

The Billboard

DECEMBER 4, 1954 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY **ABC** PRICE: 25 CENTS

EDITORIAL

Let's Just Get the Facts

(This is the first of a series of editorials on copyright legislation. The Billboard believes Congress should confine its 1955 legislation on this subject to appropriating money for a fact finding commission to be appointed by the President to explore changes in the entire Copyright Act of 1909.)

Proponents of copyright legislation designed to remove the existing juke box exemption have already laid plans for the introduction of bills in the new Congress convening in January. Thus, for the fourth time in as many years, legislation will have been initiated. And there is little doubt but what one or another of the proposed bills will reach the hearing stage; and so for the fourth time in as many years, juke box operators on the one hand and licensing organizations (spearheaded by ASCAP) on the other, will be presenting the same old conflicting evidence.

Justice moves slowly, often necessarily so. Evolution in the copyright law, as in any major law, moves ponderously. And there is justice in this slowness; for it is difficult to undo the damage caused by a new law that is a bad law.

But those of us who have followed copyright hearings over the years cannot fail to wonder if this annual performance before Congress is not impeding, rather than contributing to progress. Is this series of return engagements the only way to cope with the problem? Isn't there something wrong—and futile—in repeatedly throwing at Congress the responsibility for resolving an issue so complex?

Can any useful purpose be served in going thru the same routine again with the same principals—ASCAP on the offensive and the operators on the defensive? The same pro and con arguments will result. The same time and money will be wasted.

A new approach is needed. And the way to begin is to take Congress off the hook until the log jam of conflicting and biased testimony is broken by a fact finding commission working in an atmosphere that is free of pressure, bitterness and fear.

The Billboard believes the 1955 Congress should confine itself to legislation that enables the President to appoint a fact finding commission to undertake the study of all facets of the Copyright Act of 1909. The juke box exemption is only one important phase to be studied. There are others, some of which will be considered in next week's editorial, "Inequities Vs. Interdependence."

A history of the legislative attempts to end the juke box exemption from copyright royalties begins on page 21 of this issue.

Small World In High Places

NEW YORK, Nov. 27. — With Charles C. (Bud) Barry skedded to start his new executive duties soon with the William Morris Agency, and Alexander (Sandy) Stronach about to begin work with Music Corporation of America (see other story, this page) a strange juxtaposition will take place.

When Barry was veepee in charge of programing at ABC, he brought Stronach into that network. This was Stronach's initial web exec job, and he stayed with ABC until he became vice-president in charge of the TV network.

Barry ultimately went to NBC, and both left their web posts almost simultaneously to take on their new key assignments with the rival talent agencies.

CHAMPIONS AND BELAFONTE RING BELL IN DENVER

By BERNIE GEBHARDT

Paul Gregory and Charles Laughton have done it again with "Three for Tonight," at the City Auditorium, Denver, Monday (15). With such outstanding shows as "Don Juan in Hell," "John Brown's Body" and "Caine Mutiny Court Martial" behind them, it is hard to visualize what these two could do with a dance team. Regardless of what you imagine, this show is better than that. It has suave, cosmopolitan dancing with sincere down-to-earth presentation, sans the pseudo-elite quality so often found in dance programs.

Marge and Gower Champion do an exceptionally fine job. Technically perfect, the duo displays originality and exceptionally fine pantomime. This makes "Three for Tonight" an outstanding departure from the usual dance show.

Harry Belafonte, so ill with influenza that it was doubtful that he could appear, carried on in true showman tradition, and the good-sized audience never knew that he could

(Continued on page 19)

Changing TV Focus Brings Top Brass To Talent Agencies

Barry, Stronach Moves Point Up Trend Toward Packaging Firms

By SAM CHASE

NEW YORK, Nov. 27. — The extreme fluidity of the television business and the drastic manner in which it has been changing in recent seasons is underlined by the recent moves by the William Morris Agency and MCA-TV, Ltd.

The pacting of Charles C. (Bud) Barry by the former starting January 1, and of Alexander (Sandy) Stronach by the latter starting December 6 point up the radical difference between the TV business today and of years past.

Both former network execs, hired in recent days, will perform virtually identical functions with their new affiliations. They will concentrate on the sale of live and film packages for network airing, with only occasional emphasis on the sale of individual talent. Their activities will center around the top

level brass of blue-chip advertisers and their ad agencies, as well as with networks.

Vital Experience

In acquiring the services of Barry and Stronach, the two top talent and package agencies have grabbed off men with vital experience in the fields they are to cover. Stronach most recently was vice-president in charge of the ABC-TV network, after having headed up programs for that web.

Barry comes to the Morris office from NBC-TV, where he was veepee in charge of TV program sales after having been program chief both at that network and at ABC.

In addition, James Stirton, former director of ABC-TV's central division, has been pacted to head the Midwest operation for MCA-TV, reporting to Dave Sutton on film syndication and to Stronach and Sonny Werblin on network business.

The need for execs of this stature stems directly from the changes basic to TV itself. More and more, selling on TV has become a top-level proposition, with shows often being bought directly by the board chairman of a major corporation rather than by time-buyers or department heads of ad agencies, as in the radio days of yore.

Past Evolution

TV itself has become so expensive, and contracts have undergone such an evolution since the heyday of network radio, that few advertisers can or would be willing to leave their program purchases to their ad agencies. For one thing, more and more network contracts now are written for firm 39-week periods, rather than on the old 13-week option basis.

One main reason for this is the continuing transition to film by the webs, with each season bringing a heavier proportion of film fare. Sponsors must, in nearly every case, commit themselves to 39 weeks of film.

In view of the sky-high commitments for time and talent thus involved, the ultimate decision on sponsorship under such circumstances

(Continued on page 3)

Rope Tricks Cut Tent Cost

NEW YORK, Nov. 27. — The difficult and costly movement of heavy circus equipment that has caused some operators to turn to open air showings is being partially solved by technological advances made by Hunt Bros. Circus.

This week a new big top featuring lightweight wire cable throat instead of the heavy conventional manila rope was received. Besides offering greater durability and strength, the cable will make it possible for one man to do the work of three. Other recent advances inaugurated by Charles T. Hunt, octogenarian owner, include lightweight aluminum poles and mobile grandstands.

NEWS OF THE WEEK

Season's First Cancellations Hit TV Networks as Sponsors Wield Axe . . .

TV networks are being hit with the season's first rash of cancellations. Kraft Foods, Brillo, Pillsbury Mills and Green Giant Foods wield the axe on properties which have failed to produce for them. . . . Page 2

TV Film Pays Off For Music Trust Fund; 1954 Total Hits 1 Million . . .

The Music Performance Trust Fund will collect over \$1,000,000 from TV film sales in 1954. Meanwhile, it is getting new and juicier payees signed up to its five-year contract which is effective as of February 1, 1955. . . . Page 6

Better Ratings Result From New TV Film Syndication Philosophy . . .

Sponsors and stations are benefiting from a new development in TV film syndication—the marketing of first-run product in marginal time periods on a multiple-run basis. Result has been better ratings from properties exclusively built for TV consumption. . . . Page 6

335 Cartoons With Sound Become Available to TV; Product Good . . .

TV stations are getting a crack at 335 cartoons, all with sound and produced since 1932, just put into distribution by two distributors, Hygo and Motion Pictures for Television. This amounts to 40 per cent of the number that have been in TV until now, and these are generally better than any of their forerunners. . . . Page 11

EP's Take on Aspect of Pop Single: Compete With Latter . . .

Record labels increase their output of extended play disks which are designed to compete with single disks for the consumer dollar. While taking on more of the appeal of the pop single, the EP retains the price and attributes of packaged merchandise. . . . Page 20

Disk Label Rush to Cut In on 'Lover'; Columbia Holds Lead . . .

The excitement over "Let Me Go, Lover," continued this week after the Joan Weber re-

coding of the tune on Columbia broke loose last week due to its TV exposure on "Studio One." Other firms competed keenly with their cover records but the Joan Weber recording appeared comfortably ahead, with the Patti Page version a fair second. . . . Page 20

Pacting of Cleveland Jockey Bill Randle by WCBS, N. Y., Cues Trend . . .

Bill Randle, one of the nation's top disk jockeys, will do a weekly Saturday afternoon show over WCBS, New York, starting December 25. The pacting of the WERE, Cleveland, jockey, by CBS's New York flagship spotlights the trend for key network radio outlets to put more and more emphasis on local disk jockey programing. . . . Page 20

National Showmen's Association Holds Gala Annual Banquet . . .

More than 800 banquet-goers jammed the Hotel Astor's grand ballroom Wednesday night (24) for the annual gala affair of the National Showmen's Association, with a long and varied entertainment program being offered. Highlighting the evening was the giving of special awards for service and membership activities to several members of the NSA and its Ladies' Auxiliary. . . . Page 54

New Juke Title Strips Playing Up Record Artist Show Rapid Gains . . .

J. P. Seeburg Corporation's new-look duplex title strip for juke boxes gains wide national distribution. Strip gives greater prominence to recording artist, indicates growing interest by juke box players in artists. . . . Page 72

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Major Programs Canceled on Three Webs by Top Sponsors

ABC Hurt by Withdrawal of Kraft And Brillo; NBC, CBS Also Affected

NEW YORK, Nov. 27. — With the season well under way, sponsor dissatisfaction this week manifested itself when several important network shows were cancelled on three webs. An important corollary to this was the frantic jockeying by CBS-TV to reshuffle its shows and strengthen several of its evenings.

The most drastic blow was taken on the chin by ABC-TV. A good chunk was carved out of its Thursday evening operation when Kraft cancelled its hour dramatic show, and Brillo gave up on Sammy Kaye's "So You Want to Lead a Band," which precedes it.

There were various reasons given for the properties being dumped, including a farmer strike against Kraft Foods, but both shows have failed to win the favor of audiences. Kraft, of course, still has another hour of drama on NBC-TV Wednesday nights. ABC-TV now faces the formidable task of re-selling time, no mean trick at this stage of the season.

NBC Affected

NBC-TV is faced with the cancellation of an hour of time Saturdays 8-9 p.m. opposite Jackie Gleason who is on CBS-TV. Green Giant and Pillsbury have given up on "Hey, Mulligan," the Mickey Rooney vehicle, which is in the first half hour, and Toni is trying to move out of sponsorship of "Place the Face," now in the second half hour.

Toni was to go to alternate weeks beginning January 1 when Maytag was slated to share sponsorship of a new film show. Maytag however, isn't in, and Toni definitely wants out of even half the sponsorship of the 30 minutes. NBC-TV however, reportedly is throwing its weight around and

telling Toni that if it moves out of Saturday nights, it can't have Sundays at 7 p.m., which it now sponsors.

CBS Changes

The purchase of Red Skelton by Johnson's Wax and Pet Milk as a replacement for "Life with Father" on CBS-TV is virtually set. This, of course, would move Skelton out of Tuesdays at 8 where he now holds forth without a sponsor. CBS-TV is trying to use the Skelton buy as a trigger to revise its programming on Tuesdays, Thursdays and Saturdays, if that can be accomplished. There is a multi-time period swap now in the works at the network, which would involve five or six programs.

The idea is to strengthen the programming on these days. A key factor in these shifts is Plymouth, which is considering "Professional Father" to replace "That's My Boy" and which would like another period instead of Saturdays at 10 p.m.

At the moment, the plan seems to be to slot Skelton Tuesdays 9:30-10, push "Danger" to the following half hour and slot the new Phil Silvers show Tuesday, 8-8:30, even on a sustaining basis. The network would also like to find another show to go Thursdays 8-8:30 to get a stronger lead-in for its hour Chrysler stanza which follows. Ray Milland is now in that slot for General Electric.

STATION IS SPONSOR OF FOOTBALL TILT

OMAHA, Nov. 27. — The usual procedure of accepting sponsors will be reversed next New Year's Day by local outlet KMTV. The station is itself putting out \$10,000 to sponsor the trip to Orlando, Fla., by the football team of municipally owned Omaha University.

The school, which racked up an unbeaten-untied grid record this fall, had been invited to play in the Tangerine Bowl charity fray but lacked the wherewithal to make the trip. Whereupon Owen Sandler, executive vicepres and general manager of the station, demonstrated the outlet's community spirit by leaping into the breach with the loot. With no TV coverage of the event planned, the station won't even be able to air the tilt.

'Kukla,' Cathedral For ABC Yuletide

NEW YORK, Nov. 27.—ABC-TV's special programming for Christmas began taking shape this week. The web is concluding a special hour "Kukla, Fran and Ollie" afternoon stanza and an hour nighttime pick-up from the Cathedral of St. John the Divine.

The "Kukla, Fran and Ollie" show, set for 4-5 p.m. EST, will see Burr Tillstrom's creations do an adaptation of James Thurber's story, "Many Moons." The cathedral remote will hit the air 11-12 midnight.

SOAP OPERA SWEEPSTAKES

ABC Mulling Plan to Enter With Weekly Blocks of Filmed Weepers

NEW YORK, Nov. 27.—ABC-TV's entry into the daytime soap opera sweepstakes via a block of film serials to be shot in partnership with ABC Film Syndication, is in the mulling stage at the web. Considerable investigation and planning still has to be done before the web brass give the go-ahead signal to put the idea into the works.

But if it's carried out successfully, it would: (1) provide the network with soap operas on film that could be sold to advertisers at a price competitive to live soapers, and (2) provide ABC Film Syndication with versatile properties that could be syndicated in any of three ways—as a quarter-hour across-the-board stanza, a once-a-week, hour-long stanza, or a half-hour once-a-week show.

Thought of expanding its day-

time programing, currently limited to the 9-10 a.m. "Breakfast Club," is not new to ABC. The idea earlier this year was to sell out "Breakfast Club" before embarking on new daytime ventures. This concept apparently would be abandoned when and if a decision is reached to go ahead with the soap-opera-on-film plans.

Weekly Story

As envisioned by Program Director Bob Lewine, the idea is to latch onto a daytime property that tells a complete story in a single week, serialized in five quarter-

hour installments. The beginning of each week would bring with it a new story, and a new cast. Each batch of five serials would be filmed more or less as if it were an hour film stanza, probably using a multi-cam type production technique. It's estimated that it would cost considerably less than \$16,000 for a week's supply of quarter-hour episodes.

ABC-TV would first sell the stanza to a network sponsor, probably for slotting after "Breakfast Club." After the network sale, (Continued on page 3)

CBS PLOTS AID TO SMALLER STATIONS

Web Would Deliver Optional Outlets Thru New Cost-Per-Thousand Plan

NEW YORK, Nov. 27. — The CBS-TV network has taken a step which could literally revitalize TV in the small markets and create considerable advertiser demand for stations there. It has blueprinted an "Extended Market Plan" which throws overboard the old minimum hourly rates and instead will deliver these stations to sponsors at a cost-per-thousand consonant with their actual circulation.

After a year of comprehensive study, the network came to the conclusion that small stations weren't being bought because they did not produce sufficient circulation to justify a minimum gross hourly rate of \$150. In spite of the fact that this figure is the minimum sum necessary to pay for affiliation servicing, the network has abandoned it as being unrealistic.

Stations which join the EMP are being asked to work out a joint hourly rate, in consultation with the network, which will pay its way circulationwise. In some cases this could be as low as \$50 an

hour. Stations in the plan are also being asked to pay a nominal program charge of \$5 per show when it is on kine or else to pay cable, local connection and transmission charges if they take web shows live.

CBS-TV will establish a special (Continued on page 3)

Bromo Buys 'Chance' Slot

NEW YORK, Nov. 27.—Emerson Drug for Bromo-Seltzer has signed as alternate-week sponsor of Du Mont's "Chance of Lifetime" replacing P. Lorillard, which bills thru the same agency, Lennen & Newell. Meanwhile, the other sponsor, Lenthertic, has renewed for 39 weeks thru Cunningham & Walsh.

This is Bromo-Seltzer's first TV network sponsorship. It also has the film series "Janet Dean, Registered Nurse" spot-booked in 37 markets.

Ed Sullivan in New 20-Year Pact With CBS

NEW YORK, Nov. 27. — Ed Sullivan this week signed a 20-year contract with CBS-TV, thus ending reports that NBC-TV was about to bring him over to its network. Sullivan was repacted as producer-host of "Toast of the Town," which this season has been doing better than ever for Lincoln-Mercury in its Sunday night CBS-TV slot.

"Toast" was one of the pioneer variety shows in TV. It started on the network on June 20, 1948, and before that began its career over WPIX here. Sullivan has been responsible for broadening the meaning of variety on TV. He has offered film clips from top movie stanzas, has done biographies of famous show business entertainers and producers, and is responsible for many other TV innovations.

HOPE, CROSBY SELLING OIL

NEW YORK, Nov. 27. — Bob Hope and Bing Crosby have taken the road to oil profits. The comedian and the groaner this week were involved in a \$21,000,000 sale of oil property in which they each own 10 per cent.

This means that each will collect a tidy \$3,370,000. The sale is of properties in the Kelly-Snyder pool to the Ponies Oil Company. Majority stockholder in the Hope-Crosby combine is W. A. Moncrief, Fort Worth oil producer.

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ON THE BEAM

Luxembourg's Sponsored TV For England

LONDON, Nov. 27. — Radio Luxembourg, whose commercially sponsored AM programs are the only ones regularly received in Britain, now has completed plans for the first fully-commercial TV service in Europe. Transmission over a limited area reaching Northern European countries will begin in January.

Luxembourg execs are mulling a scheme now which will carry the programs across the Channel to this country before the Independent Television Authority's own commercial programs get under way next fall. How this is to be done economically has not yet been disclosed.

Swanson Dips In Sugar Bowl

NEW YORK, Nov. 27.—C. H. Swanson this week bought one-third of ABC-TV's Sugar Bowl football game, which the web will telecast January 1. Swanson becomes the second advertiser that has moved into the one-shot. American Chicle previously bought one-third. ABC-TV now has one-third left for sale.

GE Nabs Stewart For Sunday Film

NEW YORK, Nov. 27.—General Electric this week nabbed one of the major Hollywood names still to be seen in TV when Jimmy Stewart agreed to star on its Sunday night filmed dramatic show on CBS-TV.

Stewart will be seen in a vehicle yet to be selected, shooting on which will begin in January.

Coca Goes Co-Op In Unsold Markets

NEW YORK, Nov. 27.—NBC-TV is now offering the Imogene Coca show virtually on a co-op basis in markets outside the ones taken by its network sponsors — the first time that a program of such stature has become available in this manner. The Saturday night program is sponsored on the network by four clients—Johnson and Johnson, the Lewis Howe Company, Griffin Shoe Polish, and S.O.S.

Ten of the NBC affiliates have already picked up the musical show as a co-op. These NBC outlets do not pay the network anything until they sell the show locally, and then, when it becomes commercial, they pay a nominal fee which varies.

The network is offering the show in this manner as an extra programming service to its affiliates and has no plans to amplify the service. In fact, it may recapture the program if it finds that the network sponsors are not too receptive to the idea of sharing their show with local advertisers.

"Kukla, Fran and Ollie," which is not on the ABC-TV network, has been sold primarily thru a co-op operation. It is now in about 35 markets.

Last year "Who Said That?" was co-oped on NBC-TV. This season, in addition to Imogene Coca, the Canadian football games and "The American Forum of the Air" are also being offered by the web on that basis.

IT'S EIDOPHOR! SH!

Fox Color Theater TV May Be Unveiled January

Tho it's still hush-hush, 20th Century-Fox's color theater TV system, Eidophor, is now out of the experimental development stage and will probably be demonstrated to the industry shortly after January 1.

Eidophor's emergence from General Electric laboratories, however, leaves it some way to go yet before it moves into theaters across the nation.

Highly touted as the force that will provide a powerful boost to the struggling closed circuit TV medium, Eidophor faces, somewhat the same problem that home color TV is up against: namely, what comes first, color programing or buying

of color TV units. Unlike the networks, the producers of theater TV programing cannot afford first to put on color shows in order to help the sale of color sets.

Everyone agrees that large screen color TV will prove a tremendous boost to closed circuit events, such as the November 8 Metropolitan Opera box-office theater telecast and the December 8 Kaiser-Willys industrial telecast, by making them much more attractive to audiences.

The big question now is who's going to make the first move—the theaters or the closed circuit producers?

BEHIND-SCENES STRUGGLE

ABC-TV Forges Ahead in Station Line-Ups, Nabs 5 New Markets

NEW YORK, Nov. 27.—ABC-TV has been rapidly forging ahead within the past few months in its behind-the-scenes struggle to build up the station line-ups it can offer its advertisers.

Since August 1, for instance, it has picked up new VHF affiliates it can call its own in five important markets in which it previously maintained only a toehold. Additionally, it has done the same in other smaller markets where it similarly had been sharing an affiliate with either CBS and NBC, a situation that made it nigh impossible to obtain a decent amount of prime air time.

The five important markets in which the web recently gained its own full-time affiliates are Salt Lake City; Milwaukee; Tulsa, Okla.; Wichita, Kan., and Houston. Together, these markets account for close to 1,370,000 TV homes.

The ABC-TV is still far behind NBC and CBS in its ability to deliver saturation coverage as a matter of course, it's felt that it is now only a question of time before the gap will be closed up. As third stations come on the air in two-station markets, ABC latches on to them in short order.

Even today, however, ABC is

capable of blanketing America's TV audience when the conditions are right. Its "Disneyland" stanza, for instance, can now be picked up by 98.4 per cent of all TV homes in the U. S.

NBC and CBS, of course, are also continually strengthening their line-ups. As new TV markets open up, these webs usually are given the lion's share of time, leaving ABC to play second fiddle. But for the most part, these new mar-

kets being opened to TV for the first time are pretty small.

In the bigger markets, where CBS and NBC are already well established, new stations going on the air are more beneficial to ABC than they are to the other two major webs. For one thing, they give ABC the opportunity to air many of its shows in those markets for the first time, an event which serves a twofold purpose: It increases ABC's total audience and it cuts NBC's and CBS' audience by the same amount.

Nielsen Figures

The extent to which ABC has steadily strengthened its coverage is indicated by a study of Nielsen coverage figures for the last half of September of last year as compared to the same period this year. In 1953, according to Nielsen, the average nighttime commercial program had a 77.2 coverage factor. ABC-TV at that time aired only five hours of programing that had a coverage factor higher than the average.

This September, Nielsen reports, when the average show had an 80.9 coverage factor, ABC-TV aired nine hours of programing that boasted a coverage factor higher than 80.9. Shows such as "Disneyland," which bowed after November 1, it should be noted, are not included in these figurings.

ABC currently has a total of 217 affiliates, more than 145 of which are VHF stations. All but six of the 29 affiliates it has added within the past three months are VHF stations.

RESTLESS PEOPLE

Four new appointments were made this week by Needham, Louis & Brory. **John Scott Keck**, former radio-TV director of Henri Hurst & McDonald, has joined NL&B as assistant radio-TV director. Keck has worked with such shows as "Super Circus," "Howdy Doody," "Pinky Lee" and "Today."

Edmund W. J. Faison, former psychologist in the Air Force, has joined NL&B's research staff. **Bruce McLean**, formerly of the firm's Toronto subsidiary, will act as assistant on all Canadian major accounts. **Raymond Pierobon**, formerly with N. W. Ayer, becomes an assistant account executive with NL&B.

Jack Denninger was named vice-president of Blair TV, Inc., with the announcement coming from **William H. Weldon**, president of the TV representative firm.

William Smutzer has joined the advertising and promotion department of the local NBC staff here for both radio and television. He was formerly with the Chicago ABC promotion department.

WNBQ-TV's new "Weekend Workshop" starring **Jim Hamilton** and **Kay Westfall**, made its debut Saturday (20) over the NBC C. & O. network.

William C. Materne, formerly of ABC-TV sales department, has joined CBS-TV as a sales account executive. **Robert S. Wilson** has resigned the post of commercial manager of KGUL-TV, Galveston, Tex., the end of this month. **Tom O'Neil**, president of General Teleradio, has been named chairman of the committee which will plan the goings-on for Brand Names Day next year.

Robert Costello has been elected veepee in charge of production for Talent Associates. He joined the firm in April after a two-year stint at NBC. **William H. Jensen** has been given a veepee's stripes by **William H. Weintraub** agency.

Fluid TV Puts Top Execs in Agencies

• Continued from page 1

stances usually falls to the top man of the bankrolling firm. Both the Morris office and MCA consequently have decided they must themselves get the kind of top men who can deal with such top men.

Net Control

This need is even more accentuated by the progressive control being grasped by the networks over the program fare they air. Where, in network radio days, the customary thing was for ad agencies to build shows for their clients, currently the bulk of all network TV programing is in the hands of the webs themselves.

The move by Procter & Gamble recently to buy half of three CBS-TV properties (The Billboard, November 13) was a key example of a major advertiser giving up the ghost on programing for itself.

One result of this trend has been increased activity at MCA and Morris. The networks now have greater need than ever to come up with new packages, and both of the talent offices have been working at a frantic pace to keep these needs filled. Virtually every major situation comedy at present on the webs was picked up as a complete package out of one or the other of the firms.

Among this season's new entries along are the George Gobel show, the Mickey Rooney show and the Celeste Holm stanza.

Good Market

The best customers for these packages now are the networks, who then re-sell to the advertisers, but there are still some gilt-edged bankrollers who will take the plunge on their own. However, the networks are in a better position to gamble, whereas the aver-

age advertiser cannot afford to make a misstep in view of the costs involved.

Stromach and Barry thus are symbols of the new stature of MCA and the Morris office. Their functions, in opposition to each other, will be to cement the strongest possible ties with the networks and to pitch, both directly and in conjunction with the webs, the shows and personalities they represent to execs in the highest echelons of prospective sponsors.

Soap Opera

• Continued from page 2

ABC Film Syndication would be able to syndicate the property in markets where the network show is not being beamed. In addition to being offered as an across-the-board strip, the show could also be syndicated as an hour-long, once-a-week stanza by putting together the five serialized episodes; it might also be made available in a half-hour, once-a-week form.

One of the properties being considered for this venture is "My True Story," currently an ABC-Radio serial.

By partnering with ABC Film Syndication, the network would have to invest no more than it would in order to produce a live soap opera. The additional production coin necessitated by filming of the stanza would be shelled out by ABC Film Syndication, which in return would get the residual ownership of the property.

Actual filming of the stanza would be farmed out to an independent TV film producer. **Hal Roach Jr.**, who is one of the part-

CBS Plots Aid

• Continued from page 2

ners with ABC Film Syndication in the Rabco Corporation, producer of "Passport to Danger," might be one of the producers considered for the task.

The idea of using a single story for each week's strip is currently being utilized on NBC-TV by "Modern Romances," the Wilbur Stark-Jerry Layton package, which also is being considered by Procter & Gamble, its sponsor, for conversion to film. That deal, if it matures, would enable the series to be syndicated in markets where it is not being aired by P&G with the bankroller likely to more than get back the additional filming cost from first run and possibly residual syndication sales.

NEWS IN BRIEF

October sales at WPTZ, Philadelphia, beat all existing sales highs. The month was up 11.6 per cent over the same 31-day period last year and topped the previous high of November, 1953, by 5.3 per cent. Sales for the first 10 months of the year are running 20 per cent over the same period last year.

Expectation that the Federal Communications Commission will act soon on TV boosters and satellites was raised this week by Commissioner R. E. Lee in a speech before the National Association of TV and Radio Farm Directors in Chicago. Lee told the farm directors that the FCC "is seriously concerned with providing service to all of the rural and small community areas of the country." He added that FCC action in permitting UHF repeater stations was one step toward providing TV service to communities too small to support TV broadcast stations under present conditions.

Retail sales of color television sets will reach 300,000 next year while black-white set sales will hit 6,600,000, according to predictions of radio-TV set and component makers polled by the Radio-Electronics-Television Manufacturers' Association.

The total expected TV set sales of 6,900,000 compare with actual retail sales of 6,375,000 TV sets in 1953 and estimated sales of about 6,500,000 units this year. Radio sales next year, excluding auto sets, are expected to be 6,900,000, about the same as in 1953.

Television films presented to the Senate subcommittee on juvenile delinquency will be reviewed by the Television Code Review Board of the National Association of Radio and Television Broadcasters at its regular quarterly meeting in Washington this week (1-2). During NARTB's series of district meetings this summer and fall, broadcasters pledged continued efforts to maintain self-regulation and to oppose government restrictions on radio-TV advertising.

Max F. Balcom, board chairman of the Radio-Electronics-Television Manufacturers' Association, announced this week that RETMA will support increasing tariffs on imports of radio-TV equipment and component parts, elimination of the 10 per cent excise tax on color TV receivers and reduction of the tax on black-white TV sets from 10 per cent to 5 per cent. RETMA reports that set and parts manufacturers fear foreign competition will increase and will result in some reduction in U. S. employment.

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all special arrangements
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ZIV's
GLORIOUS NEW TV EXTRAVAGANZA

"THE **EDDIE CANTOR**
COMEDY THEATRE"

HURRY! Capitalize on the Cantor name and fame NOW before your market is closed.



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KR2T-5UC-3RLU Copyrighted material

First-Run Series for Late Hours Is Boon to Stations

Syndicators Also Gain Advantages In Broad Shift Toward Multiple-Run Plan

By LEON MORSE

NEW YORK, Nov. 27.—Video stations and advertisers in key cities around the country are now getting a crack at first-run syndicated film programming in the Class C and D time periods, which bring the lowest rates. This situation is the result of the serious time clearance problems in the prime evening hours, and the increasingly competitive programming situation among film distributors.

The most striking example is United Television Programs, which is now beginning to rack up sales on its "Smath Plan." The deal offers three first-run UTP series—"Where Were You," "Waterfront," and "Lone Wolf"—to outlets, mainly for their 11 p.m.-midnight time spots for multiple runs. And virtually every syndicator, with the exception of Ziv-TV, offers shows on the same multiple run basis in order to move them.

Consequently, shows which are designed for TV exclusively and which cost between \$15,000 and

\$20,000 per episode, are now being sold for time periods in which they would ordinarily not be available. And the stations pass on such top programming fare to local advertisers, who now are able to

Lowell Thomas Vidfilm Readied

NEW YORK, Nov. 27.—A new vidfilm series is in preparation which features Lowell Thomas. The property would be titled "Lowell Thomas' World," and would concern itself with people in the news. It would be shot at the Fox-Movietone Studios.

Thomas has never been on TV in a regular series, and his debut has long been overdue. The CBS-TV network would have first crack at the show, since the commentator has a contract with the web.

get better ratings with such properties than with their former fare, whether they wish to buy only spots in them or to sponsor them exclusively.

Distributors, for the first time, are selling their shows in marginal time periods because the exigencies of today's film market make it necessary that they use whatever scheme will recoup the investments of the producers they represent. Since A time is not available, they are willing to sell in B, C and D time, assuming that they can get enough dough out of such a sale.

The multiple run is the key to the syndicators' way out. By showing a film several times a distributor can realize as much money as he would for one shot. Certainly he sacrifices some of the residual value of the series, but he meets his immediate problem, which is to keep the show liquid by, at least, returning its production cost.

If he wants to wait until next season or hope for a break, he

(Continued on page 11)

Music Trust Fund Will Reap Million Dollars From Video Film This Year

NEW YORK, Nov. 27.—Music in TV film shows will cost sponsors and producers more than \$1,000,000 in 1954. That's the amount the Music Performance Trust Fund is expected to collect on shows produced under the contract which

expired January 31. But meanwhile a new five-year contract is in the process of being signed by all segments of the industry, and this is bringing bigger and juicier payees into the fold.

The new contract, like the old, requires that producers pay the Fund 5 per cent of their gross receipts, a bite which, since it cuts into the producer's margin, must ultimately be passed on to the sponsors.

National sponsors, under the new agreement, instead of paying on the program cost will pay 5 per cent of the net time charge. Thus, over a specific station line-up there will be no penalty to the sponsor for taking on a more expensive package.

Fund Growing

The extent to which the Trust Fund's bite from TV film has been growing is indicated by the fact that for 1953 it collected about \$700,000 from the industry. The previous year it collected \$365,000, and the year before that, its first year for TV film, it got \$165,000.

The growth of vidfilm's 5 per

cent payments results not only from the fact that more shows are on the air but also that more of them pay the Fund. This follows from the trend toward shows using live music.

A major example of this is Ziv-TV. After abstaining entirely from the first Trust agreement, Ziv became one of the first to sign the new contract. Until this year Ziv produced only dramatic shows

(Continued on page 10)

P&G 'Oakley' Test for Cincy

NEW YORK, Nov. 27.—Procter & Gamble has bought alternate weeks of "Annie Oakley" from CBS-TV Film Sales for Cincinnati to test the show. Should the vidfilm series help the soap company move its products, the likelihood is that the property will be bought for many more markets on an alternate week basis.

About 80 cities are available to the client in this manner. TV Time Popcorn is the national spot advertiser which is programming alternate weeks of the show in 112 markets.

UTP Pix to MCA-TV In \$1 Mil Plus Deal

HOLLYWOOD, Nov. 27.—Agreement has been reached between MCA-TV and United Television Programs, Inc., whereby all UTP stock will be transferred to the MCA-TV film distributing firm. December 15 is the target date for all UTP shows to be added to the MCA-TV catalog. MCA-TV is reportedly paying more than \$1,000,000 for the UTP stock, contracts and distribution rights to its film properties. Contracts concluding the deal will be signed within the next few weeks.

Under this arrangement, Gross-Krasne series will be distributed by MCA-TV but ownership of these films will be retained by the G-K firm. Jack Gross and Phil Krasne will own and continue to produce "Big Town" and "Lone Wolf," among others.

The terms of the agreement tie G-K to a long-term exclusive distribution arrangement with MCA-TV whereby all TV film series

produced by G-K will be funneled thru the MCA firm.

Once Gross-Krasne, owners of UTP, have bowed from the distribution field, the firm intends to concentrate all its resources on TV film production. Plans are now being readied to triple G-K's production activity. Shows scheduled to face the camera early next year include "Alias Jimmy Valentine," "The Gentle Gaffer" and "O Henry Playhouse." Two of the three series will be kicked off in January. G-K also expects to expand its activity in the commercial field. Construction will be started on three new sound stages at G-K's California Studios to handle the accelerated production schedule.

G-K intends to realign its production forces according to the unit system followed in the theatrical film field with each unit to be headed by producers in charge of specific series assignments.

Screen Gems, Y&R Talk Pix For Lincoln

NEW YORK, Nov. 27.—Lincoln Motors is reportedly in the market for a vidfilm series. Now handled by a new agency, Young & Rubicam, the advertiser is said to be looking at an idea presented by Screen Gems

Whether Lincoln would be able to afford any new show in addition to "Toast of the Town" is a matter of conjecture. And should Lincoln bow out of "Toast," whether the Mercury division could support the show alone is extremely problematical.

This leads to the conclusion that Ed Sullivan and "Toast of the Town" could very likely be sponsored by Ford Motors in the season of 1955-'56. It is the division of the company that sells the most vehicles and which could presumably carry all or part of the bank-rolling load.

Du Mont-Guild Talks Reaching Decisive Stage

NEW YORK, Nov. 27.—Du Mont's negotiations with the Vitapix-Guild Films organization, with the aim of getting Du Mont's three o&o stations into the Vitapix line-up, were reported to have made progress this week. Ted Bergmann,

THE BILLBOARD SCOREBOARD

• Top 25 Vidfilms Among Men and Their Pulse Multi-Market Ratings

This monthly feature of The Billboard's TV Film department shows the relative standing of the top 25 non-network TV film series on the basis of the number of male viewers they attract per 100 viewing homes. The average multi-market rating for each series is also shown, and is based upon the rating scored by each show in the 22 basic markets studied by The Pulse, which markets account for the bulk of U. S. set circulation. Each market is weighted in proportion with its TV population. On succeeding weeks similar charts will appear showing program popularity among women, teen-agers and children.

For additional information on audience size and coverage please consult The Pulse, Inc., 15 West 46th Street, New York.

Rank Order	Title and Distributor of Series	Men Per 100 Homes	Avg. Oct. Rtg.
1....	Foreign Intrigue (Sheldon Reynolds)	85	11.7
2....	Biff Baker, U. S. A. (MCA-TV)	83	4.2
2....	Counterpoint (UTP)	83	4.3
2....	Inner Sanctum (NBC Film)	83	8.3
5....	China Smith (Nat'l Telefilm Assoc.)	82	4.3
6....	City Detective (MCA-TV)	81	10.4
6....	Ellery Queen (TPA)	81	12.3
6....	Mr. District Attorney (Ziv-TV)	81	13.9
6....	Boston Blackie (Ziv-TV)	81	9.2
6....	Your TV Theater (Ziv-TV)	81	7.2
11....	I'm the Law (MCA-TV)	80	5.7
12....	Front Page Detective (Consolidated TV)	79	4.4
12....	Waterfront (UTP)	79	10.9
12....	Col. March of Scotland Yard (Official Films)	79	5.2
12....	Duffy's Tavern (UM&M)	79	9.2
12....	The Falcon (NBC Film)	79	12.2
17....	Amos 'n' Andy (CBS Film)	77	10.2
17....	D. Fairbanks Presents (Assoc. Artists)	77	12.4
17....	Story Theater (Ziv-TV)	77	9.0
20....	Janet Dean, R.N. (UM&M)	76	7.6
21....	Famous Playhouse (MCA-TV)	74	5.4
21....	I Led Three Lives (Ziv-TV)	74	14.3
21....	Life With Elizabeth (Guild Films)	74	5.9
24....	Favorite Story (Ziv-TV)	73	10.2
25....	Dangerous Assignment (NBC Film)	72	6.9
25....	Sherlock Holmes (UM&M)	72	5.6

SEX BREAKDOWN

Is Your Show Male, Female or What?

A new series of charts for TV film sponsors makes its debut in this issue (see box above) as part of The Billboard's continuing effort to publish the fullest and most up-to-date information on this burgeoning branch of show business.

Surveyed and prepared by The Pulse, research agency, these charts will show how syndicated film series rate with different members of the household. This week's installment lists the top 25 shows among men viewers. Next week's will show the top 25 among women. The following week's will list the top shows among teen-agers and children.

The fourth week in this continuous cycle will list the top 25 over-all according to their weighted ratings in the 22 major markets that The Pulse covers in this survey. This is the same chart The Billboard

has been publishing for the past six months, but with an added feature. Henceforth it will also show the average number of viewers per hundred sets.

These audience composition figures are, of course, vital in the selection of programs, since a sponsor must know not only that he is getting a big audience for his money but that it is the right kind of audience. But in presenting this added data, a word of caution is necessary. There is no single figure that answers the buyer's ultimate question, "Is this the right show?" The buyer must explore all the angles. A show may have a heavy concentration of the right segment of the audience, but its total audience may still be too small.

So, for more complete information, consult The Pulse and the distributors of the specific shows.

Staffer Additions Mark Screen Gems' Growth

NEW YORK, Nov. 27.—Continuing expansion of Screen Gems' commercial production business, much of it in color, is being marked by the addition of new personnel to the department.

Among the newest assignments picked up by Screen Gems recently is the shooting of commercials for two of the major manufacturers of film, Eastman Kodak and Anso. RCA also has pacted

managing director of Du Mont, said a decision might be forthcoming in another week.

Meanwhile, Vitapix-Guild moved a step closer in getting another big-city station into the family. Reub Kaufman, president of Guild, and his station-relations chief, Dave Savage, were in Chicago this week in talks with WGN-TV there. A deal is expected momentarily.

One aspect of the Du Mont-Guild talks has now been dropped. Guild is supposed to have an offer to rent one of Du Mont's theaters for film production, but other commitments turned up.

with the production firm for the shooting of a 15-minute color film devoted to a study of color and the development and future of color TV. The film will be shown on TV next May.

The Kodak color commercials, five in number, will be aired on "Norby." Anso has ordered two commercials from Screen Gems.

The firm is also shooting a 30-minute institutional film for Lucky Strike and a TV film commercial for the company, both in color.

Recently added to the commercial production division of Screen Gems are producer Ben Blake, associate producer Lee Goodman, and a new salesman, James Kelly, who will contact advertising agencies.

The firm is instituting what it terms a new "personalized" service for agencies, whereby a producer and associate producer will be assigned to handle all work done for a specific agency. Ben Berenberg, for instance, who is head of Screen Gems' commercial production department, will act as producer of all commercials shot for Batten, Barton, Durstine & Osborn.

Andrews Series Heads List of Films in Works

'Folks,' Blaine Musicomedy, Derby Pix Blueprinted

HOLLYWOOD, Nov. 27. — A TV series based on the explorations and adventures of Dr. Roy Chapman Andrews heads the list of new television shows on which preparation began this week. Robert H. Nolan will produce, with Dr. Andrews acting as technical director.

Material will be culled from Dr. Andrews' books and magazine articles. The explorer and Nolan were previously associated on the "Keep Up With the World" ABC radio series.

A situation comedy, "Just Plain Folks," is being written by Cy Howard, an 11-year veteran at CBS, for the NBC-TV network. No pilot date has yet been set. Howard previously produced "That's My Boy," "Life With Luigi" and "My Friend, Irma."

Screen Televideo is prepping a musical comedy for Vivian Blaine, with a pilot set for January. If the deal goes thru, Norman and Irving Pincus will produce.

KTLA's new Roller Derby show is being filmed by Ron Ormond Enterprises at the station's sports arena. Three half hours have been completed so far. The program will probably be offered for syndication.

CBS-Film May Get Lamour Sarong Series

NEW YORK, Nov. 27.—CBS-TV Film Sales this week was on the verge of acquiring "Luana of the South Seas," featuring Dorothy Lamour, as its latest vidfilm series. Most of the location footage for the show will be shot in Hawaii.

A great deal of the footage for the series, however, will be culled from old features such as "Typhoon" and "Aloma of the South Seas," which starred Miss Lamour and first brought her and her sarong to prominence. The property will be readied for sale early next year.

CBS-TV Film Sales is also playing with another series starring Edward Everett Horton. This one is a situation comedy called "The Freshman," about an aging college student.

Libby Pix for Canada

NEW YORK, Nov. 27.—Libby, McNeil & Libby this week was concluding the purchase of General Teleradio's package of 30 feature films. The sponsor plans to show them in Canadian markets.

VIDPIX PROMOTION

Reed Sees Expansion of Good Will Treks by Stars

HOLLYWOOD, Nov. 27.—Expansion of the practice of promoting telefilm series thru sending the star of a show on good will trips thru the country was predicted by Roland Reed, producer of "Waterfront," this week.

"Waterfront's" star, Preston Foster, has been junketing over the United States whenever the production schedule permits. After earlier appearances in San Francisco, Fresno and Detroit, his itinerary this month included Columbus, Cleveland, Dayton, Cincinnati and Philadelphia.

On an even more ambitious scale UTP is sending Thomas

'TRIPLE PLAY'

WTRI Spot Plans for Little Buyer

ALBANY, N. Y., Nov. 27. — WTRI here has set up a new spot sales plan on its film programming as a come-on to low-budget advertisers. Called the "Triple Play" plan, it gives the advertiser a plug on each of three film shows in Class A time for \$95, plus a 5 per cent rebate for an uninterrupted 26-week cycle. WTRI's regular one-time rate for a minute spot is \$40.

The station, which is the secondary CBS-TV affiliate in this area, has set aside nine film stanzas a week for this plan. The shows are Gene Autry, "Range Rider," "Crown Theater," "The Unexpected," "The Ruggles," "Inspector Mark Saber" and a feature film show called "International Theater."

After three weeks in action WTRI has lined up five sponsors for "Triple Play." They are the local Pontiac dealers, Colony Manufacturing pre-fab homes, Amana Freezers, Kay Vacuum Cleaners and the Denby department store.

WPIX French Try May Lead to More

NEW YORK, Nov. 27.—WPIX here got a fair but not too sensational mail response on its recent booking of the French picture "Beauty and the Beast." A station spokesman said it considered the response good enough to warrant booking other features of this sort occasionally for the "esoteric" set.

The station will not see any ratings on the run until next week. It ran on the "First Show," 7:30-9 p.m. daily.

Houston, Inc., Gets Gunther Account

BALTIMORE, Nov. 27. — Gunther Beer, one of the major sponsors of feature films, is switching its agency January 1. The account will move to Bryan Houston, Inc. It was formerly handled by Joseph Katz, Inc., here.

GEN. TELERADIO BUY

WTTG Turns to Film To Buck Competition

WASHINGTON, Nov. 27. — WTTG, here, is making a major switch in its programming line-up next week in which it will start relying heavily on film to buck the network competition of the other three local stations. The keystone of the new schedule will be the 30 stellar feature films it has just bought from the General Teleradio Film Division.

In an endeavor to emulate the success of WOR-TV, New York, with its "Million Dollar Movie," WTTG is booking each film five nights weekly in prime time. It is

Mitchell, star of "Mayor of the Town," on a \$5,000 ballyhoo tour thru the East and South. Mitchell, who left this week, will plug the program, which has not even hit the air lanes yet, in Philadelphia, Chicago, New York, Washington and Houston.

Reed believes that with TV on a firmer financial footing, such exploitation trips will become common practice. Not only do nationwide appearances by a star help the rating of a show, he thinks, but they also aid in the resigning of sponsors, who are made to feel that the actor has personal interest in the program.

Wildcat Pilot Producers Go Back to Their Former Fields

Production in Hands of Relatively Small Group of Established Firms

By BOB SPIELMAN

HOLLYWOOD, Nov. 27.—After several years of wildcat pilot production the television film industry has apparently settled down to a systematic method of probing for new programs. The hit-and-run producers who swarmed into the field five and six years ago seem, to a large extent, to have gone back to the various professions and businesses they came from, leaving the production industry in the hands of a relatively few organizations, most of which are established on firm financial foundations.

Altho the lack of records makes it impossible to determine the exact number of pilots that have been shot since 1948, best estimates are that the total is somewhere between 375 and 400, requiring an investment of upwards of \$6 million. Of these, about 125, or approximately one-third, have been developed into series.

The only studio which apparently has records dating back to 1948 is the Hal Roach lot, and

their statistics provide a graphic picture of what the trend has been. From 1948 to 1951 a total of 154 pilots were shot on the lot. From 1952 thru 1954 the number is 14. Of these 168, 20 have so far been made into series.

The other major production lots report a like drop in pilot filming. At General Service Studios 35 pilots have been shot since 1951. Fifteen of these have come in the past two years, and, of the 15, six have been developed into series. Only one or two of the 20 shot in 1952 ever saw the light of day as full-scale productions.

15 MPC Pilots

Motion Picture Center has had 15 pilots in the past two years, five of these being put on celluloid as series. Revue, the Republic telefilm subsidiary, has lensed eight in the 1953-'54 period, and turned three into series. At KTTV Studios eight pilots have been filmed since 1950, but only one of these has come in the past two years. Five of the eight have become series.

ABC Film Seeks New Syndication Series

NEW YORK, Nov. 27. — In a move to fatten its roster of TV film properties, ABC Film Syndication is dropping its policy of distributing only shows which it partly owns and is now actively seeking new series which it will syndicate on a straight fee basis. In addition the firm is planning to move into the syndication of daytime TV film soap operas.

ABC Film earlier this fall saw the fade-out of a deal whereby it would partly finance production of a Victor Stoloff produced series about the Canadian Mounted Police, which it would have distrib-

uted. Another new property, "Mandrake the Magician," is marking time until the tangled finances of the Bermuda-based production outfit is unraveled and production on the series can resume.

As a result, the only new property ABC has been able to offer this fall is "Passport to Danger," sales of which are proceeding satisfactorily. The Firm is therefore actively seeking additional series, and also top quality first-run features.

Among the new properties George Shupert, ABC Film's prexy, is considering are several soap operas, one or more of which may be shot in partnership with ABC-TV network (see other story in TV section). Shupert, however, is also planning production of soap operas on his own for syndication.

Shupert's planned move into the daytime soap opera field is based on his conviction that daytime is a wide open and profitable field for TV film distributors. The problem of clearing time for evening shows, plus the number of such shows on the market, has made syndication of nighttime TV film shows murderously competitive.

KCOP Maps 80% Telefilm Fare in 1955

HOLLYWOOD, Nov. 27. — KCOP, independently owned Los Angeles TV station which has failed to make a go of it using live programming, will switch to 80 per cent film next year, according to station execs.

When Copley interests bought the station early this year the programming consisted of 71 per cent live and only 29 per cent film. Figures now have been completely reversed, with 76 per cent of the time taken up by film. Percentage will be raised even higher in 1955, and should top 80 before the end of the year.

Altho a good deal of the film up to this time has been of the theatrical variety, station is going in for more and more vidpix and recently bought the new Hal Roach series, "Passport to Danger," for approximately \$75,000, bringing outlay for film to better than \$750,000 for 1954.

Station losses, which were running between \$300,000 and \$400,000 per year, have been trimmed

Records at American National (formerly Eagle-Lion) Studios and at Kling (formerly Chaplin) Studios, both of which have changed ownership during the past year, do not go back beyond the transfer. Each of the lots has shot three pilots during the past 12 months. Only one pilot has been produced at California Studios in 1953-'54, and no figures are available for the Goldwyn lot.

Several of the most important production companies have abandoned the pilot technique entirely, but go into full-scale production after first developing a series. These are Gross-Krasne, Screen Gems (the Columbia telefilm subsidiary), Guild Films and Ziv-TV. The latter of these does shoot auditioned films, pix which are presented to selected audiences for criticisms and suggestions before series production begins.

One reason for the pilot decline is apparently the fact that ad agencies and sponsors have gotten leery of buying a series on the merits of the pilot film alone, their point of view being that the quality that goes into the pilot often does not appear in the remainder of the production. Nevertheless, about 100 pilots have made the rounds of agencies in Hollywood in the past two years. Some of these, however, are ones which were produced several years ago and have been on the merry-go-round since.

"Waterfront" Example

The Armand Schaefer, president of the Alliance of TV Film Producers, contends that it is still relatively easy for someone to scrape together \$25,000 or \$30,000 to shoot a pilot, many of these would-be independent producers are presenting their packages to larger companies for production. Outstanding examples of the success of this practice is Ben Fox, who brought "Waterfront" to Roland Reed. Joel Malone had Lindsley Parsons produce "The Whistler" for him until the combine broke up last week. And Screen Gems sets up semi-independent producers to turn out its series.

Many of the pilots that are being shot are more or less commissioned by the nets. This is especially the case with CBS, which earlier this month filmed a "Henry Aldrich" stanza at Motion Picture Center and which has an interest in the "Professional Father" pilot produced by McCadden. NBC appears to be leaning more toward pilot-less production, this being the case with Worthington Miner's "Medic" and with the new "Going Hollywood" series which Ed Beloin and Dick Bare are filming for the net.

Showcase Pilots

Several producers, such as Hal Roach Jr., keep a showcase of pilots for advertisers, figuring that with a half dozen or so in the hopper they can make a sale periodically, and Roach, especially, has been successful with this method.

Another practice gaining popularity is transforming proven local live shows into national tele-series. Guild has done this with Liberace and is preparing to do the same with the Paul Coates "Confidential File," while T-L Productions is placing KTTV's "Musical Chairs" on film.

With ever more caution and experience being put into production, the mortality rate among pilots has declined steadily. In many cases, actually, when a pilot has to be junked these days other factors than quality are involved, as for instance in the Claudette Colbert pic which failed to be made into a series only because Miss Colbert refused to appear in the sponsor's commercials.

to a great degree and station execs are hoping to be able to swing operations into the black during 1955.

A NEW TV SHOW TH

H L O

A thrilling, new, half-hour musical film series... featuring America's great all-time singing favorite, EDDY ARNOLD... supported by a clever, talented

" EDDY ARNOLD

Musical Notes on EDDY ARNOLD

Perhaps no one singer has done more to bridge the gap between Country and Popular music than Eddy Arnold. Since his first Victor release was issued in 1945, not one of his single records has sold less than 250,000 copies, and all together they have reached the stunning total of over 30 million! His radio programs are heard daily over more than 1,000 stations in the United States and Canada, and he has starred in his own TV series on both CBS and NBC.

Eddy Arnold's trademark is a warmth and neighborly homespun quality that ingratiates him with every type of an audience. For this reason, whether he is performing at a Smoky Mountain hoedown or in a sophisticated Las Vegas supper club, Eddy has received enthusiastic acclaim. His new TV film series will be awaited by an eager, receptive public numbering in the millions.



AT THE PEOPLE WILL

WVE

cast, and given smart, expert production. This show is *commercial!* It's as close as you can come to knowing you have a sure-fire TV success in advance.

"OLD TIME"

Produced and Directed by Ben Park; Executive Producer—Joseph Csida

"Regulars" in the Eddy Arnold Gang:

BETTY JOHNSON sang her way into the Eddy Arnold Gang from Manhattan's Copacabana and Arthur Godfrey's Talent Scouts. She's one gal who can sing a pop song, a folk tune, and a hymn with equal facility.

HANK GARLAND and ROY WIGGINS, a sensational guitar team that heads up the musical department. Nothing but musical joy from Hank and Roy!

THE GORDONAIRES, an exceptional quartet who have been featured on NBC's Grand Ole Opry and a variety of radio and TV shows. An outstanding group on "heart songs" of yesterday and today.

WE'VE GOT 'EM—Prices, brochures, audition prints, order blanks! 26 half hours now in production, ready for a January first release. Let's hear from you!

WALTER SCHWIMMER CO., 75 East Wacker Drive, Chicago 1, Ill. • FRanklin 2-4392
New York Office: Ted Beil, 16 E. 41st St. • LExington 2-1791



Bankroller Battle On For Cantor's Show

Ballantine Reported Nearest to N. Y. Deal, But Ziv-TV Sits Tight for Best Sale Plan

NEW YORK, Nov. 27.—In the spirited competition for the right to sponsor the new Ziv-TV "Eddie Cantor Comedy Theater" in the New York market, the lead reportedly was taken this week by Ballantine Beer.

Despite the fact that the show carries the highest price tag ever asked for this market, a number of top bankrollers have been bidding hotly for the series. Ziv has placed a flat \$5,000 per week tab on the series, and has not had to budge from it, in view of the excitement which has been generated.

Among the advertisers whom Ballantine must beat out are such rivals as Piel's Beer, Rheingold and the Chock Full o' Nuts eatery chain. The decisive factors in determining which outfit will acquire the show are likely to be the size of the spread, in terms of number of markets to be utilized outside of New York, and which bankroller can work out its problems first and put the signature to the contract.

Ballantine Near

Ballantine, according to reports this week, was almost set to go. The beer company was said to be ready to buy the 9:30 to 10 p.m. slot Wednesdays on WABC-TV, on which it would play out the 13 remaining weeks for which it is committed to "Foreign Intrigue." After that time, the Cantor show would move into the slot, and onto some 21 other markets in which the bankroller has "Foreign Intrigue."

It's understood that Ziv is in no hurry to make up its mind, but is

sitting tight before deciding which is the best deal. The Cantor show, up to this week, already had been set in some 60 markets. The pending deal would mark yet another regional line-up for the show, others having gone to beer companies including Drewery's, Blatz, San Francisco Brewing, Weideman Brewing and Fort Pitts Brewing, as well as to non-beer bankrollers including Crown-Zellerbach lumber and paper, and the Purity Biscuit Company.

Trust Fund

Continued from page 6

using canned music. But now Ziv's "Eddie Cantor Comedy Theater" made signing imperative. From here on Ziv will undoubtedly be a major contributor to the Fund. The Cantor show alone will probably pay \$100,000 over the next year.

The 5 per cent Fund bite does not in itself make the Cantor show the most expensive ever to be syndicated. But in the crucial test of the industry's ability to bear the freight of a property of this caliber, this cut could conceivably be a deciding factor.

Other Signatories

The other first-party signatories on the new printed contract are Desilu, Studio Films, Walt Disney

Productions, NBC, CBS and ABC. The Fund is still sending out forms for additional first-party signatures. Some had previously signed letter of compliance.

Under the old contract the Fund had about 50 program producers signed. The exact number was not evident since until this year the Fund had the same form for both program and commercial producers. Fund officials are still taking stock of their new signatories, but the total is estimated to be more than 50 already.

Another wrinkle in the new Fund contract covers films that stations carry as sustainers. On these the Fund will get 5 per cent of half the production cost for each run, except that the first run will be free. This is understood to apply to public information films and

Fighter's Film Rights Denied

PHILADELPHIA, Nov. 27.—U. S. District Judge Albert L. Watson ruled here this week that the private rights of Albert Ettore, former heavyweight boxer, were not infringed upon in a telecast of motion pictures of his fight with Joe Louis on September 22, 1936.

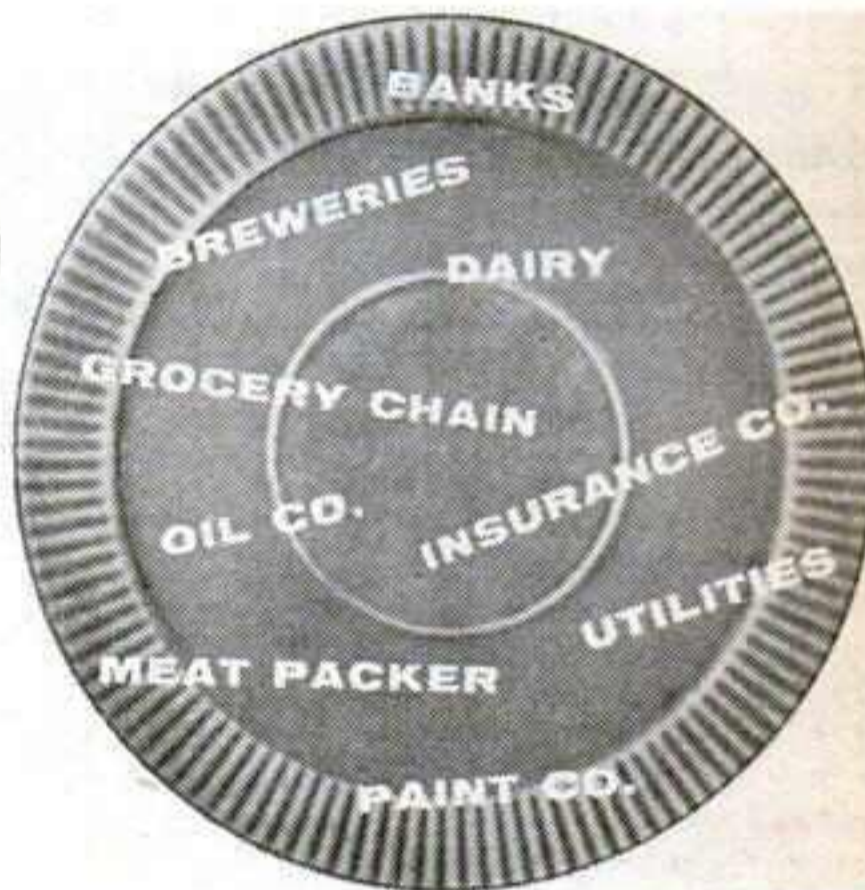
Ettore had sued Philco Television Broadcasting Corporation, as the then owners of WPTZ here, and the Chesebrough Manufacturing Company, as sponsors of the "Greatest Fights of the Century," for damages. Ettore claimed that he gave no permission for the showing and that the third round, his best, was deleted from the picture. Louis had knocked out Ettore in the fifth round of the fight.

\$1,000,000

ALREADY SPENT FOR "THE STAR AND THE STORY"

* PROGRAM ONLY — DOES NOT INCLUDE TIME

In 120 days, astute local and regional advertisers have snapped up this opportunity of a TV-lifetime. There's still time for YOU!



13 good reasons why this new, top prestige show is paying off immediately!



DAVID NIVEN



ANGELA LANSBURY



EDMUND GWENN



TERESA WRIGHT

Production Sked at KTTV Big for 1955

HOLLYWOOD, Nov. 27.—Boom in telefilm production was evidenced again this week by the disclosure that KTTV Studios already has more production scheduled for 1955 than took place on the lot during the entire year of 1954, the busiest in history, with studio execs expecting that they'll have to hang out the s.r.o. sign in the near future.

Already set for production during the coming year are 26 half-hours of "The Whistler," 26 of "Lassie," 39 of "This Is the Life" and 39 of "Wild Bill Hickok." In addition, Lindsey Parsons expects to film two features, and TPA is negotiating for space to shoot two pilots, "Tugboat Annie" and "Robin Hood."

Joel Malone, "Whistler" producer, also has announced a new series, "Satan's Waiting," altho no decision has yet been made as to where it will be filmed.

Major TV May Get New Lesser Series

NEW YORK, Nov. 27.—Major TV Productions is expected to handle the distribution of "I Search for Adventure," the half-hour film series being produced on the West Coast by the newly formed TV Adventure Films Company. "Adventure" is the first TV production attempt by Sol Lesser and his son, Julian. Major is run by Sol's brother, Irving, and handles some 40 feature films produced by Sol and Julian.

Aside from the features, Major's only properties have been religious and travel films. But this week Major acquired what is described as the beginning of a new series. It is a "Hansel and Gretel" operetta film, produced in color in both half-hour versions. It was made in Lima, O., by Otto Austin Jr., a producer of commercials and industrials, who has a complete studio there. Austin was said to be preparing another dozen films along the lines of the "Hansel and Gretel."



EDMOND O'BRIEN



JAN STERLING



THOMAS MITCHELL



JUDITH ANDERSON

First-Run Series

• Continued from page 6

may be bypassing an opportunity that will never return or he may find that the property is worth less next year, when new and presumably stronger shows appear. He also may find that because of his inability to sell his programs his producers and financiers will not stay in video.

When a distributor has had his chance to sell his show in Class A time and has presumably failed, perhaps for reasons beyond his control, he thus finds it wiser to grab a buck today and let tomorrow take care of itself.

Need Key Markets

Every property must be sold in 75 per cent of the 80 key markets if it is to earn back its cost. And

each market is counted on to provide a certain minimum revenue to make the program solvent. Assuming that a distributor can't get the \$800 he expects from Market X for first-run rights to the show in Class A time, he shaves his cost in half for C or D time. And tho he can't flush a buyer at \$800, many become available at half that price because the show can be expected to return a reasonable cost-per-thousand and in addition, a multiple-run deal may bring the figure up to or even beyond the \$800 originally counted on from that market.

Consequently station, advertiser, distributor and producer all benefit, perhaps not in as great a measure as expected, but certainly well enough to keep the business rolling.

New Batch of 335 Cartoons Helps Relieve 7-Year Logjam

NEW YORK, Nov. 27. — The supply of cartoons available to TV stations has jumped by over 40 per cent in the past couple of weeks as the result of two deals.

Hygo Television Films latched on to 156 cartoons produced by Charles Mintz, and Motion Pictures for Television acquired 179 subjects produced by Walter Lantz.

The Hygo group is evenly divided between "Krazy Kat" and "Scrappy." The MPTV batch is in four series: "Oswald, the Rabbit"; "Pooch, the Pup"; "Willie, the

Mouse," and "Meany, Miney & Moe."

This is the biggest shot of new blood in the cartoon field since 1948. Not counting a couple of five-minute series specifically produced for TV, the total number of cartoons in TV distribution has only been about 800. And about 90 per cent of those were silent.

The last big cartoon acquisition was a year and a half ago, when Official Films got "Felix, the Cat."

The two new groups were all produced since 1932 and as late as 1940. The Mintz films were released theatrically by Columbia,

and the Lantz by Universal.

Exclusive N. Y. Deals

Both groups were promptly tied up in exclusive deals for the New York market. WATV, Newark, N. J., got the 156 Hygo cartoons in what was described as a long-term deal, which seems to mean three or four years. It will use them in its top-rated "Junior Frolics."

Bob Paskow, WATV film buyer, said he now holds lease to a total of 850 cartoons. One of the major cartoon buyers in the country, Paskow began combing the market even before WATV went on the air in 1948. Tho he got the "Felix" films last year, Paskow described the Hygo deal as the break of a seven-year logjam.

WCBS-TV signed a two-year deal for the MPTV cartoons, which it will use on three shows: George Skinner, "Cartoon Carnival" and "Space Funnies."

Both groups are understood to be commanding the highest prices ever paid for cartoons by stations. Jerry Hyams, head of Hygo, said he is telling stations that they have every right to pass the hiked cost on to their sponsors, since these new sound cartoons will undoubtedly boost the appeal of the shows in which they are booked.

Many of these shows have been top kiddie attractions all along. "Junior Frolics," for instance, is the top-rated show in its slot, 5-5:30 p.m., daily, and WATV normally runs seventh in this market.

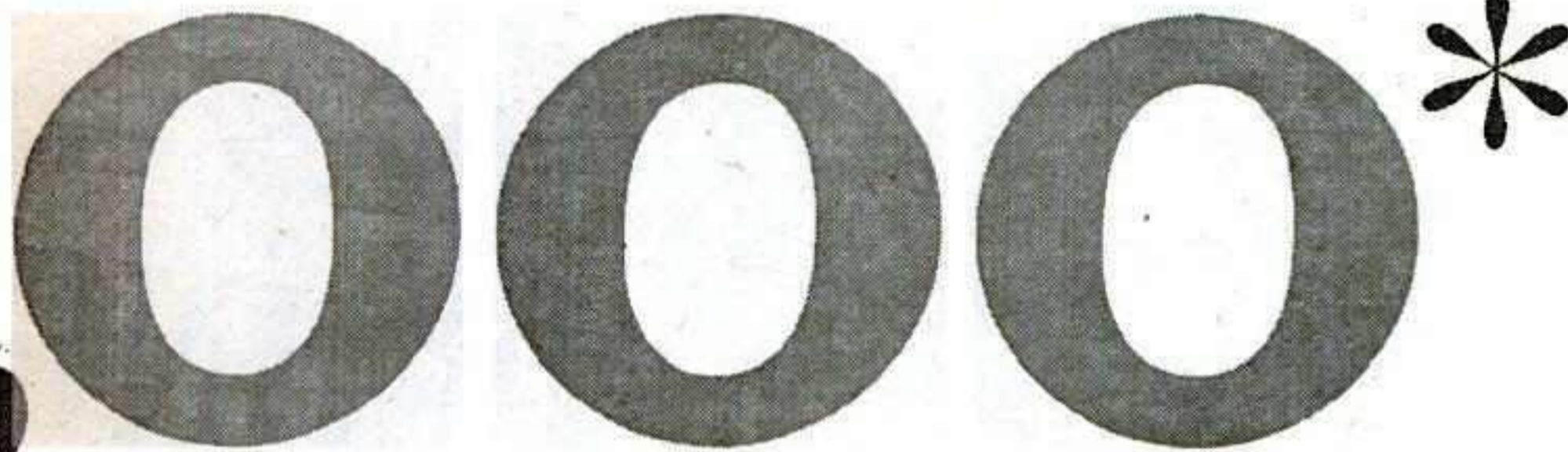
Other Markets

Both distributors have been peddling their new cartoons energetically. Hygo wired stations this week and has already closed WXYZ-TV, Detroit; WCPO-TV, Cincinnati, and KRON-TV, San Francisco. MPTV previously sold KNXT, Los Angeles.

Hygo said he had to reject some 50 films in the Mintz group because of poor negative quality or unacceptable content.

The single largest source of cartoons has still been untapped by TV despite diligent attempts in years past. This is Paramount, which is understood to have some 800 cartoons in its vaults, including "Betty Boop" and "Popeye."

Two other great cartoon properties have, of course, gone network in the past year. The Disney output is currently on ABC-TV's "Disneyland," and some "Terry Toons" have been on "Barker Bill's Cartoons" on CBS-TV.



BY 51 TV-WISE, BLUE CHIP SPONSORS

FIRST AVAILABLE ARB RATINGS

LOS ANGELES — In this tough 7 station market THE STAR AND THE STORY is TOPS attracting many more viewers than the closest competition — big budget, network, Saturday Night Revue.

SAN FRANCISCO — THE STAR AND THE STORY is FIRST with a whopping 23.9 (59% share of audience.)

The Star and the Story

Don W. Sharpe, Executive Producer
Warren Lewis, Producer

39 FIRST RUN 1/2 HOUR FILMS FOR TV

Each story, selected and introduced by its own star (39 top names), from the works of celebrated writers (including 13 by Somerset Maugham), is sculptured into magnificent entertainment by the producers of 4 STAR PLAYHOUSE.



BRIAN AHERNE



ALEXIS SMITH



PETER LORRE



JOANNE DRU

FRANK LOVEJOY



For full details on the prestige, profit show of the year, WRITE, WIRE, CALL

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COLONEL MARCH OF SCOTLAND YARD • MY HERO • TERRY AND THE PIRATES

TOWN AND COUNTRY TIME • SECRET FILE U.S.A. • TUNE-O

See SDG Pitch For Pay Hike

HOLLYWOOD, Nov. 27.—Indications this week were that the Screen Directors' Guild will ask for a pay hike from vidfilm producers when contract negotiations are held next spring, altho Joseph Youngerman, the Guild's executive secretary, reports that no concrete plans have yet been laid. Between 60 and 65 per cent of the Guild's members are now employed in the vidpix business.

Telefilm directors were left behind on the pay structure this week when the SDG negotiated new contracts with theatrical film producers calling for raising of directors' minimums from \$550 to \$600 per week, effective January 1. First assistants move from \$300 to \$335 and second assistants from \$175 to \$190.

Directors have been on par in the TV and theatrical fields, but first assistants in television have been drawing slightly more, \$325 per week. It appears that the salary minimums will again be comparable after the April negotiations with telefilm producers.

The new contract also calls for a motion picture health and welfare fund as well as a pension fund. What the cost of these will run to has not yet been estimated, but experience has been that tho it is nominal in the early years, it begins to mount after a period of time.



COMING

A great

Homer Bell is a widower, lawyer, judge, and head of a rollicking household. Gene Lockhart brings Homer Bell to life... makes him real, believable, lovable!

SOON



This is Homer's niece Casey (Cassandra, for long). She's 15, quite a tomboy... but in the process of discovering she's very much a woman.

Maude, Homer's housekeeper for 18 years. Knows all the local gossip. She's quick with a wisecrack and argues with Homer like an opposing attorney.

new human interest comedy for syndicated TV!

"His Honor, Homer Bell"

starring **Gene Lockhart**

A happy, heart-warming show with the broadest audience appeal ever offered for local sponsorship. Each of the 39 filmed episodes is a light-hearted portrayal of goings-on in a typical American household. It's refreshing entertainment the whole family will enjoy.

NBC FILM DIVISION

SERVING ALL SPONSORS... SERVING ALL STATIONS

NBC FILM DIVISION—30 Rockefeller Plaza, New York 20, N. Y. • Merchandise Mart, Chicago, Illinois
Sunset & Vine Sts., Hollywood, Calif. • In Canada: RCA Victor, 225 Mutual St., Toronto; 1551 Bishop St., Montreal

PRODUCTION NOTES

By BOB SPIELMAN

Roland Reed is high on a new series with European background on which he expects work to begin early next year. Reed will go to Europe around March to shoot between 30,000 and 50,000 feet of background film. Except for backgrounds, show will be produced at Hal Roach Studios. Reed will take no cast to the Continent with him, but will use doubles in shots of famous eateries, notable sights, etc. Reed believes this is the only sensible way to get foreign flavor in teleseries. Two or three years ago he attempted to shoot a series entirely in Europe but could come up with only eight or 10 English-speaking actors for supporting roles, so had to give up.

Robert Maxwell, producer of the "Lassie" show, is looking for another series on which to start work after he finishes the first 39 of the canine pix.

A newscaster on television needs to be as much a showman as a newscaster, Jack Heintz, general manager of KCOP, contends in analyzing the factors that make a successful news program.

One of the most linguistically endowed actors in Hollywood is Naji Gabbay, originally of Bagdad, who speaks 14 languages. He's appeared in several TV pix and recently was consultant on the "Passport to Danger" segment, "Calcutta."

Ray Bolger heads the Red Cross Christmas drive for blood donations. The TV star will tape special radio spot announcements as well as do plugs on television and movie newsreels.

Stock footage is being reshot in color for new segments of the "Superman" series which go before the tint cameras Monday (29). Whitney Ellsworth produces and Harry Gerstad and George Blair direct.

First regularly scheduled weekly color program on a Los Angeles station will be the hour-long "Western Varieties" show which KTLA will begin telecasting in tint Friday (3).

TV Spots' business during the first eight months of 1954 tripled the 1953 volume, according to President Robert Wickersham. The TV commercial production firm has opened enlarged headquarters and hired George S. Summers as Eastern sales executive as result of the expansion.

REVOLVING DOOR

Roger Grauman, president and owner of C. R. Grauman Studios, for many years one of Chicago's prominent commercial art organizations, has joined Kling Studios in Chicago as vice-president and account executive. . . . Robert Sable, one of the few cameramen in Chicago belonging to the American Society of Cinematographers, has joined the staff of Kling Film Productions in Chicago. . . . Filmack Trailer Company is in the process of doing some government work, and in the process, all department heads had to be finger-printed.

United Film Service, branch of UM&M, this week named Hugh Kerwin as its St. Louis TV supervisor. He was on the sales staff of KSD-TV for three years. . . . William Clark has been named film director of WLW-C, Columbus, O. . . . Doris Riechbart has joined Robert Lawrence Productions as production co-ordinator. She was formerly with MPO Productions. . . . Hans Tiesler has been elected vice-president and director of Louks & Norling Studios. He replaces Wil Marcus, who will henceforth serve as a consultant. . . . George Ottine has been appointed manager of the animation department of Transfilm. . . . Dave Bader, sales vice-president of Atlantic Television, has been elected 38th president of the Associated Motion Picture Advertisers. . . . J. Don Alexander, president of the Alexander Film Company, announced that the firm will pay a year-end bonus to the 500-member staff at its Colorado Springs, Colo., studios. It also is paying a \$1 dividend per share to common stockholders of record on November 26.

Guild Sets Kick-Off For 'Confidential'

HOLLYWOOD, Nov. 27.—Guild Films will begin production on "Confidential File," the Paul Coates show which has been among the top 10 in Los Angeles as a combination live-film program for the past several months, on December 13. Shooting will take place on location throught the country as well as in Hollywood.

The series was one of those announced by Guild at the time of its merger with Vitapix. Altho KTLA is the Vitapix station in Los Angeles, "Confidential File" will remain on KTTV, where it has been since its inception, in this area.

Reed to Do Atomic Pix

HOLLYWOOD, Nov. 27.—Production on a 40-minute film on atomic power and its development was begun by Roland Reed Productions this week. Bringing atomic concepts down to a level so that the ordinary person can understand them, the film stars Fred MacMurray and is being shot in Pittsburgh and at the Hal Roach Studios.

Stirring Documentary May Be Telecast Free



"Japan Mans the Ramparts"

History in the making has been recorded in the 11½ highly informative minutes of this 16mm sound motion picture, available free to television stations.

Viewers will see how Japan, island nation perilously close to the iron curtain, is organizing its defenses with arms supplied by the U.S.

Reserve your playdate without delay. Write Modern today.

MODERN TALKING PICTURE SERVICE
T. V. DIVISION
219 East 44th Street, New York 17, N. Y.

THE BILLBOARD SCOREBOARD

TV Film Commercials in Production Since October 1

This is a monthly feature of The Billboard's TV Film department and offers the most complete directory available of production of film commercials. Producers or others who desire to have their products included should send their listings to reach The Billboard's New York office no later than the 25th of each month. Listings should be for the last full preceding month.

The following symbols are used to designate types of commercials listed: LA—live action; FA—full animation; S—semi-animation; J—jingles; S—slides.

Advertisers (and show, if any)	Products	Agency	Many How	In Sec. Length	Color (C denotes Type)
J. C. Branscombe Products—Speedy Ross	Exerciser—A. Martin Rothbardt		1	510	L
Chesty Foods—Chesty Potato Chips—Ruben Adv.			2	60	F-L-J
Prado Wine Co.—Melody Hill Wine—Ruben Adv.			2	20 & 60	F-L-J
Wisconsin Independent Oil Corp.—Wisco Gasoline—W. B. Doner & Co.			2	120	L
Marks Brothers Jewelers—Cummins Power Drill Kit—W. B. Doner & Co.			1	30	L
Osterizer—W. B. Doner & Co.			1	30	L
Cory Heaters—W. B. Doner & Co.			1	30	L
Clack Radios—W. B. Doner & Co.			1	30	L
Dormeyer Mixers—W. B. Doner & Co.			1	30	L
Club Aluminum Cookware—W. B. Doner & Co.			1	30	L
Toasters—W. B. Doner & Co.			1	30	L
Trav-Ler Phonographs—W. B. Doner & Co.			1	30	L
Indiana Fur Co.—Fur Coats—Branch Adv. Prod.			1	60	L
Regan Baking Co.—Regan Rolls—Branch Adv. Prod.			1	60	L
Alexander Film Co., Alexander Film Building, Colorado Springs, Colo.					
American Can Co.—Paper Milk Cartons—Direct.			5	13	L
Dixie Mills Co.—Feed and Seed—Direct.			4	60	L
Maplecrest Farms—Turkeys—Bob Betts Adv. Agency			3	20	L
Mayflower Warehousemen's Assoc.—Virgil A. Warren			3	60	L & F
General Insurance Co. of America—Cole and Weber			8	20 & 46	L & F
Condor Films, Inc., 1066 Olive St., St. Louis 1					
Banquet Canning Co.—Caper Dog Food—Stocker & Assoc.			8	20 & 60	F
Union Electric Co. (Star & the Story)—Public Utilities—Gardner Adv.			2	20	L-F
American Furnace Co.—Afcu Furnaces—Direct.			3	20	F
Jack Denove Productions, Inc., 7142 Sunset Blvd., Hollywood 46					
Standard Oil of Calif.—BBD&L			14	60	L-A
Palmolive—Ted Bates			6	various	L (2-C)
DuPont—BBD&L			10	180	L-A
Jerry Fairbanks Productions, 6052 Sunset Blvd., Hollywood					
Chrysler Corp., Dodge Div.—Automobiles—Grant Adv.			6	60	—
Gothic Films, 666 Fifth Avenue, New York					
Chrysler Corp., Dodge Div.—Automobiles—Grant Adv.			12	—	L
Hankison Studio, Inc., 15 West 46th St., New York					
Post Cereals (Roy Rogers)—Sugar Crisp—Benton & Bowles			1	65	F
Radikol—Radikol—Leonard Wolf			1	60	L-F
Carlings—Ale—Benton & Bowles			9	60 & 20	L-F
Norwich Drug Co.—Pepto-Bismol—Benton & Bowles			4	20	F
Singer Co.—Sewing Machines—Young & Rubicam			1	60	F
Hollywood Television Productions, 505 Fifth Ave., New York					
Cameo Curtains—Curtains—A.C.A.			13	60	L (C)
State of New Jersey—Highway Safety—H.T.P.			12	60	L (6-C)
Kling Studios, 601 N. Fairbanks Ct., Chicago					
Hamilton Manufacturing Co.—Washers & Dryers—The Brady Co.			3	60	L
O' Cedar Products—Mops, Dri-Glo—Turner Agency			6	various	L (C)
Republican State Central Comm.—Endorsements—Ames TV Productions			1	10	L
Foreman Motors—Automobiles—Olian & Bronner			1	40	L
Kansas City Chevrolet Dealers—Automobiles—Merritt-Owens			2	10	F
Miles Laboratory—Tabcin & Nervine—Geoffery Wade Adv.			8	20 & 60	S
Binghamton Savings Banks—Banking—Riger & Sheeley			10	20 & 60	F
Standard Oil Co.—Permalube Premium—D'Arcy Adv.			12	60	L
United Wallpaper—Wallpaper—Ruthrauff & Ryan			2	20	L
Standard Federal Savings of Detroit—Savings & Loan—Denman-Baker Adv.			10	20 & 60	F
H. P. Hood Dairies—Ice Cream—Direct			10	20	L
Hotpoint—Appliances—Maxon, Inc.			1	60	F
McLaughlin's Manor House Coffee—Coffee—Earl Ludgin			3	10 & 20	L
Old Colony Co-Operative Bank of Providence—Banking—Gordon Schonfarber & Assoc.			10	20 & 60	F
First Federal Savings of Peoria—Savings & Loan—Arbingast-Becht & Assoc.			10	20 & 60	F
American Dairy Assoc.—Campbell-Mithun, Inc.			4	20	F
Capital Federal Savings of Topeka—Savings & Loan—Advertising Div., Inc.			10	20 & 60	F
First National Bank of Oregon—Banking—Cole & Weber			10	20 & 60	F
U. S. National Bank of Omaha—Banking—Allen & Reynolds			10	20 & 60	F
Searly Mattress Co.—Mattresses—Weiss & Geller, Inc.			9	various	S
Blue Shield—Bozell & Jacobs			1	60	L
Johnson Motors—Outboard Motors—Direct			6	60	L
Peoples Trust & Savings Co., Fort Worth—Banking—Louis E. Wade Adv.			10	20 & 60	F
Jergens—Instant Suds—Stockton-West-Burkhardt			3	20	L
Gate City Savings, Fargo—Savings & Loan—Advertising Div., Inc.			10	20 & 60	F
Light Crust Flour—Flour—Tracy-Locke Co., Inc.			1	10	L
The Detroit Bank—Banking—Grant Adv.			10	20 & 60	F
Ohio Bell Telephone Co.—Service—McCann-Erickson			3	20	L
Great Falls Brewing Corp.—Beer—Wendt Adv.			15	20 & 60	L
Kellogg Co.—Sugar Snacks; Toasted Flakes—Leo Burnett			1	60	L
Passaic-Clifton National Bank—Banking—Samuel Croot, Inc.			10	20 & 60	F
Lambert Chemical—Listerine Toothpaste—Direct			2	40	L
Central Democratic Committee—Endorsements—Robert A. Platt Agency			1	10	F
Borden's Co.—Chocolate Milk & Ice Cream—Tracy-Locke Co., Inc.			2	8	F
Kroehler—Henri-Hurst-MacDonald			1	60	L
U. S. Gypsum Texolite Div.—Duri-Dri; Texture—Fulton Morrissey			2	60	L
Illinois Democratic Committee—Endorsements—Ames TV Prod.			3	60	L
Illinois Republican Committee—Endorsements—Ames TV Prod.			6	various	L
Nola Studios, Inc., 1657 Broadway, New York 19					
Arthritis & Rheumatism Foundation—Fund-Raising—Direct			6	20	L
Princeton Film Center, Princeton, N. J.					
General Motors Corp. (Big Town)—A. C. Sparkplugs—D. P. Brothers & Co.			10	60	S
Riviera Productions, 1713 Via El Prado, Redondo Beach, Calif.					
Womack Co.—Unmask—R. W. Weaster			1	60	L-S (C)
RKO-Pathé, 1270 Sixth Ave., New York 20					
Chrysler Corp.—Automobiles—McCann-Erickson			—	—	—

(Continued on page 17)

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The superior QUALITY CONTROL consistently maintained by MOVIELAB on all film processing assignments has earned it the jealously-guarded reputation of being the "QUALITY LABORATORY" in the east.

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- Quality Control
- 16 mm and 35 mm Release Printing
- Title Department
- 25 Cutting and Editing Rooms
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619 West 54th Street, New York 19, N. Y. JUdson 6-0360

ATTENTION

AGENCIES—INDEPENDENT BUYERS—T. V. STATIONS—SPONSORS

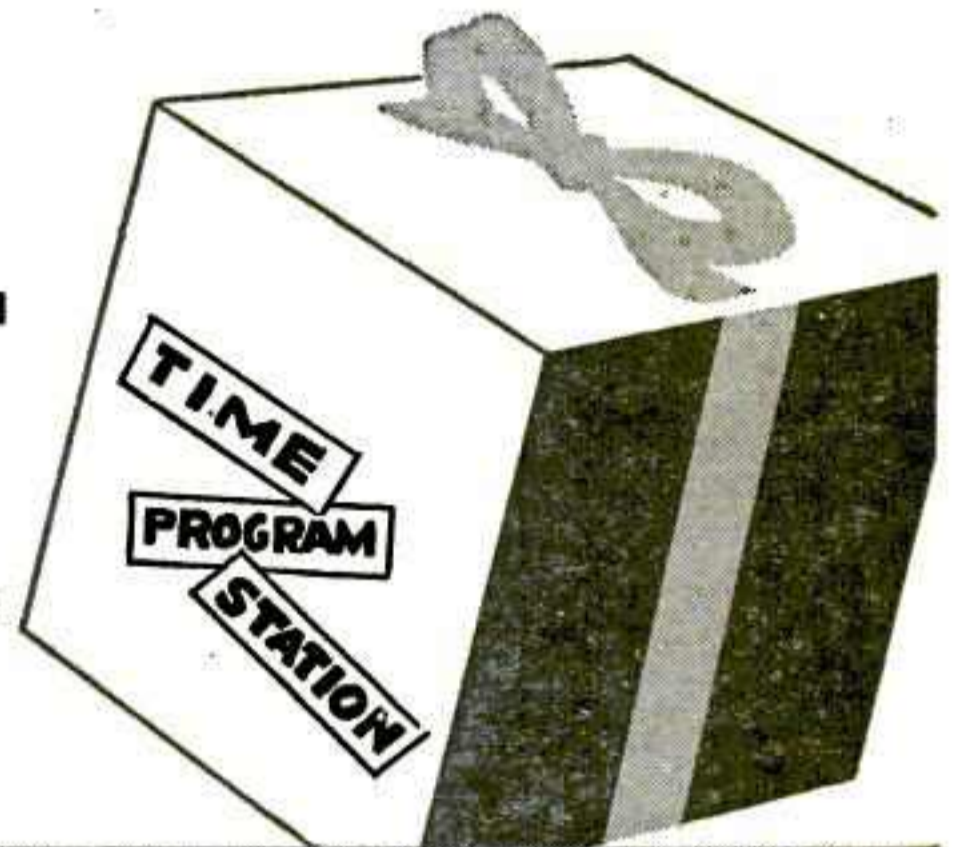
NEW HILLBILLY FILM SHOW

READY FOR RELEASE

Have 13 fifteen-minute open end filmed shows ready to run—starring Tommy Scott, 4 Star and King recording artist; Curly Williams, Ga. Peach Pickers, Columbia recording band; John Daniels Gospel Quartet, heard for years on Grand Ole Opry; Ed Jordan's Tennessee Farmers, original fast show, quality fair; can be sold cheap. For further information address:

TOMMY SCOTT 5880 HOLLYWOOD BLVD.
HOLLYWOOD, CALIFORNIA

NOW...all the loose ends tied-up in a single TIME AND PROGRAM PACKAGE NATIONAL SPOT TV COVERAGE...



