

The Billboard

DECEMBER 12, 1953 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY PRICE: 25 CENTS

New Era Dawning at NBC As Weaver Assumes Reins

Quiet AFM Talks Seen, BUT Firms Cut Disks Just in Case

NEW YORK, Dec. 5.—It is generally believed that a new record pact will be negotiated by the American Federation of Musicians and record companies without undue exasperation by either side. The record firms, however, are nevertheless speeding up their recording sessions in order to lay out a backlog in the event obstacles develop.

Their pattern, of course, is an old one, and it highlights the apprehension that has crept into the AFM-record picture despite the outward calm that prevails.

James C. Petrillo, AFM chief,

has stated that the talks will start with a representative group of record executives on December 15. The present contract expires December 31. The projected new paper will cover not only wages and working conditions, but also the trust agreement under which the Music Performance Trust Fund collects and disburses more than \$1,500,000 annually for free public concerts.

Heavy recording schedules are current at Victor, Columbia, Mercury, M-G-M and many other companies. Many firms feel that they can fall back on foreign affiliations to get them off the hook in the event a ban develops. Some firms, such as London, would stand to benefit in the event of a ban.

It has also been recalled that a number of American firms have always managed to do very well during past bans—notably Capitol. In fact, Capitol was born during a strike period and, during successive AFM walkouts, came along with such top sellers as "Cow Cow Boogie," "Manana," "Golden Earrings," etc.

A number of firms, of course, are relying on the general impression that no ban is likely and are not increasing present recording budgets.

It is generally felt that the greatest single factor ruling out a real hassle is the AFM's adherence to the trust fund principle.

Some union execs will admit that the Federation has become less adamant in its general demands in order to safeguard the royalty principle. As against this, however, two points of view must be considered.

These are the increasing aggravation with which many professional musicians view the royalty principle, since the benefits do not accrue to top professional musicians, and the fact that the disk industry is currently riding a prosperity wave.

Both the above mentioned are important in assaying the situation. Also, Petrillo himself about one year ago announced that the AFM must take a "new, hard look" at mechanical music. These facets all add up as elements likely to stiffen the AFM.

Forces Unite On Tax Fight

CHICAGO, Dec. 5.—The Council of Motion Picture Organizations this week renewed its pledge to the National Association of Amusement Parks, Pools, and Beaches for a joint fight for repeal of the 20 per cent admission tax.

The renewal was made during the NAAPPB's annual convention by Truman Rembusch, a founder and former head of COMPO, who took a leading part in that group's efforts to end the tax at the last session of Congress.

At that time, George A. Hamid, 1953 NAAPPB president, called for the park men's drive for the repeal of the tax on assurance that COMPO would aid the fun-potters in '54.

"We assured you we would do all in our power to help in 1954. We made a pledge; we will keep it," Rembusch told the park men.

Both Rembusch and Hamid recalled developments in last year's tax campaign. Hamid declared that individual branches of the amusement industry "don't mean a thing in Washington" but that together the groups carry weight.

"The only way we will get anywhere is by combined action of the entire amusement industry," Hamid maintained.

Harry Batt, chairman of the NAAPPB legislative committee, reported on the group's '53 efforts and was re-appointed to head up (Continued on page 56)

STARS' BEEF IS ON THE HOOF

KANSAS CITY, Mo., Dec. 5.—Jack Benny, Rosalind Russell, Gregory Peck and Gene Kelly are just ole cow hands at heart. The Hollywood stars have contracted with a farm management firm here to lease land in the State to go into the cattle business. This beef-on-the-hoof enterprise is regarded as a sideline here, since all four seem to be corralling big dough elsewhere right now.

Carmichael in Suit for Songs

NEW YORK, Dec. 5.—Hoagy Carmichael filed suit in Federal Court here yesterday (4) against Mills Music in an action to recover ownership of 14 songs upon renewal of copyrights.

He is asking a declaratory judgment from the court, tagging him and his co-authors, if any, as sole proprietors, upon renewal, of such songs as "Stardust," "In the Still of the Night," "Tell Me That You Love Me," "March of the Hoodlums," "Harvey," "South Breeze," "My Sweet," "One Morning in May," "What Kind of a Man Is You?" "Manhattan Rag," "Washboard Blues," "Boneyard Shuffle," "Riverboat Shuffle" and "High and Dry."

Carmichael's brief asks that Mills' claim in the renewals of the tunes be declared null and void, and that the publisher be enjoined from selling or licensing rights to the tunes upon expiration of the original copyright, if the action is not yet resolved.

Carmichael charges in his complaint that Mills has been claiming ownership of three of the songs, which are now in their renewal periods, and intends doing the same on the others.

Record Artists Get Best Starts Where Hit Disks Build Up

Pittsburgh, Phila., Cleveland, Det.,
Others Serve as Top Break-In Cities

By BILL SMITH
NEW YORK, Dec. 5.—Record acts starting on personals stand a better chance in Pittsburgh, Buffalo, Boston, Syracuse and Rochester, N. Y., according to a continuing survey made by The Billboard. It was pointed out (The Billboard, December 5) that it is in just such cities that record hits start.

Acts will get more money working these cities than the big cosmopolitan centers like New York, Chicago or Hollywood. But

Concello Quits Ringling Post

SARASOTA, Fla., Dec. 5.—Arthur M. Concello resigned Thursday (3) afternoon as general manager of Ringling Bros. and Barnum & Bailey Circus, and John Ringling North, president of the circus corporation, moved to take personal direction of the Big Show.

Concello's resignation was announced from here by Roland Butler, press chief for the show, following several days' conferences between North and Concello in New York. North returned recently from Europe.

A prepared statement from the show's offices here said Concello was tired and that he planned to rest and relax in Florida. It said he had no plans for the immediate future.

From New York there were (Continued on page 58)

BLUE ANGEL TO RUN A-BOMB SCIENTIST TEST

NEW YORK, Dec. 5.—The Blue Angel will have the distinction of booking the only known atomic scientist who doubles as a performer. He starts a two-weeker December 16.

Tom Lehrer, a Phi Beta Kappa with a master's degree from Harvard who now teaches theoretical mathematics and physics at Columbia, also doubles as a song writer, singer and pianist. Herbert Jacoby bought him on the basis of LP disks that Lehrer put out under his own label. Co-partner Max Gordon also heard the records.

To prove the boy knows nuclear fission he worked for two years in Los Alamos, N. M., on the hush-hush project.

Showmanship Is Battle Cry For Primacy

Bob Sarnoff, Exec
Veepee, Completes
Leadership Team

By SAM CHASE
NEW YORK, Dec. 5.—A return of NBC to the heights of its greatest glory days was being forecast by brass of the network and its key affiliates on the heels of the ascendance of Sylvester (Pat) Weaver to the company's presidency, and Bob Sarnoff to the post of executive vice-president.

The election of the duo by the NBC board meeting yesterday (4) is seen portending a drive to regain the initiative for the web in its battle for primacy with CBS, an initiative largely lost since the period of Niles Trammell's presidency. It is because Weaver is regarded as a new, youthful Trammell in many ways that his appointment has stirred so much enthusiasm.

No man at NBC, and possibly at any other network, ever has matched Trammell in capturing the respect and affection of affiliates, talent, clients, ad agencies and other broadcasters. But Weaver is seen to be the one man on the horizon today who has the qualities to step into Trammell's boots and achieve at least a comparable stature in the business.

Not since Trammell stepped down from NBC's helm has that web had a showman heading the operation. Under Weaver's regime, showmanship definitely will be the watchword.

In announcing the election of the Weaver-Bob Sarnoff team, (Continued on page 3)

STRIKE AT N. Y. PAPERS

Rush of Radio-TV Ads Saves Jolted Business

NEW YORK, Dec. 5.—The photo engraver's strike which hit the New York press this week, also jolted all sectors of show business and shot strong reverberations thruout the nation's radio-TV industry.

The strike pulled the power of the press from behind Broadway's theater offerings, threatened the pre-yule retail market with slashes in record and phonograph sales and deluged New York's 20 radio and TV stations in an avalanche of time sales.

Department stores, traditionally cold-shouldering radio-TV, raced one another for air time when they found themselves blocked out of newspapers by the strike. Many took the radio-TV plunge for the first time.

Outside N. Y.
Broadcasters thruout the land eagerly eyed the New York situation. Similarly faced with retailer hold-outs in their own markets, they looked upon the New York bonanza as a giant experiment

that may well deliver department store time sales in their areas.

As New York's radio-TV stations came to the retailers' rescue, all indications were that a num- (Continued on page 15)

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Billboard Backstage

By LEE ZHITO

Little more than a year ago, Frank Healey, head of the Bing Crosby Enterprises' electronic division, gave this reporter his first glimpse of TV tape recording in action. It was indeed a fascinating experience to watch a spool of tape unravel and thereby recreate the sight and sound of a recorded TV sequence. To be sure, that early sample of magnetic TV tape recording was far from ideal. It was rough in quality and lacked detail. The important point, however, was that an image could be produced without the use of film.

Since then, Frank has again demonstrated the Crosby video tape recording system, and with each of the subsequent showings the image delivered showed impressive improvements. As the system was refined, so was its picture. The last time this reporter saw the BCE tape, it had reached the level of early kinescope. Frank, of course, explained that his engineers had now proved that their system could work. They knew how to clear up the remaining bugs and achieve the ultimate goal—picture quality on a par or superior to film.

This week, I attended a demonstration of the Radio Corporation of America's TV tape recording system at the RCA laboratories in Princeton, N. J. RCA's tape delivered both black and white and color TV images. The quality of the picture was remarkably clear and considerably above the average kinescope. The colors reproduced were true, and lacked

the harshness of color film. This marked the first demonstration of a magnetically-recorded color-cast.

Of course, it would be unfair to attempt a comparison between the BCE and RCA tape systems. Considerable time has elapsed since I last witnessed the Crosby demonstration. Recalling the rapid improvements made by Healey and his engineers during short intervals of time, I don't know what level of quality has been reached by this time in the Crosby electronic labs. Furthermore, color TV signals were not being transmitted at the time of the Crosby demonstrations, and therefore the BCE system's capacity to capture the tinted TV image could not be tested.

Significant at this time is the fact that TV tape's potentialities hinted at in the Crosby demonstrations now loom on the horizon as revolutionary actualities. In the near future, TV will have a recording system that will eliminate the cost and quality handicaps of kinescopes. The problem of developing a suitable recording method for color TV appears solved.

And if one wants to look into the crystal ball of scientific possibility, it will save tomorrow's movie producer the cost of filming re-takes, cut down editing time and money, and, of course, slash or altogether eliminate film processing costs. Whether or not film processing will exist depends upon the use of either film duplicates of the original or tape copies.

Legit Line-Up

By BOB FRANCIS

A general check discloses that the current shut-down of New York dailies has had little b.o. effect on established legit attractions. However, it puts new entrants in a decidedly bad spot. The first real sufferer from the lack of a publicity outlet is "Madam, Will You Walk," which teed-off the Phoenix Theater's new play series project on the lower East Side. A spokesman for the org reports that lack of published critical notices and advertising space following the opening Tuesday (1) has left the public in the dark concerning the project.

The org has raised enough backing to finance four productions, but obviously can't afford to dip too deeply into funds earmarked for future production, in order to nurse its initial unveiling. However, the spokesman said that splendid co-operation by TV and radio is fostering the sale of about three-quarters of the orchestra for each performance. Balcony sales, he said, have been bad. "Kismet," which opened Thursday (3), likewise without benefit of notices, won't have it so bad. The song-and-dancer comes in with a 250G advance in the till, and a spurge of air publicity already has lines forming at the Ziegfeld's windows.

MICHENER MOTION IS DENIED

Justice Dennis Cohan in New York Supreme Court this week denied James Michener's motion for dismissal of complaint of Loew's, Inc., 20 Century Fox and William Goetz. Plaintiffs are suing Michener for screen rights to his play, "Sayonara." They contend that the author made a specific deal thru the William Morris Agency to select one of them as purchaser. The book was sold to Joshua Logan. In denying the dismissal, Cohan ruled that "communications made on behalf of the defendant constituted an offer rather than an invitation to bid." An early trial is expected. Michener will probably appeal the Cohan decision. "Flame Out," the Alan Mowbray drama due here Tuesday (8), will not come in. It shutters tonight in Washington. Harold Bromley will bring Leonard Kantor's play, "Dead Pigeon," to the Vanderbilt Wednesday (23). The three-character play, featuring Loyd Bridges, Joan Loring and James Gregory, winds up its St. Louis stand Sunday (6).

'SHRIKE' RACKS UP \$43,500

City Center reports on current drama festival are again jubilant. Jose Ferrer and Company racked up a first-week gross of \$43,500 for "The Shrike," second of the

series offerings. Predictions on take for the drama's second stanza, finishing tomorrow night, run to 48G. Expectations on "Richard III," opening Wednesday (9), run even higher. Incidentally, Margaret Wycherly has been added to the starring roster of the cast. She will play the dowager Duchess of York. Al Goldin happily reports that the backers of "Solid Gold Cadillac" got a 25 per cent return on their investment a week ago, and that the show hopes to pay off another 25 per cent as a Christmas present. "Cadillac" cost \$58,700 to unveil.

Margaret Phillips takes over fem lead in "Dial 'M' For Murder" from Gusti Huber Monday (7). "Murder" embarks on a national tour, starting in Philadelphia March 1. Additions to cast of "Colombe," which tees-off in New Haven, Conn., Thursday (17), are Mikhail Rasumny, Edna Preston, Gregory Robbins, Edward Julien and Joanne Taylor. "Dear Charles," a comedy starring Annabella and Oscar Karlweiss, starts practice sessions under the direction of Romney Brent Monday (7). The cast includes Hiram Sherman and Robert Coote. Break-in skeds are for Hartford, Conn., Wednesday (30). The Stem will see it January 21. Co-star Mel Ferrer arrives today, and Audrey Hepburn gets in Thursday (10) to start prepping for the Playwrights' Company's production of "Ondine." Rehearsals start day after Christmas, with the Lunts directing. The unveiling is set for the 46th St. Theater in mid-February. Jean Lowenthal's comedy-drama, "Sing Till Tomorrow," went into rehearsal this week under the direction of Basil Langton. John Morley and Michael are featured in a cast of 12. The play will open cold, Tuesday (29). No theater has been announced yet. Understudy George Keane took over Tom Ewell's slot in "Seven Year Itch" Friday (4). He will play the role until late next week, when Eddie Albert takes over until Ewell's return next month.

NAMM Feb. 24-25 Meet in Florida

CHICAGO, Dec. 5.—The mid-year meeting of the National Association of Music Merchants' board of directors will be held February 24-25, 1954, at Ponte Vedra Beach Club, Ponte Vedra Beach, Fla.

Dates previously announced were changed when the club found it could not accommodate the meeting which was originally scheduled for February 17-18.

Barbara Scott 1st Guest on TV Hit Parade

NEW YORK, Dec. 5.—Skater Barbara Ann Scott will be the first guest artist ever to appear on The Lucky Strike "Hit Parade" TV show, when she performs on the pre-Christmas program Saturday night, December 19.

Also the NBC network offering is viewed by 22,000,000 people weekly, the account's ad firm, Batten, Barton, Durstine & Osborn, is aiming for a larger audience by scheduling a special holiday show.

It was emphasized that Miss Scott's contribution to the program does not indicate a new policy regarding guest performers, BBD&O pointing out that the timing of this particular show is a natural for inclusion of an ice skating portion.

Miss Scott will skate outdoors on the ice of Rockefeller Skating Pond in Rockefeller Plaza. The "Hit Parade" dancers and orchestra will perform in the eighth floor NBC studio. Ralph Braun and Luis Gallop, of BBD&O, said Miss Scott would skate to at least one of the "top seven" tunes featured that night, but survey results will not be complete until Tuesday (15). It is possible that regular "Hit Parade" vocalists will be divided between the ice location and studio.

With the one-night addition of Miss Scott, the program will offer three Canadian-born stars on the same half-hour: Miss Scott, winner of numerous figure skating titles, and singers Dorothy Collins and Gizelle MacKenzie. Also featured are vocalists Snooky Lansen and Russell Arms. Placing of Miss Scott on the "Hit Parade" was a triumph for the publicity staff of Madison Square Garden, where the Hollywood Ice Revue of Arthur M. Wirtz, featuring Miss Scott, opens a 24-performance run on January 14.

D. C. Star Finances AM, TV Workshop

WASHINGTON, Dec. 5.—A quarter-million-dollar TV and radio workshop for American University will be financed by the Evening Star Broadcasting Company, operator of radio outlet WMAL and WMAL-TV, the company announced here this week.

Amusement Bldg. Increases 29%

WASHINGTON, Dec. 5.—Amusement construction valued at \$147,000,000 was chalked up in the first 11 months of this year, an increase of 29 per cent over the same period in 1952, Commerce and Labor departments reported this week. November construction of amusement buildings amounted to \$17,000,000, a gain of \$5,000,000 over last November, it was reported.

BROADWAY SHOWLOG

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Kind Sir.....11-4, '53	37
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My Three Angels.....3-11, '53	322
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John Murray Anderson Almsnac.....12-10, '53	

Washington Once-Over

By BEN ATLAS

WASHINGTON, Dec. 5.—Our ears are ringing from several phone callers who thought we gave the Federal Communications Commission a rough deal in a Washington O-O item last week. The item described the FCC's logjam of TV hearings, pointing out that the current pile-up is bigger than last July's when Congress appropriated a wad of money to the FCC to hire examiners to whittle down the cases. What we said was true, altho it didn't seem so when our item went on to point out that the current number of hearing cases is 27 compared with 59 last July. Unfortunately, our teletype operator transposed the current figure as 27 instead of 72.

EXCISE CUTS? DON'T HOLD YOUR BREATH...

Demands for cuts in the amusement excises will be deafening but won't get early floor action in the upcoming of Congress. The reason: The House Ways and Means Committee intends to give priority to a sweeping overhaul of the Internal Revenue Code covering everything except controversial tax rates. The committee's timetable calls for introduction of a rewritten revenue code by early March. A separate committee bill will be hopped subsequently, proposing cuts in the federal admissions and other amusement excises. The procedure is figured practical and necessary, altho a committee official commented waggishly: "The idea is to get Congress to adopt a whole new revenue act and then immediately set about to amend it."

FCC'S STAKE IN McCARTHY FEUD...

Will the Eisenhower-McCarthy feud put a dent in prospects for Commissioner John Doerfer to advance to the FCC chairmanship? Chairman Rosel Hyde's term on the FCC doesn't expire until June 30, 1959. President Eisenhower in appointing him as chairman last April put a tentative one-year ceiling on Hyde's tenure in the No. 1 spot. Politicos have been

conjecturing whether the President will extend Hyde's chairmanship or advance Doerfer next April. Hyde and Doerfer, both Republicans, are competent officials, with Hyde, of course, having a lengthy record of service to the FCC. Altho Doerfer isn't figured as having come on the Commission as a McCarthy-dictated nominee, some politicians associate him with the McCarthy camp because, like the senator, he's from Wisconsin and because his stand on at least one noisy FCC issue has been the same as the Wisconsin senator's. So, the question keeps recurring: Will McCarthy's quarrel with the President rule out all possibility of Doerfer's advancement?

DON'T SAY "AIN'T" IN TV SCRIPT...

Script writers and sponsors: Next year's TV-radio audience will be a lot smarter than the year's—at least they'll be better educated. In fact, government economists foresee a stepped-up pace lasting the next decade—a trend toward increased schooling. More than half the people employed in the U. S. have a high school education; a fifth have some college background. There's been a 50 per cent rise in the number of college grads in the last five years.

KID CRIME PROBE MAY GO ON ROAD...

The Senate Judiciary Subcommittee on Juvenile Delinquency has found its subject big that it will ask Congress for money to extend its probe. Among questions asked youth experts testifying before the body: whether TV and radio have influenced juvenile crime. Subcommittee members presently don't contemplate calling in witnesses from the broadcasting industry. The subcommittee hopes to stage hearings in several cities if Congress authorizes more money and an extension of the deadline for a final report which otherwise is due January 31.

Flynn to Star in TV Film Series

NEW YORK, Dec. 5.—Errol Flynn will move into the TV film field next year as producer and emcee of a half-hour variety show titled "International Talent Scout," which will feature top European talent. The deal was set by Oliver Unger, president of Comet Television Films, Inc., who returned from a three-week tour of Europe yesterday.

Unger also made a deal in London for the TV rights to the stories in one of the top English mystery magazines. No production arrangements were set on the latter property, but Unger plans to begin shooting early next year.

Production center for the 26 Flynn segments will be Rome, and shooting is due to begin in February. The Folies Bergere and Lido night clubs in Paris have promised full co-operation in rounding up talent for the show, according to Unger. And the Comet prexy is now in negotiations with a major European talent agent to serve as booker for the series.

Mahon Producer Barry Mahon will be producer of "International Talent Scout" for Errol Flynn Enterprises. And, of course, Comet will distribute it. On the home front, Comet has arranged for the production of a 15-minute series starring John Scorne, the magician. Titled "The Adventures of Scorne," the show will be produced by National Video, a production company headed by Harold Keats in Wash-

ington. Shooting on this one will also begin in February. Also, after considering several (Continued on page 1)

The Billboard

The Amusement Industry's Leading Newsweek 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 1953 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.

Vol. 65 No. 5

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New Era Dawning at NBC With Weaver at the Helm

Showmanship Becomes Battle Cry;
Bob Sarnoff on Team as Exec V-P

• Continued from page 1

Board Chairman Brig. Gen. David Sarnoff re-affirmed his belief that "basic to the broadcasting business is the quality and character of its program structure—the play's the thing." Weaver is believed certain to base his administration on that watchword.

The linking of Weaver's name with Trammell's is regarded as apt, not only in terms of what the latter achieved and what the new president is shooting for, but in the very corollation of their thinking.

Trammell, now consultant for the web, also was a showman, even if of a somewhat different stripe. He was both a sales showman and a show salesman. Weaver is a showman in the more literal sense of the word, but his sales ability is also highly regarded.

Chicago Group

It was Trammell who headed the so-called "Chicago group" which placed NBC in the van. Along with Chick Showerman, Clarence Menser and Sid Strotz, Trammell virtually evolved the modern theory of network operation which made pre-TV NBC radio the driving force it was.

In the present video era, it has been Weaver who assumed the leadership in developing the medium into new commercial channels. It was his blending of the participating sponsorship idea into the big-money and big-name programming base which put NBC-TV on its feet in a period when sponsors still were loathe to invest heavily in the untried medium, yet when TV needed those billings to grow.

Thus, Weaver was the man who conceived and had faith in the selling plans embodied in "Today," the "Saturday Night Revue" and the Kate Smith show when others in the trade were bemoaning the problem.

New Effort

His new effort, which tees off next month, is "Home," and is an adaptation of the same device for the women's daytime audience. Already several bankrollers are said to be ready to jump aboard as soon as contracts are available, even though all the talent is not yet set.

It is significant that none of the men who headed NBC in the days since Trammell was primarily either a showman or a salesman. Joseph McConnell, who came from the parent Radio Corporation of America, was primarily a financial expert and attorney who is noted for leading RCA in the 45 r.p.m. battle against Columbia's LP.

Frank White, who followed, was treasurer of CBS, and later was among those leading Columbia Records to that firm's Pyrrhic LP victory prior to becoming head of the Mutual radio web, and subsequently, NBC. General Sarnoff himself took over after White resigned, but his administration was self-stamped as an interim reign and served basically to rally the network and its affiliates into a cohesive unit. With that achieved, Weaver now moves to the fore in a sharp break with the previous recent past, and in

'Breakfast Club' Simulcast Near

NEW YORK, Dec. 5.—ABC's plan to air Don McNeill's "Breakfast Club" as a daytime simulcast is in the final stages. The early morning Chicago radio show should be on TV shortly after the New Year.

The program's radio sponsors reportedly have reached an agreement on the TV sponsorship, and the web reports excellent response from affiliates, with station clearances coming thru with surprising speed and from markets heretofore difficult to crack.

what should mark a new era for NBC.

Weaver is a working broadcaster, altho not in the sense of having emerged from lengthy station operations. He has been involved in almost every other facet of the business, as a radio writer, producer and program manager, agency exec, ad manager for American Tobacco under George Washington Hill, agency radio-TV veepee and network exec.

With NBC since 1949, he has been, successively, TV veepee, veepee in charge of the AM and TV webs, vice-chairman of the board, video program head, and now, finally, president.

His rounded background was culminated by his enthusiastic reception by the NBC-TV affiliates in Chicago, when fresh from blueprinting NBC's multichrome fu-

ture, he forecast that next fall the network again will assume web leadership via application of color to its programming.

This ability to win the confidence of the stations was strongly reminiscent of Trammell's strength with the outlets, and, combined with Weaver's known savvy in other fields, clinched him the president's chair. Weaver previously had flashed this ability some years ago at Sun Valley, Idaho, but the Chicago reprise was evidence that his muscles have not weakened.

Designation of Weaver is additional assurance to the stations that the network's top leadership finally has been crystallized. The new NBC chief has come from within the network's own ranks. Weaver is a known quality, and what the stations know of him they like.

FELLOWS SOUNDS OFF

NARTB Chief Raps 'Blatancy' in Ads

WASHINGTON, Dec. 5.—A warning that "there is too much blatancy in advertising today" was sounded here this week by Harold B. Fellows, president of the National Association of Radio and Television Broadcasters in a talk before the Washington Host Lions Club. Fellows cited advertising as a key aid to national economic strength, but advised that control of advertising should be a media responsibility rather than government responsibility.

"The quantity of advertising," he said, "becomes a statistic of little consequence if its quality is such as to invite justified attack." With a closer liaison between advertising and media groups to improve the quality, he said, the value of advertising will be increased. He then warned:

"There are too many excessive claims in advertising today. It is not a principle of good selling that a man must be bludgeoned into buying. He should be persuaded. There is too much blatancy in advertising today. It is

not a principle of good selling that a man's ears must be detonated before his mind responds. And yet I say there is not enough advertising today."

Fellows also declared that restrictions on TV and radio in coverage of legislative or court sessions or by compulsion under government licensing authority are "incursions" into freedom of speech. He asserted that the Constitution's provisions for freedom of speech and the press were so sweeping as to anticipate radio and TV. He called on business and professional leaders to "weigh carefully any attempt of any kind, whatever its source, to limit the capacity of these great media to perform in your behalf."

Few Key Changes Expected at NBC

NEW YORK, Dec. 5.—The emergence of the new Pat Weaver-Bob Sarnoff team as the NBC leadership will mean some changes down the line, but few of a surprise nature. Both Weaver and Sarnoff will be responsible, of course, to Brig. Gen. David Sarnoff, board chairman of NBC, who will continue to retain a close interest in the network's operations. Incidentally, Weaver's old title of vice-chairman of the board now passes into limbo.

With Bob Sarnoff's assumption of his new duties, he will work in a close tandem operation with Weaver, the latter handling policy and Sarnoff functioning as the active administrator. Sarnoff had been veepee and head of the thriving NBC film division; with his shift, the job of running the film operation is seen certain to fall to Carl Stanton, director of the division. Stanton is a good bet to become a veepee shortly.

Another veepeeiship is apt to be bestowed upon Tom McAvity, who will be TV program chief under Weaver. McAvity's new aide as program manager is Michael Dann, formerly program plans manager. Dann takes over from Jack Rayel, who has been named executive producer of "Home."

Wile to Hollywood

Fred Wile, VP in charge of production here, shifts to Hollywood, where he will head TV programming and both AM and TV production on the Coast. Tom McCray, director of network program operations in Hollywood, remains in charge of AM programming there. Earl Rettig, Coast operations chief, moves to New

DEFINITION OF HUMILITY

NEW YORK, Dec. 5.—The final word came this week. Bishop Fulton Sheen, on Du Mont, said: "Humility is a virtue by which we recognize ourselves as we really are; not as we would like to be in the eyes of the public, not as our press notices say we are, but as we are when we examine our consciences." Recommending the virtue as a cure for complexes, the Bishop cited Russia: "Knowing it cannot keep apace of the United States, Russia covers up by saying they invented everything."

HO, HO, HO

Coast Tele Stars Ride With Santa

HOLLYWOOD, Dec. 5.—And now Santa Claus, Hollywood version, recognizes the importance and drawing power of TV personalities. Virtually all the stars from the entertainment world riding with the whiskered gentleman on his sleigh each evening along Hollywood Boulevard—"Santa Claus Lane"—are regulars on the nation's TV screens.

Hollywood's honorary mayor, Jack Bailey, assisted Lucille Ball and Desi Arnaz in inaugurating this year's annual nightly trek. Personalities who thus far have ridden with Mr. Claus, or who will between now and December 23, include Barbara Britton, Penny Singleton with "Daisy," Tommy Rettig with "Lassie" and Sherry Jackson and Beverly Washburn, the "Space Patrol" gang, Art Linkletter and his kids, Preston Foster and his wife, Sheila Darcey; Liberace and his brother, George; the entire "Life of Riley" family consisting of Bill Bendix, Marjorie Reynolds, Lugene Sanders and Wesley Morgan; Robert Cummings, his wife and children; Alan Hale Jr., Art Baker, Jerry Colonna, Steve Cochran, Stephen McNally, Will Rogers Jr., Guy Madison and Andy Devine, Red Skelton, Ed Gardner, Gale Storm and Charlie Farrell, Roy Rogers and William (Hopalong Cassidy) Boyd.

WINCHELL

Rating is Up; ABC Re-Signs Adjacencies

NEW YORK, Dec. 5.—A report that sponsors of the radio and TV shows following Walter Winchell's Sunday night ABC simulcast had canceled their contracts was scotched this week when both advertisers signed renewal pacts. Brown & Williamson renewed "Orchid Award," for Viceroy, in the 9:15 p.m. slot following the columnist on ABC-TV; P. Lorillard renewed its sponsorship of a 15-minute newscast in the same period on ABC-Radio.

Network officials were particularly irate because the erroneous report, published elsewhere, hinted that the axings could be taken as an indication that Winchell was slipping as a hold-over audience guarantee. Execs point out that Winchell's Nielsen rating in the first November report was 15.4, up more than 2 points from October's 13.1, putting him ahead of Du Mont's "Rocky King" with a 14.5, altho still far under Fred Waring's 23.2 and "Television Theater's" 35.2.

STILL POTENT

McCarthy AM Plea Pulls 4,000 Wires

WASHINGTON, Dec. 5.—Radio is sharing credit with Sen. Joseph McCarthy (R., Wis.) in whipping up a barrage of telegrams to the White House in McCarthy's feud with President Eisenhower on the Communism issue. McCarthy's radio attack on the administration's trade-with-China policy and the Wisconsin senator's plea to his radio audience to telegraph the White House on the issue, resulted in a flow of just under 4,000 telegrams to the Western Union Telegraph Company's offices here addressed to the White House.

While this was a sizable number, it doesn't compare with the estimated 120,000 messages which followed Vice-President Richard Nixon's famous "Richard's Other Fund" simulcast in the 1952 national election campaign. Also, it is not considered unusual for thousands of messages to pour into the White House on controversial issues.

FCC Issues 10 TV Grants; Total Now 612

WASHINGTON, Dec. 5.—Ten TV grants were issued by the Federal Communications Commission this week, bringing total authorizations to 612, of which 28 are noncommercial, educational grants, including 476 post-freeze grants. With CP cancellations totaling 26, authorizations outstanding now amount to 586.

This week's commercial grants went to American Broadcasting Corporation, Channel 27, Lexington, Ky.; United Broadcasting

(Continued on page 6)

Music and Chatter Format Set For Sat. Ayems on CBS Web

NEW YORK, Dec. 5.—CBS-Radio is converting its Saturday 10-noon slot into a music and chatter format. Key figure in its plans is Robert Q. Lewis, who will take over 11-noon for the network shortly after the beginning of the year. Lewis already has three sponsors—Mutual of Omaha, Nehi beverages and Pine-Sol.

The network is also auditioning Bill Cullen and John Reed King to see which of them would fit into the 10-11 slot. This will

mean either moving out Galen Drake, who has 20 minutes that hour, or programming around him. If neither King nor Cullen are selected, Robert Q. may be extended to two hours, and possibly be simulcast if enough sponsorship interest is displayed.

Lewis will go into the 4-4:30 p.m. strip on CBS-TV at about the same time. The bespectacled comedian is auditioning entertainers for his radio and TV stanzas. Ray Bloch and his ork will handle the music.

Accord Sought by ASCAP, TV Webs

Out-of-Court Settlement Attempt Takes Place on Industry and Net Rep Levels

NEW YORK, Dec. 5. — Altho the courts are already involved in the TV music rate deadlock, another attempt at an out-of-court settlement was initiated this week by representatives of the telecasters and the American Society of Composers, Authors and Publishers.

The attempted accord took place on two levels. On Wednesday (2), negotiations were resumed between the Society and the All-Industry Local TV Music License Committee. The latter represents some 75 stations.

On a second level, representatives of television networks and the Society held a session with a view toward achieving some conclusion relative to the percentage to be fixed for blanket licenses.

Fair Rate

The All-Industry Committee, of course, is interested in getting what it considers a fair rate on both the blanket and per program licenses.

Last week, the 75 indie stations represented by the All-Industry Committee petitioned the Courts to set an interim fee (The Billboard, December 5). Stations are anxious that this be done because this money is considered as station money, and therefore taxable.

It was reported that no tangible results were achieved this week on either the network or indie station level, altho it was considered quite significant that top negotiators on both the TV and ASCAP sides were continuing to make sincere efforts to achieve a

solution. A network spokesman explained, "I labor under the handicap of being hopeful. . . . To be honest, it will be a nice trick if it (a settlement) is made. We are trying our best, and so are they (ASCAP)."

ASCAP wishes the current network blanket rate be retained in a new pact. This rate is equal to the radio rate plus 10 per cent. The networks demand a reduction of this rate.

They take the position that TV grosses have risen so tremendously that a "modest" percentage of the gross would mean very

(Continued on page 17)

MUTUAL AFFILIS TO CONVENE IN BILOXI

Network Affiliates Advisory Committee Calls First Radio Conclave in Six Years

NEW YORK, Dec. 5. — Victor Diehm, chairman of the Mutual Affiliates Advisory Committee, will go on the radio network's closed circuit next Friday (11) to urge the stations to attend the meeting of affiliates scheduled for January 18 and 19 in Biloxi, Miss. At that time he hopes to have an agenda for the meeting from Mutual's front office. Diehm aims to have 175 to 200 Mutual affiliates from all over the country attend the meeting.

The idea for the all-affiliates meeting, which would be the first such in over six years, arose at the meeting of MAAC here last month. That was the meeting at which Mutual's new network option plan, which had gone into effect October 1, was officially scrapped, effective December 30.

It is, in fact, the uncertainty created by this change that is the chief motive for the Biloxi meet, aside from the feeling among MAAC members that it was high time anyhow that the affiliates in general have an opportunity to air their network problems in the kind of open forum that only such a general meeting makes possible.

Mutual has promised to pro-

Keith Suspended By AFTRA for TV Commercial Antics

NEW YORK, Dec. 5.—Actor Ian Keith has been suspended for 90 days by the local board of the American Federation of TV and Radio Artists for some questionable antics on the November 17 production of "Broadway TV Theater" on WOR-TV here.

Keith, who was appearing in "Dark Victory" with Sylvia Sydney, is reported to have made some unflattering on-camera remarks about one of the sponsors, Nash, during a commercial.

Charges were brought to AFTRA by Warren Wade, producer of the show, Wade himself was not in the studio when the incident occurred. The AFTRA board judged Keith guilty of behavior detrimental to the acting profession. Wade issued a statement saying he regretted it all had to happen.

ONE IN EVERY KITCHEN

Jingles to Spur NBC's Drive for Radio Sales

NEW YORK, Dec. 5. — The NBC radio network Tuesday (8) will feed to its affiliates the new series of musical jingles which will spur the web's drive to put a radio in every kitchen. The outlets, which will get the jingles on the closed circuit feed, will be notified that they may sell the jingles to local advertisers, either for use as spots or integrated into local shows.

This move is expected to spur use of the novel rhymes, which utilize such standard numbers as "Jingle Bells" to stress the relief a radio will supply to mother's tedium in the kitchen.

The network itself kicks off web use of the jingles today (5), via daytime and evening sustainers, with about 100 uses skedded between now and Christmas. Eight separate versions are now set, with more to come. Top talent on the web also will read a text plug over the humming of The Satisfiers, a vocal group which recorded the jingles.

Part of Plan

Use of the jingles is part of operating veepee Ted Cott's plan to increase use of daytime radio by getting more sets where the hausfrau can hear them. To this end, a novel ad campaign is under way using a full page in Parents magazine and a double truck in Coronet. The theory here is that these ads will hit the new generation of housewives and mothers which has emerged in the TV era since the war, and will seek to indoctrinate them into the same AM listening habits held by previous generations of wives and mothers.

Later, campaigns along the same line are expected to be developed aimed at getting supplementary radios into other rooms of the home, such as the kid's room, the bedroom, etc. But until the yuletide, the pitch will be to buy wifey a wireless for the kitchen.

Buttressing the pitch are such facts as that 25 per cent of the

ow" in a new multi-message plan, which the network is calling its MBSunday plan.

The Biloxi meeting will be held at the Buena Vista Hotel, which is owned by James Love. He is also owner of WLOX, the Mutual station there.

average woman's waking life is spent in the kitchen. With one-third of the 49,000,000 radio homes already equipped with kitchen radios, the drive, of course, is aimed at the remainder. Producing the jingles under Cott were Jim Nelson and Frank McCoy. The jingles were penned by Richard Blake. The latter, who poured his heart into these radio sells, is a fugitive from the TV web, on loan to NBC radio especially for this job.

MOVIE TIME

NBC Stations Get Fox Spots On 3 N. Y. Pix

NEW YORK, Dec. 5.—Movies are buying more time than ever, according to NBC's flagships, WNBT-WNBC, which this week chalked up another spot schedule sale to 20th Century-Fox.

The motion picture company is shelling out more than \$30,000 for three movies—"Beneath the 12-Mile Reef," opening at the Roxy here December 16; Tyrone Power's new film, "King of the Khyber Rifles," opening at the Rivoli December 22, and a renewed schedule on "The Robe" during its last week at the Roxy.

The studio is limiting its radio and TV coverage on the pictures here to the NBC stations. In return, both WNBC and WNBT will accord the three films its usual barrage of subsidiary merchandising, promotion and publicity on the air.

The Roxy opening will be covered via a special 15-minute TV interview and numerous guest shots with stars Terry Moore and Bob Wagner, and display advertising in 1,000 local supermarkets. The "Khyber" opening will be simulcast over both stations, via remote from 10:45 to 11 p.m.

Nestle Signs 'Space Patrol'

NEW YORK, Dec. 5. — Nestle this week signed to sponsor "Space Patrol" on alternate Saturday mornings over ABC-TV from 11 to 11:30, beginning January 16. Ralston Cereals, which has been sponsoring the kid show on a weekly basis, will cut back and take over on the alternate week schedule.

Nestles will plug candy and cocoa on the Saturday telecast, and may assume sponsorship of ABC's radio version of "Space Patrol" as well in a few weeks. Agency for Nestles is Cecil & Presbrey.

Peoples Buys WGAR, Cleve.

CLEVELAND, Dec. 5. — The Peoples Broadcasting Corporation is buying WGAR Broadcasting Company for \$1,750,000 subject to approval of the Federal Communications Commission. Frances S. Parker, widow of the late G. A. Richards, chairman of the WGAR board, holds controlling interest in the station, and substantial holdings are owned by President John F. Patt.

With the acquisition of 50,000-watt WGAR, Peoples Broadcasting Company will have bought three stations, and further expansion is on its 1954 agenda.

The new owner of WGAR will continue to place heavy emphasis on public service programming, and Patt will continue in an advisory capacity, altho devoting most of his time to the operation of WJR, Detroit, of which he is president. The station's general manager, Carl E. George, and secretary treasurer Elmer M. Krause—both stockholders—will stay on in their present posts, while Peoples Broadcasting vice-president Herbert E. Evans will take over as chief administration officer.

vide any of its personnel the stations may want at the meeting. The network has indicated that it will give a complete exposition of its programming plans, the commercial arrangements it will make, and the co-op programming it intends to offer. Mutual will have the Monday morning (18) session to set forth its program. The stations will meet in closed session Monday afternoon. On Tuesday morning (19), the stations will be able to fire questions at the Mutual brass present.

Expect Big Turnout

The station men will attend at their own expense, but Mutual has agreed to foot the bill for a closing night dinner and entertainment. Each member of MAAC has been promoting the meeting among his own constituents. Diehm said this week that reports he has received from the other members indicate that they will have a satisfactory turnout.

The future of two of the programs that were part of the co-op line-up that Mutual offered with its network option plan was set last week. "Bulldog Drummond" and "Counterspy" will be moved into Sunday slots and packaged with "The Shad-

RADIO SHOWS NEW LIFE

AM Set Shipments Outstrip TV Deliveries in Major Markets

WASHINGTON, Dec. 5.—Shipments of radio sets are outstripping TV sets in six out of the top eight markets in the nation and are running well ahead of TV set shipments in the East. This evidence of radio's phenomenal strength is based on latest figures compiled this week by the Radio-Electronic-Television Manufacturers' Association.

Radio set shipments are running ahead of TV in New York, Illinois, California, Ohio, Michigan and Massachusetts. These States contain the top three and the fifth, sixth and seventh markets in the nation.

TV set shipments are rising in the West and South, while 12 of the 21 States buying more TV sets than radio sets are found west of the Mississippi.

All signs appear to point to continuation of the brisk pace of radio set shipments in the holiday season. Meanwhile, radio set output is pushing along toward a total of close to 14 million this year, with TV about half that.

The TV-radio industry's ability to step up output is expected to be enhanced by innovations in production techniques, but trade circles here caution against expecting a "revolutionary" pickup in the foreseeable future. Production lines are being geared to the changes on a "gradual evolutionary basis," an industry spokesman explained.

The ratio of radio set shipments compared with TV set shipments is about six to four in New York so far this year; three to two in Illinois; four to three in California, Ohio, Michigan and Massachusetts.

A total of 4,807,332 radio sets, excluding automobile sets, were shipped by manufacturers in the first nine months of the year, an increase of 208,249 over the same period of 1952.

Western States which got more TV sets than radio sets in the

first nine months of 1953 were Colorado, Idaho, Iowa, Kansas, Minnesota, Nebraska, Oklahoma, Oregon, Texas, Utah, Washington and Arizona. Other States where TV shipments are ahead of radio shipments are Connecticut, Indiana, Maine, New Hampshire, South Carolina, Virginia, Pennsylvania, Wisconsin and Alabama.

the people SEE
WDEL-TV

Wilmington, Delaware • Channel 12

the people BUY

WDEL-TV advertised products

Write for information about your profit opportunity in WDEL-TV's large, rich market.

WDEL AM TV FM
A Steinman Station

Sales Representative

MEEKER

New York • Chicago • Los Angeles • San Francisco



growing
growing
growing

Mr. Channel 8

WGAL-TV
NBC • CBS • ABC • DuMont
Lancaster, Pa.

market prosperity . . . loyal viewing audience. Write for information —

Sales Representative
MEEKER
New York Chicago Los Angeles San Francisco

WGAL
AM TV FM
Steinman Station
Clair McCollough, President

GET CHUMMY

'Hall' Bows On KTLA From Para Stage

HOLLYWOOD, Dec. 5. — Another indication of the increasing co-operation between the motion picture industry and TV was manifest here this week when "Bekin's Hollywood Music Hall" had its premiere showing on KTLA. Show was telecast from the scoring stage of Paramount Pictures, where it will originate regularly, marking the first time a TV program has been presented from a major film studio as a consistent feature.

The 30-minute all-musical show stars Victor Young and His "Silver Strings" and vocalist Lucille Norman. Guest on the initial telecast was pianist Paulena Carter. It is being transcribed for showing in additional Western cities, according to Al Brooks, of Brooks Advertising Agency, which produces the show, with Ace Ochs listed as the producing executive. Show is sponsored by Bekins Van & Storage Company, which also sponsors a similar show on the CBS Pacific Radio Network.

While the event marks another "first" in telecasting circles, the current set-up is not unusual, particularly since KTLA is owned by Paramount.

SDG Names 6 From TV as Candidates For Megger Award

HOLLYWOOD, Dec. 5. — TV this week received another bit of recognition with announcement by the Screen Directors' Guild of America that six video directors have been nominated as candidates for the Guild's new award for best TV direction. Presentation, along with other Guild awards, will be made at the third annual formal awards presentation dinner dance at the Biltmore Bowl Sunday, January 24, 1954, according to Prexy George Sidney.

TV directors nominated for the award are Robert Florey, Richard Irving, Roy Kellino, Lew Landers, Ted Post and Jack Webb.

The annual event is staged to honor outstanding directors of the previous 12 months. A highlight will be presentation to the best director of 1953 a citation as determined in a poll conducted among the entire membership of the Guild. Also to be given is the first annual critics award in which the Guild will select a critic whose reviews on films have been "constructive and beneficial" to the industry at large. This, along with the top TV direction, are newcomers to the Guild award list.

New FTC Policy On Use of Word Free in Effect

WASHINGTON, Dec. 5.—Following up its recent decision in the Walter J. Black, Inc., case, involving a book club using the word "free" to advertise bonus books, the Federal Trade Commission this week put the new policy into a rule. The regulation will be added to future trade practice rules of any industry needing such a rule, said FTC.

The new policy provides that goods may be labeled "free" if the conditions for their purchase are clearly stated and provided that merchandise bought to get the gift does not increase in price or decrease in quantity or quality. Previously, FTC had not allowed use of the word where any strings were attached.

SAYS HERE HIS WIFE'S A DOG

MIAMI, Dec. 5. — The newly issued City of Miami directory lists WGBS Merdising Director Jim Storer "and wife, Ida," as residing at 329 N. E. 16th Street, Miami. Ida, however, is Storer's German shepherd dog. Storer is unmarried.

Tourney of Roses Airing to ABC-TV

HOLLYWOOD, Dec. 5.—ABC's Western regional TV network will carry the Tournament of Roses parade from Pasadena on New Year's Day. Announcement that ABC would give the colorful parade full coverage was made by Donn Tatum, director of TV for ABC's Western division. See's Candy Shops, Inc., will sponsor, thru Geoffrey Wade Advertising of Los Angeles.

FM Throwing Weight Around; Programing Seen as Key

WASHINGTON, Dec. 5.—FM is quietly declaring its independence from its AM big brother in a programming revolution designed to pull industry-wide FM revenues to the black. Significant is a growth of separate FM programming on stations owned by AM-ers. Contributing to FM's "new look" is optimism raised by the possibilities of a vast new future via "multiplex" broadcasting (The Billboard, October 24).

Apparently encouraged by FM's show of independence, the National Association of Radio and Television Broadcasters is quietly staging an exhaustive survey of FM programming habits and FM revenues. Replies to questionnaires sent to FM station operators are expected to show that the most successful FM operations are those which are independent of AM in

programming. According to John H. Smith Jr., NARTB FM director, FM has been successful when it has taken advantage of two unique features not available to AM stations: Complete nighttime local coverage, "high fidelity" music broadcasting. The music and news formula, featuring local news and advertising coverage and unrestricted nighttime broadcasting, is a programming trend on the upswing in successful FM operations, said Smith.

FM provides the only local service in 27 communities, according to NARTB figures, and the only local nighttime service in 66 communities. There are a reported 253 communities where FM is a major factor in local coverage because AM broadcasting becomes directional at night.

With upward of nine million FM sets in use, growth of interest

in high fidelity is a factor in the success of music programming by FM stations. NARTB last month wrote to its FM members, urging them to "cash in" on public interest in this field. Included in NARTB's recommendations were: Use of promotional material for stressing that only FM is capable of delivering high fidelity programs; stepped-up programming of both classical and popular music, and use of more high fidelity recordings as program material. Stations were urged to earn the reputation of being the "high fidelity station" in their localities.

As evidence of the success of music programming, Smith points to a group of 12 FM and two AM stations known as "the good music stations." Spearheaded by WFLN, Philadelphia, the group has acquired several large advertising

(Continued on page 6)



Like giant horns on the horizon, radio-relay towers carrying television programs throughout the country are now standard fixtures in the American scene.

Today these radio-relay systems together with coaxial cable facilities make possible an audience of one hundred million people who may see and hear the same event at the same instant.

The ability to carry important public events, programs of education and entertainment for

millions of Americans truly makes the horn-shaped radio-relay antennas an important addition to our nation's resources.

Already more than \$100,000,000 worth of Bell System facilities and equipment are devoted to furnishing television network service. The rapidly expanding television routes extend from coast to coast and from the Great Lakes to the Gulf of Mexico. They total some 40,000 channel miles.

BELL TELEPHONE SYSTEM

PROVIDING TRANSMISSION CHANNELS FOR INTERCITY RADIO AND TELEVISION TODAY AND TOMORROW



This One



TZ6K-EK7-Y7HP

Copyrighted material

The Billboard 16th Annual Radio & TV Promotion Competition

PURPOSE:

To determine and give recognition to the most outstanding promotion by radio and TV stations during 1953.

ELIGIBILITY:

All stations, radio and TV, network affiliated and independent, licensed to operate prior to January 1, 1954, are invited to send in entries.

DIVISIONS:

You may send in an entry for any or each of the following three divisions:

A. Audience Promotion. In this division the station describes how it built an audience for the station and/or for specific programs. It covers promotion directed to the public via all media, including the station's own facilities.

B. Sales Promotion. In this division the station describes how it sold sponsors and kept them sold. It covers promotion directed at present and potential advertisers and their agencies.

C. Merchandising Promotion. In this division the station describes how it helped its advertisers increase their sales. It covers promotion directed at consumers at retail outlets.

If you wish to compete in all three divisions you must send in three separate entries. A single entry cannot compete in more than one division. If you send in one entry for more than one division our staff will be obliged to place it arbitrarily in one or another. Do not send in more than one entry for a single division. If you do so, all your entries in the one division will be grouped together and treated as a single entry. On your entry forms (see reverse side) check off the one division in which that entry is to compete.

CATEGORIES:

You will compete only in your own category, i.e., against stations of similar size to your own. The operation of the competition necessitates a strict breakdown between radio and TV. There are three different categories in radio and three in TV. If your company operates both a radio and TV station you must send in separate entries for each. If you send in a single entry covering both your radio and TV promotion, our staff will be obliged to place it arbitrarily in either the appropriate radio category, or in the appropriate TV category. On your entry forms (see reverse side) check off the one category in which that entry is to compete.

FORM OF ENTRIES:

Your entry must consist of an entry form plus a scrapbook, presentation or display that graphically illustrates the promotion done by your station during 1953 in the division in which that entry is to compete. Elaborate entries are not necessary; appearance will not be judged.

An entry form is provided on the reverse side of this sheet. Fill in the information requested on the top of the form. In the lower half of the form type in as briefly as possible an outline of your promotion during 1953 in one of the three divisions. If you need additional space for your outline use plain bond paper and staple the additional page or pages to this form. If you want additional forms write to the address below, or you may type them up yourself.

The presentation should illustrate thoroughly the points made in your outline. The entry form must be attached as securely as possible to the front or the first page of your presentation. In the presentation we can only accept "readable" material. Please do not send in any films, recordings, electrical transcriptions or tapes. We will not have any facilities for reviewing them at the judging. Therefore, for on-the-air promotion, you must send a script and not an air check. Keep in mind that the competition covers all promotion done during 1953. If you wish, of course, you may have your entry cover only a single campaign that you consider outstanding, but it is advisable that you make specific mention of the fact that you are submitting only a single campaign.

JUDGING PROCEDURE:

The winners in each category of each division will be selected by an impartial board of judges comprised of key executives of top advertising agencies and sponsors. The judges covering each category will vote by written ballot, but the judges on each category will be allowed to confer among themselves. Each judge will pick a first, second and third choice, each of which will be given three points, two points and one point respectively in the tabulations. Tabulation will be done by the staff of The Billboard. Selection of winners by this procedure will be final.

AWARDS:

The first-place winners in each category of each division will receive a bronze plaque. Second and third-place winners will receive scrolls.

DEADLINE:

Entries must reach the below address by January 31, 1954. The Billboard will not acknowledge receipt of any entry unless it is specifically requested. Such request should be enclosed with the entry. Judging will take place Tuesday, February 9, 1954, at the Jansen Suite of the Waldorf-Astoria Hotel, New York, N. Y. Winners will be announced in the issue of The Billboard dated February 20, 1954. All entries will be returned as soon thereafter as possible. While taking the utmost precaution with every entry, The Billboard cannot be responsible for the loss or damage of any.

PROMOTION COMPETITION ENTRY FORM

DIVISION	RADIO	CATEGORY TELEVISION
<input type="checkbox"/> A. Audience Promotion	<input type="checkbox"/> 50,000 watts	<input type="checkbox"/> Markets of 1,000,000 or more population
<input type="checkbox"/> B. Sales Promotion	<input type="checkbox"/> 5,000 to 20,000 watts	<input type="checkbox"/> Markets of 500,000 to 1,000,000 population
<input type="checkbox"/> C. Merchandising	<input type="checkbox"/> 250 to 1,000 watts	<input type="checkbox"/> Markets under 500,000 population

Station Call Letters _____

Address _____

City & State _____

General Manager _____

Program Manager _____

On a separate sheet, write a brief outline of your 1953 promotion in one of the three divisions, specifically mentioning objectives, methods and results. Attach resume to a scrapbook or presentation that illustrates the claims you make.

DEADLINE: JANUARY 31, 1954

Mail all entries to: **THE BILLBOARD • PROMOTION COMPETITION**
1564 Broadway • New York 36, N. Y.

Form Regional Webs In 3 Wide TV Areas

Live Hook-Ups to Start Operations In New England, Ohio and California

NEW YORK, Dec. 5.—An increasing use of small, live regional TV networks was indicated by deals set this week in New England, Ohio and California.

The New England set-up will consist of UHF stations only, and will be an off-the-air relay. The Ohio arrangement is among three VHF stations and may possibly be an off-the-air pick-up also. The California deal is a cable network.

In New England, three of the six UHF stations that met in Worcester, Mass., on Monday (30) have set December 14 as the date they will begin networking of programs. And two of the other stations attending have definitely agreed to come in on the programming pool when they go on the air.

The Ohio show will star Wendy Barrie. It will originate at WHIO-TV, Dayton, and will also be beamed to WKRC-TV, Cincinnati, and WTVN-TV, Columbus.

These three stations are already carrying a Sunday afternoon show originated by WXEL, Cleveland. But the Wendy Barrie show is the first hook-up of the three stations alone, and will put them in competition with Crosley Broadcasting's three-station network in the same cities.

Other Hook-Ups

The California regional deal, set this week, is the Victor Young show packaged by General Artists Corporation. The half-hour program, sponsored by a Los Angeles auto dealer, bowed Thursday (3). It originates at KTLA, Los Angeles, and is cabled to three other near-by stations.

The New England UHF network will begin with a Western film, 5-6 p.m. daily, and a newscast, 6:30-6:45 p.m. daily. WHYN, Springfield, Mass., will probably be the originating station. The two other stations, which will pick up the shows off the air, are WWOR, Worcester, Mass., and WTAO, Boston.

WMGT, Adams, Mass., which has signed up for off-the-air relay pick-ups from WPIX here, has definitely agreed to come in on

the New England pool when it goes on the air later this month. Whether or not WPIX's VHF signal will be clear enough on sub-relay to make possible the networking of its "Sports Parade" into this New England pool, is a question that cannot be answered until WMGT goes on the air. UHF is generally regarded as superior to VHF for relaying.

The new Ohio network has ordered lines for the transmission of the Wendy Barrie show. But the three stations are waiting to see if the new tower of WHIO, the originating station, will make an off-the-air relay possible.

Flat Participating Rate

Miss Barrie's show is due to start January 11. It will be sold for participating sponsorship. The stations, which have signed Miss Barrie to a long-term contract, will set a special flat rate for participations. This will not necessarily be based on the stations' individual rate cards.

The New England group is still discussing the possibility of offering advertisers a special discount for taking all the stations in the relay.

The program that the Ohio stations have been picking up from WXEL, Cleveland, is "Prescription for Living," sponsored by Standard Oil of Ohio, 1-1:30 p.m. Sundays.

If the Wendy Barrie show clicks, the three stations will carry the plan into further shows.

TALENT NOTES ON AIR AND SCREEN

Jane Wyman bowed out of her NBC "Star Playhouse" commitment this week, Sunday (6), following announcement of her separation from her husband. Angela Lansbury will sub. . . . Winston Burdett, New York staff member of CBS radio news who has covered assignments thruout Europe and Asia, will begin a new series of Saturday newscasts on December 12. . . . Bill Nimmo, announcer of the Jackie Gleason show, the "Pabst Blue Ribbon Fights," "Plainclothesman" and "Crime Syndicated," has been chosen to receive the yearly broadcasting award from the Cambridge School of Radio and Television.

Wendy Barrie, screen star and TV personality, will leave the East Coast to star in her own variety show originating in Dayton, O., which will be seen on a three-city network. . . . Virginia Payne, Charles Egelston and Murray Forbes are celebrating their 20th year with "Ma Perkins" for the same sponsor. . . . Ray Heatherton, "The Merry Mailman" of WOR-TV, New York, was elected to the board of the American Federation of Radio and Television Artists during the recent election.

TV personality Todd Russell is negotiating with Universal-International Pictures, which is after the film rights to the life story of his wife who was the first patient to recover fully from a fatal heart malady by means of a newly perfected operation. . . . James Sheldon, director of the "Armstrong Circle Theater," will direct every fourth week of "Robert Montgomery Presents."

NBC singing star Jane Pickens will do her seventh telethon for Cerebral Palsy this year, December 12 and 13 on WABC-TV. . . . Arleen Whelan, stage and screen actress, has been signed as sixth and final panelist for "Pantomime Quiz." . . . Helen Parker, artists' representative, has set Michael Allen, Jimmy Chase, Billy Buckley, John Antonio, Vincent Lynne and Bob Boucher on the ABC "Motorola TV Hour." . . . Salvador Zatarain Rubio, formerly on the announcing staff of KJWW, San Antonio, has moved over to KEXX, San Antonio.

PROMOTERS

—Get on our Mailing List.
—Each week The Billboard receives inquiries asking for names of individuals who might underwrite and promote attractions for auditoriums and arenas. We can refer inquiries from your territory to you.
—Please state the date and type of event or at least one event which you have promoted in the past. Specify whether or not you were financially responsible or secured responsible underwriting. Write Arena-Auditorium Department, The Billboard, 188 W. Randolph St., Chicago 1, Ill.

FCC Issues

• Continued from page 3

Company, Channel 19, Cleveland, O.; Pioneer Gulf Television Broadcasters, Channel 32, Clearwater, Fla.; WMIE-TV, Inc., Channel 27, Miami; Great Northern Television, Inc., Channel 5, Bloomingdale, N. Y.; Dixie Broadcasting Company, Channel 9, Jackson, Tenn.; KOVO Broadcasting Company, Channel 11, Provo, Utah, and Winston-Salem Broadcasting Company, Inc., Channel 29, Richmond, Va. Noncommercial educational CPS went to greater Cincinnati TV educational foundation, Channel 48, Cincinnati, and Oklahoma Educational TV Authority, Channel 13, Oklahoma City.

The FCC also made final a proposed rule assigning an additional VHF channel to Whitefish Bay, Wis., a suburb of Milwaukee. The assignment necessitated changing of channels in Marquette, Mich., and Green Bay, Wis. The change was supported by Hearst Corporation and the Milwaukee City Council, and opposed by the Ultra High Frequency TV Association and VHF stations in Lansing, Mich., and Davenport, Ia.

FM Revolution

• Continued from page 5

accounts for sponsored music programs.

The new emphasis in programming on FM is taking place against a background of some serious commercial setbacks. Reports continue to pour in showing that FM outlets which are mere "echoes" of AM stations under the same ownership have been operating as luxury items. Disappointing to FM enthusiasts is the fact that the majority of 40-odd FM stations which went on the air since the beginning of this year are owned by AM stations and are duplicating AM programming thruout the broadcast day. NARTB is hoping to shift the focus to an increase in independent programming.

Five Cancellations Give CBS-Radio Dismal Xmas

NEW YORK, Dec. 5. — The CBS-Radio network was facing a fairly dismal Christmas, with five shows already canceled and a sixth on the verge of getting axed. On the plus side, however, the web has three-quarters of a new Robert Q. Lewis Saturday morning stanza sold for early next year delivery (see separate story this issue).

Among those sponsors exiting are: Cannon Mills with "Give and

RESTLESS PEOPLE, REVOLVING DOORS

George G. Anthony has joined Stromberger, Lavene, McKenzie Advertising Agency, Los Angeles, as media director. . . . Herman Levy and James Raker have been promoted to two newly created posts in Universal-International's advertising department. Levy will serve as co-ordinator of departmental activities and Raker has been named copy chief.

George Fry, veepee and account supervisor of Kenyon & Eckhardt, Inc., has been moved up to director. . . . Virginia Renaud, WBBM Chicago staffer, replaced Barbara Tobin, director of Education, who resigned last week to get married. . . . David Lasley, formerly central division sales manager for the Du Mont net in Chicago, has been appointed account exec of CBS Radio Spot Sales in San Francisco.

Steve Beard, formerly with the Dallas office of Blair-TV, Inc., has joined the New York sales staff.

Theodore Wrobel has joined the New York sales staff of Weed Television as a junior account exec. . . . Gilbert W. Kingsbury, Crosley Broadcasting veepee, has been elected vice-president of the Cincinnati chapter, Public Relations Society of America. . . . Mort Berry former director of sports publicity at the University of Pennsylvania, has joined the staff of W. Wallace Orr, Inc., advertising agency, Philadelphia.

The Association of National Advertisers will distribute ABC's new UHF booklet to its members. . . . Don Blauhut has moved from the Raymond Spector Company to Edward Kletter Associates as director of radio-TV, replacing Norman Livingston. . . . Dale Hart, formerly announcer at WBAP-AM-TV, Fort Worth, has moved to KARK-TV, Little Rock, as program director. . . . Harry Thomas, veteran distributor, will act as director of West Coast sales for Moropticon, the new one-track 3-D projection system.

Bob Martin, assistant station manager in charge of KPHO, Phoenix, Ariz., replaced Art Sprinkle as program director. Sprinkle left to relocate in Honolulu. . . . W. H. (Bud) Averill, St. Louis advertising man, has moved to KSTM-TV, St. Louis, as account exec. . . . William E. Ellwell, WTX general manager, has been appointed manager of the New Orleans office of Headley-Reed, station reps. . . . John A. Barnett, owner of KSWB-TV, Roswell, N. M., is in New York on business.

Wyn Elliott on Saturdays from 8:25 to 8:30 p.m.

Take," Saturday mornings 11:30-12, on December 26; Cheseborough with the veteran "Dr. Christian," Wednesdays 8:30-9, on January 6; Lucky Strike cigarettes, with Horace Heidt, Thursday evenings 10-10:30; Kaiser-Willys, with the Philharmonic Symphony on Sunday afternoons, after the first of the year; General Foods, with "Gunsmoke," Saturdays 8-8:25 p.m., on December 26. "Gunsmoke" and the Philharmonic will be sustained by the network.

Tho Hormel is expected to remain on the web until February, it will either cancel at that time or cut back its network. Hormel had already disbanded its all-girl troupe and will use tapings of the show for the programs to come.

Nevertheless, sales execs at CBS-Radio are optimistic about prospects for next year. In addition to the Robert Q. business, the web sold two shows to General Foods for Sanka this week—Robert Trout news on Mondays and Wednesdays, 10:30 to 10:35 p.m., and the Galen Drake show on Tuesdays 10:15-10:20 p.m. Sanks also renewed its sponsorship of "Sanka Salutes" with Wyn Elliott on Saturdays from 8:25 to 8:30 p.m.

Mutual Signs Three 1-Shots, Two Termers

NEW YORK, Dec. 5.—Mutual's sales department closed five contracts this week, three of them for special one-shots occasioned by the holiday season.

The Niagara Manufacturing and Distributing Company, producers of massage equipment, signed to sponsor Gabriel Heatter on Tuesday nights, 7:30-7:45, beginning January 5. The agency is Olean & Bronner.

The Credit Union National Association, thru J. Walter Thompson, signed for a new five-minute show titled "People Helping Each Other," consisting of philosophical stories. The show will be slotted Sundays, 4:55-5 p.m., beginning January 3.

Three one-shots are "Mutual of Omaha Calling," 2-3 p.m., Christmas day; the Blue-Gray football game December 26, sponsored by Gillette; the pro football championship game December 27, sponsored by Miller Brewing. Mutual will also carry the Gator Bowl game New Year's Day, and the East-West game January 2.

Fee Video Test Technically Okay But Raises Many Trade Questions

HOLLYWOOD, Dec. 5.—Pay-as-you-watch TV is now a reality. It is a \$3,000,000 investment reality as demonstrated Saturday (28) by International Telemeter Corporation in Palm Springs, where the home charge TV was premiered over some 70-odd equipped sets.

The demonstration proved that coinbox TV is technically feasible, but raised innumerable queries within the entertainment industry as to its potential box-office appeal as well as the future role it will have for film producers, theatrical exhibitors and the effect, if any, on current commercial TV.

Telemeter leaders expressed optimism for the medium as they emphasized it basically is intended to supply superior motion pictures and generally better TV entertainment. The "world premiere" pretty well established this desire. It consisted of a closed circuit telecast of the USC-Notre Dame football game at a charge of \$1 and an evening presentation of Paramount's high budget "Forever Female" for \$1.35.

Telemeter's head, Carl Lesserman, said that of the total \$3,000,000 investment, Paramount Pictures has invested more than \$1,000,000 in the system and owns more than 50 per cent of the company. Lesserman himself owns 20 per cent. Other shares are owned

OTHER NEWS OF TRADE IN BRIEF

Freeman Lusk has opened a TV packaging-producing company in Hollywood. He is adding "City Salute" and "Freeman Lusk Edits the News" to his current "V.I.P." and "Freedom Forum" currently aired on KLAC-TV. . . . Syndicated Hollywood commentator Bill Tusher and NBC's correspondent Shirley Thomas were both set to handle radio coverage of the press premiere of "The Glenn Miller Story" at the Pantages Theater Thursday (19). . . . The Carnation Company this week signed a 52-week contract to sponsor the daily radio series, "When a Girl Marries," over the ABC Coast and Mountain networks, starting January 4, 1954, according to Francis Conrad, director of radio for ABC's Western division. . . . Ross Martin, New York stage and TV actor, and Phil Foster, radio-TV and night club comedian, have both been signed by Paramount to make their film bows in "Conquest of Space." . . . Joan Shawlee, Tennessee Ernie, Joy Page, Sara Berner, Marion Morgan, John Guedel, Victor Young, Carolina Cotton, Mike Darrin and David Brian have been set as "guest judges" on Robert Paige's "Paging the Judge" radio show over ABC network. . . . Gale Storm is set to sing on CBS radio's "My Little Margie" show Sunday, January 3. . . . Art Linkletter left Hollywood for New York yesterday (4), where he will emcee the Pillsbury Bakeoff which will be broadcast on his CBS radio "House Party" program December 15. . . . Mike Kizziah returns to the KNX-Columbia Pacific Radio Network News Bureau Monday, December 14, following a leave of absence. . . . Bill Beckinsale, studio service manager for KNX-CBS radio, this week received his final citizenship papers. He had been a citizen of Great Britain. . . . William A. Schuyler this week was appointed account executive for KHJ-TV. He formerly was with KEYT, Santa Barbara in a public relations and sales consultant capacity. . . . Philippe Delacy, vet TV director who has been with KTTV, Los Angeles, since its debut nearly five years ago, has taken a leave of absence to direct a Cinerama production soon to face the cameras under supervision of Derochemont.

Stockholders of the American Tobacco Company this week voted 99 per cent in favor of the proposed merger with American Cigarette and Cigar Company, of which American Tobacco already owns 96 per cent of the common stock and 81 per cent of the preferred stock. . . . KXLY and KXLY-TV, Spokane, was sold this week to a syndicate composed of Dick Jones, former manager of WABD, New York, Joe Harris and Norman Eisenstein. Former owners were Ed Craney, head of the XL network, and Bing Crosby. Jones will henceforth

head up sales for the XL stations. . . . Having won a ruling from the arbitration board that its proposed antenna atop the Empire State Building would not interfere with WNBT's auxiliary equipment, WOR-TV has set next Saturday (12) as the date it will begin transmission from the Empire State. . . . The newly combined General Times TV Corporation, of Hartford, Conn., has picked as its call letters WGTH and WGTH-TV. This will be General Telemeter's fourth TV station. . . . Carnation Milk Company has signed a 52-week contract to sponsor "When a Girl Marries" on ABC-Radio. . . . "Kraft TV Theater" will have its color preem on NBC-TV December 16 with "To Live in Peace." . . . Hamm's Beer signed to sponsor the TV version of CBS' special one-shot "Year of Crisis" in the Midwest. The radio version will be sponsored nationally by American Oil Company. The El Paso (Texas) Times has bought Station KROD and the CP for KROD-TV from the Roderick Broadcasting Corporation. . . . American Chickie Company has signed renewals to the end of March on two Du Mont shows, "Rocky King" and "Colonel Flack." . . . American Hair and Felt Company is buying nine seven-and-a-half minute participations on the Kate Smith show on NBC-TV beginning January 13.

by Lesserman's former partner, David Loew, with 17 per cent, which the former has an option to purchase; Lehman Bros.' banking firm, and Paul MacNamara, company publicity and exploitation topper.

For the initial operation Telemeter has put in approximately \$750,000 in its subsidiary Palm Springs Community Television Corporation, which feeds regular TV fare to the spa's residents from a mountain top antenna and coaxial cable to its local station and wires to nearly 400 homes.

Current tentative plans of Telemeter is to franchise the system to local exhibitors who would aid in financing and share in the local returns of theatrical films shown. Under the system the exhibitors would not reap any consideration for special events, such as athletic contests and "live" shows.

The unknown quantity at the present time is public acceptance, about which Telemeter toppers are nevertheless optimistic. They reason that the public will pay for a superior product and that this added revenue will increase the margin of profit for studios which in turn will spend more for production.

Telemeter, according to Paramount Pictures topper Barney Balaban, will be the means for

ABC 'Cinderellas' Pace 'Name' Shows

Old Segs Outrank New Star-Studded Stanzas on Latest Nielsen Ratings

NEW YORK, Dec. 5.—An interesting Cinderella story is unfolding at ABC-TV, where the home-grown airmers walked off with top honors in latest Nielsen ratings, leaving the web's new razzle-dazzle line-up of big name shows to bring up the rear.

It is still too early, of course, to make any predictions about final acceptance of Ray Bolger, Paul Hartman, Danny Thomas and George Jessel on the basis of ratings. However, old-timers at ABC are pleased over the unexpectedly fine showing made by the web's less glamorous properties. Thinking behind this is that it tends to minimize theories held by new Paramount Theater management and some of the agencies that the box office formula for motion pictures — marquee names backed by heavy exploitation—can be applied with equal success in television.

Those opposing this theory point out that names and promotion may get listeners to tune in once, but it is consistency of performance that keeps them coming back week after week.

In support of this slant, the

latest Nielsen shows "Ozzie and Harriet" is the highest rated show on the web with a 31.3, against "Mama" on CBS-TV with a 32.5 and NBC's Dave Garroway with a 17.9. "The Erwins," another old-timer on the web, pulled a 25.2 Nielsen, out-rating NBC's two 15-minute airmers (Camel News, 23.8; Eddie Fisher, 20.8) and CBS (News, 14.5; Perry Como, 19.3).

On the other hand, Ray Bolger's Nielsen last month was 11.3, down from 11.4 in October; Paul Hartman's "Pride of the Family" pulled 12.6, up a bit from October's 11; Danny Thomas' "Make Room for Daddy" dipped from 16 in October to 12.6. Thomas' opposition polled as follows: NBC's "Fireside Theater," 37.6 (down from 40 in October) and CBS' "This Is Show Business," 20.9 (down from 22.4 in October). George Jessel pulled 11, up from 9.9, against Roy Rogers, with 29.4, and "You Are There," with 22.1.

The web's new dramatic shows fared better, with "Pepsi Cola Playhouse" going up from 14.7 to 16.3, and "U. S. Steel Theater" racking up a 23.5, topping all webs but NBC, which chalked up a 29.3 for its "Armstrong Circle Theater" and a 22.5 for Fred Allen's "Judge for Yourself." However, the Steel show is a product of the legit stage rather than Hollywood.

TWA Elects Eastern Unit

NEW YORK, Dec. 5.—Television Writers of America elected its first permanent Eastern region officers at a membership meeting here this week (30). Irve Tunick, currently story editor for the "Vitapix Feature Theater" film series, was elected president. At the same time, Arthur Stander, of TWA's Western region, was elected national president.

The two other Eastern region officers elected were Murray Karmiller, vice-president, and Bruce Marcus, secretary-treasurer.

Broidy Buys Three Tales for 'Hickok'

HOLLYWOOD, Dec. 5.—Three original stories, first of 13 to be selected to lead off the 1954 season of the "Wild Bill Hickok" telefilm adventure series, have been purchased by William F. Broidy Productions. Stanly Kallis, story editor, made the purchase for the Kellogg-sponsored series which will enter its fourth consecutive year of national sponsorship by the cereal company thru the Leo Burnett Agency.

Properties purchased for the Guy Madison-Andy Devine starrer include "Cry Wolf," by Maurice Tombragel; "The Gorilla of Owlhood Mesa," by William Raynor, and "Masquerade at Moccasin Ridge," by Joseph Richardson. The authors will draft screen plays which will roll shortly after February 1.

Beach Heads ABC Western Programs

NEW YORK, Dec. 5. — Jim Beach this week was named ABC-TV program chief for Hollywood. He moves in on Monday (9). Beach formerly was with Biow, and with Batten, Barton Durstine & Osborn. He will report to Western division TV chief Donn Tatum.

ABC TO STAGE 'PALACE' VAUDE

NEW YORK, Dec. 5.—"The Vaudeville Show," a nostalgic recapitulation of the days when the Palace Theater was the Mecca of two-a-day performers, will be aired over ABC-TV on Wednesday nights from 9:30 to 10 p.m. beginning December 9. The program replaces "Doctor I.Q." which shifts to a Thursday night spot. A different group of vaude acts will be booked each week, with emphasis on old-timers.

THIS WEEK'S SPOTLIGHT FEATURE

TV Film Production

Vidpix Biz in Strong Growth Trend, Draws Banker Support

Additional \$ Aid, Syndication Seen as Important '54 Factors

By ED VELARDE

HOLLYWOOD, Dec. 5. — The telefilm business emerged this year as a sound and stable industry with the result that recognized and established financing has become a major factor that will increase in 1954, along with syndication. These are the two most significant developments of 1953, a spot check of leading Hollywood telefilm producers discloses as a promising 1954 approaches.

The entry of capital from normal banking channels to finance telefilm production envisages sounder production and a recognition on the part of financiers that TV film is now a full fledged industry and worthy of support. All of which presages an optimistically healthy year ahead, according to most sources.

ZIV RUMORS

Prexy Denies MCA or NBC Negotiations

NEW YORK, Dec. 5. — Persistent rumors here that Ziv TV is plotting some kind of merger arrangement with MCA-TV prompted a flat denial this week by Ziv prexy John Sinn. Originally the reports circulated had MCA negotiating to buy the Ziv outfit, but this was later modified to read that the two film firms were working out a plan of co-operation whereby MCA would handle production and Ziv concentrate on distribution of pooled properties.

Labeling the whole thing "fantastic," Sinn also denied reports that the NBC Film Division and Ziv held meetings recently with a view toward the former taking over the entire Ziv operation. However, indications are that NBC has dropped the idea and decided its film division did not need Ziv's film properties.

Preem Govt. Bond Flicker

WASHINGTON, Dec. 5. — The first wide-screen film for a savings bond drive is ready for nationwide distribution for showing in plants and offices to spur purchases of defense bonds thru payroll savings. Titled "Bond Between Us," the film stars June Allyson and Susan Cabot, and was premiered Friday (4) at the Motion Picture Academy's Academita Theater here. The 16-minute film was written by Joseph Hoffman, produced by George Bole, and donated by Universal-International Studios. It may eventually be distributed to TV stations.

Hamilton Quits 'Showcase'

HOLLYWOOD, Dec. 5. — Hamilton Watch will discontinue sponsorship of "Your Jeweler's Showcase" after January. The anthology-type dramatic show has been sponsored by the watch company for more than a year on a spot network basis.

Originally, it was co-sponsored by International Silver, which moved out after about 13 weeks, after which Hamilton paid the entire tab. Batten, Barton, Durstine & Osborn is the agency for Hamilton. Sovereign Productions produces the series.

Where, according to one producer, two years ago it was impossible to get a loan, and a year ago difficult at best, today a responsible telepix producer is in a much better position to get adequate backing. The past year, particularly, has allowed the industry to establish a banking history and reputation that is imperative to attract the huge financing necessary for this new "big business."

One of the major factors that has contributed to this welcome position is the survival of producers who, thru experience and astute operations, are credited with reliability and competence. Banking institutions, such as Bankers Trust, Chemical National Bank and even the Bank of America and California Bank which thus far have bankrolled segments of the industry, are expanding their financing operations in the telefilm direction.

With it has come added development of telepix syndication where an added margin of profit can be anticipated thru residuals, the one producer termed this latter situation one of "utter confusion," while yet another disagreed to the point of saying some producers only now are beginning to cash in on this score.

This year was one of the "survival of the fittest"—one which saw a number of producers fall by the wayside. This is looked upon as good for the industry itself since it is resulting in today's recognition not only from banks but by sponsors.

But with the confining to the relatively responsible few producers has developed another trend—the multiple picture company. This will mean greater savings, more efficiency, a superior product. Such firms as Hal Roach Jr., the Gross-Krasne operation, Desilu, Revue Productions and Roland Reed Productions are already outstanding examples of this.

Roach this week told The Billboard that he optimistically expects a 250 per cent increase in production next year. He said that he expects to have six additional filmed series along with the four he now owns.

Gross-Krasne, as another example, is perfectly willing to concentrate on its own properties as creative producers, but is ready, willing and able to be physical

producers for others. G-K owns and operates its own factory, California Studios, as well as its own distribution firm, United Television Programs, Inc., which puts it in a favorable position but one which requires huge financing.

Another trend that is cited is the disposition toward taking talent on as full partners. This makes for a healthy and pleasant working arrangement, most agree.

The increase in syndication has developed a corollary problem, tho not of major import—that of restrictions in treatment of material for tele-screening. The producer has learned he must be doubly careful, using as his yardstick self-imposed restrictions and astute selection of story material. He must make pictures which can be generally adaptable for various types of sponsors, but selectivity and caution are considered safeguards.

The feeling is that with the opening of new markets and the increase of competing stations, all of which are ready clients for syndicated properties, there will result an improvement in the quality of the product. Any residuals realized from this expanded market, it is agreed, must be put back into production of new and better series.

Another possibility on the horizon is that of multiple-sponsorship. There is a growing feeling that by sharing the cost, sponsors will be more disposed toward continued bankrolling, will be assured of regular exposure and will receive a better product.

Screen Gems Has New Unit

NEW YORK, Dec. 5. — In a departure from standard TV film commercial production operation, Screen Gems, Inc., has set up a special United States Steel Company production unit within its own TV commercial department.

The self-contained unit—with its own producer, director, cameraman and film editors — will produce all the TV film commercials for the Theater Guild's "U. S. Steel Hour" over ABC-TV.

Agency for U. S. Steel is Batten, Barton, Durstine & Osborn, Inc. The new unit will be under the direction of Ben Berenberg.

HALF-HOUR VERSIONS

Kagran to Film and Synd. Howdy Doody

NEW YORK, Dec. 5. — The Kagran Corporation here is readying plans to film half-hour versions of "Howdy Doody" and syndicate them in markets where the show isn't carried live by the NBC network. The plan is considered an innovation for a network-sponsored show, in that most programs sold on a similar network-plus-spot-booking basis are usually all on film or set up as a live-kine operation.

Kagran's decision to put "Howdy Doody" on film also marks a reversal in viewpoint by the firm's prexy Martin Stone, who only a year ago was outspokenly in favor of live TV and insisted "Howdy" would never "go" on film.

However, Kagran's successful venture in the TV film field this fall, via "Johnny Jupiter" (now sponsored in 85 markets by M&M Candies) convinced him that film could do the job.

Re-Run Potential

An important factor forming Stone's decision of course, was the re-run potential of film. In

line with this, the half-hour films will be produced as separate programs, rather than filmed during the airing of the live shows. "Howdy Doody" is currently aired over a 67-station NBC-TV network across the board.

The sponsor list includes American Metal Specialties Corporation, Colgate Dental Cream, Continental Baking Company, Poll Parrot Shoes, Kellogg Company; Ludens, Inc.; Standard Brands and Welch Grape Juice Company.

As reported in last week's Billboard, "Howdy Doody" is already available on film in the home movie field, with 8mm. silent and 16mm. sound editions distributed thru Castle Films. Stone is readying plans to film his "Johnny Jupiter" series in color next year and hopes to put the new "Howdy Doody" films out in color also.

However, the first airers will be shot in black and white, and the exec will hold his color film plans in abeyance until the industry establishes some kind of standards for production.

The Billboard

TV FILM SECTION

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

plus, rotated weekly.

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

NEXT WEEK

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

Prockter Sells PSI To Landau & Ross

Film Syndicate Long Reported on Block; Owners Now Own or Control 30 Properties

NEW YORK, Dec. 5.—Bernard Prockter this week finally got out of the film syndication business. A deal was reported to have been closed by which Ely Landau and Martin Ross became the new owners of PSI-TV, which distributes six film packages.

Landau, who now will probably become president of PSI-TV, already owns four TV film series produced under his own name. Ross, as head of Emperor Films, controls some 20 features in TV distribution. It is, of course, expected that all this product will henceforth be distributed under one company banner.

Reports of Prockter's imminent exit from film syndication have circulated thruout the trade for well over a year. It was at one time rumored that he was attempting a merger with Official Films. When Paul White left as president of PSI-TV early this year, Prockter re-organized his operation so that PSI-TV became a subsidiary of Prockter Television Enterprises, giving Prockter himself more direct control of the syndication operation.

For the past several weeks PSI-TV has been on the block. Bids are known to have been placed by Milton Gettinger, owner of Station Distributors; Joe Harris, of Motion-Pictures for Television, Inc., and a West Coast syndicate headed by Ed Pauley and Bert Levy.

PSI-TV distributes "China Smith," half-hour adventure series starring Dan Duryea; "Orient Express," half-hour dramatic series produced in Europe by John Nash; "Play of the Week," re-run of the original "Schlitz Playhouse of Stars"; "International Playhouse," an English-made series; 68 British features and "American Sports," a 15-minute series.

Landau already owns "The Passerby," a dramatic series with name stars; "The Bill Corum Sports Show"; "Man's Heritage," starring Raymond Massey, and an interview show with Eva Gabor as femsee. No distribution has ever been made of these shows, as far as is known.

By an outright purchase of PSI-TV, Landau and Ross have inherited the distribution rights

to part of the six packages and direct ownership of other parts. Prockter's deals with the producers of the shows he was syndicating were said to be quite complicated, and his indebtedness on the productions has been reported to be in the neighborhood of \$500,000.

It was recently reported that Prockter would give up the syndication product to anyone taking over the outstanding notes, but just what the terms of the Prockter-Landau deal could not be learned this week.

Weiss Intros New Series of Christmas Pix

HOLLYWOOD, Dec. 5. — A unique and entertaining series of five 15-minute films produced especially for Christmas showings is now available from Louis Weiss & Company, Los Angeles telefilm distributing and producing firm. Titled the "Little Story Shop" series, films were shot especially for TV this September in 16 Kodachrome and utilizes lavish miniature sets and casts of 20 marionettes with synchronized lyrics and dialog and includes narration.

"Little Story Shop" consists of five fantasies, suitable for the whole family and captures the charm and significance of the Christmas season. Featured are the Rex Castle Marionettes and the All-Youth Choir of Phoenix, Ariz., both widely known thruout the Southwest.

The fantasies are bright, humorous and presented with a continuous background of seasonal music. Titles in the series are "The Elf and Mr. Little," "The King and the Carolers," "Harold the Angel Sings," "The Cabby and the Magic Carriage" and "The Boy Who Was Bored With Christmas."

"Little Story Shop" is the only especially produced seasonal telefilm series, in black and white as well as in color, which utilizes marionettes.

MONEY-SAVING SUBSCRIPTION ORDER

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CONTINUED HIGH RATINGS

Against all competition all evening!

COLUMBUS, OHIO	34.0	2nd	TUESDAY NIGHT (ARB September 1953)
BOSTON	32.7	3rd	SATURDAY NIGHT (ARB September 1953)
KANSAS CITY	47.0	1st	THURSDAY NIGHT (Telepulse July 1953)
CINCINNATI	35.6	3rd	THURSDAY NIGHT (ARB September 1953)
MINNEAPOLIS ST. PAUL	26.0	3rd	TUESDAY NIGHT (Telepulse July 1953)

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Now 3rd year in these markets!

WABC-TV—NEW YORK CITY, N. Y.	United Cigars, Whelan Drugs
KGO-TV—SAN FRANCISCO, CALIF.	Ferguson-Longfield Frozen Foods, Inc.
WBTV —CHARLOTTE, N. C.	Gill Coffee
WTAR-TV—NORFOLK, VA.	Gill Coffee
WTYR-TV—RICHMOND, VA.	Gill Coffee
WGN-TV—CHICAGO, ILL.	Necchi
WLW-T —CINCINNATI, OHIO.	Bab-o, Colgate-Palmolive-Feet Gibson Wines
WLW-C —COLUMBUS, OHIO.	Bab-o, Colgate-Palmolive-Feet Gibson Wines
WLW-D —DAYTON, OHIO.	Bab-o, Colgate-Palmolive-Feet Gibson Wines
WBAL-TV—BALTIMORE, MD.	Mt. Zion, New York State Wines

*STARRING

KENT TAYLOR AS "BLACKIE"

WITH LOIS COLLIER AS "MARY"

AND FRANK ORTH AS "FARRADAY"

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"On April 10 we ran our first BOSTON BLACKIE show. On April 11 and 12 we made nineteen (car) sales... sixteen of which were direct results of TV advertising."
Verkler-Peyer Co., Nash Dealer, Peoria, Illinois

"As a result of the exceptionally fine job BOSTON BLACKIE has done for us during the past year, we are pleased to enclose a signed renewal contract."
Omaha Public Power District, Omaha, Nebraska

"Wholesome entertainment for every member of the family. The series is not the blood-curdling chiller, but is action-packed... full of adventure, romance, excitement and humor."
Program Director, KFSA-TV, Ft. Smith, Arkansas



ZIV TELEVISION PROGRAMS, INC.
1527 MADISON RD., CINCINNATI, OHIO
NEW YORK HOLLYWOOD

Tele-Pix Takes 1st Order for '54 Film

NEW YORK, Dec. 5. — Tele-Pictures, Inc., last week took its first order for the new batch of feature films it will release during 1954. The new group consists of 19 pictures, all but two of which were produced by Lippert Productions. The films, on the average, are 18 months old.

The first sale was made to Jim Moran, Hudson dealer in Chicago, who sponsors a theater series on WGN-TV. The deal was made by Joe Smith, manager of Tele-Pictures.

The pictures and their stars are "Three Desperate Men" with Preston Foster and Virginia Grey; "FBI Girl" with Cesar Romero, George Brent and Audrey Totter; "Actors and Sin" with Edward G. Robinson, Marsha Hunt and Eddie Albert; "Detour to Danger," "Unkown World," "GI Jane" with Jean Porter and Tom Neal, "Navajo" and "Tiger Man."

Other Pix

Also, "Steel Helmet," "Walkie

Talkie," "Scotland Yard Inspector" with Cesar Romero and Lois Maxwell, "I Shot Billy the Kid" with Don Barry and Julia Adams, "Loan Shark" with George Raft and Dorothy Hart, "Hell's Harbor" with Jean Hersholt, "For Men Only" with Paul Henreid, "The Gambler and the Lady" with Dane Clark, "Bachelor in Paris" with Dennis Price and Mischa Auer, "Bad Blonde" with Barbara Payton and Tony Wright and "The Jungle" with Rod Cameron and Cesar Romero.

The first three films named above will be released in February, the next two in March, and the next three in April. "Steel Helmet" and "Walkie Talkie" will be released in May, the next two in June and the next two in July. Beginning with "For Men Only," they will be released one a month to the end of 1954.

This package brings to 100 the number of feature films being distributed by Tele-Pictures.

TV FILM PURCHASES

WBZ, Boston, heads the list of new cities to ink the "Life With Elizabeth" series distributed by Guild Films. Other sales this past week which have brought the total stations carrying "Elizabeth" to more than 52 include KCEB, Tulsa, Okla.; WSIL, Harrisburg, Ill.; WEEK, Peoria, Ill., for the Illinois Bell Telephone Company; KSTP, St. Paul, for Peters Meat Products, and KDYE, Salt Lake City. Liberate, another Guild Films' property, has been sold to the Perry Buick Company on WTAR, Norfolk; the National Bank of Commerce on WKNA, Charleston, W. Va., and WSIL-TV, Harrisburg, Ill.; the Ries Furniture Company on WSBT, Southland, Ind., and the Cash Valley Dairymen's Association over KID, Idaho Falls, Idaho.

Roberts Dairy has purchased from Guild Films the "Joe Palooka" series to be shown on KHOL, Holdrege, Neb., for 39 weeks. Other "Palooka" sales include KLAC, Los Angeles; KBTU, Denver; KBID, Fresno, Calif.; KWFT, Wichita Falls, Tex., and WSIL, Harrisburg, Ill.

"My Hero," originally spot booked by Canada Dry and offered on a syndicated basis three weeks ago by Official Films, has been sold to the following markets: Albuquerque, N. M.; Boise, Idaho; Cheyenne, Wyo.; Erie, Pa.; El Paso, Tex.; Fresno, Calif.; Henderson, Ky.; Houston; Idaho Falls, Idaho; Los Angeles; Lubbock, Tex.; Nennah, Wis.; Omaha; Pocatello, Idaho; Rochester, N. Y.; Rockford, Ill.; Salt Lake City; San Diego, Calif.; Seattle; Twin Falls, Idaho, and Wheeling, W. Va. "My Hero" will be sponsored by Taylor Realtor & Insurance Company in Pine Bluff, Ark., over KATV; by the Miami Valley Milk Products in Dayton, O., over WHK, and by the Duquesne Brewing Company over WTRI, Wheeling, W. Va., and WICU, Erie, Pa.

The Walter J. Kline Advertising Company has purchased "In-

ner Sanctum" from NBC Film Division to be shown in Charleston, S. C.; Columbia, S. C.; Charlotte, N. C.; Raleigh, N. C.; Greenville, S. C., and Greenville, N. C. "Sanctum" has also been purchased by the Genesee Brewing Company to be shown over WHAM, Rochester, N. Y., and the Red & White Food Store in Toledo, O.

Other NBC Film Division sales this past week include "Badge 714" to be sponsored by Lloyds of Midland in the Midland, Tex., market; "Victory at Sea" to KIEM, Eureka, Calif., for the Western Chain Saw Company; "Hopalong Cassidy" to Whites Dairy in Wilmington, N. C.; "Captured" to WKMB, New Britain, Conn.; KEYT, Santa Barbara, Calif., and WTRF, Wheeling, W. Va., and the 26 NBC Film Features to WHBK, Cleveland.

"Annie Oakley," which will be nationally spot booked by the Canada Dry Ginger Ale Company in more than 50 markets and syndicated in the remaining markets by CBS Television Film Sales, has been sold to KOB, Albuquerque, N. M.; KBOI, Boise, Idaho; KOY and KOOL, Phoenix, Ariz.; KSL, Salt Lake City; KPIX, San Francisco; San Diego, Calif., and WTTG, Washington, besides stations in Fresno, Calif.; Seattle; Los Angeles, and Sacramento.

Other CBS Television Film Sales this week were "Amos 'n' Andy" to WNCT, Greenville, N. C.; "Art Linkletter and the Kids" to WRBL, Columbus, Ga.; "Cases of Eddie Drake" to KZTV, Reno, Nev.; "Range Rider" to KSL, Salt Lake City, and "Strange Adventure" to Greenville, N. C.

"Jim and Judy in Teeland," children's telefilm series, began its first West Coast run this week on "Sheriff John's Cartoon Time" over KTTV. The series of 39 five-minute episodes will run daily thru January. It was sold to the station by Louis Weiss & Company, Los Angeles.

• TV FILM SERIES in PRODUCTION Since October 1

This feature runs in every Production issue of The Billboard's TV Film department. It offers the most complete directory available of production of TV film series and is limited only by The Billboard's ability to reach all producers in the industry. Producers who desire to be included should send their listings to reach The Billboard's New York office no later than the 15th of each month. Listings should be for the last full preceding month.

Title	Program Type	Producer	Star	Running Time	Number Planned	Number Completed	How	Selling	Distributor
ALADDIN TELEVISION PRODUCTIONS, INC., 165 N. La Brea, Los Angeles 36, Calif.									
Kid Magic	Children's	Aladdin	Frank Scannel, David Kasday, Kay Kuter	12:30	13	13	Synd. or Network		Aladdin
BLINKEY PRODUCTIONS, 106 West End Ave., New York 23, N. Y.									
Adventures of Blinkey	Children's	Murray King	Blinkey	12:30	164	26	Synd.		Blinkey Prod. Inc.
COMMODORE PRODUCTIONS AND ARTISTS, INC., 971 N. La Cienega Blvd., Hollywood 46, Calif.									
No Escape	Mystery-Drama	Walter White Jr., Bill Heath		30:00	52	none			
CORNELL FILM COMPANY, 1501 Broadway, New York, N. Y.									
Adventure Out of Doors	Sports, Fishing & Hunting	Jack Van Coevring		12:30	13				Cornell
FILMCRAFT PRODUCTIONS, 8451 Melrose Ave., Hollywood, Calif.									
You Bet Your Life	Comedy-Quiz	Guedel Prod.	Groucho Marx	26:00	39	13	Network		
FRANKLIN TELEVISION PRODUCTION, 636 Acanto St., Los Angeles 49, Calif.									
This Is Hawaii	Musical	J. J. Franklin	Hawaiian	26:00	52	16	Synd.		Geo. Bagnall
Hawaiian Paradise	Musical	J. J. Franklin	Hawaiian	15:00	52	26	Synd.		Geo. Bagnall
The Adv. Texas Kid	Western	J. J. Franklin	Western	60:00	13	1	Synd.		Geo. Bagnall
GROSS-KRASNE									
Big Town		Gross-Krasne	Pat McVey, Beverly Tyler	26:00	26	none	Network		United Television Products
Lonewolf		Gross-Krasne	Louis Haywood	26:00	26	none	Synd.		
JOHN GUEDEL PRODUCTIONS, 8321 Beverly Blvd., Hollywood, Calif.									
Linkletter and the Kids	Novelty-Variety	Maxwell Shane	Art Linkletter	15:00	156	52	Synd.		CBS TV Film Sales
HARTLEY PRODUCTIONS, INC., 20 West 47th St., New York 19, N. Y.									
Tips for Tables	Women's	Hartley Productions, Inc.	Gloria Louis	12:30	13	2			Sterling Television
Kitcheneering	Women's	Hartley Productions, Inc.	Gloria Louis	12:30	or 26				
IMPERIAL WORLD FILMS, INC., 49 East Oak St., Chicago, Ill.									
Wrestling From International Amphitheater	Sports	Imperial		54:00	Continu's				IWF, Inc.
Wrestling From International Amphitheater	Sports	Imperial		26:00	Continu's				IWF, Inc.
Wrestling From International Amphitheater	Sports	Imperial		12:00	Continu's				IWF, Inc.
Raymond Massey	Religious	Imperial	R. Massey	3:20	65	65			IWF, Inc.
LEONARD KEY PRODUCTIONS, 6 W. 56th St., New York									
Call the Play	Sports Quiz	Leonard Key	Various	12:30	156	78	Synd.		Station Distrib.
MARTERTO PRODUCTIONS, INC., Paul Jacobs, 846 North Cahuenga Blvd., Hollywood 38, Calif.									
Make Room for Daddy	Comedy	Louis F. Edelman	Danny Thomas	30:00	39	12	Network		
CHARLES MICHELSON, INC., 15 West 47th St., New York 36, N. Y.									
Capsule Mysteries	Mystery	C. Michelson	John Ridgely	5:00	156	39	Synd.		
MITCHELL GERTZ AGENCY, 240 South Beverly Drive, Beverly Hills, Calif.									
Nothing New Under the Sun	General	Michell Gertz		3:30		13			
PACKAGED PROGRAMS, INC., 634 Penn. Ave., Pittsburgh 22, Pa.									
Home is Happiness	Women's Daytime	Packaged Programs, Inc.		12:25	130	130			
Mr. Rumpel Bumpel	Children's	Packaged Programs, Inc.		3:00	130	15			
SCREEN GEMS, INC., Mr. Harry McWilliams, 233 West 49th St., New York 19, N. Y.									
Ford Theater	Drama	Screen Gems	Top Stars	26:30	78	60	Network-NBC		
Your All-Star Theater	Drama	Screen Gems	Top Stars	26:30	78	60	Synd.		Screen Gems
SNADER TELESCRIPTIIONS CORPORATION, 177 S. Beverly Drive, Beverly Hills, Calif.									
The Liberate Show	Musical	Louis D. Snader	Liberate	30:00	117	39	Synd.		Guild Films, Inc.
SOVEREIGN PRODUCTIONS, 7324 Santa Monica Blvd., Los Angeles 46, Calif.									
Your Jeweler's Showcase	Drama	David Hire	Bob Hutton, Marilyn Erskine	26:00	Almost Complete		National		
General Electric Theater	Drama	Jo Sstrom	Edward Arnold	26:00	Already Shot		National		
Cavalcade of America	Drama	Bob Stevenson	No Stars	26:00	Already Shot		Network		
TELEVISION PROGRAMS OF AMERICA, INC., Peggy Miller, 132 W. 43d St., New York 18									
Ramar of the Jungle	Adventure	Arrow Prod.	Jon Hall	26:30	26	26	Synd.		TV Programs of America
VIDEO PICTURES, INC., Charles Maxwell, 1515 North Western Ave., Los Angeles 27, Calif.									
Hank McCune Show	Comedy	Video Pictures	Hank McCune	30:00	14	7			
FRANK WISBAR PRODUCTIONS, 7324 Santa Monica Blvd., Los Angeles 46, Calif.									
Fireside Theater	Drama	Frank Wisbar	Varies	26:25	44	20	Sponsored by Procter & Gamble		
ZIV TELEVISION PROGRAMS, INC.									
I Led Three Lives	FBI-Counter-Spy Story	Ziv Television Programs, Inc.	Richard Carlson	26:30		39			Ziv TV Programs
Favorite Story	Drama	Ziv Television Programs, Inc.	Adolphe Menjou	26:30	78	39			Ziv TV Programs
Times Square Playhouse	Suspense-Drama	Ziv Television Programs, Inc.	Herbert Marshall as Host	26:30		39			Ziv TV Programs
Boston Blackie	Mystery-Drama	Ziv Television Programs, Inc.	Kent Taylor	26:30		78			Ziv TV Programs
Cisco Kid	Western	Ziv Television Programs, Inc.	Duncan Renaldo	26:30		104			Ziv TV Programs
Your TV Theater	Story-Drama			26:30		106			Ziv TV Programs

Announcing

THE BILLBOARD'S TV FILM SERVICE AWARDS

Winners determined by industry-wide ballot on the basis of outstanding merit in 1953.

