

# The Billboard

MARCH 20, 1954 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY PRICE 25 CENTS

## Demand on TV Film Dips; Supply Rises

Influx of MPTV, Teleradio, Chesapeake Pix May Break Thru Tightening Market

NEW YORK, March 13. — A conflicting supply and demand situation this week gripped the feature film segment of the TV industry. While the film distributors generally were beginning to feel a slackening up of demand, there was a significant burst of new supply—in comparison to the meager pickings that became available over the past year.

Three new packages, comprising a total of 52 titles, were on their way into TV distribution. Many of them were regarded as the greatest stellar movie attractions ever to get into TV. The caliber of these pictures could conceivably break thru the tightening demand, or the whole economy could shortly change for the better and station money become looser again.

Tom O'Neil, head of General Teleradio, Inc., and the Mutual Broadcasting System, is due to begin peddling his new package of 30 star-studded feature films in another couple of weeks, according to word going around film buyer circles here this week.

Chesapeake Industries, headed by Robert R. Young, has now received two bids of 300,000 for the 10 Eagle-Lion pictures it holds and is expected to give the deal to one of the two bidders next week. Motion Pictures for

Television, Inc., was reported to have acquired 12 "Sherlock Holmes" pictures made by Universal in the 1940's.

### \$1,000,000 Loan

It was also reported this week that General Teleradio, was negotiating a \$1,000,000 loan from the Bank of America to put into the production of TV film series. O'Neil is reportedly giving the bank \$1,350,000 for four-year rights to the 30 feature pictures in the U. S. and Canada. The simultaneous production loan was regarded as the factor that swung the pictures in O'Neil's direction.

Distributors around town were still kicking themselves that they had lost out on the bank's 30 pictures, including "Body and Soul" and "Arch of Triumph," widely considered the top feature film package of the year. This was despite the growing anxiety in

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## ED SULLIVAN TO 'TOAST' RECORD INDUSTRY AGAIN

NEW YORK, March 13.—Ed Sullivan will present a "Tribute to the Disk Industry" on a forthcoming "Toast of the Town" TV show over CBS in the near future. This will mark the second such tribute to the record business by Sullivan, the first having taken place in the fall of 1952.

Sullivan this week chose Capitol publicity chief Dick Linke to organize the show for him. The executives of the Record Industry Association of America, which include all of the top companies in its ranks, offered its full co-operation to Linke in helping him obtain talent for the show.

No format or date has yet been set for the disk industry tribute, but it is understood that Linke will meet with Sullivan next week to formulate plans for the show. It is expected that key record firms will aid in providing the services of many top stars for the program.

## NBC-TV to Go All Out on Color Specs With Biggest Names

Gen. Sarnoff to Reveal Plans; GE's Show \$1,000,000; Foods', 300G

NEW YORK, March 13.—The production of super-stellar, bumper-budgeted extravaganzas this week was moving from the blueprint stage to the realm of imminent reality.

The finishing touches are being put on the initial public announcement of NBC's "Operation Spectacular," which will feature regular airings of top show business names in opulent color TV presentations, as previously reported in *The Billboard* (Feb. 13).

Board chairman Brig. Gen. David Sarnoff and NBC President Sylvester (Pat) Weaver will, within the next few days, issue to the public and to the trade this first official word of the web's plans. Meanwhile, other spectaculars,

previously in the works, were moving along with their production plans.

Biggest expenditure to date by far for a single production will be the \$1,000,000 budgeted for the Electric Companies' Diamond Jubilee Show, which may be one of the first to air in multichrome. The cost will be shared between the private utility firms and major electronics manufacturers. David O. Selznick, veteran Hollywood producer, seems slated to get the nod as the show's impresario. Top Hollywood talent is expected to participate.

Altho Selznick has not yet been firmed up, the deal is said to be at the signing stage. If it founders, Leland Hayward is the best bet to handle the show. The show is skedded for Sunday, October 24, and will air via two or more networks not yet selected. N. W. Ayer is the agency.

### Kick-Off Show

General Foods, meanwhile, has decided to budget at about \$300,000 its upcoming Richard Rodgers-Oscar Hammerstein II spectacular, celebrating the firm's 25th year of operation under this name. The 90-minute show, to air March 28 via both CBS-TV and NBC-TV, will go into the 8-9:30 p.m. time. Mary Martin now is seen likely to emcee. A round-up of top Broadway legit names will participate in the show, which will reprise excerpts from "Oklahoma!"

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## \$1,000,000 IN CLASSIC LP'S

# Record Firms Give Station 175,000 Disks Each Year

By IS HOROWITZ

NEW YORK, March 13.—Almost 175,000 classical LP's annually are being supplied radio stations by the major record companies and top independent companies in efforts to attract representation on "good music" programs. Such programs, comprising a growing segment of radio time across the country, are becoming an integral part of promotional planning for most diskeries.

The 175,000 LP's, whose worth at the retail level approaches \$1,000,000, are sent directly by the manufacturers to lists of key stations. They are furnished either free of charge or at a nominal service fee which has small relationship to their actual worth. The number of albums is added to substantially by others supplied locally by distributors, or from home offices at discount upon request.

The growing use of concert music by radio stations was docu-

mented recently in a survey run by Broadcast Music, Inc. This survey disclosed that 78 per cent of all stations now air some concert music. The average time devoted to such repertoire by these stations is 6.4 hours a week, according to the survey (The *Billboard*, February 27).

### Relative Few

Altho a growing number of stations are building classical programs, the recording companies are concentrating their attention on the relatively few which devote a considerable portion of their total time to such music. The number serviced directly varies from a low of about 25 to as many as 1,000, depending on budget and other considerations. But many stations which do not have a direct liaison with manufacturers are fed locally by distributors in their territories.

RCA Victor's present mode of radio distribution is by all counts the most ambitious among diskeries. The number of stations now subscribing to its new Red

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## COPYRIGHTS DOMINATE JUKE BOX CONVENTION

By JIM WICKMAN

CHICAGO, March 13.—Copyright problems completely dominated the fourth annual convention of Music Operators of America held this week in the Palmer House.

A record crowd of 1,995 paid the \$2 registration fee to participate in business sessions and tour the eighth-floor exhibit rooms. Starting Monday (8) and running thru Wednesday afternoon, MOA delegates:

1. Spent the major portion of their time listening to reports concerning pending legislation in

Washington which would end the juke box exemption to performance fees.

### Study Copyright Society

2. Studied two plans offered for their consideration: One proposing that music operators establish their own copyright society, another proposing that MOA form a music publishing business, itself become a member of ASCAP and BMI.

3. Re-elected George A. Miller, Oakland, Calif., to his sixth term as president, and extended Miller's term of office from two to three years.

Altho this year's exhibit was more than triple the size of any previous MOA show, none of the four major juke box manufacturers displayed their lines. Instead, MOA set up a sampling of the four lines as a kind of lounge room where footsore operators could rest their feet.

Among the 55 exhibitors were juke box companies, manufacturers of kiddie rides, cigarette and soft drink vending machines, records, needles and allied products. Interestingly enough, the largest single group of firms displaying coin-operated equipment were the vending machine companies.

Some indication of the growing importance of the music association could be gleaned from the

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## Senate and Ike Likely to Okay House Tax Bill

WASHINGTON, March 13.—A House-passed bill slicing the federal admissions tax in half will get Senate concurrence sometime during the week of March 22. The bill will get President Eisenhower's signature soon afterward unless the Senate loads the bill with too many amendments unpalatable to the administration. That's the outlook as the Senate Finance Committee prepares to stage three days of whirlwind hearings starting Monday (15).

The Council of Motion Picture Organizations will renew an effort to win tax exemption for all admissions below 50 cents. In fact, an amendment for that purpose was hopped this week by Republican Sen. Andrew F. Schoepel of Kansas, but its chance of getting Senate approval is extremely remote. Republicans voted intact against a similar amendment when the House voted this

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## BARNEY ROSS JOINS FISHER

NEW YORK, March 13.—Former world lightweight and welterweight champion Barney Ross has joined the Eddie Fisher organization to handle public relations and disk jockey and juke box operator contacts for the singer. Ross attended the Music Operators of America convention in Chicago last week.

Ross will work out of the New York office of Fisher's operation but will travel extensively to promote Fisher disks.

## Amusement Building Up

WASHINGTON, March 13.—Final figures by the Bureau of Labor statistics this week show a jump of 122.7 per cent in the value of new amusement buildings authorized last year over the previous year. The authorized construction totalled 2,066 buildings including theaters, halls, auditoriums, bathhouses, locker buildings, stadiums, amusement park buildings and pavilions. This was an increase of 437 buildings over 1952. The total valuations of the buildings for 1953 was \$75,494,000 compared to \$33,899,000 in 1952.

## Combination Set Sales Level Off

By BEN ATLAS

WASHINGTON, March 13.—Despite a specialization trend in the manufacture of phono equipment, TV and radio sets (The *Billboard*, December 19), set makers appear to have found a solid level of public demand for phono combinations. Since the start of the TV era in 1947, manufacturers have produced 7,300,000 phonograph combination sets, with radio-phonograph sets comprising 5,400,000 of this total.

An analysis of production figures from the Radio - Electronics - Television Manufacturers' Association discloses for the first time that production of radio-phonograph combinations in the last five years has averaged about 12 per cent of home set manufacture, and it appears likely that this level will continue unbroken thru 1954, in spite of increased output of ex-

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## CITY OF LOVE

# Latin Casino May Move to Friendly N. J.

PHILADELPHIA, March 13.—The Latin Casino, the city's only remaining class public club, may soon pull up stakes and settle down across the river in Camden, N. J.

The New Jersey climate is a lot friendlier to profits and laws. For example, Pennsylvania taxes make liquor costs about 12 per cent higher than in New Jersey. In addition to the federal amusement tax of 20 per cent, Pennsylvania has a 10 per cent tax, making the total 30 per cent. If the federal tax is cut to 10 per cent, as generally expected, the Jersey bite would be only 10 per cent against Pennsylvania's 20 per cent

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## NBC-TV to Shoot Works on Color Spectacular Schedule

### Gen. Sarnoff to Reveal Web's Plans; Million Dollar 'Jubilee,' R-H Show Set

Continued from page 1

homa," "South Pacific," "The King and I," "Carousel," "Allegro" and "Me and Juliet." The forthcoming NBC pronouncement will place that web squarely in the position of promoting the development of color TV via its upcoming series of spectaculars. NBC toppers have become so convinced of the need and value of the shows, that they now plan to increase the frequency of the airings from the

once-monthly originally planned, to a minimum of twice monthly, and possibly even to weekly outings.

Negotiations already are said to be under way or in preparation with some top-calibre names to serve as producers, including Selznick, Hayward, Walt Disney, Josh Logan, Sam Goldwyn, Cecil B. DeMille, Buddy Adler, Stanley Kramer, Jule Styne, and the legit production team of Feuer and Martin. Max Liebman also is likely to be deeply involved.

#### Sponsors Eager

As disclosed here previously, the NBC plan calls for pre-empting 90 minutes of time from current bankrollers for each of its extravaganzas. These sponsors will get first crack at buying into the big shows, altho outside bankrolling assistance is almost man-

datory, due to the high cost of the shows.

One sponsor known to be anxious to participate is Chrysler Motors, which recently floated a \$250,000,000 loan, of which it is eager to use a considerable amount for the desired advertising impact.

Also seen almost certain to be prominently in the picture is the Radio Corporation of America, parent firm of NBC, which has just announced active production of its color TV sets (see other story this issue). The spectaculars are seen the best possible means of promoting multichrome with the public, and RCA is eager to have its product identified with the big shows and famed performers who will be used to stimulate the sale of the expensive color receivers.

## Tele Sets Move At Brisk Pace

WASHINGTON, March 13.—Retail sales of TV sets are zipping along, undampened by color talk, according to the latest figures by the Radio-Electronics-Television Manufacturers' Association. In fact, retail sales of TV sets in January were at the highest point ever reported for that month, RETMA said this week. The sale of black-white TV sets that month in retail stores ran at 731,917 sets, a relatively small drop off from Christmas season sales of 774,856 receivers in December, and a big jump over 640,073 retail sets sold the previous January.

Meanwhile, radio receiver sales in retail outlets have run at about normal. January sales were only 5.5 per cent under Christmas season sales. This was a normal seasonal decline. Retail radio sales, excluding auto receivers, totaled 364,407 sets in January, compared with 414,721 radios sold the previous January. December retail radio sales totaled 1,456,008.

## 90-MIN. SHERWOOD PLAYS SET BY NBC

### Web Stiffens Monday Night Schedule To Combat Ratings of Rival 'Lucy' Seg

NEW YORK, March 13.—Teleplays by Pulitzer Prize playwright Robert Sherwood this week were being ticketed for presentation every fourth Monday night next season on NBC-TV. His work is expected to go into the 8-9:30 time period on that web, to make for the first 90-minute dramatic show regularly presented on video.

As previously reported (The Billboard, March 6) Sid Caesar will be slotted on Mondays 8-9, and

"The Medic," the new dramatic documentary, 9-9:30 for three weeks during the month, with Sherwood airing the fourth week. The master plan is aimed to cut "I Love Lucy," now on CBS-TV Mondays, 9-9:30, down to size. Also involved are shifting "Big Story" into 9:30-10 and the new Campbell video property a half hour later. "Big Story" and Campbell's now fill 9-10 p.m. Fridays.

An important stumbling block to these checkerboard moves is Firestone with its half hour of music 8:30-9 NBC-TV on Mondays. The advertiser takes on an importance out of proportion to his video billings because of his radio show which is on NBC-Radio. The network cannot risk losing or alienating a radio client in this day when they are so scarce and when NBC-Radio's competitive position is not as strong as it might be.

This bill proposes to extend the antitrust laws to baseball clubs owned by alcoholic beverage interests (The Billboard, March 6-13). August S. Busch, owner of the St. Louis Cardinals and director of Anheuser Busch, Inc., will be a key witness.

In another Hill action affecting TV, the Senate Juvenile Delinquency Subcommittee delayed until early next week a report scheduled to be out this week (The Billboard, March 13).

## WIFE-TV Bid for Respite Underlines UHF Hearing

WASHINGTON, March 13.—As an open Senate hearing on ultra-high TV became a certainty (The Billboard, March 13), the Federal Communications Commission began mulling over the first request made by a UHF station to go off the air temporarily to restudy its financial plight. The request came from UHF Station WIFE-TV in Dayton, O., which has been on the air since October 26, and now wants to retire but hold its CP grant until its expiration date, August 4, with the hope that by then its finances can be adjusted.

While this is the first such request from a UHF station, a similar one came last year from a VHF station in Nampa, Idaho, and which is still off the air. The latter station—KFXD-TV, Channel 6, in a town of 16,185—faces an expiration date in May. Meanwhile, there have been 45 UHF total dropouts since the freeze was lifted. During that time, there have been 11 VHF stations which have asked for unconditional cancellation of their CP's.

Preparations are gaining speed on the Hill for a full-dress look-see at UHF's plight. A hearing will be staged by the Communications Subcommittee of the Senate Interstate and Foreign Commerce Committee on a bill hopped, as foretold in these

columns, by Sen. Edwin C. Johnson (D., Colo.) to encourage UHF prospecting by establishing a multiple ownership formula of two UHF stations for every VHF station, with a ceiling of 10 stations. It is expected that hearing will be held sometime next month. Meanwhile, the topic, which dominated a closed meeting of the subcommittee with FCC commissioners last week, will come in for more attention in executive session when the subcommittee meets again with the FCC brass soon.

Elsewhere on the Hill, a hearing on another Johnson bill, originally slated for this week, was deferred until Thursday (18).

## TV COLOR SET OUTLOOK

### Next Few Months to See Most Manufacturers in Production

NEW YORK, March 15.—TV set manufacturers are winding up for the big pitch on color TV sets, which will be thrown at consumers at dizzying speed within the next few months.

Emerson Radio and Phonograph Corporation today (15) unleashed its sets-for-lease-but-not-for-sale campaign with a letter from President Benjamin Abrams to all the company's distributors.

Westinghouse, which got the jump on competitors by making its tint receivers available for immediate delivery in New York, is already turning out its rainbow receivers at such a frantic pace that it's ready to move into the Boston, Chicago and Philadelphia markets on an immediate delivery basis within the next month.

#### Only 24 Sets Sold

The firm is nonplussed, however, by its lack of sales in New

York. It has unloaded but 24 of the 250 sets placed in the hands of 50 local dealers. It attributes this poor showing to the lack of color programming. The sets retail at something over \$1,200 per.

RCA has moved up its color production timetable by three months and will start production this week on commercial models. Du Mont, however, is shaping up as the lone wolf of the industry and is maintaining a strictly hands off policy by steering clear of the current color market.

#### Emerson's Rentals

Emerson's plans, which are revealed in the letter mailed today, calls for the rental of Emerson color receivers on a month-to-month basis at \$200 for the first month and \$75 per month thereafter; or \$1,025 per year. Prices include delivery, installation and servicing of the sets. Deliveries

## EDITORIAL

### Where Others Failed

It may well be that the past week's furor surrounding Sen. Joseph R. McCarthy will be reflected in the history books of the future. However that should prove, there's no question that several conclusions of vital importance to the radio-TV industry have been driven home and should become part of every broadcaster's moral and physical operating code.

Perhaps the most important is full realization of television's fantastic power as a means of molding public opinion. Never was this more shatteringly demonstrated, even during elections, than by the response to Edward R. Murrow's now historic telecast. Where the strongest conservative newspapers such as The New York Times and The New York Herald Tribune had failed to arouse any mass public indignation over the Senator's methods of investigation, a single 30-minute TV show may well go down as the lance that pricked and completely deflated the McCarthy balloon.

Murrow's biting documentary presentation of the McCarthy technique, presented on his Tuesday night CBS-TV "See It Now" show, was the most telling evidence of just how much power can be generated by a little box plugged into an electric outlet in the home. It was Murrow's show that brought on a wave of comment which would have been deemed unthinkable prior to that broadcast.

#### Sacred Cow

If Americans had not lost their sense of humor as well as their sense of proportion over McCarthy's activities, they might have realized that they had built up something abhorrent to the American tradition—a sacred cow, almost immune from criticism. Murrow's fearless yet objective treatment of McCarthy, using the kinescope and tape recordings of the Senator's own verbiage as testimony against him, at least made fear of criticizing largely a thing of the past.

In this, another telling point may have been made to other networks and to station broadcasters. It is, simply, that when there is an important story to be told, they must take upon themselves the responsibility to tell it, otherwise TV will degenerate into an amorphous, idiot toy instead of the magnificent weapon for clarity and inspiration that it must be.

By the same token, the Murrow show makes clear the necessity for judicious use of the power that lies in the hands of TV broadcasters, for that power, unwisely or frivolously used can cause fantastic damage.

#### Question Settled

If there were still doubts about the relative impact of media, the question was settled convincingly and with finality by Murrow. What Time and Life magazines and hundreds of newspaper editorials had failed to do, Murrow achieved by splicing some film together and adding to it his own biting commentary.

Also settled is the entire question of equal time demands, which have plagued the industry for some months, but never as much as in the past few weeks. The decision in the McCarthy-Adlai Stevenson-Republican National Committee battle, with the latter group chosen over McCarthy by CBS and NBC to respond to Stevenson, is apt to set the pattern for the future. Each part is seen naming its own spokesman so that the networks do not have to deal with several individuals who feel slighted.

In all, it's been a hectic week, but an enlightening one. Too bad some lessons only are learned the hard way.

## Tony, Joni Top 'Ballroom' Poll

NEW YORK, March 13.—Tony Bennett, Joni James, the Hilltoppers and Ray Anthony took top honors in the 28th annual listener poll taken by radio Station WNEW's "Make Believe Ballroom" disk jockey show. Now emceed by Jerry Marshall, the program drew an all-time high in listener balloting, with the votes in the final day of contest alone equalling 50 per cent of the entire vote total a year ago.

In jumping into the top spot from third position in the male (Continued on page 20)

NEW YORK, March 13.—Colgate this week took an option on Monday night, 7:30-7:45 on NBC-TV. It intends to program a show of a light musical nature, probably featuring Tony Martin. The Arthur Murray show, which is currently in that time period, moves out after April 12.

## The Billboard

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

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Subscription rates payable in advance. One year, \$10 in U.S.A. and Canada. All foreign countries, \$20. Subscribers, when requesting change of address, should give old as well as new address. Published weekly. Entered as second class matter June 4, 1897, at Post Office, Cincinnati, Ohio, under act of March 3, 1879. Copyright 1954 by The Billboard Publishing Company. The Billboard also publishes Tide, the fortnightly magazine of sales and advertising trends; one year, \$6.50, and Vend, the monthly magazine of automatic merchandising; one year, \$4.

# WASHINGTON ONCE-OVER

By BEN ATLAS

WASHINGTON, March 13.—After Ed Murrow's TV documentary kicked up the fuss everybody knew it would, we wondered how many of the folks employed at the Federal Communications Commission tuned in on it and what they thought of it. So we took a sort of survey; nothing scientific like Pulse or American Research Bureau, but just an old-fashioned sampling, and even that's overstating it. Everybody we asked said they'd seen the show. Only two refused to say what they thought of it. The rest rated it from "interesting" to "tops."

## 'IKE'S' MIXED PROSE SANG THIS TIME . . .

The gesture couldn't be recorded on tape, of course, but President Eisenhower took a few elated pulls on the lobe of his left ear during this week's news conference as he began delivering one of the most significant replies ever made at the White House on the issue of political broadcast time. The question he was asked, as everybody now knows, was whether the networks were fair in denying free air time to Senator McCarthy after promising free time to the GOP National Committee to answer Adlai Stevenson. The President's answer, as he laughingly remarked right afterwards, was anything but a model of prose. But it's sure to become a standard reference guide in future controversies over political air time. Maybe the President was aware of that when he let the comments be used in direct quotes, a departure from custom. That's why we're repeating here what he said:

"I am not going to make the decisions that, of course, the Federal Communications Commission makes, and that the networks make on their own responsibility. Personally, I think that the networks have certainly discharged their responsibility for being impartial when they give to the Republican National Committee the right to answer as they see fit.

"You know, if you were to take in any speech—suppose any one of you would make a speech, whatever party you belong to, and mention 20 names on the other side: Now does the network have to give 20 different people the right to get up and answer or is it a party thing? . . .

"There must be some limit to this sort of thing, and I believe as long as they give to responsible, acknowledged heads of the organizational party—that is, the organizational part of the party, the chairman, the right to determine this, this is justice."

## THERE'LL ALWAYS BE A FUNNY MAN . . .

As is customary with national happenings, the recent shooting of five congressmen by some Puerto Rican fanatics has produced an outpouring of ballads and parodies. For whatever it's worth, here's a stanza from one that was written by Jim Silman, WTOP-TV director, to the tune of "Who's Got the Ding Dong?"

Who's got the bang bang,  
who's got the gun  
Who's got the bang bang,  
who's got the gun  
Somebody shoot and somebody  
ron

Cause somebody bod shoot the  
congressman."

Incidentally, now that we're on this subject, we may as well add the week's choicest remark on the Hill. Rep. Usher L. Burdick (R., N. D.) recounted on the House floor the other day some comic incidents connected with the

tragic episode. He told about Rep. Frank W. Boykin (D., Ala.) who, when the shooting broke out, fled toward the cloakroom shouting that he was going for his gun. When somebody asked him where the gun was, he said it was in Alabama. Congressman Burdick unintentionally dropped his funniest remark, tho, a bit later when he gallantly commented, "The bravest men in the House were the women."

## Equipment a Feature at NARTB Meet

WASHINGTON, March 13.—A batch of new equipment, including some revolutionary TV-radio developments, will make its first appearance at the 1954 convention of the National Association of Radio and Television Broadcasters and the annual Broadcaster Engineering Conference May 23-27 at the Palmer House, Chicago, according to C. E. Arney Jr., NARTB secretary-treasurer.

The main exposition hall of the hotel already has been fully assigned to heavy equipment manufacturers who will display AM, FM, UHF and VHF transmitters, standby power plants, lighting, recording, film developing and similar weighty broadcasting equipment.

Arney said the display rooms on the seventh floor of the hotel are being assigned to NARTB associate members, including film, recording and transcription producers who will display their products and services. Only NARTB associate members in good standing may participate in the exposition, according to Arney.

## 'Today' Reaching Coast Via Kine

NEW YORK, March 13.—"Today," which is now on about 50 stations, will be seen on the Pacific Coast via hot kine beginning September 26. Starting then, the two-hour morning show will be telecast in Los Angeles, San Francisco and San Diego.

Sometime next year it is expected the show will be shown in Denver and Salt Lake City.

## Earnings Rise for TV, Radio, Phono Workers

WASHINGTON, March 13.—The average weekly earnings of radio, phonograph and TV production workers rose from \$65.44 to \$67.37 during the last three months of 1953, while average weekly hours rose from 39.9 to 40.1 and average hourly earnings rose from \$1.64 to \$1.68, according to the Bureau of Labor Statistics.

The average weekly earnings of radio tube production workers was \$60.37 in October; \$59.19 in November and \$61.53 in December, while their average weekly hours for the three months were 39.2, 37.7 and 38.7 and average hourly earnings were \$1.54, \$1.57 and \$1.59.

## NBC Preps Omnibus-Type Garroway Show

NEW YORK, March 13.—NBC Radio this week, in a two-fold move, decided to program a new two-hour omnibus-type presentation around Dave Garroway and to cancel several of its sustainers. The details of the new Garroway show are being kept under wraps, but the show is likely to be one of the strongest programming efforts the web has made since "The Big Show."

For one thing, it will be slotted Sundays, 8-10 p.m., where it could damage some of the stronger CBS Radio shows; for another it is one of the four new stanzas that will be sold under the new participation plan that the NBC affiliate executive committee endorsed. Consequently, the show will be studied with names in an effort to attract sponsors, and to show some of the dissenting NBC affiliates that the participation plan will pay off for them.

To be canceled are the Sunday night "Star Playhouse," "Rocky

## NBC WEIGHS PUBLISHING PLUNGE

# Would Issue Women's Mag As Tie-In With 'Home' Show

NEW YORK, March 13.—NBC this week was preparing to carry its battle for the magazine advertiser's buck into the enemy's home ground. Web toppers this week were huddling with major publishers on a deal for support in putting out a new women's magazine titled "Home," based on the web's daytime TV show of the same name. The new publication would aim directly at the advertisers in current women's magazines via a joint TV-magazine tie-in rate.

Discussions reportedly are being held with the Henry Luce interests, publishers of Time, Life and Fortune, and the only major magazine group that does not have a women's magazine on the stands. If a deal with Luce cannot be made, NBC may discuss

## Sulds Firm Enters Closed-Circuit Video

NEW YORK, March 13.—A new firm moved into the rapidly-developing closed-circuit television industry this week with the formation of Business Television, Inc., by Irvin Sulds, one-time head of theater television for United Paramount Theaters, who resigned recently from Theater Network Television, Inc. The only two other firms operating in closed-circuit TV now are Box Office Television, Inc., and TNT.

All industrial closed-circuit TV casts to date have involved relatively large groups of people. Among the new closed-circuit services to be offered by BTI will be the establishment of facilities by which individual business executives or small groups in two different cities can observe and converse with each other on TV on regular home receivers located in hotels.

BTI is also preparing to put on large-scale sales meetings. For this purpose, it has acquired four pieces of RCA theater television equipment, which it is converting for portable use, and several additional pieces of small-screen TV projection equipment. Industrial TV cameras have also been purchased by the fledgling outfit, which will concentrate on the use of hotel facilities for closed-circuit meetings.

The entry of hotels into the closed-circuit television picture will be brought into sharp focus this coming week when the Sheraton Hotel chain Tuesday (16) will hold a six-city TV meeting in its hotels for the dual purpose of demonstrating closed-circuit hotel TV to potential commercial users and to float a new bond issue for itself. BOTV, which will produce the Tuesday TV-cast, has been signed to act as agent for the use of Sheraton facilities for closed-circuit TV meetings.

the idea with the Farrell Publishing Corporation, which publishes "The Woman," a digest magazine. And also a possibility is a deal with Woman's Day, Inc., publishers of a magazine of the same name which is distributed thru supermarkets.

NBC believes that when and if "Home" is published it should rack up a circulation of about 3,000,000, tho there are estimates which are more optimistic and which are naturally based on the kind of intensive pushing that the magazine would get on the video show. To NBC such a magazine would be a potent sales weapon because a combined advertising rate would be devised for advertisers who buy into both the magazine and the daytime show. In many cases such a magazine might be the final inducement needed to push many magazine advertisers into TV.

NBC, in addition, would get a royalty from the publisher for providing all of the material that would go into the book. The various editors of the show's departments, Poppy Cannon, Elinor

Ames, Rose Franzblau and others would head up the same departments in the magazine.

Also the proposed magazine will start as a monthly, it is not beyond the realm of possibility that it would go to a weekly if it catches on strongly. Looking further ahead, the magazine would stay in print until such time as facsimile and multi-fax become factors on the American scene. When and if that time comes, it is expected that the material on "Home" would be furnished to viewers on their machines.

The "Home" magazine is a personal project of NBC president Pat Weaver.

## Attention on Longhair at BMI Meeting

HOLLYWOOD, March 13.—First of two program clinics by Broadcast Music, Inc., was held here Wednesday (10) at the Beverly Wilshire Hotel.

Carl Haverlin, prexy of BMI, pointed to an increase in popularity of longhair music in addressing the meet. "Regardless of the type of music on radio," said Haverlin, "listeners demand that it be good and performed well."

Other speakers at the Hollywood session included Hal Davis, KVOE, Glendale, Calif.; William Kaland, WNEW, New York; Frank Burke Jr., prexy of the Southern California Broadcasters' Association; Ray Livesay, WLBH, Mattoon, Ill.; William Rea Jr., CKNW, New Westminster, B. C.; and Ruth Ashton, women's news editor of KNX, Los Angeles.

Clinic moved to San Francisco for a meet there yesterday (12).

Other BMI program clinics were conducted this week at Albuquerque, N. M. (8); Phoenix, Ariz. (9); New Orleans (10); Tucson, Ariz. (9); Austin, Tex. (8), and Jackson, Miss. (12). Radio execs speaking included: Dick Campbell, WDVA, Danville, Va.; R. C. Embrv, WITH, Baltimore; Wayne Phelps, KALG, Alamo-gordo, N. M.; Tom Wallace Jr., KTKT, Tucson, Ariz.; Paul McEvoy, KSWB, Roswell, N. M.; Dierrell Hamm, KANE, New Iberia, La.; Ray Smucker, KYUM, Yuma, Ariz.; Albert D. Johnson, KOY, Phoenix, Ariz.; Ivan Head, KVSF, Santa Fe, N. M.; Karl O. Wyler, KTSM, El Paso, Tex.; Buddy Bostick, KWTX, Waco, Tex.; William Deason, KVET, Austin, Tex.; and Roy Bacus, WBAP, Fort Worth, Tex.

Upcoming on the BMI program clinic agenda this month are meets at Columbia, S. C. (15); Winston-Salem, N. C. (17); Richmond, Va. (19), and Seattle (17).

## TV Code Meet Set for D. C.

WASHINGTON, March 13.—A re-examination of the TV broadcasting industry's code is in store when the Television Code Review Board of the National Association of Radio and Television Broadcasters meets here March 29-30.

The meeting, announced this week by review board Chairman John E. Fetzer, WKZO-TV, Kalamazoo, Mich., is expected to produce a glowing send-off for the code's principles, and few changes in the text are foreseen. A report of increased industry compliance is expected to be made. On the board with Fetzer are: J. Leonard Reinsch, WSB-TV, Atlanta, vice-chairman; Mrs. A. Scott Bullitt, KING-TV, Seattle; Walter J. Damm, WTMJ-TV, Milwaukee; and E. K. Jett, WMAR-TV, Baltimore.

## Sponsors Renew 2 Du Mont Shows

NEW YORK, March 13.—The two Stark-Layton packages on Du Mont, "Rocky King" and "Colonel Humphrey Flack," were renewed for another 13 weeks by Geritol on the former and American Chicle on both. At the same time, Benrus renewed Blair Moody's "Meet Your Congress" for 13 weeks.

## HAD YOUR TV WAVE CHECKED?

WASHINGTON, March 13.—In case you didn't know, TV and radio waves could touch off premature explosions if precautions weren't taken on this sort of thing. Don't duck for shelter, tho. Proper engineering precautions are taken in the U. S. That's why the Swedish government intends to send a safety engineer to this country to see how we do it, it was disclosed by the International Labor Organizations.

Envisioning such catastrophic prospects as snow avalanches touched off by stray TV signals, the Swedish expert hopes to get the low-down on controlling radiations before television comes to Sweden.

Selling Allentown, Bethlehem, Easton  
**WLEV-TV**  
Bethlehem, Pa.

the  
only single  
medium  
reaching the  
entire



Steinman Station



Represented by  
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New York      This One  
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## FELLOWS' ADV. TALKS

## 'Stress Ethics Vs. Shyster Method'

WASHINGTON, March 13.—Harold E. Fellows, president of the National Association of Radio and Television Broadcasters, in a trio of speeches this week warned against cut-throat destructive methods in competitive advertising and suggested that instead the emphasis should go to improvement of ethics. Fellows spoke this weekend before the Seattle Chamber of Commerce, the Portland Rotary Club and the Advertising Club of San Francisco.

"There's not enough advertising today," Fellows declared, adding that "this may come as a shocking commentary" in view of the vastly increased number of radio stations, TV stations, newspapers and outdoor billboards. "Time and circumstance have proven that there is a capacity of business to support these various media, and indeed to contribute to their growing prosperity," he said. "Time and circumstance have proven that the people of the nation, thru the product of economic growth, themselves have more time for devotion to the various media of entertainment and information."

"It is thus that one sometimes looks with a jaundiced eye at those statements which would indicate the gradual dissolution of one medium because of the rise in prominence of another. You and I have heard many dire predictions of the effect of television upon other media, upon advertising generally, and more important, upon the general welfare of the people."

Declaring that all forms of advertising are interrelated, Fellows described this as a "compensatory" relationship "that has suffered some unfortunate wounds recently because of those shortsighted few who, in their efforts

to sell one advertiser, would be willing to sell out all advertising."

"The prosperity we enjoy will not abide with those who sell their medium or their service by depreciating the effectiveness of the competition. I don't believe that an advertising salesman should do a soft-shoe dance with his competitor every time he meets him on the street, but he should at least respect him sufficiently to acknowledge that he, too, perhaps deserves to make an honest living."

"The greatest single peril to free media in this nation is not the loss of popular faith in them, but the loss of popular faith in the advertising which supports them. As businessmen and media men we can contribute to such loss of faith in advertising by taking the tack that the competition is no good, which immediately arouses suspicion about our own innate worth; or by juggling prices at the lifting of an eyebrow, which immediately conjures hopeful visions of just how far one might go under duress."

## 3 Sponsors Buy 'Morning'

NEW YORK, March 13.—CBS-TV this week wrapped up the first three sponsors of its new early morning video vehicle, "The Morning Show." They are Continental Motors, which bought three participations; Kiplinger's Washington Newsletter, which bought one, and Quip, a pressurized whip cream which purchased 13.

This is the first time that Continental Motors has bought network time. Kiplinger, however, is a video success story created by "Today," the rival morning show on NBC-TV.

## Dow Seeks More Television Time

NEW YORK, March 13.—Dow Chemical execs this week were in town shopping for more TV time. The makers of a paper wrap are extremely satisfied with the sales results achieved on their three TV shows—"Today," "Kate Smith" and "Your Show of Shows"—mainly thru participations.

Last season, of course, was Dow's first on network TV. It began its TV advertising slowly, but once results began to show, it expanded into other programs. The probability is that Dow may become even more ambitious during 1954-'55 and go for an alternate-week half-hour stanza. McManus, John & Adams is the agency.

## Talent Notes on Air and Screen

Felix Popper, Viennese-American conductor, has been appointed assistant conductor of the NBC "Television Opera Theater." . . . Luis Van Rooten, radio-TV actor, has been signed by Guild Films Company, Inc., to play the role of Knobby Walsh in the "Joe Palooka" TV film series. . . . Diana Lynn, Fay Bainter, Phil Carey and Ellen Corby head the cast of Screen Gems' "The Unlocked Door" for Ford Theater.

Walter Woolf King, baritone operetta star of 20 years ago, will debut in a show of his own via WABD, New York. . . . Ballet dancer Oolan Farley will have her new ballet filmed for presentation on television. . . . Goodwill Industries of New York presented Jane Froman with its annual award to an "outstanding person who has overcome a severe handicap." . . . Barbara Gibson, American coloratura soprano, will make a last appearance on "The Telephone Hour" March 22, before leaving for a tour of Germany.

Oivon Fjeldstad, musical director of the Norwegian Broadcasting System, will make his American debut as conductor of the CBS Radio orchestra on March 21. . . . Joan Roberts, "Oklahoma!" gal, will appear on Maggi McNellis' show on March 19 to plug her new book, "Never Alone." . . . Freddie Bartholomew, WPIX, New York, director, will be one of the featured guest speakers at the April conference of the Institute for Education at Ohio State.

Rex Marshall, TV announcer, will head the list of speakers at the Radio-TV Workshop of the Presbyterian Synod of New Jersey. . . . Henry Fonda and John Kerr, actors, will appear on a forthcoming U.S. Treasury department radio show, "Guest Star," produced by Gotham Recording Corporation. . . . Jack Webb, "Dragnet" star, will help present the "Oscars" at the 26th annual motion picture Academy Awards ceremony on March 25.

## Underwater TV Camera

WASHINGTON, March 13.—A new underwater TV pickup camera which can be operated by remote control has been perfected, the Commerce Department said this week. Photographic records are made from a TV screen located on shipboard near the camera control apparatus, by either movie or still camera. The "remote eye" TV system has already been used at depths to 100 feet.

## WGN-TV Goes Western

CHICAGO, March 13.—The swing toward Western music continued here this week with the 52-week signing of one of the most expensive local packages yet. WGN-TV will carry a Saturday morning remote from the First Federal Savings and Loan Association lobby, where a Western motif is used to lure kids. It will be called F Bar F Ranch, with the Arkansas Woodchopper featured.

## AFM Wins Court Order Okaying WOR Pickets

NEW YORK, March 13.—Local 802 of the American Federation of Musicians won a court round over WOR this week and, as a result, promptly resumed its picketing of the station.

The dispute, which stems from WOR's refusal to continue to employ a permanent staff of musicians, will be heard anew by a federal mediator this coming Friday (19).

The court decision, handed down Thursday (11) in New York Supreme Court by Justice Ernest Hammer, invalidated the court's previous temporary action barring the union from picketing the sta-

tion. Local 802 began picketing when the station fired its staff of 40 musicians after expiration of its contract with the union.

WOR maintains that it doesn't need and cannot afford the services of staff musicians which, it claims, cost the station about \$400,000 a year. It is seeking the right to hire musicians on a per-program basis when and if they are needed. The union, in its pamphlets, alleges WOR is attempting to speed up "its policy of replacing live musical with mechanical music and eventually to do away with live music altogether."

Justice Hammer, in rendering his verdict in favor of the union, stated that the issues involved in this dispute are "of great interest not alone to the broadcasting industry and to musicians but also involves the public." He recommended that "negotiation in a mutually tolerant and sensible (Continued on page 19)

## Lamb Given Chance To Answer Red Rap

WASHINGTON, March 13.—The Federal Communications Commission notified Edward Lamb, owner of Station WICU-TV, Erie, Pa., in a letter this week (11) that he will be given an opportunity to reply to charges in FCC hands that Lamb was a Communist party member for a number of years and for that reason was not qualified to be a broadcast licensee.

The Commission's letter, set off by Lamb's application for renewal of the license for WICU-TV, gave him 30 days to send his reply on the basis of which the FCC will determine whether the renewal application can be granted without a hearing or whether a hearing will be necessary.

This action was decided upon by Commissioners Rosel Hyde, Edward Webster, George Sterling, Freda Henock, Robert Bartley, John Doerfer, and Robert E. Lee. The letter to Lamb referred to an affidavit he made during hearings in February 1948 that "he is not a member of and does not support any organization that believes in or teaches the overthrow of the United States government by force or by any illegal or unconstitutional methods."

## WE to Drop Patent Charges Vs. Zenith

CHICAGO, March 13.—The Western Electric Company intends to drop several more of its patent charges against Zenith Radio Corporation, according to a statement by its attorneys to United States District Judge Paul Leahy in Wilmington, Del., it was reported by Zenith officials this week.

Western Electric had previously dropped five out of a total of 15 patents asserted by that company against Zenith in a Delaware suit. In dropping these patents, Western Electric will be following the course of RCA, Zenith officials said. RCA has already dropped 28 out of the 39 patents which it charged Zenith with infringing in the Delaware suit.

## Restless People, Revolving Doors

Louis B. Ames, program manager of WPIX, New York has resigned effective March 15.

Sylvester (Pat) Weaver, NBC chief, will be the guest of honor at the United Jewish Appeal's industry-wide luncheon on May 6.

A. L. Hollander Jr., manager of Du Mont's program operation, will direct the new Operations department, an autonomous unit of the net. . . . Matthew J. Culligan, "Today" sales staffer, has been upped to sales supervisor of the "Today-Home" unit. . . . Richard V. Aydelotte, acting program director of radio station WDEL, Wilmington, Del., has been appointed program director.

Barnes Compton Jr., formerly with Crosley Broadcasting Corporation, has joined NBC Spot Sales as a TV account exec in New York. . . . Robert S. Smith has left his post as director of musical programming at NBC to join radio station WINS, New York, as program manager. . . . Phil Dean, recently resigned as WNBC-WNBT, New York, publicity director, and Burt Schultz, formerly of Benton & Bowles, have formed a new public relations and publicity firm with offices at 28 West 44th Street, New York.

Kenneth P. Torgerson, formerly associated with Benton & Bowles, has joined Dancer - Fitzgerald-Sample, Inc., as an associate media director. . . . Syemour Mintz, CBS-Columbia prexy, has been elected as a member of the board of directors of Columbia Broadcasting System, Inc. . . . Sam M. Ballard, veepee of Geyer Advertising, has been elected to the agency's board of directors. . . . Tony Moe, account exec at KNXT, Hollywood, has been appointed manager of the Detroit office of CBS TV Spot Sales. . . . William Kendall Clarke, playwright, has joined Kagan Corporation, as script editor for its properties.

Ted Cott, NBC veepee, will again serve as co-ordinator of United Cerebral Palsy's participation in the opening night performance of Ringling Brothers and Barnum & Bailey Circus at Madison Square Garden. . . . George C. Stevens has been promoted to sales manager of WNBC, New York. . . . Bill Crawford, formerly sales manager of WOR, New York, has been named sales director of WATV, Newark, N. H. . . . H. S. (Sid) Ward, veepee of Young & Rubicam, Inc., will retire from the agency business on April 1.

Winston Jolly, traffic manager and supervisor of announcers at WGN, Chicago, has been upped to assistant program director.

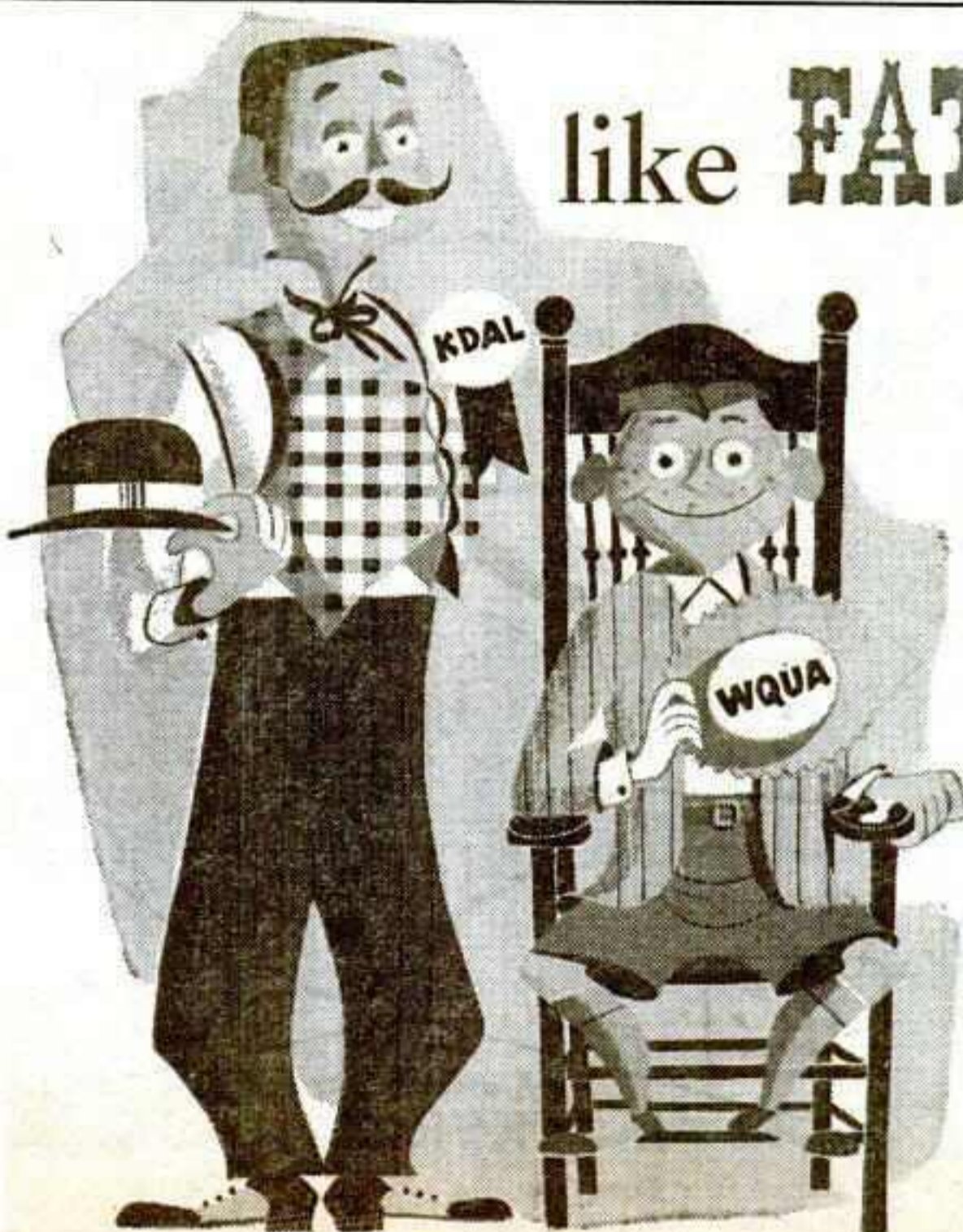
Pierre Crenesse, director of the French Broadcasting System in North America, will be winging his way to New Orleans on March 16 to attend the special "Salute to Marseilles" concert. . . . Richard P. Doherty, former veepee of the National Association of Radio and Television Broadcasters, is establishing his own Management Advisory Company. . . . Dorothy Cotton, formerly fashion advertising specialist in Baltimore, has been appointed director of women's programs for WHEC-AM and TV in Rochester, N. Y.

William B. Campbell, of New York, has been named engineering assistant to Commissioner Robert E. Lee of the Federal Communications Commission.

## FCC Issues 3 TV Grants

WASHINGTON, March 13.—The Federal Communications Commission this week issued three TV grants, including one for the first TV stations in Vermont, bringing total authorizations to 661, of which 553 are post-freeze grants, including 29 non-commercial, educational grants. With 56 grants canceled, outstanding authorizations now number 605.

This week's grants went to the WCAX Broadcasting Corp., Channel 3, Montpelier, Vt.; Community Radio Corp., Channel 10, Grand Forks, N. D., and Valley Telecasting Co., Channel 5, Green Bay, Wis. In making a grant to WCAX, the FCC denied a competing application of Colonial Television, Inc.



like **FATHER** like **SON**...

...of course,  
*We're Proud We Won!*

**KDAL, DULUTH** . . . for the 3rd consecutive year, **FIRST PLACE** for Sales Promotion in 5-20 KW field . . . . . Billboard's 16th annual promotion competition, Hefty Hoopers and Socko sales prove that KDAL promotion pays off handsomely.

**WQUA, KDAL associate in Moline, Ill.,** **FIRST PLACE** IN AUDIENCE AND SALES PROMOTION in 250-1000 Watt field . . . . . Billboard's 16th annual promotion competition . . . Eight years young and already achieving prominence through heads-up. KDAL-type promotion.

**ANNOUNCING** . . . . . Our new family addition — **KDAL-TV** — On the Air! Ask Avery-Knodel about KDAL and KDAL-TV Sales Promotion.

## MCA-TV Gets 2d Run Rights To 'Crime' Bloc

NEW YORK, March 13.—MCA-TV this week acquired the right to sell "Man Against Crime" second run, and immediately picked up sizable sales in five major markets. MCA-TV has been syndicating the show since last spring, but only to markets in which it is not booked by the national sponsor, R. J. Reynolds. Since Reynolds itself double-books the show in New York (it's on both Du Mont here and WNBT-TV) MCA-TV is blocked from a sale here. Its present contract prohibits third run sales.

Reynolds sponsors the show on NBC-TV and 10 stations of Du Mont. Since its New York rating on Du Mont has not held up, the sponsor is expected to place the entire line-up on NBC-TV when the Du Mont contract expires. It will then probably continue to double-book the show here, on WOR-TV's "Double Exposure" plan, if it is still available.

The syndication title of the show, which stars Ralph Bellamy, is "Follow That Man." Over 80 segments are available, but MCA-TV is expected to confine its distribution to 52 for the time being.

## American Film Product Sold To G. Britain

NEW YORK, March 13.—What are believed to be the first sales of American TV film shows to the British Broadcasting Corporation have been consummated in the past couple of weeks by MCA-TV and CBS-TV Film Sales, Inc.

The former sold 26 segments each of "I'm the Law" and "Famous Playhouse." The latter sold "Amos 'n' Andy" and "Range Rider." The sales grew out of a visit by a BBC topper to New York earlier in the year.

Aside from the barrier of taste differences, sales of film shows to the BBC have been stymied by the monetary restrictions laid down in the Motion Picture Export Association's agreement with British picture interests. In the present instance, MCA is expected to leave its take in England for disposal by its own British branch.

## New Producer For 'Palooka'

NEW YORK, March 13.—"The Joe Palooka Story" racked up four big-city sales and underwent key personnel changes this week.

After completion of the first 13 segments, Guild Films has named Luis Van Rooten to replace Sid Tomack in the role of Knobby Walsh. At the same time, with the shooting of the new bloc beginning on the Republic lot in Hollywood, William Berke was named producer-director, replacing Richard Bare.

## KTTV Makes 4 Telepix Buys; Scheduled for Spring Airing

HOLLYWOOD, March 13.—Independent station KTTV this week continued its stepped-up telefilm activity with the purchase of four video film series. Latest acquisition is "Secret File, U.S.A.," starring Robert Alda. Its purchase followed closely the nabbing of "The Playhouse," "Stories of the Century" and the initial buying of "The Lone Wolf."

"Secret File," a semi-documentary series dealing with exploits of American intelligence during World War II and later, was obtained from Official Films, Inc. Richard A. Moore, vice-president and general manager, repped the station in all purchases, Herman Rush, vice-president of Official, and T. J. Conradine and Associates represented the distributor.

## COOL NOTE FOR HOT VIOLINIST

NEW YORK, March 13.—Violinist Florian ZaBach, who was set this week for a new 30-minute film series via Guild Films (see other story), apparently has some fans in high places. ZaBach received a letter on White House stationery after his appearance on the Jackie Gleason show last week, stating that "Chapter 72 of the Federated Florian Clubs" had 100 per cent attendance to watch his performance. ZaBach's latest Decca LP album will be played at the group's next meeting, according to Jack Carr, who signed the note as "recording secretary."

## MPTV Names 2 New Ass't Gen. Managers

NEW YORK, March 13.—Two assistant general managers were this week appointed to the feature division of Motion Pictures for Television, Inc. to back up veepee in charge Erwin Ezzes.

As a general sales aide to Ezzes, MPTV hired Dick Merros, producer of the motion picture, "Inner Sanctum," among others, and formerly with Commerce International, maker of 3-D glasses.

At the same time, MPTV named Herb Richek as assistant general manager to supervise the physical operation of its eight branch offices. Richek was formerly MPTV's head booker, a job that is being taken over by Herman Katz, who will continue to double as head of the film department.

The creation of Richek's new post is said to have been necessitated by the enormous amount of film handling done by each of the company's offices. It is estimated that each MPTV office ships in one month what a comparable motion picture exchange ships in four. The Chicago office, for instance, is said to send out an average of 4,000 prints a month.

MPTV's feature sales staff, including Ezzes, now totals 17.

## ZaBach Set for Music Series by Guild Films

NEW YORK, March 13.—Guild Films this week moved to follow up its success with the Liberace show by signing a contract with violinist Florian ZaBach for a new 30-minute musical film series, to be lensed for fall release. The series will be directed by Duke Goldstone, who also directs the Liberace show.

Guild chief Reub Kaufman said that the firm would shoot the works in providing the ZaBach series with all the techniques and fresh approaches which helped make the Liberace series the

# Demand on TV Feature Film Slackens; Supply Increases

### Teleradio, MPTV, Chesapeake Pix May Break Thru Tightening Market

• Continued from page 1

many quarters that the feature film market in general is showing signs of tightening up.

The primary cause of concern is the general economic recession, which, it is expected, will make stations more and more reluctant to part with money to get film. At the same time, it is believed that stations have pretty much learned to get along with the feature films that have so far been available.

#### Another Factor

Still another factor is the steadily increasing use of half-hour dramas by the spot advertisers. Many such films are available for unlimited runs or minimum prices from such distributors as United Television Programs, MCA-TV and ZIV-TV.

Distributors report that some stations now are beginning to ask for credit extensions on their feature film buys. It is further reported from many quarters that several respectable catalogs are being sold at rock-bottom prices.

Perhaps another symptom of the situation is the fact that two of the newest packages to date,

the "Fortune Features" and the "Vitapix Feature Theater," have still not landed a New York sale. Practically every New York station has recently made a deal for an established catalog that substantially fills its feature film programming schedule for the time being.

#### Star Material

In the face of this situation, key distributors have been saying for some time that the only kind of product they are really interested in acquiring is star material, which is what O'Neil now has. Such stars and titles, it is said, sell themselves whatever the conditions. But the kind of deal O'Neil has made is regarded as a hazardous one for the average distributor.

Aside from the loan, O'Neil is concomitantly making, he is shelling out \$45,000 per title for the package. Adding to this 25 per cent distribution costs, he will have to gross \$60,000 per picture to break even. And it is said that in view of the dynamic and ever-changing nature of TV, he had better make it in two years

rather than the four for which he has the rights.

Few pictures have ever grossed as much as \$60,000 in TV.

#### Prestige Blow-Off

But O'Neil's situation is considerably different from that of the average distributor already in the business. It is widely believed that if O'Neil merely breaks even on the features, he will have made an advantageous deal since it will enable him to launch his own film distribution operation with a prestige blow-off. It is now regarded as certain that O'Neil will set up his own distribution subsidiary, the details of personnel and organization were still not revealed. O'Neil himself was still down in Palm Beach, Fla., this week.

As far as the New York market is concerned, it is considered likely that the 30 pictures will be booked into General Teleradio's own WOR-TV. It is expected that the films will be programed in accordance with the station's "multiple exposure" pattern in prime evening time. These pictures are deemed more alluring sponsor bait than the live material that the station is now so using.

It could not be learned this week which were the two distributors that had met the minimum price asked for the 10 Chesapeake pictures. But spokesmen for both Unity Television and MPTV denied that they were bidding. Chesapeake, which, in its asking on the package earlier this year had received a top bid of only \$275,000, is expected to accept the offer which contains the better ancillary terms.

The 10 pictures, all of which are first-run for TV, are "Tulsa," "The Big Cat," "Trapped," "Port of New York," "Man From Texas," "Mickey," "Black Book," "Lost Honeymoon," "The Spiritu- alist" and "Down Memory Lane."

Two British pictures, "The Long Dark Hall" and "French Without Tears," which were originally part of this group, are reportedly being offered separately.

The "Sherlock Holmes" pictures that MPTV is said to be acquiring star Basil Rathbone and Nigel Bruce. Ironically, MPTV was at one time considering a half-hour "Sherlock Holmes" series for production by Sheldon Reynolds and distribution by its own Film Syndication Division.

## PIC PRICE CUT

### Agri. Dept. Slices Pkge. Service Cost

WASHINGTON, March 13.—The Department of Agriculture has cut material costs of its current TV package service to about one-third that of motion pictures and hopes eventually to drop it to about 5 cents a package, according to Kenneth M. Gopen, chief of the department's radio-television service.

The savings are the result of five years of experimentation with some 1,500 visual aids. Instead of spending time on proving the great impact of TV, department research effort was channeled into finding better methods of presentation, Gopen said.

The outcome is a series of weekly packaged TV shows running from three to six minutes and consisting of various combinations of silent film, slides, still pictures, live visuals, artwork, and suggested scripts for live narration. These packages, which "provide all the local man needs to put the script on the air," now are being sent to 85 TV stations which reach rural populations.

The major cost-cutting in these packages has been achieved by mass producing copies of photographs and artwork by offset printing, Gopen said. He added that the department is starting to use slide films in place of slides in an effort to reduce package material costs even more.

## SG Tests to Find Best Color Stock

NEW YORK, March 13.—Screen Gems next week will undertake a series of color film tests designed to answer one of the most important questions facing advertisers and commercial film producers today. The question: which of the color film stocks now available is most suitable for color TV.

Screen Gems' commercial production unit in New York, headed by Peter Keene, has been commissioned by the American Tobacco Company to produce a series of new experimental color commercials for Pall Mall cigarettes. Shooting, which starts

Tuesday (16) at the Zenith Studios, will see a series of finished spot commercials being lensed in three different color processes—Eastman, Technicolor and Kodachrome.

Each commercial will be shot three times, once in each of the color stocks being tested, with all the production factors kept the same. The finished products will be screened via NBC's closed circuit color TV system.

Screen Gems, in addition to the Pall Mall sponsored tests, will put numerous other commercial products before the color cameras for similar—but smaller scale—tests at its own expense.

The company, which is importing rented Technicolor equipment from the Coast for these tests, is also understood to be shooting color film commercials for Blatz Beer. Its only color filming to date has been some footage it turned out for Lucky Strike cigarettes.

Screen Gem tests follow similar experiments just completed by RKO Pathe, which is currently stepping up its color film production activity. The firm has just completed a 30-minute industrial color film for National Steel and will soon begin shooting in tint for TWA.

## WCBS-TV Buys Catalog Of 58 Films

NEW YORK, March 13.—WCBS-TV here this week bought a combined catalog of 58 films from two distributors. From Official Films, distributing for Lippert Pictures, it purchased 32 features; from Hollywood Television Service, the Republic distribution subsidiary, 26 pictures were bought.

The Republic Pictures will be able to be telecast by April 1, but of the 32 Lippert films, only five will be available April 1, and the presentation of the rest will be staggered as they become ready for video presentation. Some have not even been shown in theaters.

The pictures feature such names as George Brent, Cesar Romero, Audrey Totter, Ethel Barrymore and Dennis O'Keefe. The combined buy is the largest package of films purchased by WCBS-TV since it bought 100 features from Republic more than a year ago.

## RUMOR DEPT.

### 3 Distribs Deny Firms Being Sold

NEW YORK, March 13.—Recurring talk of sell-outs of top TV film distributors were circulating in the gossip columns and the trade over the past two weeks. All have met with firm and categorical denials.

Jack O'Brien, Journal-American radio-TV columnist, has reported that Matty Fox was selling out Motion Pictures for Television, Inc. A top veepee of MPTV declared, "There's not a shade of truth in it." Leonard Lyons, New York Herald Tribune columnist, (Continued on page 9)

**STUDIO CITY TV PRODUCTIONS, INC.**  
*Presents*  
**NEW** EXCITING ENTERTAINMENT!



MORTON W. SCOTT, *President*  
 STUDIO CITY TV PRODUCTIONS, INC.



**MATT CLARK**

**Railroad Detective**  
 played by JIM DAVIS

*One of America's Most Popular Screen Stars*

**NOW COMPLETED!**

**GERONIMO**  
*starring*  
 JIM DAVIS • MARY CASTLE  
 CHIEF YOWLACHIE  
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**NOW COMPLETED!**

**QUANTRILL and his RAIDERS**  
*starring*  
 JIM DAVIS • MARY CASTLE  
 BRUCE BENNETT  
 LYLE TALBOT • RIC ROMAN

**NOW COMPLETED!**

**The DALTON GANG**  
*starring*  
 JIM DAVIS • MARY CASTLE  
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**The YOUNGER BROTHERS**  
*starring*  
 JIM DAVIS • MARY CASTLE  
 GEORGE WALLACE • GREGORY WALCOTT  
 LOUISE BEAVERS

**NOW COMPLETED!**

**BELLE STARR**  
*starring*  
 JIM DAVIS • MARY CASTLE  
 MARIE WINDSOR • RIC ROMAN  
 STUART RANDALL

**NOW COMPLETED!**

**SAM BASS**  
*starring*  
 JIM DAVIS • MARY CASTLE  
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**NOW COMPLETED!**

**DOC HOLLIDAY**  
*starring*  
 JIM DAVIS • MARY CASTLE  
 KIM SPALDING • FRANK RICHARDS  
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**BASED ON OFFICIAL NEWSPAPER FILES AND RECORDS**

**STUDIO CITY TV** in Production Every Week at the

# 52 THRILLING TV Stories of the Century

1/2 Hour Subjects Produced Expressly For TV AUDIENCES!

**NOW COMPLETED!**  
**BILLY the KID**  
 starring  
 JIM DAVIS - MARY CASTLE  
 RICHARD JAECKEL - RICHARD TRAVIS  
 RICHARD "BUZZ" HENRY

**NOW COMPLETED!**  
**CATTLE KATE**  
 starring  
 JIM DAVIS - MARY CASTLE  
 JEAN PARKER - JAMES SEAY  
 FRANCIS McDONALD

**NOW COMPLETED!**  
**JOAQUIN MURIETTA**  
 starring  
 JIM DAVIS - MARY CASTLE  
 RICK JASON - CHARLITA  
 BOB ANDERSON

**NOW COMPLETED!**  
**FRANK and JESSE JAMES**  
 starring  
 JIM DAVIS - MARY CASTLE  
 LEE VAN CLEEF  
 RICHARD TRAVIS - TYLER MacDUFF

**NOW COMPLETED!**  
**JOHNNY RINGO**  
 starring  
 JIM DAVIS - MARY CASTLE  
 DONALD CURTIS - EMLIN DAVIES  
 LEE ROBERTS

**NOW COMPLETED!**  
**JOHN WESLEY HARDIN**  
 starring  
 JIM DAVIS - MARY CASTLE  
 RICHARD WEBB - HOWARD J. NEGLEY  
 ROBERT KARNES



**FRANKIE ADAMS**  
 Matt's Undercover Agent  
 played by  
**MARY CASTLE**

*Exclusive*  
**SALES AGENTS**  
**HOLLYWOOD TELEVISION SERVICE, Inc.**

**32 BRANCH OFFICES**

**HOME OFFICE:**

4020 Carpenter Avenue, North Hollywood, Calif.  
 Telephone SUNset 3-8807

**World-Famous Republic Studios in Hollywood, California**





COLOR FILM PROCESSES

FPA Sees Various Types in Showing

NEW YORK, March 13.—Producers of TV film commercials need have little fear about the job the color TV system, even as developed so far, will do on their color blurs. This was vividly demonstrated by the NBC-TV color team in a closed-circuit airing before 100-plus members of the Film Producers' Association here Wednesday (10).

NO PIC BUYS

Unless Station Is Protected From Overlap

DETROIT, March 13.—James Riddle, president of WXYZ-TV, this week reiterated his statement of protection policy which he made last July in a letter to TV film distributors which stated that they may not sell any of their shows on WXYZ-TV to any other station within their coverage area, including those in Pontiac, Mich.; Windsor, Ont., and Ann Arbor, Mich.

seven sequences illustrating the several different color film processes and combination of them. This was followed by about 30 minutes of color slides and films gathered by NBC.

FPA Experiments Oddly enough, very little of the FPA material was really "color critical." While the effect of all seven sequences was good, they contained virtually nothing to indicate color fidelity or the enhanced values derivable from color. They all registered relatively as well in black-and-white.

The NBC-selected film was a more vital demonstration. It contained a lot of flower-foilage, shot in daylight Kodachrome. On the color screen this was beautiful; in black and white it was practically meaningless.

All the film shown was transmitted on a 16mm. continuous pull-down projector with a flying spur scanner. There were several sequences of 35mm. Eastman negative reduced, and all were generally good. The reduction of Eastman negative, it had been widely claimed, has been a sore spot because of excessive graininess in the 16mm. print stock. But a spokesman for NBC said they'd reduced a great deal of such stock with no extraordinary difficulty.

Question Forum After the screening, the NBC color team, consisting of Barry Wood, Robert Shelby and Stan Parlan, offered to answer any questions put to them. The producers stood mutely around, hats in hands. The trade press crowded in and shot a few questions at Shelby, who is director of NBC's color TV systems development project. The alarm that has been expressed by some producers about how their color film will go on TV was not heard at this meeting, unless it was being whispered in the corners.

The NBC boys revealed that to date they have held 22 closed-circuit color film clinics for ad agencies, at which time they screened the same footage they provided here, as well as test shots provided by individual producers. The only other color film transmissions have been on the coast-to-coast closed circuit of last December and the "Camel News Caravan" of earlier this month. They also revealed that they intend to experiment with all transmission systems and expect to have a 35mm. color film projector working in the near future. Gene Plotnik.

Nationally Spot-Booked Films and American Research Bureau Ratings

This is a monthly feature which appears in The Billboard's TV Film Department listing the latest city-by-city ratings of TV film series which are nationally spot-booked by their sponsors and which are not available at present on a syndication basis. The ratings are based on findings of the American Research Bureau and cover those cities now being surveyed.

Table with columns: Sponsor & Show, Station, Day, Time, Jan. ARB Rating. Includes entries for The Coca-Cola Company (KIT CARSON) and Hawley and Hoops Company (M & M Candy).

Table with columns: Sponsor & Show, Station, Day, Time, Jan. ARB Rating. Includes entries for Johnny Jupiter and The Kellogg Company (WILD BILL HICKOK).

Table with columns: Sponsor & Show, Station, Day, Time, Jan. ARB Rating. Includes entries for The Kellogg Company (SUPERMAN) and Pacific Coast Borax Company (DEATH VALLEY DAYS).

Table with columns: Sponsor & Show, Station, Day, Time, Jan. ARB Rating. Includes entries for Wander Company (Ovaline) and Captain Midnight.

STREIBERT TALK

Reports Big TV Strides By IA Abroad

WASHINGTON, March 13.—Theodore Streibert, director of the U. S. Information Agency, in a speech prepared for delivery in New York Tuesday morning (16), reported vast progress in the agency's TV operations abroad bulwarked by program material from the domestic TV broadcasting industry.

Declaring that "we are getting into television activities," Streibert said: "Outside the United States there are now some three million TV sets in Europe, Latin America and the Far East, with an estimated audience of around 30 million. To reach these audiences, we are furnishing documentary and news programs produced by our domestic television industry."

MAY CREATE PATTERN

Paramount to Put TV Film Into Theatrical Distribution

NEW YORK, March 13.—Paramount Pictures was readying a move this spring that is considered to have great significance to both the TV and the film industry. The film major is putting a TV film property into theatrical distribution, and should the results be satisfactory, creating a pattern that could have wide ramifications in broadening the practice.

Paramount is releasing a group of six half-hour films which it produced expressly for TV thru its short subjects division into the nation's theaters during April and May. Several years ago, when the film firm's TV department was still functioning, Harry and Lee Danziger produced these pictures in England. They were financed by Paramount and were based on cases in the Scotland Yard files.

Paramount then tried to find advertisers who would sponsor them on networks thru William Morris, which took up the job of representing it after Paramount's TV department was closed. Because only six films are in the package, they would be hard to syndicate unless combined with another package of seven films. Narration Added

Consequently, Paramount has added a narration by Paul Douglas, has brushed up the films, and

is hoping it can recoup its investment via theatrical distribution. After they are run out in theaters, Paramount most probably will use them on its TV station, KTLA, Hollywood. It will then try to sell the films to a TV distributor who can use them.

Paramount, as one of the major film companies, is seen to be in a position to get good distribution for these half-hour films. It has had and will have the kind of feature attractions that many theaters want because they roll up good grosses.

And since many of these houses have gone to single features, they can use short subjects, especially those which can be sold as cheaply as the Paramount series will be retailed.

If It Succeeds... Should the Paramount experiment succeed, and there is every likelihood that it will, more theaters may be interested in buying series already on TV but which have not played on TV stations in their localities.

Beyond these factors, the move underlines the fact that film companies are in a wonderful position to create film packages for TV consumption without taking any risk. They can make pilot films for series, throw them on the market, and should they find themselves unable to sell them,

put them into theaters to recoup their investments.

This, of course, is in effect what Paramount is doing. Other theatrical film companies interested in TV, such as Republic Pictures, RKO-Pathé and Allied Artists, are very much aware of the Paramount experiment.

Rumor Dept.

Continued from page 5

York Post columnist, printed the "MCA buying Ziv-TV for \$4,000,000" rumor. The Billboard printed a denial of this from John Sinn, president of Ziv, several months ago. Sinn was on the West Coast this week, but spokesmen for Ziv here again pooh-poohed it.

And again the rumor was around that Unity Television was being sold. Arche Meyers, president of Unity, stated flatly that the firm is not for sale—barring a fantastic offer.

Advertisement for The Billboard subscription. Includes a coupon with fields for Name, Address, City, State, and Occupation. Text: "It is ridiculous to try to run an up-to-the minute radio station without the aid of The Billboard." Price: \$3.00 on single copy price.



# inner sanctum...

**opens the door to higher ratings  
for TV stations everywhere**

Smart local and regional advertisers in 71 markets have bought "INNER SANCTUM." First reports for this exciting new series already show its audience pulling power. *In every case where information is available,*

*"INNER SANCTUM" has drawn a higher rating than the program in that time period before. For proof, look at the figures for these big, competitive markets!*

ARB ratings for the "INNER SANCTUM" time period,  
before and after start of the program.

MARKET	STATION	TIME	MONTH BEFORE "INNER SANCTUM"	CURRENT, WITH "INNER SANCTUM"
Chicago	WNBQ	Sat. 10:00	14.4 (Dec.)	20.8 (Feb.)
Houston	KGUL	Thurs. 10:00	7.8 (Oct.)	15.7 (Jan.)
Los Angeles	KTTV	Sat. 9:00	6.4 (Dec.)	9.3 (Feb.)
Milwaukee	WCAN (UHF)	Thurs. 8:30	2.1 (Dec.)	7.5 (Jan.)
Pittsburgh	WDTV	Wed. 9:00	31.1 (Oct.)	40.6 (Jan.)

*And ratings for the rest of the 39 thrilling half-hour episodes will be much higher, as soon as the public gets to know about the show.*

With "INNER SANCTUM," NBC FILM DIVISION again proves its leadership in Syndicated TV. It has one basic commodity: the finest show you can buy on film—from quarter or half hour series to feature pictures new to TV. For top production, you can depend on NBC FILM DIVISION—and be assured of:

1. Widest choice of high-rating hits in the industry.
2. Million-Dollar production for exclusive local sponsorship at local budget prices.
3. Market-tested advertising, promotion, publicity, exploitation and merchandising as an integral NBC FILM DIVISION service.

## NBC FILM DIVISION

SERVING ALL SPONSORS ... SERVING ALL STATIONS



## CONFLICT

### Now There's 'Nother Tune 'John Guitar'

NEW YORK, March 13.—Some weeks ago, a song, "Johnny Guitar," recorded by Patti Page, became "My Restless Lover," after Republic Pictures complained that the title conflicted with the name of an upcoming film. The title of the ditty was promptly changed by Chappell Music, owner of the copyright.

This strange procedure was clarified this week as it became known that the Peggy Lee record, due out soon, will feature a different tune called "Johnny Guitar." Cleffers are Miss Lee and Victor Young, and the copyright of this tune is held in the latter's publishing firm. The tune, incidentally, is used in the film of the same name.

### 726 Guarantee For Frizzell

HOLLYWOOD, March 13.—Folk star Lefty Frizzell has been set for a 13-State tour at guarantees totaling \$72,600. Frizzell is scheduled to play a string of 120 dates thruout Texas, Oklahoma, Arizona, New Mexico, California, Oregon, Washington, Idaho, Montana, Wyoming, Colorado and Kansas, winding up in Missouri July 5.

Tour has been set by Steve Stebbins, president of the Americana Corporation here. Frizzell's dates are a complete package, with "Louisiana Hayride" stars Floyd Cramer and Van Howard also headlining. Team will primarily play ballroom dates.

### Lombardo in N. Y. Till June

NEW YORK, March 13.—Guy Lombardo will remain at the Roosevelt Grill this year thru June. This entails cancellation of his usual concert tour.

He will remain at the Roosevelt because the sponsors of his WNBT program have renewed the TV show. The program, bankrolled by the Lincoln-Mercury dealers of New York, is aired Fridays at 7 p.m. from the Grill.

Lombardo has also been signed for television by the same sponsor for the fall season, beginning in mid-September.

### Long 4-Star Pact to Tyler

HOLLYWOOD, March 13.—Bill McCall Sr., president of 4-Star Records here, this week announced the renewal of folk star T. Texas Tyler. Tyler inked a new five-year pact this week, and altho no figures were disclosed, it was said to be additionally lucrative. Tyler will continue to be issued on both 1-Star and Decca, in accordance with the terms of the pact between the two platteries.

### MOA Confab Banquet Serves As Disking Artist Showcase

CHICAGO, March 13.—An impressive array of recording artists his week paraded their talents here before delegates and guests attending the Music Operators of America convention banquet. One of the evening's highlights was a luet by Eddie Fisher and Essex's Eddie Calvert in "Oh, My Papa," a tune that had afforded both artists lively competitive sales on their respective labels. Mahalia Jackson's spirituals provided another high spot in the show by tiring the crowd to enthusiastic response.

Others on the show included he Billy May orchestra, headed by Sam Donahue, Capitol Records; Tony Bennett, Columbia; Mary Mayo, Benida Records; Hank

### CANNY FELLOW, THAT AL TRACE

CHICAGO, March 13.—In selling, one of the prime points to remember is the old adage, "If you can't get in the front door, try the back." Al Trace, songwriter and personal manager for Lola Ameche, did just that.

Trace had been trying to interest Mercury Records in a renewal of the Ameche contract to no avail. He then did an about face, starting his own label, Wing, and recorded Lola Ameche under the name Lola Dee, on the tune, "Z' Padre." Result: Mercury is buying the master. The tune received plenty of reaction during the MOA convention here this week, with several of the a.&r. men in attendance making futile calls to buy the master.

### 'Song of Month' On Newsstands

NEW YORK, March 13.—In a new approach toward expanding the sheet music market, 150,000 copies of the current hit song, "Stranger in Paradise," have been placed on newsstands. The music, printed complete, occupies three pages of an elaborate fan-type magazine called "Song of the Month."

Sales price of the magazine is 50 cents, normal price of the sheet music alone, and the publisher of the ditty, Frank Music, gets his usual rack price of 23 cents for each copy sold.

Publisher of the magazine is a firm headed by Barney Young. His company, which also turns out other fan publications, bears all printing and production costs. Distributor of the mag is Ace News. All are fully returnable by news dealers.