TOP PROGRAMS TOP STATIONS

TEN HOURS PER WEEK OF FILM PROGRAMMING
PRODUCED EXPRESSLY FOR NATIONAL SPOT SPONSORSHIP:



Liberace



Betty White



Florian Zebach

GUILD's 1955 schedule provides five hours of prime night-time programming, made up of ten all-star half hour shows...and five hours of lively day-time programming, made up of twenty quarter-hour segments, designed for across-the-board showing. Here are some of the program titles...*Many available immediately...* and others to be announced soon.

- Paul Coates' CONFIDENTIAL FILE
- THE GOLDBERGS, starring Gertrude Berg
- THE NEW LIBERACE SHOW
- THE FRANKIE LAINE REVUE
- A DATE WITH FLORIAN ZABACH
- LIFE WITH ELIZABETH, starring Betty White
- BRIDE AND GROOM
- IT'S FUN TO REDUCE
- DR. NORMAN VINCENT PEALE
- CONNIE HAINES SINGS



Gertrude Berg



Frankie Laine



Connie Haines



Dr. Peale



Margaret Firth



Paul Coates

what you get:

1. Desirable time periods in all markets selected.
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| KSTP | Minneapolis |
| KDSU | New Orleans |
| WKY | Oklahoma City |
| WOW | Omaha |
| KPHO | Phoenix |
| WPTZ | Philadelphia |
| WGAN | Portland, Me. |
| KOIN | Portland, Ore. |
| WJAR | Providence |
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| WHBF | Rock Island |
| KSL | Salt Lake City |
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THE BILLBOARD SCOREBOARD

ARB Non-Network Film Ratings

of All TV Film Series in All Major Markets

This chart is one part of a four-week rating study in which all pertinent data is given for every non-network TV film series currently being shown in markets surveyed by the American Research Bureau.

In which case they are nationally spot booked. Stations, when designated by an asterisk (*), are UHF outlets.

The highest rated opposition program is shown along with each film series listed, and ARB ratings are given for programs competing with the top 10 film series in each market.

For further information on audience size and breakdown, please consult American Research Bureau, National Press Building, Washington 4; 551 Fifth Avenue, New York, or P. O. Box 6934, Los Angeles 22.

Listing of films is by rank order, according to rating.

All films shown are sold on a syndicated basis unless they are designated by a dagger (†).

Table with columns: Oct. ARB Rating, Rank Among Films, Title, (Type) and Distributor, Station, Day, Time, Top Opposition & Rating

PORTLAND OREGON 2 STATIONS

TOP TEN LOCALLY RATED PROGRAMS (*Indicates Non-Network)

Table listing top 10 locally rated programs in Portland Oregon, including 'Toast of the Town, KOIN' and 'Jack Benny, KOIN'.

Table listing film series in Portland Oregon, including 'Favorite Story (Drama), Ziv TV' and 'Waterfront (Adv.), UTP'.

Table listing film series in Portland Oregon, including 'Hick Carson (West.), Coca-Cola Co.' and 'Superman (Adv.), Flamingo Films'.

Table listing film series in Portland Oregon, including 'Frankie Laine (Music), Guild Films' and 'Drew Pearson (News), MPTV'.

OMAHA 2 STATIONS

TOP TEN LOCALLY RATED PROGRAMS (*Indicates Non-Network)

Table listing top 10 locally rated programs in Omaha, including 'I Love Lucy, KMTV' and 'Our Miss Brooks, KMTV'.

Table listing film series in Omaha, including 'I Led Three Lives (Adv.), Ziv TV' and 'Cisco Kid (West.), Ziv TV'.

Table listing film series in Omaha, including 'Racket Squad (Mys.), ABC Film' and 'Hopalong Cassidy (West.), NBC Film'.

DALLAS-FT. WORTH 3 STATIONS

TOP TEN LOCALLY RATED PROGRAMS (*Indicates Non-Network)

Table listing top 10 locally rated programs in Dallas-Ft. Worth, including 'I Love Lucy, KRLD' and 'Ford Theater, WBAP'.

Table listing film series in Dallas-Ft. Worth, including 'I Led Three Lives (Adv.), Ziv TV' and 'Waterfront (Adv.), UTP'.

Table listing film series in Dallas-Ft. Worth, including 'Hick Carson (West.), Coca-Cola Co.' and 'Superman (Adv.), Flamingo Films'.

Table listing film series in Norfolk, including 'Flash Gordon (Adv.), MPTV' and 'Duffy's Tavern (Comedy), MPTV'.

NORFOLK 2 STATIONS

TOP TEN LOCALLY RATED PROGRAMS (*Indicates Non-Network)

Table listing top 10 locally rated programs in Norfolk, including 'Toast of the Town, WTAR' and 'G. E. Theater, WTAR'.

Table listing film series in Norfolk, including 'Badge 714 (Mys.), NBC Film' and 'I Led Three Lives (Adv.), Ziv TV'.

Table listing film series in Norfolk, including 'Mr. District Attorney (Mys.), Ziv TV' and 'Foreign Intrigue (Adv.), Sheldon Reynolds'.

MEMPHIS 2 STATIONS

TOP TEN LOCALLY RATED PROGRAMS (*Indicates Non-Network)

Table listing top 10 locally rated programs in Memphis, including 'Groucho Marx, WMCT' and 'Favorite Story, WMCT'.

Table listing film series in Memphis, including 'Favorite Story (Drama), Ziv TV' and 'Cisco Kid (West.), Ziv TV'.

Table listing film series in Memphis, including 'Racket Squad (Mys.), ABC Film' and 'Mr. District Attorney (Mys.), Ziv TV'.

ALBANY-SHENECTADY-TROY 3 STATIONS

TOP TEN LOCALLY RATED PROGRAMS (*Indicates Non-Network)

Table listing top 10 locally rated programs in Albany-Schenectady-Troy, including 'Groucho Marx, WRGB' and 'Martha Raye, WRGB'.

Table listing film series in Albany-Schenectady-Troy, including 'Favorite Story (Drama), Ziv TV' and 'Death Valley Days (West.), Pacific Borax'.

Table listing film series in Albany-Schenectady-Troy, including 'Superman (Adv.), Flamingo Films' and 'Kieran's Kaleidoscope (Misc.), ABC Film'.

CHARLOTTE 2 STATIONS

TOP TEN LOCALLY RATED PROGRAMS (*Indicates Non-Network)

Table listing top 10 locally rated programs in Charlotte, including 'Jackie Gleason, WBTV' and 'I Love Lucy, WBTV'.

Table listing film series in Charlotte, including 'City Detective (Mys.), MCA-TV' and 'I Led Three Lives (Adv.), Ziv TV'.

JUKEBOX LEGISLATIVE HISTORY

Attempts to End Copyright Exemptions Date Back to '26

By BEN ATLAS

Legislative attempts to end the jukebox exemption from copyright royalties have had a long and wordy history on Capitol Hill.

Legislation to wipe out the exemption mandated by the Copyright Act of 1909 has been introduced in nearly every Congress since 1926.

There have been eight different hearings before Congressional committees, most of them running to considerable length. The legislation reached the floor twice; it was debated on the House floor in 1930 and on the Senate floor in 1935. Since 1936, legislation on the subject has failed to emerge from committee.

Here's a rundown of the history:

69th Congress 2d session (1926-'27)—Hearings held, bills left on scrapheap.

70th Congress (1927-'29)—Legislation introduced, left on scrapheap.

71st Congress (1929-'31)—Legislation introduced, hearing held by House Rules Committee; House floor debate in 1930. A lot of the debate involved an amendment offered on the floor rewriting the section of the Copyright Act which specified an exemption for jukeboxes. The amendment was debated and tabled. The House subsequently defeated the amendment without debate. The bill went to the Senate without the amendment relating to coin-operated machines. The Senate Subcommittee on Copyrights held hearings in 1931 (3d session of the 71st Congress). The Senate committee amended the bill, making it provide that the use of a machine for the reproduction of musical works was not a public performance for profit unless a fee was charged for admission to the place where the rendition occurred. After extensive debate, the amendment was agreed to by the Senate but the bill failed to pass.

72d Congress (1931-'33)—Hearings held by the House Subcommittee on Copyrights, Patents and Trademarks in 1932.

74th Congress (1935-'36)—Two bills introduced in the Senate, two in the House. Hearing held before Senate Subcommittee on Copyrights, Patents and Trademarks in 1935; hearing held before House Subcommittee on Copyrights, Patents and Trademarks in 1936.

75th thru 78th Congresses (1937-'44)—Bills were introduced almost every year in each of these Congresses but no hearings were staged.

79th Congress (1945-'46)—Two bills introduced. Lengthy hearings were staged by House Subcommittee on Copyrights, Patents and Trademarks.

80th Congress (1947-'48)—The battle centered on three bills, two of them to wipe out the jukebox exemption. The third bill, sponsored by Rep. Hugh Scott (R., Pa.), who was also author of one of the jukebox royalty bills, proposed to permit copyrights on recorded versions of previously copyrighted material. Known as the "Interpretation Bill," this would have authorized copyrights on individual arrangements of recordings. This legislation got lengthy hearings before the House Judiciary Subcommittee on Copyrights, Patents and Trademarks in 1947.

The issue got a going-over on another front in that Congress when the House Education and Labor Committee deliberated the question of uses of royalty funds. This question rose when the committee in rewriting the National Labor Relations Act called for outlawing welfare funds, then widely employed by James C. Petrillo's American Federation of Musicians, as well as John L. Lewis' United Mineworkers. Rep. Carroll D. Kearns

(R., Pa.), chairman of a subcommittee on Petrillo's activities, seriously sought to draft a bill proposing that phonograph records be labeled separately "for commercial use only" and "for home use only." The idea was dropped as too cumbersome to administer, tho it was revived briefly at a subsequent jukebox copyright hearing.

82d Congress (1951-'52)—Rep. Scott at the outset of this Congress hopped a bill identical to his old one calling for outright repeal of the jukebox exemption. Soon afterwards, Sen. Estes Kefauver (D., Tenn.) introduced a more detailed bill. Four months later, a modified version of the Kefauver bill was hopped by the late Rep. Joseph C. Bryson (D., S. C.). Two days later, Kefauver introduced an identical counterpart to the Bryson bill. The Bryson-Kefauver bill, which would have made the rendition of a copyrighted composition on a jukebox a public performance for profit, exempted single jukebox operators or owners. The bill provided that owners or operators of more than one jukebox must obtain a license and pay royalties. The bill would have allowed them to use records in the jukeboxes without first obtaining a license, provided that they subsequently paid 1c per royalty to the composer of every copyrighted composition on each record inserted in any particular jukebox.

Lengthy hearings were held by the House Judiciary Subcommittee on Copyrights, Patents and Trademarks, headed by Rep. Bryson.

For and Against

The line-up of witnesses was pretty much the same as in previous hearings, with the American Society of Composers, Authors and Publishers in the van of proponents, as it had always been. Other supporters: Broadcast Music Incorporated, Authors' League of America, Songwriters' Protective Association, National Federation of Music Clubs, Music Publishers' Protective Association, National Music Council, American Book Publishers' Council, Federal Bar Association of New York, New Jersey and Connecticut, the Register of Copyrights, the State Department, and the Librarian of Congress.

Opponents of the legislation this time included the record manufacturing industry (spokesmen for Columbia, Capitol, RCA Victor, M-G-M and Decca Records). Some three-score witnesses were on hand against the bill, including manufacturers of coin-operated phonographs, such as David Rockola, President of Rock-Ola Manufacturing Company; distributors, operators' groups, such as the California Tavern Association.

Debate was so acrimonious that subcommittee members urged the participants to seek an industry-wide conference to see if they could resolve differences.

The Bryson subcommittee failed to reach agreement after studying some suggested compromises of their own, including revival of the old Kearns idea of establishing separate home use and commercial use labels on disks, so as to impose jukebox royalties on commercial labels. An eleventh-hour attempt by Bryson to get the bill favorably discharged from his subcommittee to the full committee failed, and the co-author had to content himself with a minority report recommending the legislation.

83d Congress (1953-'54)—The battle shifted to the Senate side. The late Sen. Pat McCarran (D., Nev.) introduced a bill to extend the Copyright Act to jukeboxes but exempting operators of single jukeboxes. Sen. Everett M. Dirksen (R., Ill.) hopped a bill identical with

(Continued on page 72)

FAR TOO MUCH OF SAME DISK

CHICAGO, Nov. 27.—Admittedly there are those who will claim that the record business is easy, and there are those who will loudly proclaim that the business is tough. However, maybe the degree of toughness may be proportional to the amount of work being turned out by the individual.

In any case, lightning has struck twice in the offices of Mercury Records. Earlier this year promotion director, Kenny Myers, was sidelined from the record gridiron with a slipped disk. This put an overload of work on the shoulders of vice-president and a.&r. director, Art Talmadge. This week Talmadge entered the hospital with a displaced disk, and is currently in traction. This puts an overload of work on Kenny Myers' shoulders.

REPORT

V-M Trailer To Showcase Line a Click

BENTON HARBOR, Mich., Nov. 27.—Leonard D. Allen, New York State representative for the V-M Corporation here, announced this week that his idea of using a house trailer to demonstrate V-M's line of phonographs to distributors was highly successful.

Allen got the idea to "bring the mountain to Mohammed" by equipping a house trailer and designing it for product display and order taking. It has a series of sturdy plywood shelves which hold the equipment both for display and demonstrator, auditions. A handy order taking bar is also included in the interior set-up. The trailer is also set up with amplifier systems for exhibiting at fairs, etc.

Allen is reportedly making strides with the system by proving it to be a convenient means of showing distributors and dealers the complete line with the added advantage of being able to demonstrate it.

Millar, Pruden To Liberace's Intl. Artists

HOLLYWOOD, Nov. 27.—Bob Millar and Hal Pruden this week joined pianist Liberace's International Artists, Ltd., and Del Canto Music publishing firms, in an expansion of the firm's activities.

Millar and Pruden will assist Gordon Robinson, chief arranger and associate conductor for Liberace, in the development of a piano teaching method. Plans for the possible opening of a series of piano schools in a number of major cities throught the nation are being discussed by International Artists execs and Seymour Heller, of the personal management firm of Gabbe, Lutz & Heller.

Rights, Masters of Rondo to Oberstein

CHICAGO, Nov. 27.—Rondo Records, headed by Nick Lany, has sold all its rights and masters to Record Corporation of America, headed by Eli Oberstein. The move was made several weeks ago with all of Rondo's distributors being notified of the sale.

The new firm will retain the label of Rondo Records. However, it was noted that the pressing of the disks will be done by Kelt Rondo Records Corporation, at 141 W. 49th Street, New York. The address is that of Olympia Distributing Company, which reportedly is handling distribution of the line.

CHRISTMAS SINGLE LIST OF DISKERIES FOR '54

Here is a list of the new pop, c.&w. and r.&b. single Christmas records released to date this season by the major and indie record firms. The listing, presented as a service to dealers, disk jockeys and operators, for use as a buying or programing guide, contains title, artist names and record number.

- CAPITOL**
 Rudolph the Red-Nosed Reindeer Mambo—Billy May ork. .2948
 White Christmas
 The Christmas Waltz—Frank Sinatra2954
 Be Kind to the Street Corner Santa—Yogi Yorgesson2978
 Peace on Earth
 Christmas Time Is Here—Martha Carson2969
- COLUMBIA**
 A Christmas Present to Santa Claus—Rosemary Clooney
 March of the Christmas Toys—Jose Ferrer40317
 Bow-Wow Wants a Boy for Christmas
 Little Johnny Snowball—Red Buttons40384
 I Saw Mommy Do the Mambo
 Santa Claus Blues—Jimmy Boyd40365
 The Angel in the Christmas Play
 Got a Cold in the Nose for Christmas—Gayla Peevey . .40364
 I'm Gonna Put Some Glue Around the Christmas Tree
 Counting Sheep—Peggy King40362
 Jingle Bells Mambo—Pete Rugulo ork40369
 'Twas the Night Before Christmas
 Santa and the Doodle-Li-Boop—Art Carney40400
 Santa Plays the Trombone
 Let's Have an Old-Fashioned Christmas
 —Chuck Murphy21322
- CORAL**
 'Twas the Night Before Christmas
 I Want to Do More Than Whistle—The Lancers61314
 Christmas Alphabet
 Give Me Your Heart for Christmas
 —The McGuire Sisters61303
- DECCA**
 White Christmas—Bing Crosby, Danny Kaye, Peggy Lee, Trudy Stephens29342
 Baby Brother

(Continued on page 22)

CITY SLANT ON FOLK TUNES

Fredericton Dealer Success Based on Making Music Fun

By FRED H. PHILLIPS

FREDERICTON, N B., Canada, Nov. 27.—Want to sell more folk recordings? Then beam your efforts at a city audience. Use every means to make city people aware of the fun and frolic the old-time jigs and reels can be. That's the considered opinion of Herby Webber, a music dealer here, who handles all the standard labels.

His opinion stems from an experience he had as president of the Fredericton Kennel Club. A winter ago he landed the dog fanciers right in the middle of the Jamboree business, simply because they needed a few hundred dollars for show benching.

His basic idea, translated into "Saturday Night Jamboree," worked out something like this: The Kennel Club would produce a show in Teachers College Auditorium each Saturday night for 21 weeks. Each program would be built around six established artists in order to give the audience a solid value for its admission price. In addition, there would be six

contestants each week. These were to be judged on the spot each night by using an applause meter. To let the audience know at once just what they were doing for their favorites, the dial of the applause meter was amplified on a curtain.

Winning Trip

For the final event of "Saturday Night Jamboree," judges were brought from outside points. The grand prize winner was Freddie McKenna, blind fiddler who comes from the Fredericton suburb of Nashwaaksis. He promptly chose the trip to Wheeling, W. Va., and last August was heard with Doc Williams on WWVA's "Saturday Night Jamboree."

Webber is familiar with both classical and popular music circles. (Continued on page 22)

Freed Enjoined From Use of 'Moondog' Label

NEW YORK, Nov. 27. — Alan Freed, key r.&b. deejay broadcasting over station WINS here, was enjoined this week by New York Supreme Court Justice Carroll G. Walter from using the nickname "Moondog," or any variation thereof, on his radio show. The injunction was granted to Louis "Moondog" Hardin, colorful blind street musician who dresses in monk's habit and has been known by that name for a number of years.

The judge ruled that Hardin has been using the name since 1947 and Freed has been using it only since 1951, and that in using it Freed might be giving the impression that he was Hardin or connected with Hardin. Hardin had asked for \$100,000 in damages, and the judge stated that he would impanel a jury to consider if the plaintiff decided it was worth his while. The judge also ruled that Freed could continue to use the "Moondog Symphony" record, which was made by Hardin, since the tune was not copyrighted.

Freed stopped using the "Moondog" name on his program as of the injunction date (24). He has (Continued on page 22)

MAC in Drive To Expand Its Cocktail Dept.

CHICAGO, Nov. 27.—McConkey Artists Corporation, since dropping out of the band business recently, has gone into a concentrated drive to add new units and personnel to its cocktail unit department.

The firm appointed Myron Katz as manager of the department in Hollywood, and added Lou Reda as assistant to Lloyd La Brie in the New York office. Dick Sarlo has joined the Chicago office to handle cocktail units.

New units, which the firm has recently pacted, are Nancy Lee and the Fandango Three, Frank Cook and the Western Capers, the Flo Dryer Quintet, and the Pat Sheridan Quintet. Renewed five-year contracts include the Don Ragen and Ray Reynolds combos.

Mac's cocktail drive is also expanding beyond domestic activity. Bookings have recently been made in Alaska, Japan and Europe. The New York office has also made bookings in Brazil for the Lou Walters Revue, and Argentina for Perez Prado.

VOX JOX

By CHARLOTTE SUMMERS

SURFACE NOISES: Dave Scott, WIBX, Utica, N. Y., sounds off on the news item in The Billboard, November 6, re: the DJL and its alleged "extortion plot." He writes, "I received their letter several weeks ago and turned it over to our station manager whose only comment was, 'No.' This was my reaction, too. Frankly, I'm amazed at the furor created. I had assumed that the thing would die a natural death, and my own reaction was to ignore the whole thing, realizing that there must be a catch somewhere." . . . Wayne Wannab, WAGG, Franklin, Tenn., would like to add his voice to the r.&b. lyric criticism. "R.&b. music is the 'cool rage' here now, and I'm sure the music is here to stay. Of course, I'm all for the banning of suggestive tunes and have a policy on my show to stay clear of them. I could mention tunes and artists, but I'm sure everybody knows who they are."

• • •

Ellis Marvin, KSTT, Davenport, Ia., reports his particular beef: "It is my own humble opinion that when deejays stop having to knuckle under requests from kids who think the epitome of music is 'Sh-Boom' or perhaps 'Shake, Rattle and Roll,' dance music will come back and ballroom operators will have to put up the upholstered rope. I'm fighting like mad to get this area dancing again. It's a tough fight, but there are encouraging signs." . . . Ray Skinner, WLAM, Lewiston, Me., objects to our campaign against off-color r.&b. lyrics. He comments: "Why all the recent furor over supposed off-color lyrics? After all, sometimes the lyric is sincerely mature. And it is only our interpretation of it that makes it become whatever it is to become."

• • •

"I'm with Stan Freberg, so tell Bob Ferris, KOKK, Keokuk, Ia., to choose his weapons," writes Windy Wes Miller, KBK, Bakersfield, Calif. "I'll take 45's at turntable lengths. Believe me, I know you have to have rhythm and you certainly would be dead without blues, but the 'ideas' on some of these records are just too much." . . . In defense of "top tunes," Jerry Kay, WTI, New Orleans, sends

(Continued on page 46)

DEALER DOINGS

By JUNE BUNDY

TRAFFIC MOVERS: Denton, Cottier & Daniels, with stores in Buffalo and Niagara Falls, N. Y., reports good results with a promotion on London records, whereby customers are offered a pair of choice tickets to the Buffalo Philharmonic Pops concert with every purchase of \$10 or more. A newspaper ad on the promotion carried a detailed listing of album titles, in the order in which they would be rendered at coming concerts of the Buffalo Philharmonic. The offer is limited to one week. . . . The Record Shop, Henderson, Ky., features a remote deejay show from the store by Tommy Southwood over local station WSON every afternoon. . . . Byrum & Bates, Greenville, S. C., has increased the rate of sale on phonos this year, with players accounting for about 75 per cent as many sales as radios. Sales are mostly in the lower and middle range.

IN THE FIELD: Jack Seader has sold his Newark, N. J., shop, The Music Box, and will devote full time to his new venture, The Village Music Shop, Ridgewood, N. J. . . . The House of Records is the new name of the Hayes Record Shop, Detroit. Ex-owner Richard Hayes has sold the shop to a father and son management team, James and Kenneth O'Brien. The new owners are currently conducting an all-out campaign to build business, via ads in local school papers, doorknob promotion pieces and time on local deejay shows. . . . The Record Shack Corporation, Boston, will open its first branch store in New Haven, Conn., on or about January 2. The store will be known as the Radio Shack of Connecticut, with Myron S. Friedman as manager; Joseph Bakutis, head of the industrial sales department, and Kenneth L. Starr, head of the store's audio comparator.

JUST BROWSING: Henry Wolford Jr., Littleton, N. C., writes, "We sell rhythm and blues and spirituals five to one against pop and country and western disks. We have tried sales and specials on these platters from time to time, but have found very little interest shown. The Southern r.&b. record buyer wants the best when he has the money to spend and special sales to him are bound to have flaws." . . . Mrs. Gordon Moore, Clyde's Radio Service, Lenoir City, Tenn., is also enthusiastic about r.&b. sales. She writes, "The teen-agers are going wild over r.&b. I've been working at Clyde's Record Shop for three years now, and r.&b. disks are my favorite. I can sell twice as many of them as any other kind. I think you have to like music before you can sell it."

JUKE BOX WRAP-UP

Connecticut juke box operators are moving toward 10-cent play. Music Operators of Connecticut has voted to stage a test of the switch to higher prices. Plans call for 100 machines to be used for the test. Sixty machines will be programed in the normal fashion while 40 will use extended play records in a move to ease the switch to 10-cent play.

A new type of title strip, copyrighted by the J. P. Seeburg Company, should make disk artists happy. The strip's center section is devoted to the performers' names with both sides of the disk listed above and below the name. The strips will be turned out by the Star Title Strip Company and available to operators thru all Seeburg distributors.

Operators in Southern Florida pooh-pooh all the talk about the "new mambo craze." They've been programing plenty of mambo records for the past five or six years and have always been able to pull coin steadily with Latin-American music.

The Magnecord library of background music now runs to some 3,000 selections on 25 tape reels. This was noted this week when RCA Victor's Ben Selvin visited Chicago. Selvin has been in charge of programing and transferring the RCA Thesaurus library to tape reels for Magnecord.

For full details on these stories see the Music Machines department beginning on page 72.

Crew Cuts, Et Al Gross 47G In 7-Day Tour

CHICAGO, Nov. 27. — The packaged tour consisting of the Crew Cuts, Ralph Marterie and his orchestra, and singer Lola Dee grossed a whopping \$47,375 in a seven-day tour of ballrooms and theaters in the Midwest Territory around Chicago.

The package broke the house record at the Orpheum Theater, Madison, Wis., and drew 11,000 persons to two performances at the Music Hall of Purdue University, Lafayette, Ind. Other cities on the route were Green Bay, Wis.; Davenport, Ia.; Edelstein, Ill.; South Bend, Ind., and Milwaukee.

Indie Labels in Det. Undergo Changes

DETROIT, Nov. 27.—Revamping of the independent label set-up here will see the Great Lakes record label owned by Kenneth C. Campbell, Tony Vance and Ray Gahan being dropped in favor of two new labels, Avenue and Boulevard. The Campbell Recording Company, also, which has been cutting masters for other labels as well as producing some skating records, is being switched to Campbell-Gahan Enterprises, with headquarters at 927 Vernier Road, in Grosse Pointe, Mich.

Campbell and Gahan currently have a hit in "Runaround" by the Chuckles, which they sold to Label "X."

City Slant

Continued from page 21

He is concert master of the Fredericton Civic Orchestra, a member of the executive board of the Fredericton Community Concert Association and was for two years local chairman of the Kiwanis Concert Series.

On the proceeds of "Jamboree" the Fredericton Kennel Club staged a successful kennel and bench show in September, while a new series of guitar and fiddling contests was set to begin a winter's run in Teachers College this month. Only this year "Saturday Night Jamboree" would be louder and funnier. Thirty minutes of it would be broadcast each night from CFNB. Sponsor would be Capital Co-operative, Ltd., big marketing agency for the farmers of Central New Brunswick.

Most important, of course, is that Webber is selling a lot more of his stock of country music records and plenty more of all types of records.

Freed Enjoined

Continued from page 21

not been using the "Moondog Symphony" record for a few months. Freed is now calling his program the "Rock and Roll Show."

Clambake Plans

Freed will present his first dance in this city on January 14 and 15 at the St. Nicholas Arena. Talent will be chosen from those artists who finish highest in his current artist popularity poll. The St. Nick's two-day affair will be promoted by Morris Levy, Birdland exec.

All clambakes to be presented by Freed after the St. Nick's affair, will be handled by the Gotham Freed Corporation, a newly formed firm owned jointly by station WINS and Freed. Lev Platt, Freed's business manager, is setting up offices here to handle Freed's affairs. Platt has been in Cleveland up till now.

The Alan Freed Show is set for syndication in a number of markets across the country. It is set for stations in Kansas City and St. Louis under the sponsorship of Greisedick Beer. Regal Beer has purchased the show for New Orleans and Jackson, Miss., with the possibility of five more Southern markets to follow. It is also set for Flint, Mich. Negotiations are now going on with a number of other stations and sponsors in other cities.

CHRISTMAS SINGLE LIST OF DISKERIES FOR '54

Continued from page 21

The Spirit of Christmas—Kitty Kallen29315
Rudolph the Red-Nosed Reindeer
Santa Claus Is Comin' to Town
—Pennsylvanian's Teen Trio29351
Lonely Christmas Eve
I'll Be Walkin' the Floor This Christmas—Ernest Tubb...29350

LONDON

Santo Natale
Adeste Fideles—David Whitfield1508

MERCURY

Santo Natale—Ronnie Gaylord70504
Dig That Crazy Santa Claus—Ralph Marterie ork70493
Dance Mr. Snowman Dance
Twinkle Toes—The Crew Cuts70491

M-G-M

There'll Always Be a Christmas—The Regals11869
Jingle Bells Mambo
Rudolph the Red-Nosed Reindeer Mambo

—Frank Petty Trio11870
Santa and the Doodle-Li-Boop
The Story of Santa Claus—Sam Ullano.....

.....(Originally A-Bell 890, now M-G-M)
There Really Is a Santa Claus
I Want Santa Claus for Christmas—Rita Faye11867
Uncle Santa

The Fat, Fat Man—Leslie Uggams11868
Christmas Star
It's Christmas Time—Zeke Clements11872

RCA VICTOR

There's No Place Like Home for the Holidays
—Perry Como5950
I Want Eddie Fisher for Christmas—Spike Jones ork5920
This Year's Santa Baby—Eartha Kitt5902

There'll Always Be a Christmas
I Got a Cold for Christmas—Ames Brothers5412
Calypso Christmas

Christmas Tree—Voices of Walter Schumann5922
Christmas Can't Be Far Away
I'm Your Private Santa Claus—Eddy Arnold5905

Santy Baby
The Night After Christmas—Homer and Jethro5903
Santa Plays the Trombone—John Gordy5902

LABEL "X"

We Wanna See Santa Do the Mambo
Let's Stay Together 'Till After Christmas—Terry Fell ..0069
We Wanna See Santa Do the Mambo

Too Fat to Be Santa Claus—Bill Darnell, Smith Bros. ..0067

OTHER LABELS

White Christmas—The DriftersAtlantic 1048
Campanelle—Julius La RosaCadence 1252
I Want Eddie Fisher for Christmas

—Betty JohnsonNew-Disc 10013
Santa Baby Mambo—Pepi Adorno orkRainbow 267
Silent Night, Holy Night

White Christmas—The MulcaysCardinal 1024
Jingle Bells
Rudolph the Red-Nosed Reindeer

—The MulcaysCardinal 1025
We Wanna See Santa Do the Mambo
Wait 'Till After Christmas—John GreerGroove 0038

Jingle Bells
Let It Snow, Let It Snow—Joe Roland SextetSeeco 4157
Christmas Song

Sleighride—Joe Roland SextetSeeco 4156
Christmas Is a Little Doll—Nancy SteeleNew-Disc 10014
God Gave Us Christmas

Dig That Crazy Santa Claus
—Oscar McLollie orkModern 943
What If We Didn't Have a Christmas?

Silent Night, Holy Night—Dick AnthonySingtime 1502
My Cactus Christmas Tree
Happy Birthday, Gentle Savior

—Redd HarperSingtime 1104
Christmas Is the Time for Love—Michael Reine ..Pacifica 1001
There Will Be Another Merry Christmas

I Want a Kiss From Kriss This Christmas
—Al ColellaAnthracite 103
I Want a Man for Christmas—Joan ShawJaguar 3010
The Be-Bop Santa Claus—Babs GonzalesBruce 122

Christmas Holiday in Heaven
Jingle Bell Boogie—Jody LevinsSapphire 1002
The Silver Tree

The Tumbleweed Christmas Tree
—Kirk PatrickChesterfield 355

Decca's Division Mgrs., Assistants To Hold Meeting

NEW YORK, Nov. 27.—Decca will hold its semi-annual meeting of division managers and assistant division managers here next Thursday (2), Friday (3) and Saturday (4). Decca's sales chief, Syd Goldberg will preside over a discussion of the company's sales promotion plans for 1955.

The meet will be attended by the following: Eastern Division Manager Al Simpson and assistants Lou Sebok and Jim McDonald; Midwest Division Manager Sellman Schulz and assistants A. Weiner and Clarence Goldberg; Southern Division Manager R. M. McCormick and assistant Ed Russell; North-Central, Bill Glaseman and assistant Bill Green, and Western, L. C. Gilman and assistant Art Grobart.

'FINIAN'S'

Sound-Track Album Slated By Capitol

HOLLYWOOD, Nov. 27.—Despite reported differences concerning royalties between the artists and producers of the upcoming animated cartoon version of "Finian's Rainbow," Capitol Records will issue a sound-track album of the film by Ella Logan and Frank Sinatra, both under contract to the recording company.

Logan and Sinatra are slated to do all but one tune for the film, being produced by Maurice Binder for Distributors Corporation of America. Ella Fitzgerald, a Decca recording artist, will track one tune, with Decca reportedly agreeing to the use of her voice by Capitol. The Oscar Peterson Trio, augmented by drummer Bobby White, has also been signed for the film.

2 BIG MONEY RECORDS

'LET ME GO LOVER'

Picked by the D. J.'s
Billboard and Cashbox

Sung by

Teresa Brewer

with

the Lancers

CORAL 61315



LET ME GO, LOVER

CORAL
61320

Jimmy Wakely



CORAL RECORDS

America's Fastest Growing Record Company

(A subsidiary of DECCA RECORDS, INC.)

TALENT TOPICS

TEMPLETON SETS 1ST CABARET DATE . . .

Pianist-composer-humorist Alec Templeton will join Duke Ellington at the Basin Street in New York for three weeks beginning Tuesday (30). It will be his first cabaret date. And before the engagement is finished Templeton will introduce his new piano concerto at a longhair concert in the recently-opened recital hall at the Metropolitan Museum of Art December 19.

BOZO TO MAKE CHARITY P.A. IN LONDON, CAN. . . .

Bozo, the Capitol clown, will make a charity appearance at the Children's Hospital in London, Ontario, on December 1. The trip is being sponsored by the Lions Club of Canada in conjunction with radio station CFPL. On December 3 and 4, Bozo will visit other hospitals in Toronto. On December 26 the kids' clown will fly to Kindley Air Force Base in Bermuda for a series of holiday shows for children of American and British personnel stationed there.

LAMPE TO BOOK GROVE TALENT . . .

Gus Lampe will return to the Ambassador Hotel, Los Angeles, to book shows and orchestras for the Coconut Grove under the supervision and direction of the Ambassador's vice-president and general manager, Joseph P. Hoenig.

CONN. WRIGHT CLUB RETURNS TO BANDS . . .

Wright's, Plainville, Conn., one of Connecticut's largest night club-restaurant locations, on a dine-and-dance policy for past several years, is returning to name bands. Tex Beneke's orchestra will play next Monday and Tuesday (29-30), with Sammy Kaye set in for December 6-7. Russ Ames' ork will fill in for the remainder of the week, according to owner George Navickas.

CHANDLER, KEEL FOR PALLADIUM? . . .

Most recent crop of rumors over the London Palladium's 1955 vaudeville bookings mention the names of film actors Jeff Chandler and Howard Keel. While the Palladium refuses to confirm either booking it is felt that Keel, who took a tentative vaude swing here recently, is a certain bet. Val Parnell,

the booker and manager, is known to favor trying out new American names.

The Entertainment Managers' Association has selected Eli Dantzig as chairman for its November 29 auditions of talent, to be presented to club agents who are seeking acts for club dates. Auditions will be held at the Sheraton-Astor Hotel. . . . Stan Rubin's Tigertown Five and Swing Sextette of Princeton University will combine with the Spring Street Stompers of Williams College for a concert to be given at Carnegie Hall here on November 27. . . . Lenny Lewis is now managing orkster Neil Hefti.

The Rover Boys are due for a repeat at Frank Dailey's New Jersey dancery, The Meadowbrook, December 14 to 26. . . . Roy Hamilton will make his Broadway debut at the Basin Street, December 20, joining the Duke Ellington show. . . . The Chordettes play the State Theater in Hartford, Conn., November 27-28. They'll visit deejays in the area plugging their current Cadence click. . . . Roger King Mozian opens at the Roosevelt Hotel, New Orleans, for three weeks beginning December 2. . . . The Four Tunes bow in at the Casino Royal, Washington, November 29 for a week's stay. . . . The Four Coins open at the Boulevard in Queens December 7.

Martha Wright, the "South Pacific" girl, will sub for Joan Edwards over WCBS' 9:30-10 a.m. show here Monday thru Friday, effective immediately. The program is a blend of live music and records. Miss Edwards, who collapsed from overwork last week, will be absent from three to six months.

Billy Eckstine opens in Sidney December 10, marking his first appearance in Australia. He will also play Perth and Newcastle, there. . . . M-G-M's Four Joes start a six-day engagement at Sciolla's in Philadelphia December 13. . . . George Shearing opens at Birdland, here, December 16 for a four-week stay. . . . CBS organist E. Power Biggs will do his Sunday (28) broadcast from Buffalo, where he will dedicate a new classic-style organ, specially built for Buffalo's Trinity Episcopal Church. . . . Peggy Lee and the Mills Brothers have cut their first Decca sides together, with both tunes written by the canary. The disk will be out next week. . . . Jackie Lee opens at Sciollas, Philadelphia, on Monday (29).

'Lover' Scramble Shifts

• Continued from page 20

will appear on the Ed Sullivan show over CBS tomorrow (28), the Perry Como show on Wednesday (1) over CBS and the "Stork Club" show over ABC Saturday (4).

Motherhood

Joan Weber became the mother of a daughter, Terry Lyn, on Tuesday (23) and received a tremendous publicity splash about her motherhood due to the hit record. Under these conditions it was impossible for Columbia to sked any TV shows for the girl, but they do have her set for a TV appearance on the Ed Sullivan show on December 26, at which time they hope that the record has hit the anticipated 1,000,000 so that she can receive her gold record in front of a TV audience.

Meanwhile, after some assiduous checking, The Billboard learned this week that the mysterious Al Hill, who wrote the new lyric for "Let Me Go, Lover," is actually a pseudonym for three writers—Fred Wise, Kay Twomey and Bernie Wiseman.

The sheet music still states that the words and music were written by Jennie Lou Carson, with "special lyrics by Al Hill." Tune is still published by Hill & Range, a Broadcast Music, Inc., firm, as was the original "Let Me Go, Devil," but this new version is non-exclusive BMI.

Sheet Sales

According to the publishers of the tune, "Lover" sold more copies of sheet music this week than any song the firm has ever published sold in the same period of time.

Any Zarzuelas?

• Continued from page 20

month, it launched a new series that will see an additional 25 zarzuelas issued by the label within the next six months. Its source is Spanish Columbia, affiliated with London's parent company, British Decca.

Amer. Decca

American Decca, with no recording affiliate in Spain, has also gone in for a substantial Spanish program. Its recordings are being made thru a special pact with a large Spanish publisher, Union Musical Espagnola. Releases, six of which have already come out, will include both serious and pop material.

No vocal zarzuelas are planned, however, and Decca is consciously seeking material suitable for primary sales in this country, rather than for Latin-American export.

Current Decca plans call for another three Spanish LP's in February, plus an additional six in May.

RCA Victor, which to date has issued rather few Spanish recordings, is potentially a big supplier. But tho it has recently completed a large plant near Madrid, no recordings have yet issued from it.

Col. Concern

Columbia's recent concern with disks of Spanish origin has been limited to a one-shot venture by Philips, its European associate, which cut 12 zarzuelas in a batch. For this venture Philips brought its own equipment and technicians into Spain. The disks are now being released, but no plans exist for additional recordings at this time.

The Westminster has released occasional albums of Spanish material, these have been recorded in France with Spanish artists.

An indication of the growth potential in the field is the fact that only about half of the 100 or so standard zarzuelas have so far been recorded. And there are hundreds of second level works which yet await disk treatment.

Katz Joins Urania As Gen. Manager

NEW YORK, Nov. 27.—Irv Katz has joined Urania Records as general manager. Katz, who has been away from the record business since last August, has been a sales exec with Record Corporation of America, Children's Record Guild and Apollo Records.

David Rothfeld, who recently left Urania, has reportedly joined Bruno-New York, local RCA Victor distributor.

They said that they moved 28,000 copies this week.

A casual check of dramatic programs indicated that no publisher was getting very excited over the use of dramatic TV programs to expose tunes. Few were rushing to the producers as was anticipated in some quarters last week. However, record men were not overlooking the possibilities of the medium.

Mitch Miller, Columbia pop a.&r. head, held a simulated recording session on the "Arthur Godfrey and His Friends" show over CBS on Wednesday (24), and thus got a chance to feature Godfrey on his new recordings of "Old Pappy Time" and "Somebody Bigger Than You and I."

GERMAN POPS

Disk Sales Rise, Sheet Biz Drops

NEW YORK, Nov. 27.—Pop record sales are mounting in Western Germany, while sheet music use has dropped alarmingly. This is the report of Ralph Maria Siegel, composer-lyric writer and owner of seven publishing firms in Germany, here on a business trip.

A solid hit in Germany today can move 200,000 disks, five times the number of a corresponding click only three years ago, according to Siegel. Sheet music, on the other hand, has declined to the point where 20,000 copies of a top ditty is considered a good sales figure.

Performance money is now the largest single source of income for most publishers in his country, said Siegel. This year, the German performing rights society will collect an estimated 33,000,000 marks more than the 1951 total. Included in the performance total, however, is 6,000,000 marks in mechanical royalties. The latter source brought in only 1,500,000 marks three years ago.

Little From Air

In a sharp contrast to the situation here, 80 per cent of all performance money comes in from cafe, restaurant and other public usage, with a relatively small amount collected from broadcasters.

While here, Siegel, who already represents Peer International in Germany, set a deal for similar representation of the E. B. Marks catalog, in addition to arrangements for individual songs with other publishers. In a reversion to type, he sat down one day to write a song with Bobby Mellin. The ditty, "Could You?" has been placed in the latter's publishing firm, Mellin Music.

BAND

Innovation May Hypo Jazz Field

• Continued from page 18

that it pays just as well and in some cases better.

The field for this type of composition is also open to speculation. It is the opinion of this reviewer that a man such as Arthur Fiedler, who is closer to the American scene, could probably have written a more palatable score than did Liebermann. It also seems that pop concerts could easily absorb a wealth of new material along this line for inclusion in their repertoire.

Chicago symphony goers were well pleased with the presentation, both for musical and esthetic value. They also enjoyed a belly laugh when the decor of the staid Chicago Symphony was bolstered by the red-jacketed jazz members seated next to the white-tie-and-tailed longhair musicians. Even conductor Fritz Reiner seemed to enjoy the various moods of the concerto which included a jump, blues, boogie woogie and mambo.

FOLK TALENT & TUNES

Around the Horn

Gene Evans, Dallas singer and songwriter, is hitting the disk-jockey trail in Texas and surrounding territory promoting Gene Autry's new release on Columbia, "Barney the Bashful Bullfrog." Columbia is releasing it both in the hillbilly and kiddie markets, with a special promotional jacket for the kiddies to spark Christmas buying. With Evans on the trek is Art Satherley, former Columbia a.&r. head, who is publishing the song. . . . A new "Search for Talent" show is being tried and found successful by the Joe Bill troupe, of the "Big D Jamboree," Dallas. The unit books in schools and auditoriums with a three-hour show, and holds an amateur contest half-way thru the program. The layout features Joe Bill, Jimmy Fields, Gene Evans, along with other features off the "Big D."

Biggest smile at the WSM Country Music Festival in Nashville last week belonged to Redd Stewart, of the Pee Wee King crew, whose wife, Jean, presented him with a new heir, Billy Ray, at St. Mary Elizabeth Hospital, Louisville, November 19. . . . Mac Makela, manager of Slim Whitman, left Nashville hurriedly Friday evening (19) for New

York to be present at his own wedding the following day to Barbara Schweitzer, comely Milwaukee maiden. . . . Bob Ferguson announces the addition of Preston Temple to the Ferlin Huskey booking and promotion staff. Temple, who will make his home in Nashville after the first of the year, will represent Huskey in the field, having had considerable experience along those lines with other artists.

Martha Carson made a guest appearance on the Dave Garroway NBC network TV show, "Today," from the lobby of the Andrew Jackson Hotel, Nashville, November 19, during the recent WSM Disk Jockey Festival, closing the show with a happy-type spiritual, "Satisfied." Martha's new Capitol release is "Christmas Time Is Here" and "Peace on Earth." Martha was also a recent guest on the Bob Martin show over WALT, Tampa. . . . Bill Martin, Atlanta c.&w. enthusiast, was a visitor at the home office of The Billboard last Wednesday (25) while in Cincinnati for the Country Fan Club Association, which held its annual gathering at the Gibson Hotel, Cincinnati, last weekend. Martin is president of the group. Other officers are Lillian Munz, Cincinnati, (Continued on page 52)

RHYTHM & BLUES NOTES

By BOB ROLONTZ

Our r.&b. recording men are really showing their heels to the pop trade. Last week another r.&b. record broke loose in the pop markets: "Hearts of Stone" on DeLuxe by the Charms. The tune has been covered by the Fontane Sisters on Dot and their record is selling, too, and thrush Vicki Young of Capitol is also cutting the tune. In a way, it is no longer big news when a top r.&b. platter busts thru and becomes a big-selling pop item, so often has it happened over the past year.

Christmas has come early and strongly to the field with the success of the Drifters' Atlantic waxing of the Irving Berlin ditty "White Christmas." It is rare that Christmas records catch on in the r.&b. field, and even rarer for them to be made in the first place. Yet the strength of the Drifters' cutting is such that it has a chance for big action in the pop field, too, and could possibly become the best-selling Christmas record of the year in any field.

The Chess Brothers' twin labels, Chess and Checker, are getting hot these days. Three of the firm's waxings are on this week's best-selling charts: the Muddy Waters "I'm Ready," on Chess, and the Lowell Fulson "Reconsider Baby" on Checker and

the Moonglows' "Sincerely" on Chess. The last two just made the charts this week. And the firm's new Willie Mabon record, "Poison Ivy" on Chess, is moving up. Len Chess, by the way, the firm's genial a.&r. exec, was in New York this week.

The Harp-Tones open at the Apollo Theater in New York on December 6. The group's latest recording has just been released on Bruch Records. . . . The Apollo Theater expects booming business when the "king" himself, Nat Cole, plays the showplace for six days starting November 30. . . . Mahalia Jackson, one of the great singers of the day, made her first records for the Columbia label this week. Miss Jackson, formerly with Apollo Records, was signed by Columbia about a month ago, a few weeks after she started her CBS radio show. The spiritual thrush is featured in Life magazine this week.

A tribute to the late Oran (Hot Lips) Page was held in New York on Monday (22) at the Central Plaza. It was attended by a tremendous crowd that paid its way to hear some of the top jazz artists in the country, who appeared thru the courtesy of Local 802 of the American Federation of Musicians. All of the proceeds are being given to Page's widow and son.

Another "One-Two Punch" from RCA Victor

1 2

ONE—Stu Hamblen, famous for his "This Ole House", hits again with "Goodnight Mrs. Jones"

TWO—Vaughn Monroe follows up "They Were Doin' the Mambo" with a knock-out vocal on "Goodnight Mrs. Jones"



VAUGHN MONROE

GOODNIGHT MRS. JONES

BUTTERSCOTCH MOP

20/47-5943



A "New Orthophonic" High Fidelity Recording

REGENT, ZENITH BUY LONGHAIR SHOWS . . .
Two national advertisers signed to sponsor local classical deejay shows here this week, marking an upswing in radio's longhaired music field. The Riggio Tobacco Corporation (for Regent cigarettes) has signed for full sponsorship of WRCA's "Music Thru the Night," the only all-night symphonic music broadcast in New York. Zenith Radio Corporation of New York

ANOTHER BMI "PIN-UP" HIT

TWINKLE TOES

Recorded by Crew Cuts . . . Mercury
Published by Frederick Music Publishing Co.



"WHITHER THOU GOEST"

recorded by:
Les Paul-Mary Ford . . . Capitol
Laurie Loman . . . Century
Marian Marlowe . . . Columbia
O. B. Massingill & His Orchestra . . . Epic
Rita Robbins . . . RCA Victor
George Morgan and Anita Kerr Singers . . . Columbia
Betty Johnson . . . Bell

KAVELIN MUSIC CORP.
Sole Selling and Licensing Agent:
Hill and Range Songs, Inc.

HAJJI BABA

Recorded by **NAT "KING" COLE**
Capitol #2949
REMUICK MUSIC CORP., New York, N. Y.

HEADING FOR THE #1 SPOT!

MOOD INDIGO
NORMAN PETTY TRIO "X"

OTHER GREAT VOCAL RENDITIONS JUST RELEASED

BILLY ECKSTINE	M-G-M
DELTA RHYTHM BOYS	Decca
FOUR FRESHMAN	Capitol
MODERNAIRES - GEORGIE AULD	Coral
NEIL HEFTI-RAY CHARLES SINGERS	Epic

(listed alphabetically)

MILLS MUSIC, INC.

"THE LITTLE SHOEMAKER"

Coming Up Fast!
"SMILE"

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

from the 20th Century-Fox CinemaScope Production "DESIREE"

THE SONG FROM DESIREE
(WE MEET AGAIN)

MILLER MUSIC CORPORATION

MUSIC AS WRITTEN

will resume sponsorship of its two-hour "Sunday Symphony" over WQXR from 3:05 to 5 p.m. starting this Sunday (21).

"EAST COAST JAZZ" FOR BETHLEHEM LABEL . . .

In a frank move to provide some competition for the famed "West Coast Jazz Series," Bethlehem Records here is readying a series of 10 albums tagged "East Coast Jazz Series." The label's artist and repertoire man, Creed Taylor, is currently lining up talent for the first LP, which will feature new artists, in line with Bethlehem's policy of under-playing the importance of names in the jazz album field.

KITTY KALLEN KIDDIE SIDES FOR RELEASE . . .

Decca Records is releasing Kitty Kallen's third children's record in time to catch the Christmas market. The sides are "Polly Pigtales" and "I'm a Lonely Little Petunia in an Onion Patch." The label has a tie-up on the former tune with a pre-teen magazine of the same name.

U.S. TREK TO ENGLAND MAY HIT HIGH IN '55 . . .

The annual flow of American talent to England looks as if it will hit an all-time high thru 1955. Following reports that Guy Mitchell and Frankie Laine will be making the trip again next year, comes news that Don Cornell and Billy Eckstine have been booked for English vaude tours by the Harry Foster Agency. Managing director Harry Foster, who flew to New York to set the deals, is also reported negotiating with Ethel Merman with a view to getting her a Palladium spot. Similar plans are being discussed with Danny Kaye, Billy Daniels and with other top names.

BLUE ON ONE SIDE, WHITE ON OTHER . . .

Writers Billy Hayes and Jay Johnson are out working on their ditty, "Blue Christmas," which moves into its sixth yuletide season this year. The boys are sure that jockeys have some of the disks on the tune because, coincidentally, backing on both the Hugo Winterhalter Victor disk and Ernest Tubbs Decca disk is Irving Berlin's "White Christmas"—or is it the other way around?

THEISS APPOINTED CAPITOL CONTROLLER . . .

Walter H. Theiss has been appointed to the newly created position of general controller of Capitol Records, Inc., Glenn E. Wallich, president of the company, disclosed last week in Hollywood. New department is successor to the treasurer's department of the company's finance-legal division. As director of the controller's department, Theiss will be responsible for all Hollywood accounting and tabulating operations, company-wide accounting procedures, and will be functionally responsible for plant accounting, credit operations and purchasing. Prior to coming to Capitol, Theiss was the general controller of Clary Multiplier Corporation and a former associate of Booz, Allen & Hamilton, widely known business management consultants.

'SAM'S SONG SUIT DISMISSED . . .

Suit charging copyright infringement by Sam Weiss Music Company in re "Sams' Song" was dismissed in U. S. Federal Court in Hollywood last week by Judge Leon Yankwich. Action was originally filed in February of 1953 by Elmer Albrecht and named the Weiss firm and songwriters Lou Quaddling and Jack Elliot as defendants.

New York

Bernie Woods has taken over the personal management of Louis Jordan. Jordan is now with Aladdin Records. Woods also handles Frankie Lester, the Stylers and the Beachcombers. . . . Archie Bleyer, head of Cadence Records, who married thrush Janet Ertel of the Chordettes two weeks ago, returned with his bride from a two-

week vacation in Puerto Rico this week.

Thrush Mary Ford became the mother of a daughter, Coleen, on Thursday (25). . . . Julius La Rosa will be honored by the mayor and officials of the city of Mobile, Ala., for his recording of the tune "Mobile" on Cadence Records. The affair will be held on December 3 and 4.

Betty Sharp, accordionist-singer, returns to the Manhattan Room of the Hotel New Yorker here on November 29. . . . Thrush Greta McRae opened last week at the Hotel Earle here with the Herman Chittison Trio. . . . The Gaylords will be at the Rustic Cabin in Englewood, N. J., on December 3 and 4. . . . Billie Miller, Shaw Artists Corporation exec, will wed Murray Brooks in January.

Meridian Records, new firm started in Indianapolis, has signed the Johnny Winn Trio and Billy Moore's ork. . . . Epic and Okeh Records are now being distributed in Minneapolis by the Lew Bonn Company. . . . "Star of Love," recently recorded by Roy Hamilton on Epic, is being published by Stratton Music. . . . The first score to be picked up by the Columbia Pictures Music Company, a new firm owned jointly by Shapiro-Bernstein and Columbia Pictures, is from the forthcoming musical flick "My Sister Eileen" being penned by Leo Robin and Julie Styne.

Raleigh Music has set up contests in three cities, to help publicize its tune "Bow-Wow Wants a Boy for Christmas" which has been waxed by Red Buttons for Columbia. The contest will reward a boy or girl, and in some cases both with a puppy for writing the best letter as to "Why I'm the boy (or girl) Bow-Wow wants for Christmas." The contests all run for three weeks and are being handled by deejays Jerry Kay and Larry Wilson at WTX, New Orleans; Jack McCormack and Fred Williams at WAAF, Chicago, and Robin Seymour at WKMJ in Dearborn, Mich.

The Harry Von Tilzer Music Company has put on Ralph Smitman to select new material and contact a.&r. men. Smitman formerly worked in California. Frank Hennings will continue to handle the firm's standard catalog.

Paul Linke, son of Dick Linke, head of Capitol Records' publicity department, won top prize of \$100 and a cocker spaniel pup after appearing on the "Name That Tune" CBS-TV show Thursday (25), Thanksgiving day. The young Linke, only six years old, answered his tunes correctly for the big prizes.

Three new account execs have joined WMGM's sales department. They are Jerry McCauley, Bob Burke and Lester Loeb. Patricia Young has been appointed sales promotion manager at the station. . . . Skyway Music's Christmas song, "Season's Greetings (A Cheerful Hello)," will be used as a greeting card verse in Buzza-Cardozo's 1955 Christmas line. Skyway execs calculate that if 1,000,000 "Season's Greetings" cards are sold, their royalties will total \$6,000.

Herman Finkelstein, ASCAP general attorney, is in Paris meeting with representatives of European performing rights societies to discuss copyright problems.

Goldswan Productions, Inc., has signed with Kenyon & Eckhardt for all rights to all media on Goldswan's origination of the 1955 Mercury jingle, marking the second consecutive year the firm has pacted the auto account.

Chicago

Leona Manis, for many years record librarian at Station WJOB in Hammond, Ind., died last week. . . . Jimmy Martin, head of James H. Martin Distributors, Chicago, left last week for a three-week

jaunt to Washington and New York to confer with officials of London and M-G-M Records. . . . Al Calder, of Porgie Music in New York, was in town last week.

Dan Belloc and his orchestra will play a teen-age jazz concert December 5 at the Loyola Community Theater. The show will star Chet Roble, the Max Miller Trio and pianist Ralph Sharon. The orchestra recently pacted singer Eddie Allen. . . . Ralph Flanagan and his orchestra are currently on tour thru Ohio and Tennessee and will wind up at the Roosevelt Hotel in New Orleans on December 23 for a two-week run. . . . Buddy Laine and his orchestra will play the Coliseum Ballroom in Davenport, Ia., December 3 and the Armar Ballroom in Marion, Ia., December 4.

Al Trace informs that he cut a session last week in Los Angeles using Betsy Gay and the Jack Fascinato orchestra. She cut four of Trace's tunes. Fascinato was formerly musical director for the "Kukla, Fran and Ollie" show. Trace also manages the Teddy Phillips orchestra, which is currently playing at the Flamingo in Las Vegas. . . . Former show trade people, Norman Kassel and Joel Mink, have formed their own art studio here and are devoting their time exclusively to show accounts. The new firm is called Mink-Kassel & Associates.

Hollywood

Xavier Cugat has written an original song, "One at a Time," for the night club sequence in the Columbia film, "Chicago Syndicate," in which the ork leader and his wife, Abbe Lane, star. . . . Eddie Joy due to arrive next week to meet with agency heads about representation for Joan Weber, overnight singing sensation of "Let Me Go, Lover" fame. . . . Disk jockey Joe Adams, KOWL, aired a Thanksgiving Day message from Sammy Davis Jr. . . . Harry James ork and Joyce Bryant bow into the Coconut Grove for four weeks starting December 1. . . . Cliffie Stone takes his "Hometown Jamboree" television group to Riverside for a one-nighter on December 3. Bill will include Stone, Joanie O'Brien, Molly Bee, Billy Strange, Speedy West, Harry Rodcay and

Name Jazz Series For Chi in Works

CHICAGO, Nov. 27.—A new series of jazz concerts called "Jammin' in Jazz" is being planned for the winter season to bring top name talent at lower prices to Chicago on a bi-monthly schedule. Drummers Gene Krupa and Cozy Cole will headline the first two-concert engagement December 13-14. New stars will be presented every two weeks with the first concert of each series being played in Orchestra Hall and the second at different Chicago high schools.

Lower prices are a special feature of these concerts, prompted by the low-cost spending budgets of jazzophiles. Orchestra Hall prices will range from 75 cents to \$2. High school prices are \$1.50 straight. Proceeds from all performances will go to the Midwest Music Foundation.

Boulevard Hires Smith as Booker

NEW YORK, Nov. 27. — Bill Smith, former talent editor of The Billboard, has become the house booker for The Boulevard, a 850-seat night club, in Elmhurst, N. Y. The spot, operated by Arturo Caro, which now runs week-ends with name acts, but starting the end of January plans to use names on a full-week basis.

In addition to his booking activities, Smith is the personal manager of Kaye Ballard and others. Since resigning from The Billboard Smith, in co-operation with Pete Kameron, has also formed a new record company to issue LP's under the name of Version Records.

Billy Leibert. . . . Eddie Kay has been set as music director for "Rider of the Ruby Hills" at Allied Artists. . . . Dimitri Tiomkin will set to music the Elizabeth Barrett Browning sonnet, "How Do I Love Thee?" with Decca Records to record same. . . . Clubtime Productions now servicing 50 stations with voice tracks of pop record stars. . . . Margaret Whiting inked for a week-end at the Sands Ballroom, Oakland, Calif. . . . Geri Galian and orchestra have recorded a 12-side album of Vincent Youman's favorites for Label "X." . . . Morrie Thal, pianist, opens an indefinite stand at Phil Ahn's Moongate. . . . Eddie Truman planed to Oakland, Calif., to work with the Henry Kaiser family on recorded Christmas cards. . . . Betty White, Jack Owens, Roberta Linn and Diana Lynn will ride atop the float in the annual Santa Claus Lane parade in Hollywood. . . . Billy May band, led by maestro Sam Donahue, opens at the Palladium March 8. . . . Columbia Records thrush Peggy King, flooded with motion picture offers following her smash stand at the local Panhandle dinner.

LET 'EM FIGHT

Decca \$2 Kidisk Line Builds Up

NEW YORK, Nov. 27.—While other labels continue to battle it out in the lower-priced range of the children's record field, Decca has been quietly building its \$2 twelve-inch kiddie line, dubbed "the Cadillac of the children's record market" because it is now the only \$2 twelve-inch 78 series in the field.

Decca's sales chief, Syd Goldberg, reports that the label's current best kiddie seller is Frank Luther's new \$2 item, "A Child's First Record."

Decca is bringing out 45 r.p.m. editions of its two-buck 78 line, this season, with the new 45 disks also priced at \$2 to maintain the quality tag reputation of the series.

Oliver Daniel Quits CBS to Join AMP

NEW YORK, Nov. 27.—Oliver Daniel leaves his post as producer-director at CBS-Radio December 1 to join Associated Music Publishers as director of contemporary music projects. He will also serve as an advisor to Broadcast Music, Inc., field of serious contemporary music.

During his 12-year stay at CBS, Daniel handled many of the network's music programs, including the New York Philharmonic Sunday broadcasts, the Music Room and the Philadelphia Orchestra broadcasts. When he assumes his new assignment, Daniel will also relinquish his position as co-ordinating manager of the American Composers Alliance.

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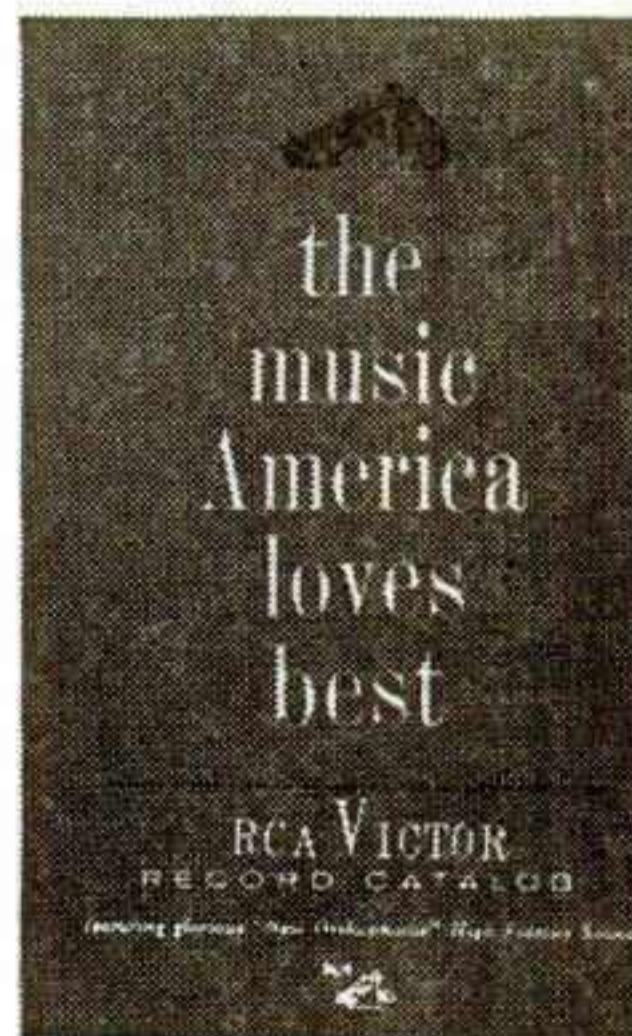
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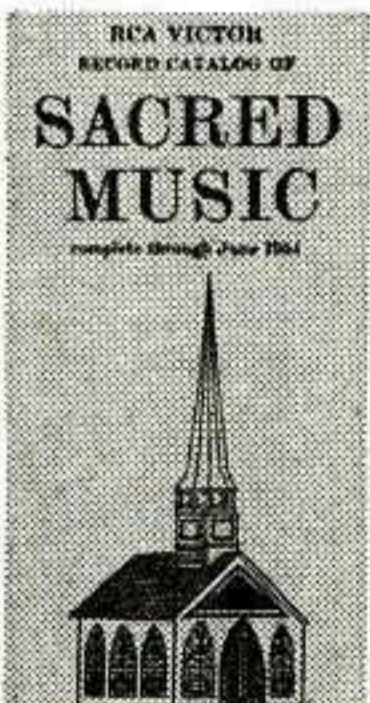
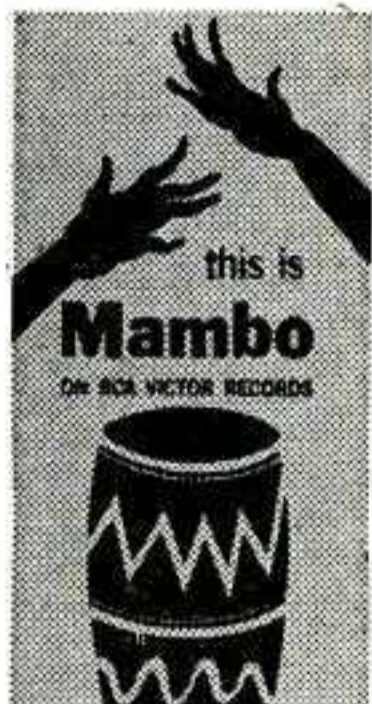
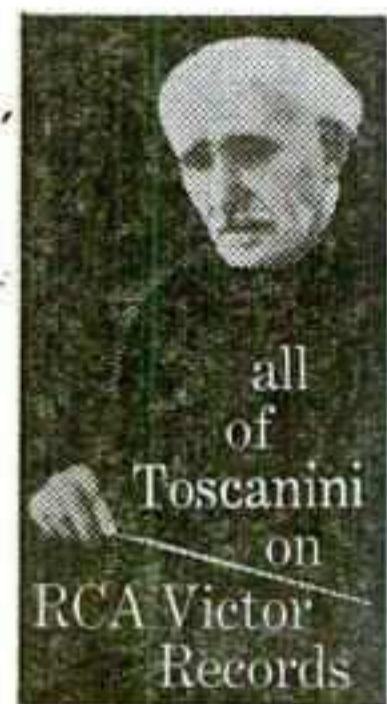
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PHONOS—HI FI

By STEVE SCHICKEL

DUN & BRADSTREET BUSINESS INDEX . . .

A rosy picture of higher sales and profits was painted by a majority of the manufacturers, wholesalers and retailers questioned by Dun & Bradstreet in a quarterly survey of business trends. Over 1,300 top men were queried in the nation-wide survey with 56 per cent reporting they were expecting higher sales and higher profits.

D & B has been making quarterly surveys since 1947 and the results of the one just concluded showed that this was the first time in over a year in which the majority of executives interviewed indicated an increase in sales.

The results corroborate information included in this column several weeks ago. Members of the music industry, including manufacturers, distributors, and retailers, were told that business for both Christmas and the coming year was expected to be high, with the same expectations projected for the first quarter of 1955 and possibly for the entire year. Other information contained in the current D & B report indicates that 79 per cent of those interviewed expect to operate with the same number of employees and 14 per cent can expect to hire more help. Expectations point to a steady price market, also. The majority of those questioned also predicted higher inventories and more new business, a direct contrast to one year ago when talk of a recession was still prevalent.

DACRON ISSUES BINAURAL HEAD . . .

Owners of both a tape recorder and phonograph may now enjoy binaural reproduction thru the use of a binaural replacement head now being marketed by the Dacron Distributing Company. The new unit, the Dacron Binaural Stereophonic Microadapter, will convert any tape recorder into a binaural recorder capable of playing all the binaural tapes now being marketed. The new hi-fi development utilizes the recently released dynamo miniature hi-fi and magnetric record and tape playback tape pick-ups manufactured by Maico.

According to Dacron, this makes possible for the first time the use of binaural sound attachment for home recorders with a frequency response available from 20 to 15,000 cycles per second at 7½ inch per second speed. The only tool needed to attach the unit to the various sets is a screwdriver. The new heads will also play the standard half-track tapes, as well as binaural. Price for the head, which is designed to fit the Webcor tape recorder, is \$49. Other units designed for other models vary slightly.

FANON MOVES, UNVEILS NEW PORTABLE PHONO . . .

Fanon Electric Company, manufacturers of the Fanfare line of phonographs, have moved their operation to 150 South Road, Jamaica, N. Y. Firm officials report that since the move, production has been stepped up due to increased space and new facilities, and that units are now being shipped upon receipt of orders. The firm also announced the release of a new portable model phonograph, the Fanfare FVT-3. The new model is a three-speed portable containing separate volume controls, tone controls, four-inch speaker, high output pick-up and long-life needle. The unit comes in a variety of colors and will retail at \$33.75. The model also contains a built-in adapter for 45 r.p.m. records.

IRISH TAPE GETS WINTER PROMOTION . . .

During the months of January and February, Irish "Brown Brand" recording tape, manufactured by Orradio Industries, will go on a special mid-winter sale. The offer stipulates that six reels of tape, 1,200-foot reels, will be sold for the price of five. The regular price for six reels is \$15. The sale price will be \$12.50.

NEWS SHORTS OF PEOPLE, PRODUCTS AND EVENTS . . .

The V-M Corporation, by the request of its representatives, will schedule a gathering of all their salesmen and representatives for a meeting sometime around January 1. The requests came as a result of the last sales meeting which the reps claimed was highly valuable. . . . Reports indicate that the industry will receive a good percentage of the money stashed away in Christmas savings accounts. Figures point to a new high in this type of saving account, and industry was told that much of the money will be spent on luxury items and quality ticket merchandise. . . . Shure Brothers, Inc., Chicago, released three new crystal cartridges reportedly to replace 210 cartridges now on the market. The new cartridges will retail from \$4.95 to \$7.50.

Two new sales representatives were announced by the Fanon Electric Company, of Jamaica, N. Y. They are Perlmuth-Coleman, covering California, Arizona and Nevada, and George Feldman Associates, covering the New England States. . . . Capehart-Farnsworth has appointed Schiffer Distributing Company as its Georgia distributor to handle the full line. . . . John R. Hodgins has been named general manager of Admiral Corporation's new branch, Admiral Distributors, in Albany, N. Y.

LINER NOTES

By IS HOROWITZ

SIBELIUS TO GET DOUGH FROM U. S. ROYALTIES . . .

Jean Sibelius will receive several thousand dollars in wartime performance royalties as a result of a recent action by the U. S. Alien Property Custodian. The money due was held in escrow since the Finnish composer was then a member of the German performing rights society, STAGMA. Since 1945, Sibelius has received American royalties thru the Finnish society, TEOSTO, which has a contractual arrangement with the American Society of Composers, Authors and Publishers.

STEINBERG-PITT SYMPH MARK 3 CAP YEARS . . .

By next February William Steinberg and the Pittsburgh Symphony Orchestra will have been Capitol recording artists for a full three years. To mark the anniversary the company will devote its entire January classical release to Pittsburgh-Steinberg LP's. There will be four 12-inchers that month featuring the ork and its permanent conductor.

Also due out in February is Capitol's follow-up hi-fi package called "Further Studies in High Fidelity." It will be patterned after last year's set, a flash best-seller, and carry the same list price, \$6.75.

BARBER VIDEO SCORE HAS HI-FI STYLE . . .

Samuel Barber, who is better represented in the LP catalogs than most American composers, has composed a new score that seems tailor-made for hi-fi disk reproduction. It was created for presentation on the CBS television show "Adventure" tomorrow (28). To achieve the odd sounds required, a collection of exotic instruments was borrowed from the American Museum of Natural History. They include a nose flute, water gong, Congo "piano," Burmese brass cymbals and double pipes of pan made from sugar cane. The unique orchestration also calls for conventional French horns and harp.

VOX POINTS TO MORE MUSIC ON AN LP . . .

Increased competition on the classical front has led all manufacturers to try giving their product an edge in the crowded field thru fancier packaging, flashier art or better sound. One way of competing is the simple device of etching more music on an LP. In a promotion flyer just issued by Vox Records, the diskery proudly points to five of its recent releases which cumulatively offer 4 hours 42 minutes and 33 seconds of music. Standout disk is a Tchaikovsky package holding just under 63 minutes of music.

Meanwhile, Westminster is currently remastering some of its earliest LP's to achieve something of the same result. Seven of these "new" LP's will be

issued early next year, with some of them containing the equivalent of two previous disks.

SYMPH OF AIR FLOODED WITH ORDERS, DOUGH . . .

Listener response to a broadcast "salute" to the Symphony of the Air over the NBC network last Sunday (14) was immediate. More than 1,000 orders for the LP recently produced by the former NBC Symphony were mailed to the orchestra's headquarters at Carnegie Hall in New York within the week. And each order was accompanied by \$10 or more as a contribution to the rebirth of the ensemble. NBC disbanded the orchestra upon the retirement of Arturo Toscanini last spring.

MAJOR AND MINOR

The Haydn Society has a new plush album for the holiday called "The First Christmas in Carols." Recorded in Denmark, the 12-incher lists at a bonus \$6.95. Complete texts are provided. . . . London is releasing an LP titled "The London Story," described as a portrait of the city in sound. It includes voices of Queen Elizabeth II, the late King George VI, Churchill and Eisenhower, with a spoken narration by Donald Wolfitt.

Remy Farkas, artist and repertoire director for London, has returned from a trip to Paris. He met there with other members of the British Decca international committee which set the recording program for 1955. . . . Due back from Europe next week is Westminster's musical director, Kurt List, with tapes of recent orchestral recordings cut under the batons of Artur Rodzinski, Adrian Boult, Hermann Scherchen and Argeo Quadri.

Decca artist Burl Ives returns to the concert stage December 11 after a four-year hiatus. His Town Hall recital in New York will consist entirely of new material gathered on tours to England, Australia, and New Zealand. . . . Thomas Scherman, whose performance of Berlioz' "L'Enfance du Christ" has become an annual event in New York, will conduct the work in San Francisco early in January. He has also recorded the composition for Columbia. . . . Chicago Symphony conductor Fritz Reiner will direct a performance of Wagner's "Die Meistersinger" in the newly-restored Vienna Opera House next season. The auditorium was destroyed during the last war.

The New York Concert Choir, which has recorded for Vox under the leadership of Margaret Hillis, is being set for a short tour next spring. . . . Angel Records has just published a new catalog. . . . London is sending out a promotion piece listing 20 LP's which have won Grand Prix du Disque awards for the label since 1948.

Classical Best Sellers (All Categories)

Records are ranked in order of their national sales strength at the retail level, without regard to musical category or date of release, as determined by a survey of classical dealers in all key markets.

- OFFENBACH: GAITE PARISIENNE; MEYERBEER: LES PATINEURS—Boston Pops Orchestra (Fiedler) . . . RCA Victor LM 1817
- VERDI: REQUIEM—Shaw Chorale, NBC Symphony (Toscanini) . . . RCA Victor LM 6018
- BRAHMS: VIOLIN CONCERTO—Milstein, Pittsburgh Symphony (Steinberg) . . . Capitol P 8271
- ECHOES OF SPAIN—Hollywood Bowl Orchestra (Dragon) . . . Capitol P 8275
- TOSCANINI CONDUCTS WAGNER—NBC Symphony (Toscanini) . . . RCA Victor LM 6020
- BELLINI: NORMA—Callas, La Scala Orchestra (Serafin) . . . Angel 3157 C
- OFFENBACH: GAITE PARISIENNE; CHOPIN: LES SYLPHIDES—Philadelphia Orchestra (Ormandy) . . . Columbia ML 4879
- STARLIGHT CONCERT—Hollywood Bowl Orchestra (Dragon) . . . Capitol P 8276
- THE BALLET—Various . . . RCA Victor LM 6113
- SAINT-SAENS: CARNIVAL OF THE ANIMALS; IBERT: DIVERTISSEMENT—Aller, Sukman, Concert Arts Orchestra (Slatkin) . . . Capitol P 8270
- MOUSSORGSKY: PICTURES AT AN EXHIBITION; FRANCK: PSYCHE—NBC Symphony (Toscanini) . . . RCA Victor LM 1838
- GERSHWIN: RHAPSODY IN BLUE; CONCERTO IN F—Levant, Philadelphia Orchestra (Ormandy) . . . Columbia ML 4879
- RACHMANINOFF: PIANO CONCERTO NO. 2—Rubinstein, NBC Symphony (Golschmann) . . . RCA Victor LM 1005
- TCHAIKOVSKY: SWAN LAKE—St. Louis Symphony (Golschmann) . . . RCA Victor LM 1003
- RIMSKY-KORSAKOFF: SCHEHERAZADE—Philadelphia Orchestra (Ormandy) . . . Columbia ML 4888
- MENDELSSOHN: VIOLIN CONCERTO—Milstein, Pittsburgh Symphony (Steinberg) . . . Capitol P 8243
- BERLIOZ: TE DEUM—Royal Philharmonic (Beecham) . . . Columbia ML 4897
- DVORAK: SYMPHONY NO. 5 ("New World")—NBC Symphony (Toscanini) . . . RCA Victor LM 1837
- SHOSTAKOVITCH: SYMPHONY NO. 1; GOLDEN AGE BALLET—National Symphony (Mitchell) . . . Westminster 5319
- OFFENBACH: BLUEBEARD SUITE; HELEN OF TROY SUITE—Ballet Theatre Orchestra (Levine) . . . Capitol P 8288

Reviews and Ratings of New Popular Albums

SONGS FROM M-G-M'S GREAT MUSICALS . . . 79

Judy Garland (1-12")
M-G-M E 3149
In a move to cash in on Judy Garland's current popularity in her new movie, "A Star Is Born," M-G-M is releasing this LP of selected vocals from the sound tracks of her old Metro movies. Tunes include "Get Happy," "I Don't Care," "Johnny One Note," "Look for the Silver Lining" and eight other fine standards. The albums should be a must for Garland fans, and the attractive cover (presenting the star in a photo montage of her best remembered M-G-M film roles) will help it move.

POPULAR FAVORITES, VOL. 10 . . . 74

(1-10")
Columbia CL 6337
This is the 10th in the firm's series of LP sets containing eight of the country's top hit songs as performed by the label's top artists. In this specific case four of the tunes—"I Need You Now," "Muskrat Ramble," "Smile" and "Oop Shoop"—are played by the Harry James band, and the sales potential of the ork is not enough to help the sales of the package. The power will have to come from the Doris Day waxing of "If I Give My Heart to You," "The Four Lads' "Skokiian," Marion Marlowe's "Whither Thou Goest" and Rosemary Clooney's "Little Shoemaker." Even then it is not as strong as previous sets of this type. It might do better if the firm breaks it up into two EP's, with the four James ork tunes on one EP and the rest on another.

MAMBO AT MIDNIGHT . . . 68

Belmonte and His Afro-American Music (1-12")
Columbia CL 598
The Belmonte ork is a new one on the label, added to help capture a share of the booming demand for mambo disks. Terpers will enjoy this band, especially the neophytes. For this mambo crew offers steady, sensible arrangements of fine standards, all backed with a steady beat that will help keep even two left feet right in time with the rhythm. And the ork plays them neatly, never engaging in wild dissonances just for the sake of noise. Tunes include "Cuban Love Song," "Stompin' at the Savoy," "Goodnight Sweetheart," "That's My Desire," plus some newer tunes, "Palladium Mambo," "Baby Doll Mambo," and the ork's theme, "Mambo Belmonte."

SONGS OF CHRISTMAS . . . 62

The Macy Singers (1-10")
Benida 1021-A
The group is a choral organization made up of employees of Macy's New York department store. The three-score voices are beautifully blended in smooth readings of the standard carols, "White Christmas" and "Rudolph." The diskery has, it seems, acquired a first-rate choral organiza-

tion. The disk should do well if displayed. Recording and packaging are fine.

Jazz

THE DIVINE SARAH . . . 80

Sara Vaughan (1-10")
Mercury MG-25188
Eight songs in a nostalgic, romantic vein that shows Miss Vaughan at the top of her form (just as she seems presently to be at a new height of popularity). Familiar as most of these ballads are, there is a special flavor given each that reclaims them as the singer's own. Witness "My Funny Valentine," a great favorite of Sinatra's and how many others. Also included are "Come Along With Me," "It's Easy to Remember"; "Easy Come, Easy Go Lover"; "Imagination," "My One and Only Love," "I Still Believe in You" and "And This Is My Beloved," all nicely paced and sensitively probed. One of the singer's best albums ever and tops in its class. "Nuff said."

ADVENTURES IN RHYTHM . . . 78

Pete Rugolo Ork (1-12")
Columbia CL-604
The Pete Rugolo crew, one of the newer cool jazz bands, should gain a lot of new friends with this album. It features the modern ork in collection of cleverly arranged standards, with an occasional original thrown in, that show off the arranging talents of the leader and the fine sound of the band. This is not for dancing but it will provide much good listening. Best sides include "My Funny Valentine" and "Poinciana" which show off a warm sound, plus "Rugolo Meets Shearing," "Conversation" and "Sambamba." Cool cats should dig this ork and this LP.

WINNER SEQUENCE . . . 67

Leonard Feather, Ralph Burns (1-10")
M-G-M E-270
This is a somewhat unusual package in that it carries a Christmas-like, wintery theme, is performed and arranged by jazz musicians, written by a jazz critic, but seems to be in the pop vein. Just where it fits best is somewhat difficult to ascertain—tho, perhaps, unimportant. Soloists include Ralph Burns, Herbie Mann, Kai Winding, Oscar Pettiford and others. Jazz aficionados will like it most.

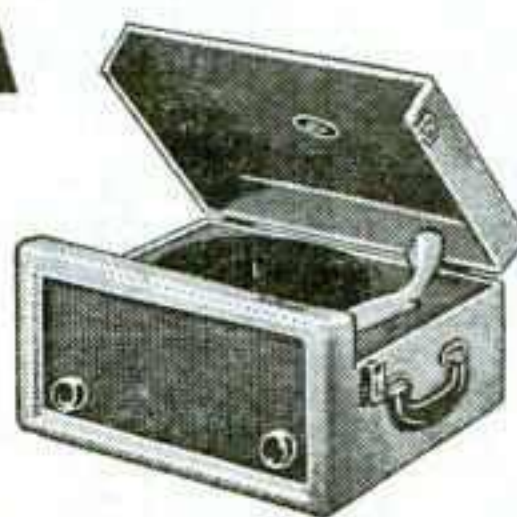
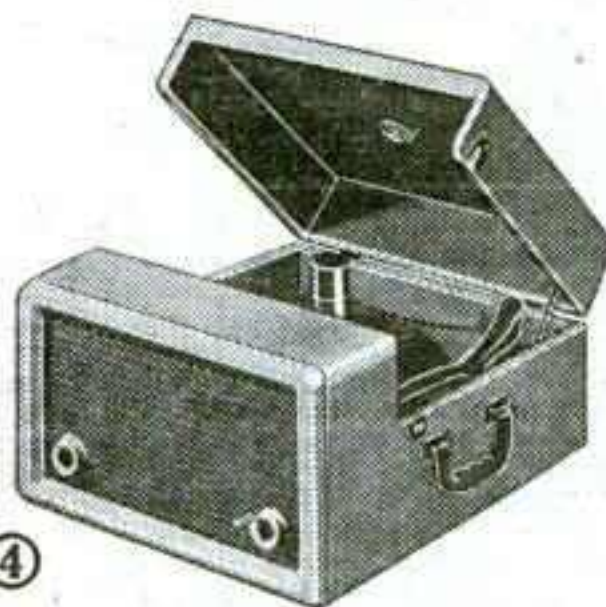
THE COOL BRITONS . . . 73

Mike Nevard's Melody Maker All Stars (1-10")
Blue Note 5052
One of the exciting things that this jazz label has done over the past few years has been to introduce many of Europe's top jazzmen to their counterparts in the United States. On this new set some of the top British jazzmen get a chance to show their wares on a group of original selections. The musicians, all of whom are top men in Britain, include Albert Hall
(Continued on page 32)

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3 V-M tape-o-matic® high fidelity tape recorder. Two-speaker, 40 to 15,000 cps system! Precision Tape Index Timer! Model 700 has nine great features exclusive in this price class! \$179.95*

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5 V-M 990. World's smallest, lightest automatic 3-speed portable! \$69.95* list.

6 V-M 972, automatic 3-speed table model. Has exclusive Siesta Switch. \$59.95* list.

7 V-M 920, lowest cost automatic 3-speed attachment on the market! \$39.95* list.

8 V-M 151, manual 3-speed portable. Rich Brown or rose and gray case. \$49.95* list.

9 V-M 121A, manual 4-speed portable. World's smallest, lightest! Red or green Styron 475 case! \$22.95* list. Same unit, less amplifier, is Model 120 attachment. \$16.95* list.

Reviews and Ratings of New Classical Releases

RICHARD STRAUSS: EIN HELDENLEBEN (1-12)—Philadelphia Orchestra; Eugene Ormandy, Cond. Columbia ML 488783

Just in time for the selling season comes this new and first-rate reading of the Strauss score which has pleased for years and will do so for many more. It's program music, all right, but the kind that entices all—from the wary critic to the neophyte collector. The orchestra is superb, solo violinist Jacob Krachmalnick is fine, and the recording and packaging are excellent, too. Despite the powerful competition, this reading should be a big selling item.

