

COPYRIGHT EDITORIAL Inequities Vs. Interdependence

(This is the second in 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.)

It is dangerous to attempt to modernize the Copyright Act of 1909 by piecemeal legislation. There are many areas of the Act which need clarification. More important, the music industry has grown under this 1909 law to vast proportions involving investments running into billions of dollars. We are only beginning to learn how sensitive is the interdependence of all phases of the music business, one upon the other. If piecemeal legislation upsets this balance, there is no quick way of determining in advance how extensively several phases of the music industry could be damaged economically.

How easily the existing balance in the music industry could be upset can be illustrated by a review of some of the previous efforts to correct what were considered inequities in the Copyright Act. Today, after the passage of years, many would argue that it was extremely fortunate that justice moved slowly, so slowly that many of the proponents of changes in the Copyright Act changed their minds before it was too late.

CAPITOL SIGNS JACK BENNY TO DISKING PACT

HOLLYWOOD, Dec. 4 .-Veteran entertainer Jack Benny completed the show business round-robin this week when negotiations with Capitol Records, Inc., culminated in a term recording contract.

Benny has been active in all avenues of the entertainment field except records, until now. Capitol's artist and repertoire vice-president, Alan Livingston, handled the agreement.

Chiefly, Benny is to be featured on a series of Capitol children's records, tho he will not be restricted to that field.

In acquiring the name magic of Jack Benny, Capitol achieves an exceptionally valuable television outlet potential, much in the same manner of Jackie Gleason, also a Capitol recording artist. It is conceivable that Capitol may record Benny for the pop record market, using his CBS-television show as a means of exposure for upcoming records. Gleason has on several occasions, devoted portions of his teleshow to his wax works, all of which have had a lengthy run on The Billboard best selling album charts. Capitol also has under contract TV film star Eddie Cantor, who recorded a series of highly successful kiddie albums.

TV Webs' Grosses Rocket to Record \$300,000,000 High CBS in \$140-Million Stratosphere; NBC \$120,000,000; ABC \$31 Million

By LEON MORSE

NEW YORK, Dec. 4 .- Network television time sales continue to soar to record heights this year.

Estimates of network grosses reyeal that the four video webs together will collect well over \$300,-000,000 from advertisers in 1954, about a 30 per cent increase over the preceding year when \$227,-610,400 was spent.

CBS-TV, by far the leading network in billings, is headed for the lishing its commercial status was highest gross in its history - an the raid by the web on NBC-TV estimated \$140,000,000. The run-ner-up this year as well as last, Gamble shows, "Welcome Travelner-up this year as well as last, NBC-TV, has lagged behind badly ers" and "On Your Account," to its from the previous year when less daytime network,

ing the comeback trail. Du Mont will be fortunate if it equals its gross of 1953 when its earnings were \$12,374,000. Its gross is expected to be closer to \$12,000,000.

The strong financial showing made by CBS-TV this year can be credited mainly to its burgeoning daytime operation, which has nearly been sold out during the second half of 1954. Only four quarter hours of it are now available. The major factor in estab-

What were some of these areas of dispute, areas where modernization appeared necessary at one time but later became either undesirable or of questionable necessity?

The Performing Artist:

Is the performing artist entitled to a royalty when his disks are performed over radio stations? There is a long history to this problem, involving many top artists. Court battles were fought to force radio stations to pay artists every time artists' records were broadcast. The National Association of Per-

forming Artists tried to establish this principhe on a national and then on a Statewide level. For a time the American Federation of Musicians took an interest in the matter. Such men as Fred Waring and Paul Whiteman were principals in the tangled dispute, and attempts were made to license stations.

Compare the reasoning in those days-and it seemed mighty logical reasoning-to the attitude today. It is now common practice for the artist and publisher, and often the songwriter, to pay heavily to promote the use of their records on the air. (Continued on page 71)

Juke Ops Hop **On Own Disk**

NEW YORK, Dec. 4.-At least half the juke boxes in this city are expected to feature the first record issued by National Juke Box Music, Inc., the "third licensing organization" set up by publisher Barney Young. At a meeting of Music Operators of New York, Inc., the local association voted to purchase 5,000 copies of the disk for No. 1 slotting in city juke boxes.

NIBM was formed as a hedge to possible amendment of the Copyright Act removing performance royalty exemption traditionally enjoyed by operators. Its tunes will be license free to operators in the event of such amendment. They also will be license free to radio and television users.

than a \$1,000,000 separated the two webs. In 1954 it will gross about \$120,000,000.

ABC-TV Third

Again ABC-TV will be in third spend \$31,500,000, mainly for nighttime periods, an increase of almost 50 per cent over its gross during 1953 and an indication of the rapidity with which it is climb-

Upped Rates

Also partially responsible for the lush CBS-TV billings is the increase in station rates during the year, an increase which, incidentally, also operated to boost the place. Its sponsors are expected to NBC-TV gross. The sole area of failure during the year at CBS-TV was its "Morning Show." This program has failed to make any commercial impact even after several months of sustaining during which Jack Paar replaced Walter Cronkhite as the featured personality.

Daytime Weak

NBC-TV, on the other hand, can blame a weak commercial daytime operation for its lagging gross. The gross, however, is a substantial increase of about \$20,000,000 over the preceding year, tho it marks a sharp reverse in the competitive sweepstakes with CBS-TV. The network has large chunks of its daytime programing unsponsored. In fact, its affiliates still control 1-3 p.m. across the board, which NBC-TV will not open up to network programing until more of its daytime programing becomes fully sponsored.

NBC-TV, however, has made great strides with its participation shows, "Today," "Home" and "To-(Continued on page 3)

Webs' C 'ns Run 15-65%

NEW YORK, Dec. 4.-Publishers Information Bureau figures from January thru October, 1954, lend further credence to the expectation that the four TV networks will gross considerably over \$300,000,000 in billings during the year. The gross for the 10 months is already \$254,425,834. And since the Christmas season is traditionally a heavy spending one, the four webs should gross well over \$50 million during November and December.

CBS already has coined \$117 032.072 during the 10 mc NBC, \$100,541,824; ABC 584,163; Du Mont, \$10,26 The greatest percentage gain been registered by ABC which has improved its gross by 65.2 per cent in comparison to the same 10 months last year. CBS billings

NEWS OF THE WEEK

TV Rating Dip Offset by Audience Rise, ABC-TV Survey Shows . . .

TV ratings have dropped about 10 per cent during the season of 1954-55, but audiences have risen more than enough to offset the decreased ratings, according to a research study made by ABC-TV. Page 2

Expect Senate Committee Report

To Okay TV "Crime" Programing . . .

TV programing is almost certain to be given a clean bill of health by the Senate Juvenile Delinquency Committee report on "crime and horror shows" which will be issued in several weeks.Page 6

MCA-TV Set to Challenge Video Syndication Leaders . . .

MCA-TV takeover of United Television Programs' film product and personnel is expected to give the firm the extra push needed to challenge the leaders in the video syndication business. The firm's gross billings next year are expected to outstrip its top money-making

Minor Changes in Record Prices Expected During Coming Year . . .

Record dealers can expect to see some price adjustments in the coming year as the manufacturers attempt to change to prices considered more "psychologically correct." The changes, tho, would only involve a few

Better to Own a Little Than Share A Lot-NBC Radio Client Dictum . . .

Network radio advertisers would rather buy a five-minute seg all their own, than share a bigger program with other participation advertisers, according to NBC. The web is already sold out on its new Mary Margaret McBride five-minute stanza, and veepee Ted song for his forthcoming TV show on December 11. Song has been recorded by singer Bob Manning on Capitol label and will be in stores ahead of the TV show exposure. Publishers and record men watching closely to see if another song can be made via TV. Page 15

Victor Follows Other Majors in Stepping Up Rhythm & Blues Pace . . .

RCA Victor joins other major firms with a real push to get back solidly into the rhythm and blues field. Capitol, Decca and Columbia have already started their campaigns to recapture a share of the r.&b. business. Page 16

Outdoor Showbusiness' Chicago Trade Show a Boon to Mfrs. . . .

Unexpected wave of buying by amusement park and carnival operators marked the Chicago trade show of the National Association of Amusement Parks, Pools and Beaches, proving a bonanza to manufacturers and suppliers.Page 50

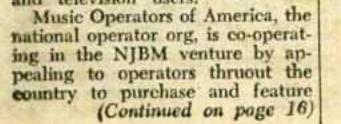
Convention of Fairs, Expositions Produce Few Attraction Switches . . .

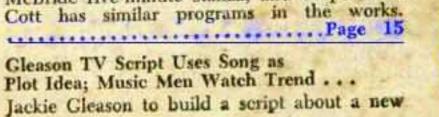
Chicago convention of the International Association of Fairs and Expositions produced few switches in carnival or grandstand attractions. Major exception was signing of an ice show, instead of a revue, for the grandstand by the Nebraska State Fair, Lincoln. Page 50

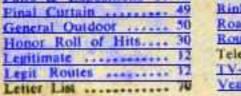
DEPARTMENTS AND FEATURES

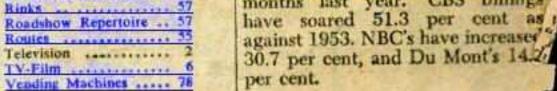
Magic 49 Amusement Games 83 Burlesque 49 Carnival 60 Coin Machine Market .. 84 Comings Events 66 Drive-In Theaters 57 Fairs & Expositions ... 58

Merchandise 66 Music 14 Music Charts 30 Music Machines 71 Radio 14 Review Digest 12 Binks 57









TELEVISION

THE BILLBOARD

Communications to 1564 Broadway, New York 36, N. Y.

DECEMBER 11, 1954

Web TV Ratings Drop 10%, **But Greater Audience Is Hit**

By JACK SINGER

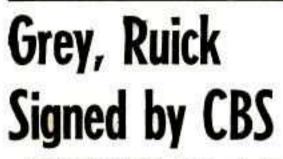
NEW YORK, Dec. 4.-Network television ratings this year are approximately 10 per cent below last year's figures, but the total audihas nevertheless increased.

This seemingly contradictory statement is actually no more than an analysis of the shifting patterns of TV life today, according to a

dropped this year: (1) There are more stations competing for the available audience. (2) There are more shows being offered to audiences during a time period, and (3) Improved shows are cutting down the audiences that "popular" shows formerly had sewed up tight.

Not Losing Out

Advertisers, however, are not losing out because of the rating



HOLLYWOOD, Dec. 4.-Sign ing of two new performers to television contracts was announced today by CBS Vice-President Har-Ruick.

being prepared for Grey, who was product category; a "commercial

competition that has toppled rat- with Nielsen.

ings.

drop, the study finds. The increase ings and 19.7 per cent drop in in audience resulting from a com- Nielsen ratings; "Dragnet" toppled bination of the greater number of 31.5 per cent in its ARB ratings sets being sold, and the rising cov-erage factor shows are enjoying, "You Bet Your Life" slipped 18.2 ence that advertisers are hitting more than offset the heightened per cent in ARB and 10.8 per cent

It is expected that ratings will An example of the rating drop continue to decrease as monopoly that top shows have experienced, and duopoly markets, with their as gleaned from a comparison of fabulously high-rated shows gradsearch department. The ABC report outlines three reasons why TV ratings have dropped this years (1) The search of the search

trained to compile the commercial

data from on-the-air broadcasts.

This material will be combined

with the average ratings for each

15 minute time span on the stations

covered, which the Hooperatings

normally secure. Working on the

during each period holds good for

the commercials as well as the pro-

GETS AROUND

NEW YORK, Dec. 4. -That "Dollar a Second" show really gets around. On ABC-TV here for Mogen David Wine, it's on TV in England as "Shilling a Second" and on French radio as "100 Francs une Seconde." This month it made its bow in French TV. Meanwhile, Jean-Paul Blondeau, whose Paris producing outfit Radio-Tele-Cine owns the show, is reported to have concluded negotiations with German and Italian TV to get the quizzer on in those countries in their own lan-

guages and currencies. Incidentally, the show also appears in Canada and Alaska as

'Dollar a Second." Blondeau is due here next month with another group of French properties to pitch to U. S. sponsors. Scripter Al Freedman is working on adaptations of a few of them.



NEW YORK, Dec. 4. - Spirited denials this week were made by J. Walter Thompson for Brillo and Sammy Kaye that "So You Want to Lead a Band" is being canceled. The show is now on ABC-TV in the assumption that the average rating Thursday 9-9:30 p.m. time period.

It has been stated that the show has just been renewed and that it gram material aired in that slot, has been doing a fine job for its the final product will be obtained. advertiser.

'DOLLAR SECOND' Start-Kist Buys 162 Spots on **NBC-TV** Segs

NEW YORK, Dec. 4.-Star-Kist Tuna this week placed the largest single order in the history of participation shows on the NBC-TV network. The advertiser bought 162 participations in "Today," "Home" and "Tonight," and ordered them divided equally between the three shows.

The purchase will cost the sponsor over \$1,000,000 for time and talent, putting it almost in the class of an evening buy on a network. Rhodes and Davis, San Francisco, is the agency.

Lown to West CBS-TV Post

NEW YORK, Dec. 4. - Bert Lown has been named to head the new CBS-TV West Coast station relations office which has been opened because of continuing network expansion in that section of the country. Lown will concentrate on stepping up service to existing and possible future affiliates westward from Denver.

The former songwriter will report to Edward P. Shurick, national director of station relations for the network.

NEW YORK, Dec. 4.-American Machine and Foundry this week became the first participating sponsor to move into ABC-TV's new "Your Better Home" show, which hits the air January 8 in the 11:30-12:30 daytime time slot. The new Saturday afternoon stanza, an Alton Alexander package, promotes the "do-it-yourself" theme. Neil Hamilton and Helen Lewis appear in the show, which will be beamed to close to 50 stations.

NEW RATING SERVICE **Hooper Study Will Cover Commercials**

NEW YORK, Dec. 4.-A new This enables a sponsor to compare rating service designed to show the his own and his competitors' comrating service designed to show the ratings of all commercials appearing on TV stations in the top mar-ing on TV stations in the top mar-beta under the top mar-beta under the top mar-C. E. Hooper, Inc. The study, to be called "Hoopereports on TV Commercials," will become available in February, and will be issued on a quarterly basis thereafter. Four markets will be covered in each report.

There will be three sections to each report: a chronological study ry Ackerman. The pair are comic of all commercials on each station Joel Grey and songstress Barbara covered during the rating week; a comparison of competing brands' A half-hour comedy format is commercials in each market, by

launched on his career four years exposure index," which summarizes ago when Eddie Cantor discovered him. Miss Ruick will be used for assignments in various plugs, amount of time consumed comedy and dramatic shows.

TvB Open for **Business With** 100G in Dues

NEW YORK, Dec. 4. - The Television Bureau of Advertising has already collected \$100,000 in membership dues, which is 25 per cent of its minimum budget for 1955. The membership list will be made public on January 1, when all charter memberships become effective.

Oliver Treyz, president, this week opened the organization's headquarters at 444 Madison Avenue here. He said he expects to announce two key executives later this month. He said TvB has already begun studies for two of the top 25 advertisers.

Kake Renews Christmas Hr.

PHILADELPHIA, Dec. 4 .--Tasty Kake, thru N. W. Ayer, will again sponsor its "Christmas Hour' over a special five-station hook-up. Starring Eugene Ormandy and the Philadelphia Symphony orchestra, the Trapp Family singers, Antony Tudor ballet and announcer Ben Crauer, the show will air December 16, 8-9 p.m.

Originating on WFIL-TV here, against it for \$16,000,000. it will go into New York via WATV, Newark, N. J. The other tations are WAAM, Baltimore: WILK, Wilkes-Barre, Pa., and WGAL-TV, Lancaster, Pa.

NEW YORK, Dec. 4.-Flamingo Films this week sold its 15minute science-fiction series, "Top Secret," to WRCA-TV here, which

and totals the commercials of competing brands by total number of

include, with each commercial and length, whether audio, video, or a combination, whether web or local, rating and audience share, area homes watching, and composition of audience. The report by categories leaves room for an adper thousand homes per second. It would have found itself compet-

Programing Troubles and total rating points scored. The chronological study will Mount Up af CBS-TV

head at CBS-TV, the result being cancellation of one half hour of time, the axing of a network package, and the final re-alignment of the web's Tuesday night line-up.

vertiser or agency to add costs of Saturday, 10-10:30, where it had his own and his competitors' plugs, already given "That's My Boy" its and when combined with the num- notice. The advertiser wanted anber of homes delivered per second other more acceptable mid-week (which is supplied for each plug), half hour, but none could be permits the computation of the cost found, except on Tuesdays, where

F. Schoeppel (R., Kan.) hailed it

as a means to broaden TV's eco-

Altho several of the FCC com-

number of TV stations and the

into the home.

listed, information on products ad-vertised, announcer, starting time ing troubles this week came to a Life." . .

Celeste Holm also threw in the towel and bowed out of "Honestly Celeste," which was on for Briston Myers, Sundays, 9:30-10 p.m. The advertiser will retain the strong Plymouth this week gave up on half hour, but give up on the stanza to search for another show in the coming weeks.

Tuesday Shifts

Revamping on Tuesday nights at CBS will mean that the Phil Silvers show will move into 8-8:30, sponsored by CBS-Columbia on alternate weeks. Red Skelton moves into 9:30-10 p.m. that evening where Johnson's Wax and Pet Milk pick up the tab. He was in at R. S. Littleford Jr. . Editor in Chief, New York 8 p.m.

Block Drugs and American Motors will shift back a half hour to 10 p.m., Tuesdays with "Danger."

This show will have to step out and grab itself a rating if it is to remain on the web, for the sponsors have been disappointed over M. L. Reuter its showing this season.

nomic base last September, action was not kicked off until this week FCC Proposed UHF **Rules Stir NARTB**

WASHINGTON, Dec. 4 .- The National Association of Radio and Television Broadcasters this week 'expressed concern" over the Fedcate or interfere with present comeral Communications Commission's mercial programs. Instead, Zenith proposed rule making to permit the said, it would be able to project use of some UHF frequencies for major box office entertainment experimenting on means to broadsuch as opera, heavyweight boxing cast TV programs from Florida to bouts, and first-run motion pictures Cuba.

The NARTB stated that any proposal to use UHF bands for anymissioners are excited by the thing but UHF TV broadcasting prospect for increasing both the should be accompanied by engi-



Founded 1894 by W. H. Donaldson

Publishers Roger S. Littleford Jr. William D. Littleford

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K. Kemper	 Vice-Pres
M. L. Reuter	 Vice-Pres.
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Advertising Managers

Circulation Department





FCC Commissioners This Wk. WASHINGTON, Dec. 4.-Final the entire issue was placed on the current FCC agenda, and slated for Federal Communications Commisdiscussion early next week. sion action on subscription TV While action on fee-TV has moved one step closer this week as been rumored since Sen. Andrew

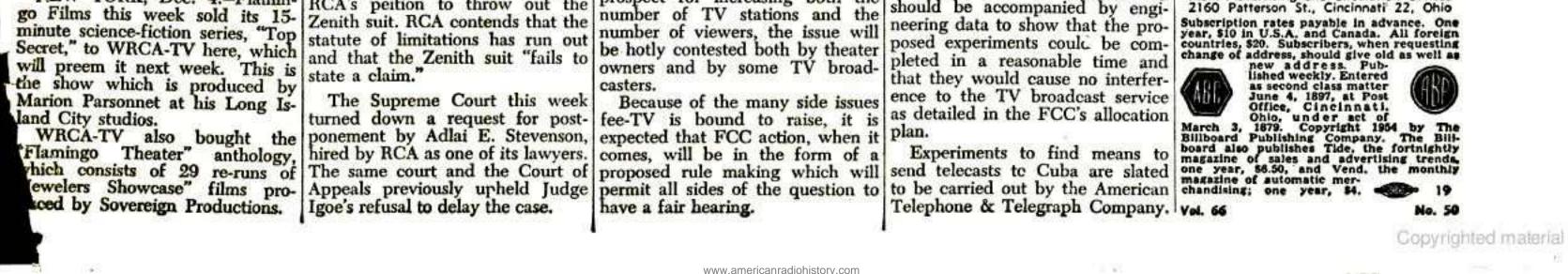
Subscription TV Goes Before

RCA Rebuffed In Zenith Suit

CHICAGO, Dec. 4.-For the second time Federal Judge Michael L. Igoe turned down the Radio Corporation of America's petition for a stay in the Zenith suit brought

Lawyers representing Zenith claimed they would start taking depositions in the case Monday from the RCA board chairman, David Sarnoff, in New York. Igoe set January 7 for a hearing on RCA's peition to throw out the

when Zenith Radio Corporation petitioned the FCC for immediate authorization of the service. In its petition, Zenith stated that authorization of fee-TV would introduce a new and better kind of programing that will not dupli-



DECEMBER 11, 1954

TELEVISION

Westinghouse Buys WDTV-\$9.75 Mil

paid for a station.

in the country.

Chris Witting, president of tional stations. an NBC outlet. Harold Lund will profits for several years. continue as manager.

CBS-Air Force Pact to Make **Aviation** Pix

WASHINGTON, Dec. 4.-Agreement has been reached between CBS and the U. S. Air Force for joint production of 26 weekly half • Continued from page 1 hour programs on the growth of U. S. aviation slated for CBS-TV fall of 1955. Program is to be titled "Conquest of the Air."

In announcing the new series, Air Force Secretary Harold E. Talbott disclosed that CBS would have 150 million feet of film taken in all parts of the world from which to cut the programs. In addition, he said CBS cameras would record the latest chapters in the story of flight. The aim of the series, Secretary Talbott said, is to tell the Air Force story in terms of the whole history of human flight from the days of the early barnstormers to the achievements of commercial and air force aviation today.

NEW YORK, Dec. 4.-The long FCC, except for its appeal of the

\$9,750,000, the highest price ever here and WTTG, Washington. It has only one application pending, The new owner will change the for Boston's Channel 5, for which it that city, the first operating station sources that the company has any immediate plans to obtain addi-

Westinghouse Broadcasting, said In a letter to stockholders, Dr. that the station will continue the Allen DuMont cited the imminence same programing policy. As the of VHF competition in Pittsburgh only VHF station in Pittsburgh, it as the reason for the sale. He achas been affiliated with all four knowledged that DuMont's broadnetworks. But Witting indicated casting losses have been substanthat in the long range it would be tial, altho WDTV itself has shown

He added, "Since your manage-This is Westinghouse's fourth ment has been seeking ways to VHF station. It has announced its strengthen your company's profit intention of going to the legal limit, position thru reduction or eliminawhich will mean one more V and tion of losing operations, this sale two UHFs. This probably means it represents one of the steps neceswill eventually buy three operating sary to making more working capistations since it does not now have tal available and putting your comany application pending before the pany in position to capitalize on profit opportunities in our research, development and manufacturing

operations."

RESTLESS PEOPLE

Edward Kletter Associates, less than two years old, has outgrown house was concluded this week for Mont with two stations, WABD Avenue. ... Nelson Case, narrator has been written into the TV ver- singer will move into the 12-12:30 it with its historic radio station in was no indication from DuMont Morrow has replaced Dwight and her gang. Weist as the announcer for Norwich Pharmacal on CBS-TV's Hudes has been named publicity director in New York for the Perrin-Paus agency, which handles Sunbeam. . . . Norman Brett, formerly sales promotion manager of The feeling at NBC is that the Du Mont, has joined the Moselle daytime audiences prefer to see Rouses Omaha & Eisen agency on the Tootsie Roll account. . . . John Porter has been named manager of advertising and promotion at NBC. Edwin Vane was upped to his former post of manager of national sales promotion.

> star, has been named sports director of KSTP, Minneapolis. . . .

NBC Bolsters Day Sked With T. Ernie

NEW YORK, Dec. 4. - NBC- NBC a top daytime personality and on the "Road to Life" radio soaper, be Tennessee Ernie. The hillbilly emsee. sion of the series, which bows on strip on the web with his own that "Today," according to NBC, call letters to KDKA-TV to identify is not given much chance. There CBS-TV December 13. . . . Don show shortly replacing Betty White has increased its rating lead over

> the talents of Miss White and the CBS early morning stanza is "Sunday News Special." . . . Ted hopes to .ind another slot for her. giving it a battle. In the event one does not open up, In the event one does not one an-the network will move her into an-other show, if possible, where she other show, if possible, where she males as emsees and that female performers must be used in supporting roles. This, of course, is no ironbound rule as can be witnessed from the success of Arlene Francis on "Home."

The network has serious inten-Dick Nesbitt, former football tions of wooing Jack Paar away from CBS but seems to have given up on the idea. Paar was to be Bruce Gilmer has joined the an- offered such an attractive deal that nouncing staff of WVEC-TV, Nor- it couldn't bc refused. The snatch (Continued on page 48) was to accomplish two things: get

rumored sale of DuMont's Pitts-burgh station, WDTV, to Westing-The WDTV sale leaves Du entire 21st floor of 515 Madison its newest bid to challenge the CBS' "Morning Show," which fea-TV's first programing weapon in cut the ground out from under CBS-TV daytime supremacy will ture: Paar, by removing him as

> Reason for the NBC cool-off is the "Morning Show" to the point NBC, however, is still high on where the web no longer feels that

OMAHA, Dec. 4.-Further clarification this week was forthcoming on the "sponsorship" of the Omaha University football team's New Year's Day junket to the Tangerine Bowl, in Orlando, Fla., by KMTV here. The station is underwriting the expenses of the trip up to \$10,000 but stands to get all its dough back if the team's share of the game's gross is \$10,000 or over.

Its competitor, WOW-TV, has been granted exclusive broadcasting rights to the gridiron clash. A special 90-minute film of the contest will be made for telecasting the Sunday evening afterward. WOW will broadcast the game live directly from Orlando.



TV Webs' Grosses Zoom to New \$300,000,000 High

night," which together are ex-sponsor with a limited budget. 1 ness, as indicated by the Guildnetwork presentation starting in the full of 1955 Program is to be titled Today" is figured for \$11,000,000; Indications are, of course, that the Nitapix combine, and the strong network and the Du Mont owned- shows being presented to national "Home" for \$5,000,000, and "To- and-operated stations may not be accounts by other film distributors. three shows alone are grossing this issue.) about 10 per cent of the network's The \$300,000,000 figure that The threat of the film synditotal take. profit because discounts are not coming years, but by how much is given as extensively as on many of a widely debated question. With the other programs, tho there is a the cost-per-thousand of most triple discount system already in shows going up because effect. A factor which accounted stepped-up competition, sponsors for several millions of dollars in are not likely to take kindly to rate NBC-TV billings last year, the hikes. They will, however, pay for National Collegiate Athletic Asso- coverage in areas which have had ciation college football games, is tremendous increases in audiences, not present this year. Instead, ABC-TV had the NCAA games and has run up a considerable loss on them because of an inability to find a national sponsor. ABC-TV, however, as pointed out before, has picked up a large amount of nighttime business this year and has improved its competitive position considerably. The ABC-TV gain can be attribweek denied reports that it would uted in some part to the attrac-drop the Katz agency as its na- tiveness of TV as an advertising tional spot representatives. Tom medium. Many sponsors and in-Harker, veepee and national sales dustries engaged in terrific comdirector, set the record straight by petitive battles and who were unable to find time on either of the zation is doing a splendid selling job for us all along the line." other top networks, have bought ABC-TV this season. doing the will be in considerable danger of pricing themselves out of the BC-TV this season. Du Mont, more or less, has stood of pricing themselves out of the market. They are faced by the

night" for about \$1,000,000. These around for 1955. (See other story They also must compete with spot

seems sure to be reached this year They are also great sources of will certainly be bettered in forthof or in the few areas not previously covered. What color will do to network rates in the future is not yet known. It has been announced that production charges will go up be-tween 10 and 20 per cent, and line charges will also be hiked considerably. But before color rates can even compare to black and white, there is bound to be a considerable period of time during which the public must buy a significant number of sets.

TV for the advertiser's dollar.

Storer Chain To Keep Katz

NEW YORK, Dec. 4. - The Storer Broadcasting Company this stating, "We feel the Katz organi-

The rumor arose because Storer office.

Check Charges

But the networks must also keep a tight rein on their charges or

opened up a new West Coast sales still over the year. It remains as growing competition of film synalways a low-cost network for a dicators pitching for national busi-

cators can become considerable because great savings can be made by an advertiser by picking markets instead of buying the basic network line-ups of stations. Whether this threat will ever become a major one to the webs, the next few years will tell,

WLW	Radio
WLW-A	Atlanta
WLW-C	Columbus
WLW-D	Dayton
WLW-T	Cincinnati

Sales Offices: New York, Cincinnati, Dayton, Columbus, Atlanta, Chicago, Miami



NEWS IN BRIEF

RCA Victor will begin shipping limited quantities of color sets with its new 21-inch tri-color tube to distributors later this month. The suggested retail price is \$895. RCA this week declared an extra dividend of 35 cents per share and a regular quarterly dividend of 25 cents. Meanwhile, Gen. Walter Bedell Smith was elected a member of the RCA board of directors.

The Hazeltine Corporation this week demonstrated a new color TV set which projects its picture onto a screen 18 by 13 inches. It uses three separate tubes, one for each primary color. The cost of each tube was said to be only a fifteenth of a tri-color tube.

WRC-TV, Washington, was selected as the nation's top station for local public service presentations in 1954 this week by the Sylvania television award board, headed by Deems Taylor. The winning TV shows exposed pollution conditions of the Potomac River under the title "Our Beautiful Potomac."

in frequencies for short-wave broadcasters, were in line with international agreements to minimize interference between stations in different countries.

The Federal Communications Commission's proposed rule to require UHF-TV broadcast transmitters to have at least five kw. rated power was withdrawn this week in the face of solid opposition from broadcasters, including the National Association of Radio and Television Broadcasters, Radio Corporation of America and Allen B. Du Mont Laboratories, Inc. The opponents to the rule argued that there are many areas where a one kw. UHF transmitter can provide adequate service.

The average weekly production of TV receivers hit a new high in October, according to the Radio-Electronics-Television Manufacturers' Association. Weekly production in October was 230,369 units compared with 189,559 units a week in September. In the January-October period manufacturers produced a total of 5,654,791 TV sets and

TYPE SALESM

cago (leaders in the fields of sales and human relations training) has offered outstanding opportunities to a few select executive-type salesmen.

Due to widespread interest in human relations and sales training, the demand for our program is increasing. We are adding to our sales force to take care of this demand.

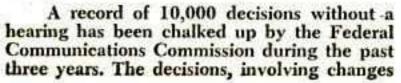
against business in hand, liberal bonus, first of the year.

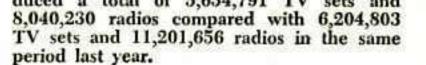
Since 1904, The Stevens-Davis Co. of Chi- plus a protected territory, equals an earning potential of well over \$10,000 for men who can MEET OUR REQUIREMENTS:

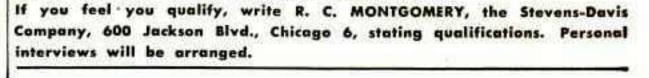
- · Have a successful sales record.
- · Can prove they can sell ideas.
- · Can deal with top executives. Are between 35 and 50 years old.

This is a lifetime opportunity to build a career in an exciting, fast-growing business, We will have a few select territories open Generous commission, weekly advance in the mid-west and southwest, after the

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DECEMBER 11, 1954

Thirty Million Angels

by Ralph Bellamy



RALPH BELLAMY—famous star of stage, screen, and television; president of Actors' Equity Association.

Subscription and closed-circuit television can bring Broadway to virtually everyone's home town—and provide a fountainhead of theatrical production capital, employment and even a new audience in the bargain

When an actor holds forth on the subject of television, the reader may assume that he has an ax to grind. In my case, the reader is so right, because I also am president of Actors' Equity Association. But if I do have one, it is an ax with more than one edge—and each of them cuts in the same beneficial direction. What I have to say on the subject of television is, I'm convinced, in the best interest of actors, the theatre and TV. Primarily I'm concerned with the actor; but what's good for the theatre in general is good for the actor. Throw in a bundle of box office and everyone benefits. And that is essentially what closed-circuit and home subscription TV will do.

Fortunately for me and the reader, it doesn't take an economist to grasp this, any more than it takes an engineer to sketch a brief picture of what this new medium is. Actually it isn't a new medium so much as an auxiliary service. Closed-circuit television already is operative. And at least three companies have demonstrated devices for equipping each home receiver with its own cash register. When the Federal Communications Commission gives its approval to one or more of these setups, a TV viewer will be able to see such premium attractions as the Broadway premiere of a leading play in his own parlor by paying a nominal sum for the privilege. This will be a part-time program service by independent operators and existing stations, and will not involve separate or additional channels. And it will not replace regular open-circuit nonsubscription programs which will be available simultaneously.

Closed-circuit TV is very much in the theatrical news at present. This brand involves showing the same major attractions on large screens in theatres and movie houses. Equity and Box Office Television, Inc. have just signed a pact which paves the way for closed-circuit presentations of at least three New York stage attractions directly from their Broadway houses at nominal admission prices in theatres throughout the nation, but outside New York. This can —and, I believe, will—lead to the eventual televising of premieres of Broadway plays. There large benefit here, of course, is the creation of a nationwide revival of interest in the legitimate theatre. But the pact also provides specific remuneration for the actor on an experimental, unprecedented basis—a minimum of \$342.50 or the current contractual weekly salary, whichever is higher, for a telecast to forty or fewer theatres.

The opening night of the new Metropolitan Opera season was an event contracted for by some forty-five theatres throughout the country on a closed-circuit basis. Here the spectator paid the not so nominal charge of \$3 and up. Numerous sports events also have been televised in this way. When the Met presented a performance of "Carmen" via Theatre Network Television two years ago, some thirty theatres showing this attraction grossed more than \$150,000—a substantial figure, especially when viewed from the business side of a box office.

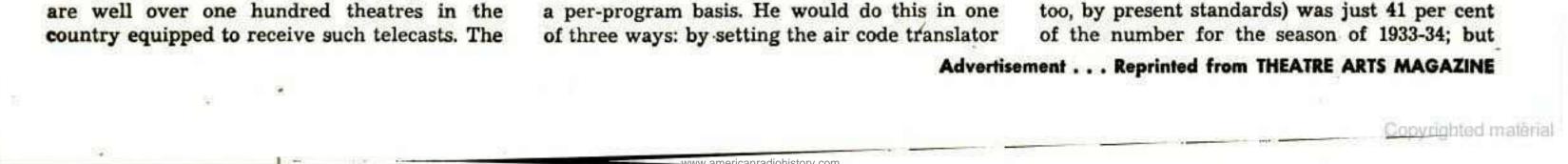
But this is even less impressive than the potential that exists in the subscription television system in which the viewer would not leave his fireside. While this system had not received the sanction of the FCC at this writing, it is actually out of the blueprint stage. And it is the inevitable next step after closed-circuit theatre TV. The Zenith Radio Corporation has been perfecting such a system since 1931. During the first three months of 1951, Zenith demonstrated its Phonevision publicly in Chicago, using motion pictures as the test attraction. More than fifty thousand families volunteered for the test. The three hundred finally involved bought nearly four times as much motion picture fare during the ninety-day period as they normally bought in regular movie houses. And 100 per cent of the test families said they would like the service permanently.

Basically the technique used in all the home subscription TV systems involves coding or scrambling the transmitted signal so as to produce a distorted picture and unintelligible sound for every receiver not equipped with decoding or unscrambling devices. The subscriber purchases this decoding information on attached to the set according to information on a card purchased by mail or at a vending machine; by securing this information over the telephone from Phonevision company, a service for which he would be billed at the end of the month; or by dropping coins into an air code gadget on his set according to a price schedule which would be listed in newspapers or television program guides. During the 1951 Zenith test, code information was sent to subscribers directly over their telephone lines. This method will in all probability be superseded by the air code system described above.

The cost to the viewer would vary according to the nature and length of the attraction. During the trial run in Chicago the price was \$1 per set serviced with a given subscription TV attraction. And remember that an entire family can watch, once the image has been made clear and the sound made intelligible. The important thing from the standpoint of the organization producing the entertainment being dispensed is that this type of setup could turn thirty million American homes into thirty million box offices.

So much for the "what" side of the picture. Now for the "why."

With respect to the theatre and the actor, in particular, the general reason for regarding both closed-circuit and subscription TV as potential boons to employment and new interest in the stage is fairly obvious. But generalizations are dangerous, and I think that some specific cases should be examined. More than that, I think that they will pass the closest scrutiny. THEATRE ARTS readers who have examined even casually the comprehensive economic survey by Professor O. Glenn Saxon know in what tough shape the living commercial theatre has been in recent years. The number of theatres available for professional stage productions in New York City alone has been reduced by almost 50 percent in the past twenty years; closed-circuit and home subscription TV could create millions of new theatres by bringing Broadway plays to theatres and homes thousands of miles from Broadway. The number of Broadway attractions last season (a good one



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with closed-circuit and subscription TV, I am convinced that we could realize the necessary capital to arrest this dismal descent that makes Professor Saxon's graphs and his text anything but light reading for people making a living in the theatre. The road presents an even more discouraging decline: from 1,152 playing weeks and a total gross of \$23,657,900 in 1948-49, for example, to 794 playing weeks and a total gross of \$17,623,200 last season.

Speaking of making a living in the theatre, Professor Saxon had this to say: "In 1953 total employment of actors in the living theatre amounted to only 991—less than 15 per cent of the number employed in the 1927-28 season.... The average income from *the living theatre* of all professional actors and actresses throughout the country for the 1952-53 season was only \$800 per person.... The average annual earnings of all those who worked twenty-six or more weeks was under \$6,000."

Nor is this all. Today production capital requirements are large and involve great risk. And these factors affect not only the actor but the producer, author and designer as well. Consider the steady increase in the one-set production.

While examining what TV can do for the theatre, when properly harnessed, it may be instructive to ask ourselves, "Why one of the varieties of pay-as-you-watch TV rather than the regular commercial brand?" The answer is clear. Much as we deplore commercial TV's effect on theatregoing, this form of entertainment isn't going to drop dead. Neither can it come to the theatre's aid by buying first-night performances for national showing, for thesimple reason that no sponsor can afford to do so. Dr. Millard C. Faught, Zenith's economic consultant, got at the heart of the matter when he told the New York Society of Security Analysts: "The Achilles heel of regular TV is that it has no intrinsic economics of its own. Therefore everything it does must be subsidized by some other economic function. So far advertising has given television its sole economic sustenance, with some very limited exceptions. ... Subscription television, by contrast, is not only a complete and instantaneous TV distribution system but also has its own built-in economic system." And from the watcher's point of view, the current mode of TV gives him rather little to say about what he sees.

THE BILLBOARD

contribution to it; there is no chain reaction to benefit the theatre that an opening night on subscription TV would provide—no funneling of admission charges back into the theatre to make possible continuing production and continuing employment.

Now contrast this with closed-circuit or home subscription televising of a Broadway first night. During the course of a year's run perhaps four hundred thousand persons might see **a** smash hit on Broadway. With one of the new modes of TV, twenty times that number might see the premiere alone. Dr. Faught made this striking observation: "If all of us who now have sets paid only the price of a bus ride to and from a theatre as our admission fee to "South Pacific" on TV, the total revenue would far exceed all that this great musical show grossed in five years on Broadway. And millions of people would still want to see the play itself."

That last sentence is not to be overlooked. On any given night that a theatre performance is available on closed-circuit or home subscription television, only a small percentage of the potential audience for it will take advantage of the opportunity. This should allay the fears of the producers and actors who think they detect the specter of technological unemployment lurking in the wings. The production actually would benefit from what the trade calls word of mouth. There would still be audiences for the production both on Broadway and eventually on the road. In fact, there might well be a new theatre audience created in areas where there is little or no professional theatre-and this audience might be stirred to see living theatre in a playhouse the next time it got to New York or another large city, or when a road company reached its vicinity. These new forms of TV can be theatre's best advance men, in fact.

Chiefly, though, the financial impact of the subscription revenue would be such that it would greatly reduce the present hazards of backing a show. One performance on TV might very well be enough to recoup the entire production cost. Think what this would mean to the chances of a marginal production-one which received unenthusiastic reviews-for a run in this hit-or-flop economy of ours. Many a show which now dies a quick death might be made to pay off. And think what a happy effect this would have on strengthening the reservoir of production capital-and consequently on employment in the theatre. Remember too that we are not dealing in the cloud-like realm of speculation. Only that small percentage of the potential audience for closed-circuit or

TELEVISION

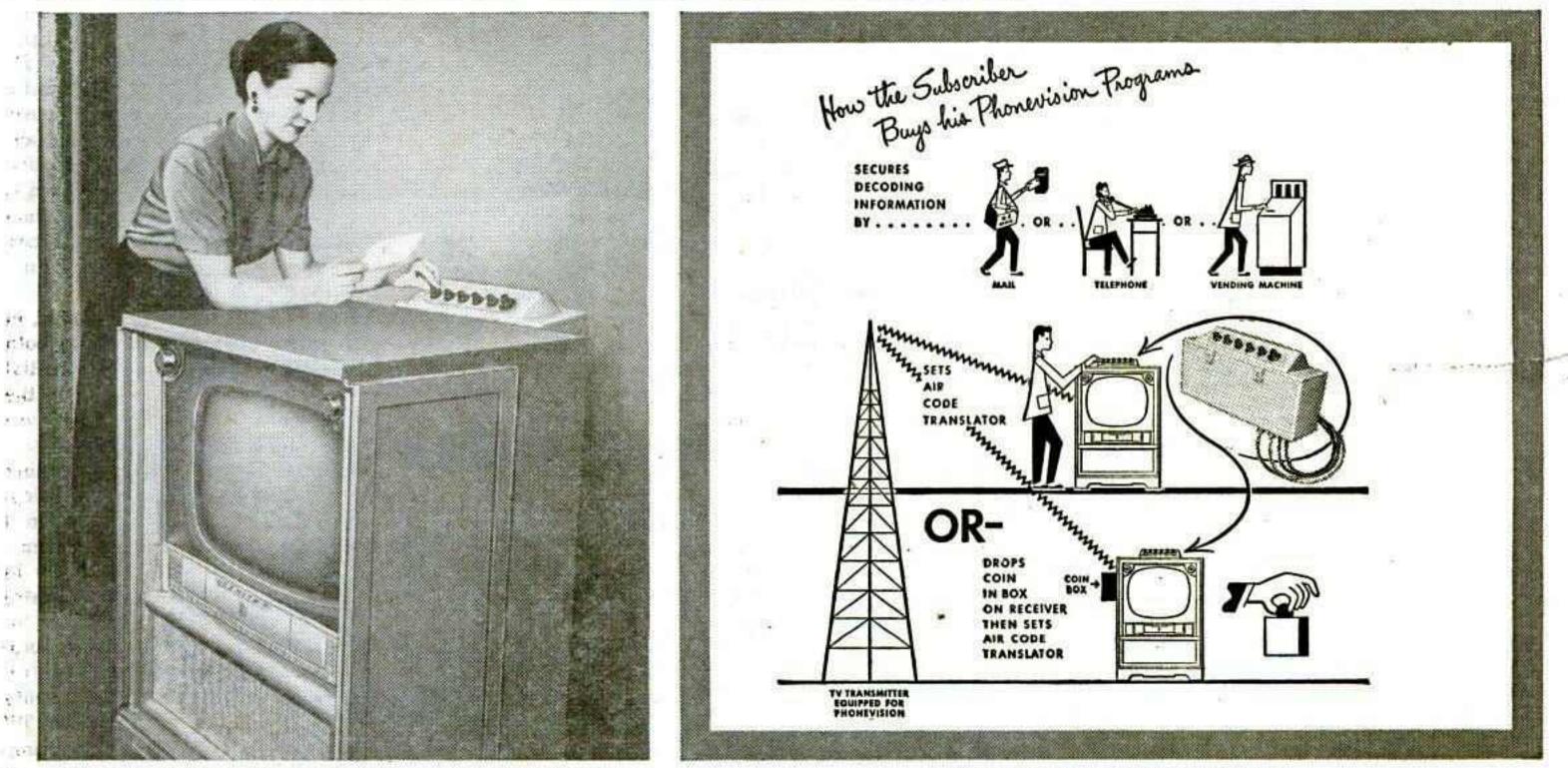
subscription TV would be necessary to provide this cushion. Even if the show didn't survive much more than that initialy televised performance, the actors and everyone connected with the production would benefit, and theoretically the capital would stay in the theatre for future production. The element of risk would be eliminated. There would be more production at higher standards. And there would be millions of critics instead of the present smaller number.

There are other possibilities too. One of these might be to film a play which has at least limited success directly from the stage, at the time it is about to close. This film could then be made available to subscription TV buyers. And this bears on another important point—the strong position of the stage in the TV picture. In the early days of television, the novelty of the medium was enough to satisfy the average viewer. Now it has long ceased to be enough. And theatre has what it takes to please the more discriminating spectator.

Lest there still be some skeptics who doubt my motives in advocating something that seems to compete with commercial TV, let me point to another side of the entire TV picture, a side that actually makes a strong case for the pay-asyou-see system as a benefit to all television. Whereas we now have approximately 380 stations supported by advertising, we could have close to a thousand, provided additional sources of revenue were present. Something like Phonevision might provide that additional source. The Zenith people feel that subscription TV may well determine if many areas of the country-the less populous ones-ever get any form of television. They reason that under present high costs, the advertiser cannot afford to go beyond the major markets in presenting his show. This leaves the station in the smaller area dependent on local sponsorship-if it can get such sponsorship-and the size of the if in the foregoing is indicated by the high mortality rate among these stations. Closed-circuit and home subscription TV will make the station operator independent of the economic requirement of network affiliation. Television now sends all its bills to advertisers, and about half its bills to less than twenty national sponsors. This illustrates that angels are very important people in TV too, and it isn't so far afield from theatre when you consider the ground we've covered. Pay-as-you-see TV can do a lot for theatre. Theatre can also do a lot for TV-and without commercials.

5

It is true that present television does provide work for some actors, and for this they are grateful. But present commercial TV is drawing on the theatre without making an appreciable



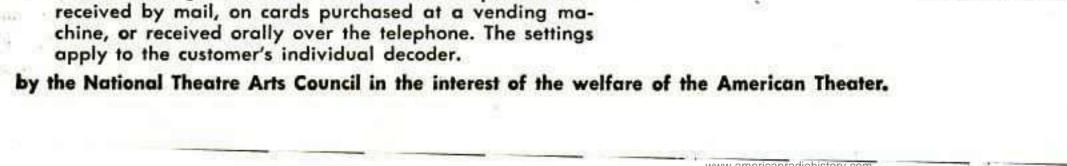
Subscriber's decoder for home use in unscrambling pictures transmitted in the Phonevision Air-code system. Information for setting the decoder is contained on punch cards received by mail on cards purchased at a vending ma-

e * 1

10.6

10

A typical combination of the operating methods employed by the Zenith Radio Corporation in Phonevision, its brand of subscription TV.





THE BILLBOARD

Communications to 1564 Broadway, New York 36, N. Y.

TV FILM

DECEMBER 11, 1954

MCA-TV's Absorption of UTP May Win It Top Billings Slot Formal Purchase Set for Late Dec.; UTP 18-Man Sales Staff to Go Along

billings.

December 15, and had to be moved this week. back again because of time required to draw up the legal papers. Actual physical transfer will not take place until about two weeks thereafter. Purchase price is reported to be in the neighborhood of \$1 million (The Billboard, December 4).

Gen. Teleradio Sets Production **On 'Gangbusters'**

HOLLYWOOD, Dec. 4 .- MCA-1 MCA sales policy is not expected 1 MCA apparently will continue TV, Ltd., will shortly take a still to undergo any drastic changes. to take its 40 per cent distribution higher place among the giants of MCA will add to its own 35-man cut, tho how this will affect UTP the TV film distribution business sales organization the entire 18- product being transferred is still when it takes over the staff and man sales staff of UTP, giving it not quite clear, since this has been product of United Television Pro- a 53-man force. Absorption of on a 30 per cent basis. As far as grams on December 20. Already the UTP personnel will apparently future product of independent proa major factor in the industry, the not be too difficult because of the ducers such as Roland Reed is conaddition of UTP personal and pyramidical structure of the MCA cerned, MCA feels that because of programs will give MCA-TV more organization, which consists of a the greater sales organization, it sheer quantity of syndicated film national sales manager, regional will be able to net them as much than any other outfit in the busi- managers, field managers and or more despite its 40 per cent ness, and will likely shoot the firm salesmen. Most UTP execs will charge than UTP was able to do into first place in gross annual apparently move into comparable with the 30 per cent arrangement. position in the MCA set-up, David Reed and others who have been Target date for the purchase of Sutton continuing to head the shying away from MCA because UTP from Jack Gross and Phil structure. Both UTP and MCA of the high distribution charge are Krasne was originally set for De- sales people have been present cember 1, was shunted back to at a number of conferences held

23 Series

Absorption of UTP's 11 programs will give MCA a total of 23 series consisting of better than 1,100 segments, or between 550 and 600 hours of telecasting time, estimated to be approximately onethird of the total film-hours now being syndicated. In addition, several new shows are already on the drawing board at Gross-Krasne Productions and at Revue Productions, which will be the two prime suppliers of film for MCA.

Indications are that MCA will combine the most successful features of its and UTP's selling techniques. Apparently to be con-tinued and expanded is the socalled UTP Smash Plan, whereby

(Continued on page 48)

Ressner Offers Merriwell Boys

NEW YORK, Dec. 4. - A TV film version of the old Frank Merriwell boy adventure books is "Rocky Jones, Space Ranger." Ressner, in a syndicate with Tony London and Ira Uhr, has bought the rights from the widow of the author, Burt L. Standish. Up to the 1930's, Standish wrote something like 600 Merriwell books.

and Their Pulse Multi-Market Ratings

This monthly feature of The Billboard's TV Film department shows the relative standings 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 show, 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.

Top 25 Vidfilms Among Women

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

n an	Women Per	Avg. Oct.
Order Title and Distributor of Series	Homes	Rig.
1Liberace (Guild Films)	97	10.6
2Favorite Story (Ziv TV)		10.2
3Dangerous Assignment (NBC Film)		6.9
2 Equations Intrigue (Shelder Boundle)	92	the state of the s
3 Foreign Intrigue (Sheldon Reynolds)	92	11.7
5 Janet Dean, R.N. (UM&M)	90	7.6
6 Famous Playhouse (MCA-TV)	89	5.4
6I Led Three Lives (Ziv TV)	89	14.3
6 Inner Sanctum (NBC Film)		8.3
9Counterpoint (UTP)	38	4.3
9 Eversharp Theater (E:ersharp Co.)	88	6.7
9Life With Elizabeth (Guild Films)	88	5.9
12Boston Blackie (Ziv TV)	87	9.2
13 I Am the Law (MCA-TV)	86	5.7
13 Mr. District Attorney (Ziv TV)		13.9
15 China Smith (Nat'l Telefilm Assoc.)	84	4.3
15D. Fairb. uks Presents (Associated Artists		12.4
15Duffy's Tavern (UM&M)		9.2
15Ellery Queen (TPA)		12.3
15 Front Page Detective (Consolidated TV).	84	4.4
15 Files of Jeffrey Jones (CBS Film)		4.1
15Racket Squad (ABC Film)	84	13.0
15 Stary Theater (Ziv TV)	84 -	9.0
15 Story Theater (Ziv TV)	04	
15Your TV Theater (Ziv TV)	04	7.2
24 Waterfront (UTP)	83	10.9
25 The Falcon (NBC Film)	82	12.2

being peddled to national sponsors by Mike Ressner, who created N. Y. Agents Group In Pact With SAG

NEW YORK, Dec. 4.-A com- by Henry C. Brown, who headed mittee representing some 50 talent the committee, to form a perman-Ressner, meanwhile, has sold the agents here have negotiated with ent association of East Coast talent

Teleradio is planning soon to go basis. back into production with its "Cangbusters" series. The distri- leaders in the library package deals. bution firm currently has 10 These will be continued with more "Gangbusters" episodes on the shelf. Another three have been put together into feature film form.

Tho the TV film series will not be offered for sale until the feature is well along on its theatrical run, which starts soon with a 300-theater showing in New England, General Teleradio is aiming to start shooting another 29 "Gangbusters" TV films in a few more weeks. The past and apparently feels that its actual filming will be done in Hollywood by General Teleradio's production subsidiary, Visual Drama, Inc.

shows thrown in the hopper than before. In some cases rerun packages may be salted with one or more first-run series.

There seem to be no plans for the setting up of a formal timeclearing machinery such as the Guild-Vitapix arrangement. MCA has had very little trouble clearing time for regional sponsors in the present set-up will continue to be satisfactory, especially since it has more to offer stations than ever before.

also publishes Don Winslow, Both MCA and UTP have been Merry Mailman, Racket Squad and Gabby Hayes.

Roach Near Capacity for Half of 1955

HOLLYWOOD, Dec. 4.-Hal to come near to hanging out the Studios had previously said that they are practically booked solid.

will be "It's a Creat Life," "Life of Riley," "Passport to Danger," "Waterfront," "My Little Margie," "The Stu Erwin Show," and "So This Is Hollywood." Also in pros-Man, Singh."

One large stage on the lot is In order to find time for the now being divided in two to pro- picture director, writer and prosituation comedy, the CBC will vide added facilities. The there'll ducer, has been signed to produce have to undertake a major pro- still be room to shoot individual and supervise the show. He checks graming reshuffle. The sale of pix and commercials, the pro- into CBS Monday (6) to begin "Lucy" to Canada will mark its duction sked already lined up is work on the project. Producer of first big bid for the favor of audi- apparently the biggest in the such theatrical pix as "God's Angry studio's history.

stations are offered first-run pro- comic book rights to Merriwell to Screen Actors Guild a new agree- agents.

NEW YORK, Dec. 4. - General grams on an across-the-board the Charlton Comics Group, which ment which calls for contracts to be signed between agents and non- committed themselves to joining exclusive talent they pitch for film the new association are Robert jobs. Up to now, agents have Lantz, Olga Lee, Miriam Howell, signed contracts only with talent Peter Witt, Lucy Kroll and Cloria they represent on an exclusive Safier. basis.

Of significance above and be- sioned by Brown, is to provide the yond the new agreement is the fact agencies with a unified voice in that this is the first time East Coast their dealings with entertainment talent agencies have banded to- unions, producers, networks, etc. gether to negotiate as a unit. An It would also act to maintain high attempt is currently being made standards among agents.

Among other agents who have

Purpose of the group, as envi-

Roach Studios this week became CBS-TV Prepares Plans for s.r.o. sign for the first six months of the 1955 season. Execs at KTTV Shooting 'Gunsmoke' Pilot

HOLLYWOOD, Dec. 4.-CBS- "Arrowhead," he'll write the first In production on the Roach lot TV this week began preparing script and act as supervising plans to shoot a pilot film for editor on the remainder.

"Gunsmoke," the adult Western drama which has been aired over the net's radio facilities for the past two years. The pilot is pect is a new CBS series, "My scheduled to go before the cameras net's top two or three projects for the first week in January.

> Charles M. Warren, motion Men," "Little Big Horn" and

Altho no one has yet been set for the leading role, chances appear good that it will be a name actor. The show is apparently one of the the coming year.



HOLLYWOOD, Dec. 4. - Production on a pilot for the NBC teleseries, "My Man, Singh," is scheduled to begin under the banner of Dynasty Productions within 'ie next two weeks at the Hal Roach lot. Mathew Rapf has been named producer of the show which was developed by Sidney Sheldon.

Pat Crowley has the lead in the situation comedy, built around a poor girl's inheritance of a Chinese servant. Tests are now being conducted for the latter part.

DETROIT, Dec. 4.-Hygo Television Films is opening its third regional office here next week. It will be headed by Stan Dudelson, who heretofore headed the local

TORONTO, Dec. 4.-Sale of "I will be seen on 14 Canadian Love Lucy" in Canada is all but stations.

Canada Web Clearing

Times for 'I Love Lucy'

concluded, with only the clearing of acceptable time to be hurdled. The program will be purchased by the Canadian Broadcasting Corporation and then resold to acceptable clients.

ences outside the United States. Heinz Foods has already put in its bid for alternate week sponsorship, and another unknown client is standing by waiting for the time clearance to come thru. The show

UK Unions Seek 80% Quota for **British Films**

LONDON, Dec. 4.-Despite the Independent Television Authority's plea that there won't be enough shows until a couple of weeks after homegrown material to fill Britain's commercial TV screens, British Actors' Equity and other unions involved are pressing their demand for an 80 per cent British quota. This would severely limit the mittee originally had hoped to put

Senate Blood-Thunder Video Study to Laud Broadcasters

By BEN ATLAS

WASHINGTON, Dec. 4.-The Senate Juvenile Delinquency Subcommittee won't issue its special report on TV "crime and horror" the new Congress convenes, it was learned. The report will give the TV broadcasting industry a pretty clean bill of health.

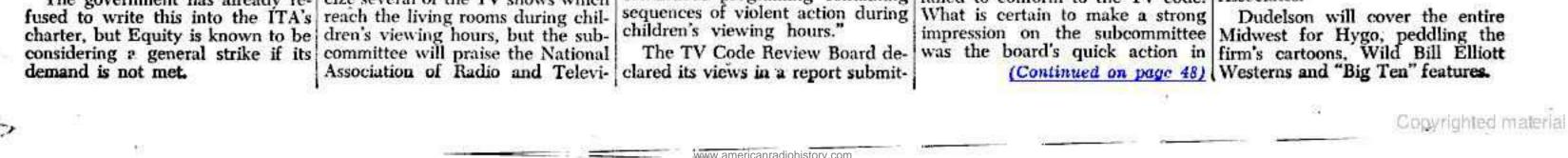
The report, which the subcomamount of U. S. TV film imported. out this month, is certain to criti-The government has already re- cize several of the TV shows which

view Board for seeking and producing reforms.

bearing on the subcommittee's conclusions will be the NARTB TV Code Review Board's action this cluding those from which the subweek deploring "excessive violence committee had extracted excerpts in some of the TV juvenile program | fare and issuing a reminder to code mittee's hearing on "Crime and subscribers "to review their entire Horror" programs. schedules to be reasonably certain

sion Broadcasters' TV Code Re- | ted to the Senate Juvenile Delinquency Subcommittee after a twoday meeting (1, 2) here of the re-Certain to have an important view board. At its confab, the review board examined three and a half hours of TV film shows, infor demonstration at the subcom-

The board told the subcommitthere is not a cumulative effect of tee that some of the film shows franchise of National Telefilm continuous programing containing failed to conform to the TV code. Associates.





OUTSTANDING FAMILY ENTERTAINMENT The Sydvania Awards Committee Knows best too!

When are deeply grateful to the Committee which made the selection, and to our partners in this production, Eugene B. Rodney, the producer, and Robert Young. Their magnificent cooperation, and the distinguished contribution of the writers, director, and every member of the cast, together with the skill and ingenuity of our studio technicians and crews; made it possible for us once again to present "outstanding entertainment" for television.

OTHER OUTSTANDING TELEVISION ENTERTAINMENT PRODUCED BY SCREEN GEMS

- ★ Ford Theatre
- * Adventures of Rin Tin Tin
- ★ Captain Midnight
- ★ Big Playback

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TV FILM

DECEMBER 11, 1954

WHO DAMAGES PIX?

Station Men Want Clarifying Clause

BOSTON, Dec. 4.-The National | National Association of Radio and sion in a new standard exhibition over a year. contract which would specify standard damage charges in film has been a standard contract in handling.

by a station, the distributor, under National Television Film Council. print. NATFD feels the contract specifications than it includes. should clarify this. However, if a station damages a print, it would have to pay according to a set rate schedule under the recommended clause.

tion to the film committee of the

Mapping 2d 'Wolf' Series

HOLLYWOOD, Dec. 4.-Nego tiations are under way for production of the second 39 half hours of the "Lone Wolf," Gross-Krasne teleseries now being syndicated by United Television Programs. Shooting on the first 39 segments was completed last month.

There had been some contemplation that the Louis Hayward starrer would wind up with the first 39 because of reports that it was going over budget, but company execs declare that the films all came in within the \$25,000 bracket set for them.

Association of TV Film Directors TV Broadcasters, which has been at its meeting here this week voted making studies toward a new to recommend a clause for inclu- standard exhibition contract for

For the past several years there general use for feature films. This In the event a print is rejected was drawn under the aegis of the this clause, would have to make But it is now generally believed in Du-Art sales manager, leaves New good. Under present circumstances, the industry that the NFTC form York Sunday for a two-week busithe station usually pays for both is outmoded and that experiences the rejected and the substitute have shown 'he need of many more



Beer has renewed MCA-TV's "City The couple will honeymoon in Houston; Frank Freeze, Savannah, Detective" for 13 weeks of re-runs Bermuda. . . . Tenney-King Produc- Ga.; Roy Kanter, Dallas; Francis over the summer. The brewery has tions, of Denver, has been named Falkenburg, Birmingham; W. H. carried the Rod Cameron starrer in exclusive representative for Harry Kralowetz, York, Pa.; R. St. Philip, over 60 markets for two years. In S. Goodman Productions in the Memphis; John Whited, Pittsthe fall it is expected to drop this Rocky Mountain territory. . . burgh; A. C. Benson, Virginia; show, since it will then pick up the Movielab Film Laboratories have Conrad Dreher, Waco, Tex., and new dramatic anthology which signed a long-term lease at 619 W. R. L. Howard for San Antonio. Screen Gems will produce for it. 54 Street in New York, which will United this week also added two

gerald-Sample.



Screen Gems' top echelon execs, Ralph Cohn, John Mitchell, Ben Berenberg and Peter Keane, will spend next week in Canada setting up Screen Gem's new Canadian TV film commercial production and program distribution subsidiaries. . . . Don Kearney, ABC Film's sales veepee, will whiz thru

a few Southern states the early part of the week.... Dick Buch, formerly with CBS-TV Film Sales, has joined General Teleradio and will cover the Southeast territory. ... "Doc" Feldman, Tri-Art and ness tour thru the Midwest... Richard Rogers has joined Sterling sales staff are the closers. Television and has been assigned star of Ziv's "Meet Corliss Archer" has headed back to the Coast.... Building.

Service Adds 16 for **Closing UM&M Sales**

tures for Television.

UM&M, which has a total complement of over 200 salesmen, is essentially organized on a two echelon system. The regular theatrical-spot salesmen of MPA and United Films Service work as "finders" on TV accounts. The TV supervisors operate as "closers." The MPA finders also cover the Eastern territory, where Minot TV's

The new MPA closers, many of to the Southeast. . . . Ann Baker, them hired from top TV film distributors, are Bob Cahlman in New show, has completed a two-week Orleans; William Frank Cooper in publicity visit to New York and Atlanta; S. V. Skye, Miami; W. R. Waldron Sr., Charlotte, N. C.; Lynn Marks of Screen Gems pub- W. Z. MacDonald, West Texas licity staff, is getting married this and Arizona; Charlie Alms for NEW YORK, Dec. 4.-Falstaff Sunday to engineer Paul Alper. Austin, Tex.; E. M. Dellinger,

Falstaff's agency is Dancer-Fitz- soon be named the Movielab more closers. To cover Ohio out of Cleveland it hired Garland L.

NEW YORK, Dec. 4.-Motion | Smith, founder of Capital Film Picture Advertising Service, one of Laboratories, Washington, and forthe three branches of UM&M, has mer partner in Syndicated Films, completed hiring of 16 TV super- Inc., Pittsburgh. To cover the visors for closing sales of the shows Mountain States out of Denver, UM&M handles for Motion Pic- United hired Ralph Sacks, formerly commercial manager of KSAN-TV, UHF station in San Francisco.

> Minot has five finders covering the East out of New York. UM&M has still seven finder positions to fill.

Old Heidelberg Buys Official's 'Star & Story'

NEW YORK, Dec. 4.-Official Films this week sold its "Star and the Story" series to Old Heidelberg beer for five Pacific Coast markets-Seattle, Spokane and Yakima, Wash.; Eugene, Ore., and Idaho Falls, Idaho.

The purchase marks the first plunge into TV film of the advertiser. Official also this week opened its tenth office, in Minneapolis, where Art Brecher takes over to spearhead its sales operation in the Northwest.

Tex & Jinx Would Do 'Peacock Alley' Show on TV Film

NEW YORK, Dec. 4.-Tex and

NARTB Turns Down Sponsorship Of Station TV Film Men's Group

not get the sponsorship of the Na-

BOSTON, Dec. 4. - The new received to a questionnaire sent was sent them this week asking National Association of TV Film every station, the New England that they start their regional Directors was told at its third group picked 17 film buyers to groups going. Also, a letter is bemeeting here this week that it can- serve as district chairmen. A letter ing sent to every film director telling who his district chairman is. Cooper said they will hold a meeting of all district chairmen by April in either New York or Chicago. The New England group will hold another meeting here January 25. The reason for the NARTB turndown, according to a letter from Harold Fellows, president, is that the charter of the industry association does not allow it. Fellows said the NARTB has had to turn down corollary membership to such other special groups as the news directors and the American Women in Radio & TV, and that the NATFD is subject to that precedent.

BBC Seeks U. S. Outlets

NEW YORK, Dec. 4. - The British Broadcasting Corporation this week vas making overtures to distributors here to find out whether they would be interested kine. The BBC's major property is comparable to our "Studio One."

.

Also being pitched are some children's and science shows. Any distributor who ties up with the crack at whatever new properties it develops when English TV goes NARTB's. commercial shortly.

tional Association of Radio & TV Broadcasters. But the TV station film chiefs, who have been building their association here in New England since last July, are all set to get going as a national concern anyhow.

As the result of a recent mailing to all station film directors, the NATFD has amassed an active membership of slightly over 80. in handling some of its shows on Altho it will have no official affiliation with the NARTB, it is followan hour dramatic stanza, roughly ing the latter's pattern of 17 districts over the U.S.

Bill Cooper of WJAR-TV, Providence, acting chairman, conjec-tured that in the long run the film BBC now is expected to have first men will be holding their district meetings concurrently with the

On the basis of the answers it

WOR Wrapping Up Deal For Italian Film Block

of Fortune Features' dubbed Italian films in the New York market is being wrapped up by Jules Weill consists of 30 pictures. The firm and WOR-TV. The deal calls for recently acquired an additional 39, the station to obtain unlimited runs which are now being dubbed. Anon the pix for 18 months.

WOR-TV's programing plans, if stood not yet available for sale. the sale is consummated, call for ings per night. Borrowing from its the first package. successful "Million Dollar Movie" only one film per week.

One of the items still in negoti- 13 now on his roster.

NEW YORK, Dec. 4.-The sale ation between Weill and the sta-WOR-TV will buy. Fortune's first of food to go on the air. package of the dubbed features other 13 films, in color, are under-

The first 30 Fortune features the features to be aired starting are now sold in close to 65 marearly next year in the 9-10 p.m. kets. The new group of 39, which slot five nights a week. They went on the market only recently, would form a bridge between the has been sold to about 12 stations, two "Million Dollar Movie" show- all of which had previously bought

Weill is planning a trip to Italy format, the station would show in February to select 26 Italian color features to be added to the

TELE EATS Firm Fixes Vittles for Video Ads

NEW YORK, Dec. 4. - Video Vittles, the firm formed here six months ago to prepare food for TV commercials, is in the process of major expansion strides. The husband-and-wife team of attorney Charles Sigety and Kit Kinne she's food editor of NBC-TV's "Home"-are getting set to go into their own production operation on film commercials, of course specializing in those using food.

They this week hooked up as food consultant to Lester Lewis' new Video Color, Inc., color TV advisory outfit. And they are now installing a complete new Crosley kitchen at their headquarters, which will enable them to step up tion is the number of films that their capacity in the preparation

> three agencies regularly: Perrin- sweep in TV film. Paus for Sunbeam, Maxon for Heinz and Leo Burnett for Uncle Ben's Rice and Pillsbury Flour. Its big color job is on the NBC Sunday spectacular for Sunbeam, in which the sponsor's frier is shown in action. Vittles charges agencies from \$25 to \$500 for its various cooking and baking chores.

Sigety and Miss Kinne-she was 'Sally Smart's Kitchen" for three years on WOR-are now also making plans to film a cooking show for syndication.

The firm this week prepared four turkeys for TV appearances.

TV Spots Sets Bardahl

HOLLYWOOD, Dec. 4.-Bardahl Oil Company, thru the Wallace McKay Company, Seattle, has servicing network film shows. closed a deal with TV Spots whereby the commercial production firm Rapid after eight plays, on the will make an additional five one- average. The cost of the complete

Jinx McCrary are getting set to enter the TV film sweepstakes with a new 15-minute interview show based on a format similar to their WRCA "Peacock Alley" radio show.

The stanza, aimed specifically at food chain sponsors, would be shot by 20th Century-Fox Movie-tone News at the studios here. It's reported that the Waldorf-Astoria Hotel is willing to pay the cost of building a set that's a facsimile reproduction of the Waldorf's Peacock Alley, where the interview show, to all intents and purposes, would be originating.

A Midwest food chain is understood to be interested in the series.

TV FILM DOCTOR Rapid Film Sets Stock Issue for Expansion

NEW YORK, Dec. 4. - Rapid Film Technique, Inc., the print film thru the works if it is too doctor, will soon float a stock issue to enable it to handle the increased Vittles is currently servicing business caused largely by the up-

> Rapid puts films thru two exclusive processes. One, the "Rapidweld," removes scratches. The other, the "Rapidtreat," puts a lacquer coating on prints that helps prevent scratches.

> The company services practically every one of the major syndication outfits here. TV film this year will account for about 30 per cent of its business, the rest being evenly split between educational and industrial films. In all it expects to put over 7,500,000 feet of film thru its shop in 1954.

Network Shows

Jack Bernard, president of Rapid, expects that next year TV will account for 50 per cent of his business, without any cutback in the other fields. Bernard said he has yet to explore the possibility of

Distributors turn prints over to

Bernard said he does not put a badly butchered, as, for example, if a lot of sprocket holes are torn. Such a rejection, he pointed out, amounts to recommendation that the distributor scrap the print.

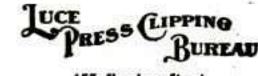
Costs Same

Rapid also sells the "Rapidtreat" alone for brand new prints. This (Continued on page 48)

3 REGIONAL OFFICES OWNERSHIP UNDER 1

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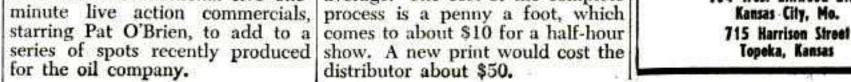


157 Chambers Street New York 7, M. Y. BArclay 7-2096 104 West Linwood Blvd. Kansas City, Mo.

Topeka, Kansas







DECEMBER 11, 1954

THE BILLBOARD SCOREBOARD

THE BILLBOARD

9

• ARB Non-Network Film Ratings of All TV Film Series in All Major Markets in which case they are nationally spot booked. This chart is one part of a four-week rating Stations, when designated by an asterisk (*), study in which all pertinent data s given for every non-network TV film series currently are UHF outlets. being shown in markets surveyed by the The highest rated opposition program is American Research Bureau. Each week shown along with each film series listed, and this chart covers a different group of cities; ARB ratings are given for programs competing thus, over a four-week span, all cities are covwith the top 10 film series in each market. ered which were surveyed by ARB in its latest market studies. For further information on audience size Listing of films is by rank ordet, according and breakdown, please consult American Reto rating. search Bureau, National Press Building, Wash-All films shown are sold on a syndicated ington 4; 551 Fifth Avenue, New York, or P. O. Box 6934, Los Angelas 22. basis unless they are designated by a dagger (†). Oct. Rank ARB Title, (Type) and Distributor Tep Opposition & Rating Station, Day Time Rating SAN FRANCISCO 4 STATIONS TOP TEN LOCALLY RATED PROGRAMS (*Indicates Non-Network) 5. Jackie Gleason, KPIX41.7 3. Mr. District Attorney (Mys.), Ziv TV.....KRON-F, 10:30-11:00..23.5.....News; Don Regan, 2.4 6. Wild Bill Hickok (West.), Finmingo Films. . KGO-T, 6:30-7:00 20.2...... Science Lab; News, 8.4 7. Life of Riley (Comedy), NBC Film KGO-M, 7:00-7:30 20.2 Studio One, 25.8 3. The Star & the Story (Drama), 13. Hopalong Cassidy (West.), NBC Film.....KGO-F, 6:30-7:0017:4......Science Lab; News, 17. This Is Your Music (Music), Jan 19. †Death Valley Days (West.), Pacific Borax. KPIX-M, 10:00-10:30 ...13.3......Robt. Montgomery, 22. Foreign Intrigue (Adv.), Sheldon Reynolds. KGO-W, 8:00-8:30 12.3...... I Married Joan,

Rank A mong Films	Filio, (Type) and D	Hstributer	Station,	Day, Fine	Oct. ARB Rating	Top Opposition & R	n (im
MINN	EAPOLIS-ST.	PAUL .				4 STATION	S
100200000	TOP TEN LO				Spices Strong Store		
111	ove Lucy, WCCO			6. Talent	Scouts, WO		4
2. Tez	st of the Town, WC			7. Bob H	lope, KSTP		3
3. Jack	tie Gleason, WCCO		49.7	8, Big St	ory, KSTP		š
4. Kra	ft TV Theater, KST gnet, KSTP	P	42.0	9. Grouch	Vour Life	STP	1
5. Dra	gnet, KSIP			IV. 1118 1	Tour Life,	K011	
1. Life of	Riley (Comedy), NI	SC Film	KSTP-S	a, 6:00-6:30		You Asked for It,	14
2. Badge '	114 (Mys.), NBC Fil		KSTP-M	1. 9:30-10:00		Studio One,	, 33
3. Mr. Di	strict Attorney (Mys	i.), Ziv TV	KSTP-F	, 7:30-8:00	19.6	Topper,	, 28
. Hopelos	is Cassidy (West.),]	NBC Film	wcco-	5, 6:00-6:30		Big Town	
S. Supermi	n (Adv.), Flamingo	Fund	WCCO_	5-30-6-00	16.9	Axel and His Dog, Captain 11,	
Liberaci	(Music), Guild Fi	Stango Finas	WCCO-	F. 7:00-7:30		Bob Hope,	39
. Racket	Sound (Mys.) ABC	Film	wcco-	M, 10:15-10	:45.13.9	Waterfront	9
. Cisco K	id (West.), Ziv TV		WCCO-	Su, 12:15-12	:45. 13.3		1.1
. Boston	Blackle (Mys.), Ziv	TV	WCCO-	Su, 3:00-3:30		Football,	. 16
. Foreign	Intrigue (Adv.), Shel	don Reynolds	KSTP-S	u, 9:30-10:00		Football Film,	0
. Ramar	of the Jungle (Adv.), TPA	wcco	Sa, 2:30-3:00		Football,	9 R
. Hopalos	a Cassidy (West.), N	(BC FHM		50, 9-00 a m	12.8	Sunday Marquee;	
			10:00-12			Amer. Inventory	e a
OM Am	erican Barn Dunce ()	Music), UTP.	KSTP-S	10:15-10:4	5 12.5	Lone Wolf,	8 B
. City De	stective (Mys.), MCA	-TV	WCCO-	T. 10:15-10:	30 12.2 Se	cret File, U.S.A.; News,	ã c
. Annie (Dakley (West.). CBS	Film	WTCN-	Su 5:00-5:30		People Are Funny,	8 à
. Joe Pak	ooka (Drama), Guild	Films	WCCO-	Su, 2:00-2:30	10.2	Football,	é .
. Lone W	olf (Mys.), UTP		WCCO-	S, 10:15-10:	4510.2.010	American Barn Dance,	
Ellery (Jucen (Mys.), TPA		WCCO	5, 9:30-10:00	10. 06 No	Your Hit Parade, ws; Football This Week,	
Court 1	BOCOME (Mys.), NOC	Official Films	WTCN_	T 10:00-10:	30 9.6	News; City Detective,	
2. Waterfr	ont (Adv.). UTP		KSTP-M	10:15-10:	45. 9.4	Racket Squad,	١.
1. Ringelde	With Russlerr (Su	norts).				Studio One,	
3. Life Wi	th Elizabeth (Comed	y)					
Guild	Films		WMIN-	W, 9:30-10:	00 8.8	Lux Video Theater,	6 8
6 Wallsma	ad Half Hour (Dear	(mm)				News; D. Fairbanks	
Conse	lidated TV		WMIN-	P, 9:30-10:0	0 7.6	Person to Person,	ŝ e
7. Front P	age Detective (Mys.)	8	WILLIN	Su 5.20 6.00		Cities Service Playhouse	ê S
Const Class	Id (West) Tir TV	••••••••••••••	WCCO	S A-00-4-30	7.4		1
. Story T	heater (Drama), Ziv	TV	WMIN-	S. 9:00-9:30	7.3	George Gobel,	
). Meet C	orliss Archer (Come	dy), Ziv TV.	KSTP-S	u, 6:08-6:30	7.1	Life of Riley,	8.6
I. Frankie	Laine (Music), Guil	ld Films	WCCO-	Th, 10:15-10	:45. 6.9	.D. Fairbanks Presents,	1 8
			WTCN-	W, 10:00-10	:30. 6.71	News; What's My Line?,	Ř 3
3. D. Fai	banks Presents (Dra	.ma),					
Lnters	tate TV		KSTP-T	n, 10:15-10:	43 0.5	Frankle Laine,	8.8
	of Century (West.),		wcco-	In, 9:30-10:	00 0.0	Lux Video Theater,	9.1
TV (or Century (west.),	nonywooa	WTCN-	Th. 7:00-7:3	6.3	You Bet Your Life,	5 0
6. Invitatio	on Playbouse (Dram	a)				Paul Giel,	
7 Denes	we co	NRC RI-	WICN	M. 10:00-10	30. 5.3	News; Waterfront,	
6. China S	mith (Adv.). Net'l T	elefilm Assoc	WMIN-	W. 9:30-10:	00. 4.3	Best of Broadway,	
9. Inspecto	or Mark Saber (Mys.						
9. Liberac	e (Music), Guild Fil	ms	WCCO	M to F.		Hopalong Cassidy,	
			8:45-9:0	0 a.m	3.3		1
1. †Death	Valley Days (West.),	Pacific Boras	WTCN-	Su, 10:00-10	:30. 2.5	Masterpiece Theater,	6 a
2. Your T	V Theater (Drama)	Ziv TV	KSTP-T	, 10:15-10:4	5 1.6	City Detective,	8
3. Hollywo	ood Half Hour (Dra	(ma),	nu			Rest TH T	
Conse	udated TV		WMIN-	W, 8:30-9:0	0.8	Kraft TV Theater,	

44. Animal Time (Child.), Sterling TVWTCN-S, 9:15-9:30 a.m. 0.4.....Professor Pet, -

Allen, 11:00-11:30 8.1. Various, 35. Inspector Mark Saber (Mys.). 35. Life With Elizabeth (Comedy), Guild Films. KPIX-T, 9:30-10:00 ... 6.7.....U. S. Steel Hour, 38. My Hero (Comedy), Official Films KGO-F, 10:00-10:30 ... 6.3....... Line-Up, 42. Your TV Theater (Drama), Ziv TV KGO-Su, 9:30-10:00 ... 6.0 Liberace. 42. Dangerous Assignment (Adv.), NBC Film. . KGO-W, 10:00-10:30 .. 6.0...... This Is Your Life, 44. Time for Beany (Child.), Consolidated TV., KGO-F, 6:00-6:30, 4.7. Uncle George; Adventure Time, 46. Orient Express (Drama), Nat'l Telefilm 47. Front Page Detective (Mys.), 53. Invitation Playhouse (Drama), Tee Vee Co., KPIX--M-T-Th, 3:00-3:15 1.8 Western Theater, 58. Barr Baker, U. S. A. (Odv.), MCA-TV...KOVR-F, 9:00-9:30 ... 1.4......Playhouse of Stars, 62. Stories of Century (West.), Hollywood 65. Cases of Eddle Drake (Mys.), CBS Film ... KOVR-T, 9:30-10:00 .. 0.7......U. S. Steel Hour,

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

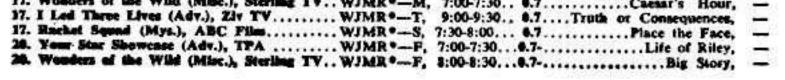
1. Dragnet, WDSU73.8	6. Martha Raye, WDSU
2. Ford Theater, WDSU	6. 1 Married Joan, WDSU
3. Pireside Theater, WDSU	8. Groucho Marx, WDSU
4. Lux Video Theater, WDSU	9. My Little Margie, WDSU
5. Justice, WDSU	10. Robert Montgomery, WDSU

1. Ellery Queen (Mys.), TPA WDSU-W, 9:30-10:00..46.6..... Bouts; Film Short, 5.2 2. Favorite Story (Drama), Ziv TV WDSU-T, 9:30-10:00 ... 43.5 Stop the Music, 2.1 3. Liberace (Music), Guild Films WDSU-S, 9:30-10:00.... 39.7 Modern Aspect, 0.7-7. Superman (Adv.), Flamingo Films WDSU-W, 5:00-5:30....32.4....... Capt. Video; TV Roundtable, 0.7 8. Counterpoint (Drama), UTP WDSU-S, 10:00-10:30..25.5..... Modern Aspect, 0.7-9. Wild Bill Hickok (West.), Flansingo Films. . WDSU-M, 5:00-5:30....23.4 Capt. Video; TV Roundtable. 0.7 11. Meet Corliss Archer (Comedy), Ziv TV ... WDSU-F, 10:00-10:30...21.8...........Norman Spears, 12. Waterfront (Adv.), UTP WDSU-S, 10:30-11:00.. 19.8...... Varieties, 13. Annie Onkley (West.), CBS Film WDSU-S, 4:00-4:30.... 18.3........... None, 14. Mr. District Attorney (Mys.), Ziv TV WDSU-Th, 10:30-11:00.17.9 Public Service Film, 15. †Eversharp Theater (Drams), Eversharp Co. WDSU-Su, 11:30-12:00. 3.1...... None,

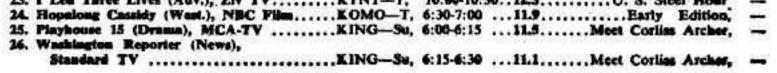
WINSTON-SALEM, N. C	
TOP TEN LOCALLY RATED PROG	RAMS (*Indicates Non-Network)
1. Dragnet, WSJS	6. Jackie Gleason, WFMY .40.8 7. Our Miss Brooks, WFMY .40.0 7. Martha Raye, WSJS .40.0 9. *Life With Elizabeth, WSJS .38.8 10. Ford Theater, WSJS .38.1 10. My Little Margie, WSJS .38.1
 Life With Elizabeth (Comedy), Guild Films. WSJSW Famous Playhonse (Drama), MCA-TVWFMY Badge 714 (Mys.), NBC FilmWFMY Liberace (Music), Guild FilmsWFMY Heart of the City (Drama), UTPWSJSW Lone Wolf (Mys.), UTPWSJS-TI Janet Dean, R.N. (Drama), U. M. and MWFMY Wild Bill Hickok (West.), Flamingo FilmsWFMY 	M, 9:30-10:00. 25.2Robt. Montgomery, 18.7 S, 7:00-7:30S.2Mr. Wizard, 5.2 T, 8:00-8:30Martha Raye, 35.5 9:30-10:00
enana a an a' mai	Theater, 11.9
9. †Eversharp Theater (Drama),	
Eversharp Co	W, 7:00-7:30 15.5 Cavalcade of America,
13. Captured (Mys.), NBC Film	
14. Rocky Jones, Space Ranger (Adv.), UTP WFMY-	
15. Range Rider (West.), CBS Film WFMY-	Th, 5:30-6:00. 12.0
16. D. Fairbanks Presents (Drama), Associated Artists	
Associated Artists	T, 8:30-9:0011.6
17. Yesterday's Newsreel (Docum.), Ziv TVWFMY-	T, 7:45-8:0011.0
19. Annie Oakley (West.), CBS Film	
20. My Hero (Comedy), Official Films	11:00-11:30 5.8
21. Ramar of the Jungle (Adv.), TPA	
21. Juner Sanctam (Mys.), NBC Film	
23. My Hero (Comedy), Official Films WSJS-F,	

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

	1. Groucho Marx KOMO55.7	6. What's My Line? KTNT
	2. Dragnet, KOMO	7. Bob Hope, KOMO
	3. Toast of the Town, KINT	8. People Are Funny, KOMO
	4. I Love Lucy, KTNT	9. This Is Your Life, KOMO
	5. *Life of Riley, KING	10. *Annie Oakley, KING
1.	Life of Riley (Comedy), NBC Film KING-	-Th, 7:30-8:00
		-Th, 6:00-6:30 32.7 Adventure Time, 4.7
		-W. 8:30-9:00
		-Th, 8:30-9:00 38.4 Climax, 18.1
		-M, 6:00-6:30 30.2 Ramar of the Jungle 4.5
	Meet Corliss Archer (Comedy), Ziv TV KOMO	
		Washington Reporter, 11.3
7.	tkit Carson (West.), Coca-Cola CoKING-	-T. 6:00-6:30
		-T, 7:00-7:30 28.3 Life With Father, 11.9
		-F, 9:30-10:00
		-T, 8:00-8:30 26.8
11.	Wild Bill Hickok (West.), Flamingo Films, KING-	-W. 6:00-6:3026.6
12.	Cisco Kid (West.), Ziv TV	-Th, 7:00-7:30
		-F, 8:30-9:0023.8
	Life With Elizabeth (Comedy),	
32,60	Guild Films	-M, 7:00-7:30
15.		-Su, 8:00-8:30
		-F 6:00-6:30 19.1. Hans Christian Andersen,
	Stories of Century (West.),	-W, 8:00-8:30 18.5 Married Joan, -
18		-Su, 8:30-9:00 17.9 Toast of the Town, -
		-F, 7:00-7:30 16.2 Cavalcade of Sports, -
70	tone Wall (Mys.) UTP KING	-Th, 8:30-9:00
		-S, 9:00-9:3015.9
	tEversharp Theater (Drama),	
-	Eventhere Co. KING.	-S, 8:30-9:00 12.8
23	I Led Three Lives (Adv.) Ziv TV ETNT.	-T, 10:90-10:3012.3U. S. Steel Hour
	a see anter Antes (Averily, ant a traveleter & I'l'	The second states and



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TV FILM

10

THE BILLBOARD

DECEMBER 11, 1954

10	TV FILM			0		THE B
ank nong fins Title,	(Type) and Distributor	Sintion, Day	, fime	Oct. ARB Rating	Top Oppositio	a & Railing
ling's Crossro liff Baker, U	ada (Drama), Sterling TV. S.A. (Adv.) MCA-TV (Mys.), ABC Film	KING-T, KTNT-T,	7:00-7:30	.11.1		Rider, - Music, -
our All Star Screen Gem	Adv.), Guild Films Theater (Drama), (Mys.), NBC Film	комо-м,	6:30-7:00 .	. 9.8	Early	Edition, —
florian ZaBac	h (Music), Guild Films L.N. (Drama), MPTV Presents (Drama), V	KING—Th, KTNT—W	9:30-10:00. 10:00-10:30	. 7.7	Ford	Theater, — ar Life, —
lans Christia Interstate T file Falcon (!	n Andersen (Child.), V Mys.), NBC Film	KINT-P, KING-M,	1:00-6:30 9:00-9:30	. 6.6	Gens	Autry
Fime for Bean Ramar of the Duffy's Taven	Drama), NBC Film y (Child.), Consolidated TV Jungle (Adv.), TPA a (Comedy), MPTV	KING-S, KTNT-M, KING-Su,	3:30-4:00 6:00-6:30 7:00-7:30	4.7	Saturday Su	Fheater,
King's Crossre Boston Blackie	sidy (West.), NBC Film oads (Drama), Sterling TV (Mys.) Ziv TV	6:00-7:00	5:00-5:30	. 2.6	.Max Liebman F	resents, -
Consolidated	elf Hour (Drama), t TV renture (Adv.), Sterling TV	KTVW—Th KTVW—P,	9:30-10:00. 6:15-6:30	. 1.3 . 1.3	Ford Gene	Theater,
	ELD, MO	ATED PROGR.	AMS (*Indic	ates Non	-Network)	
2. Ford The 3. Toast of 1 4. Groucho	ater, KYTV ater, KYTV the Town, KTTS Marx, KYTV Parade, KYTV		7. Dragnet, 7. Meet Mil 9. *Ozark J	KYTV lie, KTT ubilec, 1	er, KYTV S CYTV TV	49.2
City Detective	fys.), NBC Film (Mys.), MCA-TV ' (Sports), Sportstorium	KTTS-M.	7:30-8:00	.43.9L	eland Hayward I	resents, 20.7 ife; Big
Mr. District /	(Drama), Ziv TV Attorney (Mys.), Ziv TV rabeth (Comedy), Galid	кттѕ—м,	9:30-10:00 .		Dollar a	Second, 15.1
Liberace (Mus The Falcon (?	de), Guild Films Mys.), NBC Film (Comedy), NBC Film	KTTS-F, I	8:30-9:00	.31.9	Break th	e Vise, 33.1 e Bank, 27.2
Hit Carson (Superman (Ad Wild Bill Hiel	West.), Coca-Cola Co iv.), Flamingo Films tok (West.), Flamingo Film	KYTV—Th. KYTV—W. BKYTV—F.	5:30-6:00 5:30-6:00 5:30-6:00	.28.6 .24.9 .22.7	Children's Children's Children's	Theater, 3.9 Theater, — Theater, —
Inner Sanctun Lone Wolf (N Cisco Kid (W	(West.), CBS Film (Mys.), NBC Film Ays.), UTP	KYTV—F, KYTV—Su, KTTS—Su,	7:30-8:00 8:00-8:30 6:00-6:30	.22.0	G. E. People Are	Topper, - Theater, - Funny, -
Hopalong Cas All Star Theat Paragon Plays	sidy (West.), NBC Film ter (Drama), Screen Gens. touse (Drama), NBC Film abeth, (Comedy), Guild Film	KTTS—Su, KYTV—Su, KYTV—Su,	4:30-5:00 6:30-7:00 5:30-6:00 .	.18.3 .17.3 .16.4	Jack Jack You Are	Benny, - There, -
Rocky Jones, Files of Jeff My Hero (Con	Space Ranger (Adv.), UT Jones (Mys.), CBS Film medy), Official Films	•KYTV—T, KTTS—T, 9 KTTS—Th,	5:30-6:00 9:30-10:00 9:00-9:30	.13.4 .11.5 .10.2	Children's T-Men in Lux Video	Theater, — Action, — Theater, —
China Smith (The Unexpect Meet the Vici	(Adv.), Nat'l Telefilm Asso ed (Drama), Ziv TV tim (Mys.), Sterling TV	KTTS-Th, KTTS-Th, KTTS-T,	9:30-10:00 . 8:30-9:00 9:00-9:15	. 9.3 . 7.8 . 5.4	Lux Video Ford Elgi	Theater, — Theater, — n Hour, —
The Passerby MILWAU	(Drama), Nat'l Telefilm As KEE	Security and a				
1. Loretta Y	TOP TEN LOCALLY R oung, WTMJ	12시작[25] ([2162.026424	영영감 김 영상은 다음 것		-Network) r. WTMJ	
 Bob Hope Dragnet, Ford The 	wTMJ. WTMJ. ater, WTMJ. Marx, WTMJ.		 Fireside Saturda Circle Th 	Theater, y Night heater, W		
Colonel Marc	sie), Guild Films h (Mys.), Official Films	WTMJ-M,	9:30-10:00.		Stud	io One, 14.4
Cisco Kid (W Lone Wolf ()	(Drama), MCA-TV est.), Ziv TV Mys.), UTP West.), Coca-Cola Co	WTMJ—S, WTMJ—S,	5:30-6:00	.28.5		Regal, 2.1 Theater, 1.9
Mr. District / Yesterday's N Ellery Queen	ewsreel (Docum.), Ziv TV (Mys.), TPA	WTMJ—Th WTMJ—F, WTMJ—F,	, 10:30-11:00 9:45-10:00, 10:30-11:00	.23.1 .21.9 .21.5		Movie, 3.5 Person, 15.8 Movie, 5.2
Superman (Ad Paragon Play	(Mys.), ABC Film iv.), Flamingo Films house (Drama), NBC Film ie (Mys.), Ziv TV	WTMJ-M,	4:00-4:30	. 16.4	.Healing Hour; Million Dollar	Western, - Movie, -
Wild Bill Hic Hopalong Cas Waterfront (A	kok (West.), Flamingo Film saldy (West.), NBC Film dv.), UTP (ys.), NBC Film	WCAN®-S	12:00-12:30 Su, 12:30-1:00 Th, 7:00-7:30	12.5 0. 11.0 0. 10.2	Magic Radio City You Bet You	Lantern, — Cinema, — ur Life, —
I Am the La Victory at Set Files of Jeff	w (Mys.), MCA-TV a (Docum.), NBC Film Jones (Mys.), CBS Film	WCAN *	r, 10:15-10:4: W, 6:30-7:00	5. 6.9	.News: Game ofCoke Time	Week, -
Consolidate The Visitor (J	Detective (Mys.), d TV Drama), NBC Film alf Hour (Drama),					
Consolidate Chica Smith (Inspector Mar	d TV. Adv.), Nut'l Telefilm Assoc rk Saher (Mys.),	WCAN*	V, 6:00-6:30			
Hollywood H	Koch alf Hour (Drame), d TV	6:00-6:30	······ <u>·</u> ·····		.Sports; Billings	- M
Greatest Figh The Big Fig	ters in Action (Sports), ght, Inc	WCAN*-1	W, 10:15-	2.7		ewsreel -
†Eversharp T	heater (Drams), Co	WCAN	ſh, 10:15-		layhouse 15; Mr.	
BIRMING	HAM		영양 것은 영양의 방법이		2 STA'	FIONS
2. Toast of 3. Talent Sc 4. Jackie Gl	ucy, WBRC the Town, WBRC outs, WBRC eason, WBRC a Secret, WBRC		7. Burns an 8. Light's D 9. Two for	d Allen, Diamond the Mor	BRG. WBRC. Jubilee, WBRC. ney, WBRC	
Badge 714 (M	Lives (Adv.), Ziv TV lys.), NBC Film lys.), UTP	WBRC-F,	9:30-10:00.		Cavalcade of	Sports, 15.0
. Superman (Ac . Range Rider . I Am the Lav	dv.), Finmingo Films (West.), CBS Film w (Mys.), MCA-TV	WABT-W. WABT-M. WBRC-F.	6:00-6:30. 6:00-6:30. 10:00-10:30		Presidential Football	y Hero, 12.9 Cabinet, 13.8 Preview, 4.1
Meet Corliss †Death Valle; Liberace (Mu Mr. District	e (Mys.), MCA-TV Archer (Comedy), Ziv TV v Days (West.), Pacific Boussie), Guild Films Attorney (Mys.), Ziv TV., rue (Adv.), Sheldon	WBRC-T, rax.WABT-S, WABT-Su	7:00-7:30 10:00-10:30 10:30-11:0			Raye, 37.1 Pirates, 5.6 ns Day, 1.2
Reynolds . Inspector Ma Thompson-J	tue (Adv.), Sheldon rk Saber (Mys.), Koch	WBRC-T,	10:00-10:30		I Marrie	d Joan, -
Wild Bill Hic Annie Oakley Television Co	kok (West.), Flamingo Film (West.), CBS Film urt (Music), Essex Films medy), Official Films	asWABT—F, WABT—Th WABT—S,	6:00-6:30. 6:00-6:30. 6:00-6:30.		Big	Town, — Ranger, — r Time, —
†Eversharp T Eversharp (heater (Drama), Co	WABT-Th	10:00-10:30	0.12.1	Name Tha	t Tune, —

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JAKD				DEC	EMBER 11, 1954
Rank mong Films	Title, (Type) and Distributor	Station,	Day, Time	OcL ARB Rating	Top Opposition & Ratin
GRA	ND RAPIDS-KALAMAZ		비 가 기억에 앉아 생각이 다.		
	Love Lucy, WKZO		•		VKZO
	alent Scouts, WKZO				35.2
	oast of the Town, WKZO		8. Burns	and Allen,	WKZO
	odfrey and Friends, WKZO				a, WKZO
5. P	ve Got a Secret, WKZO	37.6	10. Light's	Diamond .	Jubilee, WKZO30.8
i. Liber	nce (Music), Guild Films	woop-	-W. 9:00-9:30		Strike It Rich 17
2. City	Detective (Mys.), MCA-TV	WOOD-	-Th, 8:30-9:00		Climax, 21.4
3. Wild	Bill Hickok (West.), Flamingo Flim:	sWKZO-	-Th, 6:00-6:30		December Bride, 5.9
L Range	e Rider (West.), CBS Film	WKZO-	-Th, 7:00-7:30	19.8	Michigan Outdoors, 10.5
Close	District Attorney (Mys.), Ziv TV Kid (West.), Ziv TV	WKZO-	-5, 10:00-10:3	019.8	Max Liebman Presents, 13.1
T Von	Star Showcase (Drama), TPA	WOOD-	-30, 7:00-7:30	15 7	Mast Mc McNutre 128
	ace (Music), Guild Films				
. Water	rfront (Adv.), UTP	WOOD-	-M. 10:30-11:	.00.13.8	
. Life	of Riley (Comedy), NBC Film	WJIM-	S, 7:00-7:30	13.8	Trouble With Father, 17.2
	District Attorney (Mys.), Ziv TV.	WJIM-	T, 7:00-7:30 .	12.8	Justice,
CB	Linkletter and the Kids (Comedy), S Film	WKZO-	-T, 7:00-7:15		Justice,
2. Secre	file, U.S.A. (Docum.), Official	100/06/00/00/	AREA THOMPS WAR AND A THINK		146600 ABC (116601 1116-61080 ASC)
Fib		WKZO-	-S, 10:30-11:0	011.4	Your Hit Parade, -
. Favo	rite Story (Drama), Ziv TV	WJIM-	-S, 7:30-8:00 .	11.2	Beat the Clock, -
	District Attorney (Mys.), Ziv TV e 714 (Mys.), NBC Fäm				
7. Victo	ery at Sea (Docum.), NBC Film	WK70	Th 10:00-10	30 18 3	
. Hans	Christian Andersen (Child.).			2001203010430200	2838830828294000228200 EXECTS
Int	erstate TV	WKZO-	-W, 5:30-6:00)10.1	Howdy Doody,
	Star Showcase (Drama), TPA				
I Innat	rite Story (Drama), Ziv TV Dess, R.N. (Drama), U. M. and M	WOOD	-P, 8:00-8:30	9.3	Best the Clock
2. Super	man (Adv.), Flamingo Films	WIIM	M. 6:00-6:30	9.4	Green Valley Jamboret
	rfront (Adv.), UTP				
4. Annie	e Oakley (West.), CBS Film				
	t File, U.S.A. (Docum.), Official	04112702902244		2 5722-52-5	2010/04/08 400000000
	M6				
6. All 3	Star Theater (Drama), Screen Gems	WJIM-	-F, 7:15-7:45	4.8	IV Playhouse; News, -
TIT	TLE ROCK			99 - U.O	2 STATIONS
	TOP TEN LOCALLY R				
	Coast of the Town, KATV				KATV
	Amos 'n' Andy, KATV				KATV
	ackie Gleason, KATV				KATV43.2
	lurns and Allen, KATV				rv42.3
		N 1711		60.7	County Days 114
	s 'n' Andy (Comedy), CBS Film e 714 (Mys.), NBC Film				
1. Anni	e Oakley (West.), CBS Film	KARK-	-Th. 7:30-8:00	. 37.9	Climar, 22.5
4. Liber	ace (Music), Gulld Films	KATV-	-Su, 5:00-5:30		Meet Corliss Archer, 17.7
5. 1 Les	d Three Lives (Adv.), Ziv TV	KATV-	-Su, 3:30-4:00		Arkansas Football, 14.1
6. Rings	side With Rasslers (Sport), nsolidated TV		22/06/04/04/07 (2008)#		
	Kid (West.), Ziv TV				
	itar Theater (Drama), Screen Gems.				
	y's Tavern (Comedy), U. M. and M.				
. †Kit	Carson (West.), Cbca-Cola Co	KARK-	-M, 5:30-6:00)22.3	Within the 48, 5.6
1. Your	Star Showcase (Drama), TPA	KARK-	-F, 8:30-9:00		Cavalcade of America, -
2. Meet	Corliss Archer (Comedy), Ziv T	VKATV-	-Su, 4:30-5:00	20.6	This Is Your Music, -

1.

