

# The Billboard

7th Annual  
MUSIC RECORD  
PROGRAMING  
GUIDE

Pages 19  
to 102

NOVEMBER 13, 1954 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY PRICE: 25 CENTS

## Star Record Shows Woo Web Listeners

Names Abound in Network and Syndicated Shows; Do Battle With TV Competition

By JUNE BUNDY

NEW YORK, Nov. 6.—The once lowly local disk jockey format has finally come into its own in network radio, with more than 34 hours a week of network programing currently devoted all or in part to recorded music, and at least 10 nationally syndicated transcribed disk jockey series carrying network-sized line-ups of local stations.

A few local disk jockeys have broken thru in network radio—notably ABC's Martin Block, CBS' Peter Potter and Mutual's Ted Steele—but the great majority of network and syndicated disk jockeys are from the big-name ranks of movies, radio and TV. They include Frank Sinatra, Betty Grable, Ginger Rogers, Red Skelton, Tony Martin, Harry James, Edgar Bergen and Amos 'n' Andy.

### TV Inroads

TV has made sharp inroads on network radio budgets—thus necessitating the medium's new emphasis on canned music. Nevertheless, the webs still spend considerably more money on programing than the average local outlet, and, in most cases, the networks have dressed up the disk jockey format by integrating it with various types of live programing and other special gimmicks not available or practical for local disk jockey use. A prime example, of course, is their use of big name stars as disk jockeys.

The fact remains that the networks, however reluctantly, have finally come to terms with the basic concept of deejay programing, whereas three years ago Bob Poole (then at Mutual) was the only network disk jockey with any degree of fame. Martin Block also took a flyer on the same network six years ago, but the series didn't catch on and was dropped after six months.

### Web Shows

Today, the four webs carry a total of 22 shows, which are devoted all or in part to the playing of records. ABC airs 10, totaling 10 hours and 15 minutes a week; Mutual has three, adding up to 11 hours a week; NBC runs five, at a total weekly time consumption of 8 hours, and CBS has four, totaling five hours a week.

Martin Block and Ted Steele—

probably the only disk jockeys to make the transition from local radio to network without effecting a visible change of format—have some interesting, albeit somewhat conflicting, views on what it takes to make a network radio show successful. Block, after almost a year as a web spinner, finds "no difference whatsoever in programing a disk jockey show locally or network-wise" while Steele on the other hand thinks it behooves the network disk jockey to make certain changes.

### Steele's Show

Steele (who recently took over the daily 1:30 to 2 p.m. spot on Mutual in addition to his regular daily stints on WOR and WOR-TV here) cautions the network disk against catering to the relatively small audience of "hipsters" in and around Manhattan at the expense of the national audience. He also frowns on the indiscriminate playing of the "top 10" regardless of tempo, and the attempts of the Lindy set to influence his programing with "plug" items.

Steele plays soft, lush music almost exclusively for his network audience—show tunes and ballads by Jackie Gleason, Mantovani and their like. He spins about four pop records and two hymns on each program—usually two vocals and

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## THE BILLBOARD NOTES ITS OWN 60th BIRTHDAY

CINCINNATI, Nov. 6.—The Billboard this week marks its 60th year of continuous publication.

The first issue of America's oldest show business trade paper was distributed here on November 4, 1894. It was prepared by a staff of three consisting of William H. Donaldson, its founder; his wife and James H. Hennegan. Its circulation was less than 2,000 copies. The first issue was composed of seven pages of amusement industry news and one page of advertising.

Today The Billboard is one of the largest business publications in the world. A staff of 265 people each week produce an issue averaging more than 100 pages. In addition to its publishing headquarters here, The Billboard maintains offices in New York, Chicago, Hollywood, St. Louis and Washington.

The past decade has seen The Billboard Publishing Company add other publications to its fold. In November, 1946, it launched Vend, the Magazine of Automatic Merchandising. In July, 1953, it acquired Tide, the Magazine of Sales and Advertising Trends. All three publications are members of the Audit Bureau of Circulation and the Associated Business Publications.

## Disk Jockey Dubbed Local Radio's King By Station Managers

BB Poll Reveals 60% of Program Hours Devoted to Record Shows

By PAUL ACKERMAN

NEW YORK, Nov. 6.—The disk jockey is the undisputed king of local radio programing.

This sweeping statement is conclusively borne out by the station manager survey, a section of The Billboard's Annual Disk Jockey Poll. The average station, according to the survey figures, programs 109.4 hours per week, of which 63.8 hours—or nearly 60 per cent—are devoted to record shows. This represents a sharp increase over last year, when stations devoted 47 per cent of their air time to disks.

The programing of the average station's remaining hours per week fall into the following categories: Network shows (in the event the station is affiliated) account for 39.8 hours; news and comment, 12.7 hours; station-produced live shows, 7 hours; local live sports programs 4.3 hours, and syndicated transcribed shows, 4 hours.

The survey also indicates that this trend to record programs is increasing. A strong majority of station managers state that this year their outlets are devoting even more time to disk jockey-record programs.

This trend, of course, has been developing for some years, but it reached its greatest acceleration in the last two years, during which period television pre-empted from network radio the position of top programing and advertising medium. As the major networks became more and more TV-minded—economically and promotionally—the local station was bound to be thrown upon its own resources to an increasing degree. This could only mean more and better record shows.

The de-emphasis of radio networks was dramatically highlighted in a confidential study prepared by the William Esty Co., Inc., one of the top advertising agencies, which predicted that by 1956 regular network operations will have been virtually eliminated (The Billboard, September 25).

### Locals Healthy

While network radio has declined as an advertising and programing medium, local radio has maintained a healthy condition. The dollar volume allocated to spot business by advertisers has increased, and trade executives estimate that the current year is 20 per cent above last year.

This cannot but help reflect on the proven ability of local radio to reach consumers at an economical cost to the advertiser. And this, of course, is a further testimonial to the station's reliance on disk jockeys and disks—a programing method whereby great personalities and artists, besides music suitable for all listener groups, are broadcast without the station's bearing the burden of crippling production costs.

How does a station program records? How much time is devoted to each musical category? Each station, of course, has its own formula, tested and developed over many years. According to The

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## Big Push Due On 'Opry' TV

By GENE PLOTNIK

NASHVILLE, Nov. 6.—One of the most dynamic tie-in promotions for any musical institution of any kind is expected to result from the filming of the "Grand Ole Opry" show for TV distribution by Flamingo Films, one of the major TV film companies.

That the almost three decades' standing of "Opry" among the nation's country-music fans will mean a ready-made audience for the TV show is obvious.

But there are two sides to the coin. For at the same time that 29 years of "Opry" have pre-sold the TV show, the TV show potentially is the greatest promotional boom ever for "Opry" artists.

That they would find their way to TV sooner or later was

(Continued on page

## NEWS OF THE WEEK

### P&G's Big CBS-TV Night Schedule: Alternate Weeks on Three Shows . . .

P.&G. makes its biggest nighttime video buy in years on CBS-TV. Advertiser purchases alternate weeks of "I Love Lucy," "Topper," and "My Favorite Husband." . . . Page 2

### Closed Circuit Entertainment Tested by Sheraton's Chi Hotel . . .

A quietly-undertaken experiment of selling tickets to the public for a closed circuit TV show in a hotel has been considered a success by the Sheraton Hotel chain, which used its Chicago outlet for the test. The move may lead other hotels to open their gates to a paying public for future closed circuit entertainment events. . . . Page 3

### NBC-TV's 'Tonight' in Rating Battle With Feature Films . . .

Feature films are giving NBC-TV's "Tonight" a rough fight for ratings, according to a check of ARB reports for October. In most cases the difference is a few insignificant decimals one way or the other. But in Chicago WGN-TV's stellar movies are trouncing the network show. . . . Page 6

### MOA-Sponsored Recording Venture Gets Underway; No Royalties . . .

National Juke Box Music launches recording enterprise with support of the Music Operators of America. Stipulate no performance royalties. Operators asked to feature disk in coin phonographs. . . . Page 13

### 1 Out of 5 One-Nighter Units Scored This Fall; It's JATP . . .

The sudden closing of the "Biggest Show" one-nighter package and the forthcoming closing of the "Mambo U. S. A." unit two weeks early, reveals that only one out of five one-nighter units has made a healthy profit this fall. The profitable one is "Jazz at the Philharmonic." . . . Page 16

### Eastern Election Results Are Meaningful to Outdoor Showmen . . .

The Eastern political scene was eyed for its implications to outdoor showmen, with the election leaving them plenty to think about. New York's Governor-elect Harriman campaigned on a "bingo in seven days" plank, a friend of fairmen was elected U. S. Senator from North Carolina, a foe of bazaar operations was ousted from the Connecticut statehouse, and Floridians returned a former circus head to Congress. . . . Page 104

### Ringling Plans Super Attractions With Ubangis, Pygmies, Beasts . . .

Ringling Bros. and Barnum & Bailey Circus expects to equal or surpass two of the biggest attractions in circus history next year, as it makes plans for showing a "bigger than Jumbo" elephant and seeks to import either Ubangi savages or African Pygmies. . . . Page 117

### Major Juke Box Mfr. Launches Background Music Service Drive . . .

The J. P. Seeburg Corporation begins drive to establish its background music service as major factor in fields of work and atmosphere music. System uses firm's 200-selection 45 r.p.m. Select-O-Matic mechanism and Seeburg's background music library. . . . Page 126

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## Autry Set for WSM Debut

HOLLYWOOD, Nov. 6.—After more than 20 years in the music and record business, and recognized as one of the giants of the country and western music field, Gene Autry is scheduled to make his first appearance on the "Grand Ole Opry."

The Autry booking is set for November 20, which is also the final day of the radio station WSM National Disk Jockey Festival. Autry, who will pilot his own plane to Nashville, accompanied by publisher Charlie Adams and folk star Rex Allen, is about the only big-name country and western artist who has never appeared on the "Opry."

## P&G Near \$4,000,000 Deal For 'Topper,' 'Lucy,' 'Husband'

With Current Shows Total Runs Up To \$10,000,000 on Nighttime TV

NEW YORK, Nov. 6.—Procter & Gamble is closing its largest purchase of network evening TV time and programing in several seasons, a deal that runs between \$3,750,000 and \$4,000,000 yearly. The advertiser is contracting for alternate weeks of "Topper," "I Love Lucy" and "My Favorite Husband," sharing time with the current sponsors of these shows, all of which air on the CBS-TV network.

P.&G. thus would alternate on "Topper" with R. J. Reynolds Tobacco, on "Lucy" with Philip Morris, Ltd., and on "My Favorite Husband" with International Silver. Simmons Mattresses is to cancel its

alternate week sponsorship of the last-named show, making room for the soap firm.

### P&G Shows

P.&G., of course, is now on NBC-TV at night with full sponsorship of the Loretta Young show, and "Fireside Theater" and alternate sponsorship of "This Is Your Life." Sponsorship of the CBS-TV programs, along with those on NBC-TV, would give it exposure from Friday thru Wednesday nights, that is six out of seven nights during the week. It would also place the Loretta Young show in jeopardy if it does not improve its rating because it would have to do as well as the other new P.&G. properties or get axed in the event of any budget cuts.

The move by Philip Morris to give up half of the top-rated show on the air is attributed to the sponsor's inability to improve substantially his unit sales or competitive position, despite the program's popularity. Altho "Lucy's" ratings continue rather strong so far this season, it now faces the formidable challenge of "The Medic" and the once-monthly spectacular on NBC-TV. The cigarette company is said to feel that it now can gain a great

deal more by putting some of the "Lucy" money into other video channels.

The "Topper" buy is the subject of considerable trade conjecture. The ratings of the show, which is relatively expensive, are far from satisfactory and half of it has been available since last spring, tho it has been renewed recently. P.&G. is not unaware, however, of the value of the time period, Fridays 8-8:30, for the right kind of show.

### Total \$10-Million

Altogether with its new purchases P.&G. will be spending about \$10,000,000 yearly, minus discounts, on nighttime TV. Its evening video advertising will be so strong and so concentrated that its competitors may be forced to pour more money into the TV to counterbalance the P.&G. sales pitches.

For CBS-TV, the sale of the three alternate half hours is significant in that it brings to its nighttime networking operation a powerhouse advertiser whose business is highly regarded. It also provides insurance to the network on the stability and permanence of the commercial use of the time slots involved.

## NO REASONABLE OFFER REFUSED

NEW YORK, Nov. 6.—When ABC tosses a fancy shindig for its current and prospective advertisers and their ad agencies on Tuesday (9) at the Plaza Hotel here, it will use an attractive hunk of non-ABC talent to entertain the brass. Mindy Carson has been set to warble for the Madison Avenue crew. Altho the web had no stanza for Miss Carson at presstime, it's known that there would be no tears shed if one of the prospective bankrollers whipped out a fountain pen and insisted on pacting time for the canary right then and there.

## Plymouth Sour On 'Boy' Series

NEW YORK, Nov. 6.—Plymouth is canvassing the packers to find a replacement for "That's My Boy." The program is on CBS-TV Saturdays, 10-10:30. After an auspicious start, the Cy Howard package has failed to sustain its early ratings.

Plymouth bought the show late last spring and it did well for a while, well enough to get a renewal. But against the opposition this fall it has been disappointing. N. W. Ayer is the agency.

## 'DISNEYLAND' New Show Gets 30.3 Trendex Rate for ABC

NEW YORK, Nov. 6.—ABC-TV's "Disneyland" again all but swept its competition into a corner this week by racking up a 30.3 nine-city Trendex, which was 3.3 points more than the combined ratings pulled in by the NBC and CBS shows opposite.

The stanza, which premiered last week with a 28.7 Trendex, is aired Wednesday 7:30-8:30 p.m. The second half hour is up against "I Married Joan" on NBC and the first half of Arthur Godfrey on CBS.

The amount of mail pulled in by the show on its opener tops anything ABC has yet seen, according to program director Bob Lewine, who played a major part in ABC's huddles with Disney during the production planning stages on the stanza.

## Two Columbia Films Go to 'Lux Video'

HOLLYWOOD, Nov. 6.—Lever Brothers and J. Walter Thompson today cracked another major studio with the announcement that Columbia will release two properties for telefilming on "Lux Video Theater" in December and January. Earlier this week Warner Bros. released "Five-Star Final" for telecasting November 11, making three major studios from which Lux can now obtain film stories. Negotiations are also expected to begin in the near future with Universal-International.

This should quiet rumors that Lux will move to New York, Cornwall Jackson, vice-president of J. Walter Thompson, declared, pointing out that Lux now has properties for shows running thru January. With three studios, Warner Bros., Columbia and Paramount, releasing properties, he said, the major resistance seems to be broken.

## Seek Strong Show for NBC Sat. Line-Up

NEW YORK, Nov. 6.—NBC-TV is looking for a strong show to go into Saturdays at 7:30 beginning January, 1955. The time has been made vacant by Sunbeam's cancellation of "Ethel and Albert," now in the spot, but the net knows it will have little difficulty selling the time period.

The web realizes that it can get a leg up on the evening if it moves a strong show into the time slot, and is searching among its current programs to see which of them would do the trick. None has been tapped so far.

NBC-TV is also considering making a pitch at General Mills, which might be interested in the spot. Not only is General Mills unsatisfied with "Willy," but the advertiser needs an earlier time period if it is to get a kid audience. "Willy" is on CBS-TV Saturdays 10:30-11.

## Sam Fuson, Kudner Veepee, Dies at 64

NEW YORK, Nov. 6.—Sam Fuson, veepee and director of public relations of the Kudner Agency, died this week at the age of 64. The publicist had been ill a month. Fuson had been with the Kudner agency for 15 years, and was one of its first employees.

## Colgate TV Shows in Jeopardy as Sponsor Makes Plans for 1955-1956

NEW YORK, Nov. 6.—Colgate and its various advertising agencies, badly confused over nighttime video plans for next year, are weighing the fate of several of its current shows. The property getting the most attention is the "Colgate Comedy Hour" which, so far this season, has been taking a drubbing in the ratings from Ed Sullivan's "Toast of the Town."

The show devours between 30 and 40 per cent of the advertiser's total TV budget, so a decision must be forthcoming as to its future before other plans can be made for various of its other programs. Its cost is an estimated \$5,000,000 annually.

The most radical suggestion to the client has been for Colgate to drop the prime hour of evening time on NBC-TV and pour the money into spots. The agency recommending this advertising strat-

egy has pointed out in a study that the client could practically saturate the country with spots for the amount of money being spent on the "Comedy Hour." This school of thinking also believes that the hour Colgate sponsors on Sunday is in too competitive a position and should be dropped for that reason.

### May Split Time

Another suggestion has been that Colgate split the hour in two, and slot two separate half-hour shows in the spot. Two shows, some of the execs on the Colgate account maintain, might give the client twice the chance to reach the viewers that it now has. Should Colgate go for this idea, it might very well use only a half-hour of the 8-9 time period and buy another half-hour during the week on NBC-TV so that its advertising would not be so concentrated.

ABC-TV, aware of Colgate's problem, has been making a pitch for the business. It has reportedly offered the advertiser three hours a week on its network for the same price it is paying NBC-TV for the Sunday show. Colgate has gone to CBS-TV and asked that web what it has to offer. CBS-TV is practically S.R.O. during the evenings and could not come up with anything acceptable.

There are top execs at Colgate who have come around to the belief that compared with its current show, its "Comedy Hour" of last season was a pretty good value and they can point to ratings to prove it. The advertiser is now considering whether it might not be advisable to return to the format. But even tho Martin and Lewis are skedded for five shots this year, most of the comedians who were featured on the show last season, such as Jimmy Durante, Donald O'Connor and others are busy elsewhere, and it would be difficult to recruit a new group of funny men.

### 'Strike It Rich'

Colgate is still considering whether to cancel "Strike It Rich" on CBS-TV in spite of the fact that the nighttime giveaway show has upped its ratings recently. The two film properties in the running for the slot are "The Crusader" featuring Brian Keith, and "Blon-

die." A decision is due within two weeks.

Colgate has also been having troubles with its two new daytime shows on NBC-TV—"Modern Romances" and "Feather Your Nest." Both programs have gone considerably over budget, especially the first, and the agencies have been trying to hold down costs.

But the immediate problem is the "Comedy Hour." Colgate is making up its video budget for 1955. It must decide what is to be done with that property before it can know how and where to allot money for TV next year.

## CBS Shuffle Would Bolster Tuesdays

NEW YORK, Nov. 6.—CBS-TV is working on a blueprint to reshuffle its programing on Tuesday night. Key to the shift would be the replacement of Red Skelton in the 8-8:30 slot. The web is said to be readying an unknown show to move into the time period, where it would do battle with the first half of Milton Berle, Martha Raye or Bob Hope, who take turns using the 8-9 hour on NBC-TV.

Skelton, however, is considered

to have the potential to get an audience if he is given a better time period. Where he will be shifted is not known, but it will not be in competition with another comedian.

There is also likely to be a shift involving "Danger," which is on at 9:30-10. This mystery series will most likely go back to the 10-10:30 time slot where it was for many years before being moved up a half hour in 1954.

"Life With Father," now in the 10-10:30 spot, seems to be on its way out. Both sponsors are unhappy and the network is reconciled to the fact that the property hasn't drawn the viewers' attention in sufficient numbers. The web realizes that something must be done quickly to get CBS back into the Tuesday night rating picture and the programing brains are working overtime.

Among shows being considered for inclusion in the line-up is the new "Henry Aldrich" series, a pilot of which is skedded to be shot shortly in Hollywood by Harry Kronman. Others under consideration are "Escape" and "The Mighty O," with a decision expected next week following conclusion of talks between CBS president William S. Paley and Coast veepee Harry Ackerman.

## VAN VOLKENBURG OKAY

## Lanza Fuss Over; All's Quiet at CBS

NEW YORK, Nov. 6.—All is peaches and cream now among the top brass at CBS-TV with the silencing of reports that web president Jack Van Volkenburg planned to resign. Van Volkenburg was said to be going over to ABC-TV as head of that operation, and speculation already was centering about his replacement, with Hubbell Robinson, veepee in charge of programing at CBS-TV, high on the list mentioned.

It all began when Van Volkenburg admitted to the press that Mario Lanza's voice on the first Chrysler spectacular was taped rather than live. This refuted a previous press statement by Western CBS-TV toppers that Lanza was doing the actual singing on the show, and it set the stage for more than one red face at the web. Van Volkenburg asked that

corporate President Frank Stanton back him up in this situation or else he would move elsewhere. Of course, he was under fire from the Pacific Coast CBS-TV execs whom he had embarrassed.

The matter threatened to grow to serious proportions when Dr. Stanton intervened. A meeting was arranged between Van Volkenburg and the Western topper, said to be Harry Ackerman, veepee in charge of its Hollywood program manufactory. At that session the matter was settled amicably, in favor of the CBS-TV president.

At last reports, Lanza was warbling unconcernedly, and blissfully unaware of the near-upheaval for which he was responsible due to his over-ambitious sweating off of surplus suet. It was this drastic reducing spree, the tenor explained, which so weakened his vocal apparatus that the use of the pre-recordings became necessary.

WASHINGTON BACKSTAGE

# Election Results Point Up Shifts in Networks Probe

By BEN ATLAS  
Chief, Washington Bureau

You can look for a sharp change in signals in the Bricker networks probe, but the green light will stay on for the study.

Barring an adverse recount of this week's election score, Sen. Warren G. Magnuson (D., Wash.) will replace Sen. John W. Bricker (R., O.) as head of the Senate Interstate and Foreign Commerce Committee. You can figure it as certain that Magnuson will keep the networks study going, tho there'll be a significant shift in pace, emphasis and direction.

The Bricker subcommittee is already in a post-election ferment. Evidence of this hasn't quite reached the surface, but the staff is working under pressure of inevitable changes caused by Tuesday's balloting.

It's a foregone conclusion that Senator Magnuson will choose his own majority counsel, replacing Bricker's Robert F. Jones. However, it looks probable that Magnuson may invite Jones to stay as minority counsel. Jones, a former GOP congressman from Ohio and an ex-member of the Federal Communications Commission, is on leave from his private law practice to handle the Bricker investigation. Since legal talent like that is none too common on Hill committees, Magnuson would probably be reluctant to lose it.

As for Magnuson's choice of majority counsel, it's anybody's guess. Right now, the Democratic counsel on the subcommittee is Harry Plotkin, former FCC chief counsel.

In addition, there's Nick Zapple, communications expert on the full committee, whose Bricker subcommittee role is as legal co-ordinator.

This is an exceptional legal array, both in size and quality. There's some guesswork that Magnuson might want to trim it down.

Magnuson is figured likely to let the probe take on a general tone without focusing on monopoly aspects, which has been Bricker's chief interest.

One thing that's certain, there'll be no letup in the subcommittee's work in the lame duck period before Congress' reorganization in January, even tho Senator Bricker himself will be out of the country much of the balance of this year.

In the inner sanctum of Bricker's subcommittee, the word is that a new batch of letters will go out to the major TV and radio networks reminding them to answer questionnaires which were sent to them some days ago.

The Bricker staff is working on preparations for a report which it hopes to submit to the full Senate Interstate and Foreign Commerce Committee sometime after the new Congress convenes. That report will include an evaluation of data which the staff is now trying to gather from the networks.

What will be the direction of the investigation in the new Congress? The way it looks now, the subcommittee will explore the whole issue of TV allocations. How are those allocations being used? Are there enough channels to go around? Are there enough channels to support the number of networks which now exist?

These are questions which touch on a highly explosive theme. The subcommittee is likely to get some strong suggestions from the Federal Communications Commission as well as the industry itself.

# Hotel's Click With Big Screen; TV Poses New Theater Threat

NEW YORK, Nov. 6.—The success of an experiment by which a hotel sold tickets to the public for a closed circuit TV event may conceivably lead to a full-scale effort by a hotel chain to get into the field in a big way. The hotel involved was the Sheraton in Chicago, which The Billboard has learned exclusively, quietly tested its pulling strength with a large-screen offering at theater prices.

The event was the Notre Dame-Michigan football game, which was closed circuited on September 18 to several theaters in the Mid-

west by Box Office Television. It was the first known attempt by a hotel chain to open its portals to the paying public for big-screen TV.

Event reportedly drew close to 500 people, who were advised by a mailing piece that Sheraton sent out to Notre Dame alumni living in the area. Tix sold for \$2.50. An additional 200 people reportedly were turned away because of lack of room. In addition to the admission fee, Sheraton picked up a sizable amount on the sale of sandwiches, hot dogs and drinks.

Sheraton's success on this one-shot may lead it and other hotels to compete with theaters in the sphere of closed circuit entertainment shows. It would mean a new form of competitor to movie houses. Hotels have already taken away from theaters a lot of closed circuit industrial business.

Five of the Sheraton hotels have permanent installations of large screen TV projection units. The other hotels have utilized portable small screen equipment as needed.

Most of the closed circuit industrial events booked into hotels to date have been arranged by Box Office Television, which has been using portable equipment for that purpose for many months. This month, however, Theater Network Television purchased 50 portable units for hotel use from General Precision Laboratories. TNT will use the equipment for a 50-city closed circuit telecast it is putting on November 23 for General Motors.

Kaiser-Willys will follow up the General Motors show with a similar closed circuit unveiling of its new line on December 8. The Kaiser telecast will be beamed to 22 cities in the United States and Canada, according to a statement made in Washington yesterday by sales veepee Hickman Price Jr. It's understood that BOTV is handling the Kaiser-Willys show.

# Sulds Adds 2 Orgs To Closed Circuits

NEW YORK, Nov. 6.—The burgeoning closed circuit TV industry was fattened further this week with the formation of two new closed circuit firms, Telecom Systems, Inc. and Colorvision Conferences, Inc. Both firms are headed by Irvin Sulds, who already operates Business Television, Inc. BTI was formed earlier this year but had limited its activities to intra-plant uses of the medium.

For all practical purposes, all three firms can be classed as a single entity, tho technically each will be operating in a different specialized sphere of the industry.

Telecom has been named exclusive sales rep in the Northeast for a new line of Capehart-Farnsworth closed circuit television equipment, which includes a compact TV camera, minitors and projection units. Telecom will also sell General Electric closed circuit color equipment. Colorvision will produce closed circuit color television shows.

### Sulds' Position

Formation of the new firms puts Sulds into position for a bid to take on a leading role in the industry, currently all but duopolized by Theater Network Television and

Box-Office Television. According to Sulds, his firms are now prepared to handle practically every closed circuit assignment right up to multi-city telecasts of entertainment and industrial shows.

Before forming BTI, Sulds was associated with TNT and before that with American Broadcasting-Paramount Theaters as theater TV exec.

Melvin Alpern has been named manager of the business television department and Warren Smith has been set as sales manager.

# TOA Execs See Theater TV Solid Reinforcement

CHICAGO, Nov. 6.—Round 4 in the controversy of theater TV and pay-as-you-see home TV got under way this week at the Theater Owners of America convention at the Conrad Hilton Hotel here. A joint statement was issued by S. H. Fabian and Mitchell Wolfson which read: "We have repulsed the first big push of the TV networks."

Both, co-chairmen of the Theater Television Committee, feel that the TOA is on the verge of developments that forecast a different theater business than members

have ever known. Their report stated that the home television field had made no appreciable dent in theater business and that the threat had been curbed by better products and new techniques.

The men claimed: "We have the weapon for a powerful counter-attack, but we are exceedingly slow in developing its mighty potential. For additional revenue and for recouping patrons taken from us by the lure of free entertainment, closed circuit TV is a reinforced (Continued on page 4)

## UHF-VHF INTERMIXTURE

### B'casters Seek Change in FCC Channel Assignments

WASHINGTON, Nov. 6.—UHF television broadcasters in Buffalo, and Corpus Christi, Tex., petitioned the Federal Communications Commission this week to change its TV channel assignments to eliminate UHF-VHF intermixture in their areas. At the same time the FCC turned down petitions from UHF'ers in Madison,

Wis., and Peoria, Ill., for similar relief. All petitioners claimed UHF stations could not compete successfully when one or two VHF outlets are in the same market area.

While KVDO, Channel 22, Corpus Christi, wanted to avoid intermixture by preventing assign-

(Continued on page 4)

# Nov. 9 Sen. Hearing on McConnaughey for FCC

WASHINGTON, Nov. 6.—The Senate Interstate and Foreign Commerce Committee will stage an open hearing Tuesday (9) on President Eisenhower's nomination of Federal Communications Com-

mission Chairman George C. McConnaughey.

In an unusual move necessitated apparently by the election outcome, President Eisenhower will send McConnaughey's nomination to the Senate on Monday (8) even tho McConnaughey is already serving in his recess appointment on the Commission.

Ironically, it was made possible for the President to send the nomination to the Senate only because the Senate will be in session to vote on Sen. Joseph McCarthy's (R., Wis.) censure. If the Senate had not scheduled this session, the President would have had to await the new Congress which will be controlled by the Democrats. This would have added a risk of his nomination being vetoed.

Expectations are that McConnaughey's nomination will go thru, but there is always an outside chance for an upset.

Sen. John Bricker (R., O.), co-operating with the White House, scheduled the Tuesday meeting of his committee to take up McConnaughey's nomination. Bricker said he had selected that date primarily because he intends to leave on a tour of Australian atomic developments.

McConnaughey was named to succeed FCC Commissioner George Sterling, who retired because of illness. McConnaughey is a Republican.

# NEWS IN BRIEF

CBS-TV is revamping its "Morning Show" in an effort to increase its programing value. Next week French balladier Michel Allard will be moved into the male vocalist slot on a trial basis. Elsa Maxwell will join the show as a guest once each week, and the orchestra will be augmented from three to eight men. Bil and Cora Baird and their puppets have been dropped.

The Federal Communications Commission this week proposed a rule to permit Florida Radiotelephone Stations to experiment in relaying television transmissions to Cuba. The Commission said it's looking toward eventual international TV service between the two countries.

The National Labor Relations Board this week ordered the Elm City Broadcasting Corporation, which operates WNHC AM-FM-TV, New Haven, Conn., to bargain collectively with the American Federation of Television and Radio Artists, AFL. The union had charged that the broadcaster had interfered with, restrained and coerced employees in the exercise of their bargaining rights.

A new booklet to be used with lectures explaining color TV to service technicians has just been issued by the Radio-Electronics-

Television Manufacturers' Association. It covers TV fundamentals, the three-gun and one-gun color TV picture tubes and organization of a typical color TV receiver.

Ralph L. Clark, an official of the Central Intelligence Agency and a former FCC employee, has been named as staff director for Pres. Dwight D. Eisenhower's newly appointed cabinet committee on telecommunications policy and organization. The White House announced that the committee will review governmental policies affecting telephone, telegraph and radio communications, but will not go into policies affecting commercial U. S. radio and TV broadcasting.

Television receiver output chalked up a new monthly record in September according to the Radio-Electronics-Television Manufacturers' Association. September's output totaled 947,796 units compared with the previous monthly high of 921,086 units produced in December, 1952. TV set output for the first nine months this year totaled 4,733,315 units compared with 5,524,370 TV sets turned out in the same period last year. Radio output in the January-September period this year was 7,042,442 compared with 10,149,163 last year.

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Vol. 66 No. 46

# TvB Swings Into Action With Treyz Appointment as Prexy

NEW YORK, Nov. 6.—The naming this week of Oliver Treyz as president of the Television Bureau of Advertising was the first sign that the industry's ad bureau finally was ready to swing into action. The TvB board, in announcing the Treyz appointment here, was pleased about the prospect of getting the Bureau under way without any further delay.

Treyz' first chore will be the hiring of three sales directors (for network, spot and local) and a research director, as well as a supporting staff of between 10 and 20. He will also have to find office space here.

Meanwhile the entire board is launching a membership drive. They expect to have 100 stations signed by December 1, when Treyz officially takes office. A membership of 175 stations would give the bureau an operating budget of \$400,000 for the year beginning December 1. Provisions for associate membership have still to be worked out by the board. The by-laws specify only station represen-

tatives as eligible. But it is expected that ultimately every facet of the TV industry will be invited.

### 3-Month Search

The three-man selection committee took three months to decide on Treyz, who Thursday (4) resigned as head of the ABC radio network. He topped a field of 40 candidates.

One fact redounding to his favor was said to be his youth. Treyz is 36 years old. According to Claire McCoullough, co-chairman of the TvB board, it was felt that

since TV is still such a young industry, the bureau needed a man young enough to see it thru the many developments still ahead. There is no termination date to the Treyz appointment. Also, McCoullough said, they figured there was much hard work ahead in just getting TvB started.

Another fact in Treyz' favor was that he is handy with facts and figures. Before being named director of ABC radio, Treyz was head of research and planning at ABC.

## Dec. Report on First Results Of TV Audit Circulation Tests

WASHINGTON, Nov. 6.—First results of the TV industry's new audit circulation tests will be made public by mid-December. This, in effect, will be the formal start of the TV industry's counterpart of newspaperdom's "Audit Bureau of Circulation."

Active pre-testing of TV circulation audit and measurement plan will begin within a week in homes in a few communities. Direct results of pre-testing will be ready for submission to the National Association of Radio and Television Broadcasters' TV board of directors at its January meeting, it was announced by Robert D. Swezey, WDSU-TV, New Orleans, chairman of the Circulation Implementation Committee.

The pre-testing stage of TV circulation measurement is being conducted by the Alfred Politz Research Organization of New York City.

"In the pre-test stage," Swezey said, "The methodology developed by Dr. Franklin Cawl of New York, and approved by the research subcommittee, chaired by Hugh Beville, National Broadcasting Company, New York, is

to be tested and the findings are to be verified against absolute measurements of television viewing recorded by meters attached to television receivers in sample homes."

Swezey said it was necessary to work with electronic manufacturers and research laboratories to develop and buy new types of meters which would record on tape the exact time during which a set is in use and the channels to which it is tuned.

### WHY NOT?

## WBKB Does Sales Pitch On Own Time

CHICAGO, Nov. 6.—WBKB, the ABC outlet in Chicago, has come up with a unique way of selling time, as well as impressing viewers with reasons to watch the station's programming.

Sterling Quinlan, vice-president, came up with the idea that newspapers use their own media to sell agencies, clients, merchandisers and readers on why the paper is the proper place to advertise. His idea was to use some of the unsold station time to sell prospects on reasons to advertise over the station.

Quinlan will go on the air three days for a half-hour each day and will give a talk in conjunction with a 26-page flop-over presentation. About 55 per cent of the talk will be aimed at the advertisers and 45 per cent aimed at viewers. This is the first instance, as far as could be determined, that this method of selling has been used by the medium. The station is using 100-line ads in the metropolitan dailies announcing the dates on which Quinlan will speak—November 6, 8 and 11.

### TOA Execs

Continued from page 2  
ment which can advance us to a new era in the history of theaters."

Concerning references about Zenith, Skiatron and Telemaster, all opposing theater TV, the report stated, "Should the FCC give these systems the green light it would be an attempt to eliminate the middle man, theater owners, and encourage direct producer-to-consumer buying of motion pictures on a vast scale."

### Home TV Threat

A call for unity of action was made by the men.

"This is just a shadow on the TV horizon, but it is a grave threat and discussions are now under way to crystallize exhibitor opinion and mobilize against such destructive franchises," the statement continued.

The views are obviously those of the committee headed by Fabian and Wolfson, in co-operation with other exhibitor organizations. Both held that as soon as theaters could

## HAVE \$50,000, BUT NO STATION

DENVER, Colo., Nov. 6.—A TV channel with more than 50 Grand in the till and no station is a predicament school officials here find themselves in, after a fund-raising drive failed by \$200,000 to gain the necessary funds for operation of the Rocky Mountain area's first educational TV station.

First allotted Channel 6 two and a half years ago for educational TV purposes, the Denver School Board has tried, unsuccessfully to date, to work out an agreeable financing program for the station, even though the Ford Foundation has extended the length of time on its offer of \$100,000.

Public subscription accounted for the \$50,000 already raised but school officials are in a quandary about how to return the money if educational TV plans are abandoned or how to raise the additional money and keep ahead of the financial wolf dogging so many TV stations. FCC has extended CP deadline until next March 1, 1955.

## RESTLESS PEOPLE

Gerald Vernon, sales manager of ABC-TV network's Central division, Chicago, has been upped to director of the division. Vernon has been with ABC since 1942, at which time he started as research manager. . . . David H. Halpern, Knickerbocker Beer account topper at the Biow Company, has been promoted to vice-president. . . . The annual awards dinner for the Advertising Industry and Allied Fields, will take place at the Waldorf-Astoria Hotel, New York, on November 11. . . . Dean Bafford has left WKNB-TV, Hartford, Conn., to join WTVP, Decatur, Ill., as promotion director and regional account exec.

Vice-President Richard Nixon personally called the NBC-TV Election Headquarters in New York to compliment NBC News for "The finest election coverage I have ever seen." . . . Honorary membership in the National Association of Educational Broadcasters has been bestowed upon Judith Waller, director of public affairs and education of NBC's Central division. . . . Wayne R. Wolfert, former stage manager and producer for Station WHAS-TV, Louisville, has joined the staff of Crosley Broadcasting as a producer and scenic designing topper. . . . Ruth L. Ackerman has left Eleanor Lambert, Inc., after a seven-year stint to join Robert S. Taplinger & Associates in an executive capacity.

### Intermixture

Continued from page 2  
ment of a VHF outlet to its area, WBUF-TV, Channel 17, Buffalo, sought to have its assignment changed to a VHF channel. WBUF-TV claimed that it had lost \$32,000 the first month after a second VHF station went on the air in the Buffalo-Niagara Falls area and that it "must go off the air or face ruinous losses." The station stated its losses came from cancellation of network affiliation contracts with ABC and DuMont, and drops both in national spot and local advertising.

In the other actions, the FCC turned down petitions of WKOW-TV, Channel 27, Madison, and WEEK-TV, Channel 43, and WTVH-TV, Channel 19, both in Peoria, seeking to prevent commercial UHF-VHF intermixture in their areas by switching educational TV channel assignments.

enlarge seating capacity to a point where audiences would be big enough to make programming practical, it would enable agents to offer the bigger attractions more money than could be offered by any other medium.

## BAR BEER

# WNHC Bans Commercial Drink Shots

HARTFORD, Nov. 6.—Connecticut's first television station—WNHC-TV, New Haven—has disclosed it will bar all alcoholic beverage commercials in which the product is shown being consumed, as of December 31. Action is believed to be initial stand on the long-controversial matter in the U. S.

Ed C. Obrist, station manager, notifying the advertising department, said: "We believe there are reasonable grounds for criticism when teen-agers are exposed to scenes depicting the pleasure and satisfactions of consuming alcoholic beverages.

"And since we contend that such products can be sold by television effectively without such demonstrations we urge that you apprise all agencies and advertisers of our decision not to accept drinking scenes after the above-mentioned date. This provides ample time in which clients may conform, if they wish to do so, and without undue haste or expense."

## KTTV to Drop Richman Show

HOLLYWOOD, Nov. 6.—The ill-starred "Harry Richman Show," an experiment in high-cost live programming by KTTV, will go off the airwaves next week. Station execs say they are not renewing the original six-week contract.

The show pulled a high rating on its premiere but plummeted badly thereafter. Unable to find a sponsor and with none in sight, the station reportedly went some \$20,000 in the red on the show. Other troubles piled up and the telecast had to be moved from the Moulin Rouge stage to a KTTV studio.

Richman, together with packagers Sam Howard and Leo Turtle-dove, is attempting to find someone to film the show, but chances that a telepic series will be made appear slim at the moment.

## French Actors in Strike Over Pay

LONDON, Nov. 6.—The strike of French radio and TV actors which began in Paris this week is reported to have commenced on the issue of pay.

Small-part players in France get around \$12, leading actors between \$21 and \$25 for all performances under an hour. For this sum they participate in three rehearsals.

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## '10 Mil Color Sets by 1959'

HOLLYWOOD, Nov. 6.—A prediction that 10 million color sets will be in use by 1959 was made this week by Fred Wile Jr., NBC vice-president in charge of programming for the Western division.

NBC and RCA estimate that there will be 350,000 color sets in use by the end of 1955, he declared. This will jump to two million during 1956 and five million during 1958, the figure doubling in the next year.

NBC outlay for color programs and facilities this year will top \$14 million, he stated.

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*Leonard H. Goldenson*

President, American Broadcasting-Paramount Theatres, Inc., and United Cerebral Palsy Association



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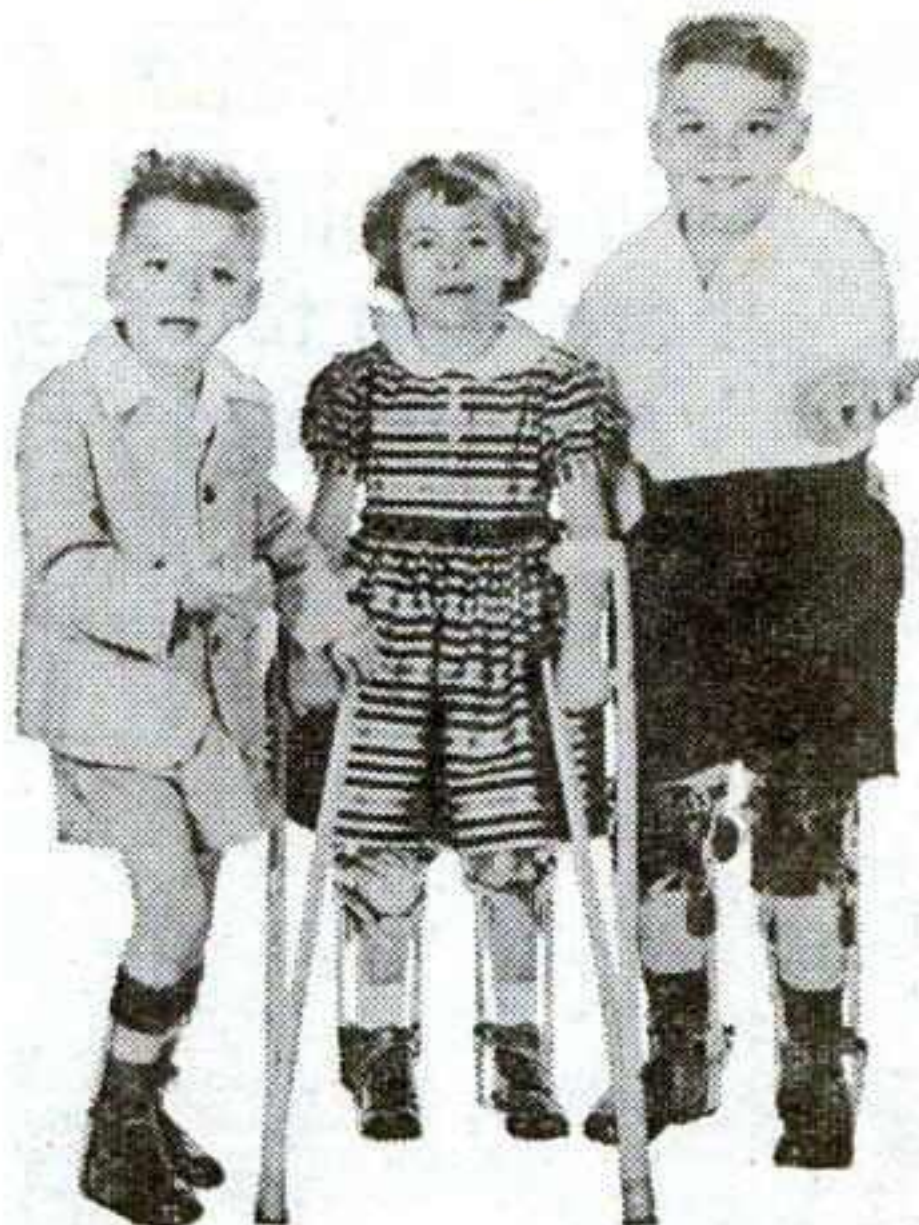
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We hope we have thanked everybody. If any names were omitted we are very sorry. Please forgive us.



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## Late Pix Give NBC 'Tonight' Tough Fight for Its Ratings

By GENE PLOTNIK

NEW YORK, Nov. 6. — Late night feature films are giving NBC-TV's "Tonight" a rough fight for ratings, according to a study made of American Research Bureau rating reports for October.

Compared with the first half hour of the Steve Allen frolic, WCBS-TV's "Late Show" here in New York drew the larger audience four out of the five nights.

In Chicago, WGN-TV's several feature shows swamped the network program every night, in a rating comparison of the 11 to 11:30 segments.

In the other six cities checked, the movie shows were generally holding their own against the Allen

attack, winning a night here and losing a night there.

The difference appeared to be in the quality and name value of the individual feature. But the rating difference usually amounted to only a few points, sometimes so few that no winner could rightfully be declared in view of the margin of error that exists in any rating.

The check was made of the first dozen ARB reports issued for October. In four of those cities, "Tonight" was not booked at all during

the period rated. These were Cincinnati, Boston, Philadelphia and Los Angeles.

In most cases the check was made in the 11:30-midnight slot, which is the live show's first half hour in the Eastern time zone. But in some instances, as indicated, other segments were compared where the time difference or programming situation warranted.

The contest city by city came out as follows:

New York: It was tight across the board, but the "Late Show" drew the higher figure four out of five. "Tonight" won Thursday, the first day of the ARB's survey week, with 6.3 against 4.5 for the movie. Friday, "Tonight" again hit 6.3, but "Late Show" moved up to 6.6, which is not enough to mean a definite win. The next Friday, the movie was a clear winner with 7.2 as against 4.3. On Tuesday and Wednesday, "Late Show" was tops with 5.1 and 5.5 as against NBC's 3.9 and 4.5 respectively.

Washington: "Tonight" had only spotty competition from feature

(Continued on page 9)

## Canada Dry in Programing Switch-Over

NEW YORK, Nov. 6.—Canada Dry, which this year is using the "Annie Oakley" film series as the main focus of its video advertising push, will switch to a combination of live and film sponsorship for 1955. The soft drink purveyor will surrender alternate week sponsorship of the Western series in 1955. TV Time Popcorn bought the show from the CBS-TV Film Division for alternate week sponsorship on a national spot basis.