First issue of the magazine contains a synopsis of the "Kismet" plot from which "Stranger" is taken. Photos of the principles in the musical are included, as are photos of Tony Bennett, the Four Aces, Tony Martin and other chanters who recorded the opus.

Next issue of "Song of the Month," will contain the music of "Young at Heart."

### 'Summertime' Ruled Mechanically Free

NEW YORK, March 13.—A decision of far-reaching importance for music publishers and record firms was handed down Tuesday (9) by Judge Sidney Sugarman of the United States District Court of the Southern District of New York. Judge Sugarman ruled that the Ed. B. Marks tune, "In the Good Old Summertime," a pre-1909 copyright, was in the public domain as far as mechanical reproduction is concerned.

This is the first court ruling on the status of a pre-1909 copyright concerning mechanical reproduction. The decision will be appealed.

Thompson, Capitol; Tommy Leonette, Capitol; Micki Marlo, Capitol; Don Cherry, Decca; Ginny Wright, Abbott; Bob Manning, Capitol; Johnny Maddox, Dot; Richard Hayman, Mercury; Johnny Desmond, Coral; Jerry Vale, Columbia; Marty Robbins, Colum- (Continued on page 20)

## FOR RADIO'S 'GOOD MUSIC'

### Diskers Supply Stations With 175,000 Classic LP Disks

Continued from page 1

Seal service, inaugurated last July, is close to 1,000. To meet the demand for its product, the manufacturer offers stations designated by its distributors semi-monthly packages of LP's totaling a minimum of 100 records a year.

For this service, which includes suggested scripts, timing and clearance data, stations pay \$50 a year. They also receive bonus albums occasionally to enlarge further the 100-disk figure. A recent bonus album was the Flagstad "Tristan und Isolde" set.

While Victor is known to look on the list of near 1,000 stations as a practical limit, it is also now mulling a complementary service for "specialist" classical stations. This select group will soon be offered a tailored plan to meet its special needs and thereby receive more esoteric repertoire than is generally provided.

Columbia Records in January

discontinued its "Masterworks of Music" service in favor of a new plan that provides broader coverage. Here, too, a nominal fee is charged. For \$60 a year stations can also receive a minimum of 100 LP's, primarily the standard warhorse repertoire, but spiced by occasional "semi-pops." One such recent dividend set was a recording of "Kismet."

Of the 100 disks supplied, 60 are shipped automatically by Columbia in monthly segments. At any time during the year, subscribing stations can request the balance of 40 LP's due, choosing any available items from the current catalog.

**300 Subscribers**  
With Columbia's new service in operation less than three months, there are already 300 subscribers on its books. The list is growing fast and is expected to hit close to the 700-mark before brakes are applied. As in the

case of most other diskeries, local distributors are authorized to provide restricted numbers of free disks to local stations when it is felt such distribution is justified promotionally.

London Records' station list for its classical and lighter concert (Mantovani, etc.) vinyl also numbers about 300. Since January, these stations have been supplied directly from diskery headquarters here, supplanting the distributor service that obtained earlier. Chosen after a survey of classical time, stations put on the list receive eight or nine records every two months at no charge. A much smaller group of key classical stations receives almost everything London issues.

London supplements its radio service occasionally by "buying" time with records. On the few stations where this is done, a "London Hour" is paid for with records, pro-rated at \$5.95 each against time charges.

#### Capitol Plan

Capitol Records has just begun promoting its new classical de-jay service, a substantially altered version of the plan it had in effect since last April. The 125 subscribers to the old service, plus incoming additions, will now pay a fee of \$10 a quarter, for which they will receive all new Capitol and Cetra classical vinyl. This may amount to as much as 65 LP's annually.

Here, too, occasional bonus sets will be distributed. New subscribers during this first quarter of 1954, for instance, get Capitol's four special high fidelity packages as "extras" outside the service allotment.

Mercury Records services two lists of stations with classical disks, with the lists determined by questionnaire and checked locally by distributors. Its top list, which gets all new classical disks (Continued on page 45)

### Decca Serves Legal Reply to G. L. Lloyd

NEW YORK, March 13.—The Decca Records management this week served its legal reply to the suit brought by ousted director George L. Lloyd in the latter's fight for a return to the diskery's board of directors. Hearings on the case are scheduled in United States District Court here Monday (15).

The reply, which consists of affidavits from all present Decca directors answering Lloyd's charges (The Billboard, March 6), takes up in detail the Lloyd allegations and devotes major attention to the dispute over artist and repertoire policies. References to astrological aid in the picking of hits pepper the document.

Lloyd lost his spot on the Decca board last month when the other board members reduced the make-up of the board to five,

rather than six members, and declared Lloyd's post vacant. Since then, the deposed director has launched a proxy fight for control of the board which is due to climax at the company's annual meeting April 13.

#### Supported Board

In its answer to the Lloyd complaint, Decca management charges that the ex-director supported the board in all important decisions, leveling criticism only at a.&r. procedures. The statements concentrated on alleged attempts by Lloyd to move his wife, the former Martha Boswell and member of the Boswell Sisters combo, into a sensitive a.&r. position.

The affidavit by Decca President Milton R. Rackmil refers to assurances by Lloyd "that Mrs. Lloyd had a system for picking hit tunes." It continues, in part:

"One result was that the company made a new contract in June 1952 for the services of her sister, Connie Boswell. This was done on Mr. Lloyd's urgent recommendation and with the assurance that Mrs. Lloyd would demonstrate her ability to pick tunes for the records Connie Boswell would make. Incidentally, Mrs. Lloyd insisted that I execute the agreement for Decca only on one of several days chosen by her, which she said were the only (Continued on page 38)

### Victor Operas Till \$8½ Mil

NEW YORK, March 13.— In the past five years RCA Victor has sold over \$8,500,000 worth of opera recordings, according to George R. Marek, the label's artists and repertoire chief. Marek said that since 1949 the company has sold more than 450,000 complete operas.

Nearly 10 per cent of the dollar volume came from the new Victor "Faust," and the four operas issued late last year, "Otello," "Cavalleria Rusticana," "Pagliacci" and "Tristan and Isolde."

Marek attributed the heavy sales expansion to the introduction of tape recordings and development of the new speeds. He also pointed to the strong names available for operatic recordings.

### B. McCluskey Quits RCA for Own Business

NEW YORK, March 13.—After three years with RCA Victor's record department, Bob McCluskey, has resigned to start his own business in the publishing, management and promotion fields. McCluskey's departure is effective Monday (15).

For the past 18 months, McCluskey has been in charge of country and western sales and has also handled rhythm and blues sales. Previously, he was RCA Victor's pop promotion manager. McCluskey's last major promotion for the country department was the organization of the tour of Victor artists, "The Country Caravan," which kicks off next month.

Prior to joining RCA Victor, McCluskey was with The Billboard for five and a half years. He had also been in the show business advertising agency field.

### Cap Jazz Wax To Get Works

HOLLYWOOD, March 13.—Capitol Records will train a large segment of its promotional guns on a heavy series of jazz releases during the month of April, with the release of nine LP and EP sets.

Included in the heavy jazz slate is the first Benny Goodman wax to be issued since he rejoined the Cap label some months ago. The Goodman sides, scheduled for April 12 release, are a package of standards to be issued on both LP and EP. Tallow includes such selections as "Love Is Just Around the Corner," "I'll Always Be in Love With You," "Music, Maestro, Please," "Cherokee" and other Goodman favorites.

In addition, the firm will re- (Continued on page 45)

## JUKE BOX CONVENTION NEWS

The Music Machines Department, beginning on page 70, carries complete coverage of the recently concluded MOA Convention, including the following stories:

- (1) MOA Members Debate Idea of New Copyright Society.
- (2) Guest Speakers Advise Public Relations for Stronger MOA.
- (3) ASCAP Legislation Highlights MOA Business Meetings.
- (4) Operators Hear Report on 20 per cent Amusement Tax.

## Victor Plans Issue Of Tape by Summer

NEW YORK, March 13.—RCA Victor is planning to introduce pre-recorded tapes for consumer use late this spring. The company has yet to settle such problems as distribution, repertoire, speed, retail prices, etc., many of which should be resolved by the end of this month.

The first release should consist of about 12 different reels featuring performances by some of the label's top classical artists. It is also known that RCA Victor does not plan to introduce the tapes with any fanfare which would create undue disturbance in the retail disk market.

That RCA has been intensively working on tape has been well-known in the trade for some time. Almost every major disk firm is involved in some form of research on the use of tape for recorded music, and all are known to be concerned over the possible effect the introduction of

tape may have on the record buying public. But it is considered inevitable that pre-recorded tapes will be issued by almost every label in the next few years.

### Many Problems

Problems facing all the labels in any planning to introduce pre-recorded tapes include the limited market because of the comparatively small number of tape recorder-playbacks in use, lack of speed standards in the infant industry and the current reluctance of record dealers and distributors to handle any recorded music products which might affect their present inventories in phonograph records.

The tape recorder industry, for example, has reached its present position with consumers mainly thru such retail outlets as department stores, electronic and camera shops. More recently, however, such firms as A-V Tape Libraries have managed to sign a few record distributors to handle pre-recorded tapes.

RCA Victor may decide to distribute its pre-recorded tapes thru the Custom Record Division rather than the Record Department. Custom Division is now

(Continued on page 20)

## Shops in Paris Must Pay for Playing Disks

LONDON, March 13.—A report published here shows Paris record dealers blowing their tops over a new royalty bite most of them may have to pay. The French Performing Rights Society has smacked a flat \$30 a year levy for disks which are heard but not bought.

The rule will work this way: If a customer asks to hear a disk which is played in the open shop, but then does not buy it, the composer will still be due his royalty. If the disk is played in a closed booth, the royalty will be waived.

For boothless shops the claim becomes even more fantastic when a sale has been made. As well as paying royalties for the playing in the open shop, the dealer will now have to pay a second royalty for the hearing the disk will get in the customer's home.

If things continue at this rate, it looks as if the publishers will have to sell disks direct to customers themselves. The dealers will be out of business.

## Herman Herd Replaces Two

NEW YORK, March 13.—Bill Perkins, tenor saxist, and Al Porcino, trumpeter, have joined Woody Herman and the Third Herd in preparation for the group's trip to Europe April 1. Perkins, an original member of the Third Herd, has recently been with the Stan Kenton band. He replaces Bill Trujillo, who came to the band a year ago as Perkins' substitute. Porcino, who has been with many name bands, including Kenton and a previous stint with Herman, replaced Jim Bonebrake.

Herman now has five trumpets and five saxes in his organization. The band is scheduled for a March 29 farewell concert at Basin Street, where a preview will be given of the program to be featured during the European tour.

## Europe Tours For Anthony, Ellington Orks

LONDON, March 13.—Two more top American names were added this week to the list who will tour Europe thru the coming months. Harold Davison announced here this week that he intends to present Ray Anthony in October and Duke Ellington thru November.

Their booking trail will follow that initiated by Stan Kenton's band last year—a general swing round the Continent, ending up with a splash finale in Dublin to be in reach of British fans. Ellington's ork first visited Europe in 1933 when they played the London Palladium. Duke himself played that house as a solo pianist in 1948.

## HEIFETZ PAPERS IN D. C. DISPLAY

WASHINGTON, March 13.—Letters and music scores presented by Jascha Heifetz, including compositions he had commissioned, will be on display in the main building of the Library of Congress until the end of March. Letters to Heifetz from George Bernard Shaw, Chaliapin, Nellie Melba, Glazounoff, Mary Garden, and Nadia Boulanger are included in the exhibit.

## LONDON SUCCESS

### Miller Gets Top Press Reception

LONDON, March 13.—Mitch Miller, Columbia Records' a.&r. chief, has taken this city by storm. He proved to be the most sought after personality for interviews and news breaks since the Australians returned home after the last cricket tournament and has even crowded evangelist Billy Graham out of the tabloids. Miller, exuberant personality that he is, appeared to be taking it all in stride.

He arrived here last week to visit execs of Philips Records, American Columbia's associate firm on this side of the pond. Within a few hours of stepping off the plane, Miller was interviewed by reporters from The Daily Express, England's second largest paper; The Daily Herald; The Melody Maker, and the Air Force Daily. The Express ran a large feature story on the record exec, with pictures of a number of Columbia's top-selling American artists over here.

Miller has been asked for his opinions on everything from his beard to his psychology on making disks. From the stories it appears that he never lacked for a suitable or colorful reply to any question. The jovial Miller left this week for Paris and will visit Philips execs there before going to Holland.

## Britisher Gets Petrillo Brush

LONDON, March 13.—In a fighting interview published here by the jazz magazine, Melody Maker, impresario Harold Fielding has come out with all guns blazing against the red tape clogging the interchange of musicians between America and Britain.

A recent convert to vaudeville presentations, Fielding built his business on importing longhair stars, and moved into the jazz field only a year ago. His most recent venture was an ill-fated attempt to bring in the Oscar Peterson Trio—a plan which he claims was torpedoed by the un-

(Continued on page 20)

## Columbia to Introduce Full Needle Line in April

NEW YORK, March 13.—Columbia Records will introduce a full line of phonograph needles next month. They will be marketed under the name of Columbia Audiophile needles and will be sold to dealers via Columbia distributors. The line will include over 100 types of needles to fit all cartridges in general use; they will include osmium, sapphire and diamond points. The needles will be competitively priced.

Columbia has been prepping the move into the needle field for many months. The firm decided over a year ago that the needle field was a natural for it once it had a full line of phonograph sets.

The diskery is doing more than merely introducing a needle line thru the conventional channels. To get the line off the ground, it has set up a number of advertising and promotion plans that it expects will hype needle sales with the dealer and with consumers.

### Display Cabinets

Needles will be shipped in plastic display cabinets that will contain an identification chart for needles plus inventory drawers. Needles will be numbered in consecutive order, and the cabinets

will contain filing systems for them. This plastic cabinet will be shipped free to dealers with minimum needle orders. Counter cards, envelope stuffer booklets and needle guides will be made available to dealers with their orders.

The needles will be advertised on the back of all forthcoming LP envelopes and album packages, in magazine ads and on point-of-sale material. They will be sold exclusively thru dealers.

In addition, the firm is sending out teams of sales persons trained in selling phonograph needles. They will visit every Columbia distributor and will work with the sales personnel to help them set up their needle business. These sales people also will work with key dealers and will help them set up needle clinics in their stores and will help dealers establish a needle business. Some of these needle sales experts have already started working on the West Coast with Columbia distributors.

## Chi Diskery Promoters in Mass Shuffle

CHICAGO, March 13.—Chicago record promotion men made mass migration of job changes this week that involved several record companies. Here's what happened:

Mike Connors, promotion and public relations manager for Decca, announced the resignation of Larry Green as Chicago area promotion man. Ray Ludtke, who joined the label three weeks ago as salesman for the Indiana territory, was named to succeed Green. Donald Stein, who was reported in last week's issue of The Billboard, as taking over the branch office here for King Records, was named successor to Ludtke's Indiana territory as salesman for Decca, by Al Chapman, Chicago sales manager for Decca.

Barney Fields, promotion man for Coral, handed in his resignation and will take up promotion duties with Label X for this area beginning April 1. He was hired by Joe Delaney, national sales manager of X.

## Gale Latin Unit Set for Tour

NEW YORK, March 13.—The Gale agency will send out a brand new road unit starting April 20; it will be called "The Mambo-Rhumba Festival." The seg will feature two top mambo crews, the Tito Puente ork and the Joe Loco Quintet, plus a string of top Latin-American singers and artists. The trek will start in Boston and will be out on the road for about three weeks.

Here is the talent line-up already set for the concert package: the Puente and Loco ork, plus Miguelito Valdez, Pupi Campo, Myrta Silva, Arsenio Rodriguez, Mercedes Valdez, Candido and a top dance act. The show, which is under the supervision of Gilberto Valdes, will be accompanied by a full ork.

After the Boston opening on April 20, the show is skedded to hit Newark, N. J.; Philadelphia, Baltimore, Brooklyn, Detroit, Cleveland and Pittsburgh. Other bookings are now being set in large city auditoriums and concert halls.

## Shaw Ankles Bell Records

NEW YORK, March 13.—Artie Shaw, having barely alighted, this week took off again as he ankle Bell Records. Shaw joined the Bell label with his revived Gramercy Five only last December and has had two records released by the 35-cent label to date.

Shaw left as a result of an impasse with Arthur Shimkin, head of the diskery, over a number of sides Shaw had cut for Bell last December after he and Shimkin had agreed on contract terms. In December, in the face

(Continued on page 20)

## 'Shares' Being Sold at \$5 in Detroit Symph

DETROIT, March 13.—A drive to enlist 20,000 "shareholders" in the Detroit Symphony Orchestra is being launched under the direction of President John B. Ford, with shares sold at \$5 apiece. The orchestra has a basic underwriting by a group of 27 sponsors, both corporate and individual, who have indicated willingness to renew a three-year obligation for \$10,000 apiece annually — if the additional \$100,000 is raised by the present campaign.

An all-out, four-week drive is being conducted under a strong women's committee, with shareholders entitled to attend one concert during the season with-

(Continued on page 20)

## Lewis Joins RCA's N. Y. A.&R. Staff

HOLLYWOOD, March 13.—Joe Carlton, artist and repertoire chief at RCA Victor Records, this week announced the appointment of Jack Lewis to the firm's a.&r. staff in New York.

Lewis has worked for the platter for more than a year in a part-time capacity handling jazz and rhythm and blues chores here. He will be on a full-time status in New York, sharing jazz and pop album work with Bill Zeitung. Appointment is effective immediately, with Lewis expected to assume his new post in Gotham on April 1.

## Radio-Phono Sets Snag Bulk Of Combo Market in 6 Years

• Continued from page 1

clusive phono sets. TV-phono combinations have accounted for just under 4 per cent of the TV sets built in the last two years. While output of TV-phono combinations is likely to continue to be on the downgrade, the current outlook is that it won't drop below 3 per cent of the total TV sets manufactured yearly.

Last year's production of radio-phono combinations is estimated as having run about even with the previous year's. In 1952, about 12 per cent, 595,000 of the 4,043,000 home radios had phonos built in. A similar percentage has been registered for the official figures for the first 11 months of last year, showing 459,000 of the 3,889,000 home sets built included phonos.

The number of radio-phono combinations percentage-wise has dropped sharply since 1947, but there has been a definite levelling. In 1948, radio-phono combinations comprised just under 21 per cent of home sets manufactured that year, while in 1948 the volume of radio-phono combinations dropped

to a little over 10 per cent of the total of home sets manufactured. Since that time, in spite of ups and downs in home radio set production, phono combinations have accounted for an average of about 12 per cent.

In 1948, phono combinations totaled 1,985,000 out of 9,630,000 home radio sets produced that year. In the following year, 608,000 phono combinations were produced, out of 5,981,000 home sets. In 1950, phono combinations totaled 1,121,000, or nearly 14 per cent of the 8,175,000 home sets manufactured that year. In 1951, out of 6,751,000 home radios made, 699,000 or just over 10 per cent included phonos. In 1952, about 12 per cent, or 505,000 of the 4,043,000 home radios had phonos built in, while 1953 phono combination production is estimated as continuing at about 12 per cent of the year's 3,900,000 total home sets.

As for production of individual record players and exclusive phono sets, RETMA discontinued compil-

ing figures since 1949, but it is known that the volume of exclusive set production has been spiraling. RETMA's official figures in 1948 and 1949, showed that production of exclusive phono sets jumped 40 per cent in those two years alone, from 292,522 in 1948 to 478,318 in 1949.

Production of TV sets with built-in phonos declined steadily between 1947 and 1951, levelling off in 1952 and 1953 at just over 3 per cent of total manufacture. In all but the final months of 1953, phonos were built into 217,312 sets, out of a total of 6,765,000 in that period. In the previous year, phonos were included in 219,877, out of 6,096,278 TV sets built that year. In 1950, phono combinations accounted for 702,180 out of 7,483,800 TV sets manufactured. In 1949, total production of 3,000,000 TV sets included 218,000 phono combinations; 1948, 149,310 phono combinations, out of 975,000 TV sets produced; 1947, 25,217 phono combinations out of 178,571 TV sets produced.

# ASCAP Distribution Due for Reappraisal

NEW YORK, March 13.—The distribution of funds within the membership of the American Society of Composers, Authors and Publishers is likely to be re-examined again in the months ahead.

Reason for this lies in the fact that for the first time in many, many years a music user will provide an income equal to, or exceeding, the income derived from radio. This music user, of course, is television, which several weeks ago concluded several contracts with the Society, among them a network pact contingent upon delivery of certain rights reserved by the publishers (The Billboard, March 13).

For many years, radio has been the ASCAP yardstick, and even in other fields have been licensed, the distribution of money from a common pot has been determined by radio performances. Although this system prevailed for many years, it came under attack occasionally from certain segments of the Society's membership who felt that the radio yardstick did not adequately mirror, or represent, uses of their copyrights. Screen background writers, for instance, often pressed this charge.

## Segregation of Funds

What is involved in the entire problem, of course, is the matter of segregation of funds. Dissident groups occasionally claim that they would get a fairer break on performance money if a method were evolved which would tabulate performances in the different show business fields.

ASCAP, traditionally, has kept away from segregation, and many publishers and writers supported the traditional argument of the Society that the radio yardstick represented a true cross section of music use and popularity. Radio, too, supplied by far the great bulk of the Society's income.

Television, during its years of development, relied heavily on standard tunes as against pop material. More recently, TV seems to have embraced the use of hit pops much more freely. In the months ahead, however, the proportion of standard to pop uses on TV is likely to be watched very carefully, and the entire picture assayed against the current distribution system.

# Academy Sets Singer Sked

HOLLYWOOD, March 13.—Singers for the Academy Awards presentation here March 25 were announced this week by Mitch Leisen, general director of the annual event.

Dean Martin will warble "That's Amore." Donald O'Connor and Milti Gaynor will team in "The Moon Is Blue," Ann Blyth will do "Secret Love." Connie Russell will do "My Flaming Heart" and Ethel Merman will sing "Sadie Thompson's Song."

# Successful Hi-Fi Fair Cues Bigger '55 Plans

WASHINGTON, March 13.—A vastly enlarged hi-fi fair will be planned for the nation's capital next year as a result of the whooping turnout for this year's three-day exposition, the first of its kind in D. C. Sponsors of the fair were frankly unprepared for the turnout of more than 30,000 people at the Harrington Hotel.

Because of the jam-packed hotel corridors, literally hundreds were unable to gain admission to the exhibit rooms. Even some exhibitors had to be turned away. There were some 50 exhibit booths at the fair, and 15 others had to be rejected because of lack of space.

Sponsors of the fair may have to consider another site to provide more space for next year's fair. A registration booth was set up in the lobby of the downtown Harrington Hotel, and exhibit rooms were located on the mezzanine and first floors. The audience might have been vastly bigger if more ample accommodations had been provided.

At a luncheon Monday (8) fol-

The complications are many. Some feel that TV, while on the verge of outpacing radio as an income source for the Society, nevertheless is secondary to radio as a means of promoting pop material.

Those who hold to this view see the disk jockey and the record continuing in their present high estate. Still others, who agree that AM and the disk jockey are likely to continue as top music promotional media, argue that segregation of funds is the answer to a fair break for the firms and writers whose catalogs are in the standard category.

Should the Society be successful in its campaign to remove the exemption enjoyed by juke boxes, the same prospect of segregation of funds would become a paramount question, for in this field, too, it is held that performances cannot be measured by the radio yardstick.

# Seek Rights to 'Star Is Born'

NEW YORK, March 13.—Although Judy Garland is under contract to Columbia Records, at least two other major disk firms are currently hard at work trying to get the rights to the sound-track of her upcoming musical, "A Star Is Born," produced by Warner Brothers.

The film, scheduled to get its first showing in July, is being touted as one of the best musicals to come out of Hollywood in some years. Score, by Harold Arlen and Ira Gershwin, is being published by E. H. Morris.

Just what decision Miss Garland and her husband, Sid Luft, will make and what effect it may have on her contract with Columbia is unknown, but the two majors still seeking to get the sound-track rights are both aware of her contractual commitments. Thus far, no record company has announced the acquisition of the album rights.

## BRITISH OUTLET FOR TIFFANY ...

Henry E. Doney, president of Tiffany Records, Chicago, announced that Polygon Records of London would distribute Clark Dennis' Tiffany records in the British Isles. This marks the first entry into the foreign market for the firm.

## GRASSO NAMED AMP V-P ...

Benjamin V. Grasso, former educational director of G. Schirmer, has been named vice-president of

# Court Okays AFM Pickets In WOR Case

Continued from page 4

and co-operative attitude for a reasonable relationship between the parties clearly seems to be the only proper solution."

The edict was hailed by the local's lawyers as a precedent-setting legal victory which establishes the union's right to picket any radio or TV station that refuses to negotiate for a new contract. They also termed the court action of far-reaching significance to labor in general.

"Justice Hammer's decision," they said, "is the first one by a New York Court which is contrary to a federal law. . . . State Courts have no power to issue an injunction against the picketing. . . . This may well mean that there will be much fewer injunctions against labor unions in New York State and other States as well."

# Strong's Grove Date 11 Weeks

HOLLYWOOD, March 13.—The Ambassador Hotel's Coconut Grove inked its longest band run in more than a year this week, with the signing of the Benny Strong ork for an 11-week run. Strong unit is slated to toot at the Grove starting April 21 thru July 6.

Previous long run for a band at the Grove was the Freddy Martin 16-week stand during 1952. Strong ork recently closed at the Grove after playing their second date there this year.

# Washington, Merc. Renew

NEW YORK, March 13.—Mercury Records has re-signed singer Dinah Washington to a new three-year contract and has also signed the rhythm and blues star to an additional contract as a pop record artist.

The first pop disk by Miss Washington, "Such a Night," coupled with "Until Sunrise," has already been issued.

# MUSIC AS WRITTEN

Associated Music Publishers, Inc., a wholly-owned subsidiary of Broadcast Music, Inc. Grasso will be in charge of an expanded AMP educational department.

## RONCOM SPURTS ON DISKS ...

Roncom Music, the Perry Como publishing firm, has spurred into new activity in getting record sides. The latest Lou Monte cutting on RCA Victor contains a Roncom tune, "Won't You Forgive Me?" and the recent Lucille Dane release on the same label contains the ditty "Put Your Little Hand in Mine," another from Roncom. The music company also has a Don Cornell side in the can at Coral, "Little Lucy," and the next Norman Brooks side on Zodiac, "Back in Circulation."

## FROMAN LINES UP 3 TV SHOTS ...

Three TV shots have been lined up by Jane Froman for her latest Capitol waxing of "Backward, Turn Backward," a new ditty published by Sheldon Music. She

# Cloister Inn Goes To New Disk Talent

CHICAGO, March 13.—The Cloister Inn of the Hotel Maryland is using new record talent to build its name as well as lower its budget.

The operators feel that by giving the big build-up to comparatively unknowns on records, they keep the budget low and still have the opportunity to cash-in if a disk starts to break.

Kick-off show features Ann Gilbert, a first-timer on the Chance label. Her coupling of "Our Favorite Waltz" and "When You Walk By" is expected by the operators to garner plenty of publicity. The "Waltz" side was penned by the "Kukla, Fran & Ollie" director, Jack Fascinato, connected with NBC.

## PHONO DEALERS GROW

# High-Price Sets Also Move Faster

NEW YORK, March 13.—More dealers are selling phonographs today than ever sold them before, according to Jim Sparling, head of Columbia Records' phonograph division. In addition, claims Sparling, dealers are moving more high-priced units than anyone believed they possibly could a few years ago.

Columbia, which pioneered the \$139 quality phonograph, "360," a little over one year ago, feels that a major reason for the increase in phono sales derives from the fact that more dealers are now carrying and actively merchandising phonograph sets than was the case about two years

ago. Another reason is the upsurge in interest in new playing equipment by record buyers throughout the country.

Prior to 1953, the firm states, appliance dealers sold most of the phonos, excepting the most inexpensive portable models. When the firm came out with its three-speed attachment in 1952 and then its hi-fidelity "360" later that year, it decided to sell its sets thru regular Columbia Record distributors. Most of the record dealers that these distributors hit had never handled phonos that sold for more than \$25 or \$30.

## Excl. Sales

Today, Columbia's "360" phonograph, which sells almost exclusively thru record shops, is the firm's top-selling model. Next is the \$29.95 "202" portable, and after that the \$49.95 portable and the \$79.95 automatic player. The 360, probably one of the most widely publicized phonos of recent years, started the trend to two-speaker sets and opened up a new market for quality phonographs, according to Columbia execs.

Dealers who want to improve their phono business should follow merchandising techniques proved successful by alert and active dealers, claims Sparling. Here are some of the keys to successful selling: Advertising, window displays, extensive use of dealer aids and setting up a phono corner or hi-fi corner.

Sparling suggests newspaper, radio and TV advertising for phonograph business. Mats supplied by manufacturers should be used extensively. Window displays are easily arranged by dealers of any size, and are most effective. The use of window streamers, counter aids, etc., should not be overlooked by any dealer.

## Phono Corner

And of major importance in the opinion of many is the setting up of a phono corner. By placing all phonos in one section of the store and hanging up a sign that reads "Phono Corner" or "Hi-Fi Corner," the store has a powerful attention-getter for its phonograph sets. More and more stores are setting up their phono display in this manner.

Sparling points out that it is very important in selling phonos that dealers and their staffers know everything there is to know concerning the technical aspects of new sets. Dealers should make all phono salesmen fully explain to the entire staff all the salient aspects of the phonos they represent.

How to change needles, how the set works automatically, manually, etc., should be common knowledge among all who sell the phonos in the store. This knowledge will help move more sets and will help more customers enjoy their new phonographs more fully.

LONDON, March 13.—The Belgian resort of Knocke, which is pushing publicity-wise to become one of Europe's favorite holiday haunts, is negotiating with Sidney Bechet to open its Easter season there. Other American names are being approached for appearances in the summer.

## DETROIT BAN

# WXYZ Bars Versions of 'Such Night'

DETROIT, March 13.—The song "Such a Night" in all three recordings was banned this week from the air by Ed McKenzie, disk jockey on WXYZ, as the result of pressure brought in a flood of letters from mothers, teachers and business men against offering such allegedly "suggestive trash" to teen-agers.

McKenzie introduced the song with a bang two weeks ago following requests from listeners, and has played all three versions virtually daily.

The number went off so well that he conducted a one-day telephone contest to determine the most popular version. The Johnnie Ray disk took top honors, closely followed by Bunny Paul, with Clyde McPhatter and the Drifters trailing.

When the phone contest gimmick called the number even more strongly to the attention of an older age group, a flood of protesting letters resulted, and McKenzie barred it, the saying Wednesday that "teen-agers are still clamoring for it daily."

will sing the tune March 18 on her own TV seg, the "General Electric Show"; again on March 20 on the Jackie Gleason TV seg, and once more on April 22 on her TV hour. The disk was released this week.

## New York

Vince Carson, recently signed by the General Artists Corporation, has been booked into the Gay Haven, Detroit, beginning Monday (15) for a week. He follows with a week at the Kim Wau Lou Club, Toledo. . . . Thrush Madelyn Russell is clicking, too, as a songwriter, with recent tunes being waxed including "I Get the Funniest Feeling" and "Philadelphia Waltz." . . . A special party is slated Saturday (20) for Rich-

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# ESOTERIC IS THE WORD FOR NEW ALBUM TITLES

NEW YORK, March 13.—Believe it or not, the quondam record buyer these days must be having difficulty in trying to purchase a record album for the simple purpose of acquiring music for listening. At least that's what it looks like from a perusal of the varied titles placed on instrumental albums by the manufacturers. You can, with little difficulty, buy any number of albums which, say the titles, are designed for all kinds of moods and activities. But should you want to do nothing but listen—you'll have a tough time.

Of course, any music desired for emotions or action other than just listening can easily be acquired. The greatest versatility is shown by the English ork, Melachrino, on RCA Victor. Thus far, the Melachrino fiddles have recorded albums titled as suitable

for "courage and confidence," "dining," "faith and inner calm," "reading," "relaxation," and "to help you sleep." Want something just for the sake of listening? Go someplace else.


Capitol Records has managed to put together albums declared suited "for lovers only," "to make you misty," "for two in love," or "out of the mood." And you can also purchase albums containing music "for peace of mind," "for sweethearts only," "for you alone," "to relax by," "for my beloved," and even "beautiful music to love by." You can even get an album of "classical music for people who hate classical music."

You can't, it seems, get albums "for old lovers," "for three in love," "for people who like classical music," "noisy music," "unromantic music,"—and just plain music.

## All Dealers But R&B Do Good Biz Despite Det. Unemployment

DETROIT, March 13.—The music business here since before Christmas seems to remain unaffected by the local unemployment crisis as far as sales volume is concerned, except in the

**ANOTHER BMI "PIN-UP" HIT**



**"I REALLY DON'T WANT TO KNOW"**

LES PAUL-MARY FORD. Capitol  
EDDY ARNOLD. Victor  
BOB SANTA MARIA. MGM  
BOB CARROLL. Derby

published by  
**HILL & RANGE SONGS, Inc.**

**"DOG'GONE IT, BABY, I'M IN LOVE"**

(All Record Labels and Artists Listed Alphabetically)

Capitol ..... Gisele MacKenzie  
Columbia ..... Carl Smith  
Arcade ..... Rusty Wellington  
Waldorf ..... Doug Well

**"ANSWER ME, MY LOVE"**

\*\*\*\*\*

**"FLIRTATION WALTZ"**

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

**SMASH HIT!**

SADIE THOMPSON'S SONG

From the Columbia Technicolor Picture

**"MISS SADIE THOMPSON"**

MAJOR LABELS 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**

rhythm and blues record dealers' sales.

Pops and classical record dealers, helped greatly by the recent price sales, have been doing good business all along the line, with the J. L. Hudson Company department store's music department buyer Albert Newman reporting that record sales have even gone up, while phonographs and all other music business hold to a good pace.

In agreement with local wholesale distributors of both records and phonographs, dealers like Grinnell's Music Shop, Sihler's Radio Shop and the Commodore Record Shop report that the sales trend has kept fairly steady and much like what is expected for this time of the year.

However, in the sections of the city where r.&b. records are the biggest sellers, the report is not bright. In business for nine years, Joe's Record Shop announced that never before has the shop experienced such a bad drop in business. Well over 60 per cent of its record sales has been lost because of customers' unemployment. This dealer is known for having the largest selection of r.&b. records.

### Collins Shoppe

Another of the more popular r.&b. dealers, the Collins Music Shoppe, revealed that its business slump has amounted to 50 per cent of its regular sales volume, in comparison with last year's figures for the corresponding period. The spurt of business shown during the holiday shopping season disappeared altogether after Christmas.

"I've had about only half of my regular sales since unemployment has reached its peak in the city," said Mrs. Tony Vance, owner of Tony's Record Bar. Like the others, Mrs. Vance finds that the drop has remained at a non-varying level, which she expects will rise sharply to its normal average once something is done to alleviate the jobless condition among her customers.

## \$24.95 Price Set For Col. Player

NEW YORK, March 13.—The latest player in the Columbia Records line, Model 202, will retail for \$24.95. This is the model that was test-advertised in Indiana by the firm about one month ago. The new set, a self-contained three-speed unit, is similar in appearance to the Columbia three-speed attachment, altho it has its own speaker and a tone control.

The new set has a speaker on the bottom, instead of at the top or side. The set has metal legs, and the table or shelf it rests on is utilized as a sounding board for the speaker. The diskery will make the set available to dealers by the end of the month.

## Petrillo Brush

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co-operative attitude of the American Federation of Musicians.

After lining up the various interested parties this side—the Ministry of Labor, which grants the entry permits for foreign artists; Norman Grantz, who has the Peterson Trio under contract, and the British Musicians' Union—Fielding got them to okay the scheme provided the American Federation of Musicians would authorize a reciprocal tour by a British trio in America.

When Fielding tried to contact Petrillo personally, he claims he was given the brush-off—and none too politely. After attempting six trans-Atlantic calls to Petrillo, Fielding cabled asking him to agree in principle to a British trio playing in the States. To this Petrillo cabled a negative, saying he could not give permission until "agreement is reached with the British Union."

When contacted, the MU agreed to the provisional exchange of trios, but when this reply was cabled to Petrillo, Fielding received a second negative. Upon which he has declared war on the union red tape which he feels is doing nothing but harm to musicians on both sides of the Atlantic. Music circles here will watch Fielding's next move with interest.

## Tony, Joni Top 'Ballroom' Poll

Continued from page 2

singer category, Bennett unseated long-time champ Perry Como. Also down one slot this year was Eddie Fisher, who took third. Miss James held the top spot among girl singers. Patti Page stayed in second position, and Teresa Brewer jumped from sixth to third.

The Hilltoppers unseated the Four Aces this year in jumping from sixth to first. Following the Aces, who came in second, were the Gaylords, who moved from fourth to third in vocal group voting. The Ray Anthony band held its top spot in the orchestra tabulations, while Hugo Winterhalter moved from third to second and Guy Lombardo from fourth to third.

## Mitchell Intros Hi-Fi Table Model

CHICAGO, March 13.—Mitchell Manufacturing Company this week unveiled a new high-fidelity table model phonograph called "Duorama." The unit is set to retail at \$109.95 in mahogany (model 1285) and \$119.95 in blond (model 1286).

Leonard Solomon, vice-president in charge of the radio and television division, who made the announcement, stated that the new unit would contain a wide-range ceramic cartridge, a four-tube amplifier delivering 3 watts, two Alnico V PM speakers, and a specially designed acoustical baffle system.

The record changer is completely automatic, playing all three speeds and accommodating either 10-inch, 12-inch or 45 r.p.m. disks. Also included is a "siesta" switch which turns the set off after the record is played.

## Weisman to Handle Bozo Toys in East

NEW YORK, March 13.—The Sam Weisman Organization of New York has been named Eastern toy sales representative for the Bozo line of children's phonographs and radios which are produced by the Steelman Phonograph and Radio Company, Mount Vernon, N. Y. Steelman produces the line under an arrangement with Capitol Records.

The Weisman firm will handle sales in the toy field for 13 States from Maine to Virginia. The appointment was made by Paul Featherstone, Steelman's general sales manager.

## Victor Plans

Continued from page 18

handling sales and distribution of the low-priced Camden label and is slated to handle the 35-cent pop single records when the firm decides to enter that market.

### Talent Assets

RCA's plans for pre-recorded tapes are also part and parcel of the general industry moves to make every possible use of their major assets—music and talent. RCA, of course, has in recent months been promoting heavily its line of tape instruments.

For the retail record outlets, the introduction of pre-recorded tapes will be of only minor importance in the months to come. However, far-seeing record dealers are even now making long-range plans which include the ultimate handling of taped music as well as music on flat disks.

But so long as the manufacturers of record playing equipment continue to produce and sell at their present high rate, any major change-over to tape by either the consumers or the manufacturers is still considered to be some years away.

## 'Shares' at \$5

Continued from page 18

out extra charge. Timing of the campaign is strategic, following the strong reception given the orchestra during its recent 31-day tour of the East Coast, and the present high rating of its recordings in the classical field.

Target was indicated by Ford's statement that seats would cost \$35 apiece on a non-subsidized basis, instead of the present scale of \$3.60 down to a 60-cent student admission.

## MUSIC AS WRITTEN

Continued from page 19

ard Hayes by his fellow alumni of the class of 1947, Boys High School, Brooklyn, N. Y. . . . The Art Lowery ork takes off two weeks from his Chase Hotel, St. Louis, booking to cut eight sides for Columbia Records. The ork goes back to the Chase for another two months. . . . Mercury Artists' disk exec Eddie White has signed through Jana Mason with Decca Records. . . . Disk jockey Art Ford has started a new TV interview show each night over WOR-TV here. . . . Bob Ellsworth, Vanity Records' a.&r. chief, has signed Herbie Miller, the late Glenn Miller's brother, to a disk contract. . . . Ed Sarnoff, youngest son of Brig-Gen. David Sarnoff, RCA topper, is opening the EDCO Company, Fresno, Calif., for the distributorship of all RCA products in that area. . . . Bob Pettit, Walnut Records' disk artist, is touring deejays in the Pittsburgh area. . . . Stinson Record Distributors, Inc., has opened a West Coast branch in Los Angeles. . . . Don Miller has set up his own label, Dem Records, quartered in Findlay, O. . . . Central Records' thrush Patti Jerome is on staff at WXYZ, Detroit. . . . M-G-M Records' Shirley Harmer is now doing three network shows weekly: Dave Garraway on TV, Paul Whiteman and American Music Hall on radio. . . . Art Mooney opened at the Meadowbrook, Cedar Grove, N. J., last night for a one-month stand. . . . Publisher Bobby Mellin will issue two of his tunes on a disk via his own Algonquin label. The sides are "Ondine" and "All." . . . Len Wolf hits the road next week covering major Eastern and Midwestern cities to promote the latest Dorothy Collins disk on Audivox, "Crazy Rhythm," and "Mountain High-Valley Low." . . . Baltimore disk jockeys are partying singer Tommy Mara Monday (15). It's Mara's birthday.

Bobby Breen is in town visiting deejays on his new Jubilee waxing of "Break My Heart." The tune was penned by Bob Marcus and Ben Raleigh. . . . Harold Dittenhoefer has joined Columbia Records as service engineer for the phonograph division. He will supervise service for Columbia phonos with the firm's distributors. . . . Chappell Ltd. will handle the tune "Such a Night" in England, Australia and Canada. The tune was penned by Lincoln Chase and is published by Dave Dreyer's Raleigh Music firm. . . . Cleffer and emcee Bix Reichner sings the "Hymn of the

## MOA Confab

Continued from page 17

bia; Stuart Hamblen, Columbia; Wyoma Winters, Victor; Eddy Arnold, Victor; Bill Darnell, X; Webb Pierce, Decca; Pat Morrisey, Decca; Big Jim Buchanan, Century; Karen Chandler and Jack Pleis, Decca; Lillian Roth, Coral; Paul Bruno, BBS; Buddy Greco, Coral; Jane Kelly, Dot; Sunny Gale, Victor, and Ginny Wright, Abbott.

Among the artists who took bows rather than perform and stretch the show into the wee hours of the morning were Homer & Jethro, Victor; June Valli, Victor; Pee Wee King, Victor; Little Jimmy Dickens, Columbia; Percy Faith, Columbia; Bobby Wayne, Mercury; Bernie Wayne, Coral, and others. Also in attendance were numerous representatives from the various booking agencies, publishing firms and promotion offices.

## Shaw Ankles

Continued from page 18

of the possible recording ban, Shaw cut 14 sides with his combo. Shaw's contract with the label called for 20 sides, or 10 records to be released a year, but no agreement could be reached as to when or if Bell should release all 14 sides already cut.

Shaw, charging breach of contract, took the dispute to the American Federation of Musicians. The AFM arbitrated the hassle. Shaw became the owner of the 10 sides still unreleased, and Bell Records retained the right to continue to sell the four sides already out, for two years. After that, these sides, too, will revert to Shaw. Shaw is now free to make single records for any other label. Norman Grantz's Clef label had previously signed the Artie Shaw Five for LP's and will release the first of these in the spring.

Week" each morning over the Farm Hour on Station KYV Philadelphia. The hymns are penned by Reichner. . . . Buddy Robbins has been appointed Al Marx, head of Trend Records as chief of sales and promotion for the label in the East. Robbins will also do some a.&r. work for Trend. Robbins will continue to handle his publishing firm Warwick and Merrick Music. . . . Erroll Garner returned to New York this week for the first time in almost a year when he opened Monday (8) at The Embury. . . . The Women's Home Companion magazine has instituted a "Records of the Month" feature. Each month, the Companion will feature a record as picked by a day jury. . . . Nat Cole's birthday and bon voyage party will be held at the Savoy Ballroom, Harlem, Thursday, June 18. Cole flies to London after the party for an opening at the Palladium there. . . . Eydie Gorme will play week at the Cafe Society here starting March 22.

## Chicago

Don Glasser and his orchestra in the eighth and final week of the Trianon. . . . Burl Ives opens at the Black Orchid May 11. . . . Josephine Premice opens there March 16. . . . Marty Hirsch, formerly in the promotion and production department of Mercury Records, has left for Milwaukee to take up duties as salesman for Major Distributors, Mercury distrib. . . . Sig Sakowicz, disk jockey and columnist for the Polish Daily News, announced the birth of daughter, Pamela.

The Beryl Booker Trio opens at the Streamliner Tuesday (9). The Mil-Con-Bo Trio opens there March 30. . . . Jerry Murad's Harmonicals in town for a week's rest. They do the Ed Sullivan TV show March 21. . . . Ben Brandom, promotion and personal management representative, has signed Norm Sherr, radio and TV pianist currently appearing at Linn Burton Steak House, to a personal management contract. . . . The Tayle Maids in town last week visiting with juke box operators at the MOA convention along with their promotion man, Dick La Palm. . . . Also visiting at the convention were the Mulcays, Jimmy and Mildred. . . . Murray Singer, Bethlehem Records, was the house guest last week of his old boss James H. Martin. Murray was in for the convention. . . . East Backus, who recently signed with Columbia for the Epic label, is pushing his latest release, "On the Trail" and "Pickin' in the Rough."

Arkie, the Arkansas Woodchopper, has a new TV show over WGN-TV from 11 to 11:30 a.m. Saturdays, starting March 20. The show will be a children's educational seg. . . . Ted Weems and his orchestra are touring thru Oklahoma, Texas, Kansas and Louisiana the rest of March.

## Hollywood

L. Wolfie Gilbert, Coast ASCAP major domo, skied to Gotham for the Society's board meeting and ASCAP's 40th anniversary dinner at the Waldorf March 30. . . . Rex Allen's Boxer Music Company pubbing "Teen Age Love," which he will wax for Decca. . . . Tony Vito, accompanied by Helen Troy and Tony Romano, off on a 15-city tour plugging their latest Vito recordings. . . . Fred Darlow inked for a guest spot on the "Colgate Comedy Hour" March 21. . . . Rosemary Clooney and Jose Ferrer to return from their European vacation this week. . . . Sugar Ray Robinson into the Palomar, Vancouver, May 10. . . . Karen Chandler warbles for a U-I test this week and is slated for a guest spot on the Peter Potter network show next week (21). . . . RCA/Victor's Joe Carleton to Palm Springs last weekend for confab with thrush Dinah Shore.

## Detroit

Great Lakes Record Company has signed new artist contract with Kathy Lewis, blonde vocal stylist, currently recovering from an automobile accident: the Three Chuckles, vocal trio from New York, currently appearing at the Prince George Hotel, Toronto, and Bob White, blue singer who did well last season with "My Kind of Woman." . . . The Gaylords are currently breaking house records for the Club Gay Haven in suburban Dearborn.



*We're Speaking the Truth When We Say*

The New Columbia Recording

Recorded by:

**DORIS DAY**

**IT SPEAK TO  
THE STARS**

from the  
Warner Bros. Picture  
**"LUCKY ME"**

Starring  
**DORIS DAY**

*Will Be even Bigger than*  
**SECRET LOVE!**

**B/W THE BLUE BELLS OF BROADWAY**

**WARNER BROS., MUSIC DIVISION  
M. WITMARK & SONS  
488 Madison Ave., New York 22, N. Y.**



**HEAP BIG WAMPUM\* GETTER**

**BROTHER  
LEE ROY**

**and His Band**

**INDIAN  
GIVER**

B/W

**ROLLIN'  
ROCK**

EPIC 9027



\*MONEY

Management ANTHON 1733 Broadway, New York City



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**Rocky's Prelude**

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and his  
Orchestra

**COME BACK  
LITTLE ROCKET  
THAT OLD  
BLACK MAGIC**

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STAN  
LAURA**

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**DAN TERRY AND HIS ORCHESTRA** coming soon!

more to come---more terrific new  
hits on their way



# COLUMBIA RECORDS

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

# The Billboard Music Popularity Charts

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

## Best Selling Sheet Music

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

This Week	Last Week	Weeks on Chart
1. Secret Love.....	1	12
2. Young at Heart.....	6	4
3. Heart of My Heart.....	4	13
4. Stranger in Paradise...	4	16
5. Oh, Mein Papa (Oh, My Papa) .....	3	14
6. Make Love to Me.....	7	6
7. Changing Partners.....	2	16
8. Cross Over the Bridge..	12	3
9. Wanted .....	14	2
10. Till We Two Are One...	13	7
11. I Get So Lonely.....	11	2
12. From the Vine Came the Grape .....	9	5
13. That's Amore.....	8	14
14. Somebody Bad Stole De Wedding Bell.....	—	2
15. Till Then.....	10	4

## 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 a Dollar (R)—Famous—ASCAP
- Answer Me, My Love (R)—Bourne—ASCAP
- Baubles, Bangles and Beads (R)—Frank—ASCAP
- Bell Bottom Blues (R)—Shapiro-Bernstein—ASCAP
- Bimbo (R)—Fairway—BMI
- Changing Partners (R)—Porgie—BMI
- Cross Over the Bridge (R)—Valando—ASCAP
- Darktown Strutters' Ball (R)—Feist—ASCAP
- From the Vine Came the Grape (R)—Randy Smith—ASCAP
- Granada (R)—Southern—BMI
- Heart of My Heart (R)—Robbins—ASCAP
- I Get So Lonely (R)—Melrose—ASCAP
- Jones Boy—Pincus—ASCAP
- Lost in Loveliness (R)—Chappell—ASCAP
- Make Love to Me (R)—Melrose—ASCAP
- Man With the Banjo (R)—Mellin—BMI
- Marie (R)—Berlin—ASCAP
- My Heart Won't Say Goodbye (R)—Chappell—ASCAP
- My Restless Lover (R)—Chappell—ASCAP
- Oh, My Papa (R)—Shapiro-Bernstein—ASCAP
- Radie 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 Then (R)—Pickwick—ASCAP
- Wanted (R)—Witmark—ASCAP
- Woman (Man) (R)—Studio—BMI
- Young at Heart (R)—Sunbeam—BMI

### Television

- A Girl, A Girl (R)—Valando—ASCAP
- Anema E Core (R)—Leeds—ASCAP
- Answer Me, My Love (R)—Bourne—ASCAP
- Changing Partners (R)—Porgie—BMI
- Heart of My Heart (R)—Robbins—ASCAP
- Here (R)—Hill & Range—BMI
- I Can't Believe That You're in Love With Me (R)—Mills—ASCAP
- I Love Paris (R) (M)—Chappell—ASCAP
- Ida (R)—E. B. Marks—BMI
- Istanbul (R)—Alamo—ASCAP
- Little Things Mean a Lot (R)—Feist—ASCAP
- Make Love to Me (R)—Melrose—ASCAP
- Oh, My Papa (R)—Shapiro-Bernstein—ASCAP
- Ricochet (R)—Sheldon—BMI
- Secret Love (R) (F)—Remick—ASCAP
- Somebody Bad Stole De Wedding Bell (R)—E. H. Morris—ASCAP
- Song From Moulin Rouge (R) (F)—Broadcast—BMI
- Stranger in Paradise (R) (M)—Frank—ASCAP
- That's Amore (R) (F)—Paramount—ASCAP
- Wanted (R)—Witmark—ASCAP
- Young at Heart (R)—Sunbeam—BMI

## HONOR ROLL OF HITS

Trade Mark Reg.

### The Nation's Top Tunes

For survey week ending March 10

This Week	Last Week	Weeks on Chart
1. Secret Love	1	11
2. Make Love to Me	2	7
3. Oh, Mein Papa (Oh, My Papa)	3	15
4. I Get So Lonely	8	7
5. Stranger in Paradise	4	16
6. Young at Heart	6	5
7. Changing Partners	5	16
8. Cross Over the Bridge	11	3
9. That's Amore	7	19
9. Wanted	14	3

### Second Ten

11. FROM THE VINE CAME THE GRAPE.....	9	7
12. HEART OF MY HEART.....	10	17
13. TILL WE TWO ARE ONE.....	18	8
14. DARKTOWN STRUTTERS' BALL.....	15	4
15. TILL THEN.....	12	7
15. ANSWER ME, MY LOVE.....	17	3
17. SOMEBODY BAD STOLE DE WEDDING BELL.....	16	6
18. BELL BOTTOM BLUES.....	20	4
18. MELANCHOLY ME.....	—	1
20. THERE'LL BE NO TEARDROPS TONIGHT.....	—	1

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

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

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## The Music Corner

A big battle is shaping up in New York between two jazz night clubs, the Birdland, a jazz bistro that has outlasted all others here, and the Basin Street, originally a grind and bumps and variety room that recently switched to jazz. Basin Street opened strongly Friday night (12) with Louis Armstrong, marking Satchmo's first New York appearance in a long time. It has lined up a string of names to follow, including Lionel Hampton, George Shearing, Woody Herman, Gerry Mulligan and Andre Previn. The Birdland isn't taking this lying down; it has booked in a strong group of names itself, starting with the Dave Brubeck combo, currently packing them in at the venerable establishment, now five years old.

All publishers, writers and bar-risters interested in the problems of copyright law should take some time to look at the book "ASCAP Copyright Law Symposium; No. 5," recently issued by the Columbia University Press. It contains the 10 outstanding essays received in 1951 and 1952 from students in the country's top law schools participating in the annual Nathan Burkan Memorial Competition sponsored by the American Society of Composers, Authors and Publishers.

What might have been one of the most interesting TV shows yet to the music trade came a cropper this week. Eddie Fisher had invited Eddie Calvert to duet with him in a performance of "Oh, Mein Papa" on Fisher's TV seg, with the musician playing his golden trumpet behind the mellifluous Fisher vocal chords. The American Federation of Musicians nixed the idea, however, since Calvert belongs to the British Musicians' Union, with which the AFM has no reciprocal exchange treaty. This could have been a whale of a show.

Dealers, get set: Easter is a-comin' in. Columbia Records has already issued three Easter disks, one by Gene Autry, another by Gayla Peevey and one more by—you guessed it—Jimmy Boyd. Mitchell Torok has a c.&w. Easter tune on Abbott and more are assuredly on the way from the other companies.

Columbia Records' new pamphlet on its needle line points out that there is one mile of grooves on a 12-inch LP disk; both sides of course. Since the average 12-inch LP record now plays about 45 minutes, this means that the tone arm on the average phono travels about one and one-third miles per hour at 33 1/3 r.p.m. We are not quite certain what this signifies, but it may interest some technically inclined disk buyers.

## 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)
- I See the Moon—Feldman (Plymouth)
- Happy Wanderer—Bosworth (Boosey & Hawkes)
- Tennessee Wig-Walk—Francis Day & Hunter (Village)
- Changing Partners—Robert Mellin (Porgie)
- Rags to Riches—Chappell (Saunders)
- Swedish Rhapsody—Connelly (Dartmouth)
- Don't Laugh at Me (Cause I'm a Fool)—David Toff (\*)
- That's Amore—Victoria (Paramount)
- Answer Me—Bourne (Bourne)
- Cloud Lucky Seven—Robbins (Robbins)
- If You Love Me—World Wide (Peer)
- Ebb Tide—Robbins (Robbins)
- From Here to Eternity—Dash (Barton)
- Blowing Wild—Harms, Connelly (Witmark)
- The Book—Kassner (Kassner)
- Bell Bottom Blues—Michael Reine (Shapiro-Bernstein)
- Luxembourg Polka—Dash (\*)
- Golden Tango—Lawrence Wright (Mills)
- My Heart Belongs to Only You—Kassner (Regent)

FIRST IN SERIES ON MUSIC POP CHARTS

Charts Aim at 2 Basic Problems Of Record Buyers and Users

Record dealers, juke box operators, disk jockeys and program directors are faced with two basic problems when it comes to buying and/or programing records from week to week.

The chief function and the designed purpose of The Billboard Music Popularity Charts is to contribute as substantially as possible to the solution of these two problems with which dealers, operators and radio-TV programing people are constantly faced.

Over 600 column-inches of information are published in the Pop Charts every week. Yet there are only five basic elements in the material designed to follow a record from the "cradle to the grave."

REVIEWS: This is the first element. It is designed to help solve the problem of evaluating the brand new records. This is a "team" operation for The Billboard's Music staff in the New York office headed up by Paul Ackerman, the music editor.

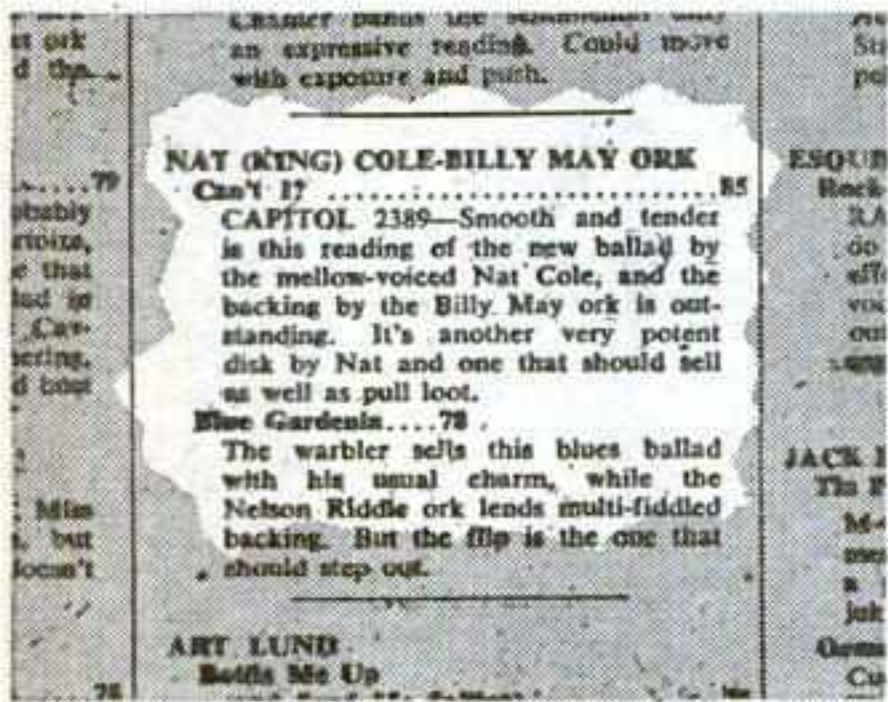


Figure 1

A Billboard review and rating is opinion. We hasten to point out that opinions—even those expressed by qualified people, with sensitive study and thought, have been wrong on a number of occasions.

Figure 1 illustrates the familiar Billboard review and points up the first mention of "Can't I?" in The Billboard. It had just been released and was given



Figure 2

an excellent review and a high rating in the March 14, 1953, issue. Reviews are the first place to look in trying to estimate the value of new records.

SPOTLIGHT REVIEWS: This feature used to be called "New Records to Watch" and, like the reviews themselves, is an attempt to help evaluate new records not yet exposed to the public.

The material for "Spotlight..." comes from the traditional Billboard Thursday night session where records are heard many times by the entire staff and selected by plurality vote.

responsibility and a keen sense of pride make "Spotlight..." a valuable source of new record information.

See Figure 2 where, in the same issue as the review, Nat Cole's "Can't I?" was spotlighted. As of the March 14, 1953, issue, the record looked like it had a much better than even chance of being a profitable one for everybody.

BEST BUYS: This is the third basic element of the Pop Charts, but the first one that approaches the problem of reporting public reaction to a record in its early stages of exposure. The Billboard started publishing Best Buys in the summer of last year to "fill the gap" between the release date of the record (Billboard review) and the time when the record had the opportunity to show up on either the territorial or national charts.

Unlike the old "Billboard Picks" which many readers will remember, Best Buys is not opinion. Information from which it is published is gathered at the end of every week by phone, telegraph and personal call from selected key record outlets in 20 major marketing areas.

"Can't I?" was listed as a Best Buy (Figure 3). Note the text of the copy which explains why. This was the issue of March 21—only one week after the review. The record was enjoying public buying activity in enough key areas to indicate that it would



Figure 3

develop into a profitable one—not necessarily a big hit, but a record which would warrant good dealer inventory, certainly a place on multiple play juke boxes and serve well as material for substantial disk jockey programing.

TERRITORIAL CHARTS: The Territorial Best Sellers represent another segment of the Pop Chart structure based upon accurate factual information, and like the Best Buys and the National Charts (see below) are completely impersonal. The compilation is based upon questionnaire returns (both by mail and Western Union) from dealers in selected markets.



Figure 4

operation, as well as the mechanical tabulation of questionnaires, are handled entirely by The Billboard's Cincinnati plant.

The Territorial Best Sellers are a local verification of the National Best Seller listings. However—and perhaps most important from the standpoint of help-

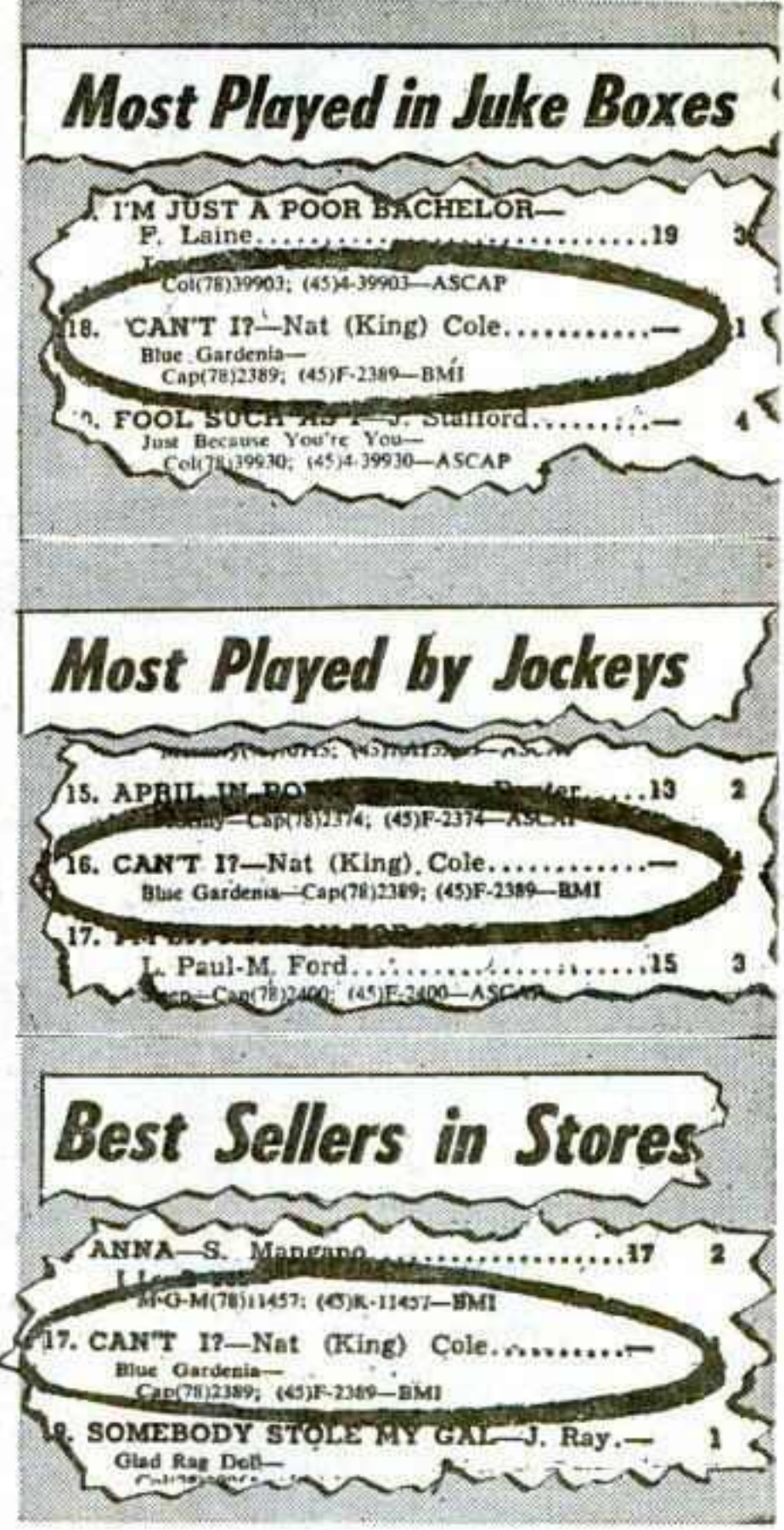


Figure 5

ing to keep informed on public reaction—they are also a means of spotting the records which are "coming up." Furthermore, this feature highlights a music business practice—that of kicking off a disk in certain key areas where the concentration of disk jockey play, juke box exposure and distributor-dealer merchandising make quick local action possible.

"Can't I?" appeared for the first time in the March 28 issue (one week after its appearance in Best Buys) as one of the top 10 sellers in two important markets. (See Figure 4.) This was no indication that Capitol and Nat (King) Cole had another "smash," but a sound indication that they had a good record that the public liked.

NATIONAL CHARTS: The national charts—made up of the Best Sellers in Stores, the Most Played in Juke Boxes and the Most Played by Jockeys—may be regarded as the yardstick whereby top records are gauged. In these lists one may quickly determine the records' ascendancy or descent. These charts are based upon a scientific sampling covering all chief musical categories. The returns are taken from mailed questionnaires. Like the Best Buys and Territorial Best Sellers, these are factual and completely impersonal.

See Figure 5 which illustrates the three national charts in the popular record category. "Can't I?" made the Most Played in Jukes chart in the April 4 issue, just three weeks after the issue in which it was reviewed. Two weeks later (April 18) it made both the Dealer and Disk Jockey National charts. In none of the three national charts did it climb any higher than 16th position, and, after holding there for a week or two, it slid off. The record continued to maintain strength in some territorial charts for another few weeks, then finally disappeared from print.

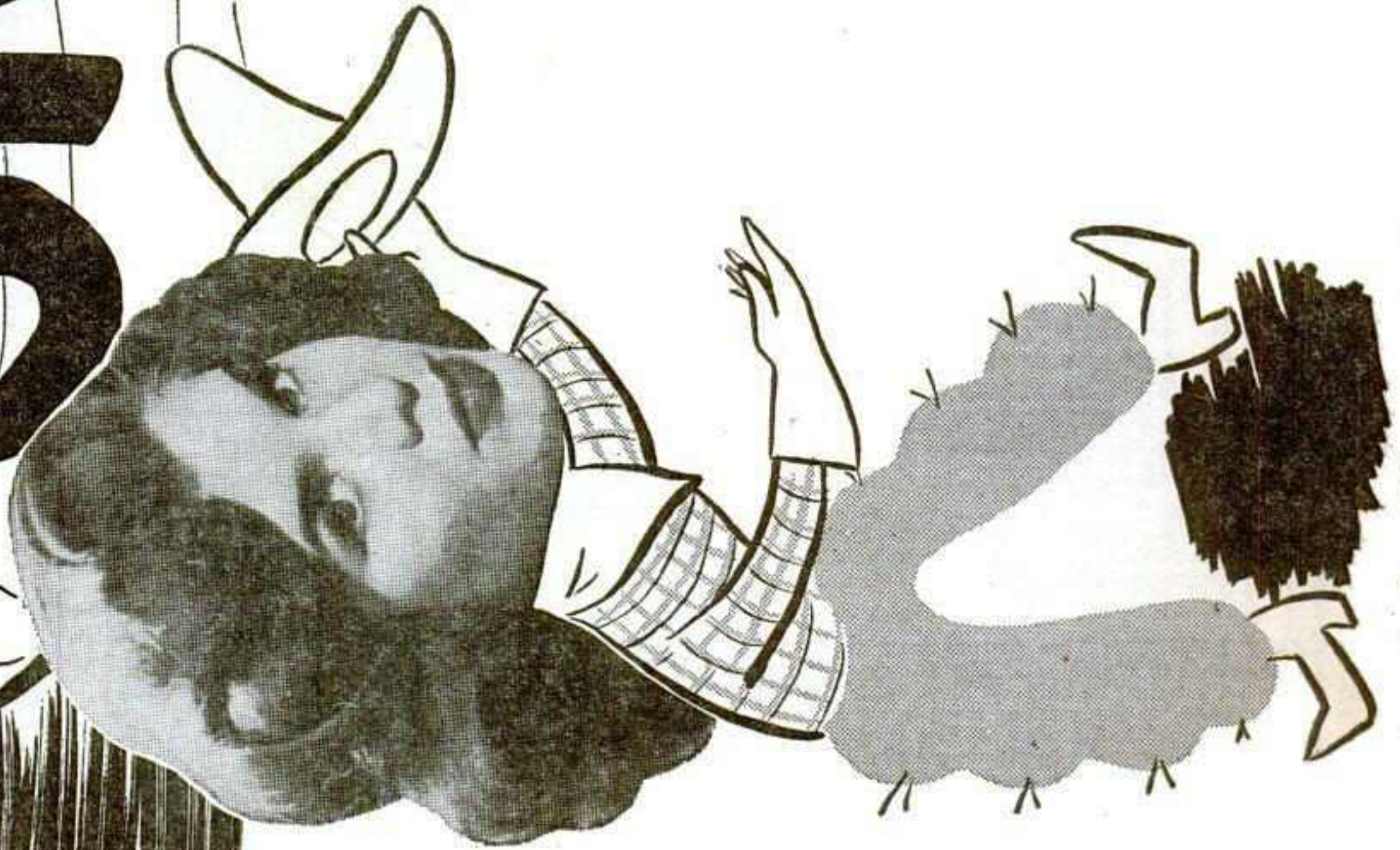
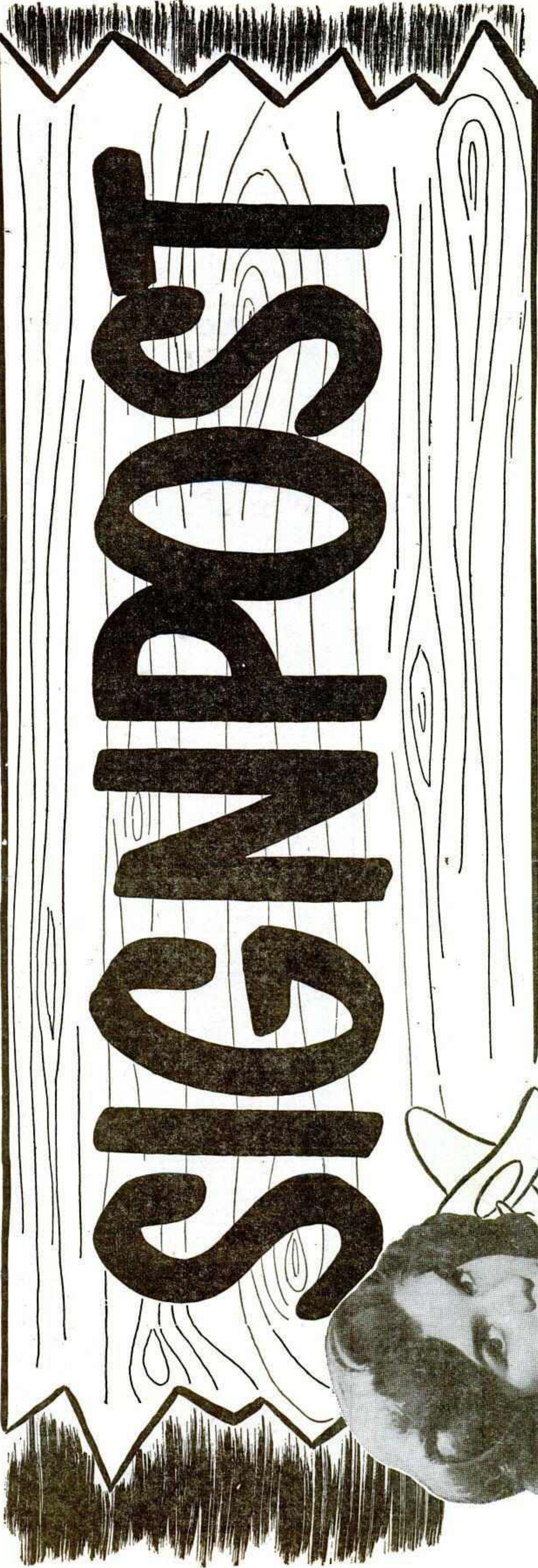
THE HONOR ROLL OF HITS: This is a listing of song popularity rather than records. It is, in effect, a recapitulation of record and sheet music sales, juke box and disk jockey performances—a wrap-up of the entire Billboard chart operation. Tunes which make it have had their disk history reported from beginning to end by the web of nation-wide Billboard surveys which become operative as soon as a disk is released.

These, in sum, are the essential elements of what goes into The Billboard Music Popularity charts. These are the highlights of the procedure whereby The Billboard reports the life history of some 5,000 records annually. The Billboard presents this series so that the distributor, the dealer, the operator and the disk jockey might gain a fuller understanding of the total chart structure—its objectivity and value—and in order that the reader might achieve a greater knowledge of how to use the charts to best advantage.

Each element covered in the above blueprint will be exhaustively explored in future issues.

(Next Week: Reviews and Spotlight)

# SING PROS



sung by

# EILLEEN BARTON

CORAL 61146



MOONLIGHT MUSIC INC.

1733 BROADWAY, NEW YORK CITY

# DON CORNELL



*sings*

# SIZE 12

*and*

# HOLD ME

A KING-SIZED HIT!

CLIMBING ON ALL CHARTS!

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



## CORAL RECORDS

America's Fastest Growing Record Company

(A subsidiary of DECCA RECORDS, INC.)