ARIAS SUNG AND ACTED (1-12)—RCA Victor LM 186482

Second volume in what seems to be a continuing series, this collection of operatic arias and their dramatically performed counterparts should make a first-rate gift item for many. Singers are Maria Caniglia, Aronold Borgoli and Nino Mazziotti in "Tosca"; Licia Albanese in "La Traviata"; Zinka Milanov in "Trovatore"; Ezio Pinza in "Don Giovanni" and Miss Albanese and Giuseppe de Stefano in "La Boheme." Acting roles in English are Joan Fontaine, Leif Erickson, Karl Weber, Geraldine Brooks, Judith Anderson, Dennis King and John Barrymore Jr. It's wonderfully done.

RAVEL: LA VALSE; BOLERO; VALES NOBLES ET SENTIMENTALES; ALBORADO DEL GRACIOSO; PAVANE POUR UNE INFANTE DEFUNTE; (1-12)—Orchestre du Theatre des Champs-Elysees; Pedro de Freitas Branco, Cond. Westminster WL 5297...76

This collection of well-known Ravel compositions, recorded in France this year, is an outstanding package and one that should have solid appeal to many collectors. The striking Ravel works are beautifully performed by the orchestra, especially the pulsating "Bolero" and the lush "La Valse." The quality of the performance plus the quality of the recording and the appeal of Ravel's works should help this set move steadily across the counters this winter.

BARTOK: VIOLIN CONCERTO (1-12)—Yehudi Menuhin, Violin; Philharmonia Orchestra; Wilhelm Furtwangler, Cond. RCA Victor LHMV 374

Menuhin has long been a champion of Bartok, even when it was not so fashionable. It is not unexpected, therefore, that he approaches the composer's work with special felicity. This is an impressive reading of the difficult work in an excellent recording. The package, one in the new de luxe HMV series, is an eye-stopper

with its Van Gogh, suitable-for-framing color print. It should sell well in its class, the Menuhin name pulling as strongly as that of Bartok.

CESAR FRANCK: SYMPHONY IN D MINOR; LA CHASSEUR MAUDIT (1-12)—Vienna State Opera Orchestra; Artur Rodzinski, Cond. Westminster WL 531174

The LP market for Franck's best-known work is a highly competitive one with many excellent versions already out. However, this package is thoroughly acceptable in performance—capturing the somber majestic sweep of the work. For an extra sales fillip the LP offers an impressive interpretation of the symphonic poem "La Chasseur Maudit." The cover, featuring violet and blue shadings, provides an attractive display piece for dealers.

TCHAIKOVSKY: VIOLIN CONCERTO IN D (1-12)—David Oistrakh, Violin; Saxon State Orchestra; Franz Konwitschny, Cond. Decca DL 975573

A good companion disk to Decca's recent release of the Brahms Concerto by Oistrakh. Again the playing is about the best likely to be encountered today, this new entry obsoleting the small-label tape import of the work by the Russian virtuoso. Sound is good, if not exceptional, but the orchestral accompaniment is little more than workmanlike. It's the great fiddling here that will make the set a good seller in its field if promoted.

BACH: BRANDENBURG CONCERTOS, NOS. 1 THRU 6 (3-12)—Chamber Orchestra of the Vienna State Opera; Felix Prohaska, Cond. Vanguard BG 540, 541, 54273

This is Vanguard's winter special, the three disks, separately jacketed, offered in a hard book-binder for the price of two. The bargain element is not a matter of price alone. These are distinguished performances, awarded near perfect reproduction. An attempt has been made to use baroque instrumentation wherever called for and the employment of recorders and viols adds to the authentic flavor of the interpretations. Scholars will argue the keyboard elaborations, but the resultant talk should help stimulate interest. Among the soloists, violinist Jan Tomasow deserves special mention. Price and sound will help overcome imposing catalog competition.

KIPNIS: AS BORIS (1-12)—RCA Victor LBC 108272

There are undoubtedly many who fondly remember the great Kipnis characterization of Boris. For them this will be an eagerly welcomed set. The basso is not heard in all the six excerpts from the

Moussorgsky opera on the record, but his delivery of the final farewell and death scene is more than worth the modest price of the Bluebird LP. Transfer from shellac is good.

BIZET: CARMEN (ORCHESTRAL SUITE); L'ARLESIENNE SUITE NO. 1 (1-12)—Vienna State Opera Orchestra; Mario Rossi, Cond. Vanguard VRS 45572

This fine interpretation of two Bizet selections should fare well this Christmas, in view of the composer's appeal to even beginning collectors. However, the Bizet field is highly competitive and there are several excellent "Carmen" and "L'Arlesienne" performances already available. In fact London's LP (London Philharmonic Orchestra) features this exact coupling. Amusing impressionistic art work on the cover adds to the LP's sales appeal. Great hi-fi vinyl.

CORELLI: CONCERTO GROSSO IN D, OP. 6, NO. 4; VIVALDI: CONCERTO IN F FOR OBOE AND STRINGS; CLEMENTI: SYMPHONY IN D, OP. 18, NO. 2 (1-12)—Virtuosi di Roma; R. Fasano, Cond. LHMV 271

An album somewhat in the "caviar" class, but it will strike more than a few customers in the Christmas period as the perfect gift for "difficult to please" connoisseurs on their shopping list. While to the knowing, the Corelli work is not an unexplored item, it is nonetheless a rich and uncommon experience, particularly in such a consummate performance as this. More definitely on the "rarity" side of the ledger are the Vivaldi concerto and the only recently re-discovered Clementi Symphony. The Virtuosi di Roma play these works in a broad, noble, highly polished style. The attractive package includes a reproduction of Crivelli's "Madonna and Child" that may be framed.

FRANCAIX: WIND QUINTET; POULENC: SEXTET FOR PIANO AND WINDS (1-12)—Jean Francaix; Wind Quintet of the Orchestra National de la Radiodiffusion Francaise. Angel 3513369

Two delightful, aptly paired modern French chamber works. Both composers cultivate a sound that is cool, dry and rather astringent, composing with an economy of materials, but a surplus of wit and a desire to please. The way the French Radio instrumentalists romp their way thru these works, many would not believe how difficult both of them are to play. Set should make for comparatively easy selling to collectors of modern chamber music.

WAGNERIAN TRANSCRIPTIONS FOR ORGAN, VOL. 1 (1-12)—Richard Ellsasser, Organ. M-G-M E 312668

Richard Ellsasser should increase his already substantial organ following with these transcriptions of three of Wagner's familiar compositions, the "Prelude and Liebestod" from "Tristan," and the "Siegfried Idyll." They are skillfully transcribed for the noble instrument and

Reviews and Ratings of New Popular Albums

Continued from page 30

on trumpet, Don Rendell on tenor, Harry Klein on bary, Ralph Dollimore on piano, Johnny Hanksworth on bass, David Murray and Allan Ganley on drums, plus one of Britain's top altoists, under the pseudonym of "King John I." Tho the jazz here is not especially distinguished, the musicians stand out now and then, espe-

cially Harry Klein on bary, Rendell on tenor, Dollimore on piano and "King John I" on alto.

BASIE AND EARL HINES (1-10) Emarcy MG-26023

Collectors seeking some of the great jazz sides of about 10 years ago will find very little better than this newly packaged re-issue. One side features a group which includes Basie, Dickie Wells, Lester Young, Buck Clayton, Freddie Greene and Jo Jones. The second side features a combo with Hines, Coleman Hawkins, Cozy Cole, Trummy Young, Joe Thomas, Billy Taylor and Teddy Walters. Re-mastering, packaging, etc., are fine and the material (originals and standards) gives the boys something good to work over in each instance.

A COOL YULETIDE (1-10) Urbie Green and His All-Stars (1-10) "X" LXA-3026

This is a jazz set for the Christmas season and one that will please many youngsters on holiday from School. It contains eight well-known Christmas tunes, played in rather cool fashion by the Urbie Green ork. And the classic Christmas items sound pretty entrancing on the jazz kick. Tunes include "Jingle Bells," "All I Want for Christmas Is My Two Front Teeth," "I Saw Mommy Kissing Santa Claus," "The Christmas Song," "White Christmas" and others. And happily, no vocals are included. There is a lot of fun and a lot of good jazz to this set, and it has a chance for attention during the Christmas season. Cover is cute.

OLD AIRS (1-10) Susan Reed (1-10) Elektra EKL-26

A well-recorded and attractive collection of folk songs from Ireland, Scotland and England. These are ditties with a perennial appeal which Miss Reed's known interpretive powers will help move in generous quantities to collectors of such material. Other interesting folk packages released at the same time by Elektra include "Courting Songs" by Jean Ritchie and Oscar Brand (EKL-22), and "Italian Folk Songs" warbled charmingly by Cynthia Gooding (EKL-17).

played with fire and brilliance by Ellsasser. The organ used is in the John Hays Hammond Museum in Gloucester, Mass., and the set is excellently recorded.

GREGORIAN CHANT: EASTER LITURGY; CHRISTMAS CYCLE (1-12)—La Schola des Peres du Saint-Esprit du Grand Scholasticat de Chevilly; Lucien Delsis, Cond. Angel 3511663

A fine example of the literature. The men's choir delivers the ancient chants with compelling reverence in a recording which captures the spacious feel of actual church performance. The recording is faultless. This is music with a timeless beauty that has appeal beyond the obvious religious and musicological markets.

ORGAN MUSIC OF THE 17th CENTURY (1-12)—Gustav Leonhardt. Vanguard BG 52962

Leonhardt's exploration of the literature of the period will have interest for all who delight in this instrument. Excepting two polyphonic elaborations of hymn tunes by Praetorius, Leonhardt confines himself to works with a secular orientation. Included are works by the Italian, Frescobaldi, and later German organ composers: Froberger, Erbach, Merula, Kerll and Scherer. Authenticity is abetted by the use of the 17th century organ, that of the "Stiftskirche" at Klosterneuburg, Austria.

PIANO RECITAL BY PAOLO SPAGNOLO (1-12)—London LL 104058

Spagnolo, a 21-year-old Italian pianist, just now coming into the limelight of the European concert field, plays an engaging program based on a predominantly Spanish theme. On the one side are the ever-popular "Andaluzia" and "The Maiden and the Nightingale" by Granados, de Falla's "Fantasia Baetica" and Albeniz' "Seguidillas" from the "Suite Espanola." On the other, Spagnolo explores completely new terrain in these works: "Three Argentine Dances" by Siciliani, "Three Argentine Songs" by Aguirre and "Sonatina No. 4" by Mignone. Potential is limited.

HERE'S THE C & W HIT!



ruby wells hearts of stone

you clobbered me

20/47-5955



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Deejays Who Gave You '54's No. 1 Motion Picture
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and

READY, WILLING AND ABLE

With
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and his Orchestra

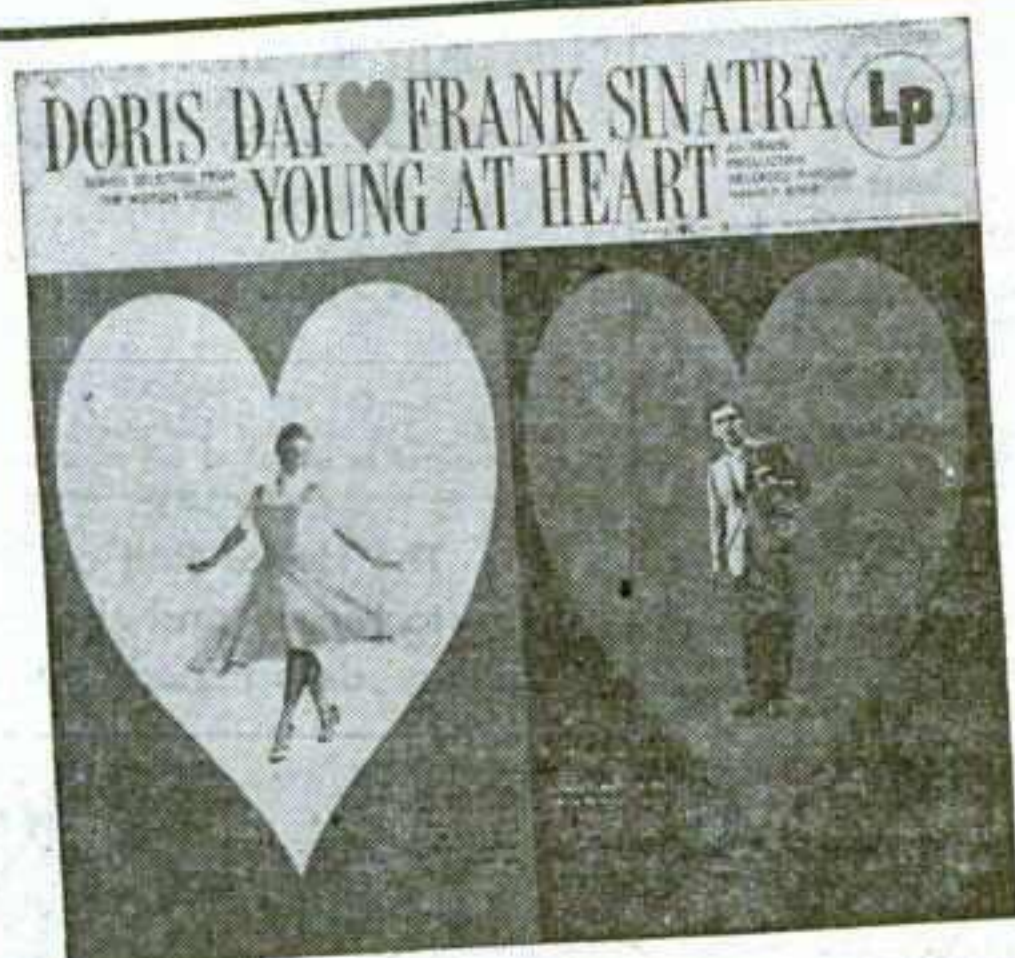
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78 rpm

4-40371
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BUDDY COLE
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The latest in Doris' sensational series of albums from her movies
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RECORDS, ALBUMS AND SHEET MUSIC—POPULAR, COUNTRY & WESTERN, RHYTHM & BLUES, CLASSICAL

The Billboard Music Popularity Charts

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

Talent Corner

Comes close to Christmas each year and the dealers, operators and jockeys get to thinking about Bing Crosby again. Crosby has turned in a fabulous sales record on such Christmas standards as "White Christmas," "Silent Night" and "Jingle Bells. It makes little or no



BING CROSBY

difference whether Crosby is a current favorite with the teen-aged record customers. When Christmas rolls around, everyone—but everyone—heads to the nearest record shop to buy Bing's versions of these seasonal songs. And this year Decca is issuing a special extended play disk for disk jockey use only which contains these three Crosby standards along with "Silver Bells."

The consistency of Crosby's Christmas etchings is comparable, in a way, to the sales record being chalked up by Hank Snow—RCA



HANK SNOW

Victor's country singer par excellence. Mr. Snow, originally a Canadian, has managed to create such a furor in the States in the past few years that, for example, he may be kicking off a new policy at the Meadowbrook, famed New Jersey roadhouse, which spawned many a name band. Snow's success at that spot was fully detailed in The Billboard recently.

Best Selling Sheet Music

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

Week This	Last Week	Weeks on Chart
1. This Ole House.....	1	13
Hamblen		
2. Mr. Sandman.....	5	3
E. H. Morris		
3. Count Your Blessings..	2	8
Berlin		
4. If I Give My Heart to You.....	4	13
Miller		
5. I Need You Now.....	3	12
Miller		
6. Hold My Hand.....	6	11
Raphael		
7. Papa Loves Mambo... ..	8	9
Shapiro-Bernstein		
8. Teach Me Tonight... ..	9	5
Hub		
9. Muskrat Ramble... ..	11	4
Simon		
10. Whither Thou Goest. . .	—	7
Hill & Range		
11. Hey, There... ..	7	20
Frank		
12. High and the Mighty... ..	10	18
Witmark		
13. White Christmas... ..	12	2
Berlin		
13. Naughty Lady of Shady Lane.....	—	1
Paxton		
15. It's a Woman's World... ..	12	2
Robbins		

HONOR ROLL OF HITS



The Nation's Top Tunes

For survey week ending November 24

This Week	Last Week	Weeks on Chart
1. Mr. Sandman	2	5
By Pat Ballard—Published by E. H. Morris (ASCAP) BEST SELLING RECORDS: Chordettes, Cadence 1247; Four Aces, Dec 29344. OTHER RECORDS AVAILABLE: L. Elgart, Col 40383; Lancers, Coral 61288; V. Monroe, V 20-5767; B. Morrow, Mer 70477.		
2. I Need You Now	1	13
By Jimmie Crane and A. Jacobs—Published by Miller (ASCAP) BEST SELLING RECORDS: E. Fisher, V 20-5830. OTHER RECORDS AVAILABLE: K. Griffin, Col 40346, L. Nolen, Sarg 110.		
3. This Ole House	3	17
By Stuart Hamblen—Published by Hamblen (BMI) BEST SELLING RECORDS: R. Clooney, Col 40266; S. Hamblen, V 20-5739. OTHER RECORDS AVAILABLE: Rex Allen-T Williams, Dec 29254; Blue Ridge Quartet, Gotham 439; Herb and Kay, King 1376; Jordanaires, Cap 2915; Sister Rosetta Tharpe, Dec 29255; Stamps Quartet, Col 21323; Statesmen, V 20-5850.		
4. If I Give My Heart to You	4	13
By Jimmie Crane, Jimmy Baxter, Al Jacobs—Published by Miller (ASCAP) BEST SELLING RECORDS: Doris Day, Col 40300; D. Lor, Majar 27. OTHER RECORDS AVAILABLE: C. Boswell, Dec 29148; D. Ellington, Cap 2930; B. Greco, Coral 61236; Four Bars, Josie 768; M. Lewis, Cap 2868; Peacock Mambo Combo, Tico 1092; T. Rogers, Mercury 70451; D. Shore, V 20-5838; T. Sosebee, Coral 64183; Wright Brothers, M-G-M 11776.		
5. Teach Me Tonight	7	8
By Sammy Cahn & Gene De Paul—Published by Hugo (ASCAP) BEST SELLING RECORDS: DeCastro Sisters, Abbott 3001, J. Stafford, Col 40351. OTHER RECORDS AVAILABLE: J. Bruce, Dec 28990; H. Grayco, X 3051; R. June, M-G-M 11856; Modernaires, Coral 61265.		
6. Papa Loves Mambo	6	9
By Al Hoffman, Dick Manning, Bix Reichner—Published by Shapiro-Bernstein (ASCAP) BEST SELLING RECORD: P. Como, V 20-5857. OTHER RECORDS AVAILABLE: Alfreddito, Rainbow 264; G. Jones, M. Pearl, V 20-5891; Peacock Mambo Combo, Tico 1092; J. Ray, Col 40324.		
7. Hold My Hand	8	12
By Jack Lawrence and Richard Myers—Published by Raphael (ASCAP) BEST SELLING RECORD: D. Cornell, Coral 61206. OTHER RECORDS AVAILABLE: G. Lombardo, Dec 29301.		
8. Hey, There	5	20
By Richard Adler-Jerry Ross—Published by Frank (ASCAP) BEST SELLING RECORD: R. Clooney, Col 40266. OTHER RECORDS AVAILABLE: S. Davis Jr., Dec 29199; D. Hawkins, Epic 9049; Homer & Jethro, V 20-5867; R. Prysock, Mercury 70460; J. Raitt, Col 1098; J. Ray, Col 40224.		
9. Count Your Blessings	9	7
By Irving Berlin—Published by Berlin (ASCAP) BEST SELLING RECORD: E. Fisher, V 20-5871. OTHER RECORDS AVAILABLE: R. Clooney, Col 40370; B. Crosby, Dec 2951; A. Godfrey, Col 40321; G. MacRae, Cap 2927; Orioles, Jubilee 5172.		
10. Naughty Lady of Shady Lane	16	2
By Sid Tepper & Roy Bennett—Published by Paxton (ASCAP) BEST SELLING RECORDS: Ames Brothers, V 20-5897, A. Bleyer, Cadence 1254.		

Second Ten

11. SHAKE, RATTLE AND ROLL.....	10	12
Published by Progressive (BMI)		
12. MUSKRAT RAMBLE.....	11	7
Published by Simon (ASCAP)		
13. MAMBO ITALIANO.....	13	3
Published by Rylan (ASCAP)		
14. WHITHER THOU GOEST.....	13	8
Published by Kavelin (BMI)		
15. IT'S A WOMAN'S WORLD.....	15	5
Published by Robbins (ASCAP)		
16. SKOKIAAN.....	12	15
Published by Shapiro-Bernstein (ASCAP)		
16. MAKE YOURSELF COMFORTABLE.....	—	1
Published by Rylan (ASCAP)		
18. HAJJI BABA.....	17	2
Published by Remick (ASCAP)		
19. SMILE.....	18	12
Published by Bourne (ASCAP)		
20. HEARTS OF STONE.....	—	1
Published by Regent (BMI)		
20. THAT'S ALL I WANT FROM YOU.....	—	1
Published by Weiss & Barry (BMI)		

WARNING—The title "HONOR ROLL OF HITS" is a registered trade-mark and the listing of the hits has been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent. Requests for such consent should be submitted in writing to the publisher of The Billboard at The Billboard, 1564 Broadway, New York 36, N. Y.

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

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Tunes with Greatest Radio-TV Audiences

Tunes, listed alphabetically, have the greatest audiences on network station programs in New York, Chicago and Los Angeles. Lists are based on John G. Peatman's copyrighted Audie Coverage Index.

Radio

Cara Mia (R)—Feist—ASCAP
Count Your Blessings (Instead of Sheep) (R) (F)—Berlin—ASCAP
Fanny (R) (M)—Chappell—ASCAP
Hajji Baba (R) (F)—Remick—ASCAP
Hey, There (R) (M)—Frank—ASCAP
High and the Mighty (R) (F)—Witmark—ASCAP
Hold Me in Your Arms (R)—Artists—ASCAP
Hold My Hand (R)—Raphael—ASCAP
Home for the Holidays (R)—Roncom—ASCAP
I Need You Now (R)—Miller—ASCAP
I Want You All to Myself (R)—Shapiro-Bernstein—ASCAP
If I Give My Heart to You (R)—Miller—ASCAP
It Worries Me (R)—Bourne—ASCAP
It's a Woman's World (R) (F)—Robbins—ASCAP
Make Yourself Comfortable (R)—Rylan—ASCAP
Mandolino (R)—Iris Trojan—BMI
Mr. Sandman (R)—E. H. Morris—ASCAP
Mood Indigo (R)—Mills—ASCAP
Muskrat Ramble (R)—George Simon—ASCAP
My Own True Love (Tara's Theme) (R) (F)—Remick—ASCAP
Papa Loves Mambo (R)—Shapiro-Bernstein—ASCAP
Ready, Willing and Able (R)—Daywin—BMI
Smile (R)—Bourne—ASCAP
Song From Desiree (R) (F)—Miller—ASCAP
Teach Me Tonight (R)—Hub—ASCAP
That's All I Want From You (R)—Weiss & Barry—BMI
That's What I Like (R) (F)—Chappell—ASCAP
This Ole House (R)—Hamblen—BMI
Whither Thou Goest (R)—Kavelin—BMI
You're Nobody Till Somebody Loves You (R)—Southern—ASCAP

Television

Bon Jour Mon Amour (R)—Leeds—ASCAP
Boy Wanted (R)—Joy—ASCAP
Cara Mia (R)—Feist—ASCAP
Count Your Blessings (Instead of Sheep) (R) (F)—Berlin—ASCAP
Ev'ry Time (R)—Simon House—BMI
He Put the Uh in the Mambo (R)—Cahl—ASCAP
Hey, There (R) (M)—Frank—ASCAP
Hold My Hand (R)—Raphael—ASCAP
Home for the Holidays (R)—Roncom—ASCAP
I Need You Now (R)—Miller—ASCAP
I Saw Mommy Do the Mambo (R)—Harman—ASCAP
I Want You All to Myself—Shapiro-Bernstein—ASCAP
If I Give My Heart to You (R)—Miller—ASCAP
It's a Woman's World (R) (F)—Robbins—ASCAP
March of the Gladiators (R)—Mills—ASCAP
Mr. Sandman (R)—E. H. Morris—ASCAP
Mood Indigo (R)—Mills—ASCAP
Muskrat Ramble (R)—George Simon—ASCAP
My Bambino (R)—Ben Bloom—ASCAP
My First Promise (R)—Chappell—ASCAP
Naughty Lady of Shady Lane (R)—Paxton—ASCAP
Old Pappy Time (R)—Hamblen—BMI
Papa Loves Mambo (R)—Shapiro-Bernstein—ASCAP
Point of View (R)—Frank—ASCAP
Sisters (R)—Berlin—ASCAP
Smile (R)—Bourne—ASCAP
Teach Me Tonight (R)—Hub—ASCAP
This Ole House (R)—Hamblen—BMI
Toy or Treasure (R)—Reiss-Massey—ASCAP
Whither Thou Goest (R)—Kavelin—BMI
Young at Heart (R)—Sunbeam—BMI

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.

Hold My Hand—Bradbury Wood (Raphael)
If I Give My Heart to You—Robbins (Miller)
My Son, My Son—Kassner (Kassner)
This Ole House—Duchess (Hamblen)
Smile—Bourne (Bourne)
There Must Be a Reason—Campbell, Connelly (April & Cromwell)
My Friend—Chappell (Paxton)
Santo Natale—Spier (Spier)
Skyblue Shirt and a Rainbow Tie—Lawrence Wright (*)
Little Things Mean a Lot—Robbins (Feist)
Happy Wanderer—Bosworth (Fox)
Story of Tina—Macmelodies (Maurice)
Three Coins in the Fountain—Feist (Robbins)
I Love Paris—Chappell (Chappell)
High and the Mighty—Harms, Connelly (Witmark)
I Can't Tell a Waltz From a Tango—Michael Reine (Harman)
No One But You—Robbins (Feist)
Sway—Southern (Peer)
Wait for Me Darling—Boosey & Hawkes (Herb Reiss)
I Need You Now—Feldman (Miller)



Buyboard

Due to territorial differences we are forced to list Capitol's top sellers alphabetically based on actual sales figures.

TOP SELLERS— POPULAR Listed Alphabetically

BAZOOM		
ARIVEDERCI	The Cheers	2921
BRING BACK MY BABY TO ME		
LOVEY DOVEY	Ella Mae Morse	2992
THE BUNNY HOP		
THE HOKEY POKEY	Ray Anthony	2427
HAJJI BABA		
UNBELIEVABLE	Nat "King" Cole	2949
HONEY LOVE		
RIOT IN CELL BLOCK NUMBER NINE	Vicki Young	2865
LING, TING, TONG		
I'M ALONE	The Five Keys	2945
OPEN UP THE DOGHOUSE	Dean Martin	
LONG, LONG AGO	Nat "King" Cole	2985
SMILE		
IT'S CRAZY	Nat "King" Cole	2897
THE SONG FROM DESIREE		
THE FINGER OF SUSPICION	Jane Froman	2979
WHITHER THOU GOEST		
MANDOLINO	Les Paul & Mary Ford	2928

COMING UP FAST Listed Alphabetically

JUST FOR LAUGHS		
THE VERY THOUGHT OF YOU	Bob Manning	2973
LOVE ME		
PAPA'S PUTTIN' THE PRESSURE ON	Connie Russell	2933
LOVE TURNS WINTER TO SPRING		
MOOD INDIGO	The Four Freshmen	2961
MIDNIGHT ON THE CLIFFS	Les Baxter	
DREAM RHAPSODY	Leonard Pennario	2950
THE POINT OF NO RETURN		
GIVE A LITTLE TIME	Ella Mae Morse	2959
SAVE YOUR LOVE FOR ME		
MY EXTRAORDINARY GAL	Pee Wee Hunt	2987
WHEN YOU'RE MAKING LOVE TO ME		
DOES IT HURT YOU TO REMEMBER	Vonnie Taylor	2966

LATEST RELEASES

Numbers
448 & 449

ALL OF YOU THIS IS MY LOVE	Connie Russell	2981
OPEN UP THE DOGHOUSE LONG, LONG AGO	Dean Martin, Nat "King" Cole	2985
SAVE YOUR LOVE FOR ME MY EXTRAORDINARY GAL	Pee Wee Hunt	2987
HERE'S WHAT I'M HERE FOR LOVE CAN CHANGE THE STARS	Gordon MacRae	2988
QUIRL UP IN MY ARMS SO HELP ME I LOVE YOU	The Nuggets	2989
SHARPSHOOTER I TOLD YOU SO	Jimmy Hoop, Perk Williams	2990
I'M GOING OUT ON THE FRONT PORCH AND CRY PLEASE DON'T TELL HER	Freddie Hart	2991
BRING BACK MY BABY TO ME LOVEY DOVEY	Ella Mae Morse	2992
YOU, MY LOVE SOMEONE TO WATCH OVER ME	Frank Sinatra	2993
DON'T RUSH ME PLEASE DON'T DIVORCE ME	Jean Shepard	2994
TOTO THE ESKIMO I'VE NEVER HEARD	Cousin Herb Henson	2995
MY SON, MY SON MY OWN TRUE LOVE	Margaret Whiting	2996

BEST SELLING— POPULAR ALBUMS Listed Alphabetically

ARTHUR MURRAY MODERN WALTZES	Les Baxter	45 rpm "EP" No. EBF-548 33 1/2 rpm No. H-548
ARTHUR MURRAY SWING FOX TROTS	Ray Anthony	45 rpm "EP" No. EBF-546 33 1/2 rpm No. H-546
BARRELHOUSE, BOOGIE, AND THE BLUES	Ella Mae Morse	45 rpm "EP" No. EAP-1-513 & EAP-2-513 33 1/2 rpm No. H-513
THE BILL HOLMAN OCTET		45 rpm "EP" No. EBF-6500 33 1/2 rpm No. H-6500
ELLINGTON '55	Duke Ellington	45 rpm "EP" No. EAP-1-2-3-4-521 33 1/2 rpm No. W-521
JIMMY GIUFFRE		45 rpm "EP" No. EBF-549 33 1/2 rpm No. H-549
MOONLIGHT AND VIOLINS	Pittsburgh Symphony Orchestra	45 rpm "EP" No. FBF-534 33 1/2 rpm No. L-534
MUSIC FOR LOVERS ONLY	Jackie Gleason	45 rpm "EP" No. EBF-352 33 1/2 rpm No. H-352
MUSIC, MARTINIS, AND MEMORIES	Jackie Gleason	45 rpm "EP" No. EAP-1-2-3-4-509 33 1/2 rpm No. W-509
SOMETHING COOL	June Christy	45 rpm "EP" No. EBF-516 33 1/2 rpm No. H-516
SWING EASY	Frank Sinatra	45 rpm "EP" No. EAP-1-528 & EAP-2-528 33 1/2 rpm No. H-528
TOP HITS OF '54, VOLUME II	Top Artists	45 rpm "EP" No. EAP-1-9119 & EAP-2-9119 33 1/2 rpm No. H-9119
VOICES IN MODERN	The Four Freshmen	45 rpm "EP" No. EAP-1-522 & EAP-2-522 33 1/2 rpm No. H-522

CHRISTMAS BEST SELLERS POPULAR ALBUMS Listed Alphabetically

BOYS TOWN CHOIR SINGING CHRISTMAS MUSIC		78 rpm No. CC-9006 45 rpm No. EBF-9006 33 1/2 rpm No. H-9006
CAROLS AT CHRISTMAS	The Sportsmen Quartet	33 1/2 rpm No. H-9007
CAROLS FOR CHRISTMAS	The Starlighters' Chorus	45 rpm "EP" No. EBF-9007 33 1/2 rpm No. H-9007
CHRISTMAS BELLS	Richard Keys Briggs	78 rpm No. CC-9013 45 rpm "EP" No. EAP-1-2-9013 & EAP-9013 33 1/2 rpm No. H-9013 & W-9013
CHRISTMAS CAROLS	St. Luke's Choristers	45 rpm "EP" No. 9000 33 1/2 rpm No. H-9000
CHRISTMAS CHEER	Les Paul & Mary Ford	45 rpm "EP" No. EAP-1-543
CHRISTMAS CHORISTERS	St. Luke's Choristers	45 rpm "EP" No. EBF-9012 33 1/2 rpm No. H-9012
CHRISTMAS IN THE AIR!	Voices of Walter Schumann	78 rpm No. CDH-9016 45 rpm "EP" No. EBF-9016 33 1/2 rpm No. H-9016
THE CHRISTMAS SONG	Nat "King" Cole	45 rpm "EP" No. EAP-1-9026
MERRY CHRISTMAS TO YOU!	Top Artists	33 1/2 rpm No. W-9028
MY BIRTHDAY COMES ON CHRISTMAS	Dallas Frazier, Joe "Fingers" Carr	45 rpm "EP" No. EAP-1-9025
THE ORGAN PLAYS AT CHRISTMAS	Buddy Cole	78 rpm No. CC-9002 45 rpm "EP" No. EBF-9002 33 1/2 rpm No. H-9002
SONGS OF CHRISTMAS	Jo Stafford, Gordon MacRae	45 rpm "EP" No. EAP-1-9021
UNDER THE CHRISTMAS TREE	Jan Garber	45 rpm "EP" No. EBF-9008 33 1/2 rpm No. H-9008
YINGLE BELLS	Yogi Yorgesson	45 rpm "EP" No. EAP-1-461

CHRISTMAS BEST SELLERS CHILDREN'S ALBUMS Listed Alphabetically

FROSTY THE SNOWMAN & THE TUBBY THE TUBA SONG	Jerry Marlowe	78 rpm No. CAS-3079 45 rpm No. CASF-3079
I SAW MOMMY KISSING SANTA CLAUS & WHERE DID MY SNOWMAN GO!	Molly Bee	78 rpm No. CAS-3192 45 rpm No. CASF-3192
I TANT WAIT 'TIL QUITMUTH DAY & YAH, DAS IST EIN CHRISTMAS TREE	Mel Blanc	78 rpm No. CAS-3191 45 rpm No. CASF-3191
RUDOLPH THE RED-NOSED REINDEER & THE SWISS BOY	Smiley Burnette	78 rpm No. CAS-3160 45 rpm No. CASF-3160
'TWAS THE NIGHT BEFORE CHRISTMAS	The Mellomen	78 rpm No. CAS-3121 45 rpm No. CASF-3121

CHRISTMAS BEST SELLERS—SINGLE RECORDS Listed Alphabetically

BE KIND TO THE STREET CORNER SANTA CLAUS I GIVE UP!—WHAT IS IT!	Yogi Yorgesson	2978
THE CHRISTMAS BLUES IF I SHOULD LOVE AGAIN	Dean Martin	2640
CHRISTMAS IN MY HOMETOWN I FORGOT TO REMEMBER SANTA CLAUS	Sonny James	2958
THE CHRISTMAS SONG MY TWO FRONT TEETH	Nat "King" Cole	2955
IT'S CHRISTMAS THANKS	Jimmy Wakely	2644
IS THERE A SANTA CLAUS! OLD TEX KRINGLE	Tex Ritter	2957
I WAS SANTA CLAUS AT THE SCHOOL HOUSE THE CHRISTMAS PARTY	Yogi Yorgesson	1831
I YUST GO NUTS AT CHRISTMAS YINGLE BELLS	Yogi Yorgesson	781
JINGLE BELLS SILENT NIGHT	Les Paul & Mary Ford	1881
JUNGLE BELLS WHITE CHRISTMAS	Les Paul & Mary Ford	2617
THE LITTLE BOY THAT SANTA CLAUS FORGOT MRS. SANTA CLAUS	Nat "King" Cole	2616
MY BIRTHDAY COMES ON CHRISTMAS JINGLE-O-THE BROWNIE	Dallas Frazier, Joe Carr	2956
THE NIGHT BEFORE CHRISTMAS OH! OH! DON'T EVER GO	Harry Kari	2618
PEACE ON EARTH CHRISTMAS TIME IS HERE	Martha Carson	2969
RUDOLPH THE RED-NOSED REINDEER—MAMBO LOOP-DE-LOOP MAMBO	Billy May	2948
SILVER BELLS CHRISTMAS CANDY	Margaret Whiting & Jimmy Wakely	1255
WHITE CHRISTMAS THE CHRISTMAS WALTZ	Frank Sinatra	2954
YOU'RE THE ANGEL ON MY CHRISTMAS TREE I'M GONNA TELL SANTA CLAUS ON YOU	Faron Young	2629
YULENET, PART I—YULENET, PART II	Stan Freberg & Daws Butler	2986

Les Baxter
and The Bombers...

EARTH ANGEL
HAPPY BABY

RECORD NO. 3002



HANK
THOMPSON

DARDANELLA
JOHNSON RAG

RECORD NO. 2998

FERLIN
HUSKEY

LITTLE TOM
I FEEL BETTER ALL OVER

RECORD NO. 3001

Margaret Whiting

MY SON, MY SON
MY OWN TRUE LOVE

RECORD NO. 2996



JEAN
SHEPARD

DON'T RUSH ME
PLEASE DON'T DIVORCE ME

RECORD NO. 2994

The Billboard Music Popularity Charts

POPULAR RECORDS

Best Sellers in Stores

For survey week ending November 24

RECORDS are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among the nation's top volume pop record dealers representing every important market area. The reverse side of each record is also listed. When a figure is given in parenthesis after the flip title it indicates what position it occupies on the chart.

This Week	Last Week	Weeks on Chart	Title	Label
1.	2	6	MR. SANDMAN—Chordettes I Don't Wanna See You Cryin'— Cadence 1247—ASCAP	
2.	1	14	I NEED YOU NOW—E. Fisher..... Heaven Was Never Like This— V 20-5830—ASCAP	
3.	3	18	THIS OLE HOUSE—R. Clooney..... Hey, There (6)—Col 40266—BMI	
4.	5	9	TEACH ME TONIGHT— DeCastro Sisters..... It's Love—Abbott 3001—ASCAP	
5.	4	10	PAPA LOVES MAMBO—P. Como..... Things I Didn't Do—V 20-5857—ASCAP	
6.	7	21	HEY, THERE—R. Clooney..... This Ole House (3)—Col 40266—ASCAP	
7.	6	13	HOLD MY HAND—D. Cornell..... I'm Blessed—Coral 61206—ASCAP	
8.	9	16	SHAKE, RATTLE AND ROLL— B. Haley..... A. B. C. Boogie—Dec 29204—BMI	
9.	8	13	IF I GIVE MY HEART TO YOU— Doris Day..... Anyone Can Fall in Love—Col 40300—ASCAP	
10.	11	6	COUNT YOUR BLESSINGS—E. Fisher Fanny—V 20-5871—ASCAP	
11.	16	2	NAUGHTY LADY OF SHADY LANE— Ames Brothers..... Addio—V 20-5897—ASCAP	
12.	10	4	MAMBO ITALIANO—R. Clooney.... We'll Be Together Again—Col 40361—ASCAP	
13.	12	2	MR. SANDMAN—Four Aces..... I'll Be With You in Apple Blossom Time— Dec 29344—ASCAP	
14.	—	1	LET ME GO LOVER—J. Weber..... Marionette—Col 40366—BMI	
15.	13	8	MUSKRAT RAMBLE—McGuire Sisters Lonesome Polecat—Coral 61278—ASCAP	
16.	20	2	MAKE YOURSELF COMFORTABLE— S. Vaughan..... Crazy 'Bout Lollipop—Mercury 70432—ASCAP	
17.	14	4	HAIJI BABA—Nat (King) Cole..... Unbelievable—Cap 2949—ASCAP	
18.	20	3	DIM, DIM THE LIGHTS—B. Haley.. Happy Baby—Dec 29317—BMI	
19.	27	2	THAT'S ALL I WANT FROM YOU— J. P. Morgan..... Dawn—V 20-5896—BMI	
20.	17	16	CARA MIA—D. Whitfield..... How, When or Where—London 1486—ASCAP	
21.	28	4	RUNAROUND—Chuckles..... At Last You Understand—X 0066—BMI	
22.	26	2	HEARTS OF STONE—Charms..... Who Knows—DeLuxe 6062—BMI	
23.	18	8	I NEED YOUR LOVIN'—Cheers..... Ariverderci—Cap 2921—BMI	
24.	—	2	TEACH ME TONIGHT—J. Stafford.. Suddenly—Col 40351—ASCAP	
25.	15	8	WHITHER THOU GOEST— L. Paul & M. Ford..... Mandolino—Cap 2928—BMI	
26.	—	1	NAUGHTY LADY OF SHADY LANE— A. Bleyer..... While the Vesper Bells Were Ringing— Cadence 1254—ASCAP	
27.	22	11	SMILE—Nat (King) Cole..... It's Crazy—Cap 2897—ASCAP	
27.	—	1	YOURS—D. Contino..... Gola Mambo—Mercury 70455—BMI	
29.	—	3	THIS OLE HOUSE—S. Hamblen..... When My Lord Picks Up the Phone— V 20-5739—BMI	
30.	24	5	IT'S A WOMAN'S WORLD—Four Aces Cuckoo Bird in the Pickle Tree— Dec 29269—ASCAP	

This Week's Best Buys

NO SELECTIONS THIS WEEK

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

Please send

One Year.....\$10
(1 year at single copy price USA
and Canada is \$13)

Foreign Rate.....\$20

Payment enclosed

850



name.....

title or position.....

company.....

nature of business.....

address.....

city, zone, state.....

The Billboard • 2160 Patterson St. • Cincinnati 22, Ohio

Most Played in Juke Boxes

For survey week ending November 24

RECORDS are ranked in order of the greatest number of plays in juke boxes thruout the country. Results are based on The Billboard's weekly survey among the nation's juke box operators. The reverse side of each record is also listed.

This Week	Last Week	Weeks on Chart	Title	Label
1.	2	14	I NEED YOU NOW—E. Fisher..... Heaven Was Never Like This— V 20-5830—ASCAP	
2.	1	17	THIS OLE HOUSE—R. Clooney..... Hey, There—Col 40266—BMI	
3.	3	10	IF I GIVE MY HEART TO YOU— Doris Day..... Anyone Can Fall in Love— Col 40300—ASCAP	
4.	5	8	PAPA LOVES MAMBO—P. Como..... Things I Didn't Do—V 20-5857—ASCAP	
5.	3	18	HEY, THERE—R. Clooney..... This Ole House—Col 40266—ASCAP	
6.	6	8	TEACH ME TONIGHT— DeCastro Sisters..... It's Love—Abbott 3001—ASCAP	
7.	7	9	HOLD MY HAND—D. Cornell..... I'm Blessed—Coral 61206—ASCAP	
8.	8	4	MR. SANDMAN—Chordettes..... I Don't Wanna See You Cryin'— Cadence 1247—ASCAP	
9.	9	11	SHAKE, RATTLE AND ROLL— B. Haley..... A. B. C. Boogie—Dec 29204—BMI	
10.	10	5	MUSKRAT RAMBLE— McGuire Sisters..... Lonesome Polecat—Coral 61278—ASCAP	
11.	13	3	MAMBO ITALIANO—R. Clooney.... We'll Be Together Again—Col 40361—ASCAP	
12.	13	3	COUNT YOUR BLESSINGS— E. Fisher..... Fanny—V 20-5871—ASCAP	
13.	11	5	WHITHER THOU GOEST— L. Paul & M. Ford..... Mandolino—Cap 2928—BMI	
13.	19	10	IF I GIVE MY HEART TO YOU— D. Lor..... Hello, Darling—Majar 27—ASCAP	
15.	—	1	MR. SANDMAN—Four Aces..... I'll Be With You in Apple Blossom Time— Dec 29344—ASCAP	
16.	12	14	SKOKIAAN—R. Marterie..... Crazy 'Bout Lollipop—Mercury 70432—ASCAP	
17.	15	5	THAT'S WHAT I LIKE— Don, Dick & Jimmy..... You Can't Have Your Cake and Eat It Too— Crown 125—ASCAP	
17.	—	1	IT'S A WOMAN'S WORLD— Four Aces..... Cuckoo Bird in the Pickle Tree— Dec 29269—ASCAP	
19.	17	7	MOOD INDIGO—N. Petty Trio..... Petty's Little Polka—X 0040—ASCAP	
20.	—	1	MAMA DOLL SONG—P. Page..... I Can't Tell a Waltz From a Tango— Mercury 70458—ASCAP	
20.	19	2	HAIJI BABA—Nat (King) Cole..... Unbelievable—Cap 2949—ASCAP	

Most Played by Jockeys

For survey week ending November 24

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

This Week	Last Week	Weeks on Chart	Title	Label
1.	1	6	MR. SANDMAN—Chordettes..... I Don't Wanna See You Cryin'— Cadence 1247—ASCAP	
2.	2	13	I NEED YOU NOW—E. Fisher..... Heaven Was Never Like This— V20-5830—ASCAP	
3.	5	8	TEACH ME TONIGHT— DeCastro Sisters..... It's Love—Abbott 3001—ASCAP	
4.	3	11	HOLD MY HAND—D. Cornell..... I'm Blessed—Coral 61206—ASCAP	
5.	4	9	PAPA LOVES MAMBO—P. Como..... Things I Didn't Do—V 20-5857—ASCAP	
6.	7	12	IF I GIVE MY HEART TO YOU— Doris Day..... Anyone Can Fall in Love—Col 40300—ASCAP	
7.	10	3	NAUGHTY LADY OF SHADY LANE— Ames Brothers..... Addio—V 20-5897—ASCAP	
8.	9	2	MR. SANDMAN—Four Aces..... I'll Be With You in Apple Blossom Time— Dec 29344—ASCAP	
9.	6	20	HEY, THERE—R. Clooney..... This Ole House—Col 40266—ASCAP	
10.	8	18	THIS OLE HOUSE—R. Clooney..... Hey, There—Col 40266—BMI	
11.	11	6	COUNT YOUR BLESSINGS—E. Fisher Fanny—V 20-5871—ASCAP	
12.	19	2	MAKE YOURSELF COMFORTABLE— S. Vaughan..... Idle Gossip—Mercury 70469—ASCAP	
13.	—	1	MAMBO ITALIANO—R. Clooney.... We'll Be Together Again—Col 40361—ASCAP	
14.	12	6	SHAKE, RATTLE AND ROLL— B. Haley..... A. B. C. Boogie—Dec 29204—BMI	
15.	13	6	IT'S A WOMAN'S WORLD— Four Aces..... Cuckoo Bird in the Pickle Tree— Dec 29269—ASCAP	
16.	20	3	HAIJI BABA—Nat (King) Cole..... Unbelievable—Cap 2949—ASCAP	
17.	15	7	WHITHER THOU GOEST— L. Paul & M. Ford..... Mandolino—Cap 2928—BMI	
18.	—	1	TEACH ME TONIGHT—J. Stafford .. Suddenly—Col 40351—ASCAP	
19.	14	12	IF I GIVE MY HEART TO YOU— D. Lor..... Hello, Darling—Majar 27—ASCAP	
20.	—	1	MR. SANDMAN—B. Morrow..... Rock-a-Beatin' Boogie—Mercury 70477—ASCAP	
20.	—	1	NAUGHTY LADY OF SHADY LANE— A. Bleyer..... While the Vesper Bells Were Ringing— Cadence 1254—ASCAP	

~~300,000~~

~~400,000~~

~~500,000~~

~~1,000,000~~

FIGURES...SCHMIGURES



**There's
Only **1****

PATTI

PAGE

JUST RELEASED

'LET ME

GO,

LOVER!'

COUPLED WITH

"HOCUS POCUS"

MERCURY 70511 • 70511X45

CHICAGO 1, ILLINOIS





The Billboard Music Popularity Charts
POPULAR RECORDS

• **Territorial Best Sellers**

For survey week ending November 24

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

Atlanta

1. Hey, There, R. Clooney, Col.
2. Teach Me Tonight
DeCastro Sisters, Abb.
3. Count Your Blessings, E. Fisher, V.
4. Mr. Sandman, Chordettes, Cdc.
5. I Need You Now, E. Fisher, V.
6. Smile, Nat (King) Cole, Cap.
7. Love Me, B. Williams, Cor.
8. This Ole House, R. Clooney, Col.

Balti.-Wash.

1. Mr. Sandman, Chordettes, Cdc.
2. Shake, Rattle and Roll, B. Haley, Dec.
3. Teach Me Tonight
DeCastro Sisters, Abb.
4. Hey, There, R. Clooney, Col.
5. I Need You Now, E. Fisher, V.
6. Papa Loves Mambo, P. Como, V.
7. Hold My Hand, D. Cornell, Cor.
8. This Ole House, R. Clooney, Col.
9. Naughty Lady of Shady Lane
Ames Brothers, V.
10. Count Your Blessings, E. Fisher, V.

Boston

1. Mr. Sandman, Chordettes, Cdc.
2. Teach Me Tonight
DeCastro Sisters, Abb.
3. Make Yourself Comfortable
S. Vaughan, Mer.
4. Naughty Lady of Shady Lane
Ames Brothers, V.
5. Papa Loves Mambo, P. Como, V.
6. Hey, There, R. Clooney, Col.
7. Naughty Lady of Shady Lane
A. Bleyer, Cdc.
8. I Want You All to Myself
K. Kallen, Dec.
9. I Need You Now, E. Fisher, V.

Buffalo

1. Mr. Sandman, Chordettes, Cdc.
2. Teach Me Tonight
DeCastro Sisters, Abb.
3. Let Me Go, Lover, J. Weber, Col.
4. If I Give My Heart to You
Doris Day, Col.
5. Papa Loves Mambo, P. Como, V.

Chicago

1. Mr. Sandman, Chordettes, Cdc.
2. Mambo Italiano, R. Clooney, Col.
3. I Need You Now, E. Fisher, V.
4. Yours, D. Contino, Mer.
5. Hold My Hand, D. Cornell, Cor.
6. This Ole House, R. Clooney, Col.
7. Hajji Baba, Nat (King) Cole, Cap.
8. Make Yourself Comfortable
S. Vaughan, Mer.
9. Naughty Lady of Shady Lane
A. Bleyer, Cdc.
10. Hey, There, R. Clooney, Col.

Cincinnati

1. Mr. Sandman, Chordettes, Cdc.
2. Teach Me Tonight
DeCastro Sisters, Abb.
3. I Need You Now, E. Fisher, V.
4. This Ole House, R. Clooney, Col.
5. Count Your Blessings, E. Fisher, V.
6. Hold My Hand, D. Cornell, Cor.
7. If I Give My Heart to You
Doris Day, Col.
8. Papa Loves Mambo, P. Como, V.
9. Hey, There, R. Clooney, Col.
10. Shake, Rattle and Roll, B. Haley, Dec.

Cleveland

1. Teach Me Tonight
DeCastro Sisters, Abb.
2. Mr. Sandman, Chordettes, Cdc.
3. Dim, Dim the Lights, B. Haley, Dec.
4. That's All I Want From You
J. P. Morgan, V.
5. Naughty Lady of Shady Lane
Ames Brothers, V.
6. Papa Loves Mambo, P. Como, V.
7. Shake, Rattle and Roll, B. Haley, Dec.
8. Runaround, Chuckles, X
9. Song of the Barefoot Contessa
H. Winterhalter, V.
10. Mr. Sandman, Four Aces, Dec.

Dallas-Fort Worth

1. I Need You Now, E. Fisher, V.
2. Mr. Sandman, Four Aces, Dec.
3. Hold My Hand, D. Cornell, Cor.
4. This Ole House, R. Clooney, Col.
5. Let Me Go, Lover, J. Weber, Col.
6. Hey, There, R. Clooney, Col.
7. If I Give My Heart to You
Doris Day, Col.
8. Count Your Blessings, E. Fisher, V.
9. Papa Loves Mambo, P. Como, V.
10. Teach Me Tonight
DeCastro Sisters, Abb.

Denver

1. This Ole House, R. Clooney, Col.
2. I Need You Now, E. Fisher, V.
3. Hey, There, R. Clooney, Col.
4. If I Give My Heart to You
Doris Day, Col.
5. Mr. Sandman, Chordettes, Cdc.
6. Mr. Sandman, Four Aces, Dec.
7. Muskrat Ramble, McGuire Sisters, Cor.
8. Count Your Blessings, E. Fisher, V.
9. Papa Loves Mambo, P. Como, V.
10. Teach Me Tonight, J. Stafford, Col.

Detroit

1. Mr. Sandman, Chordettes, Cdc.
2. That's All I Want From You
J. P. Morgan, V.
3. Shake Rattle and Roll, B. Haley, Dec.
4. Mambo Italiano, R. Clooney, Col.
5. This Ole House, R. Clooney, Col.
6. Land of Dreams, H. Winterhalter, V.
7. Dim, Dim the Lights, B. Haley, Dec.
8. I Need You Now, E. Fisher, V.
9. Papa Loves Mambo, P. Como, V.
10. Naughty Lady of Shady Lane
Ames Brothers, V.

Kansas City

1. Mr. Sandman, Chordettes, Cdc.
2. Shake, Rattle and Roll, B. Haley, Dec.
3. I Need You Now, E. Fisher, V.
4. Naughty Lady of Shady Lane
Ames Brothers, V.
5. This Ole House, R. Clooney, Col.
6. Count Your Blessings, E. Fisher, V.

7. Let Me Go Lover, J. Weber, Col.
8. Dim, Dim the Lights, B. Haley, Dec.
9. That's All I Want From You
J. P. Morgan, V.
10. Hajji Baba, Nat (King) Cole, Cap.

Los Angeles

1. Mr. Sandman, Chordettes, Cdc.
2. I Need You Now, E. Fisher, V.
3. This Ole House, R. Clooney, Col.
4. Papa Loves Mambo, P. Como, V.
5. If I Give My Heart to You
Doris Day, Col.
6. Hey, There, R. Clooney, Col.
7. Naughty Lady of Shady Lane
Ames Brothers, V.
8. Cara Mia, D. Whitfield, Lon.
9. Let Me Go Lover, J. Weber, Col.
10. Mambo Italiano, R. Clooney, Col.

Milwaukee

1. Mr. Sandman, Chordettes, Cdc.
2. That's What I Like
Don, Dick & Jimmy, Crw.
3. I Need You Now, E. Fisher, V.
4. Naughty Lady of Shady Lane
Ames Brothers, V.
5. Papa Loves Mambo, P. Como, V.
6. I Need Your Lovin', Cheers, Cap.
7. Hey, There, R. Clooney, Col.
8. Hold My Hand, D. Cornell, Cor.
9. Mambo Italiano, R. Clooney, Col.
10. Muskrat Ramble, McGuire Sisters, Cor.

Mpls.-St. Paul

1. Mr. Sandman, Four Aces, Dec.
2. Runaround, Chuckles, X
3. I Need You Now, E. Fisher, V.
4. This Ole House, R. Clooney, Col.
5. Melody of Love, B. Vaughn, Dot.
6. Shake, Rattle and Roll, B. Haley, Dec.
7. Count Your Blessings, E. Fisher, V.
8. Mambo Italiano, R. Clooney, Col.
9. Cara Mia, D. Whitfield, Lon.
10. Hey, There, R. Clooney, Col.

New Orleans

1. I Need You Now, E. Fisher, V.
2. Hearts of Stone, Charms, Del.
3. Mr. Sandman, Four Aces, Dec.
4. This Ole House, R. Clooney, Col.
5. Papa Loves Mambo, P. Como, V.
6. If I Give My Heart to You
Doris Day, Col.
7. Count Your Blessings, E. Fisher, V.
8. Song of the Barefoot Contessa
H. Winterhalter, V.
9. Mambo Italiano, R. Clooney, Col.
10. I Need Your Lovin', Cheers, Cap.

New York

1. Papa Loves Mambo, P. Como, V.
2. Hey, There, R. Clooney, Col.
3. Shake, Rattle and Roll, B. Haley, Dec.
4. This Ole House, R. Clooney, Col.
5. Teach Me Tonight
DeCastro Sisters, Abb.
6. Mr. Sandman, Chordettes, Cdc.
7. I Need You Now, E. Fisher, V.
8. Mambo Italiano, R. Clooney, Col.
9. Muskrat Ramble, McGuire Sisters, Cor.
10. Smile, Nat (King) Cole, Cap.

Philadelphia

1. Teach Me Tonight
DeCastro Sisters, Abb.
2. Mr. Sandman, Chordettes, Cdc.
3. This Ole House, R. Clooney, Col.
4. Count Your Blessings, E. Fisher, V.
5. Papa Loves Mambo, P. Como, V.
6. Shake a Hand, M. Pedicin, TC.
7. Cara Mia, D. Whitfield, Lon.
8. I Need You Now, E. Fisher, V.
9. Love Me, G. Gibbs, Mer.
10. Dixie Danny, Matys Brothers, TC.

Pittsburgh

1. Mr. Sandman, Chordettes, Cdc.
2. Naughty Lady of Shady Lane
Ames Brothers, V.
3. Make Yourself Comfortable
S. Vaughan, Mer.
4. Let Me Go Lover, J. Weber, Col.
5. Teach Me Tonight
DeCastro Sisters, Abb.
6. Mama Doll Song, P. Page, Mer.
7. Count Your Blessings, E. Fisher, V.
8. Papa Loves Mambo, P. Como, V.
9. Drink, Drink, Drink, M. Lanza, V.
10. Yours, D. Contino, Mer.

St. Louis

1. Mr. Sandman, Chordettes, Cdc.
2. Teach Me Tonight
DeCastro Sisters, Abb.
3. Mr. Sandman, Four Aces, Dec.
4. Papa Loves Mambo, P. Como, V.
5. Shake, Rattle and Roll, B. Haley, Dec.
6. If I Give My Heart to You
Doris Day, Col.
7. Naughty Lady of Shady Lane
Ames Brothers, V.
8. That's All I Want From You
J. P. Morgan, V.
10. Mama Doll Song, P. Page, Mer.

San Francisco

1. This Ole House, R. Clooney, Col.
2. Mr. Sandman, Chordettes, Cdc.
3. Papa Loves Mambo, P. Como, V.
4. I Need You Now, E. Fisher, V.
5. Hey, There, R. Clooney, Col.
6. If I Give My Heart to You
Doris Day, Col.
7. Let Me Go Lover, J. Weber, Col.
8. Mambo Italiano, R. Clooney, Col.
9. Count Your Blessings, E. Fisher, V.
10. Teach Me Tonight
DeCastro Sisters, Abb.

Seattle

1. Mr. Sandman, Chordettes, Cdc.
2. Hey, There, R. Clooney, Col.
3. I'm a Rollin', J. Miles, Cor.
4. If I Give My Heart to You
Doris Day, Col.
5. Shake, Rattle and Roll, B. Haley, Dec.
6. Mood Indigo, N. Petty Trio, X
7. Teach Me Tonight
DeCastro Sisters, Abb.
8. This Ole House, R. Clooney, Col.
9. Cara Mia, D. Whitfield, Lon.
10. Hajji Baba, Nat (King) Cole, Cap.

JONI JAMES
WHEN WE COME OF AGE
and
EVERY TIME YOU TELL ME YOU LOVE ME
MGM 11865 78 rpm • K11865 45 rpm

BILLY ECKSTINE
ONE SWEET KISS
and
LOVE ME
MGM 11855 78 rpm • K 11855 45 rpm

VOTED
"most promising newcomer of 1954."—Billboard D.J. Poll.

BETTY MADIGAN
ALWAYS YOU
and
THAT WAS MY HEART YOU HEARD
MGM 11812 78 rpm • K 11812 45 rpm

VOTED
one of the "promising newcomers of the year."—Billboard D.J. Poll.

RUSH ADAMS
ALL OF YOU I GO OUTA MY MIND
MGM 11873 78 rpm • K 11873 45 rpm

LEROY HOLMES
TARA'S THEME
and
JAMIE
MGM 11854 78 rpm • K 11854 45 rpm

TOMMY EDWARDS
I HAVE THAT KIND OF HEART
and
YOU WALK BY
MGM 11821 78 rpm • K 11821 45 rpm

GEORGE SHEARING
UNDECIDED ADIEU
MGM 11876 78 rpm • K 11876 45 rpm

ALAN DEAN
THE SONG FROM DESIREE
and
TONIGHT, MY LOVE
MGM 11844 78 rpm • K 11844 45 rpm

DICK HYMAN TRIO
CECILIA
and
EAST OF THE SUN
MGM 11811 78 rpm • K 11811 45 rpm

DEAN PARKER
VERA CRUZ MANDOLIN
MGM 11866 78 rpm • K 11866 45 rpm

COUNTRY and WESTERN

HANK WILLIAMS
(I'M GONNA) SING, SING, SING THE ANGEL OF DEATH
MGM 11861 78 rpm
K 11861 45 rpm

ARTHUR SMITH
HI LO BOOGIE TRUCK STOP GRILL
MGM 11879 78 rpm
K 11879 45 rpm

RAY HANEY
MY SON, MY SON THAT LITTLE BOY OF MINE
MGM 11891 78 rpm
K 11891 45 rpm

DAVE DENNY
CRY, FOOL, CRY STOP, YOU'RE BREAKING MY HEART
MGM 11831 78 rpm
K 11831 45 rpm

FLASH!
THE ORIGINAL!
THE BEST!
SAM ULANO
SANTA AND THE DOODLE-LI BOOP
MGM 11898
K11898 **ORDER NOW**

M-G-M RECORDS
THE GREATEST NAME IN ENTERTAINMENT



**The Billboard
1954
Disk Jockey
Poll**

**ARTIST FAVORITES
MALE VOCALISTS**

Based on actual vote of disk jockeys covering period of January 1, 1954, thru October 9, 1954.

Who is your favorite male vocalist (with or without a band)?

PLACE	WINNER	LABEL	1953
1.	FRANK SINATRA	Capitol	5
2.	PERRY COMO	RCA Victor	1
3.	EDDIE FISHER	RCA Victor	2
4.	NAT (KING) COLE	Capitol	

RECORDS, Popular

Based on actual vote of disk jockeys covering period of January 1, 1954, thru October 9, 1954.

Which single record in the Popular category did you like most during the past 12 months?

PLACE	WINNER	LABEL
1.	YOUNG AT HEART, Frank Sinatra	Capitol
2.	LITTLE THINGS MEAN A LOT, Kitty Kallen	Decca
3.	SECRET LOVE, Doris Day	Columbia

ACADEMY AWARD:
BEST SUPPORTING PERFORMANCE
FRANK SINATRA
"FROM HERE TO ETERNITY"

NOW IN RELEASE:
"Suddenly"

CHRISTMAS RELEASE:
"Young At Heart"

NOW SHOOTING:
"Not As A Stranger"

STARTING IN MARCH:
"Guys And Dolls"

ALBUM FAVORITES

Based on actual vote of disk jockeys covering period of January 1, 1954, thru October 9, 1954.

Which album or set of records in the popular category did you like most in the last 12 months?

PLACE	WINNER	LABEL
1.	SWING EASY, Sinatra	Capitol
2.	GLENN MILLER LIMITED EDITION, VOL. II	RCA Victor
3.	GLENN MILLER LIMITED EDITION, VOL. I	RCA Victor

Busy, busy, busy—
Frank



DAVID WHITFIELD

sings the year's biggest Xmas hit

SANTO NATALE

(Merry Christmas)

backed by
ADESTE FIDELES
1508 & 45-1508

BILLBOARD (November 20): Spotlight Pick
CASH BOX (November 20): Best Christmas Disc of the Week
VARIETY: Best Bet
MUSIC GUILD OF AMERICA: 2 Stars

stronger than ever
CARA MIA
1486 & 45-1486

London
RECORDS



The Billboard Music Popularity Charts POPULAR RECORDS

• Review Spotlight on... RECORDS

DENISE LOR

From Nine to Five (Alamo, ASCAP)
Our Future Has Only Begun (Sunbeam, BMI)—Mercury 70509—It looks as tho the canary has a big one in her first Mercury waxing. "From Nine to Five" is an appealing ballad with an effective typewriter-sound gimmick carrying out the theme of a secretary's hopeless love for her boss. The flip "Our Future Has Only Begun" is an attractive waltz, with good phrasing by the singer.

• Reviews of New Pop Records

PERRY COMO

Silk Stockings90
VICTOR 5950—A Billboard "Spotlight" 11-27-'54. (Chappell, ASCAP) (There's No Place Like Home for the Holidays....80
Perry Como, backed closely by a large chorus, sings of the delights of going home over the holidays on this bright and happy new holiday tune. The Mitch Ayres ork supplies solid backing. This side is due to get attention during the next four weeks. (Roncom, ASCAP)

PATTI PAGE

Let Me Go, Lover87
Mercury 70511—A Billboard "Spotlight" 11-27-'54. (Hill & Range, BMD)
Focus Pocus....86
A Billboard "Spotlight" 11-27-'54. (Sheldon, BMI)

SUNNY GALE

Let Me Go, Lover86
VICTOR 20-5952—A Billboard "Spotlight" 11-27-'54. (Hill & Range, BMI)
Unsuspecting Heart....86
A Billboard "Spotlight" 11-27-'54. (Tee Pee, ASCAP)

TERESA BREWER

Let Me Go, Lover.....86
CORAL 61315—A Billboard "Spotlight" 11-25-'54. (Hill & Range, BMI)
The Moon Is on Fire....79
Miss Brewer goes it alone on this side. It's strictly the "B" side on this disk. (Joy, ASCAP)

NAT COLE-DEAN MARTIN

Love, Long Ago.....86
CAPITOL 2985—A Billboard "Spotlight" 11-27-'54. (Marvin, ASCAP)
Open Up the Doghouse....85
A Billboard "Spotlight" 11-27-'54. (Marvin, ASCAP)

TONY MARTIN

All of You81
VICTOR 20-5946—This is one of Martin's best records. His smooth, sexy vocal style is ideally suited to Cole Porter's new ballad from the Broadway show "Silk Stockings." However, the lyrics may be too blue in spots for jocks. Nevertheless, it's a great waxing. (Chappell, ASCAP)
Vera Cruz....76
The singer warbles the theme from the forthcoming Burt Lancaster-Gary Cooper movie of the same title. It's a nice performance of a pretty tune, but flip has more power. (Miller, ASCAP)

FRANK WEIR ORK

The Cuckoo Cries80
LONDON 1503—Happy and robust marching song from the pen of the writer of "Happy Wanderer" has immediate appeal. It's sung by a male chorus, but Weir's soprano sax and harmonic slides by a fiddle inject sounds that should pull many spins. This one could make some noise.
Starlight Souvenirs....75
This is a quiet and introspective reading by Weir, his ork and chorus. Mighty pleasant listening.

THE LANCERS

'Twas the Night Before Christmas....80
CORAL 61314—Could be that jocks will give this one quite a ride this season. It's the well-known Christmas poem set to the tune of "On Top of Old Smoky" and smartly performed by the group with added fem voices. The mating of lyric, melody and voices is excellent. (Ludlow, BMI)
I Wanna Do More Than Whistle....73
Another cute Christmas side here. The boys sing well and the material is cute.

LES BAXTER

Earth Angel79
CAPITOL 3002—The hit rhythm and blues material gets its first straight pop cover here, tho the original disk is doing plenty of pop business. The Baxter ork-chorus maintains the r.&b. sound and feeling with an unannounced fem thrush singing the lead effectively. Should get some of the action, too.
Happy Baby....78
Male vocal group delivers a rhythm reading to a swinging hunk of material in the rhythm and blues vein. Jocks and ops could make good use of this one. It's in fine dance tempo.

THE FOUR COINS

I Love You Madly79
EPIC 9082 — A Billboard Talent "Spotlight" 11-27-'54. (Angel, BMI)
Maybe....74
A Billboard Talent "Spotlight" 11-27-'54. (Berkshire, BMI)

FRANK SINATRA

Someone to Watch Over Me79
CAPITOL 2993—The Gershwin oldie is awarded a smooth Sinatra rendition. Tune is in the "Young at Heart" film. Good program wax here, and the slicing also should attract loot. (New World, ASCAP)
You, My Love....74
The ballad of constant love from the flick "Young at Heart" is delivered persuasively by Sinatra. A fine job, but not one likely to set the pop market on fire. (Sands, ASCAP)

THE PENNSYLVANIANS TEEN TRIO

Rudolph, the Red-Nosed Reindeer....77
DECCA 29351—A group of youngsters, backed up by Fred Waring's regular choral group, is featured on this seasonal standard, which should get plenty of play this year and every year on in. The song has appeal, and Waring's name is tops in family market. (St. Nicholas, ASCAP)
Santa Claus Is Comin' to Town....76
Same comment. (Feist, ASCAP)

RONNIE GAYLORD

Santo Natale77
MERCURY 70504—Fairly fast and fairly effective is this coverage on the original London Records version by David Whitfield. Odds are that this will have a tough time catching the Whitfield disk. (Spler, ASCAP)
My Vow....76
Bach-like melody and backing is most pleasing as Gaylord essays a religious feeling with an interesting new love song. Should get spins. (Vincent, BMI)

GUY MITCHELL

Gee, But You Gotta Come Home.....77
COLUMBIA 40389—Bright up-tempo tune, based on a familiar folk strain, is handed a strong reading here by Mitchell backed in bouncy march tempo by the Mitch Miller chorus and ork. It's bright and breezy and one of Mitchell's best sides in a long time. (Joy, ASCAP)
Met the Cutest Little Eye-fel (At the Eiffel Tower)....75
This new tune about Parce receives a happy reading from the chanter over a wild and interesting backing by the chorus and ork. Two bright sides here. (Oxford, ASCAP)

JOE LEAHY ORK

The Song From Desiree76
MAJAR 133—Here's a beautiful version of the haunting tune from the new movie "Desiree" played in lush fashion by the Joe Leahy ork, with good support from the choir. If the tune happens, this version will get some loot, and jocks should spin it again and again. (Miller, ASCAP)
Milano....76
A wild, infectious effort, in the manner of "Anna" of a year ago, is handed a lilting reading by the Joe Leahy ork on this big-styled new release. Side could pull many, many spins and has a chance to move out. Watch this one. (Miller, ASCAP)

JIMMY DURANTE

Papaline76
DECCA 29354—This had a chance to be an outstanding record if the whimsical Durante had an opportunity here for some comedy, but he sings it straight, and it is lightened by Jimmy's delivery. May get some of the action on the tune. (Pincus, ASCAP)
Little People....75
Moving tune about the many, many citizens who helped build our country is sung with feeling by Durante backed by a big ork and chorus. This side, too, should pull some spins. (Amer. Academy, ASCAP)

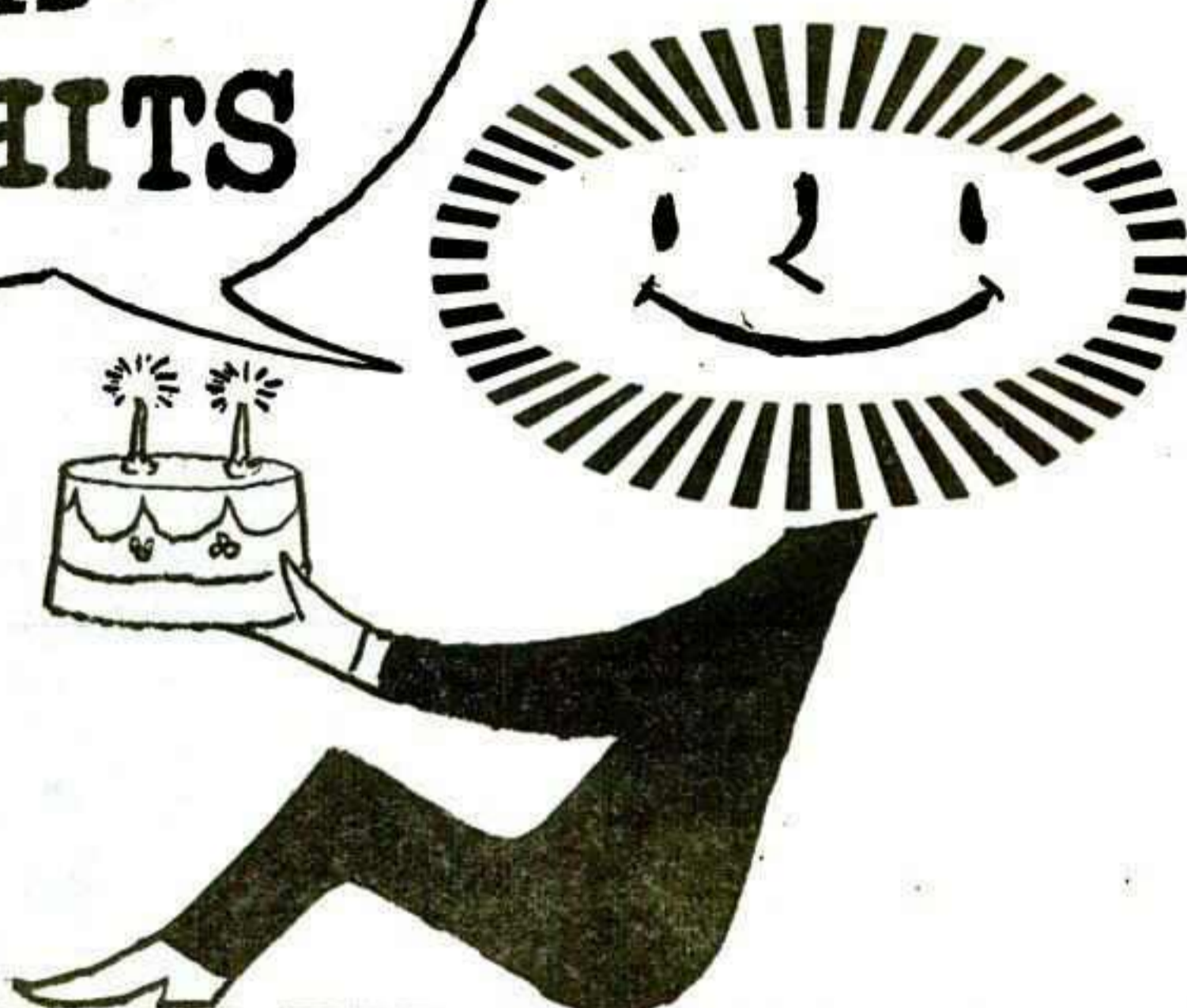
LES BROWN ORK

Baby, I Need You75
CORAL 61300—Butch Stone warbles a bouncy vocal on a smartly paced novelty, complete with thunderous applause. Disk is from one of Brown's dance date sets. Good juke wax. (Gallico, ASCAP)
Strange....75
A compelling instrumental theme with Brown's usual tasteful pacing. Fine mood music for late-night jockey programing. (Marvin, ASCAP)

LEWIS ARMSTRONG-GORDON JENKINS ORK

Trees75
DECCA 29352—It must have seemed like a sensational idea to have the gravel-voiced Armstrong sing the tune based on Joyce Kilmer's poem, but somehow it doesn't come off, in spite of a strong vocal by Armstrong and fine Jenkins' ork backing. Strictly
(Continued on page 42)

We're starting our
2nd year with
3 SMASH HITS



ROY HAMILTON



"HURT" b/w "Star of Love"

9086, 5-9086

THE FOUR COINS



"I LOVE YOU MADLY" b/w "Maybe"

9082, 5-9082



DE JOHN SISTERS



"NO MORE" b/w "Theresa" (The Little Flower)

9085, 5-9085



"EPIC" TRADE-MARK

The Billboard Music Popularity Charts

POPULAR RECORDS

Reviews of New Pop Records

Continued from page 40

for Satchmo's loyal fans. (Schirmer, ASCAP)
Spooks!... 74
 Armstrong gets a chance here to tell about some spooks that were wandering about his house. The chanter hands it a great vocal, but the material runs down hill. (Geo. Lee, ASCAP)

BING CROSBY
The Song From Desiree75
 DECCA 29357 — Crosby croons a slow, subtle version of the lovely waltz theme from the new movie. Should get plenty of spins, particularly in spots where the picture is playing. (Robbins, ASCAP)
Who Gave You the Roses?... 73
 Another leisurely paced ballad sung with Crosby's usual sincerity and appeal. (Sam Weiss, ASCAP)

JACK CARROLL
Which Way?74
 MAJAR 134 — Warm job by Carroll here on a listenable tune, over a lovely arrangement by the Joe Leary ork. Side could get spins if exposed.

Carroll sells the tune with much charm. (Elmhurst, BMI)
Say, What's the Weather Like in Paris?... 72
 Tune taken from the sound track of the French film "Mr. Hulot's Holiday" receives a pleasant vocal from the chanter. Again the Leary crew lends fine backing. Side could get spins in towns the flick is playing. (Miller, ASCAP)

ARTHUR PRYSOCK
Show Me How to Mambo74
 MERCURY 70502 — Prysock asks for instruction in a lively mambo novelty. Could do some juke box business. (Calvin, BMI)
(Hold Me)
I'm in Heaven Tonight....70
 The chanter injects lots of feeling in this good rendition of a big, romantic ballad. (Drexall, BMI)

ART CARNEY
Santa and the Doodle-It-Boop.....74
 COLUMBIA 40400 — Cute novelty about an odd Christmas request is delivered in a spirit of fun, to back-

ing by percussion. Kiddies will be intrigued by this one, and it could be a good seller if pushed with the younger market.
'Twas the Night Before Christmas...69
 Carney punches out the poem to the accompaniment of rhythm alone. Figures to attract pre-holiday spins.

JACK PLEIS ORK
Paris Loves Lovers73
 DECCA 29356 — An attractive vocal and instrumental arrangement of one of Cole Porter's lovely songs from his new Broadway show "Silk Stockings." (Chappell, ASCAP)
Todd...70
 A somber pastoral instrumental theme from the Republic movie "Yellow-neck" with some haunting harmonica solo work. (Treble, ASCAP)

THE THREE RAYS-GEORGE CATES
I'll Leave the Door Open73
 CORAL 61291 — A pretty homespun ballad sung with simple sincerity by the fem trio. Could go country and western as well as pop. (Sheriton, ASCAP)
I Ain't Got Nobody...70
 Girls warble oldie pleasantly, with okay backing job by Cates. (Mayfair, ASCAP)

MANTOVANI ORK
Lonely Ballerina72
 LONDON 1507 — Many disk jockeys ought to find this beautifully recorded material welcomed by their listeners. Good program wax.
You Stepped Out of a Dream...70
 The Mantovani strings do an elegant job with the pretty tune. A listening treat.

XAVIER CUGAT ORK
Flute Nightmare71
 COLUMBIA 40377 — Cugat wraps up one of his own tunes from the RKO picture "Americana" in an exotic instrumental arrangement which should get some juke play. (E. B. Marks, BMI)
The Americano...70
 Same comment. (E. B. Marks, BMI)

ART LUND
Dixie Danny71
 CORAL 61302 — Lund projects the happy, extrovert spirit of this lively tune with style and warmth. The swingy, two-beat arrangement is an asset that will help sell the disk to deejays. (Elliott, ASCAP)
L'Amour Toujours L'Amour...68
 The Friml standard in a crisp, upbeat arrangement that finds Lund in close harmony with a hectically driven chorus and ork under Dick Jacobs. (Harms, ASCAP)

GARY MANN
This Is My Love71
 MERCURY 70510 — Mann bows on the label in a pleasing reading of an attractive new ballad. The guy deserves plenty of deejay attention. (Criterion, ASCAP)
The Brook...67
 Again Mann sings well. This time the material is just a bit too esoteric, tho it sports a lovely melody line. (Trinity, BMI)

DICKIE VALENTINE
The Finger of Suspicion70
 LONDON 1498 — Singer handles a pleasant ballad with smooth vocal assurance and sincerity. He is backed smoothly by the band.
Endless...70
 Same comment.

DOLORES GRAY
Without Love70
 DECCA 29353 — Dolores Gray has a way with a show tune and in this rendition of the ditty from Cole Porter's "Silk Stockings" come thru with a good demonstration of her ability. Her fans will like the disk-ing. (Chappell, ASCAP)
The Finger of Suspicion...68
 Romantic ditty with a gentle bounce is sung graciously. (Pickwick, ASCAP)

DIDO RAWLEY
The Hands of Time68
 FABOR 4001 — Dreamy waltz ballad is sold strongly by Dido Rawley. Entry should attract some spins. (Dandelion, BMI)
Don't Forget to Bring Me Back Your Love...65
 A brisk opus sung cheerfully by the thrush. A happy side. (Dandelion, BMI)

EDDIE LAYTON ORK
Song From Desiree68
 BENIDA 5025 — The pretty film tune is tossed back and forth between organ and electric guitar in this pretty instrumental version. The catchy three-quarter beat makes it a fine dance record. (Miller, ASCAP)
Toot-De-Toot...67
 Changing the beat, Layton and his trio breeze thru a peppery mambo here that is also very appealing. The coupling would make this an above-average juke box possibility. (E. B. Marks, BMI)

THE LAINIE SISTERS
I've Got Somebody New67
 FABOR 4002 — The girls bow on the label with an okay reading of a new ballad, with good ork support. (Dandelion, BMI)
The Diddle Song...65
 Same comment. (Farmer, ASCAP)

DICK HYMAN
I've Got My Love to Keep Me Warm66
 M-G-M, no No. — Hyman in a bouncy organ reading of the Berlin evergreen. Somewhat on the cool side. (Berlin, ASCAP)
Jealous...66
 Here Hyman shows his versatility by pounding the keys of a harpsichord. Good listening. (Mills, ASCAP)

WALTER FULLER ORK
Pecan Mambo66
 KICKS 4-F — The veteran West Coast band leader kicks off on Kicks with a pretty instrumental. This mambo is played with a crisp, dry sound that throws its exciting rhythm pattern in high relief. Good dance disk. (Colortunes, BMI)
Closer to My Heart...55
 A so-so ballad sung with little feeling and getting only token support from the ork. (Colortunes, BMI)

ROGER ROGER ORK
Small Talk65
 M-G-M 30866 — A pleasant opus, somewhat in Leroy Anderson Style, is played pertly by the ork. (Weiss & Barry, BMI)
Thrilling...64
 A tuneful waltz played brightly by the ork. Solos are taken by a harp. (Weiss & Barry, BMI)

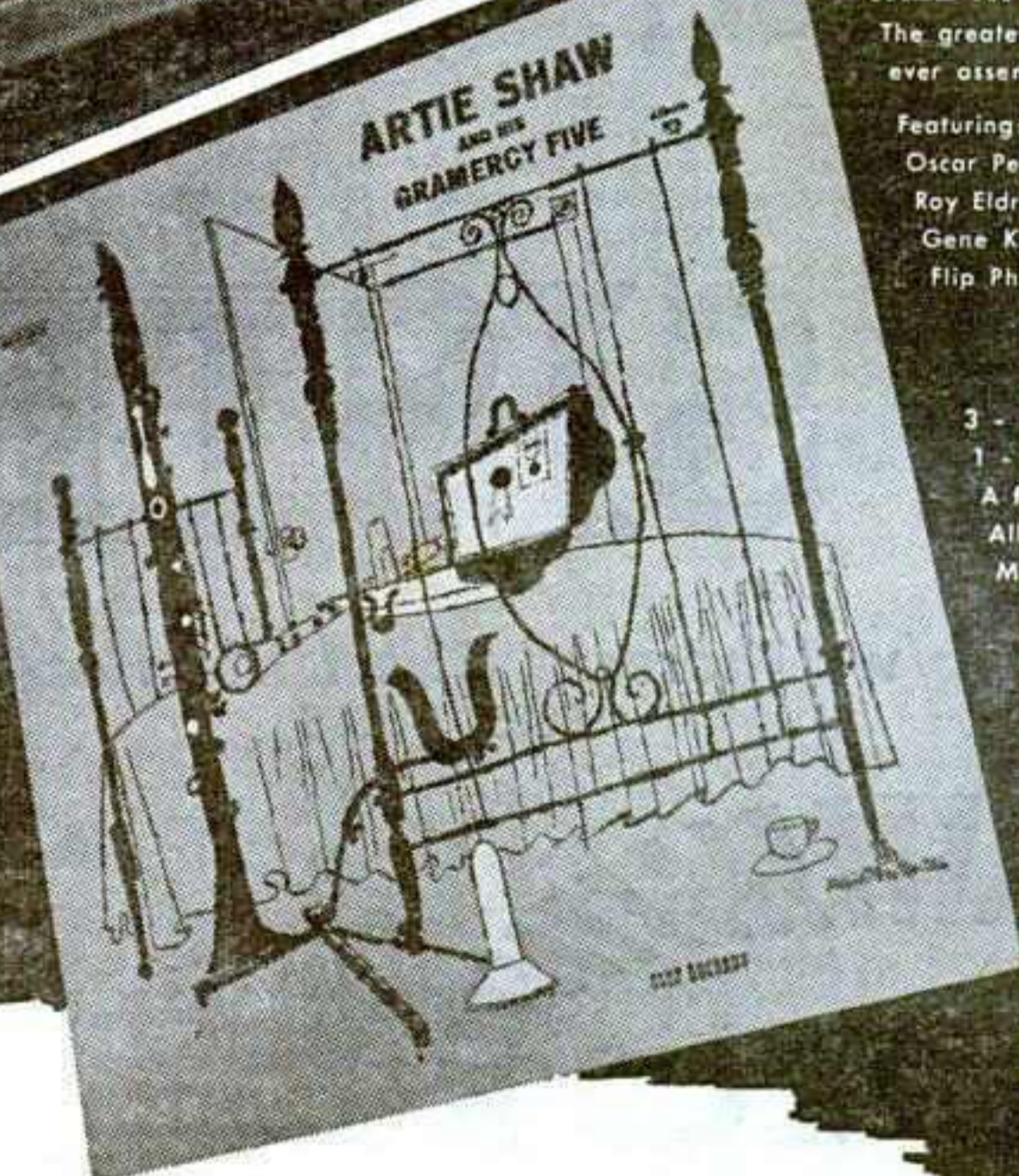
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The Gaylords



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 AND
"Wonderful Lips"

MERCURY 70479 • 70479X45

Dick Contino



"YOURS"
 AND
"Oh, Mambo"

MERCURY 70455 • 70455X45

Denise Lor



"From Nine To Five"
 AND
"OUR FUTURE HAS ONLY BEGUN"

MERCURY 70509 • 70509X45

Rusty Draper
 AND
The Laurie Sisters



"I Got A Hole In My Sole"
 AND
"WATCH YOUR LANGUAGE"

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Vic Damone



"The Wind Song"
 AND
"Silk Stockings"

MERCURY 70480 • 70480X45

Nick Noble



"My Own True Love"
 AND
"Don't Break My Heart"

MERCURY 70496 • 70496X45

Patti Page



"Mama Doll Song"
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Home Entertainm't Center in Coast Apartment Project

HOLLYWOOD, Nov. 27.—Minthorne Music Company, distributor for the J. P. Seeburg Company's Selectomatic, this week completed negotiations for the installation of a custom-designed home entertainment center at a model apartment in the mammoth Park-La Brea apartment community here. The unit, featuring the Seeburg 200 Selectomatic, also includes a Fleetwood television screen, Craftsmen AF-FM tuner and a Crestwood tape recorder. Complete with its own speaker system, the unit will sell for approximately \$1,750.

