

The Billboard

JANUARY 8, 1955 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY PRICE: 25 CENTS

Music-Record Year Ends Up With Bang

Disk Price Change Climaxes Turbulent, Prosperous 1954; Future Looks Good

By JOE MARTIN

NEW YORK, Jan. 1. — The music-record industry, rarely quiet, went thru a series of mercurial changes in 1954. And the biggest story of the year came in the very last days, when the entire price structure of the record industry was revised by RCA Victor.

In general, the record business enjoyed a profitable year as did the phonograph manufacturers. Music publishers saw sheet music sales continue to fall. The band business managed to do little more than hold its own. Local radio continued to prosper despite the inroads of television, but network radio took it on the chin. And record-music artists continued to dominate the talent picture.

New Contract

This was the year in which the record manufacturers signed a new and long-term agreement with James C. Petrillo's American Federation of Musicians which continued the Music Performance Trust Fund—a Petrillo "must" since its inception. It was the year, too, in which hi-fi evolved into more than a trade term and became one of the record industry's key sales and merchandising phrases.

A Look Ahead

And while such important events as new labor contracts and a heightened public interest in records and record players will make big news any year, the trade's knowing observers expect the big news in 1955 to come from other quarters. They see the new year as one in which the record industry will make its greatest strides toward the eventual goal of doubling its sales. Sales of record playing equipment is expected to zoom in 1955 to a new industry-wide peak.

Prediction for radio broadcasting range from a gloomy year for the networks to a great year for most of the independent stations. Sheet music is seen as headed for either a continuing decline or a dramatic shake-up in pricing, distribution or

merchandising. The record industry, too, can be expected to come up with more than its share of new talent.

In retrospect, 1954 was one of the most exciting years for the music-record industry. The year started with much talk about record prices being increased, proceeded into a mammoth February "sale" and ended with a decided drop in prices on, at least, long playing records. Sales for the music publishing industry as a whole undoubtedly increased, but the increase came from selling music other than popular song sheets which went to 50 cents at retail—standards, folios, educational materials, orchestras, etc.

It was the year in which the American Society of Composers, Authors and Publishers finally came to an agreement with television broadcasters. It was also the year in which 33 songwriters banded together as Songwriters of America and filed a \$150,000,000 civil anti-trust suit against Broadcast Music, Inc., the broadcasters

(Continued on page 13)

MENOTTI GAINS NEW HEIGHTS WITH 'SAINT'

By BOB FRANCIS

Every time Gian-Carlo Menotti does something new, the consensus is that he has reached his peak. Then the man goes on to something else, and a reviewer is forced to think up new superlatives to describe his talent. With the unveiling of his "Saint of Bleeker Street" at the Broadway Theater it has happened again this week.

Once more the triple-threat Menotti calls his latest effort, as composer-librettist-director, a music drama. With "Saint," however, he comes closer to the grandeur and scope of true opera than ever before. There is the same magnificent integration of human passions and music, of which he has become practically a unique master, wherein the score is emotionally attuned to every word that is sung. From the point of view of creative musical craftsmanship, it is not only the most brilliant and impressive writing by the composer to date, but puts him in a niche with some of the old masters of the medium. Technically and orally "Saint" is an achievement.

(Continued on page 9)

'54 Finds TV Film Firms Uniting in Hot Competition Battle

Volume Hits \$32,000,000; New Year Omens New Slants, New Mergers

By GENE PLOTNIK

NEW YORK, Jan. 1.—The TV film industry witnessed an accelerated trend toward consolidation in the syndication field in 1954, a trend which most observers say will continue thru 1955.

In feature-film distribution, however, there was a new boom, spurred by the price-breaking, 30-picture package of General Tele-radio's new Film Division.

Hot Competition

It was the increasingly hot competition for first-run sales that was responsible for the foldings and mergers in the syndication business. But at the same time the big customers were demanding top quality, which led to record-breaking price lists during 1954. Also, the distributors were getting an ever bigger return on station library sales.

On both sides the total volume of business during 1954 was a healthy tho not phenomenal increase over 1953. The industry's

gross in syndication sales, according to the best estimates, was around \$32 million, which was an increase of \$2 or \$3 million over last year. Again, Ziv-TV is generally acknowledged to have been the top grosser in syndication.

Sales of feature films to TV grossed around \$15 million, which is also believed to be an increase of a couple of million. But, what is more important, the feature-film market underwent a virtual revolution.

Small Stations

It was fully expected that feature library sales would this year be concentrated in the newer and hence smaller stations, which are greater in number but not necessarily in total dollar value. The older and bigger stations were beginning to get re-run-itis on the older feature libraries, and a trend toward half-hour libraries and live shows was in the making during the early months of 1954.

Then in the spring a new development occurred which staggered the industry. Several groups of high quality, first-run pictures burst upon the market, and they were demanding prices such as had never before been paid for TV film.

Big Groups

The first was the 30-picture group which General Teleradio got from the Bank of America. Then Hygo acquired the "Big Ten" from the Chesapeake Industries. Then Motion Pictures for Television acquired the 12 Sherlock Holmes pictures from Universal and the Conan Doyle estate, which it subsequently sold to Eliot Hyma upon his re-activation of Associated Artists Productions. Then Associated built another 56-picture package including "Algiers" and "Paradise" and the Flying Dutchman. At the end of the year, Hollywood

(Continued on page 5)

Merchandise: All or Nothing

NEW YORK, Jan. 1. — The merchandising of TV film shows became an all-or-nothing proposition during 1954. Most distributors found that the merchandising materials were a necessary tool to sell the show, but that the sponsor usually spent his entire budget on the film and never bought the merchandising.

A few distributors, on the other hand, were convinced that the merchandising will ultimately make the big difference. National Telefilm Associates put on sale a separate merchandising program, its \$1,000,000 "TV Tic-Tac-Toe" contest, as an adjunct of its station library. Television Programs of America offered a completely built-in and automatic merchandising campaign with "Captain Gallant of the Foreign Legion."

NEWS OF THE WEEK

Record Prices, Discounts Continue

Shifting As Additional Firms Move . . .

Price and discount structures in the record industry continued to change this week as additional record companies moved to counter the announcement by RCA Victor which affected almost all record prices and dealers discounts. . . . Page 11

Music Ops Tell How Record Price

Changes Will Affect Their Buying . . .

See speed-up of shift to 45 r.p.m. equipment; EP's to get more operator attention, even better wedge for more play switch as result of record price revisions. . . . Page 52

Several Factors Point to Hike

In TV Film Production in '55 . . .

The greatest number of new TV film titles ever will be going into production in 1955. This is caused not only by the expansion of TV film bookings, on networks as well as in syndication, but also by the fact that a number of long-established shows will have run their course and require replacements. . . . Page 4

New Networking Technique Will

Follow Du Mont Economy Moves . . .

In the wake of two sharp economy moves, Du Mont will shortly unveil a new and possibly revolutionary technique for networking programs. The gimmick has been kept under an air-tight security cloak, and the whole trade is guessing. . . . Page 2

Network TV Profit Prospects

Are Rosier Than Ever for '55 . . .

Prospects for 1955 in network TV are brighter than ever, after a year in which the networks

set new records for income. All the webs except Du Mont substantially bettered their billings during 1954, with CBS-TV the leader by far. . . . Page 2

California May Get Two

State Fairs Instead of One . . .

Two State fairs for California were proposed at a hearing before a joint committee of the California Legislature. Proponents urge the establishment of one fair at Los Angeles, the other at San Francisco, with one tied in with the State's agriculture, the other with its industries. Present fairs would replace the present State fair at Sacramento. . . . Page 38

Kiddie Ride Mfr. Makes Bid for Retail

Market With Balloon Vending Machine . . .

Capitol Projectors starts production of automatic balloon vender built primarily for use in supermarkets, variety chains, as well as arcades, amusement parks. . . . Page 57

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RCA Victor New Price Story in this Issue . . . SEE PAGE 15

TV Webs Had Biggest Year, And Expect Repeat for '55

Year-End Round-Up Shows Solid Gains in All Branches of Medium

NEW YORK, Jan. 1.—The past year was the biggest billing year in the history of network TV, and prospects seem more bullish than ever for 1955.

Spearheading the 1954 sales gain, which is expected to bring an estimated \$300,000,000 into the coffers of the four networks, was CBS-TV, which solidly established its supremacy over NBC-TV this year, tho the latter network also did well. ABC-TV made the largest comparative strides, however, and regained much of the ground lost in other years. Du Mont just about held its own, but has moved to sharply curtail its network operation by cutting its micro-wave relay service in half and by selling its most profitable station operation, WDTV, Pittsburgh, to Westinghouse for \$9,760,000.

On the advertising front, the leading agencies upped their TV billings considerably as sponsors

kept pouring their dough into the medium in an effort to withstand the challenge of the competition. And in practically all cases it was the ability of the agency to acquire new properties that delivered ratings which was the determining factor in keeping its clients happy.

The year saw a radical growth on the part of McCann-Erickson, which more than doubled its radio-TV billings and brought such accounts as Bulova, Lehn & Fink and others into its operation. Kenyon & Eckhardt was notable for the ground it regained during the year when RCA moved into its shop bringing millions of dollars along with it. Cecil & Presbrey was a major catastrophe among agencies, folding up after losing \$15,000,000 of the \$20,000,000 in billings with which it began the year.

On the programing front, 1954

was the year of the spectaculars. Conceived by Sylvester (Pat) Weaver, president of NBC, that network's spectaculars got off to a shaky start but by the year's end have established themselves, if not as sensation-makers then as solid shows. CBS had also had fair results with spectaculars and the pattern is expected to be continued to next season.

George Gobel, on NBC-TV, and "Disneyland," on ABC-TV, were (Continued on page 3)

Slater and Craig Take New Exec Agency Positions

NEW YORK, Jan. 1.—Two top-notch advertising executives this week made new connections when Tom Slater joined Fuller, Smith & Ross to head up the Radio-TV department of its Cleveland office and Walter Craig caught on with the William Weintraub Agency as its AM-TV topper. Slater comes to Fuller, Smith & Ross with a solid body of achievement to his credit, his last agency post being with Ruthrauff & Ryan, where he was a veepee and director of radio-TV.

Craig, veepee and advertising director of Pharmaceuticals, Inc., was previously veepee and director of radio and TV for Benton & Bowles. The Weintraub Agency has been reorganized, its new president being Elkin Kaufman, who replaces William Weintraub Sr. Craig, it is said, will have some stock interest in Weintraub, and there are reports that the Pharmaceuticals, Inc., account may find its way there.

Gleason Signs Dorsey Bros.

NEW YORK, Jan. 1. — Jackie Gleason Enterprises this week reportedly signed the Dorsey Brothers to a contract for the 1955-'56 season. The orchestra leaders are ticketed to go into the Saturday 8-8:30 spot on CBS-TV next season as replacement for half of Gleason's show.

The Dorsey Brothers Show, which will be variety, will also use the June Taylor Dancers. They are now replacing Gleason for two weeks on his hour show while he takes a vacation.

ABC to Sell Disney Kid Show In Quarter-Hour Segments

NEW YORK, Jan. 1.—The new Disney across-the-board kiddie show which ABC-TV will air 5-6 p.m. next fall will be put on sale at the end of this month in quarter-hour segments.

The phenomenal success of the web's Wednesday night "Disneyland," which has become one of the hottest properties on the air, has made it almost certain that sponsors will be storming the gates in a bid to sponsor the new kiddie show. The decision to sell the show in 15-minute slices will enable a multitude of sponsors to latch onto the series. With 20 quarter hours available per week, it's theoretically possible the stanza

will have as many as 20 different bankrollers. It's more probable, however, that some advertisers will wind up with more than one quarter hour per week.

The show, to be shot on film, will originate in the new Disney amusement park being built near Los Angeles. Disney theatrical footage will be integrated into the series.

Program costs to sponsors will be set as soon as definite budgets for production of the show are figured out. ABC's President Robert Kintner and program director Robert Lewine are planning to fly to Hollywood next week for huddles with Disney.

WHAT'S YOUR GUESS?

Has Du Mont Discovered Mystery Of the Missing Link for Web TV?

NEW YORK, Jan. 1.—The trade was trying to guess this week what the top-secret project at Du Mont is. It is understood to be a completely new and potentially revolutionary technique of networking programs. Trade observers were wondering whether it would be the miracle worker Du Mont appeared to need after the drastic economy measures it took this week.

Du Mont has revised its contract with the American Telephone & Telegraph Company to cut in half the number of stations with which it is interconnected on a regular basis. It also fired upward of 35 persons, including four of its seven salesmen.

The new technological gimmick,

which has been under an air-tight security cloak, will probably be revealed in another two or three weeks. One of the leading guesses was that it is a rapid filming system which would record all the web's shows and thus eliminate completely any expenditure for linking stations for live outings.

Quick Delivery
Du Mont recently demonstrated a method of linking a TV and film during the shooting as they would a live TV show. It was said that a network could thereby get prints to a station within 24 hours at less than \$100 per station, including processing and shipping. It was also pointed out that this gimmick would preclude the need of any

APPROACHING CRUCIAL POINT

Will Network Probers Get Trade-Secret Information?

The Bricker probe of TV-radio networks will head toward a crucial turning-point as the new Congress organizes next week.

The question whether the Hill probers will continue their hot pursuit of a mass of new industry-secret information (The Billboard, December 25) remains to be determined by the soon-to-be-reorganized Senate Interstate and Foreign Commerce Committee.

The full committee will probably have its first meeting within a couple of weeks after Congress convenes. Sen. Warren G. Magnuson (D., Wash.), who will take over the chairmanship from Sen. John W. Bricker (R., O.), will have to decide how the probe of TV-radio networks will proceed.

Among the most important questions Magnuson must decide is whether the investigators will insist on getting information

which the Federal Communications Commission right now is balking at turning over to the congressional probers and which the industry would undoubtedly want to stay in the FCC's hands.

The FCC has withheld so far from answering the probers' latest questions seeking confidential industry information. This information, now stored in the FCC's secret files, contains financial data assembled from networks' and stations' answers to FCC's periodic confidential questionnaires. This data has never been included in the FCC's yearly public financial reports on the industry.

There has been some talk that the FCC might be subpoenaed to turn over the information to the investigators. This would be an unprecedented event for the Commission. However, at the present time there is little likelihood that the subpoena use will be necessary.

MAY DROP IBC FIGHTS

Webs, Sponsors Irked at Bad Press

NEW YORK, Jan. 1.—NBC-TV, CBS-TV and the respective sponsors of the International Boxing Club fights on these networks, Gillette and Pabst, have become concerned over public reaction to the series of articles Sports Illustrated has been running on boxing. The magazine has printed several articles accusing the International Boxing Club of having knowledge that several fights were fixed. Jim Norris, head of the IBC, was accused in one article of being personally involved in one fix.

Norris, however, hit back at the magazine by suing it for several millions of dollars, claiming that he has been libeled. The trial is apt to be long and involved, if and when it takes place, and further bad publicity is almost sure to result.

David Sarnoff, chairman of the board of RCA and NBC, has also become alarmed and asked the NBC programing executives whether they believe the IBC fights for Gillette on Friday nights should be carried in the future. And CBS is also wondering what action should be taken, if any, on its Wednesday night bouts for Pabst. There is no question that the time can be programed without any trouble but the shows used would have to have a strong

male appeal to meet the needs of both sponsors.

Gillette is far from happy over the whole affair, especially since the advertiser believes that the IBC has been giving Pabst a better grade of fights. The last championship fight that went to Gillette was the one for the welterweight title between Kid Gavilan and Johnny Saxton. The decision in this bout was questioned and the entire business left a bad impression with the public.

This year, too, the big fights (Continued on page 3)

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Managers and Divisions

E. W. Evans Main Office, Cincinnati
K. Kemper Indoor Division, New York
M. L. Reuter Outdoor Division, Chicago
Hilmer Stark Coin Mach. Division, Chicago

Offices

Cincinnati 22, 2160 Patterson St.

E. W. Evans
Phone: DUnbar 6450

New York 36, 1564 Broadway

W. D. Littleford
Phone: PLaza 7-2800

Chicago 1, 188 W. Randolph St.

Maynard L. Reuter
Phone: CEntal 8-8751

Hollywood 28, 6000 Sunset Blvd.

Sam Abbott
Phone: HOLlywood 9-5831

St. Louis 1, 390 Arcade Building

Frank B. Joerling
Phone: CHestnut 1-0443

Washington 5, 1426 G St., N.W.

News Bureau, Ben Atlas
Phone: NAtional 8-4749

Advertising Managers

Outdoor-Merchandise

..... C. J. Latscha, Cincinnati

Indoor Dan Collins, New York

Coin Machine Hilmer Stark, Chicago

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HOW TO GO BIG-TIME IN TV WITHOUT OWNING FORT KNOX

Buy PASSPORT TO DANGER . . . hottest property available to local and regional advertisers! This is a brand-new, bang-up show, the kind only the big networks can usually afford to put on . . . and it's yours at a remarkably low cost, well within the reach of almost all local sponsors. Nothing else you can buy gives you a star like this . . . slick production . . . elaborate foreign settings. And what a promotion you can build around the magic of Romero's name! No wonder Blatz Beer, Welch Grape Juice, and other "savvy" advertisers have already snapped it up. Better check your market . . . contact one of the offices below.

CESAR ROMERO, starring in . . .



PASSPORT TO DANGER

BIG-TIME TV WITH A LOW-BUDGET PRICE TAG
ABC FILM SYNDICATION, INC.
7 West 64th St., N. Y.
CHICAGO • ATLANTA • HOLLYWOOD • DALLAS

CHICAGO • ATLANTA • HOLLYWOOD • DALLAS

TV Beer Ad Survey Dampens Prohibitionists' Drive in D. C.

WASHINGTON, Jan. 1.—Prohibitionists gearing for a new Capitol Hill drive to curb TV-radio beer and wine commercials are likely to face their toughest obstacle in findings just submitted to the House Interstate and Foreign Commerce Committee by the National Association of Radio and Television Broadcasters.

In a report based on a survey of the bulk of the TV and radio broadcasting industry, the NARTB produced findings that showed a triflingly small percentage of programs being sponsored by beer and wine concerns.

The House Interstate and Foreign Commerce Committee is likely to be flooded with new "dry" bills this session. Whether or not hearings are held, the NARTB report is expected to carry considerable weight.

The Association's survey was made at the House Committee's request in the wake of hearings in the last Congress on the Bryson Bill to ban beer and wine commercials on TV and radio. The data covers a year's period up to last August 31.

According to the report, less than 2 per cent of radio programs and less than 3 per cent of TV programs are sponsored by beer and wine advertisers. These programs add up to 2 per cent of total radio station time on the air compared with slightly over 3 per cent of total time on the air for TV stations.

The NARTB report estimated that beer and wine advertisers spent \$34 million on radio and TV advertising in the year's period. The U. S. Brewers' Foundation in a separate report to the House Committee estimated brewers spend \$30 million a year on radio-TV programs.

The NARTB report showed that beer and wine spot announcements amount to only 2.85 per cent of total radio spot announcements,

while on television beer and wine spot ads add up to 3.53 per cent of the total.

The U. S. Brewers' Foundation told the committee that only a tenth of their radio-TV time is used for advertising, the rest going to programming.

On both radio and TV, beer and wine advertisers favor sports and news as vehicles for their ad messages, NARTB said. Beer and

wine advertisers, the report showed, sponsor 18 per cent of sports programs on radio and slightly over 20 per cent on TV, compared to 2 per cent of news on radio and 5 per cent of news on TV. They sponsor nearly 3 per cent of drama programs, over 2 per cent of quiz shows and over 1 per cent of music programs on TV while they support less than 1 per cent of these types of shows on radio.

Webs' Biggest Year; Expect Repeat in 1955

Continued from page 2

the unqualified smashes of the 1954-'55 season. The Walt Disney Wednesday night presentation has jacked up the ABC-TV ratings tremendously on that evening and has contributed a great deal to re-establishing its stature as a network.

CBS, aided in no small measure by Procter & Gamble's decision to switch its shows from NBC, succeeded in programming practically a solid line-up of commercial shows from 10 a. m. thru 5 p. m. across the board, beginning in the summer, an achievement which is partly responsible for its strong commercial showing. NBC's major achievement was the click of its "Today," "Home" and "Tonight" participation units, which together grossed \$13 million. The latter two shows got their start during the year, and "Tonight" has proven there is an audience for its entertainment even at a late hour.

The trend toward film was further accentuated on the networks during the year, tho in milder numbers. Among the new vidfilm series which have clicked are "It's a Great Life," "Dear Phoebe" and several others.

Among the casualties, "Strike It Rich," a longtime success story, was finally dropped at the end of this year from its Wednesday night CBS spot by Colgate.

The spirited competition among car makers saw them plough an estimated \$60,000,000 into the medium for various programs, with Chrysler the leader by virtue of its determination to recapture its portion of the market. Cigarette sales dropped during the year and cigarette spending in the medium also declined slightly. The trend toward the sharing of shows continued during 1954, with as many as four sponsors now participating in the Imogene Coca half hour on NBC.

Twenty-five stations finally set up their own ad bureau for the medium, which later was merged into a Television Bureau of Advertising, headed by Oliver Treyz, after elements in the National Association of Radio and Television Broadcasters joined. Theater TV made seven-league strides during

the year when it was taken up by major firms for sales meetings, the two leaders being Theater Network TV and Box Office TV.

The public was also treated to the most expensive single in the history of TV when David Selznick produced the \$1,000,000 "Electric Lights Diamond Jubilee" in October on all four networks for the electronic industries and the utility companies.

TV took on a new luster as a public affairs medium with the programming of the McCarthy-Army hearings. And later in the spring CBS' Ed Murrow took on McCarthy personally when he devoted a program to commenting on the Wisconsin senator. CBS as a web stuck its chin out via the first TV network editorial, which President Frank Stanton delivered against the decision of the censure committee not to permit TV in its chambers.

Financial rewards for talent continued to soar upwards. Betty Hutton received an estimated \$50,000 for her one-shot appearance on the initial spectaculars, with other fees hiking commensurately for performers. Lehn & Fink paid \$30,000 to Desilu for re-runs of "I Love Lucy." And Santa played footsie with Jackie Gleason. The comedian stands to make an estimated \$1,500,000 in profit from his two-year deal with Buick for a new half-hour version of "The Honeymooners" on film. The show begins next season.

The development of color TV was not as rapid during 1954 as some of the optimists predicted. Substantial progress was made when CBS perfected its 19-inch tube, and a further step was made when RCA came out with a 21-inch set. Neither set, however, has gone into mass distribution, tho the price of the 15-inch RCA sets were almost shaved in half by these accomplishments.

Programing in color has been on the spectacular side, literally as well as figuratively. CBS-TV is also programing each of its regular shows in color on a revolving basis.

ATAS, AMPAS Awards to Be Aired by NBC

HOLLYWOOD, Jan. 1.—NBC yesterday acquired broadcasting and telecasting rights for both the Academy of Television Arts and Sciences and for the Academy of Motion Picture Arts and Sciences awards ceremonies.

The ATAS contract is for three years. Program this year, first time it will ever be televised nationally, will run for one and a half hours.

The AMPAS contract is for six years for a minimum fee of \$1,050,000, with options that could bring the total to \$1,300,000. Oldsmobile will sponsor the 1955 show, with the possibility that the Academy itself will take over in subsequent years.

NEWS IN BRIEF

The Federal Communications Commission last week turned down a petition of the Van Curler Broadcasting Corporation, WTRI-TV, Albany, N. Y., for a stay in the FCC approval to transfer WROW-TV, Albany, from Hyman Rosenblum to Columbia Broadcasting System's newscaster Lowell Thomas. Van Curler had charged that the transfer would cause WTRI to lose its CBS affiliation to WROW-TV. The Commission, however, has ordered a hearing for January 24 to determine whether the station transfer to Thomas will violate Commission policy on station ownership by network personnel, and whether Thomas has an understanding with CBS to obtain network affiliation.

Zooming demand for electronic parts from all segments of the radio-TV industry is forcing manufacturers to improve their distribution to jobbers, according to the Radio-Electronics-Television Manufacturers' Association which released a report last week urging a "unit territory plan to serve the jobber better." The report states that the \$500,000,000-a-year jobber business in electronic parts is expected to triple by 1960 and will require manufacturers' representatives to

give jobbers more efficient and more frequent service.

In two TV station changes this week, the Federal Communications Commission granted control of WAYS-TV, Channel 36, Charlotte, N. C., from George W. Dowdy to Hugh Deadwyler for \$4 plus assumption of liabilities, and granted assignment of the CP for Channel 20 (KBAY-TV), San Francisco, from Lawrence A. Harvey to Leonard and Lily B. Averett for no consideration. The new partners will contribute \$400,000 to complete construction of the TV outlet on Channel 20.

Educational TV ended 1954 with eight stations on the air, two stations slated to go on the air in January, 1955, and 11 others in the building stage, according to the National Citizens' Committee for Educational Television. Five of the eight stations on the air are VHF.

Ballantine Brewery last week signed as one-third sponsor of 29 "home" and 27 "away" local baseball telecasts of the Phillies next season. The games will be aired alternately on WPTZ and WFIL-TV, Philadelphia.

RESTLESS PEOPLE

Raymond P. Calt, formerly of Young & Rubicam, New York, becomes director of copy of Calkins & Holden on January 3. . . . Erick Hazelhoff has been named manager of NBC's newly created Tele-sales Department. Hazelhoff is a former editorial writer for the "Today" show. . . . Adolph J. Toigo, general manager and exec veepee of Lannen & Newell, has been named president.

Arthur V. Mountray, account exec at Compton Advertising, has been upped to vice-president. . . . Another newly elected veepee is Alan D. Lehmann of BBD&O's Buffalo office. . . . Hub Terry, account exec with WIS, Columbia, S. C., moves to Tom Daisley Advertising in the same capacity. . . . Michael A. Fiore and his son, Albert A. Fiore, president and vice-president respectively of Radio Advertising Corporation of America, have formed a new advertising agency, Fiore & Fiore.

Hazel Markel, Washington radio and television newscaster, has been named associate producer in charge of radio and TV activities for Theodore Granik, producer of "The American Forum" and "Youth Wants to Know" on NBC-TV. . . . John H. Smith Jr. has resigned as public affairs manager for the National Association of Radio and Television Broadcasters to join the public relations staff of Chrysler Corporation, NARTB President Harrold E. Fellows announced this week.

Samuel M. Sutter, formerly vice-president in charge of the creative departments of the Biow Company, will join McCann-Erickson on February 1 as an associate creative director. . . . Robert Buchanan, television staffer at WJBK, Detroit, has been upped to the sales staff. . . . Mike Shapiro, formerly TV rep in the Chicago office of Avery-Knodel, has been named commercial manager of WFAA-TV, Dallas, effective January 1.

May Drop Fight

Continued from page 2

Have been going to theater TV, which has the potential for far more revenue than home TV for the IBC. Should the IBC lose its video sponsors the organization would have to push theater TV to make up for the revenue lost should the webs drop airing of the lesser fights.

WE'VE BEEN SIGNING UP A SPONSOR A DAY...AND THEY'RE STILL COMING!

When PASSPORT TO DANGER hit the market, it was snapped up in 30 cities within 28 days...by such big-time advertisers as Blatz Beer and Welch Grape Juice. What's more, it's the first syndicated series ever sold on the full CBC network. This show must really have something...and it does! No other show you can buy boasts the box-office magic of a star like Romero. He'll do your commercials, too...all at a price that fits easily into a modest budget. Orders keep coming in to the offices below... what about yours?

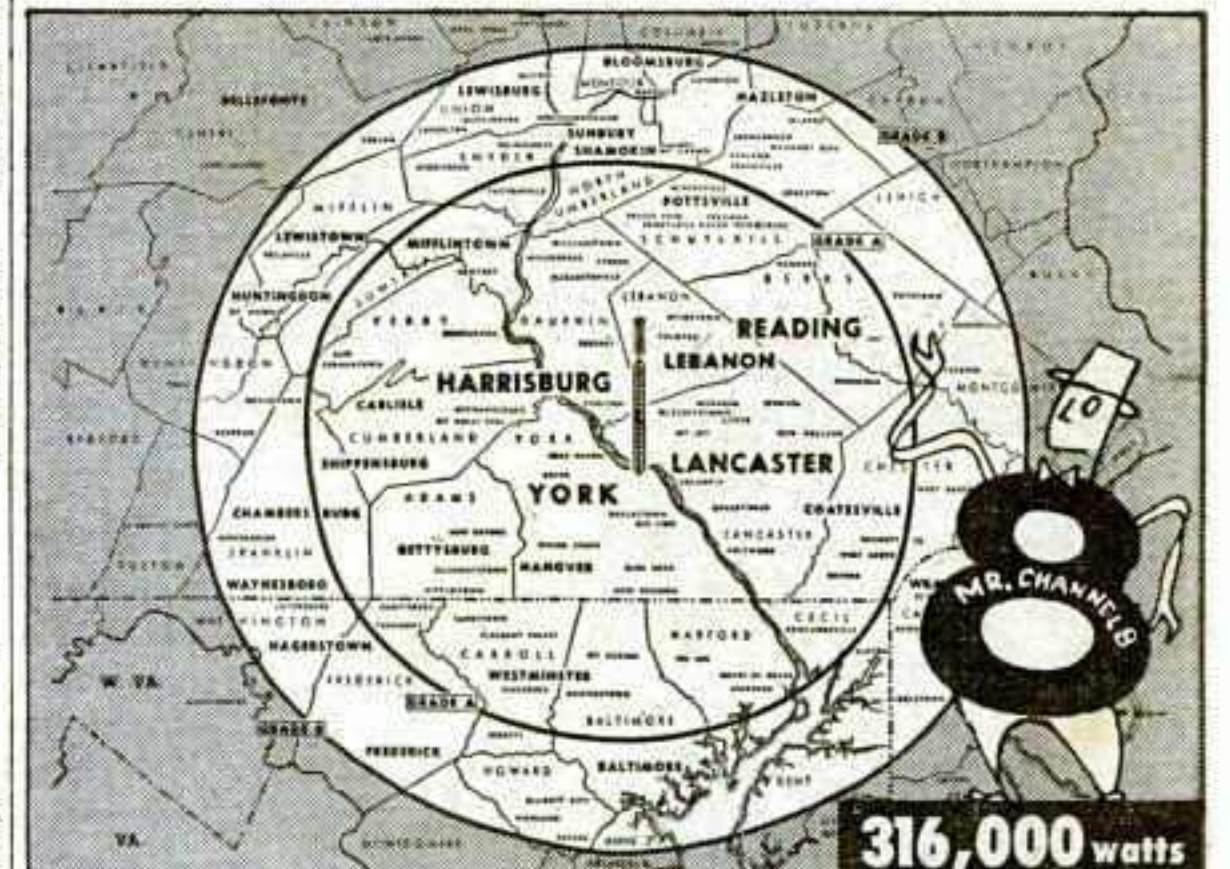
CESAR ROMERO, starring in...



PASSPORT TO DANGER

BIG-TIME TV WITH A LOW-BUDGET PRICE TAG

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STEINMAN STATION CLAIR McCOLLOUGH PRES.

Representatives **MEEKER TV, INC.**

New York Chicago Los Angeles San Francisco

when answering ads... SAY YOU SAW IT IN THE BILLBOARD!

Expanded Vidpix Programing, Replacements Augur Big '55

HOLLYWOOD, Jan. 1. — The coming year will probably see the greatest number of new vidfilm programs go into production since inception of the industry some six or seven years ago. Reasons are that, in addition to the expansion of pic programing, a number of long-established shows have about run their course and replacements will have to be found.

An added factor here is that many producers have come to thinking that 78 pic of one series will provide optimum returns and that this is the point at which to stop. In the past, it's been the rule rather than the exception for high-rated programs to break 100 in the number of half-hour segments.

If the trend of the past two years is any indication, the three major nets themselves will require an additional 20 new filmed shows. Also the increase may not be as high as it has been for NBC and CBS, chances are that this will be offset by an ever greater swing toward film by ABC. Execs at the latter web are making no bones about the fact that they've been

surprised by the success of their filmed programs, especially "Disneyland," and a three-week January trek to the West Coast by President Robert Kintner and staff is apparently for the purpose of surveying the situation further.

Syndicators are anticipating their greatest production year, and, disregarding tentative ones, at least a dozen new series are already scheduled. Leading the field in this department are Guild Films, Screen Gems and Cross-Krasne Productions, each with three new shows.

Net Programs 33% Film
Indications now are that programing on the three nets will consist of at least 33 per cent TV film by the fall of 1955, a jump of about 10 per cent, while that of independent stations will be even higher.

At the same time, a good many of the old shows, tho continuing in reruns, should complete their

first runs and go out of production soon. Most important of these are "My Little Margie" and the "Stu Ervin Show," both of which are in the 125-episode vicinity, and possibly "I Love Lucy" and "Dragnet," both of which have topped 100.

In the case of "Lucy," producer Jess Oppenheimer said last fall that three more years of shooting were scheduled, but that he himself favored stopping earlier, and the inroad "Medic" has made may have added weight to his opinion. "Dargnet" continues to ride high, but Jack Webb has indicated he is growing tired of the series.

Several other shows are on the doubtful list as far as survival is concerned. Leading programs in this category are "It's a Great Life," "Life With Father," "Hey, Mulligan," "Willy" and "Halls of Ivy." All will probably have to do better if they are to be renewed in six months.

A precursor of what is to come may be the fact that during the early weeks of the new year, not usually regarded as a particular auspicious time for a show to hit the air, four new series are going on. They are NBC's "Professional Father" and "So This Is Hollywood," Hal Roach's "Passport to Danger" and Ziv-TV's "Eddie Cantor Comedy Theater."

If the projected expansion takes place, biggest problem for vidfilm producers will be the matter of space. With all available sound stages now in use and only about a half dozen new ones being planned, it may be that an entirely new studio will have to be built, or that financial considerations will cause some of the major theatrical film studios to rent some of their space to vidpix producers.

Gleason Firm Signs Karns

NEW YORK, Jan. 1. — Jackie Gleason Enterprises is definitely going further into TV film production than the new "Honeymooners" for Buick. Gleason this week signed up Roscoe Karns for the lead in a new series to go into production here in April.

Karns, who played the title role in "Rocky King, Detective" on Du Mont for five years, described the show as generally a mystery format, tho he will not play a detective. No title has been selected yet.

Atlas Earmarks Half Million For '55 Push in Syndication

NEW YORK, Jan. 1. — Atlas Television has earmarked \$500,000 for its expansion into syndication during 1955.

Over and above that, Dr. Henry Brown, president, said he is going to "plow back" a certain percentage of his take from now on for production investment. He is understood to be in negotiations on four new series right now. And he expects to add three or four new salesmen in the near future.

Brown this week hired Manny Demby, producer and public relations specialist, to serve in a consultative capacity, particularly on a build-up of its promotion and merchandising services.

The spearhead of Atlas' syndication is "Captain Z-RO," educational space show, which it sold to National Shoe this week for booking on WRCA-TV here, 11:30 a.m. Sundays.

REPORTS STILL PERSIST, BUT—

Fox & Madden Deny Any Deal On To Dispose of MPTV Properties

NEW YORK, Jan. 1. — Matty Fox and Ed Madden unequivocally denied this week that they were making any effort to dispose of the film properties of Motion Pictures for Television. But the reports persisted, and from reliable sources.

If any such move does take place, it is not expected to affect UM&M's distribution of the eight syndicated series. UM&M, it is understood, has a firm distribution contract on those properties, and it would remain in force even if MPTV should relinquish its interest or control in them. The shows include "Sherlock Holmes," which has moved into third place among syndicated shows in New York, "Janet Dean," Drew Pearson's "Washington Merry-Go-Round," "Paris Precinct," "Flash Gordon" and "Junior Science."

An ironical aspect of the situation is that Fox was reported to have pitched deals to at least three interests that are competitors of UM&M in the distribution business. Such a development, how-

ever, is not unheard of. For instance, MCA-TV owns "Dragnet," which is syndicated by a competitor, the NBC Film Division.

Decision in Month
It was reported that a decision one way or the other on the deal might be forthcoming within a month. What it seemed to hinge on was MPTV's reported desire for a package sale involving all product, feature film as well as series, but it's believed likely that MPTV might settle for disposal of part of its product.

On the feature front, much depends upon the success in selling the spot time MPTV has accumulated under its film-for-time scheme, which is also being referred to as its barter plan. Since receiving a favorable opinion on this plan from the FCC last spring, MPTV is understood to have sold 40 or 50 feature-film libraries on this basis. Tho there is a nominal service charge for each film delivered, the station's primary payment for these two and three-year deals is made by consigning to

Top 25 Vidfilms Among Women 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 of Series	Women per 100 Homes	Avg. Nov. Rtg.
1.....	Liberace (Guild Films).....	99	13.1
2.....	Favorite Story (Ziv-TV).....	96	10.2
3.....	Janet Dean, R. N. (UM&M).....	95	8.0
4.....	Life With Elizabeth (Guild Films).....	91	6.4
4.....	Counterpoint (UTP).....	91	2.0
6.....	Dangerous Assignment (NBC Film).....	90	5.5
6.....	Foreign Intrigue (Sheldon Reynolds).....	90	12.0
8.....	Duffy's Tavern (UM&M).....	88	6.7
8.....	The Whistler (CBS Film).....	88	12.0
10.....	Mr. District Attorney (Ziv-TV).....	87	14.0
11.....	D. Fairbanks Presents (Associated Artists).....	86	13.8
11.....	The Falcon (NBC Film).....	86	12.8
11.....	Famous Playhouse (MCA-TV).....	86	8.8
11.....	I Led Three Lives (Ziv-TV).....	86	15.0
11.....	Inner Sanctum (NBC Film).....	86	8.4
16.....	Boston Blackie (Ziv-TV).....	85	10.6
16.....	China Smith (Nat'l Telefilm Assoc.).....	85	6.3
16.....	Front Page Detective (Consolidated TV).....	85	7.4
16.....	I Am the Law (MVA-TV).....	85	5.8
20.....	Florian ZaBach (Guild Films).....	83	11.4
20.....	Hollywood Half Hour (Consolidated TV).....	83	5.1
22.....	Biff Baker, USA (MCA-TV).....	82	6.4
22.....	Ellery Queen (TPA).....	82	13.4
22.....	Files of Jeffrey Jones (CBS Film).....	82	5.2
22.....	Lone Wolf (UTP).....	82	10.0
22.....	Royal Playhouse (UTP).....	82	8.1

Ziv-TV Makes Test Run Of Colorvision Process

HOLLYWOOD, Jan. 1.—Ziv-TV which shoots all of its shows in color, this week tested the new Colorvision process by which means color images are reproduced from black and white film (The Billboard, October 30).

Developed by Colorvision, Inc., a Los Angeles firm, the method consists of breaking a picture down into its three primary colors, printing an image for each of these on black and white film, and then superimposing them on the projection screen to gain the original color effect.

Ziv-TV is the first telefilm production company to test the process, and because of the holiday hiatus neither producer Alvin (Babe) Unger or any of the other execs have yet surveyed the results.

Advantages of Colorvision are its considerable reduction in cost from regular color film, the higher speeds at which it can be shot,

and the rapidity with which the negative can be developed. So far, however, it has not been commercially proven.

The Colorvision unit is an accessory for a standard 35mm. motion picture camera. For projectors Colorvision has designed an additive lens, cost of which when put into production will be about \$300. The firm's engineers, however, are now working on a process to shoot each image separately into RCA's three-videcon color transmitting camera, thus eliminating the additive step entirely.

Significance of Ziv's test is that if the company's execs decide the process is commercially feasible it would probably act as a catalyst in the transformation of Hollywood telefilm production from black and white to color.

Meanwhile, two stations have notified Ziv-TV that they will run color tests of three of its shows within the next couple of months. KSD-TV, St. Louis, will colorcast "Favorite Story" on Monday (4), and WTMJ-TV, Milwaukee, will colorcast it February 1. Later they will both give color airings to "Mr. District Attorney" and "I Led Three Lives."

Ziv shows began to get occasional color tests last summer. A colorcast of "Favorite Story" was on KING-TV, Seattle, on August 14 and on WRCA-TV here two days later. "Cisco Kid" had a color ride in Charlotte and Baltimore in the fall.

Color Western For Film-West

NEW YORK, Jan. 1.—Film-West Productions will shoot a new half-hour Western vidfilm series in color, to star Johnny Western, cowboy TV personality. Also to be filmed is a new full length feature for television.

Film-West is owned by Johnny Western. Associated with him are Don DeChaney and Paul Lemery. Handling the promotion and management of the new firm is R.P.M. Enterprises of Hollywood. Shooting will be in the vicinity of Santa Barbara, Calif. Film-West will also go into the production of commercial films for sponsors in the Middle West.

THE PEOPLE YOU'RE AFTER ARE PRE-SOLD ON THIS SALESMAN

Cesar Romero, star of the new TV hit, PASSPORT TO DANGER, is definitely a "hot" property. Every moviegoer knows him, and he is starring in three new pictures about to be released, so you can see he needs no build-up to your customers. No wonder local and regional sponsors have snapped up this show! With Romero, you know you'll get an audience. Plus attention for your selling message... because he'll also do your commercials and go all-out for your product. The orders keep coming in, and someone else may gobble up your market. Contact us today, at one of the offices listed below.

CESAR ROMERO, starring in...



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'54 Marked by Mergers in Hot Syndication Competition

• Continued from page 1

TV Service let loose with its 26-title "Diamond" group.

Not only stations but sponsors, too, began grabbing the new pictures, and paying top money. The impact has been such that the buyers are now crying for more, and the distributors are scraping to get them, even tho there is no apparent source for more features other than the majors.

Two of the biggest packages were released by distributors who weren't even in the field a year ago, General Teleradio and Associated. The other feature houses, for the most part, were carried along by small-station business and re-run sales. Only one feature distributor stepped out, which was Robert Lippert's Tele-Pictures, which turned its distribution over to Official Films. But a couple of weeks ago Lippert announced the re-activation of Tele-Pictures next month.

In syndication, too, there were a couple of new starters in the top ranks. Flamingo Films was re-activated when the Harris Group broke away from the then newly

formed National Telefilm Associates. Charles Wick started Telefilm Enterprises with one show, "Fabian of Scotland Yard," which is still its only property. Charles Amory started Minot-TV.

Merger Story

But the story of syndication in 1954 was essentially one of mergers and consolidations. The biggest move of this kind was made official only last week when MCA-TV absorbed United Television Programs, giving MCA-TV 22 different series and over 55 salesmen.

The Vitapix Corporation stepped out of active distribution, and made a tie-up with Guild Films in an arrangement which is said to have the potentialities of revolutionizing the industry.

MPTV, which had entered syndication in the summer of 1953, turned the active distribution of its shows over to UM&M headed by Amory and composed of his Minot-TV and two theatrical spot producers. NTA, after the departure of the Harris Group; merged with Comet Television Films. United Artists quit the TV film business, and its sole important property, "Cowboy G-Men," went to Flamingo. The veteran Consolidated TV Sales was bought by Shull Bonzall of Los Angeles, and its operation merged with George Bagnall Associates.

Vitapix-Guild

The Vitapix-Guild deal, made in October of this year, may have a significant effect on TV film sales next season. Vitapix, as an organization of top TV stations over the country, has the capacity to clear time for national sponsors that buy shows from Guild. As such, it has the makings of a TV film network.

There were a couple of other gestures in this direction during 1954, but none has reached the stage of development of Guild-Vitapix.

Julian Kaufman, manager of XETV, San Diego, Calif., incorporated a National Film Network, which he hopes to make operative in 1955. Kaufman hopes to tie up about 50 smaller stations to sell national spot advertisers at 50 per cent of rate card. But NFN will not affiliate with any single distributor. In Madison, Wis., R. L. Kulzick was still struggling to build his Lee International TV Network.

The station film-buying combine theory made one important step

forward this year. Herb Jacobs got 51 smaller stations to set up TV, Inc., which he will operate here as a resident buying office. It officially goes into action next week.

Film Standards

The film handling problem got a ray of hope when a group of station film buyers in New England organized the National Association of TV Film Directors, which laid down a set of standards for film cueing, shipping and handling.

The arrival of 1955 finds the syndicators searching for new lines in program formats. There will undoubtedly be more musical shows. At the same time they are going to start getting into costume dramas, daytime material, including soap operas, and perhaps some unusual documentary shows. The producers will be shooting for top talent and properties, in an endeavor to match Ziv's Eddie Cantor show.

Both features and syndicated shows will undoubtedly reach a new high in gross billings in 1955. But, according to every prophecy, the increased sales and the increased number of shows will be handled by still fewer distributors. Which of the present firms will not be operating a year from now is, of course, anybody's guess.

Expanding Activity Cause of Cascade Shift to Own Lot

HOLLYWOOD, Jan. 1.—Growth of its own production activities as well as the expansion of the vidpix industry in general is forcing Cascade Productions to move out of Hal Roach Studios into its own lot after a six-year residence at the Culver City facilities.

Cascade, one of the leading commercial producers, will begin shooting at its new building, complete with three sound stages, on February 1.

Cascade producer Fillmore Phipps said that it's become impossible to fill rush order commercials by leasing stages at regular vidfilm lots because the space is simply not available, and that the volume of business has become such that it's now financially practicable for the company to own its own production facilities. Cascade's gross for 1954 is in the neighborhood of \$1 million.

The firm is also seriously con-

Patti Page Sets Plans for TV Pix Production

NEW YORK, Jan. 1.—Patti Page is going into TV film production in two weeks with a 15-minute series to be called the Patti Page Show. With her manager, Jack Rael, the thrush has set up Argap Productions. The firm will make two pilots here and turn them over to General Artists Corporation for national sales. Rael said they already have interest from a couple of sponsors, for either network or extensive spot line-ups. He said they had not given any serious thought to syndication.

Miss Page, who records for Mercury Records, has been one of the hottest selling recording stars for the past three years, or ever since "Tennessee Waltz."

Savin Named G-K Veepee

HOLLYWOOD, Jan. 1.—Lee Savin, former executive vice-president of United Television Programs, purchased by MCA, has been named to the same position in Cross-Krasne Productions, it was announced this week. Savin is the only UTP exec not to join MCA in the transfer.

Savin will be in charge of all operations at California Studios as well as of an expanded production schedule which includes "Big Town," "Mayor of the Town," "Lone Wolf," "Alias Jimmy Valentine," "O. Henry Playhouse," "The Gentle Gaffer" and possibly others.

At the same time, Cross-Krasne this week was declared legal owners of stock in California Studios, formerly owned by the late Harry Sherman, in a decision handed down by the District Court of Appeals. Cross-Krasne had acquired title to this from the Sherman estate, but the transaction was questioned by Sherman's heirs.

Du Mont-Vitapix Phfft

NEW YORK, Jan. 1.—The negotiations to get the Du Mont-owned stations into the Vitapix organization have fallen thru. No reason for the break-up was made public.

Considering going into production on a regular series, Phipps reported.

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Such brewers as Blatz, Griesedieck and Pearl, just to name a few, have already hitched their sales story to Romero and "Passport to Danger." How about you?

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TOO COSTLY

Color Nixed For Roach's Film Series

HOLLYWOOD, Jan. 1.—His telefilm series will continue to be shot completely in black and white rather than in color, Hal Roach Jr. declared this week.

Roach said that cost factors are the primary consideration, and that his experiments with color have proven to him that a half-hour color show costs between \$5,000 and \$6,000 more than the same film in black and white. In syndication, he points out, this could well be the difference between profit and loss.

Furthermore, he stated, color on a mass basis seems to be two or three years away and even then there will always be room for black and white programs, as has been proven in the theatrical picture industry.

NBC Film Chalks Up 1,120 Sales Made Thru 1954

NEW YORK, Jan. 1.—The NBC Film Division's year end wrap-up states that 1,120 sales of its programs were made in 1954. It also claims that in the five top markets—New York, Chicago, Los Angeles, Philadelphia and Detroit—the Film Division with 22½ hours a week had more programming on the air than any other syndicator.

During the year, NBC Film also brought to eight the number of shows sold in 100 markets. They are "Dangerous Assignment," "Victory at Sea," the one-hour "Hopalong Cassidy," the half-hour "Hopalong Cassidy," "Captured," "Inner Sanctum" and the two series of "Badge 714."

Screen Gems Winds Up '54 With 'Runyon,' 5th Show in Nat'l Sale

NEW YORK, Jan. 1.—The Screen Gems juggernaut rammed thru the end of the year in high gear this week by knocking off another national sale, this one to Anheuser-Busch for the "Damon Runyon Theater."

The bankroller, maker of Budweiser Beer, is thinking of spot booking the show nationally in some 56 markets starting April 15, 1955. It's understood, however, that if suitable network time can be found, the stanza may be aired on a web. Agency for Budweiser is D'Arcy.

The Runyon show sale was dropped into Screen Gems' lap by General Artists Corporation, which up to a few months ago had been acting as Screen Gems' national sales representative. The deal was initiated earlier this year by GAC's Milt Krasny and closed this week by Screen Gems' sales veepee John Mitchell.

It is the fifth show that Screen Gems has sold nationally in 1954, setting a pace in national sales that has beat out every other firm in the TV film industry this year. These five sales, plus the two renewals on national shows sold before 1954, put the firm into the comfortable position of starting the new year with seven national sales on its books.

Following the same pattern set

in all but one of its other national sales, Screen Gems' pact with Budweiser gives the film firm the right to syndicate the show to local sponsors in markets where the show is not being aired by Budweiser.

Production of the series, based on Damon Runyon short stories, starts immediately in Hollywood. It will be co-produced by Screen Gems and Normandie Productions. Normandie, headed by Harry M. Shore, owns the rights to the Damon Runyon stories.

Budweiser currently is sponsoring Official Films' "Star and the Story" in some 14 markets. It's understood Budweiser's purchase of the Runyon show represents an expansion of its television advertising and will not affect its sponsorship of "Star and the Story."

The six other Screen Gems show sold nationally are "Father Knows Best," "Ford Theater," "Captain Midnight," "Rin Tin Tin," "Falstaff Celebrity Playhouse" and "Big Playback." The last two will be spot booked; the others are network.

The sale to Budweiser is the second TV film series to be sold nationally this week. Earlier, Television Programs of America closed a deal with Heinz for "Captain Gallant of the Foreign Legion," being produced in North Africa

with Buster Crabbe. The show starts airing February 13 on NBC-TV, Sundays 5:30-6 p.m.

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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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WASHINGTON 4 STATIONS

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

1. Dragnet, WRC.....46.9	6. Toast of the Town, WTOP.....37.2
2. Groucho Marx, WRC.....44.4	7. Roy Rogers, WRC.....34.2
3. Jackie Gleason, WTOP.....42.3	8. This Is Your Life, WRC.....34.0
4. I Love Lucy, WTOP.....41.3	9. Ford Theater, WRC.....33.4
5. Disneyland, WMAL.....39.0	10. George Gobel, WRC.....33.1

ATLANTA 3 STATIONS

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

1. I Love Lucy, WAGA.....56.7	6. Two for the Money, WAGA.....41.6
2. Talent Scouts, WAGA.....47.6	7. *Superman, WSB.....40.4
3. Groucho Marx, WSB.....47.2	8. Toast of the Town, WAGA.....38.6
4. Dragnet, WSB.....44.4	9. Fireside Theater, WSB.....37.2
5. Jackie Gleason, WABA.....43.5	10. Beat the Clock, WAGA.....36.9

YOUNGSTOWN, O. 6 STATIONS

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

1. Superhero (Adv.), Flamingo Films.....WRC-T, 7:00-7:30.....26.6.....Foreign Intrigue, 8.4	6. *Kit Carson (West.), Coca-Cola Co.....uWFMJ-Su, 6:00-6:30.....27.5.....Omnibus, 9.5
2. Wild Bill Hickok (West.), Flamingo Films.....WRC-Th, 7:00-7:30.....24.7.....Kukla, Fran and Ollie; News, 5.8	7. Toast of the Town, uWKBK.....30.9
3. Hopalong Cassidy (West.), NBC Film.....WRC-W, 7:00-7:30.....24.1.....Kukla, Fran and Ollie; News, 6.2	8. I've Got a Secret, uWKBK.....30.3
4. Badge 714 (Mys.), NBC Film.....WRC-F, 7:00-7:30.....23.9.....Amos 'n' Andy, 11.1	9. Milton Berle, uWFMJ.....27.7
5. Raman of the Jungle (Adv.), TPA.....WRC-S, 6:00-6:30.....18.6.....Frontier Marshall, 7.6	10. *Kit Carson, uWFMJ.....27.5

SACRAMENTO 5 STATIONS

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

1. Blue Ribbon Bouts, uKCCC.....51.1	6. Disneyland, uKCCC.....39.6
2. Toast of the Town, uKCCC.....50.6	7. G. E. Theater, KPIX.....38.4
3. Groucho Marx, uKCCC.....46.7	8. Two for the Money, uKCCC.....38.2
4. I Love Lucy, uKCCC.....45.3	9. Cavalcade of Sports, uKCCC.....36.1
5. Jackie Gleason, uKCCC.....40.5	10. Dragnet, uKCCC.....35.9

ATLANTA 3 STATIONS

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

1. Superhero (Adv.), Flamingo Films.....WSB-W, 7:00-7:30.....40.4.....Bobby Dodd, 4.6	6. *Superman, WSB.....40.4
2. Mr. District Attorney (Mys.), Ziv TV.....WSB-F, 7:00-7:30.....29.9.....Bobby Dodd, 4.6	7. Toast of the Town, WAGA.....38.6
3. Racket Squad (Mys.), ABC Film.....WSB-Su, 7:00-7:30.....25.5.....You Asked for It, 16.5	8. I've Got a Secret, 32.7
4. *Kit Carson (West.), Coca-Cola Co.....WLW-Su, 6:00-6:30.....23.7.....Meet the Press, 11.4	9. Footlight Theater, WSB.....37.2
5. Favorite Story (Drama), Ziv TV.....WAGA-T, 7:00-7:30.....21.1.....Cartoon Carnival, 10.6	10. Beat the Clock, WAGA.....36.9

WASHINGTON 4 STATIONS

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

9. Racket Squad (Mys.), ABC Film.....WMAL-T, 8:00-8:30.....12.1.....Steve Allen, 21.5	14. The Falcon (Mys.), NBC Film.....WTOP-Th, 10:30-11:00.....7.9.....Lux Video Theater, 15.1
10. Amos 'n' Andy (Comedy), CBS Film.....WTOP-F, 7:00-7:30.....11.1.....Badge 714, 23.9	15. Elery Queen (Mys.), TPA.....WTTG-Su, 10:00-10:30.....7.4.....Loretta Young, 24.1
11. Abbott and Costello (Comedy), MCA-TV.....WRC-S, 6:00-6:30.....10.6.....Name That Tune, 11.4	16. Joe Palooka (Adv.), Guild Films.....WTOP-W, 6:15-6:45.....7.1.....Footlight Theater, 15.1
12. Mr. District Attorney (Mys.), Ziv TV.....WMAL-F, 10:00-10:30.....9.3.....Cavalcade of Sports, 11.4	17. Liberace (Music), Guild Films.....WTTG-Th, 10:30-11:00.....6.3.....Lux Video Theater, 15.1
13. Foreign Intrigue (Adv.), Sheldon Reynolds.....WTOP-T, 7:00-7:30.....8.4.....Superman, 15.1	18. Janet Dean, R.N. (Drama), U. M. & M.....WTOP-M, 7:00-7:30.....5.8.....Cisco Kid, 15.1

ATLANTA 3 STATIONS

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

15. Inspector Mark Saber (Mys.), Thompson-Koch, Inc.....WTLW-A-F, 10:00-10:30.....8.3.....Line-Up, 11.4	20. Tales of Tomorrow (Drama), Tee-Vee Co.....WAGA-Su, 7:00-7:30.....6.0.....Racket Squad, 15.1
16. Meet Corliss Archer (Comedy), Ziv TV.....WTLW-A-M, 7:00-7:30.....8.1.....Big Town, 11.4	21. Inspector Mark Saber (Mys.), Thompson-Koch, Inc.....WTLW-A-W, 10:00-10:30.....4.6.....This Is Your Life, 15.1
17. I Led Three Lives (Drama), Ziv TV.....WTLW-A-W, 10:30-11:00.....7.7.....Best of Broadway, 11.4	22. Old American Barn Dance (Music), UTP.....WTLW-A-F, 10:30-11:00.....4.1.....Person to Person, 15.1
18. Texas Rattlesnake (Sports), Sportatorium.....WTLW-A-S, 11:00-12:15.....7.5.....Various, 11.4	23. Paul Killiam (Comedy), Sterling TV.....WAGA-T, 6:30-6:45.....3.5.....Pet Time, 15.1
19. The Ruggles (Comedy), UTP.....WAGA-S, 6:30-7:00.....7.4.....It's a Great Life, 11.4	24. Yesterday's Newsreel (Docum.), Ziv TV.....WAGA-M, W & F, 6:15-6:30.....3.3.....Woody Willow, 15.1

WASHINGTON 4 STATIONS

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

17. Annie Oakley (West.), CBS Film.....WTTG-S, 9:00-9:30.....4.4.....Fireside Theater, 15.1	22. Meet Corliss Archer (Comedy), Ziv TV.....WTOP-Th, 7:00-7:30.....4.8.....Wild Bill Hickok, 15.1
18. China Smith (Adv.), Nat'l Telefilm Assoc.....WTOP-T, 6:15-6:45.....4.3.....Footlight Theater, 15.1	23. My Hero (Comedy), Official Films.....WTOP-M, 6:15-6:45.....4.6.....Footlight Theater, 15.1
19. Star and the Story (Drama), TPA.....WMAL-Th, 10:30-11:00.....3.8.....Lux Video Theater, 15.1	24. My Hero (Comedy), Official Films.....WTOP-M, 6:15-6:45.....4.6.....Footlight Theater, 15.1
20. Tales of Tomorrow (Drama), Tee Vee Co.....WMAL-Su, 10:30-11:00.....3.3.....What's My Line?, 15.1	25. Lone Wolf (Mys.), UTP.....WTTG-Su, 10:30-11:00.....4.4.....What's My Line?, 15.1
21. Colonel March (Mys.), Official Films.....WTOP-Th, 6:15-6:45.....2.5.....Footlight Theater, 15.1	26. Hollywood Off Beat (Mys.), UTP.....WTTG-T, 9:00-9:30.....4.4.....Fireside Theater, 15.1

ATLANTA 3 STATIONS

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

25. Sportscholar (Sports), United World.....WAGA-F, 7:00-7:15.....3.2.....Mr. District Attorney, 15.1	30. Star and the Story (Drama), Official Films.....uKCCC-S, 10:00-10:30.....30.8.....Star and the Story, 9.6
15. Inspector Mark Saber (Mys.), Thompson-Koch, Inc.....WTLW-A-F, 10:00-10:30.....8.3.....Line-Up, 11.4	31. Cisco Kid (West.), Ziv TV.....uKCCC-M, 7:30-8:00.....28.4.....Studio One, 12.8
16. Meet Corliss Archer (Comedy), Ziv TV.....WTLW-A-M, 7:00-7:30.....8.1.....Big Town, 11.4	32. Badge 714 (Mys.), NBC Film.....uKCCC-Su, 9:30-10:00.....28.2.....Liberace, 15.9
17. I Led Three Lives (Drama), Ziv TV.....WTLW-A-W, 10:30-11:00.....7.7.....Best of Broadway, 11.4	33. Annie Oakley (West.), CBS Film.....uKCCC-M, 7:00-7:30.....26.3.....Studio One, 11.4
18. Texas Rattlesnake (Sports), Sportatorium.....WTLW-A-S, 11:00-12:15.....7.5.....Various, 11.4	34. City Detective (Mys.), MCA-TV.....uKCCC-T, 9:00-9:30.....25.1.....Fireside Theater, 12.0

WASHINGTON 4 STATIONS

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

27. China Smith (Adv.), Nat'l Telefilm Assoc.....WTOP-T, 6:15-6:45.....4.3.....Footlight Theater, 15.1	32. Hollywood Half Hour (Drama) Consolidated TV.....WMAL-W, 9:30-10:00.....2.1.....Kraft TV Theater, 15.1
28. Star and the Story (Drama), TPA.....WMAL-Th, 10:30-11:00.....3.8.....Lux Video Theater, 15.1	33. Counterpoint (Drama), UTP.....WTTG-M, 8:30-9:00.....1.6.....Talent Scouts, 20.0
29. Tales of Tomorrow (Drama), Tee Vee Co.....WMAL-Su, 10:30-11:00.....3.3.....What's My Line?, 15.1	34. Facts Forum (Educ.), Facts Forum, Inc.....WTTG-Su, 6:30-7:00.....1.1.....Roy Rogers, 24.1
30. Colonel March (Mys.), Official Films.....WTOP-Th, 6:15-6:45.....2.5.....Footlight Theater, 15.1	35. Counterpoint (Drama), UTP.....WTTG-Su, 1:00-1:30.....1.1.....Sunday Theater, 15.1
31. The Passerby (Drama), Nat'l Telefilm Assoc.....WTOP-Su, 4:45-5:00.....2.2.....Zoo Parade, 15.1	36. Public Prosecutor (Mys.), Consolidated TV.....WMAL-Su, 6:30-6:45.....0.8.....Roy Rogers, 24.1

ATLANTA 3 STATIONS

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

29. The Whistler (Mys.), CBS Film.....KRON-W, 10:30-11:00.....13.4.....Four Star Playhouse; Ray Bolger, 15.1	35. I Led Three Lives (Adv.), Ziv TV.....KRON-M, 10:30-11:00.....11.2.....Studio One, 15.1
30. Cisco Kid (West.), Ziv TV.....KRON-S, 5:00-5:30.....12.2.....Saturday Matinee, 15.1	36. Life of Riley (Comedy), NBC Film.....KGO-M, 7:00-7:30.....11.0.....Annie Oakley, 15.1
31. Abbott and Costello (Comedy), MCA-TV.....KGO-T, 6:30-7:00.....12.7.....Wild Bill Hickok, 15.1	37. I Am the Law (Mys.), MCA-TV.....KGO-F, 8:30-9:00.....11.4.....Topper, 15.1
32. Foreign Intrigue (Adv.), Sheldon Reynolds.....KGO-M, 8:00-8:30.....12.0.....Burns and Allen, 15.1	38. Frankie Laine (Music), Guild Films.....uKCCC-F, 10:00-10:30.....10.8.....City Detective, 15.1
33. I Am the Law (Mys.), MCA-TV.....KGO-F, 8:30-9:00.....11.4.....Topper, 15.1	39. Passport to Danger (Adv.), ABC Film.....KRON-T, 10:30-11:00.....9.8.....It's a Great Life, 15.1

WASHINGTON 4 STATIONS

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

37. I Led Three Lives (Adv.), Ziv TV.....WTTG-S, 9:00-9:30.....4.4.....Fireside Theater, 15.1	42. Biff Baker, USA (Adv.), UTP.....WEWS-Th, 10:30-11:00.....5.4.....Lux Video Theater, 15.1
38. International Playhouse (Drama), Nat'l Telefilm Assoc.....WTTG-Su, 11:15-11:45.....0.5.....Sports; Armchair Theater, 15.1	43. Death Valley Days (West.), Pacific Borax.....WDTV-Su, 7:00-7:30.....5.1.....People Are Funny, 15.1
39. Washington Spotlight (News), Standard TV.....WMAL-Su, 6:45-7:00.....0.3.....Roy Rogers, 24.1	44. Tales of Tomorrow (Drama), Tee Vee Co.....WNBK-M, 7:00-7:30.....4.6.....Life With Elizabeth, 15.1
40. Star and the Story (Drama), TPA.....WMAL-Th, 10:30-11:00.....3.8.....Lux Video Theater, 15.1	45. Star and the Story (Drama), TPA.....WEWS-M, 7:00-7:30.....4.4.....Life With Elizabeth, 15.1
41. Colonel March (Mys.), Official Films.....WTOP-Th, 6:15-6:45.....2.5.....Footlight Theater, 15.1	46. Waterfront (Adv.), UTP.....KGO-M, 9:30-10:00.....7.7.....December Bride, 15.1

ATLANTA 3 STATIONS

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

47. Heart of the City (Drama), UTP.....KRON-Su, 11:00-11:30.....6.3.....Theater of Stars, 15.1	41. Secret File U. S. A. (Adv.), Official Films.....KOVN-T, 9:00-9:30.....8.8.....City Detective, 15.1
48. Championship Bowling (Sports), Walter Schwimmer.....KOVN-W, 9:00-10:00.....6.8.....Badge 714; I've Got a Secret, 15.1	42. Biff Baker, USA (Adv.), MCA-TV.....KOVN-M, 7:30-8:00.....8.4.....Cisco Kid, 15.1
49. Heart of the City (Drama), UTP.....KRON-Su, 11:00-11:30.....6.3.....Theater of Stars, 15.1	43. *Kit Carson (West.), Coca-Cola Co.....KRON-Su, 4:00-4:30.....8.0.....Sunday Western, 15.1
50. This Is Your Music (Music), Jax Productions.....KOVN-Th, 7:00-7:30.....6.1.....Range Rider, 15.1	44. Cases of Eddie Drake (Mys.), CBS Film.....KOVN-T, 9:30-10:00.....7.8.....U. S. Steel Hour, 15.1

WASHINGTON 4 STATIONS

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

42. Biff Baker, USA (Adv.), UTP.....WEWS-Th, 10:30-11:00.....5.4.....Lux Video Theater, 15.1	47. Sports Spotlight (Sports), Tel-Ra.....WDTV-Su, 1:45-2:00.....3.1.....Polka Party, 15.1
43. Death Valley Days (West.), Pacific Borax.....WDTV-Su, 7:00-7:30.....5.1.....People Are Funny, 15.1	48. Passport to Danger (Adv.), ABC Film.....WDTV-W, 9:30-10:00.....3.6.....I've Got a Secret, 15.1
44. Tales of Tomorrow (Drama), Tee Vee Co.....WNBK-M, 7:00-7:30.....4.6.....Life With Elizabeth, 15.1	49. Elery Queen (Mys.), TPA.....WDTV-W, 9:00-9:30.....3.6.....Strike It Rich, 15.1
45. Star and the Story (Drama), TPA.....WEWS-M, 7:00-7:30.....4.4.....Life With Elizabeth, 15.1	50. Annie Oakley (West.), CBS Film.....WDTV-Su, 5:30-6:00.....3.6.....Disneyland, 15.1
46. Waterfront (Adv.), UTP.....KGO-M, 9:30-10:00.....7.7.....December Bride, 15.1	51. Playhouse 15 (Drama), MCA-TV.....uWFMJ-W, 11:15-11:30.....3.1.....Local News, 15.1

ATLANTA 3 STATIONS

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

47. Heart of the City (Drama), UTP.....KRON-Su, 11:00-11:30.....6.3.....Theater of Stars, 15.1	41. Secret File U. S. A. (Adv.), Official Films.....KOVN-T, 9:00-9:30.....8.8.....City Detective, 15.1
48. Championship Bowling (Sports), Walter Schwimmer.....KOVN-W, 9:00-10:00.....6.8.....Badge 714; I've Got a Secret, 15.1	42. Biff Baker, USA (Adv.), MCA-TV.....KOVN-M, 7:30-8:00.....8.4.....Cisco Kid, 15.1
49. Heart of the City (Drama), UTP.....KRON-Su, 11:00-11:30.....6.3.....Theater of Stars, 15.1	43. *Kit Carson (West.), Coca-Cola Co.....KRON-Su, 4:00-4:30.....8.0.....Sunday Western, 15.1
50. This Is Your Music (Music), Jax Productions.....KOVN-Th, 7:00-7:30.....6.1.....Range Rider, 15.1	44. Cases of Eddie Drake (Mys.), CBS Film.....KOVN-T, 9:30-10:00.....7.8.....U. S. Steel Hour, 15.1

WASHINGTON 4 STATIONS

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

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48. Championship Bowling (Sports), Walter Schwimmer.....KOVN-W, 9:00-10:00.....6.8.....Badge 714; I've Got a Secret, 15.1	42. Biff Baker, USA (Adv.), MCA-TV.....KOVN-M, 7:30-8:00.....8.4.....Cisco Kid, 15.1
49. Heart of the City (Drama), UTP.....KRON-Su, 11:00-11:30.....6.3.....Theater of Stars, 15.1	43. *Kit Carson (West.), Coca-Cola Co.....KRON-Su, 4:00-4:30.....8.0.....Sunday Western, 15.1
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ATLANTA 3 STATIONS

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47. Heart of the City (Drama), UTP.....KRON-Su, 11:00-11:30.....6.3.....Theater of Stars, 15.1	41. Secret File U. S. A. (Adv.), Official Films.....KOVN-T, 9:00-9:30.....8.8.....City Detective, 15.1
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49. Heart of the City (Drama), UTP.....KRON-Su, 11:00-11:30.....6.3.....Theater of Stars, 15.1	43. *Kit Carson (West.), Coca-Cola Co.....KRON-Su, 4:00-4:30.....8.0.....Sunday Western, 15.1
50. This Is Your Music (Music), Jax Productions.....KOVN-Th, 7:00-7:30.....6.1.....Range Rider, 15.1	44. Cases of Eddie Drake (Mys.), CBS Film.....KOVN-T, 9:30-10:00.....7.8.....U. S. Steel Hour, 15.1

WASHINGTON 4 STATIONS

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

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49. Heart of the City (Drama), UTP.....KRON-Su, 11:00-11:30.....6.3.....Theater of Stars, 15.1	43. *Kit Carson (West.), Coca-Cola Co.....KRON-Su, 4:00-4:30.....8.0.....Sunday Western, 15.1
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ATLANTA 3 STATIONS

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

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WASHINGTON 4 STATIONS

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ATLANTA 3 STATIONS



BIGGEST

**shot-in-the-arm
TV ever had!**

**56 FIRST-TIME-ON-TV
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Here's a real gold mine for any station, any sponsor—a treasury of 56 first-run feature films of top box-office calibre! As a matter of fact, many of these films are so new that they are actually still in release! Naturally, we can't mention their titles, but look at the star-spangled names that appear in them! WOR-TV, New York, who's "Million Dollar Movie" is sold out with an 84.2 rating has purchased the entire package of 56 features.

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Don't wait! Get a big box-office audience for your station...your product!



call **AAP** now!

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Continued from page 6

Table with columns: Rank Among Films, Title, (Type) and Distributor, Station, Day, Time, Nov. ARB Rating, Top Opposition & Rating. Lists various TV programs and their ratings.

Table with columns: Rank Among Films, Title, (Type) and Distributor, Station, Day, Time, Nov. ARB Rating, Top Opposition & Rating. Continuation of TV program listings.

MINNEAPOLIS-ST. PAUL 4 STATIONS

Table with columns: Rank, Title, (Type) and Distributor, Station, Day, Time, Nov. ARB Rating, Top Opposition & Rating. Local program listings for Minneapolis-St. Paul.

BOSTON 2 STATIONS

Table with columns: Rank, Title, (Type) and Distributor, Station, Day, Time, Nov. ARB Rating, Top Opposition & Rating. Local program listings for Boston.

Table with columns: Rank, Title, (Type) and Distributor, Station, Day, Time, Nov. ARB Rating, Top Opposition & Rating. Continuation of TV program listings.

Table with columns: Rank, Title, (Type) and Distributor, Station, Day, Time, Nov. ARB Rating, Top Opposition & Rating. Continuation of TV program listings.

TV FILM PURCHASES

"Range Rider" was also sold to KPHO, Phoenix, and WHAM, Rochester, N. Y., for Keebler Biscuit.

WRCA, New York, bought "Madison Square Garden" from Winik Films. The NBC-TV flagship will slot the sports show Saturday, 2:30-3 p.m., immediately preceding the pro basketball games, beginning January 8.

Screen Gems has sold "Your All Star Theater" to WEAU, Eau Claire, Wis., and KOMO, Seattle. The Eau Claire station set a library deal for 156 weeks and in Seattle the deal is for a one-year period.

Another sale of "Your All Star Theater" was rung up by Screen Gems with a pact for 78 films via WBBM-TV, Chicago, for unlimited runs at a reported \$50,000.

WSBC, Greenville, S. C., has purchased CBS-TV Film Sales' "Amos 'n' Andy," to be sponsored by Texive Chemical Company.

Television Programs of America has sold "Ramar of the Jungle" for a 52-week airing over WBKB, Chicago.

REVOLVING DOOR

Sportsvision, Inc. added three new sales reps to its national organization. They are: Telefilm Enterprises in New York; Television Film Distributors of Denver, and Q. Fox and Merrill Rawson in Oregon.

Aurie Battaglia, illustrator of children's books and commercial designer, is now on the staff of UPA, animated cartoon studio.

Al Morey, veteran film man who was formerly with Official Films in Chicago and former program director of WBBM, has joined Kling Studios in Chicago in the film sales department.

The CBS-TV crew sent down to Dallas to shoot a film on the Air Force School of Aviation Medicine at Randolph Air Force Base, have completed their assignment.

PRODUCTION NOTES

By BOB SPIELMAN

First 13 of 15-minute "Sports Mirror" TV series have been completed by Wickham Films. Latest pair features Bob Lemon and Beans Reardon. Dan Eckley directs.

Renewal contract for 26 more "This Is the Life" religious TV programs has been received by Sam Hersh, prexy of Family Films.

Consolidated Film Labs will handle the processing for Don Fedderson's "Millionaire" teleseries. Fedderson expects to have three half-hours in the can before the end of the year.

Jack Denove is filming the story of the Navy's pogo stick plane for "Cavalcade of America," a takeoff from "Cavalcade's" usual format of historical events.

Rerun series may soon become more valuable than new programs if something isn't done about the star situation, producer Hal Roach Jr. thinks.

But whatever the situation in Hollywood, apparently there's no shortage of stars in New Bedford, Mass. In connection with a front-page Billboard story quoting producer Tony London, London received a letter from a Pauline D— last week.

"Medic" should make its biggest rating splash February 14 when it telecasts a hypothetical H-bombing of Los Angeles entitled "Flash of Darkness."

And the radioactivity problem has gotten to be a real headache for Superman Productions, leasing location shots in Utah. Two cans of film flown in were found to be blank, result of contact with uranium, also in plane's cargo.

Screen Gems currently has 25 writers working on 34 half-hour telefilms, or roughly the number of film hours a major theatrical studio might be expected to turn out in a year.

First five pix of Guild Film's new "Fun to Reduce" series have been completed by producer-director Duke Goldstone.

Top signings of the week included Charles Bickford for "The Woman at Fog Point," a "Ford Theater" segment, and Ethel Barrymore for Bret Harte's "Prosper Old Mother," scheduled for General Electric presentation.

film company's Jersey City, N. J., studios with his crew on December 14 to film more "Guided Tour" short subjects and on the way picked up three new clients. The additional films will be of the Ocean Highway for the Ocean

Highway Association in Florida and Horn's Cars o' Yesterday, an antique car museum at Sarasota, Fla. . . . George Shupert, ABC Film Syndication prexy, off to Hollywood for 10 days to discuss production.

EDITORIAL

TNT Is Good for You

A change as drastic and sudden as RCA's Operation TNT—like any sudden departure from traditional methods—is bound to create initial confusion and disturbance at all record industry levels. The Billboard believes TNT will prove itself over the long pull. We know that the motives of the people within RCA who planned and now execute TNT are constructive in the highest sense. We know they have a deep faith and enthusiasm that TNT will help expand the record business and improve conditions at all levels of the industry, as well as at RCA itself.

We are aware of the courage implicit in the RCA step. The RCA departure—already followed in essence by other labels—is not a leap in the dark. We believe it will succeed, because it has the two basic qualities necessary for the success of any marketing venture. First, it is in the immediate interest of the consumer—offering him more product for less money. Second, it is designed to strengthen the retail dealer structure, although initial adjustments may be difficult.

The Inventory Problem

Undoubtedly, reduced value of inventories is an immediate problem to dealers, many of whom have been caught with an excessive quantity of the highest-priced LP material. This has been reduced in value by 33 per cent. RCA did the best it could to ease the problem by timing the price change for the post-Christmas dealer stocking period. Keep in mind, too, that inventory on 45 r.p.m. and 78 r.p.m. material is not affected and that not all LP material is involved.

The inventory problem is most acute with the dealer whose volume is heavily on the classical and other higher-priced LP material. Cold comfort, though it may be, it is nevertheless true that he will not sell this material at a loss with the \$3.98 price. In the long run it is expected that he will no longer suffer from the cut-price, mail-order competition now prevalent in the LP business.

What About Profits?

There is no such thing as "an average dealer," but for purposes of illustration let us take a good dealer whose total record volume for 1954 was \$50,000. If his business was split along total industry lines, he did about: \$6,000 in \$5.95 LP material, \$9,000 in \$3.98 and \$4.15 LP material, \$35,000 in 45 r.p.m. and 78 r.p.m. material.

Under RCA's Operation TNT, as well as under similar price structures being established by other labels, this dealer would make slightly more profit in 1955 even if he did not sell a single record more than he did in 1954. This, despite the drop in price of the high-priced LP line. He would continue to make his usual mark-up in the low-priced LP line of 38 per cent. He would enjoy an additional 4 per cent mark-up in the 45 and 78 material—now 42 per cent. He would make a 38 per cent mark-up on high-priced LP material, but at a lower gross sale, if units sold remained the same. Here it is at a glance:

DOLLAR VOLUME '54	DOLLAR VOLUME '55	GROSS PROFIT '54	GROSS PROFIT '55
\$6,000 High-Priced LP's	\$4,000 (Down 1/3)	\$2,880 (38%)	\$1,520 (Down \$1,360)
\$9,000 Lower-Priced LP's	About Same	\$3,420 (38%)	About Same
\$35,000 45 and 78	About Same	\$13,300 (38%)	\$14,700 (Up \$1,400)

Thus it would appear that the "average" dealer will not be hurt. It is obvious that the dealer whose volume is basically pop single and 45 EP material is helped substantially.

However, RCA is staking its program on a 25 per cent increase in dollar volume right off the bat in 1955, despite the price decline in 12-inch LP material. And it is launching the most elaborate dealer merchandising program in its history to make it a reality.

In The Billboard's opinion, the lower price to the consumer, backed up by sound dealer discounts and heavy consumer advertising, COULD stimulate a record volume (and phonograph volume) that would increase dealer profits all along the line.

Time for a Change

As to the wisdom and fairness of Operation TNT from an over-all industry standpoint, we believe RCA has acted in good faith and in accordance with practices that have made American business so dynamic and successful. When manufacturers—who make a product—and when distributors and dealers—who sell a product—find it increasingly difficult to expand their market and profit, it is time for a change.