Canada Dry instead will now buy the same show on a city-by-city basis, already firming up five markets and recommending to its distributors that they pick up an additional 25 cities. The decision to buy, however, remains with the local bottlers since they will pay the full tab. Canada Dry lost "Annie Oakley" because it was unable to commit itself quickly enough after the end of its current contract for the show, which runs to December 31. CBS-TV Film Sales felt such a commitment was necessary in the early part of the summer.

Canada Dry is offering local bottlers an alternative. It has the rights to a video version of "True or False," the old radio property which will be sponsored locally by bottlers here. A sample script of the show will be furnished to each local bottler so that he can use it with local personalities on local outlets.

## Brubeck Signs Milestone Pact

HOLLYWOOD, Nov. 6.—Milestone Productions, Inc., independent television production company, has signed Columbia Records' jazz rage, Dave Brubeck, to a contract, projecting a television series on Brubeck's style of jazz.

Brubeck and his combo are to be featured in the filmed series in a format designed "to bring an understanding of contemporary jazz to the general public," according to Milestone President Lou Gartner.

First release is to cover a series of jazz using the American university as a background.

## 3,046 Features in Video Distribution

NEW YORK, Nov. 6.—There are now a total of 3,046 feature films and 992 Westerns in TV distribution, according to the latest publication of Broadcast Information Bureau. The new directory, which is subtitled "TV Feature Film, October, 1954," notes that over 500 titles listed in previous editions have now been taken out of TV, mostly because of poor quality.

## Guild, Vitapix Hire Top Caliber Execs

NEW YORK, Nov. 6. — The Guild-Vitapix combine continued along the expansion trail by adding several execs of network caliber in preparation for the all-out push that is expected to begin shortly.

Joining Guild Films will be David Savage who will take over the newly created spot of director of station relations for the film syndication firm. Savage comes to Guild from NBC, where he was director of film procurement. Previous to his NBC post he was head of feature film buying and programming for the CBS network and created its "Late" and "Early" show patterns.

Hired by Vitapix was Robert K. (Bob) Richards who will act as a

## Prep Keenan Wynn Pilot

HOLLYWOOD, Nov. 6.—Preparations for shooting of a pilot that will mark Keenan Wynn's entry into the tele series field are being made by Ted Ashley & Associates. Bill Manhoff has scripted the show from an idea by Don Quinn. NBC reportedly is interested in the property, tentatively titled "How Now, Brown?"

## Form Beloin, Bare Firm to Shoot 'H'wood'

HOLLYWOOD, Nov. 6.—Palisades Productions was formed here this week by Ed Beloin and Richard Bare to produce a 39-segment TV series for Toni to replace "Place the Face" on NBC. Shooting on the program, tentatively titled "Going Hollywood," will begin on the Hal Roach lot November 26.

The show, which will be aired starting January 1, is the substitute for the Claudette Colbert starrer which fell thru when Miss Colbert refused to appear in Toni commercials.

Cass Daley has been signed for one of the leads in the series which will feature a backstage Hollywood format. Beloin will produce and Bare direct.

## Lum 'n' Abner Go to Telepix

HOLLYWOOD, Nov. 6.—Filming of fill-in scenes for a Lum 'n' Abner comedy adventure series entitled "Lum 'n' Abner Abroad" is expected to begin at Nassour Studios within two weeks. Background shots and some other material has been lensed in Monte Carlo, Venice, and Zagreb by Chester Lauck and Norris Goff during the past two months.

Format calls for Lum 'n' Abner to win a trip overseas, then get themselves involved in various scrapes. The show marks the comics' entry into the telefilm field.

## HYMAN EXPANSION REPORT

### Associated Makes Major Move Into Dubbed Feature Film Field

NEW YORK, Nov. 6.—Associated Artists Productions this week was reported to be making a major venture into dubbed feature films, the first of any magnitude since Jules Weill formed Fortune Features last year for the distribution of Italian pictures. Eliot Hyman, president of Associated, is said to have made a deal for 83 Spanish pictures plus another 40 made in West Germany.

Meanwhile, Hyman was further reported to be negotiating for the foreign TV rights to 199 Monogram pictures. Associated has set up a separate foreign department for both TV and theatrical sales. It

is headed by Norman Katz, formerly of Discina International Films.

Also, Associated is taking over the 13-episode "Ethel Barrymore Theater" and the 39-episode "Douglas Fairbanks Presents" formerly handled by Interstate Television. Associated, in addition, will distribute the new 39 Fairbanks shows now in production in England.

#### 203 Features

The acquisition of the 123 foreign pictures would give the recently formed firm a total roster of 203 feature films. This includes the 12 Sherlock Holmes, the 12

## THE BILLBOARD SCOREBOARD

### • Top 25 Non-Network Vidfilms and Their Pulse Multi-Market Ratings

This monthly feature of The Billboard's TV Film department shows the relative standing of the 25 top-rated TV Film series sold on a regional or national-spot basis. The Average Rating is based on the rating scored by each show in the 22 basic markets studied monthly by The Pulse, which markets accounts for the bulk of U. S. set circulation. Each market is weighted in proportion to its TV population.

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

Rank Order	Title & Distributor of Series	Avg. Sept. Rtg.
1.....	Badge 714 (NBC Film).....	18.2
2.....	Wild Bill Hickok (Flamingo Films).....	16.3
3.....	City Detective (MCA-TV).....	16.1
4.....	I Led Three Lives (Ziv-TV).....	15.7
5.....	Mr. District Attorney (Ziv-TV).....	14.0
5.....	Racket Squad (ABC Film).....	14.0
7.....	Eversharp Theater (Eversharp).....	13.3
7.....	Waterfront (UTP).....	13.3
9.....	Liberace (Guild Films).....	13.0
10.....	Kit Carson (Coca-Cola).....	12.7
11.....	Superman (Flamingo Films).....	12.2
12.....	Amos 'n' Andy (CBS Film).....	11.8
13.....	Death Valley Days (Pacific Borax).....	11.7
13.....	Favorite Story (Ziv-TV).....	11.7
15.....	Cowboy G-Men (Flamingo Films).....	11.6
15.....	Foreign Intrigue (Seldon Reynolds).....	11.6
17.....	Cisco id (Ziv-TV).....	11.4
18.....	Famous Playhouse (MCA-TV).....	10.9
19.....	Annie Oakley (CBS Film).....	10.6
20.....	Terry and the Pirates (Official Films).....	9.8
21.....	Hopalong Cassidy (NBC Film).....	9.6
22.....	I'm the Law (MCA-TV).....	9.5
23.....	Gene Autry (CBS Film).....	9.4
24.....	Boston Blackie (Ziv-TV).....	9.3
25.....	Lone Wolf (UTP).....	9.1

## PEDDLING FRENCH PICTURES

### Seek Distributor for Dubbed Film Package

NEW YORK, Nov. 6.—There is a deal available for a group of top-notch French pictures for any TV distributor in the mood to peddle dubbed films. Station WPIX here has gone right to the source to get "Beauty and the Beast," the Jean Cocteau masterpiece, for booking on its "First Show" next week.

There are a minimum of 26 pictures in the package, with another 13 also available. The group includes such stars as Maurice Chevalier, Marlene Dietrich, Jean Gabin, Raimu, Fernandel and Louis Jouvet.

The American rights are held by the Wall Street brokerage firm of Osterman & Hunter, which bought them from Robert Valaise in France. A number of the pictures

are now in the process of being dubbed. The price tag is said to be such that TV distribution could prove profitable.

In addition to "Beauty" the package includes "The Room Upstairs" with Miss Dietrich and Gabin, "Manon" with Cecile Aubrey, "The Eternal Husband" with Raimu, "The Lower Depths" with Gabin and Jouvet and directed by Jean Renoir, Emile Zola's "Passionelle," Sacha Guitry's "Private Life of an Actor," "Mr. Orchid" with Noel Noel, "The Queen's Lover" with Dannielle Darrieux and Jean Marais, "The Thief" with Michel Simon, "Hoboes in Paradise" with Raimu and Fernandel, "Lucretia Borgia" with Edwige Feuiller, "Monelle" with Jouvet, and Cocteau's "Orpheus."

## British Plan Defense Vs. U. S. Pix Inroads

LONDON, Nov. 6.—British producers, still smarting from the way Hollywood scooped the cream of the world's motion picture business, are huddling on a scheme to see the same doesn't happen to the TV film industry. The basis of the idea

is to set up a tariff-free TV film pool among the British Commonwealth nations to enable the countries involved to buy each other's best programs at competitive rates.

The man behind the plan is C. G. Scrimgeour, chairman of Australia's Associated TV, who flew to London to talk it over. While not intending a blanket boycott on American programs, producers here are alive to the fact that the years of vidfilm product stockpiled in the States are a very potent threat to their native pix. The same fear has been expressed here by Actors' Equity and other unions.

Also the government dodged the complex technical problems of writing a quota scheme into the new Independent Television Authority's commercial TV charter, it is known to be sympathetic to the scheme outlined by Scrimgeour. But whatever the outcome of talks now being held in London on this subject, there should be a good secondary market for a limited number of American TV films here when commercial TV starts rolling next August.

#### Open Coffers

An example of the way even the BBC-TV's coffers are being pried

(Continued on page 8)

**LANTZ CARTOONS**

**Ezzes Denies MPTV Bought Video Rights**

NEW YORK, Nov. 6. — Erwin Ezzes, sales director of Motion Pictures for Television, this week denied that the firm had acquired the TV rights to 179 cartoons produced by Walter Lantz for Universal Pictures in the 1930's. This was in reference to the reports that came out of Hollywood this week that KNXT there had bought such a package from MPTV.

In Hollywood, meanwhile, a spokesman for Universal said he didn't know anything about such a deal, ask Lantz. Lantz said he knew nothing about it, ask Universal.

Ezzes mentioned that he had discussed the possibility of getting these cartoons with his sales staff, and that apparently somebody or other had jumped the gun.

There are only about 1,000 cartoons in TV altogether, and they have done a land-office business for years. Virtually every station uses them in their local kiddie shows, and have been dying to get more.

Over the past couple of weeks rumors have been flying around the trade here that a couple of major companies' cartoons were about to break into TV. But as yet no such deal has been made final.

**Public Cool To Tint, Says Telecensus**

HOLLYWOOD, Nov. 6.—Most TV set owners still don't care one way or another about color TV despite the gigantic campaign being put on by the nets, according to the semi-annual Tele-Census report released this week.

Only 29.8 per cent of persons questioned replied that they were more eager to have a color set now than last year, while 60.8 per cent answered in the negative.

A surprising finding was that 24.4 per cent of viewers attended movies less this year than last, while 16 per cent reported an increase, 58.7 per cent said they would pay \$1 to see first-run movies on TV screens, while 35 per cent said they would not. If the price were the same, 59.4 per cent declared they would prefer watching movies at home while 16.9 chose the theater.

A total of 65.2 per cent reported that there is conflict occasionally or often about the choice of program to be watched. Only 30.6 per cent said they view TV three hours or more, which appears to be a considerable drop in length of time from previous years.

**Ziv-TV to Continue Shooting Pix in Tint**

HOLLYWOOD, Nov. 6.—Ziv-TV will continue to shoot all its series in color and depend on auditioned films to determine audience reaction, Maurice (Babe) Unger, vice-president in charge of TV production, said this week.

The color results increased production cost which cannot be recouped on a first run, Unger declared, Ziv expects that in the long run the series in tint will be more profitable than if they were shot in black and white. It's his belief that next year will see a marked increase in the number of color shows on the air.

The color additive process, as developed by Colorvision, Inc. (The Billboard, October 30), will probably ultimately become the stand-

**AIR EXPRESS CO. KNOWS ITS TV**

NEW YORK, Nov. 6.—Air Express knows more about syndicated film than almost anybody. A full-page ad it had in national magazines including Time this week told of its handling of "Badge 714" for the NBC Film Division. The ad was interlarded with trade terms such as "re-run," "hottest syndication property in the industry" and "bicycling," such as are rarely if ever found in consumer publications. In fact, Air Express' copy showed a better grasp of TV than many magazines in which the ad appeared, some of which rarely are able to tell the difference between a network show and anything else.

**S. F. Brew Co. Buys MCA's 'Telesports'**

NEW YORK, Nov. 6. — The Lucky Lager Brewing Company, of San Francisco, is making its debut in TV sponsorship with "Telesports Digest," which it has just bought from MCA-TV. The beer company will ride the show in 39 markets over the nine westernmost States, Alaska and Hawaii beginning January 1. In this spread, the half-hour weekly show will go under the title, "Lucky Lager Sports time."

MCA-TV has been working out the deal with Eugene Selvage, president of Lucky Lager, and Burt Granicker, of McCann-Erickson's San Francisco office for the past couple of months. The deal is for 26 weeks, with options for three years.

Tel Ra Productions of Philadelphia produces the show year round. This year it served as summer replacement for the "Gillette Cavalcade of Sports" on NBC-TV.

**NEW SUPPLY CHANNEL**

**WABD Color Show Uses Industrial Pix**

NEW YORK, Nov. 6. — WABD here had to go way outside normal TV film supply channels to get material for its new weekly color show, "Sunday Supplement." For the most part it is using industrial film in the hour-long stanza. The station does not now contemplate using any regular TV film series in the show.

The premiere stanza this week carried four film commercials in black and white. WABD will not charge extra to carry spots in color.

The debut stanza consisted of "The Story of Colonel Drake," a new 29-minute film sponsored by the American Petroleum Institute; "What Makes Us Tick?" an ani-

ard method for shooting color TV, Unger said he believes, because it's simpler and less costly. He points out that in present methods color is broken down anyway, except that it's done by a chemical instead of a physical process.

The next show Ziv is planning is a scientific series, to be filmed in Eastman color, for which Ivan Tors has been signed as producer. The 39 segments will be produced at California Studios.

Altho Ziv doesn't shoot pilots in the ordinary sense of the term, Unger went on, the first film of a new show is auditioned to as many persons as possible within the organizations in order to note reactions and make corrections before the remainder of the series is put into production.

**ZIV TO TOP THEM ALL ON GIANT CANTOR PUSH**

**With 53G Per Show, Firm to Go All-Out to Sell; 76 on Sales Staff**

NEW YORK, Nov. 6.—Having wrapped up three regional beer sales of its new "Eddie Cantor Comedy Theater," Ziv-TV was this week set to begin what looks like the most lavish single syndication venture in the history of the business.

Ziv officials are referring to the Cantor show as their "\$9,000,000 gamble." That's the amount written into the deal with Cantor, by which he will make 39 films a year for seven years.

According to John Sinn, president of Ziv, the budget per show will average \$53,000. Even if an

individual segment falls \$10,000 below that, it is still the most expensive show ever to go into syndication.

Sinn freely admits that the "Eddie Cantor Comedy Theater" is carrying the highest rate card ever issued in the business. The highest price tag on a syndicated show for New York these days is \$3,000 per week, and the Cantor series will undoubtedly have to get more than that.

All this is in the face of ever growing advertiser concern about the higher and higher costs of TV sponsorship.

**MCA-TV WEIGHS UTP PURCHASE?**

**Trade Speculates Krasne-Gross Sale, Involvements Due to Follow**

NEW YORK, Nov. 6.—Reports are circulating that MCA-TV is considering the purchase of United Television Programs from Phil Krasne and Jack Gross, who own a controlling interest in the film distribution firm. Involved in any sale of UTP would be Vilem Zwilling, an independent film financier, who has put up much of the firm's production coin and whose interests naturally would have to be protected.

UTP has done rather well recently and has racked up several large regionals, notably with Richfield for "Mayor of the Town" in 31 markets. But it is still short of operating capital. UTP has several fairly good vidfilm series in addi-

tion to "Mayor of the Town," "Lone Wolf," "Where Were You?" "Authors' Playhouse" and "O'Henry Playhouse" are a few of the top shows in its catalog.

**Reciprocal**

MCA-TV would continue its pattern of expansion if it acquired these shows, since their producers most likely would agree. Also in the works would probably be a deal for Gross-Krasne to produce for MCA-TV wherever possible. The firm has an excellent reputation as producers, its most successful package being "Big Town."

The deal would mark a further consolidation among video distributors in that it would take a major factor off the market. How MCA-TV would absorb some of the UTP sales personnel if such a deal eventuated is not yet known. UTP, however, has a strong sales force lead by Wynn Nathan, national sales director. Aaron Beckwith is vicepee in charge of Eastern sales.

**'Great Drama' Series Bought By U.S. Gypsum**

NEW YORK, Nov. 6.—What is understood to be its first move into television is being finalized by U.S. Gypsum with the purchase of General Teleradio's "Greatest Drama" series for spot booking on a line-up of approximately 18 stations.

There are currently 39 episodes available in the 15-minute documentary stanza, which portrays the lives of famous people largely thru the use of newsreel footage taken at high spots in their careers.

Twenty-six of the segments were aired in over 40 markets by General Tire and Rubber earlier this year, and for other sponsors in a few more markets. The other 13 episodes are said to be first run. The show was co-produced by 20th Century-Fox Movietone News and General Teleradio.

**Movie Museum Racks Big Sale**

NEW YORK, Nov. 6.—Sterling Television this week wrapped up its biggest deal so far on its "Movie Museum." KRCA-TV, Hollywood, bought 26 installments, two plays each, and immediately put the show on the air. Sterling, which has completed production of 30 episodes to date, is sailing ahead to finish 104.

The series is composed of the old Biograph pictures, which Sterling boasts is the oldest film on TV. It includes "The Great Train Robbery," and has the acting debut of D. W. Griffith.

**George Gilbert to Interstate TV Co.**

NEW YORK, Nov. 6.—Interstate Television Corporation has named George Gilbert, up to now with Official Films, as Eastern sales manager of the firm.

Gilbert, who reports to sales chief Lloyd Lind, took up his new duties this week.

But whatever anxieties exist in the trade on this score, there is no doubt that the major TV film houses are continuing to shoot high. Television Programs of America took a similar gamble when it underwrote "Halls of Ivy" at a minimum of \$40,000 per episode. TPA expected and finally got (Continued on page 10)

**KTTV SWEEP**

**Takes First 5 Places in L. A. Market**

HOLLYWOOD, Nov. 6.—KTTV has swept the first five places in multi-week show ratings for the month of October in the seven-station Los Angeles market, according to a Pulse, Inc., report released this week.

The five multi-weekly programs and their ratings are "George Putnam and the News" (10.7), "Time for Beany" (9.9), "Ramar of the Jungle" (9.1), "Thunderbolt, the Wonder Colt" (8.7) and "Sheriff John" (7.8).

Two of the program, "Ramar of the Jungle" and "Sheriff John," are filmed shows, and KTTV execs give film and the emphasis on local personalities credit for establishing the audience habit which resulted in the sweep. The station also places three shows, all film, in the top-rated 15 in the area, the only independent to break the monopoly held by the CBS and NBC outlets.

**Austin Heads Sales for NTA**

NEW YORK, Nov. 6.—National Telefilm Associates this week appointed Bud Austin to spearhead its new efforts at national sales. He reports to Harold Goldman, vice-president in charge of sales. Austin's activities will be entirely apart from NTA's syndication operation. His first push will be behind "Country Doctor" produced by Desilu.

Austin has resigned as general manager of Telefilm Associates. Before joining that outfit he was national sales director of Official Films.

**Goldman Joins TPA in Chi**

NEW YORK, Nov. 6.—Barney Goldman, former sales director of Guild Films, has joined Television Programs of America. He will work out of Chicago. TPA has hired still another six salesmen in the past couple of weeks, bringing its total sales force to 48.

The new men were in New York last week for a sales clinic. TPA is putting its syndication drive behind "Ellery Queen" right now while peddling "Captain Gallant of the Foreign Legion" on the national and regional level.

**10-City Sale For 'Passerby'**

NEW YORK, Nov. 6.—National Telefilm Associates has made a 10-market sales of "The Passerby," 15-minute dramatic series, to the Charles Furniture Company thru Manson-Gold Miller of Minneapolis. Among the cities in the 26-week deal are Des Moines; Green Bay, Wis., and Lincoln, Neb.

The show was also recently sold to KBTV, Denver, and WCFO-TV, Cincinnati.

# PRODUCTION NOTES

By BOB SPIELMAN

Filming of the pilot of the new Ann Sheridan series has been completed by Jack Chertok in Las Vegas. Pic revolves around adventures of a female press agent at a Las Vegas hostelry. In order to get background material, Chertok says, he went to a Las Vegas publicist: "No woman could do my job!" the ruffled agent replied. "Why not?" queried Chertok, and there the conversation ended.

Nick Cravat, former partner of Bert Lancaster, will play a featured role in the next Walt Disney "Frontierland" production, entitled "Davy Crockett at the Alamo." Hour-long pic will be last part of three-segment biography of Crockett.

Frank Ferrin began shooting "Andy's Gang" this week at Centaur Studios. Featuring Andy Devine, series will replace "Smilin' Ed's Gang" on ABC-TV.

Babe Unger, Ziv-TV v.-p., says Hollywood has more pilots than the air force. That comes near to not being an exaggeration, considering 168 have been shot at the Hal Roach lot during the past few years.

Buster Vogel becomes assistant casting director to Ira Uhr at Screen Gems.

Harry Horner, who's his own art director on the shows he directs, has been signed by Jack Denove for one of the "Cavalcade of America" films.

Edward G. Robinson makes his telefilm debut in "Ford Theater's... and Son," which Michael Kraike will produce for Screen Gems. Story is by I. A. R. Wylie, first time author has allowed her product to be adapted for TV.

"Jungle Jim" will be played by Tarzan, Johnny Weissmuller, in new Screen Gems series. Earl Bellamy will direct the 26 half-hour segments.

Fifteen-minute film for television distribution has been completed by Zsa Zsa Gabor for annual March of Dimes drive.

Page Cavanaugh Trio will appear regularly in the Margaret Whiting musical series, "Holiday in Rhythm," first of which has been completed at Mercury-International Studios.

Production on "Lone Wolf" came to a temporary halt at California Studios last week when star Louis Hayward caught the flu. Pic being shot at the time was "The Ski Story." Snow wasn't real, so it must have been the fan that was blowing the stuff around that laid Hayward low.

Will Lane, operations manager of Guild Films, is of the opinion that TV executives have had so many things to think about and be concerned with that the quality of production has suffered. With operations falling into an orderly pattern, however, he believes that television is now on the threshold of a big upswing for the better.

"Superman's" producer, Whitney Ellsworth, says the villains in kids' shows should be made to look ridiculous. That way the glamor of being a bad man is taken away and the youngsters don't get the itch to emulate them.

Duke Goldstone, directing four of the Guild Film series, is in New York for a 10-day conference with Guild's prexy, Rube Kaufman.

"Mayor of the Town's" Thomas Mitchell will attend mayors' conventions in Houston November 24 and in Philadelphia November 28.

# TV FILM PURCHASES

The Canadian premiere of "Boston Blackie," a Ziv TV Programs property, got underway at CHCT, Calgary, for a period of 52 weeks. The sale was made by All-Canada Television, with sponsorship by AlSCO Products.

Bankers Life & Casualty Company has purchased a series of four feature films from Hollywood TV Film Service to run on Saturdays over WOAI-TV, San Antonio, Tex., following the regular telecast of the NBC Canadian pro football series.

The "NBC News Review" was purchased by WDBO, Orlando, Fla.; WAPA, San Juan, P. R.; KRGV, West Laco, Tex.; WFBM, Indianapolis, and WMIN, Minneapolis-St. Paul. Griesedieck Beer will sponsor "Badge 714" series A over KOMV, Columbia, Mo., and Ford Dealers will sponsor "Inner Sanctum" over WABT, Birmingham, Ala. Other "Inner Sanctum" sales include WALB, Albany, Ga., and KVOS, Bellingham, Wash. "Paragon Playhouse" was sold to KGVO, Missoula, Mont., for the Missoula Mercantile Company and KFES, Cape Girardeau, Mo.

The First Federal Savings & Loan Company of Fort Lauderdale, Fla., will sponsor the Florian ZaBach Show, a Guild Films series, over WFTL in that City. ZaBach was also sold to KRGV, West Laco, Tex.; WKAQ, San Juan, P. R., and WRBL, Columbus, Ga., to be sponsored on the latter by Prestige Jewelers. Erie Brewing will pick up the tab for the Frankie Laine series over SWEE, Erie, Pa. Laine was also sold to KGMB, Honolulu. Other Guild Films sales include: "Life With Elizabeth" to KGMB, Honolulu; KWK, St. Louis, for Pfaff Sewing Machine; WIN, Fort Wayne, Ind., for I.G.A. Stores and Procter & Gamble Company on a split sponsorship basis. Liberace was sold to KNX, Saginaw, Mich., for Muller Grocer-Baking Company.

NBC Film Division sold "The Falcon" to KVDO, Corpus Christi, Tex., and "Captured" to KZTV, Reno, Nev. Station KVDO also purchased "Dangerous Assignment." Quality Bakers will sponsor "Hopalong Cassidy" in its half-hour version over WIS, Columbia, S. C. Other NBC Film sales this past week were "Feature Films" to WSM, Nashville; "Life of Riley," Series B to KVOS, Bellingham, Wash., and "Life of Riley," Series C, to KVEC, San Luis Obispo, Calif.

Screen Gems has sold "All Star Theater" in three new markets, bringing its total sales to 165. The new sales are WCAU, Philadelphia, for 78 programs; KTTV, Los Angeles, for 78 programs, and WLBC, Muncie, Ind., for 52 programs. "Top Plays" has been sold to KBES, Medford, Ore., to run under the title of "All Star Theater," and "Big Playback" to KIMA, Yakima, Wash., bringing its total sales to 26.

Bristol-Myers Company, makers of Ipana Toothpaste, will sponsor "Annie Oakley," a CBS TV Film Sales property in four markets. They are: WGAL, Lancaster, Pa.; WDSU, New Orleans; WDTV, Pittsburgh; WJAR, Providence. Gene Autry has been sold to WMCT, Memphis, to be sponsored by Dixie Meat Company, and "CBS News" to WJBK, Detroit. "The Whistler" was sold to KGMB, Honolulu.

Sales of 15-cartoon package to WATV, Newark, N. J., and to WPTZ, Philadelphia, has been announced by Louis Weiss & Company.

# NEWSPAPER MAT TECHNIQUE

## Low-Cost Animated Spots Made For Local Sponsors by Telemat

HOLLYWOOD, Nov. 6.—Low-cost animated spots, produced on the newspaper mat technique, will be made available to ad agencies and television stations thruout the nation beginning next week.

Telemat of Beverly Hills introduced the new concept of preparing national mats for local sponsors at a demonstration Friday (5). The organization has a library of 40 cartoon animations into which a sponsor can dub his own message.

The animated mats, basically of 10 seconds' duration but able to be expanded to 20 seconds, are so

versatile that the sponsor's message may be incorporated on either video, audio, tape, acetate or live. Each begins with an eye-catching animation such as a bull charging a toreador, a football being kicked, or two boxers belting each other, the action leading to a static cartoon in which there is space for a 20-word ad.

Price for each 10-second cartoon is \$60 for unlimited runs during a six-week period. When expanded to 20 seconds the price will be \$85, regardless of the size of the market. After the initial six-week

period the charge will be \$5 per week per cartoon.

The video message can be dubbed in by stations thru use of a projector, altho for a charge of \$25 to \$40, Telemat will do the work for a sponsor on the mat itself if he wishes. Advantage of the projector method is that the message can be changed daily for a nominal cost.

The telemats are prepared for no specific sponsor, tho some are geared to the Christmas theme, to station identification and to car dealers. In general they are of considerably higher quality than the average local spot now seen.

A specific mat will not be sold to two or more ad agencies or stations in one market, tho when there is more than one buyer Telemat hopes to split its library up so as to provide service for all. Library of 300 is ultimately planned.

First large sale was made this week to the Downtown Businessmen's Association in Los Angeles, which contracted for \$10,000 worth of spot time on local stations. Single sales have been made to Thrift-D-Lux Cleaners and to Station KCOP.

Developers of the process are Dan Gertsman and Alan Wise.

### Hyman Expansion

Continued from page 6

minor portion of Moulin Productions, of which the major share is owned by Harold Mirisch and Ralph Branton, vice-president of Allied Artists. Also, Branton heads Interstate.

The 199 pictures that Hyman apparently wants for overseas sales are the same that Motion Pictures for Television has been and still is distributing to U. S. TV stations. Actually these pictures were brought into TV by none other than Hyman. This occurred in 1948 in a deal with Monogram, now Allied Artists, and marked the start of Hyman's first Associated Artists operation, which three years later sold out to MPTV.

To many industry observers, this chain of relationships suggest that under Hyman's new Associated Artists operation may some day come by all of the product now handled by Interstate, which still includes "Tales of Hans Christian Andersen" and some 140 feature films, and, further, that eventually he may also get the U. S. TV rights to the 199 Monograms when MPTV's lease runs out.

Also, Hyman is known to be heavily involved in the financing of "Douglas Fairbanks Presents." He owns a piece of the first 39, which the NBC Film Division now distributes under the title "Paragon Playhouse." And he is also understood to have played a key role in getting Leibmann Breweries' first renewal and getting second year's distribution into the hands of Interstate. It appears, therefore, that there may be still more Fairbanks production heading for Associated Artists' distribution.

Hyman has still not named a TV sales manager, tho additional appointments are expected momentarily. TV sales so far have been handled by Hyman's son, Ken, who is a vice-president of the firm; Herman Katz, formerly of MPTV; Art Kalman, and Don Klauber.

### British Plan

Continued from page 6

open in the face of threatened opposition is the contract MCA-TV is negotiating with them now for 39 Burns and Allen shows. BBC-TV is reported to have gone overboard to the tune of \$23,000 for use of the shows over two years from January 1, with still higher rates being offered for 39 of the 100 "Dagnet" films lying in MCA's vaults here.

While these figures may not rock NBC, they show a sharp awareness on this side that with commercial TV here to stay the BBC's past policy of playing the poor relation has undergone quite a change.

# PLUGS AND PREMIUMS

By GENE PLOTNIK

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Talk about \$1,000,000 and people will listen to you. And that's the main topic of conversation at National Telefilm Associates these days in its sponsorship of the biggest, razzle-dazzle promotion-merchandising-exploitation campaign in the history of the vidfilm medium.

NTAS "TV Tic-Tac-Toe" contest, which it intends to have running on at least 100 stations beginning January 17, will give away a total of \$1,000,000 in prizes over the nation in its 14 weeks' running. Actually the contest will be good for as much as 21 weeks or promotion: two weeks in advance of the contest, three weeks between the contest proper and the grand-prize run off, and two weeks of follow-up promotion.

NTA is backing up the contest with what looks like another \$1,000,000 worth of promotion. Every prospect is getting a promotion kit measuring 19 by 13 inches and costing about \$20 each. NTA itself will insert a schedule of ads in the local newspapers of every town in which a station will be carrying the contest. This schedule consists of two full-page and two quarter-page ads.

#### Station Pieces

Every station running the contest will get a pro-rated share of "Tic-Tac-Toe" playing cards and promotion aids as shown in the kit. This the station gets free with the basic terms of participating in the promotion. NTA will provide additional promotion pieces at the cost it gets on its massive orders.

NTA's ad agency, Moss Associates, is sending a merchandising specialist to every participating station before January 17 to help them get the contest off in high style. Further, the film distributor is planning to give a prize to the station that carries off the most successful promotion of "TV Tic-Tac-Toe."

NTA is also running a contest among its own salesmen. The first prize, to the man who does the biggest job of selling the contest will probably be a new car, and the second prize will be a TV set.

A sidelight on the extravagant and money-minded drive that NTA is putting behind this promotion is a mail campaign it ran among some 400 trade sources, including the press. About two weeks ago we all received by registered mail a crisp dollar bill enclosed with a ditty over the signature of NTA's sales vice-president, Harold Goldman.

A few days later, a second registered letter brought forth two crisp dollar bills, and another tantalizing poem signed by Goldman. Then, after another couple of days there arrived a third registered letter, and this one turned up a check for \$1,000,000, which, alas, carried a warning in small print that it was an advertisement and not cashable.

#### Dough Returned

Of course, when you play around with money this way you open yourself to all kinds of rebuttals. One staid newspaper is reported to have returned the three dollars with the declaration that it was not for sale. Another newspa-

per sent back another dollar bill which on cue burst into flame as a hint of what NTA was doing with its money.

The origin of all this hoopla was back in April, when NTA was preparing for its exhibit at the National Association of Radio and TV Broadcasters' convention. As the theme of its exhibit the firm settled on the slogan, "500 Golden Hours of Programming."

Com'g the convention, and enter John Scheuer, manager of UHF station WTVI in St. Louis. Scheuer told Goldman that he could well use 500 golden hours of TV film, but that he didn't see how WTVI or any UHF could afford it on the ordinary terms.

Goldman would not take "no" for an answer. There followed weeks of negotiation. Goldman flew to St. Louis and was closeted with Scheuer for over 10 hours. The result was the first of NTA's "pay-as-you-sell" library deals. Scheuer found the terms and the basic hourly price so attractive that he wired about 50 other UHF stations telling them about it.

#### Scheuer Contest

Scheuer at that time was beginning a giveaway contest in his own market to spur UHF conversions. Both of these facts together started the wheels turning in the head of NTA president Ely Landau and other company brass.

For months before this, NTA toppers had been trying to devise a film promotion for UHF conversions. Now Landau was determined to tie in a nation-wide giveaway contest with NTA's new library plan.

Landau immediately began negotiating with top manufacturers to try to get the prizes. They decided at that time to lay out a contest along the lines of the age-old table-top game, Tic-Tac-Toe. With those points settled, NTA turned the whole thing over to Moss Associates to work out the details.

#### Outlet Possibilities

The whole promotion is, of course, fraught with possibilities for the stations. For UHF's it's a natural. NTA is recommending that UHF's participating in the contest work a tie-in with a local servicing company to get conversions at a special price during the run of the contest.

Stations can use the audience boost produced by "TV Tic-Tac-Toe" as the basis of renewed sales promotion. Local sponsors can tie into the contest by getting their own imprinted playing cards and putting up their own prizes. The stations will have a pried-open door for further time sales to the manufacturers of the prizes, which includes top national appliance advertisers.

The audience and traffic building potential of the contest can be pointed or spread to the extent that the distribution of clues and playing cards are.

NTA points out that a promotion of this caliber would cost a local station or advertiser five times as much to stage on an individual basis.

One NTA executive claims that even tho they're giving away \$1,000,000, they're having fun.



THE BILLBOARD SCOREBOARD

All Non-Network TV Film Series and Competition, and Their Multi-City ARB Ratings

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. Where a city also was covered by ARB in the previous month, the last rating of each film series also is shown.

Within each market shown below, programs are listed under three separate subdivisions of broadcast time: The prime evening hours, daytime hours on weekdays and daytime hours on Saturdays and Sundays. This is to highlight the developing use of marginal time

periods for TV film. Listing of films is by rank order, according to rating, under each of these time subdivisions.

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, when designated by an asterisk (\*), are UHF outlets.

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

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

Table with 5 columns: Oct. ARB Rating, Previous Month's Rating, Title, Type and Distributor, Station—Day—Time, Sets in Use

CINCINNATI 3 STATIONS

Sign-On to 7 p.m.—Monday Thru Friday

Table listing TV programs for Cincinnati from 7 p.m. to 7 p.m. on Monday through Friday.

Sign-On to 7 p.m.—Saturday and Sunday

Table listing TV programs for Cincinnati from 7 p.m. to 7 p.m. on Saturday and Sunday.

7 p.m. to Sign-Off—Monday Thru Sunday

Table listing TV programs for Cincinnati from 7 p.m. to sign-off on Monday through Sunday.

COLUMBUS 3 STATIONS

Sign-On to 7 p.m.—Monday Thru Friday

Table listing TV programs for Columbus from 7 p.m. to 7 p.m. on Monday through Friday.

Sign-On to 7 p.m.—Saturday and Sunday

Table listing TV programs for Columbus from 7 p.m. to 7 p.m. on Saturday and Sunday.

7 p.m. to Sign-Off—Monday Thru Sunday

Table listing TV programs for Columbus from 7 p.m. to sign-off on Monday through Sunday.

Late Pix Give NBC 'Tonight' Tough Fight

Continued from page 6

films on the three other stations. It was top dog all but Wednesday, when WMAL-TV's "Seven Star Theater" got 2.8 against its 2.2, which is not a significant difference. But neither was there a conclusive win on Monday, when WMAL drew 2.3 against NBC's 2.6. "Tonight" drew its highest on Friday with a 4.6, and against tough feature competition. WMAL had 2.8 that night, and WTOP-TV's "Late Show" had 3.1

Columbus Rates

Columbus, O.: "Tonight" had rating dominance Tuesday and Friday. On Monday it was tied with WTVN's "Home Theater," 3.0 against the latter's 2.9. On Wednesday, "Tonight" was slammed by WBNS-TV's "Academy Playhouse," 3.7 to 2.8. Thursday it was tied with "Home Theater" again, 3.7 each.

Cleveland: "Tonight" had a virtual tie Monday and Friday. On Monday it drew a 5.5 against a 5.0 for WXEL's "Night Owl Theater." On Friday it had 8.7 against 8.5 for WEWS' "Bass Playhouse" and 4.5 for "Night Owl." But the other three nights WEWS, with its various feature stanzas, was the winner by at least one rating point more than "Tonight."

Baltimore: Again the difference seemed to be in the stature of the competing feature film. WAAM's several movie shows in the 11:30-midnight slot ranged from 0.7 to 8.5, while "Tonight's" ratings went from 4.2 to 6.3. "Tonight" was a palpable winner over WAAM three nights out of the five. But that 8.5 on Friday for WAAM's "Ford Playhouse" was way over "Tonight's" 5.9. And on Tuesday it was 5.0 for the movie against 5.6 for "Tonight."

Dayton Scores

Dayton, O.: "Tonight" opened here at 11:45 p.m., and bucked WHIO's "Armchair Theater" Tuesday thru Friday. On Tuesday "Tonight" was clearly tops in that quarter hour with 4.4 against 1.9. But the other three nights there was at most three tenths of a rating point favoring one or the other.

Minneapolis-St. Paul: "Tonight" came in at 11 p.m. here, but the check against WTCN's "Miracle Mile Movie" was nevertheless made in the 11:30 p.m. period. Again it appeared to be the stature of the individual movie that made the difference. WTCN barely scraped ahead on Monday with 2.9 against "Tonight's" 2.5. But Tuesday it killed the Allen show 4.5 to 1.2. On Wednesday, the tables were almost completely turned, when "Miracle Mile" drew only 1.6 against 3.5 for "Tonight." Thursday, the movie had 3.1 against 2.5. But Friday, virtual hell broke loose when WTCN's "Premier Playhouse" nabbed 7.4 while "Tonight" stayed at 2.3.

Chicago Slaughter

Chicago: Here "Tonight" went on at 11 p.m. and off at midnight. In the 11:30-midnight period, while "Tonight's" audience ranged from 2.3 to 5.7, it faced only partial or no feature-film competition. It was in the 11-11:30 p.m. strip that it came smack up against the several stellar feature stanzas of WGN-TV, and here there was a virtual slaughter.

On Monday, "Mages Playhouse" had 12.1 against 3.9. On Tuesday "Four Leaf Clover Theater" had 8.2 against 6.4. On Wednesday, "Request Playhouse" had 11.9 against 4.1. On Thursday, "Motion Picture Academy" had 12.8 against 4.6. On Friday "Community Theater" and News had an average 11.9 against 2.7 for "Tonight." The last 15 minutes of "Community Theater," from 11 to 11:15 p.m., had an even more pronounced victory over "Tonight" with a 14.6 as against 2.5 for the Allen show, which, incidentally, was even lower than that drawn by the news and local personalities on the other two stations.

Main table listing TV programs for various cities including Cincinnati, Columbus, Cleveland, and Chicago, with columns for ratings and station information.

CLEVELAND 3 STATIONS

Sign-On to 7 p.m.—Monday Thru Friday

Table listing TV programs for Cleveland from 7 p.m. to 7 p.m. on Monday through Friday.

Sign-On to 7 p.m.—Saturday and Sunday

Table listing TV programs for Cleveland from 7 p.m. to 7 p.m. on Saturday and Sunday.

7 p.m. to Sign-Off—Monday Thru Sunday

Table listing TV programs for Cleveland from 7 p.m. to sign-off on Monday through Sunday.

CHICAGO 4 STATIONS

Sign-On to 7 p.m.—Monday Thru Friday

Table listing TV programs for Chicago from 7 p.m. to 7 p.m. on Monday through Friday.

Sign-On to 7 p.m.—Saturday and Sunday

Table listing TV programs for Chicago from 7 p.m. to 7 p.m. on Saturday and Sunday.

(Continued on page 10)

THE BILLBOARD SCOREBOARD

All Non-Network TV Film Series and Competition, and Their Multi-City ARB Ratings

Continued from page 9

Table with columns: Oct. ARB Rating, Previous Month's Rating, Title, Type and Distributor, Station-Day-Time, Sets in Use. Rows include Abbott and Costello, Rocky Jones, Gene Autry, Hopalong Cassidy, Hank McCune, Range Rider, Times Square Playhouse, Ramar of the Jungle, Cisco Kid, How Does Your Garden Grow?

7 p.m. to Sign-Off—Monday Thru Sunday

Table with columns: Oct. ARB Rating, Previous Month's Rating, Title, Type and Distributor, Station-Day-Time, Sets in Use. Rows include Racket Squad, Badge 714, Liberate, Mr. District Attorney, Janet Dean, Life of Riley, Favorite Story, Boston Blackie, Captured, Death Valley Days, Victory at Sea, Dangerous Assignment, Life With Elizabeth, Foreign Intrigue, Duffy's Tavern, My Hero, Front Page Detective, Mr. and Mrs. North, Lone Wolf, Your Star Showcase, Florida ZaBach, Everysharp Theater

PHILADELPHIA 3 STATIONS

Sign-On to 7 p.m.—Monday Thru Friday

Table with columns: Oct. ARB Rating, Previous Month's Rating, Title, Type and Distributor, Station-Day-Time, Sets in Use. Rows include Wild Bill Hickok, Ramar of the Jungle, Kit Carson, Range Rider, Hopalong Cassidy, Ramar of the Jungle

Sign-On to 7 p.m.—Saturday and Sunday

Table with columns: Oct. ARB Rating, Previous Month's Rating, Title, Type and Distributor, Station-Day-Time, Sets in Use. Rows include Waterfront, Annie Oakley, Follow That Man, Cisco Kid, My Hero, Gene Autry, Meet Corliss Archer, Abbott and Costello, Janet Dean

Giant 'Ramar' Philly Store Display To Move to N. Y. Macy's in Spring

NEW YORK, Nov. 6. — The mammoth "Ramar of the Jungle" promotion that had its gala opening at Lit Brothers, Philadelphia, yesterday (5), has been booked for Macy's here in New York some time in the spring.

The proportions of the "Ramar" promotion, which entails the construction of an artificial jungle in the toy department of the store, is regarded as a clue to the ever increasing push that Television Programs of America is putting behind the merchandising of its shows.

While most syndicators are now taking a so-so attitude toward their merchandising services — regarding them almost solely as an aid in making the film sale—TPA is now girding its loins for a new drive to get "Ramar" sponsors to take advantage of the available line of premiums.

The merchandising ultimately does not cost the advertiser anything, it was pointed out this week by Mickey Sillerman, TPA vice-president. In most cases the advertiser is making an appreciable expenditure for displays anyhow, and would therefore be foolish not to use the leading character of his TV show, who is his chief salesman under the circumstances, as a tie-in for this material, Sillerman said.

Self Liquidating The present department store promotion for "Ramar" is expected to be mostly, if not entirely, self liquidating. While the jungle and animated animals cost upward of \$10,000, the 25-cent admission that will be charged the kids over the next two months will probably cover it.

Further, the Philadelphia hulla-balloo will assuredly boost TPA's royalties from Lit Brothers' sale of toys and clothing licensed to bear the "Ramar" identification.

The hypo that the Lit send-off will give the film show, which has been a long time favorite on WFIL-TV there, is inestimable at this point. Good and Plenty, the local sponsor, is giving away at least 7,000 boxes of candy at the exhibit. And it is further donating two monkeys, named Good and Plenty, to the Philadelphia Zoo.

Jon Hall, the star of the show, was this week scheduled to be greeted in Philly by Mayor Joseph Clark; Grace Kelly, the actress; Barney Berlinger, the former Olympic champ and Pandora, Philadelphia's favorite chimp.

Meanwhile, the TPA sales staff is getting set for a renewed push of "Ramar" premiums to both present and prospective sponsors. The refurbished merchandising kit contains a lengthy memo on each premium, in which merchandising chief Jerry Capp describes the best methods of exploiting the item. Capp has laid out a program by which each ad agency or sponsor, a few days after getting the pitch

from his TPA man, will begin receiving samples of the various premiums in the mail.

Capp recently devised a new 10-cent self liquidator consisting of an autographed photo, membership certificate and card, and a comic book. Forst's Meat in Kingston, N. Y., has placed an initial order for 5,000. Lay Potato Chips, which rides "Ramar" thru the South, has just ordered 21,000 of Capp's new 25-cent Jungle Adventure Kits.

Ziv to Top 'Em All on Cantor

Continued from page 7

a national deal on that one which bailed it out with glory.

Ziv-TV offered the Cantor show to national sponsors, and is reported to have received a request for an option from Amheuser-Busch. Ziv apparently turned the offer down, figuring it could do better going right into syndication.

Ziv is bringing to bear the largest and probably the most seasoned full-time sales force in the industry. The firm today boasts a total complement of 76 salesmen.

