostas, club attorney; City Commissioner Randall Christmas, representing Mayor Abe Aronovitz; George A. Brautigam, Dade County State Attorney; Sydney Thomas, Ladies' Auxiliary president; William Cowan, past MSA president and chairman of the dedication committee; Ruth Shreiber, past Ladies' Auxiliary president and representing the ladies on the dedication committee; Dave Endy, president emeritus; Judge Vincent Giblin, Dade County Circuit Judge; Robert Floyd, State Representative.

Also Wilbur King, Florida Railroad & Utilities Commission; Sig Eisenberg, president of the Twenty-Niners; William C. Bryant, chaplain; Phil Cook, executive secretary, and Cliff Wilson, secretary.

The Miami press the following day carried a picture featuring Cook, Brautigam, John W. Wilson, general manager of Cetlin & Wilson Shows, and Congo Alice, an elephant provided for the occasion by Beers-Barnes Circus.

Spotlights and Flags

All committees worked hard to put over the week-end climax to open-house week, during which all friends and visitors were greeted and shown around the quarters. The \$200,000 building was draped with flags and bunting for the dedication and colored spotlights illuminated the palm trees in front of the building. More than 1,200 cars were on hand, with additional space being provided by the Exotic Gardens nearby and across the street.

The "Star-Spangled Banner" was sung by Regina McLinden to

open the ceremonies, and Chaplain William C. Bryant said the invocation and led the Salute to the Flag. Cowan, past president, presented gold life membership cards to Cliff Wilson, chairman of the building committee; Fred (Dutch) Holtzman, co-chairman, and William R. DeCostas, club attorney, for their work on behalf of the organization in its struggle toward the new building.

Congratulatory telegrams were received from Caravans, Incorporated; Floyd E. Gooding; Thomas J. Kelly, Dade County Sheriff; Vernon F. Korhn, secretary of the Greater Tampa Showmen's Association; Carl J. Sedlmayr, president of the Tampa club; Kravitz Rothbard; Ladies' Auxiliary of the Michigan Showmen's Association; the National Showmen's Association; the NSA Ladies' Auxiliary, and the Ladies' Auxiliary of the Showmen's League of America.

The organization was praised by columnist Bill Baggs of The Miami Daily News, and Harry Illions, who came in from the West Coast for the dedication. Refreshments were sent over from Rip Weinkle, the Albion Lounge, Murray Franklin, Bonfire Restaurant, Ciro's, and the Singapore Lounge.

Dance Draws 300

More than 300 felt chipper enough Saturday night (20) to turn out again, this time for the regular week-end dance. Eddie Greene's band played again, with other entertainment supplied by Regina McLinden, who sang; Babs Geffen, Skippy Pope, Emma Roco and Tiny Phillips. Another feature of the big week-end was the Sunday (21) annual picnic in Crandon Park. Many guests walked home with prizes from the dance, including Ada Cowan, who won a fishing rod, and Phil Cook, with a basket of fruit.

Coast Club to Pick Queen

Continued from page 27

guest ribbons will be mailed to all members for free entrance into the event on March 30. Crafts will serve the group and be the host at both lunch and dinner. A full program is being arranged to fill in the time between the arrival of the members and the show-within-a-show after the carnival closes for the day.

In addition to Warren and Dolman, serving on the committee are Jimmy Lantz, Steve Vaughn, Harry Merkel, Joe Dauer, Eddie Harris, Arthur Anderson, Fred Mortenson and Earl Stolze. Also

I. T. Inks

Continued from page 27

will begin in April, with Is Trebish's No. 1 unit opening in Brooklyn April 16. He will be assisted by Howard, with William Star as concession manager, Harry Sussman as secretary, and Leonard, electrician. Star will have a string of concessions.

No. 2 Out April 8

Isser will take the No. 2 unit out beginning April 8 in Queens, then will head into Inwood for an Italian festival and parade. Assistant manager will be Crane, with Morris Brown, concession manager; Charley Luger, diesel man; Appleton, transportation, and Louis Scherer, secretary. This unit will carry the shows, and a string of concessions by Ed Lewis. Mary Crane will be present as usual with her popcorn trailer.

The two outfits will combine July 26 in Haverstraw for a 100th anniversary celebration, then head into the fair route.

on the committee are the past presidents, Seber, Crafts, S. L. Cronin, Theo. Forstall, C. F. Zieger, Harry Hargrave, Dr. Ralph E. Smith, Joe Glacy, Mike Krekos, Ted LeFors, Mel Smith, Bill Hobday, E. W. (George) Coe, E. O. Douglas, M. J. Doolan, Jerry Mackey, and Moe Levine.

Set Committees

Lucille Dolman is the general chairman of the Orange Show visit function with Clara Anderson serving as co-chairman. Also in this group are Ann Doolan, Lillian Schue, and Mae Mortenson. Other committees' and members are: Tickets: Charlotte Cohen, chairman; Doris Stoltz, Berta Harris, Claudette Estfan, Julia Smith, Ruth Wood, Edna Kanthe, Ruth Astrove and Julia LeDoux. Food: Julia Smith, chairman; Mabel Brown, Ester Carley, Elsie Kennedy, Marie Rhodes, Emily Baily, Inez Allton, Ruth Safron, Gladys Weber, Marie Mead, Josephine Lynch and Rose Rosard.

Bar: Berta Harris, chairman; Marosa Herman, Clara Parsons, Fay Prosser, Rai Barnard, Evelyn Lantz, Mariea Bernardi, Ruth Korte, Madison Hopes, Billie Bryant, Charlotte Warren, and Peggy Butler.

Serving as treasurers for the show-within-a-show will be Al Flint, Al Weber, Eddie Harris, Lillian Schue, Bettie Coe, and Trudy DeSanti.

The committees were named at the regular Monday night (22) meeting of the clubs and those of PCSA were approved by President Hunter Farmer. The financial goal for the contest is \$5,000.

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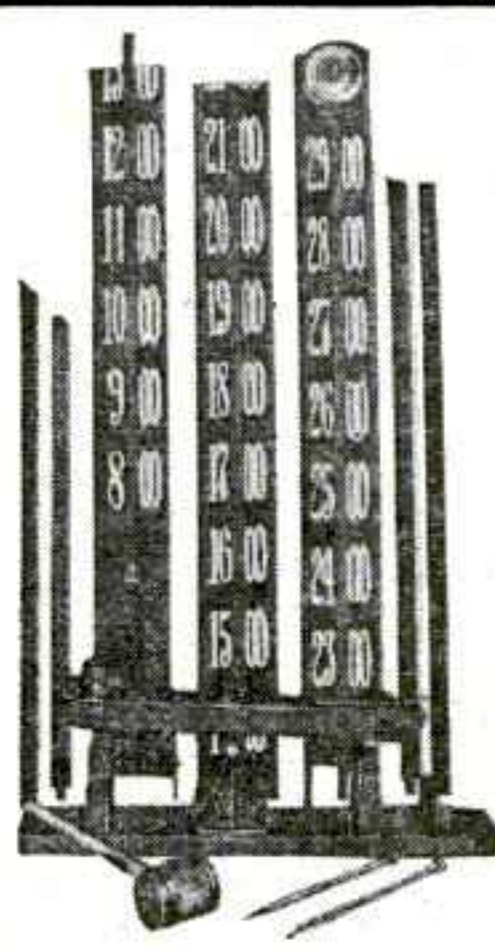
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AT LIBERTY MARCH 5TH—FIVE-PIECE Colored band; non-union, will join, go anywhere, prefer steady job; all types of music, all hit tunes, Latin and Western. Write or wire 404 No. Sixth St. or Phone 723M, Basic Cook, Artesia, New Mex.

CIRCUS & CARNIVAL

MENAGERIE, EXPERIENCE PUNCH, magic; sober, reliable, single; desires connections, outdoor season. Dave Lano, 322 Partridge, Flint 3, Mich. mh20

PROF. G. W. ESTINE, EXPERIENCED Fire-Eater, Carnival and Circus Medicine Man Show, 304 Lewis Ave., Brooklyn, N. Y. Phone GI 5-7604.

RIDING ACT—TWO SUPERB DRESSAGE Horses for circuses, fairs, celebrations. Capt. Von Alenitch, Rt. 2, Box 592, Albuquerque, N. M. mh13

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Pipes for Pitchmen

By BILL BAKER

PROF. A. J. HOWE . . . paperman, after a winter trek of several thousand miles in which he stopped in "air-conditioned motels that used lightning bugs" for heating units, pipes in to tell his pals that he is now in Blountstown, Fla., his doctor having advised him to follow the pear blossom route for a permanent cure of the "flexible" disease. The professor reports that he has caught itchy feet and plans to do 40-miler work with pots, pans and boilers in his Model A.

H. WORTHY AND HACKETT . . . regret to report that their pitch store enterprise at 1701 Fourth Avenue North, Birmingham, was rather short-lived. The spot was shuttered recently by the city fathers.

FRED LANDRUS . . . the magician, postals that he's presently holed up in Elmira, N. Y., before returning to Texas. On the way back to the Lone Star State he will stop off at Columbus, Ga., just long enough to toss his magic talents around the countryside via television on Station WRBL.

THE PERFUME . . . business apparently is just like selling greeting cards, judging from the reports that we have been receiving from Husk O'Hara, the prominent Chicago perfume dispenser. There's never a dull moment. Says Husk: "All the pitch folks who had pushed perfume during the 1953 Christmas season worked like mad to clean up on the romantic sentiments that prevail around Valentine's Day. Now they are busy getting ready for the Easter rush which in turn will be followed by their efforts to smell up ma and dear old grandma on Mother's Day. Then after making a clean sweep of all the State and county fairs they start all over again next Christmas." That, my friends, is a not vicious and very profitable cycle.

JACK (BOTTLES) STOVER . . . opines from Harrisburg, Va.: "It won't be long now until the big March courts start, and I hope to see some sheet writers." Bottles says that the only boys he has seen pass thru the Valley recently were Billy (The Kid) Dietrich and Sen. Charles Ralson.

A COUPLE . . . of homey and newsy notes from Romeo, Mich., give us the low-down on the trials and tribulations that have confronted Happy Heller during the last several weeks. It seems that, after doing a flopperoo with a cleaner pitch, he took on eucalyptus oil and a foot cream and did pretty well for himself in a couple of different Detroit stores. According to the Happy, a rather severe cold sorta put the damper on his enthusiasm and was the only thing that kept him from cleaning up. More recently he contacted Mar Fried who put him to work for Mike Devine pushing his Zina-Ray Oil in the Highland Park, Mich., Sears store. Happy reports that the oil business proved to be one big bonanza.

EVEN THO . . . Max Fried hasn't piped in to tell us about it, we hear by way of the grapevine that he has been the subject of many newspaper rave notices because of his amazing ability to overcome, what is generally a nightmare to most pitchmen, the gruelling effects of

a very serious throat operation. Max not only perfected the art of talking without the aid of a natural larynx but has taught several other people who have had the same operation to do the same tricky stunt.

AL SEIGLE . . . of the Alze Corporation, will display his Tican Tropical Plants in Booth 127 at the International Flower Show, Kingsbridge Armory, Bronx, New York, March 7-13.

COMING EVENTS

- Alabama**
Birmingham—Alabama Home Show, May 11-15 Joe C. Williams, Box 706.
- Arizona**
Mesa—Rawhide Roundup, March 24-27.
Phoenix—Annual Rodeo, March 18-21.
Yuma—Flower Show, April 2-4.
- California**
Los Angeles—Sportsmen's, Vacation, Boat and Trailer Show, April 15-26.
San Francisco—Sports, Travel and Boat Show, March 5-14. Thomas R. Rooney, 369 Pine St.
San Francisco—Grand National Junior Livestock Exposition, April 10-15. Nye Wilson, Cow Palace.
- Colorado**
Denver—Gift and Jewelry Show, Hotel Albany, March 7-10. Allied Exhibitors, 3832 Wilshire Blvd., Los Angeles.
- District of Columbia**
Washington—Flower and Garden Show, March 4-10. Al Harloff.
- Florida**
Bartow—Brahman Show, March 24-25.
Clearwater—Belleair Spring Flower Show, March 8-9.
Daytona Beach—Volusia Co. Home Show, March 20-24. Al Stern, P. O. Box 2226.
Haines City—Flower Show, March 10-11.
Jacksonville—Rose Show, March 10-11.
Jacksonville—Home Show, March 23-28. Edgar V. Smith, 317 W. Forsyth St.
Lakeland—Flower Show, March 6-7.
Miami—International Orchid Show, Feb. 26-March 1.
Miami—Home Show, March 14-21.
Miami—Flower Show, March 19-23.
Orlando—Horse Show, March 5-7.
Orlando—Flower Show, March 30-April 1.
Palatka—Rodeo, Feb. 26-28.
Quincy—Hereford Show and Sale, March 16.
Sarasota—Flower Show, March 24-25.
Sebring—Flower Show, March 4-5.
St. Petersburg—Flower Show, March 20-21.
Tampa—Flower Show, March 12-13.
Tampa—Tin Can Tourists of World Trailer Show, March 8.
- Georgia**
Atlanta—Southeast Sports, Boat and Vacation Show, March 6-14.
- Iowa**
Cedar Rapids Home Show, May 18-23.
Paul Waters, Memorial Coliseum.
Des Moines—Iowa Sports and Vacation Show, April 3-11.
- Kansas**
Wichita—Police Circus, March 9-14. Ben C. Truex, mgr., 217 S. Water St.
- Louisiana**
Baton Rouge—L. S. U. Livestock Show and Rodeo, March 6-14. W. M. Babin, Box 27, Univ. Station.
- Massachusetts**
Boston—New England Spring Flower Show, March 14-20. A. H. Nehrling, 300 Mass. Ave.
- Michigan**
Bay City—Better Homes Show, March 19-25. Jack Davis, Box 13.
Detroit—Sports, Boat and Travel Show, March 13-21.
Detroit—Gift Show, March 2-4.
Grand Rapids—West Michigan Sports and Boat Show, March 22-27.
Lansing—Hobby and Antique Show, March 23-26. L. Verne Slout, Vermontville, Mich.
Vermontville—Maple Syrup Festival, April 24. Lloyd Eaton.
- Minnesota**
Minneapolis—Northwest Sports, Travel & Boat Show, April 16-25. F. W. Nick Kahler, 1645 Hennepin Ave.
Minneapolis—Zuhrah Temple Shrine Circus, Feb. 25-March 6. Noel Van Tilburg, 1021 Wash. Ave.
St. Paul—Shrine Circus, March 8-14. Walter King.
- Missouri**
Joplin—Better Home Show, April 19-23.
New Madrid—4-H Pat Barrow Show, April 3. Winston Hall.
St. Louis—Sports, Travel and Boat Show, March 4-14.
- Nebraska**
Omaha—Sports and Vacation Show, April 5-11. 3302 Dodge St.
- New Mexico**
Hobbs—Fiesta, March 29-April 4.
Portales—Dairy Show, April 5-10.
Truth or Consequences—Fiesta, March 29-April 4.
- New York**
New York—American Toy Fair, March 8-17. H. D. Clark, 200 Fifth Ave., New York 10.
New York—National Antiques Show, March 8-14. Morton Yarmon, 97 Duane St., New York 7.
New York—International Flower Show, March 7-13.
Ottawa—Ottawa Rotary Vacation & Sports Show, April 17-24.
Rochester—Damascus Temple Shrine Circus, March 1-6. Elmer Rathel, 334 East Ave.
Utica—Utica Sports & Boat Show, March 25-30.
- North Dakota**
Valley City—North Dakota Winter Show, March 1-6. Lawrence Meidahl.
- Ohio**
Canton—Home Show, March 2-7. Dorothy Godfrey, 104 S. Market St.
Cleveland—American and Canadian Sportsmen's Vacation and Boat Show, April 2-11.
Middleport—Spring Festival, April 26-May 1. Chas. Childs.
Toledo—Home and Travel Show, March 6-14. Milt H. Tarloff, 443 Spitzer Bldg.
Youngstown—Home Show, April 6-11. Clyde E. McGranahan, 170 Redwood Trail.

- Oklahoma**
Guymon—Pioneer Days, April 26-May 1.
Oklahoma City—Greater Oklahoma Home Show, April 4-11. Sidney Davidoff, 328 Biltmore Hotel.
Pawhuska—Osage Downs Futurity and Race Meet, May 16-23.
- Pennsylvania**
Philadelphia—Motor Boat & Sportsmen's Show, March 5-12. Clinton W. Smullen, 813 Commercial Trust Bldg.
- Rhode Island**
Providence—Farm & Home Show, March 2-5.
- Tennessee**
Knoxville—Home Show, May 4-9. Paul Waters, 410 West Church St.
Memphis—Cotton Carnival, May 8-15.
- Texas**
Bandera—Bandera Stampede, May 7-9. Ruth Rhodes.
Corpus Christi—Buccaneer Days Celebration, April 30-May 2. Buster C. Shely.
Dallas—Southwest Sports, Boat and Vacation Show, April 23-May 2.
Dallas—Home Show, May 8-16. H. F. Van Horn, 192 Walnut Hill Village.
Dayton—FPA Livestock Show Fair & Rodeo, May 6-8. A. W. Rigby.
El Paso—Home Show, March 17-21. George Colours, P.O. Box 3156.
Karnes City—Karnes Co. Centennial, May 6-8. Herb Smith.
Mercedes—Rio Grande Valley Livestock Show, March 4-8. Katherine Karie, P.O. Box 601.
Odessa—Stock Show, March 1-6.
Plainview—Panhandle Plains Dairy Show, April 11-17. Wayne B. Smith.
Plainview—Pioneer Roundup, May 22. Ellen Ash.
Poteet—Strawberry Festival, April 16-17. Arnold Franklin.
San Antonio—Home Show, May 8-16. Grover A. Godfrey Jr., 833 Bandera Road, Varsity Village Bldg.
San Antonio—Antique Show, March 8-11. L. Verne Slout, Vermontville, Mich.
San Antonio—Battle of Flowers, April 19-24.
Shamrock—St. Patrick's Day Celebration, March 17. Bob Roach.
Waco—Home Show, May 4-9. Dorothy Godfrey, Heart of Texas Coliseum.
- Virginia**
Culpeper—Firemen's Festival, May 28-29. H. L. Hinton.
Norfolk—Home Show, April 6-10. Johnny Scallan, 4801 Clare Road.
- Washington**
Tacoma—Home Show, May 19-23. George Colours, 1103 1/2 Division St.
- Wisconsin**
Milwaukee—Milwaukee Home Show, March 13-20. H. Ellis Saxton, 606 W. Wisconsin.
Milwaukee—Milwaukee Sentinel Sports and Vacation Show, April 3-11.

H-M Sustains High Interest

Continued from page 24

Palomino Liberty horses perform well for counter-marches, curb walk, drills and rearing. The Wang Hong Schu troupe of six presents Oriental bar work, juggling and other features that include novel acrobatics on a suspended rope. Trudy Wilson gives her contortion number and Slim Collins appears in frog wardrobe for his contortion act.

The Thearregois, four girls, comprise one of the strong spots with their speed giving the overall impression of much aerial action. One of the top bits has three of them suspended together from the rigging.

Albert Ostermair and Beverly Bushbom and their dressage horses appear in the center ring together and provide good looks and good display of horsemanship. They are followed at once by the Zoppe riding production, which uses five horses and eight people.

Dick's troupe is back as the All-Americans and now show a novel trampoline rigging and accomplish impressive twisters and somersaults in rapid order. Kosmar, slack wire, works at one side, while in the third ring is the Sils Duo (Cimses), with a ground-based revolving double-ring act that is unusual.

The Yoki Troupe performs first with three girls on bikes and unicycles. There is Oriental juggling while on cycles, and one girl rides two and then three bikes at once. The applause-winner has a girl in a boomerang swing. Holding the handlebars, she swings around

horizontally, kicking the seat for momentum.

The three-elephant routine features Elsie Vidbel in a leg carry. The act is speeding up and adding business. The flying Hartzells feature a double and a passing leap. Working also in the finale are the Allens, which have two girls suspended from trapezes on beams extended from a loop in which a man rides a motorcycle. It's a thrill act good for sharing the final spot, but part of the effect is lost because fireworks are too loud.

Doc Hall, Ringling 24-hour man, is recuperating at Sarasota. . . . Bob Hall is out with a walk-thru show. . . . Franco Richards, owner of Ring Bros.' Circus, is recuperating after a long-awaited operation.

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- Arizona**
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Yuma—Yuma County Fair, April 7-11.
- California**
Imperial—California Midwinter Fair, Feb 27-March 7. D. V. Stewart.
San Bernardino—National Orange Show, March 25-April 4. Earl Bule.
- Florida**
Bartow—Eastern Imperial Brahman Show & Sale, March 16-18.
Cocoa—Indian River Orange Jubilee, March 1-6.
De Land—Volusia Co. Fair, March 22-27. Conrad Bldg.
Eustis—Fla. Sportsmen's Expo-Lake Co Fair, March 15-20. Karl Lehmann.
Gainesville—VPW Fair, March 2-6.
Inverness—Citrus Co. Fair, March 9-13.
Ocala—Southeastern Pat Stock Show & Sale, March 1-6. Louis Gilbreath.
Rusk—Fla. Tomato Festival, April 14-16. Lyle C. Dickman.
Sanford—Seminole Co. Fair, March 1-6.
Venice—Fair and Rodeo, March 2-7.
Vero Beach—Vero Beach Fair, March 8-15.
West Palm Beach—Palm Beach Co. Fair, March 5-13. LaMar Allen, P.O. Box 107.
Williston—Levy Co. Fair and Expo., March 22-27.
- Montana**
Bozeman—Mont. Winter Fair, March 13-20. Geo. T. Sims.



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Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

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Allison, John B.
Anderson, Edith L.
Anderson, Sig
Andre, Andy & Ora
Andrews, Deward C.
Anderson, Mrs. Charlie
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Atterbury, Bill (Sky Kings)
- Ayers, C. W.
Baake, F. J.
Babuka, Jos. & Mrs.
Babette, James W.
Bainbridge, Frank
Bangs, Jerry
Barbay, Stanley
Barnes, Charlie
Barnes, Tommy C.
Barnhart, Clyde E.
Barr, Raymond L.
Barron, Freddie
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Beal, Billy
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Beatty, Sam
Beck, Basil Kinsey
Beckman, Mrs. Annie
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Belshaw, Mrs. A. G.
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Berall, Ronnie
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Boudin, Jack
Bowen, Clyde
Bowen, Elzie
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Bradley, Thos.
Brant, Mac
Bray, Mrs. Mary L.
Breedon, Wm. Donald
Briggs, Willard
Brooks, Johnnie
(Trainmaster)
Brown, Mrs. Mary
Brownfield, C. E.
Buckley, Albert
Budd, Charlie
Burlison, Madam
Cain, G. W.
Caler, Gaylord
Cannon, Frank
Cantrell, Jack
Carpenter, Jack
Carr, Neil
Carter, Eston
Case, James Bentley
Casson, Joe Lawrence
Cavanaugh, Louis
Cavanaugh, Geo. & Mrs.
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Chilcott, Esq. E.
Church, C. L.
Ciaburri, John P.
Cineraki, Leonard
Clark, Mrs. Frances
Clark, James H.
Cohen, Ralph H.
Collins, Robt. L. (Jr.)
Cona, Andrae
Cooper, Hymie
- Cooper, Nelson
Cooper, Sam
Cooper, Stella
Cordill, Tony (Age & Sex)
Cornett, James N.
Cornish, Alfred
Coleman
Costner, Harry B.
Cowan, Wm.
Craig, Wm.
Creely, Geo. J.
Cridler, Robt.
Crotser, R. P. & Mrs.
Cummings, Zola
Curl, Dr. A. M.
Curtler, Richard Ray
Davis, John Roy
Daniels, Louise
Darr, Mrs. Marlene
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DeBard, Edward P.
DeLacy, Doyle
DeLay, Mr. Mellison E.
Demetro, Dewey
Dillon, Dick (Mechanical Circus)
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Donnelly, Russell
Doran, Billy
Duffy, Dennis
Dugan, Jack (Cook House)
- Duniap, Geo.
Duran, Ralph (Fritz)
Eagles, Val (Olson & King)
Edwards, James H.
Ellis, John J.
Farrell, Pat & Thelma
Fay, Thos. & A. M.
Ferguson, Vivian
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Forkum, Bill & Margaret
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Foy, Pete
Fraser, Harold
Fraxier, Cecil
Garrett, John M.
Garry, Mrs. Bobbie
Gatewood, Cliff
Gatton, Freddie
George, John
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Gill, Willie
Gill, W. H.
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Girouard, Anthony
Golden, Mrs. Jack
Gordon, Les
Goodrich, L. O.
Graham, Del
Grauman, Saul
Gray, Ernest
Green, Don & Gloria
Gregg, Blaine Grover
- Griffin, Roy
Grindberg, Marvin C.
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Hall, Mrs. Peggy
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(Warren the Wizard)
Hammelbacher, John
Hancock, Robt. D.
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Hanson, Joe
(Hamid Bull)
Harden, Peter
- Hanyon, Judson (Willie the Clown)
Hayden, Jim
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Hildebrand, Mickey
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Holmes, McKinley
Holt, Robt. W.
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Hoover, Capt. David
Horsvorth, Bob
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- Howard, Roy
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Hunt, Michael
Hunter, Miss Billie
Hunter, Wm. (Bill)
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Jackson, Crooked
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Joyce, Dolly
Judy, R. F.
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Kelley, Richard
Kelley, Durwood R.
Kelley, Robert E.
Kessler, John
Kilpatrick, George
Kimmer, Marvin
Kirk, John
Koutz, H. B. & Mrs.
Kuehe, Wilfred R. H. La Montague
Kuster, Chester J.
Laine, Barry
Lamb, J. M.
Lang, Metta M.
Lank, Wilson
Lank, (Speedy Wilson)
Lawrence, Burgess
Lee, Karen
Leedy, Bob
Lester, George
Lewin, Stanley
Lippincott, Mal & Margaret
Locke, John J. & A. A.
Lokan, Peter V. & M. Lopez, John
Lowrey, Sammy
M. & G.
Luck, Bill
Luther, M. H.
McAlister, Tate
McDaniel, Elmer
McDevitt, Mrs.
McGee, Katherine
McGee, William
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McKorie, Arthur L.
McKorie, Sykes
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Mantecelliere, Steve
Marshall, Thurman & Mrs.
Martin, Carl Gen.
Martin, Kurt
Masse, James C.
Mason, Harry W.
Mays, Prof. L.
Menas, Manuel
Mhor, Mike
Migliore, Jacob J.
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Miller, Harvey A.
Miller, James R.
Miller, Robt. G.
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Moore, Joseph
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Morton, Joe B.
Moyer, W. W.
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Myers, Buster & Mrs.
Myers, L. Z.
Napier, William L.
Nordine, Buri A.
Novak, Matthew J.
Nucklinter, Mr.
Obadal, A. (Boobie)
O'Brien, Mr. J.
O'Connor, Mrs. Betty
O'Malley, Mr. Pat
O'Neill, Thomas A.
Palmer, John
Pardee, Earl C.
Paris, J. R.
Parker, Rita & Jimmie W.
Parks, Franklin L.
Parsons, Josiah & Mildred
Mrs. Zeno, Joe
- Patrick, Judy
Patty, Thomas
Pennington, Charlie
Perdue, Lorraine
Petrillo, Mike & Laura Mae
Phanto, M. & Mrs. Phenomena
Pickard, Frances (Picard?)
Pierce, Carl
Pinelli, Danny
Pitzer, Billy
Politzer, John
Pond, Edwin Sutton
Pope, Douglas
Porter, Lloyd
Porter, Roland
Postak, William
Powell, Billy
Presler, Charlie
Randell, Frenchie
Ray, Clarence
Re, John
Reed, Jonnie
Reynolds, Paul C.
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(Ruton's Gaudies)
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Ryan, Tex & Clara
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Schulz, Thomas A.
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Scott, Gilbert
Scott, John H.
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Sisco, R. H.
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Smith, Ray (Tallent)
Smith, Tommy
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Taylor, Buddy
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Section 2
The Billboard
 MARCH 6, 1954

A SPECIAL SECTION

published co-incident with the

M.O.A.

CONVENTION

Featuring the 7th Annual
 Juke Box Operators Poll

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Seventh Annual Juke Box Operator Poll

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If you operate other types of coin-operated equipment than phonographs, please check as many as apply	55
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Excluding the owner, how many people do you employ in your juke box operation?	55
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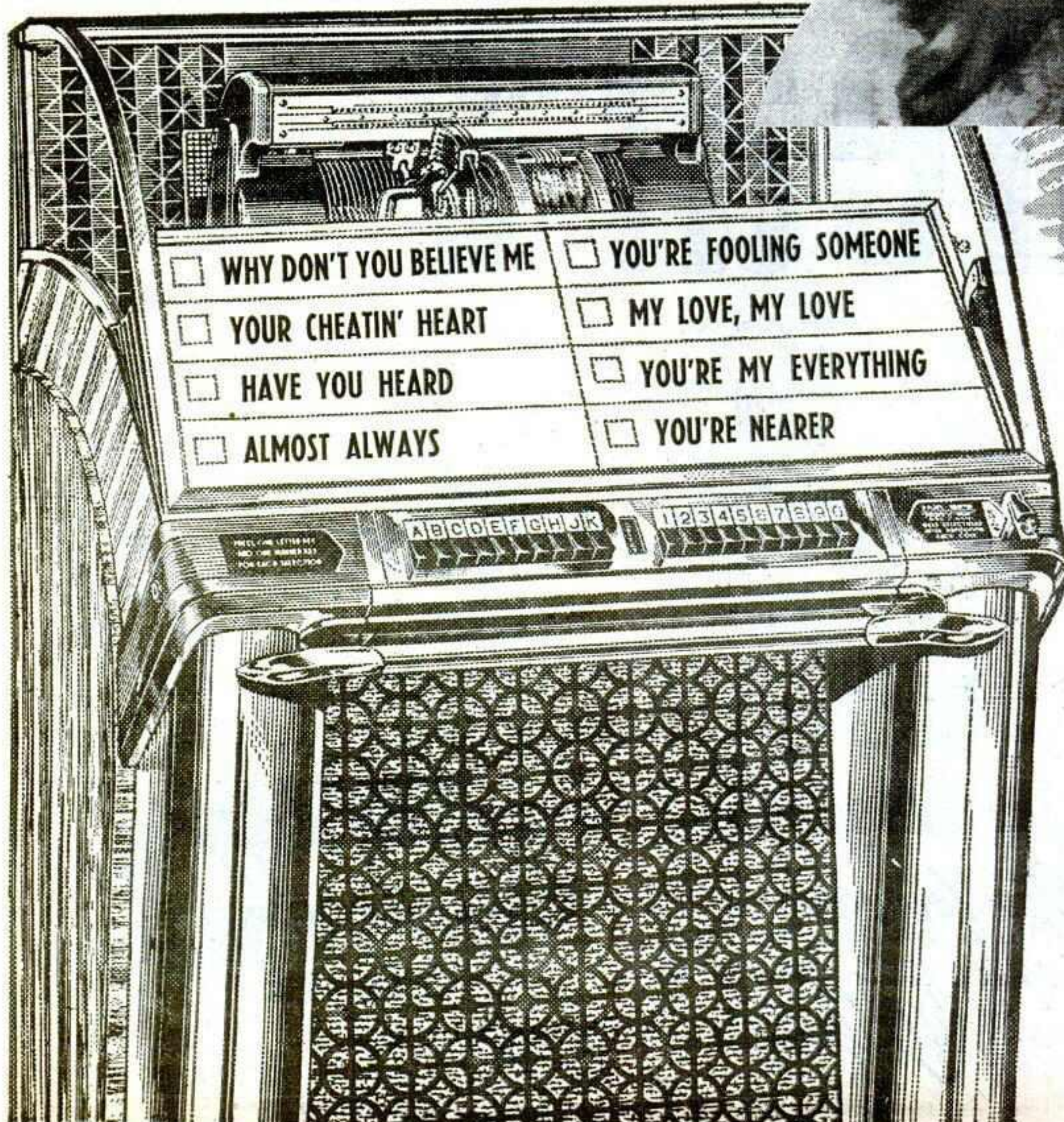
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Julius*



Queen of the juke boxes !!

JONI JAMES



- | | |
|---|---|
| <input type="checkbox"/> WHY DON'T YOU BELIEVE ME | <input type="checkbox"/> YOU'RE FOOLING SOMEONE |
| <input type="checkbox"/> YOUR CHEATIN' HEART | <input type="checkbox"/> MY LOVE, MY LOVE |
| <input type="checkbox"/> HAVE YOU HEARD | <input type="checkbox"/> YOU'RE MY EVERYTHING |
| <input type="checkbox"/> ALMOST ALWAYS | <input type="checkbox"/> YOU'RE NEARER |

*thanks fellas for
making '53 a year
I'll long remember
Joni*

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AM I IN LOVE

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MAYBE NEXT TIME

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BILLY ECKSTINE LOST IN LOVELINESS

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DON'T GET
AROUND
MUCH ANYMORE

ROBERT MAXWELL SOLFEGGIO

and THE DOLL
DANCE
MGM 11671 78 rpm • K 11671 45 rpm

ALAN DEAN

Sings

POSITIVELY NO DANCING

POSITIVELY
A HIT!

b/w HOLD ME
CLOSE

MGM 11663 78 rpm
K 11663 45 rpm

SHIRLEY HARMER IF YOU LOVE ME

and WONTCHA'
LOVE ME
MGM 11667 78 rpm • K 11667 45 rpm

LEW DOUGLAS

and his orchestra
play

TURN AROUND BOY

b/w

CAESAR'S BOOGIE

MGM 11594 78 rpm • K 11594 45 rpm

PAT O'DAY TELL ME

MGM 11686 78 rpm • K 11686 45 rpm

UNTIL
YOU CAME
TO ME

ART MOONEY and his Orchestra WAY PAESANO

MGM 11690 78 rpm • K 11690 45 rpm

SI
PETITE

DAVID ROSE and his Orchestra I LIVE FOR YOU

MGM 30839 78 rpm • K 30839 45 rpm

MIGRAINE
MELODY

GINNY GIBSON BATON ROUGE

MGM 11672 78 rpm • K 11672 45 rpm

DON'T STOP
KISSING ME
GOODNIGHT

HANK WILLIAMS THERE'LL BE NO TEAR-DROPS TONIGHT

MGM 10461 78 rpm • K 10461 45 rpm

MIND
YOUR OWN
BUSINESS

BETTY MADIGAN MY HEART IS DANCING WITH YOU

MGM 11670 78 rpm • K 11670 45 rpm

CALL ME
DARLING

TOMMY EDWARDS WALL OF ICE

MGM 11668 78 rpm
K 11668 45 rpm

and
THERE WAS
A TIME

VICKI BENET YOU'VE NEVER BEEN IN LOVE

MGM 11693 78 rpm • K 11693 45 rpm

SHIPWRECKED

GEORGE SHEARING A SINNER KISSED AN ANGEL

MGM 11677 78 rpm • K 11677 45 rpm

MOOD
FOR
MILT

JIMMY LEYDEN'S SERENADERS DISILLUSIONED

MGM 11692 78 rpm • K 11692 45 rpm

YOUR FIRST
DAY IN HEAVEN

TOMMY MARA WITHOUT A WORD OF WARNING

MGM 11684 78 rpm • K 11684 45 rpm

MORE
THAN
EVER

thanks ops
- Leo

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60
Top Hits
IN
60
Years

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- ANDALUCIA
- BALLIN' THE JACK
- BA-TU-CA-DA
- BLUES MY NAUGHTY SWEETIE
- GIVES TO ME
- THE BREEZE AND I
- BY HECK
- DOWN SOUTH
- EL RANCHO GRANDE
- FRASQUITA SERENADE
- GLOW-WORM
- HONEYMOON
- HOT TIME IN THE OLD TOWN
- TONIGHT
- I WONDER WHO'S KISSING
- HER NOW
- IDA, SWEET AS APPLE CIDER
- IN THE GOOD OLD SUMMER TIME
- IN THE LITTLE RED
- SCHOOLHOUSE
- JAZZ ME BLUES
- JUNGLE DRUMS
- LA COMPARSA
- LET'S DANCE
- LIFT EVERY VOICE AND SING
- LILLI MARLENE
- MALAGUENA
- MAMA DON'T WANT NO PEAS
- AN' RICE
- MAMA INEZ
- MANHATTAN
- MARTA
- MOTHER WAS A LADY
- MY GAL SAL
- MY LITTLE DREAM GIRL
- MY SHAWL
- NEGRA CONSENTIDA
- NOBODY
- OH DIDN'T HE RAMBLE
- ORIGINAL DIXIELAND ONE-STEP
- PAPER DOLL
- PARADE OF THE WOODEN
- SOLDIERS
- THE PEANUT VENDOR
- PIEL CANELA
- PLAY FIDDLE PLAY
- POINCIANA
- SARI (Waltz)
- SAY 'SI SI'
- SHE WAS BRED IN OLD KENTUCKY
- SONG OF THE ISLANDS
- SWEET ROSIE O'GRADY
- TA-RA-BOOM-DER-E
- TAKE BACK YOUR GOLD
- TANGO OF ROSES
- THERE'LL BE SOME CHANGES
- MADE
- TOYMAKER'S DREAM
- TWO LITTLE GIRLS IN BLUE
- UNDER THE BAMBOO TREE
- WALTZ ME AROUND AGAIN,
- WILLIE
- WHAT A DIFF'RENCE A DAY
- MADE
- WHAT'S THE USE OF DREAMING
- WHEN THE BELL IN THE
- LIGHTHOUSE RINGS
- YOU DIDN'T WANT ME WHEN
- YOU HAD ME
- YOURS

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WHEN YOU HAD ME"**

(SO WHY DO YOU WANT ME NOW)

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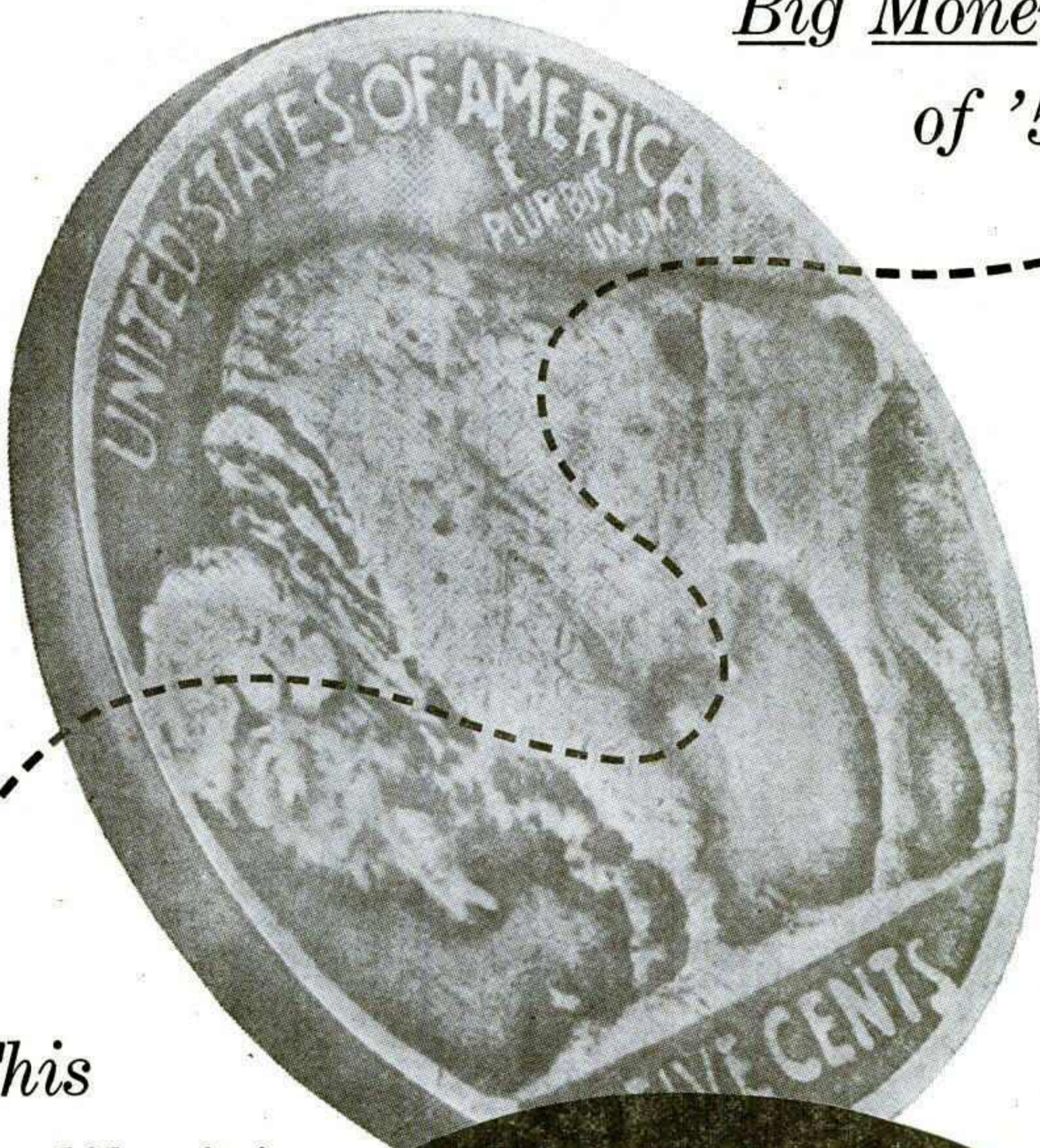
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of '54?



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looks like it!



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Many Thanks
for all those
spins on
You Alone,
Pa-Paya Mama
and No Other Love.
Sincerely,
Perry Como



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GENERAL ARTISTS CORPORATION

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at the M.O.A. Convention



EDITORIAL

The Job Ahead

Next week's convention and exhibit of Music Operators of America marks an important milestone in the continued growth of the music machine business.

It will be the largest exhibit MOA has yet held. It promises to be the young association's best-attended convention.

Those two facts speak well for the association and for the job it has been doing in behalf of music operators.

The six years of MOA's existence have witnessed a growing stability in the juke box industry. For MOA the job has been far from easy. It is doubtful whether the association would even have survived in its early years had it not been for the battle then, as now, being waged to change the Copyright Act to make the juke box liable for performance fees.

Broaden MOA's Scope

But the groundwork has been laid for a truly national music operators group which could benefit the entire industry. The job ahead is to turn MOA into a full-time association with wider activities than combatting national legislation. We do not mean to imply that national legislation is not the music machine industry's most important problem, because it surely is. But we do mean that MOA, if it is to be most effective, must be in a position to help the industry in other ways.

State and local taxes offer the best example. Few businesses are subject to the confiscatory taxes which thousands of juke box operators are now forced to pay. Most of the excessive tax rates can be traced to a lack of understanding of the juke box industry. To the average legislator, a juke box is simply an instrument from which an operator or his collector takes money. The average lawmaker, like the average citizen, has no idea of the investment and the costs in maintaining a music operation. And to top this off, he has an exaggerated idea about the amount of money a juke box earns.

Tell the Industry's Story

Putting the juke box story before State and local lawmakers would go a long way toward correcting unfair taxes. On the State level especially, MOA could be effective. On both the State and local level it could work with local associations and independent music operators by providing the facts and statistics needed to combat discriminatory taxes.

This is only one of numerous ways in which MOA can become more effective. Many additional ideas are likely to be discussed in the course of next week's convention.

But to put these ideas into action requires enlisting the support of every music operator. Only when this support is evidenced can MOA become a full-time organization with the full-time staff necessary to do the job.

Central Opens Branch Office In Kansas City

CHICAGO, Feb. 27.—Ed Ratajack, Western sales representative of AMI, Inc., announced this week that Central Distributors had been given the AMI distributorship in Eastern Kansas in addition to its present territory in Missouri.

Central, which has its main headquarters in St. Louis, will open a new branch office in Kansas City, Kan., Ratajack said. The new offices and showrooms, he added, would be at 3558 Main Street and would be staffed by Harley Stamps and Jerry Becker.

Ratajack said that Central had been given this additional territory because of its fine past performance throughout Missouri. He added that AMI felt that operators in Kansas would always find Central willing to lend a hand in service problems and other difficulties.

Portland Distrib Streamlines Old Service School

PORTLAND, Ore., Feb. 27.—The R. F. Jones Company, Seeburg distributors, announced this week that its new streamlined service school had produced beneficial results.

The firm, which had previously

(Continued on page 109)

N. J. Membership Committee Launches State-Wide Drive

NEWARK, N. J., Feb. 27.—The Music Guild of New Jersey's membership committee has launched a State-wide drive for new members.

The group, headed by Ed Burg,

Correction

Ed Wurgler, formerly sales manager of the Rudolph Wurlitzer Company, joined the F.A.B. Distributing Company, Inc., in a new post as assistant to the president (The Billboard, February 13). The Trade Directory (The Billboard, February 20) incorrectly listed Wurgler as having joined the Rudolph Wurlitzer Company.

Miami Cafe, AMI Distrib Pool Forces

MIAMI, Feb. 27.—Ron Rood, owner of Southern Music Company, claims he has the most unusual juke box installation in the country. The idea was conceived by Miami branch manager Bob Norman and involves an AMI Model E 80 which, from the distributor's showroom floor, provides music to a next-door restaurant equipped with two speakers and six wall boxes.

The unusual placement took root several weeks back when Norman dropped in at Kitty and Gene's restaurant, adjacent to the building which houses the showroom and offices of Southern Music, AMI distributor for Florida

(Continued on page 54)

3 New Jukes Displayed at British Amusement Exhibit

LONDON, Feb. 27.—Three new juke boxes plus exhibits from four music machine distributors were displayed at the three-day Amusement Trades Exhibition which ended here February 11.

What is believed to be the first American juke box made by a British manufacturer was introduced to the trade. The unit is the AMI Model E, an 80-player made by the Balfour Marine Engineering Company. The box uses seven-inch, 45 r.p.m. disks which are readily available in England.

authorized the mailing of the association's weekly bulletin, which includes news of the entire industry, a 10-page music programming guide and hints for better operating, to all non-member operators in Essex, Hudson, Bergen, Passaic, Union, Middlesex, Morris, Warren, Somerset and Sussex counties.

It was pointed out to operators that a membership in the Guild also included participation in the Music Operators of America (MOA).

Committee members, appointed during the last regular meeting, are Sam Waldo, H. Getti, Gerbert Brauch, H. J. Ellington, Ed Horn and Burg.

MOA Convention Committees Report Event Ready to Roll

CHICAGO, Feb. 27.—George A. Miller, president, announced this week that all arrangements for the Music Operators of America convention at the Palmer House, March 8, 9 and 10, had been completed.

He reported that over 50 exhibit rooms had been confirmed, making this the largest exhibit at any MOA convention, and that all the committees working on the show had reported that everything was ready to roll.

"Exhibitors represent firms from the record business, the vending field, needle manufacturers, juke box manufacturers, the trade papers, kiddie ride business, song publishers and many other allied industries serving the juke box trade," Miller said.

Preparations for the convention began immediately following a meeting of an executive board here in Chicago last month (25-26). Various committees were appointed at that time to take charge of such details as the banquet program, ticket distribution, entertainment, operator receptions, business meetings, and exhibit contacts.

Hirsh de La Vriez, chairman of

the entertainment committee, reported that a host of top stars would be on hand for the three-day convention. He named the following artists: Billy May and his orchestra, conducted by Sam Donohue; Tony Bennett, of Columbia Records; Johnny Desmond, Coral Records; Micki Marlowe, Bob Manning, Tommy Leonetti and Hank Thompson, all of Capitol; Pat Morrissey, Don Cherry and Webb Pierce, of Decca, and Johnny Maddox, of Dot.

Business sessions are expected to be held on third copyright formation plans, the McCarran Bill, national public relations, taxes deemed unfair to the music industry, and future plans for the association.

Miller said that at least one congressman would give a talk covering the ASCAP legislation.

Business sessions will be held in the mornings from 9 to 12. Exhibit hours are from 2 p.m. Tuesday (9) the exhibit floor will close at 6 so as not to conflict with the annual banquet.

On Monday evening M. S. Distributing Company will hold a cocktail party.

Tuesday noon there will be a

special luncheon for officers of MOA and APMA.

Tuesday evening has been set aside for the annual banquet. The fete will be held in the Red Lacquer Room of the Palmer House. Billy May's orchestra will play.

Wednesday morning, during the last business session, operators will hold elections. This meeting will be closed to non-members.

Miller said that a \$100 government bond would be awarded at each business session. Tickets for the drawing will be passed out to all those seated when the meeting begins, Miller said.

MOA headquarters will be in Room 801.

New Magnecord Tape Recorder Ready for MOA

Henry T. Roberts Steps Back Into Juke Box Business

CHICAGO, Feb. 27.—For the first time in the history of MOA, a manufacturer of tape recorders will exhibit its products exclusively to music operators. The firm, Magnecord, Inc., will feature a tape recorder designed to play eight hours of continuous music.

Henry (Heinie) Roberts, general manager, who once was a leading figure in the juke box business, having been with the J. P. Seeburg Corporation, Mills Industries, and Automatic Instrument Company, made the announcement Wednesday (24).

Roberts said that the unit was a "natural" for juke box operators. He pointed out that it was small, compact, and needed virtually no service, making it ideal for locations desiring continuous music without repetition. "Every enterprise that entertains, whether for customers or employees," Roberts said, "is a potential customer."

The unit is similar to other Magnecord tape recorders, except that it has larger reels. It is set to play only half the width of the tape at a time, thus when the tape has reached the end, it automatically reverses and the other half is played.

It is equipped to play four hours on each half of the tape, furnishing eight hours of music. Electrical timers on the machine enable the listener to set it like a clock-radio—to turn on or off at any given time.

"The recordings will be the finest

(Continued on page 109)

Twin Pete Set For MOA Show

CHICAGO, Feb. 27.—Exhibit Supply will display its new dual kiddie ride, Twin Pete-the-Rabbit, at the MOA convention at the Palmer House, March 8-10. It marks the first national trade showing for the ride. Art Weinand, sales manager, will direct the firm's exhibit.

Twin Pete has two rabbits mounted on a single base. It has retractable casters, National slug rejector coin chute, twin molded glass fiber bodies, plus several safety features. Two children can ride Twin Pete for a dime.

H. C. Evans to Bow Holiday at MOA Fete

CHICAGO, Feb. 27.—Officials of H. C. Evans & Company this week confirmed rumors that it would introduce a new juke box at the MOA convention.

Les Rieck, phonograph sales manager, announced that a new 100-selection high fidelity model would be unveiled.

The new model, according to Rieck, is called Evans Holiday.

Rieck described the Holiday as an all-new phonograph. He said that changes had been made from the design of the cabinet to the method of selecting a tune.

The measurements of the cabinet were given as 55 3/4 inches high, 37 1/2 inches wide, and 28 1/4 inches deep. The general appearance of the cabinet has been entirely changed, Rieck said.

"The selector buttons are arranged in a circle and number from 1 to 50," Rieck explained. "Titles are listed on the front of the machine, numbering 1 to 50 on each side. Across the top of the cabinet are two panels to indicate the selections, the panels being controlled by push buttons located at the top of the

cabinet." The method of selection is called Circ-O-Matic, Rieck said.

The sound, according to Rieck, will be projected in three directions, giving a third-dimensional effect. It was announced that new sound equipment is used and that high-fidelity equipment is used thruout.

Rieck said that "Improvements in the dress panel and the pilasters make the box like a virtual holiday, thus the name."

Evans will be exhibiting at the convention in Rooms 848 and 849.

Peter Potter Show Too Fast, Say Denver Ops

DENVER, Feb. 27.—Phonograph operators in this area are reporting that the Peter Potter Show, which introduces new records on a national hook-up every Sunday night, is keeping just a little too far ahead of them.

Pete Garrett, of AMI, voiced the sentiments of his customers in pointing out that many of the records played on the Potter show are not available to operators for two or three weeks, and juke box customers are invariably disappointed at the seemingly slow service.

Garrett explained: "By the time the operators get a tune, the public has forgotten it and the time for the big demand has passed." He added that there were a few exceptions such as Ertha Kitt's "Santa Baby" and "Lovin' Spree."

"We have been able to remedy the situation somewhat," Garrett said, "by working closely with disk jockeys at the Denver broadcasting stations, but until the delay between the airing of the records and the actual releases are shortened, the program will not be helping us as much as it could."

Coral Names Talent For MOA Exhibition

CHICAGO, Feb. 27.—Al Oldrich, Midwest manager of Coral Records, Inc., announced Thursday (25) that four top-notch entertainers would be on hand to greet operators visiting the Coral exhibit room at the MOA convention.

Oldrich said Karen Chandler, Johnny Desmond, Bernie Wayne and Buddy Greco would definitely be at the show, with a possibility of others dropping in.

Coral will be exhibiting in Room 834.

Info in Other Departments

Among the stories of general interest to the music machine industry to be found in the General, Music and other departments up front in this issue of The Billboard are:

BAND BUSINESS IN HEALTHY SHAPE. No one is making a fat fortune from the band business, but many seem to be making a pretty good living at it, and the future looks fairly good (Music department).

U.S.A., NEW INDIE LABEL FORMED. A new indie label, U.S.A. Records, headed by Alan Levine and Ed Levy, will make its bow in the pop field (Music department).

GRANZ STAFF SHUFFLED. A re-alignment of personnel at the Norman Granz Clef and Norgran labels took place this week, with Bernie Silverman moving into a top slot (Music department).

And many other informative news stories as well as the Honor Roll of Hits and pop charts.

MOA: Six Years' Growth

*From Operator Committee to National Assn.;
All Indications Point to Continued Growth*

By JIM WICKMAN

JUST seven years ago, if a music operator had been asked a question concerning MOA (Music Operators of America) his answer would have been, "Never heard of it." For it wasn't until 1948, when 68 leaders and representatives of local music operator associations organized a 14-man committee to fight unfavorable legislation, that MOA got its start.

Shortly after the committee was formed, it became known as MOA. Officers were elected and a formal statement was issued outlining the purpose of the organization. The statement said, "A committee of 14 representatives was elected by the nation's automatic music leaders present at the January 21 meeting held in Chicago.

"This committee was authorized by the body to take whatever steps it deemed necessary to oppose such legislation as is now pending in Congress, which in the opinion of the nation's music operators is detrimental to the automatic music industry of America."

By forming this committee, the 68 members, who had been attending the 1948 CMI (Coin Machine Industry) convention, accomplished two important steps in strengthening the music industry. First, MOA aided in the defeat of the Scott Bill—legislation aimed at eliminating the juke box exemption law under the copyright act. Second, and even more important, it proved the need for national organization.

Incorporation Voted

MOA remained a national committee until 1951 when it was voted by operators attending the music convention to incorporate the organization. George A. Miller, who had held the post of national chairman and treasurer of the committee for almost four years, was elected to head MOA as its first president, and has served in that capacity ever since.

In the beginning, MOA served the industry mostly thru its efforts against legislation. But, as time went on, and the organization grew, it began taking on new duties, such as building better relations between manufacturers, suppliers, and music operators; securing co-operation and assistance of the press in bringing the advancement of the automatic phonograph business to the attention of the public; opposing national taxation, deemed detrimental to the industry; holding annual meetings so that operators from all parts of the nation could exchange views, ideas and discuss their problems with the manufacturers, and holding national conventions so that manufacturers of automatic phonographs, recordings, needle companies and other auxiliary equipment could present their products to the music operators of the nation.

ASCAP Pressure

In 1946, following the war, considerable pressure was levied on the music industry as ASCAP (American Society of Composers, Authors and Publishers) and other associations backed the Duffy Bill. The bill, after being passed in the upper chamber, was pigeonholed by the Lower House.

In 1947, the same pressure was applied, this time under the name of the Scott Bill. By the end of 1948, the Scott Bill had also been killed. MOA, which had entered the picture during this year, was of major assistance in defeating this bill.

In 1948, thru 1950, the Scott Bill was brought before Congress three times and was defeated repeatedly.

In 1951 the Bryson Bill was introduced. Bryson's bill, while considerably more detailed than the Scott Bill, died in the House judiciary committee the following year.

MOA Fights

In each of the legislative proposals intended to stop juke box exemptions under the copyright act, MOA was on hand to help fight on the operators' behalf.

In 1953 Sen. Pat McCarran (D., Nev.) introduced the McCarran Bill. No decision has been reached on this bill, but MOA has had representatives in Washington each time it came to the floor.

In answer to the continued threat of legislation, which would end the juke box exemption under the copyright act, MOA began over a year ago plans for a third copyright holding organization similar to that of ASCAP and BMI.

A third copyright organization, it was pointed out, would give the juke box operators access to material for juke box play without having to pay royalty fees to either ASCAP or BMI. The plan, it was said, was to form a copyright holding organization to encourage the writers to compose songs specifically for the juke box operators.

The question of whether to continue with these plans is one of the many problems confronting MOA at this year's convention.

Better Relations

Special meetings between officers of MOA and officials of the Automatic Phonograph Manufacturers' Association (APMA) has resulted in better relations between two allied groups. As a result of these meetings, APMA has agreed to supply record companies, exhibiting at this year's convention, with a sufficient number of phonographs to fill their needs. They have also scheduled a special luncheon during the convention for officers of MOA. While not exhibiting at the convention, APMA has contributed substantially to insure its success.

The national co-operation of music operators aiding worthy campaigns, such as the March of Dimes, the Heart Fund and the Red Cross, has probably given the industry more praise in the press than any other promotion. Countless new friends have been won because of these efforts and the entire phonograph industry has benefited.

During all past public relation drives, MOA has sent letters to associations urging them to pitch in and give 100 per cent support. Suggestions also have been made to associations on how to conduct their drives. Two common methods recommended by MOA are the giving of one day's take from each juke box, to simplify collection procedures, giving one week's take from a special record. Usually the second method is used by an operator when a special title strip is used on the machines, informing customers that money inserted for that particular tune goes to charity.

Oppose 20% Tax

In its fight against unfavorable taxation, MOA has recently appointed Dick Steinberg, secretary of the Music Guild of New Jersey, chairman of a subcommittee to fight the 20 per cent tax cut on all restaurants and cafes that include entertainment. Sidney H. Levine, who has been the national counselor for MOA since its inception, has also been delegated to assist in this fight.

Following the change to dime play in some parts of the country, trouble was stirred by the Office of Price Stabilization.

In December, 1952, following numerous MOA meetings with the director of OPS, operators got the green light for dime play. In a letter to MOA, Tighe E. Woods wrote, "I wish to thank you for your splendid co-operation in furnishing this office with the necessary data enabling us



STARTING WITH A 14-MAN COMMITTEE in 1948, MOA has shown one of the most remarkable growths in any association's history. Today, operators throughout the country depend on this organization to represent them in matters of national legislation and good will. Much of the credit for this excellent history goes to the group of officers directing the efforts. Grouped around George A. Miller, president of the association, are some of the officers and committee members who put the 1954 MOA convention together. They are (left to right): Clint Pierce, Les Montooth, Jimmy Tolisano, Howard Ellis, Martin Britz, Al Denver, Sid Levine and Phil Levin.

to fully examine all phases of this problem. I trust that our consideration of the difficulties of your industry and the resulting action will permit you and your members to operate satisfactorily in the future."

OPS Action

"The OPS action," Miller said, "again proves that in unity there is strength, and further that organized groups are more capable of accomplishing their goal than individuals can ever hope to be."

But MOA does more than serve the industry on a national level. It offers suggestions to local associations that have been tried and proven in other sections of the country.

The problem of proving ownership of a juke box on location, after a fire or foreclosure in the absence of a lease, was aided by MOA. Various contracts and written agreements used throughout the country by associations were gathered and reprinted for circulation among all music operators. MOA issued statements to trade papers, urging operators to use some type of written agreement for their own protection.

To Top Records

The MOA conventions speak for themselves. Each year the number of operators and exhibitors have increased and this year's show is expected to top all records, in both operator turnout and exhibitor co-operation.

Altho music operators took an active part in the CMI conventions of the 1940's, it wasn't until 1950 that the first all music operator convention was held. It was a three-day event held at the Palmer House in Chicago.

Highlighting the 1950 business sessions was the subject of juke box merchandising. Dick Steinberg, of the Music Guild of New Jersey and Hirsh de la Viez, of the Washington Music Operators' Association, sparked the proceedings by giving speeches on the importance of supplying the right kind of music, keeping equipment up-to-date, and improving title strips on machines. All operators present were given printed copies of the speeches. Hints for better merchandising were laid out step by step.

During the remaining business sessions, trade paper relations, sales promotion, the State Fair Trade Acts and a financial report were covered.

Talks With Mfrs.

In addition to the business meetings, operators had their first chance to talk with manufacturers. John Haddock, president of AMI, talked to operators

on juke box problems from the manufacturers' viewpoint.

Attendance at the first convention of MOA nearly hit 500.

The 1951 convention was faced with one of the industry's most critical periods in over a decade, resulting from equipment shortages and soaring costs caused by the Korean War. The convention opened in Chicago, March 19, and drew a larger operator and distributor turnout than had been witnessed the year before.

During the 1951 convention, MOA passed from a national committee to an incorporated body, with George A. Miller becoming the first president. One of the topics on the agenda throughout the convention was dime play. Various operators, who had made the change, told of their experiences. Operators heard both sides of the story, as many of the reports were slanted in favor of the nickel as well as the dime.

Considerable attention was focused on the exhibit floor during the 1951 show as 45 r.p.m. record counter models were introduced by Ristocrat, Inc., Chicago Coin, and Williams Manufacturing.

Bryson Bill

The 1952 convention, originally scheduled for March, was postponed until September because of its proximity to the hearings on the Bryson Bill.

During one of the business sessions, Cong. George P. Miller, of California, spoke to operators on the subject of legislation. Miller told operators, "Your one weapon is organization."

He covered past dealings with ASCAP and told operators that they should continue to unite because, he said, "ASCAP will be back next year with another bill." He also emphasized the need for strong public relations because of the "character assassination" that took place during the Bryson period. Operator problems resulting from OPS regulations were also brought up during the 1952 business sessions. MOA dug into the problem and within four months operators were informed that the restrictions had been lifted. MOA urged operators to investigate the possibilities of dime play.

No convention was scheduled during 1953.

Admit Venders

The 1954 MOA convention is expected to be the largest in its history. Not only are more record companies and allied equipment manufacturers expected to exhibit, but the doors have been opened to vending manufacturers for the first time. The exhibitor list should be well over 50 by the time the convention rolls around.

Reports from operators throughout the country indicate that oper-

ator attendance would double past records.

In addition to the annual conventions, MOA holds many special officer and director meetings. These special meetings are called whenever a problem of national concern arises and many times are held merely for the purpose of long range planning. The frequency of meetings held, sometimes at the rate of four or five times a year, show the co-operation and effort going into this organization.

Experienced Officers

MOA is composed of various associations throughout the country and is headed by men who have distinguished themselves in their respective areas. Officers of MOA work without salary and must be active in the association before they are eligible for office.

Four of the officers today, besides Miller, were among the first 14 men who made up the 1948 committee. They are Clinton S. Pierce, first vice-president; Albert S. Denver, second vice-president; Hirsh de la Viez, third vice-president, and Ray Cunliffe, national treasurer. Miller, in addition to the post of president, was officially given the title of business manager.

Other officers now serving are Les Montooth, national secretary; Tom P. Withrow, sergeant at arms, and Sidney H. Levine, national legal counselor.

Members of the board of directors include Jack Mulligan, Martin Britz, Harry Snodgrass, James Tolisano and Jerry Witt.

Officers are elected for a two-year period and to avoid a complete change of officers during any one year, elections are held for half the group annually.

MOA Future

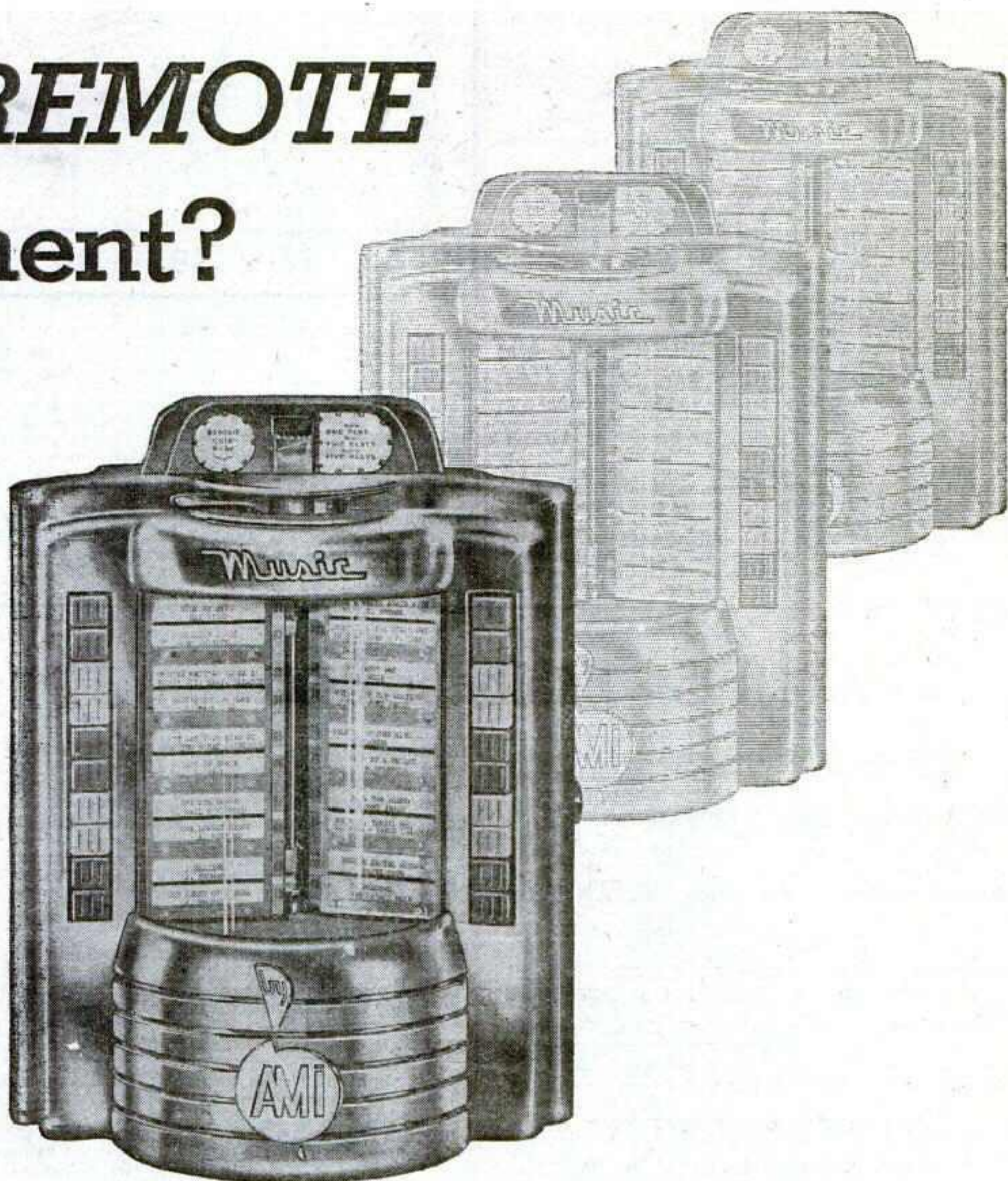
What's ahead for MOA? Certainly the association has every indication of growing larger and stronger in years to come.

One of the most encouraging signs for the future is the evidence of growing co-operation between phonograph manufacturers and MOA.

Past years have shown that MOA is not operated for personal gain, that it can be a valuable asset to local associations, that it has defended the music operators in Congress and has been successful in defeating bills which would have imposed additional tax burdens on operators, and that it is receiving more and more co-operation from local associations.

To insure the future, MOA has appointed various committees to aid national public relations, MOA membership, and legislative counsels on both national and local levels.

REMOTE Equipment?

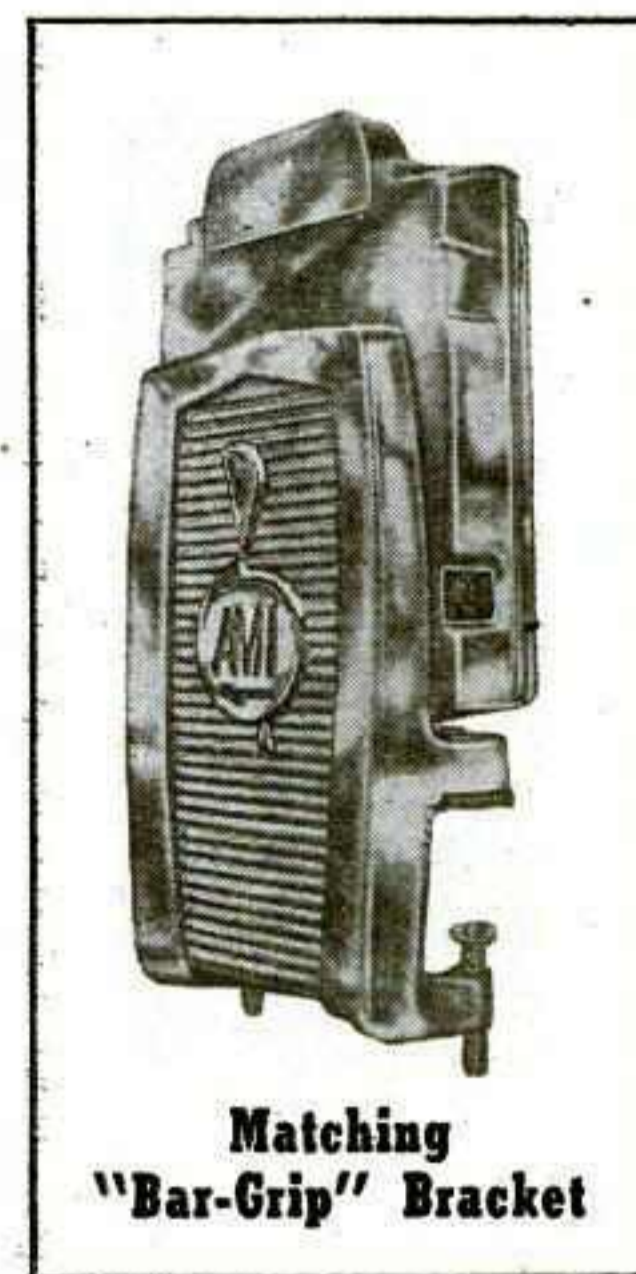


There's nothing remote about the new AMI Wall Box! It puts the all-important coin drop within easy, comfortable reach of the patron with an ear for music and money to spend.

Here are all the features you've ever wanted to build your profits with Wall Box equipment: simplified basic design; fewer working parts; tamper-proof hinged housing; detachable mechanism; sturdy, die-cast construction; all-round gleaming chrome finish; illuminated coin drop and price-of-play card; make selection light PLUS ONE BUTTON PLAY.

AMI Incorporated

GENERAL OFFICES AND FACTORY, 1500 UNION AVENUE, S.E., GRAND RAPIDS 2, MICHIGAN



Machine Output Sets a Record

By DICK SCHREIBER

PRODUCTION of brand new juke boxes during 1953 hit the highest peak the industry has registered since the big boom year of 1947.

The industry's five manufacturing companies built an estimated 59,000 coin-operated phonographs—about 52,000 of these for domestic use and the remainder for the growing export trade.

Last year's record production was a gain of 10,000 phonographs over the previous year. The chart on this page graphically tells the story of juke box output from the postwar years, thru the industry's darkest days in 1948 and 1949, to what is probably close to a normal year.

The dollar value of 1953 coin-operated phonograph-production could not be determined. Reporting on 1952 output, however, the commerce department said the 49,000 phonographs manufactured that year had a manufacturers' value of \$29 million.

Sound Shape

With factories building more phonographs, and with finance companies reporting installment payments prompt, the juke box industry as a whole started the current year in sound shape.

The majority of the 59,000 coin-operated phonographs built last

year were of the multi-selection variety (80 or more selections) and most of them played 45 r.p.m. records including a surprising number which were shipped into the export trade.

An analysis of the juke box production table clearly shows the peaks and valleys of the music machine business during the past eight years.

In 1946, pent-up demand for coin-operated phonographs—the result of a complete stoppage of production during the war—stimulated production to 75,000 units. It is important to remember that in the 1946-'47 period there were eight companies manufacturing new machines.

Production vs. Demand

In 1947, production of new equipment continued climbing and quickly outstripped real demand. No down-payment deals and high-pressure selling to new investors, as well as to older operating companies, were the vogue in that period. By the end of 1947, juke boxes were backing up in distributors' showrooms and operators were having difficulty meeting their payments to finance companies.