Corliss Archer (Comedy), Ziv TVKATV—Su, dong Cassidy (West.), NBC FilmKARK—T, dong Cassidy (West.), NBC FilmKARK—S. : Corliss Archer (Comedy), Ziv TVKARK—Su,	5:30-6:00	18.9Slim Rhodes,	
long Cassidy (West.), NBC FilmKARK-S.			1000
		interior interior interior	
Country / Country / Lit a first start out			
e Rider (West.), CBS Film			
boy G-Men (West.), Flamingo FilmsKARK-T,	6:15-6:45	16.5Sports; News,	-
Wolf (Mys.). UTP	10:00-10:30.1	15.4News; Yesterday's	
		Newsreel,	-
Bill Hickok (West.), Flamingo Films., KARK-F.	5:30-6:00	14.1Gene Autry,	
	6:45-7:00	13.7Jo Stafford,	
	5:30-6:00	12.6Lone Ranger,	-
			+
			-
a.m		8.1 Moppets Matinee,	
erday's Newsreel (Docum.), Ziv TV KATV-Su.	10:15-10:30.	7.7News: Weather,	-
the Law (Mys.), MCA-TVKATV-T.	10:30-11:00	7.4 News; Weather; Sports,	-
e Big Fight, Inc	10:15-10:30	7.4	
ott and Costello (Comedy), MCA-TVKATV-T.	5:00-5:30	7.1 Pat's Party; 6 Gun	
		Theater,	
ak (Comedy), UTPKARK-M.	W&F.	111111111111111111111111111111111111111	
		5.6Secret Storm; On Your	
022012-01256202073	0022000005000000000	Account.	
erday's Newsreet (Docum.), Ziv TV KATV-T.	10:15-10:30	4.9 The Hunter,	-
fatrbanks Presents (Drama).			
soc. Artists	10:30-11:00.	3.9 Gay Blade: Football,	-
			-
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			-
	Wolf (Mys.), UTP	Wolf (Mys.), UTP KARK—Th, 10:00-10:30.1 Bill Hickok (West.), Flamingo FilmsKARK—Th, 5:30-6:00 Playback (Sports), Screen GemsKARK—T, 6:45-7:00 a Gordon (Adv.), U. M. and MKARK—Th, 5:30-6:00 Screen GemsKARK—Th, 5:30-6:00 ar of the Jungle (Adv.), TPAKARK—W, 5:30-6:00 Detective (Mys.), MCA-TVKARK—W, 5:30-6:00 betective (Mys.), MCA-TVKARK—S, 9:30-10:00 Screen KARK—S, 9:30-10:00 herpoint (Drama), UTP KARK—S, 7:00-7:30 Autry (West.), CBS FilmKATV—F, 5:30-6:00 Screen Kark—S, 7:00-7:30 Autry (West.), CBS FilmKATV—F, 10:30-11:00 Kark—S, 7:00-7:30 is Your Music (Music), Guild FilmsKARK—M, 10:00-10:30 Kark—Su, 4:30-5:00 rwood Off Beat (Mys.), UTPKARK—M, 10:00-10:30 Tracy (Mys.), Combined TV KARK—Su, 11:30-12:00 a.m. a.m. a.m. a.m. a.m. erday's Newsreel (Docum.), Ziv TVKATV—Su, 10:15-10:30 a.m. a.m. a.m. d's Greatest Fighters (Sports), E Big Flight, Inc. KARK—M, W & F, 3:15-3:45 erday's Newsreet (Docum.), Ziv TVKATV—T, 10:15-10:30 Sco Sco Sco Sco soc. Artists Scoundy), UTP KARK—Su, 10:30-11:0	Bill Hickok (West.), Flamingo Films KARK-F, 5:30-6:0014.1

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

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1. Toast of the Town, WHAS	6. Fireside Theater, WAVE
City Detective (Mys.), MCA-TV	r, 9:30-10:00
ladge 714 (Mys.), NBC Film WHAS-	F. 9:30-10:0029.7Cavalcade of Sports, 23.7
Kit Carson (West.), Cock-Cola Co WAVE-	Su, 5:00-5:3025.1 Omnibus, 12.6
uperman (Adv.), Flamingo Films	5u, 6:00-6:3025.1
Sene Antry (West.), CBS Film, WHAS-S	5. 6:00-6:30
dr District Attorney (Mys.), Ziv TV	F. 10:00-10:30 21.4 Febr Weather Theater, 22.3
Size Kid (West) Ziv TV WAVE-	Su 5:30-6:00 . 21.1 Ramar of the Jungle, 18.0
themas (Muric) Cuild Films WAVE_	W 9-30, 10:00 211 Blue Ribbon Bouts, 35.5
Notations (Adv.) UTD WAVE	9-30-10-00 19.4 Holly Theater 34.9
Valenions (Adv.), OIF TBA	S. 5.10 6.00 10 0
	Ju, 5.50-0.00
cingside with Rassiers (Sports),	un an an an an an Uniter Thester
Consolidated TV WAVE-	5, 10:00-10:3012.8
tory Theater (Drama), Ziv TVWAVE-	W. 10:00-10:3012.7
anie Oakley (West.), CBS Film WAVE-	F. 5:00-5:3012.0
), Fairbanks Presents (Drama),	e se
A second distance state of the second state of	I, 6:00-6:30 5.7 Weather; Talk Theater, -
	3. Milton Berle, WAVE

IMOND, VA. STATION

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

1. Groucho Marx. WTVR72.6	5. Kraft TV Theater, WTVR
2. Dragnet, WTVR	5. PLife With Elizabeth, WTVR
3. Fireside Theater, WTVR	5. Ford Theater. WTVR
4. Martha Raye, WTVR	9. Big Story, WTVR
5. I Married Joan, WTVR	10. Comedy Hour, WTVR

With Elizabeth (Comedy),

Guild Films	None,	-
2. Star and the Story (Drama), Official Films. WTVR-W, 8:30-9:00	None,	-
3. Mr. District Attorney (Mys.), Zlv TV WTVR-F, 8:00-8:3049.1	None,	-
4. Favorite Story (Drama), Ziv TV WTVR-Su, 7:00-7:30 34.9	None,	
5. Racket Squad (Mys.), ABC Film WTVR-M, 10:30-11:0028.6	None,	-
6. The Whistler (Mys.), CBS Film	None,	-
7. Superman (Adv.), Flamingo Films	None,	
8. Wild Bill Hickok (West.), Flamingo Films., WTVR-W, 6:00-6:30., 22.9.	None,	-

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.... 21. Cases of Eddle Drake (Mys.), CBS Film.... WBRC-Th, 10:30-11:00. 5.9......Rocky King, -22. Terry and the Pirates (Adv.), Official -20 .

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sumport. 11. Drew Pearson (News), U. M. and M. WTVR-W, 6:30-6:45...17.1...... None,

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MUSIC-RADIO Communications to 1564 Broadway, New York 36, N. Y.

DECEMBER 11, 1954

HOLE CALL CONTRACT

Oberstein Sets Growth Plan With Dist. Net

NEW YORK, Dec. 4.-Eli Oberstein's acquisition of the assets of Derby Records for his Record Corporation of America, the launching of a heavy Stateside recording program, and steps to reach for record-store sales of his disks, are pacing expansion moves at the lowprice diskery.

Oberstein claims a distributor organization totaling 32 outlets across the country who soon will approach dealers with merchandise. Until now the firm has concentrated its efforts almost entirely in the department and syndicate store field. The distributor net, consisting primarily of firms new to the business, has been set in the last six months, according to Oberstein.

Oberstein purchased the Derby assets from Lou Levy, of Leeds (Continued on page 20)

MILESTONE

Dorsey Ork Celebrates 20th Anniv.

NEW YORK, Dec. 4. - The Tommy Dorsey ork celebrates its 20th year in the business next

PROCLAMATION DRAWS LETTERS

CHICAGO, Dec. 4 .--Howard Miller, one of Chicago's leading disk jockeys, has come up with a natural promotion. Having catered to the white-collar girl since his advent on the air waves, Miller, each Christmas, has offered the secretaries and file clerks of Chicago a chance to ask the boss for a half-day off to go shopping with himself

as the scapegoat. Last Monday (29), Miller announced that all girls writing in would receive a written proclamation from him which they could present to their boss. The proclamation, nicely worded, asks that the girls be allowed a half-day off to go shopping. Proof of the impact of the offer was a firstday mail pull of around 550 letters to Station WIND.

Due After First of Year Revisions Would Bring Retail Costs Into 'Psychologically Correct' Line By JOE MARTIN

Capitol Disk to Be

Gleason Seg Basis

CBS-TV Comic to Build Entire Show

Around New Tune, 'My Love Song'

Record Price Adjustments

NEW YORK, Dec. 4.-It now seems fairly certain that record manufacturers will begin adjusting prices on many items in the early part of the coming year. In almost every instance the changes will be effected in moves to attain prices considered "psychologically cor-rect." At least one of the major labels is expected to move in this direction soon after the first of January.

None of the expected changes execs, should be \$1.59. are aimed at raising or lowering current prices more than a few have been considering this move cents, and it is believed that the for some time, it has been pointed changes will see some items go up lately via dealer complaints higher while others drop.

won by settir g suggested list prices more in keeping with general consumer expectations. Typical example is the standard \$1.47 price for EP packages. Diskery execs point out that the consumer is psychologically primed to accept a \$1.49 price rather than \$1.47. This also holds true for the \$1.58 price on classical EP sets. This, say record

While record manufacturers that scattered chain store outlets

Manufacturers, it has been have been selling EP disks at known for some time, are con- \$1.39. When queried by sales vinced that additional sales can be managers, the chain buyers said that they had certain set prices which have been proven correct. Because raising the EP price to \$1.49, a "correct" price, would have the chains selling at a higher price than record shop competition, the chains have moved EP's to the next lowest "correct" price-\$1.39.

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No Major Changes

As for any major price changes, most record execs claim that such a move is "not in the cards." They point out that increasing costs prevents any major drop in record prices. At the same time, they say, the market will not absorb any price increases. Yet there is an undercurrent feeling in trade circles that points toward an eventual lowering of many LP prices along with a heavier flow of big-ticket, plush packages of disk material considered to be in demand.

In any event, dealers can look forward to a series of price changes within the next two or three months. The changes would affect records of all types and all speeds.



802 Re-Elects Manuti Slate

NEW YORK, Dec. 4. - Al Manuti was re-elected president of Local 802, American Federation of Musicians, Thursday (2) in balloting that swept in his entire Musicians ticket. Manuti polled 6,351 votes against Charles Iucci's 1.971. The latter's Blue ticket failed to win a single post in the union administration.

NEW YORK, Dec. 4. - Jackie The Manning disk will be in stores Cleason is building a complete Wednesday (7) or Thursday (8) at Elected with Manuti were Al Knopf, vice-president; Hy Jaffe, script around a new popular song the latest prior to its exposure on treasurer; Aldo Ricci, secretary, Nine additional members of the that is being introduced on his the TV show. CBS-TV network show of Decemexecutive board and nine of the week. Tommy and Jimmy Dorsey, trial board also moved in from the ber 11. The tune, an integral part on the Gleason show, which is one of the plot, will be featured on the of the top TV programs in the who has been back with the Manuti slate. The newly consti-Dorsey crew since 1953, started tuted executive board will meet hour-long show at least three times country, is an indication of the their first ork together back in shortly after January 1 to name on a Bob Manning Capitol Records active attention publishers and

THE BILLBOARD

1934. Tommy has been leading department officials. the same crew ever since.

Dorsey is only one of the great bands celebrating its 20th anniversary this year. The Count Basie crew was given a big party last month in honor of its 20th anniversary. Last year, the Duke Ellington ork was feted for 25 years of giving out with fine dance music.

The Tommy and Jimmy Dorsey ork return to the Statler Hotel, Deearly this fall for a successful engagement.

Rene to Be Coast Victor A&R Head

will replace Harry Geller, who is this month, and Los Angeles going resigning to become director of an into action sometime in February. upcoming Ames Brothers television show.

templated.

recording that was cut this week.

Form First Institute Committee to Sell Hi-Fi

three regional industry committees miral Corporation; Bob Johnson, was set up this week by the High- of Robert N. Johnson Advertising cember 17, for a five-week stand. Fidelity Institute to promote and (accounts, Newark Electric, Radio The ork was last at the Statler clarify high fidelity in the minds of the buying public. Jerome] Kahn, commisioner of the Institute, stated that response to the Institute's plan was exceeding all expectations.

The first committee formed was the Midwest group which is to go NEW YORK, Dec. 4. - Henri into action at once. New York and Rene will take over as West Coast Los Angeles are the other areas artist and repertoire director for to be organized, with New York RCA Victor early next year. He going into its first meeting later

Members of the Midwest committee are Dr. Burton Brown, of Rene, formerly active on the Burton Brown Advertising (whose West Coast, has served Victor as accounts include Regency IDEA, an a.&r. exec here for the past two Jensen Manufacturing Company, years. No replacement for the Hallicrafters and Lion Manufactur-New York spot is currently con- ing); Henry Teplitz, of Henry Teplitz Advertising (account, Elec-

CHICAGO, Dec. 4.-The first of tro-Voice); Martin Sheridan, Ad-Craftsmen, M. A. Miller Manufacturing, Talk-A-Phone Company and Permoflux); Hal Stral, of Stral Advertising Company (accounts, Quam-Nichols, Chicago-Standard Transformer, Don McGohan, Sherwood Electronics Laboratories); Martin Mann, Pentron Corporation; George Brodsky, of Brodsky Advertising (accounts, Allied Radio, Howard W. Sams & Company, Rauland-Borg and Mitchell Manufacturing); Neal Regan, of Regan & Ricks Public Relations (account, Hallicrafters); James M. Mangan, Mangan & Eckland Public Relations (account, AMI); Robert S. Saichek, Ampro; J. B. Anger, Motorola; Robert Wallace, Zenith,

(Continued on page 20)

Texas Network to Feature Hit Tunes

SAN ANTONIO, Dec. 4.-Tex Quinn, who conducts the nightly "Night Watchman" record show over stations of the Texas Quality Network each night Monday thru Friday from 10:30 p.m. to midnight, will devote the first portion of his show to the five most popuwill be played by Quinn, who off by him. the air is Art Nelson.

Stations carrying the program include WOAI, San Antonio; KPRC, court held that Remington was un- Houston; WBAP, Fort Worth, and

Beginning on Page 1

writers are giving to TV as an exposure medium, especially since the resounding success of "Let Me Go, Lover."

The extended use of a new song

The tune that the script is being built around on the Gleason show is entitled "My Love Song to You." It was written by Roy Alfred and Al Frisch. The two writers took it western music publishing field, to Capitol Records with the suggestion it be used on the Gleason hour. Capitol execs approached

(Continued on page 20) WLW Adding C.&W. Talent

CINCINNATI, Dec. 4.-R. E president of WLW Promotions, Inc., which handles the station's Somson spent the early part of the week in New York dickering for

a possible network deal for WLW's 'Midwestern Hayride."

Ken Smith, director of the talent division of WLW Promotions, Inc., left here November 17 on an extended tour of the South and Middle West to scout new talent and to line up booking agencies to handle WLW talent in their respective territories.

According to Smith, WLW Promotions will retain for itself only the booking of the Ohio fairs, numlar tunes in the State. Each night bering some 34, which it has telegraph reports from various played for many years. Other bookcities will be compiled into a list ings will come thru the newly of the top-ranking numbers which franchised bookers being lined up

Smith will also take on the duties of promoting the recordings of the various WLW artists who recently cut an extensive session for RCA der no financial obligation, since WFAA, Dallas, where the show Victor "X" label, releases of which are due soon.

C.&W. Pubber

NASHVILLE, Dec. 4. - Fred Rose, head of Acuff-Rose Publications, a leader in the country & with headquarters in this city, died of a heart attack at his home, 3621 Rainbow Trial, Wednesday night (1). He had been in declining health for several months.

Born in Evansville, Ind., August 24, 1897, Rose began his musical career as a boy singer in St. Louis. In 1915 he hopped a freight to Chicago, where he soon gained national prominence in radio as a Dunville, president of Crosley pianist, singer, recording artist and Broadcasting Corporation, and H. songwriter. He also did a piano S. (Bert) Somson, executive vice- turn in Chicago niteries for several years.

From the Windy City, Rose went talent, announced this week that to California, where he wrote sevthe firm will soon double the size eral songs which Gene Autry hit of its present roster of country & with. Rose moved to Nashville in western artists. The expansion, they 1934, where shortly after he stated, will give WLW radio and launched "Freddie Rose's Song television a staff of approximately Shop" on Station WSM. After a 60 c.&w. preformers. Dunville and brief stretch in New York as a song-(Continued on page 20)

> Camden Lines **Up Names for** Victor Sides

NEW YORK, Dec. 4. - Name performers currently recording for various labels will be on RCA Victor's promotional line, Camden Records, which is currently continuing its search of the Victor vaults for names.

Among those with whom Camdem has recently made special deals for the reissue of their old Victor sides are Guy Lombardo, Sammy Kaye, Johnny Desmond, Don Cornell, Mindy Carson and Leo Reisman. Already issued on the low-priced line are packages by Richard Crooks, Lawrence Tibbett and Marjorie Lawrence.

Camden has special contractual deals with many of these artists which permits the label to pay a royalty smaller than that which

Pre-1909 Copyrights **Due for Thoro Airing**

By IS HOROWITZ

NEW YORK, Dec. 4. - Legal pros and cons affecting record manufacturer liability to publishers on pre-1909 copyrights is due for a thoro airing in the Federal Circuit Court of Appeals here.

The pending court-room hassle, in the appeal brought by Edward B. Marks Music against a precedential decision favoring Remington Records earlier this year, has lined up writers and publishers in solid opposition to diskery interests, with each faction this week petitioning the court for a hearing.

Both the Songwriters' Protective Association and the Music Publish-

the works on behalf of the Record Industry Association of America.

No Obligation

The case involves the tune "In the Good Old Summer Time," an E. B. Marks pre-1909 copyright now in its renewal period. In a Federal Court dispute over failure of Remington Records to pay royalties on diskings of the ditty, the

(Continued on page 20) originates.









Diskeries Drive in R&B Field, as RCA, Decca, Capitol, Merc. Move

organize " r.&b. department.

16

The Victor moves will bring in ager of its Groove label and will tee off a talent search, a steppedup release schedule. It may soon result in a change in the subsidiary label's distribution set-up.

In recent weeks, Decca took a Atlantic. new and aggressive look at the r.&b. field with arrangements to bring Jerry Leiber and Mike strongly into r.&b. with a hyped program under the direction of artist and repertoire exec Dave Cavanaugh and is riding the current money-maker, "Ling, Ting, Tong," by the Five Keys. And Columbia, while it has continued to sidiary, has only recently resumed major imprint. Mercury, too, has operators is 55 cents each. been strengthening its hold on the market.

In addition to the obvious loot potential of a hit r.ccb. platter, major diskeries are taking a new



concern of major record manufac- sons. One is the continuous clamor Clark, still serving as a Southern turers with the rhythm and blues for Southern distributors for wax field man for the diskery. Groove field was highlighted this week by in the genre. Another is the grow- will thus be removed from the consteps taken by RCA Victor to re- ing music-business trend of r.&b. trol of Label "X," where it has disks breaking into the pop field.

Currently doing well in the pop latter subsid almost a year ago. a new executive as general man- field are such disks as Dootone's Charms; Atlantic's "Tweedle Dee," staffers. It is also considered a

NEW YORK, Dec. 4.-Renewed | look at the field for two prime rea- | Victor's Groove label will be Ray rested since the formation of the

> It is expected that Clark will "Earth Angel," by the Penquins; make use of free-lance a.&r. talent DeLuxe's "Hearts of Stone," by the to supplement the efforts of regular by La Vern Baker, and "White strong possibility that Groove will be returned to some Southern Vic-tor distribs, while operating with S150 Mil. Suit Christmas" by the Drifters on be returned to some Southern Vic-

The new general manager of independents in other territories.

Stoller, of Spark Records, into the diskery fold. Capitol has pushed N. Y. Ops to Feature **First NJBM Disk**

Continued from page 1

issue r.&b. wax thru its Okeh sub- the Young record here. Ten cents Georgia Way" and "Early, Early in per record sold to operators will go the Morning." Others will follow the release of such disks under its to MOA. Price of the record to on a regular release schedule, the

been given for the initial National Young, George Miller, president of Juke Box record, sufficient orders MOA, and heads of regional operare expected within a week to give ator associations. Columbia the go-ahead, according to Young. Columbia's custom division will process the disks. Meanwhile, Young is printing up special title strips and six-inch streamers

plugging the waxing. First disk features the Bob Chester ork playing "Daddy From

Philco Tie-In With Desmond **Sells Phonos**

material chosen by an "artist and While no pressing order has yet repertoire" panel composed of

Dakota Staton Set As Capitol Disker

HOLLYWOOD, Dec. 4.-In anroster, Capitol signed thrush Dakota writers without interruption. Staton. Miss Staton was inked to Capitol.

ROOSTERS CROW FOR E. GORME NEW YORK, Dec. 4.

Coral Records this week gifted deejays with toy roosters that crow in hope that the barnyard novelty will inspire more spins for Eydie Corme's new Coral disk, "Something to Crow About," from "Peter Pan." Coral expects early morning jockeys will find the crowing toy useful as a regular sound-effect for dawnrisers.

Vs. BMI by **Cleffers Lags**

NEW YORK, Dec. 4. - The \$150,000,000 anti-trust suit brought by the Songwriters of Inc., the broadcasters and record companies faltered this week in its ponderous move to a court trial over pre-trial procedure.

Action was originally brought by the 33 writers in November, 1953. They charged conspiracy by the defendants to limit full exploitation of their material.

To date the defendants have completed pre-trial examination of 10 cleffers. Nub of the procedural hassle is the wish of the defendother addition to the firm's talent ants to examine the remaining 23

SOA, on the other hand, claims a term recording contract by Dave the right to the pre-trial examina-Cavanaugh on the latter's recent tion of some of the defendants at talent trip to New York. Singer this time. These matters, plus the NEWS REVIEW has not previously recorded, and availability of certain pertinent will be featured in both the popular documents, were argued before and rhythm and blues fields for Judge E. J. Dimock. The jurist reserved decision.

RADIO TREND **Advertisers Prefer Brief Shows Alone**

NEW YORK, Dec. 4. - Today's network radio sponsor would rather have a brief show all his own than share a bigger program with other participation advertisers. At least that is the way it looks over at NBC, where Mary Margaret Mo-Bride's new five-minute across-theboarder (19-10:05 a.m.) has posted a sold-out sign after five weeks on the air.

As a result, NBC's programing veepee Ted Cott is mapping out plans for similar five-minute segs, second one being Horace Sutton's new travel-tips series which is aired on Saturdays at 7:55 p.m. and Sundays at 10:30 p.m. The prestige value of owning his own show, America against Broadcast Music, of course, influences the advertisers' decision, but a more important factor may be that actually the five-minute segs are slightly cheaper than a network participation shot.

Meanwhile, Cott is mulling over a new interview approach for Miss McBride's five-minute guest chats, patterned after the old cliff-hanger technique of the soap opera. Guests will be booked for a week, with the fem commentator guizzing them on a different period of their life each day, and closing with a come-on spiel about the questions to be asked on the next show.

Deep in Heart

CHICAGO, Dec. 4.-The first meeting was held and initial action was taken this week by the All-Industry Committee in an effort to increase public interest in dancing. The committee is made up of members of all segments of the industry, including ballroom operators, band leaders, band managers, and book-

ing agency heads. Representatives attending the retail outlets. meeting included Les Brown, for the bands; Howard Sinnott, vicepresident of General Artists Corporation, in New York, and Jim Breyley, Music Corporation of America, for the bookers, and Tom Archer, Ed Schott, and Joe Bary for the ballroom operators. Also present was Otto Weber, secretary of the National Ballroom Operators' Association. Fred Benson, manager of Ray Anthony's orchestra, was unable to attend.

(Continued on page 18)

Indie Label Ass'n Sought

NEW YORK, Dec. 4. - Hans Lengsfelder, songwriter and head of indie label Request Records, this week called for all independent labels to form an association with a common sales organization, advertising budget and promotion budget to reduce costs and enable smaller firms to survive the competitive market.

According to Lengsfelder, small companies have little chance to make a profit, since they cannot get the attention needed for their product, mostly in the specialty field, from independent distributors, who he says are interested only in the big-selling items. He notes that indie firms lack exploitation or advertising and get no revenue from foreign sales, since they have no overseas connections.

Thus, Lengsfelder suggests a banding of small labels to combine exploitation of their catalogs both domestically and abroad, combined mailing campaigns to deal-

CHICAGO, Dec. 4.-A unique merchandising tie-in by Philco with Coral Records' star Johnny Desmond has proven successful here on the sale of low-end phonographs. The local Philco distributing division is using Desmond on a personal appearance tour of the local Hudson-Ross chain of record

Philco has been sponsoring Desmond on the "Breakfast Club" for several years and more recently has become a sponsor on Desmond's own local teen-age TV show. The star announces over the WBKB-TV airwaves that he will appear personally at a certain Hudson-Ross store immediately after the broadcast to autograph his records and Philco phonographs. The plug phono in this case is one that contains a three-inch gold strip which can be autographed. It is understood that in the few weeks that this promotion has been on, more than 800 such phonos have been sold, wiping out the local distribs stocks.

CONDUCTOR Furtwangler, Berlin Phil. Leader, Dies

NEW YORK, Dec. 4.-Wilhelm Furtwangler, world-famous conductor, died of pneumonia in a German sanitarium Tuesday (30). He was 68.

of the Berlin Philharmonic and val in honor of "Grand Ole Opry." as a guest conductor and thru his collaboration with the Nazi regime." In 1948 he withdrew from a proffered post as conductor of the Chicago Symphony after a storm of interest in recording of standard hour rate. protest from the public and performing artists.

leadership of a widely promoted tour here by the Berlin Philhar- ing the past year, a number of tract was finally bought up by commodate those who cannot aters, joint advertising, etc. He says monic slated to begin late in Feb- country artists-notably Slim Whit- BMI and his catalog withdrawn tend during the week.

HAVE TUX; WON'T TRAVEL **Stay-at-Home Talent** No. 1 Problem of Biz

By STEVE SCHICKEL

CHICAGO, Dec. 4. - The old cliche, "have tux-will travel," is slowly going out of use. Show business in general is getting to the point where traveling is becoming a No. 1 headache with band leaders, bookers, ad agencies, producers and club owners.

In the band business alone, the trave! problem has hit major proportions, with some leaders crying for men in order to fill seats for already booked engagements. in some instances, especially in the big cities, combo leaders are finding it difficult to keep men who will trave and once a man is lost, it is even more difficult to replace him.

It is now a well known fact that many band leaders are raiding

Mills Music Eyes Activity in C&W

NEW YORK, Dec. 4. - Mills the country and western field. The firm, one of the top publishing enterprises in the pop, standard and educational fields, sent Sidney records.

tunes-apparently with the end in that this would result in reduced ruary. It is expected that two man - have scored solidly with from the licensing org.

small towns for new instrumental taient. The men who do not object to road travel apparently fall into several categories, including single men, small-town men and those under 25. Men who are married, over 25, from a big city or possess more than average talent constitute the nucleus of the stay-at-homers.

Bands that perform mostly on the one-nighter circuit find it the hardest to keep or replace men. Next in line of degree and intensity of employment problems is the band which travels most of the year but generally is booked for two, four or more weeks at each location.

Lastly, the bands that stay in one area most of the year and only make one swing a year around the (Continued on page 18)

Life Music in Drive for Own Music intends to become active in Station Pacts

NEW YORK, Dec. 4.-Life Music, whose catalog was removed from Broadcast Music, Inc., earlier Mills to Nashville last week to at- this year, has launched a mass Long the permanent conductor tend the WSM-Disk Jockey Festi-the Berlin Philharmonic and val in honor of "Grand Ole Opry." separate blanket license agreeknown widely in the United States Mills surveyed the scene carefully, ments. More than 2,000 mailings contacted many artists, writers and were sent asking stations to sign a many recordings, Furtwangler lived disk jockeys, acquired some mate- two-year pact entitling them to for many years under charges of rial and is already working on some cleared performances of more than 2,000 Life copyrights upon pay-According to Sid Mills, a num- ment of an annual fee equal to ber of the country artists expressed each station's top published half- the Palmer House from September

Life, headed by Barney Young, view of backing a country side for some years engaged in a run-His death left up in the air the with a standard side and thereby ning hassle with BMI over per- \$225 to \$200. The 1955 show will cutting in on the pop market. Dur- formance guarantees. Young's con- also include a Sunday date to ac-

May Become Disk Standard

By JUNE BUNDY

M-G-M's new sound track album, 'Deep in My Heart" (from the Sigmund Romberg movie biography), may become as much of a standard commodity in the record field as the composer's "Blossom Time" was to the road company back in the twenties.

Lavishly packaged and backed by strong promotion, the album has unusually wide audience appeal. Romberg has always exerted a strong nostalgic pull on older buyers, while the presence of nine major recording artists is practically an assurance of teen-age interest in the package.

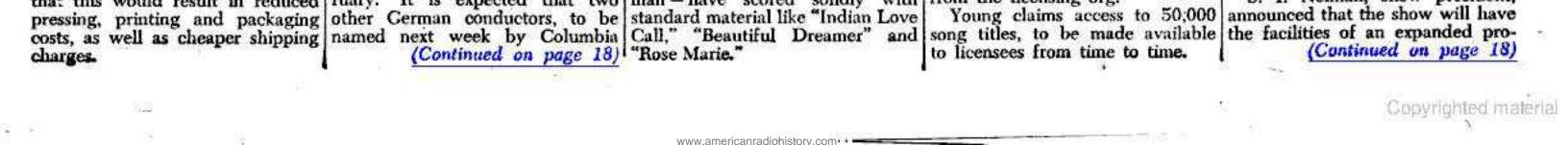
Despite big-name competition, Wagnerian soprano Helen Traubel walks off with top honors in a performance of remarkable versatility, ranging from rich-voiced interpretations of "Stout-Hearted Men" and 'Softly As in a Morning Sunrise," to a showmanly ragtime duet with Jose (Romberg) Ferrer - "Leg of Mutton."

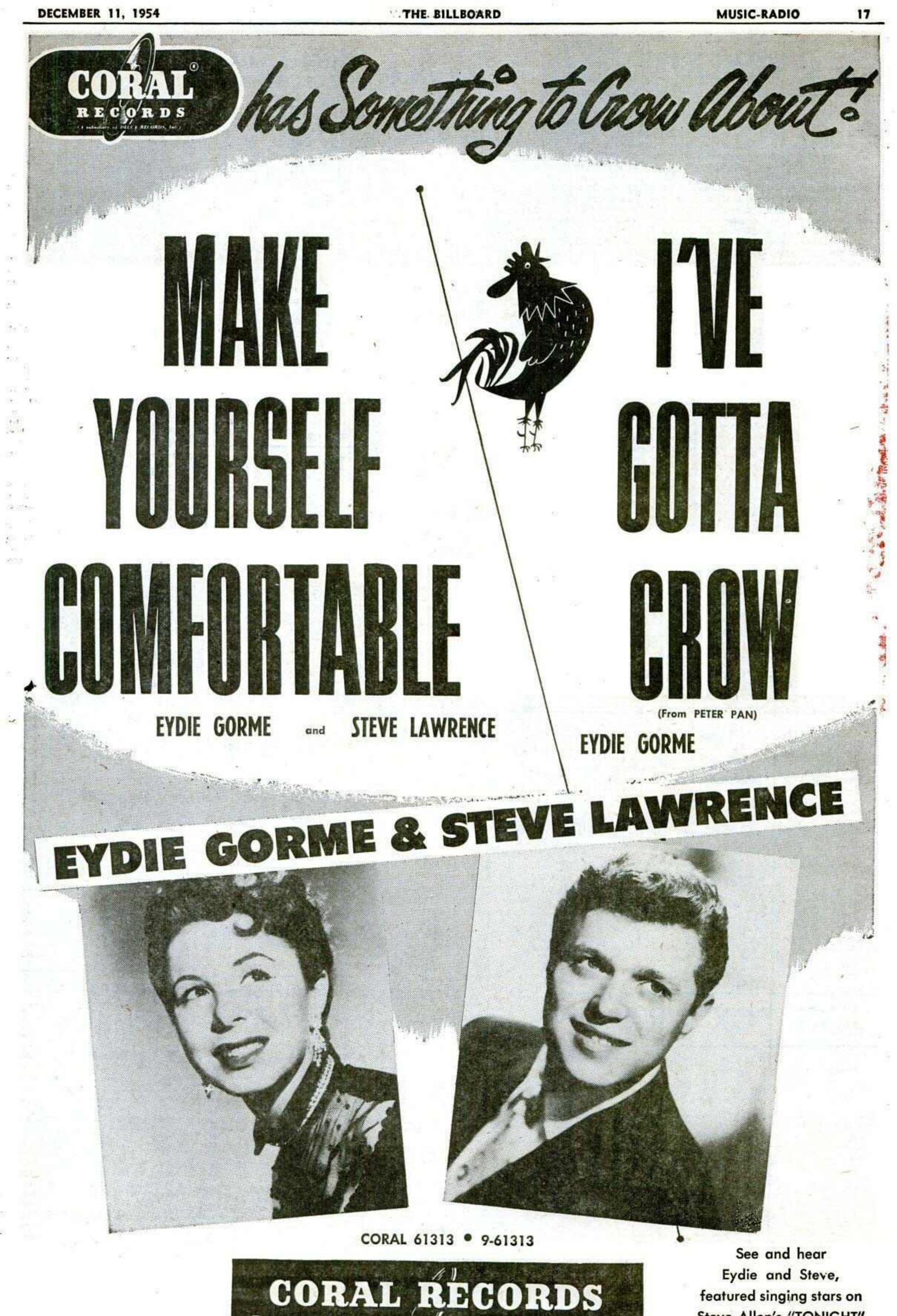
Powell and Damone Jane Powell and Vic Damone do well by a group of tunes from "Maytime," while Tony Martin draws a plum assignment in the plaintive ballad, "Lover Come Back (Continued on page 18)

Report Plans For '55 Hi-Fi

CHICAGO, Dec. 4.-Plans for next year's hi-fi show in Chicago have already been made by the International Sight and Sound Exposition, Inc., the show's sponsors. The 1955 show will be held at 30 thru October 2. Revised rentals for the 1955 show reveal that the minimum has been dropped from

S. I. Neiman, show president,





featured singing stars on



XOX JOX

By CHARLOTTE SUMMERS

BILLBOARD BOWS: Bill Miller, WMON, Montgomery, W. Va., is excited about the "Music Record Programing Guide," and writes: "Thanks for the wonderful 'Guide' which I just finished casting an eye over. In fact, the staff here thought so much of it that I had to rescue part of it from the record room wall, where it had been posted before I came in. The charts are going to be invaluable in making up record programs of the 'What-were-they-playing-last-year' type. In all, I think its the most comprehensive listing of America's taste in popular music over a one-year period that I've ever seen." . . . Leonard Ross, KMBI, Henderson, Nev., tells us that he is using the various lists and charts from the disk jockey issue as a reference guide in his record show scheduling. . . . Jay Giles, WSOY, Decatur, Ill., writes: "Would like to take this opportunity to present a few 'kudos' to The Billboard and its 'the most' staff. Certainly need The Billboard in this music and so-thanks a million."

"Just a note to say in effect, keep up the good work; believe me, it's a tremendous help in programing," writes Art King, WBSM, New Bedford, Mass. . . . Gene Riggle, WINL, Thortown, Ind., tells us that he "thought you had a wonderful deejay issue." . . . Don West, KBRC, Mt. Vernon, Wash., writes us that he "relies a great deal on The Billboard's 'Review of Records' sections, for crystal-gazing. Would also like to answer an urge to join in thanking your column as the best means of keeping tabs on what's going on with the jox." ... Rex Dale, WCKY, Cincinnati, has giver us an exclusive. He reports, "The Billboard music pop chart is the only listing I am sending in. Think this chart is the best all around method in use today. I just had the embarrassing experience of seeing a list in one of the trade papers under my name which was not sent in by me. As a result, no listings will be sent except this one for The Billboard which I think is the most nearly foolproof. Congratulations."

Stan (The Record Man) Dale, WJJD, Chicago, received an early greeting this holiday season. It was from Uncle Sam, who requested that he report to the Army after January 1. Stan has been broadcasting in Chicago for several years over WJJD and was reportedly set for his own TV show in the near future.

Myron Schulz, WAAF, Chicago, reports the contest being held in conjunction with the song, "Bow Wow Wants a Boy for Christmas" by Red Buttons on Columbia, is going over well. The contest is being aired by Freddie Williams and John Mc-Cormick. Winners will receive pedigreed cocker spaniels. Contests are also under way in other cities, also under the auspices of Raleigh Music, publishers of the tune.

Nick Reyes, KLYN, Amarillo, Tex., has some nice words and was made in favor of Composers, be appreciated. His solo-job on a larger share of the amusement

CAN. RULE AFM to Hold Sway Over Army Bands

TORONTO, Dec. 4.-All Army bands in Canada have been put under the jurisdiction of the American Federation of Musicians for hours.

engagements other than those ordered by the Army. Under the order, no military band may play for a private organization without approval of a union representative, nor may it perform unless rates paid are equivalent to the union scale.

Army Headquarters comes as a result of many years' fighting between the Musicians' Union and regimental bugle and trumpet bands over union rates and performances in the Toronto area.

Band Association said the order made Walter Murdoch, local head of the AFM, "virtual dictator over Army bands" at least in the Toronto area. He said further that list of guest shots, he will decline Army regiments were threatened with the possibility of losing their bands.

Canadian Council **Rules Piped Music** Is No Phonograph

TORONTO, Dec. 4.-The Privy Council has tossed out the appeal of the Associated Broadcasting Company against a ruling that its device for piping music into cocktail bars is not a phonograph. The ruling of the Ontario Appeal Court (Continued on page 42) Authors and Publishers Association "When I Grow Too Old to Dream" dollar into the ballroom box office.

Have a Tux But Won't Travel

• Continued from page 16

replace men. Of course, such bands if he's married and has children. as TV and radio station staffers, In some cases, it is known where steady night club bands, such as artists have spurned Hollywood problems at all. Many of these men choice plug spots. This is affecting also get extra money by sitting in all talent from singles to groups. on recording sessions on their off- The exception to the rule are such

Big name bands such as Les Brown, the Dorseys, Ray Anthony, Ralph Marterie, etc., have varying problems and meet them in various people back on the road. ways. Les Brown stays mostly to the Los Angeles area and makes down to other levels and bocomes only one swing a year, thus keeping his men. The Anthonys and The order issued by Canadian Marteries have a tough time, what should follow the old axiom of "get with such a relative small group it while the getting's good." Proof locations spots, and therefore must pay luring wages and cater to younger men.

TV a Factor

The problem is not felt only in An executive member of the the band business. Television has Canadian Bugle and Trumpet recently become a factor in whether an act is prone to travel or sit still. It is generally known in the trade that if an artist can get tied to a steady show, or an assured

'Deep in Heart' Continued from page 16

to Me." Howard Keel and newcomer William Olvis also register, with former warbling a rousing version of "Your Land and My Land," and the latter singing out on "Serenade."

Gene and Fred Kelly, Ann Miller and Rosemary Clooney (who duets with hubby Ferrer on "Mr. and Mrs.") are less impressive. However, their material is probably more visual than audio in appeal. Ferrer, of course, must be seen to at the meeting was that of getting

country find it easiest to keep or any offer of traveling, especially the Chez Paree in Chicago, and offers to remain on TV, except strict club daters have little or no when there are lucrative offers or cases as Julius La Rosa's exit from the Codfrey show. In this case, as in others past and future, the lure of hig coin can and will get

> Obviously this problem seeps a headache on the booking and producing level. Bookers claim acts ducers of shows can't always get the right talent for the right spot and therefore are settling for lesser names or secondary talents.

All this makes for at least one happy note-new talent and ladder climber: are getting more breaks, in all fields, than ever before. In some instances stardom has resulted from these left-field bookings, and in others, the artist is at least assuring himself of more work at better pay.

First AIC Meet

Continued from page 16

A spokesman for the group noted that others would eventually be added to the committee roster; probably another band leader, one more band manager, a member of the American Federation of Musicians, a member from each of the trade papers, one from the record company group, and one from the disk jockey group.

One of the points brought up Some methods suggested to accomplish this end were a nationwide publicity campaign, and an advertising service for the industry. On the former, it was decided that many of the bands, as well as ballrooms, already had publicity and news personnel on their staffs and that it only remained to get these people organzied in an all-out effort to promote dancing in general. The discussion pointed out that the NBOA is already setting up an advertising and promotion service for its members. This will include the issuance of ad mats and promotional material to ballrooms as well as bands. There was also some discussion of the association forming its own advertising agency. All material sent out by this service will promote dancing in general rather than the individual ballroom or band.

DEALER DOINGS

By JUNE BUNDY

Mary Colditz, of the Hudson-Ross Randolph Street store in Chicago, reports that for the first time in the history of the store, a kiddie disk has been chosen as "record of the week."

The waxing is the Mercury Childcraft version of "Twinkletoes" by the Crew Cuts. The kiddie label sells slightly higher than the regular pop series because of the colored jacket, .etc., but, according to the store, it is selling on an equal basis with the pop side.

The tune was recently featured in the annual State Street Christmas parade, being played from a float bearing the song's namesake deer, "Twinkletoes."

TRAFFIC MOVERS: M-G-M's "Rose Marie" window display contest was won by Andrew Colby, Bresee's Department Store, Oneonta, N. Y., who received \$100, with another \$100 going to his local exhibitor, Harold Cary of Schine's Theater. The \$50 second prize went to Flemings' Music Store, New Castle, Pa., with a like amount to his local exhibitor; and third prize of \$25 was won by Harry Remp, Music House, Fort Madison, Ia. . . . Meanwhile M-G-M's Canadian Distributors are dreaming up a three-way promotion with Loew's exhibitors, dealers and deejays on its new "Deep in My Heart" sound track album. Drawings for a free album will be held daily, with entry blanks available at the local theater, and the winners names (Continued on page 42)

JUKE BOX WRAP-UP

Wurlitzer will open its meeting of world-wide distributors in Miami Beach, beginning Monday (4). The week-long series of meetings among company execs and the international distributors will be staged at the Di Lido Hotel.

A spot survey of Milwaukee operators points up something that record manufacturers and music publishers have been noting in recent years. The operators are not taking too quickly to new Christmas records. It seems they prefer to stay with the standard Christmas songs in either the standard or new renditions.

The Detroit music operators' campaign to fight juvenile delinquency continues to make headlines in the Motor City. This week, the operator group played host to some 3,000 teen-agers who were entertained by local disk jockeys and many name recording artists. Then local radio stations and the local newspapers all contributed heavily with free advertising and promotion to make the affair a success.

Seacoast Distributing Company reports success with its miniature juke box-like record player, the Jukette. The unit is aimed at the home market, and one of Seacoast's customers, a Columbia, O., operator is devoting the major portion of his effort to the sale of the Jukettes.

of Canada.

The Privy Council held that the device was not a phonograph and therefore subject to payment of royalty fees. It went along with the lower court's ruling that the company's piping of recorded music from a central studio to public places by loud speaker infringed the copyright of CAPAC.

The court granted damages of \$75 and a restraining injunction against the broadcasting company playing six musical works.

Clampett Signed For Decca Kidisks

HOLLYWOOD, Dec. 4.-Decca Records continued its current spree in signing TV tot talent in inking puppet creator Bob Clampett to a term recording contract this week.

Clampett, who originated the nationally syndicated "Time for Beany" television show, is scheduled to record a series of characters from the lenser for Decca kidisks. The record company recently added Buzz Corey, of "Space Patrol" televisions fame, to its moppet talent roster.

Pinky Lee, NBC-RCA Victor star, is reported to have received similar offers for his recording services from Decca.

NEPAL PLANNING COMMERCIAL AIR

LONDON, Dec. 4. - Any deejays with a yen for travel may soon have an opportunity to work in glamorous Nepal. That country, a small independent kingdom lying between India and Tibet, is blueprinting a plan for commercial radio which will make vast areas of India reachable by interested advertisers. Already small portions of India can pick up sponsored radio shows from stations in Goa and Ceylon, but the Nepalese project calls for a far greater coverage of the country. Nepal long has had the reputation for far-

-preceded by an emotional dedication to his screen wife-is undoubtedly of four-handkerchief Academy Award caliber, but it is somewhat less than touching on wax.

M-G-M made plenty of tradedeals with other labels for the privilege of recording the cast intact, but sales results-particularly this Christmas - should make the extra effort worthwhile. The package is available on all three speeds, altho Rosemary Clooney is not in the 78 version (by special request of Columbia). M-G-M has upped its LP price to \$6.95 on the package, in line with the current trend towards fancier-priced albums.

DEEP IN MY HEART (1-12") -Jose Ferrer, Helen Traubel, Rosemary Clooney, Vic Damone, Tony Martin, Jane Powell, Howard Keel, Ann Miller, Gene Kelly, Fred Kelly, William Olvis. M-G-M Studio **Orchesrta and Chorus**, Adolph Deutsch, Cond. M-G-M LP E 3153.

'55 Hi-Fi Show Continued from page 16

motional program which includes newspapers, radio, television, direct mail, posters, and trade papers. He also announced that special attention would be given to dramatization of displays and demonstrations at the show. It is planned to run regularly scheduled performances and "Little Theater" programs which are to be publicized in advance.

Two floors will be open to manufacturers, suppliers, and distributors of high fidelity equipment. The free public showing will be preceded by a preview for the trade, at which dealers and distributors will be special guests of the manufacturers. The show will be open to the products of all manufacturers and distributors of hi-fi equipment, records, sets, units and components; to the trade press and allied enterprises, with all space being offered on a first-come-firstserved basis.

The meeting also voted to look into various methods of making dance tunes more popular, holding more dance contests, and probably holding these on a regional level.

Furtwangler Dies

Continued from page 16

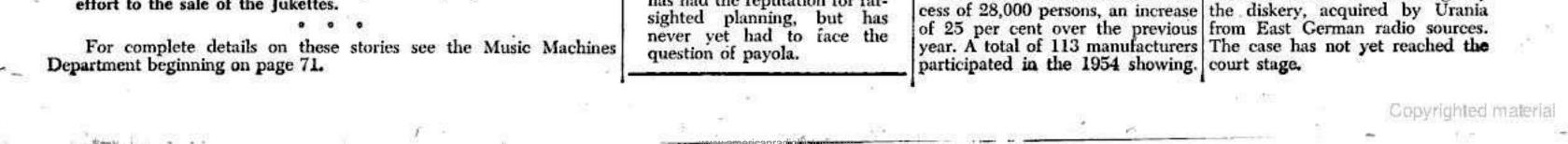
Artists, will split podium chores during the 26-concert tour.

3 Albums

RCA Victor, meanwhile, plans to release three Furtwangler albums next month. Promotion was originally designed to be integrated with the conductor's appearances. The sets, under the HMV label, include a performance of Beethoven's "Emperor" concerto, with Edwin Fischer the piano soloist; a reading of Beethoven's Fifth Symphony, coupled with several overtures by the composer, and a threedisk package containing Beethoven's opera, "Fidelio," and his First Symphony.

Scheduled for later release is a Furtwangler performance of Wagner's "Die Walkuere."

Furtwangler's death also leaves in doubt resolution of a legal action brought by the conductor against Urania Records. In the suit, Furtwangler charged unau-The 1954 show attracted in ex- thorized use of his recordings by



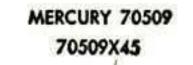
DE

19

by the writer and publisher who gave you "Young at Heart"









SE

TALENT TOPICS

JOLLY JOYCE TO ADD OFFICE IN MIAMI . . .

The Jolly Joyce Theatrical Agency, with offices in Philadelphia and New York, will add a branch office in Miami Beach. The office will be managed by Norman Joyce, son of the owner. While the Joyce Agency has booked many of its attractions-both the recording musical units and Western stars-in the Florida resort areas, this marks the first time for the establishment of a regular operating office. With the office, the Joyce Agency will assign some of its top units, including Bill Haley and His Comets, the Romaines, David Appel and Mike Pedicin, to that territory.

BELLETTO GROUP TO WAX UNDER 'KENTON PRESENTS' . . .

Stan Kenton this week announced the signing of the Al Belletto Quintet to record under his "Ken-ton Presents Jazz" tagline on Capitol Records. Kenton first heard the group while appearing in Buffalo, and later auditioned and signed them to a contract in Calumet City, Ill. The maestro leaves here this week for Chicago to supervise their first recording session. Group is headed by clarinetist Al Belletto, a native of New Orleans, and includes Jack Martin, bass and chief arranger; Charles McKnight, drums; Jimmy Guinn, trombone, and Fred Grane, piano.

PATTI PAGE TO PLAY IN BRITISH PIC . . .

Negotiations are underway in London to sign Patti Page for the lead in a motion picture to be made around London's Tin Pan Alley. The film is based on a novel titled "An Alligator Named Daisy," about a composer who inherits an alligator. It will be made by Raymond Stross. Sam Coslow, who wrote the music for Stross's last-production is working on the score.

HALEY COMETS RACK **BIG GROSSES** . . .

Record popularity enjoyed by Bill Haley and His Comets on Decca disks has boomed the sextet into the top money-making bracket, according to Jolly Joyce, head of the Jolly Joyce Theatrical Agency here, which holds the booking exclusive for the musical unit. Before locating for December at Andy's Log Cabin, Cloucester, N. J., the Joyce agency had the Haley Comets take in a full week of one-nighters. And with combination of percentages

the past week. Much of the take came from a record one-nighter at the Valencia Theater, Baltimore, promoted by Buddy Deane, disk jockey, first of a new series of jazz LP's. WITH, and Jim Ferguson, Haley's personal manager. Giving two solo concerts Saturday night (27), at a \$1.25 top, tax included, the 1,600-seat house was overflowing for the two evening shows. Promoters reported 3,300 tickets sold to make it a sellout three days in advance, with more than 1,000 turned away at the box-office. The gate was over \$4,000, and the Haley Comets came away with a net \$2,040 for the evening's work.

4 LADS ACQUIRE YC MATERIAL . .

The Four Lads have acquired thru a leasing arrangement the more than 200 special material songs and routines from the repertoire of the Yacht Club Boys. Mike Stewart, the Lads' manager, has also picked up an option for the boys to do a movie based upon the show business careers of the Yacht Club Boys. The film, when produced, will be directed by Jimmy Kerns, of the original Yacht Club Boys. Another member of that group, Charlie Adler, is currently coaching the Lads in the use of the newly-acquired material in club appearances and for a special Columbia Records album.

Joni James is visiting jockeys in Pittsburgh, Detroit and Cleveland as part of a general promotional tour. . . . Betty Madigan starts a two-week angagement at the Casa Marina, Key West, Fla., December 26. . . . Kirk Douglas is in town this week to plug his new Decca record, "Whale of a Tale," with local deejays. . . . The Columbus Boys Choir will appear on CBS-TV's "Frontiers of Faith" December 12, and on NBC-TV's "Hallmark Hall of Fame" December 19.

Roy Hamilton will open at the Basin Street in New York on December 21 for two weeks. This will mark the Epic Records singer's first appearance at the club....Sarah Vaughan, now riding high with "Make Yourself Comfortable," is playing Storyville in Boston starting December 29. ... Percy Faith, Columbia Records musical director, returned to New York this week after a month on the West Coast directing the music for the Ruth Etting movie biography.... The Nomads, a new vocal group, are now at the Club 59 in New York. Group just appeared on the Arthur Godfrey "Talent Scouts" show over CBS.

Angel Preps **New Series**

NEW YORK, Dec. 4. - Angel Records will steer a few points off its predominantly classical course next month when it releases the The project will be under the direction of Bill Savory who, with several jazz enthusiasts in Angel's affiliate companies abroad, is un-derstood to have urged the move.

The initial batch of four jazz sets will be issued in January and will include cuttings originating in Sweden, Italy, Australia and France. This international aspect of the operation will be underlined by many of the two dozen LP's planned for release in 1955.

Angel will have access to the catalogs of Electric & Musical Industries subsidiaries in 24 countries, altho most of the material is expected to come from France and Italy. Some recording will later be done in this country.

The jazz disks will be issued under a new Angel black label. Teninch LP's will list at \$3.95, 12inchers, some of which may be released later, will carry a \$4.95 tag. There will also be EP's at the standard \$1.58.

Stephens Appoints 3 Tru-Sonic Reps

HOLLYWOOD, Dec. 4.-Robert L. Stephens, president of Stephens Manufacturing Corporation, this week announced the appointment of three new sales epresentatives to handle sales of Tru-Sonic loudspeakers, cabinets and microphones.

Morhan Exporting Corporation, New York, will henceforth function as world-wide sales representative, excluding the United States and Canada. Roland Olander & Company, Los Angeles, will serve Southern California, Arizona and Las Vegas, Nev. Athur H. Peter- the song was originally copy-

Oberstein Sets

Continued from page 15

Music, who was high bidder at a recent bankruptcy sale of the defunct disker/s stock. Included in the Derby a sets are about 400 masters, including some by Sunny Gale and Jayr P. Morgan, both of whom are now with RCA Victor. A number of the Morgan masters have never been released, and Oberstein is understood to be planning, their issue under his Royale or Varsity labels. He would not confirm a report that these sides may be offered in a trade deal with Victor.

World Deal

While most of his company's recordings have been transfers of European tapes, the Oberstein operation has recently gone in heavily for domestically-produced LP's. Thru an arrangement with World Records, 25 LP's have been cut here in the last six weeks in a new opera highlight series to be put out under the Allegro-Royale tag.

The opera series features singers currently performing at the Metropolitan Opera and include such names as Salvatore Baccaloni, Cesare Valletti and Martial Singher. The 12-inch LP's will sell at the regular Allegro-Royale list of \$1.89 each.

The company has also cut a series of pop piano and rhythm disks under the general title, "Echoes of ..." Like the long-established series put out by Vox, the series will cover tunes of Spain, France and other countries.

Oberstein plans to back his drive for dealer sales with a national advertising campaign beginning in Fel ruary. Esquire and Parent's Magazine will be among the publications used.



son, Chicago, will handle sales in righted prior to the enactment of

FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

WLS' "National Barn Dance" continues to draw capacity houses to its regular Saturday night airings from Chicago's Eighth Street Theater, with sellouts two weeks in advance a common occurance. We had the pleasure of looking in on the "Barn Dance" November 27 as the guest of Betty G. Howard, director of sales promotion and publicity for WLS, and Herb Howard, "Barn Dance" director, and were impressed with the quality of the talent and pro-duction, good wardrobing and speedy pacing. Now in its 31st year, "Barn Dance" is sponsored by Flex-O-Glass, Keystone Steel & Wire, Bristol-Meyers and Phillips Petroleum on the first two hours of its Saturday broadcast, with Polk Bros. picking up the tab for the second two hours. When caught, the show attracted two capacity houses. Tickets are scaled at 95 cents, with all reserved.

Talent on the show caught included Bob Atcher. Woody Mercer, Arkie the Arkansas Woodchopper, the Beaver Valley Sweethearts, Lula Belle and Scotty, Homer and Jethro, Cousin Tilford, Betty Ross, Lola Dee, Dolph Hewitt, Pat Prohut, Captain

Stubby and the Buccaneers, Red Blanchard, the Hayloft Orchestra (22), the Chore Boys, John Dolce's Hayloft Square Dancers, Grace Wilson, Jimmy James, and the Virginia Hams. Announcers are Jack Holden and Jack Stilwell. Grace Wilson, the original "Bringing-Home-the-Bacon Girl," has been with "Barn Dance" since its inception.

Eddy Arnold spent last week in Chicago filming his new TV series, "Eddy Arnold Time." Accompanying him was Joe Csida, his personal manager on such operations. . . . Among country & western talent bookers represented at the outdoor showmen's convention in Chicago last week were Col. Tom Parker, of Jamboree Attractions, Madison, Tenn.; Lou Black, Top Talent, Inc., Springfield, Mo., and Bill King, of William H. King Enterprises, Louisville. . . . Country talent everywhere is mourning the passing of Fred Rose, head of Acuff-Rose Publications, Nashville, who passed on at his home there December 1 following a heart attack. A veteran performer and songwriter himself, the deceased had a host of friends among the country & western folk. See separate story in Music-Radio section, this issue.

(Continued on page 44)



By BOB ROLONTZ

Atlantic Records signed thrush Rose Marie McCoy this week, and her first release will soon be out on the firm's Cat label. Miss McCoy is well known for the song hits she has written with Charlie Singleton. This is the first time she has been signed to a recording contract. . . . The Buddy Johnson ork, featuring Ella Johnson, opens at the Apollo Theater in New York on December 6. The Johnson crew will play three weeks at the Savoy Ballroom in New York starting December 23.

We had a call from Jo Jones last week telling us about the strong business he and the band are racking up at the Dew Drop in New Orleans. Jones' crew is now with Capitol Records, and the ork's first waxing has just been released. The band is negotiating with an agency for personal appearances. Jones has been with a number of top-flight orks including Roy Brown's Mighty Men and the B. B. King crew. . . . Bernie Golden, Gale Agency location booker, has just returned from a two-week vacation

Ivory Joe Hunter, of M-G-M Records, will be at the Downbeat Club, Providence, for a week starting December 6. . . . The Drifters and Red Prysock are now out on a Southern one-nighter tour. They will wind up the tour in Florida about the middle of December after being out about 30 days. . . . Paul Quinichette will be at the Tijuana Club in Buffalo for a week beginning December 28. ... The Counts are now appearing with the Gene Ammons ork on one-nighters in the Midwest.

Aladdin Records has taken over the Feathers' recording of "Johnny Darling," originally released on the Show Time label in California. . . . Herman Lubinsky, head of Savoy Records, has signed a flock of new talent, including organist Vin Strong and the Roamers. . . . Earl Bostic and his ork are set for a week at the Makreez Club, Lowell, Mass., before taking off for a five-week vacation. . . . Marvin and Johnny open at the Celebrity Club, Providence, on December 6. The duo will be followed at the Club Pallbearers were Murray Nash, ments are required.

Illinois, Eastern Iowa and lower the 1909 act. Wisconsin.

Capitol Disk Continued from page 15

the comic with the idea; Gleason liked it, and the song, and the script-writers were called in to write the tune into the show's plot.

It is understood that the script will show Gleason and his side-kick Art Carney, "composing" the tune on the show. The Bob Manning record of the tune will be played and Capitol Records will be prominently mentioned.

Gleason and Capitol are counting upon the large viewing audience for the TV show to put over Identical in substance, the petitions the song. There is also a chance make it clear that they have no that Gleason may plug the tune on interest in the factual merits o: the more than one show. The tune is being published by Songsmiths, basic issue of law. In part, the Inc., one of Gleason's two publishing firms.

Fred Rose Continued from page 15

writer, Rose returned to Nashville where he continued his songwriting phonograph records car. make his and served as accompanist for various country & western artists. Among the latter was Roy Acuff with whom he formed the Acuff-Rose music publishing firm in 1943. Associated with his father in the latter firm was his son, Wesley, who will continue operation of the company.

Funeral services were held this afternoon from the Cosmopolitan Funeral Home here, with interment in Mount Olivet Cemetery. Surviving are his wir ow, Lorene; a and Carl W. Claras, Revere daughter, Mrs. Jonathan Goodier, Camera. Sacremento, Calif.; three sons, Wesley, Nashville; Lester, Chicago, and sons participating in the program grandchildren.

Nat Tannen, Mitch Miller, Harold several checks sent to the Institute Orenstein, Pee Wee King, Redd under the mistaken impression that Stewart, Mr. and Mrs. Nelson such remittances were required, King, George Marlow, Bob Burrell, had been returned. Notes have Jim Vienneau, Al Terry, Bobby been sent out explaining that the Terry, Skeets Yaney and J. D. Institute is a non-profit organi-Miller.

The court further held that subsequent renewal of the copyright did not carry with it protection given by Section 1 (e) of the law, the clause affecting mechanical rights.

Over the years, this "no man's lend" area of the law has been the bject of repeated conflict, with individual deals of royalty payments usually resolving specific hassles. Pul ishers and diskeries have much to gain, or lose, by the uper ming action of the higher court.

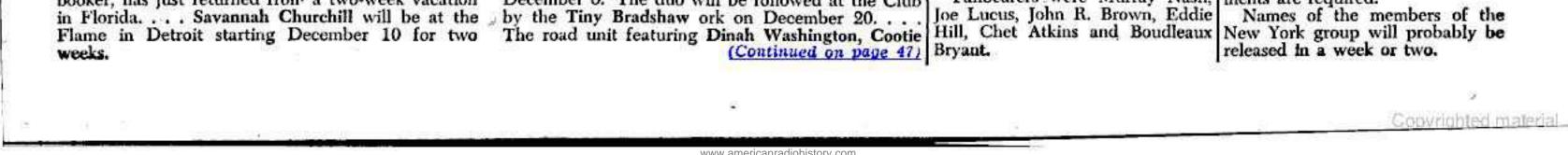
The SPA petition was submitted by geneal counsel John Schulman, MPPA's by Sidney Wattenberg. case. Their concern is with the petitions read:

"It (SPA and MPPA) seeks to be heard only on the basic questions involved, namely whether Section 1 (e) applies to the renewal copyright of a composition published prior to 1909, and whether, if it does not apply, a manufacturer of own version or arrangement of the composition and then cause a recording to be made of such version.

The firm of Rosenman, Coldmark, Colin and Kaye prepared the amicus curiae petition on behalf of the RIAA.

Hi-Fi Committee Continued from page 15

Kahn pointed out that all per-Gene, Covingtor, Ind., and five were volunteering their services and defraying their own expenses Among those attending the Rose or using the facilities of their funeral were Roger S. Littleford, firms. He also announced that









* "New Orthophonic" High Fidelity recording



DECEMBER 11, 1954

THE BILLBOARD

MUSIC-RADIO

23

PHIL HARRIS sings the big, new Stu Hamblen hit...

THERE'S A LOT MORE LAYIN' DOWN c/w i wouldn't touch you with a ten foot pole 20/47-5945

a "New Orthophonic" High Fidelity recording



THE BILLBOARD

DECEMBER 11, 1954

WATTS, RYERSON SUE ENCORE . . .

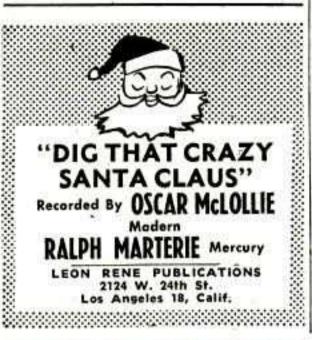
A suit was filed in New York Supreme Court here this week by writers Grad, Watts and Frank Rverson against Encore Music for \$25,000 damages. According to the complaint, the writers allege that the publishing firm failed to make a complete accounting and to render a statement as to the moneys due the plaintiffs from the receipts received for performances.

THOU GOEST"

recorded by:

Les Paul-Mary Ford Capitol
Laurie Loman
Marian MarloweColumbia
0. B. Massingill & His Orchestra Epic
Rita RobbinsRCA Victor
beorge Morgan and
Anita Kerr Singers
Beity JohnsonBell
KAVELIN MUSIC COPP

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



MUSIC AS WRITTEN

The plaint ffs also claim that the ANTHONY ORK TO firm has failed to supply an accu- TAKE HAITUS . . . rate accounting of royalties re-

denies all the charges.

G. SCHIRMER SUES ALAMO MUSIC . . .

filed suit in New York Federal Court against Alamo Music, Inc., and songwriters Kay Twomey, Fred Wise and Ben Weisman. The complaint charges that the defendants' tune, "Mother Nature and Father Time," was copied from the Schirmer song, "Go Way From My Window." The latter tune is said to have been written prior to 1934 and assigned by writer John Jacob Miles to Schirmer. The suit seeks an injunction, payment for damages sustained, and an accounting of profits.

BBC PLANS GLENN MILLER PROGRAM . . .

BBC Radio is going to town on a Clenn Miller memorial program to be aired in England on December 26. The producer hopes Ted Heath, George Melachrino and Bob Farnon, as well as other top musicians who were associated with Miller during his service here during the war, will take part in the program. Miller was reported missing on a light from Britain to France on December 15, 1944.

The Ray Anthony ork, which ceived to date. In its reply to the just completed its role in the new suit, Encore asks for a dismissal of film "Daddy Long Legs," will take the charges, claiming that all dif- a four-week vacation starting Monferences that arise between the day (6). After that, the band will parties, according to the contract, be featured in another new film, are supposed to be submitted to "Pink Tights." Meanwhile, the arbitration. In addition, the firm Billy May ork, under the direction of Sam Donahue, which is part of

the Anthony management organization, is playing one-nighters in the East. The May crew will take G. Schirmer, Inc., this week a two-week vacation after New Year's, and then will do one nighters to the West Coast. The ork will open at the Palladium on March 28. Sam Donahue was signed by Capitol Records this week to make recordings on his own. The Billy May ork will also continue to make its own records for the label.

CAT TO RELEASE FIRST POP DISKS . . .

Cat Records, subsidiary label of Atlantic Records, is releasing its first pop disks next week. The record features a new group, the Collegians, who are students at St. John's University here. They are managed by Buddy Wecht. Altho most Cat disks will continue to be r.&b., in the future the label will issue an occasional pop platter.

BURKE SET FOR NY RETURN . . .

Rudolph Friml on new songs for

'LET ME GO' Joan Weber Signs GAC

the forthcoming movie "Vagabond King" for Paramount Pictures, will return to New York after the movie stint is over. He is set to do the songs for the forthcoming Broadway musical "Saddle and Go" with Harry Revel.

DECCA BUYS 2 MASTERS . . .

Decca's artist and repertoire chief, Milt Gabler, this week bought two masters by Mel Williams and the Montclairs from are "Oo-wah" and "Lesson in Love." Rage Records. The first two sides

KROHN TO QUIT LONDON POST . . .

Herb Krohn, house attorney with London Records for more than five years, will leave the post at the end of December to devote full time to his private aw practice. He also served as contact here for independent labels seeking European distribution by British Decca. Krohn was also a member of the legal committee of the Record Industry Association of America. His successor at London will be attorney Paul G. Marshall.

GOLDSEN EXPANDING **PUBBING FIRMS** . . .

Mickey Goldsen, president of Criterion Music, Inc., is currently expanding the operation of his publishing firms via increased Johnny Burke, now working with | activity as sole selling agents, and in the field of foreign music representation.

A majority of the songs Goldsen is handling originally stem from the rhythm and blues field, with many later receiving pop coverage. Currently, Goldsen has "Shake, Rattle and Roll," "Twiddle Dee," and "Honey Love" from Progressive Music; "I Need Your Lovin'" and "Loop De Loop Mambo" from Quintet Music; "Oop Shoop" from Flair Music, and 'Earth Angel" from Dootone. Goldsen maintains both New York and Hollywood offices in his selling agents status, with shipping, NEW YORK, Dec. 4. - Joan billing and printing coming from

in Atlantic City over the weekend. In Chicago, Hilliard will cut the Chuckles and then return to this city. Delaney will continue to travel and will visit distributors in Los Angeles, San Francisco; Portland, Ore., and Minneapolis.... Jerry Wagner, librarian at Station WMCA here, is moving to Station WNEW to replace librarian Irying Fasco, who is leaving WNEW to join the CBS librarian staff.... Elmore White has joined Regent and Harmon Music as professional manager of the two firms.... Publisher Julian Aberbach became the father of a daughter, Belinda Lorraine, Saturday (27).... Deejay Eddie Newman, WDAS, Philadelphia, and writer Berl Rotfield collaborated on a pair of songs, "Wouldn't it Be Fun to Be Santa Claus' Son" and "You'll Have to Wail 'Till Christmas Morning.'

(Continued on page 47)





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wr	RECO	RD R	ATIN	GS
TH	E TRA	DE P	RESS	
		ALC: NO		

	Billboard	Cash Box	Variety
BABY BROTHER (Regent) KITTY KALLEN (Decco)	Spotlight	Disk of the Week	
CAMPANELLE (Montauk) JULIUS LA ROSA (Codence)	76 (Good)	B+ (Excellent)	Good
CINDERELLA WALTZ (Republic) FRANK SORRELL TRIO (Audivox)	70 (Good)	B <mark>est</mark> Bet	Excellent
ECHO POLKA (Meridian) NORMAN PETTY TRIO ("X")	76 (Cood)	Sleeper of the Wock	Good
HEARTS OF STONE (Regent) FONTANE SISTERS (Dot) THE GOOFERS (Coral) VICKI YOUNG (Capitol)	Best Buy Spotlight	Sure Shot	Very Good Very Good
HOCUS POCUS (Sheldon) PATTI PAGE (Mercury)	Spotlight	Disk of the Week	21
I LOVE YOU MADLY (Angel) THE FOUR COINS (Epic)	Spotlight	Best Bet	53
IN THE BEGINNING (Hill & Range) FRANKIE LAINE (Columbia)	Excellent	Sleeper of the Week	Cood
IT'S A PITY WHAT MONEY CAN DO (Acuff-Rose) MARY ROBBINS (Columbia)	C & W Best Buy	C & W Bull's-Eye	8
LET ME GO, LOVER (Hill & Range) JOAN WEBER (Columbia) TERESA BREWER (Corol) SUNNY GALE (Victor) PATTI PAGE (Mercury) HANK SNOW (Victor)	Best Buy Spotlight Spotlight Spotlight C & W Spotlight	Disk of the Week Disk of the Week Disk of the Week Disk of the Week	
LOVEY DOVEY (Progressive) ELLA MAE MORSE (Copitol)	Good	C+ (Good)	Cood
MAYBE (Berkshire) THE FOUR COINS (Epic)	Spotlight	(Very Good)	
NO MORE (Mapleleaf) DE JOHN SISTERS (Epic)		Sleeper of the Week	Very Good
OUR FUTURE HAS ONLY BEGUN (Sunbeam) DENISE LOR (Mercury)	Spotlight	Sleeper of the Week	Best. Bet
STAR OF LOVE (Sheldon) ROY HAMILTON (Epic)	R & B Best Buy	Award o' the Week	Good

Booking Pact

Weber, young singer who cata- New York. pulted into fame last month with her hit recording of "Let Me Go, Lover" on the Columbia label, was signed this week to a booking contract by the General Artists Corthrush, who is now considered one of the hottest singers in the country. After only two weeks, Miss Weber's record jumped from No. 14 to No. 3 on The Billboard's Best-Selling record chart.

She will not start working until 'BEHIND YOU' CASE week become the mother of a daughter. Her first TV shots will be on the Ed Sullivan show on December 26 and the Perry Como show on December 29. GAC and her manager Eddie Joy have lined up five location dates for the girl, starting in mid-January. Clubs include Blinstrubs in Boston, the Vogue Terrace in Pittsburgh, the Casino Royal in Washington the Latin Quarter in Philadelphia and the Skyway Lounge in Cleveland. Joy is holding a press conference for Miss Weber Monday (6) at the Warwick Hotel here. Meanwhile, he is working frantically to get an

act for the singer before she starts out on her night club appearances. Miss Weber has not had any show business experience, having sung only with an ork in small dance halls before making her first record.

Diskery Fracas

The excitement stirred up by "Let Me Go, Lover" in the trade, was the cause of an imbroglio involving two a.&r. men and a manager last week. Columbia pop a.&r. head Mitch Miller, on his regular Sunday show over station WNEW here, rapped Coral a.&r. head Bob Thiele and Jack Rael, Patti Page's manager, for their cover records on the tune "Lover," alleging both were "copies."

Rael and Thiele asked for equal time to reply, but only Rael ap-peared with Thiele sidelined due to company policy. Rael said Miller covered records as did all companies, and that Miller's comments head, and Joe Delaney, the firm's

EXCEL RECORDS GETS UNDER WAY

Formation of Excel Records, new indie label, was announced in Holporation. Every agency in the lywood last week by George country has been bidding for the Wright, president of the firm. First release by Chuck Kyles is titled "You Drove Me to a Secret Love" and "Girl Crazy." Company is currently setting national distribution.

after Christmas, having only last SETTLED OUT OF COURT ...

Suit filed in U. S. District Court of New York in December, 1953, against Peter Maurice Music Company, Ltd., and Leeds Music Corporation, claiming copyright infringement by the song "I'm Walking Behind You" has been settled out of court for an undisclosed sum.

Complaint, filed by writers Harry Atwood and Lou Herscher, stated that the Leeds song infringed on a song they composed, "I Can't Forget You.

Attorneys Leonard Port and Sidney H. Rivkin negotiated for the plantiffs.

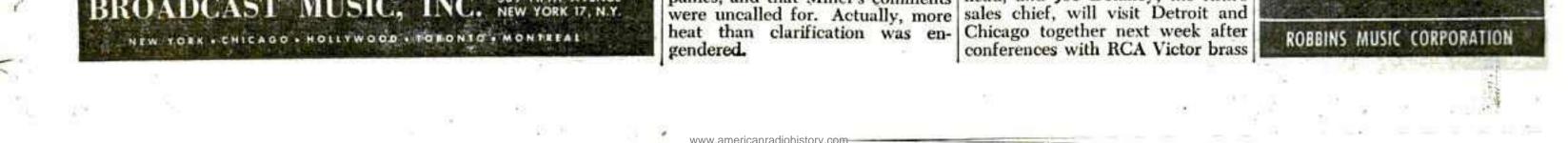
'RAINDROPS' ROYALTIES TO SCLEROSIS FUND . . .

The national Multiple Sclerosis Foundation is slated to receive half the publishers' and writers' royalties earned by the song "Raindrops." Tune was recently recorded by Kay Brown on Crown Records, and currently is the subject of an intensive exploitation campaign by the MS Society.

Malabar Music, publisher of the song, will contribute 50 per cent of its profits from the song. Writer John Hawley, former Los Angeles Mirror staffer, is a victim of multiple sclerosis and is also contributing 50 per cent of his royalties.

New York

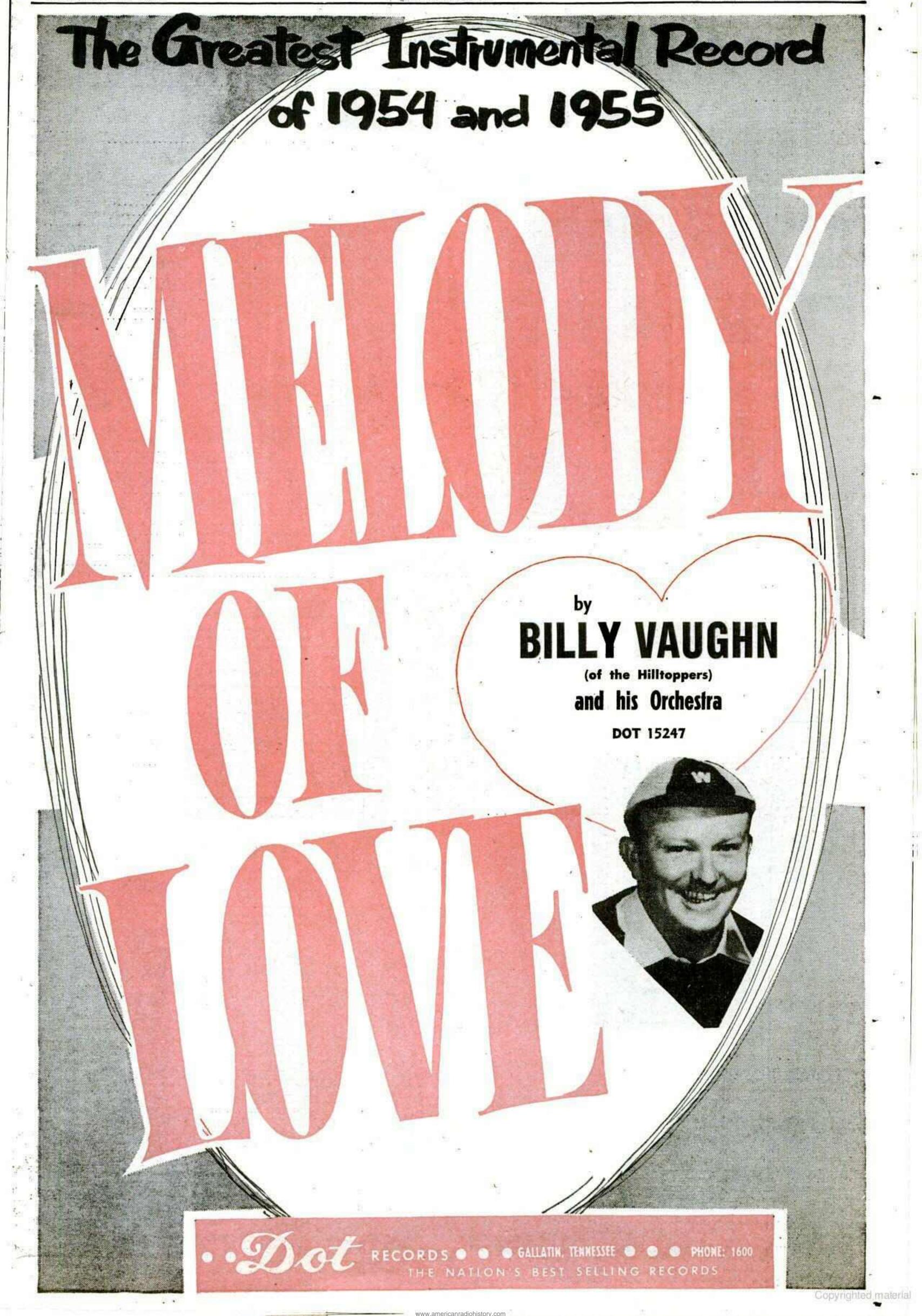
Jimmy Hilliard, Label "X" a.&r.



DECEMBER 11, 1954

MUSIC-RADIO

25



THE BILLBOARD

DECEMBER 11, 1954

MUSIC-RADIO

PHONOS-HI FI

By STEVE SCHICKEL

A.R.F. TO MARKET **HI-FI SPEAKERS** . . .

A complete line of electrostatic speakers intended for owners of high-fidelity phonographs and tape recorders will be put on the market some time after the first of the year by A.R.F. Products, Inc., of River Forest, Ill. The firm has designed six arrangements of speaker packages which can be easily attached to packaged hi-fi units at home by the purchaser.

The speakers are the high-frequency electrostatic type designed to reproduce the higher frequencies of the audio spectrum. Instructions will be included with the speaker for attachment.

The packages and their prices follow: Model 501, single speaker with transformer and network components, \$17.95; Model 502, same as 501 but with two speakers, \$23.95; Model 601, single speaker, transformer network components and polarizing power supply, \$24.95; Model 602, same but with two speakers, \$32.95; Model 701, single speaker, transformer, power supply, cabinet, \$35.95, and Model 702, same but with two speakers, \$45.95. The firm already has distributed in the major markets and is currently negotiating for other markets and territories.

1955 ELECTRONIC PARTS SHOW SOLD OUT . . .

A complete sellout of all exhibition space at the 1955 Electronic Parts Distributors show in Chicago next May was announced at the show headquarters last week. More applications than can be accommodated were received by the headquarters for the drawing to be held December 8. Available are 203 booths in the exhibition hall, as well as display room space on the fifth and sixth floor of the Conrad Hilton Hotel.

CRESCENT STARTS NEW **CO-OP RADIO PROMOTION...**

Crescent Industries, Inc., is adopting new methods of co-operative selling of its lines of high-fidelity phonographs, tape recorders and record changers. Their latest move in this direction, along with Gamble Hinged Music Company, Chicago dealer, and Continental Music, area distributor, is a recently bowed disk jockey show over radio Station WIND, Chicago.

The show's premiere coincided with the opening

BELL & HOWELL'S TABLE MODEL "MUSIC FESTIVAL" . . .

Bell & Howell last week announced its table model tape recorder, the Music Festival. The unit is similar to the Columbia, Bell & Howell unit which was announced separately several months ago. The B&H unit will be marketed thru separate channels, this being the Bell & Howell dealers. Unit will sell for \$299.50 in mahogany and \$314.50 in blond. The blond models will not be available until early 1955. Unit has two eight-inch woofers and two electrostatic tweeters, and plays both speeds,

EMC RECORDING OPENS GERMAN OFFICE; NEW PLAYBACK

EMC Recordings Corporation, St. Paul, producer of pre-recorded tapes, announced the opening of the first of its European offices, at Wasserstrasse 13, Dusseldorf, Germany. Karl-Georg Busley has been named general European representative, concentrating at the start mostly in Germany and France. The firm also announced that it would shortly introduce to the trade its line of low-cost tape playback machines, and would announce its first musical recording during the Easter season.

NEWS SHORTS OF PEOPLE, **PRODUCTS AND EVENTS ...**

Early reports from record dealers indicate a high volume of packaged records marked high fidelity. According to some of the dealers, if the trend to longhair and packaged items continues, sales of high-fidelity phonographs will continue to climb clear thru next year. . . . Motorola, Inc., has purchased 60,000 square feet of manufacturing facilities in Arcade, New York. It is understood that the entire space will be used for the production of car radio tuners. The firm manufactures 50 per cent of car radios installed after the original purchase of the car, as well as original equipment for Ford, American and Chrysler. The firm will hire an additional 350 to 450 people at the plant which will also supply the Canadian subsidiary located 100 miles away. . . . G&H Wood Products Company, Brooklyn, has been named to manufacture exclusively the Paul Klipsch-designed Rebel series of corner folded horn loudspeaker cabinets under its trade name, Cabinart. Under the new license, Cabinart will manufacture all future Klipsch speaker

Best Selling Popular Albums

Albums are ranked in order of their national sales strength at the retail level according to The Billboard's weekly survey of top dealers in all key markets.

LP'S

1	THE STUDENT PRINCE-Mario Lanza RCA Victor LM 1837
	MUSIC, MARTINIS AND MEMORIES-Jackie Gleason
4.	MUSIC, MARTINIS AND MEMORIES-Jackie Gleason
•	Capitol W 509
з.	MUSIC FOR LOVERS ONLY-Jackie Gleason Capitol H 352
4.	SEVEN BRIDES FOR SEVEN BROTHERS-Sound Track
	М-G-М Е 244
5.	GLENN MILLER PLAYS SELECTIONS FROM "THE
1005	GLENN MILLER STORY"RCA Victor LPT 3057
6.	WHITE CHRISTMAS-Bing Crosby Decca DL 8083
	A STAR IS BORN-Judy GarlandColumbia BL 102
8.	JAZZ GOES TO COLLEGE-Dave Brubeck Quartet
	Columbia CL 566
9.	GLENN MILLER LIMITED EDITION, VOL. 2
100	
10.	VOICES IN MODERN-Four FreshmenCapitol H 522
	SWING EASY-Frank Sinatra Capitol H 528
10	SOMETHING COOL June Christy Capitel H 516
12.	SOMETHING COOL-June ChristyCapitol H 516
13.	THE CONFEDERACYColumbia
14.	THE PAJAMA GAME-Original Cast Columbia ML 4840
15.	BING-Bing Crosby Decca DX 151

EP'S

1.	THE STUDENT PRINCE-Mario Lanza RCA Victor ERB 1837
	MUSIC, MARTINIS AND MEMORIES-Jackie Gleason
1000	Capitol EAP 509
•	MUSIC FOR LOVERS ONLY-Jackie Gleason Capitol EBF 352
3.	MUSIC FOR LOVERS ONLI-jackie Gleason. Capitol EDF 552
4.	A STAR IS BORN-Judy Garland Columbia BA 1021
5.	GLENN MILLER PLAYS SELECTIONS FROM "THE
	GLENN MILLER STORY"RCA Victor EPBT 3057
6.	WHITE CHRISTMAS-Bing Crosby Decca 9-805
7	SEVEN BRIDES FOR SEVEN BROTHERS-Sound Track
••	
	M-G-M X 244
8.	BRAGADOON-Sound Track
9.	VOICES IN MODERN-Four Freshmen Capitol EBF 522
10.	JAZZ GOES TO COLLEGE-Dave Brubeck Quartet
3724020	Columbia B 435-6
11	SWING EASY-Frank Sinatra Capitol EBF 528
10	GLENN MILLER LIMITED EDITION, VOL. 2
12.	BCA Victor FPOT 6701
-	RCA Victor EPOT 6701
13.	NAT (KING) COLE SINGSCapitol EAP 1-9120
14.	MUSIC TO MAKE YOU MISTY-Jackie Gleason
	Capitol EBF 455
15	I'M A FOOL TO CARE-Les Paul & Mary Ford
101	Capitol EAP 1-554
	cupier and a sol

of the new Gamble Hinged Loop store. A feature attraction of the store opening was the Crescent demonstration center, which dealers across the country are using to show matched pairs of high and low-end phonos and recorders in the Crescent line.

enclosure designs. . . . Daniel F. Shea Jr., has been named engineering liasion executive of the government contract division of the Hallicrafters Company, radio, phonograph and television manufacturer. Shea was formerly with Hazeltine Electronics, Little Neck, N. Y.

LINER NOTES

By IS HOROWITZ

THE GREAT DEBATE ON "DIGEST" . . .

In one sense, the record business will reach a new maturity next week when a series of records will be the subject of what promises to be hotlycontested public debate. War, peace and McCarthy may continue to agitate the multitude elsewhere, but in Juilliard's Concert Hall, December 14, a group of distinguished music men will argue the philosophy of RCA Victor's "Listener's Digest."

The Victor EP's have been strongly condemned by many serious-music critics who objected to the principle of condensing classical works on disks. Many educators, on the other hand, have hailed the project as an effective method of widening public acceptance of good music.

William Schuman, president of Juilliard, will act as moderator of the debate. He will wield the gavel as conductor Leopold Stokowski and Victor exec George Marek speak out in favor of the series. Their opponents will be Paul Henry Lang, music editor of the New York Herald Tribune, and Harold C. Schonberg, critic of the New York Times. The audience, too, will be asked to participate in the discussion. Said President Schuman in offering the facilities of his school for the debate:

"To air opposing views on this topic in the American spirit of a town hall meeting would be both healthy and enlightening."

CANINE CULPRIT

GETS IN ACT . . .

Columbia's recent re-recording of Rimsky-Korsakov's "Scheherazade" with the Philadelphia Orchestra under Eugene Ormandy may make a collector's item of the earlier issue of the same work by the same artists. And it will have nothing particular to do with the quality of that erstwhile best-seller, admittedly very fine.

For some years now, the first version has gained currency among collectors of curiosa for some odd additions to the instrumentation near the end of the final side. Those with sensitive ears and playback equipment could hear the faint barking of a dog in the background. And it never has been definitely established that the canine culprit was not "Little Nipper."

ANGEL READY ON

'ARABELLA' . . .

will be sung by Elizabeth Schwarzkopf. The diskery also has in the works the first complete recording of another Strauss opera, "Ariadne auf Naxos." Again, Miss Schwarzkopf will sing the title role. The latter set is due for spring release.

CAMDEN MAY BE STARTING TREND . . .

Camden may have started a trend with its announced release of all six Tchaikovsky symphonies in one boxed set (The Billboard, November 27). The Don Gabor promotional diskery Plymouth Records now announces a competing package, also grouping all six symphonies, with the six-disk set due to retail at \$5.95. Plymouth will have, as well, a set of six Beethoven symphonies at the same price. Distribution, beginning next month, will be thru department stores.

JAN. 15 CONTEST DEADLINE . . .

Broadcast Music, Inc. has set January 15 as the deadline for the receipt of manuscripts in its annual Student Composer's Radio Awards contest. The competition was inaugurated in 1951 and each year distributes prizes totaling \$7,500 to be used by winners to further their musical studies. This year an additional prize will provide for a recording of the winning composition by a student composer under the age of 21.

MAJOR AND MINOR . . .

George Mendelssohn, president of Vox Records, has returned from Europe. He'll spend a couple of weeks at New York headquarters and then take off on visits to Chicago and the West Coast. . . . Jean Berard, art director of Electric & Musical Industries in Paris, is due in New York next week for planning discussions with Angel execs covering LP cover designs for the next six months.

M-G-M Records has signed the Swedish-American pianist Lenore Engdahl to an exclusive pact. Her first release, due in February, will group works by Milhaud and Villa Lobos. The label has also signed Arthur Winograd, cellist with the Juilliard String Quartet. Winograd, however, will act as con-ductor of a wind ensemble in his new affiliation.

Haydn Society has another entry in its projected complete survey of the Haydn String Quartets by the Schneider Quartet. Latest is the set of six

"Classical Possibilities"

Records listed below show strong initial sales action, socording to a national survey of key classical dealers. All are recent releases. While none has yet received enough reports to rate as a best seller, in each case early consumer response indicates a profitable sales run. Watch for a complete "Classical Best Seller" chart next week.

- 1. SHOSTAKOVITCH: SYMPHONY NO. 10-New York Phil-

- 3. RICHARD STRAUSS: EI HELDENLEBEN Philadelphia
- Orchestra (Ormandy) Columbia ML 4887 4. DE FALLA: LA VIDA BREVE-De Los Angeles, Barcelona
- Opera Orchestra (Halffter) RCA Victor LM 6017 5. ATHEIL: CAPITAL OF THE WORLD; BANFIELD: THE
- COMBAT-Ballet Theater Orchestra (Levine) Capitol P 8289

Reviews and Ratings of New Classical Releases

BEETHOVEN: FIDELIO (2-12") - Jan Peerce, Rose Bampton, NBC Symphony; Arturo Toscanini, Cond. RCA Victor For many opera collectors this will be an eagerly awaited album and they'll rush to buy. It is a recording of a 1944 studio broadcast, and expert processing has brought the sound up to acceptable modern standards. But the performance is the thing here, and it is one of the most moving in its emotional content that Toscanini has left to posterity. Peerce, Bampton and the other soloists were in excellent voice; their projection remains compelling over the years. Tho the recording is complete musically, most of the spoken portions are omitted. It opens with the "Fidelio Overture," and the "Leonore No. 3" precedes the final scene. Complete text is provided, together with an essay by Marcia Davenport. Big sales over the years for this one.

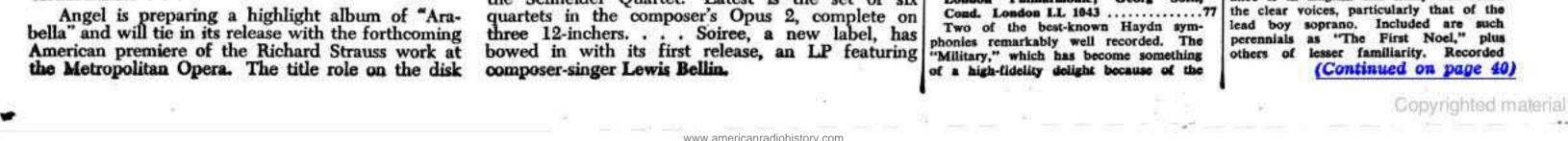
SHOSTAKOVITCH: SYMPHONY NO. 1; THE GOLDEN AGE BALLET SUITE (1-12") - National Symphony Orchestra; Howard Mitchell, Cond. Westminster WL 531980 An engaging interpretation of the symphony which probably still stands as the composer's most popular in this country, this recording will also recommend itself for superior sound qualities; brass and percussion are a particular aural thrill. The first recording of the "Golden Age," a wildly satirical work, is also a treat long overdue the hi-fi addict. Its boisterous "Polka" and "Russian Dance" are produce sales upon demonstration.