# The Billboard Music Popularity Charts POPULAR RECORDS

## Best Sellers in Stores

For survey week ending March 10

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

This Week	Last Week	Weeks on Chart	Title	Artist
1	2	11	SECRET LOVE	Doris Day
2	1	7	MAKE LOVE TO ME	J. Stafford
3	3	7	I GET SO LONELY	Four Knights
4	9	3	WANTED	P. Como
5	5	5	YOUNG AT HEART	F. Sinatra
6	4	15	OH, MY PAPA	E. Fisher
7	6	4	CROSS OVER THE BRIDGE	P. Page
8	8	15	STRANGER IN PARADISE	T. Bennett
9	7	19	THAT'S AMORE	D. Martin
10	17	3	ANSWER ME, MY LOVE	Nat (King) Cole
11	13	7	FROM THE VINE CAME THE GRAPE	Gaylords
12	11	9	TILL WE TWO ARE ONE	G. Shaw
13	10	17	CHANGING PARTNERS	P. Page
14	14	6	DARKTOWN STRUTTERS' BALL	L. Monte
15	12	6	FROM THE VINE CAME THE GRAPE	Hilltoppers
16	15	8	TILL THEN	Hilltoppers
17	19	3	SOMEBODY BAD STOLE DE WEDDING BELL	E. Kitt
18	16	16	HEART OF MY HEART	Four Aces
19	—	4	CUDDLE ME	R. Gaylord
20	18	16	STRANGER IN PARADISE	Four Aces

## Most Played in Juke Boxes

For survey week ending March 10

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	Artist
1	1	7	MAKE LOVE TO ME	J. Stafford
2	3	8	SECRET LOVE	Doris Day
3	2	14	OH, MY PAPA	E. Fisher
3	6	6	I GET SO LONELY	Four Knights
5	4	18	THAT'S AMORE	D. Martin
6	5	15	CHANGING PARTNERS	P. Page
7	7	14	STRANGER IN PARADISE	T. Bennett
7	8	8	TILL WE TWO ARE ONE	G. Shaw
9	11	2	CROSS OVER THE BRIDGE	P. Page
10	9	16	HEART OF MY HEART	Four Aces
10	13	4	DARKTOWN STRUTTERS' BALL	L. Monte
12	10	5	FROM THE VINE CAME THE GRAPE	Hilltoppers
13	18	2	WANTED	P. Como
14	14	12	STRANGER IN PARADISE	Four Aces
15	11	6	FROM THE VINE CAME THE GRAPE	Gaylords
16	17	2	YOUNG AT HEART	F. Sinatra
17	15	25	RAGS TO RICHES	T. Bennett
17	19	2	THERE'LL BE NO TEARDROPS TONIGHT	T. Bennett
19	—	7	WOMAN	J. Desmond
19	—	1	MAN WITH THE BANJO	Ames Brothers
19	—	7	TILL THEN	Hilltoppers

## Most Played by Jockeys

For survey week ending March 10

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	Artist
1	1	11	SECRET LOVE	Doris Day
2	2	9	MAKE LOVE TO ME	J. Stafford
3	5	9	I GET SO LONELY	Four Knights
4	4	6	YOUNG AT HEART	F. Sinatra
5	7	3	WANTED	P. Como
6	8	3	CROSS OVER THE BRIDGE	P. Page
7	3	14	OH, MY PAPA	E. Fisher
8	10	8	TILL WE TWO ARE ONE	G. Shaw
9	6	17	STRANGER IN PARADISE	T. Bennett
10	9	18	THAT'S AMORE	D. Martin
11	—	5	ANSWER ME, MY LOVE	Nat (King) Cole
12	11	6	FROM THE VINE CAME THE GRAPE	Gaylords
13	13	7	TILL THEN	Hilltoppers
14	12	5	DARKTOWN STRUTTERS' BALL	L. Monte
15	16	4	FROM THE VINE CAME THE GRAPE	Hilltoppers
16	14	15	STRANGER IN PARADISE	Four Aces
17	15	17	CHANGING PARTNERS	P. Page
18	19	4	SOMEBODY BAD STOLE DE WEDDING BELL	E. Kitt
19	—	3	SOMEBODY BAD STOLE DE WEDDING BELL	G. Gibbs
20	—	1	LOVIN' SPREE	E. Kitt

## Territorial Best Sellers

For survey week ending March 10

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

Market	1	2	3	4	5	6	7	8	9	10	
<b>Atlanta</b>	1. Make Love to Me	2. Wanted, P. Como, V.	3. I Get So Lonely	4. Secret Love, Doris Day, Col.	5. That's Amore, D. Martin, Cap.	6. Young at Heart, F. Sinatra, Cap.	7. Oh, My Papa, E. Fisher, V.				
<b>Boston</b>	1. Wanted, P. Como, V.	2. Young at Heart, F. Sinatra, Cap.	3. Answer Me My Love	4. Kid's Last Fight, F. Laine, Col.	5. Oh, My Papa, E. Fisher, V.	6. Secret Love, Doris Day, Col.	7. There'll Be No Teardrops Tonight	8. Melancholy Me, E. Howard, Mer.			
<b>Buffalo</b>	1. Darktown Strutters' Ball	2. Young at Heart, F. Sinatra, Cap.	3. Secret Love, Doris Day, Col.	4. Cross Over the Bridge	5. Wanted, P. Como, V.	6. Make Love to Me	7. From the Vine Came the Grape	8. Till We Two Are One			
<b>Chicago</b>	1. I Get So Lonely	2. Cross Over the Bridge	3. Wanted, P. Como, V.	4. Make Love to Me	5. Young at Heart, F. Sinatra, Cap.	6. Answer Me, My Love	7. Darktown Strutters' Ball	8. From the Vine Came the Grape	9. Somebody Bad Stole De Wedding Bell		
<b>Cincinnati</b>	1. Make Love to Me	2. Secret Love, Doris Day, Col.	3. Wanted, P. Como, V.	4. I Get So Lonely	5. Answer Me, My Love	6. Young at Heart	7. Stranger in Paradise	8. From the Vine Came the Grape	9. Cross Over the Bridge	10. Till We Two Are One	
<b>Cleveland</b>	1. Cuddle Me, R. Gaylord, Mer.	2. Wanted, P. Como, V.	3. Secret Love, Doris Day, Col.	4. Cross Over the Bridge	5. Young at Heart, F. Sinatra, Cap.	6. I Get So Lonely	7. Make Love to Me	8. Gee, Crows, Rma.	9. From the Vine Came the Grape		
<b>Dallas-Ft. Worth</b>	1. Make Love to Me	2. Secret Love, Doris Day, Col.	3. I Get So Lonely	4. Wanted, P. Como, V.	5. Young at Heart	6. Till We Two Are One	7. Answer Me, My Love				
<b>Denver</b>	1. Secret Love, Doris Day, Col.	2. Make Love to Me	3. Heart of My Heart	4. I Get So Lonely	5. From the Vine Came the Grape	6. Changing Partners	7. Till Then				
<b>Detroit</b>	1. Make Love to Me	2. Wanted, P. Como, V.	3. Secret Love, Doris Day, Col.	4. Young at Heart, F. Sinatra, Cap.	5. Cuddle Me, R. Gaylord, Mer.	6. Cross Over the Bridge	7. I Get So Lonely	8. From the Vine Came the Grape	9. Such a Night, B. Paul, Eos.		
<b>Kansas City</b>	1. I Get So Lonely	2. Make Love to Me	3. Secret Love, Doris Day, Col.	4. Wanted, P. Como, V.	5. From the Vine Came the Grape	6. Cross Over the Bridge	7. Young at Heart, F. Sinatra, Cap.	8. Heart of My Heart	9. Answer Me, My Love	10. Oh, My Papa, E. Fisher, V.	
<b>Los Angeles</b>	1. Secret Love, Doris Day, Col.	2. Young at Heart, F. Sinatra, Cap.	3. Oh, My Papa, E. Fisher, V.	4. Stranger in Paradise	5. Make Love to Me	6. Changing Partners	7. That's Amore, D. Martin, Cap.	8. From the Vine Came the Grape	9. Young at Heart	10. Stranger in Paradise	
<b>Milwaukee</b>	1. Young at Heart	2. Make Love to Me	3. Wanted, P. Como, V.	4. Cross Over the Bridge	5. Secret Love, Doris Day, Col.	6. I Get So Lonely	7. Oh, My Papa, E. Fisher, V.	8. Till We Two Are One			
<b>New Orleans</b>	1. Secret Love, Doris Day, Col.	2. Stranger in Paradise	3. Make Love to Me	4. Young at Heart, F. Sinatra, Cap.	5. Oh, My Papa, E. Fisher, V.	6. Somebody Bad Stole De Wedding Bell	7. That's Amore, D. Martin, Cap.	8. Cross Over the Bridge			
<b>New York</b>	1. Secret Love, Doris Day, Col.	2. Stranger in Paradise	3. Oh, My Papa, E. Fisher, V.	4. That's Amore, D. Martin, Cap.	5. Young at Heart	6. Answer Me, My Love	7. Darktown Strutters' Ball	8. Make Love to Me	9. Wanted, P. Como, V.	10. Changing Partners	
<b>Pittsburgh</b>	1. Gee, Crows, Rma.	2. Wanted, P. Como, V.	3. Cross Over the Bridge	4. There'll Be No Teardrops Tonight	5. Young at Heart, F. Sinatra, Cap.	6. Cuddle Me, R. Gaylord, Mer.	7. Man With the Banjo	8. Secret Love, Doris Day, Col.			
<b>St. Louis</b>	1. Young at Heart, F. Sinatra, Cap.	2. I Get So Lonely	3. Wanted, P. Como, V.	4. Answer Me, My Love	5. Cross Over the Bridge	6. Make Love to Me	7. Melancholy Me	8. Tear Down the Mountain			
<b>San Francisco</b>	1. Secret Love, Doris Day, Col.	2. Oh, My Papa, E. Fisher, V.	3. Stranger in Paradise	4. Young at Heart, F. Sinatra, Cap.	5. From the Vine Came the Grape	6. Make Love to Me	7. Changing Partners	8. From the Vine Came the Grape	9. That's Amore, D. Martin, Cap.		
<b>Seattle</b>	1. Make Love to Me	2. From the Vine Came to Grape	3. Gee, Crows, Rma.	4. Oh, My Papa, E. Fisher, V.	5. Marie, Four Tunes, Jub.	6. Secret Love, Doris Day, Col.	7. Bell Bottom Blues	8. Young at Heart, F. Sinatra, Cap.			
<b>Balti.-Wash.</b>	1. Young at Heart, F. Sinatra, Cap.	2. Make Love to Me	3. Answer Me, My Love	4. Secret Love, Doris Day, Col.	5. I Get So Lonely	6. Wanted, P. Como, V.	7. Till We Two Are One	8. Till Then, Hilltoppers, Dot	9. From the Vine Came the Grape		

## This Week's Best Buys

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

**SUCH A NIGHT** (Raleigh, BMI)—Johnnie Ray—Columbia 40200

This tune, already established on the national r.&b. chart, is now sparking a lot of excitement in the pop market. Johnnie Ray's version is leading there, with strong reports being received this week from New York, Philadelphia, Detroit, St. Louis, Providence and Atlanta. Good reports were also returned from Cleveland, Durham and Milwaukee. Initial reaction to Bunny Paul's version of this tune on the Essex label has also been highly favorable. Already on the Detroit territorial chart this week, the Paul disk also got excellent sales ratings in Philadelphia, Buffalo, Pittsburgh, Cleveland, Milwaukee and St. Louis. Both are previous Billboard "Spotlight" disks. The flip of the Ray disk is "Destiny" (Carlyle, ASCAP).

**THE KID'S LAST FIGHT** (Hawthorne, ASCAP)  
**LONG DISTANCE LOVE** (E. H. Morris, ASCAP)—Frankie Laine—Columbia 40178

While distribution of the disk was completed only this past week in many areas, it has taken off quickly. Appearing already this week on the Boston territorial chart, the record also received good and strong reports from Providence, Philadelphia, Pittsburgh, Cincinnati, Milwaukee, St. Louis and Atlanta. Preference as to side was fairly evenly split, with the edge going to "Fight." A previous Billboard "Spotlight" disk.



# Mercury

## means record business!



**"Cross Over The Bridge"**

AND

**"MY RESTLESS LOVER"**

**PATTI PAGE**

MERCURY 70302 • 70302X45



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

AND

**"PATZO FOR PIZZA"**

**THE GAYLORDS**

MERCURY 70296 • 70296X45



**"Melancholy Me"**

AND

**"I WONDER WHAT'S BECOME OF SALLY"**

**EDDY HOWARD**

MERCURY 70304 • 70304X45



**"Cuddle Me"**

AND

**"OH, AM I LONELY"**

**RONNIE GAYLORD**

MERCURY 70285 • 70285X45



**"The Sparrow Sings"**

AND

**"UNTIL YOU CAME TO ME"**

**VIC DAMONE**

MERCURY 70326 • 70326X45



**"Such A Night"**

AND

**"UNTIL SUNRISE"**

**Dinah WASHINGTON**

MERCURY 70336 • 70336X45



**"Stomp and Whistle"**

AND

**"BUCK DANCE"**

**DAVID CARROLL**

MERCURY 70335 • 70335X45



**"Big Noise From Winnetka"**

AND

**"TULAROSA"**

**RALPH MARGERIE**

MERCURY 70328 • 70328X45



**"The Train With The Rhumba Beat"**

AND

**"Melancholy Baby"**

**RUSTY DRAPER**

MERCURY 70327 • 70327X45



**"That Girl"**

AND

**"EVERY LITTLE MOVEMENT"**

**THE HARMONICATS**

MERCURY 70332 • 70332X45



**"Somersault"**

AND

**"HUCKLEBERRY FINN"**

**RICHARD HAYMAN**

MERCURY 70333 • 70333X45



**"Take My Love"**

AND

**"BABE IN THE WOODS"**

**JOYCE TAYLOR**

MERCURY 70317 • 70317X45



### COUNTRY AND WESTERN

**"I Need A Little Help"**

AND

**"I'LL NEVER LOVE AGAIN"**

**THE CARLISLES**

MERCURY 70306 • 70306X45

**"I'll Do The Dishes"**

AND

**"I DON'T HAVE A CONTRACT"**

**JOE CARSON**

MERCURY 70315 • 70315X45

**"What Would It Take"**

AND

**"HELLO TO THE BLUES"**

**BETTY AMOS**

MERCURY 70280 • 70280X45

**"Too Proud To Wear My Name"**

AND

**"THAT'S HOW I WAS LOST"**

**TIBBY EDWARDS**

MERCURY 70314 • 70314X45

### RHYTHM AND BLUES

**"Short John"**

AND

**"FEEL LIKE I WANNA CRY"**

**DINAH WASHINGTON**

MERCURY 70329 • 70329X45

**"Goin' Home"**

AND

**"THE LONESOME ROAD"**

**JIMMY RICKS**

MERCURY 70330 • 70330X45

**"Old Man Boogie"**

AND

**"YOU CAN'T HAVE MY LOVE NO MORE"**

**EDDIE VINSON**

MERCURY 70334 • 70334X45

**"One More Time"**

AND

**"MUSH MOUTH"**

**BUDDY JOHNSON**

MERCURY 70321 • 70321X45



Spring into  
Action  
with these...



# BILLY ECKSTINE

Sings

## LOST IN LOVELINESS

and  
DON'T GET AROUND  
MUCH ANYMORE

MGM 11694 78 rpm • K 11694 45 rpm

# BOB STEWART

THE STEPS OF SAINT MARIE

I WENT OUT OF MY WAY

MGM 11699 78 rpm • K 11699 45 rpm

RECEIVED  
HIGHEST RATING  
NBC  
"BIG PREVIEW"  
SHOW

# ALAN DEAN

## POSITIVELY NO DANCING

and  
HOLD ME CLOSE

MGM 11683 78 rpm • K 11683 45 rpm

Recorded directly from the sound track of the MGM Picture "Lili"

# LESLIE CARON & MEL FERRER

## HI-LILI, HI-LO

and  
LILI AND THE PUPPETS

MGM 30759 78 rpm • K 39759 45 rpm

# LEW DOUGLAS

## TURN AROUND BOY

and  
CAESAR'S BOOGIE

MGM 11654 78 rpm • K 11654 45 rpm

# JIMMY LEYDEN'S SERENADERS

## DISILLUSIONED

and  
YOUR FIRST DAY IN HEAVEN

MGM 11692 78 rpm • K 11692 45 rpm

# VICKI BENET

## SHIP WRECKED

and  
YOU'VE NEVER BEEN IN LOVE

MGM 11693 78 rpm • K 11693 45 rpm

# ROBERT MAXWELL

## SOLFEGGIO

and  
THE DOLL DANCE

MGM 11671 78 rpm • K 11671 45 rpm

# TOMMY EDWARDS

## WALL OF ICE

and  
THERE WAS A TIME

MGM 11668 78 rpm  
K 11668 45 rpm

# KEN REMO

QUANTO ABOVE  
THE SUN

MGM 11698 78 rpm  
K 11698 45 rpm

# DEAN PARKER

LET ME TELL YOU  
'BOUT LOUISA

BE MINE,  
BELOVED

MGM 11705 78 rpm  
K 11705 45 rpm

# TOMMY MARA

WITHOUT A WORD OF  
WARNING

MORE THAN  
EVER

MGM 11684 78 rpm  
K 11684 45 rpm

# HANK WILLIAMS

THERE'LL BE NO  
TEARDROPS  
TONIGHT

and  
MIND YOUR OWN BUSINESS

MGM 10461 78 rpm  
K 10461 45 rpm

# YOU BETTER KEEP IT ON YOUR MIND

LOW  
DOWN  
BLUES

MGM 11675 78 rpm  
K 11675 45 rpm

# CARSON ROBISON

## THE DENVER DRAGON

PARTS 1 and 2  
MGM 11688 78 rpm  
K 11688 45 rpm

MAKE FRIENDS WITH RECORDS

# M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT

701 SEVENTH AVE. NEW YORK 36, N. Y.

# Vox Jox

By CHARLOTTE SUMMERS

## Jox Trix

Ken Brooks, KYAK, Yakima, Wash., writes us about his "point of sale" attention getter. Brooks installed a turntable holding a 16-inch disk and pictures of himself in the sponsor's window. Underneath the turntable, he lists his "record pick of the week," and then plugs the song on the sponsor's five-minute portion of the show. . . . Dick Doty, formerly Lockwood Doty with NBC News in New York, claims he is one of the few quasi-news commentators who has turned into a quasi-deejay. He says, "Merry-Go-Round" is on from 11 to 1 a.m. on WHAM, Rochester, N. Y., each night, and the gimmicks include great swing pieces and pop 'Name the Tune' contests, idle chatter which can be listened to with one ear and a phone on my desk which brings in calls from all over the nation." . . . Roy Leonard, WKOK, Framingham, Mass., tells us that a recent benefit show at Boston's Mechanic's Building emceed by Leonard drew close to 5,000 people who saw Julius La Rosa and Cindy Lord. . . . Tom Shields, WCPS, Tarboro, N. C., has had great success with the dance instructions for "The Creep." Shields advises that he was "deluged with letters for more than over 150 instruction sheets in one week's time." . . . Nick Barry, WCMW, Canton, O., is highlighting the various high schools in his area. Each week students from one of the schools conduct a poll at their school and report results along with school activities, etc. Thirty minutes of every Friday show is set aside for the school and will run until all schools have had a chance to participate. . . . Allyn Edwards, WNBC, New York, recently did a show on which he played only records which included the name, Jones, in its title. "The inspiration for this program," Edwards tells us, "came from one of the Joneses."

## Surface Noises

Jimm Seaney, WJZ, Decatur, Ill., has this to say about the many complaints printed here about record companies. "I really don't see why so many of the deejays have decided to get high handed with record companies, i.e., selling plug spots, refusing to give label credits on a very good side. True the deejay makes records, but first came the records to make the deejay. WJZ covers five college towns, and we have always been able to get any and all pop records needed to satisfy this audience. My only gripe is trying to get jazz sides from both the majors and the indies to program. With a tremendous college audience, I program quite a bit of jazz, and I either have to use old sides or sides that just one major outlet (RCA) provides. Perhaps some of the younger deejays should ask some of the older boys what radio was like before record shows became popular." . . . Don Schmitt, WISC, Madison, Wis., agrees with the idea voiced by some of the other deejays to cut down on the playing time of records. . . . Ted Handal, KOIL, Omaha, writes: "Many bouquets to the record companies which are so concerned with the jockeys that they see to it they get all the latest, and in many cases duplicates, to the songs that are big hits. In our case, Capitol, Mercury, RCA Victor and the smaller companies take care of us very well. On the other hand, we have nothing but discouraging thoughts about Decca, Coral and M-G-M for paying no attention to our repeated pleas for their songs. Oh, yes, Columbia is very good about sending us all the latest." . . . Bayne A. Spring, KTRC, Santa Fe, N. M., sends us this message: "If you think radio is taking a back seat for TV, you have been misinformed . . . all you need is local color."

## Change of Theme

Zenas Sears, formerly with WGST, Atlanta, has moved to WAOK, the new 5,000-watt station in Atlanta. Sears will air his "Digging the Disks" from 3:30 p.m. to 8 p.m. daily with emphasis on the r.&b. and gospel market. . . . Dick Noel, Decca recording artist, will sub for deejay Johnny Andrews, WTAM and WNBK-TV, Cleveland, for two weeks starting March 15. . . . Walt Hughes,

replacement announces at WTRY, Troy, N. Y., has moved to WBRK, Pittsfield, Mass., to do two deejay shows. . . . Alan Boal is back spinning records at WBVP, Beaver Falls, Pa., after two years as a G.I. deejay for the Armed Forces radio net in Austria. . . . Bob Mack, WMTR, Morristown, N. J., has left radio to concentrate on his real estate holdings in Florida. Mack is being replaced by Frank Fellmer. . . . Marge Abbott, formerly from St. Louis, is now handling three request programs via WJNX, Jackson, Miss. . . . Charles Glass, WJDA, Quincy, Mass., just returned from his vacation in New Hampshire and Maine. . . . Al Burns, WPTR, Albany, N. Y., night deejay, is replacing Bill Hickock as early man. Hickock is leaving radio to go into the insurance business. . . . Jerry Healy, WSCR, Scranton, Pa., has moved to WICK there, a new indie. . . . Jeff Warner,

## YESTERYEAR'S TOPS—

- The nation's top tunes on records as reported in The Billboard
- MARCH 18, 1944:
1. Besame Mucho
  2. Mairzy Doats (Merry Macs)
  3. My Heart Tells Me
  4. Holiday for Strings
  5. Shoo-Shoo Baby (Andrews Sisters)
  6. I Couldn't Sleep a Wink Last Night
  7. Mairzy Doats (Trace)
  8. Speak Low
  9. Star Eyes
  10. Shoo-Shoo Baby (Morse)
- MARCH 19, 1949:
1. Cruising Down the River
  2. Far Away Places
  3. Powder Your Face With Sunshine
  4. Galway Bay
  5. I've Got My Love to Keep Me Warm
  6. Red Roses for a Blue Lady
  7. A Little Bird Told Me
  8. So Tired
  9. Lavender Blue
  10. Sunflower

WPAL, Charleston, S. C., has had his show extended 45 minutes. . . . Robert K. McCormack, of Brooklyn, N. Y., replaced Robert S. Brady as station manager of WGHC, Worcester, Mass. . . . Lee Leonard, former deejay at WLOW, Washington, moved to the station's TV affiliate, WTOV-TV, on a full-time basis. Leonard will share emcee duties with Bob Drepperd on an hour-long morning show called, "Week-end in Washington."

## Guestings

James R. Curtis, KFRO, Longview, Tex., recently played host to Sammy Kaye and Jeffrey Clay on his afternoon show. . . . Rod Louden, KPOJ, Portland, Ore., writes us about the benefit at Portland's Shrine Hospital for Crippled Children which he worked with Burl Ives. Ives also visited Louden's show for an air chat. . . . Tom Edwards, WERE, Cleveland, stopped in at The Billboard office in New York for a chat a few weeks ago. Edwards and his wife were here for a week's visit and told us about Bobby Maxwell and Georgie Shaw's visit on the show. . . . Joan Fontaine and Collier Young visited the John Woods' show on WTAG, Worcester, Mass. . . . Bill Finegan, co-leader of the Sauter-Finegan ork, dropped by for a chat and interview with Bob Baker, KORK, Las Vegas, Nev. . . . Guest appearances on Hal 'n' Nancy's show, WILK, Wilkes-Barre, Pa., were made by Frank Murphy and movie starlet Pat Crowley. . . . Larry Carothers, all-night deejay on KONO, San Antonio, recently interviewed Stan Kenton and June Christy. . . . A recent guest of Jack Wagner, KHJ, Hollywood, was Joe Pasternak, M-G-M senior producer who turned songwriter and was plugging his "I Just Love You," with Nikolas Brodsky. . . . Freddie Vigder, WISN, Milwaukee, played host to Patti Page recently and asked listeners to phone in any questions they would like her to answer. Among the calls received were a florist offering Patti a corsage, a jeweler who offered to clean and check her diamonds and a listener who had just finished baking a cake and invited her to come over for coffee.

EVERYBODY but EVERYBODY  
 is talking about THE JAMES GIRL!

# Joni James

Sings

## AM I IN LOVE

8/w

## MAYBE NEXT TIME

11696 78 RPM • K11696 45 RPM

**M-G-M RECORDS**

THE GREATEST NAME IN ENTERTAINMENT

701 SEVENTH AVE. NEW YORK 36, N. Y.



**BEST SELLING ALBUM**

**LET THERE BE LOVE**

Let There Be Love  
 My Romance  
 The Nearness of You  
 You're Mine, You

You're My Everything  
 You're Nearer  
 Love Is Here to Stay  
 I'll Be Seeing You

MGM 222 (78 rpm) • EP X-222 • LP E-222

# THIS IS NOT AN AD!

WE PICKED THIS AS THE QUICKEST WAY TO ANNOUNCE TO YOU

**DECCA SPECIAL RELEASE FLASH!!**

**PEGGY LEE**

with VICTOR YOUNG AND HIS SINGING STRINGS

sings

**AUTUMN IN ROME**

(From the Film "Indiscretion of an American Wife")

and

**JOHNNY GUITAR**

(From the Film "Johnny Guitar")

Decca 29076 (78 rpm) and 9-29076 (45 rpm)

**JANE TURZY**

sings

**SUCH A NIGHT**

Decca 29087 (78 rpm) and 9-29087 (45 rpm)

and

**IT'S YOU, IT'S YOU I LOVE!**

**TEX WILLIAMS**

sings

**MONEY**

Decca 29077 (78 rpm) and 9-29077 (45 rpm)

and

**IF YOU'D BELIEVE IN ME**

**JIMMIE LOGSDON**

sings

**GOOD DEAL LUCILLE**

Decca 29075 (78 rpm) and 9-29075 (45 rpm)

and

**MIDNIGHT BOOGIE**

**DON'T DELAY—ORDER TODAY!**

*America's Fastest Selling Records*



## The Billboard Music Popularity Charts POPULAR RECORDS

### • Reviews of New Pop Records

**NAT (KING) COLE**

**Alone Too Long** .....87  
 CAPITOL 2754—Attractive new tune from the forthcoming musical, "By the Beautiful Sea," receives a very smooth reading from Nat Cole, over a lovely ork arrangement. This side is a potent one, and could move out fast. (E. H. Morris, ASCAP)  
**It Happens to Be Me**...86  
 Nat Cole could come thru solidly with this fine new etching. The tune is in the vein of "Somewhere Along the Way," and, as usual, Cole sings it with warmth and tenderness. The ork support is excellent. Could be a big hit for the chanter. Two strong possibilities. (Paxton, ASCAP)

**LIBERACE**

**Easter Parade** .....87  
 COLUMBIA 48007—A smart seasonal waxing which is certain to attract lots of spins and loot. The 88'er keys his way thru the Irving Berlin classic with utmost ease and class. Ace program material. (Berlin, ASCAP)  
**The Rosary**...80  
 A beautiful reading of the tender and familiar melody. Coupling will be treasured by Liberace fans. (G. Schirmer, ASCAP)

**PERCY FAITH ORK**

**Dream, Dream, Dream** .....85  
 COLUMBIA 40185—A beautiful new tune receives a pure and lovely interpretation by the Percy Faith ork, with a mixed chorus doing a pretty job with the vocal. The ork plays it lushly, and the side has a chance for the big time. A fine waxing. (Feist, ASCAP)  
**Eleanora**...76  
 Here's a wild new instrumental tune with a rapid beat and a fascinating rhythm. Bernie Leighton is featured on harpsichord, while the ork stirs up a storm behind him. The side goes, and some jocks will go for it too. (Tannen, BM)

**DAVID CARROLL**

**Stomp and Whistle** .....82  
 MERCURY 70335—Tune now getting some action in the r.&b. field receives

a sock performance here by the David Carroll ork, and with exposure this one has a chance to break thru. The ork plays it with a lot of drive, and the gang-sing vocal is lively. A strong side for the boxes and a potent disk. (Arc, BMI)

**Buck Dance**...76

The almost traditional tune receives a slick, sharp performance from the Carroll crew. Should pull jock spins. (Cromwell, ASCAP)

**RALPH FLANAGAN**

**Angella Mia** .....81  
 V47-5676—Fast and excellent coverage by the ork on the oldie getting renewed attention via the Crown label. Buddy Victor and male trio blend their voices nicely for one of the most commercial Flanagan disks in a long time. Could break thru. (Crawford, ASCAP)  
**Roo Roo Roo Kangaroo**...80  
 The dance riff item started on the Rainbow label gets a first-rate coverage reading here by the Flanagan ork. Should hand the tune and the Flanagan ork a big send-off. Fine dance wax. (Milber, BMI)

**ROSEMARY CLOONEY**

**Brave Man** .....81  
 COLUMBIA 40187 — This folklike item in waltz tempo is from Miss Clooney's film "Red Garters." Could be that this will step out and make some big noise for the thrush. It's different for her, and she does a fine job. Good support, too, from the vocal group and Percy Faith's ork. (Famous, ASCAP)  
**Tomorrow I'll Dream and Remember**...78  
 Miss Clooney lends her cultured vocal cords to a most attractive imported ditty. She does just fine and will get air play with it. (Bourne, ASCAP)

**KITTY KALLEN**

**Little Things Mean a Lot** .....80  
 DECCA 29037—The thrush sings with much warmth and tenderness this tune about the way to keep a woman  
 (Continued on page 34)

## Dealer Doings

By JOE MARTIN

**NEEDLE CLINIC**

One of the most popular phonograph accessory services the customers prefer at the J. L. Hudson department store music department is the "Needle Clinic," according to manager Albert Newman. This is a concession managed by the Walco Needle Company, which has a factory-trained man at the counter to examine needles brought in by the customers.

He advises on what types of needles to be used in specific types of phonograph units, and cautions the customer on what harm can be done to the record by using the wrong needle. Established at Hudson's since October, 1953, this service has experienced a fine response when featured in a small insert ad such as was placed in last Sunday's full page ad in the Detroit Free Press, beneath a record sale ad.

**DETROIT DATA**

Mrs. Lillian Patton, of the White Novelty wholesale and retail record shop, 8422 Linwood, is in the dealer dilemma of reporting a sales trend quite in reverse of that of other dealers in Detroit. An example of this is the fact that while the unemployment crisis in the city has been felt more noticeably by the rhythm and blues dealers than the pops and classical record dealers, Mrs. Patton has experienced the opposite—a drop in her pop records, while the rhythm and blues are staying up.

Then a week ago Wednesday—the day of Detroit's "big snow," Mrs. Patton felt a strong urge to stay home. But to work she went, and she couldn't believe it. People kept coming in all day, chalking up one of her better days in a long while in retail sales. ... John Kaplan, of Pan American Distributing Company, 3731 Woodward, distributors for Mercury Records, is away on a vacation jaunt to Florida. ... And back on the job again is Ken Sihler, of Sihler's Radio Shop, 15822 Grand River, after a month in the Florida sunshine.

**MINNEAPOLIS NOTES**

"Get-well-quick" cards are going to Barbara Liesman, buyer in the record department at Yonkers Department Store, Des Moines, who recently underwent an operation. ... Vera Foster, head of the Acme Music Company, one-stop station here, is vacationing in California for two weeks. Doc Anderson, an optometrist, has opened Anderson's Record Shop

in the Hub Shopping Center, Minneapolis' newest suburban shopping area. Merle Edwards, deejay from WMIN, St. Paul, was on hand for the opener. Doc gave away 1,500 roses, as well as gift items and records on opening day when every person who entered the new store was handed a gift. John Rogers and Jim Davis have opened their second new retail outlet at Lake Street and Hennepin Avenue. They already operate a retail record shop in Edina, a Minneapolis suburb.

Irv Gorsen's one-stop station operation reports that Dot's "Josephine," by Johnny Maddox, looks like that artist's best hit ever. Herb Sandell, of the Lieberman Music Company, said dealers are asking for Teresa Brewer's new Coral platter, "Jilted," and Julius La Rosa's "Have a Heart" on Cadence, but that he hasn't received shipments yet from which to make deliveries. Mel Cardinal, M-G-M record department chief at the Lew Bonn Company, reports that Jaye P. Morgan's "Ring, Telephone, Ring" definitely is one of the major spinners here, and dealers are re-ordering heavily.

**MILWAUKEE MATTER**

"Most sensational window display in the history of the Music Mart" is the way owner Barney Kuehn describes the layout currently stopping traffic in front of his shop. Cooked up in conjunction with a local cleffer, Joe De Cimber, to plug his new tune "Yes, Dear" by Bernice Parks on Mercury, the display contains the picture of every disk jockey in town. The photos of the 27 deejays in the window have resulted in lots of customers coming into the Music Mart to ask if they could get a likeness of their favorite disk spinner, says Kuehn. Additional benefits also are racked up by the shop since the jocks naturally are plugging the new tune featured in the window along with their pictures, as well as advising their listeners to stop by and see the display.

Lots of activity is going on at the bustling Radio Doctors. The pop and jazz emporium has just completed a renovating job which enlarges its self-service LP and 45 section. Stu Glassman has resumed writing the clever Radio Doctors ad which runs each Sunday in The Milwaukee Journal and is closely watched by the hipsters in the territory. Glassman has hied himself to sunny Florida for his annual vacation.



# Buyboard

**TOP SELLERS—**

**POPULAR**

Listed Alphabetically

- AND STILL I LOVE YOU  
IF I'M AVAILABLE ..... T. Leonetti ..... 2716
- ANSWER ME, MY LOVE  
WHY ..... N. Cole ..... 2687
- THE BUNNY HOP  
THE HOKEY POKEY ..... R. Anthony ..... 2427
- DOGGONE IT, BABY, I'M IN LOVE  
RIDIN' TO TENNESSEE ..... G. MacKenzie ..... 2743
- DOUCHKA  
IF YOU WERE MINE ..... L. Baxter ..... 2748
- GEE ..... J. Hutton &  
TOO LITTLE TIME ..... A. Stordahl ..... 2727
- I'D CRY LIKE A BABY  
HEY, BROTHER, POUR THE WINE ..... D. Martin ..... 2749
- 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
- SIGN POST  
AIR EXPRESS ..... R. Anthony ..... 2728
- THAT'S AMORE  
YOU'RE THE RIGHT ONE ..... D. Martin ..... 2589
- THREE'S A CROWD  
COW BELL STRUT ..... P. Hunt ..... 2750
- UNTIL SUNRISE  
HUMORESQUE ..... J. Carr ..... 2730
- WAY, PAESANO  
MELANCHOLY SERENADE ..... A. Martino ..... 2737
- WHAT IT WAS, WAS FOOTBALL, PART I  
WHAT IT WAS, WAS FOOTBALL, PART II ..... A. Griffith ..... 2693
- YOUNG-AT-HEART  
TAKE A CHANCE ..... F. Sinatra ..... 2703

**LATEST RELEASE**

No. 412

- BACKWARD, TURN BACKWARD  
I SOLEMNLY SWEAR ..... Jane Froman ..... 2755
- JOLE FILLE  
I CAN'T AFFORD THE COFFEE ..... Merle Travis ..... 2757
- A FOOLER, A FAKER  
BREAKIN' THE RULES ..... Hank Thompson ..... 2758

**BEST SELLING "EPS"**

LISTED ALPHABETICALLY

- ANY REQUESTS!—Stan Freberg  
45 rpm "EP" No. EAP—1-496
- BLUE TANGO—Les Baxter  
45 rpm "EP" No. EAP—1-447
- THE FOUR FRESHMEN  
45 rpm "EP" No. EAP—1-433
- THE FOUR KNIGHTS SING  
45 rpm "EP" No. EAP—1-414
- HITS FROM CAN-CAN—Top Artists  
45 rpm "EP" No. EAP—1-482
- I GET SO LONELY—The Four Knights  
45 rpm "EP" No. EAP—1-506
- J'ATTENDRAI—Giselle MacKenzie  
45 rpm "EP" No. EAP—1-430
- PIANO RAGS—Joe "Fingers" Carr  
45 rpm "EP" No. EAP—1-497
- SUNNY ITALY—Dean Martin  
45 rpm "EP" No. EAP—1-481
- TODAY'S TOP HITS, VOLUME XI—  
Top Artists  
45 rpm "EP" No. EAP—1-9116 &  
EAP—2-9116
- VAYA CON DIOS—Les Paul & Mary Ford  
45 rpm "EP" No. EAP—1-495
- WHAT IT WAS, WAS FOOTBALL &  
ROMEO AND JULIET—Andy Griffith  
45 rpm "EP" No. EAP—1-498

**TOP SELLER  
of the week!**  
Based Upon Actual Sales

**"I Get  
So Lonely"**  
with  
**THE FOUR KNIGHTS**  
Record No. 2654

**BEST SELLING—**

**POPULAR  
ALBUMS**

Listed Alphabetically

- BOBBY TROUP!—Bobby Troup  
45 rpm "EP" No. EBF-484  
33 1/3 rpm No. H-484
- THE EDDIE CANTOR STORY—Eddie Cantor  
78 rpm No. DDN-467  
45 rpm "EP" No. FBF-467  
33 1/3 rpm No. L-467
- HAWAII CALLS—Webley Edwards  
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 & SONGS FROM LOVER'S  
RHAPSODY—Jackie Gleason  
45 rpm "EP" No. EAP—1-366 & EAP—2-366  
33 1/3 rpm H-366
- MUSIC FOR LOVERS ONLY—Jackie Gleason  
45 rpm "EP" No. EBF-352 33 1/3 rpm H-352
- MUSIC TO MAKE YOU MISTY—Jackie Gleason  
45 rpm "EP" No. EBF-455 33 1/3 rpm H-455
- NAT "KING" COLE SINGS FOR TWO IN LOVE—  
Nat "King" Cole 45 rpm "EP" No. EBF-420  
33 1/3 rpm H-420
- NAUGHTY OPERETTA!—Billy May  
45 rpm "EP" No. EBF-487 33 1/3 rpm H-487
- SONGS FOR YOUNG LOVERS—Frank Sinatra  
45 rpm "EP" No. EBF-488 33 1/3 rpm H-488
- TAWNY—Jackie Gleason  
45 rpm "EP" No. EBF-471 33 1/3 rpm H-471
- THINKING OF YOU—Les Baxter  
45 rpm "EP" No. EBF-474 33 1/3 rpm H-474
- THIS MODERN WORLD—Stan Kenton  
45 rpm No. KCF-460 33 1/3 rpm No. H-460

**TOP SELLERS—**

**COUNTRY  
& HILLBILLY**

Listed Alphabetically

- A FOOLER, A FAKER  
BREAKIN' THE RULES ..... H. Thompson ..... 2758
- ELI, T'EE CAMEL  
SOMEBODY LIED ..... F. Huskey ..... 2746
- 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. Honson ..... 2732
- LAZARUS  
BYE AND BYE ..... M. Carson ..... 2740
- LET ME BE THE ONE  
I'M STILL A PRISONER ..... B. Strange ..... 2592
- RELEASE ME  
JUST TO BE WITH YOU ..... J. Heap & P. Williams ..... 2518
- 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—**

**CHILDREN'S  
ALBUMS**

Listed Alphabetically

- BOZO'S MERRY-GO-ROUND MUSIC—Pinto Colvig  
78 rpm No. CAS-3173 45 rpm No. CASF-3173
- CHIN CHOW AND THE GOLDEN BIRD & LITTLE  
ABOUT THE CAMEL—Don Wilson  
78 rpm No. CAS-3193 45 rpm No. CASF-3193
- EL TORITO, THE LITTLE BULL—Don Wilson  
78 rpm No. CAS-3194 45 rpm No. CASF-3194
- I'M A LITTLE TEAPOT & THE TEDDY BEARS'  
PICNIC—Frank DeVol  
78 rpm No. CAS-3083 45 rpm No. CASF-3083
- THE LITTLE ENGINE THAT COULD & THE OLD  
SOW SONG—Rufe Davis  
78 rpm No. CAS-3142 45 rpm No. CASF-3142
- THE LITTLE ENGINE THAT LAUGHED—Don Wilson  
78 rpm No. CAS-3196 45 rpm No. CASF-3196
- THE NAGGER—Jerry Lewis  
78 rpm No. CAS-3190 45 rpm No. CASF-3190
- NEVER SMILE AT A CROCODILE & FOLLOWING  
THE LEADER—Jerry Lewis  
78 rpm No. CAS-3163 45 rpm No. CASF-3163
- ROB ROY—Art Gilmora, Tom Conway  
78 rpm No. CAS-3198 45 rpm No. CASF-3198
- THE SEASONS—Don Wilson  
78 rpm No. CAS-3195 45 rpm No. CASF-3195
- TWEET, TWEET, TWEETY—Mel Blanc  
78 rpm No. CAS-3118 45 rpm No. CASF-3118
- WALT DISNEY'S STORY OF ROBIN HOOD—  
Neslor Paiva  
78 rpm No. DBX-3138 45 rpm No. EAXF-3138

**BEST SELLING—**

**"Specialized"  
HIGH-FIDELITY  
ALBUMS**

Listed Alphabetically

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

*The First Lady of Song*

**JANE FROMAN**

introduces two great songs

**"BACKWARD,  
TURN BACKWARD"**

and **"I  
SOLEMNLY  
SWEAR"**

Capitol Record  
No. 2755

A sensational tune  
from the bayous  
of Louisiana ...

**"JOLIE FILLE"**  
(PRETTY GIRL)

sung by  
**Merle  
Travis**

b/w  
**"I Can't Afford  
the Coffee"**  
on Capitol Record No. 2757

# The Billboard Music Popularity Charts POPULAR RECORDS

## KELTON CAMBRIDGE

America's Most Commended High Fidelity Phonograph. Hit of the New York Audio Show! Sensation of the Los Angeles Audio Show!

**"OUT PERFORMS ALL OTHERS"**  
—Music Dealer.



Patented Kelton speaker-enclosure system engineered by Henry C. Lang, internationally famous acoustician.

Complete with 3-speed Collaro Changer. G.E. variable reluctance pick-up cartridge. Full 15 watts of undistorted power.

Kelton Cambridge alone offers a simple classic cabinet (mahogany—blond—ebony) that fits any decor. (Commended by House Beautiful Magazine.)

\*Slightly higher west of the Rockies.

**COMPLETE—\$229.95\***

Shipments Prepaid—Liberal Discounts.

**DEALERS' QUOTES** "Biggest Best Seller."  
Haynes-Griffin, N.Y.C.

<p><b>EAST</b> James H. Lynch Kelton Company, Inc. 55 Amory Street Boston, Mass. Tel.: GARRISON 7-1814</p>	<p><b>CENTRAL</b> Dealer Inquiries Invited Robert Evensen 1318 Ritchie Court Chicago, Ill. Tel.: DELaware 7-8792</p>	<p><b>WEST</b> James P. Bray 601 So. Vermont Ave. Los Angeles, Calif. DUnkirk 8-7104</p>
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## Reviews of New Pop Records

Continued from page 32

happy. With exposure, this one could happen. Watch it. (Robblas, ASCAP)

**I Don't Think You Love Me Anymore...75**  
Another smooth and professional job, both of tune and rendition. Good listening wax. (Bregman, Vocco & Conn, ASCAP)

**BILL HALEY**  
**Straight Jacket...79**  
ESSEX 348—The younger set could go for this novelty with its crazy lyric: two words, repeated hundreds of times before the end is reached. This is an instrumental built on a solid boogie figure and is infectiously rhythmic, and is aided by the monotony. (Eastwich, BMI)

**Chattanooga Choo-Choo...75**  
Haley gives the standard the razzle-dazzle treatment here, dressing it up in a bright new arrangement and providing an exciting beat. Potent for the boxes. (Feist, ASCAP)

**JULIUS LAROSA**  
**Have a Heart...78**  
CADENCE 1237—The singer is trying to persuade his girl to return, and he turns on all his charm to coax her. Set to a swiny rhythm and backed by the Wanderers, this turns out to be solid material, very effectively presented. (Arcot, ASCAP)

**When You're in Love...76**  
LaRosa sings tenderly of the intimate joys of a couple in love. He brings out the theme of this material with feeling and sincerity. (Cadence, ASCAP)

side, too, tho the flip will probably get the most spins and sales. (Westbrook, BMI)

**BOB STEWART**  
**I Went Out of My Way...77**  
M-G-M 11699 — Here is a most persuasive warble by the chanter of the evergreen, with much help from a sensitive ork arrangement. Many jocks are going to spin this one. (Broadcast Music, BMI)

**The Steps of Saint Marie...75**  
The chanter comes thru with a smooth reading of a pretty new ballad. He sings the tune with much feeling, and the ork backing is bright. Should get spins. Stewart shows off well on both sides. (Lowell, BMI)

**DINAH WASHINGTON**  
**Such a Night...76**  
MERCURY 70336 — The powerful rhythm opus is taken for an energetic ride by Miss Washington, and many there are who will get kicks while spinning. But competition from other versions is fierce. There should still be enough, however, to lift this into the money class. Could get much pop action as well as r.&b. (Raleigh, BMI)

**Until Sunrise...74**  
Pretty ballad gets sympathetic projection. Beautiful phrasing by the songstress will be appreciated by the most carping. (Leeds, ASCAP)

consumer buy. (E. H. Morris, ASCAP)

**Stop and Go Mambo...70**  
This is an original instrumental piece of material slickly played by the Shaw combo. Jocks will like it—and it's danceable, too. (Shaw, ASCAP)

**JOHNNY LONG ORK**  
(New Shanty Town)

**In a Shanty in Old Shanty Town...73**  
CORAL 61140 — Polished up version of the oldie swings along pleasantly. Ork and male chorus hand it a bright performance. Tune was one of Long's big hits a few years ago. (Witmark, ASCAP)

**Barefoot Days...73**  
More of the same listenable music-making. (Witmark, ASCAP)  
(Continued on page 36)

## CLARK DENNIS

### "YOU AND YOUR SMILE"



**TIFFANY**  
RECORDING COMPANY  
332 S. Michigan Ave., Chicago

**Get These Dot Hits!**

THE HILLTOPPERS SING

**"FROM THE VINE CAME THE GRAPES"**

and

**"Time Will Tell"**

Dot #15127



"... on every glorious Arizona morning I rise and face the sunrise and thank Billboard's staff of experts. Allah!!! I feel that anyone who tries to operate a record business without your aid is kidding himself!"

**John Gale Barker**  
Barker Music Center  
McLellan's Store  
Tucson, Arizona.



**SUBSCRIPTION ORDER FORM**

The Billboard 850

2160 Patterson St. Cincinnati 22, Ohio

Please enter my Billboard subscription for one year (52 issues) at \$10—to start with the next issue. Payments enclosed.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_  
Occupation \_\_\_\_\_

### SALES REPRESENTATIVE WANTED

With a following in the Electronic Field. Territories open: Far West, Southwest and Middle West. Old established house. Write

**BOX D-26**  
c/o THE BILLBOARD CINCINNATI 22, OHIO

**SPENCER-HAGEN ORK**  
**Angel Bells...78**  
"X" 0007—This one, the first by the Spencer-Hagen crew on the new label, has possibilities. It is a light ditty on the order of the "Third Man Theme" and the instrument featured is a Mexican instrument similar to a zither. (M.S.L., ASCAP)

**Black Sapphire...72**  
Interesting instrumental for modern jazz cats but without the commercial possibilities of the flip. (Simon, ASCAP)

**MEN OF ROBERT SHAW CHORUS**  
**Angelia Mia...78**  
V 10-4214—The oldie now undergoing a revival is performed tastefully here by the male choir. The group can sing, and the arrangement is very pretty. Side is a good one, and could get much jock action and good sales with exposure. (Crawford, ASCAP)

**Easter Parade...71**  
Here's a listenable reading of the Berlin favorite, performed by a group of male singers from the Robert Shaw chorus. Good deejay spinning for the next month. (Berlin, ASCAP)

**GENE AUTRY**  
**The Horse With the Easter Bonnet...77**  
COLUMBIA 40167—The story about the horse with the Easter bonnet, based on the book by Jane Thayer, is one which should interest all kids from 4 to 10. The tune is cute, as is the story, and the warbler hands it a good warble. This could be a big kidisk for Easter. (Ben Bloom, ASCAP)

**Easter Mornin'...74**  
Another cute Easter tune is sung nicely by Autry. Kids will like this

**JIMMY BOYD**  
**Little Bonnie Bunny...76**  
COLUMBIA 40181—An Easter record of exceptional appeal. Master Boyd brings out the sentiment of this charming little song in a very effective way. The melody and story ought to charm the kids. (Glenwood, BMI)

**Jimmy Roll Me Gentle...72**  
An Easter egg asks for a little consideration from Jimmy on Easter morning. Another cute, bouncy item with sprightly accompaniment by the Paul Weston ork. Two delightful sides. (Witmark, ASCAP)

**MONTY KELLY ORK**  
**Cubamba...76**  
ESSEX 351—A Bernie Wayne composition served up in the way Kelly has successfully presented others in the past. After a highly seasoned intro, there follows a lovely lyric middle section, after which Kelly starts up the fireworks again and brings it all to a dazzling close. A good disk. (Eastwick, BMI)

**Cross Winds...75**  
A lovely instrumental which evokes visions of South Sea beauties and tropic shores. The dreamy soothing theme is introduced by theremin, later adding vocal chorus and a lyric at the end. Two pretty sides. (Meadows, ASCAP)

**BERNIE WAYNE'S ORK**  
**Boca Chica...76**  
CORAL 61139—Rapid sambo with all loose rhythmic ends neatly wrapped up by the ork is delightful listening. Good wax and likely to please dancers especially. (Sunbeam, BMI)

**Waltz for Marilyn...73**  
A pretty name, a pretty tune, and it's all played prettily too. The fine Wayne original should be received well by the jocks. (Sunbeam, BMI)

**FRED WARING ORK**  
**Easter Parade...75**  
DECCA 29063 — The big ork and chorus do a stylish job with the seasonal classic. Mighty pretty wax which is certain to pull satisfactory sales and spins. (Berlin, ASCAP)

**Say It With Music...70**  
Another impressive performance of familiar music by the perfectly trained Waring aggregation. (Berlin, ASCAP)

**SUNNY GALE**  
**Dream, Dream, Dream...74**  
V 47-5677—Miss Gale tries the soft approach here on a particularly lovely new ballad. She gets fine support from a vocal chorus and the ork. Should get spins, tho it's not what one expects from the rhythm singer. (Feist, ASCAP)

**Don't Cry, Mama...73**  
A neat, lilting ditty gets a bouncy reading from the thrush and a vocal group. Her many fans will like it. (Sheldon, BMI)

**EYDIE GORME**  
**Crocodile Tears...74**  
CORAL 61138—This new side by the thrush should make some noise. It's a very cute novelty, and it receives a happy reading from Eydie Gorme and the male chorus, while the ork sells it with a touch of the rustic. (Vim, ASCAP)

**Fallen Apples...73**  
Country-ish tune receives a pleasant warble from the thrush as she tells of the unfaithfulness of her intended. (Shapiro-Bernstein, ASCAP)

**FRANK CHACKSFIELD ORK**  
**Flirtation Waltz...74**  
LONDON 1406—A lovely waltz with an attractive zither interlude. The precision work of the strings of this ork is as impressive as ever and will appeal to deejays and fans of the English ork leader.

**Prelude to a Memory...71**  
A composition of Chacksfield's which offers his singing strings a chance to show their stuff. Some listeners may find it a bit pretentious.

**ARTIE SHAW ORK**  
**Tenderly...74**  
BELL 1027 — Excellent instrumental reading, this of the lovely standard There's always a market for the tune—and at 35 cents, this is a fine

## Essex

### RECORDS

THE LABEL WITH  
A FUTURE...  
3208 So. 84th St.  
Philadelphia 42, Penna.

## LONDON

RECORDS



"The finest sound on record"

**TWO SMASH HITS!**

**"Do Do Do Do Do Do Do Do It Again"**

FOUR TUNES  
#5135

**"Don't Go To Strangers"**

ORIOLES  
#5137

JUBILEE RECORD CO., Inc.  
315 W. 47th St., N. Y., N. Y.



**"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. Orvls  
(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"**



**"I'D FEEL MUCH BETTER IF WE HAD TODAY'S TOP TUNES!"**

TODAY'S TOP TUNES is The Billboard Honor Roll of Hits carried out to 35 or more tunes. The Best-Selling renditions of each tune are listed ACCORDING TO POPULARITY. TODAY'S TOP TUNES also includes Best-Selling Country & Western Records, Best-Selling Rhythm & Blues Records and Best-Selling Albums attractively printed on colored paper, four sides.

Your name, address and phone number imprinted on each copy FREE.

Many record dealers increase their record sales by using TODAY'S TOP TUNES as an envelope enclosure with each record purchase, as a counter display, poster in listening booths, mail with monthly statements or mail direct to customers. Orders are received by mail from your customers who use the order form on TODAY'S TOP TUNES. TODAY'S TOP TUNES dated one week in advance. Mailed every Friday from Cincinnati.

UNTIL FURTHER NOTICE PLEASE PRINT AND SHIP

	Quality Price
<input type="checkbox"/> Trial Order	50 .....\$1.00
<input type="checkbox"/> Weekly	100 .....\$2.00
<input type="checkbox"/> Twice a month	250 .....\$3.50
<input type="checkbox"/> Monthly	500 .....\$5.50
<input type="checkbox"/> Charge	\$.....Enclosed

IMPRINT AS FOLLOWS 849

Name .....  
(Please Print)

Address .....

City and State .....

Phone .....

Ordered by .....

Mail to:  
The Billboard  
2160 Patterson Street  
Cincinnati 22, Ohio

**YOU MUST LOSE THE BAIT TO CATCH THE FISH!**



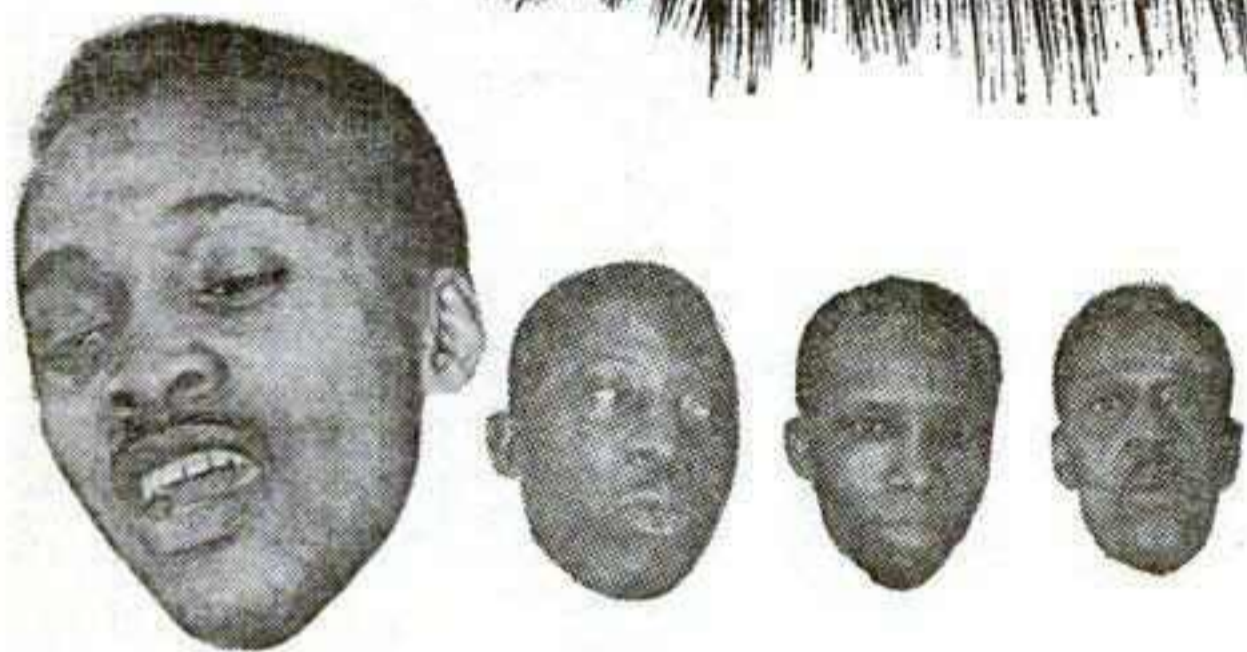


**4 SPEED**

Cash-in on the new 16 2/3 rpm Audio Books with World's ONLY 4-SPEED portable phono!

**V-M**  
MODEL  
121

V-M Corporation  
BENTON HARBOR, MICHIGAN



A VOICE TO THRILL YOU!

**Jimmy Sweeney  
and The Varieteers**

**"DEEP BLUES"**

b/w

**"I've Got a Woman's Love"**

Hickory 1004



A SONG ALL LOVERS WILL LOVE

**Danny Davis**

**"SECOND HAND  
DREAMS  
FOR SALE"**

b/w

**"Can't You Feel It in Your Heart"**

Hickory 1005



**Boody Bryant**

**"MY BABY'S GONE"**

b/w

**"I Wanta Go Fast"**

Hickory 1007



2510 FRANKLIN ROAD

NASHVILLE 4, TENNESSEE

The Billboard Music Popularity Charts

POPULAR RECORDS

• Review Spotlight on . . . RECORDS

**TERESA BREWER**  
*Le Grande Tour de L'Amour* (Weiss and Barry, BMI)  
*Jilted* (Sheldon, BMI) — Coral 85613 — The diminutive thrush should stay on top of the heap with this bright new waxing. "Le Grande Tour" is a bouncy hunk of special material describing the lass' trek overseas and the flip is in the country vein of "Ricochet." She sings them both with a lilt.

**KAY STARR**  
*The Man Upstairs* (Kelly-Stool, BMI)  
*If You Love Me* (Duchess, BMI)—Capitol 2769—Kay Starr, who can sock over any type of tune, turns in a forceful reading of the semi-sacred ballad, "The Man Upstairs," helped by a solid arrangement. Flip is a ballad and she sells this too with much soulfulness. Two potent disks.

**NAT (KING) COLE**  
*Alone Too Long* (E. H. Morris, ASCAP)  
*It Happens to Be Me* (Paxton, ASCAP)—Capitol 2754—Once again the warbler comes thru with two first-rate performances. "Alone Too Long," from the forthcoming musical, "By the Beautiful Sea," receives a tender vocal, and "It Happens to Be Me," a lovely ballad, is sung with much feeling. Both sides could happen.

**BOB TROW QUARTET**  
*Soft Squeeze Baby* (Erwin-Howard, ASCAP)—Zodiac 108—This is one of the cutest records in a long time. Song was introduced a few weeks ago on records by Arthur Godfrey. Production gimmix and performances are delightful. Jocks should have a ball with it.

TALENT

**THE MULCAYS**  
*Alabama Bound* (Shapiro-Bernstein, ASCAP)  
*It's Been a Long, Long Time* (E. H. Morris, ASCAP)—Cardinal 1014—The Mulcays, a fine harmonica group, have a chance for the big time with this new release. They inject life and spirit into their performances on the two standards. Fine for the boxes.

• Reviews of New Pop Records

• Continued from page 34

**LES ELGART ORK**  
*When Yuba Plays the Rhumba on the Tuba* .....71  
 COLUMBIA 40180 — With each succeeding single the Elgart crew continues to impress with its sparkling

dance music. This is no exception. Jocks will like. Its got a gang-sing vocal. (Harms, ASCAP)  
*Bandstand Boogie*....71  
 Slick instrumental on this side. The ork pounds it out in fine style which

should get it plenty of air play. (Cherio, BMI)

**TED HEATH ORK**  
*The Champ* .....71  
 LONDON 1421 — One of the best sides from the recently released "Palladium" album of Heath's which won many raves for the English ork leader. This Dizzie Gillespie composition is notable for the musicianship of all sections in this ensemble, especially rhythm and brass.  
*Pick Yourself Up*....70  
 A familiar jazz riff humorously joggled around, with the bass player getting in some especially hot licks.

**SYLVIA SIMS**  
*Somebody Bad Stole de Wedding Bell* .....70  
 BELL 1032—Good coverage by the thrush and vocal group. Should do well in the locations handling the 35-cent label. (Morris, ASCAP)

**STUART FOSTER**  
*From the Vine Came the Grape*....70  
 More good coverage by the low-priced label on another tune which still has plenty of mileage. (Randy Smith, ASCAP)

**GAYLA PEEVEY**  
*Three Little Bunnies*.....70  
 COLUMBIA 40182 — From now till after Easter Sunday this should get spins on both the pop and kiddie shows. Its market would seem to be strongest as a kiddie item—not much pop appeal. (Joy ASCAP)  
*Wish I Wuz a Whisker*....65  
 Packaged as a kiddie item, this could do some seasonal business. The gal's distinctive voice should get it some spins. (Joy, ASCAP)

**PATTI JEROME**  
*No Mama—No Papa* .....70  
 CENTRAL 1005—Miss Jerome toasts this material to a crisp with her warm, sexy interpretation. It is bright, cheerful and energetically backed by the Eddie Wilcox ork. (Cue Enterprises, BMI)  
*Trav'lin Light*....68  
 The jazz evergreen is sung with moving emotion by the singer. She has good presence on both sides. Gal has a sound. (B.V.C., ASCAP)

**FRED WARING ORK-GORDON GOODMAN**  
*Angella Mia* .....70  
 DECCA 29062—The beautiful ballad is projected with carefully controlled emotion. (De Sylva, Brown & Henderson, ASCAP)  
*Marla*....68  
 Gordon Goodman gives out with a big-voiced reading of the ballad. (Pickwick, ASCAP)

**LITA ROZA**  
*Just a Dream or Two Ago* .....69  
 LONDON 1429—A sentimental ballad rendered with feeling by Miss Roza to accordion, choral and string accompaniment. A very listenable tune, drawing the best from all concerned.  
*I Was a Fool in Love*....68  
 Miss Roza sings the pretty ballad with her usual style. The ork provides a pleasant, bouncy rhythm in three-quarter time.

**ANITA KERR SINGERS**  
*Not Mine* .....68  
 DECCA 28996—The group etches this lovely Mercer-Schertzinger tune against a dreamy trumpet and orchestral background. The soothing harmonies of the Kerr Singers and smooth trumpet of Jack Garvin make for ideal late-evening listening and relaxation. (Famous, ASCAP)  
*After You*....65  
 Another pretty, listenable side teaming the Kerr Singers and trumpeter Jack Garvin. Many deejays will be attracted to this charming, nostalgic material. This is the first pop release by the group in a long time. (Leslie, ASCAP)

**CHAMP BUTLER**  
*The Flame Is Still Burning*.....65  
 COLUMBIA 40186 — An attractive new ballad gets an equally pleasant reading from Butler, vocal group and Paul Weston's ork. (Keystone, ASCAP)  
*An Angel Kissed Me Last Night*....65  
 Another good piece of song material and another agreeable reading. (E. H. Morris, ASCAP)

**BUDDY DIVITO ORK**  
*Hold Me* .....65  
 CHANCE 3015—The ork and vocal are both well-suited to the dance disk buyers and should get some spins too. Tune, of course, is the standard getting action via the Don Cornell etching. (Big Three, ASCAP)  
*Take My Heart*....64  
 Another good vocal effort by orkster Divito. Good listening. (Mills, ASCAP)

**MARTY WILLIS**  
*Please Dear* .....55  
 STARLITE 7927 — Material in waltz tempo is okay, and the hokey beat

and piano solo could get some nickels. (Metropolitan, BMI)  
*Ichabod*....45  
 Not much to recommend here except the consistent beat and hokey piano. Material and singer leave much to be desired. (Metropolitan, BMI)

**GENE TERRY**  
*Hannigan's Hooley* .....50  
 V 20-5211—In time for St. Patrick's Day, the label has unveiled Gene Terry, "the Irish minstrel." He reads off an Irish ditty in a bright, brassy version which should do well enough at this season. (Box & Cox, ASCAP)  
*The Ballynaquilly Band*....50  
 More of the same here. (Box & Cox, ASCAP)

• Reviews of New Sacred Records

**SWANEE RIVER BOYS**  
*Not Necessarily* .....80  
 KING 1326—Here's a first reading of a lively gospel tune by The Swanee River Boys, which gives them a chance to show off their fine harmony. The boys sing it with excitement and with feeling. Could be a strong seller in the field. (Mar-Kay, BMI)  
*He Lifted Me From Sin*....77  
 Very listenable performance on a new sacred tune by the boys, who sing it with life and spirit. Should get spins in the market. (Mar-Kay, BMI)

**MARTHA CARSON**  
*Bye and Bye* .....75  
 CAPITOL 2740 — Miss Carson and The Gospel Singers present the traditional tune with gusto and a somewhat bluesy flavor. The piano and instrumental backing set a hectic pace. (Acuff-Rose, BMI)  
*Lazarus*....72  
 The familiar Bible story handled in a novel manner. Very bright and highly rhythmic, both sides are fresh and will appeal to customers in this market. (Acuff-Rose, BMI)

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# 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. THE GLENN MILLER STORY—Sound Track...Decca DL 5519
2. GLENN MILLER PLAYS SELECTIONS FROM "THE GLENN MILLER STORY".....RCA Victor LPT 3057
3. TAWNY—Jackie Gleason.....Capitol H 471
4. MUSIC FOR LOVERS ONLY—Jackie Gleason...Capitol H 352
5. SONGS FOR YOUNG LOVERS—Frank Sinatra...Capitol H 488
6. CALAMITY JANE—Doris Day, Howard Keel.....Columbia CL 6273
7. THAT BAD EARTHA—Eartha Kitt...RCA Victor LPM 3187
8. MUSIC TO MAKE YOU MISTY—Jackie Gleason.....Capitol H 455
9. I BELIEVE—Perry Como.....RCA Victor LPM 3188
10. MAY I SING TO YOU?—Eddie Fisher...RCA Victor LPM 3185

### EP'S

1. GLENN MILLER PLAYS SELECTIONS FROM "THE GLENN MILLER STORY".....RCA Victor EPBT 3057
2. THE GLENN MILLER STORY—Sound Track.....Decca ED 2125-5
3. MUSIC FOR LOVERS ONLY—Jackie Gleason.....Capitol EBF 352
4. CALAMITY JANE—Doris Day, Howard Keel...Columbia B 347
5. TAWNY—Jackie Gleason.....Capitol EBF 471
6. SONGS FOR YOUNG LOVERS—Frank Sinatra.....Capitol EBF 488
7. LIBERACE AT THE PIANO.....Columbia B 308
8. I BELIEVE—Perry Como.....RCA Victor EPB 3188
9. I REMEMBER GLENN MILLER—Ray Anthony.....Capitol EBF 476
10. MAY I SING TO YOU?—Eddie Fisher...RCA Victor EPB 3185

## • Reviews and Ratings of New Popular Albums

**THE FRESHMAN-SOPHOMORE PROLICS** .....78  
Ralph Flanagan Ork (1-10")  
RCA Victor LPM 3190

**JUNIOR-SENIOR PROM** .....78  
Ralph Flanagan Ork (1-10")  
RCA Victor LPM 3189

The Flanagan ork has managed to remain one of the top bands in the business for the past few years by simply turning out fine dance music. Here are two packages which admirably exemplify the band's forte; listenable music, smartly arranged and played with a good beat. Each package contains fine standards, some with vocals, all smoothly performed. Sound and packaging are extra assets.

**THE GREAT ONES** .....74  
Le Roy Holmes Ork (1-10")  
M-G-M E 235

Holmes presents eight top instrumentals from the swing era in this salute to the big bands of that period. Considering the current revival of interest in Glenn Miller and other greats of that time, this should be a good seller. All the numbers are eminently danceable.

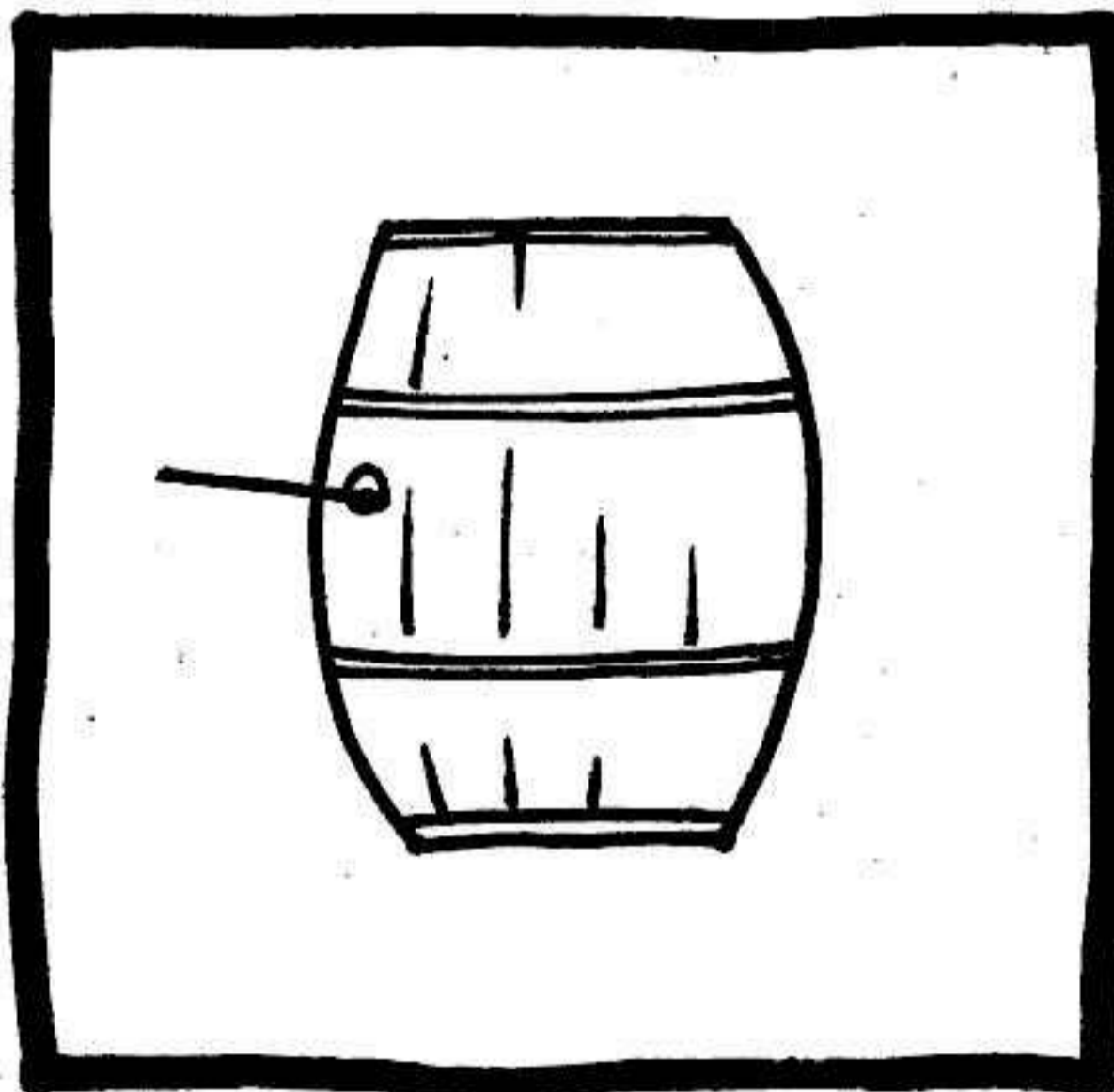
**FOOLISH QUESTIONS** .....73  
Arthur (Guitar Boogie) Smith (1-10")  
M-G-M E 236

Smith's many fans should enjoy this collection of songs by the country

(Continued on page 43)

REPEATED BY REQUEST

### • EPICture No. 2 (A Roger Price "Doodle")



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## LINER NOTES

By IS HOROWITZ

Record collectors proud of their knowledge of music will be able to test their accomplishments objectively via a new album soon to be released by Period Records. It's the first in a projected series called "Musiquiz." The 12-inch LP in the package contains fragments of 100 classical themes from well-known compositions, broken down into categories such as overtures, symphonies and concertos. Score sheets are provided and listeners are asked to identify the works. Period hopes eventually to expand the series to include 10 packages.

### FUTURES...

The upcoming Bing Crosby album from Decca represents a departure in custom by the Groaner. In *Bing Sings the Hits*, he chants such current and recent clicks as "Vaya Con Dios," "Stranger in Paradise" and "Secret Love." First 11 LP's in the Haydn Society's edition of *L'Anthologie Sonore* are due out within a few weeks. The catalog, which already consists of 34 LP's, has long been considered a standard reference for examples of pre-1800 music. Also on the musicological side is RCA Victor's ambitious series dubbed *History of Music in Sound*. The first batch of disks will be out in April. Really for the specialty market is Folkways latest addition to its "Science Series." This will be called *Sounds of the American Southwest*. The strange groovings were taped by Charles Bogert, a scientist associated with American Museum of Natural History.

### NAMES...

Goddard Lieberson, executive vice-president of Columbia Records, will be the commentator on the CBS broadcasts of the Philadelphia Orchestra beginning tomorrow (13). Andre Kostelanetz is planning to commission new light concert works to be introduced both via live performance and records. Top composers will be approached.

### IN PASSING...

Columbia is stepping up its conversion program of coupling earlier 10-inchers on new 12-inch packages. Among new releases from the company no less than 15 comprise such recouplings. One of the most interesting is a grouping of Beethoven's First and Fifth symphonies on a single disk. The conductor is Bruno Walter. Columbia also reminds the trade that there is still some domestic traffic in classical 78-r.p.m. albums. The firm recently upped its list for replacement wax by 26 cents for each 12-inch disk to a new high of \$1.57 including tax.

## CHART COMMENTS

The battle for sales dominance between the Decca and RCA Victor Glenn Miller packages continues, with neither set solidly in front. The pop LP chart this week shows the Decca entry holding the No. 1 spot, but the Victor is close behind. On the EP listing, the Victor album edged Decca's out of the lead place, but still by the smallest of margins.

On the classical side, the fabulous Toscanini-Beethoven 9th continues to lead the catalog symphony pack by a wide margin. It received more than twice the dealer votes tabulated by the runner-up, the Bluebird version of the Dvorak 5th. The top three albums among recent symphony releases, in their ballot order, are the Toscanini-Beethoven 5th and the Munch-Romeo and Juliet, tied for first, closely followed by the Walter-Mozart package.

## NEXT WEEK

- ★ EXTENDED ORCHESTRAL WORKS
- ★ CHAMBER MUSIC
- ★ ALL POP ALBUMS

## • Classical Catalog Sellers

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

### SYMPHONY

(Listed Alphabetically)

- BEETHOVEN: SYMPHONIES NOS. 1 AND 9 (NBC Symphony-Toscanini).....RCA Victor LM 6009
- BERLIOZ: HAROLD IN ITALY (Primrose, Royal Philharmonic-Beecham).....Columbia ML 4542
- BERLIOZ: SYMPHONIE FANTASTIQUE (Philadelphia Orchestra-Ormandy).....Columbia ML 4467
- DVORAK: SYMPHONY NO. 5 (Danish National Symphony-Malko).....Bluebird LBC 1005
- FRANCK: SYMPHONY IN D MINOR (Philadelphia Orchestra-Ormandy).....Columbia ML 4024
- PROKOFIEFF: SYMPHONY NO. 7; LT. KIJE SUITE (Philadelphia Orchestra-Ormandy).....Columbia ML 4683
- TCHAIKOVSKY: SYMPHONY NO. 5 (Boston Symphony-Koussevitsky).....RCA Victor LM 1047
- TCHAIKOVSKY: SYMPHONY NO. 6 (NBC Symphony-Toscanini).....RCA Victor LM 1036
- TCHAIKOVSKY: SYMPHONY NO. 6 (Philadelphia Orchestra-Ormandy).....Columbia ML 4544

### OPERA

(Listed Alphabetically)

- BIZET: CARMEN (Stevens, Pearce, RCA Orchestra-Reiner).....RCA Victor LM 1749
- JUSSI BJOERLING SINGS GREAT TENOR ARIAS.....RCA Victor LM 105
- PUCCINI: LA BOHEME (di Stefano, Munsel, Albanese, RCA Orchestra).....RCA Victor LM 1709
- PUCCINI: MADAME BUTTERFLY (Albanese, Melton, RCA Orchestra-Weissmann).....RCA Victor LM 2
- STRAUSS, J.: DIE FLEDERMAUS (Munsel, Stevens, Merrill, Pearce, RCA Orchestra-Reiner).....RCA Victor LM 1114
- VERDI: RIGOLETTO (Berger, Pearce, Warren, RCA Orchestra-Cellini).....RCA Victor LM 1104
- VERDI: LA TRAVIATA (Albanese, Pearce, Merrill, RCA Orchestra).....RCA Victor LM 1115

## • Classical Recent Release Sellers

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

### SYMPHONY

(Listed Alphabetically)

- BEETHOVEN: SYMPHONIES NOS. 2 AND 4 (NBC Symphony-Toscanini).....RCA Victor LM 1723
- BEETHOVEN: SYMPHONIES NOS. 5 AND 8 (NBC Symphony-Toscanini).....RCA Victor LM 1757
- BEETHOVEN: SYMPHONY NO. 6 (NBC Symphony-Toscanini).....RCA Victor LM 1755
- BEETHOVEN: SYMPHONY NO. 7 (Detroit Symphony-Paray).....Mercury MG 50022
- BERLIOZ: ROMEO AND JULIET (Boston Symphony-Munch).....RCA Victor LM 6011
- COPLAND: SYMPHONY NO. 3 (Minneapolis Symphony-Dorati).....Mercury MG 50018
- FRANCK: SYMPHONY IN D MINOR (Detroit Symphony-Paray).....Mercury MG 50023
- MOZART: SYMPHONIES NOS. 35 AND 40 (New York Philharmonic-Walter).....Columbia ML 4693
- TCHAIKOVSKY: SYMPHONY NO. 5 (Stokowski and Orchestra).....RCA Victor LM 1780

### OPERA

(Listed Alphabetically)

- BIZET: CARMEN (Stevens, Pearce, RCA Orchestra-Reiner).....RCA Victor LRM 7011
- BIZET: CARMEN; LEONCAVALLO: PAGLIACCI (Albanese, Pearce, Merrill, RCA Orchestra-Reiner).....RCA Victor LRM 7020
- BJOERLING AND MERRILL SING OPERATIC DUETS.....RCA Victor LRM 7027
- HANDEL: MESSIAH (Royal Philharmonic-Beecham).....RCA Victor LCT 1130
- ZINKA MILANOV SINGS ITALIAN OPERA ARIAS.....RCA Victor LM 1777
- MOUSSORGSKY: BORIS GODOUNOFF (Christoff, Radiodiffusion Francaise-Dobrowen).....HMV 1052
- PUCCINI: LA BOHEME (Tagliavini, Carteri).....Cetra A 50143
- WAGNER: TRISTAN UND ISOLDE—PRELUDE, LIEBES-NACHT, LIEBESTOD; GOTTERDAMERUNG—FUNERAL MARCH AND IMMOLATION (Harshaw, Philadelphia Orchestra-Ormandy).....Columbia ML 4742

## Decca Reply

• Continued from page 17

days on which the position of the stars were favorable. I acceded to this request, but no successful records resulted."