That time has come. A 1,000,000-record seller today is a smash hit. This was true 25 years ago. The industry has been suffering from this static condition despite every indication that the record consumer, more than ever before, wants recorded music. There is little doubt that the quality of the product, both engineering and repertoire-wise, is far better than ever before. Therefore, the industry's lack of growth can only be attributed to outmoded pricing and discount policies.

Consumers Dictate

In fact, the price structure within the LP division of the record industry has been increasingly dictated by the consumer for the past few years. The economic health of the average dealer, the trend to fewer prosperous dealers, the success of the discount houses and mail-order outlets have been in spite of policies set by industry leaders—not because of them. Because how many record industry leaders could ever believe their industry could progress in the face of a shrinking number of dealer outlets and increasing inconvenience for their customers?

Piecemeal solutions of various record manufacturers have failed to reverse this dangerous trend toward fewer healthy retail outlets. This, despite an improved product and despite the booming condition of American business generally. The record industry has increased its sales per record customer, but the number of customers have not increased at a fast enough rate to keep the dealer structure prosperous.

To Avoid Suffocation

The revised price and discount philosophy inaugurated by RCA and now being taken up by other labels is the only means whereby all industry levels can avoid gradual suffocation. It is the necessary step to insure a developing and prosperous industry as against a static one. If a blueprint could have been drawn so as not to harm anyone, RCA would have done so. Selfish interest alone would have dictated this.

Unfortunately, however, the record business had got too far off balance. Too many piecemeal solutions had had their effect upon consumer buying habits. Too many conflicting sell-

(Continued on page 14)

Dealer Reaction

By JUNE BUNDY

NEW YORK, Jan. 1.—Groggy but game, Eastern dealers this week were beginning to recover from the initial shock of the price changes, with the majority inclined to view the whole thing as ultimately good for the industry.

Many were in a "glad to be unhappy" state—dejected about inventory losses, but definitely pleased over the prospect of increased business and the opportunity to meet discount-house competition on a more equal price footing in the LP field.

Even the discount boys were beginning to rally, although their philosophy was more the chin-up-there'll-always-be-a-cut-rate-outlet attitude of Blitzed Britain. Sam Goody, for instance, who claims he's taking an inventory loss of \$400,000 on Victor stock, is running ads in this Sunday's (2) New York Times, offering Victor's \$3.98 LP's at \$3.19 and the \$4.98 packages at \$3.75.

Haynes-Griffin

Ralph Colucci, who operates Haynes-Griffin here and the Record Shop in Hartford, Conn., is one of the optimistic ones. Although he admits to "taking a beating on our inventory for a while," Colucci thinks this is compensated for by the fact that the action will "seriously limit discounters."

The Record Shop ran an ad in the local paper Thursday (30), offering LP's at \$3.68 and original-cast albums at \$4.68, and business reports Colucci, was great. One of the reasons he is so good-natured about the inventory problem is because he bought a great deal of his present Columbia and Victor stock during the sales last February when LP's were going for \$2.67.

On the other hand, Jack Cohen, (Continued on page 22d)

By STEVE SCHICKEL

CHICAGO, Jan. 1.—Local reaction to this week's announcement of price revisions by RCA Victor were varied and highly controversial. Dealers reacted all the way from downright anger to complete and happy satisfaction.

On the optimistic side, some of the dealers reported they were glad to see the change come at the time it did because of the low stock on hand. These dealers, even those pleased with the drop in price on LP's, expressed hope that sooner or later a return privilege would be allowed on packaged goods. To the dealers who felt the new price structure would be to their advantage, the loss of the return privilege was the only sour note. This group felt that the single record sales under the new system would balance out and, in most cases, show a greater profit than in the past.

The pessimistic approach, which was taken by many, brought to light many gripes. The majority arose over the fact that dealers would have to absorb the loss in price differential on their stock on hand. In some cases this stock represented a considerable sum of money, which one dealer said was enough to make him run for the full year of 1955 at a loss.

Andy Anderson, proprietor of the Reecord Center here, stated that he was indignant over the fact that RCA didn't give their dealers an advance notice of the impending change. He also took issue with the assumption that dealer stocks should be low immediately following Christmas. According to him, the months of January, February and March are the second, third and fourth best months and therefore stocks were rather high. His feeling concerning the 5 per cent (Continued on page 22d)

By JOEL FRIEDMAN

HOLLYWOOD, Jan. 1.—Early dealer reaction to the price changes announced by RCA Victor this week was one of general agreement that record sales in the aggregate would substantially increase as a result of price decreases in LP's and the hike in price of 78 r.p.m. records.

Dealers in the Los Angeles area took exception to the area of general agreement in declaring that once again they would suffer a heavy loss in the lack of inventory protection offered in RCA Victor's drastic price changes.

Specifically, dealers felt that the hike in the price of 78 r.p.m. records was warranted, inasmuch as 45 r.p.m. singles and EP's were selling in greater quantities than ever before. Dealers also expressed the sentiment that the life of the 78 r.p.m. disk would now be short-lived, a view that caused little anxiety owing to a decreasing 78 r.p.m. sales market.

Little or no umbrella resulted (Continued on page 22d)

Phono Men See RCA Cut Cueing Demise of 78's

CHICAGO, Jan. 1.—An interesting aftermath of the hub-bub caused by the recent announcement of RCA Victor which altered the price structure of its record line, was the interest shown by phonograph equipment manufacturers. This group looked upon the RCA move as hastening the demise of the 78 r.p.m. disk.

A quick check of industry figures by equipment manufacturers showed a total of 12,500,000 single-speed phonographs in use. According to these people, this constitutes a highly accelerated replacement market. As one manufacturing representative put it, "With 78's getting a fast heave-ho, especially if all the labels go along with the price change, the 12 million sets will soon have to be replaced or else attachments will have to be purchased."

One other executive, figuring replacement sets at a low average of \$20 per unit, claimed this market represented a minimum of \$250 million in new business. This, according to some, is plenty of incentive for dealers and should offset much of the hard feelings caused by the first announcement.

ROYALTY OPINIONS

Pubs, Artists, MPTF Views Vary on Prices

By JOE MARTIN

NEW YORK, Jan. 1.—Certain to be effected to some extent by the newly announced series of changes affecting the list prices on phonograph records are the music publishers, recording artists and the Music Performance Trust Fund. All money collected by these groups is based on the retail selling price of phonograph records.

In general, the feeling is that the price changes under which 78 r.p.m. singles are up and most LP disks down would even off to the end that royalties would remain about the same.

The Music Performance Trust Fund established by the record firms for the musicians sees little change in the total amount of contributions it should receive this year. If changed, according to MPTF, the contributions may go up. This thinking is based on the fact that most of the money which MPTF gets from record firms comes thru pop recordings.

MPTF does not collect anything on records made by musicians who are not members of the American Federation of Musicians. And since the largest share of the LP catalogs which was reduced in price consists of material from European masters, the Fund says it will not be affected. The new price on 78 r.p.m. singles should bring in more money.

Artists' Views

Artists, however, see the picture from two viewpoints. The pop artists stand to benefit immediately if sales of single records increase as expected. The longhair artists, however, are not so sure that LP sales will go up as fast as will the single sales. Classical artists, however, seem to be in agreement that in the long run they will earn

larger royalties despite the cut in list prices.

On the publisher level, the expected increase in pop sales would make for larger incomes, but there is a feeling that a.c.r. men will be careful about using too many tunes on which royalty payments are required in the LP field. Here the publishers could be hurt a little.

In all, there was no worried reaction concerning the future of royalty payments.

SOME NOT DECIDED

Cap, Mercury, Decca, Coral Still in Debate

NEW YORK, Jan. 1.—Among the larger labels which at close of business on Friday (31) had not yet reached a decision on price and discount structures were Capitol, Decca-Coral and Mercury. Although Victor and Columbia had made their decisions and were expected to stick by them, many record manufacturers were still involved in re-figuring their profit-and-loss statements by record, speed, type of music and over-all business.

And while most of the undecided manufacturers were loathe to discuss their potential moves, it was considered a sure bet that almost every large label would drop prices on LP merchandise. The tendency at the end of the week was to cut most 12-inch prices to \$3.98, but still keep a good portion of LP catalogs at prices of \$4.98 and \$5.95.

The matter of discount and retail price changes on single records was one of much concern to such labels as Mercury, Decca and

Capitol. There wasn't too much, execs admitted, to keep them from raising 78 prices to 98 cents per record, but they were not nearly as certain that they could afford to give dealers the additional discounts now being offered by such labels as Victor, Columbia and M-G-M. London, for example, moved to drop LP prices but did not increase dealer discounts on singles (see separate story).

It was considered fairly certain that Capitol would move along Columbia's lines by setting up three basic prices for 12-inch LP merchandise and make changes on EP, 45 singles and 78 singles in line with Columbia and Victor.

Mercury, it was believed, had been ready several times during the week to shift, but had changed its mind almost daily as new factors were uncovered.

Decca's prime concern, it is believed, was the increase in 78 prices and the bigger discount on singles.

Columbia Makes Sweeping Price Changes on All Lines

NEW YORK, Jan. 1.—Columbia Records this week rescinded its price guarantee on LP Masterworks Records and introduced a sweeping series of price and discount changes covering the firm's entire LP, EP, 45 and 78 r.p.m. lines and the Epic-Okeh lines. The price and discount changes are similar in many respects to the RCA Victor price revisions announced a week ago, but with important exceptions.

The exceptions include setting three prices on 12-inch Masterworks LP records: \$3.98, \$4.98 and \$5.95; an upping of the list price on 78 r.p.m. records from 89 cents to 98 cents, in the pop category only, and an increase in the dealer discount on 45's, 78's and EP's from 38 per cent to 38 per cent and 6 per cent.

Whereas RCA Victor dropped the price of all 12-inch LP's to \$3.98 with limited exceptions at \$4.98, Columbia is pricing certain records at \$4.98 and others at \$5.95. The majority of the line, however, will be \$3.98.

3-Price Thinking

The firm is using the triple price system on 12-inch LP's, because, the diskery avers, various records are produced at varying costs. As Jim Conkling, head of the firm, puts it: "Columbia does not manufacture a product that can be weighed out and sold like beans, priced at so much per pound, each bean costing as much as the next one. We produce music... We have at length decided that record prices can reflect these considerations and still benefit our consumers and dealers."

The majority of Columbia's 12-inch LP's will be in the \$3.98 series. These will include new releases as well as catalog material. Some of the sets at \$3.98 are "Gaité Parisienne," "The Firebird" and "Pictures at an Exhibition" by the Philadelphia Orchestra, Andre Kostelanetz orchestral music, etc. L. the \$4.98 series will be such items as "Lure of the Tropics" by Andre Kostelanetz, the Grieg Piano Concerto by Dinu Lipatti, Berlioz's "Te Deum" and others. This will include about 50 sets.

The \$5.95 series will include all

original cast show sets, like "Pajama Game" and "South Pacific," as well as Anna Russell sets. It will include such limited appeal waxings as the new Albert Schweitzer organ set. And it will also have the Benny Goodman concert sets, which bear high publisher royalties due to the large number of tunes contained on each disk.

The firm's 10-inch LP's Masterworks or popular, will all sell for

\$2.98. There will be no price change in the firm's CL-500 pop LP series, which sells at \$3.95. On all of the LP's the discount will remain at 38 per cent, and the 5 per cent return-privilege will be eliminated.

Single EP's will be priced at \$1.49, and double EP's at \$2.98. Show albums or other sets on EP that are the same as their LP counterparts will bear a compar-

(Continued on page 36)

Pop, C&W, R&B Indies Lean Three Ways on Price Change

By BOB ROLONTZ

NEW YORK, Jan. 1.—No clear pattern of prices had yet emerged this week among independent pop, r.&b. and c.&w. record companies at the time The Billboard went to press. A few indies had followed the RCA Victor lead and raised the list price of their 78 r.p.m. singles from 89 cents to 98 cents, others were considering the move and some flatly refused to change the price at this time.

As far as altering the discount structure, most indie labels checked this week were holding the line at the usual 40 per cent discount to dealers. Pop firms were considering following along, but many country and r.&b. labels were holding off making any move now. Since most indie labels give dealers a 40 per cent rather than a 38 per cent discount, they didn't think they had to add an additional 2 per cent.

Possibly another reason for the average indie labels' reluctance to increase their discount was also due to the fact that they usually gave a better discount, and more free promotional records to dealers, one stops and distributors anyway. As one indie label put it, "I'm glad to hear that RCA Victor is finally coming up to our pattern."

Cadence Records

Cadence Records at press time was carefully considering upping

the price of its 78 r.p.m. records to 98 cents and increasing its discount on 45's and 78's to 42 per cent. However, no decision had been made as yet. Major Records stated that it intends to stay at 89 cents for both 45's and 78's and would not increase its discount—at least at this time.

In the country field, Four Star Records was the first hillbilly label to up the price of 78 r.p.m. platters to 98 cents. (See separate story.) Although no other country firm announced a policy as yet, many traders were surprised by the daring move by Four Star in the country field. The majority of hillbilly platters are sold on the 78 r.p.m. speed rather than the 45 r.p.m. speed, yet Four Star had increased its 78 records by 9 cents, while holding its 45 disks to an 89-cent list price.

78's Outsell

The fact that 78's still outsell 45's by three to one or better in the r.&b. field was the reason given by some r.&b. firms for holding the 78 r.p.m. price at 89 cents. Chess Records and United contemplated no price changes now. Atlantic Records said it had no intention now of raising prices and that both 78 and 45 r.p.m. records would continue to sell at 89 cents. If the 98-cent price became the established price, said Atlantic, then the firm would have to go up.

Jubilee Stand

Jubilee Records also stated that it would stand with its present 89-cent price on 45's and 78's. Jerry Blaine, the label's prexy, declared that "we are not interested in pushing 45's at the expense of a very large 78 business, and as long as there is a strong demand for 78's, we will make them available at the regular price."

Both Atlantic Records and Jubilee Records said that they will retain their present 10-inch LP prices.

Jazz Labels

Among the jazz LP labels contacted this week, Riverside Records, which specializes in Collector's jazz reissues, is staying at \$3.95. Blue Note Records is also holding its price at \$4 for its jazz releases, and does not believe

M-G-M Meets Victor Prices on Full Line

NEW YORK, Jan. 1.—M-G-M Records this week notified its distributors that the label is "meeting Victor's new record prices in every respect, effective January 3."

The price switch will have an interesting effect in one area, since the label has always chalked up its biggest album sales on sound-track LP's from M-G-M's musical films. Under the new pricing set-up, M-G-M's 10-inch sound-track LP's jump from \$3 to \$3.98, while

12-inch sound-track LP's rise from \$4.85 to \$4.98, and its two-pocket sound-track EP's go from \$2.94 to \$3.94.

M-G-M will also get a few extra pennies for its regular EP's, with its two-pocket EP's presently selling at \$2.94, upped to \$2.98, and its \$1.47 one-pocket EP's rising to \$1.49. The biggest drop is on the regular 12-inch LP's, which go from \$4.85 to \$3.98. The regular \$3 10-inch LP drops to \$2.98, while 78's are marked up from 89 cents to 98 cents. The 45 singles remain at 89 cents.

Victor's new discount structure has also been adopted in toto by M-G-M. The \$1.69 tag on M-G-M's 10-inch Lion LP stays at that level.

CORAL'S BEST

3 McGuires, Cornell, Miss Brewer Tops

NEW YORK, Jan. 1.—Teresa Brewer, the McGuire Sisters and Don Cornell were Coral's top-selling artists in 1954, with Les Brown's Palladium album its No. 1 package seller, according to the firm's chief, Norm Weinstroer.

The label's most important new talent acquisitions, sales-wise, this year, were The Lancers, the Billy Williams Quartet, Jackie Lee, Jimmy Wakely, Dimitri Tiomkin, Paul Whiteman and Steve Lawrence. The Lancers scored well on another cover, "Sh-Boom," and Tiomkin hit the charts with "High and the Mighty."

Coral's second biggest 1954 album seller was its first comedy series package, "Life of the Party." During his first full year as artist and repertoire chief, Bob Thiele hit the best-selling charts with three Brewer disks — "Ricochet," "Jilted" and "Let Me Go, Lover"; Cornell's "Hold My Hand"; three McGuire records, "Muskrat Ramble," "Goodnight, Sweetheart, Goodnight," and "Sincerely," and the Johnny Desmond and Tiomkin waxings of "High and the Mighty."

it will have any difficulty holding this price.

HOLLYWOOD, Jan. 1.—The five veteran independent record companies on the West Coast, Aladdin, Specialty, Modern, Imperial and Abbott, this week indicated they would make no move to change their price structure at this time.

The indies, whose volume largely consists of the sale of 78 r.p.m. records, voiced the opinion that the move made by RCA Victor was a good one, in view of the decline in sales of 78 r.p.m. records. "If the intent on the part of RCA Victor," said one of the indies, "is to further the sale and expansion of the 45, I'm all for it. We stand to appreciably cut our overhead and make more of a profit in selling 45's than we do 78's."

Saul Bihari, president of Modern Records, pointed to the proportionate higher cost of handling and shipping 78's as opposed to 45's. Bihari indicated he would be in favor of going along with the RCA Victor increase, but would not do so at this time, preferring to wait and see what the other majors and independent companies might do.

A number of independent pressing plants here indicated they would ask their accounts for an increase ranging from one-half to 2 cents per record, should the price of 78 r.p.m. records be set at 98 cents by the industry.

London Sets Prices Along Victor Lines

NEW YORK, Jan. 1.—London Records has rescinded its price guarantee of last week to follow substantially the list and discount pattern established by RCA Victor. Wires to the firm's distributors said the new price structure will take effect Monday (3).

Under the plan the majority of London's 12-inch LP's will carry a suggested list of \$3.98. The only exceptions, about 40 items, are complete operas and Gilbert and Sullivan operettas, which in the future will list at \$4.98. Heavy recording costs and royalty commitments preclude further adjustments in this repertoire, it was said.

Ten-inch LP's, regardless of musical category, will list at \$2.98. Dealer discount remains at 38 per cent. There will be no return privilege on LP's.

Main deviation from the new major diskery pattern will be in the price of 78 r.p.m. singles. These will remain at 89 cents in the case of London pops, with specialty series holding to previous levels. All EP's will list at \$1.49 each. Return privileges will be continued in the case of 78's and EP's.

There is no change in London's discounts on 78 r.p.m. or 45 r.p.m. records.

While no decision has yet been reached on a new price set-up for the Telefunken, Oiseau Lyre, London International and Durium lines distributed by the firm in the United States, it was expected that they would shortly be reduced in price from the present \$5.95 to \$4.98 per 12-inch LP.

Phono-Hi-Fi Xmas Biz Up; See Big '55

By STEVE SCHICKEL

CHICAGO, Jan. 1.—The phonograph and high-fidelity equipment field, in general, reported all sorts of sales increases for the Christmas season this year, with the future indicating a banner 1955.

A survey of some of the phonograph manufacturers revealed the 1954 Christmas season was anywhere from 15 per cent to 100 per cent over 1953. On the whole, a trend seemed apparent in the 20 to 25 per cent group as a general indication of the industry's sales gain.

Altho sales gains were not divided between standard phonos and hi-fi sets, it was felt that both of the categories made considerable increases, with not too much to be said for one over the other. In general, the firms queried reported hi-fi equipment in the \$100 to \$200 class as the best sellers, and the \$65 to \$75 class of the standard phonos as the leaders.

LP Price Cut

All answers to the survey indicated that the first quarter of 1955 would hold good, with some even seeing an upswing. Most of the manufacturers look forward to the first quarter of 1955 being well over the same period last year.

A late development in the phonograph record field made the forecasts for 1955 appear slightly obsolete. This week an announcement by RCA Victor that it would cut prices on LP's made the equipment trade sit back and take no-

tice. General feeling on the subject, as far as manufacturers are concerned, is that most, if not all, of the record firms would fall in line and lower their packaged prices also, thus giving the equipment field an added boost. All manufacturers were in accord that more sets would be sold during the coming year because of the lower prices on packaged goods, with some adding 10 to 15 per cent to their forecast figures for

(Continued on page 36)

announcing...

THE BILLBOARD'S 1955 SPOTLIGHT ON RHYTHM & BLUES RECORDS, TALENT & TUNES

a special section of the January 29 issue

including useful lists and feature articles that review the progress and prospects in the field of Rhythm and Blues entertainment.

VOX JOX

SURFACE NOISES: Ken Garland, WPOR, Portland, Me., tells us that he doesn't ever "expect to see these remarks in print" . . . that he is just letting off steam . . . but we are sure he won't mind our putting it in print. "I agree with the eminent Martin Block in spades about the arrangement pirating currently going, with 'Mr. Sandman' the most outstanding example. This practice is a glaring indication of the lack of real creativeness in the business today. I received a recording of the aforementioned tune by a top dance-band on a major label that is such an odious 'clip' from the Chordettes version, that I'm refraining from playing it and the other 'steal' versions for fear my listeners will contract the same impression of disgust that I have. And that's not good for a business that deserve better.

"Credit Vaughn Monroe with being first on the tune and the Chordettes with coming thru with a new reading. But what's with these musical parasites? The entire record biz is beginning to resemble a horrible world of distorted mirrors. It's enough to drive a guy to drink or back to the band business where there may be less loot but more integrity. End of tirade. Thank you."

Gene Edwards has been upped to program director of KLIF, Dallas. . . . Jim Graves is leaving WRBL-TV, Columbus, Ga., to join WDAK-TV, Columbus. Graves will do the late evening TV stint. . . . Herb Allen, formerly of WESA, Charleroi, Pa., has joined WCKB, Dunn, N. C. . . . Robert Jenkins, program director of KONO, San Antonio, has been named chairman of the public education committee of the San Antonio safety council.

Bob E. Lloyd, WAVZ, New Haven, Conn., has become a papa for the second time. It's a baby girl this time named Carol Ann. . . . Harry Nigocia, WJBW, New Orleans, celebrated his 22d year of deejaying on WJBW. . . . Bud Sunkel started a TV deejay show on WDAN-TV, Danville, Ill. . . . On or about January 1, Bob Brown, WSBT, South Bend, Ind., will shift to KWFR, San Angelo, Tex., as program director. . . . Sid Dickler, WEDO, Pittsburgh, will be laid up for six weeks with a fractured right leg as the result of a fall on the ice. His home address is 112 Madonna Street, Pittsburgh, for those who would like to send him some cheering notes.

Don Evans has moved from WILE, Cambridge, O., to WOHO, Toledo, O. . . . Al Turner, veteran KLIF, Dallas, deejay, has returned to the station after an absence of six months in Albuquerque, N. M. . . . Jim Carroll and Joe Darby are now spinning records for KBRZ, Freeport, Tex. . . . Dick Andrews has left KCOM, Sioux City, Ia., to join WOW, Omaha. . . . Jim Boysen, deejay at WTCN, Minneapolis, for the past 11 years, has resigned. . . . James Blaine is moving from KENO, Las Vegas, Nev., to KORK, Las Vegas.

(Continued on page 26)

DEALER DOINGS

By JUNE BUNDY

JUST BROWSING: Kay Miller, Home Appliance Store, Susanville, Calif., writes, "What's wrong with our distributors? Service is terrible. We order one week and don't receive our merchandise until the following week. When a tune is popular, that is when customers want it; not after the bottom has dropped out. Distributors can tell when a song will be a hit—just as the sales clerk can—and they should order sufficiently to serve all their dealers. We re-check every record for scratches and breakage when sold. Why don't distributors do the same? Capitol records are very bad. Practically every shipment includes disks that are cracked across the label. Of course they are salable, because they are not cracked all across the record." . . . Bob Levine, former road manager for the Les Elgart band, has returned to the record business and recently assumed ownership and operation of The Music Box in Newark, N. J. Prior to his short fling in the band business, Levine for several years was a sales representative for Times-Columbia and before that a salesman for Young Peoples' Records.

BOOTHS BAR PILFERING: A dealer, who forgot to sign his name, writes that he is cutting down on "gentle lifting of merchandise" since he changed over from closed listening booths to stand-up stalls directly across from the counter. The LP booths are kept locked, and opened by clerks specifically for listening purposes. "Even tho much is required from record clerks," says our anonymous dealer, "we feel they definitely should know what each customer is doing in the shop and to what extent they are just browsing. Altho we operate entirely on a self-service basis, we feel listening facilities should only be for auditioning to see if a customer wants to buy the record. When customers know that dealers are lenient, some are bound to take advantage. Our sales have not dropped since the new booth set-up."

IN THE FIELD: Betty Zollman, Zollman Music Shop, Gulfport, Miss., laments the fact that rhythm and blues records are cutting into her regular pop business. She says, "Get the cat music off the air and get the deejays playing the old standards and current pops. Down here the cat music makes our record stock obsolete. We were so happy before." . . . A. M. Samet, Miami, is going out of the record business effective January 1. "Due to the inroads of TV, it has not been profitable for the last few years," explains dealer Samet, who will henceforth concentrate on radio and TV alone.

JUKE BOX WRAP-UP

RCA Victor's price revisions on disks are sure to have several major effects in automatic phonograph industry, operators, one-stops and juke box manufacturers agree. End of 78 r.p.m. disks on juke boxes seen, heavier buying of EP's, all-out move to 45's.

Copyright legislation and the MOA-Barney Young record arrangement (National Juke Box Music label) will be among the chief topics discussed at a three-day meeting of the executive board of Music Operators of America in Chicago beginning January 10.

Music operators in major cities continue to switch to dime play. Des Moines, Hartford and Milwaukee made headlines last week with dime play activity. EP price standardization set by RCA Victor seen as assuring wide use of EP records to affect dime play conversion.

For full details on these stories see Music Machines department beginning on Page 52.

LP Indies Stagger From Big Blow, Gain Feet, Take Steps in Adjusting

By IS HOROWITZ

NEW YORK, Jan. 1. — Independent LP manufacturers emerged from an agonizing week as they struggled to regain their balance after the shattering impact of major diskery price slashes.

Initial reaction to the RCA Victor move was mixed, with some classical producers figuring they could weather the step without too much dislocation. For these, however, London's decision to join the trend was the final straw, and much midnight oil was burned as execs strove to come up with a workable solution.

Altho most indies soon came thru with price guarantees to enable them to approach the trade with upcoming releases, informed observers predicted that few of these guarantees would remain in force longer than several weeks.

There was total agreement among these producers that they could not afford to stay in business at an across-the-board price of \$3.98.

Go to \$4.98?

The most prevalent feeling was that many of the indies would have to lower their lists to \$4.98. This pattern is expected to begin to shape out as early as next week. But the new price will almost certainly bring with it a realignment of diskery thinking that will exert a strong effect on repertoire, packaging and distribution policies.

Some of these effects may in-

clude a reduction of the more expensive recording sessions, once present masters are used up, a possible new look at distribution that may see some producers going direct to many dealers with their merchandise and an intensified search for the unique piece of repertoire that would attract sales despite a higher price.

Steps Taken

Here are the steps taken this week by independent manufacturers:

Angel Records had reached no final decision. But Dario Soria, president, added: "To reassure our dealers fully, the company guarantees that in the event of a price change, dealers will be authorized to return their Angel records purchased after January 1, and will be credited for the price paid for them in exchange for the same records at the new price."

In some quarters, Angel was given a better chance to hold the present \$5.95 line than other labels. It is known, for instance, that the company's factory-sealed package currently outsells its "thrill pack" by 10 to 1, even tho the latter is marketed at \$1 less.

Westminster's president, James Grayson, stated his firm "will maintain its price structure." However, he and other company execs were unwilling to come out with a general price guarantee. It was speculated that a serious attempt to maintain the list by Westminster

would, at the very least, soon be accompanied by a sale or special price promotion.

Vox Records

Vox Records came out with the statement that it plans to hold to present prices. "No price change will be made without 60 days prior advice," read a telegram to its distributors.

The Haydn Society said it will try to hold its price line as long as possible. Doug Duer, national sales manager, advised the trade that the firm will guarantee lists for 60 days beginning January 1.

Manny Solomon, of Vanguard, guaranteed prices on stock purchased from January 3 thru March 30.

Bill Avar, of P. and Records, was typical of a few indie producers who interpreted the Victor slash as "a move to kill the small guys." He, too, is guaranteeing prices with refunds promised in the event of a change.

Urania was reluctant to come out with any statement, preferring to await further developments.

Concert Hall

Sam Josefowitz, of Concert Hall, had not yet reached a decision on retail prices when contacted. However, in an unrelated move, he announced that 10-inch LP's in his mail-order club operation, Musical Masterpiece Society, would be raised in February to \$1.65 from the present \$1.50. The company does a heavy majority of its total volume thru the club.

Fred Montilla, of the Zarzuela-based Montilla Records, said he would be forced to follow London's lead. The latter's Spanish diskings, carrying the London International label, are expected to drop to \$4.98 (see separate story).

Jac Holzman, of Elektra Records, announced reduction of the firm's 10-inch LP's from \$4.45 to \$3.50 with fair trading of the line due to take effect today (1).

Early decisions by Esoteric and Colosseum, among others, are expected to follow the pattern set by other indies.

WGMS to Air Music Series for Schools

WASHINGTON, Jan. 1.—In a move to boost popular interest in classical music, local Station WGMS next week (3) will start to broadcast a series of two music courses to be heard in elementary school rooms thruout the Washington area. The courses, "A Musical Party" and "Exploring Music," will be conducted by concert pianist Evelyn Swarthout on a twice-a-week schedule in collaboration with the District of Columbia Board of Education.

Decca Finishes '54 With 20% Increase

NEW YORK, Jan. 1.—The year 1954 was good to Decca, with the label reportedly chalking up close to a 20 per cent sales increase over 1953. Kitty Kallen, Bill Haley, Georgie Shaw, the Four Aces and Sammy Davis Jr. helped give the label particularly strong sales in the single field, while Crosby's de luxe album package, "Bing," was the biggest money-maker in the album category.

Decca's 20th anniversary celebration highlighted the label's promotional program for the year, with a record amount of new merchandise marketed when the celebration was officially launched late this summer. In addition to "Bing," Decca garnered its best album sales results with sound track packages — "The Robe," "Magnificent Obsession," "The Glenn Miller Story," "White Christmas" and, most recently, "There's No Business Like Show Business."

Decca sales chief Syd Goldberg also points out that the label's \$2 children's line was among the firm's top kiddie sellers in 1954, with Frank Luther's new "A Child's First Record" series topping Decca's small fry sales this fall.

Artist and repertoire chief Milt Gabler made the best-seller charts many times during his first full year with the firm. Kitty Kallen rang the bell with "Little Things Mean a Lot" and "Chapel in the Moonlight"; the Three Aces had "Three Coins in the Fountain" and "It's a Woman's World" and Bill Haley scored with "Rock Around the Clock," "Shake, Rattle and Roll" and "Dim, Dim the Lights." Decca's country and western a.&c.r. man, Paul Cohen, was similarly successful chart-wise with Webb Pierce, Red Foley, Kitty Welles and Ernest Tubb's son, Justin, all making the top 10.

'54 OUT WITH A BANG

Profitable Music-Disk Year Saves Biggest News to Last; Future Fine

Continued from page 1

and the Victor and Columbia record firms.

Year's Highlights

Other key events during the year, and in chronological order, were: The record manufacturers agreed on a standard recording curve. Distribution problems continued to plague the smaller labels as they fought to get adequate coverage in areas where there were few strong independent wholesalers. The AFM came to a settlement with the radio and television networks, the movie industry, TV film industry and other national users of live music. A plan to sell major labels' pop hits on newsstands was tested at great length but didn't work out. Rack jobbing of records in supermarket and drug outlets continued to increase, tho one of the first and largest operators, Music Merchants, fell by the wayside.

Rhythm and blues music and

records became the hottest new "trend" in the pop music field as pop record buyers acquired a taste for the rhythmic material. The battle for control of Decca Records was settled when stockholders affirmed their faith in the present management headed by Milton Rackmil by re-electing Rackmil's board of directors. Arturo Toscanini decided to retire and, as a result, NBC disbanded the NBC Symphony.

Decca celebrated its 20th year in the business with a major promotional drive highlighted by the release of a special, de luxe album featuring Bing Crosby singing most of his biggest hits of the years.

The music publishers—and record labels—came to the conclusion that television could be the prime exploitation medium when "Let Me Go, Lover" was kicked off via the "Studio One" tele show. This,

despite earlier attempts to start songs on TV which fell flat. Many publishers, tho, feel the key to mass exploitation on TV has not yet been found. At the 47th annual convention of the American Federation of Musicians held in Milwaukee, James C. Petrillo and his key execs were all re-elected, despite pre-convention talk that a mutiny would take place at the convention.

Music publishers and record execs continued to make hay with tunes originally written for movie scores, tho jockeys were beginning to balk at playing tunes which were sometimes ineptly titled so that the movie would get plugged on the air.

In all, the business remained active, progressed economically on most fronts and wound up the year with a bright outlook for the future.

TALENT TOPICS

PAUL-FORD RECORD BEFORE EUROPE TRIP . . .

Les Paul and Mary Ford cut new sides for Capitol Records last week which will be released in January. The husband and wife team will take off for a two-month vacation in Europe next week. After the vacation is over, the Paul-Ford duo is set for a series of night club engagements. They will appear on the Ed Sullivan TV show over CBS in late February.

NBC AIRS 10 ORKS ON NEW YEAR'S EVE . . .

NBC radio lined up 10 different name bands for its all-night New Year's Eve programing from 11:30 to 4 a.m. The web decided to pick up Guy Lombardo from the Hotel Roosevelt, the Dorseys from Hotel Statler, Duke Ellington from Basin Street, Errol Garner from The Embers, George Shearing Quintet from Birdland; Les Brown from Palladium, Hollywood; Woody Herman, Blue Note, Chicago; Ralph Marterie, Melody Mill, Chicago; Sauter-Finegan, Kline Memorial Auditorium, Bridgeport, Conn., and Ted Heath from London, broadcast in co-operation with the British Broadcasting Company.

TALENT GROUP ENTERTAINS GREENLAND SERVICEMEN . . .

A group of 20 entertainers, including Bob Hope, Margaret Whiting, Jerry Colonna, William Holden and Brenda Marshall, spent New Year's Eve with

Air Force Secretary Harold E. Talbott and the airmen at remote Thule Air Base, Greenland. The air base is just 800 miles from the North Pole and now in darkness 24 hours a day.

Roost Records will issue an anniversary album to celebrate its fifth birthday next month. The LP will contain records by top jazz stars that have appeared on the label during its half-decade. The names include Johnny Smith, Stan Getz, Bud Powell, Dizzy Gillespie, Coleman Hawkins, Georgie Auld, Kai Winding, Machito, Bonnemere, Sonny Stitt, Eddie Davis and Billy Taylor. . . . Don Cherry, golfer-singer, hopes to score birdies from now on with Columbia Records, with whom he has just signed a wax contract.

Johnny Parker, who just returned from visiting deejays in five Eastern cities to plug his new Coral record, is being featured on Art Ford's live show, "One Week's Stand," over WNEW this week. . . . M-G-M has signed Bob Carroll, formerly with Derby, and a new vocal group, The Naturals. . . . George Shearing will start a 10-day date at Storyville, Boston, January 13. . . . Joni James will open the Auto Show at the National Guard Arena, Washington, January 8. . . . M-G-M artist Billy Fields was signed for a Latin Quarter appearance, New York, as the result of winning TV's "Chance of a Lifetime" talent contest twice in succession. . . . Pianist Jan August started a one-week engagement at Casino Royal in Washington on December 27.

FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

Bob Neal, veteran c.&w. deejay of WMPS, Memphis, has taken over the personal management of Elvis Presley, 19-year-old country singer who in a few short months has catapulted to a top spot on "Louisiana Hayride," Shreveport. Presley and his supporting team, Scotty Moore and Bill Black, plus J. E. and Maxine Brown and a "Hayride" show will appear in Clarksdale, Miss., January 12; Helena, Ark., January 13, and Booneville, Miss.; Sheffield, Ala.; Leachville, Ark., and Sikeston, Mo., the week of January 16. The following week the Presley unit will work a series of East Texas dates with Tom Perryman, of Gladewater, Tex. For the time being, Neal will continue his deejay chores at WMPS.

Webb Pierce; the Wandering Boys, with Red Sovine, and Howdy Roberts and his dance band, of Cedar Rapids, Ia., played to a sellout at Vince Schulting's Melody Mill Ballroom, Dubuque, Ia., December 17, in the face of snow and freezing weather. Dansant was sold out two days before the date and some 400 stood up thru the performance, according to W. E. (Lucky) Moeller, Pierce's personal manager. Pierce drew similar business recently

at the Million-Dollar Ballroom, Milwaukee, with the result that Moeller is mapping plans for more dance dates in the near future.

Mary Sue Clere, of KWSH, Seminole, Okla., hopped into Dallas December 18 for a shot on "Big D. Jamboree." . . . Helen Clements presented her hubby, Zeke, with a daughter, Sally Roberta, in Nashville December 20. Zeke is a performer, writer and publisher, and heads up the Blazon Music Company in the Tennessee city. . . . Carl Stuart presented his annual four-hour radio show over WCOP, Boston, on New Year's Day, with two hours of the show dedicated to the memory of the late Hank Williams. . . . The Woodward Brothers, with Wade Holmes, who appear nightly at Shamrock Tavern, Washington, are now appearing on the final 15 minutes of Phil Long's "Salute to the Hillbilly Stars" over WARL, Arlington, Va., every Saturday p.m.

WLS emcee, Jack Holden, received over 20,000 replies to his requests for postcards from moppet fans, which he promised to forward to Santa Claus. High daily total was over 5,000 cards. The request (Continued on page 26)

RHYTHM & BLUES NOTES

By BOB ROLONTZ

For the first time in almost two years, one of the major labels has come up with a hit r.&b. record. The label is Capitol, the artists are the Five Keys and the tune is "Ling, Ting, Tong." The last time one of the major labels hit with a disk was back in 1953 when the Du Droppers did it for RCA Victor with the "I Wanna Know" series. Of course, Columbia's subsidiary label, Epic and Okeh, have done it with Chuck Willis, Big Maybelle and Roy Hamilton, but up until now Decca, Columbia, Victor and Capitol have been missing from the r.&b. charts and only the indies have come up with the hits. The remarkable part about Capitol's new hit is that "Ling, Ting, Tong" is one of the first platters released by the label since it returned to the r.&b. business. Congrats are in order to Big Dave Cavanaugh, Capitol's r.&b. wax chief.

DeLuxe Records has come up with its first all-out smash in the Charms "Hearts of Stone," which is now on top of the best-selling charts. A quick rise for the relatively new label, which is King-Federal subsidiary, run out of Florida by Henry Stone. . . . Savoy Records has released a lot of new ones for the new year. They include sides by the

Vin Strong Trio, the Roamers, Sticks McGhee and two spiritual groups, the Five Trumpets and the Rhodairs. Savoy is still working hard on the Wilbert Harrison record of "Don't Drop It," and getting results.

Shaw Artists Corporation threw its annual Christmas party last week for its staff and the trade and among the execs to show up was Bob Astor, who is now running the agency branch in Chicago. . . . Roy Hamilton is a big hit at the Basin Street in New York at the present moment. . . . A new artist, Johnny Moses, has been signed by Imperial Records. First release by the singer is now being issued by the label.

WDIA exec David James informed us from Memphis this week that the total cash in the Goodwill Fund, which is used to help provide school bus transportation for crippled Negro children, now exceeds \$15,000. This money will be used to buy buses and hire drivers next year. . . . We want to wish all of our many friends in the business, and all of the diskeries, agencies and artists in the field our best wishes for the New Year. Happy 1955.

cludes Noel Coward, John Golden, Bea Lillie, Douglas Fairbanks Jr., Leonard Lyons, Sadie Harris, and an interview taped by Mary Margaret McBride and Miss Lawrence several years ago. The web also hopes to tape a seg with the Duke of Windsor, who figured prominently in Gertrude Lawrence's autobiography, "A Star Danced."

NBC is working on a special hour-long tribute to Carl Sandburg for airing the second week in February.

Viviane Greene

• Continued from page 10

enough, especially since the entire theme is a club where entertainers

stop by after work. Choral work by the mixed voices is fine on some numbers but was not apparent in this show. More varied entertainers would enhance the showcase talent that is abundant in this area.

Sometimes the strenuous effort to make the show look informal is obvious, but director Hayden Parrott keeps the cameras moving around the set and often picks up interesting expressions from "club visitors" who are not aware that the camera is on them. Genial Bob Shriver who does a consistently good job on all of his shows is never on camera but gives commercials behind the slides, film strip or placards used on the half-dozen spots on the show. Gebhardt.

EDITORIAL

TNT Is Good for You

• Continued from page 11

ing and buying habits had been established. And most important, the industry has the unique complication of the varying speeds that are gradually becoming identified with different kinds of music.

What about the independent manufacturer? For many in this category, the initial impact is bitter. Yet, an expanding record market must, in the long run, present expanding opportunities to small labels. The independent label has always had to exercise resourcefulness and ingenuity. Thru all the years of turmoil in the record business, the independent has come up with hits and has carved a solid niche for himself.

Room for Independents

Today's outstanding example is the rhythm and blues field, where independents dominate, but a glance at the best-seller charts over an extended period will prove that enterprising labels have made their mark in virtually every field—pop, country and classical. In an expanded market, no diminution of this enterprise is likely.

When the final decision was made, RCA executives were faced with a complicating factor. As helpful as it may have been to dealers to have been forewarned, as beneficial as it may have been to even RCA to let other manufacturers make simultaneous announcements, this was obviously impossible. Federal law specifically forbids acting in concert on price. How carefully a few top men at RCA guarded their secret was dramatically illustrated to The Billboard's own editors when they attended the very first meeting Thursday (23) at which all RCA department heads were first told of the final plan. RCA distributors were not informed until Monday (27); so all communication was timed to hit other manufacturers and dealers alike on Tuesday (28) when The Billboard reached its readers.

History Repeating

The record industry has had its critical moments. Historically, however, every move to give the consumer more value for less money has contributed to the industry's health. The creation of American Decca was based upon just such a premise; Columbia's decision years ago to reduce the price of classical music by 50 per cent was another illustration and a more recent one was the February sales. Each case occasioned articulate and bitter protest. In the end, each move proved beneficial.

The present step, initiated by RCA and followed by other companies with slight alternations, may also appear a bit rough. But The Billboard believes that after the first 60 or 90-day adjustment period, the industry will be in a far better position to sell more records and more phonographs to more customers thru more dealers making more profit.

Johnny Ace Is Victim of Russ Roulette

HOUSTON, Jan. 1. — Tragedy struck the rhythm and blues field this week, when Johnny Ace accidentally killed himself while playing Russian roulette. The shooting occurred at a holiday dance here on Monday (27) which featured Johnny Ace and his band. Ace had gone backstage for a five-minute break and had been fooling around with a revolver with one bullet in the chamber.

Ace, whose real name was John Alexander, was one of the brightest stars in the r.&b. field. He rose to fame on Duke Records, coming thru with his first hit, "My Song," in 1952. Since then he has had eight hits in a row, including "Cross My Heart," "Please Forgive Me," "The Clock," "Yes Baby" and the current "Never Let Me Go."

The news of the singer's death caused a big demand for his past record hits. Peacock Records, which owns the Duke label, is rushing out an LP of Ace's sides to meet this demand. In addition, the label is releasing another new single, "Pledging My Love." The label will also release other sides made by Ace recently. Ace was 23 years old.

Capitol Has New LP Line

NEW YORK, Jan. 1. — Capitol Records will introduce a new series in its LP line next week. It is the "T" series, comprising 12-inch pop LP's that will retail at \$3.98. Each record will contain 12 tracks. The first sets in the new series total 11, of which three are brand new. The others have been out before on EP or 10-inch LP's.

New sets includes those by the Woody Herman ork, another by the Billy May band, and another by the Ray Anthony ork. Other sets are: three "Stan Kenton Presents" backs, with Sal Salvador, Boot Mussulli and Frank Rosolino; one by the Art Van Damme Quintet, another by the Duke Ellington ork, and one by Paul Smith.

LEGIT

'Flowers' Blossoms As a Bore

• Continued from page 9

tween a young protegee and an island boy, in favor of a team-up with a rich exporter. The boy is shanghaied to sea but jumps overboard, and is only saved by the girl's resort to voodoo rites. The finale has the madams out with their telescopes looking for the next boatload of customers. That's about it.

This reporter admits to a slight allergy to the Caribbean school of frenzied stepping, even in moderate quantities. But in "Flowers" the notion seems to be that if a little is good, a whole lot is sure fire. So every time the yam bogs down, which is plenty, the bumps, grinds and wriggles of tropical terp turmoil are in the ascendant. To these untutored eyes, the body pyrotechnics all looked about the same, but maybe there are some nuances of belly wiggling that escaped them. Only in the voodoo sequences do the dance patterns come to imaginative vitality. These are vastly impressive, and the solo finale is superbly stepped by Geoffrey Holder.

Altho for the most part the Arlen tunes are not particularly memorable and Capote's rhymes for them considerably less than inspired, young Diahann Carroll makes such items as "A Sleepin' Bee" and "I Has Never Seen Snow" delightful hearing. The youngster makes a musical comedy debut for charm and stage presence as well as a fine voice.

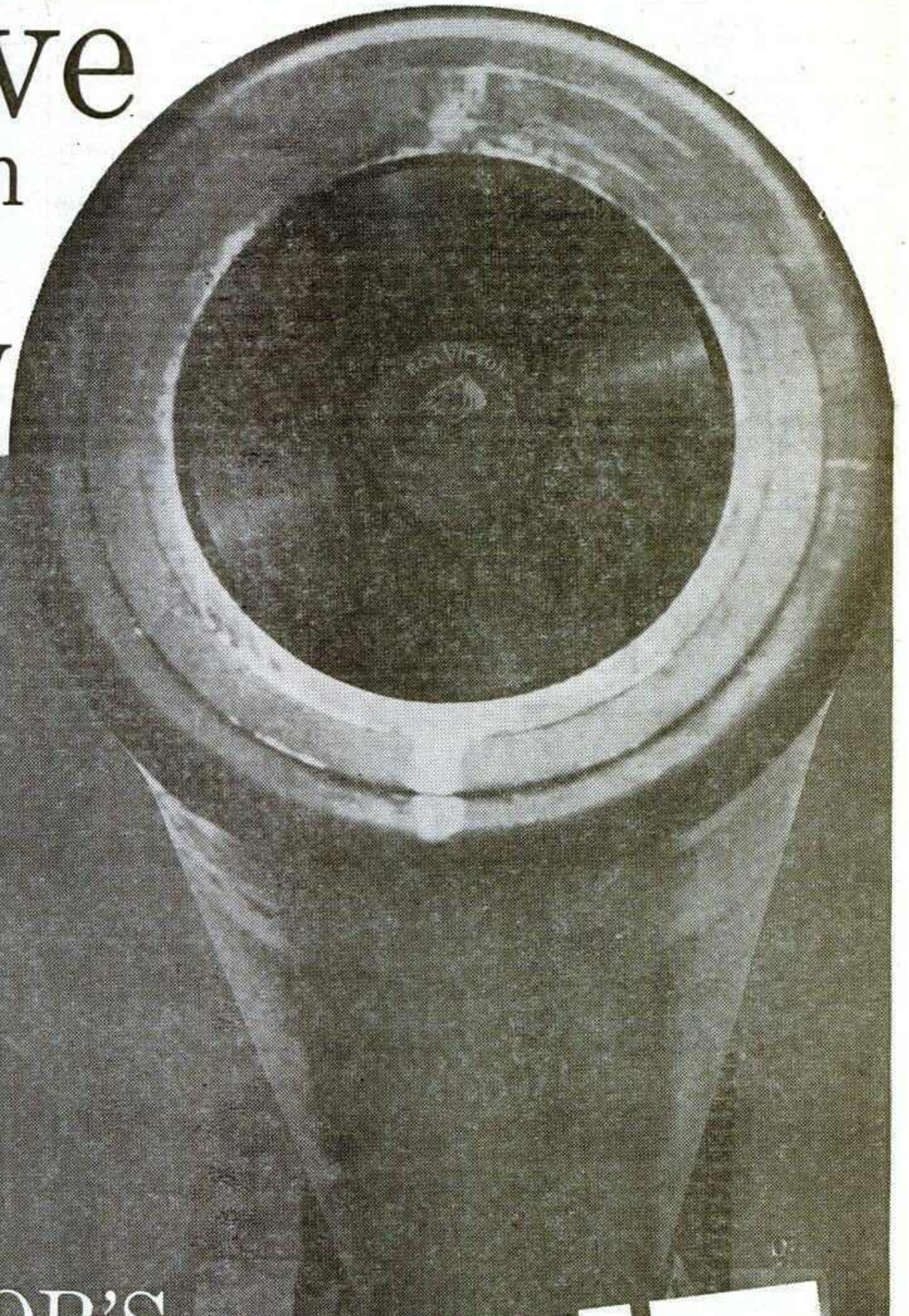
As the other half of the young love interest Rawn Spearman partners her admirably. In straight roles such stalwarts as Frederick O'Neal and Ray Walston make the most of what is given them as a witch doctor and a scalawag sea captain respectively.

A lot of money has evidently been sunk in "Flowers," and a lot of highly professional know-how is behind its production. It is handsome, expensive and tries ever so hard to be wicked. It fairly shrieks this is not for the kiddies. But in this reporter's book, the kids will be bored, too.

NBC Ready to Salute to G. Lawrence

NEW YORK, Jan. 1.—NBC is readying an hour salute to Gertrude Lawrence, which will be aired January 16 from 7 to 8 p.m. The program, one in a series of special one-shots staged by the web this season, will combine recordings by the late actress with a taped commentary, featuring a host of big-name personalities closely associated with the star during her career. To date the guest line-up in-

the most
explosive
news in
record
history



RCA VICTOR'S

OPERATION TNT

4 super bombshells to convert records
and phonographs into a vital...
expanding... and profitable business



RCA VICTOR'S
OPERATION TNT

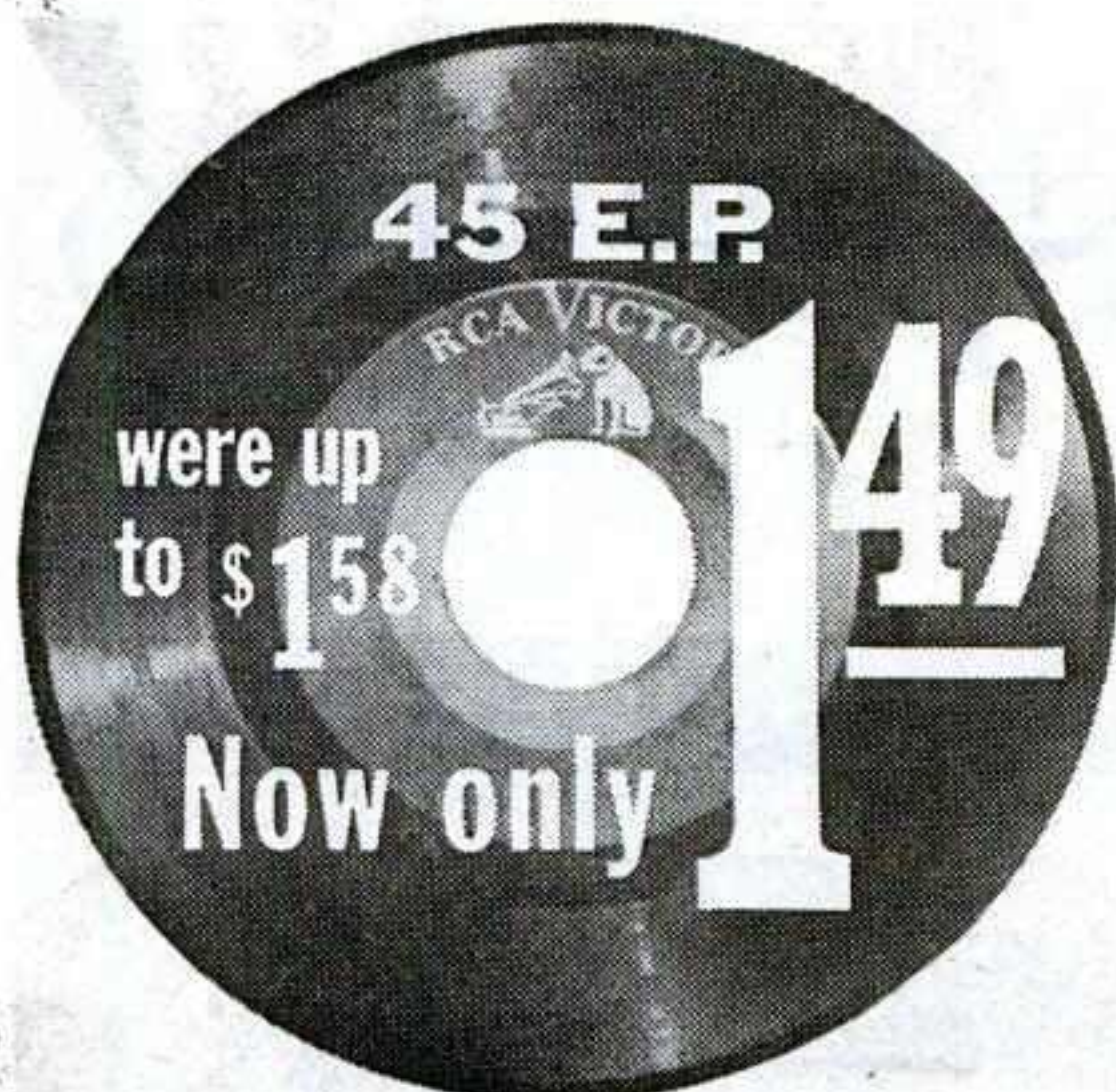
BOMBS AWAY!

4 power-packed
blasts to
double your
sales in '55!

45 Singles
were up to \$1.16
Now only **89¢**

10-inch Long Play
were up to \$4.95
Now only **2.98**

12-inch Long Play
were up to \$5.95
Now only **3.98**



LOWER PRICES MEAN INCREASED BUSINESS!

Drastic across-the-board reductions on record prices will bring customers into your store on a scale you've never known before.

HIGHER MARK-UP ON TRAFFIC MERCHANDISE MEANS INCREASED PROFITS!

Bigger gross margins now assure you higher profits and greater protection on fast-moving, quick-turnover traffic merchandise.

SIMPLIFIED PRICE LINES CUT YOUR OVERHEAD... ELIMINATES CUSTOMER CONFUSION!

Instead of 21, there are now just *five basic prices* for all RCA Victor Records and Albums.

NEW LOW PRICES GIVE YOU YOUR FAIR SHARE OF THE MARKET!

Now all record dealers—everywhere—have an *equal chance* to increase sales all across the country.

and coming soon!

A Complete Store Modernization Program

- New, modern fixtures for faster selling
- Free sales consulting and floor plan service
- Finest on the spot architectural service and advice

Complete line of fixtures and details on RCA Victor's store modernization program available soon through your RCA Victor Record Distributor!



Now for the
you can
RCA quality
in this
spread of

ONLY RCA VICTOR GIVES YOU THIS UNBEATABLE

For well known performances at
lowest prices...sell



For better sound and outstanding
artists...sell



12-inch long play
only \$198

"45 EP" only 79¢

12-inch long play
only \$298

"45 EP" only \$119

Order Forms Available Now. Call Your RCA Victor Record Distributor Today!

first time
sell
recordings
complete
prices!

Powerful Advertising Barrage
will blanket your customers
via Newspapers, Magazines,
Television and Radio!

The Most Important News in The History of Records

**RCA VICTOR
BRINGS YOU THE BEST
AT *New Low Prices!***

12-inch Long Play
were up to \$5.95
Now only 3⁹⁸

10-inch Long Play
were up to \$4.95
Now only 2⁹⁸

45 Singles
were up to \$1.15
Now only 89^c

45 E.P.
were up to \$1.50
Now only 1⁴⁹

RCA Victor, Inc. has announced today that its records are being sold at the lowest prices ever in the history of the record business. This is the result of a new RCA Victor policy of selling records at the lowest possible price. This policy is being applied to all records in the RCA Victor line. This means that you can now get the best records at the lowest prices. The new low prices on RCA Victor records are: 12-inch Long Play \$3.98, 10-inch Long Play \$2.98, 45 Singles 89c, 45 E.P. \$1.49. All prices are suggested list prices. Local taxes extra.

Now you can enjoy world-famous RCA records in every price range!

RCA	CAMPDEN	W	W
12-inch Long Play \$3.98	10-inch Long Play \$2.98	45 Singles 89c	45 E.P. \$1.49
At Retailer Plus 7%	At Retailer Plus 4.7%	At Retailer Plus 7.4%	At Retailer Plus 7.4%

DEALER'S NAME

LINE-UP...

For the best in sound and performances
by the "world's greatest artists" sell

RCA VICTOR
FIRST IN RECORDED MUSIC



12-inch long play

now **\$3⁹⁸**

"45 EP" now **\$1⁴⁹**

NEWSPAPER ADS IN ALL MAJOR MARKETS

This powerful ad tells the terrific RCA Victor new low price story in big circulation newspapers from coast-to-coast. Stock up for the big record buying reaction. Order merchandise now—through your RCA Victor distributor.



ADS IN NATION'S BIGGEST CIRCULATION MAGAZINES

Here's money in your pocket! Ads in magazines like LIFE ... THE SATURDAY EVENING POST... THE NEW YORKER ... SATURDAY REVIEW... and many others. Millions of new customers will read these dramatic ads. Cash in on this terrific new selling opportunity.

NETWORK TV AND RADIO

Hard-hitting commercials on RCA Victor television and radio network shows will be selling your new, low-priced records. These powerful commercials will work for you. Make sure you're ready!

TV AND RADIO SPOTS

In addition to regular network radio and TV commercials, RCA Victor is bombarding the air waves from coast-to-coast with a strong schedule of spot announcements. They'll sell for you—but only if you're well stocked with RCA Victor's new low-priced records!

BRILLIANT POINT-OF-PURCHASE AIDS

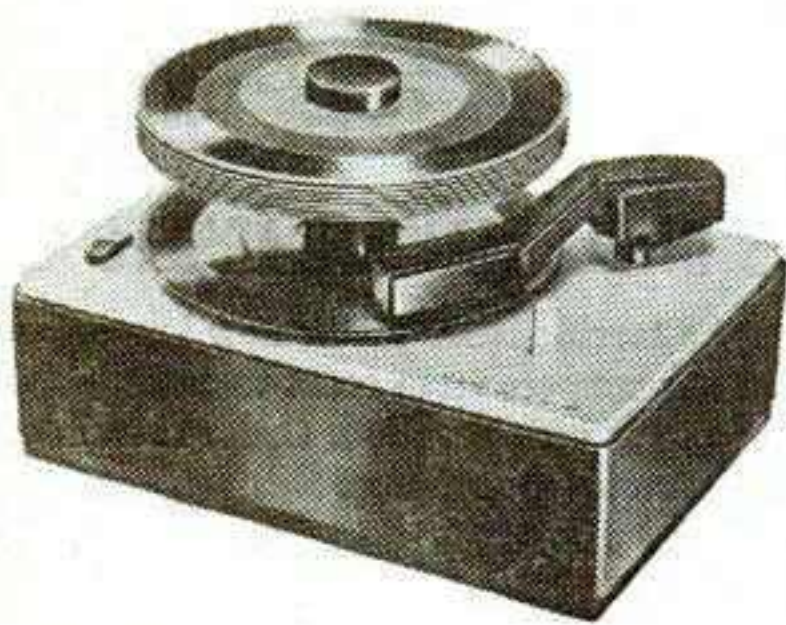
RCA Victor is supporting this major merchandising campaign with a dazzling array of smart, hard-selling window and in-store aids. Window displays... counter cards will soon be available through your distributor.

Prices suggested list, incl. Fed. Excise Tax. Local Taxes extra.

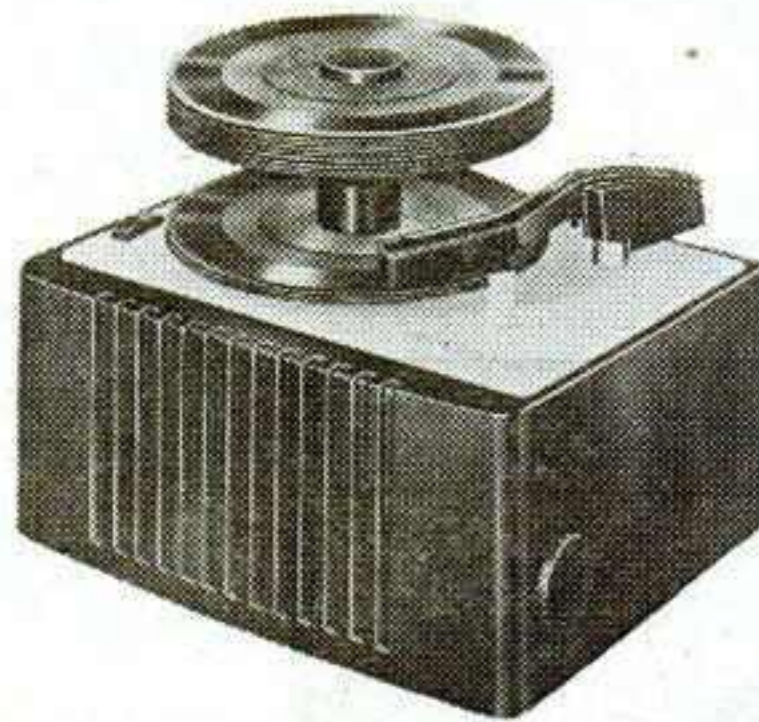
OPERATION TNT

blasts you into
big-ticket
record player
sales

NEW



"Victrola" Attachment, Model 45J2. Plugs into any phono-jack, plays up to an hour and a half at one loading. Album of RCA Victor records included.....\$19.95



"Victrola" 45 Phonograph, Model 45EY2. Complete "Victrola" 45 plays up to 14 records... automatically. Has "Golden Throat" Tone System. Includes 10 records.....\$39.95



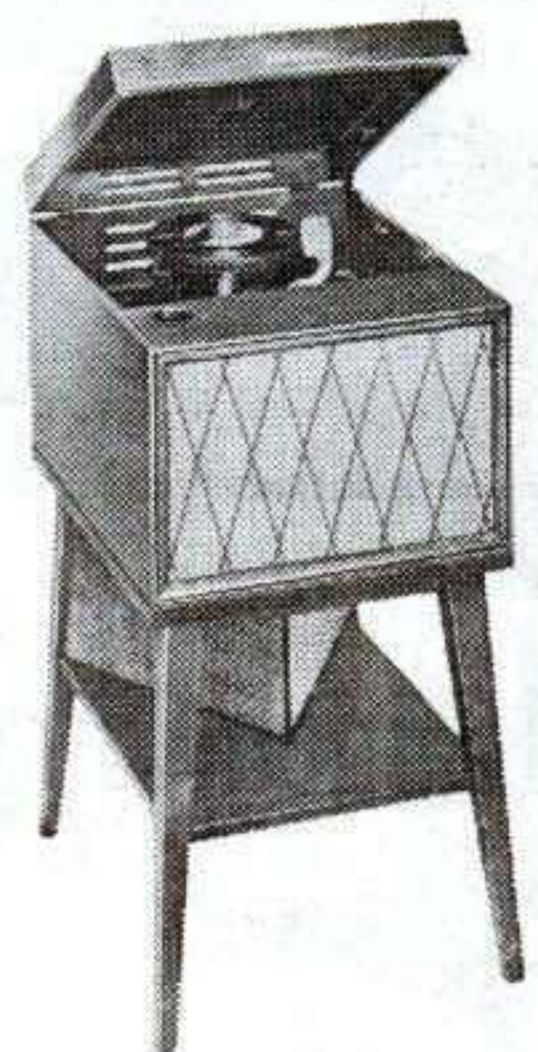
"Victrola" 3-Speed Phonograph, Model 2ES31. Automatically plays all records with greater ease. Has "Golden Throat", slip-on "45" spindle, last record stop.....\$59.95



"Victrola" 45 Radio-Phonograph, Model 4Y511. Enjoy RCA Victor radio and recorded music through "Golden Throat." Compact, popularly priced combination.....\$69.95



New Orthophonic High Fidelity "Victrola" 45 Phonograph, Model 45HY4. 8" Olson-design curvilinear speaker gives glorious "New Orthophonic" Sound. Synthetic sapphire stylus! Powerful high fidelity amplifier. Wide range response.....\$69.95



New Orthophonic High Fidelity "Victrola" Console Phonograph, Model 3HES5C. Features triple speaker "Golden Throat" including 8" Olson-design speaker. Automatic 3-speed record changer. Mahogany finish (limed oak finish slightly higher)....\$159.95

LOW RECORD PRICES SET OFF 'VICTROLA' PHONOGRAPH BOOM!

Now—as never before—is the time to stock, display and sell RCA Victor Automatic "Victrola" Phonographs ... the *most complete and best-advertised* line of record players in the world!



New Orthophonic High Fidelity "Victrola" Low-Boy Phonograph, Model 3HS61. Giant 12" Olson-design curvilinear speaker, automatic 3-speed changer, powerful high fidelity amplifier. Mahogany finish (blond tropical hardwood slightly higher).....\$199.95

Now, for the first time since RCA Victor introduced the overwhelmingly successful "45" System, you face your greatest profit-making opportunity for the sale of all "Victrola" Phonographs. Here's one BIG reason to get into this big business picture NOW! *RCA Victor's new, low record prices are certain to set off a big "new-customer"*

buying spree. Your aggressive promotion can easily convince your customers that the money they save on records will afford them the best record player on the market... a "Victrola" Phonograph. Ask your distributor about these and other "Victrola" Phonographs popularly priced from \$19.95 to \$199.95.

RCA VICTOR
Tmks © RADIO CORPORATION OF AMERICA



Suggested eastern list prices shown, slightly higher in the far west and south. Subject to change without notice.

CANADIAN COMPOSERS' PAY FROM OUTSIDE . . .

The Canadian songwriter receives most of his money from sources outside of Canada. According to Bill Low, general manager of Composers, Authors and Publishers of Canada (CAPAC), the writer receives one Canadian dollar for every 10 he receives from outside the country. CAPAC has received \$50,000 for performances in the U.S., \$1,200 from Italy, \$1,100 from Belgium and \$12,000 from France. England and the colonies provide \$20,000. There is less than \$7,500 to be split in Canada for the composer.

MYERS, KASSNER SET CANADA DISTRIB. . . .

James E. Myers, head of Myers Music, Lem Publications and Standard Songs, concluded arrangements with Edward Kassner in Canada to set up a branch for the music firms in that country. Locating in Toronto, Ont., it will be Myers Music, Ltd., with Kassner manager of the new firm. The firm's current activity is centered around "Happy Baby" and "Rock-a-Beatin' Boogie." Sole selling agent deals will be made with other American publishers.

STATIONS ORDER 'NOTES' BARGAIN BY REQUEST . . .

Request Records, indie label here, is offering its latest LP release, "Musical Notes From a Tourist's Sketch Book," to radio stations at a less-than-cost price of \$1.25 each. The set contains eight instrumental tunes, all penned by Hans Lengsfelder. To date the firm has received orders from 282 stations for the record, with more orders coming in weekly. The firm is both surprised and pleased by the orders for the record, which has been out now less than a month.

UNIVERSAL SETS PROFIT SHARING . . .

HOLLYWOOD—Arthur Hogan, president of Universal Records, last week announced the adoption of a profit-sharing plan for employees, the first such plan in the field here. According to Hogan, the program sets up a point system based on length of service and annual wages. Employees get one point for each six months of serv-

MUSIC AS WRITTEN

ice and one point for each \$50 unit. Additional incentives will be available in the form of monthly merit awards. Initial distribution was made here Thursday (24).

HWD. RECORDS GETS 4 SWINGTIME SIDES . . .

Don Pierce, of Hollywood Records, has acquired four additional sides from the now defunct Swingtime record catalog and will release them this week. New masters are "Guitar Shuffle" and "Every Day Have the Blues" by Lowell Fulson, and "Chica Boo" and "Old Time Shuffle" by Lloyd Glenn. Pierce's Hollywood Record Sales Company is currently handling manufacture and distribution for Money and Showtime Records.

SINGER CLIFF AYERS OPENS DANCE SPOT . . .

Cliff Ayers, former band vocalist with Les Brown, Sammy Kaye and Tony Pastor, has taken over the old Covington Barn at Fort Wayne, Ind., and opened it as Melody Acres. The spot will cater to round and square dancing and will feature name bands on a spot booking policy.

Ayers moved to Fort Wayne six months ago at which time he took

with him the offices of the Emerald Record Company which he maintained in New York. He is now doing single vocals under his own label, which also has 14 c.&w. artists on its roster, including Lulu Belle and Scotty. Ayers just finished a promotion trip to Milwaukee plugging his waxing of "Blue Prelude."

MAX FEIRTAG FORMS FLIP RECORDS FIRM . . .

Max Feirtag, formerly associated with Imperial Records, last week disclosed formation of a new independent label, Flip Records. Firm will specialize in rhythm and blues and a line of authentic Latin-American music. First releases are expected to be issued late this month.

New York

Alice Simms, who wrote the tune "I Want a Man for Christmas," which was waxed by Joan Shaw on Jaguar Records, has penned a new one, "For You I'm Crazy Like Mad," which will be recorded by Ginny Gibson on M-G-M. . . . Bernie Wayne's tune, "Join the Mother's March," will be used for the third straight year for the March of Dimes annual drive on radio. . . . Cleffer Lee Kauderer,

who is also a Gurden Records exec, is now on the West Coast plugging the Carmen Taylor waxing of "Let Me Go, Lover." . . . The Ann Jones record of "Kind of Love I'm Craving" and "Stepping Out With My Shadow" on the Sims label is a country and western record, not a pop disk. The Sims label is a new country diskery owned by Russell Sims of Sun Valley, Calif. . . . Kahl Music, publisher of "George," tune recorded for Epic by Dolores Hawkins, is running a contest on Eastern radio stations offering a prize to anyone who can correctly identify "George."

WMGM's new deejay show, "It's a Woman's World," with DeFreitas and Gauvin, has been lengthened from 60 to 90 minutes a day, starting December 27, with the program running from 11 to 12:30 p.m. daily. . . . Decca's Mike Connor spent the post-Christmas week in Florida. . . . Local 20 of the American Federation of Musicians in Denver held a special party last week in honor of its prexy Mike Muro's 25th year as head of the local.

The tune, "Wrong, Wrong, Wrong," which has been recorded by June Valli on RCA Victor, is published by Porgie Music, a Broadcasting, Music, Inc., publishing firm.

Chicago

WLS singing sisters, Colleen and Donna, the Beaver Valley Sweethearts, have just signed a recording contract with Decca. . . . Lou Prohut, accordion virtuoso on the WLS "National Barn Dance," has likewise signed a recording contract with Label X. The deal was made thru Joe Delaney, manager of the label, on his recent trip here. . . . Betty Jones, formerly assistant to publicist Max Cooper, has opened her own offices here and her first account was organist Ken Griffin. Ken opens here at the Old Heidelberg January 5, for an extended engagement.

Tommy Leonetti, Woody Herman and Vicki Young, all Capitol artists, were guests at this week's sales meeting of Capitol's Midwest branches. Mike Maitland, district sales manager, presided over the meeting which was held at the Congress Hotel Wednesday (29). Herman is appearing at the Blue Note. Leonetti is working club dates, and Vicki Young opened at Fazio's in Milwaukee on New Year's eve. . . . Si Paul, Capitol distributing's Boston branch manager, was a visitor to Chicago over the holidays. . . . Wyomah Winters was touring deejays in Chicago last week. She is under contract to RCA Victor. . . . Morry Price, vice-president in charge of sales at Mercury Records, is on a combined business-vacation trip to New York. He is setting up the new distributorship in the area. . . . Irving B. Green, president of Mercury, is in Florida on a holiday vacation.

Don Cornell, who closed at the Chicago Theater last week, heads for the automobile show in Washington. He is set for a three-month tour of Europe beginning in March. While there, he will get a part in an English movie which is to be filmed in Paris. . . . The Mambo Jets, who also closed the show with Cornell last week, open at Loew's State in Hartford, Conn., with Joan Weber. . . . Singers Julius La Rosa and Kitty Kallen are current at the Chicago Theater. . . . Singer Johnny Desmond has ankled the Don McNeill Breakfast Club and will head for New York where he has a part in Jule Styne's new show, "Tinsel Town." Desmond has a TV deejay show locally on WBKB (ABC) and it is hoped that the net will permit Johnny to continue with this by having the show originate in New York with Chicago making up the other half of a two-station net. . . . Singer Gordon McRae is in town over the weekend for the telecasting of the "Ice Show," which is at the Chicago Stadium, over the "Colgate Comedy Hour."

Columbia Wraps Up Best Phono Year

NEW YORK, Jan. 1.—Columbia Records had its greatest year in phonograph sales in 1954, and the best fourth quarter volume in combined record and phono sales in its history in 1954. The phonograph sales increased 25 per cent over 1953, which also was a strong phono year for the diskery. These figures were contained in the firm's year-end report, made this week by Columbia prexy Jim Conkling.

Key points in the report, in addition to the upped phono sales, were the growing sales of multiple play sets and specially packaged high-priced albums such as "The Confederacy" and the four-record edition of Brahms orchestral music by Bruno Walter and the New York Philharmonic. The Columbia CL-500 series, especially the jazz sides, also moved up sales-wise. In the pop package album field, the Judy Garland "Star Is Born" set and the "Sincerely, Liberace" set were the leaders. Columbia claimed that altho interest in single records declined temporarily at intervals during the year, the firm had four 1,000,000-record sellers.

Phono Line

In 1954 the firm introduced its first full line of phonographs, brought out its first AM-FM tuner, entered the tape recorder field in conjunction with Bell and Howell and also expanded its needle line.

The firm's top-selling Masterworks LP set was "The Confederacy." Second best-seller set was the Brahms package. Third was Berlioz' "L'Enfance du Christ"; fourth, the Delius "Mass of Life," and fifth, a three-record set of Schubert quartets by the Budapest String Quartet.

Single LP best sellers included the orchestral music from "Carmen" by Andre Kostelanetz, "Caucasian Sketches" and three sets by the Philadelphia Orchestra—"Carricchio Espagnol," "Gaité Parisienne" and "Scheherazade"—and "Ein Heldenleben." One recording by E. Power Bigs and another by Pablo Casals were also best sellers.

Pop Masterworks

In the pop Masterworks category, original cast show sets, "The Pajama Game" and "The Girl in Pink Tights," were top sellers, plus the Andre Kostelanetz "Lure of the Tropics." In the pop album field, the Percy Faith "Music for Christmas" was the No. 1 set, with "Christmas at Liberace's" in the No. 2 position, and the Judy Garland "A Star Is Born" No. 3. The two Dave Brubeck albums, "Jazz Goes to College" and "Brubeck at

Storyville," placed fourth and fifth.

The top single record of the year was Rosemary Clooney's "Hey, There" and "This Ole House," which, says Columbia, sold more than 1,000,000. The label says that Joan Weber's "Let Me Go, Lover" also hit 1,000,000, as did "Make Love to Me" by Jo Stafford, and "Secret Love" by Doris Day. Tony Bennett had the firm's fifth ranking hit in "Teardrops" and "Cinnamon Sin." Jimmy Boyd's "I Saw Mommy Do the Mambo" was the top kiddie seller.

Ray Price was the top seller in the country field, with Carl Smith in second, third and fourth place.

DINAHS TO BEST

Diner Club Maps Nitery Act Awards

CHICAGO, Jan. 1.—In an effort to right the apparent wrong being done night club artists, inasmuch as no awards are given to this entertainment category, the Diner's Club, headed by Ralph E. Schneider, has announced it will inaugurate an Annual Dinah Award presentation. Awards will be decided upon by votes sent in by a thousand night club and drama critics located in some 500 cities.

The Diner's Club is inaugurating the new award with its fifth anniversary of the single credit card network. Awards will be given for the outstanding comedy act, best male vocalist, female vocalist and variety or dance act. The act getting the most votes will receive the Dinah while the others will be presented with awards for their respective categories. Awards will be made March 1, 1955.

VICTOR RE-SIGNS AMES BROTHERS

NEW YORK, Jan. 1.—RCA Victor has re-signed the Ames Brothers to a new contract, due to run for five years and stipulating heavy guarantees. The group, which joined the label about a year ago, has clicked with "You, You, You," "The Man With the Banjo" and the current "Naughty Lady of Shady Lane," now in the No. 3 best-selling slot.

Hollywood

Dinah Washington has been set for a four-week engagement at the R'ya' Nevada, Las Vegas, starting March 11, to be followed by two weeks at the Tiffany, Los Angeles.

Davis Grubb, author of the best seller, "Night of the Hunter," has completed collaboration with Walter Schumann on the music for the Paul Gregory production of the novel. . . . The Andre Previn-Shorty Rogers album for RCA Victor, titled "Collaboration," will be issued this week. Package features six originals by Previn and Rogers and six standards. . . . Nellie Lutcher spiels her "Real Gone Guy" for the Universal-International film, "No Men Allowed." . . . Anna Marie Albergheiti and her entire family have been set for a one-night stand at the Coronado Hotel, February 8. . . . Lee Silver has joined the Bethlehem. . . . Irv Peninsky, formerly associated with King Records here, has opened his own distributing firm in San Francisco called Eric Distributing Company. . . . Lee Palmer is reported set to rejoin the Mercury Records branch in this area. . . . The Label "X" line which changed hands here last week, was formerly distributed by Jay-Kay Distributing Company, not Modern Distributing Company as reported. . . . Superior Record Manufacturing Company is adding an injection mold press to the plant. . . . Songwriters Paul Francis Webster and Sammy Fain have signed as clients of the Small agency. Sammy Cahn and Nicholas Brodsky also joined the agency recently. . . . Jesse Kaye sliced a brace of sides with maestro David Rose last week. Rose completed original music for the NBC telecast of the Rose Bowl parade before his disk session. . . . Peggy Lee is recuperating in Palm Spring, following surgery. . . . Jerry Lewis left to spend the holidays in New York. . . . Rosemary Clooney is profiled in the next issue of The Saturday Evening Post.

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A Great New Instrumental and Vocal

"MY OWN TRUE LOVE"
(Tara's Theme)

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Leroy Anderson's
SANDPAPER BALLET
with
SONG OF THE BELLS

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MILLS MUSIC, Inc.

