

The Billboard

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

Pens and Tractors From One Vender

New Machines in N. Y. Take Orders, Cash, Then Deliver Gift Items by Mail

By AARON STERNFIELD

NEW YORK, Dec. 18.—Santa Claus has shaken the traditional trappings—whiskers, red suit and jolly chuckle—to streamline operations.

Santa has discovered the push-button.

Two of his helpers—in the shape of glass and metal automatic vending machines—appeared this week in Grand Central Station and Pennsylvania Station and promptly started handing out (for proper coin deposits) everything from Parker pen and pencils sets and five-pound boxes of Whitman's chocolates to two books on the best seller list and toy tractors.

The new machines, which are capable of selling everything from silk pajamas to sealing wax, are called Giftographs, and sell 20 items, all displayed in a glass cabinet case four feet by seven feet high, seven feet wide and two feet deep.

Santa's unique helpers eliminate three of the greatest barriers to product vending—size, shape and cost—and mark what might be a new era in push-button selling.

How It Works

The purchaser decides which item or items he wants, inserts a dime in a slot and waits for a green light which tells him to pull a plunger. When the plunger is pulled, an order blank in an envelope pops out.

The purchaser then enters the code number or numbers of the item or items, his own name, and the person to whom the merchandise is to be delivered on a greeting card. He then encloses the purchase price, seals the envelope and deposits it in another slot that leads to a safe deposit vault.

Orders are picked up by Union News each day, sorted, taken to the firm's stockrooms and filled by mail. No charge is made for gift wrapping.

Exclusive Contract

Giftograph, Inc., a New York firm, was organized for the sole purpose of making the venders for Union News, with which it has an exclusive purchase contract. How-

Film Cartoons' Kidisk Tie-In

HOLLYWOOD, Dec. 18.—The children's record field is expected to achieve its biggest sales potential very shortly with the upcoming television debut of a series of animated cartoons, cued to the sound tracks from children's records.

Record-Toons, Inc., TV film producers, have completed negotiations with Capitol and Columbia Records and acquired rights to approximately 200 kidisk selections for which a series of seven-and-one-half-minute films are to be produced. Further negotiations with the other major recording companies are currently under way and are expected to be consummated shortly.

Bob Fischel, president of Record-Toons, revealed that negotia-

ever, Bob Arnold, in charge of the Union News vending department, said that the unit will eventually be sold to operate with Union News acting as the exclusive distributor.

If the New York locations work out, Arnold said similar vending operations will be tried in other cities where the firm says it has about 1,000 retail outlets.

In any expansion of the Giftograph, warehouses in New York, Chicago and Jacksonville, Fla., will be utilized, with orders air-mailed to the nearest warehouse for processing.

Product Selection

One of the biggest problems to be faced by Union News will be product selection but, by the same token, the Giftograph may aid product selection in the firm's retail outlets.

Initially, products are chosen from the stock offered for sale in the nearest retail center usually from best-selling items. This simplifies the selection problem somewhat, as no special purchasing is required for the Giftograph.

Experimentation will be the watchword, and it will work both ways. For example, the firm may try a silver pen set one week and

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...and a big 1955 to all our friends everywhere from all of us at

The Billboard

FILMERS WANT TV STARS TO PLAY FOR KEEPS

HOLLYWOOD, Dec. 18.—TV film actors are now being offered long-term contracts, ranging from five to seven years, Hal Roach Jr. revealed this week, as telefilm production apparently moves closer and closer toward many practices of the theatrical film industry.

This is only a logical development, Roach contends, since these methods have been derived at thru many years of trial and error.

The Roach did not name which players he has under long-term contracts, he indicated that there were a number of them. It would be foolish for a producer to build an actor into a star during the run of a series and then lose him just when he has reached the

(Continued on page 18)

Mr. J. Q. Grows Up; He's Less Prudish About Music on Air

But Protests Flood Web Acceptance Execs With Complaints of All Types

By JUNE BUNDY

NEW YORK, Dec. 18.—American audiences are growing up, and becoming more liberal and less cautious in their opinions on radio and TV, according to the continuity acceptance chiefs at the five networks.

The men and women who rule on all that is fit to broadcast note a decided trend toward a general public acceptance of entertainment heretofore classified as "adult" or of limited appeal.

Mail Plentiful

However, while the networks now receive less complaints of a narrow-minded or prudish nature, the volume of protest-mail has risen sharply since the advent of TV. In fact, NBC's continuity acceptance director Stockton Helffrich estimates that despite video's relatively brief life span, he has already received more "gripe" mail from TV viewers than he has from radio listener in the last 20 years.

The continuity acceptance exec functions on many levels and has the final say on the content of all commercials, script content (both

film and live), song lyrics and costuming presented on radio and TV. In view of the unusual scope, and responsibility of the post, it's rather surprising to discover the trade as a whole is unfamiliar with the men and women who hold these jobs.

Acceptance Execs

In addition to NBC's Helffrich, a quintet includes Grace Johnsen, ABC; Walter Law, Mutual Broadcasting System, and Alice Guego, Du Mont. CBS has two continuity acceptance chiefs—Don Ball for radio and Herbert Carlboig for TV. All five, of course, have editing staffs here and in branch offices across the country.

Attention was focused on the music clearance prerogatives of these execs recently, when ABC seconded deejay Martin Block's on-the-air condemnation of Rosemary Clooney's waxing of "Mambo Italiano."

ABC's music clearance director Harold Parkyn screens all songs at that web, with Mrs. Johnson entering the picture if he has any doubts about the acceptability of their lyric content.

Edna Turner checks tunes at NBC, reporting directly to Helffrich, while music copyright chief Clark Harrington okays songs for both radio and TV at CBS.

Card File

Unless one of the above has cleared it, a song can't be aired over any of the five radio and TV networks. At NBC, tune titles are listed in a card-index file on which Miss Turner has noted lyric changes (if any). If a tune isn't listed, it must be checked further with Helffrich's department before it can be used on the air. If a tune has previously been judged "unacceptable," the card notation merely reads "must be rechecked" in line with Helffrich's theory that public moods change from year to year and a song lyric that was

(Continued on page 14)

NBC Focuses On Small Fry

NEW YORK, Dec. 18.—In a move to program children's radio and TV entertainment on a more scientific basis, NBC is mapping a project to determine the effect of all media on small fry. In order to avoid any inferences of self-interest, NBC has been trying to interest an outside foundation in such a project for some time.

The network is negotiating with a third foundation (two others turned it down) which may accept the commission. This is the outgrowth of NBC's dissatisfaction with past surveys which, to the web's way of thinking, have turned up "viewing habits" of youngsters, but have made no attempt to find out what these habits are doing to them. NBC's continuity acceptance department hopes to find a guide in determining exactly (if any) what "harmful" elements should be edited out.

NEWS OF THE WEEK

Top Records of Year Listed In

Recap of The Billboard Charts . . . A recapitulation of The Billboard weekly charts listing the best-selling and most-played records highlights the top records in the popular, country and western, and rhythm and blues fields. Listings are shown according to retail sales, disk jockey plays and juke box playsPage 13

MCA, Cetlin-Wilson Land 1955 Indiana State Fair Contracts . . . Cetlin & Wilson will return to the Hoosier fair where it had played seven straight years up until last year, when the Gooding Amusement Company held the contract. Signing of MCA for the night grandstand show marked the first time in more than 20 years that the Barnes-Carruthers Theatrical Enterprises, Inc., Chicago, had not been awarded the night grandstand show contract.Page 42

Beer Sponsors Undertake Expensive Reworking of TV Film Commercials . . . Beer sponsors will have to either junk or reedit their film commercials to eliminate drinking scenes in line with suggestions originating in congressional circles. The result will be the loss of vast sums of money spent for commercials many of which no longer will be of any value.Page 6

Gleason, Berle Due For New Time Slots In New Shows . . . CBS-TV and NBC-TV are expected to use Jackie Gleason and Milton Berle, their respective properties, in time slots next season which will help buttress their programing line-ups on weak evenings. Both will be doing new half hour film shows.Page 2

TV, Inc., Station-Owned, Set Up As Film Buying Combine . . . A new TV station film buying co-op named TV, Inc., goes into action January 2. Completely station-owned, it now has 50 members and is shooting for 100. TV, Inc., appears to be the most ambitious attempt so far to realize the advantages of a buying combine for small markets.Page 7

ABC-TV Planning New Walt Disney Kiddie Program . . . Capitalizing on its success with Walt Disney, ABC-TV this week was planning a new one-hour kiddie strip for next fall to originate from Walt Disney's California amusement park.Page 2

Combo Juke Box-Record Vender Bowed for Bistro, Retail Outlets . . . Present plans call for tie-in between head of major vender manufacturer and major juke box manufacturer on production of new unit. Device has capacity of 480 45 r.p.m. disks, 40 for each of 12 selections.Page 57

Music Ops in Midwest Continue To Map Dime Play, P-R Programs . . . Detroit public relations program gets under way December 20 in local newspapers, radio spots, disk jockey shows to explain reasons for move to dime play. Nebraska operators hold biggest State-wide meet to discuss dime conversion plans.Page 57

General Sarnoff Sees Annual Disk Volume As Hitting \$300 Million . . . The record industry will reap some \$300 million in retail sales next year according to the year-end statement issued by Brigadier General David Sarnoff, board chairman of the Radio Corporation of America. General Sarnoff also predicted a sale of 10 million radio sets in the coming year.Page 13

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Berle, Gleason Half-Hour Film Shows to Get New Time Slots

By LEON MORSE

NEW YORK, Dec. 18.—NBC and CBS will use their respective video aces, Milton Berle and Jackie Gleason, to bolster their programming line-ups in weak spots next season. Both will go to film for half-hour formats, Berle's being as yet undetermined and Gleason's "The Honeymooners" to be under potential banner of Buick, which seems about to drop its sponsorship of Berle to switch over to Gleason.

Berle is to be moved from his Tuesday 8-9 p.m. hour into an acceptable half hour later in the week. The comedian would like to use Tuesday 8:30-9 p.m., but

NBC wants to retain the full hour for the same programming pattern—comedy. And so he is probably to be shifted into a time period later in the week when the network can use his comedy talents to greater advantage. There would be several spots available on Saturday nights where the web is taking a terrific drubbing up to 9:30 p.m.

Buick's yen for Gleason has been well publicized, with several stories stating that the advertiser is prepared to spend in the neighborhood of \$10,000,000 for time and talent over a two-year period on a show starring him. Gleason has a contract with CBS; consequently any additional show he does must be presented on that network.

It is also certain that his present hour on Saturday 8-9 will continue next season. The hour show supports the entire line-up that evening and must remain there for that reason, aside from its profitable aspects—and there are many. It has been reported that Gleason would like the new show to go into Saturdays 9:30-10, now occupied by "My Favorite Husband," and only a half hour after he finishes his hour presentation.

Web Against It

But the web's programming toppers may convince Gleason that he

would be wiser to go earlier in the week with his new stanza so as to split his impact. Too much of any one personality may be difficult to take, as vider has found out in the past. In addition, CBS has serious programming difficulties on Tuesday and Wednesday evenings. A half hour of Gleason on either of these two days would be of substantial benefit and give CBS the kind of a lift it needs.

The Buick-Berle relationship seems to be at an end even if the advertiser's negotiations with Gleason do not culminate successfully, and at this moment, it seems certain that they will not. There have been numerous complaints by Buick dealers against Berle, tho he has more than given satisfaction during the past and previous seasons. It also may be that the brass at the Kudner agency, which represents the account, feel that Berle can do as strongly in a half-hour format. The agency's programming toppers apparently think that Gleason should oustrate Berle next season or they would not have made such publicized overtures to him.

Gleason, in any event, is the hottest comedian in TV today and his tomorrow should be a prosperous one, thanks to Buick.

8 TV STATIONS, BUT NO OUTLETS

SCHULENBURG, Tex., Dec. 18.—Despite the fact that this town has no television station, local residents can take their choice of reception from eight TV stations. Normally, reception is said to be very good. Stations from Houston, Austin, Galveston, Temple and San Antonio can be received. Victoria, near here, has been approved as the site of a TV station and will make nine that this town can receive.

Tums Take on Vacant GF Seg

NEW YORK, Dec. 18.—The Lewis Howe Company this week took NBC-TV off the hook when it purchased Tuesday, 8-9 p.m. on January 4 to bankroll a post-holiday show to advertise Tums. Featured in the variety program will be Jack Carter, Teresa Brewer and a few strong supporting acts.

The hour was one of two returned by General Foods to the network. The advertiser had bought nine hours during the entire season, but found itself unable to use two of them. Sweets Corporation of America bought the hour.

Mars Candy Co. Eying Autry's 'Buffalo Bill Jr.'

NEW YORK, Dec. 18.—Mars Candy was this week reported to be close to buying a new half-hour Western, "Buffalo Bill Jr.," to be produced by Gene Autry's Flying A Productions. The show, which is now in pilot-film form, stars young Dick Jones, featured player of Flying A's "Range Rider." It is understood that production has been completed on "Range Rider," which frees Jones for the "Buffalo" assignment.

It was speculated here that Mars would take on a co-sponsor, since its ad budget does not warrant a full national ride on such a show. It is not known how the show will be marketed. Mars' agency is Leo Burnett, which has a predilection for spot booking.

Flying A shows are distributed thru CBS-TV Film Sales.

Revlon Would Pact 'Danger'

NEW YORK, Dec. 18.—Reports this week had Revlon on the verge of buying the open half of "Danger" from CBS-TV. The mystery show, which shortly goes into 10-10:30 on Tuesdays, is now half sponsored by American Motors. Block Drug, the longtime bank-

(Continued on page 10)

NBC Slates Sacks For New Web Job

By SAM CHASE

NEW YORK, Dec. 18.—Manie Sacks this week was reported slated for an important new assignment at NBC. The web's board is slated to meet on January 7, at which time his shift of duties is apt to be confirmed officially.

Altho the exact title of his new job has not yet been set, it's understood that it will involve key functions. Sacks, currently a vice-president of the network, altho without portfolio in the sense of having a clearly defined departmental responsibility, also is staff vice-president of Radio Corporation of America and vice-president and general manager of the RCA Victor record department. He's expected to relinquish the latter assignment when his new NBC duties have been defined.

Long-Vacant Post

There already is some speculation that Sacks may be named to the long-vacant post of veepee in

ABC'S NEW ATOMIC WEAPON

Disney Plots New Hour Strip Show And Perhaps Others on Fall Sked

By JACK SINGER

NEW YORK, Dec. 18.—ABC-TV's biggest programming gun, Walt Disney, will fire another major TV broadside next fall in the form of a new hour-long, across-the-board late afternoon kiddie strip, according to plans now being blueprinted.

The new Disney stanza, reportedly slated for the 5-6 p.m. spot in competition with NBC-TV's "Howdy Doody," would be in addition to the present "Disneyland" once-a-week evening film show. The new kiddie show would originate from Disney's amusement park in California, which will be built during the coming year.

Disney's already-established tremendous appeal to the younger set, when combined with the small fry entertainment facilities to be offered by the amusement park as background, is calculated to provide ABC-TV with one of the most powerful lines of children's pro-

gramming yet to hit the air. So goes ABC's thinking.

ABC's deal with Disney has already proven itself one of the coups of the year. The reception the public and press have accorded the Wednesday night "Disneyland" has boosted the network's status in the industry mightily. Coin-wise, the stanza seems slated to pour into the web's coffers quite a healthy hunk of change for a long time to come.

Five Hours Weekly

ABC-TV's plans to offer five hours per week of Disney kiddie fare next fall poses the question of how far the web is prepared to go in utilizing to the fullest the services of Walt Disney. Whether the network will stop there or will come up later with still more pro-

gramming created by Disney is open to conjecture.

Another interesting question is whether or not there is a certain point at which the public can become satiated with Disney product. How much of Disney can the public take without losing some of its appetite for Disney fare?

Disney, of course, never faced this problem in his theatrical career. For the amount of his theatrical product is relatively small when compared with the output he will have to feed TV over the course of a year.

Disney's amazing versatility—as demonstrated by his offering of such different types of material as the True-Life Adventure series and the animated cartoons—may solve this problem, if it exists. Reports

(Continued on page 10)

Hooper Firm Will Remain Unchanged

NEW YORK, Dec. 18.—The C. E. Hooper, Inc. rating organization will carry on in the future without change, despite the death of its founder and president, who was killed this week in a tragic boating accident on Great Salt Lake, Utah.

James Knipe, who assumed the post of general manager of the firm during the past year, will continue to head the operation pending any future change in the structure of the company. General belief is that no major switches are likely, inasmuch as the firm is almost completely co-owned by the late rating chief's family, with Knipe holding a comparatively small interest. Knipe is expected to be named the firm's permanent head when formalization of his position is deemed necessary.

Meanwhile, all plans which were in the works prior to Hooper's death will be carried on, including the recently-announced commercial rating project, which is to be launched next February. All present personnel will remain the same. Hooper, during the past

year, had Knipe relieve him of most active operating duties while himself moving more into the realm of planning and special projects.

Hooper, 56, was for years synonymous with ratings of radio and TV programs, which his firm issued as "Hooperatings." He got into the field in 1934, as president of Clark-Hooper, Inc. From the start, the Hooperatings became a hot issue, and later were a major source of reliance by the industry as a guide to how shows were faring. Hooper was the first to use the coincidental, or telephone survey, method of counting noses for the broadcast field.

The national Hooperatings, covering network radio, disappeared in 1950, when Hooper sold this service to the A. C. Nielsen Co. In recent years, the Hooper organization had concentrated on city rating reports for radio and TV.

Hooper is survived by his widow, Mrs. Emily Judson Hooper, and a daughter, Mrs. Charles Peckham. Services were scheduled for the Presbyterian Church, Noroton, Conn., at 2 p.m. today (18).

KINGFISH

CBS Film Seg Gets Sponsor In Own Family

NEW YORK, Dec. 18.—Freeman Gosden and Charles Correll this week moved back into the network video swing when their newest creation, "The Adventures of the Kingfish," found itself an advertiser in CBS-Columbia, the set manufacturing division of CBS. The vidfilm program will go into the Tuesday 8-8:30 time period on January 4 on the CBS-TV network.

Gosden and Correll will consequently find themselves with a half-hour network show, plus a red hot syndication property. "Amos 'n' Andy," as well as a half-hour strip on CBS Radio in the evenings. The creators of blackface situation comedy will thus find themselves in the strongest positions of their career.

"The Adventures of Kingfish" was sparked by the success of "Amos 'n' Andy" in syndication. The latter program is now in 102 cities and is the most successful property of CBS-TV Film Sales in terms of circulation. The new show places the emphasis on Kingfish, as its title indicates, instead of Amos or Andy.

WSYR-TV Color Cast

SYRACUSE, N. Y., Dec. 18.—WSYR-TV here became the first TV station in Central New York to originate a local color cast Friday (17), it was announced by Station President and General Manager R. Vadeboncoeur.

The station transmitted commercials, promotion spots, local news, sports and a half-hour dramatic program, all in color. One of the highlights of the day was a congratulatory message given on the air in color by Syracuse's Mayor Donald Mead.

The Billboard

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

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2160 Patterson St., Cincinnati 22, Ohio

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

Vol. 66 No. 52

Sarnoff Says 1954 Is RCA's Biggest Year

NEW YORK, Dec. 18.—RCA will do the largest volume of business in its 35-year history, Brig. Gen. Sarnoff said this week in a year-end statement. Sales of products and services during 1954 will amount to \$930 million. Net profits before taxes will be approximately \$84 million and after taxes about \$40 million, said Sarnoff.

Gen. Sarnoff listed major developments in 1954. He said these were compatible color TV, the RCA 21-inch tube and new set, the RCA magnetic TV tape recorder, electronic light, electronic light amplifier, transistors and high fidelity instruments and records.

The industry topper expects the electronics industry as a whole to lift its 10 billion dollar volume by 10 per cent during 1955. He also believes that 6,000,000 more black and white sets will be sold, lifting the number in use to 38,000,000 by the end of the year.

Gen. Sarnoff also stated that the magnetic TV tape recorder demonstrated by RCA during 1953 will make its debut during the coming year. He said that an RCA TV tape-recording unit will soon be installed by NBC for field testing as a simple, rapid and economical means of storing complete TV programs for rebroadcast.

Cody Pfanstiehl, promotion director for WTOP-TV, Washington, will become public relations director for WTOP, Inc., on January 3. Robert M. Adams, promotion and advertising manager of NBC stations in Washington, will replace Pfanstiehl as WTOP-TV's promotion director.

RESTLESS PEOPLE

Clifford Dillon, former vice president and copy chief of Sullivan, Stauffer, Colwell and Bayles, has joined Compton Advertising as vice president and creative executive. . . . Ferdinand Ziegler, has resigned from The Biow Company to join McCann-Erickson, Inc., in its New York office as manager of the sales promotion department. . . . The Katz Agency, national advertising reps, has added four men to its TV sales staff. Charles F. Abbott Jr., Frank J. McCann and Saul Rosenzweig have joined the New York office, and David S. Abbey the Chicago staff.

James McMenemy has left his director-producer job of the Bobby Benson TV and radio shows to join the television production staff of Sullivan, Stauffer, Colwell & Bayles. . . . Thomas Byrne, formerly of The Biow Company, has joined McCann-Erickson on the Bulova account and will handle administration. . . . Aldis P. Butler, vice president of Young and Rubicam, has been placed in charge of the Detroit office of the agency, where he will also be account supervisor of the Lincoln-Mercury division.

Bill Williams, WNEW, New York, deejay will emcee the new "Meet Me at the Copa" show which has been created by Jules Podell, Copacabana prexy, in cooperation with Advertisers Association of America. The show will emanate from the Copa lounge and will be viewed on TV station WATV. . . . Jack Haskell, baritone, returned to the "Morning Show" last week and will appear daily with Jack Paar. . . . Jack Begon, NBC news department's Rome correspondent, is cutting short his vacation in the U.S. by one month to fly back to Rome this week to cover the illness of Pope Pius XII.

Bricker Group Maps Stiffer Probe Questions; Kilgore Eyes 'Monopoly'

By BEN ATLAS

WASHINGTON, Dec. 18.—The Bricker subcommittee probing TV-radio networks is ready to raise a new head of steam which the probers hope will sizzle even hotter after the 84th Congress gets under way.

The TV networks and the Federal Communications Commission will soon face a fresh barrage of subcommittee questions, tougher than any already tossed by the Bricker staff, it was reliably learned in FCC quarters.

Altho Sen. John W. Bricker (R., O.), who heads the Senate Interstate and Foreign Commerce Committee and the TV-radio subcommittee, isn't planning to take a personal hand in the probe on the scene here for the balance of the year, FCC-ers say they have already been forewarned of stiffer questionnaires to come from Bricker's staff.

Whether or not this gives the networks' probe enough momentum to stay alive and peppery in the new Congress, the industry never-

theless is in for a busy season on the Hill next year. A separate investigation of the TV-radio industry is already in the blueprint stage on another congressional front even tho the new Congress won't open for another two and a half weeks.

Monopoly Probe Prepped

Sen. Harley M. Kilgore (D., W. Va.), who will head the Senate Judiciary Committee in the new Congress, has already held preliminary conferences in preparation for a full-dress investigation by his committee of "monopoly practices" in TV, radio and the rest of the communications industry (The Billboard, Dec. 18). Kilgore confabed with Howard L. Chernoff, who has been active in the TV-radio station management in San Diego, Calif., and who will be top consultant for the Kilgore committee in the investigation.

Chernoff said he will hold "exploratory conversations" with top industry and FCC officials. He said he intends to "proceed slowly," declaring that "too many investigations in the past have been conducted with a shotgun instead of a rifle."

The Kilgore inquiry will explore the extent of ownership of TV and radio stations by newspapers, networks and sets manufacturers.

May Examine Fee TV

The probe might spread to the fee TV issue. Kilgore said he wanted to look into the practice "of one station tying up two networks, thus denying network programs to another station in the same market," and he indicated he might examine whether toll TV could come to the aid of small station operators. He wondered, tho, "whether the American public would be willing to pay for entertainment which has historically been given to it free of charge."

As the new Congress approaches, both the Bricker subcommittee staff and Kilgore will step up their activities even tho Senator Kilgore must wait until January 5 to take charge of the Senate Judiciary Committee and organize his staff.

The Bricker subcommittee staff intends to turn over a mass of information, some of which has long been regarded by industry as secret, to Sen. Warren G. Magnuson (D., Wash.) when he takes over the chairmanship from Sen. John W. Bricker (R., O.) on the Senate Interstate and Foreign Commerce Committee. The direction which the probe will take in the new Congress will be determined largely by Magnuson's choice of a chairman of the subcommittee. Magnuson isn't expected to head the subcommittee himself, as Bricker did.

NEW CO-OP SALES ANGLE

Stations Set Own Cost Of ABC One-Shot Test

NEW YORK, Dec. 18.—A new twist to the co-op selling pattern is being tested by ABC-TV in its offering of the Kukla, Fran and Ollie one-shot Christmas show. If successful, the web may adopt the new idea to co-op shows offered the year-round.

Basically, ABC's idea calls for each station to set its own program cost for the show as low or as high

as the market will bear. Whatever this figure, the station returns 30 per cent of it to the network as its payment for the show.

The station, of course, will try to set the program cost as high as it can, for it keeps 70 per cent of the amount. The network feels it can get more revenue this way than from the standard practice of putting a set price on the show for each station.

The Christmas one-shot, a one-hour production of James Thurber's fairy tale, "Many Moons," has been offered to 111 stations. To date, close to 60 stations have accepted it. If a station fails to get a sponsor for the show, it doesn't pay the network anything.

Gordon Baking, which bankrolls the across-the-board stanza thru-out the year in four markets, will also sponsor the Christmas one-shot.

Spot Sales for 'Breakfast Club'

NEW YORK, Dec. 18.—ABC-TV's failure to sell its TV version of "Breakfast Club" in quarter-hour segments resulted this week in the web's decision to open the show to participating sponsors. Following the bow-out of Philco last week, the only TV portion of "Breakfast Club" that's sold is 9:45-10 a.m. Tuesdays and Thursdays, to Quaker Oats.

The web will now be offering (Continued on page 10)

Sat. Musicals Mulled by ABC

NEW YORK, Dec. 18.—A new hour-long musical stanza, still in the negotiation stage, is being planned by ABC-TV for Saturday nights, 9-10 p.m. The time slot will be available January 15, when "Saturday Night Fights," cancelled earlier this month by Bayuk Cigars, is dropped from the program roster.

Bayuk meanwhile moved into the web's Sunday night Walter Winchell stanza as alternate sponsor with American Safety Razor. Half of the Winchell show was made available by the bow-out of Gruen several weeks back.

TWO IN THE MARKET?

Paramount, New York City Eye Du Mont's WABD

NEW YORK, Dec. 18.—Both Paramount Pictures and the City of New York are in the market for Du Mont's WABD here, according to reports circulating within the industry this week.

The city would be interested in acquiring the station in lieu of setting up its own educational UHF outlet. By latching on to an existing VHF station, the city would bypass the problem of getting New Yorkers to convert to UHF in order to pick up its educational shows.

Last summer, when WOR-TV was on the block, the other commercial stations here considered the idea of chipping in and buying that station and presenting it to the city as a gift, thereby eliminating WOR-TV as a commercial

competitor. The plan fell thru because WOR-TV's asking price of \$3,000,000 was too steep for the six stations to share.

WABD Higher

With WABD's price pegged at an even higher figure, it seems unlikely the stations will be interested in following thru with their unique proposal. The city, itself, reportedly cannot afford the coin outlay.

How serious is Paramount's interest in WABD is still a matter of conjecture. The movie firm owns KTLA, Los Angeles. It also holds all of Du Mont Laboratories' Class B non-voting stock, which is equivalent to approximately 25 per cent ownership of the Du Mont empire.

Sylvania Loves 'Lucy' in Canada

TORONTO, Dec. 18.—Sylvania Electric this week became the second sponsor to agree to bankroll "I Love Lucy" in Canada. Heinz will pick up the tab for half of sponsorship of the situation comedy north of the border.

Active sponsorship, however, awaits clearance of time by the Canadian Broadcasting Corporation, which is waiting for the pieces to fall into place before it goes into a wholesale revamping of its programming. Such a reshuffle would be necessary to find time for the show.

NEWS IN BRIEF

Reduction of the minimum required power for TV outlets in towns of under 50,000 population from 1 k.w. to 100 watts was proposed by the Federal Communications Commission this week in a move to spur construction of TV stations in smaller communities. In requesting comments on the proposed rule making by February 25, 1955, the FCC seeks information on the cost of operation of low power stations, including those without locally originated programs.

WMAL-TV, Washington, has chalked up a new "first" by moving a TV camera to the 555-foot-high Washington Monument to let the nation's TV viewers watch the lighting of the White House Christmas tree Friday (17). The event opened a three-week Christmas pageant of peace program designed to foster world understanding and world peace.

The growing field of automation, in which special machines largely replace men in manufacturing products, is gaining greater attention from radio-TV engineers. The Radio-Electronics-Television Manufacturers' Association announced formation of an automation committee this week to help standardize radio and TV components for automatic production of radio-TV sets and equipment.

WRC-TV, Washington, had a higher net income in 1954 than in any year since it started to broadcast in 1947, and time sales of Radio Station WRC were the highest since 1948, according to Carleton D. Smith, general manager of the two NBC stations. Smith predicts that increased buying of radio and TV sets and population growth will lead to even better business in 1955.

Manufacturers' sales of TV picture tubes totaled 1,269,674 valued at \$26,597,702 for a new record in October, according to the Radio-Electronics-Television Manufacturers' Association. The total was 9 per cent higher than the previous record in September and 34 per cent higher than October a year ago. Sales of TV picture tubes for the first 10 months this year totaled 7,746,240, compared with 8,501,455 in the same period last year.

The Radio-Electronics-Television Manufacturers' Association released a pamphlet on how to organize industry advisory groups to aid in training and improving the skill of TV service technicians. Aim of the committees will be to establish training courses for radio-TV servicemen in the nation's vocational and industrial schools.

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This One



0021-YF9-YHG1

A Slip 'Twixt Cup and Lip Is NARTB's Recommendation

Actors Drinking Beer or Wine on TV Ads Out; Many Films to Be Junked

By JUNE BUNDY

NEW YORK, Dec. 18.—Beer and wine sponsors are being forced to junk a great number of their commercial films with the concomitant loss of large sums of money, as the result of an unofficial recommendation by the National Association of Radio and Television Broadcasters advising the networks and stations to eliminate all scenes showing people actually drinking beer and wine. The ruling is to take effect at the end of this month.

The suggestion is said to have been the result of Congressional pressure which may have originated, in some measure, from the temperance organizations. The NARTB, at first, passed the advice

along to stations and webs who have acceded to their request instead of facing the ire of the lawmakers and the possibility that some legal action might be taken by Congress.

Tho the actual drinking of alcoholic beverages has been ruled out, actors may be shown holding a glass or pouring beer or wine. Since the strong sell in most film commercials centers about the actual drinking as the means of making customers, this concession won't be of too much help and the emphasis will be placed on copy.

Sponsors Hit

Sponsors most affected are Schlitz, which has "Playhouse of Stars" on CBS-TV; Ballantine, which has used "Foreign Intrigue" for several seasons until its recent buy of Ziv's "Eddie Cantor Comedy Theater"; Schaefer and Ziv's "Favorite Story," and Rheingold with Associated Artists' "Douglas Presents." All these shows are on film, which means that the advertisers, in practically all cases, use a great preponderance of film commercials. On the other hand, Pabst, which sponsors the Wednes-

day night fights on CBS-TV, uses mainly live commercials.

The vast majority of this film product will have to be re-edited or discarded—with consequent financial losses. Film making firms are certain to benefit from the new spate of commercial work which they will receive. Actors will lose some sums they might have picked up as re-run fees on old commercials which are to be junked, but many will gain from new employment created by the need for new commercials.

The showing of drinking in shows presented early in the evening, in some measure, may have occasioned some of the hue and cry now going on about the subject. NBC-TV has got complaints this season about Sid Caesar's drunk routine on his new show, which goes on at 8 p.m., EST.

Last season he did a similar routine, but his show began an hour and a half later and no beefs were received. However, since there is a three-hour time lapse between here and the Pacific Coast, lateness of presentation in New York can still result in young audiences elsewhere in the country.

'Fireside' and Wisbar Clash Over Format

NEW YORK, Dec. 18.—Frank Wisbar and "Fireside Theater" have reached the point of parting company unless Procter & Gamble should hold Wisbar to his contract which still has a number of years to run.

P&G officials have so far not indicated what their attitude will be, altho Wisbar has tendered his official resignation. Final action will probably not be announced until after a full dress conference between sponsor, agency and Wisbar.

Reason for the divorce is apparently twofold: Wisbar feels that after doing 250 "Firesides," dating back to 1948, he would like to turn his attentions to other projects, and P&G, tho the show is doing well with an ARB rating of 31.1, placing it 19th in the nation, would like to institute a policy of using stars for leading roles, while Wisbar believes the present format, emphasizing story line, should be kept.

Vistas Kicks Off 'Fathom'

HOLLYWOOD, Dec. 18.—A science-fiction vidfilm series entitled "Captain Fathom" went into production this week under the banner of New Vistas Productions. First footage going into the can consists of underwater action pix being shot at Weekiwahee Springs in Florida.

Deal has been signed with MCA for distribution of the series, being financed in part by the Healthways Company, manufacturer of sporting goods and skin-diving equipment. Show is being shot in color, and is being produced by Curt Siodmak and directed by Maurice Kline.

Opening half-hour segment, entitled "The Bomb," will feature an atomic submarine.

'High Iron' Pilot Prepped by Martin

HOLLYWOOD, Dec. 18.—Pilot for a new series featuring the romance of the railroads and temporarily entitled "High Iron" is being prepped by Jesse Martin at American National Studios.

Martin is negotiating with several railroads for stock footage to use in the show. Union Pacific reportedly is interested in sponsoring the series in certain markets if execs like the pilot.

Screen Gems Plots 3-Star Anthology

NEW YORK, Dec. 18.—Another new property, a dramatic anthology series, is being offered by Screen Gems as part of a bid to continue next year its phenomenal string of national sales which catapulted it into a leading industry role in 1954.

The new series would star three top players. The stars, not yet selected, would rotate in the lead roles each week. Discussions with various name talent are understood to have already taken place.

The stanza is the third property Screen Gems is offering national advertisers for next year. The others are "Jungle Jim," starring Johnny Weissmuller, and "You Can't Take It With You."

New Departure

In a major departure from its policy of producing only shows which are first sold nationally, Screen Gems has committed itself to go ahead with production of "Jungle Jim" even if no national sale is consummated. If this happens, the firm will for the first time find itself forced to get back production money wholly from syndication sales. The two other properties it is now pitching will not be produced unless Screen Gems first sells them to national bank-rollers.

The firm is ending its year of greatest expansion. It gained the envy of the industry by closing four new national sales this year, a period when competition was tougher than at any time in the past. To distributors who have

found it difficult getting production costs on their new series back in syndication, Screen Gems' national sales have been particularly appealing.

The outfit will start the new year with six nationally sold shows on its roster—four of them on network ("Ford Theater," "Father Knows Best," "Rin Tin," "Capt. Midnight"); one nationally spot booked ("Big Playback"), and one set for national spot booking next year (a dramatic anthology for Falstaff Beer).

Official Distrib 'This Is Music' For J. Denove

NEW YORK, Dec. 18.—Official Films this week acquired "This Is Your Music," the Byron Palmer-Joan Weldon series, for distribution from Jack Denove's Jan Productions. Pacific Telephone is already sponsoring the musical half hour in three Far Western States.

The show is already being pitched to sponsors, with interest said to be running high. It will be available for presentation about the middle of January. Thirteen shows have been produced. Halsey Barrett had been handling the program for national sale until now. He remains, however, as representative for Denove in charge of Eastern commercial sales, contracts and industrials.

'Precinct' for Max Factor

NEW YORK, Dec. 18.—Max Factor this week bought "Paris Precinct" for four major markets—Los Angeles, Denver, Chicago and San Antonio. The show is produced by Motion Pictures for Television and distributed by UM&M.

It is the largest deal so far concluded for the property, with the possibility that Factor will expand his line-up of stations if the film series clicks.

Prockter on West Coast

NEW YORK, Dec. 18.—Prockter Television Enterprises, Inc., has established a permanent West Coast office on the grounds of its American National Studios in Hollywood. Veepee Jerome C. Robinson is being sent out to head up the branch.

American National Studios is currently filming "Treasury Men in Action" and "Man Behind the Badge." The first show is now sponsored by Chevrolet on ABC-TV; the second is in syndication.

THE BILLBOARD SCOREBOARD

Top 25 Non-Network Vidfilm Series, and Their Pulse Multi-Market Ratings

This monthly feature of The Billboard's TV Film department shows the relative standing of the 25 top-rated TV Film series sold on a regional or national-spot basis. The Average Rating is based on the rating scored by each show in the 22 basic markets studied monthly by The Pulse, which markets account for the bulk of U. S. set circulation. Each market is weighted in proportion to its TV population. For additional information on audience size and coverage please consult The Pulse, Inc., 15 West 46th Street, New York.

Rank Order	Title and Distributor of Series	November Rating
1.....	Badge 714 (NBC Film)	16.5
2.....	Gene Autry (CBS Film)	16.0
3.....	Stories of the Century (Hollywood TV Service) ..	15.9
4.....	Superman (Flamingo Films)	15.6
5.....	I Led Three Lives (Ziv TV)	15.0
6.....	Mr. District Attorney (Ziv TV)	14.0
6.....	Annie Oakley (CBS Film)	14.0
8.....	Douglas Fairbanks Presents (Interstate TV)	13.8
9.....	Cisco Kid (Ziv TV)	13.7
10.....	Wild Bill Hickock (Flamingo Films)	13.6
11.....	Ellery Queen (TPA)	13.4
12.....	Liberace (Guild Films)	13.1
13.....	The Falcon (NBC Film)	12.8
14.....	The Whistler (CBS Film)	12.0
14.....	Foreign Intrigue (Sheldon Reynolds)	12.0
16.....	Kit Carson (Coca-Cola Co.)	11.5
16.....	Waterfront (UTP)	11.5
18.....	Amos 'n' Andy (CBS Film)	11.4
18.....	Florian ZaBach (Guild Films)	11.4
18.....	Racket Squad (ABC Film)	11.4
21.....	City Detective (MCA TV)	10.8
22.....	Boston Blackie (Ziv TV)	10.6
23.....	Meet Corliss Archer (Ziv TV)	10.5
23.....	Hopalong Cassidy (NBC Film)	10.5
25.....	Favorite Story (Ziv TV)	10.2

THE BILLBOARD SCOREBOARD

• Top Ten Network Film Shows and comparative rank among all web shows

This feature, which runs once a month in The Billboard's TV Film department, shows the relative standing of the top 10 film shows telecast on a network basis. It also stacks up film shows vs. live web shows by indicating the standing of film programs among all network entries. In the latter column, film shows which did not hit the top 25 among all web programs carry no rank number, but are designated with asterisks. Rating figures are from the latest monthly finding of the American Research Bureau.

Rank Among Web Film Shows	Rank Among All Web Shows	Program	Web	Nov. ARB Rating
1.....	1.....	I Love Lucy.....	CBS.....	51.8
2.....	2.....	Your Bet Your Life..	NBC.....	48.9
3.....	5.....	Dragnet	NBC.....	44.7
4.....	12.....	Disneyland	ABC.....	35.5
5.....	13.....	Burns and Allen....	CBS.....	33.9
6.....	15.....	Our Miss Brooks....	CBS.....	33.0
7.....	16.....	Life of Riley.....	NBC.....	32.4
8.....	17.....	Ford Theater.....	NBC.....	32.1
9.....	19.....	Fireside Theater....	NBC.....	31.8
10.....	21.....	My Little Margie..	NBC.....	30.5

THE BILLBOARD SCOREBOARD

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

This weekly 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 viewers of the type covered they attract per 100 viewing homes. The average multi-market rating for each series is also shown, and is based upon the rating scored by each show in the 22 basic markets studied by The Pulse, which markets account for the bulk of U. S. set circulation. Each market is weighted in proportion with its TV population. On consecutive weeks, these charts show program popularity among men, women, teen-agers, and children.

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

Rank Order	Title and Distributor	Children per 100 Homes	Avg. Rating
1.....	Superman (Flamingo Films)	97	12.6
2.....	Wild Bill Hickok (Flamingo Films).....	95	12.9
3.....	Time for Beany (Consolidated TV).....	94	7.2
4.....	Gene Autry (CBS Film).....	93	13.0
4.....	Rocky Jones, Space Ranger (UTP).....	93	7.0
6.....	Cisco Kid (Ziv TV).....	92	12.6
6.....	Dick Tracy (Combined TV).....	92	4.3
8.....	Hopalong Cassidy (NBC Film).....	90	11.1
9.....	Annie Oakley (CBS Film).....	89	11.1
10.....	Kit Carson (Coca-Cola Co.).....	86	10.1
10.....	Ramar of the Jungle (TPA).....	86	8.3
10.....	Range Rider (CBS Film).....	86	9.9
10.....	Terry and the Pirates (Official Films).....	86	6.9
14.....	Flash Gordon (UM&M)	84	5.8
15.....	Joe Palooka (Guild Films).....	83	5.9
16.....	Badge 714 (NBC Film).....	78	16.6
17.....	King's Crossroads (Sterling TV).....	67	5.8
18.....	The Ruggles (UTP)	62	4.8
19.....	Death Valley Days (Pacific Borax).....	54	11.8
20.....	I Led Three Lives (Ziv TV).....	44	14.3
21.....	Meet Corliss Archer (Ziv TV).....	39	10.6
22.....	Stories of the Century (Hollywood TV Service).....	38	14.9
23.....	All Star Theater (Screen Gems).....	37	4.5
24.....	Life With Elizabeth (Guild Films).....	34	5.9
24.....	My Hero (Official Films).....	34	6.1

Block Drug to Lean on Spot Booked Series

NEW YORK, Dec. 18. — Block Drug intends to become a major user of spot-booked film shows within the next year. The advertiser has cancelled its alternate sponsorship of "Danger" on the CBS-TV network and has immediately purchased the "Whistler" from CBS-TV Film Sales.

Block has already bought New Orleans, Providence, San Diego, Chicago and Cincinnati for the mystery show. It has also ordered New York and will spot the show here, if an acceptable time period opens up. Several other markets are under option too.

Block evidently believes it can do better with spot film than it did with network programing. The advertiser faces the spirited competition of Procter & Gamble's Gleem toothpaste, which has been making heavy inroads into its sales of Amm-i-dent. It feels that by spotting its video advertising it can better meet its sales and distribution problems.

Edward Hall To Vitapix

NEW YORK, Dec. 18.—Edward E. Hall has been named vice president and general manager of Vitapix Corporation. Formerly a key executive in the CBS Radio station relations department, Hall will supervise the general administrative functions of Vitapix, its station-services and time clearance activities.

The execs will work directly with Reub Kaufman, president of Guild Films, which has agreed to supply programing to the Vitapix group of stations. Hall first joined CBS in 1934 as a member of the accounting department. Vitapix also retains the services of Bob Richards as its consultant on station relations.

NBC Sets New 'Gildie' Pilot

HOLLYWOOD, Dec. 13.—Apparently dissatisfied with audience reaction to its "Great Gildersleeve" pilot film, NBC yesterday announced that it has signed producer Robert S. Finkel to film a new pilot for the long-time radio program.

"Gildersleeve" was previewed twice on the net this fall in order to gauge viewer response. The second pilot film, also starring Willard Waterman, will first be aired on January 6.

Ziv Has Cantor Puppet

NEW YORK, Dec. 18.—Ziv-TV is offering a little hand puppet in the likeness of Eddie Cantor for use as a premium by the sponsors of the "Eddie Cantor Comedy Theater." The item can be liquidated for 55c on orders of 100.

NTA Lets Stations Set Contest Starting Date

NEW YORK, Dec. 18. — National Telefilm Associates has revised the rules of its "TV Tic Tac Toe" contest so that each station may set its own starting date. As a result, there will not be any grand national prize, as originally planned. Instead, the value of the national award will be prorated for each market, which will then make its own grand prize.

The reason for the change, according to Harold Goldman, NTA sales vice-president, is that many of the stations claimed they were hard pressed to make the original national kick-off date, January 17.

AN OLD HAND

Jacobs Has Raft of TV Experience

NEW YORK, Dec. 18. — Herb Jacobs, founder and general manager of TV, Inc., the new station film buying co-operative, is a veteran of the TV film industry. He was buying and booking films for a chain of theaters in this region in 1947 when he began to realize the growing impact of TV on the theater business. It was then that he joined Dr. Henry Brown, as general manager of his film enterprises. Brown had just formed Atlas Television to handle 350 two-reel comedies, which it still has. An officer of the firm at that time was Eliot Hyman, now president of Associated Artists Productions.

Jacobs left Atlas to open his own distribution firm with a group of ancient-vintage features. This he subsequently merged with the then new film syndication department of Du Mont.

Quits Du Mont

Jacobs set up the department's sales organization of franchised agents, but quit Du Mont when it acquired its "Scotland Yard" series. (Continued on page 10)

New Block Film-Buying Combine, TV, Inc., Shapes Up in The West

Jacobs Signs 40 Stations, Talks to 10, As Trade Had All But Given Idea Up

By GENE PLCTNIK

NEW YORK, Dec. 18. — The theory of stations' buying film thru a central buyer, which made no noticeable progress over the past year, is due to get its most crucial test in 1955.

While the trade had all but written off the buying combine theory — except for the Katz Agency's Station Films, Inc., which is confined to servicing 22 stations — the most ambitious effort of them all was quietly being organized in small stations throught the West.

The new buying organization, to operate under the title of TV, Inc., is entirely station-owned. The creator and operating head of the firm, Herb Jacobs, has been on the road personally soliciting membership since last March.

TV, Inc., now has 40 station-members, plus another 10 in negotiation. The organization's blueprints call for a total membership of 100 stations. Jacobs said he ex-

pects to have the full complement by the beginning of next summer.

Investment

Each station makes a capital investment in TV, Inc., equivalent to its highest hour-long card rate, to the nearest \$100. The stock is priced at \$100 a share, and is non-assessable. There is only one member per city.

In the operation of the buying office, the stations will be charged a fixed percentage of the gross price of each deal. After the cost of operation is charged off against a year's commission, the money is paid back as dividends to the station-stock holders.

The president of TV, Inc., is Gene O'Fallon, owner and manager of KFEL-TV, Denver. Other members of the board of directors are Joe Floyd, KELO-TV, Sioux Falls, S. D.; Tom Bostic, KIMA-TV, Yakima, Wash.; Gene DeYoung, KERO-TV, Bakersfield, Calif.; Dub Rogers, KDUB-TV, Lubbock,

Tex., and Ed Craney, head of the XL network and manager of KXIF-TV, Butte, Mont.

Jacobs has complete authority to sign deals. But he emphasized that he will not do block buying. He declared that he was opposed to any suggestion that the same film show is appropriate at the same time for a station in the South as well as one in the Northwest.

Dough Saver

Nevertheless, TV, Inc., is designed to save the station and sponsor money. By its sheet concentration of buying power, Jacobs pointed out, TV, Inc., will be able to command more realistic prices. It will have at its command comparable prices in every one of its member markets, and will have ready reference to the circulation and sponsorship potential in each of those cities.

TV, Inc., membership is to consist of stations in the smaller markets only, according to Jacobs. It is in those markets that the distribution cost of a film series can actually run as high as 50 per cent. By selling thru TV, Inc., the distributor's sales cost will become negligible for those hinterland markets, another reason why the buying office can bring the price down.

Jacobs, an experienced film buyer, will send his station bulletins at least once a week giving his commercial evaluation of current film availabilities. He will also be in constant touch with members by teletype.

TV, Inc., officially begins operation January 2, tho he has already made a few purchases on an informal basis.

TV Inc. Lists 40 Stations Now Members

NEW YORK, Dec. 18.—TV, Inc., the new station film-buying co-operative (see separate story), now has a membership of 40 stations, with another 10 awaiting approval of the board of directors. Most of these are in the West, where TV, Inc., was born, but membership is now expanding into the East. Some of these stations had sporadically done buying in combines of two or three stations, but never on a formalized, nation-wide basis.

The stations are: KXLF-TV, (Continued on page 10)

DOUBLE DOUBLE-FEATURE, OR IS IT?

Anyway, WOR Schedules Solid Film Block 7:30 to 1 a.m. Weeknights

NEW YORK, Dec. 18. — As a result of its latest programing decision on its newly acquired Fortune features package, WOR-TV, beginning next month, will be solidly filled with features from 7:30 p.m. to 1 a.m. This is the heaviest reliance that any New York station has yet placed on feature film programing and sets up a new pattern for programing and selling of features.

Varying the successful method established by its "Million-Dollar Movie," WOR-TV will air the English-dubbed Italian pix 9-10 five nights a week in a cut edition and from 11:30 p.m. to 1 a.m. in their full version. The hour-long version, in addition to the 9-10

spread, will get a Saturday and Sunday matinee airing.

The same feature will be shown each night 9-10 and on week end matinees, and then again, in its hour-and-a-half form, the following week for seven nights consecutively. This gives each feature an airing of 14 times within a two-week period.

Each week, except for the week starting January 18, there will be 14 showings of a Fortune feature—seven showings of the same feature in an hour form and seven of another Italian feature in the hour-

and-a-half version. The "Million-Dollar Movie" from 7:30-9 and 10-11:30, complete the schedule.

The station recently acquired the complete package of 82 features from Jules Weill.

Advertising time on the Fortune pix will be sold on a versatile participating basis. An advertiser will be able to buy a minimum of seven 10-second spots a week, either on the 9-10 or 11-1 showings, or close other deals ranging up to a maximum buy of a one-minute spot on each of the 14 showings per week.

Fischel Firm To Produce, Sell Off-Beats

HOLLYWOOD, Dec. 18.—Formation of Fischel Productions for production and sale of several off-beat film series was announced today by the company's founder, Bob Fischel.

Fischel will package five shows in addition to his "Record-Toons" program. The first is "Turf Classics," a 15-minute show utilizing films of races run at tracks throught the country, rights to which have been obtained. Charlie Clifton will host the series on which Jim Narz will call the races.

"The Champions" will be a half-hour dramatic sports series dealing with great sports figures of the present time, who will be presented on the show together with films of their performances.

On "The Cameraman," a semi-documentary review of great news events will be presented. "International Theater" contains 62 Spanish-language films to which Fischel has obtained rights. Sterling Television will distribute this as well as the racing series.

Bill Moor, Wayne Davidson and Elizabeth Alison have been named associate producers.

Christmas 'Shower Of Stars' on Film

HOLLYWOOD, Dec. 18.—Chrysler's "Shower of Stars" will present its Christmas show Thursday (23) on film, the first of the spectaculars to take to celluloid for one of its programs.

The Maxwell Anderson adaptation of Dickens' "Christmas Carol" stars Frederick March as Scrooge and Basil Rathbone as the ghost. The hour-long film was shot in color by Ralph Levy.

Crane Bally Jaunt For 'Space Ranger'

HOLLYWOOD, Dec. 18.—Negotiations are under way to send Richard Crane, star of the Roland Reed production, "Rocky Jones, Space Ranger," on a 13-week Western exploitation tour beginning in January.

Crane would make personal appearances in connection with a merchandising campaign, as well as plugging the program itself. Sponsors would bear a large part of the cost of the tour, it's understood.

Mayers Says Unity Is Not Up for Sale

NEW YORK, Dec. 18.—Rumors circulating within the industry in recent weeks that Unity Television has been sold to a financial syndicate were emphatically denied this week by Arche Mayers, general manager.

Mayers scotched such talk with the statement, "There is absolutely no truth to the current wave of rumors that the present status of Unity is to be modified or changed. Ordinarily, I would not dignify such gossip with a denial, but in the interests of our customers and employees, we deem it best to make this official statement and lay to rest all talk concerning this unfounded speculation."

Despite the fact that it has not acquired a single new feature in all of 1954, Unity grossed more this year than it did in 1953, when it came up with its "Plus 80"

Reasons Cited

The reason for this, according to sales chief Len Firestone, is that the firm this year concentrated on library sales of its features. This brought in more money, because of the quantities of film sold, than

was grossed in 1953 when the firm's sales efforts were concentrated on the "Plus 80" package.

Additional revenue was picked up this year by selling the "Plus 80" package to markets that were by-passed last year because the right deals could not be closed. Unity's "Len Firestone Drive," which was launched in the last few months of this year, put a "we won't turn down any reasonable offer" concept into effect. As a result of these factors, the firm found its grosses healthy, according to Firestone.

And Next Year?

One question posed by these facts, however, is what is in store for the firm next year. Its present roster of feature properties, while by no means completely played out, cannot be expected to continue paying off forever.

According to Mayers, however, Unity will start the new year with "over \$3,000,000 in signed contracts to be serviced in 1955."

The firm is known to be in the market for several new packages of first-run features.

THE BILLBOARD SCOREBOARD

Pilot Films in Production Since October 1

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

Name & Type of Show—Star—(C Denotes Color)	Time Running	Shooting Date	How Selling
CINE-TELE PRODUCTIONS, 6327 Santa Monica Blvd., Hollywood 38			
Highway Romance—Docum. (C)	26:00	12/1/54	National
JACK CHERTOK PRODUCTIONS, INC., 1840 N. Las Palmas, Hollywood 38			
Calling Terry Conway—Comedy—Ann Sheridan	30:00	Completed	—
VOLCANO PRODUCTIONS, 1840 North Las Palmas, Hollywood 38			
Dateline Tokyo—Drama—Dane Clark	26:30	Completed	—
Daniel Boone—Adv.—Touch Connors	26:30	11/4/54	—
SCREEN GEMS, INC., 233 West 49th St., New York			
Celebrity Playhouse—Drama—Various	26:30	1/55	Synd.
Jungle Jim—Adv.—Johnny Weissmuller	26:30	1/55	National
DALTON FILM COMPANY, 813 Baniel Building, Tulsa, Okla.			
Romance of Julia Dalton—Western	30:00	Open	—

THE BILLBOARD SCOREBOARD

Other Films in Production Since October 1

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

Name and Type of Program (C) Denotes Color	Running Time	Date Shooting	How Selling
HARTLEY PRODUCTIONS, INC., 28 West 47th St., New York 36			
Chain Cooking—Women's (C)	12:30	8/54	—
How to Do It With Flowers—Women's (C)	12:30	10/54	—
HOLLYWOOD TELEVISION PRODUCTIONS, 505 Fifth Avenue, New York			
The Window Beautiful—Women's (C)	13:30	11/54	Free
DALTON FILM COMPANY, 813 Baniel Building, Tulsa, Okla.			
Tevio—Misc. (C)	30:00 & 15:00	Open	—
PETER ELGAR PRODUCTIONS, INC., 18 E. 53d St., New York			
The Schaeffer Story—Docum. (C)	20:00	Completed	—
From the Atlantic to the Pacific—Docum. (C)	30:00	Completed	—
KLING FILM PRODUCTIONS, 1848 W. Washington Blvd., Chicago			
The Ice Cream Maker—Animated (C)	10:30	12/10	—

STRIPPING IN AFTERNOON

KRON Using Syndicate Film Plan in Day Slots

SAN FRANCISCO, Dec. 18.—KRON-TV is extending its successful strip programming of syndicated films into the afternoon. Next week the station will install the multi-week theory in the 1-1:30 p.m. strip, which for the past four years has been occupied by Bonnie Keever's "Designs for Leisure." From now on, the Monday, Wednesday and Friday segments will be titled "Designs for Mystery," with Miss Keever continuing to serve as hostess.

The first film series to be used in this schedule will be "The Lone Wolf," which KRON-TV bought under United Television Program's new "Smash Plan," which, as a matter of fact, was inspired by KRON's booking of "The Falcon."

Norman Louvan, KRON-TV sales manager, who is supposed to have masterminded this concept, said he believes that scheduling film mysteries in the afternoon will not only get him a bigger share of the existing daytime audience but will draw an entirely new audience of housewives who heretofore have not been interested in the type of daytime fare available.

Miss Keever's "Designs for Leisure," the local live show featuring the Dick Lane Trio, will continue as is on Tuesdays and Thursdays.

The station started the strip film plan a couple of months ago by booking NBC Film Division's "The Falcon," 11-11:30 p.m., Monday thru Friday. The pay-off, accord-

TV Film Council Elects Schneider As 1955 Prexy

NEW YORK, Dec. 18.—John J. Schneider, Biow account exec, has been elected president of the National Television Film Council for 1955. He replaces Mel Gold, who steps down after having served as president four years and chairman of the board two years.

In addition to Schneider, other officers for next year are William Reddick, executive vice-president; Sidney Mayers, executive secretary; Sam Spring, treasurer; Beulah Jarvis, general secretary; Arche Mayers, distribution vice-president; Bert Hecht, production vice-president; Jim Ellis, agencies vice-president; Ardiem Rodner, stations vice-president; Ken Cowan, membership vice-president, and Lou Feldman, laboratories vice-president.

The board of directors consists of Dr. Alfred N. Goldsmith, Sally Perle, Harold Dumont, Waldo Mayo, Herb Golden, Victor Seydel, David I. Pincus, Charles Carpenter, Marshall Rothen, Kern Moyse and Michael Sillerman.

Big MCA-TV Library Push, Merger Due

NEW YORK, Dec. 18.—It appears that United Television Programs has not made more than a couple of "Smash Plan" sales other than the one to KRON-TV, San Francisco. The reason for the hold-up is understood to be the imminent merger with MCA-TV.

Whether or not the "Smash Plan" will be continued once the UTP operation falls under MCA-TV's wing has not yet been made clear. But it is expected that the re-organized MCA-TV will tool up for an all-out drive on station library sales.

For the past year and a half, MCA-TV's library sales, which have grown steadily in volume, have been the job of one man, Lou Friedland. Once the UTP merger is official—and there appears to be nothing to prevent the final signing next week—MCA-TV will have the most massive half-hour library in the business.

It is understood that MCA-TV plans to set up a separate sales division for library sales. Under this arrangement, it is understood, there will be one man in each territory doing nothing but pitching to stations.

International Gets Pix for So. America

NEW YORK, Dec. 18.—The program exporting firm set up by Adrienne Douglass early this year has picked up two TV film series for sale in Latin America. In five-year deal with Ben Frye's Studio Films it acquired 1,200 musical shorts, and from Bing Crosby Enterprises it got "The Chimps," on which it is putting a Spanish soundtrack.

Mrs. Douglass is now looking for 13 half-hour dramatic films, which she would have dubbed in Mexico. She estimates that the total yield now possible from Latin American sales is around \$1,500 per film.

Her company, International Radio & TV Programs, has now been incorporated here. Named secretary-treasurer of the company is George Caputo, head of Master Film Distributing, an import-export outfit. Caputo will be in charge of Latin American sales. He is making a tour of those countries now, and while there is opening a branch office in Buenos Aires.

REVOLVING DOOR

James Mitchell, Mitchell Associates topper, has moved his film production consultant firm to Detroit from the West Coast.

Sherman Adler, formerly of WMCT, Memphis, Tenn., has joined the NBC Film division sales force. Adler has been assigned to the NBC Film division's Eastern regional sales office.

Inspector Robert Fabian, hero of the "Fabian of Scotland Yard" show, distributed by Telefilm Enterprises, will give an off-the-record talk to the Dutch Treat Club next Thursday (23). . . . Merriman Holtz Jr., until recently manager of co-operative programs and film sales for the Du Mont TV net, will join his father on January 1, to become part of his organization, Northwest rep for Guild Films and Pictures, Inc., prexy.

Mastercraft Film Productions have opened a new studio in Syracuse to handle animations for TV in both color and black and white. Williams Wright, who was associated with the Walt Disney studios in Hollywood for more than 18 years, has joined Mastercraft as animator. . . . Screen Gems has signed Peter Hansen, Laurie Carroll and John Gallaudet for the top supporting roles to Larry Parks in "No Time for Love," on Ford Theater.

PRODUCTION NOTES

By BOB SPIELMAN

Bob Dennis, creator of "Passport to Danger" and "China Smith," is peddling a new series entitled "Rolling Stones." Situation-comedy, it concerns itself with the adventures of a father and daughter who roam around the country in a trailer. Tentative commitments have been obtained from Cecil Kelloway and Pat Crowley if Dennis can sell the idea, but, moans he, it took "Passport" seven years to get into series form.

"Big Town's" Trudy Wroe graces the calendars being distributed by Bireley's beverages for next year.

NBC is interested in Bob Clampett's "Time for Beany," appearing in Los Angeles on Station KTTV. Latter, in the meantime, is readying a new Sunday show featuring Neville, philosopher, author and lecturer.

Hal Roach Jr. plans four features next year, including theatrical takes of either "Racket Squad" or "Public Defender" and "My Little Margie," which would be done as a musical. Roach had intended to do features this year also, but vidfilm business was so good that he never had time for them, and same may apply for 1955 also.

Funnies situation comedy of the week occurred at California Studios when Burgemeister shipped 16 cases of beer onto the lot for use in a commercial. Brew was delivered to Ziv-TV by mistake, which distributed it to employees as Christmas presents.

Initial scripts of a projected new TV series have been completed by Elsa Schallert, wife of the L. A. Times Dramatic critic. Show would deal with feminine figures in the Bible.

Latest "Big Town" segment, "Hurricane," required three technical experts, including a U. S. Marine captain and weather bureau expert.

Story editor Henry Greenberg of "Public Defender" reports that more and more top writers are being lured from theatrical pic lots to TV because of steadier work which results, in many cases, in higher pay. One of most dramatic "Defender" stories had to be nixed last week when it turned out accused has a seven-year-old son who is unaware his father's present residence is San Quentin.

Pioneer film star Victor Moore will enact role of pioneer film star in "So This Is Hollywood" series, which will mark his vidpix debut.

"Celebrity Theater" producers Mel Epstein and William Sackheim have bought five original stories and signed three writers for their anthology series which will go into production in March.

Television series is being contemplated by Rex Allen, who is reading scripts for the projected show. Allen would portray either a brand inspector of the early 1900's or an early Western dentist.

TV FILM PURCHASES

Station WBAY, Green Bay, Wis., and WREX, Rockford, Ill., purchased NBC Film Division's "Badge 714" this past week. The Marlin Brewing Company will sponsor "Inner Sanctum" over WDBO, Orlando, Fla., and Heidelberg Beer will pick up the tab for "Life of Riley," A & C series, in the Eureka, Calif., market. "Sanctum" was also sold to WKJG, Fort Wayne, Ind., and KTTV, Los Angeles.

Other NBC Film sales include: "Hopalong Cassidy," series A & B to WKY, Oklahoma City; News Review to WRGB, Schenectady, N. Y., and KOMO, Columbus, Mo. "The Falcon" was sold to WDAK, Columbus, Ga., and WFAL, Tampa, Fla.

During the month of November, Sterling Television Company sold 24 different shows to 99 stations across the country. Included in the sales are two plays each of 100 programs of "Movie Museum," scheduled across the board by KRCA, Los Angeles. Also included are sales of Christmas films to 56 stations.

New sales reported of the INS-Telenews TV film service are KCKT, Great Bend, Kan., for the daily film service, and KTVA, Anchorage, Alaska, for the weekly review to be shown both in the Anchorage and Fairbanks, Alaska, markets. The special INS-Telenews feature film, "Football Upsets of the Past 20 Years," narrated by Harry Wismer, has been sold to three more markets. They are: WFIL, Philadelphia, for sponsorship by Schaefer Beer; KOMO, Seattle, for Standard Furniture Company, and KCNC, Amarillo, Tex.

"Little Rascals," Interstate TV's property, has been sold to WCCO, Minneapolis; WBKB, Chicago; WTVO, Rockford, Ill., and WPIX, New York. "Rascals" was previously sold to 11 stations. "Hans Christian Andersen" has been sold to WMIN, St. Paul, Minn.; WTOP, Washington, and KMBC, Kansas City, Mo. Interstate also sold its "Ethel Barrymore" series to KOMU, Columbia, Mo.

CBS TV Film Sales this past week sold "Amos 'n' Andy" to WCOV, Montgomery, Ala., for the Southland Provision Meat Packers and to KSLA, Shreveport, La., for the Shreveport Refrigerator Company. "Gene Autry" was sold to KXJB, Valley City, N. D., under the sponsorship of Regan Brothers Company, Station WBNS, Columbus, O.; WJAC, Johnstown, Pa.; WDTV, Pittsburgh, and WOAY, Oak Hill, W. Va., all have contracted with CBS for the News Review.

Sales of "Championship Bowling," a Walter Schwimmer Productions property, continued steadily with the addition of seven markets in the last two weeks. The sports series was bought by the following markets: Houston; Los Angeles; Lafayette, Ind.; Madison, Wis.; Rochester, N. Y.; Scranton, Pa., and San Diego, Calif. These sales brings the total number of markets to 51.

Illinois Bell Telephone Company bought MPTV's "Sherlock Holmes" for showing over WGN-TV on Thursdays in the 8:30 p.m. slot. The show will replace "It's a Curious Thing" which leaves the air December 31. Gold Seal Company, Bismarck, N. D., will renew the "Florian ZaBach" show, 9 to 9:30 p.m. for 13 weeks over WGN-TV starting December 26. The agency is Campbell-Mithun, Inc., Minneapolis.

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The Billboard's Non-Network ARB Film Ratings

- All TV Film Series in All Major Markets
- Top 10 Shows of Any Type in Each City

This chart is one part of a four-week rating study in which all pertinent data is given for every non-network TV film series currently being shown in markets surveyed by the American Research Bureau. Each week this chart covers a different group of cities; thus, over a four-week span, all cities are covered which were surveyed by ARB in its latest market studies.

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

All films shown are sold on a syndicated basis unless they are designated by a dagger

(†), in which case they are nationally spot booked. Stations are VHF unless the call letters are preceded by the letter "U", in which case they are UHF.

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

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

Rank Among Films	Title, (Type) and Distributor	Station, Day, Time	Nov. ARB Rating	Top Opposition & Rating
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NEW YORK

7 STATIONS

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

1. Jackie Gleason, WCBS.....60.2	6. What's My Line? WCBS.....39.4
2. I Love Lucy, WCBS.....52.2	7. Talent Scouts, WCBS.....34.4
3. Toast of the Town, WCBS.....42.8	8. Our Miss Brooks, WCBS.....33.1
4. Dragnet, WRCA.....42.8	8. Person to Person, WCBS.....33.1
5. Groucho Marx, WRCA.....40.2	10. Godfrey and His Friends, WCBS.....32.9

1. Superman (Adv.), Flamingo Films.....WRCA-M, 6:00-6:30.....24.6.....News; Early Show, 7.3	2. Range Rider (West.), CBS Film.....WRCA-S, 6:30-7:00.....13.1.....Saturday Show, 3.7	3. Sherlock Holmes (Mys.), UM&M.....WRCA-M, 7:00-7:30.....12.5.....Early Show, 13.3	4. Abbott and Costello (Comedy), MCA-TV.....WRCA-S, 6:00-6:30.....11.6.....Ramar of the Jungle, 6.5	5. Annie Oakley (West.), CBS Film.....WABD-S, 7:30-8:00.....11.4.....Beat the Clock, 31.3	6. D. Fairbanks Presents (Drama), Associated Artists.....WRCA-W, 10:30-11:00.....11.1.....Best of Broadway, 27.1	7. Wild Bill Hickok (West.), Flamingo Films.....WRCA-W, 6:00-6:30.....10.2.....News; Early Show, 9.4	8. Badge 714 (Mys.), NBC Film.....WOR-W, 9:00-9:30.....10.0.....Kraft TV Theater, 19.5	9. Rocky Jones, Space Ranger (Adv.), UTP.....WRCA-Th, 6:00-6:30.....8.7.....News; Early Show, 8.7	10. Foreign Intrigue (Adv.), Sheldon Reynolds.....WRCA-Th, 7:00-7:30.....8.2.....Early Show, 17.6	11. †Klit Carson (West.), Coca-Cola.....WRCA-T, 6:00-6:30.....8.1.....News; Early Show, —	12. Amos 'n' Andy (Comedy), CBS Film.....WCBS-S, 5:30-6:00.....8.1.....Junior Frolics, —	13. Liberate (Music), Guild Films.....WPIX-M, 6:30-7:00.....7.9.....Early Show, —	14. City Detective (Mys.), MCA-TV.....WPIX-Su, 9:30-10:00.....7.8.....Television Playhouse, —	15. Flash Gordon (Adv.), UM&M.....WRCA-F, 6:00-6:30.....7.7.....News; Early Show, —	16. Racket Squad (Mys.), ABC Film.....WABC-Th, 10:30-11:00.....7.3.....Lux Video Theater, —	17. I Led Three Lives (Adv.), Ziv TV.....WABC-F, 10:00-10:30.....6.8.....Line-Up, —	18. Waterfront (Adv.), UTP.....WABD-T, 7:30-8:00.....6.5.....CBS News; Jo Stafford, —	19. Meet Corliss Archer (Comedy), Ziv TV.....WABC-Su, 6:00-6:30.....6.3.....Omnibus, —	20. Janet Dean, R.N. (Drama), UM&M.....WRCA-T, 7:00-7:30.....6.2.....Early Show, —	21. Mr. District Attorney (Mys.), Ziv TV.....WABC-F, 10:30-11:00.....6.0.....Person to Person, —	22. Mr. District Attorney (Mys.), Ziv TV.....WABC-S, 11:00-11:30.....6.0.....News; Lone Wolf, —	23. Life With Elizabeth (Comedy), Guild Films.....WABD-M, 7:30-8:00.....5.9.....CBS News; Perry Como, —	24. Joe Palooka (Adv.), Guild Films.....WABD-S, 7:00-7:30.....5.7.....Gene Autry, —	25. Favorite Story (Drama), Ziv TV.....WOR-W, 9:30-10:00.....5.7.....I've Got a Secret, —	26. Lone Wolf (Mys.), UTP.....WRCA-S, 11:15-11:45.....5.5.....Late Show, —	27. Ramar of the Jungle (Adv.), TPA.....WPIX-M to S, 6:00-6:30.....5.4.....Various, —	28. Secret File, U. S. A. (Adv.), Official Films.....WABD-F, 8:00-8:30.....5.2.....Mama, —	29. Victory at Sea (Docum.), NBC Film.....WABC-S, 10:30-11:00.....5.2.....Your Hit Parade, —	30. Follow That Man (Mys.), MCA-TV.....WPIX-Su, 9:00-9:30.....3.9.....Television Playhouse, —	31. My Hero (Comedy), Official Films.....WABC-Su, 6:30-7:00.....3.9.....Roy Rogers, —	32. Hopalong Cassidy (West.), NBC Film.....WRCA-S, 11:30-12:00.....3.8.....Space Funnies, —	33. I Am the Law (Mys.), MCA-TV.....WPIX-Su, 8:30-9:00.....3.4.....Toast of the Town, —	34. Colonel March (Mys.), Official Films.....WABC-W, 9:30-10:00.....3.4.....I've Got a Secret, —	35. The Unexpected (Drama), Ziv TV.....WABC-M, 9:30-10:00.....3.3.....Robt. Montgomery, —	36. Cisco Kid (West.), Ziv TV.....WRCA-S, 10:30-11:00.....3.1.....Winky Dink and You, —	37. Dick Tracy (Mys.), Combined TV.....WOR-S, 9:00-9:30.....3.0.....Two for the Money, —	38. Victory at Sea (Docum.), NBC Film.....WABC-Su, 10:30-11:00.....2.6.....What's My Line?, —	39. Hans Christian Andersen (Child.), Interstate TV.....WPIX-Su, 6:00-6:30.....2.5.....Omnibus, —	40. Inner Sanctum (Mys.), NBC Film.....WOR-T, 9:00-9:30.....2.5.....Meet Millie, —	41. Dangerous Assignment (Adv.), NBC Film.....WABC-S, 7:30-8:00.....2.3.....Beat the Clock, —	42. Counterpoint (Drama), UTP.....WABD-F, 8:30-9:00.....2.3.....Life of Riley, —	43. Cowboy G-Men (West.), Flamingo Films.....WOR-T, W & Th, 7:00-7:30.....2.3.....Early Show, —	44. Files of Jeff Jones (Mys.), CBS Film.....WABC-M to F, 6:30-7:00.....2.2.....Various, —	45. Heart of the City (Drama), UTP.....WABD-M, 8:30-9:00.....2.1.....Talent Scouts, —	46. Orient Express (Drama), Nat'l Telefilm Assoc.....WABD-T, 9:00-9:30.....2.1.....Meet Millie, —	47. Hopalong Cassidy (West.), NBC Film.....WABC-M to F, 4:00-5:15.....2.0.....Various, —	48. Heart of the City (Drama), UTP.....WABD-T, 10:30-11:00.....2.0.....It's a Great Life, —	49. Biff Baker, U. S. A. (Adv.), MCA-TV.....WABC-W, 10:00-10:30.....1.8.....This Is Your Life, —	50. Life With Elizabeth (Comedy), Guild Films.....WABD-W, 7:30-8:00.....1.8.....Disneyland, —	51. Terry and the Pirates (Adv.), Official Films.....WABD-S, 6:30-7:00.....1.6.....Range Rider, —	52. Colonel March (Mys.), Official Films.....WABC-M, 8:00-8:30.....1.6.....Burns & Allen, —	53. Liberate (Music), Guild Films.....WPIX-M to F, 2:30-3:00.....1.4.....Art Linkletter, —	54. Crown Theater (Drama), CBS Film.....WABC-S, 6:30-7:00.....1.3.....Range Rider, —	55. Hopalong Cassidy (West.), NBC Film.....WABC-Su, 3:30-4:30.....1.3.....Football, —	56. Half Hour Theater (Drama), Sterling TV.....WABD-Su, 7:00-7:30.....1.3.....Lassie, —	57. Boss Lady (Comedy), M & A Alexander.....WABD-F, 10:30-11:00.....1.2.....Person to Person, —	58. Paragon Playhouse (Drama), NBC Film.....WOR-M, T, Th, F & S, 9:30-10:00.....1.2.....Various, —	59. Florian ZaBach (Music), Guild Films.....WPIX-F, 10:30-11:00.....1.1.....Person to Person, —	60. Hank McCune (Comedy), Minot TV.....WPIX-S, 6:30-7:00.....1.0.....Range Rider, —	61. Rocky Jones, Space Ranger (Adv.), UTP.....WABC-Su, 4:30-5:00.....1.0.....Zoo Parade, —	62. Big Fight (Sports), Big Fight, Inc.....WPIX-Su, 10:00-11:00.....0.9.....Various, —	63. Royal Playhouse (Drama), UTP.....WABD-W, 8:30-9:00.....0.8.....Godfrey and Friends, —	64. Look Photoquiz (Quiz), UTP.....WATV-M to F, 7:15-7:30.....0.8.....Early Show, —	65. Captured (Mys.), NBC Film.....WOR-M, Th & F, 9:00-9:30.....0.7.....Various, —	66. China Smith (Adv.), Nat'l Telefilm Assoc.....WABD-W, 8:00-8:30.....0.5.....Disneyland, —	67. All Star Theater (Drama), Screen Gems.....WABC-W, 6:00-6:30.....0.5.....Wild Bill Hickok, —	68. Half Hour Theater (Drama), Sterling TV.....WABD-Su, 1:30-2:00.....0.5.....Pix for Sunday Afternoon, —	69. Biff Baker, U. S. A. (Adv.), MCA-TV.....WABC-M & F, 6:00-6:30.....0.5.....Various, —	70. The Ruggles (Comedy), UTP.....WABC-Su, 8:30-9:00.....0.3.....Toast of the Town, —	71. Crown Theater (Drama), CBS Film.....WABC-T & Th, 6:00-6:30.....0.3.....Various, —
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BALTIMORE, MD.