HAYDN: SYMPHONY NO. 100 ("MILtary"); SYMPHONY NO. 102 (1-12")-London Philharmonic; Georg Solti, tympani passages in the second movement, is a particularly fine sound achievement. The London Philharmonic responds sensitively to Solti's direction, bringing out the most delicate nuances with easy, graceful style. Strong competition to the Westminster versions.

DONIZETTI: L'ELISIR D'AMORE (2-12") - Margherita Carosio, Nicola Monti, Tito Gobbi, Orchestra and Chorus of the Rome Opera House; G. Santini, Cond. RCA Victor LM

For those who have an abiding affection for the humor and limpid, flowing melodies of this comic masterpiece, it will be welcome news that a recording of it is now available that can boast a cleaner, clearer sound and a more adequate Adina than the one previously available. Miss Carosio sails buoyantly thru the lovely arias of the heroine and meets her artistic match in Tito Gobbi, who plays Belcore, and in Melchiorre Luise, the delightful quack Dr. Dulcamara. The tenor arias which "make" the opera for so many fans: "Una furtiva lagrima," "Quanto e bella," "Adina credimi" etc., are presented with ear-pleasing and heart-warming lyricism by Monti. A good buy for opera fans going a bit beyond the most obvious favorites. Attractively boxed with English-Italian libretto and copious notes by Louis Biancolli.

THE FIRST CHRISTMAS IN CAROLS (1-12")-Societas Musica Choir, Copenhagen; Jorgen Ernst Hausen, Director. Hayda Society HSL 15074 A very attractive grouping of traditional carols packaged in a handsomely illustrated double-fold liner with complete text. Tho the choir is Danish, performance is in English and many will relish



it's here!

TONY

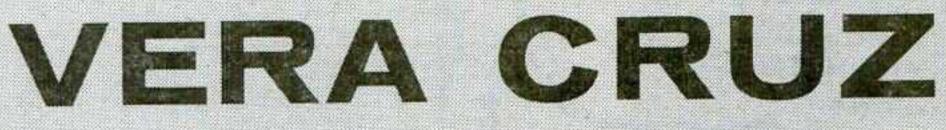
MARTIN'S

great new hit!

27



(from "SILK STOCKINGS")



(from the movie "VERA CRUZ")

20/47-5946

on the charts! JAYE P. MORGAN BILLBOARD BEST SELLER

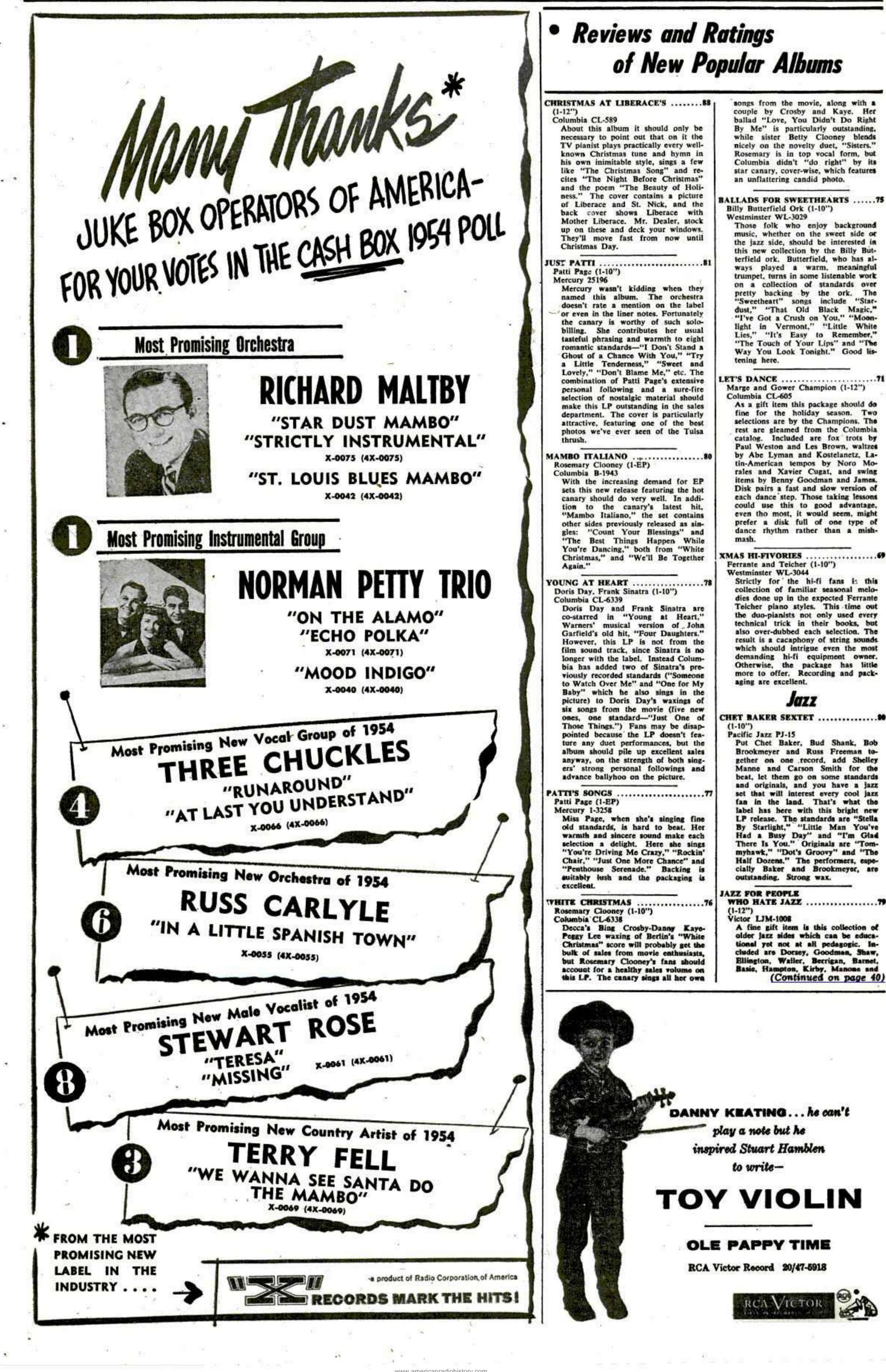
THAT'S ALL I WANT FROM YOU

Jaye P. Morgan 20/47-5896

RCA VICTOR

A "New Orthophonic" High Fidelity Recording





songs from the movie, along with a couple by Crosby and Kaye. Her ballad "Love, You Didn't Do Right By Me" is particularly outstanding, while sister Betty Clooney blends nicely on the novelty duet, "Sisters." Rosemary is in top vocal form, but Columbia didn't "do right" by its star canary, cover-wise, which features

Those folk who enjoy background music, whether on the sweet side or the jazz side, should be interested in this new collection by the Billy Butterfield ork. Butterfield, who has always played a warm, meaningful trumpet, turns in some listenable work on a collection of standards over pretty backing by the ork. The "Sweetheart" songs include "Stardust," "That Old Black Magic," "I've Got a Crush on You," "Moonlight in Vermont," "Little White Lies," "It's Easy to Remember," "The Touch of Your Lips" and "The Way You Look Tonight." Good lis-

As a gift item this package should do fine for the holiday season. Two selections are by the Champions. The rest are gleamed from the Columbia catalog. Included are fox trots by Paul Weston and Les Brown, waltzes by Abe Lyman and Kostelanetz, Latin-American tempos by Noro Morales and Xavier Cugat, and swing items by Benny Goodman and James. Disk pairs a fast and slow version of each dance step. Those taking lessons could use this to good advantage, even tho most, it would seem, might prefer a disk full of one type of dance rhythm rather than a mish-

Strictly for the hi-fi fans is this collection of familiar seasonal melodies done up in the expected Ferrante Teicher piano styles. This time out the duo-pianists not only used every technical trick in their books, but also over-dubbed each selection. The result is a cacaphony of string sounds which should intrigue even the most demanding hi-fi equipment owner. Otherwise, the package has little more to offer. Recording and pack-

Put Chet Baker, Bud Shank, Bob Brookmeyer and Russ Freeman together on one record, add Shelley Manne and Carson Smith for the beat, let them go on some standards and originals, and you have a jazz set that will interest every cool jazz fan in the land. That's what the label has here with this bright new LP release. The standards are "Stella By Starlight," "Little Man You've Had a Busy Day" and "I'm Glad There Is You." Originals are "Tommyhawk," "Dot's Groovy" and "The Half Dozens." The performers, especially Baker and Brookmeyer, are

A fine gift item is this collection of older jazz sides which can be educational yet not at all pedagogic. Included are Dorsey, Goodman, Shaw, Ellington, Waller, Berrigan, Barnet, Basie, Hampton, Kirby, Manone and

THE BILLBOARD

ANOTHER SMASH HIT FOR TRAFFIC AND SALES!

A Magnificent Performance Of The Enchanting Waltz Ballad

DAVID CARROLL

By

Featuring Vocal Choir With Strings And Alto Sax Solo

MERCURY 70516 • 70516X45



CHICAGO 1, ILLINOIS



THE BILLBOARD

DECEMBER 11, 1954

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

That man Como has been making a habit of coming up with two-sided hits. Once, again, the Pennsylvania barber has a disk headed for the best-seller charts. And right now it's a toss-up as to the strongest side in the long run. His "Home for the Holidays" is ahead at this point-not unexpect-



PERRY COMO

edly. But dealers report that "Silk Stockings" is getting good early sales reaction, even the the Broadway musical has yet to open.

When Perry Como turns in a fine disk performance-and that's just about every time out - and then proceeds to plug the same song material on his TV show, it's a pretty good bet that he'll have a hit record.

And in the country field, Mr. Eddy Arnold performs the same masterful way by turning out hit after hit-it's been almost 10 years



	HONOR ROLL OF HIT	G		 Tunes with Greatest Radio-TV Audiences
	Trade Mark Reg.	~)		Tunes, listed alphabetically, have the greatest audiences on network station programs in New York, Chicago and Los Angeles. Lists are based on John G. Peatman's copyrighted Audience Coverage Index.
				Radio
e	The Nation's Top Tunes		10	All of You (R)-Chappell-ASCAP
	For survey week ending Dec	amha	- 1	Count Your Blessings (Instead of Sheep (R) (F)-Berlin-ASCAP
	For survey week ending bec	112	11 HOND 2015	Don't Let the Kiddygeddin (R)-Sherwin- ASCAP
This		Last	Veeks on	Fanny (R) (M)—Chappell—ASCAP Hajji Baba (R) (F)—Remick—ASCAP
Week		Week	Chart	Hey, There (R) (M)-Frank-ASCAP Hold Me in Your Arms (R)-Artists-
1.	Mr. Sandman By Pat Ba"ard-Published by E. 4. 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.	1	6	ASCAP Hold My Hand (R)—Raphael—ASCAP Home for the Holidays—Roncom—ASCAI I Need You Now (R)—Miller—ASCAP If I Give My Heart to You (R)—Miller— ASCAP
2.	I Need You Now	2	14	It's a Woman's World (R) (F)-Robbins- ASCAP
	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.			Let Me Go, Lover (R)—Hill & Range—BM Love You Didn't Do Right by Me (R) (F —Berlin—ASCAP Mambo Italiano (R)—Rylan—ASCAP
3.	This Ole House	3	18	Mr. Sandman (R)-E. H. Morris-ASCA My Own True Love (Tara's Theme) (R) (H
	By Stuart Hamblen—Published by Hamblen (BMI) BEST SELLING RECORDS: P. 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.			-Remick-ASCAP Naughty Lady of Shady Lane (R)-Paxton- ASCAP Papa Loves Mambo (R)-Shapiro-Bernstei -ASCAP Rudolph the Red-Nosed Reindeer (R)-S
4.	If I Give My Heart to You	4	14	Nicholas—ASCAP Silk Stockings (R) (M)—Chappell—ASCA
123	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.	22	53	Silver Bells (R)—Paramount—ASCAP Sleigh Ride (R)—Mills—ASCAP Smile (R)—Bourne—ASCAP Teach Me Tonight (R)—Hub—ASCAP That's All I Want From You (R)—Weis
4.	Teach Me Tonight	5	9	& Barry-BMI This Ole House (R)-Hamblen-BMI
	By Sammy Cahn & Gene De Paul—Published by Huo (ASCAP) BEST SELLING RECORDS: DeCastro Sisters, Abbott 3001, J. Stafford, Col 40351. OTHER RECORDS AVAILABLE: J. Brace, Dec 28990; H. Grayco, X 3051; R. June, M-G-M 11856; Modernaires, Coral 61265.			Where Can You Be? (R)-Manor-ASCAP Whither Thou Goest (R)-Kavelin-BMI Wooden Shoes and Happy Hearts (R)-F B. Marks-BMI
C	Papa Loves Mambo	C	10	Television
	Laba Loves Mampo	D	10	All I Want Is All There Is and Then Son



EDDY ARNOLD

for Arnold, too. This week, Victor gets a "Best Buy" selection for both Como and Arnold. The latter's etching is "Christmas Can't Be Far Away." It looks like a winner.

Oddly, the Arnold record is the sole new Christmas record in any field which has shown sufficient sales reaction to be selected as a "Best Buy."

. ...

	Best Selling Sheet Music	
ret	ines are ranked in order of their on nt national selling importance at eet music jobber level.	the
Wee	k Last	Veeks on Chart
1.	This Ole House 1 Hamblen	14
2.	Mr. Sandman 2 E. H. Morris	4
3.	Count Your Blessings 3	9
4.	I Need You Now 5	13
5.	If I Give My Heart to You	13
6.	Hold My Hand 6 Raphael	12
7.	Teach Me Tonight 8	6
8.	Papa Loves Mambo'8 Shapiro-Bernstein	6
9.	Naughty Lady of Shady Lane	2
10.	White Christmas13 Berlin	3
11.	Hey, There11	21
12.	Let Me Go, Lover	1
13.	Whither Thou Goest10	8

By Al Hoffman, Dick Manning, Bix Reichner-Published by Shapiro-Bernstein (ASCAP) BEST SELLING RECORD: P. Como, V 20-5857. OTHER RECORDS AVAILABLE: Alfredito, Rainbow 264; G. Jones, M. Pearl, V 20-5891; Peacock Mambo Combo, Tico 1092; J. Ray, Col 40324.

7. Count Your Blessings 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 8. Hold My Hand

By Jack Lawrence and Richard Myers-Published by Raphael (ASCAP) BEST SELLING RECORD: D. Cornell, Coral 61206. OTHER RECORDS AVAILABLE: G. Lombardo, Dec 29301.

9. Let Me Go, Lover

By Jenny Lou Carson, Al Hill-Published by Hill & Range (BMI) BEST SELLING RECORD: J. Weber, Columbia 40366. OTHER RECORDS AVAILABLE: T. Brewer, Coral 61315; S. Gale, V 20-5952; P. Page, Mercury 70511.

10. Hey, There

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.

Second Ten

11. NAUGHTY LADY OF SHADY LANE	10	3
12. SHAKE, RATTLE AND ROLL Published by Progressive (BMI)	11	13
13. MAMBO ITALIANO Published by Rylan (ASCAP)	13	4
14. HEARTS OF STONE Published by Regent (BMI)	20	2
15. MUSKRAT RAMBLE	12	8
16. MAKE YOURSELF COMFORTABLE Published by Rylan (ASCAP)	16	2
17. WHITHER THOU GOEST Published by Kavelin (BMI)	17	9
18. IT'S A WOMAN'S WORLD.	18	6
19. WHITE CHRISTMAS Published by Berlin (ASCAP)	100	1
20. HAJJI BABA Published by Remick (ASCAP)	18	3

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.

INDEX TO CHARTS

Popular Records, Singles 34 Country & Western

(R)-Frank-ASCAP All of You (R)-Chappell-ASCAP
All OF FOR TREAMODER ASCAL
Be Kind to Your Parents (R) (M)-Chappell -ASCAP
Best Things Happen While You're Dancing (R) (F)-Berlin-ASCAP
Christmas Alphabet (R)-Budd-ASCAP
Count Your Blessings (Instead of Sheep) (R) (F)-Berlin-ASCAP
Fanny (R) (M)-Chappell-ASCAP
Hernando's Hideaway (R) (M)-Frank- ASCAP
Hold My Hand (R)-Raphael-ASCAP
I Need You Now (R)-Miller-ASCAP
If I Give My Heart to You (R)-Miller-
It's a Woman's World (R) (F)-Robbins- ASCAP
Let Me Go, Lover (R)-Hill & Range-BMI
Mambo Italiano (R)-Rylan-ASCAP
Man That Got Away (R) (F)-Harwin- ASCAP
Mr. Sandman (R)-E. H. Morris-ASCAP
My Sweetie Went Away (R)-Laurel- ASCAP
Naughty Lady of Shady Lane (R)-Paxton- ASCAP
Papa Loves Mambo (R)-Shapiro-Bernstein -ASCAP
Santa Claus Is Coming to Town (R)-Feist -ASCAP
Sh-Boom (R)-Hill & Range-BMI
Silk Stockings (R) (M)-Chappell-ASCAP
Sisters (R)-Berlin-ASCAP
Skidilee Gumbo (R)-Eastbrook-ASCAP
Sleigh Ride (R)-Mills-ASCAP
Smile (R)-Bourne-ASCAP
Teach Me Tonight (R)-Hub-ASCAP
There's a Small Hotel (R)-Chappell- ASCAP
This Ole House (R)-Hamblen-BMI
Why Be Afraid to Dance (R)-Chappell- ASCAP

8

1

7 13

8 21

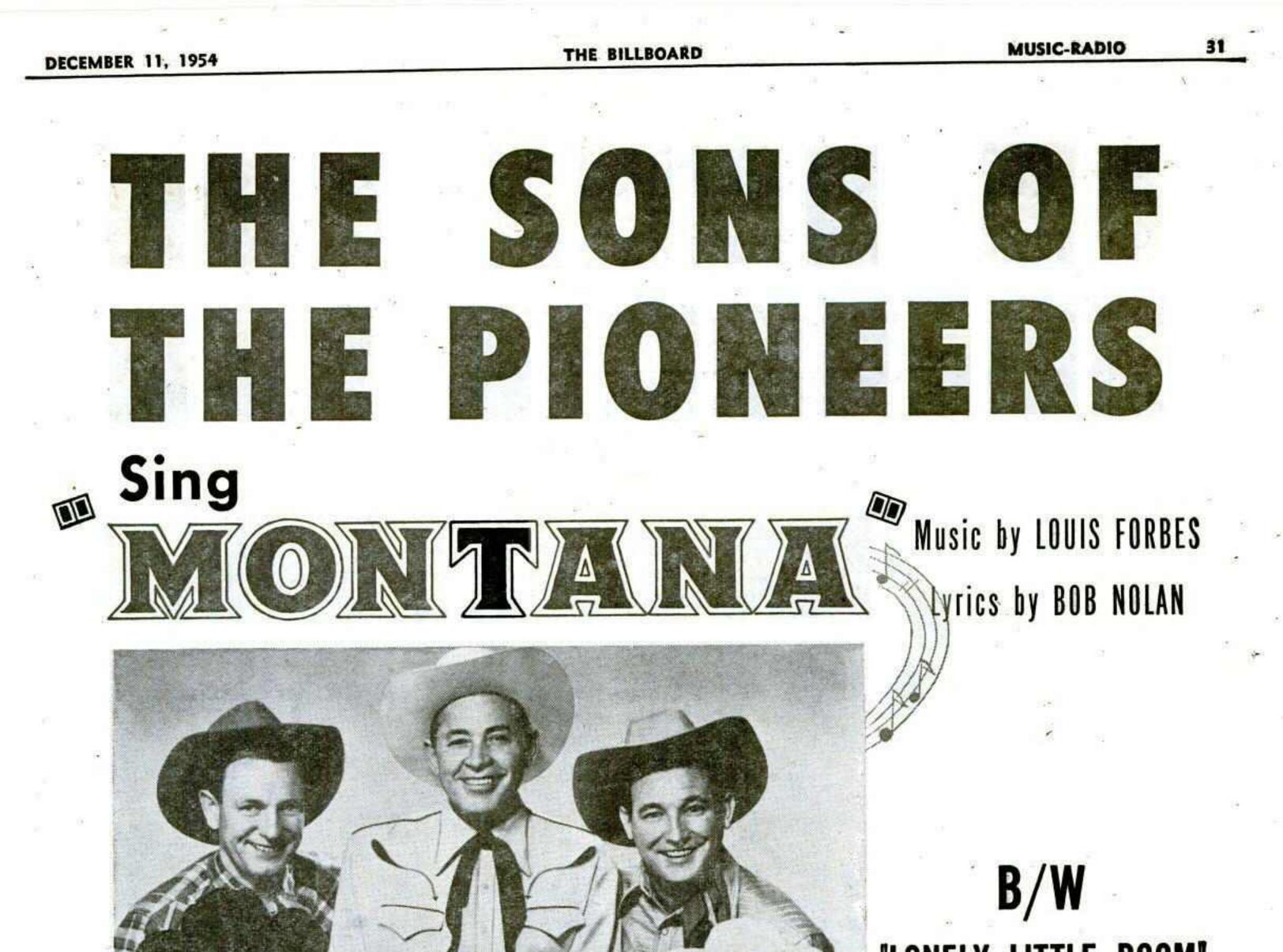


Based on cabled reports from England's top music jobbers. American publisher of each tune is listed in parenthesis. Asterisk indicates no American publisher. Hold My Hand-Bradbury Wood (Raphael) If I Give My Heart to You-Robbins (Miller) My Son, My Son-Kassner (Kassner) This Ole House-Duchess (Hamblen) There Must Be a Reason-Campbell, Connelly (April & Cromwell) Smile-Bourne (Bourne) Santo Natale-Spier (Spier) My Friend-Chappell (Paxton) I Can't Tell a Waltz From a Tango-Michael Reine (Harman) Skyblue Shirt and a Rainbow Tie-Lawrence Wright (*) Little Things Mean a Lot-Robbins (Feist) Happy Wanderer-Bosworth (Fox) Story of Tina-Macmelodies (Maurice) I Love Paris-Chappell (Chappell) Veni, Vidi, Vici-Dash (Joy) High and the Mighty-Harms, Connelly

(Witmark) Swav-Southern (Peer)

45







BARBARA STANWYCK RONALD REAGAN CATTLE QUEEN OF MONTANA

RKO-BENEDICT BOGEAUS PRODUCTION

FROM THE





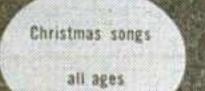
THE BILLBOARD

MUSIC-RADIO

32

DECEMBER 11, 1954

THIS YEAR'S "MOMMY" DOES THE MAMBO!*



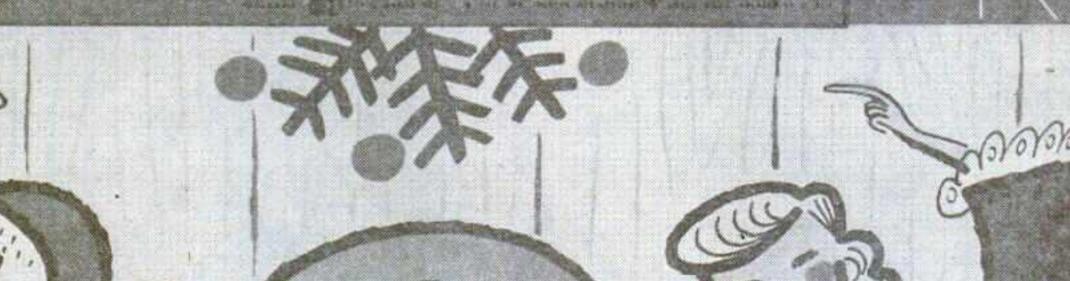
NONBREAKABLE

Jimmy Boyd sings

I SAW MOMMY DO THE MAMBO

and Santa Glaus Blues

(with you know who)





And bigger than ever, Jimmy's pereninial hit, "I SAW MOMMY KISSING SANTA CLAUS" COLUMBIA



This year's "Mommy" Song featured in Radio City Music Hall's Annual Christmas Show.

Written by Al Stillman, Robert Allen, Tommie Connor.

RECORDS



DECEMBER 11, 1954

(MY BABY DON'T LOVE ME)

THE BILLBOARD

The Original, the HIT Version-

happy

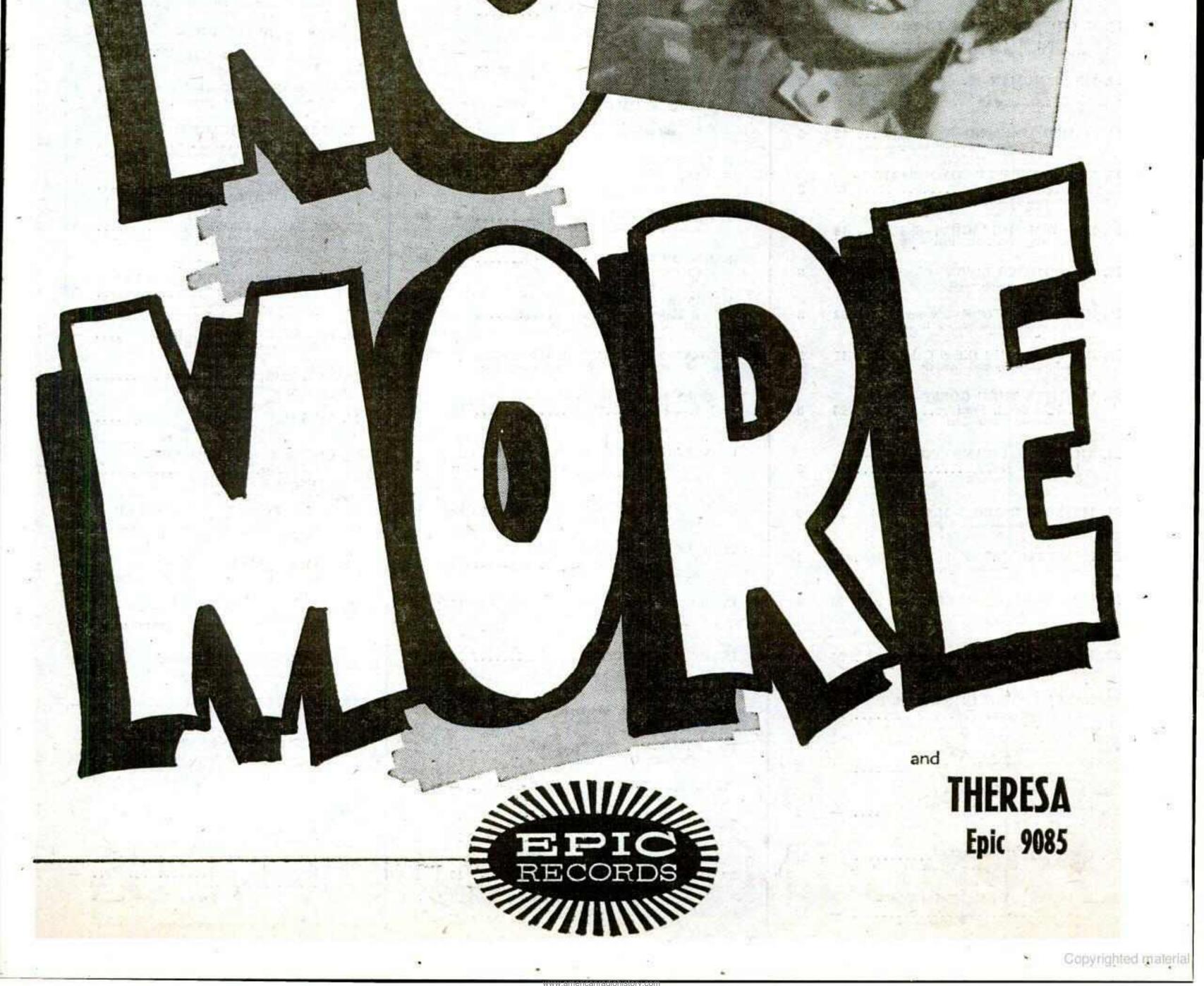
recording

of . . .

THE DE JOHN SISTERS

MUSIC-RADIO

33



34

The Billboard Music Popularity Charts

Best Sellers in Stores

For survey week ending December 1

RECORDS are tanked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among the na- tion's top volume pop record dealers rep- resenting 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 posi-		Weeks
Week don it occupies on the chart. We 1. MR. SANDMAN-Chordettes 1 Don't Wanna See You Cryin'- Cadence 1247-ASCAP	1	Chart 7
2. I NEED YOU NOW-E. Fisher Heaven Was Never Like This- V 20-5830-ASCAP	2	15
3. LET ME GO, LOVER-J. Weber 1 Marionette-Col 40366-BMI	4	2
4. THIS OLE HOUSE-R. Clooney Hey, There-(11)-Col 40266-BMI	3	19
5. TEACH ME TONIGHT- DeCastro Sisters It's Love-Abbott 3001-ASCAP	4	10
6. PAPA LOVES MAMBO-P. Como: Things 1 Didn't Do-V 20-5857-ASCAP	5	11
7. COUNT YOUR BLESSINGS-E. Fisher 1 Fanny-V 20-5871-ASCAP	0	7
8. SHAKE, RATTLE AND ROLL- B. Haley ABC Boogie-Dec 29204-BMI	8	17
9. HOLD MY HAND-D. Cornell	7	14
10. NAUGHTY LADY OF SHADY LANE- Ames Brothers 1 Addio-V 20-5897-ASCAP	1	3
11. HEY, THERE-R. Clooney This Ole House-(4)-Col 40266-ASCAP	6	22
12. IF I GIVE MY HEART TO YOU- Doris Day. Anyone Can Fall in Love-Col 40300-ASCAP	9	14
13. MR. SANDMAN-Four Aces I I'll Be With You in Apple Biossom Time- Dec 29344-ASCAP	13	3
14. MAMBO ITALIANO-R. Clooney 1 We'll Be Together Again-Col 40361-ASCAP	2	5
15. MAKE YOURSELF COMFORTABLE- S. Vaughan	16	3
16. DIM, DIM THE LIGHTS-B. Haley 1 Harpy Baby-Dec 29317-BMI	8	4
17. I NEED YOUR LOVIN'-Cheers 2 Arivederci-Cap 2921-BMI	3	-9
18. HEARTS OF STONE-Charms 2 Who Knows-DeLuxe 6062-BMI	2	3
18. HAJJI BABA-Nat (King) Cole I Unbelievable-Cap 2949-ASCAP	7	5
18. WHITHER THOU GOEST- L. Paul & M. Ford 2 Mandolino-Cap 2928-BMI	15	9
21. THAT'S ALL I WANT FROM YOU- J. P. Morgan	18	3
21. MUSKRAT RAMBLE-McGuire Sisters I Lonesome Polecat-Coral 61278-ASCAP	15	9
23. HEARTS OF STONE-Fontane Sisters. Bless Your Heart-Dot 15265-BMI	-	1
24. IT'S A WOMAN'S WORLD-Four Aces 3 Cuckoo Bird in the Pickle Tree- Dec 29269-ASCAP	30	Ġ
25. TEACH ME TONIGHT-J. Stafford., 2 Suddenly-Col 40351-ASCAP	24	3
26. NAUCHTY LADY OF SHADY LANE- A. Bleyer	26	2
26. RUNAROUND-Chuckles 2 At Last You Understand-X-0066-BMI	21	5
28. MELODY OF LOVE-B. Vaughn	1701	1
29. CARA MIA-D. Whitfield S How, When or Where?- London 1486-ASCAP	20	17

• This Week's Best Buys

HOME FOR THE HOLIDAYS (Roncom, ASCAP)

SILK STOCKINGS (Chappell, ASCAP) - Perry Como-RCA Victor 20-5950

> The best-selling new Christmas disk so far this season is Como's recently released "Home for the Holidays." Tho Christmas radio programing has not begun to hit a strong pace, reports indicate that this record is getting most spins and is beginning to sell well in Boston, New York, Philadelphia, Buffalo, Cincinnati, Chicago, Milwaukee and St. Louis. During this month, most action will probably be on the "Holidays" side, with a switch to "Stockings" after January 1. A previous Billboard "Spotlight" pick.

POPULAR RECORDS

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

SPECIAL NOTE

The continued fine performance of several rhythm & blues records on the national and regional charts deserves special recognition. Pop retailers and juke box operators are finding more and more profit in them and, by now, should be purchasing them regularly and with confidence. "Hearts of Stone" by the Charms has been climbing the national retail list steadily and now it ranks ahead of the pop version by the Fontaine Sisters. "Earth Angel" by the Penguins has been a top pop seller in Los Angeles, New York and elsewhere and is very near placing on the national retail chart. "Ling Ting Tong" by the Five Keys has been making an almost equally good showing in both fields from time of release and shows signs of placing on both the national pop and r.&b. charts. Roy Hamilton's "Hurt" is a more recent example of pop acceptance of r.&b. flavor material, for it is making an easy sweep of both markets. All of these records were Billboard r.&b. Best Buys.

	I ost Played in Juke B For survey week ending De			
This Week	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 Lan- side of each record is also listed.		Weeks on Chart	Тъіз
1.	I NEED YOU NOW-E. Fisher Heaven Was Never Like This-V 20-5830-ASCA	1 P	15	Week 1.
2.	THIS OLE HOUSE-R. Clooney Hey, There-Col 40266-BMI	2	18	
3.	MR. SANDMAN-Chordettes	8	5	2.
	I Don't Wanna See You Cryin'- Cadence 1247-ASCAP			3.

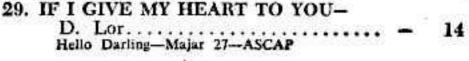
0	M	ost	Pla	ved	by	Joc	keys
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For survey week ending December 1

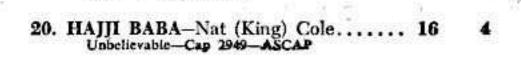
This Week	RECORDS are ranked in order of the greatest number of plays on disk jockey radio shows thruout the country. Results are based on The Billboard's weekly sur- vey among the nation's disk jockeys. The reverse side of each record is also listed.	Last Week	Weeks os Chart	
1. N	I Don'' Wanna See You Cryin'- Cadence 1247-ASCAP	. 1	7	
2. 1	NEED YOU NOW-E. Fisher Heaven Was Never Like This-V 20-5830-AS	. 2 CAP	14	1
3. 1	TEACH ME TONIGHT-			

	4.	PAPA LOVES MAMBO-P. Como Things J Didn't Do-V 20-5857-ASCAP	4	9
	5.	IF I GIVE MY HEART TO YOU- Doris Day Anyone Can Fall in Love-Col 40300-ASCAP	3	11
	6.	TEACH ME TONIGHT- DeCastro Sisters It's Love-Abbott 3001-ASCAP	6	9
	7.	HEY, THERE-R. Clooney This Ole Horse-Col 40266-ASCAP	5	19
	8.	HOLD MY HAND-D. Cornell	7	10
	9.	SHAKE, RATTLE AND ROLL- B. Haley ABC Boogie-Dec 29204-BMI	9	12
	10.	MAMBO ITALIANO-R. Clooney We'll Be Together Again-Col 40361-ASCAP	11	4
	11.	COUNT YOUR BLESSINGS- E. Fisher Fanny-V 20-5871-ASCAP	12	4
	12.	NAUGHTY LADY OF SHADY LANE- Ames Brothers Addio-V ::0-5897-ASCAP		1
	13.	MUSKRAT RAMBLE-McGuire Sisters Lonesome Polecal-Coral 61278-ASCAP	10	6
	14.	IF I GIVE MY HEART TO YOU- D. Lor. Hello Darling-Majar 27-ASCAP	13	n
	15.	IT'S A WOMAN'S WORLD-Four Aces Cuckoo Bird in the Pickle Tree- Dec 29269-ASCAP	17	2
	16.	MR. SANDMAN-Four Aces I'll Be With You in Apple Blossom Time- Dec 29344-ASCAP	15	2
	17.	SKOKIAAN-R. Marterie Crazy 'Bout Lollipop-Mercury 70432-ASCAP	16	15
	18.	LET ME GO, LOVER-J. Weber Marionette-Col 40366-3MI	-	1
	19,	DIM, DIM THE LIGHTS-B. Haley Happy Baby-Dec 29317-BMI		1
	20.	WHITHER THOU GOEST- L. Paul & M. Ford Mandolino-Cap 2928-BM1	13	6
,	20,	MOOD INDIGO-N. Petty Trio Petty's Little Polka-X 0040-ASCAP	19	8

	DeCastro Sisters It's Love-Abbott 3001-ASCAP	3	9
4.	HOLD MY HAND-D. Cornell	4	12
5.	IF I GIVE MY HEART TO YOU- Doris Day Anyone Can Fall in Love-Col 40300-ASCAP	6	13
6.	PAPA LOVES MAMBO Things I Didn't Do-V 20-5857-ASCAP	5	10
7.	MR. SANDMAN-Four Aces I'll Be With You in Apple Blossom Time- Dec 29344-ASCAP	8	3
8.	NAUGHTY LADY OF SHADY LANE- Ames Brothers Addio-V 20-5897-ASCAP		4
9.	LET ME GO, LOVER-J. Weber Marionette-Col 40366-BMI	-	1
10.	HEY, THERE-R. Clooney This Ole House-Col 40266-ASCAP	9	21
11.	THIS OLE HOUSE-R. Clooney Hey, There-Col 40266-BMI	10	19
12.	COUNT YOUR BLESSINGS- E. Fisher	11	7
13.	MAKE YOURSELF COMFORTABLE- S. Vaughan Idle Gossip-Mercury 70469-ASCAP		3
14.	MAMBO ITALIANO-R. Clooney We'll Be Together Again-Col 40361-ASCAP	13	2
15.	SHAKE, RATTLE AND ROLL- B. Haley ABC Boogle-Dec 29204-BM1	14	7
16.	TEACH ME TONIGHT-J. Stafford Suddenly-Col 40351-ASCAP	18	2
17.	HEARTS OF STONE-Fontane Sisters. Bless Your Heart-Dot 15265-BMI		1
18.	NAUGHTY LADY OF SHADY LANE- A. Bleyer. While the Verper Bells Were Ringing- Cadence 1254-ASCAP		2
19.	IT'S A WOMAN'S WORLD-Four Aces Cuckoo Bird in the Pickle Tree- Dec 29269-ASCAP	15	7
20.	THAT'S ALL I WANT FROM YOU- J. P. Morgan Dawn-V 20-5696-BMI	-	1



20. SH-BOOM-Crew Cuts..... - 20 I Spoke Too Soon-Mercury 70404-BMI



1

Copyrighted material



RECORDS





	3. Make Yourself Comfortable	DeCa
	S. Vaughan, Mer. 4. Hold My Hand, D. Cornell, Cor.	1. Mr. 1
	5. Mambo Italiano, R. Clooney, Col. 6. This Ole House, R. Clooney, Col.	2. Teach
AC	7. Count Your Blessings, E. Fisher, V.	DeCa 3. Papa
""	8. Yours, D. Contino, Mer. 9. I Need You Now, E. Fisher, V.	4. Let N
Luman I	10. Papa Loves Mambo, P. Como, V.	5. Mam
G IN	Cincinnati	6. Hey, 7. I Net
NTONE	1. Mr. Sandman, Chordettes, Cdc.	8. Hold
78 rpm	2. Teach Me Tonight DeCastro Sisters, Abb.	9. Musk 10. Shake
5 rpm	3. I Need You Now, E. Fisher, V.	STREETING.
	4. Let Me Go, Lover, J. Weber, Col.	
Man	5. This Ole House, R. Clooney, Col 6. Papa Loves Mambo, P. Como, V.	1. Mr. 5 2. Teach
e Man)	7. Count Your Blessings, E. Fisher, V.	DeCa
OR	8. Hey, There, R. Clooney, Col. 9. Hold My Hand, D. Cornell, Cor.	3. Let N 4. Papa
Sax	10. If I Give My Heart to You	5. This
	Doris Day, Col.	6. Naug
THE HIGH	Cleveland	7. Heart
AND THE	1. Let Me Go, Lover, J. Weber, Col.	8. I Net
0.0002000000000000000000000000000000000	2. Mr. Sandman, Chordettes, Cdc, 3. Teach Me Tonight	9. If I (D. L(
MIGHTY	DeCastro Sisters, Abb.	10. Count
78 rpm	4. Melody of Love, B. Vaughn, Dot 5. This Ole House, R. Clooney, Col.	
5 rpm	6. Dim, Dim the Lights, B. Haley, Dec.	1. Mr. 8
	7. Naughty Lady of Shady Lane	2. Let N
WENCE	Ames Brothers, V. 8. Papa Loves Mambo, P. Como, V.	3. Make S. Va
	9. Runaround, Chuckles, X	4. Teach
une unitant	10. Song of the Barefoot Countessa H. Winterhalter, V.	5. Naugh
	State Stat	Ames
e e	1. Let Me Go, Lover, J. Weber, Col.	6. This 6 7. Hey,
¥?	2. I Need You Now, E. Fisher, V.	8. Papa
	3. This Ole House, R. Clooney, Col.	9. Heart
TED	4. Mr. Sandman, Four Aces, Dec. 5. Hold My Hand, D. Cornell, Cor.	10. I Nee
ER	6. Naughty Lady of Shady Lane	
State State State	Ames Brothers, V. 7. Mr. Sandman, Chordettes, Cdc.	1. Mr. 5 2. Let M
NCE	8. Papa Loves Mambo, P. Como, V.	3. Teach
A CALCULATION OF BUILD	9. Teach Me Tonight DeCastro Sisters, Abb.	DeCas 4. Dim,
eather		5. Mr. S
Burns	1. I Need You Now, E. Fisher, V.	6. Count 7. This C
0	2. Mr. Sandman, Chordettes, Cdc.	8. Papa
0	3. Let Me Go, Lover, J. Weber, Col. 4. Papa Loves Mambo, P. Como, V.	9. Shake 10. That's
	5. Mr. Sandman, Four Aces, Dec.	J. P.
Phone Phone	6. This Ole House, R. Clooney, Col.	
	7. Hold My Hand, D. Cornell, Cor. 8. Count Your Blessings, E. Fisher, V.	1. Mr. S
	9. If I Give My Heart to You	2. This C
	Doris Day, Col. 10. Smile, Nat (King) Cole, Cap.	3. Let M 4. 1 Nee
IRI		5. Papa
	1. Mr. Sandman, Chordettes, Cdc.	6. Hey, 1
~ \[/d/	2. That's All I Want From You	7. Teach DeCas
· WIT	J. P. Morgan, V.	8. Count
V	3. Let Me Go, Lover, J. Weber, Col. 4. Dim, Dim the Lights, B. Haley, Dec.	9. Cara 1
one Y	5. Land of Dreams, H. Winterhalter, V.	201020-01044
rtin N	6. Shake, Rattle and Roll, B. Haley, Dec. 7. I Need You Now, E. Fisher, V.	I. Mr. St
N	8. Hearts of Stone, Fontane Sisters, Dot	2. Shake, 3. Teach
Y	9. Teach Me Tonight	DeCas
	DeCastro Sisters, Abb. 10. Naughty Lady of Shady Lane	4. This 0 5. 1 Need
1	Ames Brothers, V.	6. Ling T
-111-		7. Mood

- 8. Papa Loves Mambo, P. Como, V.

Kansas Citv





e 1 g e e **DECEMBER 11, 1954**

The Billboard Music Popularity Charts POPULAR RECORDS

• Review Spotlight on . . . RECORDS

RICHARD MALTBY ORK

Stardust Mambo (Mills, ASCAP)-Label "X" 0075-The Maltby ork comes thru with a spritely performance of the great standard in modern mambo tempo. A fine follow-up to "St. Louis Blues Mambo" and a solid cutting for the boxes. Flip is "Strictly Instrumental" (Cherio, BMI).

McGUIRE SISTERS

Sincerely (Arc, BMI)

No More (Maple Leaf)-Coral 61323-The girls do a lovely job on "Sincerely," new tune kicking up action in the r.&b. field. The flip, "No More," is a snappy version of the ditty getting attention via the De John Sisters waxing on Epic.

HENRI RENE ORK

Our Future Has Only Begun....85

(Sunbeam, BMI)

You, My Love....78

headed for spins.

ARTHUR C DFREY

HENRI RENE ORK

Billboard "Spotlight" 12-4 '54.

Paris Loves Lovers82

VICTOR 5962-One of the lovely new

tunes from Cole Porter's new musical

"Silk Stochings" is handed a beauti-

ful per'ormance here by the Eenri

Rene ork and chorus. This is another

Porter effort that has a chance to

make it. Watch it. (Chappell, ASCAP)

An ear-catching, and delicate arrange-

ment of the pretty tune is performed

lushly by the Rene ork, with a fine

reading by the chorus. This side is

COLUMBIA 40398-Fresh pop-sacred

DENISE LOR

Paris Loves Lovers (Chappell, ASCAP) - RCA Victor 5962-Warm, moody new tune from Cole Porter's "Silk Stockings," is handled beautifully here by the Rene crew, sparked by a tender choral reading and an ear-arresting arrangement. Flip is "You, My Love" (Barton, BMI).

Reviews of New Pop Records

hands the tune from Cole Porter's "Silk Stockings" a smooth and pretty reading, backed in old-fashioned style by his ork. It will appeal to the many Howard fans, but it's got tough competition. If the tune breaks, however, this will get a share of the loot. (Chappell, ASCAP) Fil Wrap You in My Arms.....77

A cute, lilting effort is sung in the usual neat Howard style by the chanter, backed snappily by the ork, and with the second chorus in uptempo. For the Howard fans. (Hill & Range, BMI)

RALPH MARTERIE ORK

MERCURY 70493-This is one of the strongest sides by the Marterie ork in many months. It's a wild rocker, played and sung by the band in a style made familiar by the Bill Haley ork. The tune swings and the band sells it solidly. Watch this one, it should grab loot. (Brandom, ASCAP) Dig That Crazy Santa Claus....76

The bard turns in a lively cutting of the tune about a hip Santa Claus, and it's sung very smartly here by thrush Lola Dee. Should get some attention the next three weeks. (Rene, ASCAP)

THE CREW CUTS

MERCURY 70491-The Crew Cuts have a cute one here with this snappy effort about a dancing snowman who knows all the latest steps. It receives a good performance from the boys and it should get many, many spins between now and Christmas. Good kiddie wax, too. (Favorite, ASCAP)

Twinkle Toes....75

"Twinkle Toes" is a new reindeer who has just joined Santa's herd, sing the boys, as they tell of the little reindeer's trip on Christmas Eve. For the small set. (Brandom, ASCAP)

FRED WARING ORK

- Silk Stockings78 DECCA 29331-The Fred Waring ork and chorus comes thru with a firstrate rendition of the title tune from the new Cole Porter musical. The tune is a lovely one and the arrangement is outstanding. Sure to get a share of the coin if the tune breaks. (Chappell, ASCAP)
- Without Love 76
- Another tune from "Silk Stockings" 's handed a warm, lush reading from

FRED WA M ORK

DECCA 29332-One of the strongest tunes from the Cole Porter musical "Silk Stockings" receives a potent reading here by the Fred Waring ork and glee club. The fresh arrangement will help this waxing grab both sales and spins in spite of the strong competition. (Chappell, ASCAP) As on Through

the Seasons We Sail 74 This tune, too, is from Porter's new show, and tho it is not as strong as the top side it has a quality that will hel, it get spins use to r fine performance by the ork and glee club. (Chappell, ASCAP)

GEORGIE SHAW

DECCA 29368 - A very effective warble on a new ditty which could click. There'll be lots of competition on this one, but the Shaw version should draw its share of plays and spins. (Tee Pee, ASCAP)

House of Flowers.....73 An artful vocal on the title tune from the forthcoming musical, "House of Flowers," with music by Harold Arlen and lyrics by Truman Capote. (Harwin, ASCAP)

VICKI YOUNG

CAPITOL 3008-The hit r.&b. tune, now breaking pop, is sung with a lot of spirit but little feeling here by Vicki Young, with the band lending solid backing. Side tho could catch some of the action on the tune.

Tweedle Dee....78

The thrush handles the up-coming r.&b. tune with drive but once again she puts everything into it except warmth. The backing really goes. Material and arrangement are strong enough to help it get some action.

FELICIA SANDERS

COLUMBIA 40399-Strong new ballad is sung very persuasively here by Miss Sanders. Her intimate reading should insure spins for the entry and a share of the loot if the tune breaks. (Alamo, ASCAP)

How Long Has

This Been Going On?....76 The romantic Gershwin oldie is sung in a personal me-to-you manner which conveys the sexy mood of the ditty. Backing is properly spare and moody, all adding up to a class effort. The thrush is a wonderful jazz-style singer. (New World, ASCAP)

should get plays as the Christmas season gets under way. The ork plays it with sparkle. Vera Cruz....78

One of the prettiest instrumental waxings of the haunting new movie tune. Hayman contributes his usual fine harmonica solo work, and deejays should give this some attention.

EYDIE GORME-STEVE LAWRENCE

- CORAL 61313-The video twosome
- purr the intimate ditty persuasively. A good cover of the clicking Sarah Vaughan etching, this could generate some excitement on its own, being the first duo version. (Rylan, ASCAP) I've Gotta Crow 74

Show tune from "Peter Pan" is sung solo by Eydie Gorme. She injects lots of fun in her apt reading of the clever novelty. Will probably get ample spin treatment. (W. H. Morris, ASCAP)

PHIL HARRIS

- There's a Lot More Layin' Down 76 VICTOR 5945-Harris does a great job on Stuart Hamblen's fine novelty with a message. This disk could be a big one for Harris; it's his best in a long time. (Hamblen, BMI)
- I Wouldn't Touch You With a Ten-Foot Pole 71

An effective vocal on a jaunty novelty, but flip has more power. (ASCAP)

BABS GONZALES

- BRUCE 122-Man, this is the wildest
- yuletide fable ever told. Gonzales, a fine cat himself, hips us to "Twas the Night Before Christmas" in some real crazy lingo. The coolsters will go for this, jazz jocks will really dig it. The rest of us? A little too cool, maybe. (Nu Way, BMI)

Manhattan Fable 65

Gonzales gives his chops another frantic work-over. This time on a sad parable about a poor cat who hits Harlem fast but gets hip a little too slow. Good talkin' wax for the hipsters. (Nu Way, BMI)

NELSON RIDDLE ORK

- CAPITOL 2997-A pleasing group vocal treatment of the haunting theme from the forthcoming movie of the same name. Altho there are several versions out, this one should get spins. (Felst, ASCAP)
- Never Never Land....72

money. (Hamblen, BMI) Somebody Bigger M. E.R.C.U., Y 70509 - A Billboard Than You and 1....78 "Spotlight" 12-4-'54. (Alamo, ASCAP)

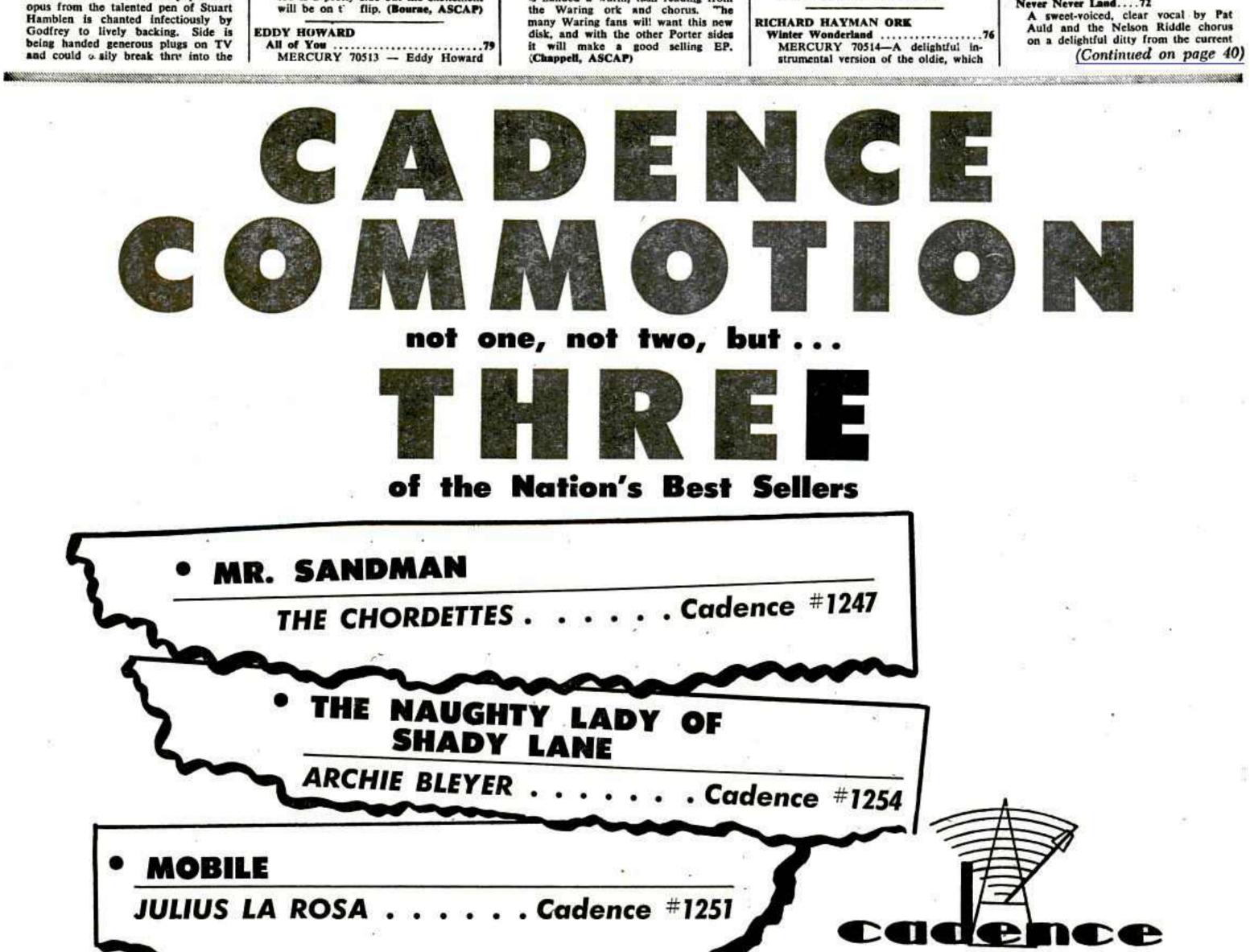
Beautiful religious ballad from a few years ago ' sung with genuing feeling. It's ideal material for the holiday season. Due for many spins and ought to catch loot, too, Godfrey fans will especially go for the spoken interlude mid-disk. (Bulls-Eye, ASCAP)

VIC DAMONE

MERCURY 70480-If any record has a chance to bring Damone back, this could be it. He turns in one of his finest performances on the exciting title tune from the new Cole Porter musical over a lovely arrangement. The singer faces formidable competition on the tune-but he should catch some of the coin. (Chappell, ASCAP) Wind song....75

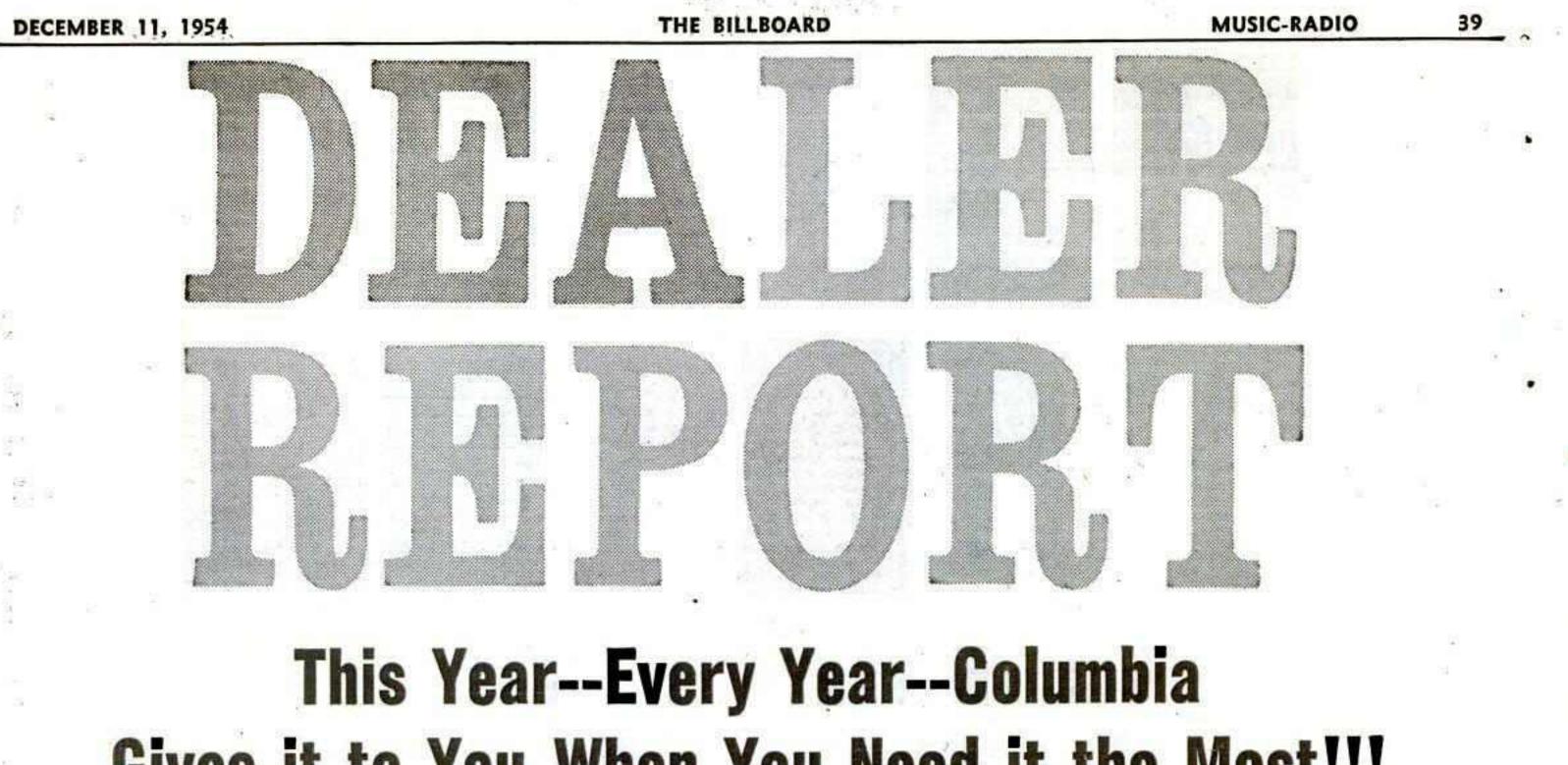
The new benedict turns in a meaningful reading of a pretty new ballad over lush support by the ork. This too is a pretty side but the excitement

38



RECORDS INC. 40 EAST 49TH ST. NEW YORK 17, N.Y.





Gives it to You When You Need it the Most!!!

1951—RUDOLPH built your Christmas Business!

1952-I SAW MOMMY KISSING SANTA CLAUS was the hit that scored!

1953-CHRISTMAS WITH ARTHUR GODFREY made all the difference!

AND THIS YEAR -

JOAN WEBER'S LET ME GO, LOVER

A hit single for traffic and turnover!

THE BEST-SELLING CL 500 SERIES

The industry's fastest-moving packages!

THE FABULOUS COLUMBIA "360K"

The H-Fi Phonograph They Buy!

THE "HIS" AND "HERS" PORTABLES

Best-Selling Low-Priced Phonographs!

AND MO	RE GREAT CI	HRISTMAS PA	CKAGES
CHRISTMAS AT LIBERACE'S a 389	Percy Faith's MUSIC OF CHRISTMAS	Jimmy Boyd's I SAW MOMMY DOING THE MAMBO J-225	Gayla Peevey's GOT A COLD IN THE NODE FOR CHRISTMAS THE ANGEL IN THE CHRISTMAS PLAY J-224

WHEN THEY REALLY COUNT-THEY'RE ON



Reviews and Ratings of

New Classical Releases

CHARLES!

THE BILLBOARD

works. This rather lengthy symphony, one of Nielsen's most impressive works, is cast in two immense movements, with climaxes that will hold special interest for the audiophile. Tho the symphony does not yield readily on first hearing, the overture to the comic opera "Maskarade" is a gay and brilliant selection that is immediately ingratiating. Nielsen's appeal may still be limited, but top recordings like this will fan the flame.

RECORDER AND HARPSICHORD RE-

CITAL NO. 3 (1-12")-Carl Doimetsch, The appeal to the ...any amateur recorder players is obvious. This is a finely-performed collection of 17th and 18th Century compositions, the most important being works by Handel, Telemann, Senallie and Pepusch. Accompaniment by harpsichord is apt, the sound pleasing.

NIELSEN: FLUTE AND CLARINET CONCERTOS (1-12") - Danish State Radio Symphony; Mogens Woldike,

London Records here continues its ambitious project of bringing forth on records works of the important Danish composer. On this new release the label has coupled the composer's "Concerto for Clarinet and Orchestra, Opus 57," with the "Concerto for Flute and Orchestra." These two compositions were part of a project that Nielsen never was able to complete, individual concertos for the instruments used in his "Wind Quintet," flute, clarinet, oboe, bassoon and horn.

Reviews and Ratings of New Popular Albums

Continued from page 28

even Sauter-Finegan. Sidemen make up a real "hall of fame." Selections are familiar and the transfer to LP has been accomplished wonderfully on the sides dating back as far as 1936. It's a first-rate collection.

BORDERLINE 78 Mel Powell Trio (1-12") Vanguard VRS-8501 That Powell, a product of the swing

okay reading of a pretty ballad. Pleasant listening. (M. M. Cole;

BOB DINI

CORAL 61307-Italian effort is sung in fair style by Dini on his first cutting fer the la el. Okay debut. (Shapiro-Bernstein, ASCAP)

Bless Your Heart 71

Bob Dini, Formerly with Darby, bows on the label with a pleasant reading of the ditty over good ork backing. Dini has that Eddie Fisher sound, which could help it get spins. (Bregman, Vocco & Conn, ASCAP)

PAUL WHITEMAN

CAPITOL 2999 - Instrumental novelty, batoned with tongue-in-check by the maestro, is good clean fun. Should attract some reminiscent spin action. (Feist, ASCAP)

580 70 The Whiteman ork achieved a happy

Dixieland bounce with this bright instrumental waxing. Happy listening, even today. (E. H. Morris, ASCAP)

GEORGE WILLIAMS ORK

CORAL 61306-Figured to happen sooner or later. A pleasurable instrumental treatment of the rhythm evergreen. This will please mambo enthusiasts and just plain listeners. (Feist, ASCAP)

The Song From Desiree.....70 Another good ork reading of the theme from the current flicker, this played in a steady waltz beat. (Miller, ASCAP)

MARGARET WHITING

CAPITOL 2996-The canary warbles

era, is a top-flight pianist, composer and arranger has already been well established. In this set, tho, Powell takes on a somewhat new roleleader of a swinging trio which has adapted the modern jazz idiom to fit its own rhythmic drive. Backing Powell are Paul Quinichette on tenor and drummer Bobby Donaldson. They tackle standards and originals with the same results-ultra-fine jazz readings. Recording and packaging are

DECEMBER 11, 1954

INTERPRETATIONS BY THE

STAN GETZ QUINTET, NO. 277 (1-12")

Norgran MG N-1008

fine.

The combination of Stan Getz, one of the top cool tenormen around today, plus jazzmen like Bob Brookmeyer on trombone, John Williams on plano, Teddy Kotick on bass and Frank Isolla on drums, will make a lot of jazz aficianados give this new release a listen. And they will find it worth their while, for it's a good one. It's the second in a series starring Getz, and it gives him, along with Brookmeyer and Williams, a chance for some very effective solo work. Tunea include "Fascinatin' Rhythm," "Minor Blues," "I Didn't Know What Time It Was" and "Tangerine."

Maynard Ferguson (1-EP) Emarcy 1-6028 Maynard Ferguson, who impressed th- jazz world with his work with the

Charlie Barnett and the Stan Kenton orks for many years, gets a chance on this new release to show off some first-rate trumpet work. In fact, a lot of fans of the hornman will be more than pleased with the "new" Ferguson as revealed on this EP. The tune is the same on both sides, "Somebody Loves Me." and it is given a nev sparkle via the trumpeter's solo. Ferguson is backed by top musicians including Bud Shank, Bob Gordon, Shelley Manne and Russ Freeman. Good cool jazz here.

(1-EP)

Emarcy 1-6073

Tho the label only recently signed Garner to a term contract, these sides date back some seven or eight years. It was a time when Garnet was, for the most part, a swinging Fats Waller-like pianist, Even on ballads Garner sounded like a swing man. Yet there are evident touches of the Garner to come. It's good jazz piano stuff.

Scaled box shows framable color print behind clear plastic window in cover. HANDEL: WATER MUSIC (Complete) (1-12") - Hewitt Orchestra; Maurice

Continued from page 26

equally well in the next few weeks.

sound is outstanding. Fine gift merchan-

dise that will display well and should sell

STRAVINSKY: THE RITE OF SPRING

(1 "2")-Philharmonia Orchestra; Igor

Markevitch, Cond. RCA Victor

A more mellow interpretation than

other issued, if the adjective can be ap-

propriately used for this acid score.

Markevitch is an experienced hand at

ballet music and his sympathy for the

work is obvious here. Sound is good, if

not as dramatic in its dynamic range as

some of the competition. Where this

gains, customer-wise, is in its packaging.

4

Hewitt, Cond. Haydn Society HSL

While most music lovers know much of this music, about half of the entire collection of pieces that comprise the "Water Music" are usually omitted in performance. Here it is all complete and in a performance that is a scholarly reconstruction of the score as Handel wrote it. But the disk holds more than academic i terest; many will find great pleasure in hearing for the first time the customary omissions. First rate performance and sound.

MAHLER: THREE RUCKERT SONGS (1-10")-Kathleen Ferrier; Vienna Philharmonie; Bruno Walter, Cond. Londor

viously available filling out the final side of London's "Das Lied von der Erde," a two-LP set, have been re-released on a single 10-incher, making it easier for collectors to acquire, should they have bypassed the larger set. Collectors of vocal records would appreciate being advised of this re-release.

LISZT: PROMETHEUS; MEPHISTO WALTZ NO. 1 (1-10")-L'Orchestre de In Societe des Concerts du Conservatoire de Paris; Karl Munchinger, Cond.

Liszt's "Mephisto Waltz No. 1" has become widely known as a work for piano, tho it was originally written for orchestra. Most recordings of the work are for plano, but here is a fine orchestral reading. The waltz is coupled with also awarded a good interpretation. Interesting vinyl for new collectors. MOZART: ADAGIOS AND FUGUES

formed work, making its debut on LP, is

FOR STRING TRIO (K. 404a) (1-12") -Pasquier Trio. Hayda Society HSL

This is the only disk grouping these four works; a couple are available elsewhere, but not for string trio. They are a composer's tribute to another in the way he knows test, for they consist of transcriptions by Mozart of three fugues from Bach's "Well Tempered Clavier" and another fugue by Bach's son, Wilhelm Friedemann. Preceding each is an original adagio movement. Rarely performed, these selections could appeal strongly to dedicated chamber music collectors, tho general demand will be limited. Performance and sound are excellent.

NIELSEN: SYMPHONY NO. 5: MASK-ARADE OVERTURE (1-12")-Danish State Radio Symphony: Thomas Jensen, Gradual awareness of the stature of this modern Danish composer has begun to

Continued from page 38

ASCAP)

no less!

LOU MONTE

Roulette....73

BUDDY MORROW

legit olick "Peter Pan." (E. H. Morris,

MERCURY 70512-A tasteful instru-

mental version of the melodic oldie,

with a danceable beat. Lo's of wax-

ings on this tune these days and this

version has a chance for some coins.

A lively version of a novelty about a

mambo, and played to polka rhythm

VICTOR 5963-This is a hokey but

cute ditty which the ork and Monte

take for a hayride. Jocks should give

it plenty of spias. (Trinity, BMI)

I Don't Wanna Mambo Polka 69

create some demand for recordings of his | Material of rather specialized appeal.

Reviews of New Pop Records

TEX RITTER

thing else.

TEDDY PHILLIPS

A Whale of a Tale 72

Joseph Saxby. London LL 102666

High on a Mountain Top72

CAPITOL 3003-This one is in some-

thing like samba tempo; it's heavily

laden with sound effects and Ritter's

chanting about looking for his gal

from the mountain top. It's different

enough to get action. It's as much

pop as country-more pop than any-

This is a spirited ditty which Ritter,

ork and chorus hand a lively reading.

It's from the new Disney movie,

DOT 15258-Nancy Wright is the

clear-voiced thrush who takes the

solo on this cute ditty about a pup

who put on the dog when he won a

blue ribbon at a show. Kiddies will

"20,000 Leagues Under the Sea."

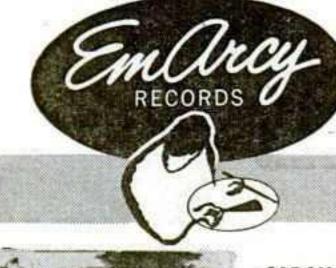
the fifth of Liszt's symphonic poems, "Prometheus," which was originally written as an overture to an opera based on the Prometheus legend. This little-per-

which first bowed in the country field. It's a neat piece of material and Monte hands it a reading good for deejay attention.

Quick pop coverage on the ditty

like the interspersed barks. (Dartmouth Music) How Much I Love You.....71 A slow and steady beat supports this

with depth and feeling on this pretty waxing of the English hit. Rather (Continued on page 42)



The Greatest Names In

NEW RELEASES



SARAH VAUGHAN

Images

Lover Man Shulie A Bop Polka Dots And Moonbeams

Body And Soul

They Can't Take That Away From Me Prelude To A Kiss You Hit The Spot If I Knew Then

EmArcy MG 26005

ERROLL GARNER

Erroll Garner Contrasts You Are My Sunshine I've Got The World On -A String 7-11 Jump Part-Time Blues Rosalie

In A Mellow Tone Don't Worry 'Bout Me All Of A Sudden (My Heart Sings) There's A Small Hotel Misty I Wanna Be A Rugcutter

EmArcy MG 36001



CLIFFORD BROWN AND MAX ROACH

Brown and Roach

Delilah **Parisian Thoroughfare** Daahoud Joy Spring Jordu

EmArcy MG 26043

DINAH WASHINGTON

After Hours With Miss "D"

Blue Skies Bye Bye Blues

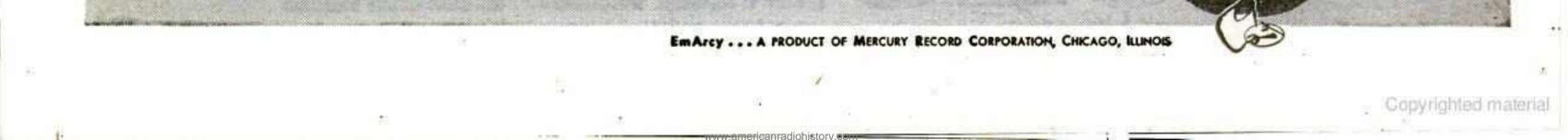
A Foggy Day I Let A Song Go Out Of My Heart

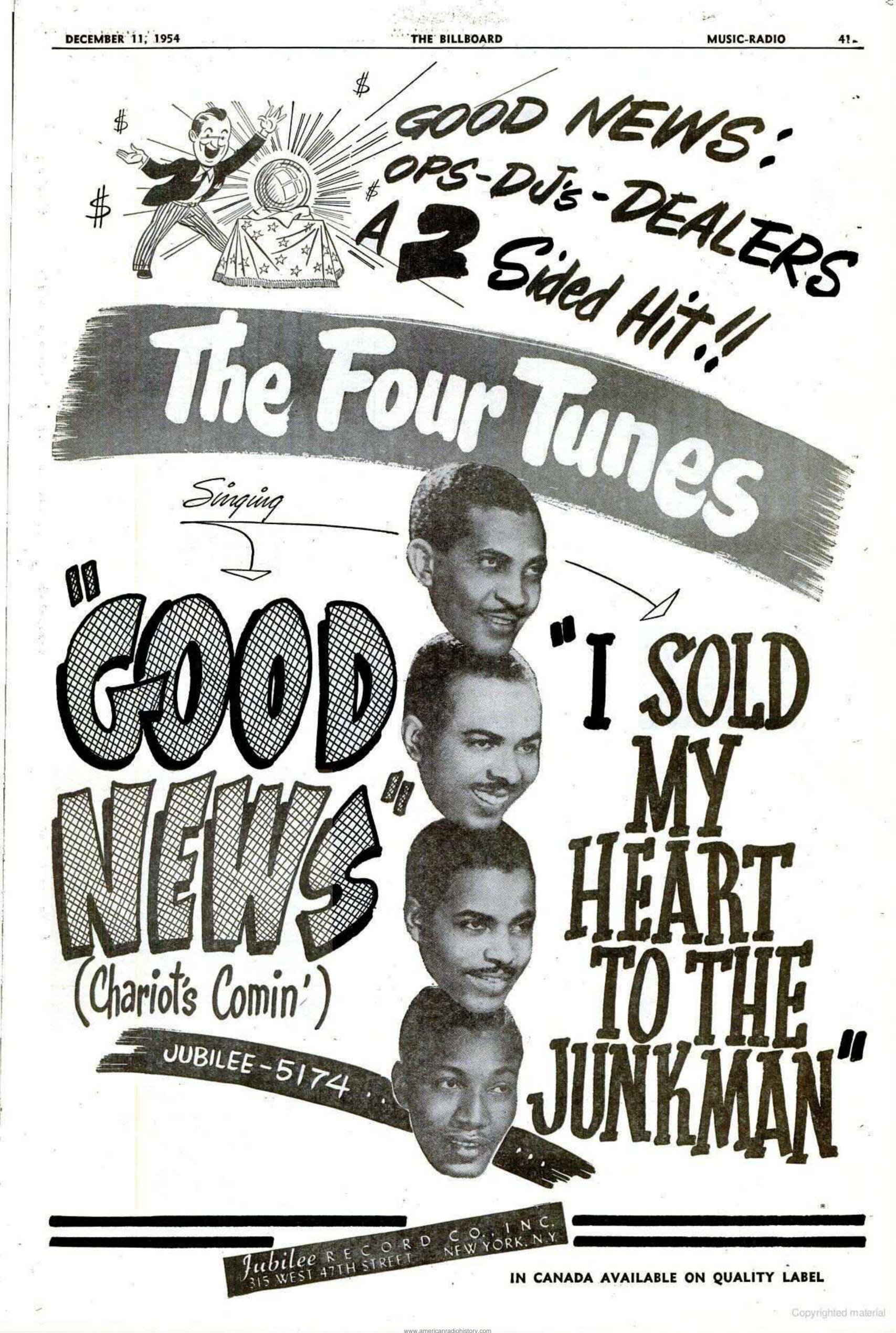
EmArcy MG 26032



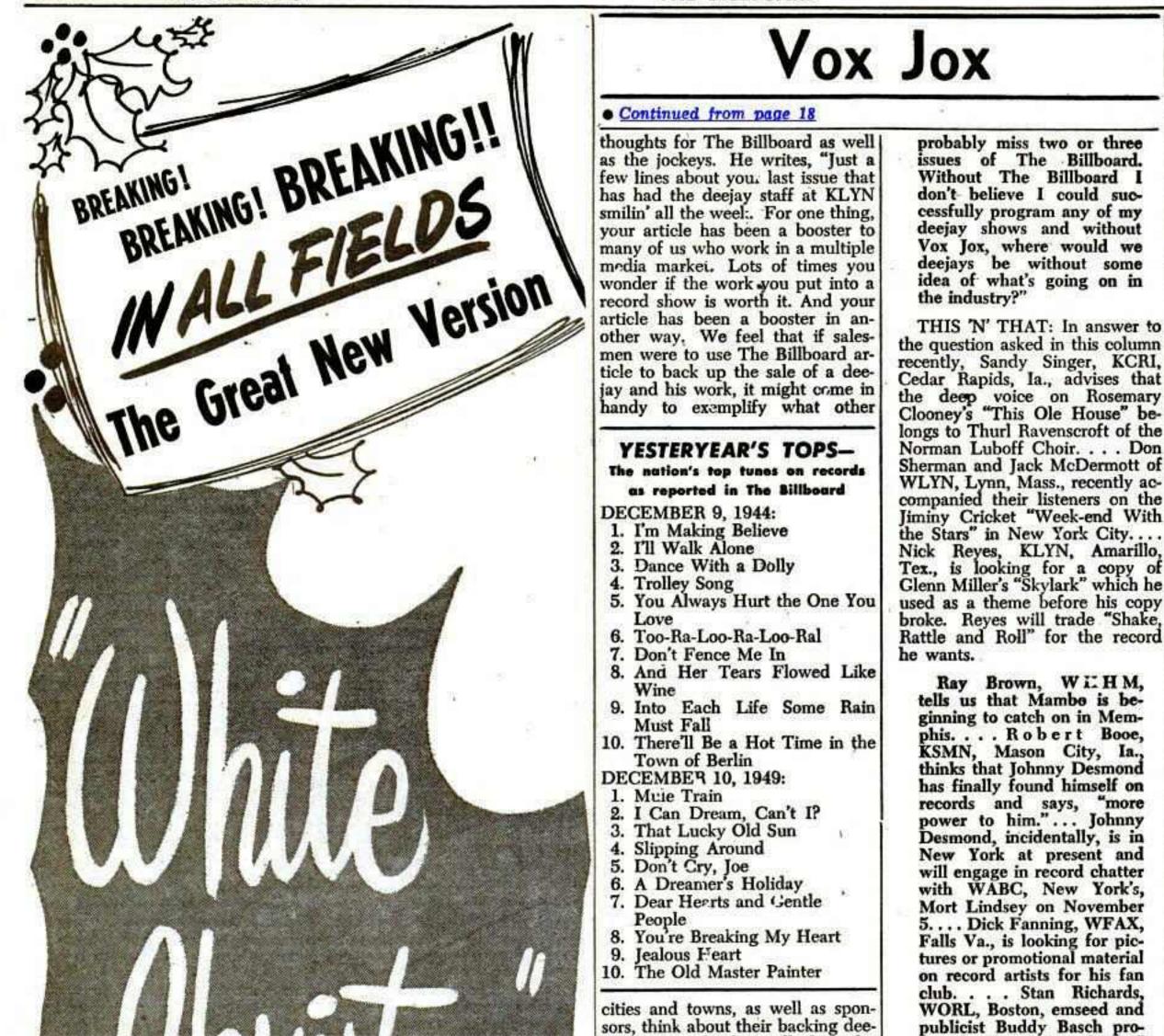
OTHER GREAT JAZZ NAMES IN EMARCY CATALOG

Charlie Ventura The Young At Bop MG 26001	James Moody The Moody Story MG 26004	Ben Webster The Big Tenor MG 26006	Beryl Booker A Girl Met A Piano MG 26007	Coleman Hawkins The Bean MG 26013	Roy Eldridge Holiday In Trumpet MG 26015
Maynard Ferguson	Bill De Arango	Lester Young	Paul Quinichette	Count Basie & Earl Hines	Billy Eckstine
Hollywood Party	De Arango	Pres Meets Vice-Pres	The Vice-Pres	Jazz Royalty	The Love Songs Of Mr. "B"
MG 26017	MG 26020	MG 26021	MG 26022	MG 26023	MG 26027





42



Reviews of New Pop Records

Continued from page 40

late, but could get some of the coin. (Kassner, ASCAP)

My Own True Love (Tara's Theme)....72 A quietly persuasive vocal job on the theme from the recently revived "Gone With the Wind" film. Should

get spins. (Remick, ASCAP)

BONNIE LOU

KING 1414-With the aid of vocal and instrumental backing, including maraccas and all, Bonnie Lou makes a big, pleasant production out of this engaging piece of material. Her many fans in both the pop and country 'ields will enjoy it. (Ross Jungnickel, ASCAP)

Frain Whistle Blues....68

The perennial appeal of this great Jimmy Rodgers tune is enhanced by the ability of the thrush to color its bluesy melodic line in dark glowing tones. This will make good programing for many deejays. (Peer, BMI)

RUBY WRIGHT

KING 1411-Miss Wright notes the doubt in the eyes of her lover and reassures him of her love. The sincerity and smooth styling of the singer do not guite compensate for weakness of material. (Regent, BMI) God Loves You, Child....65 A tender and sentimental lyric in which the singer, in the role of a

mother, quietly expresses her confidence in God's protection of her child. (Franiin, BMI)

KARL GARVIN

I'm Sorry I Made You Cry67. DOT 15250-Garvin, the ork and votal combo are teamed on a danceable and listenable reading of the standard ballad. Ops could get coin with this kind of disk. (Feist, ASCAP)

Paper Doll....65 Here's a reading of the oldie very much like the original Mills Brothers' version. It's well done, but then-the original is also available.

> DEALER DOINGS

ATLANTIC-1048

MAMA

b/w



THE BELLS OF ST. MARY'S With the Inimitable

CLYDE MCPHATTER AND HIS DRIFTERS

Featuring the Fabulous Bass Voice of

BILL PINCKNEY

"Could Become the Best Selling Christmas Record of the Year in Any Field" ... Bob Rolantz THE BILLBOARD, Dec. 4th, 1954. Picked as "AWARD OF THE WEEK" THE CASH BOX, Nov. 20th, 1954.

ATLANTIC RECORDING CORP.

jay shows. Thanks to all of you for the terrific job. Now here's some news: In reading your deejay issue I started to think about something deejays over the country might discuss in your column, 'Vox Jox.' How about putting certain plans to work to make the deejay's work worth while? Such as stationbacked public appearances, promotions, etc. Do these pay off? Would they be effective in a small market? What other ideas to make your show more listenable can the deejay put forth in 'Vox Jox'?"

CHANGE OF THEME: Jack Lacy, WINS, New York, has been signed to a new five-year contract. Lacy, who gave up teaching school at Connecticut State Teachers College to become a radio announcer, has been with WINS since 1947.... Charlie Grant, WESX, Salem, Mass., is enjoying a vacation in New York. ... Jim Mills has returned to WLOS-TV, Ashville, N. C., after a stint with the Armed Forces Radio Service.... Shel Bullock has returned to WWSC, Glens Falls, N. Y., after a two-year absence from radio.... Bill Sullivan, recently separated from the U.S. Army, will now be heard over WKMF, Flint, Mich. America's biggest deejay, six foot eight-inch Dolf Droge, has joined the Crosley Broadcasting Corporation and will handle WLW's allnight record show, "Mission Midnight."

Hilary Bogden, WIAS, Pittsburgh, has just celebrated his 11th year with the station and his 29th birthday. . . . Bill Hesterman, KNAK, Salt Lake City, has become the papa of a baby boy, his first child. . . . Mike (The Milkman) Spencer reports that his show has switched to Dallas over KGKO. . . . Art Rekedal, formerly with KRBC, Abilene, Tex., has moved to KBST, Big Springs, Tex.... Bill Slaton, WHSY, Hatties-burg, Miss., advised, "After two years with WJJJ, Montgomery, Ala., I'm moving over to WHSY. Station WJJJ has been sold to WCOV here and on Novem-

publicist Buddy Basch pro-duced a "Jamboree of Stars" at St. Nicholas Arena, New York, in October for the Jiminy Cricket Travel Service. . . . John Hanrahan, WAMI, Laurel, Miss., has noticed a distinct increase in requests for blues and Dixieland and can't understand the reason for it.

Presley MacNeal, KWHP, Cushing, Okla., reports that teenage interest is running more and more to "bop" records in his area. ... Ted Crays, KDBC, Mansfield, La., sees a definite trend to Dixieland and jazz from his requests. Ron Tonander, WBEL, Beliot, Wis., has some nice words for The Billboard. He says, "Just a note to thank The Billboard for all the help it's been, not only with printed material for programing purposes, but for the aid in bringing our name (station) to the attention of industry people. Again thanks; our library looks much better." . . . Johnny Andrews, star of WTAM, Cleveland's "Morning Bandwagon," has been chosen one of the nation's 10 top deejays in Sidney Skolsky's newest Hollywood publication, "This Was Hollywood."

Continued from page 18

announced over a local deejay program. Winners may pick up their album at any record store in their neighborhood, and the dealer's name will be plugged when the deejay announces the album winners. At the end of three weeks a grand prize winner will be drawn, with winner receiving a year's pass to his Loew's theater, plus an album of every sound track issued by M-G-M during 1955.

GOODY - GOODY: Unlike Shakespeare, Manhattan dealer Sam Goody evidently believes there's plenty in a name. At any rate he filed suit this week against Melody Land, a retail record shop in Brooklyn, which has been displaying a sign reading "Goody for You" in its window. Dealer Goody is peeved because the sign's lettering on the word "Goody" is typographically similar to the style he uses to advertise his own record outlet.

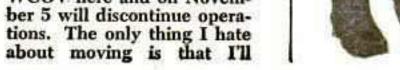
DANNY KEATING... he can't play a note but he inspired Stuart Hamblen to write-

TOY VIOLIN

OLE PAPPY TIME

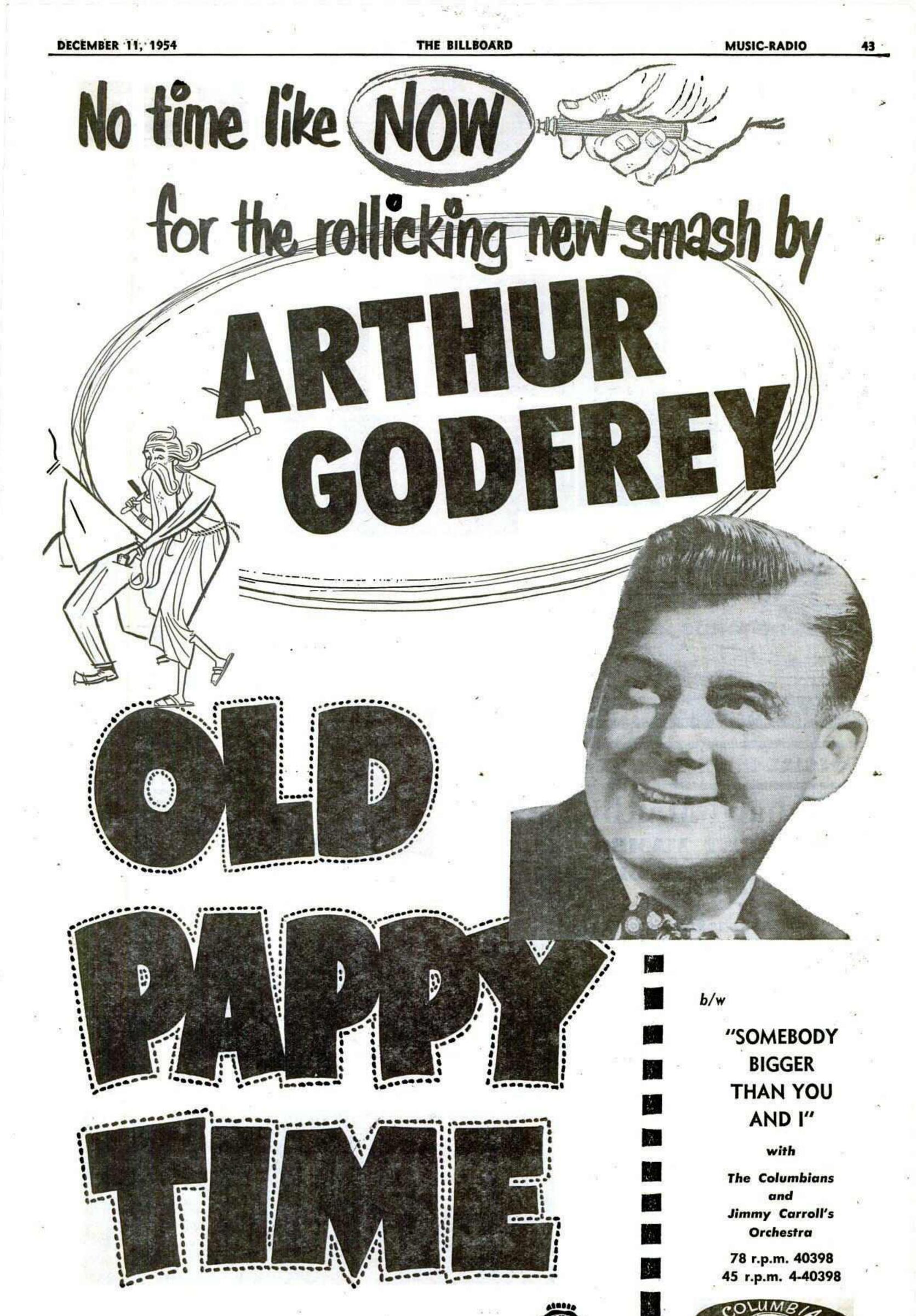
RCA Victor Record 20/47-5918







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MUSIC-RADIO

44

DECEMBER 11, 1954







THE BILLBOARD

MUSIC-RADIO

The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

Best Sellers in Stores

For survey week ending December 1

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 Wecks the country with a high volume of sales in country and Last This western records. The reverse side of each record is also Week Chart Week listed. 1. MORE AND MORE-W. Pierce..... You're Not Mine Anymore-Dec 29252-BMI 2. 1 DON'T HURT ANYMORE-H. Snow..... My Arabian Saby-V 20-5698-BMI 3. LOOSE TALK-C. Smith..... More Than Anything Else-Col 21317-BMI 4. ONE BY ONE-K. Wells & R. Foley..... I'm a Stranger in My Home-Dec 29065-BMI 5. THIS OLE HOUSE-S. Hamblen..... When My Lord Picks Up the Phone-V 20-5739-BMI 6. THIS IS THE THANKS I GET-E. Arnold..... 5 Hep Cat Baby-V 20-5805-BMI 7. NEW GREEN LIGHT-H. Thompson..... 8 Lonely Heart Knows-Cap 2920-BMI 8. IF YOU DON'T, SOMEONE ELSE WILL-Jimmy & Johnny..... 7 I'm Beginning to Remember-Chess 4859-BMI 9. IF YOU AIN'T LOVIN'-F. Young..... 9 If That's the Fashion-Cap 2953-BMI 10. EVEN THO-W. Pierce..... 13 Sparkling Brown Eyes-Dec 29107-BMI 11. THAT CRAZY MAMBO THING-H. Snow 11 Next Voice You Hear-V 20-5912-ASCAP 12. BEWARE OF IT-Johnnie & Jack..... 10 Kiss-Crazy Baby-V 20-5880-ASCAP 13. WHATCHA GONNA DO NOW?-T. Collins..... -You're for Me-Cap 2891-BMI 14. IF YOU DON'T, SOMEONE ELSE WILL-R. Price...... 11 Oh Yes, Darling-Col 21315-BMI 15. TWO GLASSES, JOE-E. Tubb..... 15 Journey's End-Dec 29220-BMI

Most Played in Juke Boxes

For survey week ending December 1

RECORDS are ranked in order of the greatest number of plays in juke boxes thruout the country. Results are Weeks Reviews of New C & W Records

HANK SNOW

00

10

29

6

30

17

15

12

3

28

2

5

11

5

Let Me Go, Lover90 VICTOR 20-5960 - A Billboard "Spotlight" 12-4-'54. I've Forgotten You..... 80 Pretty weeper ballad is sung with great gentleness by Snow. This is another strong side that can't help doing lots of business on its own. SLIN WHITMAN

When I Grow Too Old to Dream 85 IMPERIAL 8281-A Billboard "Spotlight" 12-4-'54. (Robbins, ASCAP) Cattle Call 80

The singer turns in a fine reading of a folk-styled effort about a cattle call. It's cute and it also has a chance with the help of the arresting guitar gimmicks. (Forster, ASCAP)

RED FOLEY

DECCA 29339 - A pretty country blues in Folcy's usual smooth style. Background of wailing guitars is very effective. As solidly entrenched as Foley is in the country field, this disk ought to have easy sledding. (Perco, BMI) Looking Glass.....79 As, in the "Snow White" tale, Foley

turns to a mirror for an answer to a pressing personal problem. An enjoyable side with clever lyrics and an easy, swingy beat. Shou. I also see action. (Tree, BMI)

FERLIN HUSKEY

CAPITOL 3001-Huskey gets carried away thinking about the kisses of his girl friend. It's a pretty tune with an infectious beat, handled beautifully by the singer. (Central, BMI) Little Tom 74

The pathetic story of a youngster who has to live in privation due to parental neglect develops into a dialog, both parts of which are handled by Huskey. The singer reads the material with tasteful sincerity. (Tree, BMI)

JIMMY NEWMAN

DOT 1231-Newman warbles in his usual sincere fashion on a plaintive weeper which should draw spins from jocks and jukes. Good wax for the

According to sales reports in key markets, the following

recent releases are recommended for extra profits:

CHRISTMAS CAN'T BE FAR AWAY (Acuff-Rose, BMI) - Eddy Arnold-RCA Victor 20-5905

The early leader in the field of new country Christmas disks is this Arnold disk. His many fans have already begun purchasing in significant numbers, so that good sales reports could be returned by Richmond, Nashville, Atlanta, St. Louis, Cleveland, Cincinnati and Chicago. Flip is "I'm Your Private Santa Claus" (Tannen, BMI). A previous Billboard "Spotlight" pick.

• Review Spotlight on . . . RECORDS

This Week's Best Buys

RED FOLEY

Hearts of Stone (Regent, BMI)-The country warbler turns in a forthright vocal on the ditty that has already made it in both the r.&b. and the pop fields. It should pull much loot. Another good version of the song is the Ruby Wells reading on RCA Victor. Flip on the Foley disk is a tune that was a hit a few months ago, "Never." (American, BMI).

• C & W Territorial Best Sellcrs

For survey week ending December 1 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. More and More, W. Pierce, Dec. 2. This Is the Thanks I Get, E. Arnold, V 3. That Crazy Mambo Thing, H. Snow, V. 4. I Don't Hurt Anymore, 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.

Charlotte

1. Loose Talk, C. Smith, Col. 2. More and More, W. Pierce, Dec. 3. Kiss Crazy Baby, Johnnie & Jack, V.

4. Two Glasses Joe, E. Tubb, Dec.

- 5. If You Don't Someone Else Will W. Jackson & B. Gray, Dec.
- 6. I Don't Hurt Anymore, H. Snow, V. 7. Beware of It, Johnnie & Jack, V.

8. Just Like Me, Davis Sisters, V.

9. If You Ain't Lovin', F. Young, Cap.

10. One by One, K. Wells & R. Foley, Dec.

4. One by One, R. Foley, K. Wells, Dec. 5. If You Ain't Lovin', F. Young, Cap.

- 6. Next Voice You Hear, H. Snow, V. 7. This Ole House, S. Hamblen, V.
 - Nashville
- 1. More and More, W. Pierce, Dec.
- 2. Loose Talk, C. Smith, Col.
- 3. This Ole House, S. Hamblen, V.
- 4. If You Don't Someone Else Will Jimmy & Johnny, Chs.
- 5. New Green Light, H. Thompson, Cap.
- 6. If You Ain't Lovin', F. Young, Cap.
- 7. Beware of It, Johnnie & Jack, V. 8. I Don't Hurt Anymore, H. Snow, V.
- 9. Whatcha Gonna Do Now
 - T. Collins, Cap.