This is an all-industry poll. Any member or individual who produces, sells, buys, uses or services TV films (series, commercial or feature) is eligible to vote.

If you have not already received your ballot, write today to:

TV FILM SERVICE AWARDS

The Billboard

1564 Broadway

New York 36, N. Y.

PILOT FILMS in PRODUCTION

Since October 1

This feature runs in every Production issue of The Billboard's TV film department. It offers the most complete directory available of production of pilot films and is limited only by The Billboard's ability to reach all producers in the industry. Producers who desire to be included should send their listings to reach The Billboard's New York office no later than the 15th of each month. Listings should be for the last full preceding month.

Title	Program	Producer	Star	Running Time	Shooting Dates	Target Date Production	How Selling
ALL-SCOPE PICTURES, INC., 7525 Beverly Blvd., Hollywood 36							
Cooking With the Stars	Cooking Show	All-Scope Pictures, Inc., Alfred Kingston Assoc. Prod.	Don Wilson	27:30	Sept. 1953		
ANIMATED PRODUCTIONS, INC., 1600 Broadway, New York							
Flying Saucers	Children's Show	Animated Productions		15:00	11/1/53	12/15/53	National
Funny Newsreel	News	Animated Productions		5:00	10/15/53	12/15/53	National
RICHARD BARE							
Real George	Comedy	Richard Bare	Geo. O'Hanlon	30:00			Either
BENGAL PICTURES, 3102 Quincy St., N. E., Albuquerque, N. M.							
Adventures of Col. Idaho Ellison	Western	Bengal Pictures	Col. Idaho Ellison	26:00	not set		Open
CINE-TELE PRODUCTIONS, 6327 Santa Monica Blvd., Hollywood 38							
Let's Face It	Safety Education	Harry Lehman		14:00	Completed	11/12	Public Series
COMMODORE PRODUCTIONS AND ARTISTS, INC., 971 N. La Cienega Blvd., Hollywood 46							
Silent Witness	Mystery-Drama	Walter White Jr., Bill Health	Clyde Beatty	26:30	Completed	1/1954	Network
The Clyde Beatty Show	Adventure	Walter White Jr., Bill Health	Clyde Beatty	26:30	Completed	1/1954	Syndication
FOUNDATION FILMS CORPORATION, Citizens Bank Bldg., Pasadena 1, Calif.							
Birth of the Sandman	Children's	Tolorama Prod., Inc.		15:00			
Rim Rocker	Children's	Swift Enterprise, Inc.	Wanda Hendrix	26:00			
FRANKLIN TELEVISION PRODUCTION, 636 Acanto Street, Los Angeles 49							
Dr. Jekyll & Mr. Hyde	Classics	J. J. Franklin	J. Griffith	15:00	Completed		
Arbellas Tall Tales	Children's	J. J. Franklin		30:00	Completed		
PRINCETON FILM CENTER, INC., 270 Park Ave., New York							
Shooting Straight With Sports		The Princeton Film Center, Inc.	Tim Holt	13:30	2 Shot		Open
R & M PRODUCTIONS, 661 West End Ave., New York 25							
Vera Wallace, Private Investigator	Mystery	Ed Lindner	Gladys Austen	26:30	Not set	Early '54	Network & Syndicated

MPTV Signs 10-Year Pact For Distribution in Canada

NEW YORK, Dec. 5.—Motion Pictures for Television (Canada), Ltd., this week was organized to distribute the extensive library of its American counterpart, MPTV, to the Canadian TV market. The deal was made between Paul Nathanson, Alf Perry and Alex Metcalfe, of Sovereign Film Distributors of Toronto, and MPTV, here, which gave the former group a 10-year exclusive franchise to distribute its product in Canada under the MPTV (Canada), Ltd., label.

Included in the agreement is MPTV's extensive library of more than 1,000 features, Westerns, serials and short subjects, which star such names as John Wayne, Gary Cooper, Paulette Goddard

and Ray Milland. Also part of the package are the half-hour series now in production and being distributed by the MPTV syndication division. Among those properties are "Duffy's Tavern," Drew Pearson's "Washington Merry-Go-Round," "Flash Gordon" and "Janet Dean, R.N."

Thus MPTV (Canada), Ltd., will offer for the first time in Canada both features and telefilm series thru one outlet. MPTV now services more than 200 stations here with its feature films, both on an individual and library basis.

MPTV (Canada), Ltd., will take over existing MPTV contracts with Canadian Broadcasting Corporation stations in Ottawa, Toronto and Montreal. MPTV (Canada), Ltd., will be a completely

independent Canadian company. Negotiating for MPTV were Matthew Fox, chairman of the board, and E. H. Ezzes, vicepresident and general manager of the feature film division.

'Orient' Shifts to WCBS-TV Sat.

NEW YORK, Dec. 5.—Piel's beer this week shifted its vidfilm series, "Orient Express," from WABC-TV to WCBS-TV, here.

The program will go into Saturdays 10:30-11 p.m., on WCBS-TV. It was on twice a week at WABC-TV—9:30-10 p.m. Mondays and 8-8:30 Saturday evening.

Young & Rubicam is the agency.

'12 o'Clock Comics' Renewed on WXYZ

DETROIT, Dec. 5.—National Food Stores has signed for a two-year renewal of "Twelve o'Clock Comics," the noontime cartoon show on WXYZ-TV, altho the present contract has eight months still to go. The renewal deal, set so far ahead of schedule, was made to assure the sponsor of retaining this preferred family listening time.

Contract was placed thru Schwimmer and Scott Agency, of Chicago.

Weiss Sees 1953 Gross 55% Over 1952 Figure

HOLLYWOOD, Dec. 5.—Louis Weiss & Company, Los Angeles distributor-producing firm, predicts its 1953 gross business will show a 55 per cent increase over 1952 due to a sharp rise in sales of syndicated films to TV stations.

Based on operations of the first 10 months of 1953, Adrian Weiss said, "There has been a distinct upsurge in our business during

the past three months which indicates that 1954 will be an even better year than this one."

Weiss disclosed that this year theatrical features, Westerns, telefilm series, serials and short subjects from his company's library have run on more than 80 stations. "Some of the gains have been made thru the opening of new areas to TV, altho the bulk of the new business has come from older markets where new stations have opened the way for the distributors of syndicated films to place their product in a more competitive field," Weiss declared.

Weiss also asserted that second and even third telefilm runs can be successful in the same city. He cited his own "Craig Kennedy, Criminologist" series as an example which he declared has shown increased ratings tho nearing its third run in at least one city, Philadelphia.

"This fact," Weiss declared, "is fundamental to financial stability in the production and distribution of film for TV. Recognition of re-issue values, even tho it is reluctant and belated in some quarters, is helping our business, and no doubt the business of others in our field."

Guild Sets 'Joe Palooka' Push; 3 Salesmen Added to Staff

NEW YORK, Dec. 5.— Guild Films added three more salesmen to its staff this week with the launching of its sales drive on "Joe Palooka." The major part of the sales staff is here today and tomorrow for a meeting with Guild execs on the "Palooka" promotion. The meeting winds up tomorrow with a talk by Ham Fisher, creator of the cartoon character.

Guild this week hired Robert Strickland, formerly head of his own film distributing outfit in Atlanta, to cover the South. Also

added to the sales staff were George Turner, former time salesman, and Hub Jackson, former agency man. Their territories have not been designated yet.

"Palooka" has been sold to six stations already. They are KLAC-TV, Los Angeles, where the show will have its preem December 30; WHOL, Holdrege, Neb., where it will be sponsored by Roberts Dairy for 39 weeks; KBT, Denver; KWFT, Wichita Falls, Tex.; KBID, Fresno, Calif., and WSIL, Harrisburg, Ill.

Blend of All Media Creates Film Field

By STANTON OSGOOD
Manager of Production,
NBC Film Division

The production of motion pictures for exclusive television showing is an eclectic art: it takes some techniques from each of the other forms of visual entertainment—movies, television and the stage—but yet is different from each of them. It is up to the producer to adapt and invent the techniques he needs and blend them together to produce a quality film program.

Altho there is a similarity between filming motion pictures for television and filming them for theatrical presentation, there are many important differences. A number of these differences are the technical ones to be discussed later but also to be considered is the matter of pacing the drama.

In motion pictures for the ever-enlarging theater screen, a director can put a beautiful girl on a golden palomino horse, have her ride slowly across the Painted Desert, use David Rose's string symphony to provide background music and he has three or four minutes where no actor other than the horse earns his hay. This cannot be done in television.

Stiffer Requirement
Spectacle alone, on the smaller TV screen, is not enough to carry the show. Television has an intimate relationship with its audience. The TV program comes right into the home and must complete with the mixing of drinks, exchange of pleasantries and the amateur criticism which is not hushed by roving bands of theater ushers.

There always has to be on the television screen strong enough visual and audial appeal to arrest the attention of people who are surrounded by the inevitable diversions of a living room.

The focal point of the senses—the screen and speaker of the TV set—is on a smaller scale than it is in the theater. The program itself has to work harder to maintain the interest of the audience. Good actors plus a writer and director aware of the strict requirements for effective television showing must be employed to make a TV film story a success both technically and dramatically.

A theater patron will seldom walk out in the middle of a picture after paying his admission, but the home viewer will immediately turn off a dull show or switch to another channel.

New Techniques
Robert Sarnoff and Carl Stanton, vice-president and director of the NBC Film Division respectively, realized that new techniques would be needed in mak-

ing "films for television." Under their guidance, many production problems have disappeared and new methods have been brought into use.

A close look at "Inner Sanctum," now being filmed in New York for the NBC Film Division, will serve to point up some of the more important aspects of filming for television showing.

The actual shooting of the "Inner Sanctum" series differs

TV Film Guest of the Week



STANTON OSGOOD

Stanton Osgood joined NBC in 1950 after extensive experience in the theater, films and television. As manager of production of the NBC Film Division, Osgood reports to Carl Stanton, director of the division. He is responsible for coordinating production of the film properties syndicated by the division for research on new techniques of film production and for liaison with RCA and the industry on theater TV.

Osgood's background shows a wide diversity of experience. After graduating from Dartmouth, he went to work for the Big U. film exchange, then served as house manager for one of the Fox Metropolitan theaters in New York. In 1936-'37 Osgood was an assistant cutter for Paramount on short features. He then became vicepresident and general manager of Albert Tarbell Theatrical Productions, became a market analyst for Young & Rubicam and served as a Naval officer during the war. He also produced and directed ordnance-training films for the Navy, and after the war co-ordinated the production and distribution of the Treasury Department's Victory Loan films.

From 1946 to 1948 Osgood supervised the production of short subjects at RKO Pathe in New York. Prior to joining NBC in June, 1950, he served as director of production for CBS-TV and organized a film department for that web.

from motion picture tradition in many ways. In most cases, movies for theatrical showing are shot line by line; that is, a short sequence of dialog is filmed and recorded and then the camera is stopped and another set-up is required.

"Inner Sanctum," for the most part, is shot scene by scene in continuity. This is made possible by use of the new "crab" dolly, an improved form of motion picture camera mounting which eliminates the use of dolly tracks.

Crab Dolly
The trackless "crab dolly" is capable of making all the movements of a TV camera. Its hydraulic systems are mounted on a heavy base, set on four double-wheeled pneumatic tires. This insures the same steady movement which was formerly accomplished by older track-laying methods.

With this method it is now possible to shoot master scenes up to five minutes in length. This effects a major economy by eliminating almost a full day of shooting for each half-hour program. The quality of the drama is

(Continued on page 32)

UPA Sets Up Selling Unit

NEW YORK, Dec. 5.—United Productions of America this week began to set up its own sales operation for TV film commercials and industrial films. The two-year deal by which Screen Gems acted as sales agent for UPA's commercials came to an end this week. The reason for the break was that SG demanded a five-year deal, while UPA would only sign a one year agreement.

Heading UPA sales here will be William Bernal. He will report to Don McCormack, UPA's New York studio manager. UPA's commercial studios are here, while its entertainment cartoon studio is in Burbank, Calif. Columbia Pictures, parent of Screen Gems, will continue to release UPA's entertainment cartoons on a non-exclusive basis.

Beckwith Heads UTP N. Y. Office

HOLLYWOOD, Dec. 5.—Aaron Beckwith this week was named to the new position of vice-president in charge of the New York office of United Television Programs, Inc. In making the assignment, UTP Prexy Philip Krasne said it is in line with the expanded sales activities brought about since Gross-Krasne's acquisition of UTP last month.

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WABC-TV Tops List Of Syndicate Users In N. Y. Last Season

The top New York TV station during the past season (September, 1952, thru August, 1953) for the use of syndicated sponsored half-hour films shows was WABC-TV, with nine such programs. WABD which has seven, follows, and WNBT with five is in third position.

Tied for fourth position with four shows each are WCBS-TV and WPIX. Except for its "double exposure" plan, which donates time to sponsors so that WOR-TV can sell spots around it, that station did not sell any time to advertisers for syndicated properties. WATV, Newark, N. J., had one syndicated film program, but it was bought by participating sponsors and does not compete with either single or alternately-sponsored series.

Flagship Use

The greater use of the flagship stations of the ABC and Du Mont networks for syndicated stanzas against those of the NBC and CBS networks is obviously traceable to the fact that they had more prime nighttime slots available for local use. Both NBC and CBS were nearly sold out on their networks during the evening last season as both will be the coming season. Thus sponsors who wanted to crack the New York City market made use of the local stations of the other two webs.

According to agency spokesmen, the fact is that because of the competition of network shows in this market fewer syndicated film series are booked than would normally be for the area, the key

market in the country. They claim that the nighttime dominance of CBS and NBC is so strong as to make clients think twice before bucking their network shows, which have large shares of the local viewing audience.

Ziv Tops

The other side of the coin shows that Ziv is the No. 1 syndicator of local shows here, with five film series to its credit. Its dominance is not great, for right behind Ziv is MCA-TV and NBC Film Syndication, each with three. United Television Programs, Consolidated Film Sales and Guild Films are also tied, each having two of their properties playing before viewers here.

This is the first in a list of syndicated shows and their sponsors playing in top markets thruout the country which The Billboard will present every four weeks.

Rosenblum, Cade Form Editing Biz

NEW YORK, Dec. 5. — The Mavro Television Company, a new TV packaging outfit offering special TV film editing services, has been formed here by Arthur Rosenblum and Ruth Cade.

Miss Cade has been active in film production here and abroad, while Rosenblum was formerly associated with Bernard Prockter as film supervisor and director on "The Big Story," "Treasury Men in Action" and "Short, Short Drama."

Nielsen Studies Re-Run Audience for Sponsor

NEW YORK, Dec. 5.—The A. C. Nielsen Company has completed a study for one of its clients, the sponsor of a TV film show in 39 markets, demonstrating that the advertiser could re-run the series without antagonizing its viewers. The study showed that 88 per cent of the homes that had caught the series during a 21-week period had caught an average of only 3.7 segments.

Nielsen is now also offering its national advertiser-clients a study showing what percentage of the audience of each re-run stanza had also caught that stanza in its first run. Nielsen, of all the research agencies, is able to do such a study by virtue of its continuous audimeter records.

The Nielsen "re-run potential"

study was the first in a continuous series of such analyses made by the researcher for this particular client. The names of the client and the show were not disclosed, but the former is understood to be a Midwest food company.

The study covered the first 21 segments of a 26-week series. It revealed that 77 per cent of the homes in the 39 markets covered by the program caught at least one segment. These viewing homes were shown to break down as follows: 64 per cent saw an average of 2.2 segments; another 24 per cent saw an average of 7.7 segments; 10 per cent saw an average of 12.5 segments; and only 2 per cent saw an average of 16.2 out of the 21 segments.

TV Station Film Buyers Pick

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

THEATRICAL

- ADVENTURE**
- LOST CONTINENT (Lippert Productions 1951).....Tele-Pictures
- COMEDY**
- ABIE'S IRISH ROSE (Paramount 1946).....Geo. Bagnall
- IMPACT (United Artists 1949).....Comet TV
- LOVABLE CHEAT (Four Continents 1949).....TV Exploitation
- NOBODY'S BABY (Metro-Goldwyn-Mayer 1937).....Comet TV
- TOPPER RETURNS (United Artists 1941).....Unity TV
- DRAMA**
- DANGEROUS LADY (Producers Releasing Corporation 1941).....Hygo TV Films
- DISHONORED LADY (United Artists 1947).....Atlantic
- FOR YOU I DIE.....TV Exploitation
- FRUSTRATION (Four Continents 1949).....MPTV
- GOOD TIME GIRL (Film Classics 1950).....TV Exploitation
- MAN FROM FRISCO (Republic 1944).....Hollywood TV
- NORTHWEST OUTPOST (Republic 1947).....Hollywood TV
- REPEAT PERFORMANCE (Eagle-Lion 1947).....MPTV
- TUNA CLIPPER (Monogram 1949).....MPTV
- WINTERSET (RKO Radio 1936).....Standard
- YOUNG WIDOW (United Artists 1946).....Atlantic
- MYSTERY**
- HANGMEN ALSO DIE (United Artists 1943).....Unity TV
- JAMAICA INN (Paramount 1939).....MPTV
- SECRETS OF UNDERGROUND (Republic 1943).....Hollywood TV

Non-Theatrical Free Films

- EDUCATIONAL**
- BIG PICTURE.....Signal Corporation, 3511 35th St., Long Island City 1, N. Y.
- FIRE IN MINIATURE.....Liberty Mutual Life Ins., Boston
- INDUSTRIAL**
- DAWN OF AMERICA.....Family Theater, 7201 Sunset Boulevard, Hollywood
- END OF THE LINE.....Protestant Council, 220 Fifth Avenue, New York
- THE TITAN.....Sterling TV, 205 E. 43rd Street, New York
- THIS IS THE LIFE.....Lutheran Church, Missouri Synod, St. Louis

Sponsors Making Syndicated Film Buys on Outlets in New York Area

NAME OF FILM	SPONSOR	TIME	AGENCY	NO. WEEKS	DISTRIBUTOR
WCBS-TV					
Abbott and Costello	Local Chevrolet Dealers' Assn.	Fri., 10:30-11 p.m.	Campbell-Ewald	26	MCA
Your Jeweler's Show	Int. Silver Co. & Hamilton	Tues., 10:30-11 p.m.	Young & Rubicam	4	
case	Watches (alt. weeks)		BBD&O, Inc.	13	
Time for Beany	Participating	Mon-Fri., 7:45-8 a.m.		52	
Lilli Palmer Show	Conti Products Corp.	Sun., 2:45-3 p.m.	Birmingham	13	NBC Film Program
			Castleman & Pierce		
The Big Picture	Sustaining (Pub serv.)	Sun., 9:30-10 a.m.		52	Radio-TV Branch, P. I. Div., Dept. Army
Demi-Tasse Tales	Medaglia D'Oro Coffee	Alt. Tues., 10:30-11 p.m.	L. C. Gubinner	13	Cons. TV Sales
Hollywood Off-Beat	Participating	Sun., 2:30-3 p.m.	Misc.	13	United TV Prog.
What's Your Trouble	Sustaining (Pub serv.)	Sat., 2:45-3 p.m.		39	Protestant Council of City of N. Y.
Telecomics	Participating	Mon-Fri., 7:30-7:45 a.m.	Misc.	33	Sterling
WABD					
Terry and Pirates	Canada Dry	Alt. Tues., 7:30 8 p.m.	Mathes	50	Official
Gruen Theater	Gruen Watch Co.	Alt. Tues., 7:30-8 p.m.	McCann-Erickson	10	MCA
Easy Chair Theater	Liggett Drug Co.	Mon., 7:30 p.m.	Kastor, Farrell, Chesley & Clifford; Benton & Bowles	26	Ziv
	Phillip Morris; Vitamin Corp. of America				
Boston Blackie	Speidel; Noxema Chem; Personal Prod.	Fri., 9:30 p.m.	SSC & B. Compton	149	Ziv
Death Valley Days	Pacific Coast Borax Co.	Alt. Tues., 7:30 p.m.	McCann-Erickson	37	McCann-Erickson
Front Page Detective	Rayco Mfg. Co.	Fri., 9:30 p.m.	R. B. Grady	26	Consolidated TV
I Am the Law	Monarch Wine	Mon., 8 p.m., then Tues., 10:30 p.m.	Donahue & Coe	26	MCA
				47	
Wild Bill Hickok	Kellogg Co.	Sat., 7 p.m.	Leo Burnett		still running Wm. Brody
WPIX					
Eloise Salutes the Stars	Doeskin Products	Thurs., 5:15-5:30 p.m.	Federal Adv.	52	
This is Charles Laugh-ton	Duffy-Mott Co.	Wed., 7:15-7:30 p.m.	Young & Rubicam	26	Paul Gregory
Cowboy G-Men	Purity Bakeries Corp.	Sat. & Sun., 5:30-6 p.m.	Young & Rubicam	29	Telemount Productions
Terry and Pirates	Canada Dry	Alt. Sun., 6-6:30 p.m.	J. M. Mathes	52	Official Films
WATV					
Women Wrestlers	Participating	Fri., 9:30 p.m.		26	McConkey
WABC-TV					
Captain Midnight	Wanda Co.	Sun., 6-6:30 p.m.	Grant	82	
Superman	Kellogg Co.	Wed., 6:15-6:45 p.m.	Leo Burnett	23	MPTV
China Smith	J. A. Schulte	Wed., 8:30-9 p.m.	Joseph Hurst	51	Prockter TV Enterprises
Range Riders	Fred W. Amend	various	Henri, Hurst & McDonald	26	CBS-TV Film Sales
Jungle Macabre	Miracle Adhesive Corp.	Thurs., 8-8:15 p.m.	Cayton	8	Guild Films
Charles Laughton	Duffy-Mott	Fri., 8:30-8:45 p.m.	Young & Rubicam	12	Paul Gregory
Hollywood Off-Beat	Dixie Cup	Thurs., 8-8:30 p.m.	Hicks & Griest	13	United Television Programs
Levelore Story Theater	Levelore	various	Friend, Reiss & McGlone	13	Ziv
Edward Arnold	Firestone Co.	various	W. B. Doner Co.	3	
*WOR-TV					
Wild Bill Hickok	Kellogg	Sat., 5:30-6 p.m.	Leo Burnett	26	
Sky King	Dgrby Food	Sat., 6:00-6:30 p.m.	Needham, Lewis & Erorby	26	
Man Against Crime	R. J. Reynolds	Sat., 9:30-10 p.m.	Esty	26	
Inspector Mark Sabor	Sterling Drug	Sat., 10:00-10:30 p.m.	Dancer		
WNBT					
Rheingold Theater	Leibmann Breweries	Wed., 10-10:30 p.m.	Dole-Dane-Bernbach, Inc.	52	NBC Syndication
Liberace	Necchl Sewing Circle	Sun., 10-10:30 p.m.	Doyle-Dane-Bernbach, Inc.	14	Guild Films
		Mon., 7-7:30 p.m.			
Favorite Story	F M Schaefer Brewing Co.	Sun., 10:30-11 p.m.	BBD&O	67	Ziv
Hopalong Cassidy	Van Camp Sea Food Co.	Sat., 6:30-7 p.m.	Brisacher, Wheeler & Staff	43	NBC Syndication to date
Cisco Kid	Ward Baking Co.	Thurs., 6-6:30 p.m.	J. Walter Thompson	41	Ziv

QUICK TAKES

Herman Rush, Official Films' veepee, flew to the Coast yesterday (4) to discuss sales plans. "Touchdown Thrills With Notre Dame," a film round-up of the Fighting Irish, has been lined up by the ABC-TV net for December 13. Arthur Kerman, Governor TV Attractions' prexy, left by plane this past weekend for the Coast to survey the production and distribution picture for the coming year. Animated Productions has completed a series of filmed commercials for Margo Wines in the Philadelphia area thru J. M. Korn (Continued on page 32)

22 More Buy 'Racket Squad'

NEW YORK, Dec. 5.—The ABC film syndication division this week chalked up 22 more markets for "Racket Squad," making 51 one sales to date on the series. The sales, placed thru Leo Burnett, Chicago, were made to the Heileman Brewing Company, La Crosse, Wis., and the Pure Oil Company, Chicago.

Markets bought by Heileman (for Old Style Lager Beer) include Rock Island, Ill.; Madison, Wis.; Minneapolis; Des Moines; Sioux City, Ia.; Cedar Rapids, Ia.; Milwaukee; Green Bay, Wis.; Omaha; Peoria, Ill.; Rockford, Ill.; and Rochester, Minn. Pure Oil markets include Detroit; Saginaw, Mich.; Fort Wayne, Ind.; Indianapolis; Toledo; Kalamazoo, Mich.; Jacksonville, Fla.; Miami, and Richmond, Va.

Flynn to Star in TV Film Series

Continued from page 2

fem personalities to star in its "Something for the Girls" series of three-minute subjects, Comet has finally settled on actress-author Ruth Chatterton. This show will also be produced by National Video, and shooting will begin shortly.

Shooting Completed

Shooting on the first 13 in the half-hour "Holiday" series, which Collier Young is producing for Comet, has been completed, and Comet will begin syndication sales in another couple of weeks.

"International Talent Scout" will mark Flynn's debut in TV film, tho he has made at least one guest appearance on live TV. Flynn was at one time being sought by Arrow Productions for a show titled "King Arthur and the Round Table," which Leon Fromkess, then head of Arrow, intended shooting in England. But Flynn's picture commitments blocked that deal, and the project was shelved.

Unger suggested the talent show to Flynn in Rome, where the actor is in production on the motion picture, "The Adventures

of William Tell," in which Unger also has a stake.

Altho several previous attempts to shoot European acts for U. S. film series have fallen thru, the producers of this deal are confident that the projected Flynn series will materialize as a top-grade property.

Sovereign to Get Little BBD&O Biz

HOLLYWOOD, Dec. 5.—Sovereign Productions, which was servicing several Batten, Barton, Durstine & Osborn accounts with the production of vidfilm series, apparently will have little business from that agency by June of 1954. Its most important account, Hamilton Watch (see other story), is canceling "Your Jeweler's Showcase" in January.

Sovereign also figured in film production plans for the important General Electric account and has made numerous films for it. But Sovereign now makes little if any vidfilms for GE. Sovereign also produces films for the Du Pont "Cavalcade of America" series. This vidfilm show will probably go before the chopper at the end of the season because it has not been able to get a large enough audience. Now figuring prominently in GE's film production plans is Frank Wisbar, who is currently making six half-hour dramas for that sponsor.

Client Seeks Vidfilm Series

NEW YORK, Dec. 5.—Chock Full o' Nuts is looking for a half-hour vidfilm series for local sponsorship early next year. The advertiser now bankrolls the 11-midnight Jerry Lester show on WNBT Saturday nights.

The sandwich chain desires something outstanding, and is willing to pay.

British Vaude May Limit Foreign Acts

LONDON, Dec. 5.—An agreement under discussion here, between the Variety Artists' Federation and the Hotels and Restaurants Association, which would limit the entry of foreign acts into this country, looks as tho it will become a law within the next few months. Ever since 1947 the VAF has been pressing for quota entry similar to the straight vaudeville agreement they have with theater managements confining foreign acts to 25 per cent of any one bill.

Hotel keepers and cafe owners have been against any form of limitation on their bookings, because they claim there is no natural field of cabaret in this country developing new acts.

Spots which use regular cafe acts here are confined to about 20 top restaurants and clubs in London and a sprinkling of restaurants around the larger provincial cities, so that most homegrown club performers have to be wooed from other show business mediums and are often uneasy in the atmosphere of the intimate room.

But in March this year the Ministry of Labor, Government department concerned with issuing work permits to foreign artists, stepped in to speed up negotiation, passed the VAF-suggested 60 per cent foreign vs. 40 per cent British quota offer to the HRA which is currently thinking it over.

Spokesmen from the association are scheduled to discuss the quota with the Labor Ministry thru December, but the feeling is that the quota will go thru materially as suggested by VAF. This should give British talent a big boost.

Bookers will probably turn mainly to TV for their first bookings from such shows as "Starlight," which uses single acts in their first dates, and current big disk names.

THIS SMELLS

Vegas Opening Will Promote New Perfume

NEW YORK, Dec. 5.—A new twist to hype an opening and also to cash in at the same time will be launched by the Black Satin Perfume Company in connection with James Melton's opening at the Thunderbird, Las Vegas, Nev., December 28.

Black Satin recently bought Melton's property, in Wilton, Conn., Melton moving his antique car museum to Florida. In any case the perfume people intend to move their product into Las Vegas and will start it off by furnishing the Melton show with three ballets on the arm—Black Satin, White Satin and Gold Satin, each named after one of its products. Company will also give gowns to girls in Melton's troupe, one black, one white and one gold, also for free.

To further push its product, the company will have the girls ride around town spraying the populace with the perfume. And to top it off, it will have a bubble machine to emit the stuff.

Reason for using Las Vegas is that town gets the biggest press play in the country.

La Hutton Set By Miami Club

NEW YORK, Dec. 5. — Betty Hutton will play her first night club in the East this winter when she opens at the Beachcomber, Miami Beach, January 13.

Miss Hutton will be on the Sophie Tucker show for a 20-day period, with billing to be decided between the two. The fact that Miss Hutton is scheduled to do the "Life of Sophie Tucker" for Paramount makes the double date a natural.

The last previous Hutton date was at The Sands, Las Vegas, Nev., where she was in for about \$20,000. From there she went back to the Palace for a four-weeker.

Tho the Hutton salary for the Beachcomber date was not disclosed, it is understood to be in the neighborhood of \$20,000 a week. Miss Tucker's salary will be smaller on a per week basis, but she's in the Beachcomber for the entire winter season.

Rose Marie, Kent Form Comedy Team

HOLLYWOOD, Dec. 5.—Comics Rose Marie and Lenny Kent will henceforth work a comedy team, with their new act set to bow at the Mapes Hotel, Reno, January 1.

Working at Billy Gray's Band Box here since October 28 as single acts, the pair decided to team due to the urging of co-owner Sammy Lewis. Marie and Kent have been held over at the Band Box, playing to heavy crowds since their bow.

Sammy Lewis will represent the pair as personal manager with William Morris Agency handling the booking.

Clubs Air Ads To Avoid Harm Of News Strike

Continued from page 1

ber of first time users of the broadcast media were so pleased with the results that hereafter they would continue to harness radio and TV sales powers.

New York, as the nation's No. 1 retail market and seat of the retail industry's policy makers, could easily spur department stores thruout the U. S. to revamp their ad budgets in radio-TV's favor. A successful outcome of the New York test can be expected to break down the walls of resistance that for years blocked department store ad dollars from reaching radio-TV coffers.

Similarly, radio and TV's support of the theater, movie, night club and music facets of the entertainment industry during the present crisis here can be expected to result in a re-evaluation of the comparative importance of newspaper and air media in boosting the box-office or pushing record sales.

Spot announcements for shows, both established and newly opened, filled the air and paid off handsomely for their sponsors. Press agents, deprived of their columnist targets, focused their full attention on radio and TV shows for plugs.

Local programs blossomed with an unusually colorful array of top talent hurriedly corralled from the stem to help in the impromptu drum-beating campaigns.

Nitery flacks, always eager to reap plugs on airshows while planting newspapers, this week concentrated all their efforts on radio-TV. As a result of the all-out airshow drive, major spots around town reported big business, despite the absence of newspaper ads.

The Copa boasted better business during the strike-bound week than in the week before, with other rooms similarly claiming either increased turnouts or at least business on a level with pre-strike days.

New York's radio-TV outlets moved rapidly to cash in on the news drought. Stations increased airtime devoted to newscasts, flavoring changed schedules with public service. WNBC distributed headline bearing circulars at commuter train stations and in Times Square, spotlighting its increased number of news shows by listing time of newscasts on its station and its TV sister outlet, WNBT.

SCOUTS FLY ON TALENT SAFARI

MIAMI, Dec. 5.—This may be a new method of talent hunting. Miamian Milton Lehr, who is a co-owner of Club Skippy in Caracas, Venezuela, needed a brace of new acts to round out a new show. From John Farrow, U. S. manager of Brazilian International Airlines, he heard of some untapped talent in Port of Spain, Trinidad.

Rather than trust his own judgment in selecting the acts, he persuaded Jack Lloyd, director of radio promotion for The Miami Daily News, and Herb Rau, Billboard correspondent and amusement editor of the News, to help him audition the performers.

All three flew to Trinidad yesterday (4) for the week-end audition. Lehr, of course, picked up the tab.

SHOW STOPPER

London Act Terminated In Mid-Run

LONDON, Dec. 5.—A management took the unprecedented step here this week of canceling a top-name performer's show halfway thru it's weekly run for an alleged breach of good manners onstage.

Booked at the Wood Green Empire, a Stoll Empire vaudeville house, comedian Frank Randle threw out a couple of blue gags and the manager brought down the curtain in the middle of the second show on the fourth night of the week's run.

The manager then got an injunction preventing Randle and his company of 46 from entering the theater, and booked another show. Police were called to the house to see the order was carried out.

Randle called for the certified theater receipts, of which he had a 60 per cent take, claiming upkeep of his company cost him \$2,100 a week.

AGVA-Statler Case Postponed

HOLLYWOOD, Dec. 5.—Hearing of the American Guild of Variety Artists-Hotel Statler legal wrangle, before Superior Court Judge Frank G. Swain, has been postponed until December 14.

Originally scheduled to be aired yesterday (4), the temporary restraining order issued by the Court against AGVA on November 24 (The Billboard, December 5), is continued thru the new hearing date.

In addition to AGVA attorney Larry Shutan, the AFL Central Labor Council's attorney George Bodle is scheduled to attend the hearing in the position of amicus curia—"friend of the court."

Central Labor Council's interest in the case stems from other union complaints with the Statler here.

Meanwhile, singer Nelson Eddy opened the Statler Hotel's Terrace Room here on Wednesday (25) at the direction of Judge Swain, without benefit of advertising or promotion announcing his stint. Opening had been delayed two days since the hotel was on AGVA'S "unfair" list, latter subsequently removed after the issuance of the court's restraining order.

Show Train to MH

BRIDGEPORT, Conn., Dec. 5.—The New Haven Railroad will run a show train to the "Nativity" Christmas show at Radio City Music Hall on December 18. Reserved seats, 750, have been secured, and are on sale at 10 show train stations from Hartford to Stamford, Conn.

Disk Acts Get Best Starts Where Hit Records Build Up

Pitt., Phila., Cleve., Det., Buff., Hub, Syracuse, Rochester Top Break-Ins

Continued from page 1

came out of Detroit's Flame Room; the Four Aces, now in the \$5,000 class in the above mentioned cities, were a scale outfit working in Chester, Pa. Tony Bennett, who couldn't be sold at \$650, got a new start working these cities. The same was true of Don Cornell and the Four Lads.

While it is true that without a hit record, these people wouldn't have clicked, or at least not so fast, the fact is that the heavy promotion record singers get in those cities gives them a terrific head start.

Talent buyers in these cities are more than kindly disposed to record singers for a practical reason. Before a singer comes in, a campaign is practically always launched from three or more sources to make the artist a hit.

First the disk jockeys, then the distributors, perhaps a music publisher, and finally the talent agency push closely together. The operator can almost sit back and have these people work for him and collect a profit.

Disk jockeys are quite important in these cities. The Gay Haven, Detroit, for example, will not buy a record artist without getting the okay of the local deejay. The Triton, Rochester, N. Y., thinks the jocks are so important that it has one working for the hotel who plugs the incoming artist; so the hotel uses practically no paid advertising.

The record spinners almost always get to meet the singers; so if in the future the jockey gets some more records from the artist, he considers him an old friend and can give added hypo to new spins. All this means more plugs for the artist and the spot he's working in.

Good Set-up

On the night of the opening, the local distribs will usually take a couple of ringside tables, and, with the advance promotion, the artist is almost certain to kick off to good houses and good hands. If the artist shows he has an act, the rest is comparatively easy, at least for a first showing. Operators who buy these performers usually get them for little money on the first date, and in most cases seek a string of options so they can cash in if the artist really makes it on the circuit.

These options frequently cause clashes for obvious reasons. If the performer makes it big, he would rather pay off a cheap date than play it. At such times the American Guild of Variety Artists steps in and the resultant hassles make news.

In Pittsburgh the Copa, Carousel, Vogue Terrace and Twin Coaches are big record rooms. Singers going in get top drawer promotion. Cleveland has the Skyway Lounge, Alpine Village and Moe's Main Street which do the same kind of job.

In fact, it was Moe's Main Street that started getting deejays interested in "coming attractions" about five or six years ago and started the pattern that spread thruout the territory.

Detroit has the Gay Haven and the Flame Room. The latter uses mostly rhythm and blues singers, tho it is not limited to them. It is interesting to note that because Ray started there, he was considered a Negro by those who heard his records but hadn't caught him. Detroit also has the Falcon and the Elbow Room. Across the river in Windsor, Ontario, the Elmwood Casino uses occasional record names but usually wants the big ones.

Buffalo's Town Casino is another hot record room. Here the promotion is also big, with the club putting it out, besides the jocks, the distribs and the publishers.

Geneva, N. Y., has its Club 88 which gives artists a good play.

Syracuse has Three Rivers, a summer operation that goes big for record people. Boston has Blinstrub's with the largest seating capacity of any club in the country (1,800), the Latin Quarter and at least two smaller spots. The last, however, use names, frequently non-record names, in addition to a record singer.

Philadelphia, Camden, N. J., and surrounding areas have the Latin Casino, Chubby's, Sciolla's and other rooms which get all out assistance for any record people booked in.

Washington's Casino Royal used to book musical combos. It has recently switched to the record people and has found it got help from the local spinners, distribs, agents and others anxious to see the artist get off to a good start.

New York has Maksik's Town and Country and the Boulevard. In New Jersey there are the Stage Coach and Flagship. But local deejays operate differently and distribs don't punch; so record people playing these rooms have to make the grade on their own.

CASABLANCA

Rooming Spot Name Stymies \$4 Mil. Hotel

LAS VEGAS, Nev., Dec. 5.—The projected \$4,500,000 Casablanca Hotel on the Las Vegas Strip must change its name or reckon with the operator of a tiny rooming house downtown.

The name Casablanca, it seems, is already registered under the Nevada "fictitious names" statute, and Andy Shanks, the proprietor, says he likes it the way it is.

Suggestions by the resort hotel investors, who include Harpo and Chico Marx, that Shanks not block the wheels of progress and adopt some other name, have been met with a firm, "See my lawyer."

Attorney George Franklin Jr. insists his client would rather keep "Casablanca" and let the hotel people find another name.

However, says Franklin, "If it means so much to them, it should be worth the price of a week's entertainment at going rates on the Strip." Depending on the week, this would be somewhere between \$15,000 and \$40,000.

Miss Winters Gets Late Pay

LAS VEGAS, Nev., Dec. 5.—The Hotel Flamingo last week forwarded a belated paycheck to Shelley Winters for her appearance here a month ago.

Up until now, the salary had been under attachment by Miss Winters' one-time press agent, Russell Birdwell. He brought suit for \$4,750 in fees assertedly due on a contract.

Birdwell said he signed a one-year pact with the actress for \$1,000 and 5 per cent of her pay to tell the world of her charms. He told the court in his complaint he got the \$1,000, but no more, and estimated her last year's earnings at \$95,000.

In releasing his attachment, Birdwell settled for \$1,200 off, taking \$3,500 as the settlement price. He also indicated thru his lawyer that he is now ready (for a price in advance) to tell the world again of her loveliness and charm.

Richmond Puts New Pops on 50c Non-Returnable Basis

By BOB ROLONTZ

NEW YORK, Dec. 5.—The Howard S. Richmond publishing firms sent out a notice to sheet music jobbers yesterday (4) that effective January 4 all new popular songs will be sold to jobbers at 25 cents (wholesale) and will be sold on a non-returnable basis. In taking this step the Richmond firms, Cromwell, Ludlow, Dartmouth, Essex, Folkways, Fiderée, Manchester and Melody Trails, become the second large publishing group to jump the price of sheet music to 50 cents. E. H. Morris increased its price to 50 cents about a month ago. The Richmond organization is the first in the modern publishing era to sell all its popular sheet music on a non-returnable basis, just as standard music is sold.

The notice sent to music jobbers by Al Brackman, general manager of the Richmond firms, reads as follows: "Because of increased printing, production and promotion costs, we find it necessary to adjust our price structure on new popular songs. . . . But once a new popular song attains sales activity and radio-TV recognition indicating possible 'hit status,' we shall then make this song available on a return basis. Wasted Costs "It is our feeling that jobbers will welcome new thinking in the merchandising of popular music. Jobbers have told us that thousands of dollars are dissipated annually on two-way freight costs and labor costs for handling, wrapping, shipping, etc., many times more copies that don't sell than copies that do sell. There are . . . more publishers issuing . . . more songs today than there were 15 years ago . . . yet there can only be the same number of top hits today as there were 15 years ago. The potential market has not increased. "During 1953 our music publishing group issued about 100

songs. Of these only six warranted a sale on a returnable basis. The other 94 songs sold an average of 200 copies each, but a total of more than 154,000 were shipped and returned!"

The principle of pop sheet music being issued on a returnable basis has been in effect for decades. Richmond's reasons for the non-returnable pattern is simply that the entire music business has changed greatly over the past 15 years and methods used for another time are not effective today. With the demand for pop sheet music falling (The Billboard, November 14) dealers, according to Richmond, carry sheet music today only as a service, and the returnable basis does not help sell more sheet music.

In fact, Richmond believes that the returnable basis hurts sheet music sales, because dealers view music as merely "paper" and stops some dealers from handling it at all due to the involved job of wrapping and returning copies at the specified time, etc.

With pop sheet music non-returnable, it will be less difficult to handle music, claims Richmond, as dealers will not have to stock everything that is issued and stores will order what they can sell; not only what they can stock.

In jumping the price of sheet music from 23 cents to 25 cents wholesale, Richmond is, in effect, setting a suggested 50-cent list price, as did E. H. Morris. The jobber will buy it at 25 cents; the dealer cost will be about 33 cents. This will up the profit margin of the dealer and the jobber, which Richmond feels is a must if publishers want to increase sheet music sales.

Good Reaction

Since increasing the price of sheet music a month ago E. H. Morris has found no adverse effect from the heightened price. Morris stated that he had had a wonderful reaction from the trade on the price uppage, from both jobbers and dealers, especially. (Continued on page 26)

HIT BUILDING CITIES: PART TWO

Clicks Start in 5 Key Areas, But Results Differ for Various Labels

By NEV GEHMAN

NEW YORK, Dec. 5.—While Boston, Pittsburgh, St. Louis, Detroit and Cleveland are the key areas for kindling a fire under eventual national disk hits (The Billboard, December 5), an examination of The Billboard territorial best-seller charts shows a considerable variance as to where each label is most successful in getting solid early action on its disks.

Despite such differences, how-

ever, these same five cities keep cropping up in one way or another. Of the 20 cities surveyed each week, these five communities have accounted for at least half of the initial disk exposures of practically every label this year.

Take Capitol, for example. Of the 58 initial territorial exposures Capitol records received thus far this year (actually 27 records are involved since some of these disks hit in several territories at the same time) Boston, Pittsburgh, St. Louis, Detroit and Cleveland accounted for exactly half of the mentions. These same towns marked up 17 of Mercury's 34 initial exposures. In the case of Columbia, M-G-M and Decca, these "pulse" areas scored more than half of the labels' first mentions, while 25 of RCA Victor's 56 initial exposures came from this quintet of hitmakers.

The chances of an indie disk registering solidly in one of these cities first is even greater. There's no instance of an indie label which did not score at least half of its initial impressions in one of these bellwether territories.

Examining individual label activity a little more closely, it is seen that Capitol has been most

RAY TO WEEP IN S. A. RHYTHM

NEW YORK, Dec. 5.—Johnnie Ray has been set for a four-week one-nighter tour of a number of South American countries during April. Countries to be played include Brazil, Argentina and Uruguay. Ray will play concert halls in the large cities in these countries. It is estimated that the singer will pick up close to \$50,000 for the four-week trek.

Suspend RCA Open House

NEW YORK, Dec. 5.—The regular Monday open house for publishers staged by the RCA Victor pop a.&r. department has been suspended until the first Monday in January, according to Joe Carlton, the diskery's pop a.&r. chief. The open house days will resume on January 4.

According to Carlton, the press of business requires the temporary elimination of the arrangement to hear songs and artists on a come-one-come-all basis.

Decca Expects Heavy Volume In December

NEW YORK, Dec. 5.—Decca Records is anticipating its biggest December in several years, as year-end volume mounts for the diskery. Sparked by a number of hot platters in the pop, country and rhythm and blues fields, Decca is also racking up expected heavy sales on Christmas perennials by Bing Crosby, Guy Lombardo and others.

Biggest current seller on the label is the Four Aces' coupling of "Stranger in Paradise" and "Heart of My Heart," now pushing the half-million mark. The Mills Brothers' "The Jones Boy" has topped 150,000 and the latest Kitty Kallen and Bing-Gary Crosby etchings are each hovering near the 100,000 figure.

Red Foley's "Put Christ Back Into Christmas" is bracketing the pop, folk and sacred fields with a cumulative sale to date of 200,000. Near the same mark is Webb Pierce's "There Stands the Glass," with country thrush Kitty Wells' "I Gave My Wedding Dress Away" nearing 100,000.

NEW YORK, Dec. 5.—Decca directors this week declared a regular quarterly dividend of 17.5 cents a share on capital stock to stockholders of record December 16.

Flacks Pick Linke, Kaner Co-Heads

NEW YORK, Dec. 5.—A close battle for the top spot during the election held Thursday (3) of the Publicists' Guild resulted in the group naming co-presidents for the first time in PG history.

Sharing the top spot in 1954 will be Dick Linke and Walter Kaner. The 90-member group also elected John O'Malley as first vice-president, Spencer Hare as second vice-president, Lillian Pickard as treasurer, and Edward Mintz as secretary.

BERNE PACT OVERHAUL?

Adoption Would Hit Coin Phono Purse

By BEN ATLAS

WASHINGTON, Dec. 5.—A sweeping proposal to modernize and broaden the Berne Convention, which is the basis of copyright laws of virtually every major country in the world except the United States and Russia, will come up for deliberation next year by an international parley of member-nations of the Berne Union, it was learned this week. The new proposal is viewed by some legalists as a fresh attempt to extend copyright royalties to juke boxes.

Going far beyond the proposed United Nations Educational, Scientific and Cultural Organization's copyright pact now pending in the Senate Foreign Relations Committee, the Berne proposal undertakes to extend copyright protection to a point never before sought in any international agreement. Under the new Berne proposal, manufacturers of disks and "similar instruments" would

have the right to authorize reproduction of their records "by whatever means or process of recording and the right to collect a fee for use of their records," which, say some legalists, presumably would include juke boxes, TV stations and broadcast stations. Also under the proposal, performers would be given the right to authorize recordings for broadcast, telecasting, films or sale to the public of their performances.

The proposal is still in a preliminary draft as adopted two years ago. It is so controversial and is regarded as so heavily laden with ambiguities that there appears to be little chance for its adoption in its present form. However, this hasn't discouraged (Continued on page 32)

JUST TO KEEP FACTS STRAIGHT

NEW YORK, Dec. 5.—The following was omitted from the letter sent out to RCA Victor distributors by Bernie Miller, promotion manager for the label, about the new Eddie Fisher waxing of "Oh, My Papa" (The Billboard December 5).

"We are rushing out a big new record by Eddie Fisher next week. It is imperative that you stop play on the import (the imported HMV waxing by Eddie Fisher of 'A Fool Was I') so as not to interfere with the promotion of the new Fisher record, which, incidentally, is called 'Oh, My Papa.'"

(Editor's note: Incidentally, Bernie, the Fisher "Oh, My Papa" appears to be doing rather well, having hit The Billboard's best-selling pop charts after being out only three weeks.)

Cross, Brady Part Company

HOLLYWOOD, Dec. 5.—Wally Brady and Terry Gilkyson bought out Sylvester Cross' interest in Montclare Music this week and Brady is now running the firm. Brady resigned his position as professional manager in American Music, in order to devote full time to Montclare.

The parting between Brady and Cross was amicable. Gilkyson, who has a 10-year pact with Montclare, is due to cut records for Columbia shortly. He formerly waxed for Decca.

Set Sked for Cleffer Suit

NEW YORK, Dec. 5.—The \$150,000,000 anti-trust suit filed by the Songwriters of America committee against broadcasters and Broadcast Music, Inc., moves into a new stage next week when both sides will appear in court here to work out a schedule for pre-trial examinations. Actual court airing of the cleffer charges is not expected for a year or more.

On Monday (30), SOA held a mass meeting here to round up more writer support for the action. Many pledges of aid were given at the confab.

Columbia Reaches Pact With BIEM on Royalties

NEW YORK, Dec. 5.—Columbia Records and the Bureau International European publishers' reps, de l'Edition Mecanique, reached agreement this week on a new five-year pact, and it is expected that the contract will be signed before Christmas. This will mark the first contract between BIEM and Columbia in a number of years, and it comes after close to two years of negotiation.

It is believed probable that the other majors will soon come to an agreement with the BIEM organization. The agreement with Columbia should result in an increase of releases featuring works published by BIEM-affiliated firms.

The major clauses of the newly arrived-at agreement deal with the recognition of copyright on BIEM works royalty payments, and the shipment of masters overseas. Columbia has agreed in principle to recognize all BIEM works published after July 1, 1909, as copyrighted in this country even though they might have been published prior to U. S. international copyright agreements.

Trend Buys Vogue Master of Andrews

HOLLYWOOD, Dec. 5.—Albert Marx, prexy of Trend Records, Inc., this week purchased a much sought after Erine Andrews master of "Don't Lead Me On" and "Make Me a Present of You" from the defunct Vogue Records platter.

Andrews subsequently inked a one-year recording contract with Trend. Tunes were assigned to the Howie Richmond pubbery in New York.

In another Vogue Records action, chrip Jenny Barrett secured her legal release from her Vogue pact in addition to the return of her masters.

Sets Flanagan, Morrow Show

DETROIT, Dec. 5.—The NBC radio network has set a one-hour remote broadcast of the Ralph Flanagan and Buddy Morrow orks' combined concert and dance at the Michigan State Fair Coliseum, Detroit on December 19. The remote will be aired from 11 p.m. to midnight, EST.

Meanwhile, the 230 Speedway 79 gasoline stations have taken on the handling of advance ticket sales for the concert-dance. The promoter plugs the stations on the back of the tickets, and both Morrow and Flanagan have cut spot announcements for the Speedway 79 radio shows in Detroit.

Several specially written arrangements have been prepared for both bands including a jam session featuring key sidemen from both bands and a concert arrangement of "Scheherazade" played by combined crews.

SPAIN DISKS

Philips to Cut Sides for U. S. Via Columbia

NEW YORK, Dec. 5.—Philips Industries has concluded a deal with a group in Spain to record a substantial number of works in that country. The disks will be released here by Columbia, according to terms of its reciprocal pact with the Holland-based diskery.

The move follows that of a number of other record firms which have recently reached into the Iberian Peninsula to widen the scope of waxed repertoire. Increased activity there has paralleled the growing duplication of standard items in the LP catalogs.

Spanish arrangements have previously been negotiated by Decca, with first recordings due for release soon. RCA Victor is in the process of setting up a plant in Spain for on-the-spot recording and equipment manufacture. London Records has access to some Spanish disks via British Decca's tie with Spanish Columbia, an independent diskery.

Angel Records is expected to issue occasional disks cut by the Electric and Musical Industries group in Spain.

Under the Philips-Spain pact, Philips will transport its own engineers and equipment to Spain. First recordings will be cut in January, and the emphasis will be on standard zarzuelas and light concert music. Artistic direction will be in the hands of composer-conductor Federico Moreno Torroba.

Cap Year-End Melon Brings Total to 65c

HOLLYWOOD, Dec. 5.—Capitol Records this week announced year-end dividends of 35 cents per share at a stockholders' meet here yesterday (4). Twenty cents is payable December 24 and 15 cents payable January 1. This makes a total of 65 cents in dividends announced this year.

Capitol estimates that sales this year will be the largest in the history of the company, even higher than their all-time peak of 1948.

Firm also disclosed the purchase and retirement of 2,000 shares of preferred stock. Over the past three years, Capitol has reduced the outstanding preferred stock by 92 per cent, from 30,000 shares to 2,405.

Cap execs point out that the above figures were achieved in a year when the firm has made great strides in building an extensive library of classical music, with the recording of major American symphonies and instrumentalists increasing the possibilities for long-term financial return.

LAINE-WURLITZER VOCAL AWARD WON BY N. J. GIRL

NEW YORK, Dec. 5.—Judges of the Frankie Laine-Wurlitzer vocalist scholarship contest selected 16-year old Patty Bross as winner among 4,000 entries. Miss Bross is a high school senior from Union, N. J.

Five additional youngsters considered by the judges to have unusually good voices were selected to receive Frankie Laine-Wurlitzer Achievement Award plaques for 1953. These are Jerry Adams, Oakland, Calif.; Mary Dellatorri, Philadelphia; Lawrence McKenzie, Jacksonville, Fla.; Connie Sones, Houston, and Bill Cain, Memphis.

Contest, sponsored by Laine and Wurlitzer, opened September 16. Eligibility was limited to those between the ages of 16 and 25. Professionals were exempted. Disk jockeys in 40 cities co-operated by sponsoring the contest. Local winners received a \$100 cash award.

Transcriptions of the winning voices were judged by a committee of trade paper editors, plus

BING, DANNY TO CUT 'ABOUT'

HOLLYWOOD, Dec. 5.—Bing Crosby and Danny Kaye will each record a Decca disk tagged "All About You," a new Sylvia Fine ballad which Kaye introduces in his Dena production of the film "Knock on Wood."

Scheduled double dinking will receive heavy plattery and film promotion. Both versions are straight ballads.

Vera Lynn In Yuletide Show For U. S. Airing

LONDON, Dec. 5.—Radio listeners in America this year will be hearing a Vera Lynn Christmas program the BBC says they have not the time to air here. This spotlights the curious barricade BBC brass can put up against artists in top public demand who for some reason or another do not fit the corporation's formula.

A top name here for more than 10 years, Miss Lynn had little co-operation from the BBC. Although her disks are top sellers and her current "London Laughs" at the Adelphi Theater is in its 23d month with two more to run, the BBC Overseas department, with its eye on American release, was the only part of the corporation to offer her a Christmas spot.

Recorded here this week, the 30-minute program features Miss Lynn in six songs backed by Cyril Stapleton's BBC show band. The disk will be one of many offered to American stations for non-sponsored airing by the BBC's New York office.

Miss Lynn is currently considering a Las Vegas, Nev., cabaret offer and another Stateside booking. Contracts brought back by agent Harry Foster will be discussed this week. If they are suitable, Miss Lynn should leave for New York around March, 1954.

CUT-RATE DISK WAR

Undercover Battle Rages on Pop Sides

NEW YORK, Dec. 5.—What may be the most intriguing aspect of the battle developing among the various record labels which have issued disks of "Oh, My Papa" and "Changing Partners" is the undercover battle to come up with the biggest version of the songs or, at least, the second biggest. Involved are such hush-hush items as payolas, guaranteed sales, special prices, publisher "co-operation" on promotion money, and deals of various types involving disk jockeys, dealers, distributors, operators and one-stops.

The battle is noteworthy also in respect to the "powerhouse" names on each song and the somewhat unusual activity in

RIAA BALITIMORE PROMOTION

Co-Op Ad Drive Results in 5,000 Record-Player Sales

NEW YORK, Dec. 5.—The month-long experimental promotion staged by the Record Industry Association of America in Baltimore during October resulted in the sale of about 5,000 record-playing units, while a total of 61,935 lines of advertising on record players appeared in Baltimore papers. These are some of the highlights of the "operation phonograph" report compiled this week by John W. Griffin, RIAA executive secretary.

In relation to the primary purpose of the promotion, to establish a basis for a future consumer survey, the RIAA has acquired well over 2,000 names of phonograph purchasers in the Baltimore area who will be surveyed some time early in 1954. The report notes that there is general agreement among the participat-

ing manufacturers and wholesalers that the movement of record-playing merchandise and costs involved were both satisfactory. The total expenditure for newspaper advertising was estimated at about \$31,000 or \$6 per record-playing unit sold. Less than half of the players were low-priced attachments.

Participating Manufacturers
Manufacturers and wholesalers participating in sales reports were Admiral, Capitol, Columbia, Decca, Emerson, Garrard, M-G-M, Motorola, Philco, RCA Victor, Sonic, Stromberg-Carlson, V-M, and Webster-Chicago. Original contributors to the fund which kicked off the campaign with an institutional ad were Magnovox, Motorola, Philco, RCA Victor, V-M, Webster-Chicago, Zenith, Jensen and Permo. The organi-

zation and co-ordination of the campaign was handled for the RIAA by Henry V. Onorati.

The Griffin report notes that the basic purpose of the campaign was achieved with an acquisition of the names of phono purchasers from which enough names can be selected for interviews to give a fairly accurate picture of what the average new phonograph owner does about buying records and needles.

The report also states that it yet remains to be determined if concentrated and simultaneous effort by all phonograph manufacturers in advertising and promotion during a relatively brief period of time results in greater public interest and better sales than is achieved by individual and unorganized effort. Says Griffin, "Only a comparison by each manufacturer of his sales in the Baltimore area with the results achieved during the same period in similar areas will provide a conclusive answer to this question."

Campaign Is Adaptable
The report indicates that by virtue of the simplicity of the campaign in Baltimore the promotion can be readily adapted for use in other metropolitan areas if participating manufacturers are satisfied that the results are worthwhile. Experience has shown that possible improvements can, in the future, be made by staging a general meeting of dealers as a prelude to the campaign; by allocating a greater share of the ad appropriation to radio, by more and better point-of-sale material and
(Continued on page 26)

Accord Sought by ASCAP, TV Webs

Out-of-Court Settlement Attempt Takes Place on Industry and Net Rep Levels

Continued from page 4

major income for ASCAP. "They must realize it will be a big part of their income," a network exec said. He added that another meeting in December was likely.

Committee Meets

The All-Industry Committee, whose case with ASCAP has already reached the point where the courts have been asked to determine rates, met Wednesday with ASCAP attorney Herman Finkelstein and the top lieuten-

ants, Dick Murray, Jules Collins and George Hoffman.

Representing the telecasters were Dwight Martin, chairman of the committee; Paul Adanti, WHEN, Syracuse; Roger Clipp, WFIL-TV, Philadelphia; Nathan Lord, WAVE-TV, Louisville, Don McGannon, Du Mont Laboratories, New York; Irving Rosenhaus, WATV, Newark, N. J.; C. Robert Thompson, WBN-TV, Buffalo, and Stuart Sprague, counsel for the indie telecasters.

Although the negotiations between the indie telecasters and ASCAP first came to a deadlock over the per program license rates, the indies subsequently claimed that the blanket license was at issue also. Another negotiating session is set Monday (14) between the indie representatives and ASCAP.

Both network and indie station negotiators claimed it was still possible to form an over-all industry committee which would attempt to represent both networks and indies in the ASCAP negotiations. Network representatives, it was said, might sit in with indies on the Monday session.

Paxton Sets Up BMI Pubbery

NEW YORK, Dec. 5.—Publisher George Paxton has set up a Broadcast Music, Inc., publishing firm, Winneton Music, as the first step in a major expansion program for his entire publishing operation.

In addition to the BMI firm, Paxton has hired Marvin Cane, ex-manager of Vic Damone, as general manager of his publishing firms, with Cane's main activity to be placed on the new Winneton Music. Paxton has also drawn up blueprints for a talent management program to handle new disk talent.

The new Paxton BMI firm, it is understood, is getting the heaviest guarantee of any new BMI publishing concern since Trinity Music, the BMI firm headed by Joe Csida. Paxton is also the first well-known American Society of Composers, Authors and Publishers member in the past six months to start a music firm with BMI.

Talent Managing
Paxton's blueprint for a talent management program is another method by which the firm hopes to up its activity and income "in these days," according to Paxton, "of falling sheet music sales."

The projected management program will be similar to that now being used by a number of other publishers who have placed their own talent with major diskeries. The first artist signed under the program is guitarist Tony Motola.

Activity with the ASCAP firms.
(Continued on page 26)

TV DEBUT

Dance Band To Preem On Omnibus

NEW YORK, Dec. 5.—A new dance ork, the Band of Manhattan, will be premiered and auditioned over the CBS-TV show, "Omnibus," next Sunday (13). The section of the "Omnibus" show devoted to the new ork will be called "Birth of a Band" and will show how a band is put together.

The featured ork, styled by Will Loren, will star altoist Jimmy Abato and vibist Don Elliot. The ork has never been out on dates and has no booking agent or record contract. However, there are hopes that after the 20-piece crew debuts on the coast-to-coast show, on which it will play four tunes, there will be plenty of offers. Thrush Mary Mayo will appear with the ork on the TV seg.

RCA Label 'X' Brass Huddle

HOLLYWOOD, Dec. 5.—Bevy of RCA Victor's Label "X" top echelon execs, including artists and repertoire topper Jimmy Hilliard, national sales manager Joe Delaney, and the label's Thesaurus chief, Ben Selvin, will convene here at meetings scheduled to start Monday (7).

Hilliard arrived Tuesday (1) for an early scanning of the Coast indie distribution set-up, with Delaney scheduled to plane in over the week-end. Hilliard this week signed maestros Herb Spencer and Earle Hagem, of Music Service, Inc., with future plans for a series of albums slated for the new plattery.

Hilliard disclosed that Label "X" will be distributed chiefly thru indie channels, with the firm by-passing those distributors who are already heavy on other X labels. Basic artist roster will consist of approximately 25, with talent represented in all major entertainment segments including pop, country and western and rhythm and blues departments.

Hilliard and Delaney will remain here thru this week and then depart for San Francisco to align distributor information.

London Calls District Mgr. 3-Day Confab

NEW YORK, Dec. 5.—London Records will call in its district managers for a three-day conference at diskery headquarters here beginning next Wednesday (16).

The firm's program for the first quarter of 1954 will be outlined, in addition to a discussion and briefing on a special merchandising program being set for the months of January and February.

District managers will relay details of the programs to distributors during the weeks beginning December 21 and December 28.

10,000 Copies Free
One diskery had 10,000 copies to give away to juke box operators and one-stops. The label insisted that the publisher had "made available" these records. The publisher insists that he didn't. In any case the ops and
(Continued on page 26)

Music as Written

LEMRY MOVES TO TERRE HAUTE PLANT ...

J. Kenneth Lemry, division superintendent of Columbia Records, Inc., at Bridgeport, Conn., has been transferred to Terre Haute, Ind., to assume his new duties as plant manager of the company's factory there. The announcement was made this week by Herbert M. Greenspon, director of manufacturing for the company. Joseph F. Massimino, of Bridgeport, has been appointed superintendent of the Bridgeport plant and will be responsible for all manufacturing operations there.

DETROIT TERPERY RAZED BY FIRE ...

The Blue Note Dance Hall at Lakeport, Mich., a resort spot, was destroyed Sunday by fire of undetermined origin. Damage was estimated at \$50,000. The ballroom was remodeled last spring when it was purchased by Serge Miller of Imlay City.

DISKERIES BUSY WITH "CREEP" ...

The "Creep," Miller Music's new English import, is getting a lot of action from the diskeries. In addition to the Three Suns on RCA Victor, the Lee Roy ork on Epic, and Art Mooney's ork on M-G-M, the tune has been cut by Stan Kenton on Capitol, Ralph Marterie on Mercury, Les Brown on Coral, Larry Clinton on Bell and Jerry Gray on Decca. The dance of the same name will be the subject of a big drive by the Fred Astaire studios across the country. Deejay Robin Seymour, WKMH, Detroit, is teaching the dance on record hops in his territory. Deejay Bill Randle, WERE, Cleveland, introduced the dance at the Vogue night club there with thrush Mindy Carson this week.

NAMES SET FOR AMSTER. BENEFIT ...

The Amsterdam News Annual Benefit Show, which will be held at the Apollo Theater here Friday (11), has lined up an imposing roster of performers. Josh White, Lucky Millinder, Willie Bryant, Nipsey Russell, Johnny Hartman, Harold Jackson, Mildred Davee, Sam Pruitt, Ethlyn Butler, Leeta Harris, Roy Armstrong's ork, Buddy Bowser and Sara Lou Harris, and the Miller Sisters are already set, with scores of guest artists expected to appear. Moe Gale, of the Gale Agency, is lending his services for the 17th annual Amsterdam News Midnight show.

TRIUMPH PACTS ADLAI ...

Triumph Records has inked Adlai Stevenson to a pact giving the little indie LP diskery exclusive wax rights to speeches made by the Democratic standard-bearer. Royalties will go to philanthropic trust being set up by Stevenson. Publication rights have gone to Bennett Cerf's Random House. Triumph's contract runs for five years with renewal options.

New York

Joni James will play the Totem Pole, Auburndale, Mass., tonight (5) and then do a one-nighter tomorrow (6) at the Arena, Holyoke, Mass. ... Danny Davis will open a two-week stand at Blinstrub's, Boston, on December 14. ... Mace Neufeld, Ray Bloch Associates vice-president, will marry Helen Katz on February 28. ... Hal Stanley, personal manager of Kay Starr, returned to Hollywood. ... George Shearing's combo will play the Esquire Club, Dayton, O., December 14-19. ... Don McKim, exec of Quality Records, Canadian firm, was in town this week. ... Jo Ann Tolley will open at the Casa Blanca, Canton, O., on December 11 for three days and then do a two-week stand at the Spa Athletic Club, Erie, Pa., beginning December 14.

Ken Griffin, Columbia recording artist, has just signed with the Boyle Woolfolk office. The office is building a package review around Griffin.

Dick Stabile helming a fund-raising stint for critically injured rumba maestro Bobby Ramos at Ciro's Sunday (29). Ramos will be unable to perform for at least a year as a result of the injuries sustained in a recent auto accident. ... Norman Granz, Jazz at

the Philharmonic impresario, back from an extended tour that took him and his troupe to Japan. ... Eartha Kitt, currently reaping top sales with her "Santa Baby" etching, held over at the Mocambo. ... Nick Lucas has an album of eight sides on Cavalier Records scheduled for release. ... Joann Arnold joining the Spike Jones troupe for its New York stand, starting December 26. ... Johnny Green will direct the music for "Brigadoon," to be filmed at M-G-M in Cinemascope.

Thrush Betty Madigan opened at the Boulevard, Queens, for a three-day stand, Friday (4). ... Savoy Records has pacted Big

Bertha, a blues singer. Savoy topper Herman Lubinsky just returned from a two-week trip thru the South, stirring up business for the firm. ... Harry Fink is singer Frank Murphy's new personal manager. ... A new diskery, Great Lakes Records, has been formed in Detroit. Kenneth C. Campbell is the head of the firm, Tony Vance is in charge of a.&r. for pop and jazz, while Sax Kari is in charge of r.&b. The firm will issue disks in all fields, with Don Sebastian, Jimmie Hamilton, Sonny Johnson, Debbie Andrews, Sax Kari, Gloria Irving and others already pacted by the label. First releases are due next

week. ... Clef Records has signed Dizzy Gillespie. ... Patti Page is now at the Clover Club, Miami. ... Georgia Gibbs opens at the El Rancho Vegas, Las Vegas, Nev., Wednesday (9) for three weeks.

It will be a Coral splurge on Steve Allen's WNBT show next Friday (11) when his guests will include Don Cornell, Johnny Desmond and Alan Dale, in addition to regular Eydie Gorme. ... London artist Alfredo Campoli kicks off his United States tour this week-end with appearances with the New York Philharmonic. ... Beatrice Reynolds has served Broadcast Music, Inc., and others with notice that she, as "owner of Mellow Music Publishing, revokes any power or authority conferred upon Perry Alexander, or anyone acting by or thru him, by reason of a paper signed by Mellow Music Publishing under date of November 12, 1951. ..."

Chicago

Al Calder, vice-president of Veronique Publishing Company, was in town visiting deejays to plug his tune, "Sweetheart of Mine." ... A cocktail party was held at the Ambassador East Hotel Thursday (4) in honor of Bill Anson and Bob Elson, deejays affiliated with WCFL. The party welcomed Anson back to Chicago after seven years on the Coast. ... Ralph Marterie cut a session for Mercury Records at Universal Recording Studios. Marterie left for 16 one-nighters thru the Middle West and then returns December 16 for four weeks at Melody Mill Ballroom.

The Harry James-Betty Grable show left for a one-week run at the Michigan Theater, Detroit. ... Frankie Laine has been booked into the Chicago Theater for two weeks beginning April 16. ... Duke Ellington and orchestra set for an appearance at the Regal

FOR THE FOURTH STRAIGHT YEAR BMI LICENSED SONGS VOTED NO.1 IN *All* CATEGORIES

EARNING BMI ITS FOURTH CONSECUTIVE SPECIAL AWARD FROM CASH BOX FOR "OUTSTANDING PERFORMANCE AND ACHIEVEMENT"



1953 — (TIE) — SONG FROM MOULIN ROUGE (BMI) ... Percy Faith-Felicia Sanders (Col.)
TILL I WALTZ AGAIN WITH YOU (Village) ... Teresa Brewer (Coral)

1952 — CRY (Mellow) ... Johnny Ray (Col.)

1951 — TENNESSEE WALTZ (Acuff-Rose) ... Patti Page (Mer.)

1950 — GOODNIGHT IRENE (Spencer) ... The Weavers (Dec.)



1953 — MEXICAN JOE (American) ... Jim Reeves (Abbott)

1952 — WILD SIDE OF LIFE (Commodore) ... Hank Thompson (Cap.)

1951 — ON TOP OF OLD SMOKEY (Folkways) ... The Weavers (Dec.)

1950 — BONAPARTE'S RETREAT (Acuff-Rose) ... PeeWee King (Vic.)



1953 — NO HELP WANTED (Acuff-Rose) ... The Carlisles (Mer.)

1952 — HALF AS MUCH (Acuff-Rose) ... Hank Williams (MGM)

1951 — COLD, COLD HEART (Acuff-Rose) ... Hank Williams (MGM)

1950 — CHATTANOOGIE SHOE SHINE BOY (Acuff-Rose) ... Red Foley (Dec.)



1953 — HOUND DOG (Lion) ... Willie Mae Thornton (Peacock)

1952 — LAWDY, MISS CLAWDY (Venice) ... Lloyd Price (Specialty)

1951 — 60 MINUTE MAN (Lois) ... The Dominoes (Federal)

1950 — I ALMOST LOST MY MIND (Hill & Range) ... Ivory Joe Hunter (MGM)

BROADCAST MUSIC, INC. · 580 FIFTH AVENUE · NEW YORK 36, N. Y.

NEW YORK

CHICAGO

HOLLYWOOD

TORONTO

MONTREAL

Theater for the week starting Christmas Day.

Fred Waring and His Pennsylvanians play a one-night concert at the Civic Opera House Thursday (10). The tour has grossed more than \$250,000 to date. . . . **Stan Kenton** cut a session at Universal last week. . . . **Billy Daniels**, currently at the Chicago Theater, will be recording singles as well as some album material for Mercury during his stay.

Clark Dennis, Tiffany artist, in town plugging his latest, "My Buddy" and "You and Your Beautiful Eyes." . . . **Dorothy Sarnoff** opened at the Marine Dining Room Friday (4). . . . A pianist currently appearing at Isbell's, **Bernard Yuffy**, is composer of "Nina Non," which was recorded by **Joni James** on M-G-M.

Philadelphia

The Wakeman Corporation here has taken over the personal man-

agent of **Frank Murphy**, Coral label warbler groomed by **Artie Singer**, local vocal coach. . . . "Dawn Patrol," all-night record show conducted by **Joe McCauley** on station WIP, marked its 5,000th consecutive broadcast on the first of the month, after kicking off in December, 1938. McCauley has been "chief pilot" of the show since 1942, following the departure of the original mike-man, **Fred Wood**, and his successor, **Mort Lawrence**. . . . **Chris DePolis**, just out of the Army, resumes his trumpeting with **Bill Stein** at the Mayfair House.

Hollywood

RCA Victor West Coast a.&r. topper, **Harry Geller**, back from Vegas where he sliced some **Mary Kaye** wax. Geller also set sessions with **Frankie Carle**, **Vaughn Monroe** and the **Freddy Martin** ork. Latter goes into the Hotel Amba-

sador's Coconut Grove for four weeks starting December 23. . . . Decca's **Joe Perry** back from a quick trip thru the Northwest. . . . **Dick Gray** skied to New York for the "Kismet" opening, with **Judy Hicks** helming the Frank Music Corporation's offices in his absence. . . . **Nicholas Brodsky** has teamed with **Jack Lawrence** in penning four tunes for the M-G-M flicker, "The Flame and the Flesh." . . . Modern Records **Prexy Saul Bihari** became the father of a boy last week, **Mark Edward**, at Cedars of Lebanon Hospital. . . . **Joe Gaudio**, "voice of the Rams," has waxed four sides for Crystal Records. . . . **Dave Ballard**, KFVB staff announcer, inked a Decca wax pact, with his first offering in "Ebb Tide" and "Off Shore" out this week. . . . **Chirp Kay Brown** into Cedars for a check-up. . . . **George Jay** will sit in for **Larry Finley** at the KFVB mike during the latter's trek to Vegas. . . . **Peter Potter** network show gets

local airing on the 13th, following dismissal of his suit against the net for one million clams. . . . ABC **Prexy Joe Glaser** in town, huddling with Coast rep **Bobby Phillips**.

Col'bia Rushes Elgart Ork 'Heart' as Single

NEW YORK, Dec. 5.—Columbia Records is rushing the release of a Les Elgart ork instrumental version of "Heart of My Heart," taken from the ork's recently issued LP package, "Sophisticated Swing." The diskery recently sent the single platter to jockeys, but the activity on the song and demands from distributors have forced the release of the single platter.

Meanwhile, Elgart is making the rounds of disk jockeys in the East, while the Music Corporation of American lines up bookings for the newly organized dance band.

LIKE PREWAR

Dorseys Wow Packed House At Cafe Rouge

NEW YORK, Dec. 5.—A band opening at the Pennsylvania Hotel here before the war used to be a fabulous affair. Friday night (4), for the first time since the war, the Statler Hotel (the old Pennsylvania) had such an opening when the "fabulous" Dorseys, Tommy and Jimmy, brought their new ork into the Cafe Rouge for its first New York engagement.

Tommy Dorsey has always had a great band; with the addition of brother Jimmy he now has an even greater one. The brass section plays with zest, the reeds are mellow, and the rhythm section lends a punching beat.

The combination of Tommy and Jimmy, who, in Tommy's words, "are not fighting anymore," is dynamic. The band plays sweet, swing and Dixieland, and it has a sound that few modern orks can hope to match.

In spite of a week-long newspaper strike here, the room was packed as it has not been since the war days. Both sides of the room were opened up, and every seat was taken. When the ork played, the dance floor was jammed.

Not only did the ork play with sparkle, but the trumpet work of Paul Cohen and the vocals by Gordon Polk, Johnny Amorosa and Lynn Roberts lent added life to the band's efforts. Polk especially came over with a bang.

The new Dorsey Brothers ork is not only a great dance band, it is a mighty entertaining musical crew. The brothers' sensational opening indicates that if there were a few more orks around with the qualities of the Dorsey crew, there might still be a lively band business. **Bob Rolontz.**

Companion Into Disk Biz

CHICAGO, Dec. 5.—The Woman's Home Companion magazine has entered the record business full scale in an effort to help the heart fund of the American Heart Association.

The magazine is sponsoring a new pop christmas song, royalties from which will go to the fund, both record sales and sheet music.

The recording, "The First Christmas," backed with "Silent Night," will get a full-force plug in the December issue of the magazine by way of a 12-page section titled, "A Family Celebrates Christmas." The sheet music of the plug tune "The First Christmas," will be printed in full in this issue. Copies of the disk were sent to all disk jockeys and radio stations.

Dimitri Tiomkin and Ned Washington, of "High Noon" fame, wrote the lyrics and music, and the session was cut by Jill Corey with Mitch Miller of Columbia presiding.

Ink Fulson, Glenn To Aladdin Pacts

HOLLYWOOD, Dec. 5.—Indie r.&b. firm Aladdin Records this week signed Lowell Fulson and Lloyd Glenn to standard recording pacts. First wax has already been cut, and is set for immediate release.

Fulson and Glenn formerly waxed for Swingtime Records.

Firm's a.&r. topper, Eddie Mesner, leaves for New York December 18 for recording session conferences with recently pacted Louis Jordan.

Pincus, Chappell Agree on 3 Songs

NEW YORK, Dec. 5.—George Pincus, topper of the publishing firm bearing his name, this week set a foreign publications deal on three of his songs with Chappell, Ltd.

The deal covers "The Jones Boy," "Native Cancer" and "But Never My Love for You." The arrangement was made with Chappell's Louis Dreyfus.

BMI 1953

68.4%

OF THE TOTAL VOTES REGISTERED BY OPERATORS IN THE 1953 CASH BOX POPULARITY POLL, 68.4% WERE CAST IN FAVOR OF BMI-LICENSED SONGS

The remarkable story related in the Cash Box Popularity Poll of 1953 is truly a great tribute to the composers and publishers affiliated with BMI. For it is their keen insight into the current tastes of the music-loving public that is creating the song hits of today. BMI is indeed proud of their accomplishment.

BEST POP — 10 out of 27 — 39.8% of total votes

- SONG FROM MOULIN ROUGE (BMI) Percy Faith-Felicia Sanders (Columbia)
- TILL I WALTZ AGAIN WITH YOU (Village) Teresa Brewer (Coral)
- YOU, YOU, YOU (Mellin) Ames Bros. (Victor)
- CRYING IN THE CHAPEL (Valley) June Valli (Victor)
- DON'T LET THE STARS GET IN YOUR EYES (Four Star) Perry Como (Victor)
- TELL ME YOU'RE MINE (Capri) The Gaylords (Mercury)
- ANNA (Hollis) Silvana Mangano (MGM)
- SAY YOU'RE MINE AGAIN (Blue River) Perry Como (Victor)
- YOUR CHEATIN' HEART (Acuff-Rose) Joni James (MGM)
- EH, CUMPARI (Rosarch) Julius LaRosa (Cadence)

BEST WESTERN — 7 out of 8 — 91.4% of total votes

- MEXICAN JOE (American) Jim Reeves (Abbott)
- RUB-A-DUB-DUB (Brazos Valley) Hank Thompson (Capitol)
- DEAR JOHN LETTER (American) Shepard & Huskey (Capitol)
- DON'T LET THE STARS GET IN YOUR EYES (Four Star) Skeets McDonald (Capitol)
- CRYING IN THE CHAPEL (Valley) Rex Allen (Decca)
- CARIBBEAN (American) Mitchell Torok (Abbott)
- GAMBLER'S GUITAR (Frederick) Rusty Draper (Mercury)

BEST FOLK — 10 out of 16 — 72.7% of total votes

- NO HELP WANTED (Acuff-Rose) The Carlisles (Mercury)
- YOUR CHEATIN' HEART (Acuff-Rose) Hank Williams (MGM)
- IT'S BEEN SO LONG (Cedarwood) Webb Pierce (Decca)
- HEY JOE (Tannen) Carl Smith (Columbia)
- BACK STREET AFFAIR (Forrest) Webb Pierce (Decca)
- I FORGOT MORE THAN YOU'LL EVER KNOW (Fairway) Davis Sisters (Victor)
- CRYING IN THE CHAPEL (Valley) Darrell Glenn (Valley)
- JAMBALAYA (Acuff-Rose) Hank Williams (MGM)
- I WON'T BE HOME NO MORE (Acuff-Rose) Hank Williams (MGM)
- IS ZAT YOU MYRTLE (Acuff-Rose) The Carlisles (Mercury)

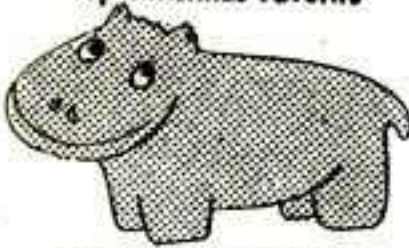
BEST RHYTHM & BLUES — 23 out of 25 — 92.2% of total votes

- HOUND DOG (Lion) Willie Mae Thornton (Peacock)
- GOOD LOVIN' (Raleigh) Clovers (Atlantic)
- SHAKE A HAND (BMI) Faye Adams & Joe Morris (Herald)
- I DON'T KNOW (Republic) Willie Mabon (Chess)
- CRYING IN THE CHAPEL (Valley) Orioles (Jubilee)
- THE CLOCK (Lion) Johnny Ace (Duke)
- BABY DON'T DO IT (Bess) "5" Royales (Apollo)
- PLEASE DON'T LEAVE ME (Commodore) Fats Domino (Imperial)
- SOFT (Jay & Cee) Tiny Bradshaw (King)
- PLEASE LOVE ME (Modern) B. B. King (R.P.M.)
- HELP ME SOMEBODY (Bess) "5" Royales (Apollo)
- I'M MAD (Republic) Willie Mabon (Chess)
- ONE SCOTCH, ONE BOURBON, ONE BEER (Aladdin) Amos Milburn (Aladdin)
- RED TOP (Campbell) King Pleasure (Prestige)
- LET ME GO HOME, WHISKEY (Aladdin) Amos Milburn (Aladdin)
- GOING TO THE RIVER (Commodore) Fats Domino (Imperial)
- CRAWLIN' (Progressive) Clovers (Atlantic)
- I WANNA KNOW (Park Avenue) Du Droppers (Victor)
- I'M GONE (Aladdin) Shirley & Lee (Aladdin)
- CROSS MY HEART (Fanmar) Johnny Ace (Duke)
- WILD, WILD YOUNG MEN (Regent) Ruth Brown (Atlantic)
- THIRD DEGREE (Progressive) Eddie Boyd (Chess)
- HONEY HUSH (Progressive) Joe Turner (Atlantic)

BROADCAST MUSIC, INC. • 580 FIFTH AVENUE • NEW YORK 36, N. Y.

NEW YORK CHICAGO HOLLYWOOD TORONTO MONTREAL

Top Christmas Favorite



(Hippo The Hero Design)
(Copyright 1953 Folkways)

I WANT A HIPPOPOTAMUS FOR CHRISTMAS
(Hippo The Hero)

Recorded by
GAYLA PEEVEY
Columbia Record No. 40106

FOLKWAYS MUSIC PUBLISHERS, Inc.

TOP NAMES TO PLAY IN MAMBO CONCERT SERIES

NEW YORK, Dec. 5.—Following the trail blazed by jazzmen, a group of promoters with a Latin bias are planning the first of series of annual mambo concerts, which they will bow here and later take on tour. The first date, featuring some of top names in the field, will be held in Carnegie Hall February 20.

Backers of the enterprise are night club operator Irving Schacht and theatrical producer William Raidey. The show will

be staged by Gilberto Valdes, arranger-conductor, who will assemble a 40-piece Latin orchestra for the event.

Tying in on promotion will be RCA Victor's international division, Tico Records and the Seeco label, many of whose artists will be featured on the bill. If the first event clicks, backers expect to bring the attraction to about 25 cities where the demand for Latin-American music is rated strong.

Talent slated to appear at the Carnegie Hall debut includes Tito Puente, Noro Morales, Tito Rodriguez, Machito, Rene Touzet, Perla Marini, Damiron and the Katharine Dunham Dancers.

PHONO NEWS

Zenith made news on several fronts this week when the company named a new vice-president in charge of advertising, set a new jobbing firm in Baltimore, and continued promoting radio-phonograph combinations with the "talking Bible" disks. The firm's new ad veepee is Erik Isgrig, who has been director of advertising for Zenith since 1952. The Simon Distributing Company, Zenith's Washington jobbing firm, has added the Baltimore area and opened offices and a warehouse in the latter city.

Zenith's local distributor offered dealers free 16 r.p.m. "talking Bible" disk packages with every purchase of chairside combination sets. Packages are to be given away to consumers.

Trade Chatter: Lou Silverman, Cleveland, has been named manufacturers' rep for the Roland line in Western Pennsylvania, Ohio, Indiana, Western Kentucky and Western New York, according to Roland Kalb, Roland Radio chief. H. J. Tait Jr. has been named Eastern division TV sales manager, and J. T. Caviezel was named Western division TV sales manager of Capehart-Farnsworth. Eastern and Western radio sales managers also named were E. H. McConnell and R. W. Freeman respectively.

Admiral cut the list price of Model 5D-31 plastic radio-phonograph model from \$89.95 to \$69.95. V-M sales are reported to be 30 per cent of last year. Just prior to the newspaper strike here, Hearn's Department store ran an ad on a \$17 portable phono and got "sensational" response. Item was manufactured as a private label line by Vanity Fair.

Raymond Rosen, RCA Victor distributor in Philadelphia, has opened a new sales and show room to display high fidelity components and other electronic parts items. Crosley kicked off its entry into the high fidelity market by shipping over 100 ordered hi-fi sets to distributors.

PARTS SHOW BOOTHS GOING

CHICAGO, Dec. 5.—Kenneth C. Prince, manager of the 1954 Electronic Parts Show at the Conrad Hilton Hotel, May 17-20, announced that 215 requests had already been made for the 202 available exhibition booths. In addition, a record number of applications have been received for fifth and sixth-floor space, he said. These requests totaled 111 firms.

A special drawing for preferred space will be held at the Hotel New Yorker December 9. These preferences will be made on the firm's past activity in the show and the receipt date of the request. Prince stated that this would probably be the biggest show ever held by the group.

Those close to the industry expressed the belief that Hi-Fi probably would steal the show this year due to the accelerated interest since the last show.

Strike Kinks Pitt Disk Biz

PITTSBURGH, Dec. 5.—At a time which is considered a peak selling period, the Columbia and RCA Victor record distributors in Pittsburgh find themselves faced without a regular means of getting their disks into retail outlets.

A general strike of parts and warehouse workers, which includes stockroom personnel, was called on Monday (23) primarily against the appliance manufacturers and their distributors, and included the record distributors of the two companies.

An authoritative source reported that the Victor distributor had lined up at least one independent distributor to deliver their disks along with his own.

The Columbia distributor here is not delivering any disks unless the buyer is willing to cross the picket lines and pick them up himself. The same situation applies at the Victor distributorship. Some of the dealers here are getting disks of both labels from other Columbia and Victor distributors in other cities by whatever means available. Another, and separate strike, is causing some concern to record sales because all the department stores in town are currently picketed. Traffic has dropped off slightly in these stores and the record counters, it is felt, will be affected somewhat.

dismayed by the ban. Publicity brought by any such BBC move usually compensates for any loss of air time.

Holland Bans British Band

LONDON, Dec. 5.—The rash of band banning has spread to Holland. This week the Dutch Musicians' Union canceled a three-day tour arranged for British leader Mike Daniels and his band.

The veto, which was passed on thru the British Musicians' Union only 48 hours before the team was due to take off, has left Daniels with a dead loss for new uniforms and equipment especially bought for the trip.

Dutch MU reason was that under an Anglo-Dutch agreement signed in 1952 a band should have been engaged to play in Britain in exchange for Daniels.

The tour which would have taken in dates at Scheveningen, Amsterdam and the Hague was handled thru the Wilcox Agency in England and Dutch impresario Wouter van Gool. British MU states no advance notice of the proposed tour was filed in its office.

BBC Bans Kitt And Bartok Disks

LONDON, Dec. 5.—Following their ban on "Answer Me" and "Crying in the Chapel," the British Broadcasting Corporation has clamped down on the Polygon recording of actress Eva Bartok's sides "Kiss Me" and "Don't Touch Me" and the Eartha Kitt HMV disk, "I Want to Be Evil."

Both the Bartok songs have been passed for airing by other artists, but the gal, who recently completed a round-Europe kick in the company of the Marquis of Milford Haven, put a sultry interpretation of her own into the lyrics which brought BBC disapproval. Polygon Records are not too

Zaentz Merc E. Sales Head

CHICAGO, Dec. 5.—Mercury Records announced the appointment of Saul Zaentz as Eastern regional sales manager. Zaentz replaces Arnold Silverman, who was transferred to Chicago as Midwest regional sales manager.

Zaentz has been sales manager for Melody Sales, Mercury distributors in San Francisco, for the last seven years. He will headquarter in New York and will service East Coast distributors in New York, Newark, Boston, Pittsburgh, Philadelphia, Washington and Hartford.

Frankie Laine's Smash Hit . . .

"ANSWER ME"

The Terry Theme from

"LIMELIGHT"

—Instrumental—

"ETERNALLY"

From "Limelight"

—vocal—

BOURNE, INC.

Meet

"EBENEZER SCROOGE"

recorded by

TERESA BREWER Coral

EDDY HOWARD Mercury

TENNESSEE WIG-WALK

Village Music Co.
Hometown Music Co., Inc.
1619 Broadway New York, N. Y.

KENNY LEE

sings

LOOK

on

RCA VICTOR 20-5500 (78rpm)
47-5500 (45rpm)

A "HIGHLIGHT" For Every Program

Am I To Blame?

LEO FEIST, INC.

ROBE of CALVARY

Recorded by

JILL COREY, Columbia

JANE FROMAN, Capitol

GEORGE BEVERLY SHEA, RCA Victor

ROBERT MILLS, Coral

BILL and RANGE SONGS, Inc.

and now

LEROY ANDERSON

with his greatest yet

The Girl in Satin

and

The Typewriter

RECCA RECORD 18881


MILLS MUSIC, INC.

"DIGGIN'" IN THREE INSTALLMENTS . . . THE STORY ON BUDDY MORROW'S NEW RCA VICTOR RECORD 20/47-5546

PART ONE



From sunup to sunset I'm diggin' away
With shovel and plow and forks for the hay;
From Monday to Sunday I dig at the earth,
Slavin' for dinner takes all that I'm worth.



While sunlight keeps makin' a cinder of me,



I envy the men who went down to the sea;
I'm gettin' more tired and older each day,



CONTINUED NEXT WEEK
© 1953 CLARE MUSIC INC.

Diggin', diggin' the dirt and the clay.

"DIGGIN'" with *The New Hit Tango from France*

"DENISE"

buddy morrow

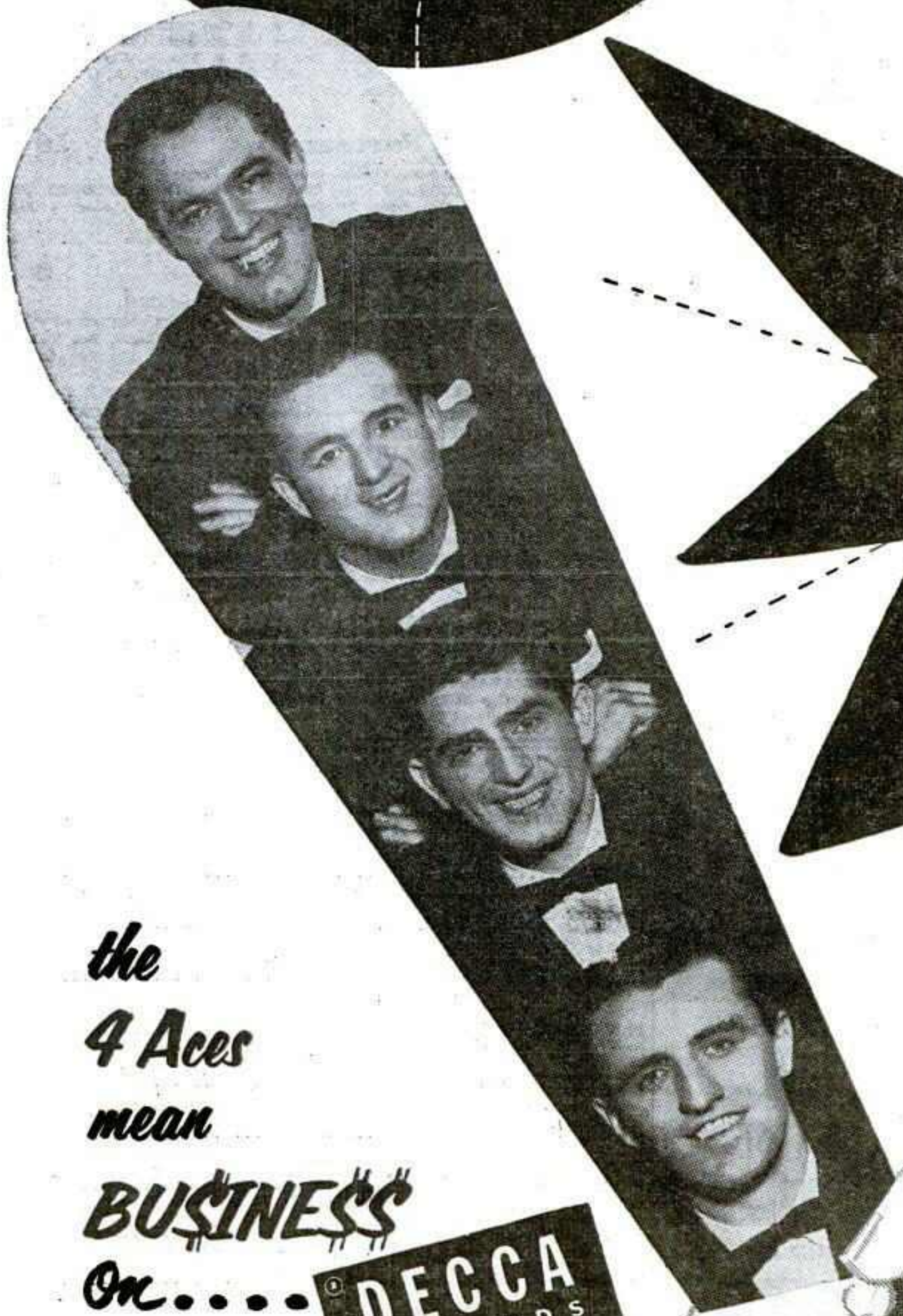
AND HIS ORCHESTRA

RCA VICTOR RECORDS 20/47-5546

BOTH SIDES NOW SCORING in BILLBOARD'S "BEST SELLING" CHARTS

STRANGER
IN
PARADISE

THE GANG
THAT SANG
"HEART
OF MY
HEART"



the
**FOUR
ACES**

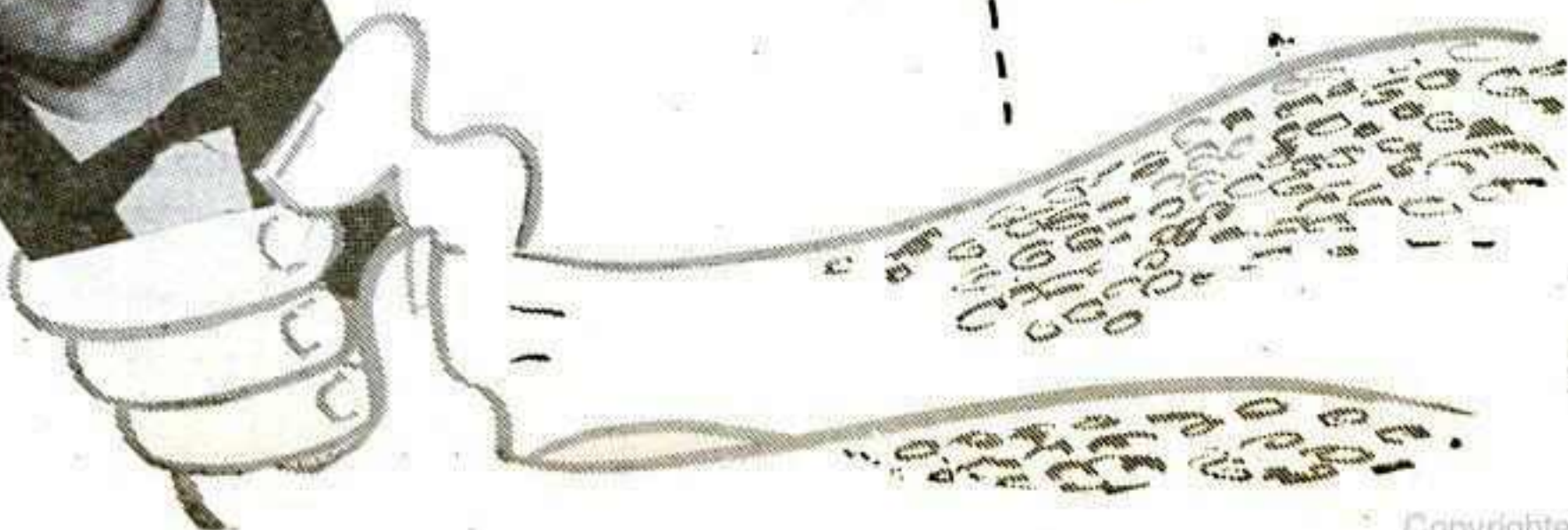
*the
4 Aces
mean*

BUSINESS

On.....



DECCA 28927 (78 rpm)
and 9-28927 (45 rpm)



M-G-M Records

THE MIRACLE OF CHRISTMAS
MGM-11625 78 rpm • K-11625 45 rpm

I FELL OUT OF A CHRISTMAS TREE

and
Rita Faye
Sings
Little

JONI JAMES
I'LL NEVER STAND IN YOUR WAY (MGM-11606 78 rpm • K-11606 45 rpm) | WHY CAN'T I (K-11606 45 rpm) | CHRISTMAS AND YOU (MGM-11637 78 rpm • K-11637 45 rpm) | NINA-NON (K-11637 45 rpm)

FRAN WARREN
IT'S ANYBODY'S HEART (MGM-11616 78 rpm • K-11616 45 rpm) | IF I COULD HAVE YOU BACK AGAIN (K-11616 45 rpm)

HANK WILLIAMS
CALLING YOU (MGM-11628 78 rpm • K-11628 45 rpm) | WHEN GOD COMES AND GATHERS HIS JEWELS (K-11628 45 rpm)

GEORGE SHEARING QUINTET
TIEMPO DE CENCERRO (Parts 1 and 2) (MGM-11639 78 rpm • K-11639 45 rpm)

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

CINCY LORD
GUESSING (MGM-11643 78 rpm • K-11643 45 rpm) | BLUE BOY (K-11643 45 rpm)

JOEL GREY
TWO FACED (MGM-11646 78 rpm • K-11646 45 rpm) | LAST NIGHT ON THE BACK PORCH (K-11646 45 rpm)

Another "SABRE DANCE"
BARBU LAUTARU ORCHESTRA of BUCHAREST
MORNING BIRD (MGM-30835 78 rpm • K-30835 45 rpm)
STORM WARNING

THE NOCTURNES
POPPA PICCOLINO (MGM-11644 78 rpm • K-11644 45 rpm) | FOR THE FIRST TIME IN A LONG TIME (K-11644 45 rpm)

CHARLES PAUL and His Orchestra
MARTIN KANE THEME (MGM-11634 78 rpm • K-11634 45 rpm) | LOVE (Nora Drake Theme) (K-11634 45 rpm)

BIG NBC-TV Dave Garroway Promotion
JIMMY LEYDEN'S SERENADERS
The Girl of Today (MGM-11615 78 rpm • K-11615 45 rpm)
WE'RE HAVIN' A GOOD TIME

KEN REMO
CARNIVAL (MGM-11617 78 rpm • K-11617 45 rpm) | IT'S YOU, IT'S YOU (K-11617 45 rpm)

HENRY JEROME and His Orchestra
TIPICA SERENADA (MGM-11594 78 rpm • K-11594 45 rpm) | CAFE PAREE (K-11594 45 rpm)

PICKED AS A "HIT" BY PETER POTTER'S JUKE BOX JURY
LEROY HOLMES and His Orchestra
THE LATELY SONG (MGM-11631 78 rpm • K-11631 45 rpm)
BRAZIL

THE NORMANAIRE
WRAP IT UP (MGM-11622 78 rpm • K-11622 45 rpm) | MY GREATEST SIN (K-11622 45 rpm)

M-G-M RECORDS

MAKE FRIENDS

WITH RECORDS

The Billboard Music Popularity Charts

HONOR ROLL OF HITS

Trade Mark Reg.