The following year was the blackest period in the history of coin-operated music: manufactur-

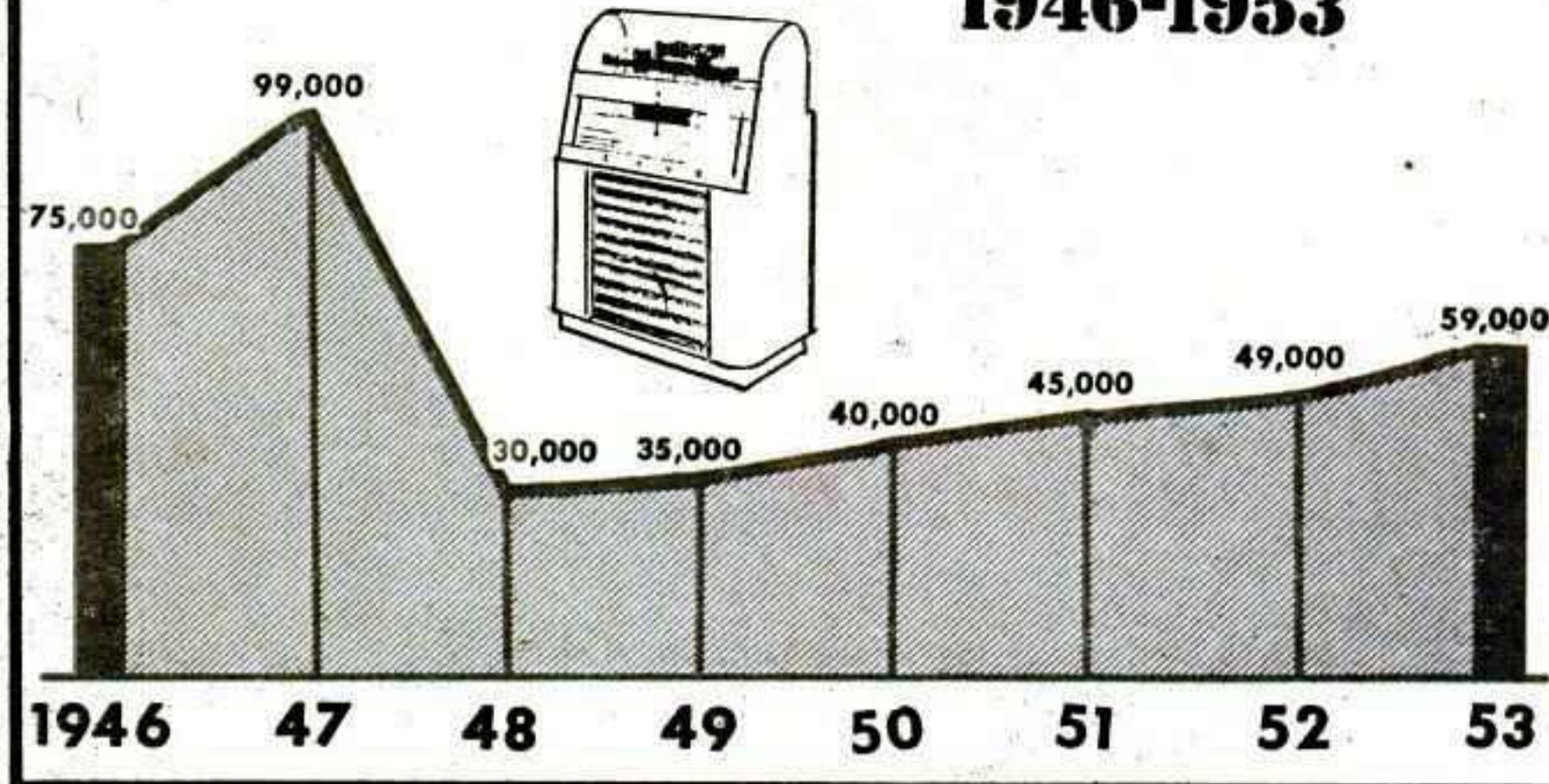
ers were forced to shut down, distributors and operators were in precarious condition and many went into bankruptcy.

That same year—1948—operators in Chicago and New York felt the real force of television. Sets blossomed in taverns and the juke boxes were dark. Grosses toppled and operating companies with heavy investments in new equipment found themselves unable to pay up.

Production that year—30,000 new machines—reflected the con-

JUKE BOX PRODUCTION

1946-1953



dition of the industry.

In 1949, the industry began making a slow comeback. Distributors had worked off most of their inventories, export sales were picking up and tavern television was beginning to lose its fascination.

Multi-Selection Boxes

That year also saw the introduction of the 100-selection phonograph and the beginning of a whole new trend in coin-operated music, offering a wider type of

music to appeal to a larger number of potential customers.

With the outbreak of the Korean war in 1950, manufacturers felt the pinch of material restrictions. But most manufacturers concede they were able to build all the new equipment the market could comfortably digest. Each year since, production schedules have risen, but in direct proportion to demand.

Juke box manufacturers generally figure the domestic market should absorb between 50,000 and 60,000 new phonographs. Best trade estimates put the total number of juke boxes on location in the U. S. at 450,000. If operators replaced between 12 and 15 per cent of their equipment each year, replacements alone would sustain this volume.

But manufacturers also agree they have raised their total production goals as the overseas market has expanded.

In 1940, shipments of automatic phonographs to foreign markets had a gross valuation of \$566,866 according to U. S. Department of Commerce statistics. A decade later, coin-phonograph exports had increased by more than 300 per cent with a total value of \$1.8 million. But in 1953, total juke box export volume will reach \$6.2 million.

New Units In Export

As the dollar value of the juke box business grows, so does demand for brand new machines. In the 1946-1949 period, the bulk of the machines shipped out of the U. S. were used phonographs which operators had retired from their routes and traded in to distributors.

Beginning in 1950, however, foreign buyers of phonographs showed a preference for new machines. Export companies specializing in coin machine sales overseas helped bolster this demand and the average price paid for juke boxes in the export trade rose steadily.

How big will the export market eventually be?

If 1953 estimates are accurate, foreign buyers took slightly more than 10 per cent of last year's new machine production. One phonograph maker has expressed the opinion privately that he expects his overseas business to equal his domestic business in the next 10 years.

Whether that prediction is overly optimistic could be debated. But it is a certain fact that the export market, if it continues to expand at its present rate, will account for a major portion of the industry's total output and of manufacturers' total dollar volume.

Are there any danger signals to be read into the nearly 60,000 new phonographs built last year?

Payments Prompt

Perhaps the best answer to that question can be obtained from a check of installment payments. The majority of new phonographs purchased last year, and in the preceding years, were bought on time. Spokesmen for companies which specialize in juke box installment paper say collections are good, delinquency is negligible. Operators confirm this report in the Seventh Annual Juke Box Operators' Poll which appears elsewhere in this issue.

Since the 1946-'47 experience, phonograph manufacturers have carefully watched their inventories. When the inventories begin to rise, production is cut back until the inventory reaches a safe level.

1954 Exhibitor Roster

Following is a list of exhibitors at the 1954 MOA convention (exhibit rooms in parenthesis) and personnel expected to attend the event:

A. B. T. MANUFACTURING CORPORATION, 715 North Kedzie Avenue, Chicago 12 (829).

W. A. Patzer, president; Leo Goblet, vice-president; George A. Kozy, sales manager.

AUTO-PHOTO COMPANY, 1444 South San Pedro, Los Angeles (806).

Marvin Applegate, production manager; A. V. Van Nattan, sales and advertising manager.

PAUL BARRETT, 2406 36th Avenue, San Francisco (830).

BENIDA RECORDS, INC., 170 West 43d Street, New York (826-827).

Dewey Bergman, vice-president and a.&r. manager; Bill Stegmeyer, musical director; Mary Mayo, vocalist; Peggy Lloyd, vocalist; Sidney Ascher, public relations.

PAUL BENNETT NEEDLE COMPANY, 230 East Ohio Street, Chicago (846).

THE BILLBOARD PUBLISHING COMPANY, 188 West Randolph, Chicago 1 (840).

BROADCAST MUSIC, INC., 580 Fifth Avenue, New York (821).

Hy Reiter, promotional director; Jimmie Cairns, professional representative.

CALIFORNIA MUSIC GUILD, 128 East 14th Street, Oakland, Calif. (839).

CANADIAN COIN BOX & VENDING, Owensound, Ont. (808).

CAPITOL RECORDS, 1507 North Vine, Hollywood, Calif. (802).

Hal Cook, national sales manager; Gordon R. Frasier, national sales promotion manager; Ken Nelson, country & western repertoire production; Richard Linke, East Coast promotion manager.

THE CASH BOX, 32 West Randolph Street, Chicago 1 (816).

CENTRAL STATES PHONOGRAPH OPERATORS' ASSOCIATION, 621 Main Street, Peoria, Ill. (814).

COLE PRODUCTS, 39 South La Salle Street, Chicago 3 (859).

COLUMBIA RECORDS, INC., 1473 Barnum Street, Bridgeport, Conn. (805).

Paul J. Wexler, vice-president in charge of sales; James Draddy, director of promotion; Merle Weiss, division manager; Stanley J. Kavan, general merchandising manager.

CORAL RECORDS, 48 West 57th Street, New York 19, New York (834).

Norman Wiensterroer, general sales manager; Bob Thiele, a.&r. man; Al Oldrich, Midwest manager; Ed Walker, Chicago branch manager.

DECCA RECORDS, 50 West 57th Street, New York (833).

Sellman Schultz, Midwest divisional sales manager; Clarence Goldberg, assistant sales manager; Syd Goldberg, national sales manager; Mike Connors, promotion and public relations manager; Shim Weiner, assistant sales manager; Al Chapman, Chicago sales manager.

DOWN BEAT, 2001 Calumet Avenue, Chicago (843).

EASTERN ELECTRIC, INC., 70 Prospect Street, New Bedford, Mass.

H. C. EVANS & COMPANY, 1556 West Carroll Avenue, Chicago 7 (848-849).

R. W. (Bill) Hood, president; Lester C. Rieck, phonograph sales manager; Rex Shriver, secretary; F. M. Morris, general sales manager.

EXHIBIT SUPPLY COMPANY, 4218-30 West Lake Street, Chicago 24 (812-813).

Harley Brown, treasurer; Art Weinand, general sales manager.

GRAND OLE OPRY, WSM, Nashville (803).

Webb Pierce, Hank Snow, Marty Robbins, Jimmy Dickens, Carl Smith, Eddy Hill, Hubert Long, Dub Albritten, Frankie More.

INTERNATIONAL MUTOSCOPE CORPORATION, 4404 Eleventh Street, Long Island City, New York (809).

William Rabkin, president; Herbert Klein, sales manager; Frank Swan, service technician.

LONDON RECORDS, INC., 529 West 25th Street, New York (820).

Harry C. Kruse, executive vice-president; Leon C. Harstone, vice-president in charge of sales; Walter A. Maguire, sales and promotion manager, popular records.

MOA HEADQUARTERS, 128 East 14th Street, Oakland Calif. (801).

M. S. DISTRIBUTING COMPANY, 2009 South Michigan Avenue, Chicago 16 (836-838).

Milt Salstone, president; M. G. McDermott, treasurer; Lenny Garmisa, sales manager; James Hilliard, label X; Joe Delaney, label X.

JAMES H. MARTIN, INC., 1341-43 South Michigan Avenue, Chicago 5 (831).

James H. Martin, president; Bob Bloom, superintendent of mechanical division; Irving Patlak, Art Cohen and Irving Linderholm.

MERCURY RECORD CORPORATION, 35 East Wacker Drive, Chicago 1, Ill. (817 & 818).

Irving B. Green, president; Art Talmadge, vice-president; Morris S. Price, sales manager.

MUSIC OPERATORS OF NEW YORK, 250 West 57th Street, New York 17 (819).

Albert S. Denver, president; Sidney H. Levine, attorney; Sal Trella, secretary; Albert W. Rodkin, Bob Lubman, Arthur Herman and Albert Herman.

NATIONAL VENDORS, INC., 5055 Natural Bridge Avenue, St. Louis 15 (810-811).

A. F. Diedrich, vice-president; T. B. Donahue, secretary; Thomas Hungerford, merchandising director; C. A. Ridings, M. L. Pierson, E. J. Kopine, A. L. Horth.

NORTHERN ILLINOIS MUSIC OPERATORS' ASSOCIATION, 8000 Lincoln Avenue, Skokie, Ill. (825).

PANTAGES MAESTRO COMPANY, 6233 Hollywood Boulevard, Hollywood 28, Calif. (845).

Rodney Pantages, J. Harry Snodgrass and William (Bill) Simmons.

PERMO, INC., 6415 North Ravenswood Avenue, Chicago (832).

Sherman E. Pate, president; Gail S. Carter, vice-president; Richard F. Goetzen, sales manager; E. J. Crowley, director of sales; E. O. Mount, divisional sales manager; D. F. Hudson, assistant director of sales.

WEBB PIERCE, WSM, Nashville (815).

RCA VICTOR, Camden, N. J. (841-842).

W. W. Bullock, general sales and merchandising manager; Joe Carlton, pop a.&r. manager; W. I. Alexander, advertising and sales promotion manager; Robert McClusky, country & western sales manager; Ervin Tarr, coin-operated sales manager; Bob Nosselt.

RECORDED MUSIC SERVICE ASSOCIATION, 188 West Randolph Street, Chicago 1 (835).

Phil Levin and Ray Cunliffe.

RISTAUCRAT, INC., 1216 East Wisconsin Avenue, Appleton, Wis. (822-824).

Joe Cohen, general manager; Andrew Maxim, engineer; Armid Ristau and Alfred Ristau.

RITWAY SALES COMPANY, 631 Tenth Avenue, New York 36 (844).

Nat Cohn, Mrs. Cohn, Gary Cohn, Bob Black and Ray Emeritz.

LARRY SPIER, INC., 1650 Broadway, New York (804).

HANK THOMPSON BAND, WSM, Nashville (804).

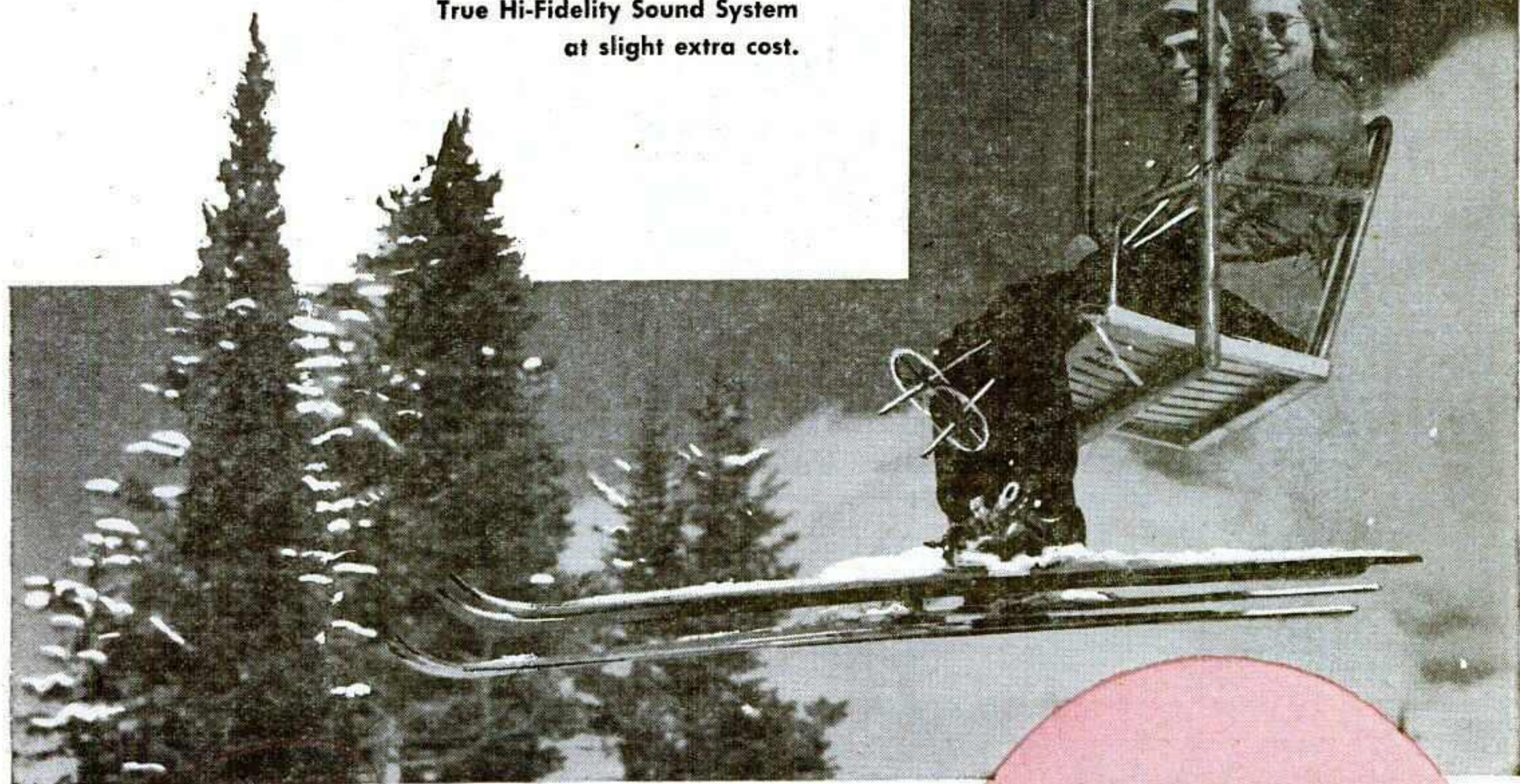
UNITED DRYER COMPANY, 134 North La Salle Street, Chicago (841-842).

Claire Gillott, executive manager; M. G. Hammergren, Jackie Fields, Frank Cassidy, Ray Melback, Sanford Ringham, Arthur Burgess, Felix Medelevine.

GIVE YOUR EARNINGS A **LIFT**

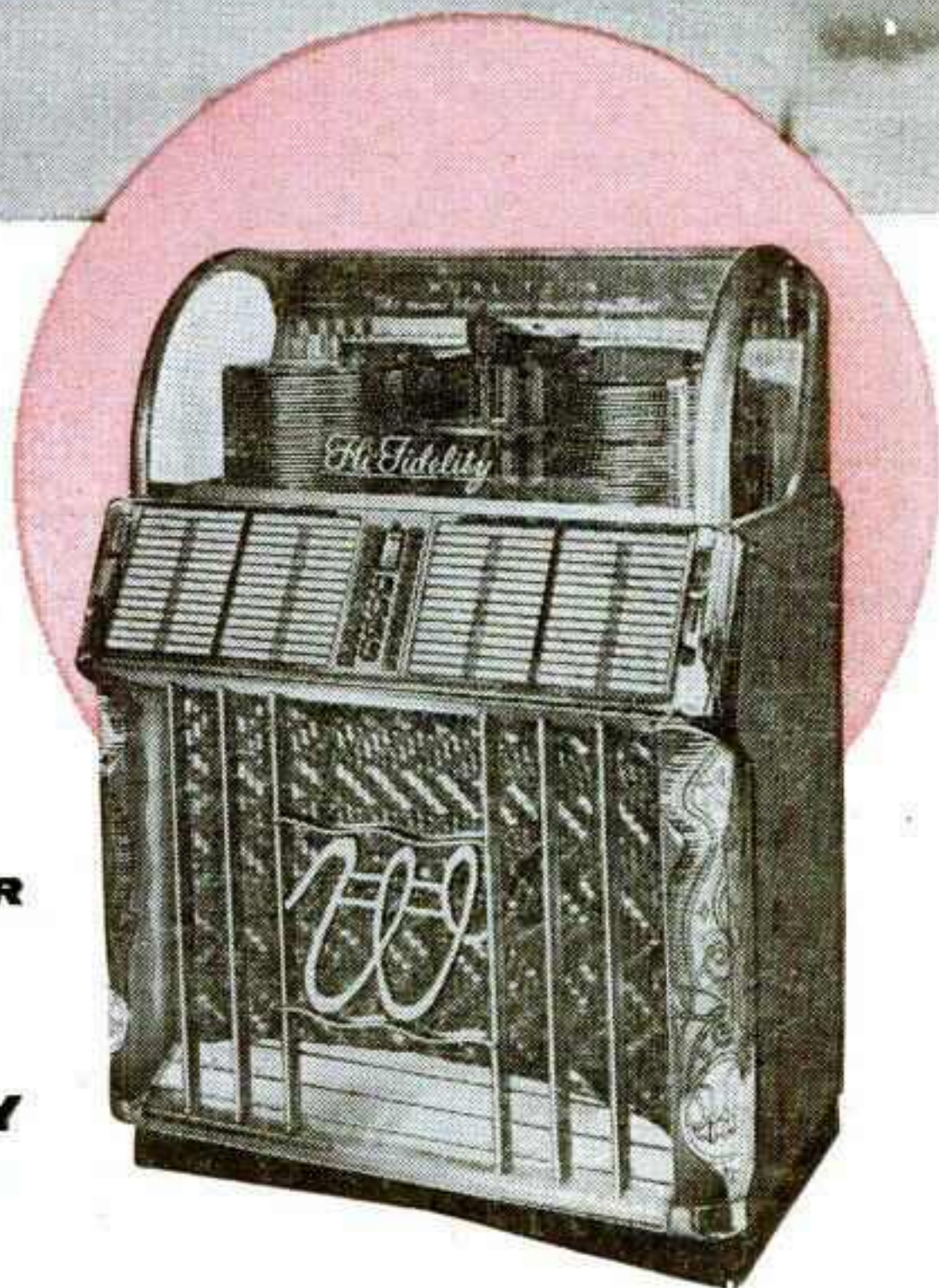
Install the only phonograph of its kind in the industry—the 104-selection Wurlitzer 1500A playing 45 and 78 RPM records intermixed. Up goes the quality of your music and the patrons response to it. Earnings get an immediate and amazing lift.

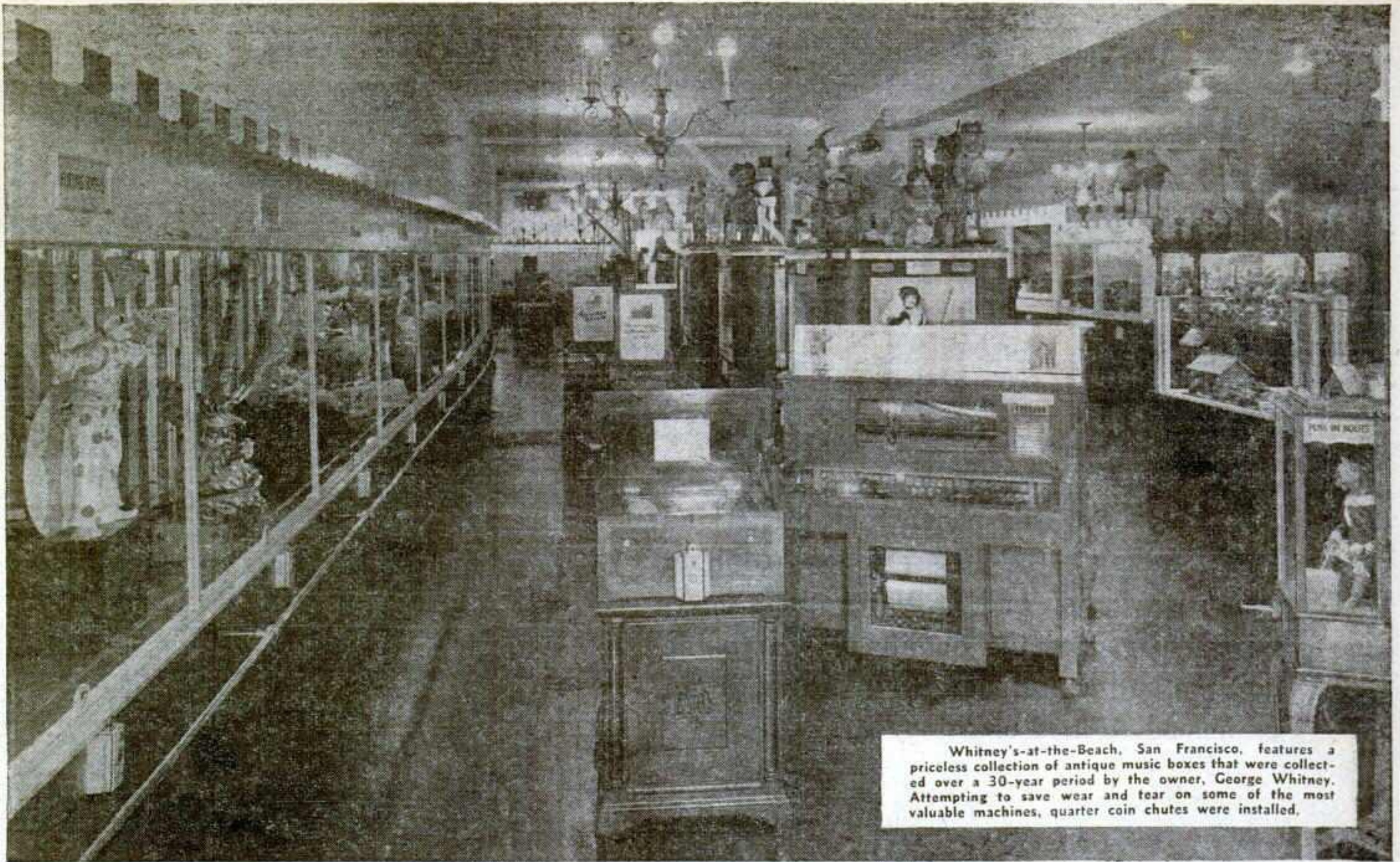
Available with Wurlitzer's True Hi-Fidelity Sound System at slight extra cost.



Wurlitzer **1500A**
SEE YOUR WURLITZER DISTRIBUTOR

THE RUDOLPH WURLITZER COMPANY
NORTH TONAWANDA, NEW YORK





Whitney's-at-the-Beach, San Francisco, features a priceless collection of antique music boxes that were collected over a 30-year period by the owner, George Whitney. Attempting to save wear and tear on some of the most valuable machines, quarter coin chutes were installed.

A JUKE MUSEUM COMES TO LIFE

By SAM ABBOTT

30-Year Antique Collection Draws Customers
At San Francisco's "Whitney's-at-the-Beach"

During the past 30 years, George Whitney, owner of the famous Whitney's-at-the-Beach in San Francisco, has collected antique phonographs, pianos, and music boxes. After this long period of buying and refinishing, these instruments were placed on display in the 19-acre amusement park to earn a share of the \$3,000,000 annual gross business.

Whitney is well known as a collector. For in the area he has also established extravagant displays of ships' models and what he calls the Muses Mechanique, a priceless group of animated pictures that are put into action when a patron's penny passes thru an opening only wide enough to add interest to the pitch.

The collecting of the various items for the different displays was mainly to obtain attractions for the park. Whitney has not worried himself with the historical background of the various items that he shows. Quick to visualize the showmanship poten-

tial of an idea, these that he has put into practice have paid off and well. In addition to the economic reasoning, there is also Whitney's liking for delving into attics and second-hand stores. He is noted for putting together what others may have thought worthless and making it work.

Whitney makes no effort to explain why he started his musical instrument collection except that the idea appealed to him. Some of the devices he bought personally, but a number came from location tips supplied by friends. Not too many years ago he gave a friend, who was going to Europe, a check for \$15,000 with the instructions to buy the machines that he thought interesting and appealing.

Most of the music boxes that have been assembled at the Beach in the Bay City are of European origin. And, furthermore, almost without exception, were equipped with coin chutes when obtained. Of course, it was necessary to

make adjustments to accommodate American coins.

In placing the devices on public display, Whitney has sought to preserve the most valuable ones. He uses 5, 10 and 25-cent coin chutes, and, in some instances, the quarter chutes were used on the more important machines to hold-down play. However, this result was not always reached, for patrons, seeing that the cost was higher than on other units, played it with the expectation that something colossal would be offered.

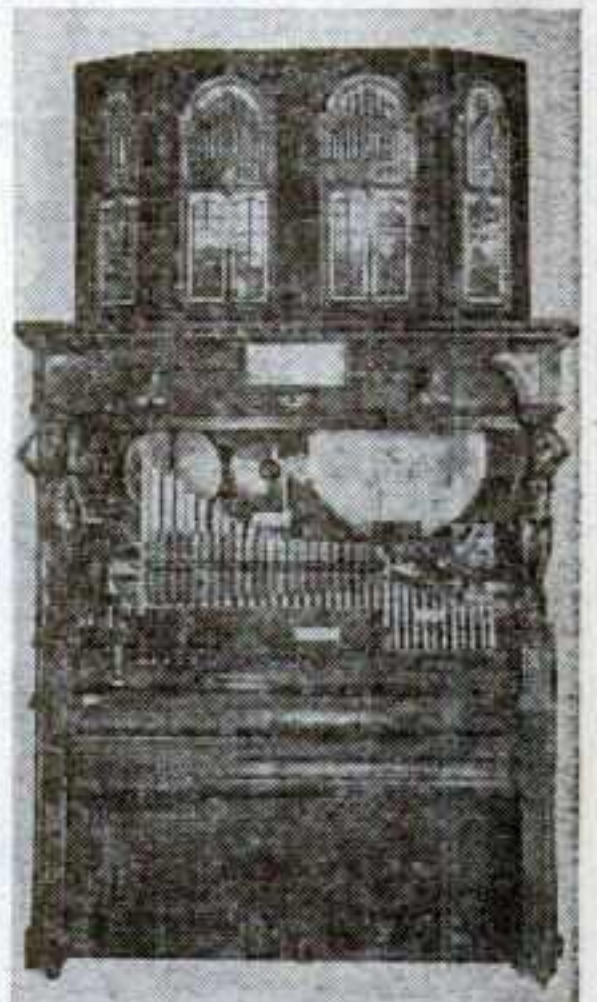
Like any coin machine venture, Whitney knows that only a working machine is a profitable one. He maintains a repair shop and his servicemen almost constantly patrol the room to make quick adjustments and needed repairs.

Whitney believes that in the progress of the design of the boxes the animated figures preceded those that play music. He bases this upon the fact that generally a jiggling figure, such as Puss in Boots worked without sound, and

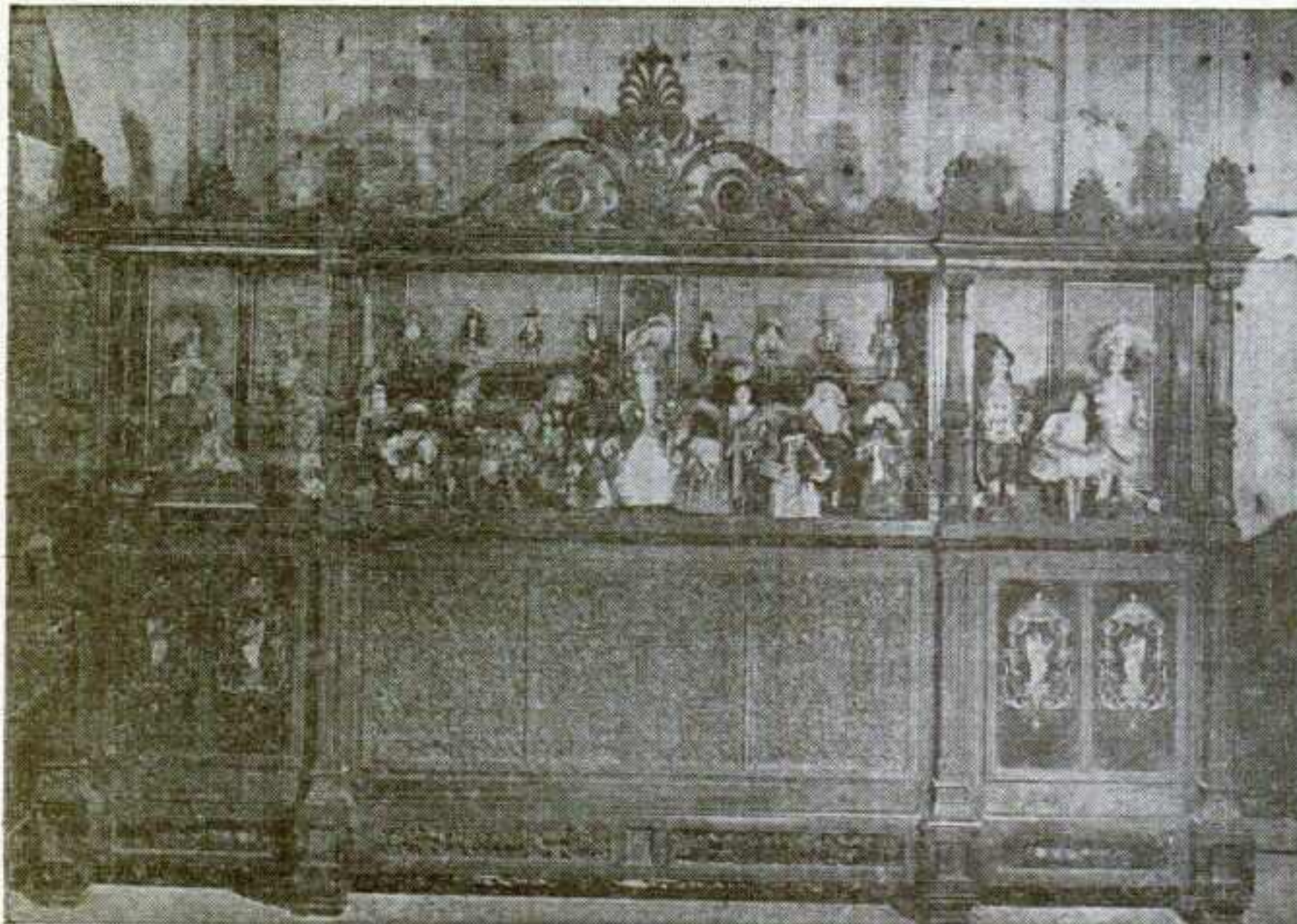
similarly operating devices may antedate those with music by a decade or two, when the dates are known. It is reasonable to assume that once the figure was made to move, its value and potential as a moneymaker was enhanced by the tinkling tunes.

Whitney's showmanly touch is also evident in the room in which the collection is shown. A red piano is additionally flashed with a sign, "I'm the Hottest Thing in the House—That's Why They Painted Me Red." Animated figures in glass cases line the wall, with the coin chutes placed at an inviting level.

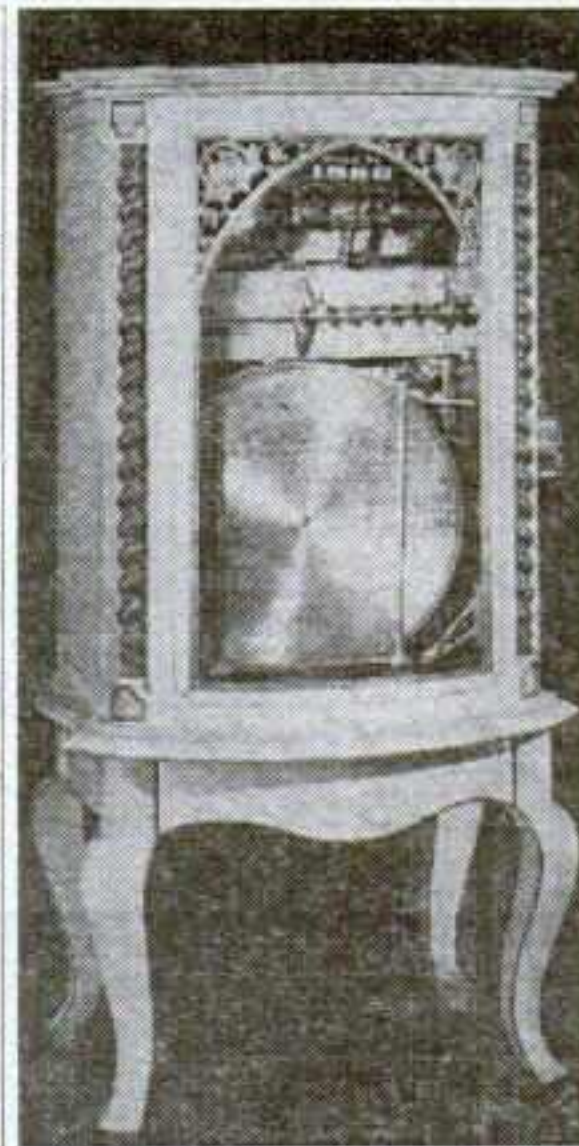
Since acquiring the amusement area, which was a few years after he bought a shooting gallery there for \$3,000, Whitney has always worked to keep his park at the top of the list of those efficiently and profitably operated. In the past few years, he has been taking it easy with trips around the world and long vacations at Palm Springs.



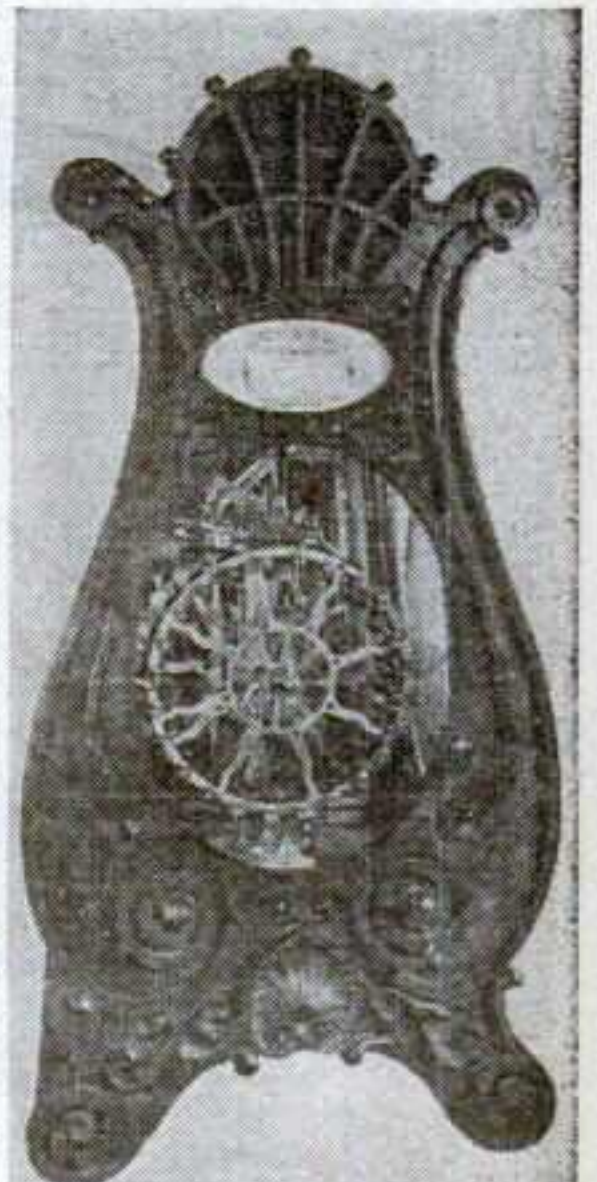
This instrument was made in 1900 and offered practically an entire orchestra. Here, with the insertion of a coin, the patron may hear tunes in which snare drums, cymbal, bass drum, xylophone, organ and piano are featured.



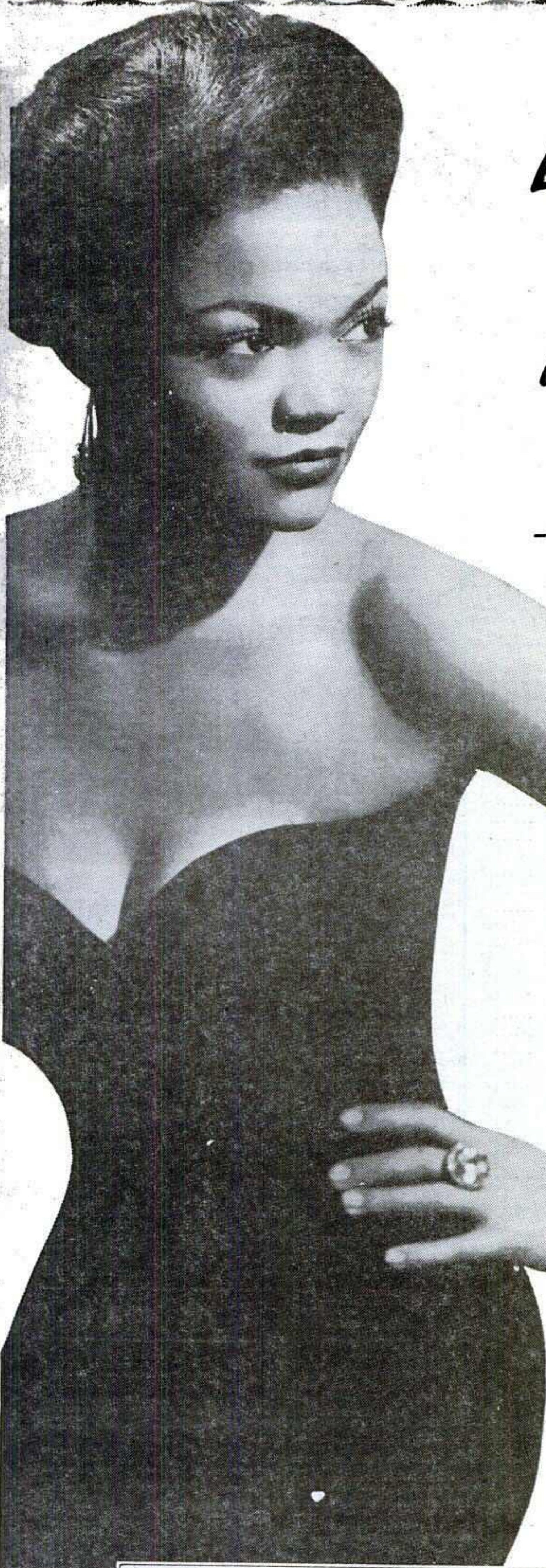
Whitney believes that animated figure machines preceded those with music. This elaborately carved unit, found in Europe, was made in 1882. Almost without exception, the boxes had coin chutes when found.



George Whitney's priceless collection of music boxes features several models similar to this Regina made in 1886. It is one of a complete assortment of musical and animated machines that he has purchased over a 30-year span.

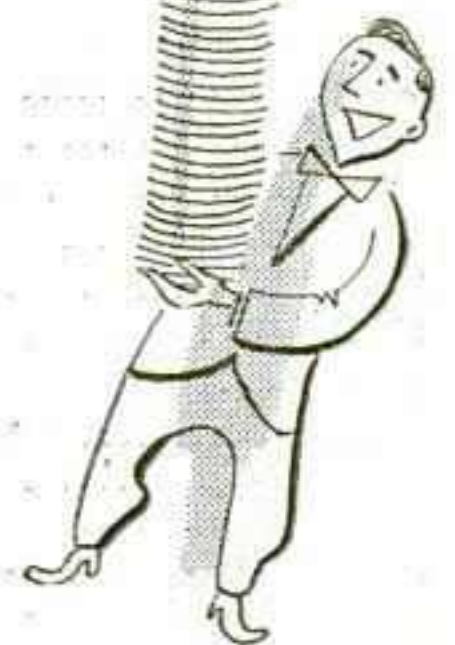
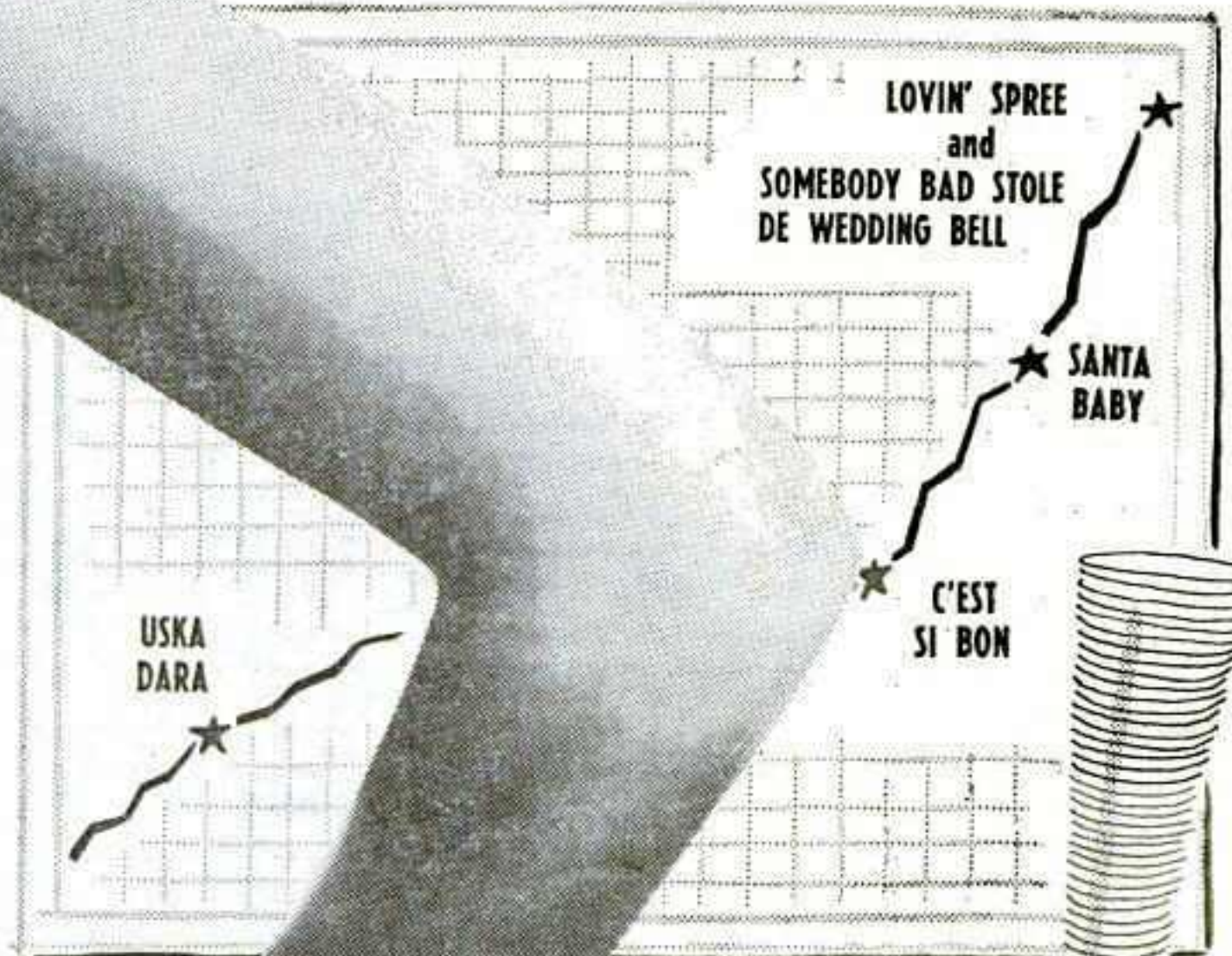


The patron must work for his music when playing this ancient music box, part of the famed collection at Whitney's-at-the-Beach in San Francisco. Its manufacture date is set at 1890.



EARTHA KITT

*is good for you---
---profits grow
with every record!*



*Thank you Ops-
with all my heart.
You've been wonderful to me
Eartha Kitt*

Public Relations
VIRGINIA WICKS

RCA VICTOR
FIRST IN RECORDED MUSIC



Direction



1953 Export Record: \$6,000,000 in Jukes

Year Shows \$2,000,000 Hike;
Ship 12,586 Units in 11 Mos.;
Increases Range 25% to 700%

By ROBERT DIETMEIER

"The best—and biggest—is yet to come." That's the annual history of the juke box export market from 1949 to 1952.

History repeated itself in 1953. A whopping \$2,000,000 jump above 1952's \$4,138,884, the 1953 all-time high of \$6,218,110 (including a December estimate) represents a 50 per cent increase over 1952.

The accompanying chart supplies graphic evidence that the juke box export business is booming. In 1950, sales spurted past 1949's \$1,260,659, almost hitting \$2,000,000. Sales in 1951 romped to a tidy \$3,058,749, about 35 per cent up from 1950.

And last year the total for the first 11 months alone reached a staggering \$5,528,110.

In 1953 a record 13,639 machines (including a December estimate of 1,053) were exported.

This compares with 10,694 units exported in 1952; 8,442 in 1951.

Just five countries hit six digits in total dollar import volume in 1952; in 1953 a record 13 countries climbed to the six-digit column. Significantly, the top five countries in 1952 accounted for 70 per cent of the year's imports, while in 1953 those countries imported a combined 59 per cent.

Increases: 25 to 700 Per Cent

Gains by almost all countries ranged from impressive to overwhelming. Of six countries which tallied over \$46,562 (France) to \$90,121 (Salvador) in 1952, all catapulted past their 1952 showings by 25 to 700 per cent.

The five top importing countries last year were Venezuela, Canada, Belgium, Colombia and Mexico. Each toted up rousing increases over 1952. Cuba dropped out of the top five for the first time since 1946.

Venezuela, the biggest importer, soared past the \$1,000,000 mark for the first 11 months of 1953 with \$1,116,248. In just five years Venezuela has boosted its importation of jukes 500 per cent from \$238,442 in 1947 to almost \$1¼ million last year. This country has occupied the spot for the fifth straight year; only once since the end of World War II has Venezuela been out of the top five. Exporters point to one reason for the country's showing: Venezuela's relatively free and open market backed by an oil-stabilized economy.

Canada in Second Place

Canada's 11-month total—\$770,009—qualifies her for second-place honors for the third consecutive year on the dollar value list for juke box importations. Canada led the list in the postwar years

of 1946-1947, dropped out of top when an embargo was placed on luxury items (which include coin-operated phonographs) to save dollars. Since its return to the market in 1950, Canada has climbed steadily toward the level of its 1947 high, which was \$1,233,213.

Belgium is running a neck-and-neck race with Canada for the second-place spot with imports skyrocketing from \$412,316 in 1952 to \$762,742 the first 11 months of 1953. Belgium's imports were constant until last year when they boomed for a 200 per cent jump. The sole free market in Europe following the war, Belgium has consistently been a large volume buyer of juke boxes and will undoubtedly remain the European mainstay.

Exports to Colombia shot up from \$75,757 in 1952 to \$610,921 for the 11-month 1953 period—placing that country in the No. 4 spot—as result of the partial lifting of the import ban on jukes imposed by Colombia in 1949. Prompted by an acute dollar shortage, the ban specified that all juke boxes entering the country be disassembled and that all shipments be licensed. Under the new ruling, assembled equipment may now be imported, but a license for each machine is still required.

Colombia: A Big Market

Colombia represents a tremendous potential U. S. juke box market. That country was the largest single importer—accounting for almost 30 per cent of the entire market—in 1948, the last year before the ban went into effect. Almost 1,000 machines, valued at nearly \$500,000, were shipped that year. In 1949, the first year of the ban, Colombia fell to 10th place, buying only 146 jukes valued at \$42,310.

Numbered among the top five, Mexico, with a \$432,272 11-month total, should top 1953's \$453,065. Mexico has had an up-and-down juke box importing history, probably chiefly because of tight governmental import restrictions. Mexico's imports climbed from \$222,993 in 1940 to \$616,899 in 1946, spurted to \$824,493 in 1947. Occupying the No. 2 spot behind Canada those two years, Mexico's imports plunged to a lowly \$35,184 in 1948, continued dropping until 1951, when imports rose sharply to \$201,117 from 1950's meager \$21,092.

Like Canada, no fully assembled juke boxes are allowed into the country. All work that can be done by domestic labor, such as cabinet making and assembling, must be done in the country.

France and Cuba are running a nip-and-tuck race for sixth place, with France rolling up a record \$299,551 11-month total and Cuba hitting \$298,035.

France Up 500 Per Cent

The 500 per cent increase over 1952's \$46,562 for France is partially a result of a concentrated effort by importers and exporters alike to "make hay while the sun shines"—before the French ban on coin machine imports took effect December 30, 1953. (The ban was known in October. Exports in October and November account for 30 per cent of France's 11-month total.) The ban, a result of a French dollar shortage, does allow officials to grant import licenses which they feel would be in the public interest. But all imports not considered essential to the nation's basic economy are scrutinized carefully. The net effect has been to slow down French imports to a trickle.

Another big factor in France's 1953 increase: more personal sales contacts aimed at developing European coin exports.

Cuba, listed among the top five since 1946 until this year, rose from fourth to third, third to second, and then dropped back to fourth. Still a leading juke box importer, Cuba's strong position is due chiefly to (1) its sugar-backed economy, and (2) the success there of American and Latin music.

Phenomenal increases in juke box imports in the last year include the Netherlands, which stepped up imports from \$53,524 in 1952 to \$152,766 for the 11-month 1953 period; Salvador, which boosted imports from \$90,121 to \$148,561; Panama, \$36,614 to \$108,834; Guatemala, \$59,724 to \$102,406, and Japan, \$30,056 to \$100,752.

West Germany, just now awakening to the juke box, upped imports from virtually nothing (\$1,210) in 1952 to \$138,932, placing it in 10th position. Alfred W. Adickes, managing director of Nova Apparate-Gesellschaft M.B.H., Hamburg, Germany, when asked about the future of juke boxes in Germany, said: "There can be no doubt of this present growth continuing. All indications show operators, distributors and the general public warming up to the coin-operated phonograph."

Present import duties in Germany are fixed at 21 per cent and are levied on the cost of the equipment and the shipping charges. However, Adickes said that the rate would probably be lowered if present activity thru-out Germany is continued.

Factors in Growth

The juke box export market owes its astounding growth to a chain of factors.

The comparative surplus of clean, used equipment in this country in 1947 and 1948 during the postwar redevelopment period was chiefly responsible for getting the juke export ball rolling. New products were moving down expanded U. S. production lines in great numbers and used machines were beginning to back up in distributor warehouses and operator headquarters. Foreign firms, eager to replace worn-out units, preferred used equipment because of lower prices. Thus the initial postwar growth was launched.

Then foreign operators became acquainted with new equipment and its potential, and demand for new machines sent dollar values soaring.

Attractive, well-designed equipment kept the market healthy and growing. Added to this: the universal appeal of the juke box, plus the powerful sales effort of U. S. exporters, aimed at developing a solid foreign market.

U. S. Department of Commerce figures show that the demand for overseas placement of juke boxes was sparked by the influx of American troops in foreign countries during World War II. In some countries, such as Japan, location of jukes in G.I. canteens aroused interest.

Except for 1948 and 1949, when exports nose-dived following the booming postwar period, juke box export volume has raced upward. The downward plunge in 1948 was attributed to overseas embargoes and general business lags.

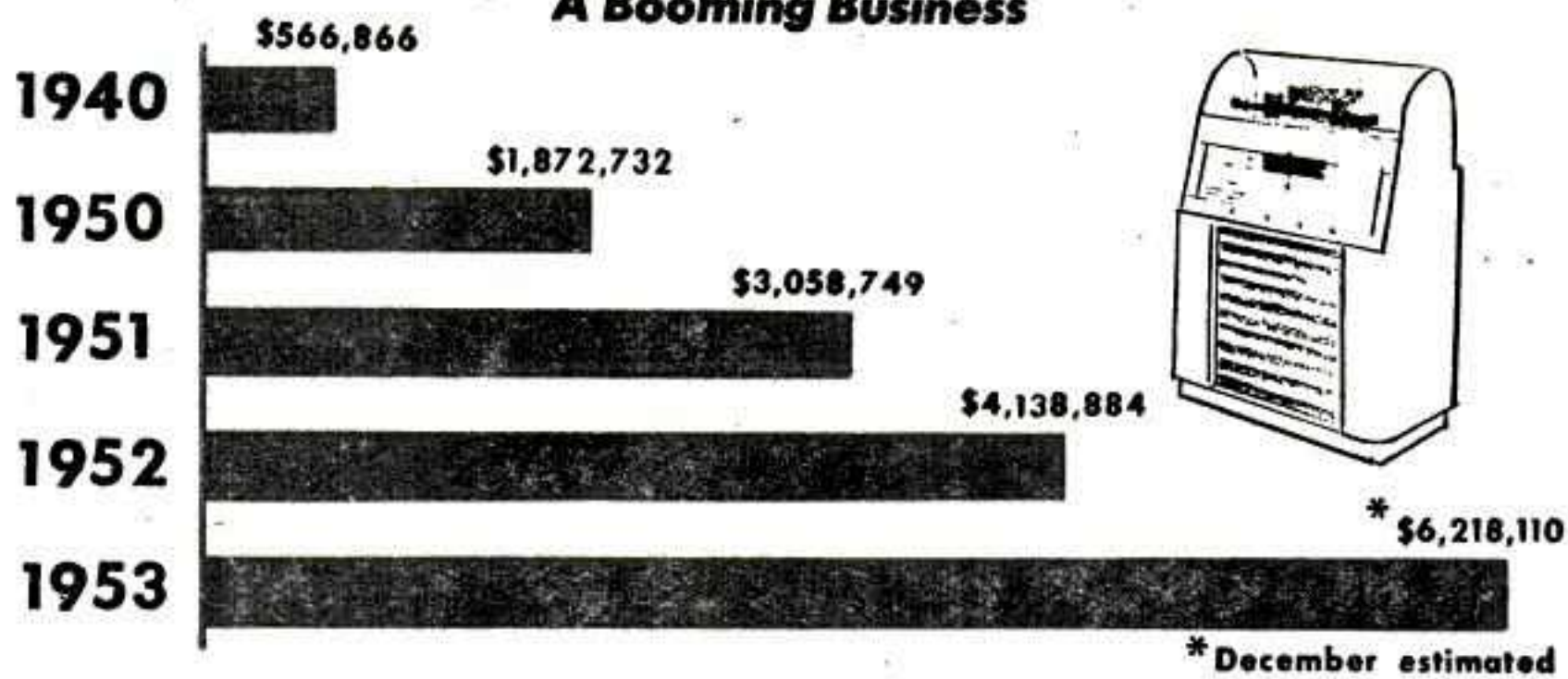
The history of the last four years—"the best—and biggest—is yet to come"—is likely to repeat itself in 1954.

The average unit price is climbing, indicating that more new machines are being shipped each year. The price moved from \$362 in 1951 to \$387 in 1952; jumped to \$439 last year.

Lower embargoes, more distributors, improved distributor operations—all point to a healthy growth of the juke box export market.

JUKE BOX EXPORTS

A Booming Business



Jukes Around the World

Country	1948	1949	1951	1952	1953
Argentina	\$ 1,798				
Australia	373	\$ 2,304		\$ 11,410	
Bahamas	125	1,104	\$ 8,110	845	
Belgium	645	255,491	285,131	412,316	\$ 764,742
Bermuda		760	2,860		
Bolivia		1,935	1,003		
Brazil	8,403		3,150		
Canada	190,608	264,087	633,307	636,619	770,009
Ceylon	270				
Chile	6,457	1,460	6,383	16,694	2,140
China	248				
Colombia	32,873	62,549	35,888	75,757	610,921
Costa Rica	884	767	1,554	4,898	23,256
Cuba	17,023	275,628	505,986	478,026	298,035
Dominican Republic		10,859	28,542	30,280	56,634
Denmark			2,112		1,380
Ecuador			1,000		
Egypt	190	3,490	3,825	345	
Finland					
France				46,562	299,551
Guatemala	3,761	90,840	132,538	59,724	102,406
Germany		2,697	2,072	1,210	138,932
Haiti		5,732	6,993	2,693	4,433
Honduras		67,088	39,446	30,371	45,151
Ireland	656	2,055	15,849	5,410	1,447
Jamaica	892				
Japan		44,423	75,961	30,056	100,752
Mexico	222,993	21,092	201,117	454,065	432,272
Netherlands	551		19,815	53,524	152,766
Netherlands West Indies	1,627				
New Zealand				650	
Nicaragua		14,265	14,486	28,624	72,264
Palestine			2,675		
Panama (Canal Zone)	2,675			532	
Panama (Republic)	25,808	59,960	30,858	36,614	108,834
Peru	2,612			11,116	71,347
Philippine Islands	27,759	6,175	19,558	20,807	33,770
Port. Africa	65				
Portugal	90	800			
Russia	1,124				
Salvador	4,698	112,697	157,347	90,121	148,561
U. of So. Africa	1,266			4,929	
Spain	310				
Sweden		1,170	1,989	972	
Switzerland		71,285	46,116	64,797	66,443
Thailand	291				
United Kingdom	113	1,830	8,955	200	4,960
Uruguay	1,905	2,527	21,659	24,831	
Venezuela	7,602	463,932	714,738	877,873	1,116,248
Other Countries	171	23,820	30,738	636,016	98,856
TOTALS	\$566,866	\$1,872,732	\$3,058,749	\$4,138,884	\$5,528,110

December Estimate* 690,000

*Based on average of four preceding months.

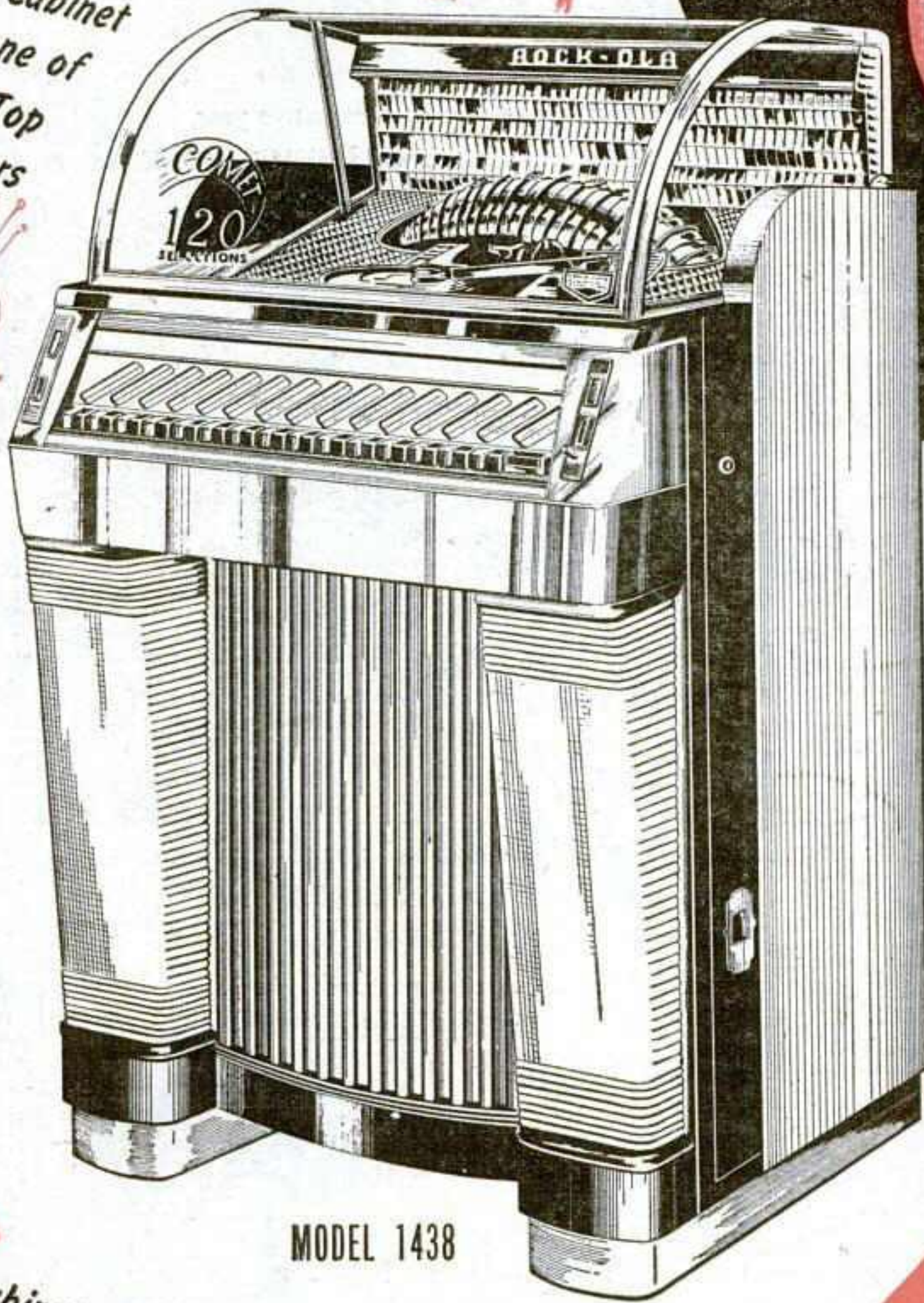
\$6,218,110

Tops in Design!

BOTH INSIDE AND OUT

*Revolutionary
New Mechanism*

*"High Styled" Cabinet
designed by one of
America's Top
Designers*



MODEL 1438



*3-WAY Service Accessibility
Front, Top and Back*



*The smallest Cabinet
less than 30 inches wide*



*"The original phonograph
with 120 selections"*



MODEL 1546
Chrome Cover Wall Box
with 120 Selections

ROCK-OLA MANUFACTURING CORPORATION
800 North Kedzie Avenue • Chicago 51, Illinois

A BRIGHT NEW STAR!

LUCILLE DANE

SINGING
**TEARDROP
AVENUE**
and
**PUT YOUR
HAND IN MINE**

20-5597

exclusively on

RCA VICTOR
FIRST IN RECORDED MUSIC



Miami Cafe

• Continued from page 45

and Southern Georgia. Norman discussed with the owner the advantages of having a juke box. The owner's objection centered around his unwillingness to allot much-needed space to music.

That's when Norman came up with the unusual idea of connecting a stationary showroom model to speakers and wall boxes in the restaurant. The owner agreed, and the plan has worked out well. Customers at the counter as well as those at tables have only to walk a few steps to insert coins for their favorite numbers. Norman said the unique set-up also provides for his own customers an excellent demonstration of on-the-spot operation of the AMI.

Does Norman have any worries about breakdowns or service calls once he closes his office for the day? "None whatever," he explained. "I have so much confidence in our machine that the thought never enters my mind."

Juke Probe Hits Snag; House Questions Fund Plea

WASHINGTON, Feb. 27.—Rep. George H. Bender's (R., O.) upcoming probe of alleged labor union racketeering, scheduled to get under way shortly with hearings on alleged juke box racketeering in Cleveland, hit a parliamentary snag in the House this week when some congressmen questioned the Bender group's jurisdiction. The resolution authorizing money for the Bender probe was sent back to committee for further study. Bender, however, said that his group will carry on with funds left over from last year.

The House voted 123 to 84 to recommit to the House Administration Committee the resolution which would have given the Bender group, which is the public accounts subcommittee of the House Government Operations Committee, the sum of \$100,000 to pay for the probe.

Rep. Karl M. Lecompte (R., Ia.), chairman of the House Adminis-

tration Committee, brought up the resolution, which was promptly challenged by Rep. Graham A. Barden (D., N. C.), ranking Democrat of the House Education and Labor Committee, which is conducting an investigation of labor union welfare funds. Barden wanted to know whether the two groups' probes would overlap. Bender said that he had co-ordinated his activities with the other group, headed by Rep. Samuel K. McConnell Jr. (R., Pa.), and his statement was confirmed by Representative McConnell. However, House minority leader Sam Rayburn (D., Tex.) voiced the opinion that the resolution authorizing the Bender probe should be sent back to committee and amended to state specifically the area of the Bender investigation.

Rep. Clare E. Hoffman (R., Mich.) took up the question of the subcommittee's jurisdiction at length, and reiterated his previous statements that the investigation had been pulled out from under him when "we got what you might call a bandwagon going, and the music sounded good, and some of my fellow colleagues on the committee decided they wanted to get on and ride." There ensued considerable discussion of the possible overlapping jurisdiction of the two groups, between minority leader Rayburn, Rep. Charles A. Halleck (R., Ind.), Representative Barden and others.

Representative Lecompte tried to get the debate back on the question of the \$100,000, and said that "members of Mr. Bender's subcommittee on both sides of the aisle went before the subcommittee of the Committee on House Administration and presented a budget that justified the expenditure of \$100,000, and considerably more, and satisfied the members of the committee that it was going to be money well invested."

Minority leader Rayburn wanted to extend the discussion, but his request for consent to do so was squashed by Rep. Paul W. Shafer (R., Mich.), after which Representative Barden moved to recommit the funds-granting resolution to the House Administration Committee.

RCA—AMI

Constant Music At Miami Show Aids Juke Play

MIAMI, Feb. 27.—A promotional stunt designed to stimulate juke box play and boost the sale of phonograph records received considerable attention this week from patrons of the Olympia Theater in downtown Miami where RCA Victor recording artists Eddy Arnold and the Davis Sisters are appearing in person.

Bob Norman, manager of Southern Music Distributing Company, distributor of AMI music machines, and Harold Brown, of Sea Coast Appliance Distributors, Inc., which handles the RCA Victor line for Florida, got their heads together and came up with the idea. An AMI Model E "80" stocked with recordings made by Arnold and the Davis Sisters was placed in the lobby of the Olympia and converted to free plays. Patrons selected their favorite numbers and kept the juke box operating almost constantly. AMI and RCA Victor promotional banners were prominently displayed.

To climax the stunt, Eddy Arnold was feted by the two firms at a dinner held in the McAllister Hotel and presented with a gold AMI coin attesting to his contribution to the juke box industry.

Both Norman and Brown are public-relations minded and have pulled off a number of successful stunts, notably the recent hula-baloo created here by the world premiere showing of "The Glenn Miller Story." On that occasion they were joined by Mannie Brookmire, Decca records distributor, in setting up AMI juke boxes containing RCA Victor and Decca recordings in the three theaters which simultaneously screened the movie starring Jimmy Stewart who flew down here for the event.

Keep Your eye on

BMI

This past year, for the fourth consecutive year, BMI-licensed song hits were voted **NUMBER ONE** in all categories by the juke box operators of America, as determined by the Annual Cash Box Poll.

Similarly, BMI-licensed tunes have maintained top positions in all of the music trade popularity charts — the Billboard charts, the Hit Parade, the Variety Scoreboards, Downbeat polls and the everyday best-seller lists.

The hundreds of top-ranking songwriters and music publishers affiliated with BMI are setting an enviable pace by creating music most in public demand.

New recordings of BMI-licensed songs of every type — popular, country and western, folk and rhythm and blues — are being released daily by every record manufacturer. And it is these releases that are being played and heard wherever there is music.

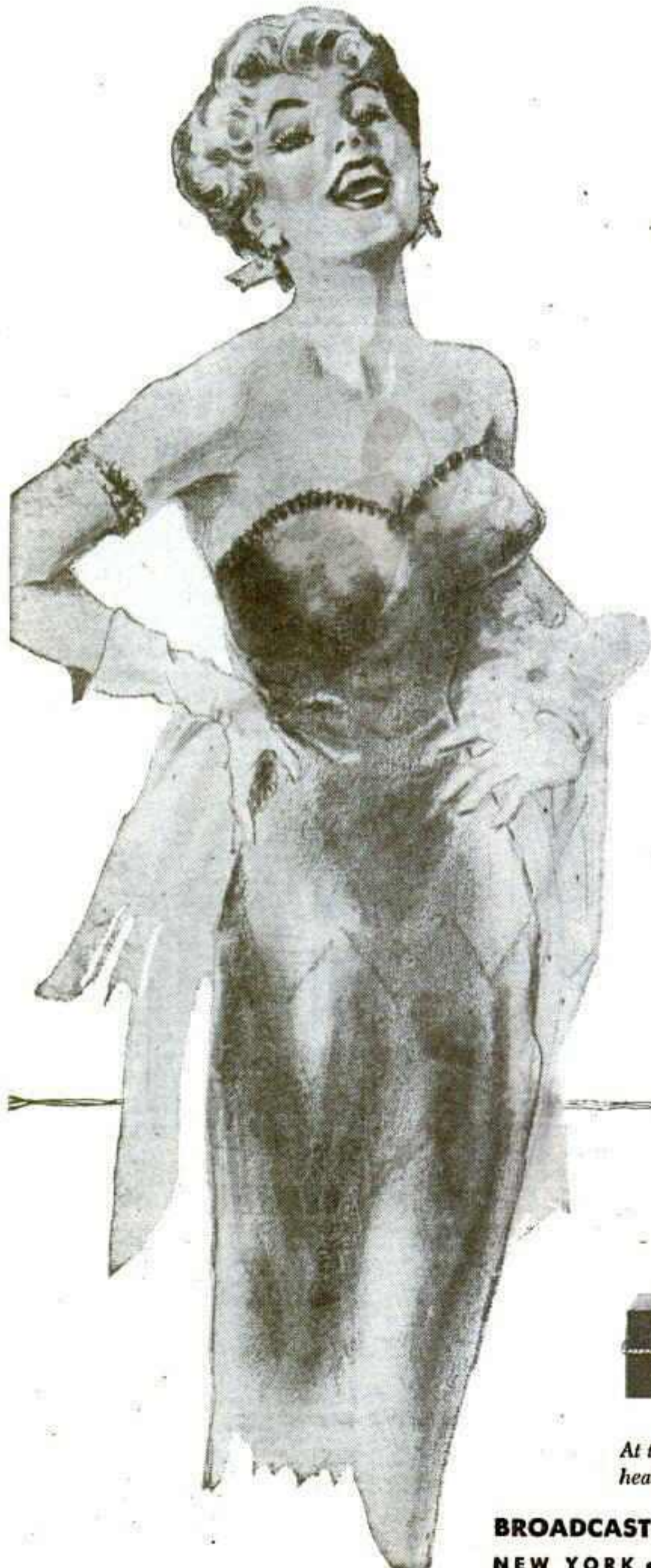


EXHIBIT A

MOA CONVENTION—1954

BMI

At the MOA Convention, visit "Exhibit A," headquarters for BMI writers and publishers.

BROADCAST MUSIC, INC. • 580 FIFTH AVE., NEW YORK 36, N. Y.
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

THE BILLBOARD'S

**7th ANNUAL
JUKE BOX
OPERATOR POLL**

**PART I:
Trade Aspects**

QUESTION 1: *Is operating your full-time occupation?*

ANSWER: Yes 88.6%
No 11.4%

COMMENT:

In the past six years, during which time The Billboard has conducted its annual Juke Box Operator Poll, the number of part-time operators has declined each year. One obvious explanation for this decline is the increased cost of getting started in the operating business. Altho the average music operator is a small businessman, his investment in phonographs is substantial. This fact, coupled with keen competition for locations, makes it difficult for small, part-time routes to survive.