### Schneider Affidavit

The affidavit of Leonard W. Schneider, Decca executive vice-president and board member, supported these charges, and stated, in part:

"Mr. Lloyd said to me that his wife had an uncanny, inborn ability to choose hit tunes, but the only answer I could get to my question about a 'system' was that Mrs. Lloyd in her choices was

helped by her dreams and by the stars above."

Rackmil also said that one of the critical letters allegedly sent by Lloyd to him on March 17, 1953, and appended as an exhibit to Lloyd's complaint, "is an outright fabrication." Rackmil asserted, "I never had any such letter from Mr. Lloyd."

In this disputed letter, Lloyd purportedly asked that he be elected chairman of the Decca board, that Rackmil follow his directives, and that Lloyd's attorney, Henry Hotchkiss, replace Henry Cohen as the firm's general counsel.

Lloyd's reply to the Decca affidavits will be produced in court Monday.

**• Reviews and Ratings of New Classical Releases**

**SYMPHONY**

- BRAHMS: SYMPHONY NO. 2 IN D MAJOR (1-12")**—Philadelphia Orchestra; Eugene Ormandy, Cond. Columbia ML 4827 ... 80  
 With this release, Ormandy completes his series of recordings of the Brahms symphonies, and they stand as a real monument to his interpretative powers. The sound does full justice to Ormandy's driving, gorgeously colored conception of the second symphony. It should gain many adherents.
- BEETHOVEN: SYMPHONY NO. 7 IN A MAJOR, OP. 92 (1-12")**—Berlin Philharmonic; Paul van Kempen, Cond. Epic LC 3026 72  
 Interpretation and sound are both impressive, but powerhouse competition on other labels will be hard to overcome. Dealers might find it worthwhile to plug the tradition-bound Berlin Philharmonic on this one.

**CONCERTO**

- BRAHMS: PIANO CONCERTO NO. 1 (1-12")**—Rudolph Serkin, Piano; Cleveland Orchestra; George Szell, Cond. Columbia ML 4829 ..... 80  
 Serkin hereby replaces an older recording he made of this popular concerto. Noted for his performances of the Beethoven and Brahms concerti, Serkin has given dealers a package which should long remain a catalog staple.
- GRIEG: PIANO CONCERTO IN A MINOR, OP. 16; DE FALLA: NIGHTS IN THE GARDEN OF SPAIN (1-12")**—Guiomar Novaes, Pianist; Pro Musica Symphony, Vienna; Hans Swarowsky, Cond. Vox PL 8520 ..... 76  
 Two first-rate performances by Guiomar Novaes of the well-known Grieg and de Falla compositions. The recording is excellent. Set should have a strong appeal for neophyte collectors and Novaes admirers.

**CHORAL WORKS AND OPERA**

- BACH: CHRISTMAS ORATORIO (3-12")**—Soloists, Choir and Orchestra of the Detmold Academy of Music, with the Collegium Pro Arte; Kurt Thomas, Cond. Oiseau-Lyre OL 50001... 73  
 The choral work here is good, and the soloists sing their roles with sincerity and conviction. Soprano Gunthild Weber and contralto Lore Fischer handle their parts capably; tenor Heinz Martin is reasonably effective in his leading role. Tho this version sometimes lacks the spirit and perfection called for by the oratorio, it should appeal to a good many choral followers.
- MOZART: BASTIEN UND BASTIENNE (1-12")**—Ilse Hollweg, Waldemar Kmentt; Vienna Symphony Orchestra; John Pritchard, Cond. Columbia ML 4835 ..... 73  
 Hard to believe, but this one-act light opera was written by the precocious Mozart at the age of 12! Unstinting praise must be given soloists Ilse Hollweg, Waldemar Kmentt and Walter Berry for conveying the youthful freshness of this operetta. A prize for Mozart collectors.
- ROSSINI: IL SIGNOR BRUSCHINO (1-12")**—Soloists; Milan Philharmonic; Ennio Gerelli, Cond. Vox PL 8460 ..... 71  
 A neatly turned one-act comic opera with the spontaneous melody and sparkling wit associated with better-known Rossini operas. An Italian cast presents this engaging "All's Well That Ends Well" type of comedy with a fine feeling for its dramatic and musical possibilities. Any opera fan who likes "Barber of Seville" could be easily approached on this further excursion into the Rossini catalog. English and Italian text provided.
- CIMAROSA: IL MAESTRO DI CAPELLA; IL MATRIMONIO SEGRETO (Overture and Excerpts) (1-12")**—Orchestra da Camera di Milano; Ennio Gerelli, Cond. Vox PL 8450 ..... 68  
 A complete one-act comic opera and important excerpts from another by a master composer of this form. Both are sparkling, witty works. The singers, Carmelo Maugeri, Elda Ribetti and Amilcare Blaffard, admirably capture the style of these delightful 18th century works. Italian and English text provided.

**INSTRUMENTAL**

- BACH: ORGAN WORKS (1-12")**—John Eggington, Organ. Oiseau-Lyre OL 50012 ..... 73  
 A particularly fine organ waxing, and there is little doubt that it will rack up steady sales among organ aficionados. Eggington plays the "Prelude and Fugue in G Major," the "Tocatta, Adagio and Fugue in C Major," the "Prelude and Fugue in E Minor" and the "Fugue in D Major" with great skill. The organ at the Church of St. Radegonde in Poitiers is used and the recording is excellent.
- PURCELL: SUITES FOR HARPSICHORD (1-12")**—Isabelle Nef, Harpsichord. Oiseau-Lyre OL 50011 ..... 71  
 One of the most ingratiating packages in the initial batch of Oiseau-Lyre entries, this also fills a significant hole in the LP catalog for specialists in 17th century music and fanciers of the harpsichord. Beautiful performances (well-recorded) of the complete set of eight suites Purcell wrote for the instrument.
- MENDELSSOHN: SONATAS NOS. 1, 3 AND 6 FOR ORGAN, OP. 65; PRELUDE AND FUGUE IN C MINOR (1-12")**—John Eggington, Organist. Oiseau-Lyre OL 50013 ..... 70  
 Organ fans should be interested in this new set. It features some fine work by Eggington on four Mendelssohn works that have not appeared often on LP. They are played on the organ of the Chapel of the Institut des Jeunes Aveugles, in Paris.

**CHAMBER MUSIC**

- BOCCERINI: QUARTET IN A MAJOR, OP. 39, NO. 3; QUARTET IN E FLAT MAJOR, OP. 58, NO. 3 (1-12")**—Quartetto Italiano. Angel 35062 ..... 70  
 New to the catalog and therefore of strong interest to the serious collector. Performances are first-class, but reproduction somewhat "boxed in" and lacking presence.
- LOEILLET: SONATAS (1-12")**—Georges Ales, Violin; Pierre Coddee, Violoncello; Ruggero Gerlin, Harpsichord. Oiseau-Lyre OL 50018 ..... 67  
 Disk holds two trio sonatas, and one sonata each for violin and cello with harpsichord. At one fell swoop it doubles the token representation of the composer on LP. Thoroughly enjoyable listening in these workmanlike performances, but appeal is necessarily limited. Dealers with school and library trade, tho, can do a good job.
- IGNAZ PLEYEL: FIFTH CONCERTANTE SYMPHONY; CARL DITTERS VON DITTERSDORF: THREE PARTITAS FOR WIND QUINTET (1-12")**—Members of the French Wind Quintet and Ensemble Instrumental de Paris; Louis De Froment, Cond. Oiseau-Lyre OL 50014 ..... 66  
 Elegant chamber music from the time of Haydn and Mozart that has been happily retrieved from obscurity. Both Pleyel and Dittersdorf were first-rank composers in their day, and in view of the growing interest in music of that period, rate investigation. This disk could become something of a collectors' item.

**EXTENDED ORCHESTRAL**

- STRAVINSKY: PULCINELLA (1-12")**—Cleveland Orchestra; Igor Stravinsky, Cond. Columbia ML 4830 ..... 76  
 Suites taken from the ballet are available elsewhere on LP. This, however, is the first that presents the score complete, including the vocal parts, here ably sung by Mary Simmins, Glenn Schnittke and Phillip MacGregor. An intriguing set for ballet fans. Stravinsky as conductor adds artistic and commercial values.

**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.

- 90-100, Tops
- 80-89, Excellent
- 70-79, Good
- 60-69, Satisfactory
- 50-59, Limited
- 0-50, Poor

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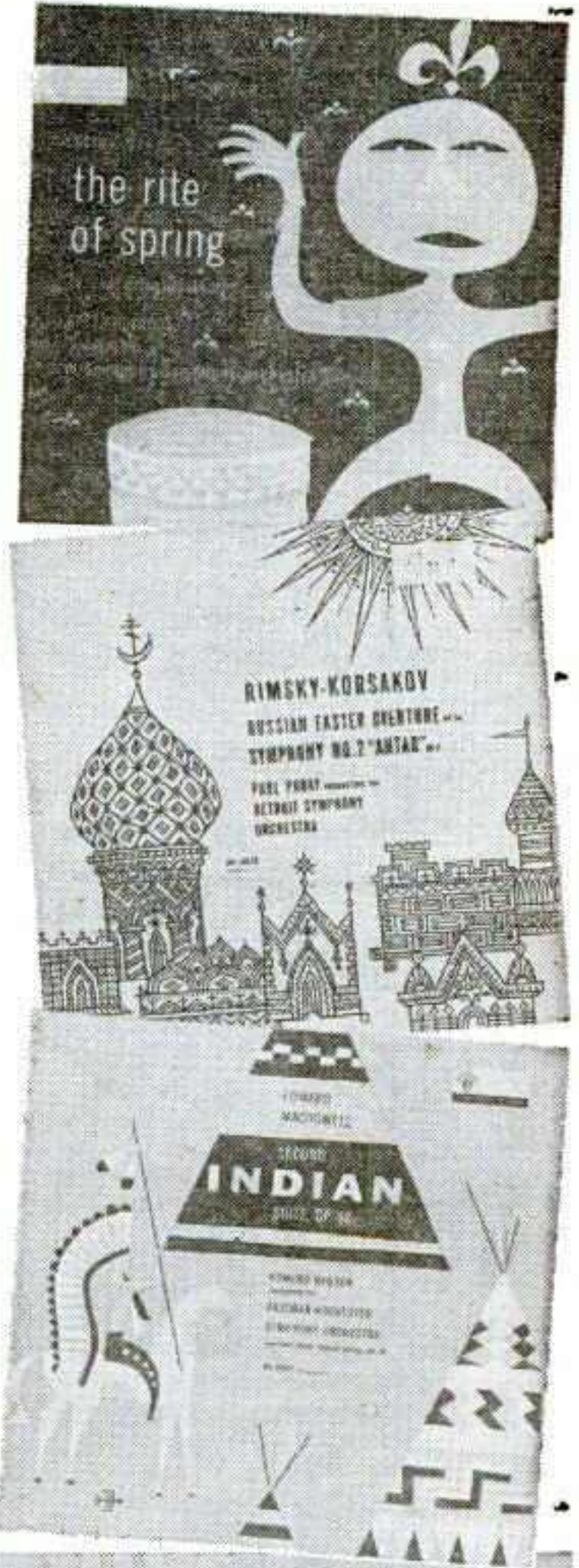
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- GRIEG Norwegian Peasant Dances ("Slatter").** Andor Foldes, pianist. **MG10136**
- GRIEG Symphonic Dances, Op. 64; Norwegian Dances, Op. 35.** Danish National Orchestra, Tuxen conducting. **MG10132**
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## The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

### • Best Sellers in Stores

For survey week ending March 10

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.	<b>SLOWLY</b> —W. Pierce..... You Just Can't Be True—Dec 28991—BMI	1	7
2.	<b>I REALLY DON'T WANT TO KNOW</b> — E. Arnold..... I'll Never Get Over You—V 20-5525—BMI	2	11
3.	<b>SECRET LOVE</b> —S. Whitman..... Why?—Imperial 8220—ASCAP	4	8
4.	<b>BIMBO</b> —J. Reeves..... Gypsy Heart—Abbott 148—BMI	3	14
5.	<b>YOU BETTER NOT DO THAT</b> — T. Collins..... High on a Hilltop—Cap 2701—BMI	5	4
6.	<b>THERE STANDS THE GLASS</b> — W. Pierce..... I'm Walking the Dog—Dec 28834—BMI	6	22
7.	<b>I'LL BE THERE</b> —R. Price..... Release Me—Col 21214—BMI	9	3
8.	<b>WAKE UP, IRENE</b> —H. Thompson..... Go Cry Your Heart Out—Cap 2646—BMI	8	15
9.	<b>RELEASE ME</b> —J. Heap..... Just to Be With You—Cap 2518—BMI	7	9
10.	<b>I LOVE YOU</b> —G. Wright-J. Reeves.... I Want You, Yes—Fabor 101—BMI	—	1

### • Most Played in Juke Boxes

For survey week ending March 10

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.	<b>SLOWLY</b> —W. Pierce..... Dec 28991—BMI	1	4
2.	<b>WAKE UP, IRENE</b> —H. Thompson..... Cap 2646—BMI	4	10
3.	<b>SECRET LOVE</b> —S. Whitman..... Imperial 8223—ASCAP	3	9
4.	<b>BIMBO</b> —J. Reeves..... Abbott 148—BMI	2	14
5.	<b>YOU BETTER NOT DO THAT</b> — T. Collins..... Cap 2701—BMI	6	3
6.	<b>I REALLY DON'T WANT TO KNOW</b> — E. Arnold..... V 20-5525—BMI	8	10
7.	<b>LET ME BE THE ONE</b> —H. Locklin.... Four Star 1641—BMI	5	21
8.	<b>AS FAR AS I'M CONCERNED</b> — R. Foley..... Dec 29000—BMI	9	3
9.	<b>THERE STANDS THE GLASS</b> — W. Pierce..... Dec 28834—BMI	7	20
10.	<b>I'LL BE THERE</b> —R. Price..... Col 21214—BMI	—	1

### • Most Played by Jockeys

For survey week ending March 10

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.	<b>SLOWLY</b> —W. Pierce..... Dec 28991—BMI	1	6
2.	<b>YOU BETTER NOT DO THAT</b> — T. Collins..... Cap 2701—BMI	3	5
3.	<b>I REALLY DON'T WANT TO KNOW</b> — E. Arnold..... V 20-5525—BMI	2	9
4.	<b>I LOVE YOU</b> —G. Wright-J. Reeves.... Fabor 101—BMI	5	11
5.	<b>SECRET LOVE</b> —S. Whitman..... Imperial 8220—ASCAP	4	8
6.	<b>BIMBO</b> —J. Reeves..... Abbott 148—BMI	6	16
7.	<b>LET ME BE THE ONE</b> —H. Locklin.... Four Star 1641—BMI	9	29
8.	<b>WAKE UP, IRENE</b> —H. Thompson..... Cap 2646—BMI	8	12
9.	<b>I'LL BE THERE</b> —R. Price..... Col 21214—BMI	10	2
10.	<b>THERE STANDS THE GLASS</b> — W. Pierce..... Dec 28834—BMI	—	21

# The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

## C & W Territorial Best Sellers

For survey week ending March 10

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

1. Slowly, W. Pierce, Dec.
2. I Really Don't Want to Know E. Arnold, V.
3. Let Me Be the One, H. Locklin, FS.
4. Too Hot to Handle, J. Skinner, Dec.
5. I'll Be There, R. Price, Col.
6. I Need a Little Help, Carlises, Mer.
7. Secret Love, S. Whitman, Imp.
8. Wake Up, Irene, H. Thompson, Cap.
9. You Better Not Do That T. Collins, Cap.
10. You All Come, A. Duff, Sdy.

### Dallas-Ft. Worth

1. Bimbo, J. Reeves, Abb.
2. My Isle of Golden Dreams M. Robbins, Col.
3. Slowly, W. Pierce, Dec.
4. As Far as I'm Concerned, R. Foley, Dec.
5. Release Me, J. Heap, Cap.
6. You All Come, A. Duff, Sdy.
7. I Really Don't Want to Know E. Arnold, V.
8. I'll Be There, R. Price, Col.

### Houston

1. Slowly, W. Pierce, Dec.
2. You Better Not Do That T. Collins, Cap.
3. I'll Be There, R. Price, Col.
4. Secret Love, S. Whitman, Imp.
5. Release Me, J. Heap, Cap.
6. As Far as I'm Concerned, R. Foley, Dec.
7. Till We Two Are One, E. Tubb, Dec.
8. You All Come, A. Duff, Sdy.

### Memphis

1. Slowly, W. Pierce, Dec.
2. Secret Love, S. Whitman, Imp.
3. I'll Be There, R. Price, Col.
4. I Love You, G. Wright-J. Reeves, Fab.
5. Bimbo, J. Reeves, Abb.
6. I Really Don't Want to Know E. Arnold, V.
7. There Stands the Glass, W. Pierce, Dec.
8. Tight Wad, York Brothers, Kng.
9. After Dark, K. Wells, Dec.
10. You Better Not Do That T. Collins, Cap.

### Nashville

1. Slowly, W. Pierce, Dec.
2. I'll Be There, R. Price, Col.
3. You Better Not Do That T. Collins, Cap.
4. I Really Don't Want to Know E. Arnold, V.
5. You All Come, A. Duff, Sdy.
6. Secret Love, S. Whitman, Imp.
7. My Isle of Golden Dreams M. Robbins, Col.

### New Orleans

1. Release Me, J. Heap, Cap.
2. Slowly, W. Pierce, Dec.
3. You Better Not Do That T. Collins, Cap.
4. You All Come, A. Duff, Sdy.
5. Honky Tonk Heart, E. Tubb, Dec.
6. I Love You, G. Wright-J. Reeves, Fab.
7. Low Down Blues, H. Williams, M-G-M

## Reviews of New C & W Records

**EDDY ARNOLD**  
**Second Fling** ..... 88  
 V 20-5634—Arnold has come up with what is a perfect juke box offering. He really lets his hair down on this side as he decides to stop taking life easy and have a second fling. Should be a coin-grabber. (Alamo, ASCAP)  
**My Everything**... 86  
 A tender, romantic ballad which makes an excellent complement to the flip. It goes without saying, Arnold is a past master with material of this type. Both sides are destined to be big sellers. (Hill & Range, BMI)

**JOAN HAGER-LLOYD ELLIS**  
**Another Woman's Man** ..... 78  
 MERCURY 70338—Miss Hager reads the tuneless ballad with much tonal warmth. A satisfying slice of wax which could get off the ground with exposure. Good all around production. (Babb, BMI)  
**4 D Rag**... 74  
 Some fancy guitar playing of a cute item. The listening is fine and should stir interest via jukes and jocks. (Duchess, BMI)

**THE MADDOX BROTHERS AND ROSE**  
**The Time Is Spring** ..... 77  
 COLUMBIA 21217—Joyful opus tells of how most young persons kick up their heels in this happy time of the year. A real cute side which many should find enjoyable. Could earn some loot. (Peer, BMI)  
**Beautiful Bouquet**... 74  
 Each flavor in the bunch has a special meaning, and the explanation is listenable. (Peer, BMI)

**JOHNNY BOND**  
**Tea Little Bottles** ..... 76  
 COLUMBIA 21222—The traditional c.&w. ditty is told well by Johnny Bond. Monolog with guitar backing will pull chuckles from many via juke and air play. (Red River, BMI)  
**They Got Me**... 74  
 Another cute story is narrated ably. An apt coupling. (Red River, BMI)

**RILEY CRABTREE**  
**When Hank Williams Met Jammie Rodgers** ..... 75  
 COLUMBIA 21218—The inspiration here is the meeting of the two country immortals in the Hereafter. Subjects are close to the hearts of many, many listeners to whom the memory of the two is still bright, and they should

find this sincere effort effective. Spins and sales are the prospects here. (Satherly)  
**I'll Make You Want Me**... 70  
 Bouncy bit of country material is rendered pleasantly by chanter and string band. Jocks might spin some. (Satherly)

**MOON MULLICAN**  
**Good Deal, Lucille** ..... 75  
 KING 1337—A tune with Cajun flavor which is currently stirring action in country circles. It is good material for Mullican and is made all the more effective by the beat supplied by the group backing him. (Acuff-Rose, BMI)  
**Wanted**... 72  
 Mullican gives a smooth reading to a tune currently on the pop charts. Again, it is an excellent performance enhanced by a pleasant, bouncy beat. (Witmark, ASCAP)

**CURTIS GORDON**  
**I'd Do It for You** ..... 74  
 V 20-5639—Gordon makes the kind of promises here that every guy does before he gets married. The vocal is brightly romantic and with exposure ought to have good potential. (Lowery, BMI)  
**You Crazy, Crazy Moon**... 72  
 A slow romantic ballad with above-average appeal. Gordon has a pleasing voice and plenty of style in his interpretation of this material. (Acuff-Rose, BMI)

**WILMA LEE-STONY COOPER**  
**Bamboozled** ..... 73  
 COLUMBIA 21221—The confusion is generated for each by the other, and the twosome warbles the cute ditty pleasurably. A nice, light bit of music-making that lots of people should like. (Peer, BMI)  
**You Can't Feel the Way I Do**... 72  
 Sad, sad weeper about the feelings engendered by a romantic loss is handed a convincing reading by Wilma Lee. Another good side. (Tannen, BMI)

**BILLY MCGHEE**  
**Welcome Back, My Darling** ..... 73  
 IMPERIAL 8230—In whispering, gentle tones the singer welcomes his sweetheart back. McGhee does a sensitive job with the fragile song. (Commodore, BMI)

## This Week's Best Buys

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

**GOOD DEAL, LUCILLE** (Acuff-Rose, BMI)  
**SAY A PRAYER FOR ME** (Acuff-Rose, BMI)—Al Terry—Hickory 1003

Out of the excellent first batch of releases from the new label, this record has proven to be the outstanding seller. Bucking a generally inactive market, lack of label identification and an incomplete distributor set-up, the disk has nevertheless established itself in the Richmond, Atlanta, Dallas, Nashville, New Orleans, Cincinnati and Chicago markets. There is action on both sides, with the majority favoring "Lucille." First reactions to a new slicing of the tune by Moon Mullican on King are also good.

**I've Hitched My Wagon to a Star**... 72  
 McGhee has a new love, and he is very happy now. This is a pleasant tune, and McGhee handles it effectively. (Commodore, BMI)

**BOOD BRYANT**  
**I Wanna Go Fast** ..... 73  
 HICKORY 1007—Famed song writer Bood Bryant demonstrates again that he is about as good an interpreter of his own songs as could be found. At a terrifically fast gait, he is trying to persuade his girl to take the brakes off their love affair. Very attractive. (Tannen, BMI)

**My Baby's Gone**... 70  
 Another of Bryant's compositions which is slightly reminiscent of some of Hoagy Carmichael's barroom blues. This lament in a minor key is rather unusual material which ought to have pop, as well as c&w., appeal. (Acuff-Rose, BMI)

**NOEL BOGGS**  
**Day Sleeper** ..... 72  
 COLUMBIA 21220—The plight of the poor guy who works nights and tries to get some sleep by day comes in for

humorous comment here. Sound-effects men have a field day in this cute novelty. For jocks. (Ridgeway, BMI)

**STEELIN' HOME**... 69  
 A very pretty instrumental showing off Boggs' virtuosity on steel guitar. He is backed by the Day Sleepers, and together they work up an exciting beat. (Ridgeway, BMI)

**JIMMY KINCHEN**  
**My Honky Tonk Baby** ..... 72  
 IMPERIAL 8229—Kinchén has fallen for one of those bad but irresistible women of the dance hall. The material is not especially novel, but the theme is one of perennial appeal especially to juke box patrons. (Commodore, BMI)

**Blue Teardrops**... 69  
 A weeper which receives a heartfelt reading from Kinchen. The material is merely routine, however. (Commodore, BMI)

**PETE LANE**  
**I'll Always Be Waiting for You** ..... 71  
 IMPERIAL 8235—The chanter hands (Continued on page 43)

## Review Spotlight on... RECORDS

**JOHNNIE AND JACK**  
**I Get So Lonely** (Melrose, ASCAP)  
**You're Just What the Doctor Ordered** (Cedarwood, BMI)—RCA Victor 20-5681—Johnnie and Jack come thru with two winning performances here. "Lonely" is already a smash in the pop field, and the boys could make it one in this market. The flip is a warm ballad. Good wax.

**HANK THOMPSON**  
**A Fooler, a Faker** (Texoma, ASCAP)  
**Breakin' the Rules** (Texoma, ASCAP)—Capitol 2758—Thompson can do no wrong and he proves it again with these new sides. "A Fooler, a Faker" is a bright rhythm tune; the flip has the unhappy air of many c.&w. weeper hits. Thompson sings 'em neatly.

**HANK WILLIAMS**  
**A House of Gold** (Acuff-Rose, BMI)  
**How Can You Refuse Him Now** (Acuff-Rose, BMI)—M-G-M 11707—Tho the late Williams has had better sacred tunes than these in the past, few of his many fans will be able to resist these recordings by the great folk artist. Two potent sacred sides in time for Easter.

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- "Edgar the Eager Easter Bunny"—Mitche! Torok

- "It Ain't My Baby"—Rudy Grayzell
- "Echo Bonita"—Jim Reeves
- "I Love You"—Ginny Wright
- "I'm in Heaven"—Tom Bearden and Ginny Wright
- "Wait"—Jerry Rowley
- "Drinking Tequila"—Billy Dee

## ABBOTT AND FABOR RECORDS

6636 HOLLYWOOD BLVD.

HOLLYWOOD, CALIFORNIA



The Billboard Music Popularity Charts

RHYTHM & BLUES RECORDS

Reviews of New R & B Records

Continued from page 42

THE SPARROWS
Hey! 67
JAY-DEE 790—Okay Rhythmic item again led by the bass-bary. Good listening. (Beacon, BMI)
I'll Be Lovin' You... 68
The boys tackle a rumba blues ballad for a good group reading. Bass-baritone lead sparks the group thru a neat effort. (Beacon, BMI)
JOHNNY HOWARD
Vacation Blues... 68
DELUXE 6044—Same Southern blues instrumentalizing serves as a nice backing for Howard's chanting. Okay for the limited market. (Cadet, BMI)
Hastings St. Jump... 63
Jump blues instrumental featuring the guitar and honky tonk piano should do well for ops in Southern locations. It's got a real strong beat. (Cadet, BMI)
SONNY DAE
Moving Guitar... 67
ARCADE 123—Some fancy guitar

work, briskly negotiated, and good support by the ork make this a listenable instrumental. (Arcade)
Rock Around the Clock... 65
Effort has an insistent beat as the group chants of an upcoming night of pleasure. Could attract some juke coin. (Myers, ASCAP)
THE MEADOWLARKS
L F M S T BLUES... 63
RPM 406—Believe it or not, the initials mean "Lord Find My Sweet Theresa." It's a straight blues item. Neither the material nor the group, however, is particularly impressive. (Modern, BMI)
Pass the Gin... 63
Routine beat ditty gets the same reaction. (Modern, BMI)
MISS PEACHES
Callin' Moody Field (Part 1 & 2)... 50
GROOVE 0009—Some may find this funny; many others will consider its broad, makeshift dialect offensive. A talking record. (Lowery, BMI)

Rhythm and Blue Notes

By BOB ROLONTZ

Roy Hamilton has been pacted by the Gale agency. The singer, whose initial Epic waxing of "You'll Never Walk Alone" has jumped him into national prominence, is now appearing at The Birdland, in New York. . . . The Spiders, now riding high via their Imperial cutting of "I Didn't Want to Do It," were pacted by the Shaw Artists Corporation this week. The firm also signed Smiley Lewis, also on the Imperial label. . . . Faye Adams, the Orioles and the Joe Morris ork racked up a gross of \$4,000 on a one-nighter in Charleston, S. C., last week.
Little Junior and the Bill Johnson combo are now doing one-nighters thru the Southeast. . . . Johnny Ace, of Duke Records, and Willie Mae Thornton, of Peacock, are now at Pep's Musical Bar in Philadelphia. The Johnny Board ork is backing the duo. Ace and Thornton go on a

one-nighter trek thru Ohio and Michigan after they close at Pep's on March 13. . . . Billy Ward and the Dominoes cracked a box-office record during last week's stand at the Uptown Theater in Philadelphia.
The Wanderers will do a string of one-nighters thru Ohio the end of this month with the Tiny Grimes ork. . . . Miss Glad Rags opens at the New Era Club in Nashville on April 2 for a two-week engagement. . . . The Paul Williams ork, Margie Day, Amos Milburn and Charles Brown start a Texas tour on April 1 which will run for three weeks. . . . Fats Domino, now on one-nighters in the South, leaves for California on March 21 for location and one-nighter engagements which will keep him busy until late July. . . . Country Slim, as a result of his smash hit, "Things That I Used to Do," on Specialty, is booked from now thru June.

Review Spotlight on . . .

RECORDS

AMOS MILBURN

How Could You Hurt Me So (D. & M., BMI)—Aladdin 3226—This one, a tear-jerker, should bust thru quickly as a coin-gatherer, and should move quickly over the counters. Milburn sings it out with much heart. Flip is "Rocky Mountain" (Aladdin, BMI).

THE SPANIELS

You Don't Move Me (Conrad, BMI)—Vee-Jay 107—The group has already come thru with a hit, and they could have another one here. The tune moves from start to finish and the boys drive all the way. Strong juke wax.

Folk Talent and Tunes

Continued from page 41

formerly with KCHJ, Delano, Calif., now with the Far East Network for Uncle Sam's Navy at Miho, Japan. . . . Glen Campbell, of the Tex and Glen team at WDOK, Cleveland, in Polyclinic Hospital there for surgery, and doing well, we learn. . . . Corky Carpenter signed to a Starday wax pact. . . . Tommy Collins set for a string of dates in Texas, set by Neva Starns. . . . Bonnie Lou and Jack Rogers, WLW, Cincinnati, added to the talent roster of the Walter Phillips morning TV show. . . . Morgan Sisters, also at WLW, Cincy, signed a King Records wax pact. . . . Maddox Brothers and Rose guesting with Charlie Adams on the latter's "Lucky Leven" TV show, in Waco, Tex. . . . Herb and Kay Adams recently inked a King Records contract, have their

first release, "Coffee Blues," on the market. . . . Bill Switzer and the Dude Ranch Boys from KGAF, Gainesville, Tex., introduce their Lin recording of "I'm Running for Your Heart" on the WFAA shindig in Dallas soon. . . . Otis Blanton, WLB, Bowling Green, Ky., sends an urgent request for d.j. releases to all the recording companies. . . . T. Tommy Cutrer played to a packed house at the "East Texas Jamboree" at the Rita Theater, Longview, Tex., recently. . . . Jim Wilson, WHOO, Orlando, Fla., doing his d.j. stint right from the fairgrounds during fair week in Orlando. . . . Mac Rains, WCTT, Williamsburg, Ky., spending a two-week vacation at Miami. . . . Ray Scott has added the Lonesome Valley Boys to his half-hour live show at WZIP, Covington, Ky.

Other Records Released This Week

Popular

Break My Heart; Melancholy Serenade—Bobby Breen, Jubilee 6058
I Get So Lonely; Cross Over the Bridge—Anne Lloyd, The Carillons, Larry Clinton Ork, Bell 1031
Put That Sawdust Back on the Floor; The Blue Scarecrow — Allen Small Ork, V 20-5198
Rocky's Prelude; The Varsity Drag—Les Elgart Ork, Columbia 40179
Turnpike; They Can't Take That Away From Me — Charlie Ventura Quintet Coral 61142
Young at Heart; Secret Love—Charlie De Forest, Bell 1030

Rhythm & Blues

Broke; So Lonesome—Five Echoes, Sabre 105
Dynamo; Whistle Stop — The Starnoters, Brunswick 80238
Frosty; Video's Drive—Vido Musso Sextette, RPM 404
I Feel So Good; I Have a Secret—Ivory Joe Hunter, M-G-M 11702
The Two Times; The World Is Turning Over—De Luxe 6041

Country & Western

Arizona; Then I'll Be Happy—Rush Adams, Ace Dooley & Son, King 1330
Oooh, How I Love You; If I Catch You Filtr'n' With My Baby — Ed Camp Imperial 8231

Spiritual

Lead Me, Guide Me; My Soul Is Satisfied—Trinity Baptist Church, Modern 925
Radio Television In My Heart; Ten Commandments—Soul Comforters, Hollywood 1010
Who Will Your Captain Be?; Do You Know Him?—The Four Internes, Federal 12170

Sacred

New World to Come; Back in the Good Old Days—The Masters Family, Columbia 21219
One of These Mornings; Jesus, I Love to Call Your Name—Willie Caston, Abbott 158

Jazz

Fantastic Impromptu; Impossible Motion—Sal Franzella Quintet, "X" 0008
Mishugana Mamba; Go, Man, Go—Slim Gaillard Ork, Clef 89103
September Song; Harmonica Boogie—Gene Krupa Trio, Clef 89104
The Wild One; Blues for Brando—Leith Stevens' All Stars, Decca 2067

Polka

Adrian Polka; Pastime Waltz — Hardt Melodiers, Replica 5003
Fat Lady Polka; Snow Waltz — Hard Melodiers, Replica 5004
Sunny Hill Waltz; Flying Home Polka—Kenny Bass, Coral 61141

Latin American

The Continental; Tenderly—Rene Touzet Ork, M-G-M 11697

Reviews of New Jazz Records

COUNT BASIE SEXTET

K. C. Organ Blues... 80
CLEF 89102 — Basie, at the organ, puts heart and soul into this slow, insinuating blues. With the help of Paul Quinichette's tenor and Joe Newman's trumpet, he creates a dark, thoughtful mood that is a thro realization of the emotional possibilities of this form.

Stan Shorthair... 76

Basie and his men each take a turn on this crazy riff and generate the kind of excitement that wows the hip youngsters. There are modern touches, but in the end it is the old Basie beat which captures the listener.

COUNT BASIE SEXTET

Basic Beat... 78
CLEF 89101—Basie's ensemble in a solid instrumental shakes the rafters with its powerful, driving beat. The entire group takes the riffs uninhibitedly in a way that will please their following.
Count's Organ Blues... 75
The Count's fabulous organ technique is shown off against brisk rhythmic backing here. Buddy Rich on drums is particularly impressive. A neatly constructed item; it swings all the way.

LOU BENNETT TRIO

Moon Dog... 76
APOLLO 818—This intriguing instrumental effort should pull a lot of spins on jazz jock shows and will interest jazz fans. It's a bright riff opus, and it's played with a beat by the trio. (Bess, BMI)
If I Had You... 70
Smooth version of the oldie by the trio with organ featured. (Robbins, ASCAP)

CHARLES SINGLETON

Oozing Along... 75
ATLAS 1032—This young tenor man will come as a real discovery to many. Handling a composition of his own in a restrained modern idiom, he achieves a big, open sound here. The rhythm backing is competent and helps Singleton greatly.
The Boardwalk... 74
Singleton blows up a storm and is ably supported by an excellent organist in the background. He has some good ideas and has the technique to sell them persuasively.

Reviews of New C & W Records

Continued from page 41

this doleful weeper a sincere reading which is effective enough to help this side pull some spins. Tune is a good one. (Commodore, BMI)

No More Lovin'... 68

Melodic novelty effort is handled with little life by Lane. Tune might go somewhere with a strong vocal. (Commodore, BMI)

JIMMY COLLETT

Beetle Bug Boogie... 66
ARCADE 120—The insect world is hopping, chants Collett. A cute effort. (Hill & Range, BMI)
Anything But Your Kisses... 63
Pop ballad done in country style has a modicum of charm. (Arcade)

Number of Releases This Week

Table with columns: LABEL, Pop, C&W, R&B. Lists labels like ALADDIN, ARCADE, BELL, BRUNSWICK, etc.

Hoff, Schaffer Form Forecast

CHICAGO, March 13.—Carl Hoff and Lloyd Schaffer, formerly with Crystalette Records, which recently went out of business, have formed a new label, Forecast Records.

The masters of Crystalette are owned by Hoff and Schaffer and are being released on Forecast. Both were in Chicago this week as part of a cross-country tour to set up distribution for the new firm. Hy Frumkin, local distributor, will handle the line in the Chicago area.

First releases for the new label will be Marilyn Maxwell, "Plaid and Calico," backed with "Why Should I Flirt with the Blues?"; Jacki Fontaine, "Gonna Cry No More" and "Jack o' Diamond," and a vocal-instrumental trio, the Wilder Brothers, "Race Track Blues" and "I Sat Right Down and Cried." The Wilde Brothers are currently on a tour of the Hilton Hotel chain.

Reviews and Ratings of New Popular Albums

Continued from page 38

warbler who manages to inject both humor and spirit into his singing. Smith's fine guitar work and the lively accompaniment of the Crackerjacks should help this one get some action in the country market.

SIG HO... 72

Damone, Hayes, Fontane, Wayne (1-EP) Mercury EP-1-3172
Listenable grouping is built around the theme of the sea, and the ballads are all pleasant. Tony Fontane gives out with "Jug of Wine"; Bobby Wayne with "Belle, Belle, My Liberty Belle"; Vic Damone on "My Truly, Truly Fair," and Richard Hayes on "The Flying Dutchman." Fine he-man chanting.

SING GYPSIES... 72

Sari Barabas and Kalman Lendvay's Gypsy Ork (1-12") Columbia ML 4836
This album of authentic gypsy melodies, exquisitely sung by Sari Barabas and played by Kalman Lendvay's orchestra, is notable in its category. Buyers of this genre must lend an ear, for their is a tear in every note. On this LP, vocal and orchestral works alternate, lending a pleasant and unobtrusive change of pace. In the liner notes, Miss Barabas tells the meaning of each of the melodies.

HARMONICA HIGHLIGHTS... 71

Jerry Murad's Harmonicats (1-EP) Mercury EP-1-3170
Four standards played in smooth style by the Harmonicats that their fans will enjoy.

MAMBO... 69

Xavier Cugat Ork (1-EP) Mercury EP-1-3178
Package contains the popular "Sun Sun" and three other rhythmical mambos. And they're all done in the familiar style of the big Cugat ork. A good set for dancers.

DANCE SET... 65

Ted Weems Ork (1-EP) Mercury EP-1-3167
There's no doubt about Ted Weems having always had one of the most danceable bands in the business. And the hit records for the maestro don't come too often, his style and appeal must be the constant factors which kept the band going for so many years. Standards, in an up-tempo, are smoothly done and should please dancers. Vocals and whistle solos are unidentified.

MAMBO LAND USA ALFREDDO on RAINBOW Records
Great Mambo Vibe Sounds
Exceptional Beat for Operators
ROUND WORLD MAMBO #2— No. 216
GOOFUS MAMBO
HONEYDRIPPER MAMBO #1— No. 225
HONEYDRIPPER MAMBO #2—
MAMBO FOR DANCERS ONLY— QUIEN SERA?— No. 229
CHOP SUEY MAMBO LAS MUECHITAS DEL CHA CHA— No. 243
New LP—Alfredo Mambo — LP-718
New EP—Alfredo Mambo — EP-601
RAINBOW RECORDING CORP.
767 Tenth Ave., New York 19, N. Y.

A GREAT NEW CLOVERS SMASH!
"LOVEY DOVEY" and "LITTLE MAMA" #1022
Atlantic RECORDING CORP.
324 WEST 34th STREET, NEW YORK 18, N. Y.

"LOVE'S LIKE THAT" Capitol #2736
Published by SPENTON MUSIC, INC. (BMI) Philadelphia, Pa.

HEADING FOR THE TOP FAYE ADAMS Singing "SAY A PRAYER" b/w "EVERYDAY"
Herald RECORDS 324 W. 35th St. New York N. Y.

Showing Up on the Charts! Savoy #1124 "WHAT IF YOU" LUTHER BOND
SAVOY RECORD CO., INC. 58 Market St., Newark, N. J.

A Sure Fire Hit FATS DOMINO "YOU DONE ME WRONG" b/w "Little School Girl" #5272
Imperial Records 6425 Hollywood Blvd. Hollywood 28, Calif.

"WATCH THIS ONE" says The Billboard's March 6, 1954, Issue "CAN'T UNDERSTAND" b/w "DIRTY FRIEND BLUES" Duke #120 featuring JUNIOR PARKER
DUKE RECORDS 2809 Erastus St. Houston 26, Texas





# Video Golden Age for Writer

• Continued from page 12

repeat, again and again, the quality is what they're looking for.

## Fresh Approach

All of which brings us to a new and fresh approach to the whole business. With this great emphasis on good writing, we'll have to train and hold writers for our own specific needs. Already, in New York, groups of creative men and women are working on scripts for a particular dramatic program.

Every one of them, encouraged by the producer, finds an immediate showcase for his play and his talent. He finds that he can write on almost any subject he pleases, as long as his work is honest, true, well-done.

In Hollywood the trend is strongly in the same direction. Searching as we are for new TV subjects, we realize that we must look for people who can write creatively.

Here, at our own studios, Hal E. Roach is preparing a repertory TV company with four star-actors who will take part in a different drama each week. The announcement of such an interesting project has brought immediate response from writers all over town. Every one of them is tremendously interested in the idea of a group of creative people who will work directly with the producer to develop specific programs for the company.

So it isn't at all true that Holly-

wood scribes are TV-shy. Most of the good ones are already busy at work in this new field. Hal Roach Jr., in preparing his new series of dramatic shows for ABC, called upon the best of Hollywood's writers. He found them enthusiastic about working in TV.

The truth is that, for the first time in years, many of our writers have a chance to put their best work down on paper. And it is an exciting thing to see their creation appear on film only a few short weeks later.

Finally—and very important, too—the price of scripts and writers is rising significantly. Many capable TV writers are now getting well over the \$700 minimum for good half-hour scripts. A few are getting as much as \$1,500.

And as the competition grows among producers and additional income is available from wider distribution of films, we have every reason to believe that the rewards to writers will continue to go up and up.

As far as I can foresee, there will be no limits in TV to the incessant demand for good scripts. Certainly, there will never be a limit to the demand for creative dramatists.

So today, as hundreds of TV stations are opening up all over the country, the doors are opening wide to people of high talent. I think we can say, with all justice, that we are about to witness a golden age for writers.

**BALDERSTON—John Lloyd,** 64, foreign correspondent and playwright who wrote "Berkeley Square," March 8 in Beverly Hills, Calif. He began his writing career in 1912 as the New York correspondent for The Philadelphia Record. Subsequent positions in journalism followed. He was a World War I correspondent for the McClure Newspaper Syndicate, he was the head of The World of New York's London bureau and he edited The Outlook in London for a number of years. He had been for two years director of information in Great Britain and Ireland for the United States Committee on Public Information and had served as correspondent throughout Europe and in Egypt. He retired from the newspaper business in 1931 when The World went out of existence. As a playwright, Balderston was perhaps best known for his collaboration with J. C. Squire on "Berkeley Square," a hit play in England, on Broadway and in films. But he was also known as co-author of "Dracula," "Frankenstein" and "Farewell Performance." His original screen plays and adaptations include "Lives of a Bengal Lancer," "Prisoner of Zenda," "Smilin' Thru," "Gone With the Wind" and "Gaslight." He was the author of "Genius of the Marne," "A Morality Blueprint" and "Magna Carta," the last a screen play for Metro-Goldwyn-Mayer. In collaboration with Sybil Bolitho, he authored "A Goddess to a God," a novel which was adapted into a hit play in London and was to have been introduced on Broadway this fall. He was appointed a lecturer in drama at the University of Southern California in 1952. His widow and a son survive.

**DALROY—Rube,** 80, once a clown in Buffalo Bill's Wild West Shows, March 8 in Hollywood.

**DEAN—Roy,** veteran outdoor showman, recently in the Onawa Hospital, Onawa, Ia.

## 'Summertime'

• Continued from page 17

positions published and copyrighted prior to July 1, 1909.

In addition to the ruling that a pre-1909 copyrighted tune was in the public domain as to mechanical reproduction, the court also handed down another important decision, insofar as the copyright law is concerned. Many copyright lawyers have held that a pre-1909 copyright is only mechanically free for the initial period of protection—28 years. The renewal period, would, these legalists claim, automatically take the copyright out of the mechanically free category. In regard to this contention the court ruled:

### Ruling

"The renewal of the copyright of the lyrics on May 23, 1929 and of the music on January 4, 1930 cannot, in the absence of any Congressional intent to do so, be held to have created an author's control of mechanical reproduction, previously non-existent."

This is not the first time that the tune, "In the Good Old Summertime," has been involved in a diskery hassle. In the spring of 1952, Marks and Capitol Records reached an impasse over the Les Paul-Mary Ford slicing of the tune, but this case was settled before it reached the courts. In this dispute, Marks contended that as copyright owner of the tune it has the exclusive right to authorize an arrangement of it. Since it did not authorize an arrangement of the tune, the firm claimed the Les Paul-Mary Ford arrangement of it was an infringement, and the diskery should pay. In this case, the diskery did recognize a financial obligation and the case never went to court.

Marks legal representatives, Abeles and Bernstein, will take the suit against Gabor's labels to the Circuit Court of Appeals. Both publishers and diskeries will watch the progress of the case with extreme interest. If the decision is upheld, it will mean that many great copyrights of pre-1909 vintage will be mechanically free for recordings.

## Cap Jazz Wax

• Continued from page 17

lease etchings by Duke Ellington and Pee Wee Hunt, and six other sets in their "Classics in Jazz" series. Heard in this series, in addition to Goodman, are T. Bone Walker, Billy Butterfield, Miles Davis, Bobby Sherwood, Lennie Tristano and Stan Hasselgard.

Firm has set four classical LP's for release before the end of April, among which is the widely heralded Nathan Milstein recital, performed by the composer himself. In addition, LP's by the St. Louis Orchestra conducted by Vladimir Golschmann, the Fine Arts "layers on a Hindemith and Poulenc piece, and the Hollywood String Quartet are scheduled for release. Firm will promote the jazz and LP issues via special selling aids.

**DE SANTY—Samuel Joseph,** 67, father of Frank De Santy, songwriter and musician, and Margaret De Santy, singer, March 6 in Bridgeport, Conn. Other survivors include another son, Harold, and four other daughters, Mrs. Ethel Pinto, Mrs. Genevieve Esposito and Vivian, Bridgeport, and Mrs. Carrie Lillis, New Milford, Conn., and a brother, James, Bridgeport. Burial March 9 in St. Michael's Cemetery, Stratford, Conn.

**ENDY—Daniel Leen,** son of the late Harry N. (Pop) Endy, owner of the old Endy Shows, and brother of David E. Endy, owner of the former Endy Bros. Shows, February 25 in Philadelphia of a heart attack. Survived by another brother, Ralph, and two sisters, Anna and Mildred, both of Pottstown, Pa. Burial in Mount Zion Cemetery, Pottstown.

**FORAN—William,** 75, well-known character actor, March 9 in the Bronx, New York. Of his long list of performances he is probably best known for portays in "Broadway" and "Front Page." Other plays in which he performed were "Checkers," "Turn to the Right," "Overture," "Both Your Houses," "Mahogany Hall," "The Milky Way," "Kill That Story," "Knights of Song," "Family Portrait," "They Should Have Stood in Bed," "Three Men on a Horse" and "Pick-Up Girl." He had also been seen in vaudeville in "Miss Civilization" with Ethel Barrymore.

**FRIEDMAN—Percy,** 43, owner of the Yeadon Theater, Yeadon, Pa., March 5 in Hahnemann Hospital, Philadelphia. Surviving are his widow, Rhea P.; three daughters, his mother, two sisters and three brothers. Services March 7 in Philadelphia, burial in Mount Sharon Cemetery, there.

**GAY—Noel,** 55, British composer, March 4 in London. In the 1940's he wrote "The Lambeth Walk" which won world-wide popularity. He was born Reginald Moxon Armitage in Yorkshire, England, and changed his name when he turned from serious music to popular songs in the 1920's. Later he wrote the music for more than 30 musical shows.

**GREGORY—Dora,** 81, British stage, screen and radio actress, March 5 in London. She had appeared in 500 different stage roles during a period between 1898 and 1942, debuting at the Grand Theater in Birmingham, England. Her roles ranged from Chekhov to Noel Coward and included London productions of "The Sea Gull," "Three Sisters," "Dinner at Eight" and "Henry IV, Part II."

**HEALY—J. S.,** 54, known in outdoor show business as Bill Roberts, veteran concessionaire, March 1 in St. Francis Hospital, Topeka, Kan. He was formerly with Mac McCreary, Curley Vernon, T. J. Tidwell and other carnivals. At the time of his death he was with Kehoe Publications, Kansas City, Kan. Survived by his son, Burial in Mt. Hope Cemetery, Kansas City.

**LEONARD—Pauline,** 77, mother of Fred and Bette Leonard and the widow of Capt. Frank Leonard, March 3 in Wichita, Kan. Services March 6, with burial in Highland Cemetery, Wichita.

**LINDHORST—Will L.,** 64, dean of St. Louis magicians and originator of the once-popular radio show, "Chandu the Magician," at St. Anthony's Hospital, St. Louis, March 6, of a heart ailment. Services March 10 at St. Louis Cathedral, with interment in Calvary Cemetery. Surviving are his widow, Elva, and a son, Robert. Further details in Hocus Pocus column, this issue.

**LUCAS—Anthony (Tony),** 104, the oldest vaudeville actor in the U. S., March 9 in Central Islip, N. Y. He and his brother, Sam, were in the first show sponsored and produced by Charles and Daniel Frohman, which was the beginning of the Frohman's theatrical empire. Burial in Frederick Douglas Cemetery, Staten Island, N. Y.

**MATHEWS—Tom,** 63, veteran outdoor showman, February 20 in Medora, Ind. For many years he was a trouper with the Haag Show.

## Talent Notes

• Continued from page 16

must occupy within the community."

Pointing out that niterie: in general have been unjustly branded with a foul stigma, Hover declared that "clubs must assume a responsibility other than that of merely offering their patrons entertainment and refreshments."

### JERRY ROSEN HAS HEART ATTACK . . .

NEW YORK — Jerry Rosen, indie agent, who was making a strong bid as a top agent with Mercury Artists, suffered a heart attack while working late in the office Tuesday (9) night.

### DETROIT CAPITOL GROSSES \$28,000 . . .

The first stagershow at the Broadway Capitol Theater since the United Detroit Circuit took over the house January 1, grossed a very satisfactory \$28,000. The all-Negro show featured Dinah Washington, Pegleg Bates and Cootie Williams' orchestra.

Hartford, Conn., booker Arch Daly is recuperating from surgery. . . . Billy Banks, who played in London vaudeville last year, has returned to England to star in a "Memories of Jolson" show which is currently touring the north of England. Also in the musical is American singing dancer Marie Bryant.

**MELTON—Earl (Egg),** 50, veteran Midwestern concessionaire and Athletic Show manager, February 24 in Cleburne, Tex., of a heart attack. Survived by his widow, Joanna, and his mother, Mrs. Olive Melton, Iola, Kan.

**METZ—Charles Edward,** 71, veteran Side Show operator, Thursday (11) in South Gate, Calif. Well known in the outdoor show business, his tours during his 40 years in the field included routes of the Tom Mix Circus and Western carnivals. Survived by his widow, Grace, and a sister residing in England.

**MORETTI—Raoul,** 61, French composer, March 7 in Venice, Italy. He composed the operettas "In Camicia" and "Rosy" and the music for the Rene Clair movie, "Under Roofs of Paris."

**ODLUM—Jerome,** 48, film writer and novelist, March 2 in Hollywood. He wrote the original screen plays for "Cover Up" and "Never Trust a Gambler," and the stories for "Last Frontier," "Song of India," "Marine Raiders" and "Crime Doctor." He formerly was a newspaperman, and managing editor of The Minneapolis News from 1934-'37. He also wrote several novels, including "Each Dawn I Die." Survived by his widow, Shirley, and a daughter, Nan.

**PIERCE—Maurice,** known in outdoor show business as the Ossified Man, February 12 in Denver. Born in Iowa, he was a normal child until the age of 9 when his body joints began to stiffen and they eventually became completely ossified. For many years he traveled as a Side Show attraction. Survived by his sister, Mrs. Lois Sod, Denver, and a niece, Mrs. Albert L. Varley, Johnson, Neb.

**ROBERTS—Sam,** 67, theater owner, producer and booking agent, March 7 in Chicago. He was a veteran of more than 40 years in the theater. His widow and three brothers survive.

**SIMMONS—Ernest Romaine,** former dance director, casting director and production assistant to J. J. Shubert, March 7 in New York. Except for a youthful fling as an actor in "Tribby" for 40 weeks, Simmons had held two jobs. For 15 years he had been an accompanist and business manager for the opera singer Lillian Nordica. In 1939 he joined the Shuberts, revising "Erminie," a musical, first done in 1921. He also prepared a long list of other revivals for the music department and served the Shubert theatrical enterprises for 40 years.

**WEISS—Arthur,** 85, well-known cellist, March 5 in Berkeley, Calif. Born in Budapest, Hungary, he had been a cellist with the San Francisco Symphony for 31 years until his retirement. He also produced several light operas and taught music at Mills College. Survived by his widow and one daughter.

## IN MEMORY



L. H. "BABE" EMSWILER

Died March 18, 1953.

WIFE—SADIE

DAUGHTERS—HARRIET and PHYLLIS

## IN LOVING MEMORY

of our Son

### T. P. LEWIS JR.

who passed away March 20, 1950

Mr. and Mrs. Ted Lewis, Georgina Lewis, Jackie Burns and Sisters, Dorothy Hill and Lucille Dubrowsky.

## IN FOND MEMORY OF LEONARD (Babe) EMSWILER

who passed away March 18, 1953

HARRY BROWN—JOHN C. SCOTT—CHARLIE MCCARTHY

## In Memory of My Beloved Wife AGNES MAE WHITE

who passed away in Santa Monica, Calif., March 10, 1948.

You'll Always Be in My Heart.

From Your Dear Husband HARRY B. WHITE

## 4 Southern Parks Form 20-Week Talent Booking Pact

Zemater to Set 5 Acts Weekly for Ponchartrain, Fair, Spring Lake, Crater

NEW YORK, March 13.—A group of Southern parks have banded together to insure five solid weeks of bookings for acts during the coming season. It is possible that other parks may be added to further enlarge the booking route if they are located suitably geographically.

Harry Batt, operator of Ponchartrain Beach, New Orleans, reported the completion of the booking set-up here yesterday. He was to meet this weekend in New Orleans with Charles Zemater, Chicago booking agency head, who will set the attractions for the full 20-week season.

Both platform and aerial acts

will be used, Batt said. An effort will be made to secure the very best of talent and it is expected that the attraction of five consecutive weeks of dates will prove a potent lure to may acts. It is also likely that the participating parks will secure some price advantages.

Parks participating with Ponchartrain are Fair Park, Dallas, which worked with the New Orleans spot last year; Roy Station's Spring Lake Park, Oklahoma City, and Crater Park, Cache, Okla. Batt said that there is a possibility (Continued on page 52)

## 800G Earmarked For First Nevada Amusement Park

3-Month Construction Scheduled; Site 6 Miles From Las Vegas

LAS VEGAS, Nev., March 13.—Construction of the first permanent amusement park in Nevada—Funland—is scheduled to begin here this week, with contracts calling for completion in 90 days. Funland will be built on 20 acres of frontage on the Boulder Dam highway, six miles from Las Vegas and an equal distance from the near-by industrial town of Henderson.

It is the brainchild of Sam Pearlstein, former Detroit amusement operator who last year came to Las Vegas for a week-end visit and remained to make his home.

Pearlstein and a group of friends plan to invest about \$800,000 in the venture, which will include rides, dance hall, roller skating rink, restaurant, bar and picnic grounds. Funland is fully financed, with no stock for sale, Pearlstein said.

### Search for Water

The project got off to an unfortunate start when a well was sunk as a preliminary to construction, and is still going down far deeper than the estimated level where water was expected.

Explaining his venture in a field

here where no others have dared to tread, Pearlstein said:

"I don't gamble and rarely drink. As a result, I have found myself many times with nothing to do in Las Vegas. I believe there are enough local residents and tourists like me who will patronize a place like Funland and make it a success."

He plans full operation eight months of the year, with indoor activities only during the chilly winter months.

Funland was planned and designed by architect Harry Hayden Whitely, formerly a set designer with Metro-Goldwyn-Mayer.

## Sports Event On in Atlanta

ATLANTA, March 13.—The nine-day Southeast Sports and Boat Show got under way in Atlanta Auditorium Saturday (6) with a 10-act show plus the usual range of exhibits. Hours are 2 to 11 p.m. Saturdays and Sundays, and 6 to 11 p.m. during the week. Admission prices are \$1 for adults and 35 cents for children.

The acts perform in shows beginning at 3:30 and 8:30 on the weekend days, and only an 8:30 performance is held during the week. There are 1,500 free seats in the auditorium, with choice reserved seats going at 50 cents each.

Talent lineup includes Hubert Castle, wire act; Wood & Chandler, fly casting; Francis Brunn, juggling; Frankie's Canadians, log rolling; Shyretts, unicycle; Excess Baggage, dog act; Pelouquin's Lumberjacks, canoe tilting; Archie Lobdell, wood chopping; the Mariner's Band, and Bill Brown, emcee.

## Parkmen Still Hope For More Tax Aid

Total Relief to 50 Cents Licked Twice But Effort Continues, Harry Batt Says

NEW YORK, March 13.—Altho the excise tax bill is already in the hands of the Senate Finance Committee with exemptions on admissions pegged at 50 per cent of the present 20 per cent levy, the National Association of Amusement Parks, Pools and Beaches is still hopeful that the relief can be extended to include total exemption on all admissions of 50 cents and under.

There is some hope of accomplishment remaining, Harry Batt, chairman of the NAAPPB legislative committee said here yesterday after a day in Washington where he met with members of his committee and talked to a number of congressmen. To insure constant representation the NAAPPB hired J. Morton Cooper, a Washington lawyer and a former secretary of the House Ways and Means Committee.

Meeting with Batt were Elmer Foehl, NAAPPB president, Willow Grove, Pa.; Robert Plarr, Dorney Park, Allentown, Pa.; Jerry Price, Glen Echo, Md.; Ed Kountz, West View, Pittsburgh; Paul H. Huedepohl, NAAPPB executive secretary, and Brady McSwigan, Kenwood Park, Pittsburgh, vice chairman of the committee.

Tracing the progress of the bill to date, Batt, who was accompanied

here by Huedepohl, said that the amendment calling for exemption up to 50 cents lost in a Ways and Means Committee vote by only 13 to 12. The voting, he said, was strictly along party lines with Congressmen Sampson, (Pa.), and Baker, (Tenn.), joining with the Democrats in the futile effort.

On the floor of the House the next day the proposed amendment was blocked by 213 to 200, a scant margin that could have been

(Continued on page 52)

## BENTON FINED 10G FOR TAX EVASION

Ex-Atlanta Fair Manager Also Pays Up \$29,548 Taxes on '47-'50 Income

ATLANTA, March 13.—Mike Benton, former president-general manager of the Southeastern Fair here, recently was fined \$10,000 and given a suspended sentence of a year and a day in a hearing in U. S. District Court on income tax evasion charges.

Benton waived indictment by a Federal Grand Jury and entered a plea of "no contest" (nolle contendere)—to charges he did not pay the government \$29,548 in taxes for the years 1947 thru 1950.

The government alleged Benton and his wife had actual earnings of \$129,352.57 for the four-year period but that Benton made returns on earnings of only \$46,439.73.

U. S. District Attorney James Dorsey said Benton had paid up the back taxes but payment had been held in escrow pending action on the tax evasion charges.

### From "Gratuities"

In court, no mention was made of the source of the extra income, but one Atlanta newspaper quoted Benton as telling reporters that it came from concessionaires at the fair in the form of "gratuities."

Character witnesses, who accompanied Benton in court, included Atlanta Ald. Ralph Huie, Police Chief Herbert T. Jenkins and the Rev. Allison Williams.

The government, in criminal charges, listed four separate counts

against Benton based on joint returns filed with his wife in each of the four years.

### Counts Are Listed

In 1947, it contended, he made returns on \$27,210.01 and paid \$10,040.46 in federal taxes, whereas it was charged he actually (Continued on page 52)

## SHOWMEN AWAIT TAX VOTE

### Ticket Makers View Avalanche of Orders

NEW YORK, March 13.—High among those affected by the income tax reduction bill passed last week by the House of Representatives are the nation's ticket manufacturers. With the federal tax on admissions rolling toward a decrease from 20 per cent to a compromise 10 per cent, instead of being completely eliminated, the ticket makers are just as frantically as are those who sell the ducats to patrons.

Recalling the 1943 days when the tax zoomed from 10 to 20 per cent, the ticket firms are on pins and needles as they await an expected deluge of orders from

showmen who are waiting to see how the tax bill fares. The measure rolled thru the House 411 to 3, and Senate action is expected next week. It is anticipated that there will be no important opposition to the measure and that it will be sent before long to the President for his signature.

This is the time when most outdoor organizations place their ticket orders for the coming season. And with the tax cut still before the Congress, many are holding up their orders until the bill is passed.

### Okay to Order

"There is no reason for the hesitancy, of course," says Ed (Continued on page 49)

## MONKEY KIDNEYS

### New Vaccine - May Surmount Polio Threat

PITTSBURGH, March 13.—Polio,crippler of all ages and a deterrent to outdoor amusement business, may be licked within five years by a vaccine developed by Dr. Jonas Salk of the University of Pittsburgh School of Medicine. The disease has been harmful to the box office as well as the body, in that areas in which it is prevalent produce polio scares which prevent people from congregating.

Dr. Salk's vaccine has been tested on 5,000 children so far with no untoward reaction, "not even a fever." Additional tests are scheduled to be performed on 500,000 children this spring.

The developer of the anti-polio vaccine claims that so far results have been completely successful. Not only will immunity be produced against the three types of polio, he said, but the immunity will be of the lasting kind, possibly for-life. The chief element in the vaccine is produced from the kidneys of monkeys.

## Stephen Ward, Fireworks Man, Passes at 87

NEW YORK, March 13.—Stephen Ward, who designed and was in charge of fireworks displays at the St. Louis Exposition and the Chicago World's Fair, died of a heart ailment Tuesday (9) at the age of 87.

Ward died at his home in Port Richmond, Staten Island, and his survivors include his widow, Maude, and a son, Stephen D. Ward of Queens. Ward was former superintendent of the old Nordlinger Charlton Fireworks Company of Port Richmond.

## C. W. McCafferty Becomes Partner in Hunt-Webb Agency

HOLLYWOOD, March 13.—C. W. McCafferty has purchased the interest of Wally Webb in the Hunt-Webb Agency here and becomes half owner of the booking office with George Hunt.

McCafferty is well known in show business, having performed the magic act under the name of Marlowe for years. He also promotes the Kern County Home and Sports Show in Bakersfield, Calif. More recently he toured with his own audience participating show, "Funzapoppin."

When the formalities of the license switchover is completed, the firm name will be changed.

## Endy Puts on Circuses at 2 Fla. Clubs

MIAMI, March 13.—David Endy produced the Surf Club's circus for the seventh year recently, with acts booked thru Frank Wirth. Alfred Barton designed the decorations, and Endy put on the same show, with some added acts, Thursday (11) at the Everglades Club, Palm Beach.

Acts at the Surf Club were the Eight Therons, cyclists; Fredianis Troupe, teeterboard, courtesy of Ringling Bros.; Barnum & Bailey Circus; Nio Yu, wire act; Lucio & Fridel and their high school horses; the Beers Barnes elephants; Niatto dogs; the Chappies in their bar act, and Charley Frank, clown.

## YARNS SCHEDULED

### Magazine Interest in Outdoor Segs Continues at High Peak

NEW YORK, March 13.—A continuing and growing interest in outdoor show business features by editors of national periodicals is increasingly apparent, as the out-in-the-open season is about to get under way.

The growth of interest in this type of factual article bloomed in the immediate postwar years when editors seemingly felt that the light, colorful yarns about the business and the people in it would add flavor to the contents of their publications. Additionally, they would tend to satisfy some of the curiosity that millions of subscrib-

ers to periodicals obviously have about the outdoor business.

Apart from recognizing the interest of the subject matter to their readers, it is possible that editors themselves were victims of the curiosity bug that pesters the uninitiated. At any rate the reader response must have been good because the trend has continued with virtually every slick publication of note participating at one time or another.

### Two Stories Set

Coming up definitely in the near future are articles on Ferris Wheels and the Eli Bridge Com-

pany, the manufacturers, and Charles T. Hunt Sr., the dean of the nation's circus owners. Both are slated to run in The Saturday Evening Post.

There is evidence that exploratory work on other features for other magazines is already under way. George A. Hamid's Steel Pier at Atlantic City is being studied as a possible subject and it is likely that that venerable and renowned showplace will be chronicled in one of the nation's top circulation periodicals.

Hamid, who has been featured (Continued on page 52)

## LUCKY LOOK SEES RING IN POPCORN BOX

RIDGEFIELD PARK, N. J., March 13.—It pays to look in a popcorn container before you fill it. A candy counter girl in Jersey City looked into a box last week and saw a woman's wedding ring. In short order the Alford Cartons plant here was telephoned and it was found that a plant worker had lost her ring after wearing it 36 years. The calls went from Elliot Cohen at the Stanley Theater, to Irving Singer, of the Rex Specialty Bag Corporation of Brooklyn, suppliers, to Frank C. Williams at Alford.

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# Dick Dillon Sets Kiddy City Deal

YOUNGSTOWN, O., March 13.—Dick Dillon, of Miniature City fame and a veteran of many years in outdoor show business, this week inked a contract to operate a modern kiddieland to be known as Kiddy City in one of the largest shopping centers in the Ohio and Pennsylvania district, located 15 miles from Youngstown on Route 62, the main highway to Pittsburgh. The center is made up of 31 stores, mostly of the chain variety. Official opening of Kiddy City is set for Easter Sunday, April 18.

After winding up six weeks with his working mechanical city at the St. Louis and Indianapolis sports shows and the Grotto Circus, Cleveland, Dillon will devote his time between now and Easter whipping the new venture into shape. His Miniature City will again be with Frank Bergen's World of Mirth Shows in 1954.

Under his lease arrangement with the shopping center, Dillon will install seven rides. Six new rides have been purchased from Allan Herschell Company, Inc., and one from Miniature Train Company. Only major ride is the three-abreast Allan Herschell Merry-Go-Round. Ride delivery has been promised for the last week in March. According to Dillon, he already has \$75,000 in the venture, with another \$25,000 to be expended before the opening.

### Parking for 3,000 Cars

A diner, seating 18 on stools only, will be located at the entrance to the kidspot, together with a 25-foot building to house drink and food concessions. An 18-foot arch will connect the two buildings. Both structures will face the road traffic, with the diner operating on a 24-hour schedule. Stores in the center will operate until 9 nightly, with the spot having parking facilities for 3,600 cars.

Kiddy City will occupy a site

127 by 210 feet and will be surrounded by a six-foot hurricane fence. Dillon has mapped plans for extensive landscaping. Among features will be eight small circus wagons to house a domestic animal display, such as the Goose That Laid the Golden Egg, the Peter Rabbit Family, the Three Little Pigs and other storybook characters. Another large circus wagon will house a Monkey Circus.

There are no amusement parks in the immediate vicinity of the Dillon kiddieland, the closest major funspot being in Youngstown, 15 miles away. There are 10 small towns within six miles of the shopping center and Dillon plans the promotion of school picnics and kiddie parties in the area, catering to kiddies up to 10 years of age. Ride prices will be scaled at 15 cents for a single ride, 11 rides for 99 cents, or 12 rides for \$1. On school picnics and kids' parties, Dillon will give parties of 15 or more a package deal, offering each child 12 rides, a hot dog, a drink and an ice cream cone for a \$1.50 strip.

# Popcorn Assn. Sets March 18 Regional Meet

BALTIMORE, March 13.—The outlook for popcorn will be a major subject at the third annual regional educational conference of the International Popcorn Association to be held here March 18. Representatives from Pennsylvania, Maryland, Virginia and Washington, D. C., will attend the confab in the Lord Baltimore Hotel.

Featured topics will include the outlook for popcorn, oil availability and its future, what's new in bags and boxes, getting maximum return from concession operations, butter corn, drive-in theater concession operations and popcorn merchandising.

Also on the agenda are importance of quality, quality controls, storage and handling problems, public relations, sanitation and a review of popping machinery and equipment.

Co-chairmen of the one-day meeting are Don W. Mayborn, John L. Strickland and Lee E. Stine. J. J. Fitzgibbons Jr., is president of IPA, and Thomas J. Sullivan, executive vice-president.

### SALE OF A LIFETIME!

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- Ferris Wheel ..... 850

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# Melody Fair Loses 70G

TORONTO, March 13.—Melody Fair, Canada's only musical circus, went into the red last year to the extent of \$70,000. But despite the bundle dropped, plans are going ahead to continue the operation this season.

Located in a tent on the Canadian National Exhibition grounds last year, the operation faced nightly noise of the stock-car races, excessive heat and the attempt to operate during the exhibition.

Plans are afoot to move the operation to a more accessible site where the rent will not be so high. The exhibition charged Melody Fair \$10,000 rent last year. Also planned is a lower seat scale from a top of \$3.40 to \$2, and a low of 50 cents.

In a change of management, R. S. Lampard, who started the ball rolling here by organizing the company, becomes business manager, replacing Ben Kamsler. Leighton Brill continues as executive producer.

The fair has a five-year contract on the CNE site, and loopholes in the contract are being sought so that the operation might be moved under a roof.



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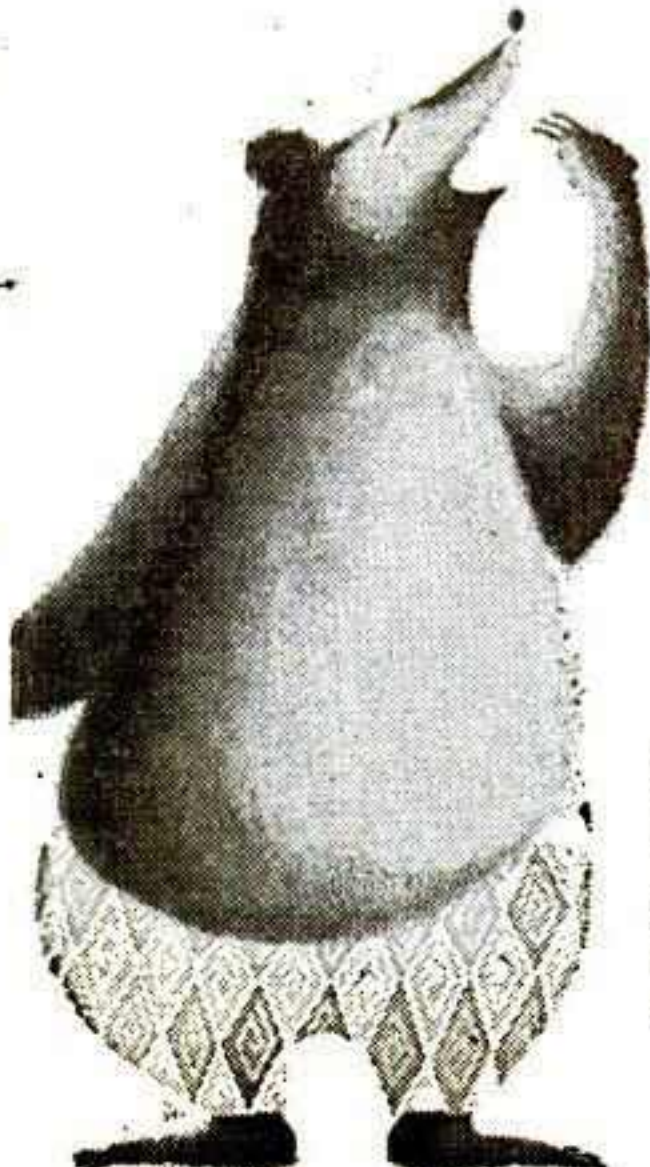
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**Winkley to Operate  
70 Big Stock Car Meets**

MINNEAPOLIS, March 13.—Frank Winkley, top man in Auto Racing, Inc., has completed his booking for the '54 season and starting with a 100-lap stock car race in Shreveport, La., on March 28, will present a total of 70 fair and still date race meets.

Included in the route are 24 days of State fair racing at the Minnesota, South Dakota, North Dakota, Kansas, Oklahoma, Oklahoma Free and Tulsa State fairs. Other major dates include 18 days of speed events at the Greater Grand Forks State Fair, Grand Forks, N. D.; Ozark Empire District Fair, Springfield, Mo.; All-Iowa Fair, Cedar Rapids; Steele County Fair, Owatonna, Minn.; Sioux Empire Fair, Sioux Falls, S. D.; Northwest Missouri State Fair, Bethany, and the Clay County Fair, Spencer, Ia.

Still dates include a regular program of big and stock car races at Exposition Gardens in Peoria, Ill., where Winkley has the ex on speed events. Eight days of racing are scheduled for the high bank asphalt tracks at Winchester and Salem, Ind., including a 100-mile race at the former with a prize of \$10,000. Holiday engagements include meets at Illiana Speedway, near Hammond, Ind., July 3-4; a Decoration Day program at Cedar Rapids, Ia., and

July 4 and 5 programs also at Cedar Rapids.

Other still dates will be run at Sioux Falls, S. D.; Austin, Minn., and Shreveport, La.

**CASE DISMISSED**

**Sabbath Law  
Case Won by  
NY Kid Park**

NEW YORK, March 13. — A Queens resident had his case thrown out when he tried to have a kiddie park shut down for alleged violations of the Sabbath Law. Five sections were cited before Brooklyn Magistrate Vincent J. Ferrari, who dismissed all the charges. Defendant was Albert Seyman, president of Dreamland Park, Inc., who operates the funspot at 266th Street and Hillside Avenue with his partner, Frank Sadowski.