The staff is undoubtedly heartened by the closing of 23 markets in advance of the syndication campaign. Also, it is still riding high on its success with "Meet Corliss Archer," which it placed into 135 cities, selling market by market, ever before debut date.

As previously reported, Brewery's Beer has bought Cantor for 10 Midwestern markets, including Chicago, Detroit, Indianapolis and Toledo.

In the past two weeks, Blatz Brewing, thru the William Weintraub Agency, bought the entire State of Wisconsin, embracing eight markets.

And San Francisco Brewing thru BBD&O bought the five top West Coast markets for Burgermeister Beer.

This week and next, Ziv is holding special Cantor sales clinics for the staff in Los Angeles, Cincinnati and here. The men are being armed with the most elaborate sales presentations and promotion kits that Ziv has ever turned out.

The show is due to make its air debut by the middle of January, which gives them two months to get it over the hump.

New Feature For Interstate

NEW YORK, Nov. 6.—Interstate Television has added another feature to its new package of 28 pix. Sales of the package to date have been made to about 30 stations. The new title is "Tictaban," a story set in the South Sea islands, told largely thru narration. It was released theatrically in 1951.

Stations purchasing the feature package from Interstate recently include: WTOP, Washington, D. C.; WPTZ, Philadelphia; WNBK, Cleveland; KING, Seattle; KHQA, Quincy, Ill.; KBT, Denver; KHQ, Spokane.

Screencraft Execs Sked N. Y. Meeting

NEW YORK, Nov. 6.—Screencraft Pictures will hold a national staff meeting here next week to discuss forthcoming additions to its feature film and syndication property roster. The firm recently took on the new "Jimmy Fidler in Hollywood" stanza for distribution.

Among the regional execs in attendance will be Tom Corradine, Jack Russell, Myron Mill and Fred Mayers. Ed Berkson, veepee, and Peter Piech, sales manager of the firm, will be in charge of the meeting.

REVOLVING DOOR

Tom Corradine, Tom J. Corradine & Associates prexy, will leave Hollywood on Saturday (6) for a 10-day series of conferences with New York associates on new film products to be made available to the 11 Western States he represents. Don Kearney, ABC Film's sales veepee, was the principal speaker before a business symposium at Manhattan College last week. Kearney outlined how the growth of television has helped to expand the market for both new and established products. Nathan Kramer, American-British TV Movies, Inc., partner, left for Europe today (6) scouting for additional films.

Herb Jaffe, veepee in charge of sales at Official Films, will leave shortly for a three-week national tour in connection with the sales of "Tun-O." Official's new bingo-type film series. Emerson Yorke Studio, indie telefilm producers, have contracted for the exclusive sales and world distribution rights to the Japanese art film, "Ukiyoe," which will be released early in 1955 via Sterling Television Company.

Dan W. Shields, of the TV film department of the Biow Company, New York, has been named assistant to Thad H. Brown Jr., vice-president in charge of television of the National Association of Radio and Television Broadcasters.

Gene Lukas, Imperial World Films, Chicago, recently became the father of a boy. Ernest Lukas has joined Kling Film Studios as a director, it was announced by Fred A. Niles, vice-president of the firm. Lukas was a producer-director at WGN-TV in Chicago for five years, handling such shows as "They Stand Accused" and "Challenge."

Table with columns: Oct. ARB Rating, Previous Month's Rating, Title, Type and Distributor, Station-Day-Time, Sets in Use. Rows include Ramar of the Jungle, Stranger Than Fiction, Ramar of the Jungle, Hopalong Cassidy

7 p.m. to Sign-Off—Monday Thru Sunday

Table with columns: Oct. ARB Rating, Previous Month's Rating, Title, Type and Distributor, Station-Day-Time, Sets in Use. Rows include I Led Three Lives, Superman, Badge 714, Liberate, Boston Blackie, Mr. District Attorney, Foreign Intrigue, Racket Squad, The Falcon, Mr. and Mrs. North, Biff Baker, U.S.A., Hopalong Cassidy, Story Theater, City Detective, Racket Squad, Colonel March, Dangerous Assignment, The Star and the Story, Drew Pearson, Racket Squad, Ramar of the Jungle

Advertisement for Ziv Television. Features the text 'THE Acknowledged LEADER' and a list of programs: MEET CORLISS ARCHER, MR. DISTRICT ATTORNEY, TIMES SQUARE PLAYHOUSE, YESTERDAY'S NEWSREEL, I LED 3 LIVES, SPORTS ALBUM, FAVORITE STORY, STORY THEATRE, BOSTON BLACKIE, THE LIVING BOOK, THE CISCO KID, YOUR TV THEATRE. Includes the Ziv Television logo and address: 1529 MADISON ROAD, CINCINNATI, OHIO, NEW YORK, HOLLYWOOD.

## Col. Launches Biggest Push For Christmas

NEW YORK, Nov. 6.—Columbia Records has started the biggest Christmas push in its history with the largest amount of single Christmas records and album sets in a number of years now being rushed out to distributors and dealers. The firm has always looked upon Christmas as a lucky time of the year, having come up with such hit efforts as "I Saw Mommy," "Rudolph," "Frosty the Snowman" and the Godfrey Christmas album over the past four years, and it hopes to get lucky again this year.

New Christmas single releases issued by the firm to date include sides by Jimmy Boyd, Gayla Peevey, Red Buttons, Gene Autry, Peggy King, Pete Rugolo and Rosemary Clooney. Albums include a set of carols by Percy Faith, "The Christmas Mood," with original carols by the late composer Alfred Burt; "White Christmas," with Rosemary Clooney, and a Liberace holiday set titled "Christmas at Liberace's."

## Stress Music on KCMO Sked

KANSAS CITY, Mo., Nov. 6.—Station KCMO announced this week that it is expanding its operation to a 24-hour basis, making it the first and only station in the Kansas City area to do so.

Effective with this announcement, the station's program director, George Stump, and manager, E. K. Hartenbower, said the station is revising its nighttime schedule to include music from 10 p.m. till 6 a.m. At 10 p.m. each night, the station will bow "Relax With Hi-Fi," which will be simulcast on the FM outlet as well. At 11 p.m., the "KCMO Night-Owl Club" takes over, with Ken Motley at the helm. From 2 till 3 a.m., a taped segment of the "Martin Block Show" will be aired.

From 4 till 5 a.m., the "Milt Dickey Show" will air country-style music, and following that will be the "Uncle Ezra Show," with news and music till 6 a.m.

## Rackmil Bloc Gets Control of Decca

NEW YORK, Nov. 6.—Decca proxy Milton Rackmil and a group of associates this week obtained control of more than 500,000 shares of Decca common stock, thus making Rackmil the controlling factor of the label. Decca's nine months' statement, which will go out shortly, is expected to show earnings equal to about \$1.40 a share as against 35 cents a year ago. Decca's big cut of Universal Pictures dividends is largely responsible for the big increase.

## Boston-to-N. Y. DeeJay Tour Attracts 2,500

NEW YORK, Nov. 6.—More than 2,500 fans attended the Boston-to-New York City deeJay tour staged here last month by some 18 New England record spinners and the Jimmy Cricket Travel Agency. The 2,500 attendance figure topped the previous high of 2,100 set by the same group last January 30 on their first "Weekend With the Stars" promotion.

At \$29.50 a fan, the tour grossed almost \$74,000, out of which the Cricket firm had to pay transportation, hotel, meals, and entertainment costs. Talent costs on the four-and-a-half hour Saturday night show alone (23 recording artists, including Vaughn Monroe, Don Cornell, the Billy Williams

## JUKE HANDOUTS HIT 500,000

NEW YORK, Nov. 6.—Free record handouts to juke box operators approach the 500,000 mark annually, according to traders who look on the 200,000 sample-disk distribution figure as less than half the story. Included in their higher estimate are bonus giveaways to attract sales, stock frequently delivered to one-stops as inducements for product push and substantial shipments of free wax to a juke box "survey" organization.

## RCA Begins Big Christmas Release Push

NEW YORK, Nov. 6.—RCA Victor this week set in motion its Christmas merchandise push with a heavy release of single records in the pop, country and kiddie fields; two new albums, and reprocessed EP's from catalog material.

Among the artists featured on holiday single wax are the "Voices of Walter Schumann," Homer and Jethro, the Davis Sisters, Eddy Arnold, Eartha Kitt, the Ames Brothers, Poppa John Gordy and George Beverly Shea. The disks, with special holiday labels, move out to deejays next week.

In the packaged merchandise field, main emphasis is being placed on the George Melachrino set, "Christmas in High Fidelity," but also due for substantial promotion is the album grouping top Victor talent in the program titled "To Wish You a Merry Christmas." Also included in the seasonal holiday releases are two organ LP's played by Virgil Fox.

Among the EP material is a new series packaged in a simulated Christmas card cover. One is called "Merry Christmas From" (Continued on page 16)

## DISK THEFTS ON RISE

### EP's Make It Easier for S. California Shoplifters

By JOEL FRIEDMAN

HOLLYWOOD, Nov. 6.—Record dealers in Southern California, and presumably in a majority of other large metropolitan cities throughout the country, are currently faced with an increase of disk pilferage.

Tho not of alarming proportions, the situation has been heightened by the growing popularity and greater sales market for extended play singles, report the dealers. Petty thieves have taken to replacing an EP single in the sleeve of a standard 45 r.p.m. single disk,

and getting away with the theft when counter clerks do not check each recording by taking it out of its sleeve.

Owing to the lack of bold identification of extended play records, a number of dealers have suggested that EP singles be manufactured in a colored vinyl, a color that all major platteries might unanimously adopt.

Curiously enough, with the advent of self-service, a proportionate increase in disk pilferage has confronted the dealer. The same has been found to be true of other self-service retail operations, tho the increase in business achieved thru self-service far offsets any appreciable loss owing to pilferage.

Ray Barnes, buyer at American Music here, estimated the store's annual loss owing to thievery at several hundred dollars, prior to the recent institution of: (1) Complete examination of every record sold, matching record to sleeve; (2) display of jackets only on EP's, keeping corresponding stock and listening booth samples in the hands of the store clerks, and (3) checking service for parcels, briefcases, etc.

Charles Inman, Music City disk buyer, points to the thoro accounting of records that go in and out of a listening booth, with an attendant admitting customers to a specific booth by means of an electrically operated buzzer system. Dealers in Los Angeles are in agreement that EP's constitute the main problem. Thus far, the only solution proffered is that of allowing only jockey display of EP's.

## Promotion Giveaways to Juke Ops Cost Diskers 50G Yearly

### Practice Now SOP with Most Labels, But Big Companies Are Retrenching

By IS HOROWITZ

NEW YORK, Nov. 6.—Juke box operators receive well over 200,000 free records annually from major manufacturers and top independents seeking to capitalize on quick exposure of their product thru sampling.

The sampling service to selected lists of key operators in many parts of the country parallels equivalent servicing of disk jockeys. And largely for the same reasons. It has become a fixed facet of diskery operations for most manufacturers, altho there have been some significant moves to curtail the giveaways by some large firms who feel they have devised more effective and economical means of juke box promotion.

## Nat'l Juke Box Disk Label Gets Going

### MOA Sends Note to 11,000 Operators To Co-Operate; Pub Firm Set Up Too

NEW YORK, Nov. 6.—After more than three years of fitful moves and false starts, a serious action by juke box interests to enter the recording and music publishing fields has been launched, with national operator support in the offing.

Next week a letter over the signature of George Miller, president of the Music Operators of America, will go out to 11,000 route owners urging support for a new record carrying the National Juke Box label. Operators will be asked to slot this disk in No. 1 positions in phonograph panels, when released. They will also be asked to forward orders for the record to MOA, which will forward them to Barney

Young here in New York.

Young heads National Juke Box Music, Inc., an enterprise formed to interest the juke box industry in a third copyright licensing organization. This has been promoted to operators as a hedge against possible amendment of the Copyright Act to remove juke box exemption from the payment of performance royalties to publishers.

Bills to amend the Copyright Act have been introduced regularly in each new Congress, but so far have failed to pass. It is considered certain that a new bill seeking to remove operator royalty exemption will again be offered up this year.

## IMPRESSIO

### WDOK in Try of All Day Show

CLEVELAND, Nov. 6.—Local radio station WDOK is revamping its entire programing approach in an effort to create the impression that the outlet's daily schedule is just one giant 22½-hour long program, rather than the usual series of separate segments.

Different deejays will take over as host emcees thruout the day and night, but their chatter will be channeled into an over-all pattern, so that listeners are never really aware of a program starting or stopping.

In line with this, Willard L. Dougherty, WDOK's veepee in charge of sales and operations, is banning such heretofore stock comments as "we'll be back in five minutes," "back now to music after the news," etc. Remotes will be accorded the same just-one-big-happy-format treatment.

All tunes on the NJB label will be license free to operators in the event of any pertinent revision of the Copyright Act. In addition, they will also be free of performance royalty commitments if performed over the radio or television.

The first two tunes to be featured on the NJB label will be "Early, Early in the Morning" and "Daddy From Georgia Way." They have been cut by an ork fronted by Bob Chester, a popular swing band leader in the 1940's.

Dubs of the master recording have already been auditioned for some juke box association execs. (Continued on page 126)

the exposure of new wax among operators. They often are selective in the stock they carry, thus automatically eliminating some platters from the consideration of those operators who rely on the sub-distributors for recommendations.

**One-Stop Screening**  
This one-stop screening tends to filter out records by new and yet unproven artists, as well as the wax product of veterans who lately have been unable to buy a hit. If a manufacturer has a disk of this variety which is felt to be potentially strong juke box material it gets high priority on the sample list.

And all records by the one or more top-selling artists on any label are automatically slated for operator distribution by each manufacturer still wedded to this exploitation device. Here, the motive is to stimulate advance operator demand for a new release to enable it to get off the ground faster. The operator has already heard the disk when he shops the one-stop or distributor.

No manufacturer sends out all its single releases to operators on its list. RCA Victor, for instance, sends out about 75 disks a year to those on its operator lists. Its pop list consists of about 750 operators, with some 350 names on its country and western roster. The firm has increased the number of such (Continued on page 130)

## CANADA DISKS

### 10-Inch 78's Hold Own, But 12-Inchers Off

TORONTO, Nov. 6.—The 10-inch 78 r.p.m. record continues to hold its own in Canada, according to a survey by the Dominion Bureau of Statistics. It's a different story in 78-12-inchers. They're falling in sales. Six companies reported sales of the 10-inchers in September were 584,612 with a total list price value of \$509,109.

Contrasted with this is the number of 45's sold in the same month—165,444 valued at \$159,310. However, production figures are optimistic, with 203,807 platters (Continued on page 16)

## JOCKEYS JOIN DET. JUKE OPS IN YOUTH WORK

DETROIT, Nov. 6.—Disk jockeys and juke box operators have teamed up in Detroit.

Local jockeys and members of the United Music Operators of Michigan set up the 97% Club, a program to encourage sponsored youth activities in Detroit to cut down juvenile delinquency.

As a result of the co-operation between the two groups, UMO amended its bylaws to include disk jockeys as regular dues-paying members. The amendment changes the qualifying phrase for membership from "automatic coin-operated" to "recorded" music.

Under the amendment, special nominal dues will be established for jockeys. A committee headed by Larry Gentile and Tom George, both WJBK disk jockeys, has been set up to enroll other jockeys for membership.

# Court Impounds AFN Glenn Miller Masters

NEW YORK, Nov. 6.—The decision of U. S. Southern District Court Judge Archie O. Dawson that the Glenn Miller masters of the A.F.N. Record Company be impounded, in the infringement action brought by various music publishers and the Glenn Miller estate, is regarded as precedential by the entire music field.

The decision, rendered Wednesday (3), requires the defendant to deliver the offending masters to a Special Master appointed by the court and prevents the defendant from selling disks made from these masters until all royalties are paid up. Additionally, the court states that royalties shall be paid in the sum of 2 cents per record manufactured, plus damages of three times such amount, amounting to 8 cents, plus taxable costs and reasonable counsel fees.

Listed as plaintiffs are Helen D. Miller, of the estate of Glenn Miller; Shapiro, Bernstein & Company, Inc.; the Gershwin Publishing Corporation; the Miller Music Corporation; Lewis Music Publishing Company, Inc., and Mutual Music Society, Inc.

Defendants are Sam Goody, Sidney Turk and Harold Grossbardt, individually and doing business as Colony Record and Radio Center; Arcade Music Shop, Inc.; Rivoli Music Center, Inc.; Portem Distributing, Inc., and Joseph Krug, doing business as A.F.N. Record Company. Julian T. Abeles handled the case for the plaintiffs. Dickstein, Shapiro & Friedman and Giuffre, Gelband & Spitz were attorneys for the defendants.

## Impounding Facet

A facet of the case which has occasioned much satisfaction among publishers lies in the court's order that the masters be impounded. Heretofore in infringement cases where a disk manufacturer was producing and selling records without a publisher's license (Continued on page 16)

## NEWS REVIEW

### Col'bia Issues 2 Good-Music Sets for Kids

By IS HOROWITZ

Good music for children has lately come in for more attention by record manufacturers. They are also becoming less self-conscious about such effort and frequently no longer feel it necessary to dress the portion in sugar-coated trappings. The music is allowed to speak direct.

Among the more attractive of such releases recently have been several put out by Columbia. Under the general title "Introduction to Masterworks," the disks consist of excerpts from standard repertoire. Artists are from the top of the classical roster, including such conductorial talent as Andre Kostelanetz, Sir Thomas Beecham, Eferm Kurtz and Erich Leinsdorf.

The selections are chosen from works that have proven appeal for young listeners, and there is no story to interrupt the flow of melody. Titles include Tchaikovsky's "Swan Lake" and "Nutcracker Suite," Mozart's "Eine Kleine Nachtmusik," Offenbach's "Caité Parisienne" and Bizet's "Carmen." Judicious editing limits the ex-

(Continued on page 16)

### NAMM Holds Mid-Yr. Meet Feb. 9-10

CHICAGO, Nov. 6.—Members of the National Association of Music Merchants' executive committee held their meeting last week at the Broadmoor Hotel, Colorado Springs, Colo., and announced the mid-year meeting of the board of directors would be held in Chandler, Ariz., at the San Marcos Hotel, February 9-10.

Besides mapping a campaign to repeal excise taxes on musical merchandise, the group also announced the various product clinics which would be set up for next year's NAMM convention in Chicago. The convention will stage a clinic on phonograph records as well as sheet music and electronics. NAMM executives have called on manufacturers to show more new products and to release these simultaneously with the convention dates—July 18-21 inclusive.

### Leslie Distributors to Open Pitt. Branch

NEW YORK, Nov. 6.—Leslie Distributors, pioneer one-stop headquarters here, will open its third branch next week. The new facility will be located in Pittsburgh and will serve the surrounding territory in West Virginia and Ohio, as well as the Pittsburgh area.

Manager of the new outlet will be Sam Lane, formerly of Philadelphia, who more recently handled sales for Leslie in up-State New York. The new one-stop will operate out of the Seeburg distributor building in Pittsburgh. Leslie also operates a branch in Hartford, Conn.

### DEEJAYS GET VIC'S VICKS

NEW YORK, Nov. 6.—A deejay's voice is his fortune, so RCA Victor promotion man Bernie Miller is helping them take care of it this week by sending the boys a gift-wrapped parcel containing a jar of Vicks Vapo Pub and a box of cough drops.

The somewhat germicidal give-away gimmick is part of a tie-up Miller has made with Vicks to push the Ames Brothers' recording, "I've Got a Cold for Christmas." Miller, it is said, planned to send out Smith Brothers cough drops at first, but Victor brass vetoed it for fear Label "X" would consider it a violation of their own Smith Brothers promotional prerogative.

### La Rosa Is Ours For Two Years, Cadence Replies

NEW YORK, Nov. 6.—Cadence Record execs this week stated that Julius La Rosa was under option to the diskery for two more years and that he could only leave the company if released. The statement was made in answer to a story in last week's Billboard that the warbler was negotiating with Coral Records. According to Cadence brass La Rosa has made no request to be released from his contract, and the firm has no intention of doing so at this time.

Cadence execs had no comment to make concerning reports of strained relations between La Rosa and the firm.

## Woolworth to Market Own Disks in England

LONDON, Nov. 6.—The Woolworth stores will soon enter the record field and will manufacture and sell their own brand of phonograph records. Altho facts concerning the startling Woolworth move were shrouded in secrecy, it was ascertained this week that the chain would sell these disks in its own shops in this city and throught the country at a lower price than that charged today for popular records. The chain will limit itself, for the present at any rate, to popular 78 r.p.m. disks.

The news that the large chain would market its own brand of disks caused much consternation among the record companies. The Woolworth stores have always sold

a lot of records, and it was feared by other manufacturers that with the chain offering records at a lower price, some of them might lose out. No information concerning the names of the artists on the Woolworth label were known, except that the chain is reported to have already cut American artists.

## WHEATIES

### New Pkg. to Sport Cut-Out Kidisk

HOLLYWOOD, Nov. 6.—Wheaties will shortly take on a new face in packaging in the form of a new cut-out disk aimed at the kidisk market.

Disclosure of the new disk-merchandising tie-in was made here this week by Jess Oppenheimer, producer and head writer of the "I Love Lucy" telenovela, and Jack Brown, president of Rainbo Records, both of whom have developed a new method of pressing phonograph records on micro-thin acetate.

According to Brown, whose Rainbo firm is a major supplier of recording blanks and a custom pressing shop, General Mills has already ordered 10 million disks, with the cereal firm predicting an ultimate distribution of 50 million records.

Oppenheimer and Brown revealed that negotiations with over 20 other firms, among them Container Corporation of America, were pending for various promotions, packages, inserts, etc. Distribution of the Wheaties disks, marketed as part of the package and designed so that children merely cut out the record itself, is scheduled for this month. Disk is reported to be unbreakable.

A number of national advertisers, among them Philco, are reported contemplating use of the development to be tied in with their magazine advertising.

## CMDJA to Hold Its 1st Annual Session

NASHVILLE, Nov. 6.—The Country Music Disk Jockeys Association will hold its first annual meeting here on Thursday (18). This will take place one day prior to the opening of the National Disk Jockey Festival, at which the CMDJA was formed last year.

The CMDJA, which now has 120 members, has laid out an agenda for its first confab. This will work as follows: At 8 a.m. there will be a board of directors meeting which will last for one hour. After that from 9 to noon there will be a general meeting, which will be both a lecture and a participation session. At noon the luncheon will be served for members only. After lunch the general meeting will resume and continue until 4:30 p.m. At 7:30 p.m. there will be a banquet for members and their wives plus a few industry guests.

The elected officers of the CMDJA are: Nelson King, WCKY, Cincinnati, president; Tommy Sutton, WNCN, Dayton, O., secretary; Earl Davis, Bristol, Va., vice-president; Dal Stallard, KCMO, Kansas

## MIXED ARTISTS

### MGM to Issue 'Heart' Album For Holidays

NEW YORK, Nov. 6.—M-G-M is readying a Christmas release for its new sound track album, "Deep in My Heart," from the M-G-M musical biog of Sigmund Romberg. The album is particularly notable in that, in addition to M-G-M recording stars, it also features Columbia's Jose Ferrer and Rosemary Clooney; Victor's Helen Traubel and Tony Martin, and Mercury's Vic Damone.

M-G-M stars include Gene Kelly, Jane Powell, Howard Keel, Ann Miller and William Olvis. M-G-M is releasing the LP in conjunction with the movie's opening at the Music Hall here. The 12-inch LP, boxed in a de luxe package featuring a red satin heart on a gold background, will retail at \$6.95.

It will also be available in a three-pocket EP at \$4.41 and as a four-pocket 78 album at \$4.35. However, Rosemary Clooney will not be included in the 78 package, since Columbia refused permission for any 78 releases by Clooney in the package.

M-G-M Records flack Sol Handwerker is readying a big promotion push on the album, with 20 by 20 blow-ups of the cover for dealer window displays available, and a special three-pocket EP going out to key deejays.

## FISHER TUNE

### New Label Offers Plan To Dealers

NEW YORK, Nov. 6.—New Disc is supplying dealers here with boxes of Betty Johnson's new record, "I Want Eddie Fisher for Christmas," marking the first time the label has offered platters on consignment. If the test in the New York area is successful sales-wise, New Disc will follow thru on a national basis.

Now that Joy Music has lifted its restriction on the tune, New Disc is promoting the Johnson record all over again this week, with 2,500 new deejay copies going out, and the canary visiting jockeys in Boston and Hartford, Waterbury, and New Britain, Conn., accompanied by Joy's promotion manager Harvey Celler. Title strips on the platter have been shipped and the Eddie Fisher fan clubs are organizing to push it nationally.

City, Mo., treasurer.

The board members of the association are: Jim Brooker, WMIE, Miami, chairman; Eddie Hill, WSM, Nashville; Casey Strong, Sedalia, Mo.; Tom Jackson, WKAB, Mobile, Ala.; Hardrock Gunter, WWVA, Wheeling, W. Va.; Smokey Smith, KRNT, Des Moines; John Banks, Dinuba, Calif., and Lute Williamson, Holyoke, Mass.

## BING'S E. T.

### Crosby to Mix Live Music, Disks on CBS

NEW YORK, Nov. 6.—Altho Bing Crosby's forthcoming transcribed across-the-board CBS radio show will feature the Buddy Cole combo, records will also be played on the program, thereby pointing up the growing trend towards the use of recorded music on a network radio level. (See separate story for a more detailed analysis of the trend.)

The Crosby show, which tees off November 22 at 9:15 p.m., will also introduce an innovation in guest-interviews for the groaner, with Carl Sandburg and big-name guests of a like non-show business character slated to appear on the show. Crosby will warble several numbers with the Cole outfit, but on certain songs, which require the use of a fuller musical backing, the singer will spin his own recordings instead, with his new "White Christmas" album for Decca sure to get plays on the first few programs. From time to time, record-

(Continued on page 18)

## MANY VERSIONS

### Christmas: Songs Old, Words New

NEW YORK, Nov. 6.—Dealers may soon be able to move Christmas standards in all markets if a new publisher trend catches on. In a move to broaden the sales scope of their seasonal material this year, publishers have provided last year's Christmas ditties with lyric changes, suitable for practically every market.

Trinity Music, for instance, will have four new versions of "Santa Baby." These are Eartha Kitt's "This Year's Santa Baby," her second RCA Victor pop waxing of the tune; Homer and Jethro's country and western version, "Santy Baby," also for Victor; Leslie Uggams' kiddie version "Uncle Santa," for M-G-M, and Pepe and His Mambo Kings' cutting, "Santa Baby Mambo."

The Eartha Kitt record winds up with the line "and remember, Santa, it's only 365 days until next

(Continued on page 16)

## NBOA Forms Joint Committee to Push Dance Business

NEW YORK, Nov. 6.—The National Ballroom Operator's Association has set up a joint industry planning committee to map out a campaign to spur interest in dance records and in dancing. The new planning board is set to meet in Chicago on November 30.

The members of the NBOA planning group are Fred Benson, representing band managers; Les Brown, representing ork leaders; Tom Archer, for the NBOA; Joe Barry of Bridgeport, Conn., for the operators, and Howard Sinnott of GAC, representing booking agencies.

# VOX JOX

By CHARLOTTE SUMMERS

**R.&B. PRO & CON:** We are happy to report that many friends agree with our r.&b. "operation clean-up." J. Patrick Moss of CKOV, Kelowna, B. C., writes: "Just a line to say how pleased I was to read the editorials on censoring off-color lyrics. I have been doing this for several years much to the chagrin of some deejays who feel that if a number makes any of The Billboard charts, it should be played regardless. Therefore, I was pleased to be able to show the editorial stating that because a record is on the best-seller list, doesn't necessarily mean it's a tune that should be aired. I hope that your campaign results in a general cleaning up of lyrics, as many of the off-color tunes have a good beat and would make good air tunes if it weren't for the words. I'm sorry to see so many good tunes coming out in this category, such as 'Honey Love,' which would only need a slight change in the words to make it acceptable to everyone."

Jay Giles, WSOY, Decatur, Ill., tells us that he "can't see the r.&b. tunes coming out now. I have to audition them too closely." . . . Jerry Kay, WTXI, New Orleans, doesn't agree. His contention is that "the listeners want the top tunes, and they are King. Too many deejays forget this. Your own personal likes and dislikes must be submerged. Our top Hooper rating in the city proves this." . . . Bill Haley of "Shake, Rattle and Roll" fame guested on Carl Reese's show last week over WERE, Cleveland, and Reese reports Haley's views on r.&b. lyrics. "Haley thinks opposition to r.&b. is unfounded. We use the familiar phrase around here, 'Nobody likes it but the people.'"

The Mad Turk, WESA, Charleroi, Pa., adds his criticism of the off-color lyrics: "On the subject of r.&b. music—it should be cleaned up. This type of music in our area is very commercial but no deejay in his right mind should ever program r.&b. music which is suggestive or immoral. Many young people like to listen to r.&b. music. Reason enough? I think so." . . . Ralph Faucher, WTAQ, La Grange, Ill., sends along his philosophy which more or less covers this controversy.

(Continued on page 74)

# DEALER DOINGS

By JUNE BUNDY

**TRAFFIC MOVERS:** Sam Goody, New York City, is building Walco diamond needle sales these days with a special promotion. A direct mail piece, which is also passed out to customers in the store, has a bent needle taped to the page, with copy reading "I am a long-playing needle. But I would not recommend myself for use in your record player, particularly if you value your record collection." The letter goes on to advise how to spot defective needles and how many plays are expected from each type of needle on the market. A bonus check (entitling the buyer to \$1 toward the purchase of a Walco diamond needle) is also attached to the promotion piece.

**JUST BROWSING:** Harry Crofoot, Swem's Record Shop, Medford, Ore., writes, "Our local YMCA is the main social center so we furnish records for weekly dances there, attended on Fridays by high school students and on Saturdays by the junior high set. Someone from the store acts as emcee at each dance. The kids just love the stuff we play and naturally we get sales as a result. The young crowd also likes our Swem's Bonus Record Club, which gives customer one free record after they've bought 10 disks (singles only)." . . . Looking backwards, Eileen Wolosz, who owns and operates the Monumental Appliance Record Shop, Towson, Md., says that sales on Doris Day's waxing of "If I Give My Heart to You," established a record as a "fast seller" in her store. She sold 142 of the platters in four days.

**FIELD REPORTS:** Avis Hulet has taken over the record department of McLellan's Store, Kansas City, Mo. It was formerly handled by Bernice Hendricks. . . . Mary Porter, record department manager for Macy's in Kansas City, Mo., has just returned to work after a lengthy illness. . . . Titchie Goettinger, a leading Dallas department store, opened a new record department November 1, with Marion Eamon as manager. The move gives Dallas two major department store record sections, A. Harris being the first. . . . William Miller, of Miller's Music Store, Catskill, N. Y., increased LP sales by 500 per cent, with a two-for-one sales promotion. Customers were offered one free LP with every LP purchase. The campaign was backed by co-op newspaper ads. . . . A similar sales gain was shown by J. D. Essinger, Summers & Son, Columbus, O., on an EP and LP album promotion. Customers purchasing five albums in one price range, received one free album of their choice in the same price category. . . . Deejay Jim Stewart, of WEHT-TV, Henderson, Ky., has sold his interest in a local record shop to his former partner Tommy Southwood, who spins records at WSON in the same city. Stewart decided to sell when his TV duties became too heavy for him to spend enough time in the shop. Southwood and his wife will run the store together.

**DETROIT:** The O'Malley Record Shop, on the southwest side of the city, is now under new ownership. Former owner, Mrs. Margaret O'Malley, sold out to Mr. and Mrs. William Markevich, newcomers to the music field. The shop is now being operated as the Marke Amusement Company, with pop records the major item.

# JUKE BOX WRAP-UP

The Music Operators of America is continuing to get set for its sixth annual convention and trade show. This week, for example, a whole batch of committees and committee chairmen were named and other plans were formulated. The convention will be held at the Morrison Hotel in Chicago on March 28, 29 and 30.

Seeburg's entry into the background music business with single and extended play 45 r.p.m. records is starting to get the promised advertising and promotional push. First ads in national business publications have already appeared, with the ad concentration due to get heavier from now on.

A pair of music machine operators, brothers Amos and Danny Heilicher of Minneapolis, got front-page publicity in the home city papers this week. The Heilichers, who are also record distributors in that area, have started their own label, Soma Records. It all started from a hobby of collecting tapes.

For full details on these stories see Music Machines department beginning on page 126.

# MAC Exits Ork Biz; Black to Set Up Firm

CHICAGO, Nov. 6. — Coincidental with the announcement by McConkey Artists Corporation that the firm was dropping its band department to devote full time to the TV film field, Bill Black, vice-president of McConkey and head of that agency's band department, announced he was resigning to form a new firm, Orchestras, Inc. MAC's Dick Shelton announced that his firm had dropped from the band business to concentrate on its new contract to represent Governor Films. Bill Black is resigning as of November 15 and will take with him such former MAC properties as Russ Carlyle and Don Reid. Other band leaders in on the new Orchestras, Inc., are Larry Faith, Jimmy Featherstone and Ray Pearl. The new outfit will be located at 322 S. Michigan Avenue, Chicago.

Basic idea for the organization is to give it an edge on the Midwest sweet band market as all members are primarily hotel and location ballroom orchestras. Only two, Russ Carlyle and Ray Pearl, are established one-nighter outfits. It is reported that at least two other orchestra leaders have invested money in the venture and will join the organization as soon as their present contracts expire. A unique idea for booking and promotion was revealed by Black, who states he will get the leaders to double as bookers in all possible instances. All men will channel leads on booking back to the home office where Black and at least one of the leaders will be stationed at all times.

A distinct promotion advantage is visible in the recent Ray Pearl and Russ Carlyle bookings. When Carlyle opened at the Syracuse Hotel, Syracuse, he found that Ray Pearl, who preceded him on the engagement, had already made a promotional drive on Carlyle's recording of "In a Little Spanish Town." Black says that this type of co-operation will be carried on by all bands in the new organization.

# R&B Stars to Play Benefit

MEMPHIS, Nov. 6.—Some of the top names in the rhythm and blues field will be starred on radio station WDIA's "Sixth Annual Good-Will Revue" here, which will be held on December 3 at the Ellis Auditorium. Last year, more than 6,000 fans attended the r.&b. and gospel show for the benefit of crippled Negro children, and about \$6,800 was raised.

Stars set to appear at this year's show include Big John Greer of RCA Victor, Little Walter and Muddy Waters of Chess and the Five C's of United. The theme of this year's show will be a rural one, "Company's Comin'" sparked by the entire WDIA staff, including Nat and A. C. Williams, Rufus Thomas, Willa Monroe, Starr McKinney, Theo Wade, Robert Thomas, Ford Nelson, The Spirit of Memphis Quartet and the Southern Wonders.

# Brubeck Signs Milestone Pact

HOLLYWOOD, Nov. 6.—Milestone Productions, Inc., independent television production company, has signed Columbia Records' jazz rage, Dave Brubeck, to a contract, projecting a television series on Brubeck's style of jazz.

Brubeck and his combo are to be featured in the filmed series in a format designed "to bring an understanding of contemporary jazz to the general public," according to Milestone President Lou Gartner.

First release is to cover a series of jazz using the American university as a background.

# COL. CHRISTMAS LP FOR FREE

TORONTO, Nov. 6.—Something different in the way of Christmas carols for radio programming is being offered by Columbia Records of Canada, Ltd. A letter has gone out from Frank M. Jones, sales promotion manager, to all the radio stations offering gratis the Columbia LP "The Christmas Mood" which he believes will help in planning a station's Christmas programming. The problem faced by the stations, believes Jones, is a tendency to forget the real meaning of the time of year.

# Columbia, S-B Align to Form Music Pubbery

HOLLYWOOD, Nov. 6.—Formation of Columbia Pictures Music Corporation, a partnership entered into between the movie studio and Shapiro-Bernstein, was disclosed here this week by Jonie Taps, Columbia producer and chief of their music department.

Alignment followed a series of lengthy negotiations between Taps and S-B execs Louis Bernstein and Dick Vollter. Before joining Columbia, Taps was general manager of S-B, one of the oldest publishing firms in the music business.

Taps disclosed the new firm will publish all the music from upcoming Columbia films. The motion picture studio currently has its most extensive roster of film musicals on its production schedule, numbering "Prize of Gold"; "My Sister, Eileen"; a musical remake of "It Happened One Night," "The Eddie Duchin Story," "Pal Joey" and as yet untitled pic starring Frankie Laine. Writers of the above film scores include Ned Washington, Lester Lee, Julie Styne, Leo Robbin and Johnny Mercer.

Taps disclosed that Columbia Pictures and Shapiro-Bernstein will each have a 50 per cent interest in the new publishing firm. A slate of four officers are to be named, with Dick Vollter appointed president and Taps named general manager thus far. New publishing firm will be an ASCAP affiliate.

Entry of the Columbia studio into the publishing business puts to rest the oft reported sale of Mills Music to Columbia, and brings to three the number of motion picture studios operating publishing firms. M-G-M via its Big Three publishing group, and Paramount in Famous-Paramount are the others.

# Eisenhower Signs Copyright Confab

WASHINGTON, Nov. 6.—Music industry personalities were well represented here yesterday (5) when President Eisenhower put his signature to the Universal Copyright Convention (The Billboard, November 6).

Invited to witness the inking of the historic document were Charles Tobias and John Schulman, of the Songwriters' Protective Association; Stanley Adams and Herman Finklestein, of the American Society of Composers, Authors and Publishers, and Carl Haverlin and Sydney Kaye, of Broadcast Music, Inc.

# Sellout Looms for Electronic Show

CHICAGO, Nov. 6.—Advance registrations for the 1955 Electronic Parts Distributors Show in the Conrad Hilton here May 16-19, indicate a possible sellout in advance of the space drawings which will be held in New York December 8.

Regulations governing the show stipulate that manufacturers desiring to exhibit must be members of one or more of the four co-sponsoring trade associations: the Radio-Electronic-Television Mfgs. Association; the Sales Managers' Club, Eastern group; the Association of

# NEWS REVIEW

# Modern Jazz Sets Seek to Satisfy Fans

By JOE MARTIN

It used to be in the retail record business that dealers stocked classical and popular albums and managed to carry a few jazz sets for the die-hards who refused to give up on their favorite instrumental soloists. And just as the dealer who handled just enough classical packages to satisfy a few regular customers has been forced to widen and deepen his inventory, the dealer who stocked a few jazz albums must also take advantage of the ever-increasing market for jazz recordings—hi-fi ones at that.

This very week a representative group of jazz packages spotlights the flood of material emanating from the West Coast and the material being turned out by major and indie labels seeking to satisfy the demand for "modern" or "progressive" sounds.

From the East comes a pair of Brunswick packages and one from the Prestige label. The West Coast tootlers are amply represented on the Nocturne, Skylark and Pacific jazz labels. Yet this is only a smattering of the modern jazz turned out weekly by the hundreds of record firms in the packaged merchandised field.

## Quartets

Perhaps the best known name nationally is Terry Gibbs. The Brunswick "Terry Gibbs Quartet" album has the foursome playing some swinging versions of standard tunes and four originals. The group really swings, but the solos are as modern as anything heard these days. The same label's "Tony Scott Quartet" features one of the top clarinetists in the business playing a mixture of standard and originals in a relaxed style which should please both the seekers of "cool" music and those who want straightforward readings.

The Prestige label introduces Phil Woods on alto and John Wilson on trumpet via the Jimmy Raney Ensemble, in which the guitar-playing leader takes his youthful combo thru lengthy readings of "Stella By Starlight" and original compositions. The crude musicians purvey fine music for the knowing fans.

From California comes the Bob Enevoldsen Quintet, playing some "hip" and slickly arranged items on the Nocturne label which is owned by bassist Harry Babasin, who also plays on the session. Enevoldsen is also featured as one of the tram handlers on "Bud Shank and Three Trombones" issued by the Pacific Jazz label. Shank already has a strong reputation around the country. With him are such jazz names as Shelly Manne, Maynard Ferguson and Joe Mondragon.

A fairly new label, Skylark, comes up with "The George Redman Group," a set devoted to drummer Redman and such familiar new jazz men as Herbie Harper on trombone.

The same sidemen seem to be working for every label; the result is good music aimed at a specific market by record people who know what they are about. Despite the all-too frequent use of high-falutin' terminology like "contrapuntal," "extended form," "integration," "playback equalization" and "secondary voices," the material on the grooves can sell the package if the dealer will expose it.

Electronic Parts and Equipment Manufacturers, or the West Coast Electronic Manufacturers' Association, and all of these must sell nationally thru distributors. Another co-sponsor of the show is the Radio Parts and Electronic Equipment Show, Inc.

There will be 203 exhibit booths available in the exhibition hall of the hotel as well as 113 rooms in the display room area. Each of the two categories will be drawn separately.

# TALENT TOPICS

## 'STAR BORN' POLICY AT COCOANUT . . .

The Ambassador Hotel's Coconut Grove, Los Angeles, will launch "A Star Is Born" each Thursday night, returning to its old policy of providing new talent an opportunity to be discovered. First such night will showcase vocalist Jack Hilliard, who has played New York and London night spots. Arrangements have been made by the Grove with ACVA to compensate all talent on a minimum scale for the one night.

## CAP DISK TEAMS MARTIN AND COLE . . .

In this age of developing new sounds, artist and repertoire men have been known to come up with some novel pairing of artists, a la Clooney and Dietrich on Columbia. Scheduled to hit the market shortly is the first such waxing by Capitol with Dean Martin and Nat (King) Cole paired on the aptly titled "Open Up the Doughouse, Two Cats Are Comin' In."

## PEREZ PRADO SET FOR 19 ONE-NIGHTERS . . .

Perez Prado ork has been inked for a series of 19 one-nighters, kicking off the tour at Zenda Ballroom, Hollywood, November 13. Latin band will work a schedule of 14 cities thruout Texas in its tour, which winds up December 1 in New Orleans. Dates were set by Henry Alper, of Music Corporation of America.

## MARINE ROOM TO DROP FLESH PRESENTATIONS . . .

The Marine Dining Room of the Edgewater Beach Hotel, Chicago, will end its policy of live floorshows at the end of the current Ted Lewis run November 21. The room will undergo redecoration and will open soon as a dining spot, with possibly an orchestra for dancing. Size of the room will not be reduced. Hotel officials feel the move will increase business and improve customer appeal.

Pianist Joe Moon will alternate at the Hotel Earle Waverly Lounge with the Herman Chittison Trio starting Friday (12). . . . The Gaylords are now appearing at the Casino Royal in Washington. . . . The Rover Boys are set for the Eastman-Kodak show in Rochester on Thursday (11) and then will play three days at the Club 86 in Geneva, N. Y. . . . Alec Templeton will appear on Ruby Mercer's Mutual

Broadcasting System show on November 15. . . . Gerry Mulligan and Chet Baker intend to join forces and form a cool jazz ork some time after the start of the new year. . . . Drummerman Buddy Rich joins the Tommy Dorsey ork. Rich was with the Tommy Dorsey crew when the ork included Bunny Berrigan, Frank Sinatra and Joe Stafford back in the 1940's. . . . Henny Youngman has signed to cut comedy sides for Coral Records.

Erroll Garner is now at the Rendezvous in Philadelphia. . . . Johnnie Ray is donating his services to the U. S. Navy for five days of appearances in hospitals starting November 17, along with Gary Morton, Cathy Carr and Betty Luster. Hospitals to be visited are located in the East. . . . The Crew Cuts will appear on the Ed Sullivan TV Show on November 28 and on "Stop the Music" on November 30. Starting December 30 they will be at the Casino Theater in Toronto. . . . Alan Dean is now at the Victorian Club in West St. Louis for two weeks. . . . George Shearing will be at the Crescendo in Hollywood from November 12 to 25. . . . Mitzi Mason opens at the Shamrock Room in Boston Monday (8). . . . Percy Faith, Columbia Eastern musical director, has been signed by M-G-M pictures to be musical director of a forthcoming film about thrush Ruth Etting. Doris Day will star.

Erroll Garner will do a guest shot on the Steve Allen video show next Friday (12). The following Tuesday (16) he opens for a two-week stint at the Basin Street, New York nitery, with Woody Herman.

The Tony Scott Quartet opens at the Rendezvous Room November 22 for two weeks, after which they head for an engagement at the Comedy Room, Baltimore, December 13. Bookings for the RCA Victor recording group are handled by Mercury Artists. . . . The Les Elgart band, now on an Eastern tour of one-nighters, is cutting a new album of pop cover material for Columbia featuring the Metrotones, a singing group out of Louisville. . . . Ethel Waters will take her one-woman show on tour for 16 weeks beginning January 15.

Hal Jovien's Premiere Artists agency last week added six clients, bringing the firm's artist roster to 12 in only three months of business. Added were Lucille Norman, Bob Rockwell, Captain Jet, Hank Weaver, Phil Moore and Louise O'Brien. Jovien also represents Ina Ray Hutton, Bill Ballance, Hawthorne, Hunts Hall, Marianne Owens and Van Alexander.

# FOLK TALENT & TUNES

By BILL SACHS

A new jamboree unit, the "Texas Round-Up Show," makes its debut Saturday (13) in the new million-dollar Memorial Auditorium on Shoreline Drive, Corpus Christi, Tex. Show will be a regular Saturday feature, with country names being imported for the occasion. Promoter is O. M. Baxter, and Bill Potter serves as general manager and emcee. Hank Locklin will be one of the guest features at the opener. . . . After more than 20 years in the music-record business and long recognized as one of the giants of the country music field, Gene Autry makes his first appearance on "Grand Ole Opry" in Nashville November 20 during the WSM Disk Jockey Festival. Autry will pilot his own plane to Nashville from Hollywood, accompanied by publisher Charlie Adams and folk star Rex Allen.