3 STATIONS

1. I Love Lucy, WMAR.....54.8	6. Groucho Marx, WBAL.....44.1
2. Jackie Gleason, WMAR.....52.3	7. Two for the Money, WMAR.....43.4
3. Toast of the Town, WMAR.....50.5	8. Beat the Clock, WMAR.....42.5
4. Talent Scouts, WMAR.....46.3	9. This Is Your Life, WBAL.....42.0
5. Dragnet, WBAL.....45.4	10. I've Got a Secret, WMAR.....39.6

1. Annie Oakley (West.), CBS Film.....WBAL-S, 5:30-6:00.....26.1.....This Is the Life; Funnies, 0.9	2. Superman (Adv.), Flamingo Films.....WBAL-W, 7:00-7:30.....25.4.....News; Going Places, 6.1	3. Wild Bill Hickok (West.), Flamingo Films.....WBAL-F, 7:00-7:30.....25.2.....News; Family Doctor, 5.2	4. Cisco Kid (West.), Ziv TV.....WBAL-T, 7:00-7:30.....24.7.....News; Political, 6.8	5. I Led Three Lives (Adv.), Ziv TV.....WBAL-W, 10:30-11:00.....21.1.....Best of Broadway, 23.1	6. Ramar of the Jungle (Adv.), TPA.....WBAL-M, 7:00-7:30.....20.9.....News; Our Children, 6.5	7. Badge 714 (Mys.), NBC Film.....WBAL-T, 10:30-11:00.....16.4.....Wrestling, 16.5	8. City Detective (Mys.), MCA-TV.....WMAR-Su, 11:00-11:30.....16.3.....News; Picture Playhouse, 7.5	9. †Death Valley Days (West.), Pacific Borax.....WMAR-S, 6:30-7:00.....16.1.....Willy, 8.8	10. Hans Christian Andersen (Child.), Interstate TV.....WBAL-Th, 7:00-7:30.....15.9.....News; Sports, 6.8	11. Amos 'n' Andy (Comedy), CBS Film.....WAAM-T, 10:30-11:00.....15.4.....Lux Video Theater, —	12. Abbott and Costello (Comedy), MCA-TV.....WAAM-Su, 6:30-7:00.....15.0.....You Are There, —	13. Mr. District Attorney (Mys.), Ziv TV.....WBAL-S, 10:30-11:00.....15.0.....Premium Playhouse, —	14. Liberate (Music), Guild Films.....WBAL-Su, 7:00-7:30.....13.8.....You Asked for It, —	15. Tales of Tomorrow (Drama), Tee-Vee Co.....WMAR-Su, 7:00-7:30.....13.6.....You Asked for It, —	16. Janet Dean, R.N. (Drama) UM&M.....WBAL-S, 7:00-7:30.....13.6.....Gene Autry, —	17. Terry and the Pirates (Adv.), Official Films.....WBAL-F, 6:15-6:45.....10.4.....Early Show; Football, —	18. Colonel March (Mys.), Official Films.....WBAL-M, 10:30-11:00.....9.1.....Studio One, —	19. Flash Gordon (Adv.), UM&M.....WBAL-T, 6:15-6:45.....9.0.....Movie Time, —	20. Hopalong Cassidy (West.), NBC Film.....WBAL-Th, 6:15-6:45.....8.6.....Movie Time, —	21. Flash Gordon (Adv.), UM&M.....WBAL-S, 4:30-5:00.....8.4.....NCAA Football, —	22. Dick Tracy (Mys.), Combined TV.....WBAL-M, 6:15-6:45.....8.1.....Early Show, —	23. †Klit Carson (West.), Coca-Cola Co.....WMAR-T, 6:00-6:30.....7.7.....Puppets; Flash Gordon, —	24. Ellery Queen (Mys.), TPA.....WAAM-Su, 10:30-11:00.....7.5.....What's My Line?, —	25. Hopalong Cassidy (West.), NBC Film.....WBAL-S, 3:00-4:00.....7.1.....NCAA Football, —	26. The Falcon (Mys.), NBC Film.....WAAM-W, 10:30-11:00.....5.0.....Best of Broadway, —	27. Meet Corliss Archer (Comedy), Ziv TV.....WBAL-Su, 6:30-7:00.....4.8.....You Are There, —	28. Famous Playhouse (Drama), MCA-TV.....WMAR-Th, 11:15-11:45.....3.4.....Short Story; Tonight, —	29. All Star Theater (Drama), Screen Gems.....WMAR-T, 11:15-11:45.....3.3.....Short Story; Tonight, —	30. Dangerous Assignment (Adv.), NBC Film.....WMAR-M, 11:15-11:45.....2.5.....Short Story; Tonight, —	31. Hank McCune (Comedy), Minot TV.....WBAL-Su, 2:30-3:00.....0.9.....Football, —
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CINCINNATI

3 STATIONS

1. Groucho Marx, WLW-T.....48.2	6. Talent Scouts, WKRC.....39.2
2. I Love Lucy, WKRC.....44.3	6. Dragnet, WLW-T.....39.2
3. Jackie Gleason, WKRC.....42.8	8. This Is Your Life, WLW-T.....36.8
4. Toast of the Town, WKRC.....40.7	9. Two for the Money, WKRC.....36.3
5. Our Miss Brooks, WKRC.....39.7	10. George Gobel, WLW-T.....36.0

1. I Led Three Lives (Adv.), Ziv TV.....WLW-T-Th, 8:30-9:00.....29.4.....Climax, 25.3	2. Cisco Kid (West.), Ziv TV.....WCPO-Su, 6:00-6:30.....24.3.....Meet the Press, 13.2	3. Liberate (Music), Guild Films.....WCPO-F, 7:30-8:00.....22.6.....Coke Time; News Caravan, 13.9	4. The Whistler (Mys.), CBS Film.....WKRC-W, 9:00-9:30.....21.9.....Kraft TV Theater, 25.8	5. Badge 714 (Mys.), NBC Film.....WLW-T-Su, 7:00-7:30.....20.3.....You Asked for It, 24.6	6. Mr. District Attorney (Mys.), Ziv TV.....WLW-T-T, 10:30-11:00.....17.6.....Stop the Music, 14.1	7. Passport to Adventure (Adv.), ABC Film.....WLW-T-T, 10:00-10:30.....16.6.....U. S. Steel Hour, 26.0	8. Superman (Adv.), Flamingo Films.....WLW-T-M, 6:00-6:30.....16.5.....Early Home Theater, 4.6	9. Gene Autry (West.), CBS Film.....WLW-T-W, 6:00-6:30.....13.8.....Early Home Theater, 4.3	10. Favorite Story (Drama), Ziv TV.....WKRC-S, 7:00-7:30.....13.8.....Midwestern Hayride, 25.3	11. Favorite Story (Drama), Ziv TV.....WCPO-T, 7:30-8:00.....13.1.....Dinah Shore; News Caravan, —	12. Range Rider (West.), CBS Film.....WLW-T-T, 6:00-6:30.....11.0.....Hopalong Cassidy, —	13. Ramar of the Jungle (Adv.), TPA.....WLW-T-F, 6:00-6:30.....11.0.....Early Home Theater, —	14. Wild Bill Hickok (West.), Flamingo Films.....WLW-T-F, 6:00-6:30.....11.0.....Movietime, —	15. Meet Corliss Archer (Comedy), Ziv TV.....WLW-T-W, 10:30-11:00.....9.7.....Best of Broadway, —	16. Dick Tracy (Mys.), Combined TV.....WLW-T-Th, 6:00-6:30.....9.7.....Early Home Theater, —	17. Frankie Laine (Music), Guild Films.....WCPO-F, 9:30-10:00.....7.7.....Our Miss Brooks, —	18. Dick Tracy (Mys.), Combined TV.....WLW-T-S, 10:00-10:30 a.m.....7.5.....Uncle Al, —	19. Wild Bill Hickok (West.), Flamingo Films.....WLW-T-S, 9:30-10:00 a.m.....7.3.....Uncle Al, —	20. Ramar of the Jungle (Adv.), TPA.....WLW-T-S, 10:30-11:00 a.m.....6.8.....Winky Dink & You, —	21. Hopalong Cassidy (West.), NBC Film.....WKRC-T, 6:00-6:30.....6.8.....Range Rider, —	22. China Smith (Adv.), Nat'l Telefilm Assoc.....WCPO-Th, 6:30-7:00.....5.6.....Various, —	23. Hopalong Cassidy (West.), NBC Film.....WKRC-Su, 1:30-2:30.....5.0.....Movie Matinee; Football, —
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DETROIT

4 STATIONS

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

1. Groucho Marx, WWJ.....46.6	6. Dragnet, WWJ.....40.0
2. I Love Lucy, WJBK.....45.7	7. Disneyland, WXYZ.....39.9
3. Jackie Gleason, WJBK.....44.9	8. Talent Scouts, WJBK.....33.4
4. This Is Your Life, WWJ.....41.4	9. Your Hit Parade, WWJ.....33.2
5. Toast of the Town, WJBK.....41.3	10. I've Got a Secret, WJBK.....32.7

1. Wild Bill Hickok (West.), Flamingo Films.....WXYZ-M, 6:30-7:00.....28.4.....Football, 3.1	2. Badge 714 (Mys.), NBC Film.....WWJ-Su, 7:00-7:30.....28.1.....You Asked for It, 18.6	3. Superman (Adv.), Flamingo Films.....WXYZ-W, 6:30-7:00.....27.1.....Storybook; Playhouse, 2.7	4. Cisco Kid (West.), Ziv TV.....WXYZ-Th, 6:30-7:00.....27.0.....Liberate, 14.1	5. Amos 'n' Andy (Comedy), CBS Film.....WWJ-W, 7:00-7:30.....24.1.....Kukla, Fran & Ollie; News, 9.3	6. Abbott and Costello (Comedy), MCA-TV.....CKLW-Th, 7:00-7:30.....19.5.....Michigan Outdoors, 16.8	7. Stories of Century (West.), Hollywood TV Service.....WXYZ-Su, 6:00-6:30.....19.5.....Meet Corliss Archer, 10.2	8. Mr. District Attorney (Mys.), Ziv TV.....WWJ-W, 10:30-11:00.....19.1.....Best of Broadway, 17.7	9. Heart of the City (Drama), UTP.....WXYZ-F, 6:30-7:00.....18.8.....Star Showcase, 3.9	10. Racket Squad (Mys.), ABC Film.....WWJ-Su, 6:30-7:00.....15.7.....Range Rider, 12.9	11. Hopalong Cassidy (West.), NBC Film.....CKLW-M, 7:00-7:30.....15.4.....It's a Great Life, —	12. Waterfront (Adv.), UTP.....WXYZ-S, 7:00-7:30.....15.4.....Lassie, —	13. Annie Oakley (West.), CBS Film.....WXYZ-Su, 4:30-5:00.....15.0.....Zoo Parade, —	14. Liberate (Music), Guild Films.....WWJ-Th, 6:30-7:00.....14.1.....Cisco Kid, —
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(Continued on page 10)

HEAVY ON CHRISTMAS

Vidfilmmaker Emphasis On Theme Sets Record

HOLLYWOOD, Dec. 18.—Vid-film producers will test the absorption capacity of the television audience next week with an all-time record of Christmas-theme shows, several of them overlapping each other.

PACT BREACH

Basis of Suit Vs. Bogeaus, Quality Films

HOLLYWOOD, Dec. 18.—Suit for \$51,500 for breach of contract was filed by Eagle Lion Classics this week in Los Angeles Superior Court charging that Benedict Bogeaus Productions and Quality Films conspired to violate the distribution contract Bogeaus has signed with RKO-Pathé for his theatrical feature, "My Outlaw Brother."

Pic was placed on television in Denver, the complaint charges, before its theatrical screening there, thereby killing its theater value.

Eagle-Lion had taken over distribution of the pic from RKO prior to the Denver telecast.

An Old Hand

and a group of British features without his say so. After that he formed Herb Jacobs Associates, a TV film sales and consultant firm, which he has operated up to this time.

ABC's Weapon

in the trade have ABC toppers interested in the possibility of splitting the various segments of the current "Disneyland" series into separate shows sometime in the future.

"It's a Great Life" produces a twist ending in which the real Santa Claus slides down the chimney to bring a small boy gifts after an actor conks himself on the head and fails to carry out the stunt. "Medic" looks at the serious side of the holidays with the report of an auto wreck following a party.

"Dear Phoebe" unites a father and son for a front page yule story. "The Lineup" plots its way around a misappropriation of a Christmas fund. In "Father Knows Best" the Anderson family gets stuck in a mountain lodge when their car breaks down.

"The Ray Milland Show" restores a skeptical girl's belief in Santa Claus, while "Topper" winds up with 200 turkeys, one of which has stolen his Christmas present, in the living room.

Notable exceptions to the Christmas motif will be "I Love Lucy," "Make Room for Daddy," "The

TV, Inc., Members

Butte, Mont.; KID-TV, Idaho Falls, Idaho; KSL-TV, Salt Lake City; KFBC-TV, Cheyenne, Wyo.; KFEL-TV, Denver; KKTU, Colorado Springs, Colo.; KFXJ-TV, Grand Junction, Colo.; KIDO-TV, Boise, Idaho; KXLY-TV, Spokane, Wash.; KIMA-TV, Yakima, Wash.; KVOS-TV, Bellingham, Wash.; KVAL-TV, Eugene, Ore.; KGVO-TV, Missoula, Mont.; KFJR-TV, Fargo, N. D.; KELO-TV, Sioux Falls, S. D.; KROC-TV, Rochester, Minn.; KDAL-TV, Duluth, Minn.; WBAY-TV, Green Bay, Wis.; WMIN-TV, Minneapolis; KGTU, Des Moines, Ia.; KOTV, Fort Dodge, Ia.; KSWO-TV, Lawton, Okla.; K TEN, Ada, Okla.; WKOW-TV, Madison, Wis.

Ray Bolger Show," "Big Town," "Mayor of the Town" and "Lone Wolf."

U. S. Interests Setting Up Studios in Jamaica

NEW YORK, Dec. 18.—A new firm has been formed to produce TV film shows in Jamaica, B.W.I. It will be ready to start shooting in three months. The company has budgeted \$300,000 for a new building which will house two sound stages, one 90 by 60 feet and the other 90 by 80. Construction will start in the city of Kingston later this month.

The firm, Jamaican Film Center, Ltd., is capitalized at close to \$1,000,000, half put up by American interests and half by the Industrial Development Corporation, a statutory corporation established under the Industrial Development Law of Jamaica.

The American interests are Martin Jones, Henry Olmsted and Gordon Knox, partners in Television Producers, Inc., which owns a pilot film, "The Resolute," Marine Corps adventure show. Knox is also head of the Princeton Film Center. Jones is a veteran Broadway producer.

Jones said this week that their surveys indicate that shows can be made in Jamaica for 20 per cent less than what they would cost in Hollywood. A great part of the saving is made by using native labor, the key personnel will all be American craftsmen.

CENTURION

Quizzing Tycoons For Series

NEW YORK, Dec. 18.—Centurion Productions, the outfit recently formed by Bob Siegel, son of producer Sol Siegel, is making an attitude study of 800 successful businessmen for guidance in the scripting of its half-hour series, "Most Likely to Succeed." The firm recently completed shooting on the pilot film for the series, "The Rival," starring Franchot Tone. After completing post-shooting work, Centurion will scout for national and regional sponsors.

The show was conceived by Dick Berg, who scripted the pilot. Ed Adamson is the story editor, and Herbert Bayard Swope Jr. is the director. The series will be narrated by Claude Rains.

Filmack Opens TV Dept. in Gotham To Service Trade

CHICAGO, Dec. 18.—In an effort to meet the demands of Eastern advertising agencies, Filmack Studios of Chicago announced this week the opening of a television department in its New York plant at 630 Ninth Avenue.

The firm's existing facilities will be expanded to provide complete production service for all types of TV commercials, slides and industrial films. In the past, Filmack's New York facilities have been used solely to produce special trailers and films for theaters.

Now the New York plant has been equipped with a complete art staff, model laboratory, a composing room and a camera staff. The move allows the firm to handle on-the-spot production of all TV and commercial films under one roof.

'ANNIE OAKLEY' GOING GREAT GUNS

National Giveaway Contest Adds Spark to Promotional Efforts

NEW YORK, Dec. 18.—"Annie Oakley" has been tripping the light fantastic with promotion lately, and there's more coming. TV Time Popcorn has started a nation-wide giveaway contest in which 1,500 girls will win "Annie Oakley" dolls and 1,500 boys will win toy stage-coaches.

In special film blurbs, Gail Davis, star of the film series, plugs the dolls, and Jimmy Hawkins, as Tagg, plugs the coaches. The prizes will go to the kids sending in the best drawings of their favorite toys, along with a popcorn wrapper.

Meanwhile, Miss Davis is preparing a special act for an extended personal appearance tour next spring, scheduled to start at the Fat Stock Show in Houston in February.

Miss Davis came East recently, at which time she put in appearances on five local shows in two days here, and then went down to Philadelphia to star in the Gimbel

parade. While here she was guest of honor at a Stork Club party for the children of the press, thrown by CBS TV Film Sales, and at an Ambassador Hotel party for manufacturers of "Annie Oakley" merchandise given by the Mitchell Hamilburg Agency.

The licensing of Oakley merchandise in Canada has been kicked off by Marvin Sugarman, head of the Hamilburg office here, who in a recent trip over the border, started 12 franchise deals going. Every item is available for re-licensing up there because of the duty restrictions. The film series is also sponsored by TV Time Popcorn in Canada.

There will be a business meeting of all licensees here shortly. Sugarman has been in Hollywood setting final plans for the meeting, at which a campaign of co-operative advertising is to be confirmed.

According to Sugarman, Oakley merchandising will only get into

full swing next year. The store promotions this year have actually been in the nature of a test. Miss Davis' appearance at Gimbel's, Philadelphia, was one phase. In addition, the merchandise is being sold thru 400 Grant stores, and the soft goods are going thru the J. C. Penny chain.

The Hamilburg office here has signed a total of 50 merchandise franchises in 1954, Sugarman said. These include Gene Autry and "Range Rider," in addition to Oakley. The newest Oakley licenses are to Emenee for a harmonica, Pressman Toy for a sewing kit, and Dubroff-Zeiff for blouses.

TV Time Popcorn, thru Sherwin-Rogers agency, will have the TV film show in 125 markets by January. In cities in which they have not picked up the show yet, the giveaway contest is being plugged on local participating shows, such as CBWS-TV's "Space Funnies" here.

'Danger' Pact

roller, moved out to go into spot TV.

New sponsor is said to be paying \$22,000 a week for the show, an increase of \$6,000 over what Block was contributing. Revlon was also said to be interested in "The Marriage" on NBC-TV. The advertiser will most likely cancel "What's Going On" on the ABC-TV network when its 13-week pact runs out.

'Breakfast Club'

bankrollers the opportunity of buying one or more 60-second spots per day at a cost of approximately \$4,300 per spot. Each half-hour of the 9-10 a.m. across-the-board stanza will air a maximum of five spots.

Continued from page 2

Table with columns: Rank Among Films, Title, (Type) and Distributor, Station, Day, Time, Nov. ARR Rating, Top Opposition & Rating. Includes entries for 'Tales of Tomorrow', 'Play of the Week', 'Nat'l Telefilm Assoc.', 'Superman (Child.)', 'Your Star Showcase', 'Half Hour Theater'.

CHICAGO 4 STATIONS

Table with columns: Rank, Title, (Type) and Distributor, Station, Day, Time, Nov. ARR Rating, Top Opposition & Rating. Lists top ten locally rated programs for WBBM, WGN, WNBC, and WGNB.

Table with columns: Rank, Title, (Type) and Distributor, Station, Day, Time, Nov. ARR Rating, Top Opposition & Rating. Lists programs for WNBC, WGN, WGNB, WGNF, WGNM, WGNL, WGNP, WGNR, WGNW, WGNX, WGNZ, WGNAA, WGNBB, WGNCC, WGNDD, WGNEE, WGNFF, WGNGG, WGNHH, WGNII, WGNJJ, WGNKK, WGNLL, WGNMM, WGNNN, WGNOO, WGNPP, WGNQQ, WGNRR, WGNSS, WGNTT, WGNUU, WGNVV, WGNWW, WGNXX, WGNYY, WGNZZ.

Table with columns: Rank Among Films, Title, (Type) and Distributor, Station, Day, Time, Nov. ARR Rating, Top Opposition & Rating. Lists programs for WBBM, WGN, WNBC, WGNB, WGNF, WGNM, WGNL, WGNP, WGNR, WGNW, WGNX, WGNZ, WGNAA, WGNBB, WGNCC, WGNDD, WGNEE, WGNFF, WGNGG, WGNHH, WGNII, WGNJJ, WGNKK, WGNLL, WGNMM, WGNNN, WGNOO, WGNPP, WGNQQ, WGNRR, WGNSS, WGNTT, WGNUU, WGNVV, WGNWW, WGNXX, WGNYY, WGNZZ.

Kanaga May Take Sacks' RCA Post

By IS HOROWITZ
NEW YORK, Dec. 18.—Larry Kanaga will take over operation of RCA Victor Records when Manie Sacks, now vice-president and general manager, moves up in the RCA echelon early next year. (See separate story.) Promotion of Kanaga, long-time general sales manager, is rated a certainty by inside observers.

Dictograph to Enter Home Phono Field

NEW YORK, Dec. 18.—Dictograph Products, Inc., one of the nation's oldest manufacturers of sound equipment, will enter the home phono field early next year with a basic model retailing at \$149.50. It will market its line via a home demonstration-credit sales plan, operating thru franchised dealers across the country.

The plan calls for the equipment to be demonstrated at a prospect's home. The sale would be made on a money-back guarantee basis at the buyer's home with the credit plan requiring as little as a 15 per cent down payment and two years' monthly installments for the balance.

Stanley Osserman, Dictograph's board chairman, told The Billboard his firm will aim a two-pronged drive at the home phono market. The first phase is the sale of its basic \$149.50 player thru home demonstration. This equipment consists of a separately housed speaker which can be placed at any required distance from the cabinet containing the amplifier and changer.

The basic model includes a Williamson-type 10-watt amplifier, a GE pick-up with a diamond needle, a Callaro record changer and the separate speaker mounted in an acoustic box. Osserman said the Dictograph unit will reproduce sound between 50 to 15,000 cycles.

The second part of Dictograph's drive includes the sale of recordings to be packaged with the
(Continued on page 22)

Autry Studies Venture Into Recording Biz

HOLLYWOOD, Dec. 18.—Veteran folkstar Gene Autry is expected to enter the record business with a label of his own shortly, should current investigations in the field prove to be affirmative.

The no firm plans have as yet been made, Autry's associate, Charlie Adams, general professional manager of the singer's publishing firm, is currently looking into available means and methods of distribution. Application for a recording license has not been filed, nor has a name for the projected label been determined.

It is expected that Autry will not sever his current relationship with Columbia Records, tho a possibility exists that he will ask for a non-exclusive recording contract which would permit him to record for his own label.

According to Adams, the plan for a recording company is prompted by increasing difficulty for a publisher to get his songs recorded, owing to a multiplicity of affiliations by recording companies, and their artist and repertoire men.

Altho Sacks' main duties will, in the future, be concentrated in television, he is still expected to continue a strong interest in the record department.

It is expected that Howard Letts will remain in his present post of assistant general manager, as will George Marek, director of artists and repertoire.

On the sales level, Bill Bullock appears slated to move into the post Kanaga will leave vacant. It is recalled that Bullock took over as acting sales manager during a three-month leave of absence taken by Kanaga earlier this year.

Construction Starts On New Cap Home

HOLLYWOOD, Dec. 18.—Construction on Capitol Records' new circular office building officially began this week, with the pouring of the foundation completed. Capitol executives expect the building to be completed and ready for occupancy by December of 1955. Firm is currently completing plans for rental suites, which will occupy approximately 40 per cent of the available office space.

HI-FI PLUG IN 'HEART' FILM

CHICAGO, Dec. 18.—High-fidelity manufacturers got a timely and healthy assist, promotion-wise, this week with the premiere opening of Warner Bros.' new motion picture, "Young at Heart."

One of the highlights of the picture comes when Doris Day, Frank Sinatra and other cast members present Miss Day's father with a high-fidelity unit on his birthday. His elation over the gift and the short but effective verbal by-play that goes along with the presentation of the gift should produce sales on a nation-wide basis.

Lanza Signs RCA Renewal

HOLLYWOOD, Dec. 18.—RCA Victor this week inked a three-year renewal contract with singer Mario Lanza. New pact reportedly gives Lanza an increase in the number of both album and popular single disk releases.

Despite limited recording activity during the past year, Lanza has been one of the most successful RCA Victor artists, and currently has a best selling album in "The Student Prince."

Majors Top Heap for '54 in Pop, C&W; Indies Take Over in R&B

NEW YORK, Dec. 18.—The year 1954 saw the major record firms on top of the heap in the pop and country fields, with the indie labels still supreme in rhythm and blues. This is indicated in The Billboard's chart recapitulation "1954's Top Popular, C&W, and R&B Records" published in the current issue. These summaries are based on The Billboard's best-selling, juke box and deejay charts during 1954.

In the pop field, Columbia Records has a slight lead over the

other majors with seven top-sellers. Capitol, Decca, RCA Victor and Mercury each have five best sellers to account for 27 out of 30 top-sellers for 1954. Only Cadence, London and Coral of the indie labels were able to come thru with a single record among the top 30 of the year.

The country field, tho it reveals some cracks in the long dominance by the major labels, still shows Decca, RCA Victor, Capitol and Columbia, in that order, with 24 out of the top 30 best-sellers for

Combo Disk Vender, Juke Box Due Soon

Apco, Inc., Buys Andres Invention Which Dispenses 12 Selections

By AARON STERNFIELD

NEW YORK, Dec. 18.—Sam Kresberg, president of Apco, Inc., manufacturer of cup drink, cigarette, coffee and hot chocolate vending machines, disclosed today he has bought controlling interest in a combination juke box-record vending machine invented by Lloyd Andres.

The record vender has a capacity of 480 45-r.p.m. disks, 40 for each of 12 selections. Kresberg said the electrically-operated unit is completely selective, with each record column capable of dispensing records at different prices in multiples of 5 cents.

In operation, Kresberg envisions a practice somewhat like this: the patron drops a coin in the juke box chute indicating that he wants to exercise the option of buying the record played. At the end of the selection, he can purchase the record by depositing in the appropriate vending coin chute the required amount, minus whatever it cost him to play the record.

However, there is a time limit—

three selections—during which the option to buy must be exercised. Other rows of selection buttons are available for tunes other than those on the selling block.

Kresberg maintains that 80 per cent of juke box plays are those records in the top 12 of the Hit Parade. The vending device, he added, would not prevent the juke box from offering a 100 or 120-tune selection, altho there is no provision for vending more than 12 selections.

Production plans have not been completed, but Kresberg said he expects to have a pilot model
(Continued on page 57)

Porter 'Socks' 1st RCA Show Set at \$6.95

NEW YORK, Dec. 18.—RCA Victor will issue its first \$6.95 show album with the release of the original-cast diskings of Cole Porter's "Silk Stockings" early next year. The plush double-fold liner is expected to be the first of a series of show packages at the upped price. It's due for a heavy promotional push.

Meanwhile, the firm is readying the early release of another fancy package, the Eddy Arnold collection titled "An American Institution" (see separate story), at a new list. A 10-incher, it will carry a suggested list of \$3.95.

The "Silk Stockings" set, tho the first at the new list in the Victor pop department, follows a number of classical albums put out by the diskery at the special price. The occasional release of such high-ticket albums by manufacturers has become almost standard practice (The Billboard, December 18).

Sacks Slated For New Net Post at NBC

• Continued from page 2

welcome the addition of an exec of Sacks' calibre to give them an assist on a full-time basis.

Sacks, of course, has been particularly active in broadcasting duties revolving around talent. He was a key man at the Music Corporation of America, and later at CBS in this sphere prior to moving over to RCA Victor a few years ago. The possibility exists that this might again become one of his prime functions at NBC.

It is likely, however, that Sacks will continue to retain an active interest in the Victor record department. At the present time, the bulk of his work rests with the record field, with the remainder devoted to talent relations with the TV web. Under his new duties, chances are that this ratio will be reversed exactly.

Upstairs Silent
Top brass of the parent firm, Radio Corporation of America, were unable to be reached for comment. Brig. Gen. David Sarnoff, the board chairman, and President Frank Folsom both were out of town on a government mission.

Sacks himself professed no knowledge of the projected switch. He commented only that "whatever assignment General Sarnoff would give me, I would take even if it means going to Japan."

WLW 2-for-1 Sales Plan Gives \$1-for-\$1 Promosh

CINCINNATI, Dec. 18.—WLW Radio's Two-for-One Plan, most ambitious sales idea in the 33-year history of the Crosley Broadcasting Corporation, will be launched January 1, R. E. Dunville, Crosley president, announced Friday (17).

Under the Two-for-One Plan, for every dollar spent on WLW-Radio facilities, a comparable amount will be returned with certified, contractually guaranteed promotion and merchandising to the advertiser.

"Radio today is not the radio of yesterday," Dunville stated. "An entirely new concept had to be developed to bring the medium to a modern and distinct level that not only would allow competitive selling but competitive results."

"WLW Radio's Two-for-One Plan is a basic plan designed to do a top-flight, media-merchandising job primarily for the national and regional marketer of products sold in the food and drugstores in the WLW area."

The basic concept includes a complete saturation campaign on WLW Radio, with sales depth added by the use of a powerful and comprehensive merchandising and promotion program that will be fully integrated at point-of-purchase, dealer and consumer levels.

Dunville further stated. The plan was conceived on the basic premise that the repeated impact inherent in a saturation campaign is an advertising necessity forgotten in the
(Continued on page 22)

Gen. Sarnoff Shuttles '54 Business Picture

NEW YORK, Dec. 18.—About 20,000,000 record players of all types will be sold in the next five years, sales in the high fidelity instrument field during 1954 will increase about 50 per cent over 1953, retail sales of phonograph records next year will rise to \$300,000,000 and more than 10,000,000 new radio sets will be sold at retail next year. These are some of the highlights of the year-end statement issued this week by Brig. Gen. David Sarnoff, chairman of the board of the Radio Corporation of America. (See separate story in Television Department.)

General Sarnoff said that the

additional 10,000,000 radio sets, including auto radios, would increase the total of radios in the United States to more than 125,000,000.

Concerning phonographs and records, the General noted that today there are more than 25,000,000 turntables—many of them equipped to handle the three phonograph speeds—compared with only 16,000,000 phonographs at the end of World War II.

"Renewed popularity of the phonograph is expected to continue to increase the number of machines in use and this, of course, will mean greater sales of records," said the General.

1954's TOP RECORDS

According to Retail Sales, Disk Jockey Play and Juke Box Play.

See Page 17

J. Q. Less of Prude About Music on Air

But Web Acceptance Execs Keep Hopping With Protests, Screenings, New Lyrics

• Continued from page 1

totally unacceptable in 1934 may be considered innocuous today.

This attitude is shared by his counterparts at the other webs, all of whom maintain a flexible policy with "intent" rather than "content" often the decisive factor. In line with this, Helffrich points out that NBC allows more leeway in lyrics of a love song, such as "One Night of Love," which is acceptable in spite of its obvious non-platonic inferences.

"Sacred Cow"

Cole Porter is something of a "sacred cow," with most of the continuity acceptance chiefs conceding that the veteran composer is allowed special dispensations on material they'd probably deem too racy for air-consumption if submitted by a lesser-known.

Porter's "All of You" from his new musical, "Silk Stockings," for instance, contains a couple of steamy lines—notably "I'd like to make a tour of you" and "the East, West, North and the South of you"—but the networks are playing it.

The webs did make a slight change in Porter's "My Heart Belongs to Daddy" with "my finnan-haddie" switched to "some fine finnan-haddie."

ABC has some reservations about "All of You," and Parkyn says they are still mulling a decision. At the same time, tho, he admits Porter's lyrics are accorded special consideration, editing-wise. Ironically, some of the recording companies have displayed more wariness toward the Porter tune than the webs, with the word "tour" changed to "lure" on most of the waxings. Tony Martin's disk is one of few with the original lyrics.

Few Recalls

Once a song has been cleared, it is seldom recalled unless the volume of complaints is large enough to warrant a rechecking (e.g. "Mambo Italiano" at ABC). However, ABC's Parkyn observes that if a complaint touches on religion, he practically always follows thru on it, even if only one person registers a protest.

On the other hand, CBS' Don Ball (who has been with the web since 1929 when he started as an announcer) disagreed with two listeners who objected to the line "So" (Continued on page 16)

MERC. COVERS OWN COVER

CHICAGO, Dec. 18. — Mercury Records this week covered their own cover waxing of "Melody of Love." The firm found out that disk jockeys were reading poetry along with the David Carroll ork recording; so Mercury re-cut the song with the ork, and threw in a poetic reading by actor Paul Tremaine to ease the burden on those deejays who have run out of poems.

The non-poetical version is still available for those jocks who happen to have a poetry anthology handy.

Justice Dept. Attacks Philco's 'Illegal' Pacts

PHILADELPHIA, Dec. 18. — Exclusive agreements entered into by the Philco Corporation with its 130 distributors came under attack here this week by the U. S. Department of Justice in a Federal Court suit asking dissolution of the (Continued on page 16)

SHADES OF 'LOVER'

Diskers in Tussle Again Over 'Love'

By BOB ROLONTZ

NEW YORK, Dec. 18.—The recording industry again found itself in the midst of a mad scramble to cover a record already breaking for a hit. The record that started all of the excitement so soon after "Let Me Go, Lover" is the Billy Vaughn ork instrumental cutting of "Melody of Love," which, 10 weeks after being released, has broken loose. An added fillip was handed to the doings in that the covers being rushed out by all of the major firms featured a brand-new lyric fitted to the 1904 tune.

"Melody of Love" by Billy Vaughn started selling in Minneapolis about three weeks ago, and then in Cleveland. Mercury Records covered with the David Carroll ork in an instrumental version. This instrumental version of the tune is published by the Theodore Presser Company, a Philadelphia standard publishing house.

Immediately, Shapiro-Bernstein, Inc., who published a lyric version of the tune, "Whisper That You Love Me," back in 1942 via an arrangement with Presser, started work on a new lyric version. The firm received Presser's okay to use

the same title, and Tom Glazer was assigned to write the new lyric.

Disks Out

On Friday RCA Victor cut the tune with Dinah Shore and Tony Martin. Capitol recorded it with Frank Sinatra and the Ray Anthony ork and Decca cut it with the Four Aces. Columbia did it this week with the Sammy Kaye ork, and Coral made it with the McGuire Sisters. In addition, Victor cut an instrumental version with Leo Diamond. Mercury cut a second version. M-G-M re-issued Franklin MacCormack's version of the tune.

By Tuesday of this week Decca had copies in the stores in the East. Capitol and Victor had them out by the end of this week, and Columbia and M-G-M had shipped copies. The Coral version will be released in a McGuire Sisters EP. It is expected that both country and r.&b. versions of the tune will soon be on the market.

Copyright Case

One of the intriguing aspects of the "Melody of Love" excitement is the fact that the instrumental version of the tune is a pre-1909 copyright. In a recent case involving "In the Good Old Summertime," a Federal Court judge here ruled that pre-1909 copyrights were mechanically free. This decision is now being appealed. There is no controversy over mechanical royalties on the new lyric version.

Cartoons Cued To Sound Tracks A Kidisk Hypo

• Continued from page 1

tions with a number of TV film distributing organizations have been entered into, with the announcement of a definite agreement to be made shortly.

Included in the block of records acquired from Capitol is music by Nat (King) Cole, Jack Smith, Van Alexander, Buddy Cole, Stan Freberg, Billy May, Jerry Marlowe, Sportsmen Quartet, Daws Butler, the King Sisters, Don Wilson, Knox Manning, Smiley Burnette, Paul Weston, Hal Derwin and Paul Sells.

A roster of 36 additional artists are available to Record-Toons, the contracts with these have as yet not been signed. A total of 132 selections have been made available from the Capitol catalog.

Clearances for the use of the disk sound tracks have been received from the artists involved, with Record-Toons also inking a contract with the American Federation of Musicians calling for repayment to musicians originally on the record dates, and a 5 per (Continued on page 16)

IT'S TENTATIVELY AGREED

Mills, Carmichael Near Terms On Renewal of 'Stardust,' Others

By JOEL FRIEDMAN and PAUL ACKERMAN

NEW YORK, Dec. 18. — A tentative agreement between songwriter Hoagy Carmichael and attorney Sam Buzzell, representing the Mills Music Corporation, was reached this week in the matter dealing with renewal rights to "Stardust" and eight other songs penned by Carmichael. Tho no specific figure was revealed, Carmichael told The Billboard that

cash consideration in five figures, in excess of \$10,000, was involved. Should final contracts be concluded—expected to be signed by Mills and Carmichael very shortly — "Stardust" and the additional songs involved would revert to Mills for another 28 years. Other major songs included in the negotiations are "Riverboat Shuffle" and "Washboard Blues." The song "One Morning in May" is not included in the tentative agreement.

Carmichael denied the report that Mills might set up a publishing subsidiary to hold "Stardust" and other Carmichael renewals. Carmichael noted his wife would also have to sign any final agreement, inasmuch as she was involved in legal action on the tunes. Mills Music would not comment

on the negotiations in view of the fact that the final papers had not been signed at press time.

1953 Suit

In December of 1953, Carmichael filed suit in Federal Court here in an action seeking to recover ownership of 14 songs upon renewal of copyright. Lee Eastman was Carmichael's attorney. He asked a declaratory judgment wherein he, and any co-authors, would be named sole copyright proprietors upon renewal of a number of songs. These included "Stardust," "In the Still of the Night," "Tell Me That You Love Me," "March of the Hoodlums," "Harvey," "South Breeze," "My Sweet," "One Morning in May," "What Kind of Man Is You?" "Manhattan Rag," "Washboard Blues," "Boneyard Shuffle" and "High and Dry."

The case created much trade comment, not only because of the value of the Carmichael copyrights specifically, but also because of the interest attaching to old publisher-writer contracts. Some legal thinking holds that even tho such a contract might contain an automatic renewal clause, this is not necessarily binding.

Some tradesters hold to the opinion that the renewal is not (Continued on page 16)

Clef, Norgran Distributors Meet

HOLLYWOOD, Dec. 18.—Clef and Norgran distributors, meeting at the Sands Hotel, Las Vegas, took part in open forum discussions helmed by President Norman Granz this past weekend.

Discussions were general, and dealt with such subjects as talent, prices, disk speeds, promotion and the potential tape market.

Norgran Records bowed with a heavy release schedule of package goods and EP's this week, adding LP's by Anita O'Day, Johnny Hodges, George Wallington, Louis Bellson, Buddy DeFranco and a group tagged the Six.

LIFE MUSIC

BMI Discloses Most of Co's Tunes in PD

NEW YORK, Dec. 18.—About three-quarters of the copyrights claimed by Life Music comprise tunes in the public domain, according to Broadcast Music, Inc. This statement was made by the licensing organization in a letter to (Continued on page 18)

COWBOY CHOIR

'Heart' Opens Up Quick for Decca

By JOE MARTIN

NEW YORK, Dec. 18.—Another fast-moving record entered the scene this past week when Decca Records was hit by a raft of quick and heavy orders on "Open Up Your Heart" by the Cowboy Church Sunday School children's choir.

According to Decca's sales chief Syd Goldberg, the firm has put all presses in both plants to turning out copies of the disk on a 12-hour-day, six-day-week basis.

The disk, incidentally, is actually an air-check of a telecast of nine months ago on Los Angeles station KTTV. The tune was written by Stuart Hamblen, who

also rehearsed the children's choir. The featured singer on the disk is a five-year-old minister's daughter.

The speed with which the song and record broke saw dealers making their own pick-ups at the Decca branches in such towns as Cleveland, Seattle, Pittsburgh, Detroit, etc. Heaviest action is reported to be in Cleveland, with stores having sold as many as 600 copies in a day. The Higbee Company department store in that city has placed the record on sale in every department of the store.

Shy Promotion

Decca originally bought the tapes of the telecast from writer- (Continued on page 16)

London Skeds Region Meets

NEW YORK, Dec. 18.—London Records will hold a series of regional meetings later this month to discuss changes in the firm's distribution policies and to announce a major January release of albums and singles. Distributors and their key personnel will be asked to attend.

A meeting has been set for this city December 27, to be followed by get-togethers in Cleveland and Chicago. Addressing the meetings will be Lee Hartstone, general sales manager; Walt McGuire, pop sales manager, and Pierre Bourdain, classical promotion manager.

Al Latauska Exits Cap for Kenton Post

HOLLYWOOD, Dec. 18.—Albert V. Latauska, regional operations manager for Capitol Records, has resigned his position with the company to join the Stan Kenton office here.

A veteran Capitol employee working out of the firm's Chicago headquarters, Latauska's move becomes effective January 1.

Tho no firm plans have as yet been drawn, he will work closely with Kenton, Manager Bob Allison and George Morte in the operation of Kenton's publishing firm, personal management office, the Kenton orchestra and the band leader's Capitol Records recording activities. At the outset, Latauska is expected to head up the Kenton music publishing companies.

Kenton last week organized a personal management firm, with jazz men Frank Rosselino, Al Belletto and Sal Salvador thus far in the talent roster. New firm will specialize in handling modern jazz groups.

TRANSISTOR PICTURE

It's Key to Broader Electronics Activity

By STEVE SCHICKEL

CHICAGO, Dec. 18.—Industry-wide, there has been much speculation recently concerning the use or possible use of transistors in phonograph, radio and recorder equipment. This speculation has resulted from the recent marketing of a transistorized radio by the Regency Division of Industrial Development Engineering Associates.

The new unit, slightly larger than a cigarette package, is currently enjoying good sales volumes in both the New York and Los Angeles markets, even tho some trade people think the price tag of \$49.95 is a little high.

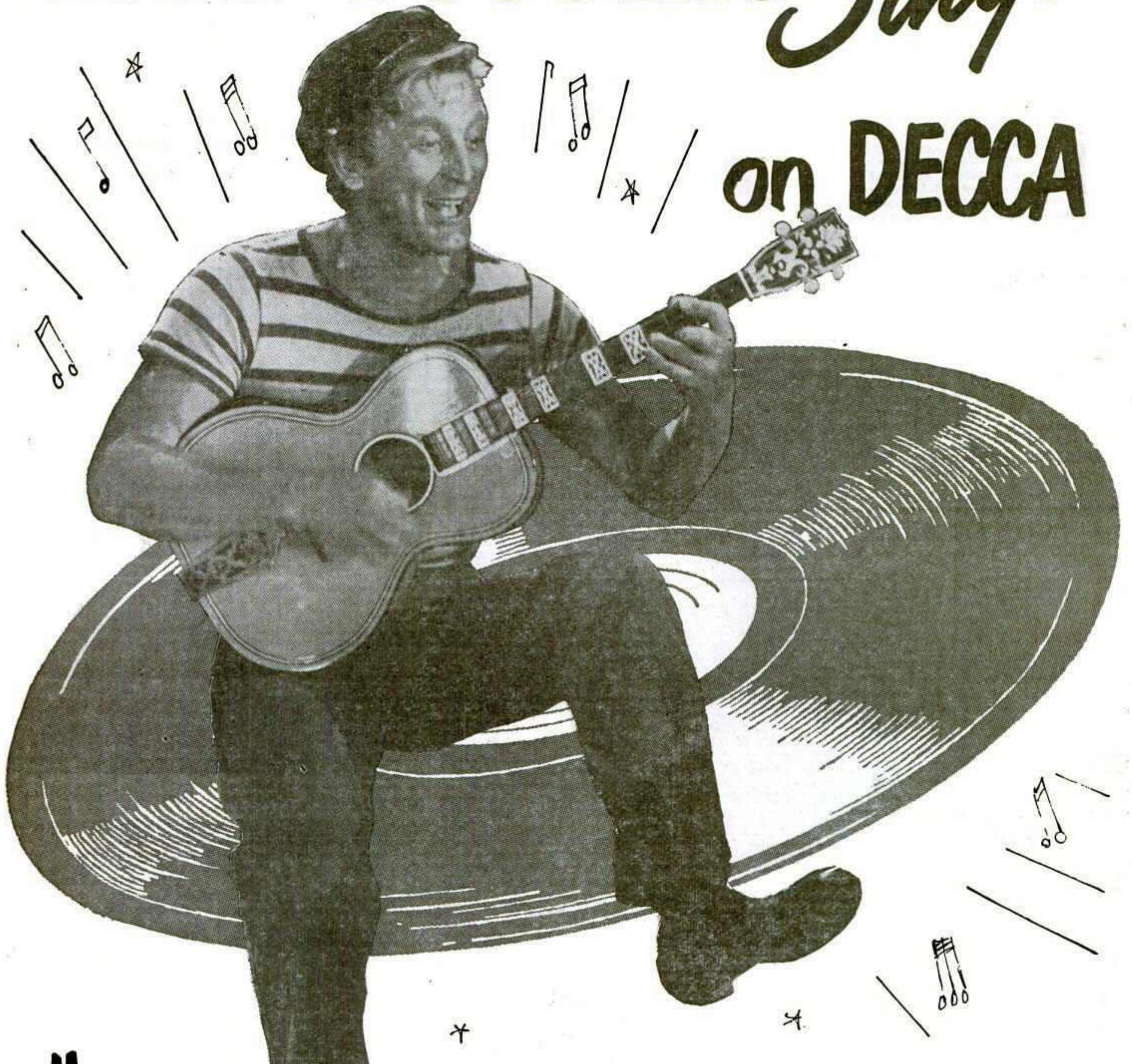
A spot survey taken by The Billboard among electronic manu-

facturers points up the great amount of interest and activity concerning the expanded use of transistors. Key, of course, is the long-range possibility of cutting list prices on electronic units using transistors. The ability to make phonos, etc., in more compact designs by use of transistors is seen as a major cost savings factor. These are other points being considered:

First, it was learned that almost everyone connected with the electronic industry, primarily those involved in the use of vacuum tubes, is experimenting with the use of transistors. Secondly, results unanimously pointed out that transistors (Continued on page 16)

KIRK DOUGLAS *Sings*

on DECCA



"A WHALE OF A TALE"

just as he sings it in...

WALT DISNEY'S

20,000 Leagues UNDER THE Sea

b/w "AND THE MOON GREW BRIGHTER AND BRIGHTER"
from the Universal-International Picture "Man Without a Star"

Decca 29355 • 9-29355

VOX JOX

By CHARLOTTE SUMMERS

JOX CHRISTMAS TRIX: Bill Silbert, WMGM, New York, has invited thousands of metropolitan teen-agers to attend a mammoth Christmas party and dance in the grand ballroom of the Park Sheraton Hotel on December 26 for the benefit of the Damon Runyon Cancer Fund. Many top recording stars in town will entertain at Silbert's party which carries an admission price of a donation of 10 cents or more for the Cancer Fund. Members of the Damon Runyon Cancer Fund staff will lend a helping hand at the party. A large part of his audience, of course, will be members of his "Saints and Spinners Club," of which Silbert tells us there are more than 30,000 to date. The party will run from 2 to 5 p.m.; however, the festivities will not be broadcast.

The U. S. Government's "Voice of America" has picked Bob Reed, deejay at WRC, Washington, to tell the world how American radio and TV stations serve the community by helping under-privileged children at Christmas time. His taped interview, broadcast to virtually every country in the world, features a review of WRC's "Doll House" campaign to collect toys for Christmas distribution to needy youngsters. . . . Snowballing from a mere \$100 five years ago, Santa's Juke Box, a yuletide gimmick in use at WNBZ, Saranac Lake, N. Y., hit a high of \$1,700 last year. Santa's Juke Box asks listeners to send in a coin with their request for any number to be played on the air. The money received is used to buy Christmas presents for needy children. Local police co-operate by supplying names of needy families and distribute presents Christmas Eve in squad cars.

Ben Sleeper has joined the staff of WHWB, Rutland, Vt. . . . On December 6, Lyle Bradley moved to WHAP, Hopewell, Va., from WSSV, Petersburg, Va. . . . Hugh (Smoky) Ward is now doing a three-hour deejay stint, across-the-board, at WBEU, Beaufort, S. C. . . . Al Collins is the new staff member of WBIP, Booneville, Miss., holding down the morning shift. . . . Ed Child, formerly with WRUM, Rumford, Me., is now traveling with the road company of "Hansel and Gretel" on the West Coast. . . . Hank Goldman, WANN, Annapolis, Md., reports the birth of his second son, Ned Lewis.

CHANGE OF THEME: Pfc. (Red) Jones has recently been assigned to the American Forces Network Radio Station in Berlin. Jones, prior to entering the service, was with KTAJ, Taylor, Tex., as well as several other Texas stations.

(Continued on page 35)

DEALER DOINGS

By JUNE BUNDY

WHERE'S WINKY?: Bob Weiss, manager of the Inwood Radio's radio department, New York City, is incensed over the fact that TV viewers are often advised to go out and buy a certain record before it has been released to dealers. "Consequently," says Weiss, "by the time we have them in the store, interest has faded. All week I've been getting calls for 'Winky Dink,' a children's record that is advertised on TV. Evidently the show's emcee told his listeners that record dealers have them in stock. However, this puzzled dealer (and probably many more) has not been warned about this wonderful promotion, or even told what it is or who has it. It isn't the first time this has happened." (EDITOR'S NOTE: It's a Decca package, of course.) . . . Laurence Beyer, C. Pemberton Plumbing Company, Mineral Wells, Tex., thinks "a list of all million-and-over record sellers in each field would make an interesting special feature in The Billboard. The Decca list weeks back giving their "Honor Roll of Hits" of million sellers was very interesting and informative."

HAPPY TALK: We're duly grateful for some nice dealer comment on The Billboard's Music department this month. For instance, C. Kitt (and staff) at Reeves Music, Lebanon, Ore., writes: "Congratulations on the advent of your 60th year of continuous publication. May we join the thousands of dealers across the country in a hearty 'thank you' for your dependable record reviews, accurate reporting and generally helpful business assistance. It's no great stretch of the truth to say that without the regular services The Billboard gives us, we'd be candidates for the nearest Chuckling College." . . . In a similar vein, P. A. Kreigh, Kreigh Music, Bartlesville, Okla., advises: "The Billboard is chiefly responsible for our increased sales and better buying habits. I rely entirely on what I read in it as a guide for my advanced buying of records."

QUESTIONS EP PRICING: In reference to recent news stories about price changes by record manufacturers, Lura C. Wine, The Record Shop, Richmond, Ind., writes: "A dealer never can seem to be sure what his inventory is worth any more! I have long felt that the price set-up is all wrong, but I think it's in the pricing of 45 packages. For instance Mantovani's 12-inch LP's are priced at \$5.95—and I have no quarrel with this price—but selections taken from

(Continued on page 39)

JUKE BOX WRAP-UP

Holiday record sales sparked extended play record buying by music operators in Milwaukee area. Disk distributors, one-stoppers and operators report a definite trend to EP's. Dime play interest is credited with important share in EP move.

RCA Victor recording artist Ralph Flanagan heads entertainment revue at fourth annual banquet of Miami Music Operators Association. Capacity throng of 300 persons—record distributors, phonograph manufacturers, distributors and operators—jam Miami's Saxony Hotel for the event.

Disk jockeys are scheduled to play an important role in the Detroit music operators' public relations plans to explain the imminent move there to dime play. Deejays will co-operate by interviewing trade officials on their show about the reasons for converting to dime play.

Music Operators of America national executive board schedules a Chicago meeting in early January to make final arrangements for the MOA convention to be held next March at the Windy City's Morrison Hotel.

For full details on these stories see Music Machines department beginning on page 57.

Mr. J. Q. Less Prudish

• Continued from page 13

"This Is the Kingdom of Heaven" in "Hold My Hand," and the song is still played on the network.

Song publishers are probably closer to the continuity acceptance departments than anybody else in the music business, and many of them submit a song's lyrics to the webs for approval or revision suggestions before they actually start working on it. The continuity editors sometimes re-write a lyric themselves, but more often it is returned to the publisher, who has the original writer do the job.

Touchy Writers

The big-time songwriters, of course, are sometimes inclined to be touchy about this. Irving Berlin, for one, supposedly told off one network with "You want to change my lyrics, well change my music too." CBS' Harrington, a member of the American Society of Composers, Authors and Publishers himself, is deservedly proud of the fact Oscar Hammerstein once approved a change he made in "Everything's Up to Date in Kansas City" with the line reading "they always go to privys in the rain" altered to read "always go to stables in the rain."

In some cases a song that is acceptable on radio is n.g. on TV. "I Get Ideas," for instance, was played on NBC radio without incident, but when it was presented complete with leers on TV, viewers evidently "got ideas" themselves, and the complaints poured in.

NBC also reports mixed reaction to the spiritual singing of the Four Girls (Jane Russell, Beryl Davis, Rhonda Fleming and Connie Haines). Radio listeners have yet to object to their warbling, but when the curvy foursome appear on TV, viewers insist they stand sedately while singing and complain loudly if they move around during their number.

Profanity Out

Profanity and obscene phrases are automatically censored. However, sometimes the webs slip up on new slang phrases and foreign

expressions, even tho NBC, for instance, keeps a slang dictionary on the editing desk, and foreign words are carefully checked for translation. CBS' Ball substitutes "heck" for hell in "Rambling Wreck From Georgia Tech (and a Heck of an Engineer)" and similar cases, but when Hell is used as a place-name it's all right.

Racial stereotype lyrics in recent years have virtually been erased from radio and TV, with the line "darkies all work" in "Old Man River" changed to "here we all work," and "Old Black Joe" banned completely. NBC also refuses to play "Porgy and Bess" and the "Emperor Jones" in their entirety, altho they permit the performance of individual selections from the scores.

Lyrics Adapted

Harms Music liked a lyric change on Cole Porter's "Let's Do It" so much that when they made up new sheet music on the song recently, they used the radio-TV version. The lyric change—originally suggested by CBS and later adopted by NBC—substituted "birds do it, bees do it, even educated fleas do it" for Porter's original "Chinks do it, Japs do it, up in Lapland little Laps do it."

Commenting on this, Helffrich points out that it "constitutes a commentary on the history of our times. The song, as first published in 1928, carried the derogatory racial reference whereas now the networks and motion pictures which feature the number do so with the revised wording."

Special interests also get in the lyric-censorship act, a case in point being Porter's "Be a Clown," which compares the medical and dental professions unfavorably with the life of a circus buffoon. The lyrics also cut up the butcher, baker and barber, but evidently doctors and dentists are more sensitive. At any rate, NBC actually received formal letters of protest from the American Medical Association and the American Dental Association when the song was aired.

Transistor Is the Key

• Continued from page 14

were still too costly for use in equipment intended to remain at current price levels. It is believed, however, that the price factor will eventually be overcome as is the usual case with mass-produced items. In other words, as more transistors are used and demanded, production is increased and consequently cost is reduced.

Uniformity and Stability

Lastly, uniformity and stability are two problems which currently trouble transistor manufactures. Most manufacturers are working full tilt to overcome the problems. It is in no way a reflection on the product to say that many transistors are still unstable and not uniform. This is generally the case with new products.

From the equipment manufacturers' standpoint many avenues of new and exciting equipment are being opened. However, not one manufacturer was able to tell just when, or in what year, such new items would start reaching the market. Engineers are having a field day with the experiments, and sales managers are already dreaming up new phrases describing the antics of this newly discovered space saver. But that's all they're doing.

Frank Bennett, vice-president in charge of engineering at the Three Dimension Corporation, subsidiary of Bell & Howell, stated that his firm is presently engaged in experimenting with transistors and that eventually they will market a tape recorder that is either partially or fully transistorized. When this will happen, says Bennett, no one knows. "There is some indication thru our experiments that performance of equipment may be improved thru the use of transistors," he said. "However, at this time transistors are too costly to be of immediate importance."

The Admiral Corporation, according to a company spokesman, is also in the experimentation

stage, with tests being made on radios as well as television sets. Here again it is noted that the price situation is a deterring factor.

Zenith Radio Corporation has already made great strides in the use of transistors in its hearing aids, which have been on the market for some time. It is believed that the firm is also extensively engaged in research involving other products.

A Webcor spokesman revealed that his firm has been experimenting for some time with transistors on various equipment. "Altho we feel that there is a definite future for transistors we do not know when it will enter the picture," he stated.

Motorola Aggressive

Probably one of the most aggressive researchers in the transistor field is Motorola. Robert W. Galvin, executive vice-president of the firm, said: "We are engaged in research regarding basic materials and techniques leading toward ultimate mass production of transistors. Transistors produced by us, within laboratory cognizance, have been used in engineering experiments concerned with ultimate applications of transistors to electronic gear such as radios and television. No predictions can be made at this time as to when transistors will attain a mass-production status and consequently become an important factor in the manufacture of electronic products."

Justice Dept.

• Continued from page 14

"illegal" pacts. The agreements were negotiated last August.

The government suit charges that the contracts have eliminated competition among distributors and dealers, have prevented certain dealers from getting "approved" status, and have unlawfully pre-

Tentatively Agreed

• Continued from page 14

within the power of the writer to sign away, inasmuch as the writer might not even be involved when the renewal comes due. Another bit of legalistic thinking on the matter holds that adequate "consideration" must be involved if such a renewal clause is to be considered valid.

Dismissal Plea

With regard to the Mills-Carmichael case, Mills early in January, 1954, entered a motion for dismissal of Carmichael's claims. Mills claimed that its contract with Carmichael clearly entitled the firm to the renewal rights of the disputed ditties. The Mills motion stated that the action should concern only three songs, "Riverboat Shuffle," "Boneyard Shuffle" and "Washboard Blues." Only these, the brief said, were in their renewal period, with the others scheduled to come up within the next few years.

Mills Music, in the last several years, has kicked off very strong performance drives on the catalogs of outstanding writers—such as Leroy Anderson, Jimmy McHugh, Duke Ellington, etc. It is believed such a campaign will shortly be promoted on behalf of the Carmichael tunes.

There is additional Carmichael activity on other fronts. A deal is understood to be in the works for a film biography of the writer. Twentieth Century-Fox is mentioned in connection with this.

Meanwhile, "Stardust" continues to gather honors. The most recent disk on the great standard is Richard Maltby's "Stardust Mambo," on "X" Records—seemingly headed for a hit.

Cartoons Cued

• Continued from page 14

cent payment to the AFM's music performance trust fund.

Record-Toons is completing its first film, an original animated cartoon based on the Stan Freberg recording of "Dinky Pinky" on Capitol.

Additional executives of Record-Toons include Nilt Feldman, producer; Jerry Marlowe, music supervisor; Ed Nofzinger, art director; Cecil Beard, animation director, and Max Morgan, camera man.

Lloyd Dunn, vice-president of Capitol Records, and Hecky Krasnow, artists and repertoire director of the children's department at Columbia, represented their firms in the negotiations with Record-Toons. Hal Spector handled details of the Columbia pact in New York for the new firm.

In addition, Record-Toons is currently planning two additional TV film series, using disk material as a basis. "Sandman," a 15 minute telenovela tailored to urge youngsters to get to bed, and "Record-Toons Review," a one-hour panel record discussion show, are both being scripted.

Cowboy Choir

• Continued from page 14

publisher Hamblen, the several other record companies say they had these same tapes offered to them months ago. Meanwhile, too, Decca finds it difficult to get extra promotion on the disk, since the children who originally sang on the record were not an organized group and cannot be gathered together for personal appearances. It is doubtful, too, at this point, whether the label will even be able to get the then five-year-old lead singer for TV guest shots.

Decca, at the same time, was enjoying some of its best business in years, with disks by Bill Haley's Comets, Kitty Kallen, The Four Aces and others selling strongly.

vented Philco distributors from handling competitive products.

James H. Carmine, Philco president, termed the anti-trust suit an attack on accepted distribution methods by manufacturers of brand name products anxious "to protect the public." He expressed confidence that the court would not support the government claim.

1954'S TOP POPULAR RECORDS

according to RETAIL SALES

A recapitulation of The Billboard's weekly Best-Selling Pop Single charts for 1954. Records marked with an asterisk (*) carried over from 1953. Column headed "Points" shows the relative strength of each of the records on the listing.

Pos.	Record, Artist & Label	Points
1.	LITTLE THINGS MEAN A LOT (Kitty Kallen, Decca)	13,351
2.	WANTED (Perry Como, Victor)	12,491
3.	HEY, THERE (Rosemary Clooney, Columbia)	12,352
4.	SH-BOOM (Crew Cuts, Mercury)	11,212
5.	MAKE LOVE TO ME (Jo Stafford, Columbia)	9,585
6.	OH MY PAPA* (Eddie Fisher, Victor)	8,746
7.	I GET SO LONELY (Four Knights, Capitol)	8,340
8.	THREE COINS IN THE FOUNTAIN (Four Aces, Decca)	8,154
9.	SECRET LOVE (Doris Day, Columbia)	7,882
10.	HERNANDO'S HIDEAWAY (Archie Bleyer, Cadence)	7,662
11.	YOUNG AT HEART (Frank Sinatra, Capitol)	7,590
12.	THIS OLE HOUSE (Rosemary Clooney, Columbia)	7,476
13.	I NEED YOU NOW (Eddie Fisher, Victor)	7,161
14.	CROSS OVER THE BRIDGE (Patti Page, Mercury)	6,995
15.	LITTLE SHOEMAKER (Gaylords, Mercury)	6,405
16.	THAT'S AMORE (Dean Martin, Capitol)	6,006
17.	HAPPY WANDERER (Frank Weir, London)	5,590
18.	ANSWER ME MY LOVE (Nat (King) Cole, Capitol)	4,577
19.	STRANGER IN PARADISE* (Tony Bennett, Columbia)	4,432
20.	IF I GIVE MY HEART TO YOU (Doris Day, Columbia)	4,388
21.	IF YOU LOVE ME (REALLY LOVE ME) (Kay Starr, Capitol)	4,337
22.	SKOKIAAN (Ralph Marterie, Mercury)	4,309
23.	HOLD MY HAND (Don Cornell, Coral)	4,179
24.	CHANGING PARTNERS* (Patti Page, Mercury)	3,848
25.	PAPA LOVES MAMBO (Perry Como, Victor)	3,660
26.	SHAKE, RATTLE AND ROLL (Bill Haley, Decca)	3,558
27.	RAGS TO RICHES* (Tony Bennett, Columbia)	3,187
28.	IN THE CHAPEL IN THE MOONLIGHT (Kitty Kallen, Decca)	2,899
29.	STRANGER IN PARADISE* (Four Aces, Decca)	2,854
30.	HERE (Tony Martin, Victor)	2,806

according to DISK JOCKEY PLAYS

A recapitulation of The Billboard's weekly Most-Played by Jockeys charts for 1954. Records marked with an asterisk (*) carried over from 1953. Column headed "Points" shows the relative strength of each of the records on the listing.

Pos.	Record, Artist & Label	Points
1.	WANTED (Perry Como, Victor)	15,207
2.	LITTLE THINGS MEAN A LOT (Kitty Kallen, Decca)	13,906
3.	SH-BOOM (Crew Cuts, Mercury)	12,004
4.	MAKE LOVE TO ME (Jo Stafford, Columbia)	11,539
5.	HEY, THERE (Rosemary Clooney, Columbia)	10,939
6.	YOUNG AT HEART (Frank Sinatra, Capitol)	8,419
7.	SECRET LOVE (Doris Day, Columbia)	8,230
8.	CROSS OVER THE BRIDGE (Patti Page, Mercury)	8,186
9.	I GET SO LONELY (Four Knights, Capitol)	7,673
10.	THREE COINS IN THE FOUNTAIN (Four Aces, Decca)	6,626
11.	OH MY PAPA* (Eddie Fisher, Victor)	6,183
12.	I NEED YOU NOW (Eddie Fisher, Victor)	5,662
13.	HERNANDO'S HIDEAWAY (Archie Bleyer, Cadence)	5,127
14.	LITTLE SHOEMAKER (Gaylords, Mercury)	4,552
15.	HOLD MY HAND (Don Cornell, Coral)	4,440
16.	THIS OLE HOUSE (Rosemary Clooney, Columbia)	4,156
17.	IF I GIVE MY HEART TO YOU (Doris Day, Columbia)	3,995
18.	SKOKIAAN (Ralph Marterie, Mercury)	3,820
19.	ANSWER ME MY LOVE (Nat (King) Cole, Capitol)	3,645
20.	IF YOU LOVE ME (REALLY LOVE ME) (Kay Starr, Capitol)	3,514
21.	PAPA LOVES MAMBO (Perry Como, Victor)	3,301
22.	STRANGER IN PARADISE* (Tony Bennett, Columbia)	3,149
23.	THAT'S AMORE* (Dean Martin, Capitol)	3,008
24.	HERE (Tony Martin, Victor)	2,959
25.	TEACH ME TONIGHT (DeCastro Sisters, Abbott)	2,888
26.	IN THE CHAPEL IN THE MOONLIGHT (Kitty Kallen, Decca)	2,805
27.	HAPPY WANDERER (Frank Weir, London)	2,794
28.	THREE COINS IN THE FOUNTAIN (Frank Sinatra, Capitol)	2,725
29.	MAN WITH THE BANJO (Ames Brothers, Victor)	2,717
30.	CHANGING PARTNERS* (Patti Page, Mercury)	2,682

according to JUKE BOX PLAYS

A recapitulation of The Billboard's weekly Most-Played in Juke Boxes charts for 1954. Records marked with an asterisk (*) carried over from 1953. Column headed "Points" shows the relative strength of each of the records on the listing.

Pos.	Record, Artist & Label	Points
1.	WANTED (Perry Como, Victor)	3,480
2.	SH-BOOM (Crew Cuts, Mercury)	3,365
3.	HEY, THERE (Rosemary Clooney, Columbia)	3,010
4.	LITTLE THINGS MEAN A LOT (Kitty Kallen, Decca)	2,886
5.	MAKE LOVE TO ME (Jo Stafford, Columbia)	2,742
6.	CROSS OVER THE BRIDGE (Patti Page, Mercury)	2,206
7.	I GET SO LONELY (Four Knights, Capitol)	2,154
8.	THREE COINS IN THE FOUNTAIN (Four Aces, Decca)	2,044
9.	THIS OLE HOUSE (Rosemary Clooney, Columbia)	1,960
10.	LITTLE SHOEMAKER (Gaylords, Mercury)	1,862
11.	SECRET LOVE (Doris Day, Columbia)	1,467
12.	YOUNG AT HEART (Frank Sinatra, Capitol)	1,315
13.	HERNANDO'S HIDEAWAY (Archie Bleyer, Cadence)	1,257
14.	OH MY PAPA* (Eddie Fisher, Victor)	1,220
15.	I NEED YOU NOW (Eddie Fisher, Victor)	1,163
16.	THAT'S AMORE* (Dean Martin, Capitol)	985
17.	IN THE CHAPEL IN THE MOONLIGHT (Kitty Kallen, Decca)	967
18.	SKOKIAAN (Ralph Marterie, Mercury)	909
19.	CHANGING PARTNERS* (Patti Page, Mercury)	742
20.	MAN WITH THE BANJO (Ames Brothers, Victor)	681
21.	GOODNIGHT, SWEETHEART, GOODNIGHT (McGuire Sisters, Coral)	672
22.	I'M A FOOL TO CARE (Les Paul & Mary Ford, Capitol)	670
23.	IF I GIVE MY HEART TO YOU (Doris Day, Columbia)	665
24.	RAGS TO RICHES* (Tony Bennett, Columbia)	665
25.	ANSWER ME MY LOVE (Nat (King) Cole, Capitol)	665
26.	HAPPY WANDERER (Frank Weir, London)	601
27.	I UNDERSTAND JUST HOW YOU FEEL (Four Tunes, Jubilee)	545
28.	SH-BOOM (Chords, Cat)	542
29.	STRANGER IN PARADISE* (Tony Bennett, Columbia)	510
30.	PAPA LOVES MAMBO (Perry Como, Victor)	505

1954'S TOP C & W RECORDS

... according to RETAIL SALES

A recapitulation of The Billboard's weekly Best-Selling C. & W. Records charts for 1954. Records marked with an asterisk (*) carried over from 1953. Column headed "Points" shows relative strength of each of the records on the listing.

Pos.	Record, Artist & Label	Points
1.	I DON'T HURT ANYMORE (Hank Snow, Victor)	6,282
2.	ONE BY ONE (Kitty Wells & Red Foley, Decca)	5,195
3.	SLOWLY (Webb Pierce, Decca)	4,337
4.	EVEN THO (Webb Pierce, Decca)	3,267
5.	I REALLY DON'T WANT TO KNOW (Eddy Arnold, Victor)	3,240
6.	MORE AND MORE (Webb Pierce, Decca)	1,820
7.	YOU BETTER NOT DO THAT (Tommy Collins, Capitol)	1,744
8.	THERE STANDS THE GLASS* (Webb Pierce, Decca)	1,637
9.	ROSE MARIE (Slim Whitman, Imperial)	1,605
10.	I'LL BE THERE (Ray Price, Columbia)	1,598
11.	BIMBO* (Jim Reeves, Abbott)	1,564
12.	THIS IS THE THANKS I GET (Eddy Arnold, Victor)	1,448
13.	THIS OLE HOUSE (Stuart Hamblen, Victor)	1,381
14.	SPARKLING BROWN EYES (Webb Pierce, Decca)	1,315
15.	LOOKING BACK TO SEE (Goldie Hill & Justin Tubbs, Decca)	1,203
16.	SECRET LOVE (Slim Whitman, Imperial)	1,094
17.	BACK UP BUDDY (Carl Smith, Columbia)	1,032
18.	WAKE UP IRENE (Hank Thompson, Capitol)	995
19.	RELEASE ME (Ray Price, Columbia)	957
20.	GOODNIGHT, SWEETHEART, GOOD-NIGHT (Johnnie & Jack, Victor)	949
21.	LET ME BE THE ONE* (Hank Locklin, Four Star)	934
22.	IF YOU DON'T SOMEONE ELSE WILL (Jimmy & Johnny, Chess)	867
23.	RELEASE ME (Jimmy Heap, Capitol)	742
24.	AS FAR AS I'M CONCERNED (Red Foley, Decca)	665
25.	I GET SO LONELY (Johnnie & Jack, Victor)	632
26.	HEP CAT BABY (Eddy Arnold, Victor)	614
27.	I LOVE YOU (Ginny Wright & Jim Reeves, Fabor)	596
28.	WHATCHA GONNA DO NOW (Tommy Collins, Capitol)	589
29.	GO, BOY, GO (Carl Smith, Columbia)	581
30.	HONKY TONK GIRL (Hank Thompson, Capitol)	545

... according to JUKE BOX PLAYS

A recapitulation of The Billboard's weekly Most-Played in Juke Boxes charts for 1954. Records marked with an asterisk (*) carried over from 1953. Column headed "Points" shows the relative strength of each of the records on the listing.

Pos.	Record, Artist & Label	Points
1.	I DON'T HURT ANYMORE (Hank Snow, Victor)	3,150
2.	ONE BY ONE (Kitty Wells & Red Foley, Decca)	2,248
3.	SLOWLY (Webb Pierce, Decca)	1,847
4.	EVEN THO (Webb Pierce, Decca)	1,755
5.	I REALLY DON'T WANT TO KNOW (Eddy Arnold, Victor)	1,298
6.	ROSE MARIE (Slim Whitman, Imperial)	1,130
7.	YOU BETTER NOT DO THAT (Tommy Collins, Capitol)	874
8.	LOOKING BACK TO SEE (Goldie Hill & Justin Tubbs, Decca)	781
9.	WAKE UP, IRENE (Hank Thompson, Capitol)	700
10.	SPARKLING BROWN EYES (Webb Pierce, Decca)	678
11.	BIMBO (Jim Reeves, Abbott)	635
12.	COURTIN' IN THE RAIN (T. Texas Tyler, Four Star)	606
13.	THERE STANDS THE GLASS (Webb Pierce, Decca)	587
14.	MORE AND MORE (Webb Pierce, Decca)	585
15.	RELEASE ME (Ray Price, Columbia)	570
16.	BACK UP BUDDY (Carl Smith, Columbia)	558
17.	DON'T DROP IT (Terry Fell, X)	536
18.	I'LL BE THERE (Ray Price, Columbia)	531
19.	SUCH A NIGHT (Slim Whitman, Imperial)	531
20.	THIS IS THE THANKS I GET (Eddy Arnold, Victor)	528
21.	GOODNIGHT, SWEETHEART, GOOD-NIGHT (Johnnie & Jack, Victor)	498
22.	LET ME BE THE ONE* (Hank Locklin, Four Star)	478
23.	AS FAR AS I'M CONCERNED (Red Foley, Decca)	396
24.	CRY, CRY, DARLING (Jimmy Newman, Dot)	388
25.	HEP CAT BABY (Eddy Arnold, Victor)	368
26.	IF YOU DON'T SOMEONE ELSE WILL (Jimmy & Johnny, Chess)	351
27.	THIS OLE HOUSE (Stuart Hamblen, Victor)	351
28.	I LOVE YOU (Ginny Wright & Jim Reeves, Fabor)	300
29.	RIVER OF NO RETURN (Tennessee Ernie, Capitol)	272
30.	RELEASE ME (Kitty Wells, Decca)	261

1954'S TOP R & B RECORDS

... according to RETAIL SALES

A recapitulation of The Billboard's weekly Best-Selling R. & B. Records charts for 1954. Records marked with an asterisk (*) carried over from 1953. Column headed "Points" shows relative strength of each of the records on the listing.

Pos.	Record, Artist & Label	Points
1.	WORK WITH ME, ANNIE (Midnighters, Federal)	7,383
2.	HONEY LOVE (Drifters, Atlantic)	6,809
3.	WHAT A DREAM (Ruth Brown, Atlantic)	5,223
4.	YOU'LL NEVER WALK ALONE (Roy Hamilton, Epic)	4,945
5.	SHAKE, RATTLE AND ROLL (Joe Turner, Atlantic)	4,810
6.	THINGS THAT I USED TO DO (Guitar Slim, Specialty)	4,401
7.	HURTS ME TO MY HEART (Faye Adams, Herald)	3,805
8.	ANNIE HAD A BABY (Midnighters, Federal)	3,389
9.	LOVEY DOVEY (Clovers, Atlantic)	3,373
10.	SEXY WAYS (Midnighters, Federal)	3,291
11.	MONEY, HONEY* (Drifters, Atlantic)	2,628
12.	SH-BOOM (Chords, Cat)	2,587
13.	DIDN'T WANT TO DO IT (Spiders, Imperial)	2,192
14.	I'LL BE TRUE* (Faye Adams, Herald)	2,035
15.	HONEY, HUSH* (Joe Turner, Atlantic)	1,907
16.	JUST MAKE LOVE TO ME (Muddy Waters, Chess)	1,662
17.	LITTLE MAMA (Clovers, Atlantic)	1,585
18.	SUCH A NIGHT (Drifters, Atlantic)	1,479
19.	YOU'RE STILL MY BABY (Chuck Willis, Okeh)	1,360
20.	GOODNIGHT, SWEETHEART, GOOD-NIGHT (Spaniels, Vee Jay)	1,354
21.	EBB TIDE (Roy Hamilton, Epic)	1,323
22.	I DON'T HURT ANYMORE (Dinah Washington, Mercury)	1,272
23.	SAVING MY LOVE FOR YOU (Johnny Ace, Duke)	1,217
24.	MAMBO BABY (Ruth Brown, Atlantic)	1,197
25.	HEARTS OF STONE (Charms, Deluxe)	1,196
26.	I'VE GOT MY EYES ON YOU (Clovers, Atlantic)	951
27.	YOU'RE SO FINE (Little Walter, Checker)	921
28.	GEE (Crows, Rama)	883
29.	I'M JUST YOUR FOOL (Buddy Johnson, Mercury)	869
30.	IF I LOVED YOU (Roy Hamilton, Epic)	865

... according to JUKE BOX PLAYS

A recapitulation of The Billboard's weekly Most-Played in Juke Boxes charts for 1954. Records marked with an asterisk (*) carried over from 1953. Column headed "Points" shows the relative strength of each of the records on the listing.

Pos.	Record, Artist & Label	Points
1.	HONEY LOVE (Drifters, Atlantic)	3,066
2.	WORK WITH ME, ANNIE (Midnighters, Federal)	1,998
3.	SHAKE, RATTLE AND ROLL (Joe Turner, Atlantic)	1,863
4.	WHAT A DREAM (Ruth Brown, Atlantic)	1,697
5.	SH-BOOM (Chords, Cat)	1,171
6.	YOU'LL NEVER WALK ALONE (Roy Hamilton, Epic)	1,041
7.	HURTS ME TO MY HEART (Faye Adams, Herald)	1,012
8.	THINGS THAT I USED TO DO (Guitar Slim, Specialty)	887
9.	SEXY WAYS (Midnighters, Federal)	883
10.	ANNIE HAD A BABY (Midnighters, Federal)	813
11.	LOVEY DOVEY (Clovers, Atlantic)	731
12.	JUST MAKE LOVE TO ME (Muddy Waters, Chess)	698
13.	SUCH A NIGHT (Drifters, Atlantic)	529
14.	GEE (Crows, Rama)	495
15.	GOODNIGHT, SWEETHEART, GOOD-NIGHT (Spaniels, Vee Jay)	421
16.	YOUR CASH AIN'T NOTHIN' BUT TRASH (Clovers, Atlantic)	396
17.	I DIDN'T WANT TO DO IT (Spiders, Imperial)	349
18.	I'LL BE TRUE (Faye Adams, Herald)	314
19.	I UNDERSTAND (Four Tunes, Jubilee)	307
20.	EBB TIDE (Roy Hamilton, Epic)	299
21.	SAVING MY LOVE FOR YOU (Johnny Ace, Duke)	287
22.	YOU UPSET ME, BABY (B. B. King, RPM)	279
23.	IF I LOVED YOU (Roy Hamilton, Epic)	271
24.	MONEY HONEY* (Drifters, Atlantic)	264
25.	I'M YOUR HOOCHY KOOTCHY MAN (Muddy Waters, Chess)	262
26.	I'M READY (Muddy Waters, Chess)	261
27.	MARIE* (Four Tunes, Jubilee)	251
28.	I DON'T HURT ANYMORE (Dinah Washington, Mercury)	241
29.	YOU'RE SO FINE (Little Walter, Checker)	238
30.	YOU BETTER WATCH YOURSELF (Little Walter, Checker)	230

TALENT TOPICS

HAVANA SHOWBOAT CRUISE NEW OUTLET FOR TALENT . . .

Peninsular & Occidental Steamship Company starts a Showboat S.S. Florida run from Miami to Havana December 24, using a complete show for each of three sailings weekly from Miami on Mondays, Wednesdays and Fridays. Cruise Director Jose Martinez says talent will be hired for a week's stand and will perform six nights a week, three nights southbound to Havana and three nights on the return trip. Acts will spend the weekend in Havana.

TALENT TROUPE SET FOR EUROPEAN MILITARY SHOWINGS . . .

Bud Widom, Armed Forces Radio Service, leaves Hollywood this week with a troupe of 15 on a three-week tour of military installations in Europe. Talent making the trip includes Forest Tucker, Tony Romano, Jana Mason, Jim Reeves, June Foray, Del August, Cathy Grant, Dick O'Shaughnessy, Chuck Bradley and the Bel-Aires.

HAROLD MARKS RELIGHTS RENDEZVOUS, NEWPORT, KY. . . .

Harold Marks, former manager of the Latin Quarter and Club Alexandria, both in Campbell County, Kentucky, just across the Ohio River from Cincinnati, last Friday (17) relighted Glenn Rendezvous, Newport, Ky., dark the last several years. The intimate 180-seater was long one of the top niteries in the Cincy area. Operating on a \$2,000 budget, Glenn Rendezvous is offering the Bill Lutes band (5) plus four acts on a fortnightly change.

JESSEL SUBS FOR LEWIS AT CHI'S CHEZ PAREE . . .

George Jessel has been signed to headline at Chicago Chez Paree's New Year's show along with Peggy Lee. Jessel agreed to the billing as a substitute for the ailing Joe E. Lewis, who was originally scheduled for the show. Show opens December 28.

FLANAGAN YEAR FULL THRU NEXT APRIL . . .

The Ralph Flanagan band is almost completely booked thru April 29. Set for one-nighters, location dates and college proms, the band is currently

heading South on a one-nighter trip which ends with a two-week Christmas and New Year's stand at the Roosevelt Hotel in New Orleans. The rest of the tour will take the band thru Texas, Kansas, Nebraska, Iowa, Michigan and other Midwestern areas. College dates already set include Michigan, Wisconsin, Kansas, Purdue, Cincinnati, Bowling Green, Ohio, Syracuse, Davidson and Florida.

RUDY VALLEE LP BEING READIED . . .