Park-La Brea Apartments are owned and operated by the Metropolitan Life Insurance Company and are composed of 2,754 apartment units.

Cap 'Gold Trophy' Award Set for Italy

ROME, Nov. 27.—Dealers and distributors in Italy are currently being advised by Capitol Records' Italian distributor, Cetra Records of Turin, of the establishment of the "Capitol Golden Trophy of 1954," which will be awarded to the dealer who acquires the 200,000th Capitol record issued in Italy this year. Edgardo Trinelli, Cetra chief, disclosed in a bulletin issued to the trade that the new trophy will be awarded on a regular basis from now on.

The establishment of the Capitol dealer trophy by Cetra is not an innovation for the Italian company. Cetra's "Golden Disk" award, modeled after American Capitol's millionth-sale award, was the first of its kind ever issued in Italy and is already in its third edition. The trophies are eagerly welcomed by promotion-wise dealers as strong sales boosters in the trade. Both awards are for standard as well as long-playing disks.

Big RCA Build-Up For Arcaraz Via Deejays, Dealers

HOLLYWOOD, Nov. 27.—RCA Victor is scheduled to undertake an intensive disk jockey and dealer campaign in an effort to further acquaint Stateside disk fans with the music of Luis Arcaraz, the Latin Glenn Miller.

Currently working in his first Statewide location job at the Oasis here, Arcaraz has attained an enviable sales record in his six years at RCA Victor, consistently notching heavy sales in the Latin-American disk markets. Move by the platterer is to be timed with his stand here, which is followed by a three-week one-nighter tour thru Texas.

Camden Steps Up Consumer Mags Advertising Bally

NEW YORK, Nov. 27.—Camden Records is stepping up its consumer ad campaign. Ads have been scheduled in Life, Time, the Saturday Review and National Geographic magazines during the next few weeks. Inquiries pulled are referred to local dealers thru distributors.

Meanwhile, the low-price RCA label recently opened up for general distribution has gained official listing by the W. T. Grant, Neisner Brothers and F. W. Woolworth stores.

Decca Crosby EP For DJ Christmas

NEW YORK, Nov. 27.—Decca Records has made up a special 45 EP, featuring four Bing Crosby Christmas songs, which is going out to 1,800 key deejays this week. The EP, which is not for sale, spotlights Decca's three all-time largest selling singles—"White Christmas," "Silent Night" and "Jingle Bells"—plus a fourth Crosby waxing, "Silver Bells."

The first three disks have racked up more than 20,000,000 sales among them over the years. The EP is packaged in a special seasonal jacket, with Christmas greetings from Decca's publicity chief Mike Conner on the back.



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"I'LL LEAVE THE DOOR OPEN"

RECORD #61291



Vox Jox

• Continued from page 22

along his comments: "I have noticed over the past few months the remarks of some deejays about playing 'top tunes.' A number have said they aren't playing top tunes and are sticking to new releases and old tunes. This may be all right from time to time, but let me give you an idea of what we have done here at WTIX. One year ago we were No. 11 in an 11-station market. Today we are No. 1, because we have been playing top tunes predominately at a ratio of one top tune to every two records played. Let's face it, the public wants to hear the top tunes otherwise they wouldn't be 'top.' We are here to entertain and not to educate. Keep that in mind, and the listeners will stick around. We have the listeners to prove it."

JOX TRIX: Phil Rose's "Rose Room," which runs from 11 a.m. to noon across the board over KCRC, Enid, Okla., is pitched mostly to the women working around the house, and Rose tells us that his "oldies" and "birthday" section seem to be going over pretty good. "In the 'oldies' we pick three hits from

YESTERYEAR'S TOPS—

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

DECEMBER 2, 1944:

1. You Always Hurt the One You Love
2. Trolley Song
3. I'll Walk Alone
4. I'm Making Believe
5. Dance With a Dolly
6. And Her Tears Flowed Like Wine
7. Too-Ra-Loo-Ra-Loo-Ra
8. Don't Fence Me In
9. Together
10. Into Each Life Some Rain Must Fall

DECEMBER 3, 1949:

1. Mule Train
2. Slipping Around
3. That Lucky Old Sun
4. I Can Dream, Can't I?
5. Don't Cry, Joe
6. A Dreamer's Holiday
7. You're Breaking My Heart
8. Jealous Heart
9. Someday (You'll Want Me to Want You)
10. Dear Hearts and Gentle People

a year ago to the early 1900's," he writes. "Then we play a song for everybody having a birthday or anniversary that day. Another gimmick we have which we know is not new is a taped report from deejays around the country telling us what the top song is in their town. This is a daily feature, using a different deejay each day." . . . Ken Schneider, KELO, Sioux Falls, S. D., tells us that they went on an unusual kick a couple of weeks ago. "Our desk was flooded with mail from listeners who wanted a free guest invitation to a sneak preview of the forthcoming pic, 'The Last Time I Saw Paris.' We mentioned that we had acquired a limited number for those who would drop us a card or letter and put their return address on it. Mail count was very heavy. Everyone enjoyed the show along with coffee and special pastry." . . .

Jim Bordenkircher, WTNS, Coshocton, O., is conducting a contest to guess the name of the band on a real old record. . . . Big Bud, WGRD, Grand Rapids, Mich., is giving gifts to listeners chosen from the phone book to celebrate the seventh anniversary of the station. . . . "Just for laughs and to plug the De Castro Sisters' recording of 'It's Love,' I had an 'It's Love' contest, writes Sandman, (Russ Blair) WTXL, West Springfield, Mass. The idea was for listeners to estimate the total times the word 'love' appeared in the tune."

THIS 'n' THAT: Chuck Elstun, WARN, Fort Pierce, Fla., is very happy with the results he got from the question he

asked us to include in Vox Jox. He reports, "Ah there's good news tonight! In our search to find out who the
(Continued on page 52)



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KING 1400

THE 5 ROYALES MONKEY HIPS AND RICE DEVIL WITH THE REST

KING 4744



NEWS REVIEW

Combine of Jazz Kings A Fine Set

By BOB ROLONTZ

It is hard to imagine any combination in jazz that could be more nearly right than a combination of Louis Armstrong and W. C. Handy, a uniting of the king of the trumpet with the king of the blues. George Avakian, Columbia Record's jazz chief, has put the combination together, and he has come up with a "natural." It is one of the brightest jazz sets in many a day and one of Satchmo's best sets ever. The combination of Armstrong singing and playing such Handy tunes as "St. Louis Blues," "Memphis Blues," "Beale Street Blues," "Chantez Les-Bas" and other great and meaningful blues efforts, is well-nigh irresistible.

LOUIS ARMSTRONG PLAYS W. C. HANDY - (1-12)"-Columbia CL 591.

Armstrong made these recordings for Columbia while he was "between contracts" at Decca Records early this year. Louis, with the help of Velma Middleton, and a great jazz combo, featuring Trummy Young, Barney Bigard, Billy Kyle, Arvell Shaw and Barrett Deems, turns out some wonderful work here. The opening "St. Louis Blues," which runs for nine minutes and features a solid vocal by Miss Middleton, ranks in quality to Armstrong's record on the tune many years back with blues singer Bessie Smith. And he is in superb form both vocally and on horn on all the other tunes in the set.

Velma Middleton, in addition to her work on "St. Louis Blues," pairs with Satchmo on "Long Gone" and "Hesitating Blues."

Mrs. Kany Dies In Auto Crash

DAYTON, O., Nov. 27.—Arthur S. Kany, Dayton Journal Herald amusement editor for more than 25 years, is recovering at Good Samaritan Hospital here from injuries sustained in an automobile accident in which his wife was killed. Kany suffered severe shock and a possible back injury at a Dayton intersection late Saturday night (20) when another car ran a red light and struck the Kany car broadside. The driver is charged with second-degree manslaughter and driving while intoxicated.

Mrs. Kany, the "constant companion" mentioned in many of her husband's columns, was killed almost instantly. The couple had been married 43 years. She was 70 years old.

Kany, after 30 years as a Journal Herald reporter, is the dean of working newspaper reporters in Dayton, and for more than 25 years has been The Billboard representative in the Dayton area.

Two New Teams Bring Coral Comic Roster to Sixteen

NEW YORK, Nov. 27. — Coral Records is getting clown-happy, with 16 well-known comics currently active on the label. The latest funny men signed by artist and repertoire chief Bob Thiele are the comedy teams of Bob and Ray, and Hal March and Tom de Andre. The former pair cut their first sides last week.

In line with this, Coral is readying an extensive promotion campaign on "The Laugh of the Party," first in a series of new comedy albums, with 20,000 special display easels going out to dealers this week. Thiele, who claims the comic wax is paying off well, plans to schedule a comedy single release by the label about every six weeks.

EmArcy Label Building Up Jazz Catalog

NEW YORK, Nov. 27.—Mercury Records will continue to build its Emarcay jazz label with a steady flow of LP and EP releases and additional signings of recording talent. To date the label has released 20 LP disks and over 30 extended play packages. According to Emarcay chief Bob Shad, the schedule calls for six new LP's each month all of which will be duplicated in EP form.

Among the artists already under contract are Dinah Washington, Sarah Vaughan, Erroll Garner, Clifford Brown, Max Roach, Art Blakey, Herb Geller, Maynard Ferguson, Paul Quinichette and Joe Gordon.

Promotionally, the label will

Hi-Los Exit Trend, Following Others

HOLLYWOOD, Nov. 27.—The Hi-Los, vocal group featured on Trend Records, exited the label this week on what is reported to be a temporary release. Group has recorded an album of standards titled "Listen" on Starlite Records.

In recent weeks, the Trend artist roster has been greatly depleted, with the Lancers going to Coral, Jerry Fielding ork on a tryout to Decca, and Matt Dennis to RCA Victor.

cover deejays and will turn out eased covers on all album releases. The key items on each release will also be backed up with mammoth-sized cover blow-ups on easel stands. New items set for early release are "After Hours With Miss D," "Clifford Brown and Max Roach," "Erroll Garner Contrasts" and "Dinah Jams." The latter three will be 12-inch LP packages.

BIEM Plans New Rates

PARIS, Nov. 27.—BIEM, the mechanical - royalty collection agency for music publishers in Continental Europe, is readying a new rate schedule to accommodate increased use of music on LP records. Its current three-year pact with record manufacturers runs out the end of this year.

The new BIEM rate structure will call for a separate royalty payment for each tune used on an LP. Until now manufacturers have been required to pay out 8 per cent of the record retail price to BIEM for copyright material, with the money then cut up among all publishers represented on the disk. In some cases, LP medleys have included as many as 25 tune fragments, with the resultant fractional split calling forth publisher squawks.

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AFRO-DIZZY GILLESPIE AND HIS ORCHESTRA
Afro-Cuban and jazz fused into the most exciting album of the year... featuring Diz with a 20 piece orchestra
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MG N-1008 \$4.95

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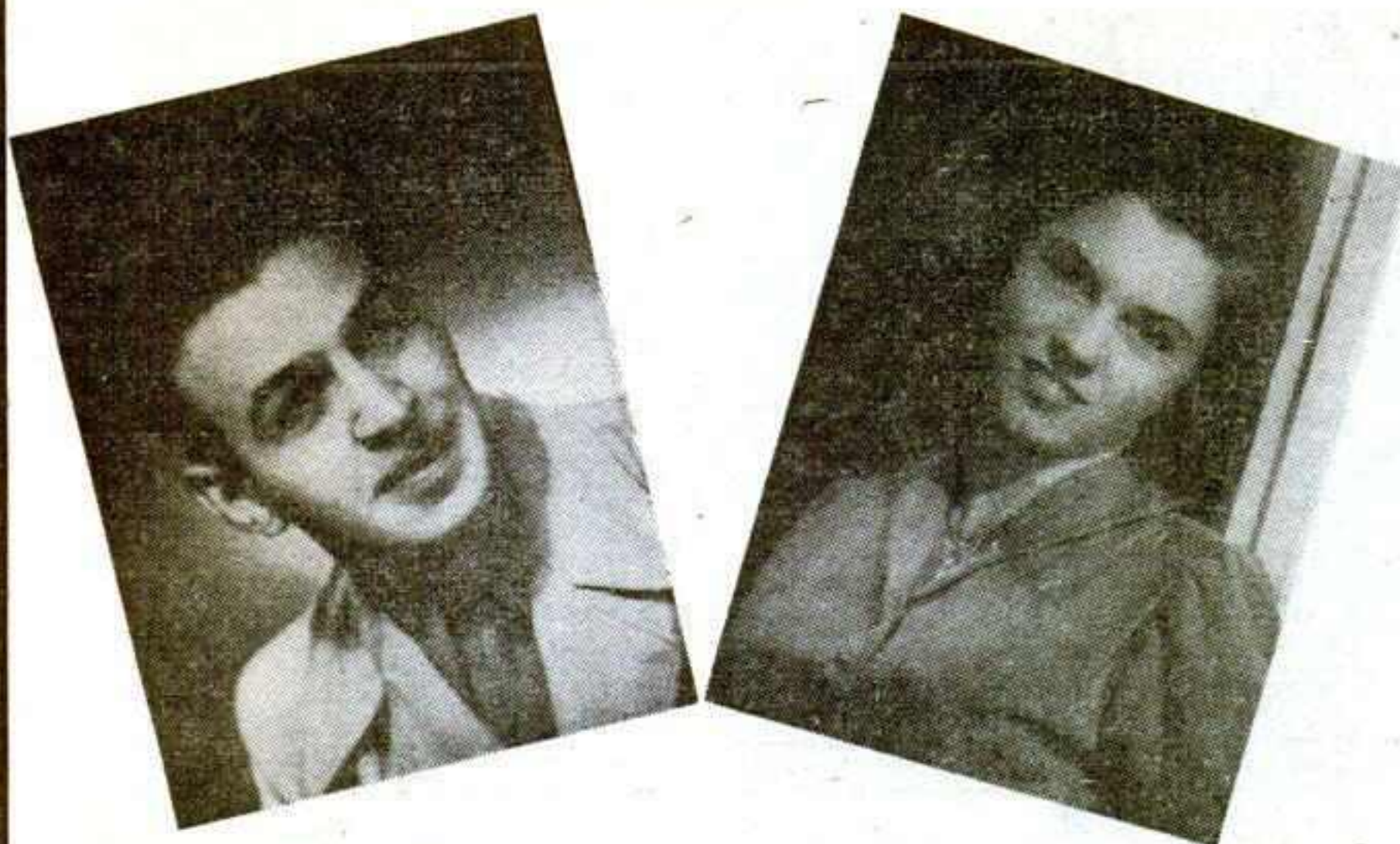
White Christmas	Deck the Halls
Silent Night	Joy to the World
Ave Maria	It Came Upon a
O Come All Ye	Midnight Clear
Faithful	Hark the Herald
O Little Towns of	Angels Sing
Bethlehem	Away in a Manger
Noel	Holy Night

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"I'VE GOT SOMEBODY NEW"

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The Billboard Music Popularity Charts
COUNTRY & WESTERN RECORDS

• **Best Sellers in Stores**

For survey week ending November 24

RECORDS are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among dealers 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. MORE AND MORE—W. Pierce.....	1	9
Your're Not Mine Anymore—Dec 29252—BMI		
2. I DON'T HURT ANYMORE—H. Snow.....	2	28
My Arabian Baby—V 20-5698—BMI		
3. ONE BY ONE—K. Wells & R. Foley.....	3	29
I'm a Stranger in My Home—Dec 29065—BMI		
4. LOOSE TALK—C. Smith.....	4	5
More Than Anything Else—Col 21317—BMI		
5. THIS IS THE THANKS I GET—E. Arnold.....	6	14
Hep Cat Baby—V 20-5805—BMI		
6. THIS OLE HOUSE—S. Hamblen.....	5	16
When My Lord Picks Up the Phone—V 20-5739—BMI		
7. IF YOU DON'T, SOMEONE ELSE WILL— Jimmy & Johnny.....	7	11
I'm Beginning to Remember—Chess 4859—BMI		
8. NEW GREEN LIGHT—H. Thompson.....	10	8
Lonely Heart Knows—Cap 2920—BMI		
9. IF YOU AIN'T LOVIN'—F. Young.....	11	2
If That's the Fashion—Cap 2953—BMI		
10. BEWARE OF IT—Johnnie & Jack.....	9	4
Kiss-Crazy Baby—V 20-5880—ASCAP		
11. IF YOU DON'T, SOMEONE ELSE WILL— R. Price.....	8	6
Oh Yes, Darling—Col 21315—BMI		
11. THAT CRAZY MAMBO THING—H. Snow.....	—	1
Next Voice You Hear—V 20-5912—ASCAP		
13. EVEN THO—W. Pierce.....	12	27
Sparkling Brown Eyes—Dec 29107—BMI		
14. THOU SHALT NOT STEAL—K. Wells.....	—	1
I Hope My Divorce is Never Granted—Dec 29313—BMI		
15. TWO GLASSES JOE—E. Tubb.....	—	4
Journey's End—Dec 29220—BMI		

• **Most Played in Juke Boxes**

For survey week ending November 24

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. MORE AND MORE—W. Pierce.....	2	8
Dec 29252—BMI		
2. I DON'T HURT ANYMORE—H. Snow.....	1	27
V 20-5698—BMI		
3. NEW GREEN LIGHT—H. Thompson.....	5	3
Cap 2920—BMI		
4. IF YOU DON'T, SOMEONE ELSE WILL— Jimmy & Johnny.....	3	8
Chess 4859—BMI		
5. THIS IS THE THANKS I GET—E. Arnold.....	4	10
V 20-5805—BMI		
6. PENNY CANDY—J. Reeves.....	8	3
Abbott 170—BMI		
7. COURTIN' IN THE RAIN—T. T. Tyler.....	7	14
Four Star 1660—BMI		
8. ONE BY ONE—K. Wells-R. Foley.....	6	26
Dec 29065—BMI		
9. LOOSE TALK—C. Smith.....	—	1
Col 21317—BMI		
10. EVEN THO—W. Pierce.....	—	25
Dec 29107—BMI		

• **Most Played by Jockeys**

For survey week ending November 24

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows thruout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week	Last Week	Weeks on Chart
1. MORE AND MORE—W. Pierce.....	1	9
Dec 29252—BMI		
2. I DON'T HURT ANYMORE—H. Snow.....	2	26
V 20-5698—BMI		
3. THIS OLE HOUSE—S. Hamblen.....	4	14
V 20-5739—BMI		
3. ONE BY ONE—K. Wells-R. Foley.....	5	26
Dec 29065—BMI		
5. LOOSE TALK—C. Smith.....	8	5
Col 21317—BMI		
6. IF YOU AIN'T LOVIN'—F. Young.....	15	3
Cap 2953—BMI		
7. YOU'RE NOT MINE ANYMORE—W. Pierce.....	6	7
Dec 29252—BMI		
8. THIS IS THE THANKS I GET—E. Arnold.....	3	15
V 20-5805—BMI		
9. NEW GREEN LIGHT—H. Thompson.....	10	5
Cap 2920—BMI		
10. MORE THAN ANYTHING ELSE—C. Smith.....	12	3
Col 21317—BMI		
11. COMPANY'S COMIN'—P. Wagoner.....	11	6
V 20-5848—BMI		
12. IF YOU DON'T, SOMEONE ELSE WILL— Jimmy & Johnny.....	7	10
Chess 4859—BMI		
13. PENNY CANDY—J. Reeves.....	12	5
Abbott 170—BMI		
13. BEWARE OF IT—Johnnie & Jack.....	—	1
V 20-5880—ASCAP		
15. WHATCHA GONNA DO NOW—T. Collins.....	9	14
Cap 2891—BMI		

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the year's top country artist...*

LET ME GO, LOVER

I'VE FORGOTTEN YOU 20/47-5960

HANK SNOW



heading for the charts along with...

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The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

• This Week's Best Buys

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

SURE FIRE KISSES (Hometown, ASCAP)—Goldie Hill & Justin Tubb —Decca 29349
The duo is proving to be a reliable combination. Their latest release is taking off with little loss of time. Atlanta, Richmond, Durham, Nashville, Chicago and Cincinnati were among the sales territories returning good reports. Flip is "Fickle Heart" (Trianon, BMI). A previous Billboard "Spotlight" pick.

• Review Spotlight on . . . RECORDS

HANK SNOW

Let Me Go, Lover (Hill & Range, BMI)—RCA Victor—Hank Snow has a powerhouse version of the flash hit for the country market. Here's a slicer that should get off the ground fast and pull loot for many weeks. Flip is the weeper "I've Forgotten You."

SLIM WHITMAN

When I Grow Too Old to Dream (Robbins, ASCAP)—Imperial 8281—This slow and sentimental rendition of the evergreen is warbled in the familiar Whitman manner. It stands a good chance of breaking thru as the latest in the chanter's winning streak. Flip is a folk-type novelty, "Cattle Call" (Forster, ASCAP).

• Reviews of New C & W Records

LEFTY FRIZZELL

I Love You Mostly . . . 86
COLUMBIA 2138—A Billboard review "Spotlight" 11-27-'54.
Mama . . . 83
A Billboard review "Spotlight" 11-27-'54.

due and a lot of loot. (Acuff-Rose, BMI)
Busy Body Boogie . . . 78
Another humorous waxing, this one moves thru an infectious couple of minutes. Fine juke box material. (Tree, BMI)

ERNEST TUBB

Lonely Christmas Eve . . . 82
DECCA 29350—A Billboard Christmas "Spotlight" 11-27-'54. (Four Star, BMI)
I'll Be Walkin' the Floor This Christmas . . . 77
Another Christmas effort is sung well by the chanter, but the flip is more important. (Tubb, BMI)

Cousin Herb Henson
Toto to the Eskimo . . . 78
CAPITOL 2995 — Recent country material has ranged far and wide, but this is the first about an Eskimo. It's a swiny, happy tune about a sled driving Eskimo who is the dream man of scores of Eskimo girls. Very cute wax that could grab that juke loot, via a solid vocal by Henson. (Central, BMI)
I've Never Heard . . . 75
Nonsense tune about a popsicle that doesn't pop, snapdragons that don't snap, etc., receives a driving vocal from Henson that should amuse many in the country field. (Central, BMI)

WANDA JACKSON

The Right to Love . . . 80
DECCA 29253—They're considered a bit too young to love, complains Miss Jackson, in a well-constructed weeper. She does an outstanding job of projection for a side that could stir up plenty of attention. (Central, BMI)
If You Knew What I Know . . . 77
More good weeper wax, this a multiple-dub slicer. Here Miss Jackson warns of the guy's phoney romantic double-talk. (Brazos Valley, BMI)

Billy Walker
Kissing You . . . 77
COLUMBIA 21326 — A plaintive weeper sung with sincerity and feeling by Walker. The chanter has had stronger sides in the past.
You're the Only Good Thing . . . 75
An emotion-packed vocal on a pretty weeper.

THE CARLISLES

The Mainest' Thing . . . 79
MERCURY 70484—Love is the most important thing, chants the twosome brightly. A cute item designed to provide quick pleasure. Many spins

JEAN SHEPARD

Don't Rush Me . . . 76
CAPITOL 2994—Bouncy and cute, the ditty is handed a gay performance by the thrush. Waxing could pull ample juke coin and sales loot. (Tree, BMI)
Please Don't Divorce Me . . . 74
One extra-marital kiss, noticed by her hubby, and court action is threatened, mourns Jean Shepard. This is a mighty fine weeper, beautifully sung, should pull lots of spins. (Hill & Range, BMI)

ALLEN FLATT

Triffin' Girl . . . 76
MERCURY 70499—Flatt turns in a mighty effective reading here of a clever new effort, as he tells how his girl lied to him too many times. He sells it as tho he means every word. Good wax here that could get spins and coins. (Acuff-Rose, BMI)
No Loves, No Worries Anymore . . . 73
Flatt sings of his relief at finally being free of his wife. His strong vocal could help this with Flatt fans. (Milene, ASCAP)

LOUIE INNIS

You're Not Happy Till You're Mad at Me . . . 75
KING 1406—A bright novelty, with fresh lyrics, is sold smartly here by Lou Innis as he sings of his argumentative girl friend whom he loves to beat all. Side has a chance for loot. Innis will make it one day, and this will help him get there. (Mar Kay, BMI)
Nobody Knows You When You're Down and Out . . . 75
The fine standard with its own pungent philosophy is sung strongly here by Innis, and there is a good chance that this side will grab spins in both the pop and country field. (Pickwick, ASCAP)

BENNY MARTIN

Law of My Heart . . . 75
MERCURY 70508—Listenable weeper is sung with feeling by the chanter as he explains that he still loves his wife, even tho they are now divorced. Jocks will spin. (Tree, BMI)
Me and My Fiddle . . . 73
There's some mighty bright fiddle work on this hoedown effort on which the chanter turns in a pleasant vocal. Good dance wax here, especially for the rural areas. (Cedarwood, BMI)

CHUCK REED

You're Out of My Sight . . . 74
MERCURY 70486—"I'm out of my mind," sings the chanter. The weeper, an appealing opus, is sung feelingly. Could get spins. (Pine Ridge, BMI)
I'm Saving All My Love for You . . . 65
Reed weeps his way thru a ballad of longing. (Acuff-Rose, BMI)

COWBOY COPAS

Why Should I Want Her? . . . 72
KING 1407—Copas is perplexed that despite the fact his current girl is faithful and understanding, he still can't forget his cheating "ex." He presents the case very forcefully. An unusual side that might have wide appeal. (Una, BMI)
When I Lost You . . . 70
The singer makes another strong impression, this time in an unpretentious interpretation of a Berlin tune that makes a surprisingly good weeper. Two fine sides that will please Copas' fans. (Berlin, ASCAP)

BOB WILLS ORK

Waltzing in Old San Antone . . . 72
M-G-M 11883—A pretty tune neatly intoned by vocalist Lee Ross. The backing is quietly sentimental, and features an appealing fiddle solo. For the many Wills' ork fans. (Central, BMI)
Cadillac in Model "A" . . . 68
Billy Jack Wills handles the vocal chores on this side, but fails to bring much humor out of the lyrics of this novelty. (Pine Ridge, ASCAP)

HANK NOBLE

This Case Against My Heart . . . 71
MERCURY 70485—Good weeper is handed an okay reading by the label's new chanter who sings the tune with a voice full of emotion. (Tree, BMI)
If You Want It That Way . . . 69
Noble cannot hide his shattered feelings when he finds out on this doleful weeper that his girl is in love with another. He sings it appropriately. (BMI)

JOAN HAGER

I Feel Like Cryin' . . . 71
MERCURY 70500 — Double track effort features the thrush on a doleful weeper about a love that wasn't true. She sings it with feeling, and the extra voice adds the proper emotion. (Mallory, BMI)
Teardrops Won't Stop Falling . . . 69
MERCURY 70500—On this up-tempo effort the thrush complains that she wants her kissing to be for real and not for fun, as she is waiting for that marriage ring. (Babb, BMI)

BLUE VALLEY BOYS

Memory Waltz . . . 69
KING 1405—Pleasant reading of a new waltz effort by the Blue Valley Boys. It will interest their fans in the Midwestern States. (Lois, BMI)
She Ain't Been Spoken For . . . 68
On this side the boys neatly sing an up-tempo novelty that is also a good one for their followers. (Kay & Cee, BMI)

JESSE ROGERS

I Gotta Love Just Like I Love . . . 69
M-G-M 11884—Rogers has a bright

• C & W Territorial Best Sellers

For survey week ending November 24

City-by-city listings are based on late reports secured from top country and western dealers and juke box operators in each of the markets listed.

Birmingham

1. I Don't Hurt Anymore, H. Snow, V.
2. This Is the Thanks I Get, E. Arnold, V.
3. More and More, W. Pierce, Dec.
4. That Crazy Mambo Thing, H. Snow, V.
5. Hep Cat Baby, E. Arnold, V.
6. If You Ain't Lovin', F. Young, Cap.
7. This Ole House, S. Hamblen, V.
8. Loose Talk, C. Smith, Col.

Charlotte

1. Loose Talk, C. Smith, Col.
2. More and More, W. Pierce, Dec.
3. I Don't Hurt Anymore, H. Snow, V.
4. If You Don't Someone Else Will, W. Jackson & B. Gray, Dec.
5. One by One, K. Wells & R. Foley, Dec.
6. Two Glasses, Joe, E. Tubb, Dec.
7. This Ole House, S. Hamblen, V.
8. Beware of It, Johnnie & Jack, V.
9. Just Like Me, Davis Sisters, V.
10. Kiss Crazy Baby, Johnnie & Jack, V.

Cincinnati

1. Loose Talk, C. Smith, Col.
2. More and More, W. Pierce, Dec.
3. I Don't Hurt Anymore, H. Snow, V.
4. One by One, K. Wells & R. Foley, Dec.
5. You Don't Someone Else Will, R. Price, Col.
6. If You Don't, Someone Else Will, Jimmy & Johnny, Chs.

Dallas-Fort Worth

1. More and More, W. Pierce, Dec.
2. One by One, K. Wells & R. Foley, Dec.
3. She Done Gave Her Heart to Me, S. James, Cap.
4. New Green Light, H. Thompson, Cap.
5. If You Ain't Lovin', F. Young, Cap.
6. Oceans of Tears, S. James, Cap.
7. Good and the Bad, C. Arthur, V.

Houston

1. More and More, W. Pierce, Dec.
2. This Is the Thanks I Get, E. Arnold, V.
3. I Don't Hurt Anymore, H. Snow, V.
4. One by One, K. Wells & R. Foley, Dec.
5. That Crazy Mambo Thing, H. Snow, V.
6. Tell Her Lies and Feed Her Candy, S. Burns, Cap.
7. If You Don't Someone Else Will, Jimmy & Johnny, Chs.
8. Good Rockin' Tonight, E. Presley, Sun
9. Penny Candy, J. Reeves, Abb.
10. Yearning, E. Eddings, Sdy.

Knoxville

1. More and More, W. Pierce, Dec.
2. This Ole House, S. Hamblen, V.
3. This Is the Thanks I Get, E. Arnold, V.
4. I Don't Hurt Anymore, H. Snow, V.
5. Don't Drop It, T. Fell, X
6. One by One, K. Wells & R. Foley, Dec.

Memphis

1. More and More, W. Pierce, Dec.
2. One by One, K. Wells & R. Foley, Dec.
3. If You Ain't Lovin', F. Young, Cap.
4. Loose Talk, C. Smith, Col.
5. That Crazy Mambo Thing, H. Snow, V.
6. Blue Moon of Kentucky, E. Presley, Sun
7. Next Voice You Hear, H. Snow, V.
8. This Ole House, S. Hamblen, V.
9. Peaches and Cream, P. W. King, V.

Nashville

1. More and More, W. Pierce, Dec.
2. This Ole House, S. Hamblen, V.
3. Beware of It, Johnnie & Jack, V.
4. Loose Talk, C. Smith, Col.
5. If You Don't Someone Else Will, R. Price, Col.
6. I Don't Hurt Anymore, H. Snow, V.
7. If You Ain't Lovin', F. Young, Cap.
8. If You Don't Someone Else Will, Jimmy & Johnny, Chs.
9. New Green Light, H. Thompson, Cap.
10. Even Tho, W. Pierce, Dec.

New Orleans

1. More and More, W. Pierce, Dec.
2. One by One, K. Wells & R. Foley, Dec.
3. Never, M. & W. Tuttle, Cap.
4. Beware of It, Johnnie & Jack, V.
5. Thou Shalt Not Steal, K. Wells, Dec.
6. Two Glasses, Joe, E. Tubb, Dec.
7. New Green Light, H. Thompson, Cap.

Richmond, Va.

1. This Is the Thanks I Get, E. Arnold, V.
2. This Ole House, S. Hamblen, V.
3. That Crazy Mambo Thing, H. Snow, V.
4. Blue Moon of Kentucky, E. Presley, Sun
5. Kiss Crazy Baby, Johnnie & Jack, V.
6. More and More, W. Pierce, Dec.
7. Place for Girls Like You, F. Young, Cap.
8. Never, M. & W. Tuttle, Cap.
9. Beware of It, Johnnie & Jack, V.
10. Let Me Be the First to Know, Wilburn Brothers, Dec.

• Reviews of New Sacred Records

THE STANLEY BROTHERS

Harbor of Love . . . 77
MERCURY 70483 — The chanters award the happy sacred ballad a persuasive performance. Backing by a string band is effective. Should do mighty well in the Bible belt. (Acuff-Rose, BMI)
Calling From Heaven . . . 76
Another strong dishing of attractive material. (Acuff-Rose, BMI)
REDD HARPER
My Cactus Christmas Tree . . . 77
SINGTIME 1104—Cheery item about

Christmas in the Far West is sold with spirit and sincerity by Harper, as he sings and talks the lyrics. Song has a moral, too. Pleasant side for the holidays and one that will interest kids.

Happy Birthday, Gentle Savior . . . 75
Here's an unusual Christmas tune, dedicated to the Savior, on His Birthday. It is sung with feeling by the warbler over attractive organ and rhythm backing. Both sides should interest the family trade during the holiday season.

Spiritual

SISTER ROSETTA THARPE

When Was Jesus Born . . . 76
DECCA 48328 — An original and highly effective piece of material tailor-made for Sister Tharpe's style. She is in great form as she sails thru it selling the message sincerely. (Taps, BMI)
In Bethlehem . . . 71
A more routine Christmas item but delivered with warm sincerity and given a proper seasonal coloring by the chimes choral group. (Sheridan, BMI)

DICK ANTHONY

I See the Love of God . . . 77
SINGTIME 1500—Anthony, a tenor with pleasing robust tones, makes a listenable thing of this routine material, prettied up by an elaborate choral and instrumental backing.

Rock of Ages . . . 68
The perennial appeal of this hymn strengthens the commercial power of the disk, even tho it sounds a bit threadbare with Anthony singing to a simple piano backing.

CHRISTIAN TRAVELERS

Oh What a Savior . . . 76
PEACOCK 1737—Excitement is given this side by the rhythmic, nicely balanced singing between the baritone lead and the other singers as they sing of the Lord. This material is loaded with commercial potential. (Lion, BMI)
Only a Pilgrim . . . 74
After bemoaning the joyless state of this world, the group picks up a good beat and excitedly details the blessings that awaits us in the next. The group sells the material pleasantly.

novelty item here with a cute lyric and a swiny beat which he does up brown. Will have programing appeal for many deejays. (Milene, ASCAP)

I Never Knew I Needed You (Till Now) . . . 66
The singer handles this weeper well also, tho the material itself is not as strong as the flip. The bouncy beat enhances its appeal. (Milene, ASCAP)

BRUCE BARKLEY

Tantalizin' Rhythm . . . 67
COLUMBIA 21330—Barkley gives a lively exhibition of old-fashioned ragtime here, as he develops a familiar theme with nimble fingers to a brisk tempo supplied by rhythm backing.
Wild Honey . . . 64
A little more restrained, this quiet, simple riff is also prettily spun by the pianist into a tasty confection. Fans of the old-time piano player will like both offerings.



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b/w "If I Could Learn to Love You"
Excellent #213-78 & 45 RPM
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Central Songs, Inc.

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You'll hum,
You'll sing it
OVER AND OVER AND OVER
When you hear:
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As sung by
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VOC. BY KAY STALKER
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The Billboard Music Popularity Charts

Best Sellers in Stores

For survey week ending November 24

RECORDS are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among dealers throughout the country with a high volume of sales in rhythm and blues records. The reverse side of each record is also listed.

This Week	Last Week	Weeks on Chart
1. HEARTS OF STONE—Charms.....	1	6
Who Knows—DeLuxe 6062—BMI		
2. MAMBO BABY—R. Brown.....	2	6
Somebody Touched Me—Atlantic 1044—BMI		
3. YOU UPSET ME, BABY—B. B. King.....	3	5
Whole Lotta Love—RPM 416—King		
4. I DON'T HURT ANYMORE—D. Washington.....	3	9
Dream—Mercury 70439—BMI		
5. I'M READY—M. Waters.....	6	5
I Don't Know Why—Chess 1579—BMI		
6. HURTS ME TO MY HEART—F. Adams.....	5	16
Ain't Gonna Tell—Herald 434—BMI		
7. RECONSIDER BABY—L. Fulson.....	—	1
I Believe I'll Give Up—Checker 804—BMI		
8. BIP BAW—Drifters.....	7	4
You'll Want Me to Want You—Atlanta 1043—BMI		
9. SINCERELY—Moonglows.....	—	1
Tempting—Chess 1581—BMI		
10. ANNIE HAD A BABY—Midnighters.....	8	14
She's the One—Federal 12195—BMI		

Most Played in Juke Boxes

For survey week ending November 24

RECORDS are ranked in order of the greatest number of plays nationally in juke boxes. Results are based on The Billboard's weekly survey among operators throughout the country using a high proportion of rhythm and blues records.

This Week	Last Week	Weeks on Chart
1. HURTS ME TO MY HEART—F. Adams.....	1	13
Herald 435—BMI		
2. YOU UPSET ME, BABY—B. B. King.....	2	4
RPM 416—BMI		
3. MAMBO BABY—R. Brown.....	6	4
Atlanta 1044—BMI		
4. WHAT A DREAM—Ruth Brown.....	3	15
Atlantic 1036—BMI		
5. ANNIE HAD A BABY—Midnighters.....	4	11
Federal 12195—BMI		
6. SHAKE, RATTLE AND ROLL—J. Turner.....	4	29
Atlantic 1026—BMI		
7. HEARTS OF STONE—Charms.....	9	4
DeLuxe 6062—BMI		
8. I DON'T HURT ANYMORE—D. Washington.....	7	2
Mercury 70439—BMI		
9. I'M READY—M. Waters.....	7	7
Chess 1579—BMI		
10. WELL, ALL RIGHT—J. Turner.....	—	1
Atlantic 1040—BMI		

Review Spotlight on...

RECORDS

FATS DOMINO

I Know (Commodore, BMI)
Thinking of You (Commodore, BMI)—Imperial 5323—Fats Domino shows again that he is one of the best blues singers of the day with two solid readings of blues material. Top side is in the Domino tradition, long on melody and short on lyric. The flip is a warm effort.

CHUCK WILLIS

I've Been Away Too Long (Berkshire)—Okeh 7048—Chuck Willis sings this one with all the feeling he has and so smoothly that it could become a juke box favorite. Flip is "Give and Take" (Berkshire, BMI).

R & B Territorial Best Sellers

For survey week ending November 24

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. Hearts of Stone, Charms, Del.
2. Mambo Baby, R. Brown, Atl.
3. You Upset Me Baby, B. B. King, RPM
4. I'm Ready, M. Waters, Chs.
5. Reconsider Baby, L. Fulson, Che.
6. Don't Drop It, W. Harrison, Sav.
7. Bip Bam, Drifters, Atl.
8. Never Let Me Go, J. Ace, Duk.

Balti.-Wash.

1. I Don't Hurt Anymore D. Washington, Mer.
2. Let's Make Up, Spaniels, VJ
3. Ebb Tide, R. Hamilton, Epi.
4. You Upset Me Baby, B. B. King, RPM
5. Mambo Baby, R. Brown, Atl.
6. Annie's Aunt Fanny, Midnighters, Fed.
7. Never Let Me Go, J. Ace, Duk.
8. Dream, D. Washington, Mer.
9. Hearts of Stone, Charms, Del.
10. I'm Ready, M. Waters, Chs.

Charlotte

1. Hearts of Stone, Charms, Del.
2. Bip Bam, Drifters, Atl.
3. Mambo Baby, R. Brown, Atl.
4. Never Let Me Go, J. Ace, Duk.
5. You Upset Me Baby, B. B. King, RPM
6. She's the One, Midnighters, Fed.
7. Someday, Drifters, Atl.
8. Earth Angel, Penguins, Dtn.
9. Shake, Rattle and Roll, J. Turner, Atl.
10. Annie's Aunt Fanny, Midnighters, Fed.

Chicago

1. You Upset Me Baby, B. B. King, RPM
2. Reconsider Baby, L. Fulson, Che.
3. Poison Ivy, W. Mabon, Chs.
4. Annie Had a Baby, Midnighters, Fed.
5. Dream, D. Washington, Mer.
6. Bip Bam, Drifters, Atl.

Cincinnati

1. I Don't Hurt Anymore D. Washington, Mer.
2. Someday You'll Want Me to Want You Drifters, Atl.
3. Hurts Me to My Heart, F. Adams, Her.
4. Hearts of Stone, Charms, Del.
5. Never Let Me Go, J. Ace, Duk.
6. Somebody Touched Me, R. Brown, Atl.
7. Annie's Aunt Fanny, Midnighters, Fed.
8. Bip Bam, Drifters, Atl.
9. Mambo Baby, R. Brown, Atl.

Detroit

1. Whole Lotta Love, B. B. King, RPM
2. Hearts of Stone, Charms, Del.
3. Annie's Aunt Fanny, Midnighters, Fed.
4. Crazy Chicken, 5 Jets, Del.
5. Shake, Rattle and Roll, J. Turner, Atl.
6. I Don't Hurt Anymore D. Washington, Mer.
7. Dream, D. Washington, Mer.
8. Bip Bam, Drifters, Atl.
9. Mambo Baby, R. Brown, Atl.
10. Runaround, Chuckles, X

Los Angeles

1. Reconsider Baby, L. Fulson, Che.
2. You Upset Me Baby, B. B. King, RPM
3. Sincerely, Moonglows, Chs.
4. Mambo Baby, R. Brown, Atl.
5. Earth Angel, Penguins, Dtn.

New Orleans

1. Hearts of Stone, Charms, Del.
2. Love Me, F. Domino, Imp.
3. You Upset Me Baby, B. B. King, RPM
4. Reconsider Baby, L. Fulson, Che.
5. I'm Ready, M. Waters, Chs.
6. Shake, Rattle and Roll, J. Turner, Atl.
7. Last Night, L. Walter, Che.

New York

1. Earth Angel, Penguins, Dtn.
2. Mambo Baby, R. Brown, Atl.

Reviews of New R & B Records

THE CRICKETS-DEAN BARLOW

Be Faithful80
BEACON 104—A lovely ballad is sung in very pretty fashion here by the Crickets, with Dean Barlow handling the lead in first-rate style. It's a fine platter, and it has a chance for the big-time. Watch it. (Beacon, BMI)

DEEP RIVER BOYS

Sleepy Little Cowboy
Side previously released features the Deep River Boys in a warm version of the hot tune. Flip will catch most of the action, but pop jocks may use this one. (Beacon, BMI)

MEMPHIS SLIM

Memphis Slim U.S.A.78
UNITED 186—Here's a solid vocal by Slim of a listenable blues with a cute gimmick. It's one of Slim's best in a long time, and it could grab coin. (Pamlee, BMI)
Blues All Around My Head...75
Memphis Slim sings the blues with fervor and genuine feeling. Good for jukes. (BMI)

AL SMITH COMBO

Annie's Answer78
VEEJAY 118—They all have been telling a bunch of lies, shouts Annie, in this case Hazel McCollum, supported by the El Dorados. Slicing 'n' on't be played by many deejays for obvious reasons, but it will pull coins in some spots.

Living With Vivian...74

Jump opus is played infectiously by the Al Smith combo. A fine hunk of dance wax that many will like. (BMI)

THE TUNE BLENDERS

Shoo-Shoo75
FEDERAL 12201—The boys bow on the label with a bright reading of a swiny rhythm effort that should get them deejay attention. Group has a chance with the right material. (Fairway, BMI)

Oh, Yes, I Know...75

Tune out a while back on another label receives a strong rendition by the new group backed with a fair beat by the ork. This could get spins. (Marks, BMI)

LIL' SON JACKSON

My Younger Days75
IMPERIAL 5319—Jackson recalls his reckless youth in a smoothly sung blues that creates a strong mood. Good blues wax. (Commodore, BMI)
I Wish to Go Home...71
Another well-performed blues, this one is more routine than the flip. (Commodore, BMI)

JUNIOR WELLS

So All Alone74
STATES 143—A fine vocal treatment of a slow-paced Southern blues. (Pamlee, BMI)
Tomorrow Night...72
Junior sings a fast Southern blues, with a lilting beat and plenty of emotion. (Pamlee, BMI)

TODD RHODES ORK

Chicken Strut74
KING 4755—A bouncy instrumental receives a lively reading from the ork. Solid dance wax here for the kids. (Jay & Cee, BMI)
Echoes...70
A listenable instrumental with a slow, sensuous rhythm that should appeal to the ork's fans. (Park Ave., BMI)

DUG FINNELL

Love and Satisfaction73
PEACOCK 1644—On this after-hours type blues, Finnell tells his baby that she has to remain true if she wants to remain with him. Listenable wax. (Lion, BMI)
Sugar Man...70
On this old-fashioned blues, Dug Finnell comes thru with a shoutin' reading of the up-tempo effort. (Lion, BMI)

THE CASHMERS

My Sentimental Heart72
MERCURY 70501—A smooth warbling job by Mercury's new group on their label debut. Listenable side. (Drexall, BMI)
Yes, Yes, Yes...71
A rocker is handed a spirited vocal by the boys over a solid beat by the ork. (Munson, BMI)

Philadelphia

1. I Don't Hurt Anymore D. Washington, Mer.
2. Sincerely, Moonglows, Chs.
3. Hurts Me to My Heart, F. Adams, Her.
4. I'm Ready, M. Waters, Chs.
5. Teach Me Tonight D. Washington, Mer.
6. White Christmas, Drifters, Atl.
7. Earth Angel, Penguins, Dtn.
8. Mambo Baby, R. Brown, Atl.

St. Louis

1. You Upset Me Baby, B. B. King, RPM
2. Reconsider Baby, L. Fulson, Che.
3. I Don't Hurt Anymore D. Washington, Mer.
4. I'm Ready, M. Waters, Chs.
5. Mambo Baby, R. Brown, Atl.
6. Poison Ivy, W. Mabon, Chs.
7. Topsy, L. Glenn, Ala.

RHYTHM & BLUES RECORDS

This Week's Best Buys

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

TEACH ME TONIGHT (Hub, ASCAP)—Dinah Washington—Mercury 70497

The "Queen of the Blues" has a powerful piece of material in this current pop hit tune. This week the disk hit the Philadelphia territorial chart and was also rated a strong seller in New York, Buffalo, Cincinnati, Nashville, Durham, St. Louis, Chicago and Los Angeles. Flip is "Wishing Well" (Minson, BMI). A previous Billboard "Spotlight" pick.

POISON IVY—Willie Mabon—Chess 1580

Moving up steadily this past month, this record now has placed on the St. Louis and Chicago territorial charts. New York, Buffalo, Cincinnati, Atlanta, Durham, Nashville and Detroit sales reports also were good and climbing. Flip is "Say Man."

NOTE: A printing error in last week's "Best Buys" listing inadvertently eliminated one side of the current Roy Hamilton disk. Best Buy selection should have listed both sides: "Hurt" (Miller, ASCAP) and "Star of Love" (Stratton, BMI) on Epic 9086.

5th Anniversary In Music Trade Observed by King

HOLLYWOOD, Nov. 27.—Rhythm and blues singing star B. B. King this week celebrates his fifth anniversary in the music business, with Modern Records and the Buffalo Booking Agency, Houston, jointly saluting him.

In his five years with Modern and Buffalo, King has established an enviable record in both the disk

market and on the personal appearance circuit. Evelyn Johnson, of Buffalo Booking Agency, estimates that King has played to an annual average attendance of 325,000 people, grossing approximately \$480,000.

King has repeatedly been one of the most consistent rhythm and blues artists, coming up with a disk hit in each of his five years with the Modern firm. Currently, King has "You Upset Me Baby" and "Whole Lotta Baby" on The Billboard best-selling rhythm and blues charts.

NOW ON GUYDEN RECORDS!

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YOU'RE THE ONE
CHIKUITA ROSE

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NIGHT AND DAY

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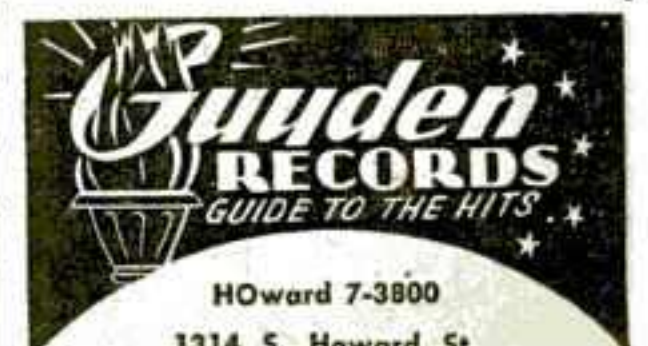
DON'T BREAK THE HEART THAT LOVES YOU

705

THE ESQUIRE BOYS
ROCK-A-BEATIN' BOOGIE
ST. LOUIS BLUES

***RECORDED IN STUDIO ONE, TOO!**

(At Belltone)



Folk Talent and Tunes

Continued from page 24

vice-president; Mrs. Delores Kalfit, Louisville, treasurer; Mrs. Anna Mae Easley, Kansas City, Mo., secretary, and Lester West, Cincinnati, chairman of the board.

Tommy Smith, country singer who works out of Memphis and who is carded to start his own TV show on WDXI-TV, Jackson, Tenn., the first of the year, witnessed his first release on the Republic label last week. Songs are "Tinker Bell" and "Blue." Tommy is dubbed the "singer starting from the top" (cause he's a professional hair stylist). That's a gag, son! . . . Eddie Roberts and His Louisiana Ramblers, recently heard over KNOE and KNOE-TV in the South, are playing one-nighters in the Evansville, Ind., area, while working a weekly stint at Lake Calumet and a daily session over WJPS, Evansville. Eddie has waxed for Chance and Jiffy records. . . . Joe Taylor and His Indiana Redbirds (Emerald) are back at their Fort Wayne, Ind., headquarters after a one-nighter swing thru Illinois.

Hank Zero, of the "Ranch House" on WALE, Fall River, Mass., who has been working McAndrade's Copa Lounge, Fall River, has shifted activity to Wampanoug Club, Taunton, Mass. . . . The Crossroads, Springfield, Mo., sent a sizable delegation to the recent WSM Disk Jockey Festival in Nashville, including Si Siman, Red Foley and Don Richardson, all associated with RadiOzark Enterprises; Foley's personal manager, Dub Albritten; Lou Black, booker of all Crossroads talent; Fred Lynn, c.&w. deejay on KWTO; Joe Slattery, KWTO program director, as well as "Ozark Jubilee" features Porter Wagoner, Jean Shepard, Hawkshaw Hawkins, Tommy Sosebee, Bud Isaacs and Grady Martin. . . . RadiOzark's John Mahaffey has just returned from a honeymoon in Jamaica and Haiti, and Don Richardson, Crossroads' tub-thumper, is celebrating the arrival of a new son, Don Jr.

With the Jockeys

Thom Hall, WKYW, Louisville, infos that songwriter Mary Ann Johnson, who is now under the management of William King Enterprises, recently made appearances with Pee Wee King and Randy Atcher. On one show she teamed with Rita Robbins. . . . Jimmy Logsdow (Decca) reports that he is now doing 18 hours of country music a week at WKLO, Louisville. The station is programming 48 hours a week of c.&w. fare, featuring such personalities as Jim Osborne (King) and Tommy Downs (Tiffany). . . . Willie Jones (KCFH, Cuero, Tex.) and Dotti Jones were recent guests on "Louisiana Hayride." Jones also guested on "Red River Round-Up" on the same date. Hank Thompson, Billy Grey and Dotti Jones, who played the Victoria, (Tex.) Westerner November 17, appeared on Jones' KCFH radio show the same day. . . . Henry Tuck, WREV, Reidsville, N. C., says that his Saturday night "Jamboree" airers are gaining wide popularity in the area. A line-up of 40 entertainers appear on the 8 to 10 p.m. show, followed by dancing. . . . Ace Ball, of Okeh Records, did a 15-minute program on the November 10 "Ridgerunner Round-Up" over KENM, Portales, N. M., writes the station's Maunay George. . . . Johnny Talley, WYVE, Wytheville, Va., plans to promote Ferlin Huskey and the Drifting Cowboys

in Wytheville? December 2. He is also booking country acts for appearances in North Carolina, Virginia and West Virginia. . . . "We here at WEGO (Concord, N. C.) have been trying to figure out why 45 r.p.m. d.j. copies have to be shipped with the big hole instead of the regular size hole," complains the station's Bob Miller. "It would save the deejay time and nerves in cueing 45's and 78's if all records had the standard small hole," Miller opines. "The record companies should allow deejays that concession."

Bob Billingsley, KVET, Austin, Tex., reports that Tommy Hill was a recent visitor on the station's "K-Bar Round-Up." Hill has left the Ray Price band to form a crew of his own. . . . Bill Mack, Imperial Records artist, visited recently with Jimmy Kay, KERC, Eastland, Tex. Kay also writes that Leon Payne (Decca) headlined at the Trio Club, Mingus, Tex., recently, playing to a capacity house. Kay and his band hold forth at the Trio on Saturday and Sunday nights. . . . Jim Reeves, who played Trinidad, Colo., recently, was interviewed by L. P. Girodo over KCRT, along with Jim Edwards, Maxine Brown and Jerry Rowley. . . . Morris Taylor, KMOR, Oroville, Calif., and associates are opening an office there under the direction of William J. Church, formerly of Eddie Dean Productions, Hollywood. They plan introduction of a new label. . . .

Don (Cottonseed) Jones, KXLR, North Little Rock, reports that two local fan clubs are doing fine work for J. E. and Maxine Brown and Sonny James. . . . Randy Atcher, Neal Burris and His Melody Ramblers, Shorty Chesser and the House Sisters drew a near-record turnout at a recent appearance in Seymour, Ind. . . . A. Collins is now the ham and eggs man each morning from 5:30 to 6 on WBIP, Booneville, Miss., says Lynn McDowell. . . . Wild Bill Price, WCOJ, Coatesville, Pa., thinks Faron Young's "If You Ain't Lovin' You Ain't Livin'" is the one to keep the country warbler on top.

Elmer Snodgrass has left WAKE, Greenville, S. C., for WGGG, Gainesville, Ga. WAKE has dropped country music in favor of pop, Snodgrass says with the reverse true at WGGG. "We are network" he writes, "but still find time for six hours of country and gospel daily. . . . Cactus Jack (Cliff Johnson) has inaugurated a new show, "Sunday Night With Cactus Jack," featuring western sacred music, heard for a half hour each Sunday night over KLX, Oakland, Calif. This is in addition to his daily two-hour c.&w. stint over the same station. . . . Balin' Wire Bob Strack invites deejays interested in doing a guest spot on "Red River Round-Up" and "Louisiana Hayride" over KWKH, Shreveport, to drop him a line, care of that station.

Pee Wee King and band slated for a December 2 dance date in Columbus, Ga., for Gerald A. Burdick and Don Norton, who are putting on the "Hillbilly Festival" in that city each Sunday. . . . Bob Burrell, sales promotion manager of Capitol Records' country de-

partment, shoots us a copy of Capitol's new bio and discography which its branches and distributors are passing out to c. & w. jockeys. It's a mighty helpful booklet for the country platter spinners. . . . Tom Edwards, of WERE's "Circle Theater Jamboree," Cleveland, says he's still looking for a good book or magazine to pitch in the Circle lobby. Recent guests on "Circle Theater Jamboree" included Buddy and Marion Durham, of WWVA, (Continued on page 54)

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b/w
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Vox Jox

Continued from page 46

basso was in two of the most recent hits, "This Ole House," and "Mr. Sandman," we took our problem to Vox Jox and got good results. Lucille Patterman read the item and came up with this information: The basso on "This Ole House" is Thurl Ravenscraft. But I still want to know who says 'yes' on 'Mr. Sandman'. . . . Carlton Garner, KBTA, Batesville, Ark., would like to know the whereabouts of Gerald Watson and Bing Hampton. . . . And now from Diana Ritter, KLAN, Renton, Wash., we have another answer to the basso in "This Ole House." Miss Ritter tells us that he is Corky Lindgren of the Lancers. (Ed. note: Fight it out fellers.)

Charles Glass, WJDA, Quincy, Mass., writes us that his wife is now winning her fight with polio. We are sure that all the jockeys join with us in extending our most sincere good wishes for Mrs. Glass' speedy recovery. . . . Leonard Ross, KMBI, Henderson, Nev., reports that his station plays 2,808 records a week or approximately 10,216 platters a month. . . . The first edition of "Yahoo," the University of Wyoming humor magazine, featured a two-page story complete with pictures about Bob Clark, deejay at KOWB, Laramie, Wyo. . . . The Ray Rayner show, Saturday afternoon TV deejay show on WBBM-TV, Chicago, recently celebrated its first anniversary with Ray Rayner and his partner, Mina Kolb, doing record pantomimes chosen by viewers as the best they had seen in the past year.

Lyle Bradley, WSSV, Petersburg, Va., proudly reports

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Fantasy 3-16 L.P.
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CALIFORNIA

that Richbrau Beer is now sponsoring one solid hour across the board of his daily three and one-half hour stint with only four minutes of commercials in the entire hour. . . . Claude Fraul, WKYW, Louisville, writes, "For some reason or other, show business and fashions have been casting a nostalgic eye to the 1920's. The flat look of that period may not hold up, but the music does. Take a look at all the good old tunes being revived today. I for one am mighty glad to see it." . . . Jim Lounsbury, WGN, Chicago, has gone into competition with Max Liebman of the NBC "spectaculars" fame by putting on his own "spectacular." Lounsbury presented the new Bing Crosby album which took two weeks to do on a 30-minute-a-day basis. He reports fine listener reaction to his "spectacular."

Don Sherman, WLYN, Lynn, Mass., is happy to see that "the quality of the new releases seems to have taken a welcome turn upward." . . . Murray Kaufman, WMCA, New York, will add a new daytime show across the board on January 1. Kaufman now does a six-time night show on WMCA. . . . Hal Murray, WEEK, Peoria, Ill., has his fingers crossed hoping NBC will do something about his show. Seems that one of the NBC execs was in Chicago recently and caught his "Murray-Go-Round," and was so impressed he asked him to come to New York to audition.

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Julian Dash and Orchestra

V-J 119
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for C&W, Hillbilly, Pop and R&B
**"DON'T
DROP
IT"**
Savoy #1138

SAVOY RECORD CO., INC.
58 Market St., Newark, N. J.

CORRECTION
On Page 44, November 27 Issue of
The Billboard,
"ON MY KNEES"
(Nashboro Record No. 547)
was shown as being by
The Peaches.
This should have been by
THE SWANEY QUINTET

BROKE WIDE OPEN IN PHILADELPHIA!

Jubilee #5151

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ASCAP Invites All Pubs' Disk Tunes For Radio Service

NEW YORK, Nov. 27. — The American Society of Composers, Authors and Publishers this week moved to invite all its publishers to submit recorded tunes for listing in the society's new radio programming service. Some recent beefs by smaller firms alleged the lists favored old-line publisher material (The Billboard, November 27).

In a letter to all ASCAP publishers, President Stanley Adams asked that information be supplied on tunes suitable for programming categories such as cities and towns, St. Patrick's Day, Easter, rivers, seasons, patriotic, etc. Publishers were asked to furnish titles, record numbers and artists of recorded ditties.

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Shaw Package Draws Over 4,000 in Chi

CHICAGO, Nov. 27. — "Jam With Sam" night, a Shaw Artists' package presented by r.&b. disk jockey, Sam Evans, played to more than 4,000 people at Chicago's Madison Rink Saturday (20).

The package was the largest ever presented in the rink which skirts the West Side's Negro population center. It was also the first such venture ever undertaken by Evans, who reported the event a huge success. Tickets were scaled at \$1.75 advance and \$2 at the door.

Ten of the top r.&b. artists in the Shaw stable performed from 8:30 p.m. till 3 a.m. Included were Faye Adams, Herald Records; Al Savage, Herald; the Spiders, Imperial; the Orioles, Jubilee; Amos Milburn, Aladdin; Joe Morris Orchestra, Herald; Billy Clark Orchestra, and Ursula Reed, Herald.

Evans announced he would present another package February 5, and will present such artists as the Clovers, Atlantic; Fats Domino, Imperial; Joe Turner, Atlantic; Faye Adams, Herald; Bill Doggett, King, and the Moonglows, Chess. This show will be the current package which Shaw is sending on a 60 one-nighter tour beginning January 28.

Mail-Order Organ Disks by Baranoski

CHICAGO, Nov. 27. — A new mail-order record firm has entered the market here and is catering strictly to the organ music field. The firm, Baranoski Studios, which records on the Midnite label, has mailed over 10,000 circulars offering a Christmas package of one high-fidelity LP of pipe organ selections by Stephen Baranoski.

The outfit also runs the Organist Music Service, selling organ sheet music by catalog. Baranoski also has an Organ-Record-of-the-Month-Club, with memberships available in six-month and one-year subscriptions. A feature of this club is a written description of the record and the arrangement which is sent along with each disk.

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THE FINAL CURTAIN

ACAVEDO—Raymond (Pedro). 64, veteran concessionaire and musician, November 19 in Bridgeport, Conn. Blind since 1940, he played the guitar and harmonica in many night spots thruout Southern Connecticut. Survived by his widow, Edith.

BEMENT—Alon, 78, painter, educator and author, November 22 in New York. The well-known director of the Art Center and later of the National Alliance of Art and Industry, he had at one time been director of programs for Station WIXAL, Boston. His widow, actress Katherine Emmet Bement, survives.

BISHOP— 92, veteran concessionaire, recently in Pueblo, Colo. Survived by three sons, Perry and Fred, Grand Junction, Colo., and John, Pueblo, and a daughter, Mrs. Gertrude Tryon, Pueblo.

CLARK—Edward H., 75, stage and screen actor, producer and writer, November 8 in Hollywood. Several of his plays were produced on Broadway, and he starred in his own play, "Relations." He suffered a heart attack on the TV set of "Life With Father," in which he was playing a role. His widow and daughter survive.

COOK—Nathan W., 70, for many years national sales and promotion manager of Station WIBX, Utica, N. Y., November 19 in Utica.

COXEN—Albert, actor on the legitimate stage and in films for more than 30 years, in Hollywood at the age of 70. He is survived by his widow and a sister. Burial was at Forest Lawn Cemetery, Glendale.

DAVIS—W. L., 56, president of Station CHAB, Moose Jaw, Sask., in a Prince Albert, Sask., hospital November 20. He had been associated with CHAB since 1947, entering a partnership with J. E. Slaight, now of Toronto, and later taking over Slaight's interest. He had published The Prince Albert Daily Herald for several years and at the time of his death was publisher of the Film Flon (Man.) Miner. Survived by his widow, one son, two sisters and four brothers, including T. C. Davis, Canadian ambassador to Japan, and Justice C. S. Davis, of the Queen's Bench Court in Regina.

DeHAVEN—Charles, 64, old-time vaudeville comedian, recently in General Hospital, Los Angeles. For many years he was a member of the vaude team of DeHaven and Nice.

DELANO—Gwen, 72, stage, screen and radio actress, November 20 in Hollywood. She organized the American Federation of Radio Artists and later became its executive secretary. She had appeared on such radio and TV programs as "The Lone Ranger," "Lux Theater," "Dragnet," "The Railroad Hour" and the Jack Benny show.

FIGGINS—Frank, 57, in Hollywood following a heart attack. An engineering supervisor at NBC for the past 27 years, he is survived by his widow and two sisters.

HAMBOURG—Boris, 69, cellist and founder of the Ham-bourg Trio, November 26 in Toronto. He was born in Moscow, studied in London, and moved to Toronto in 1910. For many years he toured the world as soloist and with his brothers Mark, pianist, and Jan, violinist, as the Ham-bourg Trio. Survived by his widow, the former Maria Bachop.

JONES—Robert Edmond, 67, one of Broadway's foremost stage designers, November 26 in Milton, N. H. For over 30 years he served the legit theater, and was considered one of its most influential development forces during that period. He graduated from Harvard in 1910, and remained as an instructor in the Fine Arts Department, where he became interested in the theater. He later became a costume designer for Comstock and Gest, New York, and after a year studying abroad, returned to design settings for Anatole France's "The Man Who Married a

Dumb Wife." He was an immediate success. He did 17 plays, two ballets and five masques for Arthur Hopkins, and all the Eugene O'Neill Broadway productions. He also designed sets for ballet and opera. In 1933 he was married to Margaret Huston Carrington, voice teacher and sister of the late Walter Huston. She died in 1942. Two sisters and two brothers survive.

KANY—Mrs. Arthur S., 70, wife of the amusement editor of The Dayton (O.) Journal Herald, killed November 20 in Dayton when the car in which she was riding with her husband was struck by another car which had run a red light. Her husband, Arthur S. Kany, is correspondent for The Billboard in the Dayton area. Services and funeral in Dayton. Surviving are her husband and three sons.

KOVERMAN—Ida E., 78, director of public relations for M-G-M Studios, at her home in Hollywood as result of a heart ailment. Mrs. Koverman became acquainted with Louis B. Mayer, then head of M-G-M, during 1928 while directing the Hoover presidential campaign after having been executive secretary for the Coolidge campaign in 1924. Following the Hoover election she joined the film studio as executive secretary, later being appointed to the public relations post. At the time of her death she was still active in many political and civic organizations.

LAIRD—Horace, veteran circus clown, November 11 in Chester, Pa. During his many years in outdoor show business, he played with Cole Bros., Walter L. Main, John Robinson and many other shows. He was also The Billboard agent of Cole Bros.' Circus for several seasons. Survived by two brothers and a sister.

LAIRD—Horace, circus clown for about 45 years, in Ridley Park, Pa., November 11. Burial in Chester, Pa. Survivors include a sister. He was with Sells-Floto, Cole Bros., Kelly-Miller and other circuses. (Details in Circus section.)

LAWRENCE—Robert, circus fan and associate of newspaper people, November 14 in Washington. He was sales manager for a paint firm. Survivors include his widow and a sister. Burial in Natchez, Miss.

MARCHAND—Eugene, 94, tenor, November 22 in Duisburg, Germany. He had sung at the Metropolitan Opera, New York, for 10 years.

MARTIN—Carl E. (Skeeter), 34, veteran side show performer known as Ferris Wheel Skeets, November 20 in Tampa, of injuries sustained in an automobile accident. Survived by his widow, LaVerne.

MARTIN—Glenn, 39, concert singer and voice teacher at the Brooklyn Conservatory of Music, November 26 in Norwalk (Conn.) Hospital. He once sang with the Cincinnati Opera Company, and on radio and TV. His original surname was Gross. Survived by his widow and a son.

In Loving Memory of
My Beloved Husband
SHORTY-MIKE MURPHY
who passed away May 28, 1951
BESSIE MURPHY

NICHOLS—Elbridge, 59, in Hollywood following a heart attack. On the production staff of the Hallmark "Hall of Fame" for the past four years, he is survived by his widow, two daughters and a son.

OLSEN—Moreni, 65, actor and director in legit and films, November 22 in Los Angeles. He had appeared on Broadway in the 1930's in "Mary of Scotland," "Romeo and Juliet," "The Barretts of Wimpole Street" and others. Besides appearing in countless films, he had directed the Hollywood Pilgrimage Play, pageants in Ogden, Utah, and Salt Lake City, and was preparing a production of "Trelawny of the Wells" at the Pasadena (Calif.) Playhouse at the time of his death. He had been president of the board of trustees of the Leland Power School of the Theater in Boston since 1941.

PERLMAN—William, 72, playwright, producer and director of the Bureau of Musical Research, November 18 in Mount Sinai Hospital, New York. He had two Broadway plays produced in 1927 and 1929, "My Country" and "Broken Chain." He was also a co-producer of Sean O'Casey's "Juno and the Peacock" at the Mayfair Theater in 1926. As director of the Bureau of Musical Research, he helped produce books on music, dance and personalities in those fields. Survived by a son, Norman.

RATHAUS—Dr. Karol, 59, Polish-born composer and professor of music at Queens College, November 21 in New York. He was best known for his orchestration of Mussorgsky's "Boris Godunov," presented at the Metropolitan Opera in 1952; "Variations," several symphonies, his opera "Foreign Soil," a ballet called "The Last Pierrot" and a symphony called "Prelude for Orchestra." His widow, a son and a brother survive.

ROBINSON—Thomas Pendleton, 76, architect, playwright and writer of children's books, November 21 in Hingham, Mass. Four of Robinson's plays were produced on Broadway—"Skylark," "Brook," "Artistic Temperament" and "Be Your Age." He had taught in several universities and was a founder of the architectural firm of Derby & Robinson. His widow and three sons survive.

SAYRE—Theodore Burt, 79, playwright, November 20 in Brooklyn. His first play, "The Wife of Willoughby," was presented on Broadway when he was 22. Among his other plays, three were written for Chauncey Olcott, "O'Neill of Derry," "Eileen Asthore" and "Edmond Burke." Other works included "The Son of Carleycroft," "Tom Moore," "Manon Lescaut" and "The Bold Sojer Boy." From 1889 to 1914 he was a play reader for Charles Frohman. His widow and a sister survive.

SKERBECK—Joseph, 80, retired circus and carnival owner, November 21 in Marshfield, Wis. (Details in Outdoor section.)

THORN—Hazen F., 53, projectionist at the Ecorse Drive-In Theater, Detroit, November 16 in that city of a heart attack. Survived by his widow, Florence; a son, William, and four daughters, Mrs. Glen LaPlue, Mrs. Edward Miesmer, Mrs. Simeon Harris and Mrs. Joseph Preczewski. Burial in Willis, Mich.

TIMMONS—John E., 60, curator of the zoo at Belle Isle Park, Detroit, November 19 in Dearborn, Mich. Survived by his widow, Fay; two sons, John and James, and two daughters, Mary and Mrs. Marvin Beels. Burial in Mount Elliott Cemetery, Detroit.

WIRTH—Charles W., 67, who spent more than 51 years as an editorial staff member of The Billboard and its circus editor for many years, November 27 at his home in Cincinnati of a heart ailment. (Details in Circus section.)

WITTELL—Leigh, 57, violinist, conductor and music teacher, November 15 in Lancaster, Pa. He directed theater orchestras in Reading and Harrisburg, Pa., and in Washington. From 1948 to 1952 conducted the Columbia (Pa.) Symphony Orchestra. He also conducted concert orchestras and was director of school bands and orchestras in Lancaster. Surviving are his widow, Mary K.; his mother, a brother and two sisters. Burial November 18 in Lancaster.

MARRIAGES

BREDICE-VERRELLI— Vincent Bredice, instructor in music, theory and classic guitar at the Julius Herit College of Music, Hartford, Conn., and Norma Verrelli, concert pianist and organist with the Connecticut Symphony Orchestra, November 7 in Bridgeport, Conn.

CHRIST-PRAKAS— George Aris Christ, manager Rivoli Theater, Bridgeport, Conn., and Olympia Athan Prakas, November 8 in Bridgeport, Conn.

DYDBAHL-Rogers— Adrian Dydbahl, non-pro, and Patricia Ann Rogers, daughter of D. C. Rogers, co-owner of Rogers Bros. Shows, recently in Pelican Rapids, Minn.

FINALDI-ROSS— Edmund Theodore Finaldi, musician, and Rita Ross, non-pro, in Danbury November 19.

FOX-QUITZAU— Fredrick Fox, theatrical scene designer, and Margery Quitzau, non-pro, November 25 in Teaneck, N. J.

GLASER-KAPLAN— Bernard L. Glaser, non-pro, and Liba Svoboda Kaplan, former ballerina from Prague, Czechoslovakia, in Bridgeport, Conn., November 14.

SCHEID-HOAG— Alan Scheid, non-pro, and Vivian Hoag, photo gallery operator, November 19 in Gonzales, Tex.

BIRTHS

GUNN— A daughter to Mr. and Mrs. Mike Gunn November 22 in Reading (Pa.) Hospital. Father is a veteran pitcher.

REYNOLDS— A daughter, Karen Catherine, to Tex and Jimmie Reynolds. Father was assistant bull man on Cole Bros. Circus. Mother worked on the Hoagian show.

SMITH— A son to Mr. and Mrs. Dan M. Smith November 6 in Edgewood, Md. Father was with the Gainesville Community Circus. Grandfather is A. Morton Smith, circus fan associated with the Ward-Bell Circus and Gainesville Community Circus.

Folk Talent and Tunes

Continued from page 52

Wheeling, W. Va., and the Dusty Trail Gang, of Newcastle, Pa. . . . Jack Clement, formerly of the Buzz and Jack Duet out of Wheeling, W. Va., has cut his first sides for Sheraton Records, "I Can't Say Nothing at All" b/w "I Think I'll Write a Song." . . . Norman Nettles has just waxed two new ones on the new Delta Label, "Is It True What They Say About Hawaii?" and "I've Got the Right Key, Baby." Norman is the writer of both tunes. Nettles and His Blue Mountain Boys and the Blue Mountain Sweethearts were recent guests for a 30-minute show on KCMC-TV, Texarkana, Tex.

Johnny Horton, back in Shreveport after playing several Texas dates with Slim Whitman and Betty Amos, is reported getting a good play in the Ark-La-Tex area with his new Mercury release, "No True Love." . . . Tommy Scott is set on a string of personals thru Oklahoma, Arkansas and Texas for the rest of November.

HOCUS-POCUS

By LUCILLE and EDDIE ROBERTS

(The Roberts concluded a two-months' stay in Europe November 14 and sailed from Naples November 18, stopping at Barcelona and Lisbon, en route to the Hotel Statler, Cleveland, where they open December 2.)

(Continued from last week)

MANY of the encouraging conditions that we found await the "have-tux-willing-to-travel" American prestidigitators. However, this only applies to the pantomime and manipulative category. Those of us who have fortified our acts with Orben and other patter material will be completely lost. Most Europeans will tell you, "Oh, we all understand English!" Possibly true to a small extent but not to the point where gags and the like register with other than a cold, empty thud. We learned this from bitter experience. The example of what can be done, on the other hand, by a silent and clever act is well illustrated by Jack Kodell, extremely clever Chicago magus. Kodell has spent most of the past four years in Europe. He recently closed at the Nouvelle Eve, one of Paris' most expensive night clubs. Three-month engagements are not uncommon to him and he is always a star attraction wherever he plays.

Also in Paris, at the well-known Lido, is Dominique, the young French pick-pocket, who did so well in the U. S. for two years. In the same show is Fred Kaps, a cigarette and card manipulator from Rotterdam. Kaps tells us that he is booked about eight months in advance.

Currently in Paris, the Theater Etoile is featuring a magical revue, "Festival of Magic," a full-evening show. It is scheduled to run a month and possibly more. It has a cast of several professional magicians and is doing very well at this time.

France is also well represented in the International Brotherhood of Magicians. They have some 12 rings and claim over a hundred full-time pros and 3,000 amateur hocus-pocusers.

Dealers in Europe, altho not carrying the tremendous stocks of their American contemporaries, are numerous, friendly and co-opera-

tive, and can all dig up something "new" for the customer. Guy Bert and Mayette in Paris, Stewart Bevers in Brussels, and Henk Ver Maydeh in Amsterdam are all more than helpful to visitors.

Television has not hurt business in Europe to any extent and many of the European magicians appear on TV regularly. Top salary, tho is \$75 per show, so don't expect anything compared to Ed Sullivan's prices.

The story of Europe wouldn't be complete without mentioning Frakson, who has just returned to the U. S. after having completed a successful tour of top spots on the Continent, and finishing at the Savoy in London. He is, indeed, a magical ambassador of good will for the U. S.

Another popular name in Europe, and known to many at home, is Chefalo, the Italian illusionist, who is currently touring Spain with a large show and, from reports, doing very well.

Scandinavia, Holland and Germany all have many theaters and night spots, all using magical acts consistently.

We have just learned that Jay Palmer and Doreen have agreed to leave England to fill several engagements on the Continent. Jay Palmer, of course, as president of the Magicians' Guild of America, is much sought after by magic clubs as a guest. One of the bookers recently told us that Palmer and Doreen could be booked three years in advance if labor permits would allow.

From the above writings, it may be gathered that anyone who says "magic is dead," had better hop a ship for Europe where they will find not only many wonderful and entertaining magic acts, but dealers and amateurs always anxious and eager to discuss magic with the wandering American magi.

BURLESQUE BITS

By UNO

Pat (Amber) Halladay, spot-booked feature with a smart calypso dance routine, touring Hirst wheel houses, celebrated a first wedding anniversary with her husband, Bob Lochrie, broker connected with the Baltimore produce exchange, while playing the Hudson, Union City, N. J., week of November 14. Among the many gifts were a seven-carat diamond ring and a blue mink stole. . . . George (Beetlepuss) Lewis, comic, is laid up at his home, 5356 Medina Street, Woodland Hills, Calif., a victim of cancer. . . . Camille, a first time Hirst circuit feature, started her burly career at the President-Follies in San Francisco and since then has headlined at most of the houses in the Northwest areas. She starts her act with a fast Spanish dance. . . . Strip-talker Petti Dayne and comic Lou Ascol have christened their second child, Dina Gaye Francesca, after three burly renowns, Frank Bryan, Mara Gaye and the late Dina Rowland. The family, off stage, live in their own home in Boston. . . . The Carman in Philadelphia re-opened November 17 with a renewal of burly after a close of 90 days due to a squabble with the American Federation of Musicians which was finally settled to the satisfaction of all concerned. . . . Tony Knight and his trio go into their seventh year at Abe Neiman's King Cole Show Bar in Denver that recently underwent a \$10,000 refurbishing job done to increase the seating capacity. The spot, one of the largest burly cafe-bars in the Rocky Mountain area, regularly books two exotics in addition to specialty acts. The Garrick in St. Louis is still another old-time burly house slated to be razed to make room for a parking lot. During late years the managers were Bill Pickens and Jack Beck.

Countess Barassy, another new strip on the Hirst wheel, comes to burly from a European tour with a Balinese group from which she derived a lot of dancing technique she embodies in her strip routine. . . . With the close of his unit at the Hudson, Union City, N. J., on November 20, Manny King, comic, with Imogene Lee left for the Follies in Los Angeles to open there December 10. Co-comic Matty Matthews switched to the Grand, St. Louis, for an opening on December 2 with Lou Ascol and Charlie Harris. Straight man Danny Jacobs moved to the stock cast at the Carman, Philadelphia, November 24, joining Irving Benson, Louise Angel, Dolly Dawson and Carol LeClair. . . . The second edition of "Limelight Revue," skedded to open shortly in Indianapolis, will have in its cast Jeanne Coulter, as the star; Bourne and Britian, comedy team; Rita Munford, co-feature; Jeanne Bennett and Jim Heath, two new tapsters; Rita Rith, vocalist and Evelyn Smith, hula dancer. . . . Rose La-Rose is due to play a return date at the Grand, St. Louis, New Year's week. . . . Buddy Ottenberg and Al Nirenberg, co-owners of the Wedge niterly in Philadelphia, a popular spot for exotic dancers, opened a newly decorated second floor addition on November 29 they call "The Garden of Eden." Headlining the opener is Julie Gibson, a local favorite. . . . Jennie Lee, "The Basoom Girl," after playing the Canadian National Exhibition and the Texas State Fair finished seven weeks of tour with the French "Vani-Tease" revue and is now starring in her own road show currently at the Town Theater in Omaha. Co-featured with her are Simone, Denise Diore, Danny Marks and Jim Nash. Harold Greenlin is handling the publicity end.

In Loving Memory of
MY DEAR
WIFE and PAL
**ROSE MARY
RUBACK**



Who passed away Dec. 4, 1950
Jack Ruback

IN MEMORY OF
MRS. ROSE RUBACK
Who passed away
December 4, 1950.
"Lovingly Remembered and Sadly
Missed by Her Friends."
**MARTHA RODGERS
& SOPHIE FRENCH**

IN MEMORY OF
My Dear Friend and Boss
ROSE MARY RUBACK
Who passed away Dec. 4, 1950
A. R. WRIGHT

FESTIVE NOTES

McKee Effort, Beef Make for Success

NEW YORK, Nov. 27.—Either one of two things could have assured resounding success for the 17th annual banquet of the National Showmen's Association before it was held Wednesday night (24) in the ballroom of the Hotel Astor. The first had to do with the selling of 26 full tables out of the total of 77 by President Joe McKee. The second was the switch in menu from turkey to roast beef. For years those attending the banquet had to face turkey only hours apart with family dinners demanding their presence on the holiday. To make the change even better the roast beef was excellent and Bob Chirstenberry, hotel board chairman, and his staff were highly complimented.

Parkmen Plentiful

The park industry was particularly well represented. Dozens were included in the 260 seats accounted for by McKee. New York area notables included Richard Geist of Rockaways Playland; Dave Simon, builder-operator of the new Kiddie City, and Irving Rosenthal of Palisades. Down yonder was well represented by Jack Greenspoon of Virginia Beach, and also present were Al McKee of Fairyland in Queens and Max Tubis of the Million Dollar Pier, Atlantic City.

Joe Basile Nimble

Joe Basile, a band leader for four decades, showed a bit of contortionistic ability picked up thru the years of playing outdoor shows, by handling his trumpet with one hand. The other hand was in a sling as the result of a mishap recently in Atlanta. Joe has been on hand to play the dinner music at every banquet and never a thought is given his appearance, but veepee John Weisman relates that he was still hunting down Ray McKinley for the show and dance music at 1 o'clock the night before.

Honeymoon Trip

Art Lewis and his bride attracted lots of attention, it being the past president's first appearance in several years. Art, who has mixed up carnival and hotel operations in Miami in recent years, has been pretty much tied down in the sunshine city.

Many Fair Folks

Fairdom was well represented with representatives in from Canada, including Stan Higman of Ottawa and Ray Crewdson of Fredericton, as well as many Eastern States. Garland Moss of the Mecklenburg County Fair, Chase

City, Va., got in under the wire, so to speak, arriving shortly after the festivities started. With his family he stayed over for a few days of Broadway sights and sounds before hurrying back to his retail business and Christmas season selling.

Ladies Glamorous

Maggie McKee, the ladies' prexy, presented Eleanor Rinaldi with the wrong gold life membership card but she didn't let her get away with it. It worked out as a kind of double presentation. The ladies, as usual, afforded color and beauty in such quantity as to even dim, some said, the grandiose ballroom decorations.

Birthday Coincides

The birthday of George A. (Continued on page 59)

Sask. Fairs Get Jubilee Aid Money

REGINIA, Sask., Nov. 27.—Saskatchewan's Golden Jubilee committee has approved a series of grants to exhibitions in the Province to help them emphasize the anniversary theme in 1955.

The money will be distributed on the basis of \$5,000 each to the two Class A exhibitions at Saskatoon and Regina; \$1,000 each to the eight Class B fairs, and \$100 each to the Class C fairs. Since the number of Class C fairs changes from year to year, no exact figure as to the extent of the grant could be set.

The money in most cases will be used to provide reception facilities for former Saskatchewan residents returning to visit the Province in 1955. Some 25,000 former residents will be invited to visit. It is hoped that each fair will be able to provide a place where homecoming people can register, obtain visitors' badges and seek information on persons they knew "back when."

Special dinners for pioneers and homecoming jubilee visitors will be featured at many B fairs and is also being considered by A and C fairs.

Wagner Forecasts Banner Year for Thrill Show Ops

PHILADELPHIA, Nov. 27.—Thrill show operator Buddy Wagner will go out again next season in the East with the Tournament of Thrills franchise, and featuring the Indianapolis Auto Daredevils.

In addition to the standard offering of thrill stunts, Wagner said he will be inserting several variety acts in the program. New Ford equipment will again be used, Wagner added. He said he will attend the Chicago meetings with Bill McGaw, West Coast operator, and Jack Beck, business manager of the Tournament of Thrills.

Wagner was enthusiastic about the business done by thrill units in general during the 1954 season, claiming that the stunts more than held their own in many instances where front gates and even grandstand reviews had dropped in comparison with the previous year's business.

This reflection, he said, was cause for enthusiasm for the thrill show operators in anticipation of a good season ahead.

In his own instance, the promoter pointed to strong stands at fairs in Farmington, Me.; Schaghticoke, N. Y., and Brockton, Mass.

Vivona Closes With OK Week In Charleston

FLORENCE, S. C., Nov. 27.—Vivona Bros.' Shows moved its equipment into storage on the fairgrounds here last week after closing for the season at the Charleston County Colored Farmers' Fair on Saturday (13). The week produced pretty fair business with a goodly number of independents on hand for the season finale. There were more than 100 concessions on the lot.