Sections 1530 and 1532 of the State Penal Law were held not valid in the case because the charges were not substantiated by the evidence. But three other sections in effect were held not applicable to kiddie parks by Judge Ferrari, thru granting Dreamland's motion to dismiss the charges.

The successful defense motion held that the park is a place for public amusement, it is not a public sport or enterprise, it is not a theatrical enterprise, and the 2 p.m. Sunday opening does not specifically apply to kiddie parks.

**Claimed Disturbance**

The partners opened for the first time last June and the neighbor, whose back porch is 50 feet from the five-ride park, sued in August. Judge Ferrari heard the case December 17. The neighborhood contains almost exclusively one-family homes, none being closer to the park than 100 feet except the complainant's. A retired contractor, he said the park's noises disturbed his porch relaxation.

Dreamland brought out at the trial that the man built his home in 1950 altho another kiddie park, now defunct, existed where Dreamland now stands.

**Grande Prairie  
Plans New Rodeo**

GRANDE PRAIRIE, Alta., March 13. — The newly formed Grande Prairie Rodeo Association has set August 18, 19 and 20 as dates for a rodeo which, officials say, will be the biggest thing of its kind in Alberta's Peace River country. A budget of \$10,000 has been approved.

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**Scheppers Set  
Orange Show  
Attractions**

SAN BERNARDINO, Calif., March 13.—Scheppers Bros., a local theatrical booking office, will supply the shows for the 11-day National Orange Show opening here March 25, Earl E. Buie, show manager, announced.

Shows will be presented twice daily in the Ralph E. Swing Auditorium at 2 p.m. and 8 p.m. Admission to the auditorium is free with the exposition using the one-price gate.

There will be three changes of shows during the run, Bernie Scheppers, who is handling the account, said. The Jimmy McHugh Show with Eve Marley, Beverly Richards, Helene Stanton, and Darla Wood open March 25 with the Bell Sisters, recording artists, joining the McHugh group on Sunday. Marilyn Maxwell is scheduled to appear for three days starting April 1. On the final day, April 4, which is designated as American Legion Day, an Armed Forces show will be featured with the pick of the entertainers from the shows staged for them. Joe E. Brown is tentatively set to emcee that day.

Also scheduled to appear thru-out the entire run are the Morolandis Dancers, tagged the Orangettes for the occasion, under the direction of George Moro. Acts include the Stewart-Morgan Dancers, Carsony Bros., Woo Woo Stevens, The Hucks, Hank Penny, and the Shepherd Bros. Other acts are to be added. Buie said that free acts will appear on the Mall. Crafts 20 Big Shows will be featured on the midway.

**Berkeley Davis,  
Pendleton Rodeo  
Prez, Passes Away**

PENDLETON, Ore., March 13.—Funeral services were held last week for Berkeley Davis, president of the Pendleton Round-Up Association, who died of a heart attack while driving his car from Pendleton to his home at Adams. His Round-Up career began 30 years ago, and his 1953 term was his second as president. A prominent Umatilla County rancher, he is survived by his widow and a son, Pat.

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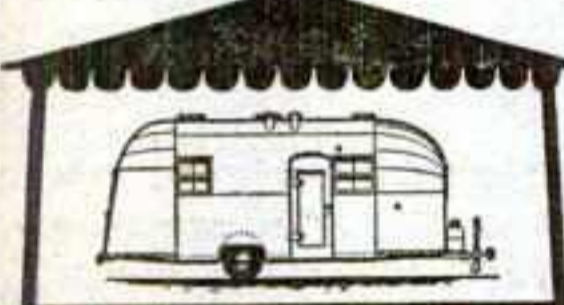
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## D. C. Event Switches to Revue, Spec

WASHINGTON, March 13.—The annual Night of Thrills in Griffith Stadium is changing its format this year from a circus-type presentation to one encompassing a lavish spectacle and revue show, including name performers, 24 girls and military bands and drill units. Booker Frank Wirth has engaged the Mimmers Band from Philadelphia to take part in the event, slated for June 18.

Wirth said the committee decided on the format change after viewing revue-type presentations put on before the grandstand at the York (Pa.) Interstate Fair. He has produced the Washington show for the last nine years.

## Await Tax Vote

• Continued from page 46

ward Labour, of the Elliott Ticket Company.

"Showmen probably will not change their prices, but merely will absorb the reduction to provide a 10 per cent increase in their incomes," he adds. "We know this and are preparing our machines so that we can roll ahead as the orders come in."

Recalling the 1943 schedule when the tax went up, Labour said there was an avalanche of late ordering.

"This time we're ready, but we are forced to give preference to some of our major clients. Even so, the independent showman can be assured of reasonably quick delivery if he orders now. First come, first serve."

Elliott, he said, is taking "contingent" orders which allow the ticket to be delivered containing the required new figures if the tax cut is passed.

**Can Use Old Tickets**

Altho it is understood that the showmen will be permitted to use up whatever old tickets he has, showing the old tax of 20 per cent, Labour said "the price of tickets is so negligible that it would be worth replacing them if only to avoid the red tape that is sure to occur in dealing with the Internal Revenue Department."

At National Ticket Company, John Conway said that firm's major clients, the Warner, RKO and Leow's movie chains, which buy tickets by the millions, all have huge supplies of 20 per cent tickets on hand and should be allowed to use them up. "It's no minor expense to those fellows," he said.

Some of National's outdoor clients, he added, are sending in their orders under the old scale despite the half-passed tax reduction.

"Nothing seems to bother some of these carnival men," he noted. National, he said, also realizes that many showmen are bidding their time until passage of the measure, and has emergency equipment ready at its plant to use when the pour-in of ticket orders comes. He also foresaw the use of night shifts.

## House Tax Bill

• Continued from page 1

week, as anticipated, to slash the 20 per cent tax to 10 per cent. (See other story in Outdoor department.)

The slash will affect all types of admissions—outdoor as well as indoor shows, legit performances, cabarets, cafe tabs. Any doubt about the scope of the slash was removed by a Senate Finance Committee legalist who told The Billboard that the reduction will affect any type of amusement enterprise which is now covered by the 20 per cent admissions tax. "This means circuses, theaters, or anything inside or outside or top-side or bottomside." Next week's hearings by the Senate Finance Committee will be streamlined so as to speed the legislation to the floor. Oral arguments will be confined to spokesmen for groups which want cuts in taxes in addition to those already voted by the House. Other spokesmen may, if they choose, file written statements for the record. COMPO will file a statement urging tax relief for "distress area theaters" via outright repe: of the tax on admissions of 50 cents or less.

**Jimmy Hetzer**, head of Hetzer Theatrical Agency, Huntington, W. Va., was a Chicago visitor last week.

## HERALDS Shows Double Postal Gross At Perry, Ia.

PERRY, Ia., March 13.—Postage for circus heralds mailed by the Chief Printing Company here amounted to almost half of the receipts of the Perry post office last year, according to G. E. Whitehead, president of the company.

Whitehead, whose partner in the operation is R. M. Harvey, circus agent, said the result was that the Perry post office was rated a grade or so higher among post offices and that one or two more men were on the payroll. He made the statements in a column which appeared in the Perry Chief in which he told of a visit to the circus quarters at Hugo, Okla.

The printing house mails thousands of heralds daily during each circus season. Last season they handled heralds for Al G. Kelly & Miller Bros., Wallace & Clark, Cole & Walters and Diano Bros.



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**ICE SHOWS**

**Wirtz, Harris Set 'Capades' For Stadium**

CHICAGO, March 13.—Arthur Wirtz, of the Chicago Stadium, and John H. Harris, producer of "Ice Capades," announced this week that a 10-year contract for "Capades" to play the Stadium had been signed.

"Capades" opens Sunday (14) at the Chicago Arena for its final stand there before the building is converted into a CBS-TV studio. Next March it will play the Stadium. The deal was anticipated. Wirtz said a week ago that the Shipstads & Johnson "Ice Follies," another Arena show, would come into the Stadium hereafter. Wirtz's "Hollywood Ice Review" also will continue to play the Stadium in December and January.

**"CAPADES" TO USE NEW PORTABLE TANK . . .**

KANSAS CITY—A new \$250,000 ice plant will be put into use at the Municipal Auditorium here April 10-16, when "Ice Capades" appears in the building. Ice surface will be 65 by 165 and the portable rink will be transported by four semi-trailer trucks. "Capades" recent stand at Uline Arena grossed \$260,000, for a reported 33 per cent gain over last year. Arena manager Jack Riley said ticket sales in Baltimore helped score the increase.

**TOLEDO ARENA BOOKS SONJA HENIE ICER . . .**

TOLEDO—The Toledo Sports Arena has booked the Sonja Henie icer for a seven-day stand starting April 19, it was announced by Andy Mulligan, arena manager. Sonja's last appearance here was two years ago, when she set the attendance and gross record for the building. Recently, Gene Autry drew 6,500 for \$8,990 at the arena, and "Hippodrome" drew good crowds.

**CANADIAN ICER BLOWS TOWN; TROUPE CUT . . .**

MELVILLE, Sask.—The Canadian "Ice Fantasy" blew the shows here recently when the motorized show miscued and arrived instead at Melfort, 216 miles north. It has been reported that business for the show is off, with some of the top acts being dropped. Show now counts 21 skaters, two staffers, a four-piece band, and a bus driver.

**"HOLLYWOOD" SCORES RECORD AT DETROIT . . .**

DETROIT—"Hollywood Ice Revue," with Barbara Ann Scott, drew s.r.o. business for week-end shows at the Olympia Stadium, it was reported by Nick Londes, building manager. The four-week run closed 12½ per cent ahead of last year, he said, to set a new mark.

**26 FLOORS**

**Office Bldg. May Contain N. Y. Coliseum**

NEW YORK, March 13.—Latest plans for the proposed New York Coliseum at Columbus Circle call for the arena to be part of a 26-story business structure. Original plans were for a separate convention and exhibit hall.

Plans have been changed several times since the Coliseum was proposed four years ago by Robert Moses, chairman of the Triborough Bridge and Tunnel Authority which will finance the project. The intent is to make the project self-supporting.

The project will cost around \$26 million plus the \$9.5 million required to purchase the 6.3 acres of land.

The huge hall, in the latest version, will occupy the equivalent of the first five or six floors of the office building. There will also be constructed a housing development for which apartments will rate at about \$50 per room per month. This "slum clearance" part of the project will enable the city to get a federal grant to keep land costs low.

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## ROADSHOW REP

**ALLEN WISHERT** and wife, **Maude**, old-time rep folks, are presenting a 15-minute comedy program over **KDAS**, Malvern, Ark., and **KGHI**, Little Rock, Mondays thru Fridays. The program is known as the "Adam Nutt and Sister Sorrowful" show. The WisHERts, who live in Malvern, have been broadcasting over **KDAS** for the past two years. . . . **Mrs. Bonnie Terrell**, who with her husband, **Billy**, formerly played vaudeville and in 1921 organized the **Billy Terrell Comedians**, a successful tent theater until 1940, died February 24 at her home in Roseland, La., where the **Terrells** had lived for the past 11 years. (Details in the Final Curtain.) . . . **Andrew F. Sullivan**, Philadelphia, writes: "Often, when reading the Roadshow-Rep column, I think of my old friend, **Bert (Toby) Stoddard**, a good Toby comedian in his day. I believe the best Toby performance I ever saw was Bert's in "Toby From Texas," a play by **E. F. Hannan**. Bert wound up his career in Cleveland. Another old-timer I knew and who is also gone was **Bob Warren**, who, with his wife, **Martha**, played Toby bills in the East. Late in their careers he and his wife played in vaude in a Hannan sketch called "Tomorrow's Christmas." Sullivan would like to know whether any members of the old Rose-Ring Stock Company, that formerly played the East, are still active.

about March 15. Gronon reports good biz with **E. F. Hannan's** "Mr. Faust Enters." The family expects to summer near **Bryant's Pond**, Me. . . . **Wilbur Wyman**, who has been playing schools in Central Idaho, reports poor results due to weather and a general apathy on the part of the public in small towns. . . . **Jerry Malveny** writes from Boise City, Okla.: "Arrived here after a horrible dose from a dust storm in Western Kansas. Left Reno two months ago and was doing fair until I hit the dust deluge, which necessitated putting the car in a garage for a thoro cleaning." . . . In commenting upon **Frank Talbot's** letter in a recent issue, **Earnest Robinson**, Providence, R. I., asks: "Where are all the old-time comedy jugglers such as **De Camo**, **John Zimmer**, **Koppe**, **Owley** and **Randall**, the **Pelots**, and **Allaire** and **Gaudree**? The last named were with minstrel shows. Where is **Charles Hammond**, the hoop roller, who was with rep and minstrel shows in the East? All of these were good acts and I worked with them at one time or another when I was with the **Three Renos**." **Robinson** wonders whether any performers from the old **Avery Good** 10-20-30 show are still active. He also would like to read the cast of the old **Phelan Stock Company** out of Lynn, Mass. . . . **L. F. Delaney** writes from Ogden, Utah, that he has been making schools in that area with indifferent success. **Delaney**, who does a novelty musical show, plans to shift operations to Arizona.

**H. S. WEATHERBY**, former juvenile and lyric tenor with the **Charles Hunter** and **Beulah Adams Showboat Players**, is slated to retire from the Navy soon and plans a return to the repertoire field with his wife, **Essie Ferrell**, former rodeo rider. During his 16 years in the Navy **Weatherby** has written numerous feature articles for Navy publications and other periodicals. He also has penned some plays which were aired over a Greeley, Colo., radio station. . . . **Carl Whyte**, vet pianist, reports that he has recently completed the writing of a showboat novel titled "At the End of the Rainbow" and submitted it for radio and TV. . . . **Gerry Gronon's** family show will finish a coast-to-coast tour in New Jersey

### DRIVIN' 'ROUND THE DRIVE-INS

**WALTER READE** Theaters has bought land for its second drive-in in the Atlantic City area. Operators of the 900-car Atlantic City Drive-In on Black Horse Pike, five miles from the center of the city, the firm will put up a 1,000-city operation on Absecon Boulevard. The new location will be part of a recreational development by **Reade** which will include a swimming pool and amusement park. **Reade** emphasized that restaurants in both theaters will be operated by his organization. His firm has extensive realty interests and operates **WRTV** in Asbury Park as well as nearly 40 conventional film houses and eight drive-ins in New York and New Jersey. . . . First drive-in for Bethlehem, Pa., has a May opening planned. It will be located near the Butztown city line. **Harold Hirshberg**, who operates the Palace Theater, Bethlehem, said the operation sponsored by a group of his associates will be built at a cost of \$175,000 and will accommodate 900 cars. The drive-in will be erected on a 20-acre site purchased by the newly formed company, Bethlehem Amusement Corporation, of which **Hirshberg** is secretary. He said the local project will be the first outdoor theater in the country built exclusively for **CinemaScope**. Acreage will permit construction of long driveways, all modern equipment, a playground for children and a nursery. . . . Philadelphia's Tri-States Buying and Booking Service is now servicing the Morrisville (Pa.) Drive-In. . . . Mahoning Drive-In, Lehigh, Pa., is no longer being serviced by Allied Motion Picture Theater Service, Philadelphia. **James T. Humphries** is doing the buying and booking. . . . **William Daugherty**, of Lockwood & Gordon Connecticut Theaters, is back in Hartford after a two-week stay in Florida. . . . **James F. McCarthy**, Connecticut district manager, Stanley-Warner Theaters, has returned to his Hartford home after a month's stay in the hospital due to surgery.

### Ball & Grier Utica Show Set to Open

UTICA, N. Y., March 13.—Sportorama, which drew 17,000 paid attendance at the Utica Cavalry Armory last year, will begin a six-day run March 25 at the same location. Starting from scratch last year, the **Ball & Grier** promoters are aiming at "an untapped Central New York market of more than 300,000 people," according to Manager **John J. Grier**. **Ross Rambeau** is sales manager. The Shilling-booked talent show will be put on twice daily during the show hours, 2 to 11 p.m.

### R-B Premiere Again to Aid Palsy Unit

NEW YORK, March 13.—The entire gross of **Ringling's** opener in Madison Square Garden the night of March 31 will again go to United Cerebral Palsy of New York City. Tickets for the premiere have been priced at \$10 to \$50, with 10,000 general admissions available for from \$1.50 to \$3. A committee for promotion is being formed of managers of six TV stations, 11 radio outlets and three motion picture companies.

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 Cavalcade of the West: Vacaville, Calif.  
 Crafts 20 Big: San Bernardino, Calif., 25-April 4.  
 Gentsch, J. A.: Forest, Miss.; Port Gibson 22-27.  
 Harrison Greater: Kershaw, S. C.  
 Hill's Greater: Port Stocton, Tex.  
 Lane, Leo: Riviera Beach, Fla., 18-27.  
 Lone Star: Holguin, Cuba, 19-31.  
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 Pan American Am.: (Fair) Tucson, Ariz.; (Fair) Miami 24-28.  
 Red Ribbon: Waynesboro, Miss.  
 Southern Valley: Bastrop, La.; Greenwood, Miss., 22-27.  
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 Rice Bros.-Joe Mix: Paris, Tenn., 16-19; Florence, Ala., 22-26.  
 Rudy Bros.: Pittsburg, Calif., 16; Napa 17.  
 Terrell Bros.: Charleston 16-17.

### Ice Shows

Hollywood Ice Revue: (Coliseum) Springfield, Mass., 16-17; (Arena) Philadelphia 19-April 4.  
 Ice Capades of 1954: (Arena) Chicago 16-April 1.  
 Ice Follies of 1954: (Aud.) Syracuse 16-21; (Arena) Milwaukee 23-29.

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 Phone: 7-5914

## Toledo Rollercade Preps 'Dimes' Show

Cast of 180, Including National and State Champs, to Take Part in Revue

TOLEDO, March 13.—A cast of 180 Toledo roller skaters will present a roller revue, "Holiday on Wheels," in the Rollercade here Monday, Tuesday and Wednesday, March 15-17, with part of the proceeds to be donated to the March of Dimes, William Logan Jr., Rollercade proprietor and show producer, announced today.

Included in the cast are three of last year's national champions, a runner-up, and two State champions.

The national champions are Mary Helen Keller and Ronnie Lascola, who captured the novice pair free style crown, and William Pate Jr., senior men's figure skating titleholder. Eugene Harless was runner-up for the national juvenile free style skating honors. State champions are four-year-old Sharri Stark, holder of the diaper division free-style skating and showmanship honors, and Alice

Albitz, juvenile Class A girls' speed skating titleholder.

The revue is directed by Alden W. Sibley Jr., and Robert Hodge, professionals at the Rollercade.

The revue will open with a number entitled, "At a Wedding Party," featuring Mary Helen Keller, Johnny Harrison, Delight Wotring and Don Staver, and members of the Rollercade Dance Club. Kathy Lenahan and Eunice Ryan will appear in "Shadows." Elaine Potrzebowski, 1952 State dance champion, Miss Albitz, Harrison and Peter Bologna are featured in "Jokers Wild," with the Rollercade Junior Club participating. "Jiggers, d' Cops" will be offered by Ronnie and Babe Lascola, Karl Arndt and Ronnie Forbes.

Little Sharri Stark will be featured with Linda Carpenter and Ray Buchholz in "Santa Leaves a Present." Linda Carpenter stars in "An Oasis," supported by Karl Arndt, Peggy DelBrocco, Barbara Herbig and the Rollercadettes. "Latin American Rhythms" will feature the Rollercade's 1954 competitive teams: Kathy Lenahan and Ricardo Potrzebowski, Marsha Faunce and Bob Garvin, Peggy DelBrocco and John Harrison, Elaine Potrzebowski and Peter Bologna, Mary Helen Keller and Karl Arndt, Linda Carpenter and Ray Buchholz, Babe Lascola, Dick Gremling and Ronnie Forbes.

Louanne Brown and Eunice Ryan will appear in "Slaughter on 10th Avenue." Eugene Harless, Alice Albitz, Delight Wotring and John Cleary will present "Dreams Come True," and the entire cast will close the show with "Hokey Pokey."

Others in the cast are:

Gloria Adler, Carol Augustus, Wanda Ayers, Barbara Beauregard, Kay Beers, Sharon Benton, Joan Bernhard, Kathleen Berry, Bonnie Birse, Tommy Bridges, Judy Brown, Toni Brown, Arlene Byers, Christine Canning, Vicki Carey and Dan Cassidy. Bonita Chapman, Sharon Coakley, Walter Cochran, Sue Comstock, Roland Converse, Susanne Cook, Lois Cooper, Judy Cox, Nancy Critzer, Herb Dauer, Carol and Pat Dazel, Jack and Wayne DeShetter, Linda DeWald, Bobby Diroff, Dorothy Dixon, Bill Dobson, Larry Dowling, Nancy DuHammell, Verl Duquette, Sheron Esterly, Joyce Fuchs, Phyllis and Nadine Gardner, Judy Gans, Judith Gerst and Charles and Roberta Gillhouse.

Gloria Gilckert, Don Goulette, Nancy and Norma Greco, Steven Gregg, John and Thomas Grime, Nancy Gross, Ray Gwenn, Darlene Hahn, Sandy Harrington, Bud Harzell, Jean and Ruth Haynes, Larry Hayworth, Lorraine Helton, Leona Henry, Leona Herbig, Penny and Bob Hodges, Maryetta Holly, Sandra Hook, Joyce and Janet Hoot, Ken Hurling, Penny Joy, Eloise Kane, Georgia Katchelek, Janice Kashner, Chuck Keller and Sally Klaus.

Nancy Knight, Janet Konoz, Diana Kruse, Sharon Kunkle, Ronnie Kurth, Eileen Kwiatkowski, Dolores LaBine, Patsy, Sonnie and Ted Ladd, Janie Lane, Louann Lanz, Carma Jean Lease, Phyllis Lees, Diana Lomis, Stephanie and Susanne Ludwikowski, Jim O'Bryant, Beverly Osborne, Gerry Pacchetti, Len Pacitti, Margaret Parrish, Pat Patterson and Dianne Perry.

Sharon Phillips, Ann Roberts, Diane Portman, Ken Powers, Earl Price, Susan Ream, Dudy Reinwald, Sonya Richardson, Karen Riley, D. Joy, Kay and Donna Lee Roberts, James Rogers, Sandra Rollins, Nola Rowe, Susan Ruby, Herb Ruchl, Florence Russell, Joyce Sampson, Rochelle Saris and Thea Schumacher.

Dorothy Schupick, Andre Shambarger, Ed Sharp, Susan Shannon, Bonnie Sharpe, Shirley Shell, Jane Shurt, Gary and Mel Stark, Lauren, Gerald and Richard Stewart, Claudia and Sherry Swartz, Carolyn Sczypanski, Cheryl Taylor, Claudia Thompson, Pat Threm and Barbara Thurston.

Ron Tollison, Marilyn and Vivian Troyer, Sybil Turney, Bob Wall, Shirley Valker, Barbara and Bill Walters, Sue Welling, Diana Whitmer, Kathy Wimmers, Karen Youlzy, Virginia Zurcher and Linda Zwellin.

Bill Zopfi will be at the organ.

## Schaffer Hunts Coast Location

HOLLYWOOD, March 13.—Sam Schaffer, who operated the Hollywood Roller Bowl here for the past three years until the property was sold for a television studio building, is negotiating for a new location. While no suitable building has yet been signed, Schaffer said several are under consideration.

The Hollywood Roller Bowl was in operation 16 years and was one of the most successful rinks in this area.

Prior to moving to the West Coast three years ago, Schaffer operated the Roller Bowl, Swank Rink and White City Rink, all in Chicago. Before entering the rink business, he spent 35 years in the theatrical supply business.

## 6 Operators Join RSROA

DETROIT, March 13.—Office of the Roller Skating Rink Operators' Association here this week announced the addition of six operators to the association's membership roll.

The newcomers are Virgil and Lester Griffith, Skate-A-Way, Chillicothe, O.; John Hoffman and Albert McKee, Twin Willows Park and Skateland, Valencia, Pa.; Paul J. Gilbert, Skateland of Fresno, Calif., and Thomas G. Gibson, Armory Roller Rink, Cumberland, Md.

The office also announced the election of M. M. Shattuck, operator of Skateland-at-the-Beach, San Francisco, to the association's board of control. He succeeds the late H. D. Ruhlman, who operated Lexington Skating Palace, Pittsburgh.

## Parkmen Hope

Continued from page 46

turned into victory if seven more representatives from California had voted for it. The failure of these California lawmakers to vote for the amendment which was backed heavily by the movie industry, a highly important industry in their home State, was surprising, Batt said.

Unfortunately, several of the senators serving on the Senate Finance Committee are from States which have no amusement parks and, therefore, impressing them with the need for the additional relief is considered a difficult job.

## Signing Likely

Since the bill, which already provides for halving the existing 20 per cent tax on admissions, was passed in the House by 400 to 3, a presidential veto is not anticipated and, should it come, it is likely that it would easily be overridden, Batt said.

Should the bill become law in its present form, providing for a 50 per cent slash in the existing tax, it will still be important to see that the industry retains the gains it has secured earlier, such as the taxing of picnic tickets on the reduced rate rather than the published rate.

Batt and Huedepohl left here today for their respective homes. They will, however, stand by to return to Washington should the need arise.

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NEW and USED RINK ROLLER SKATES

largest exclusive distributor in the country

lowest prices

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WILL LEASE

Or operate on fifty-fifty basis Roller Skating Rink in any location with lots of children and young people. Have own equipment, including 200 clamp-on skates, 100 pairs rental shoe skates and all latest in music equipment and records. Also have all repair equipment and can furnish excellent written references. Have had 15 years' rink operation experience. Have 3 daughters with lots of skating talent. Write or phone AL PARKER, 10 Bundy Ave., Bath, N. Y. Phone 951, or from 8 to 12 noon, 316.

## Magazine Yarns Plug Outdoor Show Business

Continued from page 46

thru the years by virtually every big mass circulation magazine, is continuing to reap a publicity harvest. A couple of weeks ago TV Guide did an illustrated piece on the impresario, outlining his firm's activity in the booking of thrill and novelty acts for television. The March 10 issue of Senior Scholastic, a magazine edited for senior high school classes and distributed nationally, also has a feature piece on the showman.

## Chain Reaction

The appearance of an article on outdoor show business segs or personalities in a magazine of note sets up a chain reaction of interest among editors of other publications. Editors respect the judgment of their competitors—especially if they head up highly successful operations—and are quick to get on an editorial band wagon

before it becomes overcrowded.

While free lance writers by the dozens annually explore the outdoor fields for story fodder, most, naturally, never sell the completed product. Established writers tagged with the know-how of doing outdoor features and who sell their proposed yarns on the barest of story outlines are William Lindsay Gresham, Jim Poling and John Kobler.

Gresham has authored a whole rash of outdoor factual pieces since the war. Many of these were included in his latest book, "Monster Midway," published last fall. Poling and Kobler have also been extremely active in the last couple of years. These three authors have accounted for most of the outdoor stories appearing in the biggest magazines in recent years. Bill Ballantine, author and illustrator, has done a number of circus pieces.

## Ringling a Natural

In terms of straight publicity effort the Ringling Circus stands head and shoulders above all other outdoor activities when it comes to landing stories in national periodicals. The preparation of these, with most timed to break during the Big Show's Madison Square Garden run, continues thru the winter. A number are tied to news value, such as the photo series on a gorilla's brain operation in the current issue of Life.

Sifting the writer who is virtually assured of planting his product from the mass of hopeful authors is not always an easy job. There is always a chance that the beginning or struggling author will hit with his finished story and the time spent in giving him the facts is worth-while.

Unaware of the mechanics of publishing, many outdoor showmen—an impatient group at best—have given up hope for a story a month or two before it appears. Results in printed form can seldom be looked for before a couple of months have passed.

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Protect shoes, skates & floors; of finest, natural white rubber; sell on sight to every skater!

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**SHOE RENEWER...**  
Makes old shoes look like new; preserves leather; 50¢ retailer, also qts. & gal. for rink use.

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**NEW and USED PORTABLE RINKS FOR SALE**

40x90 .....\$7,500.00  
40x104 .....\$8,500.00

Northern Maple Floor, Fireproof Tent, 150 pairs Chicago Skates, P-A. System, Electric Box, Wiring, Fence, Counter. Delivered and set up anywhere in U. S. Edgar Hubert, Perfecto Rink Co. Livingston, Texas

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The skating surface for wood and masonite floors. The ultimate in cleanliness and traction.

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We invite you to bring your skates to Curvecrest and see for yourself.

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Complete Roller Skating Rink Equipment; includes 250 pairs Chicago Skates, Microphone, three Loud Speakers, 50 watt Amplifier, Record Changer, Pop Cooler, miscellaneous equipment; very reasonable.

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**SECOND ANNUAL CONVENTION**

Somerton Springs, Feasterville, Pa.  
Monday, March 29, 1954  
Trade Show—Program—Banquet

**ORANGE SKATING RECORDS**

New Equipment, Larger Studio, New Releases! Write for free, complete catalogue.

**ORANGE RECORDING CO.**  
1253 Lewis Drive, Winter Park, Florida

## Orange Expands Recording Studio

WINTER PARK, Fla., March 13.—Orange Recording Company here, major producer of records for roller rink use, recently increased the size of its recording studio in order to expedite releases.

The move was prompted by heavy demand from all over the country for Orange label disks, according to a company spokesman, and will aid the firm in maintaining its monthly schedule of skating record releases. A producer of high-fidelity records, the firm announced the recent addition of the Barons, a singing group, to its stable of recording artists.

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All Kinds! Best Prices!

**SPECIAL!**  
Men's closed toe leather lined shoes, wood wheels.  
\$11.00 Pair

BONNY'S HUG-ME-TIGHTS \$11.00 Doz.  
BONNY'S SKATING SKIRTS  
LIGHTWEIGHT — \$18.00 Doz.  
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Write for price list.  
1/2 down, bal. C.O.D.

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Hands of patrons are stamped with a harmless invisible ink which becomes visible under the Stroblite UV Lamp. Widely used in Ballrooms, Pools, Amusement Parks, Dances, etc.

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Write for Information

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**1954 "CHICAGO" Dance Skate**

Laminated Wheels  
"Off-Set" Bushings  
Narrow Trucks  
3.531 Axles  
Soft Red Rubber

**Free, Flexible Action**

Mr. Rawson: "That is what the Dancers want"  
"Not for Jumpers"

**CHICAGO ROLLER SKATE CO.**  
4427 W. Lake Street Chicago 24, Illinois  
Manufacturers of All Kinds of Roller Skates



## Coney Rides Get Annual Inspections

NEW YORK, March 13.—Ride people out at Coney Island got fair weather, altho it was a bit chilly, last week as they completed refurbishing prior to the arrival of city ride inspectors. The island's rides must have their licenses renewed by Monday (15).  
Out at the Cyclone, Chris Feucht said the cars were sent around Wednesday (10) with the inspector slated to go out on the test run the following day. If weather permits, the Cyclone will open tomorrow, as will several other major rides.

Kiddie parks have been operating on what pleasant Sundays there have been, and a small number of novelty locations have also been open. Scooters have gotten in a couple of Sundays and holidays to catch whatever money they could.

MAKE MORE MONEY, DRAW BIGGER CROWDS WITH BEAUTY-GLAMOUR-SHOWMANSHIP

GET THE NEW REVOLVING **HOLLYWOOD SPOTS-LITE** EARLY INSTALLED

BETTER IN A CRYSTAL BALL NO MIRRORS TO BREAK WASH OR POLISH PATENTED

GLAMOROUS NEW IDEA IN BEAUTY-MODERN SHOWMANSHIP LIGHTS EFFECTS AND LOUPEGLASSES IT'S DIFFERENT IT STIMULATES MORE BUSINESS AND PAYS FOR ITSELF IN BALLROOMS SEATING RINGS CLUBS TAYLOR BARS AMUSEMENT PARKS HOTELS RESORTS

Write for Complete Free Details

**HOLLYWOOD SPOTS-LITE CO.**  
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### FOR SALE 15 DODGEM CARS

New galvanized metal ceiling, in sections 3x10 foot, to cover building 30x100 foot, coil spring bumpers for outside bumpers, all for \$1,000. Also Wurlitzer Band Organ, double tractor, style #165 rolls, largest size built, with 3 H.P. blower and motor, \$1,000 here.

**A. KARST**  
Forest Park, Hanover, Pa.  
Phone 3-5286

### AUCTION

CRYSTAL BALL RESORT—Sells on premises, Bass Lake, Ind., Saturday, March 27, 1:30 p.m., 18 full lots, Ballroom and Roller Skating Rink, 80x132', Hard Maple Floor; 28 Room Hotel, building 30x90', completely furnished; new Gas Heating System, Restaurant Building and Equipment, large amount of Lake and Highway Frontage on Rd. #35 and 10. TERMS: \$5,000 cash, balance 30 days; owner will carry 50% for 10 years. CHAS. E. LUCAS, Owner

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### KIDDIE CAR RAILROADS BOUGHT AND SOLD

We are always in the market for the above and would be pleased to know what you have for sale. We trade in same. Also have RAILS, FROGS, SWITCHES for Kiddie Car Railroads in stock. M. K. FRANK, 480 Lexington Ave., New York 17, N. Y.; 105 Lake Street, Reno, Nev.; 401 Park Bldg., 5th Ave., Pittsburgh, Pa.

### Orangeburg Playland IS PLANNING TO INSTALL

New Rides, also rent, lease or percentage basis. ORANGEBURG PLAYLAND, Orangeburg, N. Y. 20 miles from George Washington Bridge. Call Piermont 2-1520-9835.

### FOR SALE

Wet Kiddie Boat Ride, capacity 30; also Kiddie Circus Parade and Kiddie Whip. Call BE 6-7730 or VI 8-3626

**Playland Center, Inc.**  
OZONE PARK, N. Y.

### FOR SALE

PINTO KIDDIE ROLLER COASTER in operation two (2) years. Can be seen at

**NUNLEY'S CAROUSEL**  
Sunrise Highway, Baldwin, L. I., N. Y. Phone: Levittown 9-4090

## BOSTON STATLER CHOSEN FOR NEW ENGLAND MEET

BOSTON, March 13.—The New England Association of Amusement Parks & Beaches will hold its annual meeting this year at the Statler Hotel here, on Thursday, April 22. Larry Stone, of Paragon Park, Nantasket Beach, is program chairman. Hotel arrangements were discussed Thursday (4) by Stone, John Dineen, Wallace Jones, secretary Fred Markey and Ed Lanigan of the Statler. The lateness of the date is viewed as assurance of a large turnout, with most vacation trips expected to have ended by then. The program is being lined up and announcement is expected shortly.

### ONLY MAZE SHUT

## Rocks' Running Full Line-Up On Weekends

NEW YORK, March 13.—Altho not slated to begin daily operations until May 15, virtually all rides and shows at Rockaways Playland are running Saturdays and Sundays. Only major item not in operation is the new Mirror Maze, for which the front is being erected. The interior has been completed.

After a third winter of Sunday-holiday partial operations, the park is on its spring schedule, being open from 1 p.m. Saturdays and noon on Sundays. Forty-four employees are at the park on operating days now, 25 of them being the full-time staff.

Several concessionaires have not returned from their winter sojourns as yet, Owner A. Joseph Geist reported. All concession spots are taken for this season with the exception of the penny pitch. He said that cost accounting now under way will reveal in another two weeks whether the winter operation proved profitable. There were a couple of rough weekends in New York, which cost the park snowed-out or iced-out Sundays.

Permanent residents in the Rockaways area will be increased to give Playland a larger segment of population to draw from. The park is between 97th and 98th streets on Rockaway Beach Boulevard, and the city has cleared and is erecting a low-rent, 750 family housing development between 80th and 87th streets. Also proposed is a 4,000-family private apartment development between 103d and 108th streets.

## A. C. Parties Of 3.3 People Spend \$234

ATLANTIC CITY, N. J., March 13.—It has been estimated that parties visiting Atlantic City last year averaged 3.3 persons who stayed nine days and spent \$234, according to James King, promotion chief of the State Department of Conservation and Economic Development.

The 30 million visitors to all New Jersey resorts were 6.31 per cent over 1952 and their spending was 8.86 higher. August drew the most visitors. King said that, surprisingly, only 2 per cent who came to the resort area did so to attend conventions.

## Kansas City Zoo To Open New Area

KANSAS CITY, March 13.—The Swope Park Zoo's new African veldt is to open May 1, according to William T. A. Cully, director. It is a third major project accomplished since a bond issue in 1947 granted the zoo \$985,000. Frank A. Theis, president of the park board, said almost 500,000 went thru the children's zoo alone at the park last year.

### FOR SALE

22 POKER TABLES With full equipment. Very reasonable. Can be moved if desired. Now located at New York Resort. Phone: Englewood 4-5836, or write

**C. SOLANO**  
105 COUNTY ROAD TENAFLY, N. J.

## Kiddieland Plan For Minn. Spot Told by Builder

SANDSTONE, Minn., March 13.—Construction of a Kiddieland and ballroom-roller rink near here is expected to get under way soon and an early May opening is planned, according to Charles A. Brown, Minneapolis, who with George L. Cummings, Chicago, is to build it.

Brown said the spot would lease 10 rides, games and food concessions. Industrial and company picnics are being booked, with Duluth firms making reservations. A 220 by 120 oval floor will be laid soon for the ballroom and roller rink, which will operate as open-air attractions this year. Brown said they expect to book name bands when available and regional bands at other times.

He said plans call for roofing up to seven acres of picnic area with canvas so that outings will not be affected by rain. Part of the 19 acres is on each side of a highway and arrangements have been made for building an air-raid shelter under the road. It will double as a tunnel for pedestrians to move from the ballroom to the Kiddieland. A baby-sitting service will be used, Brown said.

Brown said he was owner of Al Fresco Park, Peoria, Ill., in the 1920's and later was a concessionaire at Riverview Park, Chicago. Lately he has been in a securities and insurance business.

### Want to Book or Rent

New or almost new Rides for permanent location in Amusement Park at Palm Beach, Florida, on Highway A-1-A to Miami overlooking ocean, with paved parking space for 1,000 cars. Next to Casino with public swimming pool, dancing, food, complete shopping center and 165,000 people to draw from. Need Kiddie and Major Rides. Will pay flat rent and furnish operators or P. C. and you operate. Phone Lantana 9166 (no collect calls) or write

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FUNLAND AMUSEMENT PARK, INC.

### FOR LEASE OR SALE

ROLLER COASTER—(King Size) Ready for the season. Located in popular New England park. Only live wires reply.

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### WANT

Eight factory built Boats, one with motor, also center. Can use a few more factory built Kiddie Rides for Highland Park.

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### RIDES WANTED

Summer season in large beautiful park in city limits. Local population 45,000, plus 20,000 army personnel and 30 towns within hour of town.

**DOE DOE PARK**  
B. F. HUTCHINS  
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### WANT TO BUY

Allan Herschell Baby Merry-Go-Round. Other Kiddie Rides.

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Fannin 7521  
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### WANTED

ARCADE MECHANIC

**JEFFERSON BEACH AMUSEMENT PARK**  
24400 EAST JEFFERSON AVENUE  
ST. CLAIR SHORES, MICHIGAN

## Boston Area Beaches Bag Profitable Sunday Activity

BOSTON, March 13.—Balmy Sundays have provided unusual early activity for some operators at Revere Beach and Nantasket Beach.

Units have been open and good grosses earned, considering the season, at Revere for the past three Sundays. Activity at Nantasket got under way one week later.

Freeman and Shore units have done well at Revere. At Nantasket Funland has been open. Operations to date are mostly limited to flashers, arcades and group games and kiddie rides.

Activity is bunched into two to four hours, with the public scoot-

ing for home as soon as the sun starts going down and the chill of the air is intensified.

So far only Sunday play has been attempted. The Revere units were opened on Washington's Birthday, but business was sparse despite the holiday.

Jeff Harris has done well with his dart game at Revere and Harry Prince's kiddie rides have also been doing well.

Sunday operations will continue from now on unless the weather blanks out all possible activity. So far the weather on Sundays has favored the operators. As the weeks pass the working hours will be extended as the daylight hours lengthen and the warmth of the sun lasts longer.

## San Antonio Builder Opens Kiddieland

SAN ANTONIO, March 13.—Austin Highway Kiddie Park had its formal opening here February 27. All the equipment was manufactured by the San Antonio Roller Works, owned and operated by Tom Riordan.

Riordan and his wife, Helen, also own the kiddie park, which will be managed by Red Hughes. There is a Miniature Train, Ferris Wheel, kiddie cars, swings, seesaws and other rides and devices.

## Calgary Zoo Wins 10G

CALGARY, Alta., March 13.—The city council here approved a grant of \$10,333 to the Calgary Zoological Society for a building now under construction at the zoo. The grant is in addition to \$17,000 already given the zoo for its current building campaign, and \$4,166 granted previously but not yet paid by the city. The new building has already cost the society \$43,981.

## POKER TABLES

12 poker tables and 12 stools in A-1 condition. Clean, ready to operate.

**A REAL BUY**  
At \$95.00 Each

To inspect write . . .

**LEON MINOGUE**  
RECREATION PIER  
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## WANTED

10 KIDDIE RIDES AVAILABLE — 10 Concessionaire Stands and Brick Building, 40x80, suitable for bath house and other uses. New Kiddieland planned for Rockaway Beach and 103rd Street.

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### Children and Adults

Will lease space on Northwest Florida's most popular Summer Resort Beach—over 100,000 tourists from June 1 thru Labor Day

Advise in first letter your equipment and percentage.

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c/o The Billboard Cincinnati 22, Ohio

### High Quality KIDDIE RIDES

ROTO WHIP—SPEED BOATS—PONY CARTS GALLOPING HORSE CARROUSEL

Illustrated Circulars Free

**W. F. MANGELS CO., Coney Island 24, N. Y.**

## GAME STANDS, DANCE HALL, ANIMAL SHOWS OPEN

### STERLINGS ROCKY GLEN PARK

Midway Scranton-Wilkes-Barre, Pa.

Always looking for something new that doesn't conflict. Office and residence at park. Come out.

## A FAMILY RIDE

Our steam trains gross more the second, third and fourth year than the first. Hauls from 15 to 100 people at every trip. Your customers like real train operations. Buy what the public likes.

**OTTAWAY AMUSEMENT CO.**  
224 W. DOUGLAS  
WICHITA 2, KANSAS



## CRISTIANI, KING FORMALLY PART

Bailey-Cristiani to Gonzales; King Pays 75G; Stevens in Alaska

MACON, Ga., March 13.—Final closing of the purchase of Lucio Cristiani's share in the King-Cristiani show by Floyd King has been completed, it was learned this week. The transaction became effective March 1 and involved a payment by King of a reported \$75,000, plus a settlement between King and the Cristiani family.

King received a major portion of the 1953 equipment for use

with the 1954 King Bros.' Circus. A fleet of trucks carrying property of the Cristiani family is to leave here Tuesday (16) for Gonzales, Tex.

At the Gonzales farm, owned by B. C. Davenport, the new Bailey Bros. & Cristiani Circus will be framed for its opening at Brownsville, Tex., April 4.

The Bailey-Cristiani agent, Bob Stevens, this week was in Anchorage, Alaska.

Lucio Cristiani, manager of the show, said he was optimistic about his new outfit, which will be framed to play ball parks, stadiums or buildings. The staff will include several persons who were with the King-Cristiani show, including Ralph Clawson, legal adjuster, and Steve Fanning, elephant superintendent.

## New England Dates Again Attract King

HARTFORD, Conn., March 13.—King Bros.' Circus is again focusing on New England territory, apparently following the same booking pattern of recent years.

The entry to Yankeeeland will apparently be relatively early with a date now set for Middletown, Conn., June 23. The Middletown date will involve the use of the lot owned by Dick Coleman, Coleman Bros.' Shows, and used for show purposes thruout the season. The Junior Chamber of Commerce is the sponsoring organization.

There is no indication, as yet, that the show will continue its Northern trek into Canada, a customary route.

### FAST START

## R-B Garden Advance Pars 1953 Interest

NEW YORK, March 13.—Early reports on the advance ticket sale for the appearance of the Ringling Bros.' Circus in Madison Square Garden indicate interest and a demand akin to that of last year.

The sale for the lengthy showing, which begins Wednesday (31) and was first advertised last week, began only last Monday (8). As in the past, the demand for the more expensive seats surpasses that for the higher perched and lower priced pews.

Only a few newspaper ads and the first paper posted by the billing crew has appeared to stimulate the public's interest. By next week billing will be full swing and the publicity department, scheduled to arrive Monday (15) will be shaping up its campaign.

## Hunt Builds Seat Wagons, Envisions Profitable Season

FLORENCE, N. J., March 12.—Seat wagons are under construction at Hunt Bros.' Circus winter quarters here. The project, planned for about a year, is scheduled for completion in time for use this season.

Charles T. Hunt Sr., head of the operating clan, said that two wagons are being built. Each will be 64 feet long and contain 320 seats in eight rows for a total capacity of 640. The sections are planned for reserved seats, and while the actual seating has not yet been set, the chances are that chairs will be used, Hunt said. The charge for reserved seats will continue at 50 cents and, since this extra fee is charged, it is reasoned that something more than bleacher-type seating must be offered.

The completed section will be 128 feet long and replace the stringers, platforms and chairs

used in the past. The prime reason for their building is mobility plus the ease and rapidity of making them ready for use by the public.

Completing plans for equipment needs for the coming season, Hunt said that Arthur E. Campfield, New York tent builder, next week would conclude plans for the new big top. It is planned to use all aluminum poles.

Hunt said that he was regarding the coming season optimistically. If it can only equal last year—a banner one for the show—the personnel will be very happy, he said.

The trek, which will start off in the vicinity of Washington and then head north for an ultimate turn around in New England, will likely be very good until the Fourth of July when the mid-summer heat gets in its annual licks at the circus business.

## BEATTY OPENS MARCH 20 AT TUCSON, ARIZ.

PHOENIX, Ariz., March 13.—Clyde Beatty Circus opens its season at Tucson Saturday (20), it was confirmed here this week by Frank Orman, manager of the show. Earlier it was believed likely that the date would be changed because of an amended motion picture filming schedule.

## Richmond Cops Hunt New Site

RICHMOND, Va., March 13.—Richmond police, who annually sponsor a major outdoor circus presentation staged by the Hamid-Morton Circus, are reported on the hunt for a new site.

The old fairgrounds, equipped with a large steel stand and used since the inauguration of the show several years ago, is being taken over by the baseball club, Richmond's new entry in the International League. It is reported that it will be unavailable for circus presentations.

The new fairgrounds—home of the Atlantic Rural Exposition—is a possible alternative site. However, it is located outside the city limits and, as a result, special approval is likely to be needed.

The old ball field—Moore's Field—close by the old fairgrounds, has all the makings of an excellent site. It has been sold, however, and the new owners will be presenting stock and midget racing there thruout the season.

Up for some consideration was the Mosque, the city's mammoth air-conditioned auditorium.

## Beatty Side Show Personnel Named By Harry Golub

HOLLYWOOD, March 13.—Acts booked for the Side Show of the Clyde Beatty Circus will report to the lot in Tucson next Friday (19), Harry Golub, manager of that unit, said. The circus opens in the Arizona city Saturday (20).

The line-up includes Charles Cox, talker; Priscilla, monkey girl; Emmett, alligator man; Alex Linton, sword swallower; Lopez, magic and inside lecturer; Frank Coleman, armless wizard; Strangest married couple; Dolores Coronado, fat girl; Ernesto Sobrine, midget; Takayama, Japanese top spinner; Sahloo, Nigerian snake dancer; Waa Foo, fire-eater and impalement, and John Backman, glass blower. Johnny Gilmore, the quarter boy, will be the extra attraction.

## St. Paul Off, Rochester \$\$ Ahead for Davenport

ST. PAUL, March 13.—A 15 per cent drop in attendance and \$7,000 skid in receipts for the first six performances of the Shrine Circus at Municipal Auditorium here was reported by Einar W. Johnson, comptroller on the circus committee.

The Orrin Davenport show opened Monday (8) and closes Sunday after 15 performances. Davenport said a morning show on Saturday and a twilight show Sunday were expected to make up much of the drop.

Thru Wednesday (10), attendance totaled 23,996 compared to 28,203 for last year's similar period. Biggest drop came in the \$2.40 reserved seat sales. Sale of \$1.20 general admissions and 60-cent kid ducats showed an increase.

Concessions sales were down by about 12 per cent, Johnson said, and income from the program

book declined from \$17,000 to \$16,000.

Miss Rietta, sway pole; Peterson's Jockey Dogs and Rassini's Rocket Car were added to the line-up here. Rassini came on to replace the Zacchini cannon act, out because of the injury in Cleveland of Flora Zacchini.

Davenport said here that the Rochester, N. Y., stand, completed March 6, was ahead of last year and that Grand Rapids, Mich., also was ahead.

### 11 MORE DUE

## 21 Billers Out for R-B In N. Y. Area

NEW YORK, March 13.—Billing activity for the Ringling Bros. and Barnum-Bailey Circus began here Monday (8) with 21 men working the area. F. A. (Babe) Boudinot, general agent, said at his Park Sheraton Hotel headquarters that another 11 men would report this weekend.

Paper started going up in the Bronx, Manhattan and Brooklyn this week, and the crew is working its way toward New Jersey and Long Island. Boudinot said it is hoped to have the metropolitan area covered midway thru the run which begins March 31, so that the billers can move on. All sizes of paper are being put up.

Ringling's billing car is at the Railway Express docks at St. Ann's Avenue and 132d Street, where it arrived Thursday (4). Altho somewhat chilly, the weather was clear thru yesterday with no sign of rain to hamper the billposting.

## Hamid-Morton Registers Increase at Kansas City

KANSAS CITY, March 13.—The Hamid-Morton Circus, playing here under police auspices, took a surprising step ahead of last year's business, Col. Bob Morton said this week. Show dates were March 2-7.

Wichita followed March 8-14, and Morton said it was not up to last year's business. Other Hamid-Morton stands this winter have been off also.

Morton said Kansas City gave weekend turnaways, with the door cash \$3,900 ahead of last year and the police sale up \$3,000 for a \$6,900 gain. He said that an increase of 22,000 job holders in Kansas City since a year ago probably affected business.

The Wichita run opened slower this year, with employees of an aircraft plant buying less this year. In the past the workers' association has bought out a performance of each circus that played the city. Now, Morton said, they have decided to alternate, going to the H-M show one year and Orrin Davenport the next. This year they bought a Daven-

port performance and bought some H-M seats on consignment, cutting the H-M gross. Morton said he believed loss of overtime pay brought on the change.

## Ringling Inks Suburban Lot At Wilmington

WILMINGTON, Del., March 13.—The Ringling show will return here for the first time since 1951, a suitable lot having been offered by the Cranston Heights Fire Company. The Big One last showed in this area in May of 1951 when it played at New Castle Avenue and Rogers Road. This year's one-day stand will be on Monday, May 31.

The new location is near suburban Price's Corner on Robert Kirkwood Highway, and Ringling is renting the lot for a flat price. The volunteer firemen will get the parking privileges. Delaware Coach Company, it has been announced, will run special buses to the site during the circus run.

Leonard Pickett of Ringling met with the volunteer firemen Tuesday night (9) and signed the agreement.

## R-B Improves Washington Lot

WASHINGTON, March 13.—Improvement of the circus lot at Benning Road and 26th Street is nearing completion, Melvin D. Hildreth, attorney and CFA past-president, said this week. The project will be completed in time for the Ringling-Barnum stand, May 20-23. Hildreth said it would be "the best designed permanent circus lot in the United States."

The entire lot has been raised three feet, rolled, packed and covered with cinders. The drainage system has been improved and water and sewage systems installed. Water and sewage connections will be set up for the cookhouse and other departments.

A new concrete approach to the lot is being built. Most materials for elevating the lot have come from dredging for a new bridge over the Anacostia River nearby.

### Charles Wirth at Home

CINCINNATI, March 13.—Charles Wirth, dean of The Billboard editors, who has been in Christ Hospital here the last five months with a heart ailment, this week returned to his home, 4222 33d Street, Oakley, this city. Wirth, who recently celebrated his 51st year on The Billboard staff, has shown considerable improvement in recent weeks. Doctors have ordered a long rest for him.

## Hagen to Open Tour Monday In East Texas

EDMOND, Okla., March 13.—Hagen Bros.' Circus will open Monday (22) at Longview, Tex., it was announced this week by Owner Howard Suez. Quarters here are in full operation.

A new big top, 110 with three 40s, has arrived. Supt. Enoch Bradford and his crew have almost finished the painting of the chairs and blues. Bob Dickman has started operation of the advance with new special paper. Jack LaPearl will be press agent this season.

Cy Murray will have the cookhouse and is supervising the building of an all new kitchen wagon on a 40-foot trailer. Lee Virtue has the wardrobe for spec and productions nearly completed. Bert Wallace again will have the ring stock and a new pony drill and some more Liberty horses have been broken.

Talent is to include the Hanel, comedy bars, and the Navorros. Eddie Aikens will handle the elephant department, while Fancher Pierce will have the band and Harry Villeponteaux will be 24-hour man.

## Wilson Circo Adds Two Acts

SAN JUAN, P. R., March 13.—Jerome Wilson's Gran Circo Americano, playing here March 3-22, opened as scheduled and added two acts in late bookings. They are Slivers Johnson, clown, and Elly Ardelty, aerialist.

The bill also includes Wells Brothers, Droguett Family, the Great Maurice, Gretaona Family, Guy Leslie's Seals, Hawthorn-Melody Bears, Leon Smith and clowns Chick Yale and Mel Henry.

## Mills Bros.' Quarters Hum; Performers, Staffers Arrive

GREENVILLE, O., March 13.—Mills Bros.' staffers and performers began gathering here this week to speed preparations for the new tour. Nine English clowns and girls arrived and began rehearsals. Two more groups were due from England.

Jack Mills, co-owner, and Fred Stafford and George Hodgdon, press agents, were on hand at quarters here when the performers arrived. Jake Mills has been in quarters to supervise building and painting. Charley Brady's crew readied three more trucks. New poles and stakes have been delivered.

Stafford said that press material was being prepared at NEA, Cleveland. He also reported that new press staffers include Mae Hong, John Keefauver and Chuck Schwanitz.

Paul and Jinx Nelson will return to the show, Stafford said. Nelson earlier announced his retirement from the road, but he will come back to the show to be equestrian director while his wife will again have the 10-horse Roman standing act and a Liberty act.

Also returning will be Ray Goody, wire act, and his wife, Jay, who will be on wardrobe.



## IMPERIAL, CALIF., PULLS BIG 80,901

Attendance Tops '53 Run by 20,395; Ice Revue, Rodeo Draw Good Turnouts

IMPERIAL, Calif., March 13.—The annual California Mid-Winter Fair, which closed its nine-day run here Sunday (7), pulled 20,395 more people than last year, D. V. Stewart, secretary-manager, announced. The increase was attributed to good weather, novelty of an ice show, and an exposition-presented rodeo.

Total attendance for the run was 80,901 against 60,506 in 1953. The fair started strong with the first three days beating the comparative time last year by 12,465. The second three-day stanza was nip and tuck but the turnstile clickers ran ahead during the closing days.

Reason for the opening spurt was believed to have been the good weather. Last year the weather was bad for the opening.

The fair again featured the Festival of the Nations, paying tribute to the seven nationalities that have pioneered in the valley. Also followed this year was the one price gate admission, \$1 for adults. Box and grandstand seats were sold for \$1 and 50 cents respectively. Box seats for the ice show, "Stars Over Ice," were also \$1 with the grandstand seats free. The ice show ran the full nine nights but the rodeo was held only the last three afternoons. The first six afternoons featured horse racing and a horse show. The racing was without pari-mutuel betting.

"Stars Over Ice," a 60-minute show was presented by George Hunt and W. C. McCafferty of the Hunt-Webb Agency, Hollywood. Musical credits were by Frank Konyi; special choreography, Maxine Chenault; costumes, Rosalie, and technical director, Mark Traversino. Featured skaters were Red McCarthy, Dottie McCusker, George Arnold, Karly Leigh, Sandra Berkova, Dick Simonton, Temple and Kirby, Maxine Chenault, and the Ice Cube-Ettes, Helen Lewis, Phyllis Hirst, Mary Limon, Sandra Berkova, and Maxine Chenault. Karl Keller played the Hammond organ. Vocals were by Bob Scott and Dianne Barton. Featured acts included Bert Nagle and Company, and Boy Foy, unicyclist and juggler.

"Stars Over Ice" proved a novelty in the desert area and pulled its quota of patrons in this area where such events are a novelty. The show, which was given its trial run here, uses a 20 by 20 foot ice tank.

Pan American Shows played the midway. Larry (Bozo the Clown) Valli worked the independent midway and grandstand. Thomas Handforth was featured at the organ in the Casa de Manana Building.

Dick Washburne & Associates of Los Angeles handled the press.

## Gresham, Ore., Gets New 273G Plant Site

GRESHAM, Ore., March 13.—Selection of a new site for the 48-year-old Multnomah County Fair was announced this week by the county commission which took an option on a \$273,000 tract of 182 acres about three miles north of the present fairgrounds here.

Duane Hennessy, fair manager, said the move would require three years and that the present property would be maintained at a high level until the change is made. Three of the buildings on the present site will be moved and the rest of the new property will be developed over a 10-year period. The county commission is seeking to acquire an additional 27-acre tract adjacent to the new land to permit establishment of all the facilities required to make the fair a permanent project for years to come.

The new tract has as its northern boundary a superhighway now under construction, the Banfield Expressway. It lies between N. E. 181st and N. E. 201st avenues and is about five miles east of the Portland city limits. The new fairgrounds will have access to the Banfield Expressway and provision for 50 to 75 acres of automobile parking. The county commission has not decided whether to buy the property outright or over a long-term contract.

Hennessy said the county would sell the 50-acre Gresham property and the proceeds would be used to pay for the new land.

Meanwhile, preparations are under way for opening of the 1954 Multnomah County Fair at the Gresham fairgrounds, which has become overcrowded in recent years, particularly for parking. With a 10-day operation this year—August 12-21—Hennessy said the parking problem and fair-ground crowding was expected to be eased.

## ESE Income Greater; Set More TV Coverage

WEST SPRINGFIELD, Mass., March 13.—Eastern States Exposition will go after wider use of television next season, following success last year in the first televising of activities from the fairgrounds, according to general manager Jack Reynolds. He also notes an 8 per cent gain in income over that of 1952.

Reynolds, in his annual operating report, states that publicity and promotion were never better than they were last season. He cites the visit of President Eisenhower as an event adding great prestige and adds, "His three public appearances on the exposition grounds are unprecedented in the fair world. Reports indicate that 72,650 attended that day."

Indicating the promotional value of the President's visit, Reynolds notes that the event "will pay dividends for many years."

**Parking Increased**  
Reynolds says the ESE parked an average of 1,300 more cars per day than in 1952 and is trying methods of alleviating the traffic and parking problem at the fair. Removing trees and filling the lagoon have added considerable parking room in the past few years, he says.

Income for the calendar year reached \$567,358 which was more than \$42,000 over the previous year's, Reynolds reports.

"Our Boys' and Girls' Exhibit was outstanding as attested by the extension folk thruout New England and the Eastern Atlantic

States. There were 743 4-H boys and girls participating in the exposition as our guests. This program costs approximately \$16,000 annually and I am certain all of us agree that it is a most worthwhile contribution.

"The new sheep barn, financed in co-operation with the New England Sheep and Wool Growers' Association, the Massachusetts Society for Promoting Agriculture and a private contribution from Howard Brewer of Worcester, was given enthusiastic approval from sheep exhibitors. These modern, up-to-date facilities increased the size of the sheep show."

Also cited as an important improvement on the grounds is the newly surfaced race track, a half-mile oval. Reynolds draws attention also to the armed forces for sending a combat infantry team which staged a daily mock battle in the infield for grandstand patrons.

## Nassau Event Pulls Crowds

NASSAU, March 13.—The Bahamas First Annual Agricultural Fair closed its initial run here last week after playing to good attendance. In fact, the original one-week run was extended an extra week to care for the crowds.

Mrs. Pearl Barfield Reed, who booked all rides and concessions, reported that almost everyone on the midway was well satisfied. L. P. (Red) Brady's ride did capacity business almost every day. Mrs. Reed was given the midway contract for next year.

## Gresham, Ore., Sells All Space For Spring Event

GRESHAM, Ore., March 13.—Sale of exhibit space was virtually completed this week for the spring version of the Multnomah County Fair—the second annual Spring Garden Fair—to be held at the county fairgrounds here April 22-25.

The four-day event last year drew a gate of 28,783, and the 1954 show has been expanded to include retail florists. The Garden Fair was inaugurated by the county to spotlight its leading industry, the nursery business. Duane Hennessy, fair manager, said stress on this industry has served to give the fall fair better balance. Admission for the Garden Fair remains at 50 cents.

## Attractions Set For Dover Annual

DOVER, N. H., March 13.—Daily band concerts, nightly fireworks and Buddy Wagner's Tournament of Thrills in front of the grandstand on closing day have been set for the 1954 Dover Agricultural Fair, August 11-15, it was announced this week by William H. McCann, fair president.

Expanded commercial exhibits and an enlarged 4-H program are planned for the event. In addition, there will be the usual horse and ox pulling contests and a Class A horse show, said McCann.

## Salina, Kan., Fair Sets '54 Format

SALINA, Kan., March 13.—The Salina County Fair has set its attractions for this year's run, according to Albert Frehse, manager. The Pitman-Wheeler Agency has been signed to provide the grandstand acts along with Tommy Holton's auto thrill show. Alamo Exposition Shows will again be on the midway. Thrill show will be in for two nights and the stagershow will follow for a like number of evenings. Frehse said the centennial of Kansas may be worked into the theme of the fair.

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## Colorado State Inks Autry, Two AAA Auto Race Meets

PUEBLO, Colo., March 13.—The Colorado State Fair has added two programs of auto racing to its '54 run and will have Gene Autry as the name attraction at its rodeo, W. H. (Bill) Kittle, manager, announced.

The auto racing, under AAA sponsorship, will be handled by Bob McGovern and Johnny Parsons, who are in their first year of producing race meets. The two speed events are scheduled for the final Saturday and Sunday of the August 25-29 run.

Autry, along with the Cass County Boys, will be featured attractions at the Cremer rodeo for five night and three matinee appearances.

Fairground improvements are already under way for the August run. The fair's former Little Theater Building is being remodeled and converted into a Women's Ex-

hibit Building at a cost of \$20,000. A new lighting system is being installed and the structure's interior is being completely decorated to handle fine arts, pantry, flower, needle work and hobby exhibits.

The fair is also building a new ladies' lounge and rest room, which will be modern in all respects, including electric drinking fountains. In addition, much landscaping is under way, including new lawns and the development of 10 new flower beds.

## Wyo. State Adds Events

DOUGLAS, Wyo., March 13.—The Wyoming Board of Agriculture this week announced that four special events, open to all cowboys regardless of affiliation, will be added to the rodeo program at this year's Wyoming State Fair.

It was figured that the addition of these events would end the month-long squabble between the Rodeo Cowboys' Association

## Fairfield, Ia., To Tie in With Des Moines Event

FAIRFIELD, Ia., March 13.—The Jefferson County Fair, site of the first Iowa State Fair in 1854, will go all-out this year to help the Des Moines annual celebrate its 100th birthday. Plans include an old-time theme thruout, including pageants and parades of covered wagons and Indians and a buffalo barbecue. Don Franklin Shows will provide the midway attractions.

Plans are under way to have a caravan of covered wagons start here and travel to Des Moines to open the State fair this year. The caravan will make overnight stops at Ottumwa, Oskaloosa and Pella.

## Columbia, S. C., Renames Officers

COLUMBIA, S. C., March 13.—The South Carolina Fair Association re-elected officers at its 50th annual meeting here recently. Dr. A. J. Collins was elected president during last year's fair.

Other officers renamed at the annual meeting included Rev. L. C. Jenkins, vice-president; Mrs. H. G. Reese, secretary; H. D. Pearson, treasurer, and D. R. Starks, superintendent. According to Collins, the fair has become the outstanding six-day attraction conducted by Negroes. Last year's event drew upward of 50,000, he said.

and the Northwest Ranch Cowboys' Association in which the latter organization demanded that all rodeo participants, regardless of whether they belong to any organization, be allowed to compete.

## Calgary, Edmonton Pact Sonja Henie Ice Revue

MINNEAPOLIS, March 13.—An ice revue, featuring Sonja Henie, will play indoors at both the Calgary (Alta.) Stampede and Exhibition and the Edmonton (Alta.) Exhibition this year, Morris Chalfen, president of Holiday on Ice Shows, Inc., announced. Negotiations, which had been under way for weeks, were recently consummated, he said.

The ice show will play the Calgary fair from July 5-10 and the

Edmonton even. July 12-17, both shows in competition with the grandstand variety revue. An ice show, featuring La Henie, was previously signed to play the Tulsa fair, October 2-8.

According to Chalfen, the ice star will probably fly to Europe following the Edmonton engagement and will play Scandinavian capital cities with Holiday's European unit. She will then return to the U. S. to fill her Tulsa commitments.

## Jimmie Sullivan Sets Backend Attractions

Wallace Bros. to Play Dauphin, Man., Fair, Winnipeg Twice, Many New Spots

TORONTO, March 13. — J. P. (Jimmie) Sullivan, owner-manager of the Wallace Bros. Shows, announced that he had closed for practically all of the back-end shows that will tour with the show this year. He also revealed some of the fairs and still dates that the organization will play.

Shows pacted are Sandy McKay's revue and Life Show, Goldy Restall's Motordrome, Alie Phillips' Water Show, Mrs. Ike Rose's Midget Show, Bingo's Lions-Monkey Show, and George Vogstad's Side Show and Wild Life Show. Twelve major rides and 10 kiddie rides will be carried. Included among the latter will be a new Tubs of Fun.

### To Open April 17

Saturday, April 17, has been set for the opening at Windsor, Ont.

Included among the new still dates will be stands at Ste. St. Marie, Ont., and Noranda, Que.

Included among the fairs to be played for the first time will be Dauphin, Man., starting July 19. The show also will play Petersburg, Ont., and Belleville, Ont., Fairs, also new to its route, and in addition will team up as in the past with the Conklin Bros. for fairs at Three Rivers, Que.; Sherbrook, Que.; Quebec City, Renfrew, Ont., and Lindsay, Ont.

The Wallace aggregation also will work with Conklin Shows at the Greater Winnipeg Fair in July. That stand, new for Conklin, will be the second appearance of the season for the Sullivan-headed organization in Winnipeg, as the Wallace Bros. Shows also will show the city in their customary still date on the West Kildonan lot.

### To Show on Streets

Included among engagements already set are an appearance on the streets of Kitchener, Ont., for that town's homecoming celebration June 28-July 3, and a still date at Sudbury, Ont.

## HYMES SAYS:

### \$ Tighter But Outlook Still Okay

NEW YORK, March 13.—Back from the Mardi Gras at New Orleans and the Hamid-Morton Shrine Circus date at Memphis, A. Hymes, concessionaire, reported money for souvenirs somewhat tighter this year than last.

While money was reported definitely tighter, Hymes said that the season should turn out okay. Good dates will hold up, he feels. Among the indoor dates he has coming up is a repeat at the Frank Wirth-produced Shrine Circus in Hartford, Conn., termed by Hymes one of the best in the country.

Earnings at New Orleans were slimmed down by the unusually heavy influx of vendors, he said. However, all got some money. At Memphis a hurricane on closing Friday between the matinee and night shows took the edge off the usual big finale, trimming earnings by about 5 per cent. Without the storm, the chances are that business would have been on a par with last year.

## Perry Revives Unit Bearing His Name

Returns to Ownership After Three Years; Plans Tight Operation, Northern Route

COLUMBIA, S. C., March 13.—Jack Perry will revive his own show—the Jack J. Perry Shows—after four years of inactivity, he announced here this week.

Recently active in the promotion of fair and celebration dates, the operation of concessions and booking of dates for other units, Perry said that he had contemplated returning to the ranks of the owners for some time. Altho talk of a recession and a tighter money situation is prevalent, the time is believed opportune for a return to the owner-management field, Perry said.

The show, which is being put together at Camden, S. C., will feature 12 rides at full strength, Perry said. He recently secured six rides to form a nucleus. It is planned to carry about 5 shows and 30 concessions.

### Opens March 27

The new unit is scheduled to open March 27 at Saluda, S. C. A number of Southern towns will be played and the show will then route north as the weather becomes favorable.

Perry said he plans a unit small enough to operate within the limits of sizable towns and close to industrial developments. The proximity to people will cut down the amount of money needed for advertising purposes without hurting the gate. Business in industrial towns in the South is still good. Auto tracks, open now, are doing good business and so are other outdoor activities. In view of this there is every reason to believe that business will be all right, he says.

To insure success Perry said he planned a very tight operation. The nut will be held to a minimum and the show will not be burdened with a high salaried staff. Perry, experienced in every phase of show operation, said he plans to do his own booking and to handle other agenting jobs.

While the late start precludes the possibility of lining up a full fair route, Perry said that a number of annuals would be played in the fall. Efforts will be made to add more as time goes on and next year, he says, a full route is anticipated.

## Gt. Barrington Midway Pact Goes to Harris

Carroll Switches Fun Operation To Independents

NEW YORK, March 13.—Jeff Harris, Boston showman, announced here this week that he had been awarded the midway at the Great Barrington (Mass.) Fair by Ed Carroll, president.

The midway operation, which will be set up with independent units, had been handled for a number of years by the O. C. Buck Shows. While on trucks the Buck unit played the event, but last year, when it switched to rails, the show operation was split.

Harris said that he would book in shows, rides and concessions for the eight-day September event. The scheduling of the fair includes two Sundays.

Harris, already active weekends at Revere Beach, said that he was working on a number of Boston area promotions. From 10 to 12 weeks of activity are planned, he said. He was here to buy stock.

## Peekskill, N. Y., Bans Shows

PEEKSKILL, N. Y., March 13.—Carnivals were banned this week from appearing within the city limits by city council. The action was stimulated by protests received from the Mother's Club and other groups who objected to the noise and general neighborhood disruption caused by the traveling units.

The Ross Manning Shows have played here for a number of years. Other units familiar to the date are the Vivona Bros., Prell's Broadway and O. C. Buck-Model.

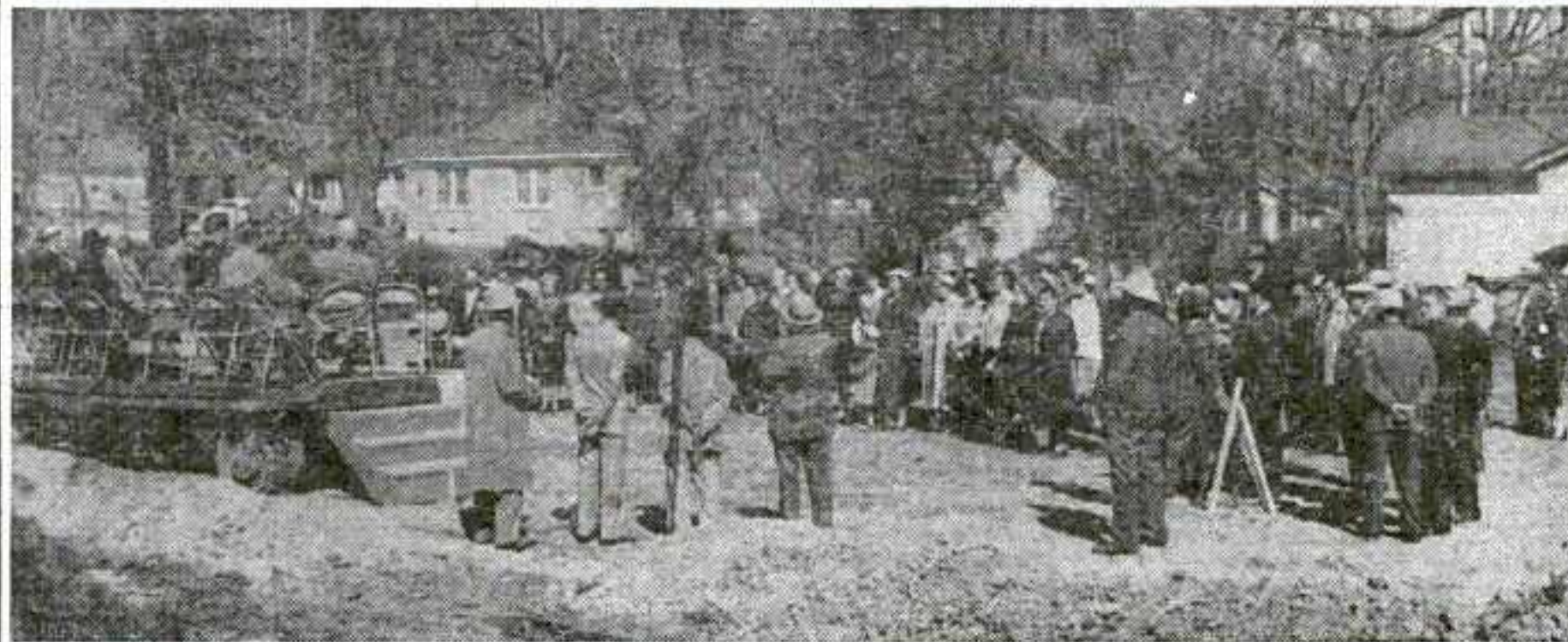
## Parkers Host 300 At Annual Barbeque

MIAMI, March 13.—More than 300 persons from virtually all walks of outdoor show business, attended the annual barbeque thrown by the Robert K. Parkers at their home last Sunday (7). The hosts, Bob and Leona Parker, had a huge top, 60 feet by 30, set up for guests behind the house and a 20-foot concession tent under which food was served.

Barbequed chicken and ribs, with all the trimmings, were served and cocktails and other drinks were available thruout the party, which lasted thru the wee hours.

### Barbeque Guests

Mr. and Mrs. Sam Solomon, Mr. and Mrs. Max Herman, Mr. and Mrs. Don Hughes, Mrs. Laura



HOT SPRINGS SHOWMEN'S CLUB broke ground March 7 for its new \$40,000 home at 711 Whittington Avenue in the resort town. Harry Hennies, chairman of the building committee, presided, Paul Olson, club president, turned the first spade. Other participants in the ground-breaking ceremonies included Mrs. Caroline Holt, president of the Ladies' Auxiliary.

## Sam Taylor Dies in Florida

MIAMI, March 13.—Funeral services were held Wednesday from Gordon's Funeral Home here for Sam Taylor, well-known concessionaire who succumbed to a heart condition last Monday (8). Burial was in Showmen's Rest, Southern Memorial Park Cemetery. Rabbi Shapiro and Phil Cook, executive secretary of the Miami Showmen's Association, conducted services.

Taylor was a former associate of Danny Dell in bingo operations, and of Harry Katz in concession operations. He had been active in outdoor show business for more than 35 years and traveled with many of the largest shows.

## Manning Inks 2 Celes, Preps for New Season

NEW YORK, March 13.—The booking of two choice early season celebrations was announced this week by the Ross Manning Shows. They are the Centennial Celebration scheduled for Haverstraw, N. Y., June 14-19, and the Feast of the Lady of Mount Carmel, a Catholic Church celebration, held in Hammonton, N. J., July 12-17.

The Haverstraw date, which Manning reports involved considerable competition, will be staged with a \$50,000 appropriation from that city. A minimum attendance of 100,000 is expected with civic and State dignitaries participating in the program.

Haverstraw is in close proximity to New York and if the pro-

gram is of sufficient interest there is every reason to believe that the attendance will surpass the 100,000 mark, Manning said. George N. Vogler is chairman of the event.