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

THE SONG FROM DESIRÉE
(WE MEET AGAIN)

MILLER MUSIC CORPORATION

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"PIN-UP"
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JIMMY WORK
singing
"MAKING BELIEVE"

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

ROSS JUNGNIKEL, INC.

records aren't beans!

ON JANUARY 3, 1955, America's two greatest orchestras, the Philadelphia Orchestra, conducted by Eugene Ormandy, and the Philharmonic-Symphony Orchestra of New York, conducted by Bruno Walter or Dimitri Mitropoulos, played the recorded performances of the music of Beethoven, Tchaikovsky, Rimsky-Korsakov and Richard Strauss as you have never heard this music played before. The famous sound of these orchestras came to vivid life on each Long-Playing record. The matchless recording quality, established by Columbia Records as the standard for the entire industry, was present as always. But there was a difference. The price of these and hundreds of other recorded hours of music by the greatest artists of the music world was \$3.98* each.

We are both proud and pleased that this has been made possible. We are pleased because there will be so many more people able to enjoy our finest records. And we are proud that we have been able to make this new audience possible without sacrificing the quality of our records, quality that has earned us the audience we now count as our regular customers.

But through the long hours of study that preceded our decision to reduce our prices so drastically, we have repeatedly said to

(continued next page)

RECORDS AREN'T BEANS! (continued from preceding page)

ourselves: "Records aren't beans. You can't buy them by the pound. How can we charge the same price for each?"

And we have re-examined our catalog and the recording costs of each of its thousands of records in order to reduce our record prices to the lowest figure consistent with continued high quality.

We came to artists like Pablo Casals, acclaimed by our generation as the finest musician living today. Columbia sent its costly equipment to the little French town of Prades to record this great man's music at a time when the rest of the world longed to hear him play again. Patient weeks were devoted to his recorded performances in order that he might be heard a thousand years from today—just as he sounded then.

And Albert Schweitzer, doctor, philosopher and musician, often called the greatest of living men. Columbia recorded Dr. Schweitzer playing the organ music of Bach in his native Alsatian town of Gunsbach at such enormous expense and with so much satisfaction. These records aren't beans, indistinguishable from their fellow beans.

Or Igor Stravinsky. Columbia is proud of its recorded performances of this composer's works played by great orchestras and soloists. But only Columbia also has Stravinsky conducting his own music on records. Expensive, but worth it, we think.

Or our recent recording session during which Bruno Walter recorded Mahler's 1st Symphony with the loving care and exhausting workmanship that only this man could give to this music. Of Dr. Walter, Mahler once wrote: "I do not know anybody by whom I feel myself so understood as by you and I

believe, too, to have penetrated to the depth of your soul." In all the world of music, this performance stands unique and immortal.

And we came to Columbia's original-cast recording of the Broadway hit "Pajama Game." Hundreds of thousands of dollars it cost to bring this show to New York with the perfect cast, the right songs to make it a smash hit. Only "Pajama Game" with this cast would be acceptable to lovers of the theatre-on-records. We chose the most expensive and the best cast for our recording.

So it is with records. The cost of the long years it takes to build artists of the stature of Sir Thomas Beecham, The Budapest String Quartet, Robert Casadesus and Zino Francescatti, Isaac Stern and Rudolf Serkin, The Metropolitan Opera Association and Andre Kostelanetz, who himself created an entire new world of musical sounds; the perilous development of the Columbia Long-Playing Record to the point where its quality is so perfect you forget the sound is on a disc instead of a concert stage; the difficulties encountered in going to the ends of the earth for the perfect combination of great artist and fine music in surroundings ideal to performance.

No, records aren't beans. Costs, like talents, vary in recording.

And so not all record prices can be the same.

Now, however, more record customers will be able to buy most of the finest high-fidelity records Columbia can make, by the world's greatest artists, for as little as \$3.98* for each 12-inch Columbia Masterworks "LP."

COLUMBIA RECORDS

Originator and World's Largest Manufacturer of Long-Playing Records
A DIVISION OF COLUMBIA BROADCASTING SYSTEM, INC.

*Suggested List Price

Dealer Reaction

• Continued from page 11

By JUNE BUNDY

State Music Store, Baltimore, was caught with a \$20,000 LP inventory. "All labels purchased at \$3.70," lamented Cohen in a satirical congratulatory wire to Victor, "which I have conscientiously built up with the help of distributor sales pressure."

Many Happy

Many dealers are genuinely happy over the new price structures, but chagrined because their customers broke the news to them rather than Victor. Jack Sedar, of the Village Music Shop in Ridge-wood, N. J., for instance, calls this an irresponsible act on Victor's part. He also thinks Victor is being unfair in ignoring the dealer's inventory-loss problem. However, he has already put the plan in operation and reports that business on the new price level is fine.

Here in Manhattan Ben Kaye, of the Liberty Music Shops, considers it a "constructive move" and is "looking for an immediate increase in volume." Liberty is expected to adopt the new list prices in the near future. Meanwhile, Kaye opines, while they naturally took an inventory loss, the new price structures will ultimately make for stability.

Aaron Wall, who operates the Radio City Music Shop here and three other record stores (two in Long Island), is one of Victor's staunchest boosters. "No record is worth \$6," states Wall. "The public was being fleeced. This should have happened last February." He predicts some customers will resent the new 98-cent price on 78's—particularly in the rhythm and blues and country markets—but otherwise considers it "a great break for customers."

Pro 45

Wall admits he intends to emphasize 45's from now on, in hope that this speed will ultimately take over the single field. Jackie Heller, of Tri-Boro Music in Queens, is also pro-45. He says that altho almost 50 per cent of his customers now have three-speed players, they've heretofore refrained from buying 45's because of "conservatism." In line with this, he expects the new pricing structure will encourage them to start investigating the 45 field. Heller was hit hard in the inventory-loss department, but is happy because he expects many discount houses will go out of business shortly, and neighborhood dealers will inherit their trade.

Paul Keyser, of Durham, N. C., also thinks the community dealer will come into his own now, while out-of-town discounters will suffer along with the record clubs. However, he frowns on the 10-cent increase on 78's, since "too many people down here don't have three-speed equipment."

Over-all inventory losses loom as the most formidable problem at present. Charles W. Homeyer in Boston is faced by a big loss, since he will have to take a mark down on about 5,800 Victor LP's from \$3.72 to \$2.40. Another Boston dealer, Fred W. Mosher, of Mosher Music, estimates his inventory loss at over \$1 a record.

Label 'X' Falls In Line With Parent Firm

NEW YORK, Jan. 1.—Label "X" next week will follow the price and discount lead set by its parent company, RCA Victor. Distributors will be told that diskery 10-inch LP's formerly \$3.85, will now sell at \$2.98. Latter price will include sets in Label "X's" "Vault Originals" series. Twelve-inch LP's due for introduction by the firm at a later date will list at a standard \$3.98.

In the case of LP's, dealer discounts will remain at 38 per cent with return privileges eliminated.

All EP's will carry a suggested list of \$1.49, and single 78's will be priced at 98 cents. Single 45's

By STEVE SCHICKEL

return privilege was: "Under the old system, I have to guess right 95 per cent of the time in order to have the return privilege even out. Sixty per cent of my business is pop and therefore under the new set up I lose returns on 40 per cent of my volume. This in effect is asking me to crystal-ball approximately 97 per cent of my purchases, which is impossible."

Singers Brothers, one stop, reported that the new price structure would hardly affect them. The feeling here was that the new LP price would stimulate sales, and that the new single prices would show a profit. As figured out, each sale of a 78 single would give the dealer an increased profit of 7 cents and a 45 single sale would give him an increased profit of 3 cents.

One dealer, pointing out that the average retailer sells more pop singles than he does LP's, claimed that the added profit of say 20 singles sold per one LP would not only offset the loss on LP's but give the dealer a profit. He encouraged other dealers to sell heavy on singles while liquidating LP stocks on hand.

Altho no price discounters on records are located in Chicago, local dealers have long felt their presence because area residents have been purchasing from New York discounters by mail. Local dealers were divided in their thinking of how the new set-up would affect the discounters.

One of the largest record retailers in the Chicago area, the Hudson-Ross chain, reported it would not suffer a tremendous loss. Herman L. Forst, an executive of the firm said, "Our volume is great enough so that our inventory doesn't constitute a big percentage of sales, therefore we will suffer only fair sized losses." He added that RCA items would most likely be cut immediately.

In the meantime, most dealers here have stopped buying records until they find out what the other labels are going to do.

GAC to Book Crosley Oaters

CINCINNATI, Jan. 1.—Another phase in Crosley Broadcasting Corporation's overall talent-promotion expansion plan was completed Tuesday (28) when R. E. Dunville, president of the organization, named General Artists Corporation as exclusive booker for Crosley country & western talent. Contract is effective immediately. Crosley c.&w. talent roster numbers more than 50 performers.

Art Weems, vice-president of GAC, flew to Cincinnati from New York for final negotiations with Dunville and H. S. (Bert) Somson, executive vice-president of WLW Promotions, Inc.

The news of the GAC signing followed closely the announcement made last month of planned augmenting of the Crosley c.&w. talent roster to make it one of the largest in the nation.

Weems said that the greater portion of the bookings for Crosley talent on a nationwide basis would be in county and State fairs.

Expansion plans for WLW Promotions, Inc., were first announced three months ago. During the period climaxed by the GAC pact, a recording contract has been signed with RCA "X" label and an arrangement consummated with Voca Music, Inc., which gives the music publishing house exclusive rights to compositions authored by WLW folk talent.

Ken Smith, head of the talent division of WLW Promotions, Inc., will act as co-ordinator of the new arrangement with GAC.

remain at 89 cents. The standard return privilege will be continued in the case of 78's and 45's, which will be marketed to retailers at a 42 per cent discount.

By JOEL FRIEDMAN

from the loss of a dealer's LP return privilege, inasmuch as most dealers believed they could still take the dollar return, if not the physical return of LP stock. Heretofore, return privileges have been granted by the RCA distributor using total purchases as a base from which a dealer received the normal 5 per cent return. Dealers had not been notified that the system would change.

In most cases, the dealers felt that the loss of their LP return privilege would be made up by their profit margin increase from 38 to 42 per cent in 78 and 45 r.p.m. merchandise and, of great import, also from less competition from the discount houses. The ability of a discount house to juggle prices was seen as greatly, if not totally, reduced. Discount houses have been making stronger inroads on the West Coast in recent months, and similarly cutting into the dealers' sales potential.

Clyde Wallich, president of Music City here, largest retail outlet on the Coast, predicted the price changes will encourage more record sales. Wallich further indicated that the loss of the LP return privilege will hurt dealers and result in more cautious LP buying.

Sam Ricklin, California Music Company, one-stop record service, pointed to the loss of inventory value as a result of the decrease in LP merchandise, and expressed the belief that the 9-cent increase of 78 r.p.m. singles would not make up the loss.

Many dealers adopted a wait-and-see attitude in the belief that the price structure of other majors would soon change also.

DISK SALES

Last-Minute Spurt Saves Hub Dealers

BOSTON, Jan. 1.—In a swift and welcome reversal, Greater Boston Christmas record sales took a last-minute spurt and, while still a bit off any top year, managed to end up with a fair total business. Sales got a shot in the arm in the last few days before Christmas and left dealers and stores with a very confused picture of the consumer.

Everybody seemed suddenly to decide that records were the ideal Christmas gift, and peculiarly enough, what left dealers in a daze was the kind of records that the public wanted. Tunes like the four-month-old "Mr. Sandman" took off again like new pop hits. Singles and packaged goods sales were stimulated particularly by youngsters who seemed to have money to burn.

All in all, most outlets here enjoyed a much better Christmas than the gloomy predictions, based on sales, indicated earlier. Even the sales on straight Christmas platters was not great, the swing to the oldies put the Greater Boston dealers at least somewhere near the totals of the rest of the nation.

4-Star Hiking Price on 78's To 98 Cents

HOLLYWOOD, Jan. 1.—Four-Star Records, a veteran independent leader in the country and western field, this week disclosed it will increase the price of 78 r.p.m. singles to 98 cents.

Bill McCall Sr., president of the firm, declared the move made by RCA Victor to be a good one that will eventually prove to be profitable for the entire industry.

Four-Star firm is the first of the West Coast firms to raise the price of 78 r.p.m. records, significantly the speed in which a major share of its volume is achieved.

Cap Bows T Series To Retail for \$3.98

HOLLYWOOD, Jan. 1.—Capitol Records this week, announced the debut of a new series of 12-inch LP's in the firm's popular album line at a retail price of \$3.98.

Disclosure of the addition to the firm's popular album catalog was made to Capitol's district sales managers and other company executives at its meetings here last month, and is an integral part of Cap's January merchandising program.

Lloyd Dunn, Capitol vice-president in charge of merchandising, declared that the firm's "T Series" is a new price category that has been in the planning and production stage since last summer, and in no way is a development of the recent price changes that have taken place in the industry.

Initial release of Capitol's new \$3.98 12-inch LP line will include a total of 11 packages, three of which are completely new albums containing material never before released. These are "Sorta May," by the Billy May band; "The Woody Herman Band" and "The Golden Horn," by Ray Anthony. Others in the first release include music by Bob Crosby, Pete Dailey, Duke Ellington, Sharkey Bonano, Art Van Damme, Stan Kenton and Paul Smith.

Specific promotional aids will be given dealers for the line, among them a window display and browser box card which prominently calls attention to the \$3.98 price, in addition to disk jockey distribution of the Ray Anthony, Woody Herman and Billy May packages.

Highlight of Capitol's classical program is the simultaneous release of four new albums by William Steinberg conducting the Pittsburgh Symphony Orchestra.

London Alters Distrib Policy On 2d Labels

NEW YORK, Jan. 1.—London Records next week will embark on a new distribution policy affecting its second-line labels—Telefunken, L'Oiseau Lyre, London International, Durium and all foreign language singles.

These labels, due for heavy expansion during the coming year, will be withdrawn from company distributors and branches and sold direct to dealers thru London International, Inc., a newly formed subsidiary. The new policy becomes effective Monday (3).

The main impetus for the move comes from the feeling that the great number of releases under the London imprint and the other labels can no longer be handled efficiently by present distributors. Too much of the material on the other labels is of unique interest with specialized market potential.

A separate sales crew under Marty Wargo, London International sales manager, will handle the disks.

The company's production blueprint calls for an "international" catalog that will exceed 100 LP's in each of the Telefunken, L'Oiseau Lyre and London International lines by the end of 1955.

Internat'l Sets

All "international" disks will be triple-packed, held in special boxes, with both printed and white sleeves. In the case of London International, which will feature Spanish, French, German, Swedish and some Italian material, bilingual notes will be provided. Separate catalogs, dealer aids and advertising will support the releases.

London distributors have been told they may return their stocks of the affected labels for full credit during the month of January. London International will maintain complete inventories here and in San Francisco.

Works included are Rachmaninoff's "Symphony No. 2 in E Minor," the Richard Strauss "Til Eulenspiegel" and "Death and Transfiguration," Tchaikovsky's "Serenade for Strings," Prokofiev's "Classical Symphony" and Beethoven's "Symphonies No. 5 and 8."

Heavy advertising and promotion material will support the Steinberg release, in addition to a deluxe, full-color window display featuring the four album covers.

In other categories, Capitol will

(Continued on page 37)

Staff Members At CRDC Play Musical Chairs

NEW YORK, Jan. 1.—Capitol Records has made a series of major personnel changes and promotions among its field staffers in the Capitol Records Distributing Corporation. The shifts were made by Bill Fowler, acting general manager of CRDC, and are effective today (1). They follow the firm's established policy of promotions from within the organization.

Willis Wardlow was elected a veepee of CRDC and appointed

(Continued on page 37)

Victor Studies Canada Disk Price Situation

TORONTO, Jan. 1.—The RCA Victor label here is studying the Canadian situation before making any decision on price or discount changes in this country. Officials in Montreal said they would have no official comment to make until the middle of next week.

It is generally believed, however, that Victor here would follow the pattern newly set by their American counterpart. There is also expected a general move in this direction by other labels.

Quick reaction here was that effecting changes similar to those announced in the United States would boost record sales here to a great extent. The record market in this country has been sluggish for some time.

S-W Drops Its Home Phono, AM, TV Lines

CHICAGO, Jan. 1.—Stewart-Warner Corporation announced this week that its Electric Division had discontinued the manufacture of home phonographs, radios and television sets for the domestic market. The firm last August made its re-entry into the phonograph manufacturing field after an absence of seven years.

The decision was due to the heavy load of electronics development and production work undertaken for the government.

It was announced that service on the company's products, now outstanding, would be handled by the Hoffman Radio Corporation on the West Coast. Notification to this effect was mailed out to Stewart-Warner distributors and dealers early this week.

The electric division will continue to manufacture for the export market, and its Canadian subsidiary will continue in the set business in Canada. Hoffman, it was announced, will not continue a line of Stewart-Warner products. However, it was anticipated that the firm would get some of the S-W distributors in the bargain as the service policy is set up.

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PHONOS—HI FI

By STEVE SCHICKEL

SET MAKERS EXHIBIT AT FURNITURE SHOW . . .

The winter showing of the American Furniture Show will take place at the American Furniture Mart starting January 3 and running thru January 14. Included in the exhibition roster of phonograph manufacturers are RCA Victor, Admiral, Philco, Motorola, Para Industries, Blum and Lifton, Inc. Also included by some of the exhibitors will be radios and television sets. Regency division of I.D.E.A., Inc., manufacturers of high-fidelity equipment, will also show its line. However, the firm has taken space in the nearby Eastgate Hotel.

STROMBERG-CARLSON BOWS CABINET AND ENCLOSURES . . .

A new high-fidelity equipment cabinet and two speaker enclosures were announced this week by the Stromberg-Carlson Company, Rochester, N. Y. The equipment cabinet features a lift top for access to the record changer, a tilting bin for tuner and amplifier, plus interchangeable cut-out panels. Retail price is \$105. One of the speaker cabinets accommodates either an eight or 12-inch speaker while the second accommodates only an eight-inch speaker. Price of the speaker enclosure is set at \$45.

RETMA SEEKS TO DEFINE HI-FI . . .

The industry will be asked by the Radio-Electronic-Television Manufacturers' Association to describe and define high fidelity in an effort by the group to issue a suggested standard definition for industry use. The move was set by Joseph N. Benjamin, vice-president of the Pilot Radio Corporation, and chairman of RETMA's hi-fi equipment section, in hopes of clarifying present claims made by set makers. Industry leaders will be asked to comment or suggest their own definitions in 50 words or less, for simplicity as well as accuracy. One of the claims currently used by set makers is that two speakers constitutes a hi-fi set, and the new definition hopes to set a more precise definition to disavow such broad-term usage. The entire matter will be discussed at a meeting to be held during the Los Angeles Audio Fair in February.

RAYTHEON TO MARKET TRANSISTORIZED RADIO . . .

Raytheon Manufacturing Company is showing its new transistorized radio to the public at showings being held this week. The set contains eight transistors and is said to be able to operate for one full year on four standard flashlight batteries. The firm is said to manufacture 80 per cent of all the transistors being manufactured today. The radio, which also has miniature components, is said to be of

revolutionary design and is claimed to out perform all conventional radios.

NEWS SHORTS OF PEOPLE, PRODUCTS AND EVENTS . . .

A new turn-over type magnetic cartridge for hi-fi record players was introduced this week by the Recoton Corporation, New York. The cartridge, Model 500, has a frequency response of 20 to 16,000 cycles per second and glides at a pressure of six to seven grams. Retail price is \$9.90. . . The Mitchell Manufacturing Company, Chicago, has named William Crockett as sales representative for Northern Indiana, Michigan and Ohio. Crockett will handle the firm's line of high-fidelity phonographs as well as room air-conditioners, which he formerly handled in the Wisconsin territory.

R. C. Tait, president of the Stromberg-Carlson Company, announced the board of directors this week voted three changes in office titles and added two new officers. John H. Voss, formerly general manager of the telephone division, becomes vice-president of that division. Clifford J. Hunt, formerly general manager of the radio-television division, becomes vice-president of that division. Anthony G. Schiffino, formerly general manager of the sound division, becomes vice-president of that division. Philip J. Lucifer becomes assistant treasurer and manager of the telephone finance department. Arthur J. Fink becomes assistant treasurer and general credit manager.

The Webster Electric Company, Racine, Wis., has added to its line a 10-watt audio amplifier for use in hi-fi systems. Known as Model 96-10, it has a frequency response of 20 to 40,000 cycles per second. . . Clifford T. Burgett has been named field service engineer for the Capehart-Farnsworth Company's Charlotte sales region, and will assume his duties immediately. . . RCA Victor, Ltd., Montreal, has announced a new high-fidelity radio-phonograph combination, Model VHE 809. The unit contains two Olsen-design 12-inch curvilinear speakers and will retail at \$495 in walnut and \$510 in mahogany.

Included as part of Admiral's new line will be Model 5M56, a hi-fi console phonograph which will retail at \$249.95. The unit will contain a four-position record compensator, flip cartridge, dual speaker system, and separate bass and treble controls. . . Motorola's mid-year meeting of some 300 distributors saw the firm's 1955 line of equipment shown. Included were a new 24-inch table model TV set, as well as a complete line of radios. . . H. M. Bessy, executive vice-president of Altec Service Corporation, has returned to New York following conferences with the firm's representatives across the country.

LINER NOTES

By IS HOROWITZ

WILL PRICE CUTS AFFECT REPERTOIRE? . . .

It is called Operation TNT, and the dust has yet to settle. In the expected confusion following RCA Victor's dramatic price drop, one of the many questions posed was what might be the probable effect on repertoire planning.

Ambitious classical recordings, using full orchestra, soloists and, perhaps, choruses, cost small fortunes to produce. Would it pay to continue producing such sets to be sold at \$3.98 per 12-inch LP, rather than \$5.95?

This much can now be told about Victor's plans in the classical repertoire area. The recording budget for 1955 tops that of 1954 by a "substantial" amount. If anything, there is likely to be an increase in the number of top-cost, low-cost sets produced.

For one thing, Victor is definitely planning on pushing out a large number of standard works, in many cases duplicating compositions already in catalog. But these will be recorded with up-to-date sound to meet the standards of the hi-fi market. In this category, for instance, are such upcoming releases as:

A new Berlioz "Symphonie Fantastique" with Charles Munch and the Boston Symphony, a new Beethoven Third Symphony with Fritz Reiner and The Chicago Orchestra, re-recordings by Artur Schnabel, with Reiner and the Chicago, of the Grieg and Rachmaninoff Second piano concertos, and a new Cesar Franck D Minor by Guido Cantelli and the former NBC Symphony.

New Markets

The thinking behind many of the cited releases follows a pattern often discussed by George Marek, Victor artist and repertoire director. This is the position that the greatest area of expansion lies in the standard warhorse repertoire, or works that will have the most attraction for new classical record buyers. It has been estimated, as an example, that at least 15,000,000 American families who can afford to do so do not at this time own phonographs. Presumably many of these potential customers will be enticed into recorded musical entertainment thru a lowering of prices.

And if this theory has validity, then increased sales will eventually make up the dollar difference between the old and new prices—for dealers too, it must be added.

While standard warhorses, aimed largely at the broad "middle" market, will be given the most em-

phasis by Victor during the year, the specialist fraternity will not be neglected.

Due for release in the next months (some are yet to be cut) are the Nielsen Violin Concerto with Yehudi Menuhin, the Bartok Concerto for Orchestra performed by Reiner and the Chicago Ork, with the same artists to be featured in a new and complete issue of the Bach Brandenburg Concertos, and a reading of the Berlioz Requiem by Munch and The Boston.

New Toscaninis

Also due for some never before released Toscanini albums, including among them performances of Verdi's "Te Deum," Boito's "Mefistofele" (excerpts), and the second act of Cluck's "Orfeo." A complete recording of Massenet's "Manon" is also scheduled to hit the recording-session stage in June, for probably fall release.

There also exists a strong likelihood that Victor will attempt, to some degree, a revival of its single-disk classical business. These Red Seal 45's—in the Lanza, Fiedler, Peerce tradition—may once again appear with some regularity.

Completing this quick survey of Victor classical repertoire plans requires only one more mention—multi-disk LP sets. The company feels that the sales of such items can grow rapidly now that the unit cost per disk has been lowered. This feeling is certain to be reflected in more frequent multi-LP releases.

WILLIAM MASSELOS SIGNED BY MGM . . .

M-G-M Records has signed pianist William Masselos to a long-term recording contract. Long known as a champion of modern music with many "firsts" to his credit, the young pianist will be featured in a number of diskings of contemporary works. His first release under his new affiliation is due early in February.

EPIC READIES NEW ALBUMS . . .

New sets being readied by Epic for early release includes a new recording by the Amsterdam Concertgebouw Orchestra of the Brahms Second Symphony. Also due from the label at the same time are albums by the Vienna Symphony and Berlin Philharmonic, conducted by John Pritchard and Paul van Kempen respectively. Epic, too, will introduce its new pianist Yuro Boukoff in a Schumann package.

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. GLENN MILLER PLAYS SELECTIONS FROM "THE GLENN MILLER STORY" RCA Victor LPT 3057
5. SEVEN BRIDES FOR SEVEN BROTHERS—Sound Track M-G-M E 244
6. CHRISTMAS CAROLS—Mantovani Orchestra London LL 913
7. WHITE CHRISTMAS—Bing Crosby Decca DL 8083
8. SOMETHING COOL—June Christy Capitol H 516
9. MERRY CHRISTMAS—Bing Crosby Decca DL 5019
10. CHRISTMAS IN HIGH FIDELITY—Melachrino Strings RCA Victor LPM 1045
11. SWING EASY—Frank Sinatra Capitol H 528
12. JAZZ GOES TO COLLEGE—Dave Brubeck Columbia CL 566
13. GLENN MILLER LIMITED EDITION, VOL. 2 RCA Victor LPT 6701
14. BING—Bing Crosby Decca DX 151
15. MUSIC FOR DAYDREAMING—Melachrino Strings RCA Victor LPM 1028

EP'S

1. THE STUDENT PRINCE—Mario Lanza RCA Victor ERB 1837
2. MUSIC FOR LOVERS ONLY—Jackie Gleason Capitol EBF 352
3. GLENN MILLER PLAYS SELECTIONS FROM "THE GLENN MILLER STORY" RCA Victor EPBT 3057
4. MUSIC, MARTINIS AND MEMORIES—Jackie Gleason Capitol EAP 509
5. TOP HITS—Nat (King) Cole Capitol EAP 1-9120
6. SEVEN BRIDES FOR SEVEN BROTHERS—Sound Track M-G-M X 244
7. MERRY CHRISTMAS—Bing Crosby Decca ED 547
8. WHITE CHRISTMAS—Bing Crosby Decca ED 819
9. TOP HITS—Les Paul & Mary Ford Capitol EAP 1-9121
10. SWING EASY—Frank Sinatra Capitol EBF 528
11. CHRISTMAS CAROLS—Mantovani Orchestra London BET A5
12. GLENN MILLER LIMITED EDITION, VOL. 2 RCA Victor EPOT 6701
13. TOP HITS—Dean Martin Capitol EAP 1-9123
14. A STAR IS BORN—Judy Garland Columbia BA 1021
15. YOUNG AT HEART—Frank Sinatra Capitol EAP 1-571

"Classical Possibilities"

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

1. BEETHOVEN: FIDELIO—Peerce, Bampton, NBC Symphony (Toscanini) RCA Victor LM 6025
2. SHOSTAKOVITCH: SYMPHONY NO. 10 New York Philharmonic (Mitropoulos) Columbia ML 4959
3. BRAHMS: PIANO CONCERTO NO. 18 Rubinstein, Chicago Symphony (Reiner) RCA Victor LM 1831
4. J. STRAUSS: WIENER BLUT—Schwarzkopf, Philharmonia Orchestra (Ackerman) Angel 3519
5. VERDI: REQUIEM—Schwarzkopf, La Scala Chorus and Orchestra (de Sabata) Angel 3502B

Reviews and Ratings of New Classical Releases

BEETHOVEN: PIANO SONATAS, NOS. 8 (PATHETIQUE), 14 (MOONLIGHT) AND 23 (APPASSIONATA) (1-12)"; PIANO SONATAS NOS. 30, 31 AND 32 (1-12)”—Yes Nat, Piano. Haydn Society HSL 109, 110 73
 Yes Nat, an almost legendary pianist, has excited considerable interest recently among a coterie of keyboard-disk collectors. And these two disks, part of a project that will bring us a new complete edition of the Beethoven Sonatas, should work to enlarge his following. His approach to the instrument is in the grand manner, full of towering climaxes. There is immense excitement in his performances that, it must be admitted, could repel some as it will undoubtedly attract others. The grouping of works on these two disks is generous, with the one holding the "Pathetique," "Moonlight" and "Appassionata" due for the best action.

MOZART: DIVERTIMENTO IN E FLAT, K. 563 (1-12)”—Pasquier Trio. Haydn Society HSL 114 72
 One of the most frequently recorded of the many Mozart divertimenti, this is also one in most demand. The work has a secure position as a masterpiece of its type. Here, the Pasquier Trio contributes a knowledgeable performance distinguished by tonal beauty and secure grasp of style. The set, well recorded, should bring pleasure to many kinds of listeners, those new to classical music as well as to those of long sophistication.

LULLY: TE DEUM; Chorus and Orchestra conducted by P. Capdevielle (1-12)”—Westminster WL 5326 71
 Here is a first recording that should have uncommon interest for collectors of choral music. And it will also give those of a historical turn of mind an opportunity to hear an inspired creation by a composer more encountered in text books than in performance. The good, robust singing by the French ensemble is abetted by a live and resonant recording. Specialist vinyl, but strong in its class.

FRANCK: QUINTET IN F MINOR FOR PIANO AND STRINGS (1-12)”—Vladimir Sokoloff, Piano; Curtis String Quartet. Westminster WL 5331 70
 This work has always occupied an imposing niche in the chamber music repertory. With a good sense of balance and dramatic flair, Sokoloff and the Curtis players build this Quintet from its quiet, modest opening into something of grand and passionate proportions. The sound is clear and natural. Fair sales to chamber music fans.

INTERNATIONAL FOLK MUSIC COUNCIL: WORLD FESTIVAL OF FOLK SONG AND FOLK DANCE (1-12)”—Westminster WL 5334 70
 Dealers will be on sage ground in selling this package as an authentic collection, since the dances and songs were selected from those recorded by UNESCO at various performances of the 1953 World Festival (Westminster also recorded the first World Festival in Elsteddfof) folk meet in Biarritz and Pamplona. The album is instructive as well as entertaining, with International Folk Music Council prexy Ralph Vaughan Williams and commentator Douglas Kennedy supplying oral footnotes on each selection, which range in mood from our own Kentucky Mountain airs and English-Irish-Scottish melodies to the exotic rhythms of Indonesia, Turkey and Japan. In all, 27 different folk songs are played representing 18 countries.

MENDELSSOHN: QUARTET NO. 2; QUARTET NO. 5 (1-12)”—New Music String Quartet. Columbia ML 4921 68
 This ensemble, while comparatively new to concert audiences, from its inception has received rave notices from critics, particularly for its interpretation of modern works. Here they perform two of the most charming works in the romantic literature with equally praiseworthy ac-

(Continued on page 27)

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<p>Compact V-M MODEL 972 Automatic Three-Speed Table Model, List \$59.95*</p>	<p>Low-cost V-M MODEL 920 Automatic Three-Speed Rec- ord Changer, List... \$39.95*</p>	<p>School-favorite V-M MODEL 151 Portable Man- ual Three-Speed, List \$49.95*</p>	<p>Tiny V-M MODEL 121 Portable Manual Four- Speed, List.....\$ 22.95* (less amplifier,\$16.95*)</p>

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FOLK TALENT & TUNES

Continued from page 14

was made over his "Barn Dance Matinee" show. . . . Joe Kelly, chief quizzer on the network TVer, "Quiz Kids," took over his old post of WLS "Barn Dance" emcee the last several Saturdays. Kelly worked at WLS back in the late '30's. . . . Colleen and Donna, WLS artists, have signed a recording pact with Decca, while the station's accordionist, Lou Prohut, has signed a waxing deal with Label "X."

Lonesome Pine Fiddlers, of Pikeville, Ky., have a new one on the Victor label, "There's Just One You," b.w. "Windy Mountain," released last weekend. The original Fiddlers were formed by their present leader, Ezra Cline, back in 1938. Besides managing the group,

Ezra plays string bass and sings in the ensemble parts. The only Fiddler who actually fiddles is Curly Ray Cline, who also composes many of their tunes. Soloist with the group is Paul Williams, guitar. Newest member is Ray Goins, who picks the five-string banjo. . . . Larry Nolan and His Bandists are appearing in a series of broadcasts over KMAC, San Antonio, for Rainbow Service Stations.

Country talent slated for guest appearances on "Circle Theater Jamboree," Cleveland, are the York Brothers, January 8; Kenny Roberts, January 15; Carl Story, January 22, and Earl Scruggs and Lester Flatt, January 29. . . . Bill Martin, president of the Country

Fan Club Association, scribbles from Atlanta that he will take as his bride Phyllis Bigger, vice-president of the Rocky Party Fan Club, early in January.

Ferlin Huskey toured Illinois right up to Christmas before donning his fatigues until after the first of the year. "Pre-Christmas season naturally isn't the best, but we've been drawing fairly well all along the line," writes Ferlin's personal manager, Bob Ferguson. Huskey has been hearing good reports on his two latest waxings, "Little Tom" and "I Feel Better All Over More Than Anywhere Else," Ferguson reports. . . . Leona Paul, of the team of Don and Leona, Gospel Sweethearts of WAND, Canton, O., presented hubby Don with a new daughter, Norma Jean, recently at Mercy Hospital, Canton. . . . Rex Allen did a guest shot at the Lyric Theater, Indianapolis, January 1.

Jimmy Newman, now doing a weekly TV shot with his band each Friday evening at 6:15 over KPLC-TV, Lake Charles, La., played a p. a. in Carlsbad, N. M., on New Year's Day. . . . Texas Bill Strength played Houston December 23-25 and then hopped back to Memphis to resume his chores at KWEM there. He's set to play a string of dates with Jim Edward and Maxine Brown and Elvis Presley after the first of the year. . . . Carl Smith and band, with June Carter, plus Boots Woodall, Smitty Smith, Tennessee Smith, Paul Rice, Cotton Carrier and Pat Patterson, pulled a full house to the Sports Arena, Atlanta, December 17.

Elton Britt stopped off in Boston recently for a guest shot with WCOP's "New England Hayloft Jamboree," emanating from John Hancock Hall. . . . Recently two Dallas talent agents, Charles Wright and Gene Evans, met to discuss nonexistent business possibilities. Instead, they decided to collaborate on a novelty song. The result, "Toto the Eskimo," just released on Capitol by Cousin Herb Henson. Published by Central Songs, Hollywood. . . . Wade Ray and His Ozark Mountain Boys, after a 10-month trek thru the Western States and Canada, are back in Los Angeles at Cowtown, which has been remodeled and renamed the Red Flame. Ray and his lads have been working radio and TV shows with Bob Wills and Cliffie Stone in recent weeks.

Bob Williams and the Cumberland Mountaineers now have a 15-minute, across-the-board show on WRNL, Richmond, Va. . . . Sonny Day, formerly with the "Old Dominion Barn Dance," WRVA, Richmond, Va., is now a regular at WWVA, Wheeling, W. Va. . . . Ed Scott, Sheriff Scotty on KLZ-TV, Denver's CBS outlet, was given special recognition recently by the local YMCA and the kids of Denver when they presented him with a clock over which was mounted a bronze cowboy and horse. The base of the clock was inscribed: "To Scotty for His Contribution to Kids." Judge Phillip Gilliam, Denver juvenile judge, made the presentation, with nearly 100 youngsters looking on.

Touring the Pacific Northwest recently were Billy Jack Wills and band; Jimmy Wakely, and Ann Jones and Her Western Sweethearts, of KVAN, Vancouver, Wash. Touring with Wakely were the Three Rays, new Coral recording group. Ann Jones has just recorded four sides for Sims Records, Hollywood. The first release is "The Kind of Love I'm Craving" b/w "Steppin' Out With My Shadow."

Jack Cardwell, c.&w. artist and deejay, emceed the mammoth hillbilly Christmas party staged for the underprivileged children of the Prichard-Mobile, Ala., area by Station WAIP at Mobile's Ladd Stadium December 12. Gate admission was one toy per person, the toys in turn being turned over to the various charitable associations in the area for distribution. Among the c.&w. artists who participated in the charity show were Bill Cason, R. D. Hendon and

VOX JOX

Continued from page 13

Herbie Mintz, disk jockey at WAAF, Chicago, is programing his yearly year-end report as usual. For the last several days in the year he is playing the top tunes from each record label, and then finally spins the top ten records of the year as compiled by The Billboard. His most unusual gimmick is the day he spins egg-nogs, the records he felt should have made it but didn't.

YESTERYEAR'S TOPS—

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

JANUARY 6, 1945:

1. Don't Fence Me In
2. I'm Making Believe
3. Trolley Song
4. There Goes That Song Again
5. I Dream of You
6. White Christmas
7. Together
8. Into Each Life Some Rain Must Fall
9. Dance With a Dolly
10. You Always Hurt the One You Love

JANUARY 7, 1950:

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

band, Luke McDaniel, Leroy Morris, Red Smith, Werley Fairburn and others. . . . Lula Bell Si and Her Country Folk have begun a 52-week contract on WTTV, Channel 4, Bloomington, Ind., for Hocketts Mts., a local firm. Show is aired from 4:30-5 p.m. Miss Si also does a 30-minute TV stint, called "Western Show Time," over WTTV, 12:30-1 p.m., Sundays, sponsored by the Red Dragon Drive-In Diner. On the Country Folk roster, besides Miss Si, are Freddy Birk, steel guitar; Bobby Johnston, fiddle; Jackie Ryan voice and guitar; Rooty Vest, lead guitar; Pappy Herschell Colbert, bass fiddle; Clem Witherspoon, and Kenny Si, emcee. . . . Fred Baker (Capitol) has formed a dance band to job Friday and Saturday nights in the Montgomery, Ala., area. . . . Cowboy Copas, who has been named America's No. 1 folk singer by Orchestra World, received an award on that score recently during the network portion of WSM's "Grand Ole Opry." . . . Ferlin Huskey is sporting a new blue-and-white bus to haul his group on personals.

Hollywood

The Cass Country Boys recently celebrated their 10th anniversary with Gene Autry and their 15th year in radio. . . . For the sixth consecutive year, Rex Allen rode in the Tournament of Roses Parade on New Year's Day in Pasadena Calif. . . . Gene O'Quin has returned Cliffie Stone's "Hometown Jamboree" after spending eight weeks touring Texas and Oklahoma. . . . Abbott Records' president, Fabor Robinson scheduled to hit the road again soon, with another swing thru the Midwest and South coming up. . . . RCA Victor's Steve Sholes planning on making his trip to the West Coast more frequent, as is Decca's Paul Cohen. Both were here for extensive recording sessions recently.

With the lockkeys

Gurney Thomas, in addition to his post of farm editor, is spinning three hours of gospel and country records daily at WCCG, new station at Belmont, N. C. Thomas, who formerly recorded for King Records, welcomes releases from all firms. . . . Charlie Vandagriff, now conducting a spanking-new hillbilly show on KBKI, Alice, Tex., billed as "KBKI Hoedown," type-writes, to wit: "I'd give my right arm at the elbow for some live talent on this show. So, if you (Continued on page 35)

IS THIS
A
LAFALCE?

(La-fal-chee)



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"IT'S LOVE"
DeCASTRO SISTERS
Abbott 3001
2. "THE HANDS OF TIME"
"DON'T FORGET TO BRING ME
BACK YOUR LOVE"
DIDO ROWLEY
Fabor 4001
3. "I'VE GOT SOMEBODY NEW"
"THE DIGGIE SONG"
LAINIE SISTERS
Fabor 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
Fabor 117
4. "IT'SY WITSY BITSY ME"
"WHY AM I FALLING"
J. E. & MAXINE BROWN
Fabor 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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- THE HILTOPPERS
- Singing
- TIME WAITS FOR NO ONE
- and
- YOU TRY SOMEBODY ELSE
- DOT RECORD #15249
- DOT RECORDS
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• Reviews and Ratings of New Popular Albums

THAT OLD FEELING69
Malcolm Lockyer, Piano. (1-10")
London LB-1015

A tasteful instrumental package of standards served up by one of Britain's better pop pianists, Malcolm Lockyer, backed by bass and drums. Lockyer's relaxed, understated style is quietly effective, but the LP's main appeal here, of course, is its collection of old favorites. The nostalgic lineup includes "That Old Feeling," "Stars Fell on Alabama," "I Only Have Eyes for You," "I'll Never Smile Again" and eight others of equal name-value.

Jazz

IN A MELLOW MOOD80
Johnny Smith (1-10")
Roost RLP-421

Most welcome is this collection of eight standard tunes as delicately handled by guitarist Johnny Smith—a most remarkable man for a modern-day "progressive" musician. He's got all the technical ability plus warmth and sincerity. Backed by Don Lamond on drums, Arnie Fish on bass and, at times, Perry Lopez on rhythm guitar, Smith turns in a wonderful session of expressive musical interpretations. Recording is excellent and when the fans hear it, they'll have to buy.

BOOGIE WOOGIE
PIANO AND DRUMS78
Meade Lux Lewis and Louis Bellson (1-12")
Clef MGC 632

The label came up with a solid idea for this new set. The combination of Meade Lux Lewis, the old boogie woogie master himself, and drummer Louis Bellson was inspired. The pianist gets a chance to play his music with all of the skill that the years have put at his command and Bellson's drum backing adds depth and flavor. The tunes are all composed by Lewis, and his reading of "Shoo-boody," "Yancy's Last Ride" and "Bush Street Boogie" are minor masterpieces of the boogie woogie art. A lot of fans of the genre as well as fans of Meade Lux Lewis, will want this new set.

HERBIE HARPER, VOL. 274
(1-10")
Nocturne NLP-7

Trombonist Herbie Harper created a very favorable impression with his first LP a few months ago, and in this second venture adds considerably to his growing national reputation. The delightful varied program—from Nelson Riddle's exotic "Bananero" to jumpy arrangements of standards like "Indian Summer"—is given additional interest by backing Harper with two different ensembles: a quartet with guitar and rhythm, and a quintet with sax, piano and rhythm. In the latter, Bud Shank gives distinguished support on tenor and baritone. Both groups have an unusually well-knit ensemble feel and give Harper dynamic, rhythmically solid collaboration. This top-flight West Coast package should have little difficulty selling to any modern jazz aficionado exposed to it.

GEORGE LEWIS NEW ORLEANS
JAZZ BAND AND QUARTET72
(1-10")
Riverside RLP-2507

This collection by the George Lewis band and quartet is in the firm's new contemporary jazz series. They were never previously released, altho

the band sides were cut in 1951 for Circle Records. Some of them are second takes, as on "Big Butter and Egg Man No. 2" and "Bourbon Street Parade No. 2," but "Over the Waves" and "Who's Sorry Now" are tunes not previously released with the band. The quartet sides, which were recorded for Riverside by Pete Miller, were cut in 1951. On the band sides Lewis, now coming into his own as a major jazz figure after years in the shadow of great names, does some fine work in the company of Alvin Alcorn on horn and Paul Barbarin on drums. In the quartet sides Lewis gets a chance to take off, and he does to good results. Good new wax here.

GEORGE WALLINGTON
SHOWCASE 71
(1-10")
Blue Note 5045

Diskophiles, particularly of the modern jazz school, should be familiar with pianist Wallington as a small combo leader. Here, tho, he fronts a group of seven modernists including Dave Burns, Jimmy Cleveland, Danny Bank, Frank Foster, Oscar Pettiford, Kenny Clarke and the leader's piano—playing some slick arrangements by Quincy Jones. Two standards and four originals, ranging from moody and melodic to fast and riffy, make up a neat collection of small band sounds which should be of particular interest to those seeking the new sounds. It's all beautifully recorded and sports some fine solo passages as well as scholarly band sounds.

JAZZ BY JACQUET70
(1-10")
Clef MG C-167

The label has collated a number of single releases for this new LP. Personnel includes Russell Jacquet on trumpet, Cecil Payne on baritone sax, Matthew Gee on trombone, Shadow Wilson on drums, Raymond Acea on piano and Al Lucas on bass. Selections include "Little Jeff," "Blue Nocturne," "Jatap Conga" and "Talk of the Town." Fans of the tenorman will be interested.

BOB HELM'S
RIVERSIDE ROUSTABOUTS70
(1-10")
Riverside RLP-2510

The diskery has managed to come up with the first wax featuring the Turk Murphy clarinetist and his own combo—a group consisting also of Everett Farey's cornet, Hank Ross' piano, Bob Thompson's washboard and Bill Stanley's bass and tuba. All selections are Helm originals and all are slickly handled by the combo for a half-hour of utterly delightful two-beat music which should please the many followers of the Murphy and Yerba Buena school of jazz. Recording is excellent.

MEET THE NEW
JACK TEAGARDEN, VOL. 1..... 68
(1-10")
Urania UJLP-1001

The label's newly inaugurated jazz series bows with this Teagarden combo composed of the two-beat great and a batch of sidemen who are, in the main, progressive modernists. At times the result is excellent, at other times not so hot. In any event, it's well recorded and there's fine solo efforts by Ruby Braff, Lucky Thompson, Sol Yaged, Denzil Best, Milt Hinton and Kenny Kersey.

• Reviews and Ratings of New Classical Releases

• Continued from page 24

cess. A good buy for chamber music enthusiasts.

SCHUBERT: SYMPHONIES NOS. 3 AND 6 (1-12")—L'Orchestre des Concerts Colonne; George Sebastian, Cond. Urania UJLP 713767

Here are two of Schubert's earlier symphonies, the Third, written when he was 19, and the Sixth, written two years later. Their performance here by the Colonne Concerts Orchestra under the baton of George Sebastian is good, both orchestral and recording-wise. Set should pull sales from new and older collectors.

MEYERBEER: OVERTURES AND ORCHESTRAL SELECTIONS (1-12")—L'Orchestre de L'Opera de Paris; George Sebastian, Cond. Urania UJLP 714167

This package should please those who like their opera on a purely instrumental plane. Performances are acceptable. The album includes selections from "L'Africaine," "Les Huguenots," "Le Prophete," and "Le Pardon de Ploermel." The last named overture is more familiarly known as "Dinorah," and this is the only LP on which it is currently available. Competition, however, is heavier on the other selections.

YUGOSLAV RHAPSODY: YUGOSLAV FOLK SONGS (1-12")—National Yugoslav Dance Theater. Epic LC 307166
This is a delightful new album. It contains folk songs and folk music from all of the historic areas that constitute modern Yugoslavia: Serbia, Croatia, Slovenia, Bosnia, Hercegovina, Macedonia, Monte-

negro and Dalmatia. This Balkan country, with its many peoples who have maintained their own traditions for many centuries, is a treasure-trove of songs and tunes for dancing, and this recording captures the joy and exuberance that they put into their music. A fine recording for folk music fans.

PROKOFIEFF: ORCHESTRAL SUITE FROM "SEMYON KOTKO" (1-12")—Symphony Orchestra of Radio Berlin; Rolf Kleinert, Cond. Urania UJLP 713565

These orchestral selections from an opera dealing with the Civil War in the Ukraine and the uprising against the Germans in 1918 are the work of an angry composer, and in recalling the brutality of that period, Prokofieff has created music of great power and stark, sometimes shattering, dissonance. The Radio Berlin Orchestra makes a moving experience of this music, and fortunately has been reproduced under good sound conditions.

THE AUGUSTANA CHOIR (1-12")—Henry Veld, Cond. Word W 400162


Word records has re-released a recording made by the Augustana Choir back in 1950 and originally issued on the Key label. Four years later, this recording still stands as a noteworthy choral release. Selections include Benjamin Britten's "Hymn to St. Cecilia," the Bach Cantata, "What Can Life Be But a Shadow," Vaughan Williams' "Lord Thou Hast Been Our Refuge," plus a negro spiritual, a Swedish hymn and a light dance tune by Johannes Brahms.

NOW Everybody agrees the TOP side is.....

HOCUS POCUS

Patti Page

Mercury 70511



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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 talent picture—performing talent, that is, took a back seat in the music and record business this week. Center of action and conversation was the talent at the record labels whose job it was to devise ways and means of increasing record sales to the end that the business would be larger and more profitable on all levels.

Executive talent in any industry is hard to come by. It has often been said that good executives are born—not made. Undoubtedly this is true. Yet much of the great talent in the record industry is talent which has to a very large extent "made" in the rough-and-tumble world of 78, 45 and 33 $\frac{1}{2}$. It is executive talent which has been wrestling with the problem of expanding the record business to where it should have been some years ago.

Over the years these talented people have taken various steps to reach this goal. Now, however, there has been one of the most dramatic actions ever taken in the record industry. It was bold action on the part of RCA Victor first and other labels immediately afterward.

Yet there are still executives on many labels who are deeply involved in much deep figuring and thought to the end that they, too, will direct their companies along lines which will ultimately increase the record business.

So much for the business talent. Under the new price schedules—particularly those affecting long-playing merchandising—the artists and repertoire talent will be faced with quite a challenge. It will no longer be simple to tell an arranger that he has 50 musicians with which to work in coming up with a new album. With prices going down, the ingenuity of the a.&c.r. talent will need to come into full play—as it certainly will.

The talented a.&c.r. people along with their arrangers have in the past managed to come up with hit merchandise both in the single and album field on which few musicians were used. The hits were often hurriedly recorded, inexpensively recorded but successfully recorded.

In all, the talent—on all levels—will show its full mettle from here on as it has never had the full opportunity to do before. It'll be an interesting 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	8
E. H. Morris		
2. Count Your Blessings	2	13
Berlin		
3. Let Me Go, Lover	3	5
Hill & Range		
4. This Ole House	4	18
Hamblen		
5. Naughty Lady of Shady Lane	5	6
Paxton		
6. Teach Me Tonight	6	10
Hub		
7. White Christmas	7	7
Berlin		
8. I Need You Now	8	17
Miller		
9. If I Give My Heart to You	9	17
Miller		
10. Rudolph the Red-Nosed Reindeer	10	4
St. Nicholas		
11. Silver Bells	11	3
Paramount		
11. Hearts of Stone	11	2
Regent		
13. Papa Loves Mambo	11	10
Shapiro-Bernstein		
14. Winter Wonderland	14	3
Bregman, Vocco & Conn		
15. Home for the Holidays	15	2
Roncom		

HONOR ROLL OF HITS

Trade Mark Reg.

The Nation's Top Tunes

For survey week ending December 29

This Week	Last Week	Weeks on Chart
1. Mr. Sandman		1 10
By Pat Ballard—Published by E. H. Morris (ASCAP) BEST SELLING RECORDS: Chordettes, Cadence 1247; Four Aces, Dec 29344. OTHER RECORDS AVAILABLE: C. Atkins, V 20-5956; L. Figart, Col 40383; Lancers, Coral 61288; V. Monroe, V 20-5767; B. Morrow, Mer. 70477; M. Shamer, V 20-5938.		
2. Let Me Go, Lover		2 5
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: J. Carter, Col 21343; S. Gale, V 20-5952; P. Lee, Dec 29373; H. Snow, V 20-5960; C. Taylor, Guyden 100; J. Wakely, Coral 61320.		
3. Naughty Lady of Shady Lane		4 7
By Tepper and Bennett—Published by Paxton (ASCAP) BEST SELLING RECORD: Ames Brothers, V 20-5897. OTHER RECORDS AVAILABLE: A. Bleyer, Cadence 254.		
4. Teach Me Tonight		3 13
By Sammy Cahn and 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 61263; D. Washington, Mercury 70497.		
5. I Need You Now		5 18
By Jimmie Crane and A. Jacobs—Published by Miller (ASCAP) BEST SELLING RECORD: E. Fisher, V 20-5830. OTHER RECORDS AVAILABLE: K. Griffin, Col 40346; L. Nolan, Sarg 110.		
6. Hearts of Stone		8 6
By Rudy Jackson, Eddie Ray—Published by Regent (BMI) BEST SELLING RECORDS: Fontane Sisters, Dot 15265; Charms, DeLux 6062. OTHER RECORDS AVAILABLE: R. Foley, Dec 29375; Goofers, Coral 61305; R. Gray, Cap 2946; L. Innis, King 1392; Jewels, R & B 1301; R. Wells, V 20-5955; Vicki Young, Cap 3008.		
7. Count Your Blessings		6 12
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. This Ole House		7 22
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 20-5858.		
9. Make Yourself Comfortable		11 6
By Bob Merrill—Published by Rylan (ASCAP) BEST SELLING RECORD: S. Vaughan, Mercury 70469. OTHER RECORDS AVAILABLE: R. Gorme-S. Lawrence, Coral 61315; P. King, Col 40363.		
10. Papa Loves Mambo		9 14
By Al Hoffman, Dick Manning, Bix Reichner—Published by Shapiro-Bernstein (ASCAP) BEST SELLING RECORD: P. Como, V 20-5857. OTHER RECORDS AVAILABLE: Alfredo, Rainbow 264; G. Jones, M. Pearl, V 20-5891; Peacock Mambo Combo, Tico 1092; J. Ray, Col 40324.		

Second Ten

11. WHITE CHRISTMAS	12	5
Published by Berlin (ASCAP)		
12. IF I GIVE MY HEART TO YOU	10	18
Published by Miller (ASCAP)		
13. HOME FOR THE HOLIDAYS	13	3
Published by Roncom (ASCAP)		
14. THAT'S ALL I WANT FROM YOU	17	4
Published by Weiss & Barry (BMI)		
15. MAMBO ITALIANO	13	8
Published by Rylan (ASCAP)		
15. MELODY OF LOVE	—	1
Published by Shapiro-Bernstein (ASCAP)		
17. SHAKE, RATTLE AND ROLL	13	17
Published by Progressive (BMI)		
18. HOLD MY HAND	16	17
Published by Raphael (ASCAP)		
19. RUDOLPH, THE RED-NOSED REINDEER	18	3
Published by St. Nicholas (ASCAP)		
20. NO MORE	—	1
Published by Mapleleaf (BMI)		

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

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

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Top Pop Artists By Retail Sales

(This is a tabulation of artists' popularity as listed on Pop Retail Questionnaires in December 11, 18 and 25 issues of The Billboard.)

1. CHORDETTES
2. E. FISHER
3. R. CLOONEY
4. J. WEBER
5. DE CASTRO SISTERS
6. P. COMO
7. B. HALEY
8. AMES BROTHERS
9. FOUR ACES
10. DORIS DAY
11. D. CORNELL
12. S. VAUGHAN
13. FONTANE SISTERS
14. J. P. MORGAN
15. CHARMS
16. T. BREWER
17. NAT (KING) COLE
18. MCGUIRE SISTERS
19. H. WINTERHALTER
20. CHEERS
21. L. PAUL & M. FORD
22. J. STAFFORD
23. BING CROSBY
24. A. BLEYER
25. P. PAGE
26. CHUCKLES
26. B. VAUGHN
28. D. CONTINO
28. D. WHITFIELD
30. FIVE KEYS
31. S. HAMBLEN
31. DON, DICK AND JIMMY
33. CREW CUTS
34. D. LOR
35. DE JOHN SISTERS
35. K. ALLEN
37. N. PETTY TRIO
38. D. MARTIN & NAT (KING) COLE
39. R. MARGERIE
39. J. LA ROSA
41. FOUR LADS
41. PENGUINS
43. R. MALTBY
44. P. KING
45. LANCERS
46. C. BOSWELL
47. JOHNSTON BROTHERS
47. R. HAMILTON
49. S. DAVIS JR.
49. J. JAMES
51. V. MONROE
51. H. GRAYCO
53. M. LANZA
54. J. BOYD
55. HILLTOPPERS
55. L. HOLMES
55. J. VALLI
55. WILDER BROTHERS
55. VICKIE YOUNG
60. B. MORROW
61. T. BENNETT
62. L. ARMSTRONG
62. R. CARLYLE
64. R. ANTHONY
64. F. LAINE
64. D. SHORE
67. C. APPLEWHITE
67. CHORDS
67. J. FROMAN
67. DRIFTERS
67. G. MAC RAE
72. R. CLOONEY & B. CLOONEY
72. G. GIBBS
72. J. GARLAND
72. FOUR COINS
72. V. LYNN
72. MATYS BROTHERS
78. B. FARRELL
78. B. MAY
78. GAYLORDS
78. E. KITT
78. V. YOUNG
83. F. SINATRA



Buyboard

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

TOP SELLERS— POPULAR Listed Alphabetically

BAZOOM		
ARIVEDERCI	The Cheers	2921
HAJJI BABA		
UNBELIEVABLE	Nat (King) Cole	2949
LING, TING, TONG		
I'M ALONE	The Five Keys	2945
MELODY OF LOVE	Frank Sinatra &	
I'M GONNA LIVE TILL I DIE	Ray Anthony	3018
MY LOVE SONG TO YOU		
AFTER MY LAUGHTER CAME TEARS	Bob Manning	3014
OPEN UP THE DOGHOUSE	Dean Marlin,	
LONG, LONG AGO	Nat (King) Cole	2985
SMILE		
IT'S CRAZY	Nat (King) Cole	2897
TWEEDLE DEE		
HEARTS OF STONE	Vicki Young	3008
WHITHER THOU GOEST		
MANDOLINO	Les Paul & Mary Ford	2928
YOU, MY LOVE		
SOMEONE TO WATCH OVER ME	Frank Sinatra	2993

COMING UP FAST Listed Alphabetically

THE BUNNY HOP		
THE HOKEY POKEY	Ray Anthony	2427
EARTH ANGEL	Les Baxter,	
HAPPY BABY	The Bombers	3002
IT'S NEVER TOO LATE TO FALL IN LOVE		
A ROOM IN BLOOMSBURY	Pee Wee Hunt	3004
MY SON, MY SON		
MY OWN TRUE LOVE	Margaret Whiting	2996
ROCK-A-BEATIN' BOOGIE		
WHAT'D HE SAY	Willie Restum	3009
SAN		
WANG WANG BLUES	Paul Whiteman	2999
THE SONG FROM DESIREE		
THE FINGER OF SUSPICION POINTS AT YOU	Jane Froman	2979

LATEST RELEASES

Numbers
453 & 454

WHAT DO YOU KNOW ABOUT LOVE MY HEART'S DELIGHT	Dakota Staton	3010
CONFUSED		
BELLE FROM BARCELONA	Dean Martin	3011
DON'T FORGET TO REMEMBER OPEN FOR TRADE	Jimmy Lee & Johnny Mathis	3012
I'M GONNA SHOUT WORKING IN GOD'S FACTORY	The Smith Brothers	3013
MY LOVE SONG TO YOU AFTER MY LAUGHTER CAME TEARS	Bob Manning	3014
MELODY OF LOVE I'M GONNA LIVE TILL I DIE	Frank Sinatra, Ray Anthony	3018
SONG IN BLUE SOMEDAY, SWEETHEART	Les Paul & Mary Ford	3015
DON'T GO, DON'T GO, DON'T GO CAN YOU	Micki Marlo	3016
UNTIED BOOB-I-LAK	Tommy Collins	3017

BEST SELLING— POPULAR ALBUMS Listed Alphabetically

ARTHUR MURRAY MODERN WALTZES—Les Baxter	45 rpm "EP" No. EBF-548	33 1/2 rpm No. H-548
ARTHUR MURRAY SWING FOX TROTS—Ray Anthony	45 rpm "EP" No. EBF-546	33 1/2 rpm No. H-546
BARRELHOUSE, BOOGIE AND THE BLUES—Ella Mae Morse	45 rpm "EP" No. EAP-1-513 & EAP-2-513	33 1/2 rpm No. H-513
ELLINGTON '55—Duke Ellington	45 rpm "EP" No. EAP-1-2-3-4-521	33 1/2 rpm No. W-521
MUSIC FOR LOVERS ONLY—Jackie Gleason	45 rpm "EP" No. EBF-352	33 1/2 rpm No. H-352
MUSIC, MARTINIS AND MEMORIES—Jackie Gleason	45 rpm "EP" No. EAP-1-2-3-4-509	33 1/2 rpm No. W-509
SOMETHING COOL—June Christy	45 rpm "EP" No. EBF-516	33 1/2 rpm No. H-516
SONGS FOR YOUNG LOVERS—Frank Sinatra	45 rpm "EP" No. EBF-488	33 1/2 rpm No. H-488
SWING EASY—Frank Sinatra	45 rpm "EP" EAP-1-528 & EAP-2-528	33 1/2 rpm No. H-528
SWINGIN' AROUND—Pee Wee Hunt	45 rpm "EP" EAP-1-492 & EAP-2-492	33 1/2 rpm No. H-492
TODAY'S TOP HITS, VOL. XII—Les Paul & Mary Ford	33 1/2 rpm No. W-9122	
TOP HITS OF '54, VOLUME II—Top Artists	45 rpm "EP" No. EAP-1-9119 & EAP-2-9119	33 1/2 rpm No. H-9119
VOICES IN MODERN—The Four Freshmen	45 rpm "EP" No. EAP-1-522 & EAP-2-522	33 1/2 rpm No. H-522

TOP SELLERS— COUNTRY & HILLBILLY Listed Alphabetically

THE BANDIT PRAIRIE HOME	Tex Ritter	2916
DARDANELLA JOHNSON RAG	Hank Thompson	2998
DON'T RUSH ME PLEASE DON'T DIVORCE ME	Jean Shepard	2994
HIGHER, HIGHER AND HIGHER TENNESSEE MAMBO	Wesley & Marilyn Tuttle	2983
IF THAT'S THE FASHION IF YOU AIN'T LOVIN'	Faron Young	2953
I'M GOING OUT ON THE FRONT PORCH AND CRY	Freddie Hart	2991
LITTLE TOM I FEEL BETTER ALL OVER	Ferlin Huskey	3001
THE NEW GREEN LIGHT A LONELY HEART KNOWS	Hank Thompson	2920
SHARPSHOOTER I TOLD YOU SO	Jimmy Heap, Perk Williams	2990
WAIT A LITTLE LONGER PLEASE, JESUS I'M GONNA SERVE HIM	Chester Smith	2941
A WHALE OF A TALE HIGH ON A MOUNTAIN TOP	Tex Ritter	3003
WHATCHA GONNA DO NOW YOU'RE FOR ME	Tommy Collins	2891

BEST SELLING— "EP" ALBUMS Listed Alphabetically

DEAN MARTIN	45 rpm "EP" No. EAP-1-9123	MELANCHOLY SERENADE—Jackie Gleason	45 rpm "EP" No. EAP-1-532
FEATURING SAMMY DAVIS JR.	45 rpm "EP" No. EAP-1-555	NAT (KING) COLE SINGS	45 rpm "EP" No. EAP-1-9120
FRANK SINATRA SINGS SONGS FROM THE PICTURE "YOUNG-AT-HEART"	45 rpm "EP" No. EAP-1-571	SADDLE SHOE SHUFFLE—Ray Anthony	45 rpm "EP" No. EAP-1-557
JACKIE GLEASON PLAYS ROMANTIC JAZZ	45 rpm "EP" No. EAP-1-568	WHITHER THOU GOEST—Les Paul & Mary Ford	45 rpm "EP" No. EAP-1-559
LES PAUL AND MARY FORD	45 rpm "EP" No. EAP-1-9121	WOODY HERMAN SPECIALS	45 rpm "EP" No. EAP-1-556

"Specialized" HIGH-FIDELITY ALBUMS

Listed Alphabetically

FULL DIMENSIONAL SOUND—A Study in High Fidelity	33 1/2 rpm No. SAL-9020
HIGH FIDELITY CLASSICS IN FULL DIMENSIONAL SOUND—Top Artists	33 1/2 rpm No. LAL-9024
HIGH FIDELITY POPULAR INSTRUMENTALS IN FULL DIMENSIONAL SOUND—Top Artists	33 1/2 rpm No. LAL-9022
HIGH FIDELITY VOCALS IN FULL DIMENSIONAL SOUND—Top Artists	33 1/2 rpm No. LAL-9023
THE PASSIONS—Les Baxter & Bas Sheva	33 1/2 rpm No. LAL-486

BEST SELLING—"1600" SERIES Listed Alphabetically

COW COW BOOGIE	Ella Mae Morse	1693
THE BLACKSMITH BLUES		
DREAM	The Pied Pipers	1628
MY HAPPINESS		
THE ELKS' PARADE	Bobby Sherwood	1694
SHERWOOD'S FOREST		
LOVER	Les Paul	1600
BRAZIL		
NATURE BOY	Nat (King) Cole	1663
FOR ALL WE KNOW		
OH!		
THE DARKTOWN STRUTTER'S BALL	Pee Wee Hunt	1691
ONCE IN A WHILE		
BRAZIL	The Dining Sisters	1653
SEPTEMBER SONG		
LAURA	Stan Kenton	1680
SHOT GUN BOOGIE		
ANTICIPATION BLUES	Tennessee Ernie	1626
TENDERLY		
AUTUMN NOCTURNE	Ray Anthony	1654

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**DON'T GO,
DON'T GO, DON'T GO
CAN YOU**



RECORD #3010



RECORD #3017



RECORD #3016

The Billboard Music Popularity Charts

POPULAR RECORDS

Best Sellers in Stores

For survey week ending December 29

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

This Week	Record	Last Week	Weeks on Chart
1.	MR. SANDMAN—Chordettes..... I Don't Wanna See You Cryin'— Cadence 1247—ASCAP	1	11
2.	LET ME GO, LOVER—J. Weber..... Marionette—Col 40366—BMI	2	6
3.	NAUGHTY LADY OF SHADY LANE— Ames Brothers..... Addio—V 20-5897—ASCAP	3	7
4.	I NEED YOU NOW—E. Fisher..... Heaven Was Never Like This— V 20-5830—ASCAP	6	19
5.	THIS OLE HOUSE—R. Clooney..... Hey, There—(23)—Col 40266—BMI	4	23
6.	TEACH ME TONIGHT— DeCastro Sisters..... It's Love—Abbott 3001—ASCAP	7	14
7.	HEARTS OF STONE—Fontane Sisters..... Bless Your Heart—Dot 15265—BMI	8	5
8.	COUNT YOUR BLESSINGS—E. Fisher..... Fanny—V 20-5871—ASCAP	5	11
9.	LET ME GO, LOVER—T. Brewer.... Moon Is on Fire—Coral 61315—BMI	10	4
10.	MR. SANDMAN—Four Aces..... I'll Be With You in Apple Blossom Time— Dec 29344—ASCAP	11	7
11.	PAPA LOVES MAMBO—P. Como.... Things I Didn't Do—V 20-5857—ASCAP	9	15
11.	SHAKE, RATTLE AND ROLL— B. Haley..... ABC Boogie—Dec 29204—BMI	12	21
13.	MAKE YOURSELF COMFORTABLE— S. Vaughan..... Crazy 'Bout Lollipop—Mercury 70432—ASCAP	13	7
14.	DIM, DIM THE LIGHTS—B. Haley.. Happy Baby—Dec 29317—BMI	14	8
15.	MELODY OF LOVE—B. Vaughn..... Joy Ride—Dot 15247—ASCAP	20	5
16.	NO MORE—DeJohn Sisters..... Theresa—Epic 9085—BMI	19	2
17.	THAT'S ALL I WANT FROM YOU— J. P. Morgan..... Dawn—V 20-5896—BMI	16	7
18.	HOME FOR THE HOLIDAYS— P. Como..... Silk Stockings—V 20-5950—ASCAP	18	3
19.	OPEN UP YOUR HEART— Cowboy Church Sunday School..... The Lord Is Counting on You— Dec 29367—BMI	22	2
20.	HEARTS OF STONE—Charms..... Who Knows—DeLuxe 6062—BMI	15	7
21.	MAMBO ITALIANO—R. Clooney.... We'll Be Together Again—Col 40361—ASCAP	17	9
22.	EARTH ANGEL—Penguins..... Hey, Senorita—Dootone 348—BMI	27	3
23.	HEY, THERE—R. Clooney..... This Ole House—(5)—Col 40266—ASCAP	21	26
24.	SINCERELY—McGuire Sisters..... No More—Coral 61323—BMI	-	1
25.	LET ME GO, LOVER—P. Page..... Hocus Pocus—Mercury 70511—BMI	25	4
26.	CARA MIA—D. Whitfield..... How, When or Where?—London 1486—ASCAP	-	18
27.	WHITE CHRISTMAS—B. Crosby.... God Rest Ye, Merry Gentlemen— Dec 23778—ASCAP	24	3
27.	SANTO NATALE—D. Whitfield..... Adeste Fideles—London 1508—ASCAP	30	2
29.	MELODY OF LOVE—D. Carroll..... La Golonerina—Mercury 70516—ASCAP	-	1
30.	HOLD MY HAND—D. Cornell..... I'm Blessed—Coral 61206—ASCAP	25	18

This Week's Best Buys

MELODY OF LOVE (Presser, ASCAP)—David Carroll Ork—Mercury 70516

This instrumental version of this successfully revived standard has been coming up quickly and now holds the No. 29 position on the national retail chart. Its strength was concentrated in the Buffalo, Pittsburgh, Cincinnati, Chicago, Milwaukee, Detroit and St. Louis trade territories. Boston and Providence reports indicate that it is beginning to break in New England as well.

Most Played in Juke Boxes

For survey week ending December 29

RECORDS are ranked in order of the greatest number of plays in juke boxes thruout the country. Results are based on The Billboard's weekly survey among the nation's juke box operators. The reverse side of each record is also listed. When a figure is given in parenthesis after the flip title it indicates what position it occupies on the chart.

This Week	Record	Last Week	Weeks on Chart
1.	MR. SANDMAN—Chordettes..... I Don't Wanna See You Cryin'— Cadence 1247—ASCAP	1	9
2.	LET ME GO, LOVER—J. Weber..... Marionette—Col 40366—BMI	2	5
3.	TEACH ME TONIGHT— DeCastro Sisters..... It's Love—Abbott 3001—ASCAP	2	13
4.	NAUGHTY LADY OF SHADY LANE— Ames Brothers..... Addio—V 20-5897—ASCAP	5	5
5.	I NEED YOU NOW—E. Fisher..... Heaven Was Never Like This— V 20-5830—ASCAP	4	19
6.	LET ME GO, LOVER—T. Brewer..... Moon Is on Fire—Coral 61315—BMI	12	3
7.	HEARTS OF STONE—Fontane Sisters..... Bless Your Heart—Dot 15265—BMI	14	4
7.	PAPA LOVES MAMBO—P. Como..... Things I Didn't Do—V 20-5857—ASCAP	7	13
9.	THIS OLE HOUSE—R. Clooney..... Hey, There—(21)—Col 40266—BMI	6	22
10.	MR. SANDMAN—Four Aces..... I'll Be With You in Apple Blossom Time— Dec 29344—ASCAP	9	6
11.	HOLD MY HAND—D. Cornell..... I'm Blessed—Coral 61206—ASCAP	11	14
12.	IF I GIVE MY HEART TO YOU— Doris Day..... Anyone Can Fall in Love—Col 40300—ASCAP	8	15
12.	MAKE YOURSELF COMFORTABLE— S. Vaughan..... Idle Gossip—Mercury 70469—ASCAP	19	2
14.	COUNT YOUR BLESSINGS—E. Fisher..... Fanny—V 20-5871—ASCAP	10	8
14.	THAT'S ALL I WANT FROM YOU— J. P. Morgan..... Dawn—V 20-5896—BMI	15	3
14.	SHAKE, RATTLE AND ROLL— B. Haley..... ABC Boogie—Dec 29204—BMI	13	16
17.	MAMBO ITALIANO—R. Clooney.... We'll Be Together Again—Col 40361—ASCAP	16	8
18.	TEACH ME TONIGHT—J. Stafford... Suddenly—Col 40351—ASCAP	16	3
19.	WHITE CHRISTMAS—B. Crosby..... God Rest Ye, Merry Gentlemen— Dec 23778—ASCAP	-	1
19.	MELODY OF LOVE—B. Vaughn..... Joy Ride—Dot 15247—ASCAP	-	1

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

I LOVE YOU MADLY (Angel, BMI)—The Four Coins—Epic 9082

The label is scoring with still another new group. Operators, in particular, have been enthusiastic about this r.&b.-derived material that is reported strong in Detroit, St. Louis, Kansas City, Pittsburgh, Cleveland, Cincinnati and Chicago. Retail sales are also good in Boston, Providence, Philadelphia and Durham. Flip is "Maybe" (Berkshire, BMI). A previous Billboard "Talent Spotlight" pick.

Most Played by Jockeys

For survey week ending December 29

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

This Week	Record	Last Week	Weeks on Chart
1.	MR. SANDMAN—Chordettes..... I Don't Wanna See You Cryin'— Cadence 1247—ASCAP	2	11
2.	LET ME GO, LOVER—J. Weber..... Marionette—Col 40366—BMI	1	5
3.	NAUGHTY LADY OF SHADY LANE— Ames Brothers..... Addio—V 20-5897—ASCAP	4	8
4.	TEACH ME TONIGHT— DeCastro Sisters..... It's Love—Abbott 3001—ASCAP	3	13
5.	MR. SANDMAN—Four Aces..... I'll Be With You in Apple Blossom Time— Dec 29344—ASCAP	5	7
6.	MAKE YOURSELF COMFORTABLE— S. Vaughan..... Idle Gossip—Mercury 70469—ASCAP	9	7
7.	HEARTS OF STONE—Fontane Sisters..... Bless Your Heart—Dot 15265—BMI	8	5
8.	HOME FOR THE HOLIDAYS— P. Como..... Silk Stockings—V 20-5950—ASCAP	12	3
9.	I NEED YOU NOW—E. Fisher..... Heaven Was Never Like This— V 20-5830—ASCAP	6	18
10.	LET ME GO, LOVER—T. Brewer.... Moon Is on Fire—Coral 61315—BMI	7	4
11.	THAT'S ALL I WANT FROM YOU— J. P. Morgan..... Dawn—V 20-5896—BMI	13	5
12.	LET ME GO, LOVER—P. Page..... Hocus Pocus—Mercury 70511—BMI	11	4
13.	WHITE CHRISTMAS—B. Crosby..... God Rest Ye, Merry Gentlemen— Dec 23778—ASCAP	19	2
14.	COUNT YOUR BLESSINGS— E. Fisher..... Fanny—V 20-5871—ASCAP	10	11
15.	NO MORE—DeJohn Sisters..... Theresa—Epic 9085—BMI	15	3
15.	TEACH ME TONIGHT—J. Stafford... Suddenly—Col 40351—ASCAP	-	4
17.	LET ME GO, LOVER—S. Gale..... Unsuspecting Heart—V 20-5952	-	1
18.	PAPA LOVES MAMBO—P. Como..... Things I Didn't Do—V 20-5857—ASCAP	16	14
19.	SANTO NATALE—E. Whitfield..... Adeste Fideles—London 1508—ASCAP	-	1
20.	NAUGHTY LADY OF SHADY LANE— A. Bleyer..... While the Vesper Bells Were Ringing— Cadence 1254—ASCAP	19	5

The Billboard Music Popularity Charts POPULAR RECORDS

Territorial Best Sellers

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

For survey week ending December 29

Atlanta

1. Mr. Sandman, Chordettes, Cdc.
2. Let Me Go, Lover, J. Weber, Cor.
3. Let Me Go, Lover, J. Weber, Col.
4. Count Your Blessings, E. Fisher, V.
5. Teach Me Tonight
6. Naughty Lady of Shady Lane
7. Papa Loves Mambo, P. Como, V.
8. This Ole House, R. Clooney, Col.

Balti.-Wash.

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

Boston

1. Mr. Sandman, Chordettes, Cdc.
2. Let Me Go, Lover, J. Weber, Col.
3. Home for the Holidays, P. Como, V.
4. Melody of Love, B. Vaughn, Dot
5. Let Me Go, Lover, J. Weber, Cor.
6. This Ole House, R. Clooney, Col.
7. Make Yourself Comfortable
8. Naughty Lady of Shady Lane
9. No More, DeJohn Sisters, Epi.
10. Teach Me Tonight

Buffalo

1. Papa Loves Mambo, P. Como, V.
2. Naughty Lady of Shady Lane
3. Mr. Sandman, Chordettes, Cdc.
4. Teach Me Tonight
5. Let Me Go, Lover, J. Weber, Col.
6. Runaround, Chuckles, X.

Chicago

1. Mr. Sandman, Chordettes, Cdc.
2. Let Me Go, Lover, J. Weber, Col.
3. That's All I Want From You
4. Hearts of Stone, Fontane Sisters, Dot
5. Make Yourself Comfortable
6. Count Your Blessings, E. Fisher, V.
7. Naughty Lady of Shady Lane
8. Melody of Love, D. Carroll, Mer.
9. Twinkle Toes, Crew Cuts, Mer.
10. Melody of Love, B. Vaughn, Dot

Cincinnati

1. Mr. Sandman, Chordettes, Cdc.
2. Let Me Go, Lover, J. Weber, Col.
3. Naughty Lady of Shady Lane
4. Hearts of Stone, Fontane Sisters, Dot
5. I Need You Now, E. Fisher, V.
6. Teach Me Tonight
7. Count Your Blessings, E. Fisher, V.
8. This Ole House, R. Clooney, Col.
9. Papa Loves Mambo, P. Como, V.
10. No More, DeJohn Sisters, Epi.

Cleveland

1. Open Up Your Heart
2. Melody of Love, B. Vaughn, Dot
3. Mr. Sandman, Chordettes, Cdc.
4. Otto
5. Sincerely, McGuire Sisters, Cor.
6. Let Me Go, Lover, J. Weber, Col.
7. Let Me Go, Lover, T. Brewer, Cor.
8. Make Yourself Comfortable
9. This Ole House, R. Clooney, Col.
10. Earth Angel, Penguins, Dtn.

Dallas-Fort Worth

1. Mr. Sandman, Four Aces, Dec.
2. I Need You Now, E. Fisher, V.
3. Naughty Lady of Shady Lane
4. Mr. Sandman, Chordettes, Cdc.
5. Let Me Go, Lover, J. Weber, Col.
6. Count Your Blessings, E. Fisher, V.
7. White Christmas, Bing Crosby, Dec.
8. I Need Your Lovin', Cheers, Cap.
9. Hearts of Stone, Fontane Sisters, Dot

Denver

1. Mr. Sandman, Chordettes, Cdc.
2. Naughty Lady of Shady Lane
3. Let Me Go, Lover, J. Weber, Col.
4. Let Me Go, Lover, T. Brewer, Cor.
5. This Ole House, R. Clooney, Col.
6. I Need You Now, E. Fisher, V.
7. Papa Loves Mambo, P. Como, V.
8. Teach Me Tonight, J. Stafford, Col.