City children's day on Tuesday (9) was very satisfactory, John Vivona reported, while okay results also came from county children's day on Friday (12) and the Saturday closing. Bernie Spain assisted Danny Dell, business manager. John Vivona inked a three-year contract for the event on Tuesday, and the show will play the date in the future under its new name, Amusements of America.

The 1954 season took the show thru North and South Carolina, Virginia, Pennsylvania, New Jersey, New York, Vermont, Maryland, Rhode Island, Connecticut, Massachusetts and New Hampshire. John Vivona labeled the year the best the show has known.

Weather Holds Down New York Winter Show

NEW YORK, Nov. 27.—The International Winter Sports Show was struggling along yesterday, bucking unfavorable weather which has held the gate down for the new event, being put on in the Madison Square Garden basement.

There are about 75 exhibitors in the hall, and roughly 5,000 square feet of unused floor space behind the stage on which is put on a pocket-sized but expertly-staged ice show. Rentals of \$200 to \$300 were charged but late arrivals got in for as little as \$50, it was reported.

On opening day Saturday (20) rain discouraged the potential patrons to where below 2,000 paid admissions were recorded. It was wet and nasty on Sunday, too (21),

GALA NSA BALL JAMS THE ASTOR

Good Food, Entertainment Please More Than 800 at Yearly High Spot

By IRWIN KIRBY

NEW YORK, Nov. 27.—One of the most successful social events ever staged by the National Showmen's Association was Wednesday night's (24) pleasant blending of fine food, speeches, entertainment and dancing. The 17th annual banquet, held in the Hotel Astor's grand ballroom, was attended by another capacity crowd of more than 800 showmen and friends.

Following an excellent meal, having roast beef as its main item, there were delighting remarks by toastmaster Harry Hershfield and other notables, then a well varied program of entertainment and dancing to the music of Ray McKinley's orchestra.

Thirty people were at the dais including friends of showdom and officers of other showmen's associations. All officers of the NSA were present except Secretary Sam Levy, who wired regrets from Athens, Ala., that he and his wife, Shirley Levy, could not attend.

Cards, Scrolls Awarded

The program had as its highlights the awarding of gold life membership cards and service scrolls to several members of the NSA and its Ladies' Auxiliary.

Three men were given the cards for having recruited 50 or more members apiece during the past year and three women were likewise honored for having brought in 25 or more to the Ladies' Auxiliary. Gold cards went to Sam Peterson, Max Tubis, Louis Light, Mrs. Sam Peterson, Eleanor Rinaldi, and Geraldine Sollenberger, with the presentations being made by club counsel Sydney Levine and Ladies' Auxiliary President Margaret McKee.

Peterson received a dual award, being cited in addition for the efforts he spent on behalf of the association as one of the "Connecticut Boys" who sponsored a fest night at the club last winter and donated the entire proceeds to the club. Scrolls of appreciation went to him and to John Weisman, Vince Anderson and Morris Batsky.

Another scroll was given to President Emeritus George A. Hamid for his untiring efforts which resulted in the relaxing of federal amusement taxes this past season. Hamid, it was recalled, was first commissioned as NSA representative in the fight against the taxation, after which other associations also gave him their backing to the point where he represented a solid front of showmen and fair officials in Washington. In accepting the scroll Hamid thanked Bligh Dodds, of the fair, in Gouverneur, N. Y., for his assistance in the Capitol. Dodds was among those at the banquet.

Praise was extended during the affair and in the days following for (Continued on page 56)

Pee Wee King To Air Show From Fairs

LOUISVILLE, Nov. 27.—Pee Wee King, country and western artist, will head up a unit that will play fairs next year and will send out a weekly radio network show from a different fair each week.

William H. King, personal manager of the singing cowboy, said that he recently closed a contract with John F. Planalp, of the Grossman-Sun Booking Agency, Des Moines, granting that office exclusive rights for fairs and outdoor dates in '55.

In addition to King, five acts will be in the show, with special sets and scenery to be supplied by the Des Moines booking office.

Dallas Planning New \$7,000,000 Downtown Aud

DALLAS, Nov. 27.—Bids for a new downtown auditorium in Dallas will be received by the city council December 17. The proposed \$7,000,000 project will be financed by a bond issue.

It is to include two major sections. One will be an exhibition hall measuring 320 by 128 feet. The other will be the auditorium, with 7,600 permanent seats and space for 2,400 portable seats.

This will mark a movement from the State fairgrounds, where auditorium-arena events have been held in the past, to the downtown area, a move advocated by some Dallas persons for many years.

Jos. Skerbeck, Show Owner, Succumbs at 80

MARSHFIELD, Wis., Nov. 27.—Joseph Skerbeck, 80, retired circus and carnival owner, died here Sunday (21) after an illness of several months.

Skerbeck was a member of a German circus family that came to this country when he was seven years old. His father, Frank, organized a circus here with Eph Williams in which all the Skerbeck family participated, Joseph as a performer and clown.

He later organized the Skerbeck Amusement Company, a carnival, in which he was active until recent years. His son, Eugene, and daughter, Pauline, now operate the show. He leaves another daughter, Pearl, who has also been active in the carnival business for a number of years.



ALLAN H. TOBER (right) and Mark S. Hughes have been appointed vice-president and comptroller respectively of the Allan Herschell Company, Inc., North Tonawanda, N. Y., manufacturers of amusement rides. Tober, with the firm for the past seven years, has been works manager, while Hughes has served as assistant to the president.



PNE Purchases Hockey Team In Move to Get New Coliseum

VANCOUVER, B. C., Nov. 27.—Sale of a half interest in the Vancouver Canucks and formation of a new company to operate the hockey team mark the first move for the construction of a \$3 million auditorium-arena type coliseum on the Pacific National Exhibition grounds. Still to be obtained by the company is permission of the city council for a bylaw to borrow the money, and approval of such plan by city ratepayers.

The new company, Vancouver Ventures, Ltd., is a joint enterprise of Coleman E. Hall, owner of the Canucks, and the PNE. The latter purchased a half interest in the club's Western Hockey League franchise for a reported \$70,000. Hall retains the rest.

The company will operate the club and plans to lease the present Exhibition Forum and the proposed 10,000-seat coliseum. "This is the final step in our plans for the coliseum," said J. S. C. Moffitt, PNE president. In a joint statement, Hall and Moffitt said: "The main purpose of organizing Van-

couver Ventures, Ltd., is not only to advance hockey and other sports but also, in a way, to assure the financial success of the coliseum which the PNE has had in its plans for Exhibition Park for many years."

Main obstacle facing the new firm is objection from some aldermen who favor location of an auditorium-arena building in downtown Vancouver where it would be available for conventions and other theatrical and sporting events.

Port Huron, Mich., Cele Elects Walters Prexy

PORT HURON, Mich., Nov. 27.—The Blue Water Festival Association has elected Floyd B. Walters president and midway secretary for 1955. Other officers are Harold Baker, vice-president; Mrs. Eila Boyd, recording secretary, and Mrs. Agnes McNoughton, treasurer. Celebration is mulling a carnival for next year along with other features.

PROMOTION

Toledo Sets Tie-Ins for Holiday Icer

TOLEDO, Nov. 27.—A number of Toledo organizations are planning special programs during the appearance here of the 1955 edition of "Holiday on Ice." This is the 10th anniversary edition of the show which had its start in Toledo in January, 1944.

One of the programs will honor Emery Gilmore, who presented the first troupe of less than 50 in the Field House at the University of Toledo. Today the cast totals more than 100.

"Holiday on Ice" will open November 27 and remain thru December 5 at the Sports Arena, where the show has appeared annually since it was the opening attraction in 1946.

The 10th anniversary angle is one of the promotion features of the show. Stores and organizations marking their 10th anniversaries this year are being approached by the arena management to tie in their celebrations and advertising with the appearance of the ice show.

The 35 American Legion posts in the Toledo area are sponsoring one performance of the show, according to Andy Mulligan, arena manager.

Icer in Alberta

LETHBRIDGE, Alta., Nov. 27.—"Canadian Ice Fantasy of 1954" plays the Lethbridge Arena Friday and Saturday (26-27) under auspices of the Lethbridge Kinsmen club.

Gala NSA Ball at Astor

Continued from page 55

the work done by banquet chairman John Weisman and his committee. Weisman was among those addressing the assemblage, and other speakers were New York City License Commissioner Edward McCaffrey; Robert Christenberry, of the hotel corporation, and club president, Joseph McKee.

The entertainment program lasted until after 1 a.m. at which time an adjoining banquet room was thrown open for dancing to the McKinley orchestra. Talent-wise, the showmen were treated to one of their most humor-filled programs ever, with a succession of quick-witted comics firing gags at the audience.

Acts included the following: Joe Basile and his circus band playing during the meal; singers Charley Applewhite, Russell Arms and Sunny Gale; Edna and Leon, hand-to-hand; Ganjou Brothers and Juanita, adagio; Will Mahoney, comic and novelty instrumental, and comics Johnny Morgan, Tim Herbert, Leo DeLyon and Alan Carney. Al Rickard in co-operation with the Hamid office again arranged the entertainment, every aspect of which was well received.

Dais Guests Listed

On the dais were the following: Pres. Emeritus George A. Hamid, Pres. Joseph McKee, first vice-president John S. Weisman, second vice-president Gerald Snellens, third vice-president Morris Batalisky, treasurer Harry Rosen, assistant secretary Jeff Harris, special events chairman John McCormick, chaplain Louis D. King, club attorney Sydney Levine, club physician Dr. Jacob Cohen, past presidents Phil Isser, Bucky Allen, Frank Bergen, Art Lewis, James E. Strates, John W. Wilson.

Also, License Commissioner McCaffrey, Moe S. Silberman, president of the Coney Island Chamber of Commerce; Jim McHugh, of The Billboard; counsel Max Cohen, of the American Carnivals' Association; President William B. Moore, of the Miami Showmen's Association, also representing the Michigan Showmen's Association; Charles Gammon, of the Pacific Coast Showmen's Association; Bernie Mendelson, of the Showmen's League of America; toastmaster Harry Hershfield; Rev. Allen E. Claxton, of the Broadway Temple Methodist Church; Robert K. Christenberry, NSA accountant; Herbert Leves, Norman Y. Chambliss Sr., of the North Carolina Association of Fairs; Howard Singmaster, of the Allentown (Pa.) Fair, and newsman Walter Kiernan. Commissioner McCaffrey ex-

tended the greetings of Mayor Robert Wagner and mentioned the shrinking amount of space available for outdoor show purposes. Outstanding places for showmanship, tho, he said, are New York's nationally known amusement locations, Coney Island and the Rockaways.

The program was kept moving by the acquisition of new quarters for dancing. Where in previous years the ballroom floor was disrupted by the clearing of tables, this time the doors to the adjacent room were opened and McKinley's band stayed on the stage, with music piped into the dancing room.

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Detroit Craft Expo Draws 250,000 Paid

DETROIT, Nov. 27.—The nine-day Do-It-Yourself Show closed its doors here Sunday night (14) after pulling paid attendance of slightly under 250,000, Harry Smith, co-chairman of the event, announced. The exposition, which was held in the Coliseum of the Michigan State Fair, drew a total of 290,000, including cuffs, he said. Gross was estimated at \$125,000.

The run was sponsored by the Hoo Hoo Club, a local organization of men in the lumber business. The Detroit Free Press, and William Orkin, show promoter.

Do-It-Yourself Show Scheduled for Dayton

DAYTON, O., Nov. 27.—This city's first do-it-yourself show will be held March 18-20 in the Montgomery County Fairgrounds Coliseum under sponsorship of the Dayton Retail Hardware Dealers' Association. Exhibitions by 140 association dealers and a full schedule of events are planned for the show, according to Ward Collopy, of the local Publicity Service Bureau, which is handling show publicity. The show will run one week in advance of the Shrine circus.



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Detroit Club Names Green '55 President

DETROIT, Nov. 27.—William H. Green was nominated without opposition to the post of president of the Michigan Showmen's Association here Monday (22). Green, Midwest director of exploitation for Cinerama, succeeds Harry Stahl, manager of Jefferson Beach Amusement Park.

The three vice-presidents—Marvin Keyes, Ben Miller and Fred Silber—who were in line to advance, volunteered to retain their present posts in order to permit Green to take over the top office.

Green will attend the Showmen's League of America banquet and ball in Chicago. He was formerly a press agent for Polack Bros. Circus and the Michigan State Fair.

The new president-elect said he plans a major campaign to strengthen the club thru increased membership.

Dallas Fem Club Names Two Slates For Dec. 6 Run-Off

DALLAS, Nov. 27.—Beth Anderson and Renee Gordon have been nominated for the presidency of the Lone Star Showmen's Club of Texas. The election will be December 6.

Other nominees on the Anderson ticket include Mildred Taylor, first vice-president; Bonney Allard, second vice-president; Lillian Schofield, third vice-president; Grace Tinder, secretary, and Pearl Vaught, treasurer.

Opposing them on the Gordon slate are Kathy Kearns, first vice-president; Lois Crangle, second vice-president; Annabelle Patchett, third vice-president; Jule Conner, secretary, and Peggy Alexander, treasurer.

Winkley Adds Spencer, Ia.

MINNEAPOLIS, Nov. 27.—Frank Winkley, manager of Auto Racing, Inc., announced this week he had closed to again provide the auto races at the '55 Clay County Fair, Spencer, Ia. Pact calls for a program of big car races for Tuesday, September 13; long-distance, late-model stock cars on Friday, and an unspecified speed event Saturday.

The Winkley organization now has a total of 11 days of racing at major fairs. In addition to the Spencer dates, Auto Racing, Inc., previously had again closed to provide eight programs at the Minnesota State Fair.

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Dan Boyle Heads Southern Alberta Rodeo Circuit

CALGARY, Alta., Nov. 27.—Dan Boyle, of Fort Macleod, was elected president of the Southern Alberta Rodeo Circuit at the annual meeting in Fort Macleod. He succeeds H. H. (Mike) Bartrum, of Taber.

J. B. Cross, Calgary, is honorary president; Bert Seymour, Claresholm, is first vice-president, and Bert Gibb, of Cardston, was re-elected secretary-treasurer.

Directors are: C. E. Parry, Lethbridge; Dirk Scholten, Medicine Hat; Dick Andrews, Claresholm; V. M. Lawrence, Taber; Jim Wilkie, Coleman; Tom Primrose, High River; S. Williams, Cardston; J. S. Stringman, Foremost, and Roy Depew, Raymond.

Dates for the 1955 season were allotted as follows: Taber, May 23-24; Foremost, June 24; Fort Macleod, June 30-July 1; Raymond, July 1; High River, July 1; Cardston, July 18-19; Medicine Hat, July 21-23; Coleman, July 9; Lethbridge, July 27-29.

Six hand-tooled saddles, valued at \$1,800, and \$1,200 in cash were presented to champion cowboys of the circuit.

Bud Van Cleave, of Fort Macleod, was awarded a saddle and \$200 as all-around cowboy champion and a saddle and \$200 for high total points as a wild steer decorator.

Dan Macleod, of Black Diamond, won a saddle and \$200 as bareback riding champion, while Carl Olson, of Sweetgrass, Mont., won a trophy and \$200 as saddle bronk riding champion. Saddles were also awarded Steven Johnson, Long Beach, Calif., and Byron Woolford, Tyler, Tex.

Bailey-Cristiani Book Billings

GAINESVILLE, Tex., Nov. 27.—Bailey Bros. & Cristiani Circus has booked seven Shrine stands in Montana for 1955 appearances, General Agent Bob Stevens announced this week. Included, he said, was the date at Billings, where the temple is located.

Shrine club auspices will be played in Kalispell, Miles City, Sidney, Lewistown, Livingston and Great Falls, Stevens stated. The dates have been played in the past several years by Gil Gray.

Placerville, Calif., Re-Elects Officers

PLACERVILLE, Calif., Nov. 27.—Guy W. Davenport was renamed secretary-manager and Dr. L. J. Anderson president of the board, each for a third term, by the directors of the El Dorado County Fair.

Mrs. Frank Lucas was elected first vice-president and Tony Walker second vice-president. Mrs. Gene Donnell was re-elected treasurer.

Directors John F. Corker, Mrs. Lucas, Anderson and Davenport were named to attend the 32d annual Western Fairs Association convention in Monterey December 6-8.

Davenport said the dates for the 1955 fair would be August 19 thru 21 inclusive.

Seber Heads Up PCSA Memorial Services Comm.

LOS ANGELES, Nov. 27.—Harry C. Seber is chairman of the annual Pacific Coast Showmen's Association memorial services December 12 and William Sherwin, PCSA counsel, is to be the principal speaker. Seber was named to head the committee by Hunter G. Farmer, association president.

The services will be held at Showmen's Rest in Evergreen Cemetery.

In addition to Sherwin, the program will include addresses by Rabbi Trentor and Dr. William Miller. Ruth Felt will again be the featured vocalist and Bob Young will direct the musical part of the ceremonies. A salute will be fired by an American Legion squad.

Museum Postpones Ringling Action

SARASOTA, Nov. 27.—An auction of items formerly owned by the late John Ringling has been postponed pending a decision on whether such a sale would be legal.

The State of Florida, which received the items as part of a bequest from Ringling, planned the sale for this week. U. S. Rep. James A. Haley, Sarasota, asked that the sale be held up until the legality could be cleared up. A question arose whether the State was permitted to sell items received under terms of the Ringling will and State law. Involved were items bought by Ringling when the Waldorf-Astoria Hotel, New York, was dismantled, and the items have been stored at the Ringling Museums here.

Haley, recently re-elected to Congress, was general manager of the Ringling estate in 1937, when the State passed the law under which it agreed to accept the Ringling property. Later he was president of the Ringling-Barnum circus corporation.



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Roanoke, Va., Elects Via

ROANOKE, Va., Nov. 27.—Roanoke Fair, Inc., held its annual meeting and elected Robert L. Via as president for the ensuing year. John H. Fallwell is the retiring president.

The corporation, which is owned and operated by American Legion Post 3, stages the annual Roanoke Fair each year.

Other new officers: W. Glenn Rardin, vice-president; Arthur C. Walker, secretary-treasurer. New members elected to the fair committee were Garland M. Bates and Vernon Duncan.

Gravelbourg, Sask., Re-Elects Connor

GRAVELBOURG, Sask., Nov. 27.—George Connor was re-elected president of the Lake Johnson-Sutton Agricultural Society at the fair's annual meeting. Archie Waddell and Elmer Fondrick are vice-presidents and Doris Blakey is secretary-treasurer.

It was decided a spring fair would again be held in 1955, with the date early in June so as to not conflict with Dominion Day (July 1) celebrations and the Moose Jaw exhibition.

Bottler Assn. Fights Tenn. Tax Proposal

NASHVILLE, Nov. 27.—The Tennessee Bottlers of Carbonated Beverages has declared war on proposed legislation that would invoke a tax on soft drinks.

The tax recommendation was contained in a report released by the Tennessee Legislative Council. Designed to raise an estimated \$6,500,000, it calls for a tax of 1 cent per bottle, 1 cent per fountain drink and 76 cents a gallon on sirup. It was said that the present 1½ per cent tax on gross receipts, from which the State now collects about \$250,000 to \$300,000 annually from Tennessee bottlers, would be repealed.

Officers and directors of the bottler organization have laid plans to enlist legal aid to fight the levy, claiming they couldn't shoulder a burden like this and stay in business.

The organization recently elected L. William McNutt Jr., Dr. Pepper, Nashville, president. Other officers include J. Roy Carter Jr., Royal Crown, Jackson, vice-president; L. L. Griffin, Coca-Cola, Johnson City, secretary-treasurer.

Blaze Razes Arena At Melville, Sask.

MELVILLE, Sask., Nov. 27.—Fire Thursday (18) totally destroyed the three-year-old Melville Stadium in a matter of 20 minutes. The rink was built at a cost of \$120,000 to replace a former rink, also destroyed by fire. Owned by the Melville Stadium company, the rink was a quonset-type frame structure with heavy timber girders. An artificial ice plant was installed a year ago.

An oil stove is believed to have exploded. There was one in the rink at the time.

Frozen Juice Prices Hiked

NEW YORK, Nov. 27.—Wholesale prices of frozen concentrated orange juice have been hiked by two major packers here.

General Food's Birds Eye concentrate went up this week a full 8 cents, bringing it to \$1.59 for a dozen 6-ounce cans. Clinton Foods, Inc., boosted its Snow Crop orange concentrate to \$1.61, a 6-cent increase.

The wholesale boosts for both brands puts the prices slightly below those of last August. One company spokesman said the prices were dropped this fall to reduce inventories but with stocks now being more normal, some of the drop was being made up.

Minute Maid juice, which has been at \$1.79 since last summer, remains unchanged. Others not changing are Libby, McNeill & Libby at \$1.52 and Pasco Packing Company at \$1.42.

75G Blaze Strikes Mount Gilead, O.

MOUNT GILEAD, O., Nov. 27.—The Morrow County Fairgrounds here was hit by fire that destroyed a frame cattle barn and did an estimated \$75,000 damage. The estimate included the value of county highway maintenance equipment stored on the fairgrounds.

Canada Restores Grants For Light Horse Events

SASKATOON, Sask., Nov. 27.—Federal grants to exhibitions sponsoring light horse events will be restored, S. N. MacEachern, president of the Western Canada Exhibitions Association, announced. Under present federal agriculture department policy, grants are paid in lieu of prize money for what is considered utility livestock. Grants for events for light horses, not considered "utility livestock," were discontinued last year.

I. J. Lamont, of Lamont's Cockatoos, has retired from show business after being in it for 54 years. He plans to live in San Francisco.

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(Routes are for current week when no dates are given. In same instances, possible mailing points are listed.)

Bayou State: Hayes, La.; Lake Charles 6-13.
 Glades Am. Co.: (Fair) Cocoa, Fla.
 Helman United: Mount Olive, Miss.
 Mobile Am. Co.: Golden Meadow, La.
 Myers, Sonny, Am.: Golden Meadow, La., 29-Dec. 11.
 Sante Fe: Pharr, Tex.
 Stephens, C. A.: (Fair) Plant City, Fla., 1-4.

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Froman Bros.: Sikeston, Mo., 30-Dec. 3;
 Paducah, Ky., 6-10; Hopkinsville 13-17.
 Polack Bros. Western: Charleston, W. Va., 2-5.

Miscellaneous

Jones, Spike, Musical Insanities of 1954: (Lake Club) Springfield, Ill., 30-Dec. 4.
 Magrum the Magician: Lake Junaluska, N. C., 30; Clyde Dec. 1.
 North, Dr. Rexford L., Hypnotist: (Bayles Square) New Bedford, Mass., 3-4.
 O'Day, Marie, Palace Car: Slidell, La., 30.
 Covington Dec. 1-2; Hammond 3-4; Ponchatoula 6; Independence 7-8; Amite 9-11.
 Walsh Bros. World's Most Beautiful Church: New Orleans.

Ice Shows

Holiday on Ice: Toledo 30-Dec. 5; Indianapolis 6-12.
 Holiday on Ice, International, No. 1: Dortmund, Germany, 30-Dec. 5; Brussels, Belgium, 7-25.
 Hollywood Ice Revue: Milwaukee 30-Dec. 7; Omaha 7-14.
 Ice Capades: Montreal 30-Dec. 5; Springfield, Mass., 6-12.
 Shipsteads and Johnson's Ice Follies: Hershey, Pa., 30-Dec. 11; New Haven, Conn., 12-19.

Costs Cut by New, Wheeled I. Q. Pitcher

NEW YORK, Nov. 27.—A new baseball pitching unit, shaving by half the size, weight and expense of its former machine, has been placed on the market by the I. Q. Baseball Machine Corporation.

Charles Henderson, of the manufacturing concern, reported that the quicker operating cycle, a minute and a quarter compared to the former minute and a half, will be another factor adding to the operator's profits.

The machine's features center on an improved mechanism worked out by Albert Emilian of New Jersey. Employing a new cam and gear system, it is vastly simpler, Henderson said, cutting maintenance problems to a fraction of those posed by the former I. Q. machine. The mechanism's compactness is responsible for the overall unit's reduction in size and weight.

Whereas the former machine weighed about 700 pounds plus a concrete slab, the new machine weighs only 350 and is on wheels, requiring no permanent installation. Its styled steel cabinet has a smaller bin, with a capacity of some 200 baseballs. Cost of a new unit is approximately half of that of the former one.

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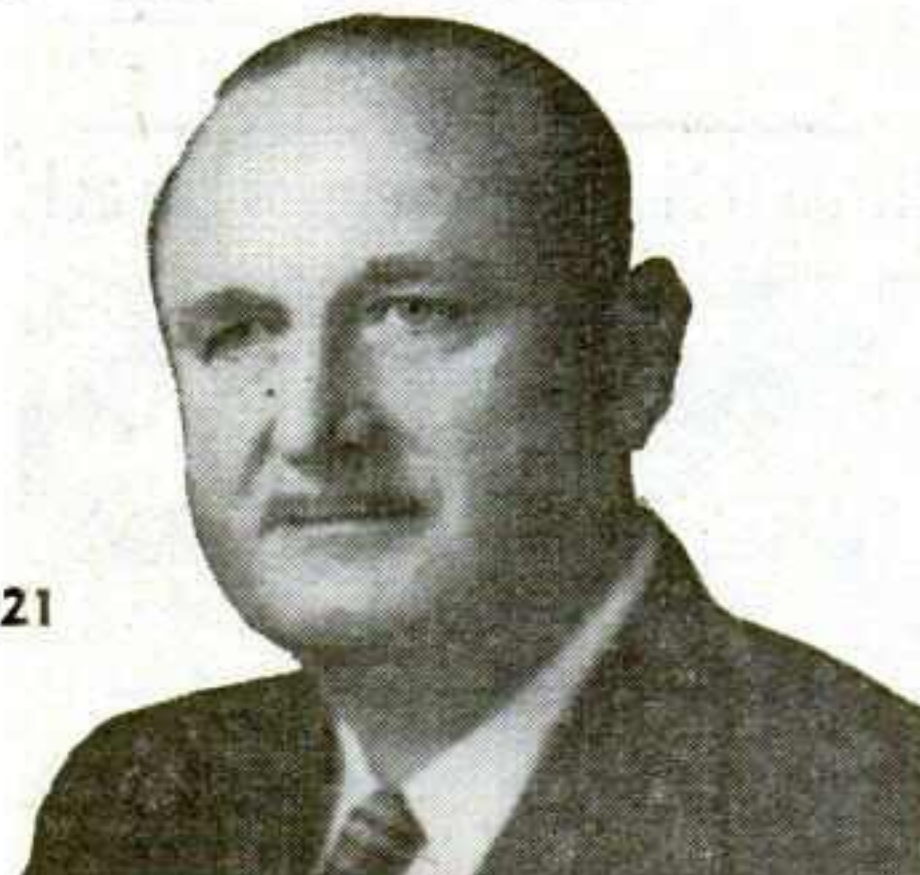
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Ocean View Sets Ride Move, Fishing Pier

NORFOLK, Va., Nov. 27.—A \$150,000 fishing pier is one of the projects planned for Ocean View Amusement Park here, according to co-owner Dudley Cooper. Also on tap is a relocation of the park's kiddie rides next spring, he added.

Cooper gave the park's grosses for the 1954 season as 5.7 per cent below those of 1953 and attributed the decline to the extremely cold month of May, an unseasonable spell of weather which curbed business considerably. Since there was the benefit of federal tax relief, it was noted, the decline was prevented from being any worse. The tax relief came at a fortunate time, it was claimed.

Ocean View's games and amusements, operated by Park Concessions Corporation, were about 16 per cent below the 1953 pace, and this was also cited as a result of the bad weather in May.

The park is owned and operated by the Cooper family, while Park Concessions Corporation is owned by Jack and Albert Greenspoon and the Coopers.

Pyros on Odd Weeks

During the season Ocean View featured Cook & Co. agency fireworks, and alternate-week fireworks. The stagger system with pyros, Cooper said, was adopted because "if given more frequently they are accepted as a common thing by the

public and do not generate too much enthusiasm."

The value of free acts and fireworks, tho, was labeled as important to the park's operation. They are considered good attractions, Cooper stated, and drew sizable audiences, especially for fireworks displays.

New for 1954 was a steel overhead structure covering about 20,000 square feet of the picnic area under a shed-like arrangement where there had previously been awnings provided over the picnic tables. The skeletal structure, Cooper noted, is attractive with its striped balances giving it a circus effect, and lettering invites the public to use the premises on a free basis for picnics and outings. Cost of the structure was around \$25,000.

Eltch Gardens Will Remodel Famed Theater

DENVER, Nov. 27.—Extensive remodeling of Eltch Gardens theater will get under way sometime this winter, according to President Arnold B. Gurtler who this week called for bids to renovate the 63-year-old theater building. Gurtler says that plans provide a setting for live theater productions.

Before this can be done, the present theater building will have to be completely winterized and plans call for changing the electrical layout and plumbing systems as well as considerable remodeling of the stage. Gurtler emphasized that a major share of the remodeling would be on the outdated, small stage. No plans have been made for increasing the present 1,500-seat capacity. Altho the building has been maintained in excellent condition, there has been no extensive changes made since it was built in 1891.

Weather Holds

Continued from page 55

consisting of Florence Budney, Jane Broadhurst, Mary Jane Madigan, Joni Pearce, Lela Rolontz and Jean Williams. The show, high spot of the exposition, is on four times daily and is produced by Harry Hirsch. Choreography and staging are by Dolores Pallet, aided by Helene Vinson. Also performing are Marili and Fritz Tschannen, Swiss yodeling and accordion duo.

Joe Ritter is general manager of the show, with Susan Schmidt handling promotion, Dick Blue as production manager and J. David Abrahams as ad director. Dick Button is executive producer and Betty Impellitteri. Associates are handling the publicity, which resulted in seven TV spots and 16 radio appearances by show personnel during the first week.

New Park Planned for Tokyo; Engineer Inspects U. S. Spots

LOS ANGELES, Nov. 27.—Construction of an amusement park around Korakuen Stadium in Tokyo, estimated to cost 400,000,000 Japanese yen or about \$1,070,000, is scheduled to start next spring, Iwao Muramatsu, consulting engineer, said. He is here studying park operation and has viewed Whitney's-at-the-Beach in San Francisco and the Nu-Pike in Long Beach.

Muramatsu, thru his interpreter I. (Bob) Okazaki, local exporter, said that the park would draw from 12,000,000 inhabitants in and

Atlanta Dairy Scores With Free-Ride Park

ATLANTA, Nov. 27.—Irvindale Farms' kiddie park ended its second season of operation recently, showing a slight decline in rides but a hefty increase in the number of children's parties hosted. The five-ride operation, opened in 1953 as a promotion endeavor, has resulted in the dairy doubling its ice cream sales and more than meeting all park expenses out of the kiddieland's own income.

During the 1953 summer there were about 265,000 rides by mopets, whereas the figure this year was 230,000 plus 200 parties. At the parties the spot offers 10 rides per child, plus food.

Early last year the dairy hit on the idea of using rides as a promotional stunt in connection with the sale of ice cream. It bought a G-16 Miniature Train, Herschell kiddie Merry-Go-Round, Sky Fighter and Tank Ride, and six live ponies.

Bottle Cap Admissions

Admission to the park was fixed at either 10 cents or five milk bottle caps from any local dairy firm. Rides were a flat dime apiece or a token which Irvindale placed in its ice cream containers. The firm also built a concession stand at which it offered dairy products at popular prices plus hot dogs, popcorn and hamburgers.

The park is set on a lot owned by the firm about 300 yards from its distribution plant and on a busy thoroughfare. Much of the five-acre plot is used for off-street parking.

Operating schedule has been 2 to 8:30 p.m. daily except Mondays, when the place remained closed. Altho the entire program was of an advertising nature, Phillip McGinty of the dairy reports, "we took in enough cash to pay all the personnel necessary to operate the park plus an amount sufficient to pay for the TV which we used in promotion."

The majority of the rides were free, he adds, but the program saw the ice cream sales doubled in the first season of operation, much of the increase being retained over the winter season.

Vancouver Names Aquarium Board

VANCOUVER, B. C., Nov. 27.—Appointment of three park commissioners to help speed up final plans for Vancouver's \$300,000 aquarium, and a last minute change in location, were approved by Park Board Monday (22). The aquarium, subject to Vancouver's zoning board approval, will be located in Stanley Park.

Appointed to the committee at Monday night's Park Board meeting were Chairman Arnold Webster, Commissioner Robert Maitland and Stewart Lefeaux, assistant park superintendent.

Disney Talk Sparks Convention Interest

Sees Big Registration, Trade Show; Disneyland Report Attracts Outsiders

CHICAGO, Nov. 27.—With heavy registration assured for the annual convention of the National Association of Amusement Parks, Pools and Beaches convention, Sunday (28) thru Wednesday (1), Secretary Paul Huedepohl said that interest was high in a convention session report on progress of the new Disneyland park in California.

Conventioners will hear the talk by C. V. Wood Jr., representative of Disney, at 2 p.m. Wednesday at the Hotel Sherman. The new amusement park designed by Walt Disney is now under construction. A television show, also called "Disneyland," eventually will originate there.

Huedepohl said that several carnival and kiddieland operators as well as park owners, had expressed interest in the program talk.

The secretary also reported that

last minute sales of small locations in the exhibit halls would bring the number of trade show exhibitors to more than 170, a record.

NAAPPB President Elmer E. Foehl and Robert Plarr, second vice-president, were among the early arrivals for the convention. They came to Chicago Wednesday and huddled with Huedepohl on convention plans.

Detroit Spot Studies New Ballroom Plan

DETROIT, Nov. 27.—Plans to build a new ballroom at Edgewater Park to replace the one destroyed by fire October 3 are being studied but no definite decision has been made, officials announced.

Park offices, also destroyed in the blaze, are temporarily located in the former office of the picnic grove manager. The park's maintenance crew is on duty performing the regular winter duties.

Tax Aid Keeps Grosses Steady For Seaview

NORFOLK, Va., Nov. 27.—Business done by Seaview Beach was practically on a par this year with the results in 1953. The Negro amusement spot has completed its ninth year of operation and is owned by U. S. Miller, Dudley Cooper and associates.

Altho attendance at the spot, on Chesapeake Bay near Norfolk, was greater than last year, it was reported that per capita spending dropped. Federal tax relief was credited with enabling grosses to hold the line against what would have otherwise been a recession.

Big draw of the spot is the Friday night cash giveaway policy. Friday night is the big one, altho Sundays also do nicely, but late-hour business on other days is generally not high. Contributing to this condition, it was reported, are the facts that Seaview is out of the city and that the populace catered to is generally not too well-heeled.

Twenty miles out of Norfolk, Seaview featured five major-sized rides, dance hall, bathhouse, 40-room hotel, and a special force of 12 Negro deputized policemen to maintain the proper decorum.

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Festive Notes

Continued from page 55

Hamid Jr. happily coincides with the banquet and again this year his dad, acting as toastmaster, made note of the occasion with a four-tiered cake to mark the celebration. He had plenty of well wishers with Hamid guests filling several tables.

15C Book for Miami

Bill Moore, head man of the Miami club, opined that his association's program this year will hit the \$15,000 mark. Miami members and guests will make merry January 4 and it is predicted that space will be at a premium. While Bill graced the dais his better half, Irene, made new friends for the Miami ladies.

3 Railroaders Repped

Three railroad shows, the World of Mirth, Cetlin & Wilson and James E. Strates had top level representation. Most journeyed on to Chicago, except for the World of Mirth crew which is passing up the Windy City doing this year. The 800 folks on hand formed the most polite group seen in many a day. The atmosphere was notably sedate from 8 p.m. until after 1 when the party ended even though every table was heavily laden with potables.

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WESTERN ASSOCIATION SETS CONFAB PROGRAM

MONTEREY, Calif., Nov. 27.—Four California State and three fair officials are scheduled to address managers and directors attending the 32d annual Western Fairs' Association convention. The meeting here will open December 6 and continue three days, Louis S. Merrill, WFA general manager, announced. Meetings will be held in the San Carlos Hotel, the Rio Theater and the Casa Munras.

The schedule gets underway Monday (6) with a meeting of WFA directors at 2:30 p.m. Area meetings are scheduled that evening from 7 to 8 o'clock with the Service Associates holding open house.

Tuesday morning's program opens with the directors' breakfast with Merrill as the principal speaker. Committee breakfast sessions are also scheduled with John Lagomarsino, chairman, conducting a session on bylaws from 9 to 10 a.m. Running concurrently with the other sessions will be the Exhibits Committee meeting under the chairmanship of Ted Rosequist, acting manager of the California State Fair; Racing Committee session conducted by Tom Dodge, Fresno District Fair manager and the Research Committee, headed by W. C. Woxberg, Merced County Fair manager. C. L. Peckinpah, WFA president and director of the

Plumas County Fair, will conduct the annual WFA meeting in the Rio Theater for two hours starting at 2:30 p.m. He will deliver the president's welcome, introduce new managers and members.

Also at the session, Fred W. Links, assistant director, Department of Finance, A. E. Snider, chief, Division of Fairs & Expositions, John J. Fisher, executive officer, State Personnel Board, and A. C. Blackman, chief, Division of Industrial Safety, are scheduled to talk.

Starting at 2:30 p.m. the second afternoon, the meetings chair-maned by Rosequist and Dodge, will be continued. The Service Associates are slated for a concurrent session under the chairmanship of Stuart Waite, Yolo County Fair manager. From 4:30 until 8 p.m. open house will again be staged by the Service Associates.

A 9:30 or the third morning, Peckinpah will hear reports in the Rio Theater from the Area Chairmen Bylaws, Dates, Fire Prevention, Racing, Research and Resolutions committees. Tevis Paine, of the Los Angeles County Fair, will speak on "Trademark Registration Is a Necessity."

The morning session will be highlighted, too, by a debate. Resolved: The Red Carpet Should Be Rolled Out for the Exhibitor and Not the Fairgoer. Joseph E. Whitaker will take the affirmative and Carl T. Mills the negative.

The closing afternoon meetings will continue with reports. A banquet, the Roller Coaster, will conclude the convention. The event will start at 7 in the Exhibit Hall of the Monterey County Fairgrounds.

Rosequist Takes Over January 1 At Sacramento

Outgoing Ned Green Is to Devote Time To Family Property

SACRAMENTO, Nov. 27.—E. P. (Ned) Green will bow out at the end of the year as the secretary-manager of the California State Fair and Exposition. Theodore Rosequist, assistant manager for a number of years, has been named acting manager of the event.

Green recently returned from an extended vacation.

"There is not much I can say about it," Green declared. "I am leaving the position so that I can pay more attention to family ranching property in Kern County." He plans to maintain his home here, making frequent trips to Bakersfield.

Green leaves a position he has held for nearly nine years. He started with the fair in 1934 as a clerk in the livestock department.

Rosequist, a veteran fairman, was associated with the Century of Progress in Chicago; Great Lakes Exposition, Cleveland, and the Golden Gate Exposition, San Francisco. He came to the California State Fair in 1941 as an independent contractor to set up a new revenue control system. He was named promotion chief in 1946.

Name Stu Waite Prexy of Rodeo Managers' Group

SAN FRANCISCO, Nov. 27.—Stuart Waite, Yolo County Fair secretary-manager, was named president of the Rodeo Management Association at a meeting of the recently formed organization at the Cow Palace here. He succeeds H. R. Beaver, first president of the group formed a year ago.

The association is composed of organizations which sponsor both amateur and professional rodeos. New directors include Robert Barnby Sr., Sacramento, and A. A. Jensen, Lassen County Fair manager, Susanville.

Marshall, Tex., Plans New Exhibit Bldg., Outside Gate

MARSHALL, Tex., Nov. 27.—The Central East Texas Fair & Livestock Exposition has mapped plans to launch a building program for next year's annual that will include several projects. A new commercial exhibit building is slated to be built, plus a new entrance, ticket booth and permanent concession stands.

The fair, which is scheduled to run September 5-10 next year, wound up its '54 event with a net profit of \$7,286.18, it was reported this week.

R. O. Bartlett was elevated to the post of president of the fair. Other officers elected were Paul W. Wood, first vice-president; Joe W. Hirsch, second vice-president; George Prendergast Jr., third vice-president; Elwyn Young, treasurer, and Joe L. Mock, secretary-manager.

Wadena, Sask., Elects

WADENA, Sask., Nov. 27.—Officers of the Invermay Agricultural Society, elected at the annual meeting, were President R. Knight, Vice-Presidents Mrs. F. Currah and D. Willis, and Secretary-Treasurer Mrs. G. Birrell. A bank balance of \$524 was reported.

FAIR ASSN. MEETINGS

Fair Managers' Association of Iowa, Hotel Fort Des Moines, Des Moines, December 6-8. C. S. Miller, Tipton, Ia., secretary.

Western Fairs Association, San Carlos Hotel, Monterey, Calif., December 6-8. Louis S. Merrill, 2500 Stockton Boulevard, Sacramento 17, general manager.

Indiana Association of County and District Fairs, Hotel Severin, Indianapolis, January 2-4. William H. Clark, 360 Walnut, Franklin, secretary.

Wisconsin Association of Fairs, Schroeder Hotel, Milwaukee, January 5-6. Wm. H. Eldridge, 315½ East Mill Street, Plymouth, Wis.

Minnesota Federation of County Fairs, Radisson Hotel, Minneapolis, January 10-12. Harold C. Pederson, 3531 22d Avenue South, Minneapolis 7, secretary.

Kansas Fairs' Association, Jayhawk Hotel, Topeka, January 11-12. Everett E. Erhart, Stafford, secretary-treasurer.

Ohio Fair Managers' Association, Deshler-Hilton Hotel, Columbus, January 11-13. Goldie V. Scheible, 709-710 Reibold Building, Dayton, executive secretary.

Missouri Association of Fairs & Agricultural Exhibitions, Governor Hotel, Jefferson City, January 12-14. Rollo E. Singleton, Department of Agriculture, Jefferson City, secretary.

West Virginia Association of Fairs, Ruffner Hotel, Charleston, January 15. James T. Hetzer, 307 Bank Arcade, Huntington.

Central New York Association of Agricultural Societies, Hotel Syracuse, Syracuse, January 15. Robert S. Turner, Horseheads, secretary.

Michigan Association of Fairs & Exhibitions, Fort Shelby Hotel, De-

troit, January 16-18. Harry B. Kelley, Hillsdale, secretary.

Georgia Association of Agricultural Fairs, Henry Grady Hotel, Atlanta, January 17. Joe F. Pruett, 550 Riverside Drive, Macon, secretary.

Western Canada Association of Exhibitions, Fort Garry Hotel, Winnipeg, Alta., January 17-19.

Maine Association of Agricultural Fairs, Eastland Hotel, Portland, January 19-20. Roy E. Symons, Skowhegan, secretary.

Association of Tennessee Fairs, Andrew Jackson Hotel, Nashville, January 20-21. L. E. Griffin, P. O. Box 90, Nashville, secretary.

North Carolina Association of Agricultural Fairs, Sir Walter Hotel, Raleigh, January 20-21. Corbin Green, P. O. Box 776, Hickory, secretary.

Illinois Association of Agricultural Fairs, St. Nichols Hotel, Springfield, January 23-25. Clifford C. Hunter, Taylorville, secretary.

Rocky Mountain Association of Fairs, Northern Hotel, Billings, Mont., January 23-25. Clifford (Continued on page 68)

Mich. State Plans Home Arts Building

DETROIT, Nov. 27.—The Michigan State Fair will incorporate two major improvements at its plant here during the coming year, the board of managers announced.

First will be the erection of a new hall to house the home arts exhibits. The building that normally housed those exhibits was razed prior to the '54 fair.

The second improvement will be the creation of a drag strip for hot rod racing inside the present race track. The new oval, proposed by the Michigan Hot Rod Association, will be operated on a year around basis under supervision of the Detroit police.

The first formal application for the post of fair manager to be vacated next month by James L. Hare, has been filed by Don L. Swanson. Swanson was administrative assistant to the fair controller for two years and last year was director of grandstand activities.

The fair also announced a new price scale would go into effect at the '55 fair. Admission prices at both the coliseum and grandstand will be pegged at \$1.50. This year the coliseum ducats went at \$1.25 and the grandstand \$1.20. Children's admissions for both will be 50 cents, a dime decrease. Reserved seats in the grandstand, which have sold at \$1.80, will be abolished.

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Our Sincere Thanks to each and every one of you who have made our 1954 season so pleasant and successful.

to **AL MARTIN**
 and
ORRIN DAVENPORT

Our Especial Greetings and Gratitude for their work in our behalf.

Steve Vaughn Sparks Sale of PCSA Tickets

LOS ANGELES, Nov. 27.—With the annual Pacific Coast Showmen's Association banquet and ball set for December 14, there is a



STEVE VAUGHN

lot of weight behind the push to sell tickets. While it is the drive that is getting the sales, Steve Vaughn, committee chairman who

tips the scales at 280, said there were still some choice tables remaining for those who get in their reservations.

Vaughn is comparatively new at the Showmen's Club and his assignment as banquet chairman sets a record for a newcomer. He joined the association about five years ago and has served on the board of governors for two years and heads the house committee. The selection of Vaughn by President Hunter Farmer was considered a wise one. Vaughn knows nearly everyone in Southern California show business.

The banquet and ball will be different this year in some respects. The orchestra has been engaged to play from the start of the function until 2 a.m. In past years, the agreement called for a 1 a.m. quitting time with donations paying for the extra hour of music.

Game Operations

Since starting in the concession business in 1949, Vaughn has operated games on the Crafts Shows, Frank W. Babcock United Shows, Foley & Burk Combined Shows, (Continued on page 68)

Plaque Given NSA Honoring Max Linderman

Mrs. Nevins Cops \$500 Bond; Coke Gives Club TV Set

NEW YORK, Nov. 27.—More than 2,000 persons jammed the National Showmen's Association clubrooms Tuesday night (23) for one of the club's most successful memorial services.

Highlights of the evening were the presentation of a plaque by the North Carolina Association of Fairs, in memory of Max Linderman, and the annual award activity. Top prize in the latter, a \$500 U. S. Savings Bond, went to Mrs. Bert Nevins, wife of the New York publicist and Mrs. America contest promoter.

The plaque, a large and impressive affair carrying a sculpted likeness of Linderman, was presented by Norman Y. Chambliss of Rocky Mount in behalf of the NCAF, and received by President Emeritus George A. Hamid.

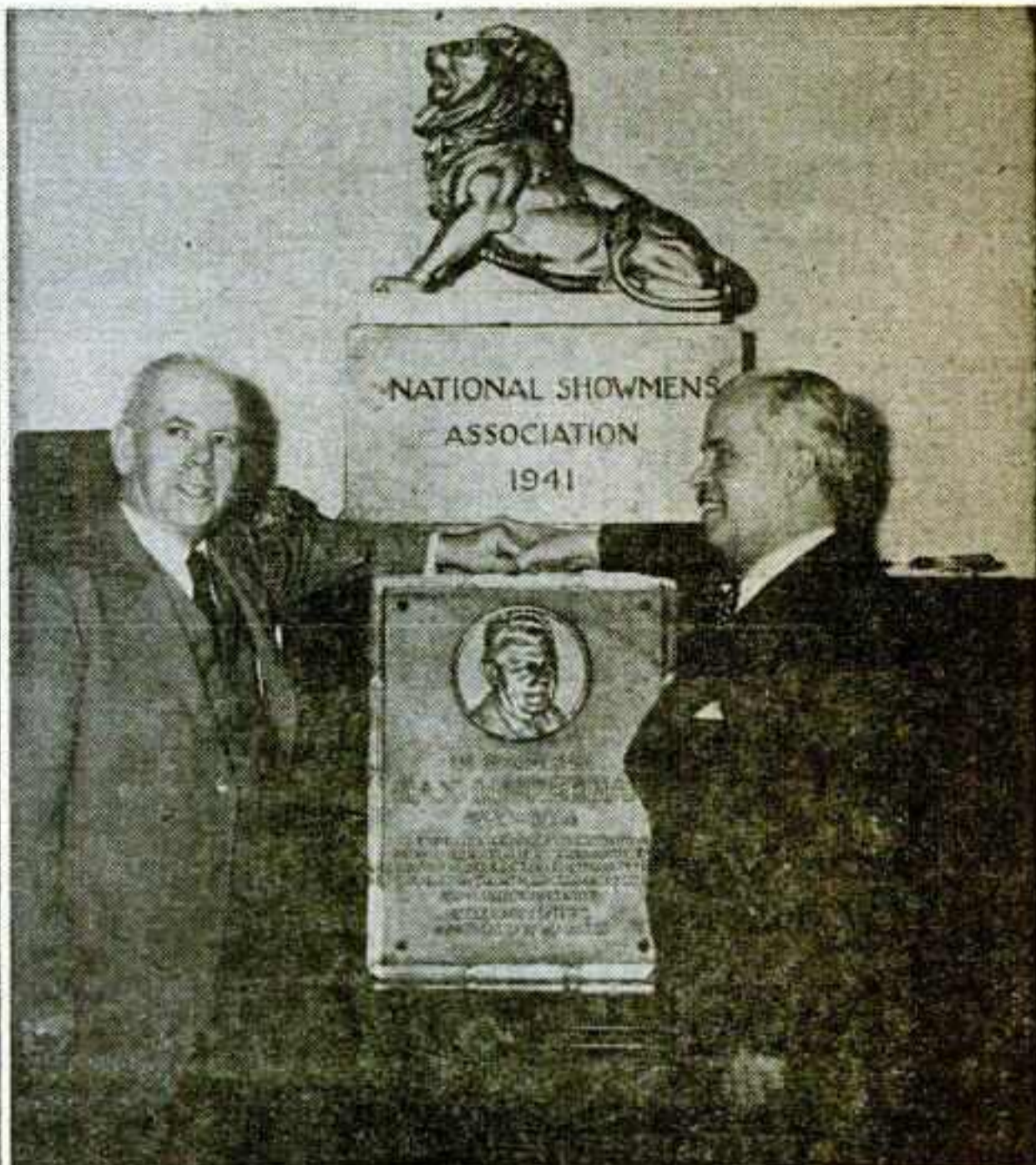
Linderman Lauded

Both Chambliss and Hamid paid tribute to Linderman, one of the NSA founders and successor to Hamid as first president. Recalling Linderman's business reputation, Hamid spoke of his part in the revival of the North Carolina State Fair in Raleigh, a contract Linderman obtained without putting a cent on the line.

"His word was his bond," Hamid stated, "and he never went back on it."

Chambliss also eulogized Linderman at length, saying the showman, then affiliated with the Bernardi Greater Shows, "lit the torch for showmanship in the South."

Linderman's high principals, Chambliss said, served a fine purpose in the South at a time when carnivals and showmen were beginning to be held in disrepute. The plaque was conceived by Chambliss and financed by the North Carolina fairmen, and will (Continued on page 62)



—Photo by Jack Eichholz.

A PLAQUE HONORING the memory of the late Max Linderman, show owner, was presented to the National Showmen's Association at its last meeting by Norman Y. Chambliss Sr., of the Rocky Mount, N. C., Fair. The plaque, conceived by Chambliss and financed by members of the North Carolina Association of Fairs, was received by NSA President Emeritus George A. Hamid Sr. and will be installed in a prominent place on the club walls. Both men lauded Linderman's business conduct and credited the former World of Mirth co-owner with playing a leading part in raising the prestige and standards of traveling shows in the Tarheel State.

GOLD WATCHES GIVEN

300 Join in Tribute For Isser and McKee

NEW YORK, Nov. 27.—The Park Sheraton Hotel was the scene of a special night of both solemnity and mirth on Sunday (21) when nearly 300 members and guests of the National Showmen's Association paid tribute to two of the club's leaders.

Recipients of praise and gifts were President Joe McKee, whose successor will be named at the coming election, and Phil Isser, the immediate past president. Also on the dais were their wives and Mr. and Mrs. George A. Hamid.

Numerous out-of-town guests were in evidence in the hotel's

ballroom for a sumptuous chicken dinner, followed by a five-act variety program arranged by Al Rickard, and dancing to Nick Francis and his orchestra. The program was handled speedily and effectively by chairman Mac Kassow, and dancing was begun as early as 10:45 p.m.

Tributes by Kassow

Both Isser and McKee were praised by Kassow, who recalled their devotion and all-out efforts for the NSA. He presented both with gold wrist watches, appropriately inscribed.

Among the out-of-towners present for the affair were Mr. and Mrs. Bill Jones, Norfolk; Roy Jones, Texas; Irene and Bill Moore, Miami; Mr. and Mrs. Bligh Dodds, Gouverneur, N. Y.; Mr. and Mrs. Bernie Mendelson, Chicago; Mr. and Mrs. Norman Y. Chambliss Jr., Rocky Mount, N. C.; Sam (Insurance) Solomon, Chicago; Max Cohen, Rochester, N. Y.; Mr. and Mrs. Stan Higman, Mrs. Ted Band, Mrs. Hanna, Ottawa, and newlyweds Mr. and Mrs. Art Lewis, Miami.

Entertainment included Benny Meroff with Kathleen McLaughlin, comedy instrumental; Senor Cortez, troubador; Martin and Florenz, puppeteers; Burke and Hallow, tap dancing, and the Four Whirlwinds, roller skating.

Show, Games Set for Cuba

NEW YORK, Nov. 27.—Winter activity in Cuba has been scheduled by several carnival operators. Walter Wanous and Dick Best will take Side Show features from their World of Mirth presentation. Earl Fisher will be concession manager for the units which will open at Coney Island Park, Havana, December 10 and then tour with the Coney Island Shows.

Jack Wilkinson will handle the bingo. Others slated to participate include Wilmer Schinler, Dave Beacher, Vincent Nordsey and Duke Daugherty.

Mullins Eyes Longer Route For Royal Pine

NEW YORK, Nov. 27.—Mullins' Royal Pine Shows will be basically unchanged for its 1955 season, Owner Clifford Mullins said this week, but it is intended to extend the show's season a couple of weeks instead of quitting the road in mid-September as was the case this year.

Royal Pine went out April 29 and closed September 18, playing still dates and fairs exclusively in Maine. Carrying eight rides and five shows, all office-owned, it played dates thru the cold and wet season suffered by Maine, and ended with engagements at six fairs.

Mullins will be heading into his third season with his own show, having taken over the former Co- (Continued on page 68)

WP Sets 1955 Fair Route

MOUNT CLEMENS, Mich., Nov. 27.—With the signing of contracts for Branch County 4-H Fair, Coldwater, Mich., the World of Pleasure Shows recently completed its 1955 fair route, according to C. O. Stewart, show manager. All fairs have been signed on a fence-to-fence basis for all shows, rides and concessions, Stewart said.

Most of the concessionaires with

BUY LOT, PAY OFF BUILDING

Hot Springs Members Pledge \$22,000 Loan in 10 Minutes

HOT SPRINGS, Nov. 27.—It took only 10 minutes Thursday night (18) for 19 members of the Hot Springs Showmen's Association to pledge loans totaling \$22,000 to pay off all obligations on the new clubhouse and to buy an adjoining lot for parking.

The pledge-raising took place during a spirited meeting of the club in the new structure and was notable because the loans carry no interest. At the close of the meeting, it was pointed out that all construction bills against the new building would be paid by the end of the week.

Installation of 1955 officers also featured the November 18 meeting. J. W. (Patty) Conklin presided at the installation. The '55 officers are Paul Olson, president; John Gallagan, first vice-president; Lee Moss, second vice-president; J. W. Conklin third vice-president; Clint Shufford, secretary, and Clayton Holt, treasurer.

Conklin also was toastmaster at

the club's annual banquet and ball Wednesday night (17). Held for the first time in the Arlington Hotel, the event was attended by about 325 persons.

Miami Slates Services and Social Events

MIAMI, Nov. 27.—In addition to the regular Saturday dances which began last Saturday (20) in the clubhouse with about 250 persons attending, the Miami Showmen's Association has charted three events for December.

On Sunday, December 19, the parent organization and Ladies' Auxiliary will have a joint me- (Continued on page 68)

Jones Sets Big Bingo Units, Plans Some Retrenchment

NEW YORK, Nov. 27.—H. William Jones Bingos will again be aligned with principal Eastern carnival operations in 1955 but there will be some retrenchment in his extensive operations, according to present plans.

While Jones units are already set with the World of Mirth, James E. Strates, Coleman Bros. and Prell's Broadway shows, several units which toured this past season with smaller shows will be shelved. Jones, here this week for the National Showmen's Association festivities, said poor earnings and operational difficulties caused the decision to cut down.

While the past season was good,

the show this year will be back with it next year. They include Harold Van Housen, cookhouse; Rod Link, 8; Bill Abraham, 10; Jeff Pack, 3; William Barkoot, 3; Sommers and Evenson, 2, and John Viznis, popcorn.

it showed returns under those of 1943, Jones said. This is in line with the reports of most concession operators thruout the country.

The weather hampered Jones' activities this year in two ways. Considerable rain cut into business on the patronage level. Hurricane Hazel caused damage estimated at \$1,000 to his Norfolk, Va., warehouse and destroyed the top housing the unit on Prell's Broadway Shows when storm precautions were taken too late. At the same time Hazel blew and washed out business for other Jones units working in its path.

Jones has one of the most extensive bingo operations in the nation with his fair and celebration dates estimated to number around 100. Added to this are perhaps a half dozen park operations plus a host of still dates. Jones himself hop-scotches, showing up usually at the most important dates and checking his widespread units frequently.



—Photo by Jack Eichholz.

MORE THAN 200 members and friends of the National Showmen's Association gathered in the Park Sheraton Hotel to honor Past President Phil Isser and current President Joe McKee at a testimonial dinner which also featured dancing and entertainment. Both men also received handsomely engraved watches. On the left are Mr. and Mrs. Phil Isser, and on the right Mr. and Mrs. Joe McKee. Mrs. (Margaret) McKee is president of the NSA Ladies' Auxiliary, and her husband is general superintendent of Palisades (N. J.) Amusement Park. Isser is general manager of the I. T. Shows.

MIDWAY CONFAB

B. V. Nessler, former owner of Nessler's Greater Shows, was in Chicago last week where he announced he had sold his Springfield, Ill., nitery, and was going back on the road in '55.

Leo Lane, owner of the show bearing his name, is nursing a broken right hand sustained in a fall. Recent visitors to the show included Al Maloof and Joe Kelly, both from Boston. . . . J. L. (Whitey) Bedard, Flint, Mich., ride operator, reports he had a good season this year playing around that town. Plans to lay down his rides and concessions at a nearby lake next season.

Lou Rosenthal, former owner of a carnival supply company in Detroit and now treasurer of the Michigan Showmen's Association, has moved to the Dryden Hotel, following treatment at Grace Hospital for an arthritic condition. His brother, Jonas Rosenthal, and the latter's wife flew in from New Jersey to visit him recently. . . . Pat Crognale, wife of Joe Crognale, veteran carnival concessionaire, has taken over the checkroom concession at the new Club Bali, Detroit. She was formerly at Northwood Inn, a suburban road spot.

Mr. and Mrs. Al (Deafy) Campbell, veteran Kansas City concessionaires, report fair business in their new connection with the American Midway Shows. The outfit is playing the Rio Grande Valley of Texas.

Larry Schaff, former secretary of Pepper's All-State Shows and more recently with the John R. Ward Shows, is spending the winter with his mother in Hagerstown, Md. He plans to reorganize his dance band after the holidays. . . .



At home in New York City are newlyweds Dan and Evelyn Thaler. Thaler is chairman and originator of the shut-in committee of the National Showmen's Association, while his wife, the former Evelyn Salkind, is a former Radio City Rockette. They reside in Washington Heights.

Peppers All-State Shows, which recently closed at Florala, Ala., will again winter in Mobile, Ala. Owner Frank W. Peppers, who has about recovered from recent illness, plans to do some Florida fishing after the holidays.

Danny Dell will go out with Vivona Bros. Shows again next year as business manager, as will Pete Hendrix and billposter James Rapple, according to John Vivona. With the season ended at the colored fair in Charleston, S. C., Tony Masiello and Mrs. Catherine Vivona left for Newark, N. J., and Turner Scott returned to Daytona Beach, Fla. Morris Vivona took off on a still date booking trip. Visitors on the final date included Joe Prell and Bill Holt. The Vivonas are reportedly among the parties interested in the O. C. Buck-Model Shows' train owned by James E. Strates, and have held several family huddles on the subject.

Harold Laughlin reports good candy business in De Funiak Springs, Fla., with the Ward Shows. . . . Tony Perez cards from Barcelona, Spain, that the Games Studios, Ltd., has purchased Leo La Salle's latest movie, "Muttie the Lair," and plan on putting it before the cameras soon. La Salle troupes with the Heller Shows when not writing. . . . A. (Dutch) Wilson is in Mid-State Baptist Hospital, Nashville, where he has undergone a foot amputation. He would appreciate hearing from friends. . . .

Mr. and Mrs. A. H. McClanahan, concessionaires with the Harry Burke Shows, are en route to their home in Baton Rouge, La., from a vacation in Nassau, B. I. . . . En route to Florida, Eddie Longfellow ran into Eddie Ames, outside man for Frenchie Moore; Ronnie Gage, booster handler for Moore; Mr. and Mrs. Eddie Steele, Jimmy Wright, Roy Allen, Sammy Campbell and Moore and his seeing-eye dog, Lady, at Moore's gas station in South Carolina.

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NORMAN ANDERSON
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Linderman Plaque to NSA

Continued from page 61

be affixed to a prominent spot in the club. Linderman's final business connection was as a partner in the World of Mirth Shows.

TV Set From Coca-Cola

Another gift to the club was also received, altho this came more as a surprise. Second Vice-President Gerald Snellens made the announcement that the club was being presented with a 24-inch Philco television set by Vince Williams, outdoor advertising manager of the

Coca-Cola Company. The club's present set, it was recommended, should be made available to one of the members confined because of illness, namely Ray (Brigham) Young.

The invocation was delivered by Chaplain Louis (Dada) King, and the benediction by Flo Thompson, chaplain of the Ladies' Auxiliary. Flowers were placed on a bier as the name of each departed member was read off, and a light

was switched on alongside each name. Those who died during the past year were Sidney Herbert, Louis Russell, Philip Kaplan, Al Wagner, George W. Traver, Fred C. Murray, Harold G. Hoffman, Louis G. King, Simon Krauss, Edgar L. Lewis, and Henry Fein, all from the parent organization, and the following from the Ladies' Auxiliary: Mary Sibley, Lillian Basile, Lena E. Keeney, Sadie Dobson, and Irene Ann Jabcuga.

Drawing the prizes was William B. Moore, president of the Miami Showmen's Association, after the announcement by First Vice-President John S. Weisman that the award gross topped \$7,500 this year, an improvement over 1953.

Awards Listed

Following the grand award to Mrs. Nevins, the following prizes were given:

Philco TV set, Daitch & Aranoff, North Bergen, N. J.; \$200 U. S. Savings Bond, orchestra leader Phil Spitalny; lady's diamond watch, Sam Batkin, the Bronx; \$100 Bond, Harry Batt of Pontchartrain Beach, New Orleans; \$100 Bond, G. A. Peterson Co., Auburn, Me.; \$100 Bond, Edna Lasures, Fort Lauderdale, Fla.; lady's gold watch, Phyllis Baker, Toronto; case of Philip Morris cigarettes, Eleanor Isser; Philco portable radio, Catherine Jordan of Master Supply Co., Atlantic City; \$50 Bond, Shep Blumberg, Philadelphia; \$50 Bond, Mark Paul Ginethal, Passaic, N. J.; \$50 Bond, Seaview Bingo, Savin Rock, Conn.; and \$50 Bond, Dick Guenther, Olympic Park, N. J.

Weisman donated the Seaview Bingo prize to the club's shut-in fund.

The rest of the night was devoted to an open house session, with the club providing a lavish buffet spread and coffee, served by the Ladies' Auxiliary.

MULLINS USES COLOR FILMS SALES PITCH

NEW YORK, Nov. 27.—Motion picture films will be one of the methods by which Clifford Mullins will try to sell his Mullins Royal Pine Shows at the winter fair meetings. Going into his second season in 1954, Mullins armed himself with a camera and projector and took color shots whenever the conditions were right. Being a novice at it, he admitted the early pictures were nothing to write home about, but "we got the hang of it after a while." He will be at the Maine and New Hampshire meets and possibly also in Albany, N. Y.



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Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held. Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

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 - Colson, Virgil, 40¢
 - Richard (Books), 30¢
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Allen, Mrs. Wangetta
Alpaugh, Edna F.
Anders, Frank L.
Armand, Bill
Arnold, Richard Lee
Ayers, Maurice
Andrew, Frank
Bagby Jr., Mrs.
Barber, Lou
Bays, Dick
Baker, Mrs. E. D.
Barrett, Roy
Beckwith, Gerard L.
Beeler, Charles E.
Bejano, Emmitt
Bennett, Miss Terry
Bentley, Tommy
Bergman, Leo H.
Berman, Mike
Bernstein, Harry
Birchman, Mrs.
Blair, R. B. & Mrs.
Bona, Ray
Bonta, Bonnie
Boss, Billy
Bouchard, Paul A.
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Brian, David
Britton, Lawrence G.
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Broffie, H. J.
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Brown, Bob & Lucille
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Brownfield, Ed
Bryant, Tex Thrill Show
Bucher, Hans
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Burge, Lloyd
Burke, Anthony
Burke, Mr. Billie
Burke, Raymond C. & Mrs.
Burns, Joe
Campbell, Clarence
Campbell, Warren
Campbell, Happy
Campbell, Mrs. Kitty
Campbell, Miss M. M.
Campbell, Sam
Carey, Jos A.
Carlie, Hank
Carltons, The Skating
Carr, Roy Arthur
Carr, Richard
Cearley, Gordon J.
Chambers, Delores
Chambers, Edw. Lea
Chambers, Louise
Chambers, Larry
Chandler, Grant & Mrs.
Childers, John M.
Christy, Eugene
Cleveland, Fred L.
Colson, Virgil
Conklin, Lola
Conn, Allan
Conne, Andre Piere
Conway, James J.
Cooper, Roy
Coatner, Harry B.
Cous, Mrs. Mary J.
Cous, Robert W.
Cox, Leo A.
Creighton, Mamie
Davidson, Jack
Davis, Leslie H.
Davis, (Animal Show)
Dawson, Mr. Pat
De Long, George E.
De Voyné, W. H., Esq.
De Winter, Jeannine
Del Rio, Carmen
DeWitt, Snooky
Dean, Raymond
Dean, Al
Deard, Mrs. Bert
Debert, Ed
Delgrosse, Lewis F.
Demetro, James
Dimmette, Jr., R. G.
Docen, Chas.
Docen, Clarence E.
Doto, P. J.
Downey, J.
DuBois, Tex.
Duchene, Lewis
Dumont, Maurice
Earle, A. C.
Eddy, Samuel D.
Edwards, C. L.
Eldridge, Art
Eierding, Robt. & Mrs.
Eierdiny, Mrs. Pearl
Engle, Mrs. Wallace
Engle, Wally
Engle, Mrs. M.
Enos, Master Rudy
Farbrother, Melvin
Farrington, Herbert
Farrington, James V.
Fetta, Louis T.
Fidler's United Shows
Fisher, Harry
Flash, Ralph
Flower, Mildred
Fornier, Mrs. Frances
Fortune, Mrs. Zelma
Foster, Jody Lee
Franz Otto & Mrs.
Frawley, Dennis Chas.
Fullerton, Dewey
Gambino, Johnny & Mrs.
Gambone, Felix
Ganes, Robert
Garner, Floyd E.
Garner, R. B.
Gee, Robert Henry & Mrs.
Geitner, Tony
Gennus, Ben C.
Gentry, Rye
Gerard, Florence L.
Gerstner, John Edw.
Getwood, Reg
Getwood, "Big Boy"
Giboney, Robt. Rolla
Gifford Jr., C. F.
Goe, Ellis (Skinny)
Gordon, Sam
Core, Abe
Cossett, Jean
Graham, Miss Lee
Gulther, Bob
Hackett, Mrs. Bobbie
Hackett, Todd
Hackett, Broeffell & Taylor
Hackett, Edw. J. & Mrs.
Haddad, Eugene

- O'Connor, Mrs. Betty
- O'Neill, Chubby
- O'Reilly, Mrs. Jerry
- O'Riley, Jimmie & Mrs.
- Oates, William E.
- Odum, Floyd D.
- Padgett, Gene
- Page, W. E.
- Pappas, John
- Parer, Chuck
- Parry, Mrs. Elizabeth
- Parry, Walter D.
- Parshall, R. J.
- Pasco, Kenny
- Pasternak, W. S.
- Pate, Virgil
- Patrick, Judy & Jeannie
- Patty, Thomas
- Pease, Jr., Lucius D.
- Haley, Ruth Martin
- Hall, Louie
- Hall, Ward
- Hendrick, Tony
- Hamilton, E. E.
- Hansen, H. J.
- Hansen, H. & Hazel D.
- Harley, Mrs. Evelyn
- Hartley, Frank
- Hardin, Herman D.
- Harr, Geo.
- Harrish, Oregon V.
- Harrington, Red & Joan
- Harrington, Mrs. W.
- Harris, Al & Co.
- Harris, K. L. & Mrs.
- Harris, Marie Rita
- Hartley, Terry
- Haskell, Lackey
- Haves, Jonn A.
- Haywood, Mrs. Jimmie
- Heaton, Russell
- Hedden, Billie
- Helms, Mrs. June
- Henderson, Mrs. Ruth
- Hendrick, Cecil
- Herbert, Joseph C.
- Herndon, G. E.
- Hill, David
- Hirschberg, James
- Horn, Larry & Mrs.
- Horn, Walter & Mrs.
- Holden, Jack
- Holler, Paul
- Hopkins, Nubbin
- Horn, Larry & Mrs.
- Hornfeld, Jack
- Howell, J. W. (Red)
- Hubbard, Betty
- Huffstetler, William
- Humphreys, Warwick
- Hunt, A. E. & Mrs.
- Hunt, J. L. & Mrs.
- Hunter, Robert E.
- Hunting, Master Shon
- Hutchinson, Mrs. E.
- Ikad, Tanit
- Ivey, Alycea E.
- Jackson, Lloyd
- Jackson, W. W.
- James, Albert Richard
- James, Chas. C.
- Jenkins, (Doc) Slim
- Johnson, Wm. & Mrs.
- Jolley Jr., Alfred C.
- Jones, Blackie
- Jones, Frank (Spider)
- Jones, Jim
- Jones, P. J.
- Kaapuni, Ernest
- Kaibach, William D.
- Karr, Michael & Mrs.
- Kay, Sensational
- Keller, L. C.
- Kelley, Beverly S. M.
- Kelly, Mike
- King, Lena
- Kirk, Richard
- Kirk, C. M.
- Kleban, Harry
- Knapp, Speedy
- Knapp, Jack
- Krause, Fred
- Krim, W. E. (Blackie)
- L & P Concessions
- Lamont, J. A.
- Lane, Jimmy Ike
- Lane, Terri (Simons)
- Larkee, Charles
- Larkee, Janet
- Laughlin, John
- LeMay, Barbara
- Lee, Lee La Rose
- Leffelt, Paul & Mrs.
- Leslie, Gay
- Levin, Art
- Lewis, Dixie
- Lewis, Mrs. Gertie
- Lightsey, Mae (Judy)
- Lilly, J. George
- Little, Mrs. Carl
- Little Bear, Chief
- Lockett, R. G.
- Lou, Leon
- Lunsford, Geo. S.
- Lykins, Jimmy
- Lyles, Joe
- McAlister, Tate
- McBride Jr., Francis W.
- McBride, Frank
- McCall, J. J.
- McClain, Steve R.
- McCormick, Buttons D.
- McHugh, Mrs. J. D.
- McLane, P. J.
- McSpadden, Myrtle
- McSpadden, Nelvana
- McSpadden, Mrs. Vinita
- Mallman, Mannie
- Manning, Ennis
- Martin, Greater Shows
- Marjah, Benn
- Marinelli, Harry J.
- Martin, Beatrice
- Martin, Betty
- Martin, (Famous Stars)
- Martin, Edward
- Martin, Lavern
- Martin, Melvin
- May, Mrs. Anna
- Mayer, Prof. Livingston
- Mazer, Lewis
- Meigs, Wade Warren
- Merritt, Kitty Ruth
- Metcalfe, Billy
- Metcalfe, Jr. William
- Meisger, Burt
- Miller, Everett
- Miller, F. W.
- Miller, Jahala
- Miller, Orville
- Miller, Ralph A.
- Miller, Mrs. Thelma P.
- Miller, Wm. D.
- Mills, Mrs. Mildred
- Mintz, Joe
- Mintz, Mrs. Dolly
- Mitchell, Billy Steve
- Mitchell, Frank
- Mitchell, James
- Mitchell, Lee
- Moffett, Dolly
- Mohr, J. L. & Mrs.
- Moony, Joe
- Moore, Steve
- Moore, Happy
- Moorehead, Happy
- Morgan, Hester & Mrs.
- Morgan, John
- Morgan, (Twisto)
- Morgan, Rubber Man
- Morton, Bob
- Mosely, Elmer
- Mundy, Marvin
- Munroe, Jack
- Murphy, E. J. Spud
- Murphy, Leo J.
- Murphy, Mary Magg
- Nash, Larry
- Newcomer, Lewis
- Newton, Mrs. Edwar
- Newton, Mrs. Mario
- Newville, Lewis & Mr.
- Nichols, Ephrem
- Nix, Mrs. Sue
- Norcross, Christine
- Norcross, Francis
- Norton, Frank A.

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- Burke, Frank
- Demetry, Peter
- Dixon, John
- Evans, Arthur
- Edwards, Edward
- Horsefield, Jack G.
- Nelson, C.
- Owens, Wm. C.
- Pidiuski, James
- Taschoff, Sol
- Valdamar, Odette
- Carey

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188 W. Randolph St.
Chicago 1, Ill.

- Averill, William
- Barr, Raymond
- Bennette, Ernest
- Bosone, Claude
- Bowen, Roy
- Bucher, Hans
- Coleman, John
- Collins, William
- Cosaden, Sammie
- Darnell, Ricky
- Geddis, George
- Hamilton, Raymond
- Hayes, Curley
- Hurd, Walter
- Mabry, Thomas
- Manning, Ruth
- Moore, Jeannie
- McDaniel, Norman
- McDonald, Marie
- Newton, Lou J.
- Newman, Peter C.
- Potter, Henry
- Ramp, Bobby
- Stephanick, John
- Shane, Wayne
- Stevens, G. W.
- Wallace, John
- Watran, Fannitta
- Walte, Kenneth
- Winchill, Cliff

MAIL ON HAND AT ST. LOUIS OFFICE

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- Albert, Elmer
- Allman, A. J.
- Ammons, Harold
- Alvey, Mrs. Elizabeth
- Bales, Thomas Jr.
- Barefield, Sally
- Barnes, Gary Lee
- Bateman, L. C.
- Bell, Adron
- Bergen, Frank
- Bouchez, Charles
- Budde, George
- Brock, H. R.
- Bronnell, Frank
- Bullock, Kenneth
- Bumgardner, Mrs. Lee
- Burnette, Sally D.
- Bumpers, William
- Carawan, C. L.
- Carl, Robert E.
- Carpenter, K. L.
- Carpenter, Walter E.
- Cash, John
- Caswell, Fred
- Chamberlain, Thomas D.
- Cortez, Madma
- Creighton, Mrs. Mamie
- Critzer, Walter
- Crowell, Mr. & Mrs. H. W.
- Cundiff, A. B.
- Darnell, Ricky
- Davis, Bill
- Davies, W. W.
- Dopp, Snie
- Duck, Curtis
- Eagle, Red Cloud
- Elam, R. M.
- Errigo, Nunzio H.
- Farrington, Evelyn
- Flanagan, P.
- Frenzel, Mrs. Thelma
- Golberg, Mr. & Mrs. Mickey
- Gifford, G. F.
- Graves, Mrs. Floyd
- Gruszczyk, Mike & K
- Juthrie, L. E. & Lois
- Jail, Mr. & Mrs. Edward
- Jamilton, Betty
- Jarbour, Louise
- Jarris, Frank
- Jaywood, Toni
- Keckrick, Clyde
- Lightower, H. D.
- Linds, Kenneth
- Lumrich, C. W.
- Lunt, James David
- Lynch, Richard C.
- senhower, George
- Jamison, J. C.
- Woodrow Kelly, E. C.
- (Roughhouse)
- Kennedy, Pete
- Kraeger, Robert M.
- Kraeger, Walter
- Krieger, Albert
- Landry, Joe
- Lang, Robert C.
- LaRue, Kim
- Lay, Waldo K.
- Leslie, Pete
- Lewis, Sam
- Moorehead, John G.
- Louden, Samuel
- Love, Mrs. Katherine
- Luck, W. J.
- McCoy, Jack Kerry
- McMillan, R. J.
- McEachern, Johnny
- Madison, Harry L.
- Marsh, Mrs. E.
- Myer, Roy
- Miller, Fred
- Minor, Frank
- Mitchell, Raymond
- Mitro, Steve
- Moorehead, Merle
- Moreno, Geraldine
- Negovan, Danny
- Nelson, Carl
- Nix, Chester
- O'Connell, Jack
- Patterson, John B.
- Pearl, Walter J.
- Phelps, Fred
- Pratt, Rosie June
- Rand, Pete E.
- Randle, Dan
- Richardson, Joe
- Robertson, R. L.
- Ruddy, George
- Ruscitto, Emil B.
- Ruse, Mrs. Carol
- Salerno, Michael F.
- Servis, Edward F.
- Simpson, C. T.
- Sitki, William
- Slaten, Mrs. Impie
- Smith, John P.
- Smith, W. I.
- Staley, Mr. & Mrs. Loyal
- Stanko, Mack
- Walker, Robert B.
- Walsh, Earl B.
- Ward, John R.
- Waters, Arden
- Waters, Mr. & Mrs. J. A.
- Whalen, Thomas & Betty
- Wells, Tom
- Whitson, L. W.
- Widaman, Mr. & Mrs. Ed
- Wildrick, Elmer
- Williams, Harry T.
- Williams, Mary Ann
- Williamson, Al
- Williamson, J. A.
- Wright, William J.
- Wright, Florence

Showmen's League of America

54 West Randolph Street, Chicago

Ladies' Auxiliary
Mrs. Lucille Hirsch, president, was in the chair for the Thursday (18) meeting. Other officers present included Mrs. Viola Moore, first vice-president; Mrs. Carmelita Horan, second vice-president; Evelyn Hock, treasurer, and Mrs. Robert H. Miller, secretary. Marie Brown, chaplain, delivered the invocation.

Correspondence read from Frieda Rosen, Goldie Fisher, Edna Burrows, and Bernie Mendelson, chairman of the memorial services of the Showmen's League. Carmelita Horan, chairman of the award books for the Cancer Fund, reported good returns. Viola Moore, chairman of the bazaar, reported receiving a number of gifts from Dolly Snapp, Trixie Clark, Evelyn and Mrs. Hock, Ann Belden, Dorothy Dodge, Goldie Fisher, Etta Henderson, Phoebe and Lynn Carsky, Carmelita Horan, Dolly Young, Sophia Carlos, Billie Billiken and Mae Taylor. Nan Rankine and Ethel Weer will donate a hand-made evening bag. Nominees for '55 offices are Viola Moore, president; Carmelita Horan, Frieda Rosen and Minnie Simmonds, first, second and third vice-presidents respectively; Evelyn Hock, treasurer, and Elsie Miller, secretary. Slate for the board of directors are Ethel Wadoz, Katie Little, Mrs. Milo Anthony, Grace Weiner, Margaret Pugh, Goldie Fisher, Sally Murphy, Virginia Kline, Faye Brown, Sophie Carlos, Mae Smith, Lillian Lawrence, Dorothy Dodge, Etta Henderson and Frances Berger.

Lone Star Showmen's Club of Texas

DALLAS, Nov. 27.—In the absence of President Edna Hacker, Mille Hudspeth presided at the Monday (22) meeting. Grace Tindler read the minutes, Pearl Vaught gave the treasurer's report, Jule Conner delivered the invocation and Bonney Allard kept order. Candidates for officers included two slates. One is headed up by Beth Anderson and includes Mildred Taylor, Bonney Allard, Lillian Schofield, Grace Tindler and Pearl Vaught. The other is headed by Renee Gordon with Kathy Kearns, Lois Crangle, Annabelle Patchett, Jule Conner and Peggy Alexander. Election is December 6.

Proceeds from the recent Stanley party went into the building fund and raffle money into the furniture fund. Margaret Pugh was hostess with Peggy Alexander presenting the wares.

Katie Little and Harold Eutah were recently married at Katie's home here in Dallas. The newlyweds will attend the Chicago convention. Others planning on the Chicago trip were Chuck and Martha Moss and Betty and Bob Harris. Donna Hayes recently gave birth to a son with both doing okay.

Reports from Lubbock, Tex., indicate Emily Wilson seriously ill. Lois Crangle improved. Eddie Vaughan out of the hospital. Renee Gordon on the mend.

Pearl Vaught is handling contributions to the heart fund. New members include Gus L. Hunter, Marie Atkins, Loney Lee Ponton and Lorrain and Don Cranford. Mr. and Mrs. Gruenberg visited the club.

Kathy Kearns is in charge of the party for orphans tentatively set for the afternoon of December 19. Santa Claus and several acts have been lined up and all members are asked to contribute a toy. Peggy Alexander has undertaken the task of finding a group of underprivileged youngsters.

- Vicks, V.
- Vilhauer, Lothar
- Vonderheid, Mr.
- Walker, James V.
- Walsh, Earl B.
- Ward, John R.
- Waters, Arden
- Waters, Mr. & Mrs. J. A.
- Whalen, Thomas & Betty
- Wells, Tom
- Whitson, L. W.
- Widaman, Mr. & Mrs. Ed
- Wildrick, Elmer
- Williams, Harry T.
- Williams, Mary Ann
- Williamson, Al
- Williamson, J. A.
- Wright, William J.
- Wright, Florence

Arizona Showmen's Association

216 West Washington, Phoenix

PHOENIX, Nov. 27.—President William Siebrand called the Monday (22) meeting to order with 50 members and all officers on hand. The membership voted a donation to the Community Chest Fund and payment of the club's membership in the local Chamber of Commerce for the tenth year.

Named to the banquet and ball committee were Mrs. Lucille Zarlengo, chairman; Mrs. Margaret Hanna, Mrs. Horstman, Mrs. George Sachson, Mrs. Ruby Freeman, Mrs. Glena Hale, Mrs. Jannelle Siebrand and Mrs. Marie Berko. Event will be held December 20.

New members include Bobbie V. Vaughn, James Ferron, Patricia E. Jones, James Knapp, Carl Schneider, Johanna Schneider, Goldie Lee, Mary Alice Tompkins, Curtis E. Stapleton, Dorothy Stapleton, William W. Zimmerman, Newton Stone, Dorothy Evans, E. M. Blair, Mildred Blair, Horace Bradley, Floyd E. Lee, Stephen C. Vaughn, George W. Slagle, Margaret Slagle and E. H. Eggert.

Don and Margaret Hanna left for Las Vegas and Lake Mead. Harry G. Naianable, of Omaha, visited the clubrooms. P. W. Siebrand is back from a Salt Lake City jaunt.

Buffet supper was served by Jimmie Rittenhouse. Pot of gold was taken by Frank Scerba.

Show Folks of America

145 Turk St., San Francisco

SAN FRANCISCO, Nov. 27.—Sizable crowd turned out for the ladies' annual bazaar Monday (15) in the clubrooms.

Nate Cohn served as emcee and auctioneer. A program, staged by Duke Navarro, included John Barentoes, Julia and Carolyn Vogel, Ray Reynolds, and Evelyn Morales. Don Warner was soloist.

Guests included Mr. and Mrs. Whitey Montette and their son, Philip, and daughter, Deniese Renee. Refreshments included sandwiches and home-made cakes and pies.

George B. Jacobson left to spend the winter in Honolulu. Mike Krokos, chairman of the banquet and ball, reminded members that reservations were selling fast. Banquet will be held December 5 at the Surf Club.

Memorial services are scheduled for 2 p.m. December 4.

Heart of America Showmen's Club

913A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., Nov. 27.—First Vice-President Joseph Clayton was in the chair for the regular weekly meeting.

Routine business was disposed of and discussion turned to a new home for the club. Membership dues were also taken up.

It was reported that the sale of tickets for the banquet and ball was going good, but some tables were still available. Featured entertainment at the event will be an eight-act floorshow. Party will be held on New Year's Eve in the Georgian Room of the Hotel Continental.

Election of officers is set for December 9.

Regular Associated Troupers

3115 West Adams Blvd.
Los Angeles

LOS ANGELES, Nov. 27.—The final bank night of the season was held at the Phoenix, Ariz., fair thru the co-operation of Orville Crafts and his manager, Frank Warren. The club benefited to the tune of \$300 from the event.

Contributing to the success of the affair were Jimmy Lantz, Steve Vaughn, Alex Freedman, Boston Kennedy, Ed Kennedy and Vincent Kuropatwa. Mickey Wexler was the winner.

Pacific Coast Showmen's Association

1235 South Hope Street

LOS ANGELES Nov. 27.—The regular Monday night (22) meeting was canceled for the Homecoming Celebration, headed by Sam Dolman as committee chairman. About 250 attended.