The Nation's Ten Top Tunes

... for Week Ending December 5

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

This Week Last Week Weeks on Chart

1. Rags to Riches 1 12

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

2. Ebb Tide 3 15

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

2. You, You, You 2 23

By Lotar Ollas and Robert Mellin—Published by Robert Mellin (BMI)
BEST SELLING RECORD: Ames Brothers, V 20-5325. OTHER RECORDS: K. Griffen, Col 40039; J. Horton, Mercury 70198; Homer & Jethro, V 20-5555; S. Lanson, Bell 1008; K. Remo, M-G-M 11512.

4. Ricochet 5 8

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

5. Vaya Con Dios 4 25

By Larry Russell-Buddy Pepper & Inez James—Published by Ardmore (ASCAP)
BEST SELLING RECORD: L. Paul-M. Ford, Cap 2486. OTHER RECORDS: L. Clinton-A. Lloyd, Bell 1004; Loren Becker-Enoch Light Ork, Prom 1054; Lita Luna, Imperial 637; G. Lombardo, Dec 28780; B. London, Crystalette 654; W. Manone & Town Criers, Atlantic 15001; J. Smith, Coral 6099; A. O'Day, Mercury 89047; Wesley & Marilyn Tuttle, Cap 514.

6. Changing Partners 10 2

By Larry Coleman and Joe Darion—Published by Porgie (BMI)
BEST SELLING RECORD: P. Page, Mercury 70260. OTHER RECORDS AVAILABLE: B. Crosby, Dec 28969; H. Forrest, Bell 1017; P. W. King, V 20-5537; D. Shore, V 2-5515; K. Starr, Cap 2657.

7. Many Times 6 8

By Jessie Barnes and Felix Stahl—Published by Broadcast (BMI)
BEST SELLING RECORD: E. Fisher V 20-5453. OTHER RECORDS: P. Faith, Col 40076; Loren Becker-Enoch Light Ork, Prom 1058; T. Russo, Bell 1013.

8. That's Amore 9 5

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

9. Eh Cumpari 7 13

By Julius La Rosa—Published by Rosart (BMI)
BEST SELLING RECORD: J. La Rosa, Cadence 1232. OTHER RECORDS AVAILABLE: A. Malvin, Prom 1059.

10. Strangers in Paradise 11 2

By Robert Wright and George Forrest—Published by Frank (ASCAP)
BEST SELLING RECORDS: T. Bennett, Col 40121; Four Aces, Dec 28927. OTHER RECORDS AVAILABLE: V. Damone, Mercury 70269; R. Flanagan, V 20-5505; G. MacRae, Cap 2652; T. Martin, V 20-5535; A. Romero, V 20-5551.

Second Ten

- 11. OH 8 22
Published by Feist (ASCAP)
- 12. YOU ALONE 17 5
Published by Roncom (ASCAP)
- 13. HEART OF MY HEART 18 3
Published by Robbins (ASCAP)
- 14. OH! MEIN PAPA — 1
Published by Shapiro-Bernstein (ASCAP)
- 15. ISTANBUL 15 6
Published by Alrno (ASCAP)
- 16. I SEE THE MOON 15 5
Published by Plymouth (ASCAP)
- 17. TO BE ALONE 14 5
Published by Randy Smith (ASCAP)
- 18. IN THE MISSION OF ST. AUGUSTINE 13 7
Published by Republic (BMI)
- 19. CRYING IN THE CHAPEL 12 21
Published by Valley (BMI)
- 19. SANTA BABY — 1
Published by Trinity (BMI)

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Buyboard

TOP SELLERS—

POPULAR

Listed Alphabetically

THE BUNNY HOP THE HOKEY POKEY.....	R. Anthony	2427
CHANGING PARTNERS I'LL ALWAYS BE IN LOVE WITH YOU.....	K. Starr	2657
FROM HERE TO ETERNITY ANYTIME—ANYWHERE.....	F. Sinatra	2560
GOLDEN VIOLINS MYSTERY STREET.....	J. Gleason	2659
I LOVE PARIS GIGI.....	L. Baxter	2479
THE KANGAROO DON'CHA HEAR THEM BELLS.....	L. Paul & M. Ford	2614
LOVER, COME BACK TO ME! THAT'S ALL.....	M. Cole	2610
MAMA'S GONE, GOOD-BYE CONEY ISLAND WASHBOARD.....	P. Hunt	2647
O MEIN PAPA SECRET LOVE.....	R. Anthony	2678
OH! SAN.....	P. Hunt	2442
ST. GEORGE AND THE DRAGONET LITTLE BLUE RIDING HOOD.....	S. Freberg	2596
THE SOUND OF LOVE ROBE OF CALVARY.....	J. Froman	2639
SOUTH OF THE BORDER I LOVE YOU.....	F. Sinatra	2638
STRANGER IN PARADISE NEVER IN A MILLION YEARS.....	G. MacRae	2652
SWEETHEART OF MINE BEFORE.....	A. Martino	2649
THAT'S AMORE YOU'RE THE RIGHT ONE.....	D. Martin	2589
VAYA CON DIOS JOHNNY (IS THE BOY FOR ME).....	L. Paul & M. Ford	2486

TOP SELLERS—

COUNTRY & HILLBILLY

Listed Alphabetically

A DEAR JOHN LETTER I'D RATHER DIE YOUNG (THAN GROW OLD WITHOUT YOU)	J. Shepard & F. Huskey	2502
FORGIVE ME JOHN MY WEDDING RING	J. Shepard & F. Huskey	2586
GO CRY YOUR HEART OUT WAKE UP, IRENE	M. Thompson	2646
I BELIEVE IN LOVIN' I WISH IT WAS ONLY A DREAM	G. O'Quin	2655
I LOVE GOD'S WAY OF LIVING PREACH THE GOSPEL	The Louvin Brothers	2612
RELEASE ME JUST TO BE WITH YOU	J. Heap & P. Williams	2518
SINGIN' ON THE OTHER SIDE I'VE GOT A BETTER PLACE TO GO	M. Carson	2634
SWEEP AROUND YOUR OWN BACK DOOR SWAMP LILY	R. Acuff	2642
WALKIN' AND HUMMIN' I WOULDN'T TREAT A DOG LIKE YOU'RE TREATIN' ME	F. Huskey	2627
YOU GOTTA HAVE A LICENSE THERE'LL BE NO OTHER	T. Collins	2584

BEST SELLING—

POPULAR ALBUMS

Listed Alphabetically

CAN-CAN Original Broadway Cast.....	452
THE DESERT SONG Gordon MacRae & Lucille Norman.....	351
THE EDDIE CANTOR STORY Eddie Cantor.....	467
THE HIT MAKERS! Les Paul & Mary Ford.....	416
JOE "FINGERS" CARR AND HIS RAGTIME BAND Joe "Fingers" Carr.....	443
LOVER'S RHAPSODY & SONGS FROM LOVER'S RHAPSODY Jackie Gleason.....	366
MUSIC FOR LOVERS ONLY Jackie Gleason.....	352
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NAT "KING" COLE'S TOP POPS Nat "King" Cole.....	9110
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TOP SELLING—

CHRISTMAS SINGLES

Listed Alphabetically

THE CHRISTMAS BLUES IF I SHOULD LOVE AGAIN	D. Martin	2640
CHRISTMAS DRAGNET, PART 1 CHRISTMAS DRAGNET, PART 2	S. Freberg	2671
HANG YOUR WISHES ON THE TREE SANTA CLAUS' PARTY	L. Baxter	2275
I SAW MOMMY KISSING SANTA CLAUS WILLY CLAUS	M. Bee	2285
I WAS SANTA CLAUS AT THE SCHOOL HOUSE THE CHRISTMAS PARTY	Y. Yorgesson	1831
I YUST GO NUTS AT CHRISTMAS YINGLE BELLS	Y. Yorgesson	781
IT'S CHRISTMAS THANKS	J. Wakely	2644
JINGLE BELLS SILENT NIGHT	L. Paul & M. Ford	1881
JUNGLE BELLS WHITE CHRISTMAS	L. Paul & M. Ford	2617
LITTLE BOY THAT SANTA CLAUS FORGOT MRS. SANTA CLAUS	N. Cole	2616
THE NIGHT BEFORE CHRISTMAS OH! OH! DON'T EVER GO	H. Kari	2618
SILVER BELLS CHRISTMAS CANDY	M. Whiting & J. Wakely	1255
YAH, DAS IST EIN CHRISTMAS TREE I TANT WAIT TILL QUITMUTH	M. Blanc	2619
YOU'RE THE ANGEL ON MY CHRISTMAS TREE I'M GONNA TELL SANTA CLAUS ON YOU	F. Young	2629

LATEST RELEASE

No. 398

YOU'RE MAKIN' ME CRAZY WHY DO YOU HAVE TO GO HOME.....	June Christy	2664
SOOTHE MY LONELY HEART HIGH ON A WINDY HILL.....	Gordon MacRae	2672
THE BELLS OF ST. MARY'S TROMBONE BOOGIE.....	Jerry Shard	2673
FLIRTIN' WITH THE BLUES ROSITA.....	Freddie Chapman	2674
THIS AIN'T THE BLUES SUNSET.....	Speedy West, Jimmy Bryant	2675
NOW DO YOU STAND IN WITH YOUR LORD! I'LL FLY AWAY.....	Jack Hunt	2676
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Listed Alphabetically

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THE FOUR FRESHMEN.....	433
THE FOUR KNIGHTS SING.....	414
GET HAPPY—June Christy.....	448
HONKY TONK HITS—Joe "Fingers" Carr.....	417
JANE FROMAN FAVORITES.....	429
MARGARET WHITING AND JIMMY WAKELY SING.....	403
POPULAR FAVORITES BY STAN KENTON.....	421
RAY ANTHONY CONCERT.....	406

whee baby!

She's got a great new disk:

JUNE CHRISTY
sings:
You're Makin' Me Crazy
plus an exciting ballad:
Why Do You Have To Go Home?

Capitol Record No. 2664

Always a fresh new sound!

JERRY SHARD
and his music

THE BELLS OF ST. MARY'S
and
TROMBONE BOOGIE

Capitol Record No. 2673

Fanta

MONTY

ELECTRIFYING

GRAND



otic!!

WELLYS

PERFORMANCE OF . . .

NADDA

Essex

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Hit City Story: Part Two

Continued from page 16

tial results in Pittsburgh and Boston, each scoring seven times. Los Angeles, Chicago and New Orleans have accounted for three initial exposures each. Decca has had its best early success in Detroit and Pittsburgh, with five and three impressions, respectively.

Pittsburgh has been Mercury's favorite stamping ground, with six initial exposures. Pittsburgh, incidentally, was all alone in kicking all of these off. Detroit and Boston follow with five and four, respectively, for Mercury.

RCA Victor has probably the greatest spread in kick-off cities, but even here a few areas stand out. St. Louis has scored eight times, Chicago and Boston six each, with Detroit, Pittsburgh, Philadelphia and New York each registering four initial impressions.

Indie Pets

St. Louis and Boston appear to be the special pets of the indie pop labels. Half of the Essex initial exposures this year came from St. Louis. Derby has gotten its best early action in both of these cities based on chart listings. Bruce Weil's "God Bless Us All" reached the light in St. Louis, tho it failed to register elsewhere.

But other cities also come in for big indie action. Pittsburgh has consistently registered strong early action for Cadence, and has also helped kick off several other small label hits. Dot has probably scored the greatest territorial spread in getting early sales action, but even so has done best in Cincinnati.

Is There a Pattern?

An artist's home town, or where he got his start, has a considerable bearing on a fast start. Philadelphia, for example, is usually one of the leaders in kicking off an Eddie Fisher record. Pittsburgh has been responsible for starting more Joni James hits than any other city. Bunny Paul scored impressively in her home town of Detroit. Several other artists hit their own territorial charts without happening much elsewhere.

The case of Liberace is an interesting one. New Orleans has

kicked off practically every one of his records. But the search for too specific a pattern of territorial preferences in artist or type of music breaks down with the example of Los Angeles being the city that was first to list the lush Percy Faith "Song From Moulin Rouge" as a best-seller and then a week later turned around and broke the hokey novelty "Yes Sir, That's My Baby" by Hari Kari.

[The concluding part of this series next week will outline some of the key reasons that account for records starting faster in some areas than in others.]

Richmond Pops

Continued from page 16

cially those in the West who have suffered from higher shipping costs.

It is known that since Morris took the step a month ago many other publishers have been talking about raising their prices, and a number of them are expected to do so after January.

The new thinking relative to pop sheet music is in response to the falling grosses from pop sheet music sales over the past few years, which has been especially pronounced this year.

Publishers, realizing the drastic implications of the pop drop, are concerned about ways to start music sales moving up again. As many publishers have stated, "We must sell sheet music in order to remain in business." The results of the moves initiated by Richmond will be observed closely by every publisher.

Paxton Sets

Continued from page 17

George Paxton Music, Chatsworth and Hilltop will continue as before, tho Cane will concentrate on Winneton Music. The first tune in Winneton is "Flame," which has been cut by Jan August for Mercury. Paxton Music's current ditties are "Violetta" and "What Good Am I Without You?"

Aussie Web Plans Import of 6 Name Artists for Tours

SYDNEY, Dec. 5.—The Australian Broadcasting Commission is importing six celebrity soloists who will make concert tours of Australia.

They are Solomon, English pianist who arrives in April; Leon Goosens, oboe player; Isaac Stern, American violinist, who arrives in May on a return visit; Bela Siki, Hungarian-born pianist; Anton Denota, tenor from the Vienna State Opera, due to reach here in September, and Richard Farrell, Australian pianist who has had success in London, New York, Amsterdam and The Hague. He is due in December.

All the artists will give concerts in all States, and each concert is broadcast over the ABC network thruout Australia.

British MU Mulls Disciplinary Action

LONDON, Dec. 5.—After brooding over it for several weeks, the Musicians' Union has finally taken action against the musicians who broke its ban on backing for the concerts Teddy Wilson gave here recently. At a farewell concert four top band leaders formed a group behind Wilson for his final number in face of a direct MU vote.

These — and drummer Lennie Hastings who joined Wilson in his Albert Hall appearance—have had a letter from the Union asking for their "observations" on the matter. Act is thought here to be a prelude to some kind of disciplinary action.

Cut-Rate War

Continued from page 17

one-stops were having a field day for over a week.

On the subject of free records on the "two for one" deals charged off to "promotion," the Harry Fox office, agent for many publishers, considers this a reduction in price to the distributor and that the labels are actually selling the records. Fox expects the publisher to get his full royalty on these disks. The Fox office tries to pinpoint such deals during the regular audit periods and insists on payment. Jockey copies are not considered as royalty-taxable, but any deal between manufacturer and distributor is considered a normal transaction on which royalties are payable.

The battle also took on slightly bizarre aspects in Pittsburgh where a warehousemen's and trucking strike stopped some distributors from making deliveries and, in one instance, dealers were getting one label from a distributor who had never handled the line.

One artist, Kay Starr, whose Capitol waxing of "Changing Partners" is in competition with such artists as Dinah Shore, Patti Page, Bing Crosby and Pee Wee King, was voluble on the subject of the battle thru the voice of her manager, Hal Stanley.

The latter pointed out that he and his artist felt they didn't have to fight for the top version. "We'll sell what we sell on the strength of Kay Starr's name and performance. We're not going to subsidize the record in order to come up with big figures. We're not fighting any battles of the adding machines or deadlines of any kind."

Meanwhile the battle continues unabated.

Co-Op Ad Drive

Continued from page 17

by more and better publicity breaks in daily papers.

The newspaper advertising that appeared in Baltimore papers represented 11 nationally branded manufacturers, plus six private label brands featured by chain stores. All advertising, except a single 980-line ad, was run as co-op by the retailers.

RCA Victor was represented with over 15,000 lines in 23 ads, Columbia by 11,000 lines in 12 ads, Admiral by 7,800 lines in 12 ads, Philco by 7,500 lines in four ads, V-M by 6,200 lines in four ads. Magnovox, Jewel, Motorola and the private label brands ran over 2,000 lines each. Capitol and Decca ran over 1,000 lines each, while M-G-M ran 630 lines and Sears Roebuck ran 335 lines. The RIAA's kick-off ad ran 1,160 lines.

The Billboard's Music Popularity Charts

Favorite Tunes

For Week Ending December 5

Best Selling Sheet Music

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

This Week	Weeks on Chart	Rank	Title	Artist
1	1	12	EBB TIDE (R)	Robbins
2	2	24	VAYA CON DIOS (R)	Ardmore
3	7	2	CHANGING PARTNERS (R)	Porgie
4	5	21	YOU, YOU, YOU (R)	Mellin
4	6	7	RAGS TO RICHES (R)	Saunders
6	4	9	MANY TIMES (R)	Broadcast
6	—	1	I SAW MOMMY KISSING SANTA CLAUS (R)	Harman
8	13	3	WHITE CHRISTMAS (R)	Berlin
9	14	3	RUDOLPH THE RED-NOSED REINDEER (R)	St. Nicholas
10	10	2	STRANGER IN PARADISE (R) (M)	Frank
11	3	6	RICOCHE (R)	Sheldon
12	19	2	FROSTY THE SNOWMAN (R)	Hill & Range
13	19	2	WINTER WONDERLAND (R)	Bregman, Vocco & Conn
14	8	19	CRYING IN THE CHAPEL (R)	Valley
15	11	9	IN THE MISSION OF ST. AUGUSTINE (R)	Republic
16	—	1	SANTA BABY (R)	Trinity
17	—	1	SANTA CLAUS IS COMING TO TOWN (R)	Feist
18	16	8	I SEE THE MOON (R)	Plymouth
19	—	22	NO OTHER LOVE (R) (M)	Williamson
20	—	1	SILVER BELLS (R)	Paramount

Tunes with Greatest Radio and Television Audiences

Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. Lists are based on John G. Peatman's copyrighted Audience Coverage Index. Tunes are listed ALPHABETICALLY on both lists. (R) Indicates tune is available on records; (F) indicates tune is from a film; (M) indicates tune is from legit musical.

Top 30 on Radio

Baubles, Bangles and Beads (M) (R)—Frank—ASCAP	I Got the World on a String (R) (M)—Mills—ASCAP
Changing Partners (R)—Porgie—BMI	Love Walked In (R)—Chappell—ASCAP
Don't Forget to Write (R)—Advanced—ASCAP	Many Times (R)—Broadcast—BMI
Don't Take Your Love From Me (R)—Whitmark—ASCAP	My Love, My Love (R)—Meridian—BMI
Don't Ya Hear Them Bells?—Iris-Trojan—BMI	Oh (R)—Feist—ASCAP
Ebb Tide (R)—Robbins—ASCAP	Pa-Paya Mama (R)—Sheldon—ASCAP
Granada (R)—Pier—BMI	Rags to Riches (R)—Saunders—ASCAP
Heart of My Heart (R)—Robbins—ASCAP	Ricochet (R)—Sheldon—ASCAP
I Just Love You (R)—Miller—ASCAP	Rudolph the Red-Nose Reindeer (R)—St. Nicholas—ASCAP
I Love Paris (R) (M)—Chappell—ASCAP	Secret Love (R)—Remick—ASCAP
I See the Moon (R)—Plymouth—ASCAP	Silver Bells (R)—Paramount—ASCAP
In the Mission of St. Augustine (R)—Republic—BMI	Stranger in Paradise (R) (M)—Frank—ASCAP
Istanbul (R)—Alamo—ASCAP	That's Amore (R) (M)—Paramount—ASCAP
It's Easy to Remember (R)—Famous—ASCAP	Think (R)—Joy—ASCAP
	You Alone (R)—Roncom—ASCAP
	You, You, You (R)—Mellin—BMI

Top 10 on Television

C'est Si Bon (R)—Leeds—ASCAP	Many Times (R)—Broadcast—BMI
Ebb Tide (R)—Robbins—ASCAP	Oh Mein Papa (R)—Shapiro-Bernstein—ASCAP
I Love Paris (R) (M)—Chappell—ASCAP	Rags to Riches (R)—Saunders—ASCAP
I'm Walking Behind You (R) (M)—Leeds—ASCAP	Ricochet (R)—Sheldon—ASCAP
I've Got the World on a String (R) (M)—Mills—ASCAP	With These Hands (R)—Ben Bloom—ASCAP

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.

1. Answer Me—Bourne (Bourne)	11. Chica Boom—Dash (Hawthorne)
2. I Saw Mommy Kissing Santa Claus—Morris (Harman)	12. Crying in the Chapel—Morris (Valley)
3. Poppa Piccolino—Sterling (Chappell)	13. Ricochet—Victoria (Sheldon)
4. Swedish Rhapsody—Connolly (Dartmouth)	14. Bridge of Sighs—Maurice (Leeds)
5. Big Ben—Box & Cox (Box & Cox)	15. Look at That Girl—Cinephonic (Cromwell)
6. Eternally (Limelight)—Bourne (Bourne)	16. If You Love Me—World Wide (*)
7. Vaya Con Dios—Maddox (Ardmore)	17. Flirtation Waltz—Bourne (Bourne)
8. Moulin Rouge—Connolly (Broadcast)	18. Big Head—Lawrence Wright (*)
9. I Believe—Cinephonic (Cromwell)	19. You, You, You—Mellin (American)
10. Wish You Were Here—Chappell (Chappell)	20. Kiss—Feist (Miller)



BONNIE LOU
THE TEXAS POLKA
NO HEART AT ALL
KING 1297

RUBY WRIGHT
BIMBO
BOY, YOU GOT YOURSELF A GAL
KING 1293

BILLY WARD
AND HIS DOMINOES
CHRISTMAS IN HEAVEN
RINGING IN A BRAND NEW YEAR
KING 1281

AVAILABLE ON 45 RPM

DISTRIBUTED BY  **RECORDS**

AVAILABLE IN CANADA ON  **Quality KING RECORDS**

November 30, 1953

OFFICE OF SEN. PAT McCARRAN**FOR IMMEDIATE RELEASE**

Senator Pat McCarran made the following statement today:

I am much concerned about the fact that the Copyright Act of 1909 contains a clause that has grown inequitable over the years. This clause is the exemption which permits operators of coin-operated music machines—so-called juke boxes—to perform copyrighted musical works for profit without the consent of the copyright proprietor and without any compensation to him.

During the 82nd Congress, the late Mr. Bryson introduced in the House a bill to repeal this exemption, and to fix a fee compensating composers for the use of their music by juke box operators. A similar bill was introduced in the Senate by Mr. Kefauver.

Extensive hearings on this measure were held before a House Subcommittee of the Committee on the Judiciary. Ample opportunity was given for all segments of the music industry to testify concerning the merits of the proposed legislation. As a result of this extensive testimony, the Congress had an opportunity to examine at some length both the basic principles and the economics involved.

In my view, two factors weighed against favorable action on this amendment during the last Congress. One was the fact that at that time operators of music machines were under regulation by the Office of Price Stabilization, which fixed the price of play for their machines and thus allowed them little latitude for adjustment. Another factor was the phrasing of the measure itself, which contained a provision for a statutory fee.

After studying the organization and economics of this industry, which did not exist in 1909, I came to the conclusion that there is no reason why juke box operators should any longer receive special treatment. Consequently, I introduced S. 1106 in the first session of the present Congress. This measure would have the practical effect of placing juke boxes on the same basis as other commercial users of music (radio, television, hotels, restaurants and the like) insofar as public performance for profit is concerned, allowing these users to determine their fees by negotiation with the copyright proprietor or his agent. At the same time, the proposed legislation would continue to exempt the bona-fide owner of a single juke box.

The principle has been well established, both by the Congress and the Supreme Court, that composers and authors are entitled to just compensation for the use of their copyrighted compositions in public performance for profit. As each new means of communication of music to the public developed—radio, electronic recordings, television, and the like—it was recognized that commercial users of music should compensate the creator for the profitable use of his music. Although there may have been a reason a generation ago for exempting a then negligible portion of the music-playing industry from its business obligations, there is no longer, in my opinion, any further equitable, legal or economic reason for doing so, especially in view of the emergence of the juke box industry as a full-fledged business enjoying a substantial return from the public performance of copyrighted music.

As to the fixing of a statutory fee, my firm belief is that under our American system it is always better for industry to negotiate its own agreements, subject only to general principles of law and fair practice, rather than be regulated in its every action by a governmental body.

I urge all segments of the music industry interested in this matter to meet and reconcile any differences of opinion among themselves, in order to agree on legislation which will be fair to all. Meanwhile, I intend to press vigorously for enactment of S. 1106 in the forthcoming session of the 83rd Congress.

* * * *

Publication of this announcement paid for by the

COMPOSERS' AND AUTHORS' COPYRIGHT COMMITTEE

[NOTE: Underscoring in Sen. McCarran's statement reprinted above is ours.]

an unbeatable performance

**GORDON
Mac RAE'S**

*Stranger
in
Paradise*

FROM THE BROADWAY PRODUCTION, "KISMET"



coupled with that great standard,

**NEVER IN A
MILLION YEARS**

Capitol Record No. 2652



The **FOUR KNIGHTS**



I GET SO LONELY

(WHEN I DREAM ABOUT YOU)

I COULDN'T STAY AWAY FROM YOU



Orchestra
Conducted by
NELSON RIDDLE

Capitol Record No. 2654

The Billboard's Music Popularity Charts

... for Week Ending December 5

REVIEWS OF THIS WEEK'S NEW RECORDS

Popular

STAN FREBERG
C'est Si Bon
CAPITOL 2677 - Here's a yockful hunk of material by Freberg in a hokey French accent.

FRANKIE LAINE
Granada
COLUMBIA 40136 - Laine hasn't sung out like this since "Mule Train," and his powerful performance on the Latin evergreen could help put it over at the record counter.

FRANK MURPHY
Sound of Love
EPIC 9007 - A mighty pretty tune is handed an attractive, big-styled reading by Frank Murphy over a provocative, and possibly overloaded, arrangement.

HUGO WINTERHALTER ORK
High on a Windy Hill
V 20-5547 - Here's a most artistic version of the evergreen by the Hugo Winterhalter crew which feature some beautiful work by the ork and a lovely arrangement.

FOUR TUNES
Water Boy
V 20-5532 - Here's a modern, rumba blues styled performance of the oldie by The Four Tunes that has a lot of life and sparkle.

ART LOWRY ORK
Poppa Piccolino
COLUMBIA 40133 - The diskery's new ork does a fine job in delivering a happy reading of the English click ditty.

JANE RUSSELL
Hollywood Red Riding Hood
CORAL 61104 - Can't imagine how many would like to curl up next to Jane and listen to her tell these up-to-date versions of the tales (by Steve Allen).

FRED WARING ORK
Winter Wonderland
DECCA 28970 - Waring's ork and glee club project the seasonal ballad with elegant smoothness.

HARRY JAMES ORK
I Don't Think You Love Me Anymore
COLUMBIA 40130 - New ballad receives an expressive reading by warbler Jerry Vale, helped a lot by the

Country & Western

HOMER AND JETHRO
You-Ewe-U
V 20-5555 - Cut-up duo come up with one of their best pop parodies to date. Tempo is faster than the original and lyrics are clever.

DAVIS SISTERS
Ricochet
TANNER 'N' TEXAS 1008 - Gals, not to be confused with the group on RCA Victor, blend beautifully on this ditty which is an established pop hit.

ROD MORRIS
Bimbo
CAPITOL 2669 - Rod Morris gives a bright vocal performance of his smart ditty. Country and other deejays should give this a whirl.

EDDIE ZACK
You Knew Me
When You Were Lonely
COLUMBIA 21148 - Cousin Richie is given a quiet backing by Zack and the Dude Ranchers for his wistful reading of this attractive ballad.

BOOTS WOODALL
You're Waiting in My Place
CAPITOL 2670 - She left him for another - one with plenty of gold. It's a sad song, and no philosophy can brighten the situation.

JIMMIE OSBORNE
You All Come
KING 1295 - Nice coverage of the Arlee Duff hit by Osborne. Should share in the loot.

CHARLIE GORE
I'm Going to Lock You Up
KING 1286 - Nice weeper receives a better than average reading by Charlie Gore, who has a chance to make it when he gets strong enough material.

SUNSHINE RUBY
Too Fat for the Chimney
VICTOR 20-5474 - Sprightly holiday ditty is warbled brightly by Miss Ruby. Good seasonal wax.

HARDROCK GUNTHER
You Played on My Piano
DECCA 28932 - Suggestive item with a good beat may have some trouble snaring spins in some quarters.

FRED WARING ORK
Snow, Snow, Beautiful Snow
DECCA 28970 - Waring's ork and glee club project the seasonal ballad with elegant smoothness.

(Continued on page 45)

Number of Releases This Week

(Listed Alphabetically by Label)

Table with 4 columns: Label, Pop, C&W, R&B. Lists labels like ALADDIN, ALMA, AUDIVOX, CAPITOL, CENTRAL, CHANCE, COLUMBIA, CORAL, DECCA, DELUXE, EPIC, FEDERAL, FLAIR, GUYDEN, KEM, KING, MERCURY, M-G-M, OKEH, SPECIALTY, SPIN, SUNSHINE, TANNER 'N' TEXAS, VICTOR.

Table with 4 columns: Other Records Released This Week, Christmas, Spiritual. Lists categories like CHRISTMAS, JAZZ, LATIN AMERICAN, SACRED, SPIRITUAL, POLKA.

Christmas

STAN FREBERG
Christmas Dragnet (Parts 1 & 2)
CAPITOL 2671 - Seasonal item combines the "didn't believe in Santa Claus" theme with the "Dragnet" hokum.

JIMMY DAVIS
Christmas Choo Choo
DECCA 28912 - Train sounds and a rapid beat add plenty of value to this good Christmas effort.

JUDY LYNN
Tinsel and Joy
CORAL 61108 - Cute Christmas ditty is sung simply and ably by the thrush. Should get ample pre-holiday spins.

FRED LOWERY-MIMI LAURIE
Bells of St. Marys
LOWERY 1001 - Mimi Laurie has a smooth soprano voice as she duets with Lowery's fine whistling for an attractive reading of the new standard.

THE DREAMDUSTERS
Jingle Bells
CUSTOM SOUND STUDIOS 202 - Paul Severson Quintet backs the group on this side, too. Again the outfit gets off a good reading, but the need for another version of the ditty seems little - good as it is.

AL SOYKA ORK
Snap the Whip Polka
V 25-9281 - A fast-stepping polka in a bright, rhythmic arrangement. The customers in this market ought to be pleased with this lively instrumental.

(Continued on page 45)

Latin American

PEDRO VARGAS
Pequeños
V 23-6125 - The Mexican Crosby delivers a strong bolero mambo reading with a fine dance beat behind via the Rafael de Paz ork.

LUIS ARCARAZ
Tu, Tu, Tu
V 23-6193 - "You, You, You" is handed a fine Spanish language reading by the Mexican ork.

CUARTETO HERNANDO AVIELES
La Cancion Del Molino Rojo
V 23-6136 - The South-of-the-Border quartet comes up with a smart Mexican reading of "Song From Moulin Rouge" which should please the Spanish speaking disk buyers.

Spiritual

MAHALIA JACKSON
No Matter How You Pray
LLOYDS 105 - The label may be new, but Miss Jackson comes across on the grooves in her accustomed great style.

THE PILGRIM TRAVELERS
Silent Night
SPECIALTY 856 - The group renders Christmas evergreen with tenderness and conviction. The arrangement is simple and direct in its appeal.

Sacred

THE HARMONEERS QUARTET
Harmonizers Gospel Special
BIBLETONE 8018 - New version of an old spiritual is delivered with brightness and gay charm.

KITTY WELLS
Gathering Flowers for the Master's Bouquet
V 20-5539 - Kitty Wells projects the message of this song about death and the life hereafter with impressive power.

THE CHUCK WAGON GANG
I'm Finding New Joy
COLUMBIA 21185 - The group sings of the joy that comes with faith with infectious sincerity. A happy slicing.

ANITA KERR SINGERS
Vision of the Blessed Mother
DECCA 28962 - Story hymn of a miraculous vision is delivered with simple charm by the group.

Rhythm & Blues

AMOS MILBURN
Good, Good Whiskey
ALADDIN 3218 - A big beat, the Milburn piping style, the lyric and the standard melody line have been added to what the guy proved to be a successful formula with "Bad, Bad Whiskey."

CHUCK WILLIS
You're Still My Baby
OKEH 7015 - This is Willis in the chanting style and mood which has done well for him - blues ballad stuff. He handles the material smartly, and it's good material too.

ELMORE JAMES
Strange Kinda' Feeling
FLAIR 1022 - A fast, lively blues with Elmore James' vocal backed by relaxed instrumental work. Should stir action on the boxes.

WILLIE BAKER
Goin' Back Home Today
DELUXE 6023 - Here's a good slicing by Baker as he tells that he is leavin' for home by sundown. He sings it as tho he means it, and the ork keeps pounding out a steady slow beat behind him.

MERCY DEE
Get to Gettin'
SPECIALTY 481 - In a duet with Lady Fox, Mercy Dee dwells on the theme that romance is for the birds. Lyrics are cute and effectively projected.

MAGIC-TONES
Cool, Cool Baby
KING 4681 - How a small time gal made good in the big city is the burthen of this ditty, and it's a right smart side.

CLARENCE (BONTON) GARLOW
Route "90"
FLAIR 1021 - Fast tempo and strong rhythm mark this side. Ditty tells of traveling Route 90 to the land of dreams.

BANJO KINGS
Beautiful Dreamer
GOOD TIME JAZZ 89 - The Banjo Kings and their Barber Shop Quartet take us back a good generation in this vaudeville styled version of the standard.

HOWARD RUMSEY'S LIGHTHOUSE ALL-STARS
Mambo Los Feliz
CONTEMPORARY 359 - An attractive mambo written by Shorty Rogers that serves as a good vehicle for the modern sounds of this outstanding West Coast aggregation.

Which Doctor
Despite the title, there is nothing primitive about this material. Under the fancy work of Max Roach on drums and Jack Costanzo on bongos, there is a good mambo that is not long in getting to the surface and talking over.

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

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

THE CATEGORIES: Following are the maximum points that can be earned in each of the six categories: Vocal and/or instrumental interpretation, 25; over-all exploitation potential, 20; song caliber, 20; artist's name value, 15; manufacturer's distribution power, 10; arrangement, 10.

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



ATTENTION! DISK JOCKEYS
JUKE BOX OPERATORS
RECORD BUYERS

Imitating is the sincerest form of flattery!

Why take a chance on an "also ran"?

Feature the
ORIGINAL RECORD

the **PROVEN** one, the one the public is demanding from coast-to-coast. Cash in **NOW** on the **ORIGINAL!**



THE MULCAYS
and their **ELECTRIC HARMONICAS**

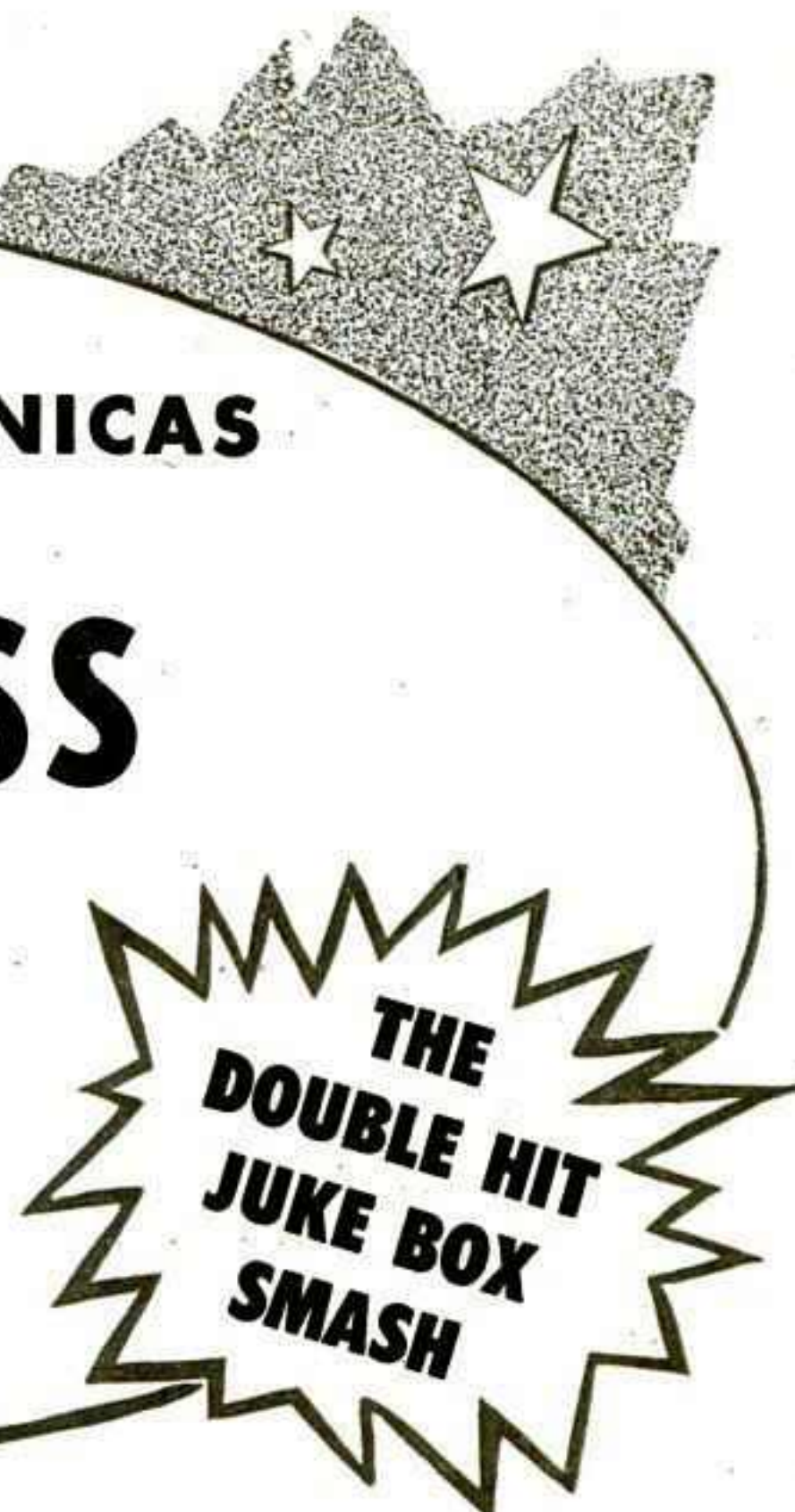
Featuring

MY HAPPINESS

B W

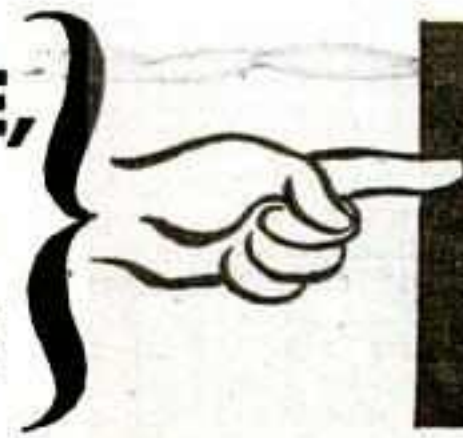
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CARDINAL #1011
Both speeds available



ORDER NOW FROM YOUR **CARDINAL DISTRIBUTOR**

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WIRE,
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BLASCO MUSIC, INC.
1221 BALTIMORE, KANSAS CITY, MO. PHONE HA 6979

Manufacturers of Cardinal Records. Label Name Reg. U. S. Pat. Office

The Billboard's Music Popularity Charts

... for Week Ending December 5

THIS WEEK'S BEST BUYS

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

Popular

DOWN BY THE RIVERSIDE (Spier, ASCAP)
—Bing and Gary Crosby—Decca 28955

Disk has achieved a fine spread of good reports, in the short time it has been out. Among the territories from which these were received are Los Angeles, Dallas, St. Louis, Milwaukee, Nashville, Buffalo and Philadelphia. Flip is "What a Little Moonlight Can Do" (Harms, ASCAP).

Country & Western

I GAVE MY WEDDING DRESS AWAY (Acuff-Rose, BMI)—Kitty Wells—Decca 28931

Off to an early start, this record was reported as strong in the St. Louis, Buffalo

and Milwaukee areas, and good in Nashville and the Carolinas. Most action is on this side, with Buffalo preferring the flip "Cheatin's a Sin" (Old Charter, BMI). A previous "New Record to Watch."

Rhythm & Blues

DON'T LEAVE ME THIS WAY (Commodore, BMI)—Fats Domino—Imperial 5262

Record broke quickly, with very strong reports being returned by sources in Los Angeles, Milwaukee, Buffalo and Durham. Good and strong reports were also received from Cleveland, Detroit and Nashville. Flip is "Something's Wrong" (Commodore, BMI). A previous "New Record to Watch."

WHY DID YOU LEAVE ME? (Modern, BMI)
—B. B. King—RPM 395

Areas which reported strong action included Upstate New York, Nashville, Milwaukee, St. Louis, Dallas and Los Angeles. Disk was also rated good in Cleveland, Chicago, Philadelphia and the Carolinas. While most action was on "Blind Love," New York, Nashville and Dallas preferred the flip. A previous "New Record to Watch."

CHRISTMAS DRAGNET (Parts 1 & 2) (Alamo, ASCAP)—Stan Freberg—Capitol 2671

Reported strong in Cleveland, Detroit, Nashville, Milwaukee, St. Louis, Dallas and Los Angeles. Good reports were also received from Buffalo and Durham. A previous "New Record to Watch." For other Christmas "Best Buys" see last week's issue.

NEW RECORDS TO WATCH

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

Popular

THREE SUNS
The Creep (Miller, ASCAP)

Just One More Chance (Famous, ASCAP)
—RCA Victor 20-5553—Two fine sides by the trio. "Creep" which is based on a riff comes from England. The "sound" with which the group registers could kick off a lot of interest in the tune. Flip is the oldie dressed up spritely in a standout arrangement.

HANK SNOW
I'm Glad I'm on the Inside (Tubb, BMI)—RCA Victor 20-5548—Backed by the Blackwood Brothers, Snow shows to nice advantage on these two sacred efforts. "Hands" particularly stacks up as having strong sales potential.

Rhythm & Blues

JOHNNY ACE
Saving My Love for You (Lion, BMI)
Yes, Baby (Lion, BMI)—Duke 118—Two po-

tential powerhouses by Ace. "Saving" is in the normal Ace tradition, a fine "Heart" ballad with a powerful reading. Flip is an up-tempo blues which also has good possibilities.

JOE TURNER
TV Mama (Progressive, BMI)—Atlantic 1016
—Very hot now with "Honey Hush," this strong blues effort with a striking guitar backing looks to be an effective follow-up disk. Flip is "Oke-She-Moke-She-Pop" (Progressive, BMI).

COMING UP IN THE TRADE

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

(Listed Alphabetically)

Popular

BABY, BABY, BABY
Teresa Brewer—Coral 61067
CHRISTMAS MEDLEY
AVE MARIA
Liberace—Columbia 48001
I CAN'T BELIEVE THAT
YOU'RE IN LOVE WITH ME
Ames Brothers—RCA Victor
20-5530
I'LL NEVER STAND IN YOUR
WAY
Joni James—M-G-M 11606

THE JONES BOY
Mills Brothers—Decca 28945
NATIVE DANCER
Rusty Draper—Mercury 70256
OFF SHORE
Richard Hayman—Mercury
70252
SOUTH OF THE BORDER
I LOVE YOU
Frank Sinatra—Capitol 2638
STRINGS OF MY HEART
MAMA PAPA POLKA
The Gaylords—Mercury 70258
WOMAN
Johnny Desmond—Coral 61069

Country & Western

CHRISTMAS ROSES
REINDEER BOOGIE
Hank Snow—RCA Victor
20-5340
HOPELESS LOVE
Lefty Frizzell—Columbia 21169
I REALLY DON'T WANT TO
KNOW
Eddy Arnold—RCA Victor
20-5525
PUT CHRIST BACK INTO
CHRISTMAS
Red Foley—Decca 28940
TAIN'T NICE

UNPUCKER
The Carlisles—Mercury 70232

Rhythm & Blues

CHRISTMAS IN HEAVEN
RINGIN' IN A BRAND NEW
YEAR
Billy Ward and Dominoes—
King 1281
DEEP PURPLE
SMOKE RINGS
Earl Bostic—King 4674
TAKE ME BACK
Linda Hayes—Hollywood 1003
TORTURED SOUL
Eddie Boyd—Chess 1552

CURRENT TOP RECORDS

See page 36 for the top pop records.
See page 44 for the top c.&w. records.
See page 47 for the current top r.&b. records.
See pages 42 and 43 for the current top packaged records.

Blend of Media Creates Films

Continued from page 11

heightened, because the actors maintain a strong continuity of mood in the longer sustained performances.

The sets are constructed similarly to those in motion pictures: They are sturdily built, and realism is sought for. In filming for television there is a possibility that the set will be seen from as many different angles as there are takes. The set construction, then, must be comprehensive enough so that every single detail can stand exposure on any position and not lose its effectiveness.

The "Inner Sanctum" sets serve as a good example of this attention to detail. In some "live" TV programs, perspective is created by shadows painted on canvas flats, following the traditions of conventional theater construction technique.

Detail Necessary

But in films for television, with the detail-conscious motion picture camera, all three dimensions have to be considered. If there is molding on the wall, then it is real molding. It is true that these sets cost more and are more un-

wieldy than theater-type sets, but a quality product merits the extra trouble.

One of the inconveniences of this type of set construction, that of bulk, is overcome by building all walls and single units of a set on wheeled dollies. This makes it possible for two men to handle a large section. It means further that while one show is being shot in the studio, the sets for the next one can be constructed in another part of the building. When they are ready to be used, they are wheeled into position, jacked and then require only final dressing.

Lighting a set to be filmed for television requires a great amount of attention not necessary in movies for theaters or "live" TV. First, the sets are "flat" or "fill" lit; that is, every part of the area to be framed in the television screen is given light.

But because of a peculiarity in the transmission of the image in television, the lower part of the screen requires additional "flat" light. This is overcome in part by using a special shade gradation which calls for certain blues and

grays in the lower portion of any scene and, in addition, special lights called "flying saucers" are used to light even further those lower areas which need special attention.

Hi Brown, creator and producer of "Inner Sanctum," feels that actors with theater experience, background and training are the best equipped to handle the parts in television film series. Theatrically, they are probably the best trained, and "Inner Sanctum" relies heavily on the actors to convey subtleties of mood in the scripts.

Technically, their stage background insures that they learn several pages of background and deliver sustained performances without interruption, thus allowing for those longer continuous takes.

The people who today are establishing the patterns and techniques in films for television are emigrants from many entertainment fields, and their skills must be blended with the skills of others in order to create the desired product.

A survey of films now available for television will illustrate vividly where this blending of talent has been a good one and where it has failed.

Quick Takes

Continued from page 12

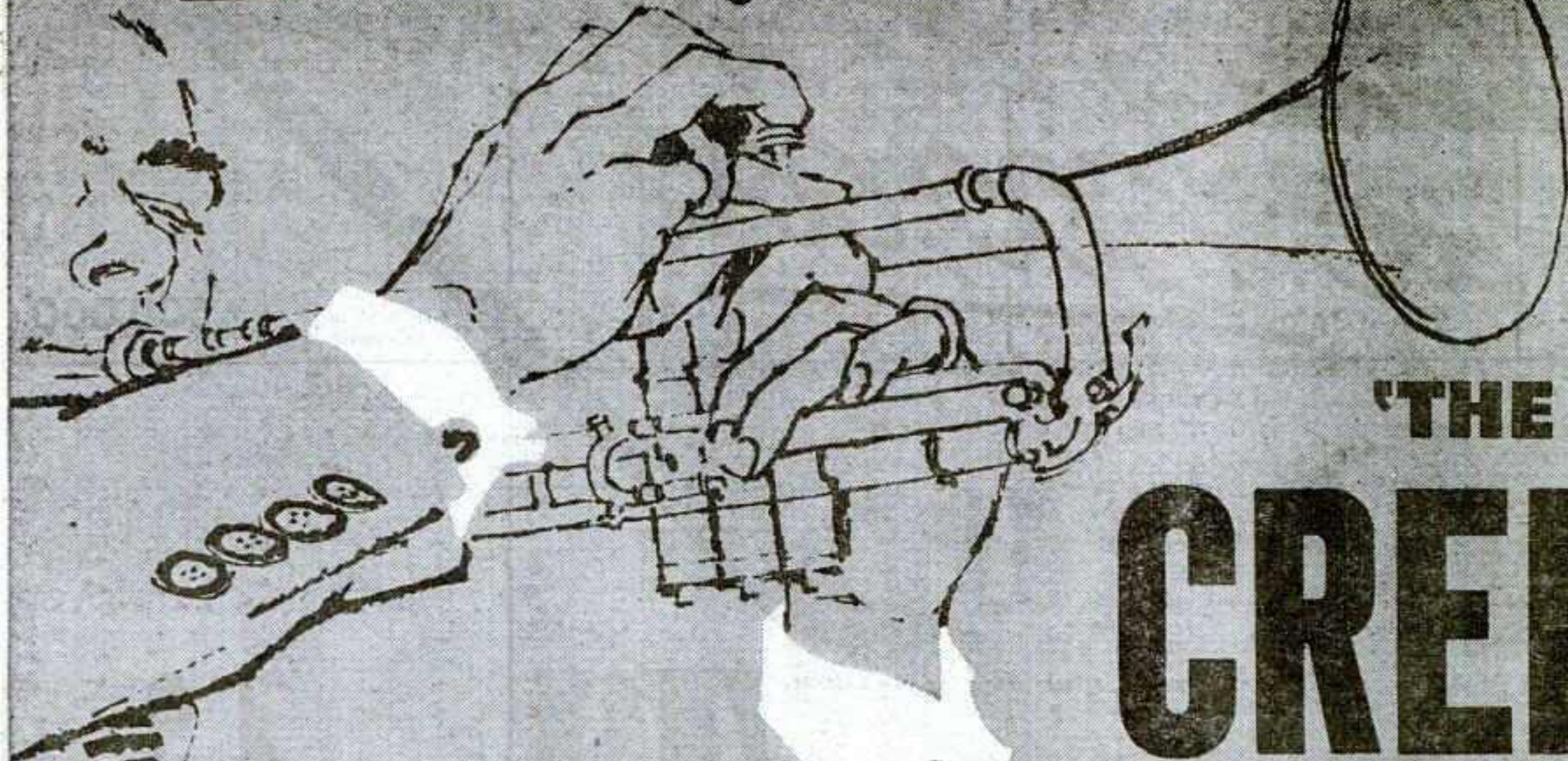
Advertising. . . . Visual Transcriptions has opened new studio facilities at 49 West 19th Street, New York City. George Capsis, lecturer on the film at Columbia University and formerly production manager for Francis Lee Studios, has been appointed secretary-treasurer of Visual.

CBS Television Film Sales' Chicago office moved to the LaSalle Wacker Building in Chicago. . . . Thomas Mitchell, John Beal and Tommy Rettig head the cast of Screen Gems' "Good of His Soul" which is being filmed this week at Columbia for Ford Theater. . . . Sound Masters, Inc., has just completed shooting 39 new introduction, program break and closing segments for the NBC Film Division's "Paragon Playhouse" series, which originally ran under the title of "Douglas Fairbanks Presents." . . . The Sterling Television Company has come up with a new gimmick in the form of a standard size file folder which

will be mailed to clients and prospects. Eventually they hope to fill these folders with a file page of all their film series complete with pix and other pertinent material.

Actor Robert Paige, who stars in his own ABC radio network show, "Paging the Judge," has been signed to do the commercials for the "Schlitz TV Playhouse" series. . . . Dancer Frances Taylor has been set to play the girl friend in the upcoming Sammy Davis Jr. ABC-TV series. She is a graduate of the Katharine Dunham troupe. Pilot film is slated to be shot in New York. . . . Screen Gems last week completed the cast for its "Good of His Soul" episode in the "Ford Theater" series. Jane Darwell and Caroline Grimes were added in addition to the stars, Thomas Mitchell, John Beal and Tommy Rettig. . . . Randy Stuart and Sid Tomack were signed for supporting roles in Screen Gems' "Come on, Red," starring Edmund Gwenn and Jay C. Flippen. It also is a vidpic for "Ford Theater."

the New dance hit from England!



**'THE
CREEP'**

BY THE BAND THAT POPULARIZED THE BARITONE SAX

RALPH MARTERIE

AND HIS FAMOUS DOWN BEAT ORCHESTRA

MERCURY 70281 • 70281X45



made for each other

JERRY MURAD'S

Harmonicats

PLAY

'Heartaches'

AND

"Just One More Chance"

MERCURY 70277 • 70277X45



TOP SELLING "POPS"

PATTI PAGE
"Changing Partners"
 COUPLED WITH
**"Where Did My
 Snowman Go"**
 MERCURY 70260 • 70260X45

THE GAYLORDS
**"The Strings
 Of My Heart"**
 COUPLED WITH
"Mama-Papa Polka"
 MERCURY 70258 • 70258X45

DAVID CARROLL
"Gadabout"
 COUPLED WITH
"Caribbean"
 MERCURY 70247 • 70247X45

RUSTY DRAPER
"Native Dancer"
 COUPLED WITH
"Lonesome Song"
 MERCURY 70256 • 70256X45

VIC DAMONE
"EBB TIDE"
 AND
"MAKE YOU MINE"
 MERCURY 70216 • 70216X45

GEORGIA GIBBS
"Paris Skies"
 COUPLED WITH
"I Love Paris"
 MERCURY 70274 • 70274X45

VIC DAMONE
"A Village In Peru"
 COUPLED WITH
"Stranger In Paradise"
 MERCURY 70269 • 70269X45

RICHARD HAYMAN
**"Sadie Thompson's
 Song"**
 COUPLED WITH
"Drive In"
 MERCURY 70237 • 70237X45

EDDY HOWARD
"Bimbo"
 COUPLED WITH
"Ebenezer Scrooge"
 MERCURY 70272 • 70272X45

BOBBY WAYNE
"The Jones Boy"
 COUPLED WITH
**"Snow, Snow,
 Beautiful Snow"**
 MERCURY 70268 • 70268X45

JERRY MURAD
**"The Story Of
 Three Loves"**
 COUPLED WITH
"Sweet Leilani"
 MERCURY 70202 • 70202X45

JAN AUGUST
"Cow Cow Blues"
 COUPLED WITH
"Martha"
 MERCURY 70228 • 70228X45

*Just hitting its stride
at 500,000*

500,000

The Billboard's Music Popularity Charts

TOP POPULAR RECORDS

Best Selling Singles

... for Week Ending November 28

7. **THAT'S AMORE**—D. Martin..... 9
You're the Right One—Cap 2589—ASCAP

... for Week Ending November 21

9. **THAT'S AMORE**—D. Martin.....
You're the Right One—Cap 2589—ASCAP

... for Week Ending November 14

10. **THAT'S AMORE**—D. Martin.....
You're the Right One—Cap 2589—

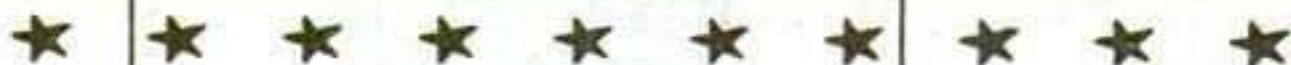
... for Week Ending November 7

14. **THAT'S AMORE**—D.
You're the Right One—C

That's Amore

by **DEAN MARTIN**

Capitol Record No. 2589

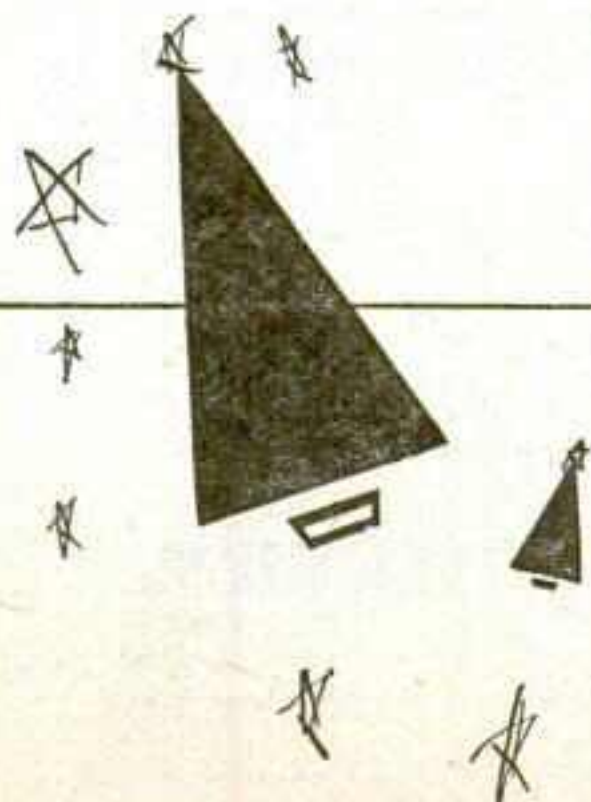


Don't miss out on this great

Christmas record by Dean Martin

CHRISTMAS BLUES

No. 2640



IT'S CHRISTMAS

b/w **THANKS**

Capitol Record No. 2644

and

PRIDE

b/w **TOO LATE**

Capitol Record No. 2626

Jimmy Wakely

TWO GREAT RECORDS by



TOP POPULAR RECORDS

Best Selling Singles

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

1. **RAGS TO RICHES**—T. Bennett..... 1 13
Here Comes That Heartache Again—
Col 40048—ASCAP
2. **EBB TIDE**—F. Chacksfield..... 2 15
Waltzing Bugle Boy—London 1358—ASCAP
3. **THAT'S AMORE**—D. Martin..... 7 5
You're the Right One—Cap 2589—ASCAP
4. **RICOCHE**—T. Brewer..... 6 9
Too Young to Tango—Coral 61043—BMI
5. **VAYA CON DIOS**—L. Paul-M. Ford... 3 26
Johnny—Cap 2486—ASCAP
6. **EH CUMPARI**—J. La Rosa..... 5 14
Till They've All Gone Home—
Cadence 1232—ASCAP
7. **YOU, YOU, YOU**—Ames Brothers..... 4 25
Once Upon a Tune—V 20-5325—BMI
8. **CHANGING PARTNERS**—P. Page..... 9 3
Where Did My Snowman Go?—
Mercury 70260—BMI
9. **OH MEIN PAPA**—E. Calvert..... 20 2
Mystery Street—Essex 336—ASCAP
10. **SANTA BABY**—E. Kitt..... 16 2
Under the Bridge of Paris—V 20-5502—BMI
11. **MANY TIMES**—E. Fisher..... 8 9
Just to Be With You—V 20-5453—BMI
12. **ISTANBUL**—Four Lads..... 10 8
I Should Have Told You Long Ago—
Col 40082—ASCAP
13. **YOU ALONE**—P. Como..... 13 6
Pa-Paya Mama—V 20-5447—ASCAP
14. **STRANGER IN PARADISE**—
T. Bennett..... — 1
Why Does It Have to Be Me?—
Col 40121—ASCAP
15. **STRANGER IN PARADISE**—
Four Aces..... 19 2
Heart of My Heart—Dec 28927—ASCAP
16. **CHANGING PARTNERS**—K. Starr.... — 1
I'll Always Be in Love With You—
Cap 2657—BMI
16. **OH**—Pee Wee Hunt..... 10 23
San—Cap 2442—ASCAP
17. **I SEE THE MOON**—Mariners..... 17 12
I Just Want You—Col 40047—ASCAP
19. **OH MY PAPA**—E. Fisher..... — 1
Until You Said Goodbye—V 20-5552—ASCAP
20. **HEART OF MY HEART**—Four Aces... 20 2
Stranger in Paradise—Dec 28927—ASCAP

Most Played in Juke Boxes

Records are ranked in order of the greatest number of plays in juke boxes thruout the country. Results are based on The Billboard's weekly survey among the nation's juke box operators. The reverse side of each record is also listed.

1. **RAGS TO RICHES**—T. Bennett..... 1 11
Here Comes That Heartache Again—
Col 40048—ASCAP
2. **YOU, YOU, YOU**—Ames Brothers..... 2 24
Once Upon a Tune—V 20-5325—BMI
3. **RICOCHE**—T. Brewer..... 4 9
Too Young to Tango—Coral 61043—BMI
4. **EH CUMPARI**—J. La Rosa..... 6 13
Till They've All Gone Home—
Cadence 1232—BMI
5. **MANY TIMES**—E. Fisher..... 7 9
Just to Be With You—V 20-5453—BMI
6. **OH**—P. W. Hunt..... 5 22
San—Cap 2442—ASCAP
7. **VAYA CON DIOS**—L. Paul-M. Ford... 3 25
Johnny—Cap 2486—ASCAP
8. **THAT'S AMORE**—D. Martin..... 10 4
You're the Right One—Cap 2589—ASCAP
9. **YOU ALONE**—P. Como..... 20 4
Pa-Paya Mama—V 20-5447—ASCAP
10. **TO BE ALONE**—Hilltoppers..... 9 8
Love Walked In—Dot 15105—ASCAP
11. **EBB TIDE**—F. Chacksfield..... 8 6
Waltzing Bugle Boy—London 1358—ASCAP
11. **ISTANBUL**—Four Lads..... 14 6
I Should Have Told You Long Ago—
Col 40082—ASCAP
13. **HEART OF MY HEART**—J. Desmond
A. Dale-D. Cornell..... 11 2
I Think I'll Fall in Love Today—
Coral 61076—ASCAP
13. **HEART OF MY HEART**—Four Aces... 16 2
Stranger in Paradise—Dec 28927—ASCAP
13. **OH MEIN PAPA**—E. Calvert..... — 1
Mystery Street—Essex 336—ASCAP
13. **CHANGING PARTNERS**—P. Page..... — 1
Where Did My Snowman Go?—
Mercury 70260—BMI
17. **I SEE THE MOON**—Mariners..... — 1
I Just Want You—Col 40047—ASCAP
18. **MARIE**—Four Tunes..... 16 2
I Gambled With Love—Jubilee 5128—ASCAP
19. **VELVET GLOVE**—H. Rene-H. Winter-
halter..... — 6
Elaine—V 20-5405—ASCAP
19. **IN THE MISSION OF
ST. AUGUSTINE**—S. Kaye..... — 1
No Stone Unturned—Col 40061—BMI

Most Played by Jockeys

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

1. **RAGS TO RICHES**—T. Bennett..... 1 12
Here Comes That Heartache Again—
Col 40048—ASCAP
2. **YOU, YOU, YOU**—Ames Brothers..... 3 24
Once Upon a Tune—V 20-5325—BMI
3. **EBB TIDE**—F. Chacksfield..... 2 16
Waltzing Bugle Boy—London 1358—ASCAP
4. **MANY TIMES**—E. Fisher..... 4 10
Just to Be With You—V 20-5453—BMI
5. **RICOCHE**—T. Brewer..... 5 11
Too Young to Tango—Coral 61043—BMI
6. **CHANGING PARTNERS**—P. Page..... 9 3
Where Did My Snowman Go?—
Mercury 70260—BMI
7. **OH MEIN PAPA**—E. Calvert..... — 1
Mystery Street—Essex 336—ASCAP
8. **EH CUMPARI**—J. La Rosa..... 7 13
Till They've All Gone Home—
Cadence 1232—BMI
9. **STRANGER IN PARADISE**—T. Bennett 7 3
Why Does It Have to Be Me?—
Col 40121—ASCAP
10. **VAYA CON DIOS**—L. Paul-M. Ford... 6 25
Johnny—Cap 2486—ASCAP
10. **TO BE ALONE**—Hilltoppers..... 12 7
Love Walked In—Dot 15105—ASCAP
12. **BABY, BABY, BABY**—T. Brewer..... — 1
I Guess It Was You All the Time—
Coral 61067—ASCAP
13. **ISTANBUL**—Four Lads..... 11 9
I Should Have Told You Long Ago—
Col 40082—ASCAP
14. **THAT'S AMORE**—D. Martin..... 19 4
You're the Right One—Cap 2589—ASCAP
15. **YOU ALONE**—P. Como..... 13 7
Pa-Paya Mama—V 20-5447—ASCAP
16. **STRANGER IN PARADISE**—Four Aces — 1
Heart of My Heart—Dec 28927—ASCAP
17. **CHANGING PARTNERS**—K. Starr.... 17 2
I'll Always Be in Love With You—
Cap 2657—BMI
18. **EBB TIDE**—V. Damone..... — 7
If I Could Make You Mine—
Mercury 70216—ASCAP
19. **LOVE WALKED IN**—Hilltoppers..... 10 8
To Be Alone—Dot 15105—ASCAP
20. **SOUTH OF THE BORDER**—F. Sinatra. — 1
I Love You—Cap 2638—ASCAP

VOX JOX

By CHARLOTTE SUMMERS

Jox Trix

John H. Bennett, WPTR, Albany, N. Y., has launched his Christmas programing by asking the moppets to send in their drawings of Santa Claus. Winners will be determined by "cuteness," and prizes will include the Better Homes and Gardens' story books. . . . Bill Price, WCOJ, Coatesville, Pa., gave away a real live red rooster to the listener who named the rooster's gal friend—the winning name, Cackleen. . . . Bill Phillips, WBAX, Wilkes-Barre, Pa., is starting his annual Marathon this week to raise funds for a Christmas shopping tour for two local orphanages. . . . Gene Fondren, KTAE, Taylor, Tex., has recently started a "Precious Moment" segment featuring a poem or thought in a serious vein, with requests coming especially from shut-ins at home and in hospitals. . . . Phil Christie, WCAX, Burlington, Vt., recently invited a guest panelist from the Ethan Allen Air Base to join his regular panel of five students for a record review session.

Surface Noises

Irwin Feldman, WBIP, Booneville, Miss., gripes, "We here at WBIP are always getting cards from publicity agents to play a lot of songs we don't have. Most of these are on Mercury." . . . Val Schaefer, WOKW, Sturgeon Bay, Wis., thinks M-G-M's distribution of deejay records is a good idea. He says, "We've never

got M-G-M waxings but believe we now have a chance to get on their list, because we won't have to buck the whims of a regional distributor that plays favorites in the bigger cities." . . . Ed Millar, KSOK, Arkansas City, Kan., wants to know: "Why is it so hard to get records from Capitol, Mercury and London? Don't those companies know that an independent station that uses music is listened to during the day by just as big an audience as the big stations with soap operas? Send records to stations that will really play them more than once or twice!" . . . Virginia Comstock, KAVL, Lancaster, Calif., is puzzled and writes, "Mercury promo disks have been received by us ever since going on the air in 1950—and were greatly appreciated. Suddenly they've let us down. What's happen, Mercury? A pat on the back for Capitol; they are just great to us and always have been."

Change of Theme

Reed Farrel, KGBC, Galveston, Tex., who left the station to operate a jewelry store in Indiana, could not ignore the call of the kilocycles and has returned to his post as deejay after one month. . . . Elliott Fouts, recent radio school graduate, has replaced Andy Anderson on KCHJ, Delano, Calif. . . . Charlie Welsh has taken over the early morning chores on WSB, Atlanta, Ga.,

from Lee Morris who has become assistant to the program director. . . . A local deejay, Buzz Masters, started a new record show on KRWC, Forest Grove, Ore. . . . Ray Read Jr. has left WMGR, Bainbridge, Ga., to take the post of program and production director of KSFA, Nacogdoches, Tex. . . . Bob Leonard, WMFD, Wilmington, N. C., has moved his "Saturday Night Turntable" to 10 p.m., devoting two full hours to The Billboard's top 20 tunes of the week. . . . Julian (Daddy) Silver, formerly with WPNX, Columbus, Ga., is now doing a race

Great Lakes New Label in Detroit

DETROIT, Dec. 5.—Great Lakes, a new record label headquartered here, kicks off its first release December 8, pairing Don Sebastian, a new pop artist, and a new r.&b. quartet, the Imperials, on the disk, according to Kenneth C. Campbell Jr., president of the Great Lakes Record Company. Plans are to present a complete line of pop, r.&b. and jazz disks, with distribution handled thru Unite! in Chicago.

In addition to the aforementioned artists, the firm has inked Debbie Andrews, Jimmie Hamilton's Ellington Big Eight, Sonny Johnson's Octet, Sax Kari's ork, Gloria Irving, Della Reese, Kcny Burrell, Cha Cha Hogan and the Mello-Larks.

Heading the departments are Tony Vance, pops and jazz and Kari, r.&b. Ray Gahan, formerly with Columbia, will handle publicity and promotion.

and pop show on WMIE, Miami. . . . Bert Wayne, absent from WNEW, New York, for six months, has returned to do the "Music Hall" show.

Guestings

Jimmy Capps, WPTF, Raleigh, N. C.; Bob Banfield, WHIZ, Zanesville, O., and Bill Austin, WHO, Des Moines, participated in the "Big Preview" emceed by Fred Robbins on NBC radio from New York. . . . Harry Preston, program director of KTXC, Big Spring, Tex., tells us about his Friday the 13th visitor: "Mary Pickford and Buddy Rogers were passing thru Big Spring, and by accident I happened to bump into them at a local restaurant. I buttonholed them and as a result had them as guests on my show that night. They were both exceedingly charming and had some very complimentary things to say about the type of music I play over KTXC." . . . Phil Sheridan, WFIL, Philadelphia, emceed the annual Thanksgiving party given for the children of St. Vincent's Orphanage. . . . Tom Edwards, WERE, Cleveland, played host to Mae Williams, who brought her recording of "Oh Brother," and Richard Hayes, who was in town for a one-day jockey promotion tour on his record, "Long Black Rifle."

This 'n' That

Al Bouling, WZOP, Fort Payne, Ala., thinks "Pal-Yat-Chee" is the neatest scream on RCA to hit his neck of the woods in a long time. . . . Bob Watson, WQXI, Atlanta, reports a fast take-off of the new Ethel Merz-Mary Martin album follow-

ing its premiere. . . . Sealy Smith, KWKC, Abilene, Tex., writes, "This Jenny Barrett on Vogue is one of the most unique records we have heard. One spin last night brought mail today. We are expecting much more." . . . Nick Jordon, KCSB, San Bernardino, Calif., tips his hat to

YESTERYEAR'S TOPS—

- The nation's top tunes on records as reported in The Billboard
- DECEMBER 11, 1943:
1. Paper Doll
 2. Pistol Packin' Mama
 3. People Will Say We're in Love (Crosby)
 4. My Heart Tells Me
 5. Sunday, Monday or Always
 6. Oh, What a Beautiful Morning
 7. They're Either Too Young or Too Old
 8. People Will Say We're in Love (Sinatra)
 9. Boogie Woogie
 10. I'll Be Home for Christmas
- DECEMBER 11, 1948:
1. Buttons and Bows
 2. On a Slow Boat to China
 3. My Darling, My Darling
 4. A Little Bird Told Me
 5. You Were Only Foolin'
 6. Until
 7. Maybe You'll Be There
 8. Twelfth Street Rag
 9. All I Want for Christmas
 10. A Tree in the Meadow

Carl Burns, veepee of Crystalette, who always finds time to stop by personally to say hello and leave the latest releases. . . . Ron Johnson, KALG, Alamogordo, N. M., tells us that the "knock-

(Continued on page 40)

1953's BIG CHRISTMAS RECORD!

EARTHA KITT

SANTA BABY

and UNDER THE BRIDGES OF PARIS

20/47-5502

Them Country Boys Have A Big New Hit!

HOMER & JETHRO

"SING"

YOU-EWE-U



and HAY SHMO!

20/47-5555

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JACK WEBB

and BEN ALEXANDER with
the Orchestra and Voices of Walter Schumann

45 rpm EPB-3199 Long Play LPM-3199

NEW RELEASES

RCA Victor Release—#53-50

POPULAR

STELLA BY STARLIGHT
HIGH ON A WINDY HILL
Hugo Winterhalter and his Orch.
..... 20-5547 (47-5547)*

YOU-EWE-U
HAY SHMO!
Homer and Jethro.....20-5555 (47-5555)*

DUTCH'S TAVERN POLKA
THREE LITTLE GIRLS DRESSED IN BLUE—Waltz
The Six Fat Dutchmen
..... 20-5560 (47-5560)*

COUNTRY/WESTERN

OF ALL THE SONGS WE EVER SANG
PRETTY AS A QUEEN
Hal "Lone Pine" and His Mountaineers
..... 20-5556 (47-5556)*

BIRMINGHAM JAIL
WABASH WALTZ
Slim Whitman20-5557 (47-5557)*

SPIRITUAL

SHAKE MY MOTHER'S HAND
WE NEED TO GO BACK
Heavenly Echoes20-5559 (47-5559)*

RHYTHM/BLUES

WAILIN' WALK
SHINE THE BUCKLE
Sam Butera20-5545 (47-5545)*

YOU LOOK BAD
GATOR TAIL
Danny Run Joe Taylor
..... 20-5558 (47-5558)*

OH! MY PA-PA (O Mein Papa)
(from the Swiss musical comedy
"Fireworks")

DINO
Don Hill on Alto Sax with the Gene
Gilbeaux Quartet.....20-5561 (47-5561)*

RESTORE TO CATALOG

I NEED YOU SO
IT COULDN'T HAPPEN TO A SWEETER GIRL
(It Couldn't Happen to a Nicer Guy)
Don Cornell with Hugo Winterhalter's
Orch. and Chorus.....20-3884 (47-3884)*
* 45 rpm cat. nos.

THIS WEEK'S RCA VICTOR BEST SELLERS

POPULAR

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

Santa Baby/Under the Bridges of Paris
Eartha Kitt20-5502 (47-5502)

I Can't Believe That You're in Love With Me/Boogie
Woogie Maxixe
Ames Brothers20-5530 (47-5530)

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

Changing Partners/Think
Dinah Shore20-5515 (47-5515)

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

The Sound of Christmas/Magic Is the Earth
Walter Schumann20-5542 (47-5542)

The Velvet Glove/Elaine
H. Winterhalter-H. Rene
..... 20-5405 (47-5405)

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

Mama's Gone, Goodbye/The Note in the Bottle
Sunny Gale/Du Droppers
..... 20-5543 (47-5543)

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

Kissing Bridge/Silver Bells
Fontane Sisters20-5524 (47-5524)

My Upper Plate/I Saw Mommy Smoochin' Santa Claus
Homer & Jethro.....20-5456 (47-5456)

Ave Maria/The Lord's Prayer
Perry Como28-0436 (52-0071)

The Creep/Just One More Chance
The Three Suns.....20-5553 (47-5553)

COUNTRY/WESTERN

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

Christmas Roses/The Reindeer Boogie
Hank Snow20-5340 (47-5340)

I Forgot More Than You'll Ever Know/Rock-A-Bye
Coogee
Davis Sisters20-5345 (47-5345)

Invisible Hands/I'm Glad I'm on the Inside
Hank Snow-Blackwood Bros. Quartet
..... 20-5548 (47-5548)

Changing Partners/Bimbo
Pee Wee King.....20-5537 (47-5537)

Frosty the Snow Man/Silent Night
Hank Snow20-5341 (47-5341)

When Mexican Joe Met Jole Blon/No Longer
a Prisoner
Hank Snow20-5490 (47-5490)

I'll Never Close My Heart to You/When You Say Yes
Hawkshaw Hawkins20-5549 (47-5549)

Gathering Flowers for the Master's Bouquet/Don't
Wait the Last Minute to Pray
Kitty Wells20-5539 (47-5539)

Mama, Come Get Your Baby Boy/If I Never Get to
Heaven
Eddy Arnold20-5415 (47-5415)

RHYTHM/BLUES

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

Don't Pass Me By/Get Lost
Du Droppers20-5504 (47-5504)

Chinzy Old Scrooge/Blink Before Christmas
Phil Moore20-5538 (47-5538)



DEALERS . . . ASK YOUR DISTRIBUTOR FOR SPECIAL SUPPLEMENT CONTAINING COMPLETE LISTING OF RCA VICTOR HIGH FIDELITY RECORDINGS

The Billboard's Music Popularity Charts

... For Week Ending December 5

Territorial Best Sellers (Popular)

This Week's New Territorial Best Sellers to Watch

Records listed under "Territorial Best Sellers to Watch" have appeared for the first time this week on any of the charts. These are spotlighted for the convenience of dealers and operators in other markets.

Detroit		
Milwaukee		
St. Louis...	OH MY PAPA	E. Fisher, Victor 20-5552
Milwaukee...	WOMAN	J. Desmond, Coral 61069
St. Louis...	SECRET LOVE	Doris Day, Columbia 40108

Territorial Best Sellers

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

Atlanta

1. Rags to Riches
T. Bennett, Columbia
2. Ebb Tide
F. Chacksfield, London
3. Many Times
E. Fisher, Victor
4. Ricochet
T. Brewer, Coral
5. Vaya Con Dios
L. Paul-M. Ford, Capitol
6. Santa Baby
E. Kitt, Victor
7. You Alone
P. Como, Victor
8. Oh
P. W. Hunt, Capitol
9. Changing Partners
K. Starr, Capitol
10. Story of Three Loves
Liberace, Columbia

Boston

1. Oh Mein Papa
E. Calvert, Essex
2. That's Amore
D. Martin, Capitol
3. You Alone
P. Como, Victor
4. Stranger in Paradise
Four Aces, Decca
5. You, You, You
Ames Brothers, Victor
6. Ebb Tide
F. Chacksfield, London
7. Changing Partners
P. Page, Mercury
8. Stranger in Paradise
T. Bennett, Columbia
9. Rags to Riches
T. Bennett, Columbia
10. Santa Baby
E. Kitt, Victor

Buffalo

1. Ebb Tide
F. Chacksfield, London
2. That's Amore
D. Martin, Capitol
3. Changing Partners
K. Starr, Capitol
4. Vaya Con Dios
L. Paul-M. Ford, Capitol
5. Istanbul
Four Lads, Columbia
6. Santa Baby
E. Kitt, Victor
7. That's All
Nat (King) Cole, Capitol

Chicago

1. That's Amore
D. Martin, Capitol
2. Rags to Riches
T. Bennett, Columbia
3. Ricochet
T. Brewer, Coral
4. Oh Mein Papa
E. Calvert, Essex
5. Istanbul
Four Lads, Columbia
6. Ebb Tide
F. Chacksfield, London
7. Eh Cumpari
J. La Rosa, Cadence
8. Stranger in Paradise
T. Bennett, Columbia
9. Santa Baby
E. Kitt, Victor
10. Heart of My Heart
D. Cornell-A. Dale-J. Desmond, Coral

Cincinnati

1. Rags to Riches
T. Bennett, Columbia
2. Ricochet
T. Brewer, Coral
3. You, You, You
Ames Brothers, Victor
4. Changing Partners
P. Page, Mercury

5. Vaya Con Dios
L. Paul-M. Ford, Capitol
6. Many Times
E. Fisher, Victor
7. Stranger in Paradise
Four Aces, Decca
8. Santa Baby
E. Kitt, Victor
9. Ebb Tide
F. Chacksfield, London
10. Heart of My Heart
Four Aces, Decca

Cleveland

1. Changing Partners
P. Page, Mercury
2. Stranger in Paradise
Four Aces, Decca
3. Santa Baby
E. Kitt, Victor
4. Ebb Tide
F. Chacksfield, London
5. That's Amore
D. Martin, Capitol
6. Eh Cumpari
J. La Rosa, Cadence
7. Rags to Riches
T. Bennett, Columbia
8. To Be Alone
Hilltoppers, Dot
9. Heart of My Heart
Four Aces, Decca
10. Stranger in Paradise
T. Bennett, Columbia

Dallas-Ft. Worth

1. Rags to Riches
T. Bennett, Columbia
2. Ebb Tide
F. Chacksfield, London
3. Ricochet
T. Brewer, Coral
4. Vaya Con Dios
L. Paul-M. Ford, Capitol
5. You, You, You
Ames Brothers, Victor
6. Eh Cumpari
J. La Rosa, Cadence
7. Changing Partners
P. Page, Mercury
8. Heart of My Heart
Four Aces, Decca
9. That's Amore
D. Martin, Capitol
10. Santa Baby
E. Kitt, Victor

Denver

1. Rags to Riches
T. Bennett, Columbia
2. Ebb Tide
F. Chacksfield, London
3. Eh Cumpari
J. La Rosa, Cadence
4. Ricochet
T. Brewer, Coral
5. Vaya Con Dios
L. Paul-M. Ford, Capitol
6. You, You, You
Ames Brothers, Victor
7. Changing Partners
P. Page, Mercury

Detroit

1. Changing Partners
P. Page, Mercury
2. Oh Mein Papa
E. Calvert, Essex
3. Stranger in Paradise
Four Aces, Decca
4. That's Amore
D. Martin, Capitol
5. Ebb Tide
F. Chacksfield, London
6. Heart of My Heart
D. Cornell-A. Dale-J. Desmond, Coral
7. Oh My Papa
E. Fisher, Victor
8. Marie
Four Tunes, Jubilee
9. Istanbul
Four Lads, Columbia
10. Vaya Con Dios
L. Paul-M. Ford, Capitol

Kansas City, Mo.

1. Rags to Riches
T. Bennett, Columbia
2. Ricochet
T. Brewer, Coral
3. Ebb Tide
F. Chacksfield, London
4. Eh Cumpari
J. La Rosa, Cadence
5. That's Amore
D. Martin, Capitol
6. St. George and the Dragonet
S. Freberg, Capitol
7. Changing Partners
P. Page, Mercury
8. Istanbul
Four Lads, Columbia
9. Vaya Con Dios
L. Paul-M. Ford, Capitol
10. Oh
P. W. Hunt, Capitol

Los Angeles

1. Santa Baby
E. Kitt, Victor
2. Ebb Tide
F. Chacksfield, London
3. Eh Cumpari
J. La Rosa, Cadence
4. Rags to Riches
T. Bennett, Columbia
5. That's Amore
D. Martin, Capitol
6. Vaya Con Dios
L. Paul-M. Ford, Capitol
7. You, You, You
Ames Brothers, Victor
8. Changing Partners
P. Page, Mercury
9. Stranger in Paradise
T. Bennett, Columbia
10. Ricochet
T. Brewer, Coral

Milwaukee

1. That's Amore
D. Martin, Capitol
2. Rags to Riches
T. Bennett, Columbia
3. Changing Partners
P. Page, Mercury
4. I See the Moon
Mariners, Columbia
5. Woman
J. Desmond, Coral
6. Changing Partners
K. Starr, Capitol
7. Ave Maria
Liberace, Columbia
8. Oh My Papa
E. Fisher, Victor
9. Istanbul
Four Lads, Columbia
10. Oh Mein Papa
E. Calvert, Essex

New Orleans

1. Rags to Riches
T. Bennett, Columbia
2. That's Amore
D. Martin, Capitol
3. You, You, You
Ames Brothers, Victor
4. Oh
P. W. Hunt, Capitol
5. Vaya Con Dios
L. Paul-M. Ford, Capitol
6. Eh Cumpari
J. La Rosa, Cadence
7. Ricochet
T. Brewer, Coral
8. Ebb Tide
F. Chacksfield, London
9. Changing Partners
K. Starr, Capitol
10. Love Walked In
Hilltoppers, Dot

New York

1. Rags to Riches
T. Bennett, Columbia
2. Ebb Tide
F. Chacksfield, London
3. Vaya Con Dios
L. Paul-M. Ford, Capitol
4. Santa Baby
E. Kitt, Victor
5. Stranger in Paradise
T. Bennett, Columbia
6. That's Amore
D. Martin, Capitol
7. Many Times
E. Fisher, Victor
8. You Alone
P. Como, Victor
9. Eh Cumpari
J. La Rosa, Cadence
10. I Love Paris
L. Baxter, Capitol

Philadelphia

1. Oh Mein Papa
E. Calvert, Essex
2. Rags to Riches
T. Bennett, Columbia

3. Vaya Con Dios
L. Paul-M. Ford, Capitol
4. Ebb Tide
F. Chacksfield, London
5. Santa Baby
E. Kitt, Victor
6. Stranger in Paradise
T. Bennett, Columbia
7. Heart of My Heart
Four Aces, Decca
8. Heart of My Heart
D. Cornell-A. Dale-J. Desmond, Coral
9. That's Amore
D. Martin, Capitol
10. You, You, You
Ames Brothers, Victor

Pittsburgh

1. Oh Mein Papa
E. Calvert, Essex
2. Santa Baby
E. Kitt, Victor
3. That's Amore
D. Martin, Capitol
4. Stranger in Paradise
T. Bennett, Columbia
5. Stranger in Paradise
Four Aces, Decca
6. Changing Partners
P. Page, Mercury
7. To Be Alone
Hilltoppers, Dot
8. Ebb Tide
F. Chacksfield, London
9. Changing Partners
K. Starr, Capitol

St. Louis

1. That's Amore
D. Martin, Capitol
2. Changing Partners
P. Page, Mercury
3. Oh My Papa
E. Fisher, Victor
4. Oh Mein Papa
E. Calvert, Essex
5. Marie
Four Tunes, Jubilee
6. Heart of My Heart
A. Dale-J. Desmond-D. Cornell, Coral
7. Secret Love
Doris Day, Columbia

San Francisco

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

Seattle

1. Rags to Riches
T. Bennett, Columbia
2. Ebb Tide
F. Chacksfield, London
3. That's Amore
D. Martin, Capitol
4. I See the Moon
Mariners, Columbia
5. Changing Partners
P. Page, Mercury
6. Istanbul
Four Lads, Columbia
7. Eh Cumpari
J. La Rosa, Cadence
8. Stranger in Paradise
Four Aces, Decca
9. Ricochet
T. Brewer, Coral

Washington-Baltimore

1. Rags to Riches
T. Bennett, Columbia
2. Ebb Tide
F. Chacksfield, London
3. Ricochet
T. Brewer, Coral
4. That's Amore
D. Martin, Capitol
5. Oh Mein Papa
E. Calvert, Essex
6. Changing Partners
P. Page, Mercury
7. Eh Cumpari
J. La Rosa, Cadence
8. Many Times
E. Fisher, Victor
9. Vaya Con Dios
L. Paul-M. Ford, Capitol
10. Istanbul
Four Lads, Columbia

Deejays, please send for sample copy if you have not already received one.

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b/w
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 b/w
WHY CAN'T I?
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I FELL OUT OF A CHRISTMAS TREE
 b/w
THE MIRACLE OF CHRISTMAS
 M-G-M 11625



JO ANN TOLLEY
HOW COME YOU NEVER ANSWER
 b/w
BUT NEVER MY LOVE FOR YOU
 M-G-M 11630



BETTY MADIGAN
YOU'RE THOUGHTLESS
 b/w
I JUST LOVE YOU
 M-G-M 11601

M-G-M RECORDS
 THE GREATEST NAME IN ENTERTAINMENT

Popular Record Reviews

Continued from page 30

James trumpet. Disk has a chance for spins. (Bregman, Vocco & Conn, ASCAP)
Lush Life...72
James turns in a good solo on the

"THIS GUY CAN SELL A TUNE!" BILLBOARD!
CLARK DENNIS

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b/w

"MY BUDDY"

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Occupation



Billy Stayhorn ditty aided by a lush ork backing. The trumpet man gets a chance to sound off on the horn, and he makes the most of it. (Tempo, ASCAP)

JUNE HUTTON
For the First Time75
CAPITOL 2667—Miss Hutton sings out-strongly to give the ditty a good send-off. The Stordahl ork provides fine backing, and the side appears headed for some attention. (Jose Ferrer, BMI)
If It's the Last Thing I Do70
Romantic ballad is sung with warmth by Miss Hutton to good backing by the ork. (DeSylva, ASCAP)

JERRY VALE
And This Is My Beloved74
COLUMBIA 40129—Rework of a longhair melody, from the "Kismet" legit show, is sung with warmth by Vale. A good side. (Frank, ASCAP)
Two Purple Shadows72
Jerry Vale awards the sentimental ballad a reading full of feeling and emotion, but material still manages to sound contrived. (Odette, ASCAP)

PEARL EDDY
Love Me Forever74
MERCURY 70255—An attractive new ballad receives a warm performance from the thrush, with good support from a chorus and the lush Lew Douglas ork. (Brandon, ASCAP)
Wedding Bell Waltz71
The idea of this one is not new, but it could pull spins via the thrush's tender reading and the ork's backing. (Frederick, BMI)

CONNIE RUSSELL
You're Changed74
CAPITOL 2666—The thrush delivers a first-rate reading of the standard ditty. Could be, too, that she'll get plenty of spins on this one. It's the same tune which Eckstine revived not too many years ago. (Melody Lane, BMI)
That's What a Rainy Day Is For71
Ditty is from the forthcoming flick "Easy to Love," and Miss Russell delivers the lyric with the proper projection for a mighty listenable slicing. (Robbins, ASCAP)

CARLOS RAMIREZ
A Little More of Your Amore74
M-G-M 30836—Disk has been taken from the sound track album "Latin Lovers" which made some noise a few months ago. Ramirez actually sang for Ricardo Montalban in the film and on the disk, too this is the first time he gets the proper billing. The Latin opus should do nicely.
I Had to Kiss You69
More of the same sound track material, but not nearly as effective.

DOLORES HAWKINS
Don't Make Me Love You74
EPIC 9006—Fine reading by the thrush of a tender love ballad, with the ork helping out muchly via an attractive arrangement. Side is a good one and could get jock attention. (Redd Evans, ASCAP)
A Long Time Ago65
The thrush sings the slight rhythm ditty neatly over large ork support. (Love, BMI)

RUSS MORGAN ORK
You Love Me, You Love Me Not73
DECCA 28891—Cute ditty is chanted simply by Morgan, but his ork does most of the work, playing in danceable tempo. Good wax. (Glenmore, ASCAP)
Seven Silver Dollars71
Story ballad of temporary luck at gambling is projected in pleasing manner by the ork, with Al Jennings as the capable vocalist. (Claremont, BMI)

AL ROMERO ORK
Stranger in Paradise72
V 20-5551—Good mambo reading of the lovely Borodin theme used in the musical "Kismet." The ork pounds out the beat and melody line effectively. (Frank, ASCAP)
Off Shore72
Another mambo-ish version of a current pop. Again the dancers should go for it. (Hanover, ASCAP)

MINDY CARSON
Music Box72
COLUMBIA 40129—A slickly written little waltz item with a Mozartian feeling is smartly done by the thrush in solo and over-dubbed vocal passages. (Joy, ASCAP)
Crazy, Madly, Wildly in Love71
Miss Carson does a fine job in handling the lyrics to this attractive new ballad, with Norman Leyden ork supplying a fitting background. (Oxford, ASCAP)

PUPI CAMPO SEXTET
Love72
CORAL 61107—The evergreen is treated to a refreshing ride by the small combo, with the rhythm section outstanding. Jocks could program the side effectively as bright relief from vocal wax. (Feist, ASCAP)
La Vie en Rose70
Same comment. (Harms, ASCAP)

ARTHUR PRYSOCK
Nobody Cares72
DECCA 28950—The deep-voiced lament is mighty appealing, with Prysock showing his usual vocal command. A good side. (Tamara, BMI)
Jean69
Quiet ditty extols the virtue of the title gal in a pleasant manner. Strictly for Prysock fans. (Coaxial, BMI)

THE WEAVERS
Rock Island Shuffle71
DECCA 28919—"Train" ballad has an infectious beat in this powerful performance by The Weavers. Worth spins. (Folkways, BMI)
Sylvie70
The group brings all its appealing quality to this reading of the folksy ballad. Fine wax. (Folkways, BMI)

NORMA DOUGLAS
It's Your Turn Now71
GUYDEN 701—Smart chanting by Norma Douglas and a sharp chorus and ork arrangement make this a hunk of wax that could pull many jock spins with proper exploitation. (Fisher, ASCAP)
I'm Still Here Waiting for You70
Thrush Norma Douglas does a good job here with a pretty new waltz effort, helped by a dub-in voice and a bright ork arrangement. Jocks can use this one. Two listenable sides by the new label. (Dennis, BMI)

CLAUDE GORDON ORK
Carnival of Venice71
ALMA 51—The folk tune receives a bright instrumental reading from the Gordon crew, with snappy trumpet featured like on the old Harry James version. Good jock wax. (BMI)
Old Trail68
This is theme from the flick "Gun Smoke," and it receives a smooth, Glenn Miller-ish performance from the Gordon crew, with a pleasant vocal from Ronnie Deaville. (ASCAP)

APRIL STEVENS
How Could Red Riding Hood?70
KING 1287—Ops could grab coin with this, but it's doubtful whether it could get many spins. No hush-voiced reading this, but a swiny rag-time chant by the thrush. (Mills, ASCAP)
You Said You'd Do It70

Typical reading from the gal on a ditty typical of the fare she's been using for some time. (Aragain, BMI)

RICHELIE ANDRUSCO
The Little Fugitive (Part 1 & 2)69
COLUMBIA 48003—Original idea here is to tell the story of the film via narration by "Joey" and his big brother. Background themes from the movie are used too, and the production as a whole is effective. It should attract spins. (Trinity, BMI)

RICKY VERA
Dragnet Goes to Kindergarten69
CORAL 61106—Steve Allen has penned a new set of lyrics, this a story about a missing lollypop, and little Ricky Vera narrates it in appropriate dead-pan style. A good performance by the youngster that will bring chuckles to many. (Alamo, ASCAP)
Rosita Red Riding Hood69
The old fable dressed in Mexican clothes. Another Allen adaptation. (Steve Allen, ASCAP)

RAYMOND SCOTT QUINTET
Dedicator Piece to the Crew and Passengers of the First Experimental Rocket Express to the Moon66
AUDIVOX 105—Jazzy and bright, the briskly-paced instrumental is ear-troubling. Commercial appeal as a single appears somewhat limited, however. Imagine the problem of a juke box operator who might want to slot the disk. (Gateway, ASCAP)
Bird Life in the Bronx65
Bouncy opus in advanced style is played with obvious relish by the group. (Gateway, ASCAP)

JOE (CANNONBALL) LEWIS
Calling Out My Name67
M-G-M 11636—Country train song is nicely read off by Lewis.
Yours to Claim66
This is an okay ballad and its handed an okay reading.

KITTY WHITE and DAVE HOWARD
Scratch My Back65
KEM 2730—Novelty effort with double entendre lyrics receives a warm reading from the duo over good backing by the Oscar Moore combo. (Hallmark, ASCAP)
Jessie James60
The thrush compares the outlaw to her boy friend on this well-sung novelty effort, while the combo turns in a wild up-tempo reading. Material is unimpressive. (Hallmark, ASCAP)

DOUG DUKE TRIO
Song of India65
SAVOY 1108—The evergreen receives a mighty listenable swing rendition from the Duke Trio, with the organ standing out, over a pounding beat. Side is a good one and could get a lot of use on jazz jocks' programs.
If Love Is Good to Me65
Here's a fine instrumental interpretation of the pop effort by the trio that should pull spins on all types of jock shows. Good wax.

WANDA WAYNE
Don't Forget to Write65
KING 1290—Miss Wayne debuts on the label with this disk. Both the arrangement and Miss Wayne's vocal styling move uncertainly between a pop and frankly c.&w. treatment. (Advanced, ASCAP)
Take Your Tears (To the One Who Took Your Kisses)60
Miss Wayne might have succeeded in putting over this country material with better support. (Hometown, ASCAP)

CARMEN CAVALLARO
Tenderly65
DECCA 28915—First-rate instrumental piano solo on the lovely Walter Gross item. Excellent catalog addition. (E. H. Morris, ASCAP)
Autumn in New York65
More good catalog material well-suited for those seeking mood music disks. Ork backs Cavallaro here. (Harms, ASCAP)

NELLIE LUTCHER
Blues for Bill Bailey65
EPIC 9005—Very much in the vein of her clicks on another label some years ago, Miss Lutchter delivers a slightly altered version of "Bill Bailey—Won't You Please Come Home." (Bradshaw, BMI)
Whee, Baby65
Story in jazz is that of Aladdin and his magic lamp. Makes for good jock material. (Bradshaw, BMI)

THE MELLO-MEN
My Love, the Blues and Me65
M-G-M 11607—A characteristic reading by the group of the slow and bluesy ballad, with the basso lead rumbling along in deep contrast to the other voices in the group.
I'd Give a Million Yesterdays64
A good and professional treatment of the ballad, with an infectious beat in the backing.
(Continued on page 48)

VOX JOX

Continued from page 36

knock, who's there?" craze is being revived all because of an old Victor record by Fletcher Henderson which he has been spinning. . . Irwin Feldman, WBIP, Booneville, Miss., reports that Tony Bennett is the big rage in his part of the country. . . Lou Barile, WKAL, Rome, N. Y., feels that the competition on Christmas tunes is really fierce this season but looks for Eartha Kitt to lead the field with "Santa Baby." . . New "Papas"—Ken Brooks, KYAK, Yakima, Wash., with a boy, and Lee Levine, Mercury Pittsburgh distrib promotion, with a girl, Susan Debra.