### Third Appearance

Manning will be playing the Hammonton event for the third time. Attendance at this event, chairmaned by John A. DeMarco, is expected to top 75,000. The big day of the run is July 16, the day on which the religious feast falls.

The Manning Shows are scheduled to get under way April 9 at High Point, N. C. Last season Manning made an early opening in Dixie territory pay off as lucky breaks in the weather shielded the show from virtually all of the cold, wet weather that often makes operations at this time treacherous.

The season continued good thru fairs for Manning and he is hopeful that his organization will do equally well this year. Prospects are good, he says, with the route set for this season stronger, both in still dates and fairs, than last year.

## Wolfe Makes Ready For April 2 Bow

LANDRUM, S. C., March 13.—Quarters of the Wolfe Amusement Company winter base here are open and additional workers are readying equipment for the April 2 opener.

Most of the rides have been renovated, loaded and ready to go. Curly Rouch is supervising an overhaul job on the Merry-Go-Round. Three of the shows' rides have been placed in a Hendersonville, N. C., park where they will remain at least until the fair season. Mike Lucas infers he's readying his cookhouse in Ohio and will be trekking south soon for the bow.

Manager Ben Wolfe recently returned from a business trip. While in Florida this winter he demonstrated his angling skill by landing a 30-pound snook.

## Tivoli Inks Badger Fair

JOPLIN, Mo., March 13.—Tivoli Exposition Shows have closed to provide the midway attractions at the Dunn County Fair, Menomonic, Wis., H. V. Petersen, org's manager, announced. Petersen also reported signing the Northeast Arkansas District Fair at Blytheville, Ark.

## Pan American's Imperial Fair Ride Biz Is Up

Some Units Triple '52 Take as Gate Increases 20,000

COOLIDGE, Ariz., March 13.—Pan American Amusement Company, the show that specializes in community fairs, opened here Wednesday (14) as the midway attraction of the Chamber of Commerce sponsored fair. The carnival closed a most successful opening engagement at the California Mid-Winter Fair in Imperial, Calif., with ride grosses doubling and in some instances tripling over last year.

Jimmy Wood, general manager of the show, said that Imperial fair ride grosses topped those of 1953. The Imperial fair pulled a total attendance of 80,901 to beat its last year's mark by 20,395. On Kids' Day at that event, Monday (1), Woods declared that more than 23,000 kids were handled during the afternoon hours. The Mid-Winter fair ran nine days, giving the show two weekends.

The show is featuring 10 major and 7 kid rides. At Imperial nine concessions were community operated, with 46 operated by show people.

Pan American, which moves on 34 trucks and trailers, is making (Continued on page 62)

## King Named to NSA Governors

NEW YORK, March 13.—The board of governors of the National Showmen's Association was brought up to its full complement Wednesday (10) by the addition of Louis (Dada) King. His election, by the board, was provided in a new constitutional amendment which allows the board to fill any vacancy when it occurs, if it so desires.

The vacancy occurred at the last election when Fred C. Murray, already a governor, was chosen as chaplain, giving him two seats on the board. Composition of the body consists of 50 members plus all officers and trustees.

King was chosen after the amendment was given its third successful reading February 24 before the association. He will fill the post until next fall's elections. At that time the board will be voted upon for the following year.

**ATTENTION—SHOOTING GALLERY OPERATORS!**  
**IF YOU NEED GALLERIES**  
**ACT NOW!**

Due to unsettled conditions and present controls we cannot guarantee availability on Evans' Galleries later this year! This is the time to get set for the long haul. Do as many successful operators do . . . assure your future with Evans—the Gallery built to last.

**IMMEDIATE DELIVERY—NO WAITING for These EVANS' Quality LONG RANGE GALLERIES**

GALLERY "L"—8 ft. high, 10 ft. wide. One of the best small units. Good assortment bull's-eyes, moving and stationary targets, spinners. With or without motor and bell.

GALLERY "E"—10 ft. high, 12 ft. wide. One of the most popular medium sizes, with plenty of targets of every kind for real appeal. With or without motor and bell.

Complete details in our **FREE CATALOG**  
 Parts and Targets also available.  
 Write Today.

**H. C. EVANS & CO.**  
 1556 W. CARROLL AVE.  
 CHICAGO 7, ILLINOIS

**MIGHTY PAGE SHOWS**

**14 FAIRS — MIGHTY PAGE SHOWS — 14 FAIRS**  
 Opening Goldsboro, N. C., March 29. Catching pay day at Seymour Johnson Field. 60,000 soldiers on maneuvers in area. Followed by Marine pay day, Camp Lejeune, N. C., week of April 5. We also have 14 bona fide Fairs beginning first week in August in West Virginia.

CONCESSIONS: Will book all Concessions for these two spots. Will book for regular season: Floss, Apples, Popcorn, Swinger, Buckets, Punk Rack, Water Games, Derby Racer, High Striker, Bumper, Knife Rack, Hoop-La, Pitch-Till-You-Win, Photos, Long and Short Range Galleries, Slum Spindle, Novelties, Hats, Jewelry and Arcade. Will give Ex. on Custard, Curley Graham and Roland Page want Agents for Skillo, Grind Store, Six Cat, PC and Hanky Panks.

RIDES: Complete set of Kid Rides or any one. Live Pony, Train and Dark Ride. Want A-1 Foreman for Merry-Go-Round.

SHOWS: Wild Life, Big Snake, Monkey Show, Motordrome, Speedy Sayre, contact. Want Girl Show with own equipment. Also Man with Help for office owned Girl Show. Fritz and Duffy, contact. Pocket Book, come on. Robert (Don) Tod, wants Side Show Help. Want A-1 Billposter, Matinee Promoter and Show Painter.

We have 14 choice Fairs not pending but contracts in office in West Virginia, Virginia, North and South Carolina. Route given to reliable show people. All replies to:

**BILL PAGE, General Delivery, Wilmington, N. C.**

**BEAM'S ATTRACTIONS**

Want for 25 Weeks of Outstanding Celebrations and Fairs

CONCESSIONS—Glass Pitch, Water Games, Photos, Cigarette and Short and Long Range Shooting Galleries, Ball Games, Age and Scales, Hi-Striker and any new legitimate games.

SHOWS—Any Shows appealing to family trade not conflicting with Drome and Side Show. DENNIS DUFFY, WRITE.

HELP—FOREMAN who can drive for Dipper, Kiddie Rides and Caterpillar, also Second Men who can drive. Manager and Help for BINCO.

SHOW operates with a FREE GATE at celebrations with parades, fireworks and other promotional activity every week. Big Kiddie matinees. Write or wire

**BEAM'S ATTRACTIONS**  
 BOX 367, WINDBER, PA. TELEPHONES 784-J OR 754-W.

**MOTOR DROME OPERATOR**

Motordrome for sale with few hundred dollars down payment for operator who will keep same on show. Small weekly payments until paid. Excellent buy for \$2500, which includes 30' semi that hauls drome and used as bally. Wonderful opportunity for man and wife. You will be given all co-operation possible. Have outstanding fairs for drome. Write, wire or call

**M. A. Beam** Box 367, Windber, Pa. Tel. 784J

**CAPITAL CITY SHOWS**

Opening March 29th, downtown Valdosta, Ga., 5 blocks from Courthouse (Moody Field). Soldiers' payday. Followed by a strong spring route with solid route of Fairs from July 12th to November 17th. 2 Big 4th of July Celebrations.

CONCESSIONS: Age, Scales, Glass Pitch, Floss, Custard, American Camp, Hanky Panks of all kinds. Good opening for high class Bingo, Arcade.

SHOWS: Manager for Side Show with inside. Wild Life, Monkey, Glass or Funhouse, Drome, any non-conflicting Grind Show.

Help: Second Men on all rides who drive semis. Ray Bonner, contact V. L. Collier. For Sale: 20 ft. 1948 Model M System Show Office Trailer.

**All Replies: J. L. KEEF, Box 201, Valdosta, Ga.**

**DUMONT SHOWS**

Opening April 5th, Edenton, N. C. Soldiers' Payday.

WANT Concessions, Choice Bingo, Custard, French Fries, Cotton Candy, Pitch-Till-You-Win, Ball Games, String Game, Penny Pitch, Slum Clothes Pin, Coke Bottle, Long and Short Range Gallery, Hoop-La, Balloon Dart and any legitimate Concessions. WANT Man for Front Gate and Ride Help for all rides. Must drive semis. Rides to start March 29th.

WANT Side Show, I have all equipment.

**All Address: LOU RILEY, Mgr., Edenton, N. C.**

**GROVES GREATER SHOWS**

GRAND OPENING APRIL 8 TO 17 — LAKE CHARLES, LA.

WANT STOCK CONCESSIONS OF ALL KINDS. SHOWS WITH OWN OUTFITS. Will sell "exclusive" on Cook House or Sit-Down Grab. Popcorn, Snow Cones, Candy Floss, Mitt Camp, Photos.

WANT RIDE HELP (Boys who worked for me last year, come on in.)  
 Tommy Briggs: Call me at once.

**F. M. SUTTON, SR., Mgr.**  
 R. 1, BOX 695, LAKE CHARLES, LA. (Phone: 6-9166)

**DELAWARE COUNTY FIREMEN'S CONVENTION**

Deposit, New York — September 2-3-4-5-6

Want Rides, Concessions and Shows of all kinds. Contact  
**ALTON GAGE, Treas.** Deposit, N. Y.

**Tampa Showmen Award 76 Appreciation Plaques**

TAMPA, March 13. — The Greater Tampa Showmen's Association has awarded plaques to a total of 67 individuals and organizations in recognition of services rendered to the show club.

Past President Lloyd Serfass announced this week that the awards would be presented to the following organizations: World of Mirth, 20th Century, Ross Manning, Penn Premier, Vivonna, O. C. Buck, L. J. Heth, Blue Grass and Floyd Gooding shows, Big Orange Drive-In and Trailer Village.

Individuals honored included Izzy Cervone, Francis J. Gannon, Eddie Zacchini, George Rinehardt, Rit and Cliff Chambers, Philip Lemay, Major Givens, Robert Purvis, Earle Bennet, Al Fast, Mayor Curtis Hixon, Rene Zaccchini, Cody Fowler, Dr. E. J. Soskiss, Dr. R. W. Crosby, Dr. H. H. Seiler, Frank and Paul Miller, Jack Potts Horbet, Edward Lowe, Joe Fontana, C. J. Sedlmayr Sr., C. J. Sedlmayr Jr., O. J. (Whitey) Weiss, Sam Gordon, Nat D. Rodgers, Jack Young, John L. Johnson, Harry Gaughn, Earle Maddox, Pete Burkhardt, Sam Delaney, Bernie Mendelson, Harry Hauck, Eddie Hunter, Jack Rose, Tommy Thomas, Joe Sanfratello, Lou Figueroa, Harry Rubin, David M. Schwartz, Chet Fowler, Harry B. Julius, Vernon F. Korhn, Bernard (Bucky) Allen, Robert Buffington, Anthony Bares, Howard Piercy, James Crews, George Schwerdfeger, John Cousins, Joe Sciortino, Snap Wyatt, Jimmy Baker, Harry Wilson and Bob Florio.

**Last Call for Conn. Night NSA Festivity**

NEW YORK, March 13. — An award book event has been chosen for this year as a chief money-raising project of the National Showmen's Association. The project, discussed at the meeting Wednesday (10) presided over by president Joe McKee, will be a joint undertaking of the club and its Ladies' Auxiliary, and several prizes have already been pledged by members.

On the dais with McKee were vice-presidents John S. Weisman, Gerald Snellens and Morris Batalsky, assistant treasurer Jeff Harris, chaplain Fred Murray, and club physician Dr. Jacob Cohen.

A last call for Connecticut Night tickets was made, with the announcement that tickets at \$5 per person have been going rapidly with only a few remaining. The affair, to be held Wednesday (17) at the clubrooms, will feature entertainment and all the food and drinks the ticket-holder can consume. It is being underwritten by the Connecticut members and all ticket money will go into the club treasury.

Another ways and means suggestion for fund raising was for weekly award drawings on the show this season, with a steward handling the event at each midway. The regular club \$100 award, presented each meeting, went Wednesday night to Mrs. Anna Drew.

Welcome to the club were Fred Swan, David Edwards and Milton Kaufman.

New members approved by the assembly are Jack Vogel, Connie Skirmont and Aristotle Stamatian, all proposed by Sam Peterson; John J. P. Tumelty, proposed by Louis Light, and Eugene Kornberg, sponsored by Max Tubis.

It was announced that donations to the shut-in fund have been received from the card players and from Harry Weinraub.

**Julie LeDoux Leads PCSA Queen Contest**

LOS ANGELES, March 13.— Latest reports on the first annual "Miss PCSA of 1954" contest conducted by the Pacific Coast Showmen's Association and Ladies' Auxiliary showed Julie LeDoux leading the field with 9,000 votes. The contest ends at 9 p.m. March 30, at the National Orange Show in San Bernardino, where the clubs will be the guests of Orville N. Crafts.

In second place was Leona Cook with 5,500 votes. Following her were Clara Anderson with 4,000; Madison Hopes, 3,150; Julia Smith, 3,000, and Lucille Dolman, 3,000.

Votes are obtained by the sale of books (of tickets) for \$10 which credit contestants with 1,000 votes. Tickets at 50 cents count for 50 votes. The club is aiming at \$5,000 in the contest.

**Holding Back**

A reliable source said that some of the contestants were withholding returns until the last minute. One campaigner was reported to already have 20,000 votes, which will not be officially reported until near the end of the drive.

With the Crafts shows on the midway at the fair, O. N. Crafts will be host to the group at both lunch and dinner. A show-within-a-show is to be given at the close of the day. Refreshments have been donated with Crafts' supplying the food. A show, "Grandfather's Follies," is being readied and will return some of the old-timers to the footlights. Harry Seber is supplying the backdrops.

Frank Warren, chairman of the "Showmen's Day" at the Orange Show, donated a watch (ladies' or men's) valued at \$100 as a prize at the show-within-a-show. Hap Young offered a \$50 Defense Bond; Seber, an electric razor; Art Anderson and Sam Dolman, a pen and pencil set, and Ted LeFors, Irving Rosen and Saul Grant are contributing prize awards.

No caravan will be used this year to transport the members and friends to the San Bernardino showgrounds. Ribbons good for free admission are to be issued.

**Dobson Sets Staff, Route**

WILLERNIE, Minn., March 13.—Dobson's United Shows have set plans for its '54 route and personnel, W. B. (Bill) Dobson, owner-manager, announced here at the org's winter base. Season will open May 18 with three still dates to be followed by a total of 22 celebrations and fairs.

Staff, in addition to Dobson, will include Dorothy Pickering, secretary; Robert Pickering, advertising and publicity; Carl Cooper, electrician, mechanic and transportation superintendent; Pete Jensen, ride superintendent.

Ride line-up will include a Ferris Wheel, Merry-Go-Round, Tilt-a-Whirl, kid rides and live ponies, all office owned. In addition, Mrs. Faith Wolfe will have the Octopus and Dipper and Vern Eves will have his Spitfire in operation. Eves will also have concessions as will Charles Eves, Mr. and Mrs. Charles Staunko, Mrs. Cooper, Mr. and Mrs. Cunningham, Helen Lang, Mr. and Mrs. Al Dreacher and Mr. and Mrs. Rose. Mrs. Dobson will have the popcorn. Shows will include Eddie Coy's monkeys and Funhouse and Clarence Norby with a new unit.

Recent visitors included Mr. and Mrs. Charles Carroll, owners of Veterans United Shows; Mrs. Fay Wolf, of Wolf Greater Shows, and Eddie Coy. George Jensen left recently to join the Marine Corps.

**JACK NORMAN WANTS**

FOR JAMES E. STRATES SHOWS

Opening April 8, WASHINGTON, D. C.

**THE FOLLOWING:**  
 Chorus Girls  
 Specialty Dancers  
 Strips and Exotics  
 (Must be young and attractive)

**GIRL TO FEATURE**  
 Working Men to handle canvas. Boss Canvasman who can and will get it up and down. (Joe Lelson, answer.)  
 Man to handle front.

Second Talker  
 Grinders for Revue

**MAN TO HANDLE SNAKE SHOW**  
 (Ted Blank, answer)

No time to write, wire:  
**JACK NORMAN**  
 c/o EDDIE'S HUT, GIBSONTOWN, FLA., until March 20; after that Winter-quarters, James E. Strates Shows, Orlando, Florida.

**RIDE HELP WANTED**

Foremen and 2nd Men all rides. Truck Drivers—Immediate work—Come in—Long Season

**E. & B. AMUSEMENTS**

**JOHN A. BASS, Owner**

Winter Quarters, 180 St. and LaFontaine Ave., Bronx, N. Y. Tel. (day) FOrdham 4-6808; (Night) Fieldstone 7-0457

**THE OKLAHOMA EXPOSITION SHOWS**

Grand Opening, April 3, 1954, Tishomingo, Oklahoma

Want Concessions of all kinds; will book small Cookhouse or Grab, Photo, Fish Pond or Duck Pond, Lead Gallery, Ball Game, String Game, Balloon Dart, Bumper, Guess Your Weight or Age, Glass Pitch, Six Cat, Buckets, Swingers, Pin Store Agents. Want Man take PC. Will book for season or consider buying good 2 abreast Merry-Go-Round or will book any Major Ride not conflicting with what we have. Will book Pit Show or Athletic Show or any money-making Show; have tops for same. What have you? Ride Help —Wheel Foreman and Second Men on all Rides. Can use useful People in all departments. NO COLLECT CALLS. PLEASE. Contact

**JOE STARR**  
 Wapanucka, Oklahoma

**FOR SALE TWO SHOWS**

Five-Legged Calf Alive Show and Unborn Show. Canvas like new. Both are donation shows. 20-ft. drop frame semi with rack on top to haul same included. These shows are compact, easy up and down. Both require 120-ft. frontage. Properly framed. Don't overlook this buy. All \$2,500.00.

**ARNOLD RAYBUCK**  
 2-Headed Bull Alive Show  
 807 3rd Ave., East Bradenton, Fla.  
 Phone 3-6304

**SPECIAL ROCKY MOUNT, N. C., FAIRGROUNDS WANTED FOR ORAL ROBERTS' VISIT TO ROCKY MOUNT, APRIL 2-18:**

Frozen Custard, Candy Floss, Popcorn and Peanuts, Photo, Gadgets, French Fry, Novelties.

This famous Evangelist and Healer will draw thousands of people. Contact

**Norman Y. Chambliss**  
 Rocky Mount, N. C.

**FOR SALE MOON ROCKET and C-CRUISE**

excellent condition, on or off location. Now located at Long Branch, N. J.

**SAM EDELSTEIN**  
 1200 4th Ave. Asbury Park, N. J.  
 P. 2-3152

**WANT RIDES**

Merry-Go-Round, Ferris Wheel and one or two other Major Rides; also two or three Kiddie Rides. Will also consider non-conflicting Concessions. Proven money-maker. Week of August 17-21, 1954.

**JACKSON CENTER VOL. FIRE CO.**  
 Robert Q. McBride, Chmn.  
 Jackson Center, Pa.  
 Phone: Mercer 336-J-11

**ELECTRICIAN WANTED**

To wire small local carnival and be handy man. Must have trailer and live on grounds. Man and wife preferred. Wife can operate our popcorn stand. No collect calls.

**S. Lachman and Son**  
 6321 Blair Road, N.W.  
 Washington 11, D. C.

**CARNIVAL OWNERS**

Want small Carnival for 4th of July week. Lions' Club celebration at Sutton Airport. Good location.

**M. V. CRISLIP**  
 Chairman Celebration Committee  
 Sutton, W. Va.

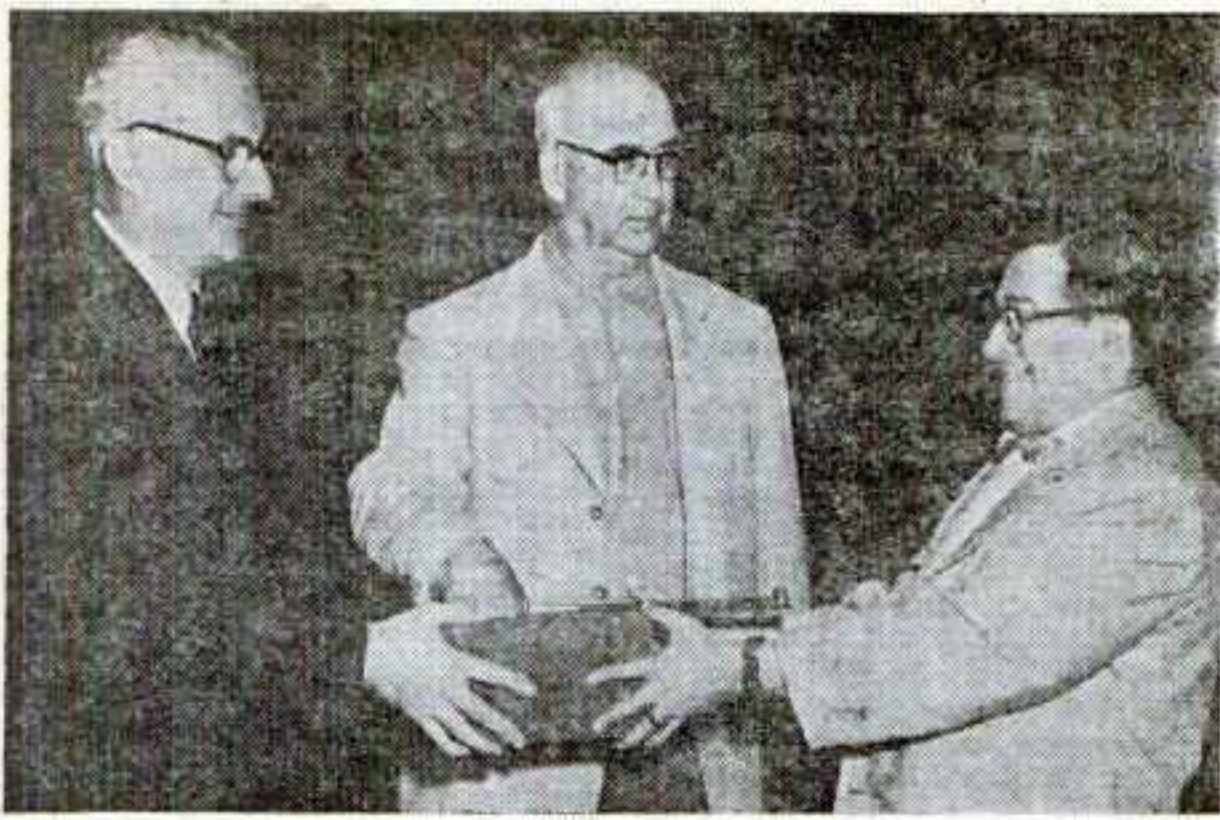
**T·E·N·T·S**

CONCESSION, CIRCUS, CARNIVAL

**AMERICAN TENT & AWNING CORPORATION**

One of America's largest Builders of Fine Show Tents.

201 E. Water St. Norfolk 10, Va.  
**BILL SANDERS**



LYMAN TRUESDALE'S number was the first drawn out of the box March 8 at the Miami Showmen's Association. The event was the payment of debentures, with 14 names being drawn and \$2,000 repaid. Doing the drawing is Circuit Court Judge Harry Llewelan, Mount Airy, N. C., and holding the box is Bill Moore, MSA president, at left, and Phil Cook, executive secretary. \$1,000 will be repaid at each of the coming four meetings.

### MIDWAY CONFAB

A card tells us that Joyce and Melvin Burkhardt are the parents of a boy born March 2 in Tampa Municipal Hospital. Burkhardt is presently touring with Art Converse's Side Show on the Blue Grass Shows.

Annie Lee King is ill at her home at 969 St. Clair, Houston, and would like to hear from friends. . . . The Robinson family, custard concessionaires, after a successful week with Alamo Exposition Shows at the Charro Days, Brownsville, Tex., returned to Monterey, Mexico, where Robinson is undergoing treatment for a nervous disorder which has resulted in partial paralysis of the left arm. . . . Rena and Bill Stevens report that their son, Billy, has suffered no serious effects from a recent bout with polio.

Al Wagner's Cavalcade of Amusements will furnish rides for the Jr. Chamber of Commerce Spring Festival at Prichard, Ala., which opens soon. Cavalcade's 1954 season gets under way at Pensacola, Fla., early in April. . . . Larry Schaff, secretary of Peppers' All-State Shows, reports that Mardi Gras business at Mobile, Ala., was considerably off from last year, despite good weather on all but the last day. Schaff is contemplating an early trip to Galveston, Tex., to line up fall and winter dates for his orchestra at the close of the outdoor season.

Bill Harris, general manager of Royal Midwest Shows, has purchased a new searchlight and generator from the AAA Searchlight Advertising Company of Chicago. The light will be mounted on a truck and will be ready for the season's opener. . . . W. W. Moser is recuperating in an Aransas Pass, Tex., hospital from injuries received in a February 27 auto crash.

Arlana June Carter, dancer, is convalescing in Chicago from injuries received when she fell from a bus on her way to work in a suburban night spot. During her hospitalization at the Chicago Physicians and Surgeons Hospital, it was thought for a time she might lose the sight of one eye. She was a candidate in last summer's Miss Outdoor Show Business contest sponsored by the Showmen's League of America.

Mr. and Mrs. Leonard Giberson, operators of Gibersons' Freak and Wild Animal Show, recently became the parents of a daughter, Nancy Jean, in Chehalis, Wash. . . . Whitey LeBlanc pens that the New Orleans Mardi Gras was real big for novelty agents. While working the spot, he ran into A.

Hymes and N. A. White among others.

Ralph and Mickie Ryder, who have been hopscooting thru Florida all winter with their Girl Show, played Archer, Fla., last week with the Leo Lane Shows. They will remain in the Sunshine State until mid-April, when they hit out for Connecticut to join Roland Champagne's Continental Shows. In addition to their Girl Show, they will have an Illusion Show, using the old Serpentine idea and calling it Kobora. The Ryders recently visited with Mr. and Mrs. Starr DeBelle in Orlando, Fla. . . . Carol and Erma Miller are set for the Continental Shows with their Monkey Speedway. They recently played the drive-in at Daytona Beach, Fla., with the run of the "Houdini" picture, Erma doing escapes, and Carol, magic.

Jimmie Kennedy is confined to Veterans' Hospital, Indianapolis, with pneumonia.

National Showmen's Association members recently returned to New York are Arthur (Doc) Marcus, from a tour; John McCormick, from Hot Springs, Ark., and Jack Alfred and Henry Kaufman, both from Florida. Other recent visitors were Charles Rubenstein, Harry Levine, Charles (Doc) Morris, Phil Isser, Al Crane, Mack Kassow, Arthur Sicard and Leo Nacht.

NSA members celebrating their birthdays were, March 7, Frankie Robbins; 8, Max Arnold and Patrick Finnerly; 10, Aaron Binsky, Robert Herlinger and John Shumsky; 11, Harry Lipschitz, Bernard Miller and Harold Schneider; 12, Alfred McKee, and 13, Herbert H. Leves, Louis Rader and Murray Spitzer.

Norman Anderson, bingo operator, and Jupe Miller, grab stand operator, out with the Gold Medal Shows in recent years, have opened a night club on the outskirts of Knoxville and won't take to the road this season. The club is frequented by many show people, including Mr. and Mrs. John Denton, owners of the Gold Medal Shows; Dexter Christenberry, Chuck Magid and Ben Braunstein, attorney, concession manager and general manager respectively of the Gold Medal Shows, and John Gallagan, concessionaire, who lives in Knoxville. John Campi, concession operator, again will have his string of stands with Gold Medal during the coming season. Camp currently is at work readying his equipment for the Gold Medal's long route which will include the Western Canadian B Fair Circuit.

Lisa Del Mar, who booked her Side Show and Jungleland on Interstate Shows, purchased a 20 by 40-foot tent and a 50-foot front for her girl show recently.

Carroll Miller, who had the monkey and Side Shows on Continental Shows last season, is readying a new animal circus for the same org this year. Miller reports he has ordered a new 30 by 60-foot top with a 100-foot banner line and is building new props at his Holly Hill, Fla., winter base. A new enclosed truck is being constructed to haul animals and equipment.

Royal Midwest Shows closed its (Continued on page 62)

# Morris Hannum Shows

One of the Great Eastern Shows

OPENING NEAR PHILADELPHIA, APRIL 22. FEATURING LEO "SUICIDE" SIMON—THE MAN WHO BLOWS HIMSELF UP WITH DYNAMITE. IN THE SPOTS WE HAVE BOOKED, 10,000 PEOPLE WILL HEAR THIS BLAST EVERY NIGHT.

**WANT SHOWS** SIDE SHOW MANAGER WITH SOME EQUIPMENT. We have a brand new top and a 150 Ft. banner line. Need additional riders for office motordrome. Will book any good grind shows with own equipment. Girl Shows are booked. This show plays a terrific route of still dates, celebrations and Fairs, including the Cambria County Fair at EBENSBURG, PA.

**RIDES** WILL BOOK CATERPILLAR, RIDE-O, ROCKET OR A DARK RIDE.

**CONCESSIONS** Hanky Panks all open. Have openings for wheels, grind stores, and six cats. New Yorkers telephone Ben Herman at the New Orleans Hotel, New York.

**HELP** FERRIS WHEEL HELP: Johnnie Wilson, write to us where we can telephone you. Octopus Foreman, Chairplane Foreman, and Second Men on all rides. Sam Murphy can place Help on Tilt and Jenny. Prefer Ride Men who drive.

**WINTER QUARTERS OPEN APRIL 15**  
All replies to MORRIS HANNUM, 934 Murdoch Road, Philadelphia, Pa. Telephone—Phila. Chestnut Hill 78176

## AMUSEMENT COMPANY OF AMERICA

### WINTERQUARTERS NOW OPEN

No time for wires or phone calls. All workmen report at once. Jack Morgan can place Chalkers and Polers. Can place for season—good Show Carpenter. Want first-class Painter for season. (Bennie Wells, get in touch.) Can place Rock-o-Plane, Looper, Spitfire, Fly-o-Plane or any Major Ride not conflicting.

**AMUSEMENT COMPANY OF AMERICA**  
HOT SPRINGS, ARK.

## GOLD MEDAL Shows

### OPENING DOWNTOWN ATLANTA, GA., APRIL 5

PLAYING 27 FAIRS INCLUDING 14 CANADIAN FAIRS  
CAN PLACE FOR THIS EXCEPTIONAL ROUTE

**SHOWS**—Monkey, Wild Life, Class House, Grind Shows of merit. Panks of all kind, Photos, (Treetop, answer); American Mitt Camp.

**RIDES**—Dark Ride, Rolloplane, Rockoplane. Will consider complete set of Kiddie Rides.

**CONCESSIONS**—Arcade. Will sell X on Popcorn, Apples, Ice Cream, French Fries, Pronto Pups, Foot Longs, Custard, Buckets, Six Cats, Auction, Hanky

**HELP**—Foremen who drive for Scooter, Merry-Co-Round, Looper. Operator for Funhouse, Kiddie Ride Help. Second Men on all rides who drive. All help with me last year, come on. Quarters open. Need capable Trainmaster. Whitey Warren, Red Kelly, answer.

**JOHN J. DENTON**  
NAPIER FIELD  
PHONE 90380

Address:  
DOTHAN, ALA.

**CHARLES MAGID**  
HOUSTON HOTEL  
PHONE 31000

## NORTHERN EXPOSITION SHOWS

\*\*\*\*\*  
WANT FOR THE FINEST ROUTE OF FAIRS AND CELEBRATIONS IN THE NORTHWEST. ENTIRE MONTANA "B" CIRCUIT OF FAIRS. SHELBY, LEWISTOWN, DODSON, HAYRE, MILES CITY, SIDNEY. 12 FAIRS, 9 CELEBRATIONS. WILD HORSE STAMPEDE, WOLF POINT, MONTANA. BIGGEST 4th OF JULY IN NORTHWEST AT SPANISH, NORTH DAKOTA. PLUS THE BEST STILL DATES IN THE TERRITORY INCLUDING BISMARCK, MINOT AND WILLISTON, NORTH DAKOTA. Opening May 13.

\*\*\*\*\*

**WANT:** Legitimate Concessions that are well flashed and will put out stock. Dave Kelly, contact us at once. Can place a few clean-cut, capable Agents for Office Concessions.

**WANT:** Ride Men that can drive. Best of equipment, treatment and wages. Earl Pobanz, contact.

**WANT:** Billposter. Will furnish panel truck. Window and tack cards only, but a lot of them to get up. Also handle newspaper and radio.

**WANT:** MOTORDROME AND CIRCUS SIDE SHOW TO FEATURE. Will give very good deal to Operators with own equipment. Can also place Grind Shows of all kinds. Glass House, Fun House, Mechanical, Snake, etc. All must be well equipped with own transportation.

\*\*\*\*\*  
PERMANENT WINTERQUARTERS, WORTHING, SOUTH DAKOTA TELEPHONE 2691  
MIKE SMITH, Owner \*\*\* LAWRENCE LA LONDE, Manager

### FOR SALE

COOKHOUSE ON TRAILER, OFFICE TRAILER, TRANSFORMER AND WIRE, SHORT RANGE.

**MRS. CODY FLEMING**  
Box 273 Nahanta, Ga.  
Phone: 413

### GRAND AMERICAN SHOWS

WANT FOR SEASON 1954  
OPENING APRIL 19 IN MISSOURI  
20 Celebrations and Fairs in Iowa, Starting in June

Want Shows—10-in-1, Motordrome, Illusion, Mechanical, Snake, Wild Life, any Grind Show with own equipment. Also want Arcade, Want Concessions—Cook House and Grab, Photo, Juice and Ice Cream, Hanky Panks and Grind Stores that put out stock. All new open midway. Want Ride Help—Truck Drivers, good working set-up. Wheel, Tilt, Merry-Co-Round Foremen. For Sale—Cook House equipment with 14x21 top, screens included. Will book on show for season. Kirby, contact me. I can straighten out old deal so you can hold your place on ride.

**L. O. WEAVER, Mgr.** Fairbank, Iowa



Strange and Weird Attractions  
Shrunken Heads,  
Ape Boy, Wolf  
Boy, Devil Child  
M a n y others  
Your ideas made  
up. Write for  
Folder. Free.  
Tolo's Curiosity  
Shop  
3858 E Van Buren  
St.  
Phoenix, Ariz.

### HUBERT'S MUSEUM

228 W. 42nd St. New York, N. Y.  
Open all year round  
Want Freaks and Novelty Acts. State salary and all particulars in first letter.





# BIRDS-BIRDS

Carnival Birds

PARAKEETS

CANARIES

FINCHES

and

CAGES

## CONRICK BIRD FARM

8900 South Western Ave.  
Los Angeles 47, Cal.

Phone: Pleasant 8-5294

- 24 Hour Service -

## WANTED

EXPERIENCED ARCADE HELP

Reply to

BOX 320

c/o The Billboard

390 Arcade Bldg.

St. Louis, Missouri

## WANT-WANT

CAPABLE PIN STORE AGENTS

For new well-flashed outfit. Must follow orders and be sober. For best route in Middle West with the 20th Century Shows.

**KEITH CHAPMAN**

109 Shore Drive, Mt. Valley Rt.,  
Hot Springs, Ark.

## WANT

MERRY-GO-ROUND

I will book your Merry-Go-Round for 25% of the gross after federal ticket tax. I have 4 Major and 3 Kiddie Rides, 1 Side Show and plenty of "Hanky Pank" Concessions, all nice equipment. I have a good route of small fairs and celebrations in Central California. Phone, wire or write RAY COX, 3732 Laurite St., Fresno, Calif. Phone 6-5127.

**RAY AMUSEMENT CO.**

## UNITED EXPOSITION SHOWS

Opening March 25, Hope, Ark., Stock Show and Rodeo.  
Want Agents for Pin and Count Store. Will be there March 20.

**CHARLIE MCCARTHY**

Legal Adjuster, United Expo. Shows

## OPENING IN SHERIDAN, ARK.

March 29, 1954.

Want Cookhouse, Hanky Panks of all kinds. Want Mechanical and Monkey Show. Have a good Spring route and all Fairs and Celebrations after May. Want to buy good Glass or Fun House. For Sale—Kiddie Jet and Street Car Rides; will trade for one Major Ride. All reply to **BURKHART SHOWS, Turrell, Ark.** No phone calls.

## ★ ROYAL MIDWEST SHOWS ★

Opening April 15, Paragould, Arkansas. Can place Stock Concessions of all kinds, any worth while Show, Ride Help, Agents for Stock Concessions. Write

**ROXIE HARRIS**

Winterquarters Paragould, Arkansas

## Winter Quarters

### World of Pleasure

**MOUNT CLEMENS, Mich.,** March 13.—W. O. King, manager, reports that work of refurbishing the show is ahead of schedule. A new panel main entrance is being constructed which will embrace an innovation in electric animation. Also two new panel show fronts and several giant cutouts of popular Western and comic stars are being made. These will surround the kiddieland. A new Tilt-a-Whirl has been delivered, bringing ride strength up to seven major and four kiddie devices.

Staff includes Charles O. Stewart, general manager; O. Euck Saunders, public relations; Miss M Stevens, secretary, and Harold Risch, ride superintendent and electrician.

Ride foremen: O. Green, Merry-Go-Round; Robert Seeley, Ferris Wheel; Robert Johnson, Tilt-a-Whirl; Thomas Lane, Scooters; Richard Green, Fly-o-Plane; M. K. Schneider, Comet; M. McDougall, Octopus, and Cliff Remington, kiddie rides. The girl shows will be headed by Nancy Lewis. Neil McTaggart will present his Motordrome and Monkey Show.

Concessionaires: W. Abrams, 12; H. Van Housen, cookhouse; Rod Link, 6; R. White, 4; S. Crane, 2; H. Hayes, 1; J. Booth, 2; W. Barkkoot, 4; J. Grant, 2, and J. Viznes, popcorn and jewelry.

The show will open in the vicinity of Detroit about April 15.

### Virginia Greater

**SUFFOLK, Va.,** March 13.—Virginia Greater Shows trucks will be painted in red and orange this season, with silver trimmings. Quarters at the Four County White Fairgrounds have taken on the aspect of a busy beehive of activity. Duke Byram is doing a fine job painting the Merry-Go-Round. He is scenic artist and decorator.

Bob Milliken's crew is building panel fronts for the show's wagon fronts, and Hoover T. Byrum is rebuilding the inside of one of the large van wagons to transport the show's three kiddie rides. He is adding extra possum bellies to handle excess ride equipment.

Buddy Monroe and son James have returned from a business trip to Philadelphia and New York where they purchased new equipment for their popcorn and candy apple joint. Johnny (Red) Underwood is putting finishing touches on refurbishing the show's streamlined cookhouse, assisted by his brother Bill.

Kelly Wright, assisted by Ed Jerles, is overhauling motors, putting in new brake lining and other accessories to get the fleet of 22 trucks ready for the road. William C. (Bill) Murray, assistant to manager Rocco Masucci in winter quarters, has finished refurbishing the front gate equipment and all ride ticket boxes, and Leo Matina, of the midget troupe, is still busy sewing the show's canvas.

Masucci, at the show's Sunday spaghetti dinner, had as his guests Garland Stewart, William Cousins and Norwood Richardson, of Norfolk. Other visitors to quarters were Dr. L. C. Holland, Suffolk dentist and circus clown, and James Edwards and his wife.

# STERLING CROWN Shows

Eddie Young's

"THE WHITE FLEET"

**SECOND CALL—NOW BOOKING FOR THIS SEASON. AN EXCELLENT ROUTE OF STILL DATES AND 18—FAIRS—18**

**STARTING LAST OF JUNE. SHOW OPENS PENSACOLA, FLA., APRIL 16. NAVY PAYDAY APRIL 20th. SHOW LEAVES HERE APRIL 11.**

PEOPLE FOR FOLLOWING DEPARTMENTS, CONTACT AT ONCE. PHONE, WIRE, WRITE

### CONCESSIONS

Novelties, Hats, French Fries, Scales, Age, Arcade, Ice Cream, Frozen Custard and Hanky Panks of all kinds.

### CONCESSION AGENTS

Man for Short Range Gallery, Woman for Slum Spindle (Man and Wife preferred).

### RIDES

Will book for season: Dark Ride, Rock-o-Plane, Octopus, Spitfire, Caterpillar or any Major Ride not conflicting. Will book 2 or more Kid Rides (anything but Autos or Airplane Rides).

### SHOWS

Motordrome, 10-in-1, with or without own equipment, and any well-framed Grind Show not conflicting, also Fun House.

### SHOWMEN

Have complete Side Show and complete outfit for Monkey or trained Animal Show; also outfit for Jig Show or Colored Girl Show until Fairs start. Want Operator for office Fun House. Small Jig Show for still dates. (Jack and Betty Troutman, contact Raven here.)

### RIDE MEN

Ferris Wheel Foreman, Fly-o-Plane Foreman, Roll-o-Plane Foreman. Second Men for all Rides. Must drive trucks. No drinking tolerated.

### HELP WANTED

Truck Mechanic with tools that can keep Fleet moving and also take care of Ride Motors. Must drive our shop truck and be sober. Can also place Man for Front Gate and Towers who can drive trucks. People that have called by phone, please call again.

Reply at once to: E. L. YOUNG, Gen. Mgr., P. O. Box 157, Tarpon Springs, Fla.

## LAST CALL

## LAST CALL

For California's First BIG Celebration . . .

# 39th NATIONAL ORANGE SHOW SAN BERNARDINO, CALIF.

**MARCH 25th to APRIL 4th**

Inclusive

Uptown Location—300,000 Attendance

**NOW BOOKING SHOWS AND CONCESSIONS**

**CRAFTS 20 BIG SHOWS, INC.**

7283 BELLAIRE

NORTH HOLLYWOOD, CALIF.

Telephone: POplar 5-0909

# L.J. HETH Shows

## —WANT FOR 1954 SEASON—

**SHOWS:** Organized Minstrel Show, Side Show with or without own outfit, Snake Show, Animal Show any other show not conflicting.

**RIDES:** Boat Ride, Kiddie Train, Live Pony Ride.

**HELP:** Ride Help who are licensed Semi-Trailer Drivers. (Tommy Davenport contact Joe Fontana).

**CONCESSIONS:** Cookhouse and Grab, Arcade, Novelties, Hanky Panks of all kinds. Joe Fontana wants man to operate Hot Dog on Stick Concession.

### WANT PICTORIAL ARTIST AT ONCE

We play 18 Bona Fide Fairs Starting Week July 5th. All Replies

**L. J. HETH SHOWS, Winter Quarters, North Birmingham, Alabama**  
Phone 4-3881

# 20th CENTURY SHOWS

30 CAR RAILROAD SHOW ON TRUCKS

**OPENING APRIL 10—EL DORADO, ARKANSAS**

**ALL HELP CONTRACTED, REPORT APRIL 1**

**CAN PLACE COOK HOUSE AND A FEW LEGITIMATE CONCESSIONS**  
**WILL BOOK ROCK-O-PLANE, OCTOPUS OR FLY-O-PLANE**

### HAVE FOR SALE:

66 Kw. G.M.C. Light Plant, 3 Phase, 4 Wire, Mounted in Van—\$3,000.00.

1948 Allan-Herschell Little Dipper With Trailer—Only \$3,500.00

A few Tractors, Trucks and Trailers.

**All Contact: E. D. McCrory, Fairgrounds, El Dorado, Ark.**

## Due to Disappointment CRAFTS 20 BIG SHOWS

WANT

SIDE SHOW AT ONCE FOR

**30TH ANNUAL NATIONAL ORANGE SHOW**

**SAN BERNARDINO, CALIFORNIA**

**MARCH 25 TO APRIL 4 INCLUSIVE**

AND BALANCE OF 1954 SEASON, INCLUDING ALL THE LARGE FAIRS IN THE WEST

We have own outfit, top 30 by 100, banner line and transportation (enclosed van). McGaskill, of Illusion Show fame, answer. Wire or phone, no time to write.

**CRAFTS 20 BIG SHOWS**

7283 Bellaire Ave.

Phone: Poplar 5-0909

North Hollywood, Calif.

## WILSON FAMOUS SHOWS

Want Foreman and Second Men who drive on No. 5 Wheel, 32 ft. Merry-Go-Round, Flying Scooter, Caterpillar and Kid Rides. Can use a few more Hanky Pank Concessions.

Shows—Monkey, Snake, Illusion, Mechanical or any worth-while Attraction with own equipment. We show in Illinois only, with a proven route of Fairs and Celebrations.

Opening May 8 near here. Address: Astoria, Ill.

## GEM CITY SHOWS

WINTERQUARTERS

NOW OPEN

PHENIX CITY, ALA., AIRPORT

OUR OLD HANDS WELCOME BACK, but write or wire before coming in.

**WANT THESE 3 BOYS IN QUARTERS AT ONCE:**

RUSSELL (Tilt Foreman)

JIM GATES (Jenny Foreman)

BILL ROBINSON (Wheel Foreman)

And any others that were sober and for it, apply in detail.

**RAY MARSH BRYDON**

Winterquarters Foreman.

P.S.: Cookhouse serving 3 real Hot Meals a day. No time to stall. Open April 28. Come on. Lot of work to be done.

## NOW BOOKING

RIDES—SHOWS and CONCESSIONS

Four our Northern Route of Still Dates and Fairs

Can place Rides, two major Rides, such as Octopus, Rockplane,

Screw Ball, Whirl Wind, Flyoplane, etc. SHOWS: Locations for

two more Bally and two Grind Shows such as Chimp, Illusion,

Girl Revue, Ten-in-One, Drome, Small Horse, Minstrel, Freak

Animal, Mechanical, or what you have. Must be neat. CON-

CESSIONS: Legitimate games of all kinds, Balloon Darts, Hoopla,

Ball Games, Fish Pond, etc. All outright sales privileges open.

Reasonable rates. Wire now.

**D. WADE, W. G. WADE SHOWS**

Eustis, Florida, March 15-20







# U. S. Jewelry Appraisers Certify these Genuine Cultured Pearls to be worth at least \$100.00

All women prefer the **GENUINE**—every pearl grown in the living oyster!  
**These are Genuine!**  
This valuation has been certified and has full acceptance by all insurance underwriters.

- Leatherlike gold-trimmed gift box
- Lined in blue satin and plush
- Backed by a written guarantee of value

**SENSATIONAL ITEM FOR AUCTIONEERS**



**ACTUAL APPRAISAL CERTIFICATE is enclosed with every pearl necklace**

Never before in jewelry have you been able to prove value to your customer. Now you can! Sterling makes this certificate available to prove full registration and authentic quality and value! Backed by the U. S. Jewelry Appraiser! You can pocket big profits!

## LUXURY FEATURES

- ✓ Genuine Cultured Pearls
- ✓ Over 100 pearls on every strand
- ✓ Double stranded on nylon for safety
- ✓ Beautifully graduated in size
- ✓ Genuine 14 kt. solid Gold clasp
- ✓ \$100 price tags and "cultured pearls" tags included free!
- ✓ Beautiful Gift Box with drawer
- ✓ Satin and plush-lined



**ONLY AT STERLING...**

First again with the greatest jewelry value ever! Imagine making over 600% profit! This is only possible because Sterling has scooped the market and bought up the importer's entire supply of cultured pearls. One look at these beauties will prove their worth AND you have written proof of their value. Certified by U. S. appraisers, men who appraise millions in jewels each year. Don't wait... order now before our limited supply is depleted.

Yours for only

**\$15.00** each in lots of 3

Sample \$20 postpaid

DOZEN—\$168.00

25% deposit on all C.O.D. orders.

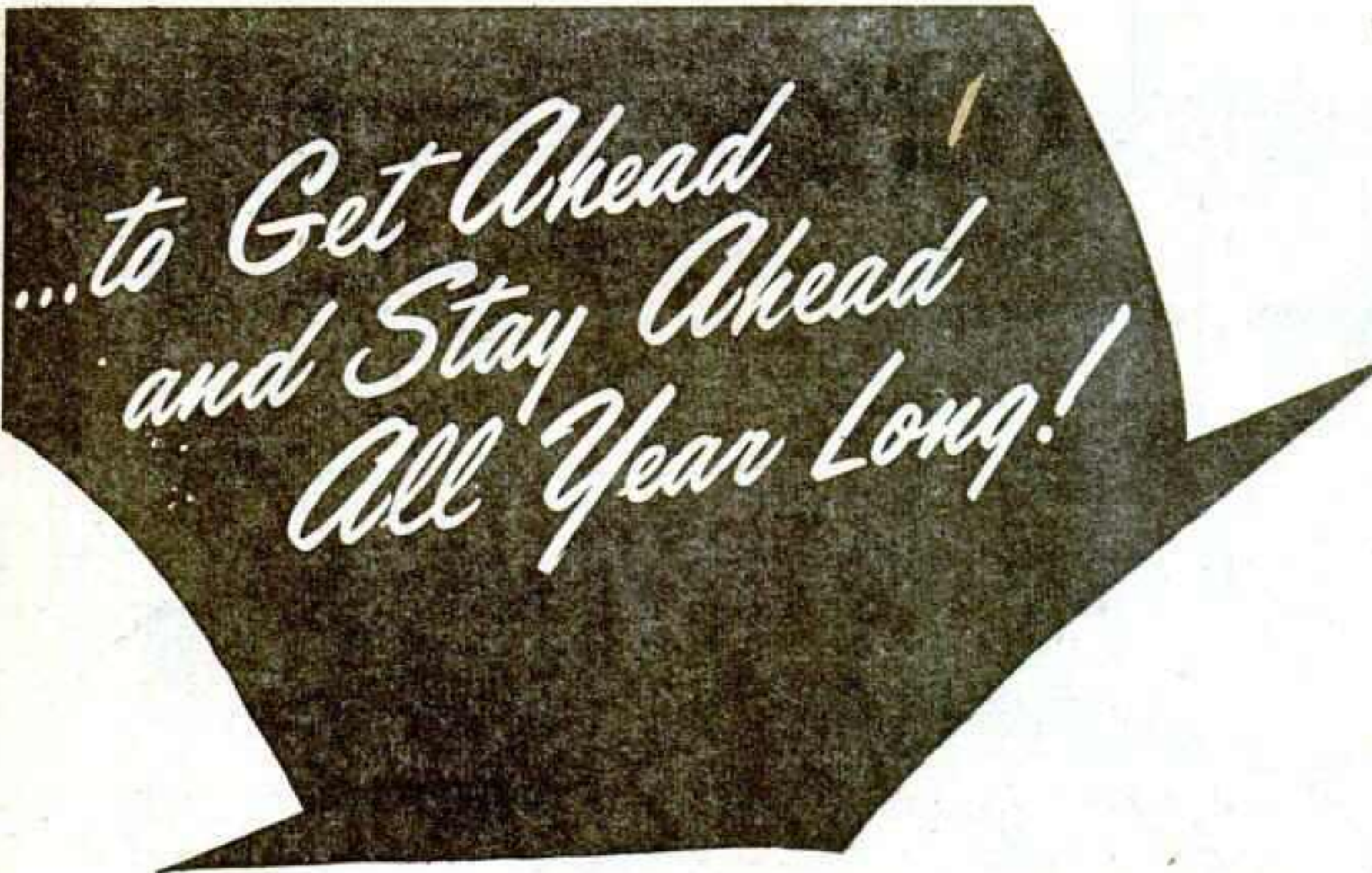
## FREE BONUS GENUINE CULTURED PEARL EARRINGS

The secret drawer in the gift box contains an exquisite pair of genuine cultured pearl earrings to match the necklace. Each pearl is held firmly by hand-set prongs. The earrings are in delicate filigree that every woman loves... they look expensive. An exciting FREE Gift you can offer as a bonus or sell separately.

All merchandise for resale, otherwise add 20% Fed. Excise Tax.

**STERLING JEWELERS**

**44 East Long Street Columbus, Ohio**  
PHONE AD 4621—WRITE FOR COMPLETE CATALOGUE



# THE BILLBOARD SPRING SPECIAL APRIL 10 ISSUE



**MORE** Prize and Novelty Merchandise Advertisers, year after year, than in any regular weekly issue.

**MORE** Money-Making editorial features—like 1954 Fair Dates, Park Lists generate big reader interest, meaning . . .

**MORE** life and selling power for your ad . . . and

**MORE BUYERS**—over 8,000 more—get the Spring Special than any other issue of the whole year.

*Ad Deadline March 31*

## Wake Up...

to your biggest  
Sales Opportunity  
of 1954

WRITE      WIRE      PHONE

Your nearest Billboard office TODAY

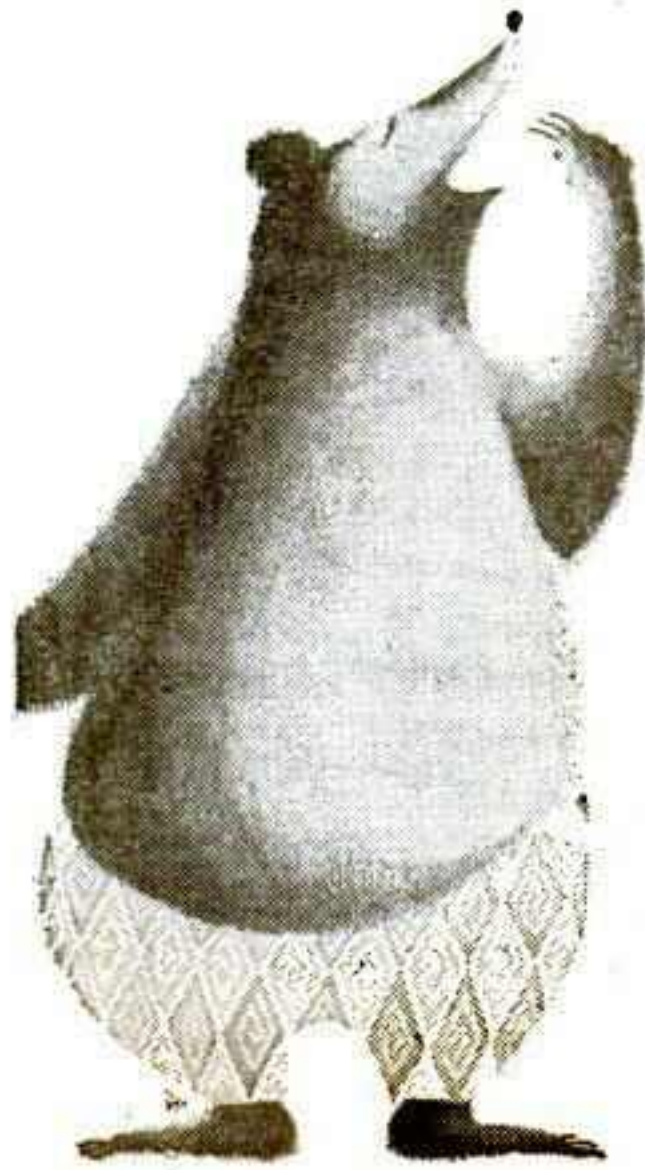
CINCINNATI 22, OHIO  
2160 Patterson St.  
DUbar 6450

CHICAGO 1, ILL.  
188 West Randolph St.  
CEntral 6-8761

NEW YORK 36, N. Y.  
1564 Broadway  
PLaza 7-2800

ST. LOUIS 1, MO.  
390 Arcade Building  
CHestnut 0443

HOLLYWOOD 28, CALIF.  
6000 Sunset Boulevard  
HOLlywood 9-5831



**PHOTO SUPPLIES**  
**DEVELOPING-PRINTING**

ANY SIZE OLD OR NEW PHOTO COPIED to 8x10, \$1; coloring \$1 extra; original returned. Johnson, Box 3353, Washington 10, D. C. ap10

COMIC FOREGROUNDS & BACKGROUNDS, Direct Positive Cameras, Papers, Chemicals, Mounts, Glass Frames, Photo Novelties. Miller Supplies, 1535 Franklin, St. Louis 6, Mo. ap3

**DIRECT POSITIVE PHOTOGRAPHERS**—We supply everything you need; reasonable prices, Eastman DP paper, chemicals, frames, backgrounds, comic foregrounds, cameras for indoor and outdoors, complete Photo Booths, etc.; free information and prices; we are old and reliable since 1903 PDQ Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. tf

**EASTMAN DIRECT POSITIVE PAPER**, cameras, lenses and accessories. Marks & Fuller, Inc., 70 Scio St., Rochester 4, N. Y. mh27

**PHOTO BOOTH OUTFITS CHEAP**—ALL sizes; drop in and see them; latest improvements; real bargain. PDQ Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. tf

**PRINTING**

AAA QUALITY 14x22 WINDOW CARDS. The Bell Press, Winton, Pa. ap17

ADVERTISING SPECIALTIES, BUSINESS CARDS, Gummed Labels, Rubber Stamps. Brochures free; 20 samples, \$1. Agents wanted. Parkhurst Enterprises, Lansing 10-K, Mich.

ALWAYS LOWEST PRICES, FASTEST service—Flashy 14x22 three-color window cards for all amusement purposes, \$8 hundred; larger 17x25 deluxe cards, \$12.50 hundred. Tribune Press, Dept. 54-W., Earl Park, Ind. mh27

PERSONAL AND BUSINESS GUMMED Labels; three lines: 500, \$1; 1000, \$1.85. All quality; catalogue. (Agents wanted.) Rarl's, 185 Princeton, Lowell, Mass.

**ATTRACTIVE PRINTING REASONABLE**—1,000 Business Cards, \$2.95; 1,000 Bond Letterheads, \$5.95; satisfactory work guaranteed. Taylor, 5103 Forty-Third Ave., Hyattsville, Md. mh27

**PRINTING OF DISTINCTION**—LETTERHEADS, Envelopes, Tickets, Cards, Decals, Window Cards; samples; price list; 3¢ stamp. Mallo, 767-B, Leith, Flint 5, Mich. ap10

100 NOTEHEADS AND 50 ENVELOPES printed, your name, address, phone, 99¢ postpaid; 500 noteheads, \$1.99. DiBenedetto's Wholesale Printers, Box 171, Chelsea, Mass.

**SALESMEN WANTED**

ANYONE CAN SELL FAMOUS HOOVER Uniforms for beauty shops, waitresses, nurses, doctors, etc. All popular miracle fabrics—nylon, dacron, orlon; exclusive styles, top quality. Big cash income now real future, equipment free. Hoover, Dept. C-109, New York 11, N. Y. mh27

**TATTOOING SUPPLIES**

A-1 TATTOOING MACHINES—DESIGNS, colors, needles, outfits genuine German Pelican ink; free catalog. Owen Jensen, 120 W. 83rd St., Los Angeles 3. ap24

TATTOO EQUIPMENT AND SUPPLIES—Tattoo books, tattoo course and tattoo club for you during all seasons. Illustrated brochures, 25¢. Zels, 728 Lesley, Rockford, Ill. ap3

**WANTED TO BUY**

WANT TO BUY—USED INDOOR LONG Range Gallery, near my territory. State all. Shooting Gallery, 1783 E. 9th St., Cleveland, Ohio. mh20

WANTED TO BUY—MERRY-GO-ROUND, 32-36 ft.; state age, make, condition. Nathan Feldman, 11 West 42 St., N.Y.C. 36.

## HELP WANTED CLASSIFIED ADVERTISEMENTS

**REGULAR CLASSIFIED ADS** . . . Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 15c a word—Minimum \$3. CASH WITH COPY.

**DISPLAY-CLASSIFIED ADS** . . . Containing larger type and white space are charged for by the agate line, 14 lines to the inch. (No illustrations or cuts.) RATE: \$1 a line—\$14 per inch.

Forms Close Thursday for the Following Week's Issue

**AMATEUR SINGERS, DANCERS, ENTERTAINERS, Performers; opportunities, preparations, publicity, booking, instructive career guide.** Send \$1. Author, Box 1870, Milwaukee, Wis. mh20

**GIRL AERIALIST—FOR HIGH LADDER act.** long season, top salary. Contact Jaydee Martin, Box #158, Tampa, Fla. mh20

**HELP WANTED—PRETTY GIRLS OF high character for Texas tourist attraction; dignified swim show; permanent positions available for qualified girls who like swimming.** Write Box C-4, c/o Billboard, Cincinnati 22, O.

**MENTALIST WANTS MAN OR WOMAN** Agent to book theaters. Bert Howard, answer. Needs assistant or couple. J. H. Power, 5226 Kinmore, Chicago 40, Ill.

**SECTION TRUMPET MAN, TENOR MAN** for Midwest territory bands; guaranteed weekly salary. Contact Jess Gayer Orchestra, 2023 N. Huston, Grand Island, Neb.

**PEOPLE FOR FREE PLATFORM MEDICINE Show; singers, dancers, hillbilly musicians, useful reliable people in all lines write at once.** Open early May, approx. 25 week season. Jaded Products, P. O. Box 1366, Sarasota, Fla. ap3

**WANTED—COMMERCIAL MINDED MUSICIAN** for replacements on organized territory band; six years in business without a lay off; guaranteed salary. Contact Del Clayton, 611 City Nat'l Bank Bldg., Omaha, Nebr. mh20

**WANTED—MUSICIANS, ALL CHAIRS, FOR one-nighter; and location.** Single preferred; excellent sleeper bus; no drunks or characters. Must join on cut or no notice basis; band going on tour April 12 thru December 31; no layoffs. Write stating all qualifications, Orchestra Department, Phil Lamphier Agency, 1416 Meibrose Building, Houston, Tex. mh27

## AT LIBERTY—ADVERTISEMENTS

5c a Word      Minimum \$1

Remittance in full must accompany all ads for publication in this column. No charge accounts.

Forms Close Thursday for the Following Week's Issue

**CIRCUS & CARNIVAL**

**CHEF AND/OR GRIDDLEMAN DESIRES** connection with small circus or large carnival; plenty of experience, best reference, salary open; go anyplace, join anytime. Write Clyde Haskill, Rich Field Trailer Park, 2616 Rich Field Road, Flint 6, Mich.

**GORGEOUS, EXOTIC, GYPSY LIKE** Painter desires work with anything anywhere. Also do half and half. Wire or write Rose Davis, Avella, Pa. Phone 8225.

**INSIDE LECTURER—MENAGERIE** Experience Punch, magic; sober, reliable, single; desires connection outdoor season. Dave Lano, 322 Partridge, Flint 3, Mich. ap3

**MAGICIAN, FIRE EATER—A NOVEL magic act with fire eating finale.** Kardwell, 50 Manhattan Ave., Apt. 3D, New York City. ap3

**MISCELLANEOUS**

**AVAILABLE APRIL 1—FOR CIRCUSES, Fairs, Rodeos, Celebrations, both indoors and outdoors.** Denny Ryle and "Sunshine," the only horse who performs blindfolded above terra firma. Contact Denny Ryle, R. R. #2, Greensburg, Ind. Phone mh27

**DISK JOCKEY—GIVE ME A CONTRACT,** pay me \$400 monthly, I'll bring 11 yrs of experience to increase your Hooper. Fred Mitchell, 5920 Heien, Detroit, Mich.

**MUSICIANS**

**ACCORDION PLAYER—AVAILABLE FOR bar, hillbillies, or ?** Stroller; travel anywhere, consider all. P. O. Box 1252, Miami 8, Fla.

**BOB "BUBBLES" PRICE, WORLD'S LARGEST drummer (400 lbs.),** desires connection with good band or combo. Sings, is a good comedian and cut any type group. 7527 Thomas Ave. S., Minneapolis, Minn.

**DRUMMER AVAILABLE—FORMERLY** with "Lou Math's Orchestra"; prefer small combo, will travel; commercial and jazz, play shows; non-drinker, steady and reliable. Write, wire or phone George Sloan, 1119 E. 19th St., HA-5052, Kansas City 6, Mo. ap17

**GUITAR—ELEC. LEAD OR FULL RHY-** thm, commercial or take-off. Fake or sight read; good voice, sing solo or parts; sober, white, union; years of experience; prefer small combo. Musician, Box C-1, c/o Billboard, Cincinnati 22, Ohio. mh27

**GUITARIST—ANY LEAD MELODY,** rhythms, vocals, comedy, novelties, live impressions; travel or location; East, Middle West Trio preferred. Write, wire, phone Robert Filane, Club Lamiador, Hobbs, N. M. mh27

**ORGANIST (HAMMOND)—CLUB, RESTAURANT, hotel; present job two years;** desire change salary secondary if tips good; North or South. Organist, 725 Central, St. Petersburg, Fla. mh27

**PARKS & FAIRS**

**BALLOON ASCENSIONS, PARACHUTE jumping** for parks, fairs, celebrations. Claude L. Shifer, 1041 S. Dennison, Indianapolis 21, Ind. ap24

**BALLOON ASCENSIONS—AIRSHIP DISPLAY.** A. J. Hartman, 2127 Summer St., Burlington, Iowa. ap10

**DASHINGTON'S DOGS AND CATS—IF** you want a nice animal act for fairs, parks or any show, contact any agent or address 1413 Euclid St., Philadelphia 21, Pa. mh20

**HIGH DIVE—SMALLEST TANK IN** world; Spears Fire, Back Somersault, etc. Capt. Earl McDonald, 456 Lamphier Place, Warren, Ohio. Phone 4-3377 my9

**PROFESSOR WRIGHT AND HIS TAL-** ented 5-person variety stage show of magic, dance and vaudeville. Write Professor Wright, Casey, Ill. ap10

**I MAN PUPPET SHOW—IDEAL FOR KID-** dieland or park; will send pictures and other info, upon request. Greg King, 1607 Sansom St., Phila., Penna.

**VAUDEVILLE ARTISTS**

**FEMALE IMPERSONATOR OPEN FOR** Night Club booking; singer, exotic dancer; flash wardrobe; send photo; salary \$150 net. Wesley Davis, 411 So. Wabash, Chicago, Ill. ap16







## New Carousel Ride Shown at MOA Exhibit

CHICAGO, March 13.—Kiddie Karousel, a new Merry-Go-Round ride made by the Texas Kiddie Rides Company, made its first trade show appearance at the MOA convention this week.

Designed for the firm by the Fort Worth office of General Engineering Corporation, the ride features improvements in shaft design (eliminating binding when only one child rides) and special safety features, according to Cliff

## City Official Outlines Game License Plans

PORTLAND, Ore., March 13.—Plans for introducing a city licensing ordinance regulating the operation of pin games—which would call for a \$50 license fee—were announced this week by Stanley Earl, city commissioner.

Earl attempted to introduce his ordinance this week but was forestalled by Commissioner Ormond R. Bean, who balked at suspension of the rules, which would have required consent of the four commissioners present. Earl said he would try again when all five commissioners were present.

The \$50 fee would compare with

## TRICKY TRIO 'ATTRACTED' TO PIN GAMES

NASHVILLE, March 13.—A powerful magnet concealed in a leather shaving kit enabled three pinball players to "win" 300 games before being nabbed by police.

The players' technique, it was explained, was to place the magnet over the ball as it entered the playing board. The ball was easily controlled by sliding the shaving kit over the glass.

Another part of the tricky trio's equipment was a small bit to drill holes in the machines. Thru a hole, a wire was inserted to flip balls from the storage compartment to a position in front of the plunger for shooting as needed.

The magnet, which cost \$130 and was potent enough to lift a 250-pound weight, played havoc with the electrical mechanisms of the machines. One operator estimated it would cost \$500 to repair his machines.

Also discovered in the trio's possession were two sets of loaded dice, a "magic machine" for making money, and a switchblade knife.

Each man was fined \$50 and their equipment was confiscated.

## '20 QUESTIONS'

### Panelists Aware of Coin Devices

NEW YORK, March 13.—The role of coin machines in American thought was pointed up Monday night (8) on the "Twenty Questions" quiz show over the Du Mont television network.

One of the subjects, which the panel attempted to discover by asking 20 questions, was "The Nickels You Put in the Automat." As soon as the panelists discovered that the subject was "nickels," the following guesses were ventured:

"Nickels you put in a pinball machine, nickels you put in a juke box and nickels you put in a candy machine."

The panel failed to guess the correct answer in the allotted 20 questions.

## Deco Exhibits New Carousel At MOA Meet

CHICAGO, March 13.—Deco, Inc., exhibited the latest model of its Big Top Carousel at its first trade show appearance at the MOA convention and exhibit held at the Palmer House this week.

Big Top features retractable castors for easy moving, a safety device which permits the ride to be stopped with finger pressure without damaging the motor and two glass fiber horses.

The entire ride weighs 175 pounds and measures 30 inches by 46 inches over-all. It is equipped with a National coin rejector which accepts a dime or two nickels. Special holiday canopies are available.

Charles Katz and Herman Rosenberg, attending the Deco exhibit, stated that production was going at capacity, and that delivery was on a week to 10-day schedule. The original Big Top has been in production eight months, Katz said.

## CANDYMEN SPEAK OUT

### Price Biggest Question Mark; Ponder 5c Bar

CHICAGO, March 13.—In a "speak up" candy survey in the March issue of Vend, sister publication of The Billboard, six top candy manufacturers detailed how they view the future. The biggest question mark, price, put added emphasis on the nickel-dime bar debate that has waged with varying degrees of intensity in the postwar years.

The candy spokesmen, and what they see in the months to come, follow:

Phillip M. Clark, president of New England Confectionery Company, noted: "The current high price of cocoa beans is causing great concern... among candy manufacturers. If 5-cent chocolate candy bars do not go to 10 cents,

## Coin Exhibitors at MOA Show Heralds New Trend

### Mfrs. of Kiddie Rides, Venders Show; Game Mfrs. Hold Open Houses

CHICAGO, March 13.—Manufacturers, distributors and operators of all non-music coin-operated equipment—kiddie rides, coin viewers, venders and games—at the fourth annual Music Operators of America convention and trade show held this week at the Palmer House, marked a milestone in the growth and development of MOA and heralds a new trend for future MOA exhibits.

1. It was the first year that manufacturers of kiddie rides, venders and vending equipment, and coin-operated equipment other than juke boxes exhibited at the show.

2. It was the first year that coin-operated amusement game manufacturers and distributors demonstrated such great enthusiasm and interest in the convention as shown by their presence at the exhibit, and the round of open houses held by manufac-

turers at their plants for distributors and operators.

#### Coin Exhibitors

Non-music coin firms which exhibited at the show:

A.B.T. Manufacturing Corporation, Chicago; Auto-Photo Company, Los Angeles; Eastern Electric, Inc., New Bedford, Mass.; Exhibit Supply Company, Chicago; Rowe Manufacturing Company, Inc., New York; Deco, Inc., Union, N. J.; Apco, Inc., New York; International Mutoscope Corporation, New York; National Vendors, Inc., St. Louis; Texas Kiddie Ride Company, Fort Worth; Meteor Machine Corporation, New York; Riteway Sales Company, New York; James H. Martin, Inc., Chicago; United Dryer Company, Chicago; American Dryer Company; National Rejectors, Inc., New York.

Vending firms exhibited cigarette, soft drink, popcorn and candy venders and coin-operated

photo machines. James H. Martin, Inc.; Eastern Electric, National Vendors, Apco and Rowe showed cigarette machines; National also displayed candy machines and Apco displayed two six-flavor soft drink machines. International Mutoscope and the Auto-Photo Company exhibited photo ma-

(Continued on page 86)

## A.B.T. Unveils New Coin Unit At MOA Show

CHICAGO, March 13.—The A.B.T. Manufacturing Corporation unveiled its new multiple slug rejector called The Sentry at the MOA exhibit this week. The new unit handles nickels, dimes and quarters.

The new rejector features a system of pre-testing coins simply by diameter and thickness.

George Kozy, sales manager, states that the new design eliminates many moving parts, and that during the phase of coin selection, there are no moving parts in action.

All magnets and scavenger doors are hinged, permitting easy cleaning. Equipped with new time-delay coin actuated switches, the new unit operates any relay or solenoid, according to Kozy.

Measuring 6¼ by 5 by 1½ inches, it is made of brass and chromed brass and is priced to sell under \$18.

## Chi Coin Ships New Six-Player Baseball Game

CHICAGO, March 13.—The Chicago Coin Machine Company announced that shipments to distributors of Home Run, a new six-player baseball game, were started today (12).

Designed for both left-handed and right-handed hitters, Home Run is equipped with two batting buttons. Left-handed hitters can use the left-hand buttons to bat, right-handers, the right-hand buttons.

The game features three tiers of bleachers into which the balls are hit. The first tier scores a home run; the second, a home run plus three extra runs and the third tier, a home run and five extra runs.

Animated players actually run bases on the playing board. A single participant bats until three

(Continued on page 86)

## AN MOA DEBUT

### New Ride Mfr. Exhibits At First Trade Show

CHICAGO, March 13.—The Texas Kiddie Rides Company, Fort Worth, manufacturing the Kiddie Karousel, made its formal trade show debut at the Music Operators of America exhibit and convention which closed here this week.

Organized in 1951 as an operating concern by Carl Vandervoort, vice-president of Vandervoort's, Inc. (a Fort Worth dairy), and David Wheeler (owner of a Fort Worth milling firm), the company made rapid strides to become one of the biggest operations in Texas.

It had an interesting beginning. Vandervoort was discussing kiddie rides with one of his dairy customers—Buddy Martin, owner

of Buddy's Market in Fort Worth. Martin bet Vandervoort that a coin-operated horse would gross \$100 a week. Vandervoort lost, decided kiddie rides would make a good business, and then won—his first location: Buddy's Market. By the end of the first year he had around 75 rides on location.

When it was decided last year to make rides instead of operating them, the firm had over 200 rides of all kinds on location. All of its rides were promptly put up for sale to operators, and were all sold by January this year.

In order to offer 24-hour service in their far-flung operation to

(Continued on page 86)

## Binks Doubles Zipper Output

CHICAGO, March 13.—Mel Binks, president of Binks Industries, Inc., reported that production of the Zipper counter game had been doubled in the last 10 days.

"We've been averaging so far about 30 inquiries a day, and have already received inquiries from Guam, Tokyo, Hawaii, Cuba, Germany, and South America. A fellow from Switzerland walked in the other day and plunked down cash for three machines."

Binks distributors began operator showings of Zipper, January 23 (The Billboard, February 20). Zipper is a five-ball game with in-line, competitive and high score.

## Riteway Shows 3-D Coin Units

CHICAGO, March 13.—Riteway Sales showed its 3-Dimensional Theaters and 3-D Kiddie Theaters at the MOA exhibit held this week at the Palmer House. The 3-D coin viewers were unveiled last year at the National Association of Parks, Pools & Beaches convention and exhibit.

Both the 3-D Theater and the 3-D Kiddie Theater contain five natural-color shows. Each show consists of 10 pictures and costs the viewer a dime. The kiddie machines show comics with captions, the adult units feature art pictures. Cohn stated that production on both units was going full scale.

Attending the Riteway exhibit with Cohn were Mrs. Cohn, Gary Cohn, Bob Black and Ray Emeritz.

similar to the nine-column Lo-Boy, said Rapp. The unit is fully illuminated, comes with fluorescent lighting. An all-steel welded cabinet with full-length hinged door is used. Changermaker and extra penny match column are standard equipment. The unit takes up floor space of 17 by 32 inches.

Sales will be handled directly thru the manufacturer, with first deliveries expected in late April. Complete details, including capacity, specifications and price, will be announced at the convention, Rapp said.

## Apco to Debut 18-Col. Cig Vender at NATD

NEW YORK, March 13.—An 18-column electric cigarette vender made by the Smokeshop Corporation, a division of Apco, Inc., will be shown for the first time at the National Association of Tobacco Distributors convention in the Palmer House, Chicago, March 28 thru April 2.

Mel Rapp, Apco vice-president, said the new Smokeshop Lo-Boy would vend regular, king-size, flat-pack and filter-tip brands at five different prices thru the same coin chute.