QUESTION 2: *Do you operate other types of coin machines than music machines?*

ANSWER: Yes 86.4%
No 13.6%

COMMENT:

Combining several types of coin-operated machines on a route makes for more efficient operation from a service and cost standpoint. Most of the locations in which phonographs are installed are also the prime locations for games and for certain types of vending machines, cigarette machines particularly. Diversification likewise gives the operating company a competitive wedge since it sells its locations a complete coin machine service.

QUESTION 3: *If you operate other types of coin-operated equipment than phonographs, please check as many as apply:*

ANSWER: Amusement games 97.3%
Cigarette venders 32.9%
Kiddie rides 13.2%
Other venders than cigarette 13.2%

COMMENT:

When a music machine operator has a diversified business, he is almost certain to have amusement games. This year's Poll also shows an increase in the number of juke box companies which have cigarette vending machines. Last year the Poll disclosed 23.6% of the diversified operators had cigarette venders. There was a slight increase in other types of venders (from 7.3% last year). The above figures add to more than 100 per cent because many companies have both amusement games and vending machines.

● **The Billboard Seventh Annual Juke Box Operator Poll is based on returns to two four-page questionnaires sent to juke box operators. Over 700 replies were received. To meet editorial deadlines 325 questionnaires were used for this tabulation.**

QUESTION 4: *On the basis of interest and investment, do you classify yourself as a music operator?*

ANSWER: Yes 80.7%
No 19.3%

COMMENT:

With the price of a brand-new juke box ranging between three and five times the cost of a new amusement game or cigarette vending machine, operators with any number of phonographs are naturally inclined to think of themselves as music operators. The figures above represent no change from the 1953 Poll. The relative stability of the juke box business over the past five years has encouraged operators to expand their music routes, concentrate more time and attention on them.

QUESTION 5: *Excluding the owner, how many people do you employ in your juke box operation?*

ANSWER:	Number of People	Percentage
1	14.6
2-3	36.4
4-5	18.3
6-7	6.8
8-9	3.4
10 or more	7.9
No employees	11.4
No answer	1.2

COMMENT:

No better indication of the relative size of juke box operating companies can be obtained than this breakdown of the number of people employed. The majority of juke box operations have three or less employees—both full—and part-time, fewer on the average than are employed in other service industries. It is interesting to note, however, the increase in the number of operators employing four or more people. In 1953, the Poll showed 25.4 per cent of the operators fell in this category, compared with 36.4 per cent this year.

QUESTION 6: *Are you a member of an active juke box association?*

ANSWER: Yes 43.5%
No 56.5%

COMMENT:

Far more replies were received this year from areas in which trade associations are active. Trade associations have become far more numerous in the past four years—a trend at least partly traceable to the battle over the juke box copyright exemption. Keep in mind that this figure includes city and State associations as well as membership in Music Operators of America.



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By JIMMY BOVDIK AND HIS
MELODY MATES
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QUESTION 7: Do you also operate a retail record store?

ANSWER: Yes 11.8%
No 88.2%

COMMENT:

The number of juke box operators who reported operating a retail record store declined this year after a steady increase over the past three years. No reason for this decline could be gathered from the Poll questionnaires.

QUESTION 8: Of the total number of phonographs on your routes, what percentage are postwar models?

ANSWER: An average of 90.1 per cent (see Comment).

COMMENT:

Despite modernization programs, there are still a surprising number of 1940-1941 phonographs in use. Last year's Poll disclosed a number of operating companies with a high number of old juke boxes which tended to pull the average down. This year, however, there were fewer such instances. The most frequently mentioned percentage this year was 100 per cent, indicating that the average music operator has done a good job modernizing his routes.

QUESTION 9: Of the total number of phonographs on your routes, what percentage are 80 or more selections?

ANSWER: An average of 48.2 per cent (see Comment).

COMMENT:

The bigger selection phonographs are steadily taking over as operators buy new equipment. Manufacturers are currently concentrating on 80, 100, 104 and 120-selection models to broaden the type of music and the choice of selections which operators can offer the public.

QUESTION 10: Of the total number of phonographs on your routes, what percentage play 45's only or intermixed?

ANSWER: An average of 38.3 per cent (see Comment).

COMMENT:

This would indicate that approximately 160,000 of the nation's 450,000 coin-operated phonographs play 45-r.p.m. disks exclusively or intermixed. The trend toward 45's began four years ago when Seeburg introduced the first music machine built to play that speed exclusively. Some 78's are still being built for export and for certain domestic areas. But even in export, the trend is steadily toward 45-r.p.m. phonographs. If the present rate of replacement continues, the 78-r.p.m. juke box will have virtually disappeared from locations in the next six years.

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QUESTION 11: Please check the type of commission arrangement you use when installing brand-new equipment.

ANSWER: Flat percentage 47.7%
Guarantee plus percentage 20.5%
First money plus percentage 20.4%
Straight percentage plus guarantee and percentage 5.7%
Straight percentage plus first money and percentage 1.1%
All three types 3.6%
Answer unsatisfactory 1.0%

COMMENT:

The increased cost of doing business—as well as the higher initial cost of new phonographs—caused most music operators to abandon the straight commission percentage arrangement with locations. As used here, "first money" means the operator takes out a previously agreed upon amount, then figures the location's commission on the remainder. "Guarantee" means the location underwrites the installation to the extent of guaranteeing the operator a certain minimum dollar amount each collection period. Both arrangements are used principally on newer phonographs.

QUESTION 12: To maintain your route in A-1 condition, what percentage of your music equipment do you believe you should replace each year?

ANSWER: An average of 17.7 per cent (see Comment).

COMMENT:

It is important to keep in mind that this question does not ask how many phonographs operators are actually replacing, but how many he thinks he should replace. If this replacement average were maintained by all music operators, some 76,000 brand-new phonographs would move out on location each year. Actually, the juke box industry has built an average of approximately 54,000 phonographs each year since 1946. Only in 1947 did the number exceed 55,000. In practice, the average juke box operator replaced more nearly 10 per cent of his music machines each 12-month period.

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QUESTION 13: For the past 12 months, what has been your average weekly share of the gross per machine?

ANSWER: An average of \$10.25 per week.

COMMENT:

This year's Poll revealed relatively little change in average juke box gross. This figure represents the operator's gross after payment of location commissions. From this amount the operator must buy records, pay his employees, take care of his overhead expenses, taxes and allow for depreciation. Approximately 20 per cent of the operators participating in this year's Poll reported having some of their phonographs set to operate at a dime—a factor undoubtedly important in maintaining this gross figure.

QUESTION 14: What percentage of your weekly take do you spend for records?

ANSWER: An average of 14.9 per cent.

COMMENT:

As music operators became more cost-conscious, many established a fixed percentage of the gross as the amount of money available to their routemen and collectors for new records. Figuring this percentage against the average weekly gross income, the Poll indicates the juke box business accounts for 68,000,000 records annually.

QUESTION 15: How do you pay your employees?

ANSWER: Salary only67.5%
Commission only 5.1%
Salary & commission24.7%
Answer unsatisfactory 2.7%

COMMENT:

Each year the percentage of operators who pay their employees a straight salary has shown a steady increase. Answers were rated unsatisfactory here where operators wrote in the average dollar wages of their employees rather than checked off the method of payment. One possible reason for the increasing number of operators who pay a salary only: Unions which have made great strides in organizing operators' service personnel since 1946.

QUESTION 16: Is your music operation free from debt?

ANSWER: Yes38.6%
No60.2%

COMMENT:

This is a slight increase in the percentage of music operations in debt (from 55.5 per cent last year to 60.2 per cent this year). Since the great majority of new juke box purchases are on the installment basis, it is natural to expect most juke box operations are in debt. Related to this question, is the following material on the difficulty—or lack of it—operators are experiencing repaying that debt.

QUESTION 17: If your operation is not free from debt, are you having difficulty today meeting payments when they are due?

ANSWER: Yes30.2%
No69.8%

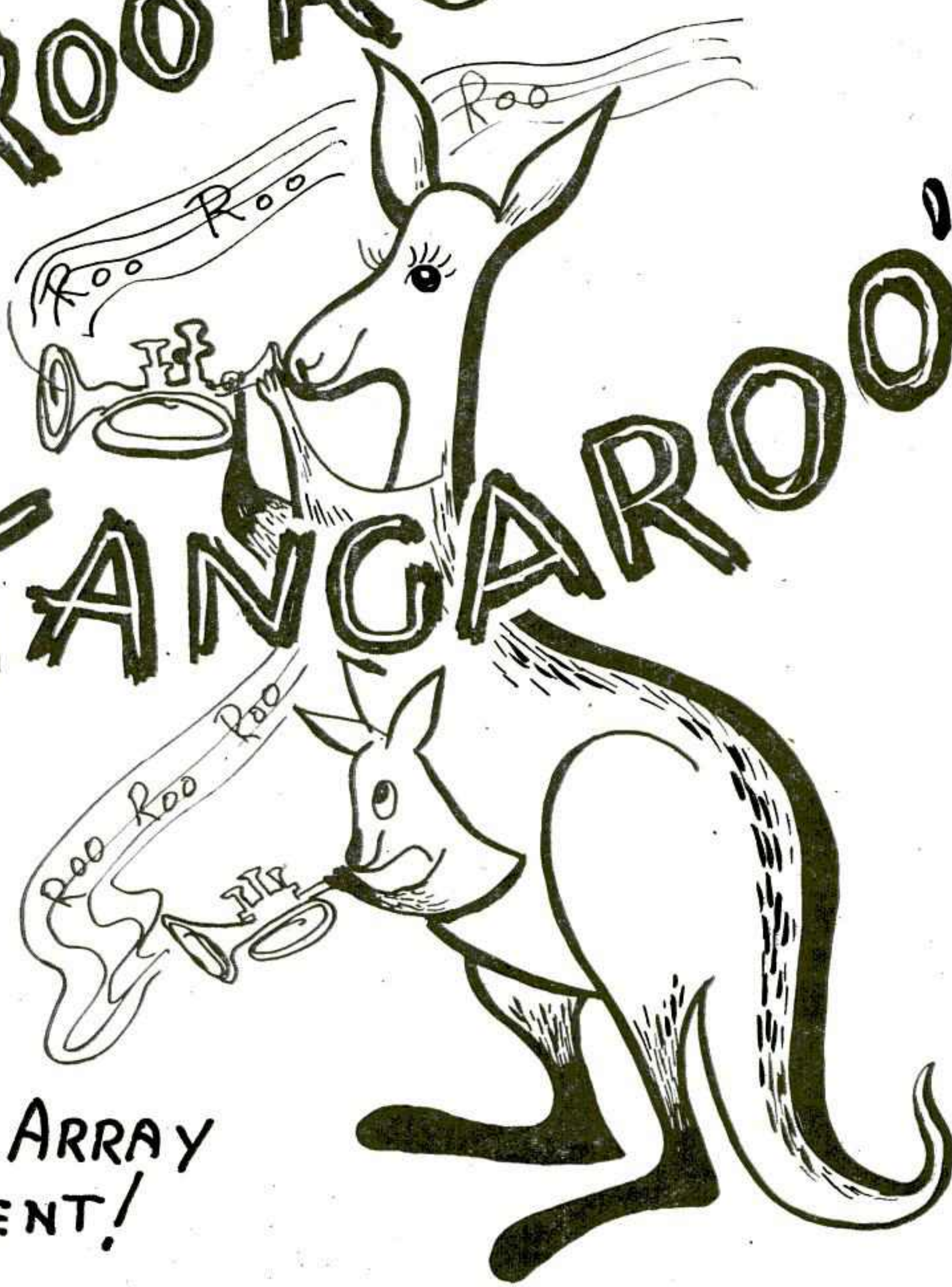
COMMENT:

Last year 29.5 per cent of the operators said they were experiencing difficulty in meeting their payments. This year's Poll shows surprisingly little variation, confirms reports from financing institutions and from distributors that the rate of delinquency on juke box paper is at an all-time low. One large financing company reported less than 3 per cent of all its paper was more than 30 days past-due.

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ON RAINBOW RECORD 240**

Do Jimmy Roma's
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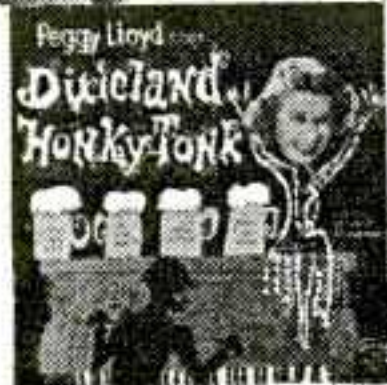
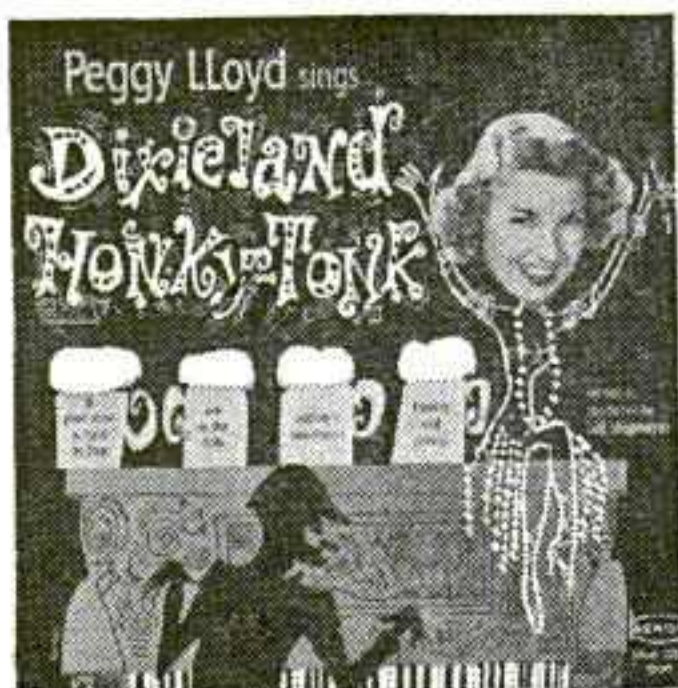
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QUESTION 18: What percentage of your phonographs are in taverns?

ANSWER: An average of 53.1 per cent.

COMMENT:

In 1946 best trade estimates figured between 70 and 75 per cent of the nation's music machines were in tavern locations. Since that time operators have successfully sold their music services to a wider variety of locations. The tavern, while still the most important type of outlet for the music operator, no longer overshadows restaurants, diners and drive-ins. Just as the average music operator is diversified in the type of equipment on his routes, so also is he diversified in his accounts.

QUESTION 19: On the basis of earnings, what are the three top types of music locations on your routes?

ANSWER: (In order to give an accurate picture, the following percentages show the number of votes each type of location received for first, second and third place. Taverns, for example, received the most number of mentions for all three places.)

FIRST	Percentage
1. Taverns	46.1
2. Restaurants	15.6
3. Diners & Drive-Ins	14.5
4. Cafes	11.9
5. Dairy, confectioneries	5.3
6. All others	6.6

SECOND	Percentage
1. Taverns	37.9
2. Restaurants	25.8
3. Cafes	12.1
4. Diners & drive-ins	9.1
5. Dairy, confectioneries	7.6
6. All others	7.5

THIRD	Percentage
1. Taverns	30.0
2. Restaurants	16.7
3. Clubs	16.7
4. Dairy, confectioneries	15.0
5. Cafes	8.3
6. All others	13.3

COMMENT:

This breakdown clearly shows the music machine industry's diversification of accounts—a healthy sign for its future stability. Altho taverns were far and away the number one spot, it is interesting to note they decline in importance in the second and third places. This diversity means increasing numbers of non-tavern outlets are using coin-operated music systems.



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You made it all
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TILL I WALTZ AGAIN WITH YOU

THEN

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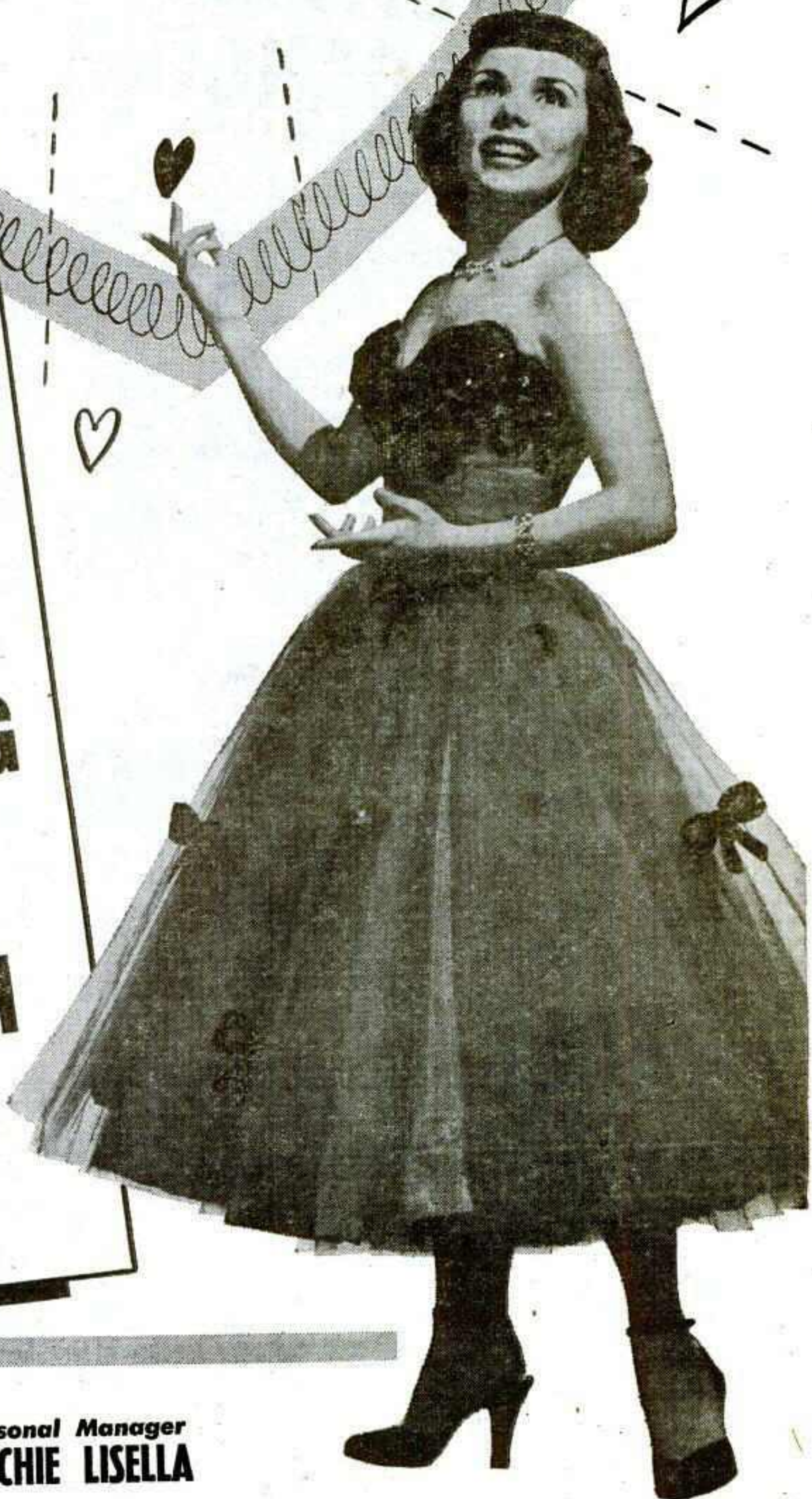
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PART 2:

Operator Aspects

QUESTION 1: How many juke boxes do you currently operate?

ANSWER: An average of 68.3 juke boxes per operator

COMMENT:

The juke box business is composed of small businessmen, as the answer to this question clearly indicates. This year's survey shows a slight decrease in the average number of machines operated. In many areas it is true that high operating costs—and the operators' decision to convert to dime play—caused juke box companies to pull equipment from marginal stops.

QUESTION 2: How do you buy most of your records?

	% of Operators
ANSWER: Buy in person	52.4
Order by mail, phone or telegram	31.2
Wait for distributor salesman to call	16.4
Total	100.0

COMMENT:

Almost the same number of operators reported that they buy their records in person as a year ago. Slightly fewer said they order by mail with the results that a somewhat higher percentage, tho scarcely significant, stated they wait for a salesman to call.

QUESTION 3: Where do you buy most of your records?

	% of Operators
ANSWER: Wholesale from record distributors	65.2
At less than retail from "one-stops"	33.1
At regular retail from dealers	1.7
Total	100.0

COMMENT:

The steady gain in importance that "one-stops" have shown in the last few years as a source for buying records is again reflected in the answers to this year's poll. Over the past three years the percentage of operators who have reported that they buy most of their records from "one-stops" has risen from 21 per cent in 1952 to 26.8 per cent a year ago and to 33.1 per cent this year. Because of the tremendous importance that juke box operators play as a market for records, this trend toward "one-stop" buying is bringing new promotional and merchandising methods to the fore. Large record manufacturers and their distributors are paying greater attention to these mass outlets to ensure that their records are fully represented. By the same token, a small new record company is in a position to increase its initial acceptance by working closely with a number of "one-stops."

QUESTION 4: How frequently do you normally buy new records?

	% of Operators
ANSWER: About once a week	46.5
About once every two weeks	27.6
About twice a week	21.3
Daily	2.3
About once a month	2.3
Total	100.0

COMMENT:

From these answers it appears operators are buying records more frequently than they were a year ago. In last year's poll 55 per cent reported they bought new records once a week or more frequently. This year's survey shows the figure has jumped to 80 per cent for those who buy with the same frequency. The biggest gain over a year ago is found among those who buy twice a week. This gain is offset by considerably fewer than a year ago who said they bought new records about twice a month. The shift to more frequent buying can be explained in two ways: the increasing acceptance and greater convenience of "one-stops" and the need for operators to keep a closer eye on the programming of their boxes. The answers to a later question, for example, show that more operators are adding new records to their boxes more frequently than a year ago.

Thanks for your help



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QUESTION 5: Which two of the following sources of information are the biggest aids to you when buying records?

	% of Operators
Trade paper charts and editorial features	78.4
Your own personal opinion	28.4
Location requests	26.6
Current artist popularity	13.5
Actual machine count	13.5
Trade paper advertisements	11.7
Distributor/manufacturer free sample records	6.6
Disk jockey recommendations	6.6
Distributor salesman's advice	5.0
Trade association bulletins	5.0
Distributor/manufacturer direct-mail and release sheets	3.3
"One-stop" salesman's advice	1.4
Total	200.0

COMMENT:

The answers to this question total 200 per cent because each operator was asked to check his two most important buying aids. Just as a year ago, trade paper charts and editorial features again were reported as the key buying aid. In this year's poll this source of information was cited by even more operators than a year ago. Last year 54 per cent of operators checked this factor (a ratio of two to one over the second most important buying aid) compared with 78.4 per cent this year (and a ratio of more than three to one over the next most important aid). The same trend toward increased dependence on best selling charts and other Billboard buying services such as "This Week's Best Buys" and record reviews has also been noted on the disk jockey and dealer levels in recent surveys.

By and large, the other buying aids were reported in about the same order as a year ago, tho "personal opinion" and "location requests" switched in order of importance from a year ago.

QUESTION 6: How often do you add new records to your boxes?

	% of Operators
About once every two weeks	53.0
About once a week	40.5
About once every three weeks	4.9
About once a month	1.1
More frequently than once a week	.5
Total	100.0

COMMENT:

Just as many operators add new records to their boxes at least every other week as they did a year ago, according to these answers. There's an increasing tendency, however, to change records on a weekly basis. This year 41 per cent of the operators reported adding new records once a week or more frequently, while a year ago the figure was 31 per cent. This increase in frequency of adding new records reflects the greater frequency of record buying indicated in an earlier question.

QUESTION 7: How many new records do you add to your average juke box each time you change records?

	Number of Records
Average multi-selector (80 play and more)	7.2
Average smaller box (less than 50 play)	5.6

COMMENT:

Compared to a year ago, the average operator is now adding about one more record to each of his multi-selectors than he was then. Last year's answer was 6.5 records against the 7.2 in this poll. The figure for the number of records added to the smaller box each time a change is made remained constant with last year's results. This, of course, would include records shifted from one location to another. The increase in records added to multi-selectors, coupled with the fact that operators are buying more frequently and changing records slightly often, indicates the closer attention that operators are probably paying to make each box pay off to its fullest potential.

QUESTION 8: Which THREE record artists in each category have been your biggest money-makers in the last six months?

ANSWER:	POPULAR
1.	Eddie Fisher..... RCA Victor
2.	Patti Page..... Mercury
3.	Tony Bennett..... Columbia
4.	Perry Como..... RCA Victor
5.	Les Paul-Mary Ford..... Capitol
6.	Teresa Brewer..... Coral
7.	The Hilltoppers..... Dot
8.	Dean Martin..... Capitol
9.	Joni James..... M-G-M
10.	The Four Aces..... Decca

	COUNTRY & WESTERN
1.	Webb Pierce..... Decca
2.	Eddy Arnold..... RCA Victor
3.	Hank Snow..... RCA Victor
4.	Carl Smith..... Columbia
5.	Red Foley..... Decca
6.	Slim Whitman..... Imperial

7.	Hank Thompson..... Capitol
8.	Jim Reeves..... Abbot
9.	Hank Williams..... M-G-M
10.	Ernest Tubb..... Decca

RHYTHM & BLUES

1.	Fats Domino..... Imperial
2.	B. B. King..... RPM
3.	Joe Turner..... Atlantic
4.	Faye Adams..... Herald
5.	Earl Bostic..... King
5.	The Dominoes..... Federal
7.	The Clovers..... Atlantic
8.	Rufus Brown..... Atlantic
9.	Clyde McPhatter..... Atlantic
10.	Dinah Washington..... Mercury

COMMENT:

Listed above are the artists in order of importance in each of the three music categories whose records operators reported as their biggest money-makers during the last six months. In tabulating the answers, each first-place vote was given three points; each second-place vote, two points, and each third-place vote, one point.

The list is certainly an impressive one and includes a wide range of labels. Artists from eight different pop labels, seven c.&w. firms and seven r.&b. companies are listed. The biggest label domination was registered by Atlantic in the r.&b. field with four of their artists represented.

QUESTION 9: Which record label has been your biggest money-maker in each category in the last six months?

ANSWER:

POPULAR	COUNTRY & WESTERN	RHYTHM & BLUES
1. RCA Victor	1. Decca	1. Atlantic
2. Capitol	2. RCA Victor	2. King-Federal
3. Columbia	3. Columbia	3. RPM-Modern
4. Mercury	4. Capitol	4. Imperial
5. Coral	5. King	5. Okeh
5. Decca		5. RCA Victor

QUESTION 10: To what extent do you use printed title strips? (Do not include typewritten strips as printed ones.)

	% of Operators
No printed title strips used	47.6
About 1/4 of title strips are printed	20.6
All title strips are printed	17.5
About 1/2 of title strips are printed	12.7
About 3/4 of title strips are printed	1.6
Total	100.0

COMMENT:

A comparison of this year's answers with those of a year ago shows that the idea of using printed strips in boxes is slowly gaining more acceptance. Whereas a year ago 55 per cent reported no printed strips on their boxes, this year's answers show that now slightly less than half of the operators—47.6 per cent—don't use printed strips. A total of 17.5 per cent said that all their strips are printed, a gain of one percentage point over a year ago. The big gain was registered among those who have about three-quarters of their records in boxes identified by printed title strips. The fact that about six out of 10 operators use printed strips on only a quarter of their records or don't use them at all points up the tremendous market that is still wide open for makers of printed strips.

QUESTION 11: (If you use printed title strips) What per cent of the printed title strips you use are received free from manufacturer, distributor or other source?

ANSWER: An average of 42.5 per cent (see comments)

COMMENT:

The continued stress that record companies are placing on the juke boxes of America as users of records is strongly pointed up by these answers. According to the operators who use title strips, more than four of every 10 printed strips in their boxes have been received free with the purchase of the records. The use of free title strips as a means of merchandising records indicates the recognition of operators by manufacturers, distributors and others as a plus method in getting particular records on the boxes. Some record company executives work on the thumb rule that 300,000 of a 1,000,000-selling record are on juke boxes and that boxes can account for many as 200,000 of a 500,000-seller, certainly evidence of the tremendous market importance played by the juke box industry.



(Peter Lind Hayes
and
Mary Healy)

PETER
and
MARY



Crazy Mixed-Up Songs

with the
norman leyden
orchestra

what label??

Essex of course - the crazy mixed-up label
release # E-353

and...

(What shall we do with a)
**LONESOME
LOVER**



with
JIM BRIGHT and his Orchestra
on two new Sy Oliver
arrangements of

**"GIMME,
GIMME,
GIMME,
GIMME,
GIMME"**

(The Miser's Serenade)

and

"BLUE SILHOUETTE"

Bethlehem 1291



Record Promotion:
**BLAINE
BERGMAN**
1650 Broadway, N. Y.
Suite 407

For available territories
contact: **MURRAY SINGER**
Nat'l Sales Mgr.

BETHLEHEM RECORDS

1650 Broadway

(JU 6-7133)

New York, N. Y., Suite 1205

Bernard J. Carr

Continued from page 7

sang popular old-time songs while the little Heidelberg man was optically brought off the bottle in a gesture of good fellowship. A combination of special effects (the character coming off the bottle), animation (thru which he was created) and live photography (of the beer being poured) were used for the visualization.

The words of the songs were unchanged except for the last line, which was twisted to rhyme with Heidelberg, and the commercials closed with the duet singing "So let's have a Heidelberg." The entire emphasis was on creating a relaxed atmosphere and to associate Heidelberg beer with moments of good fellowship and cheer.

Grand Prize beer's "Pale Dry Pete" — Grand Prize was to be pictured as the Pale Dry—"He-Man's beer."

Pale Dry Pete was pictured as a hard-ridin', two-fisted, gun-totin' cowboy right off the Texas plain. The entire commercial was done in animation, and a rhyming narration was used. Pete was shown riding, shooting his two guns off behind him. (They acted as jets propelling him forward.)

He was so tough that when he rode into town everybody scattered out of his way. And when he strode into the town saloon and banged on the bar, he knew just what kind of beer he wanted — Grand Prize Beer, Pale Dry, is the reason why.

That last line was the only commercial plug given the product, but the commercial created remembrance and did a highly successful selling job for its sponsor.

Early Critics

When Cascade Pictures produced the Pale Dry Pete commercials just two and a half years ago, many advertisers felt we were making a mistake. They said the job of a television commercial is to sell, not necessarily to amuse the public.

However, despite the gloomy forebodings, the commercial did an effective selling job without seeming to try. And it is a real tribute to the flexibility of the advertising profession to note that more and more advertisers are beginning to use entertainment in their television commercials.

Perhaps we at Cascade succumbed to a rather natural desire to make what could be called "entertainment commercials," because all of our executives and producers learned the business in the Hollywood studios. However, the results of this type of presentation over the past few years have convinced us that entertainment is a very major tool in attaining remembrance and product identification.

During the past year, more and more of our commercials have incorporated entertainment. Instead of straight sales pitches, we have been filming an ice-skating sequence starring the Scotsvold Twins for the Toni Company, creating the Kid's Dream World Series for Kellogg's cereals and the "Energy Giant" for Kix breakfast food.

There are three separate and important reasons contributing to the growing use of entertainment in filmed television commercials. First of all, there is the increased ability to gain and hold the viewers' attention.

Secondly, carefully planned and properly integrated entertainment builds pleasant feelings and associations around the product being advertised. And finally, but far from unimportant, they lower the end costs of filmed commercials, because entertainment can stand a great deal more repetition than a straight sales message.

\$750 Mil for TV

Continued from page 7

will be about the same as that with magazine and newspaper circulations. "If anything," he says, "the TV page will be a little cheaper and the impact more potent as a selling aid."

"There is \$5,000,000 a week spent by advertisers nationally in magazines only, who are not on TV, not including liquor ads," Roach says. "There is over \$10,000,000 a week spent by local advertisers who are not on TV. Advertising has increased by \$2 billion since 1949. The Department of Commerce claims that there is another billion to be spent on advertising if the ratio of 2 1/4 per cent of business' national income prevails."

Participation

Continued from page 4

network fails to find network participation clients.

NBC maintains that the plan is not spot buying because it does not allow selective market purchasing. It also maintains that it is selling participations mainly in its omnibus-type shows which couldn't be sold otherwise because of their length.

In spite of NBC Radio's claims, station representatives, the Station Representative Association, Inc., and CBS Radio were already alleging that the NBC announcement scheme is, in effect, a spot plan. CBS Radio, the rival network, sees the NBC scheme as putting it at a disadvantage in the selling of its time, a disadvantage that perhaps can only be met by a similar move. But opinion is that the CBS affiliates will not sit still for such a plan because of their prosperity.

The plan, in fact, is only the latest by which all the webs have been selling announcements for quite a while. CBS has its "Power Plan," NBC its "Three Plan," ABC its "Pyramid Plan." But to buy into the "Power Plan" costs about \$15,000, to buy into the "Three Plan" about \$8,300, and to buy the "Pyramid" even less, but still a substantial sum.

No figures have been given on what it will cost to buy announcements in the extended announcement plan at NBC Radio, but advertisers, according to estimates, may be able to pick up buys for as little as \$4,000 per announcement. There are reports that sponsors can buy announcements for about \$1,200 at ABC Radio.

If agencies go in for mass purchase of announcements at NBC Radio, it is likely to mean a drastic cutting of their media billing staffs. Where clerks had to handle bills from numerous stations, they will only handle one bill from the network.

FM Multiplexing

Continued from page 4

the deadline for filing comments was pushed back to March 20. Extensions were requested by five petitions before the Federal Communications Commission, two of which the FCC granted this week. The two were submitted by Richard G. Evans, who calls himself the "originator of transcasting," and the American Civil Liberties Union. Three petitions, which requested lengthy extensions chiefly to carry out experiments with multiplexing equipment, were turned down by the FCC.

Upward of 30 comments on the proposals had been received up to the expiration of the original February 25 deadline for comments and answers. FM broadcasters seemed generally pleased with the idea of a blanket authorization for functional music via multiplexing, which the FCC views as a shot in the arm for FM's ailing finances. Opposition was confined largely to the possibility of the FCC's authorizing transit-casting. However, it would be possible for the commission to issue final rules allowing store-casting and other functional music services without permitting operations in the controversial transit-casting field.

Cinema-Vue

Continued from page 7

in pop classics, with ballet and other sight values.

Smith is president of C-V. Vice-president is Frank Smith, formerly a sales rep for Tele-Pictures. Secretary is Harry Pimstein, former veepee and counsel for RKO.

C-V will set up four regional offices. The new firm is completely independent of Transamerican, tho they will probably set up partnership agreements for specific properties. C-V is also expected to distribute other shows besides those of Transamerican.

Was With T-P

Smith was vice-president and sales manager of Tele-Pictures during its two and a half years. The latter firm is now in the process of dissolution, and its 79 feature films plus other pictures produced by Robert Lippert are being distributed by Official Films.

Other known properties that Transamerican has earmarked for filming include "The Fannie Hurst Playhouse," "Dennis the Menace," "The Parker Family" and "Light of the World." Transamerican plans to do its shooting in New York and will put all its film shows into syndication sales.

New-New-New...

And Coming Up Sensationally!



By the Beautiful Taylor Maids



BEVERLY

PATTI

SHIRLEY

ERSKINE JOHNSON SAYS—February 18, 1954

NOW THAT the Andrews Sisters have broken up, a new trio, the Taylor Maids, are zooming to stardom via their "NU, NU, NU" record. The girls were discovered by Zazu Pitts and given their first big TV break by Bob Hope.

BILLBOARD SAYS—February 13, 1954

THE TAYLOR MAIDS... NU, NU, NU... 74—EUREKA 6752 The Taylor Maids, new group on a new West Coast label, turn in a bright performance here on a happy hunk of novelty. The girls are good, the tune and arrangement are cute.

CASH BOX SAYS—February 13, 1954

"BEST BETS"—
NU, NU, NU... The Taylor Maids — Eureka 6752; 45-6752

Not Posed By Professional Models
THESE ARE THE TAYLOR MAIDS
(And they sing as good as they look!)

EUREKA RECORDS

6223 Selma Avenue — Hollywood 28, California

ORDER EUREKA RECORDS FROM YOUR NEAREST DISTRIBUTOR

- CALIFORNIA**, Los Angeles
Sunland Music Co., 1310 S. New Hampshire
- San Francisco**
United Music Co., 440 Sixth Street
- COLORADO**, Denver
Davis Sales Co., 1724 Arapahoe Street
- CONNECTICUT**, East Hartford
Malverne New England Dist., 735 Conn. Blvd.
- FLORIDA**, Miami
Pan American Dist. Co., 3401 W. 36th St.
- GEORGIA**, Atlanta
Southland Dist. Co., 441 S. E. Edgewood
- ILLINOIS**, Chicago
James H. Martin, 1343 S. Michigan Avenue

- KANSAS**, Wichita
Campbell-Carl Co., 210 S. Emporia Ave.
- LOUISIANA**, New Orleans
A-1 Record Co., 640 Baronne Street
- MARYLAND**, Baltimore
General Dist. Co., 2329 Pennsylvania Ave.
- MASSACHUSETTS**, Boston
ABC Dist. Co., 259 Huntington Avenue
- MICHIGAN**, Detroit
Cadet Dist. Co., 3766 Woodward Avenue
Pan American Dist. Co., 3731 Woodward
- MINNESOTA**, Minneapolis
Lieberman Music Co., 257 N. Plymouth
- MISSOURI**, St. Louis
Recordit Dist. Co., 1913 Washington Ave.
Roberts Record Dist., 1518 Pine Street

- MONTANA**, South Great Falls
Music Service Co., 204—4th Street
- NEW YORK**, Albany
Leonard K. Smith, Inc., 406 N. Pearl St.
- New York City**
Cosnat Dist. Corp., 315 W. 47th Street
- NORTH CAROLINA**, Charlotte
F & F Enterprises, 1229 W. Morehead St.
- OHIO**, Cincinnati
A & I Dist. Co., 521 W. 6th Street
- Cleveland**
Ohio Record Dist., 1737 Chester Street
- OKLAHOMA**, Oklahoma City
Oklahoma Record Supply Co., 637 N.W. 2nd

- OREGON**, Portland
B & G Dist. Co., 337 N. W. 6th Avenue
- PENNSYLVANIA**, Pittsburgh
Jack M. Young, 1206 Forbes Street
- TENNESSEE**, Memphis
Music Sales Co., 1117 Union Avenue
Nashville
Tennessee Music Co., 415 Main Street
- TEXAS**, Dallas
Big State Dist., 137 Glass Street
El Paso
M. B. Krupp Dist. Co., 309 S. Santa Fe
Houston
United Record Dist., 1902 Leeland Ave.
- VIRGINIA**, Richmond
Allen Dist. Co., 420 W. Broad Street

EUREKA RECORD EXPLOITATION

HOLLYWOOD
JERRY JOHNSON
6223 Selma Avenue • Hollywood 28, Calif.

CHICAGO
DICK LA PALM
203 North Wabash • Chicago 1, Illinois

NEW YORK
MILTON KARLE
440 East 56th Street • New York 22, N. Y.

—JUKE BOX OPERATORS—

THIS NOVELTY TUNE IS THE HOTTEST BABY IN TOWN!

"CHILI DIPPIN' BABY"

Backed with "SHADOW ROCK TRAIL"

The little story about the Southern gal who used to chop the cotton on the cotton farm, but NOW . . .

"She's a CHILI DIPPIN' BABY from ole Memphis town, She's got the hottest Dipper that has ever been found."

You ain't heard nothin'—till you've heard this red hot record!

Distributors and Juke Box Owners --- Write for free sample record

Write—Wire—Telephone—Territories Open!

RAYMOR RECORD CO.

1901 No. Hillside Phone 64-1114 Wichita 14, Kans.

How Was Your Timing on . . .

"ANSWER ME, MY LOVE"

NAT KING COLE
CAPITOL 2687

Now on Billboard's "Best Selling Singles" Chart

Start today to time your record buying to cash in on the heaviest disk jockey promotion and strongest dealer merchandising. Billboard's weekly BEST BUYS are the answer. Arrange now to have title strips of BEST BUYS supplied day and date with their publication in Billboard. You'll save time and money . . . you'll be riding only the winners for top play the year around!

Spotted as a
**Billboard
BEST BUY**

**JANUARY
13, 1954**

Title Strips
Ready for Top
Juke Profits

**JANUARY
13, 1954**

CONVENIENT ORDER FORM

There are 20 title strips on each card—10 on side A and 10 on side B. The minimum package includes 2 cards of each record selected (average 10 records—20 cards) delivered weekly for a period of 3 months.

(Cards per Week)	(Cost for 3 months)	(Cards per Week)	(Cost for 3 months)
20 (400 strips)	\$ 9.00	70 (1400 strips)	\$29.00
30 (600 strips)	13.00	80 (1600 strips)	33.00
40 (800 strips)	17.00	90 (1800 strips)	36.00
50 (1000 strips)	21.00	100 (2000 strips)	39.00
60 (1200 strips)	25.00		

Sterling Title Strip Co.
2 E. 45th St., New York 17

Date _____

Please start sending me _____ title strip cards of Billboard's "Best Buys" to cost \$ _____ for 3 full months. Payment is enclosed.

Name _____

Address _____

City _____ Zone _____ State _____

Labels With Their Coded Abbreviations

A440	A440	Klismet	Kls
Abbott	Abb	Latin America	LA
Aladdin	Ala	London	Lon
Allied	All	Loop	Loe
Apollo	Apo	Lucky	Luc
Aragon	Ara	Marilu	Mlu
Arrow	Arr	Marvel	Mar
Artists	Art	Maunay	Mau
Atlantic	Atl	Mercury	Mer
Atlas	Ats	Meteor	Mtor
Audivox	Aud	M-G-M	M-G-M
Bach Society	BS	Modern	Mod
Bartok	Btk	Monarch	Mon
Bell	Bel	Morrison	Mor
Benida	Ben	Music Library	ML
Billmor	Bill	Nashboro	Nas
Blue Hen	BH	New Editions	NE
Blue Ridge	BR	Oceanic	Oce
Brunswick	Brk	Okeh	Oke
Cadence	Cdc	Old Timer	Old
Capitol	Cap	Orfeo	Orf
Cardinal	Cdl	Oxford	Oxf
Chance	Cha	Pacific Jazz	PJ
Checker	Che	Palda	Pal
Chess	Chs	Pavilion	Pav
Children's Record Guild	CRG	Peacock	Pea
Classic Editions	Ced	Period	Per
Clef	Cif	Perspective	Psp
Cloud	Clo	Philharmonia	Phi
Co-Ed	C-E	Phoenix	Pho
Columbia	Col	Polkaland	Pik
Co-Op	C-O	Polymusic	Pmu
Coral	Cor	Program	Prm
Crystal	CrI	Progressive	Pro
Dana	Dan	Quality	Qua
DC Records	DC	Rachmaninoff	Rac
Decca	Dec	RCA Victor	RCA
Deluxe	Del	Rama	Rma
Demo	Dem	Ranger	Ran
Derby	Der	Record Guild of America	RGA
Devon	Dev	Renaissance	Ren
Dial	Dia	Republic	Rep
Dome	Dom	Reveal	Rev
Dot	Dot	Riverside	Riv
Duke	Duk	Rockin'	Roc
Ebony	Ebo	Rondo	Ron
Elektra	Ele	RPM	RPM
Epic	Epl	Rudder	Rud
Esoteric	Eso	Savoy	Sav
Essex	Ess	Score	Scs
Eterna	Eta	Sentry	Sen
Excella	Exc	7-11	7-11
Fabor	Fab	Sho-Me	Sho
Fantasy	Fan	Simon & Schuster (Golden)	S&S
Federal	Fed	Southern	Sou
Festival	Fes	Specialty	Spe
Fiesta	Fie	Starday	Sdy
Flair	Fla	States	Sta
Folk Dancer	FD	Stradivari	Str
Four Star	FS	Success	Suc
Frontier	Pro	Sun	Sun
Gateway	Gat	TAR	TAR
Gavotte	Gav	Thrillwood	Thr
Gilt Edge	GE	Tico	Tic
Glory	Gly	Tiffany	Tif
GMP	GMP	Time	Tim
Good Time Jazz	GTJ	Tin Pan Alley	TPA
Gotham	Got	TNT	TNT
Grenoble	Gre	Trepur	Tre
Groove	Grv	Trumpet	Tru
Herald	Her	20th Century	TC
Hickory	Hic	United	Uni
Hokem	Hok	Valdoray	Vry
Hollywood	Hwd	Vernon	Ver
Holmes Royal	HR	Viennola	Vie
Horoscope	Hor	Virginia	Vir
Ideal	Ide	Vod-Vil	Vod
Imperial	Imp	Walden	Wal
Intro	Int	Wallis Original	WO
Jay Dee	JD	Western Jubilee	WJ
Jazzology	Jaz	Windsor	Win
Joco	Joc	X	X
Jubilee	Jub	Yeoman	Yeo
K&K	K&K	Young People's	YP
Kentucky	Ky	Zodiac	Zod
King	Kng		



"I'M GLAD I DID ORDER TODAY'S TOP TUNES"

TODAY'S TOP TUNES has done more good for me than ALL other forms of advertising.

White Electric Company
Woodruff, Wis.

Our trial order of TODAY'S TOP TUNES helped us 100% during our Christmas rush. We would like to continue to receive TODAY'S TOP TUNES.

Betty G. Orvis
(signed) Gingrich Jewelers & Popular Music Co.
2631 East 11th St.
Tulsa, Okla.

Mr. Al Meyer of Town and Country Music, Westwood, New Jersey, writes:

"Yesterday we had an example of the power of the Billboard 'Today's Top Tunes.' A woman came in and bought one record. We suggested several others to her, but she refused them all. Ten minutes after she left, her daughter was back with four records checked off 'Today's Top Tunes' which we had enclosed with her purchase."



"I WISH I HAD ORDERED TODAY'S TOP TUNES"



UNTIL FURTHER NOTICE PLEASE PRINT AND SHIP

Trial Order Quality Price

Weekly 50\$1.00

Twice a month 100\$2.00

Monthly 500\$5.50

Charge 250\$5.50

Charge \$.....Enclosed

IMPRINT AS FOLLOWS 829

Name (Please Print)

Address

City and State

Phone

Ordered by

"I'D FEEL MUCH BETTER IF WE HAD TODAY'S TOP TUNES!"



YOU MUST LOSE THE BAIT TO CATCH THE FISH!



Commercial Critique

By AL CANTWELL

Continued from page 7

sponsors who were horning in on their act, not to mention their bread and butter.

As I recall it, AFRA couldn't do much about this unexpected competition, but before long the novelty wore off and most of the sponsors gave up the cameras and returned to their cash registers. However, the idea of having a sponsor or a bona fide employee of the sponsor appear on behalf of the product or service lingered on in TV and is still with us.

Personal Approach

This personalized approach is now used by a number of important advertisers, among them Esso, DuPont, Lincoln-Mercury, Motorola and, on special occasions, General Motors and Philip Morris. Obviously these giant corporations are not motivated by the lure of the limelight that appealed to the Chicago pioneers of direct representation by the sponsor. The primary consideration seems to be an attempt to attain the TV ideal, believability.

The theory is that John Doe, chief engineer of Atomic Motors, as unprofessional as his commercial delivery may be, is more likely to be believed when he talks about the Atomic Eight than is a smiling announcer who was seen an hour ago talking about the digestive merits of Speedball Stomach pills.

This use of regular company employees may be more effective and it certainly is more economical than hiring a competent pro-

fessional announcer on a 100 per cent exclusive basis.

Various sponsors have had varying degrees of success in finding someone within their organization who could handle these TV chores well, but for the Pepperidge Farms Bakery it was easy. It went to the top and enlisted the services of the president of Pepperidge Farms, Margaret Rudkin.

In three one-minute film commercials made by Van Praag Productions for Kenyon & Eckhardt, Mrs. Rudkin relates the amazing success story of the Pepperidge Farms company which literally started in her kitchen and grew into the modern plant that makes the product today.

No Tricks

With no tricks, no dissolves and no supers, the commercials are simplicity itself. Just a handsome, dignified woman with a gentle voice and a sincerity that can't be doubted describing the wholesome ingredients that make her bread so distinctive in flavor and texture.

Mrs. Rudkin exudes that intangible quality best known as "class," which is particularly fortunate, since her bread is a premium product considerably more expensive than the mass produced commercial breads. If Mrs. Rudkin should burn the next batch of bread and go out of business, she has a bright future in TV selling.

FOR HITS GALORE IN '54 - COME TO

America's Fastest Growing POP & R+B Label...

RECORDS

Current Juke Box Favorites

The ORIOLES



SECRET LOVE

DON'T GO TO STRANGERS

(COME TO ME)

#5137
Orioles

The FOUR TUNES



DO DO DO
DO DO DO
DO IT
AGAIN

MY WILD IRISH ROSE

#5135
4 Tunes

OTHER CURRENT JUBILEE HITS

MARIE I GAMBLED WITH LOVE	#5128 4 Tunes
THERE'S NO ONE BUT YOU ROBE OF CALVARY	#5134 Orioles
BIRTHDAY CARD SONG LOVE ME, BABY	#6060 Betty Jones
2 P 2 PARDON MY BLOOPER EP5011 (Radio & TV's Most Hilarious Boners)	
ROMEO & JULIET (Dialect) Parts 1 & 2	#3526 Happy Lewis—Mae Questel

WHY DO A DRINK MAKE YOU THINK? BROWN GAL	#5138 Deek Watson
IT'S HEAVENLY YOU CALL IT MADNESS	#6055 Danny DeCarlo
THIS IS YOU I'LL ALWAYS REMEMBER	#6056 Pat Terry
MELANCHOLY SERENADE BREAK MY HEART	#6058 Bobby Breen
SOMEONE, SOMEWHERE I DON'T WANT TO GO ON LOVING	#6059 Chuck Leonard Quartet

COMING SOON

First Jubilee release by
Betty McLaurin, with Ray Charles
singers and Sy Oliver Orchestra.

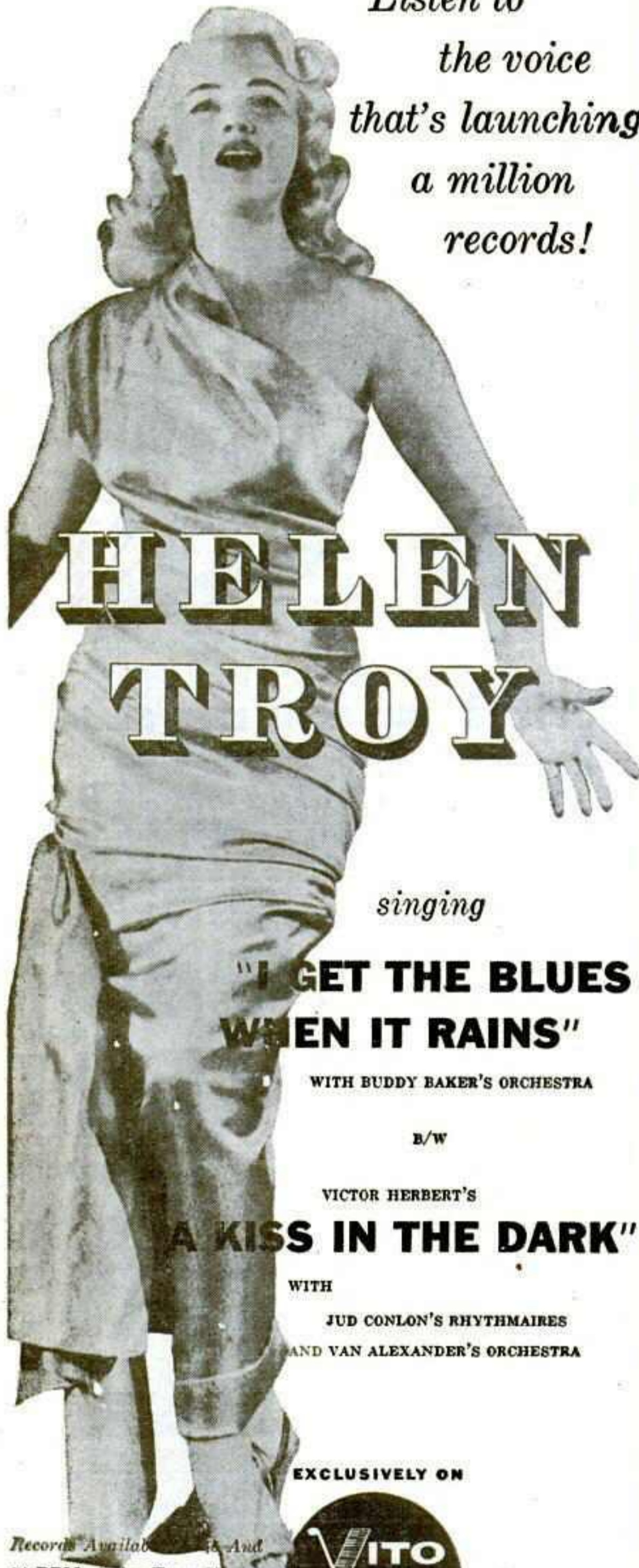
Thanks, Ops,
for those
many spins
Jerry

JUBILEE RECORDS

315 W. 47th St., N.Y.C., N.Y.

THIS IS A MUST!

Listen to
the voice
that's launching
a million
records!



**HELEN
TROY**

singing

**"I GET THE BLUES
WHEN IT RAINS"**

WITH BUDDY BAKER'S ORCHESTRA

b/w

VICTOR HERBERT'S

A KISS IN THE DARK"

WITH

JUD CONLON'S RHYTHMAIRES

AND VAN ALEXANDER'S ORCHESTRA

EXCLUSIVELY ON



Records Available in All
78 RPM. Order From Your
Distributor Now. Distributors
In Every Major City.

VITO RECORDING COMPANY

8855 Sunset Boulevard • Hollywood 46, California • CRestview 4-6919

**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, age, time on location, territory and other related factors.

	Issue of Feb. 27	Issue of Feb. 20	Issue of Feb. 13	Issue of Feb. 6
AMI				
Model A.....	\$139.00 160.00 195.00	\$139.50 195.00	\$139.00 139.50 159.95 175.00 195.00 199.50	\$139.00 139.50 160.00 195.00(2) 275.00
Model B.....	269.00 275.00 300.00	229.50 250.00 259.00 269.00 300.00	229.50 269.00 299.50 300.00	229.50 275.00 300.00
Model C.....	249.50 299.00 325.00	279.50 285.00 299.00 325.00	279.50 289.95 299.00 325.00 350.00	275.00 279.50 280.00 325.00
Model D-40.....	249.50 395.00 400.00	395.00 400.00	399.50 425.00(2)	399.50 425.00 450.00
Model D-80.....	439.50 479.50 495.00	495.00	439.50 495.00 525.00	439.50 525.00
CHICAGO COIN				
Band Box.....	139.00	95.00 139.00	139.00	139.00
EVANS				
Constellation.....	325.00	245.00 325.00	325.00	325.00
MILLS				
Constellation.....	125.00	125.00 215.00	125.00	125.00
RISTAUCRAT				
12 Selection.....	79.00		79.00	79.00
ROCK-OLA				
Fire Ball 45 RPM.....	469.50 475.00	475.00 545.00	469.50 475.00	469.50 475.00
1422.....	49.50 79.00 89.00 99.50	89.00 89.50 99.50	79.00 89.00 99.50	79.00 99.50 104.00
1426.....	59.50 99.00 109.00	109.00	99.00 109.00	99.00 119.00
1428.....	175.00	195.00 225.00	189.95	
1432.....	275.00 289.50	275.00 289.50	275.00	295.00
1434.....	375.00 395.00	375.00	375.00 395.00	395.00(2)
1436 Fireball 45 RPM.....	429.50			
52-50.....			429.95	
1947.....	125.00	125.00	125.00	125.00
1948.....	250.00	250.00	250.00	250.00
SEEBURG				
Hideaway.....	125.00	125.00	125.00	125.00
46 Hideaway.....	69.50			
1-46.....	135.00			
1-47.....	165.00			
47.....	99.50	99.50	99.50	99.50
48 Hideaway.....	89.50			
100 A.....	450.00			
H M 100 A.....	339.50			
M 100 A 78 RPM.....	349.50 450.00 495.00	350.00 375.00 395.00 450.00 495.00	449.95 450.00 465.00 495.00	450.00 474.50 475.00 495.00
M 100 B 45 RPM.....			535.00	
146.....	50.00 69.50 99.00 99.50	65.00 99.00 99.50 135.00	64.50 99.00 99.50 135.00	95.00 99.50 135.00
H 146 M Hideaway.....	79.00		79.00	79.50
146 M.....	79.00		79.00	79.00 115.00 115.00
146 S.....				
H 146 Hideaway.....	50.00			
147.....	75.00 89.50 109.50 129.50	75.00 109.50 129.00 165.00	109.50 129.00 165.00	109.50 125.00 165.00
147 M.....	109.00		109.00	109.00 135.00 135.00
147 S.....				
148.....	139.50 195.00	195.00	195.00	150.00 195.00 195.00
148 M.....	189.00	189.00	189.00	195.00
148 ML.....	159.50 199.00	159.50 179.50 199.00	159.50 199.00	159.50 215.00
148 SL.....	159.00		159.00	159.00
H 246 Hideaway.....	75.00			
1946 Hideaway.....	89.50	89.50	89.50	89.50
1947 Hideaway.....		99.50	99.50	99.50
1948 Hideaway.....	109.50 165.00	109.50 165.00	109.50 165.00	109.50 165.00
WILLIAMS				
Music Mite.....	90.00	75.00 90.00	90.00	
WURLITZER				
Colonial.....				89.00
600 K.....			25.00	
700.....				50.00
750 E.....			29.50	
1015.....	79.50 99.00 99.50 100.00 150.00	99.50(2) 150.00	89.95 99.00 99.50 150.00	97.50 99.00 99.50 125.00 150.00
1017 Hideaway.....	59.50			
1080.....	99.00 100.00 125.00	99.00 125.00	89.50 99.00 125.00	89.50 119.00 125.00
1100.....	169.50 189.00 219.00	185.00 189.50 225.00 235.00 245.00	189.50 199.95 219.00 250.00	189.50 215.00 219.00 250.00
1217 Hideaway.....	200.50			
1250.....	229.50 249.50 295.00 300.00 325.00	249.50 295.00 325.00	249.50 269.95 295.00 325.00	249.50 260.00 295.00
1400.....	399.50 429.50 495.00	429.50	429.50 449.95	429.50
1500.....	95.00 595.00(2) 695.00			
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3. "CROSS OVER THE BRIDGE"
and "My Restless Lover"
PATTI PAGE MERCURY 70302 • 70302X45
4. "SOMEBODY BAD STOLE DE WEDDING BELL"
and "Baubles, Bangles And Beads"
GEORGIA GIBBS MERCURY 70298 • 70298X45
5. "MELANCHOLY ME"
and "I Wonder What's Become Of Sally"
EDDY HOWARD MERCURY 70304 • 70304X45
6. "CHANGING PARTNERS"
and "Don't Get Around Much Anymore"
PATTI PAGE MERCURY 70295 • 70295X45
7. "FANCY PANTS"
and "By Heck"
DAVID CARROLL MERCURY 70292 • 70292X45
8. "THE BREEZE AND I"
and "To Love You"
VIC DAMONE MERCURY 70287 • 70287X45
9. "THE CREEP"
and "Love Theme"
RALPH MARTERIE MERCURY 70281 • 70281X45
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and "Drive In"
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BY MIKE ANGELO



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The Billboard Music Popularity Charts

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

• Best Selling Sheet Music

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

This Week	Last Week	Weeks on Chart
1. Stranger in Paradise..	3	14
2. Oh, Mein Papa (Oh, My Papa)	1	12
3. Secret Love.....	4	10
4. Changing Partners....	2	14
5. Heart of My Heart.....	6	11
6. Till Then.....	9	2
7. Young at Heart.....	12	2
8. Make Love to Me.....	8	4
9. That's Amore.....	5	12
10. Cross Over the Bridge..	—	1
11. Ebb Tide.....	10	24
11. From the Vine Came the Grape	13	3
13. Jones Boy.....	11	5
14. Till We Two Are One..	7	5
15. Somebody Bad Stole De Wedding Bell.....	—	1

• Tunes with Greatest Radio and Television Audiences

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

Radio

- A Dime and a Dollar (R)—Famous—ASCAP
- Answer Me My Love (R)—Bourne—ASCAP
- Bimbo (R)—Fairway—BMI
- Changing Partners (R)—Porgie—BMI
- Darktown Strutters Ball (R)—Feist—ASCAP
- Don't You Hear Them Bells (R)—Iris-Trojan—BMI
- Ebb Tide (R)—Robbins—ASCAP
- From the Vine Came the Grape (R)—Randy Smith—ASCAP
- Granada (R)—Southern—BMI
- Heart of My Heart (R)—Robbins—ASCAP
- Hold Me (R)—Robbins—ASCAP
- I Get So Lonely (R)—Melrose—ASCAP
- Jones Boy (R)—Pincus—ASCAP
- Lost in Loveliness (R)—Chappell—ASCAP
- Make Love to Me (R)—Melrose—ASCAP
- Marie (R)—Berlin—ASCAP
- Oh My Papa (R)—Shapiro-Bernstein—ASCAP
- Ricochet (R)—Sheldon—BMI
- Sadie Thompson's Song (R) (F)—Mills—ASCAP
- Secret Love (R) (F)—Remick—ASCAP
- Somebody Bad Stole De Wedding Bell (R)—E. H. Morris—ASCAP
- Stranger in Paradise (R) (M)—Frank—ASCAP
- That's Amore (R) (F)—Paramount—ASCAP
- That's What a Rainy Day is For (R)—Robbins—ASCAP
- Till We Two Are One (R)—Shapiro-Bernstein—ASCAP
- Till Then (R)—Pickwick—ASCAP
- Wanted (R)—Witmark—ASCAP
- Woman (Man) (R)—Studio—BMI
- Y'All Come (R)—Starrite—BMI
- Young at Heart (R)—Sunbeam—BMI

Television

- Baubles, Bangles and Beads (R)—Frank—ASCAP
- C'est Manifique (R) (M)—Chappell—ASCAP
- Changing Partners (R)—Porgie—BMI
- Heart of My Heart (R)—Robbins—ASCAP
- Here (R)—Hill & Range—BMI
- I Love Paris (R) (M)—Chappell—ASCAP
- Isn't it a Shame (R)—Chappell—ASCAP
- Jones Boy (R)—Pincus—ASCAP
- Make Love to Me (R)—Melrose—ASCAP
- Man With the Banjo (R)—Mellin—BMI
- Oh My Papa (R)—Shapiro-Bernstein—ASCAP
- Ricochet (R)—Sheldon—BMI
- Secret Love (R) (F)—Remick—ASCAP
- Sentimental Eyes (R)—Witmark—ASCAP
- Somebody Bad Stole De Wedding Bell (R)—E. H. Morris—ASCAP
- Stranger in Paradise (R) (M)—Frank—ASCAP
- That's Amore (R) (F)—Paramount—ASCAP
- Wanted (R)—Witmark—ASCAP
- You Made Me Love You (R)—Broadway—ASCAP
- Young at Heart (R)—Sunbeam—BMI

HONOR ROLL OF HITS

Trade Mark Reg.

The Nation's Top Tunes

For survey week ending February 24

This Week	Last Week	Weeks on Chart
1. Oh, Mein Papa (Oh, My Papa)	1	13
2. Secret Love	3	9
3. Stranger in Paradise	2	14
4. Make Love to Me	6	5
5. That's Amore	4	17
6. Changing Partners	5	14
7. From the Vine Came the Grape	8	5
8. Heart of My Heart	7	15
9. Till We Two Are One	9	6
10. I Get So Lonely	11	5

Second Ten

11. TILL THEN	12	5
12. YOUNG AT HEART	13	3
13. DARKTOWN STRUTTERS' BALL	16	2
14. ANSWER ME, MY LOVE	—	1
15. CROSS OVER THE BRIDGE	—	1
16. SOMEBODY BAD STOLE DE WEDDING BELL	18	4
17. BELL BOTTOM BLUES	—	2
18. JONES BOY	15	9
19. WANTED	—	1
20. WOMAN	17	9
20. RAGS TO RICHES	10	24

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

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

INDEX TO CHARTS

Popular Records, Singles.....	80	Country & Western.....	92
Packaged Records, Popular.....	90	Rhythm & Blues.....	100
Packaged Records, Classical.....	90	Other Categories.....	104

• The Music Corner

This week, Capitol Records released the first waxing by the Big Dave ork. With the first disk, the firm released a leaflet which purports to be a biography of Big Dave. For those who may not know who Big Dave is, we feel the time is ripe to tell all. First of all, Capitol Records halts the biography of the tenorman at the year 1946. Well, since 1946, Big Dave, under the name of Dave Cavanaugh, has been doing a.&r. work for the diskery. He was in charge of a.&r. for the East for two years and is now in charge of kiddie and other assorted disks for the label. Sometimes he is the echo on western records, at other times he handles jazz arrangements for thrush Frances Faye and others.

What distresses us most about the purported biography, however, is that it omits the most romantic and picturesque part of Big Dave's career. This was the period when he led a small combo veycle the Kurbstone Kops. The combo used to wind up its act playing some crazy two-beat music in an acrobatic finish known to vaudevillians as a three-high stand and as topple with Big Dave as the understander—playing his tenor sax.

We hope that in the future, when Capitol issued other Big Dave disks, it will include cuts of the maestro taking bows with the combo. (P. S. Dave Cavanaugh rates aces high in the business.)

Rumors spread in the trade like magic, and this week it is time to puncture a few. First of all, the Smith Brothers, on "X" Records, are really not brothers. Lead singer is warbler Bernie Knee. Also, in spite of rumors to the contrary, English fiddler Mantovani does not play all of the fiddle parts on his London Records—there really is an orchestra behind him. And last, but not least, it is not true that the same arranger arranges for all r.&b. quartets.

Columbia Records has three of the top five on the best-selling pop charts this week, one by Dodo, one by Jo Stafford, and one by Tony Bennett. Frank Sinatra has jumped into the first 10 for the first time in a long time with his waxing of "Young at Heart." And the Hilltoppers and Patti Page each have two records on the best-selling chart. On the Roll of Hits, nine out of the top 10 tunes are with publishers affiliated with the American Society of Composers, Authors and Publishers.

• England's Top Twenty

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

- Oh, My Papa—Maurice (Shapiro-Bernstein)
- Swedish Rhapsody—Connelly (Dartmouth)
- Tennessee Wigwalk—Francis (Odette)
- Rags to Riches—Chappell (Saunders)
- That's Amore—Victoria (Paramount)
- Answer Me—Bourne (Bourne)
- Cloud Lucky Seven—Robbins (Robbins)
- If You Love Me—World Wide (Peer)
- Changing Partners—Robert Mellin (Porgie)
- I See the Moon—Feldman (Plymouth)
- Ebb Tide—Robbins (Robbins)
- Don't Laugh at Me (Cause I'm a Fool)—David Toff (*)
- Blowing Wild—Harms, Connelly (Witmark)
- Happy Wanderer—Bosworth (Boosey & Hawkes)
- The Creep—Robbins (Miller)
- Golden Tango—Lawrence Wright (Mills)
- From Here to Eternity—Dash (Barton)
- My Heart Belongs to Only You—Kassner (Regent)
- Ricochet—Victoria (Sheldon)
- Luxembourg Polka—Dash (*)

from "Oh Johnny!" to "The Ghost in the Wine"

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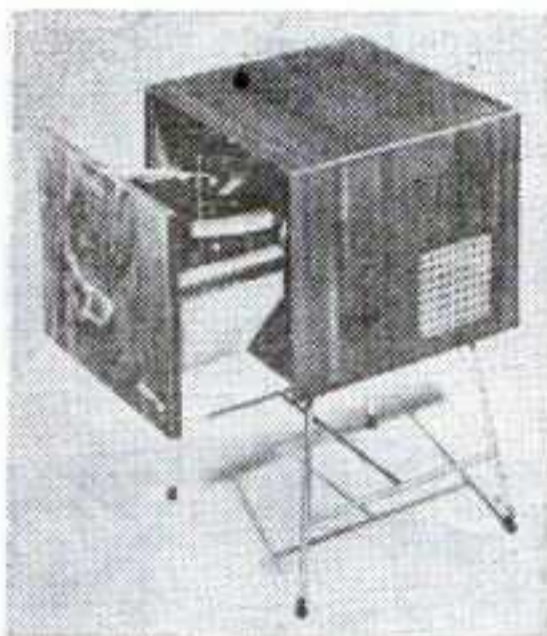
Which of them are your favorites? Which did you find most successful for you? Which would you like to have again?

On this and the following page, please check off fifty of your favorite Columbia Records from the list—scores of Columbia hits are listed, but there are plenty that aren't, too, so there is also space for you to add in your own selections.

Tear along dotted line—or if you want to save your copy, there will be extra ballots on hand at The Billboard Exhibit at the MOA Convention—and send it to Department G/S, Columbia Records, Inc., 1473 Barnum Avenue, Bridgeport, Conn.

All entrants will receive—free—the special anniversary record of "The Ghost in the Wine" and "I Live Each Day" by Jerry Vale.

The contestant who submits the list that most closely approximates the final tabulation of ballots will receive one of the magnificent new "360" phonographs as FIRST PRIZE!



*The soon-to-be-released coupling of "The Ghost in the Wine" and "I Live Each Day" by Jerry Vale.

SPECIAL NOTE:

ONLY JUKE BOX OPERATORS ARE ELIGIBLE IN THIS CONTEST

PICK YOUR FAVORITE FIFTY COLUMBIA ALL-TIME HITS

- Oh, Johnny, Oh, Johnny, Oh!..... Orrin Tucker
- Laura Woody Herman
- Keep It a Secret..... Jo Stafford
- I Got It Bad Benny Goodman
- La Vie En Rose Edith Piaf
- Bouquet of Roses Sammy Kaye
- Peg o' My Heart Buddy Clark
- Beat Me, Daddy Will Bradley
- Snowfall Claude Thornhill
- If I Loved You Frank Sinatra
- Blues in the Night..... Rosemary Clooney
- Who Wouldn't Love You..... Kay Kyser
- Because of You..... Tony Bennett
- Strictly Instrumental..... Harry James
- Elmer's Tune..... Dick Jurgens
- Ma Says, Pa Says..... Doris Day-Johnnie Ray
- Strange Music..... Frank Sinatra
- Ole Buttermilk Sky..... Kay Kyser
- Our Lady of Fatima..... The Mariners
- You Made Me Love You..... Harry James
- Too Fat Polka..... Arthur Godfrey
- Miami Beach Rhumba..... Xavier Cugat
- Let's Dance..... Benny Goodman
- Stormy Weather..... Duke Ellington
- Jealousy..... Frankie Laine
- Rum and Coca-Cola..... Abe Lyman
- Delicado..... Percy Faith
- It's So Nice to Have a Man Around the House..... Dinah Shore
- My Dreams Are Getting Better All the Time..... Les Brown
- Scatter-Brain..... Benny Goodman
- Jambalaya..... Jo Stafford
- Strip Polka..... Kay Kyser
- Sentimental Journey..... Les Brown
- Cuanto le Gusta..... Xavier Cugat
- Golden Earrings..... Dinah Shore
- Back Beat Boogie..... Harry James
- It's Magic..... Doris Day
- Botch-a-Me..... Rosemary Clooney
- Walkin' to Missouri..... Sammy Kaye
- Three Little Fishies..... Kay Kyser
- Solitude..... Duke Ellington
- Shrimp Boats..... Jo Stafford
- Somebody Else Is Taking My Place..... Benny Goodman
- People Will Say We're in Love..... Frank Sinatra
- Rhumboogie..... Will Bradley
- Autumn Leaves..... Edith Piaf
- A Handful of Stars..... Ray Noble
- Canadian Capers..... Doris Day
- Linda..... Buddy Clark-Ray Noble
- Don't Get Around Much Anymore..... Duke Ellington
- Boulevard of Broken Dreams..... Tony Bennett
- Why Don't We Do This More Often..... Kay Kyser
- Green Eyes..... Gene Krupa
- Walkin' My Baby Back Home..... Johnnie Ray
- Nancy..... Frank Sinatra
- Easter Parade..... Sammy Kaye
- The Peanut Vendor..... Xavier Cugat
- I Saw Mommy Kissing Santa Claus..... Jimmy Boyd
- Loch Lomond..... Maxine Sullivan
- One o'Clock Jump..... Harry James
- Oge for My Baby..... Frankie Laine
- My Heart Cries for You..... Guy Mitchell
- Massachusetts..... Gene Krupa
- Sleepy Lagoon..... Harry James
- If..... Jo Stafford
- Taking a Chance on Love..... Benny Goodman
- Celery Stalks at Midnight..... Will Bradley
- Deep Purple..... Sarah Vaughan
- The Coffee Song..... Frank Sinatra
- Cry..... Johnnie Ray
- Music Makers..... Harry James
- Down Yonder..... Champ Butler
- Concerto for Trumpet..... Harry James
- The Song From Moulin Rouge..... Percy Faith
- Duerme (Time Was)..... Xavier Cugat
- I'm Getting Tired So I Can Sleep..... Claude Thornhill
- Oh, What It Seemed to Be..... Frank Sinatra
- You and I..... Kay Kyser
- My Man..... Toni Arden
- The Roving Kind..... Guy Mitchell
- Tired..... Pearl Bailey
- Apple Honey..... Woody Herman
- Baby, It's Cold Outside..... Dinah Shore-Buddy Clark
- Got a Date With an Angel..... Hal Kemp
- Carle Boogie..... Frankie Carle
- Tenderly..... Rosemary Clooney
- Just Because..... Frankie Yankovic
- My Melancholy Baby..... Harry James
- You Belong to Me..... Jo Stafford
- All or Nothing at All..... Frank Sinatra-Harry James
- Harbor Lights..... Sammy Kaye
- Mood Indigo..... Duke Ellington

(Listings continued on next page)



Pick Your Favorite Fifty All-Time Columbia Hits!

from these sample titles of Columbia's 5,000 hit records listed on this and the preceding page.