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The Billboard's Music Popularity Charts

PACKAGED RECORD REVIEWS

Packaged Record Review Ratings

CLASSICAL LP'S

- EXTENDED ORCHESTRAL WORKS**
- RIMSKY-KORSAKOV: SCHEHERAZADE (1-12")**—Orchestra of the Vienna State Opera; Argeo Quadri, Cond. Westminster WL 5234 76
- SIBELIUS: FOUR LEGENDS FOR ORCHESTRA, OP. 22 (1-12")**—Danish State Radio Symphony Orchestra; Thomas Jensen, Cond. London LL 843 73
- MOUSSORGSKY: PICTURES AT AN EXHIBITION; STRAVINSKY: THE FIREBIRD SUITE (1-12")**—Symphony Orchestra of Radio Leipzig; E. Borsamsky, Cond. Urania UR-RS 7-18 70
- TCHAIKOVSKY: FRANCESCA DA RIMINI, OP. 32; ROMEO AND JULIET (1-12")**—Symphony Orchestra of Radio Leipzig; E. Borsamsky, Jose Eibenschutz, Conds. Urania UR-RS 7-22... 65
- BERLIOZ: TROJANS AT CARTHAGE SUITE; GLINKA: RUSSLAN AND LUDMILLA SUITE (1-12")**—Lamoureux Orchestra of Paris, J. Martinon, Cond.; London Symphony Orchestra; A. Fistoulari, Cond. M-G-M E 3053 62
- SHORT ORCHESTRAL WORKS**
- AMERICAN MUSIC FOR SOLO WINDS AND STRINGS (1-12")**—Eastman Rochester Symphony Orchestra; Howard Hanson, Cond. Mercury MG 40003 74
- OPERAS**
- BELLINI: I PURITANI (3-12")**—Callas, di Stefano, Rossi-Lemeni; Orchestra and Chorus of La Scala; Tullio Serafin, Cond. Angel 3502C 83
- PUCCINI: TOSCA (1-12")**—Callas, di Stefano, Gobbi; Orchestra and Chorus of La Scala; Victor de Sabata, Cond. Angel 3508B 79
- CHORAL WORKS**
- BACH: MASS IN B MINOR (2-12")**—Chorus and Orchestra of Radio Berlin; Fritz Lehmann, Cond. Urania UR-RS 2-1 70
- CONCERTO**
- LALO: SYMPHONIE ESPAGNOLE; RIMSKY-KORSAKOV: CAPRICCIO ESPAGNOL (1-12")**—Symphony Orchestra Radio Berlin and Radio Leipzig; W. Scharfner, R. Kleinert, Conds. Urania UR-RS 7-13 63
- INSTRUMENTAL**
- DEBUSSY: SUITE BERGAMASQUE; RAVEL: GASPARD DE LA NUIT (1-12")**—Friedrich Gulda, Piano. London LL 754 ... 72
- JANACEK: ON AN OVERGROWN PATH; OCTOBER 1, 1905; IN THE THRESHING HOUSE (1-12")**—Rudolf Firkusny, Piano. Columbia ML 4740 66
- BACH: FRENCH SUITES (1-12")**—Isolde Ahlgrimm, Harpsichord. Columbia ML 4746 65
- BACH: THE WELL TEMPERED CLAVICHORD, BOOK 1 (3-12")**—Isolde Ahlgrimm; Harpsichord. Columbia SL 191 63

POPULAR ALBUMS

- VOCAL**
- CALAMITY JANE (2-EP)**—Doris Day, Howard Keel. Columbia B-347 80
- TILL I WALTZ AGAIN WITH YOU (1-EP)**—Teresa Brewer; Jack Pleis Orchestra. Coral EC 81034 77
- PATTI PAGE SINGS THE DUKE (1-EP)** Mercury EP-1-3089 ... 75
- INSTRUMENTAL**
- ERROLL GARNER (1-12")** Columbia CL 535 76
- MELODIES BY FELIX ARNDT (1-10")**—Peter Vanspall, Pianist. Request LP 9001 60
- JAZZ**
- ELLINGTONIA, VOL. 1 (1-EP)**—Duke Ellington Ork. Brunswick EB 71012 75
- BANJO KINGS, VOL. 1 (1-10")**—Good Time Jazz L 15..... 72
- HONKY TONK PIANO (1-10")**—Billy Maxted Trio. Brunswick BL 58052 70
- FIREHOUSE FIVE PLUS TWO, VOL. 4 (1-10")**—Good Time Jazz L 16 70
- AT THE JAZZ BAND BALL (1-10")**—Preacher Rollo and His Five Saints, M-G-M E 217 69
- BACKGROUND AND LISTENING**
- MELODIES BY NOEL COWARD (1-EP)**—Harry Arnold Ork. Mercury EP-1-3109 73
- CHRISTMAS**
- CHRISTMAS FAVORITES (1-EP)**—Jan August, Pianist. Mercury EP-1-3148 72

EXPLAINING THE REVIEW RATINGS

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

Ratings: 90-100, tops; 80-89, excellent; 70-79, good; 60-69, satisfactory; 50-59, poor. Most records listed under "Review Ratings" are also commented upon elsewhere on this page.

Vocal EP's

Doris, Patti And Teresa Showcased

Three recent EP sets feature three top gal vocalists delivering some of their best vocal efforts. Doris Day is heard in *Calamity Jane*, a two-pocket set which includes eight tunes from the picture in which she stars with Howard Keel. Four of the tunes are from the sound track of the film, four others were cut separately, tho the songs are done in the film. Keel, too, gets to sing a solo and a duet with la Day. In all, the tie-in between film and disk package should be advantageous to both.

Patti Page tackles four ultra-lovely items from the pen of Duke Ellington in *Patti Page Sings the Duke*. The result is a most intriguing 15 minutes of great music done by a gal who really knows her way around a lyric—particularly an Ellington lyric. It's fine standard material.

Teresa Brewer's chanting is now available on an EP. Called *Till I Waltz Again: With You*, the package includes three other Brewer disk performances issued on single wax. The fans should go for it. Joe Martin.

Bargain Bach And Keyboard Sets Offered

Good news for lovers of Bach's music comes from Urania, which has just made the *Mass in B Minor* available in its lower-price "Request" line. This will put the work within financial reach of many young collectors for the first time, since it undercuts other versions' price by as much as one-half. Fritz Lehmann conducts the Chorus and Orchestra of Radio Berlin in this set.

A new recording of the *Well Tempered Clavichord* is always news. On examining Isolde Ahlgrimm's recent recording of the *First Book* of this monumental work, one is immediately struck by her reverence for Bach and her musicianly regard for a technically accurate and historically correct reproduction of the preludes and fugues. If in this instance Miss Ahlgrimm has not followed Wanda Landowska's advice "not to be overawed by the stern appearance and heavy wig of Father Bach," she is more relaxed in her interpretations of Bach's *French Suites*, which Columbia has also issued at this time. Her instrument in both cases is the pedal harpsichord.

Another keyboard album of limited commercial appeal, but genuine musical merit, is a recording of three piano works of the Czech composer Leos Janacek by Rudolf Firkusny. Janacek's (Continued on page 43)

Operas From Angel

Scores "First" With "I Puritani"; "Tosca" Also Cut at La Scala

Opera lovers, a dedicated and fairly numerous lot, buy records in copious quantities. And the factors that may influence any particular purchase are varied enough to allow for effective "suggestive" merchandising on the part of dealers. It may be the star appeal of a tenor or soprano, perhaps a conductor, or the luster surrounding a particular opera company. Since the complex of putting an opera on records necessarily groups these variables in only one of many possible combinations, opera fans can often be sold more than one version of a work.

No matter what the overriding interest of collectors, Angel, in its first entries in the repertoire, has some disks of solid potential. Just released are Bellini's *I Puritani* and Puccini's *Tosca*. And both carry the authentic seal of La Scala sponsorship. These are the first of a series of operas to be done at the famed Milan opera house, and for a good many this should be incentive enough.

Of prime interest, however, is the addition to the catalog of the first LP etching of "I Puritani." Angel has a significant "first" here, and any dealer who has done some opera volume can expect to move the set with relative ease. Featured is soprano Maria

Callas, for whom the opera is said to have been revived at La Scala. Like many another soprano she is damned almost as much as she is praised, but in the process has excited lots of excitement among the aficionados—a factor that adds to the success potential at the sales counter.

Callas is also the female lead in "Tosca," which, artistically impresses as a more solid wax achievement than the Bellini work. In the latter Victor de Sabata is the conductor, the first time he has so appeared on records. The opera, tho, is several times duplicated on LP. Angel has packaged its opera disks with elegance—attractive art, good and complete librettos, together with illustrated brochures detailing the glamor of La Scala.

Is Horowitz.

Mercury Set Of American Works Bowed

Of late, Mercury has been placing increased emphasis on contemporary American music. Most recent is *American Music for Solo Winds and Strings*, recorded by the string section of the Eastman-Rochester Symphony under Howard Hanson and featuring wind soloists of the ork. The repertoire, all new to disks, consists of seven selections by six American writers. All are cut from basically the same cloth and point up the tack that many contemporaries have taken, away from the idea of "bigness" in composition.

These are all relatively subdued but very melodic and expressive short works. The titles themselves indicate the mood. They include "Quiet City," "Night Soliloquy" and "Pastorale." Of particular interest is the "Winter's past" for oboe and strings by Wayne Barlow. A most attractive and listenable set which should find a good audience.

Urania continues its push on its low-priced Request Series. At \$3.50 each, Mussorgsky's *Pictures From an Exhibition* coupled with Stravinsky's *Firebird Suite* and Tchaikovsky's *Francesca da Rimini* and *Romeo and Juliet Overtures* are in competition with other low-priced disks. Both of these are workmanlike performances.

The trend away from the 10-inch LP is again noted this week with M-G-M recoupling Berlioz' *Trojans at Carthage Suite* and Glinka's *Russlan and Ludmilla Suite* as a 12-incher. Each of these orchestral operatic suites had previously been available as a 10-inch LP.

Neve Gehman.

Jazz Sets

From Dixie & New Orleans

In the days of New Orleans music the banjo was part of the rhythm section, and it remained prominent in most New Orleans bands until the 1920's, when it was gradually supplanted by the guitar. Good Time Jazz, which specializes in New Orleans and Dixieland music, has brought back memories of America's only national instrument with a new album, *Banjo Kings*, featuring (Continued on page 43)

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PACKAGED RECORD BUYING GUIDE

Classical Recent Release Sellers

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

SYMPHONY

(Listed Alphabetically)

- BEETHOVEN: SYMPHONIES NOS. 2 AND 4 (NBC Symphony-Toscanini) RCA Victor LM 1723
- BEETHOVEN: SYMPHONIES NOS. 5 AND 8 (NBC Symphony-Toscanini) RCA Victor LM 1757
- BEETHOVEN: SYMPHONY NO. 6 (NBC Symphony-Toscanini) RCA Victor LM 1755
- BEETHOVEN: SYMPHONY NO. 7 (NBC Symphony-Toscanini) RCA Victor LM 1756
- BERLIOZ: ROMEO AND JULIET (Boston Symphony-Munch) RCA Victor LM 6011
- DVORAK: SYMPHONY NO. 5 (Hague Philharmonic-Dorati) Epic LC 3001
- FRANCK: SYMPHONY IN D MINOR (Detroit Symphony-Paray) Mercury MG 50023
- MOZART: SYMPHONIES NOS. 35 AND 40 (N. Y. Philharmonic-Walter) Columbia ML 4693
- PROKOFIEFF: SYMPHONY NO. 7; LT. KIJE SUITE (Philadelphia Orchestra-Ormandy) Columbia ML 4683

OPERATIC EXCERPTS

(Listed Alphabetically)

- BIZET: CARMEN (Stevens, Pearce, Shaw Chorale, RCA Victor Orchestra-Reiner) RCA Victor LRM 7011
- BJOERLING AND MERRILL SING OPERATIC DUETS RCA Victor LRM 7027
- DONIZETTI: LUCIA DI LAMMERMOOR (Munsel, Pearce, Pinza, RCA Victor Orchestra-Cellini) RCA Victor LRM 7012
- MOUSSORGSKY: BORIS GODOUNOFF (Mason, Rossi-Lemeni, San Francisco Symphony-Stokowski) RCA Victor LM 1764
- MOZART ARIAS (Steber, Columbia Orchestra-Walter) Columbia ML 4694
- MOZART: ARIAS FROM THE MARRIAGE OF FIGARO; CONCERT ARIAS (London, Columbia Orchestra-Walter) Columbia ML 4699
- PUCCINI: LA BOHEME (Tagliavini, Carteri) Cetra A 50143
- STRAUSS, J.: DIE FLEDERMAUS (Stevens, Merrill, RCA Victor Orchestra-Reiner) RCA Victor LRM 7026
- VERDI: RIGOLETTO (Berger, Pearce, Warren, Shaw Chorale, RCA Victor Orchestra-Cellini) RCA Victor LRM 7000

Pop Album Recent Release Sellers

All records listed under recent releases have been released less than five months ago. Catalog sellers have been available for more than five months. Results are based on a survey of key dealers thruout the country. Musical category changes weekly.

BACKGROUND AND LISTENING

1. MANTOVANI—AN ENCHANTED EVENING London LL 766
2. MELACHRINO—MUSIC TO HELP YOU SLEEP RCA Victor LPM 1006
3. PERCY FAITH—CONTINENTAL MUSIC Columbia CL 525
3. MELACHRINO—MUSIC FOR FAITH AND INNER CALM RCA Victor LPM 1004
5. MELACHRINO—MUSIC FOR COURAGE AND CONFIDENCE RCA Victor LPM 1005
5. VICTORY AT SEA RCA Victor LM 1779
7. AL GOODMAN—MUSIC FROM HOLLYWOOD RCA Victor LPM 1007
8. VICTOR YOUNG—CINEMA RHAPSODIES Decca 8051
9. PERCY FAITH—ROMANTIC MUSIC Columbia CL 526
9. PAUL WESTON—CARIBBEAN CRUISE Columbia CL 6286

Decca Fires Album, Art, Ad Staffers

NEW YORK, Dec. 5. — In an economy move this week, Decca let a block of staffers go. Hardest hit was the art and advertising department, with 12 losses. Two were dropped from Si Rady's album department.

Company execs said that the staff paring was accomplished to bring it more in line with current needs. Most of those let go were involved in Decca's major effort during the past six months to

LIFE MAG ENTERS DISK BUSINESS

NEW YORK, Dec. 5.—Life magazine has taken a flyer in the record business—but it's only to promote its current series on "The World We Live In." A special record made by the publication attempts, via unusual sound effects, to give aural meaning to stories of the Earth's creation and the evolution of life. The disk is being distributed to disk jockeys, with requests for spins and audience reaction. The record was produced by Bill Schwartzau, until recently with Decca.

convert its album catalog to EP and to produce a large number of new packages for the pre-Christmas trade.

M-G-M Sets PAs for 7-Year-Old Singer

NEW YORK, Dec. 5. — Rita Faye, seven-year-old, whose Christmas disk "I Fell Out of a Christmas Tree" is currently M-G-M Records' best-selling single, has been set for a series of promotional appearances to hype sales on the record. First appearance will be at the Cerebral Palsy telethon in Baltimore December 12 and 13.

The moppet will also do several TV and disk jockey show appearances in Philadelphia December 14 and 15.

Ted Heath Band to Be Featured on BBC

LONDON, Dec. 5.—The British Broadcasting Corporation has blueprinted a 13-week radio series which will feature Ted Heath and his band in their famous London Palladium swing sessions.

There have been 90 of these Sunday concerts, which pack in most of the top names in British dance music and have boosted the Heath band into a unique spot in this country. Idea is believed

NEXT WEEK

- ★ ALL CLASSICAL LP'S
- ★ NARRATIVE & DRAMATIC
- ★ ALL POP SETS

Fisher's 'Papa,' Kitt's 'Santa' Boom for RCA

NEW YORK, Dec. 5.—Riding the crest of one of the diskery's most successful years, RCA Victor is currently racking up what it terms "fabulous" sales on the Eddie Fisher version of "Oh My Papa" and Eartha Kitt's "Santa Baby." The Ames Brothers, Perry Como, Dinah Shore and Tony Martin are also contributing heavily to the label's current pop disk business.

The Fisher disk is reported to have done over 490,000 in two weeks of orders received at the Indianapolis plant. This breaks down into a 150,000 initial order and 343,000 in re-orders, including 60,000 on Thursday (3). The Eartha Kitt disk topped 70,000 in orders this week.

The velocity with which the Fisher disk took off makes it the fastest selling record ever experienced by Victor and may be one of the fastest selling records of all time, according to Joe Carlton, Victor's pop a.&r. chief.

Keynote Files Vs. Leeds, Maurice

NEW YORK, Dec. 5.—Harry Atwood and Lou Herscher, doing business as Keynote Music, Inc., this week filed suit in U. S. District Court against Leeds Music, Inc., and Peter Maurice Music Company, claiming that "I'm Walking Behind You" is a copyright infringement of their version of "I Can't Forget You." Plaintiff asks for an accounting and temporary injunction against Leeds and Maurice. No figure other than the stipulated "in excess of \$3,000" was mentioned in the action, filed by attorney Leonard Port.

Jazz Sets

Continued from page 42
ing Dick Roberts and Red Roundtree. The two banjoists, aided by some fine jazz musicians, turn in bright and happy readings of "Alabama Bound," "Hello My Baby," and a number of Stephen Foster tunes.

On the old-time jazz kick as well, is a new Billy Maxted Trio set on Brunswick Records, Honky Tonk Piano. With Jack Fay on bass and Kenny John on drums, the pianist comes thru with honky tonk versions of a number of originals penned by himself as well as "Careless Love" and "Pony Boy." For those who like fun with their jazz this is a good set. And so is the latest by the humorous Dixieland group, the Firehouse Five Plus Two, who play exciting jazz even though they appear in fireman's uniforms. Their latest release from Good Time Jazz is Vol. 4 in the series, and it contains standards performed to please the group's many fans. Catch the fire siren on the final tune, "Runnin' Wild." Some serious Dixieland is given out on a new M-G-M record by Preacher Rollo and His Five Saints, called The Jazz Band Ball. Tunes like "The Da-Da Strain," "Tin Roof Blues," "The Memphis Blues," and the title song will appeal strongly to the many new Dixieland collectors. Bob Rolontz.

to have sprung from the Decca recording of the sessions which was a recent success in the United States.

Classical Catalog Sellers

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

SYMPHONY

(Listed Alphabetically)

- BEETHOVEN: SYMPHONIES NOS. 1 AND 9 (NBC Symphony-Toscanini) RCA Victor LM 6009
- BEETHOVEN: SYMPHONY NO. 3 (NBC Symphony-Toscanini) RCA Victor LM 1042
- BEETHOVEN: SYMPHONY NO. 5 (NBC Symphony-Toscanini) RCA Victor LCT 1041
- BERLIOZ: SYMPHONIE FANTASTIQUE (Philadelphia Orchestra-Ormandy) Columbia ML 4467
- BRAHMS: SYMPHONY NO. 1 (NBC Symphony-Toscanini) RCA Victor LM 1702
- BRAHMS: SYMPHONY NO. 4 (NBC Symphony-Toscanini) RCA Victor LM 1713
- DVORAK: SYMPHONY NO. 5 (Chicago Symphony-Kubelik) Mercury MG 50002
- FRANCK: SYMPHONY IN D MINOR (San Francisco Symphony-Monteux) RCA Victor LM 1065
- SCHUBERT: SYMPHONY NO. 8; MOZART: SYMPHONY NO. 31 (Royal Philharmonic-Beecham) Columbia ML 4474
- TCHAIKOVSKY: SYMPHONY NO. 6 (Philadelphia Orchestra-Ormandy) Columbia ML 4544

OPERATIC EXCERPTS

(Listed Alphabetically)

- BIZET: CARMEN (Stevens, Pearce, Albanese, Merrill, RCA Victor Orchestra-Reiner) RCA Victor LM 1749
- JUSSI BJOERLING—GREAT TENOR ARIAS RCA Victor LM 105
- DONIZETTI: LUCIA DI LAMMERMOOR (Munsel, Pearce, Pinza, Merrill, RCA Victor Orchestra-Cellini) RCA Victor LM 1710
- LEONCAVALLO: I PAGLIACCI; MASCAGNI: CAVALLERIA RUSTICANA (Albanese, Merrill, Bjoerling, Milanov, RCA Victor Orchestra) RCA Victor LM 1160
- PUCCINI: LA BOHEME (Tebaldi, Gueden, Prandelli, Santa Cecilia Orchestra-Erede) London LL 649
- PUCCINI: LA BOHEME (di Stefano, Munsel, Albanese, Warren, RCA Victor Orchestra-Cellini) RCA Victor LM 1709
- PUCCINI: MADAM BUTTERFLY (Albanese, Melton, RCA Victor Orchestra-Weissmann) RCA Victor LM 2
- TEN TENORS, TEN ARIAS RCA Victor LM 1202
- VERDI: RIGOLETTO (Berger, Pearce, Warren, RCA Victor Orchestra-Cellini) RCA Victor LM 1104
- VERDI: LA TRAVIATA (Albanese, Pearce, Merrill, RCA Victor Orchestra) RCA Victor LM 1115

Pop Album Catalog Sellers

BACKGROUND AND LISTENING

1. JACKIE GLEASON—MUSIC FOR LOVERS ONLY Capitol H 352
2. MELACHRINO—MUSIC FOR DINING RCA Victor LPM 1000
3. MELACHRINO—MUSIC FOR RELAXATION RCA Victor LPM 1001
4. JACKIE GLEASON—LOVER'S RHAPSODY Capitol H 366
5. MANTOVANI—MUSIC OF VICTOR HERBERT London LL 746
5. MELACHRINO—MUSIC FOR READING RCA Victor LPM 1002
7. MANTOVANI—COLLECTION OF FAVORITE WALTZES London LL 570
8. LEROY ANDERSON—VOL. 1 Decca 7509
9. PERCY FAITH—MUSIC FROM HOLLYWOOD Columbia CL 6255
3. MANTOVANI—WALTZES London LPB 381

New Scheherazade

Continued from page 42

other, this by Argeo Quadri and the Vienna State Opera Orchestra, will also win its adherents. Brilliantly recorded by Westminster, it should compete on fairly even grounds among new buyers.

The Lemminkainen Legends by Sibelius, which include the popular "Swan of Tuonela," is heard in an authoritative performance by the Danish State Radio Symphony under Thomas Jensen. The full of merit, it bucks a powerful opponent in the recent version by Eugene Ormandy and the Philadelphia Ork. Routine readings of the Lalo Symphonie Espagnole and the Rimsky-Korsakoff Capriccio Espagnole are offered on a Urania disk (Request Series) at an attractive price. Is Horowitz.

Bargain Bach

Continued from page 42

music is characterized by great rhythm inventiveness and by a spare, almost austere harmony, with deep roots in folk music of his country. Firkusny's interpretation is sensitive and appropriately restrained.

A fast-rising name in the pianistic heavens is that of Friedrich Gulda, who, at the age of 23, has already earned a solid

reputation in his performances of the German classics. His recent recording of Debussy's Suite Bergamasque and Ravel's Gaspard de la Nuit reveals that our expectations of him need not be confined to one field. Gary Kramer.

CHICAGO, Dec. 5.—Stan Kenton's "Festival of American Jazz," which played a one-nighter here Monday, drew nearly 6,000 fans for a gross of \$14,960. The "Festival" was presented in the Civic Opera House, which seats 3,600. Playing two performances, the show fell short of an s.r.o. evening by only 1,200 persons.

BREWER IS HOT WITH 'RICOCHET'

NEW YORK, Dec. 5.—Theresa Brewer's Coral waxing of "Ricochet" has been on the market since September 1, its biggest re-order day since release accounted for 47,000 sales on Tuesday (1). Total sales on the disk now number near 600,000 copies.

The songstress, hottest on the label, has a cumulative sale of 1,000,000 riding on her current releases, which include "Baby, Baby," "I Saw Mommy Kissing Santa Claus" and "Too Fat for the Chimney," in addition to "Ricochet."

The Billboard's Music Popularity Charts

TOP C&W RECORDS

... For Week Ending December 5

National Best Sellers

Records are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among dealers thruout the country with a high volume of sales in country and western records. The reverse side of each record is also listed.

This Week		Last Week	Weeks on Chart
1.	THERE STANDS THE GLASS—W. Pierce..... I'm Walking the Dog—Dec 28834—BMI	1	8
2.	I FORGOT MORE THAN YOU'LL EVER KNOW— Davis Sisters..... Rock-A-Bye Boogie—V 20-5345—BMI	2	18
3.	LET ME BE THE ONE—H. Locklin..... I'm Tired of Bumping Around—Four Star 1641—BMI	3	12
4.	CARIBBEAN—M. Torok..... Weep Away—Abbott 140—BMI	5	17
5.	HEY JOE—Carl Smith..... Darlin' Am I the One?—Col 21129—BMI	4	21
6.	DEAR JOHN LETTER—J. Shepard-F. Huskey..... I'd Rather Die Young—Cap 2502—BMI	7	20
7.	WHEN MEXICAN JOE MET JOLE BLON—H. Snow.... No Longer a Prisoner—V 20-5490—BMI	6	3
8.	SHAKE A HAND—R. Foley..... Stranded in Deep Water—Dec 28839—BMI	—	4
9.	SATISFACTION GUARANTEED—Carl Smith..... Who'll Buy My Heartache?—Col 21166—ASCAP	10	4
9.	WAKE UP IRENE—H. Thompson..... Go Cry Your Heart Out—Cap 2629—BMI	—	1

Most Played by Jockeys

Records are ranked in order of the greatest number of plays on country and western disk jockey radio shows thruout the country. Results are based on The Billboard's weekly survey among disk jockeys who specialize in country and western records.

This Week		Last Week	Weeks on Chart
1.	I FORGOT MORE THAN YOU'LL EVER KNOW— Davis Sisters..... V 20-5345—BMI	2	16
2.	LET ME BE THE ONE—H. Locklin..... Four Star 1641—BMI	3	15
3.	THERE STANDS THE GLASS—W. Pierce..... Dec 28834—BMI	1	8
4.	BIMBO—J. Reeves..... Abbott 148—BMI	9	2
5.	I'M WALKING THE DOG—W. Pierce..... Dec 28834—BMI	6	6
6.	HEY JOE—Carl Smith..... Col 21129—BMI	4	20
6.	CARIBBEAN—M. Torok..... Abbott 140—BMI	5	15
6.	DEAR JOHN LETTER—J. Shepard-F. Huskey..... Cap 2502—BMI	—	20
9.	MAMA COME GET YOUR BABY BOY—E. Arnold..... V 20-5115—BMI	10	10
10.	SATISFACTION GUARANTEED—Carl Smith..... Col 21166—ASCAP	7	2

Most Played in Juke Boxes

Records are ranked in order of the greatest number of plays in juke boxes thruout the country. Results are based on The Billboard's weekly survey among operators thruout the country using a high proportion of country and western records.

This Week		Last Week	Weeks on Chart
1.	CARIBBEAN—M. Torok..... Abbott 140—BMI	4	12
2.	LET ME BE THE ONE—H. Locklin..... Four Star 1641—BMI	3	7
3.	THERE STANDS THE GLASS—W. Pierce..... Dec 28834—BMI	1	6
4.	I FORGOT MORE THAN YOU'LL EVER KNOW— Davis Sisters..... V 20-5345—BMI	2	14
4.	HEY JOE—Carl Smith..... Col 21129—BMI	6	20
6.	DEAR JOHN LETTER—J. Shepard-F. Huskey..... Cap 2502—BMI	5	17
7.	TENNESSEE WIG-WALK—Bonnie Lou..... King 1237—BMI	9	5
8.	I'M WALKING THE DOG—W. Pierce..... Dec 28834—BMI	7	7
9.	SATISFACTION GUARANTEED—Carl Smith..... Col 21166—ASCAP	8	2
9.	DIVORCE GRANTED—E. Tubb..... Counterfeit Kisses—Dec 28869	—	1



FOR EVERY LOCATION
MONEY-MAKING NEW HITS ON—

MARTY ROBBINS

"IT'S A LONG,
LONG RIDE"

c/w

"DON'T MAKE ME
ASHAMED"

21176



RAY PRICE

"LEAVE HER ALONE"

c/w

"YOU ALWAYS
GET BY"

21173



GEORGE MORGAN'S

"LOOK
WHAT FOLLOWED
ME HOME TONIGHT"

(Mama, Can't I Keep It)

c/w

No One Knows It Better Than Me
Columbia 21178



The Billboard's Music Popularity Charts

... for Week Ending December 5

TOP COUNTRY & WESTERN RECORDS

This Week's New Territorial Best Sellers to Watch

Records listed under "Territorial Best Sellers to Watch" have appeared for the first time this week on any of the charts. These are spotlighted for the convenience of dealers and operators in other markets.

NONE THIS WEEK

Territorial Best Sellers

City-by-city listings are based on late reports secured via Western Union messenger service from top country and western dealers and juke box operators in each of the markets listed.

Cincinnati

1. **I Forgot More Than You'll Ever Know**
Davis Sisters, Victor
2. **There Stands the Glass**
W. Pierce, Decca
3. **Let Me Be the One**
H. Locklin, Four Star
4. **North Wind**
S. Whitman, Imperial
5. **Dear John Letter**
J. Shepard-F. Huskey, Capitol
6. **Hey Joe**
Carl Smith, Columbia
7. **Tennessee Wig-Walk**
B. Lou, King
8. **Wake Up Irene**
H. Thompson, Capitol
9. **T'aint Nice to Talk Like That**
Carlisles, Mercury
10. **I'm Allergic to Your Kisses**
J. Skinner, Decca

Dallas-Ft. Worth

1. **There Stands the Glass**
W. Pierce, Decca
2. **You All Come**
A. Duff, Starday
3. **Wake Up Irene**
H. Thompson, Capitol
4. **Bimbo**
J. Reeves, Abbott
5. **It's Been So Long**
W. Pierce, Decca
6. **Let Me Be the One**
H. Locklin, Four Star
7. **Hey Joe**
C. Smith, Columbia
8. **When Mexican Joe Met Jole Blon**
H. Snow, Victor
9. **Heartbreak Ahead**
C. Arthur, Victor
10. **Yesterday's Girl**
H. Thompson, Capitol

Houston

1. **There Stands the Glass**
W. Pierce, Decca
2. **Hey Joe**
Carl Smith, Columbia
3. **Bimbo**
J. Reeves, Abbott

C & W Record Reviews

Continued from page 30

YVONNE O'DAY
Snowflakes73
CAPITOL 2668—The chanteuse bows on the label via a duet with Mary O'Day on a good weeper effort about melting snow and melted love. Should get spins. (Fairway, BMI)
I Just Want to Be With You....70
Yvonne O'Day comes thru with a nice performance of a bouncy new ballad which she sells with feeling. (Acuff-Rose, BMI)

JIM EANES
Take This Broken Heart72
DECCA 28938—Eanes makes a plea to have his broken heart repaired. He does a winning job. (Forrest, BMI)
Rose Garden Waltz....72
Pleasant waltz is sung with gusto by warbler. Nice guitar picking backs him. (Forrest, BMI)

LITTLE HERBY
In a Little Spanish Restaurant72
CENTRAL—A country novelty, of ranchero construction, tells how the boy and girl met in a Spanish restaurant in old Mexico. Fair vocal by Little Herby. (Shelley, BMI)
It May Be Silly....72
Country novelty on the pleasures of oculoation gets a lively reading by Little Herby. (Tannen, BMI)

ANN JONES
A Little Bit of Nylon72
KING 1285—A bit of nylon wrapped around a pretty leg can cause quite a ruckus is the theme of this ditty. It's sung in forthright manner by Ann Jones with string band accompaniment. (Lois, BMI)
How Many Years....71
Miss Jones essays a ballad here. A change of pace from the novelty on the flip. (Lois, BMI)

DREW MILLER
When Christmas Angels Sing72
M-G-M 11627—Appealing Christmas tune with religious flavor is sung sincerely by singer with help of female chorus. Nice side by the chanter for his debut cutting.
Mystery Trail....65
Cowboy song is given a melancholy performance by Miller.

KEN MARVIN
The Right Kind of Love70
V 20-5540—Marvin is in a predicament. He has a gal with the right kind of love but the wrong kind of heart—whatever that means. Nevertheless, he sings it well. (Tannen, BMI)
I Ain't Gonna Do Nothin'....68
Singer attacks this rhythm novelty with a lot of vigor. (Markay, BMI)

BETTY CODY
Keep Your Promise, Willie Thomas ...69
V 20-5519—A pretty tune and cute lyrics make this slight ballad of rural romance an attractive opus. It's sung nicely by Betty Cody. (Pickwick, ASCAP)
Phonograph Record....68
The thrush duets with herself via multi-dub, and the result is listenable. Should win spins. (HH & Range, BMI)

RED BAKER
Caucus With Your Conscience.....50
TANNER 'N' TEXAS 1006—Baker proves that there are fresh ways of telling a girl you miss her on this country weeper. He sings it adequately, but the backing is poor. (Tanner 'n' Texas, BMI)
Tear Stained Letter....45
Baker's vocal on this dirge is weak, and so is the instrumental support. (Tanner 'n' Texas, BMI)

Folk Talent and Tunes

By JOEL FRIEDMAN

The Billboard, 6000 Sunset Boulevard, Hollywood 28

Praise galore for the wonderful time had by the throng of country and western people at the recent WSM. "Opry" Anniversary continues to pour into this column. Judging from the mail, the guys 'n' gals would like to make a Nashville get-together an annual date.

6. **I Forgot More Than You'll Ever Know**
Davis Sisters, Victor
7. **Kiss Me Big**
Tennessee Ernie, Capitol
8. **Tain't Nice**
Carlisles, Mercury
9. **Forgive Me John**
J. Shepard-F. Huskey, Capitol
10. **My Wasted Past**
E. Tubb, Decca

New Orleans

1. **There Stands the Glass**
W. Pierce, Decca
2. **Bimbo**
J. Reeves, Abbott
3. **Release Me**
J. Heap, Capitol
4. **When Mexican Joe Met Jole Blon**
H. Snow, Victor
5. **Kiss Me Big**
Tennessee Ernie, Capitol
6. **I Forgot More Than You'll Ever Know**
Davis Sisters, Victor
7. **Sorrow and Pain**
Davis Sisters, Victor
8. **I'm Walking the Dog**
W. Pierce, Decca
9. **Tennessee Wig-Walk**
B. Lou, King
10. **Let Me Be the One**
H. Locklin, Four Star

Carl Story and His Rambling Mountaineers rambled into Tarboro, N. C., for a date last week, in addition to doing a half-hour stint via WCPS radio. . . . Mack Sanders and the KFBI Ranch Boys, Wichita, Kan., played dates thru the Sunflower State last week, along with George Morgan, Martha Carson and Red Garrett. Thrush Jeannie Pierson, of the Sanders gang, has signed a Decca recording pact, with her first release due soon. . . . Tommie Summers and His Cameron Valley Boys going into their fourth year at WFAX, Falls Church, Va., with Dick Fanning handling the "1220 Ranch" show daily. . . . Cleveland going for country music in a big way these days, with the Circle Theater offering some solid talent in the only folk show in town. Regulars on the bill are Tom Edwards, of WERE; Shorty Barnes, and Tex and Glen and the Rainbow Valley Gang. . . . Porter Waggoner and his manager, Si Siman, back from Nashville diggin's and on the road again. Porter recently appeared at the big Mt. Vernon, Mo., Tuberculosis Sanitarium for his fifth date in eight months. . . . Bill McCall Sr. back from New York and Cincinnati, and busy as a beaver in his Pasadena, Calif., offices after lining up distribution with King Record Company branches. . . . Curly Gold's Texas Tune Twisters recently played Hamies' Western Chuck Wagon at San Rafael, Calif. Gang continues its tour of hospital wards.

Blackie Crawford and the Western Cherokees played a string at Ardmore, Okla., WFAA-Dallas Shindig, and the Camp Polk Servicemen's Club recently. . . . Neva

Starns reports the signing of two new artists to the Starday label in Billy Harbert and Smilin' Jerry Jerico. The Starday firm happy about the flock of new recordings following on the heels of its click Arlie Duff rendition of "Y'All Come." Latter has been set for the "Louisiana Hayride" and a spot on the staff at WFAA, Dallas. . . . Smith Brothers, Boots Woodall, Paul Rice and Jon Farmer among the many who entertained at the recent Nashville hoopla. . . . Hoad Copas signed to a recording pact with Blue Ribbon Records. . . . Dub Dickerson will return to his home in Dallas for the Christmas holidays, and then back for 10 dates thru Oklahoma and Kansas, where he is currently appearing with Rusty Carson and band. . . . Leon Payne, Decca disk star, set for the WFAA, Dallas, shindig December 12. . . . Jimmy Wakely recently guested the Big D Jamboree in Dallas. . . . Ken Marvin, Eddy Arnold and Grandpa Jones are the guest artist line-up at Lee Bond's Midway Jamboree, Gadsden, Ala. . . . Jo Ann Odams elected president of the Kenny Lee Fan Club in Atlanta. . . . Tim Holt, cowboy movie star, recently played a one-day stand at Atlanta, and visited with WLW-A's c. & w. entertainer, Ray McCay. Ray reports that one of his units is set with Holt for Sheffield, Ala., and that Lash LaRue is set for Nashville.

Hank Dupape and Sammy Lillibridge staging a weekly show at the Rita Theater, Longview, Tex. Show is aired via KFRO for an hour, fully sponsored. . . . Betty Waldo, vice-president of the Jerry

(Continued on page 48)

THE NATION'S #1 COUNTRY PAIR

JOHNNIE and JACK

and Their Tennessee Mountain Boys

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Best-Selling Country & Western Records

1946 - 1953

1946

1. **New Spanish Two Step**
Bob Wills—Columbia
2. **Guitar Polka**
Al Dexter—Columbia
3. **Divorce Me C.O.D.**
Merle Travis—Capitol
4. **Roly-Poly**
Bob Wills—Columbia
5. **Sioux City Sue**
Zeke Manners—RCA Victor
6. **Wine, Women and Song**
Al Dexter—Columbia
7. **Someday (You'll Want Me to Want You)**
Elton Britt—RCA Victor
8. **Cincinnati Lou**
Merle Travis—Capitol
9. **Sioux City Sue**
Hoosier Hot Shots—Decca
10. **That's How Much I Love You**
Eddy Arnold—RCA Victor
11. **Sioux City Sue**
Dick Thomas—National
12. **Honey, Do You Think It's Wrong?**
Al Dexter—Columbia
13. **I Wish I Had Never Met Sunshine**
Gene Autry—Columbia
14. **Detour**
Spade Cooley—Columbia
15. **No Vacancy**
Merle Travis—Capitol
16. **Drivin' Nails in My Coffin**
Floyd Tillman—Columbia
16. **Have I Told You Lately That I Love You?**
Gene Autry—Columbia
16. **Rainbow at Midnight**
Ernest Tubb—Decca
17. **You Can't Break My Heart**
Spade Cooley—Columbia
17. **Filipino Baby**
Ernest Tubb—Decca

1947

1. **Smoke, Smoke, Smoke (That Cigarette)**
Tex Williams—Capitol
2. **It's a Sin**
Eddy Arnold—RCA Victor
3. **So Round, So Firm, So Fully Packed**
Merle Travis—Capitol
4. **What Is Life Without Love**
Eddy Arnold—RCA Victor
5. **I'll Hold You in My Heart**
Eddy Arnold—RCA Victor
6. **Timtayshun**
Red Ingle-Jo Stafford—Capitol
7. **New Jolie Blonde**
Red Foley—Decca
8. **Rainbow at Midnight**
Ernest Tubb—Decca
9. **New Pretty Blonde**
Moon Mullican—King
10. **Divorce Me C.O.D.**
Merle Travis—Capitol
11. **Sugar Moon**
Bob Wills—Columbia
12. **To My Sorrow**
Eddy Arnold—RCA Victor
13. **Filipino Baby**
Ernest Tubb—Decca
14. **That's What I Like About the West**
Tex Williams—Capitol
15. **Jole Blon**
Roy Acuff—Columbia
16. **Down at the Roadside Inn**
Al Dexter—Columbia
16. **Feudin' and Fightin'**
Dorothy Shay—Columbia
16. **Never Trust a Woman**
Red Foley—Decca

1948

1. **Bouquet of Roses**
Eddy Arnold—RCA Victor
2. **Anytime**
Eddy Arnold—RCA Victor
3. **Just a Little Lovin'**
Eddy Arnold—RCA Victor
4. **Texarkana Baby**
Eddy Arnold—RCA Victor
5. **One Has My Name**
Jimmy Wakely—Capitol
6. **Humpy Dumpty Heart**
Hank Thompson—Capitol
7. **Life Gets Tee-jus Don't It?**
Carson Robison—M-G-M
8. **Sweeter Than the Flowers**
Moon Mullican—King
9. **Deck of Cards**
T. Texas Tyler—Four Star
10. **My Daddy Is Only a Picture**
Eddy Arnold—RCA Victor
11. **Tennessee Waltz**
Pee Wee King—RCA Victor
12. **Suspicion**
Tex Williams—Capitol
13. **Tennessee Saturday Night**
Red Foley—Decca
14. **Tennessee Waltz**
Cowboy Copas—King
15. **I Love You So Much It Hurts**
Jimmy Wakely—Capitol
16. **Seaman Blues**
Ernest Tubb—Decca
17. **I'll Hold You in My Heart**
Eddy Arnold—RCA Victor
17. **A Heart Full of Love**
Eddy Arnold—RCA Victor
19. **Forever Is Ending Today**
Ernest Tubb—Decca
20. **Blue Shadows on the Trail**
Roy Rogers-Sons of the Pioneers—RCA Victor
20. **Cool Water**
Sons of the Pioneers—RCA Victor

1949

1. **Lovesick Blues**
Hank Williams—M-G-M
2. **Don't Rob Another Man's Castle**
Eddy Arnold—RCA Victor
3. **I'm Throwing Rice**
Eddy Arnold—RCA Victor
4. **Slipping Around**
Margaret Whiting-Jimmy Wakely—Capitol
5. **Wedding Bells**
Hank Williams—M-G-M
6. **Candy Kisses**
George Morgan—Columbia
7. **Why Don't You Haul Off?**
Wayne Raney—King
8. **Bouquet of Roses**
Eddy Arnold—RCA Victor
9. **I Love You So Much It Hurts**
Jimmy Wakely—Capitol
10. **Tennessee Saturday Night**
Red Foley—Decca
11. **The Echo of Your Footsteps**
Eddy Arnold—RCA Victor
12. **One Has My Name**
Jimmy Wakely—Capitol
13. **One Kiss Too Many**
Eddy Arnold—RCA Victor
14. **Slipping Around**
Ernest Tubb—Decca
15. **Tennessee Border**
Red Foley—Decca
16. **A Heart Full of Love**
Eddy Arnold—RCA Victor
17. **Blues Stay Away From Me**
Delmore Brothers—King
18. **I'm Bitin' My Fingernails**
Ernest Tubb-Andrews Sisters—Decca
19. **Please Don't Let Me Love You**
George Morgan—Columbia
20. **Let's Say Goodbye Like We Said Hello**
Ernest Tubb—Decca

1950

1. **I'm Movin' On**
Hank Snow—RCA Victor
2. **Chattanooga Shoe-Shine Boy**
Red Foley—Decca
3. **I'll Sail My Ship Alone**
Moon Mullican—King
4. **Why Don't You Love Me?**
Hank Williams—M-G-M
5. **Long Gone Lonesome Blues**
Hank Williams—M-G-M
6. **Goodnight, Irene**
Red Foley-Ernest Tubb—Decca
7. **Cuddle Buggin' Baby**
Eddy Arnold—RCA Victor
8. **(Remember Me) I'm the One**
Stuart Hamblen—Columbia
9. **Birmingham Bounce**
Red Foley—Decca
10. **Lovebug Itch**
Eddy Arnold—RCA Victor
11. **Mississippi**
Red Foley—Decca
12. **Throw Your Love My Way**
Ernest Tubb—Decca
13. **I Love You Because**
Ernest Tubb—Decca
14. **Cincinnati Dancing Pig**
Red Foley—Decca
15. **I'll Never Be Free**
Tennessee Ernie-Kay Starr—Capitol
16. **Let's Go to Church**
Margaret Whiting-Jimmy Wakely—Capitol
17. **Enclosed One Broken Heart**
Eddy Arnold—RCA Victor
18. **Angel With the Dirty Face**
Eddy Arnold—RCA Victor
19. **Why Should I Cry Over You?**
Eddy Arnold—RCA Victor
20. **Slipping Around**
Margaret Whiting-Jimmy Wakely—Capitol

1951

1. **Cold, Cold Heart**
Hank Williams—M-G-M
2. **I Want to Be With You Always**
Lefty Frizzell—Columbia
3. **Always Late**
Lefty Frizzell—Columbia
4. **Rhumba Boogie**
Hank Snow—RCA Victor
5. **I Wanna Play House With You**
Eddy Arnold—RCA Victor
6. **There's Been a Change in Me**
Eddy Arnold—RCA Victor
7. **Shotgun Boogie**
Tennessee Ernie—Capitol
8. **Hey, Good Lookin'**
Hank Williams—M-G-M
9. **Mom and Dad's Waltz**
Lefty Frizzell—Columbia
10. **Golden Rocket**
Hank Snow—RCA Victor
11. **I'm Movin' On**
Hank Snow—RCA Victor
12. **Kentucky Waltz**
Eddy Arnold—RCA Victor
13. **Slow Poke**
Pee Wee King—RCA Victor
14. **Let's Live a Little**
Carl Smith—Columbia
15. **I Love You a Thousand Ways**
Lefty Frizzell—Columbia
16. **Poison Love**
Johnnie and Jack—RCA Victor
17. **Down the Trail of Aching Hearts**
Hank Snow—RCA Victor
18. **Bluebird Island**
Hank Snow—RCA Victor
19. **Peace in the Valley**
Red Foley—Decca
20. **Mister Moon**
Carl Smith—Columbia

1952

1. **Wild Side of Life**
Hank Thompson—Capitol
2. **Let Old Mother Nature Have Her Way**
Carl Smith—Columbia
3. **Jambalaya**
Hank Williams—M-G-M
4. **It Wasn't God Who Made Honky Tonk Angels**
Kitty Wells—Decca
5. **Slow Poke**
Pee Wee King—RCA Victor
6. **Indian Love Call**
Slim Whitman—Imperial
7. **Wonderin'**
Webb Pierce—Decca
8. **Don't Just Stand There**
Carl Smith—Columbia
9. **Almost**
George Morgan—Columbia
10. **Give Me More, More, More of Your Kisses**
Lefty Frizzell—Columbia
11. **Half as Much**
Hank Williams—M-G-M
12. **Easy on the Eyes**
Eddy Arnold—RCA Victor
13. **Gold Rush Is Over**
Hank Snow—RCA Victor
14. **Are You Teasing Me**
Carl Smith—Columbia
15. **Full Time Job**
Eddy Arnold—RCA Victor
16. **Missing in Action**
Ernest Tubb—Decca
17. **Waiting in the Lobby of Your Heart**
Hank Thompson—Capitol
18. **Too Old to Cut the Mustard**
Red Foley-Ernest Tubb—Decca
19. **Don't Stay Away**
Lefty Frizzell—Columbia
20. **That Heart Belongs to Me**
Webb Pierce—Decca

1953

(JANUARY-OCTOBER)

1. **Kaw-Liga**
Hank Williams—M-G-M
2. **Your Cheatin' Heart**
Hank Williams—M-G-M
3. **No Help Wanted**
Carlises—Mercury
4. **Mexican Joe**
Jim Reeves—Abbott
5. **Dear John Letter**
Jean Shepard—Capitol
6. **It's Been So Long**
Webb Pierce—Decca
7. **Hey, Joe**
Carl Smith—Columbia
8. **I Forgot More Than You'll Ever Know**
Davis Sisters—RCA Victor
9. **Take These Chains From My Heart**
Hank Williams—M-G-M
10. **Fool Such as I**
Hank Snow—RCA Victor
11. **Eddy's Song**
Eddy Arnold—RCA Victor
12. **Last Waltz**
Webb Pierce—Decca
13. **Rub-a-Dub Dub**
Hank Thompson—Capitol
14. **I'll Never Get Out of This World Alive**
Hank Williams—M-G-M
15. **Bumming Around**
T. Texas Tyler—Decca
16. **That Hound Dog in the Window**
Homer & Jethro—RCA Victor
17. **Jambalaya**
Hank Williams—M-G-M
18. **Death of Hank Williams**
Jack Cardwell—King
19. **Crying in the Chapel**
Rex Allen—Decca
20. **Trademark**
Carl Smith—Columbia

The Billboard Music Popularity Charts

... for Week Ending December 5

TOP RHYTHM & BLUES RECORDS

This Week's New Territorial Best Sellers to Watch

Records listed under "Territorial Best Sellers to Watch" have appeared for the first time this week on any of the charts. These are spotlighted for the convenience of dealers and operators in other markets.

St. Louis... DADDY'S ROLLIN' STONE O. Blackwell, Dec 784

Territorial Best Sellers

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

Atlanta

- 1. Money Honey C. McPhatter, Atlantic
2. Honey Hush J. Turner, Atlantic
3. Shake a Hand F. Adams, Herald
4. I Had a Notion J. Morris, Herald
5. One Scotch, One Bourbon, One Beer A. Milburn, Aladdin
6. Feeling Good Little Junior's Blue Flames, Sun
7. Mad Love M. Waters, Chess
8. Rosemary Fats Domino, Imperial
9. I Want to Thank You Five Royales, Apollo
10. Drunk J. Liggins, Specialty

Charlotte

- 1. Money Honey C. McPhatter, Atlantic
2. Honey Hush J. Turner, Atlantic
3. I'll Be True F. Adams, Herald
4. I Had a Notion J. Morris, Herald
5. One Scotch, One Bourbon, One Beer A. Milburn, Aladdin
6. Drunk J. Liggins, Specialty
7. Shake a Hand F. Adams, Herald
8. Feelin' Good Little Junior's Blue Flames, Sun
9. Rosemary Fats Domino, Imperial
10. Good Lovin' Clovers, Atlantic

Cincinnati

- 1. Money Honey C. McPhatter, Atlantic
2. Honey Hush J. Turner, Atlantic
3. Rags to Riches Dominoes, King
4. I'll Be True F. Adams, Herald
5. Honey Hush J. Turner, Atlantic
6. I Had a Notion J. Morris, Herald
7. Good Lovin' Clovers, Atlantic
8. My Country Man Big Maybelle, Okeh
9. Get It Royals, Federal
10. Please Hurry Home B. B. King, RPM

Chicago

- 1. Money Honey C. McPhatter, Atlantic

Rhythm & Blues Record Reviews

Continued from page 30

ROBERT KETCHUM

Stockade 75 PEACOCK 1623—Good material for Ketchum to work with in this blues of an errant G.I. The guy's hush-voice impresses. (Lion, BMI)
She's Gone From Me... 72 Material here is not quite as strong, but the guy does well again. (Lion, BMI)

FIVE KEYS

Oh Babe 74 ALADDIN 3214—The Five Keys, who have been without a hit for a long time, have a listenable slicing here, one that could get some action even tho it is not nearly as frantic as their past sides. The boys sing it well, and the ork punches out the rhythm. (Aladdin, BMI)
My Saddest Hour... 74 The boys get a bit wild here as they sing this new ballad with all the stops pulled out. It has a lot to it, and it, too, should pull spins. (Aladdin, BMI)

EDDIE BURNS

Hello Miss Jessie Lee 74 DELUXE 6024—From the Deep South comes this reading of a new down home blues by the chanter. It's rough and raucous, but it should get some action in the South. Burns has a style. (Cadet, BMI)
Dealing With the Devil... 72 Another low down blues is recited with gusto by the warbler. (Cadet, BMI)

BERNIE HARDISON

Love Me Baby 74 EXCELLO 2020—A pounding new effort is sung with spirit by Hardison while the ork contributes some pulsating sounds. Should coll juke coin. It's a good one for the boxes.
Yeah! It's True... 65 The warbler turns in a fair vocal on a new blues item that is only lifted out of the routine class by the opening rumba blues backing.

NORMAN ALEXANDER

Dim Lights 74 HOLLYWOOD 1004—The band turns in a relaxed reading of this bluesy instrumental effort, with the guitar and piano featured. Should get some late-night and jazz deejay programing, as well as juke coin with exposure. Good wax.
My Baby Left Me... 63 Norman Alexander bows on the label with a smooth reading of a new ballad, over good backing by the Monroe Tucker crew.

GEORGIA LANE

Oo-Wee Mr. Jeff 73 CENTRAL 1001—Miss Lane's husky voice is just right for this sexy blues material. Backed solidly by the band, she works up plenty of excitement as she teases her boy friend. Good first release for the label. (Lynbrook, BMI)

EMMETT HOBSON

Looka Here, Mattie Bee... 70 The singer shouts out his love to his girl here as if he really meant it. A good performance with a wild, driving backing by the band. (Lynbrook, BMI)

JESS POWELL ORK

Love to Spare 73 FEDERAL 12159—Dan Taylor turns in an effective vocal on this slight blues effort, helped well by the ork. Could get spins. (Wheeler, ASCAP)
Rear Bumper... 69 Pleasant riff effort is played with a beat by the ork, with the sax featured over a good rhythm backing. (Jay & Cee, BMI)

(Continued on page 48)

BEST SELLING C.&W.'S LISTED

On the opposite page is a list of the best-selling c.&w. records from 1946 thru October, 1953, based on The Billboard charts. It was originally scheduled for last week's special c.&w. section.

Smash Hit! THE THINGS THAT I USED TO DO by GUITAR SLIM #482 #482-45 Specialty records 8508 Sunset Blvd. Hollywood 46, Calif.

National Best Sellers

Records are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among dealers thruout the country with a high volume of sales in rhythm and blues records. The reverse side of each record is also listed.

Table with 3 columns: Rank, Record Title, Weeks on Chart. 1. MONEY HONEY—C. McPhatter... 1 7, 2. HONEY HUSH—J. Turner... 2 12, 3. RAGS TO RICHES—Dominoes... 4 3, 4. SHAKE A HAND—F. Adams... 3 17, 5. I HAD A NOTION—J. Morris... 6 5, 6. ONE SCOTCH, ONE BOURBON, ONE BEER—A. Milburn... 5 12, 7. I'LL BE TRUE—F. Adams... 1, 8. TV IS THE THING—D. Washington... 7 8, 9. MARIE—Four Tunes... 8 3, 10. MY COUNTRY MAN—Big Maybelle... 10 2

Most Played in Juke Boxes

Records are ranked in order of the greatest number of plays nationally in juke boxes. Results are based on The Billboard's weekly survey among operators thruout the country using a high proportion of rhythm and blues records.

Table with 3 columns: Rank, Record Title, Weeks on Chart. 1. HONEY HUSH—J. Turner... 1 13, 2. SHAKE A HAND—F. Adams... 1 16, 3. MONEY HONEY—C. McPhatter... 3 6, 4. AIN'T IT A SHAME—L. Price... 7 5, 5. TV IS THE THING—D. Washington... 5 5, 6. ONE SCOTCH, ONE BOURBON, ONE BEER—A. Milburn... 4 6, 6. MARIE—Four Tunes... 3, 6. MAD LOVE—M. Waters... 1, 9. BLUES WITH A FEELING—Little Walter... 9 7, 9. I HAD A NOTION—J. Morris... 1

RHYTHM AND BLUES NOTES

By BOB ROLONTZ

There has been a sudden shift in the popularity of vocalists in the r.&b. field. A few months ago a majority of the places on The Billboard's r.&b. charts—best sellers and juke box—were held down by vocal groups. This week's chart, however, shows that the singers, both male and female, are coming back into favor.

On the best-selling chart only Clyde McPhatter and the Drifters, the Dominoes and the Four Tunes are in the first 10, and on the Juke chart only the McPhatter group and the Four Tunes are up there. The top male vocalist is Joe Turner, with thrush Faye Adams close behind with two platters on the best-selling list.

Other vocalists in the money are Amos Milburn, Dinah Washington, Big Maybelle, Lloyd Price, Muddy Waters Little Walter and Al Savage who share honors on the Herald "I Had a Notion" platter with Joe Morris ork.

Station WNJR in Newark, N. J., is now airing 18 hours per day of r.&b. and jazz platters. The station recently switched to the r.&b. policy after new ownership took over. Deejays Hal Jackson, Charlie Green, Ramon Bruce and Hal Wade are spinning the disks and Allan (Moondog) Freed is aired via tape recording each day. Ahmet Ertegun and Jerry Wexler, of Atlantic Records, are now in New Orleans waxing artists... Faye Adams and the Joe Morris ork are booked at the Apollo, New York, on January 15... Fats Domino and the Clovers play one-nighters in California after their current Texas tour is over in January.

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Music publisher Dave Dreyer, of Raleigh, Bristol and Biltmore Music, has become one of the hot-



Watch the new Willie Mabon waxing of "I Got To Go," backed with "Cruisin'," go to the top. The new CHESS 1554 release is destined to be a smash hit. The boy has always been great and this dishing verifies it. A release by Little Walter on CHECKER 786 has already started in Detroit, Chicago, Cleveland and New Orleans. It features the sensational pairing of "You're So Fine" and "Lights Out." Both these tunes are done in great style and will sell like hotcakes.

Still riding high on the rating charts is Valaida Snow's waxing of "I Ain't Gonna Tell," backed with "If You Don't Mean It," on Chess 1555. Don't pass this up if you don't already have it.

A hot record to watch right now is a new SPECIALTY (480) release by Roy Milton. It features him doing his very best on "I Stood By" and "Baby, You Don't Know." Get this one, it's sure-fire. The Five Blue Notes continue to shoot skyward with their SABRE 103 recording of "Ooh, Baby," backed with "My Gal Is Gone." This group is a real treat for the ears and is a proven seller. The waxing is getting plenty of air play and juke box spins. Need I say more.

That great group of singers, The Moonglows, seem to be heading toward more fame with their Christmas waxing of "Hey, Santa Claus" and "Just a Lonely Christmas" on Chance 1150. Simply great.

UNITED records is still riding high with its smash hit by Jimmy Cole on STATES 129, "Raid on the After Hour Joint." This disk is proving to be one of the hottest ever put out by the label and it is getting plenty of disk jockey spins as well as good juke box play. Another STATES release, number 126, is also going great guns across the dealers' counters. This one is by Helen Thompson and is titled "Going Down to Big Mary's." Keep your eye on this one.

A new release that's already starting in St. Louis and Chicago is Memphis Slim's new waxing on United 166 called "Call Before You Go Home," backed with "This Is My Lucky Day." Both sides are simply terrific.

Your dealer has these "picks" in stock now. Call or see him today.



Greatest Spiritual Singers in U. S. A. THE FAMOUS WARD SINGERS IN THEIR GREATEST #4045 Parts 1 and 2 "I KNOW IT WAS THE LORD" #4048 "OH, LORD, HOW LONG" b/w "FARTHER ON UP THE ROAD" Savoy RECORD CO., INC. 58 Market St., Newark 1, N. J.

The Billboard's Music Popularity Charts

... for Week Ending December 5

TOP RHYTHM & BLUES RECORDS

R & B Territorial Best Sellers

Continued from page 47

- Blues With a Feeling
Little Walter, Checker
- Mad Love
M. Waters, Chess
- Take Me Back
L. Hayes, Hollywood
- Feeling Good
Little Junior's Blue Flames, Sun
- Good Lovin'
Clovers, Atlantic
- Honey Hush
J. Turner, Atlantic
- I Would If I Could
Ruth Brown, Atlantic

New York

- I Had a Notion
J. Morris, Herald
- One Scotch, One Bourbon, One Beer
A. Milburn, Aladdin
- Money Honey
C. McPhatter, Atlantic
- Shake a Hand
F. Adams, Herald
- Lover Come Back to Me
Nat (King) Cole, Capitol
- Drunk
J. Liggins, Specialty
- Baby Doll
Marvin & Johnny, Specialty
- Don't Deceive Me
C. Willis, Okeh
- My Country Man
Big Maybelle, Okeh
- Good Lovin'
Clovers, Atlantic

Philadelphia

- Rags to Riches
Dominoes, King
- Money Honey
C. McPhatter, Atlantic
- Fat Daddy
D. Washington, Mercury
- Baby Doll
Marvin & Johnny, Specialty
- I Had a Notion
J. Morris, Herald
- Comin' On
Clovers, Atlantic
- One Scotch, One Bourbon, One Beer
A. Milburn, Aladdin
- TV is the Thing
D. Washington, Mercury
- I'll Be True
F. Adams, Herald
- Good Lovin'
Clovers, Atlantic

COMIN' ON
FOR A HIT

THE CLOVERS
"COMIN' ON"

Atlantic 1010

Atlantic RECORDING CORP.
234 WEST 56th STREET, NEW YORK 19, N. Y.

The Four Tunes
"MARIE"
b/w
"I GAMBLE WITH LOVE"
Jubilee 5128

The Orioles
"WRITE AND TELL ME WHY"
b/w
"THE MISSION OF ST. AUGUSTINE"
Jubilee 5127

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

FATS DOMINO
"SOMETHING'S WRONG"
"DON'T LEAVE ME THIS WAY"
Imperial 5262

Imperial Records
6425 Hollywood Blvd.
Hollywood 28, Calif.

St. Louis

- Money Honey
C. McPhatter, Atlantic
- Honey Hush
J. Turner, Atlantic
- Shake a Hand
F. Adams, Herald
- Ain't It a Shame
L. Price, Specialty
- Marie
Four Tunes, Jubilee
- One Scotch, One Bourbon, One Beer
A. Milburn, Aladdin
- Daddy Rollin' Stone
O. Blackwell, Dee
- Don't Deceive Me
C. Willis, Okeh
- Feelin' Good
Little Junior's Blue Flames, Sun
- Rags to Riches
Dominoes, King

Washington - Baltimore

- Money Honey
C. McPhatter, Atlantic
- I'll Be True
F. Adams, Herald
- Honey Hush
J. Turner, Atlantic
- Rags to Riches
Dominoes, King
- Fat Daddy
D. Washington, Mercury
- I Had a Notion
J. Morris, Herald
- My Girl Awaits Me
Castelles, Grand
- Take Me Back
L. Hayes, Hollywood
- Baby It's You
Spaniels, Chance
- These Foolish Things
Dominoes, Federal

FOLK TALENT AND TUNES

Continued from page 45

Byrd Fan Club, has enlisted in the Marine Corps, and is stationed at Parris Island, S. C. . . . The 3,000-capacity nitery, formerly known as Longhorn Ranch, Dallas, has been renamed the Plantation Club, where Al Dexter and His Troupers are currently appearing four nights weekly. . . . Gene Evans inked to a Decca recording contract, with his first session set for a series of dates in Florida and Ohio during January. . . . Sunshine Ruby still going strong over Al Turner's Big D Jamboree in Dallas, and taking on Saturday night p. a.'s again. Her first date was at Bonham, Tex., last weekend with the Country Gentlemen. . . . Johnnie and Jack just completed a tour of North and South Carolina and planning a two-week tour of Arkansas and Texas.

Foreman Bill Allen reports that he is in need of indie label releases for his WFNC, Fayetteville, N. C., radio show. . . . Fred C. Maples and the Harmonizers Quartet visited with Jim Wilson at WHCO, Orlando, Fla., recently. Just to prove that people have big hearts, Jim's appeal in behalf of an aged couple in Orlando who were recently burned out, turned out fine, with a new home for the couple completely built and furnished within a month of his radio request. . . . Bill Mack, KWFT, Wichita Falls, Tex., along with the Callahan Brothers, are booking dates thruout the Southwest. . . . Eddie Zack and His Dude Ranchers set to return with the "Dude Ranch Jamboree" via NBC network, emanating from WHIM, Providence. . . . Richmond, Va., record dealer Bill Bailey, entertained WXGI disk jockeys Pop George Atkinson and Brother Tommy at a party between shows of the "Grand Ole Opry" in Richmond recently. On hand were George Mogarn, Roy Acuff, Moon Mullican, Smilin' Eddie Hill, Wilma Lee, Stoney Cooper and Mac Wiseman. . . . Tibby Edwards visiting with Jolly Cholly Stokley on the "Red River Round-Up" out at Shreveport, La., along with M-G-M Records star, Red Sovine.

RHYTHM AND BLUES NOTES

Continued from page 47

test r.&b. pubbers in the business. His current tunes number more than dozen, including "Good Lovin'," "Blues With a Feeling," "Going Down to Big Mary's," "Every Day in the Week," "Jinny Mule," "Playboy," "Pepper Head Woman," and more. His latest tunes, "Love Needs a Helping Hand" and "The Man I Crave," are sung by Sadie Birch on Robin Records. . . . Cozy Cole has set up his new jazz group, which will feature Jonah Jones on trumpet, Big Nick on tenor, Arvill Shaw on bass and Ken Kersey on piano. Unit will go out on club dates sometime in December. Cole is now in New York to start rehearsals with the combo and to sign a disk contract for the group.

Popular Record Reviews

Continued from page 40

- JANE DOUGLASS-TOM O'MALLEY
Love Is Love . . . 62
OPPORTUNE 2—Boy-girl novelty has some cute moments. Douglass and O'Malley, who also penned the item, warble it neatly to bouncy waltz backing by the Johnnie Guarnieri ork. (Opportunity, ASCAP)
- Empty Words . . . 57
Miss Douglass takes this one alone. It's a country-like ballad. (Opportunity, ASCAP)
- RODI COMACK ORK
King Cobra . . . 60
ALLEN 241—A most unusual item here. It sounds like the sound track from a film which has been edited down to about three minutes. It's native stuff from what sounds like the African jungles. (Wemar, BMI)
- DOROTHY FARMER
Swami Tell Me . . . 60
This would appear to be about the same kind of material, but with a vocal by a gal who has vocal ability but no material with which to work. (Wemar, BMI)

- WELLINGTON BLAKELY
Sailor Joe . . . 58
VEE JAY 104—Listenable calypso effort receives a happy vocal from Blakely over standard backing for this type of tune. (Conrad, BMI)
- A Gypsy With a Broken Heart . . . 50
Blakely turns in an adequate reading of a slight new ballad backed by with a Latin beat by the ork. (Conrad, BMI)
- DOC WILLIAMS
Polka Girl . . . 55
QUALITY 1053—The Canadian label fails to impress with this etching of an item which, perhaps, will do well up north.
- Silver Bell . . . 55
Material here is slightly better, but that's all.
- BUZZ CRAIG
For Heaven's Sake . . . 45
Pyramid 3006—So-so rendition of a new ballad by Craig, new chanter on the label.
- Only You . . . 45
Same comment.

- LYLE SMITH ORK
That's Humility . . . 50
SPIN 2004—This one, of course, concerns the recent Godfrey-La Rosa fracas, but it's doubtful if there's any chance of its grabbing action at this late date. This version treats Godfrey as Simon Legree and Julius as Uncle Tom.
- That's Humility Calypso . . . 45
Here's the same tune in the calypso vein.
- MEL ALLEN
Your Love, It Lingers . . . 35
SUNSHINE 1001—The warbler sings this new ballad weakly, while the ork backs him without sparkle. (Heart Line, BMI)
- The Old Mad Witch . . . 30
This is strictly material, more fitted for night clubs than records. Mel Allen—not the announcer—reads it in fair style, but he would need a lot more voice to do something with this opus. (Heart, Line, BMI)

- DICK GLASSER
Angels in the Sky . . . 30
TRIPLE A 2522—Glasser sings this semi-sacred effort with little feeling. (Triple A, BMI)
- Is It Too Late? . . . 25
Dick Glasser bows on the label with a poor reading of a weak piece of material. (Triple A, BMI)

. . . Shorty Shehan, WISH, Indianapolis, appearing nightly at Taylor's Roller Rink, Shelbyville, Ind., and on Bill Monroe's "Brown County Jamboree" Sunday nights.

Rhythm & Blues Record Reviews

Continued from page 47

PHIL MOORE
Chinzy Old Scrooge . . . 72
V 20-5538—Moore bows on the RCA Victor label with this hop talk story of Scrooge—the standard Christmas tale. Could be that the hep characters who go for similar stuff by Al (Jazzbo) Collins and Steve Allen will go for this too. (Record, ASCAP)

Blink Before Christmas . . . 72
More of the same here via a rewrite of "The Night Before Christmas." Again it's more for the hipsters than for the rhythm and blues market. (Record, ASCAP)

CLARENCE (GATEMOUTH) BROWN
Gate Walks to Board . . . 72
PEACOCK 1619—Strong instrumental entry here via the riff challenges between tenor and guitar and with some boppish solos. (Lion, BMI)

Please Tell Me Baby . . . 70
Brown is as capable as ever as he delivers the vocal on this blues item. (Lion, BMI)

THE TRENIERS
You Know, Yea! Tiger . . . 71
OKEH 7012—A lot happens here with sudden tempo shifts and switches from solo to gang singing. Has some good moments. (Mobile, BMI)

Bug Dance . . . 68
Lively novelty play by the Treniers in an effort to start a new dance craze. (Mobile, BMI)

PRISONAIRES
I Know . . . 71
SUN 191—The boys come up with a good Ink Spots sound here on a neat ballad. (Mayfair, ASCAP)

A Prisoner's Prayer . . . 70
The tenor lead is strong on a semi-religious type of item sung by the Tennessee prison group. (Delta, BMI)

BIG JOHN GREER
Drinkin' Fool . . . 70
V 20-5531—Shouting vocal by Greer on tune with self-explanatory title. Good beat helps. (Lois Feliz, BMI)

Getting
Mighty Lonesome for You . . . 70
Another in the long line of blues-flavored ballads that Greer seems to have a penchant for. This one fails to come up to past efforts. (Royal, ASCAP)

Other Records Released This Week

Popular

- A Dear John Letter—The Brigadiers (You, You, You) Prom 1057
- Are You Lonesome Tonight—Mark Stuart (Molly) Benida 5001
- Have a Heart—Johnnie Guarnieri Ork (What Did You Bring for Me?) Opportune 1
- Kissing Bridge—The Fontaine Sisters (Silver Bells) V 20-5524
- Love (Nora Drake Theme)—Charles Paul Ork (Martin Kane Theme) M-G-M 11634
- Martin Kane Theme—Charles Paul Ork (Love) (Nora Drake Theme) M-G-M 11634
- Molly—Mark Stuart (Are You Lonesome Tonight?) Benida 5001
- No Other Love—Loren Becker-Enoch Light Ork (Vaya Con Dios) Prom 1054
- Silver Bells—The Fontaine Sisters (Kissing Bridge) V 20-5524
- Vaya Con Dios—Loren Becker-Enoch Light Ork (No Other Love) Prom 1054
- What Did You Bring for Me?—Johnnie Guarnieri Ork (Have a Heart) Opportune 1
- You, You, You—The Brigadiers (A Dear John Letter) Prom 1057

Rhythm & Blues

- Boo-um—Pro, McClam Ork (Policy Blues) Vee Jay 102
- I Love You Just the Same—Varetta Dillard (I Love You) Savoy 1107
- Laura — Douglas Duke (There's a Small Hotel) Savoy 1116
- My Baby — Mel Walker (Unlucky Man) Mercury 70276
- Policy Blues—Pro, McClam Ork (Boo-um) Vee Jay 102
- There's a Small Hotel — Douglas Duke (Laura) Savoy 1116
- Unlucky Man — Mel Walker (My Baby) Mercury 70276

Country & Western

- I'm a Stranger in My Home—Eddie Dean (Put a Little Sweetenin') Ode 1701
- Put a Little Sweetenin'—Eddie Dean (I'm a Stranger in My Home) Ode 1701
- The Girl Just Down the Street — Don Windle (When My Baby Gets Home) Republic 7060
- When My Baby Gets Home—Don Windle (The Girl Just Down the Street) Republic 7060

Jazz

- But Beautiful—Bobby Scott Trio (I Married an Angel) Savoy 1112
- Doggin' Around—Count Basie Ork (Good Morning Blues) Decca 28926
- Everything Is Peaches Down in Georgia—Bob Scobey's Ork-Clancy Hayes (Huggin' and a Chalkin') Good Time Jazz 86

LOWELL FULSON ORK
Don't Leave Me Baby . . . 70
ALADDIN 3217—Fulson works nicely on this blues ditty. It's talking and singing with a lot of background chatter thrown in. (Aladdin, BMI)

Chuck With the Boys . . . 69
Medium-riding instrumental features twangy guitar and Fulson's sax. (Aladdin, BMI)

THE MOONGLOWS
Hey Santa Claus . . . 69
CHANCE 1150 — "Bring my baby back," these lads importune Santa. It's a driving r.&b. item with good beat but not much originality. Red Holloway's ork backs the Moonglows. (Joni, BMI)

Just a Lonely Christmas . . . 68
This side has a plaintive, mournful touch. Christmas is lonely without one's baby, sing the Moonglows, and who can gainsay that? (Joni, BMI)

EDDIE KIRKLAND
I Mistreated a Woman . . . 68
KING 4680—Slight Southern blues gets a sincere warble from Kirkland, while the guitar backs him solidly. (Jay & Cee, BMI)

Please Don't Think I'm Nosy . . . 65
Same comment. (Jay & Cee, BMI)

COUNTRY SLIM
What Wrong Have I Done? . . . 67
HOLLYWOOD 1005—Country Slim shouts out reproaches at the girl who left him. The material is of the Southern blues type with backing of appropriate flavor. (BMI)

MISS COUNTRY SLIM
My Girl's Days . . . 63
Miss Country Slim tells how she ran away from home and learned the ways of the world.

GUITAR SLIM
Well, I Done Got Over It . . . 65
SPECIALTY 482—Having got wise to her ways, Guitar Slim lets his girl know that she doesn't interest him anymore. Slim works hard on this material, and the band contributes a good beat, but it does not quite come off. (Venice, BMI)

The Things That I Used to Do . . . 62
The singer loses patience with his girl and decides that he won't put up with her nonsense anymore. Again lightweight material. (Venice, BMI)

- Good Morning Blues — Count Basie Ork (Doggin' Around) Decca 28926
- Heat's Off, The—Paul Quinichette (Mine) Decca 28921
- Huggin' and a Chalkin'—Bob Scobey's Ork-Clancy Hayes (Everything Is Peaches Down in Georgia) Good Time Jazz 86
- I Married an Angel—Bobby Scott Trio (But Beautiful) Savoy 1112
- In the Land of Oobla-dee—Dizzy Gillispie (My Man) Contemporary 358
- Jappa—Johnny Hodges Ork (Sheik of Araby) Clef 89086
- Lady Is a Tramp—Gerry Mulligan Quartet (Turnstile) Fantasy 528
- Limelight—Gerry Mulligan Quartet (Moonlight in Vermont) Fantasy 529
- Mine—Paul Quinichette (The Heat's Off) Decca 28921
- Moonlight in Vermont—Gerry Mulligan Quartet (Limelight) Fantasy 529
- My Man—Dizzy Gillispie (In the Land of Oobla-dee) Contemporary 358
- Rockin' Chair—The Roy Eldridge Quintet (Roy's Riff) Clef 89087
- Roy's Riff — The Roy Eldridge Quintet (Rockin' Chair) Clef 89087
- Sheik of Araby—Johnny Hodges Ork (Jappa) Clef 89086
- Turnstile—Gerry Mulligan Quartet (Lady Is a Tramp) Fantasy 528
- You Made Me Cry—Huey Smith (You're Down With Me) Savoy 1113
- You're Down With Me—Huey Smith (You Made Me Cry) Savoy 1113

Spiritual

- Dear Lord, Remember Me—Evangelistic Trio (Happy Am I) Zoe 100
- Farther on Up the Road—The Famous Ward Singers (O Lord How Long?)
- Get Your Soul Right—Fireside Gospel Singers (When They Ring Them Golden Bells) Nashboro 539
- Happy Am I—Evangelistic Trio (Dear Lord, Remember Me) Zoe 100
- Have Faith and Believe—The Sermonaires (Sweet Bye and Bye) Excello 2015
- O Lord How Long?—The Famous Ward Singers (Farther on Up the Road) Savoy 4048
- Sweet Bye and Bye—The Sermonaires (Have Faith and Believe) Excello 2015
- When They Ring Them Golden Bells—Fireside Gospel Singers (Get Your Soul Right) Nashboro 539

International

- Cinderella-Tarantella—Reina's Ork (Suttering Accordion) V 25-0127
- Morning Bird—Barbu Lautaru Ork (Storm Warning) M-G-M 30835
- Storm Warning—Barbu Lautaru Ork (Morning Bird) M-G-M 30835
- Stuttering Accordion—Reina's Ork (Cinderella-Tarantella) V 25-0127

Burlesque Bits

By UNO

Peggy Clark is making her first theater appearance via the Hirst Circuit since she worked for a brief spell in the chorus of the Gayety, Baltimore, when the late Bill Stone was the producer. She comes from a long string of over 14 years of nitery engagements with alligators, snakes, skunks, birds and fire which she employs alternately in a variety of strip routines and specialties. Her family name is Nuneho, which is of Indian origin and comes from a Seminole tribe now in the Okeefonokee lake in Florida. . . . Charles Laik, former house and show manager, is back in a veteran's hospital in Bath, N. Y., where he would like to hear from friends. . . . Patti Waggin (formerly Patti Brownell) bowed at the New Follies, Los Angeles, November 27, joining Harry Arnie, Lorraine Lee and Blaze Glory. . . . Dorothy Vigor, Polynesian dancer who recently finished a tour with different Hawaiian groups, is now Donna Via, a first-timer in the burly field and a native of Columbus, O. . . . The Rialto, Chicago, is to be torn down, according to former operator Harold Minsky who claims the rent question was never involved and who is seeking another burly site, this time in Washington. . . . Milton Lefton now manages two Hollywood theaters, the Campus and the Oriental. . . . Toni Winters, the Cinderella Girl, is a patient in the North Hudson Hospital in Union City, N. J., from where she writes, "I'll have to cease working for a period of two months. My thanks to Ann Perri, Eppi Oakene, Dave Mack and others who have been so attentive to me."

Trudy Wayne, circuit headliner, has been offered a second summer's engagement at the Lake Mahopac (N. Y.) Playhouse to do a Mae West characterization in "Diamond Lil" thru Jill Miller,

owner of the theater and a member of the cast of the play "The Shrike." Miss Wayne's next season's burly tour will include a Mae West interpretation. . . . Maurie Rosen has recovered from major surgery at Cedars of Lebanon Hospital in Hollywood, and is back at the Hotel Russim, Los Angeles. . . . Denver's niteries have Ginger Britton and Betty Barton sharing the strip spot at the Inferno; Celeste, backed by Tony Knight and his trio, is held over at the King Cole there, and Pat Paradise is soon to open at the Tropics. . . . Murray Malkowsky, besides functioning as chief usher at the Hudson, Union City, N. J., is boss of a window cleaning establishment in Brooklyn. Holding down two such important jobs at one time, says Malkowsky, is surely worth recording in print. . . . Ann Arbor, Hirst wheel feature, is being chaperoned over the tour by Inky and Freckles, two cocker spaniels. . . . Portland, Ore., features Sandy Marlowe, Shirely Stanley, Ceil Von Dell and Marie Zarne at the Star, and Carol Vaughn, Jeanine, Hermie Rose, Jim Morgan, Aubrey Lee, Joni Arnold and Cindy at the rival house, the Capitol. . . . Terry Denise is drawing crowds into the Colorado Springs, Colo., House of Oscar. . . . Sam (Horseshoe) Lewis, former comic, is back in New York from Miami Beach where he went to convalesce after a siege of illness. . . . Herbie Faye and Charles (Red) Marshall are the new comics at the Adams, Newark, N. J. . . . Jean Bedini is still under the doctor's care at the Polyclinic Hospital from where Art Harris was transferred to the St. Francis Hospital, both in New York.

Extra Added

FLORENCE DESMOND TO RETIRE . . .

Florence Desmond will retire after her forthcoming Australian tour scheduled to end next spring. At 48 Miss Desmond has been in the top bracket for over 20 years. She plans now to settle down on a farm with her husband.

DETROIT NITERY CHANGES POLICY . . .

Chic's Show Bar, Detroit, has been converted by owner Sol (Chic) Cohen from a bar into a black and tan entertainment spot, with entertainment six evenings of the week provided by Rudy Rutherford's band. Featured star is Billy Adams, former trumpet star with Stan Kenton. The night club, which seats 175, is managed by Lou Jacobs, formerly with Crystal Lounge, Denny's Campus, and the Bowlerdrome.

TRADESTERS HONOR FRANK HOLZFIEND . . .

One of the nicest tributes ever paid a night club operator was paid last week to Frank Holzfiend, operator of the Blue Note, Chicago. A busload of newspaper critics, publicity men, entertainers, and advertising executives attended the last performance of the club which went out of business Sunday (29). The idea was started by Bill Leonard, of The Chicago Tribune, and Fred Townsend, public relations head for the Palmer House. The entourage, which arrived in a sight-seeing bus covered with banners heralding the occasion, paid tribute to Holzfiend and his operation of the club, and presented him with a gift "to remember the gang."

Song Stanza To Blue Angel

CHICAGO, Dec. 5.—With the closing of the Blue Note Sunday (29), the regular Monday night sing-along featuring Chet Roble, Studs Terkel, Big Bill Broonzy and Fleming Brown, will move to the Blue Angel, December 14.

The show, known as "I Come For to Sing," was one of the most unusual night club features in Chicago. It will be known as "The Monday Night Sing-Along" at the Blue Angel. The style of the show, which ran for 18 months at the Blue Note, will not be altered. Songs represented in the all-joint party range from tunes of the frontier to the ballads of the asphalt jungles.

Sennes Plans H'wood Rouge

HOLLYWOOD, Dec. 5.—Frank Sennes' Moulin Rouge will bow on the site of the Earl Carroll Theater, December 25, and will operate on a \$5 admission charge.

The \$5 will entitle the buyer to a dinner and one drink. Drinks, incidentally, will be 75 cents top.

The opening show, produced by Arden-Fletcher, will have 60 people including a 30-person chorus line. Acts set for the preem are Chiquita and Johnson, Dominique, Borrah Minevitch's Rascals, the DeCastro Sisters, two other acts and will close with a flash animal act.

The spot cost about \$150,000 to redecorate. It will have a stage 80 by 80 with a revolving platform. Talent cost is figured at \$22,000, but Sennes feels he can make money if the take goes above \$35,000, chiefly because the food menu will be limited to four dishes.

Base rental is about \$5,000, but that is well taken care of by the concession. Sennes, however, will keep the picture and program concessions.

Chez Bookings In High Gear

CHICAGO, Dec. 5.—The longest string of confirmed consecutive bookings in recent Chez Patee history has been signed by Dave Halper, executive director of the nitery. The list of talent is probably the most expensive ever compiled by the club to date.

Currently on the bill are the De Castro Sisters. On December 29 Marilyn Maxwell opens and she is followed by Billy Daniels who opens on January 5. Helen Traubel moves in on January 29 for two and possibly three weeks. Sophie Tucker has been signed for some time in April and she will be followed by Danny Thomas after three or probably four weeks.

NIGHT CLUB-VAUDE

Continued from page 14

abra, Maxwell uses his battery of lights for the mood values. In the straight routine department Maxwell uses a talking gimmick for intros to musical take-offs of Iturbi and Bolger, which get laughs and attention.

He throws in enough longhair stuff to display his technical ability, wrapping up the entire act for a solid hand and two call backs. His big hit tune, "Ebb Tide," was given the full treatment.

Nat Brandwynne backed the show in excellent fashion, tho Estelita had her own pianist and bongo beater behind her. On Maxwell's tricky numbers, however, Brandwynne did a fine job. Mischa Borr did the in-between show slots. Bill Smith.

Hotel Del Rancho Vegas, Las Vegas, Nev.

Capacity, 300. Price policy, no cover, no minimum. Shows at 8:30 and 11:30. Operator, Beldon Kattelman. Producer, Tom Douglas. Publicity, Dorothy Gunn. Estimated budget this show, \$10,000.

Gordon MacRae, Buddy Hackett and the Zerbys make up a sound entertaining show. MacRae's new act showed polish; Hackett's comedy drew yocks.

Gordon MacRae returned last week with a polished act, plus better material for his wife and singing partner, Sheila Stephens. MacRae, a sort of perennial juvenile, satisfactorily delivered in his own spot before joining Sheila Stephens in duet numbers.

His "Luck, Be a Lady Tonight"; "Stranger in Paradise," "Annie Laurie" complete with kilts, and "There But for You, Go I," all got good hands.

In the two-act with Miss Stephens, they did "Ain't We Got Fun," "Tea for Two" and "Highland Fling" the latter with both in Scottish costume.

In her own spot Miss Stephens did a clever, nicely-done novelty number called "A Movie Star's Wife."

The rotund comic, Buddy Hack-

Hocus-Pocus

By BILL SACHS

MILBOURNE CHRISTOPHER opens his full-evening show for a week's run at the Hilltop Parkway Theater, Baltimore, December 21. Features will include a spectator sawed in half at every performance, the spirit cabinet, sleight-of-hand, humor and mental magic. Hilltop Parkway is the latest legit venture in Baltimore. Christopher follows in "Skylark," starring Constance Bennett. Illona Massey follows in the Christopher opus. Last Saturday (5), Mil appeared on the first CBS-TV "On the Carousel" show. . . . Hen Fetsch is back in Baltimore after presenting his lecture to the magicians of Atlanta, Birmingham and Lynchburg, Va. . . . Harry B. Blackstone, son of Blackstone the Magician, began his basic training recently at the Medical Replacement Training Center, Camp Pickett, Va. . . . Vynn Boyar appeared as lecturer-demonstrator at Hotel Prince George, New York, Monday (7), the ninth in a series being sponsored by the Magicians' Guild of America. . . . Lee Richards scribbles from Easton, Pa.: "While passing thru Allentown, Pa., the other day, I stopped off to see Willard the Magician and found him in his warehouse surrounded by more illusions than I have seen in many a moon. He revealed that he is taking a new illusion show on the road soon, featuring at least a dozen large illusions, right down to the sawing-a-

woman and the levitation. Willard will tote his equipment on a two-ton truck and use a company of seven people." . . . Phil Davis inquires from Springfield, O., if the following veteran trixters are still alive: Walter Baker, Hugh Johnson, Roland Travis, Jack Merlin; Leroy, Talma and Bosco; Raffles, and Judson Cole.

C. THOMAS MAGRUM winds up a fall swing for the Antrim Bureau, Philadelphia, just before the holidays. The tour netted him more than 150 performances in Ohio, Indiana, Michigan and

Pennsylvania. He resumes for the Antrim firm, operated by Charles and Del Supplee, right after the first of the year on a tour that will keep him occupied until the middle of May, 1954. . . . Roy Mayer and Bernice, lecturers-magicians, are making their second tour for the University of Kansas Extension Bureau thru Kansas, Missouri, Nebraska and Iowa. Roy hails from Troy, Ill. . . . Phil Foxwell, erstwhile magician and now an ordained minister, has returned to Japan as a missionary after several months in the States. His wife and three youngsters have joined him there. . . . Dick Barutia, mixing magic with music, is a regular feature over a Salt Lake City TV station. . . . Johnson the Magician is still presenting school shows in the Pittsburgh area. . . . Jim Alexander, who with his wife, Anna Blair Miller, presented a novelty turn for many years, is now retired at his home on Buckeye Lake, Hebron, O. He always has the latchstring out for magi and vents passing that way. . . . Charles A. Dietrich, former magician and lyceum bureau operator, is now selling programs for the Antrim Bureau, Philadelphia. . . . Carlo and Company, working out of Toledo, have been enjoying a prosperous season in Ohio and Pennsylvania territory working sponsored dates by phone promotions.

ett, drew as many laughs shooting at the chorus line with a water gun and heckling the MacRae's from the audience, as he did with his very funny delivery. He gets an "A" for original material, sometimes rare among second-spot comics here.

Highly pleasing is the routine of the Zerbys, highlighted by their trick "Obsession" number, done with the male invisible in black costume against a black backdrop, while the gal flipped suggestively amid the crawling hands which are all the audience saw of her partner.

The Dot Dee dancers worked well, even when dodging Hackett's squirt gun. Music is by Bob Ellis and his orchestra.

Ed Oncken.

DEPT. D

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Claire to Book For Vagabonds

NEW YORK, Dec. 5.—George Claire, who booked most of the Pittsburgh clubs, is giving up his agency and going into business with the Vagabonds in Miami.

Claire will be the Vagabonds Club's exclusive booker and will also be involved in other activities with the group as a partner.

Claire was the exclusive booker for the Horizon Room, Vogue Terrace and the Carousel, all in Pittsburgh.

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Video for Scott as Wirtz Bally Begins

Hit Parade Performance Scheduled; Jacqueline du Bief Added to Icer

NEW YORK, Dec. 5. — Publicity drums for the Arthur Wirtz Hollywood Ice Revue started beating in quick tempo this week, as two major ballyhoo triumphs were racked up for star Barbara Ann Scott.

Miss Scott was signed yesterday for a December 19 performance on the Lucky Strike "Hit Parade" which has 22 million TV viewers. She will be the program's first guest artist, and will skate on the ice at Rockefeller Plaza while most of the rest of the TV program will be staged in the customary studio.

Color Shots Taken

On Monday (30) she flew in from Milwaukee for a sitting in The Daily News color studio. The resulting photo will be used in the tabloid's rotogravure supplement between now and the opening of the ice show on January 14. The paper is one of those which has been shut for a week by the engravers' strike.

Additional publicity for the 24-performance show will be contributed by the Alfred A. Knopf firm which is publishing the book, "Skating for Beginners," by Miss Scott. Book store show cards in the metropolitan area will draw attention to the show.

The Garden will seat 16,171 persons for the ice show, with a price scale of from \$1.50 to \$6. The revue will run nightly thru January 19, lay off for three days,

then pick up January 23 thru February 3. There will be matinees on Saturdays and Sundays. The three-day break is due to other Garden commitments: Ice hockey January 20, pro basketball on the 21st, and boxing the following night, as is usual on winter Fridays.

A change in the cast, announced yesterday, will have the rhythm skating role of Karen taken over by 21-year-old Jacqueline du Bief of France, 1952 winner of the world figure skating championship. Karen, who has been touring with the unit, is expecting a baby. Miss du Bief performed successfully last month in Paris, in the star role of the rival Sonja Henie troupe, while Miss Henie vacationed in Scandinavia.

Miss Scott's partner will be a newcomer to the Garden, Bobby Blake. Other new names will be Jerry Mapes and Jack Rafflor, and 19-year-old Peter Firstbrook, Canadian men's figure skating champ. Among the old timers will be Skippy Baxter, Freddie Trenkler, and the Bruises.

The line will consist of 36 men and 36 girls. One new tune for the production will be the opening spectacle, "Breaking the Ice," by Al Stillman. Costumes will again be by Grace Houston.

Mag Spread Landed

Tommy King has been handling the road show's publicity and Lillian Jenkins of the Garden, aided by Ken MacKay, is doing the chores on this end. The January issue of Show Magazine will have a two-page layout including seven pictures, on the Wirtz show.

Hollywood Ice Revue will follow Milwaukee by playing St. Paul, Minn., December 8-13. Next is a Christmas layoff during which the TV appearance will be made, followed by the following dates: Chicago, December 25-January 10; New York, January 14-February 3; Detroit, 5-28; Cincinnati, March 2-10; Springfield, Mass., March 12-April 17, and Philadelphia, April 19-May 4.

Pittera in Garden; Shriner in Armory

NEW YORK, Dec. 5.—An error in last week's motor shows story reversed locations for the two events slated to be held here shortly. The World Motor Sports Show of Fred Pittera, January 23-31, will be staged in Madison Square Garden. The International Motor Show of Herb Shriner, February 6-15, will be in the Seventh Regiment Armory at Park Avenue and 66th Street.

Dramatic & Musical Routes

Beatrice Lillie: (Shubert) Detroit.
 Cornell, Katharine (Prescott Proposals): (National) Washington.
 Good Night, Ladies: (Civic) New Orleans 8-12.
 Greco, Jose: (Shubert) Boston.
 Guys and Dolls: (Playhouse) Wilmington, Del.
 His 'n' Hers: (Nixon) Pittsburgh 11-12.
 In the Summer House: (Wilbur) Boston.
 John Brown's Body: (Shubert) New Haven, Conn., 8-12.
 Little Jessie James: (Hartman) Columbus, O.
 Make Mamma Happy (Molly Picon): (Plymouth) Boston.
 Misalliance: (Selwyn) Chicago.
 New Faces: (Curran) San Francisco.
 Oh Men, Oh Women: (Locust St.) Philadelphia.
 Oklahoma!: (American) St. Louis.
 Porgy and Bess: (Forrest) Philadelphia.
 Remarkable Mr. Penny Packer: (Parsons) Hartford, Conn., 10-12.
 Seven-Year Itch: (Erianger) Chicago.
 South Pacific: (Orpheum) Davenport, Ia.
 Twin Beds: (Metropolitan) Providence, R. I.
 Wish You Were Here: (Shubert) Chicago 8-12.
 Time Out for Ginger: (Cox) Cincinnati.

Miscellaneous

Hippodrome of 1954: (Aud.) Kansas City, Mo.
 Hollywood Ice Revue: (Aud.) St. Paul 8-13; (Stadium) Chicago 25-Jan. 12.
 Ice Capades of 1954: (Coliseum) Springfield, Mass.; (Aud.) Fort Wayne, Ind., 14-19.
 Ice Follies of 1954: (Arena) Hershey, Pa., 8-12; (Arena) New Haven, Conn., 13-20.

Arenas

Stars Over Harlem: (Sunset Lounge) West Palm Beach, Fla., 8-9; (Harlem) Dania 10-14; (Savoy) Fort Lauderdale 15-20.

Hamilton, Ont., Owner Opens New 5,000-Seater

HAMILTON, Ont., Dec. 5.—The Hamilton Forum, drawing on a population of about 300,000, has been opened here following reconstruction of a building at a cost of more than \$400,000. The building located in the heart of Hamilton, is scheduled by owner Kenneth D. Soble to house some of the major attractions offered on the continent.

It is his hope that attractions traveling from Detroit to Toronto and Montreal, will make Hamilton one of their stopping-off spots. The town for many years has not been able to offer facilities for mass entertainment. Hamilton Forum has a capacity of 5,620, made up of 3,720 arena seats proper, plus 1,200 on the floor, and standing room for 700.

The building was formerly the Barton Street Arena, and rather than have to provide parking space for 600 cars under a bylaw,

Soble felt it cheaper to rebuild the building. Already the building is supporting two hockey teams and weekly wrestling bouts. The latter are sellouts.

Nista's Visits At Ore. Spots Win Publicity

PORTLAND, Ore., Dec. 5.—Public interest in roller skating was heightened with the visit to three rinks in the Portland area last week by Jerry Nista, former national champion.

Nista's appearance brought stories and pictures in the local papers, which quoted him as pointing out that roller skating is America's No. 1 participating sport. He staged exhibitions at the Imperial, Oaks and Gresham rinks.

Nista, at 23, is district sales manager for Raybestos-Manhattan, Inc., and his tour of rinks was to demonstrate skate wheels manufactured by his company.

'Holiday' Opens Big in Canton After RR Delay

CANTON, O., Dec. 5.—"Holiday on Ice" opened only 30 minutes late at the Auditorium here Tuesday (17) and played to a crowd of 4,624 after making up most of a six-hour delay.

The run ended Thursday (19) with a record of seven-day sell-out of 29,948. Lew Platt, of LCL Productions, said it would be returned to an eight-day schedule next year.

"Holiday" made the move from Canton to the Toledo Sports Arena by truck. The motorized move followed the hectic rail move to Canton.

Breakdown of a locomotive caused the show to miss a rail connection at Pittsburgh and a special train was made up to carry the six cars on to Canton. A crew of 25 extra stagehands was brought to Canton from Akron.

Showgoers were kept waiting the few minutes while last-minute work was completed. The first-night crowd filled the building and many were turned away, it was reported. One of the skaters, Joan Hyldoft, was injured but returned to the troupe after being treated at a hospital.

Vagabonds Score At Toledo Arena

TOLEDO, Dec. 5.—The Sports Arena won excellent response to its second Tuesday night attraction when the Vagabonds drew a \$11,300 gross at prices of \$3, \$2.50, \$2 and \$1.50 to equal the revenue on "Biggest Show" two weeks earlier.

On Sunday (15) "Grand Ole Opry" brought in \$4,100 for two performances at \$1.50 and \$1.20. Monday (16), Stan Kenton's "Festival of Jazz" grossed \$4,200 at the same scale as was charged for the Vagabonds.

"Holiday on Ice," opened Friday (20) for a 10-day stand. Advance sales amounted to more than \$25,000.

Red Deer Wants Ice

RED DEER, Alta., Dec. 5.—In an effort to make the Red Deer Arena self-supporting and to encourage more public participation, an arena committee has been set up by city council. It is hoped that with the artificial ice and a floor to be installed in the spring, the building can be used the year around.

Detroit Masonic Aud Shows Jazz, Opera, Chorus

DETROIT, Dec. 5.—The New York City Opera Company drew an estimated 36,000 people during its eight-day stand at the Masonic Temple Auditorium, for one of the biggest solid runs of the year for the big hall. Gross was estimated at around \$80,000.

The Temple has been occupied by major one and two-day attractions since the departure of the opera company, with the Helsinki Chorus of 62 voices drawing 4,500 persons for a one-night concert.

On Saturday (21), the "Stan Kenton Festival of Jazz," booked by the Gale Agency, drew 5,000, including about 500 standees, for a gross of about \$14,000. The heavy drawing power of this attraction was expected to result in two concerts for the return engagement.

On Tuesday and Wednesday (24-25), "The Mighty Olds" was presented to invitational audiences by Oldsmobile, utilizing some of the most elaborate settings and props ever to play the Temple. The show, tied in with the introduction of new models, used a cast of 40 and a crew of 30.

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Roadshow Rep

NICK HYAM writes from Pittsburgh: "Have had one minstrel this season and have come to the conclusion that the blackface show should be left alone for a while. In Pennsylvania it has had a lot of promotion in recent years and it appears the folks are a bit fed up with it. So I have moved to a different opus that seems to appeal to amateur groups, but even this is not what it should be. We have been hit by TV and until some of it wears off we will have to skip from one type of show to another." . . . **Harold E. Chamberlain** reports that he has had two indoor fair promotions in the Glens Falls, N. Y., area, but returns were meager. "The pinch is on and amateur productions are in for a rough season," says Chamberlain. . . . **Butler's Show**, which has been in Central Arkansas, is moving toward Florida. The show reports in-and-out biz and that film showings have been discontinued for another try at flesh entertainment.

CHARLIE HUDSON, vet of Ed Reno's Funmakers Show when that organization was touring Georgia in 1926, writes to ask whether anyone knows what has become of **Ed Sylvia** and his daughter, **Pauline**. Hudson infers that he had a pleasant visit during the past summer with **A. P. McNally** and family at Fayetteville, N. C. The McNallys were with the Reno show in 1926 and are now doing well with a drive-in theater in Fayetteville. Hudson would also like to know what has become of **Toby** and **Dolly Young** of the Toby's Comedians, an old Midwestern show. Among others with whom Hudson has lost contact and would like to hear from are **Harry (Toby) Delaney**, **David Riggan**, piano player, and **Bob Kelley**. Since his discharge from the Army in 1946 Hudson has been doing platform and drug-store medicine demonstrations and is presently living in Charlotte, N. C.

"NOTE in the November 21 issue that **N. H. Collins** was disappointed during the past summer in not catching any of the tent minstrel shows," writes **C. E. Doble**, Jeffersonville, Ind. "From what I have read in this column during the past two years or more, the only shows of that type still carrying on are the 'Silas Green From New Orleans' and the 'Wolcott Rabbit Foot' outfits. Unable to find good minstrel talent, these troupes now present so-called revues and vaudeville. I have a list of every minstrel show, all colored troupes, that have appeared under canvas and in theaters since 1907. I had a story concerning the many companies in The Billboard of February 16, 1946. I saw the 'Silas Green' company as far back as 1909. The original owner was **Eph Williams**. It was on one or two cars. I also have some lithos of the **A. G. Allen Minstrels**

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of more than 40 years ago. In those days there was plenty of minstrel talent."

THE London Theater Company, composed of English players, has opened its third season of dramatic stock in St. John's, Newfoundland. As in the past, the site is the Bishop Field School Auditorium. There is a weekly change of bill, with the exception of a suspension from December 14-December 24. Productions resume December 25 with "Robinson Crusoe," an English pantomime, as the vehicle. On the production list are "Queen Elizabeth Slept Here," "Laura," "School for Scandal," "Death of a Salesman," "Camille," "Spring Model" and "Still More Screech." Personnel of the group includes **Leslie, Yeo, Anthony Newlands, Oliver Gordon, Robert Dorning, Denny Spence, Kevin Stoney, Charles Jarrott, Hilary Vernon, Honor Shepherd, Barbara Byrne, Sally Day and Avis Leonard**, under Gordon's direction. Season tickets of nine are being offered at the price of eight at \$4 to \$16 inclusive. Box-office prices are 50 cents to \$2. The leading local department store is co-operating in the ticket sale by installing a booth in the store. One weekly matinee prevails (Saturday).