Storyville Records, headed by George Wein, has just finished pressing a new Rudy Vallee LP called "Rudy Vallee Drinking Songs." Vallee is at present playing the Cafe de Paris in London. He is also making a movie with Jane Russell, "Gentlemen Marry Brunettes." He is due back in Boston on January 15, according to Harry Paul, his representative there.

HIPPODROME TO OPEN MARCH IN TOLEDO . . .

A new Ballroom, the Hippodrome, is expected to be opened in Toledo by March. The Hippodrome will be located on Summit Street after remodeling of the present building. Officers and board members of the new Hippodrome Corporation that will operate the ballroom include Donald Hipp, R. K. Price, E. I. Padgham, Eddie Hanf, Arthur Starr, Lou Peate and David I. Kirby. The Hippodrome is expected to book top orks and other types of entertainment in addition to its own house band.

The Towne Room, one of Milwaukee's top clubs, closed last weekend due to poor business. All the performers working in the room were paid off, but it is doubtful if the room will reopen. Manager Jerry Grossman said that the club's traffic was good, but per capita spending has seriously decreased. The Towne Room was an important spot for many years for record talent.

A new jazz combo, led by Betty St. Clair and Hal McKusick was signed this week by Jubilee Records. The first slicing will soon be released. Lee Magid manages the group.

BOSTON BIZ

1-Stop Op Sees Slack Yule Season

BOSTON, Dec. 18.—A survey of record wholesalers and distributors in Boston and around New England points to a light total volume sale for the Christmas season's business. Jerry Flatto, owner of Boston Records, Inc. key "one stop" here, has a very definite opinion for the slack.

While Flatto allows that sales of old standbys are healthy, he feels that the lack of one big popular record of the calibre of "Santa Baby," or "I Saw Mommy Kissing Santa Claus" is perhaps the biggest reason for the light business. He points out that a popular novelty Christmas record has, in other years, made the difference between normal and excessive sales.

"The lack of this big drawing card to make people record conscious," says Flatto, "has made our books so far look as tho it was any time of the year but Christmas."

Others give reasons of economy or other local business conditions, but all seem to agree that the season won't be a big one.

Cadence Label 2 Years Old

NEW YORK, Dec. 18.—Cadence Records is holding distributors meetings here today. The meetings coincide with the second anniversary of the firm's founding two years ago. Julius La Rosa cut his first session for the label on December 18, 1952. In the two years the firm has been in existence it has come up with some big ones, including "Eh Cumpari" and "Anywhere I Wander" by La Rosa, Archie Bleyer's "Hernando's Hideaway" and the current "Naughty Lady," and the top-selling record, "Mr. Sandman," by The Chordettes.

This week the label picked up La Rosa's option, ending all speculation that the chanter would go with another firm. The firm will soon release its first low-priced LP disks, and its first jazz LP's at the standard list price.

Play for Keeps

• Continued from page 1

height of his value, the producer of such shows as "Public Defender" and "Passport to Danger" declared.

He discounted the contention of many persons that once an actor has become identified in the public mind with a certain characterization he cannot be used in another series for some time. He points out that Robert Cummings is now filming "Professional Father" after only recently being seen in another show.

Life Music

• Continued from page 14

broadcasters who had queried BMI about a separate licensing pitch directed at them by the Barney Young publishing firm.

BMI's notice to the stations is in the form of a routine service to its licensees to keep them apprised of statistical information regarding repertoire.

Early this year the Life Music catalog, consisting of fewer than 200 songs, was deleted from the BMI roster in a settlement concluding a hassle-ridden association between the two parties. A few weeks ago Young forwarded a list of approximately 2,000 songs to independent radio stations together with a request for license agreements covering use of the catalog.

The BMI letter points out that Life, in its solicitation, states that its list of material includes "traditional and anonymous compositions, folk songs and other material of musical Americana," and notes the following:

"Our cursory examination discloses that over 1,500 of the titles listed are titles of familiar selections which are in the public domain. Public domain compositions

WNEW Signs Norm Prescott

NEW YORK, Dec. 18.—Norm Prescott, one of Boston's top disk jockeys, this week signed a long-term contract with WNEW here and will shortly move into this city permanently. Prescott will bow on WNEW on January 1 and 2, but continue to work in Boston on weekends until he can cut ties in that city.

Prescott has been broadcasting one of the top-rated deejay shows in Boston over WORL. His schedule on WNEW, for the present, calls for two shows on Saturday and two on Sunday. Saturdays he will do a "Man on the Beat" show from 1 to 2 p.m. and a "The Most in Music" show from 10 p.m. to midnight. On Sundays he will do "Frank Sinatra" and "Up and Coming" shows from 11 a.m. to noon, and a "Norm Prescott" show from 5 to 7:30 p.m.

The signing of Prescott winds up a series of shifts at WNEW caused by the leaving of both Al "Jazzbo" Collins and Bert Wayne. Only a few weeks ago Cleveland's Bill Randle started a week-end show here on WCBS. This following the move of Alan Freed from Cleveland to WINS here.

Klayman to Head Merc. New York Distrib Branch

NEW YORK, Dec. 18.—Mercury Records' vice-president in charge of sales, Morrie Price, this week named Lou Klayman to head the label's new company-operated distribution branch here. Klayman will leave Decca's New York branch to take the post. Price also announced that Mercury would set up a company-operated branch in Hartford, Conn., called Mercury-New England. Heading that operation will be Dick Codlewski.

Klayman originally joined Decca about 18 years ago working out of the Cincinnati branch. He operated branches in Pittsburgh and Buffalo before taking over the local branch four years ago. Klayman will take over Mercury's local set-up on January 1.

Freed to Sponsor 'Rock & Roll' Ball

NEW YORK, Dec. 18.—Alan Freed, key r.&b. deejay now with station WINS here, will sponsor his first "Rock and Roll Jubilee Ball" at the St. Nicolas Arena here on January 14 and 15. The deejay, whose "Coronation Ball" events in Cleveland, Akron, Newark, N. J., and other cities have pulled huge crowds, is running two days at St. Nick's here to accommodate the expected large attendance. Since St. Nick's only accommodates 6,000, Freed intends to sell all tickets in advance, with no door sale.

The talent line-up for the "Rock and Roll Ball" includes the following top r.&b. artists: Joe Turner; the Drifters, with Clyde McPhatter in person; the Clovers; the Moonglows and the Moonlighters; the Buddy Johnson ork, with Ella Johnson and Nolan Lewis; Danny Overbea; Fats Domino; Red Prysock, and the Harptones.

Music Retail Sales Up 9% in 10 Mos.

WASHINGTON, Dec. 18.—Department store sales of records, sheet music and instruments were up 9 per cent in the first 10 months this year over the same period last year, despite a drop of 1 per cent in sales in October, according to Federal Reserve System tallies. Sales of phonographs, radio and television sets, however, were down 7 per cent from last year for the 10-month period and 5 per cent in October.

may, of course, be performed from original sources, in arrangements licensed by BMI and in arrangements licensed by other organizations from whom you may have licenses."

FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

Faron Young and his personal manager, Hubert Long, were visitors to the c.&w. desk last Friday (17) while in Cincinnati for a guest shot on Pee Wee King's "Flying W Ranch" TV show over WLW-T. On Sunday, December 12, Young and his ork and the Wilburn Brothers appeared with Casey Clark's Lazy Ranch Boys at Hudson Local Hall, Detroit, playing to more than 3,500 stubholders in two performances in the face of the normal seasonal lag and rainy weather. On December 6, Young and the Wilburn lads played to a full house of 1,400 at Frank Dailey's Meadowbrook, Cedar Grove, N. J., with the tariff \$2 a head at the door. They followed by several weeks the Hank Snow show, which jammed the Dailey dancant in the same fashion. Elated with the business done at his first two c.&w. shows, Dailey is planning to bring in name country talent on a once-a-month basis. Young holds an option to return at a later date.

One of the biggest "Grand Ole Opry" package shows of all times is slated to hit the road out of Nashville January 16, with Roy Acuff and the Smokey Mountain Boys, Johnny and Jack and Kitty Wells heading up a cast varying from 15 to 30, all WSM talent, for a two-year swing around the nation. Handling the business end of the tour will be Oscar Davis, Frankie Moore and Spot Acuff. . . . Pee Wee King and his cowboy music-makers will travel to Chicago each Saturday for a regular weekly show over WBBM-TV for the National Clothing Company. The series bowed in last Saturday (18).

RHYTHM & BLUES NOTES

By BOB ROLONTZ

The sixth annual Goodwill Revue run by radio station WDIA in Memphis two weeks ago was a resounding success. The revue played to 6,700 people on the night of December 3 at Ellis Auditorium in Memphis. All of the proceeds of the affair go to a non-profit corporation dedicated to the education of crippled Negro children. About \$5,000 is now in the fund as a result of the last two shows.

The WDIA show featured the Spirit of Memphis Quartet, the Southern Wonders, the Jones Boys, the Brewsteraires, Brother Cleophus Robinson, Cornell Wells, Ford Nelson, Theo Wade, Nat Williams, Rufus Thomas, Honeyboy, Phinius Newborn's ork, Harold Connor and Wanda and Calvin Newborn, all regular performers on WDIA. In addition guest appearances were made by El Dorados of VeeJay, the Five C's and Eddie Chamblee of United, Eddie Boyd of Chess, Big John Greer from RCA Victor and Clarence Brown from Peacock. Execs were Len Chess of Chess, Len Allen of United and Jim Cushing of Victor. Station WDIA wants to thank all the record firms who contributed talent and helped make the charity affair a real success.

The master of "Johnny Darling," originally cut on ShowTime Records, with the Feathers, is still on ShowTime Records. The label is selling the disk thru its regular distributors and no other firm has the master. The same tune was cut by the same group for Aladdin Records after the ShowTime disks were already on the market, which caused all of the original confusion. We regret the error, and wish to assure dealers and distributors that they can still get the disk from ShowTime on the West Coast.

Two more r.&b. waxings have spread out into the pop market. They are the Five Keys' recording of "Ling Ting Tong," on Capitol which is selling solidly in both fields, and the Penguins sock waxing of "Earth Angel" on the Dootone label. It is not necessary at this point to mention the number of r.&b. records that grabbed sales in the pop market in 1954, enough to say that it is considerable.

Here is the almost complete line-up on the "Top 10 Rhythm and Blues Show" which is being produced by Lew Krefetz and booked by the Shaw Artists Corporation. Talent includes the Clovers, the Charms, Joe Turner, Faye Adams, the Moon-

(Continued on page 39)

AMERICA'S NEWEST
HIT SONG
AND IT'S A...

**GEORGIE
SHAW
SMASH!**



UNSUSPECTING HEART

b/w
HOUSE OF
FLOWERS

DECCA
29368



COMPOSERS' GUILD NAMES STEVENS PREXY . . . Officers of the Composers' Guild of America were announced last week, following elections in both Eastern and Western sections. Named were Leith Stevens, president; Gene Von Hallberg, Walter Schumann and Ben Ludlow, vice-presidents; Mack David, secretary-treasurer, and Winston Sharples, assistant secretary-treasurer. The board presently is preparing to negotiate minimum basic agreements for musical composition.

CONNORS NAMED TO ASCAP POSITION . . . Howard Connors has been appointed a member of the radio and television station relations division of the American Society of Composers, Authors and Publishers. In making the appointment, Jules M. Collins, ASCAP sales manager, said that Connors would make his headquarters in Atlanta and cover the States of Georgia, Florida, Alabama and Mississippi.

350G DOFF LIBEL SUIT VS. HEARST . . . Publicist Red Doff filed a \$350,000 libel suit in U. S. Federal Court, Hollywood, last week

ANOTHER BMI "PIN-UP" HIT

THERE'LL ALWAYS BE A CHRISTMAS

Recorded by AMES BROS. Victor
CLIFF AYERS Monogram
THE ENGLISH KNIGHTS. Eagle
THE REGALS MGM

Published by Lowell Music Corp.



Santa Claus Is Comin' To Town

The Perennial Favorite

LEO FEIST, INC.



"THE LITTLE SHOEMAKER"

Coming Up Fast! "SMILE"

BOURNE, INC.

136 W. 52nd Street New York 19

Eddy Arnold Sings

"Christmas Can't Be Far Away"

RECORDED BY RCA VICTOR 29717-5005

WATCH FOR Billy Reid's "THE CROSS OF GOLD"

ROSS JUNGNIKEL, INC.

MUSIC AS WRITTEN

against the Hearst Corporation because of a quote attributed to Libera in an article by Dick Hubler in the December issue of Cosmopolitan, to the effect that the pianist's former press agent "sold a great many untruths" about him to a newspaper for \$100. The action was filed thru attorney Stephen G. Valensi.

LOCAL BSA THANKS TIDEWATER AFM . . . A tribute to the Norfolk Local No. 125 of the American Federation of Musicians was paid this week by the Tidewater Council of the Boy Scouts of America. The Council held a formal ball at the Norfolk Yacht and Country Club on December 7, with the help of the club, local Lions clubs and the musicians' union. Local 125 of the AFM donated its top band, the Ellwood Duncan ork, and paid for their services out of the union treasury for the Boy Scout dance. Don Gordon, publicity director for the Tidewater Council of the BSA, was both happy and pleased by this gracious act, and wants to thank the AFM for their help to scouting in the Tidewater area.

MAMBO KING NAMED SUIT DEFENDENT . . . Perez Prado, the Mambo King, was named defendant in a \$2,875 damage suit in 73d District Court, San Antonio, Tex., while in town for a one-night appearance at the Municipal Auditorium. Raoul A. Cortez, president of radio station KCOR, is plaintiff. Cortez alleged that in 1953 he agreed to sponsor several appearances in the State of Prado and his orchestra, placing a deposit with Prado or his agent for each appearance. They amounted to the sum that Cortez now seeks to recover in court. Cortez said that Prado failed to appear for the three performances and that he didn't get his deposits back.

New York Publisher Dave Blum is now at his home in Long Island recuperating from his recent illness. . . . Joe Santly, who suffered a stroke a few weeks ago, is now coming along nicely. He is vacationing and taking things easy. . . . Harry Goodman is in the East for a few weeks on business. . . . Jack Hook and Teddy Reig, of Roost Records, have moved the label to new quarters on 10th Avenue here. It will have, in addition to an office and shipping room, a club room with all facilities. . . . Morris Levy, Birdland exec, married Ruth Rubin yesterday (17). The wedding reception will be held tomorrow (19) at the Ritz Carlton Hotel here.

A party will be thrown at the Savoy Ballroom here on Sunday (19) in honor of the first anniversary of the Eddie Bonnemere ork. . . . Patti Page will play the new Fontainebleu Hotel in Miami Beach for two weeks starting January 18. . . . The Alfredo ork, now at the Bachelor House here, signed a new contract this week with Rainbow Records. He has been with the label for the past two years. . . . The Tommy Dorsey ork, featuring Jimmy Dorsey, opened at the Statler Hotel here on Friday (17). The ork will be at the hotel until January 27. The Woody Herman ork will follow.

Singer Bob Carroll has signed with M-G-M Records. . . . Larry Newton, formerly of Derby, is now with Varsity and Royale Records, working outside this city. . . . Sonny and Mickey Cox, of Box and Cox Music, leave on December 26 for a three-week trek overseas that will take them to England, Ireland, France and Spain. . . . Publicity man George Jay is in town this week on business. . . . The Harptones reopen the Royal Theater in Baltimore on January 28. Before that the boys play the Howard Theater in Washington. . . . Jill Corey will play the Vogue Terrace in her home town of Pittsburgh in January.

Bess Berman, head of Apollo Records, is recuperating after being hospitalized for the past two

weeks. She will take a vacation in January and expects to be back at work in February. . . . A new record label, Thunderbird, was started this week by Jordan Ramin and Meyer Gendel here. The label has signed Jack Haskell, who sings on the Jack Parr TV show. Distribution is to be handled by Sam Clark out of Boston. Clark, who is an executive with Cadence Records, has his own distributorship in Boston and handles national distribution for a few labels.

Jerry Blain opens his sixth distributing branch on January 2 with the opening of Cosnat Distributors in Detroit. Blaine, who also heads Jubilee Records, now has branches in this city, Newark (N. J.), Philadelphia, Pittsburgh and Cleveland. . . . Planetary Music is the selling agent for the tune "George" which was recorded by Dolores Hawkins on the Epic label. Planetary is

1953 AM Gross Up 1.1%; \$42.5 Mil Above Tele

WASHINGTON, Dec. 18.—Revenues of the radio broadcast industry in 1953 totaled \$475.3 million, 1.1 per cent higher than the previous year and \$42.5 million more than TV stations earned in 1953, according to the Federal Communications Commission's final report this week covering the radio industry's finances.

The report, covering seven networks and 2,434 stations, showed that while independent radio station revenues hit \$378 million, up 2.4 per cent from 1952, revenues of radio networks reached only \$97.3 million, a drop of 3.3 per cent from the previous year. Rising costs of operation cut profits of radio networks and their 22 owned stations to \$10.4 million, 7.1 per cent lower than in 1952, while profits of radio stations totaled \$44.6 million, a drop of 8.8 per cent from the previous year. Combined radio profits of \$55 million compares with TV profits of \$68 million in 1953.

According to the FCC report, time sales by radio networks dropped 10.4 per cent in 1953 from 1952, while non-network time sales advertisers went up 4.1 per cent.

R. W. Durst Named Hallicrafters V.-P.

CHICAGO, Dec. 18.—Raymond W. Durst, executive vice-president, was elected president of Hallicrafters Company this week. William J. Halligan, president, was elected at the same time to the newly created post of chairman of the board.

Durst's first action as president was to announce a reorganization of the sales operation of the firm.

At the same time, the company announced that it had netted a profit of \$104,294, or 13 cents a share, for the first quarter of the fiscal year which ended November 30.

Franz Waxman In Pact With Decca

NEW YORK, Dec. 18.—Decca Records this week signed a long-term recording contract with screen composer Franz Waxman. Waxman was signed by the label's a.&r. chief Milt Gabler primarily for waxings on the Gold Label series, tho he will undoubtedly record other types of material.

Waxman is the owner of two Academy Award Oscars: for his music score to "Sunset Boulevard" in 1951 and his scoring for "A Place in the Sun" in 1952.

owned by Phil Kahl. The tune was penned by hot harpist Bobby Maxwell. . . . Jimmy Viennau was named assistant to M-G-M a.&r. chief Harry Meyerson this week. Viennau has been with the firm for the past five years. He will cut r.&b. wax and assist Meyerson. . . . Joni James will do a TV guest shot over WLW-D in Dayton, O., on January 16. . . . The Four Joes will be at the Statler in Detroit starting December 29.

Ernie Rudy and his orchestra is making a series of dates at San Antonio Air Force installations. He played at the Lackland Air Force Base NCO Club last week and this week at the Randolph Air Force Base NCO Club. Rudy and his band have also been booked some weeks hence for the San Antonio Country Club.

Irwin Tarr, RCA Victor exec in charge of syndicate store and coin operator sales, will marry Sheila Silverstein, former secretary of Alan Kayes, Red Seal exec. . . . Songwriters Jerry Bock and Larry Holofcener have signed a two-year pact with publisher Tommy Valando.

Chicago

Connee Boswell made an appearance on "On the Town," a local TV show. . . . Don Cornell checked into town a few days early for his opening at the Chicago Theater in order to get some deejay visitations before he goes on the six-day schedule. . . . Capitol Records held a screening of "Young at Heart" for the trade last week. The picture opened Friday (17). . . . James H. Martin Distributors, which handles M-G-M Records in this area, also held a screening last week. This one was for "Deep in My Heart" which M-G-M has pegged for an album issue of the soundtrack.

Other screenings held last week included "There's No Business Like Show Business," by Decca, and "20,000 Leagues Under the Sea," by Walt Disney, with dealers invited to hear Kirk Douglas sing "Whale of a Tale." . . . Coral is soon to issue an album cut recently by pianist Dick Marks and bassist Johnny Frigo, both of whom are currently appearing at the Cloister Inn. The duo are set for a guest shot on the "Dave Carroway Show" immediately after the album hits the counters.

Woody Herman opens at the Blue Note shortly, but in the meantime is doing one-nighters in the area. . . . Barney Fields, promotion man with Label "X" is currently squiring the Chuckles around the local deejay circuit. . . . Station WIND has inked the U. S. Air Force chorus for its annual "Christmas in Chicagoland" program which is produced by Robert Peel. . . . The second "Jammin' in Jazz" benefit concert will bring the Modern Jazz Quartet to Chicago. The show will be held at Orchestra Hall December 27 and at Schurz High School December 28. . . . Singing comic, Rufe Davis, gets his own TV show, "Laffin' Theater" here on WBKB. Debut is Monday, December 27.

Judy Jones has been inked to appear on the "Tom Duggan Show" replacing Janet Brace. . . . Girl disk jockey, Eileen Mack, is still confined to Passavant Hospital where she is suffering from a blood clot in her arm. Her show, "Be of Good Cheer," will be performed at the Veteran's Hospital this week. . . . Johnny Desmond has given his notice to the Don McNeill "Breakfast Club," and will leave that show effective January 14. . . . Standard Radio Transcription Services, Chicago, has sold its new monthly service, "Shorty-Tunes," to Stations WEDCF, Dade City, Fla.; WTIK, Durham, N. C.; KPOL, Los Angeles; WNER, Live Oak, Fla.; KSEW, Sitka, Alaska; WBHP, Huntsville, Ala.; WLBC, Leesburg, Fla.; WCCO, Minneapolis; WCEF, Parkersburg, W. Va., and WPLA, Plant City, Fla. The above stations also signed for the company's regular transcription service.

Hollywood

Harry Babbitt helms a new variety show starting this week, along with singer Peggy Conley and music by Paul Nero. . . . Joe Delaney, "X" Records national sales manager, in town for a brief stay last week, tho he's scheduled to return following his visit to San Francisco and points north. . . . Arthur Lee Simpkins headlines the bill at the Crescendo for the next two weeks. . . . Hal Jovien is currently plotting a new musical television show for singer James Melton, to originate live from Hollywood. . . . Tennessee Ernie Ford signed to star on the NBC-TV show bearing his name, with the show kicking off January 3. . . . Mel Torme has been set by Manager Bill Loeb to star on the St. Louis cerebral palsy telethon. . . . Mary Kaye Trio inked for another run at the Fairmont Hotel, San Francisco. . . . Jubilee Records has planned an extensive radio spot campaign in Las Vegas to coincide with Polly Bergen's opening there December 30. Singer's first album on Jubilee, titled "For My Beloved," was released last week. . . . Janice Luce Trio continues at the Beverly Wilshire spicing their turn with Christmas music at the Hammond organ. . . . Keefe Braselle has joined the Frankie Laine-Connie Towers team in the Columbia picture, "Here Comes the Bride." . . . Joyce Bryant sliced four sides for Epic Records last week. . . . Louis Armstrong inked for the cartoon version of "Finian's Rainbow." . . . Johnnie Ray sliced "If You Believe" and "Alexander's Ragtime Band" for Columbia Records last week, both from the Irving Berlin picture, "There's No Business Like Show Business." . . . Songscribe Lester Lee returned from his New York hiatus. . . . Singer Paula Gilbert has inked the Harry James band to take up permanent residence in Florida.

1st Xmas Best Seller!

CHRISTMAS ALPHABET

By The McGuire Sisters

Coral 61303

Budd Music Corp.

1674 B'way, N. Y., N. Y.

A Great New Instrumental and Vocal

"MY OWN TRUE LOVE"

(Tara's Theme)

REMIK-MUSIC CORP.

JUST RELEASED!

Leroy Anderson's

SANDPAPER BALLET

SONG OF THE BELLS

Recorded by LEROY ANDERSON Decca #29319

MILLS MUSIC, Inc.

from the 20th Century-Fox CinemaScope Production "WOMAN'S WORLD"

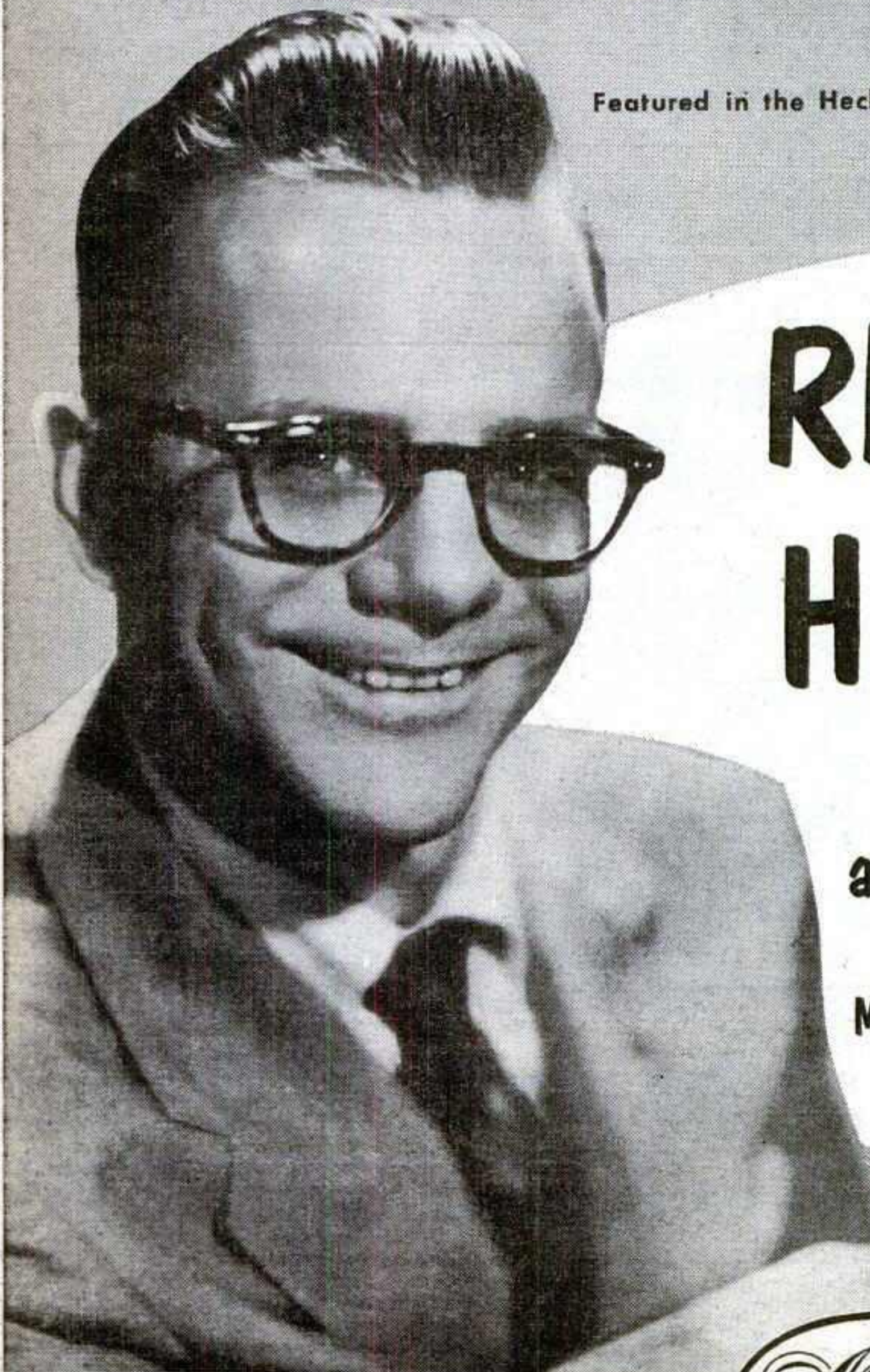
IT'S A WOMAN'S WORLD

ROBBINS MUSIC CORPORATION

A Stirring Instrumental Interpretation Of The Big Film Song Hit!

VERA CRUZ

Featured in the Hecht-Lancaster Production for United Artists "VERA CRUZ"



**RICHARD
HAYMAN**

his Harmonica
and his Orchestra

MERCURY RECORD 70514

b/w WINTER WONDERLAND



EDDY ARNOLD

RCA Album Will Mark Anniversary

NEW YORK, Dec. 18. — RCA Victor next week will release a deluxe commemorative album marking the 10th anniversary of Eddy Arnold with the firm. The set, to be sold at a special list of \$3.95, will be backed by a major promotional push.

The repertoire of the Arnold disk, titled "An American Institution," consists of a favorite country tune from each of the 10 years during which the chanter has been associated with Victor. But none were previously recorded by the artist. Such ditties as "Tennessee Waltz," "Cold, Cold Heart" and "Slowpoke" are included.

The special album will feature a 12-page biographical-pictorial review of Arnold's career. Set will be available as a 10-inch LP and as a two-pocket EP.

Over 1,000 of the albums will be sent to disk jockeys. Dealer aids designed to help move the package include a special window display, counter merchandiser, hanger, special bulletins and co-op ad mats.

Three Eddy Arnold singles will be released simultaneously with the album, including one kiddie record cut by Arnold with his eight-year-old daughter, Jo Ann.

Vogel Music Files Suit Vs. Fischer

NEW YORK, Dec. 18. — Jerry Vogel Music filed suit in Federal Court here yesterday (17) asking for a declaratory judgment naming the publishing firm co-owner of the renewal copyright to "The Hills of Home." Tune was originally in the catalog of Carl Fischer, Inc., defendant in the action.

Writers of the ditty were Oscar Fox and the late F. Calhoun. Fox

WLW Sales Plan

• Continued from page 13

present-day approach to selling via radio.

"The repetition of the advertiser's message is a must in radio these days," Dunville said, "and yet with this repetition, the repetition that gains sales, the cost-per-thousand, is by far the lowest of any major advertising medium. Repetition, backed by merchandising and promotion features that carry the sales message down to the point-of-purchase, is the backbone of our new plan."

Saturday campaigns individually designed for leading grocery and drug products have been completed by Crosley's client service department. The saturation campaigns, based on more than a year's research by Crosley's Dr. James Anderson, are said to be a new approach to the use of radio as a forceful advertising medium. Each campaign will have a complete promotion and merchandising campaign individually designed to act as a sales channeling force for the on-the-air schedule.

Backing up Crosley's sales force in the advertising markets will be the most extensive trade advertising campaign ever used by WLW, Dunville said. Crosley sales executives and NBC spot sales representatives were given a preview of the new plan last week when top officials presented details during a swing around the nation.

Included in the group presenting the new plan were Dunville; H. M. Smith, vice-president of sales; George Henderson, general sales manager; R. K. Jones, director of Crosley's client service department, and J. K. Frazier, director of merchandising.

assigned his renewal rights to Fischer, while the heirs of Calhoun turned over their rights to Vogel. Latter now claims that Fischer refuses to share income from the copyright and the Vogel suit asks for a declaration of co-ownership and accounting of profits.

EXCITEMENT

New Tunes By Hamblen Stir Action

NEW YORK, Dec. 18.—Stuart Hamblen, writer, singer, lecturer and presidential candidate, is creating renewed excitement with his composition these days. After his smash song "This Ole House" which hit it in the pop and country fields, he has come up with a series of tunes that have been made into pop records and two new sacred-pop efforts that are in all fields. These are "Open Up Your Heart" and "The Lord Is Counting on You," recorded on Decca by the Cowboy Church Sunday School.

Hamblen's latest efforts include "Old Pappy Time," "The Toy Violin" and "Have You Met Miss Jones," all of which have secured important pop slicings, in addition to Hamblen's own version on RCA Victor. He is being looked to for new country-sacred tunes by pop a.&r. men in a manner similar to the Hank Williams era.

Hamblen has the distinction of writing one of the biggest selling sheet music tunes in the past decade. The tune is "It Is No Secret," sold about 1,000,000 copies in about five years.

New Packaging for A-V Tape Libraries

NEW YORK, Dec. 18. — New package designs have been introduced on 16 A-V Tape Libraries releases, as part of a merchandising program calling for the eventual conversion of all pre-recorded tape packs in the firm's catalog. In addition to greater use of color and art, the new packages permit quicker identification of titles and

Home Dictograph

• Continued from page 13

equipment as part of the time-payment contract, special custom installations and the sale of additional speakers, remote control units and other accessories. Osserman estimated special custom installations would cost between \$350 and \$500 depending upon the buyer's demands.

Osserman said that the Dictograph home demonstration sales plan was tested in the Westchester and Long Island suburban areas of New York City with highly satisfactory results.

The Dictograph firm is 52 years old. The firm manufactures and sells the Acousticon Hearing Aid, Dictograph Inter-Communication Systems and a home fire alarm system.

Duke Finally Set On Europe Tour

LONDON, Dec. 18.—The blow-hot, blow-cold scheme to bring Duke Ellington and his ork to Europe next spring has finally crystallized into an okay. The unit has been booked for 31 appearances in 35 days, which will mean flying between dates.

Ellington's known aversion to air trips was the major snag holding up negotiations over the past few months. The unit will follow substantially the same circuit as the current Lionel Hampton swing, probably winding up with a concert at Dublin's Theater Royal, to tap the source of eager fans in Britain who would otherwise not get to see the show owing to the British Musicians' Union ban on foreign orks.

Ellington was last in Europe in 1950. Several attempts since then to set up tours have fallen thru because of the impossibility of catching the dates without using air travel.

The firm has also just released a new, comprehensive catalog of its tapes.

FORTITUDE

'Idle Gossip' Finally Hits U. S. Market

NEW YORK, Dec. 18.—The music industry learned again last week that publisher Redd Evans never gives up. After more than a year of tumult and torment, during which time he watched the Perry Como recording of his copyright "Idle Gossip"—never released here—grow into a hit in England on the HMV label, Evans this week shipped out to key deejays across the country copies of the English record, so that "... this great song may not be entirely lost to the American public."

Como waxed the tune last year for RCA Victor, but for a number of reasons it was never issued in the States. It was accidentally released in England and hit the best-seller lists. A number of other versions of the tune were released here, but none broke thru. Evans tried his best to get RCA Victor to release the side, but had no luck.

So this week, the publisher, head of Jefferson and Redd Evans Music, sent out copies of the HMV disk to deejays, with the following letter: "Enclosed you will find Perry Como's recording of 'Idle Gossip'... this record was a big hit in England for five months... We have never given out a record of Perry Como's 'Idle Gossip.' However we have had many requests from our friends to get this English record. At this holiday season, we want to take this opportunity to send you Perry Como's sensitive and beautiful rendition of a great song so that it may not be entirely lost to the American public."

NEW YORK, Dec. 18.—Steve Sholes, RCA Victor's country and western recording chief, has recently signed new contracts with Merv Shiner, Redd Stewart and a Detroit group—Jimmy Martin and the Osborne Brothers.

"Mr. hot piano" is hotter than ever...

Jackie Lee

I CAN'T GIVE YOU ANYTHING BUT LOVE

BLUE BOOGIE

CORAL
61304
9-61304



**BIGGEST OVERNIGHT HIT
IN DECCA'S 20 YEARS in BUSINESS**



**THE COWBOY CHURCH
SUNDAY SCHOOL**

sings

OPEN UP YOUR HEART

(AND LET THE SUNSHINE IN)

and

THE LORD IS COUNTING ON YOU

Two hits from the flaming pen of Stuart Hamblen
Decca 29367

Winding up our 20th Anniversary year—IN A BIG WAY, with . . .

America's Fastest Selling Record



DECCA
RECORDS

PHONOS—HI FI

By STEVE SCHICKEL

STROMBERG-CARLSON NEW HI-FI PACKAGE . . .

Shipments began last week on the new Stromberg-Carlson hi-fi console (HFCM) to distributors and dealers across the country. The new package unit will retail at \$199.95 in all parts of the United States. It has a push-pull amplifier, two Alnico 5 speakers, one 8-inch speaker and one 12-inch bass reflex speaker. Frequency response is from 50 to 15,000 cycles per second. Top of the cabinet lifts for access to the three-speed record changer, which contains a flip-over needle on a ceramic cartridge. Controls consist of on, off, bass, treble and tone. The unit is available in mahogany hand-rubbed veneers and stands on antiqued brass ferrules.

HI-FI BROADCAST HIT WITH WTAG MUSIC FANS . . .

So successful with hi-fi fans was a recent experimental broadcast conducted by John Woods on WTAG, Worcester, Mass., that the deejay has scheduled a second similar show, which this time will be sponsored by hi-fi distributor, Radio Electronic Sales. Besides spinning hi-fi records, Woods aired a dissertation on high fidelity, and conducted a series of three hi-fi tests. These tests made it possible for listeners to determine the tonal range of their receiving equipment. The test consisted of sending signals ranging from 20 to 18,000 cycles per second.

OLYMPIC PLANNING BIG AID CAMPAIGN . . .

Herbert Cabot, vice-president in charge of sales at Olympic Radio & Television, Long Island City, N. Y., last week announced the firm is planning an increased and expanded ad campaign. It is planned for direction at both trade and consumer levels. The firm also announced the appointment of Product Services Advertising, Inc., New York, to handle its national advertising. The account was formerly held by Anderson & Cairns.

MAGNECORDER ISSUES TWO NEW TAPE MACHINES . . .

Two new professional model tape recorder-playbacks were announced last week by Magnecord, Inc. The models, M90 and M81, are designed for use in radio stations as well as for musicians and other professional users. Both units have full range response, slot loading, push button controls and play at three speeds. Heads are easily interchanged, thus permitting full track, half track or instrumentation recording. Both units also incorporate a high-speed cuing control, making it possible for operator to

identify any section of tape on the machine during high speed forward or rewind operation. Built-in phone jacks allow head phone monitoring. Retail price of the M90 will be \$1,450 for the console and \$1,365 for the portable. The M81 is priced at \$975 for the console and \$800 for the portable unit without carrying case, \$875 with case.

CRESCENT SETS UP DEALER AD FUND . . .

Crescent Industries, Inc., Chicago, has set up a dealer co-operative advertising fund under which the firm will split costs of local advertising down the middle (50-50) up until 2 per cent of the dealer's annual purchases is reached. In addition, key city funds are being made available for use in various markets. Altho the firm has used this practice previously, a company spokesman announced that "For all practical purposes, this move is a new one in that the previous ones were not used extensively."

NEWS SHORTS OF PEOPLE, PRODUCTS AND EVENTS . . .

A meeting of key personnel of Motorola, Inc., distributors will be held at the Edgewater Beach Hotel, Chicago, December 29. It is understood that some new equipment will be discussed. . . . The board of directors of the Stromberg-Carlson Company at its recent meeting declared a dividend of 56 1/4 cents per share on their convertible preferred stock, and 40 cents per share on the common stock, payable December 31 to holders of record December 15. . . . A 5 per cent dividend in stock was declared this week by the directors of the Webster-Chicago Corporation (Webcor), payable at the year's end to stockholders of record December 24. The firm also announced it would distribute an additional 24,750 shares to the 495,000 shares already outstanding.

James E. Madden has been named new regional manager for Motorola, Inc., it was announced last week by James E. Herberg, national sales manager. . . . At the annual meeting of the stockholders, Harry J. Hemingway, president of Sessions Engineering Company, Chicago, was elected to the Hallcrafters Company board of directors. . . . General Dry Batteries, Inc., Cleveland, has appointed Meldrum & Fewsmith, Inc., to handle its advertising. . . . A. E. Keleher Jr., has been named product manager of Raytheon Manufacturing Company. . . . The Webster Electric Company, Racine, Wis., has issued a new preamplifier-equalizer control unit for sound systems. It can be used on recorders, phonos and radios. . . . Capehart's award for top quality slogan went to Capehart employee Lois Hartman.

LINER NOTES

By IS HOROWITZ

POETRY DISKS RELEASED BY LIBRARY OF CONGRESS . . .

Twelve LP records of poetry read by 42 distinguished poets, including Mark Van Doren, Robert Frost and Archibald MacLeish, have just been released by the Library of Congress. A leaflet containing the texts of the poems comes with each record.

'DIGEST' DEBATE ROCKS JUILLIARD'S HALL . . .

All was not in harmony last Tuesday (14) when RCA Victor invaded the longhair temple to argue the merits of the "Listener's Digest." In an unusual public debate Victor artist and repertoire chief George Marek and conductor Leopold Stokowski tangled with New York critics Harold Schonberg and Paul Henry Lang in a set-to that had a substantial audience in Juilliard's Concert Hall rocking.

After playing a condensed movement from a Beethoven symphony, as recorded on a "Digest" disk, Marek presented the philosophy of the project. He described it as a method for widening the popularity of good music among those who so far have expressed no interest in the art. Marek said there are 15,000,000 American families who have no phonographs, but can afford their purchase.

Stokowski emphasized that the records were not for musical literates, but aimed primarily at persons in smaller communities with few opportunities to develop a taste in good music.

Schonberg and Lang were sharp in their criticism. Tho they seriously contended that there is no shortcut to musical appreciation, a major portion of their time was taken up aiming barbs of ridicule at the "Digest" supporters. Lang drew yocks with his projection of the principle of condensation to sculpture.

"What would be the result if some company decided to popularize Venus de Milo by extracting only her more attractive parts?" he asked.

Little of concrete value was accomplished by the debate, altho all had a good time. The partisan lines were as sharply drawn in the audience as on the stage. It is doubtful if any listener changed his mind.

NEW BRAHMS PKGE. BY WALTER FOR COL. . . .

With Bruno Walter's Columbia package of the orchestral works of Brahms already a strong seller,

the record company has scheduled a new major Brahms package by the noted conductor. He will direct a performance of the "German Requiem" at a Carnegie Hall recording session Monday (20). The orchestra will be the New York Philharmonic, to be joined by soprano Irmgard Seefried, bass-baritone George London and the Westminster Choir. The set will be rushed thru for early release.

BERLIN SYMPH TOUR HANGS IN BALANCE . . .

The Columbia Concerts still insists that the highly-advertised tour of the Berlin Philharmonic will kick off late in February as planned, some observers now give the project scant chance. The recent death of Wilhelm Furtwangler, who was to conduct the ork during its scheduled 26 United States appearances, was the first blow. And as of press time no adequate substitute could be obtained.

Now it is learned that H. Reichhold, Detroit industrialist who was to help underwrite the tour to the tune of \$50,000, has withdrawn his financial support. But Andre Mertens of Columbia Concerts still hopes to get the show on the road.

M-G-M READIES PIANO MUSIC FOR KIDS . . .

M-G-M Records has prepared an album of "Piano Music for Children by Modern American Composers" which the firm plans to promote as an educational package. The sheet music for most of the compositions will also be available for consumer purchase. Performer is the pianist Marga Richter.

Composers featured include Aaron Copland, Henry Cowell, Virgil Thomson and Alan Hovhaness. M-G-M also commissioned special works by younger writers - Harold Lawrence, Alan Skelly, Stanley Wolfe and Miss Richter herself. The album will be released early in January.

MAJOR AND MINOR . . .

The Vienna Choir Boys arrived in New York this week for a four-month concert tour. . . . A special evening broadcast by the Metropolitan Opera has been scheduled for January 1 over the ABC network. Verdi's "La Traviata" will be performed, featuring Licia Albanese. . . . Vox toppers George Mendelssohn and Larry Green fly to Europe next week, with Green planning to visit England, France, Spain and Portugal. Mendelssohn goes direct to his Paris headquarters.

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
2. MUSIC, MARTINIS AND MEMORIES—Jackie Gleason . . . Capitol W 509
3. MUSIC FOR LOVERS ONLY—Jackie Gleason . . . Capitol H 352
4. WHITE CHRISTMAS—Bing Crosby . . . Decca DL 8083
5. GLENN MILLER PLAYS SELECTIONS FROM "THE GLENN MILLER STORY" . . . RCA Victor LPT 3057
6. A STAR IS BORN—Judy Garland . . . Columbia BL 102
7. SEVEN BRIDES FOR SEVEN BROTHERS—Sound Track . . . M-G-M E 244
8. SWING EASY—Frank Sinatra . . . Capitol H 528
9. GLENN MILLER LIMITED EDITION, VOL. 2 . . . RCA Victor LPT 6701
10. MUSIC OF CHRISTMAS—Percy Faith . . . Columbia CL 588
11. CHRISTMAS CAROLS—Mantovani Orchestra . . . London DL 913
12. MERRY CHRISTMAS—Bing Crosby . . . Decca DL 5019
13. MUSIC FOR DAY DREAMING—Melachrino Strings . . . RCA Victor LPM 1028
14. TODAY'S TOP HITS, VOL. 12—Nat (King) Cole, Les Paul and Mary Ford . . . Capitol W 9122
15. VOICES IN MODERN—Four Freshmen . . . Capitol H 522

EP'S

1. THE STUDENT PRINCE—Mario Lanza . . . RCA Victor ERB 1837
2. WHITE CHRISTMAS—Bing Crosby . . . Decca 9-805
3. MUSIC FOR LOVERS ONLY—Jackie Gleason . . . Capitol EBF 352
4. MUSIC, MARTINIS AND MEMORIES—Jackie Gleason . . . Capitol EAP 509
5. GLENN MILLER PLAYS SELECTIONS FROM "THE GLENN MILLER STORY" . . . RCA Victor EPBT 3057
6. SWING EASY—Frank Sinatra . . . Capitol EBF 528
7. A STAR IS BORN—Judy Garland . . . Columbia BA 1021
8. SEVEN BRIDES FOR SEVEN BROTHERS—Sound Track . . . M-G-M MX 244
9. TOP HITS—Les Paul and Mary Ford . . . Capitol EAP 1-9121
10. CHRISTMAS CAROLS—Mantovani Orchestra . . . London EP 6136-8
11. GLENN MILLER LIMITED EDITION, VOL. 2 . . . RCA Victor EPOT 6701
12. MERRY CHRISTMAS—Bing Crosby . . . Decca ED 547
13. MUSIC OF CHRISTMAS—Percy Faith . . . Columbia B 1903-5
14. VOICES IN MODERN—Four Freshmen . . . Capitol EBF 522
15. TOP HITS—Nat (King) Cole . . . Capitol EAP 1-9120

Reviews and Ratings of New Classical Releases

HOMAGE TO DIAGHILEV (3-12")— Philharmonia Orchestra; Igor Markevitch, Cond. Angel 3518C . . . 80

A treasury of music associated with the Ballets Russes in the 1909-1929 period, when, under the leadership of Serge Diaghilev, the talents of the most outstanding dancers, composers, designers and choreographers of a generation were brought together in an artistic association that still radiates strong influences. Despite Diaghilev's love of everything new, Markevitch gives us elegant readings of "Swan Lake" and the Mazurka from "Les Sylphides" here to remind us that the classical ballet was the foundation of Diaghilev's approach to the dance. His reputation rests, however, on the part he played in bringing into being the then-revolutionary "Afternoon of a Faun," "Daphnis et Chloe," "Petrouchka" and "Three Cornered Hat." These and the five other ballets recorded here are interpreted with vigor and real theatrical flair by veteran ballet conductor Markevitch. While "Le Pas d'Acier" by Prokofiev is the only previously unrecorded work in the set, the anthology will score a big hit with all balletomanes the minute they set their eyes on the handsome cover and the 32-page booklet inside it describing and illustrating Diaghilev's career in photographs and colored sketches. Sound is top-notch.

VERDI: MESSA DA REQUIEM (2-12")— Elizabeth Schwarzkopf, Giuseppe di Stefano, Oralia Dominguez, Cesare Siepi; La Scala Orchestra and Chorus; Victor de Sabata, Cond. Angel 3502B . . . 78

In a few short months three versions of the Verdi masterpiece have been issued, with the Toscanini interpretation already a best-seller. This much can safely be predicted: The great bulk of the remaining sales will be split between RCA Victor and Angel, with the choice certain to be a matter of tortured indecision for many collectors. And some will undoubtedly go for both. De Sabata may not show the concentrated and impetuous Toscanini drive, but his climaxes have the same searing impact. The entire production has the element of "theater" that underscores the dramatic content of the work. An unusual disk achievement due for strong action in many stores.

SAINT-SAENS: PIANO CONCERTO NO. 2; MOZART: PIANO SONATA NO. 16 IN B FLAT (1-12")—Emil Gilels, Piano; Orchestre de la Societe des Concerts du Conservatoire; Andre Cluytens, Cond. Angel 35132 . . . 76

The brilliant Soviet pianist turns in an astounding reading of the Saint-Saens, remarkable for its controlled virtuosity. This is great playing indeed and it will be recognized as such by many collectors of keyboard disks. In the Mozart the clean articulation of the fast-passage work will also delight many, altho the musical results are not as convincing. One of the few Western-technique recordings of Gilels, the sound here is excellent. Good sales due as word gets around. Could be a sleeper.

BACH: BRANDENBURG CONCERTOS, NOS. 1-6 (2-12")—Soloists and Chamber Orchestra under the direction of Jascha Horenstein. Vox DL 122 . . . 71

From several points of view this is an extremely interesting release and it's likely to enjoy sustained sales despite heavy competition. The playing is beautiful, with its use of recorders and gambas, about as authentic as is practical today. Purists will even relish the wheezing of the abbreviated violino piccolo. For the first time, too, we are given all six concertos on two disks. But the bonus price for the set (\$14.95) is not excessive in view of the extra trappings. The records come in a handsome album; the notes are the most detailed available anywhere and complete scores are included. The recorded sound is intimate and has unusual presence.

JOHANN STRAUSS: WIENER BLUT (COMPLETE) (2-12")—Elizabeth Schwarzkopf, Erich Kunz, Nicolai Gedda; Philharmonia Orchestra and Chorus; Otto Ackermann, Cond. Angel 3519 . . . 74

Viennese operetta is fast becoming an exclusive Angel province, it would appear. Here is another in the delightful series, following "Merry Widow" and "Land of Smiles" in happy order. And with the same artists. Sales, also, ought to follow in the same groove. There is a wonderful lilt to the Strauss tunes as projected by the talented company, and the music has appeal for a wide variety of collectors. And browsers' eyes will focus easily on the color-splashed cover. Full text and translation included.

MOZART: CONCERTO IN C FOR OBOE AND ORCHESTRA (1-12")— Mitchell Miller, Oboe; Saldenberg Little Symphony; Daniel Saldenberg, Cond. Columbia ML 4916 . . . 73

Oboist Mitchell Miller and the Saldenberg Little Symphony combine in a stunning interpretation of the Mozart concerto more commonly performed by flute in D Major. Miller, who is employed full-time these days in the pop department of the diskery, has not lost his skill nor his authority with the double-reed instrument. Three Bach selections by J. S. and son J. C. round out the program. Connoisseurs will be interested in this set, as will students and teachers.

BACH: COFFEE CANTATA; AMORE TRADITORE (1-12")—Soloists; Helma Elsner, Harpsichord; Prof Musica Or- chestra, Stuttgart; Rolf Reinhardt, Cond. Vox PL 8980 . . . 71

The two secular cantatas, one about a tussle with the coffee habit, and the other a short, romantic opus, make for delightful listening. They could serve as a good introduction to those who fear Bach as a stuffy old gent; they'll find plenty of humor in the Coffee Cantata. Solo roles are capably sung. For all practical purposes these are recording "firsts." The

(Continued on page 26)

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Reviews and Ratings of New Classical Releases

Continued from page 24

Coffee Cantata is listed in the catalog, but the label is not generally available.

HAYDN: TRUMPET CONCERTO IN E FLAT; HARPSICHORD CONCERTO IN D (1-12)—Vienna State Opera Orchestra; Franz Litschauer, Cond. Vanguard VRS 45470
George Eskdale is a superior trumpet soloist and it is his performance that will account for most of the sales of this package. The happy, uncomplicated music has been superbly recorded by Vanguard. Moderate potential, but movement to buyers should be sustained.

SCHUBERT: PIANO SONATA IN D, OP. 53; PIANO SONATA IN E FLAT, OP. 122 (1-12)—Friedrich Wuehrer, Piano. Vox PL 882068
Wuehrer continues his project of recording all the Schubert sonatas with the fourth disk in the series. Again his solid musicianship is evident. If the effect sometimes lacks tension and drive, the reason is probably due as much to the nature of the discursive works as to his thoughtful approach. Any collector seeking the repertoire will look this way. The Opus 122 has not been cut before; the Opus 53 is once available but ex-

travagantly spread over two sides of the competing LP. Good, live piano sound.

BERLIOZ: OVERTURES (1-10)—L'Orchestre de la Suisse Romande; Robert Denzler, Cond. London LD 914368
Here is "meat-and-potatoes" repertoire designed to please those seeking "classical" music to toss on the turntable; yet neither the works, "Benvenuto Cellini" and "Beatrice et Benedict" overtures, nor the orchestra Suisse Romande conducted by Robert Denzler, can be fluffed-off. Catalogs are already heavily laden with Berlioz works and with Suisse Romande performances. London itself has two other 10-inch versions of "Cellini."

CHAPI: LA REVOLTOSA; CABALERO: GIGANTES Y CABEZUDOS (1-12)—Agrupacion Sinfonica "La Zarzuela"; F. Moreno Torroba, Cond. Columbia ML 493167
The growing zarzuela repertory on records gets very solid reinforcement here in these excerpts from two of the most popular of the older zarzuelas. Two singers well known and loved by aficionados of this Spanish popular art form take leading roles here: soprano Consuelo Rubio and mezzo Ines Rivadeneyra, and they are assisted by the capable and amusing tenor, Tino Pardo. The appeal of this music is wide, and as more of it becomes available, particularly in top-notch recordings like this one, sales should become substantial, even in non-Spanish speaking communities.

bygone era. This, the second volume featuring early recordings of the great Bix, will be treasured by every dyed-in-the-wool fan. The first four sides were made with Beiderbecke and the Wolverines back in 1924. They feature Bix on cornet and on one side—"Big Boy"—on piano. Of the other four sides two are with the Sioux City Six, and were cut in 1924, and the other two are with the Rhythm Jugglers and with Tommy Dorsey, and were made a year later. Beiderbecke's cornet work with the Wolverines is as thrilling now as it was three decades ago. All collectors will be interested in this release.

Reviews and Ratings of New Popular Albums

THERE'S NO BUSINESS LIKE SHOW BUSINESS (1-12)88
Decca DL-8091

There's little doubt but this one should be one of the big-selling LP packages for the next few months. The color film, roster of top names, Berlin music, etc., all make up the ingredients which spell "hit." Only film personality not on this "sound track" etching is Marilyn Monroe—Dolores Gray subs for her more than adequately. The rest—Johnnie Ray, Dan Dailey, Ethel Merman, Mitz Gaynor—are teamed for some effective readings of great Berlin standards and a couple of new pieces of material. A powerful package.

PETER PAN (1-10)79
Mary Martin, Cyril Ritchard, Kathy Nolan, Cond. Louis Adrian (1-12")
RCA Victor LOC 1019

This original cast-album of current Broadway musical click is a delightful Christmas package for children and whimsy-minded adults. The LP should also find a ready market among theater enthusiasts and Mary Martin fans. There are two other "Peter Pan" albums available; the Jean Arthur-Boris Karloff version on Columbia (presented on Broadway as a straight fantasy a few years ago) and Victor's waxing by Hugo Winterhalter and chorus of the Walt Disney feature cartoon score. However, the Carolyn Leigh, Mark Charlap-Jule Styne score for this package is brand new, and it shapes up as the most delightful "Peter Pan" on record to date. Mary Martin, Cyril Ritchard and Kathy Nolan are exactly right as Peter, Captain Hook and Wendy respectively; while the children's chorus provides charming backing.

YOU'LL NEVER WALK ALONE (1-10)76
Roy Hamilton (1-10")
Epic LG-1023

One of the brightest new talent discoveries of 1954 is Roy Hamilton, and this LP release features the young singer on recordings that brought him to public attention this year as well as a couple of sides not previously released. The set includes the title song, which was Hamilton's first big hit, plus "If I Loved You," "Ebb Tide," "So Let There Be Love," "I Believe," "The House I Live In," "I'm Gonna Sit Right Down and Cry" and "Beware." The set should have strong appeal in both the pop and the r.&b. field for fans of all ages.

LAVALLE AT WORK (1-12)75
Paul Lavalle and the City Service Band of America (1-12")
RCA Victor LPM-1026

A novelty treatment distinguishes this package, with conductor Lavalle acting as narrator on three band selections to explain the derivation of certain sound-effects in each tune. For instance, on "The Dwight D. Eisenhower March" he relates how the song is based on the President's initials D. D. E.; while on "The U.S. Air Force," he illustrates how he imitates in music the sounds of bombers and jets. Lavalle has a sincere, albeit rather pedantic commentary style. The long-time popularity of his Monday night programs on NBC should pay off in sales on this album. In addition to the novelty material, the LP features "Malaguena" and "Il Guarany Overture." The rest of the tunes were all written by the conductor, including "Horns A-Plenty" and "The Bullfrog and the Robin."

PARIS BY NIGHT (1-10)70
Frank Pourcel Ork (1-10")
Westminster WL-3030

This form of Continental, dinner, salon or background music album—or whatever one likes to call it—has proven its commercial appeal in recent months. For the masses who desire some lush, simple, melodic instrumentals in strict tempo, this package will fill the bill most admirably. Pourcel is a first-class swank bistro fiddler who fronts a Continental ork in Paris. In every way this is a pleasing half hour of Gallic melodies. Sound is excellent.

NOW EVERYBODY SING (1-10)65
Somethin' Smith and the Redheads (1-10")
Epic LG-1020

Opening on the theme, "There's a little bit of corn in all of us," Smith and the Redheads then go about winning the listener to their point of view, plunging enthusiastically into one old tune after the other that have practically universal appeal. They run the gamut from the nostalgic "Pretty Baby" to a high-flying version of "California, Here I Come." Their

forte is a rhythm tune with a solid bouncy beat, and of these a healthy number is included: "Sweet Georgia Brown," "Back in Your Own Back Yard," "It's a Sin to Tell a Lie," etc. A light and winsome program of sturdy old tunes to banjo accompaniment that will delight these musicians' fans—and others who believe the old songs are still the best songs.

JOHNNY HOLIDAY SINGS (1-10)60
Pacifica PL-801

Could be that with this kind of exposure, and with a loyal and vocal cult kind of followers, Mr. Holiday could break thru. It's happened before. Certainly he's a musicianly singer and he has a sound. Arrangements by Russ Garcia and a band loaded with guys like Shelly Manne, Bud Shank and Barney Kessel should bring its own following. Holiday is a fine singer with a feeling for lyrics and melody line. His primary appeal now would seem to be among the jazz fans and musicians. He bears watching—and, of course, listening.

COUNTRY AND WESTERN CARAVAN (1-10)80
Hank Snow, Minnie Pearl, Davis Sisters (1-10")
RCA Victor LPM 3220

The country and western market hasn't taken to LP as strongly as other markets, this type of package should help LP packages move into the field. It's an "on-the-spot" recording of part of a performance during the label's c.&w. tour of its artists this year. Crowd noises, spontaneity all make for wonderful listening as the top talent runs thru a batch of first-rate country tunes. Fine stuff.

JAZZ RANDY WESTON PLAYS COLE PORTER IN A MODERN MOOD (1-10)80
Riverside RLP 2508

Riverside Records has come up with an outstanding waxing in this, the first release in the label's new contemporary jazz series, featuring pianist Randy Weston. Weston turns in a brilliant display of modern jazz stylings on a selection of Cole Porter favorites. This is the first time that Weston, who has played with groups in New York since the war, has had a chance to really display his technique and his musicianship on disks and he makes the most of it. His style owes a lot to jazz greats like Art Tatum, Thelonious Monk and others, and yet he has much to say on his own. On this set he does some very attractive work on "Get Out of Town," "In the Still of the Night," "I Love You," "Night and Day" and other Porter standards, and yet keeps a swinging beat at the same time. Modern jazz fans should get their kicks from this set; Weston shows up as a real comer here.

THE FLIP PHILLIPS QUINTET (1-12)77
Clef MG C-637

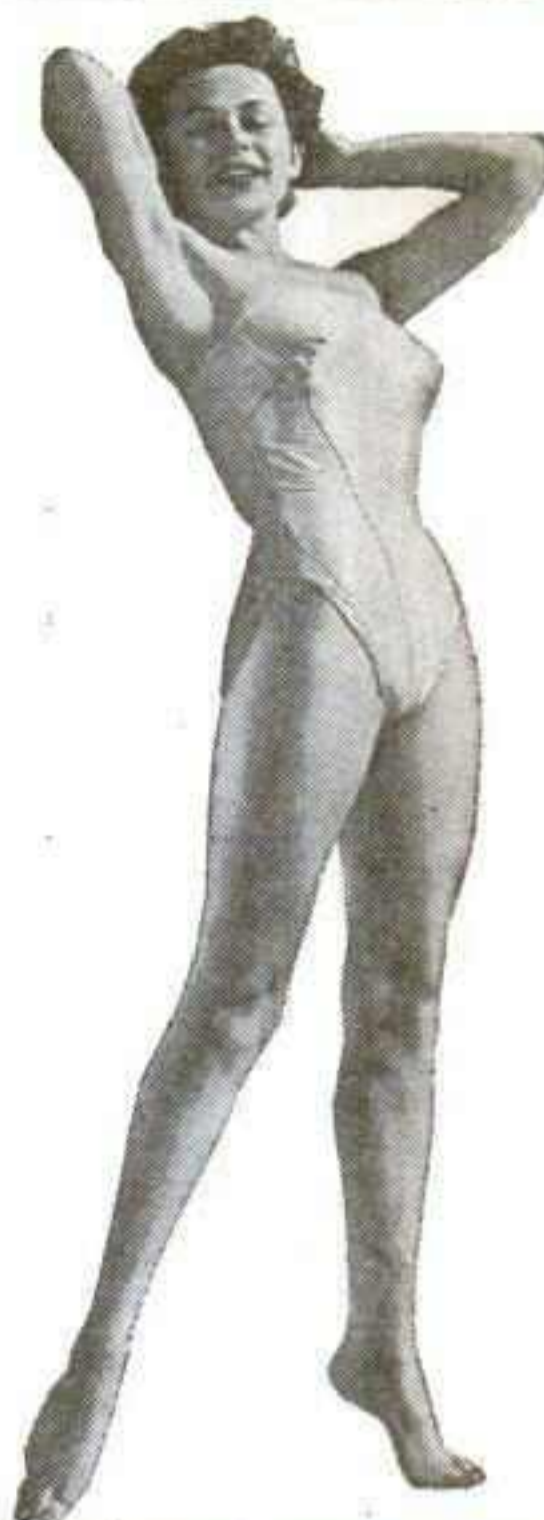
Flip Phillips shows on this new set, one of his many on the label, that he can play sweetly and with feeling in spite of his reputation as a honker. He turns in some warm, gentle work on "The Birth of the Blues," "Almost Like Being in Love" and others on this new collection. He is helped much by the melodic Oscar Peterson on piano, Herb Ellis on guitar, Ray Brown on bass, and the swinging Buddy Rich on Drums. All of them turn in fine jazz here to make this one of Phillips' best collections in recent months. His fans will enjoy it.

GENE KRUPA SEXTET, ALBUM 3 (1-12)74
Clef MG C-631

Altho Gene Krupa is the leader of the sextet featured on this new waxing, the disk belongs as much to the other musicians on the set: Charlie Shavers, Bill Harris, Eddy Davis, Ray Brown and Teddy Wilson, as to the drummer man. The group comes thru with some attractive work on both ballads and bounce efforts, with the ballad medley displaying some sweet and pretty piano work by Wilson and fine horn work by Harris, Davis and Shavers. Krupa, of course, holds a steady beat thruout. "Jazz at the Philharmonic" fans will find this right down their alley.

BIX BEIDERBECKE AND THE WOLVERINES (1-10)76
Riverside 1050

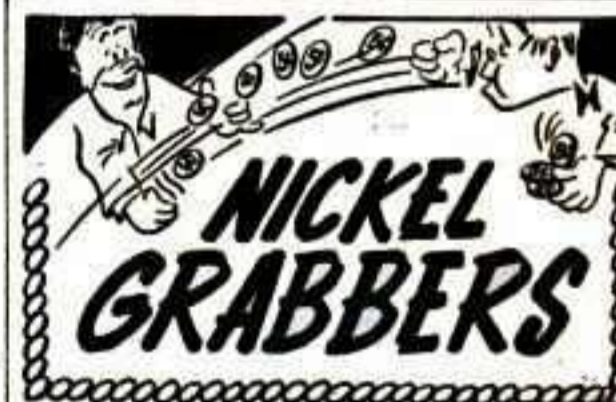
Jazz fans of all schools should be thankful to the label for continuing to come up with out-of-print masters featuring the giants of jazz of a



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TELL THEM
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and

best wishes
for a happy
and

prosperous
new year

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

The Billboard Music Popularity Charts

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

Talent Corner

The record business—and the talent business—could be headed for a strong year in 1955. At least that's how it looks from a study of the hot records of the moment. Very much in evidence are new talents. Some are completely new to records, some completely new to show business and some only "new" in the sense that they have finally come thru with the hit record expected of them for years.

At this moment dealers, jockeys, operators and, of course, the public, are getting more familiar with a raft of new disk stars. Here's only a partial list gleaned from among the better selling pop singles: Bob Manning, Joan Weber, Bill Vaughn, Bill Haley, Richard Maltby, the Chuckles, the Chordettes, the De Castro Sisters, Jaye P. Morgan, the Charms, the Cheers, Archie Bleyer, the Penguins and the Fontane Sisters.

The country and western roster looks just the same. So, too, does the roster of names on the rhythm and blues talent roster. And while it is no secret that the record business is the fastest moving part of show business, it has assumed the role long held by other show business segments—the role of uncovering and exposing the great names of tomorrow.

Perhaps, a show business wise-acre will point out, much of the new talent will not be around three months or three years from now. Yet within the coming three months or years, record buyers will latch on to additional favorites. And from all this will come the show business of tomorrow.

Good as it is to see established stars like Perry Como, Eddie Fisher, Jo Stafford, Bing Crosby, the Four Aces, etc., still turning out hit records, it's a far happier picture when new talents arrive on the scene to capture the consumer's imagination—and his box office money.

Old-timers in the record business like to point out that the industry has always had its best years when a batch of new talent came to the fore. And since it is pretty well established that a smash hit record by an established name rarely creates the excitement generated by a hit turned out with new talent, the new faces, sound and names should make for healthy business in the coming year.

Best Selling Sheet Music

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

This Week	Last Week	Weeks on Chart
1. Mr. Sandman.....	1	6
E. H. Morris		
1. Count Your Blessings..	2	11
Berlin		
3. This Ole House.....	3	16
Hamblen		
4. Let Me Go, Lover....	7	3
Hill & Range		
5. Teach Me Tonight....	6	8
Hub		
6. White Christmas.....	11	5
Berlin		
7. I Need You Now.....	4	15
Miller		
8. If I Give My Heart to You	5	15
Miller		
9. Rudolph the Red-Nosed Reindeer....	13	2
St. Nicholas		
10. Naughty Lady of Shady Lane	9	4
Paxton		
11. Papa Loves Mambo... ..	8	8
Shapiro-Bernstein		
12. Hold My Hand.....	10	14
Raphael		
13. Whither Thou Goest..	14	10
Hill & Range		
14. Silver Bells.....	—	1
Paramount		
15. Winter Wonderland... ..	—	1
Bregman, Vocco & Conn		

HONOR ROLL OF HITS



The Nation's Top Tunes

For survey week ending December 15

This Week	Last Week	Weeks on Chart
1. Mr. Sandman	1	8
By Pat Ballard—Published by E. H. Morris (ASCAP) BEST SELLING RECORDS: Chordettes, Cadence 1247; Four Aces, Dec 29344. OTHER RECORDS AVAILABLE: L. Elgart, Col 40383; Lancers, Coral 61288; V. Monroe, V 20-5767; B. Morrow, Mer 70477.		
2. Let Me Go, Lover	2	3
By Jenny Lou Carson, Al Hill—Published by Hill & Range (BMI) BEST SELLING RECORDS: J. Weber, Columbia 40366; T. Brewer, Coral 61315; P. Page, Mercury 70511. OTHER RECORDS AVAILABLE: S. Gale, V 20-5952; P. Lee, Dec 29373.		
3. Teach Me Tonight	3	11
By Sammy Cahn & Gene De Paul—Published by Hub (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; D. Washington, Mercury 70497.		
4. I Need You Now	3	16
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. Nolan, Sarg 110.		
5. Naughty Lady of Shady Lane	6	5
By Tepper and Bennett—Published by Paxton (ASCAP) BEST SELLING RECORDS: Ames Brothers, V 20-5897; A. Bleyer, Cadence 254.		
5. This Ole House	5	20
By Stuart Hamblen—Published by Hamblen (BMI) BEST SELLING RECORDS: R. Clooney, Col 40266; S. Hamblen, V 20-5739. OTHER RECORDS AVAILABLE: Rex Allen-T. Williams, Dec 29254; Blue Ridge Quartet, Gotham 439; Herb and Kay, King 1376; Jordanaires, Cap 2915; Sister Rosetta Tharpe, Dec 29255; Stamps Quartet, Col 21323; Statesmen, V 20-5850.		
7. Count Your Blessings	6	10
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. Papa Loves Mambo	6	12
By Al Hoffman, Dick Manning, Bix Reichner—Published by Shapiro-Bernstein (ASCAP) BEST SELLING RECORD: P. Como, V 20-5857. OTHER RECORDS AVAILABLE: Alfreddo, Rainbow 264; G. Jones, M. Pearl, V 20-5891; Peacock Mambo Combo, Tico 1092; J. Ray, Col 40324.		
9. If I Give My Heart to You	9	16
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.		
10. Hearts of Stone	14	4
By Rudy Jackson, Eddie Ray—Published by Regent (BMI) BEST SELLING RECORDS: Fontane Sisters, Dot 15265; Charms, DeLuxe 6062. OTHER RECORDS AVAILABLE: Goofers, Coral 61305; R. Gray, Cap 2946; L. Innis, King 1392; Jewels, R & B 1301; R. Wells, V 20-5955.		

Second Ten

11. HOLD MY HAND	10	15
Published by Raphael (ASCAP)		
12. WHITE CHRISTMAS	20	3
Published by Berlin (ASCAP)		
13. MAKE YOURSELF COMFORTABLE.....	15	4
Published by Rylan (ASCAP)		
14. MAMBO ITALIANO.....	12	6
Published by Rylan (ASCAP)		
15. HEY, THERE.....	11	23
Published by Frank (ASCAP)		
16. SHAKE, RATTLE AND ROLL.....	12	15
Published by Progressive (BMI)		
17. THAT'S ALL I WANT FROM YOU.....	17	2
Published by Weiss & Barry (BMI)		
17. RUDOLPH, THE RED-NOSED REINDEER.....	—	1
Published by St. Nicholas (ASCAP)		
19. HOME FOR THE HOLIDAYS.....	—	1
Published by Roncom (ASCAP)		
20. DIM, DIM THE LIGHTS.....	17	2
Published by Republic (BMI)		

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

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Tunes with Greatest Radio-TV Audiences

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

Radio

- All of You (R) (M)—Chappell—ASCAP
- Christmas Alphabet (R)—Budd—ASCAP
- Count Your Blessings (R) (F)—Berlin—ASCAP
- Fanny (R) (M)—Chappell—ASCAP
- Give Me Your Heart for Christmas (R)—Fred Fisher—ASCAP
- Hey, There (R) (M)—Frank—ASCAP
- Hold My Hand (R)—Raphael—ASCAP
- Home for the Holidays (R)—Roncom—ASCAP
- I Need You Now (R)—Miller—ASCAP
- Idle Gossip (R)—Redd Evans—ASCAP
- If I Give My Heart to You (R)—Miller—ASCAP
- It's a Woman's World (R) (F)—Robbins—ASCAP
- Let Me Go, Lover (R)—Hill & Range—BMI
- Make Yourself Comfortable (R)—Rylan—ASCAP
- Mr. Sandman (R)—E. H. Morris—ASCAP
- My Own True Love (Tara's Theme) (R) (F)—Remick—ASCAP
- Naughty Lady of Shady Lane (R)—Paxton—ASCAP
- Papa Loves Mambo (R)—Shapiro-Bernstein—ASCAP
- Rudolph the Red-Nosed Reindeer (R)—St. Nicholas—ASCAP
- Santa Claus Is Coming to Town (R)—Feist—ASCAP
- Silk Stockings (R) (M)—Chappell—ASCAP
- Silver Bells (R) (F)—Paramount—ASCAP
- Sleigh Ride (R)—Mills—ASCAP
- Smile (R)—Bourne—ASCAP
- Teach Me Tonight (R)—Hub—ASCAP
- This Ole House (R)—Hamblen—BMI
- Vera Cruz (R)—Feist—ASCAP
- Without Love (R) (M)—Chappell—ASCAP
- Wrong, Wrong, Wrong (R)—Paxton—ASCAP
- You're Nobody Till Somebody Loves You (R)—Southern—ASCAP

Television

- A Dame's a Dame (R) (F)—Mills—ASCAP
- Cara Mia (R)—Feist—ASCAP
- Count Your Blessings (Instead of Sheep) (R) (F)—Berlin—ASCAP
- Crazy 'Bout You Baby (R)—Sunbeam—BMI
- Dance, Mr. Snowman, Dance (R)—Favorite—ASCAP
- Davey Crockett (R)—Disney—ASCAP
- Every Christmas Morning (R)—Radio Music—BMI
- Give Me Your Heart for Christmas (R)—Fred Fisher—ASCAP
- Home for the Holidays (R)—Roncom—ASCAP
- I Dreamt That I Was Santa Claus (R)—Ludlow—BMI
- I Need You Now (R)—Miller—ASCAP
- If I Give My Heart to You (R)—Miller—ASCAP
- Let Me Go, Lover (R)—Hill & Range—BMI
- Love Can Change the Stars (R)—Feist—ASCAP
- Make Yourself Comfortable (R)—Rylan—ASCAP
- Mr. Sandman (R)—E. H. Morris—ASCAP
- Muskrat Ramble (R)—Geo. Simon—ASCAP
- My Love Song to You (R)—Songsmiths—ASCAP
- Naughty Lady of Shady Lane (R)—Paxton—ASCAP
- Papa Loves Mambo (R)—Shapiro-Bernstein—ASCAP
- Pupalina (R)—Pincus—ASCAP
- Santa Claus Is Coming to Town (R)—Feist—ASCAP
- Santo Natale (R)—Spier—ASCAP
- Sh-Boom (R)—Hill & Range—BMI
- Silver Bells (R)—Paramount—ASCAP
- Sleigh Ride (R)—Mills—ASCAP
- Teach Me Tonight (R)—Hub—ASCAP
- Bob Vivants (R) (F)—Mills—ASCAP
- Two of Us (R)—Mills—ASCAP
- Wait 'Till Paris Sees Us (R)—Mills—ASCAP

England's Top Twenty

Based on cabled reports from England's top music jobbers. American publisher of each tune is listed in parenthesis. Asterisk indicates no American publisher.

- Hold My Hand—Bradbury Wood (Raphael)
- If I Give My Heart to You—Robbins (Miller)
- Santo Natale—Spier (Spier)
- This Ole House—Duchess (Hamblen)
- I Can't Tell a Waltz From a Tango—Michael Teine (Harman)
- Mr. Sandman—Edwin Morris (E. H. Morris)
- My Son, My Son—Kassner (Kassner)
- There Must Be a Reason—Campbell, Connelly (April & Cromwell)
- Veni, Vidi, Vici—Dash (Joy)
- Smile—Bourne (Bourne)
- Happy Wanderer—Bosworth (Fox)
- My Friend—Chappell (Paxton)
- No One But You—Robbins (Feist)
- Little Things Mean a Lot—Robbins (Feist)
- A Skyblue Shirt and a Rainbow Tie—Lawrence Writ (*)
- Count Your Blessings (Instead of Sheep)—Berlin (Berlin)
- I Still Believe—MacMelodies (MacMelodies)
- I Love Paris—Chappell (Chappell)
- Story of Tina—MacMelodies (Maurice)
- High and the Mighty—Harma, Connelly (Witmark)



AMERICA'S NO. 1 VOCALIST
FRANK SINATRA

AND

AMERICA'S NO. 1 BAND
RAY ANTHONY'S ORCH.

TEAM UP ON THE HOTTEST NEW SONG
MELODY OF LOVE

BACKED WITH **I'M GONNA LIVE TILL I DIE**

CAPITOL RECORD NO. 3018



The Billboard Music Popularity Charts

POPULAR RECORDS

• Best Sellers in Stores

For survey week ending December 15

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

This Week	Last Week	Weeks on Chart	Title	Label
1	1	9	MR. SANDMAN—Chordettes	Cadence 1247—ASCAP
2	2	4	LET ME GO, LOVER—J. Weber	Marionette—Col 40366—BMI
3	4	12	TEACH ME TONIGHT—DeCastro Sisters	It's Love—Abbott 3001—ASCAP
4	5	21	THIS OLE HOUSE—R. Clooney	Hey, There (18)—Col 40266—BMI
5	3	17	I NEED YOU NOW—E. Fisher	Heaven Was Never Like This—V 20-5830—ASCAP
6	8	5	NAUGHTY LADY OF SHADY LANE—Ames Brothers	Addio—V 20-5897—ASCAP
7	6	9	COUNT YOUR BLESSINGS—E. Fisher	Fanny (36)—V 20-5871—ASCAP
8	7	13	PAPA LOVES MAMBO—P. Como	Things I Didn't Do—V 20-5857—ASCAP
9	9	5	MR. SANDMAN—Four Aces	I'll Be With You In Apple Blossom Time—Dec 29344—ASCAP
10	17	3	HEARTS OF STONE—Fontane Sisters	Bless Your Heart—Dot 15265—BMI
11	14	5	MAKE YOURSELF COMFORTABLE—S. Vaughan	Crazy 'Bout Lollipop—Mercury 70432—ASCAP
12	19	2	LET ME GO, LOVER—T. Brewer	Moon Is on Fire—Coral 61315—BMI
13	15	7	MAMBO ITALIANO—R. Clooney	We'll Be Together Again—Col 40361—ASCAP
14	10	19	SHAKE, RATTLE AND ROLL—B. Haley	A. B. C. Boogie—Dec 29204—BMI
15	16	6	DIM, DIM THE LIGHTS—B. Haley	Happy Baby—Dec 29317—BMI
16	18	5	THAT'S ALL I WANT FROM YOU—J. P. Morgan	Dawn—V 20-5896—BMI
17	20	5	HEARTS OF STONE—Charms	Who Knows—DeLuxe 6062—BMI
18	12	24	HEY, THERE—R. Clooney	This Ole House (4)—Col 40266—ASCAP
19	11	16	IF I GIVE MY HEART TO YOU—Doris Day	Anyone Can Fall in Love—Col 40300—ASCAP
20	13	16	HOLD MY HAND—D. Cornell	I'm Blessed—Coral 61206—ASCAP
21	—	1	WHITE CHRISTMAS—B. Crosby	God Rest Ye Merry Gentlemen—Dec 23778—ASCAP
22	—	1	HOME FOR THE HOLIDAYS—P. Como	Silk Stockings—V 20-5950—ASCAP
23	24	5	TEACH ME TONIGHT—J. Stafford	Suddenly—Col 40351—ASCAP
24	27	2	LET ME GO, LOVER—P. Page	Hocus Pocus—Mercury 70511—BMI
24	22	3	MELODY OF LOVE—B. Vaughn	Joy Ride—Dot 15247—ASCAP
24	26	11	I NEED YOUR LOVIN'—Cheers	Arivederci—Cap 2921—BMI
27	28	4	NAUGHTY LADY OF SHADY LANE—A. Bleyer	Vesper Bells Were Ringing—Cadence 1254—ASCAP
28	—	1	LING TING TONG—Five Keys	I'm Alone—Cap 2945—BMI
28	—	1	EARTH ANGEL—Penguins	Hey, Senorita—348—BMI
30	—	1	LAND OF DREAMS—H. Winterhalter	Song of the Barefoot Contessa (35)—V 20-5888—BMI

• This Week's Best Buys

STARDUST MAMBO (Mills, ASCAP)—Richard Maltby Ork—"X" 0075

Maltby's Latinized standards are proving to be no flash-in-the-pan. "Stardust" is showing an even quicker acceptance than "St. Louis Blues," with juke box operators evincing unusual enthusiasm. Good retail reports were also returned from Boston, New York, Buffalo, Chicago, Detroit, Milwaukee, St. Louis, Atlanta, Nashville, Durham and Baltimore. Flip is "Strictly Instrumental" (Cherio, BMI). A previous Billboard "Spotlight" pick.