(You may write in your own favorites if they are not listed)

every entrant will receive a free copy of the special anniversary record "The Ghost in the Wine" and "I Live Each Day" by Jerry Vale

(continued from preceding page)

- | | |
|--|---|
| <input type="checkbox"/> The Three Bells..... Les Compagnons de la Chanson | <input type="checkbox"/> Opus No. 1..... Gene Krupa |
| <input type="checkbox"/> A Lover's Lullaby/Sunrise Serenade..... Frankie Carle | <input type="checkbox"/> Bewitched..... Doris Day |
| <input type="checkbox"/> Wait Till the Sun Shines, Nellie..... Harry James | <input type="checkbox"/> Friendship..... Kay Kyser |
| <input type="checkbox"/> Daddy..... Sammy Kaye | <input type="checkbox"/> April in Paris..... Frank Sinatra |
| <input type="checkbox"/> The River Seine..... Doris Day | <input type="checkbox"/> I Cried for You..... Sarah Vaughan |
| <input type="checkbox"/> Five Minutes More..... Frank Sinatra | <input type="checkbox"/> Bijou..... Woody Herman |
| <input type="checkbox"/> Sparrow in the Tree Top..... Guy Mitchell | <input type="checkbox"/> Anniversary Song..... Dinah Shore |
| <input type="checkbox"/> Bize! Has His Day..... Les Brown | <input type="checkbox"/> Our Lady of Fatima..... Tony Bennett |
| <input type="checkbox"/> Begin the Beguine..... Xavier Cugat | <input type="checkbox"/> Tico Tico..... Xavier Cugat |
| <input type="checkbox"/> But Not for Me..... Harry James | <input type="checkbox"/> Jim..... Claude Thornhill |
| <input type="checkbox"/> Sophisticated Lady..... Duke Ellington | <input type="checkbox"/> Autumn in New York..... Frank Sinatra |
| <input type="checkbox"/> Tuxedo Junction..... Gene Krupa | <input type="checkbox"/> Brazil..... Xavier Cugat |
| <input type="checkbox"/> Woodchopper's Ball..... Woody Herman | <input type="checkbox"/> Knock Me a Kiss..... Gene Krupa |
| <input type="checkbox"/> Dream..... Frank Sinatra | <input type="checkbox"/> Sabre Dance..... Woody Herman |
| <input type="checkbox"/> Confess..... Doris Day-Buddy Clark | <input type="checkbox"/> Sugarbush..... Doris Day-Frankie Laine |
| <input type="checkbox"/> Autumn Nocturne..... Claude Thornhill | <input type="checkbox"/> Sophisticated Swing..... Les Brown |
| <input type="checkbox"/> Cold, Cold Heart..... Tony Bennett | <input type="checkbox"/> Some Enchanted Evening..... Frank Sinatra |
| <input type="checkbox"/> Why Don't You Do Right... Benny Goodman-Peggy Lee | <input type="checkbox"/> I Cried for You..... Sarah Vaughan |
| <input type="checkbox"/> That's What You Think..... Gene Krupa | <input type="checkbox"/> Hey, Good Lookin'..... Frankie Laine-Jo Stafford |
| <input type="checkbox"/> Jingle, Jangle, Jingle..... Kay Kyser | <input type="checkbox"/> Tzena Tzena Tzena..... Mitch Miller |
| <input type="checkbox"/> Jack, Jack, Jack (Cu-Tu-Gu-Ru)..... Xavier Cugat | <input type="checkbox"/> Just One of Those Things..... Les Brown |
| <input type="checkbox"/> Summertime..... Sarah Vaughan | <input type="checkbox"/> Ultra..... Harry James |
| <input type="checkbox"/> Two o'Clock Jump..... Harry James | <input type="checkbox"/> September Song..... Frank Sinatra |
| <input type="checkbox"/> Lover's Leap..... Les Brown | <input type="checkbox"/> Come On-a My House..... Rosemary Clooney |
| <input type="checkbox"/> The Gypsy..... Dinah Shore | <input type="checkbox"/> Johnson Rag..... Jimmy Dorsey |
| <input type="checkbox"/> Jersey Bounce..... Benny Goodman | <input type="checkbox"/> Northwest Passage..... Woody Herman |
| <input type="checkbox"/> Almost Like Being in Love..... Frank Sinatra | <input type="checkbox"/> Babalu..... Xavier Cugat |
| <input type="checkbox"/> Goodnight, Sweetheart..... Ray Noble | <input type="checkbox"/> I Cried for You..... Harry James |
| <input type="checkbox"/> Caldonia..... Woody Herman | <input type="checkbox"/> Sunday, Monday or Always..... Frank Sinatra |
| <input type="checkbox"/> Beautiful Brown Eyes..... Rosemary Clooney | <input type="checkbox"/> Rumors Are Flying..... Frankie Carle |
| <input type="checkbox"/> Falling Leaves..... Horace Heidt-Frankie Carle | |
| <input type="checkbox"/> A Guy Is a Guy..... Doris Day | |
| <input type="checkbox"/> All My Love..... Percy Faith | |
| <input type="checkbox"/> I'm Beginning to See the Light..... Harry James | |
| <input type="checkbox"/> I've Got My Love to Keep Me Warm..... Les Brown | |
| <input type="checkbox"/> Huggin' and Chalkin'..... Kay Kyser | |
| <input type="checkbox"/> My Truly, Truly Fair..... Guy Mitchell | |
| <input type="checkbox"/> Nevertheless..... Paul Weston | |
| <input type="checkbox"/> Indian Love Call..... Tony Pastor | |
| <input type="checkbox"/> Buttons and Bows..... Dinah Shore | |
| <input type="checkbox"/> On a Slow Boat to China..... Kay Kyser | |
| <input type="checkbox"/> You'll Never Know..... Frank Sinatra | |
| <input type="checkbox"/> Daybreak..... Harry James | |
| <input type="checkbox"/> Jezebel..... Frankie Laine | |
| <input type="checkbox"/> Down the Road..... Will Bradley | |
| <input type="checkbox"/> Ay-Round the Corner..... Jo Stafford | |
| <input type="checkbox"/> A Good Man Is Hard to Find..... Les Brown | |
| <input type="checkbox"/> The Syncopated Clock..... Percy Faith | |

On this and the preceding page, please check off fifty of your favorite Columbia Records from the list—scores of Columbia hits are listed, but there are plenty that aren't, too, so there is also space for you to add in your own selections.

Tear along dotted line —or if you want to save your copy, there will be extra ballots on hand at The Billboard Exhibit at the MOA Convention —and send it to Department G/S, Columbia Records, Inc., 1473 Barnum Avenue, Bridgeport, Conn.

NOTE:
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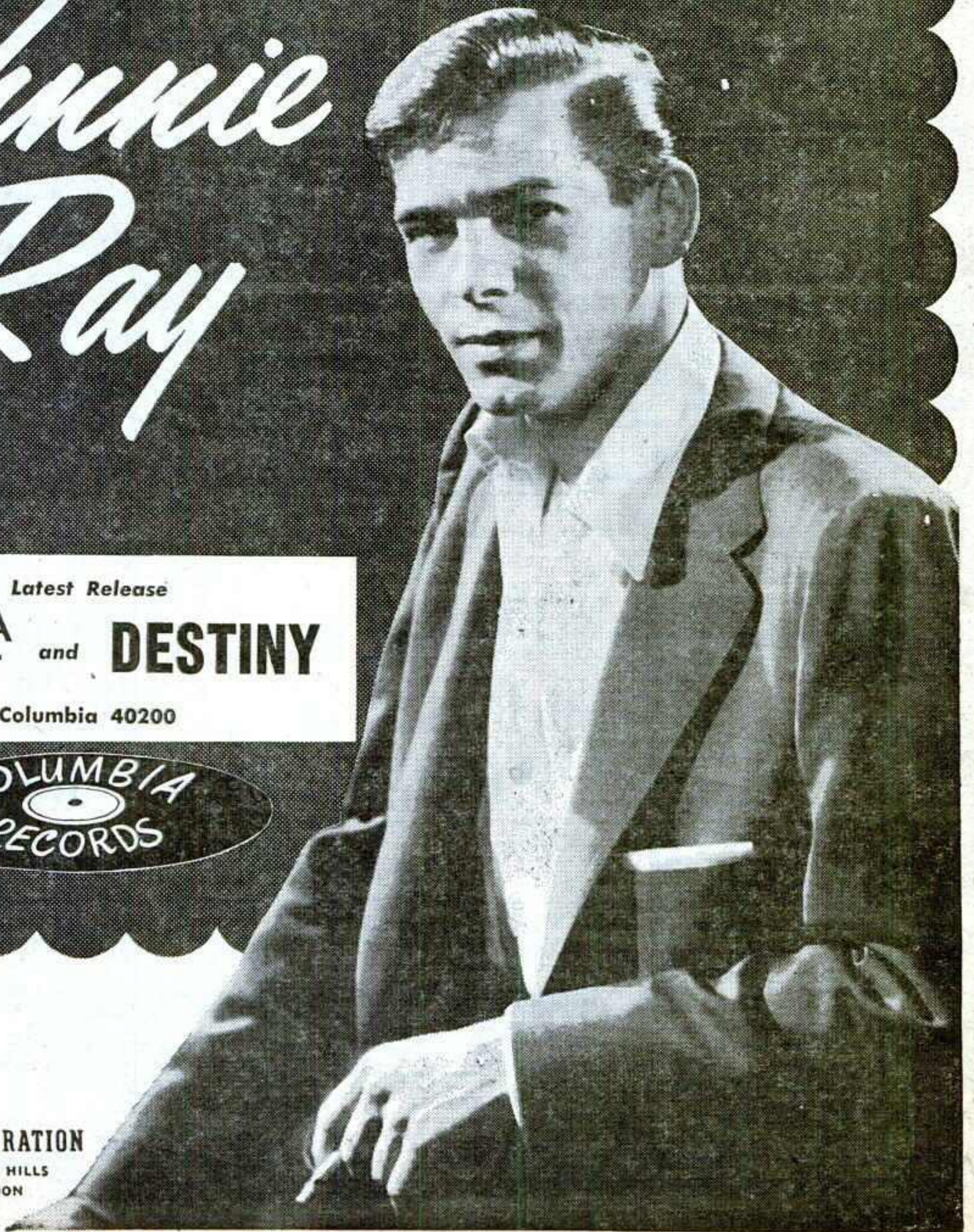


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BERNIE LANG

Direction:

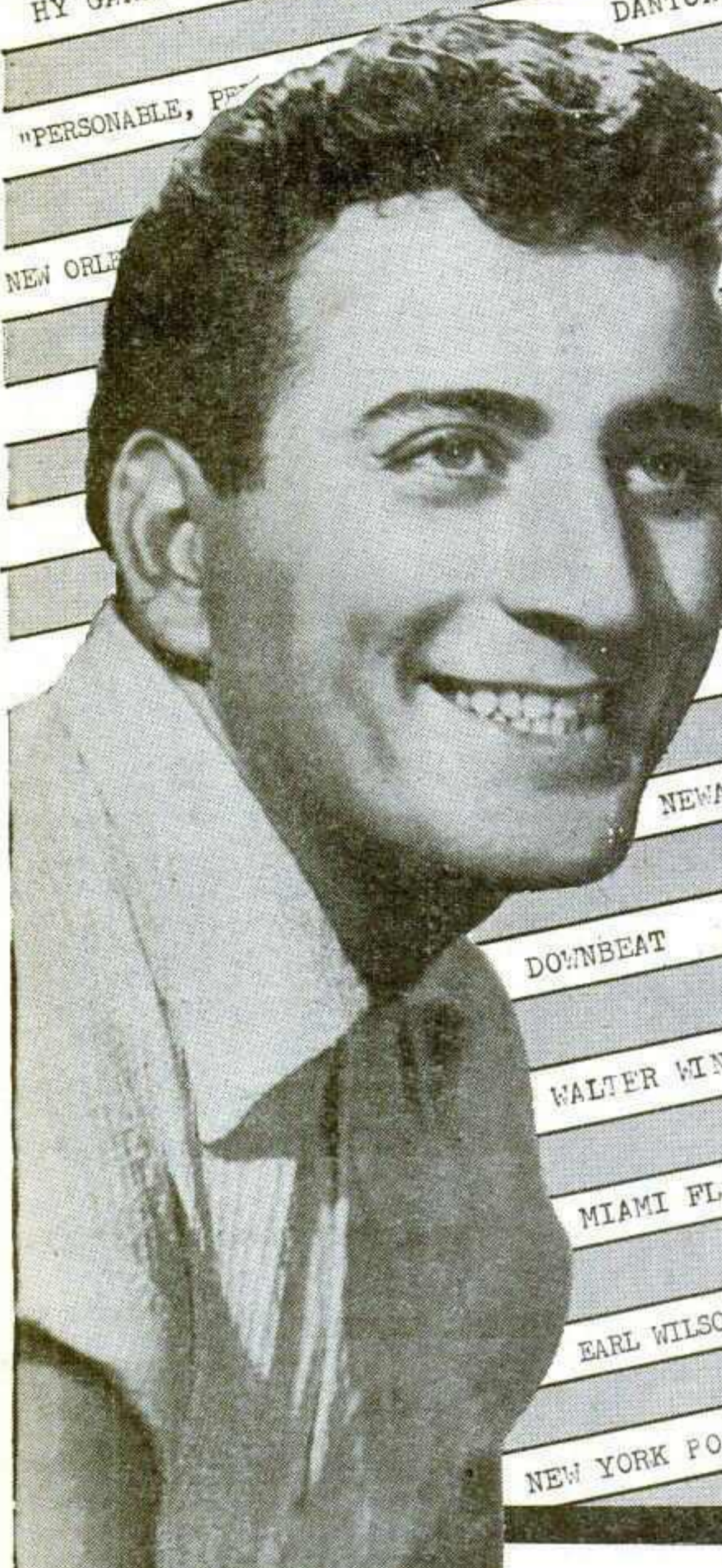
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 "GREAT ENTERTAINMENT"
 "HE MAKES ANY TUNE A GREAT SUCCESS"
 "A SENSATION"
 "SIMPLY TREMENDOUS"
 "A SHOW STOPPER"
 "SLIGHTLY TERRIFIC"



tony bennett

Thanks Ops
 for all your
 help
 Tony

CURRENT JUKE BOX FAVORITES

**THERE'LL BE
 NO TEARDROPS
 TONIGHT**

**MY HEART
 WON'T SAY
 GOOD-BYE**

Columbia 40169

Personal Manager
RAYMOND MUSCARELLA
 1780 Broadway

Direction
**MUSIC CORPORATION
 OF AMERICA**

Opening
CHICAGO THEATRE
 On March 5



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 " SINGING SENSATION"
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 "TREMENDOUS"
 "SLIGHTLY TERRIFIC"



**FRANKIE
LAINE**

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**THE KID'S LAST
FIGHT**

and

LONG DISTANCE LOVE

Columbia 40178

Current Juke Box Favorites

GRANADA

and

I'D GIVE MY LIFE

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Ken Griffin

at the organ



... so many hits
 ... so many standards
 ... so many fans

Single Records by Ken Griffin

- Are You Lonesome Tonight? 38827
- When I Lost You 38827
- Harbor Lights 38889 • 4-38889
- Josephine 38889 • 4-38889
- Rudolph, the Red-Nosed Reindeer 38981
- Here Comes Santa Claus 38981
- If You Could Love Me Humoresque 39002
- The Petite Waltz In a Little Gypsy Tea Room 39047
- San Antonio Rose 39085 • 4-39085
- Somebody Loves You 39085 • 4-39085
- Moonlight and Roses Rememb'ring 39137 • 4-39137
- Waltz of the Roses Silver Bell 39361 • 4-39361
- The Syncopated Clock Red Sails in the Sunset 39386 • 4-39386
- Side by Side Louise 39514 • 4-39514
- The Blonde Sailor Symphony in 3/4 Time 39566 • 4-39566
- Indiana Sleepy Time Gal 39603 • 4-39603
- Parade of the Wooden Soldiers Tears Never Lie 39682 • 4-39682
- Put Your Little Foot The Dipsy Doodle 39711 • 4-39711

- Half as Much Auf Wiederseh'n, Sweetheart 39809 • 4-39809
- You Belong to Me Walkin' to Missouri 39857 • 4-39857
- Cecile Waltz In an Eighteenth Century Drawing Room 39880 • 4-39880
- Oh, Happy Day Pretend 39915 • 4-39915
- Till I Waltz Again with You Have You Heard? 39952 • 4-39952
- When You Wore A Tulip Louisiana Waltz 39966 • 4-39966
- Little Red Monkey April in Portugal 39983 • 4-39983
- You, You, You No Other Love 40039 • 4-40039
- "O" Crying in the Chapel 40062 • 4-40062
- Ebb Tide Yah Dear! 40093 • 4-40093
- It Had to be You I Don't Know Why 40101 • 4-40101
- Flirtation Waltz Lonesome 40153 • 4-40153

**TILL WE TWO ARE ONE
 OUR HEARTBREAKING WALTZ**
 40184 • 4-40184

Collections by Ken Griffin

- Latin Americana:**
 El Choclo • Yours • Green Eyes • La Paloma • Jealousie • Until Tomorrow • La Golondrina • Siboney "Lp" CL 6263
- When Irish Eyes Are Smiling:**
 When Irish Eyes Are Smiling • I'll Take You Home Again, Kathleen • Mary's a Grand Old Name • Where the River Shannon Flows • Galway Bay • Danny Boy • Peggy O'Neil • Mother Machree "Lp" CL 6245 • 45 Set B-333
- Skating Time:**
 Jealous • The Lamplighter's Serenade • St. Louis Blues • Sentimental Journey • Marie • Gimme a Little Kiss • Shepherd Serenade • Twelfth Street Rag "Lp" 6237 • 45 Set B-327 • 78 Set C-327
- Hawaiian Serenade:**
 Song of the Islands • A Song of Old Hawaii • Golden Sands and Silvery Sea • Aloha Oe • Blue Hawaii • Sweet Lullaby • Drifting and Dreaming • King's Serenade "Lp" CL 6206 • 45 Set B-295 • 78 Set C-295
- Anniversary Songs:**
 The Anniversary Waltz • When Your Hair Has Turned to Silver • Let Me Call You Sweetheart • Together • Anniversary Song • Because • Wonderful One • I Love You Truly "Lp" CL 6177 • 45 Set B-254 • 78 Set C-254
- The Music of Irving Berlin:**
 Remember • I Can't Do Without You • All Alone • The Song Is Ended • When I Lost You • Always • The Girl That I Marry • Easter Parade "Lp" CL 6120 • 45 Set B-208 • 78 Set C-208

- Christmas Carols:**
 Joy to the World • Silent Night • Away in a Manger • The First Noel • Adeste Fideles • O Little Town of Bethlehem • I'll Be Home for Christmas • White Christmas "Lp" CL 6130 • 45 Set B-210 • 78 Set C-210

CRUISING DOWN THE RIVER

- Cruising Down the River • On the Banks of the Wabash Far Away • Moonlight on the Colorado • Ol' Man River • Red River Valley • Down the River of Golden Dreams • Swannee River • Lazy River "Lp" CL 6279 • 45 Set B-368

Extended Play Records by Ken Griffin

- Ken Griffin at the Hammond Organ**
 Beautiful Ohio • The Bells of St. Mary's • It Must Be True • My Pony Boy B-1622
- Ken Griffin Spotlight**
 Isle of Capri • The Doll Dance • Side by Side • Twelfth Street Rag B-1634
- Ken Griffin**
 The Glow-Worm • Turkey in the Straw • Stormy Weather • Freight Train Boogie B-1690
- Ken Griffin's Latin Americana**
 El Choclo • Yours • La Golondrina • Siboney B-1716
- Ken Griffin Plays**
 Dreamer of Dreams • If You Knew Susie • Pretend • When You Wore a Tulip B-1778

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for all those spins
"The Istanbul Boys"

THE FOUR LADS

Current Juke Box Favorites

CLEO AND MEO

and

DO YOU KNOW WHAT LIPS ARE FOR

Columbia 40177

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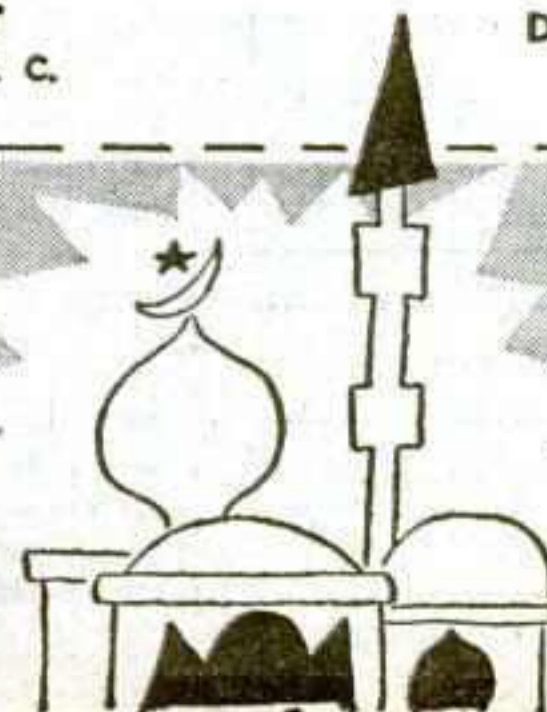
Columbia 40140

Personal Mgt.
MIKE STEWART
1650 Broadway, N. Y. C.

Direction:



...to



The Billboard Music Popularity Charts POPULAR RECORDS

Best Sellers in Stores

For survey week ending February 24

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

This Week	Last Week	Weeks on Chart	Title	Label
1	1	9	SECRET LOVE—Doris Day	Deadwood Stage—Col 40108—ASCAP
2	4	5	MAKE LOVE TO ME—J. Stafford	Adi-Adios Amigo—Col 40143—ASCAP
3	2	13	OH, MY PAPA—E. Fisher	Until You Said Good-Bye—V 20-5552—ASCAP
4	3	17	THAT'S AMORE—D. Martin	You're the Right One—Cap 2589—ASCAP
5	5	13	STRANGER IN PARADISE—T. Bennett	Why Does It Have to Be Me?—Col 40121—ASCAP
6	7	5	I GET SO LONELY—Four Knights	I Couldn't Stay Away From You—Cap 2654—ASCAP
7	6	15	CHANGING PARTNERS—P. Page	Don't Get Around Much Any More—Mercury 70260—BMI
8	9	7	TILL WE TWO ARE ONE—G. Shaw	Honeycomb—Dec 28937—ASCAP
9	8	3	YOUNG AT HEART—F. Sinatra	Take a Chance—Cap 2703—BMI
10	11	5	FROM THE VINE CAME THE GRAPE—Gaylords	Stolen Moments—Mercury 70296—ASCAP
11	12	6	TILL THEN—Hilltoppers	I Found Your Letter—Dot 15132—ASCAP
12	20	2	CROSS OVER THE BRIDGE—P. Page	My Restless Lover—Mercury 70302—ASCAP
13	10	14	HEART OF MY HEART—Four Aces	Stranger in Paradise—Dec 28927—ASCAP
14	13	4	DARKTOWN STRUTTERS' BALL—L. Monte	I Know How You Feel—V 20-5611—ASCAP
15	13	14	STRANGER IN PARADISE—Four Aces	Heart of My Heart—Dec 28927—ASCAP
16	15	4	FROM THE VINE CAME THE GRAPE—Hilltoppers	Time Will Tell—Dot 15127—ASCAP
17	—	1	ANSWER ME, MY LOVE—Nat (King) Cole	Why?—Cap 2687—ASCAP
18	19	3	CUDDLE ME—R. Gaylord	Oh Am I Lonely—Mercury 70285—BMI
19	—	1	SOMEBODY BAD STOLE DE WEDDING BELL—E. Kitt	Lovin' Spree—V 20-5610—ASCAP
20	—	1	WANTED—P. Como	Look Out the Window—V 20-5647—ASCAP

Most Played in Juke Boxes

For survey week ending February 24

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

This Week	Last Week	Weeks on Chart	Title	Label
1	1	12	OH, MY PAPA—E. Fisher	Until You Said Goodbye—V 20-5552—ASCAP
2	2	16	THAT'S AMORE—D. Martin	You're the Right One—Cap 2589—ASCAP
3	5	5	MAKE LOVE TO ME—J. Stafford	Adi-Adios Amigo—Col 40143—ASCAP
4	6	6	SECRET LOVE—Doris Day	Deadwood Stage—Col 40108—ASCAP
5	4	13	CHANGING PARTNERS—P. Page	Don't Get Around Much Any More—Mercury 70260—BMI
6	3	12	STRANGER IN PARADISE—T. Bennett	Why Does It Have to Be Me?—Col 40121—ASCAP
7	8	14	HEART OF MY HEART—Four Aces	Stranger in Paradise—Dec 28927—ASCAP
8	7	4	FROM THE VINE CAME THE GRAPE—Gaylords	Stolen Moments—Mercury 70296—ASCAP
9	10	6	TILL WE TWO ARE ONE—G. Shaw	Honeycomb—Dec 28937—ASCAP
9	11	3	FROM THE VINE CAME THE GRAPE—Hilltoppers	Time Will Tell—Dot 15127—ASCAP
11	14	2	DARKTOWN STRUTTERS' BALL—L. Monte	I Know How You Feel—V 20-5611—ASCAP
12	11	10	STRANGER IN PARADISE—Four Aces	Dec 28927—ASCAP
13	9	23	RAGS TO RICHES—T. Bennett	Here Comes That Heartache Again—Col 40048—ASCAP
13	13	4	I GET SO LONELY—Four Knights	I Couldn't Stay Away From You—Cap 2654—ASCAP
15	—	1	ANSWER ME, MY LOVE—Nat (King) Cole	Why?—Cap 2687—ASCAP
16	16	12	OH, MEIN PAPA—E. Calvert	Mystery Street—Essex 336—ASCAP
17	—	1	GRANADA—F. Laine	I'd Give My Life—Col 40136—BMI
18	15	6	TILL THEN—Hilltoppers	I Found Your Letter—Dot 15132—ASCAP
18	17	6	WOMAN—R. Clooney, J. Ferrer	Man—Col 40144—BMI
18	—	6	WOMAN—J. Desmond	By the River Seine—Coral 61069—BMI
18	—	1	SOMEBODY BAD STOLE DE WEDDING BELL—E. Kitt	Lovin' Spree—V 20-5610—ASCAP

Most Played by Jockeys

For survey week ending February 24

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

This Week	Last Week	Weeks on Chart	Title	Label
1	2	9	SECRET LOVE—Doris Day	Deadwood Stage—Col 40108—ASCAP
2	5	7	MAKE LOVE TO ME—J. Stafford	Adi-Adios Amigo—Col 40143—ASCAP
3	1	12	OH, MY PAPA—E. Fisher	Until You Said Goodbye—V 20-5552—ASCAP
4	6	7	I GET SO LONELY—Four Knights	I Couldn't Stay Away From You—Cap 2654—ASCAP
5	4	16	THAT'S AMORE—D. Martin	You're the Right One—Cap 2589—ASCAP
6	3	15	STRANGER IN PARADISE—T. Bennett	Why Does It Have to Be Me?—Col 40121—ASCAP
7	8	4	YOUNG AT HEART—F. Sinatra	Take a Chance—Cap 2703—BMI
8	7	6	TILL WE TWO ARE ONE—G. Shaw	Honeycomb—Dec 28937—ASCAP
9	9	13	STRANGER IN PARADISE—Four Aces	Heart of My Heart—Dec 28927—ASCAP
10	—	1	CROSS OVER THE BRIDGE—P. Page	My Restless Lover—Mercury 70302—ASCAP
11	11	15	CHANGING PARTNERS—P. Page	Don't Get Around Much Any More—Mercury 70260—BMI
12	10	5	TILL THEN—Hilltoppers	I Found Your Letter—Dot 15132—ASCAP
13	—	1	WANTED—P. Como	Look Out the Window—V 20-5647—ASCAP
14	13	4	FROM THE VINE CAME THE GRAPE—Gaylords	Stolen Moments—Mercury 70296—ASCAP
14	17	2	FROM THE VINE CAME THE GRAPE—Hilltoppers	Time Will Tell—Dot 15127—ASCAP
16	12	4	ANSWER ME, MY LOVE—Nat (King) Cole	Why?—Cap 2687—ASCAP
17	15	3	DARKTOWN STRUTTERS' BALL—L. Monte	I Know How You Feel—V 20-5611—ASCAP
18	—	7	HEART OF MY HEART—Four Aces	Stranger in Paradise—Dec 28927—ASCAP
19	14	10	STRANGER IN PARADISE—T. Bennett	I Love Paris—V 20-5535—ASCAP
20	—	11	OH, MEIN PAPA—E. Calvert	Mystery Street—Essex 336—ASCAP

This Week's Best Buys

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

- AMOR (Peer International, BMI)
- SO LONG (Shapiro-Bernstein, ASCAP)—Four Aces—Decca 29036

In the week that this disk has been generally available, it has gained a firm foothold in almost every market checked. Good and strong reports were returned from Boston, Philadelphia, Buffalo, Pittsburgh, Cincinnati, Cleveland, Chicago, Detroit, Nashville, Durham, Milwaukee, Dallas and Los Angeles. Competition between the two sides has been keen, with the edge at this point in favor of "Amor." A previous Billboard "Spotlight" disk.

Territorial Best Sellers

For survey week ending February 24

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

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

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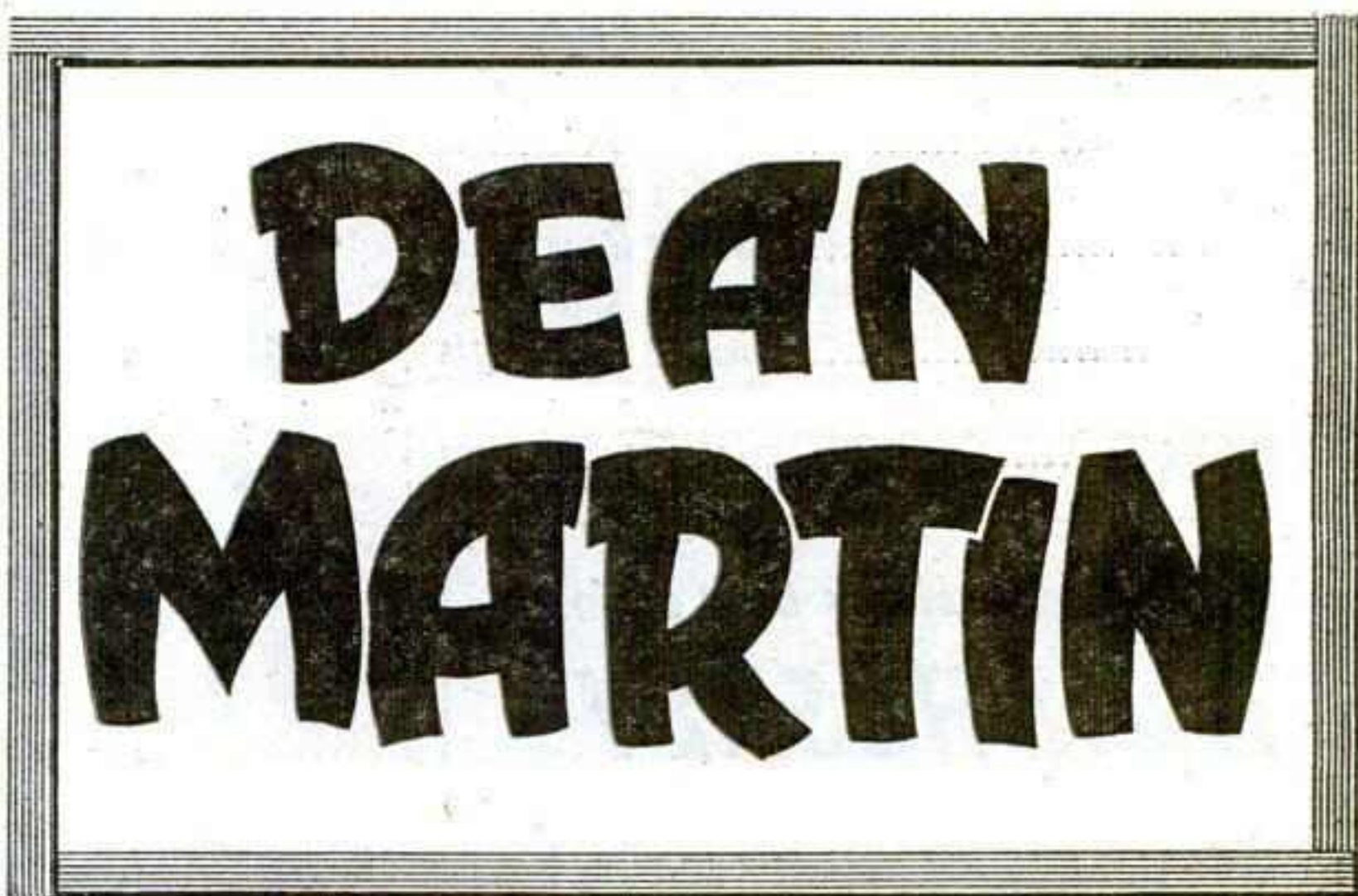
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for making
"THAT'S AMORE"



1953

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"I'D CRY LIKE A BABY"

b/w

"HEY BROTHER. POUR THE WINE"

#2479

RECORD PROMOTIONAL MANAGER

MACK GRAY





Buyboard

TOP SELLERS—

POPULAR
Listed Alphabetically

AND STILL I LOVE YOU I'M AVAILABLE	T. Leonetti	2716
ANSWER ME, MY LOVE WHY	M. Cole	2687
THE BREEZE AND I WHISTLE STOP	B. May	2721
THE BUNNY HOP THE HOKEY POKEY	R. Anthony	2427
CHANGING PARTNERS I'VE 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 REALLY DON'T WANT TO KNOW SOUTH	L. Paul & M. Ford	2735
O MEIN PAPA SECRET LOVE	R. Anthony	2678
ROMEO AND JULIET, PART 1 ROMEO AND JULIET, PART 2	A. Griffith	2698
SIGN POST AIR EXPRESS	R. Anthony	2728
THAT'S AMORE YOU'RE THE RIGHT ONE	D. Martin	2589
THAT'S AMORE (THAT'S MORRIS) C'EST SI BON (CES-TZI-BON)	M. Katz	2731
UNTIL SUNRISE HUMORESQUE	J. Carr	2730
WAY, PAESANO MELANCHOLY SERENADE	A. Martino	2737
WHAT IT WAS, WAS FOOTBALL, PART 1 WHAT IT WAS, WAS FOOTBALL, PART 2	A. Griffith	2693
YOUNG-AT-HEART TAKE A CHANCE	F. Sinatra	2703

LATEST RELEASE

No. 410

ONE STOP BIG DAVE SPECIAL	Big Dave	2742
DOGGONE IT, BABY, I'M IN LOVE RIDIN' TO TENNESSEE	Gisele MacKenzie	2743
BROTHER JOHN THE DEEP BLUE SEA	Nelson Riddle	2744
SEEMS LIKE OLD TIMES CRAZY BONES	The Four Freshmen	2745
ELI, THE CAMEL SOMEBODY LIED	Ferlin Huskey	2746
NO WONDER COLD GREY DAWN	Chester Smith	2747

That "Dear John" voice is back again!

FERLIN HUSKEY

Sings

"Eli, the Camel"
"Somebody Lied"

Capitol Record No. 2746

TOP SELLER
of the week!

Based Upon Actual Sales

"I Get
So Lonely"

with
THE FOUR KNIGHTS

Record No. 2654

BEST SELLING—

"Specialized"
HIGH-FIDELITY
ALBUMS
Listed Alphabetically

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

BEST SELLING—

POPULAR
ALBUMS
Listed Alphabetically

THE EDDIE CANTOR STORY—Eddie Cantor	78 rpm No. DDW-467
	45 rpm "EP" No. FBF-467
	33 1/3 rpm L-467
HAWAII CALLS—The Hawaii Calls Orchestra	45 rpm "EP" No. EBF-470
	33 1/3 rpm No. H-470
"I REMEMBER GLENN MILLER"—Ray Anthony	45 rpm "EP" No. EBF-476
	33 1/3 rpm No. H-476
LOVER'S RHAPSODY AND SONGS FROM LOVER'S RHAPSODY—Jackie Gleason	45 rpm "EP" No. EAP-1-366 & EAP-2-366
	33 1/3 rpm No. H-366
MUSIC FOR LOVERS ONLY—Jackie Gleason	45 rpm "EP" No. EBF-352
	33 1/3 rpm No. H-352
MUSIC TO MAKE YOU MISTY—Jackie Gleason	45 rpm "EP" No. EBF-455
	33 1/3 rpm No. H-455
NAT (KING) COLE SINGS FOR TWO IN LOVE— Nat (King) Cole	45 rpm "EP" No. EBF-420
	33 1/3 rpm No. H-420
NAUGHTY OPERETTA!—Billy May	45 rpm "EP" No. EBF-487
	33 1/3 rpm No. H-487
SONGS FOR YOUNG LOVERS—Frank Sinatra	45 rpm "EP" No. EBF-488
	33 1/3 rpm No. H-488
TAWNY—Jackie Gleason	45 rpm "EP" No. EBF-471
	33 1/3 rpm No. H-471
THINKING OF YOU—Les Baxter	45 rpm "EP" No. EBF-474
	33 1/3 rpm No. H-474
TODAY'S TOP HITS, VOLUME XI—Top Artists	45 rpm "EP" No. EAP-1-9116 & EAP-2-9116
	33 1/3 rpm No. H-9116
WHAT IT WAS, WAS FOOTBALL & ROMEO AND JULIET—Andy Griffith	45 rpm "EP" No. EAP-1-498

TOP SELLERS—

COUNTRY
& HILLBILLY
Listed Alphabetically

BABIES AND BACON WHO WROTE THAT LETTER TO JOHN	R. Hogsed	2720
THE GLASS THAT STANDS BESIDE YOU LET'S KISS AND TRY AGAIN	J. Shepard & F. Huskey	2706
THE HOUSE OF BLUE LIGHTS BELL BOTTOM BOOGIE	M. Moore	2574
HURRY BACK HOOTCHY KOOTCHY HENRY	H. Henson	2732
JUST MARRIED I HARDLY KNEW IT WAS YOU	F. Young	2690
KISSES ON PAPER BABY, I GO FOR YOU	Y. O'Day	2733
RELEASE ME JUST TO BE WITH YOU	J. Hoop & P. Williams	2518
THAT'S HOW I NEED YOU I'VE ALWAYS WANTED YOU	S. James	2734
WAKE UP, IRENE GO CRY YOUR HEART OUT	H. Thompson	2646
YOU BETTER NOT DO THAT HIGH ON A HILLTOP	T. Collins	2701

BEST SELLING—

"1600"
SERIES
Listed Alphabetically

EARLY AUTUMN LEMON DROP	W. Herman	1637
HARLEM NOCTURNE WHAT IS THIS THING CALLED LOVE	R. Anthony	1664
HOW HIGH THE MOON JOSEPHINE	L. Paul	1675
I'LL REMEMBER APRIL GET HAPPY	J. Christy	1647
LOVER BRAZIL	L. Paul	1600
NOLA JEALOUS	L. Paul & M. Ford	1621
ONCE IN A WHILE BRAZIL	The Dinning Sisters	1653
SEPTEMBER SONG LAURA	Stan Kenton	1680
SLIPPING AROUND WEDDING BELLS	M. Whiffing & J. Wakely	1634
SOUTH I WANT TO LINGER	P. Dally	1624
TENDERLY AUTUMN NOCTURNE	R. Anthony	1654

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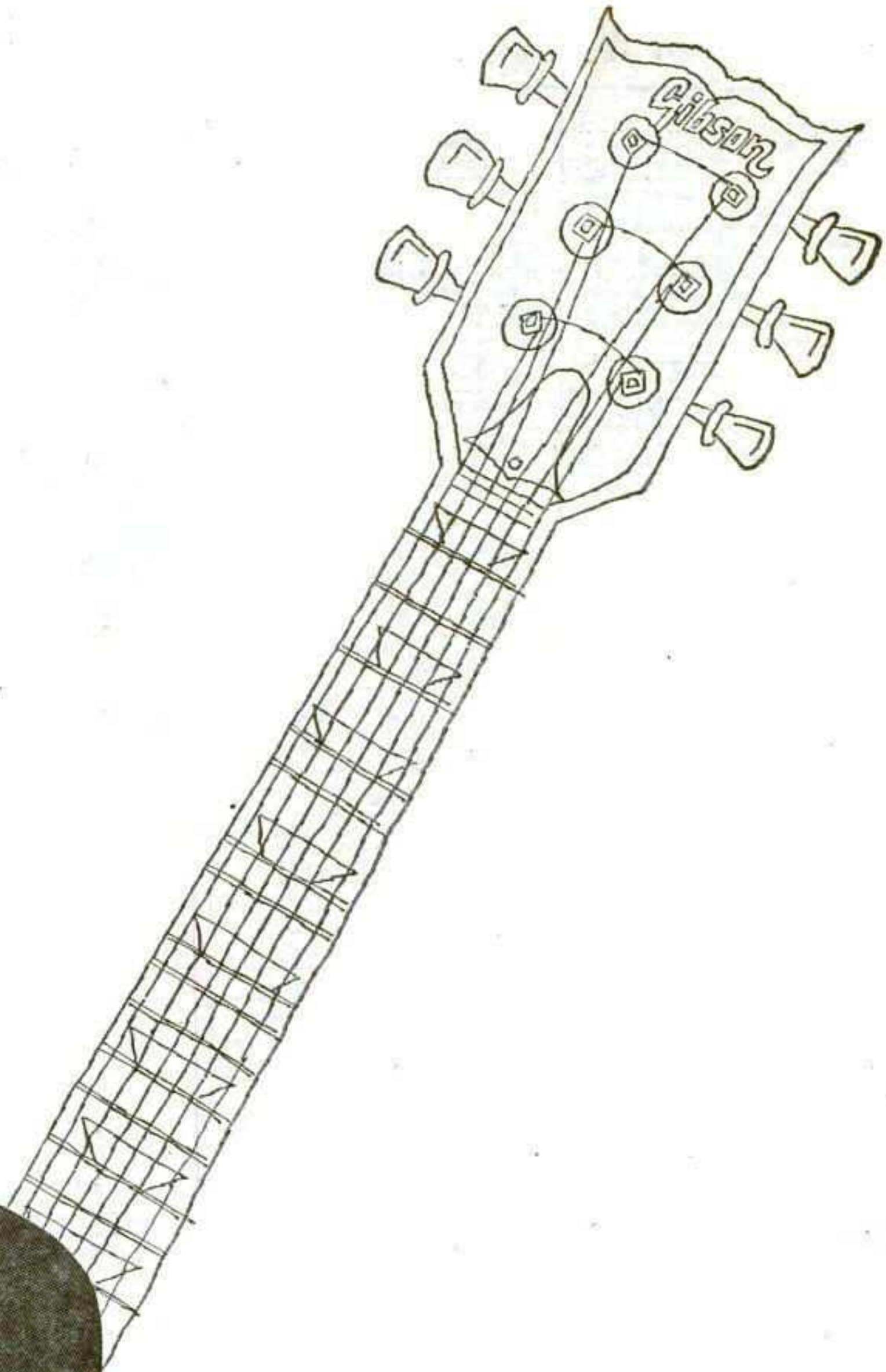
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LATEST**

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JOHN"**

"THE DEEP BLUE SEA"

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The Billboard Music Popularity Charts POPULAR RECORDS

• Reviews of New Pop Records

FOUR ACES

Amor 88
 DECCA 29036—The irresistible driving spirit of the group was never more evident than in this punching reading of the oldie. A commercial slicing which is certainly due for action, with plenty of loat in store. (Peer, BMI)

So Long 85
 The group clicks with a very powerful chant job on the standard ditty. The boys really sell this one, and it could be another big one for the group. A strong two-sided disk. (Shapiro, Bernstein, ASCAP)

EDDIE FISHER

Amnesia e Core 87
 V 20-5675—The only obstacle in Fisher's way here, as he again attempts to cop the big prize, is the title. May be a little difficult for the kids to remember and pronounce. In any event the guy's chanting, Winterhalter's orking and constant demand for Fisher wax should make this another best-seller. Tune, with a different lyric, was tried some years ago as "Until." (Leeds, ASCAP)

A Girl, a Girl 85
 The guy can do no wrong—even his Italian sounds mighty authentic here. The fine Winterhalter arrangement and orking does much to make this another item on which Fisher will probably hit the jackpot. It's a happy, rhythmic ditty. (Valando, ASCAP)

ARTHUR GODFREY

Soft Squeeze, Baby 82
 COLUMBIA 40183—The comedian has an unusually attractive opus here in this rhythmic, infectiously melodic item. Godfrey's reading is archly humorous and highly effective in its pacing and personalized styling. There is strong potential here. (Erwin-Howard, ASCAP)

Moon, June, Spoon 79
 Godfrey works the old standards, "By the Light of the Silvery Moon" and "Shine On, Harvest Moon," into a warmly old-fashioned song which shows him at his best. Two attractive sides. (Spelman, ASCAP) (Remick, ASCAP) (Remick & J. Vogel, ASCAP)

DORIS DAY

What Every Girl Should Know 82
 COLUMBIA 40168—Currently the gal with the country's top record, Miss Day has a pretty strong follow-up to "Secret Love." It's her fragile, musicianly style which makes this, potentially, another big one for her.

Lost in Loveliness 78
 Show tune is from the upcoming "Girl in Pink Tights." Music is originally Romberg, tho changed somewhat, and with Leo Robin lyrics. It'll have to wait until the show kicks off. As it is, it's pretty music done in a very pretty way.

MARIO LANZA

Granada 77
 V 20-4213—Here's a grand opera type of performance of the great tune by the singer, backed by a huge ork. Tho side is not slanted for the boxes, it could be a steady counter seller to Lanza fans for a long time. (Southern, ASCAP)

Lolita 72
 Again the movie warbler lets loose with his rich tenor, this time on a semi-classical effort. However, the arrangement is such that it would be difficult for it to get much juke or even jock attention. (G. Ricordi, ASCAP)

WALLY STOTT ORK

Beth 76
 EPIC 9023—The Stott ork comes thru with a warm and lush reading of a pretty instrumental effort, on which the strings really sing. Tune is melodic, and the performance is first-rate. Could move with exposure. (American, BMI)

The Seventh Night 73
 Happy, English-styled instrumental effort with lush strings, tinkling bells, et al., is performed with taste by the English crew. Jocks can use. (American, BMI)

NORO MORALES

Me and My Shadow 76
 V 20-5674—Here's a classy performance of the bright evergreen by the Morales crew and a vocal group which could get much pop jock action. The band plays it with a Latin beat, and the vocal group hands it a sharp precise reading. Good wax. (Bourne, ASCAP)

Santa 72
 The Morales crew sells this Latinized effort neatly, again featuring a precise beat. For dancers mainly. (Southern, ASCAP)

DAVID WHITFIELD

The Book 76
 LONDON 1433—The singer does a pleasant job with the English tune. Altho the competition here will be rough, the disk should get action. It's going well in England.

Hearties 72
 A pretty ballad is handled carefully by the warbler over smooth ork backing.

GENE KLAVAN

O, Mein Papa 75
 COLUMBIA 40173—This is the parody on the click tune that has touched off the hassle between the publisher and diskery. Now that it's been released, it should stir up attention by virtue of its broad slapstick attack on the ballad import. Great for early morning jocks and jukes. (Shapiro, Bernstein, ASCAP)

Ricochet 73
 Here deejay Klavan shows he can

parody an English accent, as well as German on flip. This too will cause many listeners to chuckle. (Sheldon, BMI)

JOE (FINGERS) CARR

Humoresque 75
 CAPITOL 2730—A honky-tonk, flavormore instrumental of the classic. Joe (Fingers) Carr's piano is, of course, solid in its ragtime style. Boxes will like. (Ardmore, ASCAP)

Until Sunrise 73
 Here's a change of pace. It's slower and dreamier than the flip, and more use is made of the vocal group, the Carr-Hops. (Leeds, ASCAP)

FLORIAN ZABACH

Solfeggio 74
 DECCA 29047—A cute novelty by that master of the novelty violin—Florian Zabach. Mass appeal is doubtful, but a sophisticated novelty like this will sharpen deejay programming. (Maxwell, ASCAP)

Callaghan's Monkey 74
 Another sophisticated stringed novelty. Zabach's manner with these items is very classy, and the side will appeal to his fans and many deejays. (Leeds, ASCAP)

TOMMY DORSEY ORK

JIMMY DORSEY
Make Love to Me 74
 BELL 1029—Gordon Polk, a good rhythm singer, gets off a neat reading of the "Tin Roof Blues" re-write for some good coverage wax by the ork for the low-priced line. (Melrose, ASCAP)

My Friend the Ghost 72
 Surprising sort of Sauter-Finegan sounds emanating from the TD ork. The tune is wonderful, the lyric is so-so and Gordon Polk's reading is fine. In all, if the jocks lay on it, it could make noise. Price, remember, is 35 cents. (Embassy, BMI)

THE COMMANDERS

Make Love to Me 74
 DECCA 29048—The big new band shows its class in this rhythmic reading of the ballad. Great for dancers.

Kentucky Boogie 71
 It's "My Old Kentucky Home," swung briskly in a bright and glossy arrangement. Terpers will appreciate this too. (Engelwood, BMI)

HARMONICATS

That Girl 74
 MERCURY 70332—Neat instrumental material is done smartly by the Harmonicats and ork for a side which could make a little noise. It has that European sound, tho it's American tune material. (E. B. Marks, BMI)

Every Little Movement 71
 Good instrumental wax here. The harmonica group and an ork deliver the oldie in rhythmic fashion. (Wimark, ASCAP)

HELENE DIXON

My Reward Is Loving You 74
 EPIC 9021—Torchy ballad about a tender leave taking is rendered with a poignant vocal catch by Helene Dixon. A fine performance and one likely to please many listeners. (Ajax, ASCAP)

Temptation 70
 Again a strong performance, with the gal's warm piping standing out above the rippling beat of the ork. (Robbins, ASCAP)

FRANKIE CARLE

Sunrise Serenade 73
 V 20-5673—The combination of tune and Carle piano is enough in this case to get plenty of spins and could even stir up some action again both for the song and the performer. (Jewell, ASCAP)

Lebestraums 70
 Slick dance arrangement of the Franz Liszt item. The beat is there, and the piano-led ork handles it smartly for an attractive side. (P.D.)

LILY PONS

Le Loup, la Biche, et le Chevalier 73
 COLUMBIA 40176—The famed Met-opera coloratura turns to a charming French folk song here which ought to prove attractive to many. Long-hair customers especially should be easily approached with this bon-bon. (Southern, ASCAP)

Mimosas 70
 Also in French, this song, too, has enough musical interest to make language no barrier, to make customers desire to add it to their collections. The backing is by the Norman Paris Trio and is very tasty. (Southern, ASCAP)

VICTOR YOUNG ORK

Jubilee Trail 73
 DECCA 29027—This is the theme from the forthcoming flick of the same name, and it was penned by the ork leader. It's a catchy, Western-styled ditty which should pull spins when the flick opens. (Young, ASCAP)

Theme for Cynthia 69
 The Young ork slides thru this lush instrumental with soaring strings. Good late-night jock wax. (Bradshaw, BMI)

MEL TORME

The Anything Can Happen Mambo 73
 CORAL 61136—Lively mambo effort receives a bright warble from Torme with good support from the chorus and ork under Neal Hefti's baton. Tune has a lil, and the side should pull jock spins. (Beechwood, BMI)

Just One More Chance 68
 This one is strictly for Torme fans. He sings the oldie in his own special style, backed by the chorus and ork. (Famous, ASCAP)

AL MORGAN

Sweet Kentucky Sue 72
 "X" 0004—Ballad, with an old-timey flavor is done by Morgan with heart and understanding. (Sherwin, ASCAP)

You Told Me to Go 71
 Here's a typical Al Morgan vocal reading. Plenty of beat, and a backing that features considerable piano. It's Morgan's own ditty. (Warock, ASCAP)

ERROLL GARNER

Oh, What a Beautiful Morning 72
 COLUMBIA 40172—The ever-popular song from "Oklahoma!" engages the finest efforts of the gifted improviser at the piano. Backed by bass and drums, Garner spins out pretty variations on this lovely theme in his characteristic style. His fans will applaud. (De Sylva Brown & Henderson, ASCAP)

You're Driving Me Crazy 70
 Garner departs from his more familiar piano technique here, essaying a more modern approach. Tho he does not entirely succeed, he says what he has to say with style and grace. (Bregman, Vocco & Conn, ASCAP)

MICKY MARLO

Love's Like That 72
 CAPITOL 2736—Sounds as if the label has come up with a nice hunk of talent in Miss Marlo, even tho she sings much in the Kay Starr vein. Material, too, is most attractive. Jocks should give this a try. (Stenton, BMI)

I'm Gonna Rock-Rock-Rock 68
 Okay rhythm ditty gets another Starr-like reading from the thrush. (Kellam, ASCAP)

MARY MAYO

Trapped 72
 BENIDA 2018—Imaginative ballad is warbled easily by the thrush for a listenable side. (Jefferson, ASCAP)

It Happens 66
 Tender piping by Mary Mayo conveys the sense of ballad neatly. It's all about how love is inevitable. Might pull some plays. (BMI, Canada, Ltd.)

STAN FREEMAN

You Didn't Want Me When You Had Me 72
 EPIC 9022—Stan Freeman, pianist, harpichordist, chanter and now a deejay, bows on the label with a happy reading of the oldie. His enthusiasm is bright enough to overcome his lack of voice. Good juke wax, especially with the piano work. (E. B. Marks, BMI)

I Love a Piano 65
 Same comment. (Berlis, ASCAP)

JERRY WALLACE

That's What a Woman Can Do 71
 ALLIED 5019—Wallace has a most interesting sound, and the vocal group and ork blend in nicely on a somewhat unusual piece of material which jocks could spin. (Alamo, ASCAP)

See But I
Hate to Go Home Alone 71
 A nice rhythm ditty gets an attractive go from Wallace and the ork. More good listening. (Shapiro-Bernstein, ASCAP)

AL MARTINO

Way, Paesano 71
 CAPITOL 2737—Another slicing on the Italian kick. Orking on this tarantella item is slick, and Martino sounds okay. Should get spins. (Shapiro-Bernstein, ASCAP)

Melancholy Serenade 71
 Tune, of course, is the Jackie Gleason TV theme. Addition of a lyric is effective and Martino does well with it, but it doesn't figure to happen big. (Jagles, BMI)

LARRY ELGART ORK

More Than You Know 71
 DECCA 29043—Beautifully phrased reading of the familiar tune. The ork treats it gently, as Larry Elgart blows a tender alto sax in the solo part. Good listening. (Miller, ASCAP)

You're Driving Me Crazy 71
 More of the same on another great old standard. (Bregman, Vocco & Conn, ASCAP)

FRANK DAVIS

Somebody Bigger Than You and I 70
 DECCA 29026—Attractive ballad about religious faith is sung with true expression. An attractive wax. (Bullseye, ASCAP)

The Lonesome Road 69
 Davis chants the evergreen with warmth and understanding. (Paramount, ASCAP)

BIG JIM BUCHANAN

Money 70
 CENTURY 102—Jocks could have a ball with this talk-sing item in which Buchanan—in a Phil Harris style reading—delivers a preaching on how much he wants moolah. Good orking, too. (Kavellin, BMI)

The Convention Song 70
 Buchanan leads the group and crowd noises thru a raucous story of what happens at sales conventions. Good for laughs, too. (Kavellin, BMI)

MONICA LEWIS

Don't Make Me Love You 70
 CAPITOL 2729—Here's a fine new ballad. Miss Lewis, the Hollywood starlet, does okay with it. (Redd Evans, ASCAP)

I Have One Gift 67
 Okay reading of an okay new ballad, nothing more. (Mr. Music, BMI)

THE DE MARCO SISTERS

The Little Man
In the Big Sombra 70
 M-G-M 11689—A delightful Latin-flavored novelty with cute lyrics and a racy beat. LeRoy Holmes gets a rich sound out of the ork to back the girls solidly.

Oh! What It Seemed to Be 67
 The duo revives the oldie here in a

soothing, smoothly styled rendition. Their harmonizing is very easy on the ears.

MOLLIE BEE

Fine Tree, Pine Over Me 69
 CAPITOL 2741—The lass comes thru with a satisfactory performance on the new ballad, while the chorus and ork support her closely. The thrush doesn't sell the material with the sparkle it needs. (Miller, ASCAP)

Remember Me 65
 The young thrush does this big new ballad in okay style tho she is not vocally equipped to handle it. Backing is good.

MARILYN MILLS

Someone Else's Shadow 69
 CORAL 61124—Good reading by the thrush on a pretty new ballad. Side could get spins. (Valando, ASCAP)

Were You Ever Mine to Lose? 65
 Same comment. (Ludlow, ASCAP)

PEGGY LLOYD

Love Him So Much 69
 BENIDA 5008—Jocks should hand this a few spins. It's a slick performance by the gal on material which is a little bit different. Good two-beatish backing, too. (E. B. Marks, BMI)

Wreck of the Old '97 67
 Jazzed up version of the oldie is rhythmic enough, but the thrush, who has a nice sound, doesn't get much chance here. In all, it's listenable. (Shapiro-Bernstein, ASCAP)

STEVE GAYNOR

Sunday Morning, U.S.A. 69
 EQUITY 1003—Freedom of worship is the theme of this side, and warbler Steve Gaynor tells how it is practiced Sunday morning. Fair voice. (Mecca, ASCAP)

When You're Home With the Ones That You Love 60
 A recitative is interposed here, to give a pseudo-dramatic touch. Not much to this side. (Mecca, ASCAP)

PAT MORRISSEY

Toys 68
 DECCA 29041—Okay material here, and the thrush does okay but gets a little too cute in spots. (Jay, ASCAP)

Lover Man 64
 Miss Morrissey works hard at injecting sex into her readings—a little too hard, perhaps. It all sounds unreal, as the fools around with the fine ditty immortalized by people like Billie Holiday. (Pickwick, ASCAP)

FRANKIE AVALON

Trumpet Sorrento 68
 "X" 0006—Frankie Avalon, 11-year-old musician, turns a listenable trumpet solo on the evergreen aided by The Textor Singers. Good for jock programming.

The Book 65
 New English tune, now being cut by a number of diskeries, is handed a smooth reading by The Textor Singers, with the trumpeter soloing in the background.

RATINGS—COMMERCIAL POTENTIAL

Each record review expresses the opinion of the members of The Billboard music staff. In determining the commercial rating, the following factors are considered: Interpretation, material, artist's name value, distribution power, exploitation potential.

80-100, Tops
 80-89, Excellent
 70-79, Good
 60-69, Satisfactory
 50-59, Limited
 0-49, Poor

• Review Spotlight on . . .

RECORDS

FRANKIE LAINE

The Kid's Last Fight (Hawthorne, ASCAP)
Long Distance Love (E. H. Morris, ASCAP)—Columbia 40178—Laine figures to keep on the charts with this coupling of a folk tale set to music and a bounce item backed by a vocal group. "Fight" sounds like a winner. It's got the feeling of some of Laine's big ones.

BUNNY PAUL

Such a Night (Raleigh, BMI)—Essex 352—From all indications this tune, originally a rhythm and blues item, should be strong enough to carry at least two records into prominence. Miss Paul does a fine job in projecting the provocative lyrics and should run Johnnie Ray a close second. Flip is "I'm Gonna Have Some Fun" (Eastwick, BMI).

PETER AND MARY

Crazy Mixed Up Song (Trinity, BMI)—Essex 343—The indie label has a second strong entry in this wacko item based on very familiar street songs. Talent is actually Peter Lind Hayes and wife Mary Healy. Jock will love this and it could do as well as tunesmith Charlie Green's earlier clicks with novelty material. Flip is an attractive folk-styled item, "Lonesome Lover" (Trinity, BMI).

TALENT

BIG JIM BUCHANAN

Money (Kavellin, BMI)
The Convention Song (Kavellin, BMI)—Century 102—The new West Coast label bows with a bang via the raucous coupling done by a big, bass-voiced guy in talk-sing style. The sound and material are both sufficiently different and attractive to make plenty of noise.

TUNES

RIDIN' TO TENNESSEE (Johnstone-Monte, BMI)
 Gisele MacKenzie—Capitol 2743—A slick, country-piece of material done up in a smart, pop reading by the thrush makes this one of the gal's best records in some time. Deserves plenty of spins and could set out, too, for the ops and retailers. Flip is "Doggone Baby, I'm in Love" (Hill & Range, BMI).

CHRIS CONNOR

Blue Silhouette 68
 BETHLEHEM 1291—Pleasant performance by thrush Chris Connor on a sultry ballad. Chirp was with the Kenton crew and is now out on her own as a single. (Sunset, ASCAP)

Gimmie, Gimmie, Gimmie 68
 Listenable reading by the thrush on her debut cutting for the label on an off-beat effort. Ork arrangement by Sy Oliver moves. Jazz jocks may use this one. (Sunset, ASCAP)

VICKI BENET

You've Never Been in Love 68
 M-G-M 11693—This tune is from the flick "Tabarin." The melody is pretty and Miss Benet does her best. She is not helped by the material. (Bourne, ASCAP)

Shipwrecked 65
 Miss Benet lets her boyfriend know that if he were shipwrecked he'd be the only one she'd want to be marooned with. (Jack Elliott, ASCAP)

DINAH KAYE

False-Hearted Lover 69
 "X" 0005—Miss Kaye, an English thrush last heard on London Records, has switched to "X," but this reading doesn't do much to improve her disk status. Material is good and so is Miss Kaye, but they're just not for each other. (Chappell, ASCAP)

Strike a Match 65
 The thrush doesn't sound real punching out the lyrics to a torchy item. Maybe on softer ballads and in a softer style she'll be more impressive. (E. H. Morris, ASCAP)

DANNY CAPRI

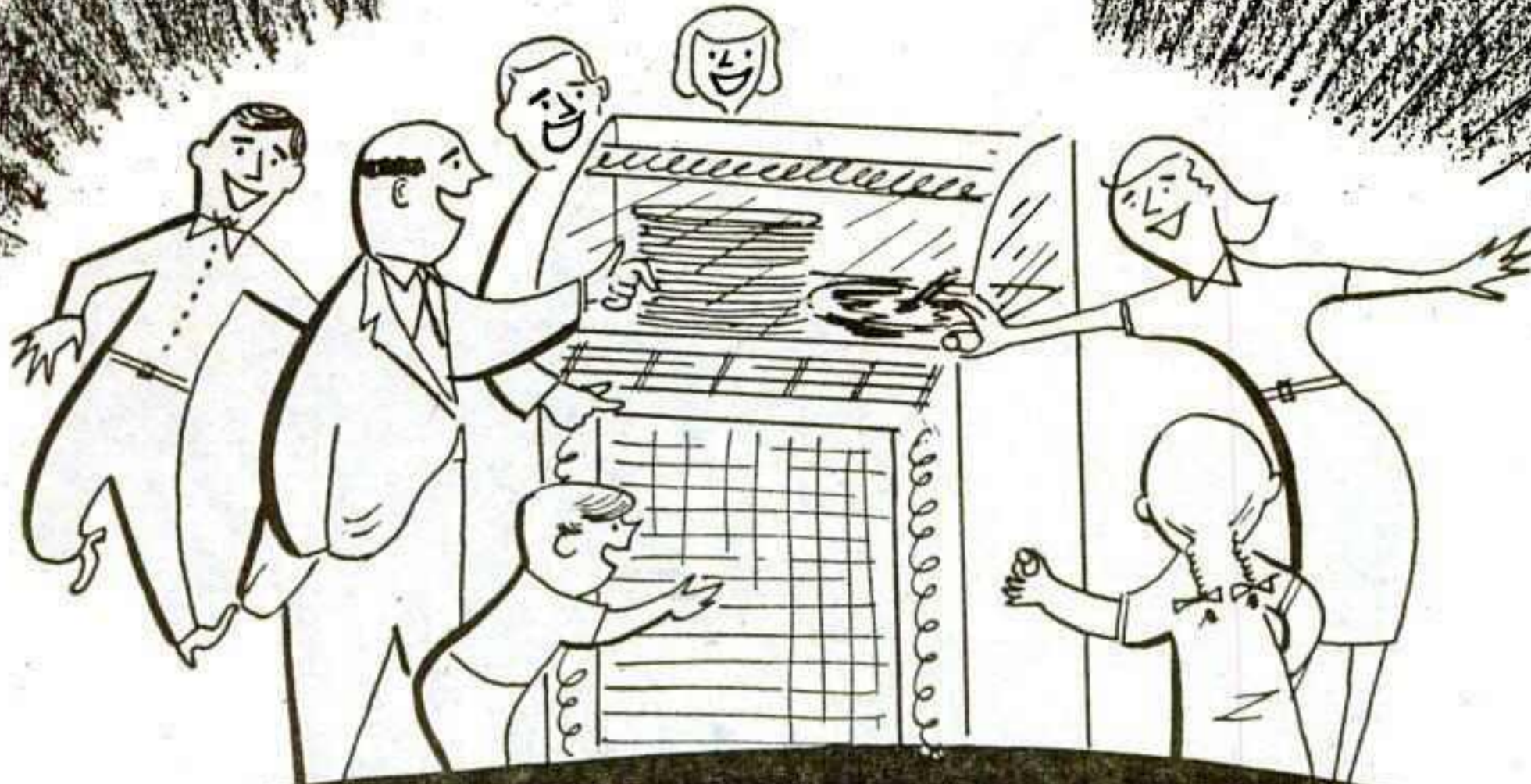
You're So Simpatico 69
 PIC 0001—Capri does a nice job in this Latin-American type of ditty. Lush backing, too, by the fiddle-full Don Costa ork. Okay listening here. (Mama Nicolini, BMI)

Mama Nicolini 65
 Could this be the answer to "Papa Piccolino"? It has some of the feeling of "That's Amore." In all, an attractive piece of wax from the new label.

(Continued on page 102)

• Other Pop Records Released This Week

Have Faith; Moth Balls—Vince Carson Cadillac 146
Laugh; Mardi Gras—David Whitfield Stanley Black Ork, London 1397
Lookin' for Trouble; Any Gal From Texas—Jane Russell, Mercury DJ 8
Lost in Loveliness; What Every Girl Should Know—Doris Day, Columbia 40168
Love Him So Much; Wreck of the Old '97—Peggy Lloyd, Benida 2011
The Original Blues; The New Year Song—The Tipsters, Cape 4
Until You Came to Me; The Sparrow Sings—Vic Damone, Mercury 70326



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Decca 29054

**'TIL WE TWO ARE ONE
OUR HEARTBREAKING
WALTZ**
Decca 29022

**THE JONES BOY
WOMAN**
Decca 28985



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POPULAR

SO LONG	29036
AMOR	Four Aces
TILL WE TWO ARE ONE	28937
HONEYCOMB	Georgie Shaw
STRANGER IN PARADISE	28927
THE GANG THAT SANG "HEART OF MY HEART"	Four Aces
YOU DIDN'T WANT ME WHEN YOU HAD ME	29019
I HAD TO CALL YOU UP TO SAY I'M SORRY	Mills Brothers
CHANGING PARTNERS	28969
Y'ALL COME	Bing Crosby
THE JONES BOY	28945
SHE WAS FIVE AND HE WAS TEN	Mills Brothers
YOUNG AT HEART	29054
I GET SO LONELY	Bing Crosby & Guy Lombardo
RELEASE ME	29023
AFTER DARK	Kitty Wells
ARE YOU LOOKING FOR A SWEETHEART	28904
A LITTLE LIE	Kitty Kallen
SECRET LOVE	29024
MY LOVE, MY LOVE	Bing Crosby
MELANCHOLY ME	29008
SOMEBODY BAD STOLE DE WEDDING BELL	Ella Fitzgerald
YOU ALWAYS HURT THE ONE YOU LOVE	23930
TILL THEN	Mills Brothers

MAKE LOVE TO ME	29048
KENTUCKY BOOGIE	The Commanders
THAT OLE DEVIL CALLED LOVE	29042
AUTUMN IN MY HEART	Jeri Southern
TILL WE TWO ARE ONE	29022
OUR HEARTBREAKING WALTZ	Guy Lombardo
CABBAGES AND KINGS	29001
YOU'RE ALL THAT I NEED	Charlie Applewhite
LITTLE BROWN JUG	29015
A STRING OF PEARLS	Universal-International Orchestra
WOMAN	28985
THE JONES BOY	Guy Lombardo
THE CREEP	28986
OOMP—CHUCK	Jerry Gray
TEACH ME TONIGHT	28990
MY OLD FAMILIAR HEARTACHE	Janet Brace
FRENCHMAN IN ST. LOUIS	28981
PAGAN IN PARIS	Jack Pleis
DOWN BY THE RIVERSIDE	28955
WHAT A LITTLE MOONLIGHT CAN DO	Bing and Gary Crosby
THE GYPSY	28995
Louis Armstrong and The Commanders	
I CAN'T AFFORD TO MISS THIS DREAM	Louis Armstrong
FINI	28917
PINE TREE, PINE OVER ME	Marion Caruso
LOLLYPOP	29018
NOBODY KNOWS YOU WHEN YOU ARE DOWN AND OUT	Louis Jordan

COUNTRY

SLOWLY	28991
YOU JUST CAN'T BE TRUE	Webb Pierce
TILL WE TWO ARE ONE	29022
OUR HEARTBREAKING WALTZ	Guy Lombardo
TILL WE TWO ARE ONE	29020
JEALOUS LOVING HEART	Ernest Tubb
HONKY-TONK HEART	29011
I'M NOT LOOKING FOR AN ANGEL	Ernest Tubb
TENNESSEE WHISTLING MAN	Red Foley 29000
AS FAR AS I'M CONCERNED	Red Foley and Betty Foley
I'M WALKING THE DOG	28834
THERE STANDS THE GLASS	Webb Pierce
HOT ROD RAG	29007
LIGHTHEARTED GUY	T. Texas Tyler
BIMBO	28987
MEXICALI ROSE	Grady Martin and The Slow Foot Five
LET ME BE THE ONE	28898
I'M YESTERDAY'S GIRL	Goldie Hill
SOMEWHERE	28998
HE PLAYED A STEEL GUITAR	Rex Allen
SOMEBODY UGHED ON YOU	29029
SOMETHING CALLED THE BLUES	Justin Tubb

CHANGING PARTNERS	29021
Y'ALL COME	Bill Monroe
CHEATIN'S A SIN	28931
I GAVE MY WEDDING DRESS AWAY	Kitty Wells

EXCITING NEW RELEASES

YOUNG AT HEART	29069
MAKE LOVE TO ME	Goldie Hill
ANGELA MIA	29062
MARIA	Gordon Goodman
THIS IS YOU	29055
ALL	Charlie Applewhite
LITTLE THINGS MEAN A LOT	29037
I DON'T THINK YOU LOVE ME ANYMORE	Kitty Kallen
FLOWERS FOR THE LADY	29031
SWEET CHEAT	Dolores Gray
WHERE CAN I GO WITHOUT YOU	29003
GO YOU WHERE YOU GO	Peggy Lee
SHADRACK	48309
NOBODY'S FAULT	Rosetta Tharpe and Marie Knight

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RECORDS

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Wishes,
MOA'ers

America's Singing
Sensations come up
with another Hit!

the FOUR ACES

singing

Amor

SO
LONG

Decca 29036 (78 RPM)
and 9-29036 (45 RPM)



America's Fastest Selling Records





GEORGIE SHAW

1954's Great New Star

SHAW

singing

"TILL WE TWO ARE ONE"

Decca 28937



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By CHARLOTTE SUMMERS

Jox Trix

Dick Clark, WFIL, Philadelphia, began a month-long contest on February 15 to determine Philadelphia's favorite recording artist. Prizes will go to the persons who, in 15 words or less, are judged to have given the best reason for their choice. . . . Paul Drew, WDET, Detroit, started a new panel show, called "Campus Rumpus," last week. The panel is comprised of four college students who give their views on new records. Records are rated, and those chosen are watched for a few weeks to see if they become "seniors" and graduate to the "hit" class. . . . Ivor Hugh, WCCC, Hartford, Conn., began a new feature recently called "Distributor's Delight." The show features a guest from a local distributor who talks about and plays the latest album release of his company. First guest was Frank Cama of Decca Records who pushed the "Glenn Miller Album." . . . Dusty Rhodes, WKMF, Flint, Mich., reports that the results of his recent pop poll named Joni James, Eddie Fisher and Ray Anthony. . . . Howie Leonard, WPOR, Portland, Me., writes: "The gimmicks pay. Since I started several features on my afternoon show, the mail has multiplied considerably. Each day I feature a 'Birthday Basket,' the 'Keyboard Caper,' the 'Band of the Week' and 'Kiddie Korner.'" . . . Edwin Child, WRUM, Rumford, Me., has been using six teenagers from a different high school each week to pick the top vocalist, top band, top novelty tune and top five tunes of the week. . . . Lou Dennis, WCOU, Lewiston, Me., recently held a "record hop" at the YMCA which drew 500. A king and queen were selected at the hop and later introduced on Dennis' deejay show.