Sunshine Sue and her gang from the WRVA "Old Dominion Barn Dance," Richmond, have rejoined the CBS "Saturday Night, Country Style" for an every-other-week stanza. Sue recently closed in the ill-fated "Hayride" on Broadway. . . . Faron Young will be mustered out of the Army at Fort McPhearson, Ga., November 16 and five days later begins a 12-day trek thru Texas, New Mexico, Ari-

zona and California with his newly organized band, the Wilburn Brothers and several other acts. On December 6, Young, along with his band, the Milburn Brothers and Minnie Pearl, will play Frank Daily's Meadowbrook, Cedar Grove, N. J., for many years an exclusively pop location. Faron's latest Capitol release is "If You Ain't Lovin', You Ain't Livin'." . . . Joe Taylor, the Cowboy Auctioneer, and His Indiana Red Birds are being heard on a new radio show each Saturday night over Station WOWO, 50,000-watter in Fort Wayne, Ind. The combo has a new release on Emerald label, "My Gal's a Square-Dance Caller" b/w "My Sweet Eleanor."

Jack Turner, RCA Victor artist of Montgomery, Ala., was voted the c.&w. performer best suited to portray the role of Hank Williams in the forthcoming M-G-M film, "Cheatin' Heart," in a poll conducted by columnist Fred Woodress in The Birmingham Post-Herald. Woodress had readers of his Coffee Cup Comments column mail in their suggestions. Of 576 readers replying, Turner was the choice of 357. Uncle Jim Atkins, singer, songwriter and deejay on WBRC, Birmingham, was sec-

(Continued on page 93)

# RHYTHM & BLUES NOTES

By BOB ROLONTZ

Radio station KEYS in Corpus Christi, Tex., will celebrate the second birthday of its important r.&b. show "The Night Train" on Friday, November 19. The show will be broadcast all night long, starting at midnight and running until 6 a.m., marking one of the longest r.&b. shows aired to date. For the occasion, chief engineer Brunell Harvey, who conducts the show, has invited representatives from all of the recording firms and their distributors to be present, and to bring along any new records or any that they happen to be pushing at the time. They will give any of these disks a real send-off. According to all we hear, it will be a gala night for the station and for r.&b. fans in the Corpus Christi area.

Lou Krefetz, genial manager of the Clovers, was in New York City to attend the opening of his sock group at the Apollo Theater last week. . . . Private Clyde McPhatter visited the Atlantic studios in New York last week on leave from Fort Dix, N. J., to cut a few sides with the Drifters. . . . Jerry Leiber and Mike Stoller, cleffers and part owners of Spark Records, have come up with two more strong pieces of material in "Framed" and "Loop De

Loop Mambo" on the new Spark disk featuring the Robins. Leiber and Stoller are the writers of "Hound Dog," "Riot in Cell Block No. 9," "Love Me" and "I Need Your Lovin' (Bazoom)." The boys are almost as prolific as composer Lincoln Chase.

The Billboard's Music-Record Programing Guide this week reveals some interesting facts about r.&b. records, ranging from the number of hours r.&b. disks are played as against country and hillbilly music, and the top artists and combos of the day according to the nation's deejays. According to the station manager's poll, r.&b. disks are programed about five hours a week, as against 10.7 hours for country records. The number of hours devoted to r.&b. programing has improved slightly in 1954 over 1953, but it is still not enough.

We say this notwithstanding the fact that we are willing to bet dollars to donuts that a lot of what we would call r.&b. records are included in that 42.5 hours devoted to pop wax. Somehow we believe that many pop jockeys and/or station managers would consider the Chords' record of "Sh-

(Continued on page 99)

## COUPLE IN THE DITCH

# 1-Nighter Packages Find Road's Rocky

By BOB ROLONTZ

NEW YORK, Nov. 6. — The "Biggest Show of 1954" with Billy Eckstine, Peggy Lee, the Pete Rugulo ork and other acts folded last week after playing about half of its scheduled 28 dates. And the producers of another one-nighter package, the "Mambo U.S.A. Show," decided to fold on November 11 and play only three weeks of a skedded five-week trek.

These were the dramatic developments of one of the oddest seasons for one-nighter shows in many years, a season that saw three shows bomb, one do fair and another have the best season in its history.

The official reason given for closing the Gale Agency's "Biggest Show" was due to illness on the part of Peggy Lee. However, neither the agency nor the promoters were at all pleased with the box office the show had racked up in 15 dates up to Saturday (30). These 15 dates were the weakest in the three year history of the "Biggest Shows," and the show lost money for the Gale Agency and various promoters.

The "Mambo U.S.A." show had racked up such slight grosses by last week that the producer of the show and the bookers, Shaw Artists, decided to forget the tentative schedule of two weeks on the West Coast and end the show east of the Mississippi.

### Tough Time

Another show that had it tough, according to jazz impresario Norman Granz who produced and booked it, was the Duke Ellington-Dave Brubeck-Gerry Mulligan-Stan Getz package. Granz said this week that the show ended up deeply in the red, averaging only about \$4,000 per night, as against a nut of over \$6,000.

The Stan Kenton "Festival of Modern American Jazz" show, booked by the Gale Agency, is hav-

ing a hard fight to equal last year's figures and is expected to wind up either equal to or below last year's grosses.

The Granz "Jazz at the Philharmonic" unit, the 14th in the long series, however, had the greatest year of all in 1954. The show bettered last year's figures by more than 20 per cent, and this year grossed more than \$360,000 on 37 dates for the biggest Granz year in many.

Reasons of all sorts are expressed for the power of the Granz show and the failure of some of the others. But in spite of the hazards of the road, two and perhaps three new shows are set for the winter season. Birdland will present a jazz package starring George Shearing, Count Basie and a male and female singer, and there may be two r.&b. shows on tour.

## Court Impounds

• Continued from page 14

cense, a court decision for the plaintiff did not constitute a direct means of protecting the copyright. The defendant could file a notice of user and continue to manufacture and sell disks, meanwhile working out a royalty deal with the publisher.

In the case just decided by Dawson, this is impossible. It is interpreted as having the effect of immediately putting an end to the business done in those disks by the defendant. The court order states specifically that judgment for default shall be granted against Krug (A.F.N.):

1. Enjoining the defendant, pending further order of this court, from infringing the musical copyrights of plaintiffs and from manufacturing, distributing, vending and selling any parts of instruments serving to produce mechanically the copyrights of the plaintiffs, and requiring said defendants to deliver up to the Special Master herein provided for, for impounding, all parts serving to reproduce mechanically said copyrighted musical compositions.

2. Providing that upon satisfactory proof being presented to this court that the defendant has paid the royalties and damages provided in the final judgment herein, and has given the notice required to take advantage of the compulsory licensing provisions of the statute, the aforesaid injunction and impounding order may be lifted.

3. Royalties in the sum of 2 cents on each record manufactured, plus damages of three times such amount, etc.

4. Appointing Charles L. Sylvester, Esq., as Special Master to ascertain the amount of royalties and damages to be awarded. The court states that the order shall be settled on five days' notice.

### Trade View

The implications in the court's decision that the masters be impounded, are, of course, of interest not only to publishers and songwriters, but also to record companies. The latter, who have long struggled to combat piracy of their disks by other manufacturers, feel the Dawson decision gives them an indirect method of control — thru the protection of the publisher's copyright.

At press time, it was not known whether the decision would be appealed.

## Many Versions

• Continued from page 14

Christmas," paving the way for still another version in 1955. Similar re-vamp jobs were performed by other publishers this year, with "Rudolph, the Red-Nosed Reindeer" emerging as "Rudolph the Red-Nosed Mambo," and "I Saw Mommie Kissing Santa Claus" re-styled as "I Saw Mommie Doing the Mambo (With You Know Who)."

## News Review

• Continued from page 14

cerpts to a single EP in each case.

Another new good-music children's set from Columbia is in the more accustomed groove, but is an unusually fine example of its type. It's "Pan the Piper," telling a fanciful tale of how the orchestra came to be. This has been a standard opus at Children's concerts given by the New York Philharmonic in New York, the ork featured here.

The "Pan" figures to be the strongest seller of the group, satisfactory action over a long period should also be the lot of the others. It might be added that dealers pushing these introductory classics are incidentally contributing to the growth of their future market in full-length classical wax.

## RCA Begins

• Continued from page 13

Robert Shaw and . . .", with space left for purchasers to write in their names.

Promotion material to back the releases include a lighted window display with albums hanging from a simulated Christmas tree. Two innovations this year are a special holiday shopping bag and gift wrap "belly band" for dealer distribution. Streamers, hangers and ad mats will also be made available.

## Canada Disks

• Continued from page 13

pushed thru the machines, a jump of 75,000 from the previous month.

In the 12-inchers, the 78's are far behind the 33's. Sales of 78's were 4,871, listed at \$7,227, contrasted with 53,057 LP's listed at \$277,271. This figure is nearly twice the sales of August. September shows a dropping off in production from sales, tho a 12,000 platter increase from August.

# MUSIC AS WRITTEN

**HULMAN ADDRESS BEFORE COPYRIGHT ORG...**  
John J. Schulman, attorney for the Song Writers of America and the Songwriters' Protective Association, was scheduled to address a meeting on Monday (8) of the Los Angeles Copyright Society. Schulman's talk is titled "Motion Pictures in a Changing Copyright World." It is expected he will discuss progress of the \$150 million suit filed by SWA against BMI and the networks, and also touch upon modification of the existing 28-year U. S. copyright term.

**ED NICHOLS FILM SET BY PARAMOUNT...**  
Paramount Pictures will produce a film titled "Intermission," the story of the disappearance during the '20's of Red Nichols of Five Pennies fame. Nichols is generally considered one of the all-time jazz reats and disappeared from his roadway haunts during the early '30's when his daughter, Dorothy, was stricken with polio. Nichols lives and works in Hollywood today, helming his Five Pennies and.

**DEUTSCH BACK FROM EUROPEAN TREK...**  
Adolph Deutsch, president of the Screen Composers' Association, returned to Hollywood last week from a seven-week tour of Europe, visiting London, Zurich and Paris in connection with the representation of American composer organizations. Deutsch conferred with officials of Suisa in Zurich, Switzerland,

in connection with the Swiss society's litigation against unlicensed music users. He also conferred and established liaison with the British and French composer groups in behalf of the Composers' Guild of America and also met with officials of the British and French performing rights societies.

**ERIN ACQUIRES 'CHOICE' TUNES...**  
Keefe Beasselle's Erin Music Publishing Company has acquired the complete score of eight songs by Clifford Manning and Roger Andover for the new musical, "Matter of Choice," opening in London next month with top British comic Max Bygraves. Plans are currently in the works to bring the show to Broadway in the spring of 1955.

**'ATHENA' CONTEST WON BY CHICAGOAN...**  
Coral Records "Athena" song-writing contest was won by deejay Howard Miller, of MWAQ, Chicago, and the Record Chest, Chicago. The winning lyric for the instrumental theme (featured in M-G-M's new musical "Athena") was written by Chicagoan Bert Pollock. As per contest agreement, Leo Feist will publish the lyric version and Don Cornell will record it for Coral. The contest was run to promote George Cates' instrumental version of the movie theme, released by Coral this summer. Miller and Pollock both receive \$500 and the dealer gets \$250.

**GOLDEN BELL, RYLAN PACT HOFFMAN...**  
Cleffer Al Hoffman signed an exclusive writing contract this week with Golden Bell and Rylan Music, Bob Merrill's new publishing firms. Hoffman's pact is for three years with a guarantee. He has a long list of hits to his credit and is a co-writer on the current novelty smash "Papa Loves Mambo."

**LATIN MAMBOS TASTE CHINESE DISHES...**  
The mambo has started a lot of new trends, but one of the oddest is the recent series of records being released on Rainbow Records by the Alfredo record that received some attention was titled "Chop Suey Mambo." The orkster's newest release is a follow-up and is called "Egg Foo Young Mambo." According to Eddie Heller, head of the firm, the next one will

follow the Chinese tradition too. It's called "Cantonese Delight Mambo."

**New York**  
Leeds Music is acting as selling agent for Hub Music's "Teach Me Tonight" and Manor Music's "Where Can You Be?" Exploitation on the two ditties is also being handled by Leeds. Mills Music has acquired the American and Canadian rights to the German song "Fata Morgana." English lyrics for the tune are now being commissioned.

Publisher Dave Blum is recovering rapidly at Mt. Sinai Hospital here from a stroke he suffered a few weeks ago. He would probably appreciate a line or two from his many friends in the business. "Cool Yuletide," featuring Urbie Green and his ork, will soon be released by Label "X." The sides were recorded originally by George Simon for B Plus Records. Another LP originally waxed by B Plus disks featuring Louise Tobin, once a thrush with the Benny Goodman ork, is soon due for release on M-G-M Records.

Cleffer Bernie Wayne has been signed to write the score for the "Ballad of Progress" show, which will be sponsored by General Motors. It marks the third show score penned by Wayne for the General Motors organization. Jazz International, a new international jazz club, has been organized. Stan Kenton is the sponsor, and managing director is Howard Lucraft, English orkster. Columbia pop a.&r. chief Mitch Miller will appear on the "Make Up Your Mind" show over CBS on November 10.

Cindy Lord, formerly with M-G-M, is now recording for Sheraton Records, Boston. Mike Cassone, personal manager of thrush Dorothy Forbes, has been squiring the canary around Boston and Philadelphia to help push her new Jubilee platter. The Kelly Norwood ork and The Madhatters have a new release on Accent Records. "Beware of It," currently building via Johnnie and Jack's RCA Victor Records, is published by RFD Music.

Bigelow Recording Company, a new label out of Pittsburgh, has released its first records. Frankie Miller has been signed by Columbia Records for the firm's country series. Wally Schuster, professional manager of Tannen Music, married Billie Myers on October 24.

The Collegiate Choral will hold its first concert of the season at Carnegie Hall on December 15. Norman Granz will be on the first SAS plane that will fly non-stop from California over the North Pole to Stockholm. Granz has also been active with his Clef label.

## FLOOD LOSES ON 2 COUNTS IN BOUT WITH CAP

HOLLYWOOD, Nov. 6.—Hell hath no fury like a disk jockey's scorn. This was the case when disk jockey Joe Flood, KTLN-KLZ, Denver, engaged Capitol Records in a minor skirmish to see whether a number of songs he had penned or his air time were more valuable to the plattery.

Flood floated a number of tunes to Capitol's artist and repertoire staff, making note of the fact that he played Cap's records on his d.j. shows. Firm heard the tunes on their own merits and returned same to Flood, suggesting changes in the lyrics.

This action evidently affronted Flood, who in turn returned Capitol's disk jockey samples with a like note indicating the records couldn't be played and suggesting lyric changes in them.

The battle of the mails came to a close this week. Capitol took Joe Flood off its disk jockey mailing list.

Clef has just signed Harry Carney, tho the latter will still be free to record with Duke Ellington. Dave Cavanaugh of Capitol Records, in town for three weeks, has signed the Nuggets, a new vocal group. Jimmy Boyd will appear on the Ed Sullivan TV show on November 21. Marvin Holtzman, of Epic Records, has signed a new group, the Four Deuces.

A new album, "Journey Into Love," has been released by Norgran Records. It is the label's first mood music set. Major Records, which has a hit with Denise Lor's "If I Give My Heart to You," has started a new label, AA Records. First release features thrush Terri Stevens.

**Chicago**  
WIND disk jockey Jay Trompeter married singer Billie Webster recently. The Aragon Ballroom, which is currently enjoying healthy business with the Ernie Rudy band, is now teaching mambo at its Sunday lesson sessions. Ralph Marterie made a quick flight into Chicago to attend his daughter's 16th birthday which was held at deejay Linn Burton's Steak House. Joe Delaney, business manager of Label X, made a tour thru Chicago on his way back to New York. This was his last stop on a promotional tour for the label. The Leon Sash Trio, Emarcy Records, currently playing at Drake's Bryn Mawr Lounge. Recordland, the record fan mag, has moved its offices to New York. A late entry into the single Christmas field is "Phroomf" by Johnny Lee on the Diva label. The tune, written by Frank Diva and published by Archie Levington's Midway Music, concerns a dwarf named Phroomf. Phroomf is only eight inches high and sits on Santa's knee. George Tasker, formerly with MCA and an independent producer, is partner in the record as well as producer.

**Hollywood**  
RCA Victor signed trumpeter Conrado Gozzo last week for a series of specialized jazz albums. Move is in line with the firm's continued emphasis of modern jazz packages.

It's Jerry Gray's third trip into the Palladium, opening November 9 for a three-week stand, with the

## Bethlehem Diskery Opens Coast Hqs.

HOLLYWOOD, Nov. 6.—Indie Bethlehem Records expanded its operation this week with the opening of its Coast headquarters. Firm's president, Murray Singer, arrived here for a one-week stay to launch the new branch, naming James (Red) Clyde to helm the local operation.

Coast office will function as distributors with a staff of its own salesmen. Clyde will supervise sales, recording and manufacture in his capacity here. Firm named Bob Chatton as its distributor in San Francisco, with appointments to be made in Salt Lake City, Denver, Seattle and other cities shortly.

## Deejay Ross to Do Sportscasting Job

MILWAUKEE, Nov. 6.—Kal Ross, formerly a well-known disk jockey and all-night show interviewer in New York City and now station director of WCAN and WCAN-TV here, will handle the play-by-play announcing of the Milwaukee Hawks professional basketball games aired by the station. Half sponsorship has already been set for the games, with the Blatz Brewing Company picking up the tab.

This isn't Ross' first sportscasting work. He did sportscasting for WMGM in New York and also worked Brooklyn Dodger radio network broadcasts.

Don Tosti Latin group working weekends. Margaret Whiting resumes shooting of her tele series after a week's hiatus. She'll film two chapters before reporting to Capitol for a recording session. Peggy Lee hosted the Sylvania Television convention in Detroit before her stand at the Rustic Cabin in Inglewood, N. J. Les Brown ork worked a wedding of Brother Stumpy Brown to non-pro Marta Fager. Claude Gordon ork getting set for a new disk affiliation. Bill Loeb has set Mel Torme for a return date at the Trails, November 11-13, the singer's first local nitery date in a year. Ina Ray Hutton's all-girl ork drew 5,000 payees in an open-air date in Bakersfield last week. Sylvia Fine and Sammy Cahn have teamed for the upcoming Danny Kaye film, "The Court Jester." Fred Raphael's music firm has acquired its first legit show-tune, "I Heard," by Jack Lawrence and Richard Meyers, from the Eva Gabor show, "Sailor's Delight." Clubtime Productions has added five stations to its "voice track" network which now totals 40 stations thruout the U. S. and Canada. Dave Apollon booked at Charley Foy's last week. Wally Nelskog, Seattle disk jockey, has exited the field to own and operate KUTI, Yakima, Wash. James (Deacon) Ware made his third appearance at the Los Angeles Press Club last week. Ted Loeff, indie publicist, has joined the Rogers & Cowan public relations firm, bringing his client roster with him. The Four Freshmen inked into the El Cortez in Las Vegas come February 10. Dorothy Shay follows her Los Angeles Statler stand with four weeks at the Last Frontier, starting December 6. Frank Sinatra sandwiches in a couple of nitery dates between pictures this December.

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

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HEADING FOR THE #1 SPOT!  
**MOOD INDIGO**  
NORMAN PETTY TRIO "X"  
OTHER GREAT VOCAL RENDITIONS JUST RELEASED  
BILLY ECKSTINE ..... M-G-M  
DELTA RHYTHM BOYS ..... Decca  
FOUR FRESHMAN ..... Capitol  
MODERNAIRES-GEORGIE AULD ..... Coral  
NEIL HEFTI-RAY CHARLES SINGERS ..... Epic  
MILLS MUSIC, INC.

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

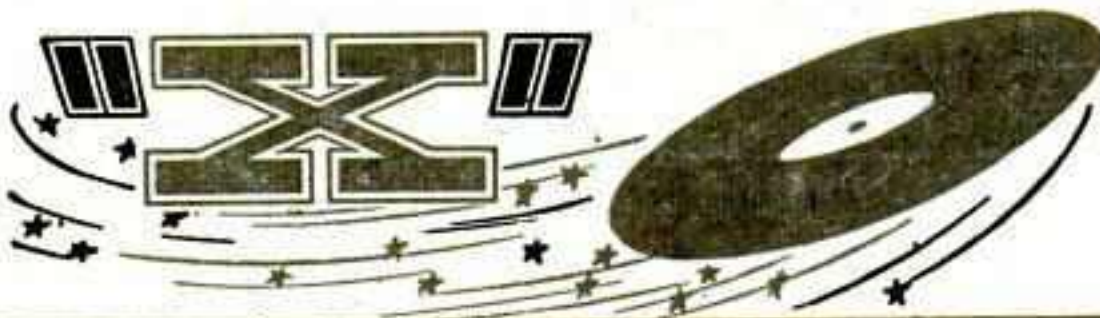
**-DISK JOCKEYS!**  
**THIS IS THE RECORD!**  
2 GREAT SONGS  
**BUDDY DIVITO'S**  
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**CURRENT AND CHOICE LISTING**

- 1 ST. LOUIS BLUES MAMBO**  
Richard Maltby • 78 rpm X-0042 (45 rpm 4X-0042)
- 2 RUNAROUND**  
The Three Chuckles • 78 rpm X0066 (45 rpm 4-X0066)
- 3 MOOD INDIGO**  
The Norman Petty Trio • 78 rpm X-0040 (45 rpm 4X-0040)
- 4 DOWN IN THE BOTTOM OF THE WELL**  
Wilder Brothers • 78 rpm X-0053 (45 rpm 4X-0053)
- 5 IN A LITTLE SPANISH TOWN**  
Smith Brothers • 78 rpm X-0070 (45 rpm 4-X-0070)  
Russ Carlyle • 78 rpm X-0055 (45 rpm 4X-0055)
- 6 WE WANNA SEE SANTA DO THE MAMBO**  
Bill Darnel and the Smith Bros. • 78 rpm X-0067  
(45 rpm-4X-0067)
- 7 ALEXANDER'S RAGTIME BAND**  
Ben Light • 78 rpm X-0058 (45 rpm 4X-0058)
- 8 TEACH ME TONIGHT**  
Helen Grayco • 78 rpm X-0051 (45 rpm 4X-0051)
- 9 I'M NOT ASHAMED TO CRY OVER YOU**  
Vince Carson • 78 rpm X-0056 (45 rpm 4X-0056)
- 10 IF I HAD A MILLION DOLLARS**  
The Dolphins • 78 rpm X-0062 (45 rpm 4X-0062)



**NEW RELEASE LISTING**

**ON THE ALAMO**

Echo Polka

**NORM "MOOD INDIGO" PETTY**

78 rpm X-0071 (45 rpm 4X-0071)

**VERA CRUZ**  
I Met You Once Before  
SPENCER-HAGEN ORCHESTRA  
78 rpm X-0072 (45 rpm 4X-0072)

**SOMEBODY GOOFED**  
Valencia  
JIMMY PALMER AND HIS ORCHESTRA  
78 rpm X-0073 (45 rpm 4X-0073)

**WHEN ARE YOU COMING HOME, JOE?**  
Butterscotch Mop  
DINAH KAYE  
78 rpm X-0074 (45 rpm 4X-0074)

**"X" RECORDS MARK THE HITS!**  
A Product of Radio Corporation of America

**Loew's, M-G-M Set 'Brigadoon' Co-Op**

RICHMOND, Va., Nov. 6.—An all-out promotion on the music from M-G-M's "Brigadoon" album has been concocted between George Peters, Loew's manager here, and juke box operators in the Richmond territory. All operators, large and small, have placed counter cards in every spot where they have a box, and the boxes themselves are plastered with "Play the hit songs from," etc.

Window streamers are being used, and in many locations cards are being distributed telling where the album can be purchased, not forgetting, of course, where the flick is playing and the fact that another dime or so in the box will keep them full of music.

**Label 'X', WBKB Tie-In on Talent**

CHICAGO, Nov. 6.—Label "X" and television Station WBKB here have tied in on a promotion to award a recording contract to the winning singer on the station's new midnight talent show, "Audition." The show marks the second live entry for the station in a month.

"Audition" will air for 90 minutes each Thursday midnight with more than 10 new talents bowing before the cameras on each program. Winning singer for the first 13 weeks will receive a recording contract with Label "X" for a session of four sides. Other prizes will be awarded. An interesting new slant on auditions will be young aspiring announcers trying their hand at prepared TV commercials on each program.

**WOAI Show for Barclay Russell**

SAN ANTONIO, Nov. 6.—New Monday thru Friday morning disk jockey program is the Barclay Russell show with Barclay Russell which is being aired on radio Station WOAI for an hour and 45 minutes, with 15 minutes out for the news at 8 a.m. Time, news and weather is aired at intervals throught the morning.

"Future Favorite Sweepstake" will introduce a new or unreleased record as one of the features of the program. Another will be "Star of the Week" when Russell will give out a biographical sketch of an artist and his reason for the choice.

**Bing's E. T.**

Continued from page 14

ings by other artists will also be played.

Crosby's long-time associate, Bill Morrow, will produce the series. The substitution of a small combo for a large band, and the integration of an occasional disk with the "live" music, of course, are all part of the web's over-all economy move to bring the high-priced Crosby within the range of current radio advertising budgets.

It's interesting to note that the show is slotted back-to-back with "Amos 'n' Andy" (9:30-9:55 p.m.), another transcribed across-the-board CBS series which integrates records with a "live" situation comedy format.

**MENTAL BLOCK ABOUT STEELE**

NEW YORK, Nov. 6.—Somewhere in Newark, N. J., there's a matron who is coyly but inexorably convinced that WOR deejay Ted Steele is really ABC's Martin Block and vice versa.

In a letter to Steele last week, addressed to "Dear Mr. Block or Mr. Steele," she plaintively inquired "Why, oh, why do you have to pretend to be somebody else? Don't you have to rush from WOR at 2 p.m. to get to WABC for the 'Ballroom' program? I suppose you do unless one or the other is transcribed."

**WARNERS SEEK GARSON TIE-UP**

NEW YORK, Nov. 6.—Warner Brothers has come up with a new gimmick for tie-up promotion between the record business and the movies. The studio is consulting with various disk firms on plans to issue a recording of the key love scene between Greer Garson and Dana Andrews in the new Warner picture "Strange Lady in Town." If the deal goes thru it will be one of the few times that a non-musical passage from a movie has been sold across the counter in record form. The scene spotlights a proposal of marriage, with Andrews spouting Elizabeth Barrett Browning's classic "How do I love thee, let me count the ways" poem from her "Sonnets From the Portugese." The platter will undoubtedly get a big play from the all-night deejay boys. Franklin McCormack's RCA Victor recording of the same poem with Wayne King's orchestra, has been a favorite with the 3 a.m. spinners for more than a decade.

**'White Christmas' Available on 78**

NEW YORK, Nov. 6.—In response to dealer and distributor requests, Decca is readying a limited edition of the new Bing Crosby-Danny Kaye-Peggy Lee "White Christmas" Album on 78 for the holiday season.

This is the first time Decca has released an album on 78 since the album business became all EP and LP. However, Decca execs emphasize that only one 78 run will be made, with orders filled on a first-come-first-served basis.

**Anderson Heads Up New Coast C.&W. Jubilee**

HOLLYWOOD, Nov. 6.—"County Barn Dance Jubilee," new live Western teleshow, premieres here this week, emanating from Foreman Phillips' ballroom suburban Baldwin Park, Calif.

Show is to be emceed by (Carrot-Top) Anderson, with a cast of regulars including Red Murr and His Ozark Playboys, Ed Downs, Three Little Country Girls, Glen and Gary, Shir Bates, Frank Simons and T. Atchison.

Remote telecast will originate from the ballroom and air Station KCOP.

**Huskey's 'Drunk' Cramps Bar Play**

CHICAGO, Nov. 6.—Len Ellis, disk jockey on WJOB, Hammond, Ind., with his program "Uncle Les Rhythm Roundup," has stirred quite a fuss. Several weeks ago Ellis began programing Ferl Huskey's Capitol recording of "The Drunken Driver," a narrator poem concerning a driver involved in an accident in which two children were killed. The immediate reaction to this spinning was a phone call from a local bartender asking Ellis to stop playing the record because it was hurting his business.

Ellis continued to play the wailing because local interest placed the disk on his top 10 number. Each day brought new calls from local bartenders, until this week Ellis was contacted by the bartender's union. The union claimed it was being flooded by complaints from bartenders. The union wanted to have representatives meet with Ellis in an effort to see if anything can be done. Who says records don't have any direct effect on the public?

**BMI Check List OF NEW RECORD RATINGS BY THE TRADE PRESS**

	Billboard	Cash Box	Variety
<b>DARLING, I LOVE YOU (Republic)</b>		B	
SAMMY KAYE ORCH. (Columbia)	77 (Good)	(Very Good)	
<b>DOWN SOUTH (E. B. Marks)</b>			Very Good
SOPHIE TUCKER (Mercury)	Satisfactory	C+ (Good)	
<b>IT SHOULD'VE BEEN ME (Progressive)</b>		B	
THE TOP HATTERS (Cadence)	Spotlight	(Very Good)	
<b>LET ME REMEMBER (BMI Canada)</b>		B	Good
JULIETTE ("X")	74 (Good)	(Very Good)	
<b>LOOP DE LOOP MAMBO (Quintel)</b>		R and B Sleeper	
THE ROBBINS (Spark)	86 (Excellent)	B	
THE FOUR ESCORTS (Victor)		(Very Good)	
BILLY MAY (Capitol)	76 (Good)		
<b>MAMBO BABY (M &amp; M)</b>		Disk of the Week	Good
GEORGIA GIBBS (Mercury)	71 (Good)		
<b>MARILYN MONROE MAMBO (Peer International)</b>		B	
PEREZ PRADO ORCH. (Victor)	75 (Good)	(Very Good)	
<b>MIDDLE AGE MAMBO (Radon)</b>		B	Good
SOPHIE TUCKER (Mercury)	Satisfactory	(Very Good)	
<b>ONE A TWO TIME MORE (Gil)</b>		B+	
RONNIE GAYLORD (Mercury)	76 (Good)	(Excellent)	
<b>READY WILLING AND ABLE (Daywin)</b>		C+	Good
GARY CROSBY (Decca)	74 (Good)	(Good)	
<b>SHOW ME (Trinity)</b>		B+	Good
THE ROVER BOYS (Coral)	Spotlight	(Excellent)	
<b>THAT'S ALL I WANT FROM YOU (Weiss &amp; Barry)</b>		Disk of the Week	Best Bet
JAYE P. MORGAN (Victor)	Spotlight		
DICK JACOBS ORCH. & CHORUS (Coral)	70 (Good)	C+ (Good)	
<b>WE'LL BE TOGETHER AGAIN (Marmor)</b>		Disk of the Week	
ROSEMARY CLOONEY (Columbia)	78 (Good)		
<b>YOU'VE GOT IT (Tannen)</b>		C+	Very Good
THE ROVER BOYS (Coral)	Spotlight	(Good)	

**BROADCAST MUSIC, INC.** 589 FIFTH AVENUE NEW YORK 17, N.Y.  
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL



A SPECIAL SECTION ON PROGRAMING IDEAS AND DATA FOR DISK JOCKEYS

The Billboard 7th Annual

MUSIC-RECORD PROGRAMING GUIDE

EDITORIAL

Local Radio Keystone

Radio—now in its fourth decade—has made the full circuit of the electronic orbit—and the disk jockey has emerged as its most shining satellite.

In an age when great names glamorized the radio firmament, it was the platter spinner who quietly, but surely, kept closest touch with all the phases of the broadcasting medium—the listeners, the station and, of course, the music business which in increasing measure became the chief source of disk jockey programing.

The Mainstay

So today, when much of the froth and glamor has left network radio, it is surely logical and just that the disk jockey be recognized for what he is—radio's mainstay.

By virtue of his very history, by reason of his long climb upward during the years when names monopolized radio, by reason of his long apprenticeship and close contact with all facets of the broadcasting business, the disk jockey is supremely able to face his responsibilities squarely and take them in stride.

Ingenious and enterprising, he has helped radio survive its roughest ordeal. Thru his knowledge of records and artists he has demonstrated his capacity to view the entire show business as a whole; he has demonstrated his capacity to infuse local radio with sparkle and individualism.

The augury for the future—for both local radio and the jockey—is clear.

Deejays' Importance Opens Doors to Expanding Activities

The status of the disk jockey as an indispensable medium of record promotion has brought him opportunities beyond the sphere of mere record spinning.

As an integral factor in pop music, the deejay would be somewhat less than human if he didn't capitalize on his unique position.

It is just as true that thru these extracurricular activities he probably gains an awareness of the special problems of the publisher, record manufacturer, dealer, distributor and talent promoter that he couldn't otherwise obtain.

Rare Payment

If there are occasional abuses by a few deejays who demand concrete thanks for their favor, the known examples are so rare as to be insignificant in the overall picture.

Instances of disk jockeys expanding into allied music fields are numerous. In addition to illustrating the enterprise of individual jockeys, there are instructive lessons in the general inter-relation of the music business, where record companies often double as publishers, where publishers manufacture records and where many songwriters do a little of both publishing and record making.

Los Angeles deejays have been as active as those from any other area in promoting allied endeavors. Radio Station KLAC's "Big Five," for instance, consisting of Alex Cooper, Peter Potter, Jim Ameche, Gene Norman and Dick Haynes, all have other interests.

DEEJAYS WHIRL WITH WORK IN ALLIED FIELDS

Just how prevalent are the instances of disk jockeys working in other phases of show business? The current Billboard survey shows that hundreds of platter spinners are involved in such diverse expansions of interest as retailing, publishing, writing, managing, performing, juke box route ownership and promotions.

Here is the breakdown: Twenty-four disk jockeys replied that they operated retail record and music stores, 184 promoted personal appearances, 169 were performers themselves, 73 said they were songwriters, 35 managed performing artists, 10 owned juke box routes and nine were in the music publishing business.

promoters, and Haynes has also promoted local dance sessions.

DJ Activities

Frank Bull (KFWB) promotes an annual Dixieland concert and, until recently, had an interest in a record label. Johnny Grant (KMPC) helps an active USO overseas tour.

On the East Coast, too, disk jockeys have made their enterprise felt. Among the platter spinners who have enlarged their music interests are some of the biggest promotional names.

In Boston, Bob Clayton (WHDH) handles chanter Bob Dini, and Sherm Feller has an interest in the pubbery Roxbury Music and has written many songs.

Norm Prescott (WORL) has blossomed into a travel agent via his Jiminy Cricket Tours agency.

In New York Martin Block (ABC) has long operated a publishing firm. And Murray Kaufman (WMCA) has an interest in the new Bob Merrill pubbery.

In the Midwest the pattern is just as evident. Howard Miller, a free-lance deejay on radio and video, frequently engages in "outside" activity. Just recently Miller headed a package stage-show which he presented for three weeks at the Chicago Theater.

Chicago deejay Jay Trompeter (WIND) recently made a successful jump into the promoter field when he hired the Blue Angel on an off-night to present the first in a series tagged "An Evening With..."

Al Benson in Chicago has successfully tied in his retail operation with the spinning of rhythm and blues wax.

Gene Nobles' WLAC, Nashville, show has long been the mainstay of the Randy's Record Shop mail order operation out of Gallatin, Tenn.

Out of Chicago, too, is the mail-order business, Stewart Sales, operated by disk jockey Randy Blake. And in Cincinnati, deejays Nelson King and Marty Roberts have been quite successful in turning out a regular newspaper column about country music, artists and records.

It is no secret, of course, that untold numbers of disk jockeys work at writing songs or as recording artists. Particularly in the country and western market do many artists double as platter spinners on local radio stations.

And on the retail level there are such additional disk jockey ventures as the two record shops in Philadelphia owned by the Grady and Hurst deejay team.

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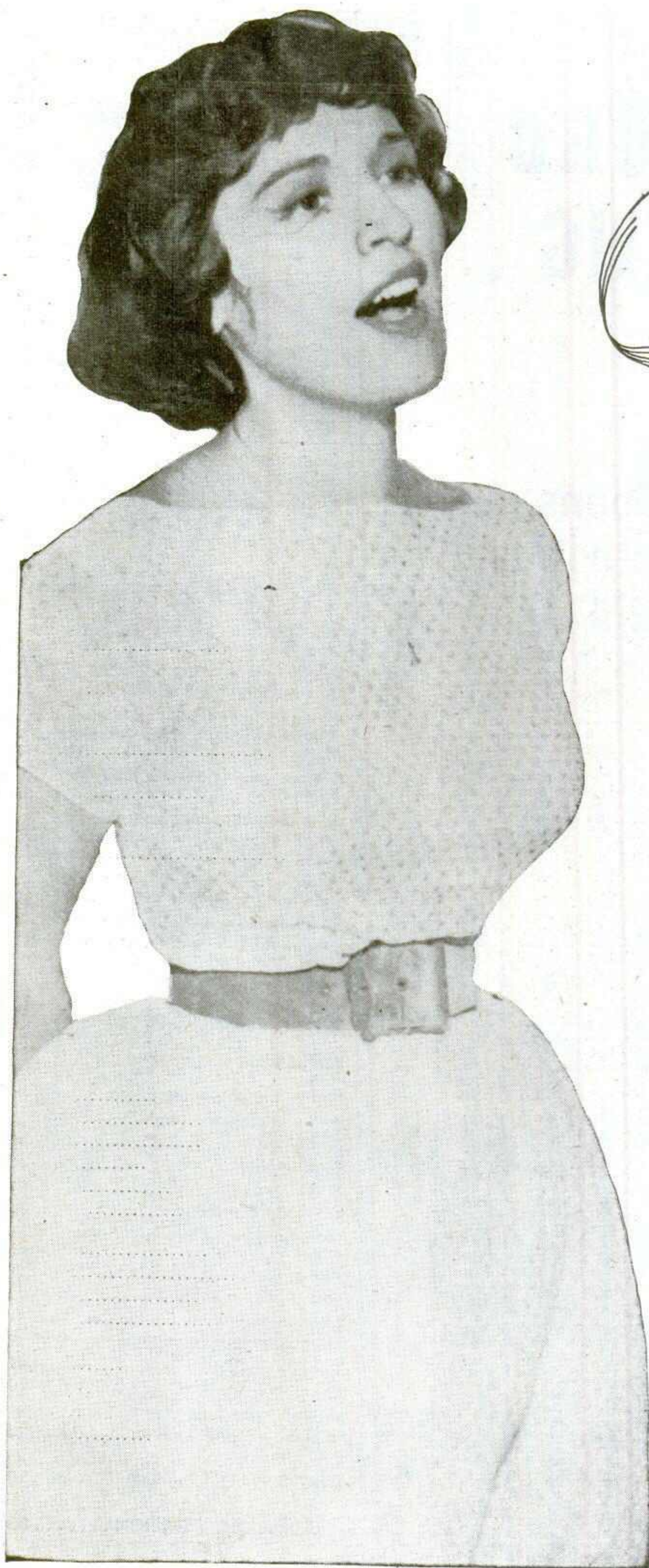
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thank you  
for being so  
good to me  
Joni

# Disk Jockey Move to Video Is Still a Long, Hard Trip

## Few Have Made Trek, But Record Of Survival Indicates Need for Ideas

NEW YORK, Nov. 6.—Altho a selected few radio disk jockeys are making the grade in TV today, the profession as a whole has a long way to go before it masters the new medium. Most of the big name spinners have taken a fling in video during the last five years, but their survival-average has been low.

Only 10 per cent of the jockeys surveyed by The Billboard this month said that they had or were functioning as a TV deejay. On the other hand more than 30 per cent said there were video record shows in their market, which would seem to indicate that the successful TV deejay doesn't necessarily have or need a radio background.

The record is the thing in radio, whereas it is relatively unimportant in TV, and certainly far less vital than imaginative production gimmicks and visual showmanship or the part of the jockey. This requires a complete re-educational process for the radio spinner, who is accustomed to thinking in terms of sound rather than sight values.

### TV Nixed

Some of radio's most important deejays have tried and rejected TV on the grounds that the medium is not compatible with the basic concept of the disk jockey format. Veteran spinner Martin Block, for instance, currently aired over the ABC network, has this to say: "Five or six years ago, Billboard asked me what I thought was the future of the disk jockey in TV, and, at that time, I made this answer: 'The disk jockey per se, has no place in television.' The passing years have not in any way changed this opinion. TV has done one important thing for radio disk jockeys tho. It has vastly enhanced their stature in the music industry, because it has changed the entire formula of radio. For every hour allocated to disk jockeys prior to TV, multiple hours are so allocated today."

On the other hand—and in a more encouraging vein—the West Coast's Al Jarvis, whose deejay

career antedates even Block, is wholly in favor of video jockey shows and has made the swing to the new medium with ease. In addition to his KFVB radio show, Jarvis conducts an across-the-board afternoon TV show over ABC-TV's local Hollywood outlet. The show, which spotlights new talent as well as records, is one of the better-rated programs in its time slot.

### H'wood Success

On the whole, Hollywood deejays have been more successful in TV than the East Coasters, with one of the most successful TV network record shows, Peter Potter's "Juke Box Jury," originating from there over KNXT. The panel show, which features the rating of new releases by celebrities, has since been aired over the ABC-TV network and has currently come full circle on the CBS radio web.

Other Hollywood TV deejays include Gene Norman, of KLAC, who also has a KHJ-TV show on which he interviews guests and uses the teletext musical films; Bill Leyden, of KFVB, who hosts CBS-TV's "Musical Chairs," which has just gone into TV film production for future syndication; Larry Finley, of KFVB, who mixes patter and people with a late-hour movie on CBS-TV, and Johnny Grant, of KMPC, who emcees the early morning "Seven to Eight" show, which precedes NBC-TV's "Today."

### Dixon-Mack

The first really successful record show on network TV was the Paul Dixon-Dotty Mack disk-pantomime series which originated from Cincinnati more than four years ago. The show was distinguished by fresh, original production work and excellent miming by Dixon and Miss Mack. The team has since split up, and Dixon is now doing a show over the Du Mont network, while Dotty Mack has her own hour pantomime seg over the ABC-TV web.

Dixon, of course, has an extensive background of radio deejay

experience, but Miss Mack came right out of the station record library and into video fame. Dixon himself attributes his ability to make the transition from radio to video to his continuous emphasis on production and cast rehearsal.

The most successful TV disk jockey of all, of course, is Chicago's Dave Garraway, who clicked immediately back in video's early days with a relaxed variety format. He didn't play any records then, but he's back spinning disks again—altho it's only a minor aspect of his job—as headman on NBC-TV's three-hour morning show, "Today." Records are also played on CBS-TV's "Morning" program.

### Scarce in N. Y.

TV deejays are scarce in Manhattan, with only WOR-TV's Ted Steele and WRCA-TV's Herb Sheldon really active in the record field. Fred Robbins emcees "Finders Keepers," an audience participation show over WABD for Coca-Cola, but he doesn't spin any disks. Bill Silbert, of WMGM, formerly conducted a record pantomime show over WABD, which went off the air earlier this year.

Altho Steele is unusually versatile for a deejay—he plays several instruments and sings—his current WOR-TV show is strictly a record show for reasons of budget. However, his wife, Doris Steele, who produces Ted's Mutual radio show and his TV series, carefully points out that the TV program cannot really be termed a record-pantomime show, since the guest singers only pantomime to their own recordings, a la Mario Lanza.

Steele is on TV across the board from 3 to 6, with the first two hours devoted to the regular show and the last hour a special teen-age segment. Three different guest singers are featured on the show each week, with a prime requisite for the job, of course, being that they must have recordings with which to give the pantomime performances. Bill Darnell, Art Lund, Tommy Mara, Bill Harrington, Toni Arden, Betty Johnson and Johnny Parker are among the recording artists who have appeared on the show within the last few months.

Like most successful TV deejays, Steele thinks production is "all" on a video record show, and he and his staff spend the bulk of their time working out imaginative, albeit inexpensive, production gimmicks to showcase *(Continued on page 58)*

## TRANSCRIPTION SHOWS UP FOR SYNDICATION

**Hour of Stars** (records and chatter), one hour daily. Ginger Rogers, Tony Martin, Peggy Lee, Dick Powell. Ziv.

**The Red Skelton Show** (records and comedy sketches), one hour daily. Ziv.

**Betty Grable-Harry James Show** (records and chatter), one hour daily. World.

**Russ Morgan Show** (records and chatter). Langworth.

**Don McLaughlin's Club Time** (records and chatter), Clubtime Productions, Hollywood.

**Don Davis Show** (country and western records and chatter). Don Davis, Cincinnati.

**Alan Freed** (rhythm and blues records and chatter), WINS, New York.

**Dr. Jive** (rhythm and blues records and chatter), WLIB, New York.

**Hunter Hancock** (rhythm and blues records and chatter), KFVD, Hollywood.

## EDITORIAL

# Keep on Your Toes!

Mental laziness, stagnation, perhaps, rarely afflicts those on the way up. The competitive struggle is too keen. But once success is achieved, the tendency to settle back and let things ride becomes an actual hazard.

Today the disk jockey, by and large, has achieved this large measure of success. Enterprise and alertness to changing program patterns and musical tastes brought him there, and these same qualities can keep him on top. What he must guard against, of course, is the temptation to take success for granted.

The music-radio industry is rarely static. There's a constant influx of new trends, fashions, artists, program formats. Some prove short-lived fads; others are more durable and are reflected in consumer tastes. Sensitivity to these changing patterns is the jockey's surest safeguard for only thru such awareness can he adapt his program to secure fullest listener interest.

There's much in the record industry now that commends the jockey's fullest attention. Country tunes and artists, rhythm and blues disks have had a tremendous impact on the pop market. Classical music has become much more familiar than ever before to the average listener. The varied field of packaged record merchandise has grown to such an extent that it now constitutes well over 30 per cent of the dollar volume of the record business.

What does it all point to for the jockey? Primarily one thing: He must be ever cognizant of his responsibility as a factor in catering to, and helping develop, musical tastes. In addition to programming obvious best sellers on the charts, he must test and develop all trends derived from the different record fields—r.&b., country, classical, packaged goods, sacred et al. He and his listeners must prove an accurate sounding board in order that new artists, new writers, new musical styles may receive their chance to become part of the country's musical heritage.