CLARENCE CROWLEY writes from Helena, Mont.: "Had a fair summer with my trailer wax show, but since the middle of October have not had much to do in this area. I expect to move along shortly, probably eastward to investigate several tips I have received for location of my show in stores. Met the Doss Family Show at Whitehall, Mont., recently. It had been playing towns in the southwest part of the State and reported business only 'passable.' Ran into **Hal (Clinky) Burgess** at several celebrations that I played the past summer and recently received word from him that he was doing fairly well with a puppet show around Livingston, Mont." . . . **E. J. Costello**, in reporting from Jackson, Miss., says it appears that small showbiz is taking a bad licking. "I was with two med shows last summer and neither seemed to catch on. The nut was too heavy," Costello says that he will clown in two stores in Jackson during the holidays. . . . The Tate Players played the Jerome, Idaho, area recently on a west to east tour. Trick is a family affair and reported satisfactory business. . . . **Dr. Frank Carlton** was in Pendleton, Ore., recently. Carlton has a solo show and works in co-operation with local sponsors when possible.

Drivin' 'Round the Drive-Ins

CONNECTICUT State Police Commissioner **John C. Kelly** is scheduling a public hearing at State Police headquarters in Hartford on application of **Fred Quatrano**, Waterbury exhibitor, to build a drive-in theater at Watertown, Conn. Property owners protesting the project have asserted the theater will depreciate property and increase traffic hazards in Watertown area. . . . A May,

ALDRICH—Floyd, concessionaire with the Gladstone Exposition Shows, killed near Lexington, Miss., December 3 when his car struck a herd of cattle crossing the road.

ATKINS—Sir Ivor A., 83, distinguished British musician and collaborator with Sir Edward Elgar, on November 27 in Worcester, England. He was master of choristers and organist at Worcester Cathedral for 52 years. He wrote a number of anthems, songs, part-songs, but was better known for his works in the liturgical field.

BAINES—Charles R., 57, office manager of the Philadelphia branch of Metro-Goldwyn-Mayer Pictures, November 27 at his home in that city suddenly. He was in the motion picture industry for 34 years. 26 of them with Metro-Goldwyn-Mayer, and was a member of the Motion Picture Associates. Surviving are his widow, **Beatrice M.**; four daughters and a brother. Funeral services December 2 in Philadelphia, burial in Holy Sepulchre Cemetery there.

BECK—Ellen, 80, one of Denmark's most renowned mezzo-sopranos, November 17 in Copenhagen.

BERNAUER—Rudolf, 73, part-author of the original German libretto for Oscar Straus' operetta, "The Chocolate Soldier," November 27 in London. He was a leading producer in the European theater 30 years ago and at one time owned and operated four theaters in Berlin. Among the many stars whom he gave first roles is **Marlene Dietrich**, then a 16-year-old drama student.

BERNSTEIN—Henri, 77, famous French playwright and producer, on November 27 in Paris, following an operation. He wrote his first play, "Le Marche," in 1900, and his last, "La Solif" in 1946. Those between included "Joujou," "The Thief," "Samson," "Israel," "Le Secret," "Judith," "Melo," "Espoir" and "Elvire." Most of his plays were produced in his own Theatre du Gymnase, from 1919-40, and Theatre des Ambassadeurs, after 1940. He is said to have earned \$8,000,000 by his works; at one time there were 80 performances of his plays going on at the same time in Europe. In later years he produced French versions of British and American plays, all of which were praised for their meticulous staging.

BEYER—Charles W., 60, pioneer motion picture agent and actor, November 28 in Hollywood. Born in Newark, N. J., he went to California to live 25 years ago. Surviving is his widow, **Dorothy**. Interment in Hollywood Cemetery.

CADY—Claude, pioneer operator of a motion picture circuit in Lansing, Mich., November 30 at Lansing. He was associated with the Butterfield Theaters Circuit and at one time was president of Allied Theaters of Michigan.

CARAVELLA—Anthony (Tony), 80, retired contractor, November 28 in Meadville, Pa. He was the father of **Frank E. Caravella** of Caravella Amusement, carnival company. Besides his son, he is survived by his widow, **Amelia**, one other son, **Charles**, Youngstown, Pa.; four daughters, **Mrs. Steve Damico**, **Mrs. Anthony Rossi**, **Mrs. Anna Magnacca**, all of Meadville and **Mrs. Lucy Largo**, Phoenix, Ariz., and a step-daughter, **Mrs. Sam Paccello**, Sharon, Pa. Services December 2 from St. Mary's Church, Meadville, with burial in St. Bridgid's Cemetery, that city.

1954, completion date is planned for the 850-car capacity drive-in-theater being built by **Perakos Theater Association** at Plainville, Conn. The outdoor project is first of its kind for the seven-unit indoor theater circuit, which has headquarters in New Britain, Conn. **Peter Perakos Sr.**, is head of the circuit. . . . The **East Windsor Drive-In**, South Windsor, Conn., has closed for the season. Operated by the **Kupchunos** brothers of South Windsor, the theater is first metropolitan Hartford drive-in to close for 1953. Numerous Connecticut drive-ins already are on a half-week policy for remainder of the season.

THE 17th drive-in, the **Lackland**, has been opened at San Antonio near Lackland Air Force Base. . . . **Derby Drive-In** has been closed by **Amos Page** at McLean, Tex., for the winter. Other drive-ins closing for the winter include the **Buckaroo**, Sunray, Tex., operated by **Ben Adams**, and the **Prairie**, Dumas, Tex., owned by **H. S. McMurry** and **Ted Powell**. . . . A 300-car drive-in is to be constructed at **Cotulla, Tex.**, on a 10-acre site which has been secured by **M. L. DuBose**. . . . **C. H. Weaver Jr.**, manager of the **Hip-Park Drive-In**, San Antonio, sent a personally autographed photo of **Paulette Goddard** and other stars of "Vice Squad" to members of the San Antonio Police Department vice squad. The film opened there recently. . . . **Ford Taylor**, manager of **West Texas Theaters, Inc.**, Texon, Tex., has announced construction will begin there soon on a drive-in. The town has been without a theater since the **Texon** burned a few years ago. . . . With

The Final Curtain

COHN—Martin G., 57, motion picture and TV film editor, November 18 in Los Angeles. A native of New York City, he had lived in Los Angeles for the past 28 years. He is survived by his widow, **Anna**, and a son, **Quinn**.

CORTELO—George, 70, dog trainer who worked under the title of "George Cortello and His Hollywood Canine Mimics," following a stroke and heart attack November 29 in the North Hollywood (Calif.) Hospital. Born **George Turner** in Front Royal, Va., he entered show business as an acrobat and contortionist when 14 years old. He started the dog act about 40 years ago and played fairs, circuses, theaters and clubs. Shortly before he was stricken he closed a long engagement at the **Golden Nugget, Las Vegas, Nev.** Survived by his widow, **Mildred**, and a sister in Virginia. Services December 2 at Little Church of the Flowers, Forest Lawn Memorial Park, Glendale, Calif.

COX—Bruce A., 65, outdoor theater operator at Cleveland, Tenn., November 23 in that city. He was associated with his son, **Bruce A. Cox Jr.**, in the management of the **Cherokee Drive-In Theater** there. Surviving are his widow, three sons and two daughters.

CREMER—Leo J., 61, producer of major rodeos, November 28 in Big Timber, Mont. (Details in General Outdoors).

DE GRASSE—Samuel, 78, retired silent screen actor, November 29 in Burbank, Calif. He had played in "Birth of a Nation," "Robin Hood," "Good Bad Man," "Half Breed" and other silent films. Interment in Forest Lawn Memorial Park, Glendale.

DE RIDDER—Simone, 51, Belgian skating instructor, November 18 in Kitzingen, Germany. Her husband, **Louis De Ridder**, director of the **Olympia Ice Revue**, and a daughter, **Micheline Lannoy**, gold-medal winner in 1948 winter Olympic games skating events, survive.

ROBERT ROBBIN
Robert Robbin, 36, advertising manager of the Coin Machine Division of The Billboard and head of advertising sales of the Chicago office, died Tuesday, December 1, at his home in Joliet, Ill. He was a member of the Chicago staff for the past eight years. Details in story beginning on page 52 in this issue.

FUNK—Sylvester H., 64, former owner and operator of **Punk's Park**, amusement center in Chalfont, Pa., November 30. His widow, **Mabel P.**, survives. Funeral services and burial December 3 in Lansdale, Pa.

GOEHMANN—Carl W. (Red), 49, at Miami Saturday (28) when his truck collided with an ambulance. He was president of **Poster Displays**, Miami; business agent for the **billposters union**; local, stage manager for **Miami Beach Auditorium** and **Dinner Key Auditorium** and formerly was with **Ringling-Barnum** circus. A native of Rochester, Pa., he is survived by his widow, five children, all in Miami; and his mother, two brothers and a sister all in Rochester. Burial at Miami Wednesday (2).

GRIFFEN—Frank, 74, of **Griffen Amusement Park**, Jacksonville Beach, Fla., at St. Luke's Hospital, Chicago, Monday (30) following a heart attack Sunday. He flew to Chicago from the West Coast to attend the parks convention. Survivors include his son, manager of the park, who flew to Chicago from Florida.

HARRIS—Chiff, 50, salesman with the **Allied Artists' Los Angeles Exchange**, of a heart attack at his home November 25. Survived by his widow, **Marian**, and a son, **Robert**. Prior to joining **Allied** five years ago, he had been in the employ of **Metro-Goldwyn-Mayer**.

HAYES—Thomas G., 72, veteran of 55 years in the outdoor show business, recently at **Saginaw, Mich.**, after a lingering illness. Featured as an acrobat and wire walker, he had toured with the **101 Ranch Wild West**, **Buffalo Bill**, **Pawnee Bill**, **Gollmar Bros.**, **Christie Bros.**, and the **A. J. Wheeler** shows. Survived by his widow, **Bessie**; a son, **Herbert** and a daughter, **Mrs. Stanley Crane**.

HINES—B. C., 62, veteran of 33 years in outdoor show business, November 23 in an automobile wreck at **Trumann, Ark.** During the past season he had toured with the **Mid-Way of Mirth** and **Moore's Modern** shows, working in side shows and concessions. Survived by his widow, **Frances**, **Jonesboro, Ark.**, and a half-sister and half-brother whose addresses are not known.

the **Kerry**, **Brandywine** and **Pleasant Hill** drive-ins in **Wilmington, Del.**, having closed for the season, the nearby **Elkton, Md.**, drive-in is the only open-airer now advertising in **Wilmington** newspapers.

CONNECTICUT State Police are investigating the third concession building break-in this season at the **Markoff brothers' Portland (Conn.) Drive-In**. Police report the thieves in the latest break-in took \$60 in cash and some cigarettes. Entrance was gained by removing screws from door, the method employed in two previous break-ins. . . . The **E. M. Loew's Hartford Drive-In Theater**, **Newington, Conn.**, managed by **John Silverwatch**, has closed for the season. The unit is the first outdoor theater in Connecticut operated by the **Loew** interests to close in 1953.

HUGHES—Thomas, 66, retired actor, November 26 in Los Angeles. He was a pioneer member of the **Screen Actors' Guild**. He leaves a brother, **William**, Los Angeles. **Hughes** invariably was cast in the role of **Sir Winston Churchill** when the occasion demanded because of his strong resemblance to the statesman.

JINKS—George W., 69, veteran vaudeville, November 26 in New York. He bought his "live" marionettes, the **Gee Jays**, from England in 1907 and played the **Keith-Orpheum Circuit** for many years. He played the **Palace** in May, 1913, on the bill with **Sarah Bernhardt**, and also played the comedy lead in the "Four Husbands" for its entire run. His widow, two sons and five grandchildren survive.

KAY—William M. F., 89, a life member of the **Maryfield (Sask.) Agricultural Society**, in **Mayfield** recently. Survived by three sons and one daughter. Burial was in **Maryfield**.

KILPATRICK—Anna J., 70, known throat Connecticut as a singer until her retirement 20 years ago, November 16 in **Bridgeport, Conn.** Survived by a daughter, **Mrs. Alice S. Knapp**, **Bridgeport**, and a brother, **William Sadler**, **Stratford, Conn.** Burial in **St. Michael's Cemetery, Stratford**, November 19.

MCPHERSON—John, 80, a director of the **Wadena (Sask.) Agricultural Society** from 1907 until its recent dissolution, at **Wadena** November 20. Surviving are his widow, three sons and four daughters. Burial was at **Wadena**.

MENJOU—Mrs. Nora, 85, mother of actor **Adolph Menjou**, November 19 in **St. John's Hospital, Los Angeles**. Born in **Joyce County, Ireland**, **Mrs. Menjou** went to **Los Angeles** 28 years ago. In addition to **Adolph**, she is survived by another son, **Henry**, **Westwood, Calif.** Burial in **Holy Cross Cemetery, Hollywood**.

MILLER—George R. (Burt), veteran showman, November 26 in Medi-

cal College Hospital, **Petersburg, Va.**, of a brain tumor. For the past 21 years he was a builder on the **Cetlin & Wilson** and **John H. Marks** shows. Survived by his widow, **Ethel**. Burial November 28 in **Blanford Cemetery, Petersburg**.

MULHOLLAND—James F., 72, veteran showman, November 25 in **Mount Carmel Hospital, Columbus, O.** In show business for more than 50 years, he more recently operated a **Monkey Show** on the **Thomas Joyland Shows**, **W. D. Wade Shows** and **Gooding Amusement Company**. Survived by two daughters, a son, three brothers and a sister.

OEHMIG—J. C. Jr., 66, general manager and president of the **Hippodrome Attractions Company**, **Nashville**, November 25 of a heart attack. A native of **Winchester, Tenn.**, he entered the **Hippodrome** enterprise as a partner with the late **Ed Mitchell** in 1929. In 1931 the **Hippodrome** was incorporated as the **Hippodrome Attractions Company** and **Oehmig** was named general manager and president. He had served in those capacities until his death. Survived by his widow, a son and three daughters.

SLY—Fred J., 74, veteran showman, November 25 at **Rockford, Ill.** For many years he toured with various circuses. Survived by four brothers, **Thomas**, **Roy** and **Louis**, **Rockford**; **George W.**, **South Beloit, Ill.**, and three sisters, **Mrs. Rose Ellen Brown** and **Mrs. Myrtle Paige**, **South Beloit**, and **Mrs. Venue Barrix**, **Rockford**. Burial in **Rockton Cemetery, Rockton, Ill.**

SOURBECK—Frederick, father of **Frederick H. Sourbeck Jr.**, executive of the **Cohen Theater Circuit**, November 21 at **Detroit**. Surviving are his son and three daughters. Interment in **Woodmere Cemetery, Detroit**.

STAPLETON—Charles H., 52, carnival supply dealer, November 30 in **Detroit**, from a heart and asthma attack. He was in the hotel concession business as a partner with his sister, **Mrs. Elmer (Helen) Smith** in 1933, shortly going into the carnival business as a concessionaire. He was on the road for some seasons with the **W. G. Wade**, **Wade Joyland** and **World of Pleasure** shows. About 1942 he established the **House of Stapleton**, carnival supply house and also operated show and auditorium equipment rental facilities. For several years he operated or supplied concessions at **Michigan State Fair, Detroit**, and was planning to go into the ride business at the time of his death. Survived by his widow, **Olive Mae**, who was associated with him in the business, and three children, **Charles Jr.**, a game operator; **Peter** and **Jean**. Interment in **Mount Olivet Cemetery, Detroit**.

SUN—Mrs. Jessie S., 85, widow of **George E. Sun**, former manager of **Sun Bros. Circus**, November 26 at **St. Joseph Hospital, Lexington, Ky.**, after a long illness. Survived by two daughters, **Jessie Marie Sun**, **Lexington**, and **Eileen Sun**, **Washington**, and a son, **George**, also of **Lexington**. Burial in **Woodlawn Cemetery, Toledo, O.**

WADDELL—Carl, 60, veteran clown, suddenly of a heart attack on a downtown **Los Angeles** street November 26. Born **Carl Wubekes**, he had toured with circuses for more than 40 years. More recently he had toured with the **Clyde Beatty Circus** and had returned to **Los Angeles** only a few days before his death from the **Polack Bros. Circus**, **Eastern Unit**, in **Philadelphia**. Survived by his mother and a sister. Burial in **Holy Cross Cemetery, Culver City, Calif.**

BIG RIDE BUYING SPURTS AT CHI TRADE SHOW

Exhibitors Report Good Results as Interest Revives in Major Units

By JIM McHUGH

CHICAGO, Dec. 5.—Ripe interest and a measure of heavy buying, unexpected by many exhibitors, marked the annual Trade Show of the National Association of Amusement Parks, Pools and Beaches at the Hotel Sherman here November 29-December 2.

While the net results cannot be evaluated until leads are followed thru and promised business has materialized in the form of signed contracts, indications are that they will be at least as good as last year and possibly better.

That segment long associated with the outdoor field, including many dealing in it exclusively, were unanimous in reporting good results of varying degrees. The manufacturers of coin-operated equipment, the bulk of whom found their way into the show in recent years and this year accounted for a big share of the exhibit space, for the most part reported good results. (See separate story in coin machine section.)

Big Unit Interest Up

A reviving interest in major riding devices was reported by a number of exhibitors. Thruout most of the postwar era, and reflecting the mushroom growth of the Kiddieland industry, the interest in and sales of the moppet-sized units keynoted the shows.

While interest in the miniature units continues high, reflecting continuing growth, both in numbers and size, of the scaled down spots, the inquiries centering around major units held special significance for manufacturers. Some held that the Kiddieland operator, who has been servicing a growing moppet trade for the past several years, is now aware of a loss in business in the form of the older brothers and sisters, who were his initial customers and now feel that they have outgrown the lift-'em-in-and-out units.

The answer, the manufacturers say, is something for everyone. The need for diversionary units to occupy parents, while their youngsters whirl round, was recognized at the beginning. The need for some bigger units to round out the fun offering apparently is being recognized by the operators who are making money.

New Units Lacking

Once again the lack of new major riding devices was apparent. The Pretzel Amusement Company won an award for the most meritorious new device, a new car for its dark ride, but this comprises only one unit of the standard device.

The Eli Bridge Company has under wraps its Scrambler, already tested and proven to the manufacturers. It can't hope to pace production with the orders already at hand and it is, therefore, reluctant to offer the unit on the market.

Honorable mentions in the device field was won by Overland Amusements, builders of a portable coaster introduced at the Canadian National Exhibition. Dick Phelps and Charley Addison had constant interest at their display. The price tag—\$23,000-\$25,000—led to wishful thinking for many, however.

New Hrubetz Ride

The Frank Hrubetz Company was pushing its new Round-Up which utilizes centrifugal force. Made in two sizes, carrying 24 and 30 passengers, the units are priced at \$14,000 and \$16,000. The ride starts flat and rises to an angle of 75 degrees with the riders lodged in cup-shaped cells. Several sales were reported.

First-time exhibitors, who occupied a number of the 165 booths, reported good to excellent results. The best success story of the show was the report of the Champion Knitwear Company, manufacturers of novelty imprinted cotton shirts. Abe Feinbloom reported the show the best in actual business results ever participated in by his firm. He

revealed, too, in the discovery of the outdoor field which seems to hold the promise of one of the very best markets available to his firm.

The show this year was bigger in every way, Paul Huedepohl, NAAPPB executive secretary, reported. There were 165 booths as against 137 last year. The renovation of the hotel made available some 4,000 additional feet of exhibit space—an increase of about 20 per cent.

While auditing was incomplete, Huedepohl reported an increase in attendance. A number of exhibitors, however, claimed that traffic was off from last year. A few opined that the crowds were larger. In any event the good business encountered at the show eliminated this as a possible subject for contention.

Top buying action was reported by Robert Walden, of Hampton Amusement Company, who said he had sold 12 Tubs of Fun units, including the sample displayed here. The latter went to Paul Geren, of the Hoosier State Shows, who, it was reported, needed it for Christmas bookings in stores.

Reporting business for the past fiscal year as the best in the

history of his organization, R. D. Robertson, of the Miniature Train Company, said the outlook was equally good. In his opinion the Kiddielands, which are now spotted in most of the larger cities, will begin cropping up in the smaller communities.

Herschell Okay

The Allan Herschell Company, exhibiting this year under new ownership, reported sales on a par with last year which spokesman Allan Tober labeled good. Arthur Sellner, of the Sellner Manufacturing Company, reported some sales closed for their Tilt-a-Whirl and gauged business to be comparable with that of last year.

Exhibiting for the second time, E. A. Morgan, of the Arrow Development Company, reported business good. Norman Bartlett reported good interest in his Rodeo ride, a unit introduced a year ago at Palisades (N. J.) Amusement Park. Sam Tarantino, of Estee Amusements, exhibiting for the first time, reported excellent results for his products, a variety of kiddie rides.

Leon Cassidy, of the Pretzel Amusement Company, reported

(Continued on page 57)

Josephine Haywood Wins SLA Contest

'Miss Outdoor Show Business' Competition Grosses \$18,000

CHICAGO, Dec. 5.—Josephine Haywood, representing the Thomas Joyland Shows and Lipsky Concessions, was crowned "Miss Outdoor Show Business" Wednesday night (2), at the Hotel Sherman annual banquet and ball of the Showmen's League of America, which sponsored the contest.

Miss Haywood nosed out Hazel Maddox, Royal American Shows entry, for top honors in spirited competition that enlivened the outdoor conventions and grossed in excess of \$18,000.

June Tate Third

June Tate, representing the Wallace Bros. Shows of Canada placed third, followed by Marion Shuford, Amusement Company of America entry, and Mom Wasserman, who was entered by Chicago's Riverview Park.

Miss Haywood, as winner, received, among things, an all-expense trip to Hollywood, plus many gifts, including \$100 in cash, a TV set, a \$1,000 credit on a new house trailer (or use of one free for six months), a case of wine, a watch, an 8 by 10 foot concession tent, and a trophy.

Second-place finisher also received an 8 by 10 foot concession tent and many varied prizes, as

did June Tate, Marion Shuford and Mom Wasserman.

Besides bringing in much additional money for the League, the contest sparked a big contest in League membership, with 161 members added during the year, many because of the contest. This represents about 100 more members than were added in any recent year.

The five top contestants were introduced at the banquet, with J. W. (Patty) Conklin, chairman of the contest, crowning the winner.

Show people in attendance at the convention were loud in their praise of the manner in which the top contenders conducted their last-minute efforts at the meetings to garner votes.

In the awards to those who cast votes, Evelyn Clair, of the Royal American Shows, won first prize; Sol Wasserman, of Riverview, second prize, and W. E. Page, of the Page Bros. Shows, third prize. Prizes were valued respectively at \$2,500, \$1,500 and \$500 in government bonds.

Josephine Haywood is to plane out of here this week-end for Hollywood to enjoy a round of studios and other places. Before leaving she was to make TV and radio appearances.

Robert Robbin Dies After Long Illness

CHICAGO, Dec. 5.—Robert Robbin, one of The Billboard's ablest young executives, suc-

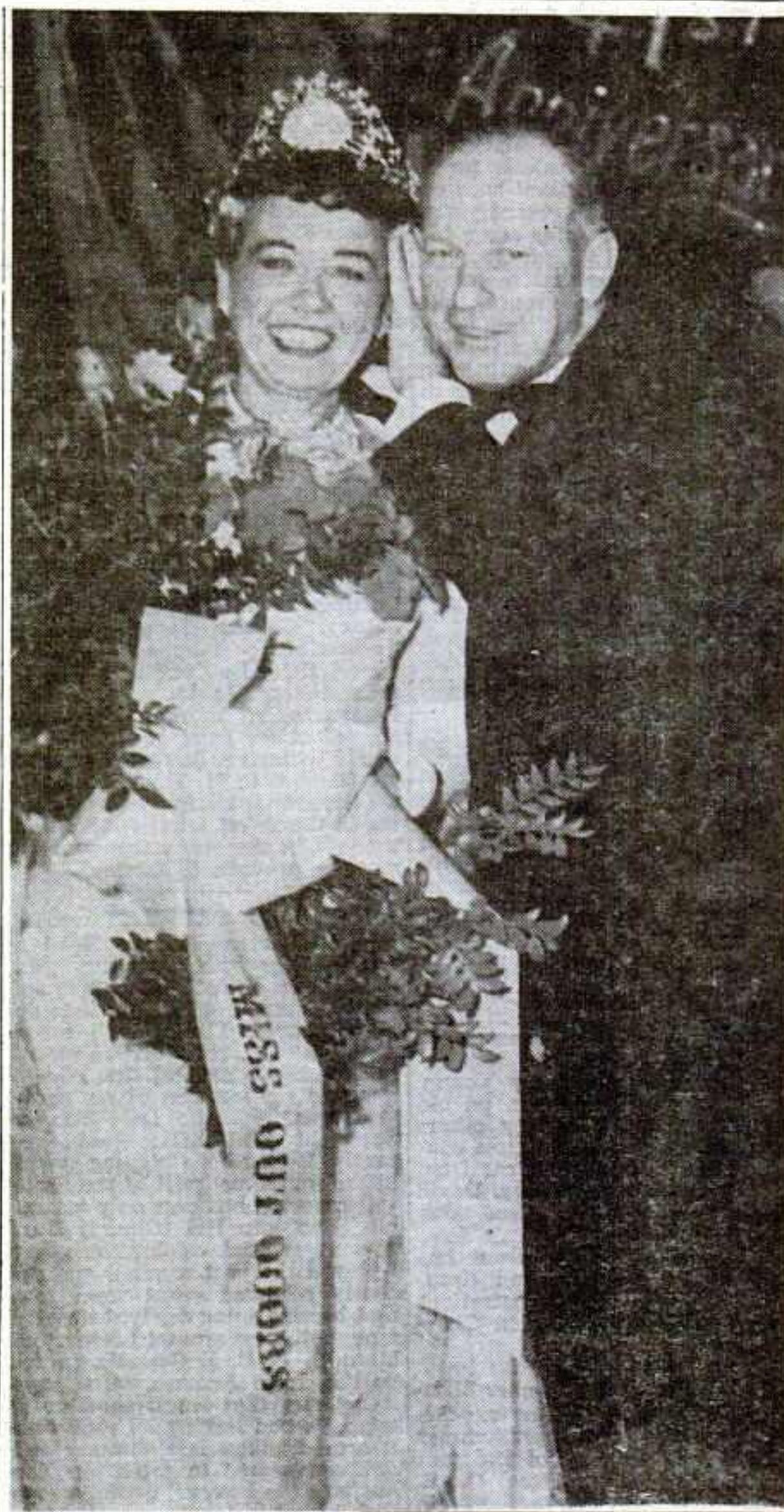


ROBERT ROBBIN

cumbed to an eight-month illness at his home in Joliet, Ill., at 1:10 a.m., Tuesday, December 1. He was 36 years old. His widow, Mary, and his sons Richard and Robert were at his bedside.

At the time of his death, he was advertising manager of the coin machine division, a position to which he was appointed last March, three months after having been made advertising manager of the Chicago office.

Robbin joined The Billboard in January, 1946, as a member of the sales promotion staff. His first job was organizing an art and production department for the Chicago office. His talents for selling soon found him calling on band leaders and singers in



JOSEPHINE HAYWOOD was crowned "Miss Outdoor Show Business of 1953" by J. W. (Patty) Conklin Wednesday (2) at the annual banquet-ball of the Showmen's League of America in the Hotel Sherman, Chicago. Miss Haywood was the joint entry of the Thomas Joyland Shows and Lipsky Concessions. Thirty-two competed for the top honor in the League-sponsored contest which grossed in excess of \$18,000 and swelled the club's membership. Besides Conklin, other members of the League's contest committee were Al Sweeney, Ned Tori and Harry Duncan.

6 Tracks Set Stock Racing

DAYTONA BEACH, Fla., Dec. 5.—Six more race tracks will be operated under sanction agreements with the National Association for Stock Car Auto Racing, Inc., during the 1954 season, President Bill France said today.

Agreements have been signed with James Novak for Sharon Speedway at Burghill, O.; with C. W. Ibbs for Stoneboro, Pa., Fairgrounds track; with Eugene Sluder for Asheville-Weaverville Speedway at Weaverville, N. C.; with F. J. Bland Jr. for both Palmetto Speedway in Columbia, S. C., and Newberry, S. C., Speedway, and with Jerry Earl for Ontario County Fairgrounds in Canandaigua, N. Y.

conjunction with The Billboard's Music Year Book.

With the suspension of this annual in 1948, Robbin began to spend most of his time in outdoor show business. In recent years he was a familiar figure at the Chicago convention and winter fair meetings. Annually at fair time, he traveled the route of Midwestern and Southern fairs and numbered among his close friends many prominent in the outdoor show world. He was a member of the Showman's League of America.

Robbin was born in Chicago January 11, 1917. Shortly after his graduation from grade school his mother passed away and he spent his high school years as a resident of the Marx Nathan Orphanage on Chicago's West Side. In June, 1934, he was graduated from the John Marshall High School, left the orphanage, and went to work for Goldblatt

(Continued on page 70)

Leo J. Cremer, Rodeo Head, Dies in Crash

BIG TIMBER, Mont., Dec. 5.—Leo J. Cremer, 61, rodeo producer, rancher and former State senator, was killed here Saturday (28) when he lost control of a pick-up truck and attempted to jump to safety. He suffered a broken back.

Cremer, who was born in Wisconsin, migrated to Montana while a young man. He expanded an original homestead plot into an 82,000-acre ranch and in 1921 entered the rodeo producing business as a sideline.

His producing business grew thruout the years and during '53 he handled rodeos at five major fairs and two other events. The

(Continued on page 59)



LEO J. CREMER

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WITH THE LADIES

Virginia Kline Describes Gowns, Color at SLA Ball

By VIRGINIA KLINE
CHICAGO, Dec. 5.—The 41st annual banquet and ball of the Showmen's League of America possessed an air of royalty this year in honor of Miss Outdoor Show Business and the costumes of those attending sparkled with color, probably outdoing any of the preceding 40 events.

Josephine Haywood, winner of the title, looked every inch a queen, even without her crown and royal robes. She was dressed in a floor-length Hattie Carnegie gown of misty white net, the bouffant skirt billowing around her feet. And her court, which included the four runners-up, were equally garbed in splendid costumes.

Mrs. Hazel Maddox wore a lace model in Venus pink; Miss June Tate came in lace in a soft rose beige shade; Mrs. Marion Shuford wore a royal blue sequined gown, and Mrs. Sol Wasserman chose a mauve pink lace number, the undulating flounces of net sweeping the floor. And each carried a huge bouquet of red roses.

Mr. and Mrs. J. P. (Jimmy) Sullivan led the grand march, Mrs. Sullivan in a Fath gown of white net, her stole of white in marked contrast to her bouquet of American Beauty roses. The League's incoming president, C. J. Sedlmayr Jr., and his wife followed, the latter in cloud white of subtle lace. Mrs. Al Sweeney, who came next on the arm of her husband, wore an ankle-length gown in black and white. The Ned Tortis were next in the procession with Mrs. Torti wearing ice blue, the bodice form-fitting and the net skirt bouffant, while Mrs. Maurice (Lefty) Ohren, came behind them, in a brocaded petal pink costume. The annual cocktail party, held

by Patty and Frank Conklin preceding the ball, was attended by a huge throng of sparkling-gowned women. Mrs. Conklin received the guests in a bronze green Paquin number, her long gloves of gold mesh and her flowers of bronzed green. Mrs. William Schmidt Jr., chose a charcoal Pattulos model with unusual laced sandals of shaded black tones, while Mrs. Elwood Hughes came in a topaz gold satin model, the Edwardian color framing her face.

Mrs. Art Briese was attired in black with a low bodice and Mrs. Jack Arthur also wore black lace with paths of shirred chiffon. Darker shades were also selected

by Mrs. William Carsky, her's in taffeta and Mrs. Robert Doxon wore black etched with white. Camellia pink in soft lace was selected by Mrs. Jack Ray, while Ida Cohen wore midnight blue under her cape of mink. Mrs. Steve MacEachern chose black net with insets of shirred ruching and Mrs. Fred Salisbury a black net with dramatic peek-a-boo slip ruffled with red and green.

Black Velvet
The lush black velvet gown chosen by Mrs. Neil Webb was embroidered with misty pearls, while Mrs. Jerry Mackey's Ceil Chapman model in sun brown was made more colorful by a corsage of orchids. Mrs. Ben Weiss came in a Larry Aldrich gown in apricot pink, the bodice almost off-the-shoulder, the skirt fitted to the knee where it flared. An imperial blue gown, the bodice embroidered in beads and a corsage of tiny yellow roses made up Margaret Hock's costume. Miss Evelyn Hock was attired in cloisonne blue lace, the tiny shrug jacket of cobweb lace, the bodice beaded in crystal beads. Mrs. Al Wagner came in a Nettie Rosenstein number in moonbeam blue, her corsage formed of four orchids. A Kelly green ankle-length gown was worn by Viola Black Moore.

The Texas delegation made a charming picture. Mrs. Joe Murphy was in stark black, the bodice in solid patterns of black sequins. Mrs. Bob Harris selected a pastel shade of transparent lace with chiffon, Mrs. Chuck Moss in lace, the creamy pink tint doubly softened with folds of net at the neckline. Mrs. Fred Tennant's gown was accented by a

(Continued on page 68)

ELECTRICAL LOCK NSA Installs New Card Key Lock System

NEW YORK, Dec. 5.—A card key lock system was installed Wednesday (2) on the front door of the National Showmen's Association quarters, and Executive Secretary Ethel Weinberg started distributing the blue entry cards to members. The mechanism, purchased from Card Key System, Inc., of Burbank, Calif., is in wide use thruout the nation, and was deemed practical for the NSA after a study was made of

(Continued on page 59)

New H&M Org Bows in May

WEST BROWNSVILLE, Pa., Dec. 5.—C. A. (Heavy) Hannah and S. D. McMasters announce plans for a new show, to be titled H. & M. Amusements, which they intend to put on the road the first week of May, 1954.

Tentative plans include a lineup consisting of a Snake Show, Ferris Wheel, Octopus, Barrel of Fun, Chairplane, Merry-Go-Round, three kiddie rides and 10 to 15 concessions.

Show winter quarters, slated to open April 1, has been established at the Elizabeth, N. C., fairgrounds, but some work on equipment is currently being done in Tampa. The new operators report the signing of six Southern fairs, slated to begin the week after Labor Day.

Weiss Bingo Set With Denton Unit

CHICAGO, Dec. 5. — Bennie Weiss, bingo operator, reported here the booking of a unit with Johnny Denton's Gold Medal Shows for the 1954 season. Weiss additionally operates independently at a number of large Eastern fairs.

While here Weiss also negotiated for a full installation at a proposed new Eastern funspot.

Prell Preps For Florida Fair Route

CHICAGO, Dec. 5.—With his Florida fair season nearly jelled, Sam Prell, owner-operator of Prell's Broadway Shows, this week predicted that the winter dates would keep pace with the earnings registered last year.

Prell said that the booking of the Florida events was becoming more complicated as other units headed for winter work in the sunshine territory. However, he said that his route would be full and similar to that played for the past several years.

The outlook for the coming season was good, Prell said. Last season the show struggled thru still dates with the weather taking its toll. The fair dates, however, were a full 25 per cent ahead and the season, on the whole, was excellent as a result.

While Prell claimed a fall fair route virtually set, no announcement of the dates will be made for several weeks pending the possible signing of a couple of major events. Prell said about 15 events would be on his route.

Joe Prell is presently handling the major booking chores while Abe Prell is supervising work in winter quarters on a stepped-up schedule. Ben Prell will join prior to the Florida opening.



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CHI CONVENTION NEWS, NOTES

'Dancing Waters' Set to Tour With Royal American, C.&W.

CHICAGO, Dec. 5.—"Dancing Waters" will take to the road in '54 with two railroad carnivals, it was disclosed during the outdoor convention here this week.

One unit will be out for the full season with the Royal American Shows. Another will be with Cetlin & Wilson Shows for five weeks of fairs.

Harold Steinman and Sam Shayon, co-owners of the spectacular attraction, handled the negotiations with Carl Sedlmayr, Royal American owner. Pat Purcell closed for the water show with the Cetlin & Wilson Shows, Jack Wilson of the latter revealed.

"Dancing Waters" made its first appearance under canvas at the '53 Eastern States Exposition, Springfield, Mass., and did big business, scoring grosses in excess of \$2,000 on some days. Subsequently, it was presented under canvas at the Texas State Fair, Dallas.

In discussing plans for the Cetlin & Wilson back-end, Jack Wilson said that Earl Purtle will have the huge Motordrome which has been at Palisades Park, N. J., on the show in '54. Purtle had a drome on the C. and W. during the past season, but the one he is taking out of the park is considerably larger.

Floyd E. Gooding announced that he closed for Leo Carroll's chimp-monkey show, the Riviero Troupe's Globe of Death, Art Con-

verse's Side Show and fat family, Irving Miller's jig show, and two glass houses owned by Harvey Wilson to work under his banner in '54.

Don Franklin, owner of the shows bearing his name, announced his No. 1 show will carry 15 rides, including a new Rock-o-Plane. An office-owned glasshouse is to be added. Shows booked on include a pin-head show, owned by Doc Ward, who also will have a live pony ride. Dutch Bowden, of Houston, has booked on three rides. James Ayres again will produce the midway show. Two new light towers have been purchased for the second unit. Winter quarters have been established at the New Braufels (Tex.) Fairgrounds, which, Franklin said, provides better facilities than the previous site.

Harry Mamos, formerly with W. G. Wade Shows, has booked his Rock-o-Plane, Octopus and bingo with the Gem City Shows, Don Greco of the latter organization announced. . . . Wilno, the cannon act, has been signed to tour the full season with the World of Today Shows, Curley Reynolds, World of Today owner, announced. . . . Ben Sawyer, concession manager of the Saginaw (Mich.) Fair was on hand after recovering from illness which had hospitalized him for three weeks.

Charlie Hodges will have a Side Show, revue, posing show and illusion show on the William T. Collins Shows, Billy Collins announced. Johnny Morton's Space Ship also is set to tour with Collins, with Morton to serve as lot man. Concessionaires to go out with Collins include Morris Blustein, novelties; Jack Lindsey, bingo, and Jimmy Cassidy, glass pitches. . . . L. J. Heth, owner of the L. J. Heth Shows, announced he had contracted three Illinois fairs, Mount Carmel, Altamont, and Harrisburg. He also reported that he had purchased new light towers and a new Rock-o-Plane. He was accompanied to the convention by his right hand man, Joe Fontana.

Mr. and Mrs. J. Casey, accompanied by their young daughters, Cecelia and Helen, planned in from Winnipeg. The two gals and Mrs. Casey attended three banquets in as many nights, sitting in on the Caravans, NAAPPB and SLA events. . . . Gus Pappas, manager of William T. Collins No. 2 unit, passed out cigars. The reason: a new addition, a girl, born November 14 on his wedding anniversary. . . . Jack Vinson booked a caterpillar and dark ride with the Amusement Company of America and placed a corn game, cookhouse and other concessions with the Mighty Hoosier State Shows.

J. Dan Baldwin, manager of the Kentucky State Fair, received the Breeder's Gazette annual trophy for the biggest improvement in livestock shows during 1953. The award was presented at the opening session of the fair managers' meeting by J. O. Matlick, president of the American Agricultural Editors' Association, and former manager of the Louisville annual. Last year's trophy went to the Indiana State Fair.

Archie Putnam, secretary-manager of the Northern Wisconsin District Fair at Chippewa Falls, was forced to leave the meetings on Tuesday due to family illness. Doug Baldwin took over his job as chairman of the nominating committee of the International Association of Fairs and Expositions. C. G. (Pete) Baker, manager of the Oklahoma State Fair, proudly presented tie clasps to a number of his friends in observance of the recent ground-breaking ceremony at the Oklahoma City new plant. The clasps, in the form of spades, were engraved on the back.

Five Mississippi fairs were represented at the meetings by their forestry queens. Included were Mary Ann Mobley, Brandon, State winner, and four finalists, Nancy Winders, Michigan City; Eva Jordan, Mount Olive; Arline Coker, Toomsaba, and Francio Garman, Isala. While in Chicago,

they attended the stock show, and were prominent at the Showmen's League of America banquet and ball.

Walter D. Nealand, enthroned in this Miss Outdoor Show Business booth thruout the week, was attending his first convention since 1938. A tub thumper thru the years for some of the nation's leading circuses and carnivals, Walter had his ear close to the hard surface of the Sherman lobby catching the echoes of the vocal maneuverings.

Bob Schoffner, assistant to Dr. J. S. Dorton at the North Carolina State Fair was in town to attend the National 4-H Club Congress. Bob found it impossible to participate in a dual role and after a hurried hand shaking round of the Sherman returned to the Hilton, the farm boys and girls and the International Stock Show.

J. C. McCaffrey of the Amusement Corporation of America, and Sam Lewis, president of the York (Pa.) Interstate Fair, celebrate their birthdays on the same day, it was learned. The happy occasion takes place in February and Lewis is eagerly looking to his 80th stanza.

Roy (Pepsi-Cola) Jones bounced all over the place doing his best to create a thirst for his product among the folks who annually dispense millions of gallons of carbonated beverages. He had capable assistance all along from his wife, Ruby.

Big Hearted Bennie Weiss got a report here that his brother, Harry, was operated on successfully in a New York hospital. A recuperation period and he'll be fine, the report said. Bennie and Martha, with two weeks of socializing in New York and Chicago behind them, made a bee line for their Miami Beach home and sunshine.

Paul Huedepohl, NAAPPB executive secretary and his assistant, Belle Cohen, hunted hide away spots immediately after the convention. Even so Paul was talking about a "bigger and better" show in 1954.

Bie Smuckler, operator of Highland Park, Meridian, Miss., bought one of the Tubs-o-Fun ride units exhibited at the trade show by the Hampton Amusement Company of St. Louis.

L. Custer, of the Custer Specialty Company, builders of the Bubble Bounce, was lodged behind a card table at the trade show and armed only with a handful of descriptive material. Business was good, he reported, despite the lack of heavy demonstrating units.

Ray Marsh Brydon, on the sick list the last several months, showed up at the conclave some 27 pounds lighter than his normal weight, and anything but his former self. He stuck it out to the finale, however, and then departed for Columbus, Ga., where he enters St. Francis Hospital, to remain until he succeeds in driving the miseries from his body. . . . J. Richmond Cox, set to return to World of Mirth as press agent in 1954, left Chi early Thursday (3) to return to his home in Spartanburg, S. C., where he will rest until he comes up with a winter connection.

WLW Promotions, Inc., Cincinnati, was represented at the conclave by the affable Ken Smith, "Midwestern Hayride" impresario, and his able assistant, Bill Querner. . . . Carl J. Lauther sprinted back and forth thru the Sherman lobby like a young colt, having shed some 47 pounds during the season just ended. He attributed the melting of the suet to hard work, and said he has never felt better. . . . Cliff Wilson, Snake Show topper, for more than 20 years a Royal American Shows stalwart, hopped from the Windy City to his native Cincinnati to try to inveigle his mother to accompany him to his home in Miami for the winter. Cliff put in most of his time at the meeting scouting for attractions for the State Fair of Texas, Dallas, where he will again have charge of the midway shows in 1954.

Ethel Robinson, booking agent for the Polack Circuses, is in Grant Hospital, Chicago, for a check-up and treatment. She expects to be back in her office soon.

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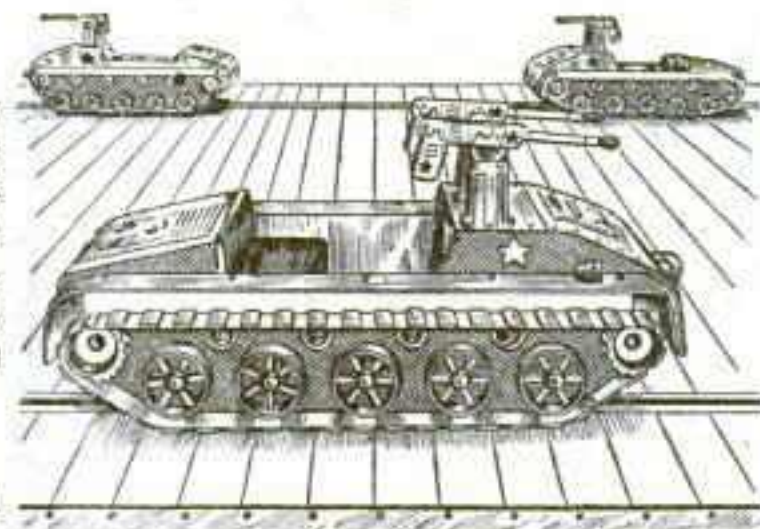
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Lewis Joins Metropolitan; 5 Fairs in New Area Set

CHICAGO, Dec. 5.—Art Lewis, former railroad show owner and manager who returned to activity in the carnival field last season after a long absence, has joined the Metropolitan Shows as general manager, it was announced here this week by Shirley and Sam Levy, owners.

Metropolitan, which went on rails last year for the first time, also announced the signing of Frank Spina as business manager,

Peasey Hoffman as special agent and the appointment of J. J. McCall as superintendent. Bobby Kline is the general agent.

Spina was associated with Art Lewis last year in the operation of the John H. Marks Shows. Lewis abandoned a plan to buy the Marks show at the beginning of the fair season after operating the unit thru the still-date season.

Sign Five Fairs

Before leaving here Lewis announced the signing of contracts with fairs located in Jackson, Tenn.; Meridian, Miss.; Gadsden, Ala., and Hope and Pine Bluff, Ark.

Mrs. Levy said the show would strictly route in new territory, abandoning the East where it operated for many years as a truck unit, the Lawrence Greater Shows, and thru its first season on rails.

Lewis and Kline will make the Midwestern fair meetings. Lewis predicted a full route in the territory based on preliminary booking efforts.

Last year the show built its route around the key spots it had played as a truck show. The looked-for increase in grosses at these events failed to materialize, Mrs. Levy said, due to economic conditions and the season, consequently, fell below expectations.

Ray Cramer is in charge of winter quarters and activity there will get underway on a full schedule January 10. The plant is located at Ensley, Ala., a few miles from Birmingham, where show execs will headquarter.

Cramer will have the Side Show, Bob Perry the Motordrome and Clarence Saunders the Minstrel Show, Mrs. Levy said.



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BIG NSA PRIZE STILL WAITING FOR 'DOTTIE'

NEW YORK, Dec. 5.—They're still seeking the winner of the big prize, at the National Showmen's Association. The \$500 U. S. Savings Bond was won at the open house Tuesday (24) by a person whose first name is Dottie and who lives in Larchmont, N. Y., but the last name on the stub is not legible. Letters have been sent out to persons whose names look something like that written on the stub, but none of them has turned out to be Dottie. The stub number is 41912.

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St. Louis Club Renominates John Gallagan

ST. LOUIS, Dec. 5.—John Gallagan, president of the International Association of Showmen, was nominated to succeed himself at the first fall meeting of the club held here in the clubrooms.

Gallagan reciprocated by turning over to the club a check for \$550.60, the proceeds from a benefit held on the Gooding midway at the Huntsville, Ala., fair. Morris Lipsky also presented a check in the amount of \$610, which came from a benefit given by the Gooding organization at the Atlanta fair.

The nominating committee included Lipsky as chairman along with Jim Flannagan, Fred Proper, John Delaney, Eddie Campbell, Don Donnelly and Ralph Hoffman.

A total of 51 new members were introduced and plans for the club's December 12 children's party were discussed.

Joe and Nell Palmer, after leaving Crystal Beach, Ont., visited Cleveland and then motored to Virginia Beach, Va., to visit Mr. and Mrs. I. Biscow. After leaving the Beach they will motor to Miami for the winter. Mrs. Palmer is the popular Nell Coulter of Crystal Beach.

Carnival Routes

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Cincinnati 22, O.

(Routes are for current week when no dates are given. In some instances, possible mailing points are listed.)

Big State: El Campo, Tex.
Dion, Ted: Montgomery, La.; Evergreen 14-19.
Glades Am. Co.: Immokalee, Fla.
Helman United: Loreauville, La.
Miller, Ralph E.: Vacherie, La.
Scott, Turner, Rides: Daytona Beach, Fla. (season ends).

Circus Routes

Send to
2160 Patterson St.
Cincinnati 22, O.

Gould, Jay: Fayette, Mo., 8; Salem 9; Sikeston 10; Willow Springs 11; Bolivar 12; Vandalia, Ill., 14; Bunker Hill 15.
Harris & Rowe: Clarksdale, Miss., 8-12; Dyersburg, Tenn., 14-18.
Rice Bros.: Logansport, Ind., 8-12; Muncie 14-18.

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CONVENTION SESSIONS

NAAPPB Conclave Puts Spotlight On Funspot Promotions, Problems

By TOM PARKINSON
CHICAGO, Dec. 5.—Conventioners at sessions of the National Association of Amusement Parks, Pools and Beaches here this week heard the results of a welter of promotion ideas and traded tips on how to frame attractions for best results.

Presentations included off-the-cuff comments from the convention floor as well as formally prepared panel discussions and papers. First day, Monday (30), was given largely to committees' and officers' reports. Tuesday (1) and Wednesday offered a steady run of discussions and speakers.

President George A. Hamid called the convention to order and opening comments were made by R. M. Spangler and Program Chairman A. B. Gurtler Jr. Hamid's president's report summarized the year and was mostly about efforts to have the federal admission tax repealed.

Chauncey A. Hyatt invited members to the morning pool and beach sessions. Edward L. Schott summarized the financial report of the annual trade show. Julian H. Norton described plans for social events, and John J. Dineen announced winners of exhibit awards.

Harry J. Batt, legislative committee chairman, urged members to write their congressmen and outlined plans for seeking repeal of the 20 per cent tax. Joseph Malec told of agreements worked out by the music royalty committee.

Members of the American Recreational Equipment Association were identified by AREA President Russell Jones as "the old reliables who stuck by you in war years," and he asked that park men in turn support AREA members now.

Co-Op Ad Pays

John Dineen told that the New England Association of Amusement Parks and Beaches enjoyed good results this year from a co-operative advertisement placed in the Boston Post. The association received 268 queries from potential picnic buyers. William Tarr reported on the summer meeting of the Pennsylvania Amusement Park Association.

NAAPPB Secretary Paul Huedepohl declared that were it not for newcomers from the coin-operated ride business, there would be vacant space in the exhibit hall and he said the coin industry has no show of its own, allowing it to dovetail with the park show. Treasurer A. L. Filogrosso's report showed a substantial surplus for the year, and Membership Chairman Allan E. MacNicol said there were 436 members. He also reported that 500 copies of the NAAPPB's history of the park business remain unsold. William W. Muar announced the nomination of directors, and they were elected.

Tuesday: Promotions

"Cash, Tickets, Turnstiles" was the title for a panel talk opened by Dr. L. H. Firestone, who observed that installation of turnstiles would bring savings in personnel, but also new and different expenses in personnel. He said that advisability of using turnstiles varied among spots and recounted that his park did not use them but that a fair in which he is active has installed them.

J. R. Singhiser said turnstiles, tickets and registers give improved cash control, but that the best control was to hire honest employees. He said his spot at Louisville had been successful in this respect by using older men on pension from other companies and seasonal employees. In Kentucky these are tobacco men and they also work well, he said. Use of turnstiles on rides eliminates re-ride business, he stated, but can be used elsewhere. Relief sellers should be the most trustworthy, and unannounced checkers can be beneficial, according to the speaker.

Fred Pearce Jr. advised hiring a commercial detective agency and suggested that employees know this has been done. Most of the speakers said cash pick-ups were made regularly, mostly to

forestall chances of robbery. John Coleman told of a new device perfected for his park which is a combined turnstile and register. He said it has increased re-rides from 32 per cent of the total to 66 per cent.

Tax Organization Told

Ernest C. Wright, regional commissioner of the Bureau of Internal Revenue, enumerated changes in that agency's organization as made during the Truman and Eisenhower administrations. Wright said he was not prepared to discuss specific questions about the admission tax.

Gerald P. Price, Glen Echo Park, Glen Echo, Md., opened his discussion of "Outstanding Promotions" by observing that newspaper advertising must be maintained as regular fare, while promotions are needed to generate extra excitement. Promotions should be only with highly respected groups, he advised. Price said 75 per cent of his campaign was aimed at youngsters, their mothers were next and the fathers got little attention. Tourist trade is important at his spot near Washington.

Promotional steps he listed included a clown visiting school yards, merchant tie-ins for personal appearances on radio and TV name people, appearance of two bands at once, booking of an all-girl band, showing of the "Howdy Doody" show, network

broadcast by Stan Kenton from the park, a big joint project with a meat wholesaler which drew 75,000 people in four days and scored \$5,000 worth of advertising for \$30, and a Pepsi-Cola day during which 600,000 bottle caps were turned in for free rides. Price said he credited promotions for boosting Glen Echo's gross to its highest point in 43 years despite the drop in general business at Washington.

Harry Storin, Agawam, Mass., said that the park was pushing major industrial picnics, a field comparatively new in that area. He said an appearance of the "Howdy Doody" show was so successful that five shows were given on a single Sunday and that the show was able to repeat at the park eight weeks later and again at the fair.

Jack Gurtler's promotion at Elitch's Garden, Denver, upon the filming there of a movie about the late Glenn Miller won 768 inches of newspaper space. The Denver Post combined with the park to put on a movie ball for 5,000 people at \$1.50, the Air Force band that formerly was Miller's appeared, and the park staged a pre-ball build-up with Arthur Murray's Studio.

Julian Norton, Lake Compounce, Bristol, Conn., said the "Howdy Doody" show succeeded there and that unexpectedly good

(Continued on page 57)

PARK GROUP NAMES FOEHL PRESIDENT

Pearce, Plarr, Dazey Elected; Huedepohl in; New Directors Set

CHICAGO, Dec. 5.—Elmer E. Foehl, vice-president and general manager of Willow Grove Park, Willow Grove, Pa., was elected president of the National Association of Amusement Parks, Pools and Beaches here this week. Directors of the NAAPPB announced their selection on Tuesday (1).

Foehl succeeds George A. Hamid, of George Hamid & Son, New York. Other officers include Fred W. Pearce Jr., Walled Lake Park, Detroit, first vice-president; Robert L. Plarr, Dorney Park, Allentown, Pa., second vice-president, and Don Dazey, LeSourdsville Park, LeSourdsville, O., third vice-president.

Paul H. Huedepohl was re-elected executive secretary of NAAPPB, and A. L. Filogrosso was re-elected treasurer.

Those named to the board of directors include John Dineen,

Hampton Beach, N. H.; Carl E. Henninger, Kennywood Park, Pittsburgh; Carl A. Sinclair, Meyers Lake Park, Canton, O.; Gerald T. Price, Glen Echo, Md.; James Stewart, State Fair of Texas, Dallas, and Robert E. Freed, Lagoon, Salt Lake City.

Harry J. Batt, of Pontchartrain Beach, New Orleans, was appointed to head up the legislative committee again this year.

THRU VENDING

Pepsi Aims Bounce At Funspot Field

CHICAGO, Dec. 5.—Pepsi-Cola is expanding its financing of vending machine operations to include operators in the amusement park field in the hope that the move will spur the sale of its sirup product in the outdoor field.

The financing of cup vending machines, inaugurated during the past year, was limited to operators of vending routes until now. The park men will be invited to participate in the plan, it being thought by Pepsi officials that the park field is not attractive to the full-time route operator because of the high percentages needed and demanded for installations.

Pepsi believes that it can demonstrate that the location of cup vending machines by funspots will increase their drink business rather than siphon off sales from the established stands. They say that fringe areas within the structure of many amusement parks, such as picnic groves, the areas adjacent to ball fields and other zones which attract only a small amount of traffic can best be serviced by the cup machines rather than by the erection and manning of permanent stands.

Tested at Rye

The plan was reported tested first last summer at Playland, Rye, N. Y., with excellent results. The sales thru the venders averaged around 1,500 cups a day thruout the season, it was said. The drinks are vended for 10 cents.

Paul Little, head of Pepsi's vending division, set up the financ-

COMPO Renews Pledge to NAAPPB On Tax Repeal Fight

Chi Confab Hears Renewal; Batt Renamed Legislative Comm. Head

Continued from page 1

the committee for '54. New president, Elmer E. Foehl, also appointed Hamid to the committee. Hamid and Robert Coyne, COMPO counsel, who was originally scheduled as an NAAPPB convention speaker, are to confer next week in Washington, it was disclosed.

Among those who participated in the tax discussions at the park men's sessions were Richard Geiss and Dick Geiss, Rockaway's Playland (N. Y.) ops; Tom Archer,

president of the National Ballroom Operators' Association; Mickey Doolan, Chicago Kiddieland owner, and Robert Martin, secretary of the National Association of Roller Rinks.

The International Association of Fairs and Expositions, which held its conventions concurrently with the park men at the Hotel Sherman, took no formal action on tax repeal but heard a report from the government relations committee chairman, Bligh A. Dodds, of Gouverneur, N. Y., that no further easing clarification of the tax as it applies to fairs can be made by the Internal Revenue Bureau except thru legislation.

Some fairs, it was disclosed, were availing themselves of a ruling that eliminates tax on grandstand admissions when the attractions include an agricultural speaker. Some fairs, it was reported, provide free standing room in the grandstand area, which puts the show in the free attraction classes, and such seats sold are classified not as admissions but as superior accommodations.

Island Park In Store for Oslo Harbor

OSLO, Norway, Dec. 5.—The local committee which has been working on plans for a big folk park has drawn up tentative plans for a park that will occupy an entire island with a ground area of about one square mile. The cost of building the Tivoli, or amusement park section, is estimated at \$2,908,500 and cost of laying out of other open-air recreational facilities is tentatively set at \$1 million.

Plans call for a scenic railway and other rides, open-air stage, open space for big celebrations, music shells, concert hall, illuminated fountains, a big restaurant and lunch rooms, and two large buildings which can be used for amusements or exhibition or convention halls. Secretary Mowinkel-Larsen, of Norway's annual Commercial Fair, said the site chosen is the Hovedoya (main island) in the harbor of Oslo, adjoining the historic Akerhus Castle, one of the city's prime tourist attractions.

To begin with, the island will be provided with a shuttle service of small excursion boats, but plans call for future construction of a \$2,475,000 high level bridge.

Bandstand Set For Cele at Garden Pier

ATLANTIC CITY, Dec. 5.—A bandstand, lighted water fountain and seating arena for 1,400 persons will be constructed on Garden Pier to be ready for opening of the resort's Centennial Celebration next summer, it was announced following a conference of the city commission. Director of Public Works William F. Casey said he expects to advertise shortly for bids on the construction.

The bandstand, with a 50-foot stage, will face toward the sea, but will have walls of glass, Casey said, so that while listening to the concerts the audience will see the fountain thru the rear of the stage. The fountain will be made in three tiers so that the water will cascade down it while changing colored lights will play on it.

The seats extending toward the sea will be ramped over a six-foot elevation. The entire area will be in the center section of the pier where the decking is now being completed.

Work on the front section has been completed, with the building of two one-story structures containing reading rooms, rest rooms and garden plots in the center. Removal of buildings, redecking and construction of the two front buildings has brought cost of rebuilding the pier to about \$1 million thus far.

Price Takes Program Prize; Hamid, McIntyre, Malec Win

CHICAGO, Dec. 5.—Gerald P. Price, manager of Glen Echo Park, near Washington, D. C., was awarded the N. S. Alexander Award for the best program appearance at the convention of the National Association of Amusement Parks, Pools and Beaches.

He spoke Tuesday (1) on "Outstanding Park Promotions" and detailed promotional activity at Glen Echo. Don Dazey was chairman of the awards committee.

George A. Hamid, outgoing president of NAAPPB, was presented with the Andrew S. McSwigan Award for outstanding service to the park industry. The citation was made for Hamid's legislative work during his term. He also received the President's Plaque.

O., received the A. R. Hodges Award for the best program appearance at the pool and beach sessions of NAAPPB. He discussed pools in Columbus.

Joseph Malec, Peony Park, Omaha, was awarded the Harry J. Batt Award for the most outstanding promotion. He outlined the TV show produced by his organization to publicize Peony Park.

Two special awards were created and awarded this year for "the most outstanding promotion of the Roller Coaster." This was the National Amusement Device Company Trophy. Recipients were Rockaway's Playland, New York, and the Cinerama company for the scenes in "This is Cinerama," a movie, that shows the Coaster at Rockaway's.

AREA Elects Brockway; Hamid Cites Ride Needs

CHICAGO, Dec. 5.—B. H. Brockway, vice-president of Concession Supply Company, Toledo, was elected president of the American Recreation Equipment Association at its annual meeting Monday (30) at the Hotel Sherman. He was vice-president last year and succeeds Russell G. Jones, of the William B. Berry Company, Boston.

New vice-president is Arthur Sellner, of the Sellner Manufacturing Company, Faribault, Minn.; Ben O. Roodhouse, Eli Bridge Company, Jacksonville, Ill., was re-elected secretary and Fred L. Markey of the Dodgem Corporation, Exeter, Mass., was re-elected treasurer.

Those elected to the executive board were R. D. Robertson, Miniature Train Company, Rensselaer, Ind.; Fred T. Lauerman, Lauerman Bros., Chicago, and Russell G. Jones.

Insurance Talk

Lauerman, member of the program committee, gave a brief talk about ride insurance. The scheduled principal speaker, Jay W. Daniels, was ill and unable to attend.

George A. Hamid and Paul Huedepohl, of the National Association of Amusement Parks, Pools and Beaches, welcomed AREA members to the conventions and trade show. Hamid stressed what park owners declare is a need for new adult rides to draw teen-agers and parents back to the parks. He said that while kiddie rides were popular and successful the adult rides were basic to park operations.

Members discussed matters of ethics and discipline among ride

makers. About 40 persons attended the dinner meeting at which John C. Allen, of the Philadelphia Toboggan Company, and William Rabkin, International Mutoscope Company, New York, also took part.

Chi Trade Show

Continued from page 52

the show the best ever for his firm. In addition to showing a new car for the Pretzel unit, Cassidy has taken over and is handling the sales of the Toonerville Trolley, a unit built in part by his firm for the late S. B. Ramagosa.

Honor Rock's Spot

Bill de L'horbe and Aurel Vaszin, of the National Amusement Device Company, reported business some better and prospects good. The firm presented Rockaway's Playland a plaque for the part it played in having a Roller Coaster featured in the unique film offering, "Cinerama."

L. Custer, of Custer Specialties, reported business good. Hodges Amusements said that business was up to last year and near the saturation point. Jack Eyerley, of the Eyerley Aircraft Company, said that business was good with the emphasis being on major equipment. R. E. Chambers, of R. E. Chambers, Inc., said that prospects were considerably better than a year ago. Eli Bridge apparently will need only the production of its new unit along with its big wheels to have a banner year. Ray Lusse, of Lusse Bros., said business was much better with a number of new installations, rather than replacements, in view for the costly Skooter units. The Miracle Whirl Sales Company is reported interested in its new, compact kiddie Merry-Go-Round.

Fred Markey, of the Dodgem Corporation, reported interest beyond expectations in its new ball throwing game, the Bull Pen. The company also got good results with its Dodgem units.

Supply Units Popular

Among the concession supply people the reports were pretty much the same. Crazy House Pop Korn, Inc., is seeking to introduce its \$5,000 unit to Kiddie-

NATIONAL WINS TOP NAAPPB SHOW AWARD

CHICAGO, Dec. 5.—The National Amusement Device Company won the John R. Davies Sweepstakes Award for the most meritorious exhibit. Honorable mentions in this category were won by Exhibit Supply and Animated Displays Creators, Inc.

The William Berry Company won the Charles S. Wilson Award for the most meritorious exhibit of equipment or supplies. Honorable mention was given to the Charles E. Hires Company and Pepsi-Cola.

The Pretzel Amusement Ride Company won the D. S. Humphrey Award for the most meritorious new device exhibited. Honorable mentions were awarded to Overland Amusements and the Miracle Whirl Sales Company.

The Dodgem Corporation won the Henry A. Guenther Award for the most meritorious exhibit in games (mechanical or manual operated) and/or Arcade equipment. Honorable mention was won by Chicago Coin Machine Company and Scientific Machine Corporation.

lands. Globe Ticket Company, exhibiting for the first time, reported excellent interest in its ducat line and control machinery. Aluminum Enterprises is angling for the concession field with light screened units that are designed to eliminate the problems often resulting from health regulations.

The MacGlashan Air Machine Company reported the sale of one of its novel, shoot-till-you-win galleries. Dave Evans, of Gold Medal Products, said business was 10 to 20 per cent better. Chuck Henderson got good results with his I. Q. Baseball pitching machine. Russ Jones, of the William Berry Company, reported business about the same. The Anshor Sale Company reported good business with their canvas products. The Stetson China Company also did well in its first participation.

Ray Oakes & Sons reported good business. A novel offering was that of the Armitage Fishing Kits. They also reported business

Chicago Convention Sessions

Continued from page 56

results came with the brief appearance at the park of a Budweiser long-string hitch of draft horses.

Robert Plarr, Allentown, Pa., pointed out that when bingo was ruled out there he sidestepped the problem by making bingo a free attraction at which the chance element remained. Prizes were given, but no charge was made.

"What Are Problems?"

A three-man panel discussed park problems and how they were solved. Harry Batt Jr., Pontchartrain Beach, New Orleans, said picnic business isn't possible there, so promotions are substituted. Among those used this season were Easter parade, tie-in sellouts, Mother's Day, Miss New Orleans, nightly fireworks, two-week free circus acts, nightly free acts, bathing beauty contest, Little Miss Dixie, Mrs. New Orleans, Junior Miss New Orleans, Father's Day, pony giveaway, 25th anniversary, 5 and 10-cent nights and Harvest Festival queen contest.

George Hamid Jr., Steel Pier, Atlantic City, told of a problem in the selection or limitation of patronage and said this was partly achieved thru the screening of picnic applications and the slanting of promotions and entertainment features on holidays to attract certain patronage.

Edward L. (Friday) Schott, Coney Island, Cincinnati, said he was assigned to the pool concession squad out of the Coney station. The stand had not shown any increase despite a larger number of swimmers being at the pool. His job? Find why. Continuing a "Dragnet" style, Schott said he "ran a make" on the stand and came up with some ideas. May, 1953, the improved layout was ready. Trial was held in the County of Clermont, State of Ohio, and the gross doubled while patronage went up 50 per cent.

Incentive Plan Muled

Several members discussed advisabilities of starting incentive

plans for employees. One spot offers a percentage bonus to those game operators who remain for the entire season. Another gives a similar bonus, while a third has a pension and insurance plan for those employees who work five or more months a year at the park.

Robert Plarr warned that municipalities are moving into the park field and that operators must be alert to stop the encroachment. He said that just as cities have gone into the swimming pool business to the detriment of commercial pools, so cities now are buying rides for their parks and more towns will be running kid-diellands and parks.

Ed Schott said that he believed it was better to lose a picnic contract than allow the organization to bring its own refreshments. Bud Gurtler stated that his place makes an extra charge for those who want to bring their own.

Wednesday Wind-Up

Roy Adams, of Institutions magazine, observed that real progress is being made not when a new customer comes but only when he comes back. He said repeat and steady business is more likely when parking space is available, food facilities are clean, washrooms are clean, other facilities are in top shape and employees are polite.

Robert Plarr spoke about the operation and merchandise of rides at his Dorney Park, Allentown, Pa.

John C. Allen, Philadelphia Toboggan Company, discussed operation of games, and John T. Gibbs, Beverly Hills, Calif., spoke on the same subject.

Don Dazey, Lesourdsville Lake, Middletown, O., discussed ways of merchandising foods.

Joe Malec, Peony Park, Omaha, described the ballroom TV show which his spot puts on. He credited it for a 100 per cent increase in business at the park. Four sponsors in addition to the park itself have been signed, he said.

Hoffmeister Settles Friese Rotor Cases

CHICAGO, Dec. 5.—An out-of-court cash settlement between Ernest W. Hoffmeister and Carl Friese has ended litigation in the United States, Germany and elsewhere over patent rights to the Rotor, amusement ride, it was announced here this week.

Hoffmeister, inventor of the ride, said in Chicago Wednesday (2), that Mason Kight, L. P. (Pat) Murphy and Elmer Velare, all of Long Beach, Calif., now own

patent rights to "manufacture, use and sell" Rotors in the United States. Hoffmeister is to receive royalties from them and they are building portable versions of the device.

The agreement, they announced, ends the suit filed in the Federal Court in New York by Friese against Hoffmeister. Hoffmeister's attorney declined to disclose the amount of the cash settlement.

Dube, North Licensed

At the same time, they announced that permission had been granted to Harry Dube and John Ringling North to operate their Rotor at Palisades Park under a license arrangement with Hoffmeister. Otherwise, the Dube and North organization is out of the Rotor business, it was said. They had acquired patent rights thru Friese.

Still pending in Chicago is a suit between Hoffmeister and Max Myers, of London, concerning the Rotor at Riverview Park, Chicago.

Hoffmeister's attorney, Clarence W. Archibald, of New York, charged that a patent issued recently to Myers for a Rotor ride is an "infringement" and that "some day we will probably have to protect our rights."

Velare announced that the first portable Rotor will make its appearance at the Battle of Flowers celebration at San Antonio in 1954.

The Hoffmeister group said that "there will be no movement" of existing U. S. Rotors "without arrangement with this group." In past seasons, the Riverview Rotor has been taken to the State Fair of Texas.

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PARKSTERS ASK VJ OBSERVANCE

CHICAGO, Dec. 5.—A resolution deploring the lack of public observance of VJ-Day, commemorating end of World War II, was passed by the National Association of Amusement Parks, Pools and Beaches in convention here this week. The action suggested that members of NAAPPB observe August 14 as VJ Day annually and urged them to work for wider recognition of the anniversary.

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Speakers' Backfield In Motion

CHICAGO, Dec. 5.—The free substitution rule dropped by college football this season apparently was adopted unofficially by the park operators' convention. There were five replacement speakers at the NAAPPB sessions and one at the AREA meeting.

Jay W. Daniels, principal speaker scheduled by AREA, was ill and unable to attend. Paul M. Hawkins, NAAPPB's Washington rep, didn't appear and President Hamid's talk filled in. William Tarr substituted for David Sterbergh in representing the Pennsylvania Amusement Park Association. Ernest C. Wright, Internal Revenue commissioner at Chicago, came in place of the commissioner at Washington, a set-up arranged earlier. George Milne, of Institutions magazine, sent Roy Adams in his place, and Robert Coyne, Council of Motion Picture Organizations, was replaced by Truman Rembusch, of the same group.

Ocean Beach Sets Record

NEW LONDON, Conn., Dec. 5.—Ocean Beach Park, city-owned-and-operated location, broke income records during the past season.

Beach Superintendent Augustus Menghi, in a report submitted to the Beach Board this week, disclosed that total net receipts, as of September 30, were \$241,639.58, compared to \$214,153.92 for 1952.

Danish Funspot's Showmen Elect Mrs. Garthausen

COPENHAGEN, Denmark, Dec. 5.—Lydia Garthausen was elected president of the association of ride operators, showmen and concessionaires of Dyrehavsbakken on Sunday (22). This is the first time a woman has been given the top post at this big amusement park. Mrs. Garthausen is a successful restaurant operator and president of the Copenhagen Restaurant Owners' Association. Copenhagen's Tivoli amusement park is also managed by a woman, Inge-Lise Bock.

CONCELLO QUILTS POST AS RINGLING MANAGER

North Starts for Florida to Take Active Control; McClosky Moves Up

• Continued from page 1

indications that North had asked for Concello's resignation as the climax of the latest in a series of differences between the two. Contacted by The Billboard, North said, "I have no comment at this time. Everything else will go on just the same."

McClosky In Command

Frank McClosky, who has been second to Concello, was placed in command of the show pending North's arrival in Sarasota. The latter left New York Friday. While McClosky's new status was said to be temporary and he apparently was to keep his present title, it was considered likely that he would step into Concello's former position as immediate subordinate to North.

No specific reason for Concello's departure was revealed by late this week, but it was known that he had threatened to quit a year ago and that subsequently he and North have argued about management of the show. A recent difference centered on whether to send the Ringling-Barnum winter unit to Havana for its annual holiday run. Concello reportedly favored skipping it this year because of unrest in Cuba. The engagement is scheduled to open December 18.

North to Take Charge?

One well-founded report was that North now has paid off all or most of the obligations he acquired when he succeeded in gaining control of 51 per cent of the corporation's stock, and that in this new position he asked Concello to quit.

North has declared that he will forego his 1954 trip to Europe and devote his full interests to the circus, traveling with it aboard his Uncle John's private car again. The same report said that North has cabled his brother, Henry Ringling North, to return from Europe in view of the new situation.

North has been quoted as saying Concello will have no connection with the circus. He

specifically pointed out that the seat wagons now are owned by the circus itself.

Show Owns Wagons

Those wagons were owned originally by Concello, who had them on the circus under a lease-purchase agreement. That agreement and similar arrangements under which he had an interest in supplying acts, props, floats and other show needs were part of the empire within an empire which Concello built during his tenure as general manager. Strongest factor in the Concello regime was the high portion of staffers who owed their allegiance to him.

McClosky, one-time rigger for the famed Lillian Lietzel, was among those brought on by Concello. Recent politicking in the show's command apparently had North and Harry Dube, program publisher, winning McClosky over.

Concello proved himself a brilliant exception to the rule that performers are not likely to be able managers. Starting as a member of a flying return act with the old Robbins Bros. Circus 30 years ago, he developed into one of the nation's leading flyers and then owner of several acts. He was with Al G. Barnes, Hagenbeck-Wallace and Sells Floto before going to Ringling-Barnum as a performer.

Ten years ago he was a partner with Clyde Beatty in the Beatty-Russell show and then owner of the Russell Bros. railroad show. After the 1946 season he sold out to Beatty and moved over to Ringling-Barnum as general manager.

His appointment to the Ringling position was understood to have been tied in with a loan he made to North at the time North was wrapping up control of the Ringling-Barnum corporation.

BEATTY SETS UP PHOENIX QUARTERS

Sand Forces Change for Movie Work; 3-D Film Scrapped and Replaced

PHOENIX, Ariz., Dec. 5.—Clyde Beatty Circus has moved from the winter quarters it set up at Deming, N. M., in October and has set up here to resume work on the new Beatty movie.

The Deming location was said to be too windy and sandy to permit operation of the motion picture

unit. There was a possibility that the show would return to Deming when the film work was completed.

All of the film done earlier, including that made of a street parade, straw house, new canvas and new wardrobe at Galveston, Tex., final stand of the road tour, has been scrapped, and the work has been started over.

The scrapping came with a decision to do the movie in Cinemascope instead of 3-D.

Meanwhile, at the Chicago outdoor meetings this week it was announced that Ralph Lockett has signed to be with Beatty as secretary next season. He will join the show in the West in February. Lockett last year was with the John H. Marks Shows and previously was with the Johnny J. Jones Shows for 16 years. As a youth he was with John Robinson Circus.

An announcement, which had Lockett going with a carnival in 1954 was premature.

Harry Golub, general agent of the show, represented Beatty at the Chicago outdoor meetings.

Two New Fan Groups Honor Jack Mills

CHICAGO, Dec. 5.—Jack Mills and Mills Bros. Circus won double recognition from circus fans this week. Edwin Gerhart and George Duffy, Fort Plain, N. Y., announced plans to raise the Jack Mills Tent of the CFA Wednesday (9), and Art McCall reported he and other Ohio fans had formed the Mills Bros. Ring, Circus Model Builders.

Mills and Fred Stafford will go to Fort Plain for the organizational meeting. Gerhart said that the tent has 12 members, and six members of the Utica, N. Y., tent also will attend. The meeting will be at the Manor, near Fort Plain.

Duffy, a veteran circus fan, annually takes 2,000 or more children to the circus in a county-wide activity that includes school bands and other organizations.

London Shows 3 Circuses

LONDON, Dec. 5.—There will be three circuses in London over the Christmas season this year. Jack Hylton will be putting on his second big top show at the Earl's Court, Tom Arnold has a novelty show lined up for Harringay Arena and Bertram Mills Circus will be as usual at Olympia. The Mills office just announced signing a 20-year lease for Olympia, a record booking in circus history here.

LOBBY MARATHON

Owners, Agents Make Chicago Outdoor Meet

CHICAGO, Dec. 5.—Most major circuses, indoor and outdoor, were represented at Chicago outdoor meetings at the Sherman Hotel this week for one of the best turnouts of circus brass in recent times.

While there are no formal sessions for circus staffers at the Sherman conventions, numerous circus people turn out each year. This time there were more owners and agents, and considerable booking and other business was negotiated. Most, however, were on hand for visiting.

Among outdoor circuses, Ringling-Barnum was represented by F. A. Boudinot, general agent; Harry Bert and Nat Green, all of Chicago. From King Bros. & Cristiani came co-owners Lucio Cristiani and Floyd King plus press

men Ora Parks and C. S. Primrose. Jack Mills, co-owner of Mills Bros. Circus, was accompanied by Fred Stafford and George Hodgdon.

D. R. Miller, co-owner of Kelly-Miller and Cole & Walters, was accompanied by Art Miller, general agent for Kelly-Miller. Harry Golub, general agent of Clyde Beatty Circus, was on hand. Tony Diano, menagerie owner, attended one day.

Among the representatives of indoor shows were T. Dwight Pepple and Mickey Blue, Polack Bros.; Bill Horstman and Vernon L. McReavy, Cole Bros.; Omer Kenyon, Hamid-Morton, with George Hamid attending park and fair sessions; Earl Shipley, assistant to Orrin Davenport, and Edna Curtis, partner with Noel Van Tilburg in the Minneapolis date.

HUGO, Okla., Dec. 5.—Al G. Kelly & Miller Bros. Circus has contracted Terrell Jacobs and his animal acts as a feature of the 1954 show. Jacobs, who already has moved his equipment into quarters here, will do five acts in the performance.

Plans call for the Jacobs arena to remain in place thruout the performance. His acts will include a lion group, a riding tiger and elephant, and a revival of the old-time aviating lion or balloon act.

A rhino purchased last spring has been delivered. It arrived at New Orleans too late to join the show in 1953 and was boarded at the zoo there until a truck could be sent for it this fall.

Three camels from the K-M herd have been taken on a nine-town route, where they are being used in Christmas parades.

A camera unit from WKHY, Oklahoma City TV outlet, came

Scotty the Clown reports that he is working Goldberg's department store, Baltimore, for the second Christmas season. He'll be there until Christmas Eve.

Lowell Kriel, clown, is working the toyland for Weiboldt's department store, Evanston, Ill.

King-Cristiani Wins Best Season; Tops Runner-Up by 20%

Show Moves Into Macon Quarters; Final Week Poorest of Season

MACON, Ga., Dec. 5.—King Bros. & Cristiani Circus is back in quarters in city-owned Central City park here after a road tour of 34 weeks and one day, which topped all previous records for the show.

Floyd King and Lucio Cristiani, co-owners, said the financial returns were the best in the five years of their partnership, topping the next best, 1951, by more than 20 per cent.

Season's total mileage was 15,125 covering 23 States and five provinces in Canada. Longest run of the season was 331 miles from Owen Sound, Ont., to Sudbury, Ont., while shortest run was 10 miles from Long Branch, N. J., to Asbury Park, N. J.

Show exhibited in 225 different cities and towns, and never missed a day. Approximately 550 performances were given during the season. Largest number in any one day was five in Halifax, N. S. There were many four-show days and nearly 100 when three performances were given.

Miss One Parade

Only one parade was missed during the season. This was in Richmond, Va., in August, due to delay in furnishing surety bond required by the city on morning of show day.

Last week of the season was poorest, from business standpoint, due to extremely cold weather, and last stand of season, Sandersville, Ga., was the poorest business spot of the tour. Near-freezing weather was reported each night the entire last week. This contrasted sharply with a week in Georgia in mid-September as show moved into South. During that week show had to give three performances every day but one.

Joe Hansen Dies

Tragedy struck two days before closing. Joe Hansen, veteran assistant superintendent of elephants, died while driving an elephant truck from Vidalia, Ga., to Cochran, Ga. He suffered a heart attack seven miles from McRae, Ga. A helper riding in the truck summoned an ambulance, but Hansen, who was about 60 years old, was pronounced dead on arrival at the hospital. He lived in Atlanta, and for years was superintendent of elephants with the Hamid-Morton show. He joined King-Cristiani to assist Steve Fannin about a month ago.

Show was packed away in barns and buildings at the park, and King and Mr. and Mrs. Lucio Cristiani left for the meetings in Chicago. Arnold Maley, treasurer, remained on the job, missing the Chicago doings for the first time in a dozen years. Others remaining at quarters included Ralph J. Clawson, legal adjuster; Oscar Cristiani, Daviso Cristiani, Moggi-dor Cristiani and Pete Cristiani. Belmonte Cristiani left to drive to Maine for a van load of horses.

Many of the Cristiani family remained in Macon for a few days, then went to Sarasota, Fla. These included Benny, Remer, Tripoli and their families. Wanda Cristiani spent a week here and then left for New York to sail for Italy. She will perform with her family circus in Italy this winter. The Rodry brothers went to Sarasota. Col. Harry Thomas and family went to Dallas, where he will do radio work until starting his winter circus dates. The Caroli Troupe, with Sylvia, will go to South America for a 40-week circus tour. The Hugo Zacchini Troupe went to Sarasota, as did Fred and Ortans Cristiani Canestrelli, and Papa and Mama Cristiani, Corky Cristiani Budd and husband, Dave.

Tom Packs Unit Wins Overflows At New Orleans

NEW ORLEANS, Dec. 5.—Business for the Tom Packs Shrine date here built from an off opening Friday (20) to capacity on Wednesday (25) and continued at an overflow rate until the final day.

Matinee on the closing Sunday (29) was big, but the night show dropped. The run as a whole was better than last year's. The New Orleans stand ends the Packs winter season. Tom Packs and Jack Leontini will go to Florida soon.

Meanwhile, it was announced that Packs will return to New Orleans in 1954 and that the show is dickering with Clyde Beatty for an appearance then.

Seeks Dougherty Kin

CHICAGO, Dec. 5.—Police are attempting to locate relatives of Patrick Dougherty or Daugherty, who died here November 14, in an effort to learn what disposition should be made of the body. The deceased was 55 to 60 years old, 5 feet 11 in height, weighed 175 pounds, had brown eyes and gray hair and was assigned a Social Security number of 275-22-3465 in 1943 when employed at winter quarters of Cole Bros. Circus in Louisville. Anyone able to supply information on the deceased's relatives is requested to contact the Missing Persons Bureau, Chicago Police Department, 1121 South State Street.

Kelly-Miller Signs Terrell Jacobs Acts

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A camera unit from WKHY, Oklahoma City TV outlet, came

Scotty the Clown reports that he is working Goldberg's department store, Baltimore, for the second Christmas season. He'll be there until Christmas Eve.

to the Hugo quarters and filmed animals, show executives and general quarters activity for airing over the station.

Elephants, hippo and horses have returned to the barn following appearances at Orrin Davenport dates. Bill Woodcock has come in with his separate three-elephant act. Terrell Jacobs' single elephant has been booked by Clyde Broc.

B. C. Davenport Goes To S. American Show

GONZALES, Tex., Dec. 5.—Davenport Cristiani was to have picked up some more horses. Dolly Jacobs was to have leased an elephant truck, and Bob (Bonham) Stevens was reported to be negotiating for more of the Wallace equipment.

Davenport will join the Razzore show at Caracas, Venezuela. Also joining that show are the Carolis, who have been with King-Cristiani, and Los Latinos (Herbert and Chatita Weber) wire act. Some of them were expected to stay in South America for a 40-week tour.

Mills Ends 'Best Season'; Plans 2d Europe Jaunt

GREENVILLE, O., Dec. 5.—Mills Bros.' Circus made its home run from Ormond, Fla., to the fairgrounds here in three days, arriving Thursday (26), and owner Jack Mills declared the 31-week trek was the most profitable he has made.

He announced he and his family would leave about January 15 for Europe, where he

again will scout talent in England, France and Germany. He told of plans for major additions to his program in 1954.

Mills said the show's first tour of Florida, which made up the final section of the season and included opposition with King and Ringling, was above advance expectations. He said the best grossing weeks of the season were those spent in the East and the weakest was that time spent in Iowa. Kansas was better than anticipated.

Mills and Fred Stafford, his press chief, headed the show's delegation to the outdoor meetings in Chicago this week.

In charge at quarters are Charles Brady, superintendent; Sammy Bernstein, buyer; Fats Brazon, assistant buyer; Kentucky Sagreaves, elephants. Nearly 100 persons are in quarters, it was said.

Geoffrey Taylor, who booked Mills' English performers this year, has been signed again for next year. He has returned to England. Coco the clown and his family left for England on Friday (4). Others, who left earlier, were due in England Tuesday (2).

Cole & Walters Mulls Auspices For '54 Season

CHICAGO, Dec. 5.—D. R. Miller, here for the outdoor meetings, said this week that he had sold part of his interest in Cole & Walters Circus to Manager Herb Walters, making them equal owners.

He said that he was strongly considering a plan to troupe the circus with a promotion system next season, and part of his business in Chicago was to confer with possible agents.

Miller said that an earlier plan to greatly enlarge the Cole & Walters Circus with a big cat act and parade was dropped, with the Jacobs acts going to the Kelly-Miller show instead. Miller continues as co-owner with his brother, Kelly, in the K-M operation.

He and Art Miller, K-M's general agent, came here from the Fort Worth Shrine date. Kelly Miller was in Denver looking after real estate he owns there. Obert Miller, general manager of the K-M show, also was away from Hugo, Okla., quarters.

Diano Buys Cole Elephant Car, Ticket Wagon

CHICAGO, Dec. 5. — Tony Diano, menagerie owner from Canton, O., has purchased the elephant car retained by Cole Bros.' Circus when the latter sold its show train several years ago. Diano also purchased the Cole Bros.' ticket wagon. He will use both on his animal unit, booked for 1954 with World of Mirth Shows.

Diano, who looked in on the outdoor meetings at the Hotel Sherman this week, said that his 11 elephants would be moved in the rail car and that the ticket wagon also would be on WOM. He said the wagon's hard rubber tires will be replaced with pneumatic tires.

Gerald P. Snellens, of the World of Mirth, said later that part of the Diano menagerie would go overland and that part would move in the carnival train. He said Diano was readying several cages to be used in transporting the animals.

Act Line-Up Set for Ohio Grotto Show

TOLEDO, Dec. 7.—Talent booking is virtually completed for the January 25-31 Eighth Annual Grotto Circus to be sponsored by O-Ton-Ta-La Grotto in the Sports Arena here, according to Lou Maius, assistant to Chairman Riley W. Micham. Don Francisco is producing the show and Robert Murphy has been named equestrian director.

Headlining will be Tim Holt, RKO Western player, and his horse, Amber Star; the Rangler Trio with Joe, and the Sunset Kit Carson company. Joe Basile's band will play the show. Other acts programed include the All-American Boys, Mike Monroe, and the Forms, trampoline; Aerial Del Raes; La Flotte Duo, Henri French, and the Villenaxes, cyclist; Don Francisco, Norma and King Reynolds, wire acts; the Zavattas, Miss Bonnie and Her Pals, and Georgia Pebbles and Her Pets, dog acts; Roland Tiebor's Seals; the London Girls, Badington, and Irma Rio, juggling; Flying LaForms; the Antaleks, Phil and Bonnie, and the Olveras, perch; Ernie Wiswell's comedy Ford; Hawthorn's Bears; the Antons, Hunt's Elephants; Great Cresso, loop-the-loop car; 10 clowns and eight girls for web numbers.

Clarence Bell, who was press agent for various circuses and of late with Columbia Pictures, is in New York awaiting a legitimate show assignment.

William H. Green, former Polack Bros.' Eastern press agent, was elected to the Board of Governors of the Detroit Lodge of Elks. Green is located in Detroit as regional promotional manager for the multi-dimensional Cinerama film people with headquarters at Music Hall Theater.

Leo Lippa, first president of the Michigan Showmen's Association, Detroit, hosted a number of outdoor showmen at his home to a turkey dinner Thanksgiving Day. Charles Westerman, Detroit supplier of carnival and bazaar equipment, was the guest of honor. Jack Bell, owner of the United Outdoor Advertising Company, will be responsible for Detroit's largest Christmas greeting card when he posts his personal greetings on the 24-sheet stand adjoining his Detroit snipe plant.

Victor Robbins, who completed the John Andrews date for Moslah Temple Shrine Circus, Fort Worth, recently, will rejoin the Clyde Beatty Circus as band leader for a motion picture engagement in December.

Harold M. Kilpatrick, former circus billposter, who has been routing a religious film into drive-in theaters in the Carolinas, closed his season at Inman, S. C., December 2 and returned to Bessemer City, N. C., to spend the Christmas holidays with his parents.

Willie C. Clark, foot-juggler; his wife and daughter visited King Bros.-Cristiani Circus recently when the show played Tuscaloosa, Ala. . . . Walter Bix-

ler, with an All-American Indoor Circus unit, celebrated a birthday recently at Mount Airy, N. C.

Low Kish and Harry Ross, clowns, worked the Morenci, Ariz., Lions' Club variety show November 23. After the Morenci date Ross went to the Coast to work TV shows, while Kish remained to play clubs around Phoenix. While in Phoenix he visited with Anita and Pancho Roche. . . . W. R. Brinley's miniature circus has been booked into the Hotel Sahara, Las Vegas, Nev., for a December 15-January 1 date. The circus, which is comprised of over 100,000 pieces, was all hand carved by Brinley, and is completely mechanized. . . . The Lions' Club of Mullins, S. C., will sponsor a pre-Christmas indoor circus for two days in December. The show is booked by Byron Gosh.

Ed and Helaine Hendrichs are back in Evansville, Ind., after working a Shrine circus date in Kansas City, Mo.

Doris and Vern Orton, aerialists, who returned to New York the last week in November aboard the Mauretania, stopped off to see the Balzers and the Barretts, high act, and were overnight guests. The Ortons picked up their rigging at the latter's home and left in their trailer for the Chicago conventions.

Numerous circus people spotted at the Sherman Hotel, Chicago, during this week's outdoor show business sessions included the Shyrettos, bike act; Pearly Houser, U. S. Tent & Awning Company, Chicago; George LaSalle, Duke Anderson, Jack Klippel, Larry Benner, Snell Brothers, Harry LaMarr, Bill Buschbom, Otto and Shirley Gretona, Frankie Little, Lew Christie and Chuck Marine.

Red Sonnenberg, of the Ringling program department, was in Chicago. . . . Earl and Hattie Shipley looked in after returning from Orrin Davenport dates. . . . Nick Carter came up from Peru, Ind. . . . The Sensational Ortons

were there. . . . Edna Curtis was in the lobby talking with many acts and show owners. . . . Dee Aldrich, of the Wallace & Clark Side Show, visited a day.

L. Vernon Slout, tent show operator, was on deck. . . . Dick Clemens, animal trainer, made the last couple of days. . . . George Johnson, of U. S. Tent & Awning, conferred with several circus owners.

Homer Hobson, Eddie Brown, Eddie Vaughn and Walter Hoehnadel were among those checking in the lobby and visiting at the Atwell Club tables. . . . Wimpy, the clown, aided the Barnes-Carruthers office. . . . Buster and Helen Haag Hayes and Harry Haag visited at the hotel while en route from winter dates.

Si Rubens, owner of Rogers Bros.' Circus, was in Chicago for a day and told of plans for an extended Carribean cruise. . . . Wilno, cannon act, was in Chicago. . . . Frank J. Lee, Tommie Thomas, Archie Gayer, Ken Murray and Walter Nealand were among those formerly with circuses who were at the convention. . . . George Hubler, bar act; Sky King (Bill Atterbury) and Mary (Valentine) Atterbury were there. . . . Esther and Harry Duncan visited with circus friends. . . . Gertrude and Harry Morris were among the former troupers at the hotel.

Alex Irwin, Chicago, is booking his air calliope. . . . Leo Hamilton, veteran announcer, has retired and purchased a home near Los Angeles. . . . The Silverlakes, Walcott's dogs and ponies and the Aerial Christiansens make J. C. Patterson's Kalamazoo, Mich., date. . . . Jim Stutz, New York, will hit the road soon with a car exhibit. . . . Jim Brown is working balloons in stores during the holiday period. In January he'll go to Florida to frame a snake show for next season. . . . The Hanels, bar-casting act, ends seven weeks with Clyde Bros. on Wednesday (9) and will make "Big Top" and "Super Circus" before returning to Clyde Bros. in January.

Cremer Killed

Continued from page 52

Cremer events were attractions this year at the Iowa State Fair, Des Moines; Colorado State Fair, Pueblo; Midland Empire Fair, Billings, Mont.; North Montana State Fair, Great Falls; Central Wyoming Fair, Casper; Ak-Sar-Ben Rodeo, Omaha, and the International Dairy Show, in Chicago's International Amphitheater. His Brahma bulls were also used at this year's Calgary (Alta.) Stampede.

Many Firsts

Among the many firsts credited to Cremer, was his combining circus acts with bronk riding and calf roping to broaden the appeal of the rodeo.

During the 1948 elections in Montana, Cremer was elected to the State Senate while he was in the Middle West on his rodeo circuit. When he went to Helena in January of the following year, he found that of the 55 senators, 27 were Democrats, 27 Republicans and he was the only independent, holding the balance of power.

In addition to his ranching and rodeo business, he was an avid hunter and fisherman.

He is survived by his widow, Bertha; a son, Leo Jr., and a grandson, George.

Electrical Lock

Continued from page 53

its operation at the Tampa Showmen's Association home.

Members are given a plain blue card enfolded in a plastic covering. The card is chemically treated so that electrical contact is made when it is slid into a slot in the door, thereby releasing the door latch.

The plastic is merely for protection of the card, which must be removed from the covering in order to be effectively used. Workmen who installed the lock explained that if the card is inserted into the slot, plastic and all, this would interfere with the circuit and the latch would not work.

Card Keys blank

In appearance, the pasteboard is blank except for an arrow imprinted on one side, containing the message: "This Side Up." A card lost would be of no use to the finder, as it has no reference to the NSA on either side.

Non-members who wish to enter the quarters at 317 West 56 Street will have to make use of a buzzer button to be installed on the door, Miss Weinberg said.

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IAFE Convention Selects McIntosh

Organization Adds 82 Members To Rolls During Past Year

CHICAGO, Dec. 5.—R. H. McIntosh, manager of the Alabama State Fair, Birmingham, was elected president of the International Association of Fairs and Expositions, at the organization's 63d annual meeting here Monday (30) thru Wednesday (3). E. P. (Ned) Green, manager of the California State Fair, Sacramento, was named vice-president, and Frank H. Kingman, Brockton (Mass.) Fair, was re-elected secretary-treasurer.

Named to the board of directors were Jack Reynolds, Springfield, Mass., Zone 1; Willard Masterson, Milwaukee, Zone 2; Al Halverson, Sioux Falls, S. D., Zone 5; Hiram McCallum, Toronto, Zone 7, and H. C. McClellan, Arlington, Neb., who represents the Federation of State and Provincial Association of Fairs.

Outgoing President Leon H. Harms, Albuquerque, presided at the five business sessions which all drew good attendance. And the subjects discussed covered almost every phase of the fair business, from exhibits to special events.

IAFE Grows

Expansion of the IAFE this year was indicated in the secretary-treasurer's report delivered by Frank H. Kingman, with a total membership of 220 U. S. and Canadian fairs and 38 fair associations. Of this total, Kingman reported that 82 fairs joined the association during '53 along with two more State associations.

Kick-off speaker at the first session was Howard S. Foust, Ohio State Fair, who described his fair's role in the State's Sesqui-Centennial celebration this year. Willard Masterson, manager of the Wisconsin State Fair, spoke on the craftsmen's exhibition they have held for the past several years and recommended the event as a good crowd-pleaser.

A new type of animal exhibit with great child appeal was described by E. P. (Ned) Green, of the California State Fair. The exhibit, which he stressed as a good year 'round display, was seen by one out of every five fairgoers at the Sacramento annual and recently received nationwide publicity in Life magazine. Green said that during the non-fair season, the museum draws an average of 3,500 each month. One feature is rental of the animals to youngsters so that they may take them home and become better acquainted with their habits.

Only panel group participating in the IAFE program was one that included Mrs. Ruth C. Hartkopf, Maurice E. Hartnett, M. D. Corbin and J. Dan Baldwin, all of who pointed out the importance of community co-operation.

Army exhibits, an ever-popular feature at fairs, were discussed by Robert R. Stein of the U. S. Army Exhibit Unit, Alexandria, Va., and Mrs. Martha Eddy, New York State Fair, addressed the fair delegates on the women's program at the Syracuse annual.

Sam Schneider, of the Tulsa State Fair, delivered the most entertaining address of the sessions. Altho his topic was "The Story of Agriculture" he kept the fair managers in continuous laughter with entertaining stories. Other speakers included the new president, R. H. McIntosh, who described his fair's "Maid of Cotton Contest"; Pat Kerr, Tennessee Valley Fair, who discussed community improvement contests, and Mrs. Martha Eddy, who described her fair's egg exhibit.

Film Story

Highlight of the final morning's program was a motion picture story of the State Fair of Texas. Others participating in the session included E. P. Green, Harry Frost, J. S. Dorton, Howard Foust, Kenneth R. Blackwell and C. G. Baker.

"Building Plans and Financing" was the subject chosen by Gaylord R. Lewis, Findlay, O., fairgrounds architect. Midway subjects were discussed by Virgil C. Miller and J. Dan Baldwin while Thomas H. McLeod de-

scribed the operation of the Regina, Sask., fair's permanent concessions building. D. Robert Jones, Ohio State Fair, spoke on the entire campaign at their '53 annual.

Other speakers included M. O. Cullen, National Livestock Meat Board; S. F. Dadson, Central Canada Exhibition; Theodore L. Chenault, Arkansas Valley Fair; Ralph E. Ammon; Martin Zook, Mid-South Fair; M. E. Twedell, Oklahoma Free State Fair; J. A. Theobald, Utah State Fair; Paul T. Mannen, San Diego County Fair; J. C. Huskisson, Florida State Fair, and V. Ben Williams, Pacific National Exhibition.

Social events included a Monday afternoon (30) cocktail party for fairmen and their wives, and the annual luncheon of the IAFE Past President's club at noon Tuesday. Walter D. Jackson, '52 president served as toastmaster at the latter event.

Switch Dates At Chattan'ga

CHATTANOOGA, Dec. 5.—The Chattanooga-Hamilton County Interstate Fair has switched its '54 dates and will operate September 27-October 2, Maude H. Atwood, secretary, announced. Under the new set-up, the annual will follow the Tennessee State Fair, Nashville.

Annual has already signed with George A. Hamid and Son, to provide next year's free platform show, which will replace the free fireworks display featured this year.

A number of concessionaires have already re-signed for the '54 event, Mrs. Atwood reported. Midway contract will be closed at the Chicago meetings.