Detroit

1. Let Me Go, Lover, J. Weber, Col.
2. Mr. Sandman, Chordettes, Cdc.
3. I Love You Madly, Four Coins, Epi.
4. Naughty Lady of Shady Lane
5. Teach Me Tonight
6. Hearts of Stone, Fontane Sisters, Dot
7. Open Up Your Heart
8. Dim, Dim the Lights, B. Haley, Dec.
9. No More, DeJohn Sisters, Epi.
10. Make Yourself Comfortable

Kansas City

1. Mr. Sandman, Chordettes, Cdc.
2. Naughty Lady of Shady Lane

3. Let Me Go, Lover, J. Weber, Col.
4. Hearts of Stone, Fontane Sisters, Dot
5. No More, DeJohn Sisters, Epi.
6. Cara Mia, D. Whitfield, Lon.
7. Shake, Rattle and Roll, B. Haley, Dec.
8. Count Your Blessings, E. Fisher, V.
9. Dim, Dim the Lights, B. Haley, Dec.
10. Mobile, J. LaRosa, Cdc.

Los Angeles

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

Milwaukee

1. Mr. Sandman, Chordettes, Cdc.
2. Let Me Go, Lover, J. Weber, Col.
3. Naughty Lady of Shady Lane
4. Hearts of Stone, Fontane Sisters, Dot
5. Sincerely, McGuire Sisters, Cor.
6. No More, DeJohn Sisters, Epi.
7. Make Yourself Comfortable
8. S. Vaughan, Mer.

Mpls.-St. Paul

1. Let Me Go, Lover, J. Weber, Col.
2. Mr. Sandman, Four Aces, Dec.
3. Mr. Sandman, Chordettes, Cdc.
4. Naughty Lady of Shady Lane
5. Melody of Love, B. Vaughn, Dot
6. No More, DeJohn Sisters, Epi.
7. Let Me Go, Lover, T. Brewer, Cor.
8. This Ole House, R. Clooney, Col.
9. Hearts of Stone, Fontane Sisters, Dot
10. Count Your Blessings, E. Fisher, V.

New Orleans

4. Mr. Sandman, Chordettes, Cdc.
2. Let Me Go, Lover, J. Weber, Col.
3. Mambo Italiano, R. Clooney, Col.
4. Hearts of Stone, Charms, Del.
5. Naughty Lady of Shady Lane
6. Let Me Go, Lover, T. Brewer, Cor.
7. I Need You Now, E. Fisher, V.
8. Mr. Sandman, Chordettes, Cdc.
9. This Ole House, R. Clooney, Col.
10. Dim, Dim the Lights, B. Haley, Dec.

New York

1. Mr. Sandman, Chordettes, Cdc.
2. Let Me Go, Lover, J. Weber, Col.
3. Teach Me Tonight
4. Naughty Lady of Shady Lane
5. Hey, There, R. Clooney, Col.
6. Count Your Blessings, E. Fisher, V.
7. Cara Mia, D. Whitfield, Lon.
8. Mambo Italiano, R. Clooney, Col.
9. Make Yourself Comfortable
10. This Ole House, R. Clooney, Col.

Philadelphia

1. Mr. Sandman, Chordettes, Cdc.
2. Naughty Lady of Shady Lane
3. Let Me Go, Lover, J. Weber, Col.
4. Count Your Blessings, E. Fisher, V.
5. Papa Loves Mambo, P. Como, V.
6. Teach Me Tonight

Pittsburgh

1. Mr. Sandman, Chordettes, Cdc.
2. Let Me Go, Lover, J. Weber, Col.
3. Naughty Lady of Shady Lane
4. Open Up Your Heart
5. No More, DeJohn Sisters, Epi.
6. Earth Angel, Penguins, Dtn.
7. Count Your Blessings, E. Fisher, V.
8. Sincerely, McGuire Sisters, Cor.
9. I Need You Now, E. Fisher, V.
10. That's All I Want From You

St. Louis

1. Mr. Sandman, Chordettes, Cdc.
2. Let Me Go, Lover, J. Weber, Col.
3. Naughty Lady of Shady Lane
4. Home for the Holidays, P. Como, V.
5. Dim, Dim the Lights, B. Haley, Dec.
6. Hearts of Stone, Fontane Sisters, Dot
7. Melody of Love, B. Vaughn, Dot
8. Make Yourself Comfortable
9. Let Me Go, Lover, T. Brewer, Cor.
10. Shake, Rattle and Roll, B. Haley, Dec.

San Francisco

1. Let Me Go, Lover, J. Weber, Col.
2. Mr. Sandman, Chordettes, Cdc.
3. Naughty Lady of Shady Lane
4. Shake, Rattle and Roll, B. Haley, Dec.
5. Teach Me Tonight
6. This Ole House, R. Clooney, Col.
7. Count Your Blessings, E. Fisher, V.
8. Papa Loves Mambo, P. Como, V.
9. If I Give My Heart to You
10. Cara Mia, D. Whitfield, Lon.

Seattle

1. Earth Angel, Penguins, Dtn.
2. Let Me Go, Lover, J. Weber, Col.
3. Mr. Sandman, Chordettes, Cdc.
4. Naughty Lady of Shady Lane
5. I Need You Now, E. Fisher, V.
6. Dim, Dim the Lights, B. Haley, Dec.
7. Hearts of Stone, Fontane Sisters, Dot
8. Papa Loves Mambo, P. Como, V.

LEROY HOLMES and his orch.

TARA'S THEME

and
JAMIE

MGM 11854 78 rpm • K 11854 45 rpm

DICK HYMAN TRIO

I'VE GOT MY
LOVE TO KEEP
ME WARM

JEALOUS

MGM 11889 78 rpm • K 11889 45 rpm

PAT O'DAY

EARTH
ANGEL

STEP
CAREFUL,
HEART

MGM 11904 78 rpm
K 11904 45 rpm

M-G-M

IS OFF TO A
FLYING START
for the NEW YEAR

JONI JAMES

Sings

WHEN WE COME OF AGE

and
EVERY TIME
YOU TELL ME
YOU LOVE ME

MGM 11865 78 rpm • K11865 45 rpm

All Star DeLuxe Sound Track Album

DEEP IN MY HEART

Jose Ferrer
Gene & Fred
Kelly
Ann Miller

Helen Traubel
Jane Powell
Howard Keel
William Olvis

Rosemary
Clooney
Vic Damone
Tony Martin

E3153 LP • X276 EP • MGM 276 (78)

Original
Recitation
Version

MELODY OF LOVE

(WHY DO I LOVE YOU) b/w
TOUCHING
SHOULDERS

as read by

Franklyn MacCormack

MGM 11908 78 rpm
K11908 45 rpm

BETTY MADIGAN

BE A LITTLE
DARLIN'

I HAD THE
FUNNIEST
FEELIN'

MGM 11903 78 rpm • K 11908 45 rpm

BILLY FIELDS

SINCERELY

YOUNG AND FOOLISH

From the Musical Prod.
"Plain and Fancy"

MGM 11917 78 rpm
K 11917 45 rpm



THE NATURALS

THE FINGER
OF SUSPICION

REMEMBER

MGM 11918 78 rpm • K 11918 45 rpm

BOB STEWART

A
MILLION
STARS

YOURS
FOR THE
ASKING

MGM 11902 78 rpm • K 11902 45 rpm

THE NOCTURNES

THESE ARE
THE THINGS
WE'LL SHARE

HEY,
PUNCHINELLO

MGM 11906 78 rpm • K 11906 45 rpm

JERRY (Fish Horn) JEROME

GOOFUS

SLEEPY TIME
GAL

MGM 11890 78 rpm • K 11890 45 rpm

HANK WILLIAMS

I'M GONNA
SING, SING,
SING

THE
ANGEL OF
DEATH

MGM 11861 78 rpm • K 11861 45 rpm

BOB WILLS

CADILLAC
IN
MODEL "A"

WALTZING
IN OLD
SAN ANTONE

MGM 11803 78 rpm • K 11803 45 rpm

DAVE DENNY

THE FATE
OF A
FALLEN ROSE

I JUST
CAN'T LET
YOU GO

MGM 11905 78 rpm • K 11905 45 rpm

M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT

The Billboard Music Popularity Charts

POPULAR RECORDS

Review Spotlight on...

TALENT

THE PARIS SISTERS

With girls' groups happening these days, Decca Records may have latched on to a potent trio with the Paris Sisters. The San Francisco teen-agers come thru with two sharp performances on "Ooh La La" (Golden State, BMI) and "Whose Arms Are You Missing?" (Peer, BMI) on Decca 29372.

Reviews of New Pop Records

SAMMY DAVIS JR. Love ... 88 DECCA 29393—A Billboard "Spotlight" 1-1-'55. (Bourne, ASCAP) The Birth of the Blues ... 86 A Billboard "Spotlight" 1-1-'55. (Harms, ASCAP)

THE HILLTOPPERS D-a-r-l-i-n' ... 87 DOT 15318—A Billboard "Spotlight" 1-1-'55. (Tee Pee, ASCAP) Frivolite ... 78 The pretty waltz ballad is rendered gracefully by Jimmy Sacca, group and ork. (Randy Smith, ASCAP)

CATERINA VALENTE Malaguena ... 86 DECCA 29394—A Billboard "Spotlight" 1-1-'55. (E. B. Marks, BMI) Mambo From Chile ... 79 The fabulous German tirush does another outstanding job on this imported side. Novelty mambo has loads of infectious spirit and should stir plenty of attention on its own. Also sung in German. (Copar, BMI)

DEAN MARTIN Belle From Barcelona ... 86 CAPITOL 3011—A Billboard "Spotlight" 1-1-'55. (Mr. Music, BMI) Confused ... 78 New ballad is sung nicely by the warbler backed neatly by the ork. Should pull spins. (American, BMI)

De CASTRO SISTERS To Say You're Mine ... 80 ABBOTT 3002—The gals may have another strong one here. It's a neat ditty and it's done brightly. Jocks should hand it plenty of spins considering the gals' current stature on the charts. Okay follow-up, this. (Dandelion, BMI) I'm Bewildered ... 75 One of the gals solo in the lead on this new torchy item. It's good material and nicely done, but it misses the De Castro sound so evident on "Teach Me." (Dandelion, BMI)

JO STAFFORD-FRANKIE LAINE High Society ... 79 COLUMBIA 40401 — The two-beat anthem (with some slightly new lyric passages) is handed a rousing go by Laine and Miss Stafford along a slick orking which includes a fine clary solo which sounds like Eddie Miller. Good jock and juke stuff. (Leeds, ASCAP) Back Where I Belong ... 78 Another oldie gets a bright reading from the pair. This time a first-rate base delivers the pick-up words and notes in a style which figures to catch the ear. (E. H. Morris, ASCAP)

DAVID CARROLL-PAUL TREMAINE Melody of Love ... 79 MERCURY 70521—Here the diskery has taken the instrumental reading, which it rushed, and used it for background to Paul Tremaine's smooth recitation of the poem around which this tune originally clicked many years ago as done by Wayne King. Melody of Love ... 78 This is the same Carroll ork instrumental cover of the Billy Vaughan disk which was reviewed previously. Comment and rating remain exactly the same.

BOB STEWART A Million Tears ... 78 M-G-M 11902—Stewart sings with rich sincerity on a pretty ballad, with celestial chorus-type backing. Yours for the Asking ... 73 An attractive vocal on a pleasant ballad, which should get some jockey play.

THE JOHNSTON BROTHERS No Heart at All ... 77 LONDON 1497—The boys sing a rhythm ballad with a clean blend and a fine beat. Effective lyrics. Good wax here. Hubble Bubble ... 75 The brothers warble in their usual laudable style on a catchy novelty with an exotic beat reminiscent of "Whirling Dervish."

BILLY DALE QUARTET So Darlin' Go ... 76 KING 1420—The boys debut on the label with a swiny reading of a driving rhythm effort, helped by an ork backing with a beat. The group has a sound and the waxing should garner loot and jock spins. (Franklin, BMI) It's a Trifle Too Late ... 75 The Billy Dale Quartet comes thru on this side, too, with an attractive and commercial reading of a new ballad effort, helped again by a solid ork backing. This is listenable first wax by the boys and it should get them attention. (Franklin, BMI)

ART MOONEY ORK Honey Babe ... 76 M-G-M 11900—A catchy vocal arrangement of the novelty-march chant from the war movie "Battle Cry" which should get juke play. No Regrets ... 72 A smooth vocal by the Cloverleafs on the pretty Tobias ballad, with smooth backing by the ork.

THE STARGAZERS Rose of the Wildwood ... 74 LONDON 1523—Tune now stirring up action in Europe in its original German lyric version is handled with tenderness here by the Stargazers and the Will Glahe ork. It's a charming song. Came the Morning ... 74 A very listenable German tune is sold here with feeling by the vocal group, helped neatly by the Will Glahe ork. This is a very pretty waltz and it has a chance.

VICTOR YOUNG ORK Cerezo Rosa ... 74 DECCA 29387—Pretty melody from the RKO flicker "Under Water" is bowed smoothly by the Young strings. Good program wax. (Chappell, ASCAP) You, My Love ... 73 Ballad from "Young at Heart" is awarded a slick instrumental treatment by the large ork. Another mighty attractive side.

THE NOCTURNES Hey, Punctinello ... 71 M-G-M 11906 — The instrumental-vocal combo comes thru with a bright and happy disk re a clown. Should get spins. These Are the Things We'll Share ... 71 The boys tackle a neat new ballad and come thru with an agreeable love tune reading which deserves attention.

EDMUNDO ROS ORK Pop It in the Oven ... 71 LONDON 1493—Cute novelty effort with a certain amount of philosophy as well receives a good reading from Edmundo Ros over a spritely ork backing. His fans should like. Who Stole the Beans From His Maracas? ... 67 As the title implies, this, too, is a novelty effort. Also for Ros fans.

THE TATTLE TALES 'o, Not a Single Regret ... 71 COLUMBIA 40393—The Tattle Tales, on their second slicing for the label, come thru with an acceptable reading of an up-tempo ballad item. Group has an old-fashioned sound. (Shapiro-Bernstein, ASCAP) I'll Never Smile Again ... 70 The group handles the Dorsey-Sinatra hit of the early 1940's satisfactorily, but their style and sound is of that era rather than this one. (Pickwick, ASCAP)

BETSY GAY Sweet ... 71 DECCA 29340—Miss Gay, a new thrush on the label, makes a good impression in her smart styling of this novelty. She has a warm sound that should spark immediate interest. Watch this girl. (Paco, ASCAP) Cool Man ... 70 Tho the lyric here may have phrases lifted from the modern jazz "cats," both the arrangement and Miss Gay's singing are anything but "cool." This up-beat tune should be good programming for many deejays. (Brandom, ASCAP)

PHIL BRITO Need Me ... 71 KING 1417—The chanter sells the attractive tune very smoothly here, backed by an old-fashioned, but pleasant, ork arrangement. The warbler does it in Italian and English. Jocks should hand this many spins. (Peer, BMI) You Lied When You Cried to Me ... 68 Phil Brito handles the ballad with warmth, helped by a chorus and a listenable ork arrangement. (Revere, ASCAP)

JIMMIE KOMACK An Old Beer Bottle ... 70 CORAL 61322—This is a cute and hokey piece of material which tells the story of a beer bottle brought in to shore—and what the message was. It gets a gang-sing reading and should get spins around New Year's Eve time (Trinity, BMI) Wabash 4-7473 ... 70 More special-type material here which should get air play. It's the story

about a guy's favorite phone number. (Rytroc, ASCAP)

ROBERT MAXWELL ORK Bewitched (Bothered and Bewildered) ... 70 M-G-M 11899—A lovely instrumental reading of the standard, with fine harp solo work by Maxwell. Prelude to a Star ... 70 A haunting instrumental performance of a Maxwell original. Good romantic programming for deejays.

CYRIL STAPLETON ORK Mexican Madness ... 70 LONDON 1504—This is an instrumental samba in fine dance tempo. The large ork delivers a nice, pleasant reading of the opus. Jocks might like it. Eleanora ... 70 More bright and fiddle-full Latin-American instrumental wax. Again it's nice change of pace material for jocks.

THE JONES BOYS I Don't Stand a Ghost of a Chance With You ... 70 S&G 5009—The group shows its smooth and resonant style to good advantage in this slick rendition of the tuneful ballad. Easy listening, this. (Amer. Academy, ASCAP) Baby, You've Gotta Lot to Learn ... 69 More of the same knowing chanting. Should earn some spins. (Richard Music, ASCAP)

TED HEATH ORK The Touch ... 70 LONDON 1509—Les Gilbert, one of the finest alto men on either side of the Atlantic, leads the ork in a lovely reading of the Gallic item. It's neat dance wax in a slow tempo and should please jocks looking for good instrumentals. Bone Idle ... 67 Neat dance band instrumental opus here which features the ork's lead trombonist, Don Lusher. It's both melodic and swiny. Good dance and listening stuff.

HARRY RANCH ORK I'm a Ding Dong Daddy ... 69 M-G-M 11901—A bright, razz-mat-taz-type vocal and ork arrangement of the oldie, which should get some juke spins. Red Wing ... 66 Same comment.

THE SALAMAS BROTHERS (Oh, My Honey Won't You) Promise ... 69 EPIC 9087 — The Salamas Brothers show good vocal blending in this ear-pleasing rendition of the listenable shuffle-beat ballad. (Ample, BMI) Write Me, Baby ... 65 Cute ditty has a pleasant bounce and it's sung nicely by the group. (Criterion, ASCAP)

PAT O'DAY Earth Angel ... 68 M-G-M 11904 — This is more than adequate coverage on the rhythm and blues ditty which is kicking up quite a fuss in the pop market on the original Dootone dinking. Step Careful Heart ... 68 An attractive new ballad here and Miss O'Day handles it smoothly for a listenable side.

VI SCHOEN ORK La Vie en Rose ... 67 DECA 29346—A standard that can always stand revival, especially in a pretty instrumental form like this. The beat is a leisurely fox trot and eminently danceable. (Harms, ASCAP) I Cover the Waterfront ... 65 Another evergreen in an attractive dance arrangement. A vocal chorus

is handled neatly by the Notables. (Harms, ASCAP)

CINDY LORD Miracle of Love ... 67 SHERATON 1004 — Slow ballad is sung expressively by Cindy Lord to quiet backing by a male quartet. Could win air exposure. Movin' In ... 64 Spirited hand-clapper is handed a gay reading.

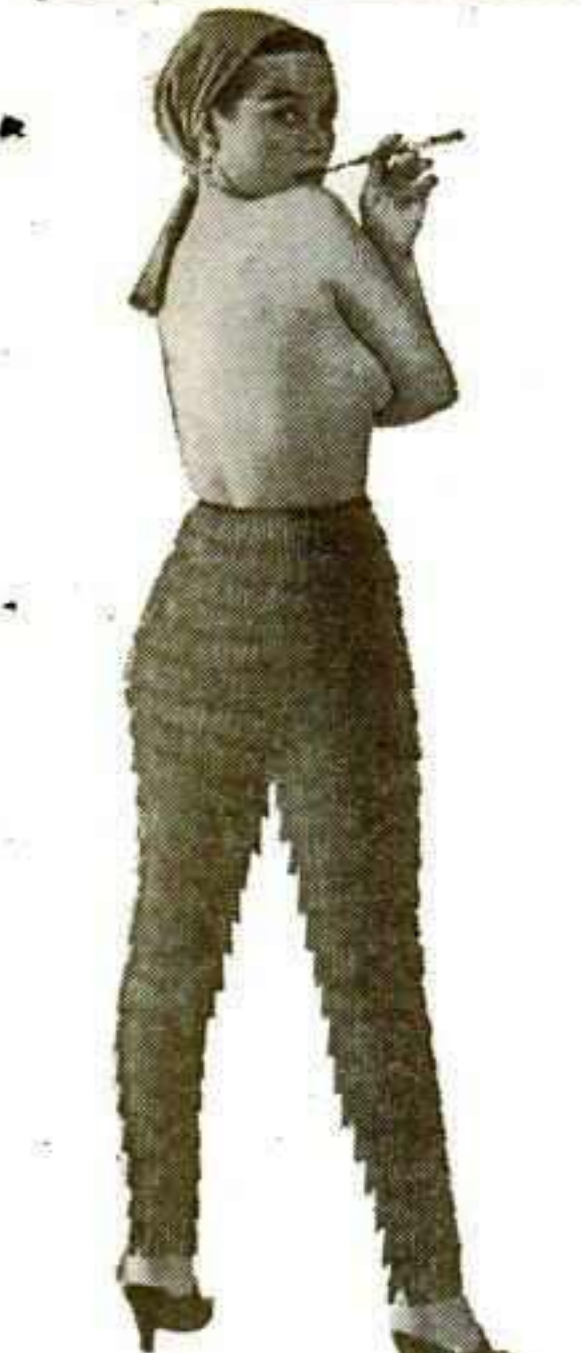
MIMI MARTELL Monday Morning Blues ... 65 TREASURE TONE 2581 — Miss Martell impresses as a thrush with far above-average sound and delivery. (Continued on page 36)

CORRECTION In the November 27 issue of The Billboard, BIG "D" RECORD #711—"IF YOU LIKE TEXAS" b/w "ANYWHERE WITH YOU" was reviewed erroneously in the C & W Section, also listed as such under "New Releases." THE VERSION IS A POPULAR ONE AND SHOULD HAVE BEEN SO LISTED

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HOT SHOTS

THE CHARMS LING, TING, TONG BAZOOM DE LUXE 6076

HEARTS OF STONE WHO KNOWS DE LUXE 6062

THE MIDNIGHTERS STINGY LITTLE THING TELL THEM FEDERAL 12202

EARL BOSTIC SONG OF THE ISLANDS LIEBESTRAUM KING 4754

HARVEY JUNE VAN THE LIGHTS ARE GROWING DIM I'M JUST NOT THAT KIND KING 1387

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The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

• This Week's Best Buys

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

CATTLE CALL (Forster, ASCAP)—Slim Whitman—Imperial 8281
An artist with the continued national following of a Whitman takes only a very short time to make the national charts, and this one is following in the footsteps of many others. Strong sales reports were as thick in Northern and Western territories as Southern ones. Flip is "When I Grow Too Old to Dream" (Robbins, ASCAP). A previous Billboard "Spotlight" pick.

KISSES DON'T LIE—Carl Smith—Columbia 21340
Smith is another artist whose series of hits inspires dealer confidence. In its first week, good and strong sales were indicated on this disk in key stores in Richmond, Dallas, Durham, Nashville, St. Louis, Chicago, Cincinnati, Buffalo and New England. Flip is "No, I Don't Believe I Will." A previous Billboard "Spotlight" pick.

• Review Spotlight on . . . RECORDS

WEBB PIERCE

I'm Gonna Fall Out of Love With You (Fairway, BMI)
In the Jailhouse Now (Peer, BMI)—Decca 29391
Webb Pierce starts the new year right with powerful readings here of a listenable weeper and the Jimmy Rodgers ditty of years ago. Both are solid juke box sides.

• C & W Territorial Best Sellers

For survey week ending December 29

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. Let Me Go, Lover, H. Snow, V.
2. One by One, R. Foley & K. Wells, Dec.
3. If You Ain't Lovin', F. Young, Cap.
4. More and More, W. Pierce, Dec.
5. I Don't Hurt Anymore, H. Snow, V.
6. This Is the Thanks I Get, E. Arnold, V.

Charlotte

1. Loose Talk, C. Smith, Col.
2. Let Me Go, Lover, H. Snow, V.
3. If You Ain't Lovin', F. Young, Cap.
4. I Dreamed of a Hillbilly Heaven, E. Dean, S & S
5. Thou Shalt Not Steal, K. Wells, Dec.
6. Little Tom, F. Huskey, Cap.
7. Kiss Crazy Baby, Johnnie & Jack, V.
8. Hearts of Stone, R. Foley, Dec.
9. More and More, W. Pierce, Dec.

Cincinnati

1. Let Me Go, Lover, H. Snow, V.
2. Loose Talk, C. Smith, Col.
3. I Don't Hurt Anymore, H. Snow, V.
4. New Green Light, H. Thompson, Cap.
5. Hearts of Stone, R. Foley, Dec.
6. I Dreamed of a Hillbilly Heaven, E. Dean, S & S
7. Kiss Crazy Baby, Johnnie & Jack, V.

Dallas-Fort Worth

1. More and More, W. Pierce, Dec.
2. One by One, K. Wells & R. Foley, Dec.
3. Ole Pappy Time, S. Hamblen, V.
4. Oceans of Tears, S. James, Cap.
5. Loose Talk, C. Smith, Col.
6. If You Ain't Lovin', F. Young, Cap.

Houston

1. Loose Talk, C. Smith, Col.
2. More and More, W. Pierce, Dec.
3. One by One, K. Wells & R. Foley, Dec.
4. This Is the Thanks I Get, E. Arnold, V.
5. I Love You Mostly, L. Frizzell, Col.
6. If You Ain't Lovin', F. Young, Cap.
7. This Ole House, S. Hamblen, V.
8. This Is the Thanks I Get, E. Arnold, V.

• Reviews of New C & W Records

EDDY ARNOLD
I've Been Thinking88
VICTOR 6000—A Billboard "Spotlight" 1-1-'55. (Acuff-Rose, BMI)
Don't Forget78
Pretty ballad is sung with feeling by Arnold, and deejays should spin a-plenty. (Trinity, BMI)

CARL SMITH
Kisses Don't Lie86
COLUMBIA 21340 — A Billboard "Spotlight" 1-1-'54.
No, I Don't Believe I Will83
A Billboard "Spotlight" 1-1-'54.

AUTRY INMAN
Finally I'm Free79
DECCA 29362—A very attractive weeper about a back street love affair receives a fine vocal here from Inman, as he explains that finally he is free. He sells it with lots of feeling and the side has possibilities. (Forrest, BMI)
Don't Put It Off77
Another first-rate vocal here by Inman, who has another good piece of material here. With two sides like this release it is bound to make some noise. (Forrest, BMI)

(LITTLE) JIMMY DICKENS
Conscience78
COLUMBIA 21341—Dickens gives a moving portrayal of the man who faces the dilemma of choosing between a wife whom he no longer loves and the girl to whom he has no moral right. A powerful reading set to an effective string backing.
Sinky Pass the Hat Around73
The singer reminisces about the fun he and his childhood friends had playing music on the street corner. Disk jockeys should like this novelty with its comfortable dance beat.

YORK BROTHERS
Why Did You Have to Go76
KING 1418—The York Brothers' many fans will enjoy the pair's singing on this semi-novelty item which is a typically York Brothers tune. Listenable wax by the boys. (Lois, BMI)
Don't Leave Me With the Yum Yum Blues75
The boys sing this old-fashioned novelty neatly, with help from bouncy piano and guitar backing. Good juke wax this. (Lois, BMI)

BOBBY BIRD
No More, No More, No More75
COLUMBIA 21339—A Billboard Talent "Spotlight" 1-1-'55. (Showcase, BMI)
Why Were You Only Fooling Me72
A Billboard Talent "Spotlight" 1-1-'55. (Showcase, BMI)

JERRY BYRD
Wang Wang Blues73
MERCURY 70519—Bright, rhythmic reading of the standard by Byrd on this new instrumental release. Jocks and jukees will go for this, and it could catch pop action as well as country. (Felst, ASCAP)
Hawaiian Sunset70
Familiar Hawaiian effort is played in warm fashion here by Jerry Byrd on guitar. Should grab jock spins. (Republic, BMI)

BILLY JACK WILLS
Teardrops on a Diary73
M-G-M 11907—Wills warbles the weeper tenderly as he reminisces of some past events. Many listeners should like it.
For the Children's Sake70
Weeper pleads for considered action

to prevent suffering by the little ones. It's well sung.

DAVE DENNEY
I Just Can't Let You Go71
M-G-M 11905—The romance is destined to lead to unhappiness, but he can't do anything to cut it short. Better than average weeper is sung sympathetically by Denney.
The Fate of a Fallen Rose69
Waltz weeper about gals who have seen better days is also warbled warmly.

HERB AND KAY
You Got to Bite to Catch On70
KING 1419—A frisky-paced novelty with an okay vocal duet by Herb and Kay and listenable string backing. (Lois, BMI)
Somebody Cries69
Same comment. (Lois, BMI)

LLOYD ELLIS
Boogie Blues70
MERCURY 70520—A good guitar solo to string accompaniment that must rate as one of the most listenable instrumentals to come out in recent weeks. Recommended for operators. (Tree, BMI)
Blue Champagne69
Ellis has a familiar riff here to build into an ear-pleasing instrumental. Both sides are solid readings that will please dance enthusiasts. (Encore, BMI)

LEE BONDS
I'm Looking for Some Lovin'70
DECCA 29338—A happy novelty effort receives a good vocal from Bonds and the side has a chance for spins. (Copar, BMI)
Dance Floor Waltz69
He met an angel on the dance floor, sings Bonds, and he'll be dancing with her again tonight. A listenable side. (Copar, BMI)

BUD DECKELMAN
Let's Not Pretend69
METEOR 5014—The chanter calls for an end to false pretense in this capably sung weeper. A good rural waxing. (Met., BMI)
Daydreamin'68
Deckelman does a nice job with this love ballad, handling the material with much warmth. Another good side. (Met., BMI)

MALLIE ANNE AND SLIM
I'll Bear the Shame69
COLUMBIA 21342 — Lyrics are weeper, but the tune swings brightly to happy backing by piano and string band. Mallie Anne and Slim sell the item capably. Country jukees could do some business with the waxing. (Blackwood, BMI)
There's No Tomorrow for Me67
This one, another weeper, has the winsome harmonizing warmly. (Blackwood, BMI)

MALCOLM YELVINGTON
Drinkin' Wine Spodee-o-dee68
SUN 211—Great rhythm oldie is sung energetically to a brisk beat. Some juke play should come thru. (Leeds, ASCAP)
Just Rolling Along66
Carefree ditty is performed pleasantly. (Hi Lo, BMI)

TIBBY EDWARDS
What Has Become of You68
MERCURY 70518—The singer can't find out what has happened to his ex-love on this sorrowful piece of material. Edwards handles it nicely.
Just a Few More Tears65
Another sad weeper is sung in the proper manner by the chanter. (Acuff-Rose, BMI)

THE SONS OF THE PIONEERS
Montana68
CORAL 61316 — Baritone Tommy Doss chants the hymn to the title State with simple expression, while the group backs him resonantly. Attractive listening. (Nolan, BMI) (Ross Jugnickel, ASCAP)
Lonely Little Room66
Tuneful weeper is sung warmly by the group, with Lloyd Perryman projecting the solo with feeling. (Nolan, BMI)

CONNIE AND BABE
How Will the Flowers Bloom67
REPUBLIC 7106—Good backwoods-style group delivers a sincere reading of a sad little story. (Oakwood, BMI)
The Last Love Letter67
More good chanting and another good country ballad. (Oakwood, BMI)

COTTON HENRY
Let's Be Sweethearts Tonight67
STARDAY 171—Henry impresses as an effective country singer. He's got some neat rhythm material here for a good and listenable side. (Starrite, BMI)
Two Times Two67
Another good rhythm tune and another good reading here. (Starrite, BMI)

FERLIN HUSKEY

sings

LITTLE TOM
Capitol F-3001

TREE PUBLISHING CO., INC.
Nashville • New York

• Best Sellers in Stores

For survey week ending December 29

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. When a figure is given in parenthesis after the flip title it indicates what position it occupies on the chart.

This Week	Last Week	Weeks on Chart
1. LOOSE TALK—C. Smith	2	10
More Than Anything Else—Col 21317—BMI		
2. MORE AND MORE—W. Pierce	1	14
You're Not Mine Anymore—Dec 29252—BMI		
3. LET ME GO, LOVER—H. Snow	6	3
I've Forgotten You—V 20-5960—BMI		
4. IF YOU AIN'T LOVIN'—F. Young	3	7
If That's the Fashion—Cap 2953—BMI		
5. THIS OLE HOUSE—S. Hamblen	4	21
When My Lord Picks Up the Phone—V 20-5739—BMI		
5. I DON'T HURT ANYMORE—H. Snow	5	33
My Arabian Baby—V 20-5698—BMI		
7. ONE BY ONE—K. Wells & R. Foley	7	34
I'm a Stranger in My Home—Dec 29065—BMI		
8. THIS IS THE THANKS I GET—E. Arnold	8	19
Hep Cat Baby—V 20-5805—BMI		
9. IF YOU DON'T, SOMEONE ELSE WILL—Jimmy & Johnny	10	16
I'm Beginning to Remember—Chess 4859—BMI		
10. HEARTS OF STONE—R. Foley	—	1
Never—Dec 29375—BMI		
11. NEW GREEN LIGHT—H. Thompson	9	13
Lonely Heart Knows—Cap 2920—BMI		
12. IF YOU DON'T, SOMEONE ELSE WILL—R. Price	11	11
Oh Yes, Darling—Col 21315—BMI		
13. THAT CRAZY MAMBO THING—H. Snow	12	6
Next Voice You Hear—(19)—V 20-5912—ASCAP		
13. SURE FIRE KISSES—G. Hill & J. Tubb	—	1
Fickle Heart—Dec 29349—ASCAP		
15. EVEN THO—W. Pierce	13	29
Sparkling Brown Eyes—Dec 29107—BMI		

• Most Played in Juke Boxes

For survey week ending December 29

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	13
Dec 29252—BMI		
2. LOOSE TALK—C. Smith	4	6
Col 21317—BMI		
3. NEW GREEN LIGHT—H. Thompson	3	8
Cap 2920—BMI		
4. I DON'T HURT ANYMORE—H. Snow	2	32
V 20-5698—BMI		
5. COURTIN' IN THE RAIN—T. T. Tyler	9	18
Four Star 1660—BMI		
6. PENNY CANDY—J. Reeves	—	7
Abbott 170—BMI		
7. IF YOU DON'T, SOMEONE ELSE WILL—Jimmy & Johnny	6	13
Chess 4859—BMI		
7. ONE BY ONE—K. Wells-R. Foley	5	31
Dec 29065—BMI		
9. IF YOU AIN'T LOVIN'—F. Young	7	4
Cap 2953—BMI		
9. BEWARE OF IT—Johnnie and Jack	—	1
V 20-5880—ASCAP		

• Most Played by Jockeys

For survey week ending December 29

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. LOOSE TALK—C. Smith	2	10
Col 21317—BMI		
2. MORE AND MORE—W. Pierce	1	14
Dec 29252—BMI		
3. IF YOU AIN'T LOVIN'—F. Young	3	8
Cap 2953—BMI		
4. LET ME GO, LOVER—H. Snow	9	3
V 20-5960—BMI		
5. MORE THAN ANYTHING ELSE—C. Smith	—	7
Col 21317—BMI		
6. IF YOU DON'T, SOMEONE ELSE WILL—Jimmy & Johnny	—	14
Chess 4859—BMI		
7. COMPANY'S COMIN'—P. Wagoner	8	11
V 20-5848—BMI		
8. THIS OLE HOUSE—S. Hamblen	5	19
V 20-5739—BMI		
9. NEW GREEN LIGHT—H. Thompson	9	10
Cap 2920—BMI		
10. ARE YOU MINE?—B. DeVal & M. Lorrie	6	2
Abbott 172—BMI		
10. ONE BY ONE—K. Wells-R. Foley	13	31
Dec 29065—BMI		
12. CHRISTMAS CAN'T BE FAR AWAY—E. Arnold	13	3
V 20-5905—BMI		
13. BEWARE OF IT—Johnnie & Jack	—	5
V 20-5880—ASCAP		
14. TIME GOES BY—M. Robbins	—	1
Col 21324—BMI		
14. THIS IS THE THANKS I GET—E. Arnold	13	20
V 20-5805—BMI		
14. YOUR NOT MINE ANYMORE—W. Pierce	7	12
Dec 29252—BMI		

The Billboard Music Popularity Charts

RHYTHM & BLUES RECORDS

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#348

"BUICK 59"

b/w

"THE LETTER"

THE MEDALLIONS

#347

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Atlantic 1039

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This Week's Best Buys

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

I'VE GOT A WOMAN (Progressive, BMI)—Ray Charles—Atlantic 1050 Released Christmas week in key Southern markets, this disk took towns like Durham, Atlanta, Nashville and others by storm.

Review Spotlight on . . . RECORDS

ELLA JOHNSON-BUDDY JOHNSON ORK

Upside Your Heat (Sophisticate, BMI)—Mercury 70523 Ella Johnson comes thru with one of the cutest rhythm sides of the new year on this new release, backed solidly by brother Buddy's fine ork.

THE MEDALLIONS

The Telegram (Dootsie Williams, BMI) Coupe De Ville Baby (Dootsie Williams, BMI)—Dootone 357 — The group follows up its hit waxings of "The Letter" and "Buick 59" with two fine sides in the same vein.

Reviews of New R & B Records

RAY CHARLES ORK

"I've Got a Woman" . . . 88 ATLANTIC 1050 — A Billboard "Spotlight" 1-1-55. (Progressive, BMI)

RUTH BROWN

Bye Bye Young Men . . . 84 ATLANTIC 1051 — A Billboard "Spotlight" 1-1-55. (Progressive, BMI)

IVORY JOE HUNTER

It May Sound Silly . . . 80 ATLANTIC 1049—The singer's way with a ballad is mighty impressive here on his debut disk.

THE CRYSTALS

God Only Knows . . . 78 DE LUXE 6077—The boys warble a slow-paced weeper with mournful sincerity.

SMILIN' JOE

How Long Must I Wait . . . 77 IMPERIAL 807—A listenable and intriguing blues effort is handed a strong vocal reading here by Smilin' Joe over a solid ork beat.

THE CHECKERS

Try Holding My Hand . . . 77 KING 4764—The group warbles an attractive weeper with sincerity and feeling.

JOHNNY MOSES

Do You Love, Do You? . . . 76 IMPERIAL X5329—A familiar ork riff supports Johnny Moses solidly as he sings out the blues ballad.

RON RICO-SAX KARI ORK

Land of Dreams . . . 75 CHESS 1583—Latin-beat rework of the pop instrumental will please many listeners and dancers.

RUFUS GORE ORK

Rib Tips . . . 75 KING 4768—An interesting novelty with humorous instrumental backing and menu-type vocalizing by Gore.

SMILEY LEWIS

Jailbird . . . 73 IMPERIAL 5325—The chanter comes thru with a fine bluesy reading, while the ork delivers a simple background riff which does much to spark the disk.

DOCTOR ROSS

The Boogie Disease . . . 72 SUN 212—The good doctor chants of the title affliction with gay spirit. Backing is on the primitive side.

JOAN SCOTT

My Wedding Day . . . 72 IMPERIAL 5328—The thrush sings with feeling on this blues item in ballad style.

BOBBY MITCHELL

Nothing Sweet As You . . . 71 IMPERIAL 791—Mitchell sells the overly-familiar piece of weeper material in okay fashion, but it lacks

Best Sellers in Stores

For survey week ending December 29

Table with 3 columns: Rank, Record Title, Weeks on Chart. Top entries: 1. HEARTS OF STONE—Charms, 2. WHITE CHRISTMAS—Drifters, 3. EARTH ANGEL—Penguins.

Most Played in Juke Boxes

For survey week ending December 29

Table with 3 columns: Rank, Record Title, Weeks on Chart. Top entries: 1. MAMBO BABY—R. Brown, 2. HEARTS OF STONE—Charms, 3. EARTH ANGEL—Penguins.

R & B Territorial Best Sellers

For survey week ending December 29

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. Tweedle Dee, L. Baker, Atl. 3. Ling Ting Tong, Fives Keys, Cap.

Balti.-Wash.

- 1. Hearts of Stone, Charms, Del. 2. White Christmas, Drifters, Atl. 3. Ling Ting Tong, Fives Keys, Cap.

Charlotte

- 1. Hearts of Stone, Charms, Del. 2. White Christmas, Drifters, Atl. 3. Ling Ting Tong, Fives Keys, Cap.

Chicago

- 1. Reconsider, Baby, L. Fulson, Che. 2. Teach Me Tonight, D. Washington, Mer.

Cincinnati

- 1. Teach Me Tonight, D. Washington, Mer. 2. Ling Ting Tong, Charms, Del.

Detroit

- 1. Hearts of Stone, Charms, Del. 2. Teach Me Tonight, D. Washington, Mer.

Los Angeles

- 1. Sincerely, Moonglows, Chs. 2. Reconsider, Baby, L. Fulson, Che.

New Orleans

- 1. Hearts of Stone, Charms, Del. 2. White Christmas, Drifters, Atl.

New York

- 1. Earth Angel, Penguins, Dtn. 2. White Christmas, Drifters, Atl.

Philadelphia

- 1. Teach Me Tonight, D. Washington, Mer. 2. Sincerely, Moonglows, Chs.

St. Louis

- 1. Reconsider, Baby, L. Fulson, Che. 2. Last Night, Little Walter, Che.

Reviews of New R & B Records

Continued from page 33

freshness. Jocks may spin. (Commodore, BMI)
I Wish I Knew...69
Same comment. (Commodore, BMI)

JIMMY TYLER ORK

Dream You Fool...69
FEDERAL 12203—Mimi Lynch sings with haunting sincerity on a pretty ballad. Backing more pop than r.&b. (Jay & Cee, BMI)
'Cause You're My Lover...69
Same comment. (Roxbury, ASCAP)

Jazz

OSCAR PETERSON TRIO

Serenade in Blue...77
CLEF 89127—Lovely work here by Peterson on piano, helped by Herb Ellis on guitar and Roy Brown on bass. The pianist's many fans will want. (Bregman, Vocco & Conn, ASCAP)
Tea for Two...77
Same comment. (Harms, ASCAP)

JOHNNY SMITH

Lover Man...77
ROYAL ROOST 598 — A tasteful instrumental version of the haunting standard with deliberate pacing and quietly effective guitar solo work by Smith. Should interest all his fans. (Pickwick, ASCAP)
Stranger in Paradise...75
Another listenable instrumental, with Smith picking up the tempo on the hit tune from "Kismet" for a Les Paul-type effect. (Frank, ASCAP)

COUNT BASIE ORK

You for Me...75
CLEF 89126—A good example of the fare the Basie ork is offering its concert audiences this year. This fast and bright arrangement shows off the brass choir and affords tenor man Frank Foster a brilliant solo. (Hefti, ASCAP)
Slow But Sure...71
This side harks back to an older Basie. The Count himself has a quiet, bluesy intro that sets the mood and pace for the ork. A relaxed reading that will please Basie fans. (Mannay, BMI)

LIONEL HAMPTON QUARTET

Flying Home...74
CLEF 89128—Lionel Hampton's umpteenth version of "Flying Home" may not strike many as coming up to some of his inspired versions but it does feature Buddy Rich on drums and Oscar Peterson on piano. (Regent, BMI)
It's a Blue World...74
Pretty effort features the Hamp on vibes, Peterson on piano, Rich on drums and Roy Brown on bass. Listenable wax. (ABC Music, ASCAP)

International

BOB FARRALL

Papa Tazzi Mambo...73
ODEUM O 210—German lyric version of the current pop hit is sung with spirit by the chanter, over a lively ork backing. Should interest the German language market in the Midwest.
Rumba Rico...67
Rumba is played neatly by the ork here. The music is by the Barbarina ork and was waxed in Europe.

WOODWINDS AND SALON ORK

Lachen Ist Gesund...65
ODEUM O 207—The record that has been around for many years as the "laughing record" featuring two laughs in hysterics and backed occasionally by a trumpet, is reproduced again here. May interest those who do not have the original version.
Polka Lustig...60
Okay polka is handled in fair fashion here by the ork.

Polka

LARRY CHESKY ORK

Dancing the Polka...73
MUSICO 113 — This bright polka ought to please fans of this medium. Bernie Mayer reads the lyric with infectious gaiety and gets good rhythmic support from Chesky's men.
Hillside Polka...72
A rousing instrumental side with a bouncy beat ideal for dancing.

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b/w

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Folk Talent and Tunes

Continued from page 26

Spiritual

PROF. CHARLES TAYLOR

Old-Time Religion...74
TUXEDO 898—Prof. Taylor and the Gospel All Stars have a shouting, swinging good time with this familiar material. There will be few dealers who cannot push a number of copies to spiritual fans.
I Woke Up This Morning...72
Another oldie featuring the same lively interplay between the soloist and the All Stars. Organ and piano again provide solid rhythmic backing.

BROTHER JOE MAY

He'll Understand and Say We'll Done...75
SPECIALTY 873—A powerfully expressive piece of material which Brother May builds slowly to a dramatic climax. This tastefully sincere side should do profitable business in this market. (Campbell, BMI)
Lead Me, Holy Father...72
To a brisker beat, the singer implores help and guidance from God when it is difficult to follow the road that leads to Him. The commercial potential of this side also is strong. (Venice, BMI)

Children's

ART CARNEY

The Towne Musicians (Part 1 and 2)...84
COLUMBIA J-205 — Adaptation of the familiar Grimm fairy tale, with music by George Kleinsinger, is given a wonderful performance by Art Carney and orchestra. This disk will be enjoyed greatly by kids of three and over. It stands a good chance of selling strongly for many months.

Sacred

J. T. ADAMS-MEN OF TEXAS

In That Great Gettin' Up Morning...70
REPUBLIC 7104—This is a first-rate pop sacred item which features a fine group, a great beat and a slick trumpet in the background. Disk could do pop and sacred business—both.
Heavenly Love...70
Another excellent sacred song and reading on this side, tho not nearly as salable in the pop markets.

MERVIN SHINER

Lord, I'm Coming Home...70
DECCA 29363—Shiner is teamed with the Jordanaires in a fine reading of a lovely sacred tune.
Pass Me Not...70
Here's another old favorite done in fine style by the same singer and group.

New Disc and King Sign Distrib Pact

NEW YORK, Jan. 1.—The New Disc label has signed an agreement with King Records under which many of the King distribution branches will handle the New Disc line. In addition, King will now press for New Disc. Independent distribution already set up and in operation with the New Disc label will continue.

New Disc topper Arthur Shimkin also stated this week that the firm will begin regular monthly releases shortly and issue all records with newly designed labels and jackets.

M-G-M to Release Film Ballets LP

NEW YORK, Jan. 1. — M-G-M Records is releasing an LP of "Ballet Music From M-G-M Musicals" on January 7. The package includes six sound-track sequences from musicals, including "Slaughter on 10th Avenue," "Lili and the Puppets," "The Pirate Ballet," "Broadway Ballet" (from "Singing in the Rain"), "The Girl Hunt Ballet" (narrated by Fred Astaire), and "An American in Paris Ballet."

'Dome' Recording Rights to Decca

HOLLYWOOD, Jan. 1.—Decca Records has completed negotiations for the original-cast recording rights to the upcoming Broadway revue, "The Pleasure Dome."

Show is scheduled to bow on Broadway early next year, with Decca reportedly planning a plush LP package. Music for the show was written by pianist-performer Richard Kayne, now in Hollywood doing special material for singer Dorothy Dandridge's opening at the Waldorf-Astoria.

happen to hear of any good talent traveling thru this neck of the woods, give the word. The Baron (station character) and I had the pleasure of interviewing and listening to Charlene Arthur, Martha Lynn and Jimmy and Johnny several weeks ago. Incidentally, a bouquet of roses to Lester Flatt and Earl Scruggs for their great rendition of "Flint Hill Special," which I am using as a theme on "Hoedown" and which is arousing lots of attention.

Hank Zero, of WALE "Ranch House," Fall River, Mass., writes that he's in the same boat as Okie Paul Westmoreland, of KXOC, Chico, Calif., in not getting any records from top artists to spin on his western disk show. Hanks reports that Abbott and Fabor are doing well in his territory. . . . "Wings of Faith," daily religious program presented by Minister Sorenson over WAND, Canton, O., is plugging Arlie Kinkade's co-written hymns, including "Around the Throne," which is skedded for the Western Ranch label soon.

Jolly Cholly Stokely airs from WVEZ, New Orleans: "Johnny and Jimmy, along with Wayne Walker, of "Louisiana Hayride," Shreveport, played to a packed house recently at the Cadillac Club here. Werly Fairburn (Capitol) plays regularly at the club and is steadily rising with his new release, "I Feel Like Crying." . . . Uncle Sam pointed his finger at Hugh T. West, WJAT, Swainsboro, Ga., December 7, when he enrolled him in that large body of young and ables, known as the U. S. Army. Hugh is taking a two-year leave of absence from the "Peach State Jamboree." . . . WBIP, Booneville, Miss., has a new c.&w. spinner in Harvey Dann, of Memphis.

Henry Tuck, WREV, Reidsville, N. C., reports that Jackie Miles' recording of "I'm Rollin'" is kicking up a lot of action around his area. Tuck recently had Clyde Moody (Decca) and the Wood Choppers on his WREV jamboree. . . . C.&w. spinner Cal Shrum, of WMAV, Springfield, Ill., spent Christmas with his parents, Mr. and Mrs. W. P. Shrum, in Denver. . . . KGMC's Roy Thompson, Englewood, Colo., recently held a poll to determine the favorite male singer of Denver and Northern Colorado with Slim Whitman and Faron Young winding up first and second respectively.

Hairless Joe Martin, of KCNC, Fort Worth, recently had Chuck Wells (Columbia) as guest on KCNC's "Western Express." Darrel Glen and father were also recent visitors on the show. . . . J. E. and Maxine Brown were recent visitors on Cottonseed Jones' "1150 RFD" show on KXLR, North Little Rock, Ark. . . . Smokey Smith, waxer of country tunes at KRNT, Des Moines, reports that he held a hillbilly show at the KRNT Theater, December 5, with 7,400 paid admissions to two shows. Show featured Carl Smith and band, Cowboy Copas and the Oklahoma Cowboys, from the "Grand Ole Opry," and the Midwesterners, square dancers from WLW, Cincinnati.

Nellie Ferry, president of the newly organized Ferlin Huskey Fan Club, guested recently on Mary Wilson's KCLX "Far West Jamboree" in Palouse, Wash. Willie Jones, of KCFH, Cuero, Tex., informs that the tunes, "Are You Mine?" and "That's All Right," are kicking up a real fuss in his area. . . . Arlie Duff dropped in on Bob Billingsley at KVET, Austin, Tex., recently for a visit. Duff recently left Red Foley's "Ozark Jubilee" and now makes his headquarters in Austin.

Smokey Joe Barnes, c.&w. waxer at KAMQ, Amarillo, Tex., hosted the Tex Ritter and Red Foley show and Hank Thompson and the Brazos Valley Boys December 5. . . . Jay Bennett, KGAR, Garden City, Kan., has taken over new duties as assistant manager of the station. Bennett guested on the Miller Brothers' show over KFDX, Wichita Falls, Tex., recently, and also

caught Hank Thompson's band while there.

Fred Wamble, c.&w. deejay of WBAM, Montgomery, Ala., types: "Fred Baker and band playing to capacity crowds Friday and Saturday nights, sponsored over WBAM by the Ford Motor Company, thru a local dealer. Marty Robbins visited recently. Robbins and Baker appeared at Curly Williams' Spur, Montgomery's country nitery, as guest of Curley and the Peach Pickers. Werly Fairburn kicking up fess with "I Feel Like Cryin'." . . . Jimmy Key, KERC, Eastland, Tex., was a guest on the "West Texas Jamboree" in San Angelo, Tex., December 11, and appeared at the Trio Club, Mingus, Tex., December 14 with Leon Payne.

Balin-Wire Bob Strack, folk spinner at KWKH, Shreveport, La., shoots the following from his neck of the woods: "Jim Reeves headed overseas to give the folks in Europe a listen to some of his fine songs. Billy Walker and the Traveling Texans back on the 'Louisiana Hayride.' Slim Whitman getting response on his two new sides, 'Cattle Call' and 'When I Grow Too Old to Dream.' Yours truly getting mail from Iceland, Greenland, Hawaii, Guam and Honduras, reporting that they pick up my 'Red-River Roundup' at certain times of the year. Bill Betts, deejay from out Arizona way, a recent guest on my show. Jimmy Bryant and Speedy West, with their 'Stratosphere Boogie,' really up there. The Karol Sisters' 'A Babe, a Star, a Manager' did well on the Christmas list here."

Bill Bentley, KSTV, Stephenville, Tex., has added a live c.&w. show every Saturday a.m. and now runs two shows, seven days a week. Bentley adds that the companies have been really sending in the wax. . . . Airing from WSRB, Cleveland Heights, O., Danny Ford reports that he has the "Friendly Danny Ford Show" every morning, except Sunday, 6 to 7. Ford is planning on opening the Garden Theater, Cleveland Heights, for hillbilly jamborees on Saturday nights.

Clip Angle is leaving WLYC, Williamsport, Pa., for an extended vacation. He'll return in the summer. In the meantime Foster Gains will replace him at the turntables. . . . Clay Eager, with WLOK, Lima, O., the last four years, now doing deejay chores at XERF, Del Rio, Tex. Eager's latest release is "Bobbie Lou" on Republic. . . . Bob Zettler, WFRP, Savannah, Ga., is now airing five hours of hillbilly tunes daily. . . . Charlie Peterson, KYAK, Yakima, Wash., writes that Bill Nelson has added an additional 25-minute show, "Western Jamboree," for late afternoon listeners.

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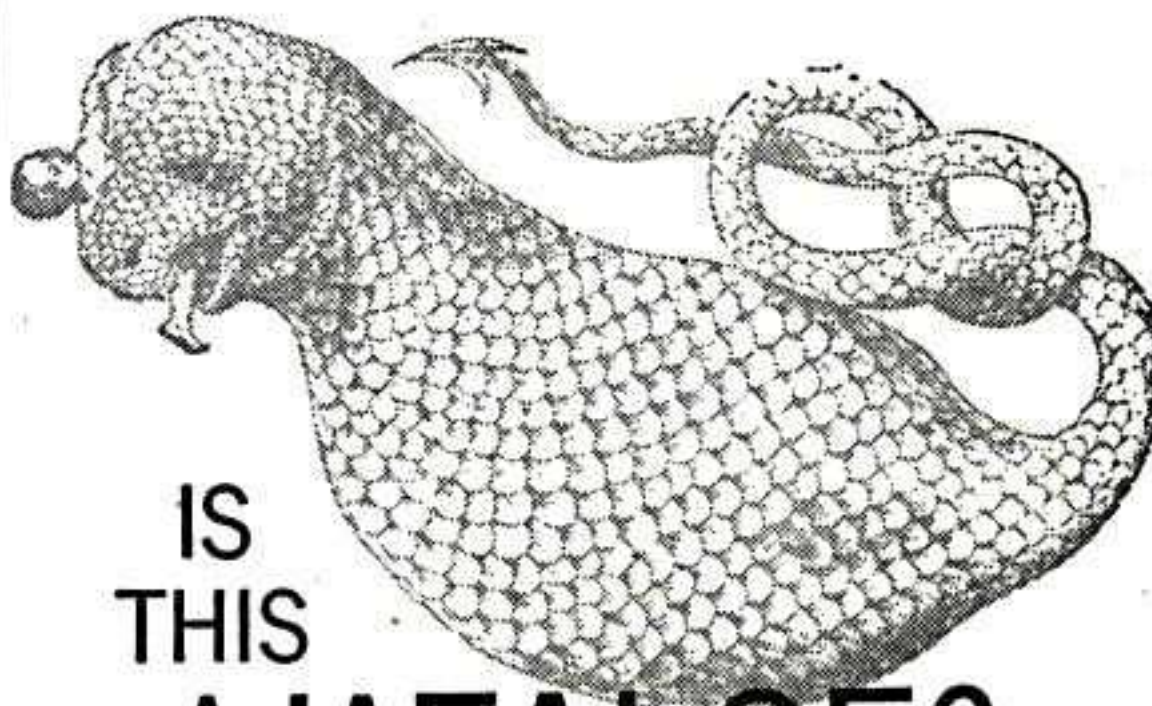
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Phono Hi Fi Xmas Biz Up

Continued from page 12

the first quarter as well as the full new year.

Firms Report

Here are reports from some of the firms sampled.

An interesting aspect of the 1954 Christmas season was presented by the sales results of the Mitchell Manufacturing Company. Using projected sales figures, the firm anticipated its holiday sales and consequently were sold out by December 1. Even at that, the firm reported the sales period as 15 per cent over last year. They projected good sales thru May. As was the case with other manufacturers, Mitchell based its projection on the fact that dealers and distributors were stocking close to the belly and therefore were either out of stock following the Christmas rush or close to it. This being the case, dealers and distributors will have to replenish stocks in the first quarter.

Admiral reported phono sales were over 1953 in volume. The

firm experienced its first season in the hi-fi market and was unable to furnish any comparable figures. Their leader in the hi-fi group was the under \$200 class.

Webcor Up 15%

Webcor reported the Christmas season as 15 per cent over last year and the full year as 7 per cent over the full year of 1953. Best sellers here were the Musicale (hi-fi) at \$149.50, the Holiday (standard) at \$79.50, and the \$39.95 manual. The standard tape recorder, which has been in their line for over two years, portable model 2110 at \$207.50, proved the best seller in the tape market. Here, too, the forecast was projected as good for the first quarter.

Crescent Industries, which concentrates most of its efforts on jobbers, reported its sales were up 100 per cent over 1953 in the home instrument field of phonos, hi-fi, and tape recorders. The firm's forecast for 1955 was similar to that of other manufacturers.

Columbia in Price Changes

Continued from page 12

able price to the LP. On the EP's the discount will be 38 and 6 per cent and the return privilege will be the regular 5 per cent.

45 Singles

All 45 r.p.m. singles will be priced at 89 cents. The 78 r.p.m. singles in the pop category will be priced at 98 cents, but single 78's in the folk category will remain at 89 cents. On these disks the discount will be 38 and 6 per cent and the return privilege will be 5 per cent.

All Entre 12-inch LP's will remain at its present price of \$2.98. The 100 per cent exchange program will remain in effect here.

The Epic and Okeh subsidiary lines are also subject to major price changes. All Epic 12-inch LP's will now be priced at \$3.98. The Epic popular 12-inch LP's, now priced at \$3.95, will remain at this price.

The discount on these sets will be 38 per cent, with no return privilege.

Epic EP's will be priced the same as Columbia EP's. All Epic 45's will remain at 89 cents. All Epic 78's will be raised to 98 cents. All Okeh records, which are strictly r.&b. records, will remain at 89 cents. On the EP's, 45's and 78's, the discount will be 38 and 6 per cent and the return privilege will be the regular 5 per cent.

Columbia intends to throw a huge advertising and promotion campaign behind its entire line and its new releases. Columbia prices are effective Monday (3).

Colonna Out, James Mason In at Decca

HOLLYWOOD, Jan. 1.—After two years with Decca Records, singing comedian Jerry Colonna inked a one-year deal with Majar this week, in negotiations concluded by his representative Red Doff and Connie Demajra of Majar. New pact for Colonna calls for a minimum of eight sides, first of which is to be released next week, and are "Let Me Go, Lover" and "I Wanna Love You Cara Mia." Special lyrics for the latter tune were penned by Harold Spina.

In another action involving Decca Records, the label this week signed actor James Mason to a non-exclusive recording contract. Mason is slated to record a 12-inch LP titled "James Mason Reads Edgar Allen Poe," with special music background by the Buddy Cole orchestra.

Other Records Released This Week

Label	Pop	C&W	R&B
ABBOTT	1	—	—
ATLANTIC	—	—	3
CAPITOL	1	—	—
CHESS	—	—	1
COLUMBIA	1	4	—
CROSS COUNTRY	—	1	—
DECCA	3	2	—
DE LUXE	—	—	1
DOT	1	—	—
EPIC	1	—	—
FEDERAL	—	—	1
IMPERIAL	—	—	5
KAPP	1	—	—
KING	1	2	2
LONDON	5	—	—
MASTER	1	—	—
MERCURY	2	3	—
M-G-M	6	2	—
MUSICO	1	—	—
RCA VICTOR	—	1	—
S&G	1	—	—
SUN	—	1	1
TREASURE TONE	2	—	—
TOTAL	28	16	14

Reviews of New Pop Records

Continued from page 32

Orking, too, is good. The material is an okay blues opus. Combination of thrush, material and orking makes pop-r.&b.

Someday, Sometimes, Somewhere... 60
Tune here is an okay waltz ballad. Chanter Ricky Lido and the organ-led Janice Luce Trio are teamed in a nice effort.

THE MELLO-LARKS
I'm Leavin'... 64
EPIC 9076—Group sings attractively, but the gimmick here is the train gimmick which provides a identifiable sound. Moderate appeal. (American Music, BMI)

Gitche Gume... 62
Novelty about Hiawatha is sung cutely by the group, to a bright bounce in the ork. (Three J, BMI, Rush, BMI)

JUNE BRUNER
I'll Never Get Over It Now... 63
MASTER 375—Chirp Bruner, the Dick Taylor small ork and the tune are paired off for an okay ballad reading. (Amer. Music, BMI)

So Rough, So Tough, So Tender... 58
Material here is a little difficult for

this kind of singer and ork to handle. Result is just fair. (Amer. Music, BMI)

EDDIE ALBERT
I'm in Favor of Friendship... 55
KAPP 108—The singer's warm personality and knowing way of styling a tune are easy to respond to, but uninspired material like this is not. Come, Pretty Little Girl... 50
Same comment.

BOB LEON
Cuckoo! Cuckoo!... 50
TREASURE TONE 2582—Leon and the Janice Luce Trio work nicely, but it's rough trying to overcome this kind of material.

Bing, Bang, Boom... 50
Result here is the same.

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HAS BILLBOARD SELL HER SONG

HOLLYWOOD, Jan. 1.—Songwriters have a way about them, and they've used a classic array of gimmicks to sell a tune in the past. Proof that their well of ingenuity is still resourceful was offered this week by scribe Dorothy Seneschal.

Miss Seneschal surprised guests of the Desert Inn, Las Vegas, Nev., by placing an ad on an outdoor billboard reading, "For sale—a song, 'I Dreamed You Were Here.'"

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HOCUS-POCUS

By BILL SACHS

MYSTERIOUS BROWN, who recently resigned his teaching position to go on the road again, assisted by his wife, resumes his school assembly trek at Kent, O., this week. After a swing thru the Buckeye State, the Browns move into Indiana and Michigan. They originally opened November 1 last in Wisconsin for School Assembly Service of Chicago. They also toured Illinois, getting over the border occasionally into Iowa, Missouri and Kentucky. They are doing mostly magic, with some rag pictures and chalk talking. Both Brown and his wife are graduates of the Chavez School of Magic. . . . **Herb Antes**, who for a number of years presented his own magic and Punch turn under the name of **Herbert**, is at his parents' home in Tilden, Ill., on leave from a veterans' hospital, where he has spent much of his time the last two years. He has undergone repeated surgery but hopes to make his present leave a permanent thing. Antes is planning on going into the Punch and vent figure business. Before Uncle Sam grabbed him for World War II, Herb started gathering material for an autobiographical and historical work, "Punch Under Canvas," dealing particularly with outdoor Punch workers. Also not physically able to do much corresponding, Antes would appreciate hearing from old friends as well as any old-time Punch workers. His address is P. O. Box 221, Tilden, Ill. . . . **Bob Nelson**, of Nelson Enterprises, Columbus, O., has just finished a seven-week, Monday-thru-Friday, TV contract for the local Boston Stores, doing a 15-minute "Magical Moments" show. Nelson claims that he didn't repeat a single trick in the seven weeks. He is tentatively set for a repeat in 1955. . . . With the Balti-

more press reviews solidly pro, **Millbourne Christopher's** full evening of hocus pocus, "Nights of Magic," was held a second week at the Hilltop Parkway Theater, Baltimore. Christopher recently made a quick trip to New York to set up a magic act for **Jack Gleason** to do in his Poor Soul character on his Christmas night TV program. . . . **Laurence P. Ingram** (Larry the Magician), of St. Louis, writes: "After reading 'How Houdini Did It' in the December issue of True magazine, I find that author **Gresham** failed to mention that any barrel key that will fit the American-made handcuff will open it, due to the absence of tumblers. He should have included that fact, and made the article complete." . . . **Arnold Furst**, hypnotist-magician of San Bernardino, Calif., is in Honolulu set to take off for Australia to begin his sixth jaunt around the world. Furst has just concluded a series of engagements in the Hawaiian Islands. From Australia he plans to go on to Tokyo, Hongkong and other major cities in the Orient and also plans stopoffs in India, Israel, South Africa and South America before returning to San Bernardino. . . . "Scrubboard" **Roy Wallace**, hillbilly magician, now with the Renfro Valley Enterprises, Renfro Valley, Ky., presented his 45-minute routine of "Mystronic Wonders of the Side Shows" to the personnel of the Renfro Valley Barn Dance and natives of the area in a special showing Christmas night. While working as official guide at Renfro Valley, Wallace has been booking independently on school dates in the territory. Between September 22 thru December 19, Wallace says he played 126 schools, some of them one-room affairs, and some as many as five a day.

BURLESQUE BITS

By UNO

Jessica Rogers, the Wow Girl, a member of the Ladies' Auxiliary of the Greater Tampa (her home town) Slowmen's Association, came out the lucky winner of a GE TV set in a raffle conducted by the org during the holidays. She was spending the time with the family, after four weeks at the Paper Doll nitery in the same town. . . . **Harry Conley**, **Happy Hyatt**, **Ted Blair** and **Arlene Moody** switch from the Hirst to the Kane circuit for four weeks. The start was December 31 at the Gayety, Cincinnati. . . . **Marlane Reynolds** enjoyed the holiday: at her home in San Antonio, the first time in six years, and helped celebrate both her mother's birthday on Christmas and her brother's on New Year's Day. Her brother was honorably discharged after 10 years in the Navy and re-enlisted, this time in the Army Air Corps stationed near his home. . . . **Jack Mann**, comic, is in his fourth season of an operatic engagement, playing the role of the jailer in "Fledermaus," at the Metropolitan Opera House, New York. . . . **Ruth Swank**, featured strip, is back on the Hirst circuit after an absence of four years. In private life she is the wife of **Harry Swank**, a promoter and publicity man for various circuses. She resides in a trailer with her two children, **Grace**, 7, and **Susan**, 10. . . . **Loney Lewis**, **Phil Seed**, **Billy King**, **Linda Leslie** and **Torchy Blair** play the Grand, St. Louis, for two weeks starting New Year's week and then return to the Hirst wheel via the Empire, Newark, N. J. . . . **Benita Frances** moved into the Clayton Club, Sacramento, for an indefinite stay. . . . **Tommy Raft**, comic, began an engagement December 17 at the Adams in Newark.

who is prexy of the Kansas City, Mo., branch of the Jennie Lee Fan Club. . . . **Bob Edison**, of the Larry Gore Associates, is in charge of the new record album labeled "Burlesque Show" featuring comics, strippers, blackouts and songs produced by **Kermit Schafer**, all authentic burly nostalgia. . . . **Evelyn West** plans on a Los Angeles vacation for a couple of months. It will be her first lay-off in five years and will follow her present engagement at the Orchid Club in Tulsa, Okla. Prior to this she played the Chicago area for three weeks; New Orleans, seven weeks, and short runs at 17 different Midwest clubs. She expects to return to Chicago in March to resume a series of contracted bookings including a featured appearance at the Adams in Newark on April 22. . . . Co-performers in the Gypsy Nina show at George's Blue Room in the Hotel Bristol, New York, are **Pat Read**, Columbia recording singing star; **Carmen**, stripper; **Jean Brady**, vocalist; **Cherie Millet**, song stylist; **Nina Louise**, exotic; **Doris Risi Dupree**, French chanteuse, and **Jimmie Sisto**, emcee, who started in show biz as one of the gang in **Gus Edwards'** "School Days." . . . **Mack Barron**, comic, came for a week and stayed 16 years at the Piccadilly Club, Baltimore. Mack's first burly show was "Kuddling Kuties." . . . **Marie Cord** has discarded stripping in favor of vocals for sundry nitery dates in New York.

Capitol Bows

Continued from page 22d

release a new children's record reader from Walt Disney's "Lady and the Tramp," and three new children's "Musical Masterpiece" albums. New pop albums include three new "Kenton Presents Jazz" packages, and the second de luxe specialized high-fidelity package titled "Further Studies in High Fidelity."

Capitol's January program also includes a heavy release of EP conversions heretofore not available.

ACE—Johnny, 23, recording artist prominent in rhythm and blues field, recently in Houston. (See Music department for details.)

BACON—Alice M., 72, widow of the late Bert E. Bacon, for many years president and general manager of the Brookfield, Madison County (N. Y.) Fair, December 25 in Brookfield. Survived by her son, Glen W. Bacon. Burial in Brookfield Cemetery, Brookfield.

BRENNAN—George D., 65, property man in various New York theaters, December 28 in Yonkers, N. Y. For the last 12 years he had been with the New York City Opera company. His widow survives.

CAMPBELL—John H., 63, veteran outdoor showman, December 4 in Lamar Hospital, Lamar, Colo. Survived by his widow, Emma, and a sister, Mrs. Carl Samuelson, Minneapolis. Burial in Oakland Cemetery, Fort Dodge, Ia.

CASIGLIA—Arturo, 63, founder and director of the Pacific Opera Company, December 22 at St. Francis Memorial Hospital, San Francisco. He arrived here from Italy in the '20's to aid the late Gaetano Merola in establishing the San Francisco Opera Company and served as chorus master for some years before founding his own organization in 1932. In 1932 he received the Star of Solidarity from the Italian government for his accomplishments in the cultural field. His widow and two daughters survive.

COHN—Meyer, husband of Belle Cohn, of the office of the National Association of Amusement Parks, Pools and Beaches, December 10 in Chicago. He had been inactive for several years.

COLEMAN—Tom, 67, a former partner in Coleman Bros.' Shows, December 29 after a long illness in Middletown, Conn. (Details in Carnival section.)

COOKE—Mrs. Betsy E., 79, singer and wife of Dr. James F. Cooke, president of the Presser Founda-

Staff Members

Continued from page 22d

manager of the branch operations department. Wardlow was formerly executive assistant to Fowler. Three staff assistants to Wardlow were also appointed. They are **Jack Loetz**, formerly with the Capitol's independent distributor in Baltimore, who will handle the South Central States; **Steve Strohman**, formerly Philadelphia branch manager, who will handle the North Central States, and **Bob Camp**, current Los Angeles branch manager, who will take over the Western States on April 1. Wardlow and his assistants, including **Clynt Elrod** in the New York office, will be in charge of costs, budgets and administrative work with the Capitol branches.

New York Branch

Anthony Rubino, former New York branch manager, has been appointed head of syndicate store sales, replacing **Al Levine** who left the firm last week to become an independent distributor. **Andy Miele** has been appointed New York branch manager, and **Clarence Paige** has taken over Miele's old post as Newark branch manager.

Ray Taylor, Oklahoma City branch manager, has been appointed Dallas branch manager, replacing **Ray Marchbanks**, who left the firm to go with the V-M Corporation. **Paul Bryant**, former salesman at the Oklahoma branch, has become Oklahoma branch manager.

George Gerken, former Detroit branch manager, has replaced **Al Latauska** as Chicago branch manager. **Joe Matthews**, former Jacksonville, Fla., branch manager, is now head of the Detroit branch. **Bob Klein**, formerly at the Charlotte, N. C., branch, is now head of the Jacksonville branch.

More Shifts

Paul Goetz, Minneapolis branch manager, will become the Los Angeles branch manager on April 1, replacing **Bob Camp**. **Don Hassler**, promotion man at the Chicago branch, will take over as Minneapolis manager after Goetz leaves on April 1. The firm has closed down its Scranton branch and **Vito Samela**, former manager there, has been appointed Philadelphia branch manager replacing **George Gerkin**.

In addition to these changes, all promotion men in the major markets, New York, Philadelphia, Chicago and Los Angeles, will now be under the direction of publicity head **Dick Linke**, and they will be transferred from Capitol Records, Inc., to CRDC.

tion of the Theodore Presser Music Company of Philadelphia, December 17 in Baia-Cynwyd, Pa. A former concert singer, she sang at one time with the New York Symphony Orchestra. In addition to her husband, she is survived by a son. Services December 22 in Philadelphia, with burial in Valley Forge (Pa.) Memorial Cemetery.

COOLIDGE—John E., 81, veteran newsreel cameraman, December 22 at Ellsworth, Me. Known as "Jake," he started his career in the early days of the medium, before World War I. He covered the Paris peace conference for Pathe-News. Born in Waltham, Mass., he had lived there most of his life. A son, **Phil Coolidge**, NBC cameraman for New England, survives.

DANNENBAUM—Alexander W., 73, former president of Station WDAS, Philadelphia, December 22 in Presbyterian Hospital, that city. He owned the station for many years and operated it until selling it about six years ago. Survived by his widow, **Miriam**; two sons, one of whom, **Alexander W. Jr.**, is sales manager for Station WPTZ, Philadelphia, and a daughter. Burial in Mount Sinai Cemetery, Philadelphia.

DUFF—Gregory, 55, president of Metropolitan Engravers and widely known in the entertainment industry, December 27 of a heart attack in Los Angeles. Services at Church of the Recessional, Forest Lawn. Survivors include his widow, **Mrs. Ella Duff**, and two sons, **Aubrey** and **Walter**.

FOX—David, 58, former New York administrator for the American Guild of Variety Artists, December 29 in New York. An emcee and a singer, he had worked for AGVA for a time, subsequently becoming an agent and then the executive director of the Theater Restaurant Owners of America. He had been ill for several months. His mother survives.

GROLLE—Mrs. John, 76, wife of **John Grolle**, first director of the Curtis Institute of Music, Philadelphia, December 21 in Reading, Pa. She was a member of the Shakespeare Club of Philadelphia. In addition to her husband, she is survived by a sister. Burial December 26 in Elmira, N. Y.

HARPER—Robert (Scotty), former advance man for Mills Bros.' Circus, December 19 in Houston. Prior to his connection with the Mills organization, he was a member of the Richmond (Ind.) Police Department. Survived by his widow; a son, **Harper**, Richmond; a daughter, **Roberta**, Indianapolis; a sister, **Mrs. Dave Bell**, Richmond, and a brother and two sisters in Scotland. Burial in Houston.

JANSEN—Helen, 57, of a cerebral hemorrhage December 25 in Los Angeles. Miss Jansen was with Universal-International for the past 25 years, and most recently was secretary to **Lee Phillips** at the studio.

JENSEN—Olga, former ballet dancer and pantomimist, December 7 in Copenhagen, Denmark. She played for many years the role of "Columbine" in the pantomime presentations in Tivoli.

JOHNSON—Pearle La They, 46, veteran rep show performer, December 13 in Texarkana, Tex. During her many years in show business she had appeared with the Schaffner Players, **Hila Morgan Players**, **Jimmy Hull** and **Choates Comedians**. For the past two years she and her husband operated the U-LIK-A Players in Texas. Survived by her husband, **Robert**; her mother, **Mrs. Simon Minnihan**, and a brother, **Lawrence Minnihan**. Burial in Hillcrest Cemetery, Texarkana.

LAWRENCE—Walter L., 55, veteran outdoor showman, December 20 in Gonzales, Tex. In 1925 he worked the advance for the San Antonio Siamese Twins. Later he was associated with various circuses, including **John Robinson**, **Hagenbeck & Wallace**, **Cole Bros.** and **Dalley Bros.** During the last season he was with **Clyde Beatty Circus**. He was a charter member of Local 63, Alliance of Billposters and Billers. Survived by a brother, **Emory**, and a sister, **Mrs. Annabelle Bowman**.

McBROOM—Arthur, for several years electrician on the Ross Manning Shows, December 23 in Graham, N. C. Survived by his widow, **Sarah**; two brothers, **Robert John Jr.** and **Walter**; two sisters, **Mrs. Buelah Covington** and **Mrs. Fannie Rogers**, and his parents, **Mr. and Mrs. John McBroom**.

MILLER—Mrs. Carrie, 76, a musical comedy singer at the turn of the century, December 22 in Methodist Hospital, Philadelphia. Known professionally as **Carrie Hayes**, she sang on Broadway and also played in several early silent films. A son and a brother survive. Burial December 28 in Philadelphia.

MURRAY—Frank L., former manager of the old Hippodrome Theater, New York, and the Orpheum, Brooklyn, December 27 in Bridgeport, Conn. His widow survives.

NALKOWSKA—Zofia, 69, Polish novelist and playwright, December 17 in Warsaw. Almost all of her work was devoted to the social and moral background of the periods before the two world wars.

PHAIR—Francis Ellen, 78, wife of **Daily Variety** columnist **George Phair**, in Hollywood following a stroke. She is survived by her husband and by a son, **William Prange**.

POAT—Johnny, 49, widely known former singer and entertainer in Milwaukee night spots, December 25 in County General Hospital, Milwaukee. He started out in show business at the age of 14 when he appeared as a boy soprano at the Chicago Theater. He later joined a troupe and toured England, France, Germany, Russia and Italy. At one time he also appeared at Sun Valley with **Clara Bow**. Survived by his mother, **Mrs. Jenny Poat**, Oakton, Ill., and a brother, **Raymond**, in Ireland.

ROSENTHAL—Louis, 69, treasurer of the Michigan Showmen's Association, Detroit, and operator of the L. Rosenthal Novelty & Carnival Supply Company of that city, December 29 at his home in Detroit. (Details in Carnival section.)

SCALERO—Rosario, 84, Italian composer and music teacher, December 28 in Aosta, Italy. His best-known work was "The Divine Forest." He had taught in the Mannes School, New York, and the Curtis Institute, Philadelphia.

SINGER—Harry, 68, former theater circuit executive, December 22 in Sherman Oaks, Calif. He and his brothers, **Mort** and **Will**, began show business in Milwaukee at the turn of the century. In 1905 Harry became manager of the LaSalle Theater, Chicago. He became an executive of the Orpheum chain in New York in 1911 and one of his brothers later was president. He moved back to Chicago to manage the Palace Theater and in 1919 was named to manage the State-Lake Theater there. He returned to New York as a producer, later going to the West Coast as division manager for Orpheum. His last show business connection was as producer for **Pancho** and **Marco**. About 10 years ago he entered the real estate business. Surviving are his widow, **Olive**, and brother, **Will**, Chicago.