7. Blue Moon of Kentucky

10. Loose Talk, C. Smith, Col.

E. Presley, Sun

10. This Is the Thanks I Get, E. Arnold, V.

New Orleans

- 1. More and More, W. Pierce, Dec. 2. I Don't Hurt Anymore, H. Snow, V.
- 3. Beware of It, Johnnie & Jack,

Richmond, Va.

8. Kiss Crazy Baby, Johnnie & Jack, V.

9. That Crazy Mambo Thing, H. Snow, V.

45

Weel	based on The Billboard's weekly survey among opera- tors thruout the country using a high proportion of coun- try and western records.	Last Week	on Chart
1.	MORE AND MORE-W. Pierce	. 1	9
	I DON'T HURT ANYMORE-H. Snow		28
3.	NEW GREEN LIGHT-H. Thompson	. 3	4
4.	THIS IS THE THANKS I GET-E. Arnold,	. 5	11
5.	IF YOU DON'T, SOMEONE ELSE WILL- Jimmy & Johnny Chess 4859-BMI	. 4	9
	ONE BY ONE-K. Wells-R. Foley		27
6.	LOOSE TALK-C. Smith	. 9	2
8.	COURTIN' IN THE RAIN-T. T. Tyler	. 7	15
121	PENNY CANDY-J. Reeves		4
9.	EVEN THO-W. Pierce	. 10	26

Most Played by Jockeys

For survey week ending December 1

This Weel	the the Dillhoard's weakly survey of top disk	Last Week	Weeks on Chart
1.	MORE AND MORE-W. Pierce	. 1	10
2.	I DON'T HURT ANYMORE-H. Snow	2	27
	LOOSE TALK-C. Smith		6
4.	THIS OLE, HOUSE-S. Hamblen	3	15
4.	YOU'RE NOT MINE ANYMORE-W. Pierce	7	8
	ONE BY ONE-K. Wells-R. Foley		27
7.	IF YOU AIN'T LOVIN'-F. Young	. 6	4
8.	THIS IS THE THANKS I GET-E. Arnold	. 8	16
9.	IF YOU DON'T, SOMEONE ELSE WILL- Jimmy & Johnny Chess 4859-BMI	. 12	11
10,	NEW GREEN LIGHT-H. Thompson	. 9	6
	COMPANY'S COMIN'-P. Wagoner		7
12.	BEWARE OF IT-Johnnie & Jack	. 13	2
13.	PENNY CANDY-J. Reeves	. 13	6

BMI) Chanter's fans here. (Acuit-Rose,	10
Can It Be Right?75 Another moving weeper with a touch- ing lyric and good erformance by Newman. Two strong sides. (Acuff- Rose, BMI)	Cardin and an
REDD STEWART I Did	
To pleasant guitar backing, the singer muses over his back-sliding life. Both sides have a nice swingy beat and would make enjoyable dance disks. (Redd Stewart, BMI)	100 - 01100 -
GINNY WRIGHT-TOM TALL Are You Mine?	
MERV SHINER Mister Sandman	

The cute ditty about a pretty lassie with a sweet tooth is sung neatly here by Shiner. Tune has been out for a while without much happening, but this is worth spins. (Dandellon, BMI)

ELTON BRITT VICTOR 5937-Britt pulls out all the stops reading this Stuart Hamblen material, which tells the story of a girl being stolen from him by his best friend. The simple but tasty rhythm and guitar backing makes an effective setting for the lyric. (Hamblen, BMI) Hurts Me to My Heart 70 This tune, which has been at the top of the r.&b. charts, is given an energetic reading, which retains a surprisingly large amount of the r.&b. flavor of the original. Disk jockeys looking for something a little off the beaten track will find it here. (Monument, BMI)

HANK THOMPSON ORK CAPITOL 2998-The Brazos Valley

Boys go all out to give this lovely oldie a razzle-dazzle reading. The arrangement, which has some especially pretty passages for solo guitar and fiddles, is a fine one for dancing or listening purposes. (Fisher, ASCAP)

Cincinnati 4. Even Tho, W. Pierce, Dec. 5. If That's the Fashion, F. Young, Cap. 1. Loose Talk, C. Smith, Col. 6. Loose Talk, C. Smith, Col. 2. If You Don't Someone Else Will Jimmy & Johnny, Chs. 3. I Don't Hurt Anymore, H. Snow, V. 4. More and More, W. Pierce, Dec. 1. This Ole House, S. Hamblen, V. 2. This Is the Thanks I Get, E. Arnold, V. 5. Kiss Crazy Baby, Johnnie & Jack, V. 3. More and More, W. Pierce, Dec. 6. One by One, K. Wells & R. Folcy, Dec. 4. If You Ain't Lovin', F. Young, Cap. 7. I Dreamed of a Hillbilly Heaven 5. Beware of It, Johnnie & Jack, V. E. Dean, S & S 6. I Don't Hurt Anymore, H. Snow, V. 8. This Ole House, S. Hamblen, V.

Dallas-Fort Worth

- 1. More and More, W. Pierce, Dec.
- 2. New Green Light, H. Thompson, Cap.
- 3. If You Ain't Lovin' F. Young, Cap. 4. If You Don't Someone Else Will
 - R. Price, Col.
- 5. That Crazy Mambo Thing, H. Snow, V. 6. She Done Gave Her Heart to Me
- S. James, Cap.

Houston

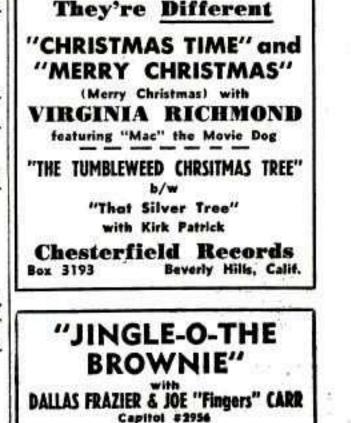
- 1. More and More, W. Pierce, Dec.
- 2. This Is the Thanks I Get, E. Arnold, V. 3. I Don't Hurt Anymore, H. Snow, V.
- 4. One by One, K. Wells & R. Foley, Dec.
- 5. Penny Candy, J. Reeves, Abb.
- 6. I Hope My Divorce Is Never Granied K. Wells, Dec.
- 7. That Crazy Mambo Thing, H. Snow, V.
- 8. That's All Right, E. Presley, Sun
- 9. Let Him Know, G. Jones, Sdy.

0. Even Tho, W. Pierce, Dec.

- Knoxville
- 1. I Don't Hurt Anymore, H. Snow, V. 2. This Ole House, S. Hamblen, V.
- 3. This Is the Thanks I Get, E. Arnold, V.
- 4. One by One, K. Wells & R. Foley, Dec.
- 5. Go Boy, Go, C. Smith, Col.
- 6. That Crazy Mambo Thing, H. Snow, V.
- 7. You're Not Mine Anymore W. Pierce, Dec.

Memphis

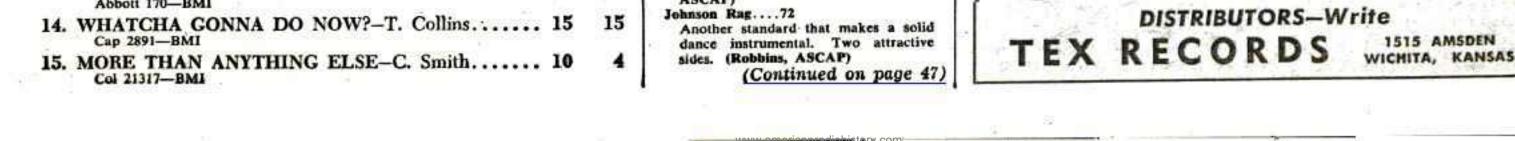
- 1. More and More, W. Pierce, Dec. 2. Loose Talk, C. Smith, Col.
- 3. This Is the Thanks I Get, E. Arnold, V



Central Songs, Inc.



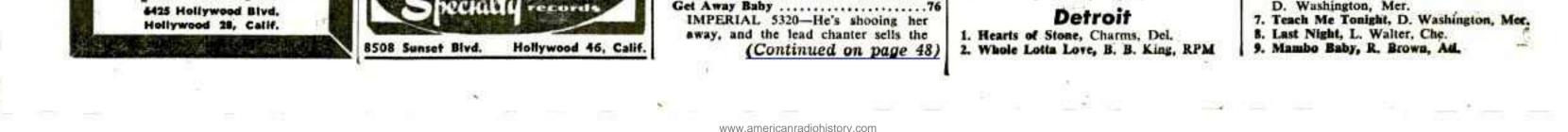
Bill Wimberly Western Swing Band Voc. Buddy Kendrick



MUSIC-RADIO



V-J 117 "ZIG-ZAG" Julian Dash and Orchestra V-J 119 "YOU DON'T HAVE TO GO" Jimmy Reed	A Billboard "Spotlight" 12-4-'54. (Commodore, BMI) CHUCK WILLIS I've Been Away Too Long	More of the same on this side. It's first-rate dance stuff. (Jay & Cee, BMI) THE BLUE DO'IS Lot Me Know Tonigh:	9. I'M READY-M. Waters Chess 1579-BMI	Fulson – 1 C-D. Washington 8 3
VEE-JAY Records, Inc. 4747 Cottage Grove Ave. Chicago Phone: WAgner 4-1851	THE MIDNIGHTERS Stingy Little Thing	Hold Me Tight77 An almost equally effective piece of material tailor-made for this group. Rhythm builds to feverish climax, sparked by fine lead work. Good juke wax. (Franlin, BMI)	• R & B Territo Listings are based on late sales reports so ice from top rhythm and blues dealers an	For survey week ending December 1 sourced via Western Union messenger serv- d juke box operators in the markets listed.
Getting Bigger and Bigger BABY LET'S PLAY	Tell Them77 Strong effort on some fine ballad material. Lead singer takes the group thru a beat reading of a bluesy item which should get spins. (Armo. BMI)	CHRISTINE KITTRELL' Lord Have Mercy	Aticinta 1. Hearts of Stone, Charms, Del. 2. You Upset Me Baby, B. B. King, RPM 3. Mambo Baby, R. Brown, Atl. 4. Reconsider Baby, L. Fulson, Che. 5. Tweedle Dee, L. Baker, Atl.	 Sincerely, Moonglows, Chs. Sexy Ways, Midnighters, Fed. Annie's Aunt Fanny, Midnighters, Fed. I Don't Hurt Anymore D. Washington, Mer. Shake, Rattle and Roll, J. Turner, Atl.
HOUSE	THE CHARMS Mambo Sh-Mambo	Sittin Here Drinkin' Again	 Don't Drop It, W. Harrison, Sav. I'm Ready, M. Waters, Chs. Hurt, R. Hamilton. Epi. Baby Let's Play House, A. Gunter, Exc. 	8. Chicken, B. B. Warren, Got. 9. Hurt, R. Hamilton, Epi. 10. Mellow Down Easy, Little Walter, Che.
Excello 2047 45 and 78 RPM's Western Trade supplied by	terial and what with the disk demand for this type of material the boys could come up with a strong seller. They turn in a fine reading, too. (Marks, BMI)	drowning her sorrows in alcohol. Both sides make good juke box mate- rial. Title is a play on her hit of last year. (Babb, BMI)	10. Mellow Down Easy, L. Walter, Che. BaltiWash. 1. Let's Make Up, Spaniels, VJ 2. 1 Don't Hurt Anymore	Los Angeles 1. Reconsider Baby, L. Fulson, Che. 2. Earth Angel, Penguins, Dtn. 3. Sincerely, Moonglows, Chs. 4. All Night Long, J. Houston, Mon.
Monarch Nashboro Record Co. 177 Third Ave. N. Nashville, Tenn. Phone 42-2215	Crazy, Crazy Love78 More good wax here as the boys tackle an original hunk of rhythm_ material and come up with a slick reading. (Jay & Cee, BMI)	THE FEATHERS Johany Darling	 D. Washington, Mer. Mambo Baby, R. Brown, Atl. Ling Ting Tong, Five Keys, Cap. Annie's Aunt Fanny, Midnighters, Fed. Sincerely, Moonglows, Chs. 	5. You Upset Me Baby, B. B. King, RPM 6. Mambo Baby, R. Brown, Atl. New Orleans 1. Hearts of Stone, Charms, Del.
Don't Wait Any Longer to Hear	THE HARPTONES Since I Fell for You	The boys come thru with the same-	 She's the One, Midnighters, Fed. Love Me, Fats Domino, Imp. Annie Had a Baby, Midnighters, Fed. You Upset Me Baby, B. B. King, RPM 	 Poison Ivy, W. Mabon, Chs. Last Night, Little Walter, Che. I'm Ready, M. Waters, Chs. You Upset Me Baby, B. B. King, RPM Someday, Drifters, Atl.
THE SULTANS give out with	in lazy, slow-tempo style sparked by the fine lead work of Willie W nfield. Their fans should like, and jo-ks will certainly spin. Could get much loot.	styled reading here, but the flip is more powerful. (Ridgeway, BMI) BUDDY MILTON-THE TWILIGHTERS	Charlotte 1. Hearts of Stone, Charms, Del. 2. Someday You'll Want Me to Want You Drifters, Atl.	New York 1. Earth Angel, Penguins, Dtn. 2. Hurt, R. Hamilton, Epi.
"I CRIED MY HEART OUT" b/w "Baby, Don't Put Me Down" Duke #133	(Flair, BMI) Oobidee-Oobidee-Oo72 This one is in the "Sh-Boom" tradi- tion. It is read in okay fashion by the boys, but the flip is more power- ful. (Nu Way, BMI)	I'm the Child	 Bip Bam, Drifters, Atl. Polson Ivy, W. Mabon, Chs. Mambo Baby, R. Brown, Atl. Annie's Aunt Fanny, Midnighters, Fed. Never Let Me Go, J. Acc, Duk. You Upset Me Baby, B. B. King, RPM Shake, Rattle and Roll, J. Turner, Ad. 	 Mambo Baby, R. Brown, Atl. Teach Me Tonight, D. Washington, Mer. Sincerely, Moonglows, Chs. Ling Ting Tong, Five Keys, Cap. Dream, D. Washington, Mer. White Christmas, Drifters, Atl. So All Alone, Moonlighters, Che.
DUKE RECORDS 2809 Erastus St. Houston 26, Texas	TINY BRADSHAW Light	Good wax here. (Teri, ASCAP)	Chicago 1. You Upset Me Baby, B. B. King, RPM 2. Reconsider Baby, L. Fulson, Che.	Philadelphia 1. Sincerely, Moonglows, Chs. 2. Earth Angel, Penguins, Dtn. 3. I Don't Hurt Anymore
A Sure Fire Hit! THE SPIDERS "SHE KEEPS ME	NEW \$555-MAKERI YOU WERE	(Modern, BMI) JIMMY REED TRIO You Don't Have to Go	Cincinnati 1. Sincerely, Moonglows, Chs. 2. I Don't Hurt Anymore	 D. Washington, Mer. You Upset Me Baby, B. B. King, RPM White Christmas, Drifters, Atl. Never Let Me Go, J. Acc, Duk. I'm Ready, M. Waters, Chs. Hurt, R. Hamilton, Epi. Mambo Baby, R. Brown, Atl. Teach Me Tonight, D. Washington, Mer.
WONDERING"	LYIN' TO ME By PERCY MAYFIELD #537 #537-45	do well in the South on the boxes. Boogie in the Dark75 A rhythmic instrumental boogie re- ceives a strong rendition from the Reed Trio. The beat is solid, and it's a fine coupling for the flip. THE BEES	D. Washington, Mer. 3. Never Let Me Go, J. Ace, Duk. 4. You Upset Me Baby, B. B. King, RPM 5. Hearts of Stone, Charms, Del. 6. Hurts Me to My Heart, F. Adams, Her. 7. Somebody Touched Me, R. Brown, Atl. 8. Annle's Aunt Fanny, Midnighters, Fed. 9. Bip Bam, Drifters, Atl. 10. God Only Knows, Capris, Got.	St. Louis 1. You Upset Me Baby, B. B. King, RPM 2. Reconsider Baby, L. Fulson, Che. 3. Poison Ivy, W. Mabon, Chs. 4. I'm Ready, M. Waters, Chs. 5. Hearts of Stone, Charms, Del. 6. I Don't Hurt Anymore



10. God Only Knows, Capris, Got.

MUSIC-RADIO

Sally Goodin'....70

Gotta Get Back 60

handled by Johnson.

RICK JOHNSON

Same comment. (Gallatin, BMI)

woman. He sounds sincere.

KHOURY'S 644-Johnson tells the

sad story about loving another man's

Okay country rhythm ditty is neatly

MUSIC AS WRITTEN

Continued from page 24

singer Dean Stolber and are being ist. Sid Prosen is publishing the label has specialized in masters released by Double-A Records, the tunes.... Bill Carlisle, incorrectly of the 1920's up to now. Majar subsidiary label. Simon listed as a Decca recording artist, Dick Lyons, a.&r. staffer for House is publishing the tunes. . . is actually signed with Mercury M-G-M, leaves the label Decem-George Hayes has taken over Records. The Plastlylite Pressing ber 19 to join Edward Small Prothe merchandising of childrens' Corporation is constructiong a new, ductions. . . . Chicago distributor records at Columbia in addition to larger plant in North Palinfield, Jimmy Martin is in New York this his other sales work.... Music City Records is releasing a new phenolic, urea, and malamine Walker returned this week from a disk featuring a Japanese tune products, as well as vinylite and two-week business trip on the "Ichi Bon Tami Dachi" by a new group, the Rovers. The title means "my number one girl."

Veteran music publisher Joe Santly suffered a stroke this week. He is now at a local hospital. . . Publisher Dave Blum has recovered sufficiently from a stroke suffered about a month ago to leave Mt. Sinai Hospital next week. Blum will rest a few months and then expects to be able to return to work. All of the members of the music fraternity are very pleased by the news of Dave's swift recovery.

its Ninth Annual Christmas concert at Carnegie Hall here December 15. Ralph Hunter will conduct.... Roger King Mozian's ork mone for Mercury.... NBC will is cutting 12 sides for Pic Records. salute the American Society of



N. J. The firm will manufacture week. . . . M-G-M chief Frank plastic records.... Muzak Corporation has appointed Gerald Rock M-G-M Studio biggies. . . resigned.

David Whitfield, English chanter on London Records, will greet the press and friends at open house at the Warwick Hotel here on Wednesday (8). He will be on the Ed Sullivan Show on December 12.... Erroll Garner opens at the Embers here on December 13 for seven weeks. Mercury Records is releasing a new Garner album, "Mambo Moves Garner." ... Polly Arnold and Arthur Rich-The Collegiate Corale will give ardson, who have written only novelties in the past, are the collaborators on the ballad "Wind Song," recently waxed by Vic Da-Composers, Authors and Publishers on Monday (6), from 8 to 9 p.m. It is in honor of the Society's 40th Anniversary. Writers who will appear on the show are ASCAP prexy Stanley Adams, Irving Berlin, Richard Rodgers, John Golden and Otto Harbach. Skitch Henderson will lead the NBC Orchestra and Eddie Fisher will emsee.... Bill Farrell will be at the Copa in Pittsburgh for a week starting Monday (6).... Riverside Records will issue its first contemporary jazz sides when it releases a new recording by Bob Helm, clarinetist

The tunes were recorded by kid-| Dee Clifford is the featured vocal-| from the Turk Murphy ork. The

Coast, where he conferred with as sales manager for this area, suc- M-G-M's new kiddle artist, Sam ceeding Curt Pfenniger, recently Ulano is visiting deejays here with the label's distributors. . . . Gerri Green, Joy Music's West Coast representative, is the mother of a boy, born this week at Hollywood's Cedars of Lebanon. Her nonprofessional moniker is Mrs. Hal Farnell.... Don Walsh, formerly with Steve Hannagan, has joined Phil Dean Associates as an account exec.

Chicago

Recordland, the record industry fan magazine recently reported owned by three of the Four Aces, ceased publishing this week. It is understood that the backers are still trying to find a publisher in New York to continue with the venture. . . . James H. Martin, head of the independent distribut-ing firm that bears his name, marries pretty Dot Record's artist, Jean Strange, here December 20. Jimmy just returned from New York and Washington where he met with officials of M-G-M and London Records. . . . The December 11 issue of The Saturday Evening Post spotlights singer Frankie Laine in an article titled "The Case of the Screaming Troubador." In it, Frankie is revealed to have sold over 25,000,-000 records and earned a reported \$500,000 a year.

Reviews of New C & W Records

Continued from page 45

BETTY CODY

- VICTOR 5926-Tune adapted from a Stephen Foster melody and now a real weeper is sung warmly by the thrush as she laments her husbandless state. Side could get some deejay attention. (Trinity, BMI)
- You Want More of Me 71 Her new love wants more of her than she is willing to give, petulantly sings Betty Cody, as she explains she can't forget her other love. Okay wax, (Babb, BMI)

RUBY WELLS

VICTOR 20-5955-The young thrush grapples ably with the click ditty and turns in an acceptable job. Backing simulates the r.&b. origin of the tune. Should pull some nickels.

You Clobbered Me....73

The cute, bouncy item is handed a graceful and likable reading by Rub; Also figures to do good business.

RED SMITH

CORAL 61312-Rhythm novelty is handed an engaging reading. Smith and strings do right by the material for a mighty attractive slicing. Due for air exposure. (Globe, BMI)

You Upset Me Baby 70

Her physical measurements exert a strong appeal, chants Smith in this attractive country blues. Good juke play likely. (Modern, BMI)

DARRELL GLENN

VICTOR 5927-A new inspirational tune, reminiscent of many others, receives a good reading here from the chanter. He is aided by a chorus. Side should get attention in the field. (Valley, BMI)

Take Back the Heart 72 Here's a warm reading of a melodic

new weeper by Glenn on one of his best sides. The choral support is distracting, but the disk should get spins. (Trinity, BMI)

GRANDPA JONES Some Little Bug Is

Going to Find You72 VICTOR 5939-The warbler explains that no matter what we eat or drink some microbe or bacillus is going to find us somehow or somewhere. Cute wax and it should get spins, especially in rural area. (P.D.)

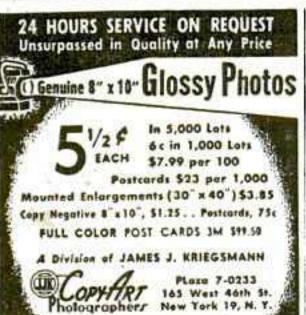
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MUSIC-RADIO

The board told the subcommit-

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Delinquency Report To Praise Videomen

Continued from page 6

following up its comments with dation to tighten the code to eliminotices to originating stations on nate "the use of horror for its own which the shows appeared that sake" and to stress "avoiding mathere were "some instances of ex- terial which is excessively violent cessive violence" in the film fare. or would create morbid suspense

that all of the films under review children." 'were produced originally for thereviewed were "Westerns," a type process of self-regulation and the is gone. which constitutes a "substantial expansion of program sources conpercentage" of that sort of product | tinues." available to TV broadcasters from movie studios. The board, in adcode. The proposed code strengthening is sure to be approved by the meets next month.

Altho the bulk of the reviewed films had been okaved for theaters by the movie industry's National Board of Review, the TV Code Review Board in its report to the Senate subcommittee stressed that this failed to provide "proper clearance for television" since clearance for theaters "did not take into consideration the intimate viewing by family groups as provided by television.

One member of the subcommittee staff privately cited this section of the TV Code Review Board's report as "singularly honest and intelligent," particularly since the Code Review Board went on to say that it was advising networks and stations to "exercise particular care in reviewing all programing is likely to remain the same. designed for, or subject to viewing by children, with specific emphasis upon film falling in so-called 'Western,' mystery and adventure categories" originally produced for movie houses.

Singularly impressive to the sub-

TV Film Doctor

• Continued from page 8

lacquer coating will catch most scratches, which can then be removed by removing the coating and replacing it. This process alone costs \$1.25 per 400 feet of 16mm. film. All costs are the same for both color and black and white. Bernard said that the effect on color film is most spectacular.

He emphasized that if the emul-Significantly, the board noted of other undesirable reactions in sion is scraped off, which would show up as a noticeable white line on the screen, there is nothing that ater display, not for television dem- tee it was convinced there will be any process can do to save the onstration." Three of five films fewer code departures "as this film, because then the picture itself

He said that there was really little that the distributor could do The board went on to divulge on his own to prevent film scratchthat it is recommending "a system ing, since very often the very procdition, proposed to tighten the for extending affiliation with the ess of wiping a film clean will proeffort of others allied with the duce new scratches. As far as the television industry whose product stations are concerned, he said, NARTB board of directors which comprises now a large share of the they should keep their projectors programing viewed in the Ameri- clean, the he realized that in many can home." This refers to TV film | cases the projectors are in work too often to make this possible.

MCA-TV Absorption of UTP

Continued from page 6

producers and the like.

watching developments with in- be known until after conferences next week, Revue has several pilots terest.

altho one was valued at \$150 and segements.

the other at \$100. Future policy

Wolf" (39), "Rocky Jones, Space Philadelphia, St. Louis, Salt Lake Ranger" (39), "Where Were You?" (26), "Mayor of the Town" (39), "Royal Playhouse" (52), "Counterpoint" (26), "Heart of the City"

(91), "Hollywood Off Beat" (13), "The Ruggles" (52) and "Old Watson Suit Asks American Barn Dance" (26). Original production cost for the 11 is in the neighborhood of \$10 million. MCA presently is syndicating tion charging Duchess Music Com-"Abbott and Costello" (52), "Guy pany with wrongful appropriation, Lombardo" (39), "Famous Playlicity manager of WNBK, Cleve-land. . . . Jan Murray collapsed the Badge" (39), "Telesports Di-"Follow That Man" (82), "Play-The combination gives MCA seven first-run series: "Waterfront," "Lone Wolf," "Rocky Jones," "Where Were You?" "Mayor of the Town," "Guy Lombardo" and "Man charging copyright infringement. Behind the Badge." Altho full production plans for cent hit by Perry Como on RCA Gross-Krasne and Revue will not Victor.

Neither organization has been in on hand, and Gross-Krasne has anthe habit of giving discounts to nounced three new shows, "The stations that buy a large amount O. Henry Playhouse," "Author's of product, but both have sold ac- Playhouse" and "Alias Jimmy Valcording to what a station can af- entine." In addition there is the ford. For instantce, a station able possibility of another series, "The to pay \$100 per show may have Gentle Grafter," and of the probeen given two programs for \$200, duction of 39 more "Lone Wolf"

MCA will probably add two or three new sales offices to its present Shows MCA is acquiring from 17, located in New York, Beverly UTP are "Waterfront" (6), "Lone Hills, Chicago, Boston, Atlanta, City, Cleveland, Cincinnati, Dallas, Detroit, San Francisco, Seattle, Roanoke, New Orleans and Toronto.

Reviews of New • R & B Records

Continued from page 46

rhythm ditty strongly to solid support by the other voices and ork. Good juk wax. (Cor nodore, BMI) I Want to Be Loved 74

Tender ballad of romantic yearning is put across ably by the group. Many will like this one. (Melrose, ASCAP)

THE MELLOW DROPS

When I Grow Too Old to Dream 75 IMPERIAL 5324-A brisk beat paces the group neatly as the boys swing out in an uninhibited re-work of the evergreen. Dancers will like this one, and the slicing could make some noise if promoted. (Robbins, ASCAP) That Crazy Song.....7"

Bouncy ditty is chanted infectiously by the group to a pounding ork support. Figures to ttract some juke n'ckels. (Commodore, BMI)

ANNISTEEN ALLEN

CAPITOL 3000 - Slow and tuneful blues is awarded a teasing and alluring performance by the thrush. A l'stenable side. (Fisher, ASCAP)

This blues moves a little more rapidly than flip. Another strong reading by the husky-voiced thrush. (Marvin, ASCAP)

CARL MATTHEWS

APOLLO 465 - Matthews apologizes profusely in this ultra-smooth blues warble. He performs beautifully to somewhat cool backing. Slicing should appeal to jazz collectors. (Bess, BMI) I'm Going Back Home....71

This one 'as a happier spirit and it is also performed knowingly by the chanter. (Bess, BMI)

THE ROCKING BROTHERS

R&B 1309-A live instrumental with a Latin-flavored beat that seems a little confusing due to its mixture of styles. The rocking rhythm section carries the day, however, making this a fair dance record. (Granite, BMI) Behind the Sun 69

Another solid dance item, this time to a slower buck dance beat. (Granite, BMI)

JOHNNY PERRY ORK

ATLAS 1038 - She invites another lonely one to share her love.- The slow blues is sung appealingly by Ida Haymes to quiet ork backing

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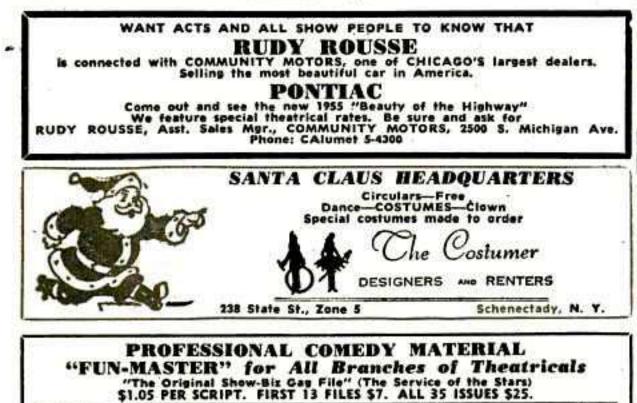
committee was a board recommen-

Restless People

Continued from page 3

folk, Va. . . . George Franklin Way IV has been appointed pubthis week and was rushed to the gest," "Biff Baker, U.S.A." (26), hospital, where it was discovered he was suffering from ulcers. His house 15" (78), "I'm the Law' replacement on "Dollar a Second" (26), "City Detective" (65), "Touch-on ABC-TV this week was Bud down" and "Regal Theater." replacement on "Dollar a Second" Collyer. . . . General Electric has split its radio and TV station operation in Schenectady, N. Y. Raymond Welpott has been named manager of the TV station, WRGB. The new post of manager of the stations services section was filled by Caleb Paine. All will report to the manager of the stations de-

partment, R. B. Hanna Jr. George Kapel has been appointed to the WGN-TV sales staff in Chicago. He was formerly manager of KOMU-TV in Columbia, Mo. . . . "Creative Cookery" has added WINT in Fort Wayne, Ind., thus making it the ninth station in the TV line-up of the ABC co-op department feature. . . . James H. Knox has been named TV co-ordinator of program and production in the ABC central division. He formerly owned his own agency in Florida.



150G From Duchess

HOLLYWOOD, Dec. 4 .- An acunfair competition and asking for \$150,000 in general damages was filed in Los Angeles Superior Court here yesterday by songwriter Jack Watson.

Plaintiff contends that 14 bars of the Duchess tune, "Hit and Run Affair," were taken from a song he penned titled "A Blessing in Disguise." Since Watson's tune was not copyrighted, the action could not be filed in U. S. Federal Court,

"Hit and Run Affair" was a re-



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City and State



49

HOCUS-POCUS

By BILL SACHS

Chicago way, is back in the States after a delightful visit to London and the Continent. While in the English metropolis, the Senator performed for the British magi jubilee and appeared on TV and radio for the BBC. In Amsterdam, he visited with Hank Vermeyden, magic dealer, to make arrangement for a series to run in Trix, Dutch mag. Crandall also has signed for a series to run in Harry Stanley's London Gen magazine. Other stops included Antwerp, Belgium, and Paris, where he visited with Jack Kodell. He's ravin' over the excellent treatment accorded him by the magic brethren on the other side. . . . Richard N. Oslund (Richard the Magician), still in the Navy at Norfolk, Va., is keeping his hand in by doing an occasional show in the area. . . . Stormy's Magic Bar, Buffalo, destroyed by a fire the past summer, has been rebuilt by owner-magician Roy T. Storms on another Buffalo site, with official unveiling slated for an early date. The gimmicked bar, Storms savs, will cost in the neighborhood of 200G. . . . Dr. Benjamin J. Pressman, New York dentist, has recently been granted a license by the Board of Education of New York City to teach magic at adult centers in the big town. . . . Elmer W. Morris has opened a new magic and novelty shop at 14 North Seventh Street, Fort Smith, Ark. He had as recent visitors Mr. and Mrs. Duke Montague, currently plaving school assemblies in Oklahoma. Morris' father, formerly stage carpenter on the Thurston show for seven years, also is residing in Fort Smith. . . . Burling (Volta) Hull, now working out of De Land, Fla., is reported dickering with a national TV network to present a magic series weekly out of Chicago . . . Mrs. Elaine Bloch, wife of Dr. Marcus Bloch (The Great Marco), has been appearing on Canadian dates recently under the billing of The Mysterious Madam Pearl.

CLARKE CRANDALL (The Sen-| and from the French capital will ator), slick trixster from up move into Sweden for a string of bookings. The Lew and Leslie Grade office, London, is handling. Jay and Doreen report that Eddie and Lucille Roberts scored like a house afire on their recent jaunt thru England, with the English press going all out for them. . . . Frye and Company, now making their home in Atlanta, have just concluded their annual tour of schools in Alabama. . . . Norman Jensen was headliner and guest on the annual show sponsored by Royal Vilas Chapter, Assembly No. 20, Society of American Magicians, Bridgeport, Conn., and held last week at the YWCA Auditorium, that city. Others on the bill included James Ryan, Chris Agnoli, Ruby Arnold, Stuart Dube, Gary Harger and Charles Munkassy. . . John Siems, clown magician, worked the Shrine Circus at the Coliseum, Fort Worth, November 18-28. . . . Frances R. Francis (Lady Francis), who recently left New York for the West Coast, has settled in San Francisco, where she plans to remain until early in January. She reports that there is little work for magi out that way. . . . New York magi are still talking about that character who wired the recent magicians' convention in Utica, N. Y., announcing that he had been killed in an auto crash on the new New York toll road while en route to the Utica conclave. Larry Hess, convention chairman, smelled a mouse, however, and pocketed the telegram. Thus, no publicity resulted for the spook who will do anything to get his name in the paper, even to "killing" himself. . . . Don Brandon, the "Arabian Nights" magician, is working out of San Antonio these days. Willard the Wizard

AMBROSE-Jack.

64, retired vaudeville performer, November 23 in Boston City Hospital, Boston, of a heart ailment. He formerly did a single and at one time worked with Jack Gregory and Company, hoop juggling act. Burial in Woodlawn Cemetery, Everett, Mass.

COMFORT-Ted W. A.,

32, builder and concessionaire on Penn Premier Shows, recently in Miami. Survived by his widow. Jeanette, and a daughter, Carol Ann. Burial in Jackson, Miss.

DONOVAN-Fred H.,

51, legal adjuster on the Clyde Beatty Circus, November 23 in Springfield, Ill. Prior to his connection with show business he was a member of the Springfield police force for many years and also served as president of the Springfield tent of Circus Fans of America. Survived by his widow, Elsie: two daughters, Donna June and Mrs. Joyce Parnell, both of Springfield; a sister, Mrs. Edna Pahrenbocker, also of Springfield, and a half-brother, Richard Fulkerson, Spring Valley, Calif. Burial in Springfield.

DRESSMAN, William H.,

71, expert on chimpanzees and trainer of the gorilla, Susie, at the Cincinnati Zoo for many years, December 1 at his home in Cincinnati. (Details in General Outdoor section.)

GOLDFARB-Dora,

69, mother of Herman Goldfarb, theatrical attorney and manager of Paul Winchell, in New York November 23.

GOLDSTEIN-Jacob (Jack),

63, former pitchman known as the Social Security King, November 23 in Los Angeles. At the time of his death he was employed in the Los Angeles County tax assessor's office. However, he retained his position as head of Gould Enterprises and often pitched novelties and souvenir items at California events.

GUIBORD-Reuben,

father of Kenneth Guibord, Michigan salesman for Paramount Pictures, November 25 in Ely, Minn. In addition to his son, he is survived by his widow, Alice, and a daughter, Mrs. Grant Parker. Burial in Detroit.

MARTIN-Glen.

39, veteran concert singer and a member of the faculty of the Brooklyn Conservatory of Music, November 26 in Norwalk Hospital, Norwalk, Conn. Survived by his widow, Helen; a son, Jeffrey; his mother, Mrs. W. M. Gross, and two brothers, Dr. Robert Gross and Dr. Dean Gross, all of Great Neck (L. I.), N. Y. Burial in Wichita Falls, Tex.

OBERNDORFER-Frank,

36, salesman for television Station WTVW, Milwaukee, November 28 in Mil-waukee. Burvived by his daughter,

MARRIAGES

knighted by Queen Elizabeth earlier this year. He also acted at times on the ELIAS-MACKLOW-

William Cyril Elias, non-pro, and Carolyn Agnes Macklow, widely known trick and figure skater and one of the operators of Skateland, Bridgeport Conn., November 25 in that city.

volunteered as subject for a stage hypnotist and got laughs. He was credited with inventing the original baggy pants, small derby and cane act HAMILTON-MALLOY-

Paul Hamilton, non-pro, and Ullaine Malloy, aerialist, November 13 in South Bend, Ind.

MIEHE-RENARD-HAGGEN-

Louis Miehe-Renard, well-known Danish actor (member of the Miche circus dynasty), and Ellinor Haggen (of Edinburgh), captain of a troop of "Blue Bell's" dancers, were married in Copenhagen on November 19.

Nashville, at his home in that city WILLIAMS-ROBERTS-December 1. (Further details in Music-

Charlie Williams and Boots Roberts, both associated with Hagensick's Rides, recently in Aransas Pass, Tex.

BIRTHS

transparent plastic format embodying pictures of the artist or subject right DOSSin the disk, and was in direct charge

A daughter, Tara Suzette, to Mr. and Mrs. Benny Doss November 23 in Moody Hospital, Dothan, Ala. Parents are med show owners.

FLORA-

A son, Gregory Wayne, to Mr. and Mrs. Vaun R. Flora November 20 in Lakeview Hospital, Danville, Ill. Father is associated with Sunset Amusement Company.

GUNTER-

A son to Mr. and Mrs. Harrison Gunter recently in Alice. Tex. Parents operate the Buckhorn and Coyote drive-in theaters in that city.

Radio City Theater, Ferndale, Mich.; the Wyandotte and Rialto, Wyanodite, Mich., and the Mercury, Detroit. Sur-vived by his widow, Hattle, and five KIMPEL-

A daugher, Dolly Ann, to Mr. and Mrs. Ted Kimpel November 11 in St. Anthony Hospital, Denver. Parents are concessionaires with Forsyth & Dowis Rides.

THOMPSON-

A son, John Franklin II, to Mr. and Mrs. E. T. (Red) Thompson November 19 in Casa Grande, Ariz. Father is digger operator on Siebrand Bros.' Shows.

DIVORCES

WILBURG-John L.,

veteran concessionaire and one-time vaudeville performer, November 15 in WARING-General Hospital, Greenville, Miss. At the time of his death he was with Ideal

(Harry Willard), who was in the San Antonio sector several months ago, has drifted to parts unknown with his road show and San Antonio friends are anxious to learn how he's faring. . . . Morris Cohen (The Amazing Maurice), out of the hospital after taking treatment for

TAY PALMER and **Doreen** are a slight heart attack, is working a now in Paris after a threecruise ship on the Bahamas run month tour of English music halls, with his magic.



Union City, N. J., week of November 28 with a new Ted Littleton routine called "A Fantasy in Modern." Reinforcing the action is a vocal. . . . Charlie Robinson, comic, is in mourning over the loss of his mother, Dora, who died at the age of 80 from a heart attack in her Detroit home on October 27. . . The Grand, St. Louis, closes December 14 for the holidays to reopen New Year's week with Rose LaRose. Current principals are Irma, the Body; Joey Cowan, Al Anger, Harry White, Barbara Curtis, Dottie Ivory and Len Morgan. . . . Denver niteries featuring strippers, exotics and interpretive dancers are getting their share of the club biz with Warren St. Thomas' Tropics headlining Lotus Win.g for a limited stay. She is billed over Shandora, exotic. Betty Dixon, labeled "The Bouncing Bundle of Curves," is back at Tony Veto's Chez Paree after sundry tours. Here also is Tona Anthony, held over, and Paul Dona, emsee. . . . Exclusive bookers for the Monte Carlo and Boulevard Chalet niteries in New Jersey are Al Barberie and Mickey Croydon who say they can use any number of strips and evotics thru their New York office, 1576 Broadway. . . . Vol. 1, No. 1 of the "Comedy LaCisero. . . . Eleanor Sheridan, and Smiley Burnette carded to "Grand Ole Opry" show at him Austin, Tex., and KTAE, Taylor,

Sequin reopened at the Hudson, should find the contents interesting. . . . Bob Miller, assistant treasurer of the Hudson, Union City, N. J., and his wife, Angela Aragona, celebrated their sixth at their Union City home.

Gypsy Nina is being featured in Georgia's Blue Room in the Hotel Bristol, New York. . . . Dick Dana, straight man, with the close of his Hirst unit on November 27, moved to the stock show at the Palace, Buffalo. . . . Sally Lane and her monkey opened November 24 at the Gayety, Norfolk, thru Jack Montgomery who attended the outdoor show convention in Chicago to negotiate deals with carnie owners for midway shows for next season. . . . The names of Joe E. Brown, Jack Pepper and Harry Delmar appear among a list of 48 new members recently initiated in the Hollywood Comedy Club, a social org of which Vernon Rickard is the secretary and monologist; Will Ahearn the headliner, and Johnnie Morris, the stage manager.

. . Lili St. Cyr opened November 12 at the El Rey in Oakland, Calif., for three weeks. For her coming, owner Pete DeCenzie installed a nev stage floor and footlights. Opening nite was s.r.o. with sign reading "Welcome Back, Lili." to run to the \$10,500 figure. CoKathy, and his mother, Mrs. Gladys Oberndorfer.

Rides, Hollandale, Miss. Burial November 17 in Greenville.

THE FINAL CURTAIN

85. a leading figure of the British

music hall stage, November 29 in Salt-

dean, Sussex, England. Over a career

of 65 years he became known as the

"prime minister of mirth," and was

legit stage and in films. He studied in

Germany and at Cambridge to be an

engineer and, actually, broke into the

theater by accident in 1891 when he

which was imitated by Charlie Chaplin. He is survived by his widow, Blanche

Littler, and a son, Edward G., a London

58, head of Acuff-Rose Publications, a

leader in the country & western music.

publishing field, with headquarters in

37, president of Sav-Way Corporation,

Detroit, November 27 at Harper Hos-

pital, Detroit, from leukemia. He was

the inventor and manufacturer of Vogue

Records, launched about 1945 in a

of recording for a number of years. Sur-

vived by his widow, Adele, and a daugh-

82, veteran musician, recently in Mil-

waukee. For many years he played string base in vaudeville and movie house

orchestras thruout the Milwaukee area.

He was also a member of the Milwaukee

57, Detroit theater owner, November 28

in that city. His interests included the

sons, Eugene, Richard, Gerald, Ronald and A. Robert. Burial in Clover Hill Cemetery, Detroit.

50, Detroit theater owner, November 24

in that city. He formerly operated the

Medbury, Grant and Davison theaters,

Detroit, and the Visger (now the Elliot),

River Rouge, Mich. At the time of his

death he was associated with his sons

in the operation of the Arcade Theater,

Detroit. His son and his widow survive.

Musicians' Association since 1900.

Radio section, this issue.)

SAFFADY-Thomas F.,

ROBEY-Sir George,

magistrate.

ROSE-Fred.

ter, Janet.

SLOAN-Eugene,

PANN-Louis,

SIPPEL-Charles F.,

Waring, widely known band leader and choral director, December 2 in Las Vegas, Nev.

Evalyn Nair Waring, non-pro, from Fred

FOLK TALENT & TUNES

Continued from page 44

played a p.a. in Memphis en route Ranch Gang; on Tuesdays and back to Dallas, where he is a Thursdays it's the Dixie Ranch regular feature of WFAA's Satur- Gang, featuring Curly Burroughs day night jamboree. . . . Tex Clark, and the former Tune Twisters. On of Tex and Glen, typewrites that Fridays, Bill Gatins and the Dixie the weekly jamborees held at the Rhythm Boys are featured, and Hough 79th Street, Cleveland, are Saturday has each of the three holding up well at the box office. With Tex and Glen on the pro- Gang. The Palomino Ranch Gang gram are the Rainbow Valley also doubles each Saturday on a Gang, Pat Haymons and Jimmy jamboree and dance at the Petite Kish. Roy Scott, WWVA, Wheeling, W. Va., and Marty Roberts, of WCKY, Cincinnati, are slated for early guest appearances.

With the lockeys

Cactus Pete Williams, gospel and country deejay at WGGA, Gainesville, Ga., starts spinning the Sage," "Strawberry Roan" and hillbilly wax at KTKT, Tucson, Ariz., January 3. . . . Georgie Riddle, 19-year-old deejay and entertainer at WMRI, Marion, Ind., is putting in the first two weeks flowers in the lobby and a large in December working dates with Taylor, both current Capitol re-Smiley Burnette thru Eastern Her pay for the engagement is said Indiana. Georgie, who waxes for the Hoosier label, recently inauguprincipals are Benita Francis, rated a new TV show, "Monday signed for an addition of 12 weeks; Hoedown," in Marion. Riddle is

station's "Louisiana Hayride" at country wax two and a half hours a formances at Blair Jr. High School the moment is Elvis Presley, the day, six days a week. . . . George Auditorium, Norfolk. On the bill youngster with the hillbilly blues Lester and his side-kick, Cousin were Carl Smith and the Tunebeat. . . . Jimmy Littlejohn (Colum- | Ed, of KDBC, Mansfield, La., ap- | smiths, Mother Maybelle and the bia) held down the guest spot on peared recently as guest deejays Carter Sisters, Cowboy Copas, "All-Star Country Roadshow" at on KWKH's "Louisiana Hayride" Johnnie and Jack, Benny Martin Northside Coliseum, 'Fort Worth, and "Red River Round-Up," and Kitty Wells. It marked the November 27. . . . Sonny James, Shreveport. . . . The Dixie Ranch third personal in Norfolk in seven after spending Thanksgiving with Show at WAVY, Norfolk, pi- weeks and all of them scored his parents in Hackleburg, Ala., loted by Locky Lon Backman, handily, according to Davis. . . . hopped into Nashville to do the has become an outlet for local Bob Prather continues to whirl em Prince Albert portion of the country and western talent. On at WEAS, Decatur, Ga., which in "Grand Ole Opry" over the NBC Mondays and Wednesdays, it's addition to its daily programing, network November 27. Sonny also Lucky Wray and the Palomino is now doing eight hours of c.&w. groups back with the Dixie Ranch Hotel, Portsmouth, Va., while Backman and the Dixie Ranch Gang recently instituted a regular Friday night jamboree at the Senator-Palms Restaurant, Portsmouth, and a Sunday evening supper show at the Palms. . . . Pappy Nat Vincent, writer of "Bloom on other country ditties, is back in the writing field, with two of his new for many years with his wife, Evie. tunes, "I Cotta Be Gettin' Home," by Bill Strange, and "When You're conducts "Red River Round-Up" Making Love to Me," by Vonnie on KWKH, Shreveport, reports that leases. Pappy represented Southern Music and Peer International at the recent deejay conclave in Nashville.

Sheriff Tex Davis, of WCMS, Princess Tagore, Ruby Reed, Vir- also booking talent for his jam- Norfolk, was forced to pass up the Mansfield, La., and Bill Betts, of ginia Pollard, Memory Lee, Happy boree in Marion, with Jimmie recent deejay fracas in Nashville KCLF, Clifton, Ariz. . . . Pfc. C. V. Raye, Bruce Brooks and Tony Skinner on deck November 28, when his bosses threw another (Red) Jones, formerly with KVET,

music on Sundays. Prather, formerly with the Jordanaires and other quartets out of Nashville, splits the Sunday duties with Kirt Alexander. . . . Jay Bennett continues to maintain a rigorous schedule at KGAR, Garden City, Kan., doing a 6-7:55 a.m. shot, Monday thru Saturday; a hillbilly hit parade on Saturday, and a daily 11:30 a.m. stint that runs into the early afternoon, five days a week.

Arizona Dave Chambliss is spinning country wax at KSKY, Dallas, while doubling in the area with his rope and whip act. He had as recent guests Bill Locklin, a newcomer to the Decca label, and Dub Dickerson, who was on personals in the Texas territory. Arizona Dave has been a rodeo performer

, Balin'-Wire Bob Strack, who on KWKH, Shreveport, reports that Jerry Byrd's "Texas Playboy Rag" has been the most requested platter on his show for three weeks in a row. Strack has enjoyed visits recently with Willie Jones, of KCFH, Cuero, Tex.; George Lester, KDBC,



OUTDOOR

THE BILLBOARD

50

Communications to 188 W. Randolph St., Chicago 1, III.

DECEMBER 11, 1954

BONANZA BUYING MARKS CHI OUTDOOR TRADE SHOW \$250,000 Display May Account For \$7,000,000 in Gross Sales

By JIM McHUGH

CHICAGO, Dec. 4.-An unexpected wave of buying, with both park and carnival operators participating, turned the 36th annual trade show of the National Association of Amusement Parks, Pools and Beaches into a bonanza date for manufacturers and suppliers.

The pre-show outlook, many said, was not good. However, a

Park Men Hear Agreement by NBOA, ASCAP

CHICAGO, Dec. 4.-Amusement park operators with ballrooms are benefiting from the uniform agreement negotiated by the NBOA with ASCAP, music royalty chairman Henry Bowen told members of the NAAPPB in convention here this week.

He stated that the basic agreement calls for payment of .7 of 1 per cent of the gross, excluding income from refreshments. He also reported that a charge for music devices on amusement rides is made on the basis of \$60 per year per ride or \$30 per six months. designed for the juvenile trade. A

floor survey of the principal exhibi- As might be expected in a buyresults.

Staged at a cost estimated at \$250,000 by the American Recrefour-day exposition sparked an es-timated \$7,000,000 in gross sales which will be mostly culminated by spring. Many orders were re-ported finalized on the floor with Bill Dressman, deposit money proffered freely.

More Exhibit Space

There were 172 booths, about 10 more than last year, Paul H. Huedepohl, NAAPPB executive secretary, reported. The total attendance was estimated at around 6,000. The per capita spending H. Dressman, well-known authorappeared to be unusually high.

orders received at the show would trainer of the Cincinnati Zoo's require their total output to fill. But, with material and help hardly a problem anymore, the chances He had been ill since September. are that they can expand their output if need be.

In retrospect several manufacturers attributed the brisk buying to the elimination of the federal admissions tax in time for the past season's operations. Additionally, many ride operators had a rather good season even the other operational phases in the outdoor indus-try did not.

Once again equipment offered mostly consisted of miniature units A \$1 per day fee for loudspeakers number of operators made note of Bowen mentioned the possibility several manufacturers voiced an a young man. Surviving is his year rolls around.

tors during the closing hours ing year there was little mention Wednesday (1) revealed not one of price in the sense of a buying exhibitor who was not happy with barrier. For the most part prices remained on a par with last year, which is to say high, but not out of line when compared to other ational Equipment Association, the commodities. Indeed, competition was such that out-of-line pricing

(Continued on page 62)

Chimp Expert, Dies in Cincy

CINCINNATI, Dec. 4.-William ity on chimpanzees who perhaps Several manufacturers reported achieved his greatest renown as gorilla, Susie, died Wednesday (1) a' his home here at the age of 71.

> Dressman and Susie came to the zoo in 1931 when the late R. J. Sullivan bought the animal for the park. She died in 1947 after becoming one of the zoo's chief attractions. She arrived in this country in 1929 aboard the Graf Zeppelin on its maiden flight across the Atlantic, and until 1931 Dressman and the animal traveled with circuses. Dressman was one of the to eat like a human.

Few Fairs Switch Carnivals at Chi; Atlanta to Gooding

ACA Adds Anderson, Montgomery; **Buff Hottle, William Collins Gain**

By HERB DOTTEN

CHICAGO, Dec. 4.-Carnival contracting switches by major fairs at the convention of the International Association of Fairs and Expositions here this week hit what may well have been an all-time low.

Of the major fairs represented, only one, the Southeastern Fair, Atlanta, changed to another show, The Georgia Fair, now headed by Col. Lee Carteron, signed Gooding Amusement Company.

The two top Midwestern railroad shows, Royal American Shows and Amusement Company of America, emerged with all of the dates they usually set here again under contract.

Picks Up Two

The Amusement Company of America, managed by Paul Olson, came out with some gains, picking up two fairs which, while not classed as major, will bolster its route. It inked the Anderson (Ind.) Free Fair and the fair at Montgomery, Ala.

Signing of Anderson will give the show an earlier opening for its fair season, as the Hoosier fair will lead few trainers ever to teach a gorilla off, preceding the Northern Wis- Cole Bros.-in 1949. For the past consin Fair, Chippewa Falls, which four years he operated rides and Dressmap was a native of Cov- for years has been the opening shows on the Royal American Besides pacting Anderson, Chip-Miss., and Beaumont, Tex.

Only major fair on the ACA's regular route not signed is the Illinois State Fair, Springfield, but award of this contract, as in the past, will not be made until early in the new year.

The ACA will carry the rotor (Continued on page 54)

Bobbie Hasson Set to Manage **R-B Side Show**

SARASOTA, Fla., Dec. 4 .-Bobbie Hasson this week was signed to manage the Side Show on the Ringling-Barnum Circus in 1955.

Hasson is a veteran in the business. He started with the Ringling show in 1937 under Clyde Ingalls and later served as assistant to Fred Smythe, Ringling Side Show manager.

He last trouped with a circus-Shows and during the past two years was owner-operator of the Side Show on the Royal American. the assistance of his wife, Rita Cortez, on the Royal American. Hasson succeeds Richard Slayton on the Ringling show.

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systems is charged, he said.

BMI's.

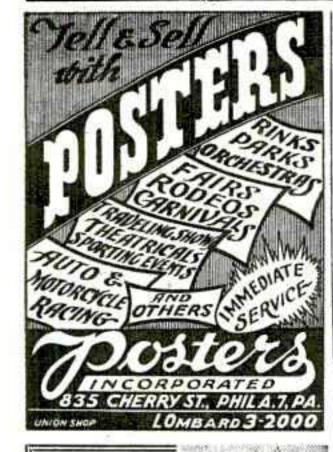
the lack of new major units and ington, Ky., and joined a circus as fair date for the show. of a basic agreement with BMI. awareness of a definite need for widow, Caroline, who also had con- pewa Falls and Montgomery, the He also reported that NBOA was new major rides. On the basis of siderable success as a trainer of ACA closed to return to the Iowa He will continue to operate, with making a study to determine what inquiries it seems safe to say that percentage of played music is heavier units will be off the boards were held today and burial took bama State Fair, Birmingham, and ASCAP's and what portion is and into production before another place in Vine Street Hill Cemetery, the fairs at Chattanooga; Laurel, Cincinnati.



EVIE BELEW, "MISS OUTDOOR SHOW BUSINESS OF 1954," poses with the four top contenders and Charlie Zemater, chairman of the committee of the Showmen's League of America, which sponsored the contest. The crowning of Miss Belew, the entry of the Royal American Shows, was made Wednesday (1) at the annual banquet and ball of the Showmen's League in Chicago's Hotel Sherman. June Reynolds, World of Today Shows entry, placed fifth but was unable to attend the banquet and ball. Her stand-in, Dolly Frazier, is shown at the extreme left, with Mrs. William T. Collins, of the William T. Collins Shows, who placed third. Joy Purvis, representing the Gooding Amusement Company, who finished in second place, is shown at the extreme right, with Anne Rice, of the Amusement Company of America, fourth finisher, second from the right.

GENERAL OUTDOOR

51





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CONVENTION NOTES

Dancing Waters Set For Many Repeats

CHICAGO, Dec. 4. – Dancing Waters units will go out again in 1955 with the Royal American Shows, the Amusement Company events for the Dodge Corporation, of America, the Gooding Amusement Company and the World of Mirth Shows, Harold Steinman and hell driving groups will have Dodge Sam Shason announced at the close cars in 1955. of the conventions here this week. Al Osborn also will have a unit in the West, they said.

Glen Boyd, secretary of the Ozark Empire Fair, Springfield, Mo., was elected president of the Midwest Fair Circuit for the sixth

The International Motor Contest Association also re-elected its president, R. H. McIntosh, secretary of Alabama State Fair, Birmingham. The IMCA again named Canadian Daredevils and Lee Lott. C. C. (Pete) Baker, manager of Oklahoma State Fair, Oklahoma City, vice-president, and Frank Harris, Davenport, Ia., secretary-treasurer. Joe Monsour, who recently succeeded the late W. R. Hirsch as secretary-manager of Louisiana State Fair, was selected as a director to fill the vacancy left by Hirsch's death.

Starr DeBelle, now press agent with Mills Bros.' Circus, and Sammy Snead, of the James E. Strates Shows, were the winners of station wagons in the annual contest sponsored by the Showmen's League of America.

The many friends of J. A. Theobold, secretary of Utah State Fair, Salt Lake City, were saddened to learn he had been stricken with a heart attack and was hospitalized in Salt Lake City.

in a Caravars installation dinner.

Frank Wylie, director of special was an interested spectator. The Jack Kochman and Jimmie Lynch

Thrillers Gang Up

Thrill show representatives added up to a small army. Units represerted besides those of Kochman and Lynch included the Congress of Hollywood Daredevils, Ward Beam's International Auto Dareyear at the annual circuit meeting. devils, Earl Newberry's Tournament of Thrills, Joie Chitwood, Jack Holden, Irish Horan's Lucky Hell Drivers, Aut Swenson's Caval cade of Thrills, the Congress of

Altho they had virtually no business to attend to, Martha and Ben Weiss attended both the New York showmen's banquet and the Chicago doings, They left Thursday (2) for their home in Miami where they will hibernate for the winter except for the possibility of some activity in Cuba.

Patty Conklin; his wife, Edith, and son, Jimmy, will leave next month on a trip around the world. Last winter they also traveled extensively but confined their touring to Mediterranean ports.

The Fascination exhibit at the trade show had 3,693 players, better than half of the estimated attendance, utilizing the eight units on exhibit. No money was made, for demonstration purposes.

Indiana Wins Award

Federation of Fairs meeting. Said it was an honor for him, a good Democrat, to be introduced by a good Republican, Harry Kelley, of Hillsdale, Mich.

Dean Hosts Queens

J. M. Dean, manager of the Mississippi State Fair, Jackson, had the five finalists in that State's forestry queen contest as his guests at the Showmen's League Banquet and Ball.

Standing joke among parkmen at the convention was the recollection of the buffalo hunt during a tour that was part of the summer session at Bob Plarr's Dorney Park, Allentown, Pa. It seems that no one was able to locate the buffalo in a game preserve.

Two past-presidents of the park association, who usually are quite active, were not able to attend this time 'because of illness. They are A. B. Surtler, Elitch Gardens, Denver, and Adrian W. Ketchum, formerly of Forest Park Highlands, St. Louis. Ketchum usually has been first of the park men to arrive in Chicago for the meet.

Tire Man on Hand

Jack Bogart, tire man with a major retail outfit, who handles tire accounts with many circuses and carnivals, was among those checking attendance in the lobby.

Mary Hartline, of TV's "Super Circus," was a guest at the park banquet and ball. A. B. McSwigan escorted her to stage where she was introduced by Elmer Foehl and George Hamid.

Maurice E. Chalfin, top executive of "Holiday on Ice," and its allied operation, was active thruout the convention. Two of his icers are scheduled for the fair circuits again next season.

Frank Fellows in Town Frank Fellows in Town Frank Fellows, of the Spring-field, Mo., fair, arrived in Chicago several days before the convention with plans to visit with Clint however, since all games were free field, Mo., fair, arrived in Chicago with plans to visit with Clint The Indiana State Fair took top Finney, of Aurora, Ill. They had lost track of each other and got on its livestock department this together to recall old days with Gentry Bros.' Circus. Duncan Renaldo, the Cisco Kid, was on hand for the entire convention, renewing acquaintances with fair executives and mulling plans for more action in the outdoor fields. Meeting many midway folks was a new experience for the Kid and he declared he was learning the language. Earl Lindsay, former circus executive and now representative for Gene Autry, was a busy man, looking into possible fields for Autry shows and renewing circus acquaintances. Nick Carter, concession operator, revealed he and partners are laying plans for opening a swimming pool, ballroom and small park for Negroes in Sarasota, Fla.



MERRY-GO-ROUNDS, BOAT RIDE, BUGGY RIDE, PORTABLE ROLLER-COASTER, SKY FIGHTER, TANK RIDE, JOLLY CATER-PILLAR, KIDDIE AUTO RIDE AND GASG-LINE SPORT CARS.





CAROUSELS-ORGANS

KIDDIE RIDES-TRAINS

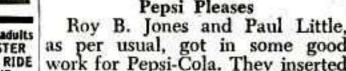
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as per usual, got in some good work for Pepsi-Cola. They inserted convention hotel mail boxes bid-Pepsi rooms and partake.

Plans Spring Show Sen. Clyde E. Byrd, secretary Little Rock, disclosed that a new awarded the second prize, wasn't spring event-the Arkansas Junior on hand to accept his trophy. Fat Stock Show-will be held on the Little Rock grounds. The show will run two days, April 15-16, and with attractions in the grandstand and Schafer's Just for Fun Shows on the midway for a week's stay.

Schmitz Skips Spread Clem Schmitz, insurance broker, passed up the staging of his annual cocktail party preceding the ningham, president and secretary Showmen's League banquet for the of the Iowa State Fair, took much first time in 19 years. Clem's stay at the Sherman was even shorter fair execs when it was announced than usual with all business dealings concluded in time to enable the International Livestock Show him to catch a train early Wednesday (1) for New York.

Dorothy Packtman, George A. Hamid & Son exec, at, tended for the first time in years. Besides a busy schedule of events scheduled within the hotel, Dorothy and her roommate, Midge Cohen, squeezed

honors for the publicity program printed invitations in all of the year and was awarded the Breeder's Gazette Trophy. Sam Guard, ding showmen to visit them in the editor, made the award with Kenneth Blackwell, secretary, and Don Davis, publicity supervisor, accept-Sen. Clyde E. Byrd, secretary ing for the fair. Clyde Byrd, whose of the Arkansas Livestock Show, Arkansas Livestock Show was

Charles Michaelis, of the Palais des Sports, Paris, was introduced around by Earl Newberry, top man in Tournament of Thrills. Michaelis will handle the booking chores on Newberry's European thrill show tour next spring.

Harold Pike and Lloyd Cungood natured kidding from other that the two top judged steers at came from Iowa but where shown by two young girls. The grand champion, an Aberdeen Angus steer, placed third at the Des Moines annual this year.

James Hare, former secretary of for Michigan, spoke briefly to the Ring Bros.

Lou Nelson has taken a post as riding master and trainer at the Cleveland Riding Club, Shaker Heights, O. He'll also handle promotion of the club's horse shows, circuses, talent shows and others. Also at the club is Esther Baker, the Michigan State Fair, who was who was known as Jody Lin when recently elected secretary of state she was with Ringling-Barnum and





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GENERAL OUTDOOR

DECEMBER 11, 1954

Nebraska State Fair Canada Rodeo **Turns to Ice Show**

Chi Confab Hears Rumbles Over Revues; **Canadian Cirk Inks Ernie Young Show**

here this week at the Hotel Sherman, but only three fairs, one of which was the Nebraska State Fair, Minnesota State Fair, St. Paul, switched to another type attraction for 1955.

52

The Lincoln Fair closed for an ice show-"Holiday on Ice"- for six night performances. The other two fairs which broke with the long - established pattern were Great Falls, Mont., and Casper, Wyo., which plan to substitute a rodeo in full or in part for the time hereto given to revues.

Countering this, the Colorado State Fair, Pueblo, contracted a revue, whereas formerly it presented a program of circus-vaudeville-type acts. Pueblo booked thru Barnes-Carruther: Enterprises, which in the past supplied Lincoln, Great Falls and Casper with revues.

The rumblings over revues' drawing power was not confined to fairs in the West. Similar expressions were heard from the East, Southeast and the Midwest.

has booked revues for many years, left the convention with indications that it would switch to an ice show.

CHICAGO, Dec. 4.-Rumblings | making the switches was that reof dissatisfaction with the pulling vues are not holding up, attendpower of revues as night grand- ance-wise, in the face of TV stand attractions marked the annual where the same acts or comparconvention of the International As- able acts, lines of girls or routines sociation of Fairs and Expositions may be seen by fair patrons for free.

> Doug Baldwin, secretary of the maintained that television is not hurting his fair's night grandstand business.

George A. Hamid, who heads tions between the two. the New York booking agency "There is no problem we have (about revues) that can't be solved."

The only group of fair men at the discussions were the delegates from the West Canadian Class A Fair Circuit. For the first time, they awarded their grandstand revue contract here during the convention, rather than at their winter meeting in Winnipeg.

Ernie Young, of the Chicago agency of that name, was awarded the contract. Besides Young, there were seven other bidders, representing the Hamid office, the Barnes - Carruthers Agency, the Boyle Woolfolk Agency, the Planalph-Sun-Grossman Agency, Mu-One North Dakota fair, which sic Corporation of America, the Charles Zemater Agency and the L. N. Fleckles Agency.

the Saskatchewan Golden Jubilee 18-19; Medicine Hat, July 21-23; Jack Reynolds, manager of the Commission, sat in with the West-Eastern States Exposition, Spring- ern Canadian Circuit delegates, as field, Mass., said that he does not Jubilee is contributing some money 30-July 1; Cochrane, September 5; in history, National Speedways, were the Poppers Supply Company, plan to book any acts for his to the grandstand revues which Hardisty, June 10-11; Edmonton, Inc. (Al Sweeney), left the Inter- Philadelphia, and the National Pool will be themed to the anniversary The view expressed by fair men observance in 1955.

Group Seeks IRA Auspices

CALGARY, Alta., Dec. 4.-The Canadian Stampede Association may approach the International Rodeo Association in the United States with a view to becoming an affiliate body, the annual meeting of stampede managers was told here.

Dick Cosgrave, Rosebud, Alta., vice-president of the Canadian organization, will attend the IRA convention this winter to further rela-

Cliff Vandergrift, of Turner Val- show period. bearing his name, contended that ley, president of the Cowboy's Protective Association, told the managers that if any contracts were signed for televising rodeos, the CPA would expect 35 per cent of could not see why television comprivileges and be allowed to film rodeos free.

> 1955 was a \$5 a day fee on each dence and the rental scale did not wagon in a chuckwagon event. Previously no fee was charged. It wa also agreed that stampede Sweeney Bags chuckwagon purses of \$750 for a two-day show if outriders were provided by the wagon teams, and \$500 if no outriders were used. Peak Bookings

Dates for Canadian Stampede Association rodeos in 1955 follow: Fort MacLeod, June 30-July 1; Fred McGuinness, representing Taber, May 23-24; Cardston, July Luseland, Sask., July 1; Swift Cur-

Poor Gate Strangles New York Winter Show

International Winter Sports Show arrivals getting space at sharply closed on a sorry note Sunday (28) reduced rates. A couple of exhibiafter nine days of sub-par attend- tors pulled out after the first weekance complicated by unfavorable end of the run. weather.

paid turnout did not reach 15,000 wholely with the promoters. The for the event, held in Madison problem run into immediately by Square Garden's basement Exposition Hall.

four-times-daily ice show headed peal for. up by Evelyn Chandler and produced by Harry Hirsch, aided by Dolores Pallet. Put together for the occasion, it was seeking theater bookings for the postwinter

Limited Appeal

But for the talent, there was little for the man in the street to find of interest and not much either for winter sports enthusiasts. Caterthe convention not drawn into the gross amount paid. He said he ing heavily to the ski-and-skate crowd, the show did not appear to panies should be given special have the heavy metropolitan area market it would have needed for a successful box office. There was Included in rule changes for much unused display space in evi-



rent, Sask., July 1-2; Ponoka, June ing their best convention bookings supplies. Rating honorable mention

NEW YORK, Dec. 4.-The first hold up prior to the opening, late

The failure was apparently not in It was reliably estimated that the the publicity, which was active, or general manager Joe Ritter and his associates was the limited number High spot of the affair was the of persons that the show held ap-

Hot Rods Wins Trade Show **Sweepstakes**

CHICAGO, Dec. 4.-Hot Rods, Inc., New Ycrk, won the John R. Davis Award (Sweepstakes) for the most meritorius exhibit at the annual trade show of the National Association of Amusement Parks, Pools and Beaches. The firm's exhibit was composed entirely of foreign-made units ranging from hot rods to complete Skooters.

Winning honorable mention in the same category at the four-day show which closed Wednesday (1) were the Arrow Development Company, Mountain View, Calif., and Keller Breland Associates, Evanston, Ill.

Pepsi-Cola won the Charles S. Wilson Award for the most meri-CHICAGO, Dec. 4.-Encounter- torious exhibit of equipment and June 13-18; Hanna, June 1; Hand national Association of Fairs and Equipment Company, Birmingham. The D. S. Humphrey Award for the most meritorious new device ex-Business signed included two hibited was won by the Eli Bridge fairs new to the NS circuit, the Company for its Scrambler ride. Northwest Missouri State Fair, Honorable mention was earned by Bethany, and the Fond du Lac Eric Wedemeyer, New York, for the Roto Jet and Norman Bartlett, The Williams Manufacturing year, with the Florida State Fair, Company, Chicago, won the Henry Tampa; the Wisconsin Valley Fair, A. Guenther Award for the most Wausau, and the Kansas Free Fair, meritorious exhibit dealing in games or Arcade equipment. Honorable Al Sweeney announced that the mention went to the Exhibit Supply 1955 schedule would open in Company, Chicago, and the Oak

grandstand.

Sensational New Ride ROCKET TRAIN

New Flat Ride for parks and carnivals. Requires space 57x57, and will easily load on one trailer. This is a high speed ride with exciting dips and thrilling turns. Has a proven record of repeat riders. Economically priced and offered on long term payments. Write today for full information and pictures.

KING AMUSEMENT COMPANY, Mt. Clemens, Mich.

RODS SPEEDWAY HOT

Beautifully designed; indestructible body of heavy duty fiberglass construction with a world famous 4-Cycle Gasoline Engine; Parts available anywhere. Features the Allemane Clutch—no rope or kick starting—quick change wheels. Finest car built anywhere. High quality; low in price.

B. A. SCHIFF AND ASSOCIATES





Hills, June 8; Raymond, June 30-July 1; Calgary, July 11-17.

Hermand Linder, Cardston, was elected president, with Dan Boyle, Fort MacLeod; Archie McDonald, Red Willow, and Irving Hansen, Swift Current, as vice-presidents. Irvin Parsons is secretary-treasurer.

Conn. Lawmen Draft Bill to **Okay Bingo**

BRIDGEPORT, Conn., Dec. 4.-Another attempt to legalize bazaars and raffles will be made in the next session of the General Assembly, it was indicated this week. Democratic Representative Allen Mopsick and Antonio E. Demuth, both of Plainfield, are authors of a measure, filed with the secretary of state, to legalize bazaars and raffles.

The bill also allows local option, stipulating that if 5 per cent of the voters of any town petition for legalizing bazaars and raffles, the town's legislative body must vote on the move within 14 days.

A similar bill was vetoed by Gov. John Davis Lodge in the past session of the General Assembly.

Expositions meeting here this week with 34 dates set.

County Fair, Fond du Lac, Wis.

Three additional days were Ulcta, Fla., fo his Rodeo ride. added to fairs using NS events last Topeka, each adding a day.

February with four days of big Rubber Company, Ravena, O. car racing at the Florida State Fair.

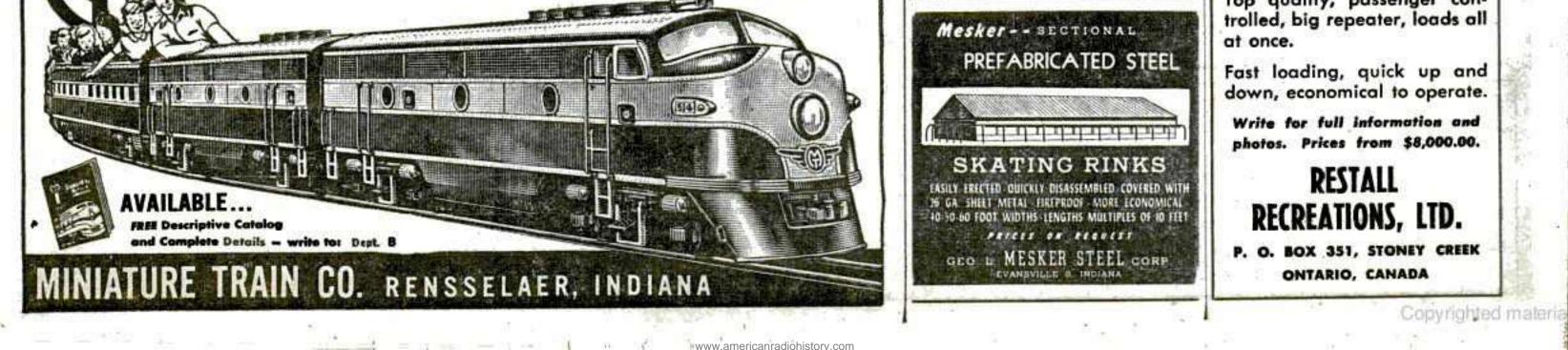
With a number of fair meetings in various States coming up, Sweeney says he expects to conduct at least 75 race meetings during the 1955 season.

The NS head man also announced that Bob Slates, 1954 International Motor Contest Champion, would be racing in his organization as well as Bobby Grim, second place winner, and Jimmy Campbell, fourth place winner.

Two Shows Booked By Abe Feinberg

firm December 12 in the Teaneck but doesn't have it on paper yet. (N. J.) Armory, featuring clowns and several acts, including the Four Whirlwinds, roller skaters; Lulu the Wonder Horse, and the Delrays, aerialists.

He will also stage an annual Christmas children's circus show December 18 in the Empress Theater, Norwalk, Conn.



Wagner Unit To Stunt at Barrington

PHILADELPHIA, Dec. 4. -Buddy Wagner announced today that his auto stunt unit will appear at the Great Barrington (Mass.) Fair on its opening day, September 11. He signed for the date at the Chicago convention with Edward J. Carroll.

Booker Al Martin of Boston will represent the Wagner unit exclusively during the 1955 season, NEW YORK, Dec. 4.-Booker Wagner said, and added that he Abe Feinberg is staging the em- was close to signing with three ployees party set by an industrial other eastern fairs of major size



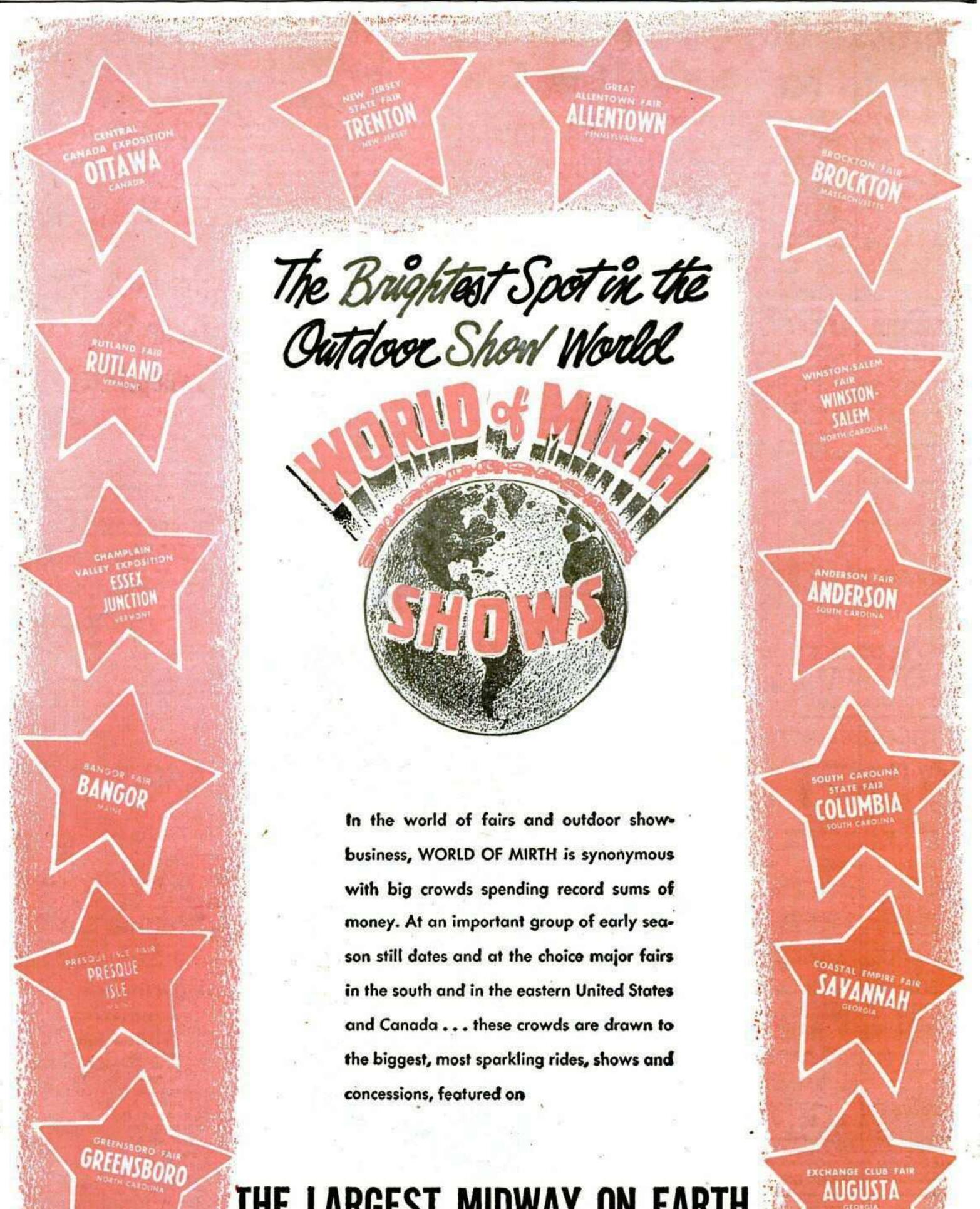
Helicopter, the new flashy 20 to 30 passenger ride. Top quality, passenger con-



THE BILLBOARD

GENERAL OUTDOOR

53



THE LARGEST MIDWAY ON EARTH

MORLD OF MIRTH SHOWS

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GENERAL OUTDOOR

THE BILLBOARD

DECEMBER 11, 1954



DIRECT DRAW DAIRY FREEZER WRITE FOR FREE INFORMATION GENERAL EQUIPMENT SALES, INC. 1348 STADIUM DRIVE . INDIANAPOLIS, IND.



726 Benton Ave.

Our PERFEC-TION is just that -Precision built spinnerhead, volt meter, rheostat. No vibratio n. FREE parts. Write today for free literature. ELECTRIC CANDY FLOSS MACHINE CO.

Nashville 4, Tenn.

On Candy

Floss



BIGPROFITS Few Fairs Switch **Carnivals at Chi** Continued from page 50

ride owned and operated by the Pensacola, Fla. Going into the Velare brothers, it was disclosed during the convention. According to Olson, the Rotor will work at all Columbus, which he has held for fair dates.

Topeka Adds to Run

For the Royal American, its U.S. fair route will be virtually a carbon Hottle's Shows and William T. Col copy of that for the last several years. The show will play, in or- during the meetings. der, the Tri-State Fair, Superior, Wis.; Minnesota State Fair, St. Fair, Spencer, Ia., and Jamestown, Paul; Kansas Free Fair, Topeka; Oklahoma State Fair, Oklahoma City; Arkansas Livestock Show, Little Rock; Mississippi State Fair, Jackson, and the Louisiana State Fair, Shreveport. The RAS will, however, have two more days of fairs in the U.S. than it did this year as the result of the decision by the Topeka fair to extend its run from eight to 10 days, running from a Friday thru two weekends, whereas formerly it opened on a Friday and closed the following Friday.

Independent Again

There were a number of huddles Kansas State Fair, Hutchinson, to 21 rides and 14 shows. have Royal American Shows on its midways between the Topeka and Oklahoma City fairs, but nothing materialized, and Hutchinson again will operate with an independent midway.

The Hutchinson fun zone will be a three-way operation. Joe Sciortino will provide all the shows; Junior Schrader, all the rides, and Jack Lindsey, the concessions. Sciortino, incidentally, will have two shows on the W. G. Wade Shows up and thru the Michigan State Fair, Detroit.

meeting, Gooding already had the contract for the Ohio State Fair, more than 30 years.

Collins, Hottle Gain

Among the truck shows, Buff lins Shows scored the biggest gains

Collins added the Clay County N. D., to his already strong route. He had entered the sessions here with the La Crosse, Wis., Fair as a new addition to his regular route.

Hottle picked up fairs at Jackson, Tenn.; Huntsville, Ala., and Tupelo, Miss., in the South, and added Princeton, Ind., which this year will have a 100th anniversary theme. Hottle also re-inked fairs at Florence, Ala., and at Donaldsonville and Franklintown, La.

Hottle said that he will also have his regular route of fairs in Illinois. He also reported that he had booked Fred Miller's sit-down Posing Show. For the Jackson, Tenn., by parties concerned to enable the date, Hottle said he will furnish

Hill Into North Dakota

Hill's Greater Shows will move into North Dakota for the first time | Tray for next year as a result of signing the Fargo fair. Another fair new to Hill's route will be Bethany, Mo., Frank Gaskins, general agent, announced at the end of the convention.

The 20th Century Shows closed to play Marshfield, Wis.; Hibbing, Minn.; Fort Smith, Ark., and Monroute, and to repeat at Mason, Ia.;

NEW DEVELOPMENTS **Barbecue Unit, Dry Cooler Introduced**

SEATTLE; Dec. 4-A new Unit Converts type rotisserie nas been added to Fountains . . . the line of Oven-King equipment that operates on the infra-red principle. Heat is supplied by eight 250-watt lamps that are wired to individual switches for better heat control. The lamps are mounted on adjustable heads to better direct the heat at the meat being barbecued. The spit is easily adjusted to any desired distance from the heating elements,-Washington Industrial Products, Inc., 3429 11th Avenue S.W., Seattle 4.

Dry Cooler

Has Capacity . . .

ST. LOUIS-A dry cooler that provides convenient storage of various beverages, is being manufactured here. The cooler has adjustable temperature control and will hold up to gallon-size containers. Exterior is baked enamel with stainless steel sliding lids. Power is provided by a quarter horsepower sealed refrigeration unit. The Dispenser box occupies 28 by 48 inches of floor space and has an unobstructed, 19-inch deep interior compartment with optional grill divider .- The Bevco Company, Inc., 3316 South Broadway, St. Louis 18.

Food Service . . .

LOS ANGELES-Heavy gauge aluminum foil trays, divided for the serving of several foods at once have been introduced here. The tray which, it is said, does not impart flavor to the food or absorb any flavor, is designed for casual food service organizations. The Glamorized hamburgers, wrapped tevideo, Minn., all new to their unit, of the disposable type, is nine in cellophane, have gone over big

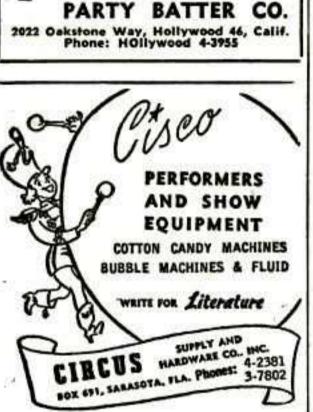
MOUNT VERNON, N. Y.-Thru the addition of this fountain conversion unit, any food service operator with an ice cream cabinet can have the added facilities of a soda fountain. According to the maker, it is designed to fit any standard ice cream cabinet opening and provides facilities for sundaes, malteds and frappes. Thru the use of bottled carbonated water, even sodas can be made. The soda can be kept in the unit's cold storage department. The cover of the storage compartment is diestamped to catch drippings from the sirup pumps. Manufacturer points out that additional pumps, jars with attached ladle-covers or a chocolate pump in place of one sirup pump can be provided .-Phenix Soda Fountain Company, 80 West Broad Street, Mount Vernon, N. Y.

Has Flash . . .

CHICAGO-A drink dispenser with illuminated cascading action (Continued on page 62)

SHOWMAN Hoosier Op Glamorizes Hamburgers

MISHAWAKA, Ind., Dec. 4 .inches in diameter.-Foil Kraft, with drive-in operator Louis Nye



Wilson at Dallas

Clif Wilson came out of the convention set to provide the midway shows at the State Fair of Texas, Dallas, for three more years and to furnish the shows and some major rides again at the Mid-South Fair, Memphis. Chuck Moss again will have the games concessions at Memphis. Moss, while at the meetings here, also closed to have concessions on the 20th Century Shows.

Floyd E. Gooding, head man of the Gooding organization, left the convention not only with Atlanta's contract tucked away but with repeat contracts for Nashville and Knoxville; Columbus, Ga., and

Multiplex Faucet Co. Serving the Trade 50 Years



Draws 10 to 15 drinks per minute. A delicious solid drink with slight amount of foam when handle is turned to one side, a creamy drink when turned to other side. (No Ice Required.)

Exclusive!

POPCORN

- Gallon Root Beer Barrel (single faucet)
- 17 Gallon Barrel (one or two faucets) + 45 Gallon Barrel with Draft Arm for plain soda
- plus two faucets for 2 different drinks

Also Dispensers for Coco-Cola, other Drinks . STAINLESS STEEL HOOPS

Manufacturors: MULTIPLEX FAUCET CO. 1400-B Ferguson Ave



COTTON CANDY | COOK HOUSES

Albert Lea and Owatonna, Minn., Inc., 1805 Sichel Street, Los An- here. And it hasn't only increased and Muskogee, Okla.

Specs Groscurth, owner of the Hot Cup Has Blue Grass Shows, snagged the contract for the La Porte County Fair, La Porte, Ind., a new one to his route, and announced that O. J. (Whitey) Weiss, last year with the chicken a la king and soups, has Sterling Crown Shows, will be the been added to the Helmco line of show's new business manager.

To Tour Florida

The Blue Grass Shows will tour Florida this winter, opening the last week in January at Palmetto and continuing at fairs and festivals for eight weeks. During that period the show dates will include the fairs at Largo, the show's winter base, and Fort Meyers, the Plant City Strawberry Festival.

The W. G. Wade Shows picked up a new fair for its route, the Upper Peninsula Fair at Escanaba, Mich. Doug Wade, general agent, said that the Sky Wheel and the Makers Meet Rotor have been booked to be on the Wade midway at the Michigan State Fair. Ep Closser is to have a string of concessions with the Wade show, it was announced.

The Cetlin & Wilson Shows closed to repeat on the midway at the Ionia (Mich.) Free Fair.

Get Du Quoin

The Gem City Shows, repped by Tom Hickey and the Greco Brothers, Don and Sam, snared the contract for the Du Quoin (III.) State Fair for the first time.

L. J. Heth, owner, and Joe Fontana, general agent, announced the purchase of a new Round-Up Ride, which will be delivered in time for the shows' winter fair dates. Don Franklin reported that the show bearing his name is again booked solid at fairs.

Johnny Denton said that he will operate his Gold Medal Shows exclusively in the East next season.

A lively scramble looms for the Tulsa (Okla.) Fair contract. Reps of the fair left the convention with out closing for a carnival. The 20th Century played the fair this year.

Mrs. Rose Wagner, daughter of Mrs. Alice Wills and the late Harry

geles 31.

Varied Usage . . .

CHICAGO-A hot cup, designed specifically to handle such products as chili con carne, beefstew, food service equipment. According to the manufacturer, the unit heats quickly for fast service. It is constructed of nickel inside and chrome-plated, heavy-gauge steel on the exterior. The cup holds 16 ounces.-Helmco, Inc., 7400 West Lawrence Avenue, Chicago.

Cans, Bottles **Highlight Pop**

PHILADELPHIA, Dec. 4. Cans versus bottles as soft drink containers was one of the highlights of the convention and trade show of the American Bottlers of Carbonated Beverages.

manager of sales for the American Can Company, said that canned soft drinks may ultimately hit sales of 12,000,000,000 a year, citing as an example canned beer, with an annual sale of 6,000,000,000 units and about 33 per cent of the packaged beer market.

He also said that technical difficulties had been overcome and pointed up the convenience of cans, compared with other containers.

R. L. Cheney, director of market research and promotion, Glass Container Manufacturers' Association, said that only 50 out of 5,500 bottlers went into canning operations in '54 and some of them are in trouble. Price is an important factor, he said, charging that the cost of cans whittle down the retailer's profit or force him to charge a higher price for the soft drink.

Frank Fellows, Springfield, Mo., was in Chicago last week and expected to visit with Clint Finney, Aurora, Ill., about their Gen-

sales but has become a much talked-about subject in the area.

The burgers, after they're finished, are wrapped in a 10 by 10inch sheet of cellophane. The item is promoted with regular advertising in the local newspapers. As Nye puts it, "We've tried to glamorize and put showmanship

into the hamburger. Our one outstanding feature, other than the production of the item, is our slogan-'Wrapped in clear, sparkling cellophane.

When an order for a hamburger is put in one window of the kitchen, it is immediately prepared, passed down an assembly line to the out-going window. The final checker has a special plywood box holding the cellophane, and the last operation is to place the transparent wrap over the burger, tuck the corners under and send it out to the customer.

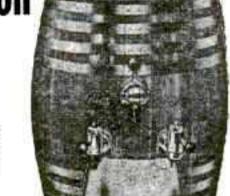
Alta. Assn. Sets '55 Rodeo Dates

STETTLER, Alta., Dec. 4 .- Of-E. K. Walsh, assistant general ficers of the Central Alberta Stampede Association are: President, Peter Guenard; vice-president, R. H. Slater; secretary, Mrs. Mary Goodrich; treasurer, Archie Macdonald.

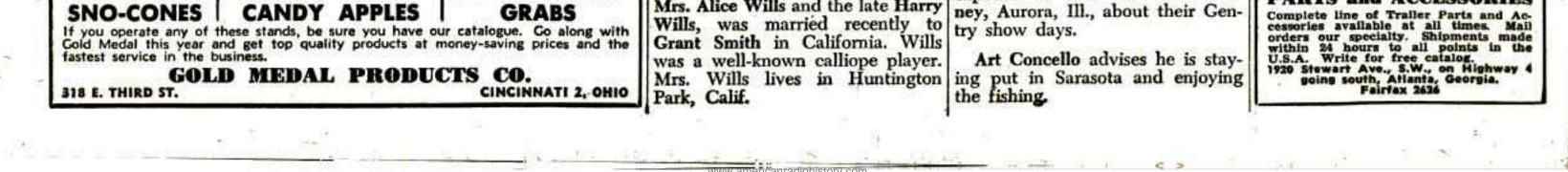
> Dates for 1955 rodeos are: Hanna, June 1; Stettler Rodeo Club, June 5; Hardisty, June 10 and 11; Edmonton, June 13 to 15; Lousana, June 22; Wainwright, June 23 and 24; Ponoka, June 30 and July 1; Stettler, July 5 and 6; Czar Lake, July 21; Imperial Ranch, July 25; Bruce, July 27; Stony Plain, August 1, and Sandy Lake, August 6.



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VARNISHED OAK BARRELS



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GENERAL OUTDOOR

TENTS ALL SIZES-ALL TYPES Well Made for Over 75 Years

Materials on hand either dyed in colors or "CHEX FLAME." Underwriters approved flame, water and mildewtreated ducks.

IMMEDIATE DELIVERY

"SID" I. JESSOP - GEO. W. JOHNSON

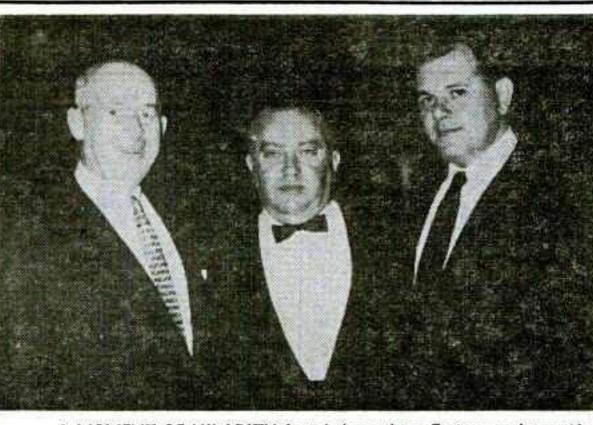
UNITED STATES TENT & AWNING CO 2315-21 W. Huron CHICAGO 12 Chicago's Big Tent House Since 1870



The Most Beautiful MINIATURE GOLF Courses Built in America, are Constructed by Froman Bros.: Paducah, Ky., 7-10; Hop-ARLAND

444 Brooklyn Ave.

New Hyde Park, N. Y.



A MOMENT OF HILARITY found these three Eastern park men in high spirits at the National Showmen's Association annual banquet. From left to right are Dave Simon, coin machine distributor and owner of Kiddie City in Queens, N. Y.; Max Tubis, who with his associates operates the Million Dollar Pier at Atlantic City, and Dick Geist, vice-president and public relations director of Rockaways' Playland, Queens. Tubis' fatherin-law, Joe McKee, superintendent of Palisades (N. J.) Amusement Park, is 1954 president of the NSA, Geist is NAAPPB membership chairman,

Carnival Routes

Send to

2160 Patterson St.

Cincinnati 22, O.

Circus Routes

Send to

2160 Patterson St.

Cincinnati 22, O.

Ice Shows

kinsville 13-17.

Albert Schwerin just finished Shrine dates at Houston and Fort Worth, both to heavy business and scoring successfully with his gorilla that the best exhibits might appear walk-around.

Oregon Dates Set for 1955

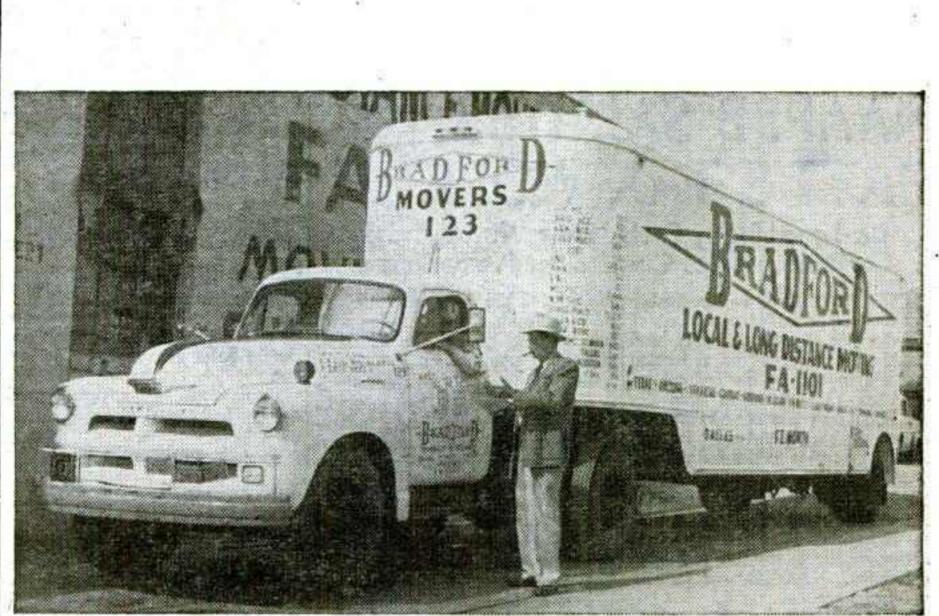
PORTLAND, Ore., Dec. 4 .-Most members of the Oregon Fairs Association selected dates for their 1955 shows at the association's annual convention which closed Wednesday (1). A few, however, were unable to make final decision and dates will be announced later.