In short, the jockey's field of operation is greater than it ever was. His responsibility is larger, for success always brings with it responsibilities as well as immediate gain. But acceptance of the status quo, failure to realize the changing nature of the business, can only result in the decline of the disk jockey format—a development which would be detrimental to music, to radio and to the music-loving population.

Let's never lose that enterprising touch; that enthusiasm; that awareness of constant development.

## NEW HORIZONS

# Kidisks Offer New Future for Deejays

By JOEL FRIEDMAN

The growth and development of children's records in recent years, and particularly the general consumer acceptance that music is a definite part of a child's activity, augurs a new future for disk jockey programming.

Children's radio programs have long been a successful fixture on countless radio stations throughout the country, with many shows far outdistancing star-studded competition in ratings. Working with what constitutes a literal captive audience, disk jockeys who have programmed children's records over the years, have found exceptional response.

The progress made by the recording companies in developing kidisk packages, such as Capitol's "record-reader" and RCA Victor's "Ding-Dong School" series, can be channeled to both audio and visual entertainment audiences.

The new vistas open to disk jockeys lie in the disk material itself. It is generally agreed that live studio audiences, sprinkled thoroly with youngsters, generate as much enthusiasm in the home as it does mike-side. By actual demonstration and participation of studio moppets, whether radio or television be the outlet, it has been proved that home audiences react similarly.

### Radio Success

In years past, the format of children's radio shows was largely relegated to the reading of comics, story telling or entertainment by the tots. The fabulous success of the Uncle Don radio shows, and Dick (Two-Ton) Baker's tot programs are a well established fact.

With the coming of the record package, and the sale of several hundred thousand phonographs designed for children specifically, a hitherto unexplored area of entertainment interest for youngsters has been developed.

Capitol Records currently has a promotion directly slanted to

the television market, via the distribution of "record-reader TV kits" to stations. Music and the pages of the record-reader are organized for camera shots with children urged to participate in turning the record-reader pages at home. Similar co-operative efforts have been made with Capitol's widely accepted "Bozo" series, RCA Victor's "Ding-Dong School" (an NBC-TV presentation), Mercury Records "Childcraft" series and both Columbia and Capitol's recently introduced Music Appreciation packages.

### Kidisk Show

Jockeys have also explored the adaptation of the panel radio or TV show, using new children's record releases as a basis of discussion. Panel members consist of a recognized child psychologist, several parents possibly with a show business background, and a moppet himself as the "court of last resort."

Capitol Records' Dave Cavanaugh last year produced an open-end transcription show called "Woody Woodpecker," in association with cartoon producer Walter Lantz. Significantly, Capitol and Lantz have an agreement granting the recording firm rights to many cartoon characters, including Woody Woodpecker. The show was aired via approximately 365 Mutual Broadcasting System radio stations and drew exceptional response in all local markets.

The spinning of records for a children's audience has been tried over the years with varied degrees of success. There are many in radio who have come to believe that the lure of television is such that children will not turn to radio for entertainment. But it has also been proved that well-designed radio shows for children can be successful. Of prime interest is the fact that many disk shows for kids have discovered that they can attract and hold an audience by the use of disks recorded by the kids' TV favorites—whether specifically on TV kiddie shows or pop programs.

### Hit Versions

The careful use of the hit versions of some of the pop *(Continued on page 27)*

## NEW HORIZONS

# Concert-Type Music Enjoys Steady Gains

By IS HOROWITZ

For some years now the programming of classical and semi-classical music, perhaps more accurately termed "concert music," has been steadily increasing. It is interesting to note that the upsurge has paralleled to a great extent the boom in the packaged record business.

The introduction of LP and the use of tape in the recording session has made it possible for many more budding record companies to enter the field. Several hundred firms have been active to a greater or lesser extent and together have contributed a mass of music on disks never before available.

This is all program material, and stations have been quick to dip into this varied repertoire, some to come up with rare esoterica, but most to air more familiar classical works.

The growing use of such programming by stations in all parts of the country is well documented. Broadcast Music, Inc., now runs a national radio-concert-music survey annually to keep tabs on the development.

BMI's last survey, which covered the calendar year 1953, showed that 1,178 stations in 48 States programmed an average of 8,228 hours of concert music weekly, or some 6.9 hours weekly per station. This represented a rise of 1 per cent over the previous year. And of these stations, 593, or 52 per cent, indicated their intention of programming still more in 1954.

As might be expected, stations in large metropolitan areas play more concert music than those in smaller communities. A breakdown of the BMI figures show that stations in polled cities cumulatively accounting for 66.2 per cent of the total U. S. population played an average of 8.4 hours of "good" music weekly.

The rural figure disclosed by the survey was 6.2 hours per week. What is noteworthy, however, is that the 6.2 percentage figure is larger than the national average for the previous year, which leveled off at 5.7 hours weekly in 1952.

### Loyal Audience

Significantly, stations making consistent use of concert music report a strong audience loyalty. This has been especially welcome in view of the growing competition from television.

To help their concert music programming, most major record companies furnish records and script material at low cost to subscribing stations. RCA Victor, Columbia and Capitol report a healthy demand for these services. Other diskeries also supply records to stations, either direct or thru their distributors, at reduced cost.

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spins that continue to make Decca Records the  
Nation's fastest-selling label...

Our Artists thank you...

Our Branches and Distributors thank you...

Our Dealers thank you...

And We thank you...

Everyone at...



# BIGGEST YEAR EVER



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Without your help, fellas, it  
wouldn't have happened—  
Al, Dave, Sod and Lou

# FOUR ACES

The

RIDING HIGH WITH

**MISTER  
SANDMAN**

Decca 29344

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**IN APPLE  
BLOSSOM TIME**

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WOMAN'S WORLD**

(FROM THE 20TH CENTURY-FOX PRODUCTION, "WOMAN'S WORLD")

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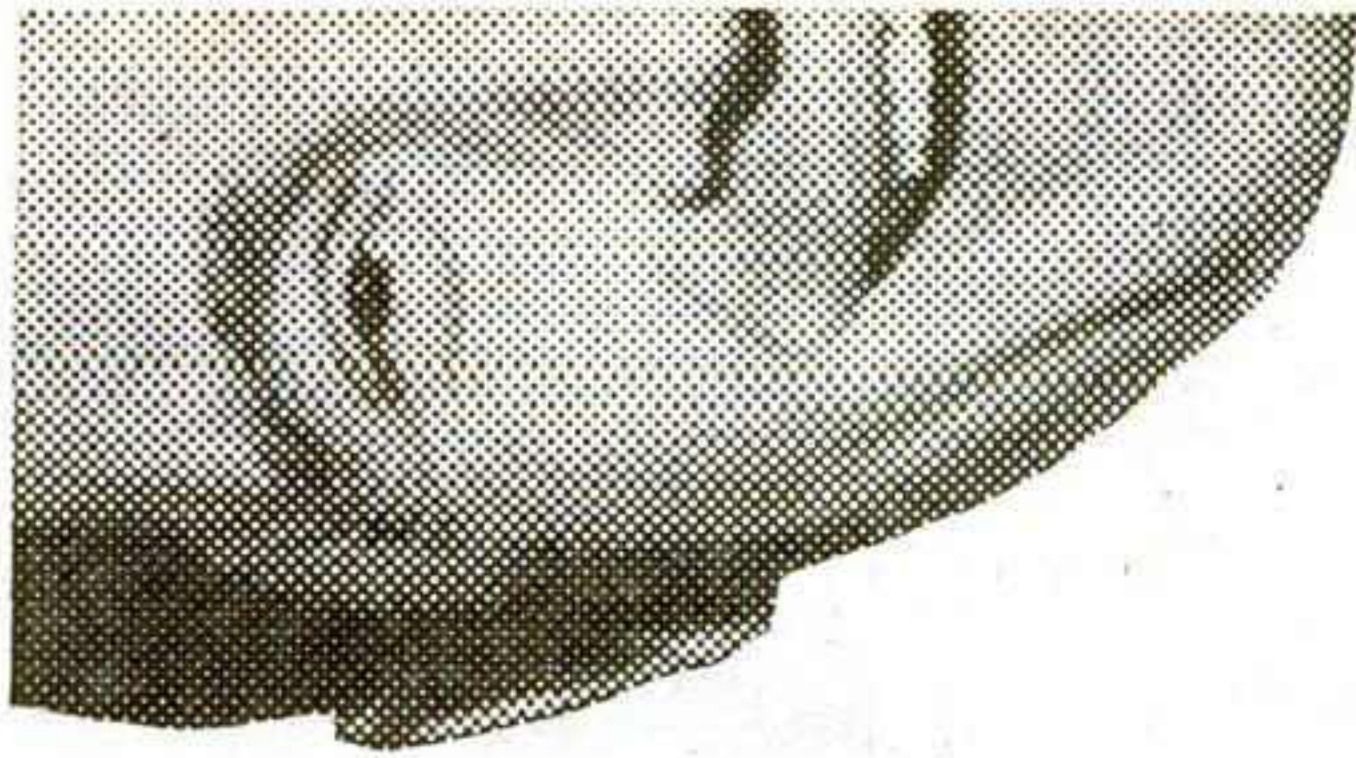
*thanks a million for playing my Capitol albums*

1. MUSIC, MARTINIS AND MEMORIES
2. MUSIC FOR LOVERS ONLY
3. MUSIC TO MAKE YOU MISTY
4. AND AW-A-A-Y WE GO
5. LOVER'S RHAPSODY
6. TAWNY

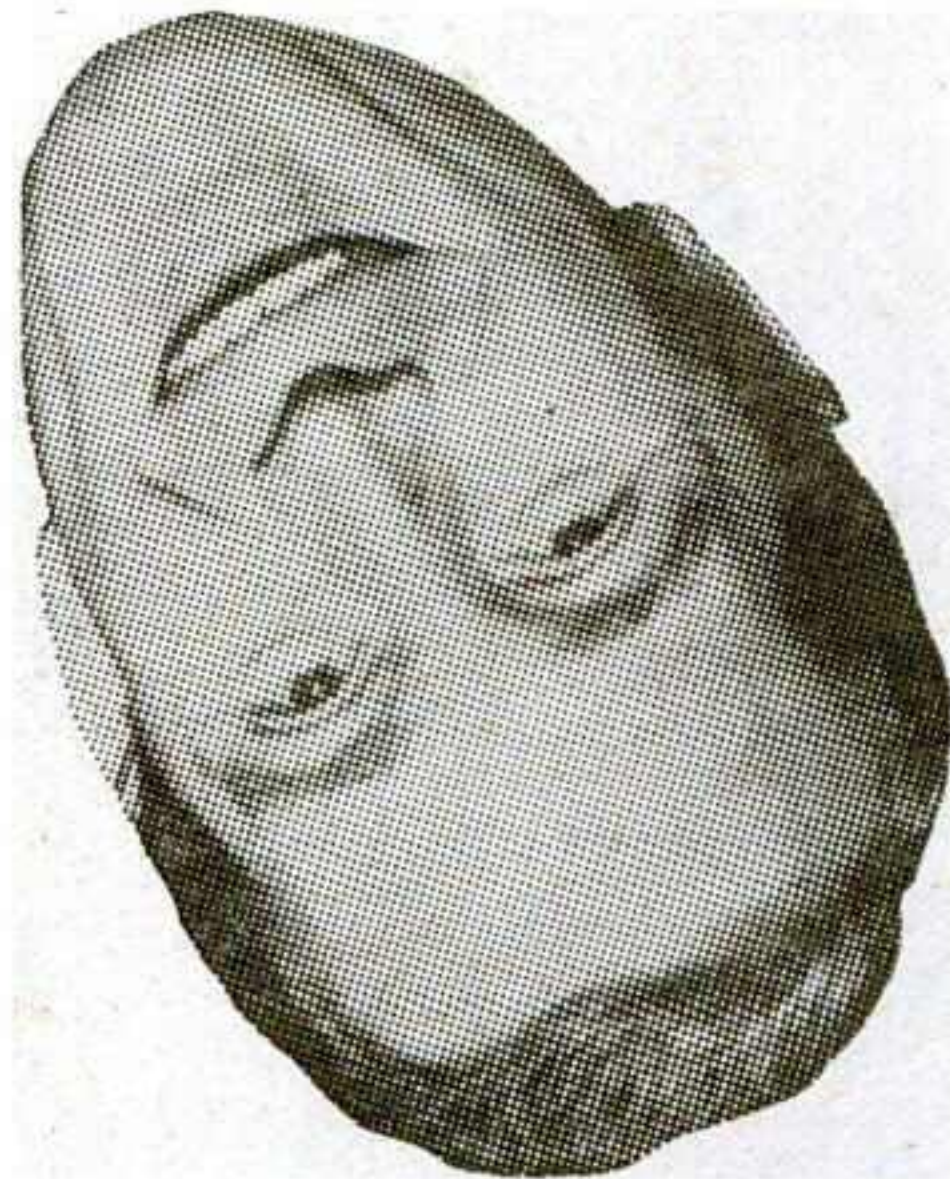
*Best Wishes  
Jackie Gleason*

#### Mother Fletcher says:

"Watch for Jackie Gleason's new album due in January. It's a good one."



THANKS FOR ALL THOSE SPINS...



perry como



*papa loves mambo  
the things I didn't do*

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**GENERAL ARTISTS CORPORATION**  
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BEVERLY HILLS • CINCINNATI • DALLAS • LONDON

# TOPS IN '54



with her 4<sup>th</sup> consecutive hit!!!

*thanks  
So much fellas'*  
**KITTY  
KALLEN**

DECCA #29268

**I WANT YOU  
ALL TO MYSELF**



# Star Record Shows Woo Web Listeners

Names Abound in Network and Syndicated Shows; Do Battle With TV Competition

• Continued from page 1

two instrumentals, and seldom repeats a disk. All of the selections are screened by his wife Doris, who produces all his radio and TV shows and listens to about 100 new releases every week. Interestingly enough, about 60 per cent of the requests received on Steele's network show are for hymn platters.

Unlike Steele, Block thinks "the public preference in music is not so much determined by the public as the music played by the disk jockey." As to repeating records, Block says he has "no policy. A fine performance of a good song can be played every day, even every hour." Block's own schedule calls for the spinning of about 450 records per week.

Heretofore he has made it a practice to introduce new records right on the air without screening them first, so as to get a fresh initial reaction to the platters along with his listeners.

Recently, tho, Block has noted an increased tendency on the part of the record companies—even the major labels—to release disks that "either by actual lyric content or innuendo are double entendre." In line with this, therefore, Block says, "I refuse to play any record that would make my young ones listen and say 'Daddy what does she mean?'"

## Fair to Indies

Block maintains the indie labels get as fair a hearing as the majors on his show, and believes deejays can keep up with practically all the new releases—major and indie—by devoting one hour a day to screening. Trendwise, Block notes the influx of vocal groups and mambo music. As regards the latter, he comments, "From my mail I learn that in programing, a little mambo goes a long way."

CBS has one of the most interesting deejay groups around, since two of the web's most famous attractions have incorporated record spinning into their current formats. Edgar Bergen and Charlie McCarthy now play records and indulge in special chit-chat and interviews over CBS every Sunday from 9 to 10 p.m., while Amos 'n' Andy, a network draw since 1929, have built their current show, "Amos 'n' Andy's Musical Hall" (Monday thru Friday 9:30-9:55 p.m.), entirely around a deejay gimmick, with the King-

fish acting as a disk jockey in a mythical radio station, and pop records played thruout as a natural plot development.

Recently NBC introduced a new series of special two hour one-shots on Sunday afternoons, twice-monthly, designed as tributes to recording artists, which integrate specially transcribed "live" commentary with the performer's records. The first show was built around Bing Crosby's new album "Bing" and featured Gary Crosby and most of the big names associated with Crosby thruout his career—Bob Hope, Judy Garland, Irving Berlin and many others.

A similar NBC program was staged earlier this month for RCA Victor's new Glenn Miller Limited Edition Album, with Dave Garroway as emcee, and Jimmy Stewart and June Allyson on hand to talk about their biopic on the late band leader.

Meanwhile, the syndication boys chalked up their best year in the transcription business, with 10 disk jockey series pulling more than their share of sales. The increased sales undoubtedly were at least partially inspired by the fact that the local indies are looking for big-name platter shows to meet the new network competition in the heretofore strictly local disk jockey field.

## Transcribed Shows

Since few if any of the transcribed disk jockey shows provide the stations with records to play, the series are necessarily somewhat limited in their selection of disks. Many of them merely mention that they will play the "latest release" of a prominent artist, and let the station make its own selection. Variations of this general introduction-type copy are used by most of the syndicated disk jockeys.

In the pop deejay field, Ziv is currently syndicating "The Hour of Stars," a daily hour record show with Ginger Rogers, Tony Martin, Peggy Lee and Dick Powell each jockeying 15-minute segments of records ranging from pop, sweet and jazz to an occasional hillbilly platter. Ziv also uses records on the Red Skelton show, another daily hour series. "Hour of Stars," incidentally, was sold in more than 400 markets during its first year.

World, which showed its faith in the syndicated deejay market this month by announcing plans for seven new musical and record series for January, has already sold its new Betty Grable-Harry James package in 300 markets. The daily half-hour record show has been sold to key stations in all major markets, with several sponsors buying it on a regional basis.

# Stations' Managers Dub Disk Jockey King of Local Radio

• Continued from page 1

Billboard's station manager poll, recordings of pop tunes have increased their hold as the No. 1 record-programing category. The average station, according to the survey, devotes 42.5 hours per week to pops, as against 30.9 hours last year. Country music is next with an average station play of 10.7 hours per week. Details of other musical categories will be found in the special section of this issue.

The healthy condition of local radio is regarded as another illustration of the belief—long held by students of newspapers, magazines and other mass media—that a highly developed advertising medium may undergo changes but rarely goes out of existence. Thus, newspapers and magazines, felt the impact of radio in years gone by, but by and large the

printed media survived.

Radio—and films—have felt the impact of television, and both radio and films are likely to survive. Radio, it is clear, is already making the necessary adjustments. One of these, of course, is the greater accent upon local operation as against network operation, the ability to reach the consumer with low-budgeted programing.

The disk jockey is vital to this type of operation, for there is no limit to the ingenuity he may use in his programing; there's almost no limit to the name talent he can muster—both recorded and live. And he can do it all at a price which permits the station sufficient economic flexibility to undertake the many community enterprises implicit in the Federal Communications Commission's license.

# WEB RADIO'S TRANSCRIBED DISK SHOWS

NBC

The Frank Sinatra Show (records and chatter), Wednesday and Friday, 8:15-8:30 p.m.

The Dave Garroway Show (records and live music), Friday, 8:30-9 p.m.

Road Show (records and commentary), Saturday afternoons, four hours. Emcee, Bill Cullen.

Serenade to Romance (poetry and records), Saturday, 9:30-10:30 a.m. Emcee, David Ross.

Two Hour Special One-Shots on Record Personalities (special commentary, guest stars, records), Sunday, afternoons, twice monthly.

CBS

Edgar Bergen and Charlie McCarthy (records, guests and chatter), Sunday, 9-10 p.m.

Amos and Andy's Musical Hall (records and situation comedy), Monday thru Friday, 9:30-9:55 p.m.

On a Sunday Afternoon (records and live music), Sunday, 4:05-5:55 p.m.

Juke Box Jury (panel rates new releases), Saturday night. Emcee, Peter Potter.

MUTUAL

The Ted Steele Show (records and chatter), Monday thru Friday, 1:30-2 p.m.

The Ruby Mercer Show (records and chatter), Monday thru Friday, 3-4 p.m.; Saturday, 1:30-2 p.m.

Bruce Eliot and Dan McCoullough (records and chatter), Monday thru Saturday, 4:30-5 p.m.

ABC

The Martin Block Show (records and chatter), Monday thru Friday, 2:35-4 p.m.

Pop Concerts (records), Saturday, 11:05-11:30 a.m.

Brown Derby Record Room Show (records and interviews), Wednesday, 9:30-9:55 p.m. Emcee, Al Gannaway.

Sammy Kaye's Serenade Room (records and chatter), Monday, Wednesday, Thursday and Friday, 9-9:25 p.m.

Sammy Kaye's Sunday Serenade (records and chatter), Sunday, 3:05-3:30 p.m.

Big Jon and Sparkie's No School Today (kiddie records, chatter), Saturday, 9-10:30 p.m.

Living Room Frolics (records and chatter), Sunday, 7:30-9 p.m. and 9:30-9:55 p.m. Emcee, Jimmy Nelson.

The Vincent Lopez Show (records and chatter), Monday thru Friday, 5:45-6 p.m.

Platter Brains (panel show rating new releases), Saturday, 5:15-5:30 p.m.

American Music Hall (classical records and chatter), Monday, 8:15-8:30 p.m. Emcee, Milton Cross.

Opera Albums (classical records and chatter), Sunday, 9:05-9:30 a.m. Emcee, Milton Cross.

## Kidisks Offer

• Continued from page 21

tunes has stimulated listener interest in kiddie radio programs. There are few kids in the country—no matter their age—who do not know such tunes as "Sh-Boom" or "This Ole House." By the same token fine use can be made of pop voices such as Patti Page, Eddie Fisher or Perry Como singing their pop hits for a kid audience.

This is just a quick sample of the new programing thoughts going into radio and TV shows for kids. The constant changes being made in the kiddie field, the ready acceptance of the disk jockey in television, and the established name of the disk jockey in radio, all presage the use of new, enthusiastic ideas in radio and TV programing.

## EDITORIAL

# WSM Shows the Way

The interdependence of the music and radio industries is recognized by both. Indeed, it has become increasingly clear in the last several years that the fullest development of each can only be achieved thru the closest mutual co-operation. But while many realized the complexity and closeness of the music-radio relationship, it remained for WSM, Nashville, dramatically to give it meaning and substance. This it did three years ago with the First Annual Disk Jockey Festival held in conjunction with the anniversary of "Grand Old Op'ry."

How well WSM planned is now history. This year the station's festival will attract upwards of 800 jockeys from all over the country—men who are vital to both the music and radio industries, who have a grasp of all the niceties of music-radio programing, who are attuned to the needs of listeners, advertisers and the requirements of the music business.

These 800 will pay their way to attend the sessions—just as enthusiastically as they did in previous years—for the get-together provides the ideal sounding board for problems of interest to the entire music-radio world.

## Pertinent Discussions

Program formats, records and musical categories, station and sponsor problems, and most important—how to hold the listener. All these pertinent matters, and many more, are aired by this most enterprising group in the most congenial of atmospheres. For the host station, WSM, has become virtually synonymous with much that is considered musical Americana.

The festival began in a small way three years ago. In a brief span of time it became truly national in scope, testifying to the soundness of the original conception. The benefits of the festival accrue to the entire music-radio industry. The credit rests with WSM.

## NEW HORIZONS

# There's Lotsa Jazz; So Take Your Pick

Probably never before in history of the recording industry has so much jazz been available on records for radio station programing. New Orleans, Dixieland, Chicago, Kansas City, swing, bop, modern—it doesn't matter what type, it is all available today on LP or EP disks. There is hardly an era in the history of jazz that is not covered and there is hardly an important jazz figure who is not now represented on wax with at least a few—and often a great many—recordings.

Rare jazz records that collectors fought for only a few years ago on 78's have been cleaned up soundwise and reissued again on LP. Scarce piano rolls that contained some prize performances by jazz greats are also being issued now on microgroove records. Tapes of jazz concerts and radio shows, including the audience applause, are available in depth on LP and EP, and more keeping coming out all the time.

## New Technique

Contemporary jazz recording men have evolved a new recording technique inspired by the long playing microgroove records and have started turning out fuller and more creative jazz sides than were previously possible. They have discarded the three-minute rule and allowed the musicians to play the music as they feel it, without the necessity of worrying about the clock. Some of the new LP records feature only one or two tunes on a 12-inch side, and they reveal the imagination and creative ability of a modern jazz artist almost as tho he was playing in person instead of for recordings.

In addition, for the first time new jazz disks are being recorded under hi-fidelity conditions, with the expert technical care usually reserved for classical waxings. No longer does a jazz artist have to sound differently on records than in a night club or concert hall.

## New Doors

These advances in recording technique, the type of jazz record, and the tremendous amount of material now available, open new doors for jazz programing on the part of stations and deejays. A jazz show does not have to be limited to one type of music; no longer does a station have to plan a show based around the same records every week. There can be hi-fi jazz shows featuring jazz records made under hi-fidelity conditions. There are even binaural jazz records on the market, in case any station is planning a binaural record show.

It is possible to program a "his-

tory of jazz" show, starting out with jazzmen of the Storyville era and including just about every great jazz artist from King Oliver to Gerry Mulligan. Jazz shows can be built around bands, blues singers, pianists, trumpet players or guitarists, based on a chronological or a contemporary theme. A show that touches on jazz thruout the world is also a possibility, with records now available of jazz artists from England to Japan. And it would be an easy task to present a show featuring great jazz artists on records, starting with their earliest waxings and illustrating their growth and development as musicians from then until today. A complete musical life of Louis Armstrong, Benny Goodman, Bix Beiderbecke, Count Basie, Bessie Smith and other jazz immortals is available on records.

## Specialization

The great number of labels in the packaged field today may make it appear difficult to determine who is releasing what, but this is not as hard as it seems. Most of the indie jazz labels specialize in certain aspects of the music, and the major labels, tho they do not actually specialize, are strong in certain jazz areas. It is not possible here to give a detailed breakdown of the records being issued by every jazz label, but it is possible to present a general idea of the type of records being released by the key jazz firms.

Early jazz records are now becoming available on LP and EP sets via the records being released on Riverside and "X" Records. RCA Victor, one of the few companies with a great deal of the early jazz records in its vaults, has made these masters available to its subsidiary label, "X," and the latter firm has been releasing treasured sides from the 1920's and 1930's. Riverside Records has been issuing sides taken from masters of the now defunct Paramount, Gennett and other famous jazz labels, and has also been transcribing piano rolls to disk. RCA Victor and Columbia have some fine sets out of early jazz, such as the latter's Bessie Smith set. Many labels have also released sets with Dixieland and New Orleans music, played by contemporary jazzmen, or by old-time greats who have returned to recording.

## 1930 Jazz

Jazz of the 1930's, especially the music of the big bands, is concentrated mainly on the large labels, RCA Victor, Columbia, Dec-

(Continued on page 58)

# TIME

## Teresa Brewer



Thanks fellows-  
you've been  
wonderful  
Teresa

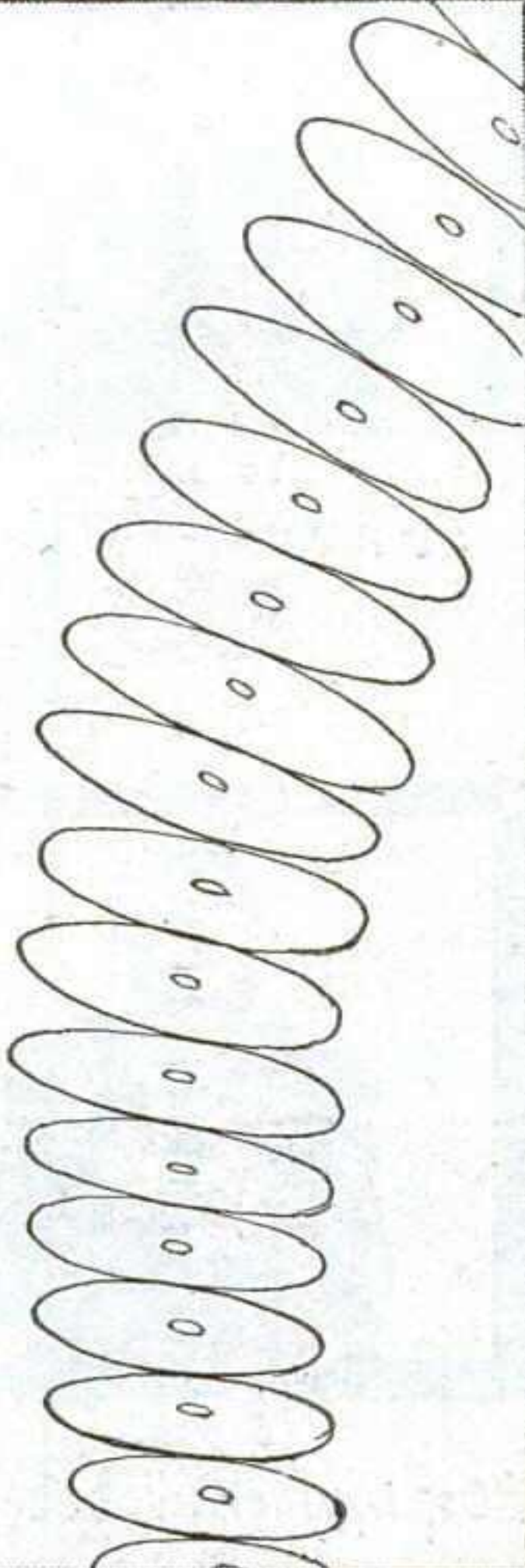
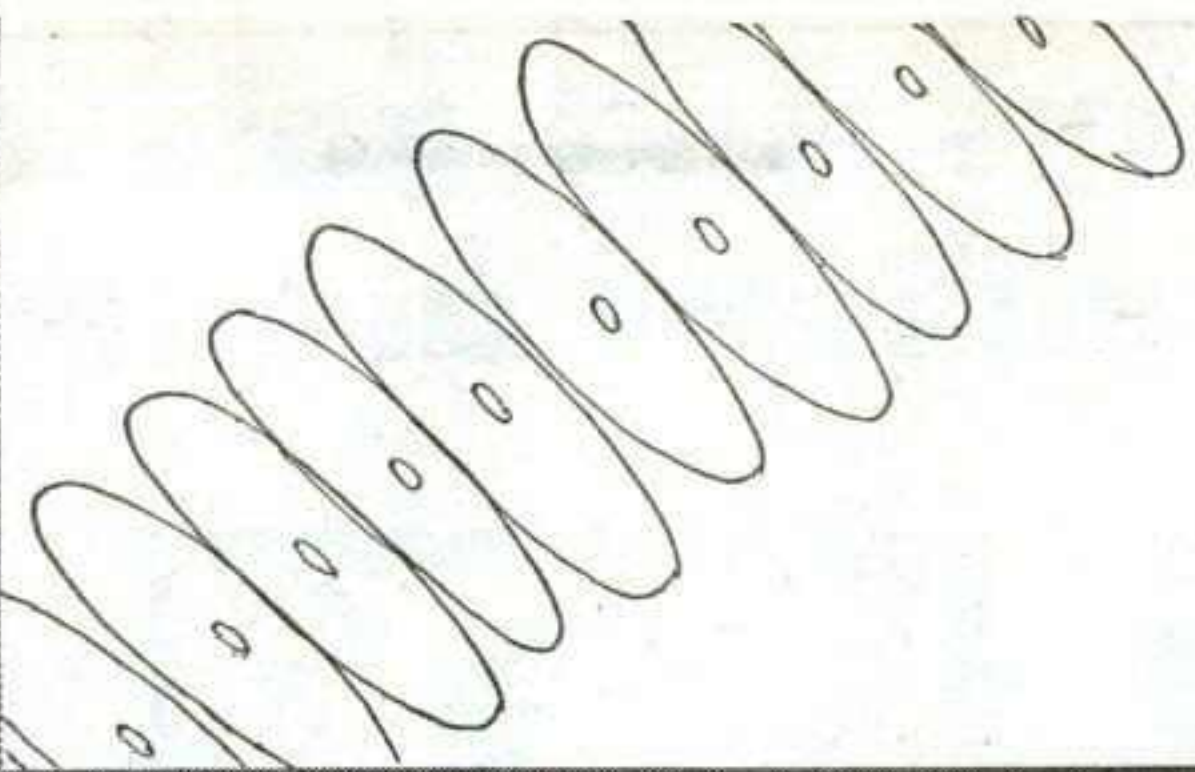


b/w  
MY SWEETIE WENT AWAY

CORAL 61286

**CORAL RECORDS**  
America's Fastest Growing Record Company  
(A subsidiary of DECCA RECORDS, INC.)

Thanks D.J.'s for  
spinning it to the  
top — Don



**HOLD  
MY  
HAND**

CORAL 61206

**DON CORNELL**

Personal Management  
**MANNIE GREENFIELD**  
9 Rockefeller Plaza  
New York City, N. Y.



Exclusively on

**CORAL RECORDS**

*America's Fastest Growing Record Company*

# to the guys and gals who bring music to millions around the clock



6 a.m.

*New day -- and eager for another whirl at the new disc*



8 a.m.

*"... Better hurry or you'll miss the 8.06"*



10 a.m.

*56 records later*



1 p.m.

*Reaction to new Art Carney record*



4 p.m.

*(this beats working)*



6 p.m.

*"Oops, wrong label"*



8 p.m.

*196 records later*



10 p.m.

*"Who me! Midnight to dawn! Impossible!"*



midnight

*"... And now, for the first time in history, 6 hours of continuous music with a 170-record medley -- no commercials, no gab... play Joe."*

**Thanks, DeeJays,  
for your  
co-operation . . .**



©, Reg. U. S. Pat. Off. Marcas Registradas Trade Marks "Columbia," "Masterworks," CBS

From the Billboard Music Popularity charts

# • Best Sellers in Stores

NOV. 6

This Week	Last Week	Weeks on Chart
1. HEY, THERE—R. Clooney..... This Ole House—Col 40266—ASCAP	1	14

The Billboard

OCT. 30

This Week	Last Week	Weeks on Chart
1. THIS OLE HOUSE—R. Clooney..... Hey, There (3)—Col 40266—BMI	3	14

The Billboard

And Now!

# "MAMBO ITALIANO"

b/w WE'LL BE TOGETHER AGAIN

# Rosemary Clooney



COLUMBIA  
40361

Thanks to  
Disc Jockeys  
for the spins  
that put them  
up there  
Rosie

*Thank You...*

**Disk Jockeys of America**

**Your help is always appreciated**

# LAWRENCE WELK

**And His Champagne Music**



**Latest Coral Releases**



**“Saw Your Eyes”**

b/w

**“There’s a Small  
Hotel”**

**Coral #61273**

**“In a Little Spanish Town”**

b/w

**“Devil Lips”**

**Coral #61287**



**167 Consecutive  
TV SHOWS—KTLA  
Sponsored by the Dodge  
Dealers of So. Calif.**

**On ABC Radio  
Network Nightly**

**Publicity  
Ralph Portnor • Joe Sanson**

**4th Consecutive Year  
ARAGON BALLROOM  
Lick Pier  
Ocean Park, California**



**1626 No. Vine St.  
Hollywood, California**

**Personal Management  
GABBE, LUTZ and HELLER**

**119 W. 57th St.  
New York**

**DEAR D. J.'s**  
**three cheers**  
**for three hits\***  
**the three**

**McGUIRE**  
**SISTERS**



\*Muskrat Ramble -61278  
 Lonesome Polecat -61278  
 Goodnight, Sweetheart,  
 Goodnight -61173

CHRIS

DOTTIE

PHYLLIS

**CORAL RECORDS**  
*America's Fastest Growing Record Company*

exclusively

**The Billboard**  
**1954**  
**Disk Jockey**  
**Poll**

# STATION MANAGEMENT SECTION

## Airtime

About how many of your station's total weekly program hours are devoted to record shows?

	AVERAGE HOURS PER WEEK
Total Weekly program hours .....	109.4
Total hours devoted to record shows each week .....	63.8
Syndicated Transcribed Shows.....	4.0
Local Live Sports Programs.....	4.3
Station-Produced Live Shows .....	7.0
News and Comment .....	12.7
Network Shows (if affiliated).....	39.8

Are you devoting more, less or the same amount of time to record shows this year?

More....163; Less....10; Same....131

## Types of Music

Of your weekly record shows, how many hours are devoted to disk jockey programs of the following types of recorded music?

	AVERAGE HOURS PER WEEK	
Popular .....	42.5	
Country and Western .....	10.7	
Rhythm and Blues .....	5.0	
Religious .....	3.7	
Classical .....	4.9	
Semi-Classical .....	4.9	
Children's .....	1.0	
Other .....	4.4	

Is this weekly program time more, less or about the same about as given to each of these categories last year?

	MORE	LESS	SAME AS LAST YEAR
Popular .....	126	23	106
Country and Western .....	60	51	108
Rhythm and Blues .....	40	11	86
Religious .....	31	21	110
Classical .....	58	21	100
Semi-Classical .....	47	17	105
Children's .....	18	10	91
Other .....	8	5	26

ALTHO the information gleaned from station management personnel and printed in the adjoining columns is almost completely self-explanatory, there are several items of widespread interest which can be interpreted. For example, well over half of the total air time is devoted to record programing. And this holds true for stations which are network affiliates. Further, the trend is toward still greater use of records.

And in each musical category, too, the trend toward more record shows follows thru. The desire to widen programing by using more varied types of music is also evident from the replies made to questions concerning classical, semi-classical, children's and rhythm and blues music and records.

Those who believe that radio stations get all their records free would be particularly interested in the figure which shows how much stations are spending for record purchases—mainly for album merchandise.

It is also interesting to note the variance between station management's report on "who supervises disk jockey programing" and the report from the jockeys themselves, which will be found elsewhere in this section. It seems as tho station management is heading for still more control of deejay programing—tho not overwhelmingly so.

## Record Library

What is your estimate of the number of records, either new or replacement, that come into your station each week?

	AVERAGE RECORDS
Pop Singles .....	26.2
Albums (EP's or LP's) .....	3.0
C & W Singles .....	12.1
R & B Singles .....	7.8

What is your annual appropriation for buying records?

Average annual appropriation .....\$413.17

Can you break that down and estimate?

	AVERAGE PERCENTAGE
Single Records .....	61.6%
Albums & Library Material.....	38.4%

## Programing Supervision

To what extent are your disk jockey programs supervised by station management?

Disk jockeys have complete freedom as to how they program their shows .....	52
Station policy specifies how all jockey shows are programed .....	78
Combination of the above .....	162

Does station management exact more, less or about the same amount of control over disk jockey programing this year than a year ago?

More....75; Less....14; Same....204

## Information Sources

If station policy controls completely or partially how jockey shows are programmed, please check just two of the following sources of information which help determine station selections.

Listeners' Requests .....	129
Trade paper charts editorial features .....	131
Record company and/or distributor sheets, direct mail and free records .....	24
Your own personal opinion .....	54
Music publisher direct mail, promotions or free records..	6
Press agent or record promotion specialist, direct mail, letters, promotion or free records.....	5
Trade paper advertisements .....	5
Information gathered from local record dealers .....	34
Information gathered from local juke box operators....	9
Information gathered from your own station music staff and/or librarian .....	52



# LISTEN TO LACY

12 noon-2:00 p.m.  
4:00-6:45 p.m.

Monday through Saturday



## the PETER ROBERTS show



10:00 to  
11:00 a.m.

Monday  
through  
Friday

NEWS THROUGHOUT THE DAY

## SINGING BATTLE ROYAL



with  
**BRAD  
PHILLIPS**

10:00 a.m. - 12 noon  
**SATURDAY**

10:00 a.m. - 2:00 p.m.  
**SUNDAY**



## BOB and RAY

6:30 to  
10:00 a.m.

MONDAY  
through  
SATURDAY

## ALAN FREED

"KING OF THE MOONDOGGERS"



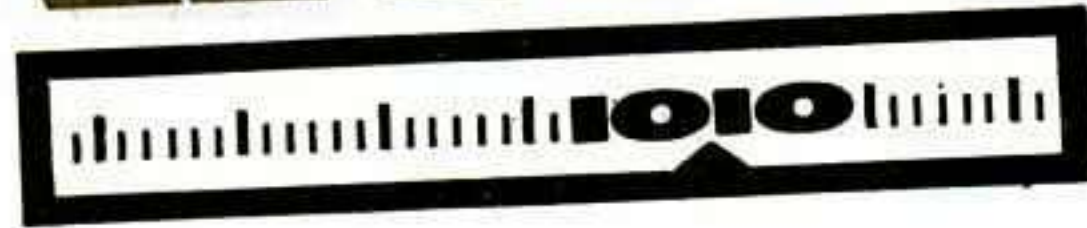
7:00 to  
8:00 p.m.

11:00 p.m. to  
2:00 a.m.

MONDAY  
through  
SATURDAY

now appearing on  
**NEW YORK'S #1**  
music station

# WINS



..... 50,000 WATTS • 24 HOURS A DAY

# IT'S GETTING TO BE A HABIT!

There are 13 labels represented on the charts. **Mercury leads with five;** Columbia, RCA Victor and Capitol are next with four each; Decca has three; Coral and "X" have two each, and London, Abbott, Majar, Crown, M-G-M and Cadence have one apiece.

REPRINTED FROM BILLBOARD . . . OCTOBER 30TH ISSUE

*and we owe it all to you*

## AMERICA'S DISC JOCKEYS

*Thanx fellas*

M E R C U R Y R E C O R D



C O R P O R A T I O N



Chicago 1, Illinois

**The Billboard**  
**1954**  
**Disk Jockey**  
**Poll**

# TRADE ASPECTS

DISK jockeys rely on many sources of information for programing ideas and angles. Tho they prefer to select their own records, which they say they do overwhelmingly, they remain in constant touch with the market place to learn which disks are moving best. Personal opinion, listener requests and trade-paper data are rather tightly bunched together as the compelling factors in record selection. This parallels exactly the reports of a year ago. An interesting new development is the increasing reliance on local dealer information.

The record-speed hassle, which called forth some bitter words in recent months, is now largely a past battle. Less than 50 stations equipped to play 78's were not yet able to spin 45's at survey time. Play of 45's have shown a tremendous increase over the past year and currently are almost on a par with 78 play. With major manufacturers still strong in their resolve to hasten the shift to 45, the switch can be expected to accelerate in the next few months.

Station talent continues to be responsible for most commercials jockeys deliver. The order of response in this facet of the poll again duplicates the results of a year ago, with percentages varying only slightly. It is interesting to note that the preponderance of local over national sponsorship of deejay programs varies according to the program category, with the weight of local sponsorship most evident in rhythm & blues, then country & western and finally pop. As might be expected the order is exactly reversed in the amount of use made of transcribed commercials.

Differences in programing motivation according to musical category show up strongly in the "format" portion of the survey. Here we see that r.&b. jockeys rely most heavily on listener requests, with c.&w. deejays close behind in acceding to audience suggestions. For these two categories of platter spinners, best seller lists come second as basic format angles. In the pop area, however, the chart is king, with listener requests gaining the second spot. In all cases, programs built around the general theme of new releases figure strongly.

## Record Selection

Who selects the records played on your show? (Please check category which most closely describes your situation.)

I do myself .....	492
Program Manager .....	1
Music Librarian .....	9
My Assistant .....	1

If you select the records to be played on your show, please check just two of the following sources of information which are the biggest aid to you in making your selections! (Check only those two which are most important.)

Listeners' Requests .....	287
Trade paper charts and editorial features.....	214
Record company and/or distributor direct mail and free records.....	59
Your own personal opinion.....	282
Music publisher direct mail and free records.....	8
Press agent or record promotion specialists, direct mail, letters and free records.....	29
Trade paper advertisements.....	17
Information gathered from local record dealers.....	48
Information gathered from local juke operators.....	14
Information gathered from your own station music staff and/or librarian.....	12

## Record Speeds

What record speed is your station equipped to play!

78 r.p.m. ....	509
45 r.p.m. ....	461
33 1/3 r.p.m. ....	494

Of every 100 records you spin during an average week, how many are on each of the three speeds!

	AVERAGE RECORDS
78 r.p.m. ....	48.3%
45 r.p.m. ....	40.2%
33 1/3 r.p.m. ....	11.5%

Which of the three speeds has had the greatest increase in use on your station during the past year!

78 r.p.m. ....	53
45 r.p.m. ....	397
33 1/3 r.p.m. ....	51

## Sponsors

Try to give us a close idea of your sponsor breakdown in classes below. Use number of sponsors in each or give us percentages.

	POPULAR	C&W	R&B
National .....	25.2%	21.3%	18.9%
Regional or Local .....	74.8%	78.7%	81.1%

Who writes the advertising copy for your shows!

	POPULAR	C&W	R&B
Advertiser or advertising agency .....	147	59	11
I write it myself .....	57	40	9
Station Personnel .....	229	110	31
I ad lib it from notes .....	159	104	27

What percentage of your commercials are transcribed announcements!

Average .....	20.4%	17.5%	12.8%
---------------	-------	-------	-------

## Airtime

How many hours a week are you on the air as a disk jockey!

	POPULAR	C&W	R&B
Average .....	18.4	18.0	18.4

## Format

Which of the following basic formats are best in building listeners! Number in order of your own experience and opinion. (Scoring: Five positions: Five points 1st choice; 4 points 2d choice; 3 points 3d choice; 2 points 4th choice, and one point for fifth place.)

	POPULAR	C&W	R&B
Programing by Best Seller Lists.....	829	393	109
Programing by Artist .....	530	316	77
Audience requests by phone or mail .....	730	515	141
Picking tomorrow's hits from the new releases .....	589	279	107
Other .....	242	80	21

Dear Disc Jockeys

thanks a million for being so nice to me during the past year - and I want you to know how very grateful I am for your help on "Secret Love"



fondly -  
Doris Day

P.S. a special thanks to all the folks at Columbia Records, you made it all possible.

**DORIS DAY - LATEST RELEASE**

**READY,  
WILLING  
AND ABLE**

and

**HOLD ME  
IN YOUR  
ARMS**

COLUMBIA 40371

From the Warner Bros. Picture, "Young at Heart," starring Doris Day and Frank Sinatra

**The Billboard**  
**1954**  
**Disk Jockey**  
**Poll**

# ARTISTS, Popular

## Most Played

(This is a tabulation of the MPC questionnaires received from Popular disk jockeys and used in the tabulation of the charts which appeared in the issues of The Billboard, from January 2, 1954, thru October 9, 1954.)