SLOAN—Robert H., 77, director of the Lansdale Conservatory of Music, Lansdale, Pa., December 16 in Oak Park, Pa. He founded the music school in 1912 and was also the dealer for the Steinway Piano Company in the Lansdale area. Surviving are his widow, **Marie P.**, and two sons. Services December 20 in Oak Park, Pa., with burial in Rose Hill Cemetery, Ambler, Pa.

SMITH—William, 74, for many years a concessionaire and bingo operator, December 20 in Janesville, Wis., of a heart attack. During his 50 years in show business he worked on the Blue Ribbon, **Johnny J. Jones**, **Con T. Kennedy**, **Geten United** and several other shows. Survived by his widow, **Della**, and a daughter, **Mrs. Floyd Babcock**. Burial in Milton Lawns Cemetery, Janesville.

VAUGHN—Adah Ellen, 75, widely known musician, singer and entertainer and mother of the group known as the Musical Vaughns, recently in Omaha. Survived by her four sons, **Jerry**, **Eugene**, **Ore.**; **Gaylord**, **Reedspord**, **Ore.**; **Eddie**, **Omaha**, and **James**, **Franklin County, Illinois**. Burial in Forest Lawn Cemetery, Omaha.

WATTLES—Hal, 83, old-time rep and tab show performer, recently in Muskogee, Okla. For many years he worked on the old **Bettie Fairchild** rep show which operated out of Sherman, Tex. He also at one time operated his own tab shows. Burial in Haskell, Okla.

MARRIAGES

MARTIN-NEW— **Danny Martin**, musician on Station WLW-D (TV) Dayton, O., and **Audrey New**, vocalist on the same station, December 18 in Dayton.

NOVIDO-CAMPBELL— **Albert Novido** and **Maudie Campbell** December 20 in Seattle. Both are concession agents.

SMERTENKO-GROSS— **Stanley Smertenko**, nonpro, and **Harriet Gross**, secretary to songwriters **Bob Merrill** and **Kelly Camarata** at Ryland Music, December 26 in New Rochelle, N. Y.

SELLS-TIEKUT— **Virgil Sells**, veteran midway concessionaire, and **Virginia Tiekut**, of Chicago, December 20 in New Orleans.

BIRTHS

ALLISON— A son, **Barney Adam**, to **Mr. and Mrs. Steve Allison** December 8 in Jefferson Hospital, Philadelphia. Father is commentator on Station WFEN, that city. Mother is former dancer.

BUTLER— A son to **Mr. and Mrs. Colt Butler** December 8 in Nix Hospital, San Antonio. Father is news editor for Station KITE, that city.

GOULD— A son, **Jeffrey Lyn**, December 5 to **Mr. and Mrs. Leonard Gould** in North Shore Hospital, Miami. Father is business manager and general representative for **Majestic Greater Shows**.

HARVEY— A daughter to **Mr. and Mrs. Tom Harvey** December 21 in Philadelphia. Father is disk jockey on Station WIP, that city.

HENLEY— A son, **Kenneth**, December 2 to **Mr. and Mrs. Arthur Henley** in Flower-Fifth Avenue Hospital, New York. Father is producer of CBS-radio's "Make Up Your Mind."

MYERS— A son, **David Jerold**, to **Mr. and Mrs. Kenny Myers** December 4 in St. Francis Hospital, Evanston, Ill. Father, a former musician in the **Eddy Howard** orchestra, is now promotion director for the home office of **Mercury Records**, Chicago.

O'STEEN—A. S., A son, **Kevin Strouder**, to **Mr. and Mrs. Paul O'Steen**, December 2 in Miami. Father is an account executive with Station WQAM, Miami.

PAXTON— A daughter, **Rebeka Gay**, to **Mr. and Mrs. Pat W. Paxton** December 2 in St. Mary's and Elizabeth Hospital, Louisville. Father is former outdoor showman.

SELWYN—Ruth, Legit theatrical and motion picture star, at Cedars of Lebanon Hospital, Los Angeles. She is survived by a son, **Russell**, a sister, **Mrs. Nicholas Schenck**, and a brother, **Fred M. Wilcox**.

SHEFFIELD— A daughter, **Chandra Dawn**, to **Mr. and Mrs. Frank Sheffield** recently in Abilene, Tex. Father is assistant manager of the **Paramount Theater**, that city.

WIGGINS— A daughter to **Mr. and Mrs. Jim Wiggins** recently in San Antonio. Father is sportscaster and announcer for Station KENS, that city.

2 California State Fairs Are Proposed

Establishment of Expos in Los Angeles, San Francisco Urged at Legislative Hearing

LOS ANGELES, Jan. 1.—Establishment of two State fairs in California, one in San Francisco and the other on a new State fair site here, was proposed by J. A. Smith, local horse show exhibitor, at a hearing of the Joint Legislative Committee on Fairs and Expositions here Tuesday (28). The present site of the State fair is Sacramento.

Smith told the legislative group that he had discussed with and received a favorable reaction from Norris Poulson, Los Angeles mayor, and members of the city council on the availability of city-owned land for the Southern fair. The site mentioned is near the proposed base-

ball park and zoo, both to be located on about 1,000 acres.

H. Werner Buck, president of the Show Managers' Association of Southern California, which includes the directors of horse, auto and other trade shows, told the group that his association would erect the first building if the legislators approved. Buck said the structure would contain 240,000 square feet and seat 12,000.

Buck urged immediate action on the proposal for two State fairs, alternating in the centers of population here and San Francisco, with one to be basically agricultural, the other industrial.

Small Fairs

Construction of a local State fair was also urged by Carl F. Kraatz, director of the Construction Industries Exposition and Home Show, a yearly attraction here. He proposed that fairs in smaller counties be discontinued. He declared that they operate at a loss. Kraatz approached the matter of the local plant from a financial angle, pointing out that interim rentals would help to support the fair. The plant could also be used in the event of a national emergency, he said.

The hearing was conducted by Committee Chairman H. W. (Pat) Kelly. Assemblyman Vernon Kilpatrick, a committee member, said that it was his opinion that the proposal to move the State fair from Sacramento would not pass the Senate should it be approved in the assembly.

L. A. Mayor For It

Mayor Poulson took the floor in the interest of the fair here. He declared that 63.8 per cent of the fairs and exposition fund was collected in Los Angeles County, but only 2½ per cent was returned. He asked that a reasonable portion of the \$16,000,000 a year in fair funds be used to educate children about industries in the State.

Smith told the group that 24.02 per cent of the fair money came from San Francisco.

Smith charged that the Southern counties were being "discriminated against" and offered this program:

(1) No expenditures for a new State fair plant in Sacramento; (2) two State fairs, one in Los Angeles and the other in San Francisco; (3) recapture, if possible, of the \$15,000,000 or more said to be in the treasuries of some agricultural districts and county fairs, and (4) reallocation of funds now and in the future to fairs on a more equitable basis.

Louis S. Merrill, Western Fairs Association general manager, proposed a two-year moratorium on the proposal during which time the suggestions could be studied.

ACA and B-C Set for Repeat At Ill. State

SPRINGFIELD, Ill., Jan. 1.—Strother G. Jones, manager of the Illinois State Fair, indicated Thursday (30) that the Amusement Company of America would again be granted the midway contract for the State annual in 1955, with Barnes-Carruthers office, Chicago, being awarded the grandstand pact for five nights. The date is a repeat for both organizations.

Sam Levy Sr. handled negotiations for B-C, with Paul Olson serving in a similar capacity for the carnival organization.

The Kriel Family recently played several Christmas shows and indoor circus dates thru Indiana and Michigan, according to Lowell Kriel.

BOAT SHOW'S SITE HINTED FOR NEXT YEAR

NEW YORK, Jan. 1.—An advance indication of next year's location of the National Motorboat Show was given by managing director Joseph Choate this week in reference to the New York Coliseum, now under construction. "Kingsbridge Armory is the biggest and the best in the city now," he said, "and while we would like the 150,000 square feet the Coliseum poses, there is nothing around to compare with Kingsbridge until that time."

Colorado Fair Extends Run, Changes Format

To Feature Swim Show, Rex Allen, Tony Bennett

PUEBLO, Colo., Jan. 1.—The Colorado State Fair will add one day to its '55 run and has switched its grandstand attraction format, W. H. (Bill) Kittle, manager announced. Annual will run six days this year, opening August 23 and closing on the 28th.

Grandstand program will feature the Cremer Rodeo Company, supplemented by Rex Allen, the first three afternoons and evenings. Barnes-Carruthers Theatrical Enterprises will then bring in the Sam Howard water show plus acts for the final three stanzas. In addition, Kittle has signed Tony Bennett for the last three days, this booking handled thru the Music Corporation of America.

Plant-wise, the fair is in for a number of improvements, Kittle reported. The midway will be completely paved as will a 10-acre parking plot. A new horse arena will be constructed in the center of the quadrangle complete with rest rooms and an office for the horse show superintendent. The interior of the Palace of Agriculture is in for an overhaul. Decorations will all be new and fluorescent lighting will be installed for the county agriculture booths.

Allan Herschell Eyes 10% Hike In Ride Sales

NORTH TONAWANDA, N. Y., Jan. 1.—Lyndon Wilson, president of Allan Herschell Company, manufacturers of amusement rides here, this week said the firm anticipates a 10 per cent increase in business in 1955 over '54.

Such anticipation, he said, was based on the firm's inquiries, its backlog of orders, and the response it received at the trade show of the National Association of Amusement Parks, Pools and Beaches.

"At that show," he said, "we sensed a most optimistic under current thruout the whole industry, including manufacturers as well as owners and operators. This optimism, we believe, is caused by generally good business conditions and by the recent tax relief."

Reporting on the firm's 1954 business, Wilson termed it "encouraging." He cited a rise of 25 per cent in the kiddie Merry-Go-Round business over '53 and attributed this increase largely to the heightened sales of such rides for use in department stores, either by the stores or by operators who lease rides into stores.

Longer Boat Show Charts 2 Sundays

NEW YORK, Jan. 1.—The National Motorboat Show will run two days longer than last year at its 1955 presentation scheduled for January 14-23 in Kingsbridge Armory, i.e. Bronx. Altho the spread of dates is only one day longer this time, the show is operating on two Sundays.

Standard operation at the Grand Central Palace, no longer available for show purpose, since being oc-

cupied by the Internal Revenue Department, for many years was to skip the Sunday showings. One Sunday was tried last season with moderate success, and both will be used this time.

Joseph C. Choate, secretary of the sponsoring National Association of Engine & Boat Manufacturers, explains the new policy as one designed to offset any drop in midweek attendance. Sundays are usually good show days in the Bronx residential area, and the turnouts on those days should cancel out any decline that may set in on week-days.

Prices have been left unchanged for the 51st running, \$1.50 for adults and 75 cents for children. Hours on opening Friday (14) will

(Continued on page 49)

Burglars Take \$35,000 Haul From Conelle

NEW YORK, Jan. 1.—Burglars hit Conelle Products Company, Inc., for \$35,000 in a Christmas week-end robbery, police report. President Moe Elk said the intruders got away with \$10,000 in cash and \$25,000 worth of jewelry and assorted merchandise.

The burglars ripped open the safe in the firm's office sometime between 6 p.m. Friday (24) when the place closed, and 8 a.m. Monday (27) when it re-opened. Police said the burglars, who left two crowbars and a sledge hammer, tried unsuccessfully to open a pair of larger safes. One of these, they said, held \$10,000 in merchandise.

Also involved in the business, besides Elk, is Herman Cohen. Conelle is one of the larger distributors in New York City, and is mainly a merchandise jobber catering to the carnival concession trade. The office is on the ground floor of the building, which extends from 26th to 27th streets between Eighth and Ninth avenues.

Mineola Names Officials and Directors List

WESTBURY, N. Y., Jan. 1.—Officials of the Mineola Fair & Industrial Exposition, named at the annual meeting Saturday, December 11, are as follows: J. Alfred Valentine, president; vice-presidents, Harold Van Sise of Woodbury and James W. Carpenter of Mineola, and Raymond G. Fish of East Meadow, secretary-treasurer.

Also, on the board of directors, Samuel S. Underhill of Jericho, Arthur V. Youngs of Glen Head, Austin H. Warner of Calverton, Charles Hewlett of Little Neck, Charles Joseph of Rosedale, William T. Lowden of Hempstead, Harold J. Simonson of Glen Head, and John D. Whitmore, Hector R. Skifter, George Morton Levy, and Frank Curran, all of Mineola.

Cooke Predicts Good Season

LANCASTER, Pa., Jan. 1.—Harry Cooke, of the Cooke & Rose Agency, this week predicted an excellent season ahead both for his organization and its clients. Cooke said he was influenced by the amount of business already secured for his firm. Booking results to date are well ahead of the same period a year ago, he said.

Cooke will again represent his firm at virtually all of the Eastern fair meetings. Announcement of signed dates will probably be made as the meetings are concluded in each State and when virtually all of the contracts are accounted for.

Circus-Carny In Two-Week Run in France

LYON, France, Jan. 1.—A combined circus-carnival is operating at the fairgrounds here under direction of Pierre Andrieu, manager-director of the Alhambra Muis-Hall-Cinema in conjunction with the Bellisario booking agency of Paris. The combined show opened February 17 and is due to close tomorrow. A stand in Marseille is expected to follow.

Carnival section, with rides, shows and concessions, is managed by Louis Macon and has high diver Lindberg as free act. Circus performances take place in the large Metallurgy Palace on the grounds, which seats 6,000 persons. General manager is Hubert de Malafosse; executive director, Georges Luciano, and ringmaster, Max Josse.

Program includes the Seven Leotaris, flying trapeze; Three Petroffs, triple bar; Three Rogge Sisters, rolling globes; Eight Cy-Bao-Guys, Chinese acrobats; 12 Hille Girls, dancing; Antares Trio, aerialists; Four Massinos, trampoline; Three Cavallinis and Fredano and His Dwarfs, clowns; Gilbert Houcke, tigers; Strassburger's four elephants; Sampione Bouglione, 16 Liberty horses; Knie's 12 exotic animals, and Jonny's Bears. Raymond Wraskoff fronts the band.

Lisogar Icer Tours Canada, Sets U.S. Dates

REGINA, Sask., Jan. 1.—Third annual tour of "Canadian Ice Fantasy," produced by Roy Lisogar, of Edmonton, Alta., is under way.

Show opened in Red Deer, Alta., after three weeks of rehearsals in the arena there, and moved on to Medicine Hat and Lethbridge, Alta., and Great Falls, Mont. It played artificial ice arenas thru Christmas and then went into natural ice arenas thruout Northern British Columbia, Alberta and Saskatchewan.

In February, the show will return to artificial ice in Brandon, Man., and then it will jump into Ontario, Quebec, the Maritimes, Minnesota, Wisconsin, Michigan and New York State.

The season will last until April, with the entire unit traveling by bus and truck.

Last year the show played 108 arenas, making it the largest circuit in the world, according to Lisogar. American shows, which normally play one-week stands, appear in a maximum of 35 to 50 cities a year, he points out.

Show this year stars Lorrie Perkins, Pacific Coast champion, and Ken Hoeffert, of Dallas. There are 44 skaters and an executive staff of six in the troupe.

Thomas Sets Routes for Both Units

LONG BEACH, Calif., Jan. 1.—The '55 routes for the two-unit operation of the Art B. Thomas Shows has been almost completed with the exception of a few fill-in dates, Bernard Thomas, manager, announced here this week. He and his family spent the holidays here with his parents, Mr. and Mrs. Art B. Thomas, but planned to leave soon to make Midwest fair meetings.

The No. 1 unit, which is managed by the younger Thomas, will play repeat dates at Minnesota fairs in Perham, Hibbing and Fergus Falls. New to the route will be the South Dakota State Fair, Huron, and annuals at Fairmont and Montevideo, Minn. Org will also play the combined Annual Days of '51 Celebration and 75th anniversary of Pierre, S. D. The Thomases have also closed to provide both the midway and stagemat attractions at celebrations in Redfield, S. D. and Garrison, N. D.

A total of 24 rides will be taken out this year. A new Roller Coaster is on order from B. A. Schiff, Miami, and three more light towers will be added. Art Thomas will manage the No. 2 unit which will play fairs in Minnesota and Iowa and street celebrations in South Dakota and Nebraska. Both units will be merged for the Huron, S. D., annual and the No. 1 unit will be expanded for the Fairmont date.

'Dancing Waters' Set for Hoosier Automobile Show

INDIANAPOLIS, Jan. 1.—Kay Keiser, local booker, has set "Dancing Waters" as the feature for the annual Indianapolis Automobile Show to be held in the Manufacturers' Building at the Indiana State Fairgrounds January 21-29. It will be the only entertainment scheduled and will replace bands and acts used in other years. "Dancing Waters" will be offered free with the gate admission to the auto show.

This is said to be the first auto show engagement for the water spec, and Harold Steinman and Hans Hasslach, New York, owners of "Dancing Waters," and Sam Shayon, general manager, are planning to showcase it here with the view to attracting other similar engagements.

Shayon and Hasslach were here this week arranging production facilities. Miss Keiser has been given booking rights on "Waters" in the area and has started a sales promotion program slanted at indoor dates.

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FAIR ASSN. MEETINGS

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.

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 Grady Hotel, Atlanta, January 17. Joe F. Pruett, 550 Riverside Drive, Macon, secretary.

Western Canada Association of Exhibitions, Fort Garry Hotel, Winnipeg, Alta., January 17-19.

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, (Continued on page 41)

Shilling Inks Trout Tanks & Fair Date

NEW YORK, Jan. 1. — Booker William Shilling this week claimed exclusive representation rights to three major trout tank attractions for 1955.

During 1954 he booked the Berkshire Trout Farm's two units and next year, he says, will also book two tanks of the Licking Springs Trout Farm of William Bain, in Newark, O., and the H. J. Langefeld unit, Fishing for Diamonds, of New Holstein, Wis.

Each of the trout outfits, Shilling says, has its own tank trucks for transporting fish to the appearance site, and freezing units for putting away the catch while the patron wanders elsewhere at the fair or sports show. The tagged cellophane bags are returned when the customer claims them on the way out of the event.

As popularly offered last season, fishing was available for a 50-cent fee. In the usual version the customer was allowed to take three fish out of the tank in a 15-minute attempt, altho the time varied according to traffic around the display.

In addition, Fishing for Diamonds had the extra appeal of several fish carrying quarter to half-carat diamonds.

Barrington Signed

Shilling also announced that he will provide a sports show for the Great Barrington (Mass.) Fair next season, September 12-19, in conjunction with Al Martin of Boston.

Appearing at sports shows this winter, he added, will be the seven eagles, two falcons and three goose hawks all trained for hunting by Dr. F. W. Remmler of Griffith Island, Georgian Bay, Ontario.

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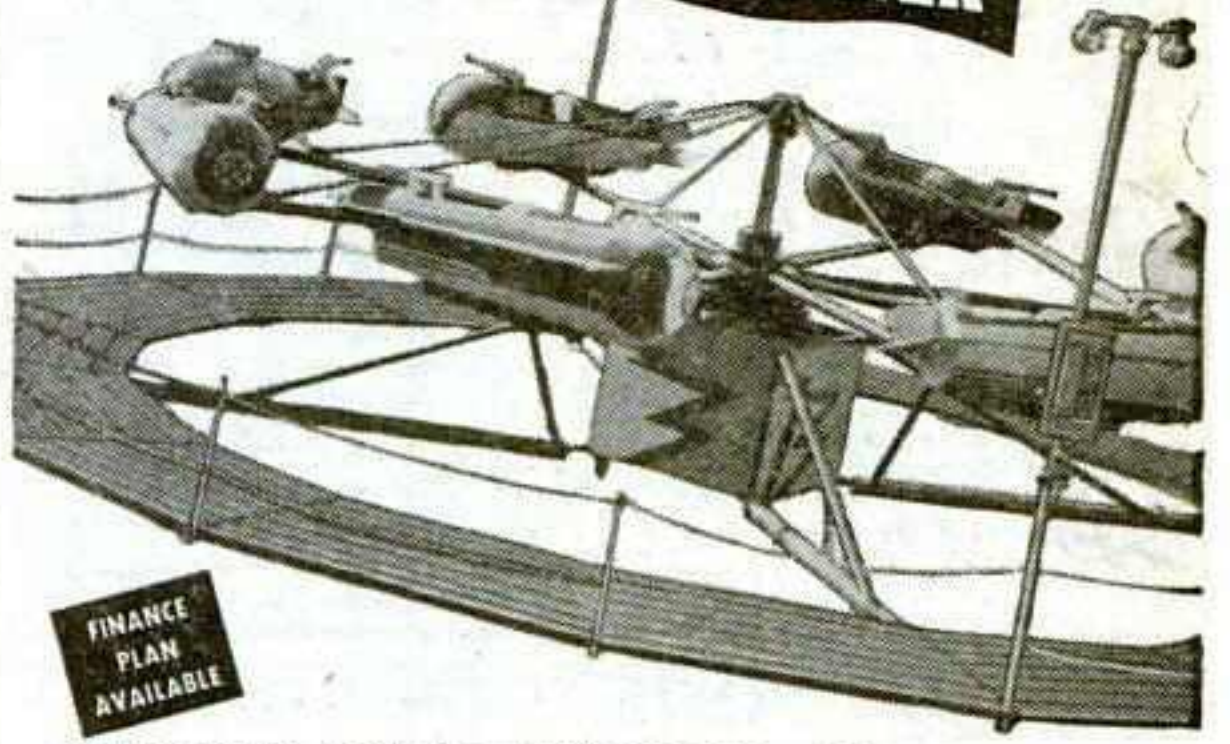
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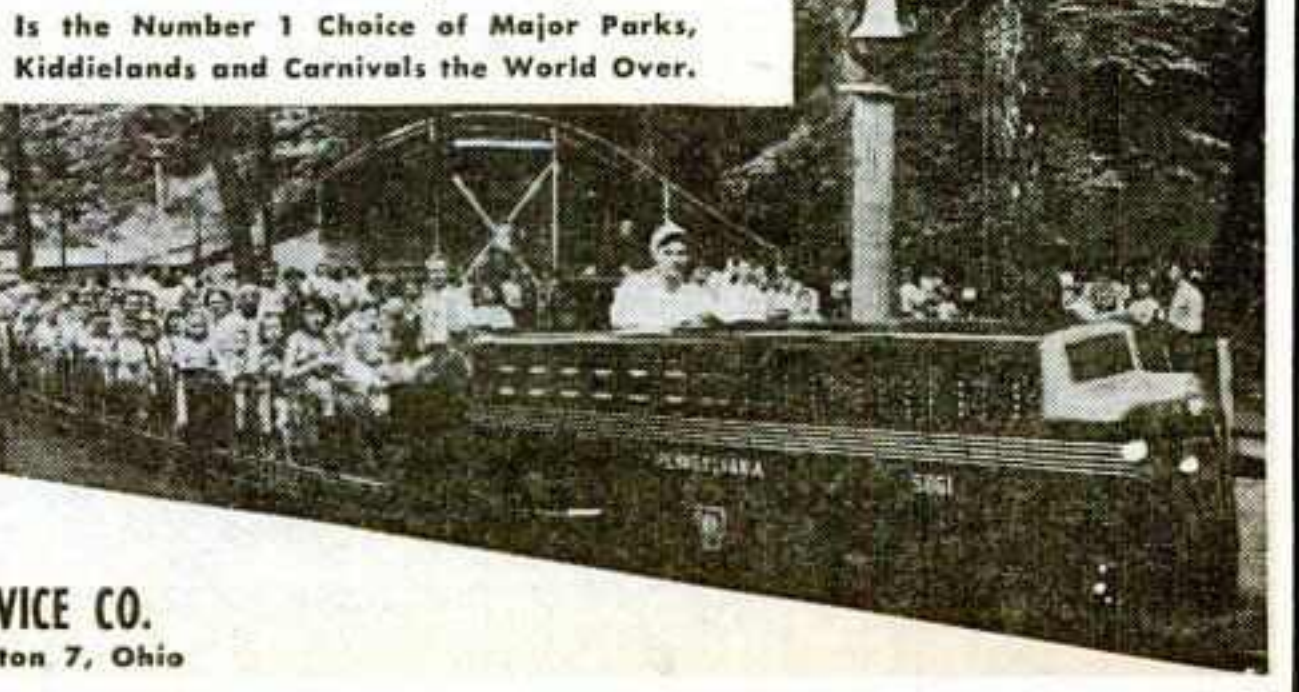
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Detroit Club Hosts 375 Kids At Yule Party

DETROIT, Jan. 1.—The Michigan Showmen's Association hosted more than 375 underprivileged children from the Detroit area at the organization's ninth annual Christmas Party here Sunday (19).

Included in the group of youngsters that were brought to the party in buses and cars, were moppets from orphanages, nursery schools and a group selected by the police department.

Sam (Pork Chops) Ginsburg, who has been chairman of the party for the past five years, again served as top man. Frances Moran, president-elect of the Ladies' Auxiliary, and a group of 20 members of that group helped check, serve and handle other details.

Robert (Bob) Morrison, club secretary, emceed the show, while Jack Walsh handled the Santa Claus chores. Nax Nuhum, dressed as Groucho Marx, and Louis (Frenchi) Brown, as a Keystone Cop, helped entertain, as did Roy Kissell, magician.

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Tampa Fem Club Enrolls 14 New Auxiliary Members

TAMPA, Jan. 1. — The Ladies' Auxiliary of the Greater Tampa Showmen's Association this week enrolled 14 new members in its club. The new enrollees were Olga Seiver, Mrs. Billy Sells, Hilda Swan, Margaret Anderson, Alice Bowen, Ruth Casey, Dorothy Cooke, Betty Shea, Jewel Sheppard, Ann Ackley, Yvonne McTeague, Kathy Curran, Maude Gordon and Edith Lantz.

Leona Plas praised participants in the powder puff orchestra included Olive Sprague, Billy Cooke, Esther Young, Mo.ica Barress, Joy Purvis, Donna Mitchell, Bert Zimmerman, Dorothy Crawford, Mary Ruth Tillery, Peggy Gallupo, Francine Jones, Gloria Lawther and Ida Rovitz. The ways and means committee gave thanks to the following for help in raising funds: Nellie Mae Stokes, Bonnie Norman, Sis Campi, Elsie Johnson, Zeldia Hercha, Neva Warbritton, Maxine Cyr, Olive Sprague, Ann Dernango, Nora Reinhardt, Virginia Gallager, Monica Baress, Vera Harrison, Louis Bradford, Vi Buffington and Ilona Young.

Helpers in the three-day bazaar were also thanked by Mickey Wenzik. Those participating in the event, which netted over \$1,000, included Mimmie Yaszav, Leona Plas, Ann Dernango, Pat Fos, Esther Young, Dolly Young, Bonnie Norman, Virginia Shumway, Jeri Ringlin, Vera Hauck, Vi Martin, Dorothy Crawford, Josephine Phillips, Arlene Diaz, Gertie Weiss, Egle Sedlmayr, Bette Rodgers, Joy Purvis, Ida Rovitz, Ann Detwiller, Myrtle Jeter, Hazel Maddox, Rosie Hunter Blanche Lemish, Ann Beasley, Polly Pelak, M.ry Ruth Tillery, Pat Richards, Flo Venner and Virginia Mc Gee.

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Froman Bros.: Nashville 6-7; Paris Tenn., 10-14.

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Ice Shows

Holiday on Ice, International, No. 1: Rotterdam, The Netherlands, 4-15; Frankfurt, Germany, 16-30.
Holiday on Ice, International, No. 2: Karachi, India, 4-16; Bombay thru Feb. 20.
Hollywood Ice Revue: Chicago 4-11.
Ice Capades: Boston 4-13; Providence, R. I., 14-23.
Shipsteads & Johnson's Ice Follies: Philadelphia 4-16; Cleveland 18-30.

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Dickson United: Big Wells, Tex., 6-16.
Dion, Ted: Ville Platte, La., 5-16.
Santa Fe Expo.: Donna, Tex.
Stephens, C. A.: Clermont, Fla.; Brooksville, 11-14.

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THE BILLBOARD

41

TOP TURNOUTS

327 Gatherings Best Year for Atlantic City

ATLANTIC CITY, Jan. 1.—Convention Bureau records show the resort played host to 327 meetings or trade shows in 1954 with a total attendance of more than 308,000 persons. This figure covers only conventioners who occupied hotel rooms, and doesn't include the tens of thousands of others who came down just for the day.

"It was the biggest convention year the city ever had," said Albert H. Skean, Convention Bureau manager. "It topped our previous best year, 1952, when we had 259,750 visitors at 296 conventions."

As of now 237 conventions have been booked for 1955, with an expected attendance of over 220,000.

Based on past experience, the conventioners will spend over \$25 million in the resort in 1955, Skean said. He estimated that the 1954 convention trade topped \$35 million.

"It must be remembered," Skean said, "that odd-numbered years are never as good as even-numbered ones, simply because most of the big biennial conventions are held in even-numbered years. Even at this early date it is possible to foretell that 1956 will be another big convention year—almost as big as 1954."

Among the 1955 gatherings will be nearly 50 large ones, with expected attendance from 1,000 to as high as 25,000. May will bring the greatest number of conventions, more than 40. But the largest gatherings will be held in June.

Tilyous Set Annual Meet On Policies

NEW YORK, Jan. 1.—The Tilyou family will hold its annual business meeting in Brooklyn sometime between Thursday (6) and Monday (10) to discuss policies for the coming season.

Frank Tilyou, who represented the Steeplechase Park owners at the Chicago conventions, will report on his impressions and recommendations. During the past season it was admitted that the possibility of adding a dark ride for 1956 was being considered, as well as purchasing one other unit for the Coney Island funspot.

Others who will attend the meeting will be George Tilyou, Marie Tilyou, Mrs. Eileen Tilyou McAllister, and park general superintendent Jimmy Onerato.

A 21-man work crew is performing the customary winter operations, consisting largely of stripping, overhauling and repainting all rides. Three of these, the Whip, Train and Parachute Jump, had operated on the boardwalk side until mid-November when they were shut down.

Pa. Meet Set For Hershey

HERSHEY, Pa., Jan. 1.—The Pennsylvania Amusement Parks Association will hold its annual meeting this year at Hershey Park on September 8. The group was to meet here in 1954 but changed that in order to meet jointly with the National Association of Amusement Parks, Pools and Beaches at Dorney Park, Allentown.

Cheap Transit Seen for 1956 To Rockaway

NEW YORK, Jan. 1.—If present work schedules of the Transit Authority become reality, then rapid transit to the Rockaway area will be in effect during the 1956 season, the resort region's Chamber of Commerce reports.

It is expected that the trestle over Rockaway Inlet should be completed by then, and that a link with the BMT Jamaica Avenue line at 168th Street will provide regular elevated train service to the Rockaways. The trestle which once carried Long Island Railroad trains over that route has been inactive since it burned down several years ago.

July 1, 1956, is the current target date for completion of necessary work. Since the trestle fire, 100,000 people in the area serviced by the Ozone Park, Woodhaven Junction and Brooklyn Manor stations have had their access to the Rockaways cut off. In 1956, it is planned, the city's millions who have been using Long Island Railroad trains to get to the beach via Far Rockaway will be able to make the short journey by low-elevated train.

EARLY START

Use of Mail Booking Aid At Indian Pt.

NEW YORK, Jan. 1.—Mail promotion emphasizing the picknicking features of Indian Point Park, Hudson River funspot 40 miles north of here has been started by George Tiplady, booking representative.

Promotional activities are said to be both early and heavy in view of the announcement several weeks ago that the park property had been sold to the Consolidated Edison Company. The utility firm will construct a power plant on the land but this project will not even

DISCRIMINATION

Rule Bronx Beach Club For Public

NEW YORK, Jan. 1.—The New York State Commission Against Discrimination has made its first definite decision on the "club problem" of recreational operation, ruling that Castle Hill Beach Club, a Bronx swimming pool and recreation club is a "public" accommodation and cannot lawfully refuse to admit Negroes. The club has about 13,000 seasonable members.

The 2-to-1 decision opened the way for speculation on the public or private status of many other such clubs operating thruout the State. Other clubs that may not have strictly lived up to their private status may be similarly affected, it is believed.

The decision was the first of its kind made by the commission since 1952 when its powers were broadened to "include places of public accommodation." Castle Hill claimed that it is a private club not under commission jurisdiction and denied any discrimination. Attorneys for the club said they would attempt to have the decision set aside by the State Supreme Court.

Complaint Outlined

The complaint was lodged when a Negro claimed that the request for a season locker was turned down for the reason that none were available. Immediately thereafter, the complaint said, a white person was assigned a locker and a deposit accepted.

Non-compliance with the commission's ruling after all possible legal action could result in a fine of not over \$500.

be started for at least two years, according to an agreement between the club company and E. D. Kelman, park operator.

According to Tiplady, the interest in group outings is good and there is every possibility that the park will increase its bookings over last year.

FAIR ASSN. MEETINGS

Continued from page 39

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. Nicholas Hotel, Springfield, January 23-25. Clifford C. Hunter, Taylorville, secretary.

Virginia Association of Fairs, January 23-24, Hotel John Marshall, Richmond.

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 G. 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 8-9. Clyde E. Byrd, Box 907, Little Rock, secretary.

Middle West Fair Circuit, Hotel President, Kansas City, Mo., February 18. Glen B. Boyd, P. O. Box 630, Springfield, Mo., president.

Association of Connecticut Fairs, Terryville High School, Terryville, March 19. J. C. Bartlett, North Haven, secretary.

Massapequa Zoo Wins With Animals, Rides

MASSAPEQUA, N. Y., Jan. 1.—The Massapequa Zoo, formerly the Frank Buck Zoo and since 1951 an operation of the Grimaldi family, has expanded its animal features to the point that they again outweigh the ride business, but plans call for adding more rides in the next year or two.

The farm was dormant for several years before the Grimaldis bought the six-acre tract. Included were Buck's restaurant, elephant and snake buildings plus a monkey mountain and a barn. They also added four kiddie rides and opened a roadside park.

The moat for the monkey mountain was cleared out and a stock of monks was added. Over the years additional animals have been purchased and today the site is dotted with animal enclosures.

One old building is leased to an appliance discount house, another to a toy and juvenile furniture store. In addition to the original rides is a major Carousel. Since a 1952 storm it has been topped with a Fiberglas roof. Other rides are a Herschell Sky Fighter, boats, Merry-Go-Round and Pinto fire truck. There also is a live pony ride.

Active in the operation are Mike Grimaldi and his sons, Mike Jr., Anthony, Angelo, George and John.

The Grimaldi's had operated a Carrousel at Rockaway Beach two years before buying the old Buck Jungle Zoo, and also worked a 90-machine vending route which they sold upon embarking on their new venture. Remembrances of their old business are evident in the pinball games and coin rides spotted under a roof near the entrance, as well as in the many nickel venders thruout the zoo by which they dispense nuts and "scratch" for feeding the animals and fowl.

In 1951 the six acres were in a barren section. Today there are low-cost private home developments for solid miles in all directions. The business has increased year by year.

Despite the booming business the clan has not changed its prices except to go from 9 cents to a dime when tax relief came thru last season. The zoo still costs a

dime apiece for adults and children alike. For party and school groups, and there are many, a quarter charge entitles each child to all four mechanical rides plus zoo admission.

Picnic Tables Offered

Altho the park operates a modest refreshment stand it encourages customers to bring their own food and eat at one of the compound's several picnic tables. If an elaborate birthday affair is planned the Grimaldi's will offer the get-together the necessary catering articles at no extra charge.

There are always at least three Grimaldi brothers on hand to take care of any eventuality, and their family set-up simplifies the book-keeping problems, they say. On an excellent summer day when the Massapequa Zoo handles as many as 10,000 customers, the father and all five sons are kept busy and neighborhood boys are taken on for any additional tasks.

Plans for the future are pretty firm, and either for the 1955 or 1956 season it is likely that the ride activities will expand. Until then the zoo will hold priority. Suppliers of animals have been Louis Ruhe, Henry Trefflich, International Fertilizer & Chemical Corporation, and Catskill Game Farm for semi-wild inhabitants, and Long Island farmers for barnyard species.

Escapes Blast At Kansas City

KANSAS CITY, MO., Jan. 1.—Everett E. Tull, operator of Sportland Amusement Center had a happy holiday season despite suffering burns and a \$1,300 fire loss.

Tull credited a 19-year-old helper, Frank D. Benedict, with saving his life when a gasoline stove in the center's ticket office exploded. Tull, overcome by smoke, was rescued by Benedict who dragged him away from the flames. Both were treated for burns.

The center contains a miniature golf course, rifle range, archery range and coin-operated amusement devices.

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FAIRS-EXPOSITIONS

Saskatoon Ex Tabs 120G Surplus in '54

Midway Takes of \$66,897, Grandstand Attendance of 68,785 Set New Highs

SASKATOON, Sask., Jan. 1.—The year 1954 was "undoubtedly the most successful" in the history of the Saskatoon Exhibition, R. J. Murray, president, told the annual meeting of shareholders.

The summer fair was "an all-time record one," he reported, with three of the five departments producing all-time marks. "It is not surprising that in the final re-

sults the operating surplus this year of \$120,026 exceeded last year's by \$17,893 and the previous year of 1952 by \$12,355," he said.

The three departments that broke records were the grandstand, with an attendance of 68,785, an increase of 880 over the previous record in 1953; racing with a total pari-mutuel handle of \$588,443, an increase of \$88,893 over the high in 1952, and midway receipts of \$66,897, an increase of \$5,256 over the previous record set in 1952.

During the year, capital expenditures totaling \$103,790 were undertaken. Principal items included a new pari-mutuel building and paving of the betting ring, installation of a totalisator, a new grandstand roof, and renovation of the farm boys' and girls' camp quarters.

Planned for the immediate future are an agricultural and industrial exhibits building to cost \$250,000; drainage costing \$20,000, and cattle barns costing \$18,000. A start has already been made on these projects and they are expected to be ready in time for the 1955 exhibition.

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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.
Clermont—South Lake Co. Fair, Jan. 17-22.
Clewiston—Sugarland Expo, Jan. 27-31. H. L. Johnson.
Dade City—Pasco Co. Fair, Jan. 12-15. J. F. 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. Carlisle Branson.
Largo—Pinellas Co. Fair, March 1-6. J. E. Logan.
Miami—Dade Co. Youth Show, Jan. 26-30. P. K. Price.
Ocala—Southeastern Fat Stock Show & Sale, Feb. 28-March 5. Louis Glibreath.
Orlando—Central Florida Colored Fair, Jan. 31-Feb. 5.
Orlando—Central Florida Fair, Feb. 21-26. C. T. Bickford.
Palmito—Manatee Co. Fair, Jan. 24-29. W. H. Kendrick.
Plant City—Hillsborough Co. Jr. Agrl. 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.
Sebring—Highland Co. Fair, Feb. 28-March 5.
Stuart—Martin Co. Fair, Feb. 22-26.
Tampa—West Coast Dairy Show, Feb. 9. 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. 15-22. Phillip Lucey.

Oregon

Gresham—Multnomah Co. Spring Garden Fair, April 20-24. Duane Hennessy.

Stockton, Calif., Building Program to Cost \$480,000

STOCKTON, Calif., Jan. 1.—Bids for the construction of two new buildings at the San Joaquin County Fair here are being asked by the California State Division of Architecture, E. G. Vollmann, secretary-manager, announced. The agricultural exhibit and commercial

exhibit structures are expected to cost about \$480,000. They will be completed in time for the fair in August.

Plans for new senior livestock and a home economics building are soon to be drafted. These with the agricultural and commercial exhibits buildings, and an already completed junior livestock pavilion will form the nucleus of the new fairgrounds.

Also some what in the future, a new racing plant to replace the present facilities is contemplated. The grandstand alone is expected to cost about \$500,000.

Program Set For 22d N. C. Assn. Meeting

RALEIGH, N. C., Jan. 1.—A host of important personages are scheduled to appear at the 22d annual meeting of the North Carolina Association of Agricultural Fairs, January 20-21, in the Sir Walter Hotel here, according to the program and entertainment committee composed of Norman Y. Chambliss, Rocky Mount; Howard Robbins, Gastonia, and Howard Moyer, Greenville. William M. Oliver, Reidsville, is association president, and Corbin Green, Hickory, is secretary.

Final arrangements have been made for the business meeting in the Raleigh Room on Friday morning and for the banquet in the ballroom that night. Gov. Luther Hodges has indicated his intention of attending the banquet and possibly the business session. Others who will attend are L. Y. Ballentine, commissioner of agriculture; Mayor Fred B. Wheeler, Raleigh, and Supreme Court Justice R. Hunt Parker. Curtis A. Leonard, Lexington, will speak at the morning session on "The Midway's Part in Fairs."

According to Chambliss, indications are that the more than 75 fairs in the State will be well represented at the business session and banquet at which a program will be provided by George A. Hamid & Son, Cook & Rose and Frank Melville.

"Elaborate plans have been made for a constructive and educational program for the business session," said Chambliss, who is committee chairman. "We are grateful to our outdoor showmen friends for providing entertainment at the banquet. From the present outlook, we will have more than 150 at the business session, and more than 400 at the banquet. We extend a cordial invitation to all showmen to attend the convention."

Napa, Calif., Maps \$78,000 Plant Project

NAPA, Calif., Jan. 1.—A \$78,000 improvement project which includes the construction of a commercial exhibits pavilion will soon get under way and be completed in time for the 1955 Napa District Fair here, Lowell Edington, secretary-manager, said. The expenditure has been approved by the board of directors and the State Department of Public Works.

The pavilion, 90 by 200 feet, will cost \$30,000. Other projects are lighting, \$20,000; road improvements, \$5,000; grandstand repairs to roof, \$13,000, and general work, \$10,000.

An additional program of \$90,000 has been submitted to the State but has not yet been approved.

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Frederick, Md., Names Smith Prez

FREDERICK, Md., Jan. 1.—Clyde W. Smith has been re-elected president of the Greater Frederick Fair. Dates for the 1955 fair will be October 4-8, inclusive, with five day and night shows. Other officers are Harry C. Dorcus, Woodsboro, vice-president; Guy K. Motter, Frederick, secretary; James McSherry, Frederick, treasurer; Robert E. Clapp Jr., Frederick, counsel.

Whitney Point, N. Y., Re-Elects Driscoll

WHITNEY POINT, N. Y., Jan. 1.—A. D. Driscoll, who has been associated with the Broome County Fair here for a half century, was re-elected president of the organization at its recent meeting. A. M. Driscoll was named assistant superintendent of race-tracks; Ransom Franklin, vice-president; Osmer J. Brooks, secretary; Harold Brennan, treasurer, and Chester E. Bradford, publicity director. Directors re-elected included Herbert Hibbard, John Morse and Joseph M. Landers.

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William T. Collins Bags Tulsa Contract

TULSA, Okla., Jan. 1.—The William T. Collins Shows this week announced closing contracts to provide the midway attractions at the 1955 Tulsa State Fair.

Snaring of the contract gives added strength to the already strong route which had been lined up for the Minneapolis-based show.

Early the Collins aggregation had snared contracts for three other fairs which it did not play last year. This trio consisted of the fairs at Spencer, Ia.; La Crosse, Wis., and Jamestown, N. D.

The show now faces the longest fair route in its history. It will

start its first fair in July at Jamestown, N. D., and close here October 7. In all it will play 12 fairs, including the Nebraska State Fair, Lincoln.

Owner Billy Collins will come out with the strongest back end this season than at any time in the history of his show, according to indications at his winter quarters.

The new large show front already has been completed, another is nearing completion and a third will be started in the near future.

YANKEE UNIT

Plan to Revive Granite State For '55 Tour

CONCORD, N. H., Jan. 1.—The Granite State Shows, inoperative since 1951, are planning to return to the road in 1955. William Muldoon will continue as owner with William Bouchea as secretary. The show function in Northeast territory for about six years before folding. Planned equipment will include 8 rides, including some reported in storage here, 5 shows and about 30 concessions. Dates will be sought in Rhode Island, Massachusetts, Vermont, New Hampshire and Maine.

Bouchea said the units will include a Merry-Go-Round, Ferris Wheel, Tilt-a-Whirl, Octopus, kiddie auto, kiddie plane and boat. A Side Show, Girl Show, Wild Life, Snake and Monkey show are in the plans. Most concessions will be office owned.

Besides Bouchea, who has been with the Blue Grass Shows as secretary and not man for the past several years, the staff will include Mike Backer, ride superintendent; Joe Mahan, lot man and electrician, and Mickey Jones, mechanic.

St. Louis Club Plays Santa To 674 Kids

ST. LOUIS, Jan. 1.—The International Showmen's Club, with the co-operation of the Missouri Show Women's Club, played host to some 674 underprivileged children at the annual Christmas Party here Friday (24).

Santa Claus passed out ice cream, pop and a large bag of gifts to each of the youngsters and a floorshow entertained them during the party. The show, produced by Minette Buchmann, was emceed

(Continued on page 45)

Louis Rosenthal, Mich. Showmen's Assn. Exec, Dies

DETROIT, Jan. 1.—Louis Rosenthal, 69, treasurer of the local Michigan Showmen's Association since its founding in 1929 and for 45 years operator of the L. Rosenthal Novelty & Carnival Supply Company of Detroit, died Wednesday (29) at his home here.

Services were held Friday (31) in C. L. Lovejoy Chapel and burial took place in the Michigan Showmen's Association plot in Forest Lawn Cemetery, Detroit. Surviving him are a brother and two sisters of South Orange, N. J.

Harris Inks Olney, Ill.

FINDLAY, O., Jan. 1.—Royal Midwest Shows has been awarded the contract for the Richland County Fair, Olney, Ill., General Manager Bill Harris announced here at the org's winter base. Event, which will be held August 1-5, will also have harness and running races, livestock shows, midget and stock car races, dance contests, giveaways, pony show, a queen contest and free acts. Harris repped the show, while Bob Byrne and Arol Preston, president and secretary respectively of the fair, signed for the annual.

Tassell Awarded Dade County Event

MIAMI, Jan. 1.—Contract for the Dade County Armory Fair & Festival, January 21-30, sponsored by Knights of Pythias to raise funds for construction of a junior stadium at 26th & Seventh Avenue, N. W., Miami, was awarded to Barney Tassell.

Actively identified with the promotion are Ted Williams and Jimmy Foxx, baseball illuminaries and Mayor Aronovitz of Miami.

PCSA Elects Warren; Five Seek Board Posts

LOS ANGELES, Jan. 1.—For the first time in its 32-year history, the Pacific Coast Showmen's Association here found itself functioning with a board of governors nominated by the regular committee but with a resolution asking for a ruling on five independent candidates for the directorate offered as the curtain was being rung down on the nominee filing. The regular ticket for president and other offices was elected without opposition at the Monday night (27) meeting.

Installed were Frank Warren Jr. as president; Eddie Harris, vice-president; Harry Phillips, treasurer; Joe Mead, secretary; Al Weber, Cemetery Board member for five years, and Moe Levine, Board of Trustees member for a similar term.

The 40 members nominated by the regular committee with Harry G. Seber as chairman and Edwin Tait, secretary, took office to function until the legality of the five independent members nominated to oppose the regular nominees is settled. The resolution posted for two weeks and answerable at the meeting January 10, seeks to change the bylaws to permit voting

TOUGH PROBLEM

Still Dates Remain Booking Headache

NEW YORK, Jan. 1.—Carnival manager's long ago gave up looking for profitable still date routes in their Christmas stockings. Portly agents for years have tried to play Santa Claus to their bosses in this respect but with little success. Anytime they reached into their briefcases and dragged out nifty, red-all-over contracts, the chances are they had to rub some of the sheen off by proffering mediocre ones before and after.

Last spring Frank Bergen, general manager of the World of Mirth Shows, seemed to have found a partial solution to the problem when he delayed the opening of his railroad unit for about a month until Decoration Day. The move, judged astute and envied by many at the time, could well result in the taking of a similar decisive step by other units this year.

That is, some might if they thought they could get away with it. But for most there is the un-

happy knowledge that a delayed opening could easily mean thin front and back ends. The operators who have to try to make a buck, in good weather or bad, are going to find some place to light. The smaller show owner who waits on his own convenience to try to regroup his regulars is likely to wind up with some really tough problems.

Others Could Follow

This knowledge has joggled many a show into opening earlier than management would have liked to in the past. The World of Mirth reportedly found all-around approval in making its late opening move. It is likely that other big shows with their solid fair

(Continued on page 45)

Tom Coleman Passes at 67 In Middletown

MIDDLETOWN, Conn., Jan. 1.—Tom Coleman, well-known retired Eastern show owner, died here Wednesday morning (29). The funeral was held from his home in adjacent Rock Falls Friday morning (31) with services at St. Francis' Church. Burial was in St. John's Cemetery, Middletown.

Coleman had been in poor health for several years and underwent surgery about two years ago. At the time of his death he had been confined to bed for about four weeks.

A native of Middletown, Coleman was associated with his brother Richard in the founding and operation of Coleman Bros. Shows in 1918. He continued as a partner for 27 years thru 1945

(Continued on page 45)

2 Xmas Party Dates OK for Continental

LOWELL, Mass., Jan. 1.—Two big indoor Christmas parties, one in New Hampshire and the other in Vermont, kept ride units of the Continental Shows busy over the holiday period. The dates, both sponsored by veteran's organizations, were promoted by Paul La Cross, general agent.

Activity is under way in winter quarters here under the direction of Roland Champagne, general manager. Some equipment is being remodeled and it is planned to add one major ride for a total show-owned complement of five major and two kiddie units.

La Cross and Champagne are planning a mid-April opening. Several fairs are reported signed and more will be sought at the various fair meetings in the Northeast.

Detroit Ladies Install Jan. 12

DETROIT, Jan. 1.—The Ladies' Auxiliary of the Michigan Showmen's Association will hold its 9th annual installation dinner on January 12 at the Park Avenue Hotel Penthouse, Dotty Miller, president, announced. Dinner will be served at 6:30 p.m.

Election of officers and board members will take place January 10.

Coleman Inks

Rochester, N. H., For 25th Yr.

MIDDLETOWN, Conn., Jan. 1.—Dick Coleman, owner-operator of Coleman Bros. Shows, this week announced that he had been awarded the midway contract by the Rochester (N. H.) Fair for the 25th consecutive year.

Coleman also predicted that the remainder of his fair route, confined to New England and New York, would be substantially the same as last year. He will attend fair association meetings in Worcester, Mass.; Portland, Me., and Albany, N. Y.

While at his home here for the Christmas holidays Coleman's brother, Tom, with whom he operated the shows for 27 years thru 1954, died. Dick and his wife will return to Florida to spend the remainder of the winter at the conclusion of the fair meetings which he will attend.

Denton Inks

Anderson, S. C.

ANDERSON, S. C., Jan. 1.—Ben Braunstein, general representative for Johnny Denton's Gold Medal Shows, announced this week that he had closed to furnish the midway attractions at the '55 edition of the Anderson Fair. J. Gay Sullivan, fair's president, signed for the annual. For many years the fair has been a railroad show stop.

Miami Tosses Gala Moore Testimonial

MIAMI, Jan. 1.—More than 200 persons turned out Tuesday (21) for the testimonial dinner honoring William B. Moore, outgoing president of the Miami Showmen's Association. Held at the Bonfire Restaurant, the affair featured a fine meal, acts, and many complimentary remarks for Moore, for his efforts.

Visitors came from many parts of the country, one of them being Elwood Hughes, former general manager of the Canadian National Exhibition, Toronto. Entertainment included Sam Bari, the Singing Shays, B. S. Pulley, and Belle Barth accompanied by Don Ostrow. Sammy Walsh was emcee.

Moore was presented with a set of Dresden china vases, and the Bonfire management gave him a set of cuff links.

Guests Named

At the head table were Hughes, Ben Weiss, new third vice-president; past president Bob Parker, new president Sam Prell, Phil Isser, past president of the National Showmen's Association; new first vice-president Oscar Buck; new second vice-president Ross

Manning; past president Bill Cowan, who was toastmaster; secretary Cliff Wilson; Pres. Emeritus Dave Endy; Sam Solomon, past president of the Showmen's League of America; John Galligan, past president of the International Showmen's Association, and William C. Bryant, chaplain.

Among those attending were the following: John Lash, Charles Rafal, W. J. Sullivan, Lou Meyers, Marry Foreman, Louis Dell, John Vivona, Phil Vivona, Lenny Lampell, Tobey Turbin, Pete Norman, Joe Gambino, Ben Class, Ed Horwitz, Carl Hanson, Les Prime, Pud Hartman, Stretch Rice, P. J. Finerty, Joe Green, Claude Sechrest, Kenny Slaughter, Hom Zolum, Newell Taylor, Danny Murphy, Danny Dell, Dave Rockford, R. C. McCarter, Lyman Truesdale, W. C. Bryant, Mac Prell, John Hoffman, Snoozy Goldberg, Con Weiss, Jimmy Connors, Lew Lange, Joe Strauss, Maurice Krasnow, Cliff Mullins, Harry Schreiber, Sydney Daniels, Rhody Ridings, Julius Wagner, Sam Palitz, George Hudak, Charles Wright, Tommy Car-

(Continued on page 45)

Tex and Audrey Fetta, of Burkhardt Shows, are wintering on St. Simons Island, Ga., where Tex is getting his share of the denizens of the deep and Audrey is working in a restaurant operated by former concessionaires George and Iris Drake. . . . Theodore Meadows writes that Tennessee Valley Amusement Shows will move into its Turner Corners Muscle Shoals, Ala., winter quarters soon and will open for refurbishing on January 1.

Tony Bank, formerly with Brasch Bros. and Skerbeck Amusement Company, will be out with a five-ride unit in 1955. Equipment he'll carry includes a Merry-Go-Round, Ferris Wheel, Chairplane, Auto and Train rides, Funhouse and popcorn wagon. Bank will operate under church and firemen auspices in Wisconsin and Illinois. He and his son, Gary, will be in Tampa after the holidays. . . . Thomas Altenburg, younger brother of R. Neil Altenburg, is attending University of Wisconsin on a scholarship. He handles the front and livestock on Altenburg's No. 1 unit. During the holidays he'll go from his home in Milwaukee to Chicago to purchase new equipment and will then fly to Escanaba, Mich., for a general meeting on 1955 bookings. The Altenburg units will tour Wisconsin, Illinois, Minnesota and Michigan in 1955.

Lillian Russell and Carl Redline will motor with Amber West and Ted Kita to Miami to join Cleo Renee and Red Tanner for a trip to New Orleans and Houston. . . . Mr. and Mrs. Jimmie Bush, general agents for Johnny's United Shows, while on a booking trip in Southern Indiana, visited Sherm and Ernie Lee Bunch, concessionaires with the show. . . . Mr. and Mrs. Robert Venner, bingo operators with the James H. Drew Shows last season, visited Harvey D. Drew at his Universal Motor Company, Avon Park, Fla., recently. Venner is recuperating from injuries received in an auto-truck accident.

Prof. Willie J. Bernard, Hancock, N. H., spent the holidays with his wife and relatives in Bellows Falls, Vt., and then headed for Florida for the winter. . . . Rita Raye and Gilda Starr, annex attractions, spent the holidays in Bermuda. En route from their home in Blue Ridge, Va., the couple stopped in New York long enough to take in Steve Allen's TV show. Upon return home Miss Starr will take a business course in Nashville, and Miss Raye will visit friends in

MIDWAY CONFAB

Washington. . . . Madge and Clarence Thames, after leaving Mexico, motored to Tampa. The Thameses have built a new front for their show and are ready for their first fair at Winterhaven, Fla., January 15. Personnel with them includes Sheri Lane, Linda Donohue and Diana Cook. They visited Mr. and Mrs. Eddy Young in Tarpan Springs, Fla., recently.

Joe and Nell Palmer, after closing their Crystal Beach, Ont., stores, visited New York; Virginia Beach, Va., and Niagara Falls and are now in Miami. The Palmers will remain in Miami and will make Pasco County Fair, Orlando, with the Royal Exposition Shows.

Ethel Shapiro and Sam (Skeets) Stillman were wed on December 12, it has been learned in New York. The new Mrs. Stillman is a former Palisades (N. J.) Amusement Park worker for Fletch Cramer, and her husband is a concessionaire at the Steel Pier, Atlantic City.

Jack Perry stopped briefly in New York en route from the Deep South to Rochester, N. Y., to spend the holidays with family and friends.

The Vivonas report signing J. B. Graham's (Marie Ledoux) Side Show for 1955 on the Amusements of America midway. John Vivona, Mike (Cookhouse) Roman and Harry E. Wilson visited in Florida with Charles Lenz where they made the rounds and took a two-day fishing trip on Lenz' yacht, Sal-Al III, under guidance of Andy, the yacht captain. Ed Smith took them on a miniature train ride of Lenz's 483-acre property on Mullet Key. Dom and Phil Vivona visited John Vivona in Miami and planned to take in one of the bowl games in Florida. Business manager Danny Dell is having his concessions repainted, and Lou Dell and wife are vacationing in Miami. Marie Vivona says the big event is expected the third week in April.

Claude Bentley, Side Show manager on 20th Century Shows, has been released from Duval Medical Center, Jacksonville, Fla., where he has been recuperating from a badly smashed right leg, sustained November 15 when hit by a motorcycle. Bentley is staying at the new home of Rocci and Jean Marrolletti, glass pitch operators who will tour with 20th Century during the 1955 season. Friends may write him c/o Route 7, Box 212, Jacksonville. . . . Seen in Jacksonville recently were Mr. and Mrs. R. W. McRea and Pearl Strumdahl, Toledo.

Show Folks Adopt New Basic Rules

SAN FRANCISCO, Jan. 1.—The Show Folks of America at its Monday (27) meeting adopted a new platform designed to improve the operation of the organization. The new operating procedure was the result of a study made by a special committee headed up by Bobby Cohn.

Adopted from the special study were the following changes:

1. Membership hereinafter will be limited to outdoor showmen only and their associates (those they do business with, vendors, etc.) not exceeding the age of 60 years.

2. The bylaws will be re-written by Attorney Albert Roche and Bobby Cohn. The changes will be presented to the board of directors for their study.

3. The regular meeting night will be changed to Friday instead of Monday to take effect January 14, 1955, following the installation of officers to be held January 10.

A total of 150 turned out for the club's Christmas dinner Sunday (26). Food was prepared by Tony Zuleski, assisted by John Provenzale, Joe Ryan, Jean Boehm, Ann Coles, Billie Hodges and Charlotte Porter.

Lance Stipe and wife, Mary, are wintering in Baytown, Tex. Stipe plans on adding a major ride to his show, and will hit the road with 5 major rides, 3 kiddie rides and 2 shows. Stipe's son, William, will do the booking.

James G. Moore, veteran ride foreman, is in Emanuel County Hospital, Swainsboro, Ga., under treatment for a broken hip, leg and shoulder sustained in a truck accident. He would like to hear from friends.

Joseph E. Karr, former operator of the Wonder City Shows, who has been in Veterans Hospital, Springfield, Mo., for the last four months due to an asthmatic heart condition, was discharged December 15 and is now at his home at 529 Telegraph Road, Prichard, Ala. . . . Bert Donaldson, street decorator and former concessionaire, writes from Montgomery, Ala., that he is building floats for Governor-Elect Folsom's January 19 inauguration. He already has contracted for 15 of the estimated 60 that will be in the inaugural parade.

Walter B. Fox writes from Mobile, Ala., that despite a long siege with the flu, he was almost able to equal the record he established in 1953 for the sale of Christmas signs and toys. Recent visitors at his apartment included Johnny Adams, Gene and Martha Massengale, Mike Dessen, Frank W. Peppers and L. D. Dollar. Peppers recently opened new quarters for his Alabama Amusement Company on old Highway 90.

Clifford Davis, co-owner and business manager of Dixie Amusements, was a recent St. Louis visitor where he huddled with Eugene Franklin, of the Downey Supply Company, and Roger Wohlberg, of the insurance firm of Walkup & Wohlberg. . . . Theodore Meadows, owner of Tennessee Valley Amusement Shows, gifted his wife with a new Nash Ambassador for Christmas.

George (Fox) Storti of the Wilcox Shows and Frenchy LaCroix have been busy repairing Storti's house trailer which was damaged to the tune of \$400 on his trip south. Dick Wilcox, owner of the show, has built a new candy floss joint to replace the one that was damaged by fire. . . . Don Watson, operator of beano, is driving a bus this winter. . . . Miami visitors included Cliff and Sally Mullins of Mullins Pine Tree Shows; Eddie Knowles, Sam Edstein, Mr. and Mrs. Frank Bocci, Tiny Linack, Mr. and Mrs. Charles Ginsburg, Louis Ginsburg and Mike Michaels.

Bill Powell, globetrotter extraordinary, left Tuesday (28) on his annual European jaunt. In New York Bill reported that he will visit the British Isles and all of the European countries on this side of the Iron Curtain before returning next summer to rejoin the World of Mirth Shows, with which he has tramped for many years. In Copenhagen he will visit Ted Wolfram, an old friend and The Billboard correspondent in that area.

New members of the Miami Showmen's Association are Jack Murray, Edward H. Johnson, Merton W. Aduchefsky, Joseph D'Alessandro, George F. Kilpatrick, George J. Nichols, Milton E. Rosen and James R. Skouden. New arrivals in Miami recently have been Cash Wiltse, Eddie Davis, Sol Rosenfeld, Joe Sarama, Phil Isser, Morris Brown, Carl Wilson, Harry J. Kahn, Phil Vivona, Mark Reilly, Pat Pesanello, Dick Colangelo, Walter W. O'Connor, Louis Leonard, Frank Caravella, Sam Borden, Charles Anderson, Jack Essner, and Joseph Bellinger.

Mr. and Mrs. Nick Thomas recently held a christening party for their son, Brad Nicholas, with 50 people in attendance. John Campi and Mrs. Leona Plas were godparents.

Mr. and Mrs. Arthur E. Campfield motored to Florida after

Christmas. They will remain there for several weeks before returning to New York and their canvas business.

Bill Bradley infos that he is managing a pool room and sandwich shop in Clinton, Ky. . . . Joe Lehr, spot worker, suffered a heart attack recently and is confined to Jefferson Hospital, Philadelphia. He would appreciate hearing from friends. . . . John La Marr, former medical director of the Johnny J. Jones Exposition, is a patient at Decatur and Macon County Hospital, Decatur, Ill. . . . Dolly and Art Frazier and Marjorie and Ralph Lockett are skedded to sail from New Orleans January 17 aboard the S.S. Trade Winds for a two-week cruise to Central America. . . . Ban Eddington has returned to his home at Richmond, Va., following a visit to the Ted Dion Shows at Chataignier, La.

Charles Magid, concession manager of the Gold Medal Shows the past season, has been at his mother's home in Winnipeg since the Chicago outdoor convention. . . . W. A. Hallock, general agent, now handling path-finding duties for Blue Grass Shows in Florida. . . . Mrs. Frances Lauther, of Happyland Shows, has returned to her home at Millers Tavern, Va., following a successful operation at St. Elizabeth Hospital, Richmond, Va.

Bobbie and Speck Holbrook spent the holidays in Dallas visiting relatives and then left for the Rio Grande Valley for a vacation.

ALL TYPES OF WHEELS

Mdso. Big Sixes Double Wheels Laydowns Ask for 1954 Catalogue Operated by Joseph Mandel

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Now Contracting for the 1955 Season RIDES—SHOWS AND CONCESSIONS

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GLASS HOUSE WANTED

We have building and good location. Will lease on percentage. Write PLAYLAND 1671 Lincoln Way East South Bend, Ind.

WANTED PARTNER

Active or silent. Small investment—25%. Nationally known show. Write B. DYER 620 N. State St., Chicago, Ill., Room 420, or call Superior 7-6660, Extension 420.

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ONE FROZEN CUSTARD OUTFIT COMPLETE, READY TO OPERATE; Freezer Machine (THE BEST); Ford Truck, opens all around. Can be booked on show for summer season. \$2,000. Terms if I know you. Can be seen now. BOB McCLURE Smitty's Trailer Sales 4200 N.E. 2nd Ave. Miami, Fla.



EVANS' HIGH STRIKER

A consistent money maker! Center of attraction at Amusement Parks, Fair Grounds, Picnics, Carnivals. Built to make and take plenty of action. Quality built throughout and substantially constructed for many years of profitable operation. 28 ft. standard in 3 sections for easy handling. Includes maul, tool-steel nickel-plated chaser, 2x4 braces.

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AMERICA'S LARGEST MOTORIZED SHOW
WANT FOR THE BEST ROUTE OF FAIRS IN THE MIDDLE WEST

WANT—Will buy or book Motordrome. Want to hear from three or four Midgets. Will book Animal Show or any Grind Shows of merit. Want to book any Major Ride not conflicting, such as Dark Ride or Scrambler. WANT Hanky Panks of all kinds. WANT Foremen for Twin Wheels, Tilt, Fly-O-Plane, Octopus, Rolloplane, Caterpillar and Scooter. WANT Scenic Painter. Harry Crimmins, please contact me. WANT Workmen in all departments, Canvasmen for three Shows. WANT Man who can build Scooter House. Lou Barber, get in touch with me. WANT capable Lot Men. All replies to

Wm. T. Collins
801 E. 78TH STREET MINNEAPOLIS, MINNESOTA
P.S.: Want to buy Calliope. For Sale—500 Model T Axle Stakes.

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CONCESSION, BINGO TENTS, RIDE TOPS
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ANYTHING IN CANVAS
Manufacturing Show Canvas for Over Fifty Years.
Underwriters' Approved Flame Resistant Materials Available.
FIVE DAYS' SHIPMENT ON MOST SIZES

ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA

S. W. WARWICK SHOWS
NOW BOOKING SHOWS AND CONCESSIONS FOR 1955
FAIR AND CELEBRATION COMMITTEES
Have a few open dates in July and August. See me at the Minnesota Convention, Jan. 10, 11, 12, or write
RT. 4, BOX 61, HOT SPRINGS, ARK.

ATTENTION, PLEASE, BROTHER SHOWMEN

My name is Bob Hendy. I am in jail in Monroe, La. The charge is grand larceny. I am innocent of this charge. Need your help for lawyer's fees and to fight the case. I am facing ten years, and that is a pretty long time for something I did not do. Your help in any way, no matter how small, will be most gratefully appreciated and acknowledged. Please send all mail to my wife,
ROXIE LEE HENDY

GENERAL DELIVERY MONROE, LOUISIANA

EXCLUSIVE CONCESSIONS OPEN
Glass Pitch, Custard or Ice Cream, Age and Weight, Long Range Gallery, Derby and Foot Longs, Root Beer.

SUNSET AMUSEMENT CO.
P. O. BOX 468 DANVILLE, ILLINOIS

CLUB ACTIVITIES

Show Folks of America

145 Turk St., San Francisco
SAN FRANCISCO, Jan. 1.—The regular meeting was called to order Monday (20) by President Charlotte Porter.

President Porter reported on her attendance to the Pacific Coast Showmen's Association banquet and ball held at the Biltmore Hotel in Los Angeles.

Preparations for our own annual Christmas Dinner Party, to be held in the clubrooms tomorrow (26), was discussed. Much of the food is already purchased and as last year, after performing a splendid job, Tony Zuleski is chairman and John Provenzale, co-chairman.

Installation of officers is also being planned with the date tentatively set at January 10.

Mike Krekos, chairman of banquet and ball held here at the Surf Club on December 5, gave a brief report which at this date held it as a highly successful as well as enjoyable affair.

Oscar Mattley has returned home after a brief visit to the hospital. Also Margaret Farmer is reported in a bay area hospital.

Arizona Showmen's Association

216 West Washington, Phoenix

PHOENIX, Ariz., Jan. 1.—President W. R. Siebrand opened the Monday (27) meeting with all officers present and 45 members attending. Mrs. Lucille Zarlengo made her report on the banquet and ball. The event was a social and financial success and Mrs. Zarlengo and her committee were given a standing vote of thanks.

Jim Barber, old-time showman from the Northwest, was elected to membership. Marguerite Stone was appointed to arrange all the details for the memorial services to be held at Greenwood Memorial Park, Sunday, January 9. A buffet

lunch was served by James Rittenhouse and the pot of gold was won by Earl Salter.

Miami Tosses

Continued from page 43

son, Dutch Whiteside, Harry Sobol, Mike Koski, A. H. Bornkessel, Harry Modele, Joe C. Harris, Eddie Crowell, Harry Nelson.

Jack Gallagher, Steve Monticello, Frank Kurin, Charles Thomson, John Daniels, Joe Daniels, Fred Conti, John Gallagan, Peter Glynn, Varney Tassell, Marty Weiss, Bill Page, Mark Graham, Abe Zuckerman, Mickey Karr, Joe Galvin, Harry Kahn, Bobby Cloth, John Keeler, L. I. Thomas, Ralph Rossman, Bates Hudson, Sam Generallo, Johnny Miller, Al Beck, Ernie Dellabate, Jack Levitt, Barney Shapiro, Orey Janssen, Amos Saltus, Ruby Kline, Sam Prell, Lou Handel, Jack Ressel, Bill Hornfeld, Ep Glosser, Lou Weinstein, Leonard Gould, Harry Tilner, Albert Cherner, Harry Patterson, Herman Weiner, Sam Solomon, Al Rossman, Lou Leonard, Murray Goldberg, Jack Rose, Sammy Walsh, Al Weinberg, Joe Marchiano Sr., Joe Marchiano Jr., Raymond Camara, William Tara, Lou Kramer, Harry Byus, Whitey Pelley, George Hartley.

Frank McMillan, Frank Hahn, Harry Katz, Max (Jack) Levine, Issie Beck, Syd Goodwalt, Frank Vogt, Ben Weiss, Jackie Weiss, Col. Bob Morton, Spotsie Motola, Harold Goldberg, Sylvester Rich, George Braiford, Joe Basile, Harry Bouck, Dutch Holtzman, Orville Carmichael, Paul Prell, Homer Kimbill, Al Baysinger, Eddie Walter, Buster Westbrook, Max Goodman, Joe Goodman, Joe Cennema, Joe Sprowl, Nate Farber, Morris Bedlin, Sam Malamson, Louis Natanson, Capt. Raymond W. Tanner, Harry Matissoff, Al Tedlow, Doc Fisher, Chuck Glasson, Dick Burns, Irving Shapiro, Ben Levine, Pete Arnold, Nate Cutler, Lou Alfassa, Abe Alfassa, Paul Galbut, Bill Norton, John Kelly, Nelson Wilkens, Morris Brown, Phil Isser.

Tough Problem

Continued from page 43

routes would likewise suffer no serious loss in key personnel or attractions in making a similar move. Just how serious the problem of finding profitable still dates has become is reflected in the report that Prell's Broadway Shows will abandon entirely the usual procedure this coming season. Prell, it is said, will limit activity during the usual still date season to the presentation of rides along with a special circus attraction with the whole unit designed for sponsored dates with advance ticket sales. It would regroup for its usual fair route.

Prell has long operated successfully with routes that often have been among the lengthiest in the nation. Any radical change in policy now, such as the rumored switch in presentation format, would indeed be notable.

Regulating Factors

Even the consideration of a later opening by some shows would be out of the question because of regulating factors. For instance, the James E. Strates Shows, if it wants to insure its priority of first-in at Washington, must necessarily open early. Other units could not give up playing time and still be where they must at a given time without excessively long and costly moves. Despite all the talk the chances are that the booking pattern will remain as before, with most shows primarily interested in beating the opposition in to towns even when both sides acknowledge that at best the prospects add up to a blank.

PCSA Elects

Continued from page 43

names could be added. The question of prime importance was whether the independent ticket had to be posted and what was the actual deadline by the clock.

The ticket was accepted with a ruling to be made by William Sherwin, the club's attorney.

Doolan explained that with 40 nominees for the board of governors submitted by the committee headed by Harry C. Seber as chairman and Edwin Tait as secretary, the additional five would be added. As the Australian ballot is used, the 40 members getting the highest will serve on the board.

List Regulars

The regular board nominees are: Art Anderson, C. H. Allton, John T. Backman, Sam Brown, M. M. Buckley, Frank W. Babcock, Al Cohn, Sam Dolman, Dan Dix, Bob Downie, Joe Dauer, M. H. Ellison, Dan Ferguson, Matt Herman, Max Hillman, Arthur Hockwald, Rudy Jacobi, Max Kaplan, Frank Kirsch, George Lauerman, Matthew Lantz, Fred Mortensen, Bob Matthews, Harry Merkel, C. E. Moore, Harry Myers, James Smith, John Snobar, Jack Shaffer, Harry Suker, Joe Steinberg, Norman Schue, Edwin Tait, Art Thompson, Elmer Velare, Eddie Roth, Alex Freedman, and Louis Manly.

To make the independent ticket legal, signatures of 25 members in good standing was necessary. Signing the petition to put up the five against five designated nominees were: Ben Beno, Abe Grant, N. R. Robinson, Jack Shaffer, Sam Dolman, John Cardwell, Samuel Harbey, Art Andersen, Sam Shaphran, David Kenn, W. E. Westover, Andy Carson, John Grissapill, James D. Smith, Thomas MacDow, Harry Merkel, Harry Shreve, E. McCarthy, C. E. Moore, Jack Temkin, Harry Lewis, Abe Goldstein, James C. Wolff, J. C. O'Kelly and F. D. Merrow.

Tom Coleman

Continued from page 43

when he sold out his interests to his brother and retired.

Continuing Interest

Altho officially off the road, hardly a week went by that he didn't visit the show either for a few hours or overnight. He was limited in his driving this past season but despite this handicap managed to visit the shows on a number of occasions. Thruout his active and inactive years it is believed he never missed attending the fairs at Altamont and Schaghticoke, N. Y.; Rochester, N. H., and Greenfield, Mass.

Survivors besides his brother includes his widow, Nellie; a son, Richard, and a daughter, Mrs. Frank (Catherine) Nevilles.

St. Louis Club

Continued from page 43

by Mort S. Silver. Acts included Nancy Bland and Harry Gibson, taps; Janice Catlow, toe dance; Bette Ray, tap; Lois Simon, songs and dance; Kay Catlow, Mexican hat dance; Jane Simon, tight rope; Nancy Catlow, acro; Judy Murray and Micheal Gregorian, tap duet, and several production numbers by the entire cast.

BILL HAMES SHOWS

WANT WANT

FOR FORT WORTH STOCK SHOW, Opening January 28; HOUSTON STOCK SHOW, Opening February 2; followed by AUSTIN STOCK SHOW.

Can place Ride Help on all Rides. Also want Shows that do not conflict. Especially want Side Show. Can place legitimate Concessions of all kinds for these dates.

Address P. O. BOX 1377, FORT WORTH, TEX.

PHONE: Days—Northcliff 5512; Nights—Valley 6649.

DICK BEST WANTS FOR ROYAL AMERICAN SHOWS

SIDE SHOW PEOPLE OF ALL KINDS.

NOVELTY ACTS, SWORD SWALLOWER, BALLY GIRLS, FREAKS, TALKERS AND ANY WORTHWHILE ACT.

JOHNNY AND SILVIA JACKSON, YOUR MAIL RETURNED, GET IN TOUCH.

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SARASOTA, FLORIDA

WANT

FOR DADE COUNTY FESTIVAL & FAIR

Starting Jan. 21. 2 Fridays—2 Saturdays and 2 Sundays, at Dade County Armory Grounds, N. W. 27th and 7th Ave., Miami, Fla.

Major Rides and Kiddie Rides not conflicting. Shows of merit (NO GIRL SHOWS). CONCESSIONS OF ALL KINDS. (No GRIFT or PERCENTAGE.) First time in the history of Dade County Armory Grounds—no gate admission. The biggest date on the East Coast. Wire or write

BARNEY TASSELL SHOWS

N.W. 103rd St. & 7th Ave., or 115 N.E. 71st St., Miami, Fla.

P.S.: This show works right on thru now until first week of December, 1955.

RIDE MEN WANTED

Foreman for Eli Wheel, Foreman for new Allan Herschell two-abreast Merry-Co-Round, Foreman to handle Swings and two Kid Rides, Second Men and useful Help on all Rides. Top salary, good treatment, short jumps. Truck and Semi Drivers given preference. Drunks, chasers, agitators, don't reply, you won't last. Shows opens early in April. Winter quarters open March 1st. Tim Ayliffe wants Agents for ten office concessions.

LEE BECHT AMUSEMENTS

P. O. BOX 92 MT. HEALTHY 31, OHIO
P.S.: The following Men get in touch at once: Joe Bielek, Robert Cromer, Chas Ducan, Gene Moore, Robert S. Smith.

WANTED FOR MOBILE MARDI GRAS

OPENS FEB. 2 AND ENDS FEB. 22.

Will leave Mobile after Mardi Gras and never close until November. Will book Apples, Pop Corn, Floss, Snow, Age, Weight, Coke Bottles, Cork Gallery, Short Range, Set Spindle, Water Games, Center Concessions of all kinds, Six-Cats, Buckets, Swinger, No Flats or Mitt Camps. Want now, in winterquarters, experienced Concession Builder. Must know your business. All season's work. Must drive semi and stay sober. Ride Help, be in winterquarters Jan. 20. FOR SALE: 14x24 China Pitch with enough stock for Mardi Gras. Price, just inventory. Will book exclusively at Mardi Gras. Will pay for itself and make money at this spot. Winter-quarters now open on Old Highway 90, 2 miles west of Mobile city limits. Plenty of parking space, water and lights. Address all mail to Theodore, Ala. Wire Western Union, Mobile, Ala. Phone: Mobile 69364. Have two lots, space limited. Send deposit for space.

PAGE BROTHERS' SHOWS

W. E. (SHOTGUN) PAGE, OWNER—CHARLES GRIGGS, MGR.

WANT

For Hernando Co. Fair, Brooksville, Fla., Jan. 11-14, followed by Charlotte Co. Fair at Punta Gorda, Fla. CONCESSIONS working for stock and prize-every-time, Long and Short Range, Water Concessions, Ball Games, Novelties and Pitches. SHOWS: Any worth-while Grind Shows. No Girls at Brooksville. Have plenty of Help.

C. A. STEPHENS SHOWS

CLERMONT, FLA., THIS WEEK.
For Sale: Bingo, 2 DC Power Units and some Ride Motors.

GLADES AMUSEMENT CO.

WANTS FOR DE SOTO COUNTY FAIR & LIVE STOCK EXPO.

Arcadia, Fla., Jan. 10-15, and all spring fairs to follow.

Can use one more Major Ride; Rolloplane or Tilt. SHOWS: Big Snake, Fun House or Illusion. CONCESSIONS of all kinds that work for stock. Contact JERRY SADDLEMIRE, La Belle, Fla., Orange 52131, or JOHN KEELER, Miami 642867. P.S.: Ed Everschor wants Agents for Hanky Panks.