SINCERELY (Arc, BMI)
NO MORE (Mapleleaf, BMI)—McGuire Sisters—Coral 61323

Altho this disk has been available in some territories two weeks, the past week was the one in which it moved out with impressive volume in Los Angeles, New York, Provi-

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

dence, Buffalo, Cleveland, St. Louis, Milwaukee and Durham. Most action was reported on "Sincerely," tho "No More" is doing extremely well in some areas, also. A previous Billboard "Spotlight" pick.

OPEN UP YOUR HEART (Hamblen, BMI)—Cowboy Church Sunday School—Decca 29367

A left-field item that took several important Northeastern and Middle Western territories by storm this week, and promises to show a similar sales history in Southern sales areas once delivered. Strongest early reports came from New York, Philadelphia, Buffalo, Cleveland, Chicago and St. Louis. Tho these sales have been predominantly to pop customers, country sales can also be predicted to be heavy once the disk has attained complete distribution. Flip is "The Lord Is Counting on You" (Hamblen, BMI). A previous Billboard "Spotlight" pick.

• Most Played in Juke Boxes

For survey week ending December 15

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

This Week	Last Week	Weeks on Chart	Title	Label
1	1	7	MR. SANDMAN—Chordettes	I Don't Wanna See You Cryin'—Cadence 1247—ASCAP
2	2	17	I NEED YOU NOW—E. Fisher	Heaven Was Never Like This—V 20-5830—ASCAP
3	4	11	TEACH ME TONIGHT—DeCastro Sisters	It's Love—Abbott 3001—ASCAP
4	3	20	THIS OLE HOUSE—R. Clooney	Hey, There—Col 40266—BMI
5	5	11	PAPA LOVES MAMBO—P. Como	Things I Didn't Do—V 20-5857—ASCAP
6	12	3	LET ME GO, LOVER—J. Weber	Marionette—Col 40366—BMI
7	13	4	MR. SANDMAN—Four Aces	I'll Be With You in Apple Blossom Time—Dec 29344—ASCAP
8	10	3	NAUGHTY LADY OF SHADY LANE—Ames Brothers	Addio—V 20-5897—ASCAP
9	6	13	IF I GIVE MY HEART TO YOU—Doris Day	Anyone Can Fall in Love—Col 40300—ASCAP
10	7	12	HOLD MY HAND—D. Cornell	I'm Blessed—Coral 61206—ASCAP
11	13	6	COUNT YOUR BLESSINGS—E. Fisher	Fanny—V 20-5871—ASCAP
12	9	14	SHAKE, RATTLE AND ROLL—B. Haley	ABC Boogie—Dec 29204—BMI
13	10	6	MAMBO ITALIANO—R. Clooney	We'll Be Together Again—Col 40361—ASCAP
14	8	21	HEY, THERE—R. Clooney	This Ole House—Col 40266—ASCAP
15	16	2	HEARTS OF STONE—Fontane Sisters	Bless Your Heart—Dot 15265—BMI
16	15	8	MUSKRAT RAMBLE—McGuire Sisters	Lonesome Polecat—Coral 61278—ASCAP
17	—	1	THAT'S ALL I WANT FROM YOU—J. P. Morgan	Dawn—V 20-5896—BMI
18	—	1	TEACH ME TONIGHT—J. Stafford	Suddenly—Col 40351—ASCAP
19	16	3	DIM, DIM THE LIGHTS—B. Haley	Happy Baby—Dec 29317—BMI
19	—	1	LET ME GO, LOVER—T. Brewer	Moon Is on Fire—Coral 61315—BMI
19	19	4	HAJJI BABA—Nat (King) Cole	Unbelievable—Cap 2949—ASCAP

• Most Played by Jockeys

For survey week ending December 15

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

This Week	Last Week	Weeks on Chart	Title	Label
1	1	9	MR. SANDMAN—Chordettes	I Don't Wanna See You Cryin'—Cadence 1247—ASCAP
2	2	3	LET ME GO, LOVER—J. Weber	Marionette—Col 40366—BMI
3	5	6	NAUGHTY LADY OF SHADY LANE—Ames Brothers	Addio—V 20-5897—ASCAP
4	4	11	TEACH ME TONIGHT—DeCastro Sisters	It's Love—Abbott 3001—ASCAP
5	3	16	I NEED YOU NOW—E. Fisher	Heaven Was Never Like This—V 20-5830—ASCAP
6	6	5	MR. SANDMAN—Four Aces	I'll Be With You in Apple Blossom Time—Dec 29344—ASCAP
7	9	5	MAKE YOURSELF COMFORTABLE—S. Vaughan	Idle Gossip—Mercury 70469—ASCAP
8	15	2	LET ME GO, LOVER—P. Page	Hocus Pocus—Mercury 70511—BMI
9	12	3	HEARTS OF STONE—Fontane Sisters	Bless Your Heart—Dot 15265—BMI
10	19	2	LET ME GO, LOVER—T. Brewer	Moon Is on Fire—Coral 61315—BMI
11	8	14	HOLD MY HAND—D. Cornell	I'm Blessed—Coral 61206—ASCAP
12	7	12	PAPA LOVES MAMBO—P. Como	Things I Didn't Do—V 20-5857—ASCAP
13	13	9	COUNT YOUR BLESSINGS—E. Fisher	Fanny—V 20-5871—ASCAP
14	18	3	THAT'S ALL I WANT FROM YOU—J. P. Morgan	Dawn—V 20-5896—BMI
15	—	1	HOME FOR THE HOLIDAYS—P. Como	Silk Stockings—V 20-5950—ASCAP
16	14	4	MAMBO ITALIANO—R. Clooney	We'll Be Together Again—Col 40361—ASCAP
17	10	15	IF I GIVE MY HEART TO YOU—Doris Day	Anyone Can Fall in Love—Col 40300—ASCAP
18	11	21	THIS OLE HOUSE—R. Clooney	Hey, There—Col 40266—BMI
19	—	3	NAUGHTY LADY OF SHADY LANE—A. Bleyer	While the Vesper Bells Were Ringing—Cadence 1254—ASCAP
20	—	1	NO MORE—DeJohn Sisters	Theresa—Epic 9085—BMI

**EVERYBODY'S COVERING but...
JOHN Q. PUBLIC IS
STILL BUYING**



**THE ORIGINAL!
THE ORIGINAL!
THE ORIGINAL!**

by...

Billy Vaughn

of the Hilltoppers



MELODY OF LOVE

The Greatest Instrumental Record of the past ten years b/w JOY RIDE
Dot 15247 • 45-15247

Dot RECORDS • GALLATIN, TENNESSEE • PHONE: 1600
THE NATION'S BEST SELLING RECORDS

The Billboard Music Popularity Charts POPULAR RECORDS

• Territorial Best Sellers

Listings are based on 1954 reports secured from top dealers in each of the markets listed.

For survey week ending December 15

Atlanta

1. Mr. Sandman, Chordettes, Cdc.
2. I Need You Now, E. Fisher, V.
3. Teach Me Tonight
DeCastro Sisters, Abb.
4. Let Me Go, Lover, J. Weber, Col.
5. Count Your Blessings, E. Fisher, V.
6. This Ole House, R. Clooney, Col.
7. Papa Loves Mambo, P. Como, V.
8. Naughty Lady of Shady Lane
Ames Brothers, V.
9. Ling Ting Tong, Five Keys, Cap.

Balti.-Wash.

1. Shake, Rattle and Roll, B. Haley, Dec.
2. Mr. Sandman, Chordettes, Cdc.
3. Let Me Go, Lover, J. Weber, Col.
4. Naughty Lady of Shady Lane
Ames Brothers, V.
5. This Ole House, R. Clooney, Col.
6. Dim, Dim the Lights, B. Haley, Dec.
7. Let Me Go, Lover, T. Brewer, Cor.
8. Teach Me Tonight
DeCastro Sisters, Abb.
9. Papa Loves Mambo, P. Como, V.
10. Count Your Blessings, E. Fisher, V.

Boston

1. Let Me Go, Lover, J. Weber, Col.
2. Mr. Sandman, Chordettes, Cdc.
3. Papa Loves Mambo, P. Como, V.
4. Teach Me Tonight
DeCastro Sisters, Abb.
5. Make Yourself Comfortable
S. Vaughan, Mer.
6. Hearts of Stone, Fontane Sisters, Dot
7. Naughty Lady of Shady Lane
Ames Brothers, V.
8. Cara Mia, D. Whitfield, Lon.
9. Mambo Italiano, R. Clooney, Col.

Buffalo

1. Teach Me Tonight
DeCastro Sisters, Abb.
2. Let Me Go, Lover, J. Weber, Col.
3. Papa Loves Mambo, P. Como, V.
4. Mr. Sandman, Chordettes, Cdc.
5. Make Yourself Comfortable
S. Vaughan, Mer.
6. Runaround, Chuckles, X

Chicago

1. Mr. Sandman, Chordettes, Cdc.
2. Let Me Go, Lover, J. Weber, Col.
3. Make Yourself Comfortable
S. Vaughan, Mer.
4. Hearts of Stone, Fontane Sisters, Dot
5. This Ole House, R. Clooney, Col.
6. Mambo Italiano, R. Clooney, Col.
7. Yours, D. Contino, Mer.
8. Count Your Blessings, E. Fisher, V.
9. That's All I Want From You
J. P. Morgan, V.
10. Teach Me Tonight
DeCastro Sisters, Abb.

Cincinnati

1. Mr. Sandman, Chordettes, Cdc.
2. Let Me Go, Lover, J. Weber, Col.
3. This Ole House, R. Clooney, Col.
4. Teach Me Tonight
DeCastro Sisters, Abb.
5. Hearts of Stone, Fontane Sisters, Dot
6. I Need You Now, E. Fisher, V.
7. Naughty Lady of Shady Lane
Ames Brothers, V.
8. Papa Loves Mambo, P. Como, V.
9. Count Your Blessings, E. Fisher, V.
10. Hearts of Stone, Charms, Del.

Cleveland

1. Melody of Love, B. Vaughn, Dot
2. Mr. Sandman, Chordettes, Cdc.
3. Let Me Go, Lover, J. Weber, Col.
4. Count Your Blessings, E. Fisher, V.
5. Teach Me Tonight
DeCastro Sisters, Abb.
6. Papa Loves Mambo, P. Como, V.
7. Hey, There, R. Clooney, Col.
8. Dim, Dim the Lights, B. Haley, Dec.
9. Yours, D. Contino, Mer.
10. This Ole House, R. Clooney, Col.

Dallas-Fort Worth

1. Mr. Sandman, Four Aces, Dec.
2. Let Me Go, Lover, J. Weber, Col.
3. I Need You Now, E. Fisher, V.
4. Naughty Lady of Shady Lane
Ames Brothers, V.
5. Papa Loves Mambo, P. Como, V.
6. Hold My Hand, D. Cornell, Cor.
7. Hearts of Stone, Fontane Sisters, Dot
8. Mr. Sandman, Lancers, Cor.
9. Make Yourself Comfortable
S. Vaughan, Mer.
10. This Ole House, R. Clooney, Col.

Denver

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

Detroit

1. Mr. Sandman, Chordettes, Cdc.
2. Let Me Go, Lover, J. Weber, Col.
3. That's All I Want From You
J. P. Morgan, V.
4. Dim, Dim the Lights, B. Haley, Dec.
5. Land of Dreams, H. Winterhalter, V.
6. Naughty Lady of Shady Lane
Ames Brothers, V.
7. Hearts of Stone, Charms, Del.
8. Make Yourself Comfortable
S. Vaughan, Mer.
9. Hearts of Stone, Fontane Sisters, Dot

Kansas City

1. Mr. Sandman, Chordettes, Cdc.
2. Hearts of Stone, Fontane Sisters, Dot
3. Let Me Go, Lover, J. Weber, Col.
4. Count Your Blessings, E. Fisher, V.
5. Naughty Lady of Shady Lane
Ames Brothers, V.

6. Dim, Dim the Lights, B. Haley, Dec.
7. That's All I Want From You
J. P. Morgan, V.
8. I Need You Now, E. Fisher, V.

Los Angeles

1. Mr. Sandman, Chordettes, Cdc.
2. Let Me Go, Lover, J. Weber, Col.
3. I Need You Now, E. Fisher, V.
4. Naughty Lady of Shady Lane
Ames Brothers, V.
5. This Ole House, R. Clooney, Col.
6. Count Your Blessings, E. Fisher, V.
7. Papa Loves Mambo, P. Como, V.
8. Earth Angel, Penguins, Dtn.
9. Mr. Sandman, Four Aces, Dec.
10. Let Me Go, Lover, T. Brewer, Cor.

Milwaukee

1. Mr. Sandman, Chordettes, Cdc.
2. Let Me Go, Lover, J. Weber, Col.
3. Naughty Lady of Shady Lane
Ames Brothers, V.
4. Count Your Blessings, E. Fisher, V.
5. Dim, Dim the Lights, B. Haley, Dec.
6. Shake, Rattle and Roll, B. Haley, Dec.
7. This Ole House, R. Clooney, Col.
8. Teach Me Tonight
DeCastro Sisters, Abb.
9. Make Yourself Comfortable
S. Vaughan, Mer.

Mpls.-St. Paul

1. Mr. Sandman, Four Aces, Dec.
2. Let Me Go, Lover, J. Weber, Col.
3. Shake, Rattle and Roll, B. Haley, Dec.
4. Naughty Lady of Shady Lane
Ames Brothers, V.
5. Count Your Blessings, E. Fisher, V.
6. Mr. Sandman, Chordettes, Cdc.
7. Melody of Love, B. Vaughn, Dot
8. This Ole House, R. Clooney, Col.
9. No More, DeJohn Sisters, Epl.

New Orleans

1. Let Me Go, Lover, J. Weber, Col.
2. Mr. Sandman, Four Aces, Dec.
3. I Need You Now, E. Fisher, V.
4. Naughty Lady of Shady Lane
Ames Brothers, V.
5. Hearts of Stone, Charms, Del.
6. Papa Loves Mambo, P. Como, V.
7. Mambo Italiano, R. Clooney, Col.
8. Let Me Go, Lover, T. Brewer, Cor.
9. Mr. Sandman, Chordettes, Cdc.
10. Teach Me Tonight
DeCastro Sisters, Abb.

New York

1. Let Me Go, Lover, J. Weber, Col.
2. Teach Me Tonight
DeCastro Sisters, Abb.
3. Mambo Italiano, R. Clooney, Col.
4. Mr. Sandman, Chordettes, Cdc.
5. Naughty Lady of Shady Lane
Ames Brothers, V.
6. I Need You Now, E. Fisher, V.
7. Papa Loves Mambo, P. Como, V.
8. Count Your Blessings, E. Fisher, V.
9. Shake, Rattle and Roll, B. Haley, Dec.
10. That's All I Want From You
J. P. Morgan, V.

Philadelphia

1. Mr. Sandman, Chordettes, Cdc.
2. Naughty Lady of Shady Lane
Ames Brothers, V.
3. Let Me Go, Lover, J. Weber, Col.
4. Teach Me Tonight
DeCastro Sisters, Abb.
5. Papa Loves Mambo, P. Como, V.
6. Count Your Blessings, E. Fisher, V.
7. Ling Ting Tong, Five Keys, Cap.
8. This Ole House, R. Clooney, Col.
9. That's All I Want From You
J. P. Morgan, V.
10. Home for the Holidays, P. Como, V.

Pittsburgh

1. Mr. Sandman, Chordettes, Cdc.
2. Let Me Go, Lover, J. Weber, Col.
3. Make Yourself Comfortable
S. Vaughan, Mer.
4. Naughty Lady of Shady Lane
Ames Brothers, V.
5. Papa Loves Mambo, P. Como, V.
6. Runaround, Chuckles, X
7. This Ole House, R. Clooney, Col.
8. Hey, There, R. Clooney, Col.
9. Hearts of Stone, Fontane Sisters, Dot
10. Teach Me Tonight
DeCastro Sisters, Abb.

St. Louis

1. Mr. Sandman, Chordettes, Cdc.
2. Let Me Go, Lover, J. Weber, Col.
3. Make Yourself Comfortable
S. Vaughan, Mer.
4. Dim, Dim the Lights, B. Haley, Dec.
5. Naughty Lady of Shady Lane
Ames Brothers, V.
6. Hearts of Stone, Fontane Sisters, Dot
7. Mr. Sandman, Four Aces, Dec.
8. Let Me Go, Lover, P. Page, Mer.
9. Count Your Blessings, E. Fisher, V.
10. Let Me Go, Lover, T. Brewer, Cor.

San Francisco

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

Seattle

1. Mr. Sandman, Chordettes, Cdc.
2. Let Me Go, Lover, J. Weber, Col.
3. Naughty Lady of Shady Lane
Ames Brothers, V.
4. Count Your Blessings, E. Fisher, V.
5. This Ole House, R. Clooney, Col.
6. I Need You Now, E. Fisher, V.
7. Dim, Dim the Lights, B. Haley, Dec.
8. I'm a Rollin', J. Miles, Cor.
9. Papa Loves Mambo, P. Como, V.

Christmas Greetings



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and his Orchestra

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and
JAMIE

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K 11854 45 rpm

DICK HYMAN
TRIO

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and
JEALOUS

MGM 11889 78 rpm
K 11889 45 rpm

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Ann Miller

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Jane Powell
Howard Keel
William Olvis

Rosemary
Clooney
Vic Damone
Tony Martin

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JONI JAMES

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and
EVERYTIME YOU
TELL ME
YOU LOVE ME

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SAM ULANO

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and

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K 11888 45 rpm

ALAN DEAN

THE SONG FROM DESIREE

and

TONIGHT, MY LOVE

MGM 11844 78 rpm
K 11844 45 rpm

SHIRLEY HARMER

A PAIR OF BLUE EYES

and

MEET ME HALFWAY

MGM 11875 78 rpm
K 11875 45 rpm

FRED NORMAN
and his Orchestra

MY LOVE FOR DOROTHY

and

MONDAY--TUESDAY--WEDNESDAY--
THURSDAY--FRIDAY

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and his Orchestra

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and

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RAY HANEY

MY SON, MY SON

and

THAT LITTLE BOY OF MINE

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K 11891 45 rpm

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the famous poem by Mary Carolyn Davies**

"WHY DO I LOVE YOU"

to the beautiful accompaniment of

"Melody Of Love"

MERCURY 70521 • 70521X45

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His Orchestra and Chorus

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It's so simple, it's ridiculous! Nothing to buy . . . nothing to sell (except yourself)! All you have to do is read "Why Do I Love You" accompanied by David Carroll's record of "MELODY OF LOVE" with such sincerity that your listeners request you to do it over again. Yes, that's all there is to it! You merely pull requests for your reading and the announcer who pulls the most requests is undoubtedly the 20th Century's Barrymore of the Air, and, of course, the winner!

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The Billboard Music Popularity Charts

POPULAR RECORDS

Review Spotlight on...

RECORDS

FOUR ACES

Melody of Love (Shapiro-Berns, ASCAP)
There Is a Tavern in the Town (Mills, ASCAP)—Decca 29395—Here is a sock vocal reading of the standard now breaking loose in an instrumental version by Billy Vaughn on Dot. The boys sell it with feeling. The flip side is another powerful one, featuring a bright reading of the oldie. There are a number of other excellent versions of "Melody of Love" just released including Frank Sinatra on Capitol, Sammy Kaye on Columbia and Dinah Shore and Tony Martin on RCA Victor. In addition there are fine instrumental versions by David Carroll on Mercury and Leo Diamond on Victor, plus the re-issue of the Franklin MacCormack reading on M-G-M. All should get a share.

LES PAUL-MARY FORD

Song in Blue (Iris-Trojan, BMI)
Someday Sweetheart (Simon, ASCAP)—Capitol 3015—Les and Mary should grab off their usual share of juke loot with these fine sides. Top side is a swinging original with wild guitar work and a fine vocal by the thrush. On the flip, the guitarist handles the standard with taste and a few gimmix. Both swing.

GEORGIA GIBBS

Tweedle Dee (Progressive, BMI)—Here is one of the brightest, swingy-est sides by the petite thrush since "Seven Lonely Days." She sells the infectious item with enthusiasm and drive. Altho the LaVern Baker original waxing of the tune on Atlantic is already selling pop as well as r.&b., there is room for this version too. Flip is "You're Wrong, All Wrong."

TUNES

GEORGE (Marielle, ASCAP)—Dolores Hawkins, Epic 9089
 Every once in a while a tune comes up that is so unusual that it has to get exposure and air play. This is one of those and it is weird. Dolores Hawkins sings this ballad pastiche with the coolness of an English Savoyard. And if you find out who "George" is, let us know too. Flip is "Silly Man" (Jefferson, ASCAP).

Reviews of New Pop Records

THE LANCERS

Open Up Your Heart80
 CORAL 61332—Stuart Hamblen inspirational ditty, already kicking up a fuss on another slicing, is chanted warmly here. The Lancers could have

a strong waxing with this one. Bears watching. (Hamblen, BMI)
Tweedle Dee78
 The high-riding r.&b. novelty is handed a gay performance by the group. This one is lots of fun to

listen to and could build well, attracting spins and sales. (Progressive, BMI)

PERCY FAITH ORK

Pette78
 COLUMBIA 40390—The Percy Faith crew does a mighty attractive job here with a pretty instrumental effort that has an ear-catching melody. The Faith crew plays it stylishly and it has a chance for action. Tune was out a while back with a lyric titled "That's the Way Love Goes." (Regent, BMI)
Ching, Ching-a-Ling77
 Bob Merrill is the co-writer of this lively polka effort which receives a bright reading from the chorus and Percy Faith ork. It is peppy enough to pull a lot of deejay spins. (Joy, ASCAP)

DAVID CARROLL ORK

Melody of Love78
 MERCURY 70516 — The standard, currently moving up on the charts in a version by Billy Vaughan, gets another romantic reading by the Carroll aggregation, which should share in its revived popularity. Fine for listening or dancing. (Presser, ASCAP)
La Golondrina70
 Another melodious oldie that can stand frequent revival. This instrumental is a quiet, relaxed reading of it that will bring back many happy memories. (River, BMI)

FRANK LESTER

I'm Always Hearing
Wedding Bells77
 "X" 0077—This is an ultra-lovely new ballad which should get plenty of jockey and operator attention. Lester, band-singing graduate of the Buddy Morrow crew, could make plenty of noise with this kind of reading and material. Good wax. (Mellin, BMI)
Tell It to Me Again76
 Lester has a neat hunk of rhythm material here. Again he does a good job and deserves deejay spins with it. (Weiss & Barry, BMI)

JOHNNIE RAY

Nobody's Sweetheart77
 COLUMBIA 40392—This is the style with which Johnnie Ray was very successful last year—singing a standard in rhythmic style and backed by the Buddy Cole Quartet. It's a fine record, and it has a chance to get Ray renewed attention. (Mills, ASCAP)
As Time Goes By75
 The melodic standard receives one of those warm, intimate Johnnie Ray readings that have always appealed to his fans. He sings it as tho he

means it and it will interest many. Two good sides. (Harms, ASCAP)

GUY LOMBARDO ORK

No More77
 DECCA 29381 — New ditty now getting action in the field receives a smart reading here from Cliff Grass and Bill Flanagan, over a neat Lombardo ork backing in the Dixieland groove. Spins are in store. (Maple Leaf Music, BMI)
Papalusa75
 Spritely novelty tune receives a melodic performance from the Lombardo crew, with a good vocal by Kenny Gardner, Cliff Grass and a vocal group. Will please the ork's fans. (Pineus, ASCAP)

BETTY CLOONEY

Si, Si, Señor75
 "X" 0076 — The younger Clooney sister bows on the label with a tango ditty which should get plenty of deejay attention. It's a light-hearted tune and the reading is effectively bright. (Paxton, ASCAP)
Whisper75
 Another attractive side as the thrush delivers a heart-felt reading of a lovely waltz ballad. Second chorus is a double-voice dubby job. (Odette, ASCAP)

JOHNNIE RAY

Alexander's Ragtime Band75
 COLUMBIA 40391 — Johnnie Ray sings the Irving Berlin tune with both excitement and spirit here, just as he does in the forthcoming Berlin flick, "There's No Business Like Show Business." A fine strong wax that will get many spins when the movie opens. (Berlin, ASCAP)
If You Believe74
 This tune is also in the new Berlin picture, and Ray sells it with feeling. (Berlin, ASCAP)

ETHEL MERMAN-DAN DAILEY

There's No Business
Like Show Business75
 DECCA 29379—No one, but no one, can project the Berlin standard with such infectious gaiety as Ethel Merman. Disk is taken from the sound track of the new title film. Deejays are sure to spin it frequently. (Berlin, ASCAP)
Play a Simple Melody73
 Another extract from the sound track of the CinemaScope production of "There's No Business Like Show Business." In this cornball waxing Miss Merman is joined by Dan Dailey for another enjoyable side. (Berlin, ASCAP)

DOLORES GRAY

Heat Wave74
 DECCA 29380—Novelty introduction

sparks interest in this knowing reading of the Irving Berlin oldie. Tune is featured in the new flick "There's No Business Like Show Business." (Berlin, ASCAP)

THE MARINERS

After You Get What You Want, You Don't Want It72
 More slick warbling by Miss Gray of another Berlin ditty, also from the new CinemaScope movie. Will attract spins. (Berlin, ASCAP)

THE MARINERS

An Old Beer Bottle73
 COLUMBIA 40405—Charlie Green, who's written some wacky material in the past few years, has another unusual piece of material here. It's corn-ball and recitation all wrapped up in a hokey reading. Good laugh stuff. (Trinity, BMI)

HEY, MABEL!

(Get Out of That Kitchen)71
 The boys turn in a smart reading of a shuffle-beat and light, bounce ditty. Jocks might like it. (Pickwick, ASCAP)

GARY CROSBY

Palsy Walsy73
 DECCA 29378—The singer demonstrates here that he knows how to read an old-fashioned ballad stylishly. His style is pleasingly relaxed and will score big with his fans. (Gale & Gayles, BMI)

Loop-de-Loop Mambo

.....72
 Young Crosby turns again to the r.&b. field for a strong piece of material. The arrangement has the solid beat and appealing backing of the original, and the singer makes the most of it. Commercial potential is good. (Quintet, BMI)

THE LEE BROTHERS

Sh' Says I Don't Know73
 PIC 0022—This one has the feel of a jubilee spiritual with its spanking beat and joyful sound. Group shows a lot of talent and this slicing figures to attract some attention if handed proper exposure. (R. W. H. Music, BMI)

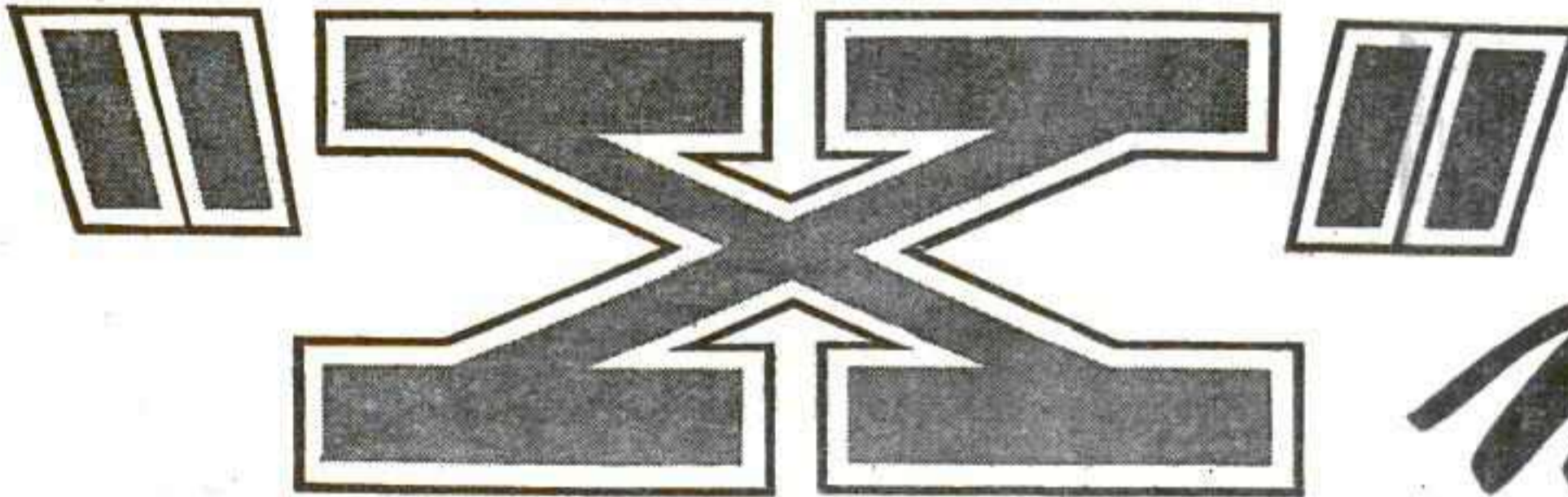
Don't Get Around

Much Anymore69
 The oldie is sung cheerfully, the rhythm like it never was before. A wild side by the group, it should do okay on the coin boxes, with ops especially interested in the considerably less than two minutes of playing time. (Robbins, ASCAP)

TED WEEMS ORK

Funniest Feelin'72
 M-G-M 11892 — Ray Sullenger and Bonnie Ann Shaw handle the vocals neatly on this new novelty penned by the ork leader. The ork backs the
 (Continued on page 35)

Merry



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The Billboard Music Popularity Charts

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Reviews of New Pop Records

Continued from page 34

singers smoothly, and the sidemen help on the vocals. Jocks may spin.

Rose Room...72
Sparkling reading of the fine standard by the Weems crew on this new instrumental slicing. Late-night jocks and jazz jocks will hand this much use.

RISE STEVENS
Toyland...72
VICTOR 0152 — The legit singer awards the Victor Herbert ditty an ultra-smooth performance. It's from the composer's "Babes in Toyland," due for presentation on an NBC-TV color spectacular Sunday (18).
I Can't Do the Sum...69
Cute novelty is from "Toyland" also. Kiddies will like the effort.

WOODY HERMAN ORK
Business Man's Bounce...70
M-G-M 11896—Out of the car, comes this Herman herd instrumental opus which will do mighty well with the hip jockeys and, of course, the many Herman fans.
Dandy Lion...70
This is a boppish side, but the unmistakable Herman drive is evident throughout. Fine piano, tram, clarinet, etc., solos.

FRANK CANNON
I Can See You Now...70
M-G-M 11895 — Cannon delivers a big-voiced reading of an attractive new ballad for good results.
I Only Live for You...70
More of the same here on another neat ballad.

RENE TOUZET ORK
Frenes...70
M-G-M 11893—The Rene Touzet ork comes thru with a smart cha-cha arrangement of the standard on this new instrumental release that should interest the Latin dance set.
Masquerade...69
This mambo effort, penned by Touzet himself, receives a driving reading from the ork. Dancers will enjoy both sides.

THE APPLEJACKS
Reunion...70
DECCA 29330—An attempt is made here to create a feeling of nostalgia. Ballad follows a well-known groove, but the quartet sings it ably. (Meadowbrook, ASCAP)
Sweet Potato Pie...67
More of the same, with Dave Appell an okay solo baritone with the combo. (Meadowbrook, ASCAP)

NINO NANNI
You Taught Me to Love Again...69
CADILLAC 150—Intimate warble of a slow, romantic ballad by the basso. He's given tasteful backing by a small combo. (Cessana, ASCAP)
The Nicest Habit in My Life Is You...68
This one has a gentle bounce, but it's also done in the intimate manner. Both sides might attract nickels in sophisticated cocktail bistros. (Cessana, ASCAP)

AL VINO
Come Back...69
M-G-M 11894—A big ballad is sold with warmth and feeling by Al Vino over lush ork accompaniment. Jocks may spin.
Bu-Tan-Tan...67
Al Vino turns in a listenable reading of the rhythmic new effort, over a fine Latin-American styled backing.

GWEN TYNES
Caress Me...68
Apollo 1195 — Sexy-voiced Gwen Tynes turns in a caressable reading of the ballad on her first cutting for the label. The backing is smooth and pretty. This is the kind of wax that could pull many, many late-night jock spins, even tho the lyrics leave little to the imagination. (Bess, BMI)
Nearness of You...68
Same comment. (Famous, ASCAP)

THE FORTEES
Ca-razy...65
PIC 0014—To the hipster "ca-razy" is a flattering adjective, and that's the only way this sharp male group can designate the pretty girl who is the subject of their discussion. A bright, upbeat piece of material with more than one novel twist. (Alamo, ASCAP)
Close to You...63
The group impresses here, too, with their distinctive "sound" and their exciting way of selling a lyric. The fresh arrangements on both sides deserve comment. (Barton, ASCAP)

RALPH GRANADA
If I Hurry...65
BIGELOW 3579 — Ralph Granada chants the romantic ditty warmly in a pleasant relaxed manner.
Yuletide...60
Pleasant seasonal ditty is sung tenderly by chanter and chorus.

TIM McCLOUD
I'm Gonna Kneel and Pray...58
CHESTERFIELD 352 — McCloud waxes nostalgic as he thinks longingly of the girl he lost. The tune is a pretty one, but the singer doesn't invest it with a surplus of feeling.
I Got Tears in My Fingers...53
The lyric here is a bit hard to follow with its fanciful imagery, but it's a familiar weeper that doesn't get too far out of a rather well-worn track.

Continued from page 16

Reid Fattell, KGBC, San Antonio, Tex., has resigned to move to KLBS, Houston. . . . Steve Evans, WDVH, Gainesville, Fla., writes: "I'll be vacationing in New York in December and hope to make this an extended stay—no two-day visit." . . . Ron Tonander, WBEL, Beloit, Wis., tells us that in a moment of madness he and Rudy Nelson, fellow spinner at WBEL, tried out for the local Civic Theater's production of "My Three An-

YESTERYEAR'S TOPS—The nation's top tunes on records as reported in The Billboard

- DECEMBER 23, 1944:
1. Don't Fence Me In
 2. I'm Making Believe
 3. Trolley Song
 4. And Her Tears Flowed Like Wine
 5. I'll Walk Alone
 6. Into Each Life Some Rain Must Fall
 7. Dance With a Dolly
 8. Too-Ra-Loo-Ra-Loo-Ral
 9. There Goes That Song Again
 10. White Christmas

- DECEMBER 24, 1949:
1. Mule Train
 2. I Can Dream, Can't I?
 3. Slipping Around
 4. Dear Hearts and Gentle People
 5. A Dreamer's Holiday
 6. Don't Cry, Joe
 7. Rudolph, the Red-Nosed Reindeer
 8. That Lucky Old Sun
 9. The Old Master Painter
 10. Blue Christmas

gels" and both wound up with parts. . . . Jim Allwood, KGBX, Springfield, Mo., is now spinning further up on the dial for KICK in the same city.

Bob Watson was recently appointed program director of WQXI, Atlanta, replacing Bob Corley who moved up to program director of the new WQXI-TV outlet which goes on the air December 18. . . . Chuck Elstun, WARN, Fort Pierce, Fla., will be leaving for the Army shortly. . . . Harry Luke has been upped to program director of WNAB, Bridgeport, Conn. . . . Gerry Spinn has moved from WTMA, Charleston, S. C., to WTBO, Cumberland, Md. . . . Bill Moeller, formerly of KMO, Tacoma, Wash., has replaced Dale Woods at KPO, Wenatchee, Wash. Woods has moved East. . . . Paul

Stewart has left KABC, San Antonio, and is now spinning for KFOX, Long Beach, Calif. . . . Leo McDevitt has switched from WALE, Fall River, Mass., to WPTR, Albany, N. Y., to spin again after a year of programing work.

SURFACE NOISES: In defense of the music publishers and record companies, Bob Leonard and Marvin Boone, of WMMM, Fairmont, W. Va., say: "We read with waxing irritation the great hue and cry raised over the purported wretched quality of today's popular music. Is it not completely senseless to lay the blame at the doors of music publishers and recording firms? In the final analysis the public buys what it likes. Thus, in condemning the current trend in music, you condemn the record buying public. In our studied and humble opinion, music of today is following a course of constant improvement. No better popular artists ever existed than do today. And who would have the audacity to set himself up as arbiter in this matter, lest he be an immortal great, a recognized authority in the field. It is the easiest thing in the world—this criticism, but it is less than nothing when practiced by those with only a brief association with music. A deejay's taste is not infallible; he merely accepts the public's mandate. It is not his business to teach music, nor to educate. People do not listen to music programs of the popular sort to learn, but to be entertained. Those who refuse to adhere to this rule wind up with a considerably limited audience. If the public wants 'Oop Shoop' give it to them. This is a business, and if we are to succeed, we must offer the public something it wants. And we do not propose to waste time telling the public what it should like."

Chicago deejays, Jay Trompeter and Eddy Hubbard, both WIND airers, are making the rounds of high schools on personal-appearance tours. Trompeter has made quite a few of these appearances and has a regular schedule lined up. Hubbard has been making a few here and there, and starting last week again took up the cycle. . . . WGN reports excellent re-

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2. "THE HANDS OF TIME" "DON'T FORGET TO BRING ME BACK YOUR LOVE" DIDD ROWLEY Faber 4001
3. "I'VE GOT SOMEBODY NEW" "THE DIGGIE SONG" LAJINIE SISTERS Faber 4002
4. "I'M BEWILDERED" (New Release) "TO SAY YOU'RE MINE" DeCASTRO SISTERS Abbott 3002

COUNTRY/WESTERN

1. "PENNY CANDY" "I'LL FOLLOW YOU" JIM REEVES Abbott 170
2. "ARE YOU MINE" "YOU BET I KISSED HIM" BUDDY DeVAL & MYRNA LORRIE Abbott 172
3. "I'VE GOT SOMEBODY NEW" "ARE YOU MINE" GINNY WRIGHT & TOM TALL Faber 117
4. "IT'S WITSY BITSY ME" "WHY AM I FALLING" J. E. & MAXINE BROWN Faber 112
5. "THE WILDER YOUR HEART BEATS THE SWEETER YOU LOVE" "WHERE DOES A BROKEN HEART GO" (New Release) JIM REEVES Abbott 174

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• Best Sellers in Stores

For survey week ending December 15

RECORDS are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among dealers throughout the country with a high volume of sales in country and western records. The reverse side of each record is also listed.

This Week	Last Week	Weeks on Chart
1. MORE AND MORE—W. Pierce.....	1	12
You're Not Mine Anymore—Dec 29252—BMI		
2. LOOSE TALK—C. Smith.....	2	8
More Than Anything Else—Col 21317—BMI		
3. THIS OLE HOUSE—S. Hamblen.....	3	19
When My Lord Picks Up the Phone—V 20-5739—BMI		
4. I DON'T HURT ANYMORE—H. Snow.....	4	31
My Arabian Baby—V 20-5698—BMI		
5. IF YOU AIN'T LOVIN'—F. Young.....	7	5
If That's the Fashion—Cap 2953—BMI		
6. ONE BY ONE—K. Wells & R. Foley.....	5	32
I'm a Stranger in My Home—Dec 29065—BMI		
7. THIS IS THE THANKS I GET—E. Arnold.....	6	17
Hep Cat Baby—V 20-5805—BMI		
8. NEW GREEN LIGHT—H. Thompson.....	8	11
Lonely Heart Knows—Cap 2920—BMI		
9. LET ME GO, LOVER—H. Snow.....	—	1
I've Forgotten You—V 20-5960—BMI		
10. BEWARE OF IT—Johnnie & Jack.....	9	7
Kiss Crazy Baby—V 20-5880—ASCAP		
11. IF YOU DON'T, SOMEONE ELSE WILL—		
Jimmy & Johnny.....		
I'm Beginning to Remember—Chess 4859—BMI		
12. IF YOU DON'T, SOMEONE ELSE WILL—R. Price.....	11	9
Oh Yes, Darling—Col 21315—BMI		
13. THAT CRAZY MAMBO THING—H. Snow.....	12	4
Next Voice You Hear—V 20-5912—ASCAP		
13. KISS CRAZY BABY—Johnnie & Jack.....	13	3
Beware of It—V 20-5880—BMI		
15. YOU'RE NOT MINE ANYMORE—W. Pierce.....	15	2
More and More—Dec 29252—BMI		

• Most Played in Juke Boxes

For survey week ending December 15

RECORDS are ranked in order of the greatest number of plays in juke boxes throughout the country. Results are based on The Billboard's weekly survey among operators throughout the country using a high proportion of country and western records.

This Week	Last Week	Weeks on Chart
1. MORE AND MORE—W. Pierce.....	1	11
Dec 29252—BMI		
2. I DON'T HURT ANYMORE—H. Snow.....	2	30
V 20-5698—BMI		
3. LOOSE TALK—C. Smith.....	4	4
Col 21317—BMI		
4. ONE BY ONE—K. Wells-R. Foley.....	3	29
Dec 29065—BMI		
5. NEW GREEN LIGHT—H. Thompson.....	6	6
Cap 2920—BMI		
6. IF YOU DON'T, SOMEONE ELSE WILL—		
Jimmy & Johnny.....		
Chess 4859—BMI		
7. IF YOU AIN'T LOVIN'—F. Young.....	8	2
Cap 2953—BMI		
8. THIS IS THE THANKS I GET—E. Arnold.....	7	13
V 20-5805—BMI		
9. PENNY CANDY—J. Reeves.....	9	6
Abbott 170—BMI		
10. THAT CRAZY MAMBO THING—H. Snow.....	—	1
V 20-5912—ASCAP		
10. COURTIN' IN THE RAIN—T. T. Tyler.....	—	16
Four Star '660—BMI		

• Most Played by Jockeys

For survey week ending December 15

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week	Last Week	Weeks on Chart
1. MORE AND MORE—W. Pierce.....	1	12
Dec 29252—BMI		
2. LOOSE TALK—C. Smith.....	2	8
Col 21317—BMI		
3. I DON'T HURT ANYMORE—H. Snow.....	4	29
V 20-5698—BMI		
4. IF YOU AIN'T LOVIN'—F. Young.....	3	6
Cap 2953—BMI		
5. THIS OLE HOUSE—S. Hamblen.....	5	17
V 20-5739—BMI		
6. IF YOU DON'T, SOMEONE ELSE WILL—		
Jimmy & Johnny.....		
Chess 4859—BMI		
6. LET ME GO, LOVER—H. Snow.....	—	1
V 20-5960—BMI		
8. THIS IS THE THANKS I GET—E. Arnold.....	6	18
V 20-5805—BMI		
9. COMPANY'S COMIN'—P. Wagoner.....	13	9
V 20-5848—BMI		
10. ONE BY ONE—K. Wells-R. Foley.....	9	29
Dec 29065—BMI		
11. MORE THAN ANYTHING ELSE—C. Smith.....	14	6
Col 21317—BMI		
12. YOU'RE NOT MINE ANYMORE—W. Pierce.....	7	10
Dec 29252—BMI		
13. PENNY CANDY—J. Reeves.....	10	8
Abbott 170—BMI		
14. NEW GREEN LIGHT—H. Thompson.....	8	8
Cap 2920—BMI		
14. BEWARE OF IT—Johnnie & Jack.....	11	4
V 20-5880—ASCAP		

The Billboard Music Popularity Charts **COUNTRY & WESTERN RECORDS**

• **This Week's Best Buys**

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

HEARTS OF STONE (Regent, BMI)—Red Foley—Decca 29375
Foley's waxing of this best-selling material is materializing into a solid seller for the chart veteran. Southern territories, such as Richmond, Durham, Nashville and Dallas reported strong sales. Volume was also reported good in the St. Louis, Chicago, Buffalo, Cincinnati and Philadelphia sales areas. Flip is "Never" (American, BMI). A previous Billboard "Spotlight" pick.

MAMA (Peer, BMI)
I LOVE YOU MOSTLY (Blackwood, BMI)—Lefty Frizzell—Columbia 21328

Frizzell is enjoying one of his biggest sellers in some time. "I Love You Mostly" appeared this week on the Charlotte and Houston territorial charts. The action is divided almost evenly between sides, the disk itself was also rated good or strong in sales in the Richmond, Atlanta, Dallas, Nashville, Durham, St. Louis and Philadelphia territories. A previous Billboard "Spotlight" pick.

• **Review Spotlight on . . . RECORDS**

TOMMY COLLINS

Untied (Central, BMI) — Capitol 3017 — Collins, who made a name for himself in the country field in 1954 should stay on top in 1955 with this solid hunk of material. He sells the novelty with a real beat and an attractive vocal. Could be a big one. Flip is "Boob-I-Lak" (Central, BMI).

• **C & W Territorial Best Sellers**

For survey week ending December 15

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. I Don't Hurt Anymore, H. Snow, V.
4. That Crazy Mambo Thing, H. Snow, V.
5. If You Ain't Lovin', F. Young, Cap.
6. Hep Cat Baby, E. Arnold, V.

Charlotte

1. Loose Talk, C. Smith, Col.
2. If You Ain't Lovin', F. Young, Cap.
3. More and More, W. Pierce, Dec.
4. If You Don't Someone Else Will Jimmy & Johnny, Chs.
5. This Ole House, S. Hamblen, V.
6. Love You Mostly, L. Frizzell, Col.
7. Kiss Crazy Baby, Johnnie & Jack, V.

8. Show Me, Davis Sisters, V.
9. Sing, Sing, Sing, H. Williams, M-G-M.
10. You're Not Mine Anymore W. Pierce, Dec.

Cincinnati

1. Loose Talk, C. Smith, Col.
2. More and More, W. Pierce, Dec.
3. I Don't Hurt Anymore, H. Snow, V.
4. If You Ain't Lovin', F. Young, Cap.
5. This Is the Thanks I Get, E. Arnold, V.
6. New Green Light, H. Thompson, Cap.
7. I Dreamed of a Hillbilly Heaven E. Dean, S. & S.

Dallas-Fort Worth

1. More and More, W. Pierce, Dec.
2. Loose Talk, C. Smith, Col.
3. Oceans of Tears, S. James, Cap.

4. This Ole House, S. Hamblen, V.
5. New Green Light, H. Thompson, Cap.
6. One by One, K. Wells & R. Foley, Dec.
7. Ole Pappy Time, S. Hamblen, V.
8. If You Ain't Lovin', F. Young, Cap.
9. I Don't Hurt Anymore, H. Snow, V.
10. Penny Candy, J. Reeves, Abb.

Houston

1. More and More, W. Pierce, Dec.
2. Penny Candy, J. Reeves, Abb.
3. If You Ain't Lovin', F. Young, Cap.
4. More Than Anything Else, C. Smith, Col.
5. I Love You Mostly, L. Frizzell, Col.
6. This Is the Thanks I Get, E. Arnold, V.
7. Hep Cat Baby, E. Arnold, V.
8. Time Goes By, M. Robbins, Col.
9. This Ole House, S. Hamblen, V.
10. I Don't Hurt Anymore, H. Snow, V.

Knoxville

1. This Ole House, S. Hamblen, V.
2. I Don't Hurt Anymore, H. Snow, V.
3. Loose Talk, C. Smith, Col.
4. Courtin' in the Rain, T. T. Tyler, FS.
5. More and More, W. Pierce, Dec.
6. Kiss Crazy Baby, Johnnie & Jack, V.
7. If You Ain't Lovin', F. Young, Cap.

Memphis

1. More and More, W. Pierce, Dec.
2. If You Ain't Lovin', F. Young, Cap.
3. I Don't Hurt Anymore, H. Snow, V.
4. Let Me Go, Lover, H. Snow, V.
5. One by One, K. Wells & R. Foley, Dec.
6. Loose Talk, C. Smith, Col.
7. Kiss Crazy Baby, Johnnie & Jack, V.
8. Time Goes By, M. Robbins, Col.
9. This Is the Thanks I Get, E. Arnold, V.
10. I Hope My Divorce Is Never Granted K. Wells, Dec.

Nashville

1. Loose Talk, C. Smith, Col.
2. If You Ain't Lovin', F. Young, Cap.
3. More and More, W. Pierce, Dec.
4. This Ole House, S. Hamblen, V.
5. If You Don't Someone Else Will Jimmy & Johnny, Chs.
6. Let Me Go, Lover, H. Snow, V.
7. If You Don't Someone Else Will R. Price, Col.
8. I Don't Hurt Anymore, H. Snow, V.
9. Time Goes By, M. Robbins, Col.

New Orleans

1. More and More, W. Pierce, Dec.
2. New Green Light, H. Thompson, Cap.
3. Loose Talk, C. Smith, Col.
4. If You Don't Someone Else Will Jimmy & Johnny, Chs.
5. Beware of It, Johnnie & Jack, V.
6. Next Voice You Hear, H. Snow, V.
7. This Is the Thanks I Get, E. Arnold, V.
8. I Don't Hurt Anymore, H. Snow, V.
9. If You Ain't Lovin', F. Young, Cap.

Richmond, Va.

1. This Is the Thanks I Get, E. Arnold, V.
2. This Ole House, S. Hamblen, V.
3. Beware of It, Johnnie & Jack, V.
4. Christmas Can't Be Far Away E. Arnold, V.
5. I Can See an Angel, P. Pike, Cor.
6. Let Me Go, Lover, H. Snow, V.

• **Reviews of New C & W Records**

RITA ROBBINS

The Go Between78
VICTOR 5959—This is a fine piece of tear-jerker material which should do just fine in the country market and could make pop noise too. Miss Robbins sings it in sincere fashion. (Roosevelt, BMI)
Don't Take All the Love....76
This is a bounce ditty and, again, Miss Robbins sings it smartly for a second strong side. (Tree, BMI)

THE GEER SISTERS

Unloved and Unclaimed77
"X" 0079 — A Billboard "Talent Spotlight" 12-18-'54. (Acuff-Rose, BMI)
Menu Love....75
A Billboard "Talent Spotlight" 12-18-'54. (Voca, ASCAP)

TERRY FELL

You Don't Give a Hang About Me...77
"X" 0078—Fell sings up a storm on this cute-as-a-button piece of material. Jocks and ops could make use of it and Fell could get action with it. (American Music, BMI)
Get Aboard My Wagon....73
A happy hunk of material and a fitting reading add up to some good wax by Fell. (American Music, BMI)

SMILEY MAXEDON

I Want You75
COLUMBIA 21337—Galloping beat paces this brisk reading of a bright ditty. The chanter earns his "Smiley" nickname in this happy etching. It's likely to attract lots of spins. (Ridge-way, BMI)
Oh, Why Did I Cheat....69
Maxedon wails his remorse in this listenable weeper waxing. But his change of heart came too late. (Ridge-way, BMI)

JOHNNY BOND

I Lose Again74
COLUMBIA 21335—The loss is a romantic one and Bond unwinds the sad tale sympathetically. Behind the smooth chanting, use of a harmonica in the backing adds listenable values. (Red River, BMI)
Everybody Knew the Truth But Me....72
He was the last to know of her extra-curricular romance, and the truth was unpleasant to face. Another good country weeper etching by Bond. (Red River, BMI)

7. More and More, W. Pierce, Dec.
8. That Crazy Mambo Thing, H. Snow, V.

LESTER FLATT-EARL SCRUGGS

Till the End of the World Rolls Around73
COLUMBIA 21334—This pledge-of-everlasting love is chanted amiably by Flatt and Scruggs. Beat is brisk and happy. Enjoyable wax. Could pull juke coin. (Driftwood, BMI)
Don't This Road Look Rough and Rocky?....72
The boys blend their voices in close harmony in this slow and listenable rural ballad. (Peer, BMI)

ROSE MADDOX

There's No Right Way to Do Me Wrong....72
COLUMBIA 21333—A pretty new weeper receives a warm reading from Rose as she gives her man some cogent advice. Good wax here that deejays can use. (Southern, ASCAP)
I Wonder If I Can Lose the Blues This Way....69
The thrush finds that she can't lose her lonely feeling since her man left her, on this new release. (Acuff-Rose, BMI)

VIN BRUCE

Too Many Girls71
COLUMBIA 21336—But all the gals are for other guys. Bruce chants the slow weeper pleasantly to good string backing. (Driftwood, BMI)
Over an Ocean of Golden Dreams....71
Country ditty is presented neatly by the chanter. Moderate spin potential. (Melin, BMI)

JUNE CARTER

Tennessee Mambo71
COLUMBIA 21343 — The attractive mambo novelty, which has been much recorded, receives a first-rate reading here from the thrush, with added help due to the arrangement. This deserves exposure. (Ross Jungnickel)
Let Me Go, Lover....69
The pop hit is sung with feeling here by June Carter and it should get some attention in the market. (Hill & Range, BMI)

CHARLIE WALKER

When You Know You Have Lost70
DECCA 29334—Walker does a good selling job on this moving weeper. The lyrics pack quite a punch and the singer reads them with telling effect. Good juke box item. (Tubb, BMI)
It Takes That to Satisfy Me....68
The vocalist makes a big pitch here for tangible proof of his girl's love. (Continued on page 39)

a sensational first release!



DO YOU KNOW WHERE GOD LIVES
and a new Stuart Hamblen hit . . .
THE LORD IS COUNTING ON YOU
by **THE JOHNSON FAMILY SINGERS**

20/47-5910

RCA VICTOR
FIRST IN RECORDED MUSIC





A Happy Yuletide

TO
OPERATORS and DJ's

BE SURE YOU GET

"MIDNIGHT HOUR"

b/w "FOR NOW, SO LONG"

by **Gatemouth Brown**

Peacock #1633

"WHAT COULD I DO"

b/w "SWEET HOUR OF PRAYER"

by **The Spirit of Memphis**

Peacock #1734

"I'M NOT UNEASY"

b/w "SINNER, SIN NO MORE"

by **The Dixie Humming Birds**

Peacock #1740

PEACOCK RECORDS

2809 Erastus Street
Houston 26, Texas

Merry Christmas!

and

Happy New Year

TO THE OPERATORS AND D.J.'s

BE SURE TO GET

"PLEDGING MY LOVE"

b/w "NO MONEY"

by **JOHNNY ACE**

Duke #136

"BOPPIN WITH THE MAMBO"

b/w "WHAT MAKES ME FEEL THIS WAY"

by **THE SULTANS**

Duke #135

"BE WHAT YOU ARE"

b/w "JUST A CLOSER WALK WITH THEE"

by **THE SOUTHERN TONES**

Duke #207

DUKE RECORDS

2809 Erastus Street
Houston 26, Texas

The Billboard Music Popularity Charts RHYTHM & BLUES RECORDS

• Best Sellers in Stores

For survey week ending December 15

RECORDS are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among dealers throughout the country with a high volume of sales in rhythm and blues records. The reverse side of each record is also listed.

This Week	Last Week	Chart	Weeks on
1.		HEARTS OF STONE—Charms.....	9
		Who Knows—DeLuxe 6062—BMI	
2.	6	EARTH ANGEL—Penguins.....	2
		Hey, Senorita—Dootone 348—BMI	
3.	2	YOU UPSET ME, BABY—B. B. King.....	8
		Whole Lotta Love—RPM 416—BMI	
4.	7	TEACH ME TONIGHT—D. Washington.....	2
		Wishing Well—Mercury 70497—ASCAP	
5.	5	SINCERELY—Moonglows.....	4
		Tempting—Chess 1581—BMI	
6.	3	RECONSIDER, BABY—L. Fulson.....	4
		I Believe I'll Give Up—Checker 804—BMI	
6.	9	WHITE CHRISTMAS—Drifters.....	2
		Bells of St. Mary—Atlantic 1048—ASCAP	
8.	4	MAMBO BABY—R. Brown.....	9
		Somebody Touched Me—Atlantic 1044—BMI	
9.	—	HURT—R. Hamilton.....	2
		Star of Love—Epic 9086—ASCAP	
10.	8	POISON IVY—W. Mabon.....	3
		Say Man—Chess 1580—BMI	

• Most Played in Juke Boxes

For survey week ending December 15

RECORDS are ranked in order of the greatest number of plays nationally in juke boxes. Results are based on The Billboard's weekly survey among operators throughout the country using a high proportion of rhythm and blues records.

This Week	Last Week	Chart	Weeks on
1.	3	YOU UPSET ME, BABY—B. B. King.....	7
		RPM 416—BMI	
2.	1	HURTS ME TO MY HEART—F. Adams.....	16
		Herald 435—BMI	
3.	2	MAMBO BABY—R. Brown.....	7
		Atlantic 1044—BMI	
4.	4	HEARTS OF STONE—Charms.....	7
		DeLuxe 6062—BMI	
4.	5	RECONSIDER, BABY—L. Fulson.....	3
		Checker 804—BMI	
6.	10	LAST NIGHT—Little Walter.....	2
		Checker 805—BMI	
7.	9	I DON'T HURT ANYMORE—D. Washington.....	5
		Mercury 70439—BMI	
8.	7	ANNIE HAD A BABY—Midnighters.....	14
		Federal 12195—BMI	
9.	—	EARTH ANGEL—Penguins.....	1
		Dootone 348—BMI	
10.	—	WHITE CHRISTMAS—Drifters.....	1
		Atlantic 1048—ASCAP	

• R & B Territorial Best Sellers

For survey week ending December 15

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

Atlanta

1. Hearts of Stone, Charms, Del.
2. Earth Angel, Penguins, Dtn.
3. Sincerely, Moonglows, Chs.
4. Ling Ting Tong, Five Keys, Cap.
5. You Upset Me Baby, B. B. King, RPM
6. Tweedle Dee, L. Baker, Atl.
7. Reconsider, Baby, L. Fulson, Che.
8. Mambo Baby, R. Brown, Atl.
9. I'm Ready, M. Waters, Chs.
10. Bip Bam, Drifters, Atl.

Balti.-Wash.

1. White Christmas, Drifters, Atl.
2. Hearts of Stone, Charms, Del.
3. Earth Angel, Penguins, Dtn.
4. Ling Ting Tong, Five Keys, Cap.
5. Let's Make Up, Spaniels, VJ
6. You Upset Me Baby, B. B. King, RPM
7. Mambo Baby, R. Brown, Atl.
8. God Only Knows, Capris, Got.
9. Hurt, R. Hamilton, Epi.
10. Annie's Aunt Fanny, Midnighters, Fed.

Charlotte

1. Hearts of Stone, Charms, Del.
2. White Christmas, Drifters, Atl.
3. Bip Bam, Drifters, Atl.
4. Mambo Baby, R. Brown, Atl.
5. Poison Ivy, W. Mabon, Chs.
6. Sincerely, Moonglows, Chs.
7. Earth Angel, Penguins, Dtn.

Chicago

1. Honey Love, Drifters, Atl.
2. Shake, Rattle and Roll, B. Haley, Dec.
3. Reconsider, Baby, L. Fulson, Che.
4. Dim, Dim the Lights, B. Haley, Dec.
5. Poison Ivy, W. Mabon, Chs.
6. Annie Had a Baby, Midnighters, Fed.

Cincinnati

1. Hearts of Stone, Charms, Del.
2. Hurt, R. Hamilton, Epi.
3. Teach Me Tonight, D. Washington, Mer.
4. You Upset Me Baby, B. B. King, RPM
5. White Christmas, Drifters, Atl.
6. I Don't Hurt Anymore
D. Washington, Mer.

Detroit

1. Hearts of Stone, Charms, Del.
2. Sincerely, Moonglows, Chs.
3. Teach Me Tonight, D. Washington, Mer.
4. Annie's Aunt Fanny
D. Washington, Mer.
5. Annie Had a Baby, Midnighters, Fed.

6. Whole Lotta Love, B. B. King, RPM
7. Hurt, R. Hamilton, Epi.
8. Crazy Chicken, Five Jets, Del.
9. Wind, Diablos,
10. She's the One, Midnighters, Fed.

Los Angeles

1. Earth Angel, Penguins, Dtn.
2. Reconsider, Baby, L. Fulson, Che.
3. Sincerely, Moonglows, Chs.
4. All Night Long, J. Houston, Mon.
5. White Christmas, Drifters, Atl.
6. Hurt, R. Hamilton, Epi.
7. Don't Drop It, W. Harrison, Sav.

New Orleans

1. Hearts of Stone, Charms, Del.
2. Last Night, Little Walter, Che.
3. Reconsider, Baby, L. Fulson, Che.
4. Earth Angel, Penguins, Dtn.
5. White Christmas, Drifters, Atl.
6. You Upset Me Baby, B. B. King, RPM
7. Poison Ivy, W. Mabon, Chs.
8. Thinking of You, Fats Domino, Imp.
9. Love Me, Fats Domino, Imp.
10. Hurt, R. Hamilton, Epi.

New York

1. Earth Angel, Penguins, Dtn.
2. White Christmas, Drifters, Atl.
3. Sincerely, Moonglows, Chs.
4. Teach Me Tonight, D. Washington, Mer.
5. Hurt, R. Hamilton, Epi.
6. Someday, Drifters, Atl.
7. Tweedle Dee, L. Baker, Atl.
8. Mambo Baby, R. Brown, Atl.
9. Smile, Nat (King) Cole, Cap.
10. Dream, D. Washington, Mer.

Philadelphia

1. Teach Me Tonight, D. Washington, Mer.
2. Sincerely, Moonglows, Chs.
3. Earth Angel, Penguins, Dtn.
4. Hurt, R. Hamilton, Epi.
5. You Upset Me Baby, B. B. King, RPM
6. White Christmas, Drifters, Atl.
7. Mr. Sandman Mambo, C. Powell,
8. She's the One, Midnighters, Fed.

St. Louis

1. Reconsider, Baby, L. Fulson, Che.
2. You Upset Me Baby, B. B. King, RPM
3. Hearts of Stone, Charms, Del.
4. Poison Ivy, W. Mabon, Chs.
5. Last Night, Little Walter, Che.
6. Teach Me Tonight, D. Washington, Mer.
7. Sincerely, Moonglows, Chs.
8. Earth Angel, Penguins, Dtn.

HOCUS-POCUS

By BILL SACHS

MILBOURNE CHRISTOPHER took his full-evening show, "Nights of Magic," into the Hill-top Parkway Theater, Baltimore, Monday (20) for a week's stand, a repeater. Unit highlights a new bag of tricks, a bevy of lovely assistants, and "The Arrest," quick-change act. . . . **Cliff Green**, sleight-of-hand expert, is in Lenox Hill Hospital, 76th and Park Avenue, New York. Friends are urged to drop him a cheery note. . . . **Fred Keating** is playing magic dates in the New York area, as well as acting with Tallulah Bankhead in the Broadway hit, "Dear Charles." . . . **Jean Hugard** has completed his book answering Houdini's "Unmasking of Robert-Houdin," and is writing another volume on conjuring. Hugard celebrated his 82d birthday December 4. . . . **Paul Duke** presented his one-man show, "Magic Set to Music," at Fort Hamilton Veterans' Hospital, New York, Monday (20), and on Thursday (23) sailed on the Ille de France, where he will perform during the holiday cruise. . . . "Magic From M-U-M," a 44-page book edited by Milbourne Christopher and published by the Society of American Magicians, is slated for release this week. Work contains 28 tricks by such magical satellites as **Dr. Daley**, **Dr. Harlan Tarbell**, **Okito**, **Hen Fetsch**, **Kaplan** and others.

RONALD HAINES, of the House of Cards, Norwood, O., and a leader in Cincinnati magic circles, is in Bethesda Hospital, Cincinnati, for treatment following a heart attack two weeks ago. He is reported showing improvement. . . . **T. L. Foster** (Fostaire the Magician), who for many years op-

erated his own magic show thru the South, passed on December 10 at a Lynchburg, Va., hospital after a lingering illness. Further details in Final Curtain, this issue. . . . **George Barvin**, magician-juggler, appeared for five nights at the recent Build-It-Yourself and Home Show at Cavalry Armory, Utica, N. Y., and plans are afoot to bring him back to the same location for the Sports Show next March. State Amusement Service, Birrhampton, N. Y., is handling Barvin. . . . It was a corking job the suave and dapper **Channing Pollack** turned in on the Ed Sullivan TV show Sunday of last week (5). We've never looked at more graceful hands, and his card work and dove productions were gems of the art. . . . **Elgin Mason** continues to play school, church and club dates thru California. . . . **Everett Lawson**, magician-comedian, who recently closed the burlesque season at the Gayety, Columbus, O., is spending the holidays in Rock Springs, Ga. Lawson writes of a hilarious experience while performing his chopper act in the closing show at the Gayety. Lawson had called for a stooge from the audience, but before the stooge could reach the stage, **Jack Rosen**, **Freddie Framp-ton** and **Homer Meachum**, of the Gayety cast, volunteered their services for the head-chopping. Pandemonium reigned, Lawson says, as nothing was done according to **Hoyle**, but new material was written for posterity when the three ad-libbed and stomped all over the stage. The audience, sensing the value of the impromptu situations, became hysterical at the antics of the trio as they in turn placed their respective heads in Lawson's guillotine. It could never be done again the same, Lawson avers.

BURLESQUE BITS

By UNO

Sheilah Starr, spot-booked stripper on the Hirst circuit, is now Mrs. Anthony Gizzi, wife of a surveyor associated with one of the U. S. government's welfare departments, and residing in Philadelphia. . . . **Nat Morton**, former ace vocalist in burly and later a booking agent, now representing the Edward B. Marks Music Corporation on the road, was a New York visitor over the holidays and met up with **Red Buttons** and **Julie Olsen** rehearsing for their TV programs in a NBC studio in Radio City. . . . **Betty Dixon** closed at the Chez Paree in Denver to open for a limited stay in Pueblo's (Colo.) Swing Club. . . . The Colony in Union City, N. J., after considerable effort and time, will definitely reopen December 27 with a night show. So far engaged are **Dick Bernie** and **Eddie Innis** for the comics; **George Tuttle**, vocalist, and **Marion Lee**, stripper. **Irving Selig** will supervise and produce the show and **Natalie Cartier** the numbers. **Harry Doniger**, theater owner, will manage out front and **Charles Stewart** will be in the box office. **Eddie Kaplan** is the exclusive booker. . . . **Bennie Moore**, comic, and **Dottie Dean** left the East to open December 14 at the New Follies, Los Angeles. On their way they stopped off at Las Vegas, Nev., for a visit to **Bennie's** nephew, **Ira Kaplan**. . . . **Mr. and Mrs. Jay McGee**, operators of the Gayety in Columbus, O., send word of the passing of **Johnny Kane** on December 8. Kane was a former straight man in burly, also a censor for several old-time circuits and later managed the National in Detroit, the Roxy in Cleveland and, up to the time of his death, the Gayety in Cincinnati. Surviving is his widow, **Helen**, of 2968 Sidney Avenue in Cincinnati.

Gay Dawn will have the honor to be the first featured strip at the reopening of the Casino in Boston, set for Christmas Day, when the house resumes its former policy after a close of several months by the local authorities. **Gay Dawn** makes her bow after a brief visit to her home in Los Angeles. . . .

Comic Billy Hagan goes to the Casino, Pittsburgh, for three weeks opening on December 31 to try and reinvigorate backstage atmosphere for a better out front attendance. . . . **Mickey Celeste** opened at the Chez Paree in Denver last week where she is sharing the strip light with **Antonee**. . . . Vacationing at Miami Beach is **Francine** with her dad. . . . **Arabella Andre** is taking time out from stage and nitery engagements to writing a book at her home in San Francisco. It will be called, "Heaven or Hell, by John's Other Stripper." Collaborating in the text is her lawyer, **Melvin Belli**. Permission for the use of names of co-performers are being obtained. . . . **Yvonne**, after 15 months starring at the Flamingo, is now at the Club Samoa, on the same New York block, thru **Trixie Rogers**, who also has **Carmen**, the Cuban Spitfire, newly featured at **George's Blue Room** in the Hotel Bristol, Manhattan. . . . **Marian Miller**, formerly billed as "The Queen of Quiver," has quit the stage and taken over a smart night club of 125 capacity called The Jerry Marsh Cocktail Lounge in Utica, N. Y. Helping her in the enterprise is her husband, **Gene Klipper**. Week of December 20 the talent comprised a dancing group known as "The French Follies."

BIRTHS

ABERRACH—A daughter, **Belinda Lorraine**, November 27 to Mr. and Mrs. **Julian Aberrach** in New York. Father is with Hill & Range, music publisher.

BUNN—A son, **Dwight Dean**, to Mr. and Mrs. **Dean Bunn** December 10 in Deaconess Hospital, Minneapolis. Father is widely known magician and juggler.

DONOHUE—A daughter, **Jalna Kathleen**, to Mr. and Mrs. **Jack W. Donohue** recently. Father is a concessionaire and Side Show performer and mother is professionally known as **Gail Holly**, exotic dancer.

FARNELL—A son, **Stephen James**, to Mr. and Mrs. **Harold Farnell** in Cedars of Lebanon Hospital, Los Angeles, December 3. Mother is **Gerri Green**, West Coast representative for Joy Music Company.

SIMONS—A daughter, **Jo Ann**, to Mr. and Mrs. **Homer Simons** December 8 in Tampa.

THE FINAL CURTAIN

BARR—**Ralph H.**, 65, a veteran of more than 40 years as a concessionaire on various shows, December 10 in Tampa. For 12 years prior to his retirement in 1953 he was associated with the Gooding Amusement Company. Survived by his widow, **Frances**. Burial in Garden of Memories, Tampa.

BELMORE—**Daisy**, 80, veteran stage and screen actress, December 12 in New York. Starting her career at the age of six, she came to the U. S. in 1910 to appear in "Our Miss Gibbs," later supporting such stars as **Laurette Taylor**, **Alfred Lunt**, **Lynne Fontanne**, Mrs. **Leslie Carter**, **Leslie Howard** and **George M. Cohan**. During the 1930's she appeared in many films and last trod Broadway's boards in 1951 in "The Rose Tattoo." A daughter, **Ruth Waxman**, and a son, **Eric**, survive.

CAULEY—**Stella Mae** (Mamie), veteran pianist, November 7 in Springfield, Ill. During his many years in show business she worked on the **Goodman Wonder**, **Royal American** and **Johnny T. Tinsley** shows.

Folk Talent and Tunes

Continued from page 40

Roberts and His Louisiana Ramblers are now heard on WBNL daily and are playing dates with **Justus** in the Tri-State area.

Okie Paul Westmoreland, **KXOC**, Chico, Calif., now has four hours of disk jockeying a day, 2 to 3 in the afternoon and from 10:05 'til 1 a.m. at night. On Saturday nights he appears with his western dance band at **Hillbilly Hall** in Chico, broadcasting dance music from 9:15 'til 10. On Sunday nights, he conducts a western talent contest, the winner to get a Four-Star contract. From 10 to 12 p.m. on Sundays, the station broadcasts "Western Jamboree," with the top professional talent in the area taking part.

Larry Parks, who mans the c.&w. turntable at **WHOC**, Philadelphia, Miss., says that a local boy, **Ernie Chaffin**, is going great guns with his recordings. **Parks** also has plans to cut disks on **Barbara Allen** who, he says, sings very much like **Kitty Wells**, but adds that they don't have a hill-billy band to back her. Country and folk music is the backbone of his station, **Parks** says. . . . **Ron Koziol**, **WPEP**, Park Falls, Wis., sends word that **Merrill Moore's** recording of "The House of Blue Lights" is one of the most requested records in his area, altho it is over a year old.

C.&w. fans in **Victoria, Tex.**, and surrounding territory are now listening to a native son, **Frankie Miller**, on his own show, six days a week, over **KNAL**, at 1 p.m. **KNAL** jockey, **Bob Smith**, has also added another show immediately following **Miller**, "The Dinner-Bucket Breakdown," six days a week. Commenting on the two new programs, **Smith** says: "The former has had terrific mail response; the latter doesn't seem to be doing worth a damn." . . . **George Riddle**, who spins the country wax at **WMRI**, **Marion, Ind.**, recently guested on **Ernest Tubb's** "Record Shop Jamboree" via **WSM**, Nashville, and returns to Nashville in March for the guest shot on **WSM's** "Mr. D.J., U. S. A."

Bob Martin, **WALT**, Tampa; **Jon Farmer**, **WAGA**, Atlanta; **Happy Isom**, **WORZ**, Orlando, Fla.; **Vern Lotz**, **KOTA**, Rapid City, S. D., and **Eddie Hill**, **WSM**, Nashville, report heavy mail action on **Martha Carson's** new release, "Christmas Time Is Here" and "Peace On Earth." . . . **Pete Hunter**, of **KRCT**, Baytown, Tex., visited recently with band leader **Jimmy Newman** at the **Moulin Rouge**, Lake Charles, La. The pair is rumored to be collaborating on a new ditty. . . . **Vokes Music**, New Kensington, Pa., is releasing two new tunes by disk jockey **Bob Strack**, of **KWKH**, Shreveport. . . . **Mike Elias**, writer of "I Cried," has entered the country music field with a pair of promising tunes, "Tender Words and Wicked Lies" and "Square Dance In the Park." . . . **Big Jim Wilson**, of **WHOO**, Orlando, Fla., makes known that he is converting to 45's exclusively beginning January 1, and that he's writing all his deejay friends to adopt the same policy. **Wilson** reveals, too, that he's planning a move to greener pastures in a larger, more industrial market.

CELESTIN—**Oscar** (Papa), 71, one of America's great jazz musicians, December 15 in New Orleans. The veteran trumpeter had been the idol of New Orleans jazz lovers during the 1920's, later fading into obscurity. In recent years he had made a comeback and in 1953 played at the annual dinner of the **White House Correspondents' Association**. He formed his own band, the **Tuxedo Orchestra**, in 1911 and won fame for such numbers as "Bucket's Got a Hole in It," "Down Home Rag," "High Society" and "Liza Jane." Among the stars of the jazz world associated with **Celestin** were **Lorenzo Tio**, **Jimmy Nonne**, **Shots Madison**, **Zutty Singleton**, **Abby Foster**, **Baby Dodds**, **Alphonse Picou** and **Louis Armstrong**. His widow survives.

CORTINI—66, internationally known magician and illusionist, recently in Copenhagen, Denmark, of a cerebral hemorrhage. Of German nationality, **Cortini**, whose real name was **Paul Korth**, had just completed his performance at the **National-Scala** cabaret, Copenhagen, when he was stricken. A veteran of many years in show business, he had performed in various theaters throughout Europe and the United States.

FOSTAIRE—veteran magician, December 10 in Guggenheimer Memorial Hospital, Lynchburg, Va., of cancer. His right name was **Thomas Lyle Foster** and for many years he had his own magic show thru the South. Survived by two daughters, Mrs. **Duval Bryant**, Norfolk, and Mrs. **Clayton Tweedy**, Nashville, and four brothers, **Eddie**, Lynchburg, Va.; **E. J.**, Richmond, Va.; and **Carlton** and **Aubrey**, both of Dallas. Burial December 13 in Spring Hill Cemetery, Lynchburg.

LAWSON—**Ione**, widely known concessionaire and a member of the Auxiliary of Heart of America Showmen's Club, December 4 in Kansas City, Mo. Survived by two daughters, Mrs. **Patricia Evans** and Mrs. **Roberta Coy**. Burial in Calvary Cemetery, Kansas City.

LITTS—**Gus F.**, 78, veteran outdoor showman and concessionaire, December 3 in Cedar Rapids, Ia. Survived by his widow, **Kathryn**, and a brother, **Norton**. Burial in Cedar Rapids.

MORRISON—Mrs. **Ann Somers**, 73, one-time circus performer, December 14 in Simpson Nursing Home, Kansas City, Mo. Starting out in show business at the age of 11, she was for many years an aerialist and bareback rider with the **Lemon Brothers Circus** which was owned by her uncle, **Frank Lemon**. More recently after retiring from show business she worked as a photo finisher in Kansas City. Survived by a brother, **Joseph Somers**, Kansas City, Kan., and a sister, Mrs. **Kate Riggs**, Edwardsville, Kan. Burial in Forest Hill Cemetery, Kansas City, Mo.

PLEAU—**Engene Jule Louis**, veteran musician and stage vaudeville and repertoire performer, December 4 in Jensen Beach, Fla. In show business since early childhood, he first appeared in vaudeville with his brother **Al**, playing all the major circuits with singing and dancing acts. After his brother's death, he carried on with a girl

MARRIAGES

FAIRBROTHER-KELLY—**Melvin Fairbrother** and **Winnifred Jean Kelly** December 9 in Montreal.

FREUND-BOYHEN—**Frederick K. Freund**, manager and secretary-treasurer of **White Turkey Inn**, Brookfield, Conn., nitery, and **Katheryn Ann Boyhen**, non-pro, November 27 in Danbury, Conn.

HERRIOT-JAMES—**John Milton Herriot**, elephant and horse trainer, and **Mary Ruth James**, circus rider and aerialist, during the **Cole Bros.' Circus** performance at the **Moshah Shrine Circus**, Fort Worth, Thanksgiving Day.

OWENS-DALY—**Buck Owens**, former circus performer and presently producer of television's **National Youth Opportunity Hour**, and **Stella Daly**, non-pro, December 1 in Muncie, Ind.