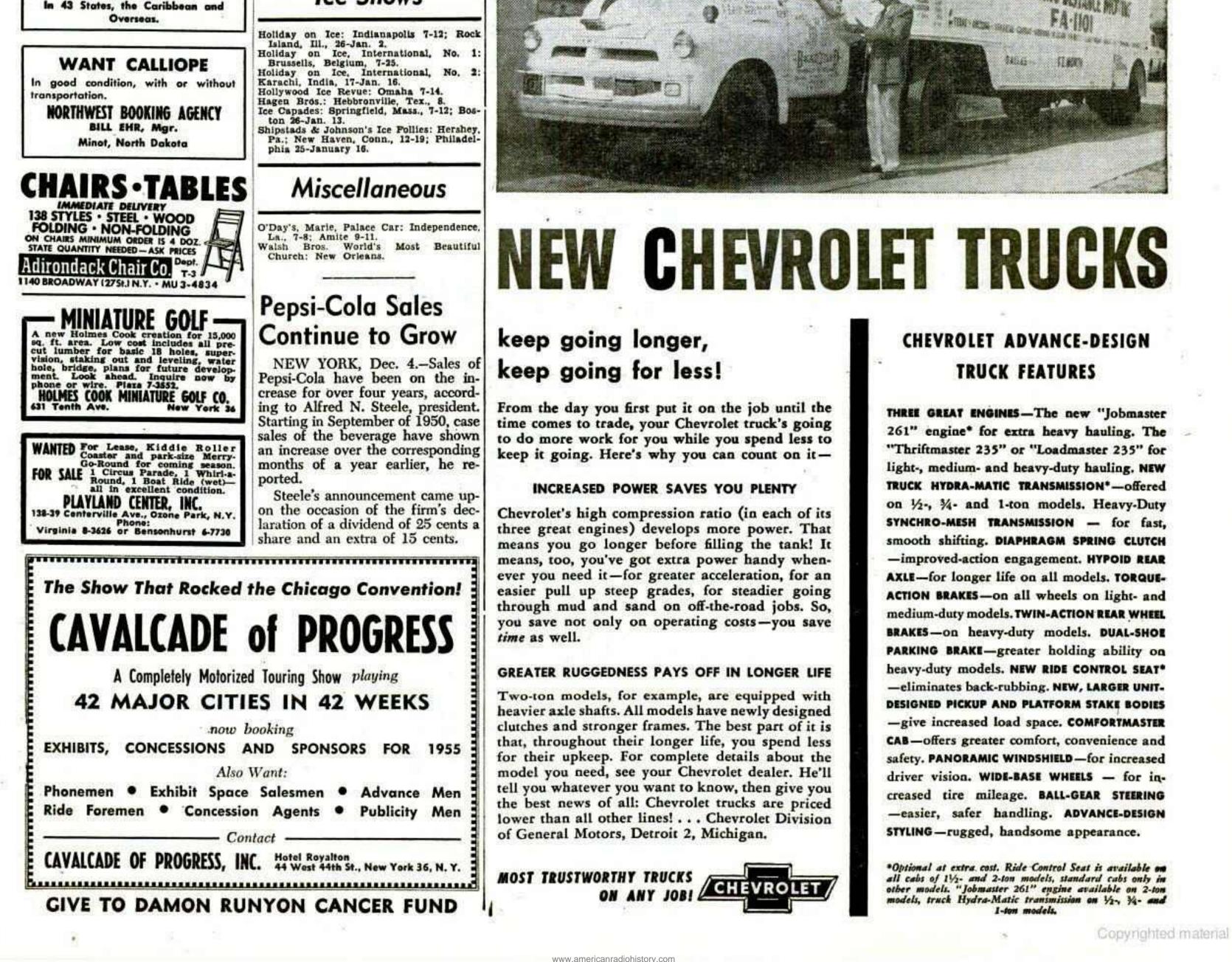
Conflict in dates is expected to be lessened under a resolution adopted at the convention by which the State is divided into districts, with the association directors empowered to appoint temporary district chairmen to call meetings in their own areas.

Some dissatisfaction with the State Fair policy of opening at Salem the Saturday before Labor Day was voiced by delegates, who contended this deprived county fairs of an additional weekend for holding their own fairs. Their position was that the early opening of the State Fair did not allow sufficient time for crops to mature so (Continued on page 63)



55





PARKS-RESORTS-POOLS

56 THE BILLBOARD Communications to 188 W. Randolph St., Chicago 1, Ill.

DECEMBER 11, 1954

Don Dazey Elected NAAPPB President

Bowen, Price, Schmidt Named V-P's; Six Directors Chosen at Convention

ceeds Elmer E. Foehl, Willow Mich. Grove Park, Willow Grove, Pa.

Henry G. Bowen, Whalom Park, while Gerald P. Price, of Glen Echo Park, Washington, was elected second vice-president, and William B. Schimdt, of Riverview Park, Chicago, was elected third vice-president.

Paul H. Huedepohl was reelected exceutive secretary and A. L. Filograsso was named again to the treasurer's post. Both are from NAAPPB are located.

directors. They are:

CHICAGO, Dec. 4 .- Don Dazey, North Dartmouth, Mass.; Col. Almanager of LeSourdsville Lake, lan E. MacNichol, Playland, Rye, Inc., Middletown, O., was elected N. Y.; A. Joseph Geist, Rockaway's president of the National Associa- Playland, Rockaway Beach, N. Y.; tion of Amusement Parks, Pools James H. Dixon, Cascade Plunge, and Beaches in convention here Birmingham; John M. Gurtler, Tuesday (30). He was a vice-presi- Elitch Gardens, Denver, and H. J. dent of NAAPPB in 1954 and suc- Terrill, Silver Beach, St. Joseph,



Fitchburg, Mass., was named to the first vice-president's position while Corold P. Price of Clen Panels, Presidents

Maintenance, Operation Authorities Give Tips; Discuss Catering, Winter

CHICAGO, Dec. 4.-Dr. James | tenance and operational tips. S. Long, paint researcher of Louis-ville, and a panel of former asso-(30), said white lead and oil no Chicago, where national offices of S. Long, paint researcher of Louis-Six members were elected to ciation presidents sparked sessions longer was best to use on wood three-year terms on the board of of the National Association of and advised alkid resins instead. Amusement Parks, Pools and For painting metal, he said, park John Collins, Lincoln Park, Beaches convention with main- men should use a rust inhibitor

paint. There are six kinds of these inhibitors, he said, but only one, zinc dust, sticks to galvanized iron. Aluminum paint, according to Dr. Long, is not a good primer coat for metals.

He said that paint rollers save 35 per cent over brush work on flat surfaces and give a better application. It is an extravagance to use two coats of modern paint un-

NAAPPB Complains **Non-Members** Gain

Huedepohl Points to Tax Victory; New Member Campaign Disappoints

CHICAGO, Dec. 4.-Half of the He credited the motion picture inamusement parks in the country are dustry with "carrying the ball" in riding the gravy train by staying Washington and said that Harry out of the National Association of Batt was the individual most re-Amusement Parks, Pools and sponsible for success so far as Beaches but enjoying results of NAAPPB was concerned. NAAPPB actions, it was charged Others active in the tax bill nehere by Paul Huedepohl, secretary gotiations included Edward Carof NAAPPB.

ecutive session during the organ- man of the legislative committee, ization's convention here Sunday was given a standing ovation folthru Wednesday (28-1). Huedepohl lowing his report on details of the said that membership was up only negotiations in Washington. slightly despite the fact that a Ed Carroll, chairman of the inmembership drive was made on surance committee, summarized for tax reduction. NAAPPB was ac- of last summer. He said rates and tive in that effort.

members, compared to 175 a year ated organization members and were 82 firms using 162 spaces. ciation had 430 members.

Foehl Gives Talk

dent, praised the efforts of numer-ous NAAPPB members who led include cost of equipment disthe campaign for reduced taxes. played.

roll, Henry Bowen, George Hamid He spoke at the NAAPPB ex- and A. B. McSwigan. Batt, chair-

the heels of the successful battle the insurance committee meeting arrangements for about 10 parks Membership chairman Don were changed and that others were Dazey said NAAPPB has 201 active unchanged.

William B. Schmidt, chairman of ago. In addition to these parks, the exhibits committee, said there there are 167 concessionaire mem- were 101 exhibitors in the bers, 61 manufacturing members, NAAPPB trade show, using 172 10 associate members, three affili-booths. Last year, he said, there three other members, giving a total B. H. Brockway, president of of 445 members. In 1953 the asso- American Recreation Equipment Association, estimated that more than \$200,000 was expended by Elmer E. Foehl, retiring presi- exhibitors in order to show at the

AREA Committee to Seek a primer is needed, according to the expert. An undercoat should Ride Design Protection

NAAPPB SALUTES **BATT'S TAX WORK**

Dr. Long, Platt, Foehl, Plarr Win Awards; Committee Skips Citation for Promotions

CHICAGO, Dec. 4.-Leadership | Award for the best program appearance on a subject dealing with Amusement Parks, Pools and beaches and pools. He discussed swimming pools of Europe.

in the National Association of Beaches' campaign for reduction and elimination of the federal excise tax on admisions won for Harry J. Batt the NAAPPB's Andrew S. McSwigan Award for outstanding service to the industry.

Batt, of Pontchartrain Beach, New Orleans, was chairman of the There was no discussion of promo-NAAPPB's legislative committee in 1953 and 1954 and also was active earlier in the tax reduction campaign. NAAPPB was in convention here this week.

& Raynolds Company, Inc., Louisander Award for the finest proing with parks. Dr. Long spoke Allentown, Pa. about selection of proper types of paint for various park uses. Vernon D. Platt, Somerton Springs, Feasterville, Pa., won the A. R. Hodge

In an unusual action the awards committee, headed by John L. Coleman, Riverside Park, Indianapolis, omitted the Harry J. Batt Award for the finest promotion presentation of the park program. tions at this year's sessions.

A special Service Award was presented to Elmer E. Foehl, outgoing president of NAAPPB. A plaque in honor of his golden anni-Dr. James S. Long, of the Devoe versary in park business and acknowledging his entertaining memville, was awarded the N. S. Alex- bers of the NAAPPB at their summer session, was given to gram appearance on a subject deal- Robert L. Plarr, of Dorney Park,

Park Committee

Studies Making

Co-Op TV Spots

CHICAGO, Dec. 4.-Amusement

parks may use an animated TV

tee named to study it. Harry J.

Batt, Pontchartrain Beach, New

Orleans, was named chairman of

the committee by the board of di-

rectors of the National Association

of Amusement Parks, Pools and

be a lead product while a top coat should be of zinc base, he pointed out.

Epoxy resin is the type of product Dr. Long recommended for use on metal, masonry and floors of certain types. He said that it can be "scrubbed with stuff that would dissolve the bucket" and yet the epoxy resin surface will not be harmed. He said it was in use for gymnasium floors and similar places getting hard wear.

Ex-Presidents Appear

On the presidents' forum were cided to: Fred W. Pearce, Paul Huedepohl, George Hamid, Edward Schott, Harry Batt, Edward Carroll, Elmer Foehl and A. B. McSwigan. Arnold B. Gurtler and A. W. Ketchum were not able to attend.

In answer to submitted questions, Foehl said his cashiers make their reports at the end of the day and count their own cash. Mc-Swigan said his cashiers report on the next morning. Pearce said his cashiers do not count the money themselves.

Carroll said those who work for amusement park in that it is not

CHICAGO, Dec. 4.-Study of banks seem unaware of the value possible moves against "piracy" of of this equipment and that they bers of the American Recreational loans of only a fraction of the Equipment Association at their an- equipments value. nual session at the Hotel Sherman here Monday (29).

the Concession Supply Company, trade show. This was tied to a Toledo, will appoint a committee discussion of how AREA might be to "undertake protection of legiti- able to police exhibits at the trade mate ideas of members."

In other action, AREA also de-

Investigate the financing of amusement ride equipment, with reference to reports that many

ride designs was voted by mem- disallow loans on rides or grant

Consider the advisability of making the association an organization President B. H. Brockway, of of exhibitors at the NAAPPB's show. There are 31 members of AREA and about 100 exhibitors at the trade show.

> Hold Closed Session AREA' session was divided (Continued on page 67)

Park Operators Hear **Of Disneyland Plans**

said the TV threat is decreasing, a layout differing from a usual land plans.

Apart from casually noting the

acknowledgement of the effort on

the part of some members in ob-

(Continued on page 67)

meets with approval of a commit- 450 Frolic at Annual Park Association Banquet

CHICAGO, Dec. 4.-Attendance tertainment with a minimum of at the annual banquet of the Naspeech making.

tional Association of Amusement Parks, Pools and Beaches ranged presence of some of the guests the around 450, a peak figure. Besides speaking was limited to introducpark operators, guests included tory remarks by George A. Hamid, many fairmen and persons repre- past president, and a short senting other show business operations.

The affair was again credited taining relief from federal excise as being one of the best of the taxes by Elmer Foehl, retiring major social functions staged in president. conjunction with the annual out-The show, furnished by the door conventions in the Hotel Sher- Music Corporation of America, was man here. As in the past, the excellent. Vince Gottschalk was emphasis was on good food and en-

Chicago, Dec. 4.-The new Dis- land, Inc. He spoke at the NAAPPB

neyland, now under construction in convention here this week and On the 1955 outlook, Hamid California, will open July 15 with showed colored slides of Disney-

Disneyland is owned by Walt it will make money in 1955, Mc- primarily to make money, accord- Disney, the American Broadcasting-(Continued on page 57) ing to C. V. Wood Jr., of Disney- Paramount Theater organization and the Western Printing and Lithograph Company. It will be used as the site for telecasting the "Disneyland" TV show. The printing company expects it will increase comic book sales. In addition, about 35 major national companies will have promotional and advertising arrangements with the park.

Wood said it was seen as more of an exploitation medium than a direct money maker.

A survey, he said, showed world's fairs have "too many" exhibitors, and visitors do not see all displays. But Disneyland is planned so that 5,000,000 visitors there will "equal" 50,000,000 at a world's fair, he said.

Aim at \$2 Per Capita

Disneyland expects a \$5,000,000 gross. About 55 per cent will come (Continued on page 67)

LOCATION WANTED Have 5 Major Rides including 45 3-Abreast Merry-Go-Round and #5 Eli Wheel. Present location 22 years; park sold, must relocate. Prefer reasonable distance vicinity of New York City.

Interested in P.C. or any reasonable

deal. Write full details. BOX D-83, c/o The Billboard Cincinnati 22, O.

MINIATURE GOLF PACKAGE DEAL

We will build you a complete 18-hole course on your site and FULLY EQUIP it with nothing else for you to buy. We-also personally supervise each individual installation. Write for FREE CATALOG to BUFFALO OUTDOOR SPECIALTY CO., 67 Eller Ave., Buffalo 11, N. Y. Phone: TAylor 7344.

1



Completely overhauled just three weeks ago at Miniature Train factory. Everything

Beginning on Page 1



RINKS & SKATERS Communications to 2160 Patterson St., Cincinnati 22, O.

DECEMBER 11, 1954

THE BILLBOARD

ROADSHOW REP

that toured thru Ohio and Kentucky for 20 years. In the winter they played dates as Brownie's Rotary Players. For the past 20 says he will begin promotion of is over."

FTER 44 years in show busi- | amateur shows in the Woonsocket, In ness Paul and Selma Brown, R. I., area before long. . . . Ray operators of Brownie's Vaudfilm Austin, stroller, is making spontent show, have retired. They sored dates in the Logan, Utah, write from their home in Newark, area after a summer trek in East-O., that they will take a much ern Oregon. . . . Eddie Clarkson needed rest before attempting some is promoting amateur Minstrel script writing for radio and TV. Shows in Southern New Hamp-They date back to the old shire. He spent the past summer Brownie's Comedians, a rep tenter with a traveling group in the coastal towns of Maine and reports that business was way off.

INFOING from Richmond, Va., years they have toured the South Gene Courtney says: "I will start with their vaude-film show. . . . out for a few amateur promotions Carl Griffin plans on promoting before the holidays, but from what some amateur shows, both burnt I hear Virginia is somewhat loaded cork and dramatic, in New Hamp- up with productions that are opshire and Vermont. Griffin played erated from a distance. However, Canada last summer with a road- I have had competition from some show, reporting poor business. . . . of hese shows and will take my G. G. Jason, solo stroller, writes chances. I have had some letters that he has been having poor pick- from folks for whom I have put ings in the Klamath Falls, Ore., on amateur shows in the past in area and plans to move into East- Alabama and Mississippi, and will ern Oregon. . . . Harry Odence try to help them out before winter

1955 EVENTS RSROA Meet, Contests to **Toledo 'Cade**

DETROIT, Dec. 4. - Toledo Rollercade was awarded the 1955 American Roller Skating Championships and convention of the Roller Skating Rink Operators' Association of America Thursday (2)at the RSROA semi-annual board of control meeting in the Sefferino, manager of the rink. Sheraton Cadillac Hotel here.

Convention and contest dates are July 24-August 2, it was announced by Robert Y. Gould, St. Peters-RSROA.

are expected to participate in the sonalities. 1955 meet, it was reported.

president, expressed jubilance at news of the award. Toledo won over the bids from six other cities. The 1954 contests were held in Denver, the 1953 meet in Cleveland.

OMAHA, Dec. 4.-Business at

Drivin' 'Round the Drive-Ins

BLISTERING hot summer was MOST Denver drive-ins are getblamed for a \$13,318 loss by the Starlight Theater, Kansas City hatches for the winter after unchairman of the finance committee, the season beyond the usual late executive board, noted that on 38 time. The Evans, one of the newnights the temperature at curtain est in the Denver area, recently time was between 90 and 103 de- announced installation of auto grees. In addition to the hot heaters and plans extensive promoweather, four performances were tion during the winter. Lee's rained out. There were 46,951 Wadsworth and Monaco drive-ins fewer ticket sales in 1954 than in are still operating, with the Wads-1953. Total revenue dropped from worth, a combination indoor-out-\$637,511 to \$563,812. Balancing door house, having completed heatthe deficit to a great extent, Con- er installations. Ralph Batschelet, nor said, was the balance on hand owner of the Centennial, is doing of \$11,934, represented in oper- an extensive promotion job in emating supplies the theater has on phasizing use of auto heaters, and hand for the 1955 season. "Okla- gives two gallons of gasoline to homa," which ran 14 nights, saved keep the engines running. . . . Ben the theater from substantial loss. Wachnansy, general manager of Receipts totaled \$151,868 for the the Nick George circuit of driveshow. . . . The Elkton (Md.) Drive- ins around Detroit, is doubling as In has announced that under its manager of the Fort Drive-In, with winter policy it will be closed Alexander Thomas, son-in-law of Tuesdays thru Thursdays. . . . The George, taking over management Brandywine and Pleasant Hill of the new Jolly Roger, flagship of drive-ins, Wilmington, Del., have the circuit. At the third house, been operating Fridays, Saturdays Everett Clem has succeeded Roband Sundays.

ting ready to batten down the drive-in, in 1954. Paul E. Connor, usually mild weather that extended West Farnam in his report to the 40-member October-early November closing **Biz Soaring** West Farnam Roller Rink here has shown a marked pick-up in recent ert Roberts as manager.

National RSROA Champs **To Cincy Benefit Party** skating championships of the Roller Skating Rink Operators' Association of America a e slated to make

appcarances at the second annual Mile of Dimes skating show and party to be held Monday (13) at the Lou and Charles Myers Price Hill Roller Rink here. The rink owners and The Cincinnati Post are co-sponsors of the event to boost the local firemen's annual campaign to raise a Christmas toy fund for needy children, said C. V. (Cap)

Occupying the skating spotlight will be Laurene Anselmy, U. S. senior women's champion, Pontiac, Mich.; Frances Sue Recker and burg, Fla., president of the Robert Clary, national pair champs, and Maxine Doran and Gary More than 900 amateur skaters, Hauck, national four titleholders. qualified winners of State and re- Also slated to make appearances gional championships from 42 are Dotty Mack, Colin Male and States, Canada, Alaska and Hawaii Bob Braun, local WCPO-TV per-

Ticket price is set at \$1 for the William Logan Jr., Rollercade event, with all receipts going to the firemen's promotion. An added feature will be the award of door prizes to lucky patrons.

> Principals in the skating show are also scheduled to make an appearance on a local TV station following their stints in the rink, said Sefferino, who also announced that the senior Myers and his son have joined the national RSROA and that organization's Ohio chapter. Invitations to attend the party have been sent to Ohio operators, and Sefferino reported that a good number of them have accepted.

Sefferino has been able to snare weeks, reports Jack L. Browne, on a good deal of publicity in contemporary duty as the spot's pro- nection with the event. In addition to articles in the local press, he has

Annual Affair

CINCINNATI, Dec. 4.-National again made a tie-in with the local Coca-Cola concern to carry posters on its trucks ballyhooing the event.

57

SPECIAL SALE! 3000 PR. NEW "CHICAGO" RINK 400 PR. USED SHOE SKATES, MEN'S AND LADIES', good condition, for rental 5.00 Pr. Searings, fit any wheel20 Ea WOOL POM-POMS, all colors .. 3.00 Dr. BUNNY FUR POM-POMS, with bells, jumbo size 4.00 Dz. Write-Wire-Phonel Terms: 1/3 down, balance C.O.D. Authorized Distributor for "Chicago" Roller Skate Co. JACK ADAMS & SON, INC. 723 Morris Park Ave., Bronx 62, New York SYcamore 2-1110-1111 SKATING RINK TENTS 42 x 102 IN STOCK 52 x 122 AT ALL TIMES CAMPBELL TENT & AWNING CO.



HAMMOND ORGAN

Model B. Separate speaker, mechanical perfect condition. Price for quick sale, \$1400.00.

Williams & Lee

RINK FOR SALE

Aurora, Mo.

PERRY B. CILES, Pres.

-SKATING MUSIC TAPES-

Muskegon, Michigan

St. Paul 2, Minn.

464 Holly Ave.

fessional.

Best night of the week is Tuesday, which attracts large crowds, and Friday and Saturday nights have also shown large increases as well as Saturday and Sunday matinees. Saturday afternoon sessions are now drawing in the neighborhood of 150 skaters, boosted by a beginners' skating class of 87 which Brown recently formed.

Currently Browne is preparing for a January revue to be offered in a March of Dimes comparing at POOL PSA Men in a March of Dimes campaign at the rink. Also on the calendar is a Christmas party featuring a Santa Claus. A reverse dress party was recently staged by Browne, with swimming supplies and equipment boys and girls garbed in dress of are expected at the coming annual the opposite sex. Private skating convention of rink, pool and beach lesson bookings are increasing members of the Participating rapidly, says Browne. Hammond Sports Association. organist at the rink is Paul Spargen.

Parkmen Hear Panels, Prexies Continued from page 56

Swigan and Pearce said industrial)

activity was going upward in Pittsburgh and Detroit.

Asked about the future of the Fun House, Hamid said his had been torn down because of accidents, but others said that difficulties were held down and Fun Houses were profitable operations.

Tuesday Sessions

In an advertising and exploitation section on Tuesday, Allan E. MacNichol discussed excursions and group picnics using boats and Crystal Beach, Ont., and Frank buses, John C. Ray showed color Kramer, Pontchartrain Beach, New slides of his treatment of color Orleans. and design at parks he has designed and at his own new operation. Richard L. Geist spoke about ad-vertising and publicity at his park.

John J. Dineen told about catering at his Hampton Beach Casino and Milt Magel detailed operation of his Castle Farm catering operation at Cincinnati. Magel, renting his ballroom, found that 75 per cent of the clients wanted food er rinks. service. Dineen stressed quality for food and employees, and said that he holds classes to teach help not only how to serve but also how lit- location urging newspaper readers tle the profit might be and how to "Let's Go Roller Skating Tosavings might be made.

OPEN A DRIVE-IN THEATRE AT LOW COST

New and guaranteed rebuilt equipment from \$1595. Time payment available to responsible parties. Write, giving location and annual Sadie Hawkins Party to-number of cars. SPECIAL OFFER! Tempered night (4), with prizes awarded in

Allan MacNichol led a discussion about winter operation and he said a study of 30 parks showed that most of them do nothing after the weekend following Labor Day, but that several find roller rinks, ballrooms and ice rinks are profitable the year around.

A maintenance panel included Edwin P. Pratt, Forest Park Highlands, St. Louis; Fred L. Markey, Dodgem, Exeter, N. H.; Shirley Watkins, Coney Island, Cincinnati; James T. Mitchell, Crystal Beach,

Connecticut Spots Advertise, Promote

HARTFORD, Conn., Dec. 4 .-Colder weather has brought stepped-up advertising and promotion on the part of Connecticut roll-

Typical of the revitalized thinking is newspaper ad copy for Bowlo-Rink at nearby New Britain, with night! Stop wondering what to do . . where to go! Roller skating is thrilling fun . . . clean sport . . . form a party and join the fun! . . . Special rates for large groups."

Hartford Skating Palace held its annual Sadie Hawkins Party to-



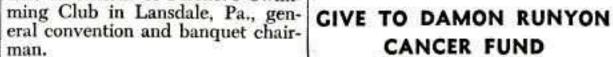
MINEOLA, N. Y., Dec. 4 .- Trio voo-doo numbers are back on the program at Earl Van Horn's Mineola Roller Rink, one of them having been scheduled for Wednesday (15) night at the rink for \$30 in cash prizes to the winning trio.

National champion members of the Earl Van Horn Dance and Fig- Eric A. Arneth of Fischer's Swimure Club are giving Saturday and Sunday exhibitions at the rink with eral convention and banquet chairthe sanction of the United States man. Amateur Roller Skating Association. They are slated for the next several weeks. In the line-up are Susan Lessne, novice dancer; Tony and Nicky Savenetti, juvenile dancers; Philip Diegnan, intermediate men's champ, and Barbara Smith and Joe Ruggiero, who finished second in junior dance competitions.











4427 W. Lake St., CHICAGO, ILL. Manufacturers of All Kinds of Roller Skates

PERMANENT SKATING RINK In Sunny South Texas

Rink-Brick and Frame, 130x50 ft., 7 years old, excellent floor, soda fountain; 150 pairs shoe skates, 135 buckle; Hi-Fi music system, lots of extras. Brick Ranch Type Home, 36x80 ft.; janitor and maid's apartment; frame, 20x26; warehouse, 14x20 ft.; all on 3 acres of land with well kept parking area. This is a real money maker and an A-1 going year around business. Owners wish to retire. Price, \$38,000.000. Write



No. 778



SAY YOU SAW IT IN

FAIRS-EXPOSITIONS

58

THE BILLBOARD

Communications to 188 W. Randolph St., Chicago 1, Ill.

DECEMBER 11, 1954

BAKER IS NAMED IAFE PRESIDENT Jim Stewart Is Veep; Huskisson,

Monsour, Rosequist Join Board

By CHARLIE BYRNES Baker, manager of the Oklahoma State Fair, Oklahoma City, was named president of the International Association of Fairs and Exannual meeting here Monday thru Wednesday (29-1). James Stewart, general manager of the State Fair of Texas, Dallas, was named to the post of vice-president, and Frank H. Kingman, Winston-Salem (N. C.) Fair, was again elected secretary-treasurer.

Baker skipped the usual vicepresident's term because E. P. (Ned) Green, of the California structure. George A. Hamid, East-State Fair, 1954 vice-president and normally successor to the top post, recently retired from fair business.

Three new directors were named to the board, all of them to serve for two years. J. C. Huskisson, manager of the Florida State Fair, Tampa, was named from Zone 2; Joe Monsour, new manager of the Louisiana State Fair, Shreveport, Zone 4, and Theodore Rosequist, new manager of the California State Fair, Sacramento, Zone 6. Richard H. McIntosh, 1954

president, presided over the four business sessions during the confab, which drew their usual good crowds.



Highlights of the meeting in-CHICAGO, Dec. 4.-C. G. (Pete) | cluded an address by Glenn Ward, vice-president of the Farmers and Merchants Bank, Tulsa, Okla., who described how the Tulsa fair built up its cattle show thru enlistment positions a that organization's 64th of local support. A fair program that is growing steadily in importance as a fair event, religious services, was discussed by Joe Monsour, new manager of the Louisiana State Fair, Shreveport.

The new women's building at the State Fair of Texas was described by General Manager James Stewart, who illustrated his talk with colored slides of the new ern show, fair and amusement park biggie, also illustrated a talk he made on European fairs.

Rosequist Speaks

Theodore Rosequist, new Cali-

(Continued on page 59) ported.



C. G. (PETE) BAKER

Shaunavon, Sask., May Cancel Run

SAUNAVON, Sark., Dec. 4.-Lack of interest may make it difficult for the Shaunavon Agricul- vious to one versed in the subject, tural Society to carry on its fair, it was revealed at the board's annual meeting. Farmers and townspeople were not supporting the aunual and exhibits were falling off fornia State Fair manager, outlined each year, making the work of the the wide variety of events at the society difficult, directors reported. plant in an address entitled "There's A bank balance of \$66 was re-



CHICAGO, Dec. 4. - County) J. C. Huskisson, Florida State fairs must keep abreas: of changing Fair, spoke on the county fairs and times to succeed. This advise was their relationship with the IAFE, given managers of county fairs at while Harold C. Pederson, secrethe annual meeting of the Federa- tary of the Minnesota Federation means toward lessening or eliminattion of State and Provincial Associa- of Fairs, addressed the group on tion of Fairs by Harry B. Kelley, "Entertainment at County Fairs." the utilization of variety. This in- licity and advertising, thru agriculmanager of the Hillsdale, Mich., Gaylord Lewis, fair architect, talked volves the elimination of standardi- tural publications and tie-ins with fair and veteran secretary of the on buildings and master plans and zation in lighting fixtures, floor big exhibitors. Michigan Association of Fairs and Everett Erhart, Kansas Fairs As-Exposition. The annual meeting was held Better Machinery Exhibits. here Monday (29) in the Hotel CHICAGO, Dec. 4.-Mrs. Ruth Sherman as part of the program of Haven, Conn., fair and secretary effectiveness for all exhibits thru C. Hartkopf, secretary of the East the International Association of of the Association of Connecticut Fairs, was re-elected secretaryelected president of the Fair In his address, Kelley said that treasurer of the Federation. McClel-Women's Affiliate Association at during the past 50 years most lan will hold the presidency for the organization's sixth annual county fairs had progressed vastly another year. luncheon in the Hotel Sherman in the field of plant in provements, here Monday (29). Mrs. Hartkopf attraction programs and fair opera-Swift Current was in 1953 the first woman fair tions. He pointed ou that unless executive named to the board of this trend continues, competition **Elects Officers**, directors of the International As- from other fairs as well as motion Sets Schedule pictures, television and other SWIFT CURRENT, Sask., Dec. "Paved midways, modern rest rooms, permanent fence enclosure, 4.-President of the Swift Current and improved display booths for Agriculture and Exhibition Assoexhibits and merchants displays ciation for 1955 is Cliff Shirriff, are becoming a must," Kelley said. with A. K. Culham and J. B. Camp-In speaking on 4-H club v ork at bell vice-presidents. fairs, a growing problem in some Irving Hansen, managing direcinstances, Kelley said: "My own tor, reported an operational balpersonal opinion is that we should ance of \$4,076, exclusive of the grant every consideration possible special \$2000 annual grant from to see in Chicago. Included among to this group, always keeping in the city of Swift Current. He said those in attendance were: mind the same courtesy should be it was now the intention of the extended the open class exhibitors. fair to improve facilities at the We should not teach these young- fairgrounds and to have as many sters that they should receive events as possible on the grounds everything without giving some- each year, other than the annual thing in return, we should impress Frontier Days rodeo and exhibiupon them that fairs are a business tion. and should be considered as such Hansen announced that a contract had been signed with Bob if they are to succeed." The all-day business session of Di Paolo, of KBD Enterprises, Calthe Federation, which was presided gary, for the evening show in 1955. over by H. C. McClellan, president, G. N. Denike, chairman of the drew a good turnout of county fair board of directors, said plans for managers and executives of State 1955 included increased stable and provincial associations. space, an enlargement of the show ring, a larger building for industrial exhibits, adequate fencing of Tantallon, Sask., Elects the exhibit and midway area, and TANTALLON, Sask., Dec. 4.erection of suitable gates. Addi-John Ingjaldson was named presitional grandstand seating and imdent of the Tantallon Agricultural proved sanitary facilities would be Society at the org's annual meeting. Tom Lowe and Mike Smart are needed in the near future, he reminded.

DISPLAY TECHNIQUES

Exhibits Should Tell Story **Expert Advises Delegates**

exhibits should tell a story in a logical sequential way, delegates to the annual meeting of the International Association of Fairs and Expositions were told this week by Dan McMasters, director of Chicago's Museum of Science and Industry. McMasters addressed the fair execs here Wednesday (1) on "Today's Exhibition Techniques."

"Virtually anyone will find interest in such a well-told story whether it is on a subject with which he would normally be concerned or not," he said. "If the subject is technical, scientific or industrial, the sequence should begin with the least fundamentals, for while they be simple or obthese preliminary steps are essential lest those unacquainted with the subject matter be mystified. It may then proceed step by step to the finished product."

McMasters listed he following points as the basic principles of exhibit techniques:

Providing a lure: Exhibits are in competition with each other for the visitor's time and attention. Any exhibit to be effective, must attract visitors. While this may be accomplished in a variety of ways, a common and effective technique is to place a colorful, interesting, or otherwise alluring object, symbolic of the subject being covered, in such a position that it will be seen by as many people as possible outside the exhibit area.

Variety: A highly effective

CHICAGO, Dec. 4.-Effective the elimination of the mentally numbing effect of "sameness."

Allowing the visitor to participate: Visitors enjoy becoming personally identified with any presentation. If a machine is operable, it is well to let the visitor operate it-preferably physically or manually. Pushing ar. electric but-(Continued on page 59)

PULLS PEOPLE Farm Machs. **Build Gate**, **Execs Told**

CHICAGO, Dec. 4.-Keep farm machinery show space rates reasonable, don't shuttle the exhibitor from spot to spot, help publicize his exhibit and build participation. This advise was given delegates in a general discussion on farm machinery exhibits at the fair meetings here this week.

Harry Frost, exhibit manager of the Minnesota State Fair, said that farm machinery exhibits should not be looked upon as a big money maker, but as a drawing attraction. The St. Paul fair, which has one of the biggest machinery exhibits in the country, knows they draw big, he said, and as a result rates are kept at a minimum.

Frost also pointed out that the exhibit has brought the fair thouing mental and physical fatigue is sands of dollars worth of free pub-J. Dan Baldwin, manager of the Kentucky State Fair, related how part of machinery manufacturers to exhibit at his fair. As the result of a survey he conducted, he found that most farmers were more interested in service instruction than they were in new machines. Using this as a lever, he interested one big manufacturer, who spent \$20,000 on an exhibit that stressed maintenance and drew over 34,000 people. Bladwin said this exhibitor was eager to return and expected others to follow suit. Lem Jones, suprintendent of farm machinery at the Oklahoma State Fair, said he may introduce a plowing contest next year, which he believes will bring the major lines into the fair. Everett Erhart, of the Kansas State Fair, in an addr-ss before the Federation of Fairs organizations, said it was up to the fair board to keep the exhibitors happy. He suggested parades of equipment and also said, if possible, traffic should be routed past the machinery exhibits.

Elected Prez By IAFE Fems

Idaho State Fair, Blackfoot, was Fairs and Expositions. sociation of Fairs.

Mrs. Lloyd Cunningham, Des events, would hurt fair gates. Moines, wife of the secretary of the Iowa State Fair, was elected vicepresident. Mrs. Jack Reynolds, whose husband manages the Eastern States Exposition, Springfield, Mass., was re-elected secretarytreasurer.

A record turnout of 62 women attended the annual luncheon where they were briefed on things

Irene Davis, Lansing, Mich.; Mrs. Frank Harris, Davenport, Ia.; Mrs. Willard Masterson, Milwaukce; Gladys M. Duffie and Mrs. Joe Monsour, Shreveport; Mrs. C. L. Hill, Lorain, O.; Mrs. R. O. Planert, De-Pere, Wis.; Ruth Steva, St. Marys, O.; Mrs. Karolyn Hollaway, Indianapolis; Mrs. Louis London, Mrs. Strather Jones and Edna Ikemire, Springfield, Ill.; Moxie Mulrooney and Mrs. John Day, Saginaw, Mich.; Mrs. Leon Harms, Albuquerque, N. M.; Mrs. Tommy Sydenstricker and Mrs. H. B. Wilson, Lewisburg, W. Va.; Mrs. C. G. (Pete) Baker, Oklahoma City; Esther Heffernan, Springfield, Ill.; Mrs. Lester Schrader, Centreville, Mich., and Mrs. W. Bourgette and Mrs. A. E. Thompson, Spicer, Minn.

Mrs. W. A. Uthmeier, Mrs. W. J. Uthmeier and Mrs. Marc Hansen Jr., Marshfield, Wis.; Mrs. Peter Buhack, De troit; Mrs. Ray LaPorte and Mrs. Ann Parson, Escanaba, Mich.; Mrs. George A. Hamid, Trenton, N. J.; Mrs. Dorohy Packtman, Mrs. J. C. Raab and Mrs. H. Cohen, Greensboro, N. C.; Mrs. I. V. Hulme, Anderson, S. C.; Rose and Mary Sarlow, Ionia, Mich.; Mrs. Joseph Bartlett, North Haven, Conn.; Mrs. T. O. Robinson, London. Ont.; Mrs. Jesse Devault, Indianapolis; Mrs. Perry Lambert, Hiawatha, Kan.; Mrs. Everett Erhart, Stafford, Kan.; Mrs. Edith McNabb, Pleasanton, Kan.; Mrs. Kenneth Blackwell, Indianapolis; Mrs. Robert Harris, Kokomo, Ind.; Mrs. N. E. Minton, Barbourville, Ky.; Mrs. Lemuel E. Jones, Oklahoma City; Mrs. W. H. Wimmer, Rockville, Ind.; Mrs. Margaret S. Roper, Indianapolis; Mrs. C. W. Moenk-haus, Huntingsburg, Ind.; Mrs. Hugh King, Yakima, Wash.; Mrs. H. L. Fitton, Billings, Mont.; Mrs. W. Walker, Fort William, Ont.; Mrs. H. L. Royce, Austin,

vice-presidents and secretary-treasurer is Mrs. D. Godwin.

ASSINIBOIA, Sask., Dec. 4.-. H. Broeder, president, and Walter McMorine, secretary-treasurer, were returned to office at the an-

Cut Knife Names Prez

CUT KNIFE, Sask., Dec. 4 .-Mrs. W. Adie was elected president of the Cut Knife Agricultural Society. Vice-presidents are Matt

coverings, wall treatments, color, sociation, discussed "Bigger and design, labeling, etc. Variety, or a change of pace from one exhibit he overcame a reluctance on the Joseph C. Bartlett, of the North area to another, results in greater

Weyburn, Sask., **Retains Adolphe**

WEYBURN, Sask., Dec. 4 .-A. J. (Monte) Adolphe was reelected president of the Weyburn Agricultural Society at the board's annual meeting. It will be his second term. Vice-presidents are Earn Kyle, Murray McFadden and Edgar Pettit. Roy n Schultz is secretary-manager.

The financial report showed a bank balance of \$1,940. Receipts for the year were \$40,346 and expenditures were \$38,777. Prize money paid out 'as \$3,160.

It was decided to have harness races and pari-mutuel betting on the second day of the 1955 fair. A Golden Jubilee parade is also planned.

Special Events Profitable, Panel Tells IAFE Conclave

events are one of the most economical methods of building fair soring organization. attendance and getting valuable publicity. This was the contention All-Iowa Fair, Cedar Rapids, deof the special events clinic, one of the featured program events at the annual meeting of fair managers here this week.

L. Doc Cassidy, director of publicity at the Kentucky State Fair and chairman of the panel, told the fair execs that special events build the gate, create much publicity and Fair, said the fair's milk booth, are invaluable as a public relations media, yet in actual cost, are one of the cheapest efforts.

He warned that they should be carefully planned, should include

CHICAGO, Dec. 4. - Special method is to originate the contest and then turn it over to some spon-

> Andy Hansen, manager of the scribed how that annual built up good will thruout the State by a Farm Family Day. Operated with the Chamber of Commerce, the event brings 25 typical farm families to Cedar Rapids each year where they are hosted by the fair.

Bill Masterson, Wisconsin State where patrons drank all they wanted for a dime, had created much good will for the fair and the dairy industry.

Others who gave like examples



FAIR ASSN. MEETINGS

Indiana Association of County | H. Clark, 360 Walnut, Franklin, secretary.

Wisconsin Association of Fairs, Schroeder Hotel, Milwaukee, January 5-6. Wm. H. Eldridge, 3151/2 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.

Massachusetts Agricultural Fairs' Association, Hotel Sheraton, Worcester, January 10-11. Paul Corson, Topsfield, secretary-treasurer.

Ohio Fair Managers' Association, Deshler-Hiltor 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.

Louisiana Association of Fairs and Festivals, Bentley Hotel, Alexandria, February 13-15. Adolph Netter Donaldsonville, 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, Detroit, January 16-18. Harry B. Kelley, Hillsdale, secretary.

Rocky Mountain Association of and District Fair. Hotel Severin, Fairs, Northern Hotel, Billings, Indianapolis, January 2-4. William Mont., January 23-25. Clifford D. Coover. Shelby, Mont., secretary.

> New Jersey Association of Agricultural Fairs, Hildebrecht Hotel, Trenton, January 24. William C. Lynn, I West State Street, Treaton 8, secretary.

Nebraska Association of Fair Managers, Cornhusker Hotel, Lincoln, January 24-28. H. C. McClel lan, 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 3898, Oklahoma City, secretary.

New York State Association of Agricultural Fair Societies, Sheraton-Ten Eyck Hotel, Albany, January 31-Februarv 1. James A. Carey, State Office Building, Albany, secretary.

Texas Association of Fairs and Expositions, Baker Hotel, Dallas, February 3-5. Bob Murdoch, Blackstone Hotel, Tyler, secretary

Arkansas Fair Managers' Association, Little Rock, February 7-8. of the appeal it once had. The



CHICAGO, Dec. 4.-The Tri-State Fair, Superior, Wis., which lost its grandstand and a number of buildings in a \$100,000 fire that swept the fairgrounds October 20 is studying plans fc. rebuilding and will hold a fair August 16-21 next year. Seegar Swanson, secretary, said no definite details were available but plans were in the works.

A new grandstand will be rebuilt, the exhibition building destroyed in the fire will be replaced as will a number of concession stands. In all 10 buildings were lost in the tire.

Swanson announced that Royal American Shows would again provide the midway attractions next year and Barnes-Carruthers Theatrical Enterprises the night grandstand show.

Brandon, Man., Ex. **Renames McGregor**

BRANDON, Man., Dec. 4.-Wilfred F. McGregor has been reelected to a third term as president of the Manitoba Provincial Exhibition. Re-elected as vice-presidents were F. O. Meighen and J. H. Tolton. Fair dates for '55 are July 4-8.



• Continued from page 58

ton is better visitor participation than none, but it has lost much Clyde E. Byrd, Box 907, Little push-button saves electric current and wear on the exhibit, but it does not provide the visitor with the desired opportunity to use his muscles or brain.

Oregon Events Seek Automatic State Aid

Harold Clarno Elected President; **Chindgren Named to Veepee Position**

PORTLAND, Ore., Dec. 4.-The other resolution that divided the three-day 27th annual meeting of State into five districts with a view the Oregon Fairs' Association to improving the operation of counclosed at the Multnomah Hotel here Wednesday (1) with election of new officers and directors and passage of resolutions, including one aimed at retaining automatic State financial aid for fairs and expositions.

Harold Clarno, of Myrtle Point in Coos County, was elevated to the presidency. He was on the board of directors and succeeds Vernon DeLong, of LaGrande in Union County, who had served his statutory limit of two terms.

Herman H. Chindgren, of Molalla, first association president who had served 24 years until DeLong's election, was elected vice-president. Howard Smith, of Tillamook County, and Mina Standley, of Union County, were elected directors for three-year terms, and Hallie Huntington, of Lane County, where she is fair manager, was elected to serve the one year remaining in Clarno's directorship.

Seek Aid

The resolution on State financial aid noted that fairs in Oregon have been dependent on this revenue since enactment of the law 21 years ago. It ordered that legislative representatives be apprised of the association's interest in retaining this program.

The action stemmed from the continued threat in the Legislature to divert to the State general fund revenue the State obtains from dog and horse racing wagers, part of fairs came before the convention, which now automatically goes to but a resolution was adopted pointfairs and expositions. In his report to the convention on fair revenues, Chindgren recounted the strong opposition fair interests had encountered in efforts to retain automatic distribution, saying were the money to go into the State general fund it would be lost forever to the fair or it would be necessary for each to go before the Legislature each biennium for individual appropriations.

ty fairs. It provided that the bylaws be changed next year to provide for a director from each district. Meanwhile, the president is to appoint temporary chairmen for each area, who will call organizational meetings.

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Advantages of the district system were presented as lessening conflict in fair dates, common ownership of property such as starting gates, sharing of attractions that might be engaged by the week where fairs would be held in midweek as well as on weekends, uniformity in accounting, judging and premiums.

The five districts set up were:

Blue Mountain District-Wallowa, Union, Baker, Harney, Malheur and Umatilla counties.

East Central Oregon District-Hood River, Wasco, Sherman, Gilliam, Morrow, Deschutes, Crook, Jefferson, Crant and Wheeler counties.

Southwestern District - Coos. Curry, Jackson, Josephine, Klamath, Lake, Douglas and Lane counties.

Willamette Valley District-Linn, Marion, Clackamas, Multnomah, Benton and Polk counties.

Northwest and Coast District-Clatsop, Columbia, Washington, Tillamook, Yamhill and Lincoln counties.

Classification

The problem of classification of

Association of Colorado Fairs, Albany Hotel, Denver, January 17 Forrest F. Hammes, Littleton.

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.

North Dakota Association of Fairs, Graver Hotel, Fargo, N. D., January 20-22. A. D. Scott, Fargo, secretary-treasurer.

Illinois Association of Agricultural Fairs, St. Nichols Hotel, Springfield, January 23-25. Clifford C. Hunter, Taylorville, secretary.



of Distinction Whether your Fair, Celebration or Event calls for a \$50 display or a \$5,000.00 spectacle, you will find CONTINENTAL equally interested in giving you the most and best for your money. We carry adequate insurance. Send for our free catalog NOW. Write, wire or phone Rock, secretary.

Association of Connecticut Fairs, Terryville High School, Terryville, March 19. J. C. Bartlett, North Haven, secretary.

Baker Named

• Continued from page 58

Never a Dull Month." The success of an antique show at the Wisconsin State Fair was outlined by Willard Masterson, manager, and Harry J. Frost, Minnesota State Fair, spoke on "Farm Machinery Exhibits.'

Al Ahrens, United States Trotting Association, represented that organization in a discussion on the growth of harness racing at fairs. Mrs. Karolyn Holloway, Indiana State Fair, headed up a committee that conducted a women's clinic. Also on the panel were Mrs. Margaret Moore, Piedmont Interstate Fair; Mrs. Ruth Steva, Ohio State Fair, and Mrs. Moxie Mulrooney Saginaw (Mich.) Fair.

L. Doc Cassidy, Kentucky State Fair, was chairman of the panel on special events. Speakers on that program were Lloyd B. Cunningham, Iowa State Fair; J. C. Huskisson, Florida State Fair; Glen B. Boyd, Ozark Empire Fair; Andy Hanson, All-Iowa Fair, and Willard Masterson, Wisconsin State Fair.

Exhibit Techniques

Final session of the week saw Dr. Dudley Crafts Watson, Chicago art expert, advise the fair executives on the operation of an art show. Dan McMasters, director of Chicago's Museum of Science and Industry, spoke on "Today's Exhibition Techniques." V. Ben Williams, manager of the Pacific National Exhibition, described his fair's operation of its outdoor theater, and John W. Leahy, Danbury (Conn.) Fair, spoke on showmanship as a necessary part of a successful fair operation.

Highlight of the fair delegates social side of the meeting was the annual cocktail hour on Monday evening, which was under the supervision of Douglas Baldwin, sec-

Demonstration: 7 e combination of demonstrator and exhibit is usually more effective than either alone. The demonstrator provides a descriptive narration longer than the average visitor will read in a label, emphasizes points of interest, and is available to answer technical questions, and to provide a friendly, human association. When visitors are in groups, as from schools, he holds them together. He may also perform a series of scientific experiments or product demonstrations from a "Punch and Judy" type of booth.

Aiming the exhibit at the audience: If an exhibit is pitched at a level above the capabilities of the audience, it will be understood by only a few. If the learner has not learned, the teacher has not taught. This is not only a philosophical thought; it is directly related to exhibition techniques. The most technical subjects can be presented effectively if the p oper techniques are selected. The exhibit designer's basic approach should be the assumption that the visitor, no matter how well versed he may be on other subjects, is uninformed on the subject at hand.

Repetition: Facts are not absorbed and retained by the "onceover-lightly" method. They are learned thru constant association, repetition and recall. In presenting a difficult subject to an uninformed audience, it is desirable to utilize repetition. Tell them what you are going to say; say it, then tell them what you have said. But use an entirely different wording in each case to avoid the appearance of duplication, to avoid monotony and fatigue, and to provide interest and intrigue.

Appeal to a variety of senses: An exhibit should appeal to as many of the senses as possible. Sight alone is not nearly so effective as an appeal to sight and hearing, which in turn is not so effective as an appeal to sight, hearing and touch.

Maintenance: An exhibit which

Cites Figures

Chindgren presented a financial report showing that since 1933 the State had collected \$8,563,119 in taxes on racing wagers, of which 60 per cent, or \$5,977,975, went to fairs and expositions. Ten shows and exhibitions receive specified amounts each year, ranging from \$2,400 to \$35,000, and the remainder is apportioned among Oregon's 36 counties for fair financing. In 1954 \$408,600 was apportioned among the counties.

Cecil Edwards, State Racing Commission steward, also stressed the threat to racing revenue, citing the eagerness of the Legislature to utilize these funds to help offset State budget deficits.

Realign Dates

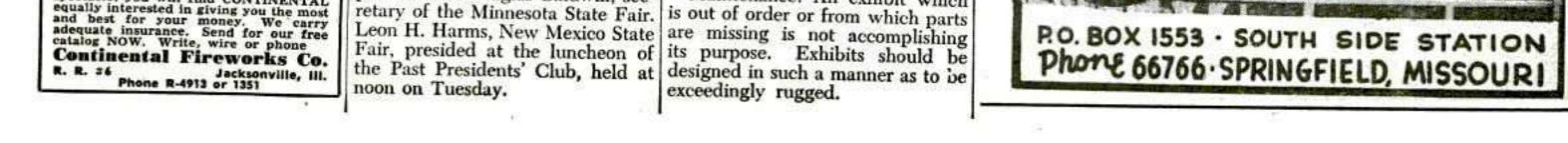
ing out that more information was required before taking this step. The directors were authorized to circulate questionnaires to obtain the necessary information.

The delegates voted down a proposed resolution that would have the association appeal to the State Fair Commission regarding opening date of the Oregon State Fair at Salem. The resolution sought to bar the State Fair from opening earlier than Labor Day; present practice being to open the Saturday before Labor Day.

R. L. Clark, of Portland, president of the Pacific-International Livestock Exposition, offered a prevue of the \$8,000,000 Coliseum and convention center that will house the Pacific-International. The project, approved by Portland voters in the spring eelction, was originated by the P-I. Selection of a site is awaiting report by a special commission.

The convention closed with the annual banquet and fun session. Entertainment was provided by Consuelo's Theatrical Agency, acts being Wilbur Hall and Rene, comedy music; the Ladderettes, ladder act; Jim Hicks trampoline troupe; Tommy and Bennie, musical vari-The association approved an- eties, and Val Setz, comic juggler.







Communications to 188 W. Randolph St., Chicago 1, Ill,

Eastern Action Nil At Chicago Confab

THE BILLBOARD

Early Bookings Nullify Interest, Cut Attendance at Annual Outdoor Meetings

in the confabs-here.

booked solidly in advance of the Shows reported considerable sucseason's end, had no representative cess. Agent Bobby Kline noted the on hand for the first time in many signing for the first time of fairs years. James E. Strates Shows, also at Springfield, Mo.; Dyersburg, considered solidly booked, faced Tenn.; Dothan, Ala., and Fayetteonly the possibility of tying in ville, Tenn. The latter will replace loose ends here. Cetlin & Wilson, Jackson, Tenn. The show will also solid in the East, had some work to repeat at Tuscaloosa, Ala. Also redo on its Western dates, and so ported signed was the July 4 cele-had the best reason of the three bration at Centralia, Ill. biggies to again turn out in force.

burg, Pa., and West Virginia State of observing. fairs, the latter at Ronceverte. While the overtures made here are undoubtedly of considerable value, the actual awarding of contracts is not made until a latter date.

Bloomsburg Sought

Romancing the Bloomsburg folks were the King Reid Shows and Prell's Broadway Shows, recent octunity of routing in the date for rial services of the organization Donald, Thomas Sacco, A. L. ate treasurer, and Max Cohen, secthe first time. The lead of any of held in the Hotel Sherman. As the competing shows was difficult background for the rites, the stage to judge. The interest in the date was set in a replica of the League's points to considerable activity be- Showmen's Rest. tween now and signing time. Some of the same shows competing for Bloomsburg are inter- delson, opened with an organ preested in Ronceverte, along with such organizations as the Marks Shows, a possible favorite. Interest, by the Hand" and Rabbi Lawrence however, may grow or wane in the period preceding contract signing time. With the exception of these two dates virtually every big event in the East can be said to be spoken for. The booking action, as it develops, will be on the truck show front. However, this phase of activity has also lessened in recent years as the trucksters have copied their railroad brethern in attempting to sign dates early.

CHICAGO, Dec. 4 .- Eastern, One fair that appeared to be representation and action were available for the asking by railroad notably lacking at the annual meet-ing of outdoor show interests at event, played this year by the the Hotel Sherman here this week. World of Mirth and in the past by The advance booking of Eastern Strates and Cetlin & Wilson, so fairs and the solid booking of the far is without a show and, if the tion. DeCostas and his nine-yearrailroaders which populate the Eastern railroaders pass it up, is territory accounted in large meas- likely to wind up with a truck outure for the apparent lack of interest fit for the first time in many years.

An Eastern organization, Sam The World of Mirth Shows, and Shirley Levy's Metropolitan

Phil Isser, representing the IT Only two Eastern dates of con- Shows, and Morris Vivona of Vi-

MIAMI, Dec. 4.-More than 200 showmen and friends attended the funeral services Tuesday (30) for William DeCostas, attorney and gold life membership card holder of the Miami Showmen's Associaold son were killed in a head-on auto collision near Ocala on Saturday (27).

CARNIVALS

Club Attorney,

Dies in Wreck

DeCostas, club counsel for two years, was best known for his handling of all the legal matters pertaining to construction of the MSA's new clubhouse. At the time Rename Beam of the accident he was returning to Miami to handle the question of building.

Services were held at Ben Lanier's Funeral Parlor, and conducted by the Masonic organization and by MSA President Bill Moore. The sequence were pursued by compet- vona Bros., took it relatively easy body was sent to Havana, Fla., for ing forces. They were the Blooms- as they mostly restricted activities burial and the child was interred in Woodlawn Cemetery here.

League Pays Tributes **At Memorial Rites**

CHICAGO, Dec. 4 .- Over 300 | ert Robbin, Jesse Laird, Samuel third vice-president. cupiers of the midway there, members of the Showmen's League Roberts, Sam Taylor, Gaylord George Whithead, of the James Johnny J. Denton and O. C. Buck of America and friends paid trib- White, Wallis Waldron, Hartman E. Strates Shows, was elected as-Shows. The latter, returning to utes to deceased members here Moritz, Al Wagner, William Fieldtrucks this year, has the oppor- Sunday (28) at the annual memo- ing, Frank W. Bird, James C. Mc- ing, Gooding Amusements, associ-

tax exemption for the club President of **Carnival Group** CHICAGO, Dec. 4.-Merle A Beam, Beam's Attractions, was reelected president of the American

> meeting here this week. Ralph Decker, Ferris Shows, was named first vice-president; Richard Coleman, Coleman Bros.' Shows, second vice-president, and Samuel J. Prell, Prell's Broadway Shows,

Carnivals' Association at its annual

sociate secretary; Floyd E. Good-

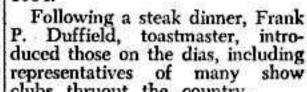
DECEMBER 11, 1954

DeCostas, MSA Over 1,000 Turn Out For League Banquet **Coronation of Evie Belew as Outdoor Queen Highlights 42d Annual Event**

CHICAGO, Dec. 4.-Over 1,000 | of Miss Outdoor Show Business of show people, friends and guests 1954.

turned out for The Showmen's League of America annual ban- P. Duffield, toastmaster, introquet and ball held here Wednesday night (1), an event that is one of the highlights of the winter clubs thruout the country. social season.

This year's party, the 42d annual, was again held in the ballroom of the Hotel Sherman and was highlighted by the crowning



Dias Guests

Included were R. H. McIntosh, president, International Associa-tion of Fairs and Expositions; Elmer E. Foehl, president of the National Association of Amusement Parks, Pools and Beaches; Max Cohen, secretary, American Carnivals Association; Gerald P. Mackey, past president, Pacific Coast Showmen's Association; C. J. Sedlmayr Sr., president, Greater Tampa Showmen's Association; William B. Moore, president, Miami Showmen's Association; John W. Gallagan, president, International Association of Showmen; William H. (Bill) Green, Michigan Showmen's Association; P. W. Siebrand, Arizona Showmen's Association; Paul Olson, president, Hot Springs Showmen's Association; Weldon Hale, Heart of America Showmen's Association;

J. P. (Jimmy) Sullivan, Commander, Al Sopenar Post, American Legion; George A. Hamid Sr., president Emeritus, National Showmen's Association.

League officers, seated at the speakers' table were headed up by President C. J. Sedlmayr Jr., and included Torti, president elect; Maurice Ohren, new first vicepresident; Al Sweeney, new second vice-president; Jack Duffield, new third vice-president; William Carsky, treasurer; Joe Streibich, secretary; Walter F. Driver, treasurer emeritus; George B. Flint, chaplin; Morris A. Haft and Arthur Morse, co-counsels, and Dr. John Havlik, of Alexian Brothers Hospital.

Mrs. Billie Cooper, popcorn concessionaire, was unharmed recently when a car she was driving was struck by another vehicle causing much damage to her automobile. Mrs. Cooper was en route to Tampa from Augusta, Ga.

The program, arranged by a committee headed by Bernie Men-W. Charney delivered the invocation.

The Edgewater Trio sang "Thy Word Abideth" and the Rt. Rev. Msgr. Lucian J. Arrell delivered the address of the day. Sophia Vail rendered "In My Father's House Are Many Mansions" and George B. Flint, SLA Chaplain, read the memoriam.

Square Post No. 232 of the American Legion presented the colors and sounded "taps" and Earl Bichel sang "There Is No Death." The Rev. Adolph Bohn aged by E. L. Winrod, who has gave the benediction and the services closed with an organ postlude a number of years. by Grossaint.

passed away during the past year Mickey Stark, owner of Gold Bond included Frank A. Griffen Sr., Rob-

Moore, William H. Blencoe, Ray retary-treasurer. Marsh Brydon, Zack Terrell, W. D. McGimpsey, Vince McCabe, Joe Frank Bergen, World of Mirth Murphy, Raymond H. Bueter, J. C. Shows; Curtis L. Bockus, Cetlin & McCaffery, W. R. Hirsch, Ray Bal- Wilson Shows; Philip Isser, IT zer, Arch E. Brumley and Aaron Shows; Sam Levy, Metropolitan G. Dellinger.

Bill Gullette Buys Bulk of Bodart Show

CHICAGO, Dec. 4.-The bulk Autos, Boats and a Little Dipper. of the physical equipment of Bo- Shows sold included a Side Show dart's Blue Ribbon Shows this and Funhouse, plus transformers, week was purchased at the out-searchlight, advertising station door meeting here by Bill Gullette, wagon, entrance, stock van, four owner of Imperial Shows. With the Downey light towers and consider-

additional rides and gear, Gullette will operate two units this season, the new organization to be manbeen associated with Imperial for

With the exception of two show Members of the League who fronts, which were purchased by Shows, and a Ferris Wheel, which was purchased by a local ride operator, the entire Bodart equipment was taken by Gullette.

> Included were a Merry-Go-Round, Ferris Wheel, Tilt-a-Whirl, Octopus, Fly-o-Plane, Caterpillar, Rock-o-Plane and Rolloplane plus semis and tractors for each; kiddle

The board of directors includes Shows and Jack Perry.

able electrical equipment.

Coaster to its line-up.

ment which is stored there.

care of interests in Wisconsin.

In addition to the Blue Ribbon

rides and gear, Imperial Shows

this week also bought three kid

rides from the King Amusement

Company and added a Schiff Roller

Gullette said that the additional

Queen Crowned

Crowning of Evie Belew of Royal American Shows as Miss Outdoor Show Business then took place with impressive ceremonies, The queen and her four ladies-inwaiting were escorted to the rostrum by five League members. Attendents in the order of their finish included Joy Purvis, Gooding Amusement Company; Mrs. William T. Collins, William T. Collins Shows; Ann Rice, Amusement Company of America, and Dolly Frazier, who stood in for June Reynolds, World of Today Shows. Escorts included Charles Zemater Sr., Harry Duncan, Bernie Mendelson, Max Brantman, J. C. (Tommy) Thomas and Robert (Bob) Lohmar.

Cullette said that the additional Josephine Haywood, '53 queen rides would bring his total of major of the outdoor business, crowned and kiddie devices to 21. The two her successor and Duncan preunits will play a total of 22 fairs sented huge trophies to the other next season, all in Illinois. four members of her court. In Gullette and Winrod left here addition to the trophies, each of Wednesday for Shawano, Wis., to the five was given a check, plus take delivery of the Bodart equip- merchandise including luggage.

Congratulatory wires were re-Bodart said he was getting out ceived from many friends of the of the business completely to take League. Among the wires read (Continued on page 62)

Install Ned Torti As SLA President CHICAGO, Dec. 4 .- Ned Torti, Case, William T. Collins, Hadji of the Wisconsin DeLuxe Company, Delgarian, M. J. Doolan, Herb

Milwaukee, Wis., Thursday (2) was installed as the 1955 president of the Showmen's League of America.

Other officers installed were Maurice Ohren, first vice-president; Al Sweeney, second vice-president; Jack Duffield, third vice-president; Bill Carsky, treasurer, and Joe Streibich, secretary.

Sam J. Levy Sr., past president, was installing officer.

Chief action taken at the meeting following the installation was Magid, Bernie Mendelson, Arthur the decision to hire an assistant to Morse, Edward Murphy, Paul Ol-

Delgarian, M. J. Doolan, Herb Dotten, Harry Duncan, George B. SLA Prexy Flint, John Gallagan, K. H. Garman, Max Goodman, Sam Gordon, Nat Green, C. C. (Specks) Groscurth, Morris A. Haft, Mel Harris, Jack Hawthorne, Don Franklin, Ben Hyman, George W. Johnson and William Kaplan.

Edward Levinson, Sam J. Levy Jr., Rube Liebman, Harry Mamsch,



CHICAGO, Dec. 4. - Upward of 700 members of the Showmen's League of America and guests paid

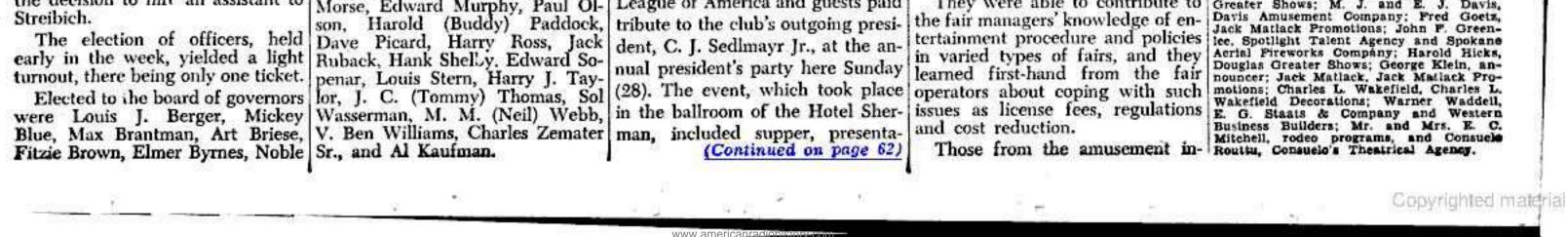
Attraction, Midway Reps **Out in Force at Oregon Meet**

Carnival and attractions repre- registering at the three-day consentatives participated in increasing numbers this year in problems of the Oregon Fairs Association, Monte Brooks, Monte Brooks Attractions; whose 27th annual meeting was w. F. and Lola M. Browning, Browning concluded Wednesday (1) at the Amusement Company; Edward Browning, Multnomah Hotel here.

They were able to contribute to the fair managers' knowledge of en-lack Matlack Promotions: John B. Greater Davis, Amusement Company: Fred Goetz, John Matlack Promotions: John B. Greater

PORTLAND, Ore., Dec. 4 .- | dustry and the suppliers' field vention included:

> K. R. (Andy) Anderson, Rainier Shows; Browning Bros.' Amusement Company; Earl O. and Mrs. E. O. Dougias, Douglas



THE BILLBOARD

CARNIVALS

61

WANTED Assistant to Secretary SHOWMEN'S LEAGUE AMERICA 0F

Qualifications

1. Age 35-45, Male

- 2. Bondable
- 3. Duties: Bookkeeping, Typing and **Organizational Secretarial Work**
- 4. Amiable Personality
- 5. Show Background Not Necessary
- 6. Must Permanently Locate Chicago
- 7. State Salary

Write NED TORTI, Pres., SLA 1902 N. 3d St., Milwaukee, Wis.

FOR SALE

32-foot Allan Herschell Merry-Go-Round with Organ; #5 Eli Wheel, factory made star; 1948 Tilt-a-Whirl, 1953 Kiddie Whirlo Ride, 1950 Allan Herschell Roller Coaster, Transformer mounted in a Fruehauf Low Boy.

Dark Ride, Show Tops, Fronts, Banners for Animal and Turtle Shows, Amplifying Sets, Talking Parrots, Scarlet Macaw. All Rides complete with transportation.



WANTED TO BUY

FUK CASH

MIDWAY CONFAB

22 6 4 6 1

W. L. Borror who had the cookhouse on the Southern Valley business in W. Monroe, La. . . Mr. and Mrs. E. T. (Red) Thompson are the proud parents of a son. The new young gent, John Frank-lin II, made his bow November 19 at Casa Grande, Ariz. Thompson is a digger operator on Siebrand Bros.' Shows.

Joe and Rose Bevans, scale and age concessionaires, recently with the Wade Shows, purchased à new home in Battle Creek, Mich. . . Theodore Meadows, manager of Tennessee Valley Amusements, and his wife and family are half-way thru their vacation and are now headed for Mexico to finish a trip started there 20 years ago. A Comet ride was recently purchased for the show. The 1955 show will carry dual Ferris Wheels, light towers, and an all-new steel marquee front, with the Wheels and Comet being lighted with neon. The show's Merry-Go-Round will be completely rebuilt. Winter quarters will open January 2 at Sheffield, Ala., and the show will take to the road March 1. The

policy of one-of-a-kind will be adhered to again next year. The Meadows will spend Christmas at the show owner's home in Iowa and then return to quarters.

Billie Reed, aerialist, formerly with Mighty Page, Carl Ferris and the James E. Strates shows, was rushed to the City Memorial Hospital, Winston-Salem, N. C., Friday (26) for observation of a bone or nerve condition which has partly paralyzed an arm and hand. She would like to hear from friends.

Thanksgiving dinner, given by

Bob Morrison, secretary of the Michigan Showmen's Association, Shows this season is in the fruit provided three bands and two marching units for the carnival which celebrated General Motors' 50 millionth car celebration. Others assisting in presenting a cascade of colored helium balloons over the line of march were Eddie Bennett, who was in charge, assisted by Ed (Red) Horwitz, Ed Burge and Irving (Stash) Rubin. . . . Leo Lippa, retired owner of the former Lippa Amusement Company, was host to a number of showmen at a Thanksgiving dinner, including Bill Green.

> Charles and Bill Carpenter, mug joint ops on Harry Burke Shows, are sporting a new 37-foot Spartan house trailer. They bought it from Walter and Alva Moore, former concessionaires, now operating the Sea Breeze Trailer Sales in Biloxi, Miss. . . . Mr. and Mrs. Vahn Alder and Joe Pearl drove from Tampa to Tarpon Springs, Fla., for Thanks-giving dinner. While there they visited with Bill Chalkias who is operating sight-seeing boats there this winter.

from an illness at the Rutland white orchid. Jackie Wilcox, first (Mass.) State Sanitorium, Ward D, and would like to hear from friends.

Rocky Hughes, formerly with the James E. Strates Shows, has joined Willie Lewis' Kiddieland Park in Richmond, Va., for the winter. Directly opposite the park Bernard Smith, former drome Wheatley came in shrimp nylon rider, has joined Eddie Rankins' pony ranch. . . . Walter D. Nealand is a regular visitor at Harry Frank's One Minute Lunch in Richmond. Harry says he plans to re-

Entertained at a seven-course with the John H. Marks Shows. Charles Heffner, Freddie West, for the Halifax County Fair at Past president Vivian Zimdars sequin jacket. Judy Niles selected Doogie and Mollie Renee, Rolly South Boston, Va. . . . Rita Sauva- graciously modeled a Jacques Fath a Ceil Chapman original of mauve Murphy, Paul and Art Holler, Toro ger has returned to Richmond from of imported Neapolitan flamenco lace dotted with silver sequins and Tanner, Leona and Betty La Rue, Jack Korie, Harry Fink, Don and over management of her hotel. . . . gardenias. Mae Schrader wore a corsage of miniature tea roses. (Continued on page 62) Wallace Beck, Mark Williams, Bob Westermann has purchased a new home on Morningside Drive in Richmond. . . . Art Thompson is doing well with his new club he opened in Norfolk since the end of the season.

WITH THE LADIES

Gowns, Jewels Sparkle At Hot Springs Ball

By JACKIE WILCOX

HOT SPRINGS, Dec. 4.-The Hot Springs Showmen's Association climaxed a week of gala social events, including the opening of its new clubhouse, with the annual banquet and ball in the historic Arlington Hotel. And the spacious ballroom took on an air of grandeur as the ladies arrived in their exquisite gowns and jewels.

EDITORS NOTE: Virginia Kline's observations at the banquet and ball of The Showmen's League of America will be carried in next week's issue of The Billboard.

The gracious president, Caroline Holt, arrived in a turquoise brocade with a full skirt and draped bouffant train by Ceil Chapman set off by rhinestone jewelry and corsage of orchids. Alice Hennies, president-elect, wore an Adrian ballerina gown of Mickey Holliday, wife of the black chantilly lace over red taf-late Ben Holliday, is recovering feta with black velvet trim and a vice-president, was in black taffeta and white cord trim designed by Gustavo of New York.

Ethel Booth, first vice-presidentelect, wore a Christian Dior creation of grey nylon taffeta, floor length, with ice blue rhinestone

accessories. Secretary Bonnie chiffon, floor length, by Monet, with gold accessories, while Daisy Fritts, club mother, wore deep mauve lace with amber accessories, a Patou import. Treasurer Irene derson wore a Labandter original turn to the road as a cookhouse Ogle chose a white nylon net full ballerina length in red taffeta. operator in 1955. Both were last length formal with crystal accesso- Rose Cutler in a Ben Reig import ries. Chaplain Marion Shuford of Seminole red lace. Blanche . . . Prell's Broadway Shows have was charming in a royal blue with Sprinkle in a French blue by Ceil Cleo Renee, were Peggy Ewell, again been awarded the contract sequin trim, by Hattie Carnegie. Chapman with a gorgecus silver

white linen with a weskit of sky blue with crystal accessories. Belle Roberts was in iridescent emerald with rhinestone collar. Edythe Conklin wore an exquisite Egyptian import of pastel brocade. June Reynolds wore a black net with gold sequin applique, full skirt, floor length.

Clementine Moss chose a Hattie Carnegie original with silver trim and black lace stole while Mabel Ohrem was in a silver import with matching choker by Christian Dior. Lee Lufrano wore black taffeta with velvet bodice, a Morel import. Jerry Dwyer a Ben Reig original, a sheath of iridescent blue with cameo earrings and pendant.

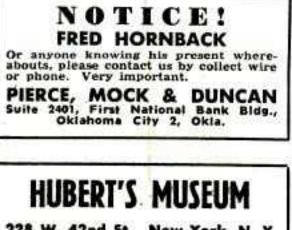
Chantilly Lace

Joan Fairly wore a Chantilly lace creation by Rolan in Dori blue. Violet Martin in an ankle length black taffeta by Oleg Cassini. Mrs. Alden Mooney in a pale blue brocade, cocktail length model with a rhinestone trim. Jessie Hove in electric blue floor length with pearl sequins and rhinestone trim. Sybil Lashbrook in a Hattie Carnegie creation of eggshell satin brocade, princess style. Mrs. Rocco Jr. in a Benham original of pink chiffon. Helen Staley in a salmon chiffon floor length with ice blue accessories.

Faith Wolf wore black taffeta with rhinestones. Mrs. Wayne Mayberry chose black stain with net and gold accessories. Lucille Donoflio in a stunning black Chantilly lace by Oleg Cassini. Dorothy An-(Continued on page 62)

MERRY-GO-ROUND, late style, no junk ELI #5 WHEEL, late model KID RIDES, all kind, except Train Late style Fun House. Office Wagon, nothing but the best considered. If you have any late style Show Equip-ment for sale and want the cash, write H. C. SWISHER Box 125, Caney, Kan. Phone 468





228 W. 42nd St. New York, N. Y. **Open all year round** Want Freaks and Novelty Acts. State Leonard Ward, Billie and Jean Barton, Mr. and Mrs. Francis Lindsey and Buster West. . .

Penny Law, after closing with Frank Allen's Side Show on Raley Bros.' Shows recently, is now wintering in Johnson City, Tenn., where she is employed in one of the local niteries.

C. Bentley, Side Show owner on 20th Century Shows, is at Duval Medical Center, Jacksonville, Fla. Mrs. Bentley is with him. . . Larry Martin and Jimmy Yates are spending the winter in Jacksonville, Fla. . . . Diane De Elgar recently completed her sixth year as annex attraction with Hall and Leonard on the World of Today Shows. Miss De Elgar, who purchased a 1955 Buick Century recently, reports that 1954 was her best year to date.

HONORS WERE HEAPED on both Mr. and Mrs. Sam (Sambo) Peterson at the National Showmen's Association banquet recently. Sam was presented with a gold life-membership card for securing 50 new members during the year, plus a citation for being one of the four who promoted last season's Connecticut Night at the club, His wife, Ann, received a gold card

Lew (Blinky) Bernstein is back in Milwaukee operating his tavern. Tending bar are Joe the Grinder and Jack Martin, with Peanuts Baker emseeing.

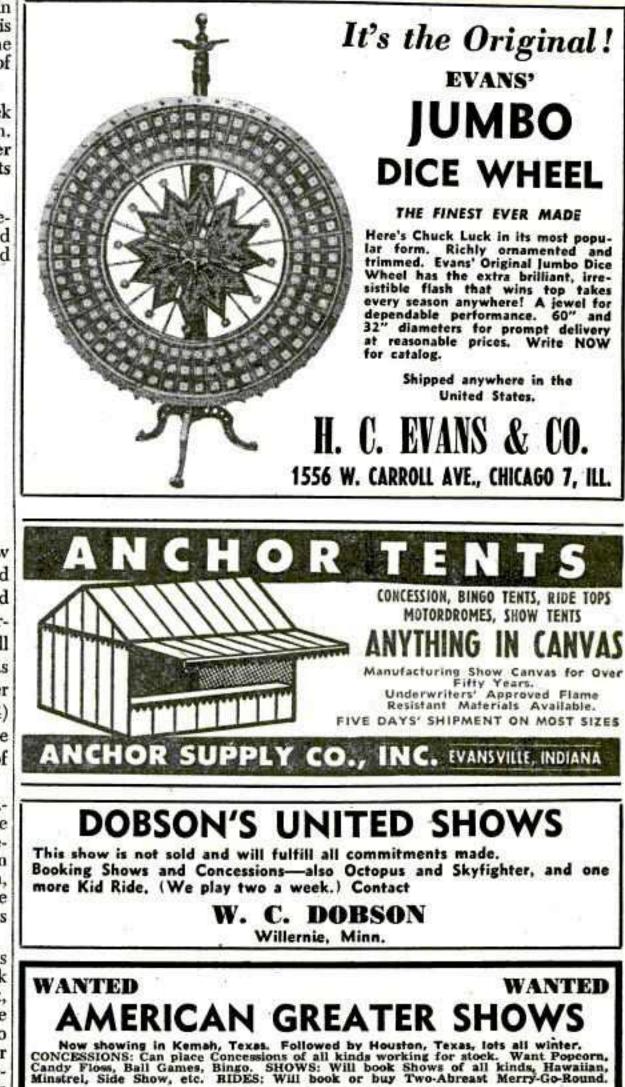
Lisa Del Mar cards from Cleveland that she stored her truck and four midway shows, and purchased a Hudson Pacemaker recently.

Weisman and Brown Pair Up **On New Bingo**

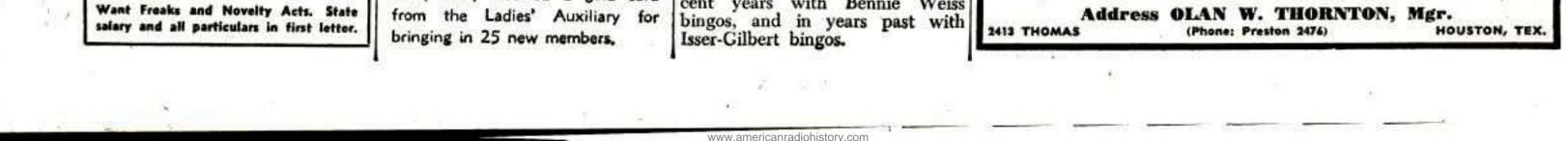
NEW YORK, Dec. 4 .- A new bingo partnership was announced this week by Morris Brown and John S. Weisman, who have purchased a 174-seat outfit from Bill Jones. Jones recently said he was taking units off a couple of smaller shows (The Billboard, December 4) and it is understood that the Brown-Weisman layout is one of those referred to.

The bingo will operate next season on the I. T. Shows, where Brown will oversee it while remaining as the show's concession manager. During the latter season, it was explained, the bingo will be spotted at a couple of large fairs off the I. T. route.

Weisman will remain with his stationary bingos at Savin Rock park in Hartford, at Asbury Park, N. J., and elsewhere, and will leave the new unit's management to Brown. The latter has worked for several weeks in each of the recent years with Bennie Weiss



Address OLAN W. THORNTON, Mgr.



CARNIVALS

THE BILLBOARD

WITH THE LADIES

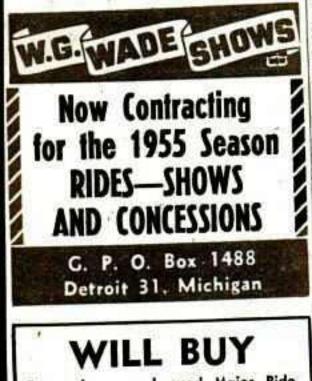
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Gowns, Jewels Sparkle At Hot Springs Ball

Continued from page 61

Dyer in a black taffeta ballerina and strapless bodice. with rhinestone rope trim.

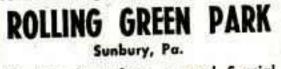
Chantilly lace with a bouffant skirt a symphony in gold velvet and with rows and rows of lace ruffles tulle. Helen Hill in a Patou import



For cash a good, used Major Ride. Must be in first-class shape. What have you?

ALSO OPENING

For Custord, Popcorn, Candy Apples and another Concession. Must be reliable and give reference.



Want to hear from a good Special

Mae Warfield came in a sheath silver sequin trim and tulle stole. nodel of black and white French Ida Lee Knight in a chartreuse repe with sequin collar. Betty green chiffon creation full skirted

Virginia Gamble in a cocktail Jean Haddad, a turquoise blue brocaded slive green satin gown. affeta strapless with a black vevet Lela Howey in a taffeta and black rim. Marie Sorenson was in black lace cocktail gown. Sue-Walters and a gorgeous lace stole. Marce- of black velvet with a taffeta bustle lyn Williamson in black taffeta back cocktail gown. Rose Kahn in a with a pastel net yoke and peg top Tremayne of white and gold wool skirt. Mrs. Scotty Sheansy with a with a pearl and rhinestone trim. baby blue net with full skirt with Pearl Weydt in a Worth original of green lace and satin trim. Mrs. J. D. Dickens in a Vieance white wool hairpin lace gown. Mrs. L. D. Johnson sporting a Kimberly white wool cocktail suit.

Ice Blue Gown

Ollie Glosser in a stunning ice blue Egyptian polished cotton cocktail creation. Billie Owens lovely in a shrimp pink nylon ballerina with matching velvet weskit. Gloria Pierson in a Ceil Chapman black Chantilly lace ballerina. Mrs. G. B. Master's black lace and nylon net semi-formal had pearl accessories. Mrs. Doctor Dembenske's black semi-formal had a shell pink collar of pearls. Mrs. Sid McMath with a scarlet flame floor length model of satin and tulle. Mrs. Anne Doolan in a Helen Rose creation of pink satin and an overskirt of pink tulle with a corsage of tea roses.

Mrs. I. G. Wolf in a blue velvet cocktail suit with rhinestone trim. Mrs. 3. W. Thomas in a green suede jersey cocktail model black velvet trim. Lorrain Kech in a green Lamar Smith in red iridescent taf-feta ankle length with matching feta ankle length with matching stole. Mrs. Black in an old rose full ballerina with overskirt of rose lace. Ellen Hensley in a black velvet cocktail suit with all velvet accessories. Nita Weaver chose a flame red floor length formal of satin and tulle. Rosalie Martin in a sapphire blue satin floor length with full corsage of American Beauties. Caroline McJunkin in a slate blue sheath crepe formal. Peggy Waldron wore a creation of Laurentian lace over black taffeta with silver beaded trim neckline with matching Trifari accessories. Shirley Bazinet, Queen of the Ball, was attired in a formal import with smoke pearl tones and deeply rounded collar embroidered with pearls and rhinestones.

Show Folks **Re-Nominate** 1954 Prexy

SAN FRANCISCO, Dec. 4 .-Charlotte Porter was named to succeed herself as president of the Show Folks of America, San Francisco chapter, when the nominating committee presented its 1955 seats of candidates to the membership. Balloting was set for Monday night (6).

Eddie Hellwig was also nomi-nated to succeed himself as first vice-president as were Bonnie Townsend for recording secretary, Oscar H. Mattley, treasurer, and Albert Roche, corresponding secretary. Also on the slate are William H. Meyer for second vice-president; E. S. Fitzgerald, third vicepresident, and Billie Hodges, executive secretary.

Candidates for the board of governors as picked by the committee include: Teddy Texiera, Baker Ramsey, Al Rodin, Tony era, Elmer Hanscom, O. N. Crafts, Sam Landesman, Andy Hynes, Joe Barrell, Orie Blome, Jimmy Lynch, and Jane Albright. Several are up for re-election to the directorate.

Bonanza Buying Marks Chi Meet

Continued from page 50

of equipment would have nullified success for the offending firm.

It is noteworthy that virtually everyone e x p r e s s e d satisfaction with the show, crediting it with being even more colorful than its flashy predecessors. Whether by intent or accident, the show was attractive in its layout with the possibility of sameness adroitly broken up by the positioning of exhibitors.

Great Year Predicted

On the basis of business done at the show, a great year ahead was predicted by Nat Gorham, public relations counsel for the Allan Herschell Company, the nation's largest manufacturer of amusement riding devices. The tax cut was credited for the buying mood. Herschell surveys indicated that not one in 30 operators had a poor season and that most averaged 25 to 30 per cent better than a year Lola Krekos, Harry Myers, Charles ago. The firm sold six rides to Albright, Bill Coles, Sam Dolman, Zimmerman's Pro Fairways in St. Arthur Unger, John Provenzale, Louis, an amusement center which Margaret McCloskey, Norman is expanding its present miniature Schue, Josephine Blome, Nellie golf, fishing pool and Arcade operations. The Jolly Cat, the firm's Soares, Ted Levitt, Harry Polish new kiddle unit, has been rede-Fisher, Hunter Farmer, James Mc- signed since its preem last year at Caffery, Bobby Cohn, Mary Texi- Tampa. The coaster is now being made in two models and a heavier D. Earl Cipperly, Duke Navarro, motor has been engineered into the Hot Rod.

Eric Wedemeyer said that busiably aggregate \$500,000. He fea-tured the Flying Cars and Roto year. Frank Hrubetz had considness done at the show would prob-Jets, two expensive models which he agrees to move into permanent locations with no money down with firm seemed likely to hit at least the payments coming from gross the \$100,000 mark. earnings-the kind of a proposition that finds ready acceptability among operators. Wedemeyer said R. E. Chambers and Overland that he would handle the exclusive Amusement Company, all reported importation of the novel circular business better than a year ago. crazy mirror which attracted con- All three manufacture big units, siderable attention in the Hoffmeister booth. The booth of Hot Rods, Inc., represented by Mickey Hughes, attracted considerable attention with several firms exhibiting hot rod its eye-catching foreign made units. Seven major Hot Rod units were terest. King Amusement Company sold, Hughes said, in addition to also reported excellent results six junior models. Novel life-size with its Little Choo Choo. hand carved wooden figures of clowns priced at \$250 each were style with a stage and bleacher much in demand, Hughes said, seats. No top will be used. The ring with several hundred likely to be derson of IQ Baseball said that inequipped with bally cloth. Four firm also showed models of a He attributed the upturn to the semi-trailers, equipped with neon Skooter building and a portable fact that the firm now manufacspeedway track.

Arrow Development Company reported considerable equipment sold. These orders, together with special work for Disneyland, are expected to keep the California organizations working at near capacity, representative William Hardiman said.

W. D. Robertson, of the Miniature Train Company, admitted that business had not been so good in a number of years. While sales figures were not released, it was recalled that the firm had sold between 25 and 30 of its sizable units at a single show in the past.

Notably, the reports from the manufacturers of heavy equipment were just as good as those emanating from the builders of kiddle units. Bill de L'horbe, National Amusement Device Company; Ray Lusse, Lusse Bros.; Fred Markey, Dodgem Corporation, and John Allan, of the Philadelphia Toboggan Company, reported excellent results.

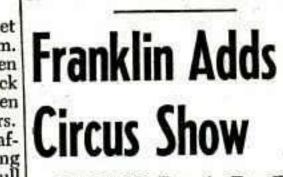
Delivery Delayed

Ben Roodhouse, of the Eli Bridge Company, reported business better than either of the last two years. The firm's Scrambler rated a lot of interest but reports have it that delivery, apart from those promised, will be delayed until 1956.

An indication of the interest in this year's showing was pointed up by the Custer Specialty Company, which reported some 60 inquiries his Roundup and sales for this

Interest Increased

The Eyerley Aircraft Company,



Promotion Man.

FOR SPECIAL SALE

FOR SPECIAL SALE #5 Ferris Wheel, 32 ft. Merry-Go-Round, Smith & Smith Chair-o-Plane, Kid Autos; Light Plants, large, medium and small: Cable, Junction Boxes, Show Tops, com-plete Bingo, Truck available, Stock, Marquee. All kinds of Concessions, Trucks and Semis. Transportation for all. Everything A-1, ready to go. Send for information and price list. Manu-facture-buy-trade. AMUSEMENT EQUIPMENT SALES, P. O. Box 145, Pass Christian, Miss.

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MOUND CITY SHOWS

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FOR SALE

No. 5 Ferris Wheel, Merry-Go-Round, other Rides and Equipment; located in Ontario, Canada.

BOX D-84 Cincinnati 22, 0. c/o The Billboard

THANK YOU Susan & Frank Tezzano Girl Revue Operators, Penn Premier Shows, for your new 1955 Buick Riviera purchase. "Save Money With Johnny" JOHNNY CANOLE





by electricity. Write to

SKATELAND Owensboro, Ky. 1401 W. Ninth St.



Over 1,000 Continued from page 60

were ones from the Hot Springs Showmen's Club; Miami Showmen's Association, Ladies' Auxiliary of SLA, Pacific Coast Showmen's Association; National Showmen's Association, Sara McCaffery, Caravans, Inc., and Doug and Helen Curry. Outgoing president Sedlmayr then spoke briefly.

A floor show, produced by Sam J. Levy Sr., chairman of the banquet and ball committee, included the Rev. Leon Hill, a minister turned comic; Eddie Michaels, emsee, Jay Marshall, the Albins, Conlon and Ryan and the Lou Breeze singing troup group (23). The Breeze orchestra played Evergreen Cemetery.

during dinner, the show and for dancing which continued far into Thursday morning.

SLA Prexy Party • Continued from page 60

tions and a floorshow.

Sedlmayr was gifted with a sterling silver punch bowl set, with Sam J. Levy doing the honors. Nine league members were presented with pins marking their 25th year as members of the organization. Included were three past presidents, Ernie Young, Sam Solomon and Frank P. Duffield, and Petey Pivor, Ted Lewis, Nat Green, Harry Gibbons, Louis Fishman and Andrew A. Craig.

CHICAGO, Dec. 4.-Don Franklin, owner of the shows bearing his name, will carry a one-ring circus this year, he announced at the outdoor meetings here this week.

Franklin has acquired three baby elephants that are being trained in Gonzales, Tex., by George King, veteran trainer. With these as a base, he will add ponys, dogs, chimps and performers.

Show will be set up in one-ring will be surrounded by ride trucks lighting, will serve as a front for the show. Show will run 60 minutes and will be scaled at 50 cents.

Franklin, who said he has practically completed his '55 route for both his units, left here Wednesday (1) for a short vacation with relatives in Kiowa, Kan.

Abbott to Speak **At Pacific Coast Memorial Rites**

LOS ANGELES, Dec. 4.-Sam Abbott, of The Billboard staff here, will be the principal speaker at the Pacific Coast Showmen's Association memorial services December 12, Harry G. Seber, committee chairman, announced. The services will be held at Showmen's Rest in

The program will include in addition to Abbott, William Sherwin, PCSA counselor, who will read several poems and an address by Rabbi Trentnor. Bob Young will direct the musical portion of the program which includes vocals by Ruth Felt.

Jeffreys, Balabanow Duo, Martells and Mignon, Mickey Sharp, Bruce Seidlinger, Gregory and Cherrie, Voca-Lovelies, Lee Marx and Billie, George Guest, Matt Tuck and Company, Barnes Roberts Dancers, Johnsown and Owen, Jerry Jerome, the Atomics, Al Mack, the Treniers, Harvey Stone, Terry Haven, Vince Fountain for Gottschalk and the Kramer Puppets.

some of which top the \$20,000 tigure.

Ben Schiff reported business the best in 14 years. Dryer, one of the cars, also reported considerable in-

Hampton Amusements reported selling 12 Tubs O' Fun, a kid unit costing around \$2,700. Chuck Henneeded to fill expected orders. The terest was well ahead of last year. tures a unit costing \$800.

New Food Developments

Continued from page 54

manufacturer here. The unit has been introduced here. The boba six-gallon capacity, is fast cool- tail unit features two draft stations ing, is equipped with non-clog and and two separate sets of sirup drip-resistant faucets, positive ac- pumps and crushed fruit facilities. tion pump and quarter horsepower The refrigerated storage comparthermetically sealed compressor, the ment has approximately 15 cubic manufacturer states. They also feet of a capacity for bottles or accessible. Over-all dimensions are 16 inches in diameter and 25 inches high.-Frigidrink Dispenser Company, 55 East Washington Street, Chicago.

Compact

Kitchen Unit . . .

MICHIGAN CITY, Ind .- A complete kitchen unit that includes a sink, cabinet space, refrigerator, cutlery drawer, electric burners and indirect lighting has been developed here. The counter-balanced top is said to raise at the touch of a finger. Push-button door controls, a keyed lock that locks the entire unit, and a choice of finishes are features of the unit. The burners have seven-speed switches. Dimensions are 21% inches deep and 48 inches long .-Dwyer Products Corporation, Michigan City, Ind.

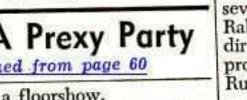
Peak Periods . . . PHILADELPHIA - A fountain

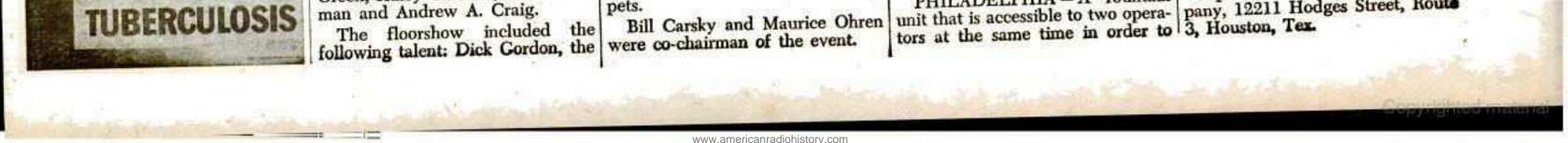
for flash has been introduced by a handle peak period crowds, has claim that working parts are easily packages. This compartment is also accessible thru 15-inch-square lids on either side. A chipped ice pan is located in the center section. Unit has dual running water dipper wells and waste chutes with sanitary bottoms. Top is onepiece, die-stamped stainless steel. Apron is of stainless steel. Legs are adjustable for leveling.-The Fisch-man Company, Tenth Street and Allegheny Avenue, Philadelphia 33.

Stainless

Counter Units

HOUSTON-A set of matching stainless steel counter units that can be installed in any position or combination with only one flue connection exhausting all gases, is being marketed here. United in the line-up are a deep fryer, thermostatic griddle, open burner and vacuum blower unit. Made of stainless steel, they are streamlined with recessed controls and rolled front cover. Dimensions are 24 inches deep and 14% inches high. -Super-Chef Manufacturing Company, 12211 Hodges Street, Route





S 10 9 9 9 9 9 9 1 **DECEMBER 11, 1954**

Pacific Coast Showmen's Association 1235 S. Hope St., Los Angeles 16

LOS ANGELES, Dec. 4.-Charlie Walpert, away from this city for 18 months, was welcomed back from North Carolina with a standing vote and hamed to the chairmanship of the Past-Presidents' Party to be held December President Hunter Farmer, who was on the rostrum with Vice-President Joe Steinberg and Secretary Joe Mead, named Earl Stoltz to head the Christmas Day dinner, which will be staged by the club and the Ladies' Auxiliary. Invitation for the women to participate in this event was extended by Steve Vaughn and Harry Phillips.

President Farmer welcomed to the clubrooms Frank Warren, Ira Millett, Louis Wald, Alex Freedman, Jim Frey and Jack Shaffer.

Walpert spearheaded a drive tor funds for the Christmas dinner with about \$200 being contributed.

Harry Phillips announced that a party for the children of PCSA members and other showpeople would be held December 23 in the clubrooms. The board of governors appropriated \$25' for the party with a like amount pledged by the Ladies' Auxiliary.