THE adjoining chart represents the first time such an evaluation has been made by The Billboard. No questions were asked of disk jockeys to come up with these answers; all the data was taken from the weekly most-played charts for the period covered.

The chart throws some illuminating light on how heavy play concentration on a single click side over a long enough period can out-weigh in total artist spins many moderately successful sides. Perry Como leads the chart, for instance, almost entirely due to "Wanted." Plays on this side accounted for more than 90 per cent of his total chart points, even tho eight other sides figured in the tabulation.

Kitty Kallen, who came up out of practically nowhere with "Little Things Mean a Lot," also won preponderant play with that one side, altho "In the Chapel in the Moonlight" also contributed many points to her score. There was much less spread between the points garnered by Patti Page's top two sides, with the next three also bunched fairly close together. And while Frank Sinatra had 11 sides slotted in the deejay charts during the period under consideration, he won his No. 4 spot largely with "Young at Heart" and "Three Coins in the Fountain." The many points garnered by single sides in the cases of Jo Stafford with "Make Love to Me" and the Crew Cuts with "Sh-Boom" can also be cited.

A much more even point spread is recorded in the Eddie Fisher tabulation, with no one side dominating. Of course, the period under consideration accounts for this fact in large measure. Fisher's "Oh, My Papa" had already gained most of its air play before the survey commenced.

A strong contrast to the Fisher case is that of Rosemary Clooney. In the No. 12 slot with "Hey, There" and "This Ole House," this two-sided click was only beginning to gather play momentum when the survey closing date was reached. Certainly, her standing in the lists would have been much higher if last month's most-played charts had been included in the final tabulation.

PLACE	WINNER	RECORDING
1.	PERRY COMO	Wanted Hit and Run Affair You Alone There Never Was a Night So Beautiful Papa Loves Mambo Look Out the Window Papaya Mama No Other Love Things I Didn't Do
2.	KITTY KALLEN	Little Things Mean a Lot In the Chapel in the Moonlight Are You Looking for a Sweetheart? Take Everything But You
3.	PATTI PAGE	Cross Over the Bridge Changing Partners What a Dream Steam Heat I Cried My Restless Lover Lonely Days Mama Doll Song My World Is You
4.	FRANK SINATRA	Young at Heart Three Coins in the Fountain Don't Worry 'Bout Me The Gal That Got Away I Could Have Told You Half as Lonely Rain South of the Border It Worries Me From Here to Eternity I've Got the World on a String
5.	JO STAFFORD	Make Love to Me Thank You for Calling Nearer My Love Where Are You? Indiscretion
6.	CREW CUTS	Sh-Boom Crazy 'Bout You Baby Oop Shoop I Spoke Too Soon
7.	EDDIE FISHER	Oh, My Papa A Girl, a Girl Green Years I Need You Now My Friend Anema E Core Many Times Heaven Was Never Like This I'm Walking Behind You
8.	FOUR ACES	Three Coins in the Fountain Stranger in Paradise Heart of My Heart Wedding Bells (Are Breaking Up That Old Gang of Mine) Amor Dream So Long It Shall Come to Pass It's a Woman's World Laughing on the Outside
9.	DORIS DAY	Secret Love If I Give My Heart to You I Speak to the Stars Lost in Loveliness Blue Belles of Broadway Somebody Else's Roses Anyone Can Fall in Love
10.	TONY BENNETT	Stranger in Paradise Rags to Riches There'll Be No Teardrops Tonight Cinnamon Sinner Please, Driver Until Yesterday Take Me Back Again Madonna, Madonna Why Does It Have to Be Me Not as a Stranger
11.	FOUR KNIGHTS	I Get So Lonely I Was Meant for You Period They Tell Me
12.	ROSEMARY CLOONEY	Hey, There This Ole House My Baby Rocks Me Bunch of Bananas
13.	KAY STARR	If You Love Me (Really Love Me) Man Upstairs Changing Partners Fortune in Dreams Toy or Treasure Swamp Fire
14.	GAYLORDS	Little Shoemaker From the Vine Came the Grape Love I You Isle of Capri Strings of My Heart Vini, Vidi, Vici

PLACE	WINNER	RECORDING
15.	NAT (KING) COLE	Answer Me, My Love Smile It Happened to Be Me Make Her Mine Alone Too Long Why Lover Come Back to Me It's Crazy That's All I Envy Fool Was I
16.	ARCHIE BLEYER	Hernando's Hideaway
17.	DEAN MARTIN	That's Amore Sway Money Burns a Hole in My Pocket Brother Pour the Wine I'd Cry Like a Baby Peddler Man Try Again One More Time
18.	TONY MARTIN	Here Stranger in Paradise Angels in the Sky Let's Try Again Uno Caribbean
19.	AMES BROTHERS	Man With the Banjo You, You, You Leave it to Your Heart Hopelessly Man, Man Is for the Woman I Can't Believe That You're in Love With Me One More Time Let's Walk and Talk Boogie Woogie Maxixe
20.	HILLTOPPERS	Till Then From the Vine Came the Grape Poor Butterfly Sweethearts Wrapped Up in a Dream To Be Alone If I Didn't Care Love Walked In Time Will Tell P.S., I Love You
21.	TERESA BREWER	Jilted Ricochet Bell Bottom Blues Our Heartbreaking Waltz Skinny Minnie Au Revoir Baby, Baby, Baby I Had Someone Before I Had You
22.	LES PAUL & MARY FORD	I'm a Fool to Care I Really Don't Want to Know South Vaya Con Dios Auctioneer Doncha Hear Them Bells Whither Thou Goest Mandolino
23.	FRANK WEIR	Happy Wanderer Little Shoemaker
24.	RALPH MARGERIE	Skokiaan The Creep
25.	LES BAXTER	High and the Mighty I Love Paris
26.	GEORGIE SHAW	Till We Two Are One Somebody Else's Love Song Wonderful Give Me the Right Yearning
27.	JUNE VALLI	I Understand Just How You Feel Tell Me, Tell Me Don't Forget to Write Boy Wanted
28.	FOUR LADS	Skokiaan Istanbul Cleo and Meo Gilly Gilly Ossenfeffer Katzenellen Bogen by the Sea Sugar Lump Oh, That'll Be Joyful Harmony Brown I Should Have Told You Down by the Riverside
29.	FOUR TUNES	I Understand Just How You Feel Marie Greatest Feeling in the World
30.	HUGO WINTERHALTER	Little Shoemaker Magic Tango Velvet Glove



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**1954**  
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# ARTIST FAVORITES...

## Favorite MALE VOCALISTS

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

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

PLACE	WINNER	LABEL	1953
1.	FRANK SINATRA	Capitol	5
2.	PERRY COMO	RCA Victor	1
3.	EDDIE FISHER	RCA Victor	2
4.	NAT (KING) COLE	Capitol	4
5.	BING CROSBY	Decca	3
6.	FRANKIE LAINE	Columbia	7
7.	TONY MARTIN	RCA Victor	11
8.	TONY BENNETT	Columbia	12
9.	BOB MANNING	Capitol	—
10.	BILLY ECKSTINE	M-G-M	6
11.	DEAN MARTIN	Capitol	13
12.	DON CORNELL	Coral	8
13.	GORDON MacRAE	Capitol	—
14.	VIC DAMONE	Mercury	10
15.	LOUIS ARMSTRONG	Decca	14
16.	MEL TORME	Coral	15
17.	VAUGHN MONROE	RCA Victor	—
18.	GUY MITCHELL	Columbia	9
19.	DICK HAYMES	Unaffiliated	17
20.	JOHNNIE RAY	Columbia	20
21.	JERRY VALE	Columbia	—
22.	HERB JEFFRIES	Coral	15
23.	BILLY DANIELS	Mercury	—
23.	ROY HAMILTON	Epic	—
25.	JULIUS LA ROSA	Cadence	27

## Most Played MALE VOCALISTS

Based on tabulation of The Billboard "Most Played by Disk Jockeys" Music Popularity Charts, period January 1, 1954, thru October 9, 1954.

PLACE	WINNER	LABEL
1.	PERRY COMO	RCA Victor
2.	FRANK SINATRA	Capitol
3.	EDDIE FISHER	RCA Victor
4.	TONY BENNETT	Columbia
5.	NAT (KING) COLE	Capitol
6.	DEAN MARTIN	Capitol
7.	TONY MARTIN	RCA Victor
8.	GEORGIE SHAW	Decca
9.	FRANKIE LAINE	Columbia
10.	JOHNNIE RAY	Columbia
11.	LOU MONTE	RCA Victor
12.	VAUGHN MONROE	RCA Victor

## Favorite FEMALE VOCALISTS

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

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

PLACE	WINNER	LABEL	1953
1.	DORIS DAY	Columbia	2
2.	ROSEMARY CLOONEY	Columbia	3
3.	KAY STARR	Capitol	6
4.	JO STAFFORD	Columbia	1
5.	PATTI PAGE	Mercury	4
6.	DINAH SHORE	RCA Victor	5
7.	KITTY KALLEN	Decca	—
8.	JONI JAMES	M-G-M	10
9.	ELLA FITZGERALD	Decca	9
10.	JUNE CHRISTY	Capitol	14
11.	PEGGY LEE	Decca	8
12.	SARAH VAUGHAN	Mercury	7
13.	JERI SOUTHERN	Decca	11
14.	MARGARET WHITING	Capitol	11
15.	MARY FORD	Capitol	16
16.	SUNNY GALE	RCA Victor	—
17.	CONNIE BOSWELL	Decca	21
18.	TONI ARDEN	Columbia	18
19.	CONNIE RUSSELL	Capitol	—
20.	JUNE VALLI	RCA Victor	17
21.	FRAN WARREN	M-G-M	—
22.	CHRIS CONNOR	Capitol	—
23.	FELICIA SANDERS	Columbia	—
24.	TERESA BREWER	Coral	20
25.	BETTY MADIGAN	M-G-M	—

## Most Played FEMALE VOCALISTS

Based on tabulation of The Billboard "Most Played by Disk Jockeys" Music Popularity Charts, period January 1, 1954, thru October 9, 1954.

PLACE	WINNER	LABEL
1.	KITTY KALLEN	Decca
2.	PATTI PAGE	Mercury
3.	JO STAFFORD	Columbia
4.	DORIS DAY	Columbia
5.	ROSEMARY CLOONEY	Columbia
6.	KAY STARR	Capitol
7.	TERESA BREWER	Coral
8.	JUNE VALLI	RCA Victor
9.	EARTHA KITT	RCA Victor
10.	JONI JAMES	M-G-M
11.	BETTY MADIGAN	M-G-M

THIS year The Billboard is running, along with the "Favorite Male Vocalist" and "Favorite Female Vocalist" listings, a chart listing the male and female vocalists most played during the year by the jockeys, according to The Billboard's weekly charts. A comparison of the two charts indicates that altho jockeys may have their favorites, they still play the songsters the public demands. In the male division, for instance, Georgie Shaw, who isn't even on the favorite list, is in eighth slot as the most played male singer. And thrush Betty Madigan, who is last on the favorite female singer list, is No. 11 on the most played chart.

It is noticeable that the first five male singers in this year's favorite artist poll are the same five singers who finished on top last year. Frank Sinatra jumped from fifth to first and Nat Cole moved one position ahead of Bing Crosby for the only changes. What a hit disk can do for a warbler is illustrated by the elevated position of Tony Martin. This year he is in seventh position on the favorite singer list, last year he was 11th. The favorite male singer chart this year indicates the difficulty of new talent making it these days. Only Bob Manning, Jerry Vale and Roy Hamilton joined the ranks of the favored few on the male singers' list.

On the distaff side the first six thrushes last year are also this year's top six. Doris Day has succeeded Jo Stafford as the favorite canary, Rosemary Clooney moved up one and Kay Starr jumped from sixth to third. The greatest jump, of course, was that of Kitty Kallen, who went from nowhere last year to No. 7 this year on the strength of her two smash hit records on Decca. New talent breaking thru among the girls was just as scarce as among the male singers this year. Connie Russell, Chris Connor and Betty Madigan were the only new girls who moved into contention among the jockeys in 1954.



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# ARTIST FAVORITES...

## Newer MALE VOCALISTS . . .

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

Which newer male vocalist (singing with or without a band) has in your opinion the greatest chance to become one of the top male vocalist names?

PLACE	WINNER	LABEL
1.	BOB MANNING	Capitol
2.	TOMMY LEONETTI	Capitol
3.	JERRY VALE	Columbia
4.	GEORGIE SHAW	Decca
5.	ROY HAMILTON	Epic
6.	CHARLIE APPLEWHITE	Decca
7.	SAMMY DAVIS JR.	Decca
8.	RUSH ADAMS	M-G-M
9.	JOE FOLEY	Coral
10.	GARY CROSBY	Decca
11.	BOB STEWART	M-G-M
12.	TOMMY MARA	M-G-M
13.	DAVID WHITFIELD	London
14.	LOU MONTE	RCA Victor
15.	HARRY BELEFONTE	RCA Victor
16.	TONY TRAVIS	RCA Victor
17.	JAN ARDEN	RCA Victor
18.	JEFF CHANDLER	Decca
19.	RUSTY DRAPER	Mercury
20.	BOB DINI	Coral

## Newer FEMALE VOCALISTS . . .

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

Which newer female vocalist (singing with or without a band) has in your opinion the greatest chance to become one of the top female vocalist names?

PLACE	WINNER	LABEL
1.	BETTY MADIGAN	M-G-M
2.	PEGGY KING	Columbia
3.	DENISE LOR	Majar
4.	JILL COREY	Columbia
5.	JOYCE TAYLOR	Mercury
6.	MICKI MARLO	Capitol
7.	CHRIS CONNOR	Capitol
8.	CONNIE RUSSELL	Capitol
9.	KITTY KALLEN	Decca
10.	SUNNY GALE	RCA Victor
11.	EYDIE GORME	Coral
12.	JERI ADAMS	Dee Gee
13.	VONNIE TAYLOR	Capitol
14.	DOLORES HAWKINS	Epic
15.	JANET BRACE	Decca
16.	VICKIE YOUNG	Capitol
17.	MARION CARUSO	Decca
18.	JUNE VALLI	RCA Victor
19.	EARTHA KITT	RCA Victor

IN THIS facet of The Billboard disk jockey survey, the fraternity is given the opportunity, often indulged in by tradesters, of picking the hit-makers of the future, or just giving the nod to those they think most talented.

Male vocalist honors go to Bob Manning, who has come close to letting go with a big one several times in the past. Not a "newer" artist in the strictest sense, his full potential has still been far from realized, according to platter spinners. Following Manning for the next half dozen or so places are chanters who first had adequate representation of their talent on wax during the past year. Rusty Draper, who places 19th, has had some towering hits in the past, and apparently rates inclusion in the current tabulation on the opinion that he's due to come back again strongly soon.

Betty Madigan showed her power with "Joey," which quickly placed her in contender ranks. That she has the potential for future growth, in the opinion of jockeys, is evident by the outcome here. She leads the field of fem warblers by a comfortable margin. That label strength alone is not the measure of talent, is shown by the inclusion of Denise Lor and Jeri Adams, from Majar and Dee Gee respectively.

The first three places in the "small instrumental group" segment of the poll indicates that jockeys continue their personal loyalty to George Shearing, the Three Suns and Art Van Damme. In the same order as a year ago, too. A sign of the times is the heightened interest in jazz groups, with several showing up for the first time and others upping their standing in the list.

While the instrumental combo chart indicates no particular concern for the commercial rating of the artists chosen (some sell well, but others don't), vocal groups picked are almost invariably strong and steady disk sellers. It's necessary to skim at least half way down the listing before running into any but a proven winner. If there is a moral to be drawn from this fact, let others draw it.

## SMALL Instrumental GROUPS . . .

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

Which is your favorite small instrumental group (less than seven pieces)?

PLACE	WINNER	LABEL	1953
1.	GEORGE SHEARING	M-G-M	1
2.	THREE SUNS	RCA Victor	2
3.	ART VAN DAMME	Capitol	3
4.	DAVE BRUBECK	Fantasy-Columbia	7
5.	LES PAUL & MARY FORD	Capitol	5
6.	DICK HYMAN TRIO	M-G-M	—
7.	HARMONICATS	Mercury	13
8.	OSCAR PETERSON	Clef	9
9.	BENNY GOODMAN SEXTET	Columbia	6
10.	FRANK PETTY TRIO	M-G-M	14
11.	ERROL GARNER	Mercury	—
12.	ARTIE SHAW AND HIS GRAMERCY 5	RCA Victor	—
13.	PAGE CAVANAUGH TRIO	Coral	8
14.	GERRY MULLIGAN QUARTET	Pacific Jazz	—
15.	NORMAN PETTY TRIO	"X"	—
16.	GENE KRUPA TRIO	Clef	11
17.	DON ELLIOTT	RCA Victor	—
18.	ERNIE FELICE	Capitol	10
19.	KING COLE TRIO	Capitol	4
20.	PEE WEE HUNT	Capitol	—

## SMALL Singing GROUPS . . .

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

Which is your favorite small singing group (duo, trio, quartet)?

PLACE	WINNER	LABEL	1953
1.	FOUR ACES	Decca	3
2.	FOUR FRESHMEN	Capitol	5
3.	AMES BROTHERS	RCA Victor	2
3.	MILLS BROTHERS	Decca	1
5.	CREW CUTS	Mercury	—
6.	GAYLORDS	Mercury	20
7.	FOUR LADS	Columbia	10
8.	FOUR KNIGHTS	Capitol	6
9.	HILLTOPPERS	Dot	12
10.	McGUIRE SISTERS	Coral	—
11.	MODERNAIRES	Coral	4
12.	HI LO'S	Trend	—
13.	FONTANE SISTERS	Dot	9
14.	MARINERS	Columbia	16
15.	PIED PIPERS	Capitol	13
16.	LANCERS	Trend	—
17.	CHORDETTES	Cadence	—
18.	HONEYDREAMERS	Mood	—
19.	DON, DICK AND JIMMY	Crown	—
20.	INK SPOTS	Decca	8

Thanks for everything  
you've done for us.

Les and Mary

**The Billboard  
1954  
Disk Jockey  
Poll**

# RECORDS, Popular

## Favorites

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

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

<u>PLACE</u>	<u>WINNER</u>	<u>LABEL</u>
1.	YOUNG AT HEART, Frank Sinatra.....	Capitol
2.	LITTLE THINGS MEAN A LOT, Kitty Kallen....	Decca
2.	SECRET LOVE, Doris Day.....	Columbia
4.	HEY, THERE, Rosemary Clooney.....	Columbia
5.	OH, MY PAPA, Eddie Fisher.....	RCA Victor
6.	WANTED, Perry Como.....	RCA Victor
7.	HIGH AND THE MIGHTY, Les Baxter.....	Capitol
8.	MAKE LOVE TO ME, Jo Stafford.....	Columbia
9.	HIGH AND THE MIGHTY, Victor Young.....	Decca
10.	HOLD MY HAND, Don Cornell.....	Coral
11.	THREE COINS IN THE FOUNTAIN, Four Aces....	Decca
12.	THIS OLE HOUSE, Rosemary Clooney.....	Columbia
13.	VAYA CON DIOS, Les Paul & Mary Ford....	Capitol
14.	DON'T WORRY 'BOUT ME, Frank Sinatra....	Capitol
15.	ANSWER ME, MY LOVE, Nat (King) Cole...	Capitol
16.	FROM HERE TO ETERNITY, Frank Sinatra....	Capitol
17.	EBB TIDE, Frank Chacksfield.....	London
18.	GAL THAT GOT AWAY, Frank Sinatra.....	Capitol
19.	HIGH AND THE MIGHTY, Leroy Holmes.....	M-G-M
20.	OH, BABY MINE (I GET SO LONELY) Four Knights.....	Capitol
20.	YOU, YOU, YOU, Ames Brothers.....	RCA Victor

It's of prime interest, it would seem, to note the differences between the record which disk jockeys voted as among their favorite disks of the year and those which received the most disk jockey plays. The jocks, as they did in the "favorite artists" poll, showed quite a preference for Frank Sinatra. Yet Perry Como's "Wanted" was undoubtedly the most-played pop record of the year thus far.

The accompanying listings should be compared with the charts in this section which show the jockeys' favorite pop artists and the pop artists who received the most plays during the first three quarters of the year.

Also of note is the fact that the jockeys will list specific records as favorites whether or not the artists themselves hold the same "favorite" position with these same jocks. For example, Kitty Kallen does fairly well as a "favorite" artist, but places second via her "Little Things" disk as a favorite pop slicing. Como, however, takes top honors as "most played" artist, has the "most played" single record, yet comes in sixth on the adjoining listing of "favorite" records.

In all, the attempt this year to match "most played" records and artists with "favorite" records and artists should cause much comment and deep thinking on all levels of the record and music business.

## Most Played

Based on tabulation of The Billboard "Most Played by Disk Jockeys" Music Popularity Charts, period January 1, 1954, thru October 9, 1954.

<u>PLACE</u>	<u>WINNER</u>	<u>LABEL</u>
1.	WANTED, Perry Como.....	Victor
2.	LITTLE THINGS MEAN A LOT, Kitty Kallen....	Decca
3.	MAKE LOVE TO ME, Jo Stafford.....	Columbia
4.	SH-BOOM, Crew Cuts.....	Mercury
5.	YOUNG AT HEART, Frank Sinatra.....	Capitol
6.	SECRET LOVE, Doris Day.....	Columbia
7.	CROSS OVER THE BRIDGE, Patti Page.....	Mercury
8.	I GET SO LONELY, Four Knights.....	Capitol
9.	THREE COINS IN THE FOUNTAIN, Four Aces..	Decca
10.	HEY, THERE, Rosemary Clooney.....	Columbia
11.	OH, MY PAPA, Eddie Fisher.....	Victor
12.	HERNANDO'S HIDEAWAY, Archie Bleyer....	Cadence
13.	LITTLE SHOEMAKER, Gaylords.....	Mercury
14.	ANSWER ME, MY LOVE, Nat (King) Cole	Capitol
15.	IF YOU LOVE ME (REALLY LOVE ME) Kay Starr.....	Capitol
16.	STRANGER IN PARADISE, Tony Bennett..	Columbia
17.	THAT'S AMORE, Dean Martin.....	Capitol
18.	HERE, Tony Martin.....	Victor
19.	HAPPY WANDERER, Frank Weir.....	London
20.	THREE COINS IN THE FOUNTAIN Frank Sinatra.....	Capitol

# ATOMIC



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# RECORD FAVORITES...

## Standards

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

Which 5 standards are your all-time greats?

PLACE	WINNER	LABEL
1.	STARDUST, Artie Shaw .....	RCA Victor
2.	MOONLIGHT SERENADE, Glenn Miller...	RCA Victor
3.	IN THE MOOD, Glenn Miller.....	RCA Victor
4.	BEGIN THE BEGUINE, Artie Shaw.....	RCA Victor
5.	TENDERLY, Rosemary Clooney .....	Columbia
6.	STRING OF PEARLS, Glenn Miller.....	RCA Victor
7.	SEPTEMBER SONG, Stan Kenton.....	Capitol
8.	WHITE CHRISTMAS, Bing Crosby.....	Decca
9.	STARDUST, Glenn Miller.....	RCA Victor
10.	I CAN'T GET STARTED, Bunny Berrigan..	RCA Victor
10.	ON THE SUNNY SIDE OF THE STREET, Tommy Dorsey .....	RCA Victor
12.	STARDUST, Bing Crosby.....	Decca
13.	BOOGIE WOOGIE, Tommy Dorsey.....	RCA Victor
14.	NIGHT AND DAY, Frank Sinatra .....	Columbia
15.	LITTLE BROWN JUG, Glenn Miller....	RCA Victor
16.	STARDUST, Tommy Dorsey.....	RCA Victor
17.	TUXEDO JUNCTION, Glenn Miller.....	RCA Victor
18.	MARIE, Tommy Dorsey .....	RCA Victor
19.	TENDERLY, Randy Brooks.....	Decca
20.	MOONLIGHT IN VERMONT, Margaret Whiting.	Capitol
21.	TENDERLY, Stan Kenton.....	Capitol
22.	TENDERLY, Ralph Marterie .....	Mercury
23.	NANCY, Frank Sinatra .....	Columbia
24.	BODY AND SOUL, Coleman Hawkins...	RCA Victor
25.	LAURA, Stan Kenton .....	Capitol
26.	PRISONER OF LOVE, Perry Como.....	RCA Victor
27.	FRENESI, Artie Shaw .....	RCA Victor
28.	STARDUST, Ray Anthony .....	Capitol
29.	I'VE GOT A CRUSH ON YOU, Frank Sinatra.	Columbia
30.	SUNRISE SERENADE, Glenn Miller .....	RCA Victor

## Rhythm & Blues

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

Which single record in the Rhythm & Blues category did you like most during the past 12 months?

PLACE	WINNER	LABEL
1.	SHAKE, RATTLE AND ROLL, Bill Haley.....	Decca
2.	SH-BOOM, Crew Cuts .....	Mercury
3.	SH-BOOM, Chords .....	Caf
4.	HONEY LOVE, Drifters .....	Atlantic
5.	SHAKE, RATTLE AND ROLL, Joe Turner....	Atlantic
6.	WHAT A DREAM, Patti Page .....	Mercury
7.	YOU'LL NEVER WALK ALONE, Roy Hamilton..	Epic
8.	LITTLE MAMA, Clovers .....	Atlantic
9.	I UNDERSTAND JUST HOW YOU FEEL, Four Tunes .....	Jubilee
10.	HONEY LOVE, Vickie Young .....	Capitol

## Children's

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

Which single record in the Children's category did you like most during the past 12 months?

PLACE	WINNER	LABEL
1.	DOGGIE IN THE WINDOW, Patti Page....	Mercury
2.	KITTY IN THE BASKET, Gayla Peevey and Jimmy Boyd..	Columbia
3.	BIMBO, Eddy Howard .....	Mercury
3.	MAMA DOLL SONG, Patti Page .....	Mercury
5.	DENNIS THE MENACE, Jimmy Boyd and Rosemary Clooney .....	Columbia
6.	LITTLE SHOEMAKER, Rosemary Clooney..	Columbia
7.	KITTY KATS PARTY, Rosemary Clooney..	Columbia
8.	TEDDY BEARS PICNIC, Rosemary Clooney.	Columbia
9.	BIMBO, Gene Autry.....	Columbia
10.	BIMBO, Brucie Weil.....	RCA Victor

ASKING disk jockeys to select their favorite records in any musical category brings up some unusual aspects of the music-record business of today. A glance at the list of standard favorites amply demonstrates the power of the name bands of some years ago. The cry these days centers around the inability of dance bands to make the grade on records in a fashion similar to the hey-days of the late '30's and early '40's. This poll doesn't answer the problem, but it spotlights again the fact that jockeys are still playing records cut by Glenn Miller, Artie Shaw, Stan Kenton, Tommy Dorsey and others.

The power of a song is amply demonstrated in the number of jockeys who selected different versions of "Tenderly" as their favorite standard record. Highlighted, too, is the strength of the old-line record labels. While this is expected, it is somewhat unusual to see how few "standard" records have come out of even those labels which have been issuing disks on a regular basis for five or more years.

The pop jockeys selections for their favorite rhythm and blues record is particularly noteworthy. It shows, first of all, the breakdown in the lines of demarcation between "pop" and "rhythm and blues." While it is expected that the pop jockeys would select their favorites from among pop versions of rhythm and blues material, it is a bit surprising to see the number of jockeys who are actually playing rhythm and blues records on pop shows. This trend has been pointed out editorially in The Billboard, but the adjoining chart sells the fact dramatically.

As for kiddie records, again the jockeys tend to ride with their pop artists. Mercury and Columbia dominate this chart of "favorites" but with artists like Patti Page, Eddy Howard, Jimmy Boyd, etc. "Doggie," of course, is a holdover from the previous year, but the country-based "Bimbo" shows up in several versions.

Thanks D.J.'s

you're the "guys" who helped make it

ANOTHER TREMENDOUS YEAR



ON TV:  
"THE GUY LOMBARDO SHOW"  
for LINCOLN-MERCURY  
WRCA-TV

ON FILM:  
"GUY LOMBARDO"  
SYNDICATED NATIONALLY  
BY M.C.A.

CURRENTLY  
HOTEL ROOSEVELT, N. Y.  
For Annual Engagement

# Guy Lombardo

and his Royal Canadians

Currently Best Selling Album

**NIGHT AT THE ROOSEVELT**

DL 8070

Featuring a medley of most requested Lombardo favorites as played at the Roosevelt Grill.

Exclusively on



Current Best Selling Singles

**LOOKING BACK TO SEE**

and  
**MORE AND MORE**  
Decca 29303

**HOLD MY HAND**

and  
**THE MAMA DOLL SONG**  
Decca 29301



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**The Billboard  
1954  
Disk Jockey  
Poll**

# BAND FAVORITES...

## All-Around

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

Which band on records do you like most—your current all-round favorite?

PLACE	WINNER	LABEL	1953
1.	RAY ANTHONY	Capitol	2
2.	LES BROWN	Coral	5
3.	RALPH MARGERIE	Mercury	6
4.	RALPH FLANAGAN	RCA Victor	1
5.	LES ELGART	Columbia	—
6.	GLENN MILLER	RCA Victor	—
7.	BILLY MAY	Capitol	3
8.	STAN KENTON	Capitol	8
9.	HUGO WINTERHALTER	RCA Victor	6
10.	SAUTER-FINEGAN	RCA Victor	4
11.	PERCY FAITH	Columbia	11
12.	WOODY HERMAN	Mars-Capitol	9
13.	COMMANDERS	Decca	—
14.	TOMMY AND JIMMY DORSEY	Bell	—
15.	NELSON RIDDLE	Capitol	—
16.	LES BAXTER	Capitol	29
17.	RICHARD HAYMAN	Mercury	—
18.	JACKIE GLEASON	Capitol	—
19.	HARRY JAMES	Columbia	17
20.	TED HEATH	London	—
21.	GUY LOMBARDO	Decca	13
21.	PAUL WESTON	Columbia	—
23.	DAVID CARROLL	Mercury	—
24.	DUKE ELLINGTON	Capitol	15
25.	COUNT BASIE	Clef	29
25.	BUDDY MORROW	RCA Victor	10
27.	JERRY GRAY	Decca	19
28.	BENNY GOODMAN	Columbia	12
28.	MANTOVANI	London	14
30.	FREDDY MARTIN	RCA Victor	—

## Sweet

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

Which band on records in the sweet category do you currently like best?

PLACE	WINNER	LABEL
1.	GUY LOMBARDO	Decca
2.	SAMMY KAYE	Columbia
3.	JACKIE GLEASON	Capitol
4.	MANTOVANI	London
5.	LES ELGART	Columbia
6.	RAY ANTHONY	Capitol
7.	RALPH FLANAGAN	RCA Victor
8.	PERCY FAITH	Columbia
9.	HUGO WINTERHALTER	RCA Victor
10.	LES BAXTER	Capitol

## Swing

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

Which band on records in the swing category do you currently like best?

PLACE	WINNER	LABEL
1.	LES ELGART	Columbia
2.	LES BROWN	Coral
3.	RALPH MARGERIE	Mercury
4.	RAY ANTHONY	Capitol
5.	BENNY GOODMAN	Columbia
6.	WOODY HERMAN	Mars-Capitol
7.	STAN KENTON	Capitol
8.	GLENN MILLER	RCA Victor
9.	COMMANDERS	Decca
10.	RALPH FLANAGAN	RCA Victor

## Latin-American

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

Which band on records in the Latin-American category do you currently like best?

PLACE	WINNER	LABEL
1.	PEREZ PRADO	RCA Victor
2.	XAVIER CUGAT	Mercury
3.	NORO MORALES	RCA Victor
3.	TITO RODRIGUEZ	Seeco
5.	LUIS ARCARAZ	RCA Victor
6.	TITO PUENTE	Tico
7.	EDMUNDO ROS	London
8.	JOE LOCO	Tico
9.	RICHARD MALTBY	"X"
9.	CHUY REYES	Capitol

FOR several years there have been recurring campaigns to bring back the bands. The truth of the matter, of course, is that they have never really been away. When the material is right their records sell. And they also are played generously by disk jockeys who spin what their listeners want.

The relationship of sales to spins is aptly illustrated in the pre-eminence of Ray Anthony in the "All-Around" category this year. His was just a short hop up from the No. 2 spot in 1953. Last year's leader, Ralph Flanagan, dipped to No. 4 in the latest poll, being topped by Les Brown and Ralph Marterie.

New bands that made the listing in their first year of operation include the Les Elgart crew, The Commanders, formed originally as a Decca house band, and the revived Tommy and Jimmy Dorsey aggregation.

Label concentration on bands or house orks is indicated by the number of groups from each diskery which made the listing. Capitol leads with eight bands, followed by RCA Victor with six, Columbia with five, Mercury and Decca with three each, London with two, and Coral, Bell and Clef with one each.

The effect of best selling albums and a top ranking movie, "The Glenn Miller Story," on deejay play, is shown by Glenn Miller's placement in the No. 6 slot. A year ago his wax didn't show at all.

It will probably come as no surprise that the perennial favor shown the Guy Lombardo band came in for a solid repeat this year on the "Sweet" category list, with Sammy Kaye closely in tow. The strong showing by Jackie Gleason brings forward new evidence of the increased attention being given to album play by disk jockeys.

Overwhelming favor in the Latin-American category was shown Perez Prado, who garnered more than twice as many points as runner-up Xavier Cugat. One curious entry who won sufficient votes to rate inclusion in the L. A. list is Label "X"'s Richard Maltby, whose clicking "St. Louis Blues Mambo" placed him in the category for polled deejays.





*Mr. and Mrs. Music, U.S.A.*

**Karen and Jack  
CHANDLER PLEIS**

**LATEST!**

**RUN AROUND  
AND  
YOU'RE ALWAYS  
WELCOME  
HOME**

**FOR ALWAYS  
AND  
BEYOND THE  
BLUE  
HORIZON**



**CORAL** 61289

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Just a line to say thanks to all you  
D.J.'s for all your help.  
*Karen + Jack*

**The Billboard  
1954  
Disk Jockey  
Poll**

# MOST HELPFUL ARTISTS...

## Disk Promotion

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

Which individual recording artists are most conscientious and helpful to you with the promotion of their disks?

### Popular

PLACE	WINNER	LABEL
1.	FOUR ACES	Decca
2.	RALPH FLANAGAN	RCA Victor
3.	PERRY COMO	RCA Victor
4.	EDDIE FISHER	RCA Victor
5.	PATTI PAGE	Mercury
6.	RAY ANTHONY	Capitol
7.	TED WEEMS	M-G-M
8.	ROSEMARY CLOONEY	Columbia
9.	HILLTOPPERS	Dol
10.	DON CORNELL	Coral
11.	JONI JAMES	M-G-M
12.	TONY BENNETT	Columbia
13.	SAMMY KAYE	Columbia
14.	LES PAUL AND MARY FORD	Capitol
15.	RICHARD HAYMAN	Mercury
16.	JULIUS LA ROSA	Cadence
17.	STAN KENTON	Capitol
18.	RALPH MARGERIE	Mercury
19.	FRANKIE LAINE	Columbia
20.	KITTY KALLEN	Decca
21.	BETTY MADIGAN	M-G-M
22.	ARCHIE BLEYER	Cadence
22.	DORIS DAY	Columbia
24.	CONNIE BOSWELL	Decca
25.	FOUR FRESHMEN	Capitol

### C&W

PLACE	WINNER	LABEL
1.	WEBB PIERCE	Decca
2.	FARON YOUNG	Capitol
3.	EDDY ARNOLD	RCA Victor
4.	CARLISLES	Mercury
5.	BILL CARLISLE	Decca
6.	PEE WEE KING	RCA Victor
7.	JIMMY DICKENS	Columbia
8.	JIM REEVES	Abboff
9.	CARL SMITH	Columbia
10.	HANK SNOW	RCA Victor
11.	RED FOLEY	Decca
12.	FERLIN HUSKEY	Capitol
13.	CHARLIE ADAMS	Decca
14.	SONNY JAMES	Capitol
15.	SLIM WHITMAN	Imperial

### R&B

PLACE	WINNER	LABEL
1.	FAYE ADAMS	Herald
2.	RUTH BROWN	Atlantic
3.	DOMINOES	Federal
4.	LOUIS JORDAN	Aladdin
5.	BUDDY JOHNSON	Mercury
6.	LaVERN BAKER	Atlantic
7.	DRIFTERS	Atlantic
8.	FATS DOMINO	Imperial
9.	ROY HAMILTON	Epic
10.	MIDNIGHTERS	King

## Personal Appearances

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

Which recording artists are most co-operative in arranging for personal appearances on your program?

### Popular

PLACE	WINNER	LABEL
1.	FOUR ACES	Decca
2.	RALPH FLANAGAN	RCA Victor
3.	DON CORNELL	Coral
4.	STAN KENTON	Capitol
5.	RAY ANTHONY	Capitol
6.	PATTI PAGE	Mercury
7.	CONNIE BOSWELL	Decca
8.	JOHNNY LONG	Coral
9.	GAYLORDS	Mercury
10.	BILL LAWRENCE	RCA Victor
11.	BUDDY MORROW	RCA Victor
12.	FOUR FRESHMEN	Capitol
13.	FOUR LADS	Columbia
13.	TED WEEMS	M-G-M
15.	JULIUS LA ROSA	Cadence
16.	LOU MONTE	RCA Victor
17.	BETTY MADIGAN	M-G-M
18.	SUNNY GALE	RCA Victor
19.	EILEEN BARTON	Coral
20.	SPIKE JONES	RCA Victor
21.	LES PAUL AND MARY FORD	Capitol
22.	JOHNNIE RAY	Columbia
23.	SAMMY KAYE	Columbia
24.	ALAN DEAN	M-G-M
25.	TOMMY LEONETTI	Capitol
25.	RALPH MARGERIE	Mercury

### C&W

PLACE	WINNER	LABEL
1.	JIMMY DICKENS	Columbia
2.	MADDOX BROTHERS AND ROSE	Columbia
3.	WEBB PIERCE	Decca
4.	JIM REEVES	Abboff
5.	EDDY ARNOLD	RCA Victor
6.	JOHNNY AND JACK	RCA Victor
7.	ERNEST TUBB	Decca
8.	BILLY WALKER	Columbia
9.	PEE WEE KING	RCA Victor
10.	HANK SNOW	RCA Victor
11.	FARON YOUNG	Capitol
12.	RED FOLEY	Decca
13.	WADE RAY	RCA Victor
14.	CARL SMITH	Columbia
15.	RAY PRICE	Columbia

### R&B

PLACE	WINNER	LABEL
1.	BUDDY JOHNSON	Mercury
2.	NAT (KING) COLE	Capitol
3.	LOUIS JORDAN	Aladdin
4.	MIDNIGHTERS	King
5.	LIONEL HAMPTON	Clef
6.	EDDIE BOYD	Chess
7.	BILL DOGGETT	King
8.	FAYE ADAMS	Herald

(no other listing received more than one mention)

AS BILLBOARD has done in past years and in similar polls of the nation's disk jockeys, the platter spinners were once again asked to list the most co-operative disk names. The jockeys were requested to list those artists considered most conscientious and helpful and those who are particularly most helpful in arranging personal appearances.

The listing in the adjacent columns speak for themselves in the matter of listings. However, one factor is, happily, very evident. The jockeys do not base their "most co-operative" voting on whether a personality is willing or able to appear on their shows in person. A prime example is that of Perry Como who shows up very high on the "disk promotion" list, but because of his regular TV commitments cannot oblige by appearing on many disk jockey shows. This apparently holds true for many artists on either listing.

Too, the value of disk jockey promotion is never questioned, but it must be noted that the jockeys do not closely collate their plays with those artists considered "most co-operative." The listeners' preferences and just good programing are more important to the jocks than their personal dislikes or likes among record artists.

Thanks Disk Jockeys for  
all those spins...

# JULIUS LA ROSA



**CURRENTLY:**

**MOBILE**

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**I HATE  
TO SAY  
HELLO**

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**CAMPANELLE**

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**I HOPE  
YOU'LL BE  
VERY HAPPY**

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New York, N. Y.

**The Billboard  
1954  
Disk Jockey  
Poll**

# ALBUM FAVORITES

## Popular

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

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

PLACE	WINNER	LABEL
1.	SWING EASY, Sinatra.....	Capitol
2.	GLENN MILLER LIMITED EDITION, VOL. II .....	RCA Victor
3.	GLENN MILLER LIMITED EDITION, VOL. 1 .....	RCA Victor
4.	SONGS FOR YOUNG LOVERS, Sinatra.....	Capitol
5.	GLENN MILLER STORY .....	RCA Victor
6.	BING .....	Decca
7.	MUSIC, MARTINIS AND MEMORIES, Gleason.....	Capitol
8.	MUSIC FOR LOVERS ONLY, Gleason.....	Capitol
9.	MAY I SING TO YOU, Fisher.....	RCA Victor
10.	MUSIC TO MAKE YOU MISTY, Gleason.....	Capitol

In every instance the pop albums which the disk jockeys declared as their "favorites" were among the big-selling pop albums of the year this far. Conversely, of course, the big-selling albums were those which the jockeys liked — and were playing regularly. It is also pertinent to point out that three of the top 10 pop albums were big-ticket items for the dealers—selling for \$25 or more. Again, the jockeys have proven themselves to be the prime promotional force in the industry. Of interest, of course, is the preponderance of "big names" on the list.

As for the jazz album selections made by the jockeys, it becomes obvious that the boys who spin the records have varying tastes. Represented are big band, swing, Dixieland and progressive jazz albums. Les Brown's leading position can be attributed, partially, to the release of the album in very recent weeks and the jockeys' current heavy usage of the set. Dave Brubeck, cover story personality of Time magazine, leads the group of progressive jazz musicians who received jockey plaudits.

The semi-classical category listing highlights, as expected, the public desire for so-called "mood" or "background" music. Jackie Gleason, for example, repeats on this listing with an album also heavily voted in the pop album category. Tastes, again, were varied; and labeling an album package "semi-classical," rather than "pop," seemed to confuse some of the many jockeys polled.

There wasn't, however, any confusion about the jockeys' favorite classical packages. The standard "war horse" releases stood up nobly. Maestro Arturo Toscanini also, obviously, has as big a hold on the disk jockeys as he has on the general buying public.

## Jazz

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

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

PLACE	WINNER	LABEL
1.	LES BROWN'S CONCERT AT THE PALLADIUM .....	Coral
2.	INSIDE SAUTER-FINEGAN .....	RCA Victor
4.	JAM SESSION COAST TO COAST, Eddie Condon....	Columbia
3.	JAZZ GOES TO COLLEGE, VOL. 1 .....	Columbia
6.	JAZZ GOES TO COLLEGE, VOL. II .....	Columbia
5.	STAN KENTON PRESENTS JAZZ .....	Capitol
7.	SOMETHING COOL, June Christy.....	Capitol
8.	JAZZ AT COLLEGE OF THE PACIFIC, Dave Brubeck....	Fantasy
9.	TED HEATH PALLADIUM CONCERT .....	London
10.	JAZZ AT THE PHILHARMONIC, VOL. 15 .....	Clef

## Semi-Classical

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

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

PLACE	WINNER	LABEL
1.	STUDENT PRINCE, Mario Lanza.....	RCA Victor
2.	ANDERSON'S FAVORITES, Boston Pops.....	RCA Victor
3.	MUSIC, MARTINIS AND MEMORIES, Jackie Gleason..	Capitol
5.	CONTINENTAL MUSIC, Percy Faith.....	Columbia
6.	GAITE PARISIENNE, Boston Pops.....	RCA Victor
4.	MANTOVANI PLAYS SIGMUND ROMBERG .....	London
7.	ECHOES FROM SPAIN, Hollywood Bowl Ork.....	Capitol
7.	FIEDLERS 25th ANNIVERSARY ALBUM, .....	
	Boston Pops.....	RCA Victor
9.	KISMET, Percy Faith.....	Columbia
10.	MANTOVANI PLAYS STRAUSS WALTZES.....	London
10.	MR. STRAUSS COMES TO BOSTON, Boston Pops...	RCA Victor

## Classical

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

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

PLACE	WINNER	LABEL
1.	(Respighi) PINES OF ROME, Toscanini.....	RCA Victor
2.	(Moussorgsky) PICTURES AT AN EXHIBITION, Ormandy .....	Columbia
3.	(Offenbach) GAITE PARISIENNE, Boston Pops....	RCA Victor
4.	(Tchaikovsky) NUTCRACKER SUITE, Toscanini....	RCA Victor
5.	(Beethoven) NINTH SYMPHONY, Toscanini.....	RCA Victor
5.	(Stravinsky) RITE OF SPRING, Dorati.....	Mercury

My  
 sincere  
 thanks  
 to a  
 swell set  
 of guys.



Mantovani

P.S. - Hope to  
 see you again  
 - soon!