WARING-MORLEY—**Fred Waring**, noted band leader, and **Virginia Morley**, pianist in the **Waring band**, December 3 in Indianapolis. Just one day prior to the wedding, he was divorced by his second wife, **Evelyn Nair Waring**.

DIVORCES

COULTER—**Mickey Russell Coulter** from **J. H. (Mississippi) Coulter** December 10 in Pittsburgh. Both are with **Gem City Shows**.

JORDAN—**Sylvia Gregory Jordan**, circus performer, from **Jess Jordan** in Macon, Ga., November 15.

partner eventually going into repertoire, playing with the **Jack Lynn Stock Company** for 12 years and with the **Bunny Stricker Players** for 13 years. At the time of his death, he was pianist with **Seymour Doodie Sockers**. Survived by three sisters in Rochester, N. Y. Burial in Rochester.

PYLE—**Arthur** (Doc), 67, veteran outdoor showman, December 13 in Peoria, Ill. Former owner of the **Lighthawk Remedy Company**, med show, he was more recently connected with the **Al G. Kelly & Miller Bros.** and **Dalley Bros.** circuses. Survived by his widow, **Ida**; a son, **Paul**, of **King Bros.' Circus**, and two daughters, Mrs. **Dariens Porter**, North Terre Haute, Ind., and Mrs. **Gertrude Brooks**, Peoria.

RAMSEY—**E. T.**, 72, veteran concessionaire and Girl Show operator, December 8 in Charlotte, N. C. At one time he operated the **Girl Show** on the **John Grooms** and **Erowie Smith** shows. For the past 10 years he has been operating concessions at **Kiddyland Park**, Charlotte. Cremation December 10 in Winston-Salem, N. C.

RAPPORT—**Helena**, 70, former actress, December 5 in New York. She appeared in "Able's Irish Rose" from 1924-'28 and before that in "Song of Songs," 1915; "Baby Mine," 1909, and with the **Fifth Avenue Stock Company**.

SAWYER—**Deane**, 70, at one time conductor of a unique 100-piece saxophone band, December 10 in Detroit. He was with the orchestras of the **Savage Opera Company**, **Chicago Opera Company**, **Victor Herbert**, **Thomas Thomas Symphonies** and others. He formed a trio about 1910 with **Jean Goldkette** and **Andy Raymond**, and became probably the outstanding saxophone recording artist of about 30 years ago. He was on many early National Broadcasting Company shows. In recent years he was musical director for the **Rudolph Wurlitzer Company**, **Wyandotte, Mich.** Survived by his widow, **Rada**. Interment in **Evergreen Cemetery**, Detroit.

SCHILD—**Alfred E.**, 71, former police chief of Covington, Ky., December 6 in St. Elizabeth's Hospital, Covington. In addition to his early police duties he was also active in the musical and theatrical fields. He was the leader of a widely known marching band and when a young man he played the part of **Little Eva** in an "Uncle Tom's Cabin" road show. Survived by his widow, **Bettie**; two sons, **Walter**, Covington, and **Alfred Jr.**, Compton, Calif., and a daughter, **Beulah**, Covington.

SELWYN—**Ruth**, 49, Broadway's first woman theatrical producer, December 14 at Cedars of Lebanon Hospital, Los Angeles. In 1929 she produced "The 9:15 Revue," which had a run of seven performances. Later she went to Hollywood and appeared in motion pictures, and after that became a real estate operator at **Palm Springs**. She had made her theatrical debut in "George White's Scandals" as a singer and dancer. She was married to **Edgar Selwyn**, late theatrical producer, and to the actor, **John Warburton**. Surviving are a son, **Russell**; two sisters, Mrs. **Nicholas Schenck** and Mrs. **Max Furman**, and two brothers, **Fred Wilcox**, motion picture producer, and **Dr. Paul Wilcox**.

WALL—**S. E.**, 70, former president of the **Augusta (Ga.) Exchange Club Fair**, suddenly in that city December 10. (Details in the Fair section.)

IN LOVING MEMORY OF MY SISTER "DOT" COLLEEN

IN LOVING MEMORY OF My Dear Mother MAREE MEERS DAHM December 30, 1948 ROBERT BROWN

IN LOVING MEMORY OF My Dear Mother GRACE E. McVEY January 1, 1950 JOY McVEY BROWN

IN MEMORY OF MY BELOVED WIFE DOT AGNES WHO WAS TAKEN FROM ME DECEMBER 24, 1945 O. J. (WHITEY) WEISS



SANTA'S HELPERS—MEMBERS OF THE SHOWMEN'S LEAGUE OF AMERICA—were busy bagging and stacking gifts to be distributed to underprivileged Chicago children at SLA's annual Christmas party for the youngsters Sunday (19) in the Hotel Sherman. The three smiling workers stacking bags in the top photo are (left to right) Tom Sharkey, Solly Wasserman and Jack Duffield. In the same order, at the bottom, are Al Sweeney, Henry Polk, Hank Shelby and Harold Barrows bagging the presents.

Indiana State Fair Signs Cetlin-Wilson, Pacts MCA Revue

Inks Horan Thrillers for Four Shows; Ups Midway Percentages to '51 Range

INDIANAPOLIS, Dec. 18.—The Indiana State Fair board, in two busy days here, Wednesday and Thursday (15-16), closed contracts with the Cetlin & Wilson Shows to provide the midway attractions and with the Music Corporation of America to furnish the night grandstand show in 1955.

Cetlin & Wilson as a result will return to the Hoosier fair where it had played seven straight years up until last year when the Gooding Amusement Company held the contract.

Percentages Upped

Signing of MCA for the night grandstand show marked the first time in more than 20 years that the Barnes-Carruthers Theatrical Enterprises, Inc., Chicago, had not been awarded the night grandstand show contract.

Terms of both '55 midway and grandstand contracts differ from those of last year. Cetlin & Wilson will give up 35 per cent of the first \$25,000, 37½ per cent of the next \$25,000 and 42½ per cent of receipts in excess of \$50,000. For the past three years contracts called for the fair to receive 35 per cent of receipts up to \$50,000 and 40 per cent of receipts in excess of that amount.

Grandstand Contract

MCA's contract calls for it to receive first money of \$20,000, with the fair to get the next \$20,000, and the fair and MCA splitting receipts in excess of \$40,000.

In the past the contract called for no first money but for a straight 50-50 division of the gross.

During the last six years the night grandstand gross, after taxes, ranged from \$36,000 to \$52,000.

Add Performance

One other major change in the grandstand contract is that it calls for seven night performances instead of six as in the past.

Under the contract, MCA agrees to provide a 24-girl line; the Ted

Weems orchestra; Tex Ritter, western singer; Hubert Castle, wire walker; the Denver Group, knife and hatchet throwers, and the Marcellos, comedy act, and gives the fair the choice of either Martha Wright or the Fontane Sisters, singers, and of either Bobby Winters or Francis Brunn, jugglers.

For Cetlin & Wilson the return of the fair here to its route fills a gap between the Missouri State Fair, Sedalia, and the Reading (Pa.) Fair, and greatly bolsters the outlook for the Jack Wilson, Issy Cetlin-owned show.

Terms of the midway contract are the same as those which prevailed up until 1952. In that year the fair cut the percentages as a token to the Cetlin & Wilson Shows which had been given one of the hardest beltings on record by a tornado at Sedalia.

In other contract awards made by the fair board at its two-day meeting, Irish Horan again was awarded the thrill show contract. It calls for three matinee shows and one night performance.

Harry Altman Buys Jolly Cat, Sky Fighter

WILLIAMSVILLE, N. Y., Dec. 18.—Harry Altman, owner-operator of Glen Park here, this week purchased two new kiddie rides, a Jolly Caterpillar and a Sky Fighter, both manufactured by the Alan Herschell Company, North Tonawanda, N. Y.

The rides were purchased, Altman said, to "pep up" his funspot. The units will be spotted in the 10-ride Kiddieland and will replace two old rides. Delivery is to be made in ample time for the park's opening in mid-April.

Altman made the purchases on a buying trip for the park and the Town Casino, local nitery, which he operates and in which he presents top talent.

Announce S. C. Confab Dates

SPARTANBURG, S. C., Dec. 18.—The annual meeting of the South Carolina Association of Fairs will be held January 18-19 at the Jefferson Hotel, Columbia, it was announced here this week by Paul Black, association president, and Tom Moore Craig, secretary.

Business sessions will start at 10:30 on the morning of January 19. The annual banquet will be held that night.

William Burke Acquitted; Jury Out 32 Minutes

PENSACOLA, Fla., Dec. 18.—William O. Burke, 49, Friday (9) was acquitted of killing Al Wagner, owner of the now defunct Cavalcade of Amusements. The six-man jury was out 32 minutes.

It was the second trial for Burke, the first having resulted in a mistrial. He claimed self defense.

Upon being acquitted, Burke said that he would file no claim against the Wagner estate as the result of his prosecution. He said he planned to return to Muncie, Ind.

Detroit Fair Names Swanson Gen'l Manager

DETROIT, Dec. 18.—Donald L. Swanson, assistant to the comptroller of the Michigan State Fair, this week was named general manager of the fair by the State Board of Managers.

Swanson, a former school teacher, was grandstand director of the '54 fair. He succeeds James M. Hare, who was recently elected secretary of state of Michigan.

Alamo WQ Burglarized

SAN ANTONIO, Dec. 18.—Theft of \$800 from the office of the Alamo Exposition Shows in winter quarters here was reported to local police by Ben Hyman, manager.

The burglar, according to police, twisted the handle off a wooden cupboard in the trailer-type office and took the money, including \$500 in small change. Lack of any signs the door to the trailer had been forced led to belief the intruder had a key.

EASTERN PICTURE

Midway Pattern Jells As Biggies Ink Pacts

NEW YORK, Dec. 18.—The Eastern booking picture was considerably clarified this week with the awarding of midway contracts by the Bloomsburg (Pa.) Fair to the King Reid Shows, and the West Virginia State Fair, Ronceverte, to the Cold Medal Shows.

These two dates were virtually the only ones promising both pres-

tige and good grossing possibilities remaining unsigned after the recent Chicago outdoor conventions. While the timing of the award of the Ronceverte date coincided with the usual schedule, the awarding of the Bloomsburg contract was made more than a month earlier than usual.

It was reported that Bloomsburg officials were influenced into making an early decision both by the intense pressure brought to bear by contending shows, and by knowledge of the fact that further booking efforts by these units would be hampered until the winner of the Bloomsburg pact was known.

Many Units Interested

Perhaps as many as 10 or 12 shows had been interested in the two dates, some with reason to hope that their pursuit might prove successful while others reckoned their chances in long odds. The rumored availability of these dates as early as last fall unleashed extensive efforts on the part of all contending parties.

While many lesser dates yet remain to be signed, the designating by Bloomsburg and Ronceverte clears the pattern that must now

(Continued on page 43)

Gate Pleasing For Farm Show

ATLANTIC CITY, Dec. 18.—Roughly 30,000 persons reportedly attended the five-day New Jersey Mid-Atlantic Farm Show, which ended Wednesday (8) in Convention Hall. The turnout was some 5,000 greater than that for six days last year, the first year the event was held, according to general manager Clement B. Lewis Jr.

Cold weather did not appear to hurt the event any, Lewis said, with most exhibitors seemingly satisfied and intending to return in 1955 if the show is put on again.

Ice Show 1st Attraction For Newfoundland Stadium

ST. JOHN'S, N. F., Dec. 18.—An ice-variety production is scheduled for December 27 thru January 1 to formally open the new Stadium building, a 7,000-seater which replaces the old Rink building which burned down several years ago.

Talent for the show, promoted here by Daniel Walsh, consists of an ice show and several variety acts.

The icer is produced by Harry Hirsch of New York, and choreog-

raphy is by Lela Rolontz. Ice acts include Tony and Donna Geanne Lemac, solos and pairs; Alis Foster, solo; Charles and Lucille Cavanaugh, adagio; Dick Nutter, ice comic. Other acts are provided by the George A. Hamid agency.

Hirsch also has his unit booked for a pair of three-day dates after which it will return to New York. There is a six-girl line in addition to the acts, and music is being furnished locally. The show was sold outright to the local promoter.

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CONVERSION
Theater Sets Reopening as St. Louis Aud

ST. LOUIS, Dec. 18. — The Missouri Theater, 3,441-seat first-run film house, has been closed for two weeks and will re-open as a public auditorium, according to the operators, Fanchon & Marco-St. Louis Amusement Company Theaters.

Edward Arthur, spokesman for the owners, said the 5,000-seat Fox and 3,800-seat St. Louis Theaters, both operated by Fanchon & Marco, are absorbing all of the better films available. It is intended to rent out the Missouri on a day-to-day basis for conventions, sales meetings, special stage and picture attractions, civic groups, churches, and other suitable occasions.

The new auditorium is centrally located with adequate parking facilities and public transportation. Theater manager Roy Muehle-mann will remain as director of the house, which will be known as the Missouri Theater Auditorium.

GM Motorama Sets '55 Sked

DETROIT, Dec. 18.—A new version of the General Motors Motorama, will appear in five major cities during 1955, according to President Hariow H. Curtice.

The show will have its initial seasonal opening as usual at the traditional site of the Waldorf-Astoria Hotel in New York City during January 20-25 inclusive.

Dates will follow in the Dinner Key Auditorium in Miami, February 5-13; Pan Pacific Auditorium, Los Angeles, March 5-13; Civic Auditorium, San Francisco, March 26-April 3, and at the Commonwealth Armory, Boston, April 23-May 1.

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Forms in Works for Fun Business Census

NEW YORK, Dec. 18.—Showmen in all phases of the amusement industry will be getting blanks sometime after the first of the year, to be completed for the federal government's 1954 census of business.

The resultant compilation will reveal statistics of interest to all in the business. Included will be information on rentals, receipts, payrolls, taxes, admissions and many other vital items. Copies of the report blanks have been released by Harvey Kailin, Chief, Business Division, Bureau of Census.

Shortly after New Year's Day these forms will be mailed out throuth the country. They must be completed and returned to the bureau in Washington, D. C., within 30 days after their receipt.

Earl Takes Crown In Alta. Rodeo Loop

STETTTLER, Alta., Dec. 18.—Gordon Earl, of Newgate, B. C., was a big winner of trophies and awards at the annual meeting of the Central Alberta Stampede Association, getting the honors for all-around cowboy, bull riding and bareback bronk riding.

Other champions were: Saddle bronk, Bob Robinson; steer riding, Norman Edge; amateur saddle bronk, Winston Bruce; steer decorating, Brian Butterfield; calf roping, Rennie Donaldson; wild horse race, Orville Strandquist; wild cow milking, Norman Lofgren; chuck wagon, Ed Kroschel. The amateur saddle bronk trophy was presented by Gayland Shows.

Eastern Booking Picture Clears

Continued from page 43

be followed by both the winners and the losers. With contracts in hand for these events, Reid and Gold Medal can give up on any maneuvering they might have engineered to protect them in case of failure. The losers will have to extend their efforts to fill in these slots in their schedules.

Two other Eastern dates as yet unassigned may provide more than ordinary booking action. The Anderson (S. C.) Fair, which for years has rated a railroad show because of its late dates and Deep South location, reportedly holds no interest for the World of Mirth, which played it last year, or Cetlin & Wilson or Strates, who have also played it in the past. A costly two-railroad move and other heavy, attendant costs have rubbed the glitter from this spot for the railroaders. If available, it's a safe bet the fair will take a railroader. Lacking a railroad show, the scramble for the date among the truckers ought to be a memorable one.

The Hagerstown (Md.) Fair which last year switched to an independent midway after harboring many railroaders, may return to an organized show. At least organized shows will stump for such a turnaround since the word was that the date this year was very good.

The frenzied midway booking action that used to provide most of

the interest at State fair association meetings, but has considerably diminished in the last five years, promises to be even less in evidence next month. The South, to be sure, with a heavy representation of shows looking to extend and bolster their seasons, should provide a fair measure of excitement.

The booking picture among New York's more than 50 annuals may cloud up a bit if fairs such as Rhinebeck and Schaghticoke persist in their plans to operate over week-ends with their four to five days beginning and ending in different weeks.

The Louisiana Building Authority has awarded the contract for construction of a new youth activity and stock judging building on the Louisiana State Fairgrounds.

The authority originally held up action on the contract when the apparent low bid exceeded the \$840,000 available for the project. The Fair Grounds Association, however, came up with \$110,774, to make up the deficit and members unanimously approved the contract.

La. State Sets Bldg.

SHREVEPORT, La., Dec. 18.—The Louisiana Building Authority has awarded the contract for construction of a new youth activity and stock judging building on the Louisiana State Fairgrounds.



MERRY-GO-ROUNDS, BOAT RIDE, BUGGY RIDE, PORTABLE ROLLER-COASTER, SKY FIGHTER, TANK RIDE, JOLLY CATERPILLAR, KIDDIE AUTO RIDE AND GASOLINE SPORT CARS.

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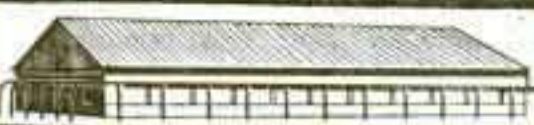
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150 Turn Out For Caravans Installation

CHICAGO, Dec. 18.—Close to 150 members and guests of Caravans, Inc., turned out for the club's annual installation party here that saw a slate headed by President Eva LeRoy take over the reins of the organization for 1955.

Other officers included Marianna Pope, Stella Matuso and Agnes Barnes, first, second and third vice-presidents respectively; Pauline Grey, treasurer, and Wanda Derpa, secretary. Jeanette Hart, femsee, served as installing officer, nine-year-old Mae Muscarello as mascot and Helen Wettour as escort.

Veronica Potenza, outgoing president, passed the gavel over to the new president and the board of directors rose as their name was called. Rev. Marcel LaVoy delivered the invocation, and the club mother, Minnie Simmonds, was presented with a corsage by the mascot.

Midway Theme

The tables, where chicken dinners were served, were decorated with miniature Ferris Wheels, Merry-Go-Rounds, confetti and balloons in a midway atmosphere. Decorations were supervised by Claire Sopenar with the assistance of Josephine Glickman, Lillian Lawrence, Pearl McGlynn, Mae Taylor and Billie Billiken. Ralph Pope, accordionist, entertained during dinner.

Other club auxiliaries represented included Bess Hamid, National Showmen's Association; Phoebe Carsky, The Showmen's League of America; Mickey Wensley, Greater Tampa Showmen's Association; Evie Belew, Miami Showman's Association; Alice Hennies, Hot Springs Showmen's Association; Verna Schantz, Missouri Show Women's Club; Ann Doolan, Pacific Coast Showmen's Association; Billie Billiken, Lone Star Show Women's Club of Texas, and Pearl McGlynn, Caravans, Inc.

Dolly Young and Stella Matuso received compliments on their birthday and Josephine Haywood, last year's Miss Outdoor Show Business, was introduced, as was (Continued on page 45)

WINTER FAIRS

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Arizona

Yuma—Yuma County Fair, April 13-17. Ken Baker.

California

Cloverdale—Cloverdale Citrus Fair, Feb. 18-22. J. Leroy Wehr. Imperial—California Midwinter Fair, Feb. 26-March 6. D. V. Stewart. Indio—Riverside Co. Fair & National Date Festival, Feb. 17-22. R. M. C. Fullenwider.

Florida

Arcadia—DeSoto Co. Fair. Jan. 10-15. A. G. Erickson. Clewiston—Sugarland Expo. Jan. 27-31. H. L. Johnson. Dade City—Pasco Co. Fair. Jan. 12-15. J. P. Higgins. Delray Beach—Florida Gladioli Festival & Fair. Feb. 28-March 5. R. C. Lawson. Eustis—Lake Co. Fair. March 15-20. Karl Lehmann. Fort Myers—Southwest Florida Fair. Jan. 31-Feb. 5. J. Clyde King. Inverness—Citrus Co. Fair. March 7-12. Quentin Medlin. Kissimmee—Kissimmee Valley Livestock Show. Feb. 10-13. Carlyle Branson. Largo—Pinellas Co. Fair. March 1-6. J. H. Logan. Miami—Dade Co. Youth Show. Jan. 26-30. P. K. Price. Ocala—Southeastern Fat Stock Show & Sale. Feb. 28-March 5. Louis Gilbreath. Orlando—Central Florida Fair. Feb. 21-26. C. T. Bickford. Palmetto—Manatee Co. Fair. Jan. 24-29. W. H. Kendrick. Plant City—Hillsborough Co. Jr. Agr. Fair. Dec. 2-4. D. A. Storms. Punta Gorda—Charlotte Co. Fair. Jan. 18-23. Harry Jack. Quincy—West Florida Fat Cattle Show & Sale. A. G. Driggers. Sarasota—Sarasota Co. Fair. Jan. 17-22. K. A. Clark. Tampa—West Coast Dairy Show. Feb. 5. Charles E. Loe Jr. Tampa—Florida State Fair. Feb. 5-19. J. C. Huskisson. Wauchula—Tri-Co. Fat Stock Show. Jan. 27. J. P. Barco. West Palm Beach—Palm Beach Co. Fair. March 5-12. Lamar Allen. Winter Haven—Florida Citrus Expo. Jan. 29-Feb. 5. Phillip Lucey.

Oregon

Gresham—Multnomah Co. Spring Garden Fair, April 20-24. Duane Hennessy.

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Lever Again Use Kid M-G-R Xmas Display

NEW YORK, Dec. 18. — Lever Bros. has again used a kiddie Merry-Go-Round for its Christmas display in Lever House, the glass-walled business structure on 54th Street and Park Avenue.

The firm started the practice last year when it rented the ride from Ben Merson's Kiddyland in Long Branch, N. J. Merson sold out to C. Catrillo of Jersey City and Lever is using the same carousel again.

The ride is decorated in red, gold and silver, and bears packages of Lever soap and grocery products, plus a Santa replica. As the ride revolves—slowly, since the carousel motor turned it too fast and is not being used—Christmas carols are broadcast in the lobby and piped out onto the street.

Carnival Routes Send to 2160 Patterson St. Cincinnati 22, O.

Circus Routes Send to 2160 Patterson St. Cincinnati 22, O.

Ice Shows Holiday on Ice: Rock Island, Ill., 26-Jan. 2. Holiday on Ice, International, No. 1: Brussels, Belgium, 21-25; Rotterdam, the Netherlands 27-Jan. 15. Holiday on Ice, International No. 2: Karachi, India, 21-Jan. 16. Hollywood Ice Revue: Chicago 25-Jan. 11. Ice Capades: Boston 26-Jan. 13. Shipstads & Johnson's Ice Pollies: Philadelphia 26-Jan. 16.

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Miscellaneous Burke's Hitler Car Exhibit: Chattanooga 21-24. Walsh Bros.' World's Most Beautiful Church: New Orleans.

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SHOOTING GALLERIES And supplies for Eastern and Western Type Galleries. Write for new catalog. H. W. TERPENING 137-139 Marine St., Ocean Park, Calif.

TOYS AT DISCOUNTS

Boston Stores Irked By Park Price Cuts

BOSTON, Dec. 18.—Owners of amusement parks and beach concessionaires in the Greater Boston area have tossed a load of dynamite at big department stores, in the form of a toy discount business that has worried the storekeepers into a frenzy.

At Revere, Nantasket and Salisbury beaches, owners have set up big toy displays and are selling like hotcakes to an eager public that is snatching up Christmas bargains at a 20 per cent knockdown.

Business has been so terrific that one operator claims to be selling one item—walking dolls—at a rate of five for every one sold in Boston

stores. Local stores squawked to newspapers after the operators ran a full-page ad announcing the bargains.

Chamber Plans Study

Operators feel the situation may break wide open since the department stores have registered protests and the Boston Chamber of Commerce plans to instigate some sort of probe.

The venture started at Savin Rock in New Haven, Conn., where operators have combined to set up a huge warehouse as a focal point for the discount merchandise.

The plan allows park operators to sell to the public on the same discount basis as the jobber sells to the trade. This outdoor discount business has had the effect around Boston of forcing department stores to lower prices to meet the competition. So far the system is confined to the amusement parks on the seacoast.

Special Trains For Bronx Zoo

NEW HAVEN, Conn., Dec. 18.—The New York, New Haven & Hartford Railroad, which services Southern New England, will run excursion trains to the Bronx (N. Y.) Zoo next season, it was announced here last week.

Known primarily as a passenger line, the railroad has run a number of excursions to outdoor events, including the Danbury (Conn.) Fair. On several occasions its officials have met with representatives of the New England Association of Amusement Parks and Beaches in an effort to work out excursion plans that would benefit both.

Caravans Install

Continued from page 44

Evie Belew, the new queen. Others who spoke briefly included Lucille Hirsch, Midge Cohen, Joy Purvis and Jeanette Wall. Outgoing president Potenza then presented gifts to her officers, Mae Sopenar, Eva LeRoy, Mary Calcara, Isabelle Brantman, Mae Muscarello, Claire Sopenar, Helen Wettour, Mae Taylor, Agnes Barnes, Marianna Pope, Wanda Derpa, Lillian Lawrence, Irene Coffey, Pauline Grey, Stella Maturro. Flowers received from the women's clubs of Tampa, Detroit, SLA of Chicago, Miami and St. Louis.

Committees

Assisting Isobel Brantman during open house were Billie Billiken, Eva Clark, Clara Peterson and Helen Wettour. Mae Sopenar, assisted by Jeanette Hart and Agnes Barnes, handled the bazaar, which netted a tidy sum. Drawings for bonds on the award books, supervised by Marianna Pope, were held and winners included Geraldine Muscarello, Tom Sharkey, Frieda Rosen and Mary Stutske.

Those attending the installation party included:

Minnie Simmonds, Pearl McGlynn, Jeanette Wall, Lucille Hirsch, Pat Seery, Claire Sopenar, Veronica Potenza, Helen Wettour, Sue Potenza, Catherine Potenza, Lucille Sherman, Lois McCue, Alda McCue, Bernice Dillon, Estelle Swiader, June Milezny, Ann Doolan, Phoebe Carsky, Josephine Hayward, Herline Carney, Joy Purvis, Violet Affrunti, Ida Mueller, Rose Marie Georgetti, Molly Raymond, Jennie Catrombone, Violet Cosentino, Helen Hoffmeyer, Mrs. Frank Oestreich, Maxine Wood Kokomas, Mary Ellen Wood, Lucille Wood, Sophia Carlos, Gladys Dowswell, Bess Hamid, Mae Roab, Dorothy Packman, Midge Cohen, Anne Brahm, Geraldine Muscarello, Mae G. Taylor, Josephine Glickman, Lillian Lawrence, Marie Dornfield, Esther Groscurth, Naomi Backer, Nella Stokes, Margaret Davis, Florence Harding Regas, Betty Broderick, Clara Peterson, Eva Clark, Pattiann Sciortino, Marguerite Shapiro, Grace Weiner, Dolly Young, Nellie Young, Eleanor Segal, Emilie Koch, Elizabeth Stiehl, Edith Meyer, Verna Schantz, Beatrice Dunn, Anne Giuffre, Nora Catherine Heglund, Eileen Barnes, Iris Tierer, Mae Sopenar.

Rose Jarboe, Gertrude Morris, Isobel Brautman, Ethel Wadoz, Mae Smith, Mary Martin, Edith Streibich, Ida Derpa Matz, Felicia Vranich, Mickey Wenzik, Gertrude Weiss, Evie Belew, Alice Hennies, Marie Heglund, Nora V. Heglund, Ann Schmidt, Mary Woodrick, Irene Zipp, Angelina Nowinski, Marie Broughton, Mabel Davis, Madonna Lish, Ruth Bernauer, Jeanette Hart, Rev. Marce LaVoy, Agnes Barnes, Stella Maturro, Eva LeRoy, Marianna Pope, Wanda Derpa, Pauline Grey, Irene Coffey, Mae Muscarello, Billie Billiken, Sadie Cazares, Ella Weinberg, Billie Spady, Martha Maris, Anna Graebert, Mary Stutske, Ann Gallagan, Winona Woodward, Frieda Rosen, Mildred Mantloff.

Carlson Joins Directors of N. E. Group

BOSTON, Dec. 18.—John Carlson, operator of Lincoln Park in Dartmouth, Mass., and past president of the New England Association of Amusement Parks and Beaches, has been elected a director of the association.

Arrangements are under way well in advance for the annual convention of the NEAPB to be held April 20 at the Parker House here.

Holiday Party At Steel Pier

ATLANTIC CITY, Dec. 18.—A holiday party staged by the management was held on the Steel Pier here today. About 500 attended, including operating personnel, press, radio and television representatives and city and State officials.

Operators George A. Hamid Sr. and his son, George Jr., and Richard Endicott, manager, were hosts at the annual affair.

YOUNG FAMILIES ABOUND

Mushrooming L. I. Pours \$\$ Into Nunley Kid Spot

NEW YORK, Dec. 18.—Nunley's Happyland experienced a substantial boost in earnings during the past summer season, the indoor-outdoor kiddie park continuing to benefit from Long Island's mushrooming population of young, middle income families.

Happyland's "natural" location on Hempstead Turnpike and Hicksville Road is in the center of numerous home developments. A Carrousel and five kiddie rides are inside the heated building, as are more than 100 pieces of Arcade equipment. Outside the building are a Schiff Coaster and three other kiddie rides.

Mrs. Miriam Nunley's four other ride locations did not fare as well as Happyland. Several rides have been added at Baldwin, also on Long Island, to where it has as many units as Happyland. Action at Baldwin was somewhat curtailed during the past season, however, due to Sunrise Highway roadwork which caused detours around the kiddie park.

Location to Be Lost

Elsewhere, the operation includes spots at Rockaway Beach, Broad Channel, and on Central Avenue in Yonkers. The last-

TV Net Program Plugs Arcade, Park Equipment

NEW YORK, Dec. 18.—Props from Rockaways' Playland earned an hour and a half of fast and furious plugging for the park over the NBC television network recently when they were used on the Steve Allen Show. Two truck loads of equipment were hauled into the theater-studio and remained on view thruout the program.

Value of the publicity arbitrarily was set at around a \$100,000 plug for Playland. Drumbeater Walter Kaner's agency worked some three weeks with the Allen show staff in preparation for the big night.

Equipment Listed

Taking part in the show were Genco, Chicago Coin and International Mutoscope arcade pieces, Playland's laughing figure trademark clown, another Messmore-Damon laughing figure masked to resemble Steve Allen, a floss machine, a large, decorative plywood Playland clown and parts of riding devices. All units on display carried the park's decal markings, down to the last arcade machine.

Allen and his cast devoted much attention to arcade contests in which the cameras moved right up to the playing surface, with comic play-by-play commentary being provided during the games. Basketball games, electric ranges and target games were among those featured.

Art director Herman Huseby was interviewed at length and got in a few strong plugs for the park industry in general, and Muriel Altman, Playland's guesser, had her scales on the stage and missed on only one of several studio contestants.

Props Offered for Show

Allen and wife, Jayne Meadows, were guests at a special day at the park during the past season, during which it was suggested that the comic might make use of some park props on his late-hour TV show. As is customary, the park was agreeable and brought the subject up again last month, offering free use of whatever equipment Allen needed.

It was probably the park's strongest free publicity in many years, its responsibility being only that of transporting the items to

DETROITER PLANS NEW 600G LAYOUT

Schedules 18 Rides, Pool, Ice Rink Alongside Year-Around Drive-In

DETROIT, Dec. 18.—Plans for an amusement project to cost an estimated \$600,000 and to be built in Royal Oak Township have been announced here by David Korman, owner of a local theater circuit. The project will be built around his 1,750-car drive-in.

The layout is scheduled to include a Kiddieland with a total of 18 rides on a four-acre section. A miniature golf course will be elsewhere in the park. A double-barreled concession organization will serve both the theater trade and park business.

Ten of the 56-acre spot will be devoted to auto parking and this is designed to accommodate 1,200 cars in addition to those in the theater section.

There is to be a swimming pool with a capacity for 480 persons.

This, like other sections of the new layout will be accessible to the public without entering the theater section. There will be equipment for converting the swimming pool into an ice rink for 1,500 skaters during the winter season, and that will be available to the public without charge, according to Korman.

Korman's drive-in will pioneer hereabouts with year-round operation.

Tilt, Trolley In Store for Bronx Kidspot

NEW YORK, Dec. 18. — Two more rides are in store for Joyland on upper Broadway, in space occupied until now by the Miniature Train, which will be sold. Owners Mortie Speicher and Harry Lubell have been mulling for some time whether to retain the train ride, a small-model, limited capacity unit.

The plan is to fill the location to be vacated with a Tilt-a-Whirl and Toonerville Trolley, pending sale of the train ride.

Joyland is operating thruout the winter on a daily basis. Hours are 1-5 p.m. during week-days and full time on Saturdays, Sundays and holidays.

The nine-ride spot went from 9-cent tickets in 1953 to a dime in '54, and six for 50 cents. This included rides on the Big Eli Wheel and Carrousel, and it is expected that a larger charge may be made for these major rides next year.

Aiding the owners are Herschell (The Great) Schachter, both at the lunch counter and at the rides.

FOR SALE

Tilt-a-Whirl, reasonably good shape, \$1,750.00 cash. Opening for Custard, Scales and Age and Hi-Striker. Only reliable Concessionaires considered. Write

R. M. Spangler, Owner-Mgr. Rolling Green Park
Sunbury, Pa.

Deny Approval For New Park

NEW YORK, Dec. 18.—A denial was issued this week to the attempts of Missouri Enterprises to set up another kiddie park on Northern Boulevard in Queens, directly opposite Kiddie City.

The Board of Standards & Appeals turned down the application after postponing the hearing several times. Objectors to the new park included residents who claimed it would cause a traffic bottleneck as well as a safety hazard to families who wished to patronize parks on both sides of the street.

Author Bil Chapin is ill at his home at 1844 Fourth Avenue, Sarasota, Fla., and would like to hear from friends, reports Bob Miller.

and from the studio. Playland's equipment is available free for TV shows and photographers of all kinds, and it scores heavily with every visual use since its symbol and lettering are prominently displayed on every ride body and display front at the park.

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PNE '54 Gross Hits All-Time High

Exhibition Takes in \$1,104,814; Net Over-All Revenue Totals \$194,180

VANCOUVER, B. C., Dec. 18.—Financial report of the Pacific National Exhibition for the year ending September 30, revealed that gross revenue exceeded the \$1 million mark to reach a record of \$1,104,814, an increase of 5.4 per cent over that of '53, previous high year. Expenditures for the same period amounted to \$910,673 leaving a net over-all operating revenue of \$194,140.

The net revenue was after provision for fixed charges to the city of Vancouver of \$105,061 which cover the second year's provision of interest and sinking fund on the new buildings, financed over a 20-year period and an older debenture series which will be retired in 1962.

Depreciation on equipment amounted to \$31,171, general improvements, additions, and replacement of plant provision \$65,569, and general expense of \$708,871.

The Exhibition of 1954 proved successful despite competition from the British Empire and Commonwealth Games which preceded the (Continued on page 55)

Reynolds Sets Eastern States' Show Format

WEST SPRINGFIELD, Mass., Dec. 18.—Entertainment features at the 1955 Eastern States Exposition will closely approximate the format in use this year.

Jack Reynolds, general manager, said that a rodeo-type presentation would again be featured nightly in the Coliseum. Inaugurated last year, the presentation proved highly successful and will probably be continued as long as the public shows the same interest.

Automobile races on the new half-mile hard surface track will be cut from six to four days, and acts will again be presented in front of the grandstand altho less talent will be used this year, Reynolds said. The six days of racing presented last year proved to be too much in the way of spread events.

Cutting down of the racing program will make it possible to present automobile thrill shows on four days. It is likely that a musical group competition will be planned for the opening Saturday.

Newlin Named At Troy Hills; Dates Mulled

MORRISTOWN, N. J., Dec. 18.—Dr. T. A. Newlin of Parsippany has been elected president of the board of the Morris County Fair Association, which puts on the annual in Troy Hills, N. J. Four additions were made to the board of directors, and dates for the 1955 running were discussed but not announced.

Elected to the directors for three-year terms were Mrs. Susan DeCamp Condit of Parsippany, Mrs. Ida Seibold of Lake Hopatcong, and W. Russell Barris of Morristown. Ivar Steen of Parsippany was named to fill an unexpired two-year term.

William McSweeney of Morris Township and Halsey Van Duyn of Montville Township were named to serve another term.

Others Elected

Other officers selected beside Dr. Newlin were Edmund J. Cooney of Madison, vice-president; John R. Brown, treasurer, and Mrs. Condit, secretary. The former president of the association, John J. Kennedy, and the former secretary, C. Allen Thompson, did not run for reelection.

Dr. Newlin has been a resident (Continued on page 55)

REVUES, ACTS

Eastern Buyers Hold Grandstand Format

NEW YORK, Dec. 18.—Early buyers of talent for Eastern fair grandstands are proceeding as in the past, signing revues and acts. They are somewhat more cautious in their attitude, intent on quality and novelty features.

George A. Hamid, back in his booking offices here after extensive road trips, reported on the normalcy of the booking situation. Recent, spotty indications that buyers would seek changes in the presentations or abandon them altogether, have not yet been borne out in any instance, Hamid said.

Travels in the North and the South, interrupted only by the holiday season lull, revealed that a need for a change in programs was not a pressing point. Rather, Hamid said, buyers were principally concerned with obtaining shows and acts that would compare with,

or surpass, the talent packages presented in the past.

The West Virginia State Fair, Ronceverte, is increasing its booking. A special show has been set for the afternoon, after the fashion of the Central Canada Exhibition and the Allentown (Pa.) Fair. A revue plus nine acts are on the program.

The Eastern States Exposition, erroneously credited with dropping grandstand acts, will use possibly seven acts in front of its grandstand, Hamid said. The emphasis has never been on grandstand talent at the Springfield, Mass., event, however, since its facilities are inadequate and night show activity is principally planned for the Coliseum. Manager Jack Reynolds said the format of the highly successful show rodeo produced last year would be followed again next year.

Hamid envisions the same type production with novelty acts (Continued on page 56)

Name McClure Manager at Roseville

ROSEVILLE, Calif., Dec. 18.—Leslie W. McClure, currently secretary-manager of the Del Norte County Fair in Crescent City, will succeed Nic Huddleston as manager of the Placer County Fair about January 15 here. Huddleston resigned several weeks ago to devote his time to a publishing venture. He leaves the post December 31.

McClure served in his post in Crescent City for four years. Huddleston managed the local exposition for seven years.

Huddleston collaborated on "American Livestock Biographies," an illustrated review of livestock breeds, their development and characteristics.

S. E. Wall, of Augusta, Dies

AUGUSTA, Ga., Dec. 18.—S. E. Wall, former president of the Augusta Exchange Club Fair, died suddenly while attending a party for the wives of club members here Thursday (9). He was about 70 years old and had been in poor health for several years.

Wall, an official of the Seaboard Airline Railroad, was known to a host of Eastern show people, many of whom he assisted from time to time, especially those whose operations included railroad movements. He was an active member of the fair board at the time of his death.

Multi-Job Moyer Now Chamber Aid

READING, Pa., Dec. 18.—Russ Moyer, Reading Fair publicist, has been engaged as publicity and public relations consultant for the Reading-Berks Chamber of Commerce. He begins his new duties January 1.

Roger Jewett, Chamber secretary-manager, said Moyer will serve as liaison with the press, radio and television, assist in the planned expansion of the Chamber news bulletin, and assist in the institution of an outdoor advertising campaign.

Moyer will continue his job with the fair, a post he has held since 1936. Next year he is also taking on the work of promoting the fair's automobile racing for the fair board.

Canada Assn. Sets '55 Meet

QUEBEC, Dec. 18.—The Canadian Association of Exhibitions will hold its 1955 meeting November 23-25 in Toronto, Emery Boucher, secretary-treasurer, announced. The three-day conclave will be held between the Royal Winter Fair at Toronto and the annual meeting of the International Association of Fairs and Expositions in Chicago.

Officers for '55, elected at the organization's recent annual meeting in Toronto, include S. N. MacEachern, Saskatoon, Sask., president; James Paul, Edmonton, Alta., vice-president; Boucher, this city, secretary-treasurer, and James G. Gardiner, Minister of Agriculture for Canada, honorary president. Named to the executive board were Past President Sam Foster, Toronto; W. R. Crewdson, Fredericton, N. B.; E. D. McCugan, London, Ont., and Maurice Hartnett, Calgary.

Hamid Show for Statesville, N. C.

STATESVILLE, N. C., Dec. 18.—A George A. Hamid & Son grandstand show has been booked by the Statesville Fair for 1955. George A. Hamid Jr. represented the New York booking firm.

The Hamid firm held the date for a number of years until this year when it was booked by the Cooke & Rose Agency.

Canada Loop Sets Jan. Meet

LLOYDMINSTER, Sask., Dec. 18.—Annual meeting of the Western Canada Fairs' Association (B fairs circuit) will be held in the Fort Garry Hotel, Winnipeg, January 17-19.

Fair reps will consider any proposals for extra attractions at that time, according to George K. Ross, Lloydminster, secretary.

Humboldt, Sask., Re-Elects Schenn

HUMBOLDT, Sask., Dec. 18.—Carl Schenn was re-elected president of the Humboldt Agricultural Society at the even's annual meeting. Vice-presidents are J. Hill and William van der Buhs and secretary-treasurer is Mrs. E. Kilcher.

With \$800 or more still to be received by way of grants from the provincial government and the town, the fair's financial standing is good, Mrs. Kilcher reported. Receipts during the year totaled \$14,978, including gate returns of \$4,199 and grandstand take of \$3,310. Expenditures totaled \$15,047.

Hillsdale, Mich., Net Loss Is Light Despite Rainy Run

HILLSDALE, Mich., Dec. 18.—Despite three days of rain during the '54 run of the Hillsdale County Fair, the annual wound up with a loss of only \$1,246.28, Harry B. Kelley, veteran secretary, announced. Treasurer's report showed receipts of \$80,551 and disbursements of \$81,788.15. Kelley said the loss was light due to much paving thruout the grounds and a covered stage which allowed activities to continue.

Officers for '55, in addition to Kelley, include Lynn Rynex, president; William J. French, vice-president; J. I. Post, treasurer; Mrs. H. B. Kelley, assistant secretary. All directors were re-elected.

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FAIR ASSN. MEETINGS

Indiana Association of County and District Fairs, Hotel Severin, Indianapolis, January 2-4. William H. Clark, 360 Walnut, Franklin, secretary.

Wisconsin Association of Fairs, Schroeder Hotel, Milwaukee, January 5-6. Wm. H. Eldridge, 315 1/2 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.

Ohio Fair Managers' Association, Deshler-Hilton Hotel, Columbus, January 11-13. Goldie V. Scheible, 709-710 Reibold Building, Dayton, executive secretary.

Massachusetts Agricultural Fairs' Association, Hotel Sheraton, Worcester, January 10-11. Paul Corson, Topsfield, secretary-treasurer.

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. (Continued on page 52)

Reid Inks Bloomsburg; Eyes Dixie Territory

NEW YORK, Dec. 18. — The King Reid Shows have been awarded the hotly contested 1955 Bloomsburg (Pa.) Fair midway contract. The prestige-money date was sought by as many as six shows, and the booking action of some was instigated even before the end of this year's run.

Activity on the part of show representatives hit its peak at the recent outdoor meetings in Chicago. In deference to the pressure the fair board made the award at a meeting held last Saturday (11), many weeks in advance of the usual timetable. Reported heard

at the time were representatives of the O. C. Buck and Reithoffer units. Representatives of Gold Medal and Prell's Broadway, holder of the 1954 contract, had also sought the date.

Reid held the contract from 1951 thru 1953. His campaign to regain the date started before the conclusion of this year's event when he placed a full page advertisement in the Bloomsburg paper congratulating the fair on its longevity and progress.

Special Kiddie Area

Reid said that a special kiddie-land set up for the 1953 fair would be continued and expanded. The area will include about 14 moppet rides, he said, with cut-rate 10-cent charges prevailing for all units thruout the run of the fair.

Reid will occupy the two regular carnival midways, the principal thoroughfare plus a secondary area, and the fair will continue to retain the rights to the independent midway.

A Southern route is being sought by Reid this year for the first time. A first-hand look at Dixie events last fall and an initial launching of feelers are expected to pay off with perhaps a half dozen dates, Reid said. Until now Reid has limited his territory to New England, Canada and New York, with the one jaunt into Pennsylvania.

Reid is also set at two other key spots, the Eastern States Exposition, Springfield, Mass., and the Skowhegan (Me.) State Fair.

Dallas Fems Map Yule Party Plans

DALLAS, Dec. 18.—Final preparations were made this week for the annual underprivileged children's Christmas party to be held here by the Lone Star Showwomen's Club of Texas. Kathy Kearns, chairman, said the youngsters would be treated to refreshments, toys and a complete show.

Mrs. Kearns reported the Borden Milk Company had donated ice cream; Dr. Pepper Company soft drinks and Sound Engineering Company a sound system. Acts lined up, she said, included Vic Hyde, one-man band; Dude Kimball, country plumber; Mark Wilson, magic; Peggy Alexander, comedienne, and singers Claire Stewart and Allan Jones of WFAA-TV. Paul White will fill the role of Santa Claus and Red Kearns will produce the show and provide the music. Joan Frank Theatrical Agency helped in lining up the talent.

An open house party was scheduled for Monday (20) where members will arrange baskets for the needy. A Christmas tree was donated the club by Whitey Schwarts of My Florists. In charge of the Christmas party buffet supper are Pearl Vaught, Mabel Welshman, Margaret Pugh, Grace Tinder, Montene Wilder and Peggy Isles. At the Monday (27) meeting, final arrangements will be made for the open house on New Year's Eve.

Motor State Adds Gear

DETROIT, Dec. 18. — Motor State Shows, in its make-ready for '55, has added three rides, two searchlights and a semi to house another diesel power unit, C. E. Derrow, announced.

Show will again operate two units and has most of the route ready for next year. Operations will again be in Michigan, Ohio, Indiana, Tennessee, Mississippi and Louisiana. Recent visitors included Bill Gullette, owner-manager of Imperial Shows; M. Carter, of Carter Shows of Canada, and Mr. and Mrs. Leo Schultz, who have been managing the Motor State No. 2 unit.

Stark Adds Ride, Shows

MOUNT STERLING, Ill., Dec. 18.—Gold Bond Shows will go out in '55 with one more ride and two new shows, Mickey Stark, owner, announced.

Stark recently bought a Mickey Mouse and Snake show from Blue Ribbon Shows and placed an order with Bisch-Rocco for a new Flying Scooter. In addition, a new Fruehauf semi was added to the organization's fleet.

ANYONE SEEN ISSER'S HAT?

NEW YORK, Dec. 18. — Phil Isser literally lost his hat in Haverstraw on Wednesday (15) altho he managed to accomplish some satisfactory business while visiting with promoter Morgan Demarest. The latter is spotting I. T. Shows at the Haverstraw Old Home Week in June (The Billboard, December 18) and a Kingston firemen's celebration the same month. When the two finished their meal in a diner on Wednesday, Isser's three-week-old fedora was gone and another one, same color and size, was on the hatrack in its place. "I left it there," Isser said. "That hat was a Civil War relic."

Gold Medal Awarded Pact At Ronceverte

RONCEVERTE, W. Va., Dec. 18.—The State Fair of West Virginia awarded the 1955 midway contract to Johnny J. Denton's Gold Medal Shows, it was reported here this week. Contending shows reportedly included the John H. Marks Shows, which held the contract last year and on a number of other occasions in the past, and the James Drew Shows.

The Gold Medal Shows were represented by agent Ben Braunstein. C. T. Sydenstricker and other officials acted for the fair. Braunstein predicted a strong line-up of annuals for Gold Medal next year. Acquisition of the Ronceverte date is regarded as a key move in this direction.

Garman Fills Route for '55

DANVILLE, Ill., Dec. 18.—Sunset Amusement Company has almost completed its '55 route which will, in addition to many long-time fairs, include several new ones, K. H. Garman, owner-manager, announced.

At the Chicago meetings, Garman signed to play the Hope, Ark., fair, which was played by a railroad show this year. He also booked to return to fairs at Caruthersville, Mo.; Rochester, Minn., and Illinois annuals at Morrison and Oregon.

At the recent Des Moines meeting, Sunset closed with the Bedford, Ia., annual, which will operate with a free gate next year. Others contracted there included fairs at Monticello, Decorah and Webster City. Other dates signed earlier include the Dexter, Mo., fair; celebrations at Montevideo, Winona and Spring Valley in Minnesota, and a Labor Day celebration and rodeo at Dayton, Ia.

Garman said that the show's still date route has been completed with the exception of a few scattered dates. Org will be out for 24 weeks, opening in April at Excelsior Springs, Mo., and closing October 9 at the Caruthersville, Mo., fair.

Midway of Mirth Inks June Celes

JONESBORO, Ark., Dec. 18.—Two June centennial celebrations have been added to the '55 route of Midway of Mirth Shows, it was announced here in winter quarters.

Activity here has been under way since the close. A crew of four is keeping busy. Dad Gerrity is operating a cafe for personnel here in quarters. Mr. and Mrs. Les Henderson visited. Roy Spears visited St. Louis recently.

PCSA Banquet-Ball Draws Over 350

Olsen-Johnson, Bobby May Entertain; Hunter Farmer Gets Gold Card

LOS ANGELES, Dec. 18.—Surprise appearances of Olsen and Johnson and Bobby May, Charles Fredericks of "Guys and Dolls," the emceeing of J. W. (Patty) Conklin, and the untiring and effective work of Steve Vaughn, chairman, and J. Ed Brown, co-chairman, dovetailed to make the 34th annual Pacific Coast Showmen's Association banquet and ball one of the most successful ever held. The event, attended by more than 350 show folks, friends and guests, was held Tuesday night (14) in the Gold Room of the Biltmore Hotel here.

The grand march of the officers and special guests started promptly at 8 p.m. with Vaughn welcoming the group. Harry G. Seber, PCSA chaplain, delivered the invocation with Conklin introducing Hunter C. Farmer, PCSA president.

Conklin introduced those at the speakers' table starting with Al Flint, PCSA executive secretary, and followed by Al Weber, PCSA treasurer; William Sherwin, legal adviser; M. J. Doolan, past president; Matt Herman, Miami Showmen's Association; Peggy Steinberg, PCSA Auxiliary president; Vaughn, committee chairman; Dr. Ralph E. Smith, club physician; Joe Steinberg, PCSA vice-president; Seber, chaplain; Mike Krokos, past president and representing Show Folks of America, San Francisco; and Charlotte Porter, SFA president and president-elect. Steinberg also represented the Arizona Showmen's Association.

Mrs. Steinberg honored Jo-

séphine Lynch, queen of the Pacific Coast Showmen's Association for 1954. She was crowned during the National Orange Show last March.

President Farmer made a brief address, thanking the members for their turnout.

Olsen and Johnson and Bobby May, en route to San Diego, took the microphone for a few minutes of stories concerning various members of the club, particularly Conklin, a past president. Charles Fredericks, who was the guest of Bobby Cohn of the West Coast Shows, entertained with songs and stories, playing his own piano accompaniment for some of his numbers.

Conklin introduced some of the *(Continued on page 49)*

Status of New Bingo on I. T. Is Clarified

NEW YORK, Dec. 18.—General manager Phil Isser clarified yesterday the status of the Brown-Weisman bingo which will operate under Morris Brown on the I. T. Shows in 1955. Brown is associated with John Weisman in the venture. (The Billboard, December 11.)

During the still date season the new bingo will operate on the No. 2 unit, Isser said, the outfit he supervises while partner Is Trebish takes out another separate ride unit, the No. 1. He added that while running the bingo, Brown will not function as legal adjuster as there will be none needed next season.

Edward Leslie, Concession Op, Dies in Miami

MIAMI, Dec. 18.—Services were held here Wednesday (15) for Edward (Bob) Leslie, well-known concessionaire who died last Sunday (12). Leslie's death resulted from a blood hemorrhage as he was being taken to Jackson Memorial Hospital.

Leslie was with many shows and circuses for 40 years, and is survived by his widow, Adele, also a concession operator.

The burial was in Miami Showmen's Rest at Southern Memorial Park Cemetery. The funeral was held from Van Orsdel Funeral Home, with services conducted both by a Lutheran minister and by Phil Cook, Miami Showmen's Association executive secretary.

Arizona Club Tabs Freeman For '55 Prez

PHOENIX, Ariz., Dec. 18.—Mildred Freeman was nominated for the presidency of the Arizona Showmen's Association at the organization's recent meeting.

Others on the ticket include Harry L. Gordon, first vice-president; P. W. Siebrand Jr., second vice-president; Bill Carter, third vice-president; Don Hanna, treasurer, and Earl Salter, secretary.

Nominating committee included Hiko Siebrand, chairman; Lou Block, George Sachston, James Hale, Ralph Horstmann, Cliff Gilbert and Louis Wald.

Plans are being made for the annual banquet and ball with Mrs. Lucille Zarlengo as chairman. Babe Clatterback will provide the floorshow and Bert Parsons' ork the music.

Beam Reports 1954 Season Sets Top Mark

NEW YORK, Dec. 18. — The most successful season in the history of his organization was reported this week by Merle Beam, operator of Beam's Attractions, The Windber, Pa., showman returned to his winter quarters after attending the outdoor conventions in Chicago.

Four new rides were purchased at the Chicago trade show and new canvas for virtually all units was ordered. The new kiddie rides will serve to enlarge the show and expand the variety of entertainment offered, Beam said.

As good as the season was, it would have been even better except for a severe lashing by Hurricane Hazel which caught the show as it was making its wind-up dates in the Carolinas.

20th Century Signs Grand Forks, N. D.

CHICAGO, Dec. 18.—The 20th Century Shows this week closed contracts to play the 1955 Greater Grand Forks (N. D.) State Fair, Jess Wrigley of 20th Century reported here upon his return from Grand Forks.

Signing of the North Dakota annual gives the 20th Century 16 fair dates, including two new to its route. The new ones are Marshfield, Wis., and Fort Smith, Ark.

Wrigley said that there was a strong possibility that two additional fairs would be signed. The show last year filled 16 fair dates.

MIDWAY CONFAB

Starr DeBelle, who the coming season will handle the press with the Mills Bros. Circus, spent several days at the Mills headquarters in Cleveland, and then settled with his wife, Adele, in Jefferson, Ash-tabula County, O., for the winter. "We're living in a motel right next to a good diner in the heart of this burg," writes Starr. "Of course, living in this one-horse burg is like doing time on your own dough, but we have no beef, as the salary is good, with another deal coming up when the show opens. As for the car I won at the recent Chi conclave, or the cash, I haven't heard from the Showmen's League to date, but the score should be coming thru in the mail almost any day now."

Ty Bennett reports he concluded a six-week engagement recently with his revue at Rudy's Blue Star Club, Meadville, Pa. Cast included Joy Diamond, stripper; Lynn Baker, vocalist; Jackie Ames, exotic dancer; Carmen Del Rio, snake dancer; Paris O'Day, comedian, and Bennett, emcee. . . . Louie (Muscles) Muth, ride operator with Metzgar Amusements for the past five years, is framing a spill Mabel joint for next season.

Herb Pickard, Cetlin & Wilson press agent, back home in Miami, is keeping busy but reserving time for fishing and basking in the sun. . . . Tommy Allen is back in Miami, fully recovered from a recent operation and keeping in condition with daily fishing excursions and long beach hikes.

Jimmie Sullivan and his Wallace Bros. Shows will be the subject of a 15-minute talk on "Trans-Canada Matinee," coast-to-coast afternoon fare of the Canadian Broadcasting Corporation, on Wednesday, January 5. Script and narration are by Fred H. Phillips, The Billboard correspondent and longtime advocate of outdoor show biz. Phillips turned out the script following a

sojourn on the show early last summer, and the original release was made on the Maritime network of the CBC last August.

Victor Vincent John Ferenzi Jr. was christened on December 12 at the Palm Lake Trailer Court. His father is a well-known show operator and had many of his acquaintances at the event. Those attending included Mr. and Mrs. James Ferenzi, Mr. and Mrs. Al Youst, Mr. and Mrs. John Vivona, Mr. and Mrs. Erwin Eule, Mr. and Mrs. Louis Krammer, Mr. and Mrs. L. Dell, Mr. and Mrs. B. Biscotti, Steve Monticello, Mrs. M. Monticello, Bob Parker, Harry Mace, Phil Cook, Jack Chicarelli, Maxie Glynn, Turk Lambiro, and John Gambino.

Newly approved for membership in the Miami Showmen's Association are Earl Tarbes, Clifford Mullins, Tharman Settle, Leo Lane, Robert Wheeler, Harry Patterson, Mike Koski, George Solomon, and Joseph Rollins.

L. D. (Bill) Dollar, general agent of the Lee Amusement Company, writes from his home in Birmingham that while on a recent scouting trip thru Mississippi he stopped over in Mobile, Ala., for a couple of hours with Walter B. Fox, with whom he tramped on the Buckeye State Shows 20 years ago. Dollar recently re-signed with the Lee org for 1955, his 11th season with the show.

Larry Schaff, long-time secretary for Peppers' All-States and John R. Ward shows, is ill with low blood pressure at his mother's home, 629 Pennsylvania Avenue, Hagerstown, Md., and would like to hear from friends. Owner-Manager Frank W. Peppers writes from Mobile, Ala., quarters that he recently called on Walter B. Fox at the latter's Mobile apartment and found Fox a victim of flu. Other recent visitors with Fox were

Shorty Baker, Johnny Adams, Mr. and Mrs. Dessen, Charlie Crichton and S. A. Ratliff. Dessen, former circus and carnival agent, said that he and his wife recently attended the Chicago meetings while visiting relatives there. He is now in the real estate business in Mobile and is laying plans for fireworks spectacles in several Southern cities.

William O. Perrot is back in Tampa after being released from Kennedy Veterans' Hospital in Memphis, where he had been confined since an auto collision September 19. . . . Charles Noble, head of Noble Bros. Circus, reports that his organization has merged with no other show and no merger is contemplated.

J. W. (Patty) Conklin was a Chicago visitor Friday (17) en route from the West Coast to his Brantford, Ont., home. . . . Morris (Uncle) Lucio, of the Dick Wilcox Shows, is back in Miami after a visit to his native Italy and opines from reports "he didn't miss a thing in the 1954 season." . . . French (Al) Treauveau, back from his Canadian tour, is wintering in Miami. . . . Princess Cherokee is in San Francisco for the winter. . . . C. E. Hagensick was best man at the wedding of Charles A. Williams and Velma (Boots) Roberts November 26 in Aransas Pass, Tex. Both the bride and groom operate concessions with Hagensick's Rides.

Patsy and Judy Prevo are recuperating from illness after being released from the hospital recently. The former was confined to Mercy Hospital, Charlotte, N. C., and the latter was a patient at Rex Hospital, Raleigh, N. C. . . . After closing in Charleston, S. C., James Rapple, advertising manager for Vivona Bros. Shows, opened his photo store at Warren, O., with Dick Dillon, who operates a kiddy wonderland there. Rapple reports good business.

Show people wintering at the Palm Trailer Park, Miami, include George Torti, Don Watson, Sam Edstein and Mr. and Mrs. Dick Wilcox, all of the Dick Wilcox Shows. . . . Martin Block and his wife, Peggy, moved recently into their new Miami home.

Crafts Sets Route Plans

NORTH HOLLYWOOD, Calif., Dec. 18.—Orville N. Crafts will have two shows in the San Francisco area August 1 and one in Utah to play fairs, he announced this week.

In explaining the routing for the two shows to be in the bay area, Crafts said that Exposition, managed by Roger Warren, would be in the district for the July 4 celebration in Oakland. It will be joined by Crafts 20 Big, directed by Frank Warren. From there the two units will fan out for expositions.

Crafts Fiesta Shows are wintering in Utah. Soon after the National Orange Show in San Bernardino, Crafts will send two rides with other equipment to follow from the North Hollywood permanent quarters.

Each show will feature about 10 rides, depending upon the size of the event it is playing.

Ray Cox Sets May 1 Bow

FRESNO, Calif., Dec. 18.—Ray Amusement Company will take to the road for its second year on May 1 for 30 weeks, according to Ray Cox, who at 31 is the youngest show owner in the West.

Cox usually features 8 rides and 15 concessions. However, he has increased the complement for his Central and Northern California route to 11 rides and 25 concessions. In the area he will repeat 7 fairs and 23 celebrations. In 1954 he played four still dates.

Cox took over the show the beginning of the year. However, he had been with it since 1938

SNELLENS AIMS HOLIDAY SPIRIT AT BROADWAY

NEW YORK, Dec. 18.—Imbued, perhaps, with the spirit of the season, Gerald Snellens, general representative of the World of Mirth Shows, had a man stationed outside the Hotel Astor in the heart of the Times Square area yesterday giving away the remaining copies of his 1954 show magazine. "Ain't it a pip?" Snellens shouted, as the curious, intent on getting something for nothing, grappled for the colorful booklets. Noting the interest, he mused, "Maybe I could sell 'em." Don't bet that he couldn't.

Kansas City Club Elects Warfield As President

KANSAS CITY, Mo., Dec. 18.—F. W. (Boxie) Warfield was elected president of the Heart of America Showmen's Club.

Ted Cory was named first vice-president; George Gordon, second vice-president; L. K. Carter, third vice-president; George Carpenter, treasurer; Al C. Wilson, secretary and chaplain; Charles Horn, warden, and George Sargent, conductor. Named to the board of directors were Joseph Clayton, Ted Cory, George Gordon and Jess Sandusky, the latter to fill the unexpired term of the late George A. Dean.

The installation party will tee off open house which will run from December 17 to January 2. The tacky party of the Ladies' Auxiliary will be held in the club-rooms December 30. Annual banquet and ball is set for December 31 in the Hotel Continental. An eight-act floor show will be featured.

Lauren Roberts Adds Light Towers For '55 Season

NORTH SACRAMENTO, Calif., Dec. 18.—Lauren Roberts, owner and operator of Roberts Amusement Company, is adding six more light towers to his equipment. They will be ready for the '55 season starting about Easter, he said.

The show features six rides and has been on the road six years, playing Northern California and Southern Oregon. Ten concessions are carried.

Roberts added an Octopus this year. It will be refinished for the next season. He has six fairs booked and plans to play eight celebrations. Season will end October 1.

WAPAKONETA, O., Dec. 18.—Harry Kahn, veteran secretary-manager of Auglaize County Fair here, is beginning his 22d year in that post, having been re-elected Thursday (9) for a two-year term.

Kahn reported the 1954 annual one of the best in the fair society's history and that plans are now under way for a number of innovations and improvements for the 1955 event.

when he was only 14 years old. The show formerly operated under the title of Lay Amusement Company.

Enoch Mulford is the lot superintendent; Red Crawford, chief mechanic, and the office is directed by Noradine Cox.

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Coast Club Holds Rites For Deceased

LOS ANGELES, Dec. 18.—Members of the Pacific Coast Showmen's Association and its Ladies' Auxiliary paid tribute to departed members here Sunday (12) with impressive memorial services at Showmen's Rest in Evergreen Cemetery. Harry G. Seber was committee chairman. Principal addresses were made by Dr. Wendell Miller, of the Bresee Bros. & Gillette mortuary, and Sam Abbott, of The Billboard.

Members of the cemetery board of the association are Al Weber, chairman; Ted LeFors, Joe Glacy, Earl Douglas, Harry Seber and James Dunn. Seber is also PCSA chaplain, serving under Hunter G. Farmer, president, and Joe Steinberg, vice-president.

Warm, sunny weather helped draw a large crowd for the hour-long services which opened with the Pledge of Allegiance to the Flag and was followed by the group singing the National Anthem. Vocal solos were by Ruth Felt with music by Bob Young's orchestra. A color guard from the Al Jolson Post of the American Legion was on hand as was a U. S. Marine firing squad from San Pedro.

Le Fors Invocation

Ted LeFors, a PCSA past president, delivered the invocation with William A. Sherwin, club legal adviser, making the welcoming address.

Dr. Miller spoke briefly on the work of the club and his association with it over the years that Bresee Bros. & Gillette have conducted the funerals.

Particularly impressive was The Rose Ritual conducted by Edith Hargrave, a past Auxiliary president and chairlady of the Cemetery Board. Following the reading of the ritual, a bouquet of roses was placed on the monument in the Auxiliary plot. Mrs. Hargrave was assisted by the past presidents of the distaff group.

Hunter G. Farmer and Peggy Steinberg, retiring presidents of the PCSA and Auxiliary respectively, placed wreaths on the PCSA and Auxiliary markers.

Praises Club Work

Abbott's address was titled "No Known Survivors," in which he pointed out the benefits derived by club members from the various programs. Seber delivered the benediction with the services ending with the singing of "God Bless America."

During the year, PCSA lost 20 members, including Will F. King, Roy W. Scott, Roy Bellows, Bobby Uselton, Bob Clifford, Mike Collins, Walter D. Newcomb, Charles H. Ford, Ray Rosard, Zack Terrell, J. C. McCaffrey, W. E. Alexander, David Shepro, Fred W. Wilson, Gregory Ball, Pat Shanley, Ted Metz, Eddie Trees and Harry Rawlings. Auxiliary members were Past President Ethel Krug, Ruth McAdams and Frances Barth.

Chairs for the occasion were furnished by Robert Downie, of the Canvas Specialty Manufacturing Company.

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CLUB ACTIVITIES

Hot Springs Showmen's Association

De Soto Hotel, Hot Springs, Ark.

Ladies' Auxiliary

The December 9 meeting was called to order by President Caroline Holt. On the rostrum were Jackie Wilcox, first vice-president; Ethel Booth, second vice-president; Bonnie Wheatley, secretary, and Irene Ogle, treasurer. Daisy Fritts, club mother, attended after a week's illness.

Elsie Powell, chairman of the Lakewood County Home for the Aged, announced that the Christmas party would be held December 21. Members will have a gift for each patient and the club will offer a musical program. Rebecca Castle donated fruit juices to the home.

Applications for membership from the following were approved: Christine Mayberry, Olga Warwick, Minnie Lee Thornton, Ruby Knippel, Pearl Hall and Mrs. Effie Pyle.

President Caroline Holt presented Alice Hennies with a 17-jewel ring watch circled with diamonds, the award for the member securing the most new members in 1954. Ollie Glosser reported that the card box for the week produced \$12.95. Three donations were received: Pearl Weydt, \$50; Jane Taubis, \$15, and Martha Moss, \$10. The funds are to be used for the club's charities. The birthday box was opened and it contained \$40.62. June Reynolds, third vice-president, was congratulated by President Holt on placing fifth in the Miss Outdoor Show Business of 1954 contest. She received many beautiful gifts.

The night award donated by Jessie Howe was won by Marie Sorenson. Benediction was given by Lillian Bowman in the absence of Chaplain Marion Shuford. A standing ovation was given President Holt for her work during 1954.

International Showmen's Association

415 Chestnut St., St. Louis

ST. LOUIS, Dec. 18.—The regular meeting was called to order Thursday (9) with officers on the rostrum including Euby Cobb, Morris Lipsky, George Regan and Buff Hottle presiding. Minutes of the previous week's meeting were read, as well as minutes of the board of governors' meeting. Several new members were admitted.

Plans were discussed for the annual New Year's Eve party to be held in the clubrooms. Mrs. Verna Schantz, Peggy Grimm and Teresa Sidenburg, acting as a committee from the Missouri Show Women's Club, addressed the group and announced plans for a dinner-dance to be held February 26 at the York Hotel for benefit of the building fund.

Members who addressed the group included Lou Dufour, Morris Schacter, John Francis and Eugene Franklin. Several comments were added by P. E. (Heavy) Waughn.

Final plans for the annual Children's Christmas Party were completed, and generous donations for the party fund were made by members.

A telegram from President-Elect C. C. (Specks) Groscurth expressed his regrets for being unable to attend.

Lunch was served at the close of the meeting.

Michigan Showmen's Association

3153 Cass Ave., Detroit

Ladies' Auxiliary

The meeting was called to order by President Dotty Miller. Also on the rostrum were Frances Moran, first vice-president; Pat Crognale, second vice-president; Margie Mansell, third vice-president; Gerry Barber, secretary, and Grace Ziegler, treasurer.

New members are Unice Henley, Genevieve Briggs, Esther Meyers, Mabel Preston, Margaret Fielitz, Marie Seering, Catherine Allen, Marilyn Portemont, Mary

Clothier, Rose, la Bellemore and Margaret Stapelton.

Petitions have been filed with the secretary for the following offices: Frances Moran, president; Clara Silber, first vice-president; Marion Fodal, second vice-president; Revell Galo and Tina Weiner, third vice-president; Carrie Dear, secretary, and Grace Zeigler, treasurer. For board of directors: Laura Baker, Gerry Barber, Betty Greeley, Rose Gold, Lorraine Hamilton, Viola Lipka, Margie Mansell, Ethel Maskaron, Rose Morrison, Edythe Rizick, Bobby Shulz, Edith Schulz, Anne Stone and Laverne Taylor.

Margie Mansell, chairman of entertainment, is busy lining up plans for the installation dinner. Donations for the kitchen received from Laverne Taylor, Marion Fodal, Helen Cook, Grace Zeigler and President Dotty Miller. Mail on hand for Peggy Cohen, Garnet Pugh, Marie Van Fleet, Bonnie Boyie, Thelma Slade and Nona Schaeffer. Reported on the sick list were Edythe Rizick and Jennie Heshner.

Membership was saddened by the sudden death of Hazelle Lidon.

National Showmen's Association

317 W. 56th St., New York

Ladies' Auxiliary

Election was held at the December 8 meeting. Installation will take place January 10. Eileen Weisman will light the candle for the Miami club.

Letters were read from clubs in Hot Springs, Miami and Chicago. Mrs. Hamid reported that while in Chicago she, Dorothy Pachtman and Midge Cohen attended the Caravans installation. Agnes Burke Goldberg recently broke her arm. Next meeting will take place the night of December 22, featuring a Christmas party and prize grab bag.

PCSA Banquet

Continued from page 47

guests including Walter Trask, who produced the show; Frank Warren Jr., president-elect of PCSA; Clara Andersen, president-elect of the Auxiliary, and Bobby Cohn.

Congratulatory telegrams were read from the Hot Springs Showmen's Association, International Showmen's Association, National Showmen's Association, Heart of America Association, Arizona Showmen's Association, Showmen's League of America, Gladys and Jerry Mackel, Al and Mollie Lindenberg of the Fair Merchandising Company; C. R. Coffee, Show Folks of America; Edith and Jimmy Conklin, Greater Tampa Showmen's Association; Miami Showmen's Association and Michigan Showmen's Association.

Conklin presented Farmer, retiring president, with a gold membership card. In making the presentation, Conklin emphasized that he had received one year ago following his presidency and that it was a cherished token. Farmer accepted the card with a few words of appreciation.

The show featured Phil Arden and his orchestra, Guy Rennie, Anthony, Allyn and Hodges, dance team, and the Cecil Stewart Roguettes.

Serving on the committees were: Executive: Mike Krekos, Mike Doolan, Al Flint, Harry Hargrave, Joe Glacy, Moe Levine, S. L. Cronin, Edwin E. Tait, Bob Barnard, Harry Fink, Orville Crafts, Al Weber and Harry G. Seber. Reception: Peggy Steinberg, Margaret Farmer, Helen Vaughn, Lillian Schue, Lucille Dolman, Berta Harris, Clara Andersen, Charlotte Warren, Sally Flint, Mabel Brown, Frances Seber, Eddie Harris, Joe Steinberg, Harry Phillips, E. W. Coe, Frank Warren, Sam Dolman, Jerry Mackey, J. B. Dauer, James Lantz, Matt Herman and Ted LeFors. Floor: Harry Merkel, Earl Stolze, Ben Beno and Max Kaplan. Publicity: Virginia Kline, Sam Dolman and Sam Abbott.

Dancing was enjoyed until 2 a.m.

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WANT to open DADE CITY, FLA., PASCO COUNTY FAIR, January 12 to 15

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for your friendly help and support, which has contributed so greatly to our welfare during the past years.

Then, a CORDIAL WISH

to all my fellow members, as well as my many friends who should be members in the greatest Showmen's Club in the world.

Season's Greetings

May your Christmas be a merry one and the New Year chuk-full of everything—Health, Happiness, Prosperity—for you and your loved ones.

Ned E. Torti, President

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Polack Tells Line-Up For '55 Western Unit

Barbette, Bagpipers, Fedi-Fedi, Chaludis, Rolando, Barnes Booked

CHICAGO, Dec. 18.—Make-up of the Western unit of Polack Bros.' Circus for next season was announced this week by Managing Director Louis Stern. The program was prepared by Stern and his booking agent, Ethel Robinson. He stopped over at his office here while jumping from New York to California for the holidays.

Making their first circus appearance will be a unit of the Dagenham Girl Pipers (10), bagpipers, drummers and dancers. The group that will be with Polack arrived in the country two weeks ago and is working now at the Roosevelt Hotel, New Orleans. Other units include one that played seven months in the Latin Quarter, New York. The British organization has been active since 1930.

Barbette Returns

Barbette, back with Polack after a stay with Ringling, will build a major number around the Dagenham girls and also using his own line of girls, the clowns and others in the show.

Freya Josse, trapeze performer, and the Pallamedes, head balancing on two high trapezes, are two acts that will be making their first appearances in this country. Each will work with Barbette girls on special trapezes. The special rigging to be used with the Josse act is being built for Barbette by Eddie Billetti's Circus Supply & Hardware Company, Sarasota.

The Chaludis, cyclists who have been in Europe since appearing with Ringling in 1952, will return to this country to be with the Polack show. In Europe they recently were with the Circus Grock when the famous clown, Grock, made his farewell tour.

Fedi-Fedi to Dance

Fedi-Fedi, contortionistic dancer whose surprise finish has earned him bookings in many top spots of the country and who has played fairs with grandstand units, will be on the Polack program in another of the Barbette productions. For this one, Mayme Ward, Polack wardrobe mistress, is making special costumes. Lauretta Jefferson will do the choreography for all the Barbette numbers.

Rolando, who came to America originally with the Eriksons, will vary his one-finger stand by walking on his forefingers. Harold Barnes, tight-wire performer, will return to the circus after several years' work in other branches of show business. Curt and Melitta Bokvist will repeat their teeth suspension and perch numbers. Coming to the Western unit after a season with the Eastern will be two acts that otherwise are new in this country. One is the Merkys, comedy contortion and horizontal bar trio. The other is the Poly Orea act with 18 Spitz dogs.

Keller Repeats

Prof. George J. Keller's wild animal act will be with Polack again and this time will make all of the stands. Last year he was

Capells Troupe Winter Outfits

PRESCOTT, Ark., Dec. 18.—Bill and Bob Capell, of the family which owns the Edgar B. Bucks Wild Animal Circus, have two platform shows out working streets this winter and also have an animal unit to play schools.

H. N. (Doc) Capell, manager of the show in 1954, said at quarters that there has been little action there. Stored close to Bucks' equipment is the old equipment operated last in 1947 by E. E. Coleman as M. L. Clark Circus. Capell said paint peeled off of one truck and revealed the old Seils-Sterling title.

forced to omit a couple of early spots because of conflicting bookings.

The Besalou Baby Elephants, featuring a one-foot stand by one baby bull, will have special music written by Will Harris this year. Mac and Peggy McDonald are the trainers.

Klauser's Bears, with Herta Klauser as "Goldilocks" will return to Polack. Roland Tiebor's seals, including a "one-man band" specialty, will be with the Polack show. Cilly Feindt will perform with her Lippizan horse, Pasha. Albert Ostermaier, who has had equine acts in the past, will be present this time with a new goat act.

Clowns will include Ernie Wiswell's Funny Ford, Lou Jacobs, Rudy Docky, Charley Cheer, Chester and Joe Sherman and Bernie Pisarski. Arthur Springer will continue as equestrian director and announcer, Bee Carsey as musical director and Ginny Lowry as vocalist.

Rubens Revives Rogers As Grandstand Attraction

CHARLOTTE, N. C., Dec. 18.—Si Rubens this week announced that he was returning to circus business with Rogers Bros.' Circus, which he will frame to play as a grandstand attraction at fairs.

Rubens called attention to the interest among fair managers in finding new attractions for grandstands. He said his promotion plan calls for a straight percentage basis.

His layout is expected to include a free menagerie to be placed in front of the grandstand entrance. A circus style marquee will be used to give the appearance of a tented circus. But the poles will be set in front of the grandstand along with three rings, and the performance will be given there.

Rubens is working out of his headquarters, Karston Productions, Charlotte. The advertising and promotion department is headed by Joe Karston and includes Tom Huffle, W. R. Parry and Walter McNeice, plus promotional managers.

Si and Dorothy Rubens will be in charge of the entire project. They are to be represented at fair meetings in Columbia, S. C.; Raleigh, N. C., and Richmond, Va.

Russian Film 'Circus Arena' Back in N. Y.

NEW YORK, Dec. 18.—"In the Circus Arena," containing both Russian and Chinese circus acts, opens today at the Stanley Theater off Times Square for a one-week run.

Handled by Artkino Films, "In the Circus Arena" is the better of two circus films in which Iron Curtain country talent is displayed. The other, "Daring Circus Youth," played here last winter.

"In the Circus Arena" was first released on April 12, 1952, and has played off and on at various art-type theaters throughout the country since then. Its last New York showing was early last winter. The film, of 115-minute duration, is part of a double feature. The circus picture is shown at 10 a.m. and at 1:10, 4:05, 7 and 10 p.m.

'SASSA' EYED

Details Told Of R-B Hunt For Tusker

NEW YORK, Dec. 18.—Agent McCormick Steele of the Ringling-Barnum show is quoted at length in the syndicated Bob Zaiman column on developments of R-B's hunt for a mammoth elephant to feature next season. (The Billboard, November 13.)

Steele is close to closing for a huge tusked Congo elephant named Sassa, it is reported in the article. It's "as tame as an American dog, but his Portuguese owner won't sell," Steele is quoted. "I'm still working on him."

Dispatched from Stanleyville, Belgian Congo, the article quotes Steele as reporting he was sent over for the elephant, some hippos and rhinos, and an okapi. He has already purchased the okapi from an Ituri Forst trapper who works closely with the pygmies there.

The elephant Sassa is said to be about 55 years old and perfect for circuses since, Steele says, he follows commands implicitly.