The board of governors met in the afternoon to clear the decks for the party. Earle Stoltz was named as chairman of the Christmas Day dinner committee.

The Homecoming featured dancing by Bob Young and his orchestra. Prizes donated by individual club members and firms were awarded.

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- 85 Kw. D13000 Caterpillar Diesel Light Plant, like new, mounted in semi trailer \$4500.00
- 32 Ft. Spillman Merry-Go-Round with jumping horses, new top in August, very good condition. King Amusement Kiddie Boat and Train Ride, on platform, 2 years old, like new 2200.00
- King Amusement Boat Ride, 2 years old, like new 1200.00
- 28 Ft. Trailmobile Van Semi Trailer, 1948 model, new 1954 truck motor, good condition 1200.00
- 28 Ft. Trailmobile Van Semi Trailer, office van, office in front and storage in back 1500.00
- 32 Ft. Trailmobile Van Semi Trailer, 1953, like new 2200.00
- 22 Ft. Fruehauf Van 350.00
- 1948 Chev. Tractor, new 1954 truck motor, good condition 500.00
- 1946 Chev. Tractor, good cond. 250.00
- 1947 Dodge Tractor, good cond. 250.00

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KING CUTS HEAVY 1954 OBLIGATIONS

Make All Cole, Cristiani, Macon Payments; Equal Last Year's Net

MACON, Ga., Nov. 27.—Management of King Bros.' Circus this week looked back on an eventful season and reported that all Macon obligations were paid off by mid-season and that payments to both Lucio Cristiani and Cole Bros.' Circus have been made as scheduled.

Co-Owners Arnold Maley and Floyd King said their first year as partners grossed something less than the 1953 edition but that reduced federal admission taxes helped to keep the net at about the same level as last year.

Last winter King and his former partner, Lucio Cristiani, negotiated for months on parting and came to an agreement March 2. King and Maley then began delayed winter-quarters work. The show opened April 10.

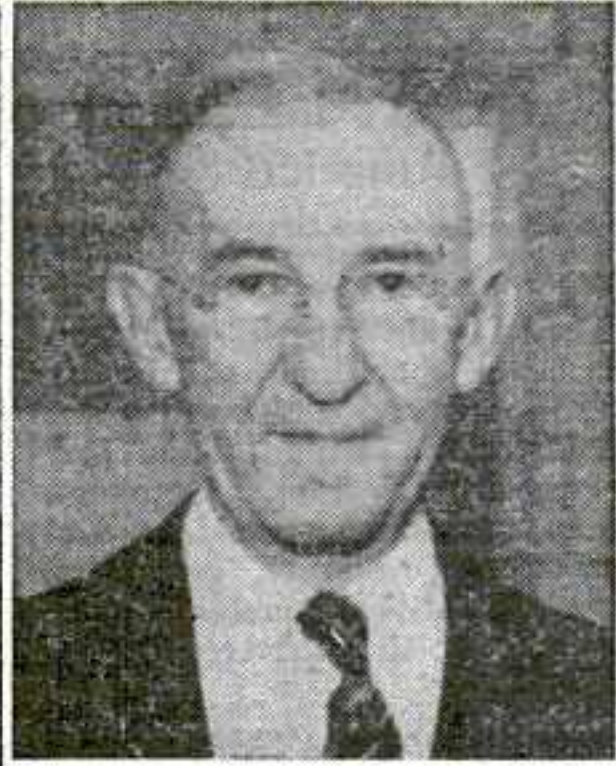
Take on Obligations

Also in the early spring King and Maley negotiated with Bill Horstman of Cole Bros.' Circus and contracted to buy that show's elephants, horses, equipment and wagons, all at Peru, Ind. Purchase of both the Cole equipment and the Cristiani share in what had been the King Bros. & Cristiani Circus put the new organization under heavy obligations.

In Ohio, early in the season, a disgruntled employee abandoned the truck carrying the show's big top and it was forced to work without a tent for several days until it was relocated. A few weeks later

at Warren, Pa., three men and eight horses were killed in a truck accident.

Both King and Maley are optimistic about 1955 prospects and are setting their organization for next season. They will attend the Chicago outdoor sessions and expected to complete important details in next year's plans at that time.



CHARLES W. WIRTH

Charles W. Wirth, Vet Billboard Staffer, Dies

CINCINNATI, Nov. 27.—Charles W. Wirth, 67, dean of The Billboard editors whose career with the paper spanned a period of 51 years, 9 months and 4 days, died at 2:15 a.m. today at his home in suburban Oakley. Death was caused by a heart ailment and nervous disorder. The major portion of his connection with The Billboard was spent as editor of the Circus Department.

Wirth began his career with The Billboard February 23, 1903, under the guidance of the publication's founder, the late W. H. Donaldson. He was 16 years old at the time. Originally he served as office boy and apprentice reporter, and under the tutelage of Mr. Donaldson, an astute showman and brilliant newspaperman, Wirth soon became an authority on the circus business.

After serving as news reporter in virtually every branch of outdoor show business at The Billboard office in Cincinnati, Wirth, in 1915, was appointed the showbiz paper's circus editor, a post he held until 1945, when the outdoor editorial departments were moved to The Billboard's Chicago office. At that time Wirth elected to remain in Cincinnati, rather than transfer to Chicago. Meanwhile, he continued his circus writings, coupling them with other duties.

Wirth was the oldest employee of The Billboard, both in years and length of service. His long connection with the paper was marked with a faithfulness rarely seen in the business world today. Until his first serious ailment in the spring of 1952, he rarely missed a day at his desk. At that time he was hospitalized for a long period. He resumed work in the fall on a limited basis, but suffered a relapse early in 1953. Since that time he had remained at his home.

Macon Shrine Advance Off, Opens Strong

MACON, Ga., Nov. 27.—Capacity crowds witnessed the opening performance of the 20th annual Macon Shrine Circus, which started a week's run at the Macon auditorium Monday (22). Advance ticket sale results announced Monday noon showed receipts of \$10,100, about \$800 off from the same date last year.

The Macon show's main revenue comes from concessions. Acts are presented in one ring on stage, with aerial numbers in dome of auditorium. Doors open at 6:30 p.m. and concession play starts at

(Continued on page 65) and Floyd and Howard King. He trouped with King's Gentry Bros. and Cole Bros in the 1920's. He also was with John Robinson Circus and several others.

Thru his long association with The Billboard, Wirth built up a wider association of acquaintances and friends in the circus field than any other person in the country. His duties, in addition to his circus editorial work, were manifold, but of greatest importance was his supervision in gathering the fair, amusement park, special events and other important lists that appear in The Billboard. Under his direction these lists developed into an important editorial feature of the various special issues of The Billboard. Wirth also had been in charge of the carnivals, circus and other show routings in The Billboard.

Wirth was born January 22, 1887, and was a Mason and veteran of World War I. Surviving are his widow, Elizabeth G., and three brothers, Christian, William and Andrew, all of Cincinnati. Services are to be held Tuesday (30) at the Witt, Good & Kelsch Funeral Home, with burial in Laurel Cemetery, Cincinnati.

Hunt Opens Quarters, Aims to Bolster Staff

BURLINGTON, N. J., Nov. 27.—Hunt Bros.' Circus winter quarters have been opened to the public as an educational-show presentation. Manager Harry Hunt this week reported considerable early interest on the part of schools, and boys' and girls' clubs and social groups.

A lecture tour culminating in an actual demonstration of the training of animals for circus presentation has been adopted as the format. Patrons are allowed to participate in the training phase when domestic animals are used.

A charge of 35 cents is made with special rates available to groups. Hunt reported the extensive area available for parking jammed each of the past two Sundays.

Changed Plans

Initial plans for the winter activity were more elaborate, but the success of the present formula is likely to result in its continuance. Originally the Hunts had planned a more extensive undertaking. However, Harry's hospitalization with a heart ailment and the sudden death of his brother, Eddie, disrupted these plans. Only their father, Charles T., and brother, Charles T. Jr., were able to give full time to executive duties at the close of the season.

The loss of Eddie and the continuing need for convalescence by Harry resulted in a decision this week to bolster the executive staff with persons from outside the family. Harry announced that several top assistants will be added to supervise the moving and staging of the circus.

Meanwhile a full program of winter activity will continue as in the past. Besides the winter-quarters presentations the Hunts have booked their animals on several television shows. Their Liberty horses were featured on Big Top,

3 Ringling Horses Killed; 30 Stampede

Car Hits One, Two Leap From Bridge; Jacksonville Scores Straw House

AUBURNDALE, Fla., Nov. 27.—Ringling Bros. and Barnum & Bailey Circus registered big business at two recent stands, Jacksonville and Gainesville, Fla., while some others were only fair. The show was in the last few days of its season, which closes at Miami with a three-day stand ending Sunday (28). The show will be back in Sarasota quarters Monday (29) after one of its longest seasons since the Barnum and Ringling combination.

At Jacksonville on Saturday (20) a motorist drove into the ring stock as it was being led back to the stock cars. The car hit another and swerved into a group of about 30 horses. One horse, lead animal in a Liberty act, was killed at once. The others stampeded. A second horse was killed a short distance away when it jumped at an oncoming car.

Two Jump Bridge

On an Edgewood Avenue bridge a motorist saw horses coming and tried to block the way with his auto. Three horses then jumped from the bridge and one was killed while another was injured. A groom, Lee Rowe, who was riding the horse first struck by the car, was taken to a hospital but was released at once.

Altho policemen, grooms and towners launched a round-up at once, not all of the stock was found until later. The horse cars were held off of the flying squadron and moved in the third section to allow extra time. Three horses still were not recovered, however, and they were sent on to the show by baggage car the next morning. Also on Tuesday a local woman told police

it was she who had driven into the horses and not stopped.

Before the accident, Jacksonville business included a near-full afternoon house of 7,600 persons. At night the show strawed the audience.

Make Sunday Okay

Gainesville was a Sunday stand (21) and was played after the town had rallied to the show's side when blue laws dating to 1832 were cited. The afternoon house was a full one and at night the show had a half house.

Ocala was played on Monday (22) for a half-house afternoon and three-fourths house at night. It was the first time the show had been there since 1937. Rain fell during the night show.

In Auburndale, Tuesday (23), the show had a scant audience for the afternoon. Sandy lot forced use of two and three tractors per wagon, and trucks stayed off of the grounds. Sidetrack shortage held train crews to work on one cut of cars at a time.

Earlier the show had three-quarter and near-full houses at Brunswick, Ga., in cloudy weather.

Packs Business Scoots Upward At New Orleans

NEW ORLEANS, Nov. 27.—Tom Packs Circus has been playing to top business at its Shrine date in Municipal Auditorium here, it was reported this week by Jack Leontini, Packs show executive. The date opened on November 19 and closes Sunday (28).

Leontini stated that every performance thru Wednesday (24) was ahead of the corresponding performance in other years. From Wednesday night thru the remainder of the date, the show was a sellout, he said. Special matinees were scheduled for Thursday and Friday, and regular afternoon shows were set for Saturday and Sunday. The opening night drew 5,217 persons.

Newspaper coverage for the show was extensive, with society pages carrying yarns, editorial pages carrying cartoons and other pages carrying art, features and reviews. Al Vernon, Packs musical director, composed and arranged a special score for the show.

Leontini said the two earlier fall

(Continued on page 65)

Feb. 19 Opener Set For Polack Eastern

TEANECK, N. J., Nov. 27.—Polack Bros.' Eastern unit ended its season on a fair note last Sunday (21) in the Armory here, the date being a three-day outright sale to promoter Ed (Chic) Ceccolini, who also promotes the annual appearance in White Plains, N. Y.

Sam Polack said White Plains would be the opener for next season's tour, and set the opening date as February 19. The show will jump from there to Roanoke, Va., then up to Wilkes-Barre, Pa., Polack said, adding that for the most part the 1955 route will resemble this year's in that it will cover established territory.

Business done by Polack Eastern was several percentage points behind last year's, it was reported, but in general the results were in keeping with the industry-wide picture and were not taken as discouraging. High points of the 1954 tour, among many, were the dates

in Baltimore and Philadelphia. Both started slowly and built well, it was noted, including a couple of 8,000 plus houses in Baltimore.

With the Eastern unit next year will be Harold Voise's Flying Thrillers; Six Freilanis, bikes; Castang's chimps; Four Torreas, wire; Seven Maravillas, acrobatics; Helmuth Gunther, juggler; Greta Frisk, trap; Two Rhodins, unsupported ladders; Miss Rietta, sway pole at outdoor dates, and the Freddi Troupe, teeterboard.

Still to be booked is a dog act. The elephant act will continue to be the former M-G-M bulls and these will lay over at a kiddie zoo in Fairlawn, N. J., until the reopening.

The staff will remain unchanged, with Christ Kreinke, manager; Nate Lewis, equestrian director; Henry Kyes, bandmaster, and Sam Polack, agent. Mrs. Bessie Polack is managing director of the show.

Shows Working Late in South Head for Fla.

HATTIESBURG, Miss., Nov. 27.—Jim Speagle's circus, now titled World Bros., is among the outfits now circulating in Louisiana, Mississippi and Alabama. Others still trouping include Will H. Hill's show, Von Bros.' Circus and Richards Bros.' Circus as well as Marie O'Day's Palace Car, Charlie Campbell's walkthru.

Speagle formerly operated with the Diamond Jim's Circus title, as well as others. The Hill show, in which Tige Hale and Hill are associated, is headed for Florida. Ted Edlin, now agent for Von Bros., is taking that show toward Florida also. Richards is moving toward its Florida quarters after playing Louisiana, where business was somewhat restricted. Campbell's show closes December 24 for a two-week layoff, and agent W. B. Stout has returned to his home town. Campbell said his business has been off in Alabama and Mississippi.

Horace Laird, Clown, Dies

RIDLEY PARK, Pa., Nov. 27.—Horace Laird, a circus clown for almost all of his life, died at the home of his sister here Thursday (11). He had been in failing health for some time and had been off the road for two years. Burial was at Chester, Pa.

Laird was a white-face clown with Cole Bros.' Circus for 16 years and during that time he was mailman and agen. for The Billboard. In 1950 he was with Biller Bros.' Circus and then he moved to the Kelly-Miller Circus for a two-year hitch.

Some of his earliest trouping years were spent with Sun Bros. and Sells-Floto. He was with Walter L. Main Circus under the ownerships of both Andrew Downie

MIDWESTERN CLICK

MRROA Queen Contest Draws Close to 1,000

HUTCHINSON, Minn., Nov. 27.—“A tremendous success” was the verdict of officials of the Midwest Roller Rink Operators' Association of the first annual skating meet and queen contest which it sponsored November 7 at Ted's Roller Rink here. Nearly 1,000 skaters and spectators turned out for the affair.

About 100 entries representing rinks in Wisconsin, Minnesota and

North and South Dakota took part in the queen contest. Crowned Midwest queen was Barbara Fratzke, representing the Hutchinson skatery. She was awarded \$100 by the association, \$25 from Riedell Shoe Company, a pair of Velvet Tread precision skates from Chicago Roller Skate Company and a skating costume from James Henry, Nesbitts Bottling Company. The queen's attendants, Shirley Carter, Ordemann's Roller Rink, Minneapolis, and Nancy Dahl, Pastime Arena, Minneapolis, each received a pair of Raybestos precision wheels and bearings.

The morning session was taken up by racing with nearly 50 entries in all classes. The afternoon was devoted to free-style skating with three classes for men and women. Dance skating in open style and international classes filled the evening program, followed by crowning of the queen. During the day a number of skating acts and novelty numbers were offered, including an exhibition by the Flying Aces of Storm Lake, Ia., who judged the queen contest and skating events.

The following rinks were represented in the queen competition: Ankeny's Recreation, Blue Earth, Minn.; Holzemer's Roller Rink, Stillwater, Minn.; Mac Roller Rink, Minot, N. D.; Bloomington (Minn.) Roller Rink; Roll Along Roller Rink, Norwood, Minn.; Hagen's Roller Rink, Osseo, Wis.; Moulton's Rollerdrome, Rush City, Minn.; Silver Dome Roller Rink, Clear Lake, Wis.; Skateland Roller Rink, Aberdeen, S. D.; New Ulm (Minn.) Roller Rink; Riverside Roller Rink, Red Wing, Minn., and Roll Along Roller Rink, Shakopee, Minn.

Next meeting of the MRROA will be held December 6 at Pastime Arena, Minneapolis. There will be a morning registration and discussion session followed by luncheon and an afternoon business session. Main topic of discussion is expected to be the 1954 queen contest and meet and plans for the 1955 affair.

At the same time the meeting will give operators an opportunity to inspect the newly decorated Pastime Arena, operated by Mr. and Mrs. A. J. Eaton. The Eatons began operations about 10 years ago with a small portable floor placed within a big hippodrome. As time went on the Eatons purchased enough portable floors to complete the 30,000 square feet of space. During the past summer the maple floor was replaced with eight inches of cement covered by flex-board and dressed with a floor grip liquid which is said to give a dustless, smooth surface. Also added were gas heat and decorative murals.

Attendance at Pastime is reported high with a lot of enthusiasm among small children. With an eye to the future, much attention is given to children's sessions at the rink. Live organ music is used at all regular sessions. Occasionally recorded music is used for daytime parties.

REASON ENOUGH FOR BIG FROWN

HUTCHINSON, Minn., Nov. 27.—The most worried man at the November 7 queen contest and skating meet of the Midwest Roller Rink Operators' Association here was reported to be Don Gese, co-owner of Ordemann's Roller Rink, Minneapolis, altho the reason wasn't given.

The reason was announced a few days later, however. On November 11 Mrs. Gese presented her husband with a son, Gary, who weighed in at 7 pounds 11 ounces. Presumably the frown have vanished from the Gese brow.

Caille Given RSROA Post

WILMINGTON, Del., Nov. 27.—Victor Caille, operator of the Printz Roller-Way Rink at 7006 Governor Printz Boulevard, has been appointed a member of the speed committee of the Roller Skating Rink Owners' Association of America, according to word received from Robert Gould, RSROA president.

C. W. Pattison, of Spokane, Wash., is chairman of the speed committee, and W. W. Mooney, of Alliance, O., is the third member.

The duties of the commission are to hear all problems which arise at the American championship meet in the speed division and to settle them on the spot in behalf of the board of controls.

Caille was elected last year to a three-year term as a member of the board of controls. Prior to that he served three years as sergeant at arms.

H'sack Holds Lead in AOW Speed League

ELIZABETH, N. J., Nov. 27.—The racing team of Hackensack (N. J.) Arena maintained its small 18-point lead in the Northern division of the America on Wheels inter-rink racing league at contests held November 20 at Florham Park (N. J.) Rink.

Close on Hackensack's heels is the strong team of the Paterson (N. J.) Arena with 48 points, followed by Peekskill (N. Y.) Arena, 40; Boulevard Arena, Bayonne, N. J., 34; Twin City Arena, Elizabeth, 30; Florham Park, 10; Capitol Arena, Trenton, N. J., 10, and Mount Vernon (N. Y.) Arena, 8.

Next Northern division contests will be held December 4 at Capitol Arena.

Announce Details Of F'ham Marathon

NEW YORK, Nov. 27.—Details of the first annual marathon to be held December 18 at Fordham Roller Skating Palace in the Bronx were announced this week by rink manager Jim Ferris.

The event will be for 26 miles and will get under way at 11 p.m., after the regular session. It is open to all registered amateurs of the Roller Skating Rink Operators' Association over 18 years of age. Trophies will go to the first five finishing. Entry fee is \$1 and deadline for entries is December 11.

Chi Swank Club Slates 4th Invitational Meet

CHICAGO, Nov. 27.—Swank Skating Club is holding its fourth annual Illiana invitational roller skating meet November 27 and 28 at Swank Roller Rink here, reports rink manager Elmer Byrnes. The club is an affiliate of the U. S. Amateur Roller Skating Association.

Entries have been received from amateur clubs in Illinois, Wisconsin and Indiana. Fifty-six dance teams and 22 free-style skaters will compete in nine events, with all first place winners receiving 12-inch trophies. Second and third place winners will receive silver and bronze medals, respectively.

The club having the greatest total of points, with five going for first and 4-3-2 for the next three places, will be awarded a large permanent possession team trophy. Awarding of this trophy will be done by Manager Byrnes.

All school figure events will be

run Saturday evening before the regular session skating, and the dance and free-skating events will be held on Sunday morning, and also just before the regular evening session.

Among the judges being used for the Illiana are Edward O'Brien, local member of the USARSA executive board and a former Swank skater, who is presently on active duty in Washington with the Air Force, and Carl Henderson, who recently won the U. S. intermediate dance championship.

While entries are lower than in the past, meet competition Chairman Mary Lou Byrnes and club President Bob Ganzer both expect this to be the best meet in the four-year series.

Swank Club has 17 dance teams skating in a total of five events, while six single skaters make up the balance of professional Mel Dwelish' Swank hopes to keep the team trophy at home.

ROADSHOW REP

ALTHO the show closed four weeks earlier than usual in Vernon, Tex., due to drought conditions in the State and its concession business showed a 10 per cent dip under normal, Henry L. Brunk, owner-manager of Brunk's Comedians, reported that the season on the whole was satisfactory. With the show at the close was Mercedes

Brunk, Diane and Buddy Manley, Monte Montrose, Red Miller, Bill Patterson, Paul Butler, Dale Osgood, Bob and Mari Deitrich, Albert Coca, Frances and Klink Lemmon, Ruehélma Willsap and Jack Vivian on advance. Little Mike Brunk was the show mascot. Plans call for the show opening its 1955 season in early May with all new canvas. Owner Brunk, Red Miller and a crew are now reconditioning equipment in Boise City, Okla. The show plays Colorado in the summer and New Mexico in the fall. At the close Klink and Frances Lemmon returned to their Michigan farm. Albert Coca returned to Montrose, Colo., to attend school. Monte Montrose went home to Shenandoah, Ia. The Manleys joined Sun's circle show. Bob and Mari Deitrich returned to Chicago, and Jack Vivian visited his family in Montier, Mo. While playing Vernon, Tex., Henry, Orville and Glenn Brunk drive to Abilene to attend the funeral of Harley Sadler. Many other troupers attended the rites, including the Farren twins and their wives; Ethan Allen and June and Connie Munde, Mary and Ray Howell, Joe and May LaPalmer, Jimmy Allard, Wayne Babb and A. C. Heffner. Visitors on the Brunk show during the season included Phillis Anderson's family, who spent two weeks with the show while playing mountain resorts; Mrs. Manley and Mrs. Craig, the mothers of Bud and Diane; Mrs. Rey, mother of Mrs. Brunk; the Pat Pattersons; Al Lindberg, Verne and Ora Slout, King Shidler and family, Charles and Pearl Brunk, Clarence Balleras, Wallace Bruce and wife, Tom McLaughlin and Mrs. McLaughlin, Cleo Plunkett and Duke and Marella Montague.

DRIVIN' 'ROUND THE DRIVE-INS

VERNON MURPHREE, for the past two year with the Twin Sheppard Drive-In, Wichita Falls, Tex., has reopened the Parkway Theater at Iowa Park, Tex. . . . The new Ranch Drive-In, Alice, Tex., has gone to a Spanish language film policy. . . . Lee Hobbs has been named manager of the Twin Sheppard Drive-In, Wichita Falls, Tex., it was announced by Mel Kelly, San Antonio manager for the Weisenberg theater circuit. . . . Fred Frick has been named manager of the reopened Glade Drive-In Theater, opened under the new ownership of the H&H Amusement Company at Gladewater, Tex. Cinemascope and other modernizations were completed by the new owners, O. L. Lowery and B. J. Hardy. . . . A. J. Bronstein, president, Meadows Drive-In Theater, Hartford, Conn., is vacationing in California. . . . George E. Landers, Hartford division manager, E. M. Loew's Theaters, and Mrs. Landers are grandparents for the third time, with birth of a daughter to their son-in-law and daughter, Dr. and Mrs. Ben Vicas, San Francisco.

JACK FARR, president of the Texas Drive-In Theater Owners' Association and head of the Farr Amusement Company, Houston, has developed a combination heater-air conditioner for drive-ins. It is coin-operated, with patrons obtaining two hours of heat or cool air for 25 cents. The unit can be attached to posts next to the car and is so designed that it will not interfere with the parking of automobiles. Farr is planning to sell the device for \$250 per unit plus 10 per cent of the take. Despite the high initial cost, Farr feels that operators of drive-ins will be able to regain their outlay in a brief period of time. In addition, Farr pointed out that the device will enable many drive-in theaters thru use of the heater in winter to operate during that season when they are usually closed, thereby increasing their operation to a year-round basis.

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MERCHANDISE TOPICS

Write The Billboard Buyers' Service Department, 2160 Patterson Street, Cincinnati 22, O., for a complete list of addresses of firms mentioned in this column. To expedite handling please enclose self-addressed envelope.

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Tee Jay Toys Company, Inc., New York is currently displaying its line of plush toys at the Winter Sports Show, Madison Square Garden. Their toys will be on exhibit from November 20-28.

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PIPES FOR PITCHMEN

By BILL BAKER

TWO BOYS . . . who peddled their wares at the Ohio State Fairgrounds, Columbus, during the past season, Harold Foreman and Carl (The Greek) Chaffin, are holding up at Stone's Grill on West Spring Street, Columbus, for the winter. If everything works out okay, they'll be with it again in April.

MIKE GUNN . . . is going to have to pay off some pretty fancy bets because his wife, the former Dorothy Morrison, pulled a fast one on him. Mike was laying it on the line that the little woman would present him, with

another little Mike but instead an eight-pound-two-ounce girl showed up at the Reading (Pa.) Hospital November 22. Mike is reconciled, however, because he figures that, if he has to have someone around the house to brighten up the dark spots and mess up the laundry, the new little lady can do just as good a job as any boy. Our congratulations to Mike and the Missus.

OUR OLD FRIEND . . . Happy Heller, Romeo, Mich's., gift to the tripe trade, pens the following report from the Detroit area: "After the Saginaw Fair, I went

on Devine's Zina Ray Oil at Sears Department Store and then went out to my home base at Sears until November 24. There are only four of us 40-milers around town and two of them are leaving after Christmas. There are only eight demonstrators in Detroit and four of them are in one store, Kresge No. 1. Of course, Christmas will bring more but this town is down and business conditions are bad. The automobile industry is in full swing but it started too late to give business any kind of a hypo this fall. What scratch I picked up I got on the grind. "Happy also infos that he and his little woman are sneaking off to St. Paul and will work perfume on their own.

PID HALE . . . The Pipes desk has received word that your sister now lives at Route No. 1, Blaine, Wash. She would like to hear from you. Just a postcard would help a lot.

CHARLIE HUDSON . . . of the Hudson Medicine Company, is still holding his own in Charlotte, N. C. Charlie reports: "Many of the boys and girls of the pitch fraternity have been dropping in to see me en route to different parts of the country. Also, quite a few have been making the sales thru this section. I'm always glad to have the fellows stop off and see me. Billy and Ethel Bean and Chief Thunder Cloud dropped in several days ago for a chat and a little jackpot cutting. I recently ran into Chief Clark, Bill Cothron, Prairie Mae, Dave Dunlop and a number of the paper boys in this section. Allene still has her little store here and is framing a jewelry joint for Christmas." Before putting his John Hancock on the note, Charlie took time out to wish everyone in the trade some real good Christmas business.

FIVE YEARS AGO . . . in pitchdom: B. V. (Murphy) Mangrum was married in Highlands, N. C.; Fred Mosher was getting pretty fat with the trade papers at the Grand National Livestock Exposition at the Cow Palace, San Francisco; B. M. Campbell in Wilson, N. C., was working med to good returns with Doc Rowe; Ben Landers was picking up quite a few extra bucks working the sheet in Columbia, S. C.; John Delaney was presenting his magic and masked marvel pool exhibit in New York; Chic Denton was going strong with his Osage herb store in Dallas; Horace Braziel had returned to Asheville, N. C., to start working the tobacco markets after covering the peanut markets in South Georgia and Alabama; Bob Hallie after hibernating for several months again took up the tripe and keister and began to work the West Coast; Billy Bean had his show working Florida spots to reported good results; Clarence Giroud was demonstrating his Magic Wonder Towel in the Liggett-Rexall drugstore in West Palm Beach, Fla. Harry Tam, veteran sheet writer, was making a living working the trades and farm papers in Chicago for John Compton and the Taylors, Harry and Ernie, were clicking with the sheet at the Grand National Livestock Exposition in San Francisco.

Miami Slates

Continued from page 61

morial service in the clubhouse, followed by a pilgrimage to Miami Showmen's Rest in Southern Memorial Cemetery. Dedication services will be led there by a priest, minister and rabbi.

On Tuesday, December 21, a testimonial dinner will be given in honor of retiring President William B. Moore at the Bonfire Restaurant on the 79th Street Causeway. Tickets will be \$5 and a show has been arranged by William Cowan and Max Sharp, co-chairmen of the party.

A gala New Year's Eve party has been slated for the clubhouse for which the program includes a smorgasbord dinner, hats, souvenirs, noisemakers, and two bands for dancing. The annual banquet is on tap for the DiLido Hotel on Miami Beach, January 3. Carl Hanson is in charge of tickets and is accepting reservations now, and Bob Parker is chairman of the banquet and ball committee.

FAIR ASSN. MEETINGS

Continued from page 60

D. Coover, Shelby, Mont., secretary.

New Jersey Association of Agricultural Fairs, Hildebrecht Hotel, Trenton, January 24. William C. Lynn, 1 West State Street, Trenton 8, secretary.

Nebraska Association of Fair Managers, Cornhusker Hotel, Lincoln, January 24-28. H. C. McClellan, Arlington, secretary.

Pennsylvania State Association of County Fairs, Penn Harris Hotel, Harrisburg, January 26-28. Charles W. Swoyer, 522 Court Street, Reading, secretary.

Kentucky Association of Fairs and Horse Shows, Kentucky Hotel, Louisville, January 27-28. L. Doc Cassidy, Kentucky State Fair, Louisville, secretary-treasurer.

Western New York Fair Managers' Association, Lafayette Hotel, Buffalo, January 29. J. O. Saunders, Cattaraugus, president.

Oklahoma Association of Fairs, Biltmore Hotel, Oklahoma City, January 30-31. Vera G. McQuilkin, P. O. Box 254, Oklahoma City, secretary.

New York State Association of Agricultural Fair Societies, Sheraton-Ten Eyck Hotel, Albany, January 31-February 1. James A. Carey, 247 Hackett Boulevard, Albany, secretary.

Texas Association of Fairs and

Steve Vaughn

Continued from page 61

and the West Coast Shows, having tramped regularly with the West Coast Exposition unit. Altho he has switched almost entirely to Panda bears, which he is credited with re-making popular in the West, he still looks back upon the days when he had birds.

Vaughn, who is one inch over six feet tall, got into show business in his native Kansas, where he had hot dog stands and ran turkey raffles as a kid. Coming to the West Coast in 1939, he was in the construction business and later ran commissaries during the war.

The venture into professional concession work came after he became friendly with Andy Camelleri, who had the Los Gatos Aviary in Los Gatos, Calif. Vaughn started selling parakeets to concessionaires. One time when Camelleri was at the Los Angeles County Fair in Pomona, he asked Vaughn to take over a stand for a while. This gave him an insight into the business and he decided to frame two stands, a bird game and a gold fish stand.

In Top Bracket

Today Vaughn is considered in the top bracket of stock operators. At the Los Angeles County Fair this year, he spent \$350 to advertise his stand, using strips reading "Won at Pinky's at the Los Angeles County Fair." This also was advertised on every Panda bear that was given away. And he has given them away by the hundreds at the major California fairs.

Vaughn is associated with his brother Bob, and Joe (Red) Dauer. Their routes include every major and small fair from Sacramento south and during the 30 some odd weeks they operate, they play 50 to 60 spots. Recently on the Babcock midway in Santa Ana, Vaughn had almost half the area with his stands.

Much credit for the success of the concessions goes to Mrs. Vaughn, for Helen has been right in there with the boys and doing her share to keep the Vaughn stands on top.

At Arizona State Fair in Phoenix, Vaughn had four stands. This arrangement worked well and now the Vaughns, all three, and Dauer are thinking up ideas for new games in 1955.

But these will come out after the banquet and ball in the Gold Room of the Biltmore Hotel. Right now, his primary project is putting over this event with flying colors.

Expositions, Baker Hotel, Dallas, February 3-5. Bob Murdoch, Blackstone Hotel, Tyler, secretary.

Arkansas Fair Managers' Association, Little Rock, February 7-8. Clyde E. Byrd, Box 907, Little Rock, secretary.

Association of Connecticut Fairs, Terryville High School, Terryville, March 19. J. C. Bartlett, North Haven, secretary.

Mullins Eyes

Continued from page 61

lumbia Shows owned by Tommy Keefe. Keefe remained on as one of the leading concessionaires on the midway, and Frank (Shrimpy) Rappaport joined last season with his units as concession manager.

Seventeen years a concessionaire on other shows, Mullins was operating long and short range galleries plus Kiddie Auto and Octopus rides on the King Reid Shows when he bought out Keefe. He still operates the units named on his own show.

New Show Framed

Equipment is in quarters in Camden, Me., near Bangor, where Tobey Kneeland is painting a newly framed side show. A new Fruehauf trailer and tractor have been purchased for the new back end unit. Red Williams, another staff member, will return in 1955 as ride superintendent.

During the season Mullins, Rappaport and others were in evidence about the Maine countryside in the show's convertible press car, brightly splashed in blue and yellow, as are the rides and rolling stock on Royal Pine.

Mullins will be at the Maine and New Hampshire fair meetings, he reported, and maybe also at the Albany, N. Y., session in attempts to line up a longer route for 1955.



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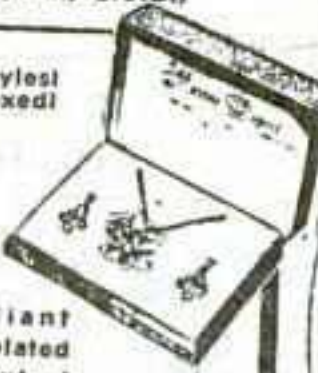
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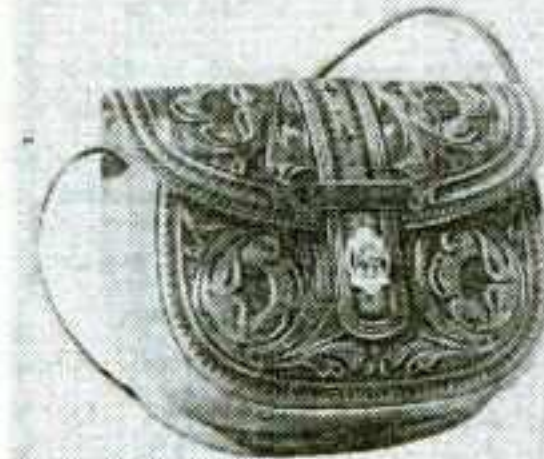
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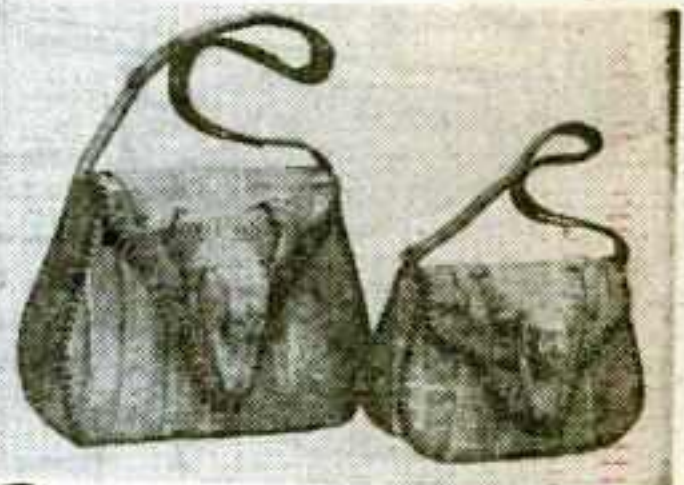
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Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, OHIO

DISPLAY-CLASSIFIED ADS

Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted.

RATE: \$1 per agate line—\$14 per inch

CASH WITH ORDER

(unless credit has been established)

IMPORTANT INFORMATION

In determining cost of regular Classified Ad be sure to count your name and address when computing cost of ad.

When using a Box Number in care of The Billboard allow for six additional words.

On Box Number Ads a special service charge of 25c per insertion is made for handling replies.

FORMULAS & PLANS

ANY FORMULA, \$3; FORMULA CATALOG and manufacturing treatise, 10c. Joseph H. Belfort, 192 N. Clark St., Room 620, Chicago 1, Ill.

300 YEAR CALENDAR IN YOUR HEAD. Know day of week when dates known; fun with friends. Good business astrology. Code, \$1. Krystob, Felton, Calif. de4

FOR SALE SECONDHAND GOODS

ABOUT ALL MAKES OF POPPERS—CARAMEL Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill. de25

FOR SALE—MINNEAPOLIS MOLINE ENGINE 1210-12A, runs on bottle gas, natural gas or gasoline. Powers a Fairbanks-Morse 125 KVA 240 volts, three-phase generator. Unit complete with switchboard. This unit has never been used, brand new. A real bargain for someone. Wells Dairy, Le Mars, Iowa, Phone 711. de4

FOR SALE—1 7/8 KW. 120/208 VOLT, 3 phase, 4 wire, 60 cycle gasoline driven electric starter Generator Plant, \$750. Bernie Mendelson, 4862 N. Clark, Chicago 40, Ill.

FOR SALE—SECONDHAND SHOW PROPERTY

AFTER THE SHOW STOP IN PEORIA, see the new 32 passenger Atomic Spinner, \$1690; 4 Aluminum Carrousel Animals, \$47, \$75, \$100; 46 Building Plans, Brill, 228 N. University, Peoria, Ill.

CHAIRPLANE, OCTOPUS, BIG SIX Wheel, Horse Race Wheel, 20x20 Machine, Trailmobile drop frame Semi, like new, Percell's, South Williamsport, Pa.

COMPLETE ANIMAL AND FREAK SHOW. Small Tent, Front, Lights, Bobcat, 40 human freak photos, \$135 cash. Charles Fretz, Shelly, Pa.

COMPLETE TENT PICTURE SHOW, \$450. Including concession Projection Trailer, Snow, Popcorn, Peanut Machine, Manager, Dixie Tent Theater, Dorchester, Ga.

EQUIPMENT OF DECEASED JACK GUERTIN; priced to sell. Exhibit Booths, Drapes, Electric Wiring, Concession Stands, Games, 509 Cookane Ave., Elgin, Ill. B. O. Guertin.

FOR SALE—24 SEAT JONES MIX-UP. Wise motor with '46 International to haul; complete, \$650. Burdick, 611 No. 7th, Temple, Texas.

FOR SALE—MERRY-GO-ROUND, FORD truck mounted. Well built. Steve Petrillo, 4720 N. Durfee, El Monte, Calif. de4

KIDDIE FERRIS WHEEL—PERFECT CONDITION. Used 8 months; capacity, 24 kids, \$1800 cash. Happyland, 1903 El Camino, Redwood City, Calif.

MINIATURE TRAIN—1952 G-12 MODEL, 14 horse power gasoline engine, A-1 condition. Price, \$1,800. Pymatuning Deer Farm, Jamestown, Pa.

NEW SIX CATS, \$6.50 EACH UP; PUNKS, 18 doz. up, Marie Dunn, 607 E. Van Buren St., Columbia City, Ind.

NEAT CONCESSION STAND—7x7 FRAME, Counters, Top, 7 ft. Sidewalks, Awnings, Bally, Lights, Nearly new, \$110. Overing, 20 North Main, Orange, Mass.

KIDDIE RIDES—AIRPLANE, PONYCART, Flying Horses by Escondido, Calif., fluid drive, Streetcar, Swing Ride, Auto, Steam Train, 500' track. All for \$8000. Tiny Tot Ranch, 12345 E. Carson, Artesia, Calif. dh

POPCORN TRUCK—NEWLY BUILT OVER; very flashy with jumbo popper, \$1500. Food Supply Co., Winona, Minn.

ROAD SHOW FILM—BIRTH OF A BABY; sensational 35mm. sound. Machine, \$75, or trade for 16mm. sound projector, Jack Sellers, Gen Delivery, Houston, Texas.

SHRUNKEN HEAD—GENUINE ECADORIAN import. Real hair, skin, in coffin (unused), \$25. Two-headed Baby Show, cheap (new), Boswell, 508 Herring, Wilson, N. C.

TILT-A-WHIRL, \$4,000 CASH; GOOD RUNNING condition. 1000 ft. of track, 100 lights. Ride has been booked on Foley & Burk Shows for past seven years. Stored in Santa Rosa, Calif. Robert L. Ellis, 805 Donahue St., Santa Rosa, Calif. de25

18 FT. CONCESSION TRAILER WITH 1953 Buick, a Flavor Custard Machine, Price, \$3,000. Pymatuning Deer Farm, Jamestown, Pa.

25 PONIES—CONSISTING OF 14 FEMALES, 11 males. All for \$1200. Phone now, no time for letter writing. Truck available for delivery. Day phone 7742, night, 2061. P. L. Cobb, Hotel Ponder, Amite, La.

60-INCH SEARCHLIGHTS—SPERRY & GE Lamp assemblies and lamp operating assemblies, carbon, all other parts new, in original crates, 100,000 feet 1-0 single conductor power cable, 25¢ per foot. Thousands of other War Surplus items. Anderson Bros, 15400 Hesperian Blvd. San Lorenzo, Calif. All inquiries answered. de4

1951 SMITH AND SMITH KIDDIE PLANE Ride; capacity 20; excellent condition. Vjc Telesco, 56 Potter Ave., Trenton 9, N. J.

INSTRUCTIONS BOOKS & CARTOONS

ASTROLOGY OCCULT EASY LESSONS—books; tarot, psychic aids, curious, charts, spiritual products. Free booklet, Dasaro, 2400 South Michigan, Chicago 16, Ill. de11

"X-RAY-MIND"—DANGEROUS POWER over others. (Free details) Krishnar In-sistence, Box 842-V4, Escondido, Calif.

YOU CAN ENTERTAIN WITH CHALK. Talk and Rag Fictur—Lunch producing programs, \$1, catalog 10c. Balda Art Service, Oshkosh, Wis. de18

LOCATIONS WANTED

WANT TO HEAR FROM CARNIVAL people who can use small, medium, large plaster year around. Prefer people located in parks; can move close by and deliver. C. Craig, Rt. 1, Box 315, Little Rock, Ark. de4

ACTS, SONGS & PARODIES

BEAUTIFUL SPECIAL SONGS WRITTEN, words and music; any type; for any occasion, \$25. Tommy Tee, Sunnyside Home, St. Augustine, Fla.

EMCEE ARSENAL (3RD SERIES)—NEW slurs, digs and insults; sock puppets, prime rib-ticklers and sure-fire yockles; also lusty verse and gusty wisecracks, all tested side-splitters, \$2. Buster Rothman's Laugh Laboratory, 473 Broadway, Bayonne, N. J. de18

TOP VARIETY ACTS—ESPECIALLY ANIMAL acts. When in or near New York contact Fredrick Birkner, Club dates, TV bookings often available. Theatrical Div. Chateau Riding Academy, 31 W. 98th St., New York 25, Phone UNiversity 5-0505.

AGENTS & DISTRIBUTORS

AAA AMAZING BARGAINS

Tailored Earrings, asst., gr.\$15
Tailored Pins, asst., gr.\$18
Stone Earrings, asst., gr.\$15
Stone Pins, asst., gr.\$18
Stone Pin & Earring Sets, boxed dz. \$9
Bracelets, Round & Link, asst., gr.\$30
Beaded Rings, assorted, per sample, \$3.5
Sample dozens deg. price, 20% deposit, balance c.o.d. No catalog.

NEW ENGLAND JEWELRY
124 Empire St., Prov., R. I.

AGENTS—SELL RICH LOOKING 34x66 Imported Japanese Rugs for \$2; never before such a large rug for so low a price. Multicolor stencil designs, hooked carpet and Oriental patterns; sample, \$1.25; price, \$4; rugs, \$1.15 each prepaid. Condon, Dent, B. Box 204, Upper Darby, Pa. ch-19

AGENTS WANTED. FREE PRIVATE LABELS! Exclusive sales! Own a vitamin business; sell radio P1, stores, mailorder. We supply product literature; you furnish executive management and employee salesmen. VitaMins, 2908 BBA Beverly, Los Angeles 57, Calif. Ja8

AGENTS—FAST SELLING BEAUTIFUL Rhinestone Heart Necklace and Rhinestone Heart Earrings set; all pronged rhinestones, \$13.50 dozen; sample, \$1.25. Santo Sales Co., 921 Eastwood, Chicago 40, Ill.

AMERICAN FLAGS

Beautiful large 9x17 ft. U. S. Flags, New, 100% wool, with hope and snap hook. Govt. cost, \$45. Only \$8 postpaid. B & L SURPLUS, Box 150, Ogdon, Utah

ATTENTION—HOSIERY; LOW PRICES FOR jobbers, pitchmen and salesmen; complete line, Ladies' and Men's, Children's Hosiery. Dozen, slightly imitated, Nylons, packed beautiful cello bags, \$3; prompt shipments and satisfaction guaranteed or money refunded. S. F. Pollard Mfg. Co. (5-1741), 1258 Market St., Chattanooga, Tenn. de18

BARGAINS, JOB LOTS, CLOSEOUTS! Save up to 50% on Clothing, Hosiery, Notions, Drugs, Collectibles, Gifts, Jewelry, Television, etc.; 2,000 items; 25¢ bring wholesale bargain catalog with special get acquainted offer which includes free \$1 merchandise certificate. Reliable Jobbers, 311-H North Desplaines, Chicago. ch-29

BILLFOLDS—HAND LACED AND TOGGED. Real calf skin; a wonder! And twenty dollars a dozen. Sample prepaid, two dollars. Jack Eastwood, 694 1/2 Jefferson, Chillicothe, Ohio.

BINGO BLOWERS—"BUILT LIKE A PULLMAN suitcase." Portable Electric, AC only \$2.99 special price, \$49.50. Retail, \$150. Lipka Mfg. Co., 617 East 11th New York 9, N. Y. de4

DECALCOMANIA TRANSFERS NOW OFFERED in small quantities; quick delivery; an attractive name plate on your product is the best advertisement. Side line salesmen wanted; also make money with our line of Automobile, Infant, and Sign Letters. Free samples, "Ralco," X-L, Boston 10, Mass. ch-29

EARN \$84 TO \$168 WEEKLY—MAILING, addressing, advertising matter at home. Samples and instructions, \$1. Your name and address in Opportunity Directory; get samples and propositions from all over U. S. Price, \$1. Large wholesale catalogue listing hundreds of nationally advertised merchandise. Save 30-70%. Price, \$2. Read "Mail Order" special, include all above articles free. Sample copy, 25¢. Morris Co., 2441 Patton, Philadelphia, Pa.

FAMOUS MFR. CLOSEOUTS
Tie Slides, boxed\$1.45 dz.
Asst. Earrings, gang carded 1.55 dz.
Cufflinks, carded 1.95 dz.
Cufflinks, boxed \$3 & \$5 dz.
Rosaries (made in Italy) 1.95 dz.
Tailored or stoned Earrings 2.00 dz.
Baby Heart Necklaces, boxed 3.50 dz.
Baby Cross Necklaces, boxed 3.50 dz.
Neck & Earrings, boxed 9.00 dz.
Rhinestone Neck & Earrings, boxed 12.00 dz.
Send for descriptive literature on other terrific values on jewelry of all descriptions. 20% deposit with order, balance c.o.d.

Samuel Silverman & Co.
1820 Westminster St., Providence, R. I.

FREE—EVERYTHING YOU NEED TO MAKE BIG MONEY SELLING WORLD'S FAMOUS FRENCH-TYPE PERFUMES. TREMENDOUS PROFITS.

"HUSK" O'HARE
5732 North Kenmore Avenue, Chicago 40, Illinois.

GERMAN WATERPROOF WATCHES, 17J. Beautiful yellow case. Reasonable, 565 Fifth Ave., Room 809, NYC. ch-1f

INDIAN CALENDAR CONVENTIONAL 1955 calendar except Sioux Indian names for months are used. Fast seller now! Sample 25¢. The Guide, 5218 West 25th Ave., Denver 14, Colo.

JAPAN TRADE DIRECTORY (ENGLISH)—Contains leading firms of Japan in the import, export business, \$3 postpaid. Hoffman, Box 662BL, Passaic, N. J. de25

LADIES' FULL-FASHIONED NYLON HOSIERY. Twelve pair good grade; each pair in cellophane, three pair per box; latest shades, some with black heels, \$3.50 doz. Bally Cross Sales, 4114 Meritas Ave., Columbus, Ga.

LADIES' NYLON HOSIERY—THIRDS, \$1 doz.; Seconds, \$3 doz.; Irregulars, \$4.50 doz.; Pillow Cases, \$3.25 doz.; Chenille Bedspreads, \$35 doz. 20% deposit on c.o.d.'s. Premier Sales, Box 8177, Chattanooga, Tenn. de1f

LORD JESUS PAINTED ON SKELETON

Leaf of sandalwood veneer, \$1. Enamel button or ivory card. Motiwalla, Third Bhoiwada 38BB, Bombay 2.

NATIONAL FAMOUS CLOSE-OUTS
Group A—Over 200 assorted styles, beautiful 18k gold plated and rodium finish assortment and tailored earrings pierced and screw back. Part of this assortment is also on gang cards. Regular, \$1.00 to \$2.00 retailers, now \$30.00 per gross.

Group B—All new styles pins, earrings, necklaces and bracelets; most of these are matches. All with beautiful 18k gold plate, no two alike in a gross assortment. Regular, \$1.00 to \$3.00 retailers, now \$36.00 per gross.

Group C—Genuine cultured pearl pins, earrings, bracelets and necklace assortment. Regular, \$1.00 to \$3.00 retailers, now \$42.00 per gross.

Group D—Hand-set stone combination pin, neck and earrings in beautiful box. Regular, \$1.00 to \$2.00 per dozen.

Group E—Hand-set stone combination, pin, neck and earrings in beautiful hinged box. Regular \$7.95 retailer, now \$13.50 per dozen. This is not junk jewelry or heavy cast. All stamped brass base with beautiful 18k and rodium finish guaranteed not to tarnish. Money back guaranteed, 20% deposit with order, balance c.o.d. Sample assortment at regular prices.

45 North Main St., Bristol, Conn.

"NATIONAL DIRECTORY OF DISCOUNT Dealers"; "Directory of New York Importers and Related Services" where to buy, send 25¢ for names and addresses. Max Saltzman, Dept. BB, 7635 Hinds Ave., North Hollywood, Calif. ja25

OUT OF THIS WORLD—YES, THAT IS what "deed" is all about. One acre on the moon is first time offered; 25¢ gets one acre "deed," also wholesale list. Thornrose, 4406 1/2 N. Albina, Portland 11, Ore.

QUALITY TIES—YOUR PROFIT, 189%. Catalog Free. Loren Specialties, 4351 H-11 Flournoy, Chicago 24, Ill. de18

RAZOR BLADES, "EXTASE," IMPORTED from Solingen, Germany; Nothing else like them in the world. Price, \$1.50 per direct and to stores. Repeat. Big money-maker. Ideal sideline. Send 10¢ for samples or \$1 for 100 Blade Display Carton. Retail, \$3.50. Herbie's Barber Supplies, Importer, 1709 E. 58th St., Dept. 4412-A, Chicago 15. Sole agent for United States. de4

SADDLES—FOR ADULTS AND BOYS IN Mexican and American style. Cartridge Belt and Holster; fox hunting Blowing Horns and Mexican Novelties and Curios. Send stamp for special prices. General Mercantile Co., Carleto, Texas.

SELL 8x10 OIL COLORED OR SILK finish enlargements, attractively framed from any photo for only \$2.55. Big commission. White, Box 37, Levy Sta., No. Little Rock, Ark. de11

SELL BEAUTIFUL COLOR FILTERS—Put your television in color; cuts the glare; glowing soft tones; easy on the eyes. Agents wanted. Moody Supply, 3026 Mesquite Rd., Fort Worth 11, Tex. de11

TERRIFIC 27" WALKING DOLL—GORGEOUSLY DRESSED; plastic braided. Verified \$24.50 retailer, \$6.75 each, doz. lots. Sample, \$11. Hurry. Macy Doll Co., 539 Parkway Drive, N. E., Atlanta, Ga.

YOUR OWN BUSINESS—SUITS, \$1.50; Overcoats, 65¢; Mackinaws, 25¢; Shoes, 12¢; Ladies' Coats, 30¢; Dresses, 15¢. Enormous profits. Catalog free. Moro, 1218AF South Jefferson, Chicago. ch-29

\$1 PROFIT EACH SALE PLUS OVER-rides. Two, three or more orders one family. Photo enlargements only \$2.95; Xmas Specials, G. Allen Studio, Riegler Bldg., Little Rock, Ark. de4

100% LANOLIN OILS—AQUA CREME FOR skin and hair, 52 gallon sells \$15 or more. Scherer Co., 700 First National Bank, Peoria, Ill. de11

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MAGICAL APPARATUS

A BRAND NEW #24 CATALOG—MIND-Reading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Palmistry, Buddha, Graphology, Magic; 144-page illustrated catalog, 50¢ wholesale, Nelson Enterprises, 336 B. S. High, Columbus, Ohio. de25

MISCELLANEOUS

GENUINE CALLOPE RECORDS—45 AND 78 speed, \$1.10 each, postpaid except in Canada; 5 record album on 78 speed, \$5.85 postpaid, Taggart, 1602 National Ave., Rockford, Ill. de1

JUGGLING CLUBS AND ROLLING Globes; Made to order, finest of craftsmanship and material, Jack Miller, 1895 North Kansas Ave., Springfield, Mo. de11

WANTED TO LEASE—KIDDIE PARK equipment; Gas Train, Aeroplane and Merry-Go-Round rides, R. & S. Sales Co., 16 Broadway, Passaic, N. J.

M. P. FILMS & ACCESSORIES

SEVEN BY NINE RADIANT SCREEN—Perfect condition and brand new sky-lift. One hundred dollars takes both. Perry Sherman, Eureka Springs, Ark.

IGMM SOUND FILMS—LOWEST RENTAL rates in history; get our prices now! Rogers Films, Lombard, Ill. de4

IGMM SOUND FILMS FOR SALE, RENT or exchange. Free list. Crawford Film Service, 412 Page St., Fort Worth 4, Tex. de11

MUSICAL INSTRUMENTS, ACCESSORIES

IF INTERESTED IN HAMMOND B 40 Speakers or a Chicago Skate Grinder, check my ad on the rink skaters page. Don McElhinney, Marion, Iowa.

XMAS SPECIAL! MAMA DOLL



22P—Realistic rubber arms and legs. Soft, cuddly stuffed body. She talks and sleeps. Assorted beautiful dresses and hats. Individually boxed.

\$30 doz. \$2.75 sample each We carry a complete line of Xmas Toys, New Year's Hats and Noise Makers. For your convenience we are open Sundays.

25% with all orders, balance C.O.D. 72-PAGE CATALOG AVAILABLE FREE. SEND for Your Copy Today.

M. K. BRODY

1116 S. Halsted St., Chicago 7, Ill. L. D. Phone: MOnroe 6-9520 In Business in Chicago for 37 Years

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. LINDEN PEN 28 East 22nd St., New York 10, N. Y.

BULOVA-GRUEN-ELGIN

Write Today for Free 40-Page Catalog. Please State Your Business.

- REBUILT AND NEW WATCHES
STERLING AND R. G. P. RINGS
COSTUME JEWELRY
RELIGIOUS ITEMS
PERFUMES

WE WILL NOT BE UNDERSOLD

MURRAY SALES CO. 413-415 SO. LOS ANGELES ST. LOS ANGELES 13, CALIF.

MAKE \$2 HR. SELL RA-GLO SIGNS

To bars, stores, restaurants. New! Brilliant Ra-Glo signs, 17 sample signs, 7x11, \$1.00 postpaid. 110 signs, \$6.00 postpaid. Sell 35¢ each. Christmas sign samples and information, \$1.00 postpaid. Free literature.

ALL ART SIGN CO. 179 N. Wells St., Dept. 43, Chicago 6, Ill.

PERSONALS

ARE YOU SEEKING PEACE OF MIND? Free home study course in the Catholic religion. Paulist Instruction Center, Dept. B, 2 Columbus Ave., New York 23, ch-de4

HAROLD LINDSAY, OR SPEED, PLEASE get in touch with Gertrude at once.

LETTERS REMAILED FROM WASHINGTON, D. C. 25¢ U.S. coin. J. Gurney, Box 5089, Washington, D. C. de25

TEMPORARY OR PERMANENT HOME FOR retarded infants and children; crib cases excepted. Reasonable. Baby Louise Haven, Rt. 4, Box 84, Salem, Ore.

PHOTO SUPPLIES DEVELOPING-PRINTING

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. ch-1f

COMIC FOREGROUNDS AND BACK-grounds, Direct Positive Cameras, Paper, Chemicals, Mounts, Glass Frames, Photo Novelties, Miller Supplies, 1535 Franklin, St. Louis 6, Mo. de3

FOR DIRECT POSITIVE OPERATORS Buy your direct positive camera from us, save money, get very best quality. Make your own Booths. For 1 1/2 x 2 photos \$129.50, for 2 1/2 x 3 1/2 photos, \$134.50. Without lenses \$50 deducted.

2500 Essel Back, Attractive Glass Frames; For 3x5 photos, doz., \$1.75. Hundred, \$13.20 For 5x7 photos, doz., 2.60. Hundred, 19.80 Photo Key Chains, hundred \$4.50 Thousand \$40.00 High Class Gold Finish Frames \$60.00

For 2 1/2 x 3 1/2 photos, doz. \$2.40 for 3 1/2 x 4 1/2 photos, doz. 3.00 for 3 1/2 x 5 photos, doz. 3.60 for 4 1/2 x 6 photos, doz. 6.00 INTERNATIONAL SALES CO. 414-B E. Baltimore St., Baltimore 2, Md.

MARFUL 44 DIRECT POSITIVE ENLARGER now available. Act now, only few left. Price \$149.50. Write for price lists. Marks & Fuller, Inc., 70 Scio St., Rochester 4, N. Y. de25

MOUNTED BUCKING HORSE, LONG HORN Steer with saddles, out-door camera, \$500. Eagan, 2405 Elm, Dallas, Texas. de3

PHOTO BOOTH OUTFITS CHEAP—All sizes; drop in and latest improvements; real bargain. PDQ Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. ch-1f

PRINTING

ALWAYS QUALITY CARDS — FASTEST service Three-color 14x22 window cards, 25 hundred, 17x26 size, \$12.50 hundred. Copy limit 50 words. Tribune Press, Dept. ND, Earl Park, Ind. de25

IT'S MALLO PRESS—787-B LEITH, FLINT 5, Mich., for "Printing of Distinction." Letterheads, Envelopes, Posters, Bumper Signs, Decals, Business Cards, Tickets, de18

NAME PRINTED ON ENVELOPES, CARDS, Letterheads, 50¢ dozen, Prepaid. Extra lines, 25¢. No checks. Myre, 133 Daisy, Long Beach, Calif.

QUALITY PRINTING AT LOW COST—Stationery, Forms, Envelopes, Cards, Prompt service. Samples and price list free. Oren, Printer, Valliant, Okla. de4

SPECIAL — 1000 EMBOSSED BUSINESS Cards, \$2.50 postpaid; maximum six lines. Offer expires Dec. 31. John Peper, Box 822, Chattanooga, Tenn. de4

SPECIAL — ENVELOPES, 6 1/2" PRINTED, \$4.25 1000. Deposit \$1, balance collect plus charges. Rex Products, 1126 South Ninth St., St. Louis 4, Mo. de1

1000 BUSINESS CARDS, \$1.98; 150 EACH Letterheads, Envelopes, \$1.98. Price list, samples. Bryan, 2547H Fourth, San Diego, Calif. de4

SALESMEN WANTED 500 SALESMEN WANTED IMMEDIATELY!!! To sell nationally advertised products; 30-80% discounts, Rush \$1 for giant retail catalog and wholesale price list, refunded. Steinberg Enterprises, 1274-A Stebbins, N.Y.C. 59. de4

TATTOOING SUPPLIES A-1 TATTOOING MACHINES — OUTFITS, \$25 and up, designs, ink, colors, needles; free catalog. Owen Jensen, 120 West 33rd St., Los Angeles 3.

WANTED TO BUY A VENTRILOQUIST DUMMY—NEW OR used for girl 12; quite interested. Richard E. Thompson, 114 East Short St., Lexington, Ky.

WANTED TO BUY—MERRY-GO-ROUND. State price, age, condition, size and location. Haines Super Market, 551 State St., Clairton, Pa.

HELP WANTED CLASSIFIED ADVERTISEMENTS

REGULAR CLASSIFIED ADS . . . Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 15c a word—Minimum \$3. CASH WITH COPY.

DISPLAY-CLASSIFIED ADS . . . Containing larger type and white space are charged for by the agate line, 14 lines to the inch. (No illustrations or cuts.) RATE: \$1 a line—\$14 per inch.

Forms Close Thursday for the Following Week's Issue

GIRLS—PHOTOGRAPHIC STUDIO WORK, also posing and modeling. New Jersey and New York area; steady work. Send photograph if available and full details. Box C-142, c/o Billboard, Cincinnati 22, O. de4

GIRL — INTERESTED IN ACROBATICS and trampoline tumbling. Will teach. Room and board, costumes and salary. Year around work. Describe yourself. The Pattersons, 2902 East 118 St., Cleveland 20, Ohio.

GIRL DRUMMER FOR SMALL COMBO—Florida and Maine. Miss Babe Sutherland, 10 Longwood Ave. Old Orchard Beach, Me. Tel. 6-2016.

LEAD ALTO CLARINET MAN FOR POLKA band. Immediately; no drinkers; good transportation. Contact Viking Band, Albert Lea, Minn.

SECTION TENOR MAN FOR TENOR BAND. Contact Jess Gayer Orchestra, 2023 N. Huston, Grand Island, Neb.

MUSICIANS FOR TRAVELING TERRITORY band. Guaranteed salary. Sleeper bus. Box C-144, c/o Billboard, Cincinnati 22, Ohio. ja8

WANTED — EXOTICS, STRIPS, NOVELTIES; spend your winter here. Good salary and tips. Joe Piccola, Diamond Horse Shoe, 2501 Fourth Ave., Tampa, Fla. de18

WANTED—TEAMS AND SINGLES THAT do 2 or more and can change for two week stands. Prefer those with medicine show experience. State all in first letter and salary expected. Prof. Ray and Bernice's Medicine Show, 520 Evelyn Ave., Lakeland, Fla.

WANTED—GOOD TROUPER TO WORK IN my restaurant. Good pay and excellent working conditions as I am old Cook House man. BH 2-3661 phone. H. W. Flurer, Exmore, Va.

AT LIBERTY—ADVERTISEMENTS

5c a Word Minimum \$1 Remittance in full must accompany all ads for publication in this column. No charge accounts.

Forms Close Thursday for the Following Week's Issue

AGENTS & MANAGERS

PUBLICITY MANAGER WILL MANAGE All-Girl Band, Show, Singers, Dancers; fee, percentage. Will finance tour. Send details, Box C-143, c/o Billboard, Cincinnati 22, Ohio.

MUSICIANS

AT LIBERTY — CONCERT CLARINET, Saxophone; graduate piano technician, typist, desires location with music store in small town or city, prefer South or Middle West. Single, World War I veteran. Responsible, intelligent, clean character, sober. Will submit photo, later come for personal interview. Details appreciated and answered. R. K. Grant, 4925 Baccich St., New Orleans 22, La. de4

ATTRACTIVE ALL GIRL TRIO—INSTRUMENTALS and vocals. Desire location. Experienced in dance and show bar work. Beautiful wardrobe; union; will send photo. Box C-138, c/o Billboard, Cincinnati 22, Ohio. de3

BASS DOUBLING GUITAR—SIGHT READ, sing trios. Personable, unencumbered; have car, go anywhere. Taft Baker, Gen. Del., Jackson, Miss.

DRUMMER WITH NAME BAND—DESIRES Florida location. 15 years' experience. Cur good shows; society, jazz, Latin, Dixieland. Have Miami card. Good appearance; pay own transportation to join. Consider anything. Box C-146, c/o Billboard, Cincinnati 22, Ohio.

GUITAR—ELECTRIC LEAD OR RHYTHM; read or fake; popular style; good voice. Well experienced, white, Florida or vicinity only. Alfred Bronson, General Delivery, Coral Gables, Fla. de25

GUITAR PLAYER — PREFERENCES WORK with small combo. Good vocals; double on string bass and banjo for shows, etc. Pay own transportation, car. Write to Mr. Cleo LeRoy, Room 644, Hotel Bancroft, Saginaw, Mich.

TENOR, ALTO, CLARINET, NOVELTY vocals, desire commercial or society. Name experience. Ben Ross, 2513 Baylor St., Lubbock, Tex. Tel. 2-2970. de4

TRUMPET—LEAD OR SECTION; READ well; no 'goes' or jammin. Available about December 1. Tom Goering, Moundridge, Kan. de11

PARKS & FAIRS

AVAILABLE NOW—FOR INDOOR AND outdoor events; high-class Novelty Trapeze act. For full particulars, literature, etc., address Charles La Croix, 1304 South Anthony, Fort Wayne, Indiana. Telephone Eastbrook 3312.

BALLOON ASCENSIONS, PARACHUTE jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. de25

CHIMP ACT—HIGH-CLASS ONE, GUAR-anteed to please everyone. Had many TV appearances, fairs, etc. Harmon's Educated Chimps, 635 West Florence Ave., Los Angeles 44, Calif. Phone Pleasant 30551. de4

DEATH PLUNGE INTO SUICIDE POOL—World Fair high-diving attraction; featured by Fox Movietones. Comprising ring of spears, blazing gasoline, a complete revolution high up in mid air, etc. Bad weather or a competitive attraction can't affect the powerful drawing power of this act. Cadillac quality; Ford priced. Capt. McDonald, 456 Lamphier Place, Warren, O. Tel. 45337. de18

INDOOR AND OUTDOOR CIRCUSES, fairs, rodeos and celebrations. It's Wild Horse Harry's comedy trick company (Montana Babe) that shoots gun and unrolls flag. Sherwood, Ohio.

RIDING ACT — TWO HIGH SCHOOL horses. Flashy equipment and performance. Capt. von Alenitch, Rt. 2, Box 592, Albuquerque, N. M. de11

THE MAN WHO CAN EAT DRY ICE—Professor Hawk; featured in Ripley's column, available now. Send for Ripley's write up of dry ice feat. Box A156, Billboard, 6000 Sunset Blvd., Hollywood 28, Calif. de11

4 DOGS—DOING SEVERAL TRICKS TO-gether or separate. Alfretha, Box 147, New Cumberland, Pa. de18

10 FLASHY EDUCATED HORSES, Com-edy mule; 6 acts, 5 people family; sober; nationally recognized acts; fairs, TV, outdoor entertainment. G-K Ranch, Vermillion, Ill.

VAUDEVILLE ARTISTS

TALKING COMIC—SINGS, DANCES, DOES mimic; wishes to rehearse for resorts and burlesques; nearby. Apply Bert Lewis, Copenhagen, 1027 E. 167 St., Bronx, N.Y.

VOCALISTS

MALE AMATEUR VOCALIST (BARITONE), seeking employment with traveling or-chestra. Write Musician, P. O. Box 36581, Los Angeles 36, Calif. de11

BRONZE WESTERN SADDLE HORSES Height and Dozen Price: 10 1/2" \$16.80 5 1/2" \$6.00 25% Deposit Required With Order F.O.B. Chicago. Wholesale Only. COOK BROS. 916 S. Halsted St. Chicago 7, Ill.

"QUICK MONEY MAKER" FAST SELLER!! "PARISIAN TYPE COLOGNE" in "AEROSOL SPRAY DISPENSER" Sells on sight — costs you ONLY \$1.00 each, sells for \$2.00. Money-back guarantee. Quantity less. Send \$1.00 for sample to TAYLOR COSMETIC COMPANY (Dept. B), Box 4, New York 33, N. Y.

CHAIRS-TABLES IMMEDIATE DELIVERY 138 STYLES • STEEL • WOOD FOLDING • NON-FOLDING ON CHAIRS MINIMUM ORDER IS 4 DOZ. STATE QUANTITY NEEDED—ASK PRICES Adirondack Chair Co. Dept. T-4 1140 BROADWAY (27St.) N.Y. • MU 3-4834

GIVE TO DAMON RUNYON CANCER FUND

The Ragel TV STAR EARRINGS CANDELABRA and PIANO GUESS WHO? White or Gold Finish \$4.50 Doz. \$48.00 Gross Min. order 1 doz. of a color. Add 50¢ per doz. for postage. Above illustration has been enlarged to show detail. Do not be confused. These are dainty, lovely earrings with nationwide consumer acceptance. Women all over the world love these symbols of their famous LIBERAL man. They see they like, they buy . . . their friends buy, too. Now sweeping the nation . . . ORDER TODAY . . . fast. You'll reorder in a week. 25% deposit, balance C.O.D. Send for complete catalogue. STERLING JEWELERS 44 E. Long St. Columbus, Ohio

AMERICA'S MOST POPULAR ENTERTAINER SELLING FOR YOU! LIBERACE Original Autographed Charm Bracelet with Framed Picture FIRST TIME EVER OFFERED ANYWHERE! THE MOST WANTED JEWELRY ITEM IN AMERICA TODAY CASH IN on the Tremendous Popularity of LIBERACE'S Radio-TV Shows! \$6.75 DOZEN plus postage \$72 GROSS min. order—1 doz. This is money in your pocket! Millions of women love Liberace . . . and these same millions will demand Liberace charm bracelets. It's a ready market, and it's all yours if you stock up NOW! Jump on the bandwagon and cash in on this sensational novelty! Liberace, America's greatest TV idol, is selling for YOU. Order your ORIGINAL Liberace charm bracelets right away! Every bracelet individually carded for greater sales appeal. STERLING JEWELERS 44 E. LONG STREET Phone: Capital 4-4621 COLUMBUS, OHIO Remittance in full or 25% deposit required on all orders, balance C.O.D.

PERFUME WORKERS Irene Lamonte Perfumes Are Sensational Sellers Trio package 1/4-oz. Perfume #5 1/4-oz. Perfume #10 1/4-oz. Perfume #22 Packed in gold foil carton Your cost Sells for \$3.00 plus tax Lots of 100 36c each Less than 100 45c each Samples on all three items mailed postpaid for \$1.50.

IRENE LAMONTE PERFUMES 1-oz. #5-#10-#22 The package beautiful. Tall, square-edge bottle with flare-style gold-colored cap. Packed in gold foil carton. Sells for \$3.50 plus tax Your Cost Lots of 100 50c each Less than 100 60c each Ideal packages for store demonstrators, pitchmen, route men and sheet writers. Each fragrance is a copy of a well-known and very expensive perfume. Long lasting and appealing. GOODIER CO. 400 N. Bishop Dallas 8, Texas

Conn. Sets 10c Test; Ops Meet Nov. 30

HARTFORD, Conn., Nov. 27.—Connecticut juke boxes are slowly converting to dime play. Abe Fish, president of the Music Operators of Connecticut, told The Billboard Tuesday (23) that some 100 machines in metropolitan Hartford are being used in an experiment to show Connecticut operators that 10-cent play is not only feasible, but an economic must in these days of rising costs. Fish has called a special meeting for 8:30 p.m. Tuesday (30) at Tinty's Restaurant here to discuss united action on the decision to charge 10 cents in juke boxes throughout the territory. "It's inevitable," explained Fish.

"By charging 10 cents per play, and three-for-a-quarter, the operator is able to justify his initial investment as well as make a profit." He added that of the 100 machines utilized in the current test, 40 machines are featuring extended play records, while the remainder are set for standard disks. "All," he said, "are playing good reliable, popular music." All types of locations—from quality restaurants to neighborhood saloons and bars—are in on the experiment. Fish intends to explain the situation, with accent on economy. (Continued on page 74)

Miami Beach Council Okays Juke Ordinance

1st, 2d Readings Approved; Final Vote Set Dec. 1

MIAMI BEACH, Nov. 27.—An ordinance revamping license fees on coin-operated music machines was approved on first and second readings this week by the Miami Beach city council. The existing ordinance provides a levy of \$100 for every five tags above 25, plus a payment of \$30 per machine. The new bill calls for a flat payment of \$50 per machine over the 25 mark. The net effect is the same—a straight \$50 fee per machine. One section of the new ordinance gives operators a distinct (Continued on page 74)

Virginia Ops Seek Charter For New Assn.

RICHMOND, Va., Nov. 27.—After several unsuccessful attempts to organize a juke box association in this territory, music operators here seem to be on the road to success. A charter for a new association, the Virginia Coin Operators Association, Inc., has been drawn up and filed. It is expected to be granted sometime next week. A special meeting for operators already active in the new association has been called for next Monday evening (29) at the John Marshall Hotel. Acting president of the new group is Arthur Crafont and vice-president is Charles Millner. At the Monday meeting, plans for enlisting all operators will be discussed.

H. McCoullough Elected Kansas Op Assn. Head

EMPORIA, Kan., Nov. 27.—Members of the Kansas Music Association held their annual election of officers here, electing Byron McCoullough, of Great Bend, president. Other officers elected were John W. Clark, of Salina, vice-president; Ivan Martin, of Wichita, vice-president; Eddie Upshaw, of Junction City, vice-president, and Harlan C. Wingrave, of Emporia, secretary-treasurer. Meanwhile, the association took up new headquarters for its operation, moving to 309 Neosho, Emporia, with Harlan Wingrave as its resident agent.

Tape Library At Magnecord Hits 3,000

CHICAGO, Nov. 27.—RCA Victor's Ben Selvin, in charge of the entire musical phase of the commercial music division of Magnecord, Inc., announced this week that 3,000 tunes on 25 reels of magnetic tape were now available in Magnecord's background music library. Selvin, in Chicago to put the okay on master tapes at Magnecord, said that hotels, restaurants (Continued on page 74)

JUKEBOX LEGISLATIVE HISTORY

Attempts to End Copyright Exemptions Date Back to '26

Continued from page 21

the old Scott bill, but Dirksen made it known that he didn't want to press his bill. Lengthy hearings on the McCarran bill were held by the Senate Judiciary Subcommittee on Copyrights, Patents and Trademarks. Both bills wound up on the shelf of the Senate Judiciary Subcommittee on Copyrights, Patents and Trademarks. Meanwhile, efforts to get a jukebox royalties exemption clause in the model global Copyright Treaty failed at Geneva, but proponents managed to insert a clause authorizing creation of an international commission to study the question at any time. The model Copyright Treaty was ratified by the Senate in the 83d Congress and was signed by Pres. Eisenhower. Legislation bringing the Copyright Act into conformity with treaty provisions was enacted.

Here in a nutshell are the major arguments, pro and con, as debated at committee hearings:

Pro Arguments

Proponents argued that the jukebox exemption is: (1) Anachronistic, since it was inserted in the 1909 Copyright Act when the phonograph was in a "primitive state." (2) "Unreasonable," since it bars the copyright owner from asserting that the performance on a jukebox is for profit and thus denies the copyright proprietor from "participating in the proceeds derived from the public performance." (3) "Discriminatory" against other users for profit who pay royalties to the composer, "as provided by the Constitution and carried out by Congress." According to this argument, a person who buys a disk for home use pays a price which includes a royalty paid by the disk manufacturers, whereas the person who buys a disk for use

in a jukebox pays no more than a private retail consumer. (4) "Inherently unfair to the composer." According to this argument, the jukebox industry "breeds on the work" of creators of the music, exploiting the composer "without his permission" and without extra recompense to him for this exploitation.

Con Arguments

Foes of the legislation argued: (1) The jukebox is "the greatest agency for popularizing music," contributing to widespread dissemination of works of composers and authors and therefore jukeboxes should not be charged any extra royalty for public performance for profit. This argument went on to declare that the coin-operated phonograph had already become well-known to U. S. by 1909 when Congress wrote the Copyright Act exempting jukeboxes from royalties. (2) Any hike in the cost of disks would produce an economic threat, drying up sales, penalizing disk manufacturers, hitting authors, composers, singers and other artists, directly affecting their incomes. (3) The legislation would drive a large number of jukebox operators out of business. Their profit margin is low, the argument ran. This, in effect, would be discriminatory, especially since jukebox operators now pay for the music they use in the form of the 2-cent statutory royalties imposed upon disk manufacturers since 1909. (4) The legislation is administratively impractical. Operators argued they would be required to file monthly reports to copyright owners. Individual operators testified they would be compelled to take blanket licenses from all performing rights, societies and independent composers or keep the records and make individual payment to individual copyright owners.

\$\$ CONVERSIONS

Phoenix Census Climb Aids Juke Box Route

PHOENIX, Ariz., Nov. 27.—A steady conversion from wired music outlets to individual phonographs is the method by which Frank Derrick and Alfred Harper, partners who operate Phoenix Wired Music Company here, are meeting a tremendous population expansion. Derrick and Harper have owned the firm for the past two years, after Derrick gained substantial phonograph operational experience near Fort Worth. In settling in the Phoenix area, the partners bought an established wired music system which had been in opera-

tion five years, and which had 30 outlet-subscribers throughout the downtown district. "Even tho wired music operates on a dime play basis and juke boxes on a nickel, we much prefer individual phonographs," Derrick said. "We have continued to operate wired music primarily because the equipment is in excellent condition and some of the established customers do not want to give up space for a phonograph operation. However, in two years, we have reduced wired music subscribers from 30 to 14 and primarily thru substituting juke boxes. The results have been excellent in every case."

126 Locations

Currently Derrick and Harper have 126 locations in the Phoenix area, which is growing at the rate of 3,500 people per month, according to the latest Chamber of Commerce releases. Thru excellent salesmanship, doing all of their own work and spending plenty of time on new restaurants, taverns (Continued on page 74)

Neb. Ops Set Special State Meet for Dec. 2

OMAHA, Nov. 27.—Jerry Witt, president of the Nebraska Automatic Phonograph Operators' Association, Inc., this week skedged a special State-wide meeting of operators to be held here in the Hotel Hill on December 2. The meeting will get under way at 6:30 p.m. with a dinner. Howard N. Ellis, secretary-treasurer of the association, said that the group would air a subject of vital importance to all music operators. He did not reveal the subject. Also scheduled to be discussed, Ellis said, would be plans for the regular quarterly meet set for December 11-12 in Norfolk. Ellis urged all operators in the State to attend both meetings. Reservations for the special meeting are to be sent to the association headquarters not later than noon December 1. The cost of the dinner was set at \$3.

SURPRISE

Mambo Rage Old Hat to Miami Ops

MIAMI, Nov. 27.—The mambo craze which is sweeping the country is old hat to Miamians who have been listening to this Latin beat for the past six years. Juke box operator Raoul Shapiro, Tropical Music Company, said that he was not surprised to see the top recording artists racking up heavy play with mambo selections. "As far back as 1948, hotels on (Continued on page 74)

Seeburg Adds New Look To Title Strip Cards

CHICAGO, Nov. 27.—A new look has been added to the title strip business. Introduced and copyrighted by the J. P. Seeburg Corporation, a new title strip, called the Seeburg Duplex Title Strip, is fast gaining favor thruout the country. The outstanding feature about the strips is the space provided for

the artist's (singer or orchestra leader, or both) name. Modern multi-selection juke boxes have been wired so that customers selecting a tune will find the flip side of a record, or "B" side, just below the "A" side on the juke box selection panel. Title strips were designed so that (Continued on page 75)

COIN CALENDAR

Following are dates of interest and importance to all coin machine operators, distributors and associations. Check the calendar every week for new events scheduled in your area. November 28-December 1—National Association of Amusement Parks, Pools and Beaches, annual convention, Hotel Sherman, Chicago. November 29—Central States Phonograph Operators' Association, monthly meeting, site to be announced, Peoria, Ill. November 29—Association of Amusement Machine Operators of Quebec, monthly meeting, Cafe Minuit, Montreal. November 30—Los Angeles Division California Music Merchants' Association, regular meeting, Coral Room, Hotel Gaylord, Los Angeles. November 30—Music Operators of Connecticut, special meeting, dime play progress, Tinty's Restaurant, Hartford. December 2—Nebraska Phonograph Operators' Association, Inc., special meeting, Hotel Hill, Omaha. December 2—Summit County Music Operators' Association, monthly meeting, Mayflower Hotel, Akron. December 6—United Music Operators of Michigan, monthly meeting, Fort Wayne Hotel, Detroit. December 11—Amusement Machine Operators' Association of Dade County, annual banquet, Saxony Hotel, Miami. December 19—Associated Amusement Machine Operators of New York, annual banquet, Latin Quarter, New York. (Send Calendar dates to The Billboard, 188 W. Randolph Street, Chicago 1.)

MUSIC THIS WEEK

Among the stories of general interest to the coin machine industry in the music department up front in this issue of The Billboard are: FAVORITE HILLBILLY ARTISTS reportedly signing up with Decca Records to do some of their old favorites. Re-recording okay now that five-year mark has passed. AMC REPORTS 1954 BUSINESS to set an all-time high. Next year even better, they say. Report includes all music-instruments, publishing, labels, etc. BILL RANDLE, CLEVELAND DEEJAY, adds another show to his already heavy schedule. Every Saturday Randle will handle a four-hour show on WCBS in New York. NEW CHRISTMAS LABELS THIS YEAR listed and broken down for music operators up front in the music section. Just the new listed. Everything by label. "LET ME GO LOVER," by Joan Weber, caused so much sensation in just one week, attempts were made to get other TV shows to follow suit in introducing new songs. This one climbed to 14th on pop chart in one week. A fast climb. And many other informative news stories, as well as the Honor Roll of Hits and operator charts.

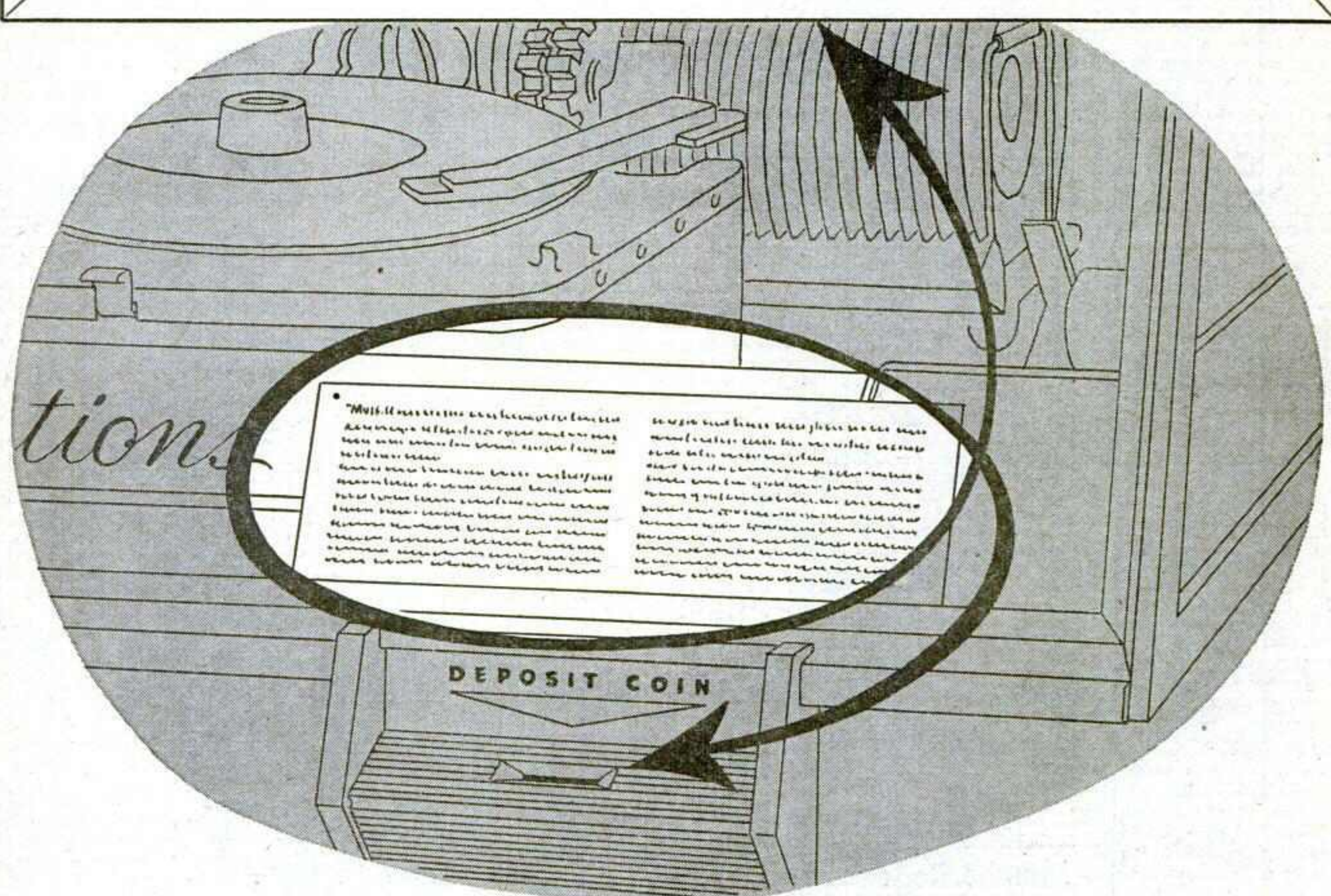
Unique Legend Card Prominently Placed Inside Large Front Show Window of Model "F" Cleverly Explains AMI High Fidelity and Sonoramic Sound to the Public at Point of Purchase

"Multi-Horn High Fidelity" is an exclusive AMI development for reproducing music of a quality and realism until now known only to the concert hall. This instrument incorporates the many high fidelity components essential to superior sound, but its use of horns makes possible the unique SONORAMIC SOUND that surrounds the listener.