LOCALS AID

Panel Group Stresses Community Co-Op

CHICAGO, Dec. 5.—The growing importance of community co-operation as a major factor in the success of fairs was stressed by speakers at the 41st annual meeting of the International Association of Fairs and Expositions here this week.

J. Dan Baldwin, manager of the Kentucky State Fair, said a survey he conducted this year among 75 major fairs indicated that the chambers of commerce were probably the most active organizations. And the results of the survey indicated that businessmen realize that fairs are good business, Baldwin said.

He described the success of the first State Chamber of Commerce Business and Industry Day at this year's Louisville fair, which drew attendance from almost every section of the State.

Mrs. Ruth Hartkopf, Eastern Idaho State Fair, said the Blackfoot, Chamber of Commerce has taken over their opening day parade, an important part of the fair, and has been instrumental in making it one of the biggest annual events of the year. In addition, the State Chamber of Commerce is operating its annual "Idaho Grass Man of the Year" contest, which has garnered much publicity and prestige for the Blackfoot annual.

One of the first steps in gaining community co-operation is to instill in local businessmen a high degree of respect for the fair board, Maurice Hartnett, manager of the Calgary (Alta.) Exhibition and Stampede, declared. An example of this, he said, was the big role the Calgary Chamber of Commerce plays in getting the public to dress in cowboy fashion during Stampede week, which not only adds color to the event but helps merchants in the sale of Western attire.

M. D. Corbin, executive vice-



R. H. McINTOSH, manager of the Alabama State Fair, Birmingham, who was elected president of the International Association of Fairs and Expositions at its annual convention in Chicago, November 30-December 2. He succeeds Leon Harms, manager of the New Mexico State Fair, Albuquerque.

Mrs. Green Elected IAFE Auxiliary Prez

CHICAGO, Dec. 5. — Mrs. Charles Green, wife of the manager of the Grand National Exhibition, San Francisco, was named president of the Fair Women's Affiliate Association of the International Association of Fairs and Expositions at the group's annual luncheon-meeting here Monday. Mrs. Green succeeds Mrs. Edwin Schultz, who was unable to be on hand this year.

Mrs. Ruth Hartkopf, secretary of the Eastern Idaho State Fair, Blackfoot, and the first woman ever named to the IAFE board of directors, was elected vice-presi-

(Continued on page 67)

EXHIBIT EXPERT SEES ROSY FUTURE

Exhibitors Council Spokesman Forecasts Expansion of Trade Shows

CHICAGO, Dec. 5.—A rosy future for all media thru which commercial products can be advertised, including fairs, was forecast by C. H. Wantz, of the Exhibitors Advisory Council in an address before the convention of fair managers here this week.

Wantz listed fairs as one of the important types of trade shows along with the trade show, where products are actually merchandised; industrial shows, which are becoming more important to manufacturers of heavy industrial equipment, and the professional shows, which deal with medicine and allied trades.

There are 2,500 major shows of this type held each year, he said, and the addition of 2,500 fairs indicates the importance that industry is placing on commercial exhibits.

Wantz urged the fairs to give further attention to drawing national advertisers into their annual events. He said there was

a change in thinking taking place in the advertising world and this could open a new door for State and county fairs to further increase their incomes and prestige.

Changing Trends

The ever-changing trend in industry is an important factor as manufacturers continue to expand into new fields, he said. Wantz, who represents a manufacturer of X-ray equipment, said that until recently their product was exhibited only at the professional type of show. Recently, however, they were called upon by a canner of food to devise an X-ray machine for use in testing canned goods. Since their entry into this field, they have been exhibiting their products at all the big canning trade shows.

In describing the functions of the Exhibitors Advisory Council, he compared it with the Audit Bureau of Circulation in the publishing field. It provides its members with bulletins on new developments and trends in the exhibiting of products, figures on attendance, publishes a directory of trade shows, including fairs, and operates a trade show clinic.

Dallas Preps 500G Women's Bldg. for '54

DALLAS, Dec. 5.—Construction has started on the \$500,000 Women's Building at the State Fair of Texas. The building is scheduled to be completed by July, in plenty of time for the 1954 State Fair next October.

The 50,000-square-foot building will be air conditioned, making it probably the largest such structure on any U. S. fairgrounds and one of the largest air-conditioned exhibit halls in the country.

The building will be the third largest exhibit structure on the Dallas fairgrounds, being exceeded in size only by the Automobile Building and the General Exhibits Building.

Garden Center

The present Women's Building will be turned over to the Dallas Garden Center to become the focal point of a botanical garden and the site of flower shows.

The new building will house women's exhibits and activities plus commercial exhibits and the newly inaugurated Texas Fashion Roundup during the fair. At other periods of the year it will be used for trade shows and similar exhibit purposes.

The structure will be located across the street from the fair's Electric Building and near the Automobile Building, giving the fair a three-building arrangement that can be utilized for larger trade shows than one of the exhibit halls ordinarily could house.

The Women's Building is being constructed of lightweight concrete, with tilt-up concrete walls. The concrete walls are poured in forms on the ground and then tilted up into place. The structure is one of the largest buildings in the Southwest to be built with this comparatively new method.

Fair Federation Elects H. C. McClellan President

CHICAGO, Dec. 5. — H. C. McClellan, Arlington, Neb., was named president of the Federation of State and Provincial Association of Fairs, at the organization's two-day meeting here this week. The Federation is part of the International Association of Fairs and Expositions.

McClellan was vice-president of the organization during the past year. He is secretary of the Nebraska Association of Fairs, the Great Northeast Nebraska Fair Circuit and of the Washington County Fair in Arlington.

Harry B. Kelley, Hillsdale, Mich., secretary of the Hillsdale fair and the Michigan Association of Fairs, was named vice-president of the organization. Joseph

C. Bartlett, North Haven, Conn., will continue as secretary-treasurer.

Discussions during the two morning sessions were devoted largely to association functions regarding the operation of State conventions and the dissemination of information to association members. Everett E. Erhart, Stafford, Kan., outgoing president, was in the chair. Overlapping of the Federation's meetings with those of the IAFE was discussed and there is a possibility the former group may have a Sunday afternoon session next year.

Speakers included Bartlett, Clifford C. Hunter, McClellan, Clyde E. Byrd, and Rollo Single-

Swift Current Ex Names Campbell As '54 President

SWIFT CURRENT, Sask., Dec. 5.—J. B. Campbell was elected president of the Swift Current Agricultural Society at its annual meeting. He succeeds K. G. Aberdeen. Vice-presidents are Murray Dodds, Mrs. L. M. Smith and W. B. Washington.

Proposed amalgamation of the org with the Frontier Days board for presentation of the annual fair and rodeo was discussed and Aberdeen gave assurance that such a union would not "submerge" the society.

Amalgamation would simplify some of the problems facing the agricultural society, particularly that of financing, and would, he believed, result in improved administration.

The meeting was assured that careful consideration would be given the matter before any action is taken.

Aberdeen reported steady progress by the society over the past seven years and said more than \$2,000 had been awarded in prize money at the 1953 summer fair.

Murray Dodds, secretary, said the annual had ended the year "in the black" but had only \$75.44 in the bank.

The livestock sale promoted by the society as a feature of the fair was termed "a big success."

Some thought had been given to joining the B Class fairs circuit, Dodds said, but he believed the move was not likely to be made because it would mean relinquishing the annual's July 1 date, which has become synonymous with the Swift Current show.

Yorkton, Sask., Elects Roebuck; Ends With Deficit

YORKTON, Sask., Dec. 5.—Norman Roebuck was elected president of the Yorkton Agricultural and Industrial Exhibition Association, Ltd. He succeeds W. H. Wilkinson, president for eight years. Vice-presidents are Bert Hepburn and Ernie E. Lamson. Stanley K. Wood was reappointed secretary.

The treasurer's report showed expenditures of \$37,734, assets of \$92,185, liabilities of \$11,129, and the balance in capital and surplus.

Roebuck told shareholders that while both attendance and receipts at this year's fair broke records, there was a deficit of \$1,312. He urged careful budgeting by the new officers. Grandstand revenue was \$13,063; gates, \$7,591; midway, \$4,182; pari-mutuels, \$34.

Ammon Urges Managers To Take Ag Leadership

CHICAGO, Dec. 5.—State and county fairs have the opportunity of becoming the most dominant force in agriculture, Ralph E. Ammon, former manager of the Wisconsin State Fair, told delegates to the annual convention of the International Association of Fairs and Expositions here this week.

Ammon said the door was open for fairs to seize this power as the result of the three former leaders becoming a void. The farm press, he said, was no longer a force due to the editorial department being shoved aside by the business end. Farm organizations, according to Ammon,

were all pulling separate ways and no longer provide the leadership needed. Third, the colleges of agriculture, which he said were formerly a dominant source of power, have been relegated to mere survey-taking agencies.

"Fairs are free of government control and federal appropriations," Ammon pointed out, "and this independency places them in the best position to establish themselves as a leader that can help agriculture become one of the great forces that it should be."

Ammon refuted the statement that "for the most part farmers would rather have regimentation and money in the bank than have freedom and poverty." He said, however, that unless some agency or organization takes over the leadership of agriculture, it may come to that.

CATTLE IN 1954

Frederickton Earns \$4,614; Expansion Set

FREDERICKTON, N. B., Dec. 5.—An operating surplus of \$4,614.56 for the 1953 Frederickton Exhibition was declared at the annual meeting of Agricultural Society No. 34, held in the Lord Beaverbrook Hotel here this afternoon.

Biggest revenue producers were admissions at main gate and grandstand totaling \$21,855.95, and property rentals showing a net income of \$10,580.44. Biggest outlays were for attractions, purses and maintenance of plant.

Three members of the board of directors — C. Hedley Forbes, Thane Belyea and Fred Mundle—were re-elected for four-year terms. W. W. O. Fenety continues as president for another year.

Cattle Classes Return

The report of the secretary-manager, Ray Crewdson, indicates a general expansion for 1954. Cattle classes will be included for the first time since World War II. The Livestock Breeders Co-operative decided to abandon its independent annual

(Continued on page 67)

Ak-Sar-Ben Offers Aid \$\$ To Neb. Events

OMAHA, Dec. 5.—Ak-Sar-Ben, Omaha civic organization, will support Nebraska fairs in 1954 by donating up to \$500 to any county fair which will match the amount from its own funds.

President W. D. Lane, in announcing the new program, said: "We realize that a \$1,000 project may not sound big to the larger fairs, but our survey reveals it will assist smaller fairs which really need help."

The money, which is expected to total upward of \$50,000, will come from Ak-Sar-Ben's annual racing meet under the direction of the Public Affairs Committee.

According to J. L. Thurmond, chairman of the committee, the grants will not be offered county fairs which sponsor racing, since it is presumed that the fairs already benefit from the racing program.

Illinois State Names Jones General Mgr.

1953 Operation Winds Up With \$1,055,425 Deficit

SPRINGFIELD, Ill., Dec. 5.—Strother Jones, stock raiser and a member of the board of directors of the Chicago International Livestock Exposition, has been appointed general manager of the Illinois State Fair. He succeeds James E. Tays, who was dismissed earlier this week.

The announcement was made this week by Governor Stratton at a press conference at which he also said considerable new building was contemplated at the fairgrounds. He disclosed that the '53 fair operated with a deficit of \$1,055,425, compared with \$605,341 last year.

An audit, made by a private firm, showed that receipts, including gate admissions and space rentals, decreased \$65,594 under the '52 figure, largely because of lower gate receipts. This year's annual had a free outside gate after 6 p.m. which resulted in a \$71,235 dip in admissions.

Increased expenditures showed that harness race purses were up \$111,551, capital improvements cost \$18,861 more than last year and salaries were hiked a total of \$41,528. Capital improvements included repairs, \$105,990; miscellaneous supplies, \$62,318, and equipment, \$50,552.

Conn. Fairs Re-Classed

HARTFORD, Conn., Dec. 5.—The Association of Connecticut Fairs has issued a reclassification list for fairs in the State. Major fairs must pay at least \$1,000 in premiums each year, the association has ruled. District fairs must pay at least \$200 in premiums.

Other groupings include Future Farmers and 4-H fairs, and local fairs which for the most part are held in halls. Prize ribbons must be awarded.

Fair Assn. Meetings

Indiana Association of County and District Fairs, Hotel Severin, Indianapolis, January 3-5. William H. Clark, 360 Walnut, Franklin, secretary.

Wisconsin Association of Fairs, Schroeder Hotel, Milwaukee, January 6-8. Win H. Eldridge, Plymouth, secretary.

Kentucky Association of Fairs and Horse Shows, Brown Hotel, Louisville, January 7-8. Harry Berge, Carrollton, Ky., secretary-treasurer.

West Virginia Fair Association, Ruffner Hotel, Charleston, W. Va., January 9. J. T. (Jim) Hetzer, First National Bank Arcade, Huntington, secretary.

Central New York Association of Agricultural Societies, Hotel Onondaga, Syracuse, January 9. Robert S. Turner, Horseheads, secretary.

Minnesota Federation of County Fairs, St. Paul Hotel, St. Paul, January 11-13. Harold C. Pederson, 3531 22d Avenue South, Minneapolis 7, secretary.

Kansas Fairs Association, Hotel Jayhawk, Topeka, January 12-13. Everett E. Erhart, Stafford, secretary.

Ohio Fair Managers' Association, Desler-Hilton Hotel, Columbus, January 12-14. Goldie V. Scheible, 709-710 Riebold Building, Dayton, executive secretary.

Missouri Association of Fairs & Agricultural Expositions, Governor Hotel, Jefferson City, January 14-15. Rollo E. Singleton, State Department of Agriculture, Jefferson City, secretary.

Association of Tennessee Fairs, Hotel Montgomery, Clarksville, January 14-15. L. E. Griffin, P.O. Box 90, Nashville, secretary.

Michigan Association of Fairs, Fort Shelby Hotel, Detroit, January 17-19. Harry Kelley, Hillsdale, secretary.

Western Canada Association of Exhibitions, Royal Alexandria Hotel, Winnipeg, January 18-20.

South Carolina Association of Fairs, Jefferson Hotel, Columbia, January 19-20. Tom Craig,

Piedmont Interstate Fair, Spartanburg, secretary.

Maine Association of Agricultural Fairs, Portland, January 20-21. Roy E. Symons, Skowhegan, secretary.

North Dakota Association of Fairs, Dacotah Hotel, Grand Forks, Langdon, N. D., secretary.

Illinois Association of Agricultural Fairs, St. Nicholas Hotel, Springfield, January 24-26. Clifford C. Hunter, Taylorville, secretary.

Rocky Mountain Association of Fairs, Rainbow Hotel, Great Falls, Mont., January 24-26. Clifford D. Coover, Shelby, Mont., secretary.

New Jersey Association of Agricultural Fairs, Hildebrecht Hotel, Trenton, January 25. William C. Lynn, Department of Agriculture, Trenton, secretary.

Mississippi Association of Fairs, Robert E. Lee Hotel, Jackson, February 10. J. M. Dean, Jackson, executive secretary.

Nebraska Association of Fair Managers, Cornhusker Hotel, Lincoln, January 25-27. H. C. McClellan, Arlington, secretary.

Pennsylvania State Association of County Fairs, Abraham Lincoln Hotel, Reading, January 27-29. Charles W. Swoyer, Reading, secretary.

Western New York State Fairs Association, Hotel Lafayette, Buffalo, January 30. C. L. Larson, P. O. Box 170, Dunkirk, secretary.

Oklahoma Association of Fairs, Tulsa, January 31-February 1. Vera McQuilkin, P. O. Box 974, Oklahoma City, secretary.

New York State Association of Agricultural Fair Societies, Ten Eyck Hotel, Albany, February 1-2. James A. Carey, State Office Building, Albany, secretary.

Texas Association of Fairs and Expositions, Baker Hotel, Dallas, February 4-6. William M. Petnecky, P. O. Box 486, Fredericksburg, secretary-treasurer.

Association of Connecticut Fairs, North Haven (Mass.) High School, March 20. Laura Bartlett, North Haven, secretary.

Eastern States Adds 1 Day for Total of 9

Skeds 5 Days of Auto Racing, Hamid Rodeo as Coliseum Night Feature

CHICAGO, Dec. 5.—The Eastern States Exposition, Springfield, Mass., will add an extra day for a total of nine in 1954, it was announced here this week. The dates are September 18-26.

Jack Reynolds, general manager, also announced that the event, one of the largest in the East, will feature five days of auto racing, plus two days of thrill show events on the \$50,000 hard surfaced half-mile race track built this year.

The auto racing, featuring midgets, stocks and big cars, will be presented by Sam Nunis Speedways. The thrill show contract was awarded to the Jack Kochman Hell Drivers. Kochman will present shows on the first Sunday and Monday. Nunis will stage midget races on opening day, stock cars on Tuesday and Wednesday, repeat with midgets on Thursday and wind-up with big cars on Saturday.

Rodeo for Coliseum

Reynolds also announced that a George A. Hamid & Son streamlined rodeo would be featured nightly in the Coliseum. It replaces Hippodrome, an elaboration of "Skating Vanities" produced this year for the first time. Every modern device will be utilized to enhance the presentation of the rodeo with the emphasis on show features rather than competitive events. Capt. William Heyer and his horse, Starless Night, will be featured.

In addition to the five days of racing presented at the fair, Nunis has contracted to stage three additional days of auto events prior to the event. The dates are reported set for May, June and July.

The added day may serve both

to relieve the pressure of handling the 400,000 plus crowds attracted by the event while aiding in building the total attendance. On several of the big days the capacity of the event in handling automotive traffic hits the saturation point by early afternoon. The extra day is also regarded as an additional measure of rain insurance.

"Dancing Waters," the aqua spectacle shown so successfully under canvas at this event last year for the first time, will be back, Reynolds said. With a 50-cent top the show registered \$2,000 days.

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May-Woodhouse Frame New Show

CHICAGO, Dec. 5.—Ira Woodhouse, of the fair commercial exhibit agency of May & Woodhouse, this week introduced a new "Do-It-Yourself" type of exhibit that is being framed for five major State fairs. Plans were announced at this week's meeting of fair executives here.

The exhibit, patterned after the highly successful home craft shows held in both New York and Chicago, will go out under a tent, 100 by 100 feet, Woodhouse said. A total of 30 national firms are to participate in the display, including manufacturers of plywood, power tools and other home building materials.

While no fair has signed to stage the exhibit, it is designed for the Illinois, Minnesota, Oklahoma, Kentucky and North Carolina State fairs.

Marlboro, N. H., Names Bellam Prez

MARLBORO, N. H., Dec. 5.—Louis Ballam, of Walpole, was elected president of the Cheshire Fair Association here.

Other officers elected include Ellis Barrett, of Keene, vice-president; Joseph Kershaw, of North Swanzey, treasurer; Mrs. Mary H. Fredette, of East Westmoreland, clerk; C. J. Ahern, of Keene, Harold Adams, of North Swanzey, Roger Starkey, of Keene, Elmer MacKenzie, of Keene, Robert Smith, of Keene, and Archie Coll, of Jaffrey, directors for three years. James Strathern, of Keene, was elected a director to complete the term of George Kingsbury.

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NASHVILLE, KNOXVILLE FAIRS GO TO GOODING

Curley Reynolds Scores Comeback; Cliff Wilson Moves Into Memphis

By HERB DOTTE

CHICAGO, Dec. 5.—Railroad shows played a weak second-fiddle to Floyd E. Gooding in snagging new fair contracts at the outdoor convention here this week.

Gooding emerged with contracts for the Tennessee State Fair, Nashville; the Tennessee A. & I. Fair, Knoxville, and the Tupelo (Miss.) Fair as new additions to his route. Of these, the first two for years had been played by railroad shows—Nashville by the Cavalcade of Amusements, Knoxville by the Amusement Company of America.

Wrapping up of the three, gives Gooding a powerful line-up of Southern fairs, with Knoxville to lead off, Nashville, Tupelo, Huntsville, Ala.; Columbus, Ga., and Pensacola, Fla., to follow in that order.

Builds Shows

Long the nation's leading ride unit operator, Gooding has preached "it doesn't matter how a show moves, just so long as it arrives on time and carries the necessary number of good rides and shows."

In the ride field, Gooding has for decades been rated among the leaders. And, in late years, he worked to build up show strength. Last season he spent a sizable sum to build two new major shows and he thus put himself in a better competitive position among fairs requiring such strength.

Nashville Statement

Gooding's pick-up of Nashville was a blow to the Cavalcade of Amusements, as the Tennessee fair had been its major date in the last few years. The Nashville fair board, however, was quick to point out that it had been entirely satisfied with the Cavalcade's operations but because that show had played the fair for seven years it was time for a change.

In a prepared statement, a spokesman for the board said this decision was made two weeks ago. The statement further cited the fact that the Cavalcade had given the fair its biggest midway

grosses and was highly laudatory of the service which had been rendered by the show.

Cliff Wilson Expands

Cliff Wilson, who last year moved into the Dallas fair as operator of the midway shows, added the Mid-South Fair, Memphis, to his operations for '54, thereby knocking an organized carnival out of Memphis and putting him in a better position to lineup shows for the Dallas expo.

Wilson's Memphis contract specifies that he provide 10 shows, plus some unusual rides, such as, but not necessarily, a Rotor and Sky Wheel, plus a Kiddieland. Permanent ride installations on the Memphis grounds have made the fair less attractive in recent years and last year the attractiveness to organized shows was further reduced when the games concessions operations were leased to Chuck Moss, of Dallas, who will again be back next year.

Reynolds Bounces Back

Curley Reynolds, owner-operator of the World of Today Shows, scored a sensational comeback during the convention.

Reynolds lost most of his show in a fire in '49 and thru this season had to be content with a string of lesser fairs. But, he bagged Springfield, Mo.; Spencer, Ia.; Fargo, N. D.; Huron, S. D., and Carruthersville, Mo., as new additions for '54—plus repeats at Ada, Hallock, Thief River Falls, Wadena and Brainerd, Minn., and faces up to one of the strongest routes he has ever had. He figures that he will piece in the remainder of his route at State fair conventions to make it solid.

The William T. Collins Shows also holds the strongest route in its history. It came into the convention with contracts for the Nebraska State Fair, Lincoln, and fairs at Minot, N. D., and Cedar Rapids, Ia., already tucked away and during the proceedings here tacked on Sioux Falls, S. D., and re-contracted Fairmount, Minn.

Franklin Into Wis.

Don Franklin, owner-manager of the show bearing his name, announced that he would show in Wisconsin for the first time next season, reporting that he had contracted two Badger State Fairs—Stoughton and Tomah.

In addition, Franklin picked up

(Continued on page 67)

SLA Banquet-Ball Draws Over 1,000

Crowning of Miss Outdoor Show Business Highlights 41st Affair

CHICAGO, Dec. 5.—The Showmen's League of America annual banquet and ball retained its reputation as the leading social event of the year by drawing an estimated 1,000 showfolk to the Wednesday affair. The event took on added luster with the crowning of Josephine Haywood as "Miss Outdoor Show Business of 1953."

The ball, the 41st, was held in the Grand Ballroom of the Hotel Sherman.

Following a steak dinner, Miss Haywood and the five members of her court, Hazel Maddox, June Tate, Mom Wasserman and Mrs. Clint Shuford, were introduced with appropriate ceremonies. Each was presented with a bouquet of American Beauty roses with C. W. (Patty) Conklin doing the honors. Lew Dufour, official toastmaster, then presented a plaque to Harry Duncan, who was in charge of the queen contest.

C. J. Sedlmayr Jr., incoming president of the League was introduced by J. P. (Jimmy) Sullivan, '53 president, who was pre-

sented with a gold life-time SLA membership card.

Wires Read

Congratulatory wires were read from the Heart of America Showmen's Association, Ladies' Auxiliary of the League, Miami Showmen's Association, Gaylord White, Pacific Coast Showmen's Association, National Showmen's Association, Greater Tampa Showmen's Association and Andy and Jack Markham.

Seated at the speakers' table were Leon Harms, president of the International Association of Fairs and Expositions; George A. Hamid, president National Association of Amusement Parks, Pools and Beaches; S. T. Jessop, past president of SLA; Max Cohen, secretary, American Carnivals Association; J. Ed Brown, Pacific Coast Showmen's Association; C. J. Sedlmayr Sr., Greater Tampa Showmen's Association; William Cowan, president, Miami Showmen's Association; John W. Gallagan, president, International Association of Showmen; Dr.

(Continued on page 64)

New Railroaders Turn to the West

Seek Annuals in New Territory as Entrenched Biggies Foil Hope in East

CHICAGO, Dec. 5.—At least one, and possibly two, railroad carnivals had shied away from the East, leaving that section to the comfortable three at the conclusion of the outdoor meetings here this week.

Shirley Lawrence Levy, fem spark plug of the Metropolitan Shows, renounced the Atlantic seaboard—at least for the time being.

The O. C. Buck Shows, with pivot spots anchored in Indiana and Georgia, also appeared to have left the territory in search of a more fertile field.

Both Metropolitan and Buck went on rails last year for the first time. Starting late they could only book their enhanced

and enlarged organizations in spots they had long played as truck show operators. Both viewed the period as an introductory session, hoping that bigger and better dates would follow.

Touch Competition

However, the Gibraltar entrenchment of the World of Mirth, James E. Strates and the Cetlin & Wilson units offered little promise and the foreseen switch to the West materialized, at least in part, here.

The Buck unit came in here with the Southeastern Fair-A-Ganza, Atlanta, and the Anderson (Ind.) Fair on its books and left the same way but with reported promises that will lead to the fashioning of a solid route.

Metropolitan arrived with any number of booking guns loaded and ready for firing. Net result: the fairs at Jackson, Tenn.; Meridian, Miss.; Hope, Ark., and Gadsen, Ala.

Nashville Lost

That's a nucleus, the Levys and Agent Bobby Kline say, and it may well be. With Buck the safari seems to be geared for bigger game. Metropolitan was, and is, too. Nashville was a prime target

(Continued on page 64)

SLA Members Honor Sullivan At Prez Party

Present 25-Year Membership Pins To Eight Veterans

CHICAGO, Dec. 5.—An estimated turnout of over 600 showmen turned out to honor J. P. (Jimmy) Sullivan, outgoing president of the Showmen's League of America, at the club's annual President's Party here in the Hotel Sherman Sunday night (29).

Highpoint of the evening was the presentation to Sullivan of a tape recorder, with J. W. (Patty) Conklin doing the honors. In addition, eight members of the League were honored with 25-year pins. These included Frank Conklin, M. J. (Mickey) Doolan, Lew Dufour, F. E. Gooding, Maxie Herman, Julius Latto, Charles Miller and Richard Miller.

Following a chicken dinner, a show, with acts donated by various booking offices took over the floor. Bill Carsky and Maurice (Lefty) Ohren were co-chairman of the event.

The show, which ran close to three hours, included the Bonellis, the O5Dells, Ginny Scott, Ravel, Diana Lure, Chordeliers, George Moore, Madcaps, Lamberts, Lloyd and Susan Willis, Billie Romano, McNaillie Sisters, Chuck Brown and Rita, the Diplomats, Sheri-Dons, Allan King, Nino Burton, the Parkers and Blackie the Horse. Serving as emcees were Joe Wallace, Irv Kucpinet, Billy Peterson, George Moore and Dick Ware. Ben Orloff's Silver Frolic's line was featured.

Ben Young's orchestra cut the show.

C. J. Sedlmayr, New SLA Prexy, Chairs Meeting

'54 Officers Take Over as 19 Are Added To Club Membership

CHICAGO, Dec. 5.—C. J. Sedlmayr, newly elected president of the Showmen's League of America, presided Thursday night (3) at the League's first meeting of the year as 19 showmen were named to membership.

Elected Monday (30) with Sedlmayr were Ned E. Torti, first vice-president; Maurice Ohren, second vice-president; Al Sweeney, third vice-president; Bill Carsky, treasurer, and Joseph L. Streibich, secretary.

New Members

New members added at the meeting were Henry C. Rieck, Hans Lederer, Frank E. Taylor, Lucio Cristiani, Bill Reed, M. Giglio, Chet Pearce, Milton F. Kaufman, J. H. Dunn, W. O. Dunn,

(Continued on page 64)

ACA Retains '53 Officers; Beam Pres.

CHICAGO, Dec. 5.—All officers of the American Carnivals Association were re-elected at the annual meeting of the association in the Hotel Sherman here this week.

Merle Beam, operator of Beam's Amusements, is president; Ralph Decker, first vice-president; Richard Coleman, Coleman Bros. Shows, second vice-president; Samuel J. Prell, Prell's Broadway Shows, third vice-president; Al Wagner, Cavalcade of Amusements, associate secretary; Floyd E. Gooding, F. E. Gooding Shows, associate secretary, and Max Cohen, secretary-treasurer and general counsel.

On the board of directors are Frank Bergen, World of Mirth Shows; Curtis L. Bockus, Cetlin & Wilson Shows; Philip Isser, I. T. Shows; Sam Levy, Metropolitan Shows, and Jack Perry, Ross Manning Shows.

Cohen said that the association's activity this year would again be geared to the effort to secure relief from the federal excise tax.

300 Honor SLA Deceased at Chi Memorial

CHICAGO, Dec. 5.—A turnout of over 300 paid tribute to deceased members of the Showmen's League of America at its annual memorial services held Sunday (29) in the Hotel Sherman. Bernie Mendelson was chairman.

The program was held against a background depicting the League's cemetery plot and opened with an organ prelude by Gerald Grossaint. The Oxford Quartette then rendered "The Trumpeter" followed by the invocation delivered by the Rev. Adolph Bohn. The quartet then sang "There Is a Land" and the Reverend Bohn delivered the address of the day, with the singers returning to present "The Old Refrain."

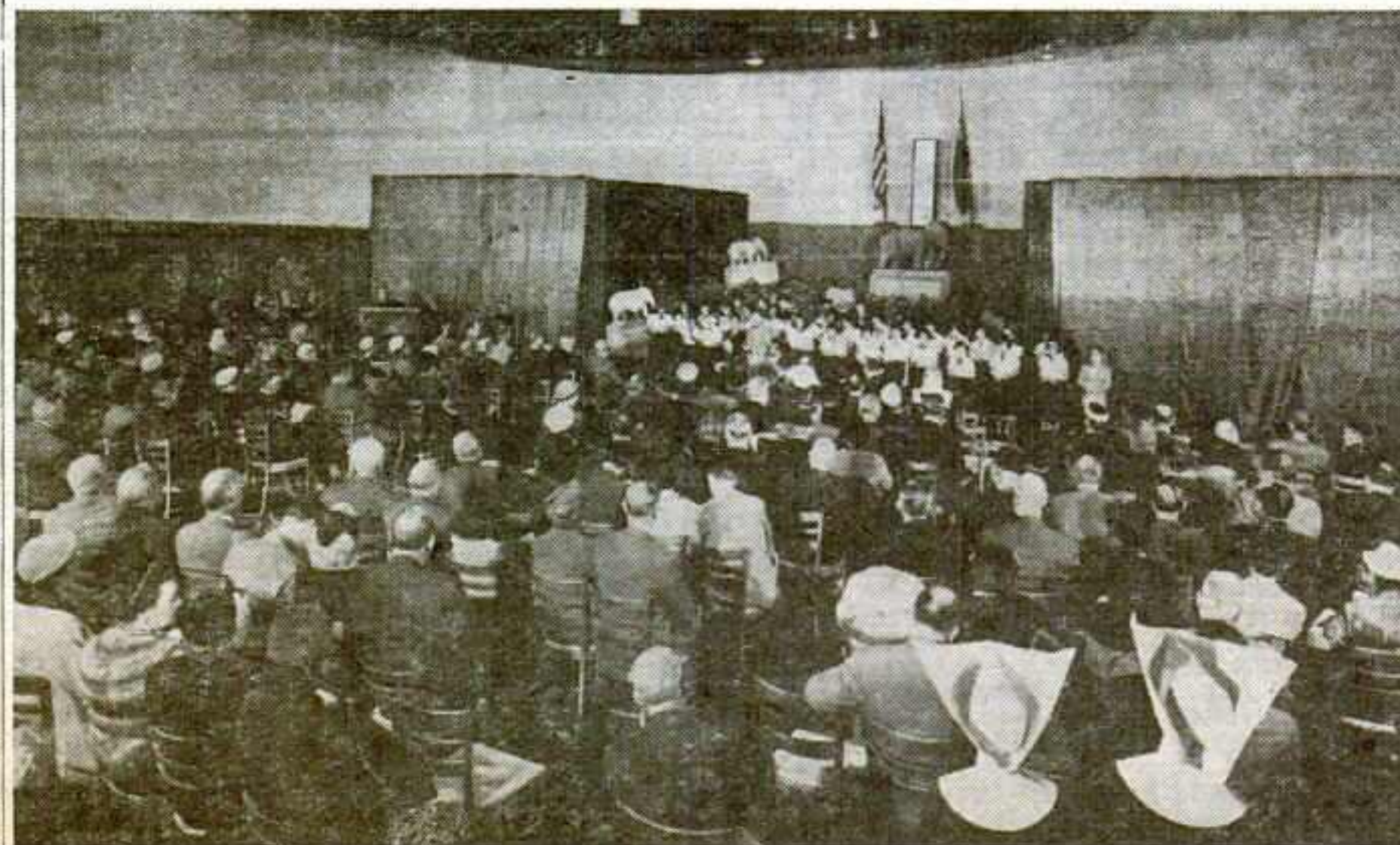
The colors were presented by the Commonwealth Edison Post

(Continued on page 64)

Floyd Aldrich Dies in Crash

LEXINGTON, Miss., Dec. 5.—Floyd Aldrich, concessionaire with the Gladstone Exposition Shows, was killed near here Thursday (3) when his car ran into a herd of cattle crossing the road.

Jack Oliver, general agent, riding with Aldrich, escaped serious injury.



OVER 300 SHOW PEOPLE PAID TRIBUTE to their deceased brethren at the annual memorial services at the Showmen's League of America, November 29, in Chicago's Hotel Sherman. Above is a part of the throng that heard the St. Patrick Choir, one of several musical groups that participated in the services.



BIRTHDAY WISHES were extended November 27 for Mose (Rip) Weinkle (left), well-known concession operator, at a surprise party in his home. Shown here with Weinkle are Mrs. Ruth Schreiber, president of the Miami Showmen's Association Ladies' Auxiliary, and Harry Schreiber, concessionaire and business manager. More than 40 persons attended the festivities, which were livened by songs, an instrumental trio and plenty of turkey.

Midway Confab

Betty Shepherd was hostess at a Thanksgiving Day party held on her outdoor patio at Crafts' winter quarters in North Hollywood, Calif. Those attending included her husband, Roy, ride superintendent for the Crafts org; Al Morris, Ella Mae and Harold Hunting, Butch and Billy Hunting, T. W. Gilman, Timmy Lantz, Ralph (Whitey) Sears, George Chisholm, Vicki and Ulualo Tavui with their children, Ulualo Jr. and Pala; Tony Korrea and Vincent Kuro-patwa.

Personnel of George Vogstadt's Side Show celebrated the closing of the season with a turkey dinner Thanksgiving Day in Daytona Beach, Fla. On hand were Bobby Kork, James Montello, Ruby Neal, Rita Ray, Harry Fink, Sandy Lindfers, Jean Nadja, Mark Williams, Prince Ali, Thelma Ostendorf, Kathy and Toots Coolson, Wesley Blair, Jo-Ann LaFrance, Frank McLoughlin and Billy Stevens. Kork will return to Trenton, N. J.

E. H. Rucker cards from Florida that altho he is down there in the sunshine with the other millionaires, he is still staging Leo Lane's New Orleans minstrels. . . . W. H. McClanahan entered St. Vincent's Infirmary recently in Little Rock where he underwent surgery. Mrs. McClanahan reports his condition as good.

During a successful season with Interstate Shows, Lisa Del Mar bought a Covered Wagon house trailer, complete inside and outside equipment, and a "Night in Havana" Girl Show. Personnel with her Side Show includes Duke Scott, first talker; Lisa Del Mar, second opener; Gordon, ticket box; Mme. Carmen Del Rio, mentalist; Rex Harrison, human pin cushion; Mary O'Dell, midjet; Pudu, pinhead, and L. Lee, annex. . . . Robert Carson Richards, or anyone knowing his whereabouts, is urged to contact his mother, Mrs. Jessie MacGregor, 2960 North 24th Street, Philadelphia 32, at once. In the past Richards has been connected with side shows.

Flo Carlson, former boxing fat girl, who is seriously ill in New York, was visited recently by Rose Westlake, Claire Purdy, Happy Jenny, Shackles Horrell, Buddy Bagwell and Alex Linton. . . . After closing the season with Charles Hodges' Side Show in Florida, Junior B. Hasset, en route to his home in New York, stopped in Louisville to visit with Billy Logsdon.

Little Bill and Bobby Taylor write from Gibsonton, Fla., that they are getting settled in the new Vagabond house trailer they purchased recently. . . . Irene Hester and Pat Burke are operating their palmistry pitch in their trailer-studio in Opelika, Ala. Miss Burke recently took delivery of a Spartan house trailer, while Miss Hester purchased a Plymouth recently. They report a successful season at their independent fairs and good biz at their present location.

With three carnivals playing Mobile, Ala., recently personnel did plenty of visiting back and

forth. Peppers All-States Shows were at South Washington and Canal, John R. Ward's Empire Shows were playing in Crichton, and Dixon's Alabama Amusements were in Prichard. Operator Ward spent Thanksgiving Day in Baton Rouge, La., with his family. . . . Walter B. Fox reports from his Mobile, Ala., headquarters that his mail order business has been keeping him busy. Fox recently authored a story about early-day showbiz for an Eastern magazine. Recent visitors with Fox were Robert R. Bloom, Shan Wilcox, Cash Miller and S. A. Ratliff, local billposter.

Guests who ate Thanksgiving Day dinner at the home of Mr. and Mrs. Loyd Kelley, Miami, included Tennessee and Decota Holland, Willie Lee, Ted (Whitey) Ruth and Jackie and Bob Gare. . . . Homer (Paul) Sharar, who closed the season with Gold Medal Shows in Valdosta, Ga., recently, visited friends in Marianna, Fla., before heading for San Antonio. . . . Bishop Floyd, veteran of 30 years in showbiz, is in Veterans' Hospital, Temple, Tex., Ward 114-A. He would like to hear from friends.

W. G. Wade, Mrs. Mildreth Miller and Gladys Schaum, of the Wade org, returned to Detroit for the Thanksgiving holidays from their Palmetto, Fla., base. Mrs. Hazel Crane, Wade's sister, accompanied them.

Personnel with the Battle of Chelli Shows, which is to leave the Borderland Shows' winter quarters and begin its winter season at Mathis, Tex., and then tour the Winter Garden and Lower Rio Grande Valley areas, includes Bill Bryan, advance and show manager; George Younge, legal adjuster; Mrs. Bryan, concessions and secretary; Tex Crawford, animal show and lot man; Clarence Hagensack, mechanic and two rides; Mozley's rides, concessions and The Billboard agent; Bill Gunter, concessions, and Mrs. Young, concessions, and Butler's concessions. Mr. and Mrs. Ferguson are to join with a Merry-Go-Round later.

Ethel Weinberg, executive secretary of the National Showmen's Association, had her left arm out of a sling Friday (4) for the first time in eight weeks. Ethel slipped on the club's entrance steps one Sunday and fractured the arm, but has not missed a day's work since.

Many of the friends associated for years with Mose (Rip) Weinkle threw a surprise birthday party for the well-known concession operator in his Miami home on Friday (27). Among those attending were Mr. and Mrs. Harry Schreiber, Mr. and Mrs. Max Levine, Mr. and Mrs. Murray Levitt, Mr. and Mrs. Harry Modele, Mr. and Mrs. Jackie Levine, Mr. and Mrs. Muscles Martin, Mr. and Mrs. Mose Manes, Mr. and Mrs. Ward Cannon, Mr. and Mrs. Nat Farber, Mr. and Mrs. Issie Beck, Mr. and Mrs. Harvey James, Mr. and Mrs. Lew Lange, Mr. and Mrs. Dukie Geffen, Mr. and Mrs. Hom Zolum, Mr. and Mrs. Hymie Feldman, Mr. and Mrs. Joe Ross, Mr. and Mrs. Leo Chaiken, Happy Kerwin, Dutch Holtzman, Morris Smith, Max Sharp, Sparky Nissenbaum, Miss Wernikoff, George Ritch and Phil Cook. The Rudy Baum Trio played, songs were sung by Babs Geffen, Rene Martin and Aggie Ross, and Aaron Weinkle and son were busy in the kitchen all night carving the turkeys. Nissenbaum and Muscles Martin supplied the comedy and story-telling.

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Club Activities

Miami Showmen's Association

3170 S.W. Eighth St., Miami

MIAMI, Dec. 5.—John Vivona, co-owner of Vivona Bros. Shows, has forwarded 52 applications and is eligible for a gold life membership card, the membership committee reports. The card will be presented at our annual banquet and ball on Sunday, January 3, at the new Beachcomber Supper Club in Miami Beach.

Patty Finnerty, banquet committee chairman, reports that the entertainment line-up will feature Sophie Tucker, Harry Richmond, Billy Daniels, Myron Cohen and the Blackburn Twins. Reservations are picking up and the usual increase for the \$10-per-person tickets is expected when show owners and business managers return from the New York and Chicago meetings. Another festive event will be the president's testimonial party, which will be planned soon by a committee to be chosen at the next meeting. Retiring President Bill Cowan will be honored at the party.

With the influx of officials and members from Chicago and New York, everything is in readiness for the first meeting in our new home in 1799 N. W. 28th Street.

A fine turnout of about 500 is expected.

Memorial services will be held at 1 p.m. Sunday (20) for those who passed away this year. Plans are being made by W. C. Bryant, chaplain of the club, and Kitty Glosser, representing the Ladies' Auxiliary. A clergyman of each faith will be present, it is planned, as will buglers and those who will provide spiritual music.

Paid-up 1954 membership cards are ready for the following members, who are asked to send in their addresses: Floyd Schenk, Joseph Serritella, Kirby McGary, Joe Bower, Jack Martin, Joseph Hoffman, James Grier, Ted Williams, James Martellaro, Robert L. Thomas, Barney Lewis, Robert Green, Fred Baker, Alfred Rinaldi, Billy Burge, Mark Layton, Jack Bishop, F. Dick Anderson, David Graver, Sol Rosenfeld, Melvin Gutermuth, Joseph Mort, Earl Perry, Leland Ruch, James Cotton, Chalmer Busboom, Frank Rich, Raymond Nedick, Clyde Barr, Clyde M. Mitchell, Raymond Thompson, Irving Shapiro, Nelson Brennaman, George A. Connor, Simon Eldot, Steve Mitchell, Chester Hepp, Wayne Charles Porter, Raymond Walsh, Ed Strassburg, James Mercer, Randolph Gallant, Leonard Gould, Kenneth Richardson, Walter Williams, Kenneth Collins, Morris Shapiro, Morris Lauer, Paul Macolly, Alpheus Darling, John Edward Reynolds, Louis Handel, James Swann, Paul Bouchard, Johnny Green and Charles Steiner Jr.

Tommy Carson has returned to Miami and is recuperating at 1921 N. W. 79th Street. Among others on the sick list, Tommy Allen is recuperating from his recent attack at the Tamiami Hotel here; Jack Rose is out of the hospital and is recuperating at the Savoy Hotel here; Moe Fishman has also left the hospital and is at his Miami Beach home, 826 First Street. Still hospitalized is Johnny Applebaum, who is undergoing a series of operations in Veterans' Hospital, Coral Gables, Fla.

Ladies Auxiliary

President Ruth Schreiber called the December 2 meeting to order. On the rostrum with her were Sydney Thomas, first vice-president; Ada Cowan, second vice-president; Freda Wilson, third vice-president; Lillian Tucker, treasurer; Ann Whitehead, recording secretary, and Ethel Weer, corresponding secretary. The invocation, delivered by Edna Lockhart, was followed by the pledge of allegiance to the flag.

Members welcomed to their first meeting of the season were Reene Martin, Mother Lee, Frances Winerman, Natalie Byns, Frances Canfield, Smitty Turkin, Helen O'Connor, Phallie Anderson, Nacille Anzalone, Helen Graby, Joan Prell, Rose Hicks, Ann Wilkenson and Dorothy Geiger.

The special plaque for individually raising \$300 for the club was awarded to Sydney Thomas, Ada Cowan, Freda Wilson, Irene Moore, Dorothy Finnerty, Mae Levine, Agnes Grosse, Pearl Ridings, Babs Geffen, Dora Pierson, Charlotte Wright, Virginia Feldman, Ann Tara, Hilda Roman, Ethel Weer, Kitty Glosser, Elsie Keeler, Ella Dodson and Ruth Schreiber.

The dark horse was won by Estelle Brady and brought in \$23.75. Penny parade brought in \$12.15. Dora Pierson announced that card parties given the past summer for the furniture fund brought in \$1,261.75. Mae Levine announced that the testimonial dinner for outgoing President Schreiber would be held at Betty's restaurant, December 28, at 6:30 p.m. Madge Harris reported that the souvenir journal has already

Caravans, Inc., Installs New '54 Officers

CHICAGO, Dec. 5.—Veronica Potenza was installed as president of Caravans, Inc., at appropriate rites held in the Hotel Sherman, Monday (30). Charlotte Wright served as mistress of ceremonies and Claire Sopenar escorted each of the officers to her chair.

Other officers inducted included first, second and third vice-presidents, Eva LeRoy, Marianna Pope and Stella Maturo respectively; Wanda Derpa, secretary, and Pauline Grey treasurer.

During dinner, music was furnished by Ralph Pope, strolling accordionist. Other entertainers included Skippy Pope, who did a tap routine accompanied at the piano by Lovey Austin.

Representing auxiliaries and other clubs in the candle-lighting ceremonies were Phoebe Carsky, Showmen's League of America; Jeanette Hart, Heart of America Showmen's Club; Ann Gallagan, St. Louis Show Women's Club; Mabel Brown, Pacific Coast Showmen's Association; Dolly McCormick, National Showmen's Association; Emily Bailey, Regular Associated Troupers; Sophia Carlos, Michigan Showmen's Association; Hazel Maddox, Greater Tampa Showmen's Association; Ann Doolan, Hot Springs Showmen's Association; Dolly Young, Miami Showmen's Association; Claire Sopenar, Lone Star Show Women's Club and Pearl McGlynn, Caravans, Inc.

brought in over \$2,500. With more coming in daily, prospects are for the largest journal the club has ever had. Bea Truesdale reported Katherine Curley and Lennie Fineman on the sick list. Silver spoons have been sent to Pat Holman's baby daughter and Irene Holman's son. Cakes donated by Caesara Buzzella at the summer parties brought in a total of \$120.75 when raffled off. Mae Nelson announced that the installation and dinner would be held January 7 at the Starlight Roof of the Biscayne Terrace Hotel. Ella Dodson and Estella Brady reported that they would order new furniture for the clubrooms within a few days. Kitty Glosser announced that the building plaque is now ready and that names, to be inscribed on it, are being accepted for \$50 each.

New members: Rose Hicks, Patricia Segal, Dollie Frazer, Ella Staffie, Polly Baysinger, Eloise M. Duckworth, Ann Ikie, Doris Tattman, Jewel Burrige, Virginia Hubbard, Ruth L. Miller, Margaret Netterfield, Anna Bickford, Catherine Wienski, Betty Stratton, Irene Burton, Margo Swain, Ruby E. White, Peg Galluppo, Dorothy Taylor, Gloria Foley, Penny Barrett, Colleen Gutermuth, Mary Snyder, Sarah Siskind, Lillian Reisinger, Ona Kalbaugh, Edna Moscheri, Lorraine Sabott, Charlotte Shine, Joan Prell, Gladys Hertz, Barbara Ann Snow, Ida Rovitz, Genevieve S. Canol, Lola Elaine Belkat, Naomi Johnson, Helen Borden, Helen Evans, Louise Spain, Sue Page, Jane Overly, Mary Stevens, Sophie Gleason, Dorothy Fike, Hermia Cowart, Jean Poselmski, Mrs. E. G. Moore, Dolly Compton, Esther L. Sanfiatelle, Josephine Williams, Macie Dorso, Mary Siefker, Lane Broome, Etta Rus, Caroline Campbell, Joan Lipsky, Yvonne McTeague, Irene Lytton, Katherine Marchiano, Kathryn Walsh, Natalie Byns, Betty Peugh, Zelma Wienstein, Ann Maracccio, Irene Finestnetino and Margaret Demers.

Tiler Babs Geffen reported 90 members present. Pearl Schultz's committee served refreshments following adjournment.

New Railroaders Go West

• Continued from page 62

and it was thought that a bull's eye had been scored but when the smoke had cleared the Gooding outfit was in, Al Wagner's Cavalcade of Amusements was out and the Levy organization found itself waiting for another year and another shot.

On the basis that a railroad show is worth any number of points more than a truck show in a booking contest it can be assumed that Buck and Metropolitan will come into their own. If it happens this year, it will have to be between Chicago and the State association meetings.

Despite the financial interest of the Strates organization in the Buck endeavor, that unit also hunted early for new territory. Manager Dave Endy was working on a fair route before last season was well under way and with Oscar Buck and Bill Cowan, concession manager, to aid in the project, they may well be formidable before the year is out.

With its fair route long set and at least three dates inked to long-term contracts, the World of Mirth held its representation here down to Gerald Snellens, general representative, and Richmond Cox, publicity director. Their duties were limited to watchfulness and entertaining. Strates, judged to be in a similar strong position, decided to attend only at the last minute. Even so he left early to get back to Orlando and the supervision of the building of a new winter quarters there. Agent Curtis Bockus was also on hand.

The Cetlin & Wilson Shows, strong in the East where they arrive in September for the Reading Fair and the completion of a fair route in that territory, was at full strength warding off opposition for the Indiana State Fair, a key prestige spot held for a number of years. Co-owners Jack Wilson, who arrived a bit under the weather, and Issy Cetlin had the support of Bill Moore, concession manager; Bill Hartzman, treasurer, and Al Dorso, bingo operator.

The big spots in the West are spoken for, so to speak. A number of good ones remain and Sam Prell was proposing his Prell's Broadway Shows strongly for some of these as was Johnny Denton, of the Gold Medal Shows. The latter was mentioned in connection with enough events to cause his competitors to keep an eye on his progress.

The contingent from the East was comparatively small. It is likely to remain that way as long as the booking action can be kept away from the Chicago sessions.

C. J. Sedlmayr

• Continued from page 62

W. O. King, Robert J. Beaudry, James W. Thompson, Max A. Wasserman, Allan Lalumiere, Whitey Monette, Harold Goldberg, Edward G. Keck, Jimmie Downey, and H. J. McKay.

Sam Gordon, hospitalized in Tampa, was reported improving, and Harry Atwell, David Swartout and Frank Daniels were reported still confined.

To Rep Club

President C. J. Sedlmayr was designated to represent the League at the annual banquet of the Miami Showmen's Association and Bill Carsky was designated to represent the club at the banquet of the Pacific Coast Showmen's Association.

In the election Monday (3) Sam J. Levy was elected to a five-year term as trustee and the following were named to the board of governors:

Louis J. Berger, Max B. Brantman, Arthur F. Bries, Fizzie Brown, Elmer Byrnes, Noble Cass, Hadji Deigrarian, M. D. Doolan, Herb Dotten, John M. Duffield, Harry Duncan, Noble C. Fairly, George B. Flint, John W. Gallagan, K. E. Gorman and Harry (Irish) Gaughan. Ralph W. Glick, Ephraim Glosser, Max Goodman, Sam Gordon, C. C. Groscurth, Morris A. Haft, Melvin L. Harris, Edgar O. Hart, Jack Hawthorne, W. R. Hirsch, Ben Hyman, George W. Johnson, William Kaplan and Edward Levinson. Ernest (Rube) Liebman, Harry Mamsch, Bernie Mendelson, Arthur Morse, Edward Murphy, Paul Olson, Harold Paddock, T. Dwight Pepple, Archie L. Putnam, Harry Ross, Jack Ruback, Henry Shelby, Edward Sopenar, James E. Strates, Harry J. Taylor, J. C. Thomas, Lloyd I. Thomas, Sol Wasserman, M. M. (Neil) Webb and Charles Zemater.

Meyer Org Inks Rodeo

RED BLUFF, Calif., Dec. 5.—William Meyer's Gold Coast Shows have been signed to play the rodeo here April 17-18 for the Red Bluff Round Up Association. Contract for the date was signed with Jack Armstrong, concession chairman, representing the association and Ted Levitt acting as general agent for the carnival.

Singer Misnamed

NEW YORK, Dec. 5.—The singing accordionist who entertained at the National Showmen's Association open house on Tuesday (24) was incorrectly identified in the December 5 issue as Joyce Ames. She is Joyce Aimee, who opened Wednesday (2) on the Palace Theater bill.

Paul Green, who produced the "17th Star" pageant at the Ohio State Fair this year, has been signed to head up a similar production at Berea (Ky.) College in 1955.

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SHRIMPY'S LUNCHEONETTE, which moved with the National Showmen's Association to its new quarters on West 56th Street, New York, rated its usual heavy patronage during the annual festivities staged by that organization last week. Enjoying snacks at the newly equipped establishment are, from left to right, Mrs. Morris Brown, Jack Stern, Mrs. Sam Peterson and Mrs. John Weisman. Behind the counter and ready to serve are Sammy Walker and the proprietor, Shrimpy Rappaport.

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6612 assorted \$613.95; 6624 assorted \$615.05; 6636 assorted \$616.15; 6648 assorted \$617.25; 6660 assorted \$618.35; 6672 assorted \$619.45; 6684 assorted \$620.65; 6696 assorted \$621.75; 6708 assorted \$622.85; 6720 assorted \$623.95; 6732 assorted \$625.05; 6744 assorted \$626.15; 6756 assorted \$627.25; 6768 assorted \$628.35; 6780 assorted \$629.45; 6792 assorted \$630.65; 6804 assorted \$631.75; 6816 assorted \$632.85; 6828 assorted \$633.95; 6840 assorted \$635.05; 6852 assorted \$636.15; 6864 assorted \$637.25; 6876 assorted \$638.35; 6888 assorted \$639.45; 6900 assorted \$640.65; 6912 assorted \$641.75; 6924 assorted \$642.85; 6936 assorted \$643.95; 6948 assorted \$645.05; 6960 assorted \$646.15; 6972 assorted \$647.25; 6984 assorted \$648.35; 6996 assorted \$649.45; 7008 assorted \$650.65; 7020 assorted \$651.75; 7032 assorted \$652.85; 7044 assorted \$653.95; 7056 assorted \$655.05; 7068 assorted \$656.15; 7080 assorted \$657.25; 7092 assorted \$658.35; 7104 assorted \$659.45; 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8124 assorted \$753.95; 8136 assorted \$755.05; 8148 assorted \$756.15; 8160 assorted \$757.25; 8172 assorted \$758.35; 8184 assorted \$759.45; 8196 assorted \$760.65; 8208 assorted \$761.75; 8220 assorted \$762.85; 8232 assorted \$763.95; 8244 assorted \$765.05; 8256 assorted \$766.15; 8268 assorted \$767.25; 8280 assorted \$768.35; 8292 assorted \$769.45; 8304 assorted \$770.65; 8316 assorted \$771.75; 8328 assorted \$772.85; 8340 assorted \$773.95; 8352 assorted \$775.05; 8364 assorted \$776.15; 8376 assorted \$777.25; 8388 assorted \$778.35; 8400 assorted \$779.45; 8412 assorted \$780.65; 8424 assorted \$781.75; 8436 assorted \$782.85; 8448 assorted \$783.95; 8460 assorted \$785.05; 8472 assorted \$786.15; 8484 assorted \$787.25; 8496 assorted \$788.35; 8508 assorted \$789.45; 8520 assorted \$790.65; 8532 assorted \$791.75; 8544 assorted \$792.85; 8556 assorted \$793.95; 8568 assorted \$795.05; 8580 assorted \$796.15; 8592 assorted \$797.25; 8604 assorted \$798.35; 8616 assorted \$799.45; 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9132 assorted \$847.25; 9144 assorted \$848.35; 9156 assorted \$849.45; 9168 assorted \$850.65; 9180 assorted \$851.75; 9192 assorted \$852.85; 9204 assorted \$853.95; 9216 assorted \$855.05; 9228 assorted \$856.15; 9240 assorted \$857.25; 9252 assorted \$858.35; 9264 assorted \$859.45; 9276 assorted \$860.65; 9288 assorted \$861.75; 9300 assorted \$862.85; 9312 assorted \$863.95; 9324 assorted \$865.05; 9336 assorted \$866.15; 9348 assorted \$867.25; 9360 assorted \$868.35; 9372 assorted \$869.45; 9384 assorted \$870.65; 9396 assorted \$871.75

MEN'S AND LADIES' WATCHES
Elgins & Walthams for men

\$8.75
with yellow expansion band.

Bulova, Elgin and Waltham for LADIES

\$9.95
with yellow expansion band.

SPECIAL!
6 assorted watches... \$49.00
with yellow expansion band. Reconditioned and guaranteed like new.

*** WRITE FOR OUR CIRCULAR! ***

25% with order, balance C.O.D. 5 day money-back guarantee if not satisfied.

WEINMAN'S
Dept. B
182 S. Main Memphis, Tenn.

FOR SALE—SECOND-HAND SHOW PROPERTY

ALL 16MM. SOUND—WESTERN, \$18; FEAT. Serials, \$5 episode. Used Projectors cheap; program rented reasonably. Roshon, 128 N. Court, Memphis 3, Tenn.

BINGO BLOWERS—RETAILING \$150, SELLING out \$49.50. AC Electric, Balls Blkpa Mfg. Co., 617 East 11th St., New York 9, N. Y.

BLEACHERS, ALL TYPES; 2000 FOLDING Chairs, Theater Chairs, Stadium Cushions and Chairs. Lone Star Seating Co., Box 1734 Dallas, Tex. de25

BRILL'S TESTED BUILDING PLANS— Concessions: Shallow Joint (23 games), 4-Way (11 games), Ball Rack (13 games), African Dip, \$5 each; High Striker, \$3; all \$20. Free circular. Brill, Box 875, Peoria, Ill.

KIDDIE RIDES—GOOD CONDITION, PONY Cart Ride, also Trailer type Jeep Ride. Gordon Stein, 2686 Homehurst Avenue, Pittsburgh 34, Pa.

LIST YOUR RIDES!—OUR RESULTS count. Agents for show property everywhere; new or used, nationwide service. Young's Carnival Sales, 59 King St., Little Falls, N. Y. Tel. 435. de12

MANUFACTURE, REPAIR, TRADE ANY- thing canvas. Any size, good as new tents. What do you have or want? Smith Tent Auburn, N. Y. de6

MINIATURE TRAINS—ALL TYPES, SIZES, gauges; new, used, built to order; photos, details, 50c. Miniature Trains, 33-B Winthrop, Rehoboth, Mass. de19

24 SEAT JONES MIX-UP Wis. air-cooled motor, \$500 cash. Will deliver up to five hundred miles. **IRA BURDICK** 1503 No. 5th St. Temple, Texas Phone 3-3151

INSTRUCTIONS BOOKS & CARTOONS

MARILYN MONROE FAMOUS CALENDAR, full color, postpaid, \$1; quantity prices free; three, \$2; dozen, \$6. Mack Enterprises, Centralia, Illinois.

YOU CAN ENTERTAIN FOR ALL OCCA- sions with our Trick Drawings and Rag Pictures. Catalog 10c. Balda Art Service, Oshkosh, Wis. de13

MAGICAL APPARATUS

A BRAND NEW #24 CATALOG—MIND- reading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Palmistry, Buddha, Graphology, Magic; 144-page illustrated catalog, 50c wholesale. Nelson Enterprises, 336-B, S. High, Columbus, Ohio. de26

MAGIC HEADQUARTERS FOR ACCES- sories, books, tricks, escapes, nite club and stage illusions, circus and carnival side show acts. Magic as a Hobby, 31 J. P. Kane, Box 379-B, New York 1, N. Y. de26

SUB MINIATURE RADIOPHONE FOR MEN- talists; weighs less than pound; easily concealed; illustrated brochure, specifications, price. Nelson Enterprises, 336 S. High, Columbus, Ohio. de26

VENTRILOQUIAL (\$65 UP); PUNCH FIG- ures, \$15 each, dressed. America's finest hand carved figures. Books, wigs, etc. Spencer, 3240 Columbus, Minneapolis, Minn.

2500 TRICK CATALOG (512 PAGES)— Pocket, parlor, stage. World's finest magic. Catalog \$2.00, (dollar trick included free). Kanter's B-1311 Walnut, Philadelphia 7.

LADY DEMONSTRATORS—MAKE \$300 PER week or more on modeling and demonstrating Fashion Scarf and Style-A-Day Sweater Blouse, both worn 15 different ways; presently doing \$2,000 per week in Fair dept. store, Marshall Field basement, and Goldblatts, Chicago; have spots in best stores in country with two hottest sellers since hair pitch. Call or write E. Jackman, Pres., Jecpo Corp., c/o North Park Hotel, 1931 Lincoln Park West, Chicago, Ill. MOhawl 4-3200 week of Dec. 8 to 18. Big guarantee against salary and commission. All year 'round employment.

NATURAL BLACK WALNUT NOVELTIES are fast selling souvenir and gift items. Illustrated wholesale circular free. Ozark Hills Industries, Eureka Springs, Ark. de13

MUSICAL INSTRUMENTS, ACCESSORIES

SONOLA 120 BASS ACCORDION, 5 SHIFTS, with case, \$195; Deagan 3 1/2 octave Marimba Xylophone (rosewood notes), portable, \$185. Both instruments like new. Lee Co., 334 N. Lancaster, Dallas, Tex.

PERSONALS

AROUND THE WORLD REMAINING— Gifts mailed from foreign lands, business and personal address. Letters remailed from Chicago, 25c. Relayed from other cities, 75c. Full details send 10c. C. Mack's Mail Order House, 5656 N. Hermitage Ave., Chicago 26, Ill. de26

PHOTO SUPPLIES DEVELOPING-PRINTING

ANY SMALL PHOTO COPIED AND EN- larged to 8x10, \$1; Coloring, \$1 extra; original returned unharmed. Johnson, Box 1635, Washington, D. C. de26

"COLORVIEW" PROJECTS AND BLENDS natural colors into black & white movies; frames, backgrounds, comic foregrounds, by "Detroit Free Press"; sample \$3. Exclusive "Movie King", 2537 Woodward Ave., Detroit 1, Mich. de19

COMIC FOREGROUNDS & BACKGROUNDS, Direct Positive Cameras, Paper, Chemicals, Mounts, Glass Frames, Photo Novelty. Miller Supplies, 1533 Franklin, St. Louis 6, Mo. de12

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. de19

DIRECT POSITIVE OPERATORS Send today for our new 96 page catalogue. Largest assortment Photo Mounts, Frames, Backgrounds, Photo Rings, Photo Chains. Direct Positive Cameras and Chemicals. International Sales Co., 414 E. Baltimore St., Baltimore 2, Md.

EASTMAN DIRECT POSITIVE PAPER, cameras, lenses and accessories. Marks & Fuller, Inc., 70 Scio St., Rochester 4, N. Y. de26

PHOTO BOOTH OUTFITS CHEAP—ALL sizes; drop in and see them; latest improvements; real bargain. PDQ Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. de19

WANTED TO BUY

WANTED—MERRY-GO-ROUND AND FER- ris Wheel. Must be reasonable for cash. Write details to P. O. Box 1939, Memphis, Tenn. de19

WANTED TO BUY—MERRY-GO-ROUND, 32-38 ft. State age, make, condition. Thompson Brothers, Altoona, Penn. de12

WANTED—FROZEN CUSTARD MACHINE. Good condition; give complete description; lowest price for cash. George Kriebel, 521 Wynfield Ave., Upper Darby, Pa.

WANTED—AIR CALLIOPES, ANY CON- dition, or parts. If flea bitten, rat gnawed junk is offered, please price accordingly. Lee 934 N. Lancaster, Dallas, Tex.

WANTED—TWO PDQ MODEL H STREET Cameras, must be in good condition. Write fully. Don's Studio, 4230 Easton Ave., St. Louis, Mo. de19

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DRUMMER AND ALTO SAX; OTHERS write; commercial band traveling Midwest; weekly salary; no lay-offs. Box 1031, Grand Island, Neb. de26

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DRUMMER AT LIBERTY—HILBILLY, Dixieland, all commercials. Prefer small combo, South; sober, reliable, cut anything. Phone Main 4434. W. G. Scott, Gen. Del., Cincinnati, Ohio.

ORGANIST WITH OWN HAMMOND AND Leslie speaker, available from Jan. 1, 1954; popular music only. New York and Long Island area. Call Glenmore 5-4015, Brooklyn, N. Y. de19

PRINTING

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. de12

ATTRACTIVE ADVERTISING CALENDAR cards—1,000 only, \$3.75 postpaid. Your advertisement raised printed on front, 1954 calendar on back. Guaranteed. Executive Advertising, 1603 Kay, Washington 6, D. C.

PRINTED 8 1/2x11 LETTERHEADS, ENVE- lopes, 100 each, \$2; 250, \$3.95; Business cards, 250, \$1.95; 500, \$2.95. Standard copy. Postpaid. Allen Printing Dept., BBP, Clinton, Mo. de26

DECEMBER SPECIAL—RADIO-TV CON- tinuity Sheets, 8 1/2x11, 162 Clinton Bond, white, boxed, 500, \$4.50 per 1000. (\$4.75 west of Chicago, \$5 west of Rocky Mountains.) Cash with order; no samples. Mitchell Printing Co., Lock Haven, Pa. de12

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NEW! SAVES TAX MONEY! SELLS ON sight; salesmen's profit, 100%. 249, Box 9013, Houston 11, Tex. de12

SALESMAN! EXPERIENCED, CALLING on clubs to sell new outstanding Non-Coin operated machines. Terrific money makers—low priced, fast sellers, high commissions. Amusement Sales Co., 41 Union Square, N. Y. C. de26

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 de19

ATTENTION TATTOOERS—CHOICE STORE location for rent. Ideal for tattooing, street floor, all year round spot. 12 Cambridge St., Seelyay Square, Boston, Mass. Write Avery Photo Studio, same address.

TATTOO MACHINES, COLORS, NEEDLES, all supplies; outfits; used machines, flash. Free catalog. Lateco, 412 S. Main St., Los Angeles 13, Calif. de19

TATTOO EQUIPMENT AND SUPPLIES— Tattoo Books, Tattoo Course and Tattoo Club. Illustrated Brochures, 25c. Milt Zeis, 728 Lesley, Rockford, Ill.

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PIANIST—AVAILABLE IMMEDIATELY; age 30, reliable, union, sober, all around. Fast butterfly style; prefer society or tenor bands; cut shows, experienced. Joe De Gregory, 534 Linden Ave., Steubenville, O. de12

PIANO MAN DESIRES SOUTHERN LOCA- tion; small commercial unit only; union; dependable. Jimmy Moore, 538 So. Hull, Montgomery, Ala. Tel. 615.

SOCIETY DRUMMER—DETROIT ATH- letic Club. Job ends December 12; leader disbanding; available for good connection anywhere; 18 years' background fine hotels, clubs; play any type except pop; authentic Latin, shows; complete information and references on request. Contact immediately. Drummer, D.A.C., or 3701 Somerset, Detroit, Mich. Phone Tuxedo 5-8463.

TENOR-CLARINET—AVAILABLE DEC. 12; society band, combo; good tone reader; references. Contact Ralph Hockaday, Beacon Courts, Bossier City, La.

TRUMPET—LEAD OR SECTION; READ, fake, Dixie style jazz. Prefer commercial unit; go anywhere. Box C-459, c/o Billboard, Cincinnati 22, Ohio.

PARKS & FAIRS

BALLOON ASCENSIONS, PARACHUTE jumping for parks, fairs, celebrations. Claude J. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. de19

NIFTY TRAPEZE ACT—AVAILABLE FOR Outdoor and Indoor Events. Feature act; flashy equipment. For full particulars, address Charles La Croix, 1304 South Anthony, Fort Wayne 4, Indiana.

VAUDEVILLE ARTISTS

AVAILABLE—VERY ATTRACTIVE DOG Act for schools, night clubs, fairs, circuses, carnivals or party entertainment. Have transportation. Permanent address, Rose Washington, 3107 West Place, Sarasota, Fla.

BEAUTIFUL CROSS

MIRACLE CROSS

When you place the center to your eye you can see the

RETAILS UP TO LORD'S PRAYER

\$6.95 EACH clearly and distinctly.

#999-N. Set with 12 brilliant cut stones, Chain and Cross in beautiful nickel silver finish, soldered links.

\$4.25 Doz. \$48.00 Gross

#999-G. Same as above, heavier chain in beautiful gold finish.

\$6.00 Doz. \$66.00 Gross

Sensational Profits

No. 185 Full of Life! First-Brilliant Fancy \$3.85 doz. \$45.00 gross

Gold finish. White brilliant center. Red sides.

Deposit with all C.O.D. orders. Please state your business.

PROVIDENCE RING COMPANY
49 Westminster St., Providence, R. I.

"MEXICAN JACKETS"

100% Wool in All Colors

At Last We Have Them Nickel Colored Rings

Tarnish Proof. Two Cents Extra Each.

Available in "Dancers" or the "Embroidered" Styles. In all sizes and colors. Dancers, sizes 34 to 40—\$6.75 ea. Embroidered, sizes 34 to 40—\$7.75 ea. White, colors or sizes over 40—\$8.00 extra. (Also available for children at different sizes and prices. Special prices for quantity lots to jobbers. Accounts opened for well-refered firms. We also manufacture Mexican Brass Rings, \$3.50 doz., \$4.50 doz. with side ornaments. Hand-tooled Ladies' Leather Purses and Men's Leather Belts and Wallets. We don't prepay.

Attention, Please: 25% with order—balance C.O.D.

SEND FOR FREE CATALOG

PEARL SALES CO.
P. O. Box 675 El Paso, Texas

DEMONSTRATORS

ATTENTION! SENSATIONAL VALUE

Beautiful 3-piece set, Hooded Point fountain pen, automatic pencil and precision ball pen. Metal cap. Assorted colors. Attractive box. Sample Set, \$1.00.

GROSS \$45.00 including tax.

Orders filled the same day as received. Send 25% deposit with the order.

PACKARD BALL PEN
28 East 22nd St., New York 10, N. Y. Spring 7-7180

with it since 1907

ENGRAVERS

No. 100 Men's All Aluminum Idents. \$13 Gr.

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Merchandise Topics

Write Buyers' Service Department, 2160 Patterson Street Cincinnati 22, O., for a complete list of addresses of sources of supply mentioned in this column. To expedite handling, please enclose self-addressed envelope.

From All Around

Harvey Lewis Fur Company, Minneapolis, is offering the trade mink fur trimmed bracelets and earrings, both reportedly fast sellers, \$12 per dozen. Also moving well, according to the firm, are its fur lambskin rugs (size 32 by 42 inches in natural pelt form). The company merchandise is sold on a money-back guarantee.

M. K. Brody, well-known Chicago carnival supply house, has taken over the distributorship of **Ray Oakes & Sons,** maker of games and hanky panks. The Brody firm says it will have a supply of Oakes products at all times. . . . The **Jet Spray Cooler Company,** Boston, manufacturer of the Jet Spray Cooler, announces removal of its executive offices and plant to 33 Simmons Street, Boston. Increased demand for the company's products has made the move necessary. At the new plant a conveyor production line utilizing electronic jet equipment will speed production to meet demand, it is reported. New shipping carton designs will protect the product in transit. The Jet Spray electrically refrigerated drink dispenser embodies many revolutionary and patented features, the firm states. One of these is the Rocket Faucet, embodying faster action and easier operation.

Famous during the Gay '90's, **Illinois Picture Company,** Chicago, has reintroduced "Card Sharks," a life-like comic picture of excellent composition and arrangement. In the large studio size (11 by 14 inches) picture every human feature and all details stand out strongly in bold contrast. . . . A new eye-catching, appetite-stimulating, self-contained cooler and dispenser for noncarbonated beverages is now available for general use after thoro sales testing. Developed thru the combined efforts of **Mayer Refrigerating Engineers,** Lincoln Park, N. J., and **Nedicks,** the latter has in-

stalled the coolers in 250 of its quick lunch stands and reported sales increases as high as 100 per cent. Eye appeal is achieved thru cascading of the beverage inside a plastic bubble. Mechanical features include sanitary and easy cleanable construction thruout, rubber pumps, stainless steel piping, deep drawn tanks and removable plastic cascade and dome. Cooling temperatures are adjustable to suite the beverage and climatic conditions. Fifteen inches square and about five feet high, the cabinet is done in hammer-tone color. Capacity is six gallons.

The "Ly-Holly" combination shampoo-massage brush has been introduced by **Pearce's Plastic Models,** Hollywood. Made of polyethylene and retailing for 69 cents, the item is put to use by removing a cap and filling the receptacle it covers with liquid shampoo. Gentle pressure on the flexible top releases shampoo thru a center hole as the hair and scalp is massaged and shampooed by 80 little plastic "fingers," loosening dandruff and stimulating blood circulation in the scalp.

Mrs. Green

Continued from page 60

dent. Mrs. Jack Reynolds, wife of the manager of the Eastern States Exposition, Springfield, Mass., will take over the duties of secretary-treasurer.

Highlight of the meeting was an address on conservation by Mrs. J. A. Theobald, outgoing secretary-treasurer.

Members Attending
Others attending included Alma Rehmeier, Weeping Water, Neb.; Mrs. Charles J. Warner, Waverly, Neb.; Mrs. R. O. Planert, DePere, Wis.; Mrs. Moxie Mulrooney, Saginaw, Mich.; Mrs. Harry B. Kelley, Hillsdale, Mich.; Mrs. Lester Schrader, Centerville, Mich.; Mrs. Rosco Belcher, Oklahoma City; Mrs. Lemuel E. Jones, Oklahoma City; Mrs. Wilfred Walker, Fort William, Ont., and Mrs. Frank Harris, Davenport, Ia.

Mrs. Bligh Dodds, Gouverneur, N. Y.; Mrs. George A. Hamid, Trenton, N. J.; Mrs. John McCormick, Trenton, N. J.; Mrs. Joseph Bartlett, North Haven, Conn.; Mrs. Leon Harms, Albuquerque, N. M.; Mrs. D. Robert Jones and Mrs. Howard Foust, Columbus, O.; Mrs. Willard Masterson, West Allis, Wis.; Mrs. W. H. Maxwell, Winterset, Ia.; Mrs. Harold Pike, Des Moines, and Mrs. Ross Ewing, Mrs. Robert E. Kahn and Mrs. W. H. Ritzenthaler, all of Sedalia, Mo.

Cattle in 1954

Continued from page 61

field day, and in 1954 will cast its lot with the exhibition.

Within recent weeks, too, an expanded grandstand bill has been contracted thru Joseph H. Hughes, of George A. Hamid & Son. It includes the Ideal Revue; Amandis, teeterboard; Karpis Trio, risley; Allen & Company, aerial; Leon & Eleana's Great Dane Circus; Banana Man, comedy novelty; Tommy & Mueller, knockabout comedy, and a band. This will be Fredericton's first presentation of a revue since its postwar revival.

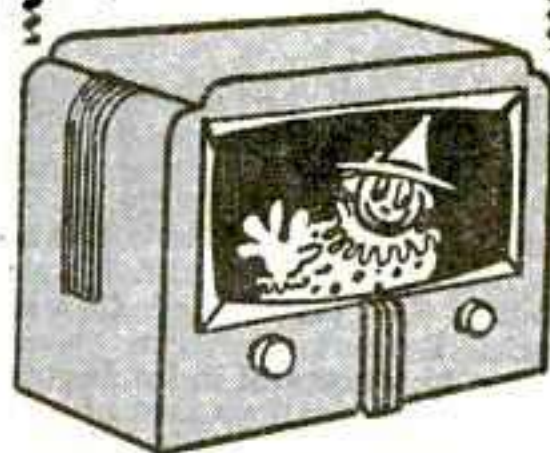
Ionia Unsigned

The Ionia (Mich.) Free Fair, which normally closes its midway contract during the convention, deferred action, pending a full meeting of the board in Ionia. The Cetlin & Wilson Shows have been repeaters at that fair.

The Missouri State Fair, Sedalia, again signed the C. & W. show. The Izzy Cetlin-Jack Wilson organization had had one other Midwest date, the Indiana State Fair. That contract usually is not awarded until the first week in January, but this year the action will be taken earlier—Friday, December 11.

The Royal American Shows came out of the convention with its U. S. route of fairs a carbon copy of last year, with the RAS to play Superior, Wis.; St. Paul; Topeka, Kan.; Oklahoma City; Little Rock, Ark.; Jackson, Miss., and Shreveport, La., in that order. Except for the loss of Knoxville, the route of the Amusement Company of America looms the same as last year.

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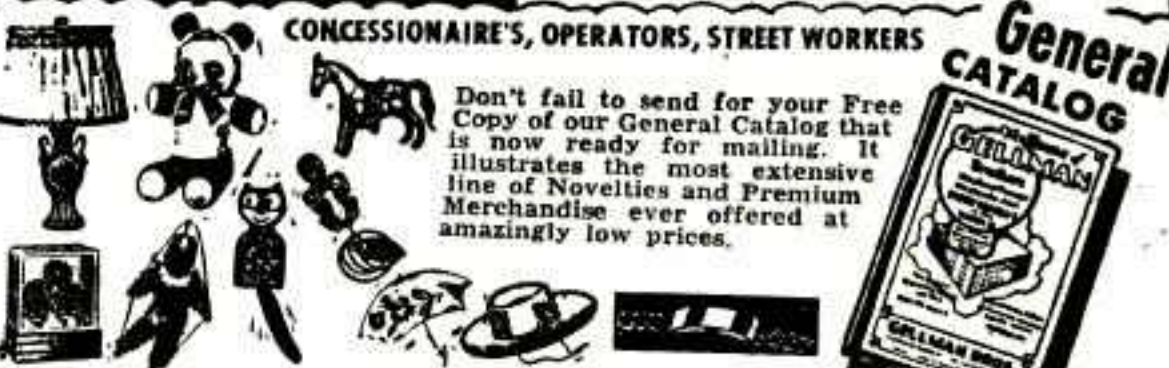
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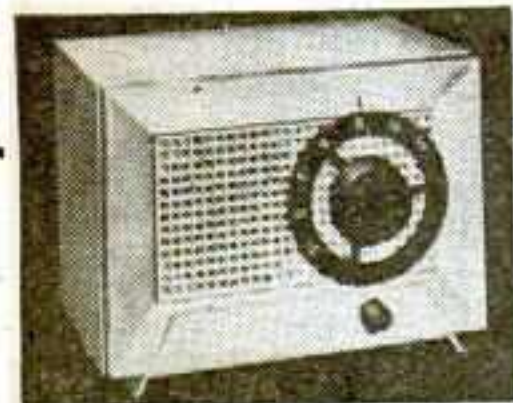
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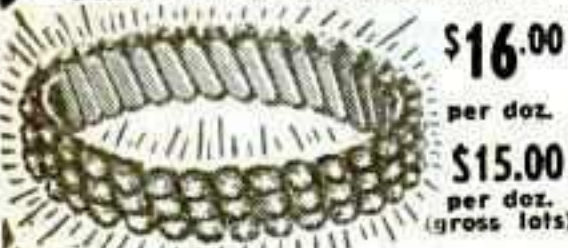
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Pipes for Pitchmen

By BILL BAKER

THE PITCH . . . fraternity will be saddened by two notes recently dropped on the pipes desk. One comes from Horace Braziel in Ashville, N. C., and the other from Jack Sharding in Long Beach, Calif. Horace reports the passing of Charles Mack Barnett, veteran sheet writer, in a hospital in Lexington, Ky., and Jack tell us that old Joe Birdsong has tossed his last coil pitch. We didn't receive many details from brother Braziel but Jack reports that among those attending the Birdsong funeral were George Leffingwell, an old-time trouser; Sid and Mildred Hirsch, scope team; Doc Paul Hunt, Mr. and Mrs. Sam Col and Doc Rogers.

HAVING JUST . . . closed a pleasant and profitable season with the Blue Grass Shows in Gainesville, Fla., B. L. (Bill) Rabon and his son Cecil have purchased a 40 by 100 foot portable skating rink and have opened to fair business in Fitzgerald, Ga. It's reported that this is the second time that the boys have been in the game. They operated one under lease in Southern Georgia for two years. The rink will be known as Rabon's Dixie Roller Ring and will play towns in South Georgia and Northern Florida.

TOM KENNEDY . . . piping from Allentown, Pa., says that his literary opus on "The Case of the Killer Who Turned to Stone" is skedded to run in the next issue of Dell Publication's Front Page Detective Magazine. He also mentions that he has a few more items coming up and he promises to let us know when and where they will appear. Continues Tom, "I enjoyed the pipe in the current issue of The Billboard by my old friend Ray Herbers, husband of my good pal Madaline Ragan, whose lectures and guiding counsel on the illness that besets mankind, proved a boon to a lot of dottering old fossils who forever seem to be out trying to recapture some of the pleasures that they enjoyed in their youths. From the information I have been able to gather from the pitch folks who played the fair circuit this summer, Madaline succeeded admirably in exchanging her health packages tablets for the folding stuff that most of us covet." Regarding Ray's invitation to have Tom join him in Florida in a big shark hunt, Mr. K. implies that he has met so many sharks during the past season, (not necessarily of the marine type), that those saw-toothed jokers swimming around in the ocean wouldn't scare him a bit.

DOC WOOD . . . of the Memphis branch of the pitcheroo clan, should be awarded some kind of gizmo for tenacity and intestinal fortitude. After 12 painful years and a couple dozen operations, which eventually culminated in the loss of a leg, he's

back tossing the bally with G. W. chronograph watches in one of the local Memphis stores. It may be remembered that several years ago the good Doctor was slapped down by a slightly stewed driver and he's been all this time trying to get himself back in shape. It's been a pretty tough grind and all the boys wish the Doc the very best of luck.

FOR THE BENEFIT . . . of the gentry who haven't worked Chicago lately here are a few ramblings from Joe Joblots about some of the characters whom he has observed lurking in and around the Windy City. "Since Mike Cherafsky has opened his new bakery, he has lost a lot of weight. His baker, Oscar, is always thinking up new ways to make open poker cookies. Benny Aiken bought a new radio and shortwave set and can get all foreign stations. Bill (Horse Thief) Weiss became the papa of a brand new boy. Bubbles Klein is in town after a tour of all the major race tracks all summer. The boys

Virginia Kline Eyes the Ladies

Continued from page 53

silver lame halter bodice with black and silver lame skirt, and Mrs. Jack Woody chose a satin pink gown with cascading flower appliques sprinkled with rhinestones.

Selects Blonde Pink Mrs. Phil Little came in blonde pink lace, her corsage orchids. Mrs. C. W. Parker attended for the first time in years in a Hibiscus pink lace gown with a white velvet wrap, while Mrs. K. H. Garman wore a Harvey Berin gown in cloud white sculptured velvet, the tiered back interest of heavy satin. A Maurice Renter model in dove pink was selected by Mrs. Vaughn Flora, the diaphanous flowers of the embroidered material forming the bodice and carrying on down the skirt. Mrs. Roy Jones sparkled in her sapphire blue net, the tulle stole of matching shades and held in place by rhinestone clips.

Mrs. Sam J. Levy Sr. wore Capri blue in a lace gown, the neckline and sleeves outlined in an edged motif, while her daughter, Mrs. June Kurlander, came in a form-fitting black velvet number. Mrs. Margaret Petty from Memphis joined the Dallas group in a dramatic black gown with a silver lame waltz length skirt.

Visitors from Spartanburg, S. C., included Mrs. Paul Black in a bark brown gown with yellow chiffon forming a deep swirling collar-like neckline. Mrs. Tom Moore wore a marine blue Juillard model frosted in beads, while Mrs. Bill Regan chose a Sophia model of misted grey, sequined with steel-grey beaded design. A gentle tone blue with embroidered bead trim was worn by Mrs. Robert Craig.

Ruffled Tiers A piquant gown with a decided back interest, the skirt daringly manipulated in tiers of ruffles, was worn by Mrs. Fred H. Kressman. Mrs. Margaret Moore demonstrated an artistic touch in her chosen gown in the new spice shade, the close-wrapped skirt a foil for the entire ensemble. Mrs. Art Frazier came in gold, the flared skirt of dancing length. Mrs. Bernie Mendelson chose a grey-blue Don Loper model with shirred folds at neck and hip lines. An ocean blue gown of net, the deep neckline folded and held in place with flowers was chosen by Mrs. Sophia Carlos, while her companion, Mrs. Minnie Simmonds, came in champagne lace with traced patterns of lace.

Mrs. Ross Bealer, a guest of the K. H. Garmans, chose a Don Loper, the color azure blue and the beaded bodice cupping her white orchids. A strapless black with pousee cafe petticoat of frothy red was worn by Mrs. Charles Levine, and Mrs. Nellie Vaughn selected black velvet with silver sequin trim. Mrs. Jack Begen's blonde hair was heightened by her black velvet gown and Mrs. Dave Russell wore a soignee number of black satin, the flattering neckline of creamy pink satin in a cross-tie arrangement.

Mrs. T. Dwight Peppel wore a jet black gown with a shrug cape of mink, while Mrs. V. Ben Williams chose an ebony net number with nylon tulle stole. Silver

would like to hear from Everlovin' Murphy and Pittsburgh Jerry. The last time we heard from them they had rented a store somewhere in Pittsburgh. Ben Turpin and I are opening a store for Christmas. We are looking for a location and would appreciate any help that we can get."

KAY AND BUSTER DOSS . . . of Kay and Buster's Variety Show, pipe in from Vernon, Tex., to say that they just recently closed a five weeks' stand in that town with the Ray Smith Med Show. It seems that during their sojourn thru the Southwest they had an opportunity to toss off a lot of chin music with several old troupers. In Wichita Falls, Tex., they ran across Gil Gray's Shrine circus which, from all reports, was a pretty snappy looking layout. In a couple of Oklahoma towns they caught Haverstocks Dramatic Show and visited with Dan (Doc) Sherwin, med showman, and his wife in Dennison, Tex. Among some of the other folks whom Kay and Buster hadn't seen for some time were Tommy and Frankie Scott, Dorie and Art Miller, Toby and Bertha Shelton, Billy Van Sandt, Lena Rhinehart, Merle Webster and Lowell and Louise McManes.

white with matching sandals and an orchid corsage was worn by Mrs. Bob Settles, and Mrs. Karl Frederichs came in hushed blue with an orchid. Mrs. Villa MacLeod selected a red dahlia gown in slipper satin, her corsage tiny red rose buds. Pale chartreuse in lace was worn by Miss Wilma Stone, while Miss Helen Stewart was attired in an afternoon-length gown of bronzed gold faille.

Gold and Bronze Mrs. George Hamid graced her table in a Christian Dior black gown, her stole of misty black sequins with her gloves and evening sandals in gold. A short and grey-blue number was worn by Mrs. John Hill, the bodice forming a calla lily shape for her corsage of tiny white flowers. Mrs. Ross Davis, from Los Angeles, wore black lace in a Jo Copeland model, while Mrs. C. W. Davis came in black net with silver lame after-five skirt. Mrs. Carl Laughter wore a daring evening sweater in cloud pink with a black velvet flared ankle-length skirt. A flame-red strapless gown, jewelled with rhinestones, was Mrs. Ted Webb's choice. Mrs. Lucille Hirsch, newly elected president of the SLA Ladies' Auxiliary, wore a Alencon lace gown, the motif of lace rocketing up the undulating skirt.

A Schiaparelli model of emerald green was worn by Mrs. Mike Doolan and Mrs. Eddie Brown came in aqua chiffon. Mrs. Robert K. Parker wore a Pierre Balmain gown in smoke blue, the bodice embroidered in patterns of pearls and the unusual sleeve arrangement forming a daring neckline. Black lace and net was worn by Mrs. Pearl Hall, her corsage orchids, while Mrs. Evelyn Harrell chose a lace gown in cream pastel. Mrs. Hattie Longchart's winter white was trimmed in crystal beads, while Mrs. Sara McCaffery selected a Mainbocher model in black lace, the ensemble a foil for her red-gold hair.

Blue Taffeta Mrs. Bennie Hazen appeared in autumn blue taffeta the bodice strapless, her corsage orchids. Helen Field's gown was misty grey, the top of the skirt and the lower edge of the bodice edged with silver sequins, and Mrs. Max Tubis came in a Lilly Dache number in midnight blue. A tiny evening hat topped the costume of Mrs. Lena Schlosberg, which consisted of a black gown, and Marie Broughton also chose black, her's with a sweetheart neckline studded with rhinestones. Mrs. Buddy Paddock wore black lace with an enchanting motif of lace silhouette.

Visiting from Los Angeles, Emily Bailey came in taupe pink satin with silver-sequined trim and silver sandals. A blue tulle Paquin model was chosen by Mrs. Dolly Young, while Mrs. Edgar Hart came in turquoise blue lace and net, her gloves also of net. A black Phillip Mangone model, topped by a lush velvet stole, was selected by Mrs. Harry Batt. Mrs. W. Reynolds wore a striking rocket-red velvet gown, the full-length side-drape studded with rhinestones, which also decorated her hair. Mrs. Charles Lee's attire was of virgin white

with patterns of gold beads at the bodice and a stole of white tulle.

Short Period Style

A short period gown with jacquard fabric of black and white was worn by Mrs. Mike Wright. Mrs. Gyp McDaniels chose a fiesta-red number, her jewelled trim of rhinestones, her corsage of white orchids. A black ballerina gown with white maribou trim at the neckline was worn by Mrs. Ralph Pope, and Mrs. John McCormick, president of the Ladies' Auxiliary of the National Showmen's Association, came in a superb gown designed by Ceil Chapman, the dress in white with all-over crystal bead trim.

Mrs. O. E. Bradley, of Knoxville, wore a Binche gown in black velvet, the trim rhinestone and a corsage of orchids. Mrs. Bill Andre, also of Knoxville, came in a glamorous dinner dress in floor length, her stole of flip-pant red satin. A dinner gown of bunting blue, the sequin trim of silver and an orchid corsage was selected by Mrs. Harry Andre. A guest of the Bradleys, Mrs. Jack Desplenter, was attired in black velvet with rhinestone trim which contrasted with her sandals and evening purse of silver. Mrs. B. O. Tucker came in lace, the colors grey-pink, her corsage consisting of pink camellias.

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Cincinnati 22, O.

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Knight, Barbara L., \$1.2 (2 Pkgs.)
Westfall, Robt. & Mrs. (License Plates), 33c

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Ahand, Maurice
Alexander, C. W.

Allen, Billy
Allen, Cecil
Allen, D. V.
Allen, Lee
Allen, Roy (Specks)
Anderson, Bob
Austin, Wm. R.
Ayers, James
Ayers, John & Viola
Ayers, Mrs. Homer
Ayers, Maurice C.
Ayotte, F. W.
Bailey, Joe
Baker, James
Barker, Paul & Mrs.
Ballard, Horatio
Balmer, Carl R.
Barfield, Emmett
Barnes, Charlie & Basil Wike
Barnes, Henry (Hat Operator)
Barnes, L. E.
Baron, Hank & Mrs.
Barr, E. & Mrs.
Baron, Freddie
Bartholomew, Mr. & Mrs.

Bazin, Dwight
Beal, Joe
Bean, Mr. Jesse
Bech, Art
Bell, Billy
Bell, Bill & Betty
Jean Hebert, Emery
Hebert, Harold R.
Higgins, Lewis
Hill, Bertha
Hilgard, Jimmy
Hodges, Mrs. Grace
Hodgins, Tommy
Hohn, Walter
Holmes, Dimples
Houston, Mrs. Rose
Hoop, Richard Paul
Horn, Jim & Mrs.
Horn, Larry & Mrs.
Hovemale, Lester
Hoyer, Reg Glenn
Hubbard, Betty
Hudson, Jack
Hudspeth, Ernest
Huffie, Thos. J. & Mrs.
Hunt, Art & Mrs.
Hunter, Miss Billie
Huxstep, Carlton
Jacobson, Lou (Clown)
Jacobson, Jacob
Johnson, Mrs. Ethel
Johnson, James D. & Mrs.
Johnson, Leo
Johnston, Kenneth
Joplin, Paul G.
Judy, R. F.
Kean, Frank Scotty
Keilman, Bennie
Keller, L. C.
Kepler, Dixie
Keyes, James Sidney
Knight, Mearline
Kimball, Lee
Kimris, Les
King, Gertrude
Kingley, Mrs. Dessie
Klawitter, Kenneth
Knight, Gene & Mrs.
Knight, Herman
Kofron, Jack
Kowalchick Jr., Michael
Krause, Fred & Mrs.
La Berta, Otis
La Marr, Carmen
La Rue, Ronnie
Lamb, Mrs. L. B.
Lambert, Harry Shows
Lambert, Betty
Lamon, Harry
Lance, Mrs. Gladys
Landrus, Fred C.
Lankford, Harry
Larrell, Martin
Leahy, Buck
Le Breque, Harry
Leedy, Bob
Lee, Ginger (Dancer)
Lee, Johnston
Lee, Kenneth
Lefebvre, J. A. & Mrs.
Leigh, H. D. & Mrs.
Lerch, George
Lester, Vincent Leroy
Lewis, Bob
Lind, Mrs. T. W.
Lloyd, Eugene
Lone Fox, Chief
Loomis, Joe Lee
Loyd, Russell & Mrs.
Lynn, Jackie
Mac Kinnon, Allister C.
McCoun, Fred L.
McCurdy, Curtis
McFall, Ruth
McHugh, Harold D.
McQuay, Mrs. Robt.
Mace, Herb
Maha, Elisabeth
Mackey, Mrs. Dorothy
Mackoly, P. M.
Madd, Edw.
Manley, Harold A.
Marces, Beulah
Marchette, Rebel & Mrs.
Maricle, R. A.
Marshall, Harry
Martin, Chris S.
Martin, Edward
Martin, Jack
Martini, Kurt
Mastaglio, Anthony
Mason, Harry W.
Mathers, John
Menasian, Manuel
Middleton, Betty
Miller, Elisabeth Mae
Miller, Joe
Miller, R. E. (Bobby)
Milliken, Bob
Moore, Cyrus
Morgan, James N.
Morris, J. Raymond
Morris, Maxie (Deep Sea Red)
Morris, Mrs. Wm.
Moyer, Edward
Mumford, Mary
Fisher, E. J.
Murphy, Lou
Murray, Bob & Maxine
Murray, Cy
Myers, Earl (Side Show)
Nasworthy, Jack
Nazarechuk, Nicholas
Neal, Ruby
Nehr, Randolph
Neighbors, Mrs.
Fry, Deaver R.

Fulghum, John C.
Gallager, Jack (Gallager Shows)
Gallagher, Jack
Gambone, Felice
Gardner, Wm. M. & Mrs.
Gates, Erma
Gay, Mrs. Gloria S.
Geer, Frank
Gerry, Bobby
Gibson, Ben
Goodwin, Joe
Goss, Carmel
Grauman, Saul
Graves, John
Green, Mary Lorene
Griano, Thomas
Hackett, Edw. J.
Haddy, Joan
Hahner, Jerry
Hale, D. D.
Hall, Mrs. Alidane
Hall, Hubert & Mrs.
Hamilton, George R.
Hampton, Dudley
Hander, Bill
Hankin, B. Harry
Hanson, Al
Harlan, Elmer
Harrington, Ben & Mrs.
Harris, Chas. Warren
Hastings, Mrs. Matilda
Hayes, John A.
Hays, J. & B. Show
Hazen, Jack
Hebert, Emery
Hebert, Harold R.
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Highsmith, Jack
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Martin, Jack
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Middleton, Betty
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Miller, Joe
Miller, R. E. (Bobby)
Milliken, Bob
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Morris, Maxie (Deep Sea Red)
Morris, Mrs. Wm.
Moyer, Edward
Mumford, Mary
Fisher, E. J.
Murphy, Lou
Murray, Bob & Maxine
Murray, Cy
Myers, Earl (Side Show)
Nasworthy, Jack
Nazarechuk, Nicholas
Neal, Ruby
Nehr, Randolph
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Fry, Deaver R.

Reed, Mrs. (Book), 15c
Essington (Record), 3c

Parker, Bob
Parker, Carmen
Parker, Mrs. Thelma
Parks, R. T. S.
Pariello, Clinton
Paquette, Edward W.
Paulus, Whitty
Pearce, Mrs. Jessie (nee Lucy Hughes)
Pearl, Princess Lola
Penny, Mrs. Pauline
Peters, Brenda
Petrie, Roy & Mrs.
Phillips, W. G.
Pierce, Carl
Pittman, Babe & Mel
Polisank, Diane H.
Pope, Marion
Porter, Mrs. Janet
Porter, John Robt.
Porter, M.
Portor, Roland & Mrs.
Preneck, Mike & Mrs.
Pressley, K. & Mrs.
Price, Arthur
Prokop, Edw. Russell
Reese, Elmer
Redfield, Cecil
Reibenacht, Fay
Reimley, Eddie
Rescott, Joseph
Reynolds, Jerry & LaVerne
Riffle, Lewis
Roach, Bud
Roberts, J. C.
Roberts, Tex
Ross, Carmel
Russell, Les
Roth, Chas.
Roth, Jos.
Rubbin, Harry
Runyon, Margaret
Ruscitto, Carmella
Ryan, Mrs. Pauline G.
Ryder, Mickey
Salyina, Pete Joseph
Saxe, Reggie
Schmitt, Ferdinand
Schroer, Myra Jean
Schubar, William I.
Searl, George
Segal, Ben
Seifer, H. L.
Sellers, Jackie
Selvidge or Selvidge, Herb
Shafer, Jon S.
Shapiro, Henry E.
Shapiro, Julia
Shelby, Edw.
Shields, Wilmet
Shuberg, Anne
Sizano, Thomas
Signor, Art

Simmons, Tommy & Mrs.
Sinclair, Bobby
Smith, Fred
Smith, Mrs. Fred
Smith, Karl M.
Smith, Mary
Smith, Tom & Jessie
Snook, Albert T.
Sodders, Orvin
Spener, Bill J.
Spivey, Margaret
Stanley, Robert & Lois
Starr-Barbe, Barbara
Steffen, Jack
Sterling, Edythe (Cliff Younger)
Stevens, Wm. & Mrs.
Stewart, Loretta
Stockdale, Benjamin
Stowers, John Leroy
Straub, Donald
Stuart, Dan
Sullivan, Joe
Summerlin, Eddie
Sutton, Elmer L.
Sylvester, Shorty & Peggy
Talbert, Edward
Tamb, Frank
Tatham, Bill (Tatum Bros.' Show)
Taylor, Eva (Latour)
Terry, John
Thomas, Michael
Toler, Clyde H.
Townler, Tom
Trohanovsky, A.
Tropiano, Mrs. Marsha
Troutman, Ross
Troy, Jimmy
Tucker, Charles
Tucker, Winslow
Tyski, Walter
Unthank, Wilbur
Valier, Buddy
Viala, Bradley
Vinson, Henry L.
Wagner, Jack
Wagner, Mrs. Ruben
Wallace, Eloise
Wallace, Peggy
Walsh, Joseph P.
Walton, Kenneth
Walton, Mr. Lou
Wandol, John
Warren, Jess
Washburn, Geo. H.
Watkins, Clifford L.
Watkins, Williams
Waver, John & Mrs.
Wayne Newman Troupe
Weaver, Dick
Weinstein, Louis
Welles, Joe
Wells, G. E.
Weishman, Mabel
Wescott, Robert
White, Lucky Tommy (Elsberry)
White, Wayne (Whitie)
Whitely, Abilene
Wilkinson, Al
Wilder, John M.
Williams, E. & J.
Williams, Lou
Williams, Mrs. Rebecca
Williams, W. M.
Wilson, Mrs. Alice
Wingfield, Harry Red
Wish, Louie
Wood, Bert
Woodall, W. E.
Woods, Walter L.
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Zamarra, Mrs. Frances
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Blackhall, Dorothy
Cartball, Patricia
Cochran, Geo. W.
Dorsey, O. W.
George B. George
Harvey Jr., A. J.
Hastings, Margaret
Kamanor, Robert L.
Keeler, Robert
Meade, Anna
Moore, Harry
Michael, Monet
Pennell, Margaret
Romananskis, A. J.
Rothman, Joe
Santana, Elmir
Schmaemmie, William
Shankma, Jules
Shoemaker, Robert
Silverberg, Walter
Walker, E.
Williams, Victor
Zimmer, Vera

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Bennett, Betty
Boyd, Robert L.
Caskey, Charles D.
Best, Dick
Hankin, B. Harry
Heraghty, Frank
King, Mrs. Beatrice
Larson, George (Pinxy)
Mastin, Willie
Miller, Bernie
Moreno, Tony
O'Brien, P. J.
Scanlan, C. B.
Shelley, Earl (Red)
Shafer, Frankie
Smith, Robert S.
Turner, Dallas E.
Walther, Albert J.
Whiteley, F. A.
Wright, Jessie

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Anderson, Norman
Applegate, Mr. & Mrs.
Barefield, Sally
Bellon, Louis E.
Bennett, Mr. & Mrs.
Bennett, Mrs. Frank
Bentley, Claude
Born, Richard H.
Boudie, Frankie
Boyle, William
Bradley, Mr. & Mrs.
Brazuskas, Felix
Brewer, James
Bridges, William
Brown, Mrs. Mae
Burch, Ernie
Bynum, Mr. & Mrs.
Caldwell, Imogene
Caldwell, Sam
Carpenter, Mr. & Mrs.
Carpenter, Keith
Chisholm, Dave
Christianson, Jorgen
Colyer, Mrs. Robert
Cooper, Floyd E.