Surface Noises

Herb Fontaine, WCOU, Lewiston, Me., writes: "It seems to me and the hundreds of deejays across the land that perhaps in some form or another we are getting the second best of everything. Second best in the sense of records received at studios and perhaps publicity given to the boys in the larger cities. Records that are advertised in The Billboard are received here a week or more later. Do the deejays in the larger areas get them before or after or are they received simultaneously? You tell me, Charlotte, where are hits made? Don't underestimate the smaller locals, altho I doubt you do."

Ed Millar, KSOK, Arkansas City, Kan., notes: "Have noticed that some jockeys were reluctant to play records over three minutes in length. At KSOK we don't care so much about the length but what is on the record. As long as its good, let's play it."

Ken Brooks, KYAK, Yakima, Wash., offers this information: "For quite a while after 'Eh Cumpari' came out, I wondered what it meant. Then I finally mentioned it on the air, and received a phone call explaining it. The guy spoke seven dialects of Italian (there are 12, he said,) and he told me it meant 'Hey, Godfather.'" . . . Mel Bernam, WKYW, Louisville, is not impressed with the new sides. He writes: "I believe the record companies should be more selective in the material released. Lately there have been a load of sides issued that anyone with the slightest musical sense could tell is a waste of good wax." . . . Henry Baran, WSSV, Petersburg, Va., believes that the best thing that ever happened to records was the notation of the running time of the disk. . . . Bob Graham, KAYL, Storm Lake, Ia., writes: "I suppose it's 'old hat' now, but I would like to say 'Moi, Aussi' to the gentlemen who have been championing long and hard for better promotional service from the various companies. I would like to chirp a round of applause for Columbia Records which has been most consistent in its promotional service. As has been said time and time again, we'll play 'em if they'll only send 'em.'" . . . And here is a reply to K&K Records from Ed Jenkins, KOEL, Oelwein, Ia.: "After reading your 'Surface Noises' this week, a little thought came to mind. Now, mind you, I have no argument with the K&K Record Company of Shelton, Neb., but one little word in his letter set me to thinking of the old gripe some of us small powered deejays have. As far as K&K is concerned, I only wish it was in our area to serve us. We try to keep our dis-

tributors well informed on the records we like or don't like, as well as the ones we use. In this letter, tho, he mentions '130 high-powered radio stations.' No doubt, he didn't mean this as it sounds, but it seems most of the distributors have a tendency to send the bulk of their records to those bigger stations who cover the greater area. But when it comes down to the final analysis, who can play more of the records more times

YESTERYEAR'S TOPS

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

- MARCH 4, 1944:
1. Besame Mucho
 2. My Heart Tells Me
 3. Mairzy Doats (Merry Macs)
 4. Shoo-Shoo Baby (Morse)
 5. Shoo-Shoo Baby (Andrews Sisters)
 6. Star Eyes
 7. Holiday for Strings
 8. I Couldn't Sleep a Wink Last Night
 9. Mairzy Doats (Trace)
 10. Speak Low
- MARCH 5, 1949:
1. Far Away Places
 2. Cruising Down the River
 3. Powder Your Face With Sunshine
 4. A Little Bird Told Me
 5. Lavender Blue
 6. I've Got My Love to Keep Me Warm
 7. Galway Bay
 8. So Tired
 9. Buttons and Bows
 10. Red Roses for a Blue Lady

on the air, and perhaps even more of the disks—tunes that wouldn't find time to be aired on the bigger outlets? We and many other independents program something like eight times as much record music, and for that reason every record has a chance to be played more times. In the case of the bigger stations with those fine network affiliations, they are handicapped with a lot less time to program records. For this reason I thought I'd toss my 2 cents into this little friendly tete-a-tete about deejay records. Now that that is off my turntable, may I say again that we do enjoy your column and your magazine, and hope that you keep up the good work."

Guestings

The Four Lads, on a two-week stand at Milwaukee's "Tic Toc Club," visited Freddie Viger, WISN, Milwaukee. The boys played both sides of their latest disk and demonstrated "live" who did what on their waxing of "I Should Have Told You Long Ago." . . . Al Martino appeared on Bob Connors' show at WJET, Erie, Pa., and signed autographs for his fans. . . . Chattering Chuck Lambert, WKZO, Kalamazoo, Mich., interviewed Julius La Rosa when he appeared at the Kalamazoo Central high school auditorium. . . . Al Bellietto stopped by to chat with Ken Scott, WPEO, Peoria, Ill. . . . The Ames Brothers visited with Charlie Shaw at WOLF, Syracuse. . . . Bob McKinnon, WRFS, Alexander City, Ala., tells us about his guests: "Enjoy your column very much. I was very fortunate this fall in having three top stars guest on my '1050 Club.' I would like to thank Johnnie Ray, Dick Haymes and Vaughn Monroe for their co-operation." . . . Merle Kilgore, KFAZ, Monroe, La., was visited by Webb Pearce recently. . . . Fred Grewer, WHLL, Wheeling, W. Va., interviewed Lou Monte whom he describes as "a real nice guy." . . . Bill Kerwin, KCMO, Kansas City, Mo., writes: "Wonderful long interview with Felicia Sanders, playing date here. Also splendid interview with Will Rogers Jr. in connection with Mothers' March on Polio and his new picture, 'Boy From Oklahoma.'" . . . Recent guests on Reed Farrell's show via KGBC, Galveston, Tex., were Bob Eberle, Frank Warren, Jackie Miles and Bernice Parks.

Don Sherman, WLYN, Lynn, Mass., writes: "Being closer to a metropolitan area, we get a few interesting guests on the air. In recent weeks Cindy Lord, Pat O'Day, the Four Aces and the Frank Petty Trio have made an appearance on our show." . . . Howard Leonard, WPOR, Portland, Me., played host to Pat O'Day. . . . Richard Hayes, Mercury recording star, guested on the Julian Silver show via WMI, Miami, while appearing at the San Souci Hotel there.

"THIS IS MY PRAYER" "TILL I SEE YOU AGAIN"

(Decca 28716)



THAT YOU



TAKE A GOOD

LISTEN TO

"SLEEPING BEAUTY"

By the Writers of "TOO YOUNG"

and

"WEDDING BELL SONG"

DECCA 29025

Sincerely,

DICK NOEL



Personal Management
HARRY CARLSON

Bookings
GENERAL ARTISTS CORP.

The Billboard Music Popularity Charts **PACKAGED RECORDS**

• Best Selling Popular Albums

Albums are ranked in order of their national sales strength at the retail level according to The Billboard's weekly survey of top dealers in all key markets.

LP'S

1. TAWNY—Jackie GleasonCapitol H 471
2. MUSIC FOR LOVERS ONLY—Jackie Gleason ...Capitol H 352
3. GLENN MILLER PLAYS SELECTIONS FROM "THE GLENN MILLER STORY"RCA Victor LPT 3057
4. THE GLENN MILLER STORY—Sound Track ...Decca DL 5519
5. CALAMITY JANE—Doris Day, Howard KeelColumbia CL 6273
6. I REMEMBER GLENN MILLER—Ray Anthony...Capitol H 476
7. I BELIEVE—Perry ComoRCA Victor LPM 3188
8. MAY I SING TO YOU—Eddie Fisher ...RCA Victor LPM 3185
9. KISMET—Broadway CastColumbia CL 4850
10. SONGS FOR YOUNG LOVERS—Frank Sinatra ..Capitol H 488

EP'S

1. MUSIC FOR LOVERS ONLY—Jackie GleasonCapitol EBF 352
2. CALAMITY JANE—Doris Day, Howard Keel ...Columbia B 347
3. TAWNY—Jackie GleasonCapitol EBF 471
4. GLENN MILLER PLAYS SELECTIONS FROM "THE GLENN MILLER STORY"RCA Victor EPBT 3057
5. THE GLENN MILLER STORY—Sound TrackDecca ED 2124-5
6. I REMEMBER GLENN MILLER—Ray AnthonyCapitol EBF 476
7. MUSIC TO MAKE YOU MISTY—Jackie GleasonCapitol EBF 455
8. SONGS FOR YOUNG LOVERS—Frank SinatraCapitol EBF 488
9. MAY I SING TO YOU—Eddie FisherRCA Victor EPB 3185
10. I BELIEVE—Perry ComoRCA Victor EPB 3188

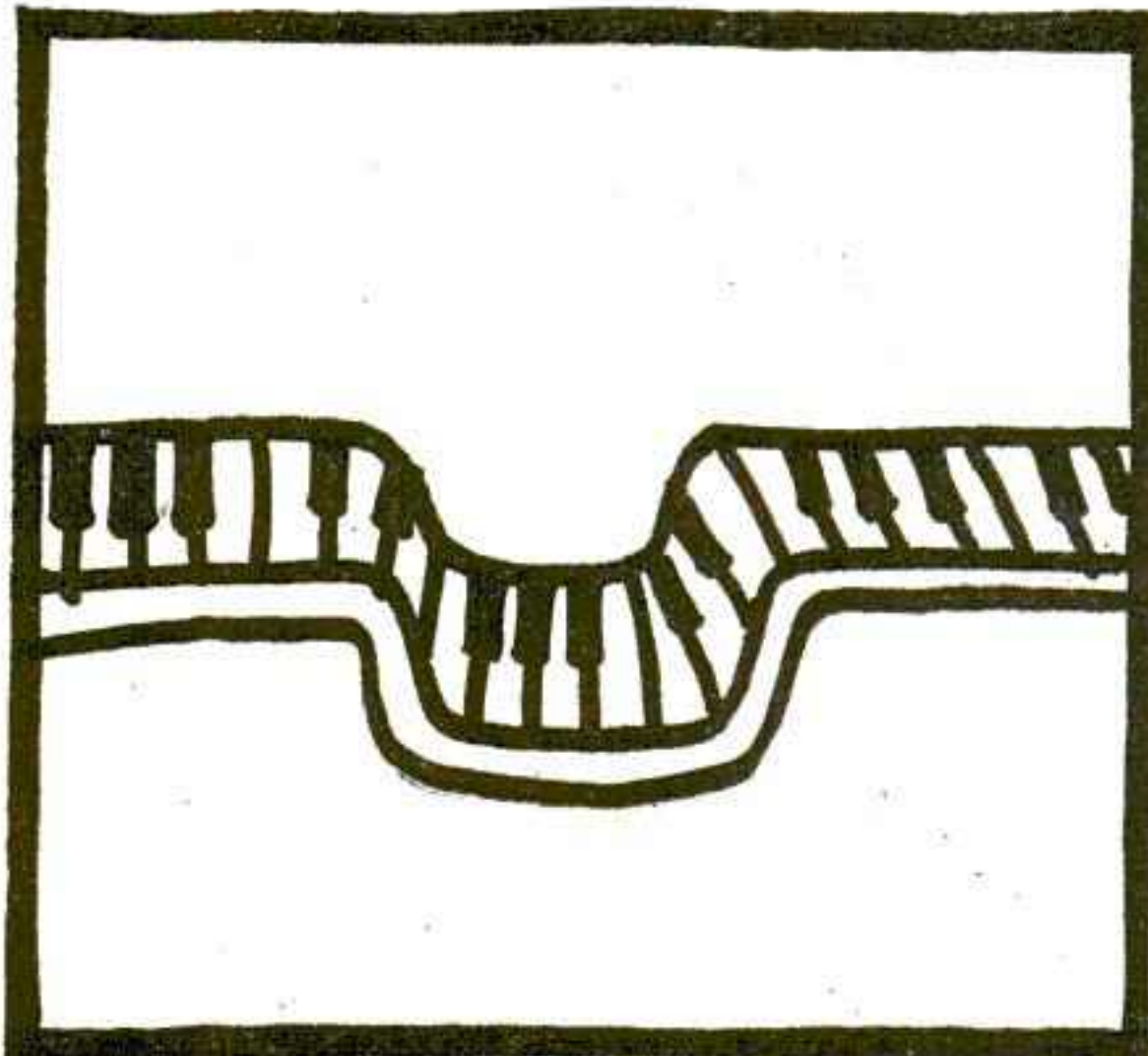
• Reviews and Ratings of New Popular Albums

DANCE WITH LES BROWN ORK. (1-12") Columbia CL 539
Columbia has dug deep into its files to come up with this album of unreleased Les Brown cuttings, made while the ork was recording for the label. And it was well worth it, for this is one of the best collections of sides by one of the country's top swing orks yet released. Doris Day handles some of the vocals, and Lucy Ann Polk some, too. The ork swings on every tune and the album should have great appeal among college youths and those older fans who yearn for the old band days.

CURTAIN CALL, VOL. 676
Connee Boswell, Frances Langford, Ella Fitzgerald, Mildred Bailey (1-10") Decca DL 7026
Another excellent addition to this popular and commercially successful series. Four veteran songstresses are heard in songs that were "milestones in their careers." Examples: Ella Fitzgerald in "A Tisket, A Tasket"; Mildred Bailey in "Rocking Chair"; Frances Langford in "Baltimore Oriole" and Connee Boswell in "Then You've Never Been Blue."

BUDDY'S BEST75
Buddy Greco (1-EP) Coral EC 11070
Fans of this fine vocalist will applaud (Continued on page 104)

EPICture No. 7 (A Roger Price "Doodle")



Piano Keyboard Owned By Man Who Didn't Know His Own Strength

Some pianos can't carry the load. Some records can't either... But Epic Records with unique *Radial Sound* have an astonishing range—they handle with ease the biggest sounds on records. Smartly packaged in eye-arresting jackets, each Epic Record gives your customers the extra money's worth of a performance thrillingly reproduced. Dealers who carry Epic don't carry a load... stock up now.

Sell
YOU CAN HEAR THE DIFFERENCE...

For example—
LC 3010 Tchaikovsky: Piano Concerto No. 1 in B-Flat Minor—Alexander Uninsky, piano, with the Hague Philharmonic Orchestra, Willem Van Otterloo, conducting.



"EPIC" Trade Mark

LINER NOTES

By IS HOROWITZ

In a new bid to buyers of packaged records, RCA Victor is exploring a path of more than passing interest. Likely to appeal most to budding collectors of classical music, it holds forth the lures of brevity, low price and artist name power. Briefly, it involves issuing specially edited EP's of standard light works, already exploited heavily on other disks. One of the first to come off the presses is Ravel's *Bolero*, arranged by Arthur Fiedler to fill one side of an EP. Recording, of course, is by the Boston Pops Orchestra. Soon to be released is a similar treatment of the much-waxed *Warsaw Concerto*. The standard EP price obtains.

FUTURES...
M-G-M will soon release the sound track album of *Rose Marie*, upcoming CinemaScope musical. All three speeds on this one... For customers with something other than music on their minds, dealers might suggest RCA Victor's new talking LP, *The Power of Positive Thinking*, recorded by the author of the best-seller, Norman Vincent Peale. Some of the topics covered are "How to Break the Worry Habit," "How to Solve Your Problems" and "How to Relax." Due to hit dealers' shelves in April is a new London version of *Cavalleria Rusticana*, featuring Mario del Monaco... Andre Kostelanetz, who premiered Prokofiev's *Wedding Suite* from the *Stone Flower Ballet* in January, has recorded the work for Columbia. It is being readied for early release... Urania Records is moving fast to capitalize on the successful debut of its artist, Dolores Wilson, at the Metropolitan Opera several weeks ago. The company's diskings of Lucia di Lammermoor with the Philadelphia soprano is quickly being split up into a "highlights" LP, as well as three EP excerpt diskings, which will be ballyhooed together with the complete set.

ARTISTS...
Fritz Reiner will hold his first recording session with the Chicago Symphony under RCA Victor auspices next Monday (8). Since the Mercury-Chicago pact is still in force, the resulting album is not expected to be released for many months... Wilhelm Backhaus plays his first United States recital in 28 years at Carnegie Hall March 30... Austrian conductor Joseph Krips, guesting with the Buffalo Philharmonic, will play all the Beethoven symphonies with the ork. He's also been pacted to conduct at the Cincinnati May Festival (May 5-8)... Raphael Kubelik, formerly with Mercury and HMV, has been signed to an exclusive pact by British Decca, with his product to be issued here under the London imprint.

CHART COMMENTS

As expected, the list of Extended Orchestral Works (Catalog Sellers) shows its stable nature, with only one change entered as against the last time the category was surveyed. The Capitol Gershwin package has now joined the select group, replacing the Mercury Morton Gould set which figured on the chart in the February 13 issue.

The same buyer loyalty to its favorites is demonstrated in the Concerto Catalog chart too. Here also only a single set has been displaced from the list of January 23, the last time the repertoire was surveyed. Francescatti's reading of the *Beethoven Violin Concerto* dropped out this time around, to be replaced by another Beethoven work, the *Piano Concerto No. 5*.

NEXT WEEK

- ★ SHORT ORCHESTRAL WORKS
- ★ INSTRUMENTAL
- ★ ALL POP ALBUMS

• Classical Recent Release Sellers

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

EXTENDED ORCHESTRAL WORKS

(Listed Alphabetically)

- ADAM: GISELLE (Paris Opera Orchestra-Blaureau) London LL 869
BARTOK: CONCERTO FOR ORCHESTRA (Philharmonia Orchestra-von Karajan)Angel 35003
COPLAND: EL SALON MEXICO; APPALACHIAN SPRING (Boston Symphony-Koussevitsky)RCA Victor LCT 1134
KHATCHATURIAN: GAYNE BALLETT SUITE; MASQUERADE SUITE (Indianapolis Symphony-Sevitsky)Capitol P 8823
MOUSSORGSKY: PICTURES AT AN EXHIBITION; STRAVINSKY: FIREBIRD SUITE (Philadelphia Orchestra-Ormandy)Columbia ML 4700
RESPIGHI: PINES OF ROME; FOUNTAINS OF HOME (NBC Symphony-Toscanini)RCA Victor LM 1768
SCRIABIN: POEM OF ECSTASY; POEM OF FIRE (New York Philharmonic-Mitropoulos)Columbia ML 4731
TCHAIKOVSKY: NUTCRACKER SUITE; SLEEPING BEAUTY (Philadelphia Orchestra-Ormandy)Columbia ML 4729
TCHAIKOVSKY: NUTCRACKER SUITE; WALDTEUFEL; SKATER'S WALTZ; ROSSINI: WILLIAM TELL OVERTURE (NBC Symphony-Toscanini)RCA Victor LRY 9000

CONCERTO

(Listed Alphabetically)

- BEETHOVEN: PIANO CONCERTO NO. 2; RACHMANINOFF: RHAPSODY ON A THEME OF PAGANINI (Kapell, NBC Symphony-Golschmann)RCA Victor LM 9026
BEETHOVEN: PIANO CONCERTO NO. 3 (Serkin, Philadelphia Ormandy)Columbia ML 4738
CASTELNUOVO-TEDESCO: CONCERTO FOR GUITAR; MISCELLANEOUS PIECES (Segovia, New London Symphony-Sherman)Columbia ML 4732
GERSHWIN: PIANO CONCERTO IN F (Pennario, Pittsburgh Symphony-Steinberg)Capitol P 8219
RACHMANINOFF: PIANO CONCERTO NO. 2 (Farnadi, Vienna State Opera Orchestra-Scherchen)Westminster WL 5193
RAVEL: PIANO CONCERTO FOR THE LEFT HAND; CONCERTO IN G (Blancard, Orchestre de la Suisse Romande-Ansermet)London LL 797
TCHAIKOVSKY: PIANO CONCERTO NO. 1 (Uninsky, Hague Philharmonic-van Otterloo)Epic LC 3010

• Classical Catalog Sellers

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

EXTENDED ORCHESTRAL WORKS

(Listed Alphabetically)

- DEBUSSY: LA MER; MENDELSSOHN: MIDSUMMER NIGHT'S DREAM (NBC Symphony-Toscanini)RCA Victor LM 1221
DE FALLA: THREE CORNERED HAT (Danco, Orchestre de la Suisse Romande-Ansermet)London LL 598
GERSHWIN: AN AMERICAN IN PARIS; RHAPSODY IN BLUE (Levant, New York Philharmonic-Rodzinski)Columbia ML 4026
GERSHWIN: AN AMERICAN IN PARIS; RHAPSODY IN BLUE (Pennario, Paul Whiteman Orchestra)Capitol P 303
GROFE: GRAND CANYON SUITE (NBC Symphony-Toscanini)RCA Victor LM 1004
MOUSSORGSKY: PICTURES AT AN EXHIBITION (Chicago Symphony-Kubelik)Mercury MG 50000
OFFENBACH: GAITE PARISIENNE (Boston Pops-Fiedler)RCA Victor LM 1001
RAVEL: BOLERO; RIMSKY-KORSAKOFF: CAPRICCIO ESPAGNOL (Detroit Symphony-Paray)Mercury MG 50020
RIMSKY-KORSAKOFF: SCHEHERAZADE (Minneapolis Symphony-Dorati)Mercury MG 50009
RIMSKY-KORSAKOFF: SCHEHERAZADE (Philharmonia Orchestra-Stokowski)RCA Victor LM 1732

CONCERTO

(Listed Alphabetically)

- BEETHOVEN: PIANO CONCERTO NO. 5 (Gieseking, Philharmonia Orchestra-von Karajan)Columbia ML 4623
BEETHOVEN: PIANO CONCERTO NO. 5 (Horowitz, NBC Symphony-Reiner)RCA Victor LM 1718
BRAHMS: PIANO CONCERTO NO. 2 (Rubinstein, Boston Symphony-Munch)RCA Victor LM 1728
GRIEG: PIANO CONCERTO IN A MINOR; LISZT: PIANO CONCERTO NO. 1 (Rubinstein, Dorati)RCA Victor LM 1018
GRIEG: PIANO CONCERTO IN A MINOR; SCHUMANN: PIANO CONCERTO IN A MINOR (Lipatti, Philharmonia Orchestra-Galliera)Columbia ML 4525
PAGANINI: VIOLIN CONCERTO NO. 1; SAINT-SAENS: VIOLIN CONCERTO NO. 3 (Francescatti, Philadelphia Orchestra-Ormandy)Columbia ML 4315
RACHMANINOFF: PIANO CONCERTO NO. 2 (Rachmaninoff, Philadelphia Orchestra-Stokowski)RCA Victor LCT 1014

**The Billboard Music Popularity Charts
PACKAGED RECORDS**

**• Reviews and Ratings of
New Classical Releases**

EXTENDED ORCHESTRAL WORKS

- TCHAIKOVSKY: THE SWAN LAKE (1-12")**—The Philharmonic Orchestra; Robert Irving, Cond. Bluebird LBC 1064 ... 76
A thoroughly satisfying performance. The popularity of this music and the low price of the disk make it a good item for new classical collectors who are starting to build a basic library.
- GRIEG: PEER GYNT INCIDENTAL MUSIC (1-12")**—Oslo Philharmonic; Odd Gruner-Hegge, Cond. Mercury MG 10148 73
This is a beautifully done record. Here's Grieg's incidental music for the original stage version of Ibsen's "Peer Gynt." Most everyone is familiar with the melodies, but few have heard the music in its planned sequence, as the composer and dramatist intended. Alfred Maurstad and Eva Prytz sing the principal roles.
- BALAKIREV: TAMAR; RIMSKY-KORSAKOV: SUITE FROM "IVAN THE TERRIBLE" (1-12")**—London Symphony; Anatole Fistoulari, Cond. M-G-M E 3076 69
Available for the first time on LP, these selections fill some of the bigger gaps in our acquaintance with the works of these important Russian composers. The Balakirev tone poem is an exotic work with Oriental undertones; the R-K Suite from his first opera, a series of dramatic orchestral excerpts that has much of the flavor of better-known later works.

CONCERTOS

- LALO: SYMPHONIE ESPAGNOLE; KORNGOLD: VIOLIN CONCERTO IN D (1-12")**—Jascha Heifetz, Violin; RCA Victor Symphony; W. Steinberg, Cond.; Los Angeles Philharmonic; A. Wallenstein, cond. RCA Victor LM 1782 80
One side holds a transfer from 10-inch of the Lalo, coupled with the rhapsodic concerto by Hollywood composer Korngold. For most the Heifetz is the preferred version of the Lalo, the side that will make this a good seller for many dealers.
- BEETHOVEN: PIANO CONCERTO NO. 1; RONDO IN B FLAT MAJOR, OP. POSTH. (1-12")**—Friedrich Wuehrer, Piano; Pro Musica Symphony, Vienna; H. Swarowsky, Cond. Vox PL 8400 76
One of the most delightful piano disks issued in some time, this is likely to win many friends, despite strong competition on the concerto. The rondo is an LP "first." Interpretation and sound are top flight.
- RICHARD STRAUSS: HORN CONCERTO IN E FLAT MAJOR, OP. 11; MOZART: CLARINET CONCERTO IN A MAJOR, K.622 (1-12")**—Radio Leipzig Orchestra; Gerhard Wiesenhuber, Cond. Urania UURLP 7108 65
The Strauss work, more like a rhapsody in form than a concerto, has many remarkable passages that foreshadow the genius of his later Strauss in orchestration and musical inventiveness. Heinz Lohan is the soloist in this first LP version of the concerto. The Mozart "Clarinet Concerto" is better known; to those not yet acquainted with its lovely melodies, Ewald Koch's interpretation might be recommended.

SHORT ORCHESTRAL WORKS

- RAVEL: BOLERO; GERSHWIN: PORGY AND BESS MEDLEY (1-EP)**—Boston Pops; Fiedler, Cond. RCA Victor ERA 179 87
If what RCA Victor has done here with Ravel's Bolero is a tip-off on what may come, the label may have come up with a fabulous idea—abridged versions of standard classics so that the works can be put on EP and at the standard EP price. This, a fine new recording, should be a big seller. For the quondam buyers, condensed versions should be meat and potatoes.
- CARMEN AND FAUST SYMPHONIC SUITES (1-EP)**—Radio City Music Hall Symphony Ork; Paige, Cond. RCA Victor ERA 175 80
Smartly arranged and artfully coupled, the two operatic works are done instrumentally here in skillfully abridged concert style, typical of what the Music Hall gives its paying customers regularly. The dealer who takes full advantage of this kind of package will reap heavy benefits. Recording is excellent.
- NORWEGIAN POP CONCERT (1-12")** — Oslo Philharmonic; Odd Gruner-Hegge, Oivin Fjeldstad, Conds. Mercury MG 10150 72
This fine recording of light selections by some of Norway's top composers could interest those collectors who are perhaps a little tired of Strauss and Tchaikovsky. Some of the compositions are well known, such as "Entrance March of the Boyards" and "The Herd Girl's Sunday." But the rest, by Hanssen, Halvorsen and Svendsen, are not as familiar. All are played skillfully.
- ALFVEN: MIDSUMMER VIGIL; SVENDSEN: CARNIVAL AT PARIS (1-12")**—Royal Opera House Orchestra; J. Hollingsworth, Cond. M-G-M E 3082 71
This new set includes musical selections by Scandinavian composers, featuring Alfven's "Midsummer Vigil" from whence comes the pop tune "Swedish Rhapsody" and Svendsen's "Carnival at Paris." These and selections by Sibelius and Neilsen are played satisfactorily by the ork. Some of the compositions included here are LP "firsts."
- MUSIC OF MODERN NORWAY: SAEVRUD AND VALEN (1-12")**—Oslo Philharmonic; Oivin Fjeldstad, Cond. Mercury MG 10149 69
Two Twentieth Century Norwegian composers are represented on this LP, authentically performed by the Oslo Symphony Orchestra. Harald Saevrud, imaginative and vital, contributes "Rondo Amoroso," "Galdreslatten" and "Sinfonia Dolbrosa"; Fartein Valen, poetic and mystic in inspiration, has contributed "The Cemetery by the Sea," "Michelangelo Sonnet" and "The Silent Island."

CHORAL WORKS AND VOCAL

- BEETHOVEN: MISSA SOLEMNIS (2-12")**—Robert Shaw Chorale; Soloists; NBC Symphony; Arturo Toscanini, Cond. RCA Victor LM 6013 87
A set that may well figure as a recording highlight of a decade or more. The magnificent score is awarded a luminous performance, distinguished in all its parts and totaling a listening experience of overwhelming impact. Will sell on sight as well as sound via a packaging innovation that provides a view of a classic print, suitable for framing, thru a window in the album.
- ROBERTA PETERS (1-12")** — RCA Victor Orchestra; Renato Cellini, Cond. RCA Victor LM 1786 78
This new set, entitled "Roberta Peters—Youngest Member of a Great Tradition," presents the youthful soprano in a group of Bellini and Donizetti arias, including selections from "Lucia" and "I Puritani." The Metopera star does a beautiful job with each aria, showing off her dazzling technique and

(Continued on page 104)

RATINGS—COMMERCIAL POTENTIAL

Each record review expresses the opinion of the members of The Billboard music staff. In determining the commercial rating, the following factors are considered: Interpretation, material, artist's name value, distribution power, exploitation potential. Each album is rated within its own musical category.	90-100, Tops
	80- 89, Excellent
	70- 79, Good
	60- 69, Satisfactory
	50- 59, Limited
	0- 49, Poor

**Mercury Classics
Sell Best***

**THIS WEEK'S
RECOMMENDED
TOP SELLER**

* **Smetana MA VLAST**
("My Fatherland") (complete)
RAFAEL KUBELIK
CONDUCTING THE
Chicago Symphony Orchestra
OL-2-100



"MONUMENTAL is the most fitting description for this great music and great recording. Rafael Kubelik...has projected taste and deep feeling into the

score...the sound is magnificent...the recording is beautifully clean, with brass and percussion finely delineated and with some exceptional woodwind playing"

RADIO AND TELEVISION NEWS

This distinguished High Fidelity Living Presence album the only complete recording of this great work—one of the finest artistic achievements on records.

TRULY THE FINEST IN HIGH FIDELITY RECORDING
Mercury **LIVING PRESENCE**

A "Must for every Hi-Fi Buyer"—a unique item Mercury's Living Presence High Fidelity demonstration disc—Excerpts from \$35 worth of Living Presence best sellers for only 10c—featuring the Minneapolis Orchestra, the Detroit Orchestra, the Eastman-Rochester Symphony, the Chicago Orchestra. **OLD-1**

ONLY

10c

AVAILABLE NOW



LIVING PRESENCE HI-FI SHOWPIECES

- * **MOUSSORGSKY-RAVEL** Pictures at an Exhibition. Chicago Symphony—Kubelik. MG50000
- TCHAIKOVSKY** Symphony No. 5 in E Minor. Minneapolis Orchestra—Dorati. MG50008
- * **BEETHOVEN** Symphony No. 7 in A Major. Detroit Orchestra—Paray. MG50022
- AMERICANA** for SOLO WINDS and STRING ORCHESTRA. The Winter's Past (Barlow); Soliloquy for Flute and Strings (Rogers); Quiet City (Copland); Night Soliloquy (Kennan); Serenade for Clarinet and Strings (Keller); Serenade for Flute, Strings and Harp (Hanson); Pastorale for Oboe, Strings and Harp (Hanson). Eastman-Rochester Symphony—Hanson. MG40003

LIVING PRESENCE DISCS TO DELIGHT AND DAZZLE

- * **BARTOK** Music for Strings, Percussion and Celesta; **BLOCH** Concerto Grosso. Chicago Orchestra—Kubelik. MG50001
- * **BERLIOZ** Roman Carnival Overture; **RAVEL** Pavane pour une Infante defunte and Alborada del gracioso; **DEBUSSY** Three Nocturnes. Minneapolis Orchestra—Dorati. MG50005
- STRAUSS** Ein Heldenleben ("A Hero's Life"). Minneapolis Orchestra—Dorati. MG50012
- MOZART** Symphony No. 38 ("Prague"); Symphony No. 34 in C. Chicago Orchestra—Kubelik. MG50015
- * **JOHANN STRAUSS—FOUR GREAT WALTZES.** Wiener Blut; Wine, Women and Song; Tales from the Vienna Woods. Minneapolis Orchestra—Dorati. MG50019
- * **WAGNER** Lohengrin Preludes to Acts I and III; Die Meistersinger Prelude; Tannhauser Overture; Ride of the Valkyries. Detroit Orchestra—Paray. MG50021
- HINDEMITH** Symphonic Metamorphoses; **SCHOENBERG** Five Pieces. Chicago Orchestra—Kubelik. MG50024.
- CANNING** Fantasy on a Hymn by Justin Morgan; **MENNINI** Arioso; **FOOTE** Suite in E Major. Eastman-Rochester Orchestra—Hanson. MG40001
- * **AMERICAN CONCERT BAND MASTERPIECES.** Eastman Symphonic Wind Ensemble—Fennell. MG40006

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MUSIC FROM MODERN NORWAY. **SAEVERUD** Rondo Amoroso; Symphonic Dance with Passacaglia; Sinfonia Dolbrosa. **VALEN** The Cemetery by the Sea; Michelangelo Sonnet; The Silent Island. Oslo Philharmonic Orchestra, Fjeldstad conducting. MG10149



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The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

• Best Sellers in Stores

For survey week ending February 24

RECORDS are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among dealers throughout the country with a high volume of sales in country and western records. The reverse side of each record is also listed.

This Week		Last Week	Weeks on Chart
1.	SLOWLY —W. Pierce..... You Just Can't Be True—Dec 28991—BMI	1	5
2.	BIMBO —J. Reeves..... Gypsy Heart—Abbott 148—BMI	3	12
3.	I REALLY DON'T WANT TO KNOW — E. Arnold..... I'll Never Get Over You—V 20-5525—BMI	5	9
4.	SECRET LOVE —S. Whitman..... Why?—Imperial 8220—ASCAP	4	6
5.	THERE STANDS THE GLASS — W. Pierce..... I'm Walking the Dog—Dec 28834—BMI	2	20
6.	YOU BETTER NOT DO THAT — T. Collins..... High on a Hilltop—Cap 2701—BMI	10	2
7.	RELEASE ME —J. Heap..... Just to Be With You—Cap 2518—BMI	9	7
8.	WAKE UP, IRENE —H. Thompson..... Go Cry Your Heart Out—Cap 2646—BMI	7	13
9.	LET ME BE THE ONE —H. Locklin.... I'm Tired of Bumming Around— Four Star 1641—BMI	6	24
10.	I'LL BE THERE —R. Price..... Release Me—Col 21214—BMI	—	1

• Most Played in Juke Boxes

For survey week ending February 24

RECORDS are ranked in order of the greatest number of plays in juke boxes throughout the country. Results are based on The Billboard's weekly survey among operators throughout the country using a high proportion of country and western records.

This Week		Last Week	Weeks on Chart
1.	THERE STANDS THE GLASS — W. Pierce..... Dec 28834—BMI	1	18
1.	SLOWLY —W. Pierce..... Dec 28991—BMI	5	2
3.	WAKE UP, IRENE —H. Thompson..... Cap 2646—BMI	1	8
4.	LET ME BE THE ONE —H. Locklin.... Four Star 1641—BMI	4	19
5.	SECRET LOVE —S. Whitman..... Imperial 8223—ASCAP	5	7
6.	BIMBO —J. Reeves..... Abbott 148—BMI	3	12
7.	YOU BETTER NOT DO THAT — T. Collins..... Cap 2701—BMI	—	1
8.	AS FAR AS I'M CONCERNED — R. Foley..... Dec 29000—BMI	—	1
9.	I'M WALKING THE DOG —W. Pierce.. Dec 28834—BMI	—	17
10.	I REALLY DON'T WANT TO KNOW — E. Arnold..... V 20-5525—BMI	7	8

• Most Played by Jockeys

For survey week ending February 24

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week		Last Week	Weeks on Chart
1.	SLOWLY —W. Pierce..... Dec 28991—BMI	1	4
2.	BIMBO —J. Reeves..... Abbott 148—BMI	6	14
3.	I LOVE YOU —G. Wright-J. Reeves.... Fabor 101—BMI	4	9
4.	I REALLY DON'T WANT TO KNOW — E. Arnold..... V 20-5525—BMI	3	7
4.	YOU BETTER NOT DO THAT — T. Collins..... Cap 2701—BMI	7	3
6.	LET ME BE THE ONE —H. Locklin.... Four Star 1641—BMI	5	27
7.	SECRET LOVE —S. Whitman..... Imperial 8220—ASCAP	2	6
8.	CHANGING PARTNERS —P. W. King.. V 20-5543—BMI	8	10
9.	THERE STANDS THE GLASS — W. Pierce..... Dec 28834—BMI	8	20
10.	WAKE UP, IRENE —H. Thompson..... Cap 2646—BMI	10	10

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C & W Territorial Best Sellers

City-by-city listings are based on late reports secured from top country and western dealers and juke box operators in each of the markets listed.

	CINCINNATI	DALLAS-FT. WORTH	HOUSTON	MEMPHIS	NASHVILLE	NEW ORLEANS
Slowly—W. Pierce, Decca.....	2	1	1	1	2	1
Secret Love—S. Whitman, Imperial.....	1	6	2	4	9	9
Bimbo—J. Reeves, Abbott.....	3	4	3	7	7	7
I Really Don't Want to Know—E. Arnold, Victor.....	3	2	2	2	3	3
You Better Not Do That—T. Collins, Capitol.....	5	5	6	6	3	3
I'll Be There—R. Price, Columbia.....	7	7	7	7	1	1
As Far as I'm Concerned—R. Foley, Decca.....	4	4	5	5	2	2
You All Come—A. Duff, Starday.....	8	5	9	9	2	2
Release Me—J. Heap, Capitol.....	10	10	10	10	2	2
Dog Gone It, Baby, I'm in Love— Carl Smith, Columbia.....	8	8	4	4	4	4
Low Down Blues—H. Williams, M-G-M.....	3	3	3	3	3	3
Honky Tonk Heart—E. Tubb, Decca.....	3	3	3	3	3	3
What Am I Going to Do With You?— Carl Smith, Columbia.....	9	9	5	5	5	5
Panamama—H. Snow, Victor.....	4	4	4	4	4	4
Run 'Em Off—O. Wheeler, Okeh.....	4	4	4	4	4	4
Tight Wad—York Brothers, King.....	5	5	5	5	5	5
Say a Prayer for Me—A. Terry, Hickory.....	6	6	6	6	6	6
I Love You—J. Wakely & L. Welk, Coral.....	6	6	6	6	6	6
Don't Give Your Heart to a Rambler— J. Skinner, Decca.....	6	6	6	6	6	6
Wake Up, Irene—H. Thompson, Capitol.....	7	7	7	7	7	7
My Isle of Golden Dreams— M. Robbins, Columbia.....	7	7	7	7	7	7
There Stands the Glass—W. Pierce, Decca.....	9	10	9	9	9	9
Run 'Em Off—L. Frizzell, Columbia.....	8	8	8	8	8	8
Let Me Be the One—H. Locklin, Four Star.....	8	8	8	8	8	8
Look What Followed Me Home— G. Morgan, Columbia.....	8	8	8	8	8	8

This Week's Best Buys

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

I'LL BE THERE (Tubb, BMI)

RELEASE ME (Four Star, BMI)—Ray Price—
Columbia 21214

Originally selling as one of the powerful competing versions of "Release Me," disk has now come into its own on the strength of the "I'll Be There" side. Listed this week on the national retail chart and on the territorial best-seller charts of Houston, Memphis and Nashville. Other good reports were received from Eastern Pennsylvania, Pittsburgh, Cincinnati, St. Louis, Dallas and Atlanta.

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Folk Talent and Tunes

By JOEL FRIEDMAN
600 Sunset Boulevard, Hollywood

RCA Victor's Eddy Arnold doing a week at the Olympia Theater, Miami, after his TV shot on the Spike Jones show in Hollywood. . . . Jim Reeves, Abbott Records, hosted at a party in Hollywood last week by publicist Bea

Terry. Flock of country and western talent attended, including Big Jim DeNoon, Johnny Bond, Eddie Dean, Ginny Wright, Harry Rodcay, Cousin Herb Henson and Jimmy Thomason. Reeves and his wife are on the West Coast for his current tour, set by Steve Stebbins' Americana Corporation. . . . Woody Mercer, cowboy star at WLS, Chicago, has been named an Honorary Arizona Vigilante. . . . Cowboy Copas into the Circle Theater, Cleveland. . . . Minnie Pearl finishing a 10-day tour of the Pacific Northwest set by Johnny Kelly, of Ulm, Mont. . . . Col. and Mrs. Tom Parker, Tom Diskin and Bill Starnes house-guesting with Tom's former employer, Mr. and Mrs. Curtis Velare, during their stay in Florida. Jamboree team set up the Eddy Arnold date at the Olympia, Mi-

ami, in addition to a date at the Palms Theater, West Palm Beach, Fla. Troupe, in addition to Arnold, consists of the Davis Sisters, Johnny Maddox, Andy Griffith, Dr. Lew Childre, Roy Wiggins and Hank Garland and Plowboys Louie Innis and Bobbie Moore. . . . Tommy Sands on hand to welcome the Cisco Kid and Pancho into Houston for the Houston Fat Stock Show. . . . Jim Wilson, Hu-

bert Long, Webb Pierce and Norm Riley visited with Tom Parker at Orlando, Fla. . . . Dickens Sisters guesting on the WLS, Chicago, "National Barn Dance" show. . . . Texas Bill Strength guesting on Marty Roberts' WCKY, Cincinnati, show recently.

Martha Carson set to tour Alabama March 1-12, to be followed by a five-day stretch thru Eastern Canada. Dates will be played for
(Continued on page 98)

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and the Colorado Cow Hands

"I'M LIVING IN A LONELY WORLD"
"STOP CRYING ON MY SHOULDER"
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HARDT MELODIERS

"FAT LADY POLKA"
"PASTIME WALTZ"
No. 5002-78 and 45's

"FAT LADY POLKA"
"SNOW WALTZ"
No. 5004-78 and 45's

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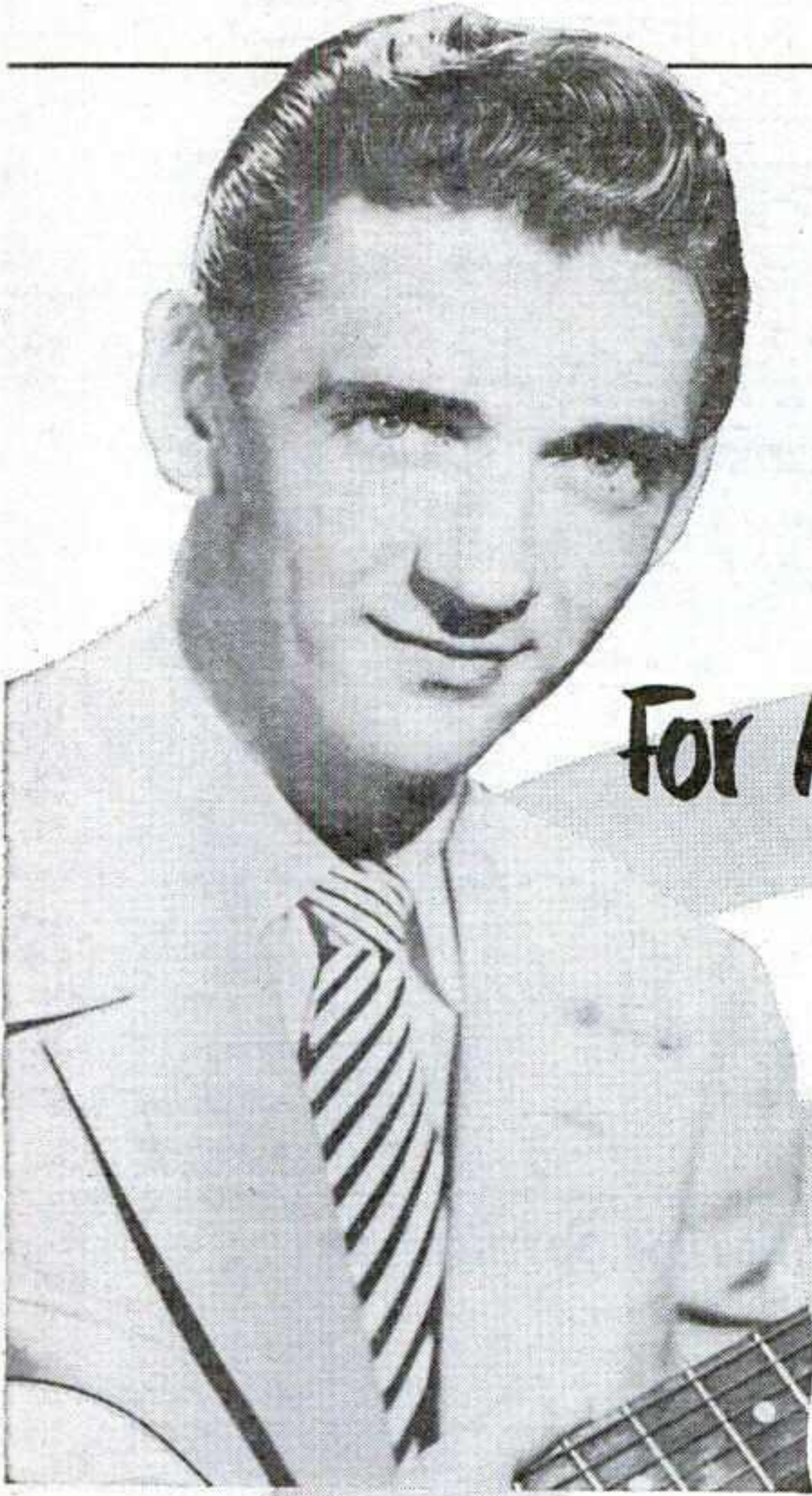
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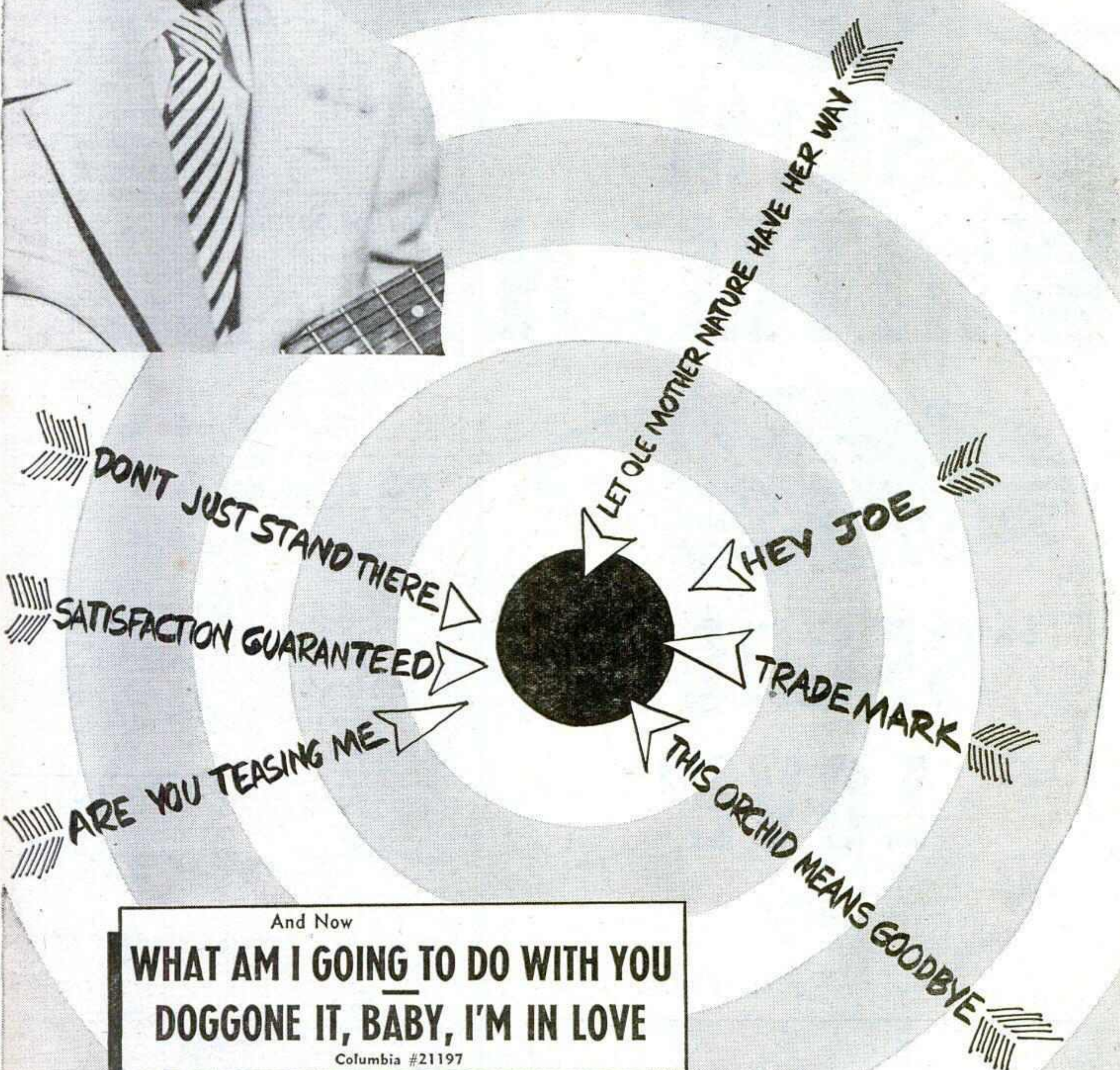
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• Reviews of New C & W Records

• Continued from page 96

- city has a good catch-phrase. Instrumentation, particularly the piano, contribute to George Jones' impact on this side. (Starrite, BMI)
- You're in My Heart... 70**
Ditty, a country weeper, derives directly from the Hank Williams school. George Jones belts it out with fair effectiveness. (Starrite, BMI)
- JIMMY SKINNER**
Too Hot to Handle 72
DECCA 29053—Bright effort, which is already stirring a fuss in the field, is sung neatly by Skinner. The lateness of this cover waxing will preclude it from getting much of the loot, but it will still grab many spins. (Starrite, BMI)
- My Broken Heart**
Is Startin' to Show... 69
Bouncy weeper is sung with spirit by the chanter. (Perco, BMI)
- LATTIE MOORE**
Under a Mexico Moon..... 72
KING 1327—Happy ranchero has an interesting rhythm line, and the delivery by Moore is designed to set pulses beating a little more rapidly. (Heart-Line, BMI)
- They're Not Worth the Paper**
They're Written On... 67
Lattie Moore laments the insincerity of his writing gal tearfully. An okay weeper. (Shapiro-Bernstein, ASCAP)
- EDDIE NOACK**
(As the Band Played) Paul Jones 72
4 STAR 84—There's a lively beat and movement to this side. Eddie Noack tells how he and his sweetie met—as the band played "Paul Jones." Good listening. (4 Star, BMI)
- Fride**... 65
Routine country-style weeper gets routine vocal reading. (4 Star, BMI)
- KENNY LEE**
That's My Baby's Kisses 71
V 20-5629—Pleasant side by Lee which should please his fans. Tune is cute, and he handles it well. (Lowery, BMI)
- Baby, I Am Sick of You**... 71
Another good vocal by the chanter, this time, too, on a novelty item. (Lowery, BMI)
- TOMMY DUNCAN**
The Tennessee Churchbells 71
INTRO 6086—"You've broken her heart — you've waited too long." That's the theme of the church bells. Tommy Duncan does a fair vocal on this weeper. (Goday, BMI)
- That Uncertain Feeling**... 70
There's beat and a lively arrangement here, altho the lyric is doleful. Tommy Duncan's vocal is adequate. (Intro, BMI)
- THE LONESOME PINE FIDDLERS**
I'll Never Change My Mind 68
V 20-5660—Happy reading of a rural-styled effort that could get spins in the hill country. (RCA Victor)
- You're No Good**... 68
Another side that will appeal most in the Piedmont section. (RCA Victor)
- THE WESTERN RAMBLER**
A Man Dare Not Cry 68
4 STAR X-85—Recitation on the favor custom bestows on women and children in the matter of the release tears bring is rendered with philosophical calm. (4 Star, BMI)
- Judge Not**... 66
Another moral is drawn here. A pair of lectures are etched on this disk which should get some spins; may even do some business in the right juke spots. (4 Star, BMI)
- COTTON HENRY**
Alibing Sweetie 66
STARDAY 129—Cute item about a gal with lots of answers, not all truthful, is chanted pleasantly by Henry. (Starrite, BMI)
- Eskimo Nell**... 61
Side is labeled "not for radio use," but it's only mildly risqué. Jukes can use, perhaps.
- VERNA LEEDS**
Alone 65
ORIGINAL 504—Verna Leeds duets with herself prettily as she warbles the tender weeper. A nicely produced disk. Thrush can put over a song. (ASCA)
- It Takes a Long, Long Train**
With a Red Caboose... 62
Rhythmic train song is also sung well by the thrush. (ASCAP)
- DELBERT BARKER**
Building Castles 60
GARNETT 500—Okay warble by Barker on his debut cutting for the new label. (BMI)
- Yearning in My Heart**... 55
Same comment. (BMI)

• Review Spotlight on . . . RECORDS

- BETTY CODY**
I Really Want You to Know (Hill & Range, BMI)—RCA Victor 20-5630—Thrush Betty Cody turns in a fine reading of the ditty now riding high on the charts via the Eddy Arnold slicing. The song is the same, except for the change from a negative to a positive title and lyrics. Strong potential. Flip is "Tear Down the Mountains" (Oxford, ASCAP).
- HANK LOCKLIN**
Queen of Hearts (Four Star, BMI)—Decca 29030—Hank Locklin has a strong follow-up to his "Let Me Be the One" with this fine ballad about what the future holds. Should grab action. Flip is a weeper, "Mysteries of Life" (Four Star, BMI).

• Folk Talent and Tunes

• Continued from page 94

Norman Riley. . . Negotiations are currently under way with the Western Canada Arena Association for a June tour of that area featuring a package show consisting of **Little Jimmy Dickens, Johnny and Jack and Kitty Wells**. . . Sheriff **Tex Davis** reports the "Opry" unit recently pulled 4,500 for two shows at the Municipal Auditorium, Norfolk. Bill featured **Ernest Tubb, Marty Robbins, Elton Britt, Curtis Gordon, Texas Jim Robertson, Lennie and Curly and Tommy Riddle**. . . Thanks to Station WTJH, East Point, Ga., the popularity of hill-billy and gospel music in that area is on the rise. Station programs 11 hours of c.&w. music daily, with disk jockeys **Jerry Howell, Tom Lowe and Brother Bradson** doing the spinning. . . **Bob Edwards**, of Blue Ridge Ranger fame in Greenville, S. C., doing a TV stint via WRTV, Asbury Park, N. J., while stationed with the Army at Fort Monmouth. . . **Hawkshaw Hawkins**, currently riding high via his RCA Victor etching of "When You Say Yes," guested at the "Hayloft Jamboree," WCOP, Boston, last week.

Curly Gold currently featured at Marie's Colony, San Francisco. . . **Jimmy Simpson** in Nashville last week for another wax session with Republic Records. . . **Mary Wilson** handling the d.j. chores at KCLX, Colfax, Wash. . . **Bob and Wanda Wolfe** working up around Upper New York State, and recently played the Colony Theater, Gloversville, N. Y. . . **Don Messer** and the **Islanders** scheduled for a cross-country tour in Canada in May, starting from Prince Edward Island. . . D.j.'s, publishers and record companies galore highlighting National Earl Heywood Week thruout Canada, March 7-13, in honor of Earl's contributions in furthering Canadian folk music. . . Houston's "Hometown Jamboree" set for its bow March 13, with a whopping lineup of country talent slated to appear. **Potato Pete Hunter, KRCT, Baytown, Tex., Biff Collie, KNUZ, Houston, and Jack Starns**, at Beaumont, handling the talent. . . Show will air via KNUZ every Saturday night from City Auditorium, Houston. . . Contrary to previous reports, **Donn Reynolds** has not signed a contract with WSAZ-TV, Huntington, W. Va.

WNYC Plan

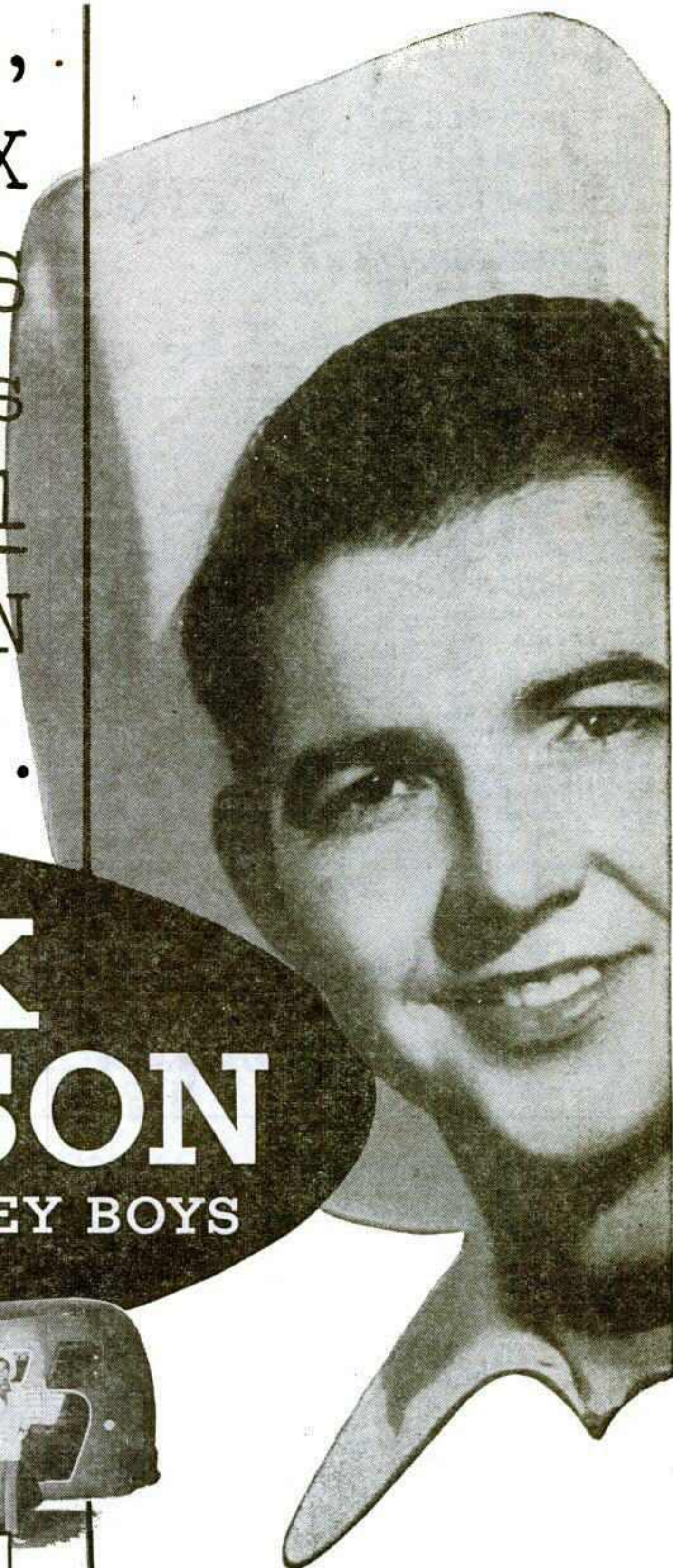
• Continue from page 13

to the poll, was Vladimir Horowitz, leading Artur Schnabel, Artur Schnabel, Walter Gieseking and Rudolf Serkin. Jascha Heifetz was the overwhelming favorite among violinists. He was trailed by Yehudi Menuhin, Zino Francescatti, Joseph Szigeti and Isaac Stern. The New York Philharmonic and Boston Symphony tied for first place among orchestras.

A tie was also scored by Jan Peerce and Jussi Bjoerling for top male singer. Marion Anderson received as many votes as all other female singers combined, leading Kirsten Flagstad and Rise Stevens. The Budapest String Quartet ran away with chamber group honors.

Another runaway favorite was Arturo Toscanini. He racked up more votes than all other conductors combined, and was followed by Bruno Walter and Eugene Ormandy.

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• Best Sellers in Stores

For survey week ending February 24

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 throught 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	on Chart	Weeks
1. THINGS THAT I USED TO DO—Guitar Slim.....	1	8	1
Well I Done Got Over—Specialty 482—BMI			
2. YOU'LL NEVER WALK ALONE—R. Hamilton.....	2	3	2
I'm Gonna Sit Right Down and Cry—Epic 9015—BMI			
3. I DIDN'T WANT TO DO IT—Spiders.....	6	3	6
You're the One—Imperial 5265—BMI			
4. YOU'RE STILL MY BABY—C. Willis.....	6	5	6
What's Your Name?—Okeh 7015—BMI			
5. I'LL BE TRUE—F. Adams.....	3	16	3
Happiness to My Soul—Herald 419—BMI			
6. MONEY HONEY—C. McPhatter.....	5	19	5
Way I Feel—Atlantic 1006—BMI			
7. SAVING MY LOVE FOR YOU—J. Ace.....	4	7	4
Yes Baby—Duke 118—BMI			
8. SOMETHING'S WRONG—Fats Domino.....	10	10	8
Don't Leave Me This Way—Imperial 5262—BMI			
9. HONEY HUSH—J. Turner.....	8	24	9
Crawdada Hole—Atlantic 1001—BMI			
9. I'M JUST YOUR FOOL—B. Johnson.....	9	8	9
A-12—Mercury 70251—BMI			

• Most Played in Juke Boxes

For survey week ending February 24

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 throught the country using a high proportion of rhythm and blues records.

This Week	Last Week	on Chart	Weeks
1. THINGS THAT I USED TO DO—Guitar Slim.....	1	7	1
Specialty 482—BMI			
2. I'LL BE TRUE—F. Adams.....	2	11	2
Herald 416—BMI			
3. YOU'LL NEVER WALK ALONE—R. Hamilton.....	—	1	3
Epic 9015—BMI			
4. YOU'RE SO FINE—Little Walter.....	3	7	4
Checker 786—BMI			
5. SAVING MY LOVE FOR YOU—J. Ace.....	6	11	5
Duke 118—BMI			
6. MONEY HONEY—C. McPhatter.....	4	17	6
Atlantic 1006—BMI			
6. TV MAMA—J. Turner.....	6	6	6
Atlantic 1016—BMI			
6. SOMETHING'S WRONG—Fats Domino.....	9	6	6
Imperial 5262—BMI			
9. I DIDN'T WANT TO DO IT—Spiders.....	—	1	9
Imperial 5265—BMI			
10. LUCILLE—C. McPhatter.....	—	1	10
Atlantic 1019—BMI			

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BILLY BROOKS

and

PLUMA DAVIS BAND

on

"WHAT CAN I DO"

#1629

b/w

"I CALLED MY BABY"

JUNIOR RYDER

and

JOHNNY OTIS ORCH.

doing

"SAD STORY"

Duke #119

b/w

"BETTER STOP"

LESTER WILLIAMS

takes off on

"GOOD LOVIN' WOMAN"

Duke #123

b/w

"LET'S DO IT"

BROTHER CLEOPHILUS ROBINSON

"I'M HOLDING ON"

#1724

b/w

"HE'S A WONDER"

CHARLES EDWIN

on

"I GOT LOOSE"

Duke #129

b/w

"BONG GONE"



RECORDS, INC.

2809 ERASTUS STREET
 HOUSTON 26, TEXAS



RECORDS, Inc.
 2809 Erastus Street,
 Houston 26, Texas

The Billboard Music Popularity Charts

RHYTHM & BLUES RECORDS

R & B Territorial Best Sellers

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

ATLANTA	CHARLOTTE	CHICAGO	CINCINNATI	DETROIT	LOS ANGELES	NEW ORLEANS	NEW YORK	PHILADELPHIA	ST. LOUIS	BALTI. & WASH.
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Things That I Used to Do—Guitar Slim, Specialty	1	1	1	1	1	3	2	5	1	
You'll Never Walk Alone—R. Hamilton, Epic	8	2	1	2	1	1	1	3		
I Didn't Want to Do It—Spiders, Imperial	3	3	5	8	2	3		1		
You're Still My Baby—C. Willis, Okeh	5	5	4	2	4			3		
Money Honey—C. McPhatter, Atlantic	6	4	2	7		4		7		
I'll Be True—F. Adams, Herald	2	6		2		3				
I'm Your Hootchy Kootchy Man—M. Waters, Chess	9		5		1		2			
I'm Just Your Fool—B. Johnson, Mercury	9				2	5	2			
Something's Wrong—Fats Domino, Imperial		6	4	10	5		6	8		
Honey Hush—J. Turner, Atlantic	10		3	3		7		6		
Saving My Love for You—J. Ace, Duke	7	7		8	6			6		
Such a Night—C. McPhatter & Drifters, Atlantic		8		6		7	4			
You're So Fine—Little Walter, Checker			5	4						
El Balon—J. Loco, Tico				5		4				
Marie—Four Tunes, Jubilee			3			6				
Watch Dog—L. Reed, King				3	7					
Love Contest—Ruth Brown, Atlantic					9			5		
Lucille—C. McPhatter, Atlantic			4							
Blue Monday—S. Lewis, Imperial					4					
My Saddest Hour—Five Keys, Aladdin								4		
Gee—Crows, Rama					5					
Praying to the Lord—B. B. King, RPM						6				
TV Mama—J. Turner, Atlantic			10	7						

This Week's Best Buys

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

LOVEY DOVEY (Progressive, BMI)

LITTLE MAMA (Progressive, BMI)—The Clovers—Atlantic 1022

Quickly moving ahead of the field of new contenders, the record is now reported strong in New England, Philadelphia, Buffalo, Pittsburgh, Cincinnati, Nashville, Durham, Atlanta, Dallas, St. Louis and Milwaukee. Good reports were also received from Chicago and L. A. A previous "New Record to Watch."

DARLING DEAR—The Counts—Dot 1188

A "sleeper" that has been gaining steadily in the past two weeks. Action was reported strong in Pittsburgh, Cleveland, Nashville, Milwaukee and Los Angeles. Record is also rated good in Boston, Cincinnati, Chicago, Durham, Atlanta and St. Louis. Flip is "I Need You Always."

Rhythm and Blue Notes

By BOB ROLONTZ

The Billboard rhythm and blues charts this week indicate two important aspects of the current state of the business. One is the

intense competition in the field, with eight diskeries represented on the best selling charts and seven on the juke charts. On the best-sellers, labels include Specialty, Herald, Epic, Imperial, Okeh, Atlantic, Duke and Mercury, while on the juke chart all of the above labels are represented with the exception of Mercury and Okeh and the addition of Checker, Atlantic and Imperial hold down two spots on the best selling chart, and Atlantic holds three slots on the juke chart with Imperial holding two.

The charts also point out the current sluggish state of the r.&b. field. One disk, Joe Turner's "Honey Hush," has been on the chart for close to six months, and Clyde McPhatter's "Money Honey" has been up there for almost five months. This is most unusual in a market where disks move up fast and come down the

same way. Some of the new platters now getting action in the field may change this situation, the fast-breaking Roy Hamilton "You'll Never Walk Alone" for example. But at the moment it takes a long time to get the disk up there and a long time before it moves off.

Savoy Records has pacted some new record talent, including the Hampton Sisters, featuring Aletra Hampton, a singing and instrumental group. The label has also pacted Luther Bones and Dave Dixon, blues singers. . . . Chance Records has signed Lazy Bill, a country blues warbler. Chance, Art Sheridan's Chicago diskery, recently started a subsidiary firm, Sabre Records.

Reviews of New R & B Records

DANNY OVERBEA

Stomp and Whistle86
CHECKER 788—Overbea has a potent hunk of material here, and he gives it a swinging reading, with great help from the combo. Tune has a participation gimmick which makes it a natural for a pop swing band. Watch this one; it could be a real coin-grabber. (BMI)

Ebony Chant81

Here's a most unusual etching by Overbea. Tune is a pulsating bluesy effort, and the warbler sells it via some listenable, wordless chanting over a gutty oaking. Two solid sides. (BMI)

EARL BOSTIC ORK

My Heart at Thy Sweet Voice85
KING 4699—Bostic rides mighty far out on this classical melody from Saint-Saens' opera "Samson and Delilah." The lovely melody is embroidered with many a fancy frill by Bostic's sax and will easily appeal to pop customers, as well as r.&b. (PD)

Cracked Ice81

An instrumental which should be for the younger set. Its fast, solid beat will set them to jumping wherever there is a juke box. Dealers and operators should latch on to this one. (Lois, BMI)

RUSTY BRYANT ORK

All Nite Long82
DOT 15134—With the proper exposure this effort could break wide open. It's a pounding instrumental effort on the same kick as "Night Train" of a few seasons ago. And the crowd noises add life to the platter. Watch this one; it could go.

Castle Rock78

This is the oldie of a few years ago. It receives a good instrumental performance from the combo, tho the flip has more power. A good coupling for the boxes.

FAYE ADAMS

Say a Prayer80
HERALD 423—Faye Adams comes thru with a solid reading of a new opus, again on the order of her first hit "Shake a Hand." The thrush is hot and her many fans will want this new effort, as will the ops, jocks and dealers. (Aljax, ASCAP)

Every Day77

A new ballad is handled with feeling by the chanteuse over a solid backing. Tune is melodic, and the thrush sells all the way. (Angel, BMI)

JIMMY RICKS

Going Home80
MERCURY 70336—Ricks, the deep-voiced bass with The Ravens, builds

(Continued on page 102)

TWO OF A KIND—BOTH HITS!!!

LOUIS JORDAN

"I'LL DIE HAPPY" b/w "O O O WEE"

AI 3227

AMOS MILBURN

"ROCKY MOUNTAIN" b/w

"HOW COULD YOU HURT ME SO" AI 3226



GREETINGS

from
The Hottest
Most Popular
RHYTHM & BLUES

Labels & Artists in the Country



CURRENT HITS

- "Flight 3-D"
- "Sophisticated Lady" BY JIMMY FOREST United 173
- "I'm Your Hootchy Kootchy Man"
- "You're So Pretty" BY MUDDY WATERS Chess 1560
- "Somebody Who Do The Hoodoo Man"
- "Junior's Wail" BY JUNIOR WELLS States 134
- "Sinners Dream"
- "Stay At Home" BY EUGENE FOX Checker 792

CHECKER RECORD CO.
4852 S. COTTAGE GROVE AVE. CHICAGO 15, ILL.
Phone: KEnwood 8-4342

UNITED RECORD CO.
5052 S. COTTAGE GROVE AVE. CHICAGO 15, ILL.
Phone: WAGner 4-3933



#423

SAY A PRAYER
B/W
EVERY DAY

FAYE ADAMS

with the Joe Morris Orch.

#421

LIFE BEGINS AT FORTY
B/W
LOVE IS A FUNNY THING

AL SAVAGE

with the Joe Morris Orch.

#420

TRAVELIN' MAN
B/W
NO, IT CAN'T BE DONE

JOE MORRIS and Orch.

thanks Ops for all these spins Herald

SHAKE A HAND I HAD A NOTION I'LL BE TRUE

Herald RECORDS
234 W. 55th St. New York N. Y.

The Billboard Music Popularity Charts

RHYTHM & BLUES RECORDS

• Reviews of New R & B Records

Continued from page 101

the lovely theme from Dvorak's "New World" symphony into a powerful hunk of material, which seems especially designed to show his voice to best advantage. Could be a big seller. (P.D.)

The Lonesome Road...78
This folk-like material has been transformed into a lively, jumpy item whose bouncy beat ought to make it a fine complement to the flip. (Paramount, ASCAP)

powerful support from the ork backing him. Watch this one. (BMI)

Nothing But Trouble...78
The singer finally gets tired of his girl's deception and lets her go with a vengeance. Boyd gets carried away and so does the ork which works up a terrific heat and holds on to it. Two fine sides. (BMI)

EDDIE BOYD
Picture in the Frame...80
CHESS 1561—Boyd sorrowfully contemplates the picture of the girl who left him. He is always effective in blues material of this type and gets

SUGAR BOY
Jock-a-Mo...79
CHECKER 787—Here's a bright, happy cutting that could grab a lot of action with exposure. Tune is a wild calypso effort, and the singer handles it with much spirit. Good wax. (BMI)

You, You, You...75
This is not the same tune as the recent pop hit, but a new ballad. Sugar Boy sings it well, and the backing has a lot of force. (BMI)

ELMORE JAMES
Make My Dreams Come True...78
FLAIR 1031—Elmore James shouts his romantic plea in a manner sure to create attention. A good strong performance, with a gay and infectious beat in the backing; this could earn some loot. (Flair, BMI)

Hand in Hand...77
Sad, sad blues is wailed in convincing fashion by the chanter. Another strong waxing which should find its slot in many jukeboxes. (Flair, BMI)

JOE MEDLIN
Easy Come, Easy Go Lover...73
DECCA 29034—Joe Medlin's bluesy style is effective on this side. A vocal chorus chants the refrain. Should get some deejay attention. (Midway, ASCAP)

I Will...65
Slow ballad warbled by Joe Medlin is unimpressive. Disk is pretentious in style. (Duchess, BMI)

• Review Spotlight on... RECORDS

THE ORIOLES
Secret Love (Remick, ASCAP)—Jubilee 5137—Here is an outstanding record by the Orioles of the nation's current top tune on disks. The boys sing it with feeling and it should be a fast breaking disk. Flip is a pretty ballad, "Don't Go to Strangers" (Jefferson, ASCAP).

DINAH WASHINGTON
Short John (Brownwood, BMI)—Mercury 70329—Dinah should continue on her way as "Queen of the Jukeboxes" with this new platter. It's in the vein of "TV Is the Thing" and tho it won't get much air play it should be a coin grabber. The thrush sings up a storm with it. Flip is "Feel Like I Wanna Cry" (Tamasa, BMI).