Animals will include elephants, camels, llama, cage animals and other lead stock. Equipment will include a truck-mounted calliope, and the show will carry its own band.

Rubens formerly operated the Rogers Bros.' Circus as a standard under-canvas circus. A year ago he closed the outfit and sold the animals and show-owned acts. Some equipment also was sold and other equipment was retained for use with Rubens' Bill Bailey Minstrel Show. Since last summer, Rubens has been operating promotions out of Charlotte.

Tom Packs Inks Birmingham Shrine Temple

BIRMINGHAM, Dec. 18.—Tom Packs' Circus this week signed with the Shrine Temple here to produce a circus under Shrine auspices. The long-term contract calls for staging the circus in Rickwood Stadium, home of the Birmingham Barons baseball club.

In announcing the contract, Owner Tom Packs and executive Jack Leontini said that the city would be added to the show's summer itinerary. The Packs show produced circuses for the Birmingham Shrine in 1947 and 1948 but the temple has not had a circus in the intervening years.

Packs and Leontini returned to St. Louis after completion of the negotiations and left later this week for Sarasota, where they will winter.

Hagen Bros. Ends Late Winter Tour

HUGO, Okla., Dec. 18.—Howard Suesz' Hagen Bros.' Circus has closed until late winter, and Herb Walters has returned here with his animals. Walters is co-owner of the George W. Cole Circus and was with Hagen after closing his own show this fall.

Hagen Bros. recently bought several bears from Kelly-Miller circus for a new act. It also was learned here that the show has bought another elephant.

Ward-Bell Orders Tops, Trucks; Quarters Open

GAINESVILLE, Tex., Dec. 18.—Construction of the Ward-Bell Circus got underway here Wednesday (15) when men under Superintendent Paul McGehee began work on 24 sections of bleacher seats.

Manager Gus Bell announced that he had placed orders for a 120-foot round top with two 50-foot middles, a marquee and a Side Show tent. Also ordered are aluminum center, quarter and side poles for all the tents. Fifteen hundred chairs are on order.

All of this equipment is expected to be delivered in Gainesville within the next 10 days. Meanwhile, F. E. Schmitz Motor Company is assembling the fleet of trucks, tractors and trailers to move the show. Schmitz is in the Ward-Bell firm, also.

Flying rigging will be set up outdoors this weekend to begin flying act practice. Lost to the

Golub to Take 1st Side Show To Mex. Circus

HOLLYWOOD, Dec. 18.—Marking the first time that a Side Show has ever been featured with a Mexican circus, Harry Golub is putting the Pete Kortez attraction with the Ataydo Bros.' Circus, which opens in Mexico City December 24 for eight weeks. Several additional 10-in-1 units are planned, with the first opening in the Hawaiian Islands February 15 with the Ward-Bell Circus.

On the Mexican tour, Golub said, some Mexican acts will be used to augment the regular ones. Making the tour are Jack O'Connor, fat boy; Eko and Iko, sheep-headed boys; Athelia, monkey girl; Jose DeLeon, armless wonder; Tony Marino, impalement, fire-eater, sword swallower and lecturer; Wade Johnson, giant; Ernesto Sobrino, talker; and Johnny Gilmore, quarter boy. The U. S. acts were cleared for customs and immigration authorities in McAllen, Tex., Wednesday (15).

The Side Show is also scheduled to play dates in Guadalajara, Puebla, Toluca, Veracruz and other of the larger cities. Golub has a contract with options to allow the attraction to remain in Mexico for the full season.

20,000 See Fla. Track's Free Circus

HALLANDALE, Fla., Dec. 18.—More than 20,000 youngsters are expected to jam into Gulfstream Park, horse racing center, here tomorrow for the annual free circus performance produced by Col. Robert Morton and sponsored by the racing association headed up by James Donn.

Begun in 1949 as a modest entertainment for the children of track personnel, the show grew until within three years Morton, a partner in the Hamid-Morton Circus and a resident of Miami Beach, was recruited to stage the spectacle in front of the main grandstand.

In addition to rounding up virtually every suitable circus-type act in the area, the sponsors give the youngsters free refreshments.

Ray Dean Seriously Ill in Columbus, O.

COLUMBUS, O., Dec. 18.—Ray Dean, veteran circus press agent, who has been with most of the major shows over the last 30 years, has been discharged from University Hospital here and is now in Sunridge Rest Home on Sunbury Road, this city.

His condition is reported as grave.

Ward-Bell act is Russell Nafus, leaper, who was critically injured in an automobile accident in Pennsylvania.

Latest additions to the Ward-Bell circus colony at Fair Park are Mr. and Mrs. Marshall Tharp. Harold Ward is on a trip to California with Mike Kocuiik, and Gus Bell is dividing time between Gainesville and Dallas. Hubert Castle was a visitor to quarters Tuesday.

Mills Brothers Plan Reception, Tour of Europe

JEFFERSON, O., Dec. 18.—Work in Mills Bros.' Circus quarters will slow up until after the holidays, when shops, training barns and other activities start in earnest.

Meanwhile, the show is garnering publicity breaks and the co-owner brothers are making special plans for coming weeks.

The Cleveland Plain Dealer on Saturday (11) carried a feature story about the quarters and a page of photographs. Starr DeBelle said that additional stories are planned in The Cleveland Press and The Cleveland News.

Mr. and Mrs. Jake Mills are announcing a reception for January 1, in Cleveland, to honor the arrival of their first child, Geraldine Fern Mills, who was born recently. Those who have indicated they will attend include relatives, friends, show people, fans and press people, some coming from as far as California and Connecticut.

General Manager and Mrs. Jack Mills will fly to London on January 9 for a two-week visit to circuses in several countries. He will scout and book acts for next season. Mills also announced that the show again will carry a flying act, the one under contract coming from Bulgaria.

Russell Nafus Hurt Critically In Auto Crash

EASTON, Pa., Dec. 18.—Russell Nafus, member of the Ward-Bell Flyers, was seriously injured in an automobile accident near here Saturday (11). His condition remained critical late this week.

He was reported to have internal injuries, plus compound fractures of the legs. Doctors were quoted as saying it was likely he would lose at least one leg.

Nafus, who also worked the Nelson pig act while with Polack Bros.' Western unit this season, had been in New York with his wife, the former Ruva Ashton, visiting her family, the Marvelous Ashtons, Risley act, at the Latin Quarter. He was driving to his home in Pennsylvania to visit his mother when the car went out of control on an icy road.

Gainesville Mulls Losses, 1955 Plans

GAINESVILLE, Tex., Dec. 18.—Gainesville Community Circus has appointed a committee to evaluate the equipment which remains after the show's recent winter quarters fire here.

Dr. A. A. Davenport was elected president of the circus at the annual membership meeting Tuesday (14) and he is chairman of the new committee. He said that the circus had collected \$14,938.66 in fire insurance and paid a \$12,102 bank note. No official action was taken on the proposal to carry on the show in the spring.

UNDER THE MARQUEE

By TOM PARKINSON

Mugador Cristiani this week told Sarasota police that a ring valued at up to \$2,500 was missing. . . . Time Magazine of December 20 carries a story out of Spain about the closing of the Willi Holzmuller Circus.

Frank Hildebrand, show owner, was in Chicago this week. . . . Lee Bradley, Hugo, Okla., has built a new snake pit show. . . . Bob Grubb, Hugo, has expanded his two-horse menage act into a six-horse Liberty act for the George W. Cole Circus.

Merle Evans, Ringling bandmaster, will be guest conductor for high school bands at Memphis, Mo.; Rochelle, Ill.; Beloit, Wis.; Cerro Gordo, Ill.; Youngstown, O., and Nokomi, Ill., this winter.

J. C. Admire, Ward Hall and Harry Leonard closed their school show, Froman Bros., Friday (17), after five weeks and will reopen January 5-7 in the Nashville vicinity and then go to Texas. The Harry Havircamp Family went to New Orleans. Leonard and Hall families went to Telodo. Admire went to Brazil, Ind., and Max Maurer goes to Texas. Admire also plans a second unit, Rego Karloff Freak Exhibit and Wild Animal Menagerie, to play close to the first unit in Texas.

Detroit billposters have named Walter Frank as president to succeed John Carano. John St. Peter is vice-president and Michael Noch is business agent as well as international president.

Among those spotted in Sarasota recently were Hugo Zacchini, the Flying Voises, who will be with Polack Eastern; Edward Ward;

Murray and Mitzie Fein, who will go to the West Coast soon; Charlie Bell, who is training dogs for the Ringling show; Haag's Chimpanzees, visiting from Gibsonton; Joe and Eva Mae Lewis, with Joe reporting he'll be with Orrin Davenport, and the George Hannefords, who will make Davenport's dates at Cleveland and elsewhere.

Chubby Guilfoyle, veteran animal trainer, has returned to his home in Brownsville, Tex., after a six-week stay in a hospital there. . . . Tom Inabinette, Harlingen, Tex., visited recently with Howard Suesz.

The Ericksons are in Glasgow, Scotland, with the Kelvin Hall Circus thru January 29. They sailed on the Queen Mary and the queen mother of England was also a passenger. The boat was met by Queen Elizabeth, Winston Churchill and other notables. The Eriksons flew to Berlin and won a visa to enter the Russian zone of Germany and thus were able to visit their family at Chemnitz after 14 years. They return to the U. S. in February.

Justus Edwards, Polack press chief, was in Chicago this week. . . . In Cuba, Ringling-Barnum is using a mirror giveaway for advertising. . . . Dick Conover, Xenia, O., circus fan, was in Los Angeles and Chicago this week. . . . Omar Kenyon, Hamid-Morton Circus, came into Chicago from Milwaukee for a day.

McCormick Steele, Ringling representative, was in the country recently but has returned to Africa. . . . Henry Ringling North left for Rome soon after the show's regular season closed.

After Hagen Bros. closed, Little Bob Stevens joined Clyde Bros., the Nelsons went to Indiana, the Reynosas returned to Mexico City, other personnel went to Clyde Bros. and some went to the shows' home base, Edmond, Okla. Bob Couls is manager of Hagen Bros. now.

Midget clown Alvin Schwartz was credited with saving aerialist Gladys Rimmer from serious injury when he deflected her fall from a web at Ringling quarters in Sarasota. He was acting as web-sitter and received several rib fractures. She was not injured.

Clown Danny Styron, presently in Tampa, is building new props for the coming season and is also making some tape recordings for his gags. Styron has just completed his first decade in the circus business.

Edward LeRoy, former wire walker for 35 years, has been a switchman for the M-K-T railroad in Houston for several years. He recently visited The Billboard office in St. Louis and reports his daughter, Ginger Ray, is talking for and operating girl shows.

Press agents ahead of the movie "Three Ring Circus" and the cities they will make are Frank Braden, New York, Albany and Boston; Ora Parks, Indianapolis, Milwaukee, Kansas City, Des Moines, Omaha and Memphis; Eddie Howe, Washington, Baltimore, Philadelphia and Pittsburgh, and Allan Lester, Detroit, Cleveland, Atlanta, Jacksonville and Cincinnati. The film opens in 450 cities Christmas week. Paramount's Dave Friedman, who is close to circus and carnival business, is in charge of national publicity on the film and will make other cities.

Close readers of one of the new route books will find the names of Rowland Tutler, Frank Craden, and Allen Clesler listed—but not among the press agents.

Bill J. Collins, circus agent, has returned to Bloomington, Ill., following the outdoor conventions in Chicago. . . . Phil D. Phillips Jr., Spencer, W. Va., visited Polack people in Charleston, W. Va., recently. . . . Oscar Landmesser, known also as J. A. Jewell, called recently on the Bob Printys at

LaGro, Ind. The trio then called on Hugh N. Eneyart, of Wabash, Ind., formerly on Gentry Bros.

Robert M. Noell, who has Noell's Ark, gorilla show, touring during the summer, now has the Monkey Ranch, Tarpon Springs, Fla., in operation for the winter. . . . Tom Scaperlanda, pioneer member of the CFA, was the subject of a two-page feature in a San Antonio newspaper. Included were several photos of his circus collection.

Bob Russell has closed his season with Richards Bros.' Circus, reports Karl Cartwright, and has returned to Suffolk, Va. Cartwright, of Norfolk, also advises that the Harry Rutters, former circus and tent show operators, have a cafe at South Hill, Va.

Madison Wisconsin State Journal recently carried an interview with John Kelley, of Baraboo, Wis., about the plans for the World Circus Museum which is being planned for Baraboo.

E. J. Caupert, who was manager of the No. 2 bill car and checker-up for Ringling-Barnum this summer, has reopened his own magic show and is playing his Kentucky and Tennessee territory. He is using the levitation of Princess Karnac, the disembodied princess and the Hindu rope trick and is using special paper and a circus-style herald. In the company with him are Irene Caupert, Teresa Jackson, George Gilbert, and Tod English.

John M. Herriott and Mary Ruth James, both with the King-Cole elephants at the Forth Worth Shrine show, were married in a center ring ceremony with Gunther Wallenda as best man and Mrs. James Gustafson, St. Paul, former circus performer and sister of the bride, was matron of honor. The couple followed in the footsteps of

the groom's parents, Mr. and Mrs. Milt Herriott, who were married in the center ring of Schell Bros.' Circus in 1928. The junior Herriotts will be with Gil Gray in 1955. The senior Herriott was in charge of the Cole Bros.' unit on the Shrine show. The groom's mother is a sister of George Engesser, who owned Schell Bros.

Old circus folks hired by station KYW in Philadelphia to publicize the Mac McGuire disk jockey show include Andy Caruso and Joe Di Matteo in a horse get-up, clown Jimmy LaMarr, and the team of Gates & Clair. They are tabbed Mac McGuire's Happy People, and recently paraded thru downtown Philly all day long for a week.

Eddie Howe reports that Murray Powers, of The Akron Beacon Journal, CFA, was a guest on the Ringling show at Fort Lauderdale, Fla., recently. Powers was returning from an AP editors convention at Tampa, where he was chairman.

Impresario Tom Arnold will offer his eighth annual Christmas Circus at London's Harringay Arena on December 23, with the bill including Greta Frisk, trapeze; Six Frielanis, cyclists; Harlequins, girl aerialists; Francescos, clown family; Ifni Sahara Arabs, tumblers; Albert and Pauline Schumann's liberty horses; Three Dinats, trapeze; Bob Gerry Troupe, high wire; Three Johns, trampoline; Alceety, juggling; and Gabriella's Canine Revue. Also slated is a long list of animal acts and clowns.

Harold McDowell, Nashville, Ill., was guest violin soloist on Station WTVI, St. Louis, December 10. Piano accompanist for him in his offering of "Dixieland Blues" was Naomi McDowell, circus calliope player of Nashville. Dr. George Wedel and Bertha Wedel, Nashville, accompanied the McDowells on the trip.

Jack Noakes, clown, of Fredonia, Kan., and Bud Green and family are visiting friends at Aransas Pass, Tex. They plan on moving to Florida after the holidays.

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GOTHAM ICERY CLICKS

New Oxford Box Office Scores; Ad Sessions

NEW YORK, Dec. 18.—Oxford Ice Rink, which earlier this month replaced a motion picture theater at 183d Street and Jerome Avenue, the Bronx, is reportedly a hit. The box office at early sessions was so encouraging that operators Dave Bernstein and Irv Schoenberg have added Saturday and Sunday morning sessions, running from 11 to 1:30, to the original schedule of daily afternoon and evening skate periods.

Oxford's teaching staff includes Al Coupe, who doubles as roller pro at Gay Blades, Manhattan; Phyllis Sicher, former amateur star with Empire Roller-drome's Figure-8 Club; Carol Tullman, an alumna of "Holiday on Ice," and Jason Phillips, who comes out of "Hollywood Ice Revue." Miss Tullman rose from amateur ranks at Brook-

lyn Ice Palace, and Phillips is from the West Coast.

Classes and club sessions, under Coupe and Miss Sicher, are scheduled as follows: adult class, Fridays, 6:30 p.m. to 8; junior class, Saturdays, 9 a.m. to 10:30; senior club, Sundays, 9 a.m. to 10:30; junior club, Mondays, 6 p.m. to 8.

PARTY DAYS

Christmas Events Set In AOW Chain

ELIZABETH, N. J., Dec. 18.—Christmas parties, featuring a broad assortment of prize gifts, have been set for rinks in the America on Wheels chain, it was announced this week by General Manager William Schmitz at AOW headquarters here.

Useful prizes for the home and individual as well as gag items will be awarded in grab bag fashion. Special programs of games are also planned.

Parties will be held December 25 at Capitol Arena, Trenton, N. J.; Bladensburg (Md.) Arena and Alexandria (Va.) Arena. The following day events will be held at Twin City Arena, Elizabeth; Boulevard Arena, Bayonne, N. J.; Paterson (N. J.) Arena, Mount Vernon (N. Y.) Arena, Hackensack (N. J.) Arena, National Arena, Washington, and Peekskill (N. Y.) Arena.

Camp Reunion Biz Promoted At Gay Blades

NEW YORK, Dec. 18.—Operator Lou Brecker reports special arrangements for camp reunions at his Gay Blades Roller-drome, 239 West 52d Street, which has become a favorite site for parties. Blades' facilities are available for these functions on Saturdays and Sundays, 9:30 a.m. to 12:30 p.m., with live organ music, floor guards and instructors, checkroom attendants, doorman, and soda fountain. Luncheons can also be provided.

A recent visitor was Camp Kee-yumah on December 11. Other celebrants have been Camp Chip-inaw, Camp Echo Lake, Camp Massad, Camp Winchester, and Camp Piping Rock.

Among school parties was one staged last night by the Newman Club of the New York School of Printing. Heralded as a pre-Christmas reunion, the event provided students with a chance to meet the faculty and alumni.

7 Skateries Put on RSROA Member Roster

DETROIT, Dec. 18.—The addition of seven rinks to the roster of the Roller Skating Rink Operators' Association was announced recently at RSROA headquarters here by Robert D. Martin, association secretary-treasurer.

The newcomers are Patchogue (N. Y.) Roller Rink, J. Ritt and Irving West, operators; Portsmouth (O.) Roller Rink, John Calagan; Springfield Lake Roller Rink, Lake-more O., Louis Ransko; Skateland, Temple, Tex., Herbert L. Wilson; Westchester Skateland, Inglewood, Calif., Roy and Robert Wetherbee; Broyles Skateland, Salisbury, Md., R. L. Broyles, and Providence Roller Rink, East Providence, R. L. Samuel Phillips.

Phillips formerly operated Acushnet Park Roller Rink, New Bedford, Mass., before the rink was wrecked by this year's hurricanes.

Skateland at Salisbury, Md., is the second rink joining the roster under the membership of R. L. Broyles. Recently completed at a cost of \$80,000, the structure is said to be the largest roller rink on the east shore. It is of cinder block painted white and has a brick front. Interior is of modern design and has a snack bar. Also featured is an electric organ for use at all sessions. Anthony Salzarulo Jr. is organist.

DRIVIN' 'ROUND THE DRIVE-INS

RESIDENTS of the Storey-Wood area in San Antonio filed a suit seeking to stop construction of an outdoor theater in that area. The suit was filed in Special 37th District Court. It asks an injunction against Robert L. Strickland, trustee of the property. Plaintiffs are listed as H. R. Hohenberger Jr., Charles Hoch, C. M. Norman and W. A. Warner. They allege the erection of the theater would violate a city zoning ordinance setting the area as residential. The suit further alleges the theater would create a nuisance. . . . Robert P. Maclary, owner of Pleasant Hill Drive-In, Wilmington, Del., was re-elected to the State's House of Representatives recently. . . . East Hartford Family Drive-In, South Windsor, Conn., has dropped Monday thru Thursday performances for remainder of the season. The location, managed by Anthony Scavotta, is initial metropolitan Hartford drive-in to adopt a part-time policy this fall. . . . Al Reynolds, general manager of Ezell & Associates, has announced that the circuit has purchased Hi-Park Drive-In, San Antonio, from Alex & Weaver and the Buckner Boulevard Drive-In, Dallas, from the Interstate Theater Circuit. Ezell recently opened the new Frontier Drive-In, Brownsville, Tex. According to Reynolds, about \$800,000 has been spent by the circuit to modernize booth equipment, widen screens, etc., at the various drive-ins during the past six months, and the program will continue. New snack bars have been installed at the Winkler Drive-In, Houston, and the capacity increased by several hundred cars. Similar bars have been installed at Gulf Drive-In, Corpus Christi, Tex., and Circle Drive-In, Waco, Tex. A snack bar has been ordered for the Buckner Boulevard Drive-In.

SKATE CASES

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ROADSHOW REP

FROM Coeding, Idaho, a report from the Fleet Family Show says: "We left California October 2 and can't say much good business has come our way thus far. Long jumps and cold weather have stuck us the past two weeks. We expect to make a long jump to the East before long, perhaps to Ontario where there are some larger towns without long jumps between them. We have met one show, the Trumbulls, a man and wife trick, since leaving California. They do a good protean-type show and have some good changes. They are old-time vaude people and know the ropes. A son books the show, and from what we saw he doesn't miss a trick." . . . Norman Alderman is in his 10th week of amateur promotions in New Hampshire, using E. F. Hannan's "Jes So" as an opus, and reports business fair. . . . L. L. Coleman and wife write from Tarpon Springs, Fla., that conditions for work there are poor and that they plan a trek west with California in mind. En route they will put on shows in any spot that shows a need for entertainment. . . . From Jerome, Idaho, A. N. Sonney writes: "Have got up here after eight tough weeks en route from California. We struck some cold weather in Southwestern Oregon that put a dent in receipts. We have a family show and will make a long jump toward the Southwest unless the weather moderates. Have met only two shows, Raymond Ellis, who does a solo, and the Pitkin family, who have puppets and music. The Pitkins are all round performers and won't starve no matter where they are." . . . Dick Bryan reports that he has had indifferent success in the Helena, Mont., area due to weather and generally dull business. He has some school dates lined up to team up with R. J. Faunce, who in the past has worked with him in the summer. Bryan recently bumped

into Ralph Tidd and wife, who are working an illusion show in small towns.

AL GIFFORD, of the Gifford family show, is currently working Central Wyoming to fair returns. He expects to begin an Eastern tour with a short-cast bill after the holidays. . . . F. F. Furness, after a good summer in the Southwest, writes from Wendell, Idaho, that the State is not good for a stroller. He plans to tackle a few schools en route to Oregon. Furness teamed with Herb Morrison last summer and did a good biz at rodeos and Celebrations. . . . Jack Sweetman, old-time circus, minstrel and rep show drummer who took in recent Chicago outdoor conventions, visited showbiz friends in LaPorte and Elkhart, Ind.; Toledo, Findlay, Marion and Columbus, O., en route south. . . . J. E. Corliss writes from Dover, N. H.: "Some time ago there was an inquiry about the old-time 10-20-30 Avery Strong Company, asking for names of plays presented by that troupe." Corliss, who was stage manager of the show for a season, says it was a hang-up good outfit that played mostly in New England, presenting such plays as "The Girl From Broadway," "The Minister's Sweetheart," "Down East," "At Pike's Peak," "A Devil's Lane," "Mary Jane's Burglar" and "Fogg's Ferry." . . . Ralph Underwood is the Hazelton, Pa., area, but says that poor business conditions in the area has made him plan an early move to Maryland. . . . From Waterville, Me., Denis Crowley writes: "Have been doing some circulation work for magazines after a summer in Maine Coastal towns which was the worst I have had in years." Crowley does some stroller-type work in dine and dance spots. He contemplates a move to Eastern Canada where he has promoted shows in the past.

FAIR ASSN. MEETINGS

Continued from page 46

Michigan Association of Fairs & Exhibitions, Fort Shelby Hotel, Detroit, January 16-18. Harry B. Kelley, Hillsdale, secretary.

Association of Colorado Fairs, Albany Hotel, Denver, January 17. Forrest F. Hammes, Littleton.

Georgia Association of Agricultural Fairs, Henry Crady 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.

South Carolina Association of Fairs, Jefferson Hotel, Columbia, January 18-19. Tom Moore Craig, secretary.

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.

Rocky Mountain Association of Fairs, Northern Hotel, Billings, Mont., January 23-25. Clifford D. Coover, Shelby, Mont., secretary.

New Jersey Association of Agricultural Fairs, Hildebrecht Hotel, Trenton, January 24. William C. Lynn, 1 West State Street, Trenton 8, secretary.

Nebraska Association of Fair Managers, Cornhusker Hotel, Lincoln, January 24-28. H. C. McClellan, Arlington, secretary.

Pennsylvania State Association of County Fairs, Penn Harris Hotel, Harrisburg, January 26-28. Charles W. Swoyer, 522 Court Street, Reading, secretary.

Kentucky Association of Fairs and Horse Shows, Kentucky Hotel, Louisville, January 27-28. L. Doc Cassidy, Kentucky State Fair, Louisville, secretary-treasurer.

Western New York Fair Managers' Association, Lafayette Hotel, Buffalo, January 29. J. O. Saunders, Cattaraugus, president.

Oklahoma Association of Fairs, Biltmore Hotel, Oklahoma City, January 30-31. Vera C. McQuilkin, P. O. Box 3898, Oklahoma City, secretary.

New York State Association of Agricultural Fair Societies, Sheraton-Ten Eyck Hotel, Albany, January 31-February 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. Clyde E. Byrd, Box 907, Little Rock, secretary.

Association of Connecticut Fairs, Terryville High School, Terryville, March 19. J. C. Bartlett, North Haven, secretary.

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and Patrons
A Very Merry Christmas
and a Happy New Year
CHICAGO ROLLER SKATE CO.

MERCHANDISE TOPICS

Write The Billboard Buyers' Service Department, 2160 Patterson Street, Cincinnati 22, O., for a complete list of addresses of firms mentioned in this column. To expedite handling please enclose self-addressed envelope.

John A. Hyatt, Lexington, Ky., is offering nationally advertised watches at low prices. He guarantees that they are original factory models and that the case and dials are in perfect condition. Presented for resale with a five-day money-back guarantee if not satisfied, 15 jewel watches are offered for \$11; 17 jewel, \$13, and 21 jewel, \$18. You can save postage and c.o.d. charges by paying in full with money order; otherwise 25 per cent with order is required. This firm also has a 17-jewel Swiss watch (not pin lever) which it sells for \$8.50. Above prices do not include watch bands. Men's nylon strap may be had for 50 cents; women's cord band, \$1; women's gold-filled expansion band, \$1.50; men's gold-filled expansion band, \$1.65, and men's photo identification watch band regularly selling for \$8.95, \$3.75.

K. & B. Card Company, Wadsworth, O., announces its 30th anniversary sale of bingo cards. There are sets from 100 to 6,000 cards and the company says there are no duplicate cards. Light-weight cards are \$12.50 per thousand; medium-weight cards, \$21.50 per thousand, and heavy-weight cards, \$27 per thousand. All cards will be shipped in your choice of red, blue, green, brown and black. In stock also are large-size feather-weight sheets at \$1 per thousand and electric blowers at \$139.50. F. E. Serfass, owner, is also introducing a game called video bingo, which is a pull ticket game. Write him for details.

Husk O'Hare, Chicago, has reproduced five world famous French-type fragrances and has packed them in full one-fourth-ounce flacons with white ceramic labels and packed them in individual gold boxes. There are two packages. One contains a single flacon and the other is called the Royal Mammoth Presentation Kit and contains three flacons. Prices are such that pitchmen and demonstrators can make tremendous profits. This company also makes and distributes Beauty Sheen shampoo, lanolin, hormone creme and curcomb. A postcard will get you complete details.

It has taken Russell Industries, Chicago, to come out with a shoe-horn that is not only pleasing to the eye but that actually has increased utility. Called Shoe Servant, the item is constructed of heavy-gauge, polished chrome-plated steel with aluminum handle and cap. The handle is round, hollow, one inch in diameter and covered in attractive leatherette, in choice of green, gray or brown. This shoe horn is 13 inches long and weighs eight ounces. Special attention is called to the dual purpose handle which when uncapped reveals two pairs of Neohide shoe laces, one brown and one black, which are included with each Shoe Servant. The un-

usual length eliminates bending and stooping. Smartly designed and well-finished thruout, the item belongs with the finest of wardrobes and accessories. It is attractively packed in white alligator gift box and retails for \$4.95 postpaid. The Wishing Well Planter of Novel-Craft Specialties, Chicago, strikes a new note in quaintness, charm and refinement. This is a complete miniature wishing well with bucket that actually operates, into which a plant may be set. Made of redwood, the planter has an over-all height of 12 inches, while the well which is made of multi-colored stones, is three and three-quarters inches high and six inches in diameter. The unit is on a redwood base, seven by seven by one inches. Special attention is called to the bucket and shingles

which authentically follow the design used in early American rural communities. The plant is not included in the retail price of \$5.95, postpaid.

Coming as a boon to housewives, salespeople, factory workers, clerks, etc., is a new, scientifically prepared foot bath powder announced by the Wayne J. Saari Company, Chicago. Called Charm Pederma, the preparation comes in a five-ounce container, 4 inches high and 2½ inches in diameter with attractive label that bears simple directions. A tablespoon of the powder in a pan containing a quart of hot water is said to act fast when feet are soaked in it. Drying is done without using a towel. The firm claims this product will relieve the most aggravated cases of tired, aching, itching and blistered feet. It softens corns and callouses, gradually causing them to disappear. The firm also says it is especially recommended in the treatment of athlete's foot and ringworm. After several treatments, all dead tissue peels away and feet quickly regain a healthy condition. Retail price of the five-ounce can is \$1 postpaid.

PIPES FOR PITCHMEN

By BILL BAKER

ARTHUR (ROY) GREIS . . . postals that both he and Phyllis Myer are currently working the Köpfeun demonstration. Greis is holding forth at the Whitney department store in Albany, N. Y., while Phyllis is tossing her pitch in the Day store in Syracuse.

HERE'S AN S.O.S. . . . from our old friend, Sol Addis: "I haven't sent in a pipe for the last few months, as I had a heart attack and am now convalescing in a hospital. I would appreciate receiving mail from some of my friends in the pitch business." It looks as tho Sol is going to be spending his Christmas in the Van Etten Hospital, Bronx, N. Y., so we hope that he'll find a bundle of mail (and what-have-you) in his sock on Christmas morning.

OUR FRIEND . . . Joe Joblots, the gent who keeps us abreast of the pitch dirt in Chicago, reports that: Lefty Shapiro, formerly of Revere Novelty Enterprises, has gone into business for himself. He has opened a book store. Mike Cherofsky is celebrating his second year in the bakery business. Moonshine Marks is now night

clerk at the Berkshire Hotel. Bill Long and Danny Klein are working in the post office. Mike Halperin, of the Chicago Sales Corporation, is transferring a stable of bronco horses from Chicago to New Orleans. Brownie O'Hara is his trainer.

A FEW WEEKS AGO . . . we mentioned here that I. W. (Hi) Hightower was screaming for someone to go in with him on a real fancy money-making deal. Judging from the contents of a note that we just received from Frank L. Sullivan, of the Milner Hotel, Fort Worth, it would seem that brother Hightower can now stop screaming.

HAPPY HELLER . . . the roaming pitcher from Romeo, Mich., reports that he is currently pushing a perfume deal in the Golden Rule Store, St. Paul. Here is what Happy has to say: "I have a new perfume package that is terrific. They go for 59 cents, two for \$1. The two-bottle package is a real gift. Not only that but there is some good quality perfume in the bottles. I've had a lot of com-

(Continued on page 55)

COMING EVENTS

Arizona
Phoenix—Ariz. Natl. Livestock Show, Jan. 3-8.
Phoenix—Home Show, Feb. 12-20.
Wickenburg—Gold Rush Days, Jan. 23-30.

California
Pasadena—Tournament of Roses, Jan. 1.
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, Feb. 3-6, Kay Leber, 1355 Market St.

Connecticut
Hartford—Sportsmen's Show, Jan. 22-29.

Florida
Bowling Green—Hardee Co. Strawberry Festival, Jan. 24-29.
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. 23-25.
Tampa—Antique Show, Jan. 3-6.
Tampa—Dog Show, Jan. 23.

Georgia
Georgia—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, Feb. 4-13.
Chicago—International Sports and Outdoor 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.

Minnesota
St. Paul—St. Paul Winter Carnival, Jan. 28-Feb. 6, John Gelsler, 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.

Oklahoma
Oklahoma City—Antique Show, Feb. 23-28.
L. Verne Stout, Vermontville, Mich.

Pennsylvania
Harrisburg—Pa. Farm Show, Jan. 10-14, H. R. McCulloch.
Uniontown—Uniontown Poultry and Farm Products Show, Jan. 4-8, Wilbur Cook, R. D. 4.

Texas
Austin—Livestock Show, Feb. 28-March 6.
Brownsville—Charro Days, Feb. 17-20.
Stephen A. Bosio, Box 752.
Dallas—Natl. Pigeon Show, Jan. 19-22.
Dallas—N. Texas Cat Club, Show, Jan. 22-23.
Dallas—Exposition of Modern Living, Feb. 13-20, Louis L. Young, 4427 Sexton Road.
Dallas—Allied Gift and Jewelry Show, Feb. 20-25, Mrs. M. Dalton, 3832 Wilshire Blvd., Los Angeles.
Dallas—Southwestern Gift Show, Feb. 20-25, Fred Sands, 3108 S. Joplin, Tulsa, Okla.
El Paso—Southwestern Sun Carnival Parade, Jan. 1.
El Paso—Southwestern Livestock Show and Rodeo, Feb. 6-13.
Fort Worth—Fort Worth Rodeo, Jan. 28-Feb. 6.
Houston—Pat Stock Show and Livestock Exposition, Feb. 2-13.
Laredo—Washington Birthday Celebration, Feb. 17-28.
Mission—Citrus Fiesta, Jan. 26-30.
San Antonio—Livestock Exposition, Feb. 18-27.

Virginia
Norfolk—Do-It-Yourself Show, Feb. 19-22.

CANADA
Quebec—Winter Carnival, Jan. 6-Feb. 22.



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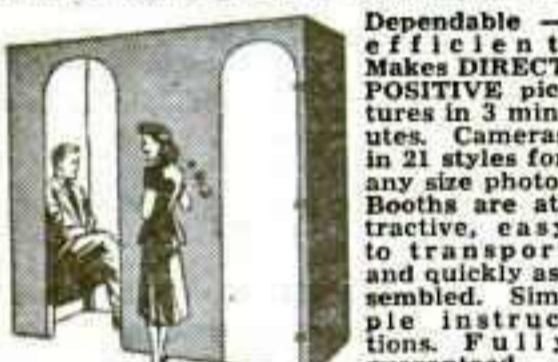
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MUSICIANS-SONGWRITERS — 300 LEADS—sheets of your song or composition printed; size 9x12, \$9. Craftsmen Pub., 1919 Lawrence, Houston 8, Tex.

SMART COMICCOLLECTION—THE ENTERTAINER'S standby folio, \$2. New comedy Notebook, bigger and better than ever, \$3. Order both and receive free "My Girl" monolog. ShowBiz Comedy Service, 1613 East 29 St., Brooklyn 29, N. Y.

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BEAUTIFUL POCKET SECRETARY \$6.00 dz. with retractable pen Three Pockets Detachable Note Pad Retractable Pen Heavy Gauge Plastic Impt. Morocco Guaranteed Quality • Unusual Value. Retractable Pens, \$24 gr. Guaranteed FIRST QUALITY. FREE 1955 CATALOG OF NAME BRAND BARGAINS 100 W. 27th St., N. Y. C. BURKE

To Order Classified or Display-Classified Ads USE THIS HANDY FORM NOW

1 Type or print your copy in this space: 2 Check the heading under which you want your ad placed: Acts, Songs, Parodies Agents and Distributors Animals, Birds, Pets Business Opportunities Costumes, Uniforms, Wardrobes Food and Drink Concession Supplies Formulas For Sale—Secondhand Goods For Sale—Secondhand Show Property Help Wanted Instructions, Books, Cartoons Magical Apparatus Miscellaneous Musical Instruments, Accessories Partners Wanted Personals Photo Supplies and Developing Printing Salesmen Wanted Scenery, Banners Tatfolding Supplies Wanted to Buy 3 Indicate below the type of ad you wish: [] REGULAR-CLASSIFIED AD—15¢ a word. Minimum \$3.00. [] DISPLAY-CLASSIFIED AD—\$1 per agate line. One inch \$14.00. (14 agate lines to the inch) 4 Complete this authorization blank and mail promptly. Classified ads must be accompanied by remittance in full. Display-Classified Ads will be billed if credit has been established. The Billboard 2160 Patterson St. Cincinnati 22, Ohio Please insert the above ad in..... Issue. I enclose remittance of \$..... Name..... Address..... City..... State.....

PHOTO SUPPLIES DEVELOPING-PRINTING

DIRECT POSITIVE PHOTOGRAPHERS—We supply everything you need; reasonable prices, Eastman DP paper, chemicals, frames, backgrounds, comic foregrounds, cameras for indoor and outdoors complete Photo Booths, etc.; free information and prices; we are old and reliable since 1903. PDQ Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. ch-1f

COMIC FOREGROUNDS AND BACK-grounds, Direct Positive Cameras, Paper, Chemicals, Mounts, Glass Frames, Photo Novelties, Miller Supplies, 1535 Franklin, St. Louis 6, Mo. de25

LEATHERETTE PHOTO CASES—1 1/2 x 2 1/2, \$25 1000; 2 1/2 x 3 1/2, \$24.15 gross. Brass corners 1 1/2 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, N. Y. de25

PHOTO BOOTH OUTFITS CHEAP—ALL sizes; drop in and see them; latest improvements; real bargain. PDQ Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. ch-1f

PHOTOS COPIED 20 wallet size prints, \$1. Send any size negative or photo. MEL'S PHOTO Box 106T Brooklyn 20, N. Y.

WILL BUY TWO PDQ STREET CAMERAS if priced low. Also one Daydark Camera and Blackbacks. Wisner Studio, 1516 Wellston P., Wellston, Mo. ja8

PRINTING

ALWAYS QUALITY CARDS—FASTEST service. Three-color 14x22 window cards, \$8 hundred; 17x25 size \$12.50 hundred. Copy limit 50 words. Tribune Press, Dept. ND, Earl Park, Ind. de25

ATTRACTIVE CALENDAR CARDS—YOUR advertisement raised printed on front, 1955 calendar on back. Quick service. 1,000 only \$3.75 postpaid. Guaranteed. Executive Advertising, 1603 Kay, Washington 6, D. C.

GREATER PRINTING VALUES YOU should know about; Stationery, Folders, Booklets, Circulars. Free samples. Estimates. Mercury Press, Box 69B, Marengo, Iowa.

HELP WANTED CLASSIFIED ADVERTISEMENTS

REGULAR CLASSIFIED ADS... Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 15c a word—Minimum \$3. CASH WITH COPY.

DISPLAY-CLASSIFIED ADS... Containing larger type and white space are charged for by the agate line, 14 lines to the inch. (No illustrations or cuts.) RATE: \$1 a line—\$14 per inch.

Forms Close Thursday for the Following Week's Issue

BASSMAN WHO SINGS—PREFERABLY tenor. Semi-name trip; good money; no drinks or character. 1422 W. 17th St., Orchard Lodge, Springfield, Ill.

EXPERIENCED GIRL AERIALIST FOR high outdoor act, season 1955. Top salary. State all first letter. Jerry Martin, 8312 Florida Ave., Tampa, Fla. de25

FOR HONOLULU—WHITE OR COLORED 4-piece combo with girl vocalist. Photos and prices plus previous engagements during 1954. Night Club opens on or before January 1, 1955. 35 N. Hotel St., Honolulu, T. H. Ralph Di Souza

GIRL TENOR PLAYER—MUST BE GOOD, must swing. Established steady working combo. Send details and photo. Box C-151, c/o Billboard, Cincinnati 22, Ohio.

INDEPENDENT PRODUCER WANTS agent to contract local talent shows under strong local auspices and sell programs. Write Billboard, Box #907, 1564 Broadway, N.Y.C.

MUSICIANS FOR TRAVELING TERRITORY band. Guaranteed salary. Sledder bus. Box C-144, c/o Billboard, Cincinnati 22, Ohio.

SHOW AND COMMERCIAL PRINTING—Letterheads, envelopes, cards, office forms, invoices, statements, circulars. Price list free. Oren, Printer, Valiant, Okla. de25

500 PERSONAL PRINTED NAME AND ADDRESS LABELS or pocket Rubber Stamp, \$1 each postpaid. M. R. Levy, 316 Melwood Ave., Pittsburgh, Pa.

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. ja1

MAJOR AND KID RIDES FOR CASH. Must be in top working condition. Alex Freedman, 5414 Victoria, Los Angeles, Calif. ja15

MINIATURE TRAIN—ADULT SIZE. GOOD condition; state manufacturer. Send full particulars. Gas driven. Dean Devejian, 7 James St., Lynn, Mass.

MOBILE FUN HOUSE With or without tractor. State condition, description and price.

BOX C-150 c/o Billboard Cincinnati 22, Ohio

ONE TILTA-WHIRL—USED, IN GOOD operating condition. Advise year of model, condition, price. Donald Fielding and Co., 1106 Hall Ave., Windsor, Ont., Canada. ja1

TWO SMALL TRAINED FEMALE DOGS—Must be young and good workers. State all. G. E. Wilson, Box 475, Gibsonton, Fla.

WANTED—USED 7 CAR TILTA-WHIRL with or without transportation. James Barber, 3348 East Wash., Phoenix, Ariz. de25

WANTED—USED TRAIN WITH OR WITHOUT track. Approximately 2600 feet of track required. Also in market for other equipment. Give full details and price first letter. Rochester, Minnesota Park Board. Attention William Van Hook.

WANTED—MERRY-GO-ROUND; ALSO other rides. State condition and best price. Ora B. Hunt, Springfield, Utah. ja1

WANTED—USED CARROUSEL, MEDIUM-sized, electric. Must be in good condition. Box 771, The Billboard, Chicago, Ill.

MUSICIANS FOR ESTABLISHED TERRITORY orch; sleeper-bus; guaranteed salaries; styled, 2 heat commercial. Bob Calame, 2107 N. 18th St., Omaha, Neb. de25

WANTED—COUPLE TO OPERATE CARNIVAL cookhouse. Starting in January. Percentage or flat rental rates, or will consider selling. Terms to reliable party. Ray and Bernice's Midway Cafe, 620 Evelyn Ave., Lakeland, Fla.

WANTED—HILLBILLY AND WESTERN guitarist; lead and rhythm. Must double bass or banjo. Also accordionist wanted. Permanent location; radio and TV, also personals. Salary. WLEX AM and TV. Phone 30433, Lexington, Ky. ja1

WANTED—LEAD ALTO, CLARINET MAN; good reader; for one of top Midwest polka bands, immediately. L. A. Berg, Viking Band, Albert Lea, Minn.

WANTED EXPERIENCED PIANO AND Drummer. Must read, fake, cut shows. Steady location; Florida. Leader, 160 South Conception, Mobile, Ala.

TRUMPET—ALL LINES OF EXPERIENCE. Peter Arnold, 908 N. Main, Wichita, Kan.

TRUMPET—DANCE AND SHOW EXPERIENCE, read well, good tone; young, sober, dependable; consider all offers and free to travel immediately. What have you? Dick Lewis, Box 194, Sabula, Iowa. Phone 800.

AVAILABLE NOW—FOR INDOOR AND outdoor events; high-class Novelty Trapeze act. For full particulars, literature, etc., address Charles La Croix, 1304 South Anthony, Fort Wayne, Indiana. Telephone Eastbrook 3312.

BALLOON ASCENSIONS, PARACHUTE jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. de25

CLARA'S NOVELTY DOG ACT AND talking dog available for indoor, outdoor affairs (clown). Clara's Dog Act, 241 Ciumax, Pittsburgh 10, Pa.

SENSATIONAL HIGH DIVING—FEATURING suicide pool; the smallest diving tank in the world which is equipped with spears and its surface covered with a mass of flaming gasoline. Featured by Fox Movie-tones as the plunge of death. Contact Capt. Earl McDonald, 456 Lamphier Place, Warren, Ohio. Telephone 45337. ja22

FIVE OR SIX PIECE GIRL COMBO AVAILABLE; nice wardrobe; prefer supper club or hotel. Popular dance music, Latin, Dixieland, novelties. Box C-148, c/o Billboard, Cincinnati 22, Ohio. ja1

GUITAR—ELECTRIC LEAD OR RHYTHM; read or fake; popular style; good voice. Well experienced, white, Florida or vicinity only. Alfred Bronson, General Delivery, Coral Gables, Fla. de25

LEAD TRUMPET, BASSMAN—BOTH name experience. Prefer location. Any style or type. Musician, Room 15, Francis Hotel, Winston-Salem, N. C. ja15

LEAD ALTO OR TENOR, DOUBLING flute, bass clarinet, jazz clarinet, baritone sax; play any commercial style and cut shows on sight. Local 802; age 30; reliable; combo work preferred. Available Jan. 1st. Eddie Beau, 345 Winnebago Dr., Fond du Lac, Wis.

PIANIST—AVAILABLE IMMEDIATELY; experienced all lines. White, male; union; sober. Read, cut shows. Commercial. Jesse Jackson, General Delivery, Columbia, S. C.

SONGWRITER—DESIRES CONNECTION for going ahead with good, original songs, all types. Song titles furnished. Write Orpha Phillips, Tiffin, Ohio.

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PIPES FOR PITCHMEN

Continued from page 53

pliments on the fragrances, backed up by purchases. I was glad to get out of Detroit (even tho I lose my coveted status of 40-miler) because when business is bad in that town, it really is bad. However, when it's good, there is enough work for 100 pitchmen."

MERTON D. CRAIG... confides that the region around Iliion, N. Y., is the hangout for many active and retired showmen and pitchmen. He points out that Ken Couchman, of Couchman Brothers' and Cooper Brothers' Shows, lives practically next door to him. Another old-timer, Glen Payne, of sheet writer fame, is living in retirement in Mohawk, N. Y., just a short distance from Iliion. Merton, who apparently is a regular reader of The Billboard, is pretty pleased with the way that many of the folks in the pitch fra-

ternity have been piping in recently. Says Craig, "Keep up the good work, you lads and lassies" to which your editor adds an enthusiastic, Amen.

YOUR EDITOR... wants to take this opportunity to wish everyone in the pitch business a very Merry Christmas and a Happy and Prosperous New Year.

WE'RE SORRY... that we're a bit late in getting the following message across to the pitch folks. Happy Heller is repeating the same offer that he made last year around this time. "I would like to have the names and addresses of any workers who are hospitalized," says Heller. "I'll do my best to send a letter, God's blessings and a candy bar or something." Happy's address is 143 W. St. Clair Street, Romeo, Mich.

PNE Gross All-Time High

Continued from page 46

fair by 18 days and the advent of professional football. The latter commenced during the fair and attracted 27,526 people to each of the two games held during the exhibition. In addition the weather was unfavorable for four days, which reduced racing revenue. Revenue from general admissions, the Shrine PNE Circus and concessions selling cold drinks and ice cream also were down as a result of inclement weather.

Completion of the new buildings, however, and the rentals received from these assisted greatly in the operation this year. Total exhibition revenues amounted to \$789,228, an increase of \$22,113 over 1953.

Expenses were up substantially this year to \$555,134 an increase of \$28,388 over a year ago.

Expenses Up

Expenditures in the agricultural department have progressively increased and the directors feel some consideration should be given to promoting increased government grants to assist efforts along these lines. These grants, which in 1949 amounted to 7 per cent of the exhibition revenue, now form only 3.4 per cent of such revenue.

The Forum and Garden buildings both operated profitably during the year. Forum revenues were down from the peak year of 1953, particularly professional hockey and ice shows. Garden building revenue improved slightly over those of 1953, but were offset by increased expenses as a result of renting the building on a different basis.

Since last year Empire Stadium has been added to the PNE operation. Revenues from professional football amounted to \$25,249 for the six games played in August and September. Expenditures, however, were heavy. In addition to the \$15,000 provided from surplus in 1953 for a permanent type of seating, the PNE spent an additional \$28,356 for structural alterations and other improvements.

Provision was made from surplus for two major expenditures this year, an addition to the electrical distribution system amounting to \$37,891, and the construction of the Empire Stadium parking lot at a cost of \$41,787. These two expenditures were made as part of the planned program of improving facilities.

Races Moved

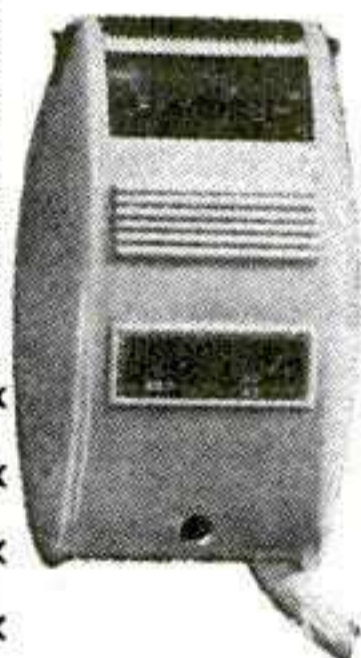
General park revenues increased from \$64,101 in 1953 to \$102,981 in 1954 notwithstanding the fact that due to weather and track condition, racing moved from Exhibition Park to Lansdowne Park for 10 days and revenues in that branch were down considerably.

Principal sources of revenue included general ticket sales, \$90,686; advance sales, \$217,756; exhibitors and concessionaires, \$2,248; auto parking, \$19,771; concessions, \$121,286; rides and shows, \$34,397; Pacific Coast Amusement Company (operators of Happilyland), \$14,998; exhibitor space rentals, \$144,762; entry fees,

\$3,808; program sales, \$20,720; Canada government grant \$1,500; dog, cat and mink shows, \$5,613; hobby show, \$18,138; Shrine-PNE Circus, net \$48,336; racing rental, \$18,014; Provincial Government grant, \$25,000.

Main expenditures included general promotion publicity and Miss PNE, \$54,169; livestock show, \$59,360; 4-H and FFC show, \$15,672; horticultural and honey show, \$15,211; poultry and pet stock show, \$9,978; home arts show, \$9,059; hobby show, \$15,435; outside free attractions (bands and stagershow), \$13,027; opening parade (less City of Vancouver contribution \$1,000), \$7,462; advance sales, prizes, commissions, etc., \$48,434; concessions, \$40,076; space and buildings, \$28,430; general and supplementary, \$105,407. Excess of revenue over expenditure on the year stands at \$234,093.

NEW ELECTRIC SHAVER PROMOTIONALLY PRICED FOR QUICK SALES



Imported Swiss Razor—Handsome designed case. Expensive vibrator type motor. 110 volt—AC only.

Regular \$19.95 LIST

Each—in doz. lots \$6.50 Each—in gross lots \$6.00 Sample Postpaid \$7.50 Remittance for sample must accompany order.

WISCONSIN DELUXE CO.

1902 N. Third St. Milwaukee, Wis.

Wishing Our Friends a MERRY CHRISTMAS and a HAPPY NEW YEAR

EMPIRE PRESS, INC. 466 W. Superior Street Chicago 10, Illinois Phone: MOhawk 4-4118

BIG DISCOUNTS TO PUNCH BOARD DISTRIBUTORS

WRITE US YOUR NEEDS AND WE WILL QUOTE YOU LOWEST PRICES PEERLESS PRODUCTS, INC. AN INDEPENDENT CO. CHICAGO 5, ILLINOIS

633 PLYMOUTH CT.

Merchandise You Have Been Looking for

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every kind of Glassware, Blankets, Hampers, Hosiery, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Canes, Ball Game Specials, Bingo Merchandise.

Catalog Now Ready—Write for Copy Today

IMPORTANT: To Obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are interested in.

ALCME PREMIUM SUPPLY CORP. 1111 South 12th, St. Louis 4, Mo.

KIPPS HAS THE HOTTEST ITEM TODAY

Wacky-Quacky Duck

Rubber animated duck—waddles and quacks when rubber bulb is squeezed. Yellow with red and blue trim. 3" long, 2" high, 20" tube.



DOZEN \$ 2.25 GROSS 24.00

Include postage with order. 25% deposit required on C.O.D. orders.

KIPP BROTHERS

Wholesale Distributors Since 1880 240-42 SOUTH MERIDIAN ST. INDIANAPOLIS 25, INDIANA

A Merry Xmas

and A Happy and Prosperous New Year to You is the Season's Greeting we send to all our friends everywhere!

RAKE COMPANY

708-M Sansom Street Philadelphia 6, Pa. MA 7-7428 609-M Spring Garden Street Philadelphia 23, Pa. LO 3-7864

NEW! 100 Feet of 48 12"x18" Pennants.

All-Weather Durofilm, Only \$6.00. Money refunded if not satisfied.

MYRLO COMPANY

Dept. B 2168 W. 25th Cleveland 13, Ohio

Buy WHOLESALE Save up to 50% on BIG NAME MERCHANDISE!

Send 50¢ Coin or Stamps for Catalog. Same Refunded with first order.

GALENTINE COMPANY

Dept. B, 519 East Jefferson Blvd. South Bend 17, Ind.



Sensational Jeweled Swiss Watch Set. Handsome Swiss Watch with Expansion Band. TWO (2) Sets of Cuff Links. TWO (2) Tie Clasps. Gold Plated Key Chain. With Reconditioned Elgin or Waltham Watch, \$9.90. Sample, \$10.90. Sample, \$8.90.

12 Gorgeous Styles! Beautifully Boxed! Jewelry Sets \$9.60. DOZEN. Hand set, brilliant stones. Gold plated settings! Assorted colors and black cameo. Send \$1.00 for sample. Catalog FREE!

SON-UM-BRELLA. The smash hit for '54! You're in the shade! Ideal for Football Games and County Fairs... for the entire family! In bright, assorted colors with white. Instantly adjustable. Water repellent. Fits everyone. \$1.95 each. Dealer's cost - \$14.40 Dozen. Write, wire or phone for quantity prices.

Earn More. ...earn more money with our terrific line-up of Costume Jewelry, Men's Jewelry, Pearl Sets, Religious Goods, etc. Sell the year 'round. No experience needed. Send for FREE COPY NOW of our 1954 catalogue! LOW PRICES-HIGH PROFITS!

Take the lines of least resistance with NAME BRANDS. THE HOUSE OF NAME BRANDS. Continuous Supply. All items stocked for immediate pick-up. All orders shipped same day as received. WHOLESALE ONLY. Send for free catalog.

H. B. DAVIS CORP. 145 B West 15th Street, New York 11, N.Y.

FREE-FRISCO SPINDLE WHEEL & BUMPER GAME. Write today for complete details. HAND POLISHED ALUMINUM IDENTS \$7.50 Per Cr. GRAB BAG RINGS \$5.00 Per Cr. HEART & DISC PENDANTS HAND POLISHED NICKEL PLATED \$39.00 Per Cr. MEXICAN EARRINGS \$5.40 Cr. SEND FOR NEW CATALOG TODAY. We pay postage on all prepaid orders except Air Mail. FRISCO PETE 226 S. Wells St. Chicago 6, Ill. All Phones: Franklin 2-2567.

Letter List

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held: Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE 2160 Patterson St. Cincinnati 22, O.

Parcel Post Burdge, Michaela Alice, 35e Colson, Virgil, 40e

- Adams, Candy & Mrs. Aldrich, Dee & Mrs. Allan, Mrs. Diana Allen, Casey P. Allen, Dan Vinson Allen, Frank Allen, H. S. Allen, Ray & Mrs. Allen, Wangetta Hug Allison, Tex Anderson, Jack & Marie Andreano, Frank Armstrong, Hazel Arnold, Richard Lee Austin, Wm. R. Avers, Ray Backer, Earl Dewey Barlow, Harry T. Beall, Hiram Beaudouin, Pete Beck, Robert Bellows, A. G. & Mrs. Benesch, Frank Bennington, Bob & Mrs. Bentley, Tommy Bernstal, Buddy Bishop, Brownie & Mrs. Bishop, J. R. Blackman, Jos. M. Blair, Kenny (Jewel Box Revue) Blair, Wesley Blander, Buddy Boaz, Howard Boggs, John A. Boggus, Chuck Bonnell, Eddie Born, Henry Bowen, Clyde (Lucky) Bowen, Margaret M. Brandenburg, Raleigh Brannon, Almond Bratton, Wm. Braunstein, Benj. Breckenridge, Edw. Briggs, Bill Bristol, Dorothy Britton, Lawrence C. Broeffle, H. J. Brooks, Art Brooks, R. J. Brookshire, Sue Brower, J. J. Brown, Clarence Brown, Fitzie & Mrs. Brown, Wendall S. Bruce, Kid Buchanan, Fred Budd, Charlie Burdge, Michaela Alice Burke, Elmer Burns, Larry R. Burns, Ray C. Burridge, Frank Burton, J. Luther E. Bush, Tom & Ann Butler, Harry Campbell, Bill Campbell, Clarence Warren Campbell, Geo. & Mrs. Cantrell, Fred Carwell, Chas. V. Carwell, John Carawan, Bernadine Carawan, Mrs. Lee Card, Mrs. J. C. Card, Mrs. Myrtle Carpenter, Chas. & Hannah Carson, Leo & Son Carson, Tommie Clifford Carter, Jack K. Casey, Timmy Cash, Albert B. Casper, Kenneth K. Chapman, E. A. & Mrs. Chapman, Mrs. Edna Childers, John H. Christensen, Mrs. Mary Christine, Lily Church, Col. Chris Claborn, John P. Clark, Fenley Clark's Colorado Clarke, Rachel Bears Clawson, Ralph Cohen, James Cohen, Milton Collins, Bill J. Collins, R. E. (Slim) Comstock, Tommy Condra, Justin Conn, Andre A. Conway, Mrs. Angelina Corbin, Jay Arthur Cordery, Jack Corey, Joe Corsaro, Angelo Costner, Harry B. Cowan, Tiny (Fat Man) Cox, O. C. Cox, Shirley Cramer, Ray & Mrs. Cramer, Jimmie Crock, Thos. Crumm, "Butch" & Helen Cummins, Phyllis Curtis, Dale & Fay Curtis, Mrs. Harold Curtis, James Curtner, Mary Cutler, Paul & Mrs. Cutler, Nathan Cutler, Lew Dalley, Jack & Mrs. Daniels, Anna Louise Day, Robt. Dean, Dottie Deano, Bert & Corinne DeEdgar, Diana Deibert, Ed Demitro, Dewey Demitro, John Demitro, Steve Demitro, Johnny Dempsey, John & Mrs. Denis, Prince & Ethel DeRizkie, Frank Despins, Rose DesWayne, Miss Jerry DeWitt, Ann DeWitt, Snooky Dickman, Bob Dingee, Mr. Leslie Doren, Clarence & Doty, Phil & Mrs. Downs, Jack Duckett, Wm. R. Dumont, Maurice Duncan, Phil H. Dupree, James & Mrs. Easton, Joe Ebensperger, Douglas E. Eddington, Chas. Eddy, Samuel Edwards, Don Edwards, Leon Edwards, Jack (Bingo) Elder, Charlie W. Eldridge, C. E. Eliot, Jack K. Elliot, Buster

- Webb, Amos & Mrs. Webb, Joe Webster, Louis Webster, Red Weiss, Louis Welch, Dennis & Mrs. Welber, Bud Welles, Mrs. S. E. West, Geo. Westover, Billy & Mrs. Wetherbee, Ann & Mrs. Whitson, Mrs. Harold Whitaker, Mrs. Betty White, Jack Whitson, Mrs. Gracy Wilder, Peggy Williams, Howaes' (Haggy) Williams, Jos. Williams, Leopold & Mrs. Williamson, Geo. A. Wilmont, Elmer Wilson, (Big) Al

MAIL ON HAND AT NEW YORK OFFICE 1564 Broadway New York 36, N. Y.

MAIL ON HAND AT CHICAGO OFFICE 188 W. Randolph St. Chicago 1, Ill.

MAIL ON HAND AT ST. LOUIS OFFICE 390 Arcade Bldg. St. Louis 1, Mo.

Parcel Post Wright, Gerard R., 12e

- Albert, Mr. & Mrs. Allen, H. S. Alvey, Mrs. Elizabeth Baker, D. C. Barrett, Roy Bell, Adron E. Bell, Edith Bell, Mr. & Mrs. Bennett, Elbert Max Bentley, Claude Bloom, Bill Bondrake, Mrs. L. D. Boudreau, Mr. & Mrs. Boudreau, Pete & Gil Brennan, Mr. & Mrs. H. J. Brown, Carl Brown, Mr. & Marie Burton, L. H. Burton, Mr. & Mrs. Butler, Peaches Bybee, James Caldwell, E. S. Caldwell, Mr. & Mrs. Sam Carpenter, Walter E. Charles, Michael Chesher, Elizabeth Chisholm, Lorraine Coghlan, Mr. & Mrs. Bob Coghlan, Mr. & Mrs. Concello, Art Cox, Frank (Cotton) Creighton, Mamie Dascio, Mr. & Mrs. Jerry Davis, Eugene N. DeVal, Mickie Dion, Theodore R. Dougan, Mrs. Mattie Douglas, Janice B. Duffy, Mr. & Mrs. Star, Hedy Jo Stear, Melvin & Mrs. Steele, J. E. Stephens, Harry & Mrs. Stevens, Bob & Mrs. Stevens, Jolly Bert Sticker, Maxine Stoddard, Walter S. (Doc) Stoffel, Walter & Mrs. Stone, J. M. & Mrs. Stonecipher, Mrs. Alice Striber, Harry & Mrs. Stuart, Frank (Schmudde) Sturmack, Arthur Stutz, James & Mrs. Subert, Sarge & Mrs. Sylvester, S. & Mrs. Swank, Harry Swanson, C. O. & Mrs. Taylor, Bobbie & Mrs. Taylor, Jim & Mrs. Thibault, Edward Thomas, Harry Thompson, Russell Thorne, Whitey Chief Thunder (Show) Tordenschild, C. E. Traylor, Dick & Mrs. Trospier, Helen & Johnnie Tuer, William Tumbler, Bill Tutterow Charles C. Tyler, Carl E. Uncle Joe's Amuse. Co. Valier, Buddy Victors, Mrs. Lucy Vidala, Bradley (Prof.) Villeponteau, Harry & Mrs. Wagner, Mrs. Hattie Wagner, Stanley Waich, Charlotte Walker (Olympic Bears) Walker, Al (Train Hand) Walker, Chuck Walker, Wm. Walsh, Earl B. Walton, Louis Ward, J. Robert & Mrs. Warner, Dock & Mrs. Wasko, Geo. & Mrs. Waters, Rufus Waters, W. R. Watson, Oakley D.

- Qualls, Mr. & Mrs. Harold Rambo, Tex Richards, Joe Riley, Tex Robertson, R. L. Rodgers, Pearl Rose, Louis Rosier, Roy Rollings, Joe Ross, Jack Rose, Wallace J. Rowe, Jack Ruze, Mrs. Beth Ruse, Mrs. Carol Sellers, Jack Shantz, S. Shelley, Robert Sima, Joe Simpson, C. T. Smith, Mrs. Irene Smith, John P. & Maude Specht, Lowell Spencer, Mr. & Mrs. H. R. Starnes, Mr. & Mrs. L. M. Sterner, Mr. & Mrs. Al Stertz, Miss Connie Stoltz, L. F. Sugnie, Capt. Hugo Summers, Mrs. Anna Travenier, Frenchy Taylor, Jack R. Teska, Buddy Teska, Ed & Adam Thomas, Joe & Thompson, Mr. & Mrs. William Trohanovsky, Alex Turner, A. R. Viney, Bill Walsh, Earl B. Warwick, Mr. & Mrs. Stanley Watson, Fred Wells, Dick Welch, Richard Whalen, Mr. & Mrs. Thomas White, Mrs. Worth Whitson, Eldon W. Williams, Jack (Slappy Jack) Williams, John Williams, Ray & Mrs. Williams, Mr. & Mrs. Walter Woodfin, Mr. & Mrs. Ed Wrigglesworth, Allan Wright, Peggy

Revue, Acts

Continued from page 46. plimenting the Western presentation plus a name star. Julius La Rosa was featured last year. In addition, the event may highlight Phil Spitalny and His Hour of Charm all-girl orchestra on the opening Saturday.

The Central Canada Exhibition, Ottawa, long one of the biggest users of talent in the East, will have an equally big show in 1955, Hamid said. It will use separate afternoon and night programs with Hamid's major revue and seven acts imported from Europe under the lights.

Little Change Elsewhere The Winston-Salem (N. C.) Fair will stick to a revue plus seven acts, Hamid said. Sherbrooke, Que.; Skowhegan and Bangor, Me., and Essex Junction and Rutland, Vt., will all continue the revue-act programs as in the past.

A number of lesser events have already signified that they will continue without change. Since the bookings already down on paper were secured in Canada, the North and the South, there is every reason to believe that little change will result as the state fair association meetings get under way next month, Hamid said.

JOBBERS! DISTRIBUTORS! EASTER is a short season PURCHASE EARLY for VOLUME SALES and PROMPT DELIVERY! We are Manufacturers! A complete line of PLUSH RABBITS Begging, Cuddly and Running from 6" to 38" GIANT 38" PLUSH RABBIT \$24 Ass'd. Colors. Send today for sample doz! dz. FREE: 4-pg. Easter Brochure and 322-pg. catalog of year round sellers.

ACE Toy Mfg. Company 122 W. 27th St. N.Y. 1, N.Y. Free... 1955 WHOLESALE CATALOG General Merchandise Watches Appliances Jewels Enclose 25c to cover postage and handling WHOLESALE DISTRIBUTING 3324 W. Roosevelt Rd. Chicago 24, Illinois

SOMETHING NEW UNDER THE SUN IF THERE IS—YOU'LL FIND IT IN THE BILLBOARD MERCHANDISE SECTION! GET THE BILLBOARD EVERY WEEK! SUBSCRIBE NOW Low subscription rates save you more than 20% on the newsstand price. For the latest in gimmicks, gadgets, novelties, premium and prize items of ALL kinds— The Billboard, 2160 Patterson St., Cincinnati 22, Ohio Yes Please send me The Billboard for one year at \$10. (Foreign rate, one year, \$20) 865 Name Address City Zone State Occupation

300 Attend AMOA Annual Banquet

MIAMI BEACH, Fla., Dec. 18.—A capacity throng of 300 persons representing every segment of the coin machine industry—manufacturers, distributors, operators, record distributors and their guests—attended the fourth annual banquet and dance of the Amusement Machine Operators' Association in the

Saxony Hotel Saturday night (11). The program included a preliminary cocktail party in the Saxony's Cardinal Room, after which the guests retired to the Pagoda Room for the banquet, floorshow and dance.

Appearing in the Saxony's regular floorshow were impressionist George DeWitt, who emceed the affair; the Harmonicaire; the Garcias, a dance team; songstress Marion Powers, who scored a resounding hit, and Freddie Calo and his orchestra.

Band leader Ralph Flanagan dropped in to do a bit on the piano with guitarist Al Ciola. Both RCA Victor recording artists are currently vacationing here between engagements. Another visitor was Gene Austin, a favorite recording star of years ago, who accompanied himself on the piano in a brace of numbers he made famous.

Out-of-town coinmen attending the affair included Jack Mitnick, AMI Eastern sales manager; Joe Hrdlicka, Wurlitzer service manager; Art Daddis, Wurlitzer district sales manager; Bob Bear, Wurlitzer sales manager; Ben Becker, field representative, United Manufacturing Company; Barney (Shugy) Sugarman, Runyon Sales Corporation, New York; Dave Stern, New York; Sy Wolfe, Wolfe Distributing Company, Jacksonville, and Ron Rood, Southern Music Distributing Company, Orlando, Fla. Other notables at the banquet

(Continued on page 63)

Miami Beach Revises Juke License Fees

Calls for \$50 Tax on Each Unit Above 25

MIAMI BEACH, Dec. 18.—The Miami Beach City Council approved on third and final reading the ordinance revising license fees on music machines.

The bill will become law January 1, after it has been advertised in accordance with city rules.

The new ordinance retains the \$500 master license on juke boxes and the \$30 payment for every machine up to 25. However, where the old ordinance provided a levy of \$100 for every five tags

(Continued on page 62)

Record Turnout at Neb. Op Meet on Dime Play

NORFOLK, Neb., Dec. 18.—Nebraska's music operators met here December 11-12 in the biggest State-wide meet held so far to draft plans for converting machines to dime play.

The occasion was the quarterly convention of the Nebraska Automatic Phonograph Operators' Association. It was the biggest turnout for such a meeting in the association's history with almost 75 per cent attendance.

While the main topic on the agenda was dime play, no definite plans were decided on, according to Howard N. Ellis, secretary-treasurer of the group. However, it was generally agreed that the changeover would be preceded with advertisements in the Omaha daily newspaper explaining the move and that letters would be mailed out to locations detailing the reasons for the change.

NAPOA members earlier de-

ecided to convert to the dime with 100 per cent operator co-operation pledged (The Billboard, December 18).

Gordon Stout, head of the South Dakota Phonograph Operators' Association, addressed the meeting on public relations.

A juke box was donated to the local YMCA Youth Center by the association.

Among the operators attending the two-day meet besides Ellis, were Jerry Witt, president; Ted Nichols, vice-president; H. W. Marble, C. R. McKee, Wallace and Hugo Perell, Joe Zwiner, Frank Holly, Joe Hull, Joe Emery, Ruff Hopp, Richard Taylor, Warren Tunis, Shol Freed, Joe Rothkop, Harry Abramson, Leonard Weiland, Frank Marasco, Boyd Worely, Jack Kay, Leonard Gardner, and Cole Sanford.

The next quarterly meeting of the group is set for March 6-7 at Lincoln, Neb.



AL SIEGEL, WURLITZER DISTRIBUTOR FOR CANADA (second from left), and Jose Riojas, Wurlitzer distributor in Mexico (second from right), shown with sales achievement trophies awarded them at Miami distributor meeting of the Rudolph Wurlitzer Company (The Billboard, December 18). Making the presentations were R. F. Waltemade, Wurlitzer vice-president (left); R. C. Roling, president, and A. C. Rutzen, export sales manager (right).

Apco Head Gains Control of Juke Box-Disk Vender Unit

Combination Offers Patron Option Of Applying Price to Purchase

• Continued from page 13

ready in a few weeks, with assembly line production underway in the late spring of 1955.

Not in Apco Plant

He said, however, that assembly would not be done in Apco's Minneapolis plant, which is deeply committed in the production of SodaShoppes, Smokeshops, CoffeeShoppes and combination SodaShoppes-CoffeeShoppes.

Current plans call for a tie-up with one of the major juke box manufacturers on the production of the new unit. Kresberg emphasized that the record vender must be incorporated into the basic manufacture of the juke box and that no conversion of existing juke boxes is possible. He said the rec-

ord vender would add about \$675 to the cost of the music machine.

Food Chains

The Apco president also disclosed that he is currently negotiating with two of the largest grocery chains in the New York area—Safeway Stores and Food Fair—for placement of the juke-box-disk venders in their outlets.

For the juke box operator, Kresberg feels the combination unit will increase existing revenues in existing locations and open up other type stops that hitherto had been considered poor prospects.

At tavern and restaurant locations, he explained, patrons will be tempted to take home a copy of the favorite ditty, particularly if

it's one with which they associate pleasant moments. Kresberg pointed out that when a tavern patron keeps playing the same juke box tune, he's a good prospect for an on-the-spot sale.

Kresberg also feels that the record vender will do a great deal to open up drugstores and soda fountains as juke box locations. Up till now, the objection on the part

(Continued on page 62)

Milwaukee Ops Up EP Buys, See Trend

MILWAUKEE, Dec. 18.—Juke boxes here are spinning more Extended Play records.

Operators, one-stoppers and disk distributors report what they see as a definite trend to EP's.

Purchases of EP's—which play up to eight minutes of music—have been stepped up, with several key operators reporting excellent reception from locations.

Good Results

While the number of music operators who are using EP's still

constitutes only a small segment of the area's operators, those who have adopted them are issuing such gratifying findings that others are reported about to fall in line.

One-stopper Stu Glassman, of Radio Doctors, says that the volume of EP sales to operators took a noticeable climb during December with Christmas carol EP disks such as those with Les Paul and Mary Ford, Hugo Winterhalter, and numbers such as "Cool Yule" by Urbine Green on the X label.

Operators chary of buying a heavy stock of holiday records reported good coin box results when they put Christmas EP tunes on their machines.

Instead of loading each machine with a half-dozen or more of the

(Continued on page 62)

Deejays, Ads Kick Off UMO P-R 10c Push

Newspapers Set, Radio Spots Ready To Explain Move

DETROIT, Dec. 18.—The Detroit operators' public relations program to explain the switch to dime juke box play via disk jockey interviews and local newspaper and radio advertising starts Monday (20).

Spearheaded by the United Music Operators of Michigan, the program includes a total of four advertisements which will run next week in Detroit's three local newspapers.

Ad schedule: Times (Monday); News (Tuesday); Free Press (Thursday); Times (Friday).

Copy used is built around a cut illustration of musical notes and a record standing on edge. The ads are headlined "Jukebox Crisis Rate" (Continued on page 62)

MUSIC THIS WEEK

Among the stories of general interest to the coin machine industry in the music department up front in this issue of The Billboard are:

THE RECORD INDUSTRY continued to be hit—but welcome smacks they were—by fast rising new pop records. Following the furor created by "Let Me Go, Lover" just a few weeks ago, are "Melody of Love," "Open Up Your Heart" and "My Love Song to You." Each of the tunes started fast and were creating much needed consumer interest and traffic.

THE TOP RECORDS OF THE YEAR in the pop, country and western and rhythm and blues fields are listed according to retail sales, juke box and disk jockey plays in The Billboard's Music department annual recapitulation of the weekly pop charts.

THE RECORD INDUSTRY is headed for its all-time peak year according to Brig. Gen. David Sarnoff. The Radio Corporation of America's board chairman made this prediction in his annual year-end statement.

AS THE YEAR DRAWS TO A CLOSE many staff changes are taking place at various record labels. Several changes involve, also, new distribution set-up in various cities. More changes, say tradesters, are due to be announced within the next few weeks.

And many other informative news stories, as well as the Honor Roll of Hits and other operator charts.

Sked Chi Meet To Map Final MOA Show Plan

OAKLAND, Calif., Dec. 18.—George A. Miller, president, Music Operators of America, will meet in Chicago early next month with members of the national executive board to make final arrangements for the MOA convention.

The annual meet will be held at the Morrison Hotel March 28-30. "Convention time is at hand, and for the next three months the office of MOA will be spending full time on convention activities," Miller said.

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 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.)



RECENT ARRIVALS IN BRUSSELS, BELGIUM, Albert Wertheimer (far right, standing), and Robert Romig (second from left, standing), both of Davis Distributing Corporation, Seeburg outlet which does a large export business, were greeted with a banquet in their honor. The affair, given by Mr. and Mrs. Nol Soesdorp, Davis Distributing's European Agents, was held at the Hotel Metropole in Brussels. Guest list included customers, bankers and import officials from Brussels, Antwerp, Paris and Amsterdam.

Oomens Regains Lead in Chi League Play

CHICAGO, Dec. 18.—Oomens Sons regained top spot in the closely contested Automatic Phonograph Bowling League this week. ABC Music No. 2 tied the leaders

in games lost and won, trailing by only a few pins.

The Oomens Sons team was boosted into first place by virtue of a three-game sweep gained by ABC No. 1 over ABC No. 2, last week's leaders.

In other three-game sweeps, Coral Records dumped Mercury Music, B & B Novelty trounced Gillette Distributors, and Atlas Music ran over Western Automatic.

Star Music took two games from Oomens Sons, the new league leaders, Melody Music grabbed a pair from Decca Records, and Paschke Phonographs stopped Coven Music twice.

Action Slated

A lot of action is slated for Monday (20) with sweepstakes and position night on the docket. Five games' difference between first and 11th place makes the race a tough one for any team to stay on top.

Team Standings:

	Won	Lost
Oomens Son	26	16
ABC Music No. 2	26	16
Mercury Records	25	17
Decca Records	24	18
Star Music	23	19
Paschke Phono	23	19
Coral Records	22	20
ABC Music No. 1	21	21
B & B Novelty	21	21
Atlas Music	21	21
Melody Music	21	21
Western Automatic	17	25
Coven Music	14	28
Gillette Dist.	10	32

MGNJ Plans To Run Contest For Locations

NEWARK, N. J., Dec. 18.—Board members of the Music Guild of New Jersey approved a recommendation that the group conduct a contest and award prizes to locations operated by members.

Dick Stenberg, MGNJ executive director, said that no contest outlines had been considered and that a check with the New Jersey Alcoholic Beverage Control Agency will be required before any plan can be determined.

The directors had previously approved the creation of a parts buying guide as a regular section in the MGNJ house organ. The guide would list parts used in juke box operations, current prices and sources of purchase.

Three chairman have been selected for the group's 18th anniversary celebration to be held April 2 at the Military Park Hotel here. They are Harold Chasen, arrangements; Herman Halperin, entertainment; and Joe Lederman, year book.

Seattle Ops To Form New Association

SEATTLE, Dec. 18.—Music operators here are organizing a new association.

George A. Miller, president of Music Operators of America, arrived here this week to help in its completion.

Miller said he believed the entire West Coast would soon be fully organized and that music operators in this part of the country would support MOA 100 per cent.

He will visit operators in Vancouver, Wash., and Portland, Ore., during the week and explain MOA activities.

\$10,000 CHRISTMAS

Colo. Juke Distrib Hosts for Holidays

DENVER, Dec. 18.—A \$10,000 Christmas tree is a lot of Christmas tree, but it has become an annual tradition with Gano Senter, pioneer Denver juke box and game distributor.

He and his wife host virtually thousands of visitors who want a close look at the tree in the living room of their home. Besides the tree, Senter displays a complete collection of antique music machines in the basement recreation room.

More than 700 lights and 4,000 ornaments go onto the tree each Christmas season in the Senter home at 1145 South Logan Street, Denver.

Trim: 700 Pounds

Trim on the tree weighs over 700 pounds. To support this load a contractor makes the huge tree (which is 10 feet high) by fitting together 10 smaller trees. The contractor uses wire, glue and screws to fit the 10 trees into the one big one.

Mrs. Senter requires a full week, working 16 hours a day, to trim the tree. At the base she arranges unusual conversation pieces, including an elaborate creche and a 200-piece miniature village, consisting of houses, churches and a miniature steeple which peals Christmas songs.