In operation and features it is

## Calendar for Coinmen

- 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 5—Amusement Machine Operators' Association of Greater Baltimore, semi-weekly meeting, Mandell-Ballow Restaurant, Baltimore.
- April 10—Music Guild of New Jersey, 17th annual celebration, Military Park Hotel, Newark, N. J.
- April 26—Central States Phonograph Operators' Association, monthly meeting, Peoria, Ill. Place to be announced.
- April 30-May 1—NAMA sectional meeting, covering Montana, Arizona, Washington, Oregon, Utah, New Mexico, Nevada, Wyoming, Idaho and California (Regions 10, 11, 12), Highland Inn Hotel, Carmel-on-the-Sea (approximately 30 miles west of San Francisco).
- May 7-8—NAMA sectional meeting, covering Arkansas, Louisiana, Oklahoma, Colorado, Kansas, Nebraska and Texas (Region 9 and Western part of Region 8), Baker Hotel, Dallas.
- May 18—Westchester Operators' Guild, annual banquet, Holiday Inn, Scarsdale, N. Y.

## Copyright Problems Major Topic at MOA Convention

Continued from page 1

miles operators traveled to attend. Delegates were on hand from most States, from Canada, Africa, Spain, England and several South American nations.

To wind up the three-day convention, the operators watched a three-hour-long show which featured such recording artists as Eddie Fisher, Tony Bennett, June Vallie, Eddy Arnold, Eddie Cal-

vert, Johnny Desmond, Percy Faith, Homer and Jethro, Pee Wee King and Karen Chandler.

Despite the fact that the four major juke box manufacturers passed up the opportunity to display their lines, there was apparent harmony between MOA and the operators. Tuesday the manufacturers played host at a luncheon in the Conrad Hilton

hotel, invited all MOA executives to be the guests of honor.

(Editor's note: Stories covering the exhibits and the various business sessions will be found elsewhere in the Music Machines department.)

## Ristaucrat Unveils 100-Selection Juke

CHICAGO, March 13.—One of the highlights of the MOA convention here this week was the unveiling of the Ristaucrat, Inc., juke box.

The unit, called the CM "55," arrived at the Palmer House, site of the convention, early Monday and a continuous flow of operators, distributors and guests kept the Ristaucrat staff hopping for the next three days.

The unit is a 100-selection model, equipped for high fidelity, and plays 45-r.p.m. records exclusively. It has three 8-inch speakers and a Webster electric

amplifier. Joe Cohen, general manager, announced the price was \$695 and that shipments would begin within 60 days.

The model has a glass-domed top, a silver-colored dress panel and speaker front, and a limed-oak cabinet.

There are two complete stacking mechanisms, each holding 25 records. The records are stacked on two 45-r.p.m. spindles and can be played on both sides. When all the records have been played, the mechanism automatically restacks the records.

Andrew Maxim, engineer, said that the mechanism was compact and easily accessible for service. He explained that because there were two complete units inside the machine, it would be easy for operators to make a pair of hide-away units after the machine was ready to be replaced with a newer model.

The selector panel on the unit is in the middle of the machine and the buttons on the panel are arranged from A to J and 1 to 10.

The box weighs 275 pounds and will be manufactured in Appleton, Wis.

On hand to greet operators and guests were Joe Cohen, A. Maxim and the Ristau brothers.

## Canadian AMI Distrib Holds Grand Opening

EDMONTON, Alta., March 13.—Western Music Machine Company celebrated its recent appointment as AMI distributor here last week by holding a grand opening for operators.

The two-day affair was held at the main offices at 9916 Jasper Avenue. Western Music also has an office at 138 8th Avenue, Calgary.

Thomas H. Sams, Western sales representative of AMI, was on hand to greet operators along with Jim Louis, president of Western Music, and Don Robertson and Harvey Van Duesen, also of Western Music.

## Report Wurlitzer Tests Phonograph

CHICAGO, March 13.—Bob Bear, sales manager for the phonograph division of the Rudolph Wurlitzer Company, confirmed this week that his distributors had met in Buffalo March 5-6 (The Billboard, March 13). The first report of the meeting appeared in this section last week.

Bear, in town during the Music Operators of America convention and exhibit, said the distributors met at the factory for two days, held a banquet at the Statler Hotel.

At the same time it was reliably reported the new phonograph shown to distributors last week had been quietly tested on location for the past five months. Bear declined to comment on either the existence of the new phonograph or the test, but good sources had it the phonograph has undergone extensive tests on locations in Florida, North Carolina, Tennessee, Missouri and Illinois. This would give the company a test reaction under widely varying climatic conditions.

Every Wurlitzer distributor was present at last week's meeting except Buster Williams, who was ill. Williams was represented by his sales manager.

On hand for the meeting were the Wurlitzer sales department, district sales managers and R. C. Roling, president, who addressed the group.

The distributors also heard

young Patty Vross, winner of the Wurlitzer-Frankie Laine \$1,000 talent scholarship. Miss Vross sang "The Birth of the Blues"—the number which won the national competition for her—and "It's Nicer That Way" and "Crying in My Pillow," which she has just recorded for Columbia.

## Ops Re-Elect George Miller MOA President

### Vote Office Term Of 3 Years; Add Seven New Posts

CHICAGO, March 13.—George A. Miller was unanimously re-elected president and general business manager of the Music Operators of America last Wednesday (10) at the final session of the organization's fourth annual convention.

While the elections were to get underway at 11 a.m., the voting did not begin until long past noon. Discussions of two proposed copyright plans (see page 84)

## Daddis Named New Wurlitzer District Mgr.

NORTH TONAWANDA, N. Y., March 13.—Robert H. Bear, sales manager of The Rudolph Wurlitzer



ART DADDIS

Company, announced this week that A. W. (Art) Daddis had been appointed Southeastern district sales manager.

Bear said that the appointment (Continued on page 74)

## MOA Members Debate Idea Of New Copyright Society

By DICK SCHREIBER

CHICAGO, March 13.—Delegates to the annual Music Operators of America convention held here this week at the Palmer House heard two music publishers hotly debate the advisability of forming a third copyright society.

Urging the formation of a third society was Barney Young, who issued a pamphlet describing National Juke Box Music, Inc., as the answer to attempts to make the juke box industry liable for performance fees.

Opposing the third society, but urging the formation of MOA Music Publishing Company, was Larry Spier, who declared "no

music publishing firm, or no so-called third society, could exist financially without the payment and collection of fees for the use of their small performing rights."

Committee Makes Study

When the debate was called off on account of time, MOA President George A. Miller said his Committee on Copyrights, chaired by Montana operator Martin Britz, would continue to study:

1. The idea of forming a third society;
2. The idea of establishing a music publishing firm owned by music operators; and
3. A third plan which, Mil-

## EDITORIAL

### Congratulations, MOA

The convention and exhibit held in Chicago this week by Music Operators of America marked the music association's "coming of age."

It was by all odds the largest, most successful convention MOA has ever staged, and it reflected the firm purpose of a handful of music operators, whose strong belief in the value of a national association, caused MOA to come into existence.

When MOA was formed, its only goal and purpose was to guard the music machine industry from adverse national legislation. It has played a significant role in the music machine's continuing battle against a change in the copyright law.

Now there are indications that MOA will expand its work, altho national legislative problems are certain to be the association's principal job for the immediate future. Public relations, State tax problems and methods for generally raising the efficiency of music operators are but three of the avenues along which the association can expand.

The attendance at the convention's three morning business sessions showed the serious purpose of most of the operators in attendance. And the lively discussion concerning the possibility of forming a third copyright society showed the average music operator is thinking for himself.

Even the casual convention-goer could not fail to notice that the exhibit was dominated by displays of manufacturers who build vending machines and kiddie rides. The four largest manufacturers of music machines were not exhibiting; have not, in fact, exhibited since MOA was formed. Some day, we hope that this lack of music machine exhibitors will be corrected altho we appreciate the problems it creates for manufacturers.

Despite the fact they did not show their lines, the manufacturers displayed the same cordiality toward MOA and its executives they have displayed in the past. Altho the relationship between the two groups is not as close as it might be, both manufacturers and operators have learned that they can pull together—for the good of the entire industry—when occasion demands.

## Ops, Distribs See Evans Bow Holiday

CHICAGO, March 13.—Juke box operators and distributors got their first look at H. C. Evans & Company's new Holiday juke box this week during the MOA convention.

The model is a 100-selection machine, equipped for high-fidelity sound. The unit measures 55 3/4 inches high, 37 1/2 inches wide and 28 inches deep. It lists at \$1,050 and production is already under way.

The mechanism, called Tuside, plays both sides of 50 records and is set for 45 r.p.m. play exclusively. Behind the records is an indicator which registers the tune being played.

The cabinet is finished in limed oak. The coin mechanism is manufactured by National Rejectors and can be equipped with either one play for a nickel, dime play, or three-for-a-quarter.

The selector mechanism is called Circ-O-Matic. A person wanting to hear a tune spins the selector to the desired number and pushes the button. The title strips are numbered from 1 to 50 on each side of the machine. Across the top of the box there are two panels to indicate which of the two sides will be selected—these are controlled by buttons alongside the panels.

Sound equipment includes a high-fidelity type amplifier and a 15-inch high-fidelity speaker. Sound is projected to the front and to the sides giving a panoramic distribution.

The unit is illuminated by three fluorescent bulbs. It has two crystal-like pilasters which allow

sound to travel thru. The speaker is located in the middle of the box and is covered by silver colored screen.

Greeting guests during the convention were R. W. (Bill) Hood, Les Rieck and Fred Morris.

## Operators Hear Report on 20% Amusement Tax

CHICAGO, March 13.—A report on the 20 per cent federal excise tax, levied on food and beverage establishments that allow dancing, was given to operators during the Wednesday (10) morning business session of the MOA by Dick Steinberg, chairman of the amusement tax committee.

Steinberg recalled the days when a juke box, located in a small tavern, could be expected to make a profit. Juke boxes were played in these small spots, Steinberg said, because dancing was permitted. "These locations have been sorely missed for the last 12 years and a new genera-

(Continued on page 84)

## Maestro Unit Exhibited at MOA Meet

CHICAGO, March 13.—Activity ran high in the Pantages Maestro Company's exhibit room at the MOA convention here this week as juke box operators and distributors got their first look at the firm's new wall box conversion units.

The units, which double the number of tunes available, were designed to handle most old wall boxes manufactured.

The unit consists of an adapter priced at \$110 for boxes with 20 or more tunes and \$80 for older models, and a cable kit priced from 40 cents to \$3.50, depending on the model.

An adapter is needed for each juke box and one cable kit for each wall box to be converted. A location having six wall boxes would need one adapter and six cable kits.

The old wall box is converted (Continued on page 74)

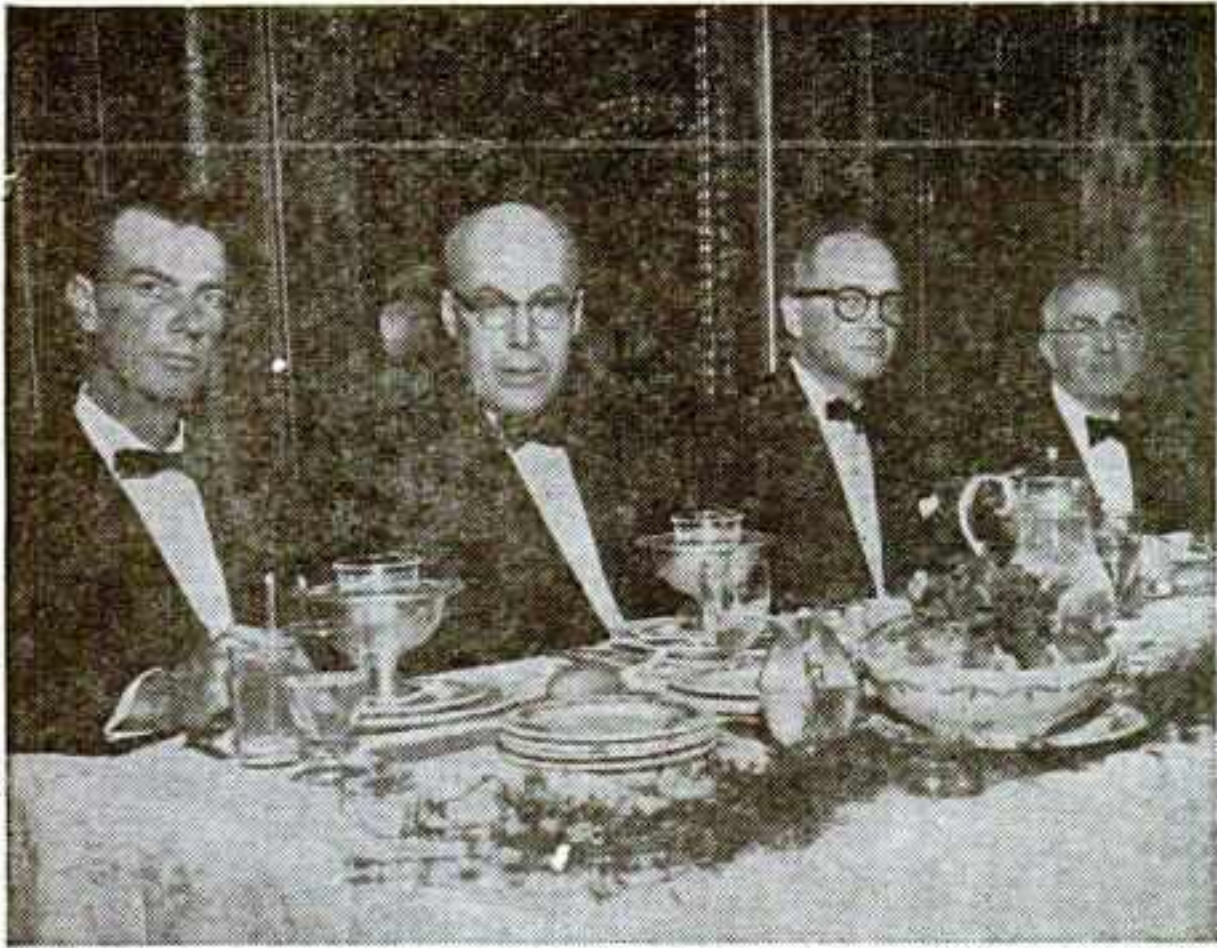


*Best Reason in the World for Operating the AMI Model "E" Juke Box*

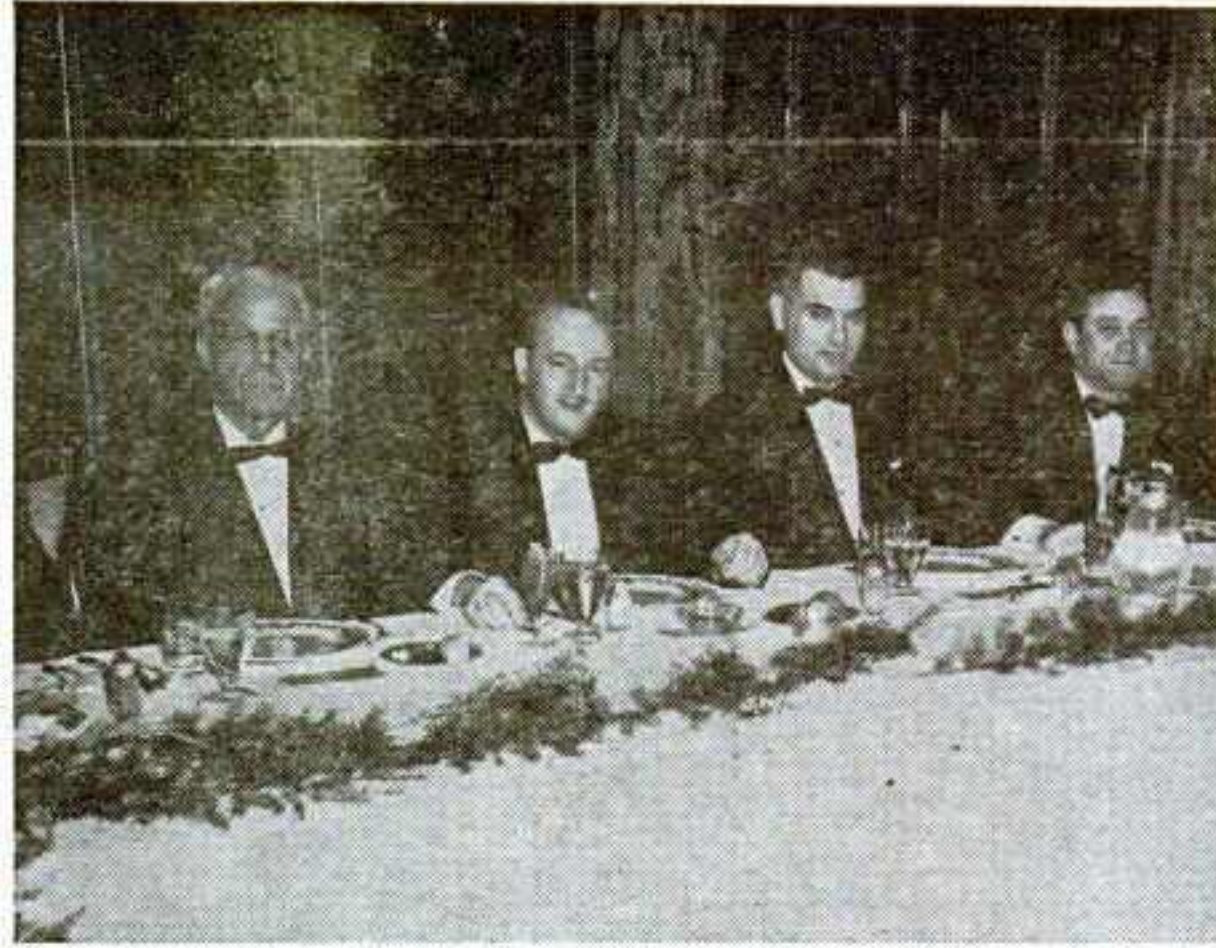
MR. OPERATOR

**AMI** Incorporated

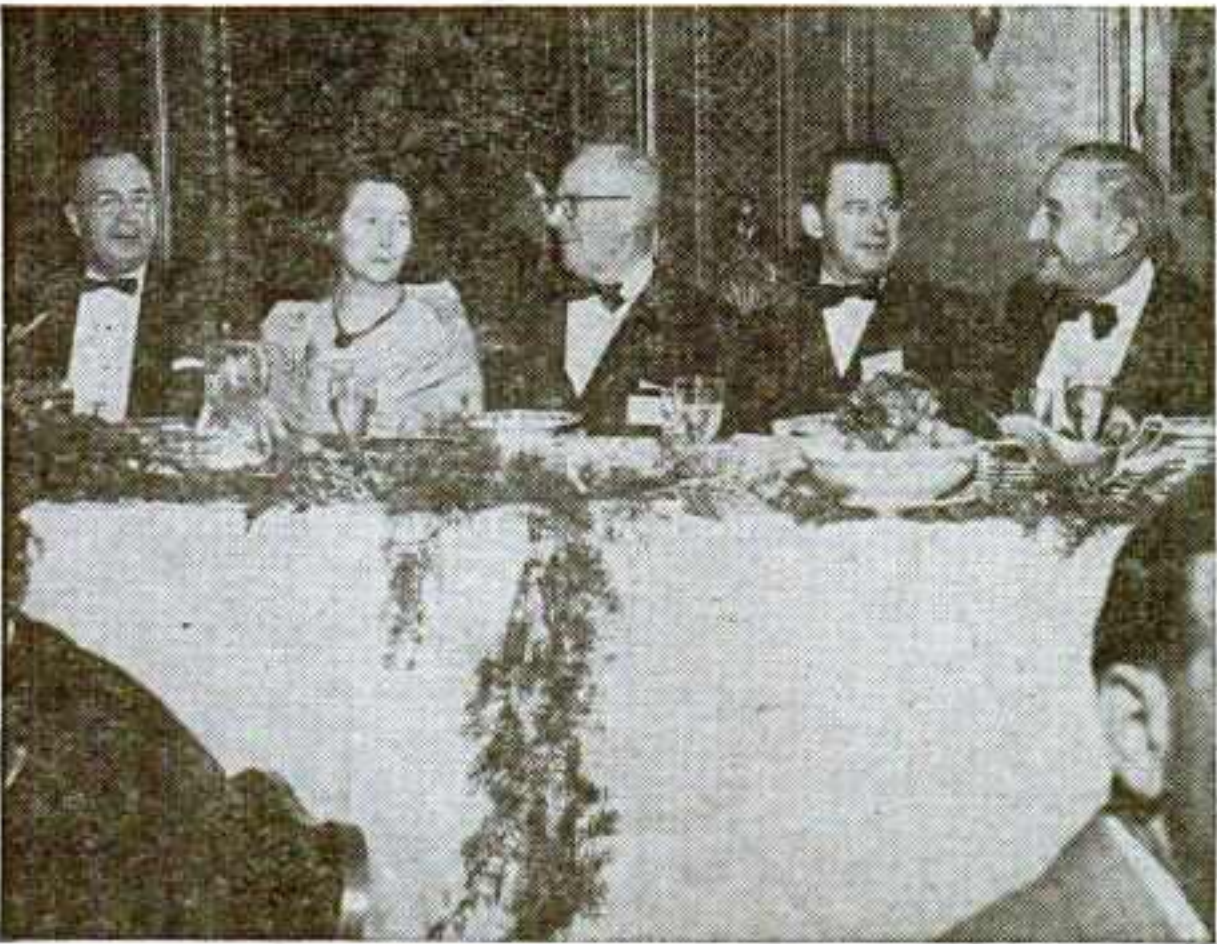
GENERAL OFFICES AND FACTORY, 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN



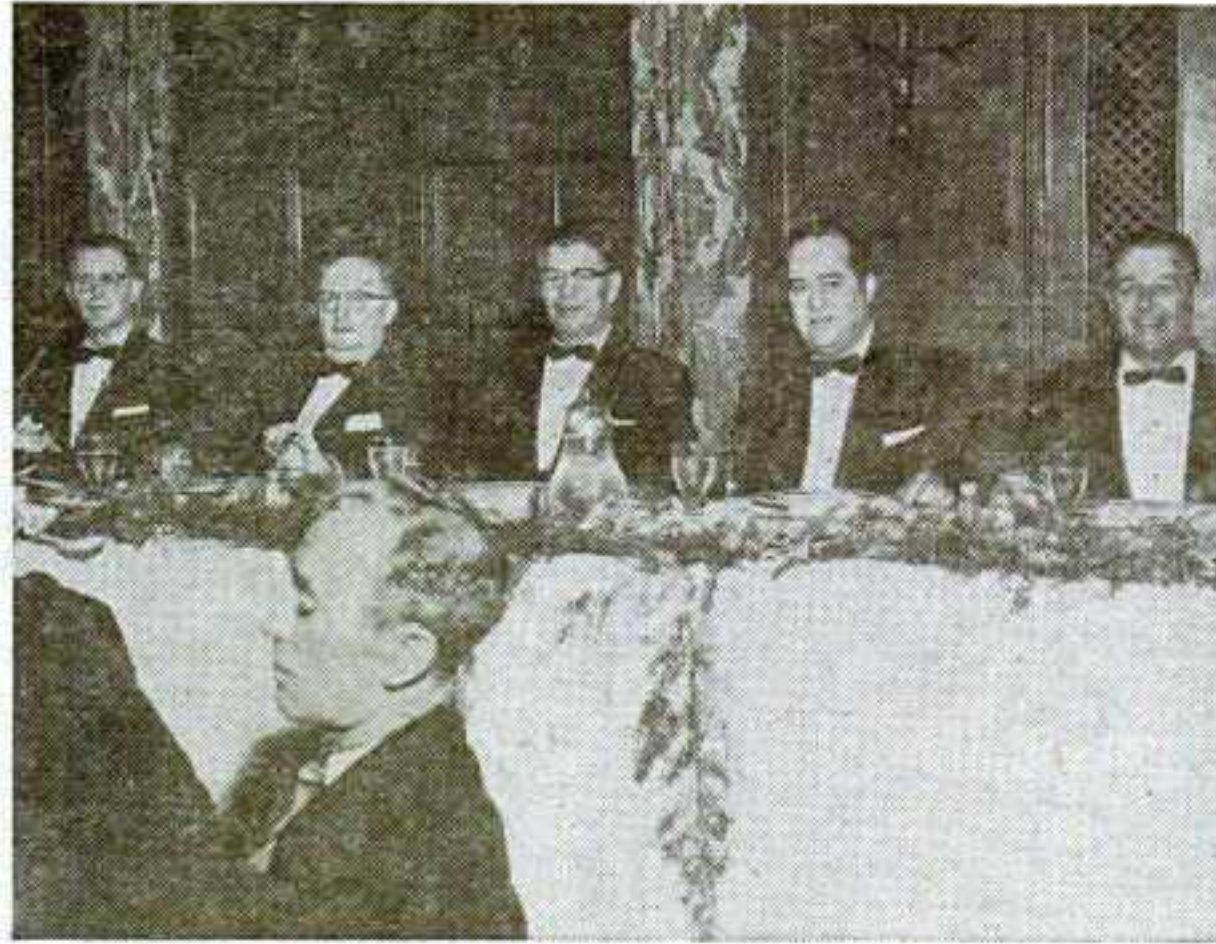
OPERATORS, distributors and manufacturers of the music industry filled the Red Lacquer Room in the Palmer House, Chicago, during the fourth annual MOA banquet. Seated here at the speakers' table are (l. to r.) Tom Withrow, Texas; Les Montooth, Illinois; Harry Snodgrass, New Mexico, and Phil Levin, Illinois.



OFFICERS and directors seated at the speakers' table during the MOA banquet last Tuesday (9) dressed formal. Seated here are (l. to r.) Ray Cunliffe, Illinois; Al Denver, New York; Howard Ellis, Nebraska, and Sidney Levine, New York.



ALONG WITH OFFICERS and directors, three guests sat at the speakers' table during the 1954 MOA banquet. Above are (l. to r.) Jack Mulligan, Pennsylvania; guests, Mrs. George P. Miller, Congressman George P. Miller and Clair Engel, both of California, and Hirsh de La Viez, Washington.



SEATED AT THE CENTER of the speakers' table during the MOA banquet was George A. Miller (extreme left), president and business manager of MOA. Other officers and directors of the association seated here are (l. to r.) Clint Pierce, Wisconsin; Martin Britz, Montana; Jimmy Tolisano, Connecticut, and Bill Hullinger, Ohio.

## Eddie Arnold Receives AMI Golden Award

MIAMI, March 13.—Highlighting a special luncheon honoring RCA Victor recording star Eddie Arnold this week was the presentation of the AMI gold coin to the country artist by Bob Norman, of the Southern Music Distributing Company. The fete was hosted by Stanley Glasser, of Sea Coast Appliance Distributors.

Arnold made a brief speech in which he expressed his thanks for being honored for his role in the development and growth of the juke box industry.

Among guests attending the event, held at the McAllister Hotel, were Raoul Shapiro, Supreme Distributors; Doris Shapiro and Jimmie Bonnie, of the Amusement Machine Operators' Association; Cracker Jim, station WMIE disk jockey; Al Denny, The Billboard's correspondent; Harry Brown and Larry Bushey, of Sea Coast Appliance; Miss Connie Vickery and Miss Ann Churchill, Burdine's Department Store; the Davis Sisters, RCA Victor, and Colonel Tom Parker, Tom Diskin and Bill Stares, of Jamboree Attractions.

## United Dryer To Exhibit 3 Units at MOA

CHICAGO, March 13.—United Dryer Company exhibited three non-coin, non-music units at this year's MOA convention.

All three units are adaptable to music routes since they require little service and were designed for locations such as taverns, restaurants and clubs, according to Mike Hammergren, sales representative. The units include an automatic hand dryer, an automatic glass washer and a popcorn dispenser.

"All three units," Hammergren said, "can be operated with service contracts and prices have been set low enough to make locations easy to get."

# NEW! — — ALL THE WAY THRU!

## EVANS'

# HOLIDAY

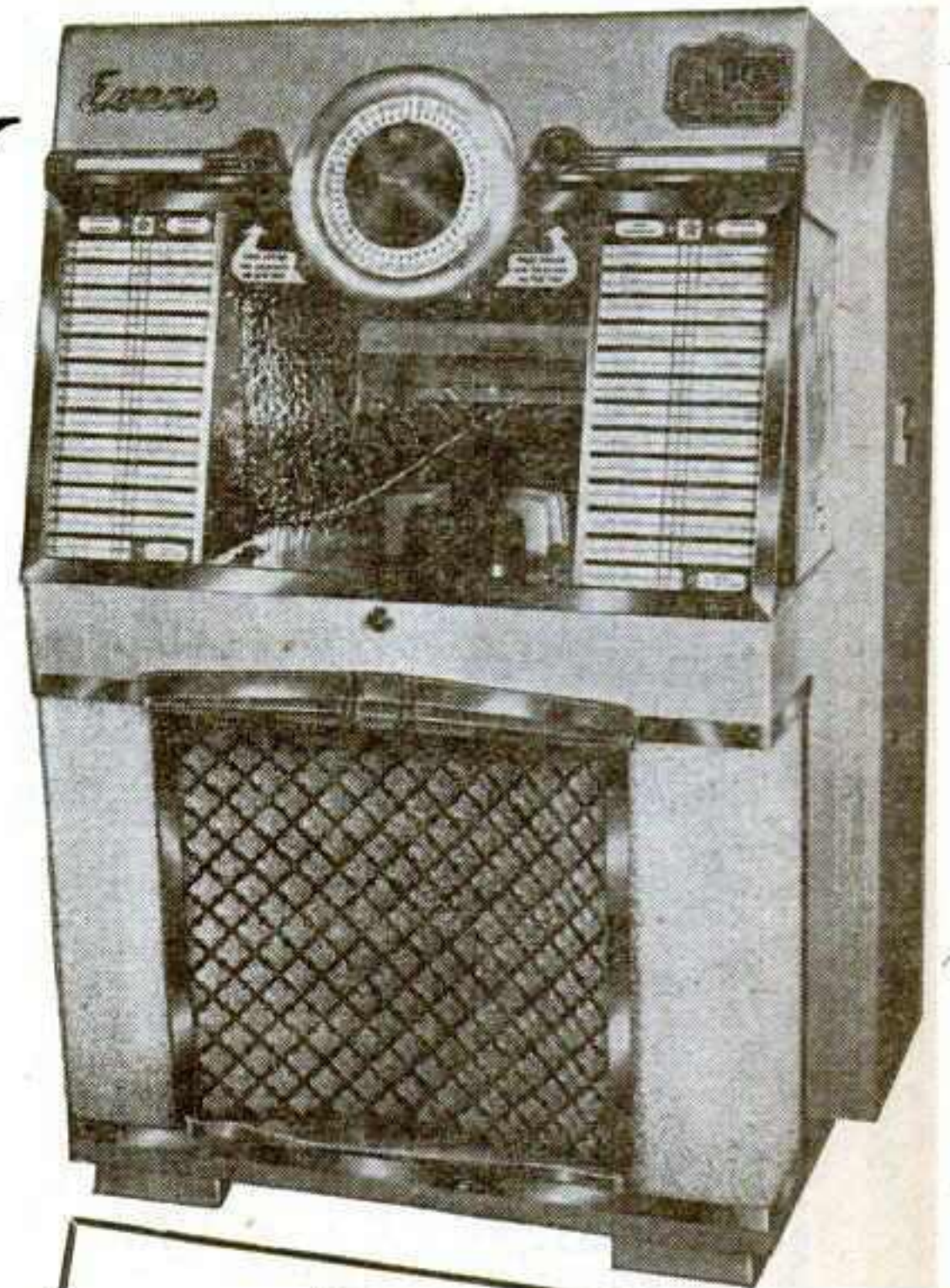
100 SELECTION • 45 RPM

## Thank You, Operators,

FOR YOUR ENTHUSIASTIC  
RECEPTION OF

## EVANS' HOLIDAY

DURING THE PREMIER  
SHOWING AT THE  
MOA CONVENTION



WATCH FOR  
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SHOWINGS!

H. C. EVANS & COMPANY

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CHICAGO 7, ILLINOIS

# BIG JUMP AHEAD

## OF THE FIELD

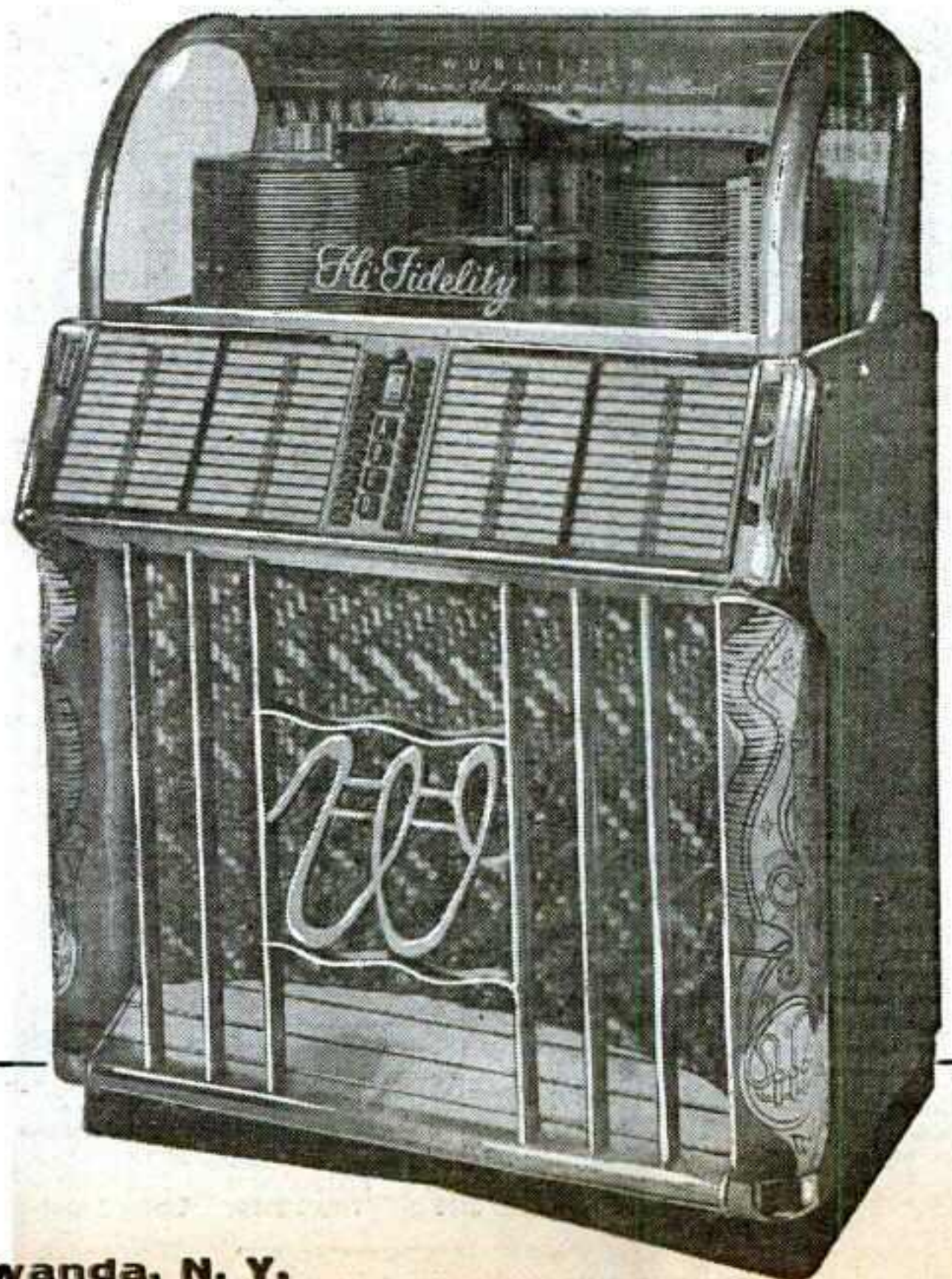


The 104-selection Wurlitzer 1500A not only leads the field in its ability to play either 45 or 78 RPM records—it is far out in front in earning power.

Now available at slight extra cost, with Wurlitzer's extra-play-stimulating Hi-Fidelity Sound System, this phonograph offers, by far, the best investment and the highest earning record in phonograph history.

SEE YOUR WURLITZER DISTRIBUTOR

*Wurlitzer*  
**1500A**



The Rudolph Wurlitzer Company • North Tonawanda, N. Y.

## Guest Speakers Advise P-R for Stronger MOA

CHICAGO, March 13. — The need for public relations in coin music industry was discussed by two guest speakers at the Tuesday morning business session of the MOA convention.

Charles H. Gabney, of Theo. R. Sills & Company, stressed the need for public relations on an association level. Gabney pointed out to operators that there was a need to tell the nation what was going on within the industry. He gave an example of a firm holding back information from its employees, and even tho the employees were to benefit, a strike resulted. He said that every positive action by the association should be publicized.

Gabney referred occasionally to

## New Coin-Operated Radio-Phono Combo Bowed by Hawthorn

CHICAGO, March 13.—A new manufacturing company has begun production of a new type of coin-operated radio-phonograph combination. The company is Music Distributing Company, headed by F. H. Hawthorn.

The model is 11½ inches high, 14 inches wide and 14 inches deep, and is called Mus-O-Matic. It weighs 19 pounds.

The firm utilizes the Ristaurat automatic 12-record player and will direct its sales at motel and hotel locations. The unit can be switched from radio to phonograph by a button on the front of the machine and is set to play one hour for a quarter. When all 12 records have been played the unit automatically restacks them.

Hawthorn, who has been in the coin business for about five years, said that the unit was available in three colors, blond, mahogany and walnut. Deliveries are promised in two weeks.

The new plant is located at 1794 Chelsea Avenue, Memphis.

situations where products were different but the principle was the same. He explained that public relations meant the art of motivating the public toward a pre-determined way of thinking. He reviewed the history of bowling and showed how good public relations helped build the sport.

"Public opinion is the greatest force in the world today," Gabney said. "It can make or break a man, a product or an industry." He pointed out that the public was ready to listen to the good side of any problem but that it was up to the operators themselves to get their positive actions before the public.

He concluded his talk by mentioning some of the easier methods of advancing public relations. He specified clean machines, clean title strips, good records and good relations with location owners.

The second speaker to talk on public relations was Dick Schreiber, coin machine editor of The Billboard. Schreiber slanted his views toward local levels. He explained that the best thing that can happen to an operator is to develop good relations in his area.

"If every operator could be sure of the good will of the public right in his own neighborhood, the nation's operators would have this problem licked," explained Schreiber. He urged operators to show and teach location owners just what kind of business the operators were running.

The future, Schreiber pointed out, holds many problems for the music operator. He said that the thing to do was not to wait for them to happen, but to get out and combat them before they have a chance to catch hold. Good local public relations, he said, will win out over most of them. One of the problems he mentioned was color TV.

In closing, Schreiber urged operators to keep behind MOA. He said, "Every victory made on a local level makes the national job that much easier."

## DENY CHICAGO DISTRIBUTOR CHANGE RUMOR

CHICAGO, March 13.—One of the strongest rumors circulated at the Music Operators of America convention here this week had it that a major phonograph manufacturer would shortly announce a new distributor for the Chicago area. A check of the story revealed no foundation in fact.

A factory spokesman said, "This story evidently started a month ago when both the distributor and ourselves discovered that an individual not connected with either organization circulated thru the Chicago area offering the deal to any or all comers. There is no point in even denying that this individual had any factory connection." The distributor also denied any responsibility for the rumor.

## One-Stop Service Set in Portland

PORTLAND, Ore., March 13.—The first one-stop record service in Portland, beamed chiefly at music operators, was launched here this week. Called the One-Stop Record Service, it was inaugurated by E. T. Richter, who for five years has operated Richter Record Distributors.

Richter stocks Capitol, Columbia, Decca and Victor disks as well as independent labels. Prices are 5 cents above dealers' billing; the price schedule allows juke box operators a 20 per cent discount list price.

Richter said he had circularized music operators thruout the State and was making his major appeal to out-of-town customers, playing up his mail-order business.

"This service is not calculated to take business away from other dealers," Richter said. "Rather, I intend to develop new business thru my contacts thruout the State."

## New Mfr. Skeds Conversion Unit at \$59.50

DETROIT, March 13.—Recco Manufacturing Company, a new firm which will produce a new juke box conversion unit, was announced this week by Louis Fisher, head of the Fisher Music Company. The company was organized in January by Fisher and Herb Weingarden, designer of the unit, following a year and a half of development.

Three pilot models of the unit were placed on location for field testing three months ago.

The unit converts 78 r.p.m. record play to 45 r.p.m. play and contains four major parts. A machine fitted with the unit can be reconverted to 78's within an hour, according to Weingarden. Price to operators of the unit: \$59.50.

Production is scheduled to start in 30 days. It will be produced in the Fisher Music Company until a suitable factory location is found.

## Michigan Op Adds Bulk Nuts to Route

KALAMAZOO, Mich., March 13.—Harvey and Robert Schau, of Schau Bros. Music Company, recently added a bulk nut operation to their juke box business.

"The new firm, Party Nut Sales, now serves over 500 spots in Michigan and has proven a great aid in easing the rising cost problems on the music route," Harvey Schau said.

"Since many of our location customers were not satisfied with the amount of nuts received from vending machines, we installed a non-coin bulk nut dispenser which allows bartenders to serve larger quantities, thus satisfying customer demands."

The machine is 10 inches high, 18 inches wide and 11 inches deep. It is equipped with two small lights, which illuminate the machine and act as a warming unit, and three compartments for various types of nuts.

## Florida Distrib For X Platters

MIAMI, March 13.—Acquisition of distribution rights for the State of Florida for the new X phonograph record line was announced here by Dave Shedd, Miami manager of Binkley Distributors. X label is a subsidiary line of RCA Victor Records.

Shedd said that the X line would cover a wide range of pops, EP's and LP's. The initial batch of numbers listed for release will include "Melancholy Me" by the Smith Brothers and "The Book" by Frankie Avalon.

Binkley Distributors handles the M-G-M label, as well as Atlantic and a number of other lines.

## Sea Coast Hosts Tony Martin Fete

MIAMI, March 13.—Sea Coast Appliance Distributors, Florida distributor of RCA Victor records, hosted a cocktail party today at the Clover Club in honor of singer Tony Martin, who is headlining the show at the nitery for three weeks.

Juke box operators, deejays and record dealers were among the approximately 50 guests. Harold Brown, of Sea Coast, was in charge of arrangements for the affair.

## Maestro Unit

Continued from page 70

to accept only 10-cent play. Each title strip carries the title of both sides of the record and a customer selecting a tune hears both numbers. The unit does not effect the nickel play on the juke box or on any multi-selection wall box.

Rodney Pantages, head of the firm, said that the unit gives operators the opportunity to use their old wall boxes where the installation of brand new equipment would not be practical.

Assisting Pantages in handling guests were Bill Simmons, national sales representative and head of the main office in Hollywood, and Harry Snodgrass.

## Roberts Skeds N. Y. Showing Of Tape Unit

CHICAGO, March 13.—H. T. (Heinie) Roberts, head of Music Service, manufacturers of continuous tape recorders, announced Friday (12) that he would hold an operator and distributor showing in New York, March 22-25, at the Barkley Hotel.

Heinie said that this would be the first of a series of showings to be held in various parts of the country within the next 60 days. The firm will show all of its music tape recorders, plus a few new items, Heinie said.

Operators and distributors attending the showing will be greeted by Heinie, Bill Dunn, Jack Hines, O. Bixler and about six other Music Service staffers. The showings will be held from 10 a.m. till 10 p.m.

Heinie, who just finished exhibiting at the MOA show, said that the policy of going to the operators was to show customers first-hand the merchandise being offered. He said that "since it would be impossible for the operators to get to Chicago to see him, he would go out and see them."

## 2 Hand Dryer Firms Exhibit At MOA Show

CHICAGO, March 13.—Two automatic hand dryer firms exhibited their wares to music operators and distributors this week at the MOA convention.

The firms — American Dryer, headed by Bill Kane, and United Dryer, headed by Mike Hammergren—reported that both operator and distributor response has been good.

Both firms pointed out to visitors that the dryers offered another source of revenue from locations already being served. The units can be operated on straight sales, rentals or leases.

Kane announced Wednesday (10) that Jose Riojas, head of Casa Riojas, Wurlitzer distributors in Mexico City, had been appointed the American Dryer distributorship for most of Mexico. He added that negotiations with European distributors were also under way and that an announcement would probably be made within a week.

## Test Location Contract Validity

MIAMI, March 13.—Jimmy Lowrance, of Commercial Music, won a victory this week in Miami Small Claims Court in a decision upholding validity of six written juke box agreements between his company and as many locations.

The music contracts were for a one-year period, and when the locations in question served notice that they wished to be relieved of their obligation before expiration of the contractual period, Lowrance took the cases to Small Claims Court. The ruling in his favor is believed the first ever recorded in this city.

Lowrance said the contract form had been drawn up by his attorneys some time ago with the thought of making it stand up in court should the need arise.

## Wurlitzer

Continued from page 70

was effective immediately and that Daddis' territory included Alabama, Florida, North and South Carolina, Louisiana and Mississippi.

Daddis entered the coin machine industry in 1932 as an operator in New Jersey. In 1946 he joined the firm of Telematic, an organization furnishing industrial and background music, and in 1948 became associated with AMI, where he had recently been appointed Southeastern district representative.

In making the announcement, Bear said, "We are certainly happy to have Art with us. His long experience in the coin-operated phonograph business and his pleasing personality make him a well informed and pleasant man to work with."

# ATTENTION!

## USED PHONOGRAPH BUYERS

Please write for our latest used equipment catalogue offering our current best prices.

### MUSIC SYSTEMS, INC.

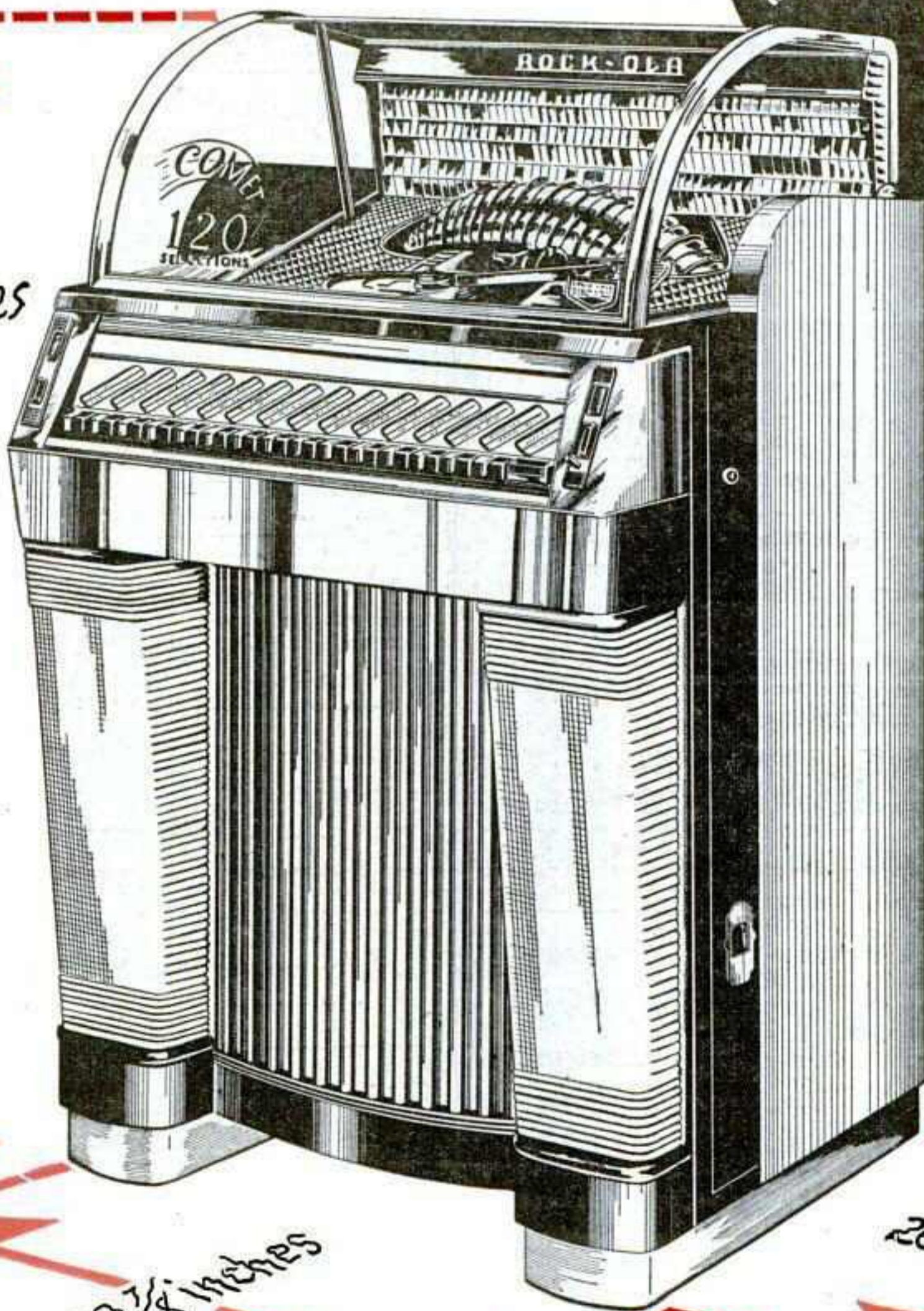
CLEVELAND, OHIO 2600 Euclid Cherry 1-3801	TOLEDO, OHIO 1302 Jackson Main 6192	DETROIT, MICH. 10217 Linwood Tulsa 3-3900	LANSING, MICH. 1224 Turner Lansing 5-4243
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# Beyond Belief!

## 120 SELECTIONS

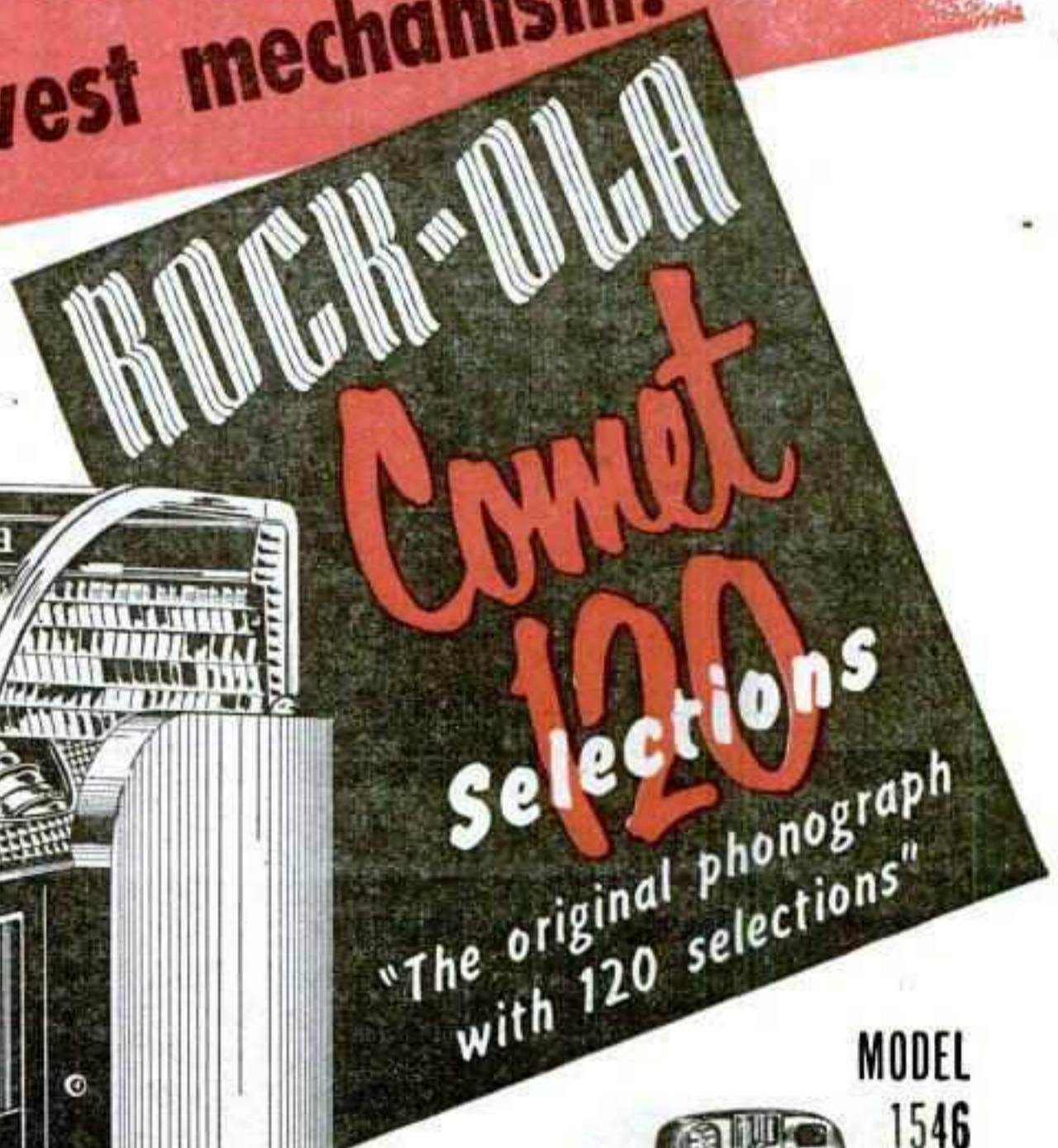
in the world's smallest console phonograph  
with the world's newest mechanism!

53 1/8 inches

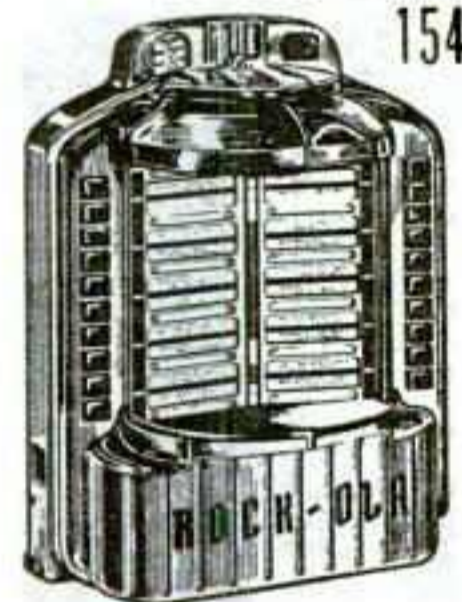


29 7/8 inches

26 3/4 inches



MODEL 1438



MODEL 1546

*the Original Wall Box  
with 120 Selections*

ROCK-OLA MANUFACTURING CORPORATION  
800 North Kedzie Avenue • Chicago 51, Illinois

# ASCAP Legislation Highlights MOA Business Meetings

## Ops Urged to Start Offensive; 3 Speakers Report on Hearings

CHICAGO, March 13.—Highlighting the three morning business sessions of the MOA convention were reports on the copyright legislation aimed at excluding the juke box from the tax provision.

Three principal speakers aired their views on the subject and told the operators what could be expected from ASCAP and other copyright organizations in the future. The three were Sidney Levine, national counselor of MOA; George A. Miller, president and business manager of MOA, and Cong. George P. Miller of California.

Levine, who has fought against ASCAP legislation since 1944, when he was counselor for the New York Operators' Association, and has represented MOA in its fight since its inception in 1948, was the first to discuss the subject.

Levine reviewed his experiences. He pointed out that altho the names of the bills had been changed, in principle, they had remained the same. He told operators they could be proud of MOA and the fight that it has conducted.

"MOA was not caught napping when the McCarran Bill was introduced," Levine said. "ASCAP was expected to come back again after the Bryson Bill was defeated in 1952, and when the McCarran Bill was introduced the leaders of MOA were ready for it."

Levine warned operators that ASCAP would continue to fight against MOA. He urged operators to do everything in their power to make MOA a stronger and better organization. He also asked them to submit suggestions that might aid the organization.

George A. Miller did not go into detail on the ASCAP situation

but did from time to time offer his own views. He praised the officers of MOA for their participation and co-operation in assisting in the defeat of past bills. He thanked Clint Pierce, first vice-president of MOA, for his active part during the last hearings when he himself was too ill to participate.

Miller said that the juke box operator had always been exempted from the Copyright Act and that MOA would do everything in its power to fight any legislation aimed at removing this exemption.

The last speaker to discuss the situation was Congressman Miller. He warned operators of the fight ahead, pointing out the tremendous public relations efforts being used by ASCAP. "They'll keep the pressure as hard as they can as long as they can," he said. "ASCAP must not be underestimated."

He explained to operators that publishers and songwriters were not illy rewarded for their efforts. He told them that altho ASCAP and BMI could wait out this legislation, operators could not. A defensive, he said, was all right in preparation for a battle but an offensive was needed to win.

"Don't be discouraged," he warned. "Remember that the \$5 million dollars that would be taxed on you would come from your pockets and that it's worth fighting for. Here is a chance for the small businessman to prevail."

Congressman Miller said that MOA had come a long way. "It has fought legislation fairly and honestly and has tasted victory for its efforts."

He said that he was confident that the organization would continue to grow and help safeguard the future of the music industry.

# New 1st Place Team in Chi Bowling League

CHICAGO, March 13.—The last two weeks of bowling for members of the Automatic Phonograph Bowling League have been as hectic as they come. The team of Oomens Sons, which had held first place since the season began, fell to second place as Decca Coral walked off with five out of the last six games, stepping into the top spot.

The third and fourth placers are separated by only two games and there is a three-way tie for the fifth slot. All along, teams are separated by a small enough margin to allow a general shift of standings at any time.

Following are the teams and their standings after 75 games:

	W	L
Decca Coral	48.5	26.5
Oomens Sons	47	28
Paschke Phono	42	33
Atlas Music	40	35
ABC Music	38	37
Melody Music	38	37
Western Music	38	37
Star Music	35.5	39.5
B & B Novelty	34	41
Gillette Distribs	33	42
Mercury Records	30	45
Coven Music	26	49

John Oomens, secretary of the league and a member of the Oomens team, announced that plans had been made for the annual bowlers' banquet to be held on May 22 at the Belvedere Buffet, 6012 W. Grand Avenue.

With only 10 more weeks of bowling left before the season ends, the battle for positions promises to be a fight to the finish.

# Trans-World Adds Rep in So. America

CHICAGO, March 13. — Joe Caldron, head of Trans-World Trading Corporation, announced Thursday (11) that James Davran had joined his firm and that he would handle the sale of Ristaucrat's new juke box in South America.

Caldron said that Davran, a veteran in the exporting of coin-operated machines, would soon be making long trips thruout South America. He said that he thought the trips would last anywhere from six to 10 weeks and that the first one would probably get under way by the middle of April.

Caldron, who specializes in coin machine exports, said that the market in South America had grown considerably during the past year and that he felt certain the rise would continue.

## THE BILLBOARD INDEX

# 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 Mar. 13	Issue of Mar. 6	Issue of Feb. 27	Issue of Feb. 20
<b>AMI</b>				
Model A.....	\$139.50	\$139.50	195.00	\$139.00 160.00 195.00
Model B.....	269.00	269.00	275.00	269.00 275.00 229.50 250.00
Model C.....	279.50	299.00	310.00	249.50 299.00 279.50 285.00
Model D-40.....	395.00	395.00(3)	400.00	349.50 395.00 395.00 400.00
Model D-80.....		439.50	495.00	439.50 479.50 495.00
<b>CHICAGO COIN</b>				
Band Box.....	139.00	139.00		139.00 95.00 139.00
<b>EVANS</b>				
Constellation.....	210.00	325.00		325.00 245.00 325.00
<b>MILLS</b>				
Constellation.....		125.00		125.00 125.00 215.00
<b>RISTAUCRAT</b>				
12 Selection.....		60.00		79.00
<b>ROCK-OLA</b>				
Fire Ball 45 RPM.....	475.00	470.00	475.00	469.50 475.00 475.00 545.00
1422.....	89.00	99.50	89.00	89.50 49.50 79.00 89.00 89.50
1426.....	109.00		109.00	99.00 99.50 99.00 109.00
1428.....				175.00 195.00 225.00
1432.....		289.50		275.00 289.50 275.00 289.50
1434.....	375.00		375.00	375.00 395.00 375.00
1436 Fireball 45 RPM.....				429.50
52-50.....		459.95		
1947.....	125.00	125.00		125.00 125.00
1948.....	250.00	250.00		250.00 250.00
<b>SEEBURG</b>				
Hideaway.....		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	450.00		450.00
H M 100 A.....	339.50	339.50		339.50
M 100 A 78 RPM.....	495.00(3)	419.95	449.00	349.50 450.00 350.00 375.00
			489.00	495.00 395.00 450.00
			495.00(3)	495.00
M 100 B 45 RPM.....			599.50	
146.....	99.00	99.50	90.00	99.50 50.00 69.50 65.00 99.00
H 146 M Hideaway.....			135.00	99.00 99.50 99.50 135.00
146 M.....				79.00
H 146 Hideaway.....		75.00		75.00 50.00
147.....	109.50	129.00	109.50	129.00 75.00 89.50 75.00 109.50
			150.00	109.50 129.50 129.00 165.00
147 M.....				109.00
148 Hideaway.....				139.50
H 147 Hideaway.....				85.00
H 148 Hideaway.....	95.00			95.00
148.....				139.50 195.00 195.00
148 M.....	189.00			189.00 189.00
148 ML.....	159.50	199.00	159.50	189.50 159.50 199.00 159.50 179.50
			199.00	199.00
148 SL.....				159.00
H 246 Hideaway.....				75.00
1946 Hideaway.....	89.50			89.50 89.50
1947 Hideaway.....				99.50
1948 Hideaway.....	109.50	165.00	109.50	165.00 109.50 165.00 109.50 165.00
<b>WILLIAMS</b>				
Music Mite.....	75.00	90.00		90.00 90.00 75.00 90.00
<b>WURLITZER</b>				
1015.....	99.50	89.95	99.50(2)	79.50 99.00 99.50(2) 150.00
			150.00	150.00
1017 Hideaway.....	59.00			59.00
1017 A Hideaway.....	85.00			85.00
1080.....	99.00	99.00	99.50	99.00 100.00 99.00 125.00
			125.00	125.00
1100.....	189.50	235.00	189.50	189.95 169.50 189.00 185.00 189.50
			210.00	225.00 219.00 225.00 235.00
				225.00(2) 245.00
1217 Hideaway.....		219.00		200.50
1250.....	249.50	295.00	249.50	249.95 229.50 249.50 295.00
			275.00	300.00 325.00
			295.00(2)	325.00
1400.....		429.50	429.50	449.95 399.50 429.50 429.50
				495.00
1450.....		429.50		
3020.....				12.95

## Info in Other Departments

Among the stories of general interest to the coin machine industry to be found in the General, Music and other departments up front in this issue of The Billboard are:

**'SUCH A NIGHT' BANNED.** The song, "Such a Night," has been banned by Ed McKenzie, disk jockey on WXYZ, Detroit (Music department).

**POP CHART EXPLANATION.** Over 600 column-inches of information are published in the Pop Charts each week. Yet there are only five basic elements in the material designed to follow a record from the "cradle to the grave" (Music department).

**CAPITOL JAZZ PROMOTION.** Capitol Records will train a large segment of its promotional guns on a heavy series of jazz releases during April, with the release of nine LP and EP sets (Music department).

And many other informative news stories as well as the Honor Roll of Hits and pop charts.

## How Was Your Timing on . . .

# "THE MAN WITH THE BANJO"

THE AMES BROTHERS  
RCA VICTOR 20-5644

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

FEBRUARY  
24, 1954

Title Strips  
Ready for Top  
Juke Profits

FEBRUARY  
24, 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 \_\_\_\_\_

**MUSIC OPERATORS  
CONVERT YOUR  
Seeburg Selectomatic 100-A  
78 RPM to 45 RPM**

Modernize and Beautify your machines at very low cost. Easily reconverted back to 78 with no parts required. Installation—less than one hour.

Location tested and proven trouble free for several months. Guaranteed to work. All necessary parts furnished. Complete simple instructions included with the kit.

**\$59.50** f.o.b. Detroit  
1/3 deposit with order, balance C.O.D.

1/3 deposit with order, balance C.O.D.

Contact us or see your local distributor. We export to all countries

**HERB WEINGARDEN, SALES MANAGER**

**RECCO MFG. CO.** 24681 Kenosha Oak Park 37, Michigan Phone: Lincoln 6-7369





H. T. (Heinie) Roberts

**OPERATORS  
and  
DISTRIBUTORS  
LOCATED  
in the  
EAST**

★ ★ ★

***YOU'RE  
INVITED***

**To visit our complete MUSIC SERVICE Exhibition  
at the BARCLAY HOTEL, 47th & Lexington Ave.,  
New York City, MARCH 22-23-24-25.**

**M**USIC SERVICE FOR PROFITS . . .  
High Fidelity music on tape was  
the outstanding profit opportunity  
at the M.O.A. Convention in Chicago,  
March 8-9-10. Music operators were quick  
to realize the unlimited opportunity for  
additional income we are offering. If you,  
Mr. Distributor and Mr. Operator, did not  
attend the M.O.A. convention, write for

our brochure fully describing how you may  
enjoy additional music service profits.

*I personally urge you and welcome you to determine  
if your territory is now open. Expansion in this new  
Era of Music recording is so rapidly moving that it's  
a must that you find out if there is an opening in your  
territory. New Profits—New Markets—are the answer,  
and I welcome you to learn how you can build for  
yourselves a lifetime "annuity" income.*

*"Heinie" Roberts*



*I will look for you at the*  
**BARCLAY HOTEL**  
NEW YORK CITY  
**MARCH 22-23-24-25**



or phone or address your inquiries to:  
**H.T. (Heinie) ROBERTS**  
225 West Ohio Street, Chicago 10, Illinois  
Whitehall 4-1889

## Eastern Acquires Lunch-O-Mat; Has All-Purpose Unit

Press, Civic, Business Leaders To See Line at Waldorf Dinner

NEW BEDFORD, Mass., March 13.—Eastern Electric, Inc., founded less than a decade ago and since grown to one of automatic merchandising's largest manufacturing enterprises, this week made public a major expansion program.

Anthony Caruso, president of Eastern, said his firm:

1. Had acquired manufacturing and sales rights to the Lunch-O-Mat food and beverage merchandiser.

2. Would be ready in late summer or early fall with an all-purpose merchandise vending machine.

mer or early fall with an all-purpose merchandise vending machine.

### Waldorf Party

Next Thursday, March 18, Eastern will be host at New York's Waldorf-Astoria to a group of civic and business leaders. At that meeting, Caruso and Larry Reiss, founder of Lunch-O-Mat, will officially sign the contract giving Eastern rights to make and sell the machine Reiss developed.

At that time, too, Eastern will show its all-purpose machine. Caruso said the vender was now 80 per cent tooled. The tooling was done in Italy where the Caruso family has extensive business interests, but the vender will be built at Eastern's New Bedford plant.

Eastern's acquisition of the Lunch-O-Mat and its plans for the all-purpose machine will give the company a complete feeding package in addition to its Electro console cigarette vender.

### Delivery Soon

Caruso told The Billboard, "We are going to get the Lunch-O-Mat into production just as quickly as we can." The major job: Tool-

(Continued on page 87)

## Champion Bows New Vender for Eppy Capsules

Seek Vending Rights To Natl. Brand Cough Drops, Aspirin, Etc.

SAN ANTONIO, March 13.—A new capsule type vender, Toy Tower, was announced this week by Frank E. Scott, vice-president of Champion Vendors Supply Company. Price of the unit, which goes into production Monday (15), was not reported.

The vender, 6.5 inches wide and deep and 19 inches high, holds 300 of the capsules recently introduced by Samuel Eppy & Company. The plexiglas display window contains 120 square inches of display area.

Scott declared that Champion Vendors is now negotiating for rights to vend nationally advertised "personal necessities" such as aspirin, cough drops, etc.

"Because of the unlimited variety of items that can be vended in the capsules, it is almost certain that . . . capsule vending will prove a milestone in bulk vending," Scott said.

The vending wheel of the new vender is a three-hole "whirlpool" type with a vertical spring for softer, more position action. Center hopper, chute and coin plate have been modified to allow the capsule to vend regardless of the position it takes in the vending wheel, according to Scott.

## Rowe Outdoor Milk Unit in Production

Vender, Field Tested by Dairies, Now Set For General Sales; to List for \$945

NEW YORK, March 13.—Production on the Rowe Outdoor Milk Vending Machine is now underway, with a price of \$945, f.o.b. Whippany, N. J., set for the unit, the firm announced this week. Company officials said the vender may be bought with a third down payment and the balance in 15 days, or on a deferred payment plan.

While the vender has been field tested with several Eastern dairies, this marks the first time it has been put on the general market.

The unit, with a capacity of 140 half-pint, third-quart, pint or quart containers, is a two-level machine capable of selling two products simultaneously at different prices—milk from one side,

chocolate milk from the other. A changemaker is required for each level.

Special equipment includes a Rowe Model 66 changemaker, which gives change in combination of nickels and pennies (\$37.50), and a protective alarm system (\$25).

The unit is 73.5 inches high, 42 inches wide and 31.5 inches deep. Fully automatic, it is in-

(Continued on page 83)

## Western Assn. Defendant in \$100,000 Suit

5-Month-Old Legal Action Given New Twist by T & B Co.

LOS ANGELES, March 13.—Charging unlawful restraint of trade, the Western Vending Machine Association, four individuals, and 31 unnamed persons are defendants in a damage suit that could total \$450,000 in Superior Court here. The charge was filed by Roza Tyroler and Carl W. Bruhn, of T. & B. Vending Company.

The suit asks \$100,000 damages from the association and \$10,000 each from Preston Coombs, Phil Sreden, Lew Feldman, and Sid Bloom, John Doe 1 to 25; Mary Green, 1 to 5, and John Doe Company.

The complaint alleges that the WVMA is "an unincorporated group of individuals who clubbed together for mutual protection and

(Continued on page 83)

## Steel Products Intros Penny Cup Dispenser

CEDAR RAPIDS, Ia., March 13.—Steel Products Company introduced a new 1-cent cup dispenser in two models this week. The price, not yet definite, was reported at "around \$35."

Both models have an enclosed stainless steel cup well and visible cup supply. Model CC has a 150 cold cup capacity, while Model HC accommodates 100 hot cups. Finish is brown baked enamel. The units can be mounted directly to a vender or wall.

Steel Products will market the cup dispensers under the E-Z Way name, which is also used for its coffee vender.

## MILK MCHS. 'SHOW MO.'

### Schools, Dairies Looking to Venders

JEFFERSON CITY, Mo., March 13.—Milk venders are proving their plus-market, health and convenience advantages in no uncertain terms in the "Show Me" State. Back of the strong program of automatic merchandising milk thru Missouri are a growing number of dairies, whose experience to date has indicated that by making the product available in previously untouched locations, more people drink more milk, more often.

Tracing the growth of milk vending operations in the State was a recent feature, with a full front cover photo showing equipment in operation, in The Missouri Ruralist, a weekly agricultural publication.

Three facts highlight the interest in and plans for milk vending thru the State:

O. E. Allen, a dairy marketing specialist, is currently promoting a State-wide campaign to put milk vending machines in schools; he is urging local groups interested in health and education to assist in getting milk venders in schools.

A dairy manager, Bert Putnam, reported that schools in his firm's area are showing increasing interest in milk venders, with three new school installations in recent months.

The entire output of one large herd of dairy cattle is being marketed thru venders.

Following installation of a milk machine in a Lockwood grade school last year, 544 gallons were sold during the first seven months of operation; daily average is now approximately 200 bottles. This reception resulted in the placement of second unit at a near-by high school.

Hiland Dairy manager Bert Putnam, who reported the growth of milk vender interest among school officials, stated the minimum sale required per vender (50 bottles a day) is no problem. Hiland has 55 machines in operation.

Green Lane Farm, owned by Ezra Knaus, whose 60-head dairy herd provides milk for his 60-vender route in Kansas City factories, offices and garages, is one of the most unique operations; its entire milk output is sold only thru machines.

Knaus vends both half-pints and third-quart cartons; they are cone-shaped and use a regular bottle cap, thus making it easy to drink from.

As all venders operate at a dime, Knaus pointed out that his milk is being vended, actually, at 30 and 40 cents a quart. As the cost of his half-pint paper bottles is about 2 cents each, he stated that 8 cents a quart extra cost must be added.

## NAMA MOVIE PREMIERE AT '54 CONVENTION

CHICAGO, March 13.—The premiere showing of the National Automatic Merchandising Association public relations motion picture will be made at the 1954 convention in Washington, D. C., October 10-13, it was announced this week.

Final approval of the film producer is now in process, according to the NAMA Script Committee. Following completion of the special script for the movie, minimum shooting time of four months for actual filming will permit any necessary retakes and/or revisions deemed necessary to bring the project up to a top quality presentation, it was stated.

## Announce Specs Of New Stoner Coffee Vender

AURORA, Ill., March 13.—Stoner Manufacturing Corporation this week announced details of its new coffee vender scheduled for initial delivery this month. The machine, acquired from Del Products Company in January, was priced at \$375 last week, same as when marketed by Del (The Billboard, March 13), but with "substantial changes."

Inclusion of an outside manual cup stack at \$35 brings machine cost to \$410. The original 300-cup capacity is retained, along with use of dry ingredients.

Externally, the Stoner Cafe incorporates these improvements: addition of legs and levelers, more convenient selector panel and coin chute, embossed frame for de-

(Continued on page 87)

## NAMA Sets New Sectional Meets

CHICAGO, March 13.—The date and site of National Automatic Merchandising Association's third and fourth sectional meetings were set this week.

The third meeting will be held April 30-May 1 at the Highland Inn Hotel, Carmel-on-the-Sea, approximately 30 miles west of San Francisco. The meeting will include Regions X, XI and XII, covering Montana, Arizona, Washington, Oregon, Utah, New Mexico, Nevada, Wyoming, Idaho and California.

The fourth meeting, May 7-8 at the Baker Hotel in Dallas, will include Region IX and the Western portion of Region VIII. It will include Arkansas, Louisiana, Oklahoma, Colorado, Kansas, Nebraska and Texas.

There will be three more NAMA sectional meetings this year, for a total of seven. Their dates and sites will be announced shortly.

## New Drum for Northwestern's Tab Gum Vender

MORRIS, Ill., March 13.—The Northwestern Corporation this week started making initial deliveries of its improved selective tab gum vender. The unit features removable 10-column vending drum, permitting "full for empty" exchange as in bulk vender models, and a window exposing the bottom item in each column as it is rotated to vending position.

Price remains the same: \$25.95. Cost of extra vending drum is \$6.75 each, less gum weight plates.

The previous tab gum model, it was pointed out, cannot be converted to handle the removable drums.

## Juice Bar Shuts Mattawan Plant

STAMFORD, Conn., March 13.—Jack Cross, executive vice-president of Spacarb, Inc., announced this week that the Juice-Bar plant in Mattawan, N. J., had been closed down and that all canned drink venders would be made at the Stamford plant. Spacarb and Juice-Bar merged last year, with the Stamford plant being used for Spacarb cup drink vender production and the Mattawan plant being used for Juice-Bar production.

The shift of Juice-Bar production to the Stamford plant was made in the interests of efficiency and economy. Cross said, however, that canned juices used to supply Juice-Bar venders would continue to be supplied by Juice Drinks, Inc., Mattawan.

The Stamford plant is currently making a canned carbonated beverage vender for Cantrell & Cochrane, Englewood, N. J.