Bob Downie was given a standing vote of thanks for his generous offer of chairs for the memorial services, which will be held at Showmen's Rest Evergreen Cemetery on December 12. Harry G. Seber is the chairman of the event.

Ladies Auxiliary

Margaret Farmer, of West Coast Shows, gave a party Saturday (28) in the clubrooms. Games were played and a buffet luncheon was served. The invite was also extended to the parent body, with many accepting.

Mrs. Farmer prepared and served the food with the assistance of Lil Schue, Clara Martensen An-

CLUB ACTIVITIES

Banard, Ruth Astrov and Claudette Estfan assisted on games.

Other members attending included Lucille Dolman, Betty G. Coe, Thora Rickard, Clara Little, Ruth Woods, Martha Reilly, Mae Mortensen, Morosa Herman, Norma Burke, Marie Rhodes, Betty Taylor, Emily Bailey, Eva De Marr, Dorothy Enfield and Vivienne Jacobi.

Clara Anderson won a large bottle of cologne; Berta Harris, a table and TV lamp; Eva De Marr, a set of four coffee carafes; Betty C. Coe, a yellow net cocktail apron; President Steinberg, a pair of ceramic roosters, and Lil Schue, a set of boudoir lamps.

National Showmen's Association 317 W. 56th St., New York

Ladies' Auxiliary

A very short meeting was held the evening of November 17. President Margaret McKee will divide the receipts of the card party given in her honor. Half will go to the sunshine fund, the other half to the general fund. Pearl Myers attended for the first time this year. She had been ill. Margaret Lux will be the new incoming corresponding secretary. The club learned that the home of Julia Taffett had been robbed.

Memorial services were held Tuesday (23) at 8 p.m., prior to the open-house party. Many members in town to attend the testimonial dinner in honor of NSA President Joe McKee and past President Phil Isser, also attended the annual banquet, held Thanksgiving eve at the Hotel Astor.

Out-of-town guests included Jean Dellabates; Dorothy Anderderson, Nina Rodgers, Grace Mer- son, of the James E. Strates kel, Berta Harris and President Shows; Martha Weiss, Francis Peggy Steinberg. Ester Carley Fornier, Irene Moore, Pearl Ridnigs, Eva Daniels, Harriet Merson, Faye Grimes, Mrs. S. Glickman, Mrs. Art Lewis and Mr. and Mrs. Herman Davidoff. Marion Nevins, of Palisades ST. LOUIS, Dec. 4.-Clara Park, won the \$500 bond. She also won a bond last year. Edna Lasures won the \$100 bond. All of the other prizes went to the men and out-of-towners.

vice-president; Grace Fillingham, urer.

New members are Peggy Gallippo, Mary Jane Thompson, Caro-Quillman, Dorothy Beckt, Margie Gallagher, Shirle: Blackman, fit at the Miami Beach Auditorium. Leona Scarbrough, Shirley Mengel, Lorean Nakes, Helen Boss, Toni Dickerson, Katherine Karr, Nova Cell, Anne Tuer, Anne Gallapin, Smith, Mary Hamlin, Hazel Arm- from Irving Sherman. strong, Irene Henely, Naomi Ayliffe, Fay Gilsdorf, Lillian Beldock, Virginia Stuck, Marilyn Bagby, Maxine Stickney, Pearl Elerding, Patsy Rodgers, Gladys Bickly, Elizabeth Boyton, Rosita Wilkinson.

Mimie Yaszac, ways and means co-chairman, reported money turned in by Virginia Shumway, Mae Oakes, Evelyn Stone, Mary Alexander, Nora Reinhardt, Virginia Gallagher, Peggy Wilson. Monica Baress, Grace Lemay and Vera Hauck.

Chaplain Ella Stophel reported the sick list included Flo Venner, Frances Deener and Anna Leroy. Flowers were sent Kay Yenny Robb on the recent death of her husband. Leona Plas, entertainment chairman, announced the following events: Bazaar, December 10-12; party, January 13; testimonial dinner, January 20; coronation ball, Hotaling James Zingo, E. G. January 22; annual meeting, Janu- Moore, Ben Segal, William Hagel-February 6. Auxiliary with a television set. horse. Maxine Cyr and Dorothy Ben Rockford. Crawford served refreshments to the 79 members present.

made and donated five cakes. Raie | vice-president; Vera Hauck, third | presented a check for \$115 from sale of award books and Ben Glassecretary, and Elsie Owens, treas- berg presented a check for \$250 from the jamboree on the World of Shangri La on December 20. Lu-Mirth Shows. The committee said cille Zarlengo, chairman of the funds collected so far this year party, was given the green light lyn Meikenhouse, Muriel Grace have reached \$18,000 with a few on preparations. more shows to be heard from. It Waterman, Charlie Santalone, Rose is planning for another fight bene-

> Buster Westbrook, co-chairman of the Year Book committee, said Wilson, Margaret Bowen, Mildred the book is approaching the \$9,000 Nev. P. W. Siebrand back from mark and listed these recent contributions: \$350 from Vivona Bros." Edna Festa, Rosita Dell, Bessie Shows, \$400 from Patrick J. Fin-Traylor, Alice Brokaw, Margaret nerty, \$500 from Sam Prell, \$400 Terell left for San Francisco. Mr.

Nine new applications were repo.ted by the membership commit-Pauline Ryan, Jenne Renton, Viola tee, namely Louis Augustino, Kaufawa, Catherine Bailey, Greta Ruben C. King, Edward C. Ever-Ray, Rita Smaglick, Doris Brannon, schor, Vangel Balam, J. D. O'Harer, Jack C. Stickley, Louis H. Ginsberg, Louis Kaufman and Sam Robinson.

> A special plane was chartered vesterday by many showmen and show owners who attended Chicago conventions.

Whitey Tara reported for the blood bank committee that there are 63 pints in the bank, and that a goal of 100 is expected to be reached by the month's end. For the plaque, Bill Cowan said there Warren was nominated for presiare 286 names secured with only 14 more required. Dale Barron, who recently passed away, had his name inscribed on the plaque by his sister, in his memory.

Recent arrivals in Miami and visitors to the club were Harry election of nominating committee, Modele, William Block, James M. December 15; secret pal revealing Hurd, Raymond Korhn, Earl Weiner, Albert Lytton, Roy L. ary 26, and installation dinner, gans, Hector Cournoyer, Louis Rosenberg, Thomas R. Copper-The president announced that stone, Randolph J. Gallant, Joseph the men's club had presented the Marchiano Sr., Alexander Cunningham, Harry S. Nelson, R. Bryan Peggy Gallippo won the dark Garner, Vaughn Richardson and Many recent additions to the club have had their mail returned to the office for lack of a suitable address. The secretary's office will sen l out 1955 membership cards when current addresses are received Paid-up membership of the association is fast nearing the 2,500 mark, according to Harry Schreiber, of the membership commit-The following applications tee. have been approved recently: Morris Oxenhorn, Joseph Deddo, L. R. Harris, John Emory Howard, Ralph Aguino, John B. Lucas, Walter C. Wetjen, Nathan Pearlman, Joe Gerber, Garland Hobbs, Herman Gordon, Joseph Lacroix, Ralph Sanders, W. A. Godley, Fondren O. Banks, George R. Collins, Russell Tuer, Ralph Flash, James J. Shirley Jr., Francis Barrett, Gerard L. Beckwith, Allen V. Hutton, John J. O'Connor, George Stidham, Adolph P. Menzel, George E. DeLong, Arthur H. Riley, Clarence J. Thames, James F. Chestnut, Leon Goldner, William C. Plack, Robert H. Gee, William Strelecki, Joseph M. Mann, Joseph A. Fecteau, Blanton W. Mc-Crary, Garland Stokes, Robert E. Wilson, Harry D. Wingfield, Jack Prestie, William L. Vanadore, Joseph Singleton. Santello, James Yotas Jr., Hy (Shuck) Navon, Robert Chaney, Talmadge E. Washburn, James Tart, Harry S. Cave Jr., Omel W. Small, Leroy Shaw, R. T. Stone, September 14-18; Linn County, August Russell F. Mack, Curtis Murray, John H. Thiele, James P. Pona, William J. Goodman, Mitchell A. Allard, Joseph Boston, Herman Riley, Herman Wood, J. J. Freed, Lawrence Cropper, Fred King, William C. Outten, Gary Mitchell, Robert Lewis, Leonard J. Lewis, Chester Ware, Glenn E. Holden, Virgil Sells, Richard Adair, Hollis F. Hood.

Arizona Showmen's Association

63

216 West Washington, Phoenix

PHOENIX, Dec. I. - President William Siebrand and all officers were on hand for the Monday (29) meeting. It was decided that the banquet would be held at Toy's

Sick committee reported William Fuller recuperating at his Laguna Beach, Calif., home after major surgery.

Louis Wald left for Las Vegas, the Chicago meeting. Mr. and Mrs. Ralph Horstman drove to Minnesota to visit relatives. Jack and Mrs. John Brassil visited here for a few days en route to their new home in North Hollywood, Calif. Herbert Farrington visited the clubrooms.

Meeting closed with a spaghetti and meat ball dinner served by chef Jimmie Rittenhouse. Marguerite Stone took the pot of gold.



LOS ANGELES, Dec. 4.-Frank dent and Eddie Harris for vicepresident of the Pacific Coast Showmen's Association by a committee headed by Harry G. Seber and Eddie Tait. The election will be December 20.

Nominated with Warren, manager of the Crafts 20 Big Shows, and Harris, manager of the West Coast Exposition Shows, were Harry Phillips for treasurer, and Joe Mead, secretary. Moe Levine got the nod for a five-year term on the Board of Trustees and Al Weber for a similar term on the Cemetery Board. Regular ticket for the Board of Governors includes Art Anderson, C. H. Allton, John T. Backman, Sam Brown, M. M. Buckley, Frank W. Babcock, Al Cohn, Sam Dolman, Dan Dix, Bob Downie, Joe Eauer, M. H. Ellison, Danny Ferguson, Matt Merman, Max Hillman, Arth ir Hockwald, Rudy Jacobi, Max Kaplan, Frank Kirsch, George Lauerman, Mathew Lantz, Harry LeMack, Fred Mortenssen, Bob Matthews, Harry Merkel, C. E. Moore, Harry Myers, Jimmy Smith, John Snobar, Jack Shaffer, Harry Suker, Joe Steinberg, Norman Schue, Eddie Tait, Art Thompson, Steve Vaughn, Elmer Velare, Eddie Roth, Alex Freedman and Lou Manly.

Missouri Show Women's Club

Campbell, president, presided at the meeting. Attending officers included Treasurer Faye Davis, Secretary Virginia Von Behren, Social Secretary Babe Weinstien, Sergeant at Arms Ellen Robertson and Chaplain Nora Gdynia.

The following members were chosen to serve on the nominating committee for the coming year: Chairman, Teresa Sidenberg; cochairman, Peggy Grimm; Helen Germain, Gertrude Donnelly, Nora Hopfinger, Lela Graber and Joan Lipsky. Officers elected were: President, Verna Schantz; first vicepresident, Rose Brown; second vice-president, Sally Prevost; third vice-president, Marguerite Lohmar; secretary, Virginia Bon Behren; treasurer, Mary Thompson; social secretary, Nora Gdynia; chaplain, Elsie Wear; sergeant at arms, Helen Germain.

Board of governors: Clara Campbell, chairman; Gertrude Donnelly, co-chairman; Nora Hopfinger, Estelle Regan, Daisy Davis, Lela Graver, Peggy Grimm, Ellen Robertson, Faye Henze, Ida McCoy, Lotis Francis, Florence Cobb, Norma Lang, Marguerite Lohmar, Joan Lipsky, Marie Kirtley and Edith Myers.

Non-resident board of governors: Marie Simpson, chairman; Anna Jane Bunting, co-chairman; Goldie Fisher, Betty Proper, Ruth Hahn, Grace Goss, Jeanette Barry, Anna Gallaghen, Estelle Hanscom, Florence Botsford, Sybil Lashbrook, Esther Speronia and Lois Hansom.

Reported on sick list were Ida McCoy, Daisy Davis and Rose Brown who broke her arm several weeks ago. Letters received from Hot Springs Auxiliary where Grace Goss has been selected to light the candle for the Missouri Show Women's Club.

The men's club is expecting a



TAMPA, Dec. 4.-In the absence Albert Roche and Recording Secof President Sedlmayr, the meeting retary Bonnie Townsend. Called was called to order by Sam Gor- to the rostrum were Bill Coles don, second vice-president. Also and Arthur Unger. on the dais were Vernon Korhn,

secretary, and two past-presidents, Lloyd Serfass and Nat D. Rodgers. Following the invocation, Chaplain and the banquet and ball Decem-George Ringlin reported the follow- ber 5 at the Surf Club. ing on the sick list: Bill Perrot, Fats Nortan and Johann Petrusson.

J. C. (Tommy) Thomas now has man, chaplain of the Showfolks recruited 47 new members this of America served at master of year and will receive his gold card ceremonies. at the annual banquet.

be held this year. Both the under- is in charge of the entertainment. privileged children and the show- Dancing will be to the music folk youngsters will attend.

Bucky Allen was thanked by the chair for the World of Mirth's contribution of a 24-inch television set. Jack Young, of the entertainment committee, reported good turnouts at the Saturday night dances. Art Mooney, of TV note, will perform at the New Year's Eve party.

The annual homecoming barbecue will be held December 12. City officials will formally welcome the folks back home. A dance will be held after dinner. The 60-piece band from Mary Help of Christian School will be on hand to entertain,

Carl Wilson and Gordon Pittenberg are new members.

Turnout was big with 186 mem-The house combers on hand. mittee served refreshments after the meeting.

Show Folks of America 145 Turk St., San Francisco

SAN FRANCISCO, Dec. 4 .--The regular meeting was called to order Monday (29) by President Charlotte Porter. Attending offiers included: Treasurer Oscar Mattley, Corresponding Secretary

Final touches were added to the plans for memorial services planned for today in Olivet Memorial Park

The Billboard's Sam Abbott was principal speaker at the memorial Blood bank now holds 252 pints. services. Rev. Frederick L. Py-

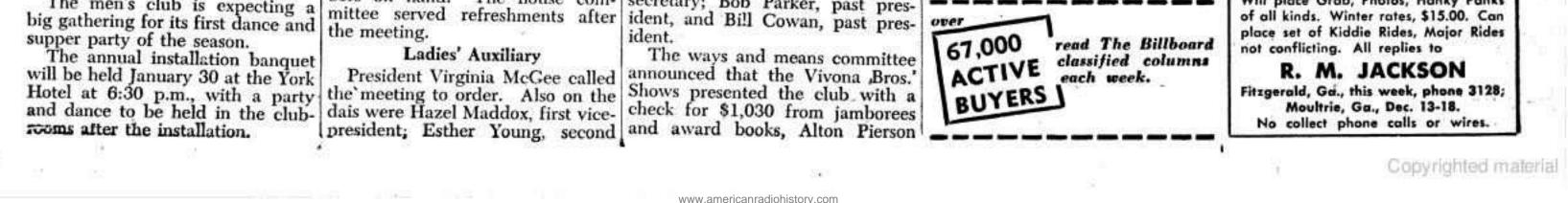
An all professional show will be Irish Gaughn, of the Christmas one of the many features of the committee, reported one party will banquet and ball. Duke Navarro Phil Sapiro.

Miami Showmen's Association

1799 N. W. 28th Street, Miami

MIAMI, Dec. 4.-Alton Pierson chairman of the entertainment committee, announces that a New Year's Eve party will be held in the clubhouse on December 31.

The Monday (22) meeting was attended by 254 members with Ross Manning, third vice-president, presiding in the absence of President Bill Moore, who was attending the NSA banquet in New York. On the dias with Manning were Mel Dodson, treasurer; Clif Wilson, secretary; J. D. Edwards, assistant secretary; Bob Parker, past pres-



Oregon Dates • Continued from page 55

at county fairs and be selected for entry at the Salem show.

A proposed resolution that would have authorized the Association to take the problem up with the State Fair Commission failed to pass when defenders of the State Fair policy argued that revenue from the additional weekend was needed by the State Fair.

The following fair dates were announced.

Clackamas County, August 24-27 Also Alexander Kruglin, Louis County, August 18-21; Crook County, August 12-14; Deschutes County, August 26-28; Douglas County, August 26-28; Grant County, September 14-17; Jefferson County, September 1-3.

Josephine County, August 17-20; Lake 22-24; Multnomah County, August 4-13; Polk County, August 26-28; County, September 8-11.

Tillamook County, August 17-20; Umatilia County, August 17-20; Union County, September 15-17; Wasco County, August 25-28; Washington County, August 25-28; Yamhill County, August 25-27. Oregon State Fair, September 3-10; Oregon Wheat League, 6-8; Pacific International Livestock Exposition, October 22-29.



Will place Grab, Photos, Hanky Panks

THE BILLBOARD

64

Communications to 188 W. Randolph St., Chicago 1, Ill.

CIRCUSES

DECEMBER 11, 1954

Gainesville Building Packs Up 25% Burns; Property Lost; As New Orleans Ward-Bell to Go On Sets New Mark

City Show Loses Barn, Top, Seats; **Dolly Jacobs Rescues 3 Elephants**

GAINESVILLE, Tex., Dec. 4.- | near the burned barn. The show Fire destroyed the Gainesville expects to order a new big top. Community Circus building and blaze. Loss was estimated at \$65,munity Circus president.

Ward-Bell leased the Gainesville show's equipment. They now will start construction of the new show.

Lost in the fire were the Gainesville big top, all seats and chairs, much wardrobe, rigging, a chimp and an air calliope. In other buildings and not damaged were the show's parade wagons and harness, a tractor and two vans, the 1954 wardrobe, the ticket office trailer, and livestock consisting of a baby elephant, two bareback horses and a trained mule.

The Ward-Bell Flyers lost several trunks of wardrobe and some flying act frames which had been unloaded here several weeks ago. Plans now call for the Ward-Bells to use the Cooke County Fair's livestock and poultry buildings

Fire was spotted at 3:45 a.m. much of the show's equipment here by two servicemen who were on here ended up with a string of full early Tuesday (30). Dolly Jacobs nearby Highway 77. They hailed houses in Municipal Auditorium, rescued her elephants from the police who awakened Dolly Jacobs and at four shows it was necessary at her house trailer. She went to stop selling tickets because a 000 by Dr. A. A. Davenport, Com- first to the front door of the barn safety regulations. but found the way blocked by For the first time, the final Sun-The new Ward-Bell Circus will flames. At another doorway she day night show was timed at 5:30 go out as planned, despite the fire, was able to enter and unchain the p.m. instead of 8:30. Leontini said it was stated immediately by Own- three elephants. Alone, she led the house was packed, giving the ers Gus-Bell and Harold Ward. them to safety outside. Wardrobe, biggest closing performance the props and trappings for the Jacobs show had had. elephant act were lost in the fire. arrive here on Tuesday (7) and Allan Lightfoot, who had been Paramount Bears, was severely sleeping in the circus building, es- clawed before the start of the final

men.

NEW ORLEANS, Dec. 4.-The Tom Packs Circus set a new record for its Shrine date here and came Ringling Bros. and Barnum & away with a 25 per cent increase over last year, it was announced this week by Jack Leontini, of the Packs staff.

The ninth annual appearance

Joe Hartman, working Cuneo's caped when awakened by police-performance. The accident took place in the cage truck.

RINGLING CLOSES; RUN OKAY Flat Car Jumps Track; Rehearsal Time Set for Cuban Show; New Front Built

ing its 1954 tour with a three-day move out more easily. The flats stand at Miami thru Sunday (28), Bailey Circus moved into winter quarters here Monday (29). Preparations were begun at once for sending a unit to Havana, Cuba. show had half and three-quarter at 5:37 p.m. business. Miami gave a full house on Sunday afternoon. On Friday are to start Wednesday (8). One (26) there were two half houses. elephant car, one stock car and Saturday gave a three quarters afternoon and half house at night. island. On Sunday night the final show of the season drew about two thirds trance gate and ticket booth has of capacity.

At quarters the first two sections arrived at mid-day without incident. The third arrived in mid- Most departments were 25 per cent afternoon. Sleepers were spotted shorthanded.

SARASOTA, Fla., Dec. 4 .- End- | downtown to permit personnel to were taken to quarters and one jumped the track. Location made it possible for the crew to unload the seat wagons it carried at the spot, and later it was worked back on the track by railroad and circus crews. The last wagon rolled At West Palm Beach (24), the onto the show's quarters property

> Rehearsals for the Cuban show three flats will be taken to the

A new metal and concrete enbeen built at quarters.

The help situation was difficult during the late days of the season.

King to Buy Trucks; To Buy Giraffe, Rhino **Clear Cole Quarters**

CHICAGO, Dec. 4.-Replace- of the contracts had been signed. ment of about 20 trucks will be an They indicated the line-up would important part of winter activity include several types of acts not for King Bros.' Circus, it was re- seen in most under-canvas circuses ported here this week by Co- in recent years. Plans for enlarging Owners Arnold Maley and Floyd the parade also were told, and King. The show uses more than 50 Maley said that, while no time trucks. The show's general superintend- ally to have a large bandwagon ent, Ira Watts, was in Peru, Ind., built for use with heavy draft Second Show Plan Killed Truck replacement follows about a year ago. Included among season in which the King show had the things to be taken to King's considerable trouble because of Macon, Ga., quarters are two.long breakdowns. Despite this, no stands trailers with folding Side Show or parades were lost. Maley said banner panels, cable, seats, cook- that the show would not be enhouse equipment, canvas and other larged because the owners believe it already is as large as a truck Additions to the show for next show can be and still operate ef-Maley revealed that at one time King and Maley said that they they were mulling plans for a A practice ring is scheduled to be had laid out plans for next year's No. 2 unit, but that the present performance, but that only a few truck project cut short that idea. The partners own enough stock and equipment, except for trucks, for two shows as a result of buying set-up would be enlarged and that Cole and the King-Cristiani combination last year, they pointed out. Maley conferred several times with Bill Horstman, of the Chicago Stadium-Cole Bros.' organization, while in Chicago for the outdoor conventions.

Kelly-Miller Expected

tailed plans for next season have his sons, D. R. and Kelly Miller, as not yet been finalized. Al G. Kelly well as staff members. & Miller Bros.' Circus probably will add major menagerie animals the show had taken delivery on a in time for next spring's opening. new top for next season. Several

that it was likely that a giraffe, yet was determined. rhino and possibly other features Also in Chicago this week were

CHICAGO, Dec. 4.-While de-| ager, will work out details with

Earlier it was announced that D. R. Miller, in Chicago for the changes are anticipated by some annual outdoor conventions, said observers, but Miller said nothing

would be acquired to replace ani- Mrs. D. R. Miller, General Agent

Cristianis Building Quarters Structure At Sarasota Farm

SARASOTA, Dec. 4 .- The Cristiani Family is building a new barn to house elephants and horses here. The structure may be the forerunner of a complete winter quarters layout for their Bailey Bros. & Cristiani Circus, they stated.

The show now has equipment located in Gainesville Tex., and Macon, Ga., as well as Sarasota. built later, Lucic Cristiani said.

late this week to load more Cole stock. Bros.' equipment that can be used by King Bros. King bought Cole circus paraphernalia.

season probably will include major ficiently. menagerie animals, it was reported.

Elephants on Move

to be shipped from Fort Worth, where they appeared with a Shrine show, to Macon by rail this week. They will be used at the Cincinnati Shrine date, it was understood, and at other winter dates. Maley said he believed they would not be used away from the show next summer as much as this year.

King and Maley said that Cole equipment not taken from Peru to Macon or not sold would be disposed of soon. This would include the old Cole Bros.' baggage wagons, and it was expected these would be burned in the near future. Paul Kelly recently bought the quarters and it is to be cleared of King-Cole equipment. Rights to use one of the Peru quarters buildings for elephants or other stock have been retained for a five-year period by sellers of the quarters.

circus visiting. . . . Francis Kitz- and large crowds that gather when was there; too. . . . Jack Sweet- a government agent accompany man, circus drummer, made the each crew.

mals lost in the last year.

Actual layout of Kelly-Miller O. Scatterday, national advertising plans await a January meeting at representative, and Harry L. Jones, which Obert Miller, general man- Side Show manager.

Art Miller and Mrs. Miller; Richard

Gould Plans Expansion; Adding Hippo, Equipm't

owner of Jay Gould Circus, announced here this week that he plans an enlarged operation for 1955, his 32d season with the show.

he would stress his street parade, he announced while in Chicago for for which more equipment is to the annual outdoor conventions. be added. He outlined plans by The Gould show, which has a which his parade, now largely carnival-type midway and a platmotorized, would be horse-drawn form and ring circus in open-air, at some time in the future.

on the show, and Gould was also revealed that he has a different planning to sign with Paul Kelly The King-Cole elephants were of Chicago for use of his hippo put into use rext season. and camel during the coming season. Other stock also will be used. Glick's Last Supper, Nelson's One- made expansion plans as a result. Man Band, and other attractions The show now winters in Glencoe, have been signed for the show's Minn.

CHICAGO, Dec. 4.-Jay Gould, | midway, where more rides also will be put into use. Gould expects to book a large Merry-Go-Round to replace one he has used in the past.

A new stage for part of the cir-He said his show's free circus cus, new scenery and hi-fi sound equipment are among the additions plays fairs and celebrations as well More animals are to be carried as under local auspices. The owner promotional idea which he would

Gould said last year brought his most successful season and that he

Ringling Advance in Havana; Readying for Dec. 17 Opening

ling-Barnum's advance department with Spanish. The one English pathis week began billing Havana per in Havana, The Post, has been and interior towns for the upcom- on strike but is scheduled to reing Havana engagement of the sume operations Friday (3). Ringling show.

Boudinot with Charles Turner, assistant, and four billers arrived Tuesday (23) aboard the S.S. the Sports Palace. The show's cars, Florida. The billers include Joe Bernstein, Stephan Kuzamiz, Har-Clyde Beatty's show had General old Barrows and Dewey Shannon. Agent Bill Moore as its entry in Lithographers work during the

HAVANA, Cuba, Dec. 4.-Ring- Central America, and is familiar

Leon Pickett, contracting agent, General Agent F. A. (Babe) is scheduled to arrive next week to complete arrangements for arrival of the show and moving into equipment and animals will arrive by car ferry Monday (13) and personnel will arrive by Pan-American Clipper on Tuesday (14).

> The show's run starts December 17. First night has been bought out by the Havana Lions Club.

Jay Gould, of the Jay Gould

Davenport, Cristiani Call Off Wallace Plans

GONZALES, Tex., Dec. 4.- | Fla., and one survivor of a pair Circus under management of Pete | sand Oaks, Calif. Cristiani and Ben Davenport appals have said that the show will ago. not tour.

here three elephants bought re- his large snakes died recently. His cently by the Don Franklin carni- own elephant act and lion act are val. George King will work the still with a South American circus. trio. A Liberty horse act also is His daughter, Norma Davenport in quarters. The Franklin elephants Cristiani, owns another elephant include two bought at Vero Beach, | act.

Plans for opening Wallace Bros.' bought from Louis Goebel, Thou-Ralph Clawson, who was in Con-

parently have fallen thru. Princi- zales some time, left several days

Davenport has indicated he may Davenport now has in quarters take out a store show, but one of

Mills Bros. Signs C. C. Smith; Acts Make TV; DeBelle Set

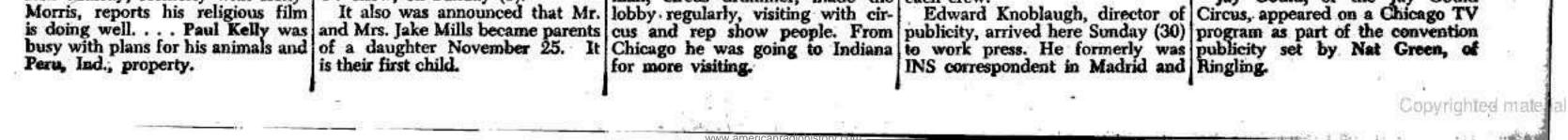
co-owner and manager of Mills Bros.' Circus, said here that his show will go out next spring the

yon were in Chi from the Hamid- gil Sagraves, an aerial ballet num- the Chicago action. Moore was days. Snipers work from 7 p.m. to Morton show, Hamid being active in fairs and parks work as well, and Kenyon dropping in after start- including prop man Fats Brazon, man, who had the Beatty bill car, they start work. An interpreter and ing his Milwaukee promotion. . . . Ken Murray, formerly with Kelly- TV show, on Sunday (5).

CHICAGO, Dec. 4.-Jack Mills, | and new acts during an upcoming tour of Europe.

Mills completed negotiations with Starr DeBelle, who will take over the press and public relations same size as it was this year. He post on the show. He also anexpects to book clowns, ballet girls nounced that C. C. Smith is booking the Mills circus.

Thru Co-Owner Jake Mills, a George Hamid and Omer Ken- Mills elephant act worked by Virber by Mrs. Sagraves and Marg'e busy with booking conferences and midnight in order to avoid traffic Butcher, and other Mills personnel, were booked for "Super Circus,"



Outdoor conventions in Chicago drew strong circus representation again this year and the Sherman hotel lobby was the center of circus activity.

Among clowns spotted at Chicago were Carl Marx, Frankie Little, George LaSalle, Larry Benner, Al Ackerman, Dukie Anwith Ora Parks, C. S. Primrose, derson, Percy Rademacher, Gene and the Jim Delaneys. . . . Press Randow, Lew Christie and Earl man Ora Parks goes ahead of the Shipley. . . . The Gretona Family, high wire; Ala Ming, wire walker; Harry LaMar, of the Flying La-Mars; Johnson and Owens, bar act; season. Lew and Elsie (Aerial) Christiansons; Jake (Clown Cop Corrigan) Disch and his son; Bert Doss, former flyer; and Cuban Mack, side "Three Ring Circus," also will have shows, were present.

Mickey Blue and T. Dwight Pepple were representatives of Polack Bros.' Circus, along with Viola McLeod, of the Polack office. . . . Emmett Sims was there to renew acquaintances. . . . "Super Circus" was well represented. Among those around the convention were Producer Phil Patton, Alex Dobritch, Clown Nick Fran- the Dayton, O., Shrine show, and cis and Mary Hartline.

Archie Gayer reports he is still with Tom Packs, altho it is not certain when he will again take to agent now in charge of "Cinerama" the road for booking chores. . . Bill Horstman and Billy Burke, of Cole Bros. - Chicago Stadium, looked in.

Conventioneers included Nick Carter, Peru, Ind., concessions man; Whitey Lehrter, former boss canvasman with many shows; Dee Aldritch, side show manager; and Jack Bogart, of Montgomery Ward. . . . Earl Lindsay, formerly with Hagenbeck - Wallace, represented Gene Autry at the convention.



Promotional Managers. Must be sober and reliable. To work SHRINE DATES, Open early February. (Judy, L. W. Whitson, Doug Harrison, answer.)

UNDER THE MARQUEE

THE BILLBOARD

By TOM PARKINSON

King Bros.' Circus delegation | chief, Starr DeBelle, was talking | was headed by Floyd King and circus business first hand again Harry Leonard were unable to Storey. . . . Tommie Randolph, Arnold and Esma Maley, along after a long stretch with carnivals. make the Chicago convention be-

> Harry Bert rushed back to Chicago after Ringling-Barnum closed and thus was on hand for the convention along with Nat Green, of **R-B's** Chicago office.

Circus Fans Association had White Tope Editor W. H. Hohenadel watching the action from the comfort of a lobby chair. . . . The early arrivals on Sunday included CFA Herm and Mary Linden, Aurora; he is State chairman of CFA.

George Cole, marionette show producer and operator now of a school unit, was on hand.

The Win Partellos, now with the road company of "The King and I, in Chicago for a long run, visited at the convention and listed the former circus and carnival people now with "King." Included are Jerry Sullivan, who dates back to Andrew Downie; Si Wasserman, ex-Coleman Bros.; Emmett O'Connell, formerly with Great Lakes Shows; Murray Burden, park Rosina Nelson Brown, formerly graduate, and Mack Monahan, who of the Famous Nelsons, was greeted was with fairs. . . . Al Butler, by old friends at Chicago. . . . former Ringling contracting agent, Arthur Sturmak, former owner of now agent for "The King and I," Biller Bros. and other circuses, also was on Partello's list and was looked in on the conventions. . . . a convention visitor.

The Atwell Club, meeting at the harness after an illness, was greeted Sherman each noon as usual, hostby many friends, including Red ed good turnouts during the con-Sonnenberg and Frank Davis. vention week. . . . Clown Bill Sonnenberg is working an opera Donahue, now returning to the date in Chicago. Scatterday return- business, and his wife, were on ed to Louisville for a few days hand. . . . Acts attending the convention included the Hustrais.

Merle Evans, Ringling bandlooked up Al Beck, insurance man, master, will make his regular to give Seils-Sterling recollections winter tour and will be guest con-Fisher and Terrell Jacobs are work-

Ward Hall advises that he and cause they are with Froman Bros.' Circus, the J. C. Admire school unit, and that they will be with a about Mollie Bailey, old-time Texas carnival next summer.

Marjorie Towson writes from Erica Towson, and Mrs. Reba port for winter dates. Koestlin and Jorda Ann Koestlin in San Francisco.

the Shrine shows at Fort Worth and Houston, saw King Bros., and Hagen Bros. . . . Tommy Bentley visited his family at Logan, W Va., after Kelly-Miller closed. . . R. O. Scatterday has been calling on ad accounts in Texas and Oklahoma recently. . . . Tom Mc-Laughlin, circus agent, has been taking the baths at Hot Springs. . . . Dick McLaughlin is in Texas with his penguin show, playing under auspices. . . . Ione Stevens, Kelly-Miller concession superintendent, is spending some time in Dallas.

Deacon and Flo McIntosh went to York, S. C., and plan to go on to Boston since closing with Kelly-Miller. . . . The Kelly Millers now are back in their new home after last spring's fire. . . . Mr. and Mrs. Obert Miller visited shows in several Texas spots. . . . Bill Moore, Clyde Beatty agent, was a Hugo, Okla., visitor, seeing Kelly-Miller, George W. Cole and Tex Carson circus quarters. . . . The Tommy Thompsons, Lou Walton, Al

CIRCUSES 65

ing Christmas shows and parade in Missouri.

Jorgen Christiansen writes from New Orleans that he enjoyed visits there with Edna Curtis, Edna Cavanaugh, Bozo Lamont and his wife, Fan J. L. Cahn and Wilson Gladewater, Tex., fan, reports that The Houston Chronicle of November 28 had a two-page spread show owner.

The Dearos, Bert and Corinne, Pie Town, N. M., that she rode in visited friends at Evansville, Ind., the Royal Canadian Horse Show, and Owensboro, Ky., where Polack Toronto, and was returning to the Western was playing, and now are West Coast to be with her mother, vacationing in Texas and Louisiana Mrs. Picotte; her daughter, Jean prior to opening with Orrin Daven-

Two elephants of Richards Bros.' Circus were taken back to the Fort Before coming to Chicago, Art Weare Zoo at Pigeon Forge, Tenn., Miller, of Kelly-Miller, spent some after the show closed. . . . Byron time at his Walnut Ridge, Ark., Gosh was a guest of Richards home. . . . D. R. Miller caught Bros.' Circus at the show's last several stands.

> Art (Doc) Miller reports that after opening with Hunt Bros.' Circus he transferred to the King Bros. advance. He now is back in Elmira, N. Y., for the winter. . . . Gene Christian, agent for Beers-(Continued on page 67)



Capable of working with good auspices for full 35 daily. No holdbacks. Banners, programs, contributions and tickets. Booked solid thru May. Good contracting year round. Have 10 towns of 100,000 or more ready to start. Sam Ward, come in; others contact

Gen. Promotion Mgr. TOMMY SCOTT SHOWS

Houston, Texas Eltex Temple Phones: PR 4861 days; 4528 eve.

P.S.: Can also use good Phonemen or Ladies. No collect.

BAILEY BROS. & CRISTIANI CIRCUS Box 15, Gainesville, Tex.



This is a road stage show, Masonic sponsorship. Show date last part of January. Plenty of time for Xmas money. Book, block and U.P.C. tickets. Only real producers without booze wanted.

HEmlock 8877

A. F. WHITE

Covington, Ky.

Kelly-Morris Circus Wants for 1955 Season

2 Promotional Directors (no drunks) One more Contracting Agent capable setting good sponsors. (Tom Harris, Harr Mason, contact.) Now contracting acts.

Address:

BILL MORRIS Fairgrounds, De Land, Fla.





Strong Christmas deal, Catholic Auspices, Programs and Tickets. Top deals in Southwest to follow. No collects.

F. J. KELLY Evenings, Hemlock 6-2723 Days, Hemlock 3-4748—Lake Charles, La.



Big Vet X-mas Deal Other Deals to Follow. Call LUdiow 6224 Columbus, Ohio



a work-out. . . . The Dory Millers, ductor of the Rochelle, Ill., high Art Millers, Harry Jones and Dick Scatterday were Kelly-Miller's delegation.

after the Chicago affair.

Martin and Lewis circus film,

"Three Ring Circus" on December

13 and will be back with King next

Paramount's Dave Friedman,

setting up the press campaign for

Allan Lester, Ringling pressman,

with him. . . . Frank Braden, Ring-

ling-Barnum, is still another circus

press man, who will be ahead of

Edna Curtis, former performer

and now producer of the Minne-

apolis show; Earl and Hattie Ship-

ley and Luella Portha; Bob (Sky

Kings) Atterbury; Gene Herlin, of

Cookie the Butcher, were con-

Bill Green, former circus press

publicity, out of Detroit, was a

late starter in Chicago festivities.

Dick Scatterday, now back in

Art Miller, Kelly-Miller agent,

the film.

ventioneers.

Wilno, cannon man who used to be with circuses, was in Chicago. . . Christy Obrecht, former rep show owner, now of Rochester, Minn., was talking business with a circus owner. Other rep show people on hand and staying close to circus circles were L. Vernon Slout and Joe McKennon, as well as Mr. and Mrs. Art. Bitters.

Jack Mills was telling proudly of his new niece, his plans for next season and schedule for European travels. . . . Mills Bros. new press

Mijares to Go

On Road in '55

4.-Circus Mijares-Schreiber, which

been in existence for many years,

has a large big top and equipment at winter quarters in Karlskoga,

Macon Shrine Show

Tops 1953 Receipts

20th annual Shrine Circus topped 1953 receipts and will come close

to matching the record take of 1952; Chairman W. J. Bailey re-

vealed after the final performance

MACON, Ga., Dec. 4.-Macon's

mal acts.

Sweden.

Saturday (27).

school band on January 24. . . J. S. Patterson's next circus date will be at Kalamazoo, Mich.,

Saturday (11). With him at Benton Harbor, Mich. (6), were the Silverlakes, the Kreils, the Armstrongs, Walcotts Dogs and Ponies, Lang Troupe, and Raymond Duke.

Apollo Circus, of Germany, had a blowdown on the island of Malta. The 135 people, 112 animals and 93 vehicles were moved to Sicily by two tank landing craft of the British Navy this week. . . . The government of Ceylon has banned the shooting or capturing of elephants in an effort to keep them from extinction. They estimate only 850 head remain.

Mr. and Mrs. Howard King, of King Bros.' Circus, stopped off at London, Ky., Thanksgiving Day to visit with Mrs. James Shropshire, of the 4-Paw Hotel. They also, stopped off in Memphis while on their way home to Long Beach, STOCKHOLM, Sweden, Dec. Calif., for the winter.

has been inactive the past two Bozo Lamont writes from New summers, is preparing to go on Orleans that he clowned the streets the road again next season and is ahead of the Tom Packs date, and lining up staff, working personnel that he met Gabby DeKoe, Roy and talent-including horse and ani- Barrett and Jeff Murphee, who visited the show. . . . Joe Short, This circus is owned and run midget clown who works the exby Chuy Mijares, one-time center cursion boat serving Bob-Lo Park, ring wire act with Ringling- near Detroit, writes that for the Barnum, and his wife, Baptista holiday season he will be working Schreiber, a well-known high- for the Ford Motor Company's school rider. Show, which has Christmas parties.



* * KING BROS.' CIRCUS * * WANTED-SEASON 1955-FOR BIG SHOW

Riding Act, sensational Flying Act, Acrobatic and Teeter Board Troupe, Perch Pole Act, Double Traps, outstanding Novelty, Juggling and sensational Features, Tramp Bicyclist, Comedy Skaters, Dutch, Mule Hurdle Rider, Wire Acts, Riders for Hippodrome Races, Bounding Rope Artists, etc. 20 Clowns, state if you play in clown band, what walk-arounds, etc. Useful Circus.Performers in all lines who double, especially want Female Acts. MUSICIANS for Big Show Band, Address: A. Lee Hinckley, bandleader. SIDE SHOW: Freaks, Curiosities and Oddities. Giant, Fat Boy or Girl, Midget, etc. Good proposition for Pin Head or outstanding Live Attraction for Uptown Wagon. Colored Musicians on all instruments. Sleeper berth, transportation and meals furnished. Season opens early April. All performers enclose photograph; state just what you can do. Quote lowest salary. This is our 36th year. Address:

> KING BROS.' CIRCUS CENTRAL CITY PARK, P. O. BOX 355, MACON, GA.

RINGLING BROS AND BARNUM & BAILEY SHOW SIDE WANTS FOR ITS GIGANTIC SIDE SHOW AND ANNEX Freaks, Oddities and Novelty Acts of the Highest Caliber. Attractive Hawaiian Troupe, Colored Musicians and Minstrel Men. Ticket Sellers capable of making openings from boxes. Write, giving full particulars. Send photos, will return same. All Replies to:



MERCHANDISE

DECEMBER 11, 1954

100



terested in it because it is aimed three one-fourth-ounce bottles of perfumes which retails for \$3. Cost in lots of 100 is 36 cents each and in lots of less than 100, 45 cents. The second is a one-fourthounce package of three fragrances third is a one-ounce package in a ples may be had for \$1.50.

ture candelabra and a small plate showing his signature. Offered at \$6.75 per dozen plus postage, or at \$72 per gross, the firm says orders are coming in strong volume. Each bracelet is individually carded.

visit.



THE BILLBOARD

Continued from page 56

AREA Committee

MERCHANDISE

COMING EVENTS

22-23.

Road.

Okla.

Arizona

Phoenix-Aria Natl Livestock Show, Jan.

Phoenix-Home Show, Feb. 12-20. Wickenburg-Gold Rush Days, Jan. 23-30.

California

Pasadena-Tournament of Roses, Jan Max Colwell, 181 S. Las Robles Ave. San Diego-Doll Show, Jan. 10-15. San Diego-All-Breed Cattle Show, Jan 29-30

San Diego-Camellia Show, Feb. 26-27. San Francisco-China, Glass, Gift, Jewelry, Toy, Stationery and Housewares Show, Peb. 3-6, Kay Leber, 1355 Market St.

Connecticut

Hartford-Sportsmen's Show, Jan. 22-29.

Florida

Miami-Bird Show, Dec. 16-19. Miami-Flower Show, Jan. 7-10. Miami-Do It Yourself Show, Feb. 1-8. Miami-Antique Show, Feb. 9-14. Miami-Boat Show, Feb. 17-24. Miami-Orchid Show, Feb. 23-28. Tampa-Antique Show, Jan. 3. Tampa-Dog Show, Jan. 23.

Georgia

Atlanta-Southeastern China, Glass & Gift Show, Jan. 16-19. Foster B. Steward, 1401 Peachtree St., N.E.

Illinois

Chicago-Auto Show, Jan. 7-16. Chicago-Boat Show, Peb. 4-13. Chicago-International Sports and Out-

door Show, Feb. 18-27.

Indiana Indianapolis-Sports Show, Jan. 28-Feb. 6.

Louisiana

Buras-Orange Festival, Dec. 18-30. Mrs. A. Poerica.

LaFayette-Mid-Winter Fair & Livestock Show. Jan. 6-9.

LaFayette-Flower Show, Jan. 15-16. Lafayette-Mardi Gras, Feb. 22. Lake Charles-Fat Stock Show and Rodeo,

Feb. 24-27. New Orleans-Mardi Gras, Feb. 13-22.

Michigan Bay City-Poultry Show, Jan. 16-19. Ben W. Mau, 2009 Second St.

Detroit-Jr. Livestock Show, Dec. 7-9. C. E. Scott, 6750 Dix

Grand Rapids-W. Mich. Fat Stock Show, Dec. 7-9. R. Machiele. Grand Rapids-Mich. Turkey Show, Dec.

Minnesota

St. Paul-St. Paul Winter Carnival, Jan 28-Feb. 6. John Geisler, 356 Cedar.

Missouri

St. Louis-Sports Show, Jan. 18-23.

Ohio

Cleveland-Sports Show, Jan. 3-9 Toledo-Home and Travel Show, Feb. 5-13. Milt Tarloff, 505 Spitzer Bldg.

Pennsylvania

Harrisburg-Pa. Farm Show, Jan. 10-14. H. R. McCulloch.

into general and closed meetings. Texas At the first, members urged that NAAPPB give all registrants at the Austin-Livestock Show, Feb. 28-March 6 Brownsville-Charro Days, Feb. 17-20. Stephen A. Besio, Box 752. trade show a lapel badge and require that they be worn. They Dallas-Natl. Pigeon Show, Jan. 19-22. Dallas-N. Texas Cat Club Show, Jan. also discussed the now-abandoned plan of NAAPPB to stage a na-Dallas-Exposition of Modern Living, Feb. tional contest for a new ride design. 13-20. Louis L. Young, 4427 Sexton At the closed session members Dailas-Allied Gift and Jewelry Show, Feb. 20-25. Mrs. M. Dalton, 3832 Wil-shire Blvd., Los Angeles. heard complaints about some firms which, members claimed, had ap-Dallas-Southwestern Gift Show, Feb. 20-25. Fred Sands, 3108 S. Joplin, Tulsa, propriated ride designs. They also re-elected all officers, El Paso-Southwestern Sun Carnival Paincluding Brockway, president; rade, Jan. 1.

El Paso-Southwestern Livestock Show and Rodeo, Feb. 6-13. Fort Worth-Fort Worth Rodeo, Jan. 28-Feb. 6. Houston-Grand Natl. Cage Bird Expo., Dec 9-13 Houston-Fat Stock Show and Livestock Exposition, Feb. 2-13. Laredo-Washington Birthday Celebration, Feb. 17-28.

Mission-Citrus Piesta, Jan. 26-30. San Antonio-Livestock Exposition, Feb. 18-27

Virginia

Norfolk-Do-R-Yourself Show, Feb. 19-22.

Washington

Spokane-Industrial Fair, Dec. 13-15.

CANADA

Saskatchewan Saskatoon-Dressed Meat & Poultry Show & Sale, Dec. 8-9.

Quebec

UNDER THE MARQUEE

Continued from page 65

Barnes Circus, again is in Braden- Philip Wylie, George Stugard, Milt ton, Fla., for the winter and once Robbins, Jack Cory, Charlie Geiger, more will show movies at the Ring- Pedro Mendieto, Olie Kadel, Peggy ling quarters for circus personnel Ewell, Bob Blackburn and parents only. This will be the 10th season of Elly Powell. at the quarters. Visiting him recently was Frank Ketrow, en route to Miami, where Bob Ketrow has Henry Kyes reports destinations: a trailer camp.

From Houston, where he re-

From Polack Bros. Eastern unit, The Harold Voises, Paul Kaye, OUR OLD FRIEND . . . Kyes, and Les Kimris, Sarasota; E. C. Pardee reports that he'll be Natal, New York; Frank De Rue, working in and around Atlanta, Sarasota; Larry Benner, Miamis- Ga., for the next several weeks and burg, O.; Al Ackerman, Wayzata, then sneak thru Mississippi, Ala-Minn.; Nate and Harriet Lewis, bama, Arkansas and Texas. Says Beverly Hills, Calif.; Landon's brother Pardee, "Would like to Midgets, North Bergen, N. J.; read some pipes from Father Pat-Frederick Werner, Monticello, rick, Horace Braezil, Jack (Bottles) N. Y.; Bogino Troupe, Hunt Bros. Stover, Steve McClain, Kennet Recent visitors at the winter quarters at Burlington, N. J.; Eva Conner and Clyde Forkner." quarters of the Edgar B. Bucks Walker, Danvers, Mass.; Mrs. Circus, as reported by Paul Bessie Polack, Van Nuys, Calif.; HUSK O'HARE . . Bejano, included the Tom Mc- the Fred Propers, Elsberry, Mo.; the Chicago perfume baron, flashes Laughlins, Terrell and Jean the George Cuthalls, Clovis, thru the info that all's well in the Jacobs, the Lloyd (Peg) Stoltzes, N. M.; Kris Krenkle, Chicago; fragrance department. Husk says Bill and Buckles Woodcock, the Edith and Whitey Boyd, Eau that he has developed two new ul J. Hodsons, Pete and Norma Claire, Wis.; Kelly and Greta tra sharp packages for the Christ-Cristiani, Mrs. Eva Davenport on Heller, Philadelphia; the Bobby mas trade and judging from the her way to Quincy, Ill.; Joe Davis, Harrisons, Phoenixville, Pa.; English the butcher, Toledo, O.; Red Davison and family, Cleveland; be up to his ears in orders from Fred Bradna, equestrian director Franklin and Astrid, Youngstown, emeritus of the Ringling-Barnum O.; Pinky and June Madison,

PIPES FOR PITCHMEN

JOE BLOW GALBREATH . . . tells us that this past season represented the 24th straight year that chimney. his old friend, Chief Napier, has showed up at the Huron (S. D.) State Fair. He again held forth at his old stand right beside the Republican headquarters' tent. Says Joe, "A fellow has to have a product as well as a diolog to keep coming back to the same spot year after year." Incidentally, Joe has scratched his noggin many times wondering what has ever happened to such people as Chet Narrin, Ruth and Frenchie Berdou, Bob and Alice Parkins, Ben and Polly Lexell, Sid and Mildred Hurst, Jack Sharding, Speedy Ross, Humpy Degross, Frank Rabedeau, Harry Dempsey, Billy Bean, Al Green, George and Red Gunn, Frenchie Theabold, Johnny Volk, Ray Eader, Dr. Duncan, Bob Bodreau, Monty Brown, Sam Meroney, Mike Devine, Candy John, the Ragan sisters, Sam Jones, Ervin Goldstein, Whitey Christianson and Slew Foot Wallace. Why don't some of you folks pipe in and get Joe off the mental hook?

FROM FAIRMOUNT, W. VA. . . Frankie Rizzo pencils, "While running around the countryside making the big Santa Claus parades I ran into quite a few of the boys-Joe Mark and Jimmie Olick were working together pushing gas balloons, Frank Collins and Chuck Fenton had dancing dolls and Joe Joblots was tossin' popcorn balls. Would like to read pipes from Ruby Bluestein and Harry Kible." While writing, Frankie took the opportunity to wish everybody in the trade a very Merry Christmas.

now until the time that old Mr. Whiskers comes sneaking down the

67

ACCORDING TO REPORTS J. C. Corbett is hitting some pretty heavy dough with his perfume pitch in a Petersburg, Va., department store.

EDYTH AND HARRY KEMP closed the outdoor season with the end of the Georgia fairs and are now working around Harrisburg, Pa.

LETTERING FROM . . .

Moline, Ill., Bob Leroy infos that business for his handwriting analyses was much better in that spot than it was in Galesburg, Ill.

JUDSON (PUG) WILLIAMS . . . is still hospitalized in USVA, Kecoughton, Va., and would like to hear from some of the boys in the trade, especially Julian Wayne.

THE OLD GRIM REAPER . . .

we're sorry to report, has put the scythe act on another veteran member of the pitch fraternity. Reports reach us that Jacob (Jack) Goldstein died in Los Angeles November 23 at the age of 63. In recent years, Jack, who was also known as the Social Security King, was employed in the Los Angeles Tax Assessors office. However, he retained his position as head of Gould Enterprises and often pitched novelties and souvenir items at California events.



The social program of the park Quebec-Winter Carnival, Jan. 6-Peb. 22. association also included nightly

BILL BAKER

Arthur M. Sellner, vice-president; Ben O. Roodhouse, secretary, and Fred L. Markey, treasurer. Fred T. Lauerman, program chairman, was moderator for open discussions which followed a buffet dinner. 450 Frolic

Continued from page 56

master of ceremonies. The acts were the Roulettes; Terry Haven, comedienne; Gostines Chimps, Tanya and Biagi, comedy dancers; Stan Kramer's Puppets; Yonely, comedy music, and the Royal-Aires, a singing group.

Uniontown-	-Union	town	Poult	ry and	Farm
Products R. D. 4	Show,	Jan.	4-8.	Wilbur	Cook.

Tennessee

Centerville-Tennessee Fat Cattle Show and Sale, Dec. 8-10. John Robinson.

Park Committee

Continued from page 56

Beaches at its convention here this week.

The probable plan calls for production of a spot commercial adaptable to use by all parks. Proponents see it as institutional advertising by NAAPPB which also can be used as local advertising by individual parks. The project would be underwritten by the numerous parks expected to enter into the plan and use the commercials.

ated \$10,000 for the study, and the the hospital, reports Dr. H. H. Batt committee is expected to have recommendations ready for the 1955 convention. Clyde L. Krebs, of Sarra, Inc., TV film producers, spoke at the Monday (29) session of the parkmen's convention. He also showed a movie and several TV film commercials.

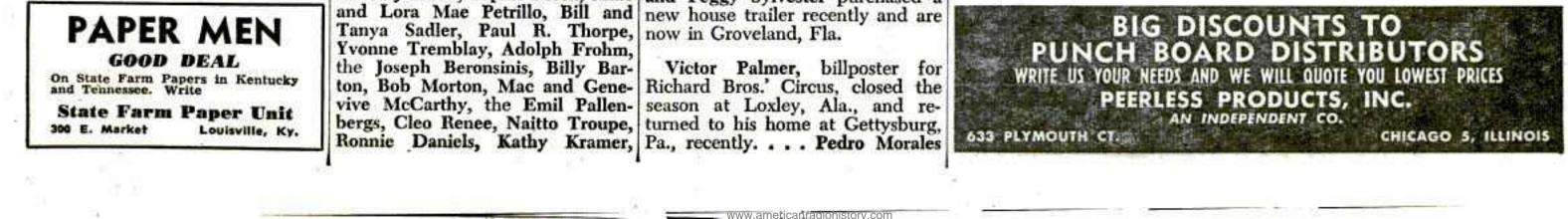
Park Operators

Continued from page 56

from rides and other park operations, 25 per cent from leased food concessions and 20 per cent from nevelty and merchandise leases.

It will take a family of four about four hours to tour the spot and they will spend about \$2 per capita. Woods said if that figure goes up, prices will be cut so Disneyland will not be termed too expensive for families. There will be 29 rides with an hourly capacity of 18,000 person. Tickets will be 25 cents for the gate, 10 and 20 for some rides and 15 and 25 cents for others. Parking for 5,000 cars at 25 cents is to be provided. Food facilities will handle 6,500 hourly.

Employees will include about 350 for Disneyland, 300 for concessions and merchandisers and 350 for exhibitors.



cently underwent surgery on his eyes, Kinko reports that he has been released from the hospital and is getting along fine. He will remain in Houston until time to open with Gil Gray in February.

Jack Lewis and Joe McIntyre.

circus, is back at his Sarasota home Teaneck, N. J. Directors of NAAPPB appropri- for recuperation after a seige in Conley, Park Ridge, Ill., circus fan nations include Jackie Bostock, rant, Washington, where they play who looked in at Sarasota after Sarasota; George Voise, Sarasota; twice a year. . . . Ed Raymond making a medical convention in the Poodles Hannaford riding act, Orrin Davenport clown, renewed Miami. He also visited Harry At- Brooklyn; Denise Stephens, Fort acquaintances with Tommy Whitewell and others. Doc Conley re- Lauderdale, Fla.; Dick Clemens, side, of Clyde Bros.' Circus, reports that the Glenn Tracys are in Trenton, N. J.; Poly Orea dog act, cently in Kansas City, Mo., during Sarasota and are painting circus Western unit of Polack Bros.; a Shrine Circus date there. Ernie scenes on the walls of the Museum Merky act, Western unit; Geral- Burch worked the same bill with of the American Circus.

> Late visitors on the Ringling show, as reported by Albert White, included Oscar and Lucio Cristiani, Bessie Guice, Amy Cowden, Maudie Millette, Ludwig Machino, Johnny Lowe, the Fred Josephs, Bonta, F. H. Canfield, Joe Min-Peggy Thomas, Dave Murphy, Tommy Hanneford, Tex and Dolly Polack's sister and brother-in-law, Copeland, members of the Kelly-Morris Circus, the Ray Marlowes, Stanley Wathon. Carmen Feroni, Mrs. Dick Slayton and baby, Mrs. Gasper Feroni and children, Mrs. Jimmy Crocker and Eddie Jackson, Sophie Meck, Mike and Peggy Sylvester purchased a

More Polack Eastern destidos, Sarasota; Klaussers Bears, Raymond. Burch was slated to go New York, and Shyrettos, New to Evansville, Ill., to work a Shrine York.

unit recently were Pop Herzog, chin, Capt. Jim Brearton, Sam Cimse dog act, Mickey King, and

The Rudynoffs report purchase of a \$2,500 pure-bred Arabian stalson, Phil and Daisy Hall, Kathryn lion, Raffada. The horse is to be Burslem, Norma Wright; Toughie, used in their second act and will Gracie and Curtis Genders; Earl also be added to their string of Chapin May, Mrs. Eddie Billetti, registered stallions for breeding Lucy Yeske, Lewis Reed, Bobbie and training at their farm at Todd, Mrs. George LaSalle, Nate Glenarm, Md. ... Paul Zump and Eagles, Nita Grebbs, Ann Cooskey, Norman Anderson were among the Maximilliano Truzzi, Willie and circus folks to visit Joe (Oddy Jean Krause, Bruno Zacchini, Doddy) Colby's flying saucer ex-Colonel Asp, Vicki Unus, Richard hibit at the opening of the new Pauline Penny, Winifred Colleano, Calif., November 20-21. . . . Shorty holidays.

way the pitchmen and demonstrators are grabbing up the stuff he'll

and family closed five weeks of club dates in Montreal and are back at the Lotus Theater Restaudate there, and Raymond was scheduled to appear at the May Visiting Polack Bros.' Western Company, New York, his 25th year at that spot.

> Bennie Fowler, contracting agent for King Bros. this year, advises he will make a change next season. He visited with Harry Bert and Leon Pickett, of Ringling, earlier and caught that show at Montgomery, Ala., his home. Fowler and his wife are journeying to Miami to visit their son, who is in the Marines. . . . Bill Sterling is agent for Will H. Hill's ballpark show.

Since closing his last fair at Hollister, Calif., Count Popo De-Bathe has been working a night club on the Barbary Coast. De-Bathe is also working at a shopping center, West Lake, outside of San Skiles, Frankie Orman, George and Firestone Auction in Downey, Francisco during the Christmas

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s s 	NEW YEAR parting supplies
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	10-ft. Tissue Happy New Year Banner Ea85 Squawker Balloons
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MERCHANDISE

68

26,

Detroit

THE BILLBOARD

DECEMBER 11, 1954

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gross

NEW ELECTRIC MACHINE BAKES greaseless doughnuts; attracts crowds; you'll coin money serving hot doughnuts; weighs 60 pounds; small investment; free recipes. Norbert Ray Co., 3605 S. 15 Ave., Minneapolis 7, Minn.

PAINT SIGNS WITH MASTER PATTERNS. Set 1¼" to 12" prepaid, \$1. Sample, 3¢. Eyerly, BB-583, Newton, Iowa. dell

TIMELY TIPS MAGAZINE, PAULDING 2, Ohio. Prints money-making plans, ideas, tips, opportunities each monthly issue; 30th year; \$2; current copy, 25c.

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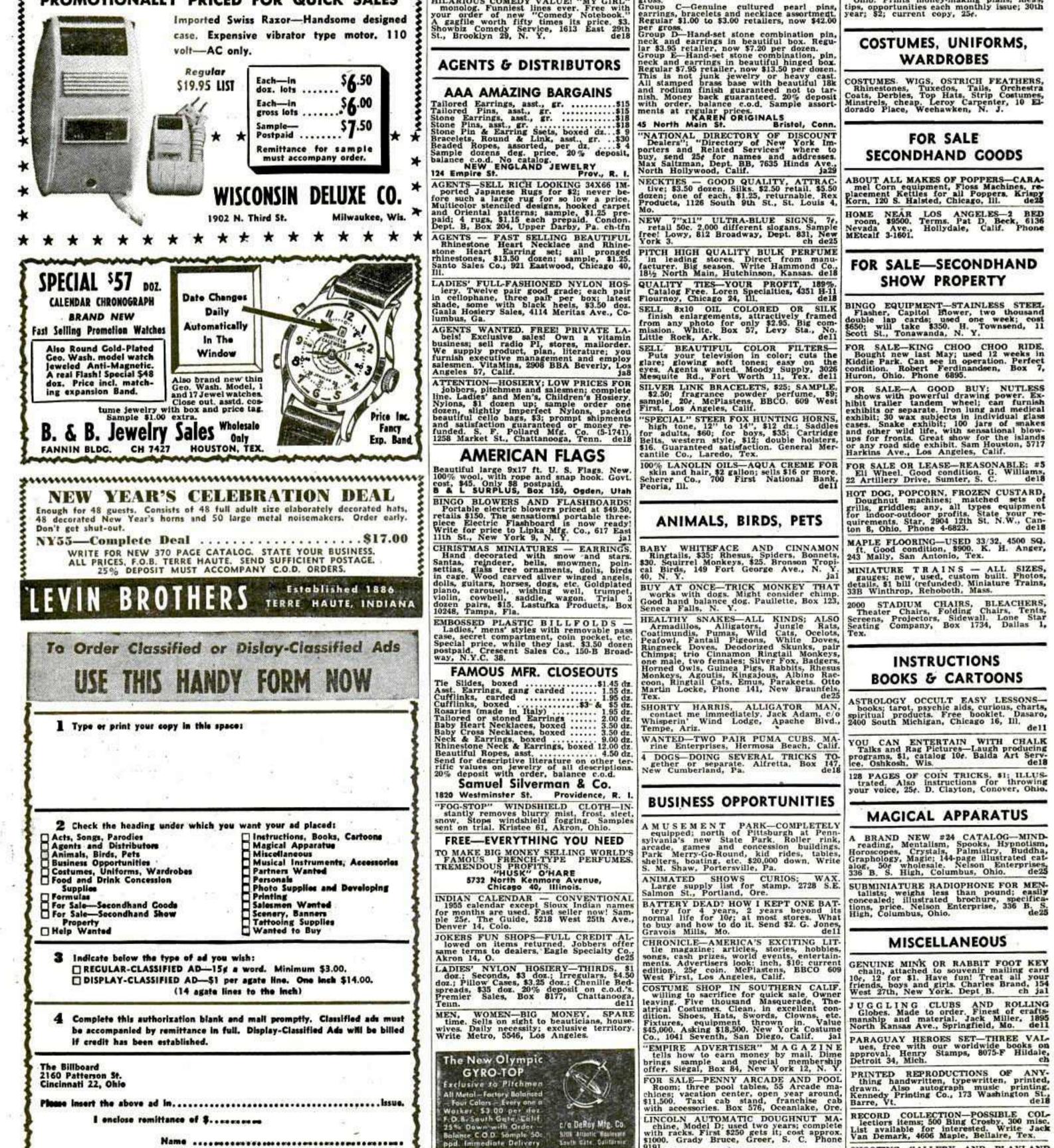
FOR SALE SECONDHAND GOODS

ABOUT ALL MAKES OF POPPERS-CARA-mel Corn equipment, Floss Machines, re-placement Kettles for all Poppers, Krispy Korn, 120 S. Halsted, Chicago, Ill. de25

HOME NEAR LOS ANGELES-2 BED room, \$9500. Terms. Pat D. Beck, 6136 Nevada Ave., Hollydale, Calif. Phone MEtcalf 3-1601.

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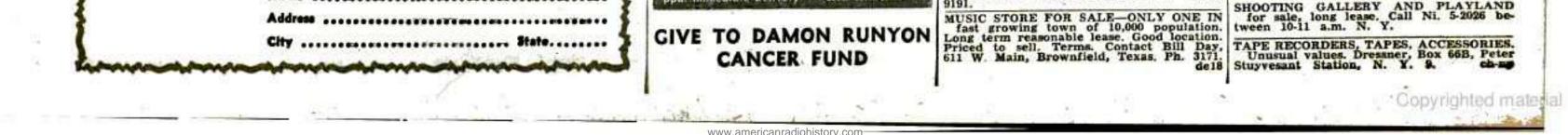
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de11



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16MM. SOUND FILMS FOR SALE, RENT or exchange. Free lists. Crawford Film Service, 412 Page St., Fort Worth 4, Tex. dell

16MM. SOUND FILMS—WESTERNS, FEA-tures for sale or rent. Rental rates, \$5 a week. Ace Camera Supply, Florence, S. C. ja15

MUSICAL INSTRUMENTS, ACCESSORIES

IF INTERESTED IN HAMMOND B 40 Speakers or a Chicago Skate Grinder, check my ad on the rink skaters page. Bon McElhinney, Marion, Iowa. dell

PARTNERS WANTED

WANTED-PARTNER FOR NEW SONG sheet music and band music. Title "Roll Up Your Sleeves." Gilmore Publishing Co., arrensburg, Mo.

PERSONALS

AL CASE—PLEASE CALL BE 9966 OR write to Julia, 6943 Kellogg Ave., Cin-cinnati, Ohio, Sickness.

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-de25 ARE YOU SEEKING BETTER HEALTH, more success, prosperity and popularity? Send self-addressed stamped envelope for particulars. Box 432, Lansing, Mich.

DIANE JOHNSON, PROBABLY ON WEST Coast, important you contact Annette at The Billboard, 1564 Broadway, New York 36, N.Y.

1955

LETTERS REMAILED FROM WASHING-ton, D. C., 25¢ U.S. coin, J. Gurney, Box 5089, Washington, D. C. de25

LOS ANGELES LETTERS REMAILED-Monthly, \$2; unlimited letter service. Single letter, 10; each. McPlastens, BBCO 609 West First, Los Angeles, Calif.

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COMIC FOREGROUNDS AND BACK-grounds, Direct Positive Cameras, Paper, Chemicais, Mounts, Glass Frames, Photo Novelties, Miller Supplies, 1535 Franklin, St. Louis 6, Mo. de25

LEATHERETTE PHOTO CASES-11/2x2, \$25 1000; 21/2x31/2, \$9.41 gross. Brass corners 11/2¢ case extra. We make all sizes. Samples, 25¢. Bonomo, 54 Jefferson St., Brooklyn 6, N. Y. ja22

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,

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PRINTING

ALWAYS QUALITY CARDS - FASTEST service Three-color 14x22 window cards, \$8 hundred; 17x26 size, \$12.50 hundred. Copy limit 50 words. Tribune Press, Dept. ND. Earl Park, Ind. de25

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and more

IT'S MALLO PRESS-767-B LEITH, FLINT 5, Mich., for "Printing of Distinction." Letterheads, Envelopes, Posters, Bumper Signs, Decals, Business Cards, Tickets. de18

SPECIAL — 1000 EMBOSSED BUSINESS Cards, \$2.50 postpaid; maximum six lines. Offer expires Dec. 31. John Peper, Box 822, Chattanooga, Tenn.

200 LETTERHEADS 81/2x11 AND 200 #10 envelopes, \$3.50; 100 each, \$2. With 63/4 envelopes, \$2.95. postpaid. Palmer Press, Du Quoin, III.

TATTOOING SUPPLIES

A-1 TATTOOING MACHINES - OUTFITS, \$25 and up, designs, ink, colors, needles; free catalog. Owen Jensen, 120 West 83rd St. Los Angeles 3. jal

WANTED TO BUY

MINIATURE TRAIN, ADULT SIZE: KID-die Auto, Tank or Sky Fighter Ride. Give age, cash price. Indiana Beach, Monticello, Ind.

WANTED TO BUY-POLE OR LADDER rigging; also sway pole. James Shannon, Box 463, Fredericton, N. B., Canada.

DANISH TAP DANCER WANTS JOB IN night club. T.V., etc. Magic act, tap, comic songs by piano. Hillbilly by guitar. Martin, 675 O'Farrell, San Francisco. del8 Martin, 675 O'Farrell, San Francisco. del8

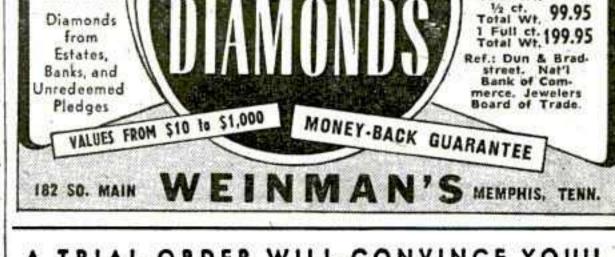
HELP WANTED CLASSIFIED ADVERTISEMENTS

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.

BASS MAN — VOCALIST, COMMERCIAL society combo. Immediately wire or call. Charles Drake, Esquire Club, Wichita, Kan.	tage
EXPERIENCED GIRL AERIALIST FOR	Must
high outdoor act, season 1955. Top sal- ary. State all first letter. Jerry Martin, 8312 Florida Ave., Tampa, Fla. de25	SECTI Con Husto
KINDLE BURE BURE BURE	WAN

28, Oregon City, Ore.



GENUINE

A TRIAL ORDER WILL CONVINCE YOU!!





WHOLESALE CATALOG IS READY NATIONALLY ADVERTISED

X Appliances	× ruggage
* Housewares	* Clocks
* Jewelry	* Sporting
* Watches	Goods
* Cameras	* Toys and Dolls
* Radios	* Many
* Diamonds	others
Store Hours O	man avery evenie

THE BILLBOARD

69

FINEST

QUALIT

SPECIAL!

2-pc, Engage-

men & Wedding

Sets.

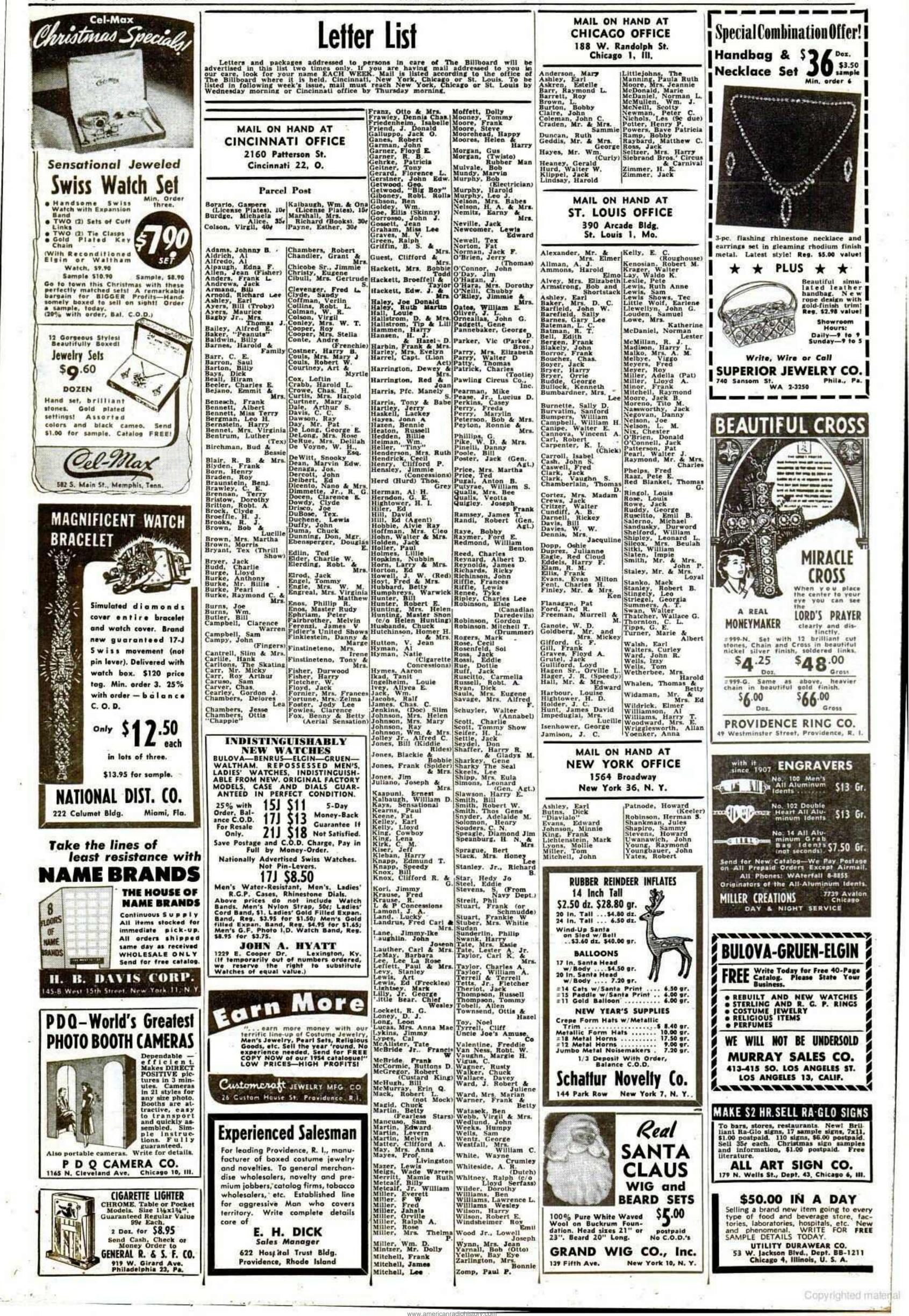
Total Wt.\$49.95

MERCHANDISE

70

THE BILLBOARD

DECEMBER 11, 1954



MUSIC MACHINES

DECEMBER 11, 1954

Communications to 188 W. Randolph St., Chicago 1, Ill.

THE BILLBOARD

COPYRIGHT EDITORIAL Inequities Vs. Interdependence

Continued from page 1

The Record Manufacturer:

If the performing artist was entitled to royalties for the performance of his records over the air, what about the disk manufacturer? Diskeries years ago claimed as much. Some even went so far as to prohibit the playing of their records on the air. Some threatened to license such use.

Compare the advantages they thought they would gain then to the present competitive practice of literally flooding radio stations with free records.

Mechanical Royalties:

Such royalties are limited by law to 2 cents per side manufactured, paid direct to publishers on the basis of sides sold and then divided between the publishers and songwriters. Publishers and songwriters have often argued that it is not enough. Yet every day these same parties, by mutual agreement with record manufacturers, revise the rate downward to give the manufacturers incentive to record their songs.

The Compulsory Licensing Act:

This is one of the most controversial phases of copyright. When a publisher issues a mechanical license to one record company to record his song, he must allow all other manufacturers the privilege of recording the same tune. There are some solid arguments in favor of a revision of this law. Many publishers and writers, for instance, feel that they can never adequately regain a rightful share of the control over their copyrights without the law being amended.

So where are we?

Why do artists no longer try to stop the playing of their recorded performances on the air?

Why has not the compulsory licensing provision been changed?

Why has not the songwriter and publisher pressed to get a raise in the 2-cents-per-side mechanical rate?

Why indeed? Very often, the original proponents of such changes experienced a change of heart themselves. They decided it was best, after all, to leave things as they were. In fact, had it not been so hard to achieve changes in the Copyright Act, damage far in excess of any good might have resulted. Often, the original proponents of change were protected by the very slowness of democratic legislative procedure. And so we are on the verge of another attempt by ASCAP to amend the Copyright Act. What of that? Many who are aware of how attitudes have sharply changed in the course of years, feel it is best that the democratic process is grinding on ever so slowly. These men feel that proponents are so bent on winning the simple piecemeal issue at hand-the end of the juke box exemption-that they fail to view in its entirety the complex interdependence of the entire music industry. These cautious men cannot favor removing the exemption, when in their opinion, so much of the music business hangs in the balance-when it is possible that the intended beneficiaries of such legislation today may be sufferers tomorrow. On the other hand, those in favor of removing the exemption argue that what is involved is the protection of a copyright-the right to collect a fee for performance of copyright songs for a profit. Widely held theory, among these proponents, states that a moral right to collect performance fees does exist and must therefore be exercised. Let the drive for revision lapse and they feel the entire principle of performance rights is in danger. These men hold that even should an amendment disrupt the current economic balance within the music business, the risk is worth taking in order to protect a principle so vital to performing rights and licensing societies. Would another Congressional hearing help to resolve this deadlock? Congress has heard the bitter pros and cons many times. The way must be found to gather facts and carry on research in an atmosphere free from pressure, bitterness and fear. What is needed is a neutral fact-finding commission. Next week's editorial, "Reasons for Fear," will discuss why a fact-finding commission can-and should-dig deeper into all economic aspects of the music industry, if this issue is ever to be resolved.

Wurlitzer Distributors In Miami for World Meet

the Rudolph Wurlitzer Company clared Bob Bear, Wurlitzer sales tions. will start here Monday morning (6) manager. "Due to the locale, a Att and run thru the week.

formulate sales plans for 1955.

increased business which the com-

large number of distributors' wives Wurlitzer announced that the will be with us. To see that the purpose of the meeting was to ladies are entertained while their husbands work, we have organized "A series of conferences will day-time activities including sight-decide the sales approach to the seeing and a cruise around Miami." All of the conferences in the

Pantages Sets Plans For Juke Ad Program

Contemplates Test Run on 100 Jukes; Asserts Non-Tavern Spots to Be Used

LOS ANGELES, Dec. 4.-Mem-| Pantages declared that juke box bers of the California Music Ma- commercials were expected to up chine Operators' Association, Los the paid play of phonographs and Angeles division, heard Rodney also bring operators between \$2.50 Pantages outline plans for the juke and \$4 weekly per machine in adbox commercial program at a ditional income. Pantages said that (30) night. (30) night. (30) operators would receive approxi-

Pantages told the assembly that vertising dollar. he could not give any definite figures on the progress made, but as- tages said, to check both coverage sured operators that nationally and results. He added that the test known firms were being contacted run would be made on non-tavern to join in the advertising program.

CAUTIOUS BUYING

A test run is contemplated, Pan-

Miami Distrib (Continued on page 72) Adds One-Stop

MIAMI BEACH, Dec. 4.-A "All of our phonograph distribu- sufficient time for those from dis-meeting of the world-wide phono- tors, both domestic and foreign, and foreign, tant places to return home and graph distributor organization of are joining us in this forum," de- complete their Christmas prepara-

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Attending the sessions from the phonograph division, in addition to (Continued on page 72)

Distribs Stage pany expects to attain in 1955," declared the company in its formal announcement. The conferences will end in New Juke Display For Detroit Ops

DETROIT, Dec. 4.-The first combined display of new juke boxes ever held in this city-an event staged by local distributors to ease the operator's job of converting to dime play-got under way Saturday (27) at the Fort Wayne Hotel. Seventy-four operators and their servicemen from the surrounding area attended.

Altho under the general sponsorship of the United Music Operators of Michigan, the meeting was open to all coinmen. Seven non-member music operators attended, indicating the general willingness of all (Continued on page 72)

MOC Skeds Dime Play Move on 45's January 1

HARTFORD, Dec. 4.-Metro- | changeover from a nickel to a dime politan Hartford music operators was "an economic necessity in agreed to adopt a 10-cent, three- decreasing profits." for-a-quarter policy on two-thirds

Tuesday night (30) unanimously these days of increasing costs and

"Gradually, the idea of 10-cent juke boxes remaining in the coun- buying public," he reminded his using local newspapers and radio

Milwaukee Ops Move Slow on Holiday Disks

Christmas is only three weeks onded by Music Mart shop owner, away, music operators here are re- Barney Kuehn, another one-stopported hesitant about stocking up per. The late start in covering juke on holiday releases.

one-stoppers and operators revealed | disk jockeys. that unless a few of the new offerings received sufficient radio promotion in the next two weeks to warrant purchases, juke boxes in this area would be sporting disks already stocked.

Stu Glassman, of Radio Doctors, the State's leading one-stopper, reports that there seems to be no happy medium this year in juke box use of Christmas records.

"We're selling Christmas records to operators," Glassman said, "but most of our sales are to out-oftowners. It seems that up-State operators load their machines with holiday music earlier than Milwaukee coinmen."

Jukette Sales Going Strong, **Says Slifer**

NEW YORK, Dec. 4.-Bob Slifer, sales manager for the Seacoast Distributing Company, exclusive national distributor for the Jukette, said this week that initial sales of the miniature juke box-like record player have been running strong.

According to Slifer, one juke box operator, Mike Anthony, Columbus, O., who has a 200-machine route, is currently devoting the major portion of his effort to the sale of Jukettes for home use.

Anthony operates the Anthony Coin Machine Company and Mickey's cigarette service. Stickers on all coin music and cigarettes of all the unconverted 45 r.p.m. play will become customary to the advertise Jukettes, and Anthony is

MILWAUKEE, Dec. 4. - Tho) Glassman's viewpoint was secboxes with Christmas tunes was at-A survey of the disk distributors, tributed by Kuehn to the town's

(Continued on page 72) a new shop to fill all their needs.

MIAMI, Dec. 4.-Along with the 'new look" in the Bush Distributing Company's building has come a one-stop record shop for juke box operators.

The Wurlitzer outlet has named the one-stop Budisco, the same name used for its cable address. Manager is Raoul Shapiro, a veteran music box operator and routeman.

Ted Bush and Ozzie Truppman announced that South Florida operators would find a huge stock in

Ops, Deejays, Artists Host 1,000 Teen-Agers

age clubs.

Wayne Hotel Tuesday (30), drew artists, were used by the newspraise and recognition from all papers. High school newspapers local papers, and the entire youth planned special stories on the party. program has won the co-operation of civic, educational and parental organizations to become a community-wide program.

NO COPYRIGHT COMPROMISE, MOA REPORTS

OAKLAND, Calif., Dec. 4. -Music Operators of America will not consider a compromise of the present copyright law, George A. Miller, association president, announced Friday (3).

Said Miller: "There is no compromise now and there never will be as far as Music Operators of America is concerned."

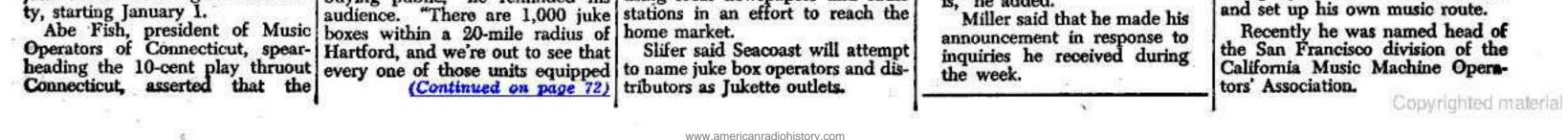
"The present law is fair and just to all parties concerned and should remain just as it is," he added.

DETROIT, Dec. 4.-Disk jockeys | Wide publicity was given the and recording artists teamed up event. "1,000 Teen-Agers Get Off with the United Music Operators of the Street" headlined The Detroit Michigan to host over 1,000 teen- Free Press; The Detroit News proagers at a three-hour show kicking claimed "3-Hour Show Spurs Plan off UMO's youth program of teen- for New Youth Clubs." Pictures of the event, showing UMO offi-The show held at the Fort cials, disk jockeys and recording Austin Grant, news director of CKLW-TV, who had a hand in producing the show, used films (Continued on page 72)

Eddie Smith Dies Suddenly Of Heart Attack

SAN FRANCISCO, Dez. 4 .-Eddie Smith, head of Modern Music Company, died here yesterday morning (3) of a heart attack.

Smith, a veteran in the coin machine industry, for years traveled the country as a representative of the Rudolph Wurlitzer Company. Later he moved here



MUSIC MACHINES

THE BILLBOARD

DECEMBER 11, 1954

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.

December 9-Western Massachusetts Music Guild, biweekly meeting, Ivy House, West Springfield.

December 11-Amusement Machine Operators' Association of Dade County, annual banquet, Saxony Hotel, Miami.

December 11-12-Nebraska Automatic Phonograph Operators' Association, Inc., quarterly convention, Madison Hotel, Norfolk.

December 19-Associated Amusement Machine Operators of New York, annual banquet, Latin Quarter, New York.

December 27-Central States Phonograph Operators' Association, monthly meeting, Peoria, Ill.

January 3-United Music Operators of Michigan, monthly meeting, Fort Wayne Hotel, Detroit.

January 6-Summit County Music Operators' Association, monthly meeting, Mayflower Hotel, Akron, O.

January 29-Association of Amusement Machine Operators of the Province of Quebec, 1st annual banquet, Montreal.

(Send Calendar dates to The Billboard, 188 W. Randolph Street, Chicago 1.)

N. Y. Juke Ops **Re-Elect Entire Officer Slate**

NEW YORK, Dec. 4.-The Music Operators of New York Tuesday (30) re-elected its entire slate of officers for 1954-'55 and renamed four members of the fiveman board.

The local operator group is headed by Albert S. Denver, president, with Charles Bernoff, vicepresident; Harry Wasserman, treasurer, and Sal Trella, secretary.

Arthur Herman was elected to the board. Other board members, all re-elected, are Ben Chicofsky, Louis Hirsch, Joe Connors and Mac Pollay.

MONY members voted to buy 5,000 copies of a new record being released by National Juke Box Music, Inc., independent licensing agency. The disk contains two sides-"Early, Early in the Morning," and "Down Georgia Way," both by the Bob Chester ork.

Sidney Levine, MONY counsel, explained that the action was taken in an attempt to prepare for any legislation which would require royalty payments on juke box tunes (see separate story in Music de-Internet. He pointed out that the passage Set 500 Jukes partment).

of royalty legislation is an everpresent danger, and that the policy of MONY is to encourage any li-censing agency which agrees to waive such royalties.

Pantages Sets • Continued from page 71

machines in cities to be chosen later.

AMI UNVEILS MODEL F IN NETH. ANTILLES

WILLEMSTAD, Netherlands Antilies, Dec. 4. - The ever increasing trend of European and South American music operators switching to new equipment was demonstrated Tuesday (23) when the new AMI Model F was unveiled to the Netherlands Antilles market.

Ben Jesurun, AMI distributor, hosted operators and their guests at the well-known open-air night club, Club Chobolobo. Jesurun, who attended the AMI distributor showing in Grand Rapids, Mich., said that the Model F performed perfectly outdoors. It was probably the first outdoor showing of a new phonograph in history.

Operator enthusiasm recorded at the showing clearly demonstrated the ever increasing preference for new equipment outside the U.S. In spite of high tariffs and high shipping costs, operators in Europe and South America have shown more interest in new machines this year than ever béfore.

Omaha Branch Of Lieberman Bowed to Ops

OMAHA, Dec. 4 .- Several hundred operators from all over Nebraska gathered here last Wednesday and Thursday (1-2) for the formal opening of Lieberman Music Company's new offices at 809 S. 25th Street.

Harold Liberman, head of the firm, from Minneapolis, was on hand to greet operators along with Irv Gorsen, of the Mill City office.

Gorsen, in advance of the opening, set up a one-stop record shop in the building. Elizabeth Van Buskirk, of Omaha, was named manager of the one-stop department.

Also on hand for the opening were Ed Ratajack, AMI district manager, and Amos Heilicher, of Minneapolis, distributor of Mercury Records thruout this area.

Jerry Harris has been appointed manager of the Omaha office, with Harold Klein, sales representative.

In connection with the opening, a Bally service school was conducted by Paul Calamari, Bally service engineer.

San Francisco Distributor Adds Staffer

SAN FRANCISCO, Dec. 4.-R. F. Jones, president of the R. F. lones Company, announced this week that a new sales staffer, Alden D. Westover, had been added to the San Francisco office.

Westover, son of cartoonist Russ Westover, creator of "Tillie the Toiler," comes to the Jones Company from Monarch Supply Company where he was office manager and sales engineer. Prior to that he was a foreign buyer for the Arabian American Oil Company in New York.

Close Books On Ariz. Op **Music Guild**

PHOENIX, Ariz., Dec. 4.-The Arizona Music Guild, the first formal organization of members of the coin machine industry in this city, has been dissolved.

The guild had a membership of 30 operators, according to association leaders.

The four-year-old association included operators of phonograph, vending and game equipment. The membership will continue to cooperate on an informal basis, it was reported.

Ops, **Deejays** • Continued from page 71

taken at the party on a new television news program.

Disk Jockeys Help

Larry Gentile, WJBK disk jockey, emseed the show, with other jockeys helping to tie it together-Don McLeod, WJBK-TV; Clark Reed, WJR; Gordon Sparks and Ben Johnson both of WEXL; Ted McCoy, WJLB; Lee Ringers, WXYZ; Al Crane and Larry Bova, WCAR, Pontiac; and Russ Mulholland and John Wales, both of WWI.

Talent on the program included 40-voice Dupre Victorian Choir; the Diabolos; Bunny Paul, Essex Records; Curley Hickson Combo; May Hawks, WJR musical act; Kathryn King, Prevue Records; Frankie Castro; Andy Hughes (who introduced a new tune-"My Little Black Book").

The Chuckles, X Records; the Four Joes, M-G-M Records; the

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MOC Skeds

Continued from page 71

for 45's will be charging 10 cents. We need uniformity more than anything else, for we must present a co-ordinated, united front to the public."

Metropolitan Hartford dailies will be used in a public relations move, he said.

No opposition was voiced at the meeting to the 10-cent proposal, and Fish concluded that a similar feeling would be found in subsequent juke box gatherings in Connecticut.

PHONOGRAPH 200

Loreleis, Dot Records; Rusty Draper, Mercury Records; Dan Mc-Lachlin and the Rhythm Kings; Sax Kari; Walter Stevens, pianist; Little Margie Peters, Burgundy Records.

The Curley Hickson Combo provided such a hit with the teenagers that arrangements are being made to record them in several tunes to be placed on juke boxes locally thru UMO, conciliator Roy Small announced.

A second mammoth teen-age party sponsored by UMO in its youth program, will be held at the Michigan Fairgrounds in February, with some 8,000 teen-agers as invited guests.

ing their music equipment to dime Pantages said he would be on hand during the tests, but that they would be conducted by a firm specializing in this type of work. The reason for picking non-tavern locations, the originator of the program said, was that these locations would be most likely to complain, giving the plan the severest test possible.

Plans call for a special advertising record to be played automatically every half hour. A trigger-timing device, spaced to pick up records across the selection board at regular intervals, will be installed on approximately 100 machines for testing purposes. The Pantages firm will bear the cost of the mechanisms, estimated at \$6 each.

Members at the meeting also heard George A. Miller, president of the California Association and president and general manager of Music Operators of America, report that the State association was studying a hospital insurance pro-

The meeting was held in the Gaylord Hotel.

Distribs Stage Continued from page 71

parties to go along with dime play program.

A number of recording artists and disk jockeys also were present. Actual changeover from nickel to dime play got rolling this week, with completion of the program to be finished sometime next January. A publicity program to acquaint the public with the need of the move was to be launched next Monday (6) under the auspices of UMO. A meeting has been scheduled for that evening in the Fort Wayne Hotel.

Detroit has voted by 11 to 1 for the more liberal four tunes for a quarter, in place of three-for-aquarter, said Roy Small, conciliator of the association.

From a trade standpoint, the

play this week, bringing the total number of jukes operating on 10cent play to well over 500.

CLEVELAND, Dec. 4.-Music

operators here continued convert-

In Cleveland

Bert Davidson, Wurlitzer district manager, and Herb Wedewen, manager of Northern Music, Inc., Wurlitzer outlet, reported that operators were becoming more and more receptive to the city-wide program for dime play.

The first sign of the switch to 10-cent play came at the end of October, when the Cleveland Phonograph Merchants announced that approximately 500 of the city's best locations were being converted.

Since that date, Davidson and Wedewen explained, operators have moved from one section of the city to another converting equipment. They spent the entire week calling on operators, discussing the program.

Cautious Buying Continued from page 71

"Radio station play of holiday music will not really be launched until after the first week of December," Kuehn said, "and only then will operators begin to fill their machines with Christmas songs."

Banco Music record buyer, Alice Antczak, reported that she was not planning to buy too many Christmas numbers for the firm's ing the use of old standbys. She added that location requests for new Christmas releases were surprisingly few so far.

Typical reaction on coin row this season in regard to Christmas record buying, comes from Doug Opitz, of Hilltop Coin, one of the area's largest music firms. "We're not buying heavily on Christmas records this year unless something really hot breaks."

Opitz added, however, that many of the old favorites were being replaced, and that often as not they were being replaced with newer releases.

Two new releases, according to one-stoppers, seems to be breaking down operator resistance some-

In addition to distributing the Seeburg line, the Jones Company handles Bally and Keeney automatic coin machine games.

Wurlitzer

Continued from page 71

Bob Bear, will be A. D. Palmer Jr., advertising manager; Robert G. Hamilton and Joe Hrdlicka. Regional managers will include Jim Crosby, Art Daddis, Bert Davidson, John McIlhenney and Gary Sinclair.

On hand from the Wurlitzer executive offices in Chicago will be R. C. Rolfing, president; Morris Bristol, vice-president and general counsel; Everett Hahne, treasurer, and Roy Carlson, vice-president and comptroller.

These factory executives will attend from North Tonawanda, N. Y .: Roy Waltemeade, vicepresident and manager; G. J. Slade, assistant manager; M. D. Gross, comptroller; Fred H. Osborne, director of engineering, and Al Dietrich, credit manager.

Separate meetings to discuss the music route this year, contemplat- expanding export market were planned with foreign distributors by Arthur C. Rutzen, export sales manager. Rutzen will be assisted by Jim Cotter, Ed Schmidt (who headquarters in Switzerland) and Andres Echevarria.

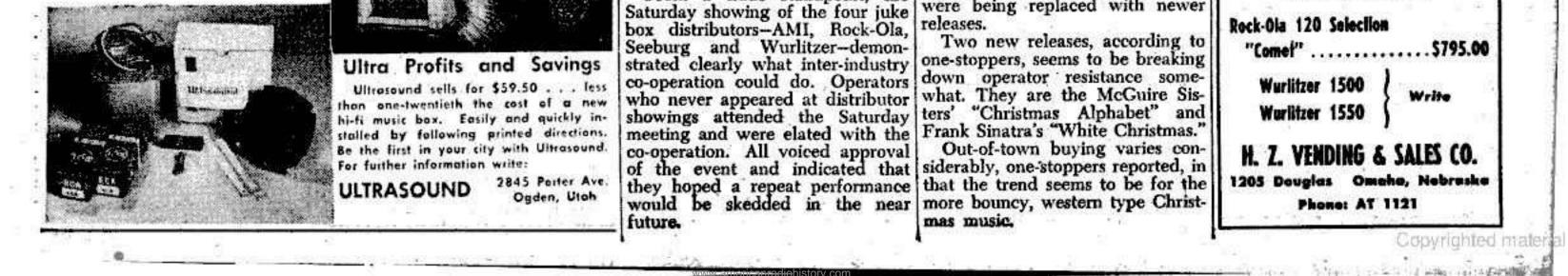
An estimated 200 persons are expected to attend the dinner which will climax the meeting. At that time awards will be made to distributors for outstanding sales accomplishments during 1954.

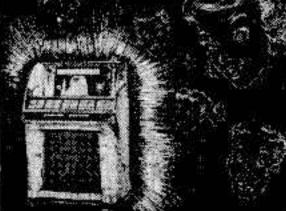
a (a)	AL
Rock-Ola 120 Selection	
"Come!"	\$795.00
Wurlitzer 1500	Write
Wurlitzer 1550	(





Ultrasound's new hi-fi music box conversion kit gives all Seeburg models a brilliont newsound . . . longer life . . . greater sarning power. It's the operator's answer to millions of hi-fi music levers and their ultra dollar market.