Senter and his wife have scoured the face of the earth the past 20 years accumulating unique Christmas tree ornaments and yuletide lore. For example, on the big tree hang hundreds of old-fashioned German bulbs of hand-blown glass eight inches in diameter, giant Swedish and Norwegian snowflake ornaments flecked with tiny precious stones, delicate hand-fashioned miniature birds of blown glass from Czechoslovakia.

1,000 Outdoor Lights

Each year when the big tree is completed and the Senters are ready to show it to the public, a thousand outdoor lights are turned on around the home along an iron grille fence in front of the house.

This is the signal that visitors are allowed in.

Thru late November and all of December each year groups of 40 are admitted in turn to see the tree and to listen to a tape recording of Senter's history of his tree-trim collection (sparing his larynx).

Each group of 40 spends about 15 minutes looking at the tree display with any one of six people Senter uses as "guides" pointing out unusual features.

In following this unusual (and expensive) policy for the past 20 years, the Senter home has never suffered the loss of a single ornament. And Senter is happy about the annual tradition: "I've made a lot of new friends every Christmas season."

BOWLING ALONG

Advance Holds Lead in AMOA League, 33-7

MIAMI, Dec. 18.—Advance Music continued its winning ways by knocking off All-Coin Amusement 4 to 0 Monday (6) in the AMOA Bowling League competition at the Paradise Bowling Lounge. The victories tightened Advance's hold on the league leadership.

In other games, second-place Music Makers split four games with Marino Music; Radio Center captured 3½ points to Acme Music's ½, and Ross Rock-Ola took three out of four from American Operating.

The standings after 40 games:

	Won	Lost
Advance Music	33	7
Music Makers	26½	12½
Ross Rock-Ola	22	18
Acme Music	19	20
Radio Center	17½	18½
Marino Music	17	23
All-Coin	11	25
American Operating	9	31

The wild scramble for third place in the standings now involves Ross Rock-Ola, who holds the spot, and Acme Music, Radio Center and Marino Music. All are closely bunched, with only a few games separating third place from sixth place.

Arnold Rogan, Marino Music, regained his old form by rolling a 211 game, to emerge leader for the evening in that department. Leon Guss, Advance Music, captured high individual set honors with 513. High team game went to Acme Music with 771, and high team set to Advance Music with 2,187 points.

Jack Torrey, a newcomer to the Music Makers squad, hiked his average eight points in one evening and reduced his handicap allowance by seven points.

Noteworthy performances were turned in by Max Becker, Acme Music, with a one-game 207; Dave Shedd, Radio Center, with a 194 and a 177; Leon Guss, Advance Music, with a 192; Vinnie Amato, Guss' teammate, with a 180, and Morry Horwitz, Ross Rock-Ola, with a 187.

CHI OPS GET NEW LICENSE SYSTEM JAN. 1

CHICAGO, Dec. 18.—City juke box and amusement game operators will face a new system of machine licensing, effective January 1.

The new system will not affect juke box operations, other than that separate applications must be filled out for each juke box, giving description and data as to the individual unit. (See story in amusement game section.)

Illness Halts Dixon Activity

YOUNGSTOWN, O., Dec. 18.—After 30 years in the music business as a distributor and operator, Leo J. Dixon, of Dixon Distributing Corporation here, is retiring because of ill health. Dixon, who plans a complete rest, has been ailing for several years.

Dixon's position with the company has been taken over by Jack Mulligan, who has been active in the firm for two and a half years.

Dixon started in business in Youngstown and later went to Cleveland as an operator and distributor of phonographs. In late years he confined his activities to Youngstown.

Philly Ops Supply Teens With Jukes

PHILADELPHIA, Dec. 18.—Children playing on 32 of Philadelphia's recreation centers and playgrounds will now be able to relax by playing juke boxes and shuffleboards due to an arrangement between the Department of Recreation and the Amusement Machines Association of Philadelphia.

Because of the association's generosity, the deal won't cost the kids a penny. The members of the association will service the machines and keep the jukes supplied with the latest records—for free.

It is hoped that the shuffleboards will lure parents to the playgrounds to see how their children are making out.

Xmas Cheer throughout the year for your locations with true-tone Hi-Fidelity Music reproduced by the famous Rock-Ola trouble free mechanism for greater satisfaction and earnings. Ask your Routeman. He knows!

Model 1446 120 Selections

Model 1447 50 Selections

You'll have Christmas Cheer Throughout the year... with ROCK-OLA Hi-Fidelity Music

ROCK-OLA manufacturing corp. 30 NORTH 10TH STREET - PHILADELPHIA, PA.

OUTDATED IDEAS OF WHAT A JUKE BOX SHOULD SOUND AND LOOK LIKE FADE AWAY AS THE NEW AMI MODEL "F" GIVES OPERATORS THE BUSINESS STIMULANT OF SOMETHING AMAZINGLY NEW, STRIKINGLY DIFFERENT

Color that Entices

Designers showed no timidity in creating the "F"'s range of eight smart, new colors. With brilliant color demanded in automobiles, home and office appliances, it was evident that a juke box also needed color to reap the benefits of the public's growing consciousness of color.

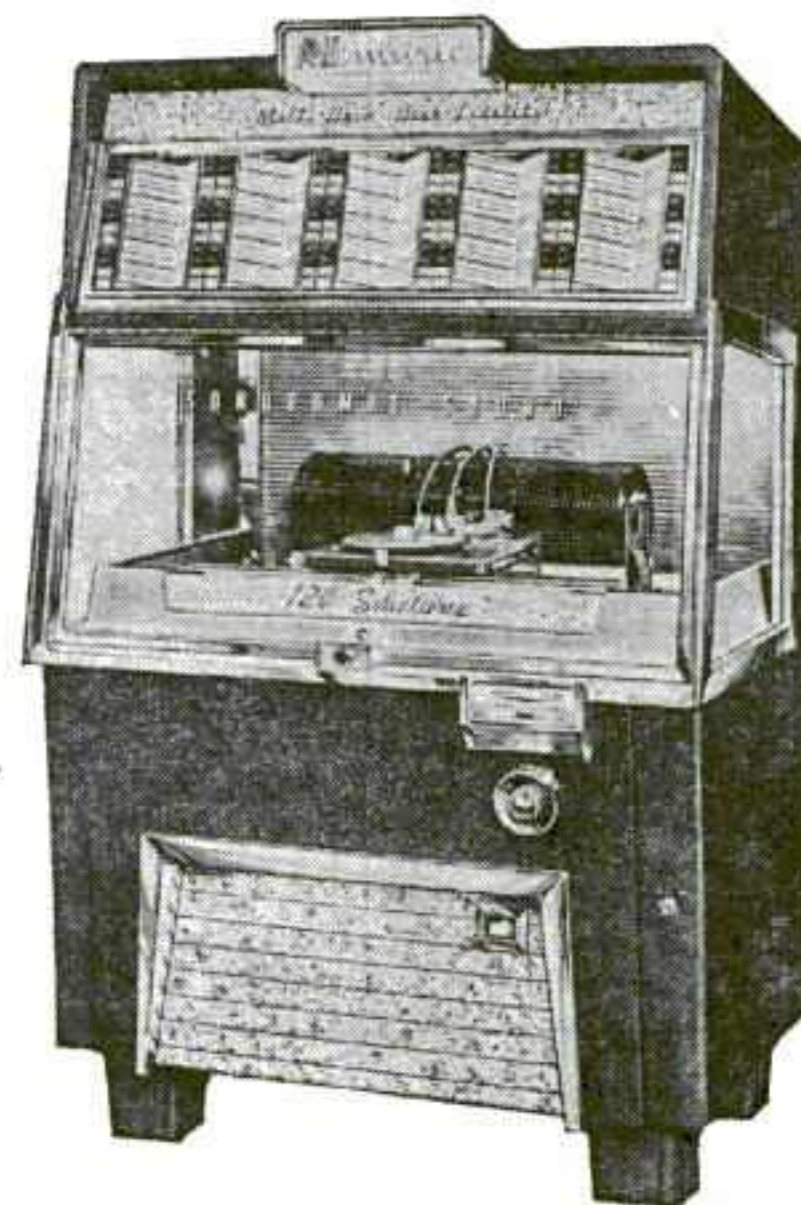
Practically every color in the spectrum can be found in the new "F" line. There's a "socko" effect for every location, yet perfect taste and harmony, with these decorator colors that enhance the wealth of metal trims, the cabinet's luxurious fittings. The Model "F" glows with life, excitement, play-stirring stimulation.

High Fidelity that IS High Fidelity

The sensational new "F" horn system ends indecision about high fidelity with its introduction of Sonoramic Sound — another AMI FIRST! AMI uses horns for the same purpose as they are used in the most expensive custom-built High Fidelity installations — superbly reproduced music. You hear the difference immediately. With the "F"'s bass horn alone equivalent to NINE 12 inch speakers, who can argue against this kind of performance? Yet, you don't pay a penny extra for all the plus you get with the Model "F".

Service that's a Cinch

Ease of maintenance and speed of service is outstanding with the Model "F". Clean line design keeps this juke box looking fresh and new. Its open-wide accessibility from the front puts an end to back door nuisance. There is never a need to move the "F" from the wall to get at it — or to put it against the wall to hide an unsightly back. Quick-disconnect parts eliminate trailing wires. The entire coin system is right at hand when the front door is opened, with a light that covers the entire service compartment. *Shorter hours for service mean longer hours of performance with the Model "F".*



AMI Model "F"
120, 80, 40 Selections

Say "Goodbye" to the Past—"Hello" to the Present—and Face the Future with Confidence and the New Model "F"

Originator of the Automatic Selective Juke Box in 1927

AHEAD THEN — AHEAD NOW

AMI 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

COINMEN YOU KNOW

Chicago

Communications to:
Ken Knaut
Central 6-8761

Ops Get New Tax Cards, Stickers...

Amusement game and juke box operators are making applications for 1955 licenses to the City Collector. A new system of licensing, effective January 1, requires a separate application for each individual unit. (See separate story in amusement game section.)

Avron Gensburg, Genco Manufacturing & Sales Company, is leaving for Miami to spend the holidays with his wife's folks. Sam Lewis is flying to Boston for a weekend business trip. Ralph Sheffield reports the firm's Big Top gun game doing a fine business. Ralph will be happily spending the holidays at home with his family.

Sam Stern, Williams Manufacturing Company, has high hopes for the new gun game due to be launched at the plant soon. (See separate story in amusement game section.)

Harry Berger, West Side Distributing Corporation, New York, visited in town during the week.

Harry says shuffle games are still the best bet in the Big Town.

Herb Oettinger and Ray Riehl, United Manufacturing Company, still making "personal appearances" at the Chez Paree. Bill DeSelm proudly points out a new gun game and new shuffle games at the United plant.

Art Weinand, Exhibit Supply, was looking forward to the company's Christmas party Saturday (18) at the Midwest Athletic Club. A party for the kiddies was slated for the afternoon, with festivities for the adults in the evening. Art was busy during the week with shipments of the Sportland Shooting Gallery moving out daily.

Lew Lewis, Merit Industries, South Side game operator, is on the road to recovery from a kidney trouble. Lew says both he and his Doberman Pinscher are feeling better these days.

Gil Kitt and Howard Freer are busy with pre-inventory sales at Empire Coin Machine Exchange. Ed Levin, Chicago Coin Machine Exchange, says the demand for games is good for the period approaching the holiday season, with both the Fireball and Thunderbolt games moving.

The Christmas spirit at First Coin Machine Exchange is in evidence, with a big decorated tree brightening up the showroom. Sam Kolber reports export business good, with shipments made to Europe, South America and Panama Canal. Joe Kline is busy talking to visiting operators. Visitors during the week included Ed Blumenfeld, Michigan City, Ind.; Rose Ondrus, Union Pier, Mich.; Vince Schwenoha, Lincoln, Ill.; Earl Fiedler, Rantoul, Ill., and L. L. Faull, Hot Springs. Wally Finke is giving a hand to First Distributors, the merchandising division, during the busy holiday season.

Los Angeles

Communications to:
Joel Friedman
Hollywood 9-5831

500 Ops Feted By Minthorne...

Approximately 500 coin machine operators and their guests turned out for the two-day open house showing at the new Minthorne Music Company branch office here. Those attending included M-G-M Records star George Shearing, Mildred and Jimmy Mulcahy, Laurie Loman and the Lainie Sisters. In addition to the entire Minthorne

staff headed by Jean and Dolores Minthorne, Hank Tronick and Frank Menceri; John Gore, chief engineer for the Chicago Coin Company; regional Chi Coin representative Phil Robinson; Dave Wallich, Keeney Manufacturing Company, and Don Donahue, J. P. Seeburg Corporation, were on hand.

Jack Simon, Simon Sales Company, back from his 10-day business trip to Chicago. Jack found the trip a successful one.

Jack Dolan has joined the staff of Sierra Distributors, Wurlitzer Distributors in Southern California. Lyn Brown continues as direct factory representative for Exhibit Supply in this area, with the Minthorne Music Company named distributor.

Operators in town recently included Perry Irwin, Ventura; Cecil Ellison, Lancaster; Frank Lamb, Montebello; Norman Christ, Lompoc; Bill Black, Bakersfield; C. L. Andrews, Santa Ana; Jack Neel, Riverside; Jean DeVilbis, Big Bear; Doc Dockins, Santa

AMI Distrib Wins TV Plug

MIAMI, Dec. 18.—Bob Norman, of Southern Music Company, AMI distributor, got a hefty plug on television for the Model F phonograph this week.

The plug came from Ralph Flanagan, RCA Victor recording artist and band leader, who is spending a vacation at Miami Beach. Stanley Glasser, topper at Sea Coast Distributors, which handles the RCA Victor line for Florida, arranged for Norman to meet Flanagan. Later they were joined by screen actor Jon Hall on the "George DeWitt Show" over TV Station WTVJ. Norman had an AMI phonograph wheeled into the studio for the occasion.

Alec Gibson, who emcees another WTVJ variety program a few hours following DeWitt's, likes the juke box so well he obtained permission from Norman to use it on his show, too.

Promotion-minded Norman now is preparing to spot an AMI machine in front of the Carib Theater, Miami Beach, for the world premiere of "No Business Like Show Business," scheduled for December 22.

Ana; Walt Henning, Costa Mesa, and Charley Gaiger, Ventura.

Pete Theland, Glendale operator, returned from a vacation in San Francisco. Bill Yedlin, Sherman Oaks, back from a two-week hunting trip in Utah. He brought back two deer.

Al Silberman, Badger Sales Company, reports an increase in sales volume of soft-drink machines. Badger firm's showrooms taking on a festive air, with the premium department feeling the Christmas rush. Mr. and Mrs. Al Anderson, of Shafter, returned from their two-week vacation in Honolulu with Al's wife ready to take off for another visit.

Pop Burris, veteran Montebello operator, in town. Phil Robinson, Chicago Coin regional representative, doing a heavy volume of business with the firm's new bowler. Doc Dockins and C. L. Andrews, Santa Ana operators, shopping for new equipment on coin row.

George Mahlum, Select-o-Matic sales chief at Minthorne Music Company, adding to his staff as the firm's ever-expanding high fidelity department grows. Gary and Sheridan Thompson, Long Beach, visited with the gang at Paul Laymon. Perry Irwin, Ventura operator, in town.

Hartford, Conn.

Communications to:
Allen Widem
CHapel 9-8211

Elco Beverage Co. New Bristol Firm...

Elco Beverage Company, Bristol, Conn., has filed a certificate of organization with the secretary of State listing subscribed capital at \$100,000, with amount paid in cash, \$9,000; amount paid in property, \$91,000; president, William C. Silver; vice-president, Adele V. Silver; secretary-treasurer, Louis Silvers; assistant treasurer, Belle L. Silver, all of that city.

Ralph Colucci, Seaboard Distributors, was in New York on business. George and Eddie Navickas of Navickas Amusements are back from a two-week hunting and fishing expedition in Canada. The brothers flew up in George's plane.

Abe Fish, General Amusement Games Corporation, and MOC (Music Operators of Connecticut) and Mrs. Fish leave after Christmas for a brief vacation at Key West, Fla. They plan to motor to the Southern resort.

A trio of Hartford coin executives will vacation in Miami next month. Planning a two-week stay are Abe Fish, of the General Amusement Games and president of Music Operators of Connecticut; Jimmy Tolisano, of the Superior Music Company, and executive vice-president of MOC, and Ralph Colucci, president, Seaboard Distributors.

Sam Roskin, of Roskin Distributors, East Hartford, represented the city at the annual national conference of the United Jewish Appeal last weekend at New York's Waldorf-Astoria Hotel.

Twin Cities

Communications to:
Jack Weinberg
HYland 2896

Music Ops Stock Brewer Record...

Herb Sandel, of Lieberman Music Company's wholesale record department, said the Teresa Brewer recording of "Let Me Go, Lover," already has sold one-third as much in this territory as her best tune of all, "Till I Waltz Again With You." Disk jockeys report that Brewer and Joan Weber on Columbia were getting 50-50 play here.

Meanwhile, at Forster Distributing Company, Columbia jobbers, Tom Prenevost said his staff was hard pressed to keep up with orders, both from operators and others, for the Joan Weber version of "Let Me Go, Lover." Almost everyone is agreed that seldom has a tune had such outstanding demand.

Lee Brahs, serviceman for Sandler Distributing Company here, is

Vital Statistics

Deaths

Philip H. Bryan, 61, pioneer in the automatic laundry field, December 11 in Detroit. He operated the Bryan Self-Service Laundry in Northwestern Detroit and was a past president of the Michigan Self-Service Laundry Association. He is survived by his widow, Helen; a son, Philip K., and a daughter, Mrs. Barbara Vlasis. Burial in Glen Eden Cemetery, Detroit.

a proud hunter. He and three pals went hunting near Birch Lake, Minn., and Lee got the only game, a 140-pound deer.

Mildred and Ed Birkemeyer, of Litchfield, Minn., were in the city recently to buy music for their route and report that business in their area has been holding up during the holiday season.

Johnny Desmond, Coral label artist, played a leading role in the United Cerebral Palsy telethon over WTCN-WMIN-TV here, helping to raise approximately \$141,000 for the cause. Coral distributors said Desmond's appearance and playing of his latest recording, "My Own True Love," has helped sales of the tune in the juke boxes.

Herb Sandel, of Lieberman Music Company, reports that the Chordettes version of "Mr. Sandman" on the Cadence label is getting extraordinarily heavy play from music machine operators. Don, Dick and Jimmy, artists recording on the Crown label whose latest song, "That's What I Like," is a juke box favorite here, played the Prom Ballroom in St. Paul December 4-5. Fred Kovanen, of Moose Lake, Minn., was there buying records for his route in Northeastern Minnesota. "Naughty Lady of Shady Lane" is a big juke box seller at the F. C. Hayer Company, RCA-Victor jobbers, according to reports. Arnold Golden, of Sandler Distributing Company, has been doing a good deal of hospital visiting of late to see his brother Morris, confined in Mount Sinai Hospital, Minneapolis.

Detroit

Communications to:
Hal Reves
WOODward 2-1100

Kramer Heads New Automatic Food...

Alex Kramer, who heads Dairy Automat Company, operating an extensive route of milk venders in industrial plants, is branching out into the outdoor location field as head of the newly-established Automatic Food Service, Inc. The firm is using Rowe venders for one-quart containers, with a choice of two types of milk.

Plans call for placing about 40 units on location in the spring, following the initial pattern of locations at gasoline service stations. Kramer is planning an extensive radio advertising campaign at that time, to acquaint the public with the convenience of the new service in the metropolitan area.

Anthony Sanders, formerly with Miller-Newmark Distributing Company, is now with the Arton Music, established by Arthur L. Herbert, operating a juke box and kiddie ride route.

Tom Dewberry, operator of P J Amusement, is concerned about the illness of Mrs. Dewberry who is confined to her bed with a back disorder.

Barney Burke, president of the Detroit Shuffleboard Association, has now settled down in his new home in the north suburban community of Birmingham, Mich. Burke, who operates his own shuffleboard route, formerly resided on Fischer Avenue in Detroit.

Mrs. Mary Ann Knutson, owner of the Shamrock Music Company, one of the Motor City's most active feminine operators, was thrilled to have her husband home on furlough from the Army, with hopes of being reassigned to this area.

Lou Nemes, manager of Music Systems, is leaving December 23 (Continued on page 62)

Chi DeeJay Polls Jukes On Pop Tunes

CHICAGO, Dec. 18.—Juke boxes provide the best measure of a tune's popularity.

That's the opinion of Jim Mills, local disk jockey, who has come up with a new show and a new record survey idea based exclusively on juke box plays.

He reports the number of plays a record receives in Midwest juke boxes in a show feature called "Sales and Plays," also includes reports from as far away as the Panama Canal Zone and the Philippines.

Mills reported that for the week of December 17, "Hearts of Stone" by the Fontane Sisters on Dot received 100,000 plays in the area juke boxes and 4,500 of them were sold by Singer's One Stop, from which he gets his listings.

His newly launched late-breakfast show is aired over WAIT from 10:30 to 11:30 Monday thru Friday.

How Was Your Timing on...

"THAT'S ALL I WANT FROM YOU"

JAYE P. MORGAN
RCA VICTOR 20-5896

Now on Billboard's "Best Selling Singles" Chart

Start today to time your record buying to cash in on the heaviest disk jockey promotion and strongest dealer merchandising. Billboard's weekly BEST BUYS are the answer. Arrange now to have title strips of BEST BUYS supplied day and date with their publication in Billboard. You'll save time and money... you'll be riding only the winners for top play the year around!

Spotted as a Billboard BEST BUY

NOVEMBER 16, 1954

Title Strips Ready for Top Juke Profits

NOVEMBER 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 weekly for a period of 3 months.

(Cards per Week)	(Cost for 3 months)	(Cards per Week)	(Cost for 3 months)
20 (400 strips)....	\$ 9.00	70 (1400 strips)....	\$29.00
30 (600 strips)....	13.00	80 (1600 strips)....	33.00
40 (800 strips)....	17.00	90 (1800 strips)....	36.00
50 (1000 strips)....	21.00	100 (2000 strips)....	39.00
60 (1200 strips)....	25.00		

Sterling Title Strip Co.
2 E. 45th St., New York 17

Date _____

Please start sending me _____ title strip cards of Billboard's "Best Buys" to cost \$ _____ for 3 full months. Payment is enclosed.

Name _____

Address _____

City _____ Zone _____ State _____

- Active Amusement Machines Company Philadelphia 30, Pennsylvania
- 666 North Broad Street
- Angott Distributing Co., Inc. Detroit 21, Michigan
- 2616 Puritan Avenue
- Billette Distributing Company Newark, New York
- 224 North Main Street
- Billette Distributing Corp. Albany, New York
- 1225 Broadway
- Brady Distributing Company Charlotte 2, North Carolina
- 572 East Trade Street
- Brandt Distributing Co., Inc. St. Louis 3, Missouri
- 1809-11 Olive Street
- Bush Distributing Company Jacksonville, Florida
- 286 N. W. 29th Street
- Bush Distributing Company, Inc. Tucson, Arizona
- 60 Riverside Avenue
- Canyon States Distributing Company, Inc. Omaha, Nebraska
- 301 East 7th Street
- Central Music Dist. Co., Inc. Buffalo 9, New York
- 1209 Douglas Street
- Century Distributors, Inc. Dallas, Texas
- Commercial Music Co., Inc. San Antonio, Texas
- 1221-23 Main Street
- Commercial Music Co., Inc. Louisville 2, Kentucky
- 1501 Dragon Street
- Co-Operative Distributing Co. Chicago 18, Illinois
- 1415 South Flores Street
- Coven Music Corporation Indianapolis, Indiana
- 234 West Jefferson Street
- Coven Music Corporation Augusta, Georgia
- 3181 North Capital Avenue
- Crown Music Co., Inc. Charleston, West Virginia
- 1301 North Capital Avenue
- Cruze Distributing Co., Inc. Denver 19, Colorado
- 631 11th Street
- Culp Distributing Company Salt Lake City, Utah
- 105 Virginia Street, West
- Draco Sales Company San Francisco 3, California
- 614-616 West Grand Avenue, Oklahoma City
- 2005 West Alameda
- Draco Sales Company New Orleans 13, Louisiana
- 2019 South Main Street
- Emercy Distributing Co., Inc. Kansas City 9, Missouri
- 348 Sixth Street
- F.A.B. Distributing Co. Pittsburgh 19, Pennsylvania
- 1019 Baranna Street
- Mid-West Distributors Cleveland 15, Ohio
- 709 Linwood Blvd.
- Music Distributing Company Seattle 1, Washington
- 2001 Fifth Avenue
- Northern Music, Inc. Richmond 20, Virginia
- 2006 Prospect Avenue
- O'Connor Distributors, Inc. Nashville, Tennessee
- 3150 Elliott Avenue
- O'Connor Distributors, Inc. Des Moines 9, Iowa
- 2329 West Main Street
- Reed Distributing Co. Minneapolis, Minn.
- 298 Lincoln Street
- Rock City Amusement Co. Los Angeles, California
- 108 Lafayette Street
- Sandler Distributing Co. Houston 6, Texas
- 110 Eleventh Street
- Sierra Distributors Cincinnati 14, Ohio
- 405 Plymouth Avenue, North
- Steele Distributing Co., Inc. Milwaukee 8, Wisconsin
- 2775 West Pico Boulevard
- T & L Distributing Company Wichita 2, Kansas
- 3300 Louisiana Street
- United, Inc. Memphis 3, Tennessee
- 1663 Central Parkway
- United Distributors, Inc. Baltimore 13, Maryland
- 4227 West Vliet Street
- Williams Distributing Co., Inc. New York 36, New York
- 513 East Central
- The Winters Distributing Co.
- 1117 Union Avenue
- Young Distributing, Inc.
- 1713-15 Harford Avenue
- 399 Tenth Avenue

**WURLITZER
PHONOGRAPH
DISTRIBUTORS
JOIN THE
WURLITZER SALES
DEPARTMENT
IN WISHING YOU**

THE HAPPIEST OF HOLIDAYS

COINMEN YOU KNOW

• Continued from page 60

for a short vacation in Miami Beach, where he will stay at the Flamingo Hotel, returning home January 6.

John Hotka reports an experimental program under way in the coffee vending field, where he op-

Deejays, Ads

• Continued from page 57

Increase Vital." The text explains reasons for the changeover.

The newspapers tentatively scheduled announcements of the dime play switch for this week.

Radio Spots

A program of radio advertising explaining the increase was also being mapped by UMO in the form of spot announcements.

Interviews on local disk jockey shows are also being planned to explain the increase.

A postcard survey conducted by UMO showed that about two-thirds of local operators were converting their equipment to dime and four-for-a-quarter play. The rest are expected to switch to dime and three-for-a-quarter because of the difficulty of converting some older types of equipment to the four-play set-up even tho they may personally favor the latter.

A highly significant figure was turned up by Roy Small, UMO conciliator, who reported that in the conversion from three-play to four-play some months ago by Saginaw, Mich., operators, more money per location was taken in at the lower price.

The first step in UMO's public relations program to explain the changeover was taken last week when letters explaining dime juke box play were sent to 5,000 locations in the Greater Detroit area (The Billboard, December 18).

erates the Bruce Coffee Vending Company in partnership with Morris Coleman. This is one of their three similar named operations, including cigarette and candy venders.

Philip H. Bryan, former president of the Michigan Self-Service Laundry Association, died December 11.

Roy Small, conciliator of the United Music Operators of Michigan, who has been a dual victim of stomach trouble and telephone trouble for the past week, celebrated his 65th birthday Saturday (18).

New York

Communications to:
Aaron Sternfeld
PLaza 7-2800

Some Juke Ops Try 10-Cent Play . . .

Murray Kaye, Atlantic-New York, reports that some local operators are experimenting with 10-cent juke box play in a few class locations in the five boroughs and Nassau County, but in probably less than 100 stops. Where they have upgraded equipment and placed two columns of EP records, the conversion has gone over pretty smoothly, he said.

Lou Schreiber, Runyon Sales, is due to be released from University Heights Hospital soon. Jack Prigoff, Runyon Service manager, became the father of a daughter Thursday (16).

Max Munves is vacationing in Florida. Among the visitors to 10th Avenue last week were Jack Troy, Trojan Vending, Kingston, N. Y.; Sam Schlessinger, Square Amusement Company, Poughkeepsie,

N. Y., and Aaron and Ed Goldberg, Archie's Amusement Company, White Plains, N. Y.

Robert Harvey, C. L. Harvey & Company, New Jersey operator, has donated a juke box to the Youth Group Center, Congregation Temple B'nai Israel, Millburn, N. J.

Milwaukee

• Continued from page 57

regular Christmas favorites and new seasonal tunes, they satisfied location holiday music demands with several EP's.

The bulk of EP's that find their way to the Beer City's music machines are standard favorites, according to Barney Kuehn, of the Music Mart. "The Honor Roll of Hits" issued by RCA Victor on EP disks has proved popular. Interestingly enough, says Kuehn, who has built a considerable operator following, the operators who give careful study to their selection of records are invariably those who favor the EP's.

"Mood music for toney cocktail lounges and restaurants are the best spots for EP's," according to one operator. The higher cost of EP disks, another operator reported, was quickly amortized because of the greater number of plays.

One operator bought several Glenn Miller EP albums, split up the records among his top locations, alternating each disk monthly and received profitable results in each spot. Now he's mulling plans to use other albums featuring other name disk artists.

Operators have also found that the EP delivering twice as much music for the same price is an effective tool to use in switching a location to dime play.

THE BILLBOARD INDEX

ADVERTISED USED MACHINE PRICES

MUSIC MACHINES

	Issue of Dec. 18	Issue of Dec. 11	Issue of Dec. 4	Issue of Nov. 27
AIREON				
Aireon Manhattan	\$50.00	\$50.00		
AMI				
Model A	129.00 135.00 165.00	129.00 135.00 165.00	\$129.00 135.00 165.00	\$129.00 165.00
Model B	225.00 250.00	225.00 244.50 250.00	225.00 250.00	195.00 250.00
Model C	250.00(2) 275.00(2)	250.00(2) 275.00(2)	250.00(2) 275.00(2)	215.00 250.00(2) 275.00
Model D-40	300.00 329.00 350.00 375.00 385.00	300.00 329.00 350.00 375.00 385.00	299.50 300.00 329.00 350.00 375.00(2)	325.00 329.00 375.00(2) 385.00
Model D-80	450.00(2) 469.00 485.00	425.00 450.00(2)	425.00 450.00(3) 495.00	450.00(3) 469.00 485.00
EVANS				
Constellation	240.00	240.00	195.00 225.00 240.00	225.00 240.00
MILLS				
Constellation	175.00	175.00	-79.50 175.00	175.00
ROCK-OLA				
1422	99.00	99.00	110.00	50.00 110.00
1426	110.00	110.00	125.00	125.00
1428			149.50	125.00
1432			249.50	
1434	325.00	325.00	325.00	325.00
1436 Fireball 45 RPM			350.00 389.50	325.00 375.00
5052		325.00		
SEEBURG				
M 100-A (78 RPM)	375.00(2) 395.00 450.00 495.00	375.00(4) 395.00 495.00 495.00	375.00(4) 395.00 450.00 495.00	375.00(2) 425.00 445.00 495.00 575.00(2)
M 100 B	500.00 525.00 565.00	500.00 550.00 565.00	525.00 550.00(2) 565.00	
M-100-C	625.00 650.00 675.00	625.00 650.00 650.00(2)		
146	89.00 110.00	89.00 110.00	79.50 89.00 110.00 49.50	89.00 110.00
146 H			89.50 119.00	50.00 75.00 119.00
147	119.00	119.00		150.00
148			110.00	150.00
148 M	95.00 149.00	95.00 149.00	95.00 149.00	95.00 149.00
148 ML	159.00	159.00	159.00	125.00 159.00
WURLITZER				
1015	75.00 100.00	65.00 74.50 75.00 130.00	65.00 75.00 87.50 89.50 130.00	75.00 87.50 89.50 95.00 130.00
1017			69.50	
1080	99.00	99.00	99.00	99.00
1100	195.00	195.00	225.00	195.00 225.00
H 1217	159.00	159.00	159.00	159.00
1250	250.00 265.00	250.00(2) 265.00	250.00 265.00	250.00 265.00
1250 Hideaway		265.00 134.50		
1400	395.00(2)	350.00 395.00(2)	395.00(3)	390.00 395.00(2)
1450	395.00	395.00	395.00 450.00	395.00 450.00

COIN MACHINE NEWS QUIZ

Did you read these exclusive industry news items published in The Billboard—and only in The Billboard—last week?

- **NEED FOR COPYRIGHT STUDY** by Fact-Finding Commission to be appointed by the President explained in last of planned series of editorials by The Billboard. Points out importance of exploring reasons for juke box operator's viewpoint. Fact-Finding Commission would be able to go beyond organized groups in both juke box industry and licensing organizations to better understand problems and opinions of both groups. (Page 1, The Billboard, December 18.)
- **JUKE BOX EXPORTS** hit all-time high for eight months. U. S. Department of Commerce figures just released show dollar volume up 84 per cent over same period last year. Explains what is predicted for total year, significance of booming coin export market. (Page 57, The Billboard, December 18.)

- **DIME PLAY TREND ROLLS.** Omaha music operators take action. Complete details of discussions, plans to date. Dime play catching on at Hartford, Conn. Detroit operators launch public relations drive to explain 10-cent juke box play. (Pages 57, 58, The Billboard, December 18.)
- **MUSIC OP GROUP GETS INSURANCE PLAN.** Believed to be first health insurance program entered into by a music operator's association. Agreement details, costs given. Benefits cited. (Page 58, The Billboard, December 18.)
- **DETROIT DISK JOCKEYS** given associate memberships in the Motor City's music operators' group. Explains story behind action. Points up how co-operation of local deejays, recording artists and music operators has built far-reaching youth program. Page 57, The Billboard, December 18.)
- **OHIO PIN OPS WIN COURT VICTORY.** History of battle reviewed, significance of court action explained. What it means to pinball game operators. Main arguments on both sides pointed up. Future action to be taken. (Page 67, The Billboard, December 18.)

Gets Juke Box-Disk Vender

• Continued from page 57

of the location owner has been that the juke box, while it may bring in teen-agers, doesn't bring in spenders. The youngsters take long intervals between sips of their Cokes and do a lot more listening than purchasing.

The combination juke box-record vender, Kresberg maintains, could develop these stops as record outlets, with the playing of the juke box serving as paid sampling and the disk vender playing the part of the clerk.

Supermarkets, too, would be opened up as juke box locations, according to Kresberg. He pointed out that some food chains have already begun selling disks and therefore realize the market potential.

Whet Appetites

However, he added, the combination machine would allow the outlet to not only sell disks, but to whet the appetites of the customers and get paid for doing so.

For an operator running a music and disk-vending operation, a two-commission structure would be required. Current juke box commissions generally range from straight 50-50 splits to various front money deals, with the first specified number of dollars going to the operator and the split working after the minimum has been reached.

However, on a record vending operation, any such commission arrangements would be out of the question. Commissions on records would probably be between 20 and 25 per cent, with the usual 50-50 deal working on the juke box portion of the combination.

If the combination unit ever gained widespread popularity, it might necessitate a drastic shake-up of existing distributor and one-stop relationships with operators.

The large operator would no longer be purchasing records for just a few hundred juke boxes. He might be a record distributor himself, with his juke box locations acting, in effect, as retail record shops.

Another possibility is the utilization of existing record shops as juke box outlets. Kresberg feels that by use of earphones, a patron could hear the record on a juke box before he makes up his mind to purchase. The juke box could operate on standard coin play or else offer portions of the tune on free play.

In this event, the record store would handle the disk sale, with the juke box operator servicing the machine on either a percentage or lease basis.

License Fees

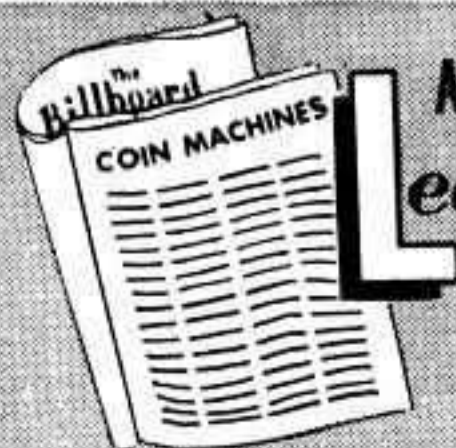
• Continued from page 57

above 25, plus a payment of \$30 per machine, the new law calls for a flat payment of \$50 for every phonograph above the first 25. The net effect is the same—a straight \$50 tax on each machine.

One section of the new ordinance gives operators a distinct advantage. It provides that location owners, who buy their own juke box, must purchase a license costing \$77.65 for each. The old ordinance set the price at only \$30.

IF YOU MISSED READING THE DECEMBER 18 ISSUE OF THE BILLBOARD YOU MISSED THESE AND OTHER IMPORTANT NEWS STORIES AND FEATURES. ALL OF THESE STORIES WERE EXCLUSIVE IN THE BILLBOARD.

Only The Billboard Gives You News While It's New



A Continuing Story of Leadership in Action

PUSH-BUTTON SANTA

New Vender Sells All Package Items

Continued from page 1

substitute a gold set the following week. If the silver set, say, does three times the business as the gold set, not only will the silver set gain a spot on the vender, but it will also serve as a basis of selection for over-the-counter sales. The same tests would be run on candy brands, etc.

Prices are generally a few cents higher than at retail counters, but

Dairymen Told Venders Cut Milk Surplus

ST. PAUL, Dec. 18.—Increased use of milk vending machines was cited as one of two major methods of reducing the huge dairy surpluses of the nation at a meeting of processors and merchandisers of milk and school administrators Monday (13) in the State Office Building here.

The session was called by the Minnesota Department of Agriculture and was told of the role of milk vending units by several speakers.

A. R. Taylor, supervisor of the school lunch program for the Minnesota department of education, said that milk vending units could be used in schools to help overcome refrigeration shortages which are becoming acute.

Promotion

Lloyd Brandt, of the State agriculture department, declaring the dairy industry's problem is one of [\(Continued on page 65\)](#)

1955 May Be Best Year for Frozen Orange

NEW YORK, Dec. 18.—W. King Kendrick, general sales manager of the Pasco Packing Company, Tuesday (7) predicted that 1955 would be the best year yet for both advertised and unadvertised brands of frozen orange juice.

Speaking before members of the Eastern Frozen Food Association at the Belmont-Plaza Hotel here, Kendrick said that based on the present 96,000,000-box crop estimate [\(Continued on page 65\)](#)

Greene Cites Gains In '54; Looks Ahead

NEW YORK, Dec. 18.—Robert Z. Greene, president of the Rowe Corporation, summed up the 1954 advances in automatic merchandising and took a rosy look ahead into 1955 this week.

Said Greene: "The vending industry's gross sales this year soared to approximately \$1½ billion, over the estimated \$1½ billion that was predicted last year."

Some of the merchandising ideas that will help boost the gross even higher include outdoor milk venders, robot cafeterias, store front venders, etc., Greene declared. "Already on the industry's drafting boards for 1955 are 24-hour-a-day roadside vending machine diners where motorists will be able to buy complete snack meals," he said.

Milk Makes News

Cigarettes, soft drinks and candy continued to lead vending sales, Greene pointed out. "But milk made the biggest news of the year, with some 16,000 milk venders (many of them outdoors at gas stations, bus stops, suburban street corners, etc.) opening up a \$22½ million 'impulse market' for the dairy industry."

considering that they cover mailing, gift wrapping and insurance—in addition to convenience—they are in line with retail competition. The dime is a service charge.

A Union News executive said the firm had given serious thought to the possibility that persons would fail to put in money and claim they did, or else send too little to cover the order.

However, taking a leaf from the mail order firms, the firm plans to trust the public. Mail order houses report that people are generally scrupulously honest in sending in the proper amounts, particularly when they sign their name.

Little Risk

The official said the risk of being short changed to any degree is negligible. He added that the risk is no greater than in any retail business.

When the units were first placed in the railroad stations Tuesday (14), attendants were on hand to pass out pamphlets explaining the workings of Giftagraph. Some 10,000 were handed out in a couple of hours. The attendants also stood by to trouble shoot and answer questions.

Operating Problems

Considering that many customers have trouble operating a simple cup drink machine, Union News officials were a bit concerned as to how much of a problem a fairly [\(Continued on page 65\)](#)

Celebrate 1st Yr. at New Mills Plant

ST. CHARLES, Ill., Dec. 18.—The Bert Mills Corporation celebrated its first birthday in its new \$750,000 plant Friday (10).

A plaque was presented to Bert Mills, head of the firm, by his staff. Mills officiated at the cutting of the first anniversary cake, and everyone was served cake—and, of course, coffee from the firm's machines.

The firm is currently turning out close to 1,000 machines a month, Mills announced. The year-old plant includes office and plant areas, research and engineering laboratories and executive offices.

Dr. Pepper Names Kempton, Philp to Key Sales Posts

He ventured: "These added sales are likely to double in 1955, and may eventually wipe out the entire milk surplus."

Another dairy product given more distribution by venders was ice cream. "Venders sold an estimated \$20 million worth of ice cream this year," Greene declared.

New developments of Rowe and the industry this year were highlighted in Greene's year-end review:

1. Conversion of venders (still in its early stages) from "passive" to "active" salesmen to stimulate purchases. (Greene had reference to Rowe's miniature record player which gives a "voice" to cigarette venders and scheduled for use with milk venders next year.)

2. Robot restaurants in some 150 industrial plants thruout the nation; also in schools, on railroad diners.

3. Introduction of store front vending in New York City's Mayflower Coffee Shop. Packaged doughnuts sold thru a Rowe-designed vender built into the store window.

4. Production of three-price, larger capacity cigarette machines.

Lennox Offers Theater Front For V-2000

CHICAGO, Dec. 18.—Lennox Manufacturing Company announced a theater model of its four-selection V-2000 cup vender this week. Don Reynolds, vice-president, said the unit would be made available for delivery the first week in January. A "nominal extra charge" will be made over the regular \$1,465 price.

The theater model features a 24 by 32-inch lucite panel on its upper front panel. A 13 by 22-inch color transparency (from an actual photograph) of a mountain scene is centered in the panel, between two layers of lucite. The full panel is illuminated from the rear by a fluorescent tube. Metal framing protects the panel, which extends 2½ inches from the front of the vender.

Selector buttons will be arranged horizontally beneath the panel, below illuminated rectangular flavor cards in the panel itself. Flavor cards may be changed by opening the top-hinged plastic panel.

Reynolds said that an assortment of different outdoor scenes, via color transparencies, designed to accent the soft drink refreshment theme will be offered.

CIGARETTE VENDING

Service Keynotes Denver Op's Rise

DENVER, Dec. 18.—Service, plus a sharp eye for location improvements, has been the success formula in cigarette vending for Sam Cohan, operator of Columbine Cigarette Sales Company.

Cohan, active in the Denver cigarette vending business over 15 years, has built a string of 175 machines. Landing every Columbine location himself, Cohan stays close to the location owner's needs and problems.

"Cigarette vending salesmanship doesn't stop with simply loading the machine on location," says Cohan. "The operator can't expect a busy restaurant owner or tavern operator to find time to boost cigarette sales."

Op's Methods

"He can analyze the problem, take his own corrective action, and in this way look after the salesmanship as well as the service end of the matter," says Cohan.

Using these methods, Cohan got his start in the cigarette vending business. Fifteen years ago he was a service station owner in suburban Denver. Business was tough

FCM May Shift Op Finance Plan, Aim At Mach. Promotion

Citrus Group Mulls Program to Set Up Locations; Cartons, Canned Drinks Mullled

NEW YORK, Dec. 18.—Florida Citrus Mutual, a grower organization dedicated to the promotion of the Sunshine State's orange and grapefruit crops, may discontinue its vending operator finance plan and substitute a location promotion effort.

Kenneth O. Ekelund, captain, U. S. Navy (Ret.) and special representative of FCM's dispenser and beverage division, was in New York this week to investigate the possibility of shifting the finance program to a credit organization, thus allowing FCM to devote its funds and efforts to opening up locations for vending operators.

While in this area, Ekelund visited Paul Sullivan, sales manager of Snively Groves, with which FCM has been working very closely. The Snively unit is the only vending machine designed specifically for dispensing whole orange juice in bulk.

Ekelund emphasized that the proposed discontinuance of the finance plan in no way means that FCM is losing interest in vending.

On the contrary, he pointed out, [\(Continued on page 55\)](#)

Fairs, Parks New Vending Milk Outlet

KANSAS CITY, Mo., Dec. 18.—How can six milk venders sell 10,000 half-pint cartons in four days?

George Bush and Chan Laube, partners of B & L Concessions, found out with six milk machines at the annual convention of the Future Farmers of America convention here last October.

Food concessionaires Bush and Laube operate at some 12 fairs in a 10-State territory. In addition, they operate food concessions at livestock shows, amusement parks, circuses and ballparks.

They were a little reluctant to operate venders, but finally decided to try three machines at the FFA show here. On the second day they added three more.

B & L has operated food con- [\(Continued on page 66\)](#)

Tobacco Group Picks Officers

PASADENA, Calif., Dec. 18.—The Southern California Association of Tobacco Distributors announced this week the election of new officers and directors for 1955.

Elected were Herb Horvitz, president; Arthur Kofsky, secretary; Robert Kennedy, treasurer; Louis Hoyle, Irving Liezerowitz, E. J. Manker, Irvin Part, Ben Weissman, directors.

The president, secretary and treasurer are also directors. Joseph Mittler, past president, will be an ex-officio member of the Board when his term expires December 31.

At a meeting October 19, a committee was selected to represent the association in mapping a legislative program for the coming year, with the tobacco tax threat as first order of business. Committee members are Horvitz, Kennedy, Kofsky, Mittler and Part. Northern California wholesalers have a similar committee.

NAMA Resumes Regional Meet Program for 1955

CHICAGO, Dec. 18.—National Automatic Merchandising Association has announced a return to the regional type meeting program for 1955, in favor of smaller area gatherings as held last year.

According to Tom Hungerford, regional meeting chairman, nine meetings in as many key cities are being scheduled. He said the entire program would be designed around a new and different series to make it even more convenient—and informative—for operators to attend.

Highlighting NAMA's 1955 regional meet plans:

1. A "package" type program that will encourage full participa-

tion by operators, regardless of their size or product line.

2. A nationally prominent management counsel at each meeting who will deliver a "vitaly important message to every operator who wants to keep control of his business."

3. Appearance of successful representatives of the industry to detail "how to build profits."

4. Showings of the industry public relations movie, "At the Drop of a Coin."

5. A Saturday-Sunday schedule for every meeting to enable operators to attend all sessions and return home within the same weekend.

Dates and cities will be announced shortly, Hungerford said.



VICTOR'S SUPER V

The Ideal Capsule Vendor

Featuring the Greatest Earning Power Ever Built into a Bulk Vendor . . . at 1c, 5c or 10c Play.

Cabinet of two-tone solid oak—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

With Your VICTOR Distributor for NEW and OUTSTANDING CHARMS for Bulk and Capsule Vending

KEEP IN TOUCH

The World Famous STANDARD TOPPER

That attractive ensemble—is finished in smooth, hard Duranite 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 Nearest VICTOR Distributor

VICTOR VENDING CORP.

5701-13 W. Grand Ave. Chicago 39, Illinois



CIGARETTE AND CANDY MACHINES!

All machines vend King Size and Standard Brands in all columns—including matches. Can be set for either 25¢ or 30¢ operation. (\$5.00 additional for 30¢ vending.)



Christmas Specials!

DuRENIER CHAMPION

9 Cols., 420 Cap. \$87.50

ROWE CANDY MERCHANT

with changer maker 7 Cols., 158 Cap. \$165.00

UNEEDA CIGARETTE VENDORS

Model E, 4 Cols., 180 Cap. \$ 75.00
Model E, 12 Cols., 300 Cap. 90.00
Model 500, 9 Cols., 350 Cap. 100.00

ROWE CIGARETTE VENDORS

Imperial, 6 Cols., 180 Cap. \$ 85.00
Imperial, 8 Cols., 240 Cap. 90.00
President, 8 Cols., 320 Cap. 130.00
Crusader, 8 Cols., 380 Cap. 145.00
Diplomat Electric, 8 Cols., 340 Cap. . . . 165.00

CANDY MACHINES

U-Select-It, 74 Cap., Wall Model \$ 52.50
Stoner Candy, Prewar, 140 Cap. 135.00

Our Paints are VENERIZED. Prevents Peeling, Flaking & Rusting.

SODA and COFFEE MACHINES. Coca-Cola Bottles Vendors—Cup Drink Vendors—Coffee Vendors. WRITE FOR INFORMATION

All Equipment Unconditionally Guaranteed. Trade Prices. 1/3 Dep. Bal. C.O.D.

UNEEDA VENDING SERVICE, INC.

"The Nation's Leading Distributor of Vending Machines" NEW . . . RECONDITIONED LIKE NEW
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GRAFF VENDING SUPPLY CO.
2817 WEST DAVIS
DALLAS, TEXAS
or Call
YALE 8323 For

THE GOLDEN ARROWHEAD

The American Boy's Favorite Collector's Item. Beautiful bright colors in plastic. May be used in bulk, rocket or capsules. Suggest best results may be had in capsule with key chain or with silver bullet or with ear clip.

Arrowhead and slingshots terrific combination. They shoot extremely well with the slingshot. Just hook the band under the beard of arrowhead and—WHAM!!—A BULL'S EYE!!

In Gold Finish \$ 7.50 M
In Plastic Colors 5.00 M
With Chain in Capsule 16.90 M
Slingshot in Bulk \$ 8.75 M
Slingshot in Bulk Unassembled
With Rubber Band Furnished 7.75 M
Slingshot in Capsule \$16.00 M

All prices: F.O.B. Dallas
Write or call for 50 M lot prices on Arrowheads.

VEND—PUBLISHED BY THE BILLBOARD

HUNDREDS OF MONEY-MAKING VENDING IDEAS

Cost you a fraction of a cent a piece—when you subscribe to Vend—the magazine of automatic merchandising! Fill in—tear-out—mail today!

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1 year at \$4. 3 years at \$7.50.
(Foreign rate, one year, \$8)

860

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Address

City Zone State

Occupation



YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

Service Keystone of Op's Rise

• Continued from page 63

and was pleased enough with the results to add another.

Vending Full-Time

When the opportunity came to buy 20 machines on a long-term-payment basis, Cohan realized that he had in effect changed businesses and he sold the service station to devote full time to vending.

Within the next two years he added four candy machines and another dozen cigarette machines, operating from his home and using the family automobile for delivery of stock and a rented truck to move the machines.

"It's been a long, slow, uphill pull all the way," Cohan says. "I have added as few as one machine at a time, or a dozen, according to route prospects. For this reason, availability and need being the guiding factors, I now have at least one of almost every make of venter."

Cohan has found that it is good personal service and accommodation to the location owner which mounts up to cigarette vending success.

Service Key Factor

"All of us have the same lines

of cigarettes to offer, good machines and similar advantages," he points out. "Thus, the only difference between the success of one company and the next can often be the location owner's appreciation of the service and good will they receive from the operator."

It is in the matter of stepping up sales on established locations that Cohan has produced his most outstanding results. He keeps a close pulse on business trends thruout the city on a neighborhood basis. If a new factory goes up or an existing one expands, bringing more employees into the locale, Cohan is quick to offer machine installation.

When sales fall off at an established spot, he makes an immediate effort to establish the reason. In many cases the factors are beyond his help, but he often makes a survey and passes his ideas along to the location owner. In one bar, for example, Cohan was surprised to find the owner operating without a juke box or any kind of music whatsoever, despite the fact that there was a huge brick plant, employing 500 persons, only a block away.

Noting that there was a large percentage of men of Spanish extraction in the brickyard, Cohan suggested that the owner not only install a phonograph, but put in a lot of Latin records as well. This, the location owner eventually agreed to do, and his own volume more than doubled, with a proportionate increase in the sale of cigarettes.

"Help the location owner out by telling him what the typical customer's attitude is toward his location," advises Cohan. "Make any helpful suggestions applicable and see to it that the cigarette venders have an opportunity to capitalize. There are many opportunities to be of service."

Milk Vending For Experts, Says Operator

DETROIT, Dec. 18.—Milk vending is for the vending operator specializing in milk, not the diversified operator nor the dairy.

That's the opinion of Alex Kramer, head of Dairy Automatic Company here, long-time milk vending operator.

According to Kramer, the dairy does not have either the equipment or the technical know-how to handle milk, and the diversified vending operator does not have the margin to work with to make a milk vending operation profitable.

"Our secret (for success) in milk vending," Kramer explained, "is that we operate our own milk trucks and operate essentially in the same way as a dairy except that we buy milk in packaged form."

"The big opportunity for milk vending lies in schools," Kramer declared. Kramer, whose firm has specialized in milk vending field for several years, with locations in schools and plants, believes that the current federal \$50 million school milk subsidy program will go a long way in stimulating milk vending.

The basis of the present milk subsidy program is a bonus for schools which have already qualified for a regular government subsidy and which show a suitable increase in milk consumption. In a school running 1,000 units a month, for example, the standard subsidy payment had been 1 cent per unit or \$10. But a doubling of consumption to 2,000 units would mean that the extra 1,000 units (half pints) would rate a subsidy of 4 cents apiece or \$40 extra.

In one suburban high school where Dairy Automatic has a machine under this plan, there is no school cafeteria. Regular daily sales were running 60 half pints prior to installation of the machine—so that the school was receiving an average 60 cents per day subsidy payment.

But the vender stepped up sales to 200 units per day average and the school gets 4 cents on the additional 140 units or a total subsidy payment of \$6.20 per day.

Tablematic Gets Maize License

WINNIPEG, Dec. 18.—Tablematic Limited here has been licensed by Maize Industries, Chicago, to process and market Kor-Chees and Karmelletes. The Canadian firm was organized as an automatic merchandising operator, marketing American snack items in Canada.

Entry of the company in the food processing field is in line with its policy of integrating manufacturing and selling activities to promote the firm's own branded products in Canada.

Seven Up Proposes 600G Stock Issue

WASHINGTON, Dec. 18.—Seven-Up Bottling Company, Los Angeles, hopes to raise some \$600,000 for completion of its warehouse facilities at Sun Valley and expansion of its plant in Los Angeles by selling 19,767 shares of capital stock to present stockholders, the Securities and Exchange Commission disclosed this week.

Donald K. Washburn, the firm's president, has told the SEC he will buy 11,465 shares, the limit he can take under the ratio of one new share for every four shares already held. Price of each new share will be \$32.50.

Sunshine Profits Top 1953 Total

NEW YORK, Dec. 18.—Hanford Main, president of the Sunshine Biscuits, Inc., this week predicted the 1954 net profit for the firm may be as high as \$6 a share and should at least top the \$6,018,029 or \$5.89 a share of 1953.

Sunshine, a supplier to the vending trade, is one of the nation's leading producers of biscuits, crackers, cookies, pretzels and candies.

Main said that sales this year should be slightly ahead of the 1953 volume of \$120,327,374.

Pinball Levy Passes

FREDRICKTON, N. B., Dec. 18.—The City Council here has voted to levy taxes on pinball machines. Earlier this year, the Supreme Court of Canada had ruled that the games were legal in New Brunswick.

Shipments of glass containers during October totaled 10,345,000 gross, down 6 per cent from shipments in October a year ago, according to the Commerce Department. October shipments of returnable beverage bottles totaled 268,000 gross compared with 419,000 gross in October last year, while shipments of non-returnable beverage bottles amounted to 57,000 gross compared with 93,000 gross a year ago.

AT GUGGENHEIM'S



FIRE HYDRANTS VACUUM PLATED FINISH

SILVER OR GOLD . . . \$12.50 thou.
RED PLASTIC \$7.50 thou.

FILL YOUR OWN CAPSULES

- 1000 mixed vacuum plated and red hydrants
- 1000 key chains
- 1000 empty capsules

\$20.00

FILLED CAPSULES

1000 mixed vacuum plated and red hydrants with key chains in capsules

\$22.50

F.O.B. New York

FULL LINE OF GUGGENHEIM CHARMS, KEY CHAINS AND EMPTY AND FILLED CAPSULES! See your distributor or write



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BALL and VENDING

GUMS LOW Factory Prices

BUBBLE • CHICLE CHLOROPHYLL and TAB

Bubble Ball Gum, 140-170 & 210 ct. 25¢ lb.
Chicle Ball Gum, 130 ct. 34¢ lb.
Clor-o-Vend Ball Gum 40¢ lb.
Clor-o-Vend Chicks, 320 ct. 40¢ lb.
Chicle Chicks, 320 & 520 ct. 36¢ lb.
Bubble Chicks, 320 & 520 ct. 30¢ lb.
Tab (short stick), 100 ct. 38¢ lb.
F.O.B. Factory, 150 Lb. Lots

AMERICAN CHEWING PRODUCTS
4th & Mt. Pleasant • Newark 4, N. J.



VICTOR'S TOPPER

1¢ BALL GUM MACHINE \$12.50 each \$12.00 100 or more

VICTOR'S SUPER V CAPSULE VENDOR

\$17.95 each \$16.95 each — 100 or more.

FILLED CAPSULES

Assorted Mixture \$14.00 per box of 700 Write for prices on gum and charms for 1¢ machines.

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2611 Hale Ave. Louisville 10, Ky.

READY FOR DELIVERY NOW!

OAK'S NEW "400" CAPSULE VENDOR

R. R. WHITEHEAD
1075 Woodland Avenue S. E.
Atlanta, Georgia

GIVE TO DAMON RUNYON CANCER FUND



We Have Newer CHARMS!

- NEW DESIGNS
- NEW IDEAS
- NEW FINISHES

send 35¢ Complete Sample Kit

National Sales Agents for ACORN CHARM VENDOR parts and accessories

Quality filled Capsules, F.I.B. Badges, Flicker Action Pictures, Initial, Military, Cameo and Jewel Rings.

PENNY KING COMPANY
2538 Mission Street Pittsburgh 3, Pa.

Dairymen

Continued from page 63

"under consumption" rather than "over production," pointed out the "real answer is in promotion," and cited to milk venders as an important aid in such undertaking. Milk vending units, he said, can become "big business." Brandt told the group he favors placement of a milk vending unit alongside every beverage dispenser now on location, whether in schools, offices, factories or clubs, to give the customer "an opportunity to choose."

Jack Riel, of the Vendo Company, Kansas City, Mo., said milk vending units would make the product "available at all times wherever the demand is great enough to support a dispenser." By doing so, he emphasized, milk sales would be made where they never were made before, thus opening up new markets for the product.

Opportunity in Milk

Gene White, of Hopkins, Minn., representing Champion Steel Maid Vending Company, told the session that of the 2,750,000 vending units in operation thruout the United States only 12,000 or 14,000 handle milk.

"Given the opportunity," White said, "milk will sell favorably against any other beverage and, in most parts of the country, at competitive prices."

According to White, automatic vending of quarts and half gallons of milk "offers the greatest challenge the dairy industry has had." Such a business, he said, could supplement changed home delivery routings and has a big potential in residential neighborhoods by location of machines either outdoors or in a semi-outdoor spot. Such dispensers, he said, could unload large amounts of milk regularly and would be in addition to the dispensing of half pints and pints by vending units.

Frozen Orange

Continued from page 63

mates, the Florida orange concentrate pack should exceed last season's 65,000,000-gallon record by about 10 per cent.

The 12,500,000-gallon carryover in the hands of packers, he said, is only slightly more than the amount needed to insure a smooth flow of distribution until the next pack reaches retail outlets.

Five Brands

Harold C. Dick, national sales planning manager of the Minute Maid Corporation which recently bought Snow Crop (The Billboard, December 11), said that this year's five advertised brands accounted for 45 per cent of all concentrate purchased.

The balance, he said, was split among the 112 unadvertised labels. But, he added, there is room in the industry for both brand types.

Nearly 20 per cent of all the frozen concentrated orange juice produced will be consumed in New York, according to C. C. Rogers, executive vice-president of the Market Research Corporation.

Vending Op Loses Court Battle

MIAMI, Dec. 18. — Supreme Distributors lost a court decision this week but the case made front page headlines in the local papers.

A jury in Civil Court of Record, presided over by Judge David J. Heffernan, reported it was hopelessly deadlocked in considering the suit brought by Supreme against the owner of a bar. The coin machine company claimed \$175.61 was due on a \$200 advance for a cigarette vending machine location.

Judge Heffernan discharged the two jurors who couldn't agree, and got attorneys for both sides to accept the verdict of the other four. Neither side knew which way the four jurors had decided, Judge Heffernan said, so they readily agreed to accept the majority verdict without appealing to a higher court.

Unfortunately for Supreme, the four jurors came in with a verdict for the defendant.

FCM May Shift Finance Plan

Continued from page 63

any shifting of the financial role to a credit firm would allow FCM to play a more direct part in the actual expansion of the industry.

The FCM finance plan, which has been in full operation for little more than a year, provides for a \$1,000,000 fund for operator loans for the purchase of vending equipment. Loans are made thru the Florida National Bank of Jacksonville, a DuPont chain.

The current method of operation is for the manufacturer getting the order from the operator, sending the credit request to FCM, and FCM approving the loan which is made thru Florida National.

1,000 Financed

To date, according to Ekelund, about 1,000 venders, mostly Snively and the Rudd-Melikian unit which vends coffee and orange juice, have been financed thru the plan. However, FCM estimates that for every one machine so financed, another five venders have been placed on location by normal expansion.

Ekelund said that FCM does not plan merely to junk the finance plan. He intimated that it would continue until a responsible organization could be found to continue it.

FCM's plans, continued Ekelund, will not be limited to the promotion of orange juice in cup vending. The group has more than a casual interest in the latest phase of orange juice packing—in half-pint and quart Canco containers—and Ekelund said FCM is willing to consider financing and promotional aid for vending operators to dispense orange juice in packages. He added that any effort to vend whole orange juice in six-ounce can venders will receive the same consideration.

Ekelund added that FCM is ready to work with dairies handling carton orange juice for vending operations as well as diversified operators with can juice locations.

Meanwhile, the joint campaign of FCM and Snively in getting bulk orange juice venders on Navy ships is bearing fruit. Ekelund revealed that Snively juice venders are currently on three ships of the Military Sea Transport Service, and that the vender has been electronically cleared by the Navy Department.

Ekelund said the venders on ship were purchased outright by the ship stores office, but added that most shore installations would be placed by operators, with the Navy receiving commissions on sales. The only probable exceptions, he added, would be isolated bases, where operator control would be impractical.

Push-Button

Continued from page 63

complicated set of instructions would involve. So far, there hasn't been much trouble.

An illuminated sign atop the vender tells the customer he may send a gift to anyone anywhere in the United States. Prices of items are marked on the display window, with a code number beside each item. A diagonal writing surface is provided in the top center section of the machine, with complete instructions appearing behind a glass enclosure.

The writing and instruction area is away from the vending area to alleviate congestion and to give the potential purchaser a chance to study the ground rules before committing his dime.

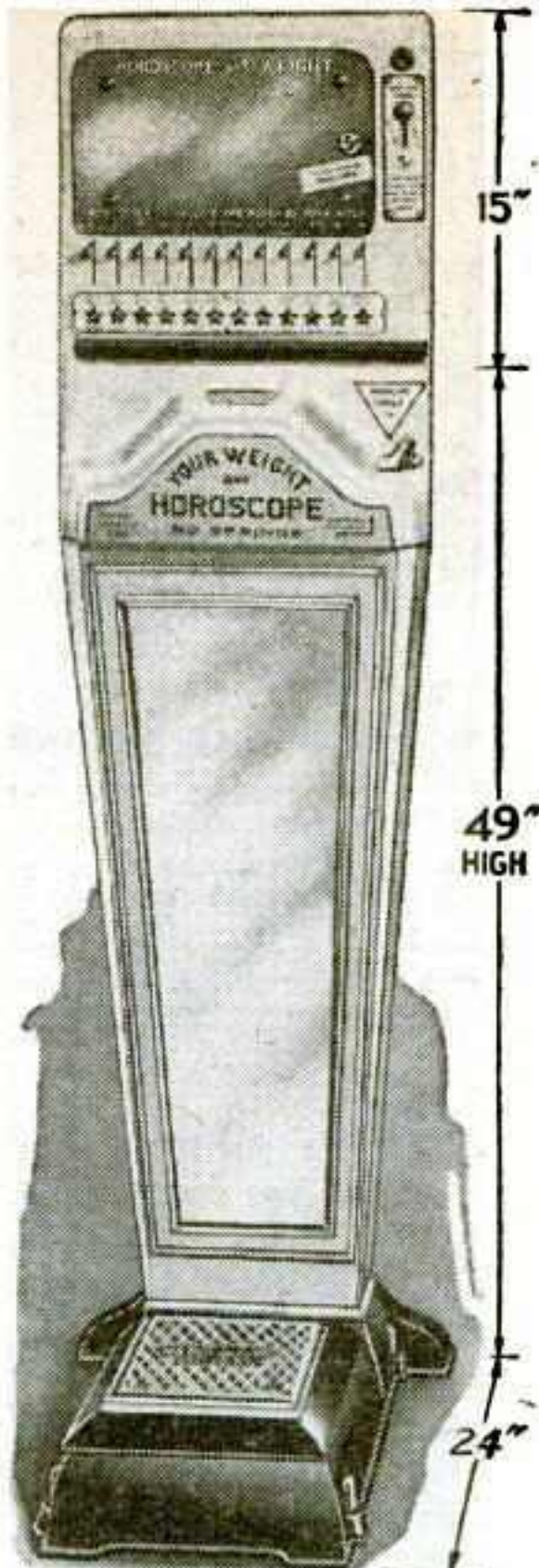
Price Ranges

Items currently displayed range in price from \$2 to \$11, with a five-pound box of Whitman Samplers selling for \$5.50, a Parker pen set for \$9.50. Other items include highball glass sets, toys, toilet articles and watches.

Locations

At Grand Central the vender is on the upper level, West end, off Vanderbilt Avenue. At Pennsylvania Station it is on the upper level at the double doors leading to the main concourse. Both locations are in the most heavily trafficked sections of the stations.

While the customer is usually able to purchase items identical to those vended in the Giftagraph at nearby counters, speed and convenience of the vender will be emphasized. It takes the customer about two minutes to make the complete purchase, with the trouble of gift wrapping, buying stamps and mailing all done for him.



15" WIDE
49" HIGH
13" WIDE

5¢ HOROSCOPE SCALE

TOP OF SCALE PAYS BIG DIVIDENDS . . . NOW YOU CAN REALLY MAKE MORE MONEY operating scales because you get 5c as well as 1c.

\$25.00 DOWN
BALANCE \$10.00 PER MONTH

WATLING MFG. CO.
4650 W. Fulton St., Chicago 44, Ill.
Est. 1885
Telephone: Columbus 1-2772
Cable Address: WATLINGITE, Chicago

ELECTRIC MONEY MAKER!

Famous ACME ELECTRIC MACHINE

Sample . . . \$24.35
2 to 11 . . . 19.50
12 to 49 . . . 18.25
Bracket . . . 1.00
Floor Stand . . . 5.00

1/2 deposit, bal. C.O.D. F.O.B. N. Y.

Vibration is the law of life. The medical profession has placed its sanction on the employment of electric and vibratory treatment for many ailments. The Acme Electric produces an electric vibratory current which can be increased at will indicated by pointer on dial. Also one of the best amusement devices. Uses only one dry battery, usually good for 1500 to 3000 plays.

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Distributors of Advance Vending Machines
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HELP YOURSELF TO MORE VENDING PROFITS



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More vending men in all phases of the industry are using the money-saving, money-making ideas in VENDOR every month—to insure profits—to be up to date on every important development in the field.

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Occupation

MANDELL GUARANTEED USED MACHINES

N.W. DeLuxe 1/2 & 5¢ Comb.	\$12.00
N.W. #37 1/2 Porc.	7.95
N.W. #33 1/2 Porc. B.G.	6.50
Master 1/2 Bulk Porc.	6.50
Master 5¢ Bulk Porc.	6.50
Master 1/2 & 5¢ Bulk Porc.	6.95
Columbus 1/2 Bulk	6.50
Silver King 1/2 B.G. or Mds.	7.45
Silver King 5¢	7.45
Exhibit Post Card (Metal)	15.00
Advance #D 1/2 B.G.	6.45
Advance #11 Mds.	5.95

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen	\$.70
Pistachio Nuts, Vendor's Mix	.60
Pistachio Nuts, Sheik	.48
Cashew Whole	.58
Cashew Butts	.48
Peanuts, Jumbo	.40
Spanish	.33
Mixed Nuts	.55
Almonds, 480 ct., 5 lbs., vac. pk.	.85
Baby Chicks	.30
Rainbow Peanuts	.32
Boston Baked Beans	.32
Jelly Beans	.28
Licorice Lozenges	.28
Leaflets (similar to M & M), 550 ct.	.40
Assorted Fruit Charms, 100 ct.	.42

Rain Bio Ball Gum, 60 ct., 140 ct., 170 ct., 210 ct., 200 lbs. minimum, prepaid, per pound . . . \$.28

100 ct.30

Adams Gum, all flavors, 100 ct. . . .45

Wrigley's Gum, all flavors, 100 ct. . .48

Beech-Nut, 100 ct.48

Hershey's Chocolate, 200 ct. . . .1.40

Minimum Order, 25 Boxes Assorted.

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.

1/3 Deposit, Balance C.O.D.

NORTHWESTERN SALES AND SERVICE CO.
MOE MANDELL
446 W. 36th St., New York 18, N. Y.
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Here's the Capsule Vender that's Bringing the Big Money



Northwestern SUPER JET

THE HOTTEST MONEY-MAKER IN THE CHARM FIELD TODAY

★ Magic Flow Hopper for accurate vending of ALL capsules.

★ Giant capacity; wide open top for easy loading.

★ Distinctive three-dimensional display front.

★ Baked enamel or bright chrome-plated finish.

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Greetings to YOU AND YOU AND YOU and EVERYONE, EVERYWHERE Sam, George & Sid Eppy

GIVE TO DAMON RUNYON CANCER FUND



SOMETHING TO REALLY CROW ABOUT
 ★ Best for Easy Placing
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 ★ Best for Impulse Sales
VICTOR'S SUPER V
 CASE OF 4.....\$71.80
 25 CASES OR MORE
\$67.80



We have the largest and most complete assortment of filled capsules. Write for our price list.

CONFECTION SALES CO.

10008 St. Clair Ave. Cleveland 8, Ohio



Ready for Immediate Delivery
THE BIGGEST MONEY MAKING BULK VENDOR IN THE WORLD

THE OAK "400" CAPSULE VENDOR

Fool-proof, action activated, guaranteed to be the biggest profit maker in the capsule field. Designed to captivate attention, engineered to be absolutely trouble-free. Instantly convertible for tab or bulk vending.

EASY TO FILL: 400 CAPACITY
 WEIGHT: 7 LBS. HEIGHT: 17" WIDTH: 8"

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oak
 manufacturing company, inc.
 11421 Knightsbridge ave. • culver city, calif.

THE BILLBOARD INDEX
ADVERTISED USED MACHINE PRICES
VENDING MACHINES

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of Dec. 18	Issue of Dec. 11	Issue of Dec. 4	Nov. 20 Issue of
Acorn 1c, Ball Gum.....	\$10.00			
Acorn Crown Charm				
Vendor 5c.....	10.50			
Acorn Tab Gum (10 col.)...	21.95	\$21.95	\$21.95	
Acorn Vendor.....	14.95	14.95	14.95	
Advance Model D Ball Gum	6.45	6.95	6.45	\$6.45
Advance Napkin Vendor 5c..	17.50			
Advance No. 11 Mdse.....	5.95	5.95	5.95	5.95
Ajax Hot Nut 5c.....	39.50			
Andico Coffee Vendors.....				395.00
Asco Hot Nut 5c.....	7.50			
Atlas Bantam 5c.....	7.50			
Bradley Seniors (2 sel.)....				200.00
Cadillac Jr. 5c.....	7.50			
Columbus 46 G, 1c, B. G....	7.50			
Columbus 1c.....	6.50	6.50	6.50	6.50
Craig Ice Cream Bar.....	125.00	125.00	125.00	125.00
DuGrenier Adams (4 col.)...	14.50			
DuGrenier Adams (6 col.)...	17.50			
DuGrenier Champion (9 col.)..	87.50	87.50	87.50	87.50
DuGrenier Cigar (7 col.)....				75.00
DuGrenier Cigar (9 col.)....				95.00
DuGrenier Model W. (9 col.)..	125.00	125.00	125.00	125.00
Eastern Electric (8 col.)....	115.00	115.00	115.00	115.00
Eastern Elec. Cig. Vendor				
(8 col.).....	145.00	145.00	145.00	145.00
Exhibit Card Vendor, 1c....	15.00(2)	15.00	15.00	15.00
Foot Ease.....			129.50(late)	129.50(late)
Hupp Single Drink.....	110.00	110.00	110.00	110.00
Jewel Vendors 5c.....	10.00			
Keeney Electric (9 col.)....	145.00	145.00	145.00	145.00
Kleenex, 5c or 10c.....			49.50	
Master 1c & 5c.....	6.95	6.95	6.95	6.95
Master 1c.....	6.50	6.50	6.50	6.50
Master 5c.....	6.50	6.50	6.50	6.50
Master Novelty 1c.....	8.50			
Mills Candy (5 col.).....	50.00			
Mills Single Drink.....	150.00	150.00	150.00	150.00
Mills 3 Drink.....			15.00	
Mills Tab Gum.....				185.00
Minit-Pop.....	99.50	99.50		
National 930.....	95.00	130.00	95.00	130.00
National 950.....	110.00	145.00	110.00	145.00
Northwestern 33 Ball Gum..	6.50	7.50	6.50	6.50
Northwestern Deluxe				
1c and 5c.....	12.00	12.00	12.00	12.00
Northwestern Model 39, 1c..	7.95	8.50	7.95	7.95
Northwestern 49, 1c.....		17.35	17.35	
Northwestern 49, 5c.....	12.50	17.35	17.35	17.35
Northwestern Stamp.....		69.00	69.00	
Northwestern Tab Gum.....		25.95	25.95	
N. Y. Stamp.....	12.50			
N. W. Roll Type Stamp.....	45.00			
N. W. Standard, 1c & 5c..	8.50			
Pop Corn Sex.....	55.00			69.00
PX Electric (9 col.).....				110.00
PX (10 col.).....	110.00	110.00	110.00	
Razor Blade, 25c.....	19.50	19.50	19.50	
Regals Peanut 1c.....	7.50			
Revco Ice Cream Cup.....	125.00	125.00	125.00	125.00
Rowe Candy Merchant				
(7 col.).....	165.00	165.00	165.00	165.00
Rowe Crusader (8 col.)....	145.00	145.00	145.00	145.00
Rowe Diplomat Electric				
(8 col.).....	165.00	165.00	165.00	165.00
Rowe Electric (8 col.)....	95.00	95.00	95.00	95.00
Rowe Imperial Cig. Vendor..				55.00
Rowe Imperial (6 col.)....	85.00	85.00	85.00	85.00
Rowe Imperial (8 col.)....	90.00	90.00	90.00	90.00
Rowe President (8 col.)....	130.00	155.00	130.00	155.00
Rowe President (10 col.)...	155.00	155.00	155.00	155.00
Silver King Hot Nut 5c....	15.00			
Silver King 1c.....	8.50			
Silver King.....	13.95	13.95	13.95	7.45
Silver King 1c Ball Gum....	7.45	7.45	7.45	7.45
Silver King 1c Mdse.....	7.45	7.45	7.45	7.45
Silver King, 5c.....	7.45	8.50	7.45	7.45
Sneads.....	125.00	125.00	125.00	125.00
Stoner Candy (6 col.)....	135.00	135.00	135.00	135.00
Super-Vends (3 sel.)....	200.00	200.00	200.00	200.00
Uneeda Candy (5 col.)....	65.00	65.00	65.00	65.00
Uneeda Model E (6 col.)....	75.00	75.00	75.00	75.00
Uneeda Model E (12 col.)...	90.00	82.50	82.50	82.50
Uneeda Model 500 (9 col.)..	100.00	100.00	100.00	100.00
Uneedapak Model 500				
(9 col.).....	135.00	135.00	135.00	135.00
U-Need-a-Pak (5 col.)....	85.00			
Uneeda Model 500 (15 col.)..	110.00	110.00	110.00	110.00
U-Select-It.....	49.50	52.50	49.50	52.50
U. S. Postage.....	15.00			

G. P. Brauburger, PM Director, Dies

ELIZABETH, N. J., Dec. 18.—George P. Brauburger, 69, a board member of Philip Morris & Company Ltd., Inc., died Friday (10) at his home here. He had served on the board for 20 years and retired a year ago.

Brauburger had been the firm's legal counsel since 1932. He leaves a wife, two sons, a sister and four grandchildren.

Price Announces Candle Charms

NEW YORK, Dec. 18. — The Paul A. Price Company this week announced it is in production on Candlestick and Candle charms for the capsule market.

The Candiesticks, copper and silver plated, come in assorted colors, as do the candles. Candles are wax, contain wicks, and may be lit the same as regular candles.

Beautifully Designed Candle Sticks
 WITH REAL CANDLES
 in a variety of assorted plated finishes (copper, nickel, silver, and Hamilton finishes)
 ... as finely turned as a collector's miniatures—perfect for holidays and birthdays
FILL YOUR OWN CAPSULES
 1 M Capsules and 1 M Candle Sticks with Candles. \$17.25 per M
FILLED CAPSULES
 1M Candle Sticks with Candles\$20.00 per M
 Complete line of filled capsules! Complete line of Capsule Merchandise for Sale—Empty Capsules, Key-chains, etc.

PAUL A. PRICE CO.
 55 Leonard St., New York 13

CHARMS - LARGEST VARIETY IN THE WORLD!

Increase your sales with new eye-catching gimmicks that pep up your dead locations!