## Hershey, Beech-Nut Net

NEW YORK, March 13.—Hershey Chocolate Corporation earned a net income of \$9,908,547 during 1953, compared with \$9,647,234 a year earlier.

Beech-Nut Packing Company also increased its net earnings last year; \$3,703,470 from \$2,910,053 in 1952.

## SANITARY NAPKIN BOOM

### N. Y. Firm Plans 15,000 Unit Route, National Sales

NEW YORK, March 13.—When an operator gets more than 3,000 venders on location in less than six months and talks of placing another 15,000 units by the end of the year, all in the metropolitan New York area, he's usually engaged in wishful thinking.

However, in the case of Sid Waters, head of Delicate International, Inc., there is a strong possibility that the wish will become fact.

Waters operates sanitary napkin venders and sells the dispensers, which he has made for him by Union Product Sales, Garwood, N. J. The napkins,

which he also sells, are made by Press Products, East Killingsley, Conn.

### \$44.50 List

The mechanically operated unit, which lists for \$44.50, has a capacity of 86 napkin capsules—48 ready to vend and 36 in reserve—less than three inches long and about a half inch in radius.

Major sales factor in the lip-stick-sized napkin is its size. The napkin, complete with sanitary belt attached to the sides, is compressed in a cardboard tube which looks much like a blue shotgun shell—or a roll of pen-

(Continued on page 83)

## VENDERS AID PRODUCTION

### Parke, Davis Program Sound Industry Lesson

DETROIT, March 13.—An unusual experiment in employee-employer relations resulted in the installation of venders in the local plant of Parke, Davis & Company, one of the world's largest pharmaceutical manufacturing firms.

The \$64 question asked by plant management was answered as a result of the installation: Do venders help production? Parke, Davis' answer: Yes.

Venders were originally placed in the plant after a survey of employee opinion. The questionnaire

given to workers covered safety, sanitation, knowledge of company activity generally and vending machines.

The key question on machines: "In addition to the food service provided by the cafeteria, would you like to have vending machines at convenient locations throuthout the plant where you could get soft drinks and candy?"

### Survey Results

While both hourly and salaried employees showed about the same

(Continued on page 87)

Be the first with  
**Karl Guggenheim's**  
MINIATURE  
**HOT WATER**  
BOTTLE



\$10.00  
per thousand  
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Kids like realism, so we have produced a "heart warming" miniature Hot Water Bottle molded of special soft material that looks and feels like the real article. For extra flash it is available in Gilt finish at the same price.

Order from your distributor or from  
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## NCWA Sets Meet Program

WASHINGTON, March 13.—National Candy Wholesalers Association announced a schedule of events for its 1954 convention and exposition, August 1-5 at the Hotel Commodore, New York.

Opening Sunday (1), with registration at 11 a.m. and a board of directors meeting, next function will be the board of directors and trade press luncheon at 1 p.m. At 7 p.m. there will be a preview of the exposition.

Monday (2), an early birds breakfast will be held at 8:30 a.m., with the opening luncheon and business session at 12:15 p.m. The grand opening of the exposition will take place at 4 p.m.

The second general business session will open at 9 a.m., Tuesday (3), followed by an NCWA luncheon and executive session at 1 p.m. The exposition reopens at 2 p.m.

The third general business session will start at 9 a.m., with the exposition opening at 1 p.m. The annual banquet and ball will start at 7 p.m.

## Tobacco Sundries, Accessory Session Set for NATD

NEW YORK, March 13.—A seminar on pipes, smokers' accessories and sundries will mark the April 1 business session of the six-day convention of the National Association of Tobacco Distributors (March 28-April 12).

Chairman will be Charles A. Rubey, J. P. Rubey Company, Chicago. Subjects and their speakers follow:

"Retaining a Market," Vincent C. Ziegler, Gillette Safety Razor Company, Boston; "Rack Merchandising," Louis Tardell, vice-president, Merchandisers, Inc., New York; "Creating an Impulse Market," Russell L. W. Castaline, director of sales, Brite Manufacturing Company, New York; "Synchronizing Sundries With Turnover," L. G. Rogers, president, Rogers Imports, Inc., New York; "Selling Sundries to the Salesman," E. E. Cody Jr., Myers-Cox Company, Dubuque, Ia.; "Milking Sundries," Bernard Slater, Standard Cigar and Tobacco Company, Minneapolis, and "Diversification—a Blessing or a Headache?" Max Bloom, S. Bloom, Inc., Chicago.

**Women's Division**

The NATD Women's Division holds its business meeting the same afternoon at the Hotel Sherman, while the closing convention session gets under way in the Grand Ballroom of the Palmer House, with William Hagman, Hagman Candy Company, Pittsburgh, Kan., presiding.

Also set for the afternoon is the presentation of the Alex Schwartz Memorial Award by Bert Cunningham, NATD board chairman, and informal comments by Joseph Kolodny, NATD managing director.

After committee reports, directors will be elected. The NATD 22d anniversary banquet will be held that evening in the Grand Ballroom and Red Lacquer Room.

## Rule Vender Air Insurance Covers Non-Sked Flights

ALBANY, March 13. — Air travel insurance purchased from an airport vender covers a passenger on non-scheduled as well as scheduled flights, the Court of Appeals held this week.

The ruling was made in a suit stemming from the death of a vender-insured person when a Florida-bound plane crashed at Elizabeth, N. J., in December, 1951. In a 4-to-2 decision, the court ruled that the Fidelity and Casualty Company of New York had to pay a \$25,000 claim to a beneficiary.

The insurance company refused to pay the claim, holding that the policy did not cover non-scheduled flights. Lower courts held that the language of the policy was not clear.

In an opinion, associate Judge William Conway said that the insured "would not have purchased the insurance if it did not cover the trip, or he might have purchased it and changed his plane." Therefore, the judge declared, additional care must be taken by companies selling such policies.

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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.)



**SPECIAL DUGRENIER CHAMPION**  
9 Cols.—420 Cap.  
All King Size or Regular  
**\$97.50**

**UNEEDA CIGARETTE VENDORS**  
Model E, 6 cols., 168 cap. .... \$ 75.00  
Model A, 4 cols., 180 cap. .... 87.50  
Model 500, 9 cols., 350 cap. .... 95.00

**ROWE CIGARETTE VENDORS**  
Imperial, 6 cols., 180 cap. .... \$ 85.00  
Royal, 10 cols., 400 cap. .... 110.00  
Royal, 8 cols., 320 cap. .... 100.00  
President, 10 cols., 475 cap. .... 135.00  
President, 8 cols., 380 cap. .... 130.00  
Crusader, 10 cols., 475 cap. .... 155.00  
PX CIGARETTE VENDOR, 10 COLS., 300 CAP. .... 140.00

**CANDY MACHINES**  
DuGrenier Candyman, 72 Bar Cap. ... \$ 49.50  
Uneeda Candy, Wall Model, 102 Cap. 65.00

**SODA AND COFFEE MACHINES**  
Coca-Cola Bottle Vendors—Cup Drink Vendors—Coffee Vendors—  
WRITE FOR INFORMATION.

Our Paints are VENERIZED. Prevents Peeling, Flaking and Rusting. All Equipment Unconditionally Guaranteed. Trade Prices.  
1/3 Deposit, Balance C.O.D.

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"The Nation's Leading Distributor of Vending Machines"  
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From LITTLE ACORNS mighty INCOMES grow!

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The only completely die-cast aluminum, precision built

## ALL-PURPOSE VENDOR

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- Polished, easy-to-clean merchandise chute.
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**NEW! SILVER STREAK**  
BRUSH HOUSING & BALL GUM WHEEL

**1c & 5c mechanism slides into place—no screws!**

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## MANDELL GUARANTEED USED MACHINES

N.W. DeLuxe 1 1/2 & 5/8 Comb. ....	\$13.95
N.W. 239 1/2 Porc. ....	7.95
N.W. 232 1/2 Porc. B.G. ....	7.95
Master 1 1/2 Bulk Porc. ....	7.45
Master 5/8 Bulk Porc. ....	7.45
Master 1 1/2 & 5/8 Bulk Porc. ....	7.95
Columbus 1 1/2 Bulk ....	7.45
Silver King 1 1/2 B.G. or Mds. ....	7.45
Silver King 5/8 ....	7.45
Exhibit Post Card (Metal) ....	15.00
Advance #1 1/2 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 ....	.28
Mixed Nuts ....	.55
Almonds 480 ct. 5 lbs. vac. pk. ....	.85
Baby Chicks ....	.32
Rainbow Peanuts ....	.30
Boston Baked Beans ....	.30
Jelly Beans ....	.28
Licorice Lotenges ....	.25
M & M ....	.44
Assorted Fruit Charms, 100 ct. ....	.42

Rain Bio Ball Gum, all sizes, 200 lbs. minimum. Prepaid, per lb. .... \$ .28  
Adams Gum, all flavors, 100 ct. .... .44  
Wrigley's Gum, all flavors, 100 ct. .... .47  
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.  
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## PARTY NUT SHOP JR.

Bar and Tavern Hot Nut Cabinet



## NOT COIN OPERATED

Three compartments for three kinds of nuts.  
Lighted by two small bulbs which also supply heat for nuts.  
It's small, only 10" high, 11" deep, 18" wide.  
Baked white enamel, trimmed in high finish stainless steel.  
Sets on back bar, serviced by bartender at 10c or 15c per scoop depending on kind of nuts. Nuts supplied by us, or from your own source.

ONLY \$37.50  
\$10.00 DOWN, BAL. C.O.D.

15 DAY REFUND PRIVILEGE  
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Operator Cost	Bartender Cost	Customer Cost
Redskins ...	.34c Lb.	45c 85c
Mixed Cashews ...	.55c Lb.	80c \$1.35
Mixed Nuts ...	.55c Lb.	80c 1.35

Nuts Can Be Obtained From Us  
3 5# Packages as Above, \$7.20  
Nut Cups, \$2.50 Per Thousand  
WRITE FOR QUANTITY DISCOUNTS

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Please send me one Party Nut Shop Jr. I am enclosing \$10.00, bal. C.O.D.  
 Please send me one Party Nut Shop Jr. and 3 5# packages of nuts. I am enclosing \$10.00, bal. \$34.70 C.O.D.  
 Please send me one Party Nut Shop Jr., three 5# packages of nuts and one thousand Nut Cups. I am enclosing \$10.00, bal. \$37.20 C.O.D.

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# ATLAS MASTER penny nickel

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**Rowe Issues Note For \$2.5 Million**  
NEW YORK, March 13.—The Rowe Corporation here has issued a \$2.5 million, 4% per cent note, due during the period from December 1, 1954 to 1963, to the Mutual Benefit Life Insurance Company.  
The loan will cancel out the unpaid balance of \$1,275,000 of a previous note with the insurance company. The balance of the loan, \$1,225,000, will be used by Rowe to retire bank loans and for general corporate purposes.

**Devices Novelty In New Quarters**  
CHICAGO, March 13.—Devices Novelty Company, headed by Tony Obodjinski, has moved headquarters to 231 W. Chicago Avenue. Firm formerly occupied quarters on Madison Street.  
A full line of supplies, including ball gum, bulk items, charms and stands is carried, in addition to the Victor bulk vender line for which Devices is a distributor.

**Calif. Candy Sale, Production Cited By Gott at Meet**  
SAN FRANCISCO, March 13.—Philip P. Gott, president of National Confectioners' Association, told candymen at the Western Candy Conference that California's ability to satisfy American taste had made it the fifth largest confection producing center in the U. S.  
Gott said that with less and less chocolate available, candy manufacturers were looking for new ways of producing candy products acceptable to the consumer. The shortage of cocoa beans has resulted in "an extremely high price per pound which is currently about 950 per cent more than in 1951."  
He pointed out that during 1953, 104 California candy makers accounted for over 4 per cent of the total U. S. candy sales, on the wholesale level, amounting to \$978,780,000. This amounts to over \$40,000,000 more and represents an increase of 3 per cent over 1952, Gott stated.  
Over the same period, he said, national candy sales volume only increased 1 per cent.  
"Increased recognition of candy as a food and as an ingredient in the preparation of food combinations has been noted during the past few years," Gott declared. "Wholesome energy value of candy is valued by industrial workers and the military, with practically 64 per cent of industrial workers eating candy daily."  
"Over 53 per cent of confectionery sold is in the form of items selling to consumers for 10 cents or less. California is the second largest candy consuming State in the U. S., eating its way thru nearly 250,000,000 pounds of confections annually."

**Coffee, Sugar Cost Climb Continues**  
NEW YORK, March 13.—This week the wholesale prices of coffee and sugar advanced again, indicating a further rise in the per-cup combination of the two commodities.  
Two major coffee roasters upped their vacuum-pack wholesale prices by 5 cents a pound and also increased instant coffee prices, while sugar jumped 15 cents a 100 pounds.  
Standard Brands, Inc., which distributes Chase and Sanborn Coffee, and the General Foods Corporation, distributor of Maxwell House, both set new prices at \$1.11 a pound. Albert Ehlers announced that its wholesale price for vacuum-packed coffee would be \$1.13 a pound, an increase of 5 cents, next week.  
Instant coffee was increased by the two distributors by 50 cents a 24-jar case, about a cent an ounce.  
Meanwhile, the Savannah Refining Corporation increased its price from .0850 a pound to .0865 a pound. The rise was attributed to the increasing price of raw sugar, currently at the high for the year.

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**MYSTERIOUS PYRAMID PUZZLE**



This puzzle consists of two identical plastic pieces. The idea is to put them together to form a Pyramid. If you can solve this puzzle in Five Minutes—you're a Genius.  
To make your customers feel smart—we give them printed instructions How to Solve the Mysterious Pyramid Puzzle.  
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This is the very first time a puzzle pastime is made available. Vends perfectly in your machines. Everybody wants one. It's the hottest gimmick of the year.

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**VICTOR'S MODEL HMS PENNY-NICKEL COMBINATION VENDOR**  
The Most Flexible Bulk Vendor Ever Constructed



**★ 6 MACHINES 1 IN**

The answer to "extra profits" from your present locations... and the perfect machine for opening new locations. You can change MODEL HMS over to ANY operation in a matter of seconds. Nothing extra to buy... no special tools needed... nothing to put on or take off.

**VENDING WHEELS**  
#104—For Chicle Treats or Chlore 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: 7½ 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 ..... 16.50 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

**New Filter-Tip Cig by Riggio**  
NEW YORK, March 13.—Cort, a new filter mouthpiece cigarette made by the Riggio Tobacco Corporation, Brightwaters, L. I., was introduced in the metropolitan New York area this week. Riggio also makes Regents, a king-size, non-filter cigarette.  
The new brand comes in a white pack with blue and gold lettering and a cotton filter. Retail price is 26 or 27 cents a pack, a cent or two more than standard brands.  
There are currently two other king-size filter-tip brands on the market—Viceroy and Parliament. Slated to hit the market soon is another, Winston, made by the R. J. Reynolds Tobacco Company.  
President Frank V. Riggio said that the company had no plans to distribute outside the New York area for the time being.

**Natl. Conference To Honor J. Kehoe**  
NEW YORK, March 13.—John R. Kehoe, vice-president of the Union News Company, will be guest of honor at a dinner sponsored by the National Conference of Christians and Jews, April 8, at the Waldorf-Astoria here. He will be presented with a silver plaque "For Outstanding Achievement in the Field of Human Relations."  
Ira Katz, president of the Metropolitan Tobacco Company, is chairman of the event. The dinner marks the 26th anniversary of the organization, organized to promote goodwill and understanding among Catholics, Protestants and Jews.  
All proceeds from ticket sales, at \$100 per person, will be used to further the brotherhood program in schools, colleges, churches, synagogues, fraternal and veteran organizations, Katz said.

**ADVANCE SANITARY VENDOR**  
The Finest for Vending "Flat-Pack" Products



Here is a durable, reliable, sanitary vendor... with the many exclusive features which have made the Advance name a symbol for the best in vending.  
Accommodates flat packages up to 7/8" by 2" by 3 1/4" has separate cash box... Advance coin-detector with automatic coin return when machine is empty... protected against break-in. Available for 1¢, 5¢, 10¢ or 25¢ operation.

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EVERYONE READY FOR LOCATION!

<b>6 Col. GUM VENDOR</b>	Cadillac Jr. 5¢ Tray \$7.50	<b>TOPPER</b> Deluxe Cabinet Model 1¢, with ball gum and charm wheels. \$10.95 Ea. 10 or more, \$10.50 Ea.
	N.W. Mod. 33 BG .. 7.50	
	Adv. Mod. D, 1¢ BG 6.95	
	Mod. V Globe Type 8.95	
	Mod. V Cab. Type 9.50	
	Vic. Deluxe Cab. Style .. 11.00	
	N.W. Mod. 39, 1¢ .. 8.50	
	Mills Adams Gum, 1¢ .. 17.50	
	DUG. Mod. G.V. Adams, 1¢ .. 14.50	
	Regal Vendors, 5¢ Bulk .. 7.50	
	Match Box Vendor, 1¢ .. 4.95	
	Stamp, 5¢ Slot .. 10.00	
	4-in-1 Vendors, 1¢ Bulk .. 7.50	
	Col. 5¢ Bulk .. 8.50	
	N.W. Mod. 33 Jr. .. 5.95	
Jew. 5¢, 2 Comp. .. 10.00		
Master 1¢ Bulk .. 8.50		
Acorn 1¢ Cab. Bulk 10.00		
N.W. Mod. 33, 1¢ Peanut .. 7.50		
Acorn 5¢ Cab. Mod. 11.00		
DUG. Mod. N 1¢ Adams, 4 Col. .. 14.50		
Ajax 3 Comp. 5¢ Hot Nut .. 59.30		
N.W. Deluxe 1¢ & 5¢ Comb. .. 12.50		
Pop Corn Sez, 10¢ .. 49.50		
Hawkeye Popcorn, 10¢ .. 39.50		
Phillies Cigar, 10¢ .. 19.50		

**ATLAS 5¢ ALMOND TRAY VENDOR**  
Special Deal! 1 Mach. & 5 lbs. of Almonds (700 Count) \$10.95

Write for Catalog of New & Used Vendors, Accessories & Supplies Full Cash With Order Less Than \$20.00. All Others ½ Deposit, Balance C.O.D.

**RAKE COIN MACHINE EXCHANGE**  
609A SPRING GARDEN STREET Lombard 3-2676 PHILADELPHIA 23, PA.

**Venders Sell More Ice Cream: Survey**  
NEW YORK, March 13.—Vending machines are playing an increasingly important role in ice cream merchandising, according to a nation-wide survey conducted by Ice Cream Field.  
Vendors and all outlets other than food stores, drugstores, restaurants and confectionery stores, sell over 13 per cent of the total ice cream production.  
Processors surveyed said they found vendors helpful in establishing new outlets for ice cream. Profitable locations cited include filling stations, plants, schools, theaters and beauty shops.  
Over 48 per cent of the typical manufacturer's output is sold thru food stores; 14½ per cent thru restaurants; almost 13 per cent thru drugstores and 11 per cent thru confectionery shops, according to the survey.

**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 Vendors .....\$18.95  
N. W. 49ers, 1¢ or 5¢ ..... 12.50  
ABT Challenger Gum ..... 65.00  
New N. W. 33, 39, 40 porc ..... 6.95  
S.K. HUNTER BALL GUM GUN .. 24.50  
Silver Kings, 5¢ ..... 7.50  
MILLS TAB GUM VENDER ..... 17.00  
Write for prices of charms & supplies.  
**BADGER SALES CO., INC.**  
2251 W. Pico Blvd., Los Angeles 5, Calif.

ADD COLOR TO YOUR VENDING MACHINES WITH IMPORTED Fruits and Vegetables  
20 Different Varieties \$10.95 M  
Freight Prepaid Write for Free Sample.  
**OHIO GUM SUPPLY CORP.**  
P. O. Box 155 Wickliffe, Ohio


**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.

**Market New Bulk Mch. Carrying Unit**  
AURORA, Ill., March 13. — A new carrying device for easier substitution of "full for empty" globes on bulk vendors was announced by Carl F. Everett here. Called the Everett Time Master the unit consists of a six-inch square metal base plate with a center rod. Globe assembly is slid down over the rod; latter is threaded on one end and passes into the lockwell of the globe cover. A handle with a machined screw-in type lock is used for carrying the loaded globe.  
According to Everett, about 12 of the carrying units will service a 100-machine route.

**HERE AGAIN!!! VICTOR'S TOPPER**  
The world's finest bulk and charm vendor



\$50.00 per case of 4, less than 25 cases.  
\$48.00 per case of 4, 25 cases or more.  
We stock the complete line of Victor vendors.

Send today for complete charm and merchandise lists and all bulk vending supplies.  
**H. B. HUTCHINSON JR.**  
860 North Ave., N.S. Atlanta 6, Ga.  
Tel.: Emerson 4300

**ABSOLUTELY SENSATIONAL!**  
SQUARE CUT RING



Available in two types of plating that does not peel  
**NICKEL PLATED** at ... \$16.50 Per M  
**24-K GOLD PLATED** at ... \$17.50 Per M  
All prices F.O.B. N. Y.  
They're beautiful... breathtaking... bombastic. Sparkling jewel square stone. Vends perfectly—in a time—In Rockets as well as machines with ball gum wheels—also fits capsules for merchandise vending. DEFINITELY THE FINEST VALUE ON THE MARKET!  
We have a stupendous assortment of "Initial" rings. Write for catalog sheet on all our new Rocket items.

**PAUL A. PRICE CO.**  
55 Leonard St., New York 13

**MAKE MORE MONEY IN VENDING!**  
Read The Billboard Every Week



For the biggest vending opportunity—for the latest prices on new and used vending equipment—for every bit of significant news in your industry.

Enter a Money-Saving Subscription Now!  
Fill out this coupon and mail today.  
Saves you more than 20% on newsstand price.

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio  
Yes  Please send me The Billboard for one year at \$10.  
(Foreign rate, one year, \$20) 846

Name .....  
Address .....  
City ..... Zone ..... State.....  
Occupation .....







THE BILLBOARD INDEX

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.

Table with 5 columns: Machine Name, Issue of Mar. 13, Issue of Mar. 6, Issue of Feb. 27, Issue of Feb. 20. Lists various amusement games like ABC (United), Airon Coronet, All Star Basketball, etc.

MOA Debates Copyright Idea

Continued from page 70

the following day when both publishers could be brought before the delegates to explain their ideas and answer questions.

The music operators displayed a lively interest in both proposals, but were obviously far from agreeing which, if either, of the two ideas they would favor.

Bargaining Weapon

Young said the third copyright society would exempt juke boxes from paying performance fees for the music it controlled. Young said the third society would give the music machine industry a bargaining weapon if ASCAP and BMI ever succeed in persuading Congress to amend the copyright act.

Said Young: "If they (ASCAP and BMI) ask \$5 million from us, we can ask \$10 million from them."

Spier countered: "If you don't pay your writers (royalties), what writers will give you songs?"

Writer Cites Problems

The debate continued in this vein until a delegate from the floor asked permission to introduce a songwriter, H. J. Lengsfelder, who advised the operators that the formation of a third society would cost a great deal of money, take from 10 to 20 years to develop during which time operators would have to be pre-

pared to play records which would not pull.

At this point, one MOA board member made a motion to refer the entire matter back to the copyright committee, but the motion was withdrawn when members on the floor protested they had not had an opportunity to ask sufficient questions.

Some Sample Questions:

Q. Do we know what the exact cost of administering these proposals would be?

A. By Miller: Spier's publishing venture would take 10 per cent as its cost of operating and an additional 10 per cent for Spier. Additional answer by Young: "Anything that's satisfactory to the committee."

Q. Where would the initial capital come from?

A. By Miller: Both Young and Spier said they would furnish it.

Operator Opinion

Individual operators then took the floor to express their own opinions, and these opinions also showed a division of opinion as to the merits of the proposals.

"Even if we make mistakes," said Florida operator Willie Blatt, "let's start now. Don't let's wait until our back is against the wall. We all know we buy 'dogs' which don't make a nickel and which we have to sell later for 10 cents."

"You expect me to buy 100 records?" said Washington, D. C., operator, Hirsh de La Viez. "You're not going to give me a dog... who's going to guarantee these sales?"

(Editor's note: Both plans called to operators to commit themselves to purchase a minimum number of records in order to insure the success of the venture.)

With the meeting more than a half-hour past noon, when it was scheduled to end, the members committed the matter back to the association's copyright committee for further study.

Pillow Radio Agency Changes Coin Chutes

BRIDGEPORT, Conn., March 13.—The Main Appliance Company, which has the exclusive agency for the dime-an-hour pillow radios in the Bridgeport, St. Vincent's and Park City hospitals, the three largest hospitals in the city, reports that it has had to change the coin chutes on some of its machines because some patients had been "cheating" by inserting straws in the old chutes.

Table with 5 columns: Machine Name, Issue of Mar. 13, Issue of Mar. 6, Issue of Feb. 27, Issue of Feb. 20. Lists various amusement games like Majorettes, Majors of '49, Marble Queen, etc.

Hoboken Checks Games Licenses

HOBOKEN, N. J., March 13.—In a move to enforce the city's licensing ordinance on coin-operated amusement games, city officials began a check of machines. The ordinance not only requires a license for each machine but also requires that it be displayed on the machine.

Only two machines were found without licenses in the Southeast section of the city.

A survey was made last fall of every machine in use in the city. Since then the actual number of machines has been compared with the number of licenses obtained.

The city wants to determine not only whether each machine has a license, but also whether licenses are displayed on the units.

Operators Hear

Continued from page 70

tion is coming up that has forgotten how to dance," he said.

He told operators that there should be a drive to lift this tax.

"The 20 per cent excise tax has certainly outlived its usefulness as a wartime emergency measure," he said, pointing that the revenue collected by the government had fallen from \$72 million in 1946 to \$46 million in 1953, and that the first two months of 1954 showed a continued decline.

MOA, he said, has been co-operating with the National Licensed Beverage Association which like ourselves is not taking a passive acceptance of this nuisance tax in 1954.

Steinberg said, "We feel that we have a good case at this time and are encouraged by the recent action of the House Ways and Means Committee in seeking to boost buying power by reducing excise taxes on some goods and services."

He closed by saying that the amusement tax committee did not feel that the tax would be repealed during 1954 but that it did have a good chance of being reduced.

Re-Elect Miller

Continued from page 70

arate story) necessitated an extension of the business session.

The first business undertaken was the consideration of a proposed amendment lengthening the terms of office from two to three years and increasing the number of officers—an increase in membership raised the officer group by three and the board of directors by four.

The amendment was carried.

The following officers were elected: Clint Pierce, vice-president; Al Denver, vice-president; Hirsh de La Viez, vice-president; Martin Britz, vice-president; William Hullinger, vice-president, all of whom were re-elected; Les Montooth, vice-president; Ray Cunliffe, treasurer; Harry Snodgrass, secretary, and Tom Withrow, sergeant at arms.

The following were elected to the board of directors: James Tolisano, Melvin Minser, Howard Ellis, Jack Mulligan, Larry Marvin, Dick Steinberg, William Blatt, William Placek, Victor Ostergren and John Gefke.

ATTENTION OWNERS OF BELL TYPE MACHINES. We are in the market for brand new Mills Bells. Write giving full description price, etc., to MILLS SALES COMPANY, LTD. ATTN: E. STEWART. Sender Warehouse Reno, Nevada

Give TO CONQUER Cancer. AMERICAN CANCER SOCIETY. Image of a hand holding a cancer symbol.



THE BILLBOARD INDEX

ADVERTISED USED MACHINE PRICES

ARCADE EQUIPMENT

Table listing various arcade equipment such as Ace Bomber, Air Football, Air Hockey, etc., with prices for different issues (Mar. 13, Mar. 6, Feb. 27, Feb. 20).

SHUFFLE GAMES

Table listing shuffle games like Big League Bowler, Bowl-a-Ball, Shuffle Alley, etc., with prices for different issues (Mar. 13, Mar. 6, Feb. 27, Feb. 20).



WE EXPORT PIN GAMES MUSIC MACHINES

Joe Ash

SEND FOR OUR LATEST LIST OF RECONDITIONED AND REFINISHED GAMES READY FOR OPERATION!

We are exclusive WURLITZER DISTRIBUTORS in Delaware-S. Jersey-S. E. Pennsylvania

ACTIVE AMUSEMENT MACHINES CO. 666 N. Broad Street Philadelphia 30, Pa. Phone: FRemont 7-4495 "You can ALWAYS depend on Active ALL WAYS!"

LEAGUE UNITED BOWLER and TEAM BOWLER. List of items and prices: Spot Light \$109.50, Coney Island \$129.50, Atlantic City \$195.00, etc.

TELEQUIZ WITH FILM \$100 EA. F.O.B. Milwaukee 1/3 Deposit MITCHELL NOVELTY CO. 3506 W. National Ave. MILWAUKEE 15, WIS.

FOR SALE Tools, Dies, Molds used in the manufacture of my line of Counter Games such as Columbia Imp, etc. Richard Groetchen 120 N. Union Ave. Chicago 6, Ill. Phone: RANDolph 6-3287

COBRA CARTRIDGES Realigned and Resurfaced, 75c each. ORIGINAL PERFORMANCE GUARANTEED 10 Days' Service Via Air Mail. ELECTRONIC INDUSTRIES P. O. Box 2008 Mesa, Arizona

Wanted for Murder... CANCER is the cruellest enemy of all. No other disease brings so much suffering to Americans of all ages. YET—though 23 million living Americans will die of cancer, at present rates—there is reason for hope. Thousands are being cured, who once would have been hopeless cases. Thousands more can have their suffering eased, their lives prolonged. And every day, we come closer to the final goal: a sure and certain cure for all cancer. THESE THINGS have all been helped by your donations to the American Cancer Society. This year, please be especially generous! Cancer MAN'S CRUELEST ENEMY Strike back—Give AMERICAN CANCER SOCIETY

Your ticket to SALES RESULTS—the advertising columns of THE BILLBOARD!

# Blatt Readies New Target Gun To Cost \$150

MIAMI, March 13.—A new target gun game is being tested on location by Willie Blatt, Supreme Distributors. Blatt hopes to market the game nationally. Featuring an automatic moving target and scoring device, the target gun, designed to sell for \$150 to operators, is geared for nickel play. "The price ought to appeal to operators," Blatt quipped. Cabinets are built locally. Assembly will be done at the Supreme warehouse.

## New Carousel

● Continued from page 69

Horton, sales manager of Texas Kiddie Rides. Two different animals are used on each ride. Twelve animals are available, including a rabbit, horse, zebra, burro, duck, turkey and reindeer. Animals come in three different materials: laminated plywood, aluminum and fiberglass. The ride has a 38-inch square base and is 80 inches high. Three types of music are available: records, tape or Thoren music box. Music can be set for continuous operation or only when the ride is in operation. Prices of the ride to operators: \$695 with plywood animals; \$739.50 with aluminum animals, and \$725 with fiberglass animals. Each ride carries a 90-day written warranty.

# Shuffleboard Group Talks Ad Program

DETROIT, March 13.—A continuous advertising program to promote table shuffleboard was discussed at the March meeting of the Detroit Shuffleboard Association last Friday at the Hotel Tuller, Detroit. Fred Chlopan, executive director of the association, announced that the group was considering participation in sportsmen's shows. Chlopan is sponsoring a program to try to make shuffleboard an accepted American pastime, and hopes to make tournaments a feature in daily newspaper sport pages. Plans were also made at the meeting for the Detroit Shuffleboard Association playoffs, scheduled for the first week in May. John Westerdale, director of leagues, is making final preparations, and schedules will be announced at the association's meeting in April.

Director Chlopan announced that the association's membership campaign was off to a good start with the addition of Tony Sanders-Miller-Newmark Company; Tom Kransky, Reliable Shuffleboard Company; Ed Burkowski, the Gold Seal Company; Mike Harowski, Charles Levitt, and Bud Fuller, Star Amusement Company.

# Traffic Increase To Up Coin Take

ST. JOHN, N. B., March 13.—Coin machine operations in the towns of Cape Breton Island will be affected by the construction of a new causeway to bridge Canso Strait and a plan now under consideration for licensing coin machines.

The causeway, which will draw increased vehicular traffic to Cape Breton towns and particularly Sydney, from the mainland of Nova Scotia, New Brunswick, Prince Edward Island and New England, should greatly step up the Cape Breton coin machine business.

The Sydney city council recently introduced coin machine licensing there, with yearly fees ranging from a minimum of \$5 for soft drink vending machines to \$50 for games. City officials have proposed that Glace Bay, North Sydney, New Waterford, Sydney Mines, Louisburg, and Port Hood join in licensing all coin machines—games, venders and juke boxes.

# Wash. Guild Names Officers

WASHINGTON, March 13.—Charles W. Bowles was re-elected president of the Washington Music Guild at the group's annual election meeting here last week. The Guild's new vice-president is Roger Squitro, of the Hirsch operation. Evan Griffith, of Pioneer Novelty, was elected secretary-treasurer for the fourth consecutive year.

Among new members named to the board were Jack Kaplan, Music Supply, and G. L. Sinclair, of Northern Virginia Music Company. Myron Loewinger, of National Amusement, and Horace Biederman, Biederman machines, were re-elected.

Griffith, acting as spokesman for the group, stated that the Guild would continue to push for dime play in the metropolitan area. "Dime play has helped tide operators over the slow seasons," he said.

The Guild indicated it would continue its fight against juvenile delinquency, evidenced by a recent contribution of \$300 to the Police Boys' Club.

## Coin Exhibitors

● Continued from page 69

chines; International also showed its 3-D coin viewers—two models of its 3-D Art Parade. Riteway showed its 3-D Theater and 3-D Kiddie Theater coin viewers.

A.B.T. unveiled its new Sentry coin mechanism.

Exhibit Supply, Deco, Texas Kiddie Ride and Meteor all exhibited coin-operated kiddie rides. Exhibit Supply unveiled its new Twin Pete the Rabbit ride and its new 2-cent picture card vender, and Deco showed the latest model of its Big Top Carousel for the first time at a trade show. Texas Kiddie Ride, organized as a manufacturing company in August, 1953, showed its Kiddie Carousel at the show, making its trade show debut. Meteor displayed five kiddie rides—Hook 'n' Ladder, Flying Saucer, Hot Rod, Pony Team and a Carousel. It also exhibited 3-D movies and 3-D pix.

### Enthusiastic Approval

All members of coin machine firms which exhibited expressed enthusiasm for the show. Herbert Klein, sales manager, International Mutoscope, declared, "We're pleased with the reception at the convention; this show, taking in all segments of the coin machine industry, definitely shows the trend for future MOA exhibits."

Art Weinand, sales manager, Exhibit Supply, was well satisfied with the results of the show. "Our new Twin Pete the Rabbit ride—and our new card vender—got a good reception." Both Carl Vandervoort and Cliff Horton, president and sales manager respectively of the new Texas Kiddie Ride Company, had nothing but praise for the show. "It enabled us to meet a number of operators we otherwise might not have met," Horton said.

Virtually all of the Chicago amusement game manufacturers held either formal or informal open houses for distributors and operators: Bally Manufacturing Company; Binks Industries, Inc.; Chicago Coin Machine Company, Exhibit Supply, Genco Manufacturing & Sales Company, D. Gottlieb & Company; J. H. Keeney & Company, Inc.; United Manufacturing Company, Williams Manufacturing Company.

## City Official

● Continued from page 69

a \$20 fee when the city last licensed games.

For the last two years games have been operated without fee or license, while the city's appeal from an adverse court decision has been before the State Supreme Court. A lower court had ruled the outlawing of games by the city was invalid. The Supreme Court heard arguments last November but has delayed handing down a decision.

City commission opinion has been divided on whether action should be taken on a licensing ordinance until the court case has been finally decided. Earl argued that the city should act now to obtain the revenue awaiting the city treasury. He said a \$50 fee would raise \$100,000 annually. The former fee for operators was \$70 annually, but this phase received no comment in the preliminary discussion.

Game operators have indicated to the commission a willingness to pay a fee higher than \$20. They are eager to have an ordinance that would stabilize their operations, it was pointed out.

## Candymen

● Continued from page 69

We are not contemplating the use of substitute coating."

David L. Clark Jr., president, D. L. Clark Company: "Naturally, higher production costs will continue during 1954. At the same time, higher competitive conditions will continue during 1954. At the same time, higher competitive conditions will present a greater challenge than ever before.

"Bulk handling of cane sugar, transportation of liquid chocolate and highly mechanized production methods are being utilized by our company with one aim—that of delivering the greatest value in the form of merchandise... this is paramount, especially in view of the ever-growing importance of the vending machine market, where the customer has literally at his fingertips the opportunity to select his favorite candy bar. It is the real 'challenge and opportunity' of 1954."

Paul M. Beich, president, Paul F. Beich Company: "It is our contention that it is necessary to continue improving the quality of bars, improve the attractiveness of the packages, and in general do a better advertising and promotion job.

"All of these things... are practically impossible to do when producing a 5-cent bar, and still show a profit. Obviously, this means that more 10-cent bars should be and probably will be sold, even though we are presently facing a downward economic trend."

Victor H. Geis, vice-president in charge of sales and advertising, Mars, Inc.: "...What has happened to the confectionery industry, due to the sharp rise in the cocoa market... is somewhat akin to the situation in that pertains to coffee except that insofar as the bar segment of the industry is concerned, it finds manufacturers faced with the rise in cost of their main raw material, while the other end they are confronted with the inability to raise their selling prices due to the fact they are dealing with an item that has traditionally sold for 5 cents at the retail level."

## Chi Coin

● Continued from page 69

outs are made; six players alternate until three outs have been made. The game is equipped with a light over the coin chute, several service innovations including quick-change reel units.

Besides Home Run, Chicago Coin is also producing two six-player shuffle games; Super Frame and Criss Cross.

## First Parking Meters

CHICAGO, March 13.—Fifty parking meters, England's first, imported from the United States for \$89.60 a piece, will be installed at Leicester, the American Municipal Association reported.

Englishmen will pay six pence (equivalent to about 7 cents) to park their cars two hours.

### Equipment From FIRST



**NICE FROM ANY VIEWPOINT!**

---

### BINGO 5 BALLS

**NEW: Bally ICE FROLICS—United HAVANA**

"First-Conditioned" BALLY

Dude Ranch	...\$425	Atlantic City	...\$195
Yacht Club	... 295	Coney Island	... 145
Beach Club	... 375	Spotlight	... 115
Beauty	... 315	Bright Spot	... 145
Palm Beach	... 235	Bright Lights	... 95
Frolics	... 235		

---

### SHUFFLE GAMES

**NEW**

Chicoin Criss Cross	Keeney Bonus Bowler
Chicoin Advance Bowler	Keeney Pacemaker Keeney Mainliner

"First-Conditioned" UNITED

Classic	...\$375	Deluxe 6	...\$175
Olympic	... 350	5 Player with	... 135
Cascade	... 315	Formica	... 115
Star—10th	... 295	4 Player with	... 115
Frame	... 245	5 Player	... 115
Official S.A. (Match)	... 215	4 Player	... 95
Super 6 Player	... 215		

KEENEY

Domino	...\$350	Super Deluxe	...\$165
Carnival	... 350	6 Player	... 125
Club Bowler	... 295	High Score	... 125
10 Player Team	... 268	League Bowler	... 85
Bowler	... 215	Big League Bowler	... 85

CHICAGO COIN

10th Frame	...\$365	6 Player Match	... 275
6 Player Hi Score, Flyaway pins, Form, top	... 135	6 Player Hi Score, w/stationary pins, form, top	... 105

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### ARCANE

**NEW EXHIBIT SPACE GUN**

GENCO INVADER  
ABT CHALLENGER

"First-Conditioned"


EX. REINDER	...\$395
EX. SPACE GUN	... 225
SEEBURG SHOOT THE BEAR	... 199
EX. JET GUN	... 175
CHI COIN BAS-KETBALL CHAMP.	... 175
EX. GUN PATROL	... 145
TELEQUIZ, w/film	... 115
CHI COIN 4 PLAYER DERBY	... 150
EX. SIX SHOOTER	... 145
CHICKEN SAM	... 75
RIFLE RANGE	... 75
RAY GUN	... 75
CHI COIN GOALEE	... 75
UN. TEAM HOCKEY	... 65
EXHIBIT DALE GUN	... 65
WMS. QUARTER-BACK	... 65
CHI COIN HOCKEY	... 55

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### VENDING

**KEENEY NEW DELUXE ELECTRIC CIGARETTE VENDOR**

Easy to Service  
Quicker Loading  
Greater Profits



**CIGARETTE VENDERS FACTORY REBUILT—LIKE NEW—25c Operation—King Size Cols.**

DuGren. W's, 9 Col.	...\$115
DuGren. Champions, 9 Col.	... 120
Natl. 9-30's, 9 Col.	... 135
Natl. 9-50's, 9 Col.	... 145
Rowe Royals, 10 Col.	... 145
Rowe Presidents, 10 Col.	... 155
Uneeda Elec., 9 Col.	... 125

---

### 5 BALLS

All Str. Baktbl.	... 115	Ramona	... \$ 39	Thing	... \$ 45
Joker	... 95	Baby Face	... 39	Majors of '49	... 45
Dble. Feature	... 85	WILLIAMS	... 39	Grand Award	... 35
Rockettes	... 85	Sweepstakes	... \$195	Trinidad	... 35
Triplets	... 85	Shoot Moon	... 120	Catalina	... 35
Knockout	... 69	Jalopy	... 95	Thrill	... 35
King Arthur	... 65	Shoo-Shoo	... 95	GENCO	...
Dble. Shuff	... 65	Maryland	... 49	Springtime	... \$ 89
UNITED	...	Gizmo	... 35	South Pacific	... 69
Utah	... \$ 59	CHICAGO COIN	...	Tri-Score	... 69
Acquade	... 39	King Pin	... \$115	Camel Caravan	... 69
Carolina	... 39	Fighting Irish	... 75	Harvest Time	... 45
Stardust	... 39	Football	... 65	1-2-3	... 45
				Puddinhead	... 39
				Screwball	... 35
				EXHIBIT	...
				Shantytown	... \$ 85
				Bebop	... 65
				Playtime	... 45

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## FIRST DISTRIBUTORS, Inc.

Joe Kline & Wally Finke

1750 W. NORTH AVE. • CHICAGO 22, ILLINOIS • Dickens 2-0500



## I PEEKED IN KEENEY'S FACTORY WINDOW!

Better See for Yourself  
Keeney's New "Stand-Up" Winner

AND  
**KEENEY'S BRAND NEW DIAMOND BOWLER!**

# AMI

Exclusive Distributors in Kentucky, Indiana, Southern Ohio

"The House that Confidence Built"

## SOUTHERN AUTOMATIC MUSIC COMPANY, INC.

ESTABLISHED 1923

735 S. Brook St., Louisville 3, Ky.      1000 Broadway, Cincinnati, Ohio  
1535 Delaware Ave., Lexington, Ky.      129 W. North St., Indianapolis, Ind.

**YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES**

Production has climbed steadily since the first ride rolled off the line in August, 1953, until today Texas Kiddie Rides is one of the largest coin-operated kiddie Merry-Go-Round manufacturers in the world. The firm has a 41,000 square foot, one-story combination factory and warehouse, which was built about one year ago, plus a display room. Five salesmen cover the U. S. and Western Europe (the European representative is located in Brussels, Belgium). Vandervoort is president of the firm, Wheeler, production manager, and Cliff Horton, sales manager. Horton, like the other two, has a separate business: a public relations and advertising firm, Cliff Horton & Associates. The kiddie ride firm has grown rapidly, and has become, as Horton said, "a tail wagging the dog" operation. In other words, the firm has grown until now it requires the full-time services of the three men, who up to now had divided their time between their own businesses and the kiddie ride firm. However they solve that problem, one thing is certain: the three young men of Texas Kiddie Rides are convinced that kiddie rides are here to stay.

www.americanradiohistory.com

# Eastern Buys Lunch-O-Mat

Continued from page 78

ing up for a big run since the unit will be ready for delivery in from four to six months.

Under the arrangements of the contract, Eastern will pay Reiss a royalty for each Lunch-O-Mat it builds.

The Lunch-O-Mat machine was first shown in the spring of 1952. The unit contained seven divisions in one cabinet, vended hot coffee, hot sandwiches, cold sandwiches, pastries, pies, milk, chocolate milk and fruit juices. The cabinet was 48 inches wide, 31 1/2 inches deep and 6 feet high, made of three-quarter inch plywood finished with Formica.

In 1952 the food and beverage vender was priced at \$2,600.

Each of the seven divisions of the Lunch-O-Mat functions as an independent unit, with a separate coin mechanism. Thus the machine would not be completely out of business in the event of mechanical or electrical failure of any one division.

### Santa Fe Installation

The most widely publicized installation for the Lunch-O-Mat to date was in the club car of a Santa Fe railroad train running between Albuquerque, N. M., and El Paso, Tex. The machine, sold to Santa Fe, went into service last fall. The railroad installed the multi-item vending unit on the six-hour run in order to eliminate the costly diner.

All told, Lunch-O-Mat built 28 of the combination food and drink units.

In January of this year (The Billboard, January 16), Reiss sold his own 20-machine Lunch-O-Mat operation in New York to Vendall,

## Announce

Continued from page 78

livery receptacle. Cabinet is available in a choice of bonderized hammerloid finishes: tan, green, grey, blue, red bronze and also maroon and white.

### Functional Changes

Functional changes include adjustable pressure reducing valve, heated-ceramic mixing bowl, removable without tools for quick cleaning and with tangent water feed to insure thoro rinsing and mixing action, back syphon protection, hot water flush valve for quick manual cleaning and washing.

Other improvements featured: continuous duty blower which puts a slight air pressure on ingredients container section, thus preventing rise of water vapor; it also provides circulation of air thru louvred back area of machine to eliminate staleness. A replaceable fiberglass filter at the blower prevents dust and foreign matter from entering the vender. The entire base area is water tight.

Nickel or dime operation is optional.

Total weight of the machine is 195 pounds. Cabinet is 56 inches high, 22.5 inches deep and 19 inches wide.

## MUSIC Money Makers

SEEBURG HIDEAWAY	.....	\$125
SEEBURG 1-46	.....	150
SEEBURG 1-47	.....	150
SEEBURG 1-48 BLOND	.....	195
SEEBURG WOM (W4-L56)	.....	35
WURLITZER 1015	.....	135
WURLITZER 1060	.....	125
WURLITZER 1100	.....	225
WURLITZER 1250	.....	295
WURLITZER 1500	.....	395
WURLITZER 3020 WOM	.....	25
ROCK-OLA 1436 (120 Sel.)	.....	495
A.M.I. MODEL A	.....	195
A.M.I. MODEL B	.....	275
A.M.I. MODEL C	.....	325
A.M.I. MODEL D-40	.....	400
A.M.I. MODEL D-80	.....	495
EVANS CONSTELLATION	.....	295

Reconditioned—Refinished!

Terms: 1/3 Deposit, Balance C.O.D.

FOREIGN BUYERS—Write for Latest Postwar Phonograph Catalog

## ATLAS MUSIC COMPANY

2122 N. WESTERN AVE. CHICAGO 47, ILLINOIS Phone: ARmitage 6-5005

Inc., headed by Bob Siegel, Henry Davis and Murray Oglan.

Eastern's new all-purpose merchandiser follows the European glass door design. The basic unit has a capacity of 140 items, is 5 feet 8 inches tall, 12 inches deep and 30 inches wider. A number of mechanisms can be combined in a single cabinet to increase the machine's variety and capacity.

At the Waldorf meeting next week, newspaper and magazine writers, as well as representatives of banks and government and business leaders, will have an opportunity to examine Eastern's entire line. Purpose of the affair is to acquaint important public figures and the press with the growth and potential of automatic merchandising.

## Venders Aid

Continued from page 78

percentage wanting machines, three times as many salaried employees opposed having machines as did hourly workers.

Actual results of the survey:

	Hourly Salaried	Group	Group
Would like venders	59 Pct.	58 Pct.	58 Pct.
Indifferent	21 Pct.	25 Pct.	25 Pct.
Opposed	5 Pct.	14 Pct.	14 Pct.
No opinion	15 Pct.	3 Pct.	3 Pct.

While Parke, Davis management acknowledged the advantages of in-plant vending, there was prior to the installation a general feeling at the supervisory level that venders would tend to be time-wasters for employees.

Parke, Davis, however, expressed the belief that this was basically a problem for efficient supervision. The absence of an employee can be tolerated or controlled within reasonable limits according to both company policy and individual discretion.

When venders were first placed in the plant in March, 1953, employees were made aware of the reasons for the decision thru an article in the company paper. The article pointed out that "new ideas were tried when your (employees) opinion was asked, such as your reaction to vending machines."

Parke, Davis' favorable attitude toward automatic merchandising is summarized by its director of personnel relations, Harold K. Daniels: "Given the right control and right supervision, machines are good."

### Ops Co-Operate

Three principal reasons were cited for the excellent record of vender operation in the plant over the past year:

1. Operators were instructed to keep plant management closely informed of any difficulty such as machine tampering, slugging, etc. (There were only two instances of slugging, one of forceful entry.) Operators were told not to just absorb such losses as necessary expense of doing business, but to let the plant people know if it happened. Management indicated its willingness to work with the operator to prevent such losses.

2. Word was passed along to employees, thru union meetings and similar channels, that any loss on a machine would be refunded. If an employee lost a coin in a vender, he was instructed to contact the cafeteria manager for a prompt refund.

3. Similar notice was given that strong disciplinary action would be taken against any employee guilty of vandalism in connection with machines. Such action would mean discharge for the employee, and probable removal of the venders from the plant.

Parke, Davis has about 4,000 employees, including 2,500 hourly workers in the Detroit plant. Fifty-eight buildings are spread over 22 acres. Venders are grouped in two major and five minor centers, with a few scattered units.

The company's commission disposition is interesting. It is treated as a debit against the loss in the cafeteria, which is operated at a substantial deficit so as to give employees the advantage of low-cost meals. Thus, the profit from venders is devoted to an important employee service as it serves to underwrite some of the basic food service.

### 5-BALLS

UNITED HAVANA	
BALLY ICE FROLIC	
EV. SADDLE & TURF	
-BINGO-	
Dude Ranch	...\$425
Yacht Club	...325
Beach Club	...395
Beauty	...315
Palm Beach	...235
Frolics	...225
Atlantic City	...175
Bright Spot	...179
Tahiti	...425
Bright Lights	...125
Tropics	...375
Cabana	...375
Circus	...325
Stars	...150
ABC	...115
Long Beach	...125
Coney Island	...119
Spot Lite	...89

WILLIAMS	
8 Ball	...\$119.50
Sluggfest	...119.50
Shoo Shoo	...119.50
Control Twr.	...109.50
Rag Mop	...99.50
Dreamy	...89.50
Georgia	...89.50
De-Icer	...89.50
Lucky Inning	...84.50
Boston	...79.50
Dallas	...69.50
Virginia	...69.50
Yanks	...49.50
Dew-Wa-Ditty	...49.50
Saratoga	...49.50
Tennessee	...49.50
Gizmo	...49.50

GOTTLIEB	
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Minstrel Man	...129.50
Spot Bowler	...119.50
4 Horsemen	...109.50
Joker	...99.50
Rockette	...94.50
Knockout	...89.50
Double Feat.	...89.50
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Bowling Ch.	...69.50
Buffalo Bill	...69.50
Just 21	...59.50
Humpy D.	...49.50

EXHIBIT	
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Be Bop	...84.50
Campus	...84.50
Tumbleweed	...74.50

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Pin Bowler	...99.50
Bermuda	...49.50

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ACORN 10 COL. TAB GUM	...\$21.95

Mills 8 Col.	
Candy	...\$198.50
Mills Tab Gum 27.50	
25c Ball-Point	
Pen Vender	...49.50
Silver Kings	...13.95
25c Razor Blade	...19.50
N.W. 49 16, 5c	...17.35
S.K. Hot Nut	...29.95

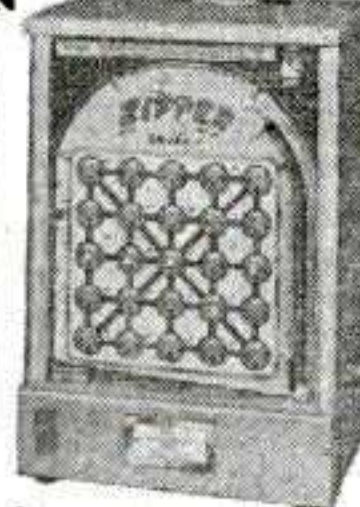
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N.W. Tab Gum	...25.95
U-Pop-It	...Write
N.W. Stamp	...69.00
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Lo-Boy	...249.50
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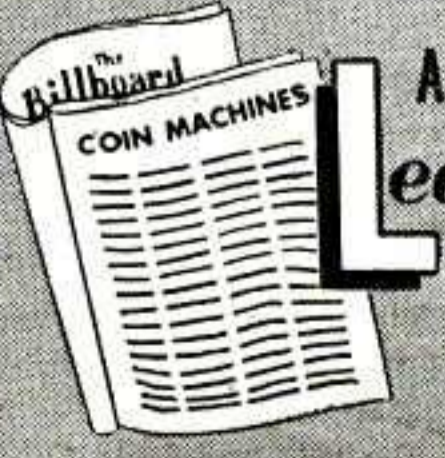
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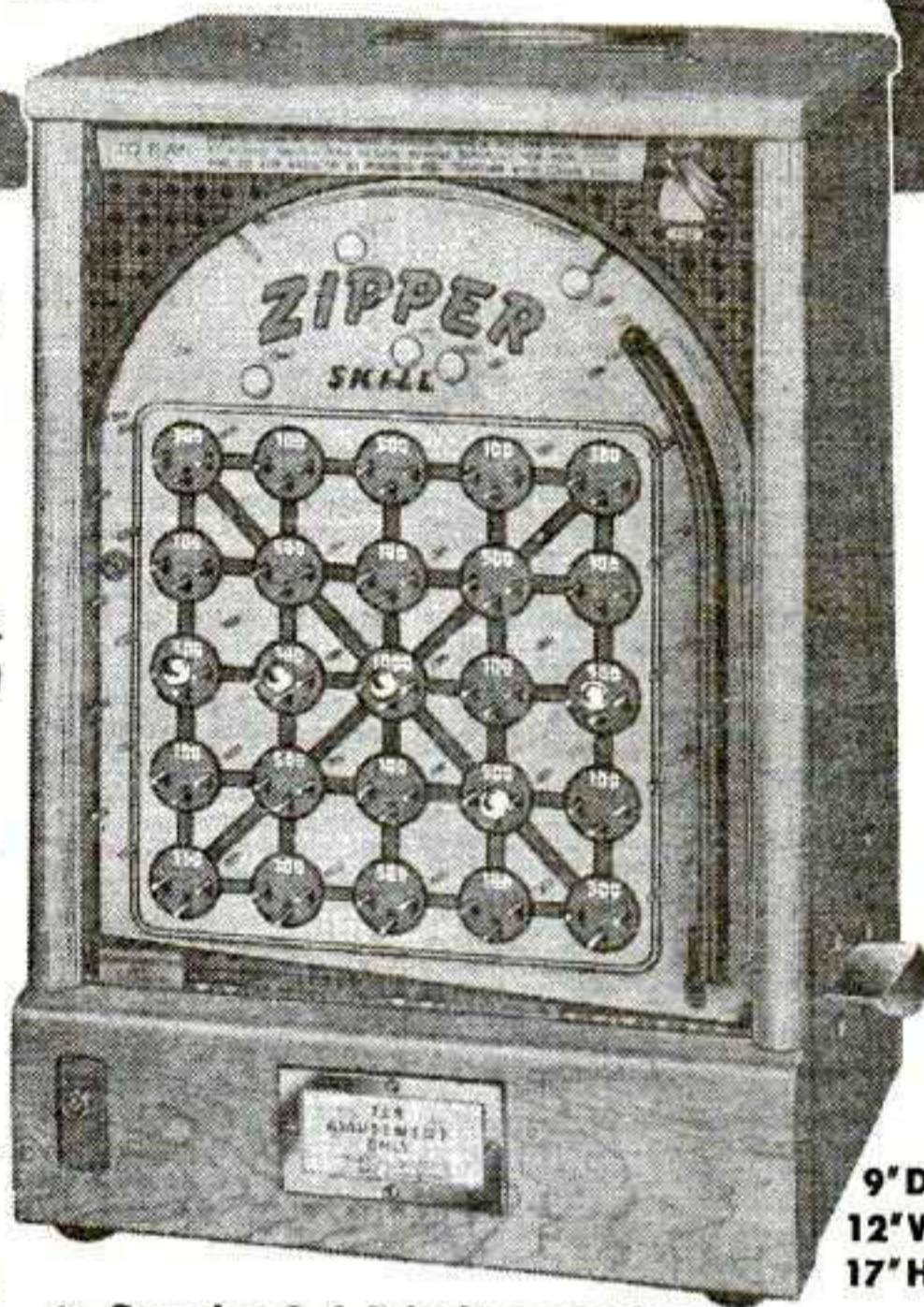
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Royal		
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10th Frame		
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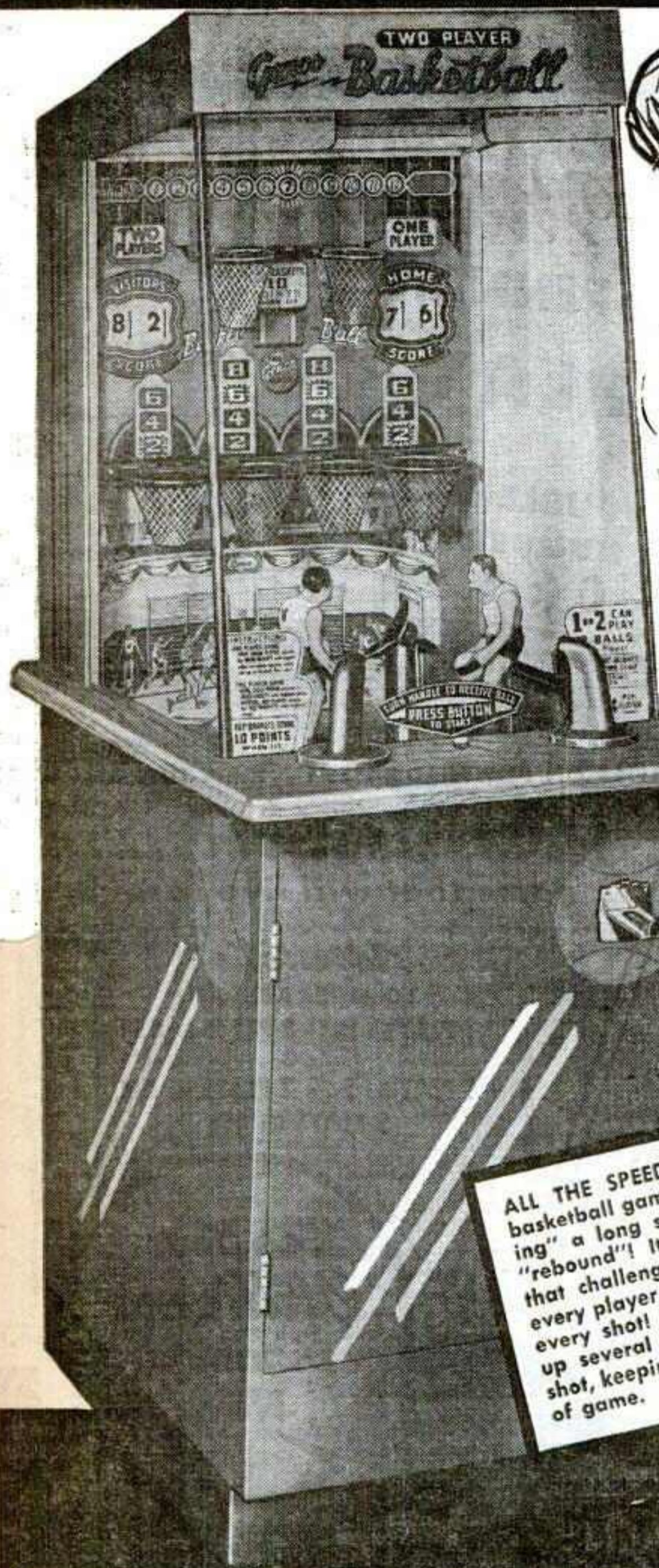
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*PLAYER ACTUALLY PITCHES AND BATS OWN BALL!*

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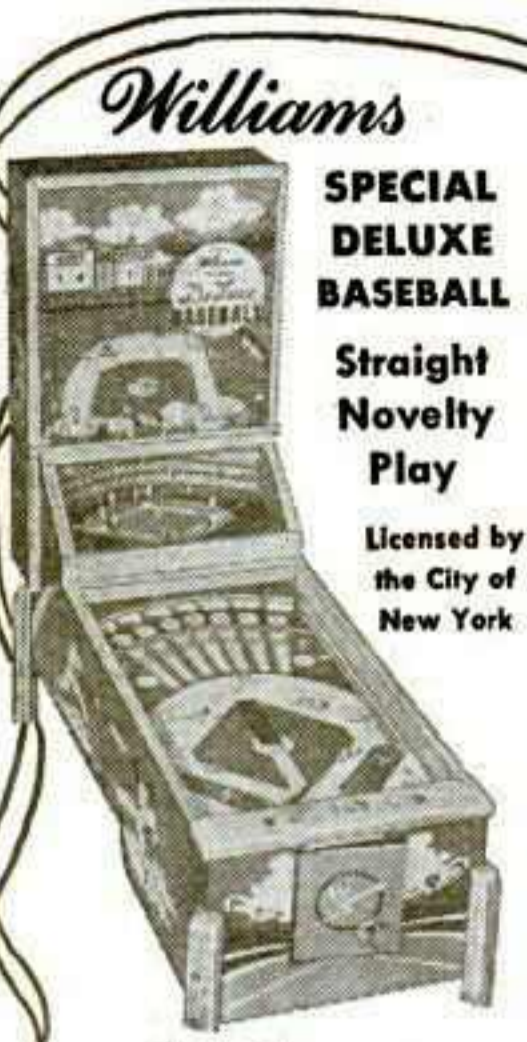
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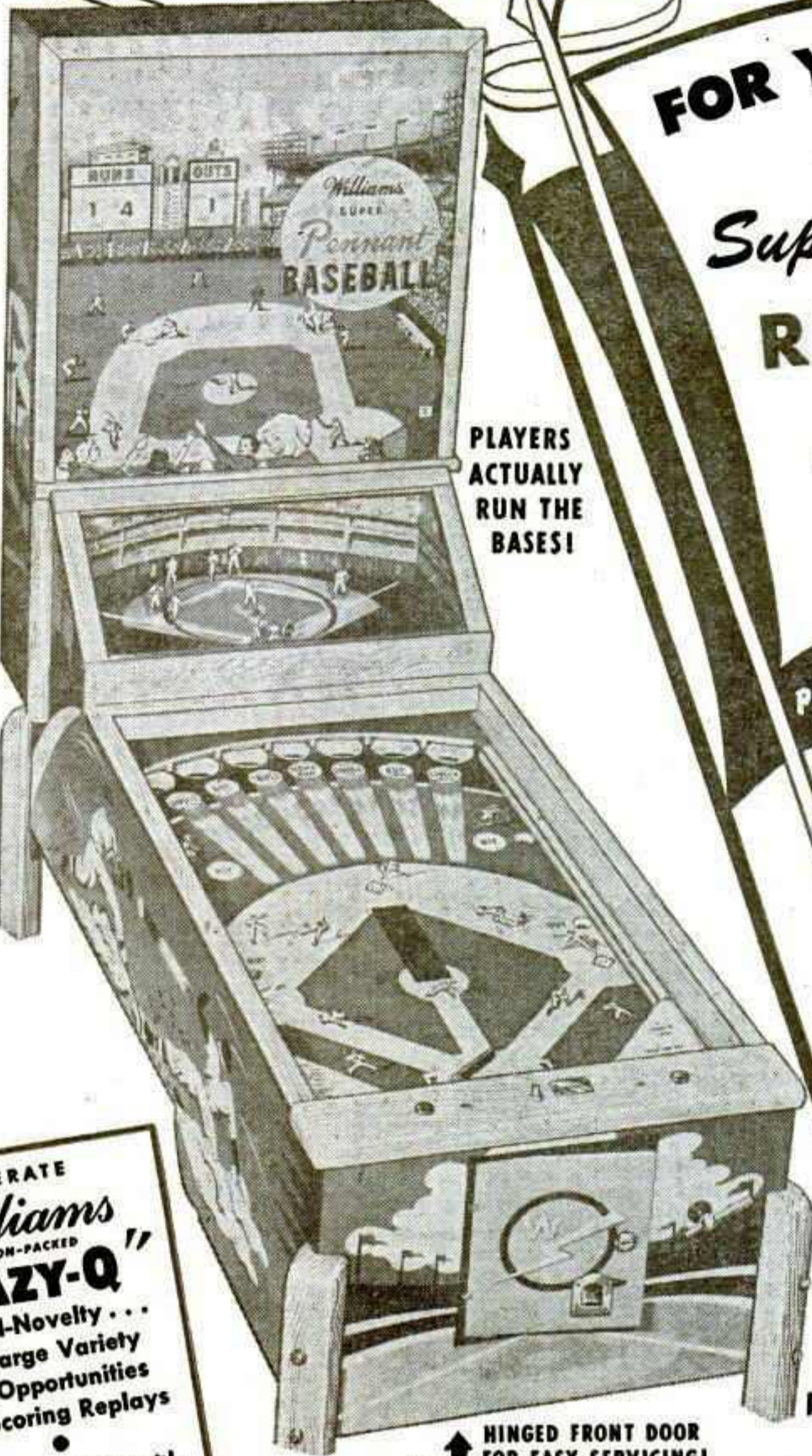
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Player by matching the number lit in the 11th or Super Frame can add from 200 to 500 points to his score!

Super Bowler Contains all the ADVANCE Scoring Features! New Top Scoring Thrill of 1400.

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**LOOK!**  
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**STILL!...**

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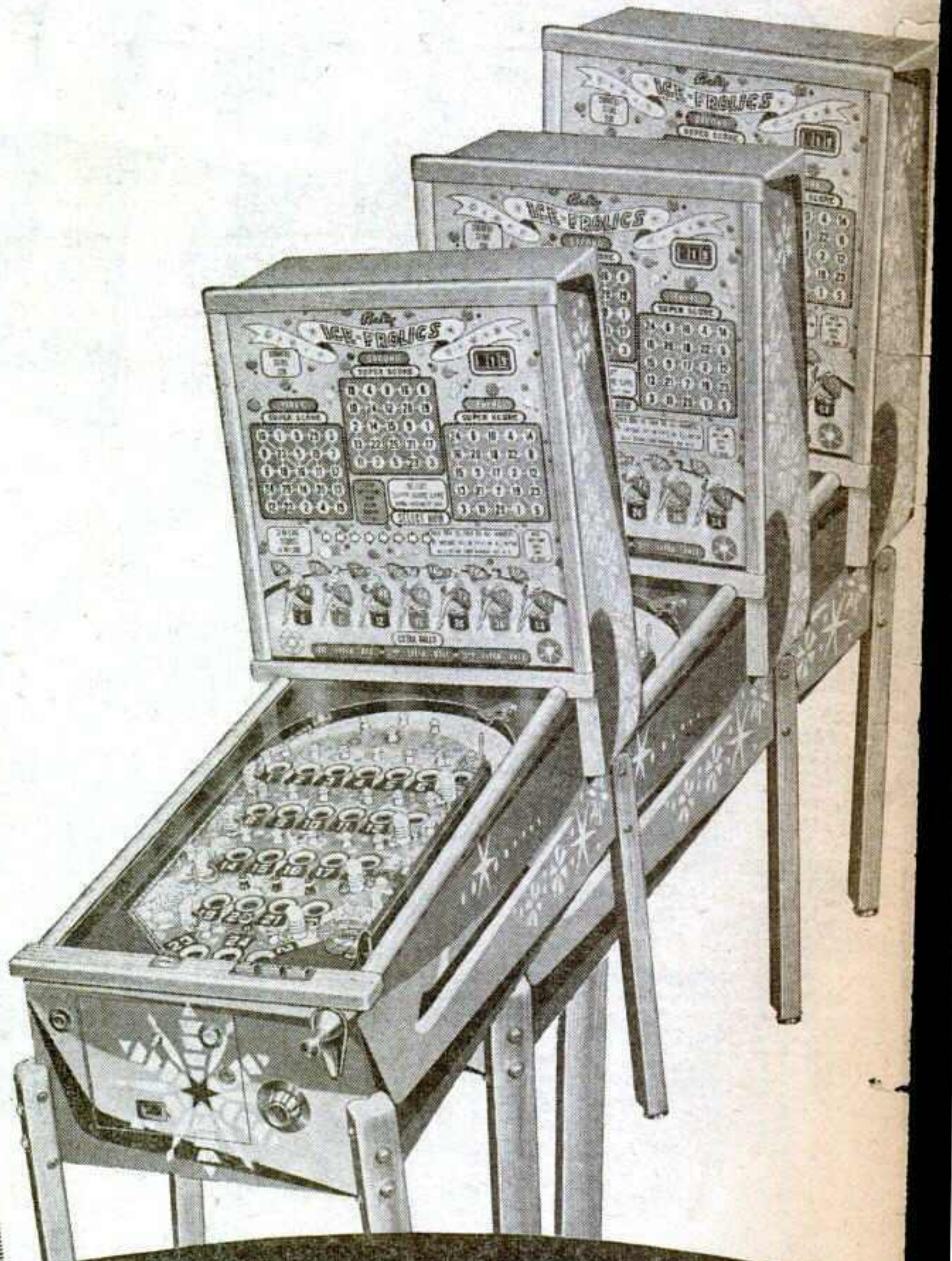
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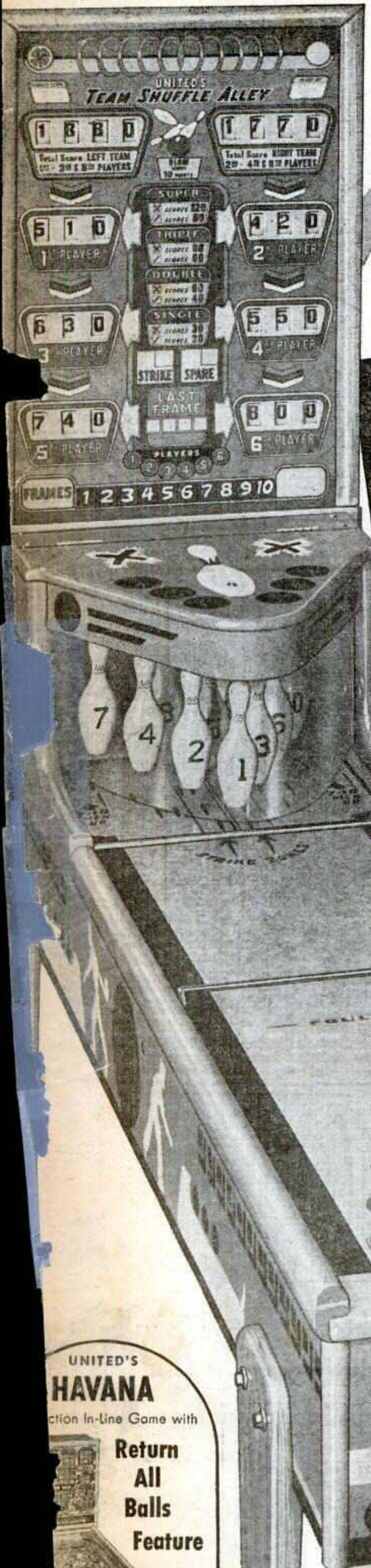
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Features Instant-Scoring  
**TEAM PLAY!**

**AUTOMATIC TOTALIZER**

adds individual scores for team totals quick as a flash!  
INDIVIDUAL SCORES ALWAYS REMAIN SHOWING

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LAST FRAME  
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FOR 10 FRAME GAME

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BOWLING PINS

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MATCH NUMBER AND STAR  
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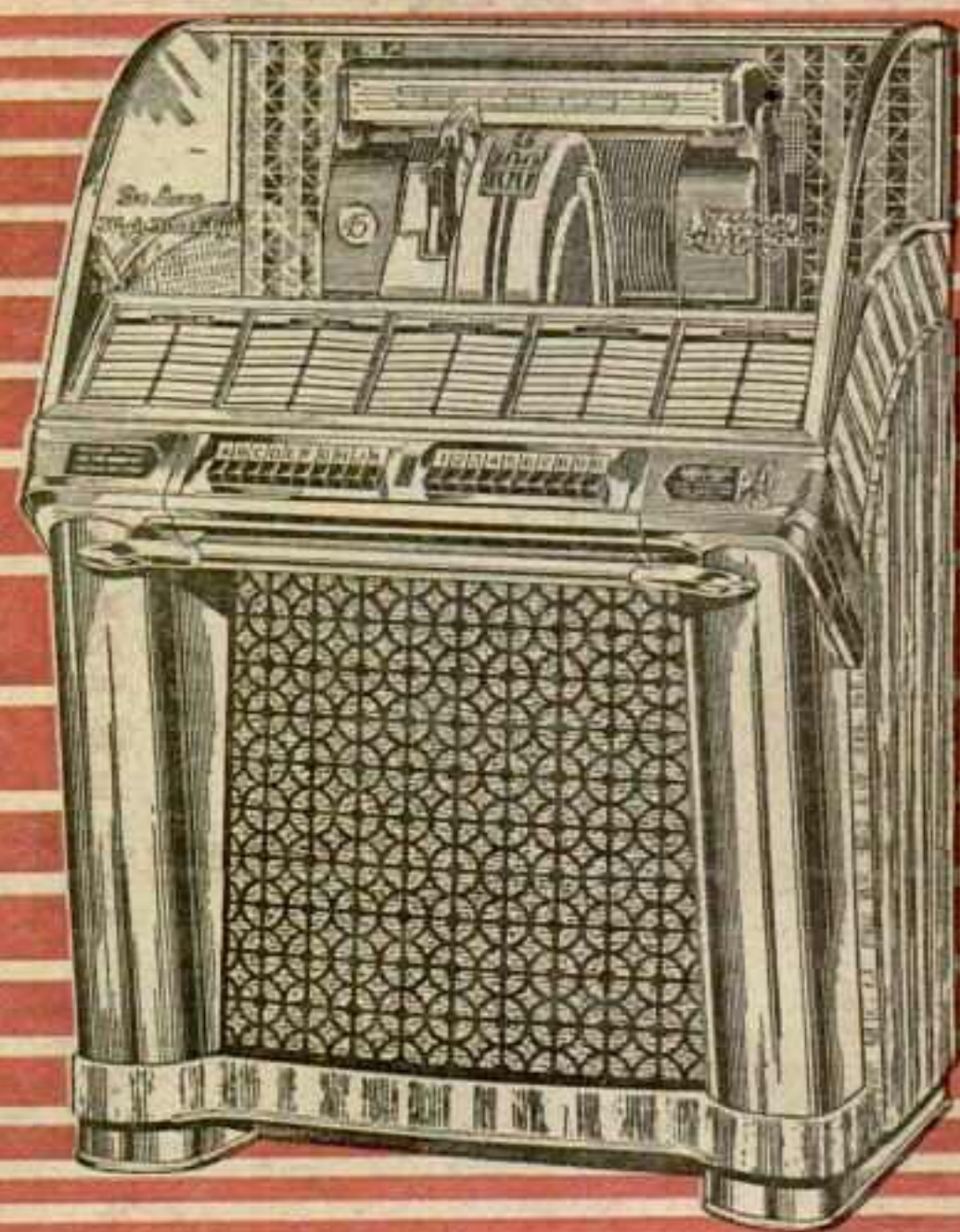
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