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES



Wanted for Sarasota County Fair, Sarasota, Fla., week Jan. 17, followed by 10 Weeks Bona Fide Florida Fairs

CONCESSIONS: Can place legitimate Merchandise and Hanky Pank Games of all kinds. Also Wonder Bar, Popcorn, Floss, Foot Longs and Catering Concessions of every nature. SHOWS: Want Motordrome or any good Grind or Bally Show with own outfits and transportation. RIDES: Will book Dark Ride.

THE GREAT LESTER, PLEASE WIRE.

All Ride Help who closed with show last season contact. All people who wrote inquiries to our Owensboro, Ky., address and did not receive reply please contact again.

ADDRESS ALL INQUIRIES TO
M. G. STOKES, Sec.
CARE MUNICIPAL TRAILER PARK, TAMPA, FLORIDA (No Phone Calls, Please)

FOR SALE
1 DODGEM BUILDING
In good shape. Can be used for Dodgem or Scooter Cars. Cost \$15,000.00, will sell cheap.

1 OCTOPUS
1 CATERPILLAR (18 Car)
2 KIDDIE RIDES (Factory Buill)
13 RAILROAD FLAT CARS
1 STOCK CAR. All Cars are 70 Ft. Long, All Steel, First-Class Condition.

Also Show W., Tractors and Loading Equipment.

1 WURLITZER #165 PIPE ORGAN in A-1 Condition. Will Sell Cheap. Gene Hames Has Several Concessions For Sale

BILL HAMES SHOWS
P. O. Box 1377 Ft. Worth, Tex.
Phone: Days—Northcliff 5512
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WANT FOR 1955 SEASON
All Concessions are open now: including Popcorn, Candy, Jewelry, Spindle, Fish Pond, Photo, Duck, Ball Games, Pitch, Coke. All people who talked to me about booking this coming year, contact. Can book a few Rides and Shows. Have ten Rides on this unit. Will open in Ark.-Mo. line in April.

BURKHART SHOWS & AMUSEMENTS
Piano, Ill.

HUBERT'S MUSEUM
228 W. 42nd St. New York, N. Y.
Open all year round
Want Freaks and Novelty Acts. State salary and all particulars in first letter.

FOR SALE
Tilt-a-Whirl. No Junk. Come look it over.

Want good Repair Man on Rides.
MOUND CITY SHOWS
1417 Grattan Ave. St. Louis 4, Mo.

WANTED—PHONEMEN—WANTED
Wanted—Crew Managers, Phonemen for ads, banners, tickets for police deal, Bloomington, Ind. Eleven towns set to go. Want Ticket Men for Owensboro, Ky.; Ad and Banner Men for South Bend. Contact Johnny Higgins, Turner Hotel, Bloomington, Ind. Pat Johnson, Owensboro, Ky. Tel: 3-0687. George Evans, LaSalle Hotel, South Bend. Owensboro: Tom Ryan, Robert Walker, Junior King, Ed Hood, Doc Murphy, answer here. Bloomington: George Shaw, Tony Red Curran, come on. South Bend: Jim Mack, Bill Kelly, Jack Polk, Buzz Colvin, answer. Shrine date, Huntsville, Ala., opens week of January 16; contact Jack Wade, Shrine Temple. If you drink don't bother. You pay yours, we'll pay ours.

ROBERT L. (BOB) WALKER, INC.

WANTED
Side Show People and Side Show Talker. Contact
CLAUDE BENTLEY, Side Show Mgr.
Rt. 7, Box 212 Jacksonville, Fla.

70th Birthday Show Put on For Hagenbeck

BONN, Germany, Jan. 1.—Performers and staff of the Hagenbeck Circus honored Willy Hagenbeck on his 70th birthday when the show played Bonn recently.

The head of the Hagenbeck circus clan was received by the President of the West German Republic, at which time Hagenbeck turned over the proceeds of the birthday shows for charitable purposes. Hagenbeck received many presents, including a cheetah, camel and calf zebu.

It was the show's first visit to Bonn, capital of the West German Republic, in 30 years. Hagenbeck's other gifts included honorary membership in the International Association of Circus Directors.

UNDER THE MARQUEE

Billie Burke, clown, does not wish to be confused with the William Burke involved in the murder of Al Wagner. The former played the Tom Packs New Orleans Shrine date and has returned to the Gil Gray Circus for his fourth season as scenic artist.

Clown Rube Curtis worked the recent holiday period in Toyland of Sears Roebuck & Company, Salina, Kan., his third year at the store.

Bozo Kelly (Lew Rich), former troupier in Clown Alley with various circuses, who is now living in Bridgeport, Conn., made a doll replica of himself, complete with costume and makeup and sent it to President Eisenhower to be presented to his grandson in time for Christmas. This week Kelly re-

ceived a note signed by the President, thanking him for his thoughtfulness and assuring him that he would give it to his grandson.

Costine's Chimps, who played the Christmas season in the Dayton, O., area for the Carl Taylor office of that city, have several more dates in the territory for Taylor taking them thru early January. On January 22, the Costine turn plays Kansas City, Mo., and then hops to Kokomo, Ind., for January 28. On February 19, the act joins the Polack Eastern Unit at White Plains, N. Y., for the season. Featuring three chimps, Cindy, Bally and Inca, the turn is owned by Arnold and Caroline Costine, with the latter working the act.

Lou Nelson, now with the Cleveland Riding Club in Ohio, advises that the club will have a show January 30 using professional acts. Mills and Diano stock may appear. . . . Frank H. Thompson, Aurora, Ill., reports that M. C. (Pat) Bacon, one-time adjuster for Gollmar Bros. and later manager of fairs at Spencer and Davenport, Ia., and Aurora, is ill there.

John (Chuckles) Facer has been clowning at toylands and theaters recently. He writes from Fairfield, Ia., that he will be with King Bros. in 1955 and that he was with Beatty part of 1954. . . . George Valentine reports from Bloomington, Ill., that the Valentino Sisters and Cherie are playing club dates in Illinois. They make an Optimist Club date in Columbus, O., January 3-5, and go from there to the Detroit (Mich.) Yacht Club. . . . Carcass of a tapir was found recently in the Sabine River bottom near Gladewater, Tex., reports John Biles, Gladewater CFA.

Allen's Bears will make "Super Circus" in Chicago on January 9, after which they re-open with Clyde Bros.' Circus, reports Charlie and Beverly Allen. . . . Mabel Stark is getting along well with the Nippon Zoo, Japanese show out of Tokyo, reports Frank S. Metzger, who is in Japan with the Navy.

Jake Posey, retired long-string driver and boss hostler, was planning to be with Mrs. Alice Wills and her family at the Pacific Coast Showmen's Association Christmas dinner, reports James W. Young.

Jack LaPearl, having completed his holiday clowning at an Oklahoma City store, stopped off in Chicago this week to visit CFA Sam Johnson. LaPearl is headed for Indiana where he will visit several other fans before opening with Clyde Bros.

Clyde to Open At Indianapolis

INDIANAPOLIS, Jan. 1.—Clyde Bros.' Circus opens the second phase of its winter season here January 14.

Zoo Has Animals Of Alvarado Show

FORT WAYNE, Ind., Jan. 1.—Animals from the Alvarado Wonder Circus, which closed early in December after a brief revival, have been quartered in the Fort Wayne zoo temporarily.

The show toured briefly in Indiana last spring and worked again December 4-6. Equipment was stored at a farm near Churubusco, Ind., and two cages carrying a lion and two bears were brought here. The farm owner and zoo manager requested that the equipment and animals be moved soon.

King Seeking European Acts, British Ballet

MACON, Ga., Jan. 1.—Geoffrey Taylor is importing English ballet girls and scouting foreign acts for King Bros.' Circus this winter. The show also announced here this week that Taylor would produce three specs being planned for King's 1955 edition.

Taylor, with Mills Bros.' Circus for the past couple of years, formerly was with European circuses. Now in London, he conferred in Macon a week ago with King show owners Arnold Maley and Floyd King.

Increasing difficulty in obtaining so-called family acts in the United States has led the King show to look elsewhere for them, the owners said. With about two-thirds of the 1955 program already booked, they said that the final third may be made up of European importations.

Taylor will see British circuses during the holiday season. He also will visit shows in France, Germany, Denmark and Sweden in the next several weeks. Twelve English girls will be booked. Taylor and talent he signs will come to this country early in March.

Fifty employees in quarters here were served a turkey dinner Christmas Day by Napoleon Reed, King cookhouse superintendent for 25 years.

CFA President Attends World Fans' Meeting

CHICAGO, Jan. 1.—Dick Wareing, president of the Circus Fans' Association, this week was flying from his California home to Paris and on to London where he will attend the Friends of Circuses International Association meeting.

He will represent the CFA of America at that session from which may come a permanent world-wide organization of circus fans. The sessions will be January 14-16.

The meeting has been getting considerable attention in European circus circles and is expected to include representatives from the Circus Fans' Association of Great Britain, the Circus Club of France, the Dutch Club of Circus Friends and Italy's Friends of the Circus. Several other circus fan groups in England plus representatives from other countries also are expected.

Idea for the meeting and organization stems from a talk given before the British CFA by Karl K. Knecht, U. S. CFA, in 1951.

For Wareing, the trip also is a homecoming since he spent his boyhood in England. He plans to see British and French circuses during the journey.

Trainer Slashed By Lion During Show in England

LONDON, Jan. 1.—Animal trainer Charles Illeneb was slashed by a lion on December 4 during a performance of the Billy Smart Circus at Oldham. Illeneb had formed a seven-lion pyramid when the top animal, a six-year-old Abyssinian lion, leaped and knocked him down, slashing him on the face, neck and right arm.

Illeneb kept the lions under control and got them thru the chute and into their cages before collapsing. He was rushed to the hospital for first aid treatment and released.

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4—PHONEMEN—4

Phone room opens Wednesday, Jan. 5th. Banner Men for Banners in big top, 16 elephants in street parade. Augusta Jr. C of C Sponsor of KING BROS.' CIRCUS. Also U.P.C.'s, Exhibit Space. STEADY work all year to November. Collections made same day sold, PAY DAILY. E. Michel, Sam and Mrs. Buzzard, Jim Kelly, Edna Duncan, Jack Hamilton, come in. Wire, phone, no collect. EARL WILLIAMS, Manager. Phone 2-0473, Shirley Apt. Hotel, 1001 Greene St., Augusta, Ga.

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Drivin' 'Round the Drive-Ins

INDEPENDENT Exhibitors Inc., and the Drive-In Theater Association met in Boston Tuesday (7) in their annual convention in the Hotel Bradford. The occasion also marked the silver anniversary of the Allied States Association of the Motion Picture Exhibitors.

Highlight of the parley was a speech by Abram F. Myers, chairman of the board of the ASAMPE, on "Toll Television and Other Important Industry Issues." The talk was off the record and the press was excluded. Best reports indicated that Myers painted a picture that was none too rosy for the exhibitors since it touched on a motion picture service for the home TV set.

Irving A. Isaacs, the organization's president; Norman Glassman and Melvin B. Safner led an open forum as well as presiding at several clinic discussions. Film rentals, national and local activities were discussed, as well as the problems confronting drive-ins and conventional theaters.

Irving Dollinger, vice-president of the Allied Eastern Dealers, exhorted exhibitors to "get on the ball" and accept the new-type screens and stereophonic sound equipment before they are "left at the post."

"You cannot revive the movie-going habit," he declared, "you are now about to become merchants who must create your own demands, instead of the showmen you used to be." This, he added, would necessitate their charging what the public will pay. He insisted that CinemaScope films and Class A pictures should cost a higher admission to the public.

Representatives of the drive-in theaters lamented the poor quality of films available. Business stayed

at the same level as last year where new screens were used, it was noted, but in installations where CinemaScope had been put in the volume of business took a big turn upward.

The convention closed with a banquet at which E. E. Whiting, Boston Herald columnist, gave an amusing and instructive talk on politics and current events.

Harry Albert, manager of the Boulevard Drive-In, Allentown, Pa., has been assigned as relief manager for the Colonial and Rialto Theaters in that city for the Fabian Theaters Circuit. He will serve until March when the open-air season resumes its full weekly schedule.

The Tex Drive-In Theater, Port Arthur, Tex., has been sold by Tex Drive-In Theater Company, to the Capri Theaters, Inc., of Dallas, and its name will be changed to Capri Drive-In, according to Charles W. Weisenburg, president. Charles Donaldson will replace Howard Arthur as manager. . . . The Lobo Drive-In Theater at Monahan, Tex., has been equipped to show the new wide-screen processes, according to Paul Klatt, manager. . . . The Ellis Drive-In Theater operated by Rowley United Theaters at Waxahachie, Tex., has installed CinemaScope, according to city manager Pat Murphree.

West Farnam Party Draws Packed House

OMAHA, Jan. 1.—West Farnam Roller Rink here staged its annual Christmas party December 18, featuring skating from 8 to 10:30 p.m., followed by dancing to the music of a high school dance band until 12:30, reports Jack L. Browne, professional. The party drew a packed house. It marked the first time the rink had offered a band in connection with dancing, and its reception was great, said Browne, who is making tentative plans for a repeat date for the ork, possibly in April. The rink was lavishly decorated for the occasion.

Rink business has shown a strong pick-up in recent months, according to Browne. Party bookings during December were excellent, and January is booked solid. Browne has been kept busy with private lessons and class work during the holidays. A special offer by him for private lessons during the holidays produced good results.

Roller Guide Off the Press

NEW YORK, Jan. 1.—The fourth annual edition of the National Roller Skating Guide, put out by National Sports Publications, 1420 Sixth Avenue, came off the presses just in time for Christmas. In other years this book was made available at a much later date.

Art Goodfellow, whose 14th annual World Ice Skating Guide is also being distributed, is editor. Among contributing eds are Bill Love, skate scribe for the N. Y. Journal-American, and Joe King, sports writer on the World-Telegram & Sun staff. The Roller Guide is a 75-cent seller and contains a verified list of rollerdromes in the 48 States. Also featured are a review of 1954, the Journal-American Hall-of-Fame, a "Where to Buy" section, and roster of RSROA and USARSA champions, professionals, gold medalists and past titlists in senior division.

Rink pix are by courtesy of Raybestos Wheel Company, there is a photographic reprint from Popular Mechanics, and several feature articles by well knowns of the roller world. The RSROA and Journal-American Skate Queen events also receive ample coverage, as do the Roller Derby and Harold Steinman's Hippodrome show, successor to Skating Vanities.

MRROA Votes To Separate 1955 Contests

MINNEAPOLIS, Jan. 1.—The 1955 skating meet and finals of the queen contest of the Midwest Roller Rink Operators' Association, a group of Minnesota, Wisconsin and North and South Dakota operators, will be held separately, it was decided at the December 6 meeting of the association at Pastime Arena here. Last year the events were held concurrently at Hutchinson, Minn.

The skating meet will be held the second or third Monday in June at Pastime Arena. Location and date of the queen contest, to be held in the fall, will be decided at a later meeting.

Committee named in charge of the skating meet includes Arthur J. Eaton, owner of Pastime Arena; Warren Moulton, Moulton's Roller-drome, Rush City, Minn.; Ed Doughty, Riverside Roller Rink, Red Wing, Minn.; Don Gese, Orde-man's Roller Rink, Minneapolis, and Paul C. Steinkopf, Roll Along Roller Rinks, Shakopee, Minn.

In connection with the committee appointment, a permanent plan was devised for all future skating meet committees. Each committee will consist of five members with the operator of the host rink as one member, two old members to hold over from the previous meet and two new members to be appointed for each meet.

At the local meeting the morning session was spent in visiting with fellow operators and supply men. At noon the group had luncheon in the cocktail lounge of the Lilac Gardens near the Pastime. The afternoon session was devoted to business of the organization. Uncertain weather conditions in the area was blamed for light attendance at the meeting.

Skating Horse Booked by AOW

ELIZABETH, N. J., Jan. 1.—Jimmy the Roller Skating Horse and his master, Ab McAlexander, have been booked for appearances at all America on Wheels rinks, it was announced this week by William Schmitz, AOW general manager.

The attraction, to be offered at matinee and evening sessions at no increase in admission, is set for Capitol Arena, Trenton, N. J., January 6; Twin City Arena, Elizabeth (11); Boulevard Arena, Bayonne, N. J. (12); Hackensack (N. J.) Arena (13); Paterson (N. J.) Arena (14); Mount Vernon (N. Y.) Arena (15); Peekskill (N. Y.) Arena (16); National Arena, Washington (21); Bladensburg (Md.) Arena (22) and Alexandria (Va.) Arena (23).

The attraction has received considerable national publicity, including an appearance on Art Baker's "You Asked for It" network TV show, an article in Life magazine, a film by Universal Pictures, and TV appearances over NBC and ABC networks.

The three-year-old pinto stallion donned skates for the first time when five months old and was trained for more than a year before making a public appearance. Besides roller skating, the animal does a routine of other tricks.

Gloria Nord to Marry

MILWAUKEE, Jan. 1.—Gloria Nord, roller skating star, and her professional partner, Edwin J. Delbridge, are to be married January 7 in Shatto Presbyterian chapel, Los Angeles. They have been skating partners for three years. Miss Nord, a featured performer in "Hippodrome of 1954," has been off skates since October due to a toe operation. She is expected to remain idle another two months.

MARATHON CLICKS

400 Attend Fordham Event; to Be Annual

NEW YORK, Jan. 1.—Marathon roller racing was acclaimed a smash hit by the 400 fans who remained after session Saturday night (18) at Fordham Palace, the Bronx, to see the city's first long-distance grind on ball-bearings since the 1930's. Manager Jim Ferris plans to conduct a similar event at least one time each year.

Despite the 11 p.m. tee-off, almost all of the gallery remained glued to the rail to see a photo finish, in which Charles Wahlig of the home club nosed out favorite Earl Wilmot of Melody Skateland Club, Richmond, Ind. The victor's time was one hour, 29.31 minutes, which compares favorably with known records.

There were 29 starters from an original entry of 31 men, all of whom paid a \$1 application fee, and six men managed to cross the finish line.

Trailing the pace-setters were Ernest Bielfield of Brooklyn, who skated unattached, third place; Donn Calvano of the Empire Club, Brooklyn, fourth, and Emmett O'Connell, Fordham, fifth. All five men received prize trophies, leaving only one finisher out of the money. That was Robert Hossler of Garden Spot Skating Club, Lancaster, Pa.

The distance was a few feet more than 367 laps on a track that is approved by the Roller Skating Rink Operators' Association at 14 laps to the mile. The half-dozen

skaters who finished went 26 miles, 385 yards.

Officials for the contest included Bill Gilhart of Newark, chairman of the RSROA speed skating committee, who served as referee; assistants Bill Dunn, Newark; George Lutz, Bronx; and Don Rogers, Brooklyn; starter Bill Love, N. Y. Journal-American skating editor; timers Joyce McKenna, Pat Manley and Elaine Walsh of the Bronx; chief clerk Millie Ferris, a professional on the Fordham staff; scorer Miriam Centaro of the Bronx, steward Jim Kilmartin of the Bronx, and chief place judge Russ McKee of Babylon.

There was a place judge for each contestant, and a physician, Dr. Charles Francomano, was present from start to finish.

Racers hailed from nine states.

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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.

Crown Sales Company, Elmira, N. Y., claims it has something new and different in its Gaymour perfume sticks. These perfume sticks cannot spill, will not evaporate and are easy to use like lipstick. It retains its fragrance all day. The product is put up in gold colored metal case like a lipstick. The attractive package makes it an ideal gift for women. Available in three fragrances Gaymour sticks are economical to use because there is no waste. They are offered at the retail price of \$1.25, including tax and postage. The firm guarantees satisfaction or they will refund your money.

A new, all-steel folding chair recently marketed by Adirondack Chair Company, New York, was subjected to an amazing test. A five-man team of acrobats weighing nearly 850 pounds stood on the seat of the chair. This chair is made of tubular steel which is 20 per cent heavier than called for in the most rigid federal specifications, and yet, it is so easy to pick up and handle that a child can fold it flat and carry it to any storage point. The secret of its strength lies partly in solid steel cross braces which join the legs. These are forced into and brazed at the joints. Available either with a plain steel seat or with a fully padded upholstered seat. It is offered in quantities of four dozen or more. Also new is a wood folding chair with removable slats, a feature that appears to many economy-minded people. Instead of throwing out a chair when the slats break, the slats can be replaced. This means that the chairs will have indefinite life. Comes in natural glass varnish to give a smart appearance.

Hugh J. McLaughlin & Son, Crown Point, Ind., has placed on the market a swim fin that not only overcomes dangers in this type of swimming but provides freedom of motion and convenience heretofore regarded as impossible. Called Ram-Jet Floating Swim Fins, these fins are made of first grade rubber, scientifically de-

signed to give them correct alignment. They are light in weight, sea green in color and measure 12 3/4 inches in length, 3 1/4 inches wide at the back and 7 1/2 inches at the fin tip. The big feature is an inflated pillow, 7 inches wide at the front and inflated to 2 1/2 inches in thickness. This pillow fits snugly into the sleeve-like end of the fin and is held firmly in place by an adjustable plastic strap, which in turn is held by powerful metal snaps. The inflated pillows give the fins buoyancy and make possible floating in any position. If desired the inflatable portion can be removed and the product converted to an ordinary fin. Retail price is \$5 per pair postpaid.

Four items are causing a stir at Harris Novelty Company, Philadelphia. Sam Harris says unusually strong sales on the items are coming from old customers as well as from new accounts. One is Aqua-Glow, a television and all-purpose lamp that is furnished with an artificial flower that glows attractively in vase when filled with water. Glass vase has a wood base finished handsomely in walnut or blond maple. Individually boxed, they are \$2.25 each and \$24 in dozen lots. Hurricane Lamps, also individually boxed, are \$1.75 each and \$18 in dozen lots. Mauna Loa de luxe ukulele, which is full size and beautifully detailed in styling and tone quality, is another item. It has a plastic body, long wearing nylon strings and metal non-slip pegs. This ukulele is outstanding for its tone and appearance and comes complete with tuning and chording instructions plus several songs. Each is individually boxed. Three can be had for \$5 or \$18 per dozen. The last item is Harris' imported Swiss-made watch. This has an antimagnetic, shock protected, jeweled movement with radium numerals and hands as well as sweep second hand. It has a leather band, goldtone case and is fully guaranteed. At the price of \$4.95 each or six on a display card for \$28, Harris Novelty is enjoying volume returns.

PIPES FOR PITCHMEN

By BILL BAKER

LITTLE CHIEF . . . White Eagle wigwags best wishes for a Happy and Prosperous New Year to all his friends in the pitch business. The Chief, penning from Los Angeles, reports that he has been hibernating there for the past few years and that he has grown old and fat. "But," he warns, "I'm still good and I still know how to get the geedus. So I'm giving you all fair warning—if you haven't got it now, you had better start getting it, because I'll be leaving this ghost town for an invasion of your territory. I am coming East and have in mind Detroit, Chicago and New York. I will be looking them all over and I'll take the best. Old Los Angeles at one time was a gold mine for a real pitchman but, in recent years, it's developed into a graveyard. I'm sorry, because I love it for the good old days. But all good things have to come to an end. You know the old saying about never missing the water until the well runs dry—well, the water in my well has really evaporated so you can see why I have to take it on the lam out of this spot. Until I see some of you in my meanderings thru the East, good luck and God bless you."

CLYDE FORKNER . . . sends up a smoke signal from Harrisonburg, Va., where he and Jack (Bottles) Stover have been raking in the holiday moola on the leaf. Forkner pens that he has just returned from the tobacco markets around Danville, Va., where he

racked up a goodly portion of the long green. He further infos, "I had the pleasure of parking on the same trailer park and working along with Dr. J. W. Stegall and Goldie Stegall. They have a nice trailer and are apparently in the chips. Was glad to rote that Dr. E. C. Pardee piped in and that he was still making the old spots thruout the South. Would like to read pipes from the well-known sheeties, Dr. Al Harvey, Washington, Newsome, Stacey, Senator Dietrich, E. C. Pardee, Father Patrick, J. W. and Goldie Stegall, Dr. Marshall Locke, Forace Brazil and my old friend Cutler, of Harkers Island, N. C."

"HERE'S MY CONTRIBUTION . . . to the pipes column," pens Hank Frederick from Chicago. In a reminiscent mood, Hank muses over the days back in 1932 when he was with Allentown Rose's great Allentown Restaurant. He recalls that old Rose was a helluva gal. She was always good for a meal on the cuff even in those days when it was tough to garner a dried-up hot dog. Says Hank, "Let me start out by saying that I think everyone should pipe in once in awhile just for friendship's sake. I turned to the pitch nine years ago and wouldn't change for anything. And you can believe me—I've done everything prior. Right now I'm on the old Foot and Oil joint. At this time I would like to give you my year's encounter briefly. The long green wasn't so plentiful but I did meet a fine bunch of people, both

new and old friends. The early part of the year didn't amount to much, but right after Easter I met a couple of old friends down in Richmond, namely Burt (Patsy) Harris and his wife, Wanda. They invited me over to their big house trailer for dinner and we proceeded to cut up a few jackpots until midnight. What a mouse worker he is—funnier than Irv Goldstein on the Hum-A-Tune. The next meeting was Tom Kennedy. Good old Tom. Where is he? (Editor's note: A lot of other people would like to know, too.) Ever since he was elected president of the U.F.W.O. of A. he must have gone to niding.

Thruout the summer I met once again my friends, Madelene Ragen, Ray Herbers, Tip Halstrom and wife, Lil and Henry Tumini, Murray Zuckerman, Art I'elson, George Hess Jr., Fred Libbard, Frenchy Beaudoux, Bernie and Diana Male, Chief Half-Moon and his wife Mildred, Pico and Gene, Buttons with his mice and combs, Chief Keller, Doc Woods, Gene Maynard, Jack David, Fred Kraus, Pid Hale. What a feast that Fred Kraus throws. Hope I get a repeat. Also ran into Fred Langer, Al Salem, Tim Massey, Roy Kummer, Charlie Price, the Powers with their "Power Cleaner," Ed Hannegan, Texas Smyth, Mike Sullivan, and Jake Newhouse.

My friend, Eddie Gillespie, has been working the Midwest to fair returns. Eddie, as most people know, is one of the most versatile and hardest workers in the business and he is really coming along fine."

JOBBERS! DISTRIBUTORS! EASTER

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Dollar ball pens, dozen \$2.00. Men's wallets, big value, dozen \$7.20. Alarm clocks, each \$1.75. Travel alarm clocks, each \$3.95. 4-barrel money changers, each \$1.45. Sun glasses, terrific value, each \$1.20. Deep fryer, \$39.95 value, each \$11.75. Ten extension cords, complete, \$1.50. Scout knife, retail \$1.50, dozen \$6.00. Beautiful 7½ scatter pins, boxed, dozen \$3.99. Lord's prayer heart necklaces, dozen \$7.20. Hundred vitamin tablets 50¢. Dozen bottles 100s aspirin, \$1.44. Shampoo, 75¢ value, dozen \$2.40. Ten-cent cards, suit pours easy, gross cards \$2.88. Comb, package of 10, retail to 75¢, dozen packages \$1.80. Gift key chains, gross \$4.20. Five-cent pencils, gross \$1.95. Number 7 balloons, gross 95¢. Hundred package needles, \$2.00. Send deposit or full payment. **MILLS SALES CO., 24 WEST 23RD ST., NEW YORK 10, N. Y.**

when answering ads . . . SAY YOU SAW IT IN THE BILLBOARD!

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

- Douglas, Mrs. James Knight, Barbara Louise, 64
- Hunting, Mrs. Helen, 50c
- Kalbaugh, Wm. & Una, 40c (License Plate 15r)
- McDonald, Roy (Mickey)
- McGarry, R. G.
- McGovern, Ray Dale
- McIntosh, Mr. & Mrs.
- McLaughlin, Tom
- McNeese, L. R.
- McSpadden, J. R.
- Mace, Wm. & Mrs.
- Mahon, Richard Dick
- Markey, Grover
- Marlowe, Joyce
- Marroletti, Rocco & Mrs.
- Martin, L. E.
- Martin, Sammy & Judy
- Martz, Harry
- Maxwell, Sam
- May, William (Band Player)
- Maynard, Tex
- Mazurette, Suzanne
- Mellino, Frank
- Metcalfe, Billy
- Midford, Jake
- Miller, Calvin Curley
- Miller, Earl W.
- Miller, Wilbur
- Milsap, Hazel
- Miranda, Blackie
- Mistura, Angelo
- Mitchell, Frank
- Mitchell, Jack
- Mitchell, James
- Mix, Joan
- Moats, Virginia
- Moore, Jack & Bill
- Montrose, Jo Ann
- Moore, Eddie
- Moore, Steve
- Morgan, Buster & Mrs.
- Morgan, Hester
- Morgan, Ted & Mrs.
- Glitt, Fred (Cookehouse)
- Moriarty, Mona
- Moss, Al & Mrs.
- Mullins, Buster & Mrs.
- Mulvey, Mrs. Martha
- Mundy, Madeline
- Mundy, Marvin
- Munroe, Preacher
- Munroe, Wm. John
- Murphy, E. J. Spud
- Murphy, Mrs. Irene
- Murray, Cy
- Murray, Edward & Norma
- Murray, Maxine
- Murray, Thelma
- Murzynski, Patricia Ann
- Nelson, L. M.
- Nesbit, Eva
- Nixon, Eddie
- Nordine, Burl (Camel Rider)
- Nunnelle, Jessica
- Nurney, Bill S.
- O'Brien, Marie
- O'Hara, Mickey
- Ogle, Joe N.
- Olliver, Jack Leslie
- Ollis, Paul & Mrs.
- Olsen, S.
- Orlando, Cecil L.
- Orton, Tex & Mrs.
- Osborne, Dick & Mrs.
- Osborne, Helen V.
- Osborne, W. E. (Bill)
- Osteen, Clarence
- Oswald, Betty Lou (Stage Name)
- Oyseth, Ralph A.
- Pace, Houston
- Padgett, Edw. W.
- Pardee, Earl C.
- Parise, Joe
- Park, Carl M. (Sun Players)
- Parker, Miss Lee
- Parker, (Rosette)
- Parker, Stuts
- Parsons, Al & Margie
- Parsons, Robert R.
- Pat, Jimmy Johnson
- Patt, Paul E.
- Perrill, Ann
- Phelan, Frank
- Peterson, M. H. (From Seattle, Wash.)
- Peyton, Ron & Mrs.
- Phibbert, E. H.
- Phillips, W. G. & Mrs.
- Phipps, Jimmy & Lila
- Pike, Bill & Mrs.
- Pitner, Billy
- Poplin, Charlie & Mrs.
- Powers, Mrs. Nellie R.
- Price, Mrs. Letha
- Prusick, Chester J.
- Purvis, Bob
- Quincy, Mrs. Joy
- Quigley, Joseph
- Radtke, Mrs. Valeria
- Raiser, Madeline
- Ragan, Mrs. Mary E.
- Ralston, Vaughn & Mrs.
- Randall, Harry & Mrs.
- Rankin, Al & Mrs.
- Raymond, Ed & Mrs.
- Raymond, Hip
- Rea, John T.
- Redmond, William
- Renfro, Jack & Mrs.
- Rescott, Joseph F.
- Reynolds, Joe & Mrs.
- Reynolds, Mrs. June
- Reynolds, Otto (Reno)
- Rice, C. H. & Mrs.
- Ridgion, Clinton
- Riley, Charlie
- Rinhardt, Jake
- Roach, Richard
- Roach, Stanley
- Roads, Tony
- Rocco, R. W. & Mrs.
- Rochman, A. & Mrs.
- Rochman, Mr. & Mrs.
- Rogers, Steve Whitey
- Rohlanders, Mr. & Mrs.
- Roos, Francis
- Ross, Emile
- Ross, Diane
- Rose, Pete
- Royal, Danny
- Rubin, Bob & Mrs.
- Russell, Hi Bob
- Russell, Fred & Mrs.
- Russell, Phil
- Ryan, Johnny
- Ryder, Ralph M.
- Saffles, Frank
- Salchli, August or Gus
- Salesby, Donald
- Salyina, Pete
- Sanfretello, Joe
- Scatton, Sammy
- Schmitt, Dutch & Mrs.
- Schreiber, Harry
- Scott, Earl
- Schuch, Pete & Mrs.
- Scott, H. L. & Mrs.
- Scott, L. C. & Mrs.
- Scott, Tom & Mrs.
- Scott, Tommy & Mrs.
- Scott, W. G.
- Seaul, Charles (Doc)
- Sease, Charles
- Seemuller, George
- Seifer, H. L.
- Selby, James W.
- Shelby, Barbara
- Sharkey, Gene Francis

- Sharp, Mrs. Virginia
- Sharpe, Homer & Mrs.
- Shay, Whitey
- Sheehan, Charles
- Sheehy, Chas. & Mrs.
- Short, J. E.
- Shourty, Ice Water
- Showalter, H. E.
- Shuemaker, Hoyt
- Siebrand, John
- Sierman, Joe
- Silcox, Joe & Mrs.
- Sils, Riddolph (Manager The Cimse Troupe)
- Silverberg, Matthew
- Simmons, Joe & Mrs.
- Sims, Jim & Mrs.
- Skydevils, The Four
- Slee, Henry Harry
- Smallwood, Bruce M.
- Smith, Curley
- Smith, Dick & Dot
- Smith, Harold Clark
- Smith, Marvin V.
- Smith, William R.
- Snyder, Juanita L.
- Sonderland, Capt.
- Spain, Buddy & Karl
- Sparkman, Robert & Mrs.
- Sparton Family
- Spencer, (Motordrome)
- Sperling, Red
- Spitzer, Harry
- Sprout, Red
- St. Clair, Bobby
- St. Leon, Clyde
- Stack, Mrs. Honey
- Stanko, Bill (Muggins)
- Starr, Hedy Jo
- Stear, Melvin & Mrs.
- Steele, Eddie & Mrs.
- Steele, William P.
- Stevens, G. M.
- Stevens, Mrs. Ione
- Stevenson, Curley & Mrs.
- Stevenson, John
- Stingley, Leo
- Stomis, Pete
- Stonick, E. & Mrs.
- Stonick, Stoney & Janet
- Strayer, J. R. & Mrs.
- Stroud, Calvin
- Stuber, Josephine
- Stutz, James & Mrs.
- Styles, John & Beverly
- Suber, Sarge & Mrs.
- Suggs, Leo
- Sullivan, Joe & Betty
- Sullivan, Mike
- Swank, Harry
- Sylvester, Bill & Mrs.
- Terrell, Tom & Mrs.
- Taylor, Wm. C.
- Tebault, Edward
- Thomas, Ben
- Thompson, Bill
- Thomas, R. A.
- Thomas, (Grand Show)
- Thompson, Henry & Mrs.
- Thompson, Chief
- Thunder Cloud, (Med. Show)
- Till, John (Med. Show)
- Tobell, Allen
- Tolley, Virgil
- Towns, Paul & Mrs.
- Townsend, Cal & Mrs.
- Townsend, D. & Mrs.
- Towers, Charles & Zella
- Trean, Paul
- Trean, Betty Lou
- Tuer, William
- Tutterow, Charles C.
- Tyler, Carl E.
- Uebel, Norman
- Venner, Pierre & Mrs.
- Uncle Joe's Amuse
- Van Hooser, Ramshall
- Vaaten (Magician)
- Vidal, Bradley
- Vigo, Richard (Prof.)
- Villepointeau, Harry
- Vinning, Ted
- Voise, H. & Mrs.
- Walker, Harry
- Walker, Chuck
- Walker, Johnny
- Wall, Peggy
- Wallen, Albert
- Walline, Peggy
- Walsh, Earl B.
- Walstrom, Harold & Mrs.
- Ward, Mayme
- Warewick, Stanley
- Warren, W. F.
- Washburne, Geo. R.
- Waterman, Marjorie
- Waters, Rufus
- Watts, Arthur
- Waver, John & Mrs.
- Weaver, Lillian Mrs.
- Weaver, Mrs. Sarah V.
- Webb, Chas B.
- Webster, George H.
- Webster, Harris
- Webster, Red
- West, W. E. & Mrs.
- Westman, Charles
- Westfall, Bob
- Westlake, Rose & Mrs.
- Westman, Ray
- Weston, Harry (Lefton) & Mrs.
- White, Jack
- White, Lucious E.
- White, Walter
- Whiteside, Ambrose R.
- Whiteside, Tommy
- Wiley, Oscar
- Wilkinson, Al & Esther
- Williams Jr., J. B.
- Williams, Joe
- Williams, Ward & Mrs.
- Williams, Wesley
- Williamson, Geo. A.
- Wills, Joe
- Wilson, Elmer
- Wilson, Sig Al
- Wilson, Peggy & Duke
- Wilson, Tex & Mrs.
- Wilson, Tommy
- White, Woody
- Downey, Gloria A.
- Duncan, Leonard
- Duprez, Julianne
- Eagle, Chief Ed
- Edwards, Mr. & Mrs.
- G. E.
- Edson, B. J.
- Eliam, Mr. & Mrs.
- Evans, Evan Milton
- Evans, Sam
- Feldman, Bernard
- Flanigan, James T.
- Forster, Mr. & Mrs.
- Gus
- Fortner, Don
- Fox, Mrs. Irene
- Frey, Russell
- Geraghty, Mr. & Mrs.
- Goch, Bill Wm. P.
- Graham, Mr. & Mrs.
- John
- Gray, Edward F.
- Gregory, Robert W.
- Griebling, Otto
- Grosz, Mike & K.
- Hackett, Mr. & Mrs.
- Hall & Leonard Show
- Hall, Mr. & Mrs.
- Hall, Edward L.
- Hammies, Jim
- Hampton, Betty
- Harrab, Orson
- Hayfied, Manny
- Haywood, Lee
- Henderson, Mr. & Mrs.
- Geo. Shelley, Robert

MAIL ON HAND AT NEW YORK OFFICE

1564 Broadway
New York 36, N. Y.

- Arden, Barbra
- Barley, James (Tom Mix Circus)
- Bangs, Jerry
- Barletta, Michael
- Boucka, Albert
- Carey, Thomas P.
- Conn, Sam
- English, Mr. & Mrs.
- Fong, Amy
- Gilbert, John
- Gordon, Edith & Al
- Griebel, L. E.
- Harrab, Orson
- Hogan, Dawn
- Hornfeld, Jack
- Hunter, Albert
- Johnson, Norman
- Patnode, Howard
- Krassner, Danny
- Lazareus, Mr.
- Lyons, Bayne
- Lyons, Mary
- Marone, Mr. (Traveling Show Music)
- Maulison, Malcolm
- May, Marty (Olson & Johnson Show)
- Mayfield, Ruth
- Millman, Sam
- Montan, Al
- Moore, Ma Belle
- Morales, Pedro
- O'Brien, Wilmar J.
- Owens, W. P.
- Ortiz, T. F.
- Parks, Ray
- Presby, Keller
- Proper, Russell
- Quinn, James L.
- Ridola, Tony
- Scott, Rita
- Sharky, Gene
- Shankman, Jules
- Smith Jr., Walter J.
- Stump, Irene
- Stumak, Arthur
- Stull, Carl
- Sullivan, Dick (Capt. Satan's Dare Devils)
- Thompson, Larry
- Tudler, Bill
- Uwanawich, John
- VonDell, Cecil
- Vinson, Jack
- Wagner, Joe (Pollack)
- Young, John
- Yates, Robert

MAIL ON HAND AT CHICAGO OFFICE

188 W. Randolph St.
Chicago 1, Ill.

- Allison, J. B.
- Anderson, Gerald
- Archer, Mrs. & Mr.
- Bar, Raymond
- Baker, Eddie
- Baker, Jackie
- Bailou, Charles
- Boswell, George
- Bur, Ben
- Burnett, Sonny
- Carey, Thomas
- Carpenier, Helen
- Charnes, Michael
- Chatfield, Nelson
- Chidister, William
- Cox, Ray
- Craden, Sammie
- Crawford, Arthur
- Deuby, Berk
- Deike, Fritz
- Dorsey, George
- Domest, John
- Dunston, Jay
- Elder, Charlie
- Emahizer, A. J.
- Ferguson, Roy
- Fisher, Ralph
- Gervasi, Rosita
- Greatzoner, Harry
- Gro, Harry
- Hampton, Dudley
- Hannigan, Charlie
- Harris, Hupp
- Henson, James
- Kaufman, Elmer
- King, Mickey
- King, Thomas
- Klippie, Jack
- Knoll, Jack
- La Salle, George
- Larabrees, The - Latour, Ariel
- Lee, Bob
- Levine, Charles
- Levinson, Jack
- Manly, Skip
- Manning, Ross
- Marvin, Jack
- Merrill, Gene
- Meyer, Cecil
- Moore, Lewis
- Morales, Dorothy
- Morono, Tony
- McDaniel, Bertha
- McNeil, Scotty
- Noe, Donald
- Noon, Big
- Novak, Red
- Obannon, Gene
- Peavy, L. W.
- Priest, William
- Perry, Ann
- Peter, John
- Reverdy, Rosita
- Rhodes, Herman
- Rosenheim, J. C.
- Schroder, Belva
- Shaphran, Frank
- Shelby, Hank
- Sheehan, Edward
- Shelton, Florence
- Stanley, Max
- Stuz, Mr. & Mrs.
- Sucatre, Anne
- Sykes, Mickey
- Talley, H. J.
- Ward, Leroy
- Waggoner, Mack

MAIL ON HAND AT ST. LOUIS OFFICE

390 Arcade Bldg.
St. Louis 1, Mo.

- Acker, Mr. & Mrs.
- Ames, Jack
- Andres, George
- Armstrong, C. E.
- Armstrong, Marjorie
- Ayers, Mr. & Mrs.
- Backer, Mrs. E. D.
- Barth & Maier
- Bassett, R. W.
- Bartlett, Mr. & Mrs.
- Becker, Cecil
- Bell, Bonnie
- Bennett, Mr. & Mrs.
- Berofsky, Mr. & Mrs.
- Bicio, Peter
- Blair, Zora
- Blum, Frank
- Bob, Jack
- Bovovod, A. E.
- Boswick, Mr. & Mrs.
- Boswell, Mr. & Mrs.
- Boudreau, Mrs. G. H.
- Bouillon, W.
- Brospky, Mr. & Mrs.
- Brown, Raymond
- Buck, Ben B.
- Bullock, Kenneth
- Bullock, Mr. & Mrs.
- Butedahl, C. O.
- Byrne, Jerry W.
- Calkins, Fred
- Cantrill, Mr. & Mrs.
- Callaghan, John
- Campbell, Mr. & Mrs.
- Maloney, John F. & Mrs.
- Marchand, Mr. & Mrs.
- Chapman, Mr. & Mrs.
- Earl
- Carpenter, Helene & Chick
- Clark, Vaughn
- Coghlan, Robert
- Cohen, Dolores
- Colyer, Mr. & Mrs.
- Conley, Walter R. L.
- Corry, Harry S.
- Cramler, Mr. & Mrs.
- Crowley, H. W.
- Cudney, Mr. & Mrs.
- Curtis, Floyd (Rube)
- Dallman, Walter
- Dariak, Mr. & Mrs.
- Deil, Mr. & Mrs.
- Dickson, Mr. & Mrs.
- Dion, Theodore R.
- Dellard, Bill
- Greedy, Tommy
- Downey, Gloria A.
- Duncan, Leonard
- Duprez, Julianne
- Eagle, Chief Ed
- Edwards, Mr. & Mrs.
- G. E.
- Edson, B. J.
- Eliam, Mr. & Mrs.
- Evans, Evan Milton
- Evans, Sam
- Feldman, Bernard
- Flanigan, James T.
- Forster, Mr. & Mrs.
- Gus
- Fortner, Don
- Fox, Mrs. Irene
- Frey, Russell
- Geraghty, Mr. & Mrs.
- Goch, Bill Wm. P.
- Graham, Mr. & Mrs.
- John
- Gray, Edward F.
- Gregory, Robert W.
- Griebling, Otto
- Grosz, Mike & K.
- Hackett, Mr. & Mrs.
- Hall & Leonard Show
- Hall, Mr. & Mrs.
- Hall, Edward L.
- Hammies, Jim
- Hampton, Betty
- Harrab, Orson
- Hayfied, Manny
- Haywood, Lee
- Henderson, Mr. & Mrs.
- Geo. Shelley, Robert

- Shipley, Mr. & Mrs. Leonard L.
- Silcox, Jo Ann
- Silcox, Mrs. Beulah B.
- Silcox, Joseph W.
- Simpson, E. T.
- Slaten, Mr. & Mrs.
- Smith, Mr. & Mrs. A. G.
- Smith, Mr. & Mrs. John P.
- Smith, Mr. & Mrs. (Punk)
- Smith, Stella
- Snow, E. E.
- Snow, Robert E.
- Snyder, White & Gay
- Solowski, Mr. & Mrs.
- Specht, Mr. & Mrs. C. P.
- Starr, Hedy Jo
- Starkey, John
- Stanke, Mr. & Mrs. Mack
- Stanley, Robert B.
- Stern, Mr. & Mrs. Al
- Sterner, Connie
- Stevens, Robert
- Stevenson, Mr. & Mrs. J. R.
- Stutzman, Mr. & Mrs. R. J.
- Sullivan, Mr. & Mrs. Clifford
- Swan, Walter
- Tatum, William
- Teddy, Adam
- Thomas, Kenneth B.
- Vaughn, W. W.
- Walsh, Earl E.
- Webb, Mr. & Mrs. Teddy
- West, Mr. & Mrs. Mac
- Westcott, Robert
- Whalen, Mr. & Mrs. Tom
- White, J. D.
- Willis, William W.
- Wilson, Ted
- Winters, Claire L.
- Woods, Mr. & Mrs. Bryan
- Wright, Mr. & Mrs. Donald
- Wright, Peggy

Longer Show

Continued from page 38

be 6 to 11 p.m.; on Saturdays, 11 to 11; Sundays 2 to 7, and weekdays, 1 to 11.

1954 Turnout Lagged

Choate acknowledged that top attendance at the downtown location had approximated 200,000 and that there was a slight drop last year, partly due to spotty weather conditions and partly to the new location.

Exhibit-wise this running will out-distance anything known at the old Palace date. There have been 100,000 square feet of exhibit space sold, Choate said, compared with the 90,000 tops achieved downtown. A record 232 exhibitors will take part, consisting of 72 boat, 28 engine and 133 accessory makers and distributors. Sales last year at Kingsbridge totaled some \$2,000,000, it was claimed, compared with the \$10,000,000 high recorded at the Palace.

Dominating the huge hall will be the largest sailboat ever exhibited indoors, a Luders with 60-foot-high mast and length of 40 feet.

Publicity, handled by the H. A. Bruno agency, has arranged for telecasts during the run of the show on the "Today," "Home Show" and "Tonight" programs, a January 18 one-and-a-half-hour program over local WPIX. Food concessions will again be managed by the Harry Stevens firm.



MAGNIFICENT WATCH BRACELET

Simulated diamonds cover entire bracelet and watch cover. Brand new guaranteed 17-J Swiss movement (not pin lever). Delivered with watch box. \$120 price tag. Min. order 3. 25% with order - balance C. O. D.

Only **\$12.50** each in lots of three.

\$13.95 for sample.

NATIONAL DIST. CO.

222 Calumet Bldg. Miami, Fla.

BILINGGO

SUPPLIES and EQUIPMENT

7 and 10 color specials 4-5-6 and 7 ups

Midgets, 3,000 series—7 colors

Paper and Plastic Markers

Wire and Rubberized Cages

Pencils—Crayons—Clips

5x7 Heavyweight Cards

Electric Blowers & Flashboards

Lapboards Made to Order

Free Catalog Available

JOHN ROBERTS CO. A. ROBERTS INC. 817 Broadway, Newark, N. J.

SACHET BASKET

Imported Hand-Woven Rattan, 4" x 10", 2 1/2" wide. 116 each in case lots only, 1000 baskets to the case. Large selection of novelties and carnival merchandise. Immediate Delivery. F.O.B. our Los Angeles Warehouse.

QUON-QUON CO.

Dept. 15
1823 S. Hope St., Los Angeles 15, Calif.

ENGRAVERS

No. 100 Men's All Aluminum Idents \$13 Gr.

No. 102 Double Heart All Aluminum Idents \$13 Gr.

No. 14 All Aluminum Idents \$7.50 Gr. (not seconds)


Send for New Catalog—We Pay Postage on All Prepaid Orders Except Airmail. All Phones: Waterfall 8-8855. Originators of the All-Aluminum Idents.

MILLER CREATIONS

7739 Avalon Chicago

DAY & NIGHT SERVICE

WORLD HEADQUARTERS FOR RINGS OF ALL KINDS



- EARRINGS
- BOXED COLORED STONES
- TUMBLE SETS
- WATCHES
- NOVELTIES

SEND FOR YOUR CATALOG.

STERLING JEWELERS

PHONE: ADAMS 4621 44 E. LONG STREET, COLUMBUS, OHIO

HAWAIIAN TI LOGS

\$70.00 per 1,000. Flash, 18 plants, \$10.00. Grows in water or soil—Grows by itself—We ship fresh perfect logs—no spoilage—Generous sales aids free with each order.

SHERFY'S LTD.

2126 Boyer Seattle, Washington

MAKE MONEY SELLING TIES

Buy Direct from Manufacturer Special Designs for Clubs, Celebrations, Centennials.

FREE CATALOG. Write to: PHILIP'S NECKWEAR 20 W. 22nd St., Dept. 355 New York 10, N. Y.

Valentine

\$7.20 VALENTINE ASSORTMENT

New Assort. contains: 2 gr. 2-for-1s; 1 gr. 1; 1 gr. Comics; 1 gr. 2-for-5s; 100 Mechanical, 1 doz. 10c Packages. Retail Value, \$12.92. YOUR COST, \$7.20.

EXCHANGE VALENTINES

25¢ Greeting Cards	Per 20	\$2.50
10¢ Greeting Cards	Per 50	2.50
5¢ Greeting Cards	Per 100	2.50
5¢ Mechanical	Per Gr.	.85
5¢ Teacher's	Per 100	2.50
10¢ Cello-Pak Assort.	Per 100 Pkgs.	6.00
5¢ Giant Mechanical	Per 100	2.50
"Make-Up-Own" Assort. Doz. Pkgs.		2.90
2-for-5¢ Mechanical	Per 100	1.50
2-for-5¢ Folding	Per Gr.	1.25
1¢ Valentines	Per Gr.	.95
2-for-1¢ Valentines	Per Gr.	.40
Valentine Cut Out Books	Doz.	.80

VALENTINE'S DAY SUPPLIES

Valentine Balloons	Per Gr.	\$7.50
Crape Party Hats	Per Gr.	5.40
Metallic Party Hats	Per Gr.	9.00

Include Postage With Order. 25% Deposit Required on C.O.D. Orders.

KIPP BROTHERS

Wholesale Distributors Since 1880
240-43 SOUTH MERIDIAN ST. INDIANAPOLIS 25, IND.



12 Gorgeous Styled 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! 20% with order, bal. C.O.D.

Cel-Max

582 S. Main St., Memphis, Tenn.

FUR COATS

Low Priced! Big Profits!

CAPES & SCARFS JACKETS

ALL GENUINE FURS

Our new 1955 Sure-Fire Line contains a big variety of best sellers for you. Latest styles. All sizes. Write for FREE NEW ILLUSTRATED CATALOG plus details of our very popular remodeling service. Satisfaction guaranteed or money refunded. Prompt deliveries.

H. M. J. FUR CO. 150-B W. 28th Street New York

Use The Billboard classified pages for RESULTS!

NEW ELECTRIC SHAVERS

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.

A TRIAL ORDER WILL CONVINCING YOU!!

A BIGGER DEAL 6 Assorted Watches

With yellow expansion band. Reconditioned and guaranteed like new. **\$49.**

Guaranteed like NEW!

Benrus - Elgin Waltham-Gruen-Bulova **WATCHES** For MEN and WOMEN **\$9.75 EACH**

Original Gold-Filled Expansion Band, 95c extra.

25% with order, balance C.O.D. 5-Day Money-Back Guarantee if not satisfied. Write for circular.

WEINMAN'S 182 So. Main St. Memphis, Tenn.

SEND TODAY FOR YOUR FREE COPY OF OUR GENERAL CATALOG!

Illustrating the Greatest Line of Imported and Domestic Novelties and Nationally Advertised Name Brand Merchandise, including Housewares, Electric Appliances, Jewelry, Watches, Clocks, Stuffed Toys, Blankets, Carnival Goods and Dozens of other Fast Selling Lines.

A GENUINE MONEY SAVING GUIDE FOR Premium Users, Auctioneers, Wagon Jobbers, Agents, Salesmen, Distributors, etc.

Our 35 year record of Honest and Dependable Service is your guarantee of Quality Merchandise, at lowest wholesale prices.

Gellman Bros. 119 N. FOURTH ST. MINNEAPOLIS, MINN.

Merchandise You Have Been Looking for

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys. Every kind of Glassware, Blankets, Hampers, Hosiery, Flannel, 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.

ACME PREMIUM SUPPLY CORP. 1111 South 12th St. St. Louis 4, Mo.

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:

3 Indicate below the type of ad you wish:

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.....

when answering ads... SAY YOU SAW IT IN THE BILLBOARD!

CLASSIFIED SECTION

A Market Place for Buyers and Sellers

ADVERTISING RATES

IMPORTANT INFORMATION

REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps.

RATE: 15c a word—Minimum \$3

CASH WITH ORDER

FORMS CLOSE THURSDAY NOON FOR FOLLOWING WEEK'S ISSUE

Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, OHIO

DISPLAY-CLASSIFIED ADS

Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted.

RATE: \$1 per agate line—\$14 per inch

CASH WITH ORDER

(Unless credit has been established)

ACTS, SONGS & PARODIES

A HAPPY NEW YEAR TO ALL OF OUR customers. All new 1955 edition "Comedy Notebook" plus free monolog, 33. Showbiz Comedy Service, 1613 East 29 St., Brooklyn 29, N. Y.

COMEDY GOLD MINE FOR SALE! 1,389 Samples of smart, modern comedy featuring 136 routines containing 5,520 one-liners, 1,497 adlibs, 776 sight gags, 7,016 classified lines, 700 doubles and thousands of miscellaneous rocks. 19,868 gag items in 22 books! For particulars and free comedy catalog write Robert Orben, 73-11 Bell Blvd., Flushing 64, New York. ja29

JUST OUT — GAG BAG #3 CONTAINS gags, quips, monologs, song titles, one-liners, a "gag-net" routine, etc. Up-to-date material. List of name D.J.'s using my material available upon request. Don't let low price fool you. One dollar pp. Elmer, 14 N. Seventh, Fort Smith, Ark.

"MISCELLANEOUS OF MIRTH" — JOKES, skits and bits designed exclusively for the smart night club, restaurant, night club team, Copeland and Wadsworth. One page worth price of entire book, \$2; sorry no c.o.d.'s. Copeland-Wadsworth, Box 12, Tuskegee, Ala.

AGENTS & DISTRIBUTORS

AAA AMAZING CLOSEOUTS

Ropes, all beads, asst. dz. \$ 5
Ropes, chain & beads, asst. dz. 4
Tailored earrings, asst. gr. 15
Tailored pins, asst. gr. 15
Stone Pins, asst. gr. 18
Rhinstone neck & earrings, boxed, dz. 9
Bracelets, round & link, asst. gr. 30
Sample dozens, reg. price, 20% deposit, balance c.o.d. No return.

NEW ENGLAND JEWELRY
124 Empire St. Prov., R. I.

A FREE KIT PUTS YOU IN BUSINESS making good money selling World's Famous Genuine French-Type Perfumes. Make 70¢ profit on \$1 sales; make \$2.44 profit on \$3 sales. "Husk" O'Hare, 5732 North Kenmore, Chicago 40, Ill. ja29

AGENTS—SELL RICH LOOKING 34X66 IMPORTED Japanese Rugs for \$2; never before such a large rug for so low a price. Multicolor staid designs, hooked carpet and Oriental patterns; sample, \$1.25. Prepaid; 4 rugs, \$1.15 each prepaid. Condon, Dept. B, Box 204, Upper Darby, Pa. ch-tfn

AGENTS—FAST SELLING BEAUTIFUL Rhinestone Heart Necklace and Rhinestone Heart Earring Set; all pronged rhinestones, \$13.50 dozen; sample, \$1.25. Santos Sales Co., 921 Eastwood, Chicago 40, Ill.

AMAZING SELLERS — WEDDING RING Earrings, \$3.50 dozen; Ropes, \$4; Baby Hearts, \$3; Prayer Cross Necklaces, \$4.40. Ventriloquist Co., 20 West Jackson Blvd., Suite 506, Chicago 4, Ill.

ATTENTION! HOSEIERY: LOW PRICES FOR weekly production ladies No-Seam Nylon Hosiery; Cel-Pak, \$7.25 dozen. Also 50¢ PP, \$5.75. Write for list. Earle Hosiery Co., Box 943, Charlotte, N. C. ja29

ATTENTION—HOSEIERY: LOW PRICES FOR line. Lovers, pithmen and salesmen; complete line. Lovers and Men's Children's Hosiery. Nylons, \$1 dozen up; sample order one dozen slightly imperfect Nylons, packed and satisfaction guaranteed or money refunded. S. F. Pollard Mfg. Co. (S-174), 1258 Market St., Chattanooga, Tenn. ja15

BINGO BLOWERS AND FLASHBOARDS! "Pullman Suitcase" electric blowers. \$49.50; electric flashboards, \$175. Free sample of the sensational "Bingo Roll Game" Lika Mfg. Co., 617 E. 11th St., New York 9, N. Y. ja29

CLOSEOUT EARRINGS — TAILORED pearls, stoned assorted; direct from manufacturer. Gross, \$15 postpaid, cash with order. Jacob, 1715 E. Mercer, Seattle 2, Wash. ja29

COLORS COMIC STATIONERY—IF YOU are interested in a line of fast-selling comic stationery that will make you money, send \$1 today for sample box and distributors' prices. Baxter Lane Co., Box 175, Amarillo, Tex. ja29

FAMOUS MFR. CLOSEOUTS

Tie Slides, boxed \$1.45 dz.
Ass't Earrings, gang carded 1.55 dz.
Cufflinks, carded 1.95 dz.
Cufflinks, boxed \$3 & \$5 dz.
Rosaries (made in Italy) 1.95 dz.
Tailored or stoned Earrings 2.00 dz.
Baby Heart Necklaces, boxed 3.50 dz.
Baby Cross Necklaces, boxed 3.50 dz.
Rings & Earrings, boxed 9.00 dz.
Rhinestone Neck & Earrings, boxed 12.00 dz.
Beautiful Rosaries 4.00 dz.

Send for descriptive literature on other terrific values on jewelry of all descriptions. 20% deposit with order, balance c.o.d.

Samuel Silverman & Co.
1820 Westminster St. Providence, R. I.

"FOG-STOP" WINDSHIELD CLOTH. Instantly removes blurry mist, frost, sleet, snow. Stops windshield fogging. Samples sent on trial. Kristie 61, Akron, O. ja29

JOKERS FUN SHOPS—FULL CREDIT ALLOWED on items returned. Jobbers offer same terms to dealers. Eagle Specialty Co., Akron 14, O. ja29

MEN, WOMEN—BIG MONEY, SPARE time. Sells on sight to beauticians, housewives. Daily necessity. Exclusive territory. Write Metro, 5546, Los Angeles.

"NATIONAL DIRECTORY OF DISCOUNT Dealers"; "Directory of New York Importers and Related Services. Send \$5 for names and addresses where to buy directories. Max Saltzman, Dept. BB, 7635 Hinds Ave., North Hollywood, Calif. ja29

NEW CITRUS FRUIT PEELER—SELLS housewives on sight; a need in every kitchen. Send \$5 for sample. Atlas Sales Company, 614 Willard Ave., Hammond, Ind. ch-ja29

NEW "11" ULTRA-BLUE SIGNS, 7c, retail 50c. 2,000 different slogans. Sample free! Lowy, 812 Broadway, Dept. 838, New York 3, N. Y. ch-np

RUN A SPARE-TIME GREETING CARD and gift shop at home. Show friends samples of our new 1955 all-occasion Greeting Cards and Gifts. Take their orders and earn up to 100% profit. No experience necessary. Costs nothing to try. Write today for samples on approval. Regal Greetings, Dept. 8, Ferndale, Mich. ch-ja29

TERRIFIC VALUE! ROSARY BRACELETS. Beautiful imported faceted beads. Each with fancy filligree caps. Complete with medal and crucifix. Beautifully packaged—a sure-fire profit maker. \$5.75 dozen, \$64 gross. Customcraft Jewelry Mfg. Co., 26 Custom House St., Providence, R. I. ja29

SENSATIONAL NEW 30 HOLE PUSH

Card; legal most anyplace. Moves any priced merchandise. 3 samples, \$1 postpaid. Goldenwest Specialty, Wilder, Idaho.

WHOLESALE DIRECTORY OF MANUFACTURERS, distributors, selling 450,000 nationally known products. Novelties, appliances, vitamins, clothing, etc. Literature free. Carter, Box 6011 BD, Chicago, 80, ja15

\$2 PROFIT—APPOINT AGENTS; SELL sample case for \$2; keep it all. Medicine deal. Write May Houck, Box 1519, Cincinnati, Ohio.

100% LANOLIN OILS—AQUA CREME FOR skin and hair, \$2 gallon; sells \$16 or more. Scherer Co., 700 First National Bank, Peoria, Ill. ja15

ANIMALS, BIRDS, PETS

ALLEN—ON HAND BOA CONSTRUCTORS; Cobras, Rattlesnakes, Indigos, Rat Snakes, baby Alligators. Grade B Boas, 6 ft., \$6; 7 ft., \$10; 8 ft., \$15. Live delivery guaranteed. Grade A Boas, all sizes. See price list. Ross Allen, 112 North Miami Ave., Miami, Fla. Phone 3-4806. ja29

CHIMPANZEE—EITHER SEX; VARYING ages. Perfect specimens, easy to handle. Chase Wild Animal Farm, Egypt, Mass. Tel. Scituate 571. ja15

CHIMPANZEE BABIES—8 TO CHOOSE from; tiny babies to performing age; from \$700. Rare Bird Farm, Kendall, Fla. ja15

WISHING ALL MY FRIENDS AND CUSTOMERS a very prosperous and happy New Year. Tarpon Zoo, Tarpon Springs, Fla. ja15

BUSINESS OPPORTUNITIES

ADVERTISE IN 29 DAILY, WEEKLY newspapers in Florida (magazine section). 30 words, \$6. Total circulation, 280,427. Pennebaker Advertising, Kermit, Tex. ja15

AMUSEMENT PARK FOR SALE—NEW England's most beautiful complete park. Joseph Trillo, Joseph Trillo Realty, 393 Broadway, Providence, R. I. ja15

CHRONICLE ANNIVERSARY EDITION—Advertisers look! Page, \$120; inch, \$10. Secure space immediately. Current edition, 2c coin. McPiastens, BB069 West First, Los Angeles, Calif. ja15

MAIL ORDER BUSINESS—7000 GLOSSY 4x5 Art Photos. Send \$1 for samples. Associated Printers, 1647 Taylor Ave., Racine, Wis. ja15

NEW ELECTRIC MACHINE BAKES greaseless doughnuts; attracts crowds; you'll coin money serving hot doughnuts; weighs 60 pounds; small investment; free recipes. Norbert Ray Co., 3605 S. 15 Ave., Minneapolis 7, Minn. ja15

PAINT SIGNS WITH MASTER PATTERNS. Set 1/2" to 12" prepaid, \$1. Sample, 3c. Evely, BB-583, Newton, Iowa. ja15

RARE OPPORTUNITY—WANTED PARTNER with \$3,000 or more. Government buy-out product. Unusual earning possibilities. Write Box 1404, Montgomery, Ala. ja15

START PROFITABLE MAIL ORDER BUSINESS, everything furnished. Orders filled for you. Hamilton, Box 288-MC, Marietta, Ohio. ja15

150 WEEK, EASY! WRITE TODAY FOR free 26-page book. Operate home Venetian Blind Kettles for all Poppers, business spare time. Build permanent, lifetime, full-time repeating business. Easy to learn. Experience unnecessary. BY Co., 101 S. 44th, Philadelphia 4, Penn. ch

FOOD AND DRINK CONCESSION SUPPLIES

GOING BUSINESS FOR SALE
Restaurant, Bar with full liquor privileges and Pizza and Hot Dog Stand. Plenty Parking Facilities.
OLD MAJOR RESTAURANT, INC.
12 Lake Ave., Worcester, Mass.

COSTUMES, UNIFORMS, WARDROBES

DERBIES, \$1; WHITE TUXEDO COATS, \$4; Costumes, Wigs, Crown, Minstrel, Strip, Ostrich Feathers, Rhinestones. Leroy Carpenter, 10 Eldorado Place, Weehawken, N. J. ja29

QUALITY COSTUME JEWELRY FROM manufacturer. Earrings, \$5 dozen; Pins, \$5 dozen, beautiful Tiaras, \$4 each. Special order work accepted. George Sassen, 250 West 31st St., N. Y. C. L. ja29

FOR SALE SECONDHAND GOODS

ABOUT ALL MAKES OF POPPERS—CARAMEL Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill. mar5

FOR SALE—EDISON PHONOGRAPH, CABINET style. Good playing condition; 90 disk records. Bought about 1920. Tel. Angola, Ind., 8135R. Mrs. Bertina Sheets, Angola, R. 2, Ind. ch

2 RCA SEMI-PORTABLE 35MM. SOUND projectors, with 2 lamps, sound heads, stands. Grey crackle finish. As is, without lens or magazines, \$80 each. 4 bulb Rectifier, \$20; Amplifier (no tubes), \$15. All f.o.b. Lynn. All "as is." First checks take equipment. Tower Press, Box 591, Lynn, Mass. ch

FOR SALE—SECONDHAND SHOW PROPERTY

ADULT CHAIROPLANE—SMITH & SMITH, 20-ft. semi trailer, '49 Ford tractor, 25 Ell Wheel complete; good trailer and tractor. A-1, ready to go. Cash deal; make offer. P. O. Box 441, Pass Christian, Miss. ja29

AIR CALLIOPHE WITH 42 BRASS PIPES. New. First \$750 takes 4. Cozart Organ Co., Danville, Ill. ja29

In determining cost of regular Classified Ad be sure to count your name and address when computing cost of ad.

When using a Box Number in care of The Billboard allow for six additional words.

On Box Number Ads a special service charge of 25c per insertion is made for handling replies.

BLEACHERS, STEEL, WOOD FOLDING Chairs, Theater Chairs, Tents, Sidewalk, Stadium Chairs, Lone Star Sealing Co., Box 1734, Dallas, Tex.

BUILD \$100 TWELVE PASSENGER MIDDLE Chairoplane; Auto, Boat, Rocket, Airplane, Handcar, Carrousel ride plans, \$5 each. Free 46 plan circular. Brill, Box 875, Peoria, Ill. ja15

EXHIBITORS, ADVERTISERS—NEW 500 watt Projectors. Two carriers, 3,14x4 and 2x2, color wheel, 33 Circars, Grosberg Projectors, 1612 E. Cervantes, Pensacola, Fla.

FOR SALE — COOKHOUSE, COMPLETE; gas tanks, stoves, coolers, dishes, etc. Make offer. Box 748, Dade City, Fla.

MINIATURE TRAINS — ALL SIZES, gauges, new, used, custom built. Photos, details, \$1 bill (refunded). Miniature Trains, 33B Winthrop, Rehoboth, Mass.

TENT—50x120 FLAME PROOF; POLES, rigging, stage, scenery, \$850 cash. 7 1/2 k.w. Light Plant, \$500. Chairs, seats and above, cheap. Phillips, 5717 Harkins Ave., Los Angeles 34.

TRADE ADULT CHAIR-OF-PLANE — HAS own axle, 750 truck tires, pulled by car for popcorn trailer; must be good. 1115 Third St., Watertown, Wis. Phone 1875J. ja15

10 DIGGERS—FACTORY BUILT; IN AL- most new condition, on a 10-foot concession trailer. Contact Paul Miller, 1619 Woodhaven Ave., Dayton, O. Tel. Taylor 1860. ja15

60-INCH SEARCHLIGHTS — SPERRY & G.P. Lamp assemblies and lamp operating assemblies, carbon, all other parts new, in original crates, 100,000 feet 1-0 single conductor power cable, 25c per foot. Thousands of other War surplus items, records, 15,400 Hesperian Blvd., San Lorenzo, Calif. All inquiries answered. ja29

INSTRUCTIONS BOOKS & CARTOONS

INTERESTED IN MUSIC? WRITE SONGS; need demonstration recordings; songwriters magazines; music printed; music collaborators; music clubs; songwriters annual directory (listing D. J.'s, music publishers, record companies, artists, record distributors, songwriters), etc. Write today for free catalog. Prevue, 536 East 5th St., N. Y. C.

"VENTRILOQUISM FOR FUN AND Profit." Paul Winchell, \$3. "Manual of Judging," Holden, \$1.50. Free catalog circus books. Rudell, Box 461, Washington 4, D. C. ja15

MAGICAL APPARATUS

A BRAND NEW #24 CATALOG—MIND- reading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Palmistry, Buddha, Graphology, Magic; 144-page illustrated catalog. 50¢ wholesale. Nelson Enterprises, 336 S. High, Columbus, Ohio. ja29

MENTALIST'S CONCEALED RADIOPHONE. Cash, \$250. No sales talk. Illness cause. Perfect condition. Half price. 230 Wabash, Kansas City 24, Mo. ja15

VENTRILOQUISM EASY TO LEARN IN 60 to 90 days! Home study course! Results guaranteed. For free information write stating your age. Dummy catalog 25c. Fred Maher School of Ventriloquism, Box 36, Studio BB-1, Kensington Station, Detroit 24, Mich. dh

MISCELLANEOUS

CHRONICLE—AMERICA'S EXCITING LIT- tle magazine. Articles, stories, hobbies, songs, cash prizes, world events, entertainments. Current edition, 25¢ coin. McPiastens, BB0609 West First, Los Angeles, Calif. ja15

JUGGLING CLUBS, ROLLING GLOBES— Made to order. Finest of craftsmanship and material. Jack Miller, 1895 North Kansas Ave., Springfield, Mo. ja15

TAPE RECORDERS, TAPES, ACCESSORIES. Unusual values. Dresser, Box 668, Peter Stuyvesant Station, N. Y. 9. ch-np

WANTED TO LEASE—PORTABLE ROLLER rink tent and equipment for three (3) months or more. Monty Moninger, Crystal River, Fla.

M. P. FILMS & ACCESSORIES

16MM. SOUND FILMS—WESTERNS, FEAT- uring actors of the great stars. \$5 a week. Ace Camera Supply. Florence, S. C. ja15

MUSICAL INSTRUMENTS, ACCESSORIES

NEW HAND GRIND ORGAN—BARREL cylinder; 2 cylinders; one has Christmas songs. Ben L. Williams, 716 Jackson, Houston, Tex.

PERSONALS

ARE YOU SEEKING PEACE OF MIND? Free home study instruction center. Dept. B, 2 Columbus Ave., New York 23. ch-ja29

LETTERS REMAILED—FROM NEW YORK City, 25¢ U. S. coin; postals, 10¢. Joseph Gomez, 318 East 34th St., New York 16, N. Y. ja15

LETTERS REMAILED FROM L. A., 25c; Buying service available; we can get anything from L. A. for you. McKenna, 2532 Daly St., L. A. 31, Calif. ja29

SAN FRANCISCO MAIL HANDLED—SIN- gle letter mailed, 25c. Your mail received, forwarded to you and answers mailed, \$2 monthly. Malite, 1358G Sixth Ave. ja15

PHOTO SUPPLIES DEVELOPING-PRINTING

COMIC FOREGROUNDS AND BACK- grounds, Direct Positive Cameras, Papers, Chemicals, Mounts, Glass Frames, Photo Novelties. Miller Supplies, 1535 Franklin St., St. Louis 6, Mo. ja29

DIRECT POSITIVE PHOTOGRAPHERS—We supply everything you need; reasonable prices...

FOR DIRECT POSITIVE OPERATORS Easel back cardboard frame. Imitation leather, celluloid front. Assorted colors...

INTERNATIONAL SALES CO. 414-B E. Baltimore St. Baltimore 2, Md.

LEATHERETTE PHOTO CASES—1 1/2 x 2, \$25. 1000; 2 1/2 x 3 1/4, \$9.45. Brass corners, 1 1/4 case extra...

PHOTO BOOTH OUTFITS CHEAP—ALL sizes; drop in and see them; latest improvements...

ATtractive Business Cards—\$2.95 per 1000; 100 Posters (11x14), \$7; 1000 Bond Letterheads...

ALWAYS FASTEST SERVICE—QUALITY printing for heads up. PDQ Camera Co. Cards, \$8 hundred; 17x26 size, \$12.50 hundred...

ITS MALLO PRESS—767-B LEITH, FLINT 5 Mich. Printing of Distinction. Letterheads, Envelopes, Posters, Bumper Signs, Decals, Business Cards, Tickets, \$2.25

SALEMEN WANTED AD MATCHES! SELL AMAZING DESIGNS, 10, 20, 30, 40 and 240-light book matches...

ANYONE CAN SELL FAMOUS HOOVER Uniforms for head-up shops, waitresses, nurses, doctors, others...

GET NEW SHIRT OUTFIT FREE—MAKE \$90 weekly on 5 average orders a day. Famous quantity made-to-measure dress and sport shirts at \$3.95 up; sell fast to all men...

TATTOOING SUPPLIES A-1 TATTOOING MACHINES—OUTFITS, \$25 and up; designs, ink, colors, needles; free catalog...

LONG RANGE SHOOTING GALLERY—Store location in formation. Make, condition, size. Send picture if possible...

MAJOR AND KID RIDES FOR CASH. Must be in top working condition. Alex Freedman, 5414 Victoria, Los Angeles, Calif.

SHORT ARM OCTOPUS, ROLL-O-PLANE and any low net Show or Funhouse. Must be in the east. Shoemaker's Rides, Box 117, Espy, Pa.

WANTED—STEAM OPERATED TRAIN, Merry-go-round, good condition. Pay cash. Merlin Smith, 1111 North 10th St., Garden City, Kan.

WANTED—KIDNIE RIDES FOR PARK with or without tops. Send full description and pictures along with prices to R. G. Hall, 1136 Fifth Ave. S., Fargo, N. D.

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LEAD TRUMPET, LEAD SAX (ALTO, Tenor), Trombone for agency band. Sleeper bus; good book. Wire Larry Elliott, 1611 City National Bank Bldg., Omaha, Neb. ja8

MAGICIAN, STANDARD HEADLINER, needs attractive high-type girl assistant; also boy assistant; handy man; preferably Oriental. Box 969, Billboard, 1564 Broadway, New York.

MUSICIANS—STATE COMMERCIAL EXPERIENCE. Buddy Bair, Van Cleave Hotel, Dayton, O. ja15

MUSICIANS, ALL CHAIRS, INCLUDING guitarist. Traveling orchestra, sleeper bus. Orchestra Leader, 1066 West 25th Ave., Denver 14, Colo. BEImont 3-6619. ja15

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MUSICIANS FOR TRAVELING TERRITORY band. Guaranteed salary. Sleeper bus. Box C-144, c/o Billboard, Cincinnati 22, Ohio. ja8

WANTED—MUSICIANS FOR NEW SWING band. All instruments except piano. Starting rehearsals approximately Jan. 25. Salary starts with rehearsals. Must read. Bob Andrews, 320 N. Loma Linda, Farmington, N. M.

WANTED—LEAD ALTO, CLARINET MAN; good reader; for one of top Midwest polka bands, immediately. L. A. Berg, 1113 Band, Albert Lea, Minn. ja15

WANTED—BASS HORN PLAYER; PIANO player; both experienced; prefer locations in established territory band. Year round job. Home every night. Very good salary. Write or call in forenoon. Johnny Hider's Orchestra, P. O. Box 113, Tel. 2434, Mandan, N. D.

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MUSICIANS

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COMEDIAN, CLOWN, EMCEE WITH monkey. Presently on television. Reasonable. Photos, data available. Tex Dorman, Route 5, Box 594-Z, Pensacola, Fla. ja22

EXPERIENCED DRUMMER—JOIN IMMEDIATELY; any proposition considered; dance or show; new equipment; plenty rhythm; reliable, voice. Tom Wrenn, 20 Chatham Rd., Asheville, N. C. ja15

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LEAD TRUMPET, BASSMAN — BOTH name experience. Prefer location. Any style or type. Musician, Room 19, Francis Hotel, Winston-Salem, N. C. ja15

LOMBARDO STYLE—TWO ALTO SAX, double clarinet; sight readers. Name band experience. Joe Caldwell, 43 1/2 So. Hallowell, Kansas City, Kansas. ja8

ORGANIST, HAMMOND—EXPERIENCED; also play piano. Write Mr. Ekedahl, 57 Forest Ave., Jamestown, N. Y. Tel. 94-244.

PIANO—AVAILABLE JANUARY 21. READ, fake; society, jazz, Latin, shows. Name band experience. Prefer small unit. Jim McCoy, Oak Lawn Inn, 3700 Cedar Springs Rd., Dallas, Tex. Ph. LA 5188. ja15

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COMING EVENTS

Arizona Phoenix—Ariz. Natl. Livestock Show, Jan. 3-5. Phoenix—Home Show, Feb. 12-20. Wickenburg—Gold Rush Days, Jan. 23-30.

California Los Angeles—General Motors Motorama, March 5-13. Sacramento—Sportorama, March 25-27. San Bernardino—National Orange Show, March 17-27. San Diego—Automobile Show, Feb. 2-6. San Diego—Cat Show, Jan. 29-30. San Diego—Doll Show, Jan. 10-15. San Diego—All-Breed Cattle Show, Jan. 29-30. San Diego—Camellia Show, Feb. 26-27. San Diego—Flower Show, March 3-6. San Diego—Home Show, March 26-April 3. San Francisco—China, Glass, Gift, Jewelry, Toy, Stationery and Housewares Show, Feb. 3-6, Kay Leber, 1355 Market St. San Francisco—National Sports and Boat Show, March 4-13. Thomas R. Rooney, 359 Pine St. San Francisco—General Motors Motorama, March 26-April 3.

Connecticut Hartford—Sportmen's Show, Jan. 22-29.