JIMMY BINKLEY
Wine, Wine, Wine...71
CHECKER 789—Neat riff item is done up attractively by Binkley and the combo. Good listening. (Condor, BMI)

Boogie on the Hour...71
More good listening here on an in-

strumental with a strong piano lead and a persistent beat. (Condor, BMI)

SAM BUTERA
I Don't Want to Set the World on Fire...71
GROOVE 0005—Good, moody instrumental reading of the oldie by Butera, a first-rate tenor man. Could get spins. (Cherlo, BMI)

The Things I Love...62
Butera blows nicely and the combo with him is good, but the material has a hokey feeling unsuited to the rhythm and blues style the tenor man is selling. (Campbell, BMI)

BERTICE READING
I'd Gladly Do It Again...70
GROOVE 0004—Miss Reading continues to impress with her chanting style, but she'll need better material than this to break thru. Okay melody with a routine lyric doesn't help her much. (Campbell, BMI)

I Gotta Know...70
Pretty much the same comment here. (Godel, BMI)

BUDDY LUCAS
I Need Help...70
GROOVE 0006—Thrush Almeta Stewart impresses as a gal who can tackle a strong piece of material and come up with a first-rate reading. Here she does well enough with the material. The Buddy Lucas ork backs her nicely. (Raleigh, BMI)

No Help...70
Orkster Lucas handles the vocal himself on a spiritual-like blues 'tem. Replete with gang-sing type-of backing and the ork, the reading is fairly good. (Raleigh, BMI)

• Reviews of New Pop Records

Continued from page 84

PAT REED
The Land of Broken Hearts...65
EPIC 9020—Pat Reed pleads that she not be sent to broken-heart land, and her tasteful plea will be hard to resist. Backing is on the sophisticated side. (Pickwick, ASCAP)

I Remember You...62
Another slow and attractive warble by the distinctively voiced thrush. She warbles it in Billie Holiday-ish style. (Paramount, ASCAP)

DANNY DAVIS
Can't You Feel It in Your Heart?...65
HICKORY 1005—Pleasant vocal by the singer on the label's first pop release. Davis' style has a touch of the Mel Torme sound. (Acuff-Rose, BMI)

Second Hand Dreams for Sale...60
Again Davis turns in a nice vocal on a sentimental tune. But the sides lack impact. (Milene, ASCAP)

DENISE LOR
That's What a Girl Appreciates...65
PAVIS 101—The thrush bows on the new label with a satisfactory reading of a bouncy new ballad. Could get spins. (Budd, ASCAP)

EARL PAUL ORK
Whenever I'm Near You...65
Lush instrumental with a Latinish beat receives a big performance from the band. Another side that could get jocks spins.

JERRI ADAMS
Happiness Is Just a Thing Called Joe...65
COLUMBIA 40166—This husky performance of the oldie by the thrush may interest the East Side set. (Leo Feist, ASCAP)

That's What a Woman Is for...60
This delicate effort, which contains some pseudo-philosophy, receives as good-as-possible a performance from the chanteuse. (Sam Weiss, ASCAP)

THE ESQUIRES
Now, Now, Now...65
EPIC 9024—The Esquires, new male vocal group on the label, sing the lively ditty with a lot of enthusiasm. Pleasant listening. It should get jock spins. (Gold, ASCAP)

If You Only Knew What a Three-cent Stamp Could Do...55
Okay reading of rather slight material. (Tee Pee, ASCAP)

THE SONNY ABBOTT TRIO
The Joy of Losing You...63
ESQUIRE 1129—Routine ballad gets a so-so reading via an unnamed male vocalist and the trio, which sounds good musically. (BMI)

Poor Butterfly...62
Gimmicked guitar gives the combo an eerie, and unnecessary, sound. Acordionist has lots of the Joe Mooney style at times, and the bass supplies a

good steady beat. Okay instrumental.

JIMMY SWEENEY
I've Got a Woman's Love...62
HICKORY 1004—Sweeney bows on the new label with a sweet recording of a pretty and sentimental tune. He is backed by The Varieteers. Tune could get action in the r.&b. field, as well as pop. (Acuff-Rose, BMI)

Deep Blues...62
Mild blues effort receives a warm vocal from Sweeney and a vocal group. Sweeney has a mighty smooth style. Both sides could use more excitement. (Milene, ASCAP)

ROD LEFTWICH
Have to Go Now...61
CAPE 2—An interesting new vocalist with a warm baritone voice. He gives this light, airy material just the right touch.

Too Many Times...55
Leftwich reproaches his girl for her deceiving ways. The singer has more than usual minimum of vocal technique and interpretive ability.

THE SQUIRES
Mia Bella Donna...60
FLAIR 1030—The boys sing the ditty without too much style, altho the backing adds life to the disk. With Italian-styled tunes getting action these days, this effort could pull some spins. (Mills, ASCAP)

Sayonara (Let's Say Good-Bye)...60
Pretty tune receives a tender reading by the group over pleasant ork support. (Mills, ASCAP)

LUIGI MARTINI-JIMMY DALE'S ORK
Basin Street Blues...60
JAGUAR 3001—Hoarse, Italian dialect and swiny ork work might pull some response from listeners. (Mayfair, ASCAP)

Please Don't Talk About Me When I'm Gone...59
A hectic chant by Martini, with the ork supporting him in Dixie style. (Remick, ASCAP)

THE CHEROKEES
I Had a Thrill...50
GRAND 106—A good try by the group on okay material. (Slotkin Music)

Rainbow of Love...50
Same comment. (Slotkin Music)

TOM MONTGOMERY-DONNA MOORE
When It's Spring...50
C. L. W. HOFFMAN 21372—Not much commercial appeal here as the organ-led combo and thrush Donna Moore deliver a so-so ditty capably. (BMI)

Just...50
Material here is better suited to country reading than to the pop performance it gets. (BMI)

GREETINGS MOA FROM...
ATLANTIC
AND THANKS, OPERATORS, FOR THE GREATEST STRING OF HITS IN 1953-1954



RUTH BROWN
Mama #986
Wild Wild Young Men #993
Love Contest #1018



THE CLOVERS
Crawlin' #989
Good Lovin' #1000
Little Mama/Love Dovey #1022



CLYDE McPHATTER and THE DRIFTERS
Money Honey #1006
Such A Night/Lucille #1019



JOE TURNER
Honey Hush #1001
TV Mama #1016



RAY CHARLES
If Should've Been Me #1021



LAVERNE BAKER
Soul On Fire #1004

ATLANTIC RECORDING CORP.
234 WEST 56th St. NEW YORK 19, N. Y.

Heading for the TOP!

"GEE" RR 5

The CROWS

Personal Management
GEORGE GOLDNER Wisconsin 7-0652

Published by
MERIDIAN MUSIC
BMI

RAMA

220 WEST 42nd STREET (WI 7-0652) NEW YORK, N. Y.

Rhythm and Blues Tattler

On CHANCE 1149, The Flamingoes with "Plan for Love" and "You Ain't Ready" are going strong in Chicago, New York, Richmond and Detroit. Fast and good action reported from other territories, too. The Five Echoes on their latest SABER 105 release do a fine job with "So Lonesome" and "Broke." You'll like this one a lot.

Here's a real comer... George Stevenson on Savoy 1123 with "Meet Me at Grandma's Joint" looks to be a good one for juke boxes. Be sure you hear this one right away.

CHESS 1560, with Muddy Waters doing "I'm Your Hootchy Kootchy Man," is rated as a Best Buy in Billboard. Strong action reported in the middle west. Back side is "You're So Pretty." Big Ed, CHECKER 790, with "Superstition Blues," is starting to move, with strong action from juke box plays reported from the territories. Get on this one right away.

A brand new artist with a brand new hit on Checker 791, Leon D. Tarver sings "I'm a Young Rooster" and "O-O-E-E, What's Wrong With Me." Here's one that will make the cash registers really jump.

Two brand new releases that are bound to make the hit class are "Flight 3-D" and "Sophisticated Lady" done in the true tradition by Jimmy Forrest on UNITED 173. The second hit is by Junior Wells on STATES 134, "Somebody Who Do the Hoodoo Man" and "Junior's Wail." This will make one smash hit. Watch for it.

If you haven't heard Tab Smith sing, you'll be in for a real treat when you hear "Strange." On United 171, Tab's first vocal is going over tremendously in the South. This is going to be a real hit when the Smith song-style is listened to.

Dealers everywhere are stocking these "picks." Call your distributor today. (Adv.)

Reviews of New Jazz Records

DAVE BRUBECK
The Trolley Song
FANTASY 530 - Brubeck and his quartet get a lot of action into this arrangement of the old film-derived ditty.

LOUIS ARMSTRONG ORK
Rockin' Chair
V (45) 27-0046 - This re-release of the Satchmo cutting of the oldie will interest many collectors.

BIX BEIDERBECKE AND THE WOLVERINES
Riverside RLP 1023
Altho Columbia Records' George Avakian detailed the Bix Beiderbecke story pretty thoroughly on three 12-inch LP disks not so long ago, the many collectors of great jazz and great soloists will undoubtedly want very much to own this package of eight sides cut by two different Beiderbecke "Wolverines" combos in 1924 and 1925.

GEORGE BRUNIS WITH THE NEW ORLEANS RHYTHM KINGS
Riverside RLP 1024
On a spring day in 1922 George Brunis and his colleagues travelled from Chicago to Richmond, Ind., to record the sides on this LP.

BLINKY ALLEN ORK
Say When
FLAIR 1032 - Here Allen honors the Oakland, Calif., club where he has played many long-term engagements.

Blow Robbie Blow... 73
Another sample of the fast, wild but always purposeful music-making of this group. The inventiveness of Allen on tenor sax and of his instrumentalists is especially noteworthy.

LOU STEIN AT LARGE
Brunswick BL 58053
Pianist Stein's stature in the business has been growing remarkably in very recent years.

DOTTY DIGS THE DUKE
Dotty Denny, Piano (1-10")
A 440 AJ 506
Miss Denny continues to impress with her facile piano style.

WILBUR de PARIS ORK
This Dixieland group, familiar to anyone who has visited New York's 52d Street, plays a concert of material they have long presented in clubs there.

LAURINDO ALMEIDA QUARTET
Bud Shank (1-10")
Pacific Jazz PJLP 7
Almeida plays a Spanish guitar (un-amplified) in a quartet including alto star Bud Shank, bassist Harry Babasin and drummer Roy Harte.

ALIX COMBELLE ORK
Phone Me, Cherie
DAWN (45) 202 - Most attractive attribute here is the solid beat.

Other Records Released This Week

Country & Western

Cool Whalin' Papa; Take Everything But You - Eddie Carter Quartette, Grand (45) 107
Momele; Runnin' Wild - Joyce Bryant, Epic 9026
Trust in Me; Whistle Stop Blues - Four Brothers and a Cousin, Jaguar (45) 3003

Rhythm & Blues

Cool Competition; Don't Treat Me This Way - Rudy Ferguson, De Luxe 6040
I'm Your Hoochie Kooche Man; She's So Pretty - Muddy Waters, Chess 1560

Sacred

Is It I; My Prayer - Alex McKinnon and William Fox, Liberty Hymns 70
Jesus, I Love to Call Your Name; One of These Mornings - Willie Caston, Abbott 158

International

O, Moj, Tata; Goracy Kawaler - Gene Wisniewski Ork, Dana 811

Polka

Emilia Polka; Beautiful Doll - Gene Wisniewski Ork, Dana 3150
Polis Togg; Hot Foot Polka - Johnnie Bomba Ork, Dana 3156
Slap Happy Polka; Green Bridge Polka - Eddie Zima, Dana 3160
Violas Play for Me; Little Mary's - Steve Adamczyk Ork, Dana 3166

Number of Releases This Week

Table with columns: LABEL, Pop, C&W, R&B. Lists various record labels and their release counts in different categories.

Webs Get Rate

Continued from page 13
tive committee, told the assemblage that ASCAP had grossed \$500,000 more in 1953 than it had in 1952.

Based on previous published reports of ASCAP's 1952 income, the 1953 figure was approximately \$16,500,000. Bourne outlined the organization's growth to the membership, pointing to the many trials and tribulations the Society has encountered in its sometimes stormy development.

The keynote address of the evening was delivered by L. Wolfe Gilbert, ASCAP board member and chairman of the West Coast committee. Gilbert stressed the harmony existing within ASCAP ranks today, pointing out that writers and publishers were closer to each other than at any other time in the organization's history.

George Hoffman, ASCAP controller who had arrived here with Adams and Bourne from New York, missed the meeting. Hoffman flew back to New York after tearing a tendon in his ankle early Tuesday.

Adams told The Billboard that plans for the organization's New York meet on February 25 were currently being cemented, with either the Waldorf-Astoria or the Hotel Astor scheduled to be the site.

Reviews of New Childrens Records

FRANK LUTHER:
A CHILD'S FIRST RECORD
Decca K 123
Dealers who push this will reap the benefits of extra sales. It's a fine record for very young children.

FRANK LUTHER:
ONE TO TEN; A.B.C.
Decca K 122
One of a new series of disks for very young children, this single record will please most parents who get a chance to hear it and will keep the youngsters happy with the sound effects and simple songs.

WALT DISNEY'S "ROB ROY"
Capitol CAS 3198
Excellent addition, this, to the label's series of single disks based on the Disney films and bearing the Disney stamp of approval.

MERVIN SHINER SINGS:
THE CANDY MAN;
CANDY ROUND-UP
Decca K 124
Shiner does nicely on reading these two kiddie tunes.

SAM HINTON SINGS:
COUNTRY CRITERS
Decca K 125
four tunes in folk style with Hinton doing a good job a la Burl Ives in the reading. Kids might get a kick out of the voices and sound effects.

Reviews of New Spiritual Records

ROBERTA MARTIN SINGERS
Since I Met Jesus
APOLLO 281 - A moving and convincing declaration of faith. Hymn is performed with warmth and dignity. (PD)
Keep on Trusting... 74
Traditional spiritual is sung sincerely by the chorus and male soloist. (PD)

Reviews of New Latin American Records

ALFREDDITO ORK
Chop Suey Mamba
RAINBOW 243 - The Orient and Latin-America meet via the Alfreddito vibes in a cute novelty. Should win spin action.
Las Muchachitas Del Cha, Cha, Cha... 73
Bright mambo is played spiritedly by the ork with the lyrics handled cleverly by the combo.

Spark Kicked Off Via 2 R.&B. Sides

HOLLYWOOD, Feb. 27.-Spark Records, headed by A. L. Stoller, bowed recently with two releases in the rhythm and blues market. Label has set Gil Bernal, vet tenor man, and Willie and Ruth on their first sides.
Lester Sill has been named na-

Good Living

Continued from page 12
band bookings, Texas has plenty of dates available.

Settle for Scale
First class sidemen are willing to work for scale or just slightly over scale—unlike the demands of 15 years ago for big money. Bandleaders have learned that they're in business to play for and please the dancers — not hustle their latest records all night long.

As for the established bands, Ralph Flanagan has been racking up healthy business (see separate story). The Ray Anthony and Billy May bands are solidly booked and doing well.

The Tommy Dorsey crew with Jimmy Dorsey is hotter than it's been in over 10 years; such old favorites as Lombardo, Kaye, James, Garber, Welk and Brown are doing excellent business wherever and whenever they choose to work.

Without Disk Aid
Even the bands who have few, if any, records helping them are working steadily and profitably. This includes bands like Tommy Tucker, Hal McIntyre, Joy Caylor, Roy Stevens, Ernie Rudy, Tony Pastor and the many territorial favorites.

And this week Consolidated Edison, New York mammoth public utilities firm, renewed for the 14th consecutive year its arrangement with General Artists Corporation, under which the booking office will fill 54 dance dates in outdoor parks in the five boroughs of this city.

Flangan Ork

Continued from page 12
State, Missouri School of Mines, Illinois, Missouri, Miami University of Ohio, Florida, Notre Dame and Iowa State. The two-day Florida University booking, April 30-May 1, calls for \$6,000 — the top price ever paid by the school.
Also set is Crystal Beach, Vermillion, O., on Easter Sunday, one of the key Midwestern dates of the holiday season. The band will again skirt New York when coming East and head back to the Midwest in April. The Flanagan band hasn't played here since October, 1952.

tional sales manager, with Jack Levy repping the firm in the East. Songscribes Jerry Lieber and Mike Stoller, who penned the click "Hound Dog" of last year, will handle the a.&r. work for the firm.

Reviews of New Polka Records

RAY HENRY ORK
Big Town Polka
DANA 3154 - From first to last groove this polka waxing sparkles merrily. A good side for the fans.
Black and Blue Oberek... 73
Also in the other tradition is this three-quarter opus. A good coupling for the market.

JOHNNY VADNAL ORK
A Letter Instead of a Rose
V 20-5606 - Vadnal and a trio handle the vocal chores on this English language waltz item which Midwestern ops can use to good advantage.
Here Goes... 68
A happy, pop-like polka instrumental should attract some coin.

Stations to Pick Plan

Continued from page 13

became involved in a long drawn-out hassle.

Consent Decree
Using the machinery outlined in the revised Consent Decree, the courts were called in to establish equitable rates and technically, the case has been pending many months in the courts. For a long time it seemed an out-of-court settlement was impossible.

Several months ago an accord appeared possible, and TV Committee Chairman Dwight Martin outlined the committee's proposals to stations via closed circuit talks. This week the long hassle was resolved.

Martin, in a letter being mailed to stations, thanked his colleagues and legal aides. He stated:

"On behalf of the committee I take pleasure in reporting to you that the proposals of the committee which were outlined to you in a previous letter and which, as chairman for the committee, I discussed in closed circuit talks just prior to the first of the year, were approved by an overwhelming number of TV stations and accepted by ASCAP.

"As a result, the committee has reached final agreement with ASCAP on the terms of both the blanket and per program forms of license agreements for local stations.

"In the very near future ASCAP will send to each station the form of license which the station has indicated it desires. Thus, the negotiations which began approximately four and a half years ago, are finally at an end.

"I want to take this opportunity to thank each member of the committee for his untiring labor in achieving this result. I am confident that they view their efforts as rewarded in the substantial progress made toward the industry's continuing goal of obtaining equitable rates for the use of ASCAP music and in the fact that an amicable conclusion has been reached satisfactory to ASCAP and the industry.

"All of us on the committee

have been impressed with the ability exhibited by our counsel, Stuart Sprague, Judge Samuel Rifkind and Jay Topkis. The successful conclusion has been due to a large extent to the wise counsel, excellent advocacy, as well as judicial manner in which they were able to guide us thru the long negotiations. I am certain that we have all appreciated the opportunity we have had to be associated with them.

"The committee is now performing its final task, the preparation of a financial report. As soon as ready, copies will be sent to all stations which have contributed to our efforts.

"In closing, I would like to express what I am certain is the sentiment of all the members of the committee: That we are extremely grateful for the steady support we have received."

Granz Labels

Continued from page 13

representative, headquartered in New York.

Meanwhile, firm's first release on Norgran has been set with LP's by Johnny Hodges, Dizzy Gillespie-Stan Getz Sextet and Buddy DeFranco slated for March 1 release. In addition, six EP's culled from the former three sets will also be released to the new line-up of indie distributors.

As previously reported, both Clef and Norgran will alternate their release schedules, with one group of distribs receiving package merchandise at a time when their other distrib roster is receiving single platters.

Firm has set a \$15 package consisting of two 10-inch LP's and a separate photo album from their previous Clef package, "The Jazz Scene," originally issued on six 12-inch 78 r.p.m. disks and marketed for \$25. New package can be purchased minus the photo album, and will be released on Clef.

New Releases

"BUS STATION BLUES"

Instrumental
b/w -- "Waddle Trot"
Louis Brooks and his Pinetoppers
Excello 2030

"WATCH ON"

Voc. Blues
b/w -- "Driving Down The Highway"
The Blue Flamers
Excello 2026

"I'VE GOT HEAVEN ON MY MIND"

b/w -- "Anyhow"
Blair Gospel Singers
Nashboro 542

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BMI Check List

OF NEW RECORD RATINGS
BY THE TRADE PRESS

	Billboard	Cash Box	Variety
AMOR (Peer) FOUR ACES (Decca) DO YOU KNOW WHAT LIPS ARE FOR? (Mapleleaf)	Record Spotlight		Excellent
FOUR LADS, JILL COREY, MITCH MILLER (Columbia) HERE (Hill & Range)	71 (Good)	Disk of the Week	Very Good
TONY MARTIN (Victor) HIT THE TARGET, BABY (Meridian)	Record Spotlight	Sleeper of the Week	Excellent
KAREN CHANDLER (Coral) I HAD TO CALL YOU UP TO SAY I'M SORRY (Bradshaw)	75 (Good)	Sleeper of the Week	Excellent
MILLS BROTHERS (Decca) I REALLY DON'T WANT TO KNOW (Hill & Range)	78 (Good)	Disk of the Week	Good
LES PAUL-MARY FORD (Capitol) BOB SANTA MARIA (MGM) MELANCHOLY ME (Sheldon)	Best Buy 76 (Good)	Disk of the Week C+ (Good)	Very Good
EDDY HOWARD (Mercury) ELLA FITZGERALD (Decca) SMITH BROTHERS ("X") POSITIVELY NO DANCING (Weiss & Barry)	Best Buy 79 (Good) New Record to Watch	Sleeper of the Week Sleeper of the Week Best Bet	Excellent Excellent
KAREN CHANDLER (Coral) ALAN DEAN (MGM) RING TELEPHONE RING (Johnstone- Montei)	Tune Spotlight 78 (Good)	Sleeper of the Week C+ (Good)	Best Bet
JAYE P. MORGAN (Derby) SOUTH (Peer)	Tune Spotlight	Sleeper of the Week	
LES PAUL-MARY FORD (Capitol) SWEET CHEAT (Norles)	Best Buy	Disk of the Week	Best Bet
DOLORES GRAY (Decca) THAT'S THE WAY LOVE GOES (Regent)	72 (Good)	Sleeper of the Week	
BILL DARNEL ("X") THERE IS DANGER (Peer)	80 (Excel- lent)	Sleeper of the Week	Best Bet
BOB CARROLL (Derby) THERE'LL BE NO TEARDROPS TONIGHT (Acuff-Rose)	77 (Good)	Sleeper of the Week	Fair
TONY BENNETT (Columbia) TRAIN WITH A RHUMBA BEAT (American)	Best Buy	Disk of the Week	Best Bet
RUSTY DRAPER (Mercury) YOU DIDN'T WANT ME WHEN YOU HAD ME (Marks)	Record Spotlight		
MILLS BROTHERS (Decca)	77 (Good)	Disk of the Week	Best Bet

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HERB MONTEI

Reviews and Ratings of New Classical Releases

Continued from page 91

lovely voice. To show her relationship to gifted sopranos of the past the diskery has included waxings by Tetrizzini, Galli-Curci and Lily Pons. Recording is excellent. The set should interest many opera lovers, plus many new fans who have heard the soprano on TV.

TEN UNFORGOTTEN STARS (1-12")—RCA Victor LCT 1138... 76
Only the bursting vaults of RCA Victor could overflow with such vocal glory as is packaged here. Most selections are available in other groupings but the programming on this set has an appeal all its own. Reaching back to a 1913 Caruso waxing the disk also holds unforgettable readings by Bori de Luca, Galli-Curci, Gigli, McCormack, Ponselle, Schipa, Tibbett and John Charles Thomas. Market for such merchandise is apparently self-replenishing.

CHAMBER MUSIC
BEETHOVEN: STRING QUARTET NO. 13 IN B FLAT MAJOR, OP. 130 (1-12")—Quartetto Italiano. Angel 35064... 76
A superb reading of this great quartet from the last years of Beethoven's life. The sound and interpretation (notable for its tenderness and restraint) matches the other two distinguished versions already available. Those who have heard the Italian group or read the rave reviews that followed their recitals Stateside will reach for this set eagerly.

RICHARD STRAUSS: SYMPHONY FOR WIND INSTRUMENTS IN E FLAT MAJOR, OP. POST (1-12")—M-G-M Orchestra; Izler Solomon, Cond. M-G-M E 3097... 64
RICHARD STRAUSS: SYMPHONY FOR WIND INSTRUMENTS IN E FLAT MA
First recording on LP of one of Strauss' last works. Solomon and his small band of instrumentalists deserve much credit for their attempt to sympathetically present this bloated work in the most pleasing light. Of interest primarily to the Strauss collector.

INSTRUMENTAL
FIRST PIANO QUARTET PLAYS LECUONA (1-EP)—RCA Victor ERA 176... 77
There should be a large audience for this new EP by the First Piano Quartet. They turn in flawless performances on some of Ernesto Lecuona's best-known compositions, including "Maleguena," "Andalucia" and "La Comparsa." Set should appeal to pop as well as classical customers.

ORGAN MUSIC OF MOZART (1-12")—Richard Ellsasser, Organist. M-G-M E 3075... 70
Packaged here are four unfamiliar works that should have strong appeal for Mozart fans. The "Fantasy and Fugue in F Fugue in F Minor (K. 608) is the most ambitious opus among the several originally written for mechanical organ. There is also a delightful adagio, transcribed from a score for glass harmonica of all things. The sound drawn from the souped-up organ will have impressive impact on hi-fi equipment.

CARLOS SALZEDO PLAYS MUSIC FOR THE HARP (1-12")—Mercury MG 10144... 69
The eminent harpist is given an LP debut, playing an original dance suite and a group of eight transcriptions of familiar melodies, the latter with accompaniment of a second harp. Of moderate interest, except for those who have a particular penchant for the instrument.

FOLK MUSIC
ISRAELI FOLK DANCES (1-12")—Martha Schlamme, Mort Freeman, Singers; Israel Folk Dance Orchestra; Elyakum, Cond. Israel Music Foundation LP 6... 64
ISRAELI FOLK DANCES (1-12")—MARTHA SCHLAMME, MORT FREEMAN, A follow-up disk to "Series One" released over a year ago. The same persuasive folk material, authentically performed. Included is a booklet describing the dances.

Reviews and Ratings of New Popular Albums

Continued from page 90

the choice of selections in this set: "You're Driving Me Crazy," "I Ran All the Way Home," "The Glory of Love" and "It's a Sin to Tell a Lie." All have been previously recorded and many will remember them as smoothly tailored stylistically. Greco is backed by The Heathertones.

LES COMPAGNONS DE LA CHANSON (1-10") Angel ABL 64000
The French vocal group's first release here on the Angel label is a mighty good one. The boys are featured on the French folk songs they perform in their night club appearances, plus such pop efforts as "Moulin Rouge" and "I Believe." Their many fans will want the set, and they will gain many new fans thru it.

A TRIBUTE TO GLENN MILLER (1-EP) Rainbow EP 604
The many Flanagan ork fans who recall that the band was designed to fill the void left by the death of Glenn Miller will want this package if they're exposed to it. Recordings were made long before the actual Flanagan ork was born. Sidemen, including Bobby Hackett, are among the best. Coupling the band with the

current noise about the Miller film makes this smart packaging.

SONGS IN CALYPSO (1-12") 62
The Percetti Brothers (1-12") Art ALP 8
Those who like authentic Calypso will take an interest in this album. The Brothers perform at Pink Sands Lodge, Harbour Island, in the Bahamas. Lyrics to the catchy music are included in the package.

MAMBO NO. 5 (1-EP) 60
Orchestra Tropical (1-EP) Fiesta FEP 1011
This new EP release by the label will interest both the L. A. market and those who enjoy dancing to mambo rhythms. The ork plays the four selections stylishly, including "Mambo No. 5" and "Que Rico El Mambo."

LES BANAN PLAYS MUSIC OF VICTOR HERBERT (1-10") 55
A 440 AMM 1001
The music performed, and the performances on Hammond organ, are both excellent, it would seem as tho the market here would be limited to either people who insist on hearing pops on an organ or the hi-fi bugs who'll get a kick out of fooling with this disk. Banan plays well. Recording is excellent.

Music as Written

Continued from page 14

eral of such shows with Satchmo in England.
Dick Noel, Decca artist, who has been appearing in town for several weeks, leaves to go on a deejay and appearance tour of the Midwest... **Don Cherry**, of Decca, will be in town March 5 to promote his new release with the disk jockeys and dealers... **Morris Price**, vice-president in charge of sales for Mercury Records, leaves this week to visit Southern disk jockeys and distributors.

Hollywood
Decca Records' Rex Allen sidelined with a broken leg as the result of a skiing accident... **Ira Gershwin** set for a Brazil trip this summer with the touring company

of "Porgy and Bess."... **Jack Owens** saluted the "Red Garters" flicker last week, featuring songsmiths **Jay Livingston** and **Ray Evans**... **Frank Devol** penning special arrangements for **Bob Dini**, Derby Records balladeer... The **Modernaires** packed to do the title song in the RKO flicker, "Susan Slept Here"... **Bob Miller**, Music Publishers' Contact Employees' Association head, returned to New York after a three-week stay here... **Helen Forrest** signed to a p.m. pact with vet **Bill Eurlon**... M-G-M Records' **Jesse Kay** in Mexico on a two-week vacation... **Les Paul-Mary Ford**, along with the **Georgie Auld All-Stars**, inked into the Pasadena Civic Auditorium for a one-nighter. **D.J. Alex Cooper** is promoting.

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Old Timer Records 3703 N. Seventh St. Labels: FD

CALIFORNIA

Berkeley

W. M. Van Deren 2906 San Pablo Labels: FD, Kls, WJ, Win, RGA

Fullerton

*Emerson C. Egbert 657 N. Woods Ave. Labels: Bel

Los Angeles

Ace Dist. Co. 2534 W. Pico Blvd. Labels: TNT

Labels: Cdi, Vie, Old, Val, JD

North Hollywood

*Louis Sussman 12811 Sylvan Labels: Bel

Oakland

American Plastic Industries 622 E. 12th Labels: S & S

Pasadena

Four Star Sales Co. 305 S. Fair Oaks Labels: Ran

Sacramento

Jers Co. 911 Fifth St. Labels: Cap

San Francisco

Allied Music Sales 371 Sixth St. Labels: Sdy

Sun Valley

*Milton Pollock 10124 Elkwood Labels: Bel

Van Nuys

*Lloyd V. Thomas P. O. Box 462 Labels: Bel

COLORADO

Denver

Boyd Dist. Co. 1661 W. Third St. Labels: Cap

Record Distributors And Labels They Distribute

Dot, Wal, Ran, HR, Suc, WJ, WO, Win, Mod, RPM, Sun, Fla, Mtor, Cdc, GTJ, Con, Val, Hwd, Ady, Clf, Grv, X, Abb

*Harold Ellensweig 543 Clayton St. Labels: Bel

CONNECTICUT

Bridgeport

*Ellsworth Williams 1651 Central Ave. Labels: Bel

Hartford

Capitol Records Dist. Co. 25 Pleasant St. Labels: Cap

East Hartford

Malverne New England 737 Connecticut Blvd. Labels: Jub, Mon, FS, Der, TC, Pal, Ess, Zed, Dot, WO, Imp, Odc, GTJ, Con, Clf

New Haven

Plymouth Electric Co. 393 Chapel St. Labels: M-G-M

WASHINGTON, D.C.

Quality Music Co. 1832 Seventh St., N.W. Labels: Che, Chs, RIF, Hwd

FLORIDA

Jacksonville

Binkley Dist. 50 Riverside Ave. Labels: M-G-M, Lon, 7-11, Ala, Sco, Int, Orf, Rep, RIH, Sav, Pea, Duk, Her, Abb, Fab, Hic, Ben, Sdy, Hwd, Val, JD, X

Miami

American Dist. Co.

505 W. Flagler Labels: Gly, Roc, Mon, Ron, Fan, WO, GTJ, Con

Binkley Dist. Co. 301 S.W. Sixth St. Labels: Atl, Lon, 7-11, Ala, Sco, Int, Orf, Nas, Exc, Pea, Duk, Her, Rep, Sdy, Hwd, Val, JD, X

Brooke Dist. Co. 412 S.W. Eighth Ave. Labels: Dec, RGA, Cor European Phonograph Co.

1606 S.W. Eighth Ave. Labels: Dan, Rud Florida Record & Music Co.

783 S.W. Eighth St. Labels: Cap King Records, Inc. 374 S.W. Eighth St. Labels: Kng, Fed, Del *Joe Colosl

St. Petersburg

Bert Stoddard 1609 29th Ave. N. Labels: Hor

Tampa

E. W. Kersey P.O. Box 10338 Labels: Old

GEORGIA

Atlanta

Capitol Records Dist. Corp. 535 Courtland St. N.E. Labels: Cap

ILLINOIS

Chicago

Advance Dist. Corp. 3257 W. Montrose Ave. Labels: Kls, Old, Ide, Win

Aristocrat Dist. Co. 750 E. 49th St. Labels: Jub, Dot

1449 S. Michigan Ave. Labels: Cap

Decca Dist. Corp. 153 Huron St. Labels: Dec

845 N. Ashland Ave. Labels: TAR King Records, Inc.

1151 E. 47th St. Labels: Gly, Roc, Cha, Nas, Exc, Dem, Sav, Rma, Tic, Mod, Sun, Imp, Spe, Fla, Mtor

Cicero

*George Cusick 1342 Austin Blvd. Labels: Bel

Lombard

*Stan Eric Redig 143 W. Sunset Labels: Bel

Palos Heights

*George Mitchell 11933 S. 71st Court Box 807 Labels: Bel

Palos Park

*Arthur A. Hanson 11935 S. 86th Ave. Labels: Bel

Peoria

Decca Dist. Corp. 106 E. State St. Labels: Dec

Quincy

Midwest Recording Co. 615 Hampshire St. Labels: Ats

INDIANA

Indianapolis

Associated Distributors 210 S. Meridian St. Labels: RCA

South Bend

South Bend Radio Dist. 432 Carroll St. Labels: Cap

IOWA

Davenport

RCA Victor Dist. Corp. 1235 W. Fifth St. Labels: RCA

Des Moines

Decca Dist. Corp. 1217 High St. Labels: Dec

KANSAS

Kansas City

RCA Victor Dist. Corp. Fairfax & Funston Sts Labels: RCA

Mission

Mission Record Shop 5908 Woodson Rd. Labels: Sdy

Topeka

Garcia Discos P.O. Box 743 Labels: Ide

Wichita

Campbell Carle Co. 210 S. Emporia Labels: All, Val

KENTUCKY

Louisville

Ewad Distributing Co. 309 S. Ninth St. Labels: RCA

LOUISIANA

New Orleans

A-1 Records Dist. Co. 640 Baronne St. Labels: Oke, Atl, Cha, Che, Apo, Pea, Duk, Mod, RPM, Spe, Fla, Mtor, Abb, Epl, Sdy, Hwd

Decca Dist. Corp. Exc, Rep 517 Canal St. Labels: Dec, Cor

Interstate Electric Co. 1001 S. Peters St. Labels: Col

Shreveport

W. M. Amann Dist. Corp. 115 Olive St. Labels: Ron

MAINE

Portland

Commerical Distrs. 35 Commerical St. Labels: RCA

MARYLAND

Baltimore

Lipman Dist. Co. 2103 Garrison Blvd. Labels: Lon

Kay Gee Dist. Co. 201 E. Mt. Royal Ave Labels: Eso, Riv

King Records, Inc. 34 S. Eutaw St. Labels: Kng, Fed, Del

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Labels: All, GTJ, Con
Allied Appliance Co.
111 Berkeley St.
Labels: Col
Decca Dist. Corp.
138 Ipswich St.
Labels: Dec
C & C Distributing Co.
44 Gainsboro St.
Labels: Kng, Fed, Del
Capitol Records Dist. Co.
273 Huntington Ave.
Labels: Cap
College Music Dist. Co.
338 Massachusetts Ave.
Labels: Gly, Roc, Jub, Uni, 7-11, Ala, Sco, Int, Ori, Apo, RTH, PJ, Dot, Spe, Pea
Music Suppliers of New England
263 Huntington Ave.
Labels: Cdl, Jub, Mon, M-G-M, Dom, FS, Ron, Pal, Dan, Der, TC, Dev, Ess, Zod, Dot, WO, Cdc, Val, Tlf, Ben, Hic
Mutual Dist. Co.
1269 Tremont St.
Labels: Cor, Lon, YP, CRG, Eso, Pmu, Fle, Riv, Sun, Brk, RGA, S&S, Rep, Clf, Aud
Records, Inc.
255 Huntington Ave.
Labels: Okey, Atl, Cha, Fan, Che, Chs, Apo, Ate, Sav, Mar, Wal, Rma, Tic, Sta, Imp, JD, Hwd, Sdy, Epl, Abb, Fab
*Moe Shapiro
P. O. Box 143
Station A
Labels: Bel
Transdisc Corp.
c/o Records, Inc.
225 Huntington Ave.
Labels: X, Grv

East Boston

*Mario Sozio
961 Saratoga St.
Labels: Bel

Cambridge

The Eastern Co.
620 Memorial Drive
Labels: RCA

Canton

*Charles Foley
4 Hillview St.
Labels: Bel

Newton Centre

*Saul Gilmac
400 Ward St.
Labels: Bel

Worcester

*Peter Christo
15 Jaques Ave.
Labels: Bel

MICHIGAN

Battle Creek

*William Fitzgerald
140 East Ave., No.
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Detroit

Arc Dist. Co.
4600 Woodward Ave.
Labels: Fab, X, Ben, Grv
Angott Distr.
2616 Puritan
Labels: LA
Brooklyn Radio Shop
1276 Michigan Ave.
Labels: Ide
Buhl Sons Co.
Foot of Adair St.
Labels: Col
*Al Butler
19500 Trinity Ave.
Labels: Bel
Cadel Dist. Co.
3766 Woodward
Labels: Cdl, Oke, Cha, GE, 7-11, Ala, Sco, Int, Ori, Nas, Exc, Old, Ats, TC, Dev, RTH, Sav, Pal, PJ, Pea, Duk, Ess, TAR, Rma, GTJ, Con, Abb, Epl, Sdy, Hwd, JD

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40 Selden Ave.
Labels: Cap
Decca Dist. Corp.
1301 W. Lafayette Ave.
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*Robert S. Dudley
9385 Stout
Labels: Bel
Fortune Record Dists.
11629 Linwood Ave.
Labels: Tru
King Records, Inc.
3725 Woodward St.
Labels: Kng, Fed, Del
National Records Dists.
4438 R. St.
Labels: HR, Suc
Pan-American Record Dist.
3731 Woodward
Labels: Atl, Dom, FS,

Ron, Luc, Apo, Got, Dot, Mod, RPM, Imp, Fla, Mtor, Cdc, Val, Tlf, Clf, Aud
Polonia Dist. Co.
3747 Woodward Ave.
Labels: Cor, Jub, Uni, Mon, Dan, Che, Chs, Der, Zod, WO, Sta, Brk
RCA Victor Dist. Corp.
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MINNESOTA

Minneapolis

Lew Bonn Co.
1211 La Salle
Labels: M-G-M, Rud, Der
Capitol Records Dist. Co.
21 E. Hennepin Ave.
Labels: Cap
Decca Dist. Corp.
17-19 E. Hennepin Ave.
Labels: Dec
Forster Distributing Co.
1122 Harmon Place
Labels: Col, Oke, Epl
*Thomas E. Enright
5345 Chicago Ave.
Labels: Bel
F. C. Haver Co.
250 Third Ave. N.
Labels: RCA
Heilicher Bros., Inc.
1313 Third Ave., S.
Labels: Cdl, Oke, Kng, Fed, Del
Jather Record Dist.
33 E. Hennepin Ave.
Labels: FS, YP, Che, Chs, Jcc, Plk, Win, RGA, Sdy, Hwd
Lieberman Music Co.
257 Plymouth North
Labels: Cor, Jub, Lon, All, Zod, Dot, Brw, S&S, Rep, Abb, Fab, X, Grv, Val
Mercury Record Dist.
1313 Third Ave., S.
Labels: Mon, Ron, Mer, WO, Imp, Clf

*John Rak
2126 N. Upland Crest, N. E.
Labels: Bel

MISSOURI

Kansas City

Capitol Records Dist. Co.
1527 McGee St.
Labels: Cap
Commerical Music Co.
2560 Holmes
Labels: Uni, Sho, GE, Fan, PJ, Art, GTJ, Con, Hic, TNT
*Jack Farrel Lovell
4541 Park Ave.
Labels: Bel
King Records, Inc.
105 E. 31st St.
Labels: Kng, Fed, Del
Mayflower Sales Co.
2012 Baltimore Ave.
Labels: Col, Oke, Epl
*Frank McGlynn
Commodore Hotel
Labels: Bel
Mexican Shop
900 Southwest Bldg.
Labels: Ide
Midwest Dist. Co.
1835 Main St.
Labels: Oke, BH, Zod, Win, Mod, Spe, Tru
Roberts Record Dist. Co.
321 Southwest Blvd.
Labels: Cor, Cdl, AM, FS, 7-11, Sco, Ala, Int, Ori, Sav, Pal, Ess, Dot, WJ, Brk, S&S, RGA, Rep
Southwest Distributors, Inc.
2028 Broadway
Labels: Dec
Norman Wilson Co.
2562 Holmes St.
Labels: Lon, Hwd

St. Louis

A.R.A. Dist. Co.
2300 Olive St.
Labels: Dec

Artophone Corp.
700 Rosedale Ave.
Labels: Col
Capitol Records Dist. Co.
1909 Washington Ave.
Labels: Cap
Commerical Music Co.
2630 Olive St.
Labels: Cha, Sho, GE, Ron, Fan, Old, PJ, Tic, Rma, Sun, Art, GTJ, Con, Hic, Ben, TNT
Ettman Specialty Co.
510 Culver Way
Labels: YP
Interstate Supply Co.
26 S. 10th St.
Labels: RCA
King Records, Inc.
1212 Olive St.
Labels: Kng, Fed, Del
*Albert Louton
7319 Sharp Ave.
Labels: Bel
Mayflower Sales Co.
1935 Washington Ave.
Labels: Col, Oke, Epl
Midwest Dist. Co.
2642 Olive St.
Labels: Che, Chs, Apo, Der, Duk, Zod, Win, Mod, RPM, Spe, Fla, Mtor, Tru, Fab, X, Grv, JD
One Stop Record Service
2636 Olive St.
Labels: Dan
Recordit Dist. Co.
1913 Washington Ave
Labels: M-G-M, Lon, All
Roberts Record Dist. Co.
1518 Pine St.
Labels: Gly, Roc, Cdl, Cor, Jub, Mon, FS, 7-11, Rep, Ala, Sco, Int, Ori, Nas, Exc, Got, TC, Dev, RTH, Gat, Ky, Pal, Pea, Her, Ess, Dot, WJ, WO, Sta, Imp, Cdc, Brk, S&S, RGA, Abb, Clf, Sdy, Hwd, Val

MONTANA

Billings

Benclare Distr. Co.
501 St. Johns Ave.
Labels: All, Fro, Eso
Central Dist. Co.
P.O. Box 1551
Labels: Cap
Northwestern Auto Supply Co.
420 N. Broadway
Labels: RCA

Butte

Alfred K. Brix
3151 Burlington
Labels: Sen
E & R Dist. Co.
Labels: Dec

Great Falls

Music Service Co.
204 Fourth St., S.
Jub, Mon, GE, FS, Ron, Lon, Pal, Ess, Zod, Dot, WO, Imp, Cdc, Brk, S&S, Abb, Fab, X, Grv, Clf, Sdy, Hwd

Missoula

Vega Records
137 Radio Central Bldg.
Labels: Mor

NEBRASKA

Omaha

Bran-New Sales Co.
308 S. 12th St.
Labels: Col, Oke, Epl
Murphy Sales Co.
711 S. 11th St.
Labels: M-G-M, Der, Pal, Ess
Sidles Distributing Co.
1002 Davenport St.
Labels: RCA
Square Dance Dists. Co.
1916 Farnum St.
Labels: Old, WJ, Win

Shelton

Tracy Knutson
c/o Shelton Hotel
Labels: FS, K&K

NEW HAMPSHIRE

Manchester

Tri-State Record Dists.
852 Elm St.
Labels: Mar

Newmarket

*D. Russel Groerer
Star Route
Labels: Bel

NEW JERSEY

Clifton

Consolidated Distr. Co.
166 Barkley Ave.
Labels: Suc, HR

Englewood

Progressive Distr.
131 S. Woodland St.
Labels: Jaz, Pro

Hillside

Mr. Milton Modell
1453 Liberty Ave.
Labels: S&S

Newark

All-State Dists. Co.
87 Stecher Ave.
Labels: M-G-M, Lon, YP, CRG, RCA, Clf
American Squares
1159 Broad St.
Labels: Crl, Ald
Belmont Dist. Co.
268 15th Ave.
Labels: FS, Ron, BH, Ats
Capitol Records Dist. Co.

83 Lock St.
Labels: Cap
Cosnat Dist. Co.
278 Halsey St.
Labels: Cor, Jub, Dom, Dan, Der, Pal, Ess, Rev, Cdc, Brk, Rep, Ben

Decca Dist. Corp.

114 Emmet St.
Labels: Dec
Essex Record Dist. Co.
114 Springfield Ave.
Labels: Gly, Roc, Oke, Atl, Cha, Uni, Mon, Fan, 7-11, Ala, Sco, Int, Ori, Che, Cha, All, Apo, Got, TC, RTH, Sav, Pay, Pea, Duk, Her, Rma, Tic, WO, Mod, RPM, Sta, Sun, Imp, Fla, Mtor, Tru, Abb, Epl, Aud, Val
Krich-New Jersey, Inc.
428 Elizabeth Ave.
Labels: RCA
Times-Columbia Dists., Inc.
37 Bridge St.
Labels: Col

Paterson

*Moe Sher
482 E. 25th St.
Labels: Bel

West Caldwell

*Charles Petrone
103 Ravine Ave.
Labels: Bel

NEW YORK

Albany

Decca Dist. Corp.
1449 Central Ave.
Labels: Dec
Roskin Bros., Inc.
1827 Broadway
Labels: Oke, Col
*Robert Goldhamer
97-B Shaker Rd.
Labels: Bel
RTA Distributors, Inc.
36 Broadway-Menands
Labels: RCA
Leonard Smith, Inc.
1064 Broadway
Labels: M-G-M, Jub, Mon, YP, CRG, Zod, WO, Cdc, S&S, RGA, Abb, Fab, Aud, TNT, Val

Buffalo

Benida Enterprises, Inc.
520 Seventh St.
Labels: Ben
Capitol Records Dist. Co.
1066 Main St.
Labels: Cap
Decca Dist. Corp.
1233 Main St.
Labels: Dec
Faysan Dists., Inc.
506-20 Seventh St.
Labels: Col, Oke, Epl
King Records, Inc.
814 Main St.
Labels: King, Fed, Del
M & N Distr. Co.
881 Main St.
Labels: M-G-M, Mon, Lon, Luc, WO, Aud, Val
Metro Distr. Co.
852 Main St.
Labels: Clf
RCA Victor Dist. Corp.
1209 Broadway
Labels: RCA
Henry Schunke
1080 Broadway
Labels: Dan
Transdisc Corp.
c/o One Stop Record Service
341 Niagara St.
Labels: X, Grv

Far Rockaway, L. I., New York

Harlem Hit Parade
2112 Carnegie Ave.
Labels: Apo, Mod, RPM, Imp, Fla, Mtor

Geneva

*Charles Williams
820 S. Main St.
Labels: Bel

Kingston

Seewhy Merchandising Co.
3 E. Strand St.
Labels: Uni, ML, Der, Sta, Oke, Epl

Massapequa

*Henry Kurt
542 Central Ave.
Labels: Bel

New York, N. Y.

Alpha Dist. Co.
762 Tenth Ave.
Labels: Vie, FD, Ron.
Got, TC, RIH, Pav.
Vir, Rma, Tic, Thr.
WJ, Win, Fab, Aud.
Fla

Brunno-New York, Inc.
490 W. 34th St
Labels: RCA

Capitol Records Distr.
Corp.
253 W. 64th St.
Labels: Cap

Antonino Contreras
225 W. 68th St.
Labels: MML

Coral Records, Inc.
705 Tenth Ave.
Labels: Cor, Brk, RGA,
S&S

Cosnat Dist. Co.
315 W. 47th St.
Labels: Gly, Roc, Cdi
Exc, Dan, Cha, Che,
Cha, Jub, Uni, Dom,
FS, Kis, Nas, Rep,
Der, Dev, Pal, Ess,
Her, Zod, Dot, Ver,
Rev, Thr, Sta, Cdc,
GTJ, Con, Abb, Ben,
Tif, Hwd, Val, JD

Daro Exports, Ltd.
21 E. 40th St. (Rm.
1004-5)
Labels: ML

Decca Dist. Corp.
3280 Broadway
Labels: Dec

The Folk Dancer
108 W. 16th St.
Labels: Gri

*William Feinberg
605 W. 170th St.
Labels: Bel

*Russell Friedman
147-37 71st Rd.
Kew Garden Hills
Labels: Bel

Green Bros.
101 W. 31st St.
Labels: HR, Suc

International Dist.
762 Tenth Ave.
Labels: Sdy

King Records, Inc.
565 Tenth Ave.
Labels: Kng, Fed, Del

*Charles Kunitz
2316 Ave. L
Brooklyn
Labels: Bel

Le Mar Distr. Corp.
41 W. 66th St.
Labels: HR, Suc

Leslie Distr. Co.
750 Tenth Ave.
Labels: Fle
W. Lingafelt
136 W. 44th St.
Labels: Hor

London Dist. Co.
541 W. 25th St.
Labels: Lon

Malverne Dist. Co.
424 W. 49th St.
Labels: Mon, Fan, Mer,
WO, Clf

*Gus Minori
105-11 Remington St.
Jamaica
Labels: Bel

Musart Distr. Corp.
760 Tenth Ave.
Labels: ML, Riv

Paradox Industries, Inc.
142 W. 46th St.
Labels: Joc

Phoenix Disc Dist. Corp.
884 Tenth Ave.
Labels: Eco

Polymusic Records
204 E. 46th St.
Labels: Pmu

Portem Dist. Co.
733 11th Ave.
Labels: Oke, 7-11, Ala,
Sco, Int, Orf, All,
Rud, Sav, Pea, Duk,
Fie, Sou, Mod, RPM,
Imp, Spe, Fla, Mtor,
Epi

Record Export & Dist.
Co.
520 W. 48th St.
Labels: Suc, HR

Regent Dists.
200 W. 57th St.
Labels: Suc, HR

Rival Dists.
107 E. 110th St.
Labels: Fle

Runyan Sales Co.
593 Tenth Ave.
Labels: Suc, HR

Sanford Record Dists.
157 Chambers St.
Labels: M-G-M

Sorority-Fraternity Rec-
ord Co.
12 W. 117th St.
Labels: C-E

Stanley-Lewis
639 Tenth Ave.
Labels: Ced, Per, Wal,
A440, BS, Btk, Ele,
Ete, Pes, NE, Oce,
Oxf, Psp, Phi, Pgm,
Rac, Ren, Str, Vry

Tempo Distr.
457 W. 45th St.
Labels: TPA, Old, Apo,
Ats, PJ, Sun, Tru

Times-Columbia Dis-
tributors, Inc.
353 Fourth Ave.
Labels: Col

Transdisc Corp.
750 Tenth Ave.
Labels: X, Grv

*Donald Walsh
2955 Grand Concourse
Labels: Bel

*Samuel Weiner
815 E. 14th St.
Apt. 6f
Brooklyn
Labels: Bel

North Bellmore

*Leon Kunitz
2526 Locust Ave.
Labels: Bel

Rochester
Add Specialties Sales
2485 St. Paul Blvd.
Labels: Dan

Eastern Sales Co.
2011 E. Main St.
Labels: Cor, Brk

Syracuse
*Joseph Barone
70 Aebersold St.
Labels: Bel

L. Gordon Dist. Co.
935 W. Genessee St.
Labels: Cap

Morris Distributing Co.
1153 W. Fayette St.
Labels: RCA

Onandaga Supply Co.
344 W. Genessee St.
Labels: Oke, Col

NORTH CAROLINA

Asheville
Associated Dists.
P. O. Box 2149
Sweeten Creek Rd.
Labels: HR, Suc

Charlotte
Berto's Sales Co.
1229 W. Morehead St.
Labels: Gly, Roc, Cdl,
Oke, Jub, Uni, Cha,
FS, Nas, Exc, Chs,
Che, Der, RIH, Zod,
Her, Sta, Cdc, Tru

The Big Wheel Co.
147 W. Morehead St.
Labels: Lon, Old, S&S

Capitol Records Dist.
Co.
614 W. Morehead St.
Labels: Cap

Carol Dist. Co.
124 W. Morehead St.
Labels: Dec

F & F Enterprises
803 S. Cedar St.
Labels: Cor, Atl, Mon,
GE, Fan, Apo, All,
Got, TC, Sav, Gat, Ky,
Pea, Duk, Rma, Tic,
WO, Brk, RGA, Fab

Hal-Mark Dist.
304 W. Morehead St.
Labels: Aud

King Records, Inc.
819 W. Morehead St.
Labels: Kng, Fed, Del

Mangold Distributing
Co.
2212 W. Morehead St.
Labels: M-G-M, Dom,
7-11, Orf, Sco, Ala,
Int, Ats, Dev, Pal, Ess,
Dot, Sou, Rep, Riv,
Mod, RPM, Sun, Imp,
Spe, Fla, Mtor, GTJ,
Con, Abb, X, Hic, JD

Southern Bearings &
Parts Co., Inc.
500 N. College St.
Labels: Col

Southern Radio Corp.
1625 W. Morehead St.
Labels: RCA

Greensboro
Southland Music Mer-
chandise Co.
526 S. Elm St.
Labels: YP, CRG

Monroe
Record Sales Dist.
303 Lancaster Ave.
Labels: HR, Suc

OHIO

Cincinnati
A & I Dist. Co.
521 W. Sixth St.
Labels: Gly, Roc, Cdl,
Oke, Cha, Uni, FS,
Fan, 7-11, Ala, Sco,
Int, Orf, Apo, Ali, Ats,
Got, TC, RIH, Sav,
PJ, Pea, Duk, Her,
Tic, Rma, WJ, Mod,
RPM, Sta, Imp, Fla,
Mtor, JD, Hwd, Sdy,
Epi, Hic

Capitol Record Dist. Co.
815 Sycamore St.
Labels: Cap

Columbia Record Dis-
tributors, Inc.
320 Reading Rd.
Labels: Col

Coral Records, Inc.
920 Race St.
Labels: Cor, YP, Brk,
RGA, Tru, Abb

Decca Dist. Corp.
Daylight Bldg.
6th and Court Sts.
Labels: Dec

Hit Record Dist. Co.
1043 Central Ave.
Labels: Atl, Jub, Mon,
Dom, GE, Ron, Che,
Cha, Der, BR, Dev,
Gat, Ky, Pal, Ess, Zod,
Dot, Sou, HR, Suc,
WO, Win, Sun, Spe,
Cdc, Rep, Fab, X, Grv,
Tif, Val

King Records, Inc.
1540 Brewster Ave.
Labels: Kng, Fed, Del,
Ebo

Mid-States Records, Inc.
25 W. Court St.
Labels: M-G-M, Lon

Ohio Appliances, Inc.
804-8 Sycamore St.
Labels: RCA

Supreme Distr. Co.
Court and Broadway
Labels: Clf

Cleveland
Benart Dist. Co.
327 Frankfort St.
Labels: Gly, Roc, Cor,
Atl, Mon, Ge, FS,
Ron, Dan, Ats, Got,
TC, RIH, Gat, Ky,
Pal, Pea, Duk, Zod,
Ess, Her, Dot, Tic,
Rma, WO, Mod, RPM,
Sun, Spe, Fla, Mtor,
Brk, Tru

Capitol Record Dist. Co.
104 St. Clair Ave., N.W.
Labels: Cap

Columbia Record Dis-
tributors, Inc.
1480 West Ninth St.
Labels: Col

Custom Record Dist.
1737 Chester Ave.
Labels: X, Ben, Grv

Decca Dist. Corp.
746 W. Superior Ave.
Labels: Dec

King Records, Inc.
1714 Chester St.
Labels: Kng, Fed, Del

Lance Dist. Co.
2307 Prospect Ave.
Labels: Fab

Main Line Cleveland,
Ind.
5005 Euclid Ave.
Labels: RCA

Maiverne Dist. Co.
1735 Chester Ave.
Labels: Jub, Dom, Der,
GTJ, Con

Ohio Record Dist. Co.
1737 Chester
Labels: Cdl, Oke, Cha,
Uni, Fan, YP, 7-11,
Ala, Sco, Int, Orf,
Nas, Exc, Luc, Che,
Chs, Apo, All, Sav, PJ,
TAR, Sta, Imp, Cdc,
Rep, JD, Val, Hwd,
Sdy, Clf, Epi

*Bob Politti
1524 E. 123rd St.
Labels: Bel

*Wally Ranson
Box 863
Warrenville Heights Br.
Labels: Bel

Sanborn Music Co.
736 Superior Ave.
Labels: M-G-M, Lon

Dayton
Spencer Jewelry Co.
39 S. Main St.
Labels: LA

Hubbard
Music-Please, Inc.
Box 228
Labels: Dom, Old, Gre,
Tre, Hwd, Sdy

Oberlin
Radio Station WOBC
32 E. College St.
Labels: Yoe

Toledo
New Line Record Dist.
Co.
1465 Belmont Ave.
Labels: TAR

Ben Rubin Dist. Co.
1034 Grand Ave.
Labels: Dec

Main Line Distributors,
Inc.
380 W. Erie St.
Labels: RCA

Vienna
Trumbull Record Sales
Labels: Dom

Warren
Mid-America Record
760 Bonnie Brae S.E.
Labels: Ats

OKLAHOMA

Oklahoma City
Capitol Record Dist. Co.
1219 W. Main St.
Labels: Cap

Dulaney's
825 N. W. Second St.
Labels: RCA, Grv

Gramophone Enterprises
1011 N.W. Fifth St.
Labels: Gly, Roc, Cdl,
Cha, Uni, Mon, GE,
Ron, Fan, 7-11, Ala,
Sco, Int, Orf, Che,
Chs, Apo, Der, Got,
TC, Dev, RIH, Sav,
Eso, Pmu, Gat, Ky,
Pal, Duk, Pea, Ess,
Her, Zod, Dot, Wal,
WJ, WO, RPM, Mod,
Sta, Sun, Imp, Fla,
Mtor, Cdc, Brk, S&S,
RGA, Tru, GTJ, Con

King Records, Inc.
612 North Hudson St.
Labels: Kng, Fed, Del

*Gene Lybarger
1716 N. Meridian Ave.
Labels: Bel

Leo Maxwell Co., Inc.
409 N. Classen Blvd.
Labels: Dec, Cor

Miller-Jackson Co.
111-115 E. California
Ave.
Labels: Col

Music Service Co.
1011 N. W. Fifth St.
Labels: Jub

Oklahoma Record Co.
627 N. W. Second St.
Labels: Atl, FS, Lon,
Nas, Exc, Luc, Spe,
Rep, X, Hic, Epi, Tif,
Sdy, Hwd

Wolfe Dists.
710 N. W. Second St.
Labels: M-G-M, Old

Southern Mercury, Inc.
1011 N. W. Fifth St.
Labels: Abb, Fab, Val,
Mer

OREGON

Portland
Bargelt Supply Co.
1131-1135 S. W. Wash-
ington
Labels: HR, Suc

B. G. Record Service
337 N. W. Sixth Ave.
Labels: Cdl, Oke, Atl,
Cha, Jub, Uni, Gaa,
FS, Ron, Fan, Ara,
7-11, Sco, Ala, Int,
Orf, Luc, Chs, Che,
Apo, Der, Sav, Pal,
PJ, Zod, Ess, Dot,
Sou, Mod, RPM, Sta,
Sun, Imp, Spe, Fla,
Mtor, Cdc, S&S, Tru,
Rep, Abb, Fab, X,
Aud, Grv, Sdy, Hwd,
Val

Harper-Meggee, Inc.
1506 N.W. Irving St.
Labels: RCA

Love Electric Co.
(Branch)
936 W. First St.
Labels: Col

Oregon Record Dist. Co.
827 S.W. 13th St.
Labels: Cor, Lon, Brk,
RGA

N. Pacific Supply Co.
2025 N. W. Overton St.
Labels: RCA

*Edgar A. Parks Jr.
1215 N. E. 157th Ave.
Labels: Bel

J. E. Redmond Supply
Co.
325-327 N.W. Sixth Ave.
Labels: Dec

Richter Record Dists.
2115 N.W. Northrup St.
Labels: M-G-M, GE,
Mor, WJ, GTJ, Con

Scandi-Tunes
1631 N.E. Alberta St.
Labels: Rud

PENNSYLVANIA

Derry
Belle Recording Co.
Box 485
Labels: Tre

Harrisburg
D & H Distributing Co.
2535 No. Seventh St.
Labels: RCA

Johnstown
Ethel McNemar
728 Railroad St.
Labels: Hor

New Hope
*Sid Graedon
Box 139
Labels: Bel

Philadelphia
Edward S. Barsky, Inc.
2522 N. Broad St.
Labels: M-G-M, Hic,
Ben

Capitol Record Dist. Co.
1327 N. Broad St.
Labels: Cap

Cosnat Dist. Co.
1710 North St.
Labels: Gly, Roc, Atl,
Cha, Jub, Uni, Dom,
FS, Ron, Nas, Exc,
Dan, Che, Chs, Der,
Dev, Eso, Pal, Ess,
Her, Zod, Dot, Rev,
Sta, Cdc, Rep, GTJ,
Con, Abb, Tif, Sdy,
Hwd, Val, JD

Decca Dist. Corp.
1934 Arch St.
Labels: Dec

Gotham Record Corp.
1628 Federal St.
Labels: Cdl, GE, Fan,
Rud, Pea, Duk, PJ,
Grimes Music Pub-
Mod, RPM, Fla, Mtor
ishers

250 S. Broad St.
Labels: GMP, Vod, Hok,
C-O

John-Harold Co.
1618 N. Broad St.
Labels: Cor, Lon, All,
Brk

King Records, Inc.
1242 N. Broad St.
Labels: Kng, Fed, Del

Lesco Distr.
17 S. 21st St.
Labels: YP, CRG, Riv,
HR, Suc, WJ, Win,
S&S

*Abraham Lewis Plot-
nick
1135 Passmore St.
Labels: Bel

*Bernhard A. Scheller
341 N. 16th St.
Labels: Bel

Stuart F. Louchheim Co.
1220 N. Broad St.
Labels: Col

THIS IS WHY I LOVE YOU

RCA VICTOR

#20-5666

7/8 THINGS WE USED TO DO

ROSEMARY BELAN

The Cash Box

EXCELLENT

ROSEMARY BELAN
(RCA Victor 20-5666; 47-5666)

WITH THE MORRY ALLEN ORCHESTRA

"THIS IS WHY I LOVE YOU"
(2:18) [Highland BMI-Zappone]
Victor has another potential hit in this pretty lilt given a warm multiple voice reading by Rosemary Belan. Thrush has a terrific voice and equally outstanding material. She should make the grade.

The Billboard

Review Spotlight on...
TALENT

ROSEMARY BELAN
This is Why I Love You (Highland, BMI)—RCA Victor
20-5666—Two lilted performances by thrush Rosemary
Belan, new singer on the label. She has the warmth
and feeling of Vera Lynn, and she could have a big
future. Disk was originally released on the Belle label.
Victor purchased the master.