The use of horns is universally accepted by audio scientists for exactly duplicating sound waves. Without horns, waves set in motion by the vibrations of loudspeaker diaphragms tend to dissipate, slur and build up unpleasant resonances. However, with exponential horns that expand in area proportionate to the distance from the loudspeaker diaphragms, sound waves are confined and grow to their original quality and magnitude without alteration of wave patterns. Faithful bass reproduction requires horns of great size that provide ample room for the slow vibrations of the lower frequencies to develop. AMI engineers have created

such a bass horn and ingeniously folded it into the lower portion of this cabinet. It is equivalent to nine 12-inch loudspeakers using the floor itself as an added extension to couple sound waves and surrounding air for optimum bass acoustics.

The treble horn is activated by a loudspeaker or "driver" diaphragm also. Unlike its bass counterpart, however, the size of the high frequency horn must be greatly restricted to avoid distortion and electronic exaggeration. High frequency waves vibrate rapidly and the instant response necessary to their high fidelity reproduction requires a diaphragm of extremely small diameter such as the 1-inch metal disk used in AMI's treble horn. This horn, flared to disperse music to all parts of the room, is located above the program panel at ear level. It faithfully reproduces the upper registers without the muffling from furniture and other normal room obstructions which seriously interfere with the efficient operation of low placed high frequency loudspeakers.



There's Interest in Multi-Horn High Fidelity that BRINGS PATRONS UP TO THE "F" TO PLAY

Originator of the Automatic Selective Juke Box in 1927
AHEAD THEN - AHEAD NOW



GENERAL OFFICES AND FACTORY: 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN

Licensee: Jensen Music Automates—building the IMA-AMI Juke Box sold through Oscar Siesbye A/S, 5 Palaisgade, Copenhagen K., Denmark

OPS' ARTISTRY

Refinish Game, Juke Cabinets, Up Takes

MILWAUKEE, Nov. 27.—The job of refinishing the cabinets of juke boxes and games—a move that seldom fails to hike coin takes—is one that most operators nevertheless hesitate to undertake. Many claim that they would rather tackle the complicated wiring devices inside the machines than attempt to repaint coin machine equipment.

Yet, according to Joe Pelligrino, partner in the P. & P. Distributing Company, operating firm here, refinishing the cabinet of a juke box, game or cigarette machine is a relatively simple procedure.

"Actually, any man who has done some refinishing of a piece of furniture around the house could apply the same basic principles to his coin machine equipment," says Pelligrino. "All that it requires is a high degree of care in the application of lacquers and paints and the proper equipment."

Maintenance Expert

Pelligrino, who had over 10 years of professional experience as a cabinet maker before entering the coin machine business in 1946, is the maintenance expert for the P. & P. Novelty Company, of which he is a part owner, along with Bob Puccio. Cabinet-making background, he says, has been proving helpful to him in his present endeavors, but is hardly to be considered as requisite for tackling the job of renovating coin equipment for route use.

A list of the tools the coinman should own or have on hand in his shop before beginning a refinishing project includes power sanders (vibrators or electric hand types), metal scrapers, sandpaper, paint brushes and a paint sprayer.

Basic materials needed are a good paint remover, paints and lacquer sealer and masking tape.

Pelligrino says he prefers the fast-drying types of lacquers and paints.

Types of Wood

A working knowledge of types of wood comes in handy. Porous, open-grain woods such as oak require heavier application of sealers. Most of today's better equipment, says Pelligrino, is constructed of birch, which is close-grained and takes a high, lustrous finish. These better quality hard woods are used more frequently in juke boxes, he points, out, than in the various types of games on the market today.

Step by step procedure, according to Pelligrino:

1. Remove all paint after masking off parts not to be touched. Be sure to wash the wood down thoroughly with thinner or wood-cleaning fluid when paint is removed.
2. Apply sealer. On open-grain woods use an extra heavy sealer.
3. Use steel wool to take off the coarseness and smooth off the panels.
4. Apply another coat of sealer.
5. Spray paint or lacquer as desired.

Sprayer Caution

The use of spray equipment for painting, warns Pelligrino, must be undertaken with a great deal of care due to the high flammability of certain paints and lacquers. The fire hazard is great unless proper ventilation and exhaust equipment is utilized while spraying. Even then, safety regulations call for keeping effective fire-extinguishing equipment near at hand at all times.

Some Pelligrino pointers include: Don't spray lacquer over oil-painted panels. Occasionally an operator may do this when attempting to "touch up" a machine which he feels is still in fairly good condition. A simple test to use to find out if the paint in question is an oil base paint is to apply some thinner or paint remover. It will peel if it is an oil-base paint.

"Bleeding" presents an occasional problem. This occurs when foreign substances in the wood show thru the applied paint. If this happens, sand it down and start all over again where the wood has been affected.

Avoid Paint Brush

It is not impossible to turn out presentable work with a paint brush, says Pelligrino. But the coinman who values his time and wants to insure a professional appearance on his equipment will find better results via use of spray gun equipment. There are many types of paint-spraying equipment available on the market. Pelligrino's advice is to "buy as high a quality of spray equipment as you can afford." Added advice is to keep one's eyes peeled for the occasional "good buys" on paint spray equipment.

(Continued on page 82)

Mambo Rage

• *Continued from page 72*

Miami Beach featured Latin orchestras which specialized in the mambo," Shapiro said. Most of the hotels still employ instructors to teach the mambo to guests.

Dave Shedd, M-G-M and London record distributor, and head of Binkley Distributing, gives Perez Prado the major credit for popularizing the mambo, along with Joe Loco, Tito Puente and Tito Rodriguez.

"The big success of Prado's 'Mambo No. 5' for RCA Victor was responsible for his shift to the company's more popular black label," said Shedd, "and that's when he really started moving up."

Now all record companies are cutting mambo disks. Two current favorites are "St. Louis Blues Mambo," by Richard Maltby, and "We Want to See Santa Doing the Mambo," by the Smith Brothers and Bill Darnell.

Prado, the self-styled "King of the Mambo," is booked for a December engagement in the Saxony Hotel, Miami Beach.

Distributors Aid Detroit Ops Change to Dime

DETROIT, Nov. 27.—A combined exposition of new juke boxes will get under way here today in the Fort Wayne Hotel, when local distributors—AMI, Rock-Ola, Seeburg and Wurlitzer—get together in an effort to ease the operator's job of converting to dime play in the city January 1.

The event marks the first time that all machines have been displayed side-by-side here. Each distributor and his staff will point out the easiest methods of converting their machines to straight dime play.

Hosted by the United Music Operators of Michigan, all operators, servicemen record distributing firms and local disk jockeys are expected to attend.

The machines will remain in the hotel ballroom to provide music tomorrow (28) for the mammoth youth jamboree, also hosted by UMO. Over 1,400 teen-agers are expected to attend the event. The entire program revolves around the association's effort to aid in the fight on juvenile delinquency.

Central Ill. Ops Sked MOA Label Confab

PEORIA, Ill., Nov. 27.—Central States Phonograph Operator Association members will discuss the proposed MOA backed record label and the question of whether or not juke box commercials will hurt the industry when they meet here Monday (29) evening.

Should the nod of approval be given to the Barney Young-MOA backed record label, the group, according to Charles Sisney, president of the association, will probably decide on an estimate of buying needs.

Commercials via juke boxes will be aired by the group, Sisney said, with Les Montooth, vice-president of MOA, on hand to explain the background of the plan.

Local problems are expected to be foregone at the Monday meeting, although a membership drive will probably be set into motion.

Elkins Named To Head Taran Branch Office

JACKSONVILLE, Fla., Nov. 27.—Sam H. Taran, president of Taran Distributing, Inc., this week announced the appointment of J. T. Elkins as sales manager of the firm's Jacksonville branch office.

Elkins, who formerly headed Southern Music Distributing Company's office for nine years, will take over his new post immediately, Taran said.

A veteran coinman, Elkins is a native of Jacksonville and well known thruout North Florida, Taran added.

Tape Library

• *Continued from page 72*

and office buildings were the principal targets for the music.

RCA Victor master tapes are transcribed from RCA's Thesaurus library, with Selvin selecting them. Magnecord has distribution rights to RCA's library of recorded music for commercial use only, in Canada as well as thruout this country. Distribution of tape is handled on a lease basis.

Wurlitzer Award Winners Back From Bermuda Trip

NEW YORK, Nov. 27.—Eleven prize-winning distributors of the Rudolph Wurlitzer Company arrived here this week after spending seven days at the Castle Harbour Hotel, Bermuda, as guests of the juke box manufacturing firm. The trip was awarded as a result of a sales contest.

Making the cruise on the Ocean Monarch were Mr. and Mrs. John Bilotta, Newark, N. Y.; Mr. and Mrs. W. T. Cruze, Charleston, W. Va.; Mr. and Mrs. C. A. Culp, Oklahoma City; Mr. and Mrs. Harry Jacobs Jr., Milwaukee; Mr. and

Mrs. William J. Mashek, Kansas City, Mo.; Mr. and Mrs. Ron W. Pepple, Seattle; Mr. and Mrs. Russell L. Smith, Pittsburgh; Mr. and Mrs. Joseph R. Steele, Houston; Mr. and Mrs. Stephen L. Vukelic, Buffalo; Mr. and Mrs. R. B. Williams, Dallas, and Mr. and Mrs. R. E. Williams, Memphis.

Company Guests

Company executives and their wives who made the trip included Roy F. Waltemade, vice-president and manager of the North Tonawanda plant; Robert H. Bear, phonograph sales manager, and A. D. Palmer Jr., advertising and sales promotion manager.

Also guests of Wurlitzer on the cruise were the following district sales managers who exceeded their summer sales quotas: Mr. and Mrs. Gary Sinclair, West Coast; Mr. and Mrs. James H. Crosby, Southwest, and Mr. and Mrs. John A. McIlhenny, East.

The winning distributors and their wives were guests of the company in New York prior to their departure and were entertained at the Latin Quarter.

\$\$ Conversions

• *Continued from page 72*

and other locations going up, Derrick and Harper have expanded far more rapidly than originally expected.

"When we started out, we were under the impression that Phoenix was a one-season town, filled with tourists and winter vacationists from the end of October until January," Derrick pointed out. "Now, however, we have found that it is only necessary to pull in a few machines when the summer season arrives, leaving the rest on location the year around. Because of the almost universal air conditioning of all types of locations in our community, traffic does not fall off sharply, even when 110-degree desert summer arrives. Actually, September is the low month of the year."

Stick to Music

Despite the fact that locations are primarily in entertainment spots, the partners have not expanded to any degree outside of the music line, although there is a smattering of bowling machines and pin games along the tavern routes. Undoubtedly, as the phonograph string reaches the saturation point, more attention will be paid to other amusement machines, Derrick indicated.

One of the assets which has constantly attracted new customers to Phoenix Wired Music Company is the immaculate neatness and excellent impression made by the West Washington Avenue headquarters. Here, with twin turntables, hundreds of wall racks of phonograph records, and a uniformed operator on duty, the wired-music system has attracted much interest and attention.

Whenever a potential location owner visits, however, either Derrick or Harper encourage him to make space for a phonograph, rather than going to the elaborate job of wiring in speakers, coin box, microphone, etc., necessary for wired music presentation.

Both men have become expert phonograph mechanics and are on call at all hours to keep their Wurlitzer string in profitable operation. "There's no better goodwill-builder than an instantaneous response to a service call," Derrick said. "For that reason, we make no restrictions whatsoever on the hour when we may be called to service a machine."

Miami Beach

• *Continued from page 72*

advantage. It specifies that store owners, purchasing their own machines, must take out a license costing \$77.65 per. The existing ordinance calls for only \$30 per.

The ordinance is due for a third and final reading December 1. After the usual 30-day waiting period, it will become law.

1 FREE!
WITH
10
To Introduce the
NEW COMPLETE
Pfanstiehl
COIN NEEDLE LINE

Operators from coast to coast know that famous Pfanstiehl Needles cut service costs, last for longer and preserve records. Now this "1-FREE-WITH-10" special offer introduces the new complete Pfanstiehl coin needle line at regular money-saving discounts plus a generous FREE OFFER!

Now you can buy needles for any machine from one dependable source. There is a super-durable Pfanstiehl needle to fit every make and model that uses replacement needles.

Special Quantity Discounts Plus Generous FREE OFFER!

Mail Coupon Now!

Pfanstiehl Chemical Corp.
Waukegan, Ill.
Yes! Send me new Pfanstiehl Price List and Information on "1 FREE WITH 10" Special Offer! (Offer expires December 31, 1954.)
Name
Address
City Zone .. State ..
Distributor's Name

DISTRIBUTORS, NOTE: Pfanstiehl is on the move! Some profitable territories are open. Write today!

Pfanstiehl Chemical Corp.
Waukegan, Illinois U. S. A.

COINMEN YOU KNOW

Chicago
 Communications to:
 Ken Knauf
 Central 6-8761

Scores of Coinmen Visit NAAPPB Show . . .
 Coin machine representatives and visitors from all parts of the nation are congregating at the Hotel Sherman until Wednesday of this week to view the exhibits of the National Association of Amusement Parks, Pools and Beaches and visit with fellow members of the industry.

Herb Perkins, Purveyor Distributing Company, reports Jack Butler, Toledo, dropped in for a visit during the week. Marie Hopp, office manager, will bowl with her team, HiLo TV Antenna, in Pittsburgh December 3, 4 and 5. Monty West looking forward to having full charge of the petty cash during Marie's absence.

George Kozy, A.B.T. Manufacturing Corporation, shipped 100 Challenger pistol games to Germany during the week. The Challenger, along with other company products, is on display at the NAAPPB show this week.

W. R. Greiner, sales manager of the Northwestern Corporation, Morris, Ill., recently celebrated his 20th year with the company. Waldo Bolen, president, presented Greiner with a gold wrist watch for the occasion. One of Bolen's prize office decorations is a pair of German dueling pistols—dated 1740.

The Bally Manufacturing Company Key Men's Club, journeyed to South Bend Saturday (27) to watch Notre Dame play Southern California. Herb Jones and Jack Nelson, Bally, were happy over

the prospects of the firm's new shuffle alleys, the Magic and Mystic Bowlers.

Mac Brier, Don Moloney and Tom Cath, Donan Distributing Company, are shaping things up for the Bally Service school scheduled at the Donan headquarters December 8.

Bill De Selm, United Manufacturing Company, spent the Thanksgiving holidays at the home of his wife's parents in Indiana. Every United employee got a 21-pound turkey for Thanksgiving. Johnny Casola and Ken Sheldon returned home from their travels for Thanksgiving, but roadman Al Thoeke was still traveling around Los Angeles.

Ed Levin, Chicago Coin Machine Exchange, showed the new Thunderbolt bowler at the company plant this week. John Gore, project engineer, returned from conducting a service school at Minthorne Music, Los Angeles.

Milwaukee

Communications to:
 Benn Ollman
 Uptown 3-6018

Coin Firms Report Increase in Takes . . .

Reports from a good cross section of members of the coin machine industry here indicates that cash box receipts have been improving. Spokesmen for most of the major firms reported that comparisons showed takes about equal, and frequently slightly ahead of last year at this time.

Harry Jacobs Jr., back from his 11-day vacation which took him and other Wurlitzer distributor prize winners to Bermuda, reports the trip was a wonderful experience. Sales of the new model Wur-

litzer music machines continue to hit a gratifying pace, according to the front office of the United, Inc., organization.

Jim Mayer, assistant to Stu Glassman informs that operators are stopping in at the Radio Doctors, one stop outlet, in larger numbers than ever for their disk needs. Heavy purchases were noted this week of the following: "Let Me Go, Lover," by Joan Weber, on Columbia; the Crew Cuts' version of "Dance, Mr. Sandman, Dance," on Mercury; Sarah Vaughan's "Make Yourself Comfortable," also on Mercury, and a brace of independent labels, "Naughty Lady," by Archie Bleyer on Cadence, and a newcomer, the Guyden label, with the Esquire Boys' "Rock a Beatin' Boggie."

Operators are definitely leaning toward the eye-catching colors of the new AMI juke boxes, according to Sam Cooper, of the Paster Distributing Company. Which colors do they prefer? Cooper says most orders are coming thru for the charcoal and the Tahitian red. Progress on the construction of the new building going up for the Paster organization is not as swift as the firm would like it to be. Added comment by Cooper revealed that the premium goods department under watchful eyes of Sam Rothman and Jerry Grool, is growing by leaps and bounds.

Top selling disks for the operator trade, according to Bob

Thompson, Capitol Records' boss here, is the new Dean Martin-Nat (King) Cole effort, "Long, Long Ago" backed with "Open Up the Doghouse." According to Thompson, the next big item due to be a big juke box smash hit will be the
(Continued on page 77)

WANTED
 ROCK-OLA 120-SELECTION "COMETS" FOR CASH
 Any quantity. Highest prices paid. Write
BOX 764
 The Billboard Chicago 1, Ill.

ask your routeman . . . he knows!

Rock-Ola EZ accessibility!

all parts... within... easy... reach! so easy to service

Model 1446
 120 SELECTIONS

Model 1442
 50 SELECTIONS

ROCK-OLA HI-FIDELITY Phonographs

120 and 50 selection Models

ROCK-OLA MANUFACTURING CORP.
 800 N. MICHIGAN AVE., CHICAGO 91, ILL.

Seeburg Adds
Continued from page 72

operators might be able to type the names of both sides of a record on the same card. When artists were included on the strips, the operators generally typed in the tunes and the artist on both lines.

The new Seeburg strip splits the dividing line, leaving a space in the middle for the artist's name.

The card measures one by three inches, the same as all standard title strips.

Distribution of the strips will be handled thru Seeburg distributors or thru Star Title Strip Company, Inc., printers of the strips.

The fact that the artist's name has been set apart and made easier to identify indicates that the artist is becoming more and more a drawing card for juke box customers.

According to Seeburg, the new title strip will also cut the time spent in typing the strips by 25 per cent.

Ultrasound Music Box Hi-Fi Converter

Ultrasound's new hi-fi music box conversion kit gives all Seeburg models a brilliant newsound . . . longer life . . . greater earning power. It's the operator's answer to millions of hi-fi music lovers and their ultra dollar market.

Ultra Profits and Savings
 Ultrasound sells for \$59.50 . . . less than one-twentieth the cost of a new hi-fi music box. Easily and quickly installed by following printed directions. Be the first in your city with Ultrasound. For further information write:
ULTRASOUND 2845 Porter Ave. Ogden, Utah

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

THE BILLBOARD INDEX ADVERTISED USED MACHINE PRICES MUSIC MACHINES

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of Nov. 27	Issue of Nov. 20	Issue of Nov. 13	Issue of Nov. 6
AMI				
Model A	\$129.00 165.00	\$129.00 165.00	\$129.00 165.00	\$99.00 129.00 150.00 165.00
Model B	195.00 250.00	195.00 250.00	195.00	175.00
Model C	215.00 250.00(2) 275.00	275.00		225.00 235.00
Model D-40	325.00 329.00 375.00(2) 385.00	325.00(2) 329.00 375.00	325.00 329.00	325.00(2) 329.00
Model D-80	450.00(3) 469.00 485.00	450.00(2) 469.00 475.00	450.00 469.00 475.00	445.00 450.00 469.00 475.00
EVANS				
Constellation	225.00 240.00	240.00	240.00	150.00 240.00
MILLS				
Constellation	175.00	175.00	175.00	65.00 175.00
ROCK-OLA				
1422	50.00 110.00	49.50 110.00	110.00	59.50 110.00
1426	125.00			150.00
1428	125.00			325.00
1434	325.00	325.00	325.00	375.00
1436 Fireball 45 RPM	325.00 375.00	375.00	375.00	395.00(2)
SEEBURG				
M 100-A (78 RPM)	375.00(2) 425.00	375.00 445.00 495.00	375.00 495.00	395.00 425.00(2) 495.00
M 100 B	445.00 495.00			
146	575.00(2)	575.00		
147	89.00 110.00	89.00 110.00	99.00 110.00	99.00 110.00
148	50.00 75.00		119.00	75.00 119.00
148	119.00			
148	150.00			
148 M	95.00 149.00	149.00	149.00	149.00
148 ML	125.00 159.00	139.50 159.00	169.00	169.00
WURLITZER				
1015	75.00 87.50 89.50 95.00 130.00	84.50 89.50 130.00	89.50 130.00	65.00 89.50(2) 125.00 130.00
1080	99.00	99.00	99.00	99.00
1100	195.00 225.00	225.00	225.00	165.00 225.00(2)
1217	159.00	159.00	159.00	159.00
1250	250.00 265.00	265.00	265.00	265.00
1250 Hiway	149.50			
400	390.00 395.00(2)	395.00(2)	395.00(2)	395.00
450	395.00 450.00	395.00	395.00	

How Was Your Timing on . . .

"THE MAMA DOLL SONG"

PATTI PAGE
 MERCURY 70458

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**

**OCTOBER
 4, 1954**

Title Strips
 Ready for Top
 Juke Profits

**OCTOBER
 4, 1954**

CONVENIENT ORDER FORM

There are 20 title strips on each card—10 on side A and 10 on side B. The minimum package includes 2 cards of each record selected (average 10 records—20 cards) delivered weekly for a period of 3 months.

(Cards per Week)	(Cost for 3 months)	(Cards per Week)	(Cost for 3 months)
20 (400 strips)	\$ 9.00	70 (1400 strips)	\$29.00
30 (600 strips)	13.00	80 (1600 strips)	33.00
40 (800 strips)	17.00	90 (1800 strips)	36.00
50 (1000 strips)	21.00	100 (2000 strips)	39.00
60 (1200 strips)	25.00		

Sterling Title Strip Co.
 2 E. 45th St., New York 17

Date _____

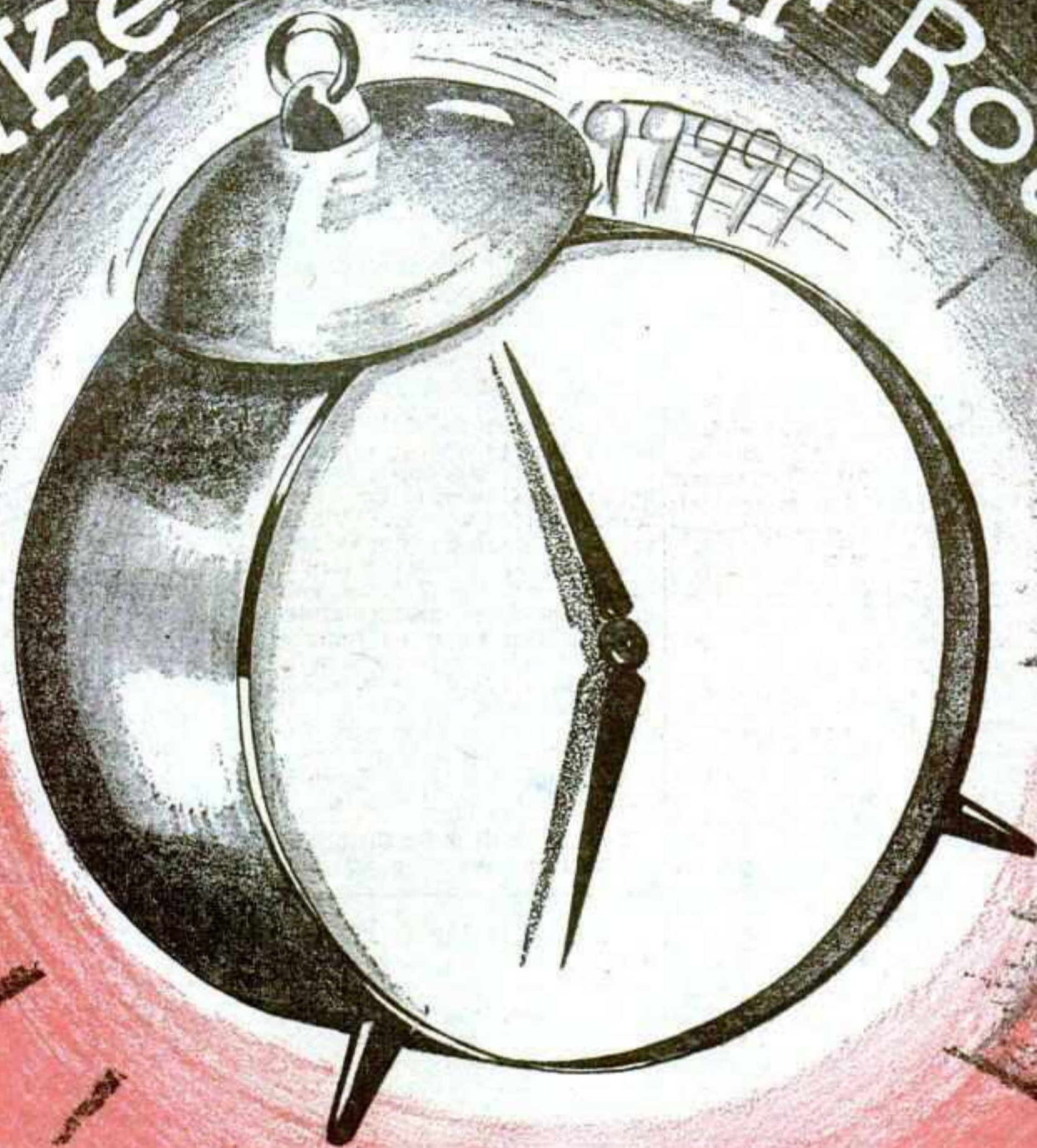
Please start sending me _____ title strip cards of Billboard's "Best Buys" to cost \$ _____ for 3 full months. Payment is enclosed.

Name _____

Address _____

City _____ Zone _____ State _____

Wake Up Your Route



INSTALL THE HIGH EARNING, HIGH FIDELITY

WURLITZER 1700



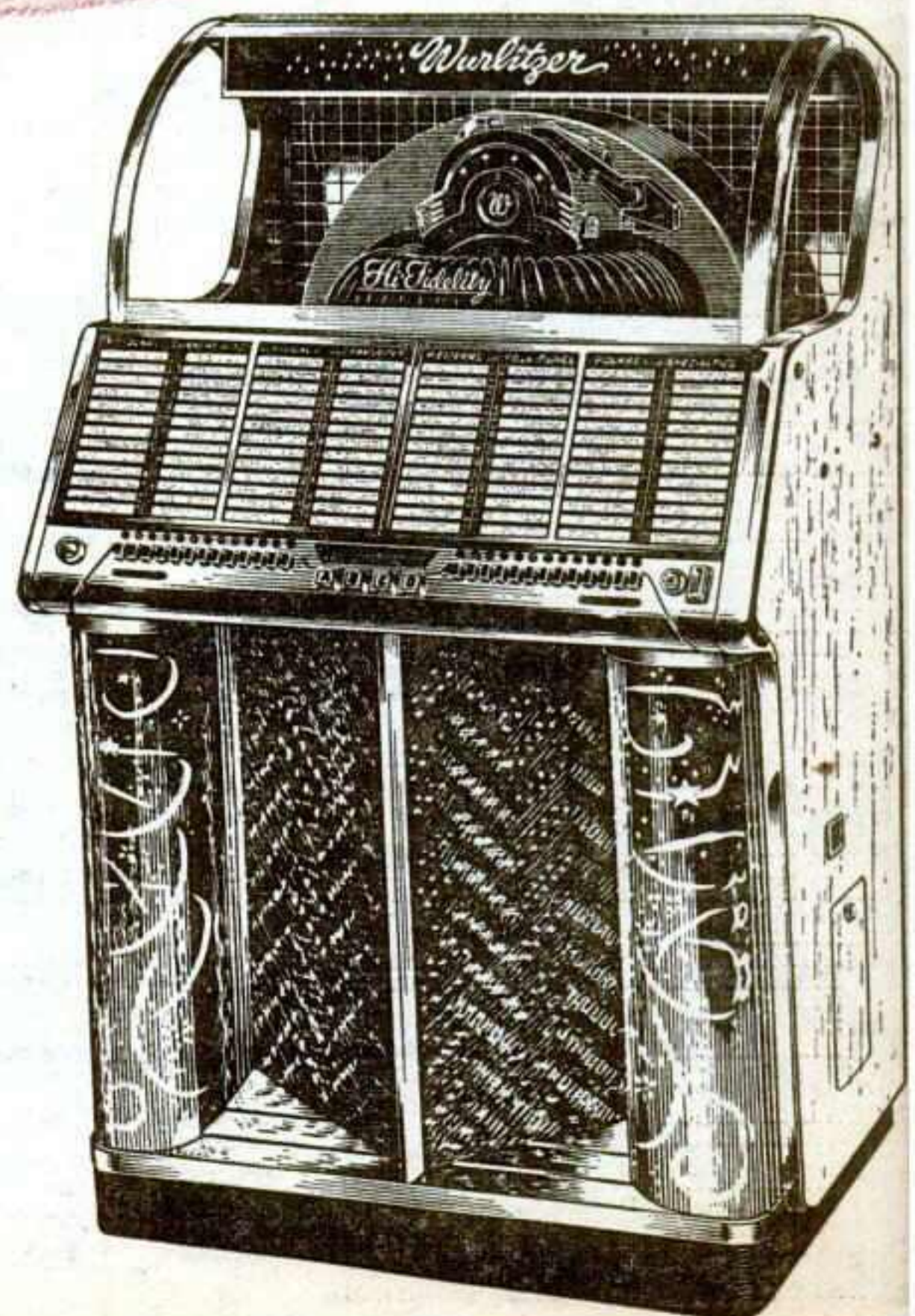
TAKES THE MASK OFF THE MUSIC

Wherever a Wurlitzer 1700HF goes in, take goes up. Its colorful appearance catches more eyes. Its true High Fidelity Tone pleases all ears. These features plus its intriguing Carousel Record Changer keep people playing its 104 selections over and over again. If you want to set yourself in solid with location owners and make yourself more money... this is the Wurlitzer that will do it.

**SEE IT-HEAR IT-BUY IT-AT YOUR
WURLITZER DISTRIBUTOR**

THE RUDOLPH WURLITZER COMPANY
NORTH TONAWANDA, NEW YORK

Established 1856



Turkey Kitty Sparks Chi Op Bowling League

CHICAGO, Nov. 27.—Thanksgiving sweepstakes sparked members of the Automatic Phonograph Bowling League here last Monday (22), adding just a little more zest to the already tight-knit race.

Seven lucky winners walked out with turkey money jingling in their pockets, each just nicking the runners-up by a close margin. The league was divided into seven classes, two in the ladies division and the remainder among the men. The classes were selected according to averages.

Winners were Carl Latino, who rolled 537; Lenny Christiansen, with 541; Mike Blumberg, 543 and high for the evening; Frank Lantz, 480; and George Hall, 414. Lucky among the women were Ellen Brown, with 411, and Millie Nyland, with 369.

Leaders of the league, Oomens Sons, captured three games from Western Automatic, breaking a two-way tie for first place with ABC Music No. 2 and giving them a two game lead.

Tie for second place with ABC Music No. 2 is the team of Mercury Records, who trounced Decca Records for two out of the three games.

Following are the standings after 33 games:

	Won	Lost
Oomens Sons.....	23	10
Mercury Records.....	21	12
ABC Music No. 2.....	21	12
Decca Records.....	19	14
Star Music.....	18	15
Coral Records.....	17	16
Melody Music.....	17	16
Paschke Phono.....	17	16
Western Automatic....	16	17
B & B Novelty.....	15	18
Atlas Music.....	15	18
ABC Music No. 1.....	14	19
Coven Music.....	10	23
Gillette Distr.	8	25

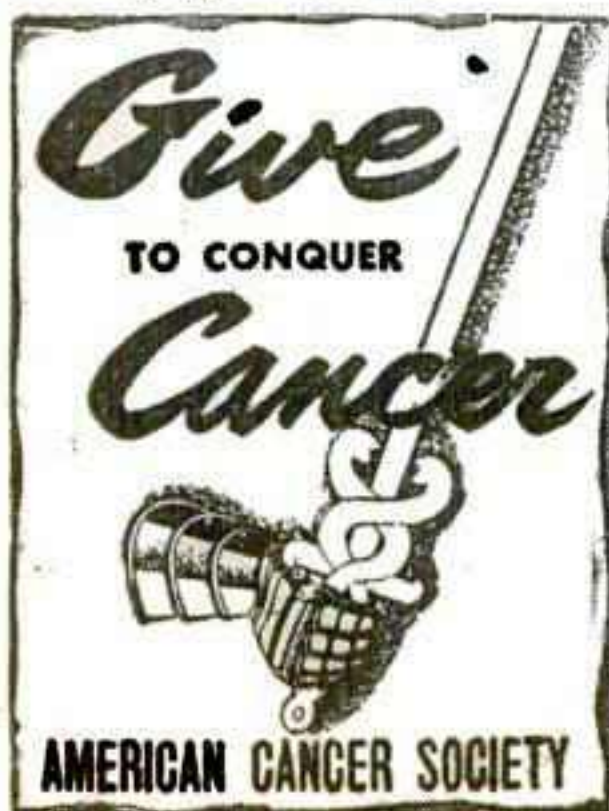
AMI Distrib Exhibits Line At Cafe Fete

NEW ORLEANS, Nov. 27.—The increasing trend of juke box equipment promotion for restaurant locations was again demonstrated November 9, 10 and 11, when Ed Holyfield, manager of the Dixie Coin Machine Company, AMI distributors, set up display space at the All South Restaurant Show.

According to Holyfield, the show offered the juke box industry the opportunity to show prospective customers (and doubting Thomases) the advantages of installing modern high fidelity equipment in their places of business.

Holyfield said that he was confident that operators would be able to make a great many installations from the number of inquiries received at the show. He added that restaurant locations offered operators a chance to expand their music routes without extending their present boundaries.

The restaurant show was held at the Jung Hotel here.



SKED FEB. 1-3 FOR AMUSEMENT TRADE EXHIBIT

LONDON, Nov. 27.—The annual Amusement Trades Exhibition has been scheduled for February 1-3, in the New Hall of the Royal Horticultural Society, it was announced here this week.

Feature billing in the coin machine industry will probably go to Arcadia Automatic Acoustics, Ltd., manufacturers of the Minstrel.

The Minstrel, incidentally, celebrates its first anniversary this month. Owners of the firm, R. and S. Morris, brothers, believe that the gains made during the past 12 months will be far surpassed in the coming year.

Advance Holds 1st Honors in AMOA Bowling

MIAMI, Nov. 27. — Advance Music trounced Marino Music in four games this week to strengthen its hold on first place in the AMOA Bowling League.

Music Makers split with All-Coin Amusements, 2 and 2, to cling to the runner-up position, and Acme Music and Vending captured three out of four from American Operating to land in third place.

In a surprise burst of power, Radio Center mowed down Ross Rock-Ola Distributing in three out of four to maintain its hold on fifth place. All-Coin, Marino Music and American Operating are now sixth, seventh and last respectively in the loop standings.

Lefthander Leon Guss and Irv Rodich continued to pace the Advance squad with outstanding performances. Guss' series of 537 was tops for the evening, as was his 193 for individual high game. Rodich finished with a 492 series. Jack Torrey joined the Advance team but merely rolled for average.

Ross Rock-Ola's Marvin Lieber racked up a one-game 185, and Bill Rio of Radio Center rolled a 188. Buddy Cohen, Acme Music and Vending, notched a one-game 192 and a total of 509 for the evening, to place second in that department behind Guss.

The team captains held a meeting before the evening's play got underway, in order to settle a few league matters. Captains Harold Marcus, Music Makers; Eddie Petrocine, All-Coin; Sammy Marino, Marino Music; Leon Guss, Advance; Eddie Dee, Acme; Buster Anchell, American Operating; Dave Shedd, Radio Center, and Marvin Lieber, Ross Rock-Ola.

The standings:

	Won	Lost
Advance Music	21	5
Music Makers	20½	7½
Acme Music	15½	12½
Ross Rock-Ola	14	14
Radio Center	10	14
All-Coin	8	16
Marino Music	9	19
American Operating ..	8	20

Actually, each team rolls only three games a week but there is a division of four points. The team which emerges with the greatest number of points for the evening (the total of the three games) receives credit for an additional game. In case of a tie in an individual game score, the point is divided half and half. If both teams have the exact total of points for the evening in the three games, a rare occurrence, the extra or fourth point is split. This accounts for the halves in the standings.

Roy Cullo, who is in charge of the league, would like to see the season's winner challenge the winner of the Chicago coinmen's loop.

"Perhaps we could develop an inter-city rivalry," he said. "One year the Miami champions could journey to Chicago, and the next year the Windy City bowlers could come here. It would make interesting competition and might be financed either thru weekly assessments on each player or, perhaps, thru the coinmen's association in each city."

COINMEN YOU KNOW

Continued from page 75

coming Paul Whiteman number, "San" backed with "Wang, Wang Blues." He's already taking orders.

D. B. Dierling, the Lorillard Company sales director for the Wisconsin territory, is the busiest man around town. Dierling and his staff have been jumping in their effort to get a good sales start for the new Old Gold Filter King cigarettes. As soon as all the retailer accounts have been covered, Dierling reports a drive to cover cigarette venders will be instigated.

Philip Kurman, of the D. Kurman Company took part this week in public ceremonies which commenced the construction of a sizable addition to the Mount Sinai Hospital. Kurman is president of the hospital's board of directors. Canteen Company's head man, Erich Rakow was absent from his office this week. Rakow, along with many other local coinmen, took off for a deer hunt.

Deer hunting Ray Van Toor, head of the parts department at Badger Novelty Company, returned from the North Woods early this week with his trophy, a nice sized buck.

Badger Novelty Company's boss, Carl Happel, reports that coin machine sales have been holding up nicely. The new Rock-Ola music machines, both 50 and 120, have accounted for surprisingly fine sales tallies, says Happel. Included in Badger's sales boost have been the sales of bulk vending equipment. "A lot of operators have been discovering lately that there is good money to be made in bulk vending," says Happel.

Frank Bartnik, of Banaco Music, recently became part owner of a new airplane. The craft is a Beech Staggerwing and is a five passenger ship. Bartnik plans to bundle

the family into the plane over the Thanksgiving Holiday to visit with Al Witalis' family in Cleveland. Witalis operates a music and games firm there.

New York

Communications to:
Aaron Sternfeld
PLaza 7-2800

Eppys Leave for Tropic Cruise . . .

Sam Eppy, local charm manufacturer, and Mrs. Eppy, leave next week for a month's cruise of the Caribbeans, visiting Haiti, Puerto Rico and Cuba and winding up the tour at Key West, Fla., where they will be joined by their two daughters, Judy, 16 and Cindy, 11. The Eppys are celebrating their 25th wedding anniversary.

Lou and Howard Herman, Mount Vernon; Cari Pavesi Jr. White Plains, and Jack Wilson, Newburgh, visited 10th Avenue this week. Buddy Fox, Runyon Sales, is back on the job after several weeks of hospitalization. Jerry Levine, Runyon, moved into his new apartment in Brooklyn. Morris Rood reports that the AMI outlet is selling a lot of Bally Rockets.

Bob Slifer, Seacoast Distributors, says Jukette sales are running much higher than anticipated. The firm is advertising in local newspapers in an attempt to hit the home market. Slifer and Charlie Reissman, Seacoast service engineer, visited the New York Operators' Association in Poughkeepsie last week to display the new Rock-Ola.

Marcus Klein held open house for game operators Wednesday (24). Mrs. George Kalabash, wife of the game mechanic, gave birth to a girl Wednesday (24). Al Gilbert, executive secretary of the

Coin Machine Employees Union, reports his conversion business is coming along nicely.

Murray Lax bought some locations from Jack Small. George Ponser, head of the Associated Amusement Machine Operators of New York, reports that game collections are picking up.

Bow Ultrasound Juke Box Hi-Fi Conversion Kit

OGDEN, Utah, Nov. 27. — A new juke box high-fidelity conversion kit was introduced here this week by the Ultrasound Company.

The Ultrasound kit features a custom-wound high-fidelity output transformer, a high frequency speaker and matched output tubes. Selling price is \$59.50 f.o.b. Ogden. The kit, according to Norman W. Cragun, president, and Kenneth W. Thompson, inventor, can be installed in less than an hour. Kits include printed instructions and illustrations. Factory installation will be handled for a slight additional charge, it was announced.

All kits will be sold and distributed thru the factory, Cragun said.

The firm presently has two models ready for delivery. Both are designed to convert Seeburg models. Future plans are to offer kits to fit all makes and models.

A national advertising campaign is scheduled to get under way before the end of the year.

COIN MACHINE NEWS QUIZ

Did you read these exclusive industry news items published in The Billboard—and only in The Billboard—last week?

- **INDIE RECORD LABELS** growing in Milwaukee area. Reports how and why trend is moving this way for independents. How music operators fit into the picture. Music categories with independent record hits. What this growth picture means to operators. (Page 98, The Billboard, November 27.)
- **CHANGE THE COPYRIGHT ACT?** Should writers and publishers be paid for the performance of their music on juke boxes? Or should the Copyright Act of 1909 be left unchanged, thus exempting juke box operators from any obligation for the performance of copyrighted music? Points out why this age-old problem needs industry attention now. Explains what The Billboard plans (Page 98, The Billboard, November 27.)
- **MUSIC OPS GIRD FOR CHRISTMAS** record buying. Record distributors, retail outlets, one-stops get set for holiday rush. Record manufacturers ready promotional guns. What to look for in Christmas disks this year. (Page 98, The Billboard, November 27.)
- **BACKG'D MUSIC IN RESTAURANTS** reported in survey. Survey reports how many of nation's restaurants provide background music, what type of music equipment is used by restaurants which do offer it. Cites reasons why restaurants not using music don't. Restaurants answer what they prefer in background music. (Page 98, The Billboard, November 27.)
- **NAAPPB COIN LINE-UP.** What convention-goers to National Association of Amusement Parks, Pools & Beaches annual show can look for in new coin equipment. Number of coin firms exhibiting and kinds of equipment. (Page 104, The Billboard, November 27.)
- **VENDERS AT SOFT DRINK SHOW.** Significance for vending operators of annual American Bottlers of Carbonated Beverages' convention and exhibit. Vending manufacturers exhibiting. New soft drink equipment trends. What to look for in soft drink vending. (Page 94, The Billboard, November 27.)

IF YOU MISSED READING THE NOVEMBER 27 ISSUE OF THE BILLBOARD YOU MISSED THESE AND OTHER IMPORTANT NEWS STORIES AND FEATURES. ALL OF THESE STORIES WERE EXCLUSIVE IN THE BILLBOARD.

Only The Billboard Gives You News While It's New

A Continuing Story of Leadership in Action

Venders May Travel In Industrial Show

55 Apco Cup Machines Planned; Possibility of Candy, Milk Units

NEW YORK, Nov. 27. — The first vending installation ever to hit the road is being planned here as part of an industrial exhibition which is scheduled to play 42 major cities in 42 weeks before an anticipated audience of 20 million persons.

The show is the Cavalcade of Progress, headed by Robert Bitterner, with S. S. Whyte, concessions director and vice-president, in charge of vending.

Auto. Merch'g. Names Pekin Autosnack Mgr.

CHICAGO, Nov. 27.—Automatic Merchandising Company named Ben Pekin sales manager of its Autosnack Division. Pekin was formerly executive assistant to William Fishman, vice-president of Automatic Merchandising.

Harry A. Winston, president of Automatic, said: "This appointment is in line with our policy of materially expanding our mechanical in-plant feeding business."

Automatic Merchandising's Autosnack Division is currently serving over 20,000 industrial workers with soup, hot and cold sandwiches, milk, coffee, carbonated and non-carbonated soft drinks, salads, ice cream and pastries, Winston said.

He declared that "commitments as of the first of the year will double the number of employees thus served. This method of in-plant feeding has passed the experimental stage and is being used from New England to California in some of the country's biggest name industrial plants."

Jo-Lo Sales Up 20% Over '53

JERSEY CITY, Nov. 27.—Joe Tanzer, head of the Jo-Lo Perfumatic Corporation, said that sales of the firm's cologne vender are currently running 20 per cent ahead of a year ago, with an estimated 10,000 units on location in the country.

He added that sales to Southern theater chains are going strong. The firm is now making cabinets with a material it calls Crinkle Pearloid.

Reynolds Head Blasts ACS on Cancer Stand

NEW YORK, Nov. 27.—An attempt on the part of the American Cancer Society to destroy the tobacco industry was charged this week by E. A. Darr, president of the R. J. Reynolds Tobacco Company.

Speaking at a Security Analysts' luncheon here, Darr accused the ACS of adopting a "guilt by association" policy in blaming cigarettes for lung cancer. (Actually, the ACS did not "blame" cigarettes for lung cancer. It did claim that the incidence of lung cancer was higher among cigarette smokers.)

Darr's statement had been interpreted in trade sources as an indication that cigarette manufacturers were ready to fight any further attempt to link lung cancer with cigarette smoking.

COP is reportedly on the verge of a deal with Apco whereby the show will buy 55 drink machines to be used instead of stand concessions. Whyte said the breakdown will probably be 10 combination SodaShoppes-CoffeeShoppes, 20 Refreshomat non-carbonated drink venders and 25 three-selection SodaShoppes carbonated drink units. Whyte added that he had been discussing the purchase with Mel Rapp, Apco executive vice-president.

Outdoor Dates

The show will play outdoor dates exclusively, beginning with Miami, February 15. Other dates include Atlanta, Birmingham, Memphis, Richmond, Washington, Philadelphia, New York, Boston, Syracuse, Buffalo, Detroit, Milwaukee, St. Paul, Omaha, Des Moines, Chicago, Toledo, Pittsburgh, Indianapolis, Cincinnati, Louisville, St. Louis, Kansas City, Tulsa, Dallas, (Continued on page 83)

VENDOL

Multi-Purpose Vender Makes British Preem

LONDON, Nov. 27.—Vendol, a new multi-purpose automatic merchandiser made by Brecknell, Dolman & Rogers Ltd., is currently in production in the United Kingdom.

The vender will sell wrapped and unwrapped items of varying sizes. Its operation is vaguely similar to that of the Danish Wittenbourg, with three columns of 28 compartments each, two columns of 14 compartments each, and three columns of 28 compartments each, with each column series vending articles at different prices.

The vender is six feet high, two feet five inches deep, and two feet seven inches wide. Compartments rotate at the rate of two revolutions a minute, allowing all the items to be seen thru the three plate glass windows on the side. Illumination is provided for product display.

Verticle Spindle

The eight columns, which are mounted on a verticle spindle in the center of the vender, are driven by a small motor with a reduction gear, and independent switching is provided for the illumination and the drive.

The vender is operated by inserting the coin, waiting for the desired compartment to reach the operating position, then sliding open the appropriate door. The

The current line has been to deny these charges, while making no specific attacks on their sources.

Darr also hit on tax policies, pointing out that in New York, taxes represent 50 per cent of the 24-cent cigarette package cost. He added, tho, that the present federal levy of 8 cents a pack would drop to 7 cents in April when the 1-cent extra tax levied at the outbreak of the Korean War is due to end.

He predicted that Reynolds' fourth quarter earnings would be less than the third quarter net, since the last quarter has been consistently lower. But, he said that the company's new filter-tip brand, Winston, was showing a sharp sales increase, while Camels remain the nation's top-selling brand.

CANTEEN V-P:

Venders Key To Greater Milk Sales

ROCHESTER, N. Y., Nov. 27.—Vending machines are the key to solving the milk surplus problem, H. E. Sponseller, vice-president, Automatic Canteen Company, said Tuesday (23) in a speech before the Rochester Sales Executives Club.

"In 1953, the U. S. Government purchased about 8,000,000 pounds of surplus milk and milk products because they could not be sold to the public," Sponseller said. "Vending machines are making a dent in this surplus because sales made thru these machines are sales which would not otherwise be made."

"The response from the dairy industry has been, to put it mildly, wildly enthusiastic. Almost from the first, one of the primary advantages of automatic merchandising became apparent: the product sold thru the machines meant 'plus' sales for the supplier."

"Instead of taking business away from the door-to-door delivery men or stores, the use of milk venders has actually boosted total milk consumption."

\$500,000 Expansion Earmarked by Eppy

Floor Space to Be Tripled; \$200,000 Set Aside for Equipment, Rest for Plant

JAMAICA, N. Y., Nov. 27.—The largest expansion move ever to be made in the charm field will get underway early in January when Samuel Eppy & Company, Inc., launches a \$500,000 building program.

Some \$300,000 has been budgeted for the building, a two-story affair with 30,000 square feet of floor space, and another \$200,000 for equipment, including the latest injection molding presses, vacuum plating department, machine shop and research laboratory.

Four years ago, Eppy moved into his then-new building, an 11,200-square foot one-story structure costing \$140,000. At the time, Eppy felt it would serve his needs for many years. The new structure will have nearly three times the floor space.

Independence Sought

Behind the expansion move is the desire of Eppy to become less dependent on subcontractors and handle as many of the operations—particularly vacuum plating (for which \$100,000 has been allocated)—himself.

Eppy explained that the current growth and nature of the charm business had forced the expansion move. The firm, he said, has outgrown its sources of supply in

many of the pre-assembly processes.

Then too, he added, the lives of charm items are becoming shorter, with a constant demand for new molds and shorter production runs on individual charms.

Research, Development

This added variety, Eppy said, requires a degree of research and development that had hitherto been lacking among subcontractors. He maintained that such developments as vacuum plating, metal barreling, placement of labels and printing on plastics and using two (Continued on page 83)

Calif. Cig Ops Mull Proposed 2c Cig Levy

LOS ANGELES, Nov. 27.—A 2-cent-per-package tax on cigarettes is being considered by John M. Peirce, State director of finance, as a means of balancing the budget. At the present time, California is one of the seven States without such a levy.

Talk of the tax came about following the announcement that the budget for 1955-'56 would be \$1,500,000,000. The State is reported to be showing a monthly deficit of \$7,000,000.

On the basis of the deficit, one operator said he believed the assessment of the tax inevitable. Another declared that it was too early to make any predictions. The levy, it was almost generally agreed, has a 50-50 chance of passing.

Operators will oppose the tax. (Continued on page 83)

Perfume-a-Spray Names National Sales Distributor

MAPLE SHADE, N. J., Nov. 27.—Paul Sanford, sales executive of Perfume-a-Spray Products, Inc., announced this week that Steifel & McDevitt, Philadelphia, has been appointed exclusive national distributor for the firm's cologne spray vender in all States except Louisiana, Mississippi, Alabama and the six in New England.

He explained that the firm would continue with direct factory sales in the New England and Gulf areas. Perfume-a-Spray began production in March and is currently manufacturing 300 venders a month, according to Sanford.

The vender is 12.5 inches high, 18.5 inches wide and lists for \$74.50. It offers three selections with dial control. Capacity is three four-ounce bottles, capable of delivering 3,000 sprays at 10 cents a spray.

Jackson Heads Cont'l Coin

CICERO, Ill., Nov. 27.—P. J. Jackson became the sole owner of Continental Coin Devices, Inc., following his purchase of Bernard J. Kiley Jr.'s interest in the firm. Continental manufactures coin changers, service and built-in types, penny refunders and a new token vender.

Kiley sold his partnership to devote full time to his own operation, Airport Vending Service, Inc. A new Continental penny refunder, designed for installation in Bert Mills Coffee Bars, can be mounted inside without drilling holes. Price: \$44.50. The token vender, at \$89.50 for one-coin models (10, 25-cent operation) has up to 1,250 capacity. Two-coin models (for 15, 20-cent operation) are priced higher.

According to Jackson, the token machine is designed for installation in department stores, offices, etc., for shoppers and employees' convenience. Idea: To avoid crowding at subway and transit turnstiles in metropolitan centers such as New York City, tokens could be purchased at the person's leisure.

While the operator would pay full value for tokens purchased from the transit company, he would realize a profit on rental fee charged locations, Jackson said.

Hebel Names 7 Distributors

ADDISON, Ill., Nov. 27.—The Fred Hebel Corporation announced the appointment of seven new distributors for its line of selective ice cream machines.

They are Uneeda Vending Service, Brooklyn; Mid-Atlantic Distributors, Washington, D. C.; G & W Vending Company, Spartanburg, S. C.; Al Weidman, Vero Beach, Fla.; Charles Cleaver, Warren, O.; Edward Granger, Mission, Kan.; and County Sales of California, San Diego.

Uneeda, headed by Nat Hockman, will cover New York, New Jersey and Connecticut for Hebel; Mid-Atlantic, headed by Bayne Phipps, has Eastern Pennsylvania, Delaware, Maryland, West Virginia, Virginia, North Carolina and Washington, D. C.

G & W, headed by Walter Demopoulos, will cover South Carolina and Georgia; Al Weidman, Florida; Charles Cleaver, Michigan, Ohio, Western Pennsylvania; Edward Granger, Western Missouri, Arkansas, Oklahoma, Kansas, Nebraska, Colorado, New Mexico, and County Sales, headed by Larry Granfield, Arizona, Utah, Nevada and California.

All distributors will sell and service the Hebel line. All are factory trained on the equipment, and were chosen on the basis of their knowledge of the industry as well as of ice cream vending, Bernard Osmond, Hebel sales manager, said.

NAMA Sees 7% Increase In '54 Vending Sales

CHICAGO, Nov. 27.—More than \$1.5 billion in sales will have been rung up by at least 2,800,000 vending machines by the end of 1954.

Thus predicted National Automatic Merchandising Association this week. These figures would represent an increase of 7 per cent over estimated 1953 sales.

NAMA predicted that dairy products would lead the field in percentage increase of business over last year with estimated ice cream sales up substantially and milk up 32 per cent. The trade group estimated that 16,000 milk

machines would vend \$22,400,000 in milk; 20,000 ice cream machines \$20 million in ice cream.

Coffee vending, according to NAMA's prediction, would show a 30 per cent increase for 1954 over last year, mainly because of the increased use of vending machines for the coffee break.

"Big Three"

The "big three" of automatic merchandising continued to be cigarettes, soft drinks and candy—in that order. While cigarette machines account for just 16 per cent of the total number of venders (Continued on page 83)

ICE CREAM VENDING

Variety Helps Lick 1st Year Sales Dip

CHICAGO, Nov. 27.—Is a steep decline from first-year volume inevitable in ice cream vending machine sales—or can multi-flavor machine—and a variety of ice cream products lick this problem?

That question was probed by a five-man panel at the NAMA show last month. The panel consisted of Melvin H. Wainer, Pony Boy Ice Cream Company, Lancaster, Pa.; S. Charles Bennett Jr., G. B. Macke Corporation, Washington, D. C.; Alfred Cutter, Automatic Ice Cream Sales, Dorchester, Mass.; Michael N. Mallis, The City Vending Company, Baltimore, and M. L. McNaghten, Norfolk.

Panel consensus: Merchandising—flavor rotation and point-of-sale aids—greatly help maintain a steady volume.

Many operators agreed that single or dual-flavor ice cream machines vend high sales volume in the first year on location, followed by a slump of about 50 per cent in the second year, and often dropping even further in the third year before leveling off at about 35 to 40 per cent of the first year's business.

Cutter said multi-flavor machines and rotation of flavors eliminated the drop for his firm's ice cream venders. Wainer reported that by using 10 different types of ice cream products—instead of the two or three available a few years ago—his company had recovered part of its drop in sales volume.

Wainer said that in non-transient locations, sales are now being maintained at about 60 per cent of the first year level. He added that an effort is made to keep customers guessing as to what is coming into the machine next.

However, a New York State operator with an extensive ice cream operation declared that in general the operator must expect the decline from first-year sales, accept it and base his calculations of operating costs and income on second-year volume.

But the panel agreed: Greater variety helps hold up volume, offset first-year declines.

Wainer, chairman of the panel, suggested that operators should act together in asking local dairies for new ice cream products. Combined purchasing power may swing more new products for a group of operators rather than just one, he said.

Wainer told of successful ex-

periments with ice cream bars without a coating. He said that after the standard vanilla, chocolate and strawberry flavors, his biggest seller was an uncoated butter pecan bar which the dairy sold him for the same price as a chocolate-coated vanilla bar.

An uncoated black raspberry bar was a big favorite in his Pennsylvania-Maryland territory, Wainer revealed. He said that even an uncoated vanilla bar had been tried with favorable results.

Bennett reported his firm had been successful vending a strawberry Chokow (chocolate-coated strawberry), a chocolate-coated chocolate bar and a butterscotch-coated vanilla bar—as well as with fruiticles, orange creamicles, chocolate creamicles, vanilla sandwiches, three-flavor sandwiches, chocolate wafers on sandwiches and chocolate sandwiches.

Some operators prefer keeping their standard and novelty flavors in the same columns of the machine, others preferred switching them, the panel found.

Point-of-Sale Signs

Point-of-sale signs got a big show of interest at the ice cream meeting. Bennett displayed a gummed Scotchlight sign—printed and supplied by the dairy—he had used for his company's summer schedule of 16 different bars. All agreed that the best point-of-sale sign was one which could not easily be torn off by vandals. Electric and flashing signs also came in for discussion.

"Melt-downs"—caused by breaks in electric current—are a big problem in ice cream vending, operators agreed. The consensus of the meeting on melt-downs was that no more than 2 per cent per route should be considered normal. Various ways for holding melt-downs to a minimum were discussed: Printed labels on the electric cords stating that there is ice cream refrigeration (or milk) connected in the line 24 hours a day; special types of plugs (twist-lock), special types of clips to hold plugs in outlets; run special lines and special fuse boxes; inspect compressor periodically; wiring directly into the machine so that there is no plug to be disconnected.

Twice-a-day servicing—where possible—will cut melt-downs 50 per cent, one operator reported.

Mallis said he would like to see an ice cream package devised which would retain liquid ice cream, so that when a melt-down does occur, the products would not run all over the inside of the machine.

Fla. Cities Get \$1,217,866 From State Cig Tax

TALLAHASSEE, Fla., Nov. 27.—Florida's cigarette tax produced \$1,217,866 in September for municipalities, Beverage Director A. E. McKinney reported.

McKinney said Miami received the largest share, \$180,278.

Other large distributions from the nickel-a-pack levy included \$111,125 to Jacksonville, \$103,040 to Tampa and \$54,584 to St. Petersburg.

The balance of the September collections, amounting to \$332,536, goes into the State general revenue fund.

Ferrara Warns Ops On High Peanut \$\$

CHICAGO, Nov. 27.—Ferrara Candy Company warned vending operators this week to keep a good stock of sweet shell vending candies because of the skyrocketing price of peanuts.

George F. Eby, manager of the firm's vending division, said the average price of salted Spanish peanuts was about 32 cents a pound, while sweet shell vending candies are selling at 26 cents.

New Beverage Cooler

HUDSON, Wis., Nov. 27.—a new self-contained beverage cooler was announced by Nor-Lake, Inc., manufacturers of commercial refrigeration equipment.

Called the Model SD-52, the unit holds 150 12-ounce bottles or 180 7-ounce bottles. Used for milk, it holds 300 half-pint bottles or 600 half-pint cartons.

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Doll Baby	15.00	20.00
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Magic Photo Ring	12.50	20.00
Salt & Pepper Shaker, Plastic	12.50	20.00
Salt & Pepper Shaker, Metal Top	14.00	21.00
Hunting Knife	16.50	22.00
Slingshot	12.50	20.00
Lorgnette Glasses	13.50	20.00
Stamp Pad Ring	13.50	20.00
Snap Spin Top	8.00	16.00
Wire Puzzle	7.00	21.00
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Rocket Puzzle	15.00	20.00

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All machines vend King Size and Standard Brands in all columns—including matches. Can be set for either 25c or 30c operation. (\$5.00 additional for 30c vending.)

Christmas Specials!

Uneeda Model E 12 Cols., 300 Cap. . . . \$82.50
DuGrenier Champion 9 Cols., 420 Cap. . . . \$87.50

UNEEDA CIGARETTE VENDORS

Model E, 6 Cols., 180 Cap. . . . \$ 75.00
Model 500, 9 Cols., 350 Cap. . . . 135.00

ROWE CIGARETTE VENDORS

Imperial, 6 Cols., 180 Cap. . . . \$ 85.00
Imperial, 8 Cols., 240 Cap. . . . 90.00
President, 8 Cols., 320 Cap. . . . 130.00
Crusader, 8 Cols., 380 Cap. . . . 145.00
Diplomat Electric, 8 Cols., 340 Cap. 145.00

CANDY MACHINES

U-Select-It, 74 Cap., Wall Model \$ 52.50
Stoner Candy, Prewar, 8 Cols., 160 Cap. . . . 135.00
Rowe Candy Merchant, Late Model, 7 Cols., 158 Cap. . . . 145.00

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MILK VENDING

Do Third Flavors Create New Sales?

CHICAGO, Nov. 27.—Novelty flavors in milk vending was the subject of lively argument at the dairy products panel discussion meeting at last month's NAMA show. At the session flavor rotation in ice cream vending was also a headline topic (see separate story).

Central question before the floor: Does a third flavor actually create sales that would not otherwise be made, or would an increase be realized just as well by using the additional capacity for chocolate milk?

Some operators reported that a "third flavor"—in addition to plain milk and chocolate drink—definitely increases milk vending sales. Other operators who had been using a third flavor for a few months reported sales increases, but contended that it was too early to determine whether the increase would hold up or whether it was temporary—due merely to the novelty of the third flavor.

Panel members were Melvin H. Wainer, Pony Boy Ice Cream Company, Lancaster, Pa., chairman; S. Charles Bennett Jr., the G. B. Macke Corporation, Washington, D. C.; Alfred Cutter, Automatic Ice Cream Sales, Dorchester, Mass.; Michael N. Mallis, the City Vending Company, Baltimore, and M. L. McNaghten, Norfolk, Va.

Cutter said third flavors do help milk vending sales, pointed out that his firm was using "coffee milk"—a coffee-flavored skimmed milk drink—as the third flavor, and that "it constitutes a good part of the sales." Strawberry milk was also mentioned by both Cutter and Bennett as an alternative third flavor. Buttermilk and fat-free milk were discussed, but it was generally agreed demand was slight.

Mallis revealed that his firm had replaced a white and chocolate milk vender with a three-selection machine it used to vend an orange drink as the third flavor and that "the orange drink was sold at the expense of the other two items."

Whether white milk outsells chocolate or vice versa appeared to be a moot question. One audience member said that while milk was a three-to-one favorite over chocolate in one of his factory locations, the reverse was true in another factory of the same type. Wainer said that milk is always a good seller in locations where men are welding, that the use of torch against metal causes a bad taste in the mouth which milk dispels.

One operator reported that white milk sold much better in quarts than in any other size, although some operators declared that in locations where women are the principal customers—and among men and women in office locations—the half pint is the only size that will sell, but that in industrial, military and school locations, pints are most in demand.

Flavor Rotation

The problem of flavor rotation in both ice cream and milk vending came in for major discussion. It was pointed out that unlike candy or cigarette vending, dairy products vending requires that if the operator wants to change one selection, any unsold remainder is a total loss.

Dairy-delivered versus operator-delivered milk was another headline discussion topic. The majority of operators at the meeting reported their milk machines were filled by local dairies, although some indicated that they are interested in making a study of the profit possibilities in handling their own deliveries.

At the session dairies were credited with a major advantage in that they have a network of routes. Thus the dairy can assign the vending locations to its regular drivers who make deliveries to wholesale accounts. The operator with a large number of locations might not be able to service all of them early in the day with his own drivers, and if his men did not get around to some machines until

late in the day, those machines would be selling day-old milk most of the time.

Mallis cited health department regulations, pointing out that in his own area milk may not be vended more than 36 hours after pasteurization. Therefore the sooner the milk reaches the machines, the longer will be the period of time during which sales can be made, and the fewer will be the returns, he said. Similarly, maximum speed is required in covering all locations to pick up any unsold remainder at the end of the 36-hour period.

Dairy Servicing

Operators at the session also agreed that dairy servicing is better for handling returns. Without exception, it was reported that dairies would take back unsold milk that is picked up by their own drivers but would not accept it when picked up by the operator.

Wainer said that on his firm's routes, the dairy driver had the responsibility of adjusting the machine's capacity to the location's demand. If the vender is not selling enough, the dairy driver cuts the delivery; if it begins to increase

in sales volume, the dairy driver services it more often. Exceptions to the general practice of dairy-delivered milk were noted by some operators. A heavy-volume location with a high concentration of machines—such as a large military base—was mentioned as one instance where it would be practical for the operator to service his own milk machines. Wainer said that the local dairy his firm buys from does not make Sunday deliveries to wholesale customers, so that his truck must deliver the milk to these customers on Sunday each week.

One automatic merchandiser with a large milk vending operation said that his drivers service the machines. He argued that if an operator has sufficient milk sales volume, and if he can get a license, the saving in dairy delivery charges definitely makes it worthwhile to handle the servicing of its own machines.

The problem of specialized equipment for milk deliveries was also discussed. Wainer stated that his Sunday milk deliveries were handled by his ice cream truck which on that day is loaded half with milk, half with ice cream. Asked about the temperature problem while carrying these two products in the same truck, he replied that the arrangement was possible only because the milk remained in the truck for little more than an hour. He said that if a longer period of time for transportation were required, some other arrangement would have to be made.

THE BILLBOARD INDEX

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.

	Nov. 20 Issue of	Nov. 20	Issue of Nov. 13	Nov. 13	Issue of Nov. 6	Nov. 6
Advance Model D Ball Gum.	\$6.45	\$6.45	\$6.45	\$6.45	\$6.45	\$6.45
Advance No. 11 Mds.	5.95	5.95	5.95	5.95	5.95	5.95
Andico Coffee Vendors	395.00	395.00	395.00	395.00	395.00	395.00
Bradley Seniors (2 sel.)	200.00	200.00	200.00	200.00	200.00	200.00
Columbus 1c	6.50	6.50	6.50	6.50	6.50	6.50
Craig Ice Cream Bar	125.00	125.00	125.00	125.00	125.00	125.00
DuGrenier Champion (9 col.)	87.50	100.00	100.00	100.00	100.00	100.00
DuGrenier Cigar (7 col.)	75.00	75.00	75.00	75.00	75.00	75.00
DuGrenier Cigar (9 col.)	95.00	95.00	95.00	95.00	95.00	95.00
DuGrenier Model W. (9 col.)	125.00	82.50 125.00	82.50 125.00	82.50 125.00	82.50 125.00	82.50 125.00
DuGrenier Model S (7 col.)		85.00	85.00	85.00	85.00	85.00
DuGrenier Model V (7 col.)		90.00	90.00	90.00	90.00	90.00
Eastern Electric (8 col.)	115.00	115.00	115.00	115.00	115.00	115.00
Exhibit Card Vendor, 1c	15.00	15.00	15.00	15.00	15.00	15.00
Foot Ease	129.50(late)	95.00	129.50(late)	129.50(late)	129.50	129.50
Hupp Single Drink	110.00	110.00	110.00	110.00	110.00	110.00
Keeney Electric (9 col.)	145.00	145.00	145.00	145.00	145.00	145.00
Master 1c & 5c	6.95	6.95	6.95	6.95	6.95	6.95
Master 1c	6.50	6.50	6.50	6.50	6.50	6.50
Master 5c	6.50	6.50	6.50	6.50	6.50	6.50
Mills Single Drink	150.00	150.00	150.00	150.00	150.00	150.00
Mills 3 Drink	185.00	185.00	185.00	185.00	185.00	185.00
National 930	95.00 130.00	95.00 130.00	95.00 130.00	95.00 130.00	95.00 130.00	95.00 130.00
National 950	110.00 145.00	110.00 145.00	110.00 145.00	110.00 145.00	110.00 145.00	110.00 145.00
Northwestern 33 Ball Gum	6.50	6.50	6.50	6.50	6.50	6.50
Northwestern Deluxe 1c and 5c	12.00	12.00	12.00	12.00	12.00	12.00
Northwestern Model 39, 1c	7.95	7.95	7.95	7.95	7.95	7.95
Pop Corn Sez	69.00	69.00	69.00	69.00	69.00	69.00
PX Electric (8 col.)	110.00	110.00	110.00	110.00	110.00	110.00
PX Electric (9 col.)	125.00	125.00	125.00	125.00	125.00	125.00
Revo Ice Cream Cup	125.00	125.00	125.00	125.00	125.00	125.00
Rowe Candy Merchant (7 col.)	165.00	165.00	165.00	165.00	165.00	165.00
Rowe Crusader (8 col.)	145.00	145.00	145.00	145.00	145.00	145.00
Rowe Diplomat Electric (8 col.)	165.00	165.00	165.00	165.00	165.00	165.00
Rowe Electric (8 col.)	95.00	95.00	95.00	95.00	95.00	95.00
Rowe Imperial Cig. Vendor	55.00	55.00	55.00	55.00	55.00	55.00
Rowe Imperial (6 col.)	85.00	85.00	85.00	85.00	85.00	85.00
Rowe Imperial (8 col.)	90.00	90.00	90.00	90.00	90.00	90.00
Rowe President (8 col.)	130.00 155.00	130.00 155.00	130.00 155.00	130.00 155.00	130.00 155.00	130.00 155.00
Rowe President (10 col.)	155.00	155.00	155.00	155.00	155.00	155.00
Rowe Royal (8 col.)	100.00	100.00	100.00	100.00	100.00	100.00
Silver King 1c Ball Gum	7.45	7.45	7.45	7.45	7.45	7.45
Silver King 1c Mds.	7.45	7.45	7.45	7.45	7.45	7.45
Silver King, 5c	7.45	7.45	7.45	7.45	7.45	7.45
Sneads	125.00	125.00	125.00	125.00	125.00	125.00
Stoner Candy (6 col.)	135.00	135.00	135.00	135.00	135.00	135.00
Super-Vends (3 sel.)	200.00	200.00	200.00	200.00	200.00	200.00
Uneeda Candy (5 col.)	65.00	65.00(2)	65.00	65.00	65.00	65.00
Uneeda Model E (6 col.)	75.00	75.00	75.00	75.00	75.00	75.00
Uneeda Model E (12 col.)	82.50	90.00	90.00	90.00	90.00	90.00
Uneeda Model 500 (9 col.)	100.00	100.00	100.00	100.00	100.00	100.00
Uneedapak Model 500 (9 col.)	135.00	135.00	135.00	135.00	135.00	135.00
Uneeda Model 500 (15 col.)	110.00	110.00	110.00	110.00	110.00	110.00
U-Select-It	52.50	52.50	52.50	52.50	52.50	52.50

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Venders Aid Milk Sales, Expert Says

HARTFORD, Conn., Nov. 27.—Milk is more easily available to Connecticut residents than in previous years, according to Dr. Stewart Johnson, professor of agricultural economics at the University of Connecticut.

He attributes this factor to the presence of more than twice as many vending and dispensing machines for milk in Connecticut as there were a year ago. Professor Johnson has surveyed three types of dispensers: Outdoor coin vending machines, usually for quart or half-gallon containers; indoor vending machines, usually for half-pint or one-third quart containers, and dispensing machines used in restaurants for filling cups or glasses.

Professor Johnson says there were 368 milk dispensing machines in Connecticut restaurants at the time of his recent survey. Last spring there were 225. Health permits for machines of this type were first granted in October, 1953, under new legislation.

Large outdoor vending machines numbered 26 at the time of his survey. Last May there were five such machines in the State. A year ago there was one.

There are about 400 indoor vending machines in the State for small containers of milk or chocolate milk, compared to about 360 a year ago. Most of these are in industrial locations, altho some are situated in schools and gasoline service stations.

9,874 ATTEND '54 ABCB MEET

WASHINGTON, D. C., Nov. 27.—The American Bottlers of Carbonated Beverages announced this week, following complete tabulations, that the ABCB convention held in Philadelphia this month was the second largest in the 36-year-old history of ABCB conventions (The Billboard, November 27).

The soft drink trade group reported that 9,874 persons attended the show—only 156 short of the all-time attendance record of 10,030 in 1947.

The attendance breakdown showed that 3,144 of the total attendance were owners, partners or executives of bottling plants; 3,026 representatives of some 350 associate member supply firms, and 1,409 women.

Pepsi Dividends Top 1953 by 15c

NEW YORK, Nov. 27.—A regular dividend of 25 cents and an extra dividend of 15 cents, both payable December 31 to stockholders of record December 10, was declared this week by the Pepsi-Cola Company.

These dividends bring total disbursements for the year to 65 cents, 15 cents more than was paid last year. The company will pay on a quarterly basis next year.

Alfred N. Steele, Pepsi-Cola president, said that for the last 50 straight months, Pepsi case sales have topped the corresponding year-earlier months.

He added that the firm's rate of growth is well ahead of that of the carbonated beverage industry as a whole.

Plastic Processes Sets New Charms

FREEPORT, N. Y., Nov. 27.—Plastic Processes, Inc., this week announced that its latest charm line would include Smokey Joe, miniature skull with a cigarette in its mouth, and the Searchlight, in five parts. Both items are designed primarily for capsule vending.

The firm is also making the College Set, featuring eight pennants and a pin, each pennant with a miniature football and jump ring. Ten new puzzle games and a Tic Tac Toe game are also available for capsules.

Bill Falk, Plastic Processes president, said the firm is working on new charms which will be released soon.

Turman in Canned Pop

LOS ANGELES, Nov. 27.—O. A. Turman Beverage Company here is now offering 15 non-carbonated drinks in six-ounce cans and serving as national brokers for the Treesweet line for the vending industry. Firm also carries straws and accessories for drink venders.

Otis Turman, head of the firm, said that the Treesweet line includes lemonade, orange juice, grapefruit juice, grape drink, and orange drink.

Other flavors carried in stock include tomato, combination vegetable, chocolate, grape, apricot, apple, peach and pear nectars, and apple juice.

Personality Pays For Cigarette Op

HARTFORD, Conn., Nov. 27.—One Connecticut cigarette vending machine operator—Eddie Allen of Hartford—has found that personality can pay off.

"I've got a route of 100 machines, built up from 30 units over the past couple of years, and have discovered that treating a person amiably can be a great help in making money in this business," the Hartford musician-turned-coin operator reports.

The operator, a Hartford resident, is on his route from 8:30 a.m. to 6 p.m., Mondays thru Fridays. "With 100 machines to cover, I find that there isn't too much time to kill between stops, especially when I want to make sure that all machines are in perfect working condition; also, that the machine fronts are immaculate, even down to the glass."

For the latter purpose Allen dutifully carries along window cleaning equipment in his car, whipping out the brush, et al, to do a fast once-over on the glass portion of his machine.

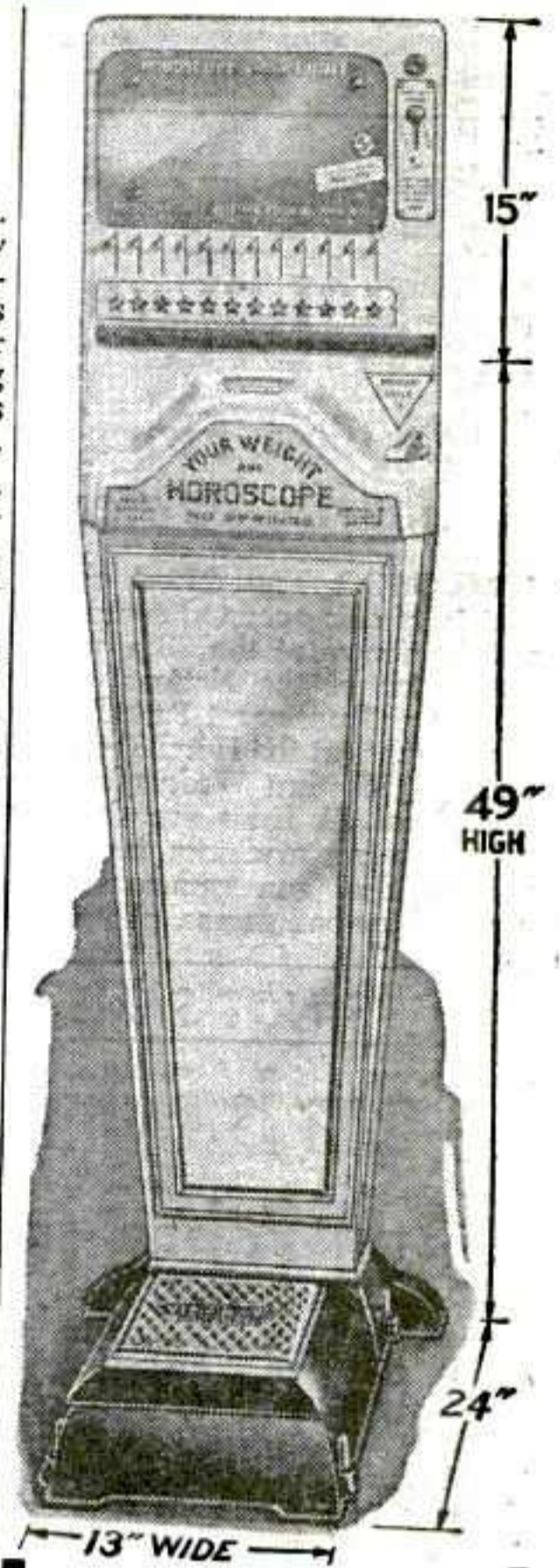
"It all goes to prove," he says, "that if you keep yourself clean, your machines clean, and the conversation on a high level you're certain to come out ahead of the game!"

Allen operates out of Bell Cigarette Machines, headed by Irv Mackler.

Schweppes Beverage In 114 U. S. Cities

NEW YORK, Nov. 27.—Schweppes Quinine Water is now available in 114 metropolitan markets in the U. S., James B. Somerrall, vice-president of Metropolitan Bottling Company, Inc., announced. It was introduced in this country in New York, May, 1953.

Metropolitan, a wholly owned subsidiary of the Pepsi-Cola Company, and Pepsi-Cola franchise bottlers, bottles Schweppes products in North America.



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Variety to Keynote Coin Exhibits at NAAAPPB Show

21 Coin Firms to Display Gun Games, Shuffle Bowlers, Rides, Arcade Units

CHICAGO, Nov. 27.—A record variety of coin-operated equipment will be shown at the 36th annual convention of the National Association of Amusement Parks, Pools and Beaches at the Hotel Sherman, Sunday (28) thru Wednesday (1).

At least 21 firms are showing coin-operated machines including kiddie rides, gun games, shuffle games, skee-ball games, photo ma-

chines, movie machines, coin rejectors, vending machines, baseball and basketball games, and other types of novelty games and devices.

Outstanding at this year's coin machine trade show, according to Paul H. Huedepohl, secretary of NAAAPPB, will be:

1. A more diversified show than ever before.
2. Fewer coin-operated kiddie rides, but a greater over-all variety of coin-operated amusement games and Arcade coin equipment.
3. "New faces" at the show, with new ideas and exhibits.

Showcasing coin-operated amusement games, the outdoor annual is the sole national convention at which coin amusement

games are shown, since the industry's own show was discontinued three years ago.

Before World War II, Coin Machine Industries and National Association of Coin-Operated Machine Manufacturers staged conventions in Chicago.

Vending machine and juke box exhibitors, however, broke away from the old coin machine shows and now sponsor their own separate conventions.

Lacking a show of its own, the amusement game business seems certain to continue concentrating on the annual trade show of NAAAPPB.

Both amusement game and vending machine manufacturers are

(Continued on page 88)

ROUTE SUCCESS

Rotation Key To Top Money, Game Op Says

MIAMI, Nov. 27.—A keen sense for rotating game equipment so that the operator gets the most out of every location is one of the elements responsible for the success of the Bishop Amusement Company.

Morry Horwitz, who also operates music, explained it this way:

"You must move your machines around in order to get top money. When a piece of equipment begins to fall off in play, regardless of the reason, we replace it with another one promptly. Almost invariably, the substitute game will stimulate play immediately."

The oldest piece of equipment on Horwitz's route is one year old. "You must have good stuff on the route if you want to make money," he said. "With top equipment we are able to get minimum guarantees—usually around \$8 or \$10 for a late model pin game, and \$15 to \$20 for the more expensive shuffle alleys."

He pointed out that with the present high cost of equipment, an operator of games cannot afford to saddle himself with too many locations on a 50-50 commission split. "Not unless you are sure the spot is good," he added.

Friday and Saturday nights bring the most action for games, Horwitz finds, so he gears his servicing and switching of pieces accordingly.

Horwitz and his shop foreman, Vic Bray, are never too busy to heed a request for a reconditioned piece of equipment for a worthy cause. Bishop Amusement has given away nearly a dozen used juke boxes in the past three years.

Cohn Preems Audio-Visual Moppet Device

NEW YORK, Nov. 27.—Nat Cohn, veteran 10th Avenue coin machine distributor, has re-entered the manufacturing field with the formation of the Kiddie Sound Theater Manufacturing Company, with offices at 71 Barclay Street.

The firm will start production in two weeks of an audio-visual moppet 3-D device, with an initial library of about 15 selections, among them "Santa's Workshop," "The Wizard of Oz," "Little Bo Peep," "Jack Horner" and "Jack, the Giant Killer."

The unit will sell for \$395 and will offer a one-minute show for 10 cents. Pictures will be 3-D, in color, and with a sound track synchronized with the film. In appearance and operation, the new unit is similar to the 3-D theater previously made by Cohn's Rite Manufacturing Company.

New Shows

Four shows are included in the price of the single-selection game. The operator can obtain new shows by turning in an old one and paying \$10. Cohn said the library would be enlarged at the rate of 12 shows a month.

Cohn left Friday (26) for Chicago where he will exhibit the 3-D machine at the annual convention of the National Association of Amusement Parks, Pools and Beaches.

Chi Coin Ships Thunderbolt, New Shuffle

CHICAGO, Nov. 27.—Thunderbolt, a new six-player shuffle bowling game with Flash-o-Matic scoring, a four-way match feature, and four-drum scoring reels, was shipped to distributors this week.

The object of the Flash-o-Matic scoring is to shoot the puck skillfully to stop a strike or spare count on the highest possible score. The different strike and spare values flash on and off until the puck is delivered by each player. Scoring values for spares and strikes range from 110-200 to 550-800, depending on when the player shoots the puck. Thus, timing is an important element in scoring.

Used for the first time, a four-way match feature—number, star, crown and horseshoe—flashes on after the game, to award players matching their scores with the match number, and other match emblems. The match number can be adjusted however, to show up at the beginning of the 10th frame.

Adjusted Score

The Thunderbolt may also be adjusted to score with the "advance" type scoring. In this system of play, the player is shown before

(Continued on page 85)

NAME'S NOT SAME

Cohn Is Cohn, And Cohen Is Cohen, Got It?

NEW YORK, Nov. 27.—Nat Cohn, veteran 10th Avenue coin machine distributor, is growing a little weary from telling friends he isn't operating Arcade equipment, and he doesn't have the location at Newark (N. J.) Airport.

The Billboard carried a story about Nat Cohen's C. O. Vending Company in its November 20 issue. Cohen does operate Arcade equipment and has the Newark Airport.

In the meanwhile, Cohn's phone has been ringing a couple of dozen times a day with calls from coinmen who confuse Cohn with Cohen. When Cohn assured tradesters that he had no connection with C. O., the response was usually that Cohn was being coy. He wasn't.

Cohn, erstwhile kiddie ride and 3-D manufacturer and distributor, said he would announce his plans soon.

Bally Ships 2 New Shuffle Bowling Games

CHICAGO, Nov. 27.—Bally Manufacturing Company shipped to its distributors this week two new shuffle bowling games—Magic Bowler (with match feature) and Mystic Bowler (regular model).

The main feature on the new Bally bowler is the "super-strike," which gives the skill player something extra to shoot for, while the average player can still get as many strikes as usual.

A player can score a strike by shooting the puck down the regular strike lanes—but to rate a "super-strike," he must not only shoot the puck down the strike lanes, but must keep his shot within the borders of two red lines

(Continued on page 85)

PINBALL LEGAL FIGHT

Oregon Game Ops Win Tavern Owner Support

PORTLAND, Ore., Nov. 27.—Portland game operators this week had the support of the tavern industry in their efforts to obtain from the City Council legislation that would stabilize pinball operation and provide the city with an estimated \$100,000 annual revenue.

The Licensee, official publication of the Oregon Licensed Beverage Association, printed in full a recent broadcast by the news editor of Radio Station KGW, John Rasco. The broadcast, presented as the official editorial view of the station, supported the operators' contention that pinball games are legal in Oregon and criticized the City Council for its attempt in 1951 to banish the games.

Rasco cited a 1940 Oregon Supreme Court ruling holding pinball machines were not gambling devices.

"Dangerous Ground"

On the moral plane, Rasco commented: "It seems inconceivable that our city fathers can morally justify singling out pinballs as evil influences when other incentives to gamble are allowed to flourish. We tread on dangerous ground when we allow the City Council to pass an ordinance which can not be morally justified."

The legal position cited by Rasco is the basis on which the operators—thru Stanley C. Terry—have taken the 1951 Portland ordinance to the Supreme Court of the United States (The Billboard, October 23).