Florida Bowling Green—Hardee Co. Strawberry Festival, Jan. 24-29. Daytona Beach—Volusia County Home Show, March 12-18. Irene Kellogg, Pilot Club. Miami—Flower Show, March 13-21. Miami—Flower Show, Jan. 7-10. Miami—Do It Yourself Show, Feb. 1-8. Miami—Antique Show, Feb. 9-14. Miami—Boat Show, Feb. 17-24. Miami—Orchid Show, Feb. 23-28. Miami—General Motors Motorama, Feb. 5-13. Moorehaven—Chalo Nitka Celebration, Feb. 18. Tampa—Home Craftsmen's Show at Fla. State Fair, Feb. 5-19. Tampa—Antique Show, Jan. 3-6. Tampa—Dog Show, Jan. 23.

Georgia Georgia—Southeastern China, Glass & Gift Show, Jan. 16-19. Foster B. Stewart, 1401 Peachtree St., N.E.

Illinois Chicago—Auto Show, Jan. 7-16. Chicago—Toy and Novelty Show, Congress Hotel, Jan. 9-19. John D. Treadwell, National Importers and Novelty Manufacturers' Association, 261 Broadway, New York 7. Chicago—Boat Show, Feb. 4-13. Chicago—International Sports and Outdoor Show, Feb. 18-27.

Indiana Fort Wayne—Sports Show, Feb. 15-20. Indianapolis—Sports Show, Jan. 28-Feb. 6.

Iowa Ottumwa—Auto Show, Feb. 4-6.

Kentucky Louisville—Sports Show, March 5-12.

Louisiana Baton Rouge—Livestock Show & Rodeo, March 5-12. LaPayette—Mid-Winter Fair & Livestock Show, Jan. 6-9. LaPayette—Flower Show, Jan. 15-16. LaPayette—Mardi Gras, Feb. 22. Lake Charles—Fat Stock Show and Rodeo, Feb. 24-27. New Orleans—Mardi Gras, Feb. 13-22. New Orleans—Junior Livestock Show, March 2-3.

Michigan Bay City—Poultry Show, Jan. 16-19. Ben W. Mau, 2009 Second St. Hastings—Michigan Cornbelt Stock Show, March 2-3. Duncan G. Leitch.

Minnesota St. Paul—St. Paul Winter Carnival, Jan. 28-Feb. 6. John Geisler, 356 Cedar.

Mississippi Carrollton—Carroll Co. Livestock Show, March 23. R. A. Cooper. Columbia—Marion Co. Livestock Show, March 10-12. D. O. Scott. Forest—Southeast Miss. Dist. Livestock Show, March 17-19. G. D. Coulier.

Greenwood—Delta Dist. Livestock Show, March 24-26. E. H. Blackstone. Hattiesburg—Forrest Co. Livestock Show, March 11-13. W. W. Kennedy. Hattiesburg—South Miss. Dist. Livestock Show, March 14-16. N. S. Hand. Mendenhall—Simpson Co. Jr. Livestock Show, March 14-16. J. F. Ponder. Port Gibson—Southwest Miss. Dist. Livestock Show, March 21-23. E. C. Newman. Sardis—Northwest Miss. Dist. Livestock Show, March 28-30. R. P. Lewis. Tupelo—Lee Co. Livestock Show, March 25-26. W. J. Pennell. West Point—Northeast Miss. Dist. Livestock Show, March 31-April 2. E. E. Wooten.

Missouri St. Louis—Sports Show, Jan. 18-23.

New York New York—General Motors Motorama, Jan. 20-25. New York (Bronx)—Sports and Vacation Show, March 5-13. Utica—Sports Show, March 24-29.

Ohio Cincinnati—Sports Show, Feb. 8-13. Cleveland—Sports Show, Jan. 3-9. Cleveland—Sportsmen's Show, March 8-22. Columbus—Sports Show, March 22-27. Dayton—Do-It-Yourself Show, March 18-20. Retail Hardware Dealers' Association. Toledo—Sports, Home, Boat and Auto Show, March 5-13. Paul Spor, Ohio Building. Toledo—Flower Show, March 22-27. Geo. Yakobian Enterprises, 1718 Jefferson Ave. Toledo—Home and Travel Show, Feb. 5-13. Mill Tarloff, 505 Spitzer Bldg.

Oklahoma Oklahoma City—Antique Show, Feb. 23-28. L. Verne Slout, Vermontville, Mich. Show, March 14-18. A. K. Mackey. Oklahoma City—Home Show, March 27-April 3. Gus Fields, Billmore Hotel.

Pennsylvania Harrisburg—Pa. Farm Show, Jan. 10-14. H. R. McCulloch. Philadelphia—Gift Show, March 26-31. Donald C. Little, 290 Fifth Ave., New York. 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. Boslo, Box 752. Brownsville—Charro Days, Feb. 12-20. Dallas—Garden Center Flower Show, March 12-19. Joseph B. Rucker, State Fair Park. 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 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. Houston—Sports Show, March 18-27. Laredo—Washington Birthday Celebration, Feb. 17-28. Mercedes—Rio Grande Livestock Show, March 8-13. Mission—Citrus Fiesta, Jan. 28-30. San Antonio—Livestock Exposition, Feb. 18-27.

Virginia Norfolk—Do-It-Yourself Show, Feb. 19-22. Norfolk—Home and Garden Show, March 22-27.

Washington Seattle—International Trade Fair, March 11-25. Kenneth V. James, 215 Columbia St.

Wisconsin Milwaukee—Home Show, March 12-20. Milwaukee—Milwaukee Sentinel Sports & Vacation Show, March 26-April 3.

CANADA Alberta Edmonton—Spring Livestock Show and Sale, March 21-25.

Quebec Quebec—Winter Carnival, Jan. 6-Feb. 22. Toronto—Sportmen's Show, March 11-19.

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MOA Execs to Map '55 Conv. Jan. 28

Ops to Air NJBM Label, Legislation, Billboard Editorials and Insurance

OAKLAND, Calif., Jan. 1.—Altho scheduled for March 28-30, the 1955 Music Operators of America convention activities will really begin a week from next Monday, when the entire executive board of MOA will gather in Chicago for a three-day (10, 11 and 12) meet to blueprint plans.

George A. Miller, president and business manager of the organi-

zation, announced this week that the group would meet at the Morrison Hotel, the site of the convention, and would discuss every phase of the coming event.



GEORGE A. MILLER

zation, announced this week that the group would meet at the Morrison Hotel, the site of the convention, and would discuss every phase of the coming event.

Miller said that in addition to convention planning, the executive board would lay the ground work for future copyright legislation, should the need arise again in 1955.

An added activity anticipated for the January meeting is a special luncheon meeting of MOA executives and phonograph manufacturers. Miller said that while the luncheon was not definite at this time, it was hoped that manufacturers would be on hand.

Topics expected to be aired by the executive staff, in preparation for subjects to be discussed at the convention, will include the MOA national tax council, the MOA-Barney Young record arrangement (NJBM label), a national public relations program and The Billboard's recommendation for a Congressional fact finding committee to study copyright legislation.

Miller added that the NJBM record label had pulled an even larger amount of orders than anticipated, and additional orders were still coming into the MOA offices. He declared that over 30,000 were now being filled by Barney Young and that operators would probably be receiving them within a week or two.

Miller said that he hoped to spend some time at the executive meeting, talking about a national hospital and health plan. He said that the California association, of which he is also president, had completed its arrangements and the plan was going into effect immediately (see separate story).

Following the executive meeting, Miller will go to Washington where he will tie up loose ends in the anticipated copyright legislation program.

ONE-GLANCE TITLES

Music Merchandising Via Customized Typing

CRESTON, Ia., Jan. 1.—One of the most important steps in good music merchandising is a proper title strip procedure, according to Spiv Williams, whose music route covers most of the small towns in Western Iowa.

Williams pointed out that altho customers might be amused at misspelled titles, letter omissions, or labels sloppily prepared, all too often they result in a bad impression of juke box management.

To prevent such occurrences Williams added a customized typewriter to his office equipment. Instead of the familiar pica or elite type, the new machine houses an Arabic block letter type, much like that used in popular books.

The net result, Williams said, was neatness, legibility, and certainly a far better impression. Incidentally, Williams added, the type-

writer spaces out letters to form neatly balanced headlines, sub-headlines and treated lines, which fit the label strip with no waste of space and maximum eye appeal.

"Location owners, who are well educated and extremely precise about signs and menus, do not feel flattered when the labels on the juke box give every evidence of being turned out by a careless worker," Williams declared. "First impressions count a lot in music merchandising and even new phonographs with excellent style and performance can be undone by sloppy title strips."

While he admits that he is no "Webster" when it comes to the English language, Williams nevertheless puts out labels without errors. This he makes possible thru careful editing of all labels before

(Continued on page 54)

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:

COLUMBIA RECORDS SHIFTED its stand of a week ago and also changed record prices this week. The singles field, all pop, 78 r.p.m. records went to 98 cents, while the 45 singles remained unchanged in price.

LONDON AND M-G-M LABELS followed the lead of RCA Victor and dropped price on LP merchandise, while matching Victor prices on single records. There were variations from the Victor plan, however.

BOTH COLUMBIA AND DECCA pointed to successful years in their statements for business in 1954.

STILL TO DECIDE ON PRICES were such important labels as Capitol, Decca, Coral and Mercury. Many independent labels had decided to take a wait-and-see attitude.

And many other informative news stories, as well as the Honor Roll of Hits and other operator charts.

U. S. JUKES TO W. GERMANY HIT \$1 MILLION

BONN, Germany, Jan. 1.—Western Germany's economic minister announced this week that juke box imports from the United States would top the \$1 million mark.

Complete data on 1954 imports is expected to be released early in the spring.

Look to March For Hartford Dime Wrap-Up

HARTFORD, Conn., Jan. 1.—Metropolitan Hartford music operators should be on dime play 100 per cent early in March, according to Abe Fish, president of Music Operators of Connecticut.

Fish said that about 25 per cent of the city's locations had already been converted to the increased price. New conversions were being reported daily, he added.

"Most of the ops in this county," he said, "report high enthusiasm over initial customer reaction to 10-cent play. There has been only a few isolated cases of opposition on the part of patrons."

Des Moines Ops Sked Dime Play For January 3

DES MOINES, Jan. 1.—Music operators here will take the plunge to dime play next Monday (3), it was announced this week.

During a meeting of the Music Operators of Iowa, held here this week, members decided suddenly to make the changeover. High costs of operating, an increase of over 300 per cent in the last 15 years, was given as the reason.

It was also announced that other operators in the State were expected to follow the price change.

10c Play Gets Healthy Boost From Wis. Op

MILWAUKEE, Jan. 1.—Dime play will get a big boost in nearby Waukesha and Washington counties this month when Walter Harloff, operator and head of Love Amusement Company, begins to convert his 250-piece music route to 10-cent play.

Harloff, active in the coin machine industry since 1931, said that his firm had experimented with dime play last summer and had re-

(Continued on page 56)

Juke Box Switch Proves Expensive For Tavern Owner

BROOKLYN, Jan. 1.—Location owners here may be discouraged from listening to promises of better deals from operators attempting to jump juke box stops.

It cost S. Bonfiglio, owner of a local bar, \$1,070 plus court costs for the luxury. Bonfiglio decided that he preferred an operator other than Nat Cohen, of the C. O. Vending Service, to run a music machine in his establishment.

Despite a contract he had with C. O., Bonfiglio ousted the box and replaced it with one from another operator. Cohen sued.

Friday (17), at Second District Municipal Court, the judge handed down the ruling—\$1,070 to C. O. for damages, and court costs.

EDITORIAL

New Prices for Records

For the next week or so, operators will find some confusion among record distributors and one-stops as to pricing of records. This will stem from the drastic shake-up of the whole record price and discount structure, first started by RCA (The Billboard, January 1) and rapidly followed, with important alterations, by other record companies this week. (See music department.)

Operators with equipment that is predominately 45 r.p.m., will get a break on prices of about 2 cents per record, because of the longer discount—42 per cent in place of 38 per cent. On the other hand, operators buying 78 r.p.m. records will find a swing to a higher price line. Discounts are likewise moving up to 42 per cent, but retail prices for pop 78 r.p.m. records particularly will move up to 98 cents. Some companies (notably RCA) are moving all their 78 r.p.m. records to the 98-cent list, but others feel they can hold the price line at 89 cents for country and western and rhythm and blues, if not pops.

Ironing Out Due

On Friday (31) definite price policies had not been set by all manufacturers, and even tho the picture will be straightened out at the distributor level this week, the one-stops will probably take longer, because of inventories of current hits bought at the old prices, and the serious problem of adjusting to the new 45 r.p.m. price line.

Operators should not become alarmed at the significance of the higher prices for 78 r.p.m. records. True, it is the beginning of a trend that has to take place as the decreasing number of 78 r.p.m. players and changers in the home, as well as in juke boxes, provides a smaller and more costly 78 r.p.m. market for manufacturers to service.

However, it will be several years before manufacturers of records can afford to neglect the 78 r.p.m. home market altogether, let alone the juke box operator. During that time 78 r.p.m. juke box equipment will have been depreciated to such an extent that the operator will stand to lose little or nothing.

Watch the Trend

It may be advisable for operators to watch the trend, however, when shifting equipment from location to location. There is significance in the fact that some manufacturers are holding the price line on the c.&w. and r.&b. 78 r.p.m.'s. This is because volume for the home market remains proportionately high, and will fall off at a slower pace than homes buying pop r.p.m.'s. Operators would therefore be wise to lean toward shifting 78 r.p.m. equipment to r.&b. and c.&w. locations.

Finally, operators should watch the development of the EP record market. Demand by the mass home market is increasing at a rapid rate, and the competitive situation between manufacturers could quite possibly mean lower prices as well as faster and better distribution. Using these records to introduce dime play will therefore have more and more appeal.

New Record Prices Favor 45 RPM's

CHICAGO, Jan. 1.—The record industry's new price set-up will tend to speed the completion of two major changes taking place in the automatic phonograph industry.

First, with the price of 78 r.p.m. disks up 9 cents at retail level, music operators will be given new incentive to abandon their 78 r.p.m. juke boxes in favor of the small 45's.

Second, with EP's being standardized at \$1.49, music operators will find it less costly to take a crack at the longer playing disks as a means of introducing dime play.

One-stops reported that their

prices on 45's were the same as before the shake-up, 78's increasing anywhere from 3 to 9 cents. EP's were expected to be lowered as a result of RCA's increasing dealer mark-up from 38 to 42 per cent.

Ed Singer, partner in Singer Brothers, Chicago's largest operator one-stop, reported operators quiet on the subject, waiting to see exactly how closely other record companies intended to follow.

Operators who have any number of 78's still on location reported that these machines were not in top-paying spots, which means their over-all record costs will not be drastically increased.

Milwaukee Ops View 1955 as Banner Year

MILWAUKEE, Jan. 1.—In spite of some indications of local factory layoffs, Milwaukee coinmen are looking to 1955 as a possible banner year.

Operators expressed confidence that present economic conditions would continue thruout the coming year and that the Milwaukee area would gradually improve on the generally healthy situation prevailing in the year just ended.

Altho a few factory layoffs proved troublesome last year, operators said that average take home pay held fairly even. Only a few reported cuts in tavern play.

Many coinmen, however, expressed a growing concern over the problem of rising costs. According to operators, new equipment, labor, parts and records have climbed out of line with collections.

One of the State's leading coin machine firm executives, Joe Beck, of Mitchell Novelty Company, said: "We lost money in 1954 altho we actually did as much business as the year before. Our loss was due

to today's terrific cost of doing business. We even bought a couple of routes to maintain our level of operations, and still wound up in the red."

A more optimistic view was taken by Joe Pelligrino, of P. & P. Distributors. Conceding that difficult problems lie ahead for coinmen, Pelligrino nevertheless said that he expected his company to continue at a profit-making level.

Like most coinmen operating both games and music equipment, Pelligrino said that recent strict interpretations of gaming devices by local and State authorities might cut into the 1955 potential income.

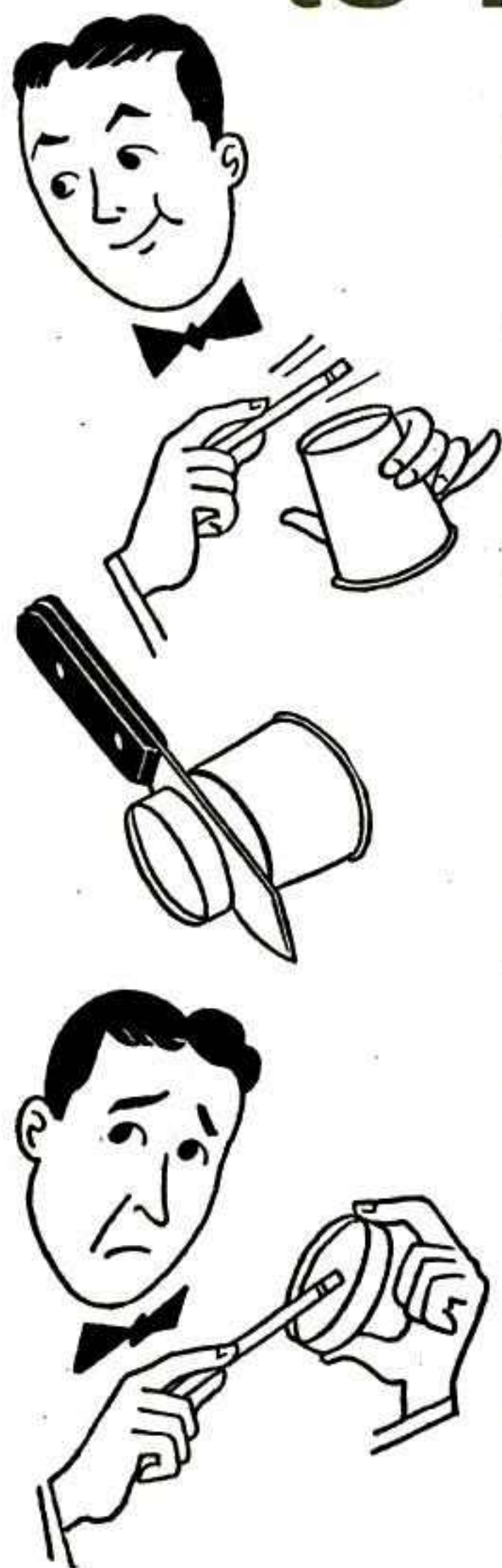
Another view on the coming year came from veteran coinman Herb Wagner, of G. & W. Novelty Company, South Milwaukee. Wagner said that 1955 could turn out to be a good year.

Doug Opitz, partner in the Hilltop Coin Machine Company, and a leader in local and State coin machine activities, reported that he

(Continued on page 56)

Simple Proof

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to **TOP QUALITY SOUND**



Make Your Own Test This Easy Way!

1. Take an ordinary paper drinking cup.
2. Hold it lightly and tap the bottom sharply with a pencil.

*HEAR THAT CLEAR, DISTINCT SOUND?
That's because the sides of the cup form a horn.*

3. Now, cut the bottom off the cup.
4. Hold the bottom lightly and tap sharply with your pencil.

Note the loss of sound, the muffled tone. The bottom of the cup is a speaker without a horn.

Try it again with another whole cup. You'll agree that here is simple, convincing proof that

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Upswing in Games, Music in Store For Eastern Operators in 1955

Reduction in Overtime Pay Hurts; Dime Play Is Juke Possibility; New Games May Help

NEW YORK, Jan. 1.—While 1954 didn't set any records in Eastern game and automatic music activity, most operators reported they were holding their own, and many see a slight upswing in business for the next 12 months.

As taverns comprise the majority of juke box and game locations, the status of the operator's coin box is directly tied up with the status of the bartender's cash register. Bar business was not too good this year along the Eastern Seaboard.

Except for a few areas, there hasn't been any widespread industrial unemployment here, but there

has been a sharp cutting down of overtime. And, for a lot of workers, bar money represents dollars in excess of those required to pay for the necessities of life. With reduced working schedules, there isn't too much left after the necessities are taken care of.

10-Cent Play

The overwhelming majority of juke box operators in the East are charging 5 cents a play. But there are signs that the price structure is starting to crack. In New Jersey, experiments with a 10-cent minimum have been tried. In Westchester County, N. Y., and in Baltimore, 10-cent play is actually in operation. In Philadelphia, it is expected to get underway soon.

So far, New York operators—except in isolated cases, have stuck with the nickel. But, after they watch how their neighbors are doing, it's a safe bet they, too, will up the ante.

The economics of the case are fairly simple. In the last 10 years equipment and operating costs have doubled, but revenue on a per-play basis has remained the same. Something must give.

Based on the 10-cent experiments that have been conducted, chances of per-play volume holding up and dollar volume nearly doubling, while expenses remain the same, are good. If it comes about, juke box operators will have their best year ever by 1956—but it's doubtful if the dime conversion will be anywhere near completed in the next 12 months.

Shuffleboards continue to dominate the New York game market, and, with the legalization of tournament play, grosses have risen substantially during the last six months of the year.

Gun games and 3-D viewers have also injected some life into the Eastern market, and more astute operators plan to rotate equipment during 1955 to gain the maximum effect in each new development.

Kiddie rides are nowhere near as prominent as they were a year ago, but they're on a more solid basis. The current crop of ride operators knows what it's doing, and the current roster of locations are, on the whole, profitable ones.

The exodus of city dwellers to the suburbs has hurt game operators. In the city, the neighborhood tavern—and its Shuffleboard—provided a form of relaxation. For the new home owner, finishing the basement and putting up the storm

windows are a substitute for the type relaxation offered at the corner pub.

Eventually, the taverns may move to the hinterlands, and the novelty of home-owning may wear off somewhat. But, at this writing, the citizen who moves from Manhattan to Mortgage Manor, L. I., represents a net loss of so many coins a week to the game operator.

AMOA KEGLERS

Acme Music Cuts Advance Lead to 4½

MIAMI, Jan. 1.—Acme Music whittled the lead of pace-setting Advance Music by capturing four straight last Monday in the AMOA Bowling League competition at Paradise Bowling Center.

Ross Rock-Ola swept into third place by humbling All-Coin Amusements, 4 to 0. Marino Music showed improvement in defeating American Operating, 3 to 1, while second-place Music Makers split four games with Radio Center.

Acme Music took the floor fighting mad against the league leaders and walked off with top honors for the evening. In racking up four straight, it emerged with high individual game (Eddie Dee with 200); high individual series (Dee with 528), and high team series (2,152). In addition, Max Becker, of the Acme squad, posted a one-game 190.

Following are the 48 games:

	Won	Lost
Advance Music	35	13
Music Makers	30½	17½
Ross Rock-Ola	29	19
Acme Music	24	24
Radio Center	21½	22½
Marino Music	23	25
All-Coin	13	31
American Operating	12	36

Noteworthy performances were turned in by Buster Railey, Marino Music, with a one-game 184; Dave Shedd, Radio Center, 191; Morry Horwitz, Ross Rock-Ola, 176; Hyman Cohen, All-Coin, 176, and Jack Torrey, Music Makers, 161.

High team honors went to Music Makers, with a 779 total.

L. A. Op Assn. Skeds 3 Meets

LOS ANGELES, Jan. 1.—Three general meetings have been scheduled for the Los Angeles Division of the California Music Merchants' Association during the next three months. Ben Chemers, business representative of the local group, announced here this week.

This month's session will be held January 11. The second meeting will be February 15, and the third March 15. All will be held in the Coral Room of the Hotel Gaylord and start at 8 p.m.

George A. Miller, State president, is expected to attend most of the meetings. However, Chemers said, with the 1955 MOA convention drawing near, his appearance would depend upon his schedule.

Chemers added that the local group would be represented at the convention for the first time this year. Both he and Walter Hemple, president of the local branch, are among the operators expected to attend.

One-Glance

• Continued from page 52

they go on machines, checking them against instrumental printed labels and the dictionary if need be.

Williams believes that the added prestige which the new typewriter makes possible, far offsets the investment. And good will from customers and location owners insures business for years to come, he points out.

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.

January 6—Summit County Music Operators' Association, monthly meeting, Mayflower Hotel, Akron, O.

January 10—Amusement Machine Operators' Association of Greater Baltimore, bi-weekly meeting, Mandell-Ballow Restaurant, Baltimore.

January 11—Los Angeles Division California Music Merchants' Association, monthly meeting, Coral Room, Hotel Gaylord, 8 p.m., Los Angeles.

January 11—Western Massachusetts Music Guild, bi-weekly meeting, Ivy House, West Springfield.

January 29—Association of Amusement Machine Operators of the Province of Quebec, 1st annual banquet, Montreal.

January 31—Central States Phonograph Operators' Association, monthly meeting, Peoria, Ill.

February 11—United Music Operators of Michigan, monthly meeting, Fort Wayne Hotel, Detroit.

February 19-20—National Automatic Merchandising Association, regional meeting, Atlanta Biltmore Hotel, Atlanta.

March 5-6—National Automatic Merchandising Association, regional meeting, Adolphus Hotel, Dallas.

March 19-20—National Automatic Merchandising Association, regional meeting, Lord Baltimore Hotel, Baltimore.

March 28-30—Music Operators of America, annual convention, Morrison Hotel, Chicago.

(Send Calendar dates to The Billboard, 188 W. Randolph Street, Chicago 1.)

Details of CMMA Health Insurance Plan Revealed

LOS ANGELES, Jan. 1.—Details of what is believed to be the first health insurance program ever negotiated by a music operator association were revealed this week by George A. Miller, president of

the California Music Machine Operators' Association.

The plan was negotiated by Miller and the Bankers Life Insurance Company, Des Moines (The Billboard, December 18).

Miller said the health and hospital plan was arranged after two years. Bankers Life's program was finally decided upon, said Miller, after 18 plans had been considered. "It was found to be the most liberal plan at the most reasonable rates," he said.

Miller announced the plan would be presented to the Music Operators of America at its national convention in March (see separate story).

Benefits Listed

Association members, their employees and dependents are entitled to benefits including hospital, medical, doctor, therapy, polio and surgical care at a cost ranging from \$3.75 a month (for individual employer or employee) to \$8.50 a month (for employer or employee and dependents).

Here's what the plan provides: For employer (operator) or his employee: Hospital daily benefit of \$14 (up to 70 days); hospital extras up to \$300 (no OB); surgical expenses up to \$300 (no OB); doctor's hospital calls, \$3 (70 days); supplementary accident coverage of \$300, and polio coverage of \$5,000. Dependents under the plan are entitled to receive identical coverage.

Application forms and brochures have been mailed to CMMA members. The plan is wholly optional.

Florida Juke Firm To Donate \$500 To Hospital Fund

PALATKA, Fla., Jan. 1.—An estimated \$500 will be donated to the Putnam County Public Hospital as a result of a pool started by the Pall Music Company, local juke box firm.

Eddie Emerson, manager of the company, said that his firm and its customers agreed to donate 10 per cent of all juke box collections, from November 1 to January 1, to the hospital fund.

The plan has already collected more than \$300 for the fund.

score, and J. Gallet's 223 tops the single game list.

The league meets Monday evenings at the G & L Recreation. John Oomens, secretary of the league, said that Miami's challenge to an inter-city contest has not gone unnoticed. He said that he was presently checking into the possibilities. "More later," he said.

ABC Holds 1st In Tight Chi Bowling Race

CHICAGO, Jan. 1.—The team of ABC Music No. 2 continued to burn up the alleys last Monday night, trouncing B & B Novelty in three games and boosting its lead in the Automatic Phonograph Bowling League to three games.

Teammates of Mercury Records turned on the steam against Coven Music, walking off with two of three games. Mercury, in third place before the evening began, now is tied with Oomens Sons for second place.

Oomens Sons drew a setback when they tangled with Coral Records, losing two games and dropping to a tie for second place. Oomens Sons, leaders of the league from practically the first night of bowling to just two weeks ago, just don't seem to click as they did earlier in the season.

Half-Way Point

Next Monday's encounter will mark the league's half-way point. Only four games now separate the second placers and the 10th place team of Melody Music.

Team standings after 48 games were as follows:

	Won	Lost
ABC Music No. 2	31	17
Mercury Records	28	20
Oomens Sons	28	20
Decca Records	27	21
Star Music	26	22
Paschke Phono	25	23
Coral Records	25	23
ABC Music No. 1	25	23
Atlas Music	25	23
Melody Music	24	24
B & B Novelty	22	26
Western Automatic	19	29
Coven Music	17	31
Gillette Distrib	14	34

High in the men's division last Monday was Irv Cairo with a 530 series, while in the women's division Myrtle Sochaeki captured honors with 468.

Season-wise, Charley Alesi holds individual high game for the men with a blazing 257 and Bob Loob's 609 series gives him the coveted spot in that department. In the women's division, Iz Oomens posts a 525 series for top three-game

How Was Your Timing on . . .

"SURE FIRE KISSES"

GOLDIE HILL AND JUSTIN TUBBS
DECCA 29349

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!

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**Billboard
BEST BUY**

**NOVEMBER
30, 1954**

Title Strips
Ready for Top
Juke Profits

**NOVEMBER
30, 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 _____

THE BILLBOARD INDEX

ADVERTISED USED MACHINE PRICES

MUSIC MACHINES

	Issue of Jan. 1, 1955	Issue of Dec. 25	Issue of Dec. 18	Issue of Dec. 11
AIREON				
Aireon Manhattan			\$50.00	\$50.00
AMI				
Model A	\$129.00 135.00	\$129.00 135.00	129.00 135.00	129.00 135.00
Model B		250.00	225.00 250.00	225.00 244.50
Model C	275.00	275.00(2)	250.00(2)	250.00(2)
Model D-40	300.00 329.00	300.00 329.00	300.00 329.00	300.00 329.00
		375.00	350.00 375.00	350.00 375.00
			385.00	385.00
Model D-80	469.00	450.00 469.00	450.00(2)	425.00
			469.00 485.00	450.00(2)
				469.00 485.00
EVANS				
Constellation	240.00	240.00	240.00	240.00
MILLS				
Constellation	175.00	175.00	175.00	175.00
ROCK-OLA				
1422			99.00	99.00
1426			110.00	110.00
1434	325.00	325.00	325.00	325.00
1436 Fireball 45 RPM		395.00		
5052				325.00
SEEBURG				
M 100-A (78 RPM)	375.00(2)	350.00	375.00(2)	375.00(4)
		375.00(2)	395.00 450.00	395.00 495.00
		450.00	495.00	
M 100 B	525.00 575.00	500.00 525.00	500.00 525.00	500.00 550.00
		565.00 575.00	565.00	565.00
M-100-C	650.00	625.00(2)	625.00 650.00	625.00
		675.00	675.00	650.00(2)
146	89.00	89.00	89.00 110.00	89.00 110.00
147	119.00	119.00	119.00	119.00
148 M	149.00	75.00 149.00	95.00 149.00	95.00 149.00
148 ML	159.00	159.00	159.00	159.00
WURLITZER				
1015	75.00	75.00	75.00 100.00	65.00 74.50
				75.00 130.00
1017		65.00		
1080	99.00	99.00	99.00	99.00
1100	195.00		195.00	195.00
H 1217	159.00	159.00	159.00	159.00
1250		250.00	250.00 265.00	250.00(2)
				265.00
1250 Hideaway				134.50
1400	395.00	395.00(2)	395.00(2)	350.00
				395.00(2)
1450	395.00	395.00	395.00	395.00

GIVE TO DAMON RUNYON CANCER FUND

COINMEN YOU KNOW

Chicago

Communications to: Ken Knauf Central 6-8761

Gottlieb Game On NBC-TV Show . . .

Diamond Lill appeared on the NBC television show, "Hawkins Falls," during the week. Diamond Lill, of course, is the new D. Gottlieb & Company five-ball game. The game has been used on the set of the TV show for several of its programs.

Sam London, Milwaukee, is joining Dave Gottlieb in Miami for a fishing junket. Dave already has a dolphin and a tuna to his credit. The latest addition to the Gottlieb yacht will be a TV set. Hosted by Lyn Durant, the salaried employees of United Manufacturing Company and their wives and husbands will enjoy the firm's annual New Year's Eve party at the Chez Paree. Bill De Selm pointed out a new bingo game at the United plant this week - Tropicana.

Mel Binks reports location tests conducted on the new game to be launched from the Binks Industries plant in the near future, "very satisfactory." Mel calls the game a new development in the coin machine business.

First Coin Machine Exchange received over 350 Christmas cards from friends in the industry, according to Sam Kolber. Sam and Fred Kline just returned from a quick trip thru the Illinois area. Joe Kline, meanwhile, has been holding down the fort. Among recent visitors at First were Robert Street and Orville Clothier, Chicago, and Mel Burt, Coal City, Ill.

Paul Huebsch, J. H. Keeney & Company, says that the new Keeney Sportsman gun game was a real Christmas present for the firm. Visitors during the week included Barney Sugarman and Abe Green, Runyon Sales, New York and Newark.

Ralph Sheffield, Genco Manufacturing & Sales Company, says the firm shipped out an order of Big Top rifle galleries to Germany during the week. Avron Gensburg is having a fine time in Florida.

Chicago Coin Machine Company is expecting a good business in the new year, says Ed Levin. Sam Gensburg is in Florida, where he'll be until February 1, while Sam Wolberg is keeping things humming at the Chicago office.

Sam Berger, Williams Manufacturing Company, pointed out the new Safari gun game ready to go into production at the company plant. Sam Stern is expecting big things of the new rifle unit.

Art Weinand, Exhibit Supply, says that the firm's card venter business is on the increase. Exhibit employees were given a three-day weekend over New Year's.

Milwaukee

Communications to: Benn Ollman Uptown 3-8018

Music Takes Up, Games Drop Off . . .

According to reports, the music end of the coin machine business is keeping most operators smiling these days. Game receipts have dropped considerably in many locations due to stricter regulations. Several firms specializing entirely in games equipment are moaning that November and December hit new lows.

Mrs. Raymond Lax, in charge of disk buying for Ray's Amusement Company music boxes, reports that the smash tune, "Let Me Go, Lover," is stirring more play than any in many months. "It does n't matter which artist or label the tune is on," she says, "they all get plenty of play." Commenting on Christmas records, Mrs. Lax says that she bought few of the new ones this season. Practically all of Ray's Amusement machines used holiday tunes from last year. "White Christmas" by Bing Crosby was the top Christmas tune this year, she adds.

Arcade business has been holding up fairly well, according to Ken Kulow. Traffic in the Avenue Arcade has not been quite what it was a month or so back, he adds, but, considering the time of the year, no complaints are in order.

Doug Opitz, the other half of the Hilltop Coin Machine Company, reports that the music and games routes are in good shape. Milwaukee Phonograph Operators' Association, according to Secretary Ken Kulow, has tentatively scheduled a meeting for the first Thursday after the New Year.

Harry Jacobs Sr., back from his trip to Miami, where he and his wife attended the Wurlitzer distributors convention, notes that his sojourn was a wonderful, but brief, experience.

Harold Rietz, RCA-Victor Records sales boss here, informs that the Taylor Electric Company's warehouse facilities are now in use in the firm's new building on Port Washington Road. The firm expects to move its entire wholesaling operation into the new quarters. Harry Jenkins, RCA-Victor district representative, with offices in Chicago, spent several days in the Milwaukee territory. Jenkins and his wife attended a dinner party given for area disk jockeys at Jimmy Fazio's Supper Club last week in honor of the Three Suns, who are currently appearing there.

Harold Summerfield, Southern Novelty Company, games operating firm, reports that he and his partner Chris Le May have been busy converting a number of their machines to conform with legal regulations. Recent clampdown by the authorities forced them, along with others, to remove plungers and "mystery payoff" devices from their games. Takes have dropped somewhat in recent weeks, says Summerfield, as a result of the stricter regulations by the city fathers. To counteract some of the drop off in play, Southern Novelty Company recently purchased several gun games, and reports fine results.

Sales of the new AMI phonographs are soaring, according to Sam Cooper, head of the Paster Distributing Company office here. "We're making numerous multiple sales to operators who are coming back for more equipment faster than we can deliver," says Cooper. Jerry Groll, in charge of the Paster premium department, was one of the lucky coinmen hereabouts who got his deer on a recent hunting trip to Northern Wisconsin.

Miami

Communications to: Al Denny 83-3696

LANO TAKES OVER FUN FAIR ARCADE . . .

Sam Lano, S & L Amusement Company, has taken over the Arcade at Fun Fair, an amusement park on the 7th Street Causeway. Lano placed some 25 new games in the Arcade, which formerly was leased by Willie Blatt. Bert Lane, a veteran coin machine manufacturer and operator, is the owner of Fun Fair.

A busy spot for vending machines is the Eastern Air Lines terminal at International Airport. Mort Simon, J & M Vending Company, has a six-flavor Automatic SodaShoppe there which is in almost constant use. One reason is that it's geared to nickel drinks. Elliott Butler's Canteen Company of Southern Florida also has a 10-cent candy machine, with a penny gum venter attached. It, too, draws plenty of traffic.

Attending the AMOA banquet and dance at the Saxony Hotel was Jerry Stern, owner of Robert's Drugstore. Stern is acquainted with many members of the association and seldom misses the annual affair. He is moving into his new building on West Flagler Street. Juke Box Company will install and maintain a music box in Stern's new location.

Coinmen are receiving their share of out-of-town visitors now that the winter season is under way. Willie Blatt, music makers, had no sooner said good-bye to coinmen Barney Shugerman and Dave Stern when he greeted his brother-in-law and sister-in-law, Mr. and Mrs. Samuel Sterling, who are celebrating their 25th wedding anniversary. The Sterlings are from New York, and spent a week at Varadero Beach, Cuba, before hopping to Miami.

AMOA members are ordering photographs made at the annual banquet and dance held recently at the Saxony Hotel. The sample prints are being handled by Doris Shapiro at the association office. Most of the shots taken by Steve Wever turned out well.

The Budisco One Stop Record Service is sending out literature to juke box operators all over the State inviting them to obtain all their record needs from the outlet established by Bush Distributing Company. Manager Raoul Shapiro emphasized that mail orders will be filled the same day they are received. Mrs. Ruth Hoskinson is helping at the counter.

X. Zeverly, Radio Center, not only operates juke boxes but has one of the largest radio and TV repair departments in the area.

A coinmen's gathering at Tony Randazzo's Italian Gardens Restaurant included Dave Stern and Barney Shugerman, of New York; Sy Wolfe, Seeburg distributor from Jacksonville, Fla.; Willie Blatt, president of the AMOA and a partner in Music Makers; Harry Zimand, Acrae Music and Vending Company, and Ed Lafferty, of Heller Company, Chicago, which finances Seeburg phonographs all over the country. When Wolfe picked up the check at the conclusion of the feast, the others sang "Happy Birthday" in appreciation. P. S.: It wasn't really Wolfe's birthday.

One of the busiest men at Music Makers is Bert Blatt, who doubles as routeman and mechanic. The new Chicago Coin Thunderbolt (Continued on page 56)

Locations Operators

Tops for everyone with
...ROCK-OLA Hi-Fidelity Music

Fine Hi-Fidelity music, beautiful, modern cabinet design, easy to read title strips, plus the famous ROCK-OLA trouble-free mechanism mean greater earnings and satisfaction.

ask your routeman... he knows!

Here's what Bill Fisher of Coin-a-Matic Music Co. of Omaha says...

I prefer Rock-Ola phonographs to other makes because of the minimum of maintenance required to produce the maximum results. The appearance of the new Rock-Ola Hi-Fidelity phonographs have made life wonderful among our locations and the cash boxes prove it. Rock-Ola has proven to this service man that life can be beautiful.

For further information write
ROCK-OLA MANUFACTURING CORP.
809 N. MICHIGAN AVE. • CHICAGO 11, ILL.

DIVERSIFICATION

Location Packaging
Curbs Rising Costs

GLENDALE, Calif., Jan. 1.—Reversing the usual procedure, Merle Holmes, who operates Valley Vendors, added phonographs to a vending route in 1941 and now owns one of the most successful diversified routes in this part of the country.

Prior to 1941, Holmes operated a part-time cigarette route. Faced with the prospect of losing locations to operators who could supply spots with music in addition to cigarettes, Holmes took the plunge and began adding juke boxes.

Today, his route covers a 20-mile radius and includes about 400 pieces of equipment, including phonographs, games and cigarette machines.

Despite the three different types of machines handled, Holmes considers himself a specialized operator. He has no candy or beverage units, reasoning that an operator can become befuddled in the operating field if he branches out into what he interprets as too many activities.

Diversifies Route

Following the war, Holmes seriously considered a music-only route, but as costs began to rise he found that additional equipment in a location often meant the difference of making a profit and going into the red. By 1949, he had his route diversified with three different types of equipment.

At present, Holmes does not contemplate adding new locations to his route, maintaining that an expansion would mean adding help. Valley Vendors is now staffed by Holmes and his family.

Mrs. Holmes manages the record buying end of the business and

has done so for the past eight years. Holmes said that records are purchased from distributors and gauged by charts, requests and location tests. Mrs. Holmes tests rhythm and blues in machines near schools, while pop tunes are spotted in taverns and restaurants.

Tabs Earnings

Holmes keeps close tab on machine earnings, particularly on phonographs and games. Weekly totals are listed and added with a running account available at a glance.

Holmes said that he tries to leave phonographs on location until they have at least recouped their purchase price. By using this running balance system, he said, he can immediately determine the remaining value of a unit in the event it has to be moved.

Another advantage of this accounting system, Holmes explained, is that he can pick a new spot for a machine, based on expected earnings of the equipment.

The deal of packaging equipment works well for Valley Vendors, Holmes estimating that about half the locations served have a full complement of the coin-operated machines.

Truck Policy

Another policy recently adopted by Valley Vendors is to have the firm name printed prominently on service trucks. Holmes recalls that in the early days when cigarette machines made up the bulk of the operation, unlettered trucks were used to ward off robberies. But, he said, word-of-mouth advertising and name recognition more than offset that drawback.

Valley Vendors does not rent phonographs, preferring to donate

Milwaukee Ops

• Continued from page 52

looks ahead to a better year in 1955. "Business in 1954 held up fairly well," he pointed out, "but I look forward to a better new year, with the possibility that music machine receipts will go far ahead of the games end of the business."

Several music distributors, who in past years admittedly faced rough going, reported that 1954 tended to be one of the best years.

Improved acceptance in operator ranks of the new models resulted in a new sales peak for United, Inc., Wurlitzer distributor, according to Harry Jacobs Sr. and Harry Jacobs Jr., father-son team. Sales, particularly during the months of October and November, set new records, they said.

According to Jacobs Sr., plans for the new year include a series of regularly scheduled maintenance and service schools for both the new and the old operator accounts. "Selling more music machines in the year ahead will require closer co-operation with operators with a view to helping them keep down their maintenance costs," he said.

The Paster Distributing Company, AMI distributors in Wisconsin and Upper Michigan, noted a decided boost in sales during 1954. "I've never seen anything like it in all the time I've been in the coin machine business," said Sam Cooper, sales manager.

the use of the machines to groups for worthy fund raising. Here, too, the firm builds business by building good will.

The system of diversifying a coin route, Holmes explained, requires many hours of hard work, but packaging locations is one of the few ways left to help fight rising costs.

Holmes entered the cigarette machine business as a result of one of his first jobs in California, at a wholesale tobacco house. He is a member of the Los Angeles division of the California Music Merchants' Association.

8-WAYS TO \$\$

Sight, Sound Up Sales
For Ariz. Juke Distrib

PHOENIX, Ariz., Jan. 1.—Arizona Music Systems, Seeburg distributors here, found success in commercial installations of sound systems thru a display panel.

Located in the firm's showroom, the display panel permits prospective customers to select speakers both visually and aurally.

Built around the Seeburg 200 Select-O-Matic, the panel is eight feet high, five feet wide and displays eight examples of speakers, which are available for variations in tone, fidelity, tone direction, etc.

The speakers are mounted in horizontal rows across the panel, finished in blue, and each identified by a red diamond light which glows when that particular speaker is in use. Included in the wiring is a battery of switches, which transfer the output from the Select-O-Matic unit at the center-front to any of the eight speakers.

Customer Listens

"When a prospective customer calls at our offices," explained John Reece, manager, "he is asked to select his favorite tune and to listen to it thru all eight available speakers.

"Invariably, the prospect knows exactly what he wants, but after experimenting with one speaker and then another, he can usually be depended upon to pick a unit

entirely different from the one he intended.

"We point out the advantages of different speakers for different locations, and, needless to say, the customer is satisfied that he is getting the best speaker for his particular needs.

Sells Better Lines

"One of the most important tasks performed by the speaker panel is that the customer is introduced to the better fidelity equipment, and, as a result, many sales in the better-priced lines are produced."

Arizona Music Systems, combined with Minthorne Music Company, has steadily increased commercial installations in fast-growing Phoenix in spite of the fact that the city has long been known as a winter-tourist town. According to Reece, the demand for music in restaurants, bars, retail stores, hotel lobbies and even outdoor entertainment spots has grown by leaps and bounds during the past two years.

Another market for music, Reece said, is the private home. He stated that because of the relative high cost of the equipment and the only recently developed appreciation of high-fidelity, the home market has amounted to less than 5 per cent of this type installation. However, he said, the home is the real future of the business.

COINMEN YOU KNOW

• Continued from page 55

shuffle alley is drawing plenty of interest from operators, says Ozzie Truppmann, of the Bush Distributing Company. Another magnet on the showroom floor, he adds, is Exhibit Supply's Sportland Shooting Gallery. Over at All-Coin Amusements, Joe Mangone reports brisk activity in the sale of Gottlieb's Super Jumbo and Diamond Lill games.

With The Billboard reporting more and more cities swinging to dime play, the subject is stirring renewed interest here. Among the outspoken advocates of a switch to 10-cent play are Dave Engel, Dade Vending Company, and Arnold Rogan, of the Juke Box Company. They believe the step is inevitable if the small operator is to survive.

Eli Ross, Taran Distributing Company, expects a big demand for United's new De Luxe Mercury shuffle alley. He points to the match score features and other improvements in the game, as a big draw.

Collections in December moved upward, then hit a snag around the holidays. However, coinmen say the improvement in play should be steady from now on.

10-Cent Play

• Continued from page 52

ceived such fine results that the changeover was going to be made on a full-scale basis.

New equipment will be converted as soon as possible, Harloff said.

Teen-agers comprise the biggest opposition, with some restaurants equally as difficult, Harloff said. However, he added, selling location owners on dime play is proving much easier than anticipated.

"It only takes a little talking to location owners to convince them that it's just as easy to get a dime a tune as a nickel," Harloff said. "Being businessmen themselves, they can easily be shown that big investments in records and equipment make dime play logical. They also appreciate that any increase in collections means a better share for their locations."

Several locations, following Harloff's sales pitch for dime play, later asked him why he had waited so long to make the changeover.

Extending dime play over his route is only a matter of time, according to Harloff, altho competition may make the conversion move slow in some areas.

Karl Siegfried Strobbach, who prefers that his friends call him "Sandy Beach," is the energetic road salesman for Brooke Distributors, Decca and Coral outlet for Florida. Sandy covers the area from Key West to Cocoa, calling on juke box operators and retail record dealers and doing missionary work among disk jockeys. When he's in the Miami area, Sandy frequently escorts recording artists to the radio stations for interviews with the deejays.

Mildred Marks and Helen Marion, who perform the office chores at Brooke Distributors, have been so busy with holiday billings they haven't had time to do much else. In the back room, Larry is working hard packing orders for Decca and Coral records.

Still in the flush of enthusiasm over the terrific success scored by "Hearts of Stone" on the De Luxe label, Henry Stone now looks forward to a similar reception for "Ling Ting Tong," also recorded by The Charms. The number received an 85 rating in The Billboard and was singled out in The Review Spotlight. Marvin Novak, King Records manager here, says the initial supply of "Ling Ting Tong" was quickly bought up by juke box operators. De Luxe is a subsidiary of the King label.

Norman Gould has joined the bookkeeping department of the Bush Distributing Company.

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COIN MACHINE NEWS QUIZ

Did you read these
exclusive industry news
items published in
The Billboard—
and only in The Billboard
—last week?

● **MUSIC OPS EYE '55 TARGETS.** Analysis of what's ahead in 1955 for automatic phonograph industry, problems to be met, changes to take place. (Page 48, The Billboard, January 1.)

● **MUSIC OPS SEE '55 UPSWING.** Operator, distributor nation-wide survey finds industry optimistic about next 12 months. Details reasons. (Page 48, The Billboard, January 1.)

● **'55 VENDING OUTLOOK.** What vending operators face in 1955. Complete round-up of what to expect in each product field. How significant changes in 1954 will be reflected in vending activity for the next 12 months. (Page 53, The Billboard, January 1.)

● **COIN GAME MFR. '54 PRODUCTION.** Complete review of new game equipment produced during 1954, total production, new models introduced, new game trends during the year. Manufacturers predict what to expect in 1955. (Page 57, The Billboard, January 1.)

● **EASTERN GAME MFRS. GAIN SOLID FOOTING.** Analysis of game activity on the Eastern seaboard during 1954, production of key manufacturers and predictions for 1955. (Page 57, The Billboard, January 1.)

● **CHI PINBALL BAN BACKED** by Illinois Supreme Court. Significance of ruling for Chicago and Illinois game operators detailed. (Page 57, The Billboard, January 1.)

IF YOU MISSED READING THE JANUARY 1 ISSUE OF THE BILLBOARD YOU MISSED THESE AND OTHER IMPORTANT NEWS STORIES AND FEATURES. ALL OF THESE STORIES WERE EXCLUSIVE IN THE BILLBOARD.

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A Continuing Story of
Leadership
in Action

NCA to Study Decline In Candy Consumption

CHICAGO, Jan. 1.—What to do about declining candy consumption was the chief topic of discussion at a mid-year board meeting of the National Confectioners' Association here last month.

Philip P. Gott, association president, was authorized by the directors to appoint a special committee to make a thoro study of candy consumption and recommend a course of action for the NCA to develop.

The study will center on all factors affecting candy consumption including education, merchandising and promotion, public attitudes.

Announcement of the committee (Continued on page 59)

Danish Venders Use News Ads To Plug Wares

COPENHAGEN, Denmark, Jan. 1.—Two local firms are currently running display ads in the daily papers plugging coin-operated vending machines dispensing packaged coffee.

Otto Petersen's Automat factory, which makes the Samson line of cigarette and merchandise venders, is not only publicizing its neat wall-type—for indoor or outdoor use—dispenser of packaged coffee, but is also advertising the round transparent plastic containers used in the machines, which enable the prospective buyers to see the contents.

The Borge Kruse coffee firm, which has a big route of packaged (Continued on page 9)

Buffalo Union Fights City Milk Venders

BUFFALO, Jan. 1.—After considerable discussion of milk sales by vending machines, the city council's finance committee tabled the subject, pending further reports from the law and health departments.

The protest against the dispensing of quarts of milk by vending machines originally was made by the Delicatessen Owners' Association and was followed up by the protest of the Milk Drivers' Union (AFL).

Business Agent Lawrence Korn charged that where it was done before—Cleveland and Akron—the vending machines resulted in loss of work for drivers, reduction in the quality of milk and price wars which ended with dairies being driven out of business.

A number of speakers warned against abolition of all vending (Continued on page 59)

CHICAGO, Jan. 1.—“We must face the fact that the candy industry has taken a licking.”

Thus aid Richard D. Crisp, director of marketing research, Tatham-Laird, Inc., open an address on candy marketing before a special meeting of candy manufacturers here December 2.

Crisp outlined three basic steps which he told the candy-makers will “help you find out where and how to sell more candy.”

He told the candy-maker:

1. Recognize that you have a problem.

2. Find out what the problem is. Said Crisp: “This would seem to me to call for consumer research, carefully planned and competently executed. Who eats candy? What age groups? What difference by sexes? What difference by city sizes? You have excellent industry statistics which provide a sort of built-in validation of your research.”

3. Seriously consider motivational research. “I think you have a job of finding out what reasons lie behind the decline in candy consumption... is there a real barrier there that must be (Continued on page 60)

BULK VENDING

Op Surveys Locations For 'Gripes'

DENVER, Jan. 1.—What are the likes and dislikes of the location owner who has bulk venders?

This question is the key to a profitable bulk route, says Frank Thorwald, pioneer Denver bulk operator (Thorwald operates over 400 machines in and around Denver).

Satisfying the location owner means more prominence for the machines and more new locations, he says.

If the operator attempts to manage his route to “suit his own specifications” he is predestined to failure, according to Thorwald. Discouraged by a relatively low return per machine, an operator may be inclined to skimp on service; substitute outdated, unattractive venders when a location's own must be taken to the shop. That also means trouble—for the operator.

Location Survey

Thorwald made a survey of his location owners to find out what “gripes” each had about his operation. Thorwald emphasized to each location owner to “open up” and help him in giving them better service. The results were illuminating. Here are the gripes most frequently mentioned by the location owners:

1. Failure to repair the machine rapidly enough.

2. Allowing machines to run out of merchandise. (Continued on page 59)

TECHNOLOGY MOVES ON

Vender Becomes Obsolete Before It's Manufactured

PLAINFIELD, N. J., Jan. 1.—Rapid changes in cigarette smoking habits are raising hob with planning and production schedules at the A&A Company here.

A few months back, the firm was ready to go into production of its new eight-column cigarette vender, an electrically operated unit capable of vending regular, king-size and flat pack brands at a single price. The vender had been location tested and was pronounced production ready.

Now, Alfred Mingione, president of the firm, has announced that the eight-column vender will be junked, and, in its place, A&A will make a 17-column unit, capable of vending regular, king-size, filter-tip and flat-pack brands at four different prices.

Price Selectivity

Mingione explained that the heavy switch to filter-tip brands, particularly in metropolitan areas, has all but made obsolete a vender without price selectivity.

The 17-column model will sell for about \$285 and have a capacity of from 450 to 500 packs. Approximate dimensions will be 44 inches high, 33 inches wide and 14 inches deep.

The pilot model is expected to be completed in February, with a pilot run to get underway this spring.

R-M MEET SET FOR APRIL 21-23

PHILADELPHIA, Jan. 1.—Rudd-Melikian, Inc., will host its dealers at the firm's seventh annual convention, April 21-23, at the Claridge Hotel, Atlantic City. K. C. Melikian, vice-president, announced this week.

Jacobs Expects \$7 Mil in '55 Vending Sales

Name Keller VP, 4 Bd. Members At Annual Meet

DETROIT, Jan. 1.—“F. L. Jacobs Company expects to add a minimum of \$7,000,000 to its annual sales volume from its recently acquired properties in the vending machine industry,” Frank E. Howard, chairman of the board, told stockholders at the firm's annual meeting.

Jacobs purchased Mills Industries, Inc., Chicago, and Selmix Dispensers, Inc., Long Island City, in October (The Billboard, November 6, 1954).

“The vending machine industry is in the midst of a substantial growth period,” Howard said. “This is indicated by the total value of goods vended thru these machines.”

Howard pointed out that there (Continued on page 60)

Nestle Reports Chocolate and Coffee Sales Increases in '54

NEW YORK, Jan. 1.—Increased sales in the face of sharp price increases for green coffee and cocoa beans were reported for the Nestle Company, Inc., for 1954 by H. J. Wolfisberg, president.

A more aggressive merchandising and advertising policy for the firm for 1955 was predicted by Wolfisberg, with a wider range of food products to be added to the Nestle roster.

During 1954, Nestle brought out Decaf, an instant decaffeinated coffee and added a 10-cent coconut bar to its line.

30-Cent Differential

Wolfisberg pointed out that while in 1948, according to cup yield, instant coffee cost the consumer about 10 cents a pound less than regular coffee, the differential has grown to 30 cents a pound in favor of instant coffee.

He added that while instant coffee accounted for less than six per cent of all home coffee sales in 1946, the figure is now near 30 per cent.

Wolfisberg said that dollar volume in the instant coffee industry was about \$200,000,000 in 1953, and added that 1954 sales will probably top that mark by a wide margin.

10-Cent Bar

One result of higher cocoa bean prices, he said, has been a merchandising concentration on the 10-cent Nestle chocolate bar. He added that the size reduction of

Cig Smoking Dips 4.6% During '54

NEW YORK, Jan. 1.—Cigarette smoking in the United States during 1954 declined 4.6 per cent, according to Harry M. Wooten, consultant to the tobacco industry. Wooten attributed the decline to “the health scare associated with cigarette smoking.”

According to Wooten, Americans smoked an estimated 369 billion cigarettes during the year, a drop of 25 million or 6.4 per cent from the record 394 billion cigarettes consumed in 1952.

Capitol Rolls With New Balloon Vender

Balloonmat to Be Location Piece; Macy Test Encouraging; Pilot Run Under Way

NEW YORK, Jan. 1.—Capitol Projectors, Inc., this week went into production of its Balloonmat, a 600-capacity balloon vender which will list for under \$400.

According to Sam Goldsmith, Capitol sales executive, the machine is being built primarily as a location piece, with use in Arcades and amusements parks a secondary consideration.

The first location test was made in Macy's Brooklyn store, where the vender was placed in the children's apparel department next to a counter where helium-filled balloons were sold for 25 cents each.

Heavy Sales

According to Harry Resnick, Macy executive, the Balloonmat racked up 3,630 sales in the two-week period prior to Christmas, accounting for several times the sales of the counter balloons and more than \$200 in greater dollar volume.

The unit is 24 inches wide, 18 inches deep and 5 inches high; weight is about 150 pounds. The all-steel cabinet is red, with a multi-colored extruded lucite panel of a clown affixed to the front of the machine.

Colored balloons on strings are painted at the front bottom of the cabinet, while plastic balls, similar in size and appearance to the balloons vended, are mounted atop the cabinet.

The actual design was deter-

mined at the recent convention of the National Association of Amusement Parks, Pools and Beaches, where Capitol exhibited a hand model. Photographs of various cabinet designs were distributed among the parkmen, who were asked to make comments. The current machine is a composite of their suggestions.

The same firm that made the (Continued on page 61)

Auto Caterers Adds 2 Units at Mitchel Field

UNIONDALE, N. Y., Jan. 1.—Automatic Caterers, Inc., pioneer Long Island operator of automatic school cafeterias, has installed two Auto-Snak units at Mitchel Field in nearby Westbury.

The Auto-Snaks, in the airman's club and in the base operations building, dispense milk, pastry, coffee, candy and soft drinks. Due to the latest Armed Forces regulation, sandwiches may not be vended at the base.

Meanwhile, Walter Strauss, ACI partner, disclosed that the firm would soon begin operations in one or more Long Island schools. The firm currently takes care of the feeding needs of the 1,060 pupils at the Goodrich Street School here.

Leary Predicts Banner Year For Bulk Gum

UNION CITY, N. J., Jan. 1.—Leo Leary, sales manager for H. K. Hart Confections here, reported that 1954 ball gum sales to vending operators “were substantially ahead of 1953 and indicated an even greater volume this year.”

Leary predicted there would be less emphasis on capsule vending and more on charm and ball gum operations. He pointed out that while the small operator is not extinct, there are few operators with a dozen or two bulk venders.

Even the smallest operator today, said Leary, starts out with 50 or 100 machines, and a 150 to 300-machine operation is a typical small venture. Larger operators, he added, have up to 5,000 venders on location.

One of the most unusual features of 1954, continued Leary, was the absence of friction between ball (Continued on page 60)

Organization Key to '55 Op \$: Melikian

PHILADELPHIA, Jan. 1.—Diversified operators with good organizations will find 1955 a profitable year.

Bulk operators may shift from penny to nickel nut vending.

These predictions were made by a vending machine manufacturer and a bulk vending operator respectively.

K. Cyrus Melikian, president of Kwik-Kafe, believes “the men will be separated from the boys (in vending) in 1955.” Said Melikian: 1955 will be a successful and profitable year for those vending firms with good organizations. Small (Continued on page 60)

Vendo Gives Baseball Ducats To 5,000 Ops and Suppliers

KANSAS CITY, Mo., Jan. 1.—The Vendo Company, in a move to back this city's new major league baseball team, the Kansas City Athletics, mailed its customers and suppliers complimentary tickets for the team's home games in the coming season.

President John T. Pierson said the tickets were sent in New Year's greetings to more than 5,000 persons thruout this country and some foreign nations. The tickets are redeemable for a pair of reserved seats at any home game of the 1955 season. Box seats will be reserved for out-of-town guests whenever possible, said Pierson.

“We have no idea what the response will be,” said Pierson, “but we have made arrangements to take care of any and all requests when they come in next spring. There is a potential of 10,000 tickets and I hope each one is used.”

“Virtually all the people to whom these tickets have been sent are friends of long standing of the company and persons who frequently call at Vendo in their travels.” He added, “We want them to share in our enthusiasm in being a major league town and to see how we intend to back the club.”

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PENNY WEIGHING SCALE
 CAPACITY \$10.00
 SPRINGS ARE PRECISION CALIBRATED.
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1955 May Crack All Sales Marks for Eastern Venders

New Plant Openings, Better Equipment, Office and School Locations Are Hope

NEW YORK, Jan. 1. — Every available indication points to the biggest vending year ever for the Eastern Seaboard in 1955. While industrial layoffs and reductions of overtime have hurt food operators in spots, the numerous plant openings outside urban areas are creating an ever-expanding market for the mechanical merchants.

Cigarettes, the largest single revenue producer in the vending field, continued to rack up heavy grosses for operators despite reports from over-the-counter outlets that medical reports had scared off a goodly number of smokers.

Oddly enough, any damage the medical reports might have wreaked were more than offset by sales of filter-tip brand at higher prices and profit margins. The big problem has been the technical one—most cigarette venders have a limited column capacity and can vend at only one price. Operators attacked the problem by purchasing new machines, adding auxiliary units, and using two machines to a location.

During the next 12 months there will be more new equipment bought—equipment capable of offering a greater degree of price and brand selectivity than had ever before been available—and vending sales should continue to improve.

Carbonated drink sales have long been the mainstay of the automatic beverage industry, and volume has been heavy both on industrial and public locations this year.

However, a new factor—milk—has entered into the picture, and it promises to bolster beverage sales without hurting soft drinks. Outdoor milk vending, despite harassment from various municipalities, is booming in New Jersey, and indoor milk locations in New York are increasing at a steady rate.

Food operators moving into newly opened industrial locations in what a couple of years ago were rural areas, have been placing a lot of coffee equipment, and expect to be adding hot chocolate in 1955.

Locationwise, office buildings and schools seem to offer possibilities in the New York area. During 1953 VenDime made the first

successful attempt to crack the Manhattan office market with a package feeding operation, and, in Long Island, Automatic Caterers, Inc., opened the first fully automatic cafeteria at any Eastern public school.

Both firms have extensive expansion plans for 1955, and it's a safe bet that other operating firms will make their bids for the same market.

The three factors that will spell success for Eastern operators in 1955 are new location sources, better and more selective equipment and employment stability. There isn't much doubt about the first two factors, and chances look good for the third.

In the bulk vending field, operators profits were pared by rising costs and the reluctance to change the traditional 1-cent vend on nuts.

The trend toward picking up variety and supermarket chains as locations was accelerated during the year, and prospects are that more of these locations will be opened up—particularly for charms—during 1955 are rosy.

Announce New Multi-Price Cig Assembly

MIAMI, Jan. 1.—The Holbin Corporation here announced a multi-price assembly to convert certain models of cigarette machines to 25-cent and 30-cent operation.

Jack Hollander, firm executive, announced that the unit, which sells for \$3, can be installed on Crusader, President, Royal and Imperial cigarette venders.

When the unit is installed the desired number of columns will vend at 25 cents and others at 30 cents. On orders of 10 or more units, shipping charges are prepaid, Hollander said.

A handy feature of the unit, Hollander said, is that it can be installed while the machine is on location.

Hollander and his associate, Morton Stubins, operate one of the largest cigarette vending routes in South Florida.

Expert Joins Vendo

KANSAS CITY, Mo., Jan. 1.—Forrest Townsend, formerly with the Department of Agriculture's food distribution division, has joined the Vendo Company's dairy division.

Townsend will serve as consultant in the federal special school milk program.

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CANS FOR SOFT DRINKS

Suppliers Eye Costs, Benefits of New Pkg.

CHICAGO, Jan. 1.—Facts and figures on canning operations for carbonated soft drinks are being examined by more potential suppliers as this phase of packaging grows. Eying the new marketing idea are present soft drink bottlers, breweries and canned food producers.

Can manufacturers report that bottlers have shown the most interest in the new package, with brewer: evidencing some interest (an instance is Pabst Brewing Company's canning soft drinks via its Hoffman Beverage Company subsidiary). Food canners, however, are the most unlikely of the group to go into beverage. Reasons: Food canning equipment is generally unsuitable for carbonated beverages; technical staffs are not necessarily expert soft drink producers; peak production seasons of most perishable food crops coincide with the period of heaviest soft drink consumption.

For the vending machine operator, canned soft drinks are a big question mark at present. If enough bottlers go into canning—instead of other firms who enter the field and companies formed specifically for canning soft drinks as Cantrell & Cochrane—then canned drink vending may become another automatic merchandising outlet primarily for bottlers.

Operators point out that at the present cost level canned beverages are not sufficiently attractive profit-wise. Unlike most cup drink venders which continue to operate at a nickel—excluding theater locations—the can beverage machine will have to vend at a dime.

Here are some advantages offered by the canned soft drink package, according to can manufacturers:

1. Empty or filled, cans are lighter, take less space than bottles.
2. There is no breakage problem.
3. They chill more rapidly than bottles.
4. Lithographed labels, selected by the soft drink company, are imprinted on the cans by the can manufacturer, eliminate labeling operations in the beverage firm's plant as with bottles.

On the minus side, however, is this factor: 12-ounce cans generally cost 3½ cents each for either cap or flat-top styles, compared with 2½ cents to 3 cents each for no-return type bottles of the same capacity.

While the per can cost is the

same for either flat or cap-tops, the latter cost the beverage firm more because of the crowns (approximately 4½ cents per case).

Conversely, the cheaper (per unit) flat-top can costs more to use because of more complicated sealing apparatus in the filling line. For example: A new flat-top can filling line costs about \$130,000, compared to \$100,000 for the cap-top can.

As bottlers can use their present filling and crowning machinery when using cap-tops, this type can will also cost them less than flat-tops when converting a bottle line to a can line. Approximately conversion costs: \$20,000 for cap-top cans against \$90,000 for the flat-top can lines.

At the retail level, cap-top can advantages have a slight edge over the flat-top type. Cap-top cans are easier to open; easier to drink from; withstand greater internal pressure.

Flat-top cans, however, are less costly; take less space.

The can manufacturers—led by American Can Company and Continental Can Company (The Billboard, December 18)—are presently engaged in extensive research to improve the quality and adaptability of their product for carbonated beverages. Can coatings, tinsplate to meet conditions caused by high acid fruits and high carbonation (especially in cola type drinks), pose major problems.

Continental Can Promotes 2 to V.-P.

NEW YORK, Jan. 1.—Continental Can Company elected Lawrence Wilkinson group vice-president and Charles B. Stauffacher vice-president in charge of finance, Gen. Lucius D. Clay, chairman, announced.

New appointments made by the firm include Albert S. Redway as general manager of the research and development department of the paper container division; James H. O'Neal in Bond Crown and Cork Division; James V. Scallan in sales department of Bond Crown and Cork Division.

Wilkinson, who served as vice-president in charge of finance since 1952, will direct the activities of the firm's fibre drum, paper container, flexible packaging and crown and cork divisions in his new capacity. Stauffacher was control officer of Continental since 1952.

VICTOR'S SUPER V
The Ideal Capsule Vendor
 Featuring the Greatest Earning Power Ever Built Into a Bulk Vender . . . 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
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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
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CIGARETTE AND CANDY MACHINES!
 All machines vend King Size and Standard Brands in all columns—including matches. Can be set for either 25c or 30c operation. (\$5.00 additional for 30c vending.)

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DUGRENIER MODEL S
 ← 7 Cols., 210 Cap. \$72.50
ROWE CANDY MERCHANT
 with changemaker 7 Cols., 158 Cap. → \$165.00

UNEEDA CIGARETTE VENDORS
 Model E, 4 Cols., 180 Cap. . . . \$ 75.00
 Model E, 8 Cols., 240 Cap. . . . 92.50
 Model E, 12 Cols., 300 Cap. . . . 90.00
 Model 500, 9 Cols., 250 Cap. . . . 100.00
ROWE CIGARETTE VENDORS
 Imperial, 4 Cols., 180 Cap. . . . \$ 85.00
 President, 8 Cols., 320 Cap. . . . 120.00
 Crusader, 8 Cols., 380 Cap. . . . 145.00
 Diplomat Electric, 8 Cols., 340 Cap. . . . 165.00
 DUGRENIER CHAMPION, 9-11 COLS., 420 CAP. . . . 100.00

CANDY MACHINES
 U-Select-It, 74 Cap., Wall Model . . . \$ 52.50
 Stoner Candy, Prewar, 160 Cap. . . . 135.00

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 Bubble Ball Gum, 140-170 & 210 ct. . . . 25¢ lb.
 Chicle Ball Gum, 130 ct. . . . 34¢ lb.
 Chlor-o-Vend Ball Gum . . . 40¢ lb.
 Chlor-o-Vend Chicks, 320 ct. . . 40¢ lb.
 Chicle Chicks, 320 & 520 ct. 36¢ lb.
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 Tab (short stick), 100 ct. . . 38¢ box
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Supplies in Brief

Peanut Stocks

The supply of peanuts on October 31 this year totaled 415,465,000 pounds, the lowest level of supplies on this date during the past 17 years, the Agriculture Department has reported. Peanuts held as shelled edibles, however, totaled 68,529,000 pounds, 2 per cent above last year and the highest since 1947. Shelled peanuts used during September and October in making candy, salted peanuts and peanut butter totaled 102,988,000 pounds compared with 108,856,000 pounds used in the same period last year.

Sugar Supplies

Distribution of sugar by primary distributors in the six weeks ending November 20 was 84,000 tons more than during the same period last year. As a result, the Agriculture Department increased the sugar import quota by 50,000 tons for the rest of the year. Total sugar deliveries for U. S. consumption in the first 10 months of this year totaled 6,900,000 tons, about 200,000 tons less than during the same period in 1953.

NCA to Study

Continued from page 57

personnel is expected to be made early this month.

Gott, taking a look at the coming 12 months, predicted that "The (candy) industry could easily exceed \$1,001,000,000 peak reached in 1948 . . . if the gross national product index continues to run high and the amount of money available for consumer expenditures is likewise high." But Gott pointed out that "the candy industry has absorbed innumerable cost increases thru the adoption of scientific processes" and that "although sales may be relatively high does not constitute convincing evidence that profits will be better."

Growing competition, both within and outside the industry, was underlined by Gott as reason for concern about candy consumption this year. Said Gott: "Competition is not only within but outside the industry. Other foods, sellers of other merchandise, and basically the attitude of consumers are challenging our industry. Will the consumer buy candy . . . or other foods is the question."

"But," said Gott, "in spite of innumerable problems, the industry can look hopefully to a fairly stable production in 1955 in line with other food industries if equitable adjustments can be made which will permit the industry to compete on a fair basis and if the industry shows the aggressiveness in adopting efficient methods of production and distribution."

Bulk Vending

Continued from page 57

3. Unattractive, unsanitary appearing machines.

4. Slovenly dressed personnel servicing the machines.

5. Filling machines with slow movers.

6. Attempt to crowd too many machines into one location.

7. Merchandise littering the floor.

Surprisingly, of all these objections, Thorwald found that floor littering was the one which created the most dissatisfaction.

Empty or inoperative machines, naturally, also rank high on the list of location owner gripes, Thorwald found. He advises that operators back up location machines with plenty of first-class "loaners" which can be quickly substituted for a machine requiring repair.

Location owners are quick to spot slow-moving products. Shrewd operators listen to opinions they may have for what merchandise should be vended. Likewise, location owners also quickly spot old, rickety venders which are foisted on them. When this happens and a competitor comes around with shiny, chrome-trimmed, smoothly operating new machines, the result is final.

COINMEN YOU KNOW

Twin Cities

Communications to:
Jack Weinberg
HYland 2896

Mark Death of Milo Whisman . . .

The death in Los Angeles December 13 of Milo Whisman, 57, former operator of Virginia, Minn., saddened coinmen here. He sold out several years ago and about one year ago moved to California with his wife because of the serious illness of their son, Buzz, 27, who died last summer. Whisman sold his route to Northern Novelty Company owned by Chet LaDoux. He died following a heart attack.

Mildred and Ed Birkemeyer of Litchfield, Minn., were in the Twin Cities for some last minute holiday shopping and to pick up more music for their ever-expanding operation.

Back home from a vacation with his wife in Haiti, the Virgin Islands and a Miami stopover, Harold Lieberman, of the Lieberman Music Company, was bedded following a stomach flu attack.

Irv Sandler, of Sandler Distributing Company, Des Moines and Minneapolis, is spending more and more time in his Minneapolis office these days. He looks ahead to an extremely active year with Wurlitzer phonos in 1955.

Arnold Golden, also of Sandler, is spending considerable time these days visiting his father, David Golden, who is ill in Mount Sinai Hospital, Minneapolis.

A new bookkeeping office has been installed at Lieberman Music Company, with the glass paneling adding quite a touch to the general appearance of the establishment.

Pete Pirillo, of Oelwein, Ia., who was married last Thanksgiving Day, is confiding to his bachelor friends they're "really missing the full life" by staying unmarried.

Fred Norberg, of C & N Sales Company of Mankato, Minn.,

Danish Venders

Continued from page 57

coffee vending machines in all of the 36 stations of Copenhagen's rapid transit system, including the city's main railroad station, ran full-column ads prior to the holidays, calling attention to the availability of fresh coffee during the Christmas and New Year's weekends thru the vending machines in these stations.

This firm sold over 5,000 packages of coffee during the first three months of operation, with a limited number of machines installed, but now its machines are located in all of the stations in Copenhagen and its suburbs, which should result in increased sales.

Buffalo Union

Continued from page 57

machines for milk, pointing out that such equipment is used in plants and institutions to distribute small containers.

The committee was advised by Dr. Berwyn F. Matteson, of the county health commission: "In our experience with more than 100 milk vending machines now operating in Buffalo and Erie County, there would seem to be no objection to the machines from the standpoint of health and safety."

However, the committee asked the health department to differentiate between the machines distributing less than quart sizes and those vending quarts.

YOUR NAME
ADDRESS

CANCER
% YOUR LOCAL
POST OFFICE

Give to the
AMERICAN CANCER SOCIETY

bought music on his recent visit to this market.

Morris Anseeuw, of Minnesota, Minn., brought along his son, Larry, 18, on his trip to the Twin Cities. The youth is giving dad a hand in the business.

"Hearts of Stone" by the Fontanne Sisters on Dot label broke wide open here this week, according to Herb Sandel, head of the wholesale records department at Lieberman Music. Operator demand for the platter was coupled with the big disk jockey play. Sandel had to wire Dot for increased shipments to keep up with orders.

Charles Serson, of St. Cloud, Minn., shopped this territory this week, showing special interest in music. So did Dave Kowalzyk, also of St. Cloud. Don Isensee, of Hager City, Wis., picked up several phonographs on his trip to the Minneapolis-St. Paul area this week.

Mr. and Mrs. Arnold Tessmer, operators in St. Paul, are expanding their route as result of purchases this week. B. F. Kragtorp, of Tracy, Minn., was a visitor here this week, buying phonographs.

Amos Heilicher, of Advance Music Company, Minneapolis, indicates a great interest in institution of dime play for music in this area and believes that if operators get together it can be accomplished by the end of 1955.

Another operator favoring dime play for juke boxes is M. M. (Doc) Berenson, of the Harmony Music Company, Minneapolis. His argument to brother coinmen is that increased cost of phonographs and records, as well as help, is such that music operators must boost their price in order to stay in business.

Tom Prenevost at Forster Distributing Company, Columbia dis-

tributors here, reports that Joan Weber's "Let Me Go, Lover" continues to be the big smash hit in the juke boxes, as well as in retail stores.

At Capitol Records the tune, "My Love Song to You," which got off to a big start on the Jackie Gleason show, has all the earmarks of being one of the best hits in many seasons. Operators are grabbing it up for their juke boxes.

Perry Como's "Silk Stockings" and Eddie Fisher's "Count Your Blessings" on the Victor label are big sellers for the juke box trade, according to Lu Welch of the F. C. Hayer Company, RCA-Victor distributors here.

New York

Communications to:
Aaron Sternfeld
PLaza 7-2800

Dave Stern, Sea Coast Distributors, and Barney Sugerman, Runyon Sales, and their wives, are vacationing at the Saxony, Miami.

Bob Slifer, Seacoast Distributor sales manager, announced that Henry Lemke, Lemke Coin Machine Company, Detroit, has been named Jukette distributor for the Motor City. Visiting Slifer were J. H. Leadaman, Eastern regional representative for the freezer division of the Mills Manufacturing Company, and Frank Doyle, of the Mills vending division.

Frank Di Cicco, Westchester Amusements, Yonkers, N. Y., has joined the Coin Machine Employees' Union. Jim Caggiano and Al Gilbert, union executives, distributed Christmas cards to members for distribution to locations. Donald (Doc) Shapiro has been elected to the board of the Music Operators of New York. His name was inadvertently omitted from the roster of officers. Shapiro operates juke boxes in Nassau and Suffolk counties.

\$25 DOWN
Balance \$10 Monthly
ALL WEATHER SCALE COMPLETE CABINET AND BASE, CAST IRON PORCELAIN ENAMELED, FOR OUTSIDE LOCATIONS. WRITE FOR PRICES.
Invented and Made Only by
WATLING
Manufacturing Company
4650 W. Fulton St. Chicago 44, Ill.
Est. 1889—Telephone: Columbus 1-2772
Cable Address: WATLINGITE, Chicago

MANDELL GUARANTEED USED MACHINES

N.W. DeLuxe 1/2 & 3/4 Comb.	\$12.50
N.W. 23 1/2 Porc.	7.95
N.W. 23 1/2 Porc. B.G.	4.50
Master 1/2 Bulk Porc.	4.50
Master 3/4 Bulk Porc.	4.50
Master 1/2 & 3/4 Bulk Porc.	4.95
Columbus 1/2 Bulk	4.50
Silver King 1/2 B.G. or Mdse.	7.45
Silver King 3/4	7.45
Exhibit Post Card (Metal)	15.00
Advance 2 D 1/2 B.G.	6.45
Advance 2 1/2 Mdse.	5.95

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen	50
Pistachio Nuts, Vendor's Mix	55
Pistachio Nuts, Sheik	48
Cashew Whole	50
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	38
Licorice Lozenges	38
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.
LOngacre 4-6467

VICTOR'S TOPPER
1/2 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 1/2 machines.