*Thanks, Ops,
for All
Those Spins*

Richard Hayman

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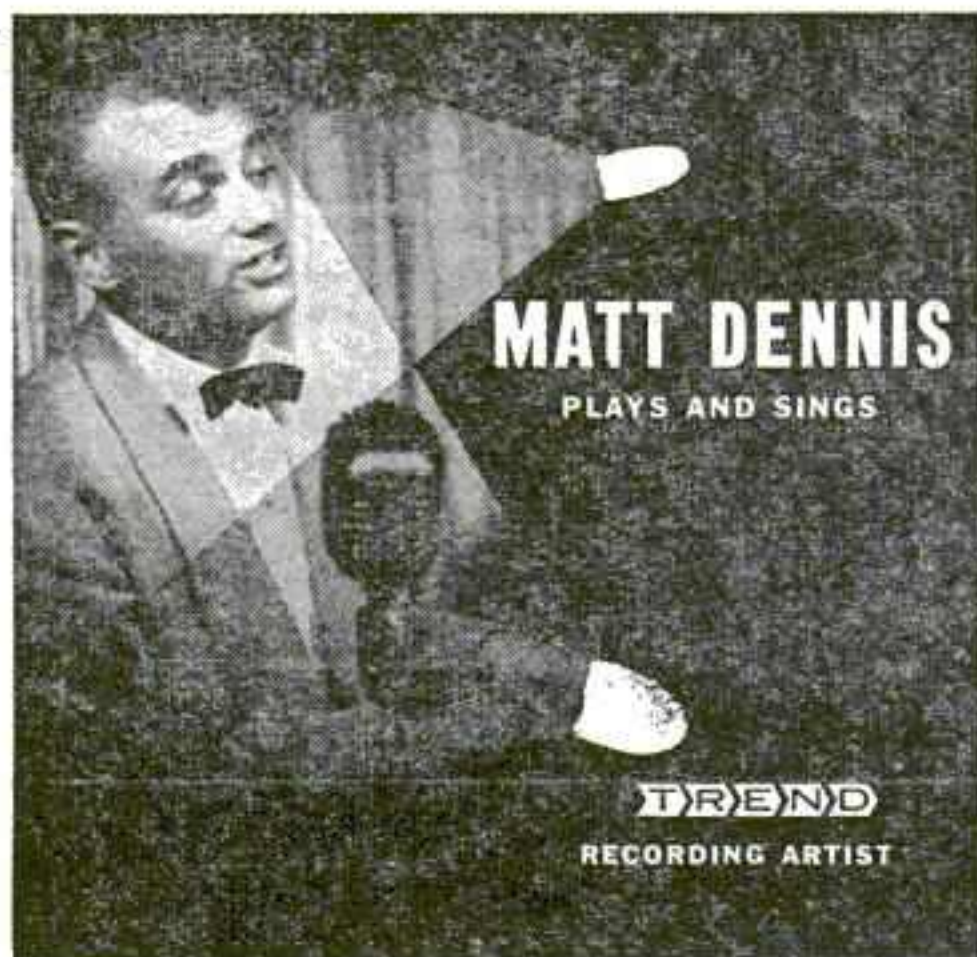
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LOS ANGELES, CALIFORNIA

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Sav, Pmu, Sou, Wal,
Imp, Spe, RGA, Fab
David Rosen, Inc.
855 N. Broad St.
Labels: Oke, Mon, Ate,
Fie, WO
Raymond Rosen & Co.,
Inc.
2121 Market St.
Labels: RCA
Transdisc Corp.
c/o Harris
4517 Wayne Ave.
Labels: X, Grv

Pittsburgh

Alco Record Dist. Co.
1204 Forbes St.
Labels: Atl, Jub, Mon,
7-11, Sco, Int, Ala,
Orf, Chs, Che, Der,
WO
Capitol Record Dist.
Corp.
2020 W. Liberty Ave.
Labels: Cap
Danforth Corporation
6500 Hamilton Ave.
Labels: Col, Oke, Epi
*Charles Davis
14 Maplewood Ave.
Crafton
Labels: Bel
Future Dist. Co.
1300 Wylie Ave.
Labels: Apo, Spe
Hamburg Bros.
213 Galveston Ave.
Labels: RCA
King Records, Inc.
1437 Fifth Ave.
Labels: Kng, Fed, Del
Lomakin Music
633 Liberty St.
Labels: Fan
National Record Mart
324 Diamond St.
Labels: Gat, Ky
Record Dists, Inc.
906 Forbes St.
Labels: M-G-M, Uni,
Got, Sav, Pea, Duk,
Sta, S&S, RGA, GTJ,
Con
Standard Dist. Co.
1705 Fifth St.
Labels: Cor, Cdi, Ron,
Dan, TC, Dev, RIH,
Gat, Ky, Pal, Ess,
Zod, Dot, Sun, Imp,
Mtor, Brk, Rep, Abb,
Aud, Tif, Sdy, Hwd,
Val
*Frank Stanko
429 E. Garden Rd.
Labels: Bel
J. A. Williams Co.
401-435 Amberson Ave.
Labels: Dec
J. W. Young Dist. Co.
1206 Forbes St.
Labels: Ate, Cdc

Scranton
Capitol Record Dist.
Corp.
500 Wyoming Ave.
Labels: Cap
Scranton Supply &
Mach. Co.
634 Wyoming Ave.
Labels: Dec

RHODE ISLAND

Pawtucket
Conte Distributors
61 Division St.
Labels: Gre
Eddy & Company
43 Hospital St.
Labels: RCA

SOUTH CAROLINA

Rock Hill
*James Melton
462 Willowbrook Ave.
Labels: Bel
Mercury Record Dist Co.
419 First Ave., So.
Labels: Hic, Mer

SOUTH DAKOTA

Sioux Falls
Warren Radio Supply
115 S. Indiana Ave.
Labels: RCA

TENNESSEE

Gallatin
Randy's Record Shop
321 W. Main St.
Labels: Atl, Cha, Jub,
Che, Chs, Apo, Got,
TC, RIH, Dot, Mod,
RPM, Sun, Imp, Fla,
Mtor, Pea

Knoxville
Chapman Drug Co.
516 State St.
Labels: Cap
C. M. McClung Co., Inc.
501 W. Jackson Ave.
Labels: RCA, Grv

Memphis
Labels: RCA
Glenn Allen, Inc.
1146 Union Ave.
Labels: Atl, Jub, Cap,
GE, Ron, 7-11, Int,
Orf, Sco, Ala, Ide,
Her, Win, RPM, Grv
King Records, Inc.
1092 Union Ave.
Labels: Kng, Fed, Del

McGregor's Inc.
1071 Union Ave.
Labels: RCA
Music Sales Co.
1117 Union Ave.
Labels: M-G-M, Cdi,
Cha, Uni, FS, Nas,
Exc, Che, Chs, Apo,
Der, Got, RIH, Rud,
Sav, Pal, Ess, Dot,
Pea, Mod, Sta, Sun,
Imp, Spe, Fla, Mtor,
RGA, Tru, Rep, Abb,
Tif, Sdy, Hwd, Val,
JD, X
Stratton Warren Hdwe.
Co.
37 E. Carolina Ave.
Labels: Dec, Cor
Tennessee Music Sales
1087 Union Ave.
Labels: Gly, Roc, Gat,
Ky, Zod, Cdc, GTJ,
Con
Woodson & Bozeman,
Inc.
733 Somerville
Labels: Col, Oke, Epi,
TNT

Nashville

Buckley Dist. Co.
1707 Church St.
Labels: Cha, RIH, Gre,
Mod, RPM, Sun, Imp,
Fla, Mtor, Pea, Sdy,
Hwd
Coastline Distrs., Inc.
535 Fourth St.
Labels: Dom
Ernie's Record Shop
179 Third St., North
Labels: Cha, Apo, Chs,
Che, Got, TC, RIH,
Mod, RPM, Sun, Imp,
Fla, Mtor, Pea, Hwd
Hermitage Music
423 Broad St.
Labels: Sun, Sdy, Hwd
King Records, Inc.
515 4th Ave., S.
Labels: Kng, Fed, Del
Music City Dist. Co.
403 Lea Ave.
Labels: Nas, Exc, BR,
Dot, Rma, Tic, Sun,
S&S, Abb, Fab, Sdy,
Hwd, Val, JD
Gene Nobles
1837 Primrose Ave.
Labels: Mod, RPM
Tennessee Music Sales
415 Main St.
Labels: Gly, Roc, Mon,
GE, FS, Ron, Ate, BR,
Gat, Ky, Pal, Ess, Zod,
WO, Cdc, S&S, GTJ,
Con

TEXAS

Amarillo

Dulaney's
1420 N. E. Third St.
Labels: RCA, Grv

Arlington

*William Bryan Shaw
1400 Bennett Dr.
Labels: Bel

Dallas

Adleta Co.
1914 Cedar Springs Ave.
Labels: RCA, Grv
Big State Dist. Co.
137 Glass St.
Labels: Cor, Cdi, Oke,
Atl, FS, YP, Nas, Exc,
Chs, Che, Apo, All,
Pea, Dot, Spe, Brk,
Tru, Rep, JD, Hwd,
Sdy, TNT, Epi, Hic,
X, Abb
Capitol Record Dist.
Corp.
1801 N. Industrial Blvd.
Labels: Cap
Dobbs Dallas
135 Leslie St.
Labels: M-G-M, Tif
Decca Dist. Corp.
139 Cole St.
Labels: Dec
Gramophone Enterprises
Labels: Gly, Roc, Cha,
Jub, Uni, Mon, Ron,
Fan, 7-11, Ala, Int,
Orf, Sco, Old, Der,
Got, TC, Dev, RIH,
Sav, Eso, Pmu, Gat,
Ky, Pal, Duk, PJ, Ess,
Her, Zod, Rma, Tic,
WO, Sta, Sun, Imp,
Cdc, S&S, RGA, GTJ,
Con
King Records, Inc.
146 Leslie St.
Labels: Kng, Fed, Del
Medaris Co., Inc.
1202 Dragon St.
Labels: Col
Southern Mercury, Inc.
1035 Levee St.
Labels: Mer, WJ, Mod,
RPM, Fla, Mtor, Val,
Fab, Clf
South Coast Amuse. Co.
137 Glass St.
Labels: GE
Trinity Distributors
1033 Levee St.
Labels: Lon

El Paso

Boyd Dist. Co.
2209 Mills St.
Labels: Cap
Frontier Distributing
Co.
1200 E. Missouri St.
Labels: M-G-M
M. B. Krupp Dist. Co.
309 S. Santa Fe St.
Labels: Cdi, Atl, Cha,
Jub, Uni, Crl, GE, FS,
Ala, 7-11, Sco, Int,
Orf, Old, Luc, Apo,
Der, Pal, RIH, Sav,
Ide, Pea, Duk, Ess,
Fie, Dot, Sou, Tim,
WJ, Win, Sta, Sun,
Imp, RGA, Tru, Rep,

GTJ, Con, JD, Val,
Hwd, Sdy, TNT, Fab,
Abb
Albert Mathias & Co.
113 S. Mesa St.
Labels: Oke, Col, Epi
Midland Specialty Co.
425 W. San Antonio St.
Labels: RCA
Momsen-Dunnegan-
Ryan Co.
800 E. Overland St.
Labels: Dec
*Sam Paparone
3717 Nations Ave.
Labels: Bel
Sunland Supply Co.
1200 E. Missouri
Labels: Cor, Mon, Ron,
Lon, WO, Mod, RPM,
Spe, Fla, Mtor, Brk,
X, Grv

Houston

H. W. Dalley Co.
314 1/2 E. 11th St.
Labels: Dec
Gramophone Enterprises
1906 Leeland St.
Labels: Gly, Roc, Cha,
Jub, Uni, Mon, Ron,
Fan, 7-11, Ala, Int,
Orf, Sco, Der, Got,
TC, Dev, RIH, Eso,
Pmu, Gat, Ky, Pal,
Her, Zod, WO, Sta,
Sun, Imp, Cdc, S&S,
RGA, Tru, GTJ, Con
Hummingbird Record
Co.
3804 Travis St.
Labels: TNT
House of Music
48 Pinedale St.
Labels: Ced, ML, Wal
King Records, Inc.
1408 Jefferson St.
Labels: Kng, Fed, Del
Southern Mercury, Inc.
1218 Leeland Ave.
Labels: Mer, MJ, Mod,
RPM, Fla, Mtor, Fab,
Clf, Val
South Coast Amuse-
ment Co.
314 E. 11th St.
Labels: M-G-M, Cdi,
Oke, GE, FS, Nas,
Exc, Che, Chs, All,
Rud, Dot, Rep, Hwd,
Sdy, Grv, Epi, Hic, X,
Abb
Strauss-Frank Co.
4000 Leeland Ave.
Labels: RCA
Trinity Distributors
1218 Leeland Ave.
Labels: Lon
United Record Dist. Co.
1902 Leeland Ave.
Labels: Cor, Atl, Sho,
Apo, Sav, Spe, Brk,
Pea
*Stanley Smith
5326 Keystone
Labels: Bel
E. Warncke Co.
3445 Leeland Ave.
Labels: Cap, TNT

San Antonio
General Appliance Co.
1201 E. Houston St.
Labels: Dec
*Larry Boal
2302 Texas Ave.
Labels: Bel
R. Warncke Co.
121 Navarro St.
Labels: Cap

San Benito
Rio Grande Music Co.
P. O. Box 861
Labels: Ide

UTAH

Ogden
Carl Santoro
2667 Lincoln Ave.
Labels: All

Salt Lake City
W. H. Bintz Co.
433 W. Third St.
Labels: Oke, Col, Epi
El Rancho Cordova
543 W. Third St.
Labels: Ide
Flint Distributing Co.
P. O. Box 1470
Labels: RCA
Roy Koerber
159 1/2 S. Main St.
Labels: Crl, FS, Old,
WJ, Win, RGA
Mt. States Dist. Co.
622 S. State St.
Labels: Cap
Salt Lake Hdwe. Co.
P. O. Box 510
Labels: Dec
Standard Supply Co.
531 S. State St.
Labels: M-G-M, Cor,
Mon, Fan, Lon, WO,
Imp, Brk
Zion Dist. Co.
2667 Lincoln Ave.
Labels: Val

Salt Lake City
Davis Sales Co.
106 W. Third, So.
Labels: Abb, X, Grv,
Sdy, Hwd

VIRGINIA

Richmond
Allen Dist. Co.
420 W. Broad St.
Labels: Gly, Roc, Cha,
Jub, Uni, Lon, BH,
Apo, Nas, Exc, Chs,
Che, Der, BR, Got,
TC, RIH, Sav, Pal,
Pea, Duk, Zed, Ess,
Her, Dot, Mod, RPM,

Sta, Fla, Sun, Imp,
Spe, Mtor, Cdc, Tru,
Rep, JD, Val, Hwd,
Sdy, Fab, Abb
Benj. T. Crump Co., Inc.
1310-34 E. Franklin St.
Labels: Col, Oke, Epi
King Records, Inc.
216 E. Main St.
Labels: Kng, Fed, Del
Virginia Dist. Corp.
1837 Broad St.
Labels: Dec, Cor
Wyatt-Cornick, Inc.
Grace at 14th St.
Labels: RCA, Grv

WASHINGTON

Seattle
Artist Record Dist. Co.
3131 Western Ave.
Labels: Gly, Roc, CRG,
Luc, Chs, Che, S&S
C & C Dist. Co.
3131 Western Ave.
Labels: Cha, Jub, Mon,
FS, Fan, YP, All, Der,
RIH, Rud, Sav, Mer,
Dot, WO, Mod, RPM,
Sun, Imp, Spe, Fla,
Mtor, Tru, Abb, Clf,
Sdy, Hwd, Val
Capitol Record Dist. Co.
620 Eastlake Ave.
Labels: Cap
*Frank Conklin
10257 Rainier Ave.
Labels: Bel
Decca Dist. Corp.
3131 Western Ave.
Labels: Dec
Fidelity Electric Co.
960 Republican St.
Labels: RCA
Harper-Meggee, Inc.
960 Republican St.
Labels: RCA
Love Electric Co.
318 Westlake Ave., N.
Labels: Col, Oke, Epi
Morrison Music Co.
720 Queen Anne Ave.
Labels: Mor
Northwest Tempo Dist.
Co.
310 Ninth Ave., N. W.
Labels: M-G-M, Atl,
Uni, GE, Ron, Kis,
Ala, 7-11, Sco, Int,
Orf, Old, Apo, Mor,
Pal, Ess, WJ, Win,
Cdc, Kng, Fed., Del,
S&S, Pea, GTJ, Con,
Fab, JD

Spokane
Columbia Electric &
Manufacturing Co.
123 South Wall St.
Labels: Col, Oke, Epi
Tinling & Powell
706 E. Sprague Ave.
Labels: HR, Suc

WEST VIRGINIA

Charleston
Lou Sowa Records
711 Bigley Ave.
Labels: BR
Cardinal Distributing
Co.
821 Quarrier St.
Labels: Col
King Records, Inc.
804 Donnally St.
Labels: Kng, Fed, Del

Huntington
Van Zandt Supply Co.
1123 Fourth Ave.
Labels: RCA

WISCONSIN

Madison
Tell Music Dist. Co.
2702 Monroe St.
Labels: Cor, Brk, Rep,
Grv, X

Milwaukee
Capitol Record Dist. Co.
1434 N. Farwell Ave.
Labels: Cap
Decca Dist. Corp.
321 E. Chicago St.
Labels: Dec
Demo Records Dist. Co.
1415 N. 21st St.
Labels: Dem
*John M. Kropf
1540 N. 21st St.
Labels: Bel
Major Dist. Co.
626-628 E. Ogden Ave.
Labels: Mon, WO
Morley-Murphy Co., Inc.
5151 W. State St.
Labels: Col
Taylor Electric Co.
112 No. Broadway
Labels: RCA

Sheboygan
Sheboygan Radio &
Record Center
1210 N. 8th St.
Labels: Plk

WYOMING

Cheyenne
Forbes Music Company
1818 Carey Ave.
Labels: HR, Suc

CANADA

Calgary, Alberta
T. W. Peacock, Ltd.
216 12th Ave., W.
Labels: Cor, Brk
Taylor, Pearson & Car-
son, Ltd.
308 Fifth Ave.
Labels: Oua, M-G-M,
Mer

Vancouver, British Columbia
Dance Craft
1406 W. Broadway
Labels: Win
Johnston Appliances,
Ltd.
5239 Victoria Drive
Labels: Cor, Brk
Mackenzie, White &
Dunsmuir
1100 Venables St.
Labels: Gua, M-G-M,
Mer
Radio Sales Service,
Ltd.
971 Richards St.
Labels: Cap
Texal, Ltd
1132A Burrard St
Labels: YP, Ara, Lon

Winnipeg, Manitoba
Modern Products Co.
1373 Portage Ave.
Labels: Bil, YP, Ara,
Win
Monarch Record Distrs.
Galt Building
Labels: Qua, M-G-M,
Mer

Sparling Sales, Ltd.
120 King St.
Labels: Cap

London, Ontario
Capitol Record Dist. Co.
100 St. George St.
Labels: Cap
Sparton of Canada, Ltd.
Labels: Col

Toronto, Ontario
Apex Records, Ltd.
670 Richmond St., W.
Labels: Cor, Brk
*George Blakey
31 White Pine Ave.
Labels: Bel
Canadian Music Sales
1261 Bay St.
Labels: Old
Capitol Records of Can-
ada, Ltd.
122 Adelaide St.
Labels: Cap
Mackay Record Distrs.
30 Duncan St.
Labels: YP
Margas Distr. Agency
807 Yonge St.
Labels: Bil, Ara, Arr
Morris Dist. Co.
1580 Queen St. W.
Labels: Fan, Sav, PJ,
GTJ, Con
Phono-Vision Dist.
Corp.
124 Dundas St.
Labels: Kis
Quality Records
380 Birchmont Road
Labels: M-G-M, FS, Der,
Pal, Ess, Qua, WJ
Gordon V. Thompson
902 Yonge St.
Labels: Ron, Gav

H. G. Young Sales Co.
Labels: Pmu

Lachine, Quebec
Compo Co., Ltd.
2377 Remembrance
Labels: Cor, Brk

Montreal, Quebec
*Larry Bernier
1440 Bernard Ave., W.
Apt. 16
Labels: Bel
Biltmor Records Co.
2560 Mayfair Ave.
Labels: Bil
Canus Distr. Ltd.
63 Prince Arthur St., E.
Labels: LA
Capitol Records of Can-
ada, Ltd.
216 St. Paul St., W.
Labels: Cap
Elite Recording Co. of
Canada
417 St. Peter St.
Labels: Ced, Eco, Tic,
Riv
The London Gramo-
phone Corp. of Can-
ada, Ltd.
2123 St. Catherine St.
E.
Labels: YP
*Floyd McGregor
Pocket Books of Canada,
Ltd.
330 Llege St., W.
Metrodisc, Inc.
5016 Sherbrooke St., W.
Labels: Cor, Rod, Qua,
M-G-M, Brk
Musmart of Canada
Pascal Bldg.
901 Bleury St.
Labels: Dan

Sni-Don Sales Co.
455 Graig St., W.
Labels: Suc, HR
*Distributor Contact
Man

TERRITORY OF HAWAII

Honolulu
Hawaiian Elec. Supply
Co.
930 Clayton St.
Labels: Dec
Honolulu Paper Co.,
Ltd.
1105 Kapiolani Blvd.
Labels: Col
House of Music, Ltd.
2166 Kalakau Ave.
Labels: YP
Microphone Music
222 N. Beretonia St.
Labels: Tic
Musical Distributors
156 Mokauea St.
Labels: Cor, Lon, Brk
Nylon Bros. & Co., Ltd.
P. O. Box 2958
Labels: Cap
Thayer Piano Co.
P. O. Box 562
Labels: Win
*Norman Wright
c/o Henry M. Snyder &
Co.
381 Young Bldg.
Labels: Bel

Wahiawa, Oahu
Wahiawa Electronic
Service
Labels: Mon, WO

Portland

• Continued from page 45
ly instructed servicemen on an entire machine at each session, recently began breaking down the procedure so that only one phase of the machine was handled at each meeting.

Larry Hornbeck, manager, said that the new method promoted better operator relations by making it easier for operators to understand the machine. He added, "It also aids sales efforts by assuring buyers that the phono-graph can be serviced at the most efficient levels."

Classes are held every third Tuesday under the direction of John Detweiler, service manager for the company. Students are servicemen and operators from Oregon and Southwestern Wash- ington, and classes are held in a room set aside at the firm's head- quarters.

Separate sessions are given for such problems as electric selector, the mechanism of the trip relays, interpretation of symptoms on the trouble-shooting chart and remote control.

Magnecord

• Continued from p. 45
music obtainable," Roberts said, "and will be reproduced with the finest high fidelity equipment obtainable. At present there are over 4,000 recordings being repro- duced, giving operators a wide

selection in various styles of music."

Roberts explained that the distribution of these machines would be handled thru juke box distributors, making it easier for operators to handle both lines.

Location Potential

Possible locations for the unit are endless, Roberts said. He pointed out that such spots as radio stations, schools, hotels, individuals, churches, industries, hospitals, aviation companies, government agencies, industrial laboratories and a host of others are only beginning to see the advantages of having continuous music.

Special Offer!

30 Conductor JUKE BOX CABLE

Brand New—Perfect
28 conductor 222
2 conductor 216

Color coded, plastic in-
sulated with brown plas-
tic jacket overall, 1/2-in.
diameter. Heat, water
and acid proof.

500 ft. 16 1/2¢ per ft.
reels only.

Minimum order 500 ft.,
\$82.50. Quan. limited.
Sample on request.

TERMS: Check with order or
50% down, balance C.O.D.

D. COLEMAN & SONS

Dept. B, 4515 W. Addison St.
Chicago 41, Ill. SPring 7-2608.

Admen of every kind
Endorse The Billboard as a
TOP SELLING FORCE

Announcing a Great New Label
USA RECORDS, INC.

Currently

"HOME"
b/w
"THE THRILL IS GONE"
Jimmy Randolph USA 403

Look for Terrific Releases in March
ANDRE' PHILLIPE

• Jeff Harvey • Diahann Carroll
Call Your Nearest Distributors
127 West 43rd St. New York City

BOOM!

Rock-Ola Fireball 120, \$325.00

45 RPM—USED

WRITE—WIRE—PHONE

1/3 down, balance C.O.D.

Export inquiries invited

MUSIC SYSTEMS, INC.

CLEVELAND, OHIO
2600 Euclid Avenue
CHerry 1-3801

TOLEDO, OHIO
1302 Jackson
Main 6192

Dealers! Operators!

STOP
Running Around in Circles!

GET ALL THE SMASH HITS NOW!

Records **5** Over Regular Wholesale
Albums 10% Over

WE SHIP ALL LABELS WITHIN 24 HOURS

Save freight charges... save time and aggra-
vation by ordering all your records from us.
No substitutions... no back orders
no delays! Once you've tried our service,
you'll never use any other!

ALL SPEEDS! ALL LABELS!

UPTOWN ONE STOP RECORD SERVICE
4956 Delmar, St. Louis 8, Mo. • Phone Forest 2602

**MUSIC OPERATORS
CONVERT YOUR
Seeburg Selectomatic 100-A
78 RPM to 45 RPM**

In less than one hour on location. No Holes to drill or tap—No machining of any kind. All you need is our kit. Precision Machined Parts complete with instructions. Modernize your equipment. Increase its value and earning power.

\$98.50 F.O.B. Los Angeles

One-third with order, Balance C.O.D.

Place your order today with your Distributor or send direct to:

NELS NELSON, Sales Mgr.

D. W. PRICE CORPORATION

11161 West Pico Blvd.
Los Angeles 64, California

Everyone looks to

SEECO

For the Finest in Latin American Recordings

dawn

RECORDS

for R & B and Jazz

39 West 60th St., New York 23, N. Y.

• Get These Dot Hits!

THE HILLTOPPERS SING

• "FROM THE VINE
CAME THE GRAPES"

and

• "Time Will Tell"

Dot #15127

INSURANCE

**ALL RISK
JUKE BOXES**

**BROADWAY
BROKERS CORP.**

150 Broadway, New York 38
REctor 2-2195

BULK VENDING: NEW GAINS

Keyed to Greater Machine, Product, Price Versatility

CHICAGO, Feb. 27.—Bulk vending is earmarked for important gains this year following new machine and vended price versatility coupled with wider product variety. With recent strides in opening additional prestige and volume-location fields, such as supermarkets, national drug and other chain enterprises, bulk vended operation has achieved the first major moves toward recognition as a profitable, dependable and quality product phase of automatic merchandising since its initial mushrooming growth in the "depression" era.

The "new look" of bulk equipment, itself, keys the pace of present and future expansion. Attractive chrome, paint, glass and plastic used on new models assure customer attention, con-

fidence. And with his greater variety of products offered, thru the greater variety of locations, bulk is also tapping a new adult customer field while at the same time retaining the expanding moppet market.

Highlight Gains

Highlights of the advancement in machine design: Multi-product vending wheels, interchanged on location in minutes, which adapt units to several types of products and at the same time offer a like variety of portion adjustments.

Easier, more convenient "full for empty" merchandise compartment changes via new carrying equipment for ratemen, simpler substitution on location.

Dual coin mechanism permitting vending of penny and nickel portions at choice of patron, or

either singly with only minor adjustment on location.

New attractive metal cabinet or pipe stands for single or multiple unit mounting.

Product-wise, bulk venders have been adding to the basic nut and ball gum offerings. While still accounting for major shares of the total vending volume, both items are now actually benefiting by such "competition in variety" as more and better

(Continued on page 118)

New Ice Cream Pint Vender In Production

5-Selection Unit To Cost \$1,370; Hold 365 Pints

MILWAUKEE, Feb. 27.—Production of a new automatic five-selection pint package ice cream vender was announced by William J. Wawrzonek, inventor of the machine and head of the Pint-O-Matic Company. The unit is being produced by the William A. Benz Sheet Metal Products Company and will be sold thru Pint-O-Matic.

Initial output is set at 30 machines a month, to be doubled in two months.

The machine has a capacity of 365 pints, 115 in vending position. It is 36 inches wide, 69 inches high and 29½ inches deep, and is priced at \$1,370 f.o.b. Milwaukee.

Altho a complete sales program has not yet been formulated, Wawrzonek has already signed a contract with Land O' Lakes Creameries, Inc., for exclusive use of the machine in the following seven States (excepting the Milwaukee area): Wisconsin, Illinois,

(Continued on page 117)

Vender Plan Cracks Office Locations

New N. Y. Operation Sets Up Automatic Feeding Service in Franklin Stores

NEW YORK, Feb. 27.—Mid-Manhattan alone, have been virtually neglected.

To most veteran operators, the reason for the neglect is obvious—servicing costs and problems in the heart of the world's most heavily concentrated population center are tremendous, and most offices employ so few persons as to make an in-plant feeding operation unprofitable.

However, Gerald McClosky, a 1950 graduate of the State University of Iowa, an industrial engineer and a cost accountant, these problems can be beaten. This week, at the first installation by his newly organized Vendime Corporation, he demonstrated how he goes about beating them.

Two of the biggest deterrents to office in-plant feeding operations

(Continued on page 111)

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Two of the biggest deterrents to office in-plant feeding operations

(Continued on page 111)

Denver Cig Ops Eye Filter Tips As Sales Slump

DENVER, Feb. 27.—Operators in the Denver area are giving serious study to vending filter-tip cigarettes as the result of an unprecedented increase in sales during the past 90 days.

Sales slumping in many locations are directly traceable to the more than 100 per cent increase which filter tips have registered in the mountain capital during a three-month period. According to Bernard Schaffner, co-owner of Flaks & Company, which supplies most of the city's seven large cigarette vending firms, this stems from the emphasis on lung cancer investigations. Customers, who formerly dropped a quarter into the familiar cigarette vender, are instead walking out their way to

(Continued on page 118)

MAGAZINE VENDING

Round Up Probes Problems, Future

CHICAGO, Feb. 27.—Automatic selling, via vender, of magazines has more merchandising factors to whip than the mere matter of mechanical perfection. But in spite of such factors, at least two major publishing companies continue to explore vending machine possibilities for their magazines—Time, Inc., and Reader's Digest.

A current report on the progress of magazine vending experiments by both companies is featured in

the current issue of Tide, sales and advertising trends sister publication of The Billboard and Vend.

The Tide report follows:

Stuart Powers, newsstand promotion and merchandising manager of Time, Inc., say, he has a machine that finally promises to eliminate most of the mechanical snags (of magazine vending). However, Powers feels that even this unit, invented by a Philadelphia teacher and now being tested in 10 locations (mainly airports) does not wholly answer all the snags when it comes to vending magazines.

"Magazines," he said, "fill three of the requirements laid down by

(Continued on page 118)

USED MACHINE TRENDS

Coffee Venders Pace Market; 3-Year Report

CHICAGO, Feb. 27.—Coffee venders continued to hold top position in the "wanted" category on the used machine market during February and January, while dropping from first place in the January "for sale" listing to second in February.

Coffee equipment also held star honors as a high demand unit in February, 1953, and 1952, when it was in second position and first place as "for sale" equipment in the same month last year.

Other high demand types of vending equipment in the first two months of 1954 were cigarette, candy and cup soft drink machines. In the like period one and two years ago, a fourth vender type was the ice cream machine.

In the "for sale" category for February, 1954, candy, ice cream and cup soft drink units tied for first place. In January, candy was in second and ice cream and cigarette equipment tied for third spot.

Cup soft drink was the second most offered vender type in February, 1953, followed by bulk nut, candy and ice cream units which tied for third position. In the like month of 1952, candy and cigarette venders held top place as most offered units, followed by cup soft drink, coffee and bulk nut units which tied for second spot.

Analysis of the trends in used vender types offered for sale and

(Continued on page 112)

Dr. Pepper Ups Net in 1953; Cite Venders

DALLAS, Feb. 27.—The Dr. Pepper Company reported a 9.5 per cent increase in sales and a 14 per cent boost in net earnings per share for 1953. Gross profits last year climbed to \$5,933,918 from \$5,273,408 in 1952. Net earnings after income taxes hit \$652,647.03, compared with 1952's \$574,168.97, equivalent to 93 cents a share.

Leonard Green, president, in the annual report singled out the single-drink Dr. Pepper cup

(Continued on page 118)

Cig Problems Aired At NAMA Meeting

P-M V-P Lauds Ops; Cites Statistics, Public Relations, Health Questions

ST. SIMONS ISLAND, Ga., Feb. 27.—The current state of influx in the cigarette industry as a whole, and the resultant changes now underway in the vending of the product, spotlighted attention on the talk given by George Weissman, vice-president of Philip Morris & Company, at the National Automatic Merchandising Association sectional meeting here this week (26-27).

The major part of Weissman's address follows:

"...I am here today because of the mutuality of interest which has existed between the vending industry and Philip Morris these many years... I am here because the eighth annual Census of Vend recently outlined the following picture of your business for 1953: "More than \$1½ billion in coins were dropped into your machines

last year, an all-time record, surpassing 1952 by \$200 million.

"Nearly 500,000 cigarette vending machines sold approximately 70 billion cigarettes, or 18 per cent of the national domestic total for \$760,000,000 vending sales, or half the vending industry's total income.

However, the Census also noted that cigarette packs sold per machine per week declined from an average of 120 to 119. This may be accounted for by the greater number of machines, but there is another factor which I would like to discuss later.

"That is the current picture of your side of the (cigarette) industry and it is one on which you are to be congratulated. For rarely in our nation's history has an industry made such giant strides

(Continued on page 117)

C&C Sets Finance Plan for Operators

\$100 Down, \$12 a Month for 44 Months Buys Unit; Will Also Back Cup Venders

ENGLEWOOD, N. J., Feb. 27.—The drive of Cantrell & Cochrane to become a major factor in the drink vending industry began to take direction this week with the announcement by George T. Herald, head of the newly created vending and fountain sirup department (The Billboard, February 27) that a finance plan for operators has been approved.

Herald said that any qualified, established operator could purchase the Super Soda Bar, a vender made for C&C canned carbonated drinks by Spacarb-Juice Bar, on the following terms: \$100 down and \$12 a month for 45 months, for a total cost of \$640. Technically, C&C, which underwrites the units, is owner of the vender until the last payment is made. Tho the machines are actually leased for 44 months, the

operator owns the equipment outright at the end of the lease period.

Coupled with C&C's effort to promote sale of its product thru canned drink venders will be an attempt to establish the brand as a sirup supplier to cup drink operators. Herald said that C&C will finance cup drink venders to any operator who meets its requirements in regard to experience and stability.

The firm currently makes the following sirups for the vending

(Continued on page 118)

Perfume Units To Diversify Ace Cig Route

DENVER, Feb. 27.—Lou Davidoff, president of Ace Cigarette Company, announced this week that the company would shortly begin installing perfume venders in theater locations thruout the city.

Vending a spray of nationally known perfume brands for a dime, the venders have been accorded good reception by theater owners, according to Davidoff.

"Curiosity appeal" is counted

(Continued on page 112)

Atlas Officers Tour South; Name Distribs

ATLANTA, Feb. 27.—Wallace Jenkins, president, and Meyer Abelson, sales executive, arrived here today on their sales trip to introduce the Atlas Manufacturing & Sales Company's Atlas Master to the trade. The pair recently completed a West Coast sales trip and are currently touring the South.

Jenkins announced that the following firms have been named Atlas distributors: Master Sales & Service, Dallas, Tex.; Bert Fraga, Standard Specialty Company, San Francisco, Northern California, Washington and Oregon; Moe Madell, Northwestern Sales & Service, New York, and J. Schoenbach, Brooklyn.

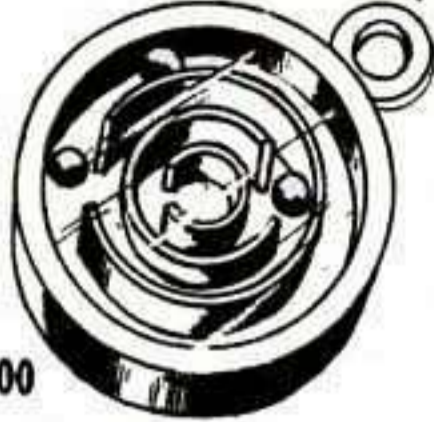
Used Machine Trends

Trends in the used vending machine market based on analysis of The Billboard's and its sister publication Vend's Market Place. Vender types appear in order of highest demand in the "for sale" and "wanted" categories.

Wanted to Buy			
February, 1954	January, 1954	February, 1953	February, 1952
Coffee	Coffee	Cup Drink	Cup Drink
Cigarette	Candy	(cold)	(cold)
Candy	*Cup Drink	Coffee	*Coffee-Ice
Cup Drink	(cold)-	Ice Cream	Cream
(cold)	Cigarette	*Candy-Ciga-	Candy
Bulk Nut	*Bulk-Pop-	rette	
	corn-Bulk		
	Nut		
For Sale			
February, 1954	January, 1954	February, 1953	February, 1952
*Candy-Ice	Coffee	Coffee	*Candy
Cream-	Candy	Cup Drink	Cigarette
Cup Drink	*Ice Cream	(cold)	*Cup Drink
(cold)	Cigarette	*Bulk Nut -	(cold)-
Coffee	Cup Drink	Candy-	Coffee-
Cigarette	(cold)	Ice Cream	Bulk Nut
*Bulk Nut-	*Bulk Nut-	Cigarette	*Juice-
Juice	Juice-	*Juice-	Gum
Gum	Gum	Gum	
*Popcorn		Popcorn	
Milk			
*Indicating Ties.			

Karl Guggenheim's amazing new action charm

MYSTIC ACTION MAZE



\$19.00

per thousand F.O.B. N. Y.

Kids will have hours of fun and excitement with this truly action charm. A real game where the little ball goes 'round and 'round and vending machine profits go up. What a combination! Made of styrene plastic and in assorted colors, this little "maze" charm is sure to amaze everyone!

Get the Ball Rolling Now!

Order from your distributor



125 WILSON SQUARE, NEW YORK 2, N. Y.

IN STOCK VICTOR'S



New Deluxe Model BABY GRAND CHICLE TREETS VENDOR

ORDER TODAY

VEEDCO SALES CO.

2124 Market St. Philadelphia 3, Pa. Phone: LOcust 7-1448

The Cutest . . .

SALES STIMULATOR WE'VE RELEASED IN A LONG TIME

PLASTIC TOILET BOWL

\$15.00 per M. F.O.B. N.Y.



Comes in assorted two-tone rich colors. Vends perfectly—1 at a time—in rockets as well as machines with ball gum wheels—Also fits capsules for merchandise vending. Has loop for chaining!

Write, Phone or Wire Your Orders

PAUL A. PRICE CO.

55 Leonard St., New York 13

New Office Location Plan

Continued from page 110

have been the route servicemen's and vehicle expense. McClosky solves these problems by eliminating them. He has no route servicemen; he owns no trucks.

Thursday (25), McClosky opened his first location, the Franklin Stores Building, erected four months ago near Pennsylvania Station. Sandwiches, soft drinks, coffee, pastry and ice cream were on the house for the 250 employees. Starting Friday (26) they paid.

Key to the Vendime system is the resident service manager, Tom Montrowl, Franklin Building superintendent, keeps the venders stocked, takes care of cleaning and repairs, and is responsible to Vendime for the operation. A regular employee of Franklin Stores, he is paid a straight salary by Vendime. McClosky will spend three weeks with Montrowl to make sure he knows every unit on the installation thoroly.

The Franklin installation has a Bert Mills coffee machine, a Spacarb four-drink cup vender, a Fred Hebel ice cream vender, Stoner pastry, candy and sandwich units and a changemaker. Sandwiches are delivered daily at 11 a.m. Other supplies are kept in a basement storage room which McClosky also uses for his office and are brought up by Montrowl to the first-floor lunchroom.

The lunchroom itself, once used for general office and mail room space, is being converted into a place able to seat 60 persons at a time. Feeding is in three shifts, from 11:45 to 1:30.

McClosky is able to get his supplies to the location without using trucks. He merely has the supplier deliver directly to the location, where the resident service manager stocks the venders and puts the surplus supplies in storage. He feels that he will be able to order in enough quantity for each location so that direct supplier deliveries will be feasible.

McClosky is an old hand in entering new fields. When he received his degree in industrial engineering from Iowa in 1950, he took a job as an assistant cost accountant with the John Reber bakery in New York. He had no previous training in cost accountancy. From Reber he went to the Airborne Accessories Corporation, Hillside, N. J., where he eventually was named head cost accountant.

One of McClosky's business associates, a large New York real estate operator, complained to McClosky about the mess, time loss and elevator tie-ups entailed in feeding employees of a building operated by the real estate concern.

McClosky was asked to do a time and cost study of the feeding problem in the interests of employee efficiency. McClosky examined all possible methods of in-office feeding, and from a cost and efficiency basis, the answer came out automatic merchandising.

At that time, McClosky admits he didn't know a solenoid from a slug rejector, but he wanted to learn all about vending. He spent time with manufacturers such as Spacarb and Lyons Industries and managed to pick up a basic vending training.

To this knowledge he applied his cost accounting principles, figuring. He prepared tables of how much volume an installation must do to show a profit, figuring such items as sales per vender, gross sales, cost of sales, gross margin, labor, parts, insurance, legal and accounting, postage, travel, entertainment, storage, notes payable, interest and commission.

Tables were set up for 4, 8, 12

and 16-machine installations, with daily, weekly and monthly break-even figures.

Vendime was incorporated in the fall of 1953 by McClosky and Robert P. Loeffler, then production manager of a brasserie factory. Total vending experience of the pair was a round zero.

Survey plays an important part in the Vendime operation. Before the Franklin installation was made McClosky knew about as much about the firm as did the chairman of the board.

Clerical Help

One of the first things he determines is the number of clerical employees. He reasons that executives are not particularly good customers in that they often have business luncheons and can not be counted upon to eat in. Clerical employees, on the other hand, have shorter lunch periods and don't usually stray too far from their desks.

Vendime is currently setting up plans for two large Mid-Manhattan locations which it plans to have operating in a month or so. One of these, on Madison Avenue and 43d Street, has 400 employees in one office, where the automatic lunchroom will be located. Later, he plans to set up other automatic feeding set-ups in various floors of the same building.

4 Points

In selling locations, McClosky plans to emphasize four points:

(1) The heavy burden on elevators and the janitorial service required when food is brought to the building during lunch hours is reduced.

(2) Waiter service ends when Vendime begins. Waiter spillage is eliminated.

(3) Health regulations are met and exceeded in Vendime installations.

(4) Employees will no longer have to leave the building for extended periods of time. Telephone costs will be reduced. Time spent in coffee collections will be a thing of the past.

At the Franklin location, survey blanks were distributed to all employees. They were asked to check their favorite beverage flavors, the way they ordinarily drink coffee, ice cream and sandwich and pastry choices.

The sandwich vender is a four-selection unit, with roast beef, ham, and ham and cheese available every day and the fourth selection varying from tuna to salmon to chicken salad to shrimp salad. Roast beef sells for 50 cents, ham for 35 cents and ham and cheese for 45 cents. Altho the vender sells at only one price at a time, McClosky inserts change in the less expensive sandwiches to take care of the price differential.

10 Per Cent Commission

The commission arrangement at Franklin Stores is 10 per cent to go to the employees' welfare fund. McClosky makes it a point to notify the employees of this to gain their support of the installation.

Employee wishes are regarded as commands by McClosky. For example, of the 225 employees who lunched at the automatic cafeteria Thursday, virtually all said they had excellent lunches. Several, however, said the coffee was a bit too dark, and others wanted more sandwiches on rye bread.

McClosky was there to hear the suggestions. Other suggestions will no doubt appear on the survey sheets. The following day the coffee was lighter and more sandwiches were made with rye bread.

While one location doesn't necessarily make an operation, the Franklin Stores installation, if it is any criterion, may be the start of the first large-scale in-office feeding route in New York.



Auto-Photo Studios Give Investment Security with Greater Profit

Profits know no season for Auto-Photo Studio operators. Auto-Photo business is a year around business. And better yet, it is a year-after-year business, too. Auto-Photo Studios do not become obsolete. Do not lose their customer appeal. Auto-Photo Studios depreciate less than any other coin machine of any category.

Auto-Photo Facts!

- Lower operating costs and higher profits than any other vending machine!
- Higher gross because customers know and appreciate the difference!
- Locations remain productive for years because customers appreciate quality photos that do not fade.
- Your business builds because 4 different photos for 25¢ — offered only by Auto-Photo — is a bargain that everyone appreciates.
- Auto-Photo Studios are completely automatic — easy for customer — easy for operator.

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M. O. A. Convention

Auto-Photo Co., Inc.

1452 So. San Pedro St., Los Angeles 15, Calif.

CIGARETTE MACHINES

All machines vend King Size and Standard Brands in all columns—including matches. Can be set for either 25c or 30c operation. (\$5.00 additional for 30c vending.)

UNEEDA CIGARETTE VENDORS

Model E, 5 cols., 140 cap. \$65.00
Model E, 6 cols., 168 cap. 75.00
Model E, 8 cols., 240 cap. 85.00
Model A, 6 cols., 180 cap. 87.50
Model 500, 9 cols., 350 cap. 95.00

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. \$85.00
DuGrenier Candyman, 72 Bar Cap. 49.50
Uneeda Candy, No Base, 102 Cap. 65.00
Stoner Candy Machine, Pre-War, 8 cols., 160 Cap. 135.00

SODA and COFFEE MACHINES

Coca-Cola Bottle Vendors—Cup Drink Vendors—Coffee Vendors—

WRITE FOR INFORMATION

Our Paints are VENDERIZED. Prevents Peeling, Flaking and Rusting. All Equipment Unconditionally Guaranteed. Trade Prices.

1/3 Deposit. Balance C.O.D.

UNEEDA VENDING SERVICE, INC.

"The Nation's Leading Distributor of Vending Machines"

NEW . . . RECONDITIONED LIKE NEW

250 Meserole Street, Brooklyn 6, N. Y. • HEGEMAN 3-6295



UNEEDA MODEL 'E'
6 cols.—200 cap.
King Size or Regular
SPECIAL
\$75.00

IMMEDIATE DELIVERY!

HMS Penny-Nickel Combination

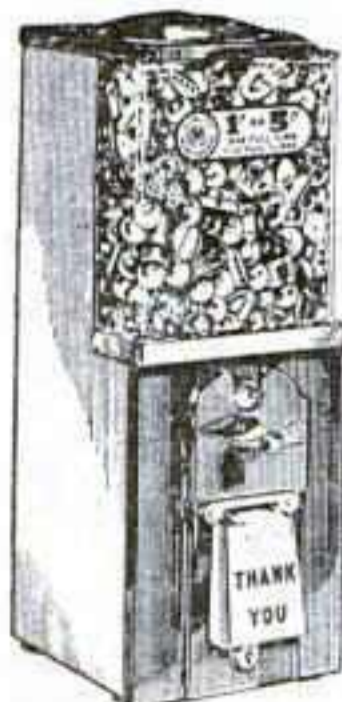
\$16.50 Ea., 100 or more
\$16.95 Ea., less than 100

(Packed 4 to case)

Write for our circular on Victor models; also, our complete charm and merchandise list.

SPECIAL TRIAL!

4 Victor HMS machines plus 25 lbs. roasted and salted Pecans. \$84.95



Pioneer VENDING SERVICE

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Phone: PResident 4-5358

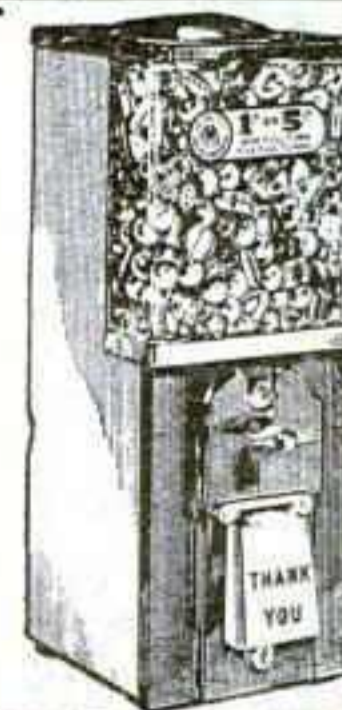
BALL & VENDING GUMS BUBBLE, CHICLE & CHLOROPHYLL

New LOW factory prices

Bubble Ball Gum, 140-170 & 210 ct. 24¢ lb
Clor-o-Vend Ball Gum, 140 & 210 ct. 40¢ lb
Clor-o-Vend Chicks, 275 & 320 ct. 45¢ lb
Chicle Chicks, 320 & 520 ct. 36¢ lb
Bubble Chicks, 320 & 520 ct. 30¢ lb

These LOW prices F.O.B. factory 150 lb. lots.

AMERICAN CHEWING PRODUCTS CORP.
Mt. Pleasant & Fourth Aves.
Newark 4, N. J.



Buy the New Victor HMS Penny-Nickel Vendor on Torr Time Payment Plan

Price \$16.95 each (packed 4 per case)

TIME PAYMENT PLAN in lots of 8 or more. 24 weeks to pay. SMALL DOWN PAYMENT.
8 HMS Vendors @ \$16.95 ea. \$135.60
Finance charge 75¢ ea. 6.00

1 Check with order \$21.60
24 Post-dated weekly checks of \$5.00 each \$120.00
\$141.60

When ordering, specify vending wheel desired. Write for credit application and full details.

ROY TORR — LANSDOWNE, PA.


Giving friendly service and liberal financing since 1910

Brand New!
Victor MODEL HMS
\$16.95 each
Less than 100
\$16.50 each
100 or more
Write for free 32 page catalog.
Parkway
Machine Corp.
715 Ensor St.
Baltimore, Md.



Stoner Brochure Op Location Aid
AURORA, Ill., Feb. 27.—Stoner Manufacturing Corporation has prepared a new package type product literature brochure for distribution to its salesmen and to operators.
The brochure features the full line of Stoner equipment, separate sheets on each machine details up-to-date specifications, current prices, etc. To facilitate convenient reference filing and usage, an envelope folder is provided.
Stoner officials note that operators should find the presentation "highly useful and informative on actual location selling."

you never had it so good!
ATLAS MASTER
penny-nickel
PROFIT MAKER
the modern Ball Gum and Charm Vendor for Biggest Profits—more nickel sales—faster emptying!
THE BIG LITTLE Money Maker
Be first with the best in your territory!
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Manufacturers of Coin-Operated Vending Machines Since 1925 12220 Triskett Road Cleveland 11, Ohio
Get Full Particulars! Write, Wire or Phone TODAY!



THE BILLBOARD Index of Advertised Used Machine Prices

• Vending Machines

	Issue of Feb. 27	Issue of Feb. 20	Issue of Feb. 13	Issue of Feb. 6
Acorn 1c	\$8.50	\$8.50	\$8.50	\$8.50
Acorn Tab Gum (10 col.)	21.95	21.95	21.95	21.95
Adams Gum Vendor (6 col.)	37.25	37.25	37.25	37.25
Advance Model D Ball Gum	7.45	7.45	7.45	7.45
Advance No. 11 Mdse.	5.95	5.95	5.95	5.95
Advance Stick Gum, 1c.	8.50	8.50	8.50	8.50
Ajax, (8 col.)	125.00	125.00	125.00	125.00
Athletic Scale (Mercury)	49.50			
Atlas 5c	10.95			
25c Ball Point Pen Vendor	49.50			
Bradley, 2 selection	275.00	275.00	275.00	
Coca-Cola Bottle Vendor				145.00
C-B Electros	150.00	150.00	150.00	150.00
Cole-Spa 600	7.45	7.45	7.45	7.45
Columbus 1c.	210.00	210.00	210.00	210.00
Craig Ice Cream Vender, 10c.				
DuGrenier Candyman	49.50	49.50	49.50	49.50
DuGrenier Champion (9 col.)	125.00	100.00	125.00	125.00
DuGrenier Model W (9 col.)	95.00	115.00	95.00(2)	115.00
DuGrenier S (7 col.)	125.00	85.00	125.00	115.00
Eastern Electric Cigarette Vendor, 25c.				150.00
Exhibit Card Vendor, 1c.	15.00	15.00	15.00	15.00
Foot Ease	75.00	75.00	75.00	75.00
Hawkeye Hot Popcorn	129.50(late)	129.50(late)		
Hershey 1c (2 col.)	55.00	55.00	55.00	55.00
Hot Snack Bar (5 col.)	6.50	6.50	6.50	6.50
Hupp Cold Drinks	150.00	150.00	150.00	150.00
Keeney Electric (9 col.)	110.00	110.00	110.00	110.00
Kleenix 5c or 10c.	150.00	150.00	150.00	150.00
Kalva 3 Selective Bottle Vendor	49.50	49.50	49.50	49.50
Marion Scale	125.00	125.00	125.00	125.00
Master 1c & 5c.	89.50	89.50	89.50	89.50
Master 1c	7.95	7.95	7.95	7.45
Master 5c	6.95	7.45	6.95	7.45
Mills Candy (8 col.)	7.45	7.45	7.45	7.45
Millr Fab Gum	198.50	198.50	198.50	198.50
National Candy (6 col.)	17.00	27.50	16.50	27.50
National Candy (9 col.)				69.50
National 930	130.00(2)	130.00(2)	130.00(2)	130.00(2)
National 950	145.00(2)	145.00(2)	145.00(2)	145.00(2)
National Electric Cigarette Machine	75.00	75.00	75.00	75.00
Northwestern 33 Ball Gum	7.95	7.95	7.95	7.95
Northwestern Deluxe 1c and 5c.	13.95	13.95	13.95	13.95
Northwestern Model 39, 1c.	7.95	7.95	7.95	7.95
Northwestern 49, 1c.	12.50	17.35	12.50	17.35
Northwestern 49, 5c.	12.50	17.35	12.50	17.35
Northwestern Stamp	69.00	69.00(2)	69.00(2)	69.00(2)
Northwestern Tab Gum	18.95	25.95	18.95	25.95
Pop Corn Sez	65.00	65.00	65.00	65.00
Pop-N-Hot Popcorn	65.00	65.00	65.00	65.00
PX (8 col.)	145.00	145.00	145.00	145.00
PX (10 col.)	145.00	145.00	145.00	145.00
25c Razor Blade	15.95			
Revco Model 400 Ice Cream	150.00	150.00	150.00	150.00
Rowe Candy (8 col.)	85.00	85.00	85.00	85.00
Rowe Crusader (10 col.)	155.00	155.00	155.00	155.00
Rowe Diplomat Electric (8 col.)	150.00	150.00	150.00	150.00
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	145.00	145.00
Rowe Royal (9 col.)	100.00	100.00	100.00	100.00
Silver King	8.50	13.95	8.50(2)	13.95
Silver King Ball Gum Vendor	19.50			19.50
Silver King 1c Ball Gum	7.45	7.45	7.45	7.45
Silver King 1c Mdse.	7.45	7.45	7.45	7.45
Silver King, 5c.	7.45	7.50	7.45	7.50
Silver King Hot Nut	29.95	29.95		
Siros Brush Up	50.00	50.00	50.00	50.00
Smoke Shop Le-Boy	239.50			
Stoner Candy (8 col.)	135.00	135.00	135.00	135.00
Super Vend Selective Drink Vendor, 3 Drinks	325.00	325.00	325.00	325.00
Unedda Candy	65.00	65.00	65.00	65.00
Unedda Challenger (8 col.)	110.00	110.00	110.00	110.00
Unedda Electric (9 col.)	125.00	125.00	125.00	125.00
Unedda Model E (5 col.)	65.00	65.00	65.00	65.00
Unedda Model A (6 col.)	87.50	87.50	87.50	87.50
Unedda Model E (6 col.)	50.00	75.00	50.00	75.00
Unedda Model E (8 col.)	85.00	85.00	85.00	85.00
Unedda Model 500 (9 col.)	95.00	110.00	95.00	110.00
Unedda Model 500 '15 col.			135.00	135.00
Uneddapak Model 500 (9 col.)	135.00	135.00	135.00	135.00
U-Select-It	49.50	49.50	49.50	49.50

ACORN
real kid appeal



precision-built in the world's largest factory devoted exclusively to the manufacture of bulk vending machines.
You'll find it easy to sell locations with Oak's streamlined Rainbow, 10-columns to vend tab gum, charm candies, Hersheys. Guaranteed mechanically.
Convert your Acorns—vend tab gum!

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The Greatest Ever!
VICTOR MODEL HMS
\$16.95 each
Less than 100
\$16.50 each
100 or more
We also carry a complete line of ball gum and charms at low, low prices.
Telephone: Emerson 4390
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CHEWING GUM
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CHLOROPHYLL TABLETS
300 to lb.
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BALL GUM (all sizes)
Also Body Deodorizers—write for information.
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VICTOR'S MODEL HMS PENNY-NICKEL COMBINATION VENDOR
The Most Flexible Bulk Vendor Ever Constructed
★ **6 MACHINES IN 1**
The answer to "extra profits" from your present locations... and the perfect machine for opening new locations. You can change MODEL HMS over to ANY operation in a matter of seconds. Nothing extra to buy... no special tools needed... nothing to put on or take off.
VENDING WHEELS
#104—For Chiclet Treats or Chloro Treats—(2 pcs. each portion)
#105—Merchandise Vending Wheel with adjuster plate
#106—Ball Gum Wheel vends 140, 170 or 210 count gum with or without charms.
CAPACITY: 7 1/2 lbs. 210 count ball gum.
IMPORTANT: Specify Which Wheel You Desire. 4 Decals furnished with each machine.
PRICES:
Less than 100 machines\$16.95 ea.
100 or more 14.50 ea.
Packed and sold 4 machines per case. Minimum shipment: 1 case.
Prices F.O.B. Factory. Patents Applied for.
SEE YOUR NEAREST VICTOR DISTRIBUTOR
★
VICTOR VENDING CORP.
5701-13 W. GRAND AVENUE CHICAGO 39, ILLINOIS



RECONDITIONED MACHINES
FOR LIMITED TIME ONLY!

6 Col. GY GUM VENDOR With 600 pieces of assorted Adams Gum ONLY \$17.25 EA.	MASTER 1c NOVELTY VENDORS LIKE NEW Porcelain finish, screw type lock top & bottom. SPECIAL \$6.95 EA.	VICTOR TOPPER Deluxe Cabinet Model 1c, with ball gum and charm wheels. \$10.95 Ea. 10 or more, \$10.50 Ea.
ATLAS 5c ALMOND TRAY VENDOR Special Deal 1 Mach. & 5 lbs. of Almonds (700 Count) \$10.95	POP CORN SEZ Clean—Ready for Location—10c Mechanism \$49.50 EA.	SILVER KING 1c or 5c Bulk completely reconditioned \$8.50 EA.

Write for Catalog of New & Used Vendors, Accessories & Supplies Full Cash With Order Less Than \$20.00. All Others 1/2 Deposit, Balance C.O.D.

RAKE COIN MACHINE EXCHANGE
609A SPRING GARDEN STREET LOMBARD 3-2676 PHILADELPHIA 23, PA.

Used Machine
Continued from page 110
wanted to buy are a good barometer of the activity in the automatic merchandising of various products. Such availability and demand for vender types indicate those phases of vending which show the greatest expansion.
For a detailed check of the trends in used vender demand and availability, see three-year comparison table. It is based on a check of Market Place advertisements appearing in The Billboard and its sister publication, Vend, for the periods covered.

Perfume Units
Continued from page 110
upon to maintain sales thruout his own surveys, Davidoff said. He has found that many women, who are familiar with famous perfume brands but who have never made any use of them, will respond to the offer.
Distribution and servicing of the machines will be handled by Ace Cigarette Company's established personnel, Davidoff stated.

Vending Talks Highlight N. Y. Popcorn Meet

NEW YORK, Feb. 27.—Vending will come in for serious consideration Tuesday (2) when the International Popcorn Association holds its regional popcorn and concession conference in the North Ballroom of the Hotel New Yorker here.

Topics will include "Candy Promotion" by Sam Rubin, ABC Vending Corporation, New York; "Drink Machines Versus Counter Drinks" by Mel Berman, Tri-State Candy Company, Buffalo, and "How Far Can We Go in Miscellaneous Vending?" by Carl Siegel, Stanley-Warner Management Corporation, New York.

Other subjects to be discussed will include "Covering the Popcorn Field," Hersch Yesley, Yesley Bros. Sales Corporation, Newtonville, Mass.; "Covering the Oil Situation," James A. Ryan, Simonin's Sons, Philadelphia; "What Are We Doing to Improve and Promote Popcorn Sales in Theaters?" Harold Newman, Andrews, Inc., Queens Village, N. Y., and "Are You Getting the Most Out of Your Ice Cream Promotions?" Nat Buchman, American Theater Supply, Boston.

Also, "The Future of the Popcorn Industry and IPA," J. J. Fitzgibbons Jr., Theater Confections, Ltd., Toronto; "Cafeteria Versus Station Operation," Larry Wallace, E. M. Loew's Theaters, Boston; "Food Cost and Items Used," James Loeb, Walter Reade's Theaters, Asbury Park, N. J.; "Intermissions and What They Can Mean to Concession Selling," speaker to be announced, and "How IPA is Dedicated to Serving You," Thomas J. Sullivan, IPA executive vice-president.

An open floor discussion will be held with Bert Nathan, Theater Popcorn Vending Corporation, Brooklyn, as moderator. Nathan is also in charge of reservations for the meeting.

Charles Okun, Coca-Cola, Peter Warren and Pepsi-Cola will be hosts to the popcorn men at luncheon and a cocktail party set for 5:30 p.m.

The supplementary program includes the following round-table discussions: Manufacturer, wholesaler; jobber-distributor, and broker.

Hebel Vender Gets New Sign

CHICAGO, Feb. 27.—An illuminated metal sign designed to fit on top of the Fred Hebel Corporation's five-flavor ice cream vender is now available, Bernard N. Osmond, sales manager, announced Tuesday (23).

The sign, measuring 22 by 10 inches, is metal with a plastic front panel. Copy can be altered easily to suit the vending operator or ice cream supplier. The metal is painted iceland blue to blend harmoniously with the color and design of the Hebel machine.

The sign was designed "to further enhance the appearance and sales potential of the Fred Hebel machine," said Osmond.

Soft Drink Firms Give to Education

NEW YORK, Feb. 27.—Eleven corporations in the carbonated beverages field contributed \$13,470 to the support of medical education thru the Committee of American Industry in 1953, Alfred N. Steele, president, Pepsi-Cola Company and chairman of the CAI's Carbonated Beverages Committee, announced this week.

Total corporation contributions to the CAI, a division of the National Fund for Medical Education, hit \$1,367,979 last year, compared to \$786,962 in 1952, a 74 per cent jump. Total number of contributing companies in 1953 was 994, compared to 339 in 1952.

Steele's division is one of the 60 industrial divisions of the CAI, headed by Colby M. Chester, honorary chairman of the board of General Foods Corporation. Corporation contributions are turned over to the National Fund for Medical Education, pooled with contributions from physicians and distributed to the nation's 79 medical schools in the form of annual grants.

SUBWAY BLUES

Vandals Cost Gotham Ops More Dollars

NEW YORK, Feb. 27.—Thugs and vandals are becoming a source of concern to operators with locations in New York subways. The ABC Vending Company, which operates both venders and newsstands in the Gotham underground, reported that 13 of its employees were assaulted or robbed during January.

"The situation is getting worse every day," a company spokesman said, "we are getting at least one robbery a day. ABC pays \$200,000 a year in minimum guarantees to the New York Transit Authority."

The American Chicle Company, whose gum venders are operated by the Interborough News Company, reported that 31 per cent of its machines had been vandalized during 1953.

Interborough, which services 12,000 venders on New York subway lines, estimated loss due to burglaries during 1953 at \$50,000 in cash, merchandise and damage to equipment.

Paul Price Has Toilet Bowl Charm

NEW YORK, Feb. 27.—Paul A. Price this week announced that his latest charm—a plastic toilet bowl—is currently in production, with immediate deliveries promised.

Price said the two-tone charms may be vended in Victor Rockets, in bulk gum venders with ball gum wheels, and in capsules.

MANDELL GUARANTEED USED MACHINES

N.W. DeLuxe 1c & 5c Comb.	\$13.95
N.W. #39 1c Porc.	7.95
N.W. #23 1c Porc. B.G.	7.45
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 Mds.	7.45
Silver King 5c	7.45
Exhibit Post Card (Metal)	15.00
Advance #D 1c B.G.	7.45
Advance #11 Mds.	5.95

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen	85
Pistachio Nuts, Vendor's Mix	73
Pistachio Nuts, Shell	55
Cashew Whole	55
Cashew Butts	50
Peanuts, Jumbo	38
Spanish Nuts	28
Mixed Nuts	28
Almonds 480 ct. 5 lbs. vac. pk.	85
Baby Chicks	30
Rainbow Peanuts	32
Boston Baked Beans	30
Jolly Beans	28
Licorice Lozenges	25
M & M	42
Assorted Fruit Charms, 100 ct.	44
Rain Bio Ball Gum, all sizes, 200 lbs. minimum. Prepaid, per lb. \$ 28	
Adams Gum, all flavors, 100 ct.	44
Wrigley's Gum, all flavors, 100 ct.	47
Suchard Chocolate, 200 ct.	1.29
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.	

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MOE MANDELL
446 W. 36th St., New York 18, N. Y.
L'ongacre 4-8467

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Cigarette Machines. All Models in Stock. Want more information? Write today to . . .

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PResident 2-2900

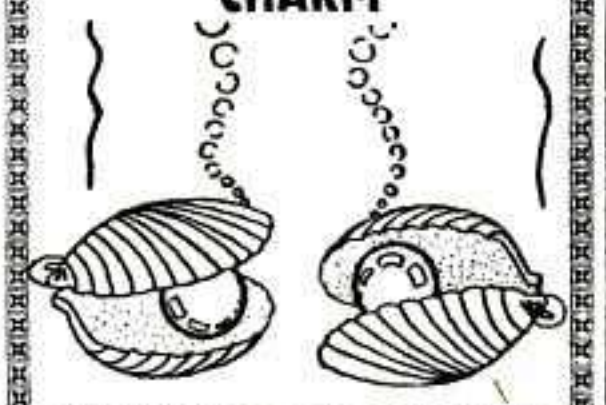
Wis. Company To Mfr. United Coffee Vender

DETROIT, Feb. 27.—With the announcement this week of the selection of a manufacturing source for its automatic brewing coffee vender, United Industries indicated that regular production models will be available shortly.

David J. Ross, president of United Industries, reported that his firm's Coffee-Teria will be produced under contract by United Refrigeration Company, Hudson, Wis. Price, however, was not set at press time.

The Coffee-Teria, which incorporates patented automatic brewing principles of Gold Prize Coffee Company's (Chicago) non-coin Urn-O-Matic restaurant and institution unit (The Billboard, February 13), is the second coin-operated model to offer a regular grind self-brewed drink. The first was designed by Square Manufacturing Company, Chicago. Latter, however, is being made available only to operating subsidiaries of ABC Vending Corporation (Square is a manufacturing subsidiary).

An Eppy Exclusive— Vacuum-Plated PEARL-in-the-SHELL CHARM



Like finding a Pearl in an Oyster—there's a simulated Pearl imbedded between two SHELLS. It's one of the nicest Charms we ever made.

The Shells are vacuum-plated in brilliant Sparkle Colors of Gold, Silver and assorted deep-toned and rich sparkling colors.

\$15.00 per thousand
f.o.b. Jamaica, New York
Or: At Your Distributor

This looks like it comes from TIFFANY. Nothing but the Best is good enough for your machines.

SAMUEL EPPY & CO., INC.

91-15 144th Place, Jamaica 2, L. I., N. Y.

All the news of your industry every week in The Billboard . . .

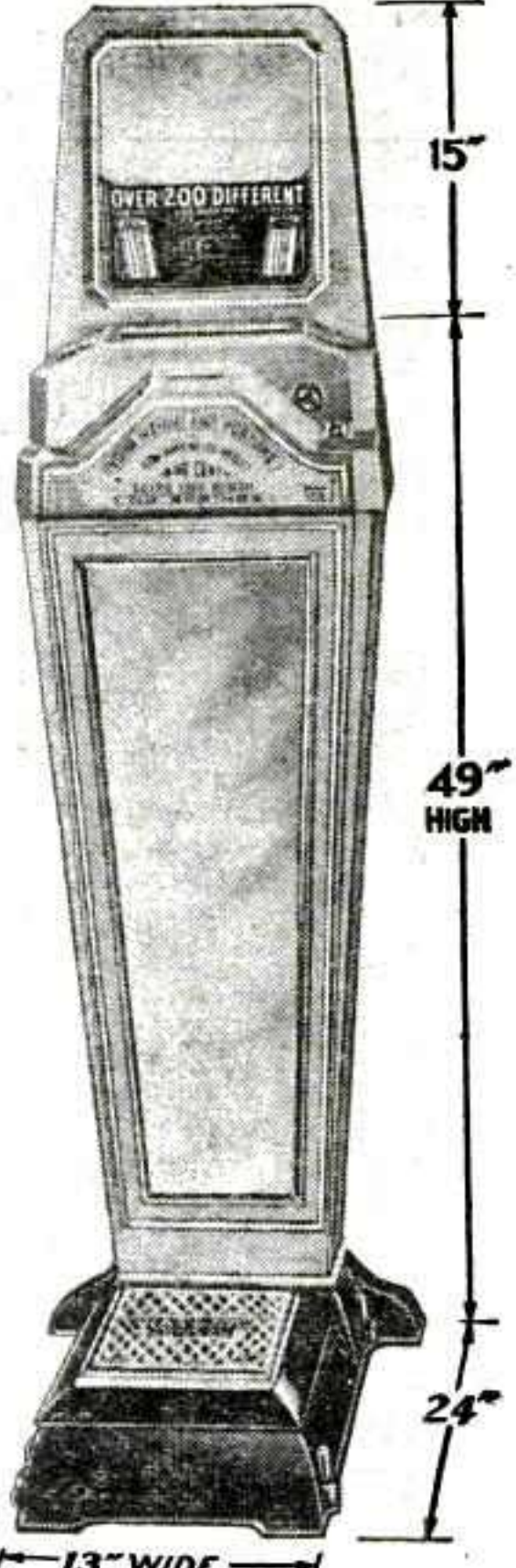
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\$25 DOWN
Balance \$10 Monthly
400 DE LUXE
PENNY FORTUNE SCALE

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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
ABT Challenge Gum	65.00
New N.W. 33, 39, 40 porc.	6.95
Acorn, 1c	8.50
Silver Kings, 5c	7.50
Mills Tab Gum Vender	17.00

Write for complete list of supplies.

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Payment enclosed Please bill me (Foreign rate, one year, \$6)

Name

Address

City..... Zone... State....

Occupation

GIVE TO DAMON RUNYON CANCER FUND

ROUTE TO SUCCESS

Coin Units Prove Good Ballroom Draw

DENVER, Feb. 27.—A virtual newcomer to the amusement game industry has made a fast start with a new type multiple unit location here by combining a ballroom, club and game center under one roof. The firm known as Band Box Amusements, Inc., opened six weeks ago.

The Band Box is an enterprise of Cliff Mitchell, formerly advance agent for the Lawrence Welk orchestra, who settled in Denver only in January. Securing a 20-year lease on a four-story building, containing ample room space for studio and a ballroom, Mitchell set up an unusual combination of offers.

The ballroom provides dancing four nights weekly, including an Over 30 Club on Thursday nights, general dancing two other nights and teen-age dancing on Sundays. No liquor is served, which is a distinct innovation in the Colorado capital.

Other Features

A recording studio is located on the top floor, a dancing school makes use of a large studio room and the ballroom, while the street floor contains a Western Corral record shop, operated by Rocky Starr, Denver cowboy bandleader, who is also featured in the ballroom, and a packaged liquor store. Western square dancing with Starr on the bandstand, is a Sun-

day night attraction which has caught on rapidly, according to Mitchell.

On the second floor, adjacent to the checkstand, is the Circus Room which Mitchell set up in combination with Paul Brower, veteran operator-owner of Amusement Machines Company of Denver. To provide plenty of entertainment during the slack hours of the evening, the Circus Room is a 20 by 15-foot room, containing a long list of amusement machines.

Featured units are Goalie, Sky Guns, Target Shooting, Slug Fest, Shuffle Alley, a Love Tester, Reflex Photo unit and a group of pinball machines. Spaced around the walls of the Circus Room are brilliant murals, painted by Mitchell, who at one time was a commercial sign designer, plus a huge satin-clad figure of a clown, immediately opposite the entrance.

Checkroom Pays

For change-making convenience, a window on the left wall of the Circus Room opens into the checkroom, where an adequate stack of nickels is kept by the girl attendant. Now into its seventh week of operation, the Circus Room has shown record take, according to Brower, who considers it his No. 1 public relations asset as well as a source of income. In addition to the amusement machines within the room, he has provided two cigarette venders, two candy venders, numerous penny confection machines and even a hot coffee, chocolate and soup vender, in the food service unit attached to the ballroom.

A coin-operated phonograph is provided in the ballroom, which shows heavy play during intermissions, and the long break between the Sunday afternoon teenage dance and the Sunday night western frolic, according to Mitchell. "We just about cover the coin machine field," he said, "all of which is heavily appreciated by customers of all ages."

Music for the club is provided by Frank White and his band, Denver favorites, as well as Rocky Starr, holding a commanding spot in the western music field. Thus, with two names, the highly specialized separate dancing nights, and the Circus Room, Mitchell's new enterprise appears headed for success.

Family Plan Coin Video Test Clicks

PALM SPRINGS, Calif., Feb. 27.—The closed circuit version of pay-as-you-see TV has proved more popular than its proponents predicted. Local residents with this service have averaged better than \$10 per set in the past two months.

The International Telemeter Corporation started its coin box programming experiments November 28 with 71 sets wired to receive the closed circuit telecasts. Currently 148 of the total 614 sets in the area are equipped with the special service. The subscribers pay \$1 per movie.

Carl Lesserman, Telemeter president, said the average monthly expenditure per family was "much higher than we had hoped for," pointing out that the best customers were in the middle income bracket.

Intro Coin Bill In Sydney, N. S.

SYDNEY, N. S., Feb. 27.—A license plan for the operation of games, venders and music machines was introduced in the city council here and after a hectic debate the vote was five to four.

To establish the license plan it was essential to amend the city laws. The city has a population of about 30,000 and is in the soft coal mining and steel-making section of Cape Breton Island.

The license rates are graduated from \$5 for soft drink vending machines to \$50 per year. For candy, the rate is \$10 and included are peanut, popcorn, weight and gum vending machines. Taxed at \$15 are cigarette machines. Juke boxes are licensed at \$40, and the maximum, \$50, is for pinball machines.

Sydney attracts transients from all parts of Cape Breton.

New Bell Twist

IDAHO FALLS, Idaho, Feb. 27.—John M. Sharp, Bonneville County attorney, stated this week bells could go on operating in the county as long as neither free plays nor prizes go to players as awards. The award equipment was outlawed, effective January 1.

TRADE RALLIES

31 Ohio Ops Want in On Injunction Suit

TOLEDO, Feb. 27.—Thirty-one Northwestern Ohio coin machine operators have asked to become a party to injunctions granted three other operators halting seizure and destruction of bingo-type machines on location in taverns.

The injunctions were granted following a seizure order (The Billboard, February 27) issued by Anthony J. Rutkowski, State liquor director, after the State Board of Liquor Control had ruled that the five-ball machines were gambling devices and not games of skill.

About 400 of the 1,028 licensed machines in Toledo are in taverns.

Attorneys representing the Toledo operators are Dan McCullough, Toledo; Isadore Topper and Hugh S. Jenkins, both of Columbus.

List Firms

Toledo coin machine operators seeking to intervene are Herman C. Moss and Bernard Jacoby, J&M Sales Co.; Patrick A. Thurlkettle, S&T Service Co.; Merle Pike, Main Novelty Co.; Clifford J. Braun and John Dunmeade, Automatic Service Co.; Chester Bombyrs; Charles Ray and Lova Olrich, Automatic Sales Co.; Wesley J. Bomtay, Automatic Music Co.; Emmett Bresnahan, Ohio Vending Co.

Nicholas Veronica, Nick's Music; Stanley Szumigala, Oriole Scales & Sales Co.; Donald G. Davis, Lakeshore Sales Co.; Abraham George, George Novelty Co.; William H. Edwards, Howard's Service Co.; Samuel Lupica, Ace Amusement Co.; Gus Pappas, Eagle Music & Novelty Co.; Alfred Edwards and Louis Stram, E&S Sales Co.

Cecil Ullman, G. W. Novelty Co.; Donald O. Feak, Automatic Games Co.; Joe Manera, Maumee Valley Music Service; Willard Gibbons, W. J. Gibbons Co.; Sebastian Carone Amusement Games; George Zilba, Summit Novelty Co.; Thomas O. Worland, Deluxe Service; Joseph Yoppolo, Buckeye Novelty Co.; Benjamin Fretti, Toledo Amusement Machine Co.; Fred Johnson, Peninsula Candy Co., Port Clinton, O., and August Van Brackel and Sons, Defiance.

CASABLANCA COINMEN

Moroccans Cotton to U. S. Games, Jukes

By ART ROSETT

CASABLANCA, Morocco, Feb. 27.—As recently as 1952, the only coin machines in this fabled city were some antiquated football games and a few coin-operated phonographs equipped with earphones instead of speakers.

But the picture is changed now, thanks to the energies of two State-side operators.

The two are James Maurice Cannel, a Yankee born July 4, 1908, in Pawtucket, R. I., and James Alexander Smith, 31, a Rebel straight from the Irish channel in New Orleans. Their company, formed a little more than a year ago, is the Casablanca Amusement Company.

Cannel and Smith arrived in Morocco in the early part of 1952 under contract to Atlas Constructors (a combination of American construction companies) to help build air bases for the United States Air Force.

Cite Background

With a background of 10 years in the U. S. Navy, operating Jimmy's Waikiki Milk Bar in Honolulu for nine years, and gaining knowledge about construction jobs in the interim, Cannel quickly became an Atlas camp manager at Nouasseur, Morocco.

Smith, a former iron worker, spent several years in Saudi Arabia helping build that nation's historic pipeline. With his experience he became a layout foreman for Atlas.

But with 5,000 American construction workers and thousands of American airmen and sailors roving the streets looking for nostalgic memories, Smith and Cannel saw a market.

They formed the Casablanca Amusement Company and shortly received a license to import equipment from the United States. Cannel went to the States to buy equipment; AMI and Wurlitzer phonographs; games from Chicago Coin, Genco, Gottlieb and Williams and shuffleboards from American Shuffleboard Company in Union City, N. J.

In the meantime, Smith brought down an expert mechanic from Paris who in turn trained four local boys (one Frenchman, two Spaniards, and an Arab) to service equipment.

It took about three months to get the original stock from the United States to Morocco and then eight days to get it thru the customs after it arrived on the dock at Casablanca.

French customs authorities charged the partners 12½ per cent duties plus 1 per cent transaction tax based, not on what they paid for the equipment, but on the probable retail selling price. A piece of equipment for which they paid \$1,000 for example, would be given a "retail price" of \$1,500 by the customs officers—then the tax would be applied to the total.

Thus far, Casablanca Amusement has a monopoly in Morocco and has installed equipment in 40 choice locations. Its servicemen are trained to render prompt service, and trouble calls are cared for expertly around the clock.

Commissions average 35 per cent on amusement games and (Continued on page 119)

Standard Sets Europe Distrib

CHICAGO, Feb. 27.—Paul Nademann, president of Standard Metal Typer Company, announced Friday (26) the appointment of Overijsjessche Automaten Centrale as European distributor for its coin-operated metal typer machines.

The firm has headquarters in Zwollerkersepl, Holland, and is owned by Henk F. Sleeuw.

Marvel Buys Eagle Coin

CHICAGO, Feb. 27.—Marvel Manufacturing Company has purchased the Eagle Coin Machine Company, also of Chicago, President Ted Rubenstein announced Thursday (25).

Eagle Coin manufactures replacement plastics for music machines and other coin-operated equipment. Rubenstein stated he intends to carry a complete line of replacement parts for all types of coin machines, assuring distributors and operators complete as well as fast service.

Currently, Marvel is in production on a wide variety of replacement parts which had been obtainable only from factories making the complete product.

Name Export Mgr. At Trans-World

CHICAGO, Feb. 27.—Mrs. M. (Rusty) Schwantes was appointed export manager of Trans-World Trading Corporation this week, President Joe Caldron announced.

Mrs. Schwantes has been in the export end of the coin machine industry for many years. She was formerly with O. O. Mallegh and AMI, Incorporated.

Trans-World exports new and used machines, venders, games business machines, phonograph needles, TV sets as well as several other items.

Coin Emphasis Heavy At UK Trades Show

LONDON, Feb. 27.—The emphasis was on coin machines at the Amusement Trades Exhibition which ended its three-day show at New Royal Horticultural Hall here February 11. Nearly two dozen coin firms, including juke box, vending, amusement and kiddie ride manufacturers, had equipment on display.

Exhibitors included the Amusement Machine Mart, which displayed such coin games as Coin Repeat, Cigarette Payout, Combination Cigarette and Coin Payout, 2-6 Payout, Multiple Payout and Bell Fruits.

Auto-Projection Engineers, Ltd., displayed control and scoring units for games, relays, solenoids, transformers, contact assemblies and coin units.

Tom Boland had on exhibit his conversions, while the Chicago Automatic Supply Company showed its Pinball, Bell Fruit, Ice Hockey, Fortune Box and International Mutoscope line.

Other amusement machine exhibitors include Crane Automatic Company, Ltd.; International Mutoscope, Butovue Picture Machines and Cupid's Secret For-

tune Teller; Kraft's Automatics, Ltd.; a two-player Moon Rocket race game, Drivetest and Ice Hockey; Frank Manzi, Bronx-Ball, an automatic billiards game; Ruffler & Walker, 3-D Picture Box and Win and Place, and Samson Novelty Company, Ltd., bingo.

Also, Philip Shefras, Ltd., Punchball and Consoles; M. Wechsler, X-Ray Machine, and Oliver Whales, Each-Way, Jet-play, Win-A-Choc, U-Select-It, Trebel Chance and Merit Pays.

Kiddie Rides

Kiddie ride exhibitors included Bryan's Works, Solo-Ride (a horse); Kraft's Automatics, Ltd., Texas Horse; Robinson Partners, Ltd., Horse Ride, and Walter Streets & Company, Ltd., Star-Dust.

G. E. Withers displayed his coin-operated version of the American Mark II Panoramic Gunnery Trainer.

Juke box exhibitors included AMI, Angiers, Akers & Company, Chicago Automatic Supply; Ditchburn Equipment, Ltd.; Ruffler & Walker; Arcadia Automatic Acoustics, Ltd., and Samson Novelty (see Coin Music department).

Binks Appoints S. C., Mo. Reps

CHICAGO, Feb. 27.—Distributors for Missouri and South Carolina were appointed by Binks Industries, Inc., President Mel Binks announced Friday (26).

Central Distributors, St. Louis, has been assigned Missouri. The firm's principals are Tony Koupal, Norwood Veatch and Charles Kegel.

The T. B. Holliday Company, Columbia, has the line for the South Carolina territory. T. B. Holliday owns the company.

Binks is in production on Zipper, a five-ball counter game with in-line scoring, high score and competitive play.

Idaho Bells Move to Nev.

RENO, Feb. 27.—A substantial number of the 3,600 bell machines formerly on location in Idaho cities and towns have been sold to Nevada business interests. Many are expected to be set up in new clubs in areas near the Idaho-Nevada border. Idaho barred bell payout operations January 1.

One of the up and coming near-by areas for bell and other coin machines is Virginia City, 20 miles from Reno. This former ghost town, which had its heyday before the turn of the century, has been going thru a remarkable revival in the past two years and many business interests expect it to become a boom town again. Whereas mining caused the early boom, tourists are expected to bring about the new activity.