As set forth by Terry's attorney, Wilbur Henderson, the appeal contends the seizure provision in the ordinance amounts to unconstitutional confiscation of property. That was the legal position that in 1951 won an injunction against the city enforcement of its ordinance.

When the city appealed to the

Oregon Supreme Court, Terry's legal position changed to a contention that the city exceeded its authority in banning an operation the State had sanctioned by licensing. The city won that round when the high court held the city to be within its rights in seeking to police what the State had licensed merely as a revenue-raising action.

Terry this week took note of a 1947 opinion by the then State attorney general, George Neuner,

(Continued on page 85)

OPS' ARTISTRY

Refinish Game, Juke Cabinets, Up Takes

• *Continued from page 74*

popping up at closeout and bankruptcy sales.

The techniques of refinishing coin machine cabinets is being continuously taught to the employees of the P. & P. Novelty Company by Pelligrino. He insists that his route men learn how to handle practically all necessary repair and maintenance work on their equipment. Machines brought into the shop are carefully checked to see if their appearance could be improved with refinishing. "Touch up" and complete painting and lacquering of machines keeps the men occupied at profitable tasks during the occasional hours when they are not checking locations on the routes.

Cig Jobs Simple

Refinishing cigarette machines, points out Pelligrino, is a relatively simple job, compared to other types of equipment. Practically all cigarette machine cabinets are made of metal. Refurbishing jobs are necessary at intervals to remove scratches and nicks. Procedure to follow on cigarette machines, says Pelligrino, is

to first remove all the paint to the bare metal. Mask off coin slots, glass and other portions not to be touched and then follow thru with primer and spray on the paint desired.

With the price of the average cabinet refinishing job running in the neighborhood of \$25 to \$30, here, Joe Pelligrino's "do-it-yourself" advice can save the average coinman a considerable sum.

Maintaining sleek-looking cabinets not only boosts play, but also pays off again when the time for trading in used machines for new models inevitably rolls around. Experience where trade-ins are concerned has shown that coin machine distributors resemble automobile dealers in one respect—the first thing they take into consideration is the outward condition of the machine being traded.

Miami Beach Cuts Game Master License to \$500

MIAMI BEACH, Fla., Nov. 27.—The Miami Beach city council approved on first and second readings this week an ordinance revamping the license fees on coin-operated music machines and games.

Principal effect of the revision is to scale down the master license for games from \$1,926.25 a year to \$500.

Johnny Morgan, Beach Amusement Company, who has been in the forefront of the battle to reduce the license fee, commented:

"The ordinance represents a compromise between what the Amusement Machine Operators' Association wanted and what the City of Miami Beach felt was best."

Morgan voiced the opinion that the lowered tax would prove a boon to the small operator who has been stymied in the past by the city's insistence that the \$1,926.25 master fee be paid whether the operator put out one game or 40. The fee entitled the coinman to operate a maximum of

(Continued on page 85)

Binks to Bow New-Type Game

CHICAGO, Nov. 27.—Binks Industries announced this week that it was readying a new-type coin-operated game.

While details on the game were not available, Mel Binks, president, says that the new product was "an entirely different kind of game."

Indiana Legislature To View Anti-Pin Bill

INDIANAPOLIS, Nov. 27.—A bill designed to outlaw free-play pinball games as professional gambling devices and make it a felony to possess them will be offered to the Indiana State legislature when it meets in Indianapolis, January 6.

The bill, to be introduced by Senator-Elect Thomas C. Hasbrook, is expected to be similar in its major points to the statute called the Hasbrook law, which became effective April 13, 1953, but was later declared unconstitutional by the State Supreme Court. (Hasbrook will serve as a

State senator by virtue of election in November where formerly he had been a member of the House of Representatives.)

The Hasbrook law made it felony to possess coin-operated equipment which paid out cash or prizes or offered free play, but excluded "bona fide religious, patriotic, charitable and fraternal clubs." Because of these exemptions, which were in contradiction to the Indiana Constitution, the law was declared invalid.

The new bill is expected

(Continued on page 85)

Venders May Travel in Show

Continued from page 78

Houston and New Orleans. Five-day stands are planned at all cities. Carbonated drink venders will require no outside lines, as 75-gallon tanks will be set up to feed the machines. Sirups will be bought en route, with deals pending between COP and various sirup companies whereby COP will use and promote various brand names.

Whyte feels that automatic merchandising is preferable to concession stands as the show maintains a stronger measure of control over machines than it ever could over humans.

One of the big difficulties in traveling shows is that the girls dispensing drinks are prone to get married, get homesick, etc. There have been no complaints of that nature about venders.

Then too, it is all too common in outdoor show business for a grab stand attendant to engage in an unofficial profit-sharing system. The vender eliminates this problem.

Drink machines will be placed on platforms in batteries of eight-four back to back—with additional units placed at strategic spots on the grounds. The platforms—venders and all—are carried in trailers, with fork lift trucks moving the platforms on and off the trailers.

Leo Sam, vending superintendent, and John Eldridge, his assistant, will be on hand at all times to service the machines. When a

machine is out of order, a sign atop the vender lights up so the serviceman can spot it at any place on the grounds and take appropriate action.

A special parts and service vehicle has been fashioned by the Christofer Company, New York, for the operation. It consists of a converted crash truck with a 10-foot air-conditioned cabinet for shop work.

The service truck also has a six-foot open deck at the rear for a work area, 26 compartments for spare coin mechanisms and parts, and special winches.

Whyte said that the Apco units to be used will be built to conform with the new Navy regulations to electrical vending equipment and will be suited for outdoor use. The batteries will be under canvas canopies while in use.

COP is also considering the purchase of 100 candy venders, 10 ice cream machines, and possibly milk venders. While the candy deal will probably be consummated, Whyte said the milk and ice cream operations will probably be a bit more difficult.

He explained that he is depending on suppliers entirely for subsidies, with the vending machine manufacturers merely selling equipment to the show.

On drinks and candy, he continued, it is a relatively easy matter to work out a deal with national manufacturers for the sale and promotion of their products.

On milk and ice cream, he explained, even the largest of the manufacturers do not have complete national distribution, and the problem of changing brands in various sections of the country would crop up. He added that it is possible to work out promotion arrangements with various manufacturers on a regional basis. Cigarettes offer a problem because of the various State taxes and licensing regulations.

The exhibit will be housed in 20 tents, each 40 by 200 feet, with 16 exhibitors to the tent. Sponsorship of the exhibit will go to fraternal groups and chambers of commerce.

NAMA Sees

Continued from page 78

on locations, cigarettes will have cornered 46 per cent of the consumers' vending dollars during 1954, NAMA estimated. Soft drink venders will account for 26 per cent of the total vending dollars spent by consumers in 1954, with 24 per cent of the total number of vending machines on location. Candy machines—14 per cent of the total number of venders—will vend 14 per cent of 1954 vending dollar volume, according to NAMA.

Here are the major categories included in NAMA's breakdown of estimated sales volume and estimated number of machines on location for 1954:

Cigarettes: Estimated 1954 sales, \$690,000,000; estimated number of machines on location, 460,000.

Soft drinks, bottled: Estimated 1954 sales, \$320,000,000; estimated machines, 659,000.

Soft drinks, cups: Estimated sales, \$73,125,000; estimated machines, 45,000.

Candy (packaged): Estimated sales, \$210,000,000; estimated machines, 410,000.

Coffee: Estimated sales, \$65,000,000; estimated machines, 21,000.

Postage stamps: \$40,000,000; estimated machines 25,000.

Bulk (unpacked, loose candy, nuts, gum): Estimated sales, \$25,750,000; estimated machines, 515,000.

Milk: Estimated sales, \$22,400,000; estimated machines, 16,000.

Ice Cream: Estimated sales, \$20,000,000; estimated machines, 20,000.

Cookie, cracker and biscuit: Estimated sales, \$12,750,000; estimated machines, 12,000.

Calif. Cig Ops

Continued from page 78

Some expressed hope that it would be in lieu of sales tax, which would reduce bookkeeping to some extent.

Cigarettes in the State are priced from 22 cents per package in industrial plants to 23 and 24 cents in some spots and 25 cents across the board for regular, filter tips, and king-sizes in others.

Should the tax become a law, operators do not know now how they will handle it. Some have suggested that it be absorbed, the profit on the regular size counteracting the low margin on the other types. Other opinions voiced include the move of going to 30-cent operation with pennies being stuffed.

Oldest Coke Bottler Celebrates 55th Year

CHATTANOOGA, Nov. 27.—Chattanooga Coca-Cola Bottling Company, Inc., the oldest Coca-Cola bottling plant, celebrated its 55th birthday this week with a two-day open-house attended by 16,228 and a "Mr. and Mrs. Teen-Ager" contest including every high school student in the Chattanooga area.

The company gave away a Chevrolet Bel Air sedan, a 21-inch television set, radios, picnic coolers.

Mr. and Mrs. Teen-Ager were chosen by a panel of judges on the basis of scholarship, leadership, character, service and appearance.

They received trophies, presented by Sam R. Connelly, vice-president and general manager of the firm, and were flown on an all-expense trip to New York City and Washington, D. C.

Twin Cities

Communications to:
Jack Weinberg
HYland 2896

Distrib Reports Gun Interest Up . . .

Harold Lieberman, of Lieberman Music Company, Minneapolis distributor, reports that operator interest in target guns is zooming and that locations report heavy play for such equipment which have become good money-makers almost overnight. Genco and Exhibit guns, jobbed by Lieberman, are moving extremely fast, Lieberman said. He also was pleased with the reception given AMI phonos.

John McNiece, who with his brother, Jim, operates an Arcade in

downtown Minneapolis, is adding equipment.

Mickey Levine, of Duluth, in town to buy records for his operation, whispered to coinmen here that he expects to become a father for the first time soon.

Sam Karter, Star Novelty Company, Minneapolis, is on the job full time these days, altho still not fully recovered from a serious illness which bedded him for a spell more than a year ago.

Al Plotnick, of Anco Sales Company, Minneapolis, was passing out cigars on the arrival of a new member of his family, but in his excitement he forgot to tell them whether it was another son or daughter.

THE MARKET PLACE

for the

COIN MACHINE INDUSTRY

The National Exchange for Coin Machine Personnel, Products, Services and Opportunities

CLASSIFIED ADVERTISING

ADVERTISING RATES

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Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps.

RATE: 15¢ a word—Minimum \$3.00.

CASH WITH ORDER

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Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted.

RATE: \$1.00 a line—\$14.00 per inch.

CASH WITH ORDER
(unless Credit has been established)

ADDRESS ALL ORDERS AND INQUIRIES TO:
THE BILLBOARD PUBLISHING CO., 2160 PATTERSON ST., CINCINNATI 22, OHIO

Business Opportunities

CANDY VENDING MACHINES

30 brand new candy dispensing machines. Never been unpacked. Ideal for shop or factory, theaters, etc. Make a good income for a few hours' work each week. Cost \$85 each. Owner will sacrifice for \$74 each. Buy as many as you need. Call or write

LIGHT, RE 9-2687
224-26 Oklahoma Natural Building
Oklahoma City, Oklahoma
KNAPTON BUSINESS BROKERS

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. de11

DISTRIBUTORS, OPERATORS—A LOW- priced comb vendor. Get in on ground floor. No territorial restrictions. Box M93, c/o Billboard, Cincinnati 22, Ohio. ch-de11

DISTRIBUTORS, OPERATORS—NEW MA- chine dispenses Kleenex, Ponds, Doekin tissues. Excellent territories available. Write Standard Mfg., Box 11, Hubbard Woods, Ill. de11

EXCELLENT MONEY-MAKING OPPORTU- nities for distributors and operators with coin radios and 21" 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. J. ch-de11

Help Wanted

MECHANIC, INCLUDING ROUTE WORK; Phonographs, Pin Games, Bowlers; top salary for right man, age 25 to 40; no drinkers or floaters wanted; answer by mail, giving reference and qualifications. Key Amusement Co., 306 Taylor Ave., Farmington, Mo. de4

MECHANIC—PINS, SHUFFLES, BINGOS. New Jersey area. Excellent job for reliable route man. Submit references and when available. Box M-98, c/o Billboard, Cincinnati 22, Ohio. de11

WANTED—BINGO AND SHUFFLE ME- chanics; good pay and good working conditions. Persons must be sober and furnish reference. Write Box 753, The Billboard, Chicago, Ill. jal

Parts, Supplies & Services

COIN-OPERATED TIMERS—ELECTRONIC, automatic; no buttons to push or mechanical levers to wind; adaptable for television, washing machines, dryers, radios, hair dryers, ironers, typewriters, sewing machines, etc. Write for prices. Coin Radio Co., 190A Duane St., New York City. jal

FILLED CAPSULES—ASSORTED; IM- ported. Feature items, \$17.50 per thousand. Cash with order. Lawn Novelty Co., Chicago 29, Ill. de18

FOR SALE—"SOCK-THE-OCK" WILL CON- vert that beat up bear game, into a smooth performing money maker or your money back. A complete package \$28. 100 Service Company, 2638 Olive St., St. Louis 3, Mo. de18

STAMP FOLDERS DIRECT FROM MANU- facturer; unlimited quantities, immediate delivery. Write for prices. Veedo Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcus 7-1448. de25

Routes for Sale

MUSIC, GAMES; COMPLETE SET-UP Northeastern Pennsylvania; plenty chance for expansion; small operation; will sell right for cash; good reason for selling. Box M-97, c/o Billboard, Cincinnati 22, O. de11

JUKE BOX-GAME ROUTE—NORTHERN California; \$30,000, easy terms. Average take, \$3000 month; ill health forces sale. Write or wire P. O. Box 531, Crescent City, Calif. de18

ROUTE FOR SALE

Coin machine route. Well established. Will sell at Billboard prices. If you don't have thirty thousand dollars don't bother. Route will net that amount for 1954. Rolling stock late and complete.

Health reason for selling. Possession after first of year.

Box M-100, c/o Billboard,
Cincinnati 22, Ohio

350 GUM AND CHARM MACHINES—ALL late model Victor. Now netting \$500 month. Leaving state reason selling. Books open for any qualified buyer. \$7500. All middle Tenn. Box M-99, c/o Billboard, Cincinnati 22, Ohio. de18

Used Coin-Operated Equipment

A-1 CIGARETTE AND CANDY MACHINES \$25 and up. Other vending machines, \$65 up. What have you to sell?

MACK H. POSTEL
2952 Milwaukee Ave. Chicago 18, Ill.

ADVANCE 25¢ MACHINES—NEW AND used; rock bottom merchandise prices on request. McDonald Distr. Co., 2416 W. Davis, Dallas, Tex. jal

CIGARETTE MACHINES JUST OFF LOCA- tion: 25¢ or 30¢ operation. Central Vending Machine Service Co., 3967 Parrish St., Phila., Pa. Evergreen 6-4244. ch

FOR SALE—25 NORTHWESTERN MODEL 49 1/2 machines. Very good condition. Send 1/3 deposit, bal. c.o.d. A. Gerry, Box 6435, Phila. 45, Pa. de4

SANITARY VENDING MACHINE HEADQUARTERS

"Spare" sanitary napkin venders; DAV razor blade venders, 11¢'s, Advance 25¢'s, National 25, National #15 and other flat package sanitary venders. Also merchandise refills for the above at lowest prices. Manufacturers & Distributors.

NATIONAL SANITARY SALES
Dept. B-11, 4307 W. Lawrence Av., Chicago 39

1300 VENDING MACHINES ON ROUTE for sale: Pistachios, Peanuts and Ball Gum. Write Pennsylvania Vending Corp., 1826 East Carson St., Pittsburgh 3, Pa.

Wanted to Buy

CIGARETTE, CANDY AND OTHER VEND- ing machines; give full description and lowest prices. Box 673, The Billboard, Chicago 1, Ill. de11

TC POPCORN MACHINES—GIVE FULL particulars; price, condition, number, Cash, terms, trade Revco 300. Bios, 3534 Wallingford, Seattle 3, Wash. de4

VICTOR TOPPERS WANTED—ANY QUAN- tity. Give full information. Box M-90, c/o Billboard, Cincinnati 22, Ohio. de4

WANT ATLANTIC CITIES, #110; PALM Springs, #325; Ice Frolics, #325; Tahiti, #185. Write Pennsylvania Vending Corp., 1826 East Carson St., Pittsburgh 3, Pa.

USE THIS HANDY FORM TODAY

Forms close Thursday for the following week's issue. Please use pencil when filling in this form.

- Clip your ad to this form.
- Check classification you want your ad to appear under.
 - Business Opportunities
 - Help Wanted
 - Parts, Supplies & Services
 - Positions Wanted
 - Routes For Sale
 - Used Coin-Operated Equipment
 - Wanted To Buy
- Check whether you want Regular or Display Classified. If Display is wanted, indicate on your ad the words you want emphasized. Rates above. Sorry, no illustrations or cuts.
 - Regular
 - Display
- Count all words, then enclose check or money order. Insufficient remittance will delay your ad. Prompt refunds made in event of overpayment. To figure charges when box number is used, read "Important Information" above.

The Billboard
Coin Market Place
2160 Patterson St.
Cincinnati 22, Ohio

Please insert my ad in "Market Place" and run as indicated below:

Next 6 issues Next 4 issues Next 3 issues Next issue only

\$ _____ Payment enclosed

Name _____

Address _____

City _____ Zone _____ State _____

THE BILLBOARD INDEX

ADVERTISED USED MACHINE PRICES AMUSEMENT GAMES

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

Table listing various amusement games and their prices across four issues (Nov. 27, Nov. 20, Nov. 13, Nov. 6). Games include ABC (United), All Star (Gottlieb), All Star Baseball (Williams), Army & Navy, Atlantic City (Bally), Basketball Champ (Chicago Coin), Basketball (Genco), Batting Practice, Beach Club (Bally), Beauty (Bally), Be Sop (Exhibit), Blue Skies (United), Boomerang, Boston (Williams), Bowling Champ (Gottlieb), Bright Lights (Bally), Bright Spot (Bally), Buffalo Bill (Gottlieb), Cabans (United), Canasta (Genco), Champion (Bally), China Town (Gottlieb), Citation (Bally), Coney Island (Bally), County Fair, Circus (United), Cross Road (Gottlieb), Cyclone (Gottlieb), Daffy Derby (Williams), Dallas (Williams), Dealer, Deluxe Baseball (Williams), Dew-Wa-Ditty (Williams), Disk Jockey (Williams), Double Feature (Gottlieb), Double Shuffle, Dreamy (Williams), Guide Ranch (Bally), El Paso (Williams), Fairway, Floating Power (Genco), Flying High (Gottlieb), 400 (Genco), Five Star (United), Four Horsemen (Gottlieb), Frolic (Bally), Futurity, Golden Nugget, Gondola (Exhibit), Gold Cup (Bally), Guys-Dolls (Gottlieb), Havana, Hawaiian Beauty, Hawaii (United), Hayburner, Hit 'n' Run (Gottlieb), Joe Frolics, Jockey Club, Jockey Specials (Bally), Joker (Gottlieb), Jumping Jack (Genco), King Pin (Chicago Coin), Knock Out (Gottlieb), Lady Luck, Lazy Q, Leader (United), Lite-a-Line (Kenney), Long Beach (Williams), Lucky Inning (Williams).

100-RIDE ROUTE

Proves Steady Profit To Detroit Coin Ops

DETROIT, Nov. 27.—A good-sized kiddie ride operation offers a satisfactory income spread over a basic four-year period, according to B & S Enterprises, who operate about 100 rides in the Detroit area.

Planned as a stable operation with equipment adequately maintained, the rides, despite their relatively low margin of profit, have proved a boon to the B & S business.

Balanced route planning is essential, say owners Joseph Brilliant and Meyer Saperstein, and David Saperstein, route manager. B & S has about 25 rides in summer locations—outdoor kiddie parks and the like, and the rest in some 45 other locations, mostly supermarkets. The summer installations are removed in the fall, and these machines then serve as a "bank" for overhaul and systematic replacement of units in the store locations.

Logical Spots

Supermarkets, offering high traffic centers where parents bring their youngsters, are logical spots for installations, and stressed by B & S, says Brilliant. While 5 and 10-cent stores—not currently available to B & S—would be choice locations, other merchandising and large drugstores in shopping centers are also good spots.

Location in the store should be at the front, preferably on either the exit or entrance aisleway, Brilliant has found. People like to watch their youngsters ride and can spend more time with them at the front of the store. Further, they are more likely to have change handy when near the front to hand the kiddies.

Kiddie rides prove an incentive for children to behave while parents shop. "The kids want to go to supermarkets where there are

rides, and bring their parents there." This is the basis of any B & S sales talk to supermarket owners and operators. Rides, by catering to the tiny but important members of the family, are excellent traffic-builders for any store. This means more shoppers—parents free of worry about their youngsters, and devoting more attention and time to shopping. Results: Increased supermarket sales.

Stores Co-Operate

Once the store owner (or district manager in the case of a chain) is sold, co-operation of the personnel is assured. The cashiers and others near the rides are prompted to be ready to make change for the kids to ride—an important requisite to success.

Installation of two or even three rides as a group is preferred. This gives the children a variety of choice and encourages them to want to ride once on each unit. Most profitable combinations, Brilliant finds, are a horse and a boat, or a jet and a Merry-Go-Round.

A one-man-size route is considered to be 25 to 35 units. At B & S the operation is balanced with associated interests so that staff workers can efficiently divide their time between kiddie rides and other amusement equipment, including games and juke boxes. Generally, one man collects and handles all repairs on location, while the rest of the work is done by truckers, repair and maintenance men in the shop, and supervisory and office personnel.

Sizable Operations

Kiddie rides, because they present an important maintenance problem, and require relatively frequent reconditioning, should be undertaken only by the operator who is ready to invest in a sizable

operation, Brilliant cautions. They cannot be successfully operated by the man who has only from 2 to 10 pieces as in some other fields, he says.

Maintenance is the major problem and is met by careful inspection, cleaning and testing of units on each collection visit, made semi-monthly. The collector is also an experienced serviceman and uses a service truck fully equipped with parts such as coin chute, slug rejectors, motors and all necessary hand tools. The truck has a lift tail gate so that it can be routed for speedy replacement of equipment when necessary, with the assistance of another worker.

The collector uses soap and water to clean each ride on every visit—dirt is the worst enemy. Any good soap can be used. Waxing has been tried, but found to offer little paint protection. Any repairs are made on the collection visit, and a dime—the price of all B & S rides—inserted to test the ride. Meter reading is made, each ride's proceeds separately sacked and checked against the meter back at the office. Commission checks are mailed to locations monthly. Emergency service calls are given immediate attention.

Wear and Tear

The rides are subject to heavy wear and tear. The saddle on a horse model, for example, may rub against the paint, youngsters may wear and chip the paint as they mount, and a minor amount of vandalism, including removal of ornaments and parts, is uncovered. The rides require refurbishing after 7 to 12 months, Brilliant says, and the program calls for consistent replacement. Scheduling the work so that the rides taken off summer locations serve as a "pool," makes shifting of units possible as a smooth sequence. In this way, equipment remains in the best possible condition at all times.

A general overhaul at the shop, touching up paint, replacing or repairing parts, costs \$20 to \$25. Occasionally a major overhaul is necessary—recently the firm sent five horse rides back to the factory to be refurbished at \$100 apiece. A shop for painting, woodworking and maintenance—including overhaul work—runs expenses to about 58 per cent of the company's share of the machine take, while depreciation runs 25 per cent. This base allows a 17 per cent profit margin.

Shrewd selection of a location and a position for the ride is of paramount importance. Beyond that, Brilliant believes, little can normally be done in the way of ride promotion. The ride, attractive in itself and an inescapable eye-catcher when an eager youngster is enjoying it, must serve as its own best advertising. Signs directing attention to the ride have been found generally ineffective.

No Bargain Rates

Bargain rates—common in supermarkets—cannot be effectively extended to kiddie rides. However, when a new store is being opened it is a B & S practice to have the rides available without charge for the several days of the "grand opening." The store usually advertises this added attraction in its own promotional material and serves to introduce youngsters and families to the new neighborhood attraction.

On the control side, Brilliant stresses planning upon a four-year schedule. This includes purchase contracts, since returns will not permit paying out the cost of the unit in a year, as sometimes sought, and allows for depreciation. B & S has used a four-year schedule in its own accounting. With individual cost of \$700 to \$1,200, these rides require planned amortization.

Significant advantages of kiddie rides for the operator, Brilliant concludes, are:

1. There is no jumping from location to location as long as good service is provided. Supermarket operators generally do not seek a change just because some other firm might offer a 5 or 10 per cent better commission.

2. A horse is a horse—there is little concern about replacement of units on location with new models as in other fields—this is generally true of all types of rides, and a welcome solution to operators facing rotation and investment problems.

Table listing prices for various amusement games across four issues (Nov. 27, Nov. 20, Nov. 13, Nov. 6). Games include Maryland (Williams), Mexico (United), Monterrey (United), Mystic Marvel (Gottlieb), Nifty (Williams), Oklahoma (United), Olympics, Palisades, Palm Beach (Bally), Palm Springs (Bally), Paradise (United), Pinch Hitter (United), Pinky (Williams), Pin Wheel (Gottlieb), Poker Face (Gottlieb), Puddin' Head (Genco), Quarterback (Williams), Quintette, Rio (United), Rockette (Gottlieb), Rondevevo (United), Sally (Chicago Coin), Saratoga, Screwball (Genco), Sharp Shooter (Gottlieb), Shindig, Show Boat (United), Skill Pool (Gottlieb), South Pacific (Genco), Special Entry (Bally), Spot-Lite (Bally), Stars (United), Summertime (United), Super World Series (Williams), Tampico (United), Tahiti (United), Texas Leaguer (Kenney), Three-of-a-Kind, Three Musketeers (Gottlieb), Times Square (Williams), Tropics, Tumbleweed (Exhibit), Turf King (Bally), Twenty Grand, Virginia (Williams), Yacht Club (Bally), Zingo.

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

Ind. Legislature

Continued from page 82

authorize confiscation by defining a gambling device as any mechanism which, when operated for a consideration, does not return the same value or thing of value for the same consideration upon each operation thereof; any mechanism, furniture, fixture, construction or installation designed primarily for use in connection with professional gambling, and any sub-assembly or essential part designed or intended for use in connection with any such mechanism, furniture, fixture, construction or installation. Then in another section, all "gambling devices" are condemned as common nuisances and are subject to seizure and "confiscation and destruction by a court having jurisdiction."

If the 1955 measure is drafted in the pattern of the 1953 bill, it will set forth that no property right in any gambling device shall exist or be recognized in any person, except the possessory right of officers enforcing the Act.

Penalties Not Set

Whether the extreme severity of the 1953 Act, under which a pinball operator could have been imprisoned for 10 years and fined \$5,000, is to be retained in the new bill remains undetermined.

The effort exerted by Hasbrook to win approval for his measures produced the hottest fights of the 1951 and 1953 sessions. Burdened with amendments which left the measure unconstitutional and unpassable, the bill fell short of passage in 1951 amid charges of bribery. The stringent amendments were proposed by the most outspoken opponents of the legislation.

Tho laden again with the drastic amendments, the Hasbrook bill passed in the 1953 session and was signed by Gov. George N. Craig against the advice of Indiana Attorney General Edwin K. Steers, who warned of its unconstitutionality.

In a few months, the law was dead, rendered so by the Indiana Supreme Court, after a quick appeal by 11 Indianapolis and Muncie lottery ticket printing firms.

Hasbrook Bill

The Hasbrook bill, as presented in the 1953 session of the Indiana General Assembly, was drafted by the American Bar Association's Commission on Organized Crime. It branded the installation or the maintenance of pinball games as professional gambling and then provided:

"Whoever engages in professional gambling, or knowingly causes, aids, or conspires with another to engage in professional gambling shall be fined not more than one thousand dollars, or imprisoned not more than one year, or both."

In invalidating the Act, the Supreme Court shared the point of view expressed in a 14-page opinion issued by Attorney General Steers when the bill reached the governor's desk in March, 1953.

By its extension of religious, charitable, patriotic and fraternal organizations, the law rendered itself obviously unconstitutional, Steers stated. The effect of the exemption would have been to permit gambling and the maintenance of pinball machines only on the premises of such organizations. The Indiana State constitution provides that all laws must be general in application.

1954 CHRISTMAS GREETINGS 1954

BUY AND USE

CHRISTMAS SEALS

FIGHT TUBERCULOSIS

San Bernardino County Seeks Model Pin Law

SAN BERNARDINO, Calif., Nov. 27.—A model ordinance outlawing pinball games used for gambling is being sought by mayors of the cities in San Bernardino County.

The mayors requested the County Board of Supervisors to draw up a uniform ordinance, which would serve as the pattern for regulations within the cities. The request was at the suggestion of Mayor George C. Blair, San Bernardino, leader of a movement to ban the pinballs.

The ordinance is to be modeled after one passed by the Los Angeles city council.

Pinball games used for gambling were recently hit by North Sacramento City and San Bernardino (The Billboard, October 30). North Sacramento City's council adopted an ordinance October 11, prohibiting the operation of pinball games. San Bernardino's 114 pinball games were temporarily silenced October 13, and Mayor George C. Blair, with officials from seven other cities urged the County Board of Supervisors to adopt an ordinance prohibiting the games. At that time the board deferred action for further study and recommendations.

Oregon Game Ops

Continued from page 82

in which Neuner quoted a section of the State licensing law that sets forth:

"Nothing in this act shall be construed as licensing, authorizing, or legalizing the ownership, possession, display or operation, in violation of any law of this State, of any of the property herein taxed."

Use Vs. Operation

Terry noted that the section applied to operation "in violation of any law of this State." This would refer to laws against gambling. Thus it would be the use for gambling that would make the machines illegal under State law, and not their mere operation, which, under the 1951 Portland ordinance would subject the machines to seizure. These points are the basis for the operators' contention that the machines themselves are not illegal in Oregon.

Disposal of the Portland case, meanwhile, awaits word from the Supreme Court of the United States on whether a review will be granted. The case pending in the highest court forestalled the city from enforcing its ordinance, so that games continue to operate without city control or payment of license fees.

Operators are still mildly hopeful that the City Council might reconsider to the point of licensing games and deriving the substantial revenue available. Such a development would restore game operation to a stable basis and benefit the music field insofar as it is tied in with game operation.

Bally Ship

Continued from page 82

which are within the strike lane itself.

Different Scores

Thus different scores are awarded for spares, strikes and super-strikes.

In addition to the super-strike feature, the player's shot is further valued according to the speed with which it is delivered. A medium-delivery speed rates a higher point award than a fast or slow delivery.

The score awarded for each shot is flashed on a three-column scoreboard on the backglass. Depending on the speed of delivery and whether the player scores a strike, super-strike or spare, scoring values range from 30-60-20 to 120-300-90.

The speed-control feature was introduced in Bally's Jet and Rocket Bowlers, while the super-strike feature has been introduced for the first time.

Super-strike scores are dramatized by sounding of a musical chime and lighting of a super-strike sign directly back of the pins. The bowlers may be played

Coin Exhibitors At Outdoor Meet

A. B. T. Manufacturing Corp., 715 N. Kedzie Avenue, Chicago, Booth 90.

Apco, Inc., 25 W. 57th Street, New York 19, Booths 18-49-50-51.

Auto-Photo Co., 1452 S. San Pedro Street, Los Angeles 15, Booth 142.

The Billboard Publishing Co., 188 W. Randolph Street, Chicago 1, Booth 66.

Capitol Projector Corp., 556 W. 52d Street, New York 19, Booths 128-129.

Chicago Coin Machine Co., 1725 W. Diversey, Chicago, Booths 126-127.

Exhibit Supply, 4222 W. Lake Street, Chicago, Booths 101-2-3-4-5-6.

Genco Manufacturing & Sales Co., 2621 N. Ashland Avenue, Chicago, Booths 128-129.

Holmes Cook Miniature Golf Co., 631 10th Avenue, New York 36, Booth 156.

I. Q. Baseball Machine Corp., 55 W. 42d Street, New York 36, Booths 57-58.

International Mutoscope Corp., 44-02 Eleventh Street, Long Island City 1, N. Y., Booths 2-3.

J. H. Keeney & Co., Inc., 2600 W. 50th Street, Chicago 12, Booth 62.

King & Company, Inc., 2700 W. Lake Street, Chicago 12, Booth 62.

Mike Munves Corp., 577 Tenth Avenue, New York 36, Booths 99-100-107-108.

The Oak Rubber Co., Ravenna, O., Booth 122.

Philadelphia Toboggan Co., 130 E. Duval Street, Philadelphia 44, Booths 72-73.

Miami Beach Cuts

Continued from page 82

40 pieces, with an additional tag costing \$40.25 for every machine above 40. The games section of the new ordinance provides, in addition to the \$500 master fee, a payment of \$30 on each of the first 25 pieces, and \$50 for every machine thereafter.

Juke Fees Unchanged

In the matter of juke boxes, the old master license of \$500 is retained. Also the \$30 payment for every box up to 25. However, where the existing ordinance provides a levy of \$100 for every five tags above 25, plus a payment of \$30 per machine, the new tax bill calls for a flat payment of \$50 for every phonograph above the first 25. The net effect is the same—a straight \$50 tax on each machine.

One section of the new ordinance gives the operator a distinct break. It specifies that a store owner who purchases his own juke box or game must take out a license costing \$77.65 for each piece. The existing ordinance calls for only a \$30 license for location-owned phonographs.

City Clerk C. W. Tomlinson told The Billboard that the resort city hopes to recapture the dwindling coin machine revenue of the past few years. He said that the stiff ordinance covering games had resulted in a widespread bootlegging of tags, in order to avoid the payment of the \$1,926.25 master license.

"We are hoping that the new ordinance will encourage some of the little fellows to branch out and thus bring more revenue to the city," Tomlinson said. He emphasized that in addition to revising the license fees, the new ordinance calls for stricter enforcement of the law.

"Tags must be displayed on all machines," he warned. "We are going to check them much more closely than before."

The ordinance is due for third reading and passage December 1. After the usual 30-day waiting period, it would become law.

by from one to six players, and are available in eight-foot by two-foot size with a choice of 10-cent or 10-cent, three-for-quarter play. The games are adjustable for either a 5 or 10-frame game.

Salerno's Magic Vend, 3153 W. Harrison Street, Chicago 12, Booth 122-A.

Scientific Machine Corp., 79 Clifton Place, Brooklyn 38, Booths 95-96-111-112.

Steel Products Co., 40 Eighth Avenue, S. W., Cedar Rapids, Ia., Booth 136.

Williams Manufacturing Co., 4242 W. Fillmore Street, Chicago 24, Booths 97-98-109-110.

Watling Scales, 4650 W. Fulton Street, Chicago.

Chi Coin Ships

Continued from page 82

he shoots what score will be received for a strike or spare. Values of strikes and spares change in each frame.

The Thunderbolt is equipped with a single drop chute. However, the individual operator may change to 10-cent and three-for-quarter play by requesting a kit furnished by the distributor, which includes a door, extra coin chute and necessary wiring, ready for installation.

According to the option of the operator, the game may be set to operate for just five frames, rather than the standard 10.

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(higher profits—lower service costs)

with DAVIS PHONOS

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- Worn parts replaced
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SEEBURG	WURLITZER
146 \$ 89	1080 \$ 99
147 119	1400 395
148M 149	1450 395
148ML 159	H1217 159

AMI

D-40 \$329 D-80 \$469

"A" \$129

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SEEBURG ... M-100B
WURLITZER ... 1100

And other late model phonographs

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Wurlitzer 2140, 5c ..	3.95
Wurlitzer 3031 ..	3.95
Wurlitzer 3020 ..	9.95
Wurlitzer 3025, 5c ..	5.95
Wurlitzer 219 Stepper ..	14.95
Wurlitzer 4204, 104 selection ..	49.00
Seeburg 3W5-L56, 5c, 10c, 25c, 3 wire ..	16.50
Seeburg W6-L56, 5c, 10c, 25c, wireless ..	16.50

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THE LEADING EXPORTER OF COIN OPERATED EQUIPMENT FOR OVER 25 YEARS.

- Trimount has New England's largest stock of used phonographs, including SEEBURG SELECT-O-MATIC M100A. Also Seeburg 46, 47, 48; Wurlitzer, AMI Models B and C and Rock-Olas.
- Trimount offers all types of 5 Balls and Arcade Equipment.
- Every machine is guaranteed mechanically and electrically perfect — all have been completely reconditioned.
- Trimount has New England's largest parts department and finest service department.
- Export Shipping Department specially packs equipment to insure delivery in perfect condition.

WRITE FOR NEW PARTS CATALOG, EXPORT BROCHURE, CATALOG SHEET AND PRICE LIST

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40 WALTHAM STREET BOSTON 18, MASS



BE PREPARED! FIRST-Class Equipment is the best anti-freeze for dropping collections!

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NEW Bally VARIETY United SINGAPORE FIRST-Conditioned

BALLY ICE FROLICS \$365 PALM SPRINGS 355 DUDE RANCH 325 YACHT CLUB 175 BEACH CLUB 310 PALM BEACH 145 ATLANTIC CITY 145

UNITED HAVANA \$325 RIO 285 TROPICS 225 LEADER 75

C.C. GOALEE \$95 ZINGO 65

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Exhibit's New SPORTLAND SHOOTING GALLERY All targets moved! Made by the original makers of coin-operated guns!

NEW-UNITED CARNIVAL GUN Genco BIG TOP Write Wms. JET FIGHTER Write

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Exh. SILVER BULLETS 115 C.C. PISTOL PETE 75 Seeb. RAY GUN 75 Exh. DALE GUN 65

COUNTER GAMES

NEW M & T ZIG ZAG (Bingo Type Game), Rep. \$79.50—Now \$49 KICKER & CATCHER 49

FIRST-Conditioned ABT CHALLENGER \$25 POP-UP 24 PLAY POKER 19

5 BALLS

NEW GOTTIEB STAGE COACH GOTTIEB JUMBO WILLIAMS COLORS WILLIAMS STAR POOL Write for Special Prices

SHUFFLE GAMES

NEW CC THUNDERBOLT BOWLER CC FIREBALL BOWLER United MERCURY

FIRST-Conditioned UNITED-Match

ACE \$395 TEAM, 10/25c 355 CLASSIC 210 CLOVER 185 STAR 10th FRAME 139

UNITED-High Score

CHIEF \$335 ROYAL 295 OLYMPIC 215 CASCADE 175 SUPER 6 PLAYER 105 DELUXE 6 PLAYER 85 6 PLAYER w/10m 75

CHICAGO COIN PLAYTIME WRITE SUPER FRAME, 10/25c \$355 CROWN (Match) 215 TRIPLE SCORE 189 DOUBLE SCORE 149 SIX PLAYER 85

KEENEY BONUS (Match), 10/25c \$335 DOMINO (Match) 185 CARNIVAL 175 6 PLAYER, Jumbo Pins with Formica 85 BIG LEAGUE BOWLER 65

GENCO SHUFFLE MATCH POOL \$295 SHUFFLE POOL 215

THE BILLBOARD INDEX ADVERTISED USED MACHINE PRICES ARCADE EQUIPMENT

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

Table with columns for machine names and prices across four issues: Nov. 27, Nov. 20, Nov. 13, and Nov. 6. Includes machines like ABT Challenger, Air Raider, Barrel Roll, Baseball, Bat-a-Score, Big Inning, Blow Ball, Champion Horse, Chicken Sam, Criss Cross, Dale Gun, Deluxe Card Vendor, Derby 4 Player, Drivemobile, Flash Hockey, Flying Saucer, Goalee, Grandma Fortune Teller, Gun Club, Gun Patrol, Heavy Hitter, Hi-Ball, Jet Gun, Lite League, Luxury Liner, Mercury Counter Gripper, Metal Typer, Midget Movies, Musical Merry-Go-Round, Pistol Pete, Pitch Em & Bat Em, Play Poker, Bop Up, Q Ball Pool Table, Quizzer, Rapid Fire, Rocket Patrol, Shocker, Shoot the Bear, Shipman Art Show, Silver Bullets, Silver Globes, Silver Skates, Six Gun Rifle Range, Six Shooter, Skee Ball, Skee Ball (Wurlitzer), Ski Roll, Skill Gun, Sky Fighter, Sky Gunner, Space Cadet, Space Gun, Space Invader, Space Ship, Star Series, Sub Gun, Super Bomber, Target Skill Gun, Telequiz, Television, 3-D Theater, Three Way Gripper, 13-Way Athletic Scale, Undersea Raider, Voice-o-Graph, Wizzard.

BINGO SPECIALS Nevada . . . \$404.50 Hawaii . . . 364.50 Palm Springs 324.50 Ice Frolics . . 294.50 Beach Club . 274.50 Hi-Fi 385.00

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FOR SALE 3 Wurlitzer 1500 . . . ea. \$395.00 2 Evans Jubilee ea. 295.00 BIRMINGHAM VENDING COMPANY

COBRA CARTRIDGES Realigned and Resurfaced, 75¢ each. Compare them with new cartridges. Cartridges returned within 10 days. ELECTRONIC INDUSTRIES

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FIRST COIN MACHINE EXCHANGE Joe Kline & Wally Finke 1750 W. NORTH AVE. CHICAGO 22, ILLINOIS Dickens 2-0300

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ARCADIE SUPER PENNANT \$295.00 DELUXE BASEBALL 195.00 DELUXE WORLD SERIES 79.50 SHUFFLE POOL 175.00 TWIN ROTATION 50.00 SKY GUNNER 175.00 ROUND THE WORLD TRAINER 495.00 JET GUN 114.50 SKY FIGHTER 175.00

MUSIC SEEBURG AMI HF 100R Write E120 \$795.00 HF 100C \$795.00 E80 695.00 M100C 695.00 D80 495.00 M100BL 595.00 D40 445.00 M100B 525.00 WURLITZER M100A 450.00 1500 \$445.00 147 89.50 1400 395.00 146 79.50 1015 89.50 146H 49.50 1017 69.50 1436 350.00 1432 249.50 1432 49.50 1428 149.50 Evans Constellation 195.00 Mills Constellation 79.50

1/2 deposit with order, balance sight draft. SOUTHERN AMUSEMENT COMPANY 628 MADISON AVE. PHONE 5-3609 MEMPHIS, TENNESSEE

Exclusive Distributors for BALLY • ROCK-OLA • KEENEY • CHICAGO COIN NEW EQUIPMENT—Now Delivering Rock-Ola 1442 Hi Fidelity, 50 Selection Bally Kiddy Rides Chicago Coin Thunderbolt Complete Line of Bally Bingo Parts USED EQUIPMENT—Ready for Location MUSIC SHUFFLE ALLEYS BINGOS AMI D-40 \$300.00 United Imperial \$265.00 Spot Lights \$ 75.00 AMI D-80 425.00 Chicago Coin Criss Cross 300.00 Ice Frolics 350.00 AMI E-80 550.00 Rock-Ola 1434 Fireball, 45 RPM, 120 Sel. Write or Call for Special Price Rock-Ola 1434 Rockets, 78 RPM, 50 Sel. 325.00 Bally Champion 425.00 Surf Clubs 425.00 Seeburg Model C 425.00 Bally Victory 400.00 Atlantic City 125.00 Seeburg Model B 500.00 Keeney Pacemaker 225.00 Hi Fi 425.00 Seeburg Mod. M-100-A 375.00 Keeney Bonus Bowler 275.00 Dude Ranch 325.00 1015 Wurlitzer (while they last) 75.00 Variety Write

CALDERON DISTRIBUTING Co. 450 Massachusetts Avenue Indianapolis, Indiana

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

SHUFFLE GAMES

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of Nov. 27	Issue of Nov. 20	Issue of Nov. 13	Issue of Nov. 6
Advance Bowler (Chicago Coin)	\$300.00	\$300.00		
Big League Bowler, 4 player (Keeney)	65.00	65.00	\$65.00w/p	\$65.00w/p
Bonus Bowler (Keeney).....	275.00 295.00	295.00	295.00	300.00(2)
	300.00 335.00	300.00(2)	300.00(2)	325.00 340.00
		335.00	340.00	
Bowl-a-Ball (Chicago Coin)...	125.00	125.00	125.00	54.00 125.00
Bowl-a-Matic (Universal)....	325.00	325.00	325.00	325.00
Carnival Bowler (Keeney)...	175.00(3)	175.00(2)	175.00 185.00	185.00 190.00
Cascade Shuffle Alley 6 player (United)	139.50 150.00	139.50 150.00	150.00	150.00 180.00
	175.00(4)	175.00(4)	175.00(2)	184.00 185.00
	185.00(2)		185.00 195.00	195.00(2)
Champion Bowler (Bally)....	450.00	475.00	475.00	475.00
Classic Shuffle Alley, 6 player (United)	195.00 209.00	210.00(3)	210.00(2)	194.00
	210.00(5)	225.00 269.50	225.00(4)	225.00(5)
	225.00(2)		235.00 269.50	235.00
	269.50			
Clover Shuffle Alley, 6 player (United)	150.00 165.00	175.00 185.00	175.00 189.50	154.00
	175.00 179.00	189.50 210.00	195.00(3)	195.00(3)
	185.00(3)		210.00(2)	210.00(2)
	189.50 195.00		215.00 215.00	215.00 245.00
Club Bowler, 10 player (Keeney)		95.00	135.00	135.00
Cross-Cross Bowler (Chicago Coin)	310.00 325.00	365.00	345.00 365.00	365.00 395.00
Crown Bowler (Chicago Coin)	195.00 199.00	195.00 215.00	215.00 235.00	144.00 195.00
	215.00(2)	235.00 245.00	255.00(2)	235.00 245.00
	235.00		255.00(2)	255.00(2)
Domino Bowler (Keeney)....	185.00(2)	185.00 195.00	150.00	195.00(2)
			195.00(2)	
Double Score Bowler 10th Frame (Chicago Coin)	149.00 150.00	149.00 150.00	150.00 165.00	104.00 150.00
	155.00 159.00	175.00 225.00	175.00(3)	165.00 175.00
	175.00 225.00		225.00	185.00 225.00
Five Player Shuffle Alley (United)	60.00 69.50	69.50	79.50	69.50
Four Player (Keeney).....			45.00	
Four Player Shuffle Alley (United)	59.50	59.50	59.50	59.50
Gold Cup Bowler (Chicago Coin)	285.00	285.00	295.00	295.00(2)
Imperial Shuffle Alley (United)	275.00 310.00	275.00 325.00	295.00(2)	294.00 295.00
	325.00(2)		325.00(3)	335.00 345.00
	335.00		345.00	355.00
League Bowler (Keeney)....	325.00	325.00	335.00(2)	60.00w/p
League Bowler (United)	335.00(2)	335.00(2)	350.00 395.00	335.00
	350.00			350.00(2)
	375.00		375.00	395.00
Leader Shuffle Alley (United)	335.00 345.00	345.00 375.00	345.00(3)	-360.00 375.00
	375.00		375.00	
Match Pool (Genco).....	295.00(2)	295.00(2)		
	300.00(2)	300.00		
Name Bowler (Chicago Coin).				124.00
Official Shuffle Alley, 4 player (United)	95.00	95.00	95.00	95.00
Olympics Shuffle Alley (United)	185.00 190.00	190.00 195.00	190.00	195.00(2)
	195.00	200.00 215.00	195.00(2)	200.00 215.00
	215.00(2)		215.00 225.00	225.00(2)
Pacemaker Bowler (Keeney).	195.00w/p	195.00w/p	250.00	250.00
	225.00	250.00		
Royal Shuffle Alley (United).	295.00 305.00	259.50 295.00	305.00 315.00	315.00
	310.00 315.00	305.00 325.00	325.00(2)	325.00(2)
	325.00		345.00	345.00
Shuffle Alley, 6 player (Chicago Coin)	50.00 85.00	50.00 85.00	50.00 85.00	85.00
Shuffle Alley Deluxe, 6 player (United)	69.50 85.00(2)	85.00 89.50	75.00 85.00	75.00 85.00
	89.50		89.50	89.50
Shuffle Alley, 6 player (Keeney)	69.50w/p	69.50w/p	55.00 69.50w/p	69.50w/p
	85.00w/p	75.00w/p	75.00w/p	75.00w/p
		85.00w/p	85.00w/p	85.00w/p
Shuffle Alley, 6 player (United)	50.00 75.00	50.00 75.00	50.00 75.00	50.00(2) 65.00
	79.50	79.50	79.50	79.50
Six Player 10th Frame (United)	125.00	125.00	125.00	125.00
Star Bowler (United).....	99.00 125.00			
Star 6 Player (United)....	115.00 125.00	129.50	129.50	125.00 129.50
	129.50			
Star 10 Frame, 6 player (United)	125.00 129.00	99.50 139.00	135.00 139.00	149.00 149.50
	135.00 139.00	149.50 179.50	145.00 149.00	
	149.50 179.50		179.50	
Super Bowler (United).....	115.00			
Super Frame Bowler (Chicago Coin)	345.00 355.00	345.00 355.00	345.00 425.00	345.00 375.00
Shuffle Pool (Genco).....	185.00 200.00	185.00 210.00		
	209.00 210.00	215.00(2)		
	215.00(2)			
	225.00			
Super Six Shuffle Alley (United)	75.00 105.00	115.00 119.50	119.00 119.50	119.00 119.50
	119.50			
Team Bowler (United).....	325.00	345.00 350.00	325.00 345.00	345.00 350.00
	345.00(2)	355.00(2)	350.00(2)	355.00
	350.00(2)		355.00	375.00(3)
	355.00		375.00(2)	
Team Bowler, 10 player (Keeney)	135.00	85.00 135.00	125.00 135.00	125.00 135.00
Tenth Frame Special Bowler (Chicago Coin)	229.50	229.50	229.50 375.00	215.00
10th Frame Super Shuffle Alley (United)	125.00 139.50	125.00 139.50	125.00 139.50	125.00 139.50
10th Frame Bowler (Chicago Coin)	125.00 150.00	150.00		
Triple Score Bowler (Chicago Coin)	189.00 190.00	189.00 195.00	195.00	215.00(3)
	195.00 215.00	215.00(2)	215.00(3)	235.00 245.00
	245.00	245.00	245.00(2)	
Victory Bowler (Bally)	325.00 425.00	450.00	450.00	450.00

Mont. Op Builds Route On Personal Service

GREAT FALLS, Mont., Nov. 27.—The theory that "everyone wants to do business with the boss," helped a local game operator make an outstanding success of his business.

Zollie Kelman, owner of American Sales Company, moved here six years ago. His only previous experience in the coin machine business was a short fling operating skee-ball games in St. Paul.

"From the beginning I worked with what I knew best—skee-balls," he recalls. "Then gradually I switched to other games, examining the mechanism of each unit before putting it out on location so that I would have some idea of what made it work."

Tough 2 Years

For two years, says Kelman, things were tough. He was breaking into a new business in a new community as a new operator.

"I noticed, tho," he recalls, "that the location owner liked the idea of doing business with me direct because I was the owner of the equipment, interested in keeping it in top working order. Even as my route expanded and I kept adding new equipment, this idea continued to work out."

"If a location needed service in a hurry and called, I showed up to take care of the equipment. If there were any gripes, I came around to talk them over with the location owner and arrive at a solution. He didn't have to deal thru a second man. Location owners have told me they appreciate this personal interest. I think it's paid off for me in my business."

Great Falls has been good to Kelman, since those first two years when he struggled for a foothold and didn't know from one month to the next whether he would be able to weather the financial storm and stay in business. Today, Kelman operates upward of 55 game units in Great Falls.

Games Exclusively

Kelman's route consists exclusively of games. He has about 25 or 30 five-ball games on location, plus a number of shuffle bowlers, other games and half a dozen or more automatic gun games.

Why not music? he was asked. The answer, to him, appeared simple. He doesn't think, at this stage of his operation, that juke boxes are worth the time and effort he would have to put into them.

Have other operators tried to break into his locations with the offer of providing both music and games? Yes, they have, according to Kelman. But his method of operation apparently has been such that his location owners have continued to stick with him despite heavy sales pitches from coinmen furnishing both music and games.

"Some of my locations began to complain about the situation," Kelman said. "I made them a standing offer. If it got to the stage where the music machine operator actually pulled his juke box out because of my games, I'd make the location owner a gift of a phonograph, with my compliments."

Ponders Jukes

How many phonographs has he had to give away? Not a single one, Kelman said. But he admits that the time isn't too far off when he will have to start adding juke boxes to his route. He is putting it off as long as possible, but is ready to step into that end of the business whenever he deems it advantageous to his operation.

Another Kelman maxim for good operation is to put five-ball games on location where children can't get at them. "If the time ever comes when I have to depend on nickels from kids to play my games in order to make a living," he said, "I'll fold it up and quit. I can't see my self catering to teen-agers and running the risks which such operation entails."

So, to avoid such a situation, Kelman concentrates on bars and taverns for his location sites, bypassing restaurants, delicatessens and even bowling alleys where

teen-agers congregate. One bowling alley proprietor in Great Falls, Kelman says, invited him to put a five-ball game in the place even tho he has games owned by other coinmen. That bowling alley man believes in spreading his business around. But Kelman declined the invitation, explaining why. The location owner agreed.

50-50 Split

American Sales Company operates on a 50-50 commision split with the locations and Kelman makes collections once a week or once a month, depending on the game and where it is doing business. He has about three games on location which are geared to dime play, but all the rest of his equipment is nickel play.

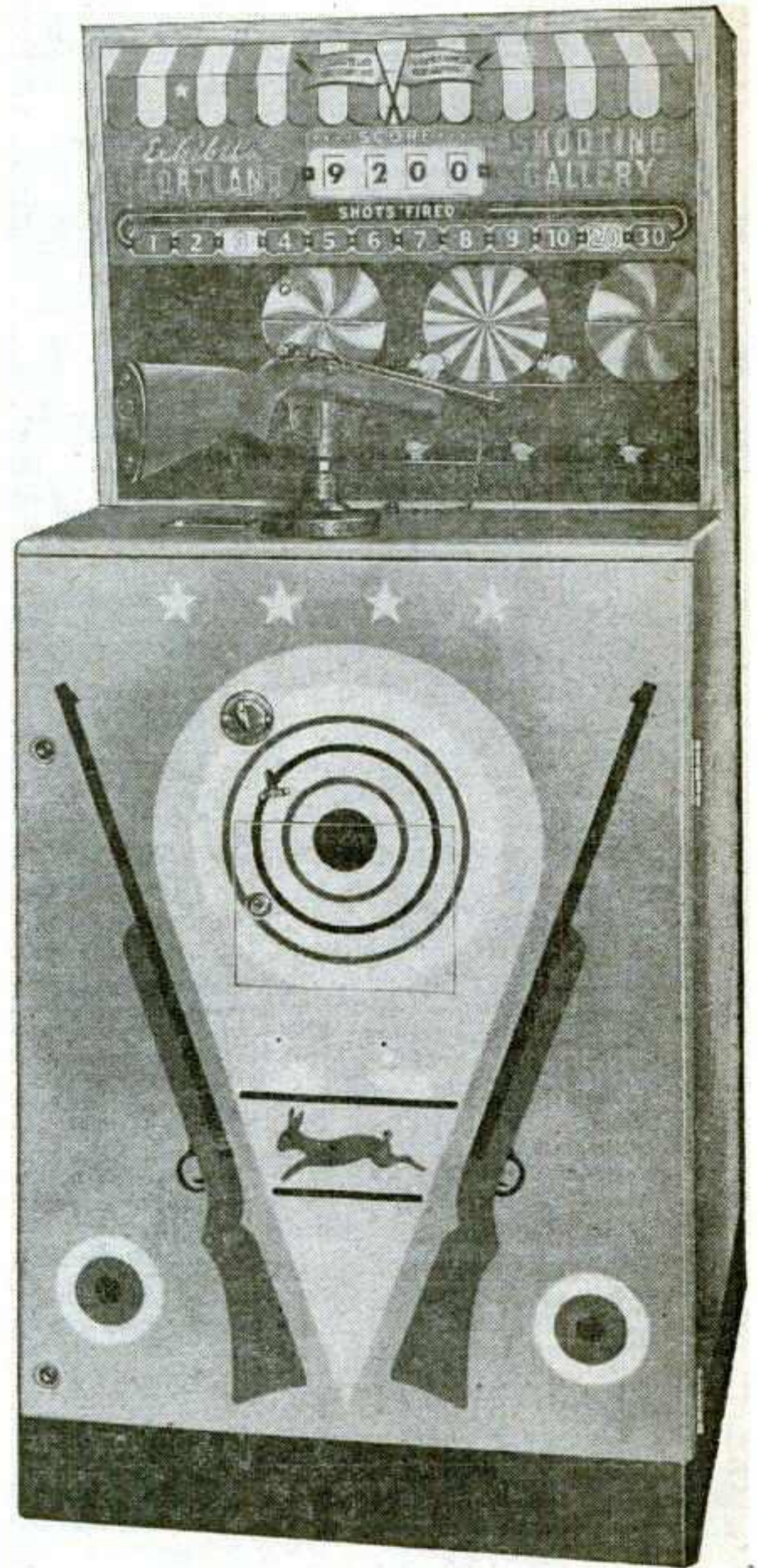
"Dime play is not the answer to

New Coin Firm In Sacramento

SACRAMENTO, Nov. 27.—Pacific Midget Company, Inc., has been granted a charter by the State to rent and sell coin-operated games in San Francisco County. Authorized capital is 2,500 shares no par value. Incorporation papers were filed by Alan A. Dougherty, 220 Montgomery Street, San Francisco. Directors are Catherine M. Courtland, Alfred M. Miller and Thomas J. Pope, San Francisco.

increased revenue," Kelman believes. "If anything, says Kelman, conversion of games to 10-cent play would serve only to kill off business instead of doubling it, as some operators believe. My dime machines are in swanky locations only. And those same locations also have nickel machines for customers who won't put dimes into a machine."

The PLAYER doesn't get tired shooting this game - he fights it!



SPORTLAND MODEL 414

MOVING TARGET SHOOTING GALLERY

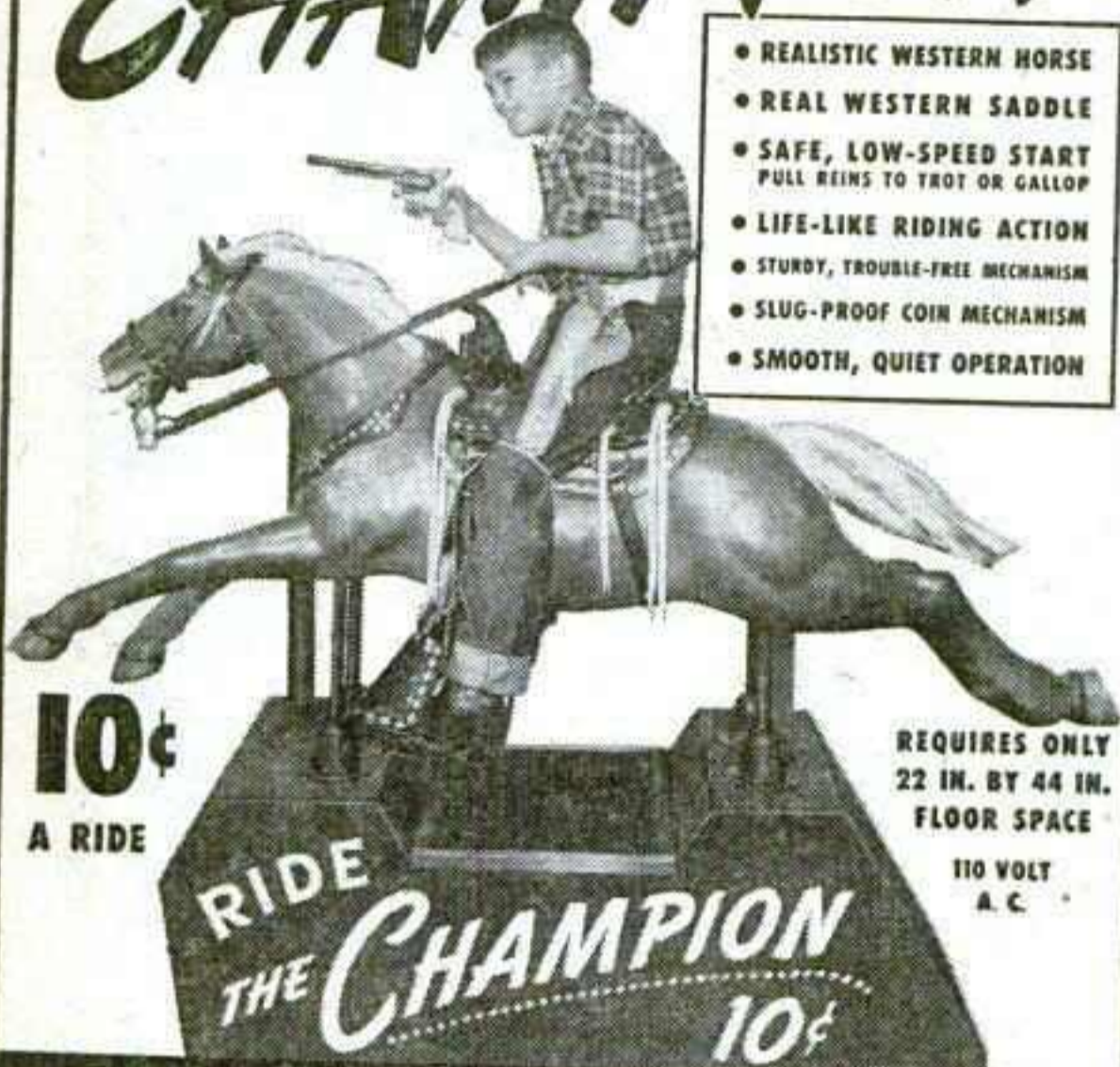
ESTABLISHED SINCE 1901

EXHIBIT

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NEW golden palomino horse
NEW rigid steel base
NEW flashy colorful cabinet

THE CHAMPION



- REALISTIC WESTERN HORSE
- REAL WESTERN SADDLE
- SAFE, LOW-SPEED START
PULL REINS TO TROT OR GALLOP
- LIFE-LIKE RIDING ACTION
- STURDY, TROUBLE-FREE MECHANISM
- SLUG-PROOF COIN MECHANISM
- SMOOTH, QUIET OPERATION

10¢
A RIDE

REQUIRES ONLY
22 IN. BY 44 IN.
FLOOR SPACE
110 VOLT
A.C.

Bally Manufacturing Company, 2640 Belmont Ave., Chicago 18, Illinois

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- Chicago Coin Goalie 90.00
- Chicago Coin Pistol 75.00
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- Exhibit Jet Gun 175.00
- Exhibit Gun Patrol 195.00
- Genco Sky Gunner 165.00
- Keeney Air Raider 90.00
- Keeney Sub Gun 90.00
- Keeney Texas Leaguer 45.00
- Mills Panoram 225.00
- Photomatic Deluxe—Very Clean 350.00
- Mutoscope Voice-a-Graph, 35¢
Like New 495.00
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- Seeburg Shoot the Bear 150.00
- Telequiz 125.00
- Williams Super World Series 150.00
- Chicago Coin Super Home Run,
4 Player Write
- Standard Metal Typer 275.00
- Hay Burner 75.00
- Phil. Toboggan Skee Ball Write
- Auto Photo—New and Used Write
- Mercury 13-Way Scale 75.00
- Solar Horoscope 125.00
- Astro Scope 150.00
- Blow Ball 90.00
- Kirk Astrology Scale 75.00

- Fun House Mirrors Write
- Exhibit Big Bronco Write
- Chicago Coin Super Jet Write
- Chicago Coin Round the World Trainers Write
- Genco 2 Player Basket Ball—
Like New Write
- Auto Shoots 150.00

BALLY BINGOS

- Hi-Fi \$399.00
- Surf Clubs 475.00
- Ice Frolics 395.00
- Palm Springs 375.00
- Dude Ranch 360.00
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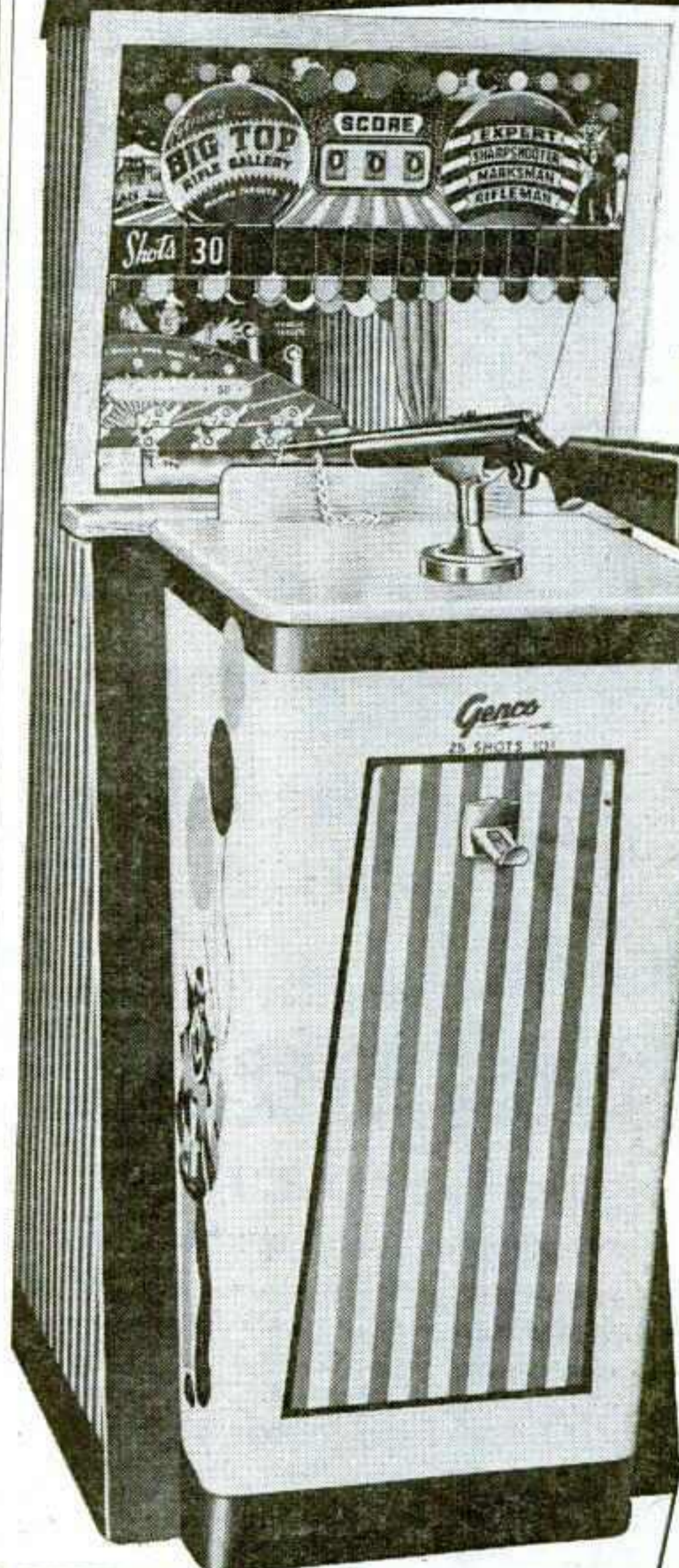
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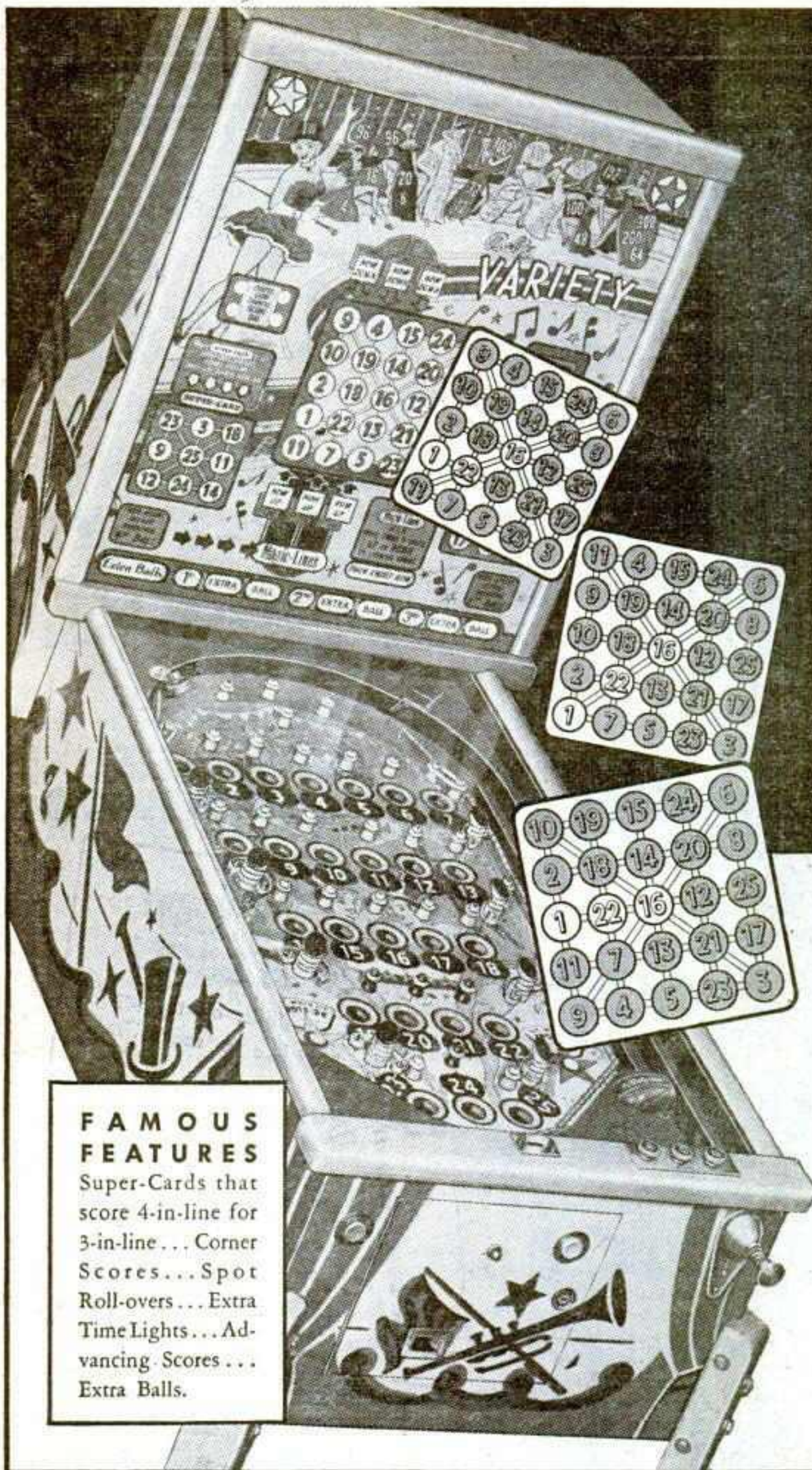
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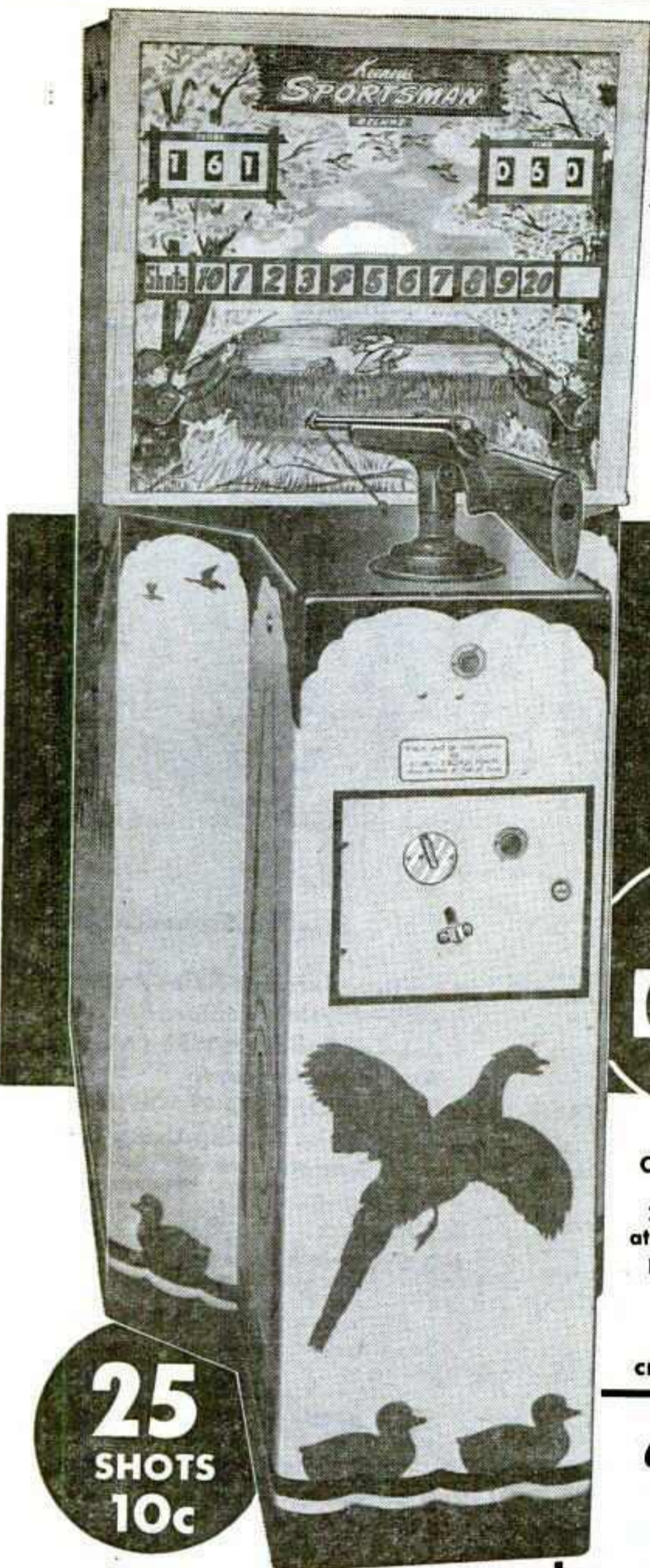
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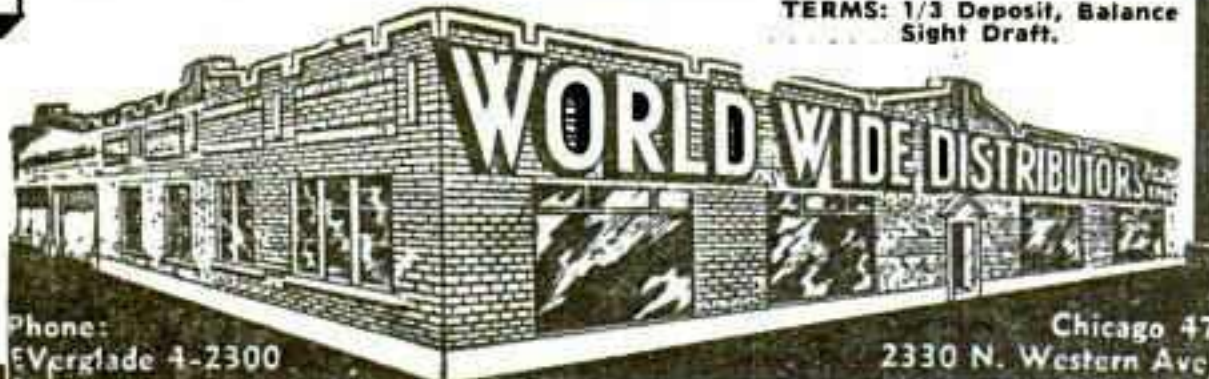
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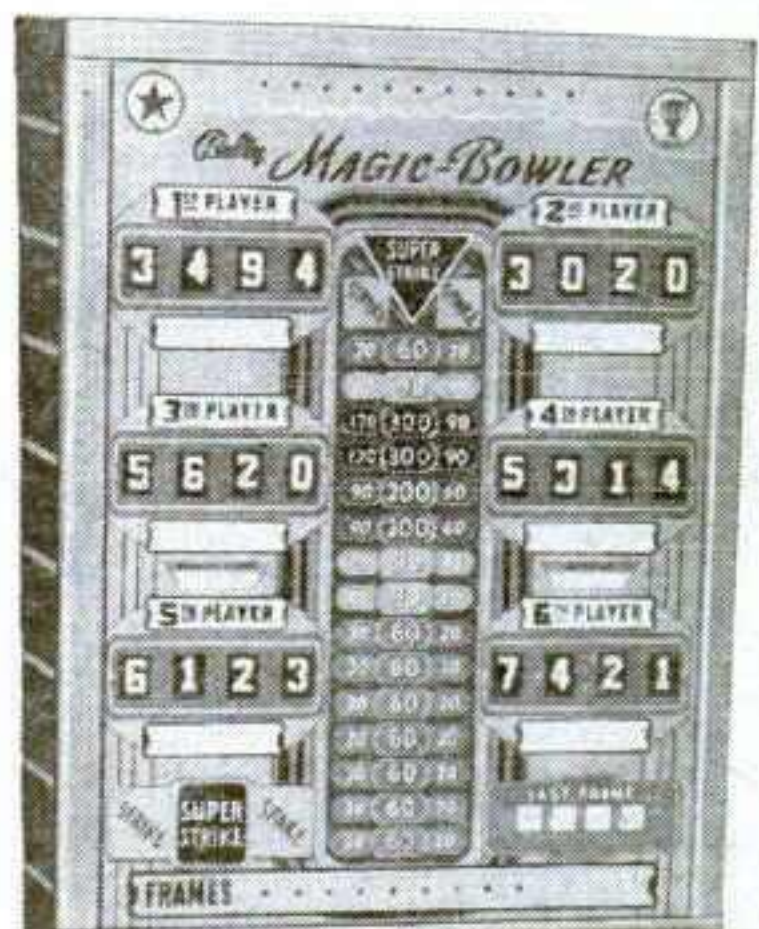
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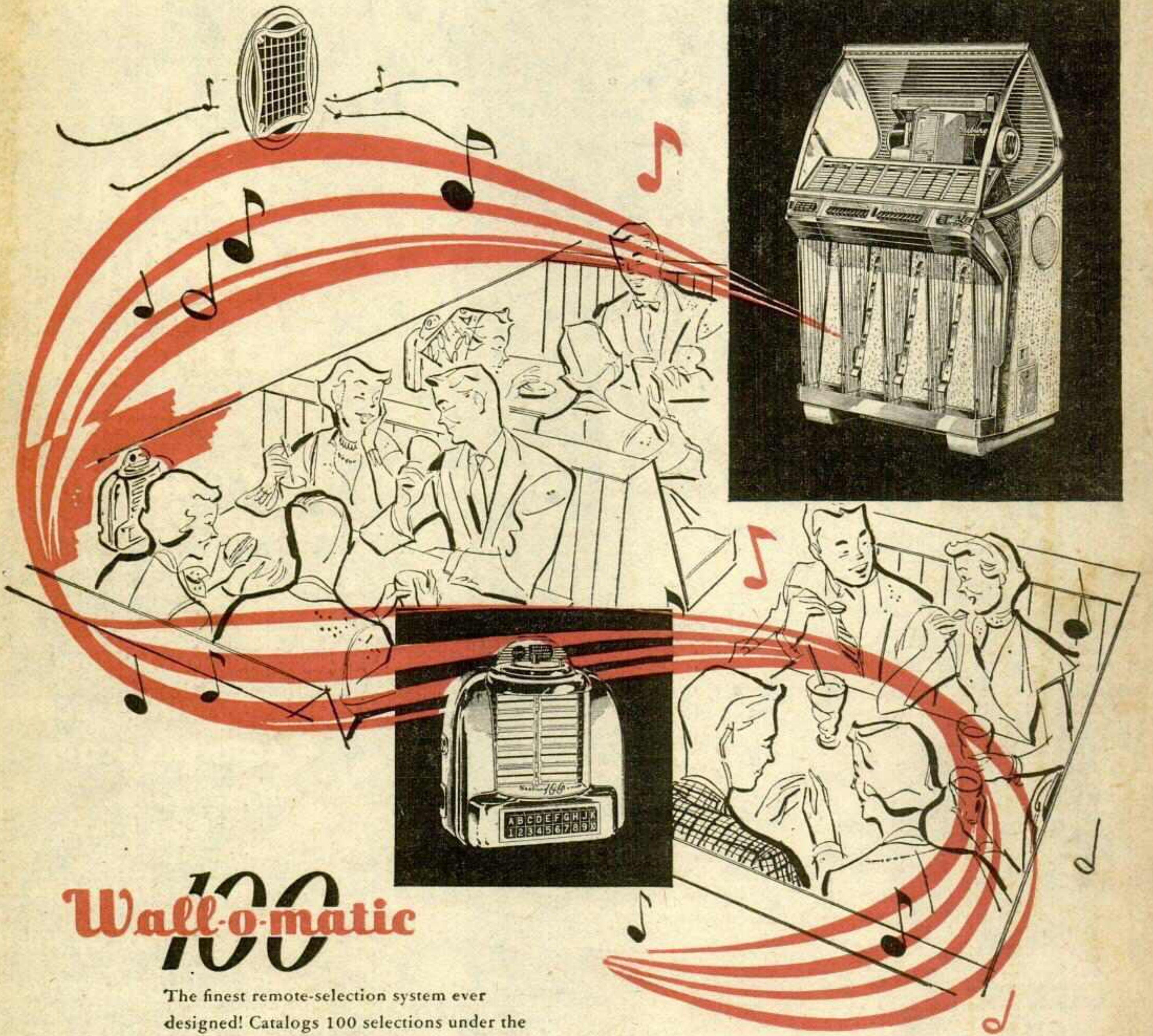
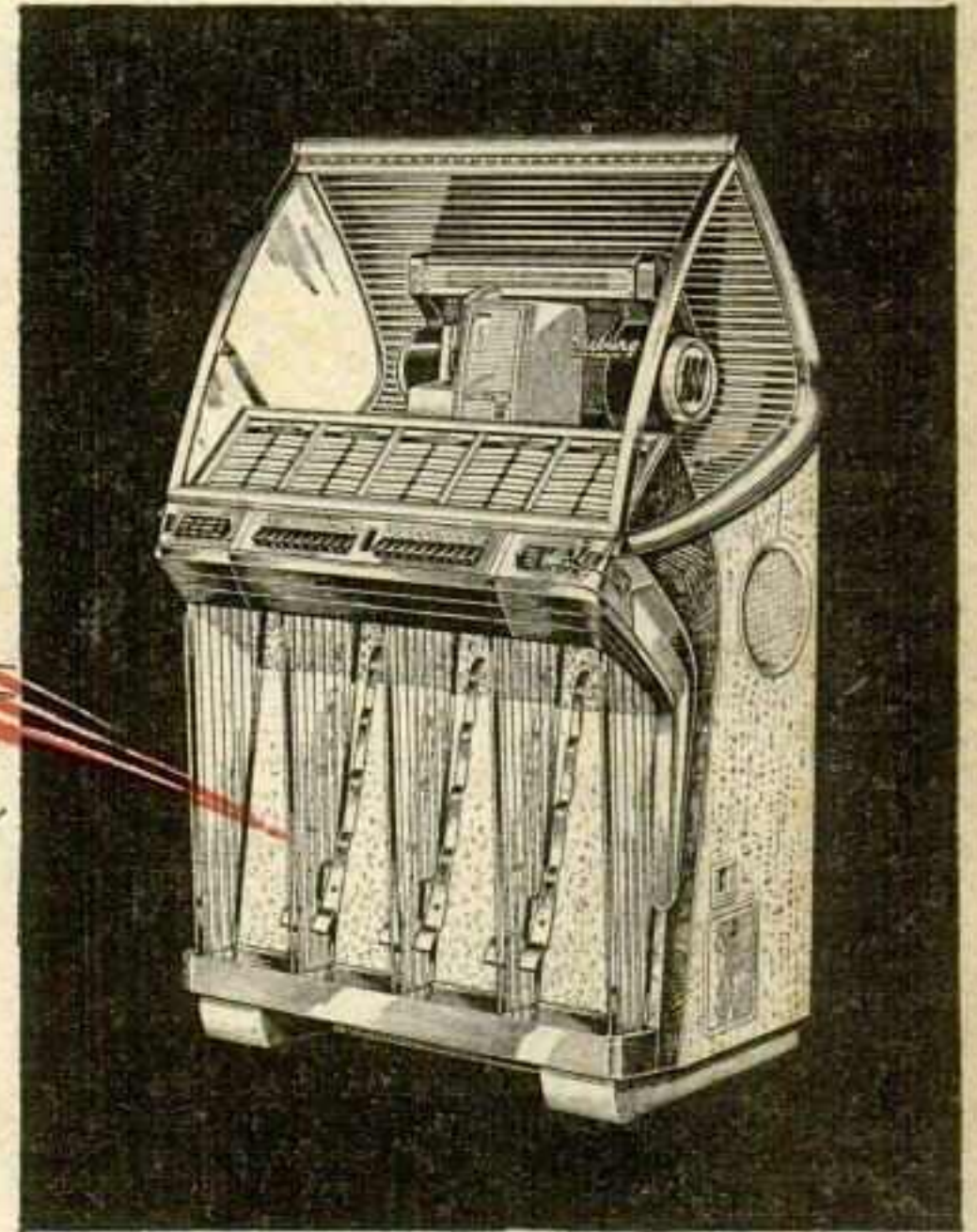
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