GARDNER & LOSE
2611 Hale Ave. Louisville 10, Ky.

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.

AT YOUR NORTHWESTERN DISTRIBUTOR OR WRITE

THE NORTHWESTERN CORPORATION
2124 E. Armstrong Street Morris, Illinois

RECONDITIONED VENDORS

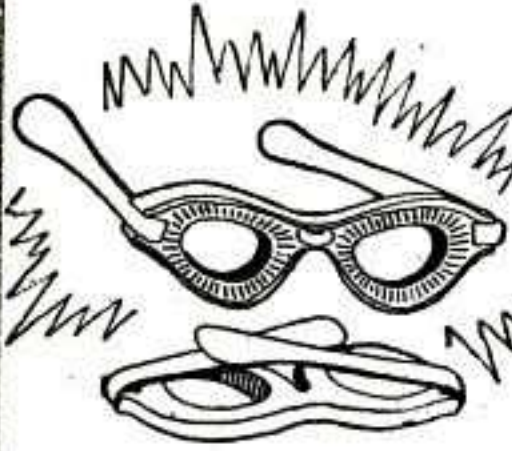
BULK VENDORS	MISCELLANEOUS VENDORS
N.W. Model 49, 5/4	Pop Corn Sex Pop Corn, 104
N.W. Model 39, 1/2	Exhibit Picture Card, 1/2
N.W. Standard, 1/2 & 3/4	
Silver King, 1/2	
Silver King, 3/4	
Silver King Hot Nut, 5/4	
Victor Model V, 1/2, Globe	
Victor Model V, 1/2, Cabinet	
Columbus Model 46ZB, 5/4	
Columbus Bi-More, 2 Comp.	
Columbus Tri-More, 3 Comp.	
Master Novelty, 1/2	
Asco Hot Nut, 5/4	
Ajax Hot Nut, 5/4, 3 Comp.	
Atlas Bantam 5/4 Tray	
Regal's 1/2 Peanut	
Jewel Vendors, 5/4, 2 Comp.	
Cadillac Jr., 5/4	
Spinners 4 Comp., 1/2	
	Pop Corn Sex Pop Corn, 104 \$55.00
	Exhibit Picture Card, 1/2 15.00
	GUM VENDORS
	Columbus Model 46G, 1/2 B.G. \$ 7.50
	Advance Model D, 1/2 B.G. 6.95
	N.W. Model 33, 1/2 B.G. 7.50
	4-Col. Adams, DuGrenier 17.50
	4-Col. Adams, DuGrenier 14.50
	Acorns, 1/2 B.G. 10.00
	CANDY VENDORS
	U-Need-a-Pak, 5 Col., 100 Bar \$85.00
	Mills 5 Col., 75 Bar 50.00
	POSTAGE STAMP
	N.W. Roll Type (late) \$45.00
	U.S. Postage, folder type 15.00
	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.

GIVE TO DAMON RUNYON CANCER FUND

With Pride and Pleasure,
we present our Newest Miniature
**GOLD AND ASSORTED
VACUUM-PLATED
MOVABLE EYEGLASSES**



A fascinating, intriguing achievement—a beautiful gimmick. It's a three-piece pair of Eyeglasses, with movable ear-pieces, securely assembled for perfect vending.

\$15.00 per 1,000
f.o.b. Jamaica, N. Y.

If your Distributor does not have it, he can get it for you. Or, you can order direct from us.

—Also in CAPSULES—

Eyeglasses in Capsule
\$20.00 per 1,000
Immediate Delivery.

EMPTY CAPSULES for SALE. Complete Line of GIMMICKS for filling Capsules and Keychains for Sale. Complete Line of FILLED CAPSULES for Sale. Write for price sheets.

SAMUEL EPPY & CO., INC.
91-15 144th Place
Jamaica 35, L. I., N. Y.

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

READY FOR DELIVERY NOW!

OAK'S NEW "400" CAPSULE VENDOR

R. R. WHITEHEAD
1075 Woodland Avenue S.E.
Atlanta, Georgia

THE BILLBOARD INDEX

ADVERTISED USED MACHINE PRICES

VENDING MACHINES

	Issue of Jan. 1, 1955	Issue of Dec. 25	Issue of Dec. 18	Issue of Dec. 11
Acorn 1c, Ball Gum.....	\$30.00	\$30.00	\$30.00	
Acorn Crown Charm Vendor 5c.....			10.50	
Acorn Tab Gum (10 col.)...			21.95	
Acorn Vendor.....			14.95	\$21.95
Advance Model 0 Ball Gum.....	6.45	6.95	6.45	6.95
Advance Napkin Vendor 5c..			17.50	6.45
Advance No. 11 Mose.....	5.95	5.95	5.95	5.95
Ajax Hot Nut 5c.....	39.50	39.50	39.50	39.50
Asco Hot Nut 5c.....	7.50	7.50	7.50	7.50
Atlas Bantam 5c.....	7.50	7.50	7.50	7.50
Cadillac Jr. 5c.....	7.50	7.50	7.50	7.50
Columbus 4c G, 1c, B, G....	7.50	7.50	7.50	7.50
Columbus 1c.....	6.50	6.50	6.50	6.50
Columbus Model 46 2 B, 5c.	8.50	8.50	8.50	8.50
Columbus Bi-More.....	19.50	19.50	19.50	19.50
Columbus Tri-More.....	22.50	22.50	22.50	22.50
Craig Ice Cream Bar.....	125.00	125.00	125.00	125.00
DuGrenier Adams (4 col.)..	14.50	14.50	14.50	14.50
DuGrenier Adams (6 col.)..	17.50	17.50	17.50	17.50
DuGrenier Champion (9 col.)	100.00	87.50	87.50	87.50
DuGrenier Champion (11 col.)	100.00			
DuGrenier Model S (7 col.)..	72.50			
DuGrenier Model W (9 col.)..			125.00	125.00
Eastern Electric (8 col.)...	115.00	115.00	115.00	115.00
Eastern Elec. Cig. Vendor (8 col.).....			145.00	15.00
Exhibit Card Vendor, 1c....	15.00	15.00(3)	15.00(2)	15.00
Hopp Single Drink.....	110.00	110.00	110.00	110.00
Jewel Vendors 5c.....	10.00	10.00	10.00	10.00
Keeney Electric (9 col.)....	145.00	145.00	145.00	145.00
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	8.50	8.50	8.50
Mills Candy (5 col.).....	50.00	50.00	50.00	50.00
Mills Single Drink.....	150.00	150.00	150.00	150.00
Mint-Pop.....			99.50	99.50
National 950.....	95.00	95.00	95.00	130.00
National 950.....	110.00	110.00	110.00	145.00
Northwestern 33 Ball Gum..	6.50	7.50	6.50	7.50
Northwestern Deluxe 1c and 5c.....	12.00	12.00	12.00	12.00
Northwestern Model 39, 1c..	7.95	8.50	7.95	8.50
Northwestern 49, 1c.....			7.95	8.50
Northwestern 49, 5c.....			17.35	17.35
Northwestern Stamp.....	12.50	12.50	12.50	17.35
Northwestern Tab Gum.....			69.00	69.00
N. Y. Stamp.....	25.95	25.95	25.95	25.95
N. W. Roll Type Stamp.....	12.50	12.50	12.50	12.50
N. W. Standard, 1c & 5c..	45.00	45.00	45.00	45.00
	8.50	8.50	8.50	8.50
Pop Corn 5c.....	55.00	55.00	55.00	55.00
PX (10 col.).....	110.00	110.00	110.00	110.00
Razor Blade, 25c.....			19.50	19.50
Regals Peanut 1c.....	7.50	7.50	7.50	7.50
Rowe Ice Cream Cap.....	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.).....	165.00	165.00	165.00	165.00
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	130.00	130.00	155.00
Rowe President (10 col.)....			155.00	155.00
Silver King Hot Nut 5c....	15.00	15.00	15.00	15.00
Silver King 1c.....	8.50	8.50	8.50	8.50
Silver King.....			13.95	13.95
Silver King 1c Ball Gum....	7.45	7.45	7.45	7.45
Silver King 1c Mose.....	7.45	7.45	7.45	7.45
Silver King, 5c.....	7.45	7.45	7.45	7.45
Sneads.....	125.00	125.00	125.00	125.00
Spinners, 1c.....	5.00	5.00	5.00	5.00
Stoner Candy (6 col.)....	135.00	135.00	135.00	135.00
Super-Vends (3 set.).....	200.00	200.00	200.00	200.00
Uneda Candy (5 col.)....	75.00	75.00	65.00	65.00
Uneda Model E (6 col.)....	90.00	90.00	75.00	75.00
Uneda Model E (12 col.)..	100.00	100.00	90.00	82.50
Uneda Model 500 (9 col.)..			100.00	100.00
Unedapak Model 500 (9 col.)			100.00	100.00
U-Need-a-Pak (5 col.)....	85.00	85.00	135.00	135.00
Uneda Model E (8 col.)....	92.50		85.00	
Uneda Model 500 (15 col.)			110.00	110.00
U-Select-It.....	52.50	52.50	49.50	52.50
U. S. Postage.....	15.00	15.00	15.00	49.50

Jacobs Expects

Continued from page 57
also had been substantial increases in the number of vending machines in operation in the country.
"Coffee and frozen fruit juice machines have an excellent potential," he said. "The coffee machine market has increased six times in the last four years, while frozen juice machines are just beginning to be established. Mills Industries has new machines in both of these markets."

both Mills and Selmix are operated by Jacobs as independent subsidiaries. While primarily a manufacturer in the auto industry before entering the vending machine industry, Howard emphasized that the company would not minimize its efforts toward participation in the automotive field. "We are definitely going into other diversification," he said.
At the annual meet, Howard announced the election of Joseph A. Kel'e Jr. as vice-president of the company. Keller joined the company in May of 1954 as general manager. As vice-president and general manager, he will continue to direct operations of all five Jacobs' divisions, with eight plants located in Michigan and Illinois.
Since joining F. L. Jacobs Company, Keller has been responsible largely for the company's revamped production program, including vast retooling, replacement and relocation of facilities.
Prior to accepting the Jacobs post, Keller was vice-president in charge of production services with George Fry & Associates, consulting management engineers. With the Fry organization he acted in consulting capacities for automobile, automobile supply and machine fabricating companies in this country and abroad. Keller previously held positions with Highway Trailer Company, Bethlehem Steel Corporation and Carnegie-Illinois Steel Corporation.
Four directorships were filled by the company at the annual stockholders' meeting. Thomas J. Riggs Jr., president, and Frank D. Burgess were re-elected. Martin Goodman, Altoona, Pa., attorney, was elected to fill a vacancy created by the death of the late John Kadel, New York attorney. James I. McClintock, Detroit attorney, was elected to a directorship created by the board's action to increase its membership from seven to eight members.

Richard D. Crisp

Continued from page 57
removed, or is this simply a question of your failure to promote your product as aggressively as other industries are promoting theirs?" Crisp advised.
What indications are there that the candy firm is not actively engaged in promoting vending? Aside from recurring operator debates on the need for point-of-sale aids, plus a better gross margin, there is this fact:
A survey of leading candy producers, inviting reports of their current or planned activity in supplying operators with selling aids, went almost totally unanswered. One-half of 1 per cent of those firms contacted replied, and none of those replying reported present or contemplated activity along those lines (The Billboard, December 18).
(Editor's Note: Despite a dip in per capita consumption of candy for the second straight year in 1953, vendors increased their sales of candy 4.3 per cent over 1952. This was a total increase of 6.3 per cent over 1951.)

Leary Predicts

Continued from page 57
gum operators and municipal authorities.
Leary pointed out that operators have enough invested in equipment to realize the importance of cleanliness and attractive displays and hence are doing an excellent job of policing themselves.
Leary feels that supermarkets and suburban shopping areas will provide the greatest opportunities for bulk gum expansion during 1955.

Organization

Continued from page 57
businesses and one-man organizations, as well as those firms which concentrate on overhead—rather than organization—will suffer."
Nathan Rake, Rake Vending, says that the outlook does not look encouraging for bulk peanut vending. "All penny (nut) vending may go to a nickel. Conditions were bad enough when peanuts were 30 cents a pound but now they're 40 and 42 cents."
Rake believes that more bulk operators will be looking for part-time businesses in 1955 and that more equipment will be located to increase over-all industry volume.

Admen of every kind
Endorse The Billboard as a
TOP SELLING FORCE

SOMETHING TO REALLY CROW ABOUT!



GREAT NEWS FOR OPERATORS
VICTOR Now Brings You the Very Popular Action Charm . . . CHIC'N EGG . . . in Capsules . . .

Only **\$22.50** per 1,000

PEP UP LOCATIONS

With VICTOR'S Sensational Charms . . . Place Orders NOW With Your Nearest VICTOR Distributor.

VICTOR VENDING CORP.

5701-13 W. Grand Ave., Chicago 39, Ill.

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, Keychains, etc.

PAUL A. PRICE CO.
55 Leonard St., New York 13

The word to the "wise" is . . .
GUGGENHEIM
for
CHARMS and CAPSULES

SEND FOR PRICE LIST
Guggenheim
33 UNION SQUARE
N. Y. C. 3, N. Y. • AL. 5-8393

CLEARANCE SALE CIGARETTE and CANDY MACHINES

Fully reconditioned and ready for location. Machines are factory sprayed and look like new. Lowest prices anywhere—compare!
STONER 8-COLUMN UNIVENDOR, 160 capacity, complete with base, prewar model . . . \$99.00
ROWE CANDY 8-COLUMN, 120 capacity, complete with base . . . 60.00
NATIONAL 9-18, 162 capacity, complete with base . . . 70.00
9-COLUMN "W" with base and king size . . . 55.00
7-COLUMN "S" with base and king size . . . 45.00
All equipment unconditionally guaranteed. Fast delivery. One-third deposit, balance C.O.D. Write for more detailed list of available machines.
NATIONAL VENDING
308 Furman St. Brooklyn, N. Y.
TRiangle 5-1857

GIVE TO DAMON RUNYON CANCER FUND

Precision-Built for PROTECTION & PROFITS!



ACORN
The only completely die-cast aluminum, precision built
ALL-PURPOSE VENDOR

- Vends CHLOROPHYLL GUM—all bulk mds.
- Polished, easy-to-clean merchandise chute.
- Tamperproof! Held by top lock, body clamp only.
- Guaranteed mechanically—weighs less than 7 lbs.

IMPROVED!
SILVER-STREAK
BRUSH HOUSING & BALL GUM WHEEL

EASTERN OFFICE:
PENNY KING CO.
2532 Mission St.
Pittsburgh 3, Pa.
WESTERN OFFICE:
OPERATORS VENDING MACHINE SUPPLY
1023 S. Grand Ave.
Los Angeles 15, Calif.

OAK MANUFACTURING CO., INC.
11411 Knightsbridge Ave., Culver City, Calif.

GIVE TO DAMON RUNYON CANCER FUND

Capitol in Production On New Balloon Vender

• Continued from page 57

plastic balls for the Rockefeller Center Christmas tree makes the balls which sit atop the Balloonomat. The cabinet is being made for Capitol by the E. C. Aeronautics Division of Barium Steel, Pelham, N. Y.

Balloons are cellophane wrapped and come with strings attached. The customer drops his dime in the coin chute and the packaged

balloon is delivered by a combination of suction lift and gravity.

The balloon is then taken from its wrapping and the neck placed on an air nozzle. An adjacent button is pressed, causing enough air to escape to inflate the balloon. The air escape is timed so that the balloon is not under-inflated, nor is it prone to explode.

The Balloonomat comes with a slug rejector as standard equipment, and storage space at the bottom of the cabinet is sufficient for several thousand balloons.

Goldsmith figures the average cost to operators for packaged balloons will run around 3 cents, with average location commission about 2.5 cents, leaving a gross profit of 4.5 cents for each 10-cent sale.

Early Sale

Goldsmith racked up one of his first sales of the Balloonomat while visiting Akron to visit rubber manufacturers for balloons.

It seems as tho Goldsmith had some time to kill while waiting for a plane and he wandered into the toy department of A. Polsky, an Allied chain department store.

One of the store executives observed what he felt was a professional interest on Goldsmith's part and asked if he could help. Goldsmith told the executive, Bill Grissom, who he was and why he was in Akron.

The upshot is that Grissom asked to buy a Balloonomat. Goldsmith told him that he could get one with no investment, that a local

(Continued on page 64)

Shuffleboards Top N. Y. Game Market, \$ Up

NEW YORK, Jan. 1.—Shuffleboards continue to dominate the New York amusement game market, and with the legalization of tournament play, grosses have risen substantially during the last six months of the year.

Gun games and 3-D viewers have also injected some life into the Eastern market, and more astute operators plan to rotate equipment during 1955 to gain the maximum effect in each new development.

Kiddie rides are nowhere near as prominent as they were a year ago—but they're on a more solid basis. The current crop of ride operators knows what it's doing.

(Continued on page 62)

Gun Games to Hike '55 Takes Say Canada Ops

TORONTO, Jan. 1.—Gun games during the past year have come to the fore in Canada.

Operators and distributors report that gun games are doing better than any equipment ever did—and that they are continuing to increase in popularity.

Gun game equipment in Canada in the last year has increased 25 to 30 per cent. Reason for success:

Canada Game Trade Hit By Strikes

TORONTO, Jan. 1.—Canada's game operators hope for an increase in takes during 1955, but they are not expecting it.

Business conditions in Canada have not been favorable during the past year for amusement games. Strikes and layoffs have cut deeply into family budgets.

Herb Taylor, Siegel Distributing, points out that games held their own in 1954, and if given a

(Continued on page 62)

Move to Limit Pinball Games In Canadian City Locations

SASKATOON, Sask., Jan. 1.—A movement is under way here to restrict the number of pinball games in operation.

Operators of business places in which pin games are played have petitioned the City Council for an amendment to the present license bylaw which would limit the number of games in the city and make them incidental to business, rather than a business in themselves.

The matter was referred to the city commissioner for a report.

The petitioners felt that the licensing of coin-operated amusement games should be "strictly

controlled in properly operated and regulated business premises," and added that "trouble may develop if establishments are set up which cater principally to the operation of such games."

The games could be operated incidentally to businesses such as bowling alleys, confectionery stores and billiard parlors as an amusement which the public was "anxious to enjoy," but even in such establishments the number of games should be limited, they point out.

The new five-ball equipment is moving about average, one distributor reports, while Arcade equip-

(Continued on page 62)

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(Continued on page 62)

LOCATION? TAKE VEGAS JAUNT

DENVER, Jan. 1.—One of Denver's largest pinball game operating firms has borrowed a cue from appliance dealers, and is giving a free five-day vacation in Las Vegas in return for a new game location.

This has set up a rash of unusual merchandising plans in the local industry. "Location owners are getting so that they expect everything from a free holiday turkey to a year's pass for movie theaters," remarked one operator.

Williams Ships Safari, New .22 Rifle Game

CHICAGO, Jan. 1.—Safari, a new gun game with a Remington .22 rifle operating on electrical contact, was shipped to distributors of Williams Manufacturing Company this week.

Featuring a jungle hunting theme, players shoot at targets consisting of panthers, leopards, lions, and gorillas. Targets are reflected from the bottom of the cabinet onto the backglass.

The choice targets of the game are three gorilla heads which move in the background—two sideways in a sweeping motion and then back behind cover, and another

(Continued on page 62)

UPS TAKES

Gun Games Give Spots Shot-In-Arm

MILWAUKEE, Jan. 1.—Gun games are proving a tonic to locations where amusement game play is in a slump.

Walter Harloff, of the Love Amusement Company here, found that the firm's initial installation of gun games recently in several taverns resulted in immediate boosts in cash box takes.

Harloff is convinced that gun games can exercise a rejuvenating effect on locations where patrons have lost their interest in other types of amusement units.

Gun games are a new addition to the Love route, headed by Harloff, who has been active in the coin machine industry since 1931. The firm presently centers its operations in nearby Waukesha and Washington counties.

Strangely enough, one of the reasons why gun games prove money makers, according to Harloff, is because tavern patrons find that they can't lay their hats and coats on the games or sit on them, as they frequently do with pinball or shuffle games.

Harloff says that the installation of a gun game corrects this situation

Pin Licensing Ends In Inglewood, Calif.

INGLEWOOD, Calif., Jan. 1.—No licenses to operate pinball games here will be issued after the expiration of the present ones December 31, the City Council decreed at its meeting Tuesday (22). City Clerk Leonard C. Fox was notified not to renew the permits.

Pinball operation has been under discussion for some weeks. A survey showed there were 62 pinball, 15 shuffleboard and two ray guns in operation in bars, cafes, taverns and miniature golf courses within the city's limits.

Councilman Donald J. Paisley declared that any applicant can appeal the decision to the City Council after January 1.

Milwaukee Ops Ask Licensing Change

Would Require License of All Owners; Graduated Fees Based on Route Size

MILWAUKEE, Jan. 1.—The Greater Coin Machine Operators' League of Milwaukee has petitioned the common council's license committee for a broad revision of the rules on permit fees. Action on the group's latest bid for a change was deferred, pending further study by the city attorney's office.

One of the proposed changes would require tavern owners and other locations, which own and operate juke boxes or coin machine devices, to buy licenses. At present a location owner is only required to buy a \$10 premises permit, a \$10 tag for pinball games and a \$5 use tag for a music machine.

The petition of the coin machine group also asks a revision of current licensing fees affecting operating firms in the city.

Graduated Fee Plan

Present law levels a \$200 license fee at any operator, regardless of the total number of machines he owns and operates. League's suggested plan would set up a graduated scale of fees for operators based on the size of their routes. A \$200 fee would entitle the owner or operator permits for not more than 50 pieces of equipment; operators of from 50 to 100 pieces would be taxed \$500 annually; from 100 to 200 machines, the tax would be \$1,000; \$1,750 for up to 300 machines; \$2,750 for up to 400, and \$4,000 for more than 400 machines.

According to Attorney Alexander

Rubin, representing the league, the increased scale of fees would help "equalize the unfair burden currently placed on the small coin machine operator to pay the costs of supervision of the coin machine business within the city of Milwaukee."

Previous attempt made last spring by the Greater Coin Machine Operators' League to get similar action resulted in the pigeonholing of its petition by the city fathers.

United Preems Tropicana, New 5-Ball Game

CHICAGO, Jan. 1.—United Manufacturing Company shipped to distributors this week Tropicana, a new five-ball in-line game featuring special cards which light up on a mystery basis after additional coins are played.

Tropicana has a 25-number side cards. One or more of the special side cards may light up after a second coin is played, and this feature occurs with every additional coin played.

Tropicana offers five balls for 5 cents. The player shoots to light

(Continued on page 62)

Business Boom to Aid '55 Calif. Coin Trade

LOS ANGELES, Jan. 1.—An upswing in general business conditions in California is expected to give coin machine grosses in this State a healthy boost in the new year.

Capital investment in new and expanded businesses totaled \$183,632,566 the first 10 months of 1954 in Los Angeles and there are plans for the expenditure of \$168,000,000 in the Northwest.

From the coin machine angle, the arrival of new people in California will help swell takes during the coming year.

In the immediate vicinity of Los Angeles, 81 new industries were reported in the period from January to October, 1954. Also listed were 321 expansions. The capital investment in new business totaled \$34,259,166, while the expansion outlay was reported at \$149,373,400. New industries created 5,879 jobs, and expansion, 18,995.

Holiday Music Up

Walter Hemple, president of the California Music Merchants' Association and operator of First Na-

tional Music with Homer RaZor in San Fernando, reported that the revenue from games was slackening due to the "between new equipment" period. Music is holding well despite the Christmas season, which ordinarily brings a lull.

Hemple and RaZor plan to ex-

(Continued on page 62)

DeGarmo Buys Large Colo. Coin Route

STERLING, Colo., Jan. 1.—L. E. DeGarmo, veteran Northern Colorado coin machine operator, announced this week the purchase of the Fairway Amusement Company of Sterling.

DeGarmo bought the business from Don C. Bauder and R. Wayne Farmer after several weeks of negotiation. The Bauder-Farmer route, covering most of the towns and villages in Northern Colorado's

(Continued on page 62)

KC Ops Challenge Legality of Pin Law

KANSAS CITY, Mo., Jan. 1.—John Masters, operator of the Missouri Valley Amusement Company here, filed a suit in Jackson County Circuit Court this week for a declaratory judgment in an attempt to prevent the city from enforcing an ordinance outlawing bingo-type pinball games.

The suit challenges the legality of an ordinance passed December 10 by the city council, prohibiting the games as a nuisance. Enforcement of the city law will continue while the legal question is argued.

Masters filed the suit for himself and several other pinball firm op-

erators. Named as defendants are the City, Police Chief Bernard Brannon, Mayor William E. Kemp and City Counselor David Proctor.

Stating he invested more than \$10,000 in the games before the ordinance was passed, Masters is seeking a court ruling that the law is illegal. His suit contends that the games do not constitute a nuisance and that the city has no power or right under the law to declare them such.

The ordinance affects only games on which the player can increase his probabilities of winning free plays by putting in more coins.

Shuffleboards

Continued from page 61

and the current roster of locations are, on the whole, profitable ones.

The exodus of city dwellers to the suburbs has hurt game operators. In the city, the neighborhood tavern—and its shuffleboard—provided a form of relaxation. For the new home owner, finishing the basement and putting up the storm windows are a substitute for the type relaxation offered at the corner pub.

Eventually, the taverns may move to the hinterlands, and the novelty of homeownership may wear off somewhat. But, at this writing, the citizen who moves from Manhattan to "Mortgaged Manor, L. I.," represents a net loss of so many coins a week to the game operator.

Gun Games

Continued from page 61

ment is best in Western Canada. There are more Arcades in the West, while the strongest business in Arcades is done in Vancouver, Montreal and Halifax.

Canada has no specific law against game equipment, but it still is not sold in certain territories.

Prices for games in Canada have gone up over the past year about 5 per cent, with the average price ranging from \$395 to \$475, while bingo pinball games are in the \$1,000 class. Shipments are steady, with Montreal and Quebec taking about 60 to 70 per cent, while the rest goes to Western Canada.

Good help for the shop or route is hard to get, say operators, although help in general in Canada is easy to obtain.

Business Boom

Continued from page 61

pand with 25 per cent more machines in the coming year.

Al Cohn, of Trico Music here, is planning on a 40 per cent expansion for his music and games operation. During the Christmas retail store buying, games take dipped but was still above the same period in 1953.

Music, Cohn added, held up well during the gift-buying period and during the past two weeks showed an increase. The additions in equipment will be both for games and music machines.

In the Montrose area, where Glenn (Red) Cain operates, shuffle games are slackening off, Jess Herman, Catlin's associate, said. Music is steady.

Many of the music operators here include games on their routes. Some have cigaretes. The consensus among the dual-operators is that commissions will have to be adjusted.

While takes are good in general, operators are cautious about buying large quantities of equipment. Those who own their own machines feel that operating costs can be controlled somewhat.

Williams Ships

Continue from page 61

which appears over the foliage and then jumps back.

Target Points

To rate a shot at the gorillas—which award the biggest points—the player must make three successive hits on the other targets, which pop up one at a time in the foreground, at various ranges. When three successive hits are made, one of the gorillas moves into view. The player continues to fire at the gorillas until he misses, after which he returns to fire at the regular target field, trying again for three successive hits.

A timer mechanism gives the player two bonus points for every second he saves under a 70-second time limit. The player gets 25 shots for a dime, whether or not he passes the 70-second time limit.

Pop-up panthers score two points each, leopards 1, and lions, which move sideways across the target field, 10 points each. Each gorilla hit scores 10 points, and the bounty jumps to 100 points each on the player's last five shots.

Game Action

Simulated foliage in front of the targets adds to action in the game. A panel in front of the target field registers the number of shots a player has used, and the player can see this without getting out of firing position.

Safari is available in a regular model or in a triple match—number, star and clover—model. The match feature flashes on at the end of the game, giving the player the chance to match his score with the match number. The cabinet, 28 inches wide, is designed to be moved more easily to and from location.

Move to Limit

Continued from page 61

the setting up of establishments catering only to this type of amusement; flooding of the city with games by persons who were anxious to move in and make a large and quick profit and then move out, and finally, use of the games by juveniles.

In place of the present license fee of \$35 per game, they suggested \$500 be charged for the first of such games and \$10 for each additional one.

They also suggested that the following restrictions be added to the bylaw:

For each billiard parlor, number of pinball games should not exceed one for every three pool tables; for each bowling alley the number of pinball games be limited to two; for all other establishments the number be limited to one.

With these limitations "it would make it impossible for any person to operate an establishment profitably if his main revenue was from the games, and would result in restricting them to legitimate businesses only," the petition set forth.

The recommended license schedule would apply to the owner of the games and not to the owner of the establishment in which they were operating, it was explained.

United Preems

Continued from page 61

vertical, horizontal or diagonal adjoining numbers on the backglass corresponding to numbered holes on the playfield.

On the center card, four-in-line scores five-in-line and the four corners score five-in-line. When any of the side cards are lighted, any two, three, or four numbers score three, four and five-in-line respectively.

Numbers on the two bottom side cards can be held over when the "held" panel is lighted. A carry-over light-a-name feature, with the player trying to spell out the name of the game, continues from game to game.

Selection features on Tropicana include extra ball, 4-in-line scores 5-in-line, advance score, and return of all balls. Turning a knob on the cabinet selects numbers on the backglass for in-line-scores. A light-up feature spots numbers 5-8-15.



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Canada Game

Continued from page 61

boost by improved economic conditions in the next year, there could be a big market in Canada for games. Taylor is both a distributor and operator, working from coast to coast.

Jim Gee, Gilboe Fielding Company, Hamilton, Ont., said, "It is pretty difficult to say what is going to happen in the coming year. The past one has been quite difficult. In fact, it has been down from other years."

Prices on games have increased about 5 per cent in Canada over last year.

DeGarmo Buys

Continued from page 61

well-irrigated farming area, was one of the largest in the State, with the emphasis on games.

DeGarmo plans the addition of a complete string of phonographs to diversify his games locations. A dozen new Wurlitzers have been purchased. "There is a serious need for more diversified equipment at each location nowadays," DeGarmo said, "so that we can offer music, pinball games, shuffle bowlers, to please the tastes of all customers."

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Gopher Ops See 5-Ball Games Climbing in 1955

MINNEAPOLIS, Jan. 1.—Expecting an upsurge in five-ball game play, and with shuffle bowling and gun games showing a strong hold in this area, Minnesota game operators are optimistic about the next 12 months. Operators expect five balls to come back into their own as money-makers. Shuffle bowlers, gun games and similar types of equipment are expected to solidify their positions even more. Arcade operators in this area think the year will be better for them too. Their business has started to move ahead in recent months and those Arcade men operating here think the resurgence

will continue in the New Year. With a new State administration under a new party label taking office in the State capitol at St. Paul, January 5, there is some concern whether or not this will have any impact on the game business. Pinball games are legal in Minnesota except that pay-offs to players are banned. Lyle Hartin, of Albert Lea, Minn., bought music when he came to the Twin Cities area just before the Christmas holiday period. Shopping the past week was Fred Bolier, of Baldwin, Wis., who showed special interest in new phonographs.

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CHICAGO 18, ILLINOIS
PHONE: JUNIPER 8-1814

NEW GAMES
Keeney Sportsman
Rifle Game
Bally Bingo—
Big Time

3-Color Folder On Bally Bowlers

CHICAGO, Jan. 1. — Bally Manufacturing Company has issued a new folder describing and illustrating the firm's new shuffle bowling games, Magic Bowler and Mystic Bowler.

Prepared by H. B. Jones, vice-president and advertising manager, the folder is 11 by 17 inches and is printed on both sides in three colors, red, yellow and black.

Capitol's New Balloon Vender
Continued from page 61

vending specialist would be glad to place one and give the store a commission on gross volume. The order has been placed thru an Ohio operator.

According to Goldsmith, department stores shy away from year round balloon sales for two reasons — it generally isn't worth the counter space, and what is euphemistically termed shrinkage is high on balloons.

Even tho the mark-up on balloons is much higher than most items, many stores are lucky to break even when pilferage and counter space is taken into consideration, according to Goldsmith.

Supermarkets and variety chains, tho, should be the best locations, Goldsmith feels. At these outlets family shopping is the rule, and the youngsters are generally present.

Capitol makes and operates kiddie rides and 3-D machines on locations of this type, and the feeling is that counter space and personnel have hampered balloon sales to date. Automatic merchandising could solve these problems.

During the Macy tests multiple sales for take-home purposes were reported with fair frequency. Also the spectacle of a youngster—or grown-up—inflating a balloon generally drew a crowd.

The Balloonomat will be exhibited at the annual convention of the National Retail Dry Goods Association at the Hotel Statler here January 10-13, and next week Goldsmith and two balloon manufacturers are scheduled for New York meetings.

Goldsmith plans to merchandise balloons by lining up bunny balloons for Easter, turkey balloons for Thanksgiving and Santa balloons for Christmas, etc. In addition, regular monthly balloon changes will be advocated by Capitol. The promotional program will be pegged on pushing balloons as novelties, with frequent type changes.

While the use of balloons as advertising media is being contemplated, the use of vended balloons to plug the name of the store is out. Goldsmith feels that the adverse customer reaction following the purchase of a balloon with the store's name would be considerable.

However, it would be possible to vend balloons with promotional messages if the organization being promoted would provide tokens or otherwise subsidize the cost of the balloon to the consumer.

The firm has started a pilot run of 100, with a production run of 1,000 to follow.

LOADED with Sparkling Player Appeal!

GOTTLIEB'S
flashy, colorful

DIAMOND LILL

SEE IT AT YOUR DISTRIBUTOR NOW!

- Resetting Sequence Nos. 1 to 10 scores points
- Skill horseshoe spots all numbers 10 brilliantly colored diamonds in horseshoe gives terrific flash
- A-B-C-D rollovers when made, lights kickout holes for replays and super high score
- Special rollunders spots numbers
- Mystery rollover awards replays
- 4 Pop Bumpers 2 Flippers

D. Gottlieb & Co.
1140-50 N. KOSTNER AVE.
CHICAGO 31, ILLINOIS

Foreign, Domestic Buyers!

look at our prices!*

PHONOGRAPHS

Seeburg M100B Select-O-Matic \$565.00
Seeburg M100A Select-O-Matic 385.00

SEEBURG HIDEAWAY PACKAGE

H146M Hideaway \$115.00
5 3-wire 5c W-O-M, 20 Sel.; 2 Teardrop Speakers with
H147M Hideaway 135.00

Wurlitzer 1500 \$475.00
Wurlitzer 1400 395.00
Wurlitzer 1100 150.00
AMI E-120 625.00
AMI C 215.00

Rock-Ola 1422, as is, complete \$49.50
Rock-Ola 1426, as is, complete 55.00

WALL BOXES

Seeburg 5c Wireless, 20 selection \$ 2.50
Wurlitzer 2140 6.95
Wurlitzer 3020 11.50

Wurlitzer 3025 \$5.95
Packard, Satin 2.50
Packard, Chrome 4.95

All prices subject to prior sale

All merchandise is guaranteed. Our references: Bank of America, Dunn & Bradstreet.

R. F. Jones Co.
Exclusive distributor
J. P. Seeburg Corp.; Bally Mfg. Co.

1263 Mission St., San Francisco 3, Calif.
Klondike 2-3579

January Closeouts!

WMS. ALL STAR BASEBALL, New \$395
GENCO 2 PLAYER BASKETBALL, New 375
EXH. STAR SHOOTING GALLERY, New 350
EXHIBIT SHOOTING GALLERY, New 350
GENCO, 4 PLAYER SKEEKBALL, New 895
MIGHTY MIKE SPARRING PARTNER, New 895

5-BALLS

UNITED TROPICANA
BALLY BIG TIME

Hi Fi \$385
Surf Club 385
Ice Frolics 345
Palm Springs 350
Dude Ranch 325
Yacht Club 160
Beach Club 295
Beauty 245
Palm Beach 135
Frolics 175

Atlantic City \$145
Coney Island 95
Spot Lite 95
Havana 315
Rio 250
Circus 175
Cabana 165
Tropics 225
Hawaii 355
Mexico 345
Golden Nugget 99.50
Genco 400 59.50

GOTTIEB'S

Quintette \$145.00
Chinatown 119.50
Hit 'n' Run 109.50
4 Horsemen 99.50
All Star 99.50
Knockout 79.50
Double Feet 79.50
3 Musketeers 69.50
Sharpshooter 59.50
Bowling Ch. 59.50
Buffalo Bill 59.50
Double Shuffle 59.50

WILLIAMS
Daffy Derby,
F.S. \$295.00
Nifty 79.50
Pinky 79.50
Dreamy 79.50
Maryland 69.50
Boston 69.50
El Paso 59.50
Lucky Inning 59.50

CHANGEMAKER
Dispenses 2 dimes,
1 nickel for 25c.
In stock, \$89.50

ARCANE

UNITED BONUS GUN
GENCO BIG TOP
EXH. SPORTLAND GUN
MUTO. DRIVEMOBILE

AUTO-PHOTO
WMS. JET FIGHTER
HYDRO-DUCK GUN
AIR FOOTBALL \$395.00
AIR HOCKEY 365.00
SET SHOT BSKTBALL 345.00
Genco Rifle Gallery 325.00
Exh. Shooting Gallery 295.00
Photometric, Late 495.00
Voice-o-Graph 365.00
Chi. & Pl. Home Run 395.00
Wms. Super Pennant 395.00
Wms. Big League, F.S. 395.00
Wms. Maj. League, & Pl. 345.00
Wms. Del. Baseball 225.00
Genco Sky Gunner 195.00
3-D Theatre 199.50
Chi. 4-Player Derby 195.00
Ev. Bat-a-Score 175.00
Ch. Basketball Champ 195.00
Shoo! the Bear 150.00
Exh. Jet Gun 145.00
Muto. Drivemobile 165.00
Telequiz & Film 115.00
Muto. Flying Saucer 149.50
Undersea Raider 125.00
Goales 99.50
Chicken Sam 99.50
Chi. Pistol 99.50
Wms. Star Series 89.50
Exh. Dale Gun 89.50
Mer. 13-Way Ath. Scale 79.50
Scientific Baseball 79.50
Flash Hockey 75.00
Wms. Quarterback 75.00
Exh. Hi-Ball 75.00

CHICAGO COIN
King Pin \$89.50
Sally 49.50

EXHIBIT

BeBop \$84.50
Gondola 49.50
Tumbleweed 74.50

EMPIRE COIN MACHINE EXCHANGE
1012-14 MILWAUKEE AVE., CHICAGO 22, ILL. Phone: EVERGLADE 4-2600

SHUFFLE GAMES

UNITED MARS SHUFFLE ALLEY
UNITED COMET SHUFFLE TARGETTE

United Leader, Match \$295.00
United Chief, High Score 285.00
United Team S.A., 3/25¢ 315.00
United League S.A., High Score 305.00
United Imperial, Match Score 275.00
United Royal, High Score 265.00
United Classic, Match Score 200.00
United Olympic, High Score 190.00
United Clover, Match Score 175.00
United Cascade, High Score 165.00
United Star, 10th Frame 135.00
United Super 10th Frame, & Pl. 125.00
United Star & Player, Match Score 119.50
United Super & Player, S.A. 109.50
United De Luxe S.A., 6 Player 89.50
United & Player w/ Formica, 7-10 79.50
Chi. Triple Score Bowler 10th Frame 195.00
Chi. Crown, Match 175.00
Chi. Super & Player, Match Score 149.00
Chi. Double Score 149.00
Keeney & Player, Big Lighted Pins 69.50
Universal 18' Bowls-a-Matic 325.00
Genco Shuffle Pool 195.00
Genco Match Pool 275.00

COUNTER GAMES

KICKER & CATCHER, \$49.50

Acme Shocker 24.50
Binks Zipper 35.00
ABT Super & Film 49.50
ABT Challenger 75.00
Texas Leaguer 49.50

TURT KING \$99.50
Champion 89.50
Citation 79.50
Gold Cup 59.50
Special Entry 49.50
Jockey Special \$4.50

CIGARETTE VENDERS

ROYAL "17"—WRITE FOR CIRCULAR

Rowe President, 10 Col. or 8 Col., Fac. Reb. \$155
National Model 950, 9 Col., Fac. Reb. 145
National 920, 9 Col., Fac. Reb. 130
Unedapak Model 500, 9 Col., Fac. Reb. 135
DuGranier Model "W", 9 Col., Fac. Reb. 125

VENDERS

Acorn Vender \$ 14.95
Acorn 10 Col. Tab 21.95
Silver King 13.95
25¢ Razor Blade 19.50
N.W. 49, 16, 5¢, ... 17.35

U Select 19 \$ 49.50
N.W. Tab Gum 25.95
Mini-Pop 79.50
N.W. Stamp 49.00
Ajax & Col. Elec. Cig., New 150.00

WURLITZER, 1015 \$99.50

SPECIAL!
NEW GENCO
SILVER CHEST,
\$125

"A BETTER DEAL ALWAYS"

BINGOS

Atlantic City \$125.00
ABC 30.00
Dude Ranch 325.00
Surf Club 385.00
Beach Club 310.00
Saddle & Turf 295.00
Yacht Club 150.00
Coney Island 75.00
Cabana 185.00
Five Stars 50.00
Hawaii 395.00
Tropics 225.00
Mexico 400.00
Nevada 425.00
Spot Lite 75.00
Ice Frolics 295.00

DRINK MACHINES

6 Supervends, 3 sel., 1000-cup capacity, with change makers \$200.00
6 Sneads, single 10-oz. cup, 1000 capacity 125.00
3 Mills, single drink, 400-cup capacity, with change maker 150.00
6 Hupp, single drink, 400-cup capacity 110.00
6 Revco Ice Cream Cup, 100 Model 125.00
2 Craig Ice Cream Bar 125.00

COUNTER MACHINES

5 ABT Skill Guns \$ 20.00
30 ABT Challengers 30.00
6 Genco Pee-Wees 30.00
90 3-Way Grippers 18.50
Shockers, New 24.50
50 Three-of-a-Kind 18.50
20 Mer. Count. Grip 20.00
17 Wizards, 5¢ 18.50
4 Target Skill Guns 18.00
2 Cross-Cross 18.00

UNITED BOWLERS

6 Player Regular \$ 50.00
6 Player Cascade 130.00
11th Frame 450.00
Banner 425.00
Imperial 225.00
Closers 265.00
C.C. Double 195.00
6 Pl. 10th Frame 110.00
6 Pl. Olympics 175.00
Royal 225.00
Rainbows 375.00
10th Frame 100.00
League Bowler 350.00
Chief 375.00
Bally Champion 395.00

MUSIC

AMI-A \$135.00
AMI-C 275.00
Mills Constellation 175.00
Evans Constellation 240.00
Seeburg 100-A 375.00
Seeburg 100-B 375.00

ARCADE EQUIPMENT

Ex. 6 Shooter \$125.00
Space Invaders 95.00
Seeburg Bear Gun 150.00
DeLuxe Photo 395.00
Genco Sky Gunner 175.00
Un. Jungle Gun 425.00
Ex. Shooting Gallery 425.00
Bally Big Inning 150.00
Heavy Hitter 40.00
Goose 100.00
C. Coin Pistol 95.00
Evans Bat-a-Score 165.00
Evans Ski-Roll 95.00
Ex. Dale Gun 55.00
Genco Basketball 350.00
Life League 75.00
Midget Movies, Latest 185.00
Quizzer With Film 95.00
Sci. Pitch'm & Bat'm 185.00
Twin Shoe-Shine 195.00
Wurlitzer Skee Ball 150.00
Super World Series 195.00
Hayburners 75.00
County Fair 75.00
Standard Metal Typer 325.00
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 100.00
Tellers 125.00
C.C. Basketball 195.00
Harvard Metal Typer 150.00

CIGARETTE VENDERS

5 8 Col. Eastern Elec. \$115.00
3 9 Col. Keeney Elec. 145.00
10 9 Col. National 950 95.00
10 9 Col. National 950 110.00
PX 10 col. 110.00
All Factory Shopped
25¢ Chute—King-Size.

AMI
NOW DELIVERING
MODEL F

Cleveland Coin MACHINE EXCHANGE, INC.
2029 PROSPECT AVE., CLEVELAND 15, OHIO
All Phones: Tower 1-6715

M. S. GISSER
Sales Manager

There is only one LEADER EXHIBIT!



IN THE GUN FIELD

No. 414 Sportland Shooting Gallery



IN THE KIDDIE RIDE FIELD

Complete Line of 10c Kiddie Rides



IN THE CARD VENDING FIELD

No. 307 Vacuumatic Card Vender



ESTABLISHED 1901

EXHIBIT SUPPLY

4218-30 WEST LAKE STREET • CHICAGO 24, ILLINOIS

Exclusive Distributors for
BALLY • ROCK-OLA • KEENEY • CHICAGO COIN

NEW EQUIPMENT—Now Delivering

Rock-Ola 1442 Hi Fidelity, 50 Selection
Rock-Ola 1444 Hi Fidelity, 120 Selection
Bally Big Time
Bally Magic Bowler

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 175.00
Seeburg Model C ... 650.00	Keeney Pacemaker. 200.00	Atlantic City 110.00
Seeburg Model B ... 525.00	Keeney Bonus Bowler 250.00	Beach Club 295.00
Seeburg Mod. M-100-A 375.00	Keeney Bonus Bowler 250.00	Frolics 150.00
1018 Wurlitzer (while they last) .. 75.00	ARCADE	Beauty 210.00
	Exhibit Shooting Gallery \$265.00	Frolics 150.00
		Dude Ranch 310.00

CALDERON DISTRIBUTING Co.
450 Massachusetts Avenue • Indianapolis, Indiana

WANT TO BUY
Late Bingos
Gott. 5-Balls
SPECIAL
Wms. Jet Fighter \$385
Variety Write
Hi-Fi \$375
Surf Club 395
Palm Springs 350
Dude Ranch 315
Beach Club 300
Frolic 175

SHUFFLE
Targette \$445
Royal 310
(ASCME)
ALL STATE COIN MACHINE EXCHANGE
2317 North Western Ave.
Chicago 47, Illinois
BElmont 5-6770

NEW UNITED MARS
COMET—SHUFFLE SKEE
BINGO—TROPICANA
Sensational—New
BONUS—MOVING TARGET
USED SHUFFLES
United Rainbow, like new...\$415.00
United Classic 269.50
United Star 10th Frame 179.50
Keeney Carnival 215.00

GUNS
Genco Sky Gunner \$189.50
Ex. Shooting Gallery 319.50
Exhibit Space Gun 89.50
Many More Used Shuffles & Pinballs.
Write, Wire, Phone
CENTRAL OHIO COIN MACHINE EXCH.
525 S. HIGH ST. COLUMBUS 15, OHIO
CApital 4-7254

FOR SALE
By First-Class Concern
About 20 GENCO Skyguns
crating for shipment anywhere included
\$145 EACH
Box 776, The Billboard, Chicago 1, Ill.

Panoram Operators!
FOR SALE
Overhauled Projectors for Spares.
We carry a full line of Panoram Parts.
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283 Market St. Newark, N. J.
MARket 2-4275

COBRA CARTRIDGES
Realigned and Resurfaced, 75¢ each.
Compare them with new cartridges.
Cartridges returned within 10 days.
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P. O. Box 2008 Mesa, Arizona

For Great Buys
Write for Our Special Price Lists Today!
DAVID ROSEN
Exclusive AMI Dist. Ea. Pa.
855 N. BROAD STREET, PHILADELPHIA, 23, PA.
PHONE: STEVENSON 2-2903

BINGO GAMES
Reconditioned as New
Lite-A-Line \$ 35.00
Spot Lite 69.50
Palm Beach 125.00
Cabana 150.00
Yacht Club 150.00
Tropics 175.00
Beach Club 225.00
Dude Ranch 300.00
Ice Frolics 325.00
Write for Free 32-Page Vending Machine Catalog.
One-Third Deposit on All Orders.
PARKWAY MACHINE CORPORATION
715 Ensor St. Baltimore 2, Md.

NEW YEAR BARGAINS!
BALLY YACHT CLUB \$149
BALLY BEACH CLUB 294
BALLY BRIGHT SPOT 84
UNITED 5 PLAYER, Formica 49
UNITED 6 PLAYER DELUXE 79
UNITED 10th FR. STAR 129
GENCO SHUFFLE POOL 169
STANDARD METAL TYPER 239
GENCO SKY GUNNER 169
Terms: 1/3 Deposit, Balance C.O.D.
IRV. OVITZ
ACME-INTERNATIONAL DISTRIBUTORS
3643-45 W. Montrose Chicago 18, Ill.
CORnelia 7-7272

AMI D-40 \$295
SINGAPORE, New Write
HAWAII 325
NEVADA 395
MEXICO 295
HAYANA 265
RODEO 135
TROPICS 155
CABANA 125
Western Distributors
1226 S.W. 16th Ave., Portland 5, Oregon
Phone: Atwater 7565

WE SHIP all over the world
MUSIC—100% RECONDITIONED—GUARANTEED

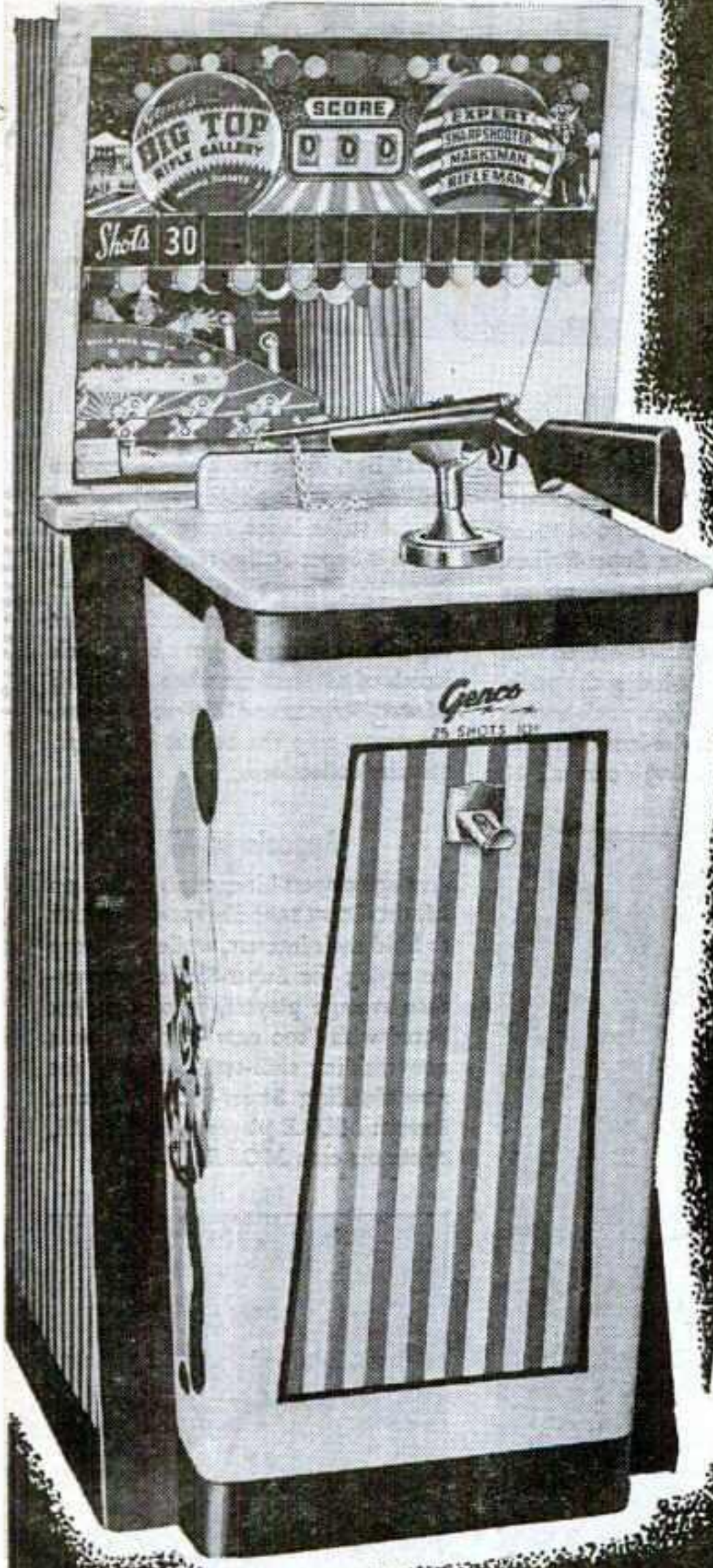
WURLITZER	SEEBURG	AMI
1500's	1100's	100 A
1400's	1015's	100 B
1250's		100 C
		A-B-C
		D-40
		D-80
		E-80
		E-120

SPECIAL—GENCO SKY GUNNER.....\$120

FINANCE YOUR KIDDIE RIDES
LIBERAL TERMS Horses—Space Ships
Boats—Moon Rides
Merry-Go-Rounds—Drivemobiles
TRADES ACCEPTED
REDD DISTRIBUTING CO., INC.
298 LINCOLN STREET
ALLSTON 34, MASS. AL 4-4040
Exclusive Distributors for **WURLITZER—BALLY—UNITED**

FOREIGN BUYERS
Our Service Is Quick Efficient and Reliable
In addition to all the latest equipment, we have thousands of thoroughly reconditioned machines available for your selection, including pin games, kiddie rides, music machines, arcade equipment and alleys.
Cable for Special Price List
Parts and Service Manual Available
INTERNATIONAL AMUSEMENT CO.
1423 SPRING GARDEN STREET
SCOTT-CROSSE COMPANY
Rittenhouse 6-7712
PHILADELPHIA 30, PA.

BIG TOP RIFLE GALLERY BY GENCO



This letter was mailed to "General's" Entire Operator List We received our copy just before Christmas . . . an awfully nice gift and a wonderful tribute to our BIG TOP.

THANKS GENERAL!
THANKS OPERATORS EVERYWHERE!

Exclusive Factory Distributors for Leading Coin Machine Manufacturers

General Vending Sales Corp.

Established 1925
237 to 245 West Biddle St., corner Howard St.
Baltimore 1, Md. VEron 4119-20-21

Dear Operator,

December, 1954

When the record of coin machine history for 1954 is written, the one highlight of the year will be the terrific record created by guns. Guns have been the most profitable new type of amusement equipment introduced in the past 5 years, and their popularity is still growing by leaps and bounds. How much bigger the craze will grow, no one knows, but at the present stage, guns are the hottest machines on the market.

But that is not to say that all guns are good. As with every successful product, there are many imitations and would-be competitive machines. And, in every such situation, discriminating purchasers find that one make stands out above all the rest. And no one will deny that the most beautiful, most original, most successful and most profitable gun ever made is Genco's BIG TOP.

Just look at what BIG TOP gives the player, targets no other gun offers:
9 realistic ducks on moving endless belt - just like a real rifle range!
Swinging clown, moving back and forth on pendulum - flops over when hit, then resets automatically!
4 realistic candles - player shoots out flame (in lights) just like a real rifle range!
Plus all new wild cats and birds, stationary, fall-over targets

In addition, BIG TOP is housed in a new streamlined colorful cabinet that attracts play by appearance alone. Genuine 22-caliber Savage rifle with realistic gun flash and kick; brilliantly lighted theatrical effects - all tell you why Genco BIG TOP is outplaying, outearning and outselling all others from coast to coast.

If you are not yet in the gun operating business - get in now for the biggest profits in years! And when you get in, invest your money in the TOP gun for greatest all around results - Genco's BIG TOP.

IB:beb

Yours for better operating,

GENERAL VENDING SALES CORP.

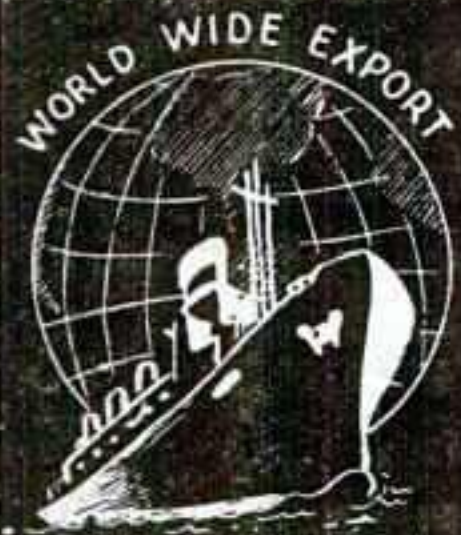


GENCO MFG. & SALES CO.
2621 North Ashland Avenue • Chicago 14, Illinois

We are still 2 weeks behind in filling orders and this letter tells you why.

ATTENTION, IMPORTERS

WE HAVE 20 YEARS' EXPERIENCE IN EXPORT SALES • EXPORT SHIPPING • EXPORT FINANCING



* *Specials* *
IN STOCK FOR IMMEDIATE DELIVERY
22 SEEBURG MODEL-C
14 SEEBURG MODEL-B
8 ROCK-OLA MODEL-1434 ROCKET 51-52
6 AMI MODEL D80
CABLE OR WRITE FOR C.I.F. PRICES

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

FOR BETTER BUYS THRU '55 WORLD WIDE

BINGO GAMES

Nevada \$395	Dude Ranch .. \$320	Hi-Fi \$385	Atlantic City .. \$110
Hawaii 345	Beach Club .. 275	Ice Frolics ... 325	Spotlite 85
Rio 245	Beauty 215	Palm Springs. 325	Coney Island .. 95

LATE SHUFFLE GAMES

Ace Bowler ... \$375	Gold Cup \$225	Classic \$195
Team Bowler .. 325	Crown Bowler .. 165	Clover 165
Leader 295	Triple Score ... 175	10th Fr. Star ... 125
Imperial 265	Name Bowler .. 125	Super 6 Player. 118

5-BALLS

Thunderbird \$195
Shindis 135
Lazy Q 145
Struggle Buggies .. 135
Nine Sisters 145

New '55 Model
ACE COIN COUNTER
Weights 8 lbs. Counts 1r, 5r, 10r, 25r.
Only..... \$149.50

Immediate Delivery ROCK-OLA HI-FIDELITY PHONOGRAPHS

120 Selection or 30 Selection. Compact! Unsurpassed Tone & Beauty!



TERMS: 1/3 Deposit, Balance Sight Draft.
Chicago 47
2330 N. Western Ave
Phone: Everglade 4-2300

SEEBURG M-100-A.... \$395.00
WURLITZER 1500 EACH

SEEKING M-100-B.....\$575.00

Shaffer Music Co.

Cincinnati, Ohio 1200 Walnut St. MAin 6310
Columbus, Ohio 849 N. High St. KLondike 4614
Indianapolis, Ind. 1327 Capitol Ave. MElrose 4-3571

SPECIALS!

BRIGHT LIGHTS	\$ 75.00
BRIGHT SPOT	115.00
PALM SPRINGS	350.00
ATLANTIC CITY	115.00
SPOT LITE	85.00
Genco RIFLE GALLERY	375.00
Genco SKY GUNNER	175.00
Genco NIGHT FIGHTER	175.00

UNIVERSITY COIN MACHINE EXCHANGE
858 N. High St. Columbus 8, Ohio
Tel.: Uiversity 6900

ELECTRIC SCOREBOARDS

Overhead, 15-21 pts.	
Horsecollar, 15-21 pts.	\$125.00
Wall Model, 15-21 pts. and 15-21	\$95.00 ea.
50 pts.	
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
Spotlite	85.00
Stars	75.00

SHUFFLEBOARDS

22', 20' and 18" - Refinished Playfield and Cabinet	
22'	\$179.50
20' & 18'	149.50
Shuffleboard Adjusters, set	\$12.00
Pucks (set of 8)	10.00
2-Faced Pucks, ea.	1.50

TICKETS
2500 7-11 \$1.15 bag

Terms: 1/3 dep., bal. C.O.D. or S.D., F.O.B. Chicago.
MID-STATE COMPANY
2369 Milwaukee Ave. Chicago 47, Ill.
Tel.: Dickens 2-3444

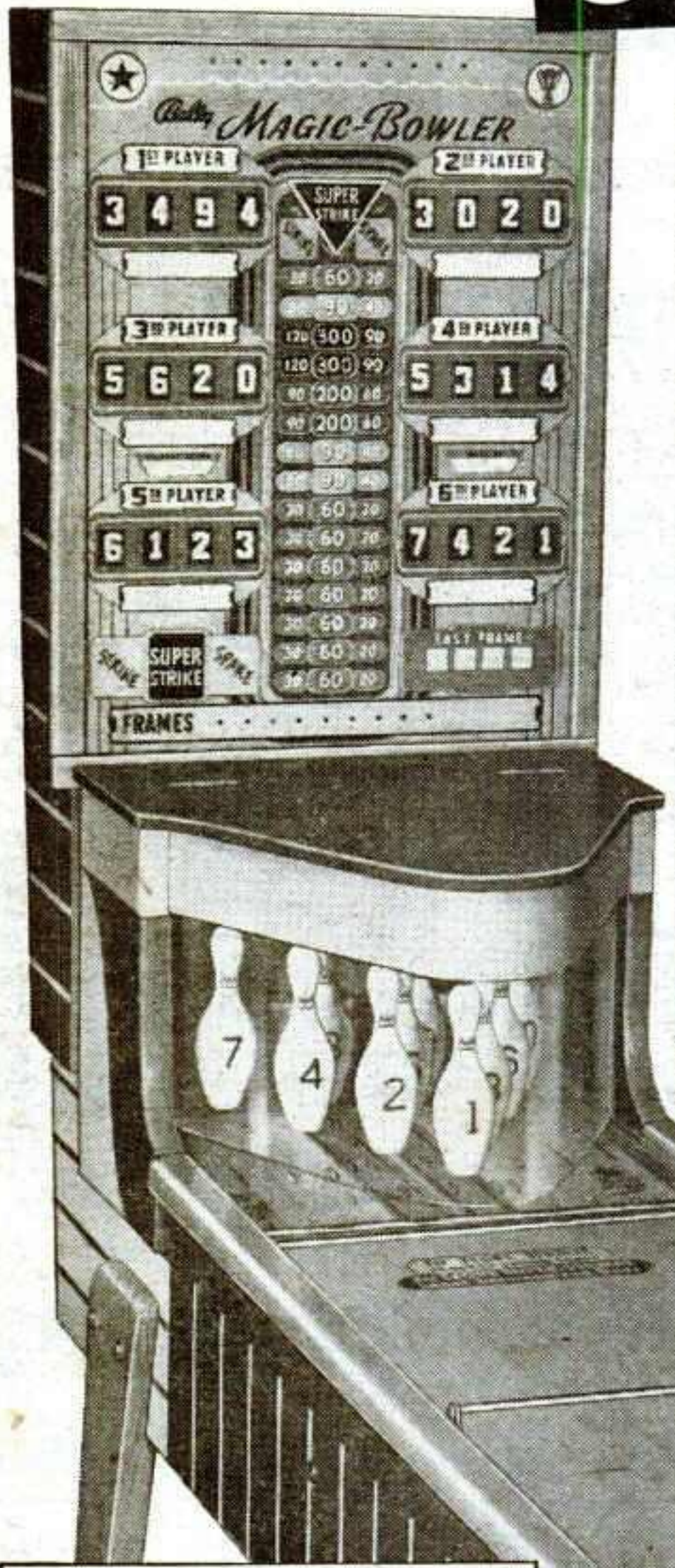
OVERHEAD SCOREBOARDS

3 Monarch, 15-21	
1 Chicago Coin, 15-21	
3 Rock-Ola, Frame Reconditioned, ea.	\$75.00
3 Keeney Wall Models, 15/21, Each	\$59.50

ZIG-ZAG (New) Counter Game .. \$29.50

MORE players play MORE

thanks to new **SUPER-STRIKE** feature



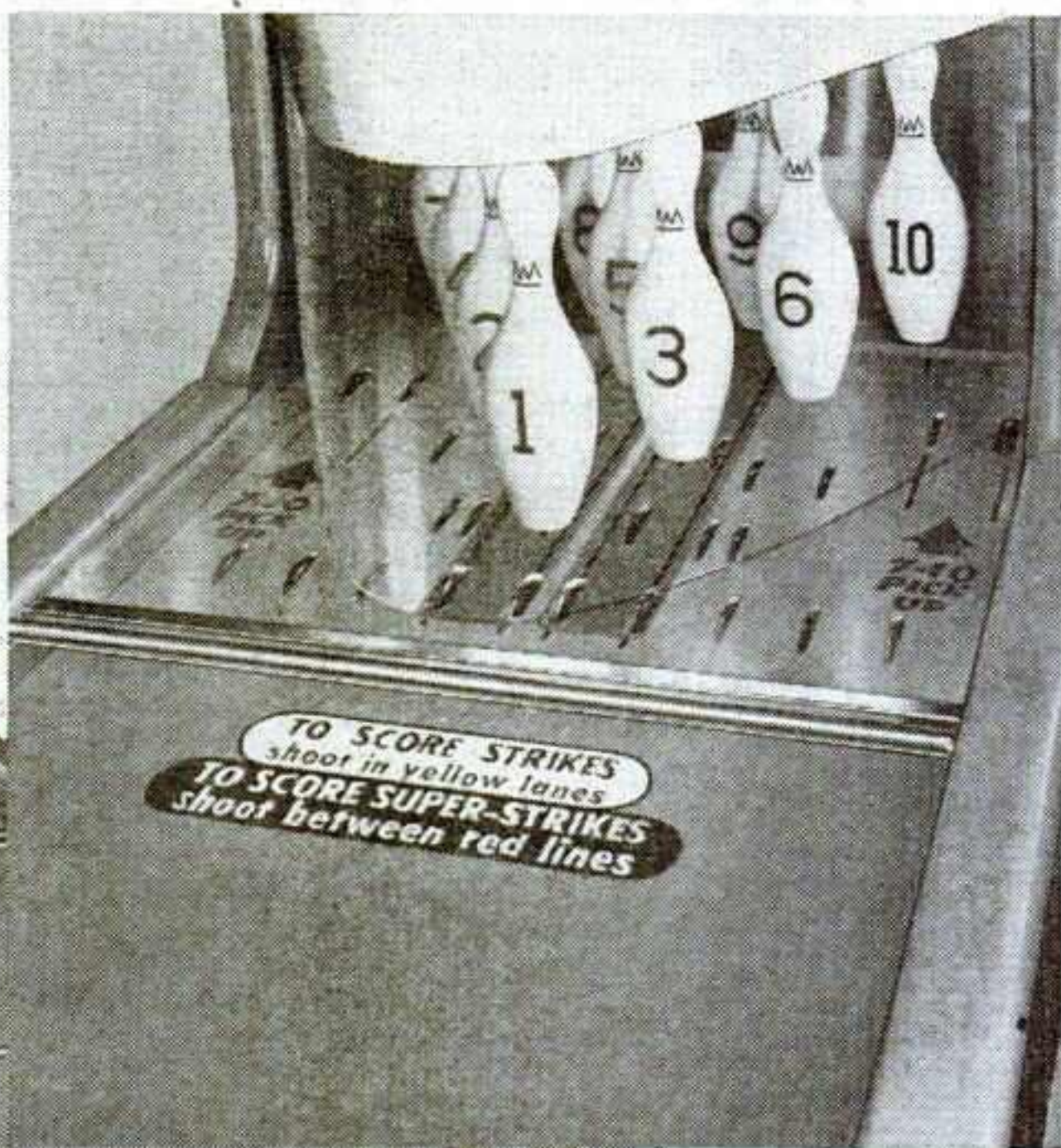
TYPICAL comment, heard on location, tells the play-appeal reason for the record-smashing earning-power of the newest Bally shuffle-bowling sensations—MAGIC-BOWLER (with match-feature) and MYSTIC-BOWLER (without match-feature).

"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?

Frailest 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.

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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
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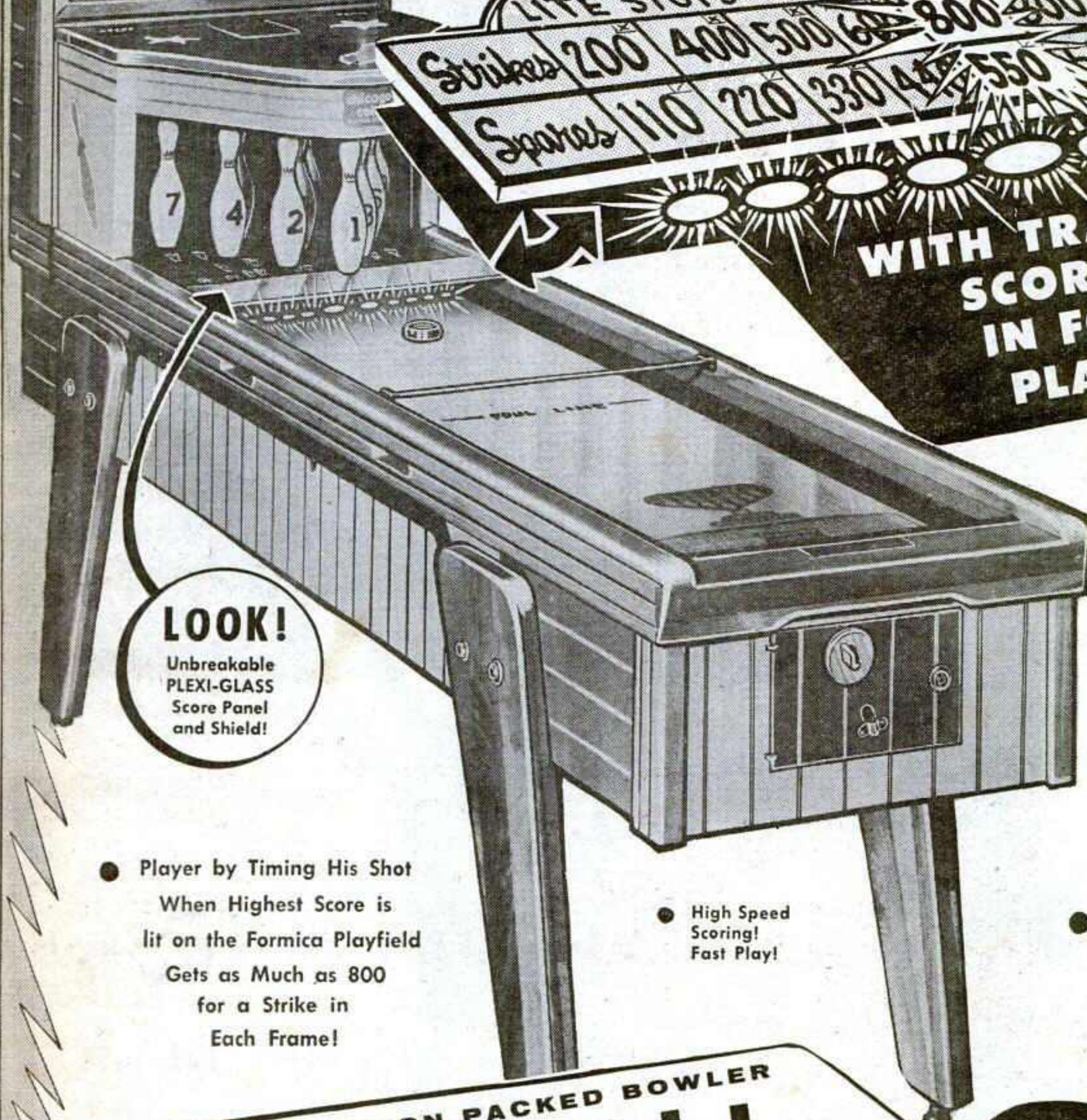
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When Highest Score is
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5

Magic Lines

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BIG-TIME

result in biggest earnings

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Get your share.

Get BIG-TIME

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See *Bally*
BOWLERS
ON PAGE 68



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!

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with attractive new scoring features



MOVING SPECIAL CARDS

ONE TO FOUR SPECIAL CARDS LIGHT UP ON MYSTERY BASIS

TWO BOTTOM CARDS HELD WHEN HELD PANEL IS LIT

LITE-A-NAME

TROPICANA

CARRY-OVER FEATURE

SUPER SELECTION FEATURE

- EXTRA BALL
- 4-IN-LINE SCORES 5-IN-LINE
- ADVANCE SCORE
- RETURN ALL BALLS

Number Selection Feature

4-Corners Score

Light-Up Spot Feature
SPOTS 5-8-15

EXTRA BALLS

- ADVANCING SCORES
- ALL BALLS RETURN
- LATEST E-Z SERVICE FEATURES

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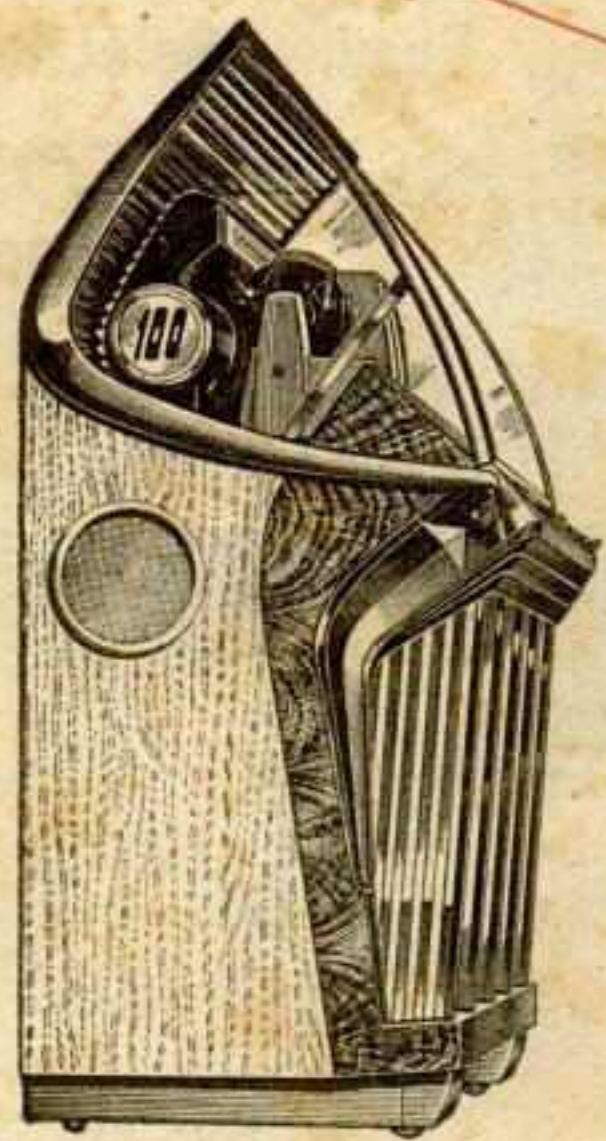
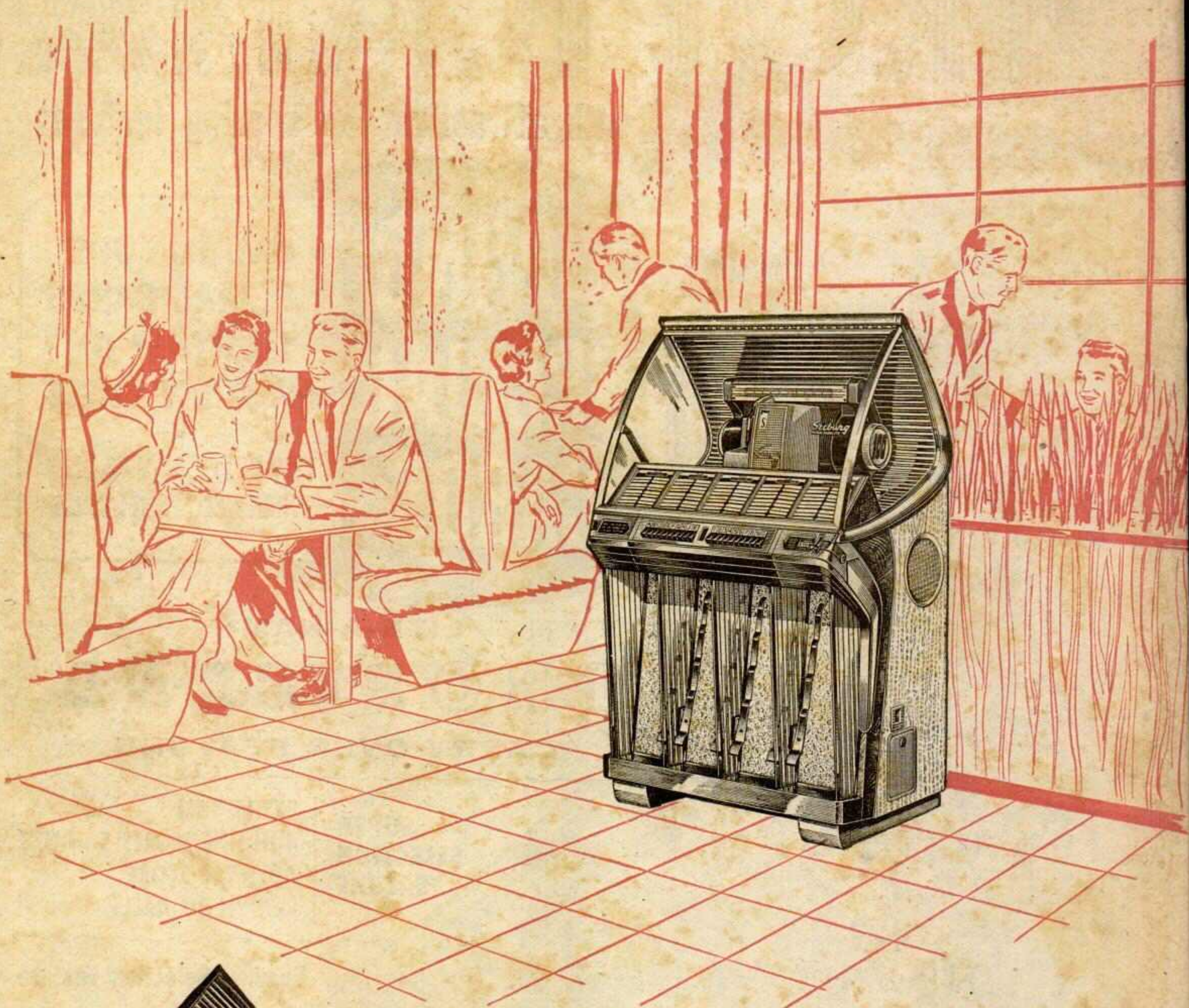
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