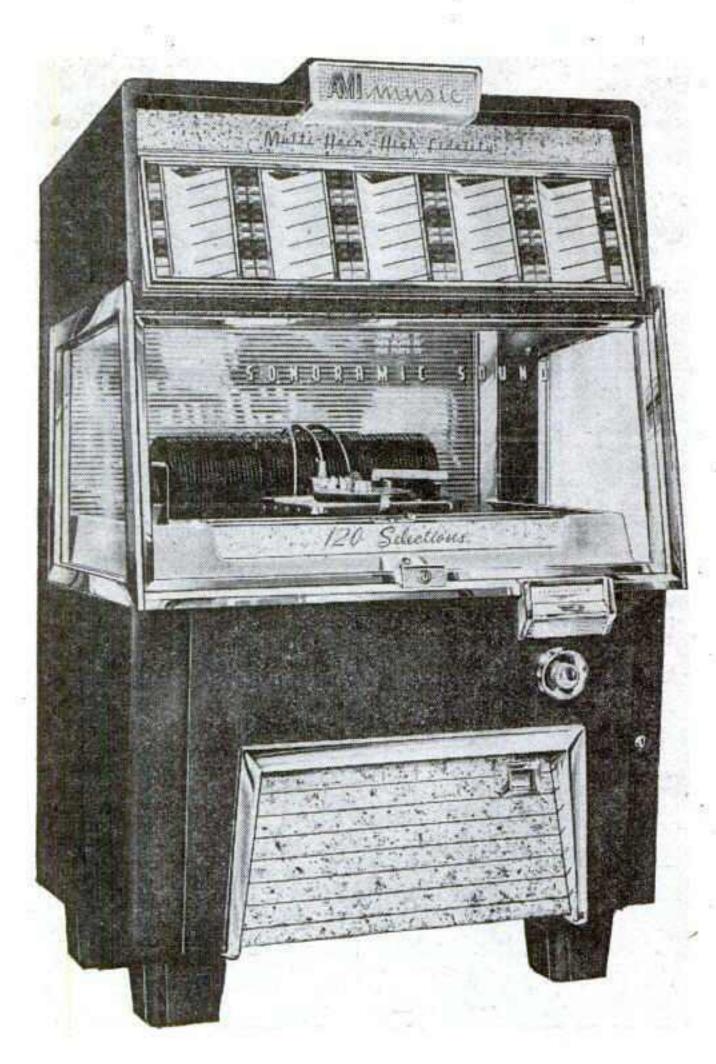




73

AMI NEW Model "F" is the

phonograph in the world with a self-contained multi-horn sound system



Only the most expensive custom-built high fidelity sound systems are comparable to the Model "F"-and they cost as much or more than, the entire AMI juke box itself!

Full Range Multi-Horn High Fidelity Sonoramic Sound

120, 80, and 40 Selections

Choice of 8 Spectacular New Colors: Tahitian Brown, Firecracker Red, Happy Blue, Paddy's Green, Bright Sand, Sunburst Yellow, Atoll Coral, Embered Charcoal.

Originator of the Automatic Selective Juke Box in 1927 AHEAD THEN-AHEAD NOW

Incorporated

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



MUSIC MACHINES

Richmond, Va. Communications to:

Ban Eddington 3-7290

Hudson Awarded Arena Concession

Sv Hudson, Hudson Music and Vending Company, has been awarded the contract for all coinoperated concessions at the newly opened Richmond Arena. Harold Cottrell will be in charge of operations of all music and vending for the firm.

Scher Vending Machine Company has accepted delivery on a quantity of new equipment, most of which will be installed in Rueben's chain of Arcades.

Raymond Pardue, Virginia Beach, was a recent visitor in Richmond and Fork Union enlarging his operations in both spots. Paul K. Manculos has opened his now Stephen's Place. Formerly an operator, he has opened with allnew Wurlitzer background music.

Gino Lombardi recently returned from a lengthy stay in Italy and is planning a new series of operations thruout the State. Southern Automatic Music Company held the contract for music machines scattered thruout the Petersburg Fairgrounds.

Myrtle Parrish has resumed her duties here after a stay with her son, Jack Parrish, a CBS TV engineer in New York. Kitty Wells' "Thon Shalt Not Steal" is a leading comer or jukes, according to a local consensus.

Chicago

Communications to: Ken Knauf CEntral 6-8761

Williams, Exhibit Win NAAPPB Plaques . . .

Williams Manufacturing Com-Chuck Headerson, Albert Emilian game collections are currently runpany won the Henry A. Guenther and Bernard Vraneciz were on award for its exhibit of Select-Ahand to explain the unit. tournaments responsible for the graphs. Train, a coin-operated electric train unit, and Exhibit Supply won Mr. and Mrs. Holmes G. Cook increase. With 450 tickets sold, honorable mention for its display had a big time chatting with visi- AAMONY's annual dinner at the

THE BILLBOARD

COINMEN YOU KNOW

At the Philadelphia Toboggan

booth were John C. Allen, Noel F.

Jannotta, Russell F. Haines and

Herbert P. Schmeck. Scientific

Machine Corporation was repre-

sented by Max Levine, Jack Fire-

The large International Muto-

The new Voice-O-Graph voice-

recording machine headed the Mu-

Purveyor Distributing Company,

NAAPPB show. Herb is all in

favor of the new Keeney Sports-

Chester Biezad, Keeney plant

superintendent, and wife Olga,

recently greeted a new member of

Visitors at the D. Gottlieb &

Company headquarters during the

week included Hymie Zorinsky,

H-Z Vending, Omaha; Sam Lon-

don, Milwaukee, and Wes Van

George Ponser, head of the As-

sociated Amusement Machine Op-

Herb Perkins and Monty West,

stone and Arthur Frohman.

toscope display.

man gun game.

the family, baby Roy.

Dusen, Edmonton, Alta.

Aaron Sternfield PLaza 7-2800

N. Y. Game Collections

Ahead of 1954 . . .

New York

Communications to:

Amusement Parks, Pools & Beach- Their interesting model of the es trade show at the Hotel Sher- Holmes-Cook miniature golf range man here this week. The Guenther drew a lot of attention. award is presented annually for the most meritorious new piece of coin-operated equipment."

At the award-winning Williams booth were Harry Williams, Harry Stern, Joe Jacobozzi, James Mc-Quaid and Sam Berger. Manning the exhibit display were Art Weinand and Ed Hall.

were Leo Willens, Sam Goldsmith, Al Blendow and Ken Wilson. Blendow and Wilson showed their Hydro-Duck gun game.

Ed Levin, Chicago Coin Machine Company, and Fred Kline, First Coin Machine Exchange, held down the Chicago Coin booth where folks were busy playing with the Super Home Run game and the Round-the-World Trainer.

Across from the Chicago Coin booth were Ralph Sheiffield and Sam Lewis, tending to the Genco Manufacturing and Sales Company exhibit. The big attraction for visitors at the Genco booth was the new Big Top Rifle Gallery.

The Keeney Sportland gun game was a popular display item at the J. H. Keeney & Company booth, where visitors met with Paul Huebsch and Chester Biezad. At the Mike Munves display were Mike Munves, Joe Munves, Willie Gaines and Henry Grauf.

IQ Baseball Machine Corporation presented its new coin-operated batting machine at the show.

at the National Association of tors at the Holmes-Cook booth. | Latin Quarter, December 19, is a sell-out.

> Moe Mandell, Northwestern Distributors, recently became a grandfather. The new coinman is Robert Seth Cohen, son of Mr. and Mrs. Allen Cohen. Murrau Krauss, Embassy Vending, has joined the Coin Machine Employees' Union and AAMONY.

Leon Markowitz, Vend Operating Company, is recuperating at scope exhibit was manned by home after a session at the hospi-Herb Klein, Larry Galante, Wil- tal. Mrs. Sam Antinoff, wife of At the Capitol Projector booth liam Rabkin and Matthew Fauvell. the local game operator, died recently.

> Irv Kempner has been transferred from the 10th Avenue office of Runvon Sales to the new Hartford, Conn., branch where he is seen making the rounds at the sales manager, working with Nat Gutkin, service manager, also transferred from the New York office. Morris Rood reports that the new Bally Mystic is the fastest selling game Runvon has had in some time. Buddy Fox, Runvon, is back in the hospital for observation.

> > Charlie Ezzo, Automatic Music, Meridan, Conn., was a visitor on 10th Avenue this week. Margaret Kolibash, wife of George Kolibash, local game operator, gave birth to a daughter, Georgeann. Dave Stern and Bob Slifer, Seacoast Distributors, received a large shipment of new Rock-Olas this week.

Cleveland

Ops Receptive

To Dime Play . . .

Bert Davidson, Wurlitzer district manager, spent a week with Herb Wedewen, manager of Northern erators of New York, reports that Music, Inc., here. Visiting with local operators, they found them ning well ahead of a year ago, with receptive to dime play on phono-

DECEMBER 11, 1954

pany, are back home from a deer hunting trek. Dale, who got a buck, was in the Upper Peninsula with Jack Dumler, of D. & P. Service, Redfor Township. The luck was on the wrong side for Jake, however. He is currently absent from his shuffleboard resurfacing company, being bedridden with a gunshot wound in his left foot. Jake accidentally shot himself, then he and Dale drove a fast 35 miles in search of a doctor.

Mrs. Lillian Patton, of White Novelty Company, is no longer doing too much with the wholesale operations for music box operators, having just entered into a new phase of selling records by direct mail. This is the L. & J. Music Company, which she plans to run besides her usual retail business.

Jack Kirschner, of Jack's Music, has just returned from a vacation in Hot Springs. With him was Meyer (Red) Saperstein, of Reliable Vending Company, in the Northwest area of the city.

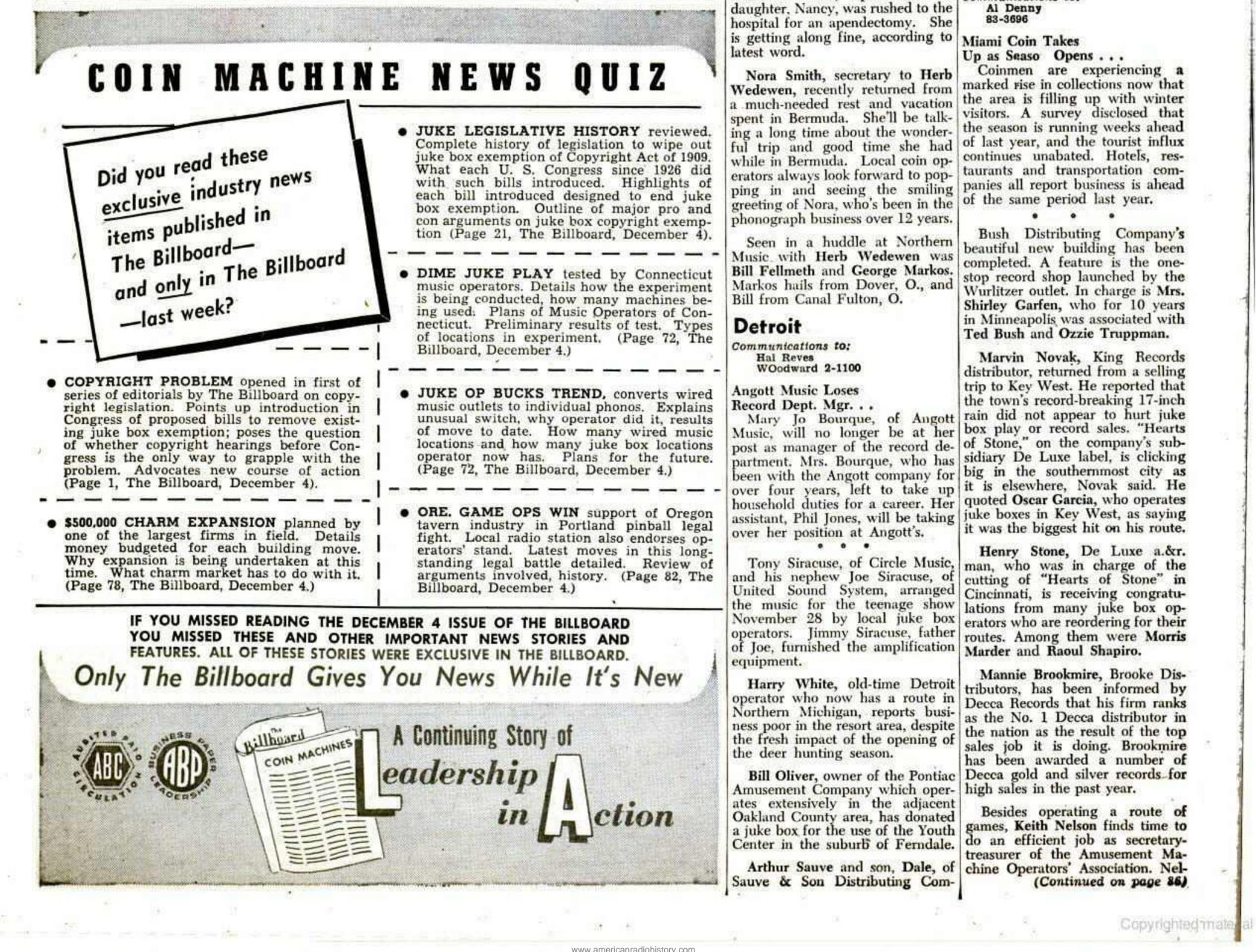
Bill Oliver, of the Pontiac Amusement Company, Pontiac, Mich., released an announcement last week-end that all of the Pontiac music box operators have changed over to dime play.

Maurice Feldman, of Central Coin Machine Exchange, got back Tuesday after weekending out of town. He was in Chicago on a business trip.

Austin V. Fox is now operating both the Square Vending Company and the A. & D. Ice Cream Vending Company, on the West Side. A newcomer to the vending field, Fox operates dime machines in stores, gasoline stations and amusement places.

Local music operators are expressing their sympathies to Douglas Wickham, of Moss Music, on the recent death of his mother. Graham Prince, of Cadillac Record Company, on the East Side, is in New York on a business trip.

74



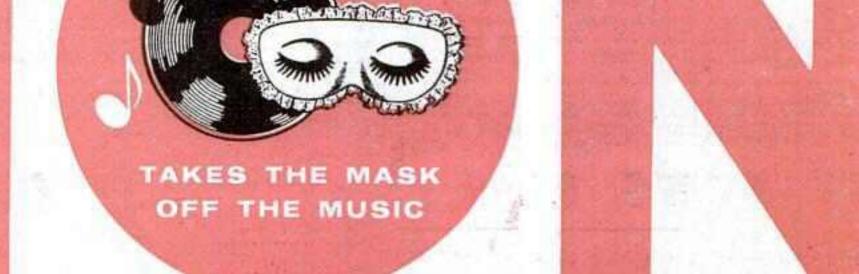
Joe Valenti, service manager of Miami Northern Music, reports that his

Communications to:

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	DECEMBER 11, 1954	/ THE BILLBOARD -	MUSIC MACHINES 75
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Wurlitger

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The High Fidelity sound system engineered for the Wurlitzer 1700HF Phonograph literally and audibly takes the mask off the music. It is true high fidelity with ample speaker capacity to reproduce the full tonal music range audible to the human ear. People like to listen to it. That's one of many reasons why every Wurlitzer 1700HF is taking in MORE MONEY than the phonograph it replaced.

urlitzer 1700HF

HEAR IT-SEE IT-BUY IT AT YOUR WURLITZER DISTRIBUTOR



MUSIC MACHINES

THE BILLBOARD

DECEMBER 11, 1954

Chi Keglers Hit Third Mark; **Oomens Ahead**

CHICAGO, Dec. 4.-The Automatic Phonograph Bowling League hit the one-third mark Monday (29), with the leaders, Oomens Sons, going all out to keep its first place honors.

The team rolled a new high for a single game, 967 scratch, and walked off easily with series high when it posted a 2,519. Altho only grabbing two out of three games from Paschke Phono, **Oomens Sons succeeded in holding** their two game lead over second placers Mercury Records and ABC Music #2.

Sparking Oomens Sons last Monday were Carl Latino, anchor man, with a smashing 247 game and a 580 series, and Iz Oomens, with a 456 series. Making things difficult for the leaders was Ray Gallet, of Paschke Phono, with his 567 series. As a matter of fact, the whole Paschke team turned on the steam and ended up with a new high game handicap score of 1,051.

Second Placers

Second placers Mercury Records and ABC #2 each held their own in the standings by winning two games apiece from ABC Music #1 and Coral Records respectively.

Following are the standings after 36 games:

(2001) (201	Won	Los
Oomens Sons	25	11
Mercury Records.	23	13
ABC Music #2		
Decca Records	20	16
Star Music		16
Melody Music		17
Paschke Phono		18
B & B Novelty		18
Coral Records		18
Atlas Music		20
Western Automati		20
ABC Music #1	the second se	21
Coven Music		25
Gillette Dist		26
Contraction of the second second second	100 100 100 miles	

BUSH EXPORTS TO SO. AMERICA VIA AIR BY PAA MIAMI, Dec. 4.-The in-

creasing flow of reconditioned juke boxes to customers overseas from Bush Distributing Company attracted the attention this week of Pan American World Airways.

The airline's public relations department issued the following press release:

"The joints will be jumping soon down in Medellin, Columbia.

"A shipment of 60 juke boxes is being flown by Pan American World Airways cargo clipper to a firm in that city from the Bush Distributing Company of Miami.

"The Wurlitzers weigh 425 pounds each and mark one of the few shipments in which PAA's clipper cargo section won't be out to break records."

Most of Bush Distributing's air shipments to Central and South America move out of Miami via PAA.

Disk Display

Proves Potent

Play Booster

PHOENIX, Ariz., Dec. 4.-A

play on a new record was recently

introduced here by Frank Derrick,

NEW IDEA

pany.

Miami Bowling League Stages **Rugged Battle**

MIAMI, Dec. 4.-Advance Music clung to its slender lead in the AMOA Bowling League Monday night (22) at Paradise Bowling Lounge by picking up three points while losing one to Ross Rock-Ola. Meanwhile the second place Music Makers squad blanked American Operating, 4 to 0, and narrowed the gap. Advance has won 26 and lost 6, while Music Makers have won 241/2 and lost 71/2.

Acme Music and Vending cap tured three out of four from Al Coin to maintain its hold on third place, and Marino Music capped four games from Radio Center. The standings:

Won Los 71 13 Ross Rock-Ola15 17 19 Radio Center10 18 All-Coin 9 19 American Operating 8 24 Impressive records are bein turned in by the coinmen keglers In Monday's competition, Barry Taran (Ross Rock-Ola) rolled one-game 224, while Vince Amat (Advance), fresh from his honey moon, racked up a 222. Amato' three-game set for the evening came to 549, which was good enough to give him second plac in that department for the seasor just behind Buddy Cohen's (Acme 570.

Other high scorers were Eddi Dee, who crashed the maples for highly effective means of bootting a one-game 193, Eli Ross (Ros Rock-Ola) with 192, and Samm of the Phoenix Wired Music Com- Marino (Marino Music) with 184. Behind Amato's 549 for indi- 147 vidual game set Monday came Leon Cuss (Advance), 492; Eddie Dee (Advance), 486; Buddy Cohen 148 MI (Acme), 486; Roy Gullo (Marino) 484; Barry Taran (Ross Rock-Ola) 477; Dave Shedd (Radio Center), 469 and Sammy Marino, 458. Altho Ross Rock-Ola could win 1017 only one game Monday, the squad rolled up a new high team game for the league with 834 points.

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 venders, 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.

AMI	Issue of Dec. 4	Issue of Nov. 27	Issue of Nov. 20	Issue of Nov. 13
				A (200) A (200)
Model A	\$129.00 135.00 165.00	\$129.00 165.00	\$129.00 165.00	\$129.00 165.00
Model B	225.00 250.00	195.00 250.00	195.00 250.00	195.00
Model C	250.00(2)	215.00	275.00	
n de la companya de La companya de la comp	275.00(2)	250.00(2) 275.00	Source and the second	
Model D-40	299.50 300.00	325.00 329.00	325.00(2)	325.00 329.00
	329.00	375.00(2)	329.00 375.00	
	350.00	385.00		
	375.00(2)	1.00000		
	385.00 445.00	ba -		
Model D-80	425.00	450.00(3)	450.00(2)	450.00 469:00
	450.00(3)	469.00 485.00	469.00 475.00	475.0
	469.00 485.00			
	495.00			
50	The second second			
EVANS				
Constellation	195.00 225.00	225.00 240.00	240.00	240.0
	240.00			
MILLS	023/222-222-22	1222020	10000 March	82272
Constellation	79.50 175.00	175.00	175.00	175.0
ROCK-OLA				
1422	110.00	50.00 110.00	49.50 110.00	110.0
1426	125.00	125.00		
1428		125.00		
1432	249.50	122222	00.000	55.56VV
1434		325.00	325.00	325.0
1436 Fireball 45 RPM	350.00 389.50	325.00 375.00	375.00	375.0
SEEDURG	an order to be a series of	V MINAGUNDINAN		
M 100-A (78 RPM)		375.00(2)	375.00 445.00	375.00 495.0
	395.00 450.00	425.00		
	495.00			
M 100 B		575.00(2)	575.00	
	550.00(2)			
	565.00			
146			89.00 110.00	99.00 110.0
(125)	110.00			
146 H				
147	89.50 119.00	50.00 75.00	119.00	119.0

Johnny Oomens, secretary of the of December 20, just three weeks away, would be sponsors' night, night all rolled up in one.

Oomens added that two teams and three sets of doubles were entered in the 1955 CBA Tournament. The five-man teams will roll January 9 at Bensinger's bowling alley, and the doubles shoot likely to rise to Hit Parade propor- players will play the selection on January 29 at the Milford Recreation Allevs.

The Chicago league meets Monday evenings at the G & L Recreation.

Derrick decided that a new disk on a juke box must be displayed 'n the same manner that retail record shops handle their new releases. He hit upon the "display record" plan.

Operating a 126-stop route with league, announced that the evening his partner Alfred Harper, Derrick places new records inside the dome and behind the record mechanisms Christmas sweepstakes and position of his phonographs, propped up easel-fashion, where it is sure to be noticed by tavern and restaurant patrons.

Invariably, Derrick said, play on to drop a coin into the chute. a new record zooms.

tions is a candidate," Derrick said. "Putting the record into the phonograph, properly displayed, auto-

that they have heard the song be- tunes, Derrick pointed out.

fore, or at least heard the title mentioned, and the natural impulse is 1450

"In most of our locations, we "Any new song which seems have found that eight out of 10 display first.

In addition to boosting play on one particular disk, the display matically reminds tavern patrons record helps collection: on all

148	110.00	150.00		
148 M	95.00 149.00	95.00 149.00	149.00	149.00
148 ML	159.00	125.00 159.00	139.50 159.00	169.00
WHEN ITTER				
WURLITZER		75.00 87.50	84.50 89.50	89.50 130.00
1015	65.00 75.00			01.30 1.30.00
	87.50 89.50	89.50 95.00	130.00	
	130.00	130.00		
1017	69.50		Stanson .	
	99.00	99.00	99.00	99.00
1080	225.00	195.00 225.00	225.00	225.00
1100				159.00
H 1217	159.00	159.00	159.00	
1250	250.00 265.00	250.00 265.00	265.00	265.00
1250 Hideaway		100 Participation 100	149.50	
	395.00(3)	390.00	395.00(2)	395.00(2)
1400	210.00001	395.00(2)	0.0000000000000000000000000000000000000	5,000,000,000
1450	395.00 450.00	395.00 450.00	395.00	395.00

119.00

TEEN-AGERS **Troubles Turn** Into a Tune in **Miami Sector**

MIAMI, Dec. 4.-The Amusement Machine Operators' Association received favorable publicity today in a Sunday feature story appearing in The Miami Herald under the headline, "Teen-Age Trouble Turns Into a Tune!"

Theme of the story was how a small group of mothers on Key Biscayne, an island community separated from Miami by a causeway, banded together to avert what might have developed into a troublesome juvenile delinquency problem.

No little credit was given to the juke box donated by the AMOA's President Willie Blatt. The machine is used by the Key Biscayne teen-agers at their Wednesday night dances.

The youngsters had been getting into minor difficulties as the result of a lack of recreational facilities and the situation was growing serious, according to The Herald.

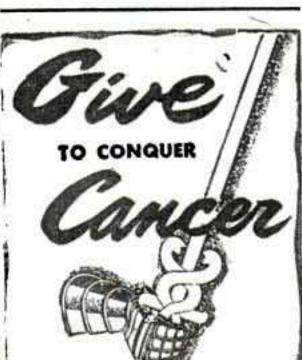
In charge of the Wednesday night teen-age dance is Mrs. Jo

'PHFFT' 2-Way Plug Aids Ops, **Disk Shop**

HARTFORD, Conn., Dec. 4 .-Ralph Colucci, owner of the Record Shop, one of the largest disk outlets in the East, accomplished a two-way plug this week with his "Phfft" promotion.

Record Shop's window displays, backed by film photos, proclaim: "Here Here! 'Phfft' Mambo!-Going Great on the Nation's Juke Boxes." Operators and Colucci are reaping the benefits of good point-of-sale promotion.

"Phfft" is Columbia Pictures' latest comedy release, starring Judy Holliday.



Copyrighted material

"DIM, DIM THE LIGHTS"

How Was Your Timing on . . .

Now on Billboard's "Best Selling Singles" Chart

Start today to time your record buying to cash in on the beaviest disk jockey promotion and strongest dealer merchandising. Billboard's weekly BEST BUYS are the answer. Arrange new 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!

Sterling Title Strip Co. 2 E. 45th St., New York 17 Date_ title strip Please start sending me_ cards of Billboard's "Best Buys" to cost for 3 full months. Payment is enclosed. Name.

Spotted as a Billboard BEST BUY

Title Strips Ready for Top Juke Profits

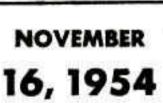
16, 1954 CONVENIENT ORDER FORM

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 workly for a period of 3 nonths.

-20 card	s) deliv	ered week	ly for a period of 3 m
(Cards		(Cost	(Cards
per		for 3	per
Week)	2.0	months)	Week)
	- datas t		

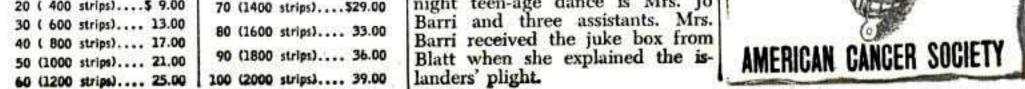
BILL HALEY

DECCA 29312



NOVEMBER







(Cost for 3

months)

NO MORE NIGHTMARES! 2 300 S

with the ROCK-OLA

.5

Trouble-Free, Service Proven Mechanism

Ask Your Route Man-He Knows!





in lime stine

VENDING MACHINES

78 THE BILLBOARD

Communications to 188 W. Randolph St., Chicago 1, Ill.

DECEMBER 11, 1954

Cartoned Orange Juice May Open New Vista for Vending N. Y. Dairy Vends Citrus Drink in 40 Vendos; Citrus Bowl Sets Program

tas are being opened up for the supermarkets. No preparation is price over this figure would meet vending of whole orange juice. required, and the juice is poured with customer resistance. Up till now, orange juice vending directly from the container like has been limited to cup venders milk. on high traffic public locations, with little progress being made in has already realized the vending the home consumption field and potentialities of this packaging and not too much in industrial loca- is embarked on a program of locations.

whole orange juice may change all headed by Bert Silbert. that. Currently, about six companies are successfully snipping from Florida to major Eastern cities whole, fresh orange juice packed in quart-size, milk-type car-

Apco Exhibits Cup Mach. Line At NAAPPB

Marks 1st Park Showing to Boost Location Interest

CHICAGO, Dec. 4.-Apco, Inc., exhibited at the annual convention of the National Association of Amusements, Parks, Pools & Beaches for the first time at the

NEW YORK, Dec. 4.-New vis- tons to sell for about 35 cents in 10 cents. Gilbert feels that any

A local firm, Citrus Bowl, Inc., tion tests of half-pints. The opera-A new type of packaging for tor is Trinity Dairy, New York,

Orange Route

of more than 40 half-pint Vendo local outfit is headed by Philip milk units in institutions and in- Yurman, a veteran of seven years dustrials. Orange juice was intro- in the vending field. Yurman was duced in five machines two weeks formerly New York representative ago and is currently in all venders for the Vendo Company, Kansas operated by the firm.

future of carton juice vending. He pany. pointed out that while the profit According to Yurman, CB now margin on whole juice is consider- sells whole orange juice to 90 per ably less than it is on orange drinks, cent of the dairies in the New the added volume more than over- York-New Jersey metropolitan area. comes the loss in margin.

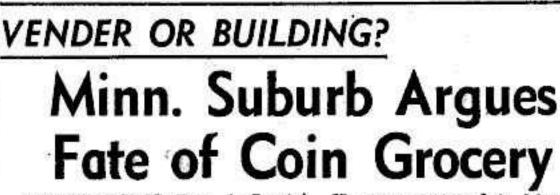
Trinity vends orange juice at the home delivery, supermarkets and same price as milk and soft drinks- (Continued on page 79)

Adult Favorite

Whole orange juice has scored most heavily in industrial locations and lagged in boys' club locations. Gilbert explained that adults seem to prefer bona fide orange juice to orange drinks, while the youngsters like the sweeter drink.

Citrus Bowl is a subsidiary of Fruit Industries, Inc., Bradenton, Gilbert, in addition to operating Fla., which maintains similar sub-City, Mo., and sales manager for Cilbert is enthusiastic about the the defunct Message-O-Mat Com-

Quarts, he explained, will be for



'MECHANICAL MONSTER'

Union Views Vending As Employment Threat

automatic merchandising as an employment threat.

With new food packing methods ators."

-frozen foods and concentrates-

CHICAGO, Dec. 4.-The na- also with "altering delivery rou-tion's teamsters are worried about tines."

According to the article: "In areas the effect of automatic mer-That's the view of a three-page chandising upon present methods article on vending called "Age of of distribution will be explosive. the Mechanical Monster" which A large proportion of the delivery appeared in The International of certain commodities has already Teamster, a magazine published shifted jurisdictionally from the for members of the International general commodity carriers to the Brotherhood of Teamsters, AFL. automatic vending machine oper-

Increased handling, labor and tax vending is being touted with not only cutting distribution costs, but (Continued on page 79)

a conventional dairy, has a route sidiaries in 35 Eastern cities. The of more than 40 half-pint Vendo local outfit is headed by Philip Snow Crop, \$39.8 Mil

gest deal ever to be negotiated in \$18,292,480 in the six months the frozen fruit juice concentrate ended May 2, compared with \$14,field became a reality this week 548,605 for a similar period in when the Minute Maid Corporation 1953. Sales figures for Snow Crop purchased the Snow Crop Division are included in those published by of Clinton Foods, Inc., for \$39,- Clinton Foods. 800,000. Both firms supply orange concentrate for the vending trade. were planned in the operation, per-Of the purchase price, \$22,500,-000 was in cash and \$17,300,000 Snow Crop. He added that the in 4 per cent subordinated debenture notes to mature in 20 years. John M. Fox, Minute Maid president, and Richard M. Moos, chairman of the board and president of Clinton Foods, signed the agreement.

Beverage Firm

high, 321/2 inches wide and 27

from one column to another.

The unit has a mechanical shift

No price or production plans

The firm recently announced it

the Frigidmart.

inches deep.

NEW YORK, Nov. 4.- The big-| Minute Maid had net sales of

Fox said that no major changes sonnel or distribution channels of Snow Crop name and products would be maintained along with Minute Maid.

Snow Crop entered the frozen food and concentrate field in 1948 and was bought by Clinton three year later. Minute Maid pioneered the frozen fruit concentrate business 10 years ago.

Hotel Sherman this week.

Thet firm showed its new hot beverage model (soup and chocolate), new coffee machine and its new 3, 4 and 6-selection cup drink venders-all premiered at the Na-(Continued on page 79)

VIA FOUNTAIN

Hot Water For Coffee, SoupCapsules

COLUMBUS, O., Dec. 4.-A new idea in hot beverage vending has been advanced by Ebco Manufacturing Company here. Ebco, which produces drinking fountains for shop and office use, is preparing to introduce a companion unit for its refrigerated model-a hot water fountain.

The idea: installation of one or more capsule type venders adjacent to the hot water fountain a permit. could provide coffee, chocolate, soup concentrates. In effect, this would provide employees with a selection of popular hot beverages in locations too small to support the more costly fully automatic hot beverage venders.

Installation of a penny cup dispenser; or a free supply of cups by the location or operator of the capsule machines, would round out (Continued on page 80)

Hebel Skeds **First Chi Show Of NAMA Film**

ADDISON, Ill., Dec. 4. - Fred Hebel Corporation has scheduled the first Chicago area showing of the National Automatic Merchandising Association public relations film. "At the Drop of a Coin."

Showing will be made Thursday (9) at a special meeting of local industrialists here.

Bernard Osmond, FHC sales manager, said that the showing was being made purely as a pubMINNEAPOLIS, Dec. 4.-Louis

grocery staples, who has been unsuccessful so ar in getting an okay for his machine here, erected a machine in suburban Richfield and Steel Products ran into operating trouble there, too.

village council voted to delay at least until Monday (13) any action on an ordinance which would regulate his coin-operated grocery store. Richfield's Mayor Fred O. Kittell ucts Company showed its twosummed up the council's problem:

"We have a machine in the village we don't know what to do with."

No Bldg. Permit

Six weeks ago, Roberge, of Minneapolis, moved one of his units fee and hot water (for tea or hot to a vacant lot in Richfield. The chocolate). It is 24 inches high, village clerk had granted him a license to sell food in the suburb, deep. It is equipped with Skinner drinks in six-ounce cans and servbut when he set his unit on the valves, uses liquid concentrate for ing as national brokers for the lot the village arrested Roberge for violating a building ordinance be- Water capacity is four gallons. cause he moved a building without

vender.

He was arraigned in Municipal Roberge, inventor of Automatic Court in Richfield November 22 Food Store which vends a dozen where Roberge pleaded "nolo con-

(Continued on page 79)

Monday night (29) the Richfield Shows Manual Coffee Unit

CHICAGO, Dec. 4.-Steel Prodselection E-Z Way manual countermodel coffee dispenser at the annual show of the National Association of Amusement Parks, Pools & Beaches here this week.

The Model 4SDA dispenses cofwere announced. 131/2 inches wide and 18 inches was offering 15 non-carbonated coffee and holds 125 to 150 cups. Treesweet line for the vending inater capacity is four gallons. dustry (The Billboard, November The firm did not show its coffee 27). The firm also carries straws

and accessories for drink venders.

Three New Bows 3-Flavor Ice Cream Unit Venders Now LOS ANGELES, Dec. 4 .- O. A Turman Beverage Company this In Production week announced a new threeselection ice cream vender called

Frigidmart, designed by O. A. BROOKLYN, Dec. 4.-Uneeda Turman, head of the firm, has a Vending Service, Inc., this week capacity of 222 ice cream units, went into production of its comis equipped with a refunder, operates at a dime. It is 62 inches

bination cracker, gum and mint vender and two sundry venders in six and eight-column models.

The combination unit lists for \$89.50. It has a total capacity of 240 items, 30 per column. Dimensions are 68.5 inches high, 27.5 inches wide and 12 inches deep. Weight is 135 pounds.

The manually operated upright has a mirror set off with ornamental trim. The coin mechanism is set (Continued on page 79)

Salerno Shows Cone Vender; \$1,485 Price

CHICAGO, Dec. 4. - Salerno's -Magic-Vend displayed its Magicone ice cream cone vender at the National Association of Amusement Parks, Pools & Beaches convention this week. Joseph Salerno, head of the firm, announced at the show that the machine would list for \$1,485.

Salerno explained that volume production of the machine would not be planned until after a number of machines had been field tested around the country.

He stated that no sales program has yet been formulated, and that he was still uncertain about lining up exclusive distributors, since many firms interested in the machine would want to buy it direct. Initial production will be limited to industrial plants, according to Sa-

The machine has a capacity of five gallons of ice cream and 200 milk sold in retail stores be avail- Vivers explained that his func- cones. It measures 28 inches

HARASSMENT IN HO-HO-KUS **Municipal Actions Hamper Growth Of Milk Vending in North Jersey**

the nation in its official attitude

toward the mechanical milkmen. During the last six months outdoor milk venders have become common sights along roads of this suburban-rural area. During the

last three months three different communities have put the blocks to the automatic merchandisers by means of legal action.

The first instance was in Union, where the mayor decreed that milk venders "were not in keeping with the gracious way of life" in the city.

Building Code

The latest thrust at milk vending with the boro's health code,

The action came when Garden State Farms, operator of 25 Rowe outdoor milk venders in gas stations and highway locations, applied for a permit to place a machine in Ho-Ho-Kus.

Health Code

code. The first requires that all records.

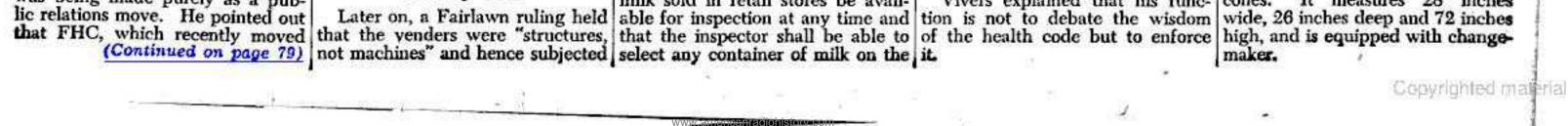
The second objection is that the

Records Needed

When asked if it was the practice for retailers to keep lists of milk customers, he added that they The request was rejected be- are able to, whereas it is impossi- lerno. cause of two clauses in the health ble for a milk vender to keep such

HO-HO-KUS, N. J., Dec. 4.- to the building code which requires premises. North Jersey, one of the pioneer a setback from the road for struc- Vivers ruled that the inspector regions in outdoor milk vending, tures. This accomplished the same can only inspect the carton which is also fast gaining the reputation result as the Union pronounce- is dispensed after insertion of the as one of the toughest sections in ment.

came from the plush suburban retailer be able to supply a list of community of Ho-Ho-Kus, where all milk purchasers to the board of Paul Vivers, boro attorney, ruled health. This clause is in force, exthat such machines do not comply plained Vivers, in the event it is discovered that milk is unfit for consumption. In that case, he added, the purchasers may be notified and warned.



VENDING MACHINES

reach 30 cents a pound by April week.

announced.





year.

"A reduced world supply, particularly in West Africa in 1954, bean price of almost 100 per cent from the average price of 1953," he added.



the oranges in Florida, has them

be almost entirely sold thru ven-

"The man in the middle is a

under the supervision of the United

17,780,000 cases last year.





VENDING MACHINES

Hershey Cuts Work | Hammond Op Force; Sales Down

HERSHEY, Pa., Dec. 4 .- Hershey Chocolate Company attrib-utec the laying off of 300 em- new office and plant here with a ployees to "a drop in demand for its products and to seasonal fac-tors." three-day open-house Thursday thru Saturday (2-4). Sidney S. Rudin, president, and John A. Tot-

lowered demand due to "substan- ment of supplies. tially higher prices of cocoa beans."

months placed greater emphasi: on with product suppliers the second its dime lines, increased the price and other operators on the final chine operators, displayed more of its 24-count package to 85 cents. day.

Holds Open House HAMMOND, Ind., Dec. 4 .- Industrial Vendors, Inc., opened its

Hershey's production force was ten, vice-president, said the new reduced 10 per cent of its total expanded quarters were designed of 3,000. Reasons: hot weather in to accommodate the firm's indusvarious areas of the U.S. cut down trial operations and more efficiently sales, in addition to a generally expedite daily in-and-out move-

Rudin said the first open-house Hershey, which has in recent day hosted machine manufacturers,



1 :

The Ideal Capsule Vendor

VICTOR'S SUPER V

Featuring the Greatest Earning Power Ever Built Into a Bulk Vender . . . at Ic, 5c or 10c Play.

Cabinet of two-tone solid ook - trimmed in chrome with glass panels. Smart, unique design . . . with eye-catching appeal for greater profits. Extra large capacity - 350 capsules or 800 100-count ball gum. Packed and sold 4 to the case.

Less than 25 cases \$71.80 per case 25 cases or more..... 67.80 per case

The World Famous STANDARD TOPPER

That attractive ensemble — is finished in smooth, hard Duramite and chrome . . . steel construction, precision built and amazingly durable. Equipped with the large glass globe.

Packed and Sold 4 to the Case.

Less than 25 cases\$50.00 per case of 4 25 or more cases 48.00 per case of 4

Place Your Orders With Your

Over 60 Units In Davidson Calif. Showing

what was the first showing of its kind in Southern California, and tons, eight boxes of matches or in the nation, Davidson Bros. & Affiliated Companies, the nation's half-pound tins of cream, plus mislargest independent vending mathan 60 machines to approximately walls or vender doors. Rubber 175 customers and their guests at the Ambassador Hotel here yesterday (3).

The veteran coin machine firm, organized in 1937 by Henry and Davre Davidson, hosted the affair | (quantities of three or more 10 per in the interest of "customer relations and as a means of better acquainting our clients with many of the new machines available, and to introduce them to the trends and To Up State Cig progress of the industry."

Affair consisted of luncheon, a cocktail party and the formal exhibit of equipment operated by the Davidson firm. Displays consisted of individual set-ups of machines which Davidson installs complete with flooring, Formica walls and neon lighting.

Specializing in the automatic merchandising needs of industry, the roster included virtually every major industry and retail organization in Southern California. Included were Aluminum Co. of Co., General Motors, Chrysler the payment of the tax. Motors Corp., Coca-Cola, Jos. Schlitz Brewing Co., Goodyear Tire & Rubber, Consolidated Film Aircraft, Douglas Aircraft, General Indiana General Assembly: Petroleum Corp., General Tele-

New Clark Service Tray For Venders

WEST CHICAGO, Ill., Dec. 4 .-Clark Service Company announced a new stainless steel service tray for servicing multi-machine vender LOS ANGELES, Dec. 4.-In installations. It holds 500 candy bars or cookies, 40 cigarette caronly the third of its kind ever held eight boxes of gum. One bin holds four boxes of pape cups, two cellaneous cleaning equipment.

A swinging handle clamps on bumpers and a rubber carrying handle are standard. Service tray weight, empty, is 11³/₄ pounds. It is 7 inches high, 23¹/₂ inches long and 13 inches wide. Price: \$29.50 cent less).

Ind. to Mull Bill Revenue \$300,000 INDIANAPOLIS, Dec. 4.-Ciga

rette wholesalers in Indiana will be paying approximately \$300,000 machines that literally ranged more in annual taxes if bill to be from "soup to nuts," and banks of offered in the Hoosier Legislature is enacted. The lawmakers convene for their 61-day session January 6.

No new tax will be required to bring about the hike. Its proponents will seek to accomplish it by altering the rates at which distributors are now reimbursed for affixing the State tax stamp or for America, Barker Bros., Ford Motor imprinting the package to indicate

The Commission o. State Tax and Financing Policy has an-

Two Rates "That the discount allowed wholesalers to reimburse for costs of stamping be altered to replace the present 7½ per cent discount rate with two rates: 5 per cent on cigarettes that are machine imprinted and 10 per cent for stamps The commission contends that more than 95 per cent of this work is done by machines which open the cartons, imprint the packages, and reseal the cartons. Only a few odd-shaped packages and boxes must be hand-stamped. Where machines are used, the cost of imprinting never exceeds 5 per cent of the tax, the commission insists. "This," asserts the commission in a report prepared for submission to the Legislature, "would indicate that under the present 71/2 per cent discount, wholesalers are actually being reimbursed for more than the costs involved, when machine iment deduction may not be adequate

KICKED VENDER PACKS WALLOP

TRENTON, N. J., Dec. 4 .-Maddie Dewitt, of Penndel, Pa., will have more respect for vending machines in the future.

He got so angry at one that he kicked it. It struck back, and Dewitt la ded in the hospital.

It all started when Dewitt put a quarter in an automatic ice machine.

No ice came out, so Dewitt gave the machine the boot.

A 100-pound block of ice slid down the chute. It knocked Dewitt down and he had to be taken to a hospital. His injury was diagnosed as a possible fracture of the hip.

Am. Home Foods Ups Staffenberg

NEW YORK, Dec. 4.-Edward J. Staffenberg has been promoted from Chicago area manager to the newly created post of field sales manager for the Industrial Products Division of American Home Foods. He is slated to spend most of

his time in the field, working with area managers, brokers and distributors in industrial and institutional sales. He reports to L. C. Powell, manager of industrial products.

Powell announced that E. C. (Ned) Rutherford, his administrative assistant, is now industrial representative in the New York area. His replacement is Andre Molnar, formerly with Standard Brands.

authorized to reset the tax meter on the stamping machine and acnounced that it would make the cept tax payment. Wholesaler dis-Industries, Consolidated Vultee following recommendation to the tribution requires ... \$500 annual license fee.

> Soften the Blow While proposing a slash of 'he discount, the commission would soften the blow by granting the reimbursements an exemption under the State gross income tax law. "Wholesalers are now required to pay State gross income tax on 7½ per cent discount, which is remitted to them in consideration of affixing the stamps or imprinting, the commission reports. "Wholesalers feel strongly that they are being taxed on an operation which they are forced to perform in order to comply with another tax. Total revenue to the State from the gross income tax on the present 71/2 per cent discount is approximately \$10,000 per year." A further concession would be made to the trade by reducing the annual wholesaler's license fee from \$500 to \$200. The commission found that the \$500 tax exceeds the charges made by other States where the fees range from a low of \$100 to a maximum of

80

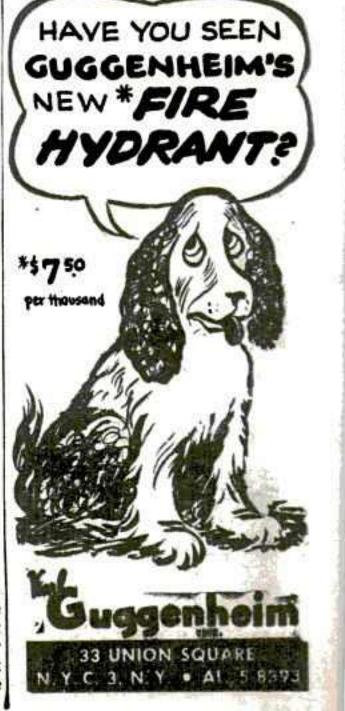


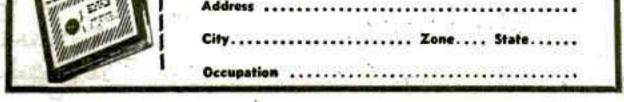
\$300,000 a Year

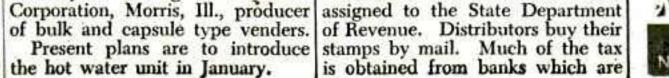
"The commission .recommenda-

An alternative, suggested by the stamped merchandise would be covered by \$2.50. The commission observed that the use of a flat dollar return rather than a percentage tax has been recommended by the National Tobacco Research Coun-

Indiana's 3-cent-a-pack cigarette Commission has been administeridea by contacting Northwestern tions that this function should be











C 21



THE BILLBOARD

VENDING MACHINES

Nathan Elected **IPA** President, Others Named

CHICAGO, Dec. 4. - Bert Nathan was elected president of the International Popcorn Association for 1954-'55. Nathan heads Theatre Popcorn Vending Corporation, Brooklyn.

Jr., Theatre Confections Limited, Toronto, who was named chairman Second Vice-President Augie J. of the IPA board of directors.

pany, Chicago, second vice-president.

Allan W. Adams, Adams Corporation, Beloit, Wis., was elected treasurer. Thomas J. Sullivan was re-appointed executive vice-president and general legal counsel.

joint convention of IPA, theater Evans, Gold Medal Products Comowners, and theater equipment pany, Cincinnati; Broker, A. J. suppliers was the best attended ever sponsored by IPA. "Over 5,000 industry members were registered during the five days of the show, of which IPA registered cago. 1.000."

Nathan paid special tribute to: Martin B. Coopersmith, the Mar-Jack Company, Washington, D. C., who served as general convention

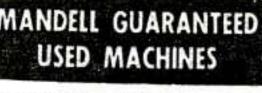
Shop, Madison, Wis.; Jobber- Dis-| Policy Committee for liaison with Popcorn and Supply Company, Yesley Bros. Sales Company, New-Cretors Corp., Nashville.

Elect 7 Junior Directors

IPA members, prior to the convention, elected by mail ballot seven Junior Segment directors from their respective membership to serve a two-year term on the Nathan succeeds J.J. Fitzgibbons board of directors. At the annual membership meeting retiring Schmitt inaugurated the directors Other officers elected were A.J. at a formal investiture. The new Villiesse, Villiese Sales Company, IPA directors are: Popcorn Proces-Wilmette, Ill., first vice-president; sor, Robert Pelton, Pelton Popcorn John Katsalis, Mellos Peanut Com- Company, Bloomdale, O.; Manufacturer-Wholesale, Allan W. Adams, Adams Corporation, Beloit, Wis.; Theatre-Concession, Nathan Buchman, American Theatre Supply Corporation, Boston; Retail Popcorn Shop, H. H. Miller, Caramel Crisp Shop, Madison. Nathan announced that the 1954 Wis.; Jobber-Distributor, Dave C. Villiesse, Villiesse Sales Company, Wilmette, Ill.; and Equipment Manufacturer, Rex Yocum, Seedburo Equipment Company, Chi-

Co-Ordinating Committee

One of the initial actions of the new IPA board of directors was to create an IPA Co-Ordinating

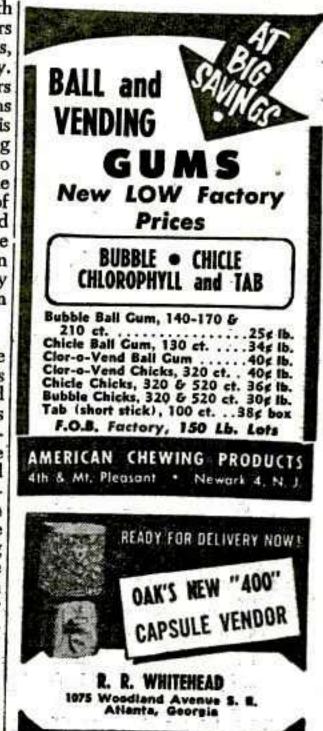


tributor, Augie J. Schmitt, Houston the Popcorn Institute on matters relating to industry public relations, Houston; Broker, Hersch I. Yesley, product promotion and publicity. President Nathan named directors tonville, Mass., and Equipment A. J. Villiesse and Dave C. Evans Manufacturer, H. E. Chrisman, to serve with himself on this important committee. Following the convention Nathan wrote to Clark Rhoden, chairman of the Popcorn Institute, telling him of the IPA board action and invited him to appoint a similar committee to meet with IPA. Chairman Rhoden responded affirmatively and promised immediate action on the appointment.

Exhibitors Jubilant

"Almost every exhibition in the North Exhibition Hall, which was designated as Popcorn-Candy and Concession Hall by IPA, has responded to my request for comments on how they evaluated the business done during the show and how the hall was managed," explained Carl Siegel, exhibition chairman. "Every exhibition wrote large quantities of orders during the five days and they liked the idea of keeping the concession suppliers all in one hall. Many have asked to file space applica-tions for next year."

IPA Popcorn Award Board Chairman J. J. Fitzgibbons Jr., revealed at the annual (Continued on page 86)



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82 VEND	ING MACHINES	1. ₹	- 10 A 3. 3	THE BILLBOAR	P	±9		DEC	CEMBER 1	1, 1954
* * * * *	* * * * * *	*	* * * *	* * * * * *	* *	THE	BILLB	OARD	INDEX	
	ate yourself news g		e for the ven	UIZ	; ; ;	ADVI MAC				
How well in try How accura	formed are you on on the facts al	the bout ast 1	actual state of your own ve he industry to	the vending indus- nding line? rends or profit	2			MAC		
STATES ALL STATES	villander rem ver.	t for	yourself! An	swer the questions	; ; ; * ;	Equipment and prices issues as indicated below. than one firm advertised th price occurred is indicated the case of bulk venders, depends on condition of related factors.	All advertised us the same equipment in parentheses. only the single	ent at the same p Where quantity machine price	l prices are liste price, frequency discounts are a is listed. Any	d. Where more with which the dvertised, as in price obvious
 How many dollars' v via vending machine □ \$500,000,000 □ \$2,250,000,000 	SCC worth of goods were sold (= \$1,250,000,000 = \$1,750,000,000		for the first t share of the m are that total of	garette sales dipped in 1953 ime in 20 years, vending's arket was up. Indications cigarette sales for 1954 con-	a est	Acorn Tab Gum (10 col.) Acorn Vendor Advance Model D Ball Gum. Advance No. 11 Mdse	Issue of Dec. 4 \$21.95 14.95 6.45 5.95	Nov. 20 Issue of \$6.45 5.95	Issue of Nov. 20 \$6.45 5.95	Issue Nov.
types of machines is both a temptatio	(10 points) on-putting 2 or more (on the same location- (on and problem to many es. But the trend, over)	Will the number	it what about vending sales? er of packs sold in vending bared to last year, be: Same (10 points)	5. 	Andico Coffee Vendors Bradley Seniors (2 sel.) Columbus le Craig Ice Cream Bar	6.50 125.00	395.00 200.00 6.50 125.00	395.00 200.00 6.50 125.00	395. 200. 6. 125.
is: increasing	nows that diversification <i>decreasing</i> (10 points) machines will operators /		made thru vend	e of all bar candy sales are ling machines in the U. S.7	()	DuGrenier Champion (9 col.). DuGrenier Cigar (7 col.) DuGrenier Cigar (9 col.) DuGrenier Model W. (9 col.). DuGrenier Model S (7 col.). DuGrenier Model V (7 col.).	87.50 125.00	87.50 75.00 95.00 125.00	100.00 75.00 95.00 82.50 125.00 85.00 90.00	100. 75. 95. 82.50 125. 85. 90.
buy most in 1955?	(Pick the 5 leaders): Coffee Cup Beverage Nuts (5c and 1c)		on location in 1	(10 points) 00 coffee vending machines 953. By the end of 1954, the ve increased to:	()	Eastern Electric (8 col.) Exhibit Card Vendor, 1c Foot Ease	115.00 15.00 129.50(late)	115.00 15.00 129.50(late)	115.00 15.00 95.00	115. 15. 129.50(ia
□ Cigarettes □ Gum (5c and 1c) □ Candy	Bulk Candy Pastry Milk (25 points; credit 5 points)		□ 32,000 □ 42,000	□ 50,000 □ 28,000 (10 points)		Hupp Single Drink	110.00 145.00	110.00	129.50(late) 110.00 145.00	110.
are sold thru vende the last full year 565,000 bottle beve on location; they so tles. How many cu	for each correct choice) e as many bottled drinks (ers as cup beverages. In (reported, there were rage vending machines old nearly 4 billion bot- up beverage venders did	1	by leaps and bo	vending market is growing unds. From only 12,000 ma- tion in 1951, the number in	()	Kleenex, 5c or 10c Master 1c & 5c Master 1c Master 5c Mills Single Drink Mills 3 Drink Mills Tab Gum	49.50 6.95 6.50 6.50 150.00 15.00	6.95 6.50 6.50 150.00 185.00	6.95 6.58 6.50 150.00 185.00	6. 6. 150. 185.
it take to vend 2 bi 500,000 700,000 225,000	llion cup drinks? 100,000 45,000 (10 points)		11. The role of th products varies of vending. In	(10 points) in the different branches some cases, most operators	()	National 930 National 950 Northwestern 33 Ball Gum Northwestern Deluxe 1c and 5c	95.00 130.00 110.00 145.00 6.50 12.00	95.00 130.00 110.00 145.00 6.50 12.00	95.00 130.00 110.00 145.00 6.50 12.00	95.00 130 110.00 145 6 12
 Which will show th increase for 1954? cup vending 	be greater percentage of ()	they order thru whether:	n manufacturers; in other 1 middlemen. Do you know 1 cigarette operators buy		Northwestern Model 39, 1c Northwestern 49, 1c Northwestern 49, 5c Northwestern Stamp	7.95 17.35 17.35 69.00	7.95	.7.95	5

al.

	m the manufacturer.	Northwestern Tab Gum	25.95			
highest proportionate rate of growth. What \ / plies directly plies directly blies directly plies directly blies directly blie	ly operators buy sup- ect from manufac-	Pop Corn Sez PX Electric (8 col.)		69.00	69.00	69.00 75.00
branch of vending will show the largest turers. proportional gains for 1954? (10 points;	credit 5 points if	PX Electric (9 col.)	110.00	110.00	110.00	
(10 points)	TOTAL		19.50 125.00	125.00	125.00	125.00
SCORE below 60-submarginal			165.00 145.00	165.00 145.00	165.00 145.00	165.00 145.00
60 to 70—you barely made it 70 to 80—don't brag about it 80 to 90—you'll get there soon		Rowe Diplomat Electric (8 col.)	165.00	165.00	165.00 95.00	165.00
• • • • • • • • • • • • • • • • •		Rowe Imperial Cig. Vendor Rowe Imperial (6 col.)	55.00 85.00	55.00 85.00	85.00	85.00
125-come join our crystal ball dept.		Rowe Imperial (8 col.) Rowe President (8 col.) 130.00	90.00	90.00	90.00 130.00 155.00	90.00 130.00 155.00
			155.00	155.00	155.00	155.00
YOU'LL FIND THE ANSWERS IN		Silver King	13.95		100.00	
VEND'S 1955 MARKET DATA AND DIRECT	FORY EDITION	Silver King 1c Ball Gum Silver King 1c Mdse	7.45	7.45	7.45	7.45
VEND'S 1955 MARKET DATA AND DIRECT	IVKI EDINUN "	Silver King, 5c	7.45	7.45	7.45	7.45
Census and Pulse Sections		Stoner Candy (6 col.)	125.00 135.00	125.00 135.00	125.00 135.00	135.00
DISTRIBUTED: JANUARY, 1955			200.00	200.00	200.00	200.00
	and a state	Uneeda Candy (5 col.)	65.00 75.00	65.00 75.00	65.00(2) 75.00	65.00(2) 75.00
		Uneeda Model E (12 col.)	82.50	82.50 100.00	90.00 100.00	90.00
Hundreds of Money-Making Vending Ideas Can Be Yours .	When	Uneedapak Model 500	135.00	135.00	135.00	135.00
You Subscribe to Vend, the Magazine of Automatic Merch			110.00	110.00	110.00	110.00
CINCINNATI NEW YORK CHICAGO HOLLYWO	DD ST. LOUIS				10010	
CINCINNATI NEW YORK CHICAGO HOLLYWO 2160 Patierson St. 1564 Broadway 188 W. Randolph St. 6000 Sunset		Holiday Awarde	d D	r. Per	pper N	ames
DUnbar 6450 PLaza 7-2800 CEntral 6-8761 HOllywood 9		\$309,000 Pact	1227	THE PERSON	nel He	
EVERY MONTH YOU'LL FIND INVALUABLE IDEAS	LATEST	WALPOLE, Mass., Dec				
TRENDS UP-TO-THE-MINUTE NEWS IN THES		Holiday Brands here, produ	icer of Con	mpany na	amed Volne	y B. Martin
	- TEATORION	soluble coffee for the v trade, this week was awar	ending per	sonnel di sident, ai	mounced T	hursday (2).
CANDY, GUM & NUTS . BEVERAGES . TOBACCO . FOOD . NEV		\$309,000 contract to supply	coffee	Martin, 1	ormerly ass	sistant sales
IN THE NEWS . TRENDS . INDUSTRY NEWS . AUTOMATIC LETTER	RBOX • MARKET PLACE	to the armed forces. The co- involves 16,931,000 individu	ontract trai	firm's o	nager, will over-all per	sonnel pro-
EDITORIAL FEATURES		envelopes which eventuall	y will gra	m.		
And in addition, when you subscribe to Vend, you receive the	ANNUAL MARKET	find their way into Army C in				oper in 1943 ottling Com-
DATA and DIRECTORY EDITION The Buying Guide of the Ve		The firm reports that 195 are expected to be about \$	1,000,- par	y of Aug	gusta, Ga. H	le served as
		000, compared with \$801,6	40 last zon	ion for the	er of the C he parent fi	Great Lakes rm in 1943,
Fill in-tear out-and mail today!		year. Holiday also receiv order for about \$100,000 to	supply was	s sales m	anager of t	he Dr. Pep-
	P. S.: You can	coffee to Massachusetts instit	utions per	in 1948.	He joined	, Hamilton, the national
VEND Magazine, 2160 Patterson Street, Cincinnati 22, Ohio 857	make a friend happy	Chan King Line	hea	dquarter	s staff in	1952 as a
Yes-sign me up for Vend and the Directory for	make a mena happy	Show King Line		ning inst	ructor.	SEC 186 - 1882
/ 1997년 - 1997년 2017년 1977년 1972년 - 1972년 11월 1972년 - 1972년 - 1972년 1972년 1972년 1972년 1972년 1972년 1972년 1972년 1	keep the key per-	The second		Martin 4	8. was rear	ed in Knox-
A second s	keep the key per- sonnel in your organ-	At NAAPPB Me	et vill	e, gradu		the Uni-
() 1 year at \$4 () 2 years at \$7 () 3 years at \$8	sonnel in your organ- ization well informed	At NAAPPB Me CHICAGO, Dec. 4 K	ing & vill	e, gradu sity of T	nated from Tennessee in	the Uni- n 1932 and
	sonnel in your organ- ization well informed by ordering a	At NAAPPB Me CHICAGO, Dec. 4 K Company presented the on	et vill ver rec min	e, gradu sity of T eived his histration	nated from Cennessee in master of l degree fro	the Uni- n 1932 and business ad- om Harvard
() 1 year at \$4 () 2 years at \$7 () 3 years at \$8	sonnel in your organ- ization well informed by ordering a Vend subscription for them, too. Attach	At NAAPPB Me CHICAGO, Dec. 4. – K Company presented the on play of bulk venders, penny tab gum and cigarette ma	ing & vill ver ver rec min scales, achines	e, gradu sity of T eived his histration	nated from Fennessee in master of l	the Uni- n 1932 and business ad- om Harvard
() 1 year at \$4 () 2 years at \$7 () 3 years at \$8	sonnel in your organ- ization well informed by ordering a Vend subscription for	At NAAPPB Me CHICAGO, Dec. 4 K Company presented the on play of bulk venders, penny	et vill ver rec scales, achines n this	e, gradu sity of T eived his nistration siness Sci	nated from Tennessee in master of l degree fro hool in 194	the Uni- n 1932 and business ad- om Harvard



AMUSEMENT GAMES

DECEMBER 11, 1954

Communications to 188 W. Randolph St., Chicago 1, Ill.

THE BILLBOARD

83

Williams Wins Top Coin Award At Park Show

Henry Guenther Plaque to Firm For Train Game

CHICACO, Dec. 4 .- Williams Manufacturing Company won the ping-pong-type balls at pop-up tar-Henry A. Guenther Award for the gets from either a pump gun or an most meritorious new piece of air compressing gun. The player coin-operated equipment at the NAAPPB show for Select-A-Train, a coin-operated train game.

game with two trains, is equipped with two coin chutes and two operate the game at the same time. It features a scale model railroad.

The game operates at 10 cents per train, with 20 cents operating both trains at the same time. The trains cross-switch, and then race across bridges and thru tunnels. Realistic mountain scenery decorates the landscape which the trains travel, the whole scene enclosed in a glass showcase. NAAPPB Meet

Sound effects of the two trainsa Santa Fe streamliner and a Union Pacific freight train-are authentic. The game is reported to list at about \$2,500.

Another Williams exhibit was its Jubilee game, a roll-down game in Fools & Beaches show at the Hotel which the player shoots balls down a slanting board at a 25-hole field. Numbers light up for scores on three cards on the back-glass.

gun game, the unit features an elec- mounted on a sturdy base. The him the investment risk and financtrically operated gun directed by game is a simulated flight around ing problems necessary in purchasthe player at jet planes flying across a screen.

Preem New Gun Game At Park Meet

CHICAGO, Dec. 4 .- Circus Target, a coin-operated gun game manufactured by Monticello Manufacturing Corporation, Flushing, N. Y., and distributed by Mike Munves Corporation, was introduced at the National Association of Amusement Parks, Pools & Beaches exhibit nere last week.

The game features shooting gets 10 balls for a dime.

Targets are five colorful headsmonkey, clown, etc., that pop up Select-A-Train, a huge electric one at a time thru circular holes in the background.

The gun game is set to list at switches-permits two players to \$475, with production models to arrive on Broadway in two weeks, according to Robert W. Cronk, Monticello official. Monticello is a manufacturer of display fixtures.

Coin Mfrs. Debut 25 New Machines at NAAPPB Show 21 Firms Display Arcade Units, Guns, Shuffles, Rides, Roll-Downs, Venders

CHICACO, Dec. 4.-The con- by nearly all coin exhibitors, and "most meritorious new piece of vention within a convention-the all reported the results of their at- coin - operated equipment." The coin trade show held annually in tendance worthwhile. New equip-| Select-A-Train is a huge scale conjunction with the National ment caught the interest of out- model electric train set-up, with Association of Amusement Parks, door operators at the show, as well two trains, two tracks, two coin Pools & Beaches show this week as coin machine operators at chutes and control panels. at the Hotel Sherman-was marked tending. by the unusual variety of new equipment.

and at least 25 new pieces of coinoperated equipment-gun games, kiddie rides, roll-down units, shuffle bowlers and Arcade machines the meet. .

were recorded on the exhibit floor Henry A. Guenther plaque for the

number of coin-operated gun A total of 21 firms premiered games units gave evidence of the their newest coin-operated wares trend this type of game has made in the industry. Skee-ball games and many types of shuffle games were also well represented.

One of the main attractions at -were shown for the first time at the trade show was Williams Manufacturing Company's Select-An unusual number of sales A-Train exhibit, which won the

Exhibit Supply earned an Among the games, the large honorable mention citation for its (Continued on page 35)

Voice-O-Graph Main Mutoscope NAAPPB Exhibit

CHICAGO, Dec. 4 .- The Voice-O-Graph, voice-recording machine produced by International Mutoscope Corporation, and exhibited at the National Association of Amusement Parks, Pools & Beaches here, is scheduled for delivery early next spring.

The customer, depositing 35 cents or 50 cents, gets either a 45 r.p.m. or a 78 r.p.m. recording respectively. The unit is available at \$1,650 with an introductory music selection included, or at \$1,600 without the musical selection.

With the musical selection, the patron can choose one of five musical introductions-"Happy Birth-day," "Jingle Bells," "Dixie"; "Oh! Susanna," or the "Race Horse Call" -to lead off the recording.

Chicago Coin at Op Rental Plans

CHICAGO, Dec. 4.-Chicago Coin Machine Company exhibited its Round-the-World Trainer and Super Home Run baseball game at the National Association of Parks, Sherman here this week.

The Round-the-World Trainer was shown for the first time at the 1953 NAAPPB show. The unit is

Draw Mixed Views CHICAGO, Dec. 4.-Operator about 100 machines-games and rental plans, by which operators juke boxes-on a week-to-week rent amusement games for location basis to a group of 14 operators, use from distributors(have been members of the Amusement Ma-

and have become subjects of conindustry.

According to different views, the rental plan can work both for and Jet Fighter was also shown. A a combination ride and gun game, against the operator. It can save the world with principal cities in ing new equipment and thus ennumerical order from 1 to 20, listed courage business; it can put the operating busi-Super Home Run features hitting ness, in direct competition with the operators, and thus hurt business.

tried in more than a dozen cities chine Association of Philadelphia. The operators pay location troversy among members of the owners a percentage of unit takes, and take care of maintaining and servicing the rental units.

A similar operator plan was inaugurated by Southern Automatic (Continued on page 88)

Games at Show

CHICAGO, Dec. 4. - Cenco

showed three coin-operated games-

National Association of Amusement

Parks, Pools & Beaches convention

latest Genco gun game. It utilizes an authentic type .22 rifle operat-

ing on direct electrical contact and

reflected targets. The feature tar-

get is a large pendulum clown

which towers over the target field

in constant swinging motion. Other

up candles, bull's-eyes, cats and

is designed for either one or two

players. It has animated basket-

ball players, six baskets and two

scoreboards. An automatic ball

lift delivers 12 balls to each player

operated amusement game manu-

facturers and a vending machine

exhibitor won awards and honor-

Association of Amusement Parks,

The Skee-Ball unit features the

The Two-Player Basketball game

The Big Top Rifle Gallery is the

here this week.

hawks.

for a dime.

play board.

show.



Keeney Shows Gun at NAAPPB

CHICAGO, Dec. 4.-The J. H. Keeney & Company exhibit at the National Association of Amusement Parks, Pools & Beaches show at the Hotel Sherman here this week featured the company's new Sportland gun game and Deluxe Coffee Vender.

The Sportland is a .22 rifle target game with reflected targets, operating on direct electrical conshooters extra points.

The Deluxe Coffee Vender is a new low-cost 300-cup coffee ma- Scientific Bing-o-Reno, a rolldown, chine using dry ingredients.

plant superintendent, were on hand | Pokerinos and 3-In-Line games. greeting visitors at the Keeney booth.

baseballs into elevated tiers on the playfield for scores. Animated players run bases on the playfield. directed against the idea of rental

Machine Exchange, Chicago dis-

While strong criticism has been Manning the Chicago Coin booth plans, the system has worked out were Ed Levin, company director well in a number of cities, apof sales, and Fred Kline, First Coin parently to the advantage of both Manufacturing & Sales Company distributors and operators.

tributors. Levin said that the games In Philadelphia the Philadelphia the Big Top Rifle Callery, the Coin Machine Exchange has launched a rental plan which leases the Cenco Skee Ball game-at the Dital.

Scientific Debuts Three Games at NAAPPB Meet CHICACO, Dec. 4.-Scientific player six rubber balls which he

tact. The game has a realistic Machine Corporation highlighted rolls down a seven-foot board, attargets-rabbits, ducks, and pheas- three new coin-operated amuseants-popping up at short, medium ment units this week at the annual mechanism that awards quick Amusement Parks, Pools & Beaches has the option of buying one, two at the Hotel Sherman.

Games premiered were the each).

Bing-O-Reno, based on bingo rather than poker play, gives the set up at concessions and resorts

hunting scene, with three sets of its 25th anniversary by debuting tempting to land them in 25 numtargets include moving ducks, lightbered holes. A ball in a hole lights up numbers on one to three bingo or long range. It has a timing show of the National Association of cards on the backglass (the player or three bingo cards at 10 cents

According to Max Levine, Scien-Pokerino-type game; Aqua Duck, tific president, the price will be be-Paul Huebsch, general sales a water pistol game, and a twin-manager, and Chester Biezad, horse Carousel. Also shown were long and two feet wide; shipping weight 200 pounds.

Bing-O-Reno is designed to be

(Continued on page 88)

A.B.T. Exhibits Line at NAAPPB

CHICACO, Dec. 4.-A.B.T. Manufacturing Corporation showed its line of coin chutes, slug rejeclenger pistol counter game at the National Association of Amusement Parks, Pools & Beaches convention at the Hotel Sherman here this week.

George Kozy, sales manager for resembling a pagoda. List is not the company, was in charge of able mentions at the National

Beginning on Page 1 SECOND IN A SERIES OF EDITORIALS

Improvement Features

Featuring a number of improvements over its previous voice-recording units, Mutoscope has elimi-(Continued on page 54)

IQ Baseball **Pitching Unit**

CHICAGO, Dec. 4 .-- IO Baseball Machine Corporation premiered its new coin-operated baseball pitcher, priced at \$800, at the annual show of the National Association of Amusement Parks, Pools & Beaches in Chicago this week. The price tag represents a big change from the \$1,475 for last year's model.

Charles F. Henderson, IQ general manager, reported that show interest ran high for the new unit, a redesigned version of last year's model. It operates on a new mechanical principle-with one cam now doing the work of four springs, six working parts and shock absorbers.

The new machine has a mechaniplayer shooting balls at a ringed cal hand which picks up the ball, off target area at the end of the actually winds up and delivers, unlike the earlier model's catapult ac-

Ralph Sheffield and Sam Lewis, tion. It pitches 10 balls for 25 of the Genco organization, were cents at a speed of 70 miles per on hand at the booth during the hour, and has a capacity of 200 (Continued on page 85)



CHICAGO, Dec. 4 .- Two coin- | Pools & Beaches convention at the Hotel Sherman here this week.

Williams Manufacturing Company, Chicago, was awarded the Henry A. Cuenther plaque for having the "most meritorious new piece of coin-operated equipment." Williams exhibited Select-A-Train, a large scale model coin-operated electric train unit.

Exhibit Supply, Chicago amusement game manufacturers, and the Oak Rubber Company, Ravenna,

Munves Bows 3 New **Coin Arcade Units**

Munves Corporation exhibited the largest number of coin-operated Arcade machines at the National Association of Amusement Parks, Pools and Beaches show this week, including three new ones: Mystic Swami Fortune Teller, Bike Racer and Mardi-Gras Follies (a six-game line).

Bike Racer, a two-player game which lists for \$395, involves each player moving his bike or auto by manipulating a handle at the bottom of the machine. The bikes or autos move in a vertically set circular racing track and each game

CHICAGO, Dec. 4 .- Mike inches deep and 70 inches high. The Mystic Swami fortune teller consists of a turbaned Oriental, who places his hands on a crystal ball, looks up at the patron, runs his hands over the ball and passes out a fortune-telling card. Newly decorated, this unit has a cabinet

(Continued on page 87) the show exhibit.



COIN MACHINES

THE BILLBOARD

DECEMBER 11, 1954

Exhibit Show Display Wins Citation

uct display set up by Exhibit Supply, Chicago, at the National Association of Amusement Parks, Pools & Beaches show this week, earned an honorable mention citation.

land Shooting Gallery, a gun game equipped with a .22 rifle and allmoving targets; Junior Jet, a kiddie available next spring. ride designed for toddlers; the Big

1

Capitol Bows Voice-O-Graph **Balloon Unit**

nated the vacuum system formerly used; no longer uses stacked record loading, but rather, individual record loading; incorporated a sliding CHICAGO, Dec. 4.-The prod- microphone so that children can machine, tentatively named Jumbo, easily make recordings as well as at the National Association of grown-ups.

Continued from page 83

Another Mutoscope attraction at show last week. the show was Tungo, a new strength-testing machine, operating for 5 cents. As the player grips a handle, a colorful clown-head sticks per as a sissy, a wrestler, etc., as balloon over at air outlet and marked off on the tongue. This unit, in production now, will be

CHICAGO, Dec. 4. - Capitol Projector Corporation, New York, showed its new balloon vending Amusement Parks, Pools & Beaches

The unit vends balloons in sanitary packages, together with a string. A special air device on the unit inflates the balloons when Exhibit showed its new. Sport- out its tongue, revealing the grip- the customer places the end of the presses a button.

The unit is designed and manufactured for Capitol Projectors by It



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 venders, 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.

ride designed for toddlers; the Big	Mutoscope also displayed its	East Coast Aeronautics, Inc. It					11.
Bronco kiddie ride, and the Vac- uumatic Card Vender, which de-	Drive-Mobile at the show for the first time. Operating this game,	operates for 10 cents, has a slug	400 (Usile-0	Issue of Dec. 4 \$45.00 50.00	Issue of Nov. 27 - \$45.00 50.00	Issue of Nov. 20 \$45.00 50.00	Issue al Nov. 13 \$45.00 20.00
invers postcards or muters.	steering wheel and follows the changing pattern of a "highway"	to the kiddies, a survey was con-	All Star (Gottlieb)	99.50	- \$45.00 50.00 59.00 99.50	\$45.00 50.00 99.50	345.00 ×0.00
hibits, the firm showed a novel display of scenic post card views	in the foreground. The player is	mine whether an elephant or a	Arabian Knights Army & Navy	170.00 69.50		54.50	69.00
from leading parks across the coun-	cording to how well he kept "on	more appealing, the clown motif	Atlantic City (Bally)	110.00 125.00(2) 135.00 140.00	94.50 100.00 115.00 125.00(4)	115.00 125.00(2) 135.00 140.00	115.00 125.00 130.00 135.00(2)
		winning out.		145.00(4) 150.00	135.00 139.00 140.00 145.00(3)	145.00(2)	140.00 145.00(4) 150.00
THE MARKET	PLACE The Hational		Basketball Champ (Chicago Coin)	195.00(2)	175.00	99.50 175.00	129.50
for the	for Colu P Parsonnel,	BOODDARD, "5 "T T" / 1 / 8 1 "7 " / 2000000000000	Basketball (Genco)	350.00	195.00(2) 350.00 65.00	195.00(2) 350.00	195.00(4)
COIN MACHINE		and	Batting Practice Beach Club (Bally)	274.50 285.00	65.00 274.50 285.00	65.00 310.00(2)	65.00 80.00 95.00 295.00
		IMPORTANT INFORMATION		295.00(2) 300.00 310.00(3) 315.00	300.00 309.00 310.00(3) 315.00(3) 325.00(2)	315.00(2) 325.00 335.00	315.00(3) 320.00 325.00 335.00(2) 340.00
		In determining cost of regular Classified Ad be sure to count your name and	Beauty (Bally)	325.00(2) 220.00	184.50 220.00	220.00	350.00(2) 220.00
REGULAR CLASSIFIED ADS Set in usual want-ad style, one para-	DISPLAY CLASSIFIED ADS Set in larger type (up to 14 pt.) and	address when computing cost of ad. When using a Box Number in Care of		225.00(3) 245.00 250.00	225.00(4) 229.00 235.00	225.00(2) 265.00 275.00	225.00(2) 245.00(2)
graph, no display. First line set in regular 5 pt. caps.	displayed to best advantage. No illus- trations or cuts permitted. RATE: \$1.00 a line-\$14.00 per Inch.	The Billboard allow for 6 additional words.	Be Bop (Exhibit)	265.00 84.50	250.00 265.00 84.50	84.50	250.00(2) 275.00(2) 84.50
RATE: 15¢ a word-Minimum \$3.00. CASH WITH ORDER	CASH WITH ORDER (unless Credit has been established)	On Box Number Ads a special service charge of 25¢ per insertion is made for handling replies.	Blue Skies (United) Boomerang	49.50	49.50	49.50	49.50
	DRESS ALL ORDERS AND INQUIRIES TO	· · · · · · · · · · · · · · · · · · ·	Boston (Williams) Bowling Champ (Gottlieb)	29.50 69.50 59.50	69.50 59.50	69.50 59.50	69.50 59.50
THE BILLBOARD PUB	LISHING CO., 2160 PATTERSON ST., CI	NCINNATI 22, OHIO	Bright Lights (Bally)	45.00 75.00 90.00 95.00	75.00 90.00	65.00 75.00 90.00(2) 95.00	65.00 75.00 85.00 90.00 55.00 90.00
••••••	*****	•••••	Bright Spot (Bally) Buffalo Bill (Gottlieb)	90.00 95.00 59.50	90.00 95.00 59.50	59.50	95.00 125.00 59.50
	Parts, Supplies & Services	Used Coin-Operated	Cabana (United)	165.00(2)	159.00	- 165.00(2) 185.00	165.00(2) 175.00 185.00
OIN RADIOS AND TELEVISION-BUY	COIN-OPERATED TIMERS-ELECTRONIC,	Equipment	Canasta (Genco)	175.00 185.00 59.50	165.00(2) 185.00 59.50	59.50	200.00
direct from manufacturer and save; steel abinet, modern design, coin rejector; write	automatic; no buttons to push or mechani- cal levers to wind; adaptable for television, washing machines, dryers, radios, hair dryers, ironers, typewriters, sewing ma-	•••••	Champion (Bally)	89.50 119.50	89.50 119.50	89.50 119.50	89.50 95.00 119.50
fork City. dell	Co., 190A Duane St., New York City. ja8	A-1 CIGARETTE AND CANDY MACHINES \$25 and up. Other vending machines, \$5 up. What have you to sell?	Citation (Bally) Coney Island (Bally)	15.00 79.50 75.00(2)	15.00 79.50 50.00 75.00(2)	15.00 79.50 75.00(2)	15.00 79.50 55.00 75.00
priced comb vendor. Get in on ground	FILLED CAPSULES — ASSORTED; IM- ported. Feature items, \$17.50 per thou- sand. Cash with order. Lawn Novelty Co., 6110 S. Washtenaw, Chicago 29, 111. de18	MACK H. POSTEL 2952 Milwaukee Ave. Chicago 18, III.	20	95.00(3)	95.00(2) 100.00	95.00(2)	80.00 85.00(2) 95.00(2) 100.00
/o Billboard, Cincinnati 22, Ohio. ch-dell	FOR SALE-"SOCK-THE-OCK" WILL CON- vert that beat up bear game, into a smooth performing money maker or your	ADVANCE 25¢ MACHINES-NEW AND used; rock bottom merchandise prices on	County Fair Circus (United)	39.50 75.00 150.00 175.00	75.00 175.00	75.00 175.00	75.00
chine dispenses Kleenex, Ponds, Doeskin issues. Excellent territories available.	money back. A complete package \$28, 100 Service Company, 2638 Olive St., St. Louis 3, Mo. del8	request, McDonald Distr. Co., 2416 W	Control Tower Cross Road (Gottlieb)	24.50			75.00
Woods, Ill. dell	STAMP FOLDERS DIRECT FROM MANU- facturer: unlimited quantities, immediate	CIGARETTE MACHINES JUST OFF LOCA-	Cyclone (Gottlieb)	34.50	-		-
EXCELLENT MONEY-MAKING OPPORTU- nities for distributors and operators with noin radios and 21" screen, coin television metal cabinets. Buy the best for less		tion; 25¢ or 30¢ operation. Central Vend- ing Machine Service Co., 3967 Parrish St., Phila., Pa. EVergreen 6-4244. ch	Daffy Derby (Williams) Dealer Deluxe Baseball (Williams)	350.00 165.00 195.00 325.00	350.00 325.00 350.00	350.00 175.00 325.00	350.00 150.00 119.00 250.00
rom America's premier producer of coin	Routes for Sale	SHOPPING? WRITE SHELDON SALES,	Dew-Wa-Ditty (Williams)	350.00	49.50	350.00 49.50	325.00 350.00 49.50
Paterson, N. J. ch-dell	****************	Inc., 881 Main St., Buffalo 3, N. Y., for lowest prices on used United Bowlers, AMI, Wurlitzer, Seeburg, Kiddle Rides, Capsule Vendors, Capsuled Charms. Export in-	Disk Jockey (Williams) Double Feature (Gottlieb)	69.50 79.50	79.50	79.50	69.00 79.50
Located in southern industrial area of 00,000 people: this is a going business	MUSIC, GAMES; COMPLETE SET-UP Northeastern Pennsylvania; plenty chance for expansion; small operation; will sell	quiries welcomed. de25	Double Shuffle Dragonette Dreamy (Williams)	59.50 195.00 79.50	59.50 79.50	59.50 79.50	59.50
s free of competition, Business consists 175 Victrolas, including 50-100 Scl. See-	Box M-97, c/o Billboard, Cincinnati 22, O.	75 ONE AND FIVE CENT COMBINATION Northwestern Vendors, \$8 each; modern	Dude Ranch (Bally)	300.00 310.00(2)	284.50 310.00 315.00(2)	315.00 325.00(3)	310.00 315.00 325.00
food shape and on location. will stand	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	Toledo Scale or eight column Cigarette Machine, 25¢ operation, \$35; 5¢ Cookie Machine, \$10. Al Hoff, 1920 Rose, Baltimore 13, Md.		325.00(3) 345.00 350.00	325.00(4) 339.00 345.00	345.00 360.00	535.00(3) 345.00
•••••••••••••••••••••••••	City, Calif. del8			360.00	360.00		350.00(3) 375.00
Help Wanted	ROUTE FOR SALE	SANITARY VENDING MACHINE HEADQUARTERS	El Paso (Williams) Fairway	59.50	59.50 49.50	59.50	59.50 79.00
•••••••••	Coin machine route. Well estab- lished. Will sell at Billboard prices.	"Spare" sanitary napkin venders; DAV razor blade venders, 21F's, Advance 23C's, National #5, National #15 and other flat	Floating Power (Genco) Flying High (Gottlieb)	49.50 84.50 89.50		49.50	49.50
FIRST-CLASS PHONOGRAPH MECHANIC. Must know all makes of phonos from A	If you don't have thirty thousand	package sanitary venders. Also merchandise refilis for the above at lowest prices. Manu-	400 (Genco)	59.50 50.00	59:50 + 69:00 75:00 50:00	59.50 75.00	59.50 65.00(2) 50.00
to Z, be able to fix amplifiers, have plenty of experience and furnish best of refer- ences. Salary \$2 hour. Box M-102, c/o Bill- board, Cincinnati 22, Ohio. de25	dollars don't bother. Route will net that amount for 1954. Rolling	facturers & Distributors. NATIONAL SANITARY SALES Dept. B-11, 4307 W. Lawrence Av., Chicago 30	Four Corners Four Horsemen (Gottlieb)	59.50 39.50 99.50	99.50	99.50	39.00 99.50
MECHANIC-PINS, SHUFFLES, BINGOS. New Jersey area. Excellent job for re-	stock late and complete.	•••••	Four Star Freshie Frolic (Bally)	49.50 29.50 160.00 175.00	175 44/21	175 00/01	175.00(2)
New Jersey area. Excellent job for re- liable route man. Submit references and when available. Box M-98, c/o Billboard, Cincinnati 22, Ohio. dell	Health reason for selling. Posses-	Wanted to Buy	rione chanys	190.00 195.00	175.00(3) 190.00 195.00	175.00(2) 190.00 195.00	185.00 190.00 195.00
WANTED-BINGO AND SHUFFLE ME-	sion after first of year.	•••••	Futurity	65.00 99.50	65.00 99.50	99.50 125.00	90.00 99.50
chanics; good pay and good working conditions. Persons must be sober and fur- nish reference. Write Box 733, The Bill- board, Chicago, Ill. jal	Box M-100, c/o Billboard, Cincinnati 22, Ohio	CIGARETTE, CANDY AND OTHER VEND- ing machines; give full description and lowest prices. Box 673, The Billboard, Chi-	Gondola (Exhibit) Gold Cup (Bally)	49.50 59.50	49.50 59.50	49.50 59.50	59.50 69.50
beard, Chicago, Ill. jal	·	cago 1, 111. tf	Green Pastures Guys-Dolls (Gottlieb)	175.00 99.50	115.00		275.00 325.00
	HANDY FOD	MITODAY	Havana	325.00	315.00 325.00 350.00	325:00 350.00	
	III:III IVA	IVUAL	Hawaiian Beauty Hawaii (United)	350.00 364.50	210.00 364.50 385.00	395.00(2)	395.00(2) 445.00 475.00
I. Clip your ad to this form.	following week's issue. Please use po 4. Count all words, then enclose check		Rayburner	375.00 385.00 395.00 75.00(2)	395.00 445.00 75.00(2)	445.00	75.00
2. Check classification you want your	will delay your ad. Prompt refunds m charges when box number is used, re	ade in event of overpayment. To figure	Hong Kong Hit 'n' Run (Gottlieb)	69.50 74.50 109.50	109.50	109.50	N
ad to appear under.			Ice Fralics	294.50 340.00	294.50 300.00	300.00 345.00	300.00 345.00
Business Opportunities	The Billboard Coin Market Place	21 () () () () () () () () () (350.00 365.00(2) 395.00		365.00 385.00 390.00	385.00(3) 390.00 395.00
□ Parts, Supplies & Services	2160 Patterson St. Cincinnati 22, Ohio			395.00	365.00(2) 375.00 395.00(2)	395.00(2)	425.00
Positions Wanted	Please insert my ad in "Market Pl		Jockey Club	210.00 54.50	210.00	54.50	199.00 54.50
Routes For Sale Used Coin-Operated Equipment	COMPACTOR CONTRACTOR AND CONTRACTOR CONTRACTOR	Next 3 issues Next issue only	Jumbo (Gottlieb)	395.00 90.00		90.00	35.00 65.00
Wanied To Buy	\$ Pay	yment enclosed	the same second in 1824		0/4501016	i exerte. Malaki	90.00
3. Check whether you want Regular			King Pin (Chicago Coin) Knock Out (Gottlieb)	89.50 79.50		89.50 79.50	
or Display Classified. If Display is wonted, indicate on your ad the	and the second sec	19	Lady Luck		225.00		109.00
words you want emphasized. Rates above. Sorry, no illustrations or cuts.			Leader (United) Lite-a-Line (Keeney)	24.50 35.00	35.00	75.00 35.00	75.00
	1 City	lana Ciala	Loop Reach (Williams)	45 60(2)		45 00(2)	





THE BILLBOARD

COIN MACHINES

85

Toboggan Company Chattanooga Exhibits Games CHICAGO, Dec. 4.-The Phila-

delphia Tobeggan Company, Philadelphia, exhibited two shuffle Pin Report games, its Skee Ball game and Bowl-O units, at the National Association of Amusement Parks, Pools & Beaches show at the Hotel Sherman here this week.

Manning the Philadelphia Toboggan booth were John C. Allen, Noel F. Jannotta, Russel F. Haines and Herbert P. Schmeck.

11 Coin Ops Buy Las Vegas Club

LAS VEGAS, Nev., Dec. 4 .-Eleven long-time coin machine operators bought The Westerner, a combination bar, restaurant and gaming establishment here. They are Joe K. Hart, Ron W. Pepple, Harold O. Pepple, Andrew Fava, John P. Ryan, John Haines, Richard Graves, Charles Cavanaugh, Joseph Sylvester, Henry Sylvester, Charles Murphy.

IQ Baseball

Continued from page 83

model.

The ball in flight follows a pattern similar to a real pitched ball. Ball speed and spin can be adjusted by the operator. As a safety measure, the machine will not throw at the plate until the batter depresses a release on the platter. IQ displayed last year's model also.

The IQ machine is currently used by the Brooklyn Dodgers,

Madison Square

Majorette

Besides Henderson, Albert Eme- booth.

To Hear City

CHATTANOOGA, Dec. 4. - A detailed report on pinball game operations is due to be presented to the city commission when the proposal to outlaw the games is discussed.

The report is in the hands of Commissioner Hyatt (fire and police), who refrained from publicizing the report before presenting it to the commission. Hyatt and Commissioner Trotter (education) both favor passage of an ordinance which would make pinballs illegal. Hyatt remarked, "it was suggested that my department make an investigation. That has been done and I have a detailed report."

The other commissioners, Mc-Inturff and Wilcox, did not take a stand for or against the proposal to outlaw the games when it was first brought up. Mayor Olgiati has stated that he wants to talk over the problem with the commission.

balls-50 fewer than the earlier for combatting the anti-pinball movement in the city commission baseball-pitching unit, and Inter-(The Billboard, November 27). It was reported that the operators were raising a fund to protect their chine. Mutoscope also showed interests. A spokesman for the operators stated: "We are ligitimate businessmen and, since we have investments in these games, feel we must plan the best way to defend ourselves."

Pittsburgh Pirates and Chicago lian, inventor of the device and Cubs. An order for the new model former PT engine designer during has been placed by the Dodgers, World War II, attended the IQ

C	Issue of Dec. 4	Issue of Nov. 27	Issue of Nov. 20	Issue or Nov. 13
Garden	\$29.50			
	39.50			

Mfrs. Debut New Machines

Continued from page 83

country.

Balloon Vender

received an bonorable mention for Carousel kiddie ride. its exhibit of a coin-operated balinflate the bailoons.

Mike Munves Corporation exhibited the largest number of coinoperated Arcade machines at the show. New products included Bike Race and Auto Race, twoplayer games; a counter model of the "Grandma" fortune telling unit; a series of Mardi-Gras novelty games; and a Mystic Swami fortune teller.

Among the exhibits that helped to make the trade show diversified were A.B.T. Manufacturing Corporation's display of coin chutes, slug rejectors, coin-control timing A group of city pinball operators equipment, and electrical money met November 11 to map plans changer; IQ Baseball Machine Corporation's new coin-operated national Mutoscope's Voice-O-Graph, a new voice-recording ma-Tungo, a new strength-testing machine, and its new Drive-Mobile which gauges the player's driving ability.

Moving Targets

Exhibit Supply, Cenco Sales & Manufacturing Company, and the J. H. Keeney & Company exhibited their new .22 rifle target games, the Sportland Shooting Gallery, Big Top Rifle Gallery, and Sportsman respectively. All of the gun games feature moving reflected targets. Williams showed its Jet Fighter, a gun game featuring shooting at jet planes that fly

display at the show. The display | and target game which was exhibitconsisted of Exhibit products in- ed at the show for the first time cluding the new Sportland Shoot- in 1953, and also showed its Super ing Gallery, Junior Jet and Big Home Run upright baseball game. showed its two-selection E-Z Way Bronco kiddie rides, the Vacu-| Scientific Machine Corporation's umatic Card Vender, and a novel display of its new Bing-O-Reno penser; and Apco, Inc., showed a display of scenic post card views roll-down game, together with new hot beverage (soup and chocofrom leading parks across the Pokerino and 3-In-Line, highlight- late) model, a new coffee machine, ed the company's 25th anniversary. Scientific also showed the Aqua-The Oak Rubber Company Duck unit, and its twin-horse

loon vender which is equipped to represented at this year's show. machines at the show. This includ-Both the Oak Rubber Company ed Northwestern bulk and gum and Capitol Projector Corporation units, Watling horoscope scales displayed their new balloon vend- and the Mercury cigarette vender.

ing units equipped with inflating mechanisms.

J. H. Keeney & Company showed its new Deluxe Coffee Vender, in addition to its new gun game.

Salerno's Magic-Vend displayed its Magicone ice cream cone vender, Steel Products Company manual counter-model coffee disand new 3, 4 and 6-selection cup drink venders.

King & Company presented the only display of bulk venders, pen-Vending machines were well ny scales, tab gum and cigarette

EXCLUSIVE DISTRIBUTORS FOR CHICAGO COIN MACHINE CO. & GENCO MFG. CO. Kirk Astrology Scale ARCADE xhibit Gun Patrol 175.00 Exhibit Jet Gun 195.0 Genco Sky Gunner 165.00 BALLY BINGOS Palm Springs Yacht Club 195.00 Beach Club 275.00 Beauly Frolics 175.00 Coney Island 75.00 Spot Lites 100.00 Atlantic City 125.00 Telequiz Villiams Super World Series 150.00 Chicago Coin Super Home Run, 6 Player Write MISCELLANEOUS Standard Metal Typer 275.00 United Circus Scolar Horoscope 125.00 Astro Scope 150.00 Blow Ball 90.00 WE HAVE A COMPLETE SELECTION OF ALL MAKE SHUFFLE ALLEYS. IT WILL PAY TO CONTACT US FOR THE BEST PRICES & QUALITY EQUIPMENT ALL GAMES CLEANED AND CHECKED. LARGER KING SIZE PINS CAN BE INSTALLED FOR \$10.00 EXTRA ON EACH CAME.