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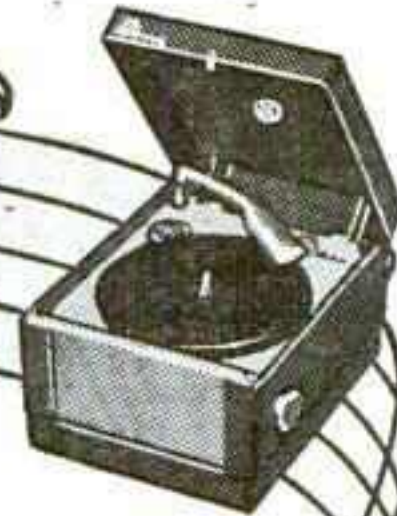
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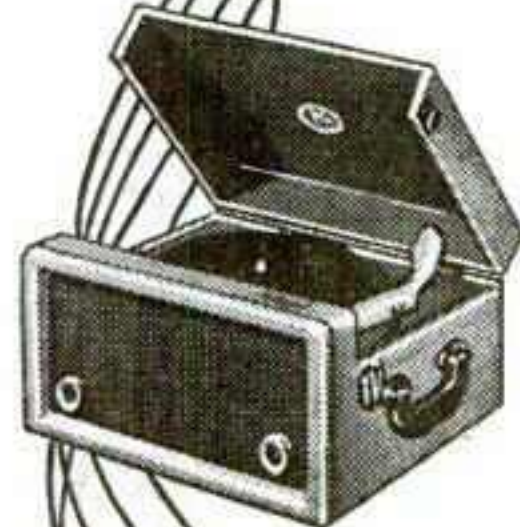
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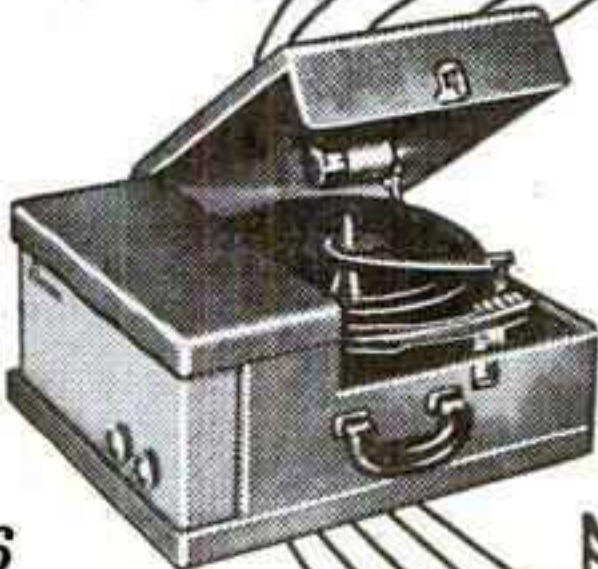
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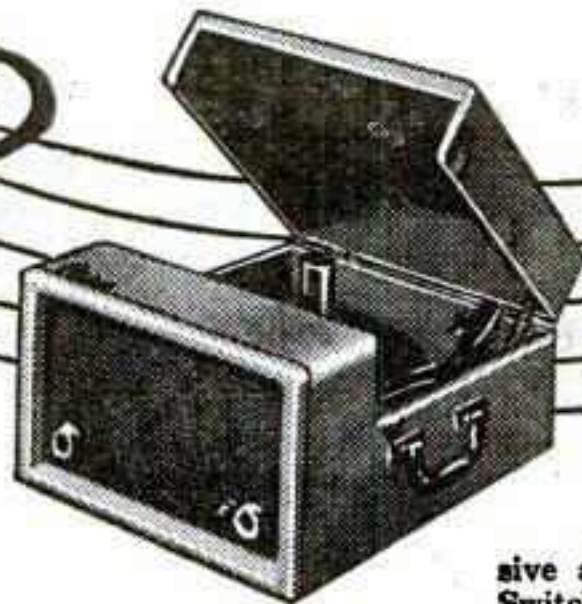
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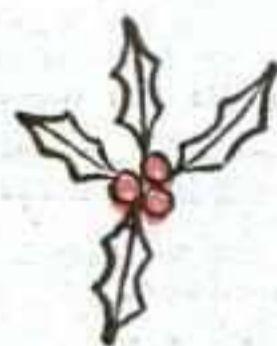






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RECORDS





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 Ben Light  
 Lighthouse Singers

Shorty Long  
 Richard Maltby  
 Eddie Manson  
 Danny Mendelsohn  
 Al Morgan  
 Red Norvo  
 Bonnie Owens  
 Jimmy Palmer Orchestra  
 Norman Petty Trio  
 Al Rogers  
 Stewart Rose  
 Roy Ross  
 Mabelle Seiger  
 C Sharpe-Minor  
 Roy Smeck  
 Smith Brothers  
 Johnnie Sparrow  
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 Pick Temple  
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 Wilder Brothers  
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 Woodside Sisters  
 Marvin "Lefty" Wright

and our fieldmen . . .

CURLY DMYTRO

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TIM TORMEY

and especially from . . .

*Jimmy Hilliard*

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*thanks...*

**Patti**



*Me too...  
"the Mamma  
Doll"*



*and Me...  
Arfie  
(the Doggie in  
the Window)*



# The Billboard Music Popularity Charts

# POPULAR RECORDS

## Best Sellers in Stores

For survey week ending November 3

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

This Week		Last Week	Weeks on Chart
1.	I NEED YOU NOW—E. Fisher..... Heaven Was Never Like This— V 20-5830—ASCAP	2	11
2.	HEY, THERE—R. Clooney..... This Ole House—(3)—Col 40266—ASCAP	3	18
3.	THIS OLE HOUSE—R. Clooney..... Hey, There—(2)—Col 40266—BMI	1	15
4.	PAPA LOVES MAMBO—P. Como.... Things I Didn't Do—(27)—V 20-5857—ASCAP	4	7
5.	IF I GIVE MY HEART TO YOU— Doris Day..... Anyone Can Fall in Love—Col 40300—ASCAP	6	10
6.	HOLD MY HAND—D. Cornell..... I'm Blessed—Coral 61206—ASCAP	5	10
7.	SHAKE, RATTLE AND ROLL— B. Haley..... A B C Boogie—Dec 29204—BMI	7	13
8.	TEACH ME TONIGHT— DeCastro Sisters..... It's Love—Abbott 3001—ASCAP	8	6
9.	MR. SANDMAN—Chordettes..... I Don't Wanna See You Cryin'— Cadence 1247—ASCAP	14	3
10.	SKOKIAAN—R. Marterie..... Crazy 'Bout Lollipop—Mercury 70432—ASCAP	9	12
11.	CARA MIA—D. Whitfield..... How, When or Where?—London 1486—ASCAP	12	13
12.	MUSKRAT RAMBLE—McGuire Sisters Lonesome Polecat—Coral 61278—ASCAP	13	5
13.	SH-BOOM—Crew Cuts..... I Spoke Too Soon—Mercury 70404—BMI	10	19
14.	WHITHER THOU GOEST— L. Paul & M. Ford..... Mandolino—Cap 2928—BMI	15	5
15.	MAMBO ITALIANO—R. Clooney.... We'll Be Together Again—Col 40361—ASCAP	—	1
16.	COUNT YOUR BLESSINGS—E. Fisher Fanny—V 20-5871—ASCAP	18	3
17.	I NEED YOUR LOVIN'—Cheers..... Arivederci—Cap 2921—BMI	19	5
17.	SKOKIAAN—Four Lads..... Why Should I Love You—Col 40306—ASCAP	11	11
19.	IF I GIVE MY HEART TO YOU— D. Lor..... Hello, Darling—Majar 27—ASCAP	16	11
20.	RUNAROUND—Chuckles..... At Last You Understand—X 0066—BMI	—	1
21.	SMILE—Nat (King) Cole..... It's Crazy—Cap 2897—ASCAP	17	8
22.	IT'S A WOMAN'S WORLD—Four Aces Cuckoo Bird in the Pickle Tree— Dec 29269—ASCAP	20	2
23.	THAT'S WHAT I LIKE— Don, Dick & Jimmy..... Have Your Cake and Eat It Too— Crown 125—ASCAP	21	4
24.	THEY WERE DOING THE MAMBO— V. Monroe..... Mister Sandman—V 20-5767—ASCAP	23	15
25.	MOOD INDIGO—N. Petty Trio..... Petty's Little Polka—X 0040—ASCAP	24	8
26.	THIS OLE HOUSE—S. Hamblen.... When My Lord Picks Up the Phone— V 20-5739—BMI	—	1
27.	THINGS I DIDN'T DO—P. Como.... Papa Loves Mambo—(4)—V 20-5857—BMI	—	1
28.	HAJJA BABY—Nat (King) Cole..... Unbelievable—Cap 2949—ASCAP	—	1
28.	ST. LOUIS BLUES MAMBO— R. Maltby..... Beloved Be True—X 0042—ASCAP	21	5
30.	SKOKIAAN—R. Anthony..... Say, Hey—Cap 2896—ASCAP	—	5

## This Week's Best Buys

THE NAUGHTY LADY OF SHADY LANE  
(Paxton, ASCAP)—Ames Brothers—RCA Victor  
20-5897

Available a scant ten days, this disk has found immediate acceptance in most major markets of the country. Strongest reports were received from Buffalo, Pittsburgh, Philadelphia, Cleveland, Milwaukee and St. Louis. Sales are also good in Providence, New York, Nashville and Los Angeles. A competing version of the tune by the Archie Bleyer ork is also off to a good start. Flip is "Addio" (Joy, ASCAP). A previous Billboard "Spotlight" pick.

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

MAKE YOURSELF COMFORTABLE (Rylan, ASCAP)—Sarah Vaughan—Mercury 70469

Miss Vaughan, too long the exclusive property of the jazz crowd, has broken into a far larger market with this new release. Unusually enthusiastic sales reports were received from Boston, New York, Philadelphia, Buffalo, Pittsburgh, Cleveland, Cincinnati, Chicago, Milwaukee and St. Louis. Flip is "Idle Gossip" (Redd Evans, ASCAP). A previous Billboard "Spotlight" pick.

## Most Played in Juke Boxes

For survey week ending November 3

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 the nation's juke box operators. The reverse side of each record is also listed.

This Week		Last Week	Weeks on Chart
1.	THIS OLE HOUSE—R. Clooney..... Hey, There—Col 40266—BMI	2	14
2.	HEY, THERE—R. Clooney..... This Ole House—Col 40266—ASCAP	1	15
3.	I NEED YOU NOW—E. Fisher..... Heaven Was Never Like This— V 20-5830—ASCAP	3	11
4.	IF I GIVE MY HEART TO YOU— Doris Day..... Anyone Can Fall in Love—Col 40300—ASCAP	4	7
5.	PAPA LOVES MAMBO—P. Como.... Things I Didn't Do—V 20-5857—ASCAP	5	5
6.	TEACH ME TONIGHT— DeCastro Sisters..... It's Love—Abbott 3001—ASCAP	8	5
7.	HOLD MY HAND—D. Cornell..... I'm Blessed—Coral 61206—ASCAP	9	6
8.	SHAKE, RATTLE AND ROLL— B. Haley..... ABC Boogie—Dec 29204—BMI	9	8
9.	SKOKIAAN—R. Marterie..... Crazy 'Bout Lollipop—Mercury 70432—ASCAP	6	11
10.	SH-BOOM—Crew Cuts..... I Spoke Too Soon—Mercury 70404—BMI	7	17
11.	IF I GIVE MY HEART TO YOU— D. Lor..... Hello Darling—Majar 27—ASCAP	11	8
11.	MUSKRAT RAMBLE—McGuire Sisters Lonesome Polecat—Coral 61278—ASCAP	14	2
13.	SKOKIAAN—Four Lads..... Why Should I Love You?—Col 40306—ASCAP	14	8
14.	MOOD INDIGO—N. Petty Trio..... Petty's Little Polka—X 0040—ASCAP	16	4
14.	THAT'S WHAT I LIKE— Don, Dick & Jimmy..... You Can't Have Your Cake and Eat It Too— Crown 125—ASCAP	19	2
14.	WHITHER THOU GOEST— L. Paul & M. Ford..... Mandolino—Cap 2928—BMI	20	2
17.	THEY WERE DOING THE MAMBO— V. Monroe..... Mister Sandman—V 20-5767—ASCAP	11	13
17.	MISTER SANDMAN—Chordettes..... I Don't Wanna See You Cryin'— Cadence 1247—ASCAP	—	1
19.	OOP SHOOP—Crew Cuts..... Do Me Good Baby—Mercury 70443—BMI	13	4
19.	LITTLE SHOEMAKER—Gaylords.... Meccue, Meccue—Mercury 70403—ASCAP	16	18

## Most Played by Jockeys

For survey week ending November 3

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

This Week		Last Week	Weeks on Chart
1.	I NEED YOU NOW—E. Fisher..... Heaven Was Never Like This— V 20-5830—ASCAP	2	10
2.	HEY, THERE—R. Clooney..... This Ole House—Col 40266—ASCAP	1	17
3.	HOLD MY HAND—D. Cornell..... I'm Blessed—Coral 61206—ASCAP	3	8
4.	PAPA LOVES MAMBO—P. Como.... Things I Didn't Do—V 20-5857—ASCAP	5	6
5.	IF I GIVE MY HEART TO YOU— Doris Day..... Anyone Can Fall in Love—Col 40300—ASCAP	4	9
6.	TEACH ME TONIGHT— DeCastro Sisters..... It's Love—Abbott 3001—ASCAP	6	5
7.	MR. SANDMAN—Chordettes..... I Don't Wanna See You Cryin'— Cadence 1247—ASCAP	10	3
8.	THIS OLE HOUSE—R. Clooney..... Hey, There—Col 40266—BMI	8	15
9.	SKOKIAAN—R. Marterie..... Crazy 'Bout Lollipop—Mercury 70432—ASCAP	7	12
10.	SMILE—Nat (King) Cole..... It's Crazy—Cap 2897—ASCAP	13	9
11.	IF I GIVE MY HEART TO YOU— D. Lor..... Hello Darling—Majar 27—ASCAP	11	9
12.	WHITHER THOU GOEST— L. Paul & M. Ford..... Mandolino—Cap 2928—BMI	14	4
13.	IT'S A WOMAN'S WORLD—Four Aces Cuckoo Bird in the Pickle Tree— Dec 29269—ASCAP	15	3
14.	SH-BOOM—Crew Cuts..... I Spoke Too Soon—Mercury 70404—BMI	9	19
15.	COUNT YOUR BLESSINGS— E. Fisher..... Fanny—V 20-5871—ASCAP	19	3
16.	IF I GIVE MY HEART TO YOU— C. Boswell..... Tennessee—Dec 29148—ASCAP	12	9
17.	CARA MIA—D. Whitfield..... How, When, or Where—Lon 1486—ASCAP	—	4
18.	I NEED YOUR LOVIN'—Cheers..... Arivederci—Cap 2921—BMI	18	2
19.	TELL ME, TELL ME—J. Valli..... Boy Wanted—V 20-5837—ASCAP	20	3
20.	HEY, THERE—S. Davis Jr..... And This Is My Beloved—Dec 29199—ASCAP	—	7

**BEST WAY WE KNOW TO THANK DJ's...ANOTHER HIT!**

A TOP PERFORMANCE BY **TONY MARTIN**

# MY BAMBINO

("POP" ADAPTATION OF AN OLD ITALIAN LOVE SONG)

# MY RESTLESS HEART

FROM THE BROADWAY MUSICAL **"FANNY"**

20/47-5907

*a "New Orthophonic"  
High Fidelity  
Recording*



**RCA VICTOR**  
FIRST IN RECORDED MUSIC







CHARMING! DELIGHTFUL!

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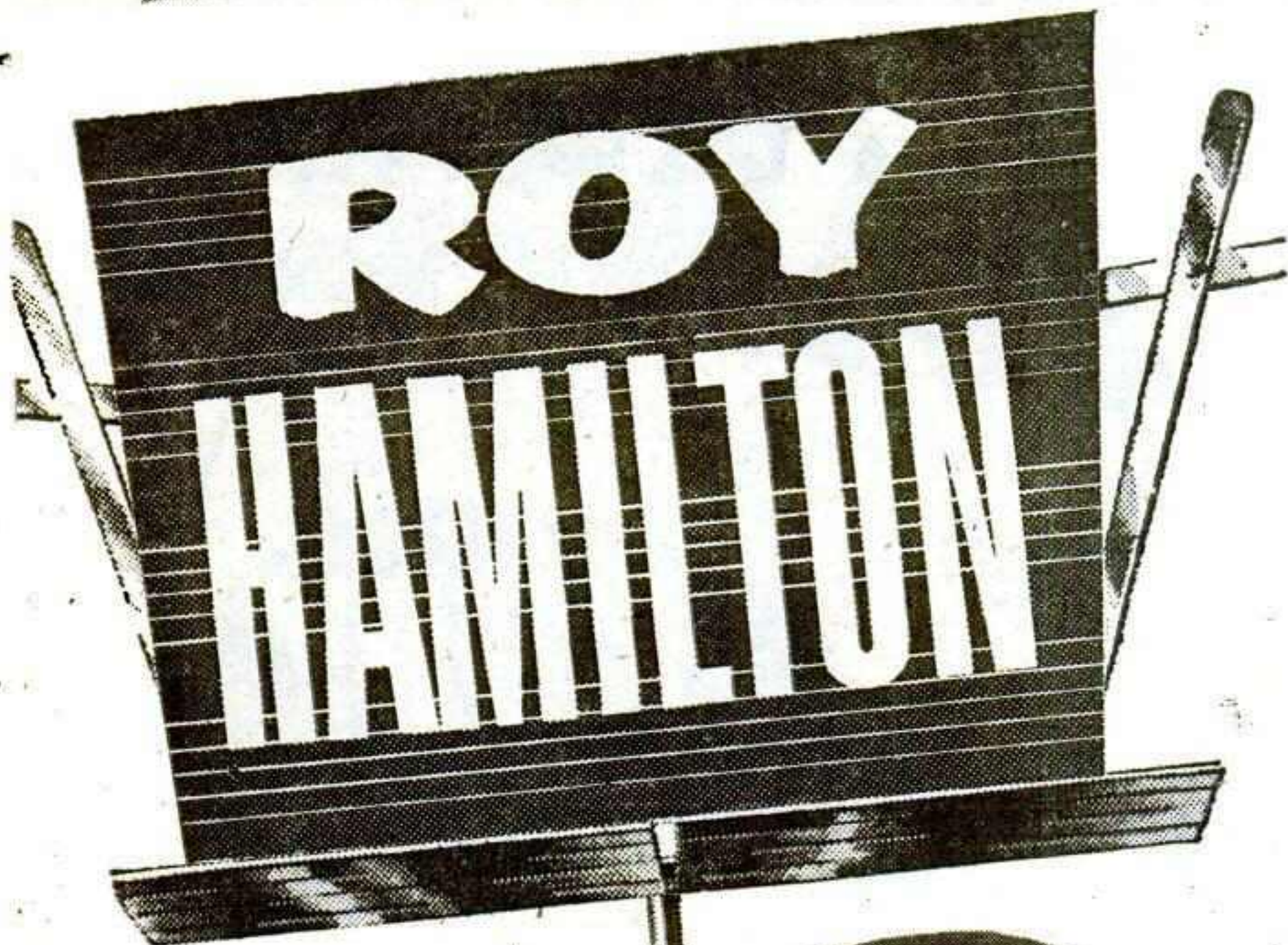


MGM 11865 • MGM K 11865



# M-G-M Records

**A New Smash Hit!**



D.J.'s,  
I'll never walk alone . . . as  
long as I have you. Thanks  
for a great year. Roy

B/W

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**The Billboard Music Popularity Charts**  
**POPULAR RECORDS**

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

**TONY BENNETT**

**Funny Thing** (United, ASCAP)  
**My Pretty Shoo-gah** (Ross Jungnickel, ASCAP)—Columbia 40376—It has been a long time since Tony Bennett has had as strong a record as this one. One side is a lyrical ballad that Bennett sings with heart and the flip "Shoo-gah" is a bright lively novelty that moves. A solid two-sides slicing for all levels of the business.

**THE CREW CUTS**

**The Barking Dog** (Bourne, ASCAP)  
**All I Wanna Do** (Meridian, BMI)—Mercury 70490—The Crew Cuts, one of the phenomenal groups of 1954, have come thru with a cute, happy rendition of a light story tune on "Barking Dog." The flip is more in their accustomed groove. Both sides are potent.

**DORIS DAY**

**Hold Me in Your Arms** (Artists, ASCAP)  
**Ready, Willing and Able** (Daywin, BMI)—Columbia 40371—Two fine readings here by Dodo and both from her new movie, "Young at Heart." Top side is a ballad in the manner of "If I Give My Heart to You," and the flip is a swinging tune. Good follow-ups to her current hit.

**CHRISTMAS**

**EARTHA KITT**

**This Year's Santa Baby** (Trinity, BMI)—RCA Victor 5914—All that is necessary to say about this year's "Santa Baby" is that it is the same tune with new and intriguing lyrics sung by Eartha Kitt. Holiday wax for her many fans. Flip is "Hey, Jacque" (Music Productions, ASCAP).

**TALENT**

**THE GADABOUTS**

This is a group with an unusual and attractive sound. Their first record with Mercury 70495 is the standard "By the Waters of the Minnetonka" (Presser, ASCAP) performed as the writers could never have expected. Flip is "Giuseppe Mandolino" (Fidelity, BMI).

**• Reviews of New Pop Records**

**ARCHIE BLEYER ORK**

**The Naughty Lady of Shady Lane** . . . 87  
**CADENCE 1254**—A Billboard "Spotlight" 11-6-'54. (Paxton, ASCAP)  
**While the Vesper Bells Were Ringing** . . . 79  
A pretty tune is handed a warmly subdued rendition by the male chorus over attractive backing by the Bleyer ork. The chimes in the arrangement will help it get many spins during upcoming weeks. (Southern, ASCAP)

**FOUR ACES**

**Mr. Sandman** . . . 86  
**DECCA 29344**—A Billboard "Spotlight" 11-6-'54.  
**In Apple Blossom Time** . . . 77  
The boys handle the oldie in warm style, but the flip is a much stronger performance on their part and a much more commercial side.

**JOHNNY DESMOND**

**The Song From Desiree** . . . 85  
**CORAL 6131**—A Billboard "Spotlight" 11-6-'54.  
**My Own True Love** . . . 84  
A Billboard "Spotlight" 11-6-'54.

**THE FOUR TUNES**

**L'amour Touour L'amour** . . . 81  
**JUBILEE 5165**—The boys may have another powerful entry in this jump reading of the Rudolph Friml opus. It has the spirit, feeling and familiarity of their "Marie" click. Watch it. (Harms, ASCAP)  
**Don't Cry, Darling** . . . 78  
Material here is a simple ballad. The bass lead fronts the group in a smooth and attractive reading. (Jubilee, ASCAP)

**JONI JAMES**

**When We Come of Age** . . . 80  
**M-G-M 11865**—Cleverly written ballad about young love is sung with characteristic charm by Miss James. Ditty seer's tailor written for her style, and the slicing figures to attract plentiful plays and sales. (Meridian, BMI)  
**Every Time You Tell Me You Love Me** . . . 72  
This is a routine novelty, but it's sung ably by the thrush. (Meridian, BMI)

**GENE AUTRY**

**I Wish My Mommy Would Marry Santa Claus** . . . 79  
**COLUMBIA J4-210**—Could be that Autry will have one of the top yuletide disks again with this neat little ditty which should appeal to the kids and the grown-ups, too. It's good material.  
**Sleigh Bells** . . . 74  
Neat rhythm ditty could do nicely in the Christmas season. It's a happy tune and reading.

**TONY MARTIN**

**My Bambino** . . . 78  
**V 5907**—Here's a particularly lovely ballad based on an Italian folk melody and also as a theme in "Capriccio Italian." The waltz gets a lovely reading from Martin and chorus. Could get action, too. (Ben Bloom, ASCAP)  
**Restless Heart** . . . 77  
Here's another tune from the musical "Fanny." Martin hands it one of his typically warm and musically correct readings. Good for plenty of spins. (Chappell, ASCAP)

**JIMMY BOYD**

**I Saw Mommy Do the Mambo** . . . 77  
**COLUMBIA 40365**—A "new" Jimmy Boyd, whose voice has changed to baritone since his Christmas hit of two years ago, does a good job with this mambo-styled follow-up to "Mommy." The tune is cute, and so is the idea. It should get a lot of spins and sell well over the holidays. It's one of the best of the Christmas releases. (Harmon, ASCAP)  
**Santa Claus Blues** . . . 73  
On this side Jimmy Boyd explains that all kids better eat the things that their parents tell them to before Christmas, or they won't have a very happy Christmas day. (Rylo, ASCAP)

**SAMMY DAVIS JR.**

**Glad to Be Unhappy** . . . 77  
**DECCA 29310**—Sammy Davis Jr. turns in a sincere, warm vocal on the Rodgers-Hart standard from the recently revived Broadway musical, "On Your Toes." (Chappell, ASCAP)  
**The Red Grapes** . . . 74  
The singer pulls a style switch and warbles this Ross Bagdasarian-Frank Cady tune with lusty, fast-paced abandonment, a la the old Frankie Laine. (Saunders, ASCAP)

**LEROY ANDERSON**

**Sandpaper Ballet** . . . 77  
**DECCA 29319**—Pleasant Anderson score, this. Sandpaper is rubbed gently for rhythm, producing a soft-shoe kind of effect that rests easy on the ears. There are lots of fiddles, too. This will get lots of air play. (Mills, ASCAP)  
**Song of the Bells** . . . 74  
A bright and happy little tune in waltz time. Sure, it's got bells. Good program wax. (Mills, ASCAP)

**MAC WEISMAN**

**I Didn't Know** . . . 77  
**DOT 1230**—This is a mighty pleasant romantic ballad, in bright and bouncy tempo, and it's sung with lots of appeal. This should please many. Good prospects here. (Randy Smith, ASCAP)  
**Don't Blame It All on Me** . . . 73  
Another fine effort by the chanter. (Continued on page 70)

**PROFESSIONAL SONGWRITERS**

New Recording Company wants experienced songwriters. State experience. Mail lead sheets of your bounce and novelty numbers with postage for return of material to

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Breaking In All Areas

**JO ANN TOLLEY**

with SID BASS ORK

**"I TRIED AGAIN"**

b/w

**"THAT'S WHAT I LIKE"**

JUBILEE #5151



A Hit . . . 50,000 1st Week

**THE FOUR TUNES**

with SID BASS ORK

**"L'AMOUR TOUJOUR L'AMOUR"**

b/w

**"DON'T CRY DARLING"**

JUBILEE #5165



Watch These Great New Releases

**THE STYLERS**

with Clark McClellan Ork

**"BELIEVE IT OR NOT"**

b/w

**"THE WORLD IS YOURS"**

JUBILEE #5168

**DOTTI MALONE**

with FRANK HUNTER Ork & Chorus

**"NO ORDINARY AUTUMN"**

b/w

**"YOU CAN SAY THAT AGAIN"**

JUBILEE #5170

Thanks; To all the Disk Jockeys for your wonderful cooperation,  
Jubilee Records  
*Jerry Blaine (pres)*

2 Hits Back To Back

**THE ORIOLES**

with SID BASS ORK

**"COUNT YOUR BLESSINGS"**

b/w

**"RUNAROUND"**

JUBILEE #5172



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Dear  
D.J.'s  
sincere thanks  
for your  
performances  
of my  
music

Lucy  
Anderson

★ including

Sleigh Ride

Blue Tango

The Syncopated Clock

Fiddle-Fiddle

A Trumpeter's Lullaby

Belle of the Ball

*Current Releases*

**BUGLER'S  
HOLIDAY**

and

**SUMMER  
SKIES**

DECCA  
29206

**SANDPAPER  
BALLET**

and

**SONG OF  
THE BELLS**

DECCA  
29319

The Billboard Music Popularity Charts  
**POPULAR RECORDS**

• **Reviews of New Pop Records**

• Continued from page 68

briskly backed by string band and banjo. Good juke filler material.

**PEGGY KING**

**I'm Gonna Put Some Glue** .....77  
COLUMBIA 40362—One of the most attractive new Christmas disks on the market so far. The lyrics are original and, as distinctively styled by Miss King, will be quite as attractive to grown-ups as to kids. Stands to get beaucoup deejay play. (ABC, ASCAP)

**Courting Sheep**....69  
Christmas material that is more directly aimed at a kiddie audience, but neither melody or lyrics have the appeal of the flip. (Fideree, ASCAP)

**GAYLA PEEVEY**

**The Angel in the Christmas Play** .....76  
COLUMBIA 40364—Here's a cute Christmas effort, and it receives a bright vocal from Gayla Peevey. It concerns the bad deeds of the Christmas play angel. This one could get kiddie action over the holidays.

**Got a Cold**  
**in the Node for Christmas**....72  
Everybody received presents on Christmas day, but she received a cold. The thrush sings it appropriately.

**THE REGALS**

**There'll Always Be a Christmas** .....76  
M-G-M 11869—Group-sing about the holiday has appropriate spirit and in this warm performance by the chorus should entice listeners to join in. One of the best of the early crop of new Christmas ditties, by the new pop group. (Lowell, BMI)

**When You're Home**  
**With the Ones You Love**....69  
Another pleasant choral rendition of an attractive ballad. Good-listening. (Mecca, ASCAP)

**DON CHERRY-GORDON JENKINS ORK**

**I'm Just a Country Boy** .....75  
DECCA 29322—The pretty ballad is sung with genuine feeling by Cherry as he tells of his simple love. A pleasing side, it's one of the chanter's best in a long time. (Folkways, BMI)

**Where Can You Be?**....73  
Another pretty ballad is chanted ably by the golf expert. Ork and chorus add much to the over-all effect. (Manor, ASCAP)

**SALTY HOLMES**

**The Mama Doll Song** .....75  
DECCA 29321—A charming version of the current hit with a nice vocal by Mattie O'Neil and appealing harmonica solo work by Holmes as the "voice" of the mama doll. Good debut wax. (Lear, ASCAP)

**The Ghost Song**....70  
An effective novelty, with Holmes contributing an okay vocal and some amusing sound effects for a haunted house effect. (Copar, BMI)

**BURL IVES-GORDON JENKINS ORK**

**Tangled Web** .....75  
DECCA 29282—This is an attractive piece of hokey material which Ives, the Jenkins ork and the chorus run thru in a happy fashion which should call for plenty of air play. It's different for Ives—and Jenkins. Different enough to get action. (Summit, ASCAP)

**The Mission San Michel**....68  
Material here is a neat waltz ballad. Good Ives reading. (Weiss & Barry, BMI)

**ERNESTO BONINO**

**With You** .....74  
V 5909—Bonino is an Italian crooner who handles English lyrics quite well. The guy has a sexy sound which the gals might go for. The ditty is a first-rate effort, too. (BIEM)

**Our Dairy**....74  
More smooth ballad chanting by the singer. With enough exposure, the guy might happen. He's got a sound. (BIEM)

**JERRY GRAY ORK**

**Kettle Drum Hop** .....73  
DECCA 29307—Tune has a slight resemblance to "Jingle Bells." It's ridden hard here by the ork in a bright and rapid rendition, with the drum pounding out the beat solidly. Good jitterbug wax. (Alamo, ASCAP)

**The Ooh and Ah Mambo**....70  
The band digs in hard on the tuneful mambo for a happy instrumental reading. Linda Lee is the thrush who contributes sexy "oohs" and "ahs" at strategic times thruout the disk. Gimmick makes for a novelty that could catch on. It should do right fine on the coin boxes. (Hill & Range, BMI)

**MORTON GOULD ORK**

**Fanny** .....73  
V 5919—For change of pace programming this instrumental version of the title song from the musical show should intrigue the jocks. It's lush and lovely music. (Chappell, ASCAP)

**Why Be Afraid to Dance?**....71  
The lush Gould makes its bow on the label with this instrumental waltz

reading from the musical "Fanny." Jocks should go for it. (Chappell, ASCAP)

**FRANK PETTY TRIO**

**Rudolph the Red-Nosed Reindeer Mambo** ....73  
M-G-M 11870—The music boys are on a mistletoe and mambo kick this year, which may or may not click with the public. If the gimmick goes over, then this waxing—tasteful and pleasing—should get its share of juke and jockey play.

**Jingle Bells Mambo**....70  
Same comment.

**BOB MANNING**

**The Very Thought of You** .....73  
CAPITOL 2973—An appealing reading of the standard. Manning's baritone voice is warm and relaxed in this romantic ballad and should interest his fans. (Witmark, ASCAP)

**Just for Laughs**....69  
Another intimately styled ballad of the type in which Manning specializes. Pleasant listening even if not strongly commercial. (Laurel, ASCAP)

**CARMEN McRAE**

**Ooh** .....72  
DECCA 29324—Carmen McRae's first side for the label is a captivating rhythm opus, sung engagingly. This should win some exposure. (Dart, BMI)

**If I'm Lucky**....70  
A distinctive warble by the thrush of a tender love ballad. Slow and lazy in tempo, it makes for relaxed and pleasant listening. (Thornwood, BMI)

**LAWRENCE WELK ORK**

**In a Little Spanish Town** .....72  
CORAL 61287—Good coverage, altho a bit tardy, of the oldie now being revived. Welk should get some of the action, particularly in the West where he's strong these days. Good instrumental. (Fest, ASCAP)

**Devil Lips**....70  
The Welk ork and chanter Bob Lido are teamed on an okay, danceable reading of the ditty. (Village, BMI)

**JENNY BARRETT**

**Some Other Time** .....72  
CORAL 61281—The singer muses nostalgically over a lost love. Her light-bodied, caressing voice is just right for this kind of material, which is made all the more attractive backed by silky strings. (Simon House, BMI)

**Ev'ry Time**....70  
An intimate song of love that Miss Barrett succeeds in making the listener believe comes from the heart. Late evening deejays will love both sides of this disk. (Simon House, BMI)

**THE JONES BOYS**

**Marry a Rich Woman** .....71  
S&G 5008—A Latin-American-styled ditty about the wisdom of marrying well, with an amusing vocal treatment by the boys. Cute wax. (Cadenza, ASCAP)

**Jones Bones**....68  
A swingy version of the familiar effort "Dry Bones" is handled well by the boys. Should get juke action as well as deejay spins. (Jim Jac, BMI)

**THE VOICES THREE**

**Sure Fire Kisses** .....71  
M-G-M 11862—Here's a country-ish ditty which the boys take for a good enough rhythm reading ride. Good for spins and might grab some juke coin. (Hometown, ASCAP)

**One of My Dreams Is Missing**....67  
An attractive ditty is handed a typical group vocal which might get it some spins. (Peer, BMI)

**BARRY FRANK**

**If You Want My Heart** .....70  
NEW DISC 10015—The old Russian standard "Dark Eyes" dressed up with attractive new lyrics is handed a nice vocal job by Frank. (Ivan Mogull, ASCAP)

**I'll Dance You**....69  
An okay vocal on a lilting melody. (Cromwell, ASCAP)

**JOE ROLAND SEXTET**

**Jingle Bells** .....70  
SEECO 4157—First-rate stuff for jocks seeking some change of ace programming thru the Christmas season. Roland's vibes, Doug Duke's Hammond organ and the rhythm section deliver a neat mambo reading of the ditty.

**Let It Snow, Let It Snow**....69  
More of the same here on another standard Christmas item.

**DEAN PARKER**

**Vera Cruz** .....70  
M-G-M 11866—Tune from the title flicker provides Parker an opportunity to grapple with dramatic material, which he does more than capably. (Fest, ASCAP)

**Mandolin**....67  
Old country-type waltz ballad is chanted warmly to mandolin and  
(Continued on page 72)

STAGE RECORDS presents  
**JAMES DEACON WARE**  
Jazz Comedy Star  
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**CORAL RECORDS**  
America's Fastest Growing Record Company

The Billboard Music Popularity Charts  
**POPULAR RECORDS**

• **Reviews of New Pop Records**

• Continued from page 70

fiddle backing. (Amer Academy, ASCAP)

**STEVE LAWRENCE**

**Tell Me What to Do** .....70  
CORAL 61279—Lawrence does a fine job of wringing from this ballad all the emotion it has in it. His style is steadily improving, and he sells this sentimental material very effectively. (Raleigh, BMI)

**Willow**....67  
Tho this material is not as strong as that on the flip, the singer sails thru it smoothly, so that it shapes up as a listenable product. (Vim, ASCAP)

**LILY ANN CAROL**

**Blame It on Yourself** .....69  
BRUCE 2000—The thrush warbles with warmth and taste on a pretty ballad. Listenable effort. (Barton, ASCAP)

**If I Can't Have You All to Myself**....69  
Same comment. (World, ASCAP)

**MARGE AND GOWER CHAMPION**

**Let's Dance, Let's Dance** .....69  
COLUMBIA 40360 — The champ dance team of them all does nicely with this bright and cheerful little item. Should snare some air play. (Essex, ASCAP)

**The Champion Strut**....69  
Same here, with some extra hand-clap gimmicks to spark interest. (Essex, ASCAP)

**THE NOCTURNES**

**Somebody Oughta Write a Song** .....68  
M-G-M 11863—Shuffle beat ditty has a good idea, and the boys do okay with the material. (Ferrer, BMI)

**Remember Mama**....68  
The group turns in another okay reading, this time of a ballad. (Parakeet, ASCAP)

**LESLIE UGGAMS**

**Uncle Santa (Santa Baby)** .....68  
M-G-M 11868—Leslie Uggams' fresh voice is heard in a cute kiddie treatment of last year's "Santa Baby." Should attract holiday spins.

**The Fat, Fat Man**....65  
Another okay Christmas side, this also about Santa. Can move some to the younger set.

**DOROTHY FORBES**

**Where?** .....68  
JUBILEE 5169 — Dorothy Forbes takes the ballad slow and easy, delivering an effective performance to the backing of ork and male combo. A relaxing hunk of wax. (MHs, ASCAP)

**All I Want Is You**....65  
Another good job by the thrush. Warm piping that many will like. (M & C Music, ASCAP)

**THE STYLERS**

**The World Is Yours** .....65  
JUBILEE 5168—A first-rate vocal group sings nicely on an attractive new waltz ballad. (M & C Music, ASCAP)

**Believe It or Not**....65  
Boys do equally well on a rhythm ditty. (M & C Music, ASCAP)

**TAD BRUCE**

**That's for Sure** .....65  
WATCO 2140—The warbler bows on the new label with a spirited rendition of a snappy new novelty effort with support from a chorus and large ork. Jockeys could spin. (Eastern, BMI)

**I Remember It All Too Well**....64  
Okay reading here by Bruce of an appealing new ditty, helped by big style ork support. (Eastern, BMI)

**JOAN WEBER**

**Let Me Go, Lover** .....65  
COLUMBIA 40366 — Joan Weber bows on the label with a fair reading of a tune that was out about a year ago as "Let Me Go, Devil." The new title is also the title of the "Studio One" TV show on which it will be used. (Alamo, ASCAP)

**Marionette**....60  
The thrush tries too hard on this piece of special material. (Joy, ASCAP)

**BOBBY TROUP**

**Julie Is Her Name** .....64  
CAPITOL 2971—Troup intones this original tune of his with such a deliberate sexy crackle in his voice that it sounds pretty corny on wax. (Criterion, ASCAP)

**Instead of You**....63  
Same comment. (Bradshaw, BMI)

**Sacred**

**HANK WILLIAMS**  
**The Angel of Death**.....78  
M-G-M 11861—Mournful ballad is

right in the accustomed Williams groove — sincere and meaningful. While waxing is not up to the quality standards he more often sets, it still should tug appealingly at the hearts of the many who still love and remember the master composer-chanter. (Acuff Rose, BMI)

**(I'm Gonna) Sing, Sing, Sing**....76  
The many, many fans of Williams' will welcome this happy and tuneful religious ballad. The flavor is joyful. (Acuff Rose, BMI)

**GEORGE BEVERLY SHEA**

**Somewhere Along the Way**.....77  
V 5879—Shea, one of the finest sacred singers, delivers a most attractive religious ballad with plenty of feeling. This one should do quite well in most gospel markets. (Lowery, BMI)

**Face to Face**....77  
Another fine reading of strong religious material. (Hill & Range, BMI)

**MARTHA CARSON**

**Peace on Earth** .....73  
CAPITOL 2969—A vivid, melodious evocation of the scene of the very first Christmas. Miss Carson's effective vocal styling of this material is enhanced by the choral and instrumental backing. (Acuff Rose, BMI)

**Christmas Time Is Here**....71  
The joyful spirit of the holiday is spontaneously aroused in this atmospheric tune. Its sound effects and lilting beat make it pleasant holiday wax. (Acuff Rose, BMI)

**THE STAMPS QUARTET**

**This Ole House** .....71  
COLUMBIA 21323—A spirited, well-harmonized cover of the hit tune. Quality is good, but competitively the disk faces an almost saturated market. (Hamblen, BMI)

**Promise You'll Meet Me**....70  
The quartet has a touching piece of material here, and they convey its noise in both jazz and r.&b. circles. (SESAC)

**Jazz**

**ERROLL GARNER**

**Rosalie** .....79  
MERCURY 70487—Garner contributes his usual tasteful piano work on the standard show tune. Nice late night programing for romantic deejays. Garner fans will appreciate. (Chappell, ASCAP)

**There's a Small Hotel**....77  
Same comment. (Chappell, ASCAP)

**Spiritual**

**ORIGINAL FIVE BLIND BOYS**

**The Man Upstairs** .....86  
PEACOCK 1735—A Billboard "Spotlight" 10-30-'54. (Vesta, BMI)

**In the Garden**....85  
A Billboard "Spotlight" 10-30-'54.

**DIXIE HUMMING BIRDS**

**Will the Lord Be With Me?**.....85  
PEACOCK 1736—A Billboard "Spotlight" 10-30-'54. (Lion, BMI)

**Christian Testimonial**....83  
A Billboard "Spotlight" 10-30-'54. (Lion, BMI)

**BRO. CLEPHUS ROBINSON**

**Jesus, I Can't Live Without You**.....80  
PEACOCK 1733—Brother Robinson, accompanied by the top-notch Spirit of Memphis group, presents a very exciting spiritual here, an emotional piece of material with a hypnotic beat. This could be a big seller for Brother Robinson. Fine wax. (Lion, BMI)

**A Charge to Keep I Have**....76  
A moving, soulful piece of traditional material in a minor key in a powerful and sincere reading. (Lion, BMI)

**SISTER ROSETTA THARPE**

**Sing and Shout** .....73  
DECCA 48324—Sister Tharpe is irrepressibly happy as she "testifies" concerning the help that Jesus gives those who believe. In this relaxed, swiny tempo, the singer's message is particularly effective. (Shorn, BMI)

**I'm So Glad**....71  
An original treatment of some traditional minor-key material that gives Sister Tharpe an unusual opportunity to vocalize up and down the scale. (Shorn, BMI)

when answering ads . . .  
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## ALBUM GUIDE

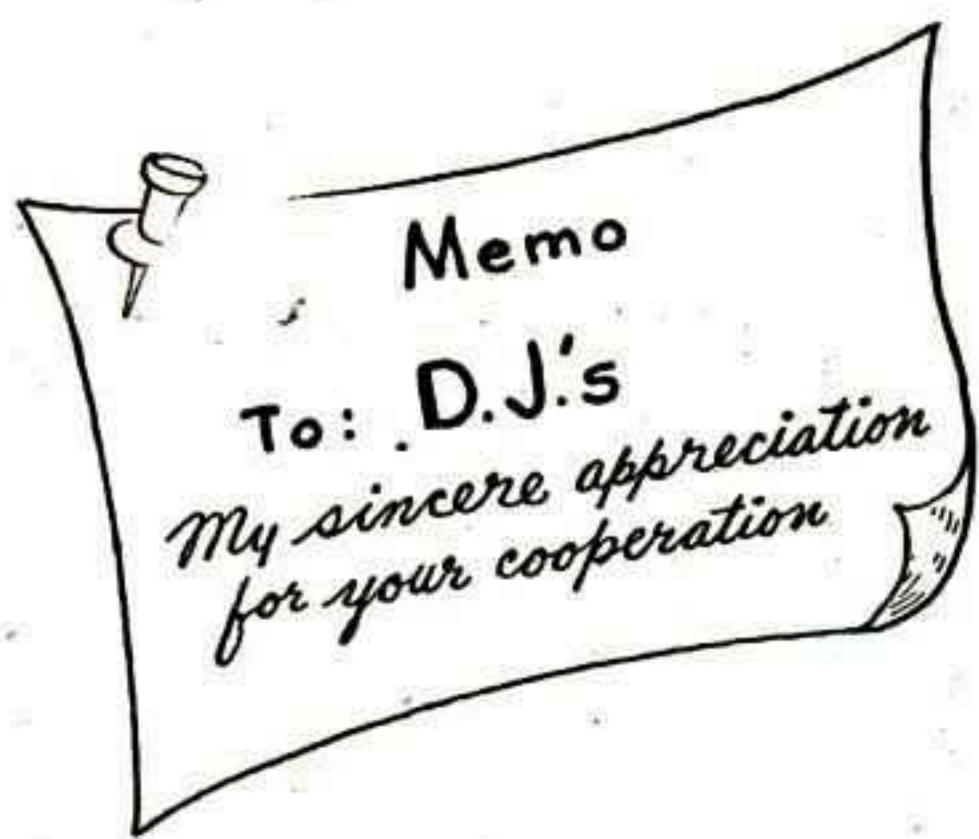
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b/w

"There's Beauty In  
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Capitol #2939

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Personal Management

*Cliffie Stone*

# Vox Jox

Continued from page 15

"Give your listeners what they want is my advice for a successful show. Of course, if you lean toward certain types of music the audience will become a minority one. Common sense helps."

hearted support and all-out effort to reach the responsive public. Making it possible for the people of Lansing to

## YESTERYEAR'S TOPS—

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

NOVEMBER 11, 1944

1. I'll Walk Alone
2. You Always Hurt the One You Love
3. Trolley Song
4. Is You Is, or Is You Ain't?
5. Together
6. And Her Tears Flowed Like Wine
7. Too-Ra-Loo-Ra-Loo-Ral
8. Dance With a Dolly
9. There'll Be a Hot Time in the Town of Berlin
10. Smoke on the Water

NOVEMBER 12, 1949

1. That Lucky Old Sun
2. You're Breaking My Heart
3. Slipping Around
4. I Can Dream, Can't I?
5. Don't Cry, Joe
6. Jealous Heart
7. Someday (You'll Want Me to Want You)
8. A Dreamer's Holiday
9. Room Full of Roses
10. Maybe It's Because

let our G.I.'s know that we here at home realize that little things mean a lot, and that the boys are not forgotten."