Cowboy Mac
Curtis, Date
Cutler, Rose & Lou
Davies, Mr. & Mrs.
Demetro, Steve
Diane,
Dillon, Virgil
Doersom, Mr. & Mrs.
Dushane, Frank
Eickhorst, Carl Wm.
Farmer, Jimmy
Finkelstein, Harry
Finley & Eikenhorst
Finnert, Roman D.
Fornau, Miss Terri
Franklin, Mrs. C. W.
Friend, Mr. & Mrs.
Fulford, Thuddes
Hosy

Fuller, H. C.
Giles, Jack
Gloy, George W.
Goff, Marie Wenner
Gorman, Slim
Gray, G. Herman
Gray, Gill
Grosse, George W.
Hall & Leonard
Harris, Mr. Ruth
Hamilton, Bill

Hammer, Jimmie
Hardy Jr., Mrs. J. A.
Harmon, William A.
Harris, Marvin J.
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Henderson, Les & Vera
Hightower, H. D.
Houston, Lee
Hubbard, Vince
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Hunt, Charles
Hunter, Bill
Hyland, Richard C.
Isenhower, George
Johnson, Ray
Jones, Grady Fred
Jones, Paul
Kelly, E. C.
Kelly, Frank W.
Kelly, Michael
Kirkhort, I. F.
Krieger, Albert
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Lafferty, Henry
Lane, C. W.
Lee, Sandra
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Logsdon, Wm. (Shorty)
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McGuire, Arthur R.
McPherson, Mr. & Mrs.
McWilliams, M. A.
Maloney, Mr. & Mrs. John F.
Marcus, Red
Marsh, Mrs. E.
Marshall, Harry
Middleton, Betty Ann
Miller, Frank (Windy)
Minser, Con C.
Moore, William R.
Moorehead, Mrs. G.
Morgan, T. Lance
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Morrison, Harry
Moss, Al
Murphy, James E.
Noite, Irwin E.
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NEW PRODUCTS GALORE

Coin Ride, Game Exhibits Key NAAPPB Trade Show

By TOM McDONOUGH
CHICAGO, Dec. 5.—The trade show held in conjunction with the 35th annual convention of the National Association of Amusement Parks, Pools and Beaches was virtually dominated by the introduction of 40 new coin-operated rides, games, 3-D

movie units and related component parts.

Of the 88 firms exhibiting at the NAAPPB event at the Hotel Sherman Sunday thru Wednesday 29-2, 31 displayed equipment of major interest to game, music and vending operators.

The major developments at the confab—as far as coinmen were basically interested—were:

1. Steady selling by a majority of coin exhibitors on the floor to both conventional coin machine and park operators.
2. Better attendance by out-of-town operators and distributors than at any previous NAAPPB event.
3. Indications that more traditionally outdoor equipment manufacturers will supplement their regular lines with coin units.
4. The need expressed by visit-

ing coinmen for a participation in more of the convention's program than just the exhibits.

5. The new people attending the show who indicated they were anxious to break into the Arcade and ride fields.

Regular Exhibitors

The NAAPPB show has long been favored by regular exhibitors. (Continued on page 86)

Holmes Cook Unveils 2 New Coin Machines

CHICAGO, Dec. 5.—Holmes Cook Miniature Golf Company formally unveiled its Pitching King, coin-operated automatic pitching machine for batting ranges, and its Golf King, coin-operated automatic golf ball dispenser and automatic tee for golf driving ranges, at the NAAPPB show.

The dispenser—which holds 1200 balls—is mechanically operated, while the tee is electrically operated. The coin mechanism can be set for any coin combination and the dispenser can be set for any number of balls in one play. A patron places his money in the coin chute, turns a crank and the number of balls in one play are released thru the tee chute, ready to be automatically teed up.

As soon as one ball is hit, another teed-up ball appears in— (Continued on page 86)

Meteor Intros New Grip Unit

CHICAGO, Dec. 5.—Meteor Machine Corporation unveiled Tung-Go, an electric coin-operated grip scale, for Meteor's first appearance at the NAAPPB show. Priced at \$149.50, the unit is topped with a life-size aluminum clown's head. A player inserts a coin, squeezes slowly on the hand grip and the clown's (Continued on page 86)

Distributors Show Williams' New Novelty Game

CHICAGO, Dec. 5.—Distributors of Williams Manufacturing Company started showings this week of Struggle Buggies, a five-ball novelty game with a new type playfield.

Sam Stern, Williams vice-president, stressed that the firm recommends dime play but the game is available also with nickel chutes.

Among the features of Struggle Buggies are its numbered bumper series, and an A-B-C rollover combination, which illuminates additional rollover lanes for special scoring. In addition the new Williams game has bumpers, rollover buttons, standup switches, and knockout holes which advance the game's 10 buggies around the track to register laps.

The playfield of Struggle Buggies has a miniature track similar to those used in stock car racing. The 10 buggies move about in various positions and simulate the action of stock car racing.

The scoreboard has the drum type scoring reels which were first used on Williams Army-Navy game.

IQ Shows New Pitching Unit At NAAPPB

CHICAGO, Dec. 5.—IQ Baseball Machine Corporation, in its first NAAPPB display, presented a newly-designed coin-operated pitching unit at the show this week. The new machine is now electric and fully automatic, replacing the mechanical feed type.

Adjustments of elevation, direction and speed can be made by the operator simply by turning cranks. The unit is 32 inches wide, 48 inches long and 45 inches high, holds 350 balls and can be adjusted to hurl a ball up to 110 mph.

IQ sells the units in a batting range package consisting of machines, bats, balls, lights, netting and all necessary accessories. While a standard five-unit range (Continued on page 85)

Dodgem Intros Coin Bullpen

CHICAGO, Dec. 5.—The Dodgem Corporation, Exeter, N. H., unveiled its coin-operated baseball game, Bullpen, at the NAAPPB convention here this week.

The game is 15 feet long by 42 inches wide by 8 feet 2 inches high. The player throws simulated baseballs at a target area, designed like a baseball diamond. The game is on dime play and offers players nine balls. Balls hitting the center of the target score 90 points. Balls, which just miss the center, score 60 points. All other balls hitting any part of the target register 30 points.

Dodgem is one of the old line firms in the non-coin ride field and is particularly known for its Dodgem car ride. Bullpen is the first coin-operated game made by the company and it won an award for the best new piece of equipment at the show (see award story).

Representing Dodgem at the booth were Don Hackett, Fred Markey, John Capillio, Pete Pesen and Joe Weissman.

\$10 FEDERAL TAX STAMPS HIT 365,991 MARK IN '53

WASHINGTON, Dec. 5.—The Internal Revenue Service reported this week that a total of 365,991 amusement game \$10 tax stamps were sold in the fiscal year ended June 30, 1953. In addition 15,073 locations purchased \$250 tax stamps for coin equipment not covered by the amusement game stamps.

IRS reported the breakdown by localities as follows:

Internal Revenue Regions and Districts	Amusement		Gaming Device Premises \$259
	Device Premises \$10	Device Premises \$259	
BOSTON REGION:	18,958	99	
Augusta (Maine)	1,968	...	
Boston (Mass.)	7,766	76	
Burlington (Vt.)	788	5	
Hartford (Conn.)	5,097	8	
Portsmouth (N. H.)	1,347	9	
Providence (R. I.)	1,992	1	
NEW YORK REGION:	29,732	16	
Alban (14th N. Y.)	6,090	2	
Brooklyn (1st N. Y.)	7,813	1	
Buffalo (28th N. Y.)	5,172	2	
Lower Manhattan (2d N. Y.)	1,447	...	
Syracuse (21st N. Y.)	5,001	11	
Upper Manhattan (3d N. Y.)	2,209	...	

(Continued on page 85)

Coin Mfrs. Unveil 3-D Coin Viewers At NAAPPB Show

Mutoscope, Riteway and Capitol Report Fine Reaction to Units

CHICAGO, Dec. 5.—International Mutoscope Corporation, Riteway Sales, and Capitol Projector Corporation formally introduced 3-D coin viewers to the trade at the annual show of the National Association of Amusement Parks, Pools and Beaches, here this week. Bill Rabkin, Mutoscope president; Nat Cohn, head of Riteway, and S. B. Goldsmith, vice-president of Capitol, who unanimously predicted a big future for 3-D machines, agreed reaction at the show was "excellent."

Mutoscope's 3-D entry, the "3-D Art Parade," comes in two sizes, a 10-show unit for adults and a 6-show model for children. Each show contains five color pictures with art pictures for adults and comics and Westerns for children. Art Parades are available with either 5-cent or 10-cent coin chutes. The small model measures 19 by 19 by 66 inches; the big model, 19 by 24 by 74 inches. Prices are \$395 for the 6-show unit, \$495 for the 10-show model. Rabkin said that the big unit is

ready to ship now and the small one will be ready to ship in two weeks.

Automatic picture movement, Rabkin said, insures rapid play; a sturdy mechanism insures steady operation. At its NAAPPB booth, Mutoscope also displayed two Photomats, each of which vends two photos in 50 seconds for a quarter, and a card vender. Four "3-Dimensional Theaters" (Continued on page 85)

Charter Ky. Distrib Firm

PADUCAH, Ky., Dec. 5.—The Central Novelty Company has been granted a charter by the Secretary of State. The new corporation is authorized to own, sell, lease games and juke boxes. The incorporators were Charles Kagel, Norwood Veatch and Tony Koupal, who also own Central Distributors, Inc., of St. Louis.

NAAPPB Convention Notes

The annual park show proved old home week for many manufacturers and distributors from the East who used to be regular participants in the Chicago coin shows. Among those who met old friends at the Sherman were Nat Cohn, Riteway; Bill Bolles, sales manager of the Dave Simon Company; Bert Lane, who was once with Genco and now heads

his own ride manufacturing company in Miami.

Harry Julius, traveling Arcade operator, took time out to visit his Chicago relatives when the convention was over. Julius was reared in the Windy City and has lived the past 15 years in Tampa, where he is affiliated with Royal American Show.... Among the Milwaukee coinmen at the NAAPPB was Leonard Sheehan.... In from Los Angeles was Lyn Brown, Exhibit Supply distributor in Southern California.

Lou Casola, Bob Lindelof, Andy Hesch, and Barney Poss came in from various points of Illinois to attend the show together and hold an informal dinner meeting Monday (30). ... Don Moloney, head of Donan Distributing Company, Chicago, aided Bally officials, led by Jack Nelson, general sales manager, with the Bally exhibit. Mrs. Don Moloney helped her husband greet Northern Illinois operators at the convention.

Roy McGinnis, Keeney president, had dinner with Paul Huebsch, his sales manager, and Vince Shay, of Empire Coin after viewing the show together Monday (30). ... Mel Binks, who has been a Keeney, Universal and United executive in the last dozen years, visited the convention and told some of his own friends he has some manufacturing plans which should jell early next year.

Harold Lieberman, Twin Cities distributor, not only had a good time at the show but visited (Continued on page 85)

Robert Robbin Dies After Long Illness

Continued from page 52

Bros. department store as a clerk in the advertising department. At the same time he continued his advertising education at Northwestern University. In 1937, he joined the Mesirov Art Studios as a member of the production staff. He returned to the department store field in 1939 upon joining the advertising staff of the Logan Department Store in Chicago. In 1941 he moved to Joliet to become assistant to the advertising and sales promotion manager of Goldblatt's department store there. At the time he joined The Billboard he was manager of this department.

Robbin was first confined to the Billings Memorial Hospital here in April. Following pre-operative treatment, he underwent surgery in July and returned to his home in August. He was apparently on the way to recovery until one week before his death. He had planned to attend the outdoor convention and then leave with his family for a Florida vacation prior to resuming work January 1. Following a relapse November 24, he re-entered the hospital and was confined until shortly before his death.

Surviving beside his widow and two sons, are his father, William; three brothers and a sister, all of Chicago. Funeral services were held Thursday morning,

December 3 at Gerald Dames and Sons funeral home in Joliet. Interment followed at Mount Olivet Cemetery. The family home is at 408 S. Hunter Street, Joliet, Ill.



COIN MACHINE INDUSTRIES Division of the National Polio Foundation brings together these co-chairmen at a luncheon, with Sam Kresberg, chairman of the Automatic Merchandising and Coin Machine Division. The luncheon kicked off the 1954 fund-raising campaign. Seated, left to right, Ruth Ellis, National Foundation; Kresberg; Mrs. Kathryn Assante, National Foundation. Standing, left to right, Mel Rapp, vice-president of Apco, Inc.; Jack Mitnick, AMI, Inc.; George Ponzer, executive director of Associated Amusement Machine Operators of New York; Barney Sugarman, Runyon Sales Company, Inc.; Dave Stern, Distributors, Inc.; Perry Wachtel, De Perri Advertising, Inc.; Phil Silverman, Bruno, N. Y.; Sy Resnick, The Billboard and Vend.

Calendar for Coinmen

December 6—Music Guild of Nebraska, quarterly meeting, Evans Hotel, Columbus, Neb.

December 12—Amusement Machine Operators' Association of Dade County, annual banquet and dance, Saxony Hotel, Miami Beach.

January 7—Illinois Amusement Operators' Association, monthly meeting, 208 North Madison Street, Rockford.

Napolitano Heads Greyhound Arcade

CHICAGO, Dec. 5.—Charles Napolitano announced on the NAAPPB convention floor Wednesday (2) that he had signed a lease to operate an Arcade in the big new Greyhound Bus Terminal in the Loop.

Altho he never has been in the Arcade field, Napolitano and other members of his family are prominent in the concession business, specializing in the sale of balloons, popcorn and other items under the trade name of Charles Napolitano & Sons. In addition, the new Arcade owner is an attorney here and for many years was an assistant State's attorney.

Napolitano said that plans were being rushed to open the Arcade within 10 days. It provides 1,300 square feet of floor space. Much of the equipment to be used was purchased at the convention in the Hotel Sherman this week from the Mike Munves Corporation, New York, Exhibit Supply (Continued on page 88)

A TV DEBUT

TV Kiddie Ride Unveiled by Scientific

CHICAGO, Dec. 5.—Scientific Machine Corporation debuted its "TV Ride," a coin-operated kiddie ride, at the NAAPPB show this week. Fashioned after a studio TV camera and boom equipped with seat, the ride includes a 10-inch by 12-inch screen which shows 3-D color comics and which the youngster peers into as "TV Director." The ride moves up and down in a slightly forward motion; it lasts one minute for a dime. Listing at \$495, the ride, said Max Levine, president, is Scientific's first entry in the popular-priced field.

Kiddies may choose from a (Continued on page 88)

Chi Coin Shows Trainer Game

CHICAGO, Dec. 5.—The Chicago Coin Machine Company held its first national showing of the "Round the World Trainer" game at the parks convention show at the Hotel Sherman which ended Wednesday (2).

The unit, which is actually a combination of a ride and a gun game, is mounted on a sturdy base. It is similar in performance (Continued on page 88)

WIN STORE PRAISE

NAAPPB Ride Firms See Good Business in '54

CHICAGO, Dec. 5.—Coin rides are headed for a big year in 1954 in the opinion of the manufacturers who exhibited at the park show at the Hotel Sherman this week.

The consensus of the 11 firms, which displayed coin-operated kiddie rides, was that retail business establishments now have a greater respect for the extra profits and traffic built thru rides than ever before. One indication of this was the many chain store representatives who dropped in to view the new rides.

A major trend underlined at the NAAPPB convention was the high percentage of the ride firms which have branched off into their own styling and developing an entirely new variety of rides. Previously, many of the rides were much the same in appearance—horse, boat, rocket, etc.

List Rides

Rides displayed at the show were:

Bally—Hot Rod Car, featuring an unusual rolling motion and specialized new ideas in design and mechanism, The Champion

(horse), Space Ship, Speed Boat. Rendoluk—The Whip, a small-sized ride with many of the features of its namesake—The Whip, a multiple unit outdoor ride.

Bert Lane—Pinto Jr., a single small horse ride, and Pinto (Continued on page 88)

AWARDS, MENTIONS

Honor Coin Firms At NAAPPB Show

CHICAGO, Dec. 5.—Four exhibitors of coin-operated equipment and two suppliers of vending machines won awards and honorable mentions at NAAPPB trade show here this week.

The Dodgem Corporation, Exeter, N. H., was awarded the Henry A. Guenther plaque for having the "most meritorious new piece of coin-operated equipment." The unit is called Bullpen and features the throwing of baseballs at an enclosed target area (see separate story).

The Chicago Coin Machine Company, Chicago, and the Scientific Machine Company, Brooklyn, were awarded honorable mentions in the Guenther award competition.

The John R. Davies Award for the "most meritorious display of equipment" went to the National Amusement Devices Company, Dayton, O. Honorable mentions were received by Exhibit Supply, Chicago, and Animated Display Creators, Inc., Minneapolis.

The Charles R. Wilson Award for "the most meritorious display of equipment and supplies" was presented to the William Berry Company, Boston. The Charles E. Hires Company, Philadelphia, and the Pepsi-Cola Company, New York, won honorable mentions in this classification.

Show Upholds Selling Rep Weinand Finds

CHICAGO, Dec. 5.—Art Weinand, a sales manager of Exhibit Supply, stated Wednesday night that the NAAPPB annual had once again upheld its reputation as a "good selling show."

He pointed out that sales of both rides and 3-D gun games—Wild West and Space Invader—were steady during the first three exhibit days but on the final day business moved into high gear. During the last session, Wednesday afternoon, Weinand and his staff sold out its gun game production.

The firm's ride display was made up of Roy Rogers' Trigger, Sea Skate, Space Patrol Scout Ship, Pete the Rabbit, Ferdy the Bull, El Toro the Bull and Rawhide (a small horse). In addition the firm showed Roy Rogers' \$15,000 saddle which was used in the Tournament of Roses parade in Pasadena, Calif., January 1, 1953 (see separate story on firm's award).

A.B.T. Debuts Compact Timer For Coin Rides

CHICAGO, Dec. 5.—The A.B.T. Manufacturing Corporation debuted its coin-operated electric timer and coin box for kiddie rides at the NAAPPB show this week.

The unit measures 12½ inches in length, 5½ inches wide by 3½ inches deep. For most rides its timing cycle, which is adjustable, will be set for one minute. The coin box holds \$100 in dimes.

A.B.T. also showed its Rifle Sport (shooting gallery), a cartridge vender and its Challenger counter model game.

Representing A.B.T. at the convention were W. A. Tratsch, chairman of the board; W. A. Patzer, president; Leo J. Goblet, vice-president; J. B. Tratsch, secretary-treasurer, and George J. Kozy, sales manager.

3 Kiddie Rides Bowed by King At NAAPPB

CHICAGO, Dec. 5.—King Amusement Company unveiled three new dime kiddie rides—a boat, a train and a car—at the National Association of Amusement Parks, Pools and Beaches trade show which closed here Wednesday (2). They are a kiddie auto ride, the Sabre Jet, a kiddie train ride, the Little Choo Choo, and a kiddie boat ride, the Little Chug Chug.

The boat and the train each can be used as either coin-operated rides or they can be used in any combination for an eight-unit Kiddieland installation. The car is for coin-operated use only.

Equipped with electric horn and flashing lights, the Sabre Jet is made of molded fibreglas and is powered by a capacitor type ½ h.p. electric (Continued on page 88)

NOW in the 4th YEAR

of Continuous Production!



Ride Big Bronco
10¢

Steadiest profit-maker in the industry!
EXHIBIT SUPPLY 4218-30 W. LAKE STREET
CHICAGO 24, ILLINOIS

KIDDIE RIDES METEOR—The Profit Line

- ★ Designed for profit ★ Built to satisfy
- ★ 1 Year UNCONDITIONAL GUARANTEE
- ★ UL Approved ★ FREE INSURANCE

METEOR MACHINE CORP.

75 W. 45 St., N. Y. 36, N. Y.

WATCH FOR TUNG-CO Circle 6-2241 MAIL THIS AD FOR DETAILS



4 REASONS WHY

Bally® KIDDY-RIDES

EARN BIGGEST PROFITS YEAR AFTER YEAR

1. Flashiest Eye-Appeal	3. Simplest Mechanism
2. Thrillingest Action	4. Sturdiest Construction



RIDE THE CHAMPION 10¢

Start a steady-income route of Bally Kiddie-Rides now. Finance-Plan available through leading Bally Distributors.

Bally MANUFACTURING COMPANY
DIVISION OF HIGH MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

Cookie Makers Court Vender Market; Step Up Promotion

Austin Sets Road-Sign Ads Thru 32 States; 10c Pack Sales Slow

By FRED AMANN

CHICAGO, Dec. 5.—Cookie and cracker manufacturers are courting the automatic merchandising market with greater product emphasis each year. Both as an immediate plus-sales stimulant, and as a longer range brand promotion aid, the bakeries are looking to vending as an important part of their over-all marketing programs.

This year, more bakeries are offering or planning to offer more point-of-sale aids for the operator, more produce variety and better packaging. Dime cracker sandwich packs and "variety packs" (more than one type cookie or cracker per pack) are being made available.

The growth of cookie columns in standard candy machines, and the placement of more straight cookie venders, provides a constantly broadening outlet for the baked snack items. As reported last week in an operator survey (The Billboard, December 5) the ratio of cookies to candy is now one out of every five columns. The national average: one cookie column for each candy machine.

Ratios of three cookie columns to five candy, and up, are not unusual in captive locations.

The rise in coffee vending, and the constant gains in cup soft

drink volume in the last six years, have also been important contributing factors to the steady upcurve in cookie vending.

Price, Variety

While dime cracker sandwich packs are meeting satisfactory levels of acceptance in some areas, it was noted that a 10-cent pack of sweet cookies was not considered "too important." The introduction on a small scale recently of mixed-pack crackers in dime size (wherein six crackers in at least two varieties are featured) is seen as another step in product promotion for the operator. Stewart's Inc., Memphis, bowed two such packs: one of cream sandwiches and one assorted peanut butter and cheese sandwiches.

Austin Packing Company, Inc., Baltimore, has made several significant moves to further the

(Continued on page 74)

Mixed Prices Mark Portland Bottle Venders

Higher Wholesale Cost Killing 5c Tab; Dime Trend

PORTLAND, Ore., Dec. 5.—A mixed-price policy at soft-drink bottle vending locations prevailed here this week in the wake of wholesale price increases. Machines were operating at 5 cents, 6 cents and 10 cents, with future policy still undetermined.

The Coca-Cola Bottling Company of Oregon, long-time champion of the nickel drink, was the sole operator on the 6-cent basis, in response to location wishes. The Coke wholesale price at \$1 for a case of 24 bottles remained the lowest in the Portland territory. The 6-cent operation requires that the customer have a penny to make his purchase. Al McLain, sales manager, said there had not been enough time to determine the effect on volume.

(Continued on page 76)

HOSPITAL AID

Vender Battery Cited as Major Morale Builder

CHICAGO, Dec. 5.—A battery of food and beverage venders recently installed at the University of Illinois' Neuropsychiatric Institute was cited this week by hospital authorities as "the latest move in the hospital's program of continually seeking new ways of improving staff efficiency and morale."

Getting and keeping a competent staff is perhaps the No. 1 problem of hospitals thruout the country, the Institute stated. Thus, the use of venders in its streamlined cafeteria service, making possible the inclusion of an automatic snack bar, is a major key to the maintenance of such a staff.

The seven - vender battery, placed in the hospital basement, includes a sandwich, milk, soft drink, cookie, candy, pastry and doughnut and coffee machine.

Jo-Lo Names Sales Reps to Aid Distributors

JERSEY CITY, N. J., Dec. 5.—Joe Tanzer, head of Jo-Lo Perfumatic here, announced this week that he was in the process of naming direct sales representatives for his firm's perfume vender.

Jo-Lo is currently operating under a distributor set-up, which Tanzer said would continue. He added that salesmen would be used to supplement the distributors' effort, but they would operate outside the areas assigned to distributors.

Tanzer explained that Perfumatic sales depend, on a great extent, on personal visits to operators. In many cases, he said, a salesman was better equipped to make these visits than is a distributor.

He stated that the Perfumatic finance plan, announced last month, is now in operation.

CHANGE IN CHICAGO?

Committee Studying Cigarette Machines

CHICAGO, Dec. 5.—Vending machine operators and representatives of cigarette vending machine manufacturing firms met here Tuesday to hear a report on the proposal to end Chicago's ban on cigarette venders.

The report was given by Fred L. Brandstrader, legislative counsel of National Automatic Merchandising Association. Brandstrader reviewed the cigarette machine situation since 1936, the year the city ordered all cigarette venders removed from locations.

Currently, a five-man subcommittee of the city council is studying the licensing of cigarette venders. Chairman of the subcommittee is Ald. Daniel J. Roman. Thus far, the group has held three public hearings on the matter and surveyed 10 major

cities where cigarette machines operate.

Proponents of cigarette machine licensing argue Chicago is the only city in the nation to prohibit cigarette venders. If the machines were allowed to operate, and were licensed at Chicago's going rate of \$120 annually, the city treasury would be some \$600,000 richer.

Opposition to licensing the machines came mostly from tobacco distributors, spearheaded by Phil Fuchs, secretary of the Chicago tobacco distributors' association. Fuchs charged cigarette machines would be owned and operated by hoodlums, would put small counter retailers out of business and would contribute to juvenile delinquency.

Answer Juvenile Charge

Industrial and restaurant spokesmen, however, appeared before the subcommittee in favor of the machines, and the de-

(Continued on page 76)

MARKETING TRENDS

Tide Vending Study Cites Growth, Future

CHICAGO, Dec. 5.—A comprehensive study of automatic merchandising, what the marketing executive must know, is featured in the December 5 issue of the sales and advertising trends magazine, Tide, a sister publication of The Billboard and Vend.

G. R. Schreiber, editor of Vend, prepared the study as part of Tide's four-part series on marketing changes to look for in 1954.

Pepsi Aiming At Funspots

• Continued from page 56

tion, will be included. Pepsi will underwrite the sale giving the purchaser terms geared to his operation at the lowest possible cost. During the life of the contract the cola drink dispensed must be Pepsi. No restriction is placed on the use of other beverages in other columns.

Pepsi also plans to make available its sirup either thru its bottlers or national sales and to supply cups at a cost likely lower than an operator could secure on his own.

It is also planned to have Pepsi experts survey each park to gauge the number of units that can be profitably utilized.

RATIO OF CIGARETTE UNITS TO POPULATION

In cities with a population of 500,000 or more, there are an average of four cigarette vending machines and 5.5 cigarette counters per 1,000 people. So found National Automatic Merchandising Association in a recent study. Population figures were obtained from the Department of Commerce. Other figures were compiled from license records and from estimates.

	1950 Pop. (thousands)	Retail Cigarette Outlets	Cigarette Counters	Cigarette Vending Machines
New York City.....	7,892	62,500	42,500	20,000
Philadelphia	2,072	20,143	12,166	7,977
Los Angeles	1,970	28,000	18,000	10,000
Detroit	1,850	14,000	8,000	6,000
Baltimore	950	10,000	5,000	5,000
Cleveland	915	8,000	4,500	3,500
St. Louis	857	13,000	6,500	6,500
Washington	802	5,235	2,644	2,591
Boston	801	7,694	3,637	4,057
San Francisco	775	7,000	2,000	5,000
Pittsburgh	677	5,725	3,026	2,699
Milwaukee	637	6,000	3,500	2,500
Houston	596	9,000	4,000	5,000
Buffalo	580	9,000	5,500	3,500
New Orleans	570	4,500	1,300	3,200
Minneapolis	522	3,500	2,000	1,500
Cincinnati	504	3,750	2,250	1,500
TOTAL	22,970	217,047	126,523	90,524

Amer. Chiclé Tests New 5c Gum Venders

Units Placed in N. Y., Phila. Subway; Production Hinges on Pact Renewal

NEW YORK, Dec. 5.—The American Chiclé Company this week began installation and testing of its two new gum venders in New York and Philadelphia subway locations. The first units were placed in the Independent Subway Line in Queens and Manhattan.

According to R. B. Kyle, American Chiclé sales promotion manager, the new units were designed in two basic models—one to accommodate nickel packages of Chicléts and Dentyne and the other to vend two packages of Clorets for 5 cents.

Both two-column machines utilize improved locking systems, central stainless steel construction, and a three-ply shatterproof glass covering the display area.

Dimensions, Capacities

The venders are 11 inches wide, 7 inches deep and 3 feet high. The Chicléts and Dentyne machine has a capacity of \$11—the Clorets unit about \$7.50. Mirrors have been eliminated from both venders to reduce maintenance expense and to provide an increased display area.

When and if the manufacturer,

Union Product Sales, Garwood, N. J., goes into mass production on the new venders will be decided between now and September, 1954.

That's when American Chiclé's five-year contract with the New York Board of Transportation

(Continued on page 76)

New FTC Comm. To Study Price Setting Methods

Seeks to Justify Cost Benefits for Small Businessmen

WASHINGTON, Dec. 5.—Sellers of vending machines and vending machine products will be affected by a study announced this week by the Federal Trade Commission which will look into ways of lowering prices to buyers who use streamlined purchasing methods. FTC announced formation of an Advisory Committee on Cost Justification, which will study methods of setting prices and justifying lower costs to different buyers in order to comply with the Robinson-Patman Act, which prohibits price discrimination unless justified on the basis of distribution savings.

Pricing methods resulting from the committee's findings, FTC forecast, will aid small businessmen in passing on to buyers the savings from the buyer's method of doing business. Difficulties in determining and proving what cost savings are allowable have in the past been the biggest obstacle to compliance with the law, and competition has forced widespread disregard of the ban against price discrimination, said FTC.

The committee members are all private businessmen skilled in cost accounting methods, said FTC.

Chunky Intros Low Calorie Bars for Ops

BROOKLYN, N. Y., Dec. 5.—The first effort of a candy manufacturer to crack the vending field with a low-calorie bar was made Friday (4) with the announcement that the Devan division of the Chunky Chocolate Corporation will have Sweet 'N Low available for delivery within 30 days.

Jeff Jaffe, Chunky president, said the bar will be available for vending and over-the-counter out-

(Continued on page 76)

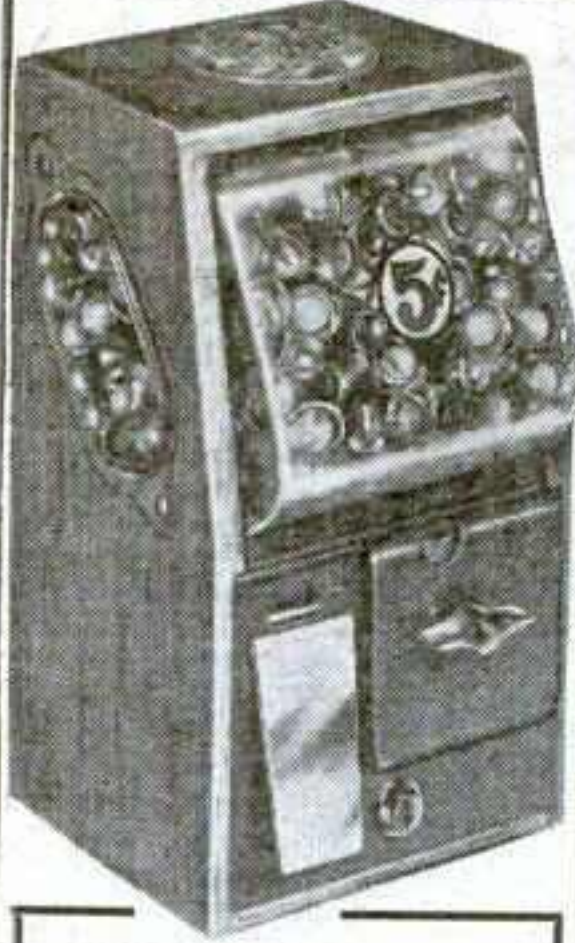
BULK OPS WARNED OF NEW TYPE EQUIPMENT THEFT

CHICAGO, Dec. 5.—National Association of Bulk Vendors this week revealed that a new type of equipment theft had been experienced by operators in Tennessee and Kentucky. From latest reports, it is also spreading into Indiana.

The theft gimmick centers on late model bulk vending equipment. It works as follows: an individual walks into a retail store location, announces he is checking the machine. After paying the location a small commission, he then takes the vender with him, leaving an old model in its place. Usually, the latter only has merchandise in a thin "shell" next to the globe; the bulk of the globe is stuffed with paper.

Said NABV officials: "Warn your locations about this substitution of equipment. Notify local police of the practice, and send any information you may obtain about the individuals perpetrating the fraud to association headquarters."

NEW 5c Rocket Charm Mix and Victor's 5c Baby Grand Rocket!
A terrific combination!



SPECIAL GET STARTED OFFER
4 Victor 5c Rocket Charm Machines \$57.00
2,000 "Logan's 5c Rocket Charm Mix" 40.00
TOTAL COST... \$97.00

The new 5c Rocket Charm Mix contains a large variety of toys, games, keychain items and rings for the sensational 5c Rocket Charm machine. Thousands of locations waiting. Be first in your locality. The Victor 5c Rocket Charm machine holds approx. 500 of "GRAEFF Rocket Charm Mix". Takes in approx. \$25.00 and costs only \$10.00 to fill. The results are tremendous and will continue, for new ideas in this vein are now brewing. Get started today! Get on our mailing list free for literature on all Victor vending machines, plus latest Charm prices and supplies.
25% deposit with order, bal. C.O.D. or send full amount and save C.O.D. charges.

ARTHUR GRAEFF CO.
3121 Strathmoor - Toledo 14, Ohio

RADIO ROUTE

Fla. Op Speeds Service Work Via Air Calls

MIAMI, Dec. 5.—There's something new under the Florida sun. Leon Seiger, J & A Vending Company, lays claim to the only radio-dispatched vending route in the State. By means of a plastic receiver measuring 3 by 10 inches carried in Seiger's pocket, he is in constant contact with a radio station that picks up messages for him from his phone answering service. Thus service calls and other requests are taken care of, often in a matter of minutes.
Seiger's 50-odd cigarette machines are on location in Miami and Miami Beach, scattered over a radius of approximately 13 miles, but well within the range of the Aircall system.
The service costs Seiger \$13.63 a month. "It's a wonderful investment," he says.

T. & B. Sets Counter Charge Against Sponsor

LOS ANGELES, Dec. 5.—T. & B. Vending this week instituted a counter charge against the Milton H. Berry Foundation School for Spastic and Polio Correction, which had earlier sued the firm for alleged breach of contract (The Billboard, November 14).

Carl W. Bruhn and Ilona Bruhn, head of T. & B., charged that the foundation was not a charitable organization (so identified in the original suit) but a private enterprise.

The foundation asked the court for an interlocutory decree to require the vending company to submit a record of gross receipts and also an accounting and a judgment for 25 per cent of all receipts with interest at 7 per cent less credit for all monies previously paid the school.

In answering the charges thru their attorney, the Bruhns claimed that the plaintiff orally agreed to allow the company to work under its sponsorship thru-out California, but that no license to do so was ever granted. Because of the territorial limitations T. & B., it was set forth, did not operate outside of Los Angeles county under this agreement.

The Bruhns stated that under the verbal agreement, the company was not to install more than 150 machines carrying the foundation insignia.

It was further stated by the defendants that at the time of the agreement in August, 1950, the Berry Foundation was a philanthropic organization but that it was later learned the school was not engaged in "philanthropic and charitable work using funds for private purposes."

The Bruhns also claimed that the school, because of this, was not licensed in the city of Los Angeles to collect funds for charity.

Outdoor Milk Units Score On N. J. Route

GLENSIDE, N. J., Dec. 5.—John R. Humphreys, owner of the Glenside Dairy here, is currently operating Rowe quart milk venders on outdoor locations and, apparently, doing well.

Tho the vending operation is only a month old, Humphreys has six units on location, two more set for installations and another eight on order.

Humphreys, who has built shelters to house the venders on their outdoor locations, has placed units in such places as the middle of a 200-home community with no stores at hand, on a street used by DuPont workers on their way to and from the plant, at an intersection next to a bus stop, and at gas stations.

Three Factors

Three factors account for the initial heavy volume, according to Humphreys. They are:

(1) The vender works 24 hours a day, as no dairy store in the area does, providing refrigerated milk when it is wanted.

(2) On gas station locations it brings more business to the station and offers on-the-spot service to tourists and residents.

(3) In residential areas, with no stores handy, it provides a milk supply within walking distance. In such areas, it is placed near bus stops, at busy corners, and on thoroughfares used by factory employees.

The venders dispense half pints, pints and quarts and can vend two sizes at two prices at the same moment, and make change for the customer. Each unit has two coin mechanisms.

Glenside now vends quarts of regular milk on one side of each two-level unit, with half pints of chocolate milk on the other side. Humphreys is considering selling eggnog during the holiday season.

Humphreys and his sons, Lewis and Paul, have a 25-vender route as a goal, with a proportionate increase in the regular dairy business.

Builds Own Shelters

Tho the Rowe Manufacturing Company is now making sheet metal shelters for the venders at its Whippany, N. J., plant, Glenside has already built its own shelters. Automatic control of lighting is built in, with the shelters illuminated thruout the night.

Humphrey vends milk at 25 cents a quart, the same price as is charged for home delivery. This is a cent more than the chain stores in the area charge, but a cent or two less than the small independents charge. Half pints of chocolate milk vend for a dime.

Humphrey maintains that selling locations is no problem, but selecting them is. He said that the commission arrangement has worked out so well that several locations owners have asked him to install equipment.

NY Firm Maps Expanded Used Mach. Program.

NEWARK, N. J., Dec. 5.—Vending Machine Service Company this week mapped plans for expansion of used vender sales. Partners Bill LaPorte and James DeLoach also announced the purchase of C. P. Anderson's share in the firm.

Anderson last week was named New York City and New Jersey sales representative for National Vendors, Inc., to replace the late Ike Gordon (The Billboard, December 5).

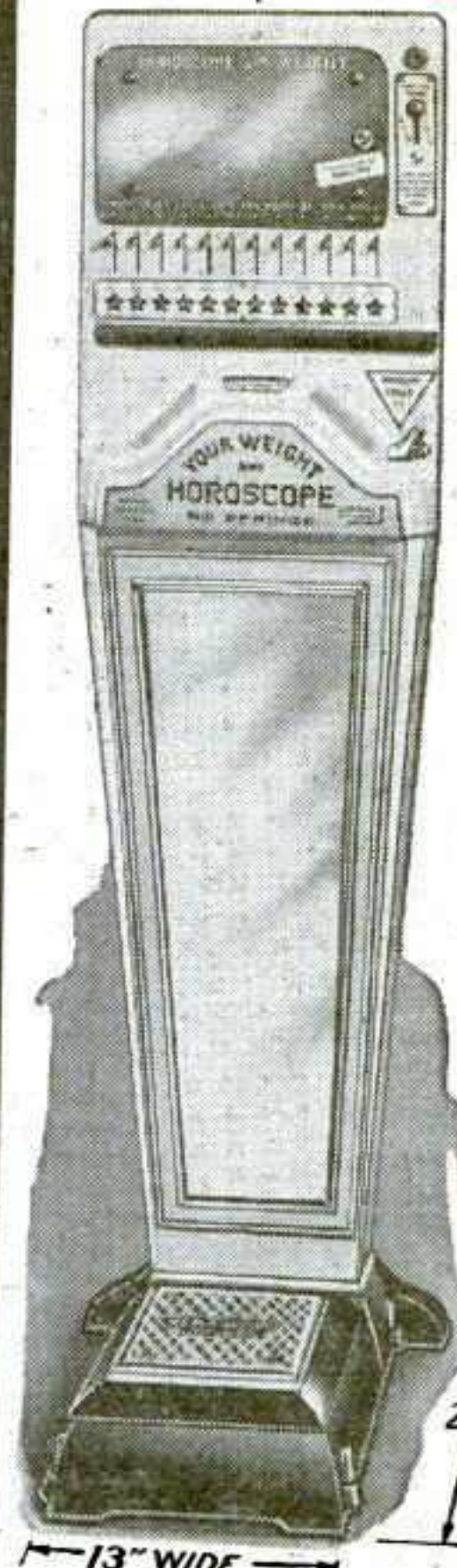
The firm was founded by Anderson, with DeLoach and LaPorte joining later. It is currently converting cigarette venders into cookie and sandwich venders.

FOR SALE COFFEE-SPA COFFEE MACHINE

Like New
Model B-600, Ser. #470, with 10g slot and waste receptacle. Used three months.

Make an offer to
H. Felsing, Empire Lanes, Inc.
36-42 First St. Hoboken, N. J.

THIS IS NEW!



5c HOROSCOPE SCALE

TOP OF SCALE PAYS BIG DIVIDENDS... NOW YOU CAN REALLY MAKE MORE MONEY operating scales because you get 5c as well as 1c.

TWO MACHINES IN ONE... A 5c horoscope vending machine and a 1c coin controlled scale. They occupy the floor space of only one machine and the 5c horoscope attachment alone increases the earnings 100%.

SMALL DOWN PAYMENT, BALANCE \$10.00 PER MONTH

NOT A NOVELTY BUT AN INVESTMENT
WATLING MFG. CO. 4650 W. FULTON ST. CHICAGO 14, ILLINOIS

Rotates round & round on its axis-base . . .

WORLD GLOBE



Smallest Globe in the World. Rotates on an axis base. Multi-colored, too. Vends perfectly.

\$15.00 per 1,000

f.o.b. Jamaica, N. Y.

Or: At Your Distributor

Unless you keep up a fast pace of GIMMICK after GIMMICK (because GIMMICKS EMPTY MACHINES) you miss the boat. WORLD GLOBE is a world-beater of a GIMMICK. Dress YOUR Globes with WORLD GLOBES.

SAMUEL EPPY & CO., INC. 91-15 144 Place Jamaica 2, New York

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 venders.
Send today for complete charm and merchandise lists and all bulk vending supplies.
H. B. HUTCHINSON JR. 860 North Ave., N.E. Atlanta 6, Ga. Tel.: Emerson 4300

CHALK UP ANOTHER CHARM WINNER

by Price
Sweet Playing, Colorful Plastic

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★ Comes in two tone assorted color plastic with genuine metal reed that produces sharp, clear tone. Has loop for stringing.
Write, Phone, Wire Your Orders

PAUL A. PRICE CO.
55 Leonard St., New York 13

SPECIAL
Uneeda Monarch Vends All King Size or Regular Size, 6 Cols., 350 Pack Cap. **\$87.50**

CIGARETTE MACHINES
All machines vend King Size and Standard Brands in all columns—including matches. Can be set for either 25¢ or 30¢ operation. (\$5.00 additional for 30¢ vending.)

UNEEDA CIGARETTE VENDORS
Model E, 6 Cols., 168 Cap. \$75.00
Model E, 8 Cols., 240 Cap. 85.00
Model A, 6 Cols., 180 Cap. 87.50
Model 500, 9 Cols., 350 Cap. 95.00

DUGRENIER CIGARETTE VENDORS
Model S, 7 Cols., 210 Cap. \$85.00
Model W, 9 Cols., 308 Cap. 95.00

ROWE CIGARETTE VENDORS
Imperial, 6 Cols., 180 Cap. \$ 85.00
Imperial, 8 Cols., 240 Cap. 95.00
Royal, 8 Cols., 320 Cap. 100.00
President, 10 Cols., 475 Cap. 135.00
Crusader, 10 Cols., 475 Cap. 155.00
Diplomat Electric, 8 Cols., 340 Cap. 175.00

CANDY MACHINES
Rowe Candy Machine, 120 Bar Cap., 8 Cols. \$ 85.00
DuGrenier Candyman, 72 Bar Cap. 49.50
Uneeda Candy, No Base, 102 Cap. 65.00
Stoner Candy Machine, Pre-War, 8 Cols., 160 Cap. 130.00
Stoner Candy Machine, Post-War, 8 Cols., 160 Cap. 160.00

Our Paints are VENDERIZED. Prevents Peeling, Flaking and Rusting. All Equipment Unconditionally Guaranteed. Trade Prices. 1/3 Deposit, Balance C.O.D.

SPECIAL!
Uneeda Model 500, 15 Cols., 425 Cap., All King Size or Regular, \$100.00.

UNEEDA VENDING SERVICE, INC.
"The Nation's Leading Distributor of Vending Machines"
NEW RECONDITIONED LIKE NEW
250 Meserole Street, Brooklyn 6, N. Y. • HEGEMAN 3-6295

VEND—PUBLISHED BY THE BILLBOARD
HUNDREDS OF MONEY-MAKING VENDING IDEAS
MONTHLY FEATURES
Candy Gum & Nuts
Beverages
Tobacco
New Products
Trends
Industry News
Market Place
Articles
Editorials

Cost you a fraction of a cent a piece—when you subscribe to Vend—the magazine of automatic merchandising!
Fill in—tear out—mail today!

VEND Magazine, 2160 Patterson St., Cincinnati 22, Ohio
Yes—Please sign me up for Vend for
 1 year at \$4. 2 years at \$6. 3 years at \$7.50.
(Foreign rate, one year, \$6) 983

Name

Address

City..... Zone.... State.....

Occupation

Every conceivable kind of EQUIPMENT, SUPPLIES AND SERVICES has been sold in The Billboard.
What Do You Have To Sell?
Write BOX 666
2160 Patterson St. Cincinnati, Ohio

Conn. Cig Sales Seen Leveling Off

HARTFORD, Conn., Dec. 5.—Connecticut cigarette smoking is leveling off. State Tax Department figures this week disclosed that the steady rise in cigarette smoking had come to a halt in recent months, and in fact, had even showed a slight drop.

The cigarette tax stamp sales for the July-November period this year, compared to the same months of 1952, revealed a drop of \$12,500 from the \$3,988,000 collected a year ago.

Cookie Men Court Venders

Continued from page 72

cause of cookie vending recently. President Ernest H. Fox announced this week that Austin had just signed a contract for the erection of scotch-lite road signs in 32 States promoting the sale of cheese peanut butter sandwiches thru vending machines. Said Fox: "This is a \$45,000 advertising program to help cookie sales thru venders. We are also preparing a 16-page

illustrated booklet on the company's progress since 1935 and the part that cookie vending has played in our growth."

Fox also pointed to his firm's recent adoption of a double cellophane wrapper for added shelf-life and a sturdier package for operators to handle.

Increasing use of "450" instead with self-printed labels is another packaging improvement for the industry. It offers a more rigid, easier handling package.

Stewart's earlier this year had announced that estimated sales to operators in its first full year would exceed \$500,000. The company is one of the latest cookie suppliers to enter the vending market.

H. A. Shenkman, president of Blue Jay Food Products Company, Inc., Brooklyn, was not too enthusiastic about the present dime cookie market. He said: "We offered the vending trade five different types of dime cookies in the past one and a half years. The results were not favorable. It appeared that the 10-cent cookies for venders were not being accepted very readily by the consumer."

Shenkman felt, however, that if the public were given a "terrific value in the cookie field for a dime," there would be a potential.

"Perhaps we are a little way from large volume (in the dime cookie field), but that volume should come, based on continuous rising costs with no sign of a drop in price on any commodity in our field."

Charles Rolleston, vice-president of Gordon Foods, Inc., Atlanta, had a different view on dime packs. "We are getting fairly good operator reception (on the dime packs) and certainly plan to push 10-cent cookie products," he said.

Rolleston also announced his company had changed from 100 count to 120-count packs. Latter makes a better and more economical shipping container, he said.

R. H. Goldstein, sales manager for Leaf Brands, Inc., Chicago, said new items and vender promotions were among plans for increasing future vender volume. He did not detail what promotions were being scheduled.

C. Brainerd, general sales manager of Federal Sweets & Biscuit Company, Inc., Clifton, N. J., stated that operator-slanted advertising was among the firm's plans to build vender sales.

Set Open House At Bert Mills Plant Dec. 11

ST. CHARLES, Ill., Dec. 5.—Open House at the new \$750,000 Bert Mills Corporation plant on Towis Road, East of St. Charles, will be held Friday (11) from 3 to 6 p.m.

A high point in the dedication will be the presentation to Bert Mills officials by Dixie Cup Company of a silver-plated replica of the billionth cup sold thru the firm's Coffee Bar equipment.

Among the leading industry figures attending the proceedings, which will include a cocktail party and a conducted tour of the complete plant and air-conditioned offices, will be the entire board of directors of National Automatic Merchandising Association. The NAMA board will come from its annual meeting at association headquarters, held earlier in the day.

Herbert Chadwick, vice-president, reported this week that of 1,000 personal invitations sent out for the open house, over 350 persons had signified their intention of attending. The invitations went out to all operators using Bert Mills equipment, to suppliers furnishing these operators and other interested trade representatives.

Sam Dean, president of Dean Milk Company, will put his private plane and pilot at the disposal of Bert Mills Corporation during the open house.

Marketing

Continued from page 72

such as cigarettes, with fast turnover and a relatively low unit profit.

4. Wide appeal: those items most successful thus far in vending machines appeal to both men and women, some to children as well.

"The rapid trend toward self-service, toward recognizing the importance of nighttime and holiday selling, coupled with the increasingly high cost of sales, are causing a revolution in the vending industry as surely as vending itself will cause a revolution in retailing," the article declared.

Expansion Areas

Vending seems certain to expand in these two directions:

1. It will take over more and more of the job of selling "nuisance" or convenience items, thus freeing high-priced sales persons to concentrate on more profitable items which require personal suggestion and persuasion.

2. It will increase the sales volume of many items by making those items available automatically, day and night, Sundays and holidays without adding to overhead.

Until recently, automatic selling was limited to items which were purchased for immediate use, usually for consumption on the premises. But the past five years witnessed the beginnings of vended sales for the "take home" market. This includes such items as milk, ice, fuel, etc.

Concluding, Schreiber stated: "In an age of shorter working hours, to become even shorter, and of high selling costs, going still higher, automatic selling offers the new dimension in retailing which will get more products to more people, efficiently and profitably."

MANDELL GUARANTEED USED MACHINES

N.W. DeLuxe 1c & 5c Comb.	\$12.95
N.W. 23c 1c Parc.	7.95
N.W. 23c 1c Parc.	7.95
Master 1c Bulk Parc.	7.45
Master 5c Bulk Parc.	7.45
Master 1c & 5c Bulk Parc.	7.95
Columbus 1c Bulk	7.45
Silver King 1c-B.G. or Mds.	7.45
Silver King 5c	7.45
Exhibit Post Card (Metal)	15.00
Advance 2D 1c B.G.	7.45
Advance 211 Mds	5.95

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen	\$.90
Pistachio Nuts, Vendor's Mix	.83
Cashew Whole	.59
Cashew Butts	.52
Peanuts, Jumbo	.34
Spanish	.28
Mixed Nuts	.55
Almonds 4 1/2 lbs. vac. pk.	.85
Baby Chicks	.32
Rainbow Peanuts	.30
Boston Baked Beans	.30
Hobby Mix	.28
Jolly Beans	.28
Licorice Lozenges	.35
M & M	.42
Assorted Fruit Charms, 100 ct.	.42

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.

NORTHWESTERN SALES AND SERVICE CO.

MOE MANDELL
446 W. 36th St., New York 18, N. Y.
L'ONGOCRE 4-6467

ADVANCE HERSHEY 5c BAR VENDOR

Typical Advance sturdy construction — all steel for indoor and outdoor use — with famous Advance coin detector and window to show product. Capacity 90 bars. Hopper can be adjusted to vend many other size confection packages 3 1/2" high, 4 1/2" wide, 8" deep. A flexible vendor that will make money for you 52 weeks a year.

2 to 11	\$20.00
12 to 49	18.70
50 and more	18.25

ORDER TODAY
1/3 Dep., Bal. C.O.D., F.O.B. N. Y.

J. SCHOENBACH
Distributor of Advance Vending Machines
1647 Bedford Ave., Brooklyn 25, N. Y.
President 2-2900

IT'S BACK!!! VICTOR'S TOPPER

The world's finest bulk and charm vender.
\$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 venders.

Write for complete charm and merchandise lists and all bulk vending supplies.
GRAFF VENDING SUPPLY CO.
2841 W. Davis Dallas, Texas
Telephone Ya-8323

Money-Making, Money-Saving IDEAS FOR OPERATORS!



Valuable Information Can Be Yours Every Month... Without Cost!

This breezy little newspaper has made a big hit with operators the country over... not only for its up-to-the-minute news of bulk merchandising, but also because of many helpful operating hints and valuable information on equipment. To get yours FREE, just write The Northwestern Corporation, 2703 East Armstrong, Morris, Illinois.

Northwestern

You'll Always have **GOOD LUCK...** with **VICTOR** TOPPER DELUXE GLOBE STYLE. The Operator's Choice... The World's Finest Bulk Vender...

Confection Sales Co
10008 St. Clair Ave. ★ Cleveland 8, Ohio

Canada Dry Readies Canned Drink Trail

PHILADELPHIA, Dec. 5.—Canada Dry Ginger Ale, Inc., revealed plans this week to set up an experimental can line in its plant here. The canned drink line is expected to be placed in operation early in 1954.

According to Roy W. Moore, president, the move will be in line with the firm's policy of readiness to merchandise its products in whatever types of package for which the customer shows a preference.

VICTOR 5c ROCKET

(TRADEMARK) THE BABY GRAND of CHARM VENDING. All the earning power that can be built into a bulk vender.

THE BABY GRAND DELUXE is being operated extensively... and successfully.

AND NOW PROVIDING for vending a much wider variety of ROCKET CHARMS (Trademark)... per illustrations in this advertisement.

OPERATORS
Contact your nearest VICTOR distributor at once for full details.

Packed & Sold 4 to the Case. Capacity 500 Rocket Charms.

VICTOR VENDING CORP.
5701-13 W. Grand Ave. Chicago 39, Ill.

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) 984

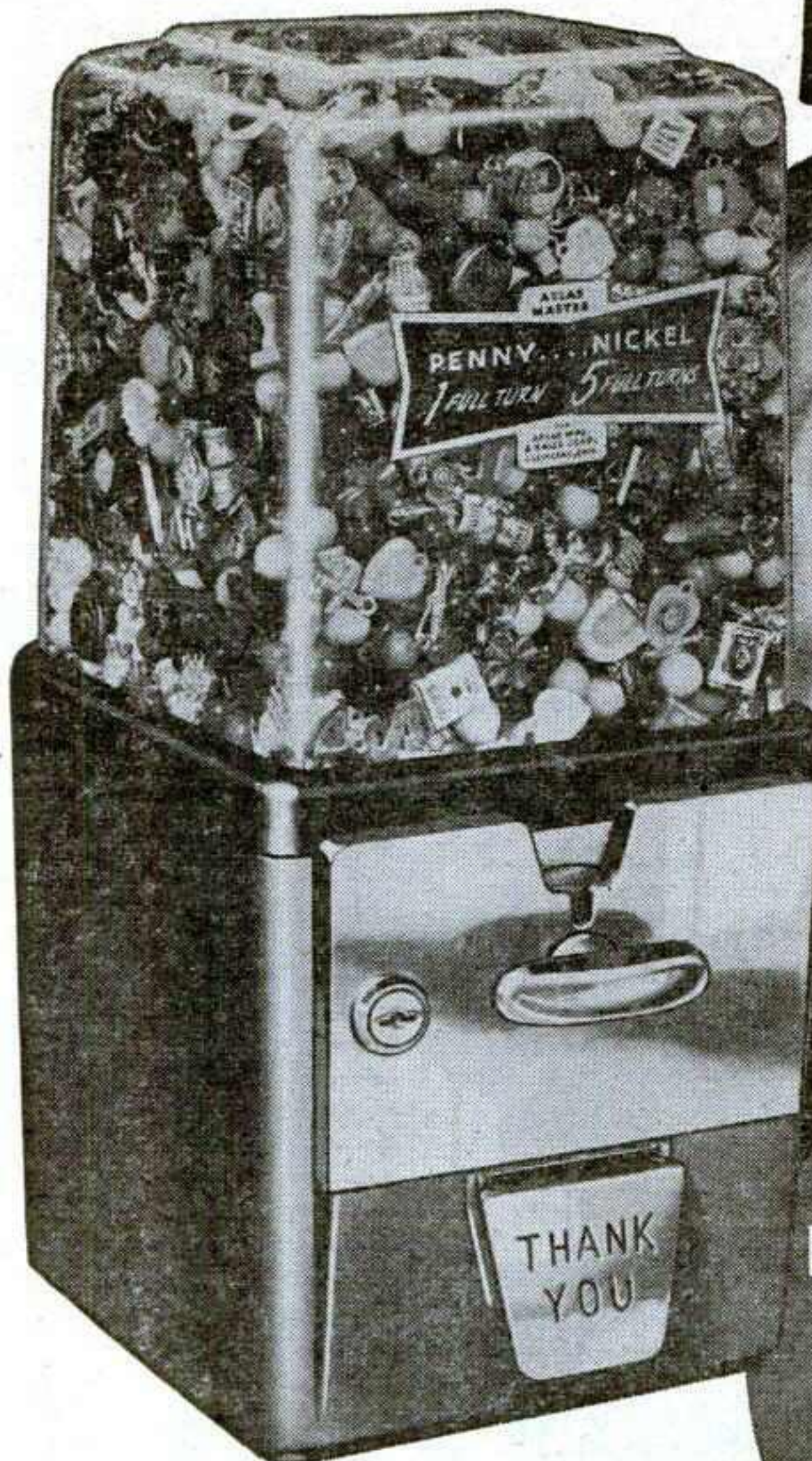
Name

Address

City..... Zone..... State.....

Occupation

The Vendor of '54



ATLAS MASTER *penny-nickel* PROFIT MAKER



the Modern
Ball Gum and Charm Vendor
for Bigger Profits—
more nickel sales—
faster emptying!

This new ATLAS MASTER Penny-Nickel PROFIT MAKER puts you into Big Business — with Biggest Profit Returns—at an absolute minimum of investment!

Brand New features FOR

BIGGER GROSSES—BIGGER PROFITS

- 1- Also can vend NUTS and CANDY — with optional penny or nickel only operation!
- 2- Big 8½ lb. capacity globe — prefilled and closed to save time on route — full open bottom for easy washing — better display surfaces — waterproof!
- 3- Charm loader displays **all** charms against glass for maximum visibility and strongest patron pull — large slot wheel takes **BIG CHARMS!**
- 4- Slug proof — sealed coin boxes available — coin handle “shear pin” protects against forcing — “kickout” prevents jamming and misses”!
- 5- All die cast — service-free operation — “lift-out” lock and coin mechanism for easy servicing!

Be first with this outstandingly modern ball gum and charm vendor in your territory! Start new routes—incorporate it in your old route!

ATLAS

MFG. & SALES CORP.
Manufacturers of Coin-Operated Vending Machines Since 1925

12220 TRISKETT ROAD

CLEVELAND 11, OHIO

Phone: ORchard 1-7725

ATLAS MFG. & SALES CORP.

12220 Triskett Road, Cleveland 11, Ohio

Gentlemen: Please send me full information about your new 1954 Atlas Master.

Name _____

Address _____

City _____ Zone _____ State _____

Get the facts — fill out coupon and MAIL TODAY!

BALL & VENDING GUMS BUBBLE, CHICLE & CHLOROPHYLL

New **LOW** factory prices

- Bubble Ball Gum, 140-170 & 210 ct.24¢ lb
- Clor-o-Vend Ball Gum, 140 & 210 ct.40¢ lb
- Clor-o-Vend Chicks, 275 & 320 ct.45¢ lb
- Chicle Chicks, 320 & 520 ct.36¢ lb
- Bubble Chicks, 320 & 520 ct.30¢ lb

These **LOW** prices F.O.B. factory 150 lb. lots.

AMERICAN CHEWING PRODUCTS CORP.
Mt. Pleasant & Fourth Aves.
Newark 4, N. J.

Committee

Continued from page 72

linquency charge was answered by Jessie Binford, long-time head of the Juvenile Protective League. Miss Binford said the machines would not, in her opinion, be the cause of more youths smoking.

Alderman Ronan, reporting on his survey of cities where cigarette venders are operating, declared he had received no criticism of the venders.

NAMA meantime prepared a survey, based on license figures and estimates, showing that there were 4.0 cigarette machines and 5.5 cigarette counters for each 1,000 population in cities with more than half a million population (see table). Based on this survey, NAMA estimated Chicago could count on licensing 5,000 venders.

Mixed Prices

Continued from page 72

Cokes vend for a dime at most public locations and at a nickel at industrial locations.

The Portland Bottling Company abandoned 6-cent operation, said general manager W. R. Moore, after this policy was found to have "killed off volume." The firm bottles and vends Hires, 7-Up, and Mission orange, grape and strawberry.

"The 6-cent price just brought confusion among the customers," said Moore. "We found most people would rather pay a dime than bother with an extra penny."

Wholesale prices are \$1.20 with Portland Bottling. The 5-cent operation is confined to industrial locations, 10 cents being general elsewhere.

The Pepsi-Cola Bottling Company is staying with the 5 and 10-cent operation but is prepared to launch a 7-cent policy "should location demand develop."

"We think a 7-cent price more logical than 6 cents," said V. E. Chantler, sales manager. Pepsi wholesale prices are \$1 for 8-ounce bottles and \$1.20 for the 12 ounce.

Chantler said the trend was toward 10-cent bottle vending and that was the price in most public locations. He pointed out that the Portland wholesale market was lagging behind others, such as California with \$1.35 and Yakima, Wash., with \$1.60.

The 5-cent vended drink has virtually disappeared from public locations in the Portland territory, to be found only in plants and offices. Operators contend the nickel operation is not profitable, being largely a convenience to the employees in that the margin is largely absorbed by bottle loss.

Amer. Chickie

Continued from page 72

expires; whether or not it will be renewed is not known. However, in view of the decreased subway traffic with the 15-cent fare, vending executives feel it will be difficult for American Chickie to pay the Board of Transportation its minimum guarantee and operate profitably.

Depends on Renewal

Whether or not Union Products will mass produce the venders will depend, to a great extent, on whether or not American Chickie and the Board of Transportation renew their contract.

However, G. T. McCandless, American Chickie vending executive, pointed out that the units could be made with shorter columns and marketed to independent operators. The current models are designed for post installations, with subway locations in mind. McCandless said that in any event it would be several months before mass production could be considered.

Dixie Cup Names 10 Top Salesmen for '53

EASTON, Pa., Dec. 5.—Dixie Cup Company announced the names of 10 regional winners of its annual competition for the President's Cup, awarded to the firm's outstanding salesman.

The regional winners were presented with certificates in recognition of their work. They are: J. E. Haller, Mid-Central region; G. E. Beatty, West Central; E. C. Ritchie, North Atlantic; A. K. Lockard, Middle Atlantic; K. L. Brubaker, South Central. Jules Dewaele, East Central; O. L. Susskind, Metropolitan region; R. D. Hemingway, South Atlantic; W. R. Birney, Pacific, and N. R. Brydon, Canada.

Hires Earnings Off

PHILADELPHIA, Dec. 5.—The Charles E. Hires Company earned a net income of \$277,990 for the fiscal year ended October 31. For the previous year, net income was \$310,636.

Chunky Intros

Continued from page 72

lets simultaneously. The same one-ounce bar, packed 24-count, will be used for both. Cost to operators is \$5.60 a box, less 10 cents on the introductory offer. The bar is marked, "10 cents," and, of course, will vend for a dime.

The new bar is aimed directly at the adult market, a market which Jaffe believes is becoming increasingly weight conscious. He said the bar contains a third less calories than is found in the average bar of the same weight.

Jaffe said Chunky will break advertising in national consumer magazines in January or February, with full-page ads slated for the trade press in January. The goal will be national distribution, the initial effort is to be made in the metropolitan areas of the East and Midwest, where Chunky distribution channels already exist.

According to Jaffe, the low-calorie bar will not shift Chunky's share of the market as much as it will open new markets—persons who refrained from eating candy bars because of their high calorie content.

The bar itself is of the crunch variety, with chocolate as the principal ingredient. This is Chunky's first venture into the 10-cent bar field, altho the firm makes a 10-cent sugar-coated peanut item.

GET INTO BULK VENDING with PIONEER * *AND VICTOR'S MONEY MAKING MACHINES

VICTOR'S STANDARD 1c Topper

world's favorite.
100 or more, \$12.00 each.
Less than 100, \$12.50 each.



VICTOR'S TOPPER DELUXE (1c) . . .

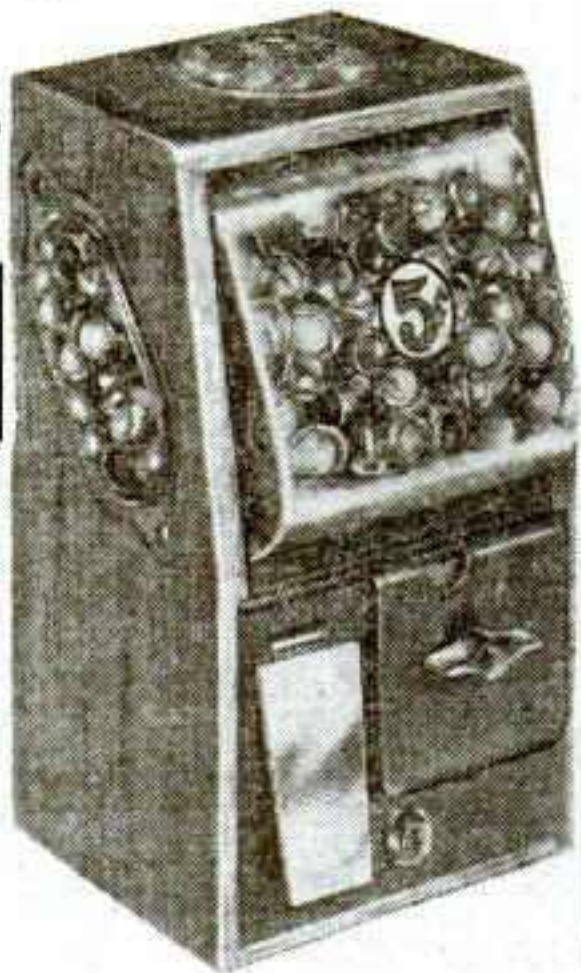
Your choice: Glass Globe Style or Half Cabinet Style.
100 or more, \$13.50 each.
Less than 100, \$14.25 each.
(For Twin Window Style, add 50¢ per machine.)



VICTOR'S BABY GRAND DELUXE

The 5¢ Charm Vender that is sweeping the country!

100 or more, \$13.50 each.
Less than 100, \$14.25 each.



SPECIAL INTRODUCTORY OFFER!

One Victor's Baby Grand Deluxe filled with rocket charms . . . \$25. Put on location and watch what this baby can do!



VICTOR'S BABY GRAND DELUXE AND CHICLE TREATS (hot profit maker)

100 or more, \$13.50 each
Less than 100, \$14.25 each

GET ACQUAINTED OFFER!

Four Baby Grands (1c) plus 25 lbs of gum . . . \$68.75

We stock the complete line of Victor venders. All machines packed and sold 4 to the case, f.o.b. shipping point. Immediate delivery on all Victor models. Time Payment Plan Available. Trade-Ins Accepted. Prices subject to change without notice.

WRITE FOR OUR COMPLETE CHARM AND MERCHANDISE LIST!

Pioneer Vending Service
590 Albany Ave. Brooklyn 3, N. Y.
Phone: PResident 4-5358

"can't pass up an ACORN"



precision-built in the world's largest factory devoted exclusively to the manufacture of bulk vending machines.

TODAY—order Acorns to increase the "take" at your locations. Shows off merchandise at any angle. All die-cast aluminum. Vends Ball gum, charms, nuts.

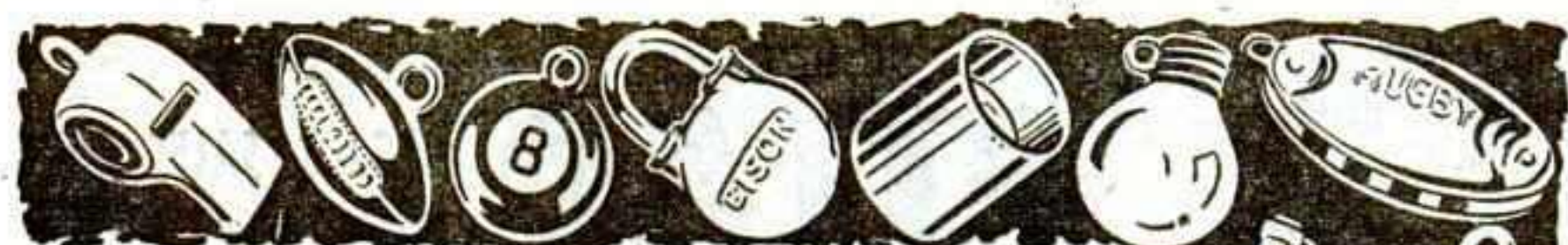


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MANUFACTURING COMPANY
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CULVER CITY, CALIFORNIA
Eastern office
PENNY KING CO.
2538 MISSION STREET • PITTSBURGH 3, PA

IN STOCK VICTOR'S



ORDER TODAY
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Phone: LOcust 7-1448



NEW 5c ROCKET CHARM MIX (TRADEMARK)

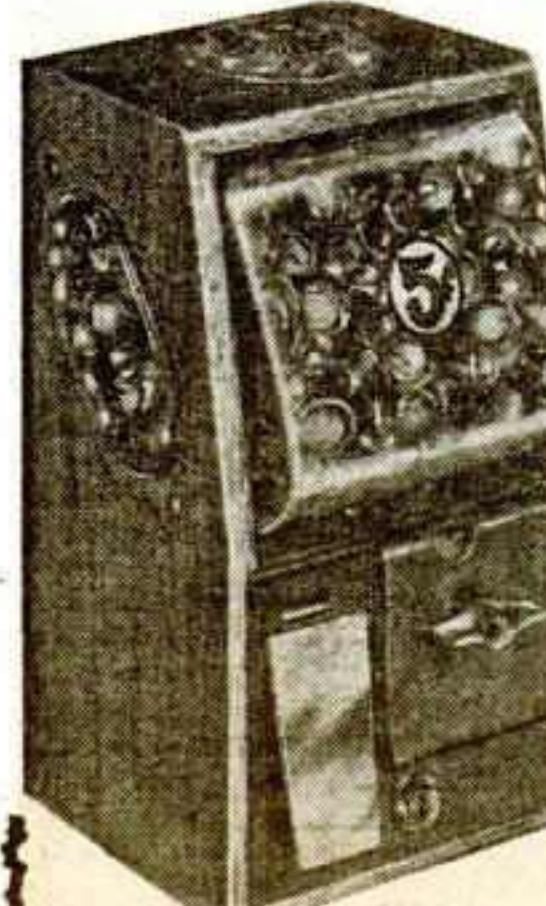
Now available for immediate delivery on ALL 5c ROCKET CHARM MIX . . . containing a LARGE variety of games, toys, keychain items and rings for the sensational 5c ROCKET CHARM MACHINE. Thousands of locations are waiting for 5c ROCKET CHARMS. Be first and get the good spots.

The Victor 5c Rocket Charm Machine holds approximately 500 of "Logan's Rocket Charm Mix." Takes in approximately \$25.00 and costs only \$10.00 to fill. Never before have operators experienced such tremendous profits. Our new 5c Rocket Charm Mix guarantees fast results. Get started today.

SPECIAL GET STARTED OFFER
4 Victor 5c Rocket Charm Machines . . . \$57.00
2,000 "Logan's 5c Rocket Charm Mix" . . . 40.00
TOTAL COST \$97.00

30 DAY MONEY BACK GUARANTEE IF NOT COMPLETELY SATISFIED

Terms: 25% deposit with order, balance C.O.D. or send full amount and save C.O.D. charges.



Packed & Sold 4 to the Case. Capacity 500 Rocket Charms.

LOGAN DISTRIBUTING CO. 916 Milwaukee Ave. Chicago 22, Illinois

* She's Buying Air! NOW—YOU CAN HANDLE THE Famous OXYGEN BAR!

Here's the newest—most exciting—vending machine ever offered! LIFE, Dec. 22, 1952—READER'S DIGEST, Time, QUICK, McCall's, BUSINESS WEEK, Popular Science and many other magazines have featured this remarkable Oxygen Bar. It's an eye-catcher—a big, BIG profit maker!

DISTRIBUTORS WANTED THROUGHOUT THE COUNTRY

Must be financially sound. Will have the backing of a

NATION-WIDE PUBLICITY and PROMOTION CAMPAIGN ALREADY UNDER WAY

For further information write or wire:

CAL-BEX CORPORATION
P. O. BOX 338
TARZANA, CALIFORNIA

We invite your rigid investigation.

Part of the national publicity campaign is pretty Maryann Edwards, Hollywood Chamber of Commerce 50th Anniversary "Golden Girl," shown with Oxygen Bar in picture circulated to hundreds of newspapers.

THE "WORD" TO THE WISE IS . . .

Guggenheim
INC.
33 UNION SQUARE
N. Y. C. 3, N. Y. • AL. 5-8393

FOR SALE

13 Keeney Electric Cigarette Machines, very clean. Write
FRANK GUERRINI
Burnham, Pa.

THE BILLBOARD Index of Advertised Used Machine Prices

• Vending Machines

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk 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 Dec. 5	Issue of Nov. 28	Issue of Nov. 21	Issue of Nov. 14
Advance Model D Ball Gum...	\$7.45	\$7.45	\$7.45	\$7.45
Advance No. 11 Mds...	5.95	5.95	5.95	5.95
Advance Stick Gum, 1c...	10.00	10.00	10.00	
Atlas Nut, 1c...			6.50	
Coca-Cola Cup Dispenser...		95.00	95.00	
Coles 3 Drinks...			750.00	
Columbus 1c...	7.45	7.45	7.45	7.45
Craig Ice Cream Vendor, 10c...	250.00	250.00	250.00(2)	250.00
Drink-O-Mat 1,000 Cup...			350.00	
Drink-O-Mat 3 Drinks...			475.00	
DuGrenier Candyman...	49.50	49.50	49.50	49.50
DuGrenier S (7 col.)...	85.00	85.00	85.00	85.00
DuGrenier Champion (9 col.)...	125.00	125.00	125.00	125.00
DuGrenier Model W (9 col.)...	115.00	115.00	115.00	115.00
Exhibit Card Vendor, 1c...	15.00	15.00	15.00	15.00
Foot Ease (Exhibit)...		85.00	85.00	
Hot Snack Bar, 5 col...	150.00	150.00	150.00	150.00
Hupp Cold Drinks...	110.00	110.00	110.00	150.00
Kleenix 5c or 10c...	49.50	49.50	49.50	49.50
Kalva 3 Selective Bottle Vendor...	125.00	125.00	125.00	125.00
Lehi PX (8 col.)...			125.00	
Lehi PX (10 col.)...			135.00	
Marion Scale...	89.50	89.50	89.50	89.50
Master 1c & 5c...	7.95	7.95	7.95	7.95
Master 1c...	7.45	7.45	7.45	7.45
Master 5c...	7.45	7.45	7.45	7.45
Mills Candy (5 col.)...	89.50	89.50	89.50	89.50
Mills Tab Gum...	16.50	16.50	16.50	16.50
National Candy, 9 M...		65.00	134.50	65.00
National Electric...			95.00	
National 930...	130.00(2)	130.00(2)	95.00	130.00(3)
National 950...	145.00(2)	145.00(2)	125.00	145.00(2)
Northwestern 33 Ball Gum...	7.95	7.95	7.95	7.95
Northwestern Deluxe 1c and 5c...	13.95	13.95	13.95	13.95
Northwestern Model 39, 1c...	7.95	7.95	7.95	7.95
Northwestern Stamp...	69.00	69.00	69.00	69.00
Pop Corn Set...		49.50	49.50	49.50
Revco Ice Cream Vendor, 10c...			150.00(2)	
Revco Ice Cream Vendor, 2 col., 10c...			395.00	
Rowe Candy (8 col.)...	85.00	85.00	124.50	85.00
Rowe Crusader (10 col.)...	155.00	155.00	155.00	155.00
Rowe Diplomat Electric (8 col.)...	175.00	175.00	175.00	175.00
Rowe Imperial (6 col.)...			85.00	
Rowe President (8 col.)...	155.00	155.00	155.00	155.00
Rowe President (10 col.)...	135.00	135.00	135.00	135.00
Rowe Royal (10 col.)...	155.00(2)	155.00(2)	155.00(2)	155.00(2)
Rowe Royal (10 col.)...	145.00	145.00	145.00	145.00
Shipman Candy (3 col.)...		39.50		
Shipman Gum (2 col.)...		19.50		
Shipman Lifesaver (2 col.)...		19.50		
Silver King 1c Ball Gum...	7.45	7.45	7.45	7.45
Silver King 1c Mds...	7.45	7.45	7.45	7.45
Silver King 5c...	7.45	7.45	7.45	7.45
Stoner Candy (8 col.)...	130.00	160.00	160.00	150.00
Super Vend Selective Drink Vendor, 3 Drinks...	325.00	325.00	325.00	335.00
Uneda Candy...	65.00	65.00	89.50	65.00
Uneda Electric (8 col.)...				99.50
Uneda Electric (9 col.)...	125.00	125.00	125.00	125.00
Uneda Model A (6 col.)...	87.50	87.50	87.50	87.50
Uneda Model E (6 col.)...	75.00	75.00	75.00	75.00
Uneda Model E (8 col.)...	85.00	85.00	85.00	85.00
Uneda Model 500 (9 col.)...	135.00	135.00	135.00	135.00
Uneda Monarch (6 col.)...	87.50	87.50	87.50	87.50
U-Select-It...	49.50	49.50	49.50	49.50
Wizard Scale...			39.50	

Cig Serviceman Killed by Thief

MEDFORD, Mass., Dec. 5.—John F. McGrade, 58, cigarette machine collector for Mystic Automatic Sales Company of Medford, was shot and killed Monday night (30) by a robber after he left a tavern location in Lawrence where he had serviced a cigarette machine.

Police said that McGrade was on his way to his panel truck when the robber confronted him. It was not determined how much money the holdup man obtained. The collection was the third McGrade had made in the immediate neighborhood.

Louis Risman, owner of the Mystic Automatic Sales, said McGrade might have had as much as \$300 with him. He said McGrade operated as collector for the company in the Lowell-Lawrence area. He worked out of his home and reported at the Medford headquarters once a week.

See Peanut Surplus, Bigger Crop in '53

WASHINGTON, Dec. 5.—There's a promise of more peanuts this year. A surplus is expected to swell the year's already fatter crop, which is estimated at nearly 1.4 billion pounds. This is about 3 per cent above 1952 and some 6 per cent over this year's marketing curb.

Consumption in the crop year started July 1 is predicted at about 100 million pounds below production.



NORTHWESTERN 10 SELECTOR GUM VENDOR
Best Money-Maker Today
We stock complete line of Northwestern Vendors, Parts, Accessories and Supplies.
Immediate Delivery.

QUALITY MERCHANDISE
Pistachio Nuts, Jumbo \$1.07
Mixed Nuts53
Almonds, 800 Ct., 4 Lb. Vac. Pk.29
Spanish Peanuts25
Boston Baked Beans26
Rainbow Peanuts26
Wrigley Gum, all flavors, in ct.47
Write for complete list of supplies.

BADGER SALES CO., INC.
2251 W. Pico Blvd. Los Angeles 5, Calif.

Send for Your **FREE** Copy of **RAKE'S NEW CATALOG TODAY!**



A guide to efficient and economical operation of coin operated machines.
RAKE COIN MACHINE EXCHANGE
609 Spring Garden St., Phila. 22, Pa.
Lombard 3-2676

GIVE TO THE RUNYON CANCER FUND

We Have Newer CHARMS!



NEW DESIGNS
NEW IDEAS
NEW FINISHES

send 35¢ Complete Sample Kit

False teeth • Silver tipped bullets • Ship-in-a-bottle • Light bulb • Cameo rings • Record albums
IMMEDIATE DELIVERY

PENNY KING COMPANY
2538 Mission Street Pittsburgh 3, Pa.

YOU HAVE TRIED THE REST... NOW BUY THE BEST!

VICTOR

TOPPER **HALF CABINET**



\$12.00 100 OR MORE MACHINES
\$12.50 LESS THAN 100 MACHINES
1/3 Deposit on all orders.

PARKWAY MACHINE CORPORATION
715 Ensor St. Baltimore 2, Md.

HELP YOURSELF TO MORE VENDING PROFITS



Get **VEND** Every Month Thru a Money-Saving Subscription

More vending men in all phases of the industry are using the money-saving, money-making ideas in **VEND** every month—to insure profits—to be up to date on every important development in the field.

Less than a penny a day—brings ideas that could mean a fortune to wide-awake vending operators, manufacturers and distributors.

SIGN UP NOW—MAIL THIS COUPON TODAY

Vend Magazine 988
2160 Patterson St., Cincinnati 22, Ohio
Please enter my subscription to **VEND** for
 1 year \$4 2 years \$6 3 years \$7.50
 Payment enclosed Please bill me
(Foreign rate, one year, \$6)

Name.....
Address.....
City..... Zone... State.....
Occupation.....

NEW—LOW COST SILVER-KING "GIANT ACE"

AT LAST—a vendor that permits easy placement of charms! It's the New SILVER-KING "GIANT ACE" BALL GUM AND CHARM VENDOR—with 7-lb. globe and extra large top. Offers greater earnings and simplified operation. (Giant Ace Conversion sets available to convert all standard 5-lb. tapered globe vendors—\$3.00 per set.)

1c "Charm King" Ball Gum & Charms (lime-tested and proved).

5c Pistachio or Mixed Nuts (the busiest nickel snatcher).

1c "Super Vendor" King-Size Ball Gum (to wake up "sleepy" locations).

1c Candy Baked Beans Vendor (fine companion for ball gum machines).

5c Silver-King "Hot Nut" (for that "extra-special" spot).

1c or 5c Silver-King Nut Vendors (best bet for bars).

Low at \$10.00 Ea.—100 Lots.
IMMEDIATE DELIVERY
SILVER-KING CORP.
622 Diversey Parkway, Chicago, Illinois

NEW 5c ROCKET CHARM MIX (TRADEMARK)



Now available for immediate delivery on ALL 5c ROCKET CHARM MIX... containing a LARGE variety of games, toys, keychain items and rings for the sensational 5c ROCKET CHARM MACHINE. Thousands of locations are waiting for 5c ROCKET CHARMS. Be first and get the good spots.

The Victor 5c Rocket Charm Machine holds approximately 500 of "Graff Rocket Charm Mix." Takes in approximately \$25.00 and costs only \$10.00 to fill. Never before have operators experienced such tremendous profits. Our new 5c Rocket Charm Mix guarantees fast results. Get started today.

SPECIAL GET STARTED OFFER
4 Victor 5c Rocket Charm Machines \$57.00
2,000 "Graff's 5c Rocket Charm Mix"..... 40.00
TOTAL COST \$97.00

30 DAY MONEY BACK GUARANTEE IF NOT COMPLETELY SATISFIED
Terms: 25% deposit with order, balance C.O.D. or send full amount and save C.O.D. charges.

GRAFF VENDING SUPPLY CO. 2841 W. Davis Dallas, Texas

Name Top Winner In Frankie Laine-Wurlitzer Contest

Judges Pick 16-Year-Old High School Senior From Union, N. J.

NORTH TONAWANDA, N. Y., Dec. 5.—Patty Gross, a petite, attractive 16-year-old high school senior from Union, N. J., was picked as national winner from among 4,000 entries in the Frankie Laine-Wurlitzer Contest.

Patty will receive a \$1,000 check to further her musical career during her presentation by Frankie Laine on the Ed Sullivan television show on the CBS network, Sunday, December 13, between 8 and 9 p.m. EST. She will make a record for Columbia, and a nation-wide release of the disk will be made shortly.

Five youngsters with unusually good voices were chosen by the judges to receive Frankie Laine-Wurlitzer Achievement Award plaques for 1953. The five are Jerry Adams, Oakland, Calif.; Mary Dellatorri, Philadelphia; Lawrence McKenzie, Jacksonville, Fla.; Connie Sones,

Houston, and Bill Cain, Memphis. The contest, which opened September 16, was a search for new, young talent sponsored by singer Frankie Laine and the Rudolph Wurlitzer Company. Professional singers were exempted from the contest and the age limits set at 16 thru 25. Disk jockeys in 40 major cities sponsored the contest and a \$100 cash award was presented each local winner.

Transcriptions of the winning voices were then sent to New York City where a six-man judging committee made the final selection. The judges were Frankie Laine; Mitch Miller, a.&r. representative for Columbia; Jo-

(Continued on page 82)

Ops Re-Elect Nine Officers Of NYAMOA

NEW YORK, Dec. 5.—The New York Automatic Music Operators' Association re-elected its entire slate of officers and directors at a dinner meeting at the Park Sheraton Hotel here.

Re-named were Albert S. Denver, president; Charles Bernoff, vice-president; Harry Wasserman, treasurer, and Sal Trella, secretary. Ben Chickofsky was named to the board of directors for the first time, with the following incumbents returned: Sen. Al Bodkin, Joe Conors, Lou Hirsch and Mac Pollay.

Some 168 of a total membership of 180 voted at the 16th annual election of the group and heard Denver trace the history of the organization and restate its goals.

Sidney H. Levine, counsel, reported on the McCarran Bill and said he was hopeful it would be defeated.

Northern Ill. Ops Set Banquet Plans

CHICAGO, Dec. 5.—Plans for the fifth annual banquet of the Music Operators of Northern Illinois are underway, according to Jerry Shuman, of the Gillette Distributing Company and chairman of the banquet committee.

The dinner will be held at the Elmhurst Country Club, May 6, and will include dancing and entertainment. Shuman said, "The entertainment will include recording stars, both national and local."

All segments of the juke box industry will be invited, operators, distributors, record dealers and manufacturers. All guests will be presented with a program booklet as a souvenir.

The fourth annual banquet was held at the Graemere Hotel here. Over 200 guests attended. Late arrivals, including disk jockeys and local and national recording stars, nearly doubled the attend-

ance before the night was over. Serving with Shuman on the committee are Bill Nyland, of Western Automatic Music; Bob Gnarro, of ABC Music Service Corporation; Louie Arpaia, of Austin Music; Barney Poss, of Valley Music; Andy Hesch, of A. & H. Entertainers, and Paul Brown, of Western Automatic Music.

Coin-TV Firm Reports 1953 Sales Doubled

CHICAGO, Dec. 5.—George J. Kozy, sales manager of A.B.T. Manufacturing Corporation, reports that the coin-operated TV market has doubled during the past year.

A.B.T., manufacturers of coin-operated timing units, has two models available for coin-operated TV. A third model, designed for kiddie rides and general appliances was introduced this week at the National Association of Amusement Parks, Pools and Beaches. (See separate story in Kiddie Section.)

In 1949, A.B.T. introduced its Paymeter. The unit measures 5 5/8 by 4 5/8 inches by 2 5/8 inches. The most popular time setting has been found to be 25 cents for a half-hour. The unit retails for \$18.50. Kozy said, "To discourage tampering and theft, the unit has been equipped with a cash box that will hold only \$25."

Last August, the firm introduced (Continued on page 82)

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:

CAPITOL ANNOUNCES DIVIDENDS. Capitol Records this week announced year-end dividends of 35 cents a share (Music department).

RIAA PROMOTION RESULTS. The month-long experimental promotion staged by the Record Industry of America in Baltimore during October resulted in the sale of 5,000 record-playing units (Music department).

STRIKE HITS DISKERIES. Columbia and RCA Victor record distributors in Pittsburgh are faced without a regular means of getting their disks into retail outlets. A general strike of parts and warehouse workers, including stockroom personnel, was called Monday (23). Affected are record distributors of the two companies (Music department).

And many other informative news stories as well as the Honor Roll of Hits and pop charts.

NEW PR POLICY

Runyon Donates Jukes On One-a-Week Basis

NEWARK, N. J., Dec. 5.—The policy of donating juke boxes and records to worthy community organizations and institutions, practiced on an informal basis for many years by the Runyon Operating Division, this week became a basic part of the firm's public relations plan.

Ed Burg, Runyon sales executive, announced this week that the firm's policy was to donate one juke box a week, with donations planned weeks in advance.

The boxes are older models. However, Burg has the repair department put the machines in first-class operating condition. Used records, title strips, extra needles and fuses come with the juke boxes. In addition, the recipients are instructed to phone Runyon for free service any time it is required.

PR Value

Burg feels that the donations cost the firm little in cash, but their public relations value is

considerable. Local newspapers, he said, report the donations, and organizations receiving juke box talk up the donations in the community.

According to Burg, the firm receives an average of two or three donation requests a week. These requests are answered promptly, with an estimated delivery date given.

The next three donations will be to B Battery, 98th Gun Battalion; Church of the Good Shepherd, Fort Lee, N. J., and the King's Park (N. Y.) State Hospital.

Southern Music To Open Miami Office Dec. 10

MIAMI, Dec. 5.—Ron Hood, head of Southern Music Distributing Company, announced this week that his firm would open a new office here December 10.

Open house for operators of Miami and neighboring cities will continue thru December 12.

Southern Music, AMI distributor for most of Florida and parts of Southern Georgia, pre-

(Continued on page 82)

Permo Intros Needle Card To Aid Dealers

CHICAGO, Dec. 5.—A new-type phonograph needle registration card, devised by Permo, Inc., may be the answer to the question "what needle fits what cartridge," a big headache in the phonograph needle business, according to Gail S. Carter, vice-president in charge of sales.

The card, which fits on the spindle of a phonograph displayed in the store, has space for the dealer to write in the name and number of the cartridge. When a dealer sells the phonograph, he can record the replacement needle that fits that cartridge on the card, along with the customer's name and address. The card furnishes a handy reference in replacing worn needles.

Jubilee Hit Tune Disk Gets All-Out Booking

CLEVELAND, Dec. 5.—Following announcement of the winning disk of the Jubilee Hit Tune Party, the Cleveland Phonograph Merchants and The Cleveland Press, sponsors of the party, are promoting the song by no less than a half-dozen methods.

The winning disk was "Strings of My Heart" by the Gaylords, who were present for the party, recorded by Mercury. Judges consisted of members of the phonograph association and their routemen.

Phonograph operators thruout the city placed the disk in the No. 1 spot on their jukes. At the same time, cards promoting the tune were placed in the Cleveland transit system and ads were run in The Cleveland Press.

Silver cards, with black and red lettering and a picture of the

Gaylords, were posted on juke boxes. The cards measure 17 inches by 14 inches.

Special title strips, in red and green, were used to focus attention on the Jubilee Hit Tune.

Over 7,000 teen-aged fans attended the party held in the Cleveland Arena November 1. In addition to the Gaylords, over 12 well-known artists appeared at the party. Harry Levine and his orchestra furnished the music and five disk jockies divided the emcee duties.

Plans for another Hit Tune Party will get under way after the first of the year.

Chi Juke Box Operators Prepare For Christmas Holiday Business

CHICAGO, Dec. 5.—Juke box operators thruout the city are beginning to prepare for the increase in play during the holidays.

Christmas records are being pulled from libraries, dusted off and placed in jukes on locations. The majority of the operators here feel that the holidays will equal past years, while a few feel that business will be even bigger than ever.

"General Christmas trading in Chicago should top all past records," Leverett S. Lyon, chief executive officer of the Chicago Association of Commerce and Industry, said.

Lyon based his prediction on the following facts: Population

has increased 30,000 in the past 12 months; employment and income are at a record high and there is one more shopping day this year than in 1952.

Operators are aware of general business predictions but are hesitant to predict record breaking juke business because of the slow fall season. An unusually mild autumn reduced juke play thruout the Midwest, operators report.

Operators that have the bulk of their locations in shopping districts expect a boom. Operators with locations away from shopping districts do expect business to equal past results and to insure this they have already begun their Christmas planning.

The most popular records being prepared for the holidays are "I

Saw Mommy Kissing Santa Claus," "Rudolph the Red-Nosed Reindeer," "White Christmas," "Santa Claus Is Coming to Town" and "Mrs. Santa Claus."

In addition to holiday records, operators are insuring good business by running rental ads in local papers thruout the city and past customers are being called to find out if parties are to be held this year. Company parties make up the bulk of the Christmas rentals.

A few operators are preparing streamers to be placed on juke boxes to make them appear a part of the Christmas spirit.

To build public relations, operators are offering juke boxes to worthy charitable organizations holding holiday parties.

Canada, Texas Distribs Appointed by Rock-Ola

CHICAGO, Dec. 5.—Kurt Kluever, assistant sales manager of the phonograph division of Rock-Ola, this week announced the appointment of a new Canadian distributor and the assignment of additional territory to a distributor in New Mexico.

Lawrence Novelty Company, 540 Boucher Street, Montreal, was made distributor in the city and surrounding area. Lawrence Novelty, headed by three brothers, Lawrence, Leonard and

Sidney, once handled the distributorship for the Packard Manufacturing Corporation in that area. They have been active in the coin field since.

The distributor taking additional territory is Harry Snodgrass, head of Border Sunshine Novelty, Albuquerque, N. M.

El Paso, Tex., has been assigned to Border Sunshine and a showing of the Rock-Ola Comet will be held December 12 and 13 at the Hilton Hotel there.

Snodgrass visited Chicago earlier this week to complete the transaction at the Rock-Ola plant.