One-third deposit on all orders

1	Majorette Maryland (Williams)			Section Sec	1200100	shooting at jet planes that fly
	Mermaid		\$69.50	\$69.50	\$69.50	across a screen in front of the MARKAR COIN MACHINE
21	Mexico (United)	375.00 435.00	410.00 435.00	410.00 435.00	375.00 410.00	player.
1	Monterrey (United) Mystic Marvel (Gottlieb)	49.50	49.50 195.00	49.50	435.00 49.50 195.00	
	Niagara	40.50				
	Nifty (Williams)	49.50	70.50		0000000	at the show. Circus Target is
	Nine Sisters	79.50 149.50	79.50	- 79.50	79.50	
J.	Oklahoma (United)		69.50	10 50	10.00	Company, Flushing, N. Y., and dis- tributed by Mike Munves. The
M			69.50	- 69.50	69.50	Challenger, a coin-operated pistol Exclusive A Distributors in Kentucky, Indiana, Southern Ohio
	Palisades Palm Beach (Bally)	79.50			79.00	game was shown by the A.B.T.
÷.,	· unit beach (bany) ·····	135.00 140.00 145.00 150.00	124.50 125.00(2)	- 135.00(2)	125.00	Manufacturing Corporation. "The House that Confidence Built"
		115.00 150.00	135.00(2) 139.00 140.00	140:00 145.00	135.00(2) 140.00 145.00(3)	Hydro-Duck, a gun game featur-
	To an owner wanted and the second of	PROVING AND AND AND AND	145.00		150.00	ing shooting a jet of water at
te es	Palm Springs (Bally)		324.50 335.00	345.00 350.00	345.00 350.00	ing shooting a jet of water at floating duck targets, manufactured SOUTHERN AUTOMATIC
		345.00	345.00	355.00 375.00	355.00 365.00	by blendow & wlison, was snown,
8.14		350.00(2)	350.00(4)	395.00	375.00 385.00	as was Aqua-Duck, a similar type MUSIC COMPANY, INC.
1.0	Paradise (United)	355.00 375.00 49.50	355.00 375.00	395.00	395.00(2)	gun game, displayed by Scientific
1	Paratrooper	50 50	49.50	49.50	49.50	Machine Corporation. ESTABLISHED 1923
1.00	Pinch Hitter (United)	59 50	59.50	59.50	59.50	1535 Delaware Ave., Lexington, Ky, 1000 Broadway, Cincinnati, Ohio
	Pinky (Williams)	70 50	79.50	79.50	79.50	Genco also showed its Skee Ball 735 5, Brook St., Louisville 3, Ky. 129 W. North St., Indianapolis, Ind.
19. 14	Pin Wheel (Gottlieb)		165.00		165.00	game and Two-Player Basketball
	Poker Face (Gottlieb)	165.00	160.00 165.00	165.00	160.00 165.00	unit. Chicago Coin Machine VOUD ANAEDICAN DED CDOCC IC ALIVAYC
* arran	Quarterback (Williams)	75.00	75.00	75.00	75.00	Company exhibited its Bound-the-
÷ 1	Queen of Hearts	99.50	Chattanta	0.0000000	and an and a second sec	World Trainer, a combination ride THERE AFTER TRAGEDY STRIKES
5	Quintette	79.50 99.50 145.00	145.00	145.00	145.00	
322	Rio (United)	275.00(2) 285.00	275.00 285.00	285.00(2)	295.00(3	
n 1-1-1	Rockette (Gottlieb)	29.50	325.00	325.00	325.00	SIERRA DISTRIBUTORS
00-000	Kondeevoo (United)	~ 49.50	49.50	49.50	49.00	
i.	Rose Bowl	39.50			47.50	
1.8	Sally (Chicago Coin)	49.50	49.50	49.50	49.50	EXCLUSIVE WURLITZER DISTRIBUTORS
	Saratoga	-0.097576	49.50	49.50	49.50	
-102	Screwball (Genco)	49.50	49.50	49.50	49.50	FOR SO. CALIFORNIA & SO. W. NEVADA
	Sharp Shooter (Gottlieb)	59.50	59.50	59.50	59.50	TUR DU. UMLIFURNIM G DU. H. HEVMUM
tł	Shindig Shoo Shoo	149.50			170.00	
1	Slugfest	24.50 34.50			1104046261	
100	South Pacific (Genco)	54.50	54.50	54.50	54.50	
	Special Entry (Bally)	49.50	49.50	49.50	49.50	
8	Spot-Lite (Bally)	75.00(4) 85.00	44.50 75.00(2)	75.00(2) 95.00	55.00 75.00(2)	
6		95.00(2)	79.00 85.00	100.00	85.00 95.00	Sierra Distributors WAYNE E. COPELAND
		100.00	95.00 100.00		100.00	WAINE E. LUPELAND
	Summertime (United) Super World Series	49.50	49.50	49.50	49.50	AND REAL PROPERTY AND
	(Williams)	150 00 105 00	100 00 100 00		\$\$152,00	A CHID
n –		150.00 195.00	150.00 195.00	150.00 195.00	150.00 195.00	C. A. CULP
	Tampico (United)	- 69.50	69.50	69.50	69.50	A REAL PROPERTY AND A REAL PROPERTY A REAL PROPERTY A REAL PROPERTY AND A REAL PROPERT
	Tahiti (United) Texas Leaguer (Keeney)	45.00 69.50	195.00	195.00	195.00	RAY R. POWERS
	Three-of-a-Kind	45.00 89.50	45.00 69.50	45.00 69.50	49.50	
	Three Musketeers (Gottlieb)	69.50	18.50	18.50	18.50	
	Thunderbird	195.00		07.50	69.50	and
	Times Square (Williams)	79.50	•			A REAL PROPERTY AND A REAL
21	Triplets	29.50				JACK DOLAN
	Tropics	225.00(4) 235.00	219.00 225.00(3)	225.00(3) 245.00	225.00(2) 235.00(2)	JACK DULAN
	Total and a second	12000300	245.00	an Forger	245.00	
6.16	Tumbleweed (Exhibit)	74.50	74.50	74.50	. 74.50	
	Turf King (Bally)e Twenty Grand		25.00(2) 99.50	25.00 99.50	25.00 99.50	Invite You To Visit Our Modern Showrooms.
	theory arang	59.50	1	49.50		invite for to visit our mouern snowrooms.
50 50	Virginia (Williams)	49.50	49.50	49.50	49.50	Complete Sales & Service Facilities Under One Roof.
	Watch My Line	24.50	1 N		R2944399	
	Yacht Club (Bally)	150.00	154.50	1/0.00	740.000	
		160.00(2)	154.50	160.00 175.00(3)	160.00(2) 165.00	
		175.00 195.00	165.00 169.00	195.00(2)	175.00(3)	CIEDA DICTRIDUTODO
31		200.00	175.00(3)	225.00	195.00(3)	SIERRA DISTRIBUTORS
1		225.00(2)	195.00 200.00	((), (), (), (), (), (), (), (), (), (),	225.00(2)	
10.00					AND DESCRIPTION OF THE OWNER	

2775 W. Pico Blvd.

REpublic 1-6371



COIN MACHINES

DECEMBER 11, 1954

COINMEN YOU KNOW

Continued from page 74

Willie Blatt have been repeatedly swept back into office.

Jimmy Grippo, well-known Miami hypnotist, has been engaged for the AMOA banquet and dance December 11 at the Saxony Hotel. The committee, headed by Joe Mangone, is lining up additional talent, besides the regular entertainment to be provided by the hotel show. An effort is also being made to obtain top recording stars, who are in the area at that time, for personal appearances.

The spirit of Christmas is spreading among AMOA members. Morry Horwitz, Bishop Amusement Com- showroom floor.

son has held the post since the pany, provided a juke box for the AMOA was organized four years carnival held by Shenandoah Eleago, and his popularity is such mentary School. Music Makers, that he is always unopposed for owned by Willie Blatt and Lucky re-election. He and President Skolnick, came thru with a batch of records at the request of the YM and YWHA.

> A strong spirit of camaraderie is the Apex commercial model. being forged among coinmen as the result of the weekly meets of the AMOA Bowling League. Some which will sell for about \$200, is ness differences can vanish in the coin-operated field. good fellowship engendered by sessions at the Paradise Bowling Lounge.

Ozzie Truppman, Bush Distributing Company, says a sample of the new Chicago Coin shuffle alley, tabulates each operation. Thunderbolt, is now on the firm's

Apex Washer In Production

NEW YORK, Dec. 4.-Cole Distributors Corporation announced this week that the Apex Wash-a-Matic, coin-operated washing machine, is currently in production. Cole is the exclusive distributor for

According to Bill Doherty, Cole general manager, the new Apex,

The unit has an ABT coin mechanism available for 15, 20 and 25cent operation, with a separate key for the service panel on the control housing and a special automatic non-reset counter which

Coin Chutes

Single or double coin chutes are of the slug rejector type, with the coin box of heavy gauge steel and accessible only by special key. Di-mensions are 36 inches high, 284 inches deep and 27 inches wide. Weight is 237 pounds.

Top is porcelain enamel, with a white baked enamel cabinet, control housing, cover and skirt. The instruction panel has an etched aluminum background, with raised aluminum letters.

The washing cycle takes 271/2 minutes and cannot be interrupted or stopped after the coin is inserted. No 'solting of the washer out screws or cement.

Doherty has been in the coin-

THE BILLBOARD INDEX

ADVERTISED USED MACHINE PRICES

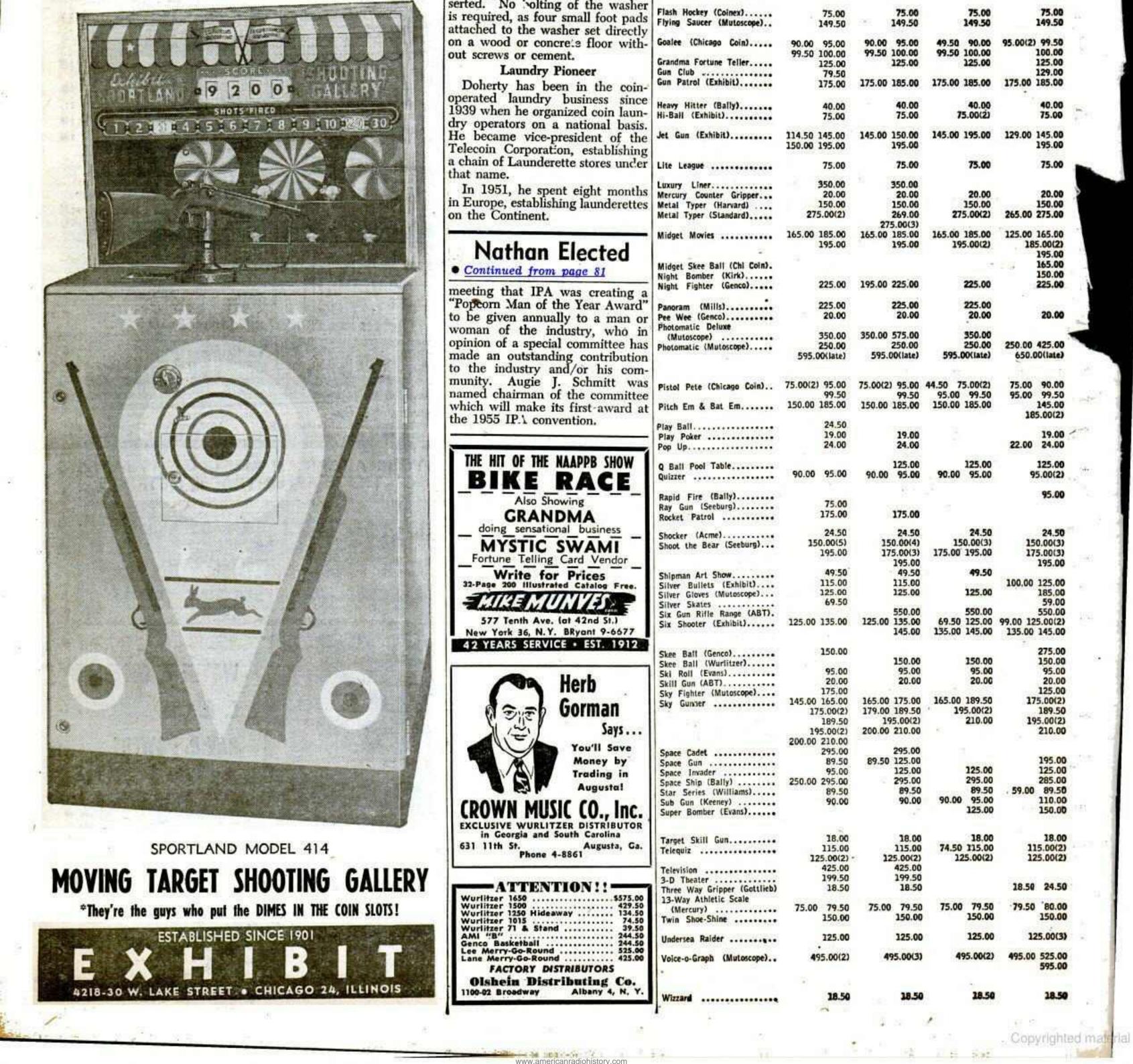
ARCADE EQUIPMENT

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 observers are amazed at how busi- the only upright washer in the the case of bulk venders, 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.

а 	Issue of Dec. 4	Issue of Nov. 27	Issue of Nov. 20	Issue of Nov. 13
/.BT Challenger	\$20.00 25.00	\$20.00 25.00	\$20.00 75.00	20.00 25.00
Charlenger			\$20.00 75.00	
and the states of the states	75.00	75.00		75.00
Air Raider (Keeney)	90.00	90.00	90.00 145.00	90.00
Atomic Bomber (Mutoscope).			125.00	150.00
Barrel Roll (Jennings)	125.00	125.00	125.00	125.00
aseball (Scientific)	79.50	79.50	75.00(2) 79.50	79.50
at-a-Score (Evans)	165.00 195.00	165.00 195.00	150.00 165.00	165.00 175.00
	105.00 175.00	103.00 113.00	195.00	195.00
at a Frank Fr				
at-a-Score Sr	65.00	_ 65.00	65.00	65.0
ig Bronce (Exhibit)	350.00	350.00 395.00	350.00 395.00	350.00 395.0
				495.0
ig Inning (Bally)	150.00	150.00	150.00(2)	150.0
low Ball	90.00	90.00	90.00	
	10.00	10.00	70.00	122
hampion Horse (Bally)		395.00	395.00	395.0
hicken Sam (Seeburg)	99.50	99.50	99.50 110.00	99.5
nicken Sam (Seeburg/				
riss Cross	15.00	15.00	15.00	15.0
ale Gun (Exhibit)	50.00 55.00	50.00 55.00	55.00 60.00	55.00 65.00(2
	60.00 65.00	60.00 65.00	65.00 89.50	89.5
	CORD 3 TO THE	89.50	03.00 03.50	07.5
eluxe Card Vendor	89.50	07.30		
4				
(Exhibit)	50.00	50.00	50.00	50.0
erby 4 Player (Chi Coin)	150.00 195.00	150.00 195.00	150.00 195.00	175.00 195.0
rivemobile (Mutoscope)	165.00	165.00	. 165.00	165.0
lash Hockey (Coinex)	75.00	75.00	75.00	75.0
lying Saucer (Mutoscope)	149.50	149.50	149.50	149.5
ing suber unuscoper	147.50	147.50	147.50	
oalee (Chicago Coin)	90.00 95.00	90.00 95.00	49.50 90.00	95.00(2) 99.5
	99.50 100.00	99.50 100.00	99.50 100.00	100.0
randma Fortune Teller		125.00	125.00	125.0
	125.00	123.00	123.00	
	79.50	12122-2217222-241-01		129.0
un Patrol (Exhibit)	175.00	175.00 185.00	175.00 185.00	175.00 185.0
eavy Hitter (Bally)	40.00	40.00	40.00	40.0
li-Ball (Exhibit)	75.00	75.00	75.00(2)	75.0
Cambre Cambre	75.00	15.00	13.00(2)	
et Gun (Exhibit)	114.50 145.00	145.00 150.00	145.00 195.00	129.00 145.0
	150.00 195.00	195.00	and the second states of the second sec	195.0
	nestone service			2.0321
ite League	75.00	75.00	75.00	75.0

NOMINATIONS are in SPORTLAND SHOOTING GALLERY Gets the "OSCAR"

as the PLAYERS" favorite



10 1. 1. **DECEMBER 11, 1954**

THE BILLBOARD

Dodgem Bullpen

At NAAPPB Show

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 venders, 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. 27

12/11/2010-12/10/2010 00					man this week.	SPECIALS	4-61100	IRV. OVITZ
	Issue of Dec. 4	Issue of Nov. 27	Issue of Nov. 20	Issue of Nov. 13	Bullpen won the Henry A. Guenter plaque at last year's show	Like New Genco Silver Chest Genco 400's		ME-INTERNATIONAL
Advance Bowler (Chicago Coin)	\$285.00	\$300.00	\$300.00		for the "most meritorious new piece of coin-operated equipment."	WEST SIDE NOVELTY COMP	ANY 3643-4	DISTRIBUTORS 5 W. Montrose Chicago 18, III. Cornelia 7-7272
Big League Bowler, 4 player (Keepey)	65.00	65.00	65.00	\$65.00w/p	The player gets nine balls for a dime, pitching them at a target 15	547 Swallow Street Edwardsville, Kingston, Pr Phone: Kingston BU 7-304	GIVE T	O DAMON RUNYON CANCER FUND
Bonus Bowler (Keeney)	275.00 295.00(2)	275.00 295.00 300.00 335.00	295.00 300.00(2)	295.00 300.00(2)	feet away. The game is complete- ly automatic.			
Bowl-a-Ball (Chicago Coin) Bowl-a-Matic (Universal)	335.00 125.00 325.00	125.00 325.00	335.00 125.00 325.00	340.00 125.00 325.00			BIGGER	COLLECTIONS
Caraival Bowler (Keeney) Cascade Shuffle Alley	175.00(2)	175.00(3)	175.00(2)	175.00 185.00	Munves Bows		N THE BAG	with FIRST-Class
6 player (United)	150.00 175.00(3) 185.00 195.00	139.50 150.00 175.00(4) 185.00(2)	139.50 150.00 175.00(4)	150.00 175.00(2) 185.00 195.00	• Continued from page 83 set, but will probably be between		quipment!	SHUFFLE GAMES
Champion Bowler (Bafly) Classic Shuffle Atley, 6	425.00	450.00	475.00	475.00	\$700 and \$900. Mardi-Gras units, a series of nov-		BINGO 5 BAL	CC THUNDERBOLT
player (United)	195.00(2) 210.00(3)	195.00 209.00 210.00(5)	210.00(3) 225.00 269.50	210.00(2) 225.00(4) 235.00 269.50	elty machines, included Hurricane Sal, How to Reduce, 3-Ring Circus,	ETT CALOR	Bally VARIETY United SINGAPORE	
Clover Shuffle Alley, 6	225.00 269.50	225.00(2) 269.50			Worry, True or False and So You	NEW	FIRST-Condition BALLY	UNITED-Match
player (United)	165.00 175.00 185.00(2)	150.00 165.00 175.00 179.00	175.00 185.00 189.50 210.00	175.00 189.50 195.00(3)	Think You Have Troubles. In Hurricane Sal, the viewer	SKEE BALL Write Gence 2-PLAYER BASKETBALL \$375	ICE FROLICS \$ PALM SPRINGS DUDE RANCH YACHT CLUB	325 TEAM, 10/25c 355
Club Bowler, 10 player	189.50	185.00(3) 189.50 195.00		210.00 215.00	sees a simulated hurricane, then receives a gust of wind at an un-	THE WORLD TRAINER	BEACH CLUB	145 CLOYER
(Keeney) Criss-Cross Bowler		• 	95.00	135.00	signed primarily for female players.	MIDGET MOVIES with Film	UNITED HAVANA	325 UNITED-Wigh Score
(Chicago Coin) Crown Bowler (Chicago Coin)	300.00 215.00 235.00	310.00 325.00 195.00 199.00 215.00(2)	365.00 195.00 215.00 235.00 245.00	345.00 365.00 215.00 235.00 255.00(2)	True or False features a model of an amply-endowed young	ZINGO 45	LEADER	225 CHIEF
Diamond Bowler (Keeney)	335.00 375.00	235.00			woman who answers a viewer's question with the insertion of a		ibit's New	OLYMPIC
Domino Bawler (Keeney) Double Score Bawler	185.00	185.00(2)	185.00 195.00	150.00 195.00(2)	coin. The games sell for \$195 each,	SPORTLAND	SHOOTING GALLER	rigi- DELUXE 6 PLAYER 85
10th Frame (Chicago Coin)	149.00 150.00 175.00 195.00	149.00 150.00 155.00 159.00	149.00 150.00 175.00 225.00	150.00 165.00 175.00(3)	with play set for a nickel.	NEW-Unite Genco BIG TOP	d CARNIVAL GU	Tite CHICAGO COIN
Five Player Shuffle Alley	ж т.	175.00 225.00		225.00	er and a counter-model Grandma (for traveling shows and for opera-	FIRST-	Conditioned	\$335 SUPER FRAME, 10/25c.\$355
(United) Four Player (Keeney)	60.00 69.50	60.00 69.50	69.50	79.50 45.00	tors who must transport the unit	3660, 311001	NNER	150 IKIPLE SLUKE 187
Four Player Shuffle Alley (United)	59.50	59.50	59.50	59.50	in an automobile) were shown. Air Hockey and Air Football,		TER Exh. SILVER BULLETS C.C. PISTOL PETE	115 SIX PLAYER 85
Gold Cup Bowler (Chicago Coin)	285.00	285.00	285.00	295.00	two-player cabinet games, were al- so shown. Each involves moving	COUNTER GAMES	Seeb. RAY GUN Exh. DALE GUN	75 REENEY 65 BORUS (Match),
Imperial Shuffle Alley					balls toward the opponent's goal across a simulated playing field by	M & T ZIG ZAG (Bingo Type Game).	5 BALLS	10/25c \$295 DOMINO (Match) 185
(United)	265.00 275.00 310.00 325.00	275.00 310.00 325.00(2) 335.00	275.00 325.00	295.00(2) 325.00(3) 345.00	one rocated at cach chu of the cao-	KICKER & CATCHER T	COACH Gottlieb JUMBO	CARNIVAL
League Bowler, 4 player (Keency)	39.50				inet. Mike Munves, head of the firm,	ABT CHALLENGER	Williams COLORS Williams STAR PO Write for Speci	ial I
League Bowler (United)	325.00 335.00 350.00	325.00 335.00(2) 350.00	325.00 335.00(2) 350.00	335.00(2) 350.00 395.00	said he is presently designing a miniature train game, the Whistle-	PLAY POKER 19	Prices	GENCO SHUFFLE MATCH POOL. \$295
Leader Shuffle Alley (United)	325.00 345.00(2)	335.00 345.00 375.00	345.00 375.00	345.00(3) 375.00	stop, which he expects to sell for			SHUFFLE POOL 215
Match Pool (Genco)	285.00 295.00 300.00	295.00(2) 300.00(2)	295.00(2) 300.00		new game were shown to visitors at the show.			EXCHANGE
Match Bowler (Chicage Coin).	95.00	500.00(2)	500.00		Manning the Munves exhibit booth were Mike and Joe Munves			Joe Kline & Wally Finte
Official Shuffle Alley, 4 player (United) Olympics Shuffle Alley	75.00	95.00	95.00	95.00	and William Gaines.	ENTER WENORTH AVE.	CHICAGO 22, IU	LINOIS
withinking Similie Miles					· · · · · · · · · · · · · · · · · · ·		- X:	
(United)	190.00 195.00 215.00	185.00 190.00 195.00	190.00 195.00 200.00 215.00	190.00 195.00(2)	A REAL RANGE REAL RANGE			
	215.00	195.00 215.00(2)	200.00 215.00	195.00(2) 215.00 225.00	Prices are		SH	UFFLE GAMES
(United)		195.00		195.00(2)		Exhibit Shooting Gallery, New\$375		SHUFFLE ALLEY
	215.00	195.00 215.00(2) 195.00w/p 225.00 295.00 305.00 310.00 315.00	200.00 215.00 195.00w/p 250.00 259.50 295.00	195.00(2) 215.00 225.00	Wms All Star Base-	Gallery, New	201	SHUFFLE ALLEY UFFLE TARGETTE
Pacemaker Bowler (Keeney). Royal Shuffle Alley (United). Shuffle Alley, 6 player	215.00 225.00 250.00 295.00	195.00 215.00(2) 195.00w/p 225.00 295.00 305.00	200.00 215.00 195.00w/p 250.00 259.50 295.00	195.00(2) 215.00 225.00 250.00 305.00 315.00 325.00(2)	Wms. All Star Base- hall, New \$395	Gallery, New	UNITED MERCURY UNITED COMET SH UNITED CHIEF, HI United Leader, M United Leader, S.A	SHUFFLE ALLEY UFFLE TARGETTE GH SCORE
Pacemaker Bowler (Keeney). Royal Shuffle Alley (United). Shuffle Alley, 6 player (Chicago Coin) Shuffle Alley Deluke, 6 player	215.00 225.00 250.00 295.00 305.00 50.00 85.00	195.00 215.00(2) 195.00w/p 225.00 295.00 305.00 310.00 315.00 325.00 50.00 85.00	200.00 215.00 195.00w/p 250.00 259.50 295.00 305.00 325.00 50.00 85.00	195.00(2) 215.00 225.00 250.00 305.00 315.00 325.00(2) 50.00 85.00	Wms. All Star Base- ball, New\$395 Coon Hunt, Like New 295	Gallery, New	UNITED MERCURY UNITED COMET SH UNITED CHIEF, NI United Leader, M United Leader, M United League S. United Imperial, United Royal, Hi	SHUFFLE ALLEY UFFLE TARGETTE GH SCORE \$335.00 Aatch \$345.00 A., J/254 335.00 A., High Score 325.00 Match Score 310.00 which Score 275.00
Pacemaker Bowler (Keeney). Royal Shuffle Alley (United). Shuffle Alley, 6 player (Chicago Coin) Shuffle Alley Deluxe, 6 player (United)	215.00 225.00 250.00 295.00 305.00 50.00 85.00	195.00 215.00(2) 195.00w/p 225.00 295.00 305.00 310.00 315.00 325.00	200.00 215.00 195.00w/p 250.00 259.50 295.00 305.00 325.00	195.00(2) 215.00 225.00 250.00 305.00 315.00 325.00(2)	Wms. All Star Base- ball, New\$395 Coon Hunt, Like New 295 Genco 2 Playor Basketball, New. 375	Gallery, New	UNITED MERCURY UNITED COMET SH UNITED CHIEF, HI United Leader, N United Leader, N United League S. United Imperial, United Royal, Hi United Classic, M United Classic, M United Classic, M	SHUFFLE ALLEY UFFLE TARGETTE GH SCORE \$335.00 Aatch \$335.00 A., High Score 325.00 Match Score 310.00 Match Score 210.00 Match Score 10.00 Match Score 10.00 Match Score 10.00 Match Score 195.00 Match Score 195.00 Match Score 195.00 Match Score 195.00
Pacemaker Bowler (Keeney). Royal Shuffle Alley (United). Shuffle Alley, 6 player (Chicago Coin) Shuffle Alley Deluke, 6 player	215.00 225.00 250.00 295.00 305.00 50.00 85.00 85.00(2) 89.50 69.50w/p	195.00 215.00(2) 195.00w/p 225.00 295.00 305.00 310.00 315.00 325.00 50.00 85.00 69.50 85.00(2) 89.50 69.50w/p	200.00 215.00 195.00w/p 250.00 259.50 295.00 305.00 325.00 50.00 85.00 85.00 89.50 69.50w/p	195.00(2) 215.00 225.00 250.00 305.00 315.00 325.00(2) 50.00 85.00 75.00 85.00 89.50	Wms. All Star Base- ball, New\$395 Coon Humt, Like New 295 Genco 2 Playor Basketball, New. 375 No. Star Shooting	Gallery, New	UNITED MERCURY UNITED COMET SH UNITED CHIEF, HI United Leader, N United Leader, N United League S. United Imperial, United Royal, Hi United Classic, M United Classic, M United Classic, M United Classic, M United Classic, M United Super 10H	SHUFFLE ALLEY UFFLE TARGETTE GH SCORE \$335.00 Aatch \$335.00 A., High Score 325.00 Match Score 310.00 Match Score 275.00 Match Score 275.00 High Score 10.00 High Score 195.00
Pacemaker Bowler (Keeney). Royal Shuffie Alley (United). Shuffie Alley, 6 player (Chicago Coin) Shuffie Alley Deluke, 6 player (United)	215.00 225.00 250.00 295.00 305.00 50.00 85.00 85.00(2) 89.50	195.00 215.00(2) 195.00w/p 225.00 295.00 305.00 310.00 315.00 325.00 50.00 85.00 69.50 85.00(2) 89.50	200.00 215.00 195.00w/p 250.00 259.50 295.00 305.00 325.00 50.00 85.00 85.00 89.50	195.00(2) 215.00 225.00 250.00 305.00 315.00 325.00(2) 50.00 85.00 75.00 85.00 89.50	Wms. All Star Base- ball, New\$395 Coon Hunt, Like New 295 Genco 2 Playor Basketball, New . 375 Exh. Star Shooling Gallery, New 395	Gallery, New	UNITED MERCURY UNITED COMET SH UNITED CHIEF, HI United Leader, M United Team S.A United Team S.A United Imperial, United Classic, M United Star, 10th United Star 6 Pla United Super 6 P United De Luxe 5	SHUFFLE ALLEY UFFLE TARGETTE GH SCORE \$335.00 Aatch \$335.00 Aatch \$335.00 Aatch \$335.00 A., High Score 325.00 Match Score 325.00 Match Score 325.00 Match Score 310.00 gh Score 275.00 Latch Score 195.00 High Score 195.00 High Score 175.00 Frame 147.50 Frame 147.50 A., 6 Player 89.50
Pacemaker Bowler (Keeney). Royal Shuffie Alley (United). Shuffie Alley, 6 player (Chicago Coin) Shuffie Alley Deluke, 6 player (United)	215.00 225.00 250.00 295.00 305.00 50.00 85.00 85.00(2) 89.50 69.50w/p 85.00w/p 85.00w/p	195.00 215.00(2) 195.00w/p 225.00 295.00 305.00 310.00 315.00 325.00 50.00 85.00 69.50 85.00(2) 89.50 69.50w/p 85.00w/p	200.00 215.00 195.00w/p 250.00 259.50 295.00 305.00 325.00 50.00 85.00 85.00 89.50 69.50w/p 75.00w/p 85.00w/p 50.00 75.00	195.00(2) 215.00 225.00 250.00 305.00 315.00 325.00(2) 50.00 85.00 75.00 85.00 89.50 55.00 69.50w/9 75.00w/9 85.00w/9 50.00 75.00	Wms. All Star Base- ball, New\$395 Coon Hunt, Like New 295 Genco 2 Playor Basketball, New . 375 Exh. Star Shooling Gallery, New 395	Gallery, New	UNITED MERCURY UNITED COMET SH UNITED CHIEF, HI United Leader, M United League S. United Imperial, United Imperial, United Royal, Hi United Classic, M United Star, 10th United Star, 10th United Star 6 Pla United Super 6 P United Super 6 Player United 8 Player United 8 Player	SHUFFLE ALLEY UFFLE TARGETTE GH SCORE \$335.00 Aatch \$335.00 A., High Score 325.00 Match \$335.00 A., High Score 325.00 Match Score 310.00 sh Score 310.00 whigh Score 310.00 High Score 195.00 Latch Score 195.00 High Score 195.00 Netch Score 129.50 Ver, Match Score 129.50 Ver, Match Score 129.50 Ver, Match Score 129.50 Ver, Match Score 129.50 S.A., 6 Player 69.50 W/Formica, 7-10 59.50
Pacemaker Bowler (Keeney). Royal Shuffle Alley (United). Shuffle Alley, 6 player (Chicago Coin) Shuffle Alley Deluxe, 6 player (United) Shuffle Alley, 6 player (Keeney)	215.00 225.00 250.00 295.00 305.00 50.00 85.00 85.00(2) 89.50 69.50w/p 85.00w/p	195.00 215.00(2) 195.00w/p 225.00 295.00 305.00 310.00 315.00 325.00 50.00 85.00 69.50 85.00(2) 89.50 69.50w/p 85.00w/p	200.00 215.00 195.00w/p 250.00 259.50 295.00 305.00 325.00 50.00 85.00 85.00 89.50 69.50w/p 75.00w/p 85.00w/p	195.00(2) 215.00 225.00 250.00 305.00 315.00 325.00(2) 50.00 85.00 75.00 85.00 89.50 55.00 69.50w/9 75.00w/9 85.00w/9	Wms. All Star Base- ball, New\$395 Coon Hunt, Like New 295 Genco 2 Playor Basketball, New . 375 Exh. Star Shooting Gallery, New 395	Gallery, New	UNITED MERCURY UNITED COMET SH UNITED CHIEF, HI UNITED CHIEF, HI United Leader, N United Leader, N United League S. United Imperial, United Royal, Hi United Royal, Hi United Classic, M United Star, 10th United Star, 10th United Star 6 Pla United Super 6 P United S Player United 6 Player United 8 Player United 8 Player United 4 Player Chi. Heliday, Mal Chi, Triple Score Chi, Flash Bowle	SHUFFLE ALLEY UFFLE TARGETTE GH SCORE \$335.00 Aatch \$335.00 A., High Score 325.00 Match \$335.00 A., High Score 325.00 Match Score 310.00 gh Score 210.00 Match Score 210.00 High Score 195.00 Latch Score 195.00 High Score 195.00 High Score 195.00 High Score 195.00 High Score 195.00 Acth Score 195.00 High Score 195.00 Match Score 195.00 High Score 195.00 Match Score 195.00 Match Score 195.00 Match Score 195.00 Match Score 129.50 Myer, Match Score 129.50 MyFormica, 7-10 79.50 W/Formica, 7-10 59.50 W/Formica, 7-10 59.50 Mowler 10th Frame 215.00 r, NEW Write
Pacemaker Bowler (Keeney). Royal Shuffle Alley (United). Shuffle Alley, 6 player (Ghicago Coin) Shuffle Alley Deluxe, 6 player (United) Shuffle Alley, 6 player (Keeney) Shuffle Alley, 6 player (Keeney) Shuffle Alley, 6 player (United) Sie Player 10th Frame (United)	215.00 225.00 250.00 295.00 305.00 50.00 85.00 85.00(2) 89.50 69.50w/p 85.00w/p 50.00 75.00 79.50 125.00 125.00	195.00 215.00(2) 195.00w/p 225.00 295.00 305.00 310.00 315.00 325.00 50.00 85.00 69.50 85.00(2) 89.50 69.50w/p 85.00w/p 50.00 75.00 79.50	200.00 215.00 195.00w/p 250.00 259.50 295.00 305.00 325.00 50.00 85.00 85.00 89.50 69.50w/p 85.00w/p 85.00w/p 125.00 125.00	195.00(2) 215.00 225.00 250.00 305.00 315.00 325.00(2) 50.00 85.00 75.00 85.00 89.50 55.00 69.50w/p 75.00w/p 85.00w/p 50.00 75.00 79.50 125.00	Wms. All Star Base- ball, New\$395 ball, New\$395 Coon Hunt, Like New 295 Genco 2 Playor Basketball, New375 Exh. Star Shooling Gallery, New 395 Selery, New 395 SEALLS -BINGOS- UNITED SINGAPORE Atlantic City	Gallery, New	UNITED MERCURY UNITED COMET SH UNITED CHIEF, NI United Leader, N United Team S.A United Team S.A United Imperial, United Imperial, United Royal, Hi United Classic, M United Classic, M United Classic, M United Classic, M United Classic, M United Classic, M United Star, 10th United Star, 10th United Star 6 Play United Star 6 Play United Super 6 P United 5 Player United 8 Player United 8 Player United 8 Player United 4 Player Chi. Holiday, Mato Chi. Super Frame Chi. Super Frame	SHUFFLE ALLEY UFFLE TARGETTE GH SCORE \$335.00 Aatch \$335.00 A., J/25d 335.00 A., High Score 325.00 Match Score 310.00 Score 275.00 Match Score 110.00 Score 275.00 High Score 187.50 High Score 197.50 Ver, Match Score 129.50 Newr, S.A. 119.50 S.A., 6 Player 87.50 W/Formica, 7-10 57.50 W/Formica, 7-10 57.50 Bowler 10th Frame 215.00 r, NEW 215.00 Stone 345.00
Pacemaker Bowler (Keeney). Royal Shuffle Alley (United). Shuffle Alley, 6 player (Ghicago Coin) Shuffle Alley Deluxe, 6 player (United) Shuffle Alley, 6 player (Keeney) Shuffle Alley, 6 player (United)	215.00 225.00 250.00 295.00 305.00 50.00 85.00 85.00(2) 89.50 69.50w/p 85.00w/p 50.00 75.00 79.50 125.00	195.00 215.00(2) 195.00w/p 225.00 295.00 305.00 310.00 315.00 325.00 50.00 85.00 69.50 85.00(2) 89.50 69.50w/p 85.00w/p 50.00 75.00 79.50	200.00 215.00 195.00w/p 250.00 259.50 295.00 305.00 325.00 50.00 85.00 85.00 89.50 69.50w/p 75.00w/p 85.00w/p 50.00 75.00 79.50	195.00(2) 215.00 225.00 250.00 305.00 315.00 325.00(2) 50.00 85.00 75.00 85.00 75.00 85.00 89.50 55.00 69.50w/p 75.00w/p 85.00w/p 50.00 75.00 79.50	Wms. All Star Base- ball, New\$395 ball, New\$395 Coon Hunt, Like New 295 Genco 2 Player Basketball, New . 375 Basketball, New . 375 Basketball, New . 375 Callery, New 395 Bally VARIETY BALLY VARIETY	Gallery, New	UNITED MERCURY UNITED COMET SH UNITED CHIEF, HI United Leader, M United Team S.A United Imperial, United Imperial, United Imperial, United Royal, Hi United Classic, M United Star, 10th United Star, 10th United Star, 10th United Star, 10th United Star, 10th United Star 6 Play United Super 6 Player United 5 Player United 5 Player United 5 Player United 4 Player Chi, Heliday, Mat Chi, Triple Score Chi, Super Fram Chi, Super Fram Chi, Super Fram Chi, Double Score, Keeney 6 Player, Universal 18' Boy Genco Shuffle Po	SHUFFLE ALLEY UFFLE TARGETTE GH SCORE \$335.00 A., High Score 335.00 A., High Score 325.00 Match \$335.00 A., High Score 325.00 Match Score 310.00 gh Score 310.00 gh Score 10.00 hatch Score 195.00 Latch Score 195.00 High Score 175.00 High Score 129.50 High Score 129.50 Nerr, Match Score 129.50 V/Formica, 7-10 59.50 w/Formica, 7-10 59.50 Bowler 10th Frame 215.00 Bis Lighted Pins 67.50 Gh Score 150.00 Bis Lighted Pins 67.50 Mia-Matic 325.00
Pacemaker Bowler (Keeney). Royal Shuffle Alley (United). Shuffle Alley, 6 player (Ghicago Coin) Shuffle Alley Deluxe, 6 player (United) Shuffle Alley, 6 player (Keeney) Shuffle Alley, 6 player (Keeney) Shuffle Alley, 6 player (United) Sie Player 10th Frame (United)	215.00 225.00 250.00 295.00 305.00 50.00 85.00 85.00(2) 89.50 69.50w/p 85.00w/p 85.00w/p 125.00 125.00 129.50 135.00 139.00	195.00 215.00(2) 195.00w/p 225.00 295.00 305.00 310.00 315.00 325.00 50.00 85.00(2) 89.50 69.50 85.00(2) 89.50 69.50w/p 85.00w/p 50.00 75.00 79.50 125.00 125.00 125.00 125.00	200.00 215.00 195.00w/p 259.50 295.00 305.00 325.00 50.00 85.00 85.00 89.50 69.50w/p 85.00w/p 75.00w/p 85.00w/p 125.00 129.50 99.50 139.00	195.00(2) 215.00 225.00 250.00 305.00 315.00 325.00(2) 50.00 85.00 75.00 85.00 75.00 85.00 89.50 55.00 69.50w/9 75.00w/9 85.00w/9 50.00 75.00 79.50 125.00 129.50	Wms. All Star Base- ball, New\$395 ball, New\$395 Coon Hunt, Like New 295 Genco 2 Playor Basketball, New 375 Basketball, New 375 Exh. Star Shooling Exh. Star Shooling Gallery, New 395 Gallery, New 395 SEALLS DIVITED SINGAPORE BALLY VARIETY Hi Fi	Gallery, New	UNITED MERCURY UNITED COMET SH UNITED CHIEF, HI United Leader, M United League S. United Imperial, United Imperial, United Classic, M United Star, 10th United Star, 10th United Star, 10th United Star, 10th United Star, 10th United Star, 10th United Star 6 Player United S Player United 5 Player United 5 Player United 5 Player Chi, Heliday, Mat Chi, Triple Score Chi, Flash Bowle Chi, Crown, Mato Chi, Super Frame Chi, Double Score Keenay 6 Player, Universal 18' Bow Genco Shuffle Pool	SHUFFLE ALLEY UFFLE TARGETTE GH SCORE \$335.00 Aatch \$335.00 A., High Score 325.00 Match \$335.00 A., High Score 325.00 Match Score 310.00 Match Score 310.00 Match Score 10.00 High Score 175.00 Iatch Score 189.50 High Score 175.00 High Score 175.00 High Score 195.00 Nerr, Match Score 129.50 Nyer, Match Score 129.50 Nyer, Match Score 129.50 Nyer, Match Score 129.50 Nyer, Match Score 129.50 My/Formica, 7-10 59.50 W/Formica, 7-10 59.50 W/Formica, 7-10 59.50 Bowler 10th Frame 215.00 Big Lighted Pins 69.50 Wite-Matic 325.00 Adstic 325.00 Mile-Matic 325.00
Pacemaker Bowler (Keeney). Royal Shuffle Alley (United). Shuffle Alley, 6 player (Chicago Coin) Shuffle Alley Deluxe, 6 player (United) Shuffle Alley, 6 player (Keeney) Shuffle Alley, 6 player (Keeney) Shuffle Alley, 6 player (United) Sis Player 10th Frame (United) Star Bowler (United) Star 10 Frame, 6 player	215.00 225.00 250.00 295.00 305.00 50.00 85.00 85.00(2) 89.50 69.50w/p 85.00w/p 50.00 75.00 79.50 125.00 125.00 129.50	195.00 215.00(2) 195.00w/p 225.00 295.00 305.00 310.00 315.00 325.00 50.00 85.00(2) 89.50 69.50w/p 85.00w/p 50.00 75.00 79.50 125.00 99.00 125.00 115.00 125.00 129.50	200.00 215.00 195.00w/p 259.50 295.00 305.00 325.00 50.00 85.00 85.00 89.50 69.50w/p 85.00w/p 85.00w/p 125.00 129.50	195.00(2) 215.00 225.00 250.00 305.00 315.00 325.00(2) 50.00 85.00 75.00 85.00 75.00 85.00 89.50 55.00 69.50w/9 75.00w/9 85.00w/9 50.00 75.00 79.50 125.00 129.50	Wms. All Star Base- ball, New\$395 ball, New\$395 Coon Hunt, Like New 295 Genco 2 Playor Basketball, New 375 Basketball, New 375 Exh. Star Shooling Gallery, New 395 Gallery, New 395 Gallery, New 395 Coney Singapore BALLY VARIETY Hi Fi	Gallery, New	UNITED MERCURY UNITED COMET SH UNITED CHIEF, HI United Leader, M United Team S.A United Imperial, United Imperial, United Imperial, United Royal, Hi United Classic, M United Star, 10th United	SHUFFLE ALLEY UFFLE TARGETTE GH SCORE \$335.00 Aatch \$335.00 Aatch \$335.00 Aatch \$335.00 A., High Score 325.00 Match Score 325.00 Match Score 310.00 Match Score 310.00 Match Score 10.00 High Score 195.00 Latch Score 195.00 Latch Score 195.00 High Score 195.00 High Score 195.00 High Score 195.00 Netch Score 129.50 High Score 129.50 Netch Score 129.50 Netch Score 129.50 V/Formica, 7-10 59.50 W/Formica, 7-10 59.50 W/Formica, 7-10 59.50 Bowler 10th Frame 215.00 Big Lighted Pins 49.50 Mile-Matic 325.00 Mile-Matic 325.00 Mile-Matic 325.00 Mile-Matic 325.00 Mile-Matic
Pacemaker Bowler (Keeney). Royal Shuffle Alley (United). Shuffle Alley, 6 player (Chicago Coin) Shuffle Alley Deluke, 6 player (United) Shuffle Alley, 6 player (Keeney) Shuffle Alley, 6 player (United) Six Player 10th Frame (United) Star Bowler (United) Star 10 Frame; 6 player (United) Star 10 Frame; 6 player (United)	215.00 225.00 250.00 295.00 305.00 50.00 85.00 85.00(2) 89.50 69.50w/p 85.00w/p 85.00w/p 85.00w/p 125.00 125.00 125.00 129.50 135.00 139.00 145.00 149.50 179.50 115.00	195.00 215.00(2) 195.00w/p 225.00 295.00 305.00 310.00 315.00 325.00 50.00 85.00 69.50 85.00(2) 89.50 69.50w/p 85.00w/p 50.00 75.00 79.50 125.00 75.00 79.50 125.00 129.00 129.50 125.00 129.00 135.00 139.00 149.50 179.50	200.00 215.00 195.00w/p 259.50 295.00 305.00 325.00 50.00 85.00 85.00 89.50 69.50w/p 75.00w/p 75.00w/p 85.00 75.00 79.50 125.00 129.50 99.50 139.00 149.50 179.50	195.00(2) 215.00 225.00 250.00 305.00 315.00 325.00(2) 50.00 85.00 75.00 85.00 75.00 85.00 89.50 55.00 69.50w/9 75.00w/9 85.00w/9 50.00 75.00 79.50 125.00 129.50	Wms. All Star Base- bail, New\$395 D bail, New\$395 Coon Humi, Like New 295 Genco 2 Playor 375 Basketbail, New . 375 Basketbail, New . 375 Exh. Star Shooting 395 Gallery, New 395 M Didery, New 395 M Didery Variety Atlantic City \$1 Hi Fi \$400 Surf Club 385 Ice Frolics 345 Palm Springs 350 Dude Ranch 325 Yacht Club 160 Beauty 305 Beauty 305	Gallery, New	UNITED MERCURY UNITED COMET SH UNITED CHIEF, HI UNITED CHIEF, HI United Leader, M United Leader, M United League S. United Imperial, United Royal, Hi United Royal, Hi United Classic, M United Star, 10th United Star, 10th United Star, 10th United Star 6 Player United S Player United & Player United & Player United & Player United & Player United & Player United & Player Chi, Heliday, Mat Chi, Triple Score Chi, Flash Bowle Chi, Crown, Mato Chi, Super Frame Chi, Double Score Chi, Crown, Mato Chi, Double Score Chi, Counter Double Chi, Counter Double Chi, Counter Chi	SHUFFLE ALLEY UFFLE TARGETTE GH SCORE \$335.00 Aatch \$335.00 A., High Score 325.00 Match \$335.00 A., High Score 325.00 Match Score 310.00 sh Score 310.00 sh Score 275.00 Match Score 275.00 Latch Score 195.00 Latch Score 195.00 High Score 175.00 High Score 175.00 High Score 175.00 Frame 149.50 Frame 195.00 Myer, Match Score 129.50 W/Formica, 7-10 59.50 W/Formica, 7-10 59.50 w/Formica, 7-10 59.50 Stoh 345.00 Bowler 10th Frame 215.00 Milandic 325.00 Milandic 325.00 Model 195.00 Model 195.00 Model 195.00 Milandic 325.00 Milandic 325.00
Pacemaker Bowler (Keeney). Royal Shuffle Alley (United). Shuffle Alley, 6 player (Chicago Coin) Shuffle Alley Deluxe, 6 player (United) Shuffle Alley, 6 player (Keeney) Shuffle Alley, 6 player (United) Six Player 10th Frame (United) Star Bowler (United) Star 10 Frame; 6 player (United)	215.00 225.00 250.00 295.00 305.00 50.00 85.00 85.00(2) 89.50 69.50w/p 85.00w/p 85.00w/p 50.00 75.00 79.50 125.00 125.00 129.50 135.06 139.00 145.00 149.50 179.50	195.00 215.00(2) 195.00w/p 225.00 295.00 305.00 310.00 315.00 325.00 50.00 85.00(2) 89.50 69.50 85.00(2) 89.50 69.50w/p 85.00w/p 50.00 75.00 79.50 125.00 125.00 125.00 125.00 125.00 125.00 125.00 125.00 125.00 125.00 125.00 125.00 125.00	200.00 215.00 195.00w/p 259.50 295.00 305.00 325.00 50.00 85.00 85.00 89.50 69.50w/p 85.00w/p 75.00w/p 85.00w/p 125.00 129.50 99.50 139.00	195.00(2) 215.00 225.00 250.00 305.00 315.00 325.00(2) 50.00 85.00 75.00 85.00 75.00 85.00 89.50 55.00 69.50w/9 85.00w/9 50.00 75.00 79.50 125.00 129.50	Wms. All Star Base- ball, New\$395 D ball, New\$395 Coon Hunt, Like New 295 Genco 2 Playor 375 Basketball, New . 375 Basketball, New . 375 Exh. Star Shooting 395 Gallery, New 395 N Star Shooting 395 Gallery, New 395 N Star Shooting Sector Gallery, New 395 Sector Star Star Shooting Sector Star Shooting Sector Star Star S	Gallery, New	UNITED MERCURY UNITED COMET SH UNITED CHIEF, HI United Leader, M United Team S.A United Imperial, United Imperial, United Imperial, United Classic, M United Classic, M United Classic, M United Classic, M United Classic, M United Classic, M United Star, 10th United Star, 10th United Star, 10th United Star, 10th United Star, 10th United Super 10th United Super 10th United Super 6 Player United & Player United & Player United & Player United & Player United & Player Chi. Heliday, Mat Chi. Triple Score Chi. Flash Bowle Chi. Crown, Matc Chi. Super Fram Chi. Double Score Chi. Super Score Chi. Super Fram Chi. Double Score Chi. Super Fram Chi. Double Score Chi. Super S	SHUFFLE ALLEY UFFLE TARGETTE GH SCORE \$335.00 Aatch \$345.00 A., High Score 325.00 Match \$345.00 A., High Score 310.00 sh Score 275.00 Latch Score 195.00 high Score 195.00 Latch Score 195.00 High Score 195.00 Latch Score 195.00 High Score 195.00 High Score 195.00 Ner, Match Score 129.50 Yer, Match Score 129.50 Nyer, S.A. 119.50 S.A., 6 Player 89.50 W/Formica, 7-10 59.50 w/Formica, 7-10 59.50 w/Formica, 7-10 59.50 Bowler 10th Frame 215.00 Jasson 45.00 Big Lighted Pins 69.50 Mile-Matic 325.00 Atstic 195.00 S49.50 Turf King 595.50 Champion 89.50 S49.50 Champion 59.50
Pacemaker Bowler (Keeney). Royal Shuffle Alley (United). Shuffle Alley, 6 player (Chicago Coin) Shuffle Alley Deluke, 6 player (United) Shuffle Alley, 6 player (Keeney) Shuffle Alley, 6 player (United) Six Player 10th Frame (United) Star Bowler (United) Star 10 Frame; 6 player (United) Star 10 Frame; 6 player (United)	215.00 225.00 250.00 295.00 305.00 50.00 85.00 85.00(2) 89.50 69.50w/p 85.00w/p 85.00w/p 50.00 75.00 79.50 125.00 125.00 129.50 135.00 139.00 145.00 149.50 179.50 115.00	195.00 215.00(2) 195.00w/p 225.00 295.00 305.00 310.00 315.00 325.00 50.00 85.00 69.50 85.00(2) 89.50 69.50w/p 85.00w/p 50.00 75.00 79.50 50.00 75.00 79.50 125.00 129.00 125.00 125.00 125.00 125.00 129.50 125.00 129.50 125.00 129.50 125.00 129.50 125.00 129.50 125.00 129.50 129.50 125.00 129.50	200.00 215.00 195.00w/p 259.50 295.00 305.00 325.00 50.00 85.00 85.00 89.50 69.50w/p 75.00w/p 75.00w/p 85.00 75.00 79.50 125.00 129.50 99.50 139.00 149.50 179.50	195.00(2) 215.00 225.00 250.00 305.00 315.00 325.00(2) 50.00 85.00 75.00 85.00 75.00 85.00 89.50 55.00 69.50w/9 75.00w/9 85.00w/9 50.00 75.00 79.50 125.00 129.50	Wms. All Star Base- ball, New	Gallery, New	UNITED MERCURY UNITED COMET SH UNITED CHIEF, HI United Leader, M United Team S.A United Imperial, United Imperial, United Imperial, United Classic, M United Classic, M United Classic, M United Classic, M United Classic, M United Classic, M United Star, 10th United Star, 10th United Star, 10th United Star, 10th United Star, 10th United Super 10th United Super 10th United Super 6 Player United & Player United & Player United & Player United & Player United & Player Chi. Heliday, Mat Chi. Triple Score Chi. Flash Bowle Chi. Crown, Matc Chi. Super Fram Chi. Double Score Chi. Super Score Chi. Super Fram Chi. Double Score Chi. Super Fram Chi. Double Score Chi. Super S	SHUFFLE ALLEY UFFLE TARGETTE GH SCORE \$335.00 A., High Score \$335.00 A., High Score \$325.00 Match \$335.00 A., High Score \$325.00 Match Score \$25.00 Match Score \$275.00 Match Score \$275.00 Latch Score \$10.00 High Score \$175.00 Latch Score \$195.00 Latch Score \$195.00 High Score \$175.00 High Score \$175.00 High Score \$175.00 Frame \$47.50 New, Match Score \$29.50 W/Formica, 7-10 \$9.50 w/Formica, 7-10 \$9.50 w/Formica, 7-10 \$9.50 w/Formica, 7-10 \$9.50 Stone \$25.00 Match \$25.00 With \$25.00 Model \$195.00 Stone \$25.00 A.Matic \$25.00 AMATES LEALLS \$49.50 Champion
Pacemaker Bowler (Keeney). Royal Shuffle Alley (United). Shuffle Alley, 6 player (Chicago Coin) Shuffle Alley Deluxe, 6 player (United) Shuffle Alley, 6 player (Keeney) Shuffle Alley, 6 player (United) Sie Player 10th Frame (United) Star Bowler (United) Star 10 Frame; 6 player (United) Star 10 Frame; 6 player (United) Super Bowler (United) Super Frame Bowler (Chicago Coin)	215.00 225.00 250.00 295.00 305.00 50.00 85.00 85.00(2) 89.50 69.50w/p 85.00w/p 85.00w/p 50.00 75.00 79.50 125.00 125.00 129.50 129.50 125.00 129.50 129.50 125.00 129.50	195.00 215.00(2) 195.00w/p 225.00 295.00 305.00 310.00 315.00 325.00 50.00 85.00 69.50 85.00(2) 89.50 69.50w/p 85.00w/p 50.00 75.00 79.50 125.00 75.00 79.50 125.00 129.00 125.00 129.50 129.50 125.00 129.50	200.00 215.00 195.00w/p 259.50 295.00 305.00 325.00 50.00 85.00 85.00 89.50 69.50w/p 75.00w/p 85.00w/p 85.00w/p 125.00 129.50 129.50 129.50 129.50 129.50 129.50 129.50 129.50 129.50	195.00(2) 215.00 225.00 250.00 305.00 315.00 325.00(2) 50.00 85.00 75.00 85.00 75.00 85.00 89.50 55.00 69.50w/9 75.00w/9 85.00w/9 50.00 75.00 79.50 125.00 129.50	Wms. All Star Base- ball, New	Gallery, New 350 Genco, 4 Player Genco, 4 Player Skeeball, New . 350 United DeLuxe Jungle Gun, New 395 Jungle Gun, New 395 Mighty Mike, New . 895 Mighty Mike, New . 895 Mighty Mike, New . 895 Mighty Mike, New . 895 EXN. SPORTLAND GUN GENCO BIG TOP UNITED CARNIVAL GUN MUTO. DRIVEMOBILE KEENEY SPORTSMAN GUN AUTO-PHOTO WMS. JET FIGHTER HYDRO-DUCK GUN AIR FOOTBALL	UNITED MERCURY UNITED COMET SH UNITED CHIEF, HI United Leader, M United Team S.A United Imperial, United Imperial, United Imperial, United Classic, M United Classic, M United Classic, M United Classic, M United Classic, M United Classic, M United Star, 10th United Star, 10th United Star, 10th United Star, 10th United Star, 10th United Super 10th United Super 10th United Super 10th United Super 10th United Super 6 Player United & Player United & Player United & Player United & Player Chi. Heliday, Mat Chi. Triple Score Chi. Flash Bowle Chi. Super Fram Chi. Super Fram Chi. Super Fram Chi. Double Score Chi. Super	SHUFFLE ALLEY UFFLE TARGETTE GH SCORE \$335.00 Aatch \$345.00 A., High Score 325.00 Match \$345.00 A., High Score 310.00 sh Score 275.00 Latch Score 195.00 high Score 195.00 Latch Score 195.00 High Score 195.00 Latch Score 195.00 High Score 195.00 High Score 195.00 Ner, Match Score 129.50 Yer, Match Score 129.50 Nyer, S.A. 119.50 S.A., 6 Player 89.50 W/Formica, 7-10 59.50 w/Formica, 7-10 59.50 w/Formica, 7-10 59.50 Bowler 10th Frame 215.00 Jasson 45.00 Big Lighted Pins 69.50 Mile-Matic 325.00 Atstic 195.00 S49.50 Turf King 595.50 Champion 89.50 S49.50 Champion 59.50
Pacemaker Bowler (Keeney). Royal Shuffle Alley (United). Shuffle Alley, 6 player (Chicago Coin) Shuffle Alley Deluxe, 6 player (United) Shuffle Alley, 6 player (Keeney) Shuffle Alley, 6 player (United) Six Player 10th Frame (United) Star Bowler (United) Star 10 Frame; 6 player (United) Star 10 Frame; 6 player (United) Star 10 Frame; 6 player (United)	215.00 225.00 250.00 295.00 305.00 50.00 85.00 85.00(2) 89.50 69.50w/p 85.00w/p 85.00w/p 50.00 75.00 79.50 125.00 125.00 129.50 129.50 125.00 129.50 129.50 125.00 129.50	195.00 215.00(2) 195.00w/p 225.00 295.00 305.00 310.00 315.00 325.00 50.00 85.00 69.50 85.00(2) 89.50 69.50w/p 85.00w/p 85.00w/p 50.00 75.00 79.50 125.00 75.00 79.50 125.00 129.00 129.50 125.00 129.00 129.50 115.00 129.00 125.00 129.50 115.00 129.00 125.00 115.00 139.00 149.50 179.50 115.00	200.00 215.00 195.00w/p 259.50 295.00 305.00 325.00 50.00 85.00 85.00 89.50 69.50w/p 75.00w/p 85.00w/p 85.00w/p 125.00 129.50 129.50 129.50 129.50 129.50 129.50 129.50 129.50 129.50	195.00(2) 215.00 225.00 250.00 305.00 315.00 325.00(2) 50.00 85.00 75.00 85.00 75.00 85.00 89.50 55.00 69.50w/9 75.00w/9 85.00w/9 50.00 75.00 79.50 125.00 129.50	Wms. All Star Base- ball, New	Gailery, New	UNITED MERCURY UNITED COMET SH UNITED CHIEF, HI United Leader, M United League S. United Imperial, United Royal, Hi United Classic, M United Classic, M United Classic, M United Classic, M United Classic, M United Classic, M United Star, 10th United Star, 10th United Star, 10th United Star, 10th United Star, 10th United Star, 10th United Super 6 Player United S Player United & Player United & Player United & Player Chi. Holiday, Mat Chi. Triple Score Chi. Flash Bowle Chi. Super Frame Chi. Buper Frame Chi. Super	SHUFFLE ALLEY UFFLE TARGETTE GH SCORE \$335.00 Aatch \$335.00 Aatch \$335.00 Aatch \$335.00 Aatch \$335.00 Aatch \$345.00 Aatch \$345.00 Aatch \$345.00 Aatch \$345.00 Match Score \$325.00 Match Score \$30.00 High Score \$10.00 High Score \$175.00 Aatch Score \$175.00 High Score \$175.00 Frame, 6 PL. \$175.00 Star, 6 Player \$250 W/Formica, 7-10 \$750 W/Formica, 7-10 \$750 W/Formica, 7-10 \$750 W/Formica, 7-10 \$750 Bowlar 10th Frame \$15.00 Big Lighted Pins \$25.00 Matc \$25.00 AAMES I.EALLS \$49.50 Turf King \$750 Station \$750 Station \$750 Station \$750 </td
Pacemaker Bowler (Keeney). Royal Shuffle Alley (United). Shuffle Alley, 6 player (Chicago Coin) Shuffle Alley Deluxe, 6 player (United) Shuffle Alley, 6 player (Keeney) Shuffle Alley, 6 player (United) Six Player 10th Frame (United) Star Bowler (United) Star 10 Frame; 6 player (United) Star 10 Frame; 6 player (United) Star 10 Frame; 6 player (United) Star 10 Frame; 6 player (United) Super Bowler (United) Super Frame Bowler (Chicago Coin) Shuffle Pool (Genco)	215.00 225.00 250.00 295.00 305.00 50.00 85.00 85.00(2) 89.50 69.50w/p 85.00w/p 85.00w/p 50.00 75.00 79.50 125.00 125.00 129.50 129.50 129.50 129.50 129.50 129.50 129.50 125.00 129.50 129.50 125.00 129.50 125.00 129.50 125.00 129.50 125.00 129.50 129.50 125.00 129.50 125.00 129.50 125.00 129.50 125.00 129.50 125.00 129.50 129.50 125.00 129.50 129.50 125.00 129.50	195.00 215.00(2) 195.00w/p 225.00 295.00 305.00 310.00 315.00 325.00 50.00 85.00(2) 89.50 69.50 85.00(2) 89.50 69.50w/p 85.00w/p 85.00w/p 125.00 75.00 75.00 125.00 125.00 125.00 125.00 125.00 129.50 125.00 129.50 125.00 129.50 125.00 129.50 125.00 129.50 125.00 129.50 125.00 129.50 125.00 129.50 125.00 129.50 125.00 129.50 125.00 129.50 125.00 129.50 125.00 129.50 125.00 129.50 125.00 129.50 1	200.00 215.00 195.00w/p 259.50 295.00 305.00 325.00 50.00 85.00 85.00 89.50 69.50w/p 75.00w/p 85.00 75.00 125.00 129.50 129	195.00(2) 215.00 225.00 250.00 305.00 315.00 325.00(2) 50.00 85.00 75.00 85.00 75.00 85.00 89.50 55.00 69.50w/9 85.00w/9 50.00 75.00 79.50 129.50 129.50 135.00 139.00 145.00 139.00 145.00 149.00 179.50	Wms. All Star Base- ball, New	Gallery, New	UNITED MERCURY UNITED COMET SH UNITED CHIEF, HI United Leader, M United League S. United Imperial, United Imperial, United Royal, Hi United Classic, M United Classic, M United Classic, M United Classic, M United Classic, M United Star, 10th United Star, 10th United Star, 10th United Star, 10th United Star, 10th United Super 10th United Super 10th United Super 10th United Super 6 Player United & Player United & Player United & Player United & Player United & Player Chi. Holiday, Mat Chi. Triple Score Chi. Flash Bowle Chi. Super Fram Chi. Double Score Chi. Super Fram Chi. Super Fram Ch	SHUFFLE ALLEY UFFLE TARGETTE GH SCORE \$335.00 Aatch \$345.00 A., High Score \$325.00 Match Score \$310.00 sh Score \$310.00 sh Score \$310.00 High Score \$10.00 High Score \$10.00 Ner, Match Score \$10.00 Ner, Match Score \$275.00 High Score \$275.00 High Score \$275.00 Ner, Match Score \$275.00 Wyer, Match Score \$255.00 Wyer, Match Score \$255.00 Stop \$255.00 Antes \$255.00 Antes \$255.00 Stop \$250 Stop \$295.00
Pacemaker Bowler (Keeney). Royal Shuffle Alley (United). Shuffle Alley, 6 player (Chicago Coin) Shuffle Alley Deluxe, 6 player (United) Shuffle Alley, 6 player (Keeney) Shuffle Alley, 6 player (United) Sie Player 10th Frame (United) Star Bowler (United) Star 10 Frame, 6 player (United) Star Sowler (United) Super Bowler (United) Super Frame Bowler (Chicago Coin) Shuffle Pool (Genco)	215.00 225.00 250.00 295.00 305.00 50.00 85.00 85.00(2) 89.50 69.50w/p 85.00w/p 85.00w/p 85.00w/p 125.00 125.00 125.00 129.50 125.00 129.50 12	195.00 215.00(2) 195.00w/p 225.00 295.00 305.00 310.00 315.00 325.00 50.00 85.00(2) 89.50 69.50 85.00(2) 89.50 69.50w/p 85.00w/p 85.00w/p 50.00 75.00 79.50 125.00 125.00 125.00 125.00 129.50 125.00 129.50 125.00 129.50 125.00 129.50 125.00 129.50 125.00 129.50 125.00 129.50 125.00 129.50 125.00 129.50 125.00 129.50 125.00 129.50 125.00 129.50 125.00 129.50 125.00 129.50 125.00 129.50 125.00 129.50 125.00 129.50 125.00 129.50 125.00 129.50	200.00 215.00 195.00w/p 259.50 295.00 305.00 325.00 50.00 85.00 85.00 89.50 69.50w/p 85.00w/p 85.00w/p 125.00 129.50 129.50 129.50 129.50 129.50 129.50 129.50 129.50	195.00(2) 215.00 225.00 250.00 305.00 315.00 325.00(2) 50.00 85.00 75.00 85.00 89.50 55.00 69.50w/9 85.00w/9 50.00 75.00 75.00 75.00 129.50 129.50 129.50 135.00 139.00 145.00 139.00 145.00 139.00 145.00 139.00 145.00 139.00 145.00 139.00	Wms. All Star Base- ball, New \$395 ball, New \$395 Coon Hunt, Like New 295 Genco 2 Player Basketball, New 375 Basketball, New 395 Exh. Star Shooling Gallery, New 395 Gallery, Ne	Gallery, New	UNITED MERCURY UNITED COMET SH UNITED CHIEF, HI United Leader, M United League S. United Imperial, United Imperial, United Royal, Hi United Classic, M United Classic, M United Classic, M United Classic, M United Star, 10th United Star, 10th United Star, 10th United Super 6 Player United 8 Player United 9 Player United 9 Player United 9 Player United 9 Player United 9 Player Chi, Super Fram Chi, Super Fram Chi, Double Score Chi, Super Fram Chi, Super Fram Chi, Double Score Chi, Super Fram Chi, Super Fram C	SHUFFLE ALLEY UFFLE TARGETTE GH SCORE \$335.00 Aatch \$345.00 A., High Score 325.00 Match \$325.00 A., High Score 325.00 Match Score 310.00 gh Score 275.00 Latch Score 110.00 gh Score 275.00 Latch Score 110.00 wish Score 125.00 High Score 175.00 High Score 175.00 Frame, 6 Pf. 127.50 Ver, Match Score 127.50 Ver, Match Score 127.50 Ver, Match Score 127.50 W/Formica, 7-10 57.50 W/Formica, 7-10 57.50 W/Formica, 7-10 57.50 NEW Write Bowlar 10th Frame 215.00 Athened Pins 67.50 Mischartic 325.00 Athened Pins 57.50 S49.50 Turf King 57.50 S49.50 Turf King 57.50 S49.50 Special Entry
Pacemaker Bowler (Keeney). Royal Shuffie Alley (United). Shuffie Alley, 6 player (Chicago Coin) Shuffie Alley Deluke, 6 player (United) Shuffie Alley, 6 player (Keeney) Sim Player 10th Frame (United) Star Bowler (United) Star 6 Player' (United) Star 10 Frame, 6 player (United) Star 10 Frame, 6 player (United) Star 10 Frame, 6 player (United) Super Frame Bowler (Chicago Coin) Shuffie Pool (Genco) Super Six Shuffie Alley (United) Team Bowler, 10 player	215.00 225.00 250.00 295.00 305.00 50.00 85.00 85.00(2) 89.50 69.50w/p 85.00w/p 85.00w/p 85.00w/p 125.00 125.00 125.00 129.50 125.00 129.50 125.00 129.50 125.00 129.50 125.00 129.50 129.50 125.00 129.50 135.00 145.00 145.00 145.00 145.00 15.00 15.00 115.00 115.00 215.00(2) 355.00 345.00 355.00	195.00 215.00(2) 195.00w/p 225.00 295.00 305.00 310.00 315.00 325.00 50.00 85.00(2) 89.50 69.50 85.00(2) 89.50 69.50w/p 85.00w/p 50.00 75.00 79.50 125.00 135.00 135.00 205.0	200.00 215.00 195.00w/p 259.50 295.00 305.00 325.00 50.00 85.00 85.00 89.50 69.50w/p 75.00w/p 85.00 75.00 125.00 129.50 129	195.00(2) 215.00 225.00 250.00 305.00 315.00 325.00(2) 50.00 85.00 75.00 85.00 89.50 55.00 69.50w/9 85.00w/9 85.00w/9 50.00 75.00 79.50 129.50 129.50 129.50 129.50 145.00 139.00 145.00 139.00 145.00 139.00 145.00 139.00 145.00 350.00(2) 355.00 375.00(2)	Wms. All Star Base- ball, New	Gallery, New	UNITED MERCURY UNITED COMET SH UNITED CHIEF, HI United Leader, M United League S. United Imperial, United Imperial, United Royal, Hi United Classic, M United Classic, M United Classic, M United Classic, M United Star, 10th United Star, 10th United Star, 10th United Super 6 Player United 8 Player United 9 Player United 9 Player United 9 Player United 9 Player United 9 Player Chi, Super Fram Chi, Super Fram Chi, Double Score Chi, Super Fram Chi, Super Fram Chi, Double Score Chi, Super Fram Chi, Super Fram C	SHUFFLE ALLEY UFFLE TARGETTE GH SCORE \$335.00 Aatch \$345.00 A., High Score 325.00 Match \$345.00 A., High Score 325.00 Match Score 325.00 Match Score 325.00 Match Score 10.00 High Score 175.00 High Score 175.00 High Score 175.00 High Score 175.00 Ner, Match Score 127.50 Ner, Match Score 127.50 Ner, Match Score 127.50 Ner, Match Score 127.50 W/Formica, 7-10 57.50 W/Formica, 7-10 57.50 W/Formica, 7-10 57.50 W/Formica, 7-10 57.50 Neth 57.50 W/Formica, 7-10 57.50 Neth Frame Bowler 10th Frame 215.00 Sig Lighted Pins 67.50 Sig Lighted Pins 57.50 Sig Lighted Pins 57.50 Sistion 57.50
Pacemaker Bowler (Keeney). Royal Shuffie Alley (United). Shuffie Alley, 6 player (Chicago Coin) Shuffie Alley Deluke, 6 player (United) Shuffie Alley, 6 player (Keeney) Six Player 10th Frame (United) Star Bowler (United) Star 10 Frame, 6 player (United) Star 10 Frame, 6 player (United) Star 10 Frame, 6 player (United) Star 10 Frame, 6 player (United) Super Frame Bowler (Chicago Coin) Super Six Shuffle Alley (United) Team Bowler (United) Team Bowler, 10 player (Keeney)	215.00 225.00 250.00 295.00 305.00 50.00 85.00 85.00(2) 89.50 69.50w/p 85.00w/p 85.00w/p 125.00 135.00 135.	195.00 215.00(2) 195.00w/p 225.00 295.00 305.00 310.00 315.00 325.00 50.00 85.00(2) 89.50 69.50w/p 85.00w/p 50.00 75.00 79.50 125.00 125.00 125.00 125.00 129.00 125.00 135.00 135.00 205.0	200.00 215.00 195.00w/p 259.50 295.00 305.00 325.00 50.00 85.00 85.00 89.50 69.50w/p 50.00 75.00 79.50 125.00 129.50	195.00(2) 215.00 225.00 250.00 305.00 315.00 325.00(2) 50.00 85.00 75.00 85.00 89.50 55.00 69.50w/9 75.00w/9 85.00w/9 50.00 75.00 79.50 125.00 139.00 145.00 139.00 145.00 139.00 145.00 139.00 145.00 139.00 145.00 139.00 145.00 135.00	Wms. All Star Base- ball, New	Gallery, New 350 Genco, 4 Player Skeeball, New 350 Jungle Gun, New 395 Jungle Gun, New 395 Jungle Gun, New 395 Mighty Mike, New 895 Mighty Mithy 895 Mighty Mighty 895 Mighty Mithy 895 Mighty Mithy 895	UNITED MERCURY UNITED COMET SH UNITED CHIEF, HI United Leader, M United League S. United Imperial, United Royal, Hi United Classic, M United Star, 10th United Star, 10th United Super 10th United Super 10th United Super 10th United Super 10th United Super 6 Player United & Player United & Player United & Player Chi. Heliday, Mat Chi. Triple Score Chi. Flash Bowle Chi. Crown, Mat Chi. Super Frame Chi. Buper Frame Chi. Double Score Chi. Super Frame Chi. Double Score Chi. Super Frame Chi. Double Score Chi. Super Frame Chi. Su	SHUFFLE ALLEY UFFLE TARGETTE GH SCORE \$335.00 Aatch \$345.00 Aatch \$345.00 Aatch \$345.00 Aatch \$345.00 Match Score \$25.00 Match Score \$275.00 Latch Score \$275.00 High Score \$275.00 High Score \$275.00 High Score \$275.00 High Score \$275.00 Match Score \$275.00 High Score \$275.00 Match Score \$275.00 Match Score \$275.00 W/Formica, 7-10 \$75.50 W/Formica, 7-10 \$75.50 W/Formica, 7-10 \$75.50 Neth Yes Bowler 10th Frame \$215.00 Reth \$75.00 S49.50 \$49.50 S49.50 \$24.50 S5.00 \$24.50
Pacemaker Bowler (Keeney). Royal Shuffle Alley (United). Shuffle Alley, 6 player (Chicago Coin) Shuffle Alley Deluke, 6 player (United) Shuffle Alley, 6 player (Keeney) Shuffle Alley, 6 player (United) Size Player 10th Frame (United) Star 6 Player (United) Star 10 Frame, 6 player (United) Star 10 Frame, 6 player (United) Super Frame Bowler (Chicago Coin) Super Six Shuffle Alley (United) Super Six Shuffle Alley (United) Team Bowler (United) Team Bowler, 10 player (Chicago Coin)	215.00 225.00 250.00 295.00 305.00 50.00 85.00 85.00(2) 89.50 69.50w/p 85.00w/p 85.00w/p 85.00w/p 125.00 125.00 125.00 129.50 125.00 129.50 125.00 129.50 125.00 129.50 125.00 129.50 129.50 125.00 129.50 135.00 145.00 145.00 145.00 145.00 15.00 15.00 115.00 115.00 215.00(2) 355.00 345.00 355.00	195.00 215.00(2) 195.00w/p 225.00 295.00 305.00 310.00 315.00 325.00 50.00 85.00(2) 89.50 69.50 85.00(2) 89.50 69.50w/p 85.00w/p 50.00 75.00 79.50 125.00 135.00 135.00 205.0	200.00 215.00 195.00w/p 259.50 295.00 305.00 325.00 50.00 85.00 85.00 89.50 69.50w/p 75.00w/p 85.00 75.00 125.00 129.50 129	195.00(2) 215.00 225.00 250.00 305.00 315.00 325.00(2) 50.00 85.00 75.00 85.00 89.50 55.00 69.50w/9 85.00w/9 85.00w/9 50.00 75.00 79.50 129.50 129.50 129.50 129.50 145.00 139.00 145.00 139.00 145.00 139.00 145.00 139.00 145.00 350.00(2) 355.00 375.00(2)	Wms. All Star Base- ball, New	Gailery, New	UNITED MERCURY UNITED COMET SH UNITED CHIEF, HI United Leader, M United League S. United Imperial, United Imperial, United Royal, Hi United Classic, M United Classic, M United Classic, M United Classic, M United Star, 10th United Super 10H United Super 10H United Super 6 Player United Super 7 Player United Super 7 Player United & Player United 8 Player United 9 Player United 9 Player Chi. Flash Bowle Chi. Super Frame Chi. Supe	SHUFFLE ALLEY UFFLE TARGETTE GH SCORE \$335.00 Aatch \$345.00 Aatch \$345.00 Aatch \$345.00 Aatch \$345.00 Aatch \$345.00 Aatch \$345.00 Aatch \$25.00 Aatch \$25.00 Match Score \$275.00 Itoh Score \$275.00 W/Formica, 7-10 \$75.50 W/Formica, 7-10 \$75.50 W/Formica, 7-10 \$75.50 Reh \$275.00 Antes \$12.00 W/Formica, 7-10 \$75.50 Reh \$275.00 Antes \$12.00 S49.50 \$25.00 S49.50 \$25.00 S49.50 \$26.50 S50.01
Pacemaker Bowler (Keeney). Royal Shuffle Alley (United). Shuffle Alley, 6 player (Chicago Coin) Shuffle Alley Deluxe, 6 player (United) Shuffle Alley, 6 player (Keeney) Shuffle Alley, 6 player (United) Sir Player 10th Frame (United) Star Bowler (United) Star 6 Player (United) Star 10 Frame, 6 player (United) Super Frame Bowler (Chicago Coin) Super Six Shuffle Alley (United) Super Six Shuffle Alley (United) Super Six Shuffle Alley (United) Team Bowler, 10 player (Keeney) Tenth Frame Special Bowler (Chicago Coin) 10th Frame Super Shuffle Alley (United)	215.00 225.00 250.00 295.00 305.00 50.00 85.00 85.00(2) 89.50 69.50w/p 85.00w/p 85.00w/p 125.00 135.00 135.	195.00 215.00(2) 195.00w/p 225.00 295.00 305.00 310.00 315.00 300 85.00 69.50 85.00(2) 89.50 69.50w/p 85.00w/p 50.00 75.00 75.00 75.00 125.00 129.00 125.00 129.00 125.00 129.00 125.00 129.00 125.00 129.00 125.00 125.00 129.00 125.00 125.00 135.00 355.00 215.00(2) 225.00 119.50 135.00 105.00 119.50 135.00 105.00 119.50 135.00 135.	200.00 215.00 195.00w/p 259.50 295.00 305.00 325.00 50.00 85.00 85.00 89.50 69.50w/p 85.00w/p 85.00w/p 125.00 125.00 129.50 129.50 129.50 129.50 1345.00 355.00 215.00(2) 115.00 119.50 229.50 125.00 135.00 229.50	195.00(2) 215.00 225.00 250.00 305.00 315.00 325.00(2) 50.00 85.00 75.00 85.00 89.50 55.00 69.50w/9 75.00w/9 85.00w/9 50.00 75.00 79.50 125.00 139.00 145.00 139.00 145.00 139.00 145.00 139.00 145.00 139.00 145.00 139.00 145.00 135.00	Wms. All Star Base- ball, New	Gailery, New	UNITED MERCURY UNITED COMET SH UNITED CHIEF, HI United Leader, M United League S. United Imperial, United Imperial, United Classic, M United Classic, M United Classic, M United Classic, M United Classic, M United Classic, M United Star, 10th United Star, 10th United Star, 10th United Super 6 Player United Super 7 Chi. Heliday, Mat Chi. Flash Bowle Chi. Flash Bowle Chi. Flash Bowle Chi. Super Fram Chi. Buyer Fram Chi. Super Chi Chi. Super Fram Chi. Su	SMUFFLE ALLEY UFFLE TARGETTE GH SLORE \$335.00 Aarch \$335.00 Aarch \$335.00 A., High Score \$35.00 Match \$25.00 Match Score \$275.00 Batch Score \$275.00 Latch Score \$10.00 sh Score \$275.00 Latch Score \$195.00 Latch Score \$195.00 Latch Score \$195.00 Latch Score \$195.00 May Formica, 7-10 \$75.50 W/Formica, 7-10 \$75.50 W/Formica, 7-10 \$75.50 W/Formica, 7-10 \$75.50 W/Formica, 7-10 \$75.50 Novier 10th Frame \$15.00 AAMIS LEALLS S45.00 \$15.00 AMISS LEALLS S49.50 Turf King \$99.50 S5.00 Champion \$15.50 S75.00 Special Entry \$15.50 S9.50 Jockey Special \$4.50 S00, 9 Col. \$155 <td< td=""></td<>
Pacemaker Bowler (Keeney). Royal Shuffle Alley (United). Shuffle Alley, 6 player (Chicago Coin)	215.00 225.00 250.00 295.00 305.00 50.00 85.00 85.00(2) 89.50 69.50w/p 85.00w/p 85.00w/p 50.00 75.00 125.00 125.00 125.00 129.50 135.00 139.00 129.50 135.00 139.00 149.50 179.50 115.00 149.50 179.50 115.00 325.00 335.00 345.00 345.00 215.00(2) 355.00 345.00 215.00(2) 355.00	195.00 215.00(2) 195.00w/p 225.00 295.00 305.00 310.00 315.00 325.00 50.00 85.00(2) 89.50 69.50w/p 85.00w/p 50.00 75.00 79.00 125.00 125.00 129.00 125.00 129.00 125.00 129.00 125.00 129.00 125.00 125.00 129.00 125.00 135.00 135.00 115.00 115.00 115.00 115.00 115.00 115.00 115.00 115.00 115.00 115.00 115.00 115.00 115.00 115.00 115.00 115.00 115.00 125.00 115.00 1	200.00 215.00 195.00w/p 259.50 295.00 305.00 325.00 50.00 85.00 85.00 89.50 69.50w/p 85.00w/p 85.00w/p 85.00 75.00 125.00 129.50 1	195.00(2) 215.00 225.00 250.00 305.00 315.00 325.00(2) 50.00 85.00 75.00 85.00 89.50 55.00 69.50w/9 75.00w/9 85.00w/9 50.00 75.00 79.50 125.00 139.00 129.50 135.00 139.00 145.00 149.00 179.50 345.00 425.00 375.00(2) 355.00 375.00(2) 355.00 375.00(2) 355.00	Wms. All Star Base bail, New	Gailery, New	UNITED MERCURY UNITED COMET SH UNITED CHIEF, HI United Leader, M United League S. United Imperial, United Royal, Hi United Classic, M United Classic, M United Classic, M United Classic, M United Classic, M United Star, 10th United Star, 10th United Super 6 Player United 8 Player United 9 Player Chi, Flash Bowle Chi, Crown, Mato Chi, Super Fram Chi, Double Score Chi, Super Fram Chi, Double Score Chi, Super Fram Chi, Double Score Chi, Super Fram Chi, Double Score Chi, Super Fram Chi, Double Score Chi, Super Fram Chi, Super Fram Chi, Super Fram Chi, Double Score Chi, Super Fram Chi, Bowle Star Chi, Super Fram Chi, Double Score Chi, Corown, Mato Chi, Super Fram Chi, Corown, Mato Chi, Super Fram Chi, Corown, Mato Chi, Super Fram Chi, Super	SMUFFLE ALLEY UFFLE TARGETTE GH SLORE \$335.00 Aatch \$345.00 A., High Score 325.00 Match Score 310.00 High Score 195.00 High Score 195.00 High Score 195.00 Myer, Match Score 125.50 Nyer, Match Score 125.50 W/Formica, 7-10 57.50 W/Formica, 7-10 57.50 W/Formica, 7-10 57.50 N/Formica, 7-10 57.50 N/Formica, 7-10 57.50 Neth 115.00 W/Formica, 7-10 57.50 State 145.00 State 155.00 Mile State State 145.00 State 155.00 State 156.00 State 156.00 State 156.00 State 145.00 <
Pacemaker Bowler (Keeney). Royal Shuffle Alley (United). Shuffle Alley, 6 player (Chicago Coin) Shuffle Alley Deluxe, 6 player (United) Shuffle Alley, 6 player (Keeney) Shuffle Alley, 6 player (United) Sir Player 10th Frame (United) Star Bowler (United) Star 6 Player (United) Star 10 Frame, 6 player (United) Super Frame Bowler (Chicago Coin) Super Six Shuffle Alley (United) Super Six Shuffle Alley (United) Super Six Shuffle Alley (United) Team Bowler, 10 player (Keeney) Tenth Frame Special Bowler (Chicago Coin) 10th Frame Super Shuffle Alley (United)	215.00 225.00 250.00 295.00 305.00 50.00 85.00 85.00(2) 89.50 69.50w/p 85.00w/p 85.00w/p 50.00 75.00 125.00 125.00 125.00 129.50 135.00 139.00 129.50 135.00 139.00 149.50 179.50 115.00 149.50 179.50 115.00 325.00 335.00 345.00 345.00 215.00(2) 355.00 345.00 215.00(2) 355.00	195.00 215.00(2) 195.00w/p 225.00 295.00 305.00 310.00 315.00 300 85.00 69.50 85.00(2) 89.50 69.50w/p 85.00w/p 50.00 75.00 75.00 75.00 125.00 129.00 125.00 129.00 125.00 129.00 125.00 129.00 125.00 129.00 125.00 125.00 129.00 125.00 125.00 135.00 355.00 215.00(2) 225.00 119.50 135.00 105.00 119.50 135.00 105.00 119.50 135.00 135.	200.00 215.00 195.00w/p 259.50 295.00 305.00 325.00 50.00 85.00 85.00 89.50 69.50w/p 85.00w/p 85.00w/p 125.00 125.00 129.50 129.50 129.50 129.50 1345.00 355.00 215.00(2) 115.00 119.50 229.50 125.00 135.00 229.50	195.00(2) 215.00 225.00 250.00 305.00 315.00 325.00(2) 50.00 85.00 75.00 85.00 89.50 55.00 69.50w/9 75.00w/9 85.00w/9 50.00 75.00 79.50 125.00 139.00 129.50 135.00 139.00 145.00 149.00 179.50 345.00 425.00 375.00(2) 355.00 375.00(2) 355.00 375.00(2) 355.00	Wms. All Star Base- ball, New	Gailery, New	UNITED MERCURY UNITED COMET SH UNITED CHIEF, HI United Leader, M United League S. United Imperial, United Royal, Hi United Classic, M United Classic, M United Classic, M United Classic, M United Classic, M United Star, 10th United Star, 10th United Super 6 Play United Super 6 Play United Super 6 Player United Super 6 Player United Super 6 Player United Super 6 Player United 8 Player United 8 Player Chi. Holiday, Mat Chi. Triple Score Chi. Flash Bowle Chi. Crown, Mat Chi. Super Fram Chi. Holiday, Mat Chi. Super Fram Chi. Bouble Score Chi. Super Fram Chi. Double Score Chi. Super Fram Chi. Model S National Model S National Model S National Model S National Model S National Model S National Son Filade N.W. 49, 16, 56, Draft or C.O.D.	SMUFFLE ALLEY UFFLE TARGETTE GH SLORE \$335.00 Aarch \$335.00 A., High Score \$35.00 A., High Score \$35.00 March \$50.00 March Score \$275.00 Statch Score \$275.00 March Score \$275.00 March Score \$10.00 Statch Score \$175.00 March Score \$175.00 Migh Score \$175.00 Migh Score \$175.00 March Score \$175.00 W/Formica, 7-10 \$75.50 March Score \$125.00 W/Formica, 7-10 \$75.50 State \$150.00 State \$195.00 State \$195.00 State \$195.00 State \$195.00 State \$195.00 State \$195.00<

CHICACO, Dec. 4. – The Dodgem Corporation exhibited Bullpen, its coin-operated baseball pitching game, at the National Association of Amusement Parks, Pools & Beaches at the Hotel Sherman this week. Bullpen won the Henry A. Icous of





COIN MACHINES

88

DECEMBER 11, 1954









Bright circles are lit numbers. Top card shows all numbers in normal position. Other cards illustrate 3 different ways to straighten out lop-sided line-up by moving first 3 lines of Card UP or DOWN. Players hail Magic-Lines as greatest extra-fun feature in years . . . and back up their

Bally Manufacturing Company, 2640 Belmont Ave., Chicago 18, Illinois

Double your Profits with Double · U · Sales	BINGOS	average of	SPECIALS from REDD
CASCADE ALLEYS \$139.50 SADDLE & TURF 199.50 PALM BEACH 129.50 DUDE RANCH 300.00	5 PALM SPRINGS. Ea	MUSIC WURLITZER 1500\$525 1250250 SEEBURG	KIDDIE RIDES Merry-Go-Rounds \$395 Deco Space Ranger 250 Bally Space Ship 250 Moon Rides Write or Call
Bink's ZIPPERS. \$12.50 ¹⁵ DEPOSIT, BALANCE C.O.D. Double - U - Sales Corp.	2 CHICAGO COIN ADVANCE. Ea. \$225.00 3 CHICAGO COIN HI SPEED CROWN. Ea. 150.00 1 UNITED CLOVER 175.00 1 UNITED LEAGUE 395.00 OHIO SPECIALTY COMPANY, INC. 539 S. 2nd Louisville 2, Ky.	100-C \$650 100-B 565 100-A 375 148-M 95 AMI	BINGO ALLEYS NEVADA
1101 CATHEDRAL STREET Baltimore 1, Md. Telephones: SAratoga 7-4770 Exclusive Distributors for BALLY • ROCK-OLA • KEENEY • CHICAGO COIN	Wabash 2465	E-120 \$595 D-80 485 D-40 385 C 250	GUNS—Special Prices Genco Sky Gunner \$145 Exhibit Shooting Gallery 285
NEW EQUIPMENTNow Delivering Rock-Ola 1442 Hi Fidelity, 50 Selection Rock-Ola 1446 Hi Fidelity, 120 Selection Bally Variety Bally Magic Bowler USED EQUIPMENTReady for Location MUSIC SHUFFLE ALLEYS BINGOS	Wurlitzer Model #1217 Hideaways Send Quantity and Condition, by return mail immediately to:	REDE Exclusive Distributors for	DISTRIBUTING CO., INC. 298 LINCOLN STREET ALLSTON 34, MASS. AL 4-4040 RLITZER-BALLY-UNITED
AMI D-40	BILOTTA DISTRIBUTING CORP. 1226 Broadway Albany 4, New York	NEW KICKER United BANNER \$435 United BANNER HOLID Write BANNER	AY CLASSIC MATCH POOL GOLD CUP \$195 \$285 \$285
Seeburg Model B 500.00 Seeburg Mod. M-108-A 375.00 1015 Wurlitzer (while they last) 75.00 Keeney Bonus Bowler 275.00 Variety Write	COBRA CARTRIDGES Realigned and Resurfaced, 75¢ each. Compare them with new cartridges. Cartridges returned within 10 days.	Bally Bally HI FI SURF C \$385 \$395 CLEANING HOUSE	LUB DUDE RANCH BEACH CLUB M-100-A











THE BILLBOARD

COIN MACHINES

- 93





SCORE LITES WITH TRA IN FORMICA PLAYFIELD!

LOOK! Unbreakable PLEXI-GLASS Score Panel and Shield!

Player by Timing His Shot When Highest Score is lit on the Formica Playfield Gets as Mu '1 as 800 for a Strike in Each Frame! chicago coin's ACTION PACKED BOWLER

High Speed Scoring! Fast Play!

FIREBALL

Contains all the Features of THUNDERBOLT but is played as

a regular Bowler. It's the Most Fascinating Innovation in

30



Easily Adjustable from "Flash-O-Matic" to Advance Scoring!

FOUR DRUM SCORING!

> All 4 Drums **Operate to Score!**

chicago

6.





A Star Sine

I'm not too good BUT I CAN SCORE STRIKES

YOU'VE GOT TO BE GOOD TO HIT THOSE FANCY EXTRA-SCORING

Typical comment, heard on location, tells the play-appeal reason for record-smashing earningpower of newest Bally shuffle-bowling sensations-MAGIC-BOWLER and MYSTIC-BOWLER. Average players hit plenty of Strikes, enough to hold their interest and keep them coming back to try for Super-Strikes. Better-than-average players, who soon get bored with "too-easy" Strikes, find a new thrilling skill-satisfaction in the new thrilling Super-Strike feature. So MORE players play MORE . . . and operators earn MORE! Read the big bowler news below.

Light-up scores

- · Club-styled cabinet
- Adjustable 10 5 frames
- 7-10 Pick-up
- · Last Frame Feature adjustable to allow player to keep shooting as long as he scores Strikes, Super-Strikes
- · Formica playfield
- · Giant realistic pins · Hinged playfield,
- pm-hood and doors-
- Speedy Totalizers
- · Instant pin re-sel
- · Quiet operation
- · Sturdy, trouble-proof mechanism

POPULAR

Speed-Control

SCORE-BOOSTER

Player controls speed of shot-not too fast, not too slow-to ring up highest scores for Spares, Strikes and

the new thrilling SUPER-STRIKES.

How SUPER-STRIKES boost play, profit

PUCK shot along strike-lanes (grey in picture, yellow on actual game) scores Strike. But, if puck stays between lines marked on strike-lanes (black in picture, red on game), score for knocking down all pins is SUPER-STRIKE, listed in center column of backglass, up to a juicy 300.

SUPER-STRIKES increase earning power by attracting and holding extra-skilled players, without discouraging players of average skill. Result is that MORE players play MORE, operators earn MORE.



GREATEST IN-LINE GAME EVER BUILT SEE PAGE 90



GREATEST KIDDY-RIDE OF ALL TIME SEE PAGE 89

WITHOUT MATCH-PLAY



CHOICE OF DIME-A-PLAY OR DIME-A-PLAY, **3 PLAYS FOR A QUARTER** POPULAR SIZE: 8 FT. BY 2 FT.

TO SCORE STRIKES

Mystic-Bowl







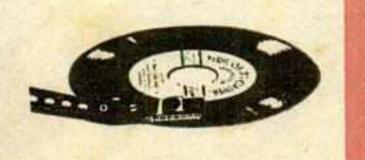
\$ 1 DEPENDABLE magnetic tone in the High Fi J. P.

How Select-O-Matic "100" Music Systems give

LIStenne Lleasur

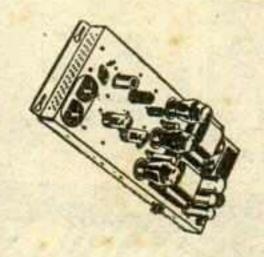
idelity Pickup

This lightweight, spring-tension from 20 to 25,000 c.p.s., assures faithful reproduction of every The key to new listening pleasure! pickup, musical spectrum. with a range



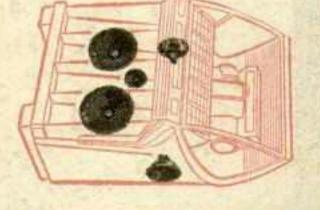
10 **High Fidelity Amplifier**

low distortion characteristics across entire tonal spectrum. 25-Finest amplifier ever built into a coin-operated music system. 20 watt rating. to 25,000 c.p.s. range. Extremely



All-Directional Sound

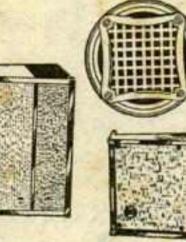
new concept of listening pleasure, Seeburg has integrated five sepa-rate speakers into the cabinet of all directions! To accomplish this Music faithfully reproduced in the Select-O-Matic "100".

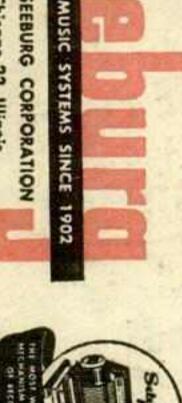


High Fidelity Remote Speakers

4.

line of Seeburg high fidelity re-mote speakers includes recessed, constant-voltage type, per-mitting complete interchangeawall and corner models. All are distribution! The complete new For the finest in scientific sound bility without accessories.





SEEBURG CORPORATION Chicage 22, Illineis



most complete mudic sy

PUNDIO.

America's finest a