Item	Packed in Bulk Per 1000	Assembled in Capsules Per 1000
Game Bag & Boxing Glove	\$12.50	\$20.00
Chic'n Egg	19.50	25.00
Doll Baby	15.00	20.00
Elector Knife	16.50	22.00
Magic Photo Ring	12.50	20.00
Salt & Pepper Shaker, Plastic	12.50	20.00
Salt & Pepper Shaker, Metal Top	14.00	21.00
Hunting Knife	16.50	22.00
Sling Shot	8.75	16.00
Lorgnette Glasses	13.50	20.00
Stamp Pad Ring	13.50	20.00
Snap Spin Top	8.00	16.00
Wire Puzzle	7.00	16.00
Top Hat (with key chain in capsule)	8.25	21.00
Rocket Puzzle	15.00	20.00

Order today for immediate delivery. 25% deposit, balance C.O.D.
WRITE FOR FREE PRICE LIST OF LARGEST SELECTION OF CHARMS IN THE WORLD
LOGAN DISTRIBUTING CO. 916 Milwaukee Ave. Chicago 22, Ill.

RECONDITIONED VENDORS

BULK VENDORS		MISCELLANEOUS VENDORS	
N.W. Model 49, 5c	\$12.50	Pop Corn Sex Pop Corn, 10c	\$55.00
N.W. Model 39, 1c	8.50	Exhibit Picture Card, 1c	15.00
N.W. Standard, 1c & 5c	8.50		
Silver King, 1c	8.50	GUM VENDORS	
Silver King, 5c	8.50	Columbus Model 46G, 1c B.G.	7.50
Silver King Hot Nut, 5c	15.00	Advance Model D, 1c B.G.	6.95
Victor Model V, 1c, Globe	8.95	N.W. Model 33, 1c B.G.	7.50
Victor Model V, 1c, Cabinet	9.50	4-Col. Adams, DuGrenier	17.50
Columbus Model 46ZB, 5c	8.50	4-Col. Adams, DuGrenier	14.50
Columbus Bi-More, 2 Comp.	19.50	Acorns, 1c B.G.	10.00
Columbus Tri-More, 3 Comp.	22.50		
Master Novelty, 1c	8.50	CANDY VENDORS	
Asco Hot Nut, 5c	7.50	U-Need-a-Pak, 5 Col., 100 Bar	\$85.00
Ajax Hot Nut, 5c, 3 Comp.	39.50	Mills 5 Col., 75 Bar	50.00
Atlas Bantam 5c Tray	7.50		
Regal's 1c Peanut	7.50	POSTAGE STAMP	
Jewel Vendors, 5c, 2 Comp.	10.00	N.W. Roll Type (late)	\$45.00
Cadillac Jr., 5c	7.50	U.S. Postage, folder type	15.00
Spinners 4 Comp., 1c	5.00	N.Y. Stamp, folder type	12.50

Write for Catalog of New & Used Vendors, Accessories & Supplies
 1/3 Deposit, Balance C.O.D.

RAKE COIN MACHINE EXCHANGE

609A SPRING GARDEN STREET LOMBARD 3-2676 PHILADELPHIA 23, PA.

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 Fill out this coupon and mail today.

Saves you more than 20% on newsstand price.

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 Yes Please send me The Billboard for one year at \$10.
 (Foreign rate, one year, \$20) 862

Name.....
 Address.....
 City..... Zone..... State.....
 Occupation.....

Okla. Vending Firm Plans New Hdqrs.

OKLAHOMA CITY, Dec. 18.—The Oklahoma U-Select-It Company, which handles a wide variety of vending machines for candy, soft drinks and cigarettes, is constructing a new building on a \$25,000 permit, owners Neil Gardner and Casper Watkins announced this week.

Gardner said that work on the 37 by 120-foot brick and block structure is under way and is expected to be completed within 60 days.

Fairs, Parks

Continued from page 63

sessions at Kansas City's Municipal Auditorium for 11 years, and pay up to \$67,000 annually to do so.

They decided on vendors for the FFA show because as Laube explained, "It wouldn't have been possible for us to handle the volume of milk at the FFA convention with our former set-up.

Basketball tournaments booked into Kansas City this winter on NCAA and NAIA circuits are logical places for vendors, B & L believes.

In Philadelphia or Anywhere

FILLED CAPSULES
 Immediate Delivery
 Write for Lowest Prices

VICTOR'S 5c Baby Grand Deluxe CAPSULE VENDOR
 Immediate Delivery

VEEDCO SALES CO.
 2124 Market St., Philadelphia 3, Pa.
 Phone: LOcust 7-1448

VICTOR'S STANDARD TOPPER
 100 or more
 \$12.00 ea.
 4 to 99.
 \$12.50 ea.
 (packed 4 to case)
 Time payment plan available.
 Trade-ins accepted.
 Prices subject to change without notice. All Victor Models available. Write for our filled capsule list for Victor Baby Grand Capsule Machines.

Pioneer Vending Service
 590 Albany Ave., Brooklyn 3, N. Y.
 Phone: PResident 4-5358

READY FOR DELIVERY NOW!
OAK'S NEW "400" CAPSULE VENDOR
J. SCHOENBACH
 1645 Bedford
 Brooklyn 25, New York

DOUBLES COIN EXPORTS

90% of Trans-World's Games, Jukes by Air

CHICAGO, Dec. 18.—The Trans-World Trading Corporation has increased its coin machine exports 62 per cent over 1953 with most of the shipments made by air, according to Joe Caldron, president.

Caldron attributes the hike in exports to more intensified sales efforts by the company. An increasing number of sales letters are being sent out by the firm than ever before in its more than five years of business.

Competition is vigorous and prices have not changed much over the year, according to Caldron, and his firm is depending on fast serv-

ice and good packing to step up its coin machine trade.

When the company began operations more than five years ago, Caldron said that some American exporters had a reputation in foreign markets for unloading defective coin machines. "Now," says Caldron, "distributors are used to doing business with us and operations are on a much smoother basis."

About 65 per cent of Trans-World coin trade is in phonographs; amusement games—including pinballs, shuffle games and coin-operated billiard games—account for 30 per cent, and vending machines make up the remaining 5 per cent.

Caldron says that 90 per cent of the coin machine shipments are made by air. Air transport to most of the Central and Southern Amer-

(Continued on page 69)

Coin Firms to Exhibit at N. Y. Retail Show

NEW YORK, Dec. 18.—A list of exhibitors released this week by the National Retail Industry Show, set for January 7-11 in Madison Square Garden, revealed that a number of coin machine firms will display products at the show.

The National Retail Industry Show is the country's largest equipment exposition, where retailers compare the latest equipment.

Among the coin machine firms exhibiting are Exhibit Supply, Chicago; Auto-Photo Company, Inc.,

(Continued on page 69)

Miami Beach Drops Game Fee to \$500

MIAMI BEACH, Dec. 18.—A Miami Beach master license for coin-operated games of \$1,926.25 a year, a bone of contention among smaller operators for years, was dropped and a \$500 master license substituted in its place by the Miami Beach City Council on a third and final reading of an ordinance revising license fees on coin-operated games and music

(Continued on page 70)

Chattanooga Pin Games Drive Threatens Play

CHATTANOOGA, Dec. 18.—Seizure of pinball games operating in the city and a ban on the issuance of new permits threatens to end pinball operations here.

Since the move against pinball games ordered by the City Commission began early in December, some 30 pinballs have been confiscated. Other pinballs were removed from locations by owners before they could be seized.

Last July (The Billboard, July 24), city operators removed many of their own pinball games under protest of the \$250 federal gambling tax stamp required for each machine.

State, city and county taxes amounted to about \$65, making a total of \$315 on each pinball game annually. Internal Revenue agents in the area said that because of reported payoffs in some locations, the games were classed as gambling devices.

Education Commissioner Trotter and Police Commissioner Hyatt have been in favor of outlawing the games on the ground that they were used illegally.

Asked whether he approved the commission's recent action against pinballs, Trotter stated:

"If this ends the pinball business here then I am all for it."

A check of city records showed that 39 out of 105 permits issued to establishments to operate pinball games have expired. Proprietors of establishments which obtained federal gaming stamps for their games were to be ordered before the commission to show cause why their licenses should not be revoked.

Meanwhile, a replevin suit seeking recovery of 16 pinball games seized by the city was served on Chief Ricketts. It was brought by Fred J. Cofer in behalf of the Chattanooga Coin Machine Company.



GEORGE W. WRENN

Wrenn Named Field Rep for Chi Coin, Genco

CHICAGO, Dec. 18.—George W. Wrenn has joined the Chicago Coin Machine Company and Genco Manufacturing & Sales Company organization as a field representative.

Sam Wolberg and Sam H. Gensburg announced this week that Wrenn would represent the organization in the Southwestern territory.

Wrenn will cover Texas, New Mexico, Oklahoma, Arkansas and Louisiana.

Wrenn has years of experience in the coin machine industry in

(Continued on page 69)

Williams Gun Due in 10 Days

CHICAGO, Dec. 18.—Williams Manufacturing Company is readying a new gun game which is due to hit the market in about 10 days, according to Sam Stern, executive vice-president.

The game will feature a Remington .22 rifle operating on electrical contact, and moving targets.

The target unit is to be compact in size, so that it will fit any doorway. It is to be colorfully and scenically decorated.

Jet Fighter, the forerunning Williams gun game was a machine gun type unit with moving jet plane targets moving across a screen in front of the player.

Coinmen Turn Out for AMOA '54 Banquet

• *Continued from page 57*

were U. S. Sen. James Murray, of Montana; Don Connelly, mayor of Trenton, N. J.; George Sax, owner of the Saxony Hotel; William Binkley, president of Binkley Distributing Company, Jacksonville, Florida distributor of M-G-M, London and other major record lines, and Hal Lafferty, of the Walter Heller Company, Chicago, which finances the sale of Seeburg phonographs thruout the country.

Advertisers in the AMOA journal, largest in association history, included Exhibit Supply, Bally Manufacturing Company, Wolfe Distributing Company, J. P. Seeburg Corporation, Bush Distributing Company, Taran Distributing Company, Ross Distributing Company, Southern Music Distributing Company, Williams Manufacturing Company, United Manufacturing Company, Chicago Coin Machine Company, J. H. Keeney & Company, Genco Sales & Manufacturing Company, A.B.T. Manufacturing Company, All Coin Amusements Company and D. Gottlieb & Company.

Chi Gets New Game, Juke License System

City to Issue Tax Card, Sticker For Individual Units, January 1

CHICAGO, Dec. 18.—City amusement game and juke box operators face a new system of machine licensing, effective January 1.

The main change in the new system is an individual tax card and sticker for each game or juke box licensed. In the past, licenses for more than one machine could be obtained by the owner on one application.

While the stickers will remain the same, the new license application cards secured from the City Collector's Office are more compact, and will be photostated for office records.

The tax card operators receive for each game will bear a license number corresponding with the sticker number placed on the machine. In this way the individual machine will be checked by authorities with the license number recorded for that machine.

According to the City Collector's Office, the new system was inaugurated for the purpose of simplifying the photostating process, and also to insure that the sticker on the individual machine corresponds to

the license number recorded for that machine.

Operators were previously able to simply remove the sticker from a shuffle game or other amusement piece and place it on a machine that was not legal under city ordinance.

(Continued on page 69)

STATISTICS

Census Takes Coin Business Into Account

WASHINGTON, Dec. 18.—The coin machine industry will not be overlooked in the 1954 Census of Business currently being prepared for early 1955 distribution by the U. S. Department of Commerce, Bureau of the Census.

Under "Kind of Business," check

(Continued on page 69)

United Bows New Gun, Shuffle Bowling Games

CHICAGO, Dec. 18.—United Manufacturing Company announced this week the production of a new gun game and two new shuffle bowling units.

Bonus Gun, the new timed-shooting, target game, has a Remington .22 rifle operating on the electrical contact system, two rows of moving targets and two rows of stationary targets.

The Mars Shuffle Alley and the Deluxe Mars Shuffle Alley, the shuffle bowling games, feature double and triple scores for the player holding one or two strikes, and an extra skill feature offering "easy, medium and hard" strike shots in consecutive frames. Both of the shuffle games are six-player units.

The Bonus Gun is decorated with a "hillbilly" scene. The targets reflected from the bottom of the cabinet onto the backglass, move sideways across the target field, first six scarecrows in one direction, then in the other; a row of moving turkey targets which move in the same manner further

in the background; in the foreground, a row of hillbilly characters and four crows, and another row of tin can, jug and bottle targets.

Turkeys count 10 points, scarecrows 3 points, and targets in the other rows score 1 and 2 points apiece.

The player adds two points to his score for each second saved under a 60-second time limit, which he adds to his score at the end of the game by pressing a button on the near end of the cabinet. The game will operate for a longer period, however, if the player prefers to take his time shooting.

The Bonus Gun gives each player 25 shots for a dime. A light-up strip across the bottom of the backglass shows how many shots are fired as the game progresses. A "shoot again" feature awards a replay for a 150 score. A de luxe model is available with a match feature which permits a replay for a player matching his

(Continued on page 70)

KC Outlaws Pinballs; Operator Appeal Seen

KANSAS CITY, Mo., Dec. 18.—An ordinance outlawing bingo-type pinball games as gambling devices was passed this week by the city council by a vote of 8 to 1.

More than 100 coin machine firm operators and cafe and tavern operators were in the council room, but were not asked by the city officials for a statement. Howard Silverman, of the Silverman Bros. Music Company, who was appointed spokesman for the group, said after the session he had planned to protest on the ground that the games were declared legal in 38 States. The group may appeal later.

Mayor William E. Kemp recalled that a similar ordinance had been defeated a year earlier and had been held in committee since that time.

"No Question"

"Anyone who wanted to speak on this ordinance has had a chance to do so previously," he said. "Po-

lice officials, liquor control and welfare department officials have testified that these games are illegally used.

Thomas J. Gavin, councilman,

(Continued on page 69)

DENVER DIMES PLAGUE SW OPS

DENVER, Dec. 12.—Denver Mint dimes—circa 1954—have been found to have rims two to three thousandths of an inch thicker than usual on a new 10-cent piece. Operators in the Southwest have reported that this has resulted in jammed coin mechanisms in many instances.

When used in vending machines, the thicker dime has been found to cause delivery of free merchandise after it has been jammed.



VISITING COINMEN get together at the fourth annual banquet and dance of the Amusement Machine Operators' Association of Dade County in Miami Beach, Fla., during a lull in the proceedings. Left to right: Jack Mitnick, AMI Eastern sales manager; Joe Hrdlicka, Wurlitzer service manager; Art Daddis, Wurlitzer district sales manager; Bob Bear, Wurlitzer sales manager, and Ben Becker, field representative, United Manufacturing Company. Affair was held in the Saxony Hotel. Only a few days earlier Wurlitzer officials concluded their distributor meeting at the De Lido Hotel (The Billboard, December 18).

Season's Greetings
from
NATIONAL
HOME OF
GUARANTEED VALUES

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ILLINOIS and IOWA OPERATORS
WE HAVE GOTTLIEB'S
DIAMOND LIL
for IMMEDIATE DELIVERY!

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TO ALL OUR FRIENDS
Merry
Christmas
Happy
New Year

MIKE MUNVES
577 Tenth Ave. (at 42nd St.)
New York 36, N.Y. BRyant 9-6677
42 YEARS SERVICE - EST. 1912

Sept. Game Tax Below '53 Mark

WASHINGTON, Dec. 18.—Collections of federal taxes on coin-operated amusement and gaming devices in September showed a marked drop from a year ago, the Internal Revenue Service reported this week.

The federal tax on coin-operated amusement devices in September yielded \$238,000 compared with \$251,000 a year ago, while taxes from coin-operated gaming devices totaled \$377,000 compared with \$420,000 in the previous September.

The yield from the federal tax on cigarettes in September was \$130,742,000 compared with \$134,007,000 a year ago. The federal tax on cigars yielded \$4,362,000 in September, the same as in September 1953.

J. Aldrighetti Takes Over Coin Movie Firm

DETROIT, Dec. 18.—Joseph Aldrighetti is now operating the coin-operated movie machine firm, Panoram Movies, in suburban Dearborn, as the sole owner fol-

New Service Feature on Bally Bowlers

CHICAGO, Dec. 18.—Incorporated in its new shuffle bowlers, Magic-Bowler and Mystic-Bowler, Bally Manufacturing Company has introduced a feature that greatly simplifies servicing.

Jack Nelson, Bally general sales manager, describes the new service feature as follows:

"The operator simply unlocks and easily raises the hinged playfield with his finger tips—powerful springs doing all the hard work. This exposes the complete array of relay banks for easy access."

According to Nelson, the edge-viewed switch-blades, with all contact points, are plainly visible and easy to adjust, and there is plenty of room to get at all wire connections.

lowing the dissolution of his co-partnership with Raymond Rei.

Rei, who formed the company with Aldrighetti seven years ago, left the firm to return to his former work as projectionist. He is with the Loop Theater at present.

Aldrighetti now is operating the dime movie machines at 30 locations in Detroit amusement places.

THE MARKET PLACE
for the
COIN MACHINE INDUSTRY

The National Exchange
for Coin Machine
Personnel, Products,
Services and
Opportunities

CLASSIFIED ADVERTISING

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REGULAR CLASSIFIED ADS
Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps.
RATE: 15¢ a word—Minimum \$3.00.
CASH WITH ORDER

DISPLAY CLASSIFIED ADS
Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted.
RATE: \$1.00 a line—\$14.00 per inch.
CASH WITH ORDER (unless Credit has been established)

IMPORTANT INFORMATION
In determining cost of regular Classified Ad be sure to count your name and address when computing cost of ad. When using a Box Number in Care of The Billboard allow for 6 additional words.
On Box Number Ads a special service charge of 25¢ per insertion is made for handling replies.

ADDRESS ALL ORDERS AND INQUIRIES TO:
THE BILLBOARD PUBLISHING CO., 2160 PATTERSON ST., CINCINNATI 22, OHIO

Business Opportunities

BARGAIN, FOR SALE—94 COIN OPERATED Coradinos, 48 brand new in original shipping cartons, 46 used in perfect condition. Cost \$6,800, will take \$2,800. Write B. A. Brown, Box 1324, Kingsville, Tex. ja1

COIN RADIOS AND TELEVISION—BUY direct from manufacturer and save; steel cabinet, modern design, coin rejector; write for prices and full story. Coin Radio & Television Corp., 190A Duane St., New York City. ja29

FOR SALE—PROVEN MONEY MAKER. Located in southern industrial area of 100,000 people; this is a going business complete with shop, trucks, personnel and is free of competition. Business consists of 175 Victrolas, including 50-100 Sel. Seeburgs, 50 pin games and 50 scales, all in good shape and on location. Will stand rigid investigation. Box M-101, c/o Billboard, Cincinnati 22, Ohio. de25

FOR SALE—SIXTEEN NEW POPCORN vending machines with electric heaters. Priced low for quick sale to settle an estate. Carl H. Vollmer Admr., 1112 S. Central Ave., Burlington, Iowa. ja1

Help Wanted

FIRST-CLASS PHONOGRAPH MECHANIC. Must know all makes of phonos from A to Z, be able to fix amplifiers, have plenty of experience and furnish best of references. Salary \$2 hour. Box M-102, c/o Billboard, Cincinnati 22, Ohio. de25

SALESMEN—WE PAY 50% ON LOW priced deals, selling \$599. Proven operator acceptance. Only men now selling thru Business Opportunities wanted. Replies confidential. Box M-104, c/o Billboard, Cincinnati 22, Ohio. ja1

WANTED—BINGO AND SHUFFLE ME-chanics; good pay and good working conditions. Persons must be sober and furnish reference. Write Box 733, The Billboard, Chicago, Ill. ja1

Parts, Supplies & Services

COIN-OPERATED TIMERS—ELECTRONIC, automatic; no buttons to push or mechanical levers to wind; adaptable for television, washing machines, dryers, radios, hair dryers, ironers, typewriters, sewing machines, etc. Write for prices. Coin Radio Co., 190A Duane St., New York City. ja8

STAMP FOLDERS DIRECT FROM MANU-facturer; unlimited quantities, immediate delivery. Write for prices. Veedco Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcust 7-1448. de25

Routes for Sale

JUKE, CIGARETTES, GAME—CENTRAL Wisconsin. Practically all new equipment; \$3,000 month take. Want to relocate. Box M-96, c/o Billboard, Cincinnati 22, Ohio. de25

Used Coin-Operated Equipment

A-1 CIGARETTE AND CANDY MACHINES \$25 and up. Other vending machines, \$5 up. What have you to sell?
MACK H. POSTEL
2952 Milwaukee Ave. Chicago 18, Ill.

ADVANCE 25¢ MACHINES—NEW AND used; rock bottom merchandise prices on request. McDonald Distr. Co., 2416 W. Davis, Dallas, Tex. ja8

CIGARETTE MACHINES JUST OFF LOCA-tion; 25¢ or 30¢ operation. Central Vending Machine Service Co., 3967 Parrish St., Phila., Pa. EVERgreen 6-4244. ch

FOR SALE—1 GOALIE, 1 EXHIBIT PISTOL Pete, 1 Drivemobile, 1 Williams Baseball, 1 Chicago Coin Skee Ball, 2 Love Meters. All in excellent condition, \$300 for lot or offer. Richman Products, 578 Carroll St., Brooklyn 15, N. Y.

SEEBURG CABINETS M 100 A—COM-plete except changer and service switch. Like new, \$100 each. Automatic Amusement Co., 819 Boonville, Springfield, Mo.

SKILL POOL, ALL STAR, HAPPY GO Lucky, Happy Days Quartette, 2 Spot Bowlers, Four Horsemen, Triplets, Rose-bowl, Globe Trotter, Minstrel Man, Joker, China Town, 2 Hong Kongs, Four Corners, Whiz Kids, Twenty Grand, Domino. Overhauled, clean and ready to go. All 20 games, \$850 or \$70 each, 3 Super World Series overhauled and clean; 3 for \$225 or \$90 each. Wanted, rifle galleries; Philadelphia Skee-Balls, 3 In Line monkey race (scientific). Funland Park, York Beach, Me.

SHOPPING? WRITE SHELDON SALES, Inc., 881 Main St., Buffalo 3, N. Y., for lowest prices on used United Bowlers, AMI, Wurlitzer, Seeburg, Kiddie Rides, Capsule Vendors, Capsuled Charms. Export inquiries welcomed. de25

SANITARY VENDING MACHINE HEADQUARTERS
"Spare" sanitary napkin venders; DAV razor blade venders. 21F's, Advance 23C's, National #5, National #15 and other flat package sanitary venders. Also merchandise vendors, Capsuled Charms. Manufacturers & Distributors.
NATIONAL SANITARY SALES
Dept. B-12, 4367 W. Lawrence Av., Chicago 30

Wanted to Buy

ADVANCE 25¢ FLAT PACK VENDORS OR other sanitary flat pack vendors, any quantity. Box M-105, c/o Billboard, Cincinnati 22, Ohio. ja1

CIGARETTE, CANDY AND OTHER VEND-ing machines; give full description and lowest prices. Box 673, The Billboard, Chicago 1, Ill. lf

THE BILLBOARD INDEX ADVERTISED USED MACHINE PRICES AMUSEMENT GAMES

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of Dec. 18	Issue of Dec. 11	Issue of Dec. 4	Issue of Nov. 27
ABC (United)	\$45.00 50.00	\$45.00 50.00	\$45.00 50.00	\$45.00 50.00
All Star (Gottlieb)	99.50	99.50	99.50	99.50
All Star Baseball (Williams)	295.00	310.00		
Arabian Knights		170.00	170.00	
Army & Navy	110.00		69.50	
Atlantic City (Bally)	94.50 110.00	95.00 110.00	110.00	94.50 100.00
	125.00(4)	115.00	125.00(2)	115.00
	145.00(2)	125.00(2)	135.00 140.00	125.00(4)
	150.00	135.00	145.00(4)	135.00 139.00
		145.00(3)	150.00	140.00
				145.00(3)
Basketball Champ (Chicago Coin)	175.00	175.00	195.00(2)	175.00
	195.00(2)	195.00(2)		195.00(2)
Basketball (Genco)	350.00	244.50 350.00	350.00	350.00
Batting Practice				65.00
Beach Club (Bally)	249.50	185.00	274.50 285.00	274.50 285.00
	275.00(2)	275.00(2)	295.00(2)	300.00 309.00
	295.00	295.00	300.00	310.00(3)
	300.00(2)	300.00(3)	310.00(3)	315.00(3)
	305.00	305.00		325.00(2)
	310.00(2)	310.00(5)	325.00(2)	
	315.00			
Beauty (Bally)	179.50 200.00	220.00	220.00	184.50 220.00
	220.00	225.00(5)	225.00(3)	225.00(4)
	225.00(2)	245.00(2)	245.00 250.00	229.00 235.00
	235.00		265.00	250.00 265.00
	245.00(3)			
Be Bop (Exhibit)	84.50	84.50	84.50	84.50
Blue Skies (United)	49.50	49.50	49.50	49.50
Bofo (United)	90.00			
Boston (Williams)	69.50	69.50	29.50 69.50	69.50
Bowling Champ (Gottlieb) ..	59.50	59.50	59.50	59.50
Bright Lights (Bally)	90.00 95.00	75.00 90.00	45.00 75.00	75.00 90.00
		95.00	90.00 95.00	
		95.00	90.00 95.00	90.00 95.00
Bright Spot (Bally)	95.00	95.00	90.00 95.00	90.00 95.00
Buffalo Bill (Gottlieb)	59.50	59.50	59.50	59.50
Cabana (United)	150.00 165.00	155.00 165.00	165.00(2)	159.00
	175.00 185.00	185.00	175.00 185.00	165.00(2)
				185.00
Canasta (Genco)	59.50	59.50	59.50	59.50
Champion (Bally)	89.50	89.50	89.50	89.50
China Town (Gottlieb)	119.50	90.00 119.50	119.50	119.50
Citation (Bally)	15.00 79.50	15.00 79.50	15.00 79.50	15.00 79.50
Coney Island (Bally)	75.00(3)	75.00(2)	75.00(2)	50.00 75.00(2)
	95.00(2)	95.00(3)	95.00(3)	95.00(2)
		100.00		100.00
County Fair	75.00	75.00	39.50 75.00	75.00
Circus (United)	150.00	175.00	150.00 175.00	175.00
	175.00(2)			
Control Tower			24.50	
Cyclone (Gottlieb)	85.00		34.50	
Daffy Derby (Williams)	295.00	175.00 295.00	350.00	350.00
Dealer		145.00	165.00	
Deluxe Baseball (Williams) ..	325.00 350.00	325.00 350.00	195.00 325.00	325.00 350.00
			350.00	
Dew-Wa-Ditty (Williams)				49.50
Disk Jockey (Williams)	85.00	45.00	69.50	
Double Feature (Gottlieb)	79.50	79.50	79.50	79.50
Double Shuffle	59.50	59.50	59.50	59.50
Dragonette		215.00	195.00	
Dreamy (Williams)	79.50	79.50	79.50	79.50
Dude Ranch (Bally)	279.50 300.00	300.00(2)	300.00	284.50 310.00
	310.00 315.00	310.00 315.00	310.00(2)	315.00(2)
	325.00(3)	325.00(4)	325.00(3)	325.00(4)
	345.00 360.00	360.00	345.00 350.00	339.00 345.00
			360.00	360.00
El Paso (Williams)	59.50	59.50	59.50	59.50
Fairway	95.00			49.50
Floating Power (Genco)	49.50	49.50	49.50	
Flying High (Gottlieb)	110.00	115.00	84.50 89.50	
400 (Genco)	59.50	30.00 55.00	59.50	59.50 69.00
		59.50		75.00
		50.00	50.00	50.00
Five Star (United)	50.00	45.00	59.50	
Four Corners	99.50	99.50	39.50 99.50	99.50
Four Horsemen (Gottlieb)		95.00	49.50	
Four Star			29.50	
Freshie				
Frolic (Bally)	134.50 150.00	150.00 160.00	160.00 175.00	175.00(3)
	160.00 165.00	175.00 185.00	190.00 195.00	190.00 195.00
	175.00 190.00	190.00		
Futurity		225.00	65.00	65.00
Gold Star		99.50	99.50	99.50
Golden Nugget	99.50	99.50	99.50	99.50
Gondola (Exhibit)	49.50	49.50	49.50	49.50
Gold Cup (Bally)	59.50	59.50	59.50	59.50
Grand Slam		95.00 125.00		
Green Pastures		165.00	175.00	
Guys-Dolls (Gottlieb)		110.00	99.50	115.00
Havana	215.00 315.00	275.00 315.00	295.00 315.00	315.00 325.00
		325.00	325.00	350.00
		200.00	195.00	210.00
Hawaiian Beauty	295.00 249.50	350.00 375.00	350.00 364.50	364.50 385.00
Hawaii (United)	385.00 395.00	385.00 395.00	375.00 385.00	395.00 445.00
			395.00	
			375.00	
Hayburner	75.00	75.00(2)	75.00(2)	75.00(2)
Hong Kong		45.00	69.50	
Hi-Fi (Bally)	329.50 375.00	385.00		
	385.00	395.00(2)		
	395.00(3)	399.00 400.00		
	399.00 400.00	410.00 425.00		
	410.00			
Mit 'n' Run (Gottlieb)	75.00 109.50	109.50	74.50 109.50	109.50
Ice Frolics	289.50 295.00	340.00(2)	294.50 340.00	294.50 300.00
	325.00(2)	345.00	350.00	325.00 345.00
	340.00 345.00	350.00(2)	365.00(2)	350.00 360.00
	365.00(2)	360.00	395.00	365.00(2)
		365.00(2)		375.00
				395.00(2)
Jockey Club		195.00	210.00	210.00
Jockey Specials (Bally)	54.50	54.50	54.50	54.50
Jumbo (Gottlieb)			395.00	
Jumping Jack (Genco)	90.00	90.00	90.00	90.00
King Pin (Chicago Coin)	89.50	89.50	89.50	89.50
Knock Out (Gottlieb)	79.50	79.50	79.50	79.50
Lady Luck				225.00
Lazy Q	145.00			
Leader (United)		75.00	75.00	75.00
Lite-a-Line (Keeney)	35.00	35.00	24.50 35.00	35.00
Long Beach (Williams)	45.00(2)	45.00	45.00(2)	95.00
Lovely Lucy		175.00	185.00	
Lucky Inning (Williams)	59.50	59.50	19.50 59.50	59.50

USE THIS HANDY FORM TODAY

Forms close Thursday for the following week's issue. Please use pencil when filling in this form.

- Clip your ad to this form.
- Check classification you want your ad to appear under.
 - Business Opportunities
 - Help Wanted
 - Parts, Supplies & Services

Outlaws Pinballs

Continued from page 67
cast the only vote against the ordinance.
"I recall the first time this measure was voted on that there was a discussion on whether this type of game constitutes a gambling device," he said.

Oklahoma City Ops To Ask Pin Laws

OKLAHOMA CITY, Dec. 18.—Pinball operators here are planning to work for legislation which will either make the games legal or clarify the present law.

New Chi License

Continued from page 67
ance. The new system will not affect the juke box operators, other than that individual applications must be filled out.

Coin Firms

Continued from page 67
Los Angeles; International Telescope Corporation, Long Island City, N. Y.; Scientific Machine Corporation, Brooklyn, and Redd Distributing Company, Boston.

Table with 5 columns: Machine Name, Issue of Dec. 18, Issue of Dec. 11, Issue of Dec. 4, Issue of Nov. 27. Lists various machines like Madison Square Garden, Majorette, Marble Queen, etc.

Doubles Exports

Continued from page 67
ican countries is cheaper than by boat. Air transport also cuts insurance and packing costs, according to Caldron.

The firm also ships coin machines by steamer out of Chicago during the shipping season, which closes about the final week in November. Coin machines move out of Chicago direct to Antwerp, Belgium, and Le Havre, France, by steamer.

Top market countries for coin machine exports from Trans-World are Venezuela, Belgium, Switzerland, Germany and France. A permit is required from the French government to export coin machines to that country, but the market is opening up as one of the most promising in this field.

Belgium, Germany and Switzerland are the top European markets for Trans-World coin machine exports, with Venezuela, Colombia, Chile, Peru, Honduras, Nicaragua, British West Indies, Guatemala and San Salvador the best prospects for the firm in the Latin American realm.

Trans-World acquires both used and new machines, buying from factories, distributors and operators. The firm is able to get a better price on used equipment by dealing directly with operators.

As for the future of export sales in coin machines, Caldron says that the market is unpredictable. He added, however, that the coin export sales gained momentum last March and have continued upward.

Statistics

Continued from page 67
boxes for "Coin Operated Machine Business" and "Amusement Parlor or Penny Arcade" appear.

Item 11 in the form, which covers amusements, entertainment and recreation, is devoted to coin-operated machine businesses.

Number and Receipts

The USDC wants to know the number of machines and receipts by type of machine. Under amusement machines it lists juke boxes in one category and all other devices in another.

Service machines are broken down into two groups—clothing washing, drying and ironing units, and all others, including scales and lockers. Venders from another category.

The Department also wants to know how much revenue the operator takes in by servicing and repairing machines owned by others and his receipts from rental or lease of machines to others.

The Bureau of the Census pointed out that all information contained on the forms is confidential and only sworn USDA employees will have access to it.

Wrenn Named

Continued from page 67
manufacturing and distributing. After becoming sales manager with the Walbox Sales Company, nine years ago, he and two associates in 1947 purchased that company and Wrenn was made its president.

Because of the central location in the Southwestern area, Wrenn and his family will continue to make their home in Dallas.

Season's Greetings TO ALL OUR FRIENDS from JOE KLINE WALLY FINKE SAM KOLBER FRED KLINE and all the Staff

5 BALLS, BINGO 5 BALLS, SHUFFLE GAMES, COUNTER GAMES, TARGET GUNS, SPORTLAND SHOOTING GALLERY, NEW-UNITED CARNIVAL GUN, Genco BIG TOP, Wms. JET FIGHTER, SEEBURG COON-HUNT, Genco SKY GUNNER, SEEB. SHOOT THE BEAR, EXH. SIX SHOOTER, NEW Genco 4-PLAYER SKEE BALL, Genco 2-PLAYER BASKETBALL, CHICAGO COIN ROUND, THE WORLD TRAINER, MIDGET MOVIES, TELEQUIZ with Film, C.C. GOALEE, ZINGO

FIRST COIN MACHINE EXCHANGE Joe Kline & Wally Finke 1750 W. NORTH AVE. CHICAGO 22, ILLINOIS Dickens 2-0500

ATTENTION, IMPORTERS WE HAVE 20 YEARS' EXPERIENCE IN EXPORT SALES • EXPORT SHIPPING • EXPORT FINANCING WORLD WIDE EXPORT SPECIALS RECONDITIONED LIKE NEW AMI Model 120 \$695.00 AMI Model 80 \$595.00 AMI Model D50 \$450.00 AMI Model D40 \$375.00 AMI Model C \$275.00 AMI Model B \$250.00 Seeburg Model HFC \$795.00 Seeburg Model C \$775.00 Seeburg Model BL \$775.00 Seeburg Model B \$525.00 Seeburg Model A \$450.00 Wurlitzer Model 1500 \$495.00 Wurlitzer Model 1400 \$395.00 Rock-Ola Model 1436 \$395.00 Genco Sky Gunner \$195.00 Seeburg Shoot-the-Bear \$275.00 Exhibit Shooting Gallery \$275.00 United Jungle Gun \$350.00

LARGE QUANTITY LOW PRICE, GOOD CONDITION, 5-BALL PIN GAMES Write or Cable for Complete Catalogs and Special Price List Cable Address: BAGERSAL LOS ANGELES BADGER SALES COMPANY, INC. 2251 WEST PICO BOULEVARD LOS ANGELES 6, CALIFORNIA

Exclusive Distributors for BALLY • ROCK-OLA • KEENEY • CHICAGO COIN NEW EQUIPMENT—Now Delivering Rock-Ola 1442 Hi Fidelity, 50 Selection Bally Kiddy Rides Rock-Ola 1446 Hi Fidelity, 120 Selection Chicago Coin Thunderbolt Bally Big Time Chicago Coin Thundershot Bally Magic Bowler Complete Line of Bally Bingo Parts USED EQUIPMENT—Ready for Location MUSIC SHUFFLE ALLEYS BINGOS AMI D-40 \$300.00 Chicago Coin Criss Cross \$300.00 Spot Lights \$75.00 Rock-Ola 1436 Fireball, 45 RPM, 120 Sel. Write or Call for Special Price Bally Champion \$425.00 Hi-Fi \$375.00 Rock-Ola 1434 Rockets, 78 RPM, 50 Sel. \$325.00 Bally Victory \$400.00 Yacht Club \$195.00 Seeburg Model C \$625.00 Keeneey Pacemaker \$225.00 Atlantic City \$125.00 Seeburg Model B \$500.00 Keeneey Bonus Bowler \$275.00 Beach Club \$295.00 Seeburg Mod. M-100-A \$375.00 Bowler \$275.00 Ice Frolics \$325.00 1015 Wurlitzer (while they last) \$75.00 ARCADE Exhibit Shooting Gallery \$275.00 Beauty \$225.00 Surf Club \$400.00 Frolics \$150.00 Dude Ranch \$325.00

CALDERON DISTRIBUTING Co. 450 Massachusetts Avenue Indianapolis, Indiana GIVE TO DAMON RUNYON CANCER FUND

NEW golden palomino horse
NEW rigid steel base
NEW flashy colorful cabinet

THE CHAMPION



- REALISTIC WESTERN HORSE
- REAL WESTERN SADDLE
- SAFE, LOW-SPEED START
PULL REINS TO TROT OR GALLOP
- LIFE-LIKE RIDING ACTION
- STURDY, TROUBLE-FREE MECHANISM
- SLUG-PROOF COIN MECHANISM
- SMOOTH, QUIET OPERATION

10¢
A RIDE

REQUIRES ONLY
22 IN. BY 44 IN.
FLOOR SPACE

110 VOLT
A.C.

RIDE
THE CHAMPION
10¢

Bally Manufacturing Company, 2640 Belmont Ave., Chicago 18, Illinois

GIVE TO DAMON RUNYON CANCER FUND

United Bows

Continued from page 67

score with a number flashing on the backglass, and a "spell-name" feature.

The width of the game is 29 inches, a reduction of two inches over earlier United gun games, making the unit more adaptable to moving. The interior width remains the same. The trigger circuit has been altered to permit more rapid fire.

The main attraction of the 3-player Mars Shuffle Alley units is a mechanism that makes strikes consecutively harder to get in each set of three frames. This means that while the player can get a strike relatively easy in the first frame, he must try a little harder in the second frame, and make even a better shot in the third frame to get strikes, and so on through each set of three frames. A light flashes indicating whether the player's shot is to be "easy, medium or hard."

Scores are made on the basis of 30 for a strike and 20 for a spare, but the player may double or triple these scores when he has a string of one or two strikes in the previous frames. Signs light up on the backglass indicating when the player has made one strike or two strikes in a row, making him eligible for the higher scores in the next frame.

Mars Shuffle Alley is available in either eight or nine-foot length, and is equipped with the regular dime coin chute, or twin chutes, dime and three-for-quarter play.

The Deluxe Mars Shuffle Alley has all the features of the regular model, and also has a triple mat feature, with the player using a star-number match to spell the name, U-N-I-T-E-D-S, lighting up on the backglass.

Miami Beach

Continued from page 67

machines. The bill will become law January 1.

The ordinance also provides that each coin-operated game up to 25 will carry a \$30 tag. Above 25, the charge is \$50 for each machine.

Another section of the new law provides that location owners, who buy their own juke box or game, must purchase a license costing \$77.65 for each. The old ordinance set the price at only \$30.

City Clerk C. W. Tomlinson be-

lieves the new law will recapture the dwindling coin machine revue of the past few years.

Johnny Morgan, Beach Amusement Company, in the forefront of the battle to reduce the license fee, commented that the lowered tax would prove a boon to the small operator who has been stymied in the past by the city's insistence that the \$1,926.25 master fee be paid whether the operator put out one game or 40 (The Billboard, December 4).

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

A BETTER DEAL ALWAYS

BINGOS	DRINK MACHINES	ARCADE EQUIPMENT
Atlantic City \$125.00	4 Supervends, 3 sel. 1000-cup capacity, with change makers \$200.00	Ex. 6 Shooter \$125.00
ABC 50.00	4 Sneys, single 10-oz. cup, 1000 capacity .. 125.00	Space Invaders 95.00
Bally Beauty 225.00	3 Mills, single drink, 400-cup capacity, with change maker 150.00	Seeburg Bear Gun 150.00
Beach Club 310.00	4 Hupp, single drink, 400-cup capacity .. 110.00	DeLuxe Photo 395.00
Saddle & Turf 295.00	4 Revco Ice Cream Cup, 400 Model .. 125.00	Genco Sky Gunner 175.00
Yacht Club 150.00	2 Craig Ice Cream Bar 125.00	Un. Jungle Gun 425.00
Coney Island 75.00		Ex. Shooting Gallery 425.00
Cabana 185.00		Bally Big Innings 40.00
Five Stars 50.00		Heavy Hitter 150.00
Hawaii 395.00		Goatee 100.00
Tropics 225.00		C. Coin Pistol 95.00
Mexico 400.00		Evans Bat-a-Score .. 165.00
Nevada 425.00		Ex. Dale Gun 85.00
Palm Beach 125.00		Genco Basketball .. 350.00
Spot Life 75.00		Lite League 75.00
Ice Frolics 295.00		Midget Movies, Latest Typers 185.00
		Quizzer With Film .. 95.00
		Sci. Pitch'm & Bat'm 150.00
		Wurlitzer Skee Ball .. 150.00
		Super World Series .. 195.00
		Hayburners 75.00
		County Fair 75.00
		Standard Metal Typers 275.00
		Wms. Del. Baseball .. 350.00
		Bat-a-Score Sr. 65.00
		Ex. Deluxe Post Card Vendors 50.00
		Jennings Barrel Roll 125.00
		Grandma Fortune .. 125.00
		Tellers 125.00
		C.C. Basketball 195.00
		Harvard Metal Typers 150.00
		CIGARETTE VENDORS
		5 & Col. Eastern Elec. \$115.00
		3 & Col. Keeney Elec. 145.00
		10 & Col. National 95.00
		10 & Col. National 950 110.00
		PX 10 Col. 110.00
		All Factory Shopped—25¢ Chute—King Size.

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Merry Christmas!

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5-BALLS

-BINGOS-

UNITED SINGAPORE	Atlantic City
BALLY BIG TIME	Bright Spot ... 95
Hi Fi \$400	Coney Island ... 95
Surf Club 385	Spot Life 95
Ice Frolics 345	Bright Lights... 90
Palm Springs 350	Havana 315
Dude Ranch 325	Rio 275
Yacht Club 160	Cabana 165
Beach Club 305	Tropics 225
Beauty 245	Hawaii 385
Palm Beach 135	Mexico 375
Frolics 190	Golden Nugget 99.50
	Genco 400 .. 59.50

GOTTIEB	GENCO
Poker Face \$145.00	So. Pacific \$54.50
Quintette 145.00	Screwball 49.50
Chinatown 119.50	Floating Pwr. 49.50
Hi 'n' Run. 109.50	Canasta 89.50
4 Horsemen 99.50	
All Star 99.50	UNITED
Knockout 79.50	Tampico \$49.50
Double Feat. 79.50	Oklahoma 69.50
3 Musketeers. 69.50	Pinch Hitter 59.50
Sharpshooter. 59.50	Monterrey 49.50
Bowling Ch. 59.50	Paradise 49.50
Buffalo Bill. 59.50	Rondeevoo 49.50
Double Shuffle 59.50	Summertime 49.50
WILLIAMS	Blue Skies 49.50
Daffy Derby, F.S. \$295.00	
Nitty 79.50	EXHIBIT
Pinky 79.50	ReBop \$84.50
Dreamy 79.50	Gondola 49.50
Maryland 49.50	Tumbleweed .. 74.50
Boston 49.50	
El Paso 59.50	CHICAGO COIN
Lucky Innings 59.50	King Pin \$89.50
Virginia 49.50	Sally 49.50

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1 nickel for 25c.
In stock, \$89.50

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United Chief, High Score \$335.00	United Leader, Match 345.00
United Team S.A., 3/25¢ 335.00	United League S.A., High Score 325.00
United Imperial, Match Score 295.00	United Royal, High Score 275.00
United Classic, Match Score 210.00	United Olympic, High Score 195.00
United Clover, Match Score 189.50	United Cascade, High Score 175.00
United Star, 10th Frame 139.50	United Super 10th Frame, 6 Pl. 129.50
United Star 6 Player, Match Score 119.50	United Super 6 Player, S.A. 109.50
United De Luxe S.A., 6 Player 89.50	United 4 Player w/Formica, 7-10 79.50
United 3 Player w/Formica, 7-10 69.50	United 2 Player w/Formica, 7-10 59.50
Chi. Holiday, Match 510.00	Chi. Triple Score Bowler 10th Frame 450.00
Chi. Flash Bowler, NEW 445.00	Chi. Crown, Match 210.00
Chi. Super Frame 325.00	Chi. Double Score 150.00
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Genco Shuffle Pool 195.00	Genco Match Pool 295.00

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KICKER & CATCHER \$49.50	Turf King \$99.50
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ABT Challenger 75.00	Special Entry 49.50
Texas Leaguer 49.50	Jockey Special 54.50

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Mms. All Star Baseball, New \$395
Seeburg Coon Hunt, Like New 295
Genco 2 Player Basketball, New 375
Exh. Star Shooting Gallery, New 375
Exhibit Shooting Gallery, New 350
Genco, 4 Player Skee-ball, New 350
United DeLuxe Jungle Gun, New 375
Mighty Mike Sparring Partner, New 895

SPECIAL!
NEW GENCO
SILVER CHEST,
\$125

NEW UNITED MARS COMET-SHUFFLE SKEE BINGO-SINGAPORE
Sensational—New CARNIVAL GUN—MOVING TARGET USED SHUFFLES

United Rainbow, like new... \$415.00
United Classic 369.50
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STANDARD METAL TYPER (Refinished) \$265
EVANS BAT-A-SCORE 130
GENCO SKY GUNNER 145
GENCO SHUFFLE POOL 175
UNITED DELUXE 95
UNITED STAR BOWLER (Match) .. 95
CHICAGO COIN DOUBLE SCORE 140
CHICAGO COIN CROWN BOWLER. 185
BALLY YACHT CLUB 160
BALLY BEACH CLUB 300

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2 PALM SPRINGS	2 BRIGHT LIGHTS
4 YACHT CLUB	2 SPOTLIGHTS
3 CONEY ISLAND	2 FUTURITY 1-Balls

1 NEVADA by United
1 CLASSIC SHUFFLE ALLEY by United
1 BOWL-A-BALL by Chgo. Coin
1 DALE GUN by Exhibit
1 HOME RUN 6-PLAYER by Chgo. Coin
5 SLOT STANDS, NEW, by Universal
3 DOUBLE REVOLV-AROUND SLOT SAFES, NEW, by Universal
5 AMI 80-sel., 5c-10c-25c Wallboxes
24 PACKARD, 24-sel., Wallboxes

WURLITZER WALLBOXES
16 Model 5206, NEW, 48-sel., 5c-10c-25c
6 Model 5206, 48 sel., 5c-10c-25c
12 Model 3020, 48-sel., 5c-10c-25c conv.
17 Model 3025, 48-sel., 5c conv.

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Chicago 47, Illinois
BEImont 5-6770

NEW ACTION in Novelty Replay Locations

with

Williams

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"Beat-the-Clock" Feature!

★ Ball in either Skill Hole or "H" or "D" rollover operates clock

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2 THUMPER BUMPERS

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2 FLIPPERS

2 CYCLONIC RUBBER SHOOTERS



It's Another Williams Winner!



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SEASON'S GREETINGS

TO ALL OF OUR FRIENDS

from

Williams

MANUFACTURING COMPANY

Season's Greetings
from *Bally*



HOLIDAY GREETINGS

from

J. H. KEENEY CO., INC.

Season's Greetings
Herb Perkins Monty West

XMAS GIFT SPECIALS

Keeney Century—Match	\$395	Un. Official—Match	\$ 85
Keeney 10 Pl. Team	125	Un. Olympic	175
Keeney & Pl. League	50	Un. Cascade	145
Un. Team, 3/25c	325	Un. 10th Frame Super	120
Un. Classic—Match	190	Genco Shuffle Pool	175

Ex. Shooting Gallery	\$250
Ex. Star Sh. Gallery	325
Ex. Gun Patrol	125
Ex. 4 Shooter	100

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CHICAGO 18, ILLINOIS
PHONE: JUNIPER 8-1814

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NEW GAMES
Keeney Sportsman Rifle Game
Bally Bingo—Big Time

WANT TO BUY

Shuffle Alley Route. Prefer location on south side of Chicago. State number of locations, etc.

BOX 769

c/o The Billboard Chicago 1, Ill.

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Overhauled Projectors for Spares. We carry a full line of Panoram Parts.

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ATT: NEW ENGLAND OPERATORS

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UNITED MARS ALLEY—EXHIBIT SPORTLAND

MUSIC	ALLEYS	MISC.
WURLITZER	UNITED TEAM \$325	EXHIBIT SHOOTING GALLERY \$225
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1250 250	LIBERTY 125	GEMCO SHUFFLE POOL. 65
1017 65	CASCADE 125	BALLY SUNSHINE PARK 75
	CHI. COIN ADVANCE.. 250	
SEEBURG	KIDDIE RIDES	
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146 \$ 89	148M \$149
147 119	148ML 159
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And other late model phonographs
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BOX 770

The Billboard, Chicago, Ill.

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SEEBURG BEAR GUNS, Each 145.00
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Gemco Bing-a-Roll 45.00
Chico Goalee 54.50
Hoop-a-Roll, wood ball 35.00
Rola-Score, wood ball 35.00
25 Wurl. 3020 Wallboxes, Each 8.00
15 CASCADE ALLEYS, High Score Write

Olshin Dist. Co.
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3 Exhibit Shooting Galleries... ea. \$295.00
5 Gemco Rifle Galleries... ea. \$25.00
Ready for location.

MODERN DISTRIBUTING CO.
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Hold that Tiger!

Yes HOLD EVERYTHING UNTIL YOU SEE AND SHOOT

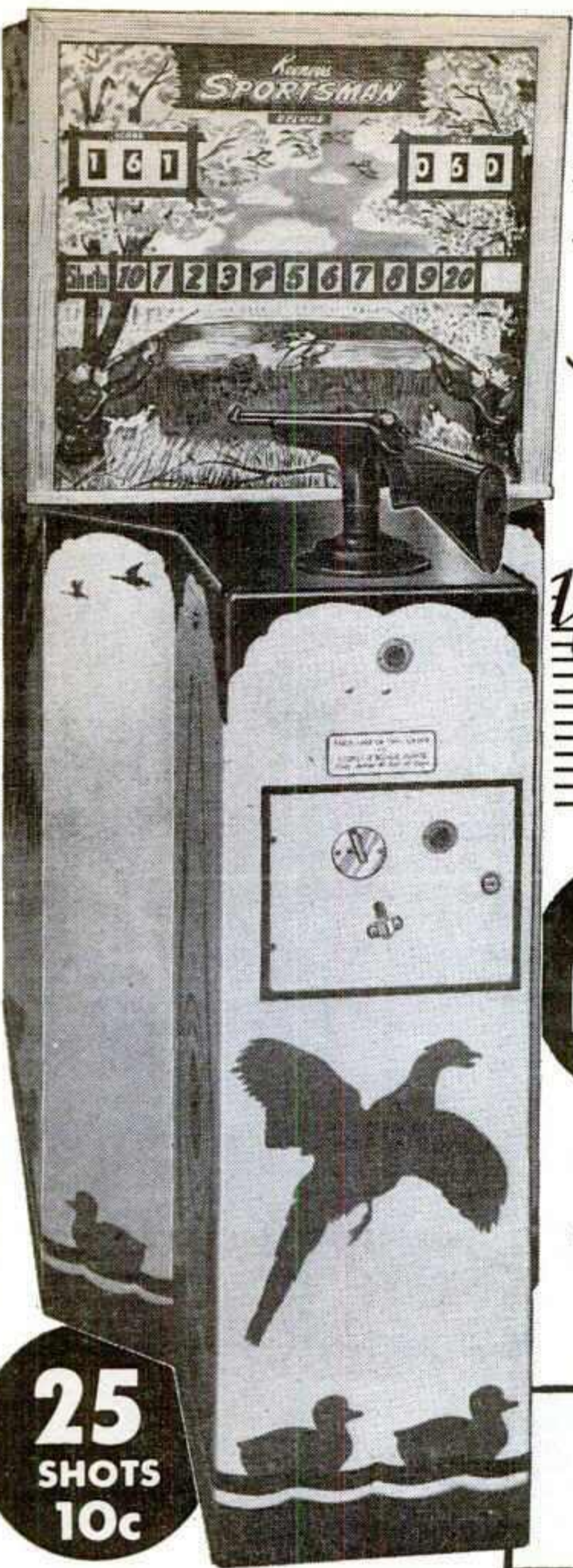
Williams Brand NEW GUN GAME!

P.S.—It has a genuine Remington Rifle for Sharp Shooting!

SAY YOU SAW IT IN THE BILLBOARD!

MOVING TARGETS!

HIGHER SCORES!



Out-Earning 'em All

Keeney's DELUXE SPORTSMAN

NOTE NEWLY DESIGNED GUN WITHOUT CHAIN

BIG EXTRA BONUS:

New MATCH-A-SCORE "0 to 9" gives player 10-50-100-200 or 500 Award Points!

- Rabbits—Pheasants—Ducks POP-UP on mystery basis!
- Roving Targets always on-the-move in realistic 3-D colorful hunting scene!
- Slug Rejector • Standard 6 volt bulbs
- Genuine Regulation Hunting Rifle!

TIME 060

2 BONUS POINTS added to score for each unit of time under 60. Timer can be set to stop at 100-200-300-400 or 500 at option of operator.

- 5 DUCKS in back row 3 points each
- 5 PHEASANTS in center row 20 points each
- 5 RABBITS in first row 2 points each

Cabinet only 29 in. at widest point.

IMPORTANT! This original combination of roving POP-UP TARGETS creates a brand new desire for competitive target shooting thru a true test of marksmanship.

also AVAILABLE AS Keeney's **SPORTSMAN** without Match Feature or Replay Button

FITS EVERY LOCATION!
SEE YOUR KEENEY DISTRIBUTOR NOW!



Order KEENEY'S Deluxe **SPORTSMAN** NOW. *Don't Delay!*

thanks once more for the confidence you have shown in us

to our customers all over the world and to the manufacturers we represent

Merry Christmas
Happy New Year

ABE WITSEN • SAL GROENTEMAN

INTERNATIONAL AMUSEMENT CO.
1423 SPRING GARDEN STREET

SCOTT-CROSSE COMPANY
Rittenhouse 6-7712 PHILADELPHIA 30, PA.

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- HI-FI \$390
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- BEACH CLUB 300
- DUDE RANCH 300
- BALLY BEAUTY 220
- YACHT CLUB 155
- FROLICS 160
- ATLANTIC CITY 110
- SPOT LIGHT 70
- JOHNSON FAREBOX COIN COUNTERS, slightly used, like new 180

1/2 deposit with order. Write to

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7855 Stony Island Avenue
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Phone: BAyport 1-1616 from 1-4 p.m. daily

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TO ALL OUR FRIENDS—
A Very Merry Christmas!

and a Happy

Our 1924 30th 1954 ANNIVERSARY New Year



Our 1924 30th 1954 ANNIVERSARY

Exclusive Gottlieb, Williams, Seeburg, Chicago Coin, Genco and United Distributors.

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Remember IN NEW ENGLAND IT'S TRIMOUNT!

40 WALTHAM STREET BOSTON 18, MASS
Tel. Liberty 7-9189

Merry Christmas

To Our Many Friends, Everywhere

From the entire Atlas Music staff



A Quarter Century of Service.

ATLAS MUSIC COMPANY

2120 N. WESTERN AVE., CHICAGO 47, ILL., U. S. A.

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GUARANTEED BEST GENCO'S BIG TOP RIFLE GALLERY

Brand-New MOVING TARGETS Exclusive with Genco!

Super Realistic
SWIMMING DUCKS

Automatic Re-setting
SWINGING CLOWN

"New Puff-Out"
LIGHTED CANDLES and
All-New Fall-Over Targets

The only rifle on the market with the AUTOMATIC RAPID-FIRE TRIGGER . . . an added feature for the expert player.

CABINET only 29½" wide—will go through ANY DOOR!

Convertible from Novelty to Match and Replay (optional)

Genco MFG. & SALES CO.
2621 N. Ashland • Chicago 14



We take pleasure in extending the Season's Greetings to all of our friends, the Genco Distributors and Operators who have helped us make 1954 the best in our 27-year history.



*Sam Lewis
Avron Ginsburg
Ralph Sheffield*

Genco Manufacturing & Sales Company



Joe Ash Says . . .

FOREIGN and DOMESTIC BUYERS will find TROUBLE FREE machines at LOWER PRICES here.

THIS WEEK'S SPECIALS

- CHICAGO COIN TRIPLE SCORE BOWLER . . \$195.00
 - UNITED ROYAL SHUFFLE ALLEYS \$275.00
- FOR IMMEDIATE DELIVERY

ACTIVE

AMUSEMENT MACHINES CO.

"YOU CAN ALWAYS DEPEND ON ACTIVE—ALL WAYS"

666 N. Broad St. Phila. 30
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Write or wire for prices

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- Seeburg COON HUNT \$250.00
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UNIVERSITY COIN MACHINE EXCHANGE
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Tel.: UNiversity 6900

**WANTED
SERVICE MAN**

To shop machines and service on location. Must be thoroughly experienced on shuffle games. Route located on south side of Chicago. Include references and phone number in first letter.

STARTING SALARY \$125 PER WEEK
BOX 773
The Billboard Chicago 1, Ill.

**SAVE MORE MONEY—
MAKE MORE MONEY**

Subscribe to The Billboard TODAY!

Hold that Tiger!



Yes **HOLD EVERYTHING
UNTIL YOU SEE AND SHOOT**

Williams Brand NEW GUN GAME!

P.S.—It has a genuine Remington Rifle for Sharp Shooting!

Exclusive **AMI** Distributors in Kentucky, Indiana, Southern Ohio
"The House that Confidence Built"

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MUSIC COMPANY, INC.**

ESTABLISHED 1923
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735 S. Brook St., Louisville 3, Ky. 129 W. North St., Indianapolis, Ind.

*Best Wishes To You
For A
Very Merry Christmas*

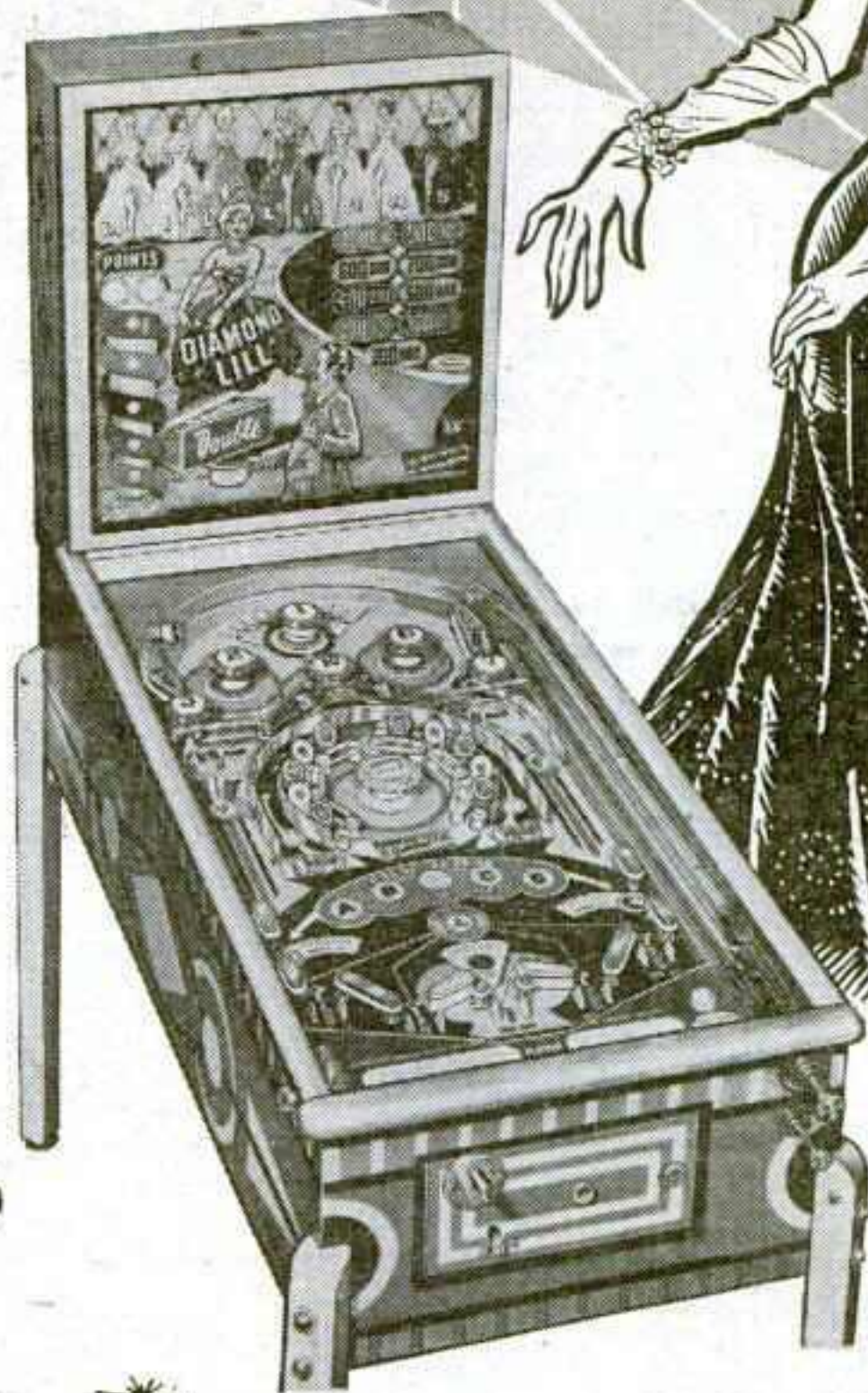
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Two for the Money...

GOTTLIEB'S flashy, colorful
and proven, accepted

GOTTLIEB'S Super **JUMBO**



- MULTI-TILT FEATURE Action continues for remaining players even though one or more players tilt out their own scores.
- TRIPLE MATCH Feature with multiple play awards.
- MODERN MASSIVE CABINET.
- BURGLAR-PROOF CASH BOX.
- ADVANCE DESIGN SCORING UNITS! A Gottlieb perfected unit with heavy duty coils; metal drums for easy cleaning.

1-2-3 or 4
can play
at the same
time!

SEE THEM
AT YOUR
DISTRIBUTOR
NOW!

D. Gottlieb & Co.
1140-50 N. KOSTNER AVE.
CHICAGO 51, ILLINOIS

- Resetting Sequence Nos. 1 to 10 scores points
- Skill horseshoe spots all numbers, 10 brilliantly colored diamonds in horseshoe give terrific flash
- A-B-C-D rollovers when made, light kickout holes for replays and super high score
- Special rollunders spot numbers
- Mystery rollover awards replays
- 4 Pop Bumpers
- 2 Flippers

Season's Greetings—**D. GOTTLIEB & CO.**

**EXCLUSIVE DISTRIBUTORS FOR
CHICAGO COIN MACHINE CO. & GENCO MFG. CO.**

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ABT Rifle Range—New and Used	Write
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Chicago Coin Pistol	75.00
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Like New	495.00
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Kirk Astrology Scale	75.00
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Beauty	245.00
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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 GAME.
One-third deposit on all orders

Monroe COIN MACHINE EXCHANGE, INC.
2423 PAYNE AVENUE, CLEVELAND 14, OHIO ★ (Tel. Superior 3-4660)

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

Merry Christmas to All from **WORLD WIDE!**

LATE SHUFFLE GAMES

United Banner	\$415	Chicoin GOLD CUP	\$245
United ACE	375	Chicoin CROWN	165
United TEAM	325	Chicoin TRIPLE SCORE	175
United LEADER	325	Chicoin 6 PLAYER	50
United CLASSIC	210	United 6 PLAYER DELUXE	75
United CLOVER	175	United 6 PLAYER	50
United 10TH FR. STAR	125	United 5 PLAYER	40
United STAR 6	110	Keeney LEAGUE BOWLER	50

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LAZY Q	\$145	FLYING HIGH	\$110
GUN CLUB	110	SHINDIG	135
ARMY-NAVY	110	GUYS-DOLLS	95
FAIRWAY	85	CYCLONE	75
DISC JOCKEY	75	HIT 'N' RUN	65

Brand New Chicago Coin FLASH BOWLER \$450

SUPER PENNANT BASEBALL \$245
ALL STAR BASEBALL \$275



BINGO GAMES
Reconditioned as New

Spot Lite	\$ 69.50
Palm Beach	125.00
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Beach Club	275.00
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Write for Free 32-Page Vending Machine Catalog. One-Third Deposit on All Orders.
PARKWAY MACHINE CORPORATION
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ELECTRIC SCOREBOARDS

Overhead, 15-21 pts, Horseshoe, \$125 ea. 15-21-50 pts. \$125 ea.
Wall Model, 15-21 pts. and 15-21-50 pts. \$95.00 ea.
PLA-POOL, New, Belgian-Type Pool Game, packed \$375
Bally Beauty \$225.00
United Cabana \$165.00
United Tropics \$225.00
Palm Beach \$125.00
Atlantic City \$110.00
Coney Island \$85.00
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Stars \$75.00

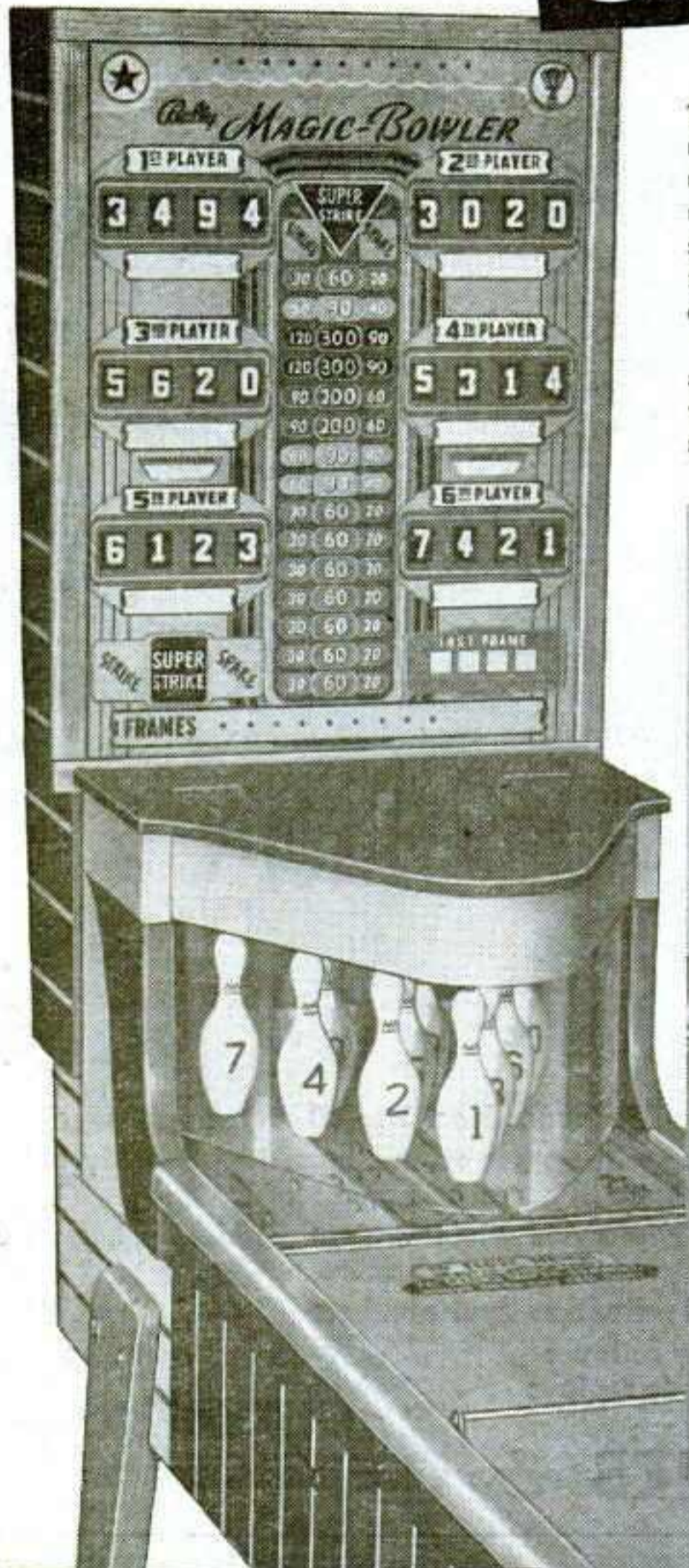
SHUFFLEBOARDS
22", 20" and 18"—Refinished Playfield and Cabinet
22" \$179.50
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Shuffleboard Adjusters, set \$12.00
Pucks (set of 8) \$10.00
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TICKETS
2500 7-11 \$1.15 bag

OVERHEAD SCOREBOARDS
3 Monarch, 15-21
1 Chicago Coin, 15-21
3 Rock-Ola, Frame
Reconditioned, ea. \$75.00
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Terms: 1/3 dep., bal. C.O.D. or 5.D., F.O.B. Chicago.
MID-STATE COMPANY
2367 Milwaukee Ave. Chicago 47, Ill.
Tel: Dickens 2-3444

MORE players play MORE

thanks to new **SUPER-STRIKE** feature



TYPICAL comment, heard on location, tells the play-appeal reason for the record-smashing earning-power of the newest Bally shuffle-bowling sensations—MAGIC-BOWLER (with match-feature) and MYSTIC-BOWLER (without match-feature).

"I'm not too good," says an average player, "but I can score Strikes, when I try. So, even if I don't hit many Super-Strikes, I have fun."

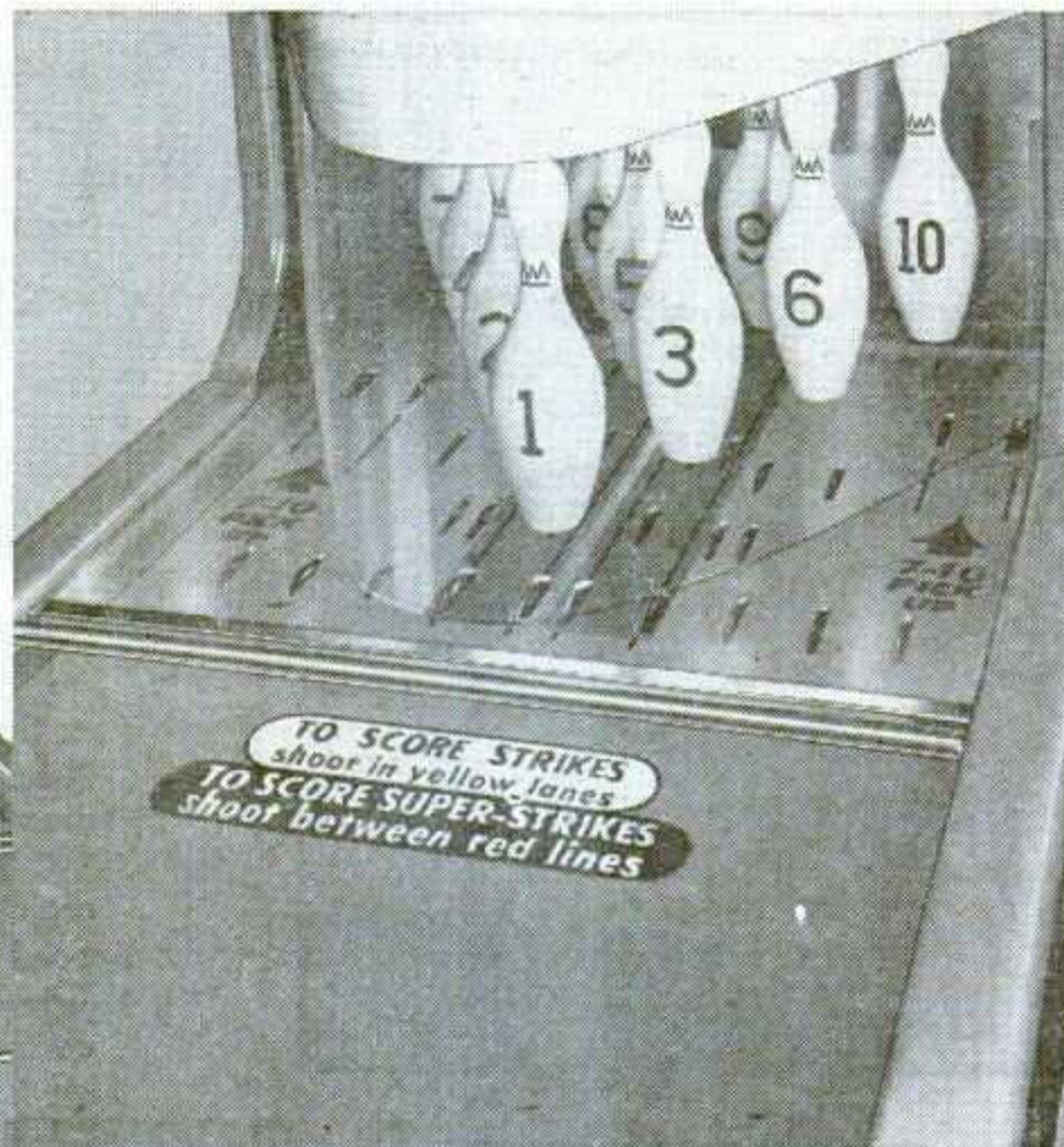
Says a better-than average bowler: "I can hit Strikes with my eyes closed, but you really have to be good to hit those fancy big-score Super-Strikes, and I keep trying to build up my Super-Strike average."

Super-Strikes are Strikes scored with extra skill in straight-lining the puck. Strikes are scored when puck travels along the yellow strike-lanes (grey in photograph), knocking down all 10

pins. But, if the puck stays between red lines (black in photograph) marked on the strike lanes, score for all pins down is Super-Strike, ranging up to a juicy 300. Thus all types of players, from the now-and-then shuffler to the super-skilled regular, get a big dime's worth of amusement when they play MAGIC-BOWLER and MYSTIC-BOWLER. Operators reap the benefit in bigger, steadier collections.

Appeals to All

Average players hit enough Strikes on MAGIC-BOWLER and MYSTIC-BOWLER to hold their interest, while they keep on trying 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. Result: MORE players play MORE, operators earn MORE!



Who needs muscles?

Frailtest little secretary in your office can raise playfield lid of MAGIC-BOWLER or MYSTIC-BOWLER with finger-tip pressure. Opening or closing, powerful spring-mechanism does all the work. Try the new EASY-UP playfield at your Bally Distributor today.

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.

Bally®

Magic-Bowler
WITH POPULAR MATCH-PLAY

Mystic-Bowler
WITHOUT MATCH-PLAY

CHOICE OF DIME-A-PLAY OR DIME-A-PLAY, 3 PLAYS FOR A QUARTER
POPULAR SIZE: 8 FT. BY 2 FT.

BALLY MANUFACTURING COMPANY—2640 Belmont Avenue, Chicago 18, Illinois

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coin's

FIREBALL

Another FIRST in Bowling Games!

Featuring...

"Flash-O-Matic" SCORING
WITH TRAVELING SCORE LITES
IN FORMICA PLAYFIELD!

FOUR DRUM SCORING!

ALL 4 DRUMS
OPERATE TO
SCORE!

**TWO
GAMES
IN
ONE!**

Easily
Adjustable
from
"Flash-O-Matic"
to
Advance
Scoring!

• Player by
Timing His Shot
When Highest Score
is lit on the Formica
Playfield Gets as Much
as 800 for a Strike in
Each Frame!

• The Most
Exciting and
Fascinating
Innovation in
Bowling Games
in Years!

THUNDERBOLT BOWLER

Chicago Coin's

New! . . . 4-WAY MATCH PLAY!

New! . . . EXCITING SUSPENSE FEATURE!

"FLASH-O-MATIC" FOUR DRUM SCORING!

SEE YOUR
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chicago
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MACHINE COMPANY

Money-making
play-appeal
of **MAGIC-LINES**
is cash-box proved
in **VARIETY** Ballygames
from coast to coast.
NOW greater earning-power
than ever is built into the
newest *Bally* sensation

BIG-TIME

with **5 MAGIC-LINES**

plus all the popular
in-line score-features.

Earn big-time profit
by getting BIG-TIME
in your locations

as quickly
as you can.

Order
BIG-TIME
from your
nearest Bally
Distributor.



ALL 5 LINES
OF CENTER CARD CAN BE
MOVED
UP AND DOWN

See Magic-Lines in action! Simply turn knobs, card-numbers actually change! Lop-sided line-ups of lit numbers magically straighten out into scoring line-ups! No wonder BIG-TIME is already smashing all previous earning records!

BALLY MANUFACTURING COMPANY—2640 Belmont Avenue, Chicago 18, Illinois



CARNIVAL GUN

UNITED'S De Luxe

WITH

BIG EXTRA BONUS TIME FEATURE



YOUR SCORE FOR MARKSMANSHIP

PLUS

2 BONUS POINTS FOR EACH UNIT OF TIME UNDER 60



25 SHOTS 10¢

Automatic Totalizer Adds Bonus Points to Score

INTRODUCED FOR FIRST TIME...

Genuine MOVING TARGETS REAL MARKSMANSHIP REQUIRED

Entirely NEW DESIGN Mechanism

Famous MATCH-A-SCORE Feature (ALSO AVAILABLE WITHOUT MATCH-A-SCORE)

NEW TARGETS RABBITS, DUCKS, SQUIRRELS, BULL'S EYES

SEE YOUR DISTRIBUTOR

25 SHOTS 10¢

ALSO AVAILABLE IN 3 FOR 25¢ MODEL

OTHER UNITED HITS NOW AT YOUR DISTRIBUTOR
SINGAPORE Fast Action In-Line Game
6-PLAYER SHUFFLE ALLEY BOWLING GAMES
TARGETTE 6-PLAYER SHUFFLE-TYPE SKEE-TARGETTE GAME



UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

SEASON'S
GREETINGS

from the **J. P. SEEBURG CORPORATION** and all
SEEBURG DISTRIBUTORS



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DEPENDABLE MUSIC SYSTEMS SINCE 1902
J. P. SEEBURG CORPORATION
Chicago 22, Illinois



*America's Finest and Most
Complete Music Systems*