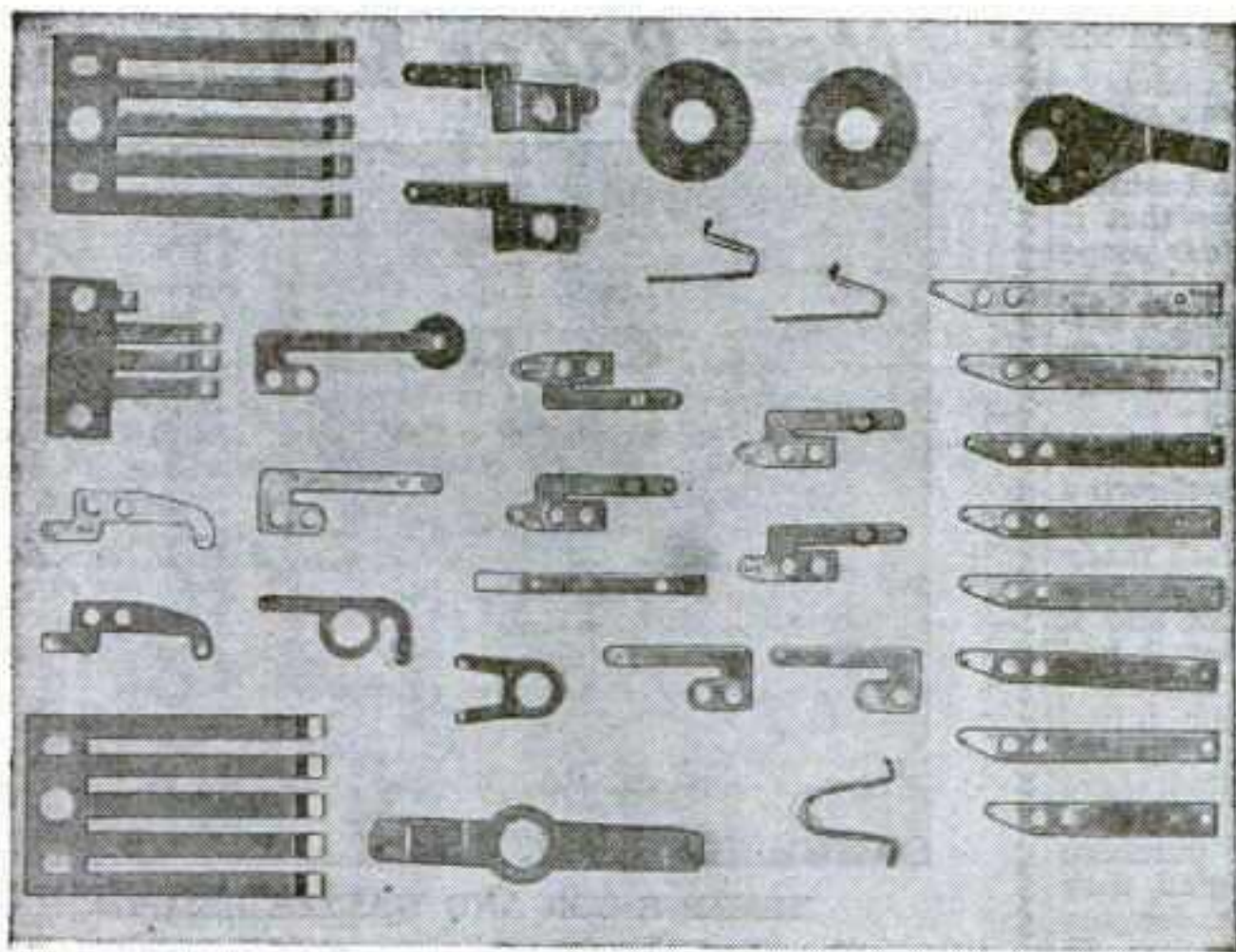
PLAY AT DIME AIDED BY RHYME

CHICAGO, Dec. 5.—Tavern dealers thruout the Midwest see dime play promoted the way it "oughter." The trade publication, Beverage Dealers and Tavern News, in ad advises:

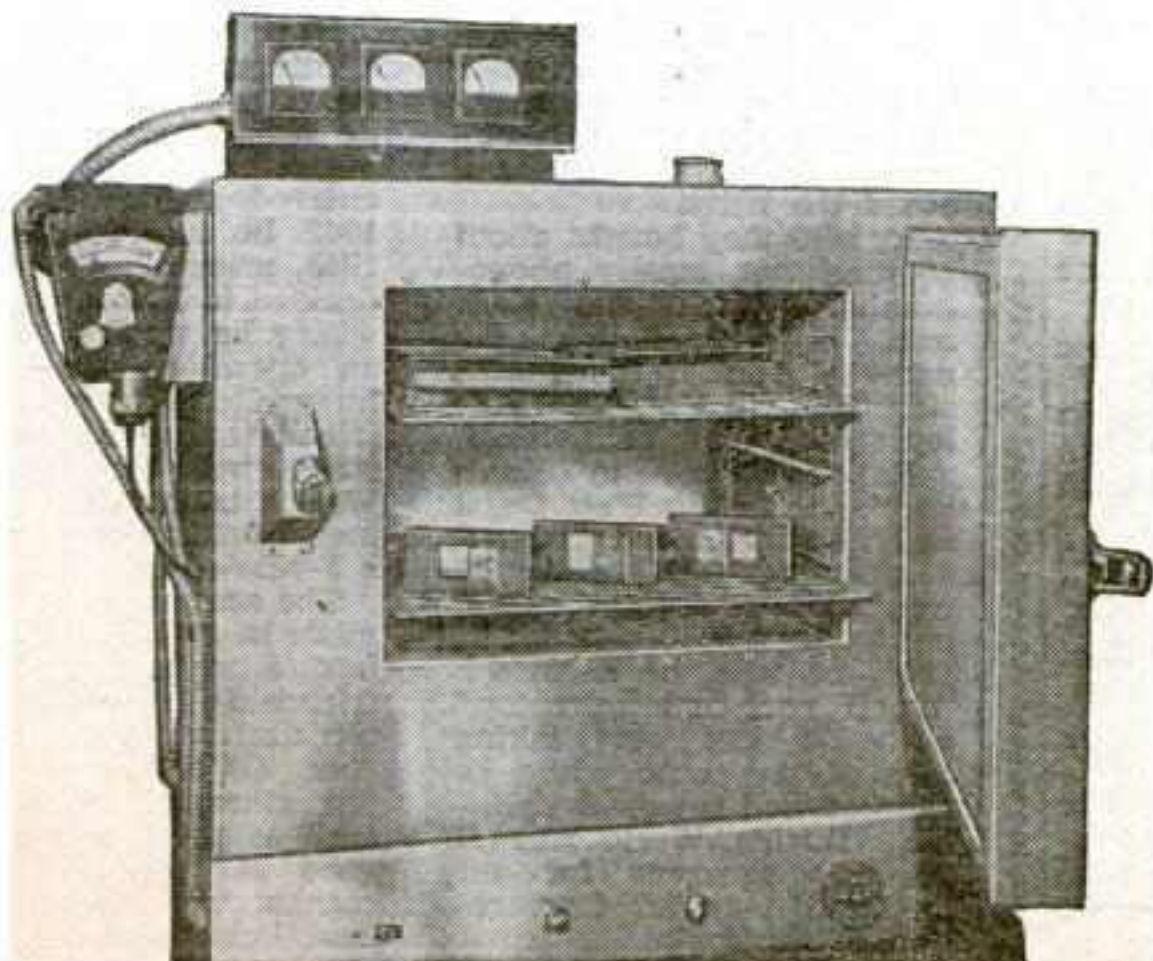
"Music, 10 cents or 3 for-a-quarter, Makes your business. Be what it 'Oughter.'"

In each issue of the publication, Recorded Music Service Association and Music Operators of Northern Illinois run dime promotion jingles. The good will and co-operation of tavern owners are partly attributed to promotion of this type.

**good switches
last and last
and last**



Here are just a few of the many switch blades, relays and other parts made by AMI from copper-beryllium alloy for longer life.



After stamping, parts are precipitation hardened in AMI Heat Treat ovens for extra toughness, elasticity, resistance to fatigue.

Many a man remembers the swinging, stinging switch in the bygone days when psychology was applied to the seat of the pants. Selected of a limber, new growth wood, the switch could be used again and again—if needed. It seemingly had no fatigue point and one scarcely ever broke in use.

Switch blades used in the AMI juke box are unusually flexible and unique in their low fatigue properties. Made by AMI of pure copper, alloyed with rare beryllium, they are heat treated to respond with a touch and to return literally millions of times to normal position without breakage or wear.

The right kind of selected materials and painstaking care in the manufacture of switches and other components are responsible for the trouble-free operation of the AMI juke box.

AMI Incorporated

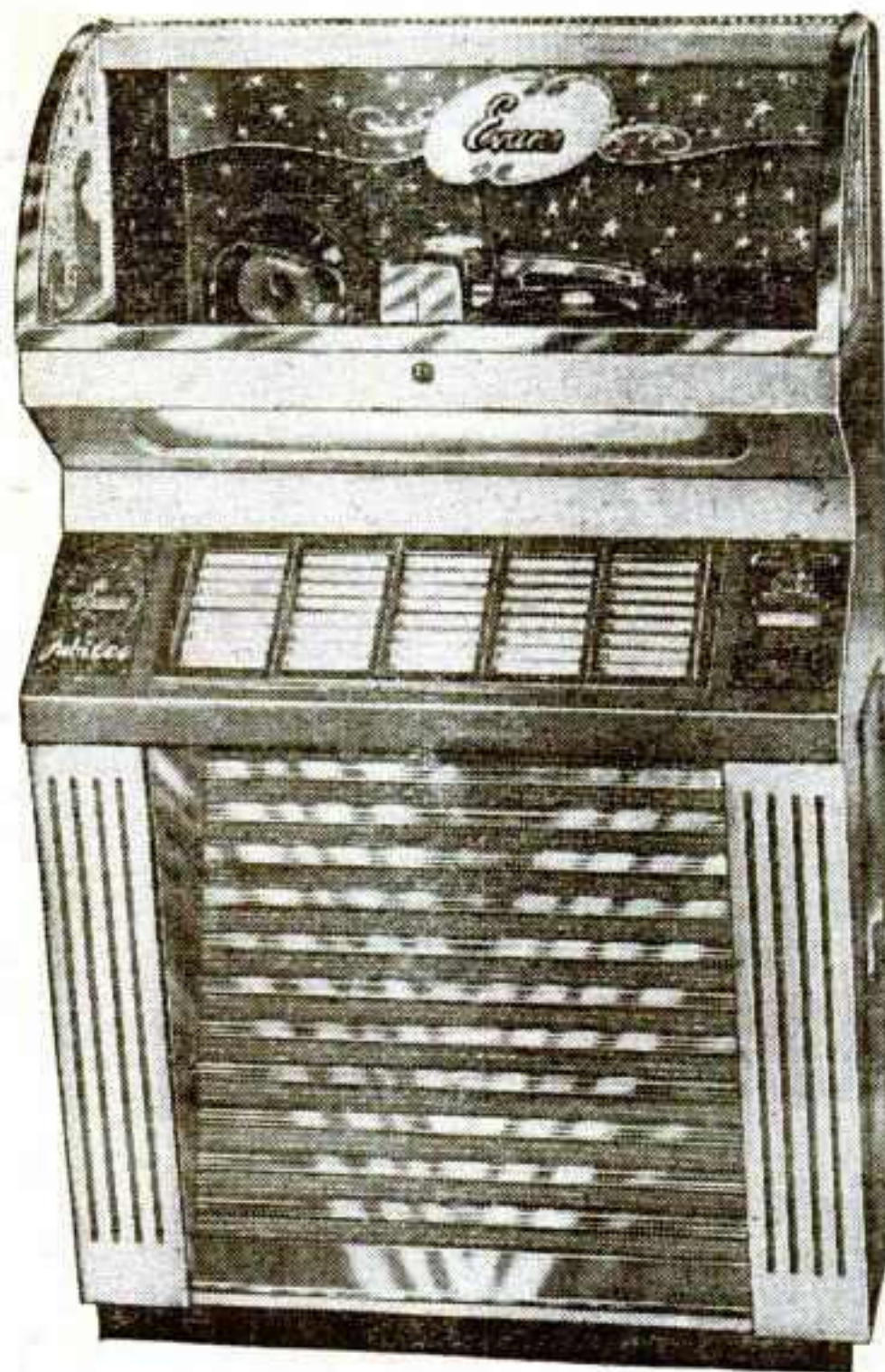
General Offices and Factory: 1500 Union Avenue, S. E., Grand Rapids 2, Mich.

What You Don't See Below the Surface Shows Up in the Profit Column!

Under the appealing modern beauty of Jubilee Phonographs lies Evans' 60-Year Reputation for Quality! You won't pay more for this Hidden Extra Value . . . you will get more in enduring trouble free performance, play-inspiring, true-to-life Tone Reproduction and overall economical operating.

EVANS' JUBILEE 40/45
20 Records—40 Selections
45 RPM

EVANS' JUBILEE 40/78
20 Records—40 Selections
78 RPM



Contact your Evans Distributor NOW! Assure earliest possible delivery and a future of more carefree, more profitable operating!

ON DISPLAY AT YOUR EVANS DISTRIBUTOR

EVANS' CENTURY 100/45

50 RECORDS—100 SELECTIONS 45 RPM

EXPORT INQUIRIES INVITED

H. C. EVANS & CO.

1556 W. CARROLL AVE.

CHICAGO 7, ILLINOIS

Reconditioned Music Equipment



Leads the Parade
Check These
MONEY-MAKING BARGAINS

SEEBURG

148SL \$159
147M 129
146M 99
H146M 79

Rock-Ola 1436 \$589
AMI Model C 289
Wurlitzer 1250 269
Wurlitzer 1100 219
AMI Model A 169
Wurlitzer 1015 99
Rock-Ola 1426 99
Rock-Ola 1422 79
Risticral (12 Selections) 79

WIRE,
WRITE,
PHONE

WALL BOXES
\$5 to \$35

1/3 down, balance
C. O. D. Export
inquiries invited.

MUSIC SYSTEMS INC.

DETROIT, MICH. —10217 Linwood
Tulsa 3-3900
CLEVELAND, OHIO—2600 Euclid
Cherry 1-3801
LANSING, MICH. —1224 Turner
Lansing 5-4243
TOLEDO, OHIO —1302 Jackson
Main 6192

SAY YOU SAW IT IN THE BILLBOARD!

Music Route Management

Making Partnerships Work

By SAM ABBOTT

A few nights ago, when the Co-Operative Music Operators met, Homer RaZor, senior partner in First National Music in the San Fernando Valley near Los Angeles, drove up in a new pick-up truck. He was greeted by his partner, Walter Hemple.

"That's a nice pick-up you got there," Hemple called out. "Wouldn't mind having it."

RaZor stepped from the cab and handed Hemple the keys. "It's yours, fellow. I just bought it."

While this type of thing does not happen every day, it is an incident that shows the friendliness which exists between these partners. It has always existed and grew from an acquaintance made while both were employed by an operating firm nine years ago. About four years ago they decided to have their own business and acquired 50 pieces of equipment, principally music.

Strictly Cash

The pick-up truck incident also indicates another point important in the operation of this company. There was no mention of money, for these two men know that when equipment and rolling stock comes to their headquarters, it is paid for. They operate on a strictly cash basis and the only bills incurred are those for parts. And these run only 30 days, with rare exceptions.

One of those exceptions occurred recently when Hemple had requested a firm to send a statement so that it could be paid. No invoices were forthcoming for several months, despite repeated attempts to get them. Finally, one of the parts supplier's employees approached the operator with the question as to when he intended to pay the bill. This did not endear the company with those at First National.

There are two things at First National Music that are considered important. The first is to pay cash for practically everything and the other is relaxation.

Cites Advantages

The idea of putting it on the line has its advantage from a business standpoint. Hemple says that it gives the company a wider scope in buying, for it is not tied up to any one company. Usually a better price can be obtained on equipment and interest and carrying charges are saved.

The importance of this policy with these operators was shown a few years ago when another advantage of having the cash ready actually saved money. A new game was on the market and it was agreed by both that it had possibilities. RaZor was impressed and suggested that their initial order be for 10. In checking into the finances, it was found there was ample cash on hand for two. They finally decided to purchase one. And they were glad they only bought the single for the game was not a money-maker. So to the advantages of cash, RaZor and Hemple add that it prevents over-extending the company's resources.

The partners work together closely, with RaZor declaring that Hemple is the general manager and listing his own duties as "aiding and assisting." Hemple credits RaZor with being one of the best mechanics in the business and often tells him that he is the world's "best putterer."

RaZor's ability as a mechanic is not denied. He was born in Illinois and came to California in 1924 as a master mechanic with the United Airlines. He was with the company 15 years and it was during this tenure that he began his route. Later he sold it when he was given an overseas assignment by Lockheed Aircraft Corporation, builders of the Constellations.

Ability Pays Off

The company uses this talent to its advantage. Both firm members believe that equipment in good working order is the right way to operate. And in recent months RaZor has been putting into shape music equipment no longer usable on location and selling it for patios and rumpus rooms. Ability to get these clunkers to work no doubt provoked

Hemple's admiration and brought on the "putterer" term. However, knack for putting things together stems from RaZor's early days in aviation. He was among the first in air mail flying out of Rock Springs, Wyo., and learned early to put these crates in flying condition with barbed wire.

The company maintains its own shops and has a supply of lathes, drill presses, saws, tube testers and spray guns to keep music machines working on location.

Variety of Stops

The type of locations that First National Music serves is all-inclusive. They have Mexican, race, pop and Western spots to supply. Hemple's job is to pick the tunes and he relies upon location requests for the specialties as well as the recommendations of the platter wholesalers. Also for the Latin tunes he follows the suggestions of a Mexican girl in a record shop. Hemple is a regular viewer of Peter Potter's "Juke Box Jury" and takes tips from the panel. He has appeared on the show, too.

The judgment in record selection accounts for much of the success this company enjoys. In recent months a drive was begun to put machines on 10-cent play with the result that 95 per cent of the phonographs operate on a dime. Hemple did not have too much trouble in increasing the price. His approach was to show spots where they could get more commission if the price was hiked. Of course, the low income spots were the ones that complained at the changeover and were the last to be converted.

Alternate Extra Service

Altho both the partners work, they do take time out. They believe that along with work there must be proper relaxation. They are on call 24 hours a day and

seven days a week. But, they alternate the nights and week-ends. This gives RaZor time to paint in oils and take his weekly lesson on Friday nights. During a 14-week sojourn in Europe recently, RaZor took some lessons in Germany and France. He specializes in land and seascapes.

Hemple relaxes in a more orthodox manner. He is building a swimming pool at his new home and recently installed a new Hammond Chord organ for his own amusement. The family takes off every now and then for a place near Baker, Calif., that Hemple swears is spelled Zzyxx Springs.

The relaxation, they agree, puts them in a frame of mind to discuss problems, such as the 10-cent play, with locations. It is believed that their cheerful outlook on life helped them to put across the price increase. The job was easier, too, because both RaZor and Hemple keep in close touch with their spot owners. They keep a record of birthdays, wedding anniversaries and other important dates and send cards.

Collect Old Phonographs

These operators are enjoying their working as well as relaxation periods. RaZor likes to show the two antique coin-operated music boxes that he found in Germany and Ireland. The one from Germany is supposed to have been made in 1820 and came from the beer parlor in which Adolph Hitler started the Nazi party. The Ireland buy is said to be at least 65 years old. Both were made in Switzerland and uses the large metal disks. One, he added, is called the Polyphone.

Despite these extra-curricular activities, RaZor and Hemple attend to their operation. They have their fingers in every phase of it, for this is important when cash is paid on the barrel head.

Meet RaZor & Hemple



HOMER RAZOR AND WALTER HEMPLE

Homer RaZor and Walter Hemple have been together in business one way or another for about nine years. The first five they worked together for a vending machine company where RaZor was designated as the manager and Hemple a route-man. They, however, discount the titles.

In 1949 they bought about 50 machines, mostly phonographs, and started their own business under the name of First National Music. The San Fernando Valley area is their balliwick.

RaZor was born in Illinois and came to the West Coast in 1924 with United Airlines, a company with which he was associated as chief mechanic for 15 years. In 1938, he tells, he became a "small part-time operator," with his two sons taking care of the route while he checked and repaired airliners. During World War II he was overseas for the Lockheed Aircraft Corporation, of Burbank.

Upon returning to the United States at the conclusion of the war and his duties abroad, he had to start

all over again, having sold his coin machine holdings when the assignment came from the Constellation's makers.

Hemple is a native of Hastings, Neb. He entered the coin machine field there in 1938 when he organized his own company. When he entered military service in 1942, he sold his route. In 1945, after his discharge, he decided to live in California, where he went to work for an operator. On this job he and RaZor became staunch friends and later decided to strike out for themselves. Walter is married to a former Floridian and they have a 5-year-old daughter.

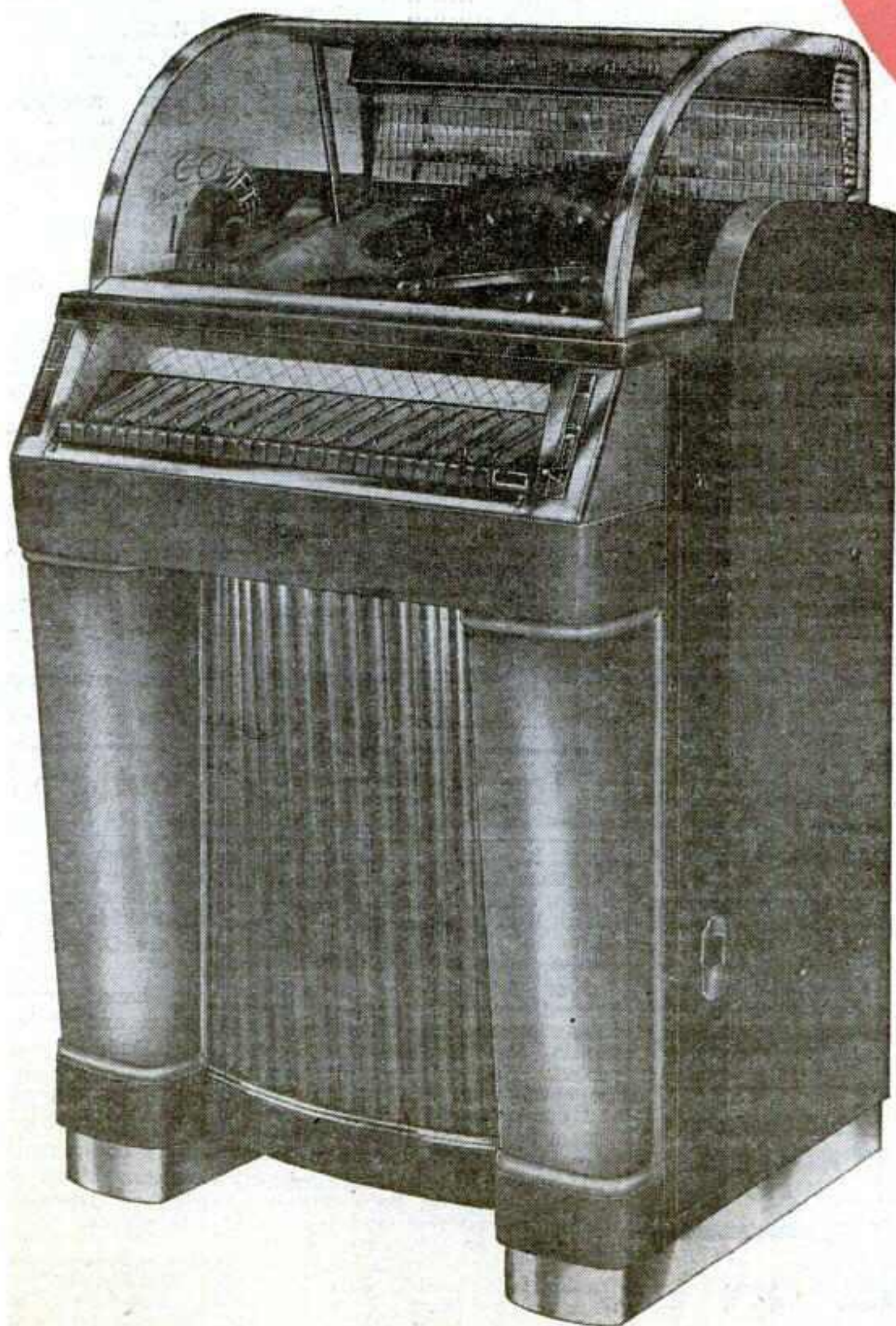
The acquaintance that was made in 1945 and later grew into a sincere and lasting friendship is the basis, Hemple declares, for their success. Of course, there are a few other important factors, such as cash for equipment, good service and personal contact with locations that have helped them to become one of the top operating firms in the San Fernando Valley, which they both call home.

The **LARGEST** number of selections

on the **SMALLEST** console in the world
*The original phonograph with 120 selections"

ROCK-OLA
Comet
120 SELECTIONS

**Less than 30 inches wide*



MODEL 1438



MODEL 1546
Chrome Cover
Wall Box
with 120
Selections

ROCK-OLA MANUFACTURING CORP. 800 N. KEDZIE AVE., CHICAGO 51

BERNE PACT OVERHAUL?

Adoption Would Hit Coin Phono Purse

• Continued from page 16

efforts to move toward serious deliberations on the proposed new convention sometime next year. A conference will be held in Europe. The United States, not being a signatory to the Berne Convention, will probably send an observer, as has been the custom in the past.

Originators of the proposed new convention apparently are not discouraged by earlier rebuffs in their attempt to pave the way for a conclusive agreement. Last year an effort was made to obtain the backing of the International Labor Organization for the proposed new pact, but ILO after heated debate turned down the proposition.

The length of copyright protection proposed in the new draft would be determined by the country in which protection is claimed, but would not exceed the period granted in the country of origin which is defined in the case of phonograph disks, as the country signing the convention in which a finished version of the disk is made.

The proposed new convention gives broadcasters the right to authorize rebroadcasts, recordings

of broadcasts, and telecasts of their programs. Disputes between countries would go to the International Court of Justice. The proposal specifies that "the right to an equitable remuneration is not granted to manufacturers (disk manufacturers) as against those who communicate to the public, whether over wires or not, or by whatever means, radio-emissions effected by means of their phonographic records or similar instruments."

Also specified by the convention is a requirement that phono disks manufactured in a non-contracting country and which are copies of phono disks protected by the convention are liable to seizure if imported into a Berne country without permission of the manufacturer.

Signatories of the existing Berne pact, who will be asked to concur in the proposed new convention, are made up of 43 nations. Brazil is the only South American nation among the group, which includes Japan, Great Britain, and practically every nation of consequence on the Continent.

Coinmen You Know

Miami

Some 350 were expected to attend the third annual dinner and dance of the Amusement Machine Operators' Association, December 12, at the Saxony Hotel, Miami Beach. Among the out-of-towners to be present were Mr. and Mrs. Barney Sugarman. He's the head of Runyon Sales Company in New York.

The AMOA held its regular monthly meeting Monday (23), due to the Thanksgiving holiday. Thursday, the regular meeting night. . . Sales of the Rock-Ola Comet phonograph are at a high level, according to Eli Ross, of the Ross Distributing Company, which acquired the Rock-Ola franchise recently.

Ted Bush, Bush Distributing Company owner, returned from a trip to Chicago and North Tonawanda, N. Y. While in Chicago he visited the several factories which the company represents in this territory, and then paid a visit to the Wurlitzer plant in North Tonawanda. Bush Distributing is Wurlitzer distributor for South Georgia, Florida and Cuba.

Cliff Deale, Deale Automatic Music Company, announced that

he has purchased the juke box route of Charles W. Revell, Revell Music Company. Revell is retiring because of health. The route consists of approximately 25 to 30 pieces.

Coin-TV Firm

• Continued from page 78

duced its Freeview model. The Freeview gives customers three minutes of viewing free, every half hour. If a program catches a customer's fancy, a quarter may be dropped into the chute and the set will continue to operate for a half hour.

The Freeview measures 12 by 7 1/2 inches by 3 1/2 inches. Retail price is \$49.50. Cash box capacity is \$100.

A.B.T. sales have been made to music operators, television servicemen and appliance dealers. The most popular locations are motels and small hotels. Kozy said, "Small hotels are desired by operators because they require less initial investment."

Both units designed for TV are equipped to operate on quarters only, while the newest model, introduced at the convention, comes equipped with a slug rejector.

TWO-WAY RADIO CUTS SERVICE

MIAMI, Dec. 5.—The two-way radio system is finding a welcome in the juke box business in Florida.

A speedy call to a serviceman, already on his route, saves both time and money. Operators agree that sudden breakdowns and other complaints can be handled in a matter of minutes.

At present, two radio systems are used. One, used by Southern Music, is a two-way radio communication system which links the firms offices and its 29 trucks and cars. The second, used by Advance Music Company, is a plastic receiver, measuring 3 by 10 inches that easily can be carried in a man's coat pocket. Thus servicemen are in constant contact with a radio station that transmits messages received by a phone answering service.

Calif. Extradites Herman Prujansky

DETROIT, Dec. 5.—Herman Prujansky, former night spot owner and one of eight defendants awaiting trial in the juke box labor racket case, was returned here this week from California.

Prujansky appeared before Judge Paul E. Krause in Recorder's Court Tuesday. Bond was set at \$5,000, pending a hearing next week.

Gov. G. Mennen Williams requested the extradition November 10 (The Billboard November 14). Prujansky had been managing a hotel in California. He had fought extradition.

The labor racket case resulted from a congressional committee investigation into charges that Local 985 of the Teamsters' Union, AFL, sought to control the juke box business in Detroit.

Other defendants awaiting trial are: William Bufalino, president of Local 985; Vincent A. Meli, head of Meltone Music and White Music; Cecil Watts and Lawrence J. Welsh, business agents of the union; Louis Fisher, head of Fisher Music; Leonard Monteleone, who was alleged to have removed a juke box from a location, and Charles J. Morgan, supervisor of the Music Operators' Guild of Michigan.

Runyon Gives Records

NEWARK, N. J., Dec. 5.—The Runyon Operating Division here this week donated phonograph records to the Jewish Community Center of Essex County, Weequah Branch, Newark. The donation was part of Runyon's policy to give juke boxes and disks to community organizations.

THE BILLBOARD Index of Advertised Used Machine Prices

• Music Machines

	Issue of Dec 5	Issue of Nov. 28	Issue of Nov. 21	Issue of Nov. 14
AMI				
D 40 Hideaway	\$275.00		\$225.00	\$225.00
Hideaway				\$245.00
Model A	150.00 169.00	\$169.00 179.50	169.00 179.50	169.00 195.00
	179.50 195.00(2)	195.00(2) 225.00	195.00 225.00	225.00 275.00
	295.00(2)	225.00 275.00	275.00	
	225.00 250.00			
Model B	269.50	269.50	269.50	295.00(2)
	295.00(2)	295.00(2)	295.00(2)	325.00
	325.00	325.00	325.00	
Model C	289.00 309.50	289.00 309.50	289.00 319.50	289.00 325.00
	325.00	325.00 339.50	325.00 339.50	350.00
	350.00(2)		350.00	
Model D-40	475.00(2)	475.00 500.00	475.00 500.00	
	500.00			
Model D-80	550.00 585.00	585.00 595.00	535.00 585.00	
Band Box	50.00			
PACKARD				
Manhattan	39.50 79.50	79.50	79.50 95.00	79.50 95.00
Hideaway		165.00		
ROCK-OLA				
46	125.00	125.00		
1422	59.50 75.00	79.00(2) 95.00	59.50 79.00(2)	59.50 60.00(2)
	79.00(2) 95.00		95.00	75.00 79.00(2)
				95.00
1426	69.50 99.00	99.00 125.00	25.00 99.00	75.00 89.50
	99.50 125.00		269.95	99.00 125.00
1428		199.50	199.50 225.00	199.50 225.00
1432	275.00			350.00
51-50	289.50			
1434 (52-50)				450.00
1436				585.00 625.00
Fireball 120	575.00 585.00	585.00	585.00	
Rockalite 48	295.00	295.00	275.00	275.00
SEEBURG				
Hideaway	50.00 125.00	125.00	125.00	
M 100 A 78 RPM	475.00 485.00	485.00	489.95	485.00 489.50
	495.00(2)	495.00(3)	495.00(4)	495.00(2)
				550.00
M 100 B 45 RPM	685.00 700.00	685.00	685.00	
146	65.00 95.00	95.00 135.00	95.00 99.50	90.00 95.00
	99.50 135.00			99.50
				60.00
146 Hideaway		95.00		
H 146 Hideaway				165.00
148 Hideaway		189.00	85.00	100.00
147 Hideaway				
H 147 Hideaway	125.00			
100 C	795.00 850.00			
146 M	99.00 115.00	99.00 115.00	99.00 115.00	99.00 115.00
147	75.00 129.50	165.00	129.50 146.00	90.00 129.50
	165.00		165.00(2)	135.00 165.00
147M	129.00 135.00	129.00 129.50	129.00 135.00	129.00 135.00
		135.00		
148 Blonde	195.00	195.00	195.00	175.00 195.00
148 M	150.00 185.00	185.00	185.00	185.00
148 ML	179.50 215.00	179.50 215.00	179.50 215.00	159.50 215.00
148 SL	159.00	159.00	159.00	159.00
1946 Hideaway	89.50	89.50		79.50
1947 Hideaway			99.50	99.50
1948 Hideaway				119.50
WILLIAMS				
Music Mite				95.00
WURLITZER				
700	69.00	69.00	69.00	69.00
800	69.00	69.00	69.00	69.00
850		45.00	45.00	65.00
1015	99.00 115.00	99.00 125.00(2)	99.00	99.00
	125.00(2)	135.00	125.00(3)	125.00(3)
	150.00	150.00(2)	135.00 150.00	150.00 165.00
			165.00	
1017 Hideaway		79.50 125.00(2)		125.00
1017 A	125.00			
1080	125.00(3)	139.00 175.00	74.50 79.50 125.00(2)	139.00 175.00
	139.00		125.00(2)	
			139.00 175.00	
1100	219.00 265.00	219.00	219.00	219.00 225.00
	275.00	275.00(2)	275.00(2)	250.00 265.00
				275.00
1217 Hideaway	250.00			
1250	275.00 295.00	295.00	295.00 325.00	295.00(2)
				325.00 339.00
1400	450.00 495.00	495.00	495.00	495.00 575.00

How Was Your Timing on . . .

"CHANGING PARTNERS"

PATTI PAGE
MERCURY 70260

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**

NOVEMBER
18

Title Strips
Ready for Top
Juke Profits

NOVEMBER
18

CONVENIENT ORDER FORM

There are 20 title strips on each card—10 on side A and 10 on side B. The minimum package includes 2 cards of each record selected (average 10 records—20 cards) delivered weekly for a period of 3 months

(Cards per weeks)	(Cost for 3 months)	(Cards per weeks)	(Cost for 3 months)
20 (400 strips)	\$ 9.00	70 (1400 strips)	\$29.00
30 (600 strips)	13.00	80 (1600 strips)	33.00
40 (800 strips)	17.00	90 (1800 strips)	36.00
50 (1000 strips)	21.00	100 (2000 strips)	39.00
60 (1200 strips)	25.00		

Yermie Stern Title Strip Co.
2 E. 45th St., New York 17

Date _____

Please start sending me _____ title strip cards of Billboard's "Best Buys" to cost \$_____ for 3 full months. Payment is enclosed.

Name _____

Address _____

City _____ Zone _____ State _____

Top Winner

• Continued from page 78

soph R. Young, New York Wurlitzer distributor; Paul Ackerman, music editor of The Billboard; Herman Schoenfeld, music editor of Variety and Robert Austin, music editor of Cash Box.

Over 5,000 young hopefuls entered vocal, piano-backed transcriptions of their voices within the five-week contest period. The only requirements for entry were the age bracket and non-professional status.

Each of the entrants who failed to reach a top place in the contest will receive a certificate commending them on their musical ability and interest, and testifying to their contest participation. The certificate is signed by Frankie Laine and R. C. Roling, Wurlitzer president.

Many entrants in cities across the country have already received bids for appearances with name bands, on radio and television shows and in night clubs. In addition, it is expected that several of the award winners will be offered recording contracts.

Frankie Laine, Wurlitzer and Columbia Records have all indicated that they plan to continue the contest annually as a method of recruiting talented young singers.

Southern Music

• Continued from page 78

viously had a resident agent serving the city. With the new Miami office the firm will serve three Florida cities. The other cities are Orlando and Jacksonville.

On hand to help greet operators and their friends will be Art Daddis, newly appointed AMI sales representative for the Southern district. Rood will handle the model E and AMI's auxiliary equipment.

Southern Music became AMI distributors October 19 (The Billboard, October 24).

GET MORE PLAY

WURLITZER

PHONOGRAPHS

NET MORE MONEY

THE BILLBOARD Index of Advertised Used Machine Prices

Amusement Games

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

Table listing amusement games with columns for machine name and four issue dates (Dec. 5, Nov. 28, Nov. 21, Issue of Nov. 14).



Santa Rosen Our CHRISTMAS PRESENT To the Trade

Not Just in Greetings But in Dollars and Cents CAN'T BEAT THESE PRICES ANYWHERE

We are really Santa Claus early this year. Get Your Gift Today by Ordering Today.

MUSIC

Wurlitzer

- 1250 \$295.00
1100 195.00
1015 95.00
1017 75.00

Seeburg

- 100 Record A \$445.00
147 75.00
Cellar Unit Models 75.00
146M, 147 60.00

Rock-Ola

- 1422 \$50.00
Playmaster 35.00

AMI

- D-80 \$595.00
D-40 495.00
C 295.00
B 265.00
A 195.00

Chicago Coin

- Band Box \$125.00

Evans

- Constellation \$195.00

WALL BOXES

- Wurlitzer 3020 \$12.50
5/10/25 1.00
Packard 1.00
Personal 1.00

RIDES

- Chicago Coin Super Jet (Hydraulic Ride) \$495.00
Merry-Go-Round With Music 495.00
Horses 295.00
Tank 295.00
Rocket Ship 245.00
Jeep 195.00
Fire Engine 195.00

SHUFFLE ALLEYS

- Chicago Coin and United 6 Player Match-A-Score \$265.00
10 Frame Bowler 250.00
United Super Shuffle Alley 225.00
Twin Rotation 100.00
United and Chi. Coin 6 Player 95.00
Chi. Coin Pistol 55.00
Shuffle Target 50.00
Keeney League Bowler 4 Player 50.00
Pitchin' Horseshoes 50.00
Dale Gun 45.00

BEVERAGE

- Cole-Spa Magnaflow (1200) \$1195.00

ARCADE EQUIPMENT

- Genco Night Fighter \$345.00
Seeburg Shoot-the-Bear 195.00
Photomatic 150.00
Shoe Shine Machines 25.00

BINGO

- Yacht Club \$275.00
Spotlight 150.00
Bright Light 75.00
Five-Star 45.00

PINS

Biggest Selection LOWEST PRICES Write For List

1/3 With Order, Bal. C.O.D. Plenty More Presents in the Bag - Let Us Know What You Want.

Get Our Complete Gift Price List

DAVID ROSEN Exclusive A.M.I. Dist. Ea. Pa. 855 N. BROAD STREET PHILADELPHIA, 23, PA. PHONE: STEVENSON 2-2903

Table listing coin machines with columns for machine name and four issue dates (Dec. 5, Nov. 28, Nov. 21, Issue of Nov. 14).

(Continued on page 85)

67,000 ACTIVE BUYERS

The Billboard Classified columns each week

German Game Displayed at Chi Confab

CHICAGO, Dec. 5.—One of the rarities of the NAAPPB exhibit floor was a display of a coin-operated soccer game imported from Western Germany by the North American Import & Export Company.

The game has 22 manikin play-

ers and operates mechanically. Every player on the field is mobile and capable of kicking the ball toward the goal area. The game is available with either a nickel or dime play and requires two persons — one on each side of the playfield.

Boris Giwerc, sales manager of North American Import & Export, stated that several of the games have been in operation in Arcades in the Times Square area. The game lists for \$195 f.o.b., New York, where the firm's office is located.

DETROIT, Dec. 5.—Plans for the election of officers for 1954 were made at the December meeting of the Detroit Shuffleboard Association Thursday. Fred Chlopan is rounding out a term as president, after previously serving as executive secretary.

The association is now in the middle of its season of League play, requiring the attention of operators and League officials.

It is expected that formal installation of new officers will be staged at a dinner dance, probably in January.

THE MARKET PLACE
for the
COIN MACHINE INDUSTRY

The National Exchange
for Coin Machine
Personnel, Products,
Services and
Opportunities

★
**CLASSIFIED
ADVERTISING**
★

ADVERTISING RATES

● **REGULAR CLASSIFIED** (Minimum \$3.)
Usual want-ad style, one paragraph, no display. First line set in 6 pt. bold, balance 6 pt. light.
Per word 5-20
3 or more CONSECUTIVE or 24 insertions, per word 18
22 CONSECUTIVE insertions, per word 14
Cash must accompany all orders for less than 3 insertions. Please include an additional 25¢ for each insertion for the use of a box number to cover the cost of handling and forwarding of your mail.

● **REGULAR CLASSIFIED** (Minimum \$4.)
Any advertisement using display make-up or white space. Figure space between cut-off rules, 1 pt. rule borders permitted only on ads of 28 lines or more.
Per space line 91.00
3 or more CONSECUTIVE or 24 insertions, per space line 95
22 CONSECUTIVE insertions, per space line 90
1 inch equals 14 space lines.

**ALL ORDERS AND INQUIRIES
TO COIN MACHINE MARKET PLACE
THE BILLBOARD
188 W. RANDOLPH ST.
CHICAGO 1, ILL.**

Business Opportunities

Coin Radios and Television—Buy direct from manufacturer and save; steel cabinet, modern design, coin rejector; write for prices and full story. Coin Radio & Television Corp., 190A Duane St., New York City.

Excellent money-making opportunities for distributors and operators with 6-tube coin radios and 20" screen coin television in metal cabinets. Buy the best for less from America's premier producer of coin radios and TV. Write or wire for prices and particulars. Coradio, Inc., 196 Albion Ave., Paterson, N. Jer.

Telescopes, coin-operated, large group on mostly long-term leased locations; large, steady income year after year by mail; no actual depreciation; if desired, will sell manufacturing rights, tooling, inventory, etc.; can be headquartered anywhere in U. S. and expanded quickly if desired; all details furnished to qualified inquirers. Box 678, The Billboard, Chicago 1, Ill.

Help Wanted

Want first-class Mechanic, good wages; must know Bingo; be sober, honest, reliable. Call or see Gilbert Rebert, York County Amusements, 535 Girard Ave., York, Pa. Phone 8-1276.

Parts, Supplies & Services

Candy Machine Operators—5¢ and 10¢ candy bars packed for the vending trade; Mason Mints, Peaks, 5th Ave., Planters, Hersheys, all leading brands, \$2.90 to \$3.29 per 100; freight prepaid on orders over 2500 bars; write for complete details. Redmond Vending Service, Arkville, N. Y. Jobbers to the vending and theatre trade.

Newer Charms—Movie Star Photos on large stamps in tubes, \$6.50 thousand; brightly colored plastic circles; children love them, \$3.95 thousand; miniature scale size Bricks, not plastic, \$4.75 thousand; samples all 75¢. E. O. Likens, Frankfort, Ky.

Stamp Folders direct from manufacturer; unlimited quantities, immediate delivery; write for prices, Veedco Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcust 7-1448.

1c-5c CANDY, CIGARETTE, NUTS, TAB GUM, BALL GUM VENDERS BOUGHT AND SOLD

Cast Iron Stands, \$4.25 ea.; 6 or more, \$4 ea. Top Plates for 2 Venders, \$1 ea. 3 Venders, \$1.35 ea. Aluminum Coin Counters, 1¢ or 5¢, \$1.45 ea. prepaid. Tubular Coin Wraps, 1¢ or 5¢, 85¢ per M; 10,000 or more, 80¢ per M.

ALL SMALL PAN CANDIES AND JELLY BEANS AT NEW LOW PRICES.

TAB GUM—MIN. 25 BOXES.
All Wrigley, 47¢; All American Chicle, 42¢; Teaberry, 42¢; Chloro Tab, (100 ct.), 45¢; Candy Charms, 42¢; Hershey Choc. (200 ct., 1¢), \$1.30; Suchard Almond or Milk (200 ct., 1¢), \$1.25.

Ball Gum: 210, 170, 140—25 lb. cases, 26¢ per lb. Chloro Ball Gum, 210, 170, 140—25 lb. cases, 45¢ per lb. Ass'd Candy Coated Gum Chicks, 320 ct.—30 lb. cases, 38¢ per lb.; 520 ct.—30 lb. cases, 31¢ per lb. Chloro Candy Coated Gum Chicks, 320 ct.—30 lb. cases, 47¢ per lb. King's Hard Shell Coated Choc's, 500 ct.—22 lb. cases, 38¢ per lb. All prices—F.O.B. Chicago —1/2 Dep., Bal. C.O.D.

KING & CO.

Direct Factory Distributors for North-western Venders, U-Select-It Candy and Cookie Venders, SuperVend 3-Drink Cup Dispensers, PV Cigarette Venders, 2702 W. Lake St., Chicago 12, Ill.

Strong steel base for coin dispensing machines; 29 inches high, 13 inch base, \$4.50 plus shipping charges; 6 or more prepaid; 1/2 cash, bal. C.O.D. Wilcox Products, 1205 Burton, S.W., Grand Rapids 9, Mich.

Positions Wanted

Mechanic—Jukes, Games; experienced, references, married; wants to relocate in Southwest. Serviceman, 3902 Pacific Coast Highway, Torrance, Calif.

Routes for Sale

California game and juke box route, 55 pcs., netting \$500 per week; price \$15,000, will finance 1/2. Box 684, The Billboard, Chicago 1, Ill.

Florida Route for Sale—Excellent net return; over 100 locations; price \$42,000 represents present value of equipment only. Box 682, The Billboard, Chicago 1, Ill.

Used Coin-Operated Equipment

A-1 Cigarette and Candy Vending Machines, all others, too, from \$25 up. What have you to sell? Mack H. Postel, 2952 Milwaukee Ave., Chicago 18, Ill.

Cigarette Machines, King size conversions, 25¢ and 30¢ mechanisms; all types of used Cigarette Machine Equipment, completely overhauled and refinished. Central Vending Machine Service Co., 3967 Parrish St., Philadelphia 4, Pa. EV 6-4244 and BA 2-8710.

Cigarette Machines, quarter operation. Unecda, latest model, \$55; Counter Model, \$22.50; U-Select-It 72-Bar Candy Vender, \$27.50; 74-Bar, \$37.50; Rowe Candy Bar Machines, 8 columns, \$50; Statler 9-Column Cookie Machine, \$30. Harris Vending, 2717 N. Park Ave., Philadelphia, Pa.

Five makes 1¢ Venders, Gum or Nuts, good condition, \$3.95 to \$6.95. R. Westmoreland, Box 1016, Jackson, Tenn.

For sale or will trade Bulk Vending Machines for Scales or Charm Venders. Box 159, Winchester, Ky.

Tradio Coin Operated Radios, Bulk Venders and Stamp Machines. Box 114, Billboard, 1564 Broadway, New York 36.

Victor Toppers with square plastic globes, \$8.50; Victor Model V's, \$7.50; Silver Kings, \$4.50. Southern Sales, 3927 Main St., Jacksonville, Fla.

12 like new Penny Changers which kick out 5 pennies at the pull of a lever; chrome finish, non-coin operated, one key for all 12 tokens included; best offer takes all. George F. Rhodes, 106 W. Peter St., Uniontown, Pa.

Wanted to Buy

Wanted—2 Bally Champions, around \$300 each, and 1 Sno-Master. O. Middleton, Excel, Alberta, Canada.

To Order Your Market Place Ad

USE THIS HANDY FORM TODAY

1: First, print or type your message here, figuring five words to the line. If you want a "display-classified" indicate in the margin what copy you want displayed. Be sure to include your name and address as you want it to appear in the ad. If box number is wanted. Please figure 6 additional words.

3: Then check here for whether you want it to be a "regular classified" or the special, outstanding "display-classified" advertisement that gives your message extra power and punch.

Display Classified

Regular Classified

2: Now check off the classification you want your advertisement to appear under:

Agents and Distributors Wanted

Help Wanted

Parts, Supplies and Services

Positions Wanted

Routes for Sale

Used Coin-Operated Equipment

Want to Buy

4: And last—complete this authorization blank and rush your advertisement into the very next issue of The Billboard:

Gentlemen: Run this in your "Market Place" as indicated below:

Next 6 issues Next 4 issues Next 3 issues Next issue only

\$ _____ Payment enclosed Bill me (on 3 or more issues only)

Name _____

Address _____

City _____ Zone _____ State _____

THE BILLBOARD Index of Advertised Used Machine Prices

• Shuffle Games

	Issue of Dec. 5	Issue of Nov. 28	Issue of Nov. 21	Issue of Nov. 14
Baseball, 2 player (Chicago Coin).....	\$49.50	\$49.50	\$49.50	\$49.50
Big League Bowler, 4 player (Keeney).....	115.00	115.00	115.00	115.00
Bowl-a-Ball (Chicago Coin).....	95.00 200.00	200.00 250.00	200.00 250.00	200.00 250.00
Bowling Alley (Chicago Coin).....	40.00 59.50	59.50	59.50	59.50
Bowling Alley, 6 player (Chicago Coin).....	95.00 125.00 150.00 195.00	145.00 150.00 195.00	150.00 195.00	150.00 195.00
Bowling Champ (Keeney).....	59.50	59.50	69.50	59.50
Bowling Classic (Chicago Coin).....	325.00	325.00	325.00	325.00
Cascade Shuffle Alley, 6 player (United).....			375.00(2)	375.00
Classic Shuffle Alley (United).....			395.00	395.00
Clover Shuffle Alley, 6 player (United).....			375.00	375.00
Club Bowler, 10 Player (Keeney).....	375.00	385.00	385.00	385.00
De Luxe League Bowler (Keeney).....	175.00 195.00	150.00 175.00 195.00	150.00 175.00 195.00	175.00 195.00
Double Bowler (Keeney).....	49.50 79.50	49.50 79.50	49.50 79.50	49.50 79.50
Double Header (Williams).....	25.00 49.50	35.00 49.50	35.00 49.50	49.50
Double Score Bowler 10th Frame (Chicago Coin).....	365.00 385.00	345.00 385.00(2)	385.00(3)	385.00
Deluxe Matched (Keeney).....			195.00	195.00
Double Shuffle Alley Express Rebound (United).....	69.50	79.50	79.50	79.50
Four Player (Keeney).....		125.00	125.00	75.00 125.00
Five Player (Shuffle Alley) (United).....	90.00 100.00 145.00 150.00 159.00	100.00(2) 125.00 140.00 145.00 150.00 159.00 169.50	99.00 100.00(2) 125.00 140.00 145.00 150.00 159.00 169.50	95.00 100.00 110.00 125.00 145.00 159.00 169.50
Four Way Bowler (Keeney).....			195.00	195.00
Four Player Shuffle Alley (United).....	125.00 135.00	85.00 110.00 125.00(2) 149.50	85.00 89.00 125.00(2) 149.50	50.00 85.00 115.00 149.50
Hi-Score Bowler (Universal).....	75.00	75.00	75.00	55.00
Hi-Score, 6 Player (Chicago Coin).....	125.00 149.00	125.00 149.00 175.00	125.00 149.00 175.00	150.00
High Score League Bowler (Keeney).....	165.00	165.00	165.00	165.00
Hook Bowler (Bally).....	25.00	65.00	65.00	50.00
League Bowler, 4 player (Keeney).....	109.50 139.50	75.00 129.50 139.50	69.00 75.00 129.50 139.50	129.50 139.50
Liberty Shuffle Alley (United).....			279.00	
Manhattan Shuffle Alley (United).....	275.00			
Matched Bowler, 6 player (Chicago Coin).....	195.00(2) 295.00(2)	220.00 295.00	220.00 265.00 295.00	220.00 295.00
Name Bowler (Chicago Coin).....			340.00 325.00 340.00	340.00
Official Shuffle Alley 4 player (United).....	250.00	225.00 245.00 250.00	225.00 250.00	150.00 245.00 250.00
Olympics Shuffle Alley (United).....				395.00
Shuffle Alley Deluxe, 6 player (United).....	125.00 140.00 195.00(2)	140.00(2) 165.00 195.00(2) 215.00	119.00 140.00 150.00 215.00	140.00 175.00 175.00/p 195.00(3) 215.00
Shuffle Alley Express, 2 player (United).....	30.00 59.50	69.50	69.50	69.50
Shuffle Alley, 6 player (Keeney).....	150.00 165.00	145.00 165.00 175.00 185.00	165.00 175.00 185.00	145.00 165.00 175.00
Shuffle Alley, 6 player (United).....	100.00 125.00 175.00 179.00	115.00 125.00 140.00 145.00 150.00 160.00 179.00 189.50	115.00 125.00 160.00 179.00 189.50	115.00 135.00/p 145.00 150.00(2) 155.00/p 179.00 189.50
Shuffle Line (Bally).....	69.50	75.00	69.50 75.00	69.50
Shuffle Target (Genco).....	49.50		49.50	49.50
Shuffle Tournament, 4 Way (Universal).....		135.00	135.00	
Single Shuffle Alley Rebound (United).....	59.50	59.50	59.50	59.50
Six Player 10th Frame (United).....	225.00 270.00	225.00 285.00(2) 325.00	199.00 275.00 285.00	285.00 290.00 335.00
Skee Alley (United).....	40.00 65.00	65.00	65.00	65.00
Star Bowler, 2 player.....	295.00	295.00	295.00	295.00
Star 6 Player (United).....	295.00	245.00 275.00(2) 295.00	275.00 295.00	245.00 265.00/p 285.00 295.00
Star 10 Frame, 6 player (United).....	325.00	295.00(2) 300.00 335.00	295.00 300.00 335.00	295.00(2) 300.00 335.00
Super Deluxe League Bowler (Keeney).....	195.00	195.00	195.00	195.00
Super Deluxe Matched (Keeney).....		210.00	210.00	
Super Matched Bowler, 6 player (Chicago Coin).....		300.00	275.00 300.00	300.00
Super Six Shuffle Alley (United).....	235.00 240.00 249.50	195.00 225.00 235.00 240.00 259.50 265.00	195.00 235.00 240.00 259.50 265.00	195.00 225.00 235.00 240.00 259.50
Team Bowler, 10 player (Keeney).....	305.00	325.00	325.00	325.00
Tenth Frame Bowler (Chicago Coin).....	270.00	285.00	179.00 275.00 285.00	285.00
Tenth Frame Special Bowler (Chicago Coin).....	325.00	325.00	325.00(2)	325.00
Trophy Bowl (Chicago Coin).....	59.50	59.50	59.50	59.50
Twin Bowler (United).....	150.00	150.00	150.00	195.00
Twin Rotation (Exhibit).....		49.50	49.50	49.50
Twin Shuffle Alley Rebound (Universal).....		65.00 85.00	85.00	75.00/p
Twin Shuffle Alley Rebound (United).....	25.00 65.00(2)	65.00 85.00	65.00 79.00	65.00

**AFTER TRAGEDY STRIKES
YOUR AMERICAN RED CROSS IS ALWAYS THERE**

• Arcade Equipment

Table with 5 columns: Machine Name, Issue of Dec 5, Issue of Nov. 28, Issue of Nov. 21, Issue of Nov. 14. Lists various arcade machines like Ace Bomber, Air Raider, Atomic Jet Space Ship, etc.

CONFAB FIRSTS HIT NEW HIGH

CHICAGO, Dec. 5.—Down thru the years the NAAPPB trade show has gained a reputation for coming up with many firsts. This year the confab hit a new high as far as the coin machine industry was concerned.

Among them were: Forty new games, rides and arcade units were displayed. An import-export firm exhibited a coin-operated game.

An old line outdoor ride manufacturer made its first coin-operated game and won first place in the new equipment contest.

Coin equipment was displayed in a segregated area (the exceptions to this was a result of the special area not being large enough to handle all coin firms which had booths).

IQ Shows

• Continued from page 70

costs around \$11,000 including everything (except the site), IQ also exhibited at the show a scale model of a new seven-unit \$50,000 batting range, designed by Dick Ray.

Charles F. Henderson, general manager, in charge of IQ's show booth, explained that the new seven-unit range was recently installed at Palisades Amusement Park. He said the units would occupy a space 110 feet wide and 130 feet deep and that actual baseball measurements—60 feet 6 inches from pitching machine to home plate—would be used.

The newly-designed backdrop is 50 feet high and will be graded in either numerical point values or baseball values. Customers bat 130 feet against this backdrop. Henderson pointed out that a safety feature of the new pitching unit is that no pitch can be delivered until the batter steps up to the plate.

\$10 FEDERAL TAX STAMPS HIT 365,991 MARK IN '53

• Continued from page 70

PHILADELPHIA REGION: Baltimore (Md.) 8,229 1,853; Camden (1st N. J.) 4,927 44; Newark (5th N. J.) 9,219 12; Philadelphia (1st Pa.) 11,515 540; Pittsburgh (23d Pa.) 9,826 225; Scranton (12th Pa.) 5,480 419; Wilmington (Del.) 657

CINCINNATI REGION: Cincinnati (1st Ohio) 4,115 905; Cleveland (18th Ohio) 9,657 9; Columbus (11th Ohio) 3,381 7; Toledo (10th Ohio) 5,241 15; Indianapolis (Ind.) 8,602 47; Louisville (Ky.) 5,714 450; Parkersburg (W. Va.) 6,170 332; Richmond (Va.) 6,301 45

ATLANTA REGION: Atlanta (Ga.) 4,898 535; Birmingham (Ala.) 2,670 1; Columbia (S. C.) 3,303 57; Greensboro (N. C.) 3,730 35; Jackson (Miss.) 4,186 188; Jacksonville (Fla.) 8,641 30; Nashville (Tenn.) 6,523 81

CHICAGO REGION: Chicago (1st Ill.) 16,223 748; Springfield (8th Ill.) 9,226 696; Detroit (Mich.) 14,904 14; Milwaukee (Wis.) 15,421 8

OMAHA REGION: Aberdeen (S. Dak.) 1,779 35; Cheyenne (Wyo.) 1,100 67; Denver (Colo.) 3,422 2; Des Moines (Iowa) 5,590 9; Fargo (N. Dak.) 1,833 9; Kansas City (6th Mo.) 4,408 10; St. Louis (1st Mo.) 7,731 22; Omaha (Nebr.) 3,302 22; St. Paul (Minn.) 8,280 22; Wichita (Kan.) 5,871 49

DALLAS REGION: Albuquerque (N. Mex.) 2,065 1; Austin (1st Tex.) 11,553 23; Dallas (2d Tex.) 7,002 4; Little Rock (Ark.) 3,535 73; New Orleans (La.) 9,236 2,172; Oklahoma City (Okla.) 3,535 56

SAN FRANCISCO REGION: Boise (Idaho) 2,004 808; Helena (Mont.) 2,638 69; Honolulu (Hawaii) 1,235 1; Los Angeles (6th Calif.) 12,519 189; San Francisco (1st Calif.) 14,085 632; Phoenix (Ariz.) 2,504 34; Portland (Oreg.) 4,426 221; Reno (Nev.) 1,063 1,290; Salt Lake City (Utah) 1,304 36; Seattle (Wash.) 6,518 2,752

TOTAL 365,991 15,073

... Stanley Levin, Empire Coin, says photo vendors are moving well these days.

Present at Auto-Photo Company's booth besides I. D. Baker, president; J. B. Herren, vice-president; and V. Van Natten, sales manager, were Auto-Photo's Midwest distributors Gil Kitt and Elmer Schmitt. . . . Joe Budd, salesman, the Bert Lane Company, said coin-operated kiddie ride business looked great in department stores, supermarkets and variety stores, adding that they're already in about 400 such retail outlets. Budd assisted president Bert Lane and sales manager Charles Temple at the booth.

In charge of the B & R Novelty Corporation's booth was Fred Rafanello. . . . Assisting Ralph Hotkins, president; S. B. Goldsmith, vice-president, and Leo Willens, secretary, at Capitol Projector's display were Ed Ravreby, New England sales manager, and Drayton E. Church, director of visual publicity.

Holmes Cook, president of Holmes Cook Miniature Golf Corporation, featured in his exhibit a scale model of a miniature golf course designed to accommodate 200 persons an hour.

Cole Products displayed two of its cold cup drink machines during the NAAPPB show. . . . On hand were Dick Cole, vice-president; R. K. Stonebrook and Bert Sahli. . . . Cole said park executives showed particular interest in the venders.

3-D Coin Vender

• Continued from page 70

and two "3-D Kiddie Theaters" displayed at Riteway's booth hailed their entrance into the 3-D machine field. Both models contain five natural-color shows. Each show consists of 10 pictures and costs the viewer a dime. Both adult and kiddie units are priced at \$495.

Measuring 6 feet by 2 feet, the adult units feature art pictures. The machine's capacity of 50 pictures are mounted on a moving brass belt which holds each picture in view for several seconds. A dime inserted in the coin chute activates the belt, snaps on the view light.

When a full show of 10 pictures has been shown, the fully automatic mechanism lights up for an

instant the first picture in the next show and snaps off. The kiddie machines show comics and captions, and are two feet shorter than the adult units. Cohn stated that production on both units had hit 25 a day.

Capitol Projector displayed its "3-D Movies" and "3-D Pix" coin machines at the show. The "3-D Movies" unit, equipped with a 16mm. automatic motion picture projector, offers four film shorts for a dime each. Weighing about 125 pounds, it is 20 inches wide, 22 inches deep and 60 inches high. Goldsmith said the machine would list for less than \$600.

The "3-D Pix" projector holds three different reels, gives 16 views for 10 cents, and, said Goldsmith, will list for under \$300. Besides the 3-D units, Capitol exhibited midget movie units, and the "Sport Pix" projector to list for less than \$500.

• Amusement Games

• Continued from page 83

Table with 5 columns: Game Name, Issue of Dec 5, Issue of Nov. 28, Issue of Nov. 21, Issue of Nov. 14. Lists games like Tahiti, Tampico, Telecard, Tennessee, Texas Leaguer, etc.

NAAPPB Convention Notes

• Continued from page 70

many of the game factories as well. He represents most of the local plants. . . . Clayton Nemeroff, Monarch Coin, Chicago, showed a lot of interest in Williams new coin ride, Flub-a-Dub.

Bob Shaefer, local operator, is one of those who believes the new Greyhound bus terminal Arcade in Chicago will prove a good investment. He claimed he was interested in acquiring it himself. . . . Herb Perkins, Pur-

veyor Distributing, Chicago, sported a brand new crew haircut at the show.

Nat Cohn, Riteway Sales, New York, was confident the 3-D coin movie machines will be the big hit of 1954 operations. He was seconded by Bill Rabkin, Mutoscope president. . . . Ralph Sheffield, Genco sales manager, reported interest in the firm's gun game—The Invader—was high, particularly with park operators.

Thoroughly Reconditioned BINGO BARGAINS!

Table listing bingo machines and prices: 4 Spot Lites \$75 Ea., 5 Atlantic City 175 Ea., 5 Frolics 185 Ea., 2 Palm Beach 215 Ea., 2 Yacht Club, Like New 245 Ea., 2 Beauty 295 Ea., 2 Beach Club 385 Ea., 2 Dude Ranch 445 Ea., 2 Bally Futurity 75 Ea.

MICKEY ANDERSON 314 E. 11th St. Erie, Pa. Phone: 2-2894

Shaffer Specials

YEAR END SALE

AMI		SEEBURG	
Model "B"	\$249.50	148ML (Blonde)	\$169.50
Converted to play 45 rpm		147 Grey Hammerloid	
Model "C"	289.50	Finish	119.50
Model D-80 (45 rpm)....	519.50	146 Grey Hammerloid	
		Finish	99.50
		1946 Hideaway (Metal)...	89.50

POST WAR WALL BOX		MISCELLANEOUS	
Wurlitzer 3020 (24 selection)	\$12.50	Rock-Ola "1422"	\$ 59.50
Wurlitzer 4820 (48 selection)	31.50	AMI "A" Model	159.50
Seeburg 5/10/25 Wireless	21.50	Wurlitzer "1080"	69.50
AMI 5/10	14.50	Shoot-the-Bear	189.50

EXHIBIT BIG BRONCO\$495.00
SEEBURG 5c 3-Wire (3W2-L56) 9.95

Terms: 25% Deposit, Balance C.O.D.

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Cincinnati, Ohio
1200 Walnut Street
MAin 6310

Indianapolis, Ind.
1327 Capitol Ave.
Lincoln 3571

EXCLUSIVE SEEBURG DISTRIBUTORS

New Products Galore at Show

Continued from page 70

tors as International Mutoscope, Mike Munves Corporation, Capitol Projectors Exhibit Supply, H. C. Evans and Scientific Machine as a good sales market. This year this group not only reported satisfactory sales but many others, notably Bally, Bert Lane, Meteor, Riteway, Chicago Coin and Genco—which have participated in this show in the past few years—also indicated good response to their products.

Many of the coin machine exhibitors stated they were somewhat disappointed in the number of regular operators participating in the convention. But exhibitors who have made several of the recent annuals, said this number was higher than in previous years and those that came made some sizable purchases.

In addition several coin exhibitors reported they had received orders for future delivery from park operators. They felt that the show was worthwhile.

Dodgem Clicks

The success of the Dodgem Corporation with its newly developed Bullpen game apparently influenced other ride firms that there is a lot of potential in the coin-operated field. Dodgem officials pointed out that the

scarcity of park personnel was one of the reasons they have become coin-minded since these units do not require regular full time attendants.

Many of the visiting operators were disappointed that there was no organized attempt to solidify the coinman's participation in the convention either thru panels, workshops or even social events. Actually, they said, all they could do was go thru the exhibit floor and discuss the new products with factory staffers. While they enjoyed this phase, they said, they would have had some sessions with operators in other parts of the country to get a better view of national and sectional trends in the coin machine industry.

Probably, the most encouraging part of the NAAPPB show was the influx of new blood. Some of the exhibit personnel stated they had built up substantial lists of convention visitors, who were just starting in business, and planned to contact them after the convention. One of the newcomers—Charles Napolitano—financed a deal to open an Arcade at Chicago's big new Loop bus terminal (see separate story).

Jacobs Opens Revamp Firm

NEW YORK, Dec. 5.—Bob Jacobs, veteran coin machine man, this week opened a reconditioning and conversion business at 585 10th Avenue. Harry Siskind, Master Automatic Music Company, is Jacobs' partner in the venture.

Jacobs has been manager of the American Conversion Company for Milton Greene, Brooklyn operator. He will specialize in conversion work, particularly making 10-frame, triple-score bowlers. The firm will also job used games.

Holyoke Warns Licenses Not Transferable

HOLYOKE, Mass., Dec. 5.—Failure to heed warnings issued by the License Board with respect to pin game licenses may bring repercussions, warns William J. Glidden, board chairman.

Glidden called a board meeting to hear two pin game operators explain their methods and why they had failed to heed warnings the board issued concerning licenses.

Principal point made by the board was that each pin game must bear a license, and the license is not transferable. Glidden pointed out that a new license must be procured when there is a change of machine ownership. Glidden also emphasized that youths under 18 are not permitted to play the games and that no gambling is permitted on the games.

National Shows Latest Chutes

CHICAGO, Dec. 5.—Added proof of the growing interest in coin machines by outdoor park owners and Kiddieland operators was the number of inquiries received at the booth of National Rejectors, Inc., at the NAAPPB show this week.

A. S. Pierz, one of the St. Louis firm's representatives, stated that there was not only sustained interest in the firm's various coin chutes but also in its timer for coin radios, TV sets and kiddie rides.

Holmes Cook

Continued from page 70

stantly on the rubber tee. A light shines directly on the teed-up ball, which prevents glare from the range lights. Holmes Cook said 250 Golf Kings had already been produced. He said details on the machines would be announced later.

Automatic Feeder

Pitching King is equipped with an automatic feeder which facilitates rapid play. Cook said the machines would be installed with all necessary batting range equipment.

Besides the coin-operated machines, Holmes Cook showed a scale model of a miniature golf course. Like golf driving ranges and baseball batting ranges, Cook manufactures, sells and installs the complete course.

Cook said he planned to sell and install the miniature golf course, the golf range and the batting range as a complete amusement package. He is currently negotiating for a complete package deal.

Coin Salesmen Get New Pitch At Coin Meet

HARTFORD, Conn., Dec. 5.—Connecticut sales executives, including personnel associated with the coin machine industry, heard some pointed commentary from a topflight sales counselor at the Bushnell Memorial here.

Addressing the Hartford Sales Executives Club, Elmer Wheeler posed this question:

"Why is it that some salesmen drive Cadillacs and own big houses, while others ride buses and live in trailer camps?"

Cites Reason

One of the reasons, he said, was that the successful coin machine salesman had learned to be a good listener first and a good talker second.

"Nature," he asserted, "designed your mouth to be closed and your ears open. Talk 10 seconds and listen 10 minutes. Then when your operator walk away, he'll say: 'Gee, that guy's a good conversationalist!'"

Wheeler observed that everyone was a salesman, whether a secretary, housewife or boss. Each of them tries to sell something to someone during the day.

He added that "One of the first lessons for all salesmen to learn was not ask 'Do you want to buy this?' but to ask 'Which one do you want?'"

Wheeler said another example of the value of proper phrasing was the experience reported by operators of gum machines.

"One operator, he said, changed 'Insert Penny' to 'Insert Coin' and promptly began collecting nickels and dimes from the machines.

Counter Game Need Stressed By Tampa Op

CHICAGO, Dec. 5.—One of the greatest needs in the Arcade field today is a variety of counter games, Harry Julius, traveling Arcade operator with headquarters in Tampa, stated at the NAAPPB show this week.

Julius, who is with Royal American Shows, said that in his tours of the Midwest, South and Western Canada last season he found many outdoor showmen who were seeking counter games of many types, but like himself, discovered there were hardly any available.

Many of the manufacturers, who formerly made the counter units, are now concentrating on larger equipment, Julius said. They told him that current production costs made it difficult to build smaller equipment.

Julius, however, stated he felt that if some of the former builders of counter units could come back into the field and "build games which could be marketed for \$100 or less they would find an amazingly large market."

Meteor Intros

Continued from page 70

tongue—calibrated in pounds—moves out. A bell rings if the player moves the tongue out the ultimate distance of three inches. The hand grip is swiveled to afford ease in gripping.

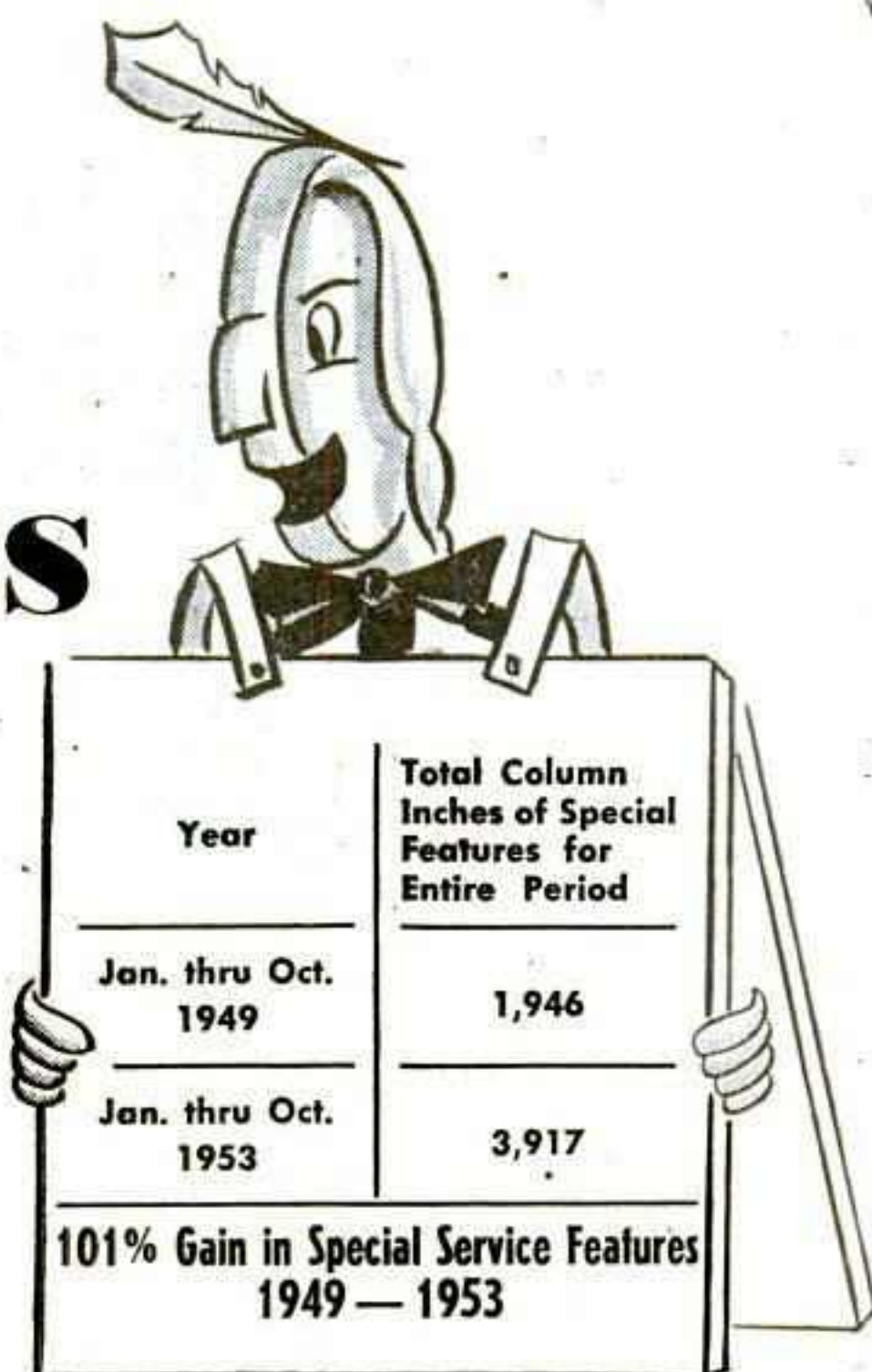
The machine is available in either a counter model, weighing 20 pounds and measuring 15 inches by 12 inches by 17 inches, or in a console model, which weighs 31 pounds, is 47 inches high and occupies a space 17 inches by 14 inches.

Meteor also displayed at the show its coin-operated kiddie rides—Flying Saucer, Rocket, Pony Boy, P-T Boat, and Hot-Rod Racer. Hosting at Meteor's show booth were Max Himmelbaum, president; A. W. Blendow, sales manager; C. L. Lauderdale, Illinois-Kentucky rep; Ken Wilson, Midwestern representative; C. E. Pope, Florida-Georgia representative; Frank Thorwald, Colorado representative; and M. W. McBroome, West Coast representative.

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FOUR DEBUT

Capitol Bows Kiddie Rides At Chi Meet

CHICAGO, Dec. 5. — Capitol Projector Corporation exhibited for the first time four new coin-operated kiddie rides at the NAAPPB trade show this week. They are a two-horse Junior Carrousel, a larger two-horse Kiddie Carrousel, Target horse ride and Kentucky Derby, a two-horse tandem.

Junior Carrousel features two fiberglass horses, weighs about 250 pounds and requires 32 by 38 inches of floor space. It's equipped with phonograph and lists for less than \$655. The larger Kiddie Carrousel uses a space 48 by 52 inches, weighs 350 pounds, has bigger, more elaborate molded fiberglass horses, and lists for less than \$1,000. It, too, is equipped with automatic recorded music. Both have up and down motion.

Target horse ride boasts variable speeds—trot, canter, gallop—which the youngster can regulate by a tug on the reins. An electronic pistol with holster (securely attached to ride) is supplied along with a flashing target so the rider can have a make-believe gunfight as he rides. The unit measures 30 by 54 by 48 inches; weighs 200 pounds, and lists for less than \$655.

Kentucky Derby, a twin-horse ride, has up and down motion, requires only about 24 by 48 inches of floor space and lists for less than \$500. Besides Capitol, Lee Manufacturing Company and The Bert Lane Company both displayed twin-horse rides at the show for the first time.

Conn. Ops Eye Good Will at December Meet

CHESHIRE, Conn., Dec. 5.—Location good will was the main topic of discussion at the December meeting of the Music Operators of Connecticut held at the Waverly Inn here this week.

Abe Fish, association president and owner of the Amusement Game Corporation, Hartford, told the gathering that "if more operators treated their location owners as customers there would be fewer headaches in the public relations end of the industry."

He also pointed out that "operators should treat the public as if they were customers with a high priority and wherever possible show an appreciation for their business."

The membership took under consideration the proposal of extending association affiliation to cigarette operators.

A resolution of sympathy was passed following the disclosure of the death of Irving Clapp, MOA treasurer.

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Seeburg Model C's, like new	\$875.00
Seeburg 147M	85.00
Seeburg Wireless 5/10/25	
Wallboxes	18.00
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United & Player Super Alley	175.00
United & Player Deluxe Alley	95.00
Chico & Player Alley	90.00
Seeburg Bear Guns	175.00
Mutoscope Skyfighters	99.50
Chico Pistol Pele	55.00
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A.B.T. Challenges & Stands	19.50
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Carnival	49.50	Sharpshooter	49.50	Mardi Gras	29.50
Hit Parade	29.50	Buccanner	34.50	Merry Widow	29.50
One-Two-Three	34.50	Cinderella	29.50	Puddin' Head	39.50
Aquacade	39.50	All Babs	34.50	Three Feathers	44.50
Tampico	64.50	Barnacle Bill	34.50	Big Top	64.50
Playland	89.50	St. Louis	44.50	Wisconsin	34.50
Floating Power	44.50	El Paso	39.50	Oklahoma	64.50
Serenade	34.50	Dallas	44.50	Summer Time	34.50
Tennessee	29.50	Maryland	49.50	Dew-Whiffy	34.50
Super Hockey	59.50	Black Gold	59.50	Saratoga	39.50
				Tucson	44.50

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Seeburg Postwar 5c Wireless... \$9.95	CHICAGO COIN Trophy Bowl... \$ 59.50	PACKARD MANHATTAN \$79.50
Packard Boxes... \$7.50	Bowling Classic... 59.50	
	KEENEY League Bowler... \$139.50	
	Double Bowler... 79.50	

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Hayburners\$ 75	Shoot the Moon...\$135
Four Corners 125	Star Series 85

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Atlantic City 265	Coney Island 175
United Leader 125	Bright Spot 175
Beauty 360	Frolics 265

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Munves Bows 3-D Viewer

CHICAGO, Dec. 5.—The Mike Munves Corporation premiered its entry in the 3-D field with a slide viewer called "3-D Artists' Models" at the NAAPPB show which closed here Wednesday (2).

The machine offers a five-color picture show for a nickel. It offers three different shows, measures 2 feet by 2½ feet by 6 feet and lists for \$295. Mike Munves said the company planned to increase the machine's capacity from three to five shows soon.

Munves said that production was underway, but at the present, he could offer only 60-day delivery. Besides Munves, three other manufacturers exhibiting at the show—Riteway Sales, Capitol Projector Corporation and International Mutoscope Corporation—unveiled 3-D viewers. Capitol also showed 3-D movies.

Munves also showed two new Arcade units—Syk-C-Graph and Swami—Air Football, Air Hockey, and Set Shot, three amusement games for two players; and Mighty Mike.



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NEW Bally PALM SPRINGS YACHT CLUB United TAHITI-RIO-TROPICS

"First-Conditioned"

BALLY

Dude Ranch	Write
Yacht Club	Write
Beauty	\$378
Palm Beach	285
Frolics	285
Atlantic City	275
Coney Island	190
Spotlight	175
Bright Spot	175
Bright Lights	150

UNITED

Circus	\$195
Stars	185
Balero	175
ABC	99

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NEW

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Chicoin ADVANCE
BOWLER
Chicoin KING BOWLER
Chicoin GOLD CUP

"First-Conditioned" Shuffle Games

UNITED

CLASSIC	Write
OLYMPIC	Write
STAR-10TH FRAME	\$325
STAR 6 PLAYER	295
OFFICIAL S.A. (MATCH)	250
SUPER 6 PLAYER	235
DELUXE 6 PLAYER	195
6 PLAYER with Formica	179
5 PLAYER with Formica	189
5 PLAYER	145
4 PLAYER	125
SKEE ALLEY	65

KEENEY

DOMINO	Write
CARNIVAL	Write
CLUB BOWLER	Write
10 PLAYER	\$375
10 PLAYER TEAM BOWLER	305
SUPER DELUXE	195
DELUXE LEAGUE BOWLER	175
6 PLAYER	145
HIGH SCORE LEAGUE BOWLER	145
BIG LEAGUE BOWLER	115
CHICAGO COIN	115
10th FRAME DBL.	\$385
6 PLAYER MATCH	295
6 PLAYER HI SCORE	149
HI SCORE BOWLER	875

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NEW

EXHIBIT SPACE GUN — GENCO INVADER
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"First-Conditioned"

SEEBURG SHOOT THE BEAR	\$199
CHI COIN BAG-KETBALL CHAMP	195
EX. GUN PATROL	175
TELEGIZ	135
CHI COIN	175
PLAYER DERBY	175
CHICKEN SAM	95

RIFLE RANGE RAY GUN \$95
CHI COIN GOALEE 85
UN. TEAM HOCKEY 85
EXHIBIT DALE GUN 45
WMS. QUARTER-BACK 75
MERCURY 13-WAY GRIP SCALE 79
CHI COIN HOCKEY 55

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DuGren. W's, 9 Col.	\$115
DuGren. Champions, 9 Col.	125
Natl. 9-30's, 9 Col.	130
Natl. 9-50's, 9 Col.	145
Rowe Royals, 10 Col.	145
Rowe Presidents, 10 Col.	155
Uneda Elec., 9 Col.	125

ONE BALLS

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Turf King	895
Winner	695
Champion	75
Gold Cup	55

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5 BALLS

GOTTLEB Quintette	\$190	Triplets	\$ 80	WILLIAMS Majors of '49	\$ 45
Chinatown	160	Knockout	69	Grand Award	35
Wild West	145	King Arthur	65	Trinidad	35
Niagara	145	Dbie. Shuffle	65	Catalina	35
Hit 'n' Run	140	UNITEE Shoe-Shoo	95	Thrill	35
Globe Trotter	135	Utah	\$ 59	GENCO Springtime	\$ 89
Rose Bowl	135	Aquacade	39	South Pacific	69
Mermaid	125	Carolina	39	Tri-Score	69
All Str. Bkftbl.	115	Ramona	39	Camel Caravan	69
Joker	95	Stardust	39	Harvest Time	65
Dbie. Feature	89	Football	65	1-2-3	45
Rockettes	85	Baby Face	39	Thing	45
				Puddinhead	39
				Screwball	35

EXHIBIT

Shantytown	\$ 85
Shob	65
Playtime	45

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Lee Unveils Steeplechase Kiddie Ride

CHICAGO, Dec. 5.—Lee Manufacturing Company, exhibiting at the NAAPPB show for the first time, premiered its Steeplechase Ride, a coin-operated two-horse tandem, and a 12-horse Carrousel, a non-coin-operated amusement park ride.

In operation, one horse goes up while the other goes down. The ride lasts one minute, costs a dime. A musical record device comes with the ride which the operator may set for continuous play or only while the machine is in operation. With fiberglass bodies, the ride weighs about 300 pounds, is priced at \$495.

Lee also displayed a two-seat Carrousel, which lists at \$795 and is now being produced at the rate of about 60 a week. Their big non-coin-operated Carrousel lists for \$2,995. This ride is also equipped with a musical device.

Store Praise

Continued from page 71

Senior, a double horse ride. Also a two passenger Merry-Go-Round.

Exhibit Supply—A variety of animal rides plus Space Patrol, Sea Skate and Roy Rogers' Trigger. Meteor—Flying Saucer, PT-Boat, Hot Rod and Pony Boy. Lee—Racing Car, Duck, Carrousel, small horse.

Scientific Machine—TV Camera ride, Space Ship, Queen of the Sea and Ocean Liner. Capitol Projectors—Kentucky Derby, Junior Carrousel, Kiddie Carrousel, Target Horse.

Chicago Coin—Round the World Trainer (can be used as a game or ride).

King Amusement — Horse, Sabre Jet, Little Choo Choo and Little Chug Chug.

The general feeling on the convention as expressed by factory personnel and operators was that the unseasonable, warm weather, which prevailed thruout most of the country this fall, held back trade several weeks. Now with collections in high gear and the Christmas shopping period at hand there is a marked upturn in activity at all levels of the ride field. Sales have increased sharply in recent weeks as a result.

Among the points which have indicated the solidarity of the ride field in 1953 and which should be even more evident next year, the exhibitors stressed, were sound finance plans, better equipment, more variety and the stronger financial condition of operators.

3 Kiddie Rides

Continued from page 71

motor. Weighing 415 pounds, it is 29 inches wide, 68 inches long and 38 inches high. When the car is operating, the wheels revolve with a slight eccentric, giving the car a motion similar to actual road conditions. With single speed control, the unit's list price is \$595; with variable speed control \$675.

Little Choo Choo features seven flashing lights, has a molded fiberglass body, measures 29 by 68 inches, is powered by a 1/2 h.p. electric motor, weighs 415 pounds, and lists at \$595 with single speed control; \$675 with variable speed control.

In operation Little Chug Chug pitches and rolls, simulating actual sailing conditions. Powered by a 1/2 h.p. electric motor, it also has a body of molded fiberglass, and boasts a steering wheel, bell and five flashing lights. It weighs 415 pounds and measures 29 by 68 by 47 inches. Like the other two, it comes equipped with either single speed control for \$595 or variable speed control for \$675.

W. O. King, president and sales manager, and Charles Stewart, salesman, manning King's NAAPPB booth, expressed enthusiasm for the new rides and predicted a good future for them.

Besides the three new rides, King displayed two coin-operated horses—Texas Horses and Rid'em Cowboy. Speed of the latter ride can be regulated by pulling on the reins. King also makes the Kiddie Tank Ride, which is patterned after an army tank and is mounted with two electrically operated machine guns.

A TV Debut

Continued from page 71

selection of five subjects to view during their ride—Space Adventures, Daniel Boone, Circus Adventures, Western Adventures, or The Lost Planet. The ride is available in red, blue, maroon or yellow. It may be purchased on a 10-day trial basis with a 5-year warrantee. The ride measures 24 inches wide, 48 inches long (overall) and 36 inches high.

Jack Firestone, chief engineer, who designed the ride, said the ride had been tested at Coney Island this summer with excellent results. He said production should soon reach 100 units a week. Firestone added that en route to the show from Brooklyn, a possible improvement in the TV Ride occurred to him: a moving disc of pictures for the child to look at instead of the stationary screen. He fixed up one for the show and said both types got a good reception. Six units were displayed at the show.

Besides Levine and Firestone, salesmen Robert Marcus and Alan Schwarz were in attendance at Scientific's booths. In addition to the TV Rides, Scientific, which occupied four booths at the show, also exhibited their Space Ship, Queen of the Sea, and Ocean Liner.

Chi Coin

Continued from page 71

and appearance to trainers used by the Air Force to orientate pilots and gunners at ground schools.

The trainer is designed for dime play and offers patrons unlimited shots while seated in the cockpit. The game runs for one minute and there is a clock on the oversized scoreboard to indicate the number of seconds used up in play.

The Chicago Coin game can be maneuvered up and down and to either side. Object of the game is a simulated flight around the world with principal cities in numerical order from 1 to 20 listed on a map target.

Ed Levin, director of sales, and Frank Mencuri, sales manager, worked in the booth during the show.

Napolitano

Continued from page 71

and Chicago Coin Machine Company, both of Chicago.

The business hours of the Arcade and its name are yet to be decided. However, since the bus schedule from 2 to 7 a.m.—both incoming and outgoing—is exceptionally light he indicated that it might be closed during those hours. Traffic in the Arcade at various hours the first month will largely determine the Arcade's operating hours, the owner stressed.

One of Napolitano's key advisers in the selection of the equipment and its eventual arrangement in the Arcade is Harry Julius, who has been one of the industry's most successful Arcade operators for many years. He handles the midway on the Royal American Shows.

Rudolph Moves In

SAN ANTONIO, Dec. 5.—With 16 more shopping days remaining before Christmas, Rudolph the Red-Nosed Reindeer, was replacing horse amusement rides in some of the city's food stores.

Attention, Operators

We Carry a Complete Line of Parts and Supplies for All Make and Model Machines.

- Shuffle Board Wax, Formula 77, 25 1 lb., per case \$ 6.00
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A.M.I. MODEL A	375
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Chicago Coin 6 Player	115

Exhibit Dale Gun \$ 45
Exhibit Space Gun 175
Genco Sky Gunner Write
Eastern Elect. Cigarette Vender, 54-104-25c 150

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2 Pl. with Formica	\$ 50.00	Bally Big Inning	\$150.00
5 Pl. with Formica	95.00	Dale Guns	59.50
6 Pl. with Formica	115.00	Evans Super Bomber	210.00
4 Pl. DeLux	125.00	Evans Ten Strike	75.00
4 Pl. Super	225.00	Evans Bola Score	185.00
6 Pl. 10th Frame	240.00	Ex. Six Shooter	150.00
Cascades	350.00	Ex. Gun Patrol	195.00
Olympics	395.00	Ex. Space Invader	210.00
Royal	395.00	Heavy Hitters	65.00
Chi. Coin & Player	125.00	Mills Panorama	275.00
RIDES			
Genco 400s	\$ 95.00	Mut. Flying Saucer	125.00
Genco Gold Nugget	125.00	Mut. Voice Recorder	425.00
Genco Jimmin' Jax	110.00	Midget Movies	185.00
Silver Chest, New	350.00	Pitcher & Film	95.00
COUNTER GAMES			
Bally Champion	\$350.00	Sky Gunner	185.00
Choo-Choo Train	495.00	Seeburg Bear Gun	195.00
Super Jet, Chi Coin. Write		Write for complete list.	
Space Ship	295.00	PIN GAMES	
Sci. Boat	550.00	DeLux Baseball	\$325.00
MUSIC			
10 Seeburg A 100s	\$485.00	Flying High	165.00
Wurlitzer 1015	125.00	Queen of Hearts	175.00
Rock-Ola 46s	125.00	Shoo Shoo	75.00
Rock-Ola 48s	295.00	Sweethearts	32.50
3 Packard Hideaways	165.00	Spot Bowler	85.00
Packard Wallboxes	10.00	Star Series	85.00
Buckley Wallboxes	10.00	Triplets	65.00
A.M.I. Model A	195.00	VENDING MACHINES	
4 Craig 104 Ice Cream Venders, Ea. \$250.00			
3 Super Vend Selective Drink, 3 Flavors \$325.00			
3 Hot Snack Bars, 5 Column 150.00			
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15 Advance 1/2 Stick Gum Vendors 10.00			
5 Hupp Drink Machines 110.00			

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148M	164	1080	89
147M or S	99	850	59
146M or S	79	800	59
H148 Hideaway	90	750	59
		700	59

ROCK-OLA		AM	
1422	\$ 69	"A"	\$159
1426	89	"B"	239

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Wurlitzer 3020, 56, 104, 254, Reconditioned	14.95
Wurlitzer 3031, Reconditioned	9.95
Wurlitzer 219 Stepper	19.50
Seeburg 3WS-L56, 3-Wire, 56, 104, 254, Reconditioned	24.50
Seeburg 3WS-L56, 3-Wire, 56, Reconditioned	6.95
Seeburg W1-L56, Wireless, 56, Reconditioned	4.95
Peckard P14-Mor	3.95

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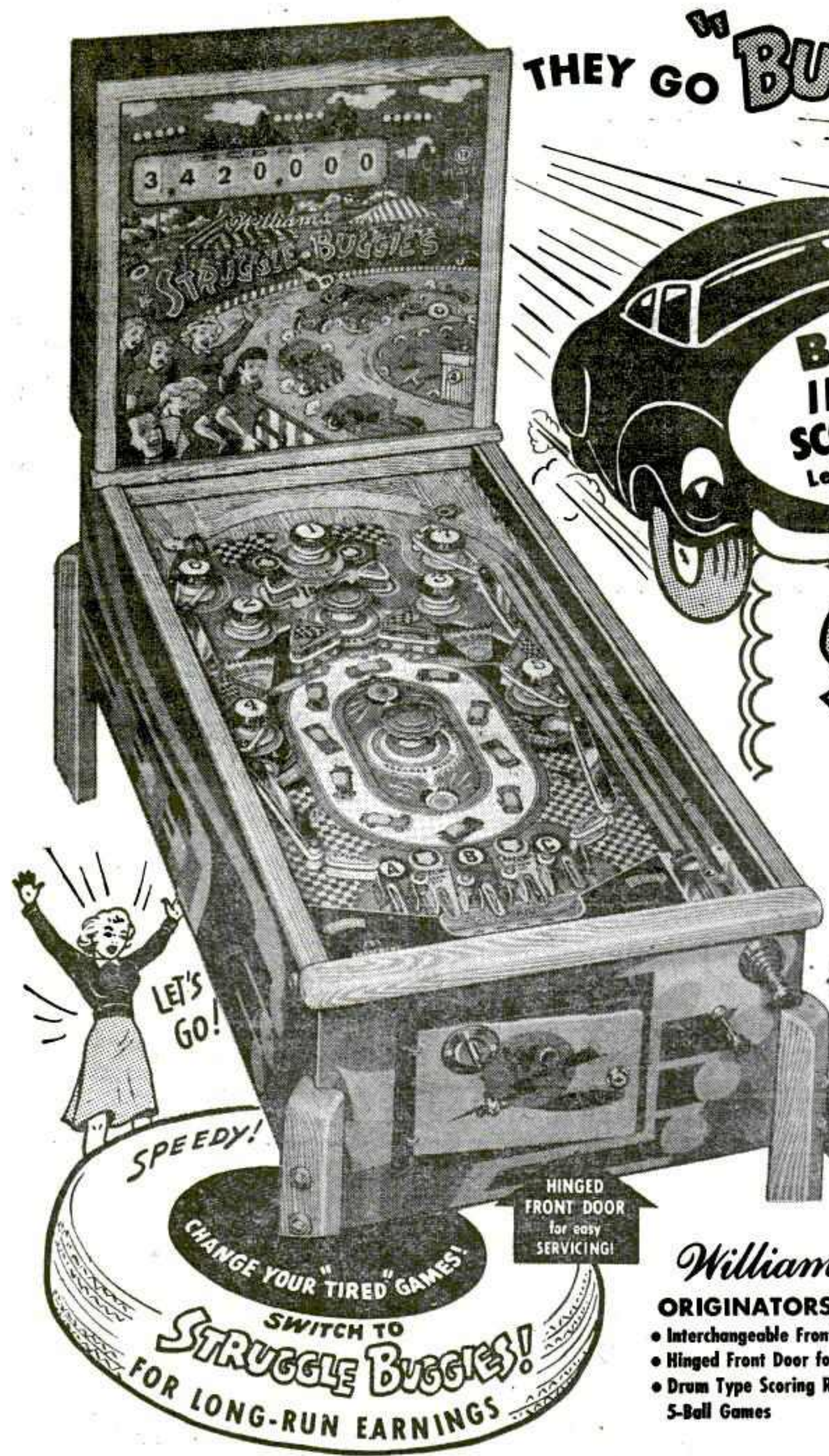
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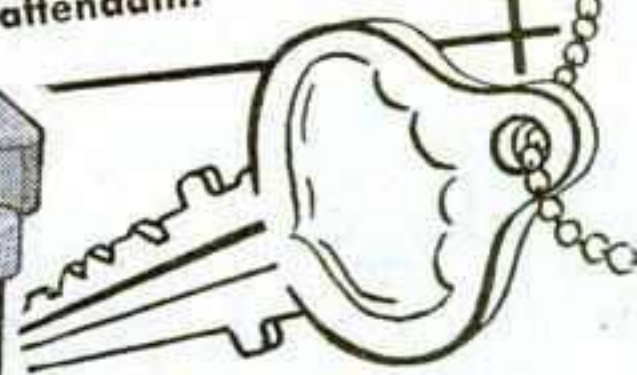
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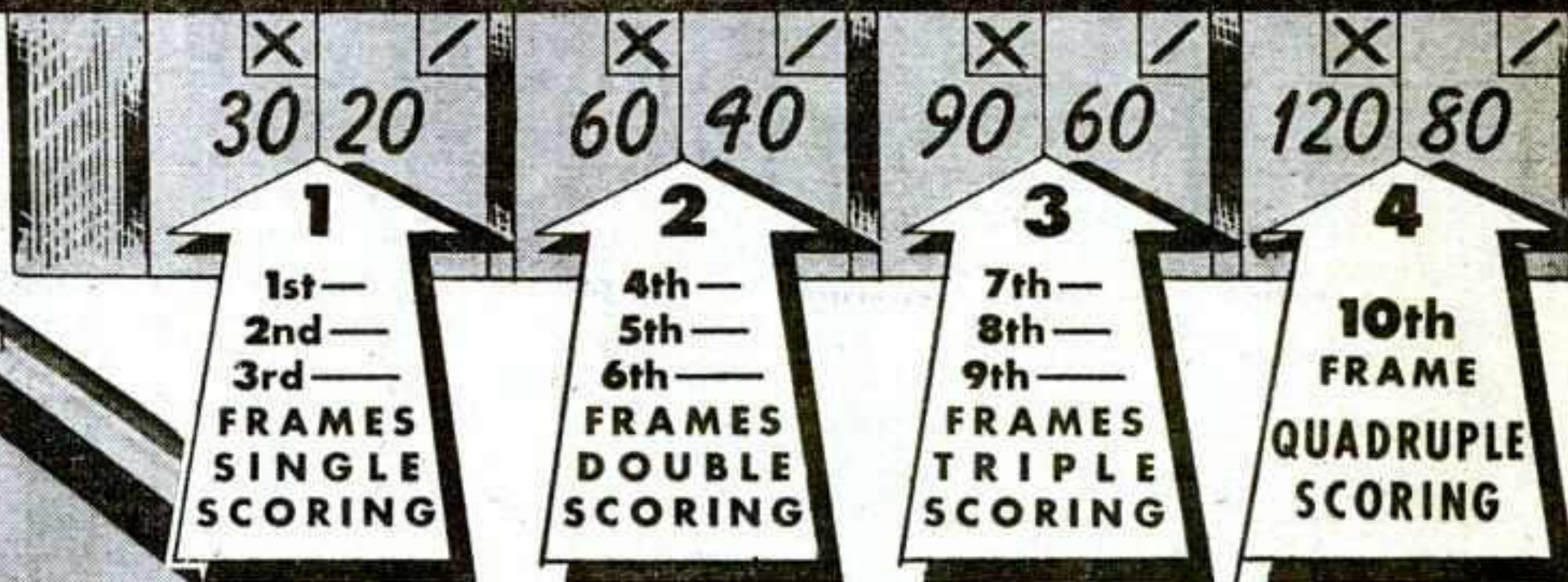
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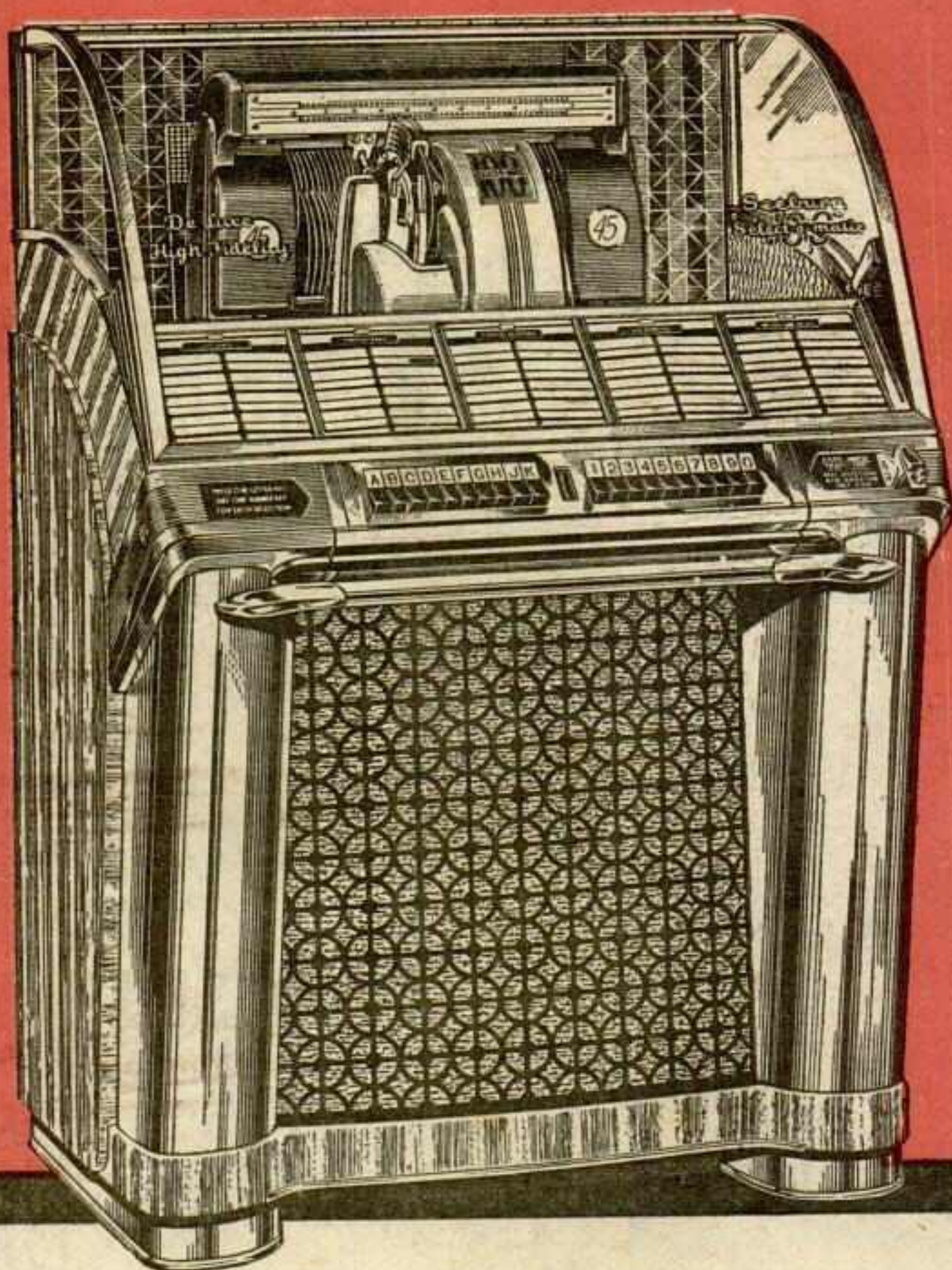
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