Calendar for Coinmen

- March 4—Illinois Amusement Operators' Association, monthly meeting, 208 N. Madison Street, Rockford.
- March 8-10—Music Operators of America, annual convention, Palmer House, Chicago.
- March 11—Summit County Music Operators' Association, monthly meeting, Portage Hotel, Akron.
- March 11—Music Operators of Northern Illinois, monthly meeting. Place to be announced.
- March 19-20—NAMA sectional meeting, covering Pennsylvania and New Jersey, Hotel Hershey, Hershey, Pa.
- March 20-21—Music Guild of Nebraska, quarterly meeting, Kearney.
- March 28-April 2—National Association of Tobacco Distributors, annual convention and exhibit, Palmer House, Chicago.
- April 10—Music Guild of New Jersey, 17th annual celebration, Military Park Hotel, Newark, N. J.



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- MUSIC MACHINES

Joe Ash

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Bright Lights	\$ 89.50	Frolics	\$209.50
Spot Lights	89.50	All Cities	179.50
Coney Islands	89.50	Yacht Clubs	269.50
.....	119.50	Dude Ranch	419.50
.....	119.50	Un. Tropics	349.50

United 4-Player, form./lg. pins... 89.50
United 5-Player, form./lg. pins... 99.50
United 10th Frame Stars... 249.50
United Clover... 324.50
United Classic... 349.50
Chicago Coin Crown Bowler... 324.50
Exhibit Space Gun... 159.50
Rock-Ola 1422... 89.50
Seeburg 148-ML (Blonde)... 189.50
A.M.I. Model B... 279.50
Rome President 10 col. Cig. Vend... 149.50
Eastern Elect. 8 col. Cig. Vend... 149.50
Silver King Hunter, New... 29.50

Write for Prices on New Bally, United, Keeney, Genco, Gottlieb, Williams, Binks, Chicoin Games.
1/3 Deposit, Balance C.O.D.
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ACME-INTERNATIONAL DISTRIBUTORS
3443-45 W. Montrose Chicago 18, Ill.
CORNELIA 7-7272

LEAGUE BOWLER and TEAM BOWLER

Spot Light	\$109.50
Coney Island	129.50
Atlantic City	195.00
United Cabana	295.00
Happy Go Lucky	149.50
Chinatown	159.50
Hayburner	75.00
Seeburg 47	99.50
Rock-Ola 1422	99.50
Genco Sky Gunner	Write
Exhibit Silver Bullets	129.50
Seeburg Bear Gun	149.50
Genco Gold Nuggets	269.50

Central Ohio Coin Machine Exchange
525 S. High St. Columbus, O.
Adams 7254



SHOOT THE SPOOK

The conversion target for Bear Guns, offers proven performance, a new face, a different action and a heavy cash box for **\$37.50**

100 SERVICE COMPANY
2634 Olive St. St. Louis 3, Mo.

"PEACHY" PARTS SPECIAL!

15-20 Watt Sylvania Fluorescent Starters
15¢ each, \$12.95 per 100

Write for FREE CATALOG!

Peach State Distributing Co.
549 Pine St. Macon, Ga.

Correction

Address in our ad on page 87, Feb. 27 Billboard, was incorrect and should have read

T & L-Distributing Co.
1663 Central Parkway, Cinti., Ohio
Phone MAin 8751

Panoram Operators! FOR SALE

Overhauled Projectors for Spares. Continuous Reels. Complete Bracket Assemblies (MO 497-POA).

Phil Gould
283 Market St. Newark, N. J.
MARket 2-4275

THE BILLBOARD Index of Advertised Used Machine Prices

• Amusement Games

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of Feb. 27	Issue of Feb. 20	Issue of Feb. 13	Issue of Feb. 6
ABC (United).....	\$50.00	\$115.00	\$50.00	\$115.00
Aireon Coronet.....			45.00	
All Baba (United).....		115.00		115.00
All Star Basketball (Gottlieb)	39.00	59.50	39.00	59.50
Aquacade (United).....		79.50		79.50
Arizona (United).....			210.00	
Army-Navy (Williams).....	150.00	159.50	150.00(2)	175.00
Atlantic City (Bally).....	175.00	179.50	185.00	175.00
	185.00	185.00(2)	195.00(2)	185.00(2)
	195.00(3)	195.00(4)	225.00(3)	195.00(2)
	225.00	225.00(3)	245.00	225.00(2)
Baby Face (United).....	39.00	49.50	39.00	49.50
Basketball Champ (Chicago Coin).....	175.00	275.00	175.00	275.00
Battling Practice.....	35.00	89.50	34.50	89.50
Beach Club (Bally).....	350.00	369.50	350.00	375.00
	375.00	385.00	385.00	395.00(2)
	395.00(2)			395.00(2)
Bear Gun (Seeburg).....	149.50	150.00		
		185.00		
Beauty (Bally).....	295.00	299.50	250.00	259.50
		300.00	295.00	295.00
		315.00	325.00(3)	325.00(3)
		325.00(12)	325.00(2)	350.00
		350.00	350.00(2)	
Be Bop (Exhibit).....	65.00	84.50	65.00	84.50
Bermuda (Chicago Coin).....		49.50		49.50
Big Top (Genco).....		54.50		54.50
Boston (Williams).....		79.50		79.50
Bowling Champ (Gottlieb).....		69.50		69.50
Bright Lights (Bally).....	85.00	95.00(3)	85.00	95.00
	125.00	110.00	110.00	110.00
		115.00	125.00	135.00
		125.00	125.00(2)	150.00
			135.00	
Bright Spot (Bally).....	115.00	130.00	90.00	115.00
	145.00(2)	125.00	145.00	125.00(3)
	150.00	150.00(2)	175.00(3)	
Buffalo Bill (Gottlieb).....		69.50		69.50
Cabana (United).....	275.00	295.00	275.00	295.00
	375.00	375.00	300.00	375.00
Camel Caravan (Genco).....		69.00		69.00
Campus (Exhibit).....		84.50		84.50
Canasta (Genco).....		59.50		59.50
Caravan.....		75.00		75.00
Carolina (United).....		39.00		39.00
Catalina (Chicago Coin).....		35.00		35.00
Champion (Bally).....		89.50		89.50
Chinatown (Gottlieb).....	159.50	160.00	150.00	159.50
		160.00	159.50	160.00
Circus (United).....	225.00	245.00	225.00	245.00
Citation (Bally).....		79.50		79.50
Coney Island (Gottlieb).....	119.50	129.50	99.00	119.50
	145.00(2)	129.50	150.00	129.50
	150.00	150.00(2)	175.00(2)	175.00(2)
Control Tower (Williams).....		109.50		109.50
Coronation (Gottlieb).....		165.00		165.00
Cyclone (Gottlieb).....		139.50		139.50
Dallas (Williams).....		69.50		69.50
De-Icer (Williams).....		89.50		89.50
Deluxe World Series (Williams).....		145.00	144.50	295.00
Dew-Wa-Ditty (Williams).....		49.50		49.50
Double Feature (Gottlieb).....	89.00	89.50	89.00	89.50
Double Shuffle (Gottlieb).....		65.00		65.00
Dreamy (Williams).....		89.50		89.50
Disk Jockey (Williams).....		145.00		145.00
Domino (Northcutt).....		75.00		75.00
Dude Ranch (Bally).....		369.50	425.00(3)	405.00
	425.00(1)	435.00	425.00(2)	389.50
	435.00		465.00	425.00(2)
			465.00	465.00
Eight Ball (Williams).....		119.50		119.50
Fairway.....		160.00		160.00
Fighting Irish (Chicago Coin).....		75.00		75.00
Five Star (Universal).....	75.00	85.00	50.00	75.00
		85.00	75.00	85.00
Floating Power (Genco).....		49.50		49.50
Football (Chicago Coin).....		65.00		65.00
400 (Genco).....		69.50		69.50
Four Corners (Williams).....		95.00	95.00	115.00
Four Horsemen (Gottlieb).....		109.50	40.00	109.50
Frolic (Bally).....		169.50	175.00	175.00
	185.00(2)	185.00(2)	150.00	175.00
	215.00	215.00	185.00(2)	185.00(2)
	235.00(2)	245.00(2)	200.00	200.00
	245.00	250.00(2)	250.00(2)	250.00(2)
		265.00	265.00	265.00
Georgia (Williams).....		89.50		89.50
Gizmo (Williams).....	35.00	49.50	35.00	49.50
Glamor (Gottlieb).....		149.50		149.50
Globe Trotter (Gottlieb).....		135.00		135.00
Gold Cup (Bally).....		89.50		89.50
Golden Nugget (Genco).....		100.00(2)	100.00	115.00
	265.50	269.50	115.00	268.50
Grand Award (Chicago Coin).....		35.00		35.00
Grand Slam (Gottlieb).....		225.00		210.00
Gun Club (Williams).....		175.00		175.00
Guys-Dolls (Gottlieb).....		175.00		175.00
Happy-Go-Lucky (Gottlieb).....	129.50	149.50	129.50	149.50
Harvest Time (Genco).....		65.00		65.00
Hayburner.....		75.00		75.00
Hit & Run (Gottlieb).....		140.00		140.00
Hong Kong.....		75.00		75.00
Holiday (Keeney).....		125.00		125.00
Horseshoes (Williams).....		95.00		95.00
Humpty-Dumpty (Gottlieb).....		49.50		49.50

Coinmen You Know

• Continued from page 115

ing MOA show, he planes to New York for a week at the big Toy Show to scout out some hot lines for his premium merchandise department.

Newcomer to the office staff of the Paster Distributing Company is **Mildred Tabey**. Front office gals **Arlene** and **Tony** report having long needed some able assistance with their heavy load of paper work. . . . Coin business is at a seasonal low ebb, according to **Frank Bartnik**. The "Flying Coinman" is expecting to load his family into their private Cessna during the Easter holiday and fly to Cleveland for a visit with the **Al Witalis**, who run the Western Music concern there.

Lots of activity over at the United, Inc., Wurlitzer headquarters. **Harry Jacobs Jr.**, just back from a brief selling trip to Escanaba and St. Ignace, Mich., reports a definite brightening of the sales picture in recent weeks. Sales have been practically doubling, he adds, but it is still necessary to get out and make the calls. **Harry Jacobs Sr.**, still basking on the sunny Florida beaches, plans to return to his chores about April 1.

Ann Ritz is the new office girl at the United, Inc., shop. Also recently added to the payroll is Navy vet **Roy Smith**, who is in the service department. Roy is a former all-Services champion boxer in the middleweight division. . . . **Reid Whipple**, field service engineer for Wurlitzer, is expected to spend a few days here this week for a few training sessions on service problems. Also expected to make an appearance is the Wurlitzer district sales manager, **Bert Davidson**, who will spend some time with **Jacobs Jr.** out in the field, calling on coinmen.

Ralph Krause, former Capitol Records counterman, is hustling around town doing promotional chores for the **Wilder Brothers** waxing on the Forecast label, "I Sat Right Down and Cried." **Ken Wendel**, M-G-M label plugger, reports operators still placing orders for his "Turn Around Boy" by **Lew Douglas**.

Visitors to Milwaukee from the Philip Morris upper echelons this week included **E. D. Axtell**, sales supervisor, and **J. K. O'Connell**, section sales manager. Both executives came from their Twin Cities headquarters to spend some

	Issue of Feb. 27	Issue of Feb. 20	Issue of Feb. 13	Issue of Feb. 6
Jalopy (Williams).....		120.00		120.00
Jockey Special (Bally).....		54.50		54.50
Joker (Gottlieb).....	95.00	99.50	95.00	99.50
Judy (Exhibit).....		94.50		94.50
Jumping Jack (Genco).....		100.00		100.00
Just 21 (Gottlieb).....		59.50		59.50
K. C. Jones (Gottlieb).....		65.00		65.00
King Arthur (Gottlieb).....		125.00		125.00
King Pin (Chicago Coin).....	115.00	124.50	115.00	124.50
		125.00		125.00
Knock Out (Gottlieb).....		69.00	69.00	89.50
Leader (United).....		90.00	90.00	115.00
		135.00		135.00
Lite-a-Line (Keeney).....	50.00	75.00	50.00	75.00
Long Beach (Williams).....	95.00	125.00		125.00
Lucky Inning (Williams).....		84.50		84.50
Majorettes.....		75.00		75.00
Majors of '49 (Chicago Coin).....	45.00	45.00		45.00
Marble Queen (Gottlieb).....		195.00		210.00
Maryland (Williams).....		49.00		49.00
Mermaid.....		125.00		125.00
Minstrel Man (Gottlieb).....		129.50		129.50
Monterey (United).....		49.50		49.50
Moon Glow (United).....		49.50		49.50
Niagara (Gottlieb).....		145.00		145.00
Oklahoma (United).....		69.50		69.50
Olympics (Evans).....		75.00		75.00
One, Two, Three (Genco).....	45.00	49.50	45.00	49.50
Palm Beach (Bally).....	179.50	195.00	175.00	189.50
	225.00	235.00(3)	235.00(3)	195.00(2)
	235.00(3)			235.00(2)
Paratrooper.....		75.00		75.00
Photo Finish.....		35.00		35.00
Pin Bowler (Chicago Coin).....		99.50		99.50
Pin Wheel (Gottlieb).....		225.00		225.00
Playland (Exhibit).....				55.00
Playtime (Exhibit).....		45.00		45.00
Puddin' Head (Genco).....	39.00	54.50	39.00	54.50
Quarterback (Williams).....	50.00	65.00	50.00	65.00
Queen of Hearts.....		160.00		160.00
Quintette.....	190.00	190.00		190.00
Rag Mop (Williams).....		99.50		99.50
Ramona (United).....		39.50		39.00
Red Shoes (United).....		89.50		89.50
Rockette (Gottlieb).....	85.00	94.50	85.00	94.50
Rose Bowl (Gottlieb).....		135.00		135.00
Saratoga.....		49.50		49.50
Screwball (Genco).....	35.00	49.50	35.00	49.50
Shantytown (Exhibit).....		85.00		85.00
Shindig (Gottlieb).....		195.00		195.00
Shoot the Moon (Williams).....		120.00		120.00
Shoo Shoo (Williams).....	95.00	119.50	95.00	119.50
Skill Pool (Gottlieb).....		150.00		150.00
Slogfest.....	55.00	119.50		119.50
South Pacific (Genco).....		69.00		69.00
Special Entry (Bally).....</				

time calling on key accounts with local sales boss, Bob Nehr. . . Chambers & Owens, big jobbing and operating firm with headquarters in Janesville and Beloit, have recently moved into their new Beloit offices and warehouse.

Detroit

Mary Jo Bourque, of Angott Music Distributing, was off the job for the earlier part of the week on account of illness. . . **David Ross**, president of the vending machine company, United Industries, left Monday for New York on a business trip.

A. P. Sauve, owner of Sauve & Son Distributors, will be away for another month. He is vacationing in West Palm Beach, Fla. . . **Jack Stafford**, owner of the Stafford shuffleboard operating concern, is retiring from the coin machine business and is purchasing a gas and oil service station on the outskirts of Detroit. He has been in the coin machine field for the past 10 years.

Ted DeHarde, shuffleboard operator in Marine City, is eagerly awaiting an addition to the family soon. DeHarde has entered the shuffleboard resurfacing field and recently procured a factory in which to do this work.

Los Angeles

Hymie Zorinsky, H. Z. Vending Company, of Omaha, in town last week visiting with local coinmen. Hymie's offer to pay the chap that finds him without a cigar in his mouth still stands after all these years. . . **Gary Sinclair**, regional representative for Wur'tzer, was in town along with **Walt Peteet**, field service manager.

Minthorne Music Company has set up a remote control speaker display, demonstrating the quality of high fidelity music reproduction to operators. Unit uses five different speakers, playing directly from one of two Seeburg Hi-Fi phonos.

D. J. Donchue, regional representative for the J. P. Seeburg Company, in town last week. . . **Sam Ricklin**, major domo at California Music Company, playing host to recording stars galore these days.

T. H. Loo, El Centro games and music operator, shopping on Pico last week. . . **Jack Simon**, Simon Sales, reported foreign sales volume up. . . **Lyn Brown**, of the company of the same name, continues expanding his kiddie ride route, with business holding its own, Lyn reports.

Phil Robinson, Chicago Coin's sales representative here, anxiously awaiting delivery of the much-talked-about baseball game the firm is due to break.

Hartford, Conn.

Northeastern Vending Corporation, Westerly, R. I., has registered with the Connecticut State department here to do business in Connecticut.

Kwik Kafe, of New Haven County, Inc., listed a change of location to 1170 Pembroke Street, Bridgeport, from Hartford.

Ralph Colucci, Seaboard Distributing Corporation, was in Watertbury and New York on business.

Cig Problems at NAMA Meet

• Continued from page 110

under such great handicaps as you have had to face.

Discrepancy Noted

"According to the date released by the Internal Revenue Service, based on the sale of revenue stamps, production of cigarettes decreased 2.1 per cent in 1953 as against 1952. According to Harry Wooten's Printer's Ink article, total domestic consumption declined 2 per cent last year. However, if we take the tax stamp figures of the 41 States (levying such taxes) and the District of Columbia—figures which incidentally are considered much closer to the source of actual sales, we find an over-all decrease in cigarette sales for 1953 of less than one-tenth of 1 per cent.

"How do we account for this discrepancy between the federal tax figure based on production and the State tax figures which are closer to the actual sales picture? There is a difference of approximately eight billion cigarettes. In the first place, according to Wooten, there is considerable doubt as to whether the 4 per cent increase in domestic production in 1952 really reflected a gain in actual sales. Following Eisenhower's election in November, 1952, there was considerable buying in anticipation of price-control relief, buying that may have resulted in inventory carried over to the first of the 1953 year.

"Federal tax-paid output in the first quarter of 1953 was 7.3 per cent above 1952. In the first quarter, you had the introduction of king-size Philip Morris, the Chesterfield \$2.50 a case extra deal, and the February 28 price rise—on all three aspects there was heavy buying and building of inventory. This... may account for the subsequent decline in the latter half of 1953 in production figures, and it will make the first quarter of 1954 comparison with 1953 look bad.

Actual Increase

"Thus, there is in many quarters considerable doubt as to whether cigarette sales slumped at all last year. However, if you take into account the growth of the king-size cigarettes with approximately 17 per cent more tobacco, there is no doubt that actual smoking increased.

"Today... the cigarette industry is in the midst of a revolution. Let us look at 1948. The five regular brands that year accounted for 90.4 per cent (of the total market), while king-size accounted for 5.7 per cent. In 1952, these same five regular brands accounted for 74.6 per cent of the business, while king-size accounted for 18.6 per cent. In 1953, these same five regular brands accounted for 68 per cent while king-size were 26.9 per cent and filter tips 3.3 per cent—and the latter is growing at a rate greater than king-size developed.

"What do these facts mean to the manufacturer and the operator? They mean that they cannot be ignored—not if we hope to stay in business. It would have been nice to continue along making only one brand, one style of cigarettes... but the decision was not ours, it was the consumers.

"Surely you have problems with machines, columns and locations, as well as pricing factors. Surely we have problems in production, marketing, advertising....

Adjust to Times

"Just a couple of years ago it seemed impossible to have Parliaments in venders. Yet, today, Rowe, Eastern Electric, APCO, Lehigh and Hawkeye are producing and selling machines to dispense Parliaments and to handle the necessary coinage.

"Similarly, operators have found that the extra volume and profit on... king-size brands...

can play an important part in their over-all financial picture. So machines with more columns are being used... some locations are getting two machines, one for regular and one for king-size, where the volume warrants. Adjustments are being made to current conditions by the operators and the (vender) manufacturers.

"We feel the trend to king-size and filter tip will continue with the latter field probably showing the greatest percentage of growth. However, I also think that this turbulent period will shake down and we will stabilize at a fairly normal level of brands and business.

"The point I want to emphasize tho, for manufacturer and operator, is (that) this is no time to hold your head and worry. It's the time to use your head to improve your business, and face up to some of the other real problems you have.

"One of them is the major problem of public relations. I have a copy of The Sign, the National Catholic Magazine, issue of February, 1954, with its leading article devoted to the vending industry and titled 'Big Racket in Small Change.'

"Reading it, you will understand the necessity for the excellent program of public relations NAMA adopted, and the necessity for extending that program down to each and every one of your own operations and areas.

Health Propaganda

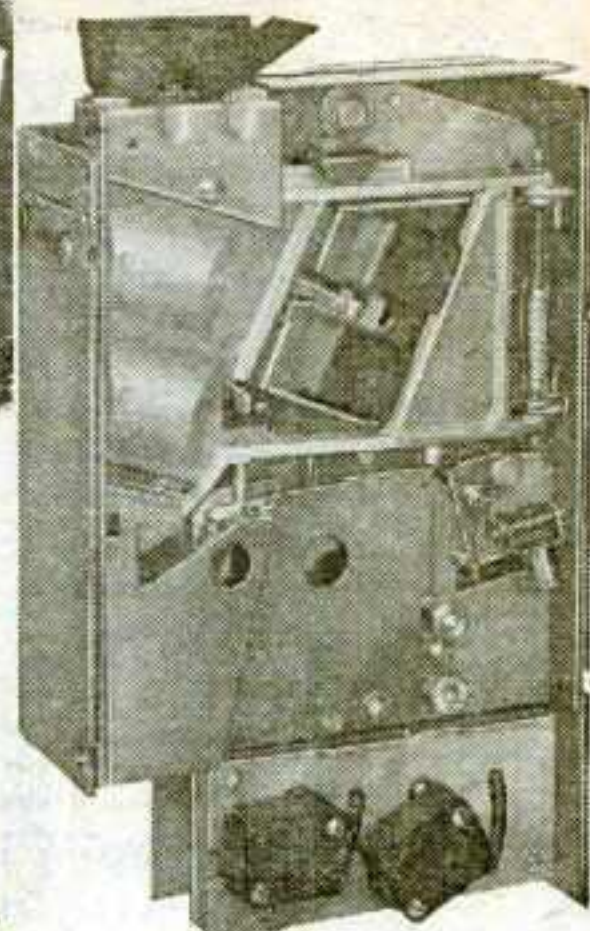
"There is still a major factor in the common public relations program of venders and cigarette manufacturers. That is the current propaganda being directed against the cigarette industry by a small number of doctors and a large number of popular magazines.

"But these attacks are nothing new. For 350 years, unexplained diseases have been attributed to tobacco, from a King James I treatise to as late as the 1920's when tuberculosis was attributed to cigarettes. In succession, each charge has been disproved and the tobacco industry has marched forward with the pace of America. It will continue to do so.

"I have covered a wide range of topics from cigarette statistics to public relations to the health question. They are not separate. They are all part of the one problem that faces the cigarette manufacturer and the cigarette operator—how to maintain in a healthy condition an industry which for 250 years has provided solace, satisfaction and pleasure to billions of people..."

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- Question Girl, console type
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- Texas Leaguer Baseball 50.00
- Genco Sky Gunners Write
- Exhibit Wild West, new 1954
- gun 295.00
- Exhibit Six Shooter 195.00
- Exhibit Jet Gun 195.00
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- Kiddie Rides, new 325.00 & up
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New Ice Cream

• Continued from page 110

Iowa, Michigan, Minnesota, North Dakota and South Dakota.

A similar machine designed to accommodate half gallon ice cream packages is scheduled to go into production in 60 days. Present plans call for production of a similarly designed butter vender in six months, a frozen foods dispenser shortly after that.

Developing the ice cream machine required five years, according to Wawrzonek. His most difficult problem, he said, was to keep the vender sealed against moisture that turns to ice and makes the packages stick together. An engineer, Wawrzonek was formerly associated with refrigeration firms.

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Coronation 165	Triplets 80	Shoot Moon 120	Catalina 35
Chinatown 160	Knockout 69	Jalopy 120	Thrill 35
Skill Pool 150	King Arthur 65	Shoo-Shoo 95	GENCO
Wild West 145	Dble. Shuffle 65	Maryland 49	Springtime\$ 89
Niagara 145	UNITE	Gizmo 35	South Pacific. 69
Mit 'n' Run 140	Utah\$ 59	CHICAGO COIN	Tri-Score 69
Globe Tretler 135	Aquadade 39	King Pin\$115	Camel Caravan 69
Rose Bowl 135	Carolina 39	Fighting Irish. 75	Harvest Time 65
Mermaid 125	Stardust 39	Football 65	1-2-3 45
			Puddinhead .. 39
			Screwball 35
			EXHIBIT
			Shantytown ..\$ 85
			Bebop 45
			Playtime 45

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New Gains in Bulk Vending

• Continued from page 110

pan candy offerings, different gum forms and breath-sweetener items make their appearance on the bulk vending scene.

Charms, too, are playing an increasingly important role in bulk vending. In addition to the new charm series which spur collections of entire series, and thus push up vender volume, there are increasing numbers of high-quality as opposed to "fill" charms to serve as sales incentives.

One charm manufacturer has devised a new concept of charm vending, made possible by his development of a special vender wheel assembly to accommodate the new line.

Called "capsule charms," the idea makes possible two important gains: Consistent quantity vended with each sale (per the number of charms packaged in each capsule) as only a single capsule is dispensed in each operation, and a greater variety of charm forms (such as flexible types) may be vended without possibility of jamming. The charm firm: Samuel Eppy & Company.

Another factor tending to promote increased interest in and potential of bulk vending is the growth of a specially tailored industry association for this phase of automatic merchandising. Formed in 1950 as the National Association of Ball Gum Vendors, and shortly thereafter changing its name to National Association of Bulk Vendors in keeping with a broadened scope in the field, the organization has effected operator benefits thru mutual co-operation among members.

Set up initially as a means of combatting anti-charm legislation, NABV has since evolved into a bulk vending organization covering all phases of the field.

NABV is now preparing its convention and exhibit program for the 1954 meeting, set for July 9-11 at the Congress Hotel in Chicago.

Bulk vender manufacturers now in production and supplying a variety of models to the general market are:

Advance Machine Company, 4641 N. Ravenswood Avenue, Chicago; Andrews Manufacturing Company, 660 S. Rochester Road, Clawson, Mich.; Atlas Manufacturing & Sales Corporation, 12220 Triskett Road, Cleveland; Bloyd Manufacturing Company, Valley Station, Ky.; Champion Vendors Supply Company, 119 E. Houston Street, San Antonio; Columbus Vending Company, 2005 E. Main Street, Columbus, O.

Devices Manufacturing Corporation, 1214 W. Madison Street, Chicago; Hawkeye Novelty Company, 1754 E. Grand, Des Moines; Northwestern Corporation, 1006 E. Armstrong Street, Morris, Ill.; Oak Manufacturing Company, 11411 Knightsbridge Avenue, Culver City, Calif.; Silver King Corporation, 1529 New York Street, Aurora, Ill.; Victor Vending Corporation, 5701 W. Grand Ave., Chicago.

Most manufacturers continue to make their equipment available thru distributor networks over the country.

Denver Cig Ops

• Continued from page 110

buy 30-cent filter tip types, and consequently, even the best locations are showing sales setbacks.

There will be a return to more familiar standard cigarettes in the near future, however, Schaffner predicted, due to the newness of brands bearing scientific filter tips, and their higher prices.

Stanley Singer, owner of the National Cigarette Service Company, one of Denver's largest operations, reported his firm had studied the necessary coin mechanism changes which filter tip pack vending would require. Limited space and the tooling adjustments, which would be required, make the change-over too costly for the usual operator, he said.

Like other operators in the area, Singer feels that about the time the coin chutes were changed, the "filter tip fad would die out."

The ideal solution, Singer believes, would be a switch to a lower price filter tip which would not require price changes. One brand, Viceroy, which offers a filter tip and has been popular for many years, fills the price bill and is appearing in at least 70 per cent of the machines on location in the Denver metropolitan area, he noted.

Dr. Pepper

• Continued from page 110

vender as one of the "highly significant and encouraging developments which contributed to 1953 sales progress."

"The introduction of the single-drink Dr. Pepper vender has been hailed as a revolutionary advancement in soft drink vending," Green stated.

In a section on marketing, the report stated: "The vender market, which takes in practically every other market, continued its phenomenal growth. Automatic vendors have revolutionized the soft drink business by making availability and distribution possibilities unlimited."

"There was no let-up in Dr. Pepper's aggressive program on the sale and placement of vendors," the report revealed.

The firm's highest percentage of sales increases in 1953 came from its fountain sales division, it was pointed out, and that the major share of this increase came from the large number of Dr. Pepper cup vendors introduced in the trade in mid-year.

In a note to its financial statements, the report set forth: "At December 31, 1953, balances receivable by Dr. Pepper Company and its subsidiaries from franchised bottlers and retail outlets for vending machines sold under conditional sales contracts amounted to \$440,622.09, including \$160,456.26 pledged to bank as security for bank loans."

Mag Vending

• Continued from page 110

vending machine manufacturers—they are products bought on impulse, have a low unit cost and a nationally advertised brand name that has wide consumer acceptance. However, they fail to fill the remaining three requirements:

1. They do not have a mass market (70 per cent of Life's circulation, for example, is subscription).
2. They are not easily packaged (weight and thickness of issues vary).
3. They are not required by most people most of the time (but only once a week or once a month, depending on the book).

Powers says his experiments with vendors has also turned up other problems. For example, servicing means not only keeping the vender operating properly, but having it refilled on the precise day each new issue appears. Further, 80 per cent of Life's newsstand sales occur within the first few days after it comes out. Thus, the vender is liable to sit idle much of the rest of the week.

"There are details like conflicting vending machine rights and magazine rights within the same location . . . there's a lot to iron out before magazines can be sold thru vending machines on a large scale," Powers said.

The big plus for vending machines, Time feels, is its ability to expose magazines to the people who want them virtually any time, anywhere. The basic problem seems now to be not a faultless machine, but an economic struggle to get the vendors at least to pay for themselves, it was pointed out.

Reader's Digest, one of the most adaptable magazines to vending, because of price, size and consistent thickness, also has another advantage: It is a magazine for leisure reading and thus does not have the "perishable" problem of the weeklies nor the selected audience problem of the monthlies.

Digest, however, has kept its vending experiments pretty much under wraps. But it admits it has worked hard on vending machines for the past two years, that it has a few vendors scattered thruout the country.

Digest's newsstand manager Hugh Dangle claims that the magazine has just "scratched the surface of the (vending) problem and that a lot of work still remains to be done." Indications are that the Digest experiments are "in earnest."

To surmount some of the problems of magazine vending, one (vender manufacturer) spokesman suggested: "Take four magazines with different newsstand dates, use the same vender for each as it comes out. That means four new products a week and steady sales with each vender constantly earning money."

New Leaflet On NAMA Aid

CHICAGO, Feb. 27.—A new leaflet entitled "Behind This Seal . . ." outlining membership services offered by the National Automatic Merchandising Association, was released this week by the association's membership committee.

The leaflet lists reasons why companies identified with automatic merchandising belong to NAMA, according to membership committee co-chairman Thomas A. Buckley. The Vendo Company, Kansas City, Mo., and Maurice L. Heffer, of the Johnson Tobacco Company, Chicago.

Designed for reading in 60 seconds, the leaflet is expected to enable association members to better understand NAMA's work and the ways in which it serves the public and the automatic merchandising industry.

St. Louis Canteen Co. Sets New Headquarters

ST. LOUIS, Feb. 27.—Automatic Canteen Company of St. Louis has awarded contracts for a new office and service building to be completed this fall. Features of the structure will include "palletized storage," provision for material conveyance by fork-lift trucks and special areas for repair of vendors.

The new 15,000-square foot building will provide the firm with more than double its present space.

C & C Sets

• Continued from page 110

trade: Super Coola, Super Root Beer, Super Grape and Super Orange, all carbonated. C&C also makes non-carbonated versions of its grape and orange sirups.

Herald emphasized, tho, that any effort C&C expends to promote vendin' machine sales is only a means to increase its beverage volume. He added that C&C does not seek to make money on the sale of vendors, nor does it wish to compete with any vending machine manufacturer.

C&C is currently working on several other sirup flavors and on one new canned drink which will be announced soon.

Union News

Meanwhile, Herald revealed that one of the operators of the 75 Super Soda Bars now in the New York area is Union News. He added that some of the top locations where canned carbonated beverage vendors are now in operation include Fort Monmouth, N. J.; S. Kein's, a large New York department store, and the Brooklyn Navy Yard.

C&C is also busily promoting its Super line thru retail channels and with spot video commercials. The effect of this consumer sales drive is calculated to stimulate the sale of the firm's beverages in both canned and cup drink vendors.

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- United Shuffle Cades, like new 69.00
- United Super 6-Player, doubles 3d, 5th, 7th, 10th frame 159.00
- Universal Hi-Score Bowlers 49.00
- ChiCoin 10th Frames, like new 169.00
- Seeburg 100 A's-78 489.00

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Shuffle Games

	Issue of Feb. 27	Issue of Feb. 20	Issue of Feb. 13	Issue of Feb. 6
Big League Bowler, 4 player (Keeney)	\$85.00	\$85.00	\$85.00	\$85.00
Bowl-a-Ball (Chicago Coin)	150.00	195.00	195.00	195.00
Bowl-a-Matic (Universal)	345.00	345.00	345.00	345.00
Bowling Alley (Chicago Coin)	59.50	59.50	59.50	59.50
Bowling Alley, 6 player (Chicago Coin)	95.00(2)	185.00	95.00 185.00	95.00 185.00
Broadway Shuffle Alley (United)		374.50		
Carnival Bowler (Keeney)	350.00	350.00	350.00	350.00
Cascade Shuffle Alley, 6 player (United)	315.00	294.50 315.00	294.00	294.00
	325.00(2)	325.00(2)	325.00(2)	325.00(2)
			364.00w/p	364.00w/p
Classic Shuffle Alley, 6 player (United)	365.00	355.00 360.00	375.00(2)	360.00
	375.00(2)	375.00(4)	395.00	375.00(2)
			395.00	395.00
Clover Shuffle Alley, 6 player (United)	335.00	350.00	345.00 350.00	345.00 350.00
		320.00		
		345.00(2)		
		350.00		
Club Bowler, 10 player (Keeney)	295.00	295.00	325.00	325.00
Crown Bowler (Chicago Coin)		325.00	325.00	
		325.00w/p		
De Luxe League Bowler (Keeney)			115.00	115.00
Domino Bowler (Keeney)	350.00	350.00	350.00	350.00
Double Bowler (Keeney)			49.50	49.50
Double Header (Williams)	40.00	40.00	40.00 49.50	40.00 49.50
Double Score Bowler 10th Frame (Chicago Coin)		365.00	365.00	365.00
Drum Scoring, 6 player (Chicago Coin)	185.00			
Eight-Player Shuffle Alley		45.00		
Five Player Shuffle Alley (United)	90.00 115.00	75.00 90.00	74.00w/p 75.00	74.00w/p
	119.50 125.00	110.00 115.00	90.00 115.00	75.00 90.00
	135.00	125.00	125.00	110.00 115.00
		135.00(2)	135.00(2)	125.00
				135.00(2)
Four Player (Keeney)	85.00	85.00	85.00	
Four Player Shuffle Alley (United)	75.00 95.00	75.00 95.00	75.00 95.00	75.00 95.00
	109.50 110.00	95.00w/p	110.00 115.00	100.00 110.00
	115.00	110.00 115.00	119.50	115.00 119.50
		119.50		
Hi-Score, 6 Player (Chicago Coin)	105.00w/p	105.00w/p	105.00w/p	105.00w/p
	135.00 159.50	135.00w/p	135.00w/p	135.00w/p
		159.50	159.50	159.50
High Score League Bowler (Keeney)	125.00(2)	125.00	125.00	125.00
Hook Bowler (Bally)				39.50
Imperial Shuffle Alley (United)	425.00	399.50 425.00		
League Bowler, 4 player (Keeney)	99.50	99.50	99.50	45.00 99.50
Liberty Shuffle Alley (United)		294.50		
Manhattan Shuffle Alley (United)		255.00	224.00	224.00
			294.00w/p	294.00w/p
Matched Bowler, 6 player (Chicago Coin)	185.00 275.00	185.00 275.00	185.00 275.00	185.00 194.00
				275.00
Name Bowler (Chicago Coin)		250.00	250.00	
Official Shuffle Alley, 4 player (United)	185.00 215.00	195.00 215.00	195.00 215.00	155.00 195.00
				215.00
Olympics Shuffle Alley (United)	335.00	345.00	345.00 350.00	345.00 350.00
	350.00(3)	350.00(2)	365.00 385.00	365.00 385.00
		355.00 385.00		
Royal Shuffle Alley (United)	399.50 425.00	399.50 425.00	424.00 425.00	424.00 425.00
Shuffle Alley Deluxe, 6 player (United)	110.00	115.00(2)	114.00	114.00
	115.00(2)	145.00 155.00	115.00(2)	115.00(2)
	149.50 155.00	175.00(2)	155.00	155.00
	175.00		175.00(2)	175.00(2)
			189.00w/p	189.00w/p
Shuffle Alley Express, 2 player (United)		50.00		59.50
Shuffle Alley, 6 player (Chicago Coin)	95.00			
Shuffle Alley, 6 player (Keeney)	99.50 100.00	100.00 119.50	100.00 119.50	119.50 125.00
	115.00 125.00	125.00 150.00	125.00 150.00	135.00
Shuffle Alley, 6 player (United)	100.00 129.50	100.00(2)	85.00 94.00w/p	94.00w/p
	145.00	125.00 145.00	100.00(2)	100.00(2)
		150.00	145.00 150.00	145.00 150.00
Shuffle Line (Bally)	69.50	69.50	69.50	69.50
Shuffle Target (Genco)	49.50	49.50	49.50	49.50
Single Shuffle Alley Rebound (United)			59.50	59.50
Six Player 10th Frame (United)	220.00 225.00	220.00 225.00	220.00 225.00	65.00
Skee Alley (United)			65.00	65.00
Star Bowler, 2 player	295.00	295.00	295.00	295.00
Star 6 Player (United)	235.00 245.00	225.00 245.00	225.00 245.00	225.00 245.00
		250.00 325.00	250.00	250.00
Star 10 Frame, 6 player (United)	275.00 279.50	250.00 255.00	275.00 295.00	250.00 275.00
	295.00	295.00(2)	295.00	295.00
Super Deluxe League Bowler (Keeney)	165.00	165.00	165.00	165.00
Super Six Shuffle Alley (United)	190.00 209.50	190.00 195.00	164.00 190.00	164.00 190.00
	215.00	215.00 229.50	195.00 215.00	195.00 215.00
			229.50	229.50
			249.00w/p	
Team Bowler, 10 player (Keeney)	265.00	265.00	295.00	295.00
Tenth Frame Special Bowler (Chicago Coin)	285.00	285.00	285.00 294.00	249.00 285.00
10th Frame Super Shuffle Alley (United)	225.00 259.50	225.00 275.00	225.00 295.00	220.00
				225.00(3)
				249.00w/p
				295.00
Tenth Frame, Double Bowler (Chicago Coin)	365.00	299.50		
Twin Bowling Alley (Chicago Coin)		35.00		
Twin Bowling Alley (Universal)		35.00		
Triple Score Bowler (Chicago Coin)	385.00	385.00	385.00	365.00 385.00
Twin Shuffle Alley Rebound (United)			49.00w/p	
Two Player (United)	50.00	50.00	59.50	50.00

Casablanca

Continued from page 114

20 per cent on phonographs.

All of the equipment is adapted to operate on a 30 franc piece which is a little more than 5 1/2 cents in U. S. money. Collections are made semi-monthly in the average location, but as often as twice a week in the spots that get a really big play.

At the present, Smith and Cannel are in the middle of organizing a distributor-operator service system in key cities thru-out Morocco. They carry a large stock of spare parts, but in an emergency their mechanics can improvise, or, if the part is too complex, can have it shipped by air freight, thus assuring constant maintenance of the equipment.

Casablanca Amusement Company sells machines, too, but in most instances puts the equipment out on a lease basis.

Now that the air bases are nearing completion, and the construction "stiffs" have gone to other projects thruout the world, the number of American players has slightly diminished. But their parting has not affected the business at all. As a matter of fact, what with the military bases getting most of their equipment direct from the States, the bulk of the company's play comes from the local people and volume is constantly increasing.

Headquarters of the Casablanca Amusement Company are as modern as one will find anywhere: A beautiful, well-lighted showroom sets the equipment off to good advantage. The boys have sumptuous offices which would do justice to an Oriental potentate, what with heavy pile, hand-woven rugs and other choice museum pieces, including a refrigerated bar.

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| 147 ... 109.50 | Mercury Athletic Scales ... \$ 49.50 |
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| 1948 Hideaway ... 109.50 | RIDES |
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| 1400 ... \$429.50 | POST WAR WALL BOXES |
| 1250 ... 249.50 | Seeburg 3W2-L56 (5c 3 Wire) ... \$ 8.95 |
| 1100 ... 189.50 | Wurlitzer 3020 (24 Sel.) ... 12.50 |
| 1015 ... 99.50 | Seeburg W4-L56 (5/10/25) Wireless ... 21.50 |
| AMI | Wurlitzer 3020 (48 Sel.) ... 29.50 |
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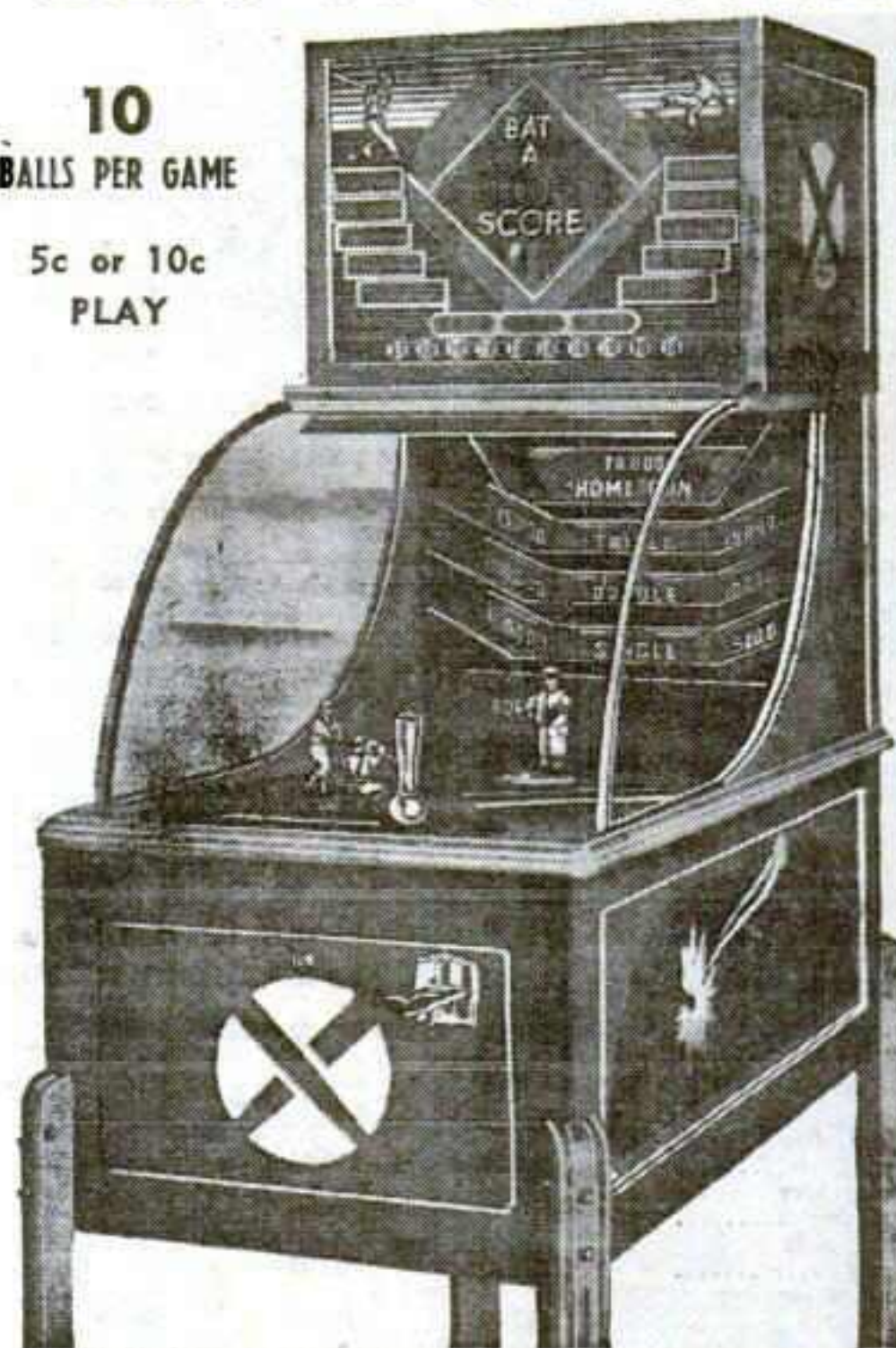
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Dude Ranch.. \$415
Palm Springs.. 315
Un. Classics.. 335
Un. Clovers.. 285
ALLIED Coin Machine Co.
786 Milwaukee Ave. Chicago 22, Ill.
CAnal 6-9293

THE GREATEST PLAY PRINCIPLES OF ALL TIME INVITE YOU TO SHARE IN THE GREATEST COUNTER GAME EARNINGS!

☆RIGHT NOW is an excellent time for you to contact the nearest distributor listed below. Find out first hand how Binks ZIPPER can increase your profits with these fascinating scoring principles:

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2. HIGH SCORE for competitive play between players and onlookers!
3. STEEPLECHASE ZIG-ZAG BALL ACTION!

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12" Wide
17" High
9" Deep

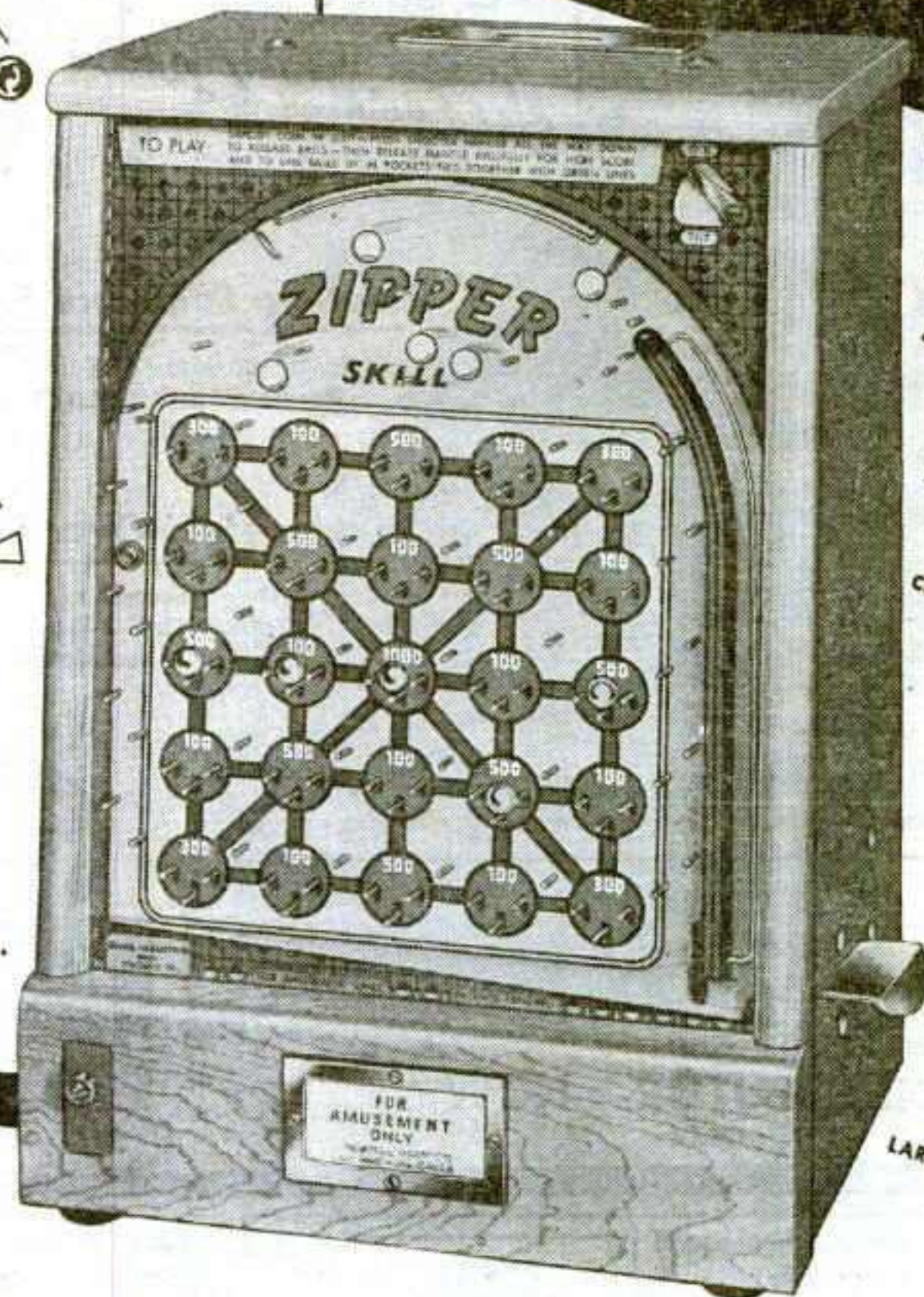
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BINKS

INDUSTRIES

ZIPPER

Proved
IT MATCHES THE EARNINGS OF
COSTLIEST EQUIPMENT WHEN
PLACED ON THE COUNTER OR IN
ANY OTHER SMALL SPACE
IN YOUR PRESENT LOCATIONS.



TREMENDOUSLY ANIMATED
•
TERRIFICALLY FAST
•
THRILLS AND SUSPENSE
•
BALL SHOOTER CHALLENGES PLAYERS SKILL
•
5 BALL PLAY!
•
BALL GUM VENDER (optional)
•
FLOOR STANDS AVAILABLE
•
LARGE CASH BOX



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SEEBURG M-100A**

Completely Reconditioned

\$495.00 each

WANTED FOR EXPORT, 100 SEEBURG M-100A's

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Remember
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40 WALTHAM STREET
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WELCOME, M. O. A. CONVENTION VISITORS!

While you're in town, be sure to visit Monarch's showrooms, just a few minutes from the loop at 2257-59 N. Lincoln Ave. Inspect our selection of excellent reconditioned equipment, priced to make the trip worth your while!

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Monarch Coin Machine, Inc.

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EVERY ONE FULLY GUARANTEED



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with DAVIS GUARANTEE
\$495.00

Complete with professional
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REPLACE PREWAR PHONOGRAPHS with DAVIS GUARANTEED POSTWAR EQUIPMENT for LARGER INCOME

SEEBURG		ROCK-OLA	
148ML \$199	146 \$99	1434 \$375	
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Reconditioned and Rebuilt

Seeburg W1-L56, 5c, wireless	\$ 3.95
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Wurlitzer 3020	14.95
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Wurlitzer 219 Stepper	14.95
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A M I, 5c	11.50
A M I, 5c, 10c	19.50
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TUNED WITH THE TIMES!

Gottlieb's LOVELY LUCY

Sweetheart of the Game Lanes!

Resetting Sequence From 1 to 8 . . .
Advances value of Roll-Overs for High Score. Additional Resets award REPLAYS; also lights Roll-Overs for REPLAYS.

6 Drop-Thru Holes . . .
Ball in lit hole sets up next lit hole for REPLAYS.

Hold-Over Sequence . . .
Second ball in lit hole adds another letter to L-O-V-E-L-Y L-U-C-Y until entire name is completed and awards additional REPLAYS.

High Score to 7 Million
• 3 POP BUMPERS • 2 FLIPPERS
• 2 CYCLONIC KICKERS

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1140-50 N. KOSTNER AVE. CHICAGO 51, ILLINOIS

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Location Tested Products
Gauged Production and Controlled Distribution
Protect Your Investment!

5-BALLS

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BALLY ICE FROLICS
EV. SADDLE & TURF

-BINGO-

Dude Ranch ... \$425
Yacht Club ... 345
Beach Club ... 395
Beauty ... 315
Palm Beach ... 235
Frolics ... 225
Bright Spot ... 175
Tahiti ... 425
Bright Lights ... 125
Tropics ... 375
Cabana ... 375
Circus ... 225
Stars ... 150
ABC ... 115
Long Beach ... 125

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Slugfest ... 119.50
Shoo Shoo ... 119.50
Control Twr. ... 109.50
Rag Map ... 99.50
Dreamy ... 89.50
Georgie ... 89.50
De-Icar ... 89.50
Lucky Inning ... 84.50
Boston ... 79.50
Dallas ... 69.50
Virginia ... 49.50
Yanks ... 49.50
Dew-Wa-Ditty ... 49.50
Saratoga ... 49.50
Tennessee ... 49.50
Gizmo ... 49.50

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Tri-Score ... \$89.50
Canasta ... 59.50
Puddin' Head ... 54.50
Big Top ... 54.50
Scrawball ... 49.50
1-2-3 ... 49.50
Floating Pwr. ... 49.50

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Utah ... 84.50
Tampico ... 79.50
Oklahoma ... 69.50
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Monterrey ... 49.50
Moon Glow ... 49.50
Baby Face ... 49.50

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Campus ... 84.50
Tumbleweed ... 74.50

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ACORN 10 COL. TAB GUM ... \$21.95

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Mills Tab Gum 27.50
25¢ Ball-Point Pen Vender. 49.50
Silver King ... 13.95
35¢ Razor Blade 19.95
N.W. 49 1/2 17.35
S.K. Hot Nut 29.95

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N.W. Tab Gum 25.95
U-Pop-It Write N.W. Stamp. 69.00
Kleenex 5 or 10¢ 49.50
Smokeshop Lo-Boy 239.50
Ajax & Col. Elec. Cigs. New. 150.00

TERMS: 1/2 DEPOSIT, BALANCE SIGHT DRAFT OR C.O.D.

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Fast, high score

BINGO

Counter Game
\$79.50

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Atlantic City ... \$179.50
Spot Lifes ... 89.50
Coney Islands ... 119.50
"EMPIRE RECONDITIONED"

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GENCO INVADER
GENCO SKY GUNNER
AUTO-PHOTO
ABT RIFLE SPORT

Photomatic, Late ... \$650.00
Voice-o-Graph ... 525.00
Midget Movies ... 295.00
Ev. Bat-a-Score ... 275.00
Shoot the Bear ... 195.00
Ch. Basketball Champ 275.00
Photomatic, Pre-War ... 250.00
Exh. Jet Gun ... 195.00
Muto. Silver Gloves ... 195.00
Muto. Ace Bomber ... 195.00
4 Player Derby ... 195.00
Evans Super Bomber. 175.00
Scientific Field Goal. 175.00
Telequiz & Film ... 169.00
Exh. Silver Bullets. 149.50
Star Series ... 139.50
Exh. Foot Ease, Late. 129.50
Bally Rapid Fire ... 125.00
Goalie ... 119.50
Chi. Pistol ... 99.50
Jack Rabbit ... 99.50
Lite League ... 99.50
Exh. Dale Gun ... 94.50
Battling Practice ... 89.50
Marion Scale ... 89.50
Scientific Baseball ... 79.50
Mar. 13-Way Ath. Scale 79.50
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UNITED LEADER, MATCH }
GENCO SHUFFLE POOL }
GENCO MATCH POOL }

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United Olympic, High Score ... 350.00
United Clover, Match Score ... 350.00
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United Star 6 Player ... 259.50
United Super 10th Frame, 4 Pl. ... 235.00
United Super 6 Player, S.A. ... 209.50
United De Luxe S.A., 6 Player ... 149.50
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United 5 Player w/Formica, 7-10 ... 119.50
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Universal 10' Bowl-A-Matic ... 345.00

Edelco 10th FRAME DOUBLE SCORE CONVERSION UNIT
For United 4, 5 and 6 Players ... \$49.50
Also Chicago Coin's.

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CONTINENTAL 2 dimes, 1 nickel for 25¢ \$89.50
COINWAY 5 nickels for 25¢ 2 nickels for 10¢ \$69.50

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ABT Challenger, New ... 45.00
Acme Shocker, New ... 34.50
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1-BALLS

Bally Futurity... Write
Turf King ... \$109.50
Winner ... 99.50
Champion ... 89.50
Citation ... 79.50
Gold Cup ... 89.50
Special Entry ... 49.50
Jockey Special... 54.50

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FACTORY REBUILT, 25c, KING SIZE COLS.

Rowe President, 10 Col. or 8 Col. ... \$155
National Model 950, 9 Col. ... 145
National 950, 9 Col. ... 130
Unedapak Model 500, 9 Col. ... 135
DuGrenier Model "W", 9 Col. ... 125

It's Mutoscope It's The Best

3-D ART PARADE
for adults—for the kiddies

Nation's finest three dimensional machine by the manufacturer of the famous Mutoscope movie machine. Beautifully designed, modern cabinet . . . simple and sturdy mechanism . . . gorgeous, full-color attractions—an appealing library for adults, a grand selection of favorite subjects for the kiddies.

2 models . . . 10 shows (illustrated) and 6 shows . . . each delivering 5 exciting views in one showing. Can be easily adjusted to deliver 10 views for one coin if desired.

Specifications

10 SHOWS—approx. 77" high, 20" wide, 30" deep.
6 SHOWS—approx. 65" high, 20" wide, 20" deep.

See the 3-D and latest PHOTOMAT MOA SHOW ROOM 828 Palmer House, Chicago

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Eastern Seaboard's Fastest Growing Distributor

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A DEAL FOR ALL—"ENUFF" TO GO AROUND

ATTENTION

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WURLITZER 1100's ... 189.95
WURLITZER 1250's ... 249.95
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SEEBURG M100A's ... 419.95
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TO BUY—TRADE OR SELL WRITE!
GET ACCURATE INFO FROM AMERICA'S LEADING BINGO MARKET
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SATISFACTION GUARANTEED. Foreign Inquiries Invited—All Equipment Shopped 1/3 Deposit With Order
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SPECIAL DELUXE BASEBALL
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Licensed by the City of New York



PLAYERS ACTUALLY RUN THE BASES!

FOR YEAR ROUND PROFITS!
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Super PENNANT BASEBALL!
REPLAY or NOVELTY
plus
"DOUBLE MATCH FEATURE"
NUMBER 0 to 9
STAR ★

PLAYER ACTUALLY PITCHES AND BATS OWN BALL!

LITES ON PLAYFIELD BASES INDICATE MEN ON BASES!

It's REAL BASEBALL... the game that will live forever!

Adjustable TO OPERATE ON:
1 PLAY for 10¢ - 3 PLAYS for 25¢
or
1 PLAY for 5¢ - 2 PLAYS for 10¢
5 PLAYS for 25¢

MANUALLY CONTROLLED BAT!
ALWAYS ON THE BALL!

See Your *Williams* Distributor Now!

CREATORS OF DEPENDABLE PLAY APPEAL
4242 W. FILLMORE ST. CHICAGO 24, ILL.

Williams
SUPER STAR BASEBALL
Novelty with Double Match Feature 0 to 9 ★

OPERATE *Williams* ACTION-PACKED "LAZY-Q"
5 Ball-Novelty... A Large Variety Of Opportunities for Scoring Replays
Available with 5c or 10c Coin Chutes We Recommend 10c Play!

HINGED FRONT DOOR FOR EASY SERVICING!
MANUALLY OPERATED BUTTON CONTROLS PITCHING UNIT!

OPPOSING TEAM IS ON THE LOWER BACK BOX SET OFF IN PANORAMIC THIRD DIMENSION! ! !

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Fits Any Shuffleboard

- ★ 15-21 and/or 50 Pts.
- ★ 10c 1-Player or 10c 2-Player by Simple Plug Switch-Over
- ★ Large METAL National Coin Rejector Box

New Shuffle-Score is 2-faced—adjustable for all boards... chrome tube supports.

IMMEDIATE DELIVERY
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Also Available WALL MODELS
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Marvel Score (15-21 pts.)
\$95.00 each.

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Everything you buy here is backed up with complete stocks of parts and supplies ready to reach you at a moment's notice.

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Goalee .. 95.00		United 6 Player Super .. 190.00
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Bally Champion Horse .. 500.00		Chicago Coin 6 Player Drum Scoring .. 185.00
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Pitcher and Batter .. 185.00		
Chicago Coin Bowli-a-Ball .. 200.00		ONE BALLS
Evans Bat-a-Score Muto Photomatic—Late Model .. Write		Bally Turf Kings... \$39.00
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Texas Leaguer .. 50.00		Winner .. 29.00
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Blow Ball .. 125.00		Muto Scope Voicegraph
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		Muto Scope Cross Country
		All Types of Arcade Equipment

MUSIC
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1947 Rock-Ola .. 125.00
Williams Music Mite .. 90.00
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Genco Silver Chest Write Saddle & Turf... Write

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Address ..
City .. Zone .. State ..
Occupation ..

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Capturing
locations
everywhere!*

BONUS BOWLER



Something to hoot about!

**RECORD-BREAKING PREFERENCE JUSTIFIED BY TREMENDOUS APPEAL!
3-WAY FLEXIBILITY OF PLAY...SMART NEW SERVICING INNOVATIONS!!!**



GENUINE FORMICA PLAYFIELD

Keeney's MAINLINER BOWLER

available including everything except the "Match" feature



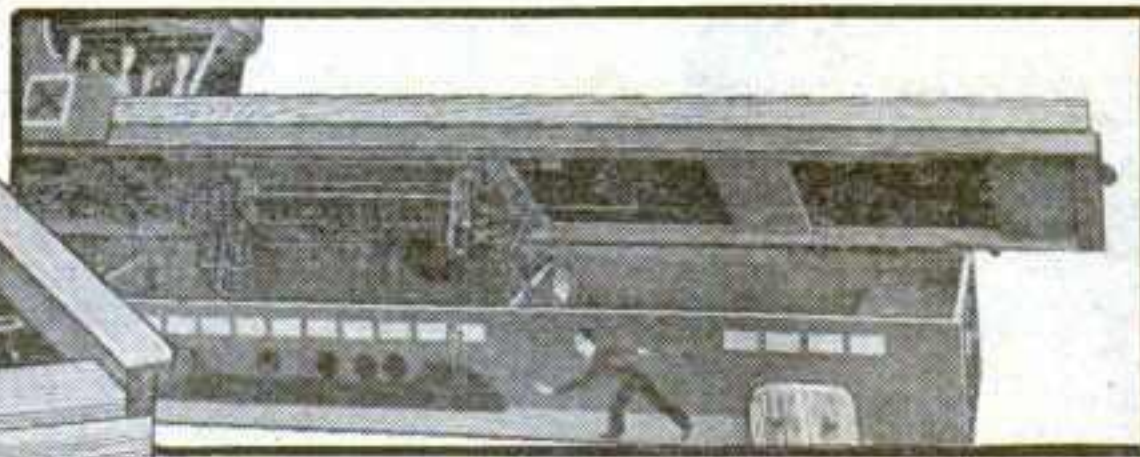
HINGED FRONT DOOR

DISAPPEARING FOLD-AWAY KNEE ACTION MAMMOTH PINS!

HINGED HOOD OVER PINS!

HINGED LITE INSERT FOR EASY SERVICING!

PINS AND CONTACT AREA RECESSED UNDER LITEBOX. ENTIRE PLAYFIELD SLIDES FORWARD AND LIFTS UPWARD!



COVERED CASH BOX plus FLOODLITE WHEN DOOR OPENS!

If not obtainable from your distributor—contact factory direct for name of nearest distributor.

2 SIZES: 9 foot Playfield on 8 foot Cabinet
8 foot Playfield on 7 foot Cabinet

The game that CONSERVES SPACE in any location.

3 CARD BONUS SCORING!

2nd Frame • 10th Frame • 2nd, 3rd, 4th, 5th Frame
• When last number of "Player Up" score matches one of numbers that light on backglass, the "Player Up" must press button on front of game.
• "Player Up" receives Bonus Points scored if numbered Diamond "0" to "9" again matches last number of his score.

Single-Double-Triple-Quadruple Scoring for Strikes and Spares
• Shoot again in 10th frame

Reduce to 5 FRAME GAME by Simple Plug Adjustment



REWARD for FOREIGN BUYERS

It's a big reward too... in terms of money saved and service given. Who gets the reward? YOU do, if you're a foreign buyer doing business with the Jones Boys. We've got the best used coin-operated equipment in the world, in tip-top condition, and we want to move it. Write or cable for export prices.

R.F. JONES CO.

Cable Address: "JONCO" - San Francisco

Offices at: 1263 Mission St., San Francisco
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1200 S. E. Morrison St., Portland
2600 2nd Ave. Seattle



Send for our story, "The House the Jones Boys Built" — yours free without obligation. Write R. F. Jones Co., Dept. A, 1263 Mission St., San Francisco 3, Calif.

"THERE IS A DIFFERENCE"

Our Used Merchandise Is The Finest

UNITED BOWLERS	Life League \$100.00	Not King Candy, single col., new \$ 35.00
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6 Pl. 10th Frame 225.00	Auto. Photo, Early 195.00	Pop-n-Hot Popcorn 45.00
Cascades 325.00	Pokerino, Jr. 75.00	Hawkeye Hot Popcorn 55.00
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Rovals 425.00	Sci. Pokerino 85.00	12 Adv. 1c Stick Gum 8.50
Keeney, 4 Pl. 85.00	Siro's Brush Up 50.00	15 Hershey, 2 col., 1c 4.50
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Bradley, 2 sel. 275.00		
Kalva, bot. 3 sel. 125.00		
Revco, Ice Cream 150.00		
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Alex., 8 col. 125.00		
Nat., Elec. 9 col. 75.00		
C-8 Electros 150.00		
Uneda E, 6 col. 50.00		
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Un. Challenger, 8 col. 110.00		
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All factory shipped and painted, 25c operation		
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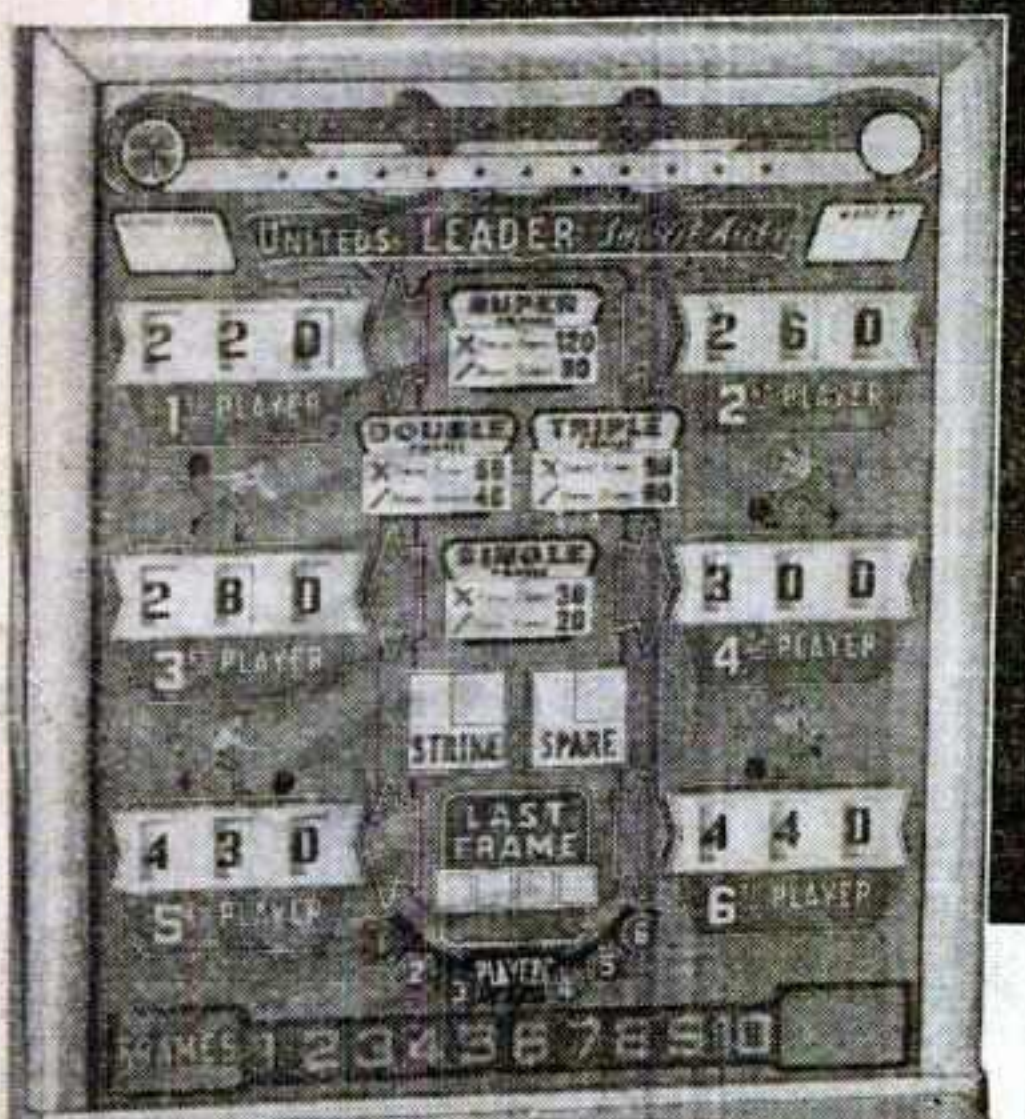
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SHUFFLE ALLEY

with **BUILD-UP** scoring



X	X	X	X	X	X	X	X	X	X
1st Frame	2nd Frame	3rd Frame	4th Frame	5th Frame					
SINGLE SCORE	SINGLE SCORE	DOUBLE SCORE	TRIPLE SCORE	QUADRUPLE SCORE					

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X	X	X	X	X	X	X	X	X	X
6th Frame	7th Frame	8th Frame	9th Frame	10th Frame					
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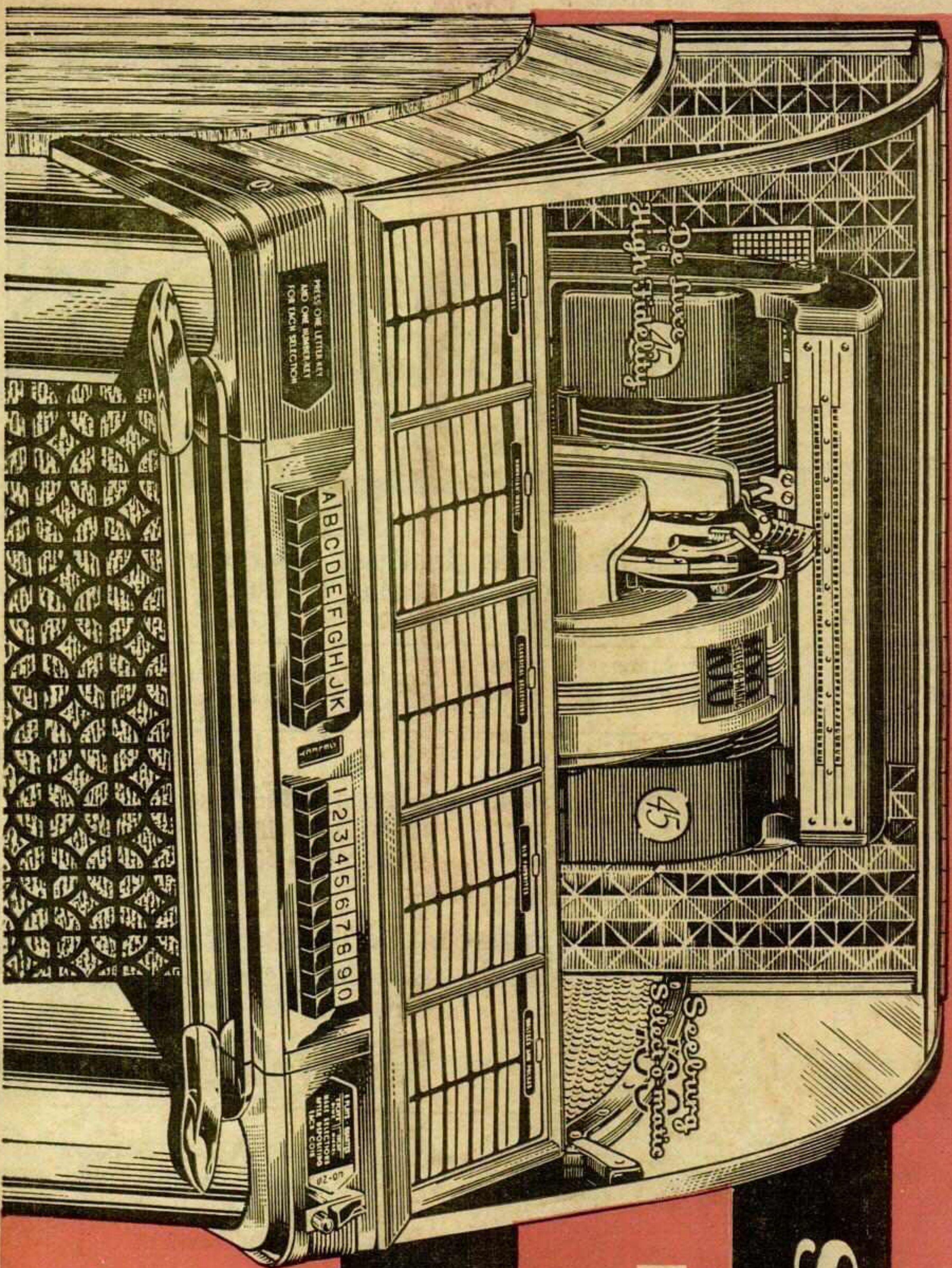
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