JOX TRIX: Ken Schneider, KELO, Sioux Falls, S. D., is giving  
(Continued on page 99)

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**"EH CUMPARI"**

**"HERNANDO'S HIDEAWAY"**

**"MR. SANDMAN"**

**"THE NAUGHTY LADY OF SHADYLANE"**

**"MOBILE"**

**My Sincere Thanks  
for your help in  
making it all possible.**

*Chickie Pleyer*



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

# Move to 45 Backed by Thoro Survey, But There Was a Slip

## Obsolescence, Savings Start Shift, But Equipment Mfrs. Were Short

By BOB ROLONTZ

On July 1 the major record firms stopped sending deejays advance single releases on 78 r.p.m. records, and started to ship them on the 45 r.p.m. speed instead. The diskeries made this move for two reasons: the first and short run reason being to save money; the second and long run reason because the 78 r.p.m. single disk was gradually becoming obsolete and the donut disk was replacing it with the general public.

The record companies deliberated a long time before they took this step. They had replaced the 78 r.p.m. album set a long time previously with the LP disk and there was little jockey objection. They made checks of stations and discovered, to their own satisfaction, that well over half of all stations could play the 45 r.p.m. disks. They also discovered that many stations were already using the 45 r.p.m. record. So they gave the go-ahead signal.

The majority of stations and jockeys okayed the 45 r.p.m. advance releases without any complaint. But a rather vocal group of deejays and key stations, mainly in the larger cities, objected violently to the 45 r.p.m. platter. They claimed it was difficult to cue, that it warped easily and that the tone arm jumped out of the groove if any one walked heavily across the studio floor.

These deejays were wholly sincere about their objections, and many said they would not play any 45 r.p.m. records. However, since there were no longer 78 r.p.m. deejay copies available,

either the jocks had to go out and buy shellac records on 78, or else publishers stepped into the breach by sending key anti-45 jocks acetates on 78 to get their tunes exposed.

Another group of stations had a different problem. They were unable to play the 45 r.p.m. disk because of lack of equipment. And what was worse, they found that they would have to wait two to four months to get the conversion units or new turntables so they could play the 45's. Here the diskeries had only themselves to blame, since they had not checked the amount of conversion units on hand nor the forthcoming demand for the units by stations that did not have 45 r.p.m. turntables. And so the many diskeries okayed their distributors delivering 78 r.p.m. shellac records to all stations who had ordered 45 r.p.m. equipment but had not yet received it, and to continue doing so until the stations were able to play 45's.

Four months have now passed since the large companies transferred from 78 to 45. What is the situation today as far as the 45 r.p.m. record and the deejay is concerned?

The Billboard's Disk Jockey survey in this issue reveals some interesting facts. First of all, 35 per cent of all records programed by deejays in the pop, country, and rhythm and blues field are now 45 r.p.m. disks. The 45 r.p.m. records are used more often in the pop field than in the country field, with the rhythm and blues field the least 45 conscious.

This over-all 35 per cent figure would seem to indicate that the

great majority of all new records played are on 45, since most stations devote a lot of spins to older records by the bands of the 1930's, the early Frank Sinatra, et al., and all of these records are on 78's out of the station's library.

### Increase in 45

Another important fact turned up by The Billboard survey is that a tremendous majority of stations, 76.8 per cent, have increased their use of 45 r.p.m. records this year, while only 9.8 per cent of the stations have increased their use of 78 r.p.m. records. The great increase in the use of 45's is fairly strong evidence that the stations across the country have been satisfied with the performance of the 45 r.p.m. disk.

The last, and certainly not least, important item turned up by survey is that 89.1 per cent of all stations replying to the survey are equipped to play 45 r.p.m. disks. To put it the other way, only 10.9 per cent of all the stations cannot play 45's. This indicated that the great majority of orders by stations for conversions of their turntables to play 45's—a backlog that once was as high as 500 stations—is now just about cleared up.

Gradually, the great opposition to the 45 r.p.m. record by key deejays in such cities as New York, Chicago, Pittsburgh and Los Angeles has diminished. In New York, for example, key indie stations WNEW, WINS, WMGM and WMCA have finally set the date to transfer to 45 r.p.m. records.

The ABC network, which stood

(Continued on page 100)

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Capitol #2921

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- Kay Brown ..... Crown
- Billy Eckstine ..... MGM
- The Four Escorts ..... Victor
- Connie Russell ..... Capitol
- Billy Williams Quartet ..... Coral
- Woodside Sisters ..... "X"
- Georgia Gibbs ..... Mercury
- Willie and Ruth ..... Spark

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- Billy May ..... Capitol
- The Escorts ..... Victor
- Gary Crosby ..... Decca

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Thanks -  
Eddie Fisher

**The Billboard**  
**1954**  
**Disk Jockey**  
**Poll**

**C & W ARTISTS...**

**Most Played**

(This is a tabulation of the MPC questionnaires received from C&W disk jockeys and used in the tabulation of the charts which appeared in the issues of The Billboard from January 2, 1954, thru October 9, 1954.)

PLACE	WINNER AND RECORDING	
1.	<b>WEBB PIERCE</b> Slowly Even Tho Sparkling Brown Eyes There Stands the Glass I'm Walking the Dog	More and More It's Been So Long You're Not Mine Anymore I Could Love You More You Just Can't Be True
2.	<b>EDDY ARNOLD</b> I Really Don't Want to Know My Everything This Is the Thanks I Get Hep Cat Baby I'll Never Get Over You	Second Fling Chapel on the Hill If I Never Get to Heaven Mama, Come Get Your Baby Boy How's the World Treating You?
3.	<b>HANK SNOW</b> I Don't Hurt Anymore When Mexican Joe Met Jole Blon Act I, Act II, Act III	Panamana My Arabian Baby For Now and Always Reindeer Boogie
4.	<b>JOHNNIE &amp; JACK</b> I Get So Lonely Goodnight, Sweetheart, Goodnight	Honey I Need You Love Trap Pig Latin Serenade
5.	<b>R. PRICE</b> I'll Be There Release Me	Much Too Young to Die I Loved You So Much I Let You Go
6.	<b>TOMMY COLLINS</b> You Better Not Do That Whatcha Gonna Do Now I Always Get a Souvenir	You're for Me You Gotta Have a License
7.	<b>CARL SMITH</b> Back Up Buddy Go, Boy, Go Dog Gone It, Baby, I'm in Love Satisfaction Guaranteed Hey, Joe If You Could See Her Thru My Eyes	What Am I Going to Do With You? If You Tried as Hard to Love Me Do I Like It Darlin', Am I the One? This Orchid Means Goodbye
8.	<b>RED FOLEY AND KITTY WELLS</b> One by One	I'm a Stranger in My Home
9.	<b>SLIM WHITMAN</b> Secret Love Rose Marie North Wind Why?	Ride Away Beautiful Dreamer I Hate to See You Cry Singing Hills
10.	<b>HANK THOMPSON</b> Wake Up, Irene Honky Tonk Girl Breaking the Rules We've Gone Too Far Fooler, a Faker	Go Cry Your Heart Out Yesterday's Girl New Green Light Rub a Dub Dub John Henry
11.	<b>JIM REEVES</b> Bimbo Then I'll Stop Loving You Padre of Old San Antonio Mother Went a Walkin' Beatin' on the Ding Dong	Echo Bonita Penny Candy El Rancho Del Rio Let Me Love You Just a Little Mexican Joe

PLACE	WINNER AND RECORDING	
12.	<b>GINNY WRIGHT AND JIM REEVES</b>	I Love You
13.	<b>HANK LOCKLIN</b> Let Me Be the One	Mysteries of Life
14.	<b>PEE WEE KING</b> Changing Partners Bimbo	Backward, Turn Backward
15.	<b>RED FOLEY</b> As Far as I'm Concerned Jilted Tennessee Whistling Man Shake a Hand	My Friend My Window Faces South Pin Ball Boogie
16.	<b>KITTY WELLS</b> Release Me You're Not Easy to Forget After Dark Cheatin's a Sin I Gave My Wedding Dress Away	He's Married to Me I Don't Claim to Be an Angel Honky Tonk Waltz Hey, Joe
17.	<b>FARON YOUNG</b> Place for Girls Like You Just Married In the Chapel in the Moonlight	They Made Me Fall in Love You're Right
18.	<b>JIMMY NEWMAN</b> Cry, Cry, Darling	Night Time Is Cry Time
19.	<b>T. TEXAS TYLER</b>	Courtin' in the Rain
20.	<b>CARLISLES</b> Shake a Leg I Need a Little Help 'Taint Nice to Talk Like That	Moody's Goose Honey Love Female Hercules
21.	<b>MAXINE &amp; JIM EDWARD BROWN</b>	Looking Back to See
22.	<b>JUSTIN TUBB &amp; GOLDIE HILL</b>	Looking Back to See
23.	<b>AL TERRY</b> Good Deal Lucille	Call Off the Wedding
24.	<b>MARTY ROBBINS</b> Pretty Words My Isle of Golden Dreams I'm Too Big to Cry	Call Me Up At the End of a Long, Lonely Day Sing Me Something Sentimental
25.	<b>BILLY WALKER</b> Thank You for Calling	I'm a Fool to Care

**T**HIS year, for the first time, The Billboard, in addition to surveying the nation's country disk jockeys for a listing of their favorite artists, has tabulated the weekly "most played by jockeys" charts to come up with a new type of listing.

Alongside this commentary is a listing of the 25 country artists whose records were most played during the first nine months of the year. An interest comparison can be drawn by checking this list against the jockeys selections for their "favorites." Once again it proves that the disk jockeys won't be tethered by their likes and dislikes when it comes to programming records. The jocks will still play what the people want most to hear.

True, the "most played" list is quite similar to the "favorite" list—all to the credit of the jockeys and performers alike.

Again, too, The Billboard has asked the jockeys to select those in their own fraternity whom they best like to hear. Nelson King repeated his last year's win, while Eddie Hill remained in second place. Marty Roberts repeated in fourth place this year. The King-Roberts team, of course, are particularly well known thru their weekly newspaper column carried in many papers around the country.

Other repeaters are Randy Blake, Biff Collie, Johnny Hicks and Dal Stallard. Also, as expected, is the heavy showing made by disk jockeys whose shows emanate from the larger cities in the Midwest, West and South. Looks, too, like WCKY, in Cincinnati, has a corner on the market again.

**C & W DISK JOCKEYS...**

**Favorites**

List below the Disk Jockeys who, in your opinion, are doing the most honest and most conscientious job.

PLACE	WINNER	STATION	PLACE	WINNER	STATION	PLACE	WINNER	STATION
1.	NELSON KING	WCKY	19.	JOE ALLISON	WMAK	37.	GENE ECHOLS	KCLE
2.	EDDIE HILL	WSM	20.	JOE NIXON	KXLA	38.	EDDIE KIRK	KVSM
3.	PAUL KALLINGER	XERF	21.	DEAN TILLER	KTER	38.	GLEN RICH	WBAP
4.	MARTY ROBERTS	WCKY	22.	PETE HUNTER	KTAE	40.	FRED WAMBLE	WMGY
5.	RANDY BLAKE	WJJD	23.	RED SMITH	KBOK	41.	GRANT TURNER	WSM
6.	CHARLIE WALKER	KMAC	24.	RED BLANCHARD	WLS	42.	TOMMY SUTTON	WJJD
7.	JOHNNY HICKS	KRLD	25.	SQUEAKIN' DEACON	KXLA	43.	JOE MORRIS	WKOK
8.	PETE HUNTER	KRCT	26.	BILL STANLEY	WNOE	44.	GEORGE POPKINS	KRCT
9.	BILL COLLIE	KNVZ	27.	TOM EDWARDS	WERE	45.	A. J. WINN	KTRH
10.	T. TOMMY CUTRER	KCIJ	28.	GORDON GUEST	KHBR	46.	CASEY STRONG	KALT
11.	JOE RUMORE	WVOK	28.	TEXAS TINY	KFOX	47.	ROSALIE ALLEN	WOV
12.	LEE MOORE	WWVA	30.	PAUL WESTMORELAND	KXOC	48.	HAPPY ISON	WORZ
13.	FRED WAMBLE	WBAM	31.	JIMMIE OSBORNE	WKLO	49.	BOB JENNINGS	WLAC
14.	BOB NEAL	KMPS	32.	TOM BRENNAN	KXLA	50.	HI POCKETS DUNCAN	KDAY
15.	SMOKEY SMITH	KRNT	33.	DAL STALLARD	KCMO	50.	SLEEPY EYED JOHN	WHHM
16.	JOHNNY RION	KSTL	34.	UNCLE JIM CHRISTY	XEG	50.	BILL STRENGTH	KWEM
17.	JOE MARTIN	KCNC	35.	GABE TUCKER	KSTL	50.	SLIM WILLET	KRBC
18.	MACK SANDERS	KFBI	36.	JIM WILSON	WHOO	50.	SAM WORKMAN	WRVA
						55.	CARL FITZGERALD	WTKO

A million thanks D.J's...  
On behalf of Mrs. Hank,  
my son Jimmie, my  
publishers Hill & Range  
and myself... for your  
wonderful support.  
will see ya all at the  
convention...

Hank Snow

**The Billboard**  
**1954**  
**Disk Jockey**  
**Poll**

# C & W FAVORITES...

## Vocalists

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

Who are your favorite Hillbilly or Country and Western recording artists?

PLACE	WINNER	LABEL	1953
1.	EDDY ARNOLD	RCA Victor	2
2.	WEBB PIERCE	Decca	7
3.	RED FOLEY	Decca	3
4.	HANK SNOW	RCA Victor	5
5.	HANK THOMPSON	Capitol	6
6.	CARL SMITH	Columbia	4
7.	JIM REEVES	Abbott	—
8.	TENNESSEE ERNIE	Capitol	11
9.	RAY PRICE	Columbia	17
10.	MARTY ROBBINS	Columbia	—
11.	ERNEST TUBB	Decca	10
12.	FARON YOUNG	Capitol	18
13.	HANK WILLIAMS	M-G-M	1
14.	JOHNNIE AND JACK	RCA Victor	20
15.	SLIM WHITMAN	Imperial	12
16.	CHET ATKINS	RCA Victor	—
17.	JIMMY DICKENS	Columbia	14
18.	REX ALLEN	Decca	—
19.	PEE WEE KING	RCA Victor	8
20.	KITTY WELLS	Decca	—
21.	TOMMY COLLINS	Capitol	—
22.	GEORGE MORGAN	Columbia	9
23.	MAC WISEMAN	Dot	—
24.	CARLISLES	Mercury	—
25.	HOMER AND JETHRO	RCA Victor	—
25.	SONNY JAMES	Capitol	—

THERE are, of course, some surprises in store for trade each year when The Billboard tabulates the disk jockey's votes and issues listing of the yearly favorites. Changes in position are intriguing to observe, but most interesting to see are the names which suddenly crop up on "favorite" lists. This year, for example, the jockeys added the names of Jim Reeves, Marty Robbins, Chet Atkins, Kitty Wells, Rex Allen, Tommy Collins, Mac Wiseman, The Carlisles, Homer & Jethro and Sonny James.

Collins also leads the list of "most promising" artists followed closely by young Justin Tubb and Jimmy & Johnny. The latter group did it with only one record—and on a basically rhythm and blues label. Others who appeared headed for the big time are Maxine and Jim Edward Brown, Rita Robbins, Skeeter Bonn and Jimmy Newman.

Added to the list of favorite country and western bands this year are the Country All Stars and Grady Martin's Slew Foot Five. Hank Thompson's boys, incidentally, came up from seventh place to take top honors among the bands.

Homer & Jethro, the country market's top comedy team, again top the list this year, while Rod Brasfield, Minnie Pearl and Lonzo & Oscar keep in the top group, too. But up into the list of the 10 favorite comedy acts have come Eddie Hill, Nashville's favorite master of ceremonies; The Carlisles, Bill Carlisle and Andy Griffith, who clicked with a most unusual story disk in the pop and country markets at the same time.

## Most Promising

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

Whom do you consider the most promising new Hillbilly or Country and Western artists coming up at the present time?

PLACE	WINNER	LABEL
1.	TOMMY COLLINS	Capitol
2.	JUSTIN TUBB	Decca
3.	JIMMY AND JOHNNY	Chess
4.	MAXINE AND JIM EDWARD BROWN	Fabor
5.	RITA ROBBINS	RCA Victor
6.	SKEETER BONN	RCA Victor
7.	JIMMY NEWMAN	Dot
8.	ELVIS PRESLEY	Sun
9.	WILLIE JACKSON	Apollo
10.	FARON YOUNG	Capitol

## Bands

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

Which are your favorite Country and Western bands?

PLACE	WINNER	LABEL	1953
1.	HANK THOMPSON	Capitol	7
2.	PEE WEE KING	RCA Victor	1
3.	BOB WILLS	M-G-M	2
4.	SPADE COOLEY	Decca	3
5.	COUNTRY ALL STARS	RCA Victor	—
6.	TEX WILLIAMS	Decca	4
7.	LEON McAULIFFE	Columbia	5
8.	CLIFFIE STONE	Capitol	10
9.	GRADY MARTIN	Decca	—
10.	SONS OF THE PIONEERS	Decca	10

## Comedians

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

Who is your favorite Hillbilly comedian (individual or team)?

PLACE	WINNER	LABEL	1953
1.	HOMER AND JETHRO	RCA Victor	1
2.	ROD BRASFIELD	Hickory	2
3.	MINNIE PEARL	RCA Victor	4
4.	LONZO AND OSCAR	Dot	2
5.	EDDIE HILL	RCA Victor	—
6.	DUKE OF PADUCAH	Mercury	5
7.	CARLISLES	Mercury	—
7.	BILL CARLISLE	Decca	—
9.	ANDY GRIFFITH	Capitol	—
10.	MADDOX BROTHERS AND ROSE	Columbia	7

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**THE SOUTHWEST'S BIGGEST, OLDEST, BOLDEST AND**  
**BEST COUNTRY MUSIC** *Attraction!*

# Big



1. **HANK LOCKLIN**  
Decca and Four Star Records — "Let Me Be The One" — "Mysteries Of Life" and his latest, "Baby, You Can Count Me In."
2. **CHARLINE ARTHUR**  
RCA-Victor — "The Good And The Bad" — "Heartbreak Ahead," and her latest, "Somebody's Used-To-Be."
3. **JIMMIE COLLIE**  
Hickory Records — "My Heart And I" — "Cajun Lingo."
4. **RILEY CRABTREE**  
Columbia Records — "When This World Changes Hands"
5. **SUNSHINE RUBY**  
RCA-Victor — "Too Young to Tango" — "Little Girl Love" — "Hankerin'."
6. **JOHNNY HICKS**  
Columbia — "Crossroads" — "Y'All Come" — CO-PRODUCER & M.C.
7. **JOE BILL**  
Imperial Records — "The Diary I Keep."
8. **COUNTRY GENTLEMEN BAND**  
Paul Blunt, Marvin Montgomery, Artie Glenn, Carol Hubbard, Jim Boyd.
9. **BIG D BAND**  
Charley Streight, Billy Jack Saucier, Tex Ray, George McCoy and "Little" Jack Arthur.
10. **JOHN HARPER**  
CO-PRODUCER AND M. C.
11. **BELEW TWINS**  
Sensational Fifteen-Year-Old Comedy Singing Duo.
12. **DOUGLAS BRAGG**  
A Show-Stopper Every Time He Hits the Stage.
13. **HELEN HALL**  
A Honey-Blonde Singer of Sentimental Songs.

No. 1  
**HANK LOCKLIN**

No. 13  
**HELEN HALL**

No. 12  
**DOUGLAS BRAGG**

No. 11  
**BELEW TWINS**

No. 10  
**JOHN HARPER**

No. 9  
**BIG D BAND**

No. 2  
**CHARLINE ARTHUR**

No. 4  
**RILEY CRABTREE**

No. 5  
**SUNSHINE RUBY**

No. 6  
**JOHNNY HICKS**

No. 8  
**COUNTRY GENTLEMEN BAND**

No. 3  
**JIMMIE COLLIE**

No. 7  
**JOE BILL**

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currently  
**PEACHES AND CREAM**  
●  
b/w  
**I CAN'T TELL A WALTZ FROM A TANGO**  
RCA VICTOR 5889

also  
**HEAR LIES MY HEART**  
b/w  
**KEEP YOUR EYE ON MY DARLIN'** RCA Victor 5847

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

#### Best Sellers in Stores

For survey week ending November 3

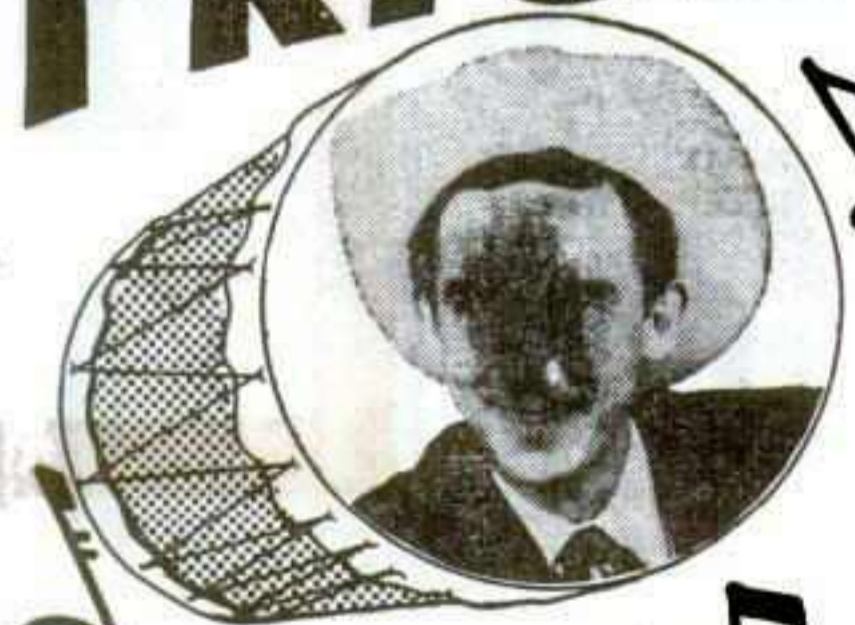
RECORDS are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among dealers throught the country with a high volume of sales in country and western records. The reverse side of each record is also listed.

This Week		Last Week	Weeks on Chart
1.	MORE AND MORE—W. Pierce You're Not Mine Anymore—Dec 29252—BMI	1	6
2.	I DON'T HURT ANYMORE—H. Snow My Arabian Baby—V 20-5698—BMI	2	25
3.	ONE BY ONE—K. Wells & R. Foley I'm a Stranger in My Home—Dec 29065—BMI	3	26
4.	THIS IS THE THANKS I GET—E. Arnold Hep Cat Baby—V 20-5805—BMI	4	11
5.	THIS OLE HOUSE—S. Hamblen When My Lord Picks Up the Phone—V 20-5739—BMI	5	13
6.	IF YOU DON'T SOMEONE ELSE WILL— Jimmy & Johnny I'm Beginning to Remember—Chess 4859—BMI	6	8
7.	EVEN THO—W. Pierce Sparkling Brown Eyes—Dec 29107—BMI	7	24
7.	LOOSE TALK—C. Smith More Than Anything Else—Col 21317—BMI	13	2
9.	NEW GREEN LIGHT—H. Thompson Lonely Heart Knows—Cap 2920—BMI	9	5
10.	LOOKING BACK TO SEE—J. Tubb-G. Hill I Miss You So—Dec 29145—BMI	10	20
11.	HEP CAT BABY—E. Arnold This Is the Thanks I Get—V 20-5805—BMI	12	13
12.	WHATCHA GONNA DO NOW—T. Collins You're for Me—Cap 2891—BMI	8	8
13.	BEWARE OF IT—Johnnie & Jack Kiss-Crazy Baby—V 20-5880—ASCAP	—	1
14.	YOU'RE NOT MINE ANYMORE—W. Pierce More and More—Dec 29252—BMI	11	6
15.	IF YOU DON'T SOMEONE ELSE WILL— R. Price Oh Yes, Darling—Col 21315—BMI	14	3

Thanks, Dee Jays!

Voted #1 New Big Dance Band of the Nation in DOWNBEAT Poll.  
Voted #4 Show Band of the Nation in DOWNBEAT Poll.

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AMERICA'S GREATEST WESTERN DANCE BAND

PERSONAL MANAGER  
**WM. H. KING**

King Enterprises  
300 Vaughn Bldg. Louisville, Ky.  
Phone: Jackson 5535 or Jackson 0605



# A BULLSEYE EVERYTIME

3 out of the Country's Top  
11 Best Selling Records

Billboard, Nov. 6th

**Best Sellers in Stores**

1. MORE AND MORE—W. Pierce.....	2	5
<i>You're Not Mine Anymore—Dec 29252—BMI</i>		
7. EVEN THO—W. Pierce.....	7	23
<i>Sparkling Brown Eyes—Dec 29107—BMI</i>		
11. YOU'RE NOT MINE ANYMORE—W. Pierce....	8	5
<i>More and More—Dec 29252—BMI</i>		

**Most Played by Jockeys**

1. MORE AND MORE—W. Pierce.....	4	5
<i>Dec 29252—BMI</i>		

NOVEMBER 6, 1954  
THE BILLBOARD

# WEBB *the* Wandering "Boy" PIERCE

## MORE AND MORE *and* YOU'RE NOT MINE ANYMORE

DECCA 29252

*Thanks-D.J.'s for  
helping me hit  
the Target*  
-Webb-



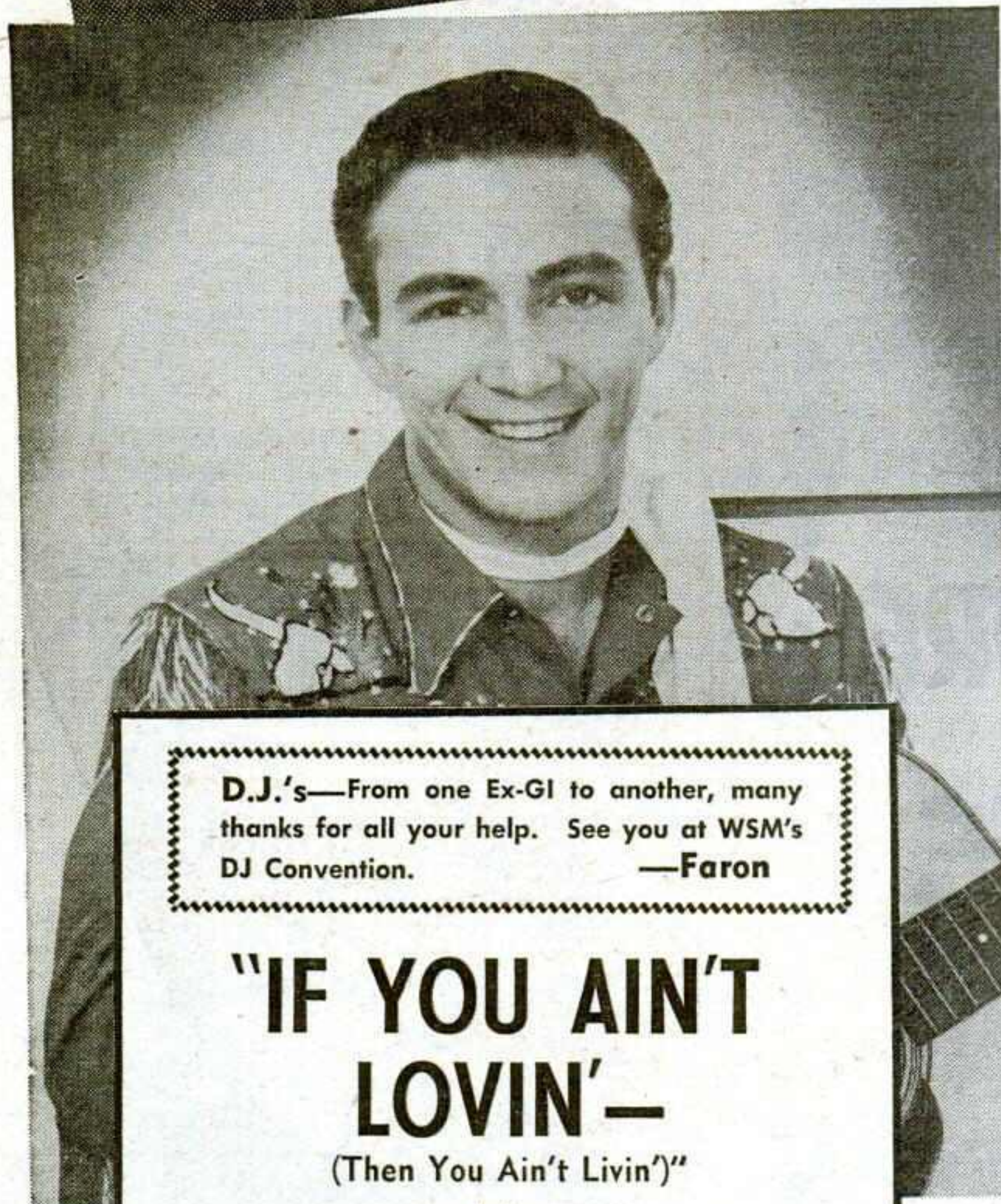
Nation's #1 Folk Singer

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he's back!-- MR. CIVILIAN!

# FARON YOUNG



D.J.'s—From one Ex-GI to another, many thanks for all your help. See you at WSM's DJ Convention. —Faron

**"IF YOU AIN'T LOVIN'—**

(Then You Ain't Livin')"

b/w

**"If That's the Fashion"**

Capitol #2953

Central Songs, Hollywood

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"Place for Girls Like You"

"In the Chapel in the Moonlight"

Capitol #2859

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## The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

### • Most Played by Jockeys

For survey week ending November 3

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

This Week		Last Week	Weeks on Chart
1.	I DON'T HURT ANYMORE—H. Snow V 20-5698—BMI	2	23
2.	MORE AND MORE—W. Pierce Dec 29252—BMI	1	6
3.	ONE BY ONE—K. Wells-R. Foley Dec 29065—BMI	3	23
4.	THIS IS THE THANKS I GET—E. Arnold V 20-5805—BMI	5	12
5.	THIS OLE HOUSE—S. Hamblen V 20-5719—BMI	4	11
6.	WHATCHA GONNA DO NOW—T. Collins Cap 2891—BMI	6	11
7.	IF YOU DONT SOMEONE ELSE WILL— Jimmy & Johnny Chess 4859—BMI	7	7
8.	YOU'RE NOT MINE ANYMORE—W. Pierce Dec 29252—EMI	8	4
9.	LOOSE TALK—C. Smith Col 21317—BMI	11	2
10.	NEW GREEN LIGHT—H. Thompson Cap 2920—BMI	—	2
11.	COMPANY'S COMIN'—P. Wagoner V 20-5848—BMI	13	3
12.	HONEY LOVE—Carlises Mercury 70434—BMI	14	3
13.	PENNY CANDY—J. Reeves Abbott 170—BMI	10	2
14.	PLACE FOR GIRLS LIKE YOU—F. Young Cap 2859—BMI	9	9
15.	GOODNIGHT, SWEETHEART, GOODNIGHT— Johnny & Jack V 20-5775—BMI	—	16



A Sincere  
**WELCOME**  
to the  
**DISK JOCKEYS**

from

**MARTY ROBBINS**

WSM-TV

WSM Grand Ole Opry

Hope You Like

**"TIME GOES BY"**

and

**"IT'S A PITY WHAT MONEY CAN DO"**

#21324



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Station WSM, Nashville, Tenn.

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currently

**"DON'T FALL  
IN LOVE  
WITH A  
MARRIED MAN"**

and

**"YOU'LL COME  
CRAWLIN'"**

Capitol 2905



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**TOP TALENT, INC.**

Jewell Theatre Bldg.

Springfield, Mo.



Star of  
**THE OZARK JUBILEE**

KWTO Springfield, Mo.,  
"The Crossroads of  
Country Music"

We're Mighty Happy

BECAUSE OF YOU, DISK JOCKEYS!

It isn't often we get a chance to express our thanks and appreciation to you . . . so we take this opportunity to say to each and every one —

THANKS A MILLION!!



HOMER and JETHRO

"The Kings of Country and Western Comedy"

HAVE YOU HEARD?

"Santa Baby" b/w "The Night After Christmas"

and

RCA Victor 20-5867

"Hey, There" b/w "They Were Doing the Mambo"

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The Billboard Music Popularity Charts

COUNTRY & WESTERN RECORDS

• Most Played in Juke Boxes

For survey week ending November 3

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

Table with 4 columns: Rank, Record Title, Artist, Weeks on Chart. Lists 10 records including 'I DON'T HURT ANYMORE' and 'ONE BY ONE'.

"THANKS, DISK JOCKEYS"

Rusty Draper

Exclusive MERCURY RECORD Artist



# HISTORY REPEATS

FOR

## STUART HAMBLÉN



IN

### OLE PAPPY TIME

### THE TOY VIOLIN

20/47-5918

AS IN

### THIS OLE HOUSE

20/47-5739

FOR

## HANK SNOW



IN

### THE NEXT VOICE YOU HEAR

### THAT CRAZY MAMBO THING

20/47-5912

AS IN

### I DON'T HURT ANYMORE

20/47-5698

**RCA VICTOR**  
FIRST IN RECORDED MUSIC



*Thanks to my record playing friends*



# TOMMY COLLINS

**Outstanding song writer-song stylist**

**"What'cha Gonna Do Now?"**

Capitol #2891

Personal Management  
**Cliffie Stone**



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

### • C & W Territorial Best Sellers

For survey week ending November 3

City-by-city listings are based on late reports secured from top country and western dealers and juke box operators in each of the markets listed.

#### Birmingham

1. More and More, W. Pierce, Dec.
2. This Is the Thanks I Get, E. Arnold, V.
3. This Ole House, S. Hamblen, V.
4. Hep Cat Baby, E. Arnold, V.
5. If You Don't, Someone Else Will Jimmy & Johnny, Chs.
6. Loose Talk, C. Smith, Col.
7. You're Not Mine Anymore W. Pierce, Dec.
8. I Don't Hurt Anymore, H. Snow, V.
9. Never, M. & W. Tuttle, Cap.
10. Out Behind the Barn, J. Dickens, Col.

#### Charlotte

1. More and More, W. Pierce, Dec.
2. Loose Talk, C. Smith, Col.
3. I Don't Hurt Anymore, H. Snow, V.
4. If You Don't, Someone Else Will Jimmy & Johnny, Chs.
5. Never, M. & W. Tuttle, Cap.
6. Go, Boy, Go, C. Smith, Col.
7. Whatcha Gonna Do Now? T. Collins, Cap.
8. One By One, K. Wells & R. Foley, Dec.
9. Two Glasses, Joe, E. Tubb, Dec.
10. This Is the Thanks I Get, E. Arnold, V.

#### Cincinnati

1. More and More, W. Pierce, Dec.
2. This Is the Thanks I Get, E. Arnold, V.
3. I Don't Hurt Anymore, H. Snow, V.
4. One by One, K. Wells & R. Foley, Dec.
5. If You Don't Someone Else Will R. Price, Col.
6. If You Don't Someone Else Will Jimmy & Johnny, Chs.
7. This Ole House, S. Hamblen, V.

#### Dallas-Fort Worth

1. More and More, W. Pierce, Dec.
2. One by One, K. Wells & R. Foley, Dec.
3. Lookin' Back to See G. Hill & J. Tubb, Dec.
4. New Green Light, H. Thompson, Cap.
5. I Don't Hurt Anymore, H. Snow, V.
6. This Is the Thanks I Get, E. Arnold, V.
7. This Ole House, S. Hamblen, V.
8. Oceans of Tears, S. James, Cap.
9. Loose Talk, C. Smith, Col.
10. Bandit, T. Ritter, Cap.

#### Houston

1. More and More, W. Pierce, Dec.
2. One by One, K. Wells & R. Foley, Dec.
3. This Is the Thanks I Get, E. Arnold, V.
4. I Don't Hurt Anymore, H. Snow, V.
5. If You Don't Someone Else Will Jimmy & Johnny, Chs.

#### 6. Whatcha Gonna Do Now

- T. Collins, Cap.
7. Two Glasses, Joe, E. Tubb, Dec.
8. Beware of It, Johnnie & Jack, V.
9. Loose Talk, C. Smith, Col.
10. Penny Candy, J. Reeves, Abb.

#### Knoxville

1. More and More, W. Pierce, Dec.
2. One by One, K. Wells & R. Foley, Dec.
3. Hep Cat Baby, E. Arnold, V.
4. This Is the Thanks I Get, E. Arnold, V.
5. Lookin' Back to See G. Hill & J. Tubb, Dec.
6. You're Not Mine Anymore W. Pierce, Dec.

#### Memphis

1. More and More, W. Pierce, Dec.
2. One by One, K. Wells & R. Foley, Dec.
3. Good Rockin' Tonight, E. Presley, Sun.
4. I Don't Hurt Anymore, H. Snow, V.
5. If You Don't Someone Else Will Jimmy & Johnny, Chs.

#### Nashville

1. More and More, W. Pierce, Dec.
2. Loose Talk, C. Smith, Col.
3. One by One, K. Wells & R. Foley, Dec.
4. I Don't Hurt Anymore, H. Snow, V.
5. This Ole House, S. Hamblen, V.
6. If You Don't Someone Else Will Jimmy & Johnny, Chs.
7. New Green Light, H. Thompson, Cap.
8. River of No Return, T. Ernie, Cap.
9. This Is the Thanks I Get, E. Arnold, V.
10. Lookin' Back to See G. Hill & J. Tubb, Dec.

#### New Orleans

1. More and More, W. Pierce, Dec.
2. New Green Light, H. Thompson, Cap.
3. Beware of It, Johnnie & Jack, V.
4. One by One, K. Wells & R. Foley, Dec.
5. River of No Return, T. Ernie, Cap.
6. Goodnight, Sweetheart, Goodnight Johnnie & Jack, V.
7. I Don't Hurt Anymore, H. Snow, V.

#### Richmond, Va.

1. This Ole House, S. Hamblen, V.
2. If You Don't Someone Else Will Jimmy & Johnny, Chs.
3. I Can See An Angel, P. Pike, Cor.
4. This Is the Thanks I Get, E. Arnold, V.
5. Beware of It, Johnnie & Jack, V.
6. More and More, W. Pierce, Dec.
7. One by One, K. Wells & R. Foley, Dec.
8. Company's Comin' P. Wagoner, V.

*many thanks fellas from...*

## "LITTLE" JIMMY DICKENS

(Old Cold Tater)

Featured Star  
WSM  
GRAND  
OLE OPRY  
and  
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**MORE THAN  
ANYTHING  
IN THE  
WORLD** and **LOOSE  
TALK**

Columbia 21317



# CARL SMITH



A MEMBER OF  
BILLBOARD'S  
HONOR ROLL  
OF C&W ARTISTS

They don't come any  
nicer than the D.J.'s.

*Carl Smith*

For Personal Appearances

**JAMES DENNY**

WSM ARTIST BUREAU  
NASHVILLE, TENNESSEE



**The Billboard  
1954  
Disk Jockey  
Poll**

The comparison between the country and western records which received the most plays during the first nine months of 1954 and those which the jockeys, when polled, voted as their favorites points up the amazing similarity in the two listings. Different, in many respects, is the country jockey's personal feelings about records and artists. While the pop jocks often hand out many plays to records which they do not consider personal favorites, the country jocks seem to like what the public wants and buys at least to a greater degree than do the pop jocks.

This pattern also follows thru to a great degree when comparing favorite artists with most-played artists. Whether the tabulation is based on records or artists, such names as Webb Pierce, Hank Snow, Eddy Arnold, Red Foley and Kitty Wells and Tommy Collins show up as the important country talents of the year. Collins, however, is the only new name among the top batch of country artists.

It is of interest, too, to see the major disk labels continue to dominate the field as they have done for many years. The only newer or smaller labels which managed to come thru with click records this year were Fabor Robinson's Fabor and Abbott firms and the Four Star and Imperial lines. All incidentally are based on the West Coast.

**RECORDS, Hill**

**Favorites**

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

In your opinion which were the top Hillbilly or Country and Western records in the past 12 months!

**PLACE**    **WINNER**    **LABEL**

1. **I DON'T HURT ANYMORE**, Hank Snow . . . RCA Victor
2. **SLOWLY**, Webb Pierce . . . . . Decca
3. **I REALLY DON'T WANT TO KNOW**  
Eddy Arnold . . . . . RCA Victor
4. **ONE BY ONE**, Red Foley & Kitty Wells . . . . . Decca
5. **THIS OLE HOUSE**, Stuart Hamblen . . . . . RCA Victor
6. **BIMBO**, Jim Reeves . . . . . Abbott
7. **YOU BETTER NOT DO THAT**, Tommy Collins . . Capitol
8. **I GET SO LONELY**, Johnnie & Jack    RCA Victor
9. **THERE STANDS THE GLASS**, Webb Pierce . . . Decca
10. **WAKE UP, IRENE**, Hank Thompson . . . . . Capitol
11. **I'LL BE THERE**, Ray Price . . . . . Columbia
12. **EVEN THO**, Webb Pierce . . . . . Decca
13. **LOOKING BACK TO SEE**  
Maxine & Jim Edward Brown . . . . . Fabor
14. **THIS IS THE THANKS I GET**, Eddy Arnold . . RCA Victor
15. **I'LL NEVER GET OVER YOU**  
Eddy Arnold . . . . . RCA Victor
16. **CRYING IN THE CHAPEL**, Rex Allen . . . . . Decca
17. **HEY, JOE**, Carl Smith . . . . . Columbia
18. **COURTIN' IN THE RAIN**, T. Texas Tyler . . . . . Decca
19. **MY FRIEND**, Red Foley . . . . . Decca
20. **LET ME BE THE ONE**, Hank Locklin . . Four Star-Decca
20. **RELEASE ME**, Ray Price . . . . . Columbia

**THANKS DJ's**

For making our past releases so successful and for boosting "NEW GREEN LIGHT" to the top.

. . . and thanks for voting Hank's "SUNRISE SERENADE" the Best Instrumental Record and his band the Best Big Band in Downbeat Magazine's Country and Western Poll

Hear Hank's current Hit "THE NEW GREEN LIGHT"

"A LONELY HEART KNOWS"

Capitol Record No. 2920



**Personal Management:**  
Jim Halsey • Professional Bldg., Suite 604  
Independence, Kansas • Phone: 1203



# billy or C & W

## Most Played

Based on tabulation of The Billboard "Most Played by Disk Jockeys" thru October 9, 1954.

PLACE	WINNER	LABEL
1.	SLOWLY, Webb Pierce.....	Decca
2.	I DON'T HURT ANYMORE, Hank Snow... ..	RCA Victor
3.	I REALLY DON'T WANT TO K'OW Eddy Arnold .....	RCA Victor
4.	EVEN THO, Webb Pierce.....	Decca
5.	ONE BY ONE, Red Foley & Kitty Wells.....	Decca
6.	YOU BETTER NOT DO THAT, Tommy Collins..	Capitol
7.	I'LL BE THERE, Ray Price.....	Columbia
8.	I GET SO LONELY, Johnnie & Jack	RCA Victor
9.	I LOVE YOU, Ginny Wright & Jim Reeves....	Fabor
10.	BIMBO, Jim Reeves.....	Abboff
11.	SECRET LOVE, Slim Whitman.....	Imperial
12.	BACK UP BUDDY, Carl Smith.....	Columbia
13.	GOODNIGHT, SWEETHEART, GOODNIGHT Johnnie & Jack.....	RCA Victor
14.	SPARKLING BROWN EYES, Webb Pierce & Wilburn Bros.....	Decca
15.	LET ME BE THE ONE, Hank Locklin..	Four Star-Decca
16.	THERE STANDS THE GLASS, Webb Pierce....	Decca
17.	WAKE UP IRENE, Hank Thompson.....	Capitol
18.	CRY, CRY, DARLING, Jim Newman.....	Dot
19.	COURTIN' IN THE RAIN, T. Texas Tyler.....	Decca
20.	LOOKING BACK TO SEE Maxine & Jim Edward Browne.....	Fabor



Listen! Laugh, to the **NEWEST SATIRE ON THE OLD WEST:**

**"THE SHERIFF SONG" ★**  
 "I'LL NEVER FALL IN LOVE, UNLESS"  
 Bill Wimberly Western Swing Band  
 Voc. Buddy Kendrick

# FERLIN HUSKEY

*Says*

**THANKS**



**WSM-TV GRAND OLE OPRY**



Personal Management:

**BOB FERGUSON**

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Madison, Tennessee

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# FOLK TALENT & TUNES

• Continued from page 16

ond with 192, and Jimmy McDonald, Birmingham, was third with 21 votes. RCA Victor is reported promoting Turner for the Williams role, with all its field men urged to help. Atkins signed with Coral recently to record several of his original tunes. Fairway Music, Hollywood, recently accepted several of his numbers for publication. . . . Turner has a new release in "I'm Not Jealous" and "Put It Down on Paper."

Station WCKY, Cincinnati, has just placed on sale its new 1955 Jamboree Almanac, a helpful 112-page publication selling for 35 cents. In addition to the numerous helpful hints usually associated with a publication of that kind, the WCKY version has a special section devoted to country and western artists, including photos of top c.&w. names suitable for framing. **Bob Fleming**, WCKY promotion director, did the job of writing, editing and make-up on the almanac, which is being given a heavy pitch via the WCKY airlines. . . . The **Red Foley Singathon** had a tryout recently at Tulsa's spacious Municipal Theater as a possible future road attraction. The Singathon, concocted by Foley and his manager, **Dub Albritten**, is a variation of the all-night sing idea which has become popular during the past year. The Foley-Albritten version features two gospel quartets, the **Foggy River Boys** and the Im-

perials quartet, along with the 12-year-old gospel singer, **Bobby Meyers**. The four-hour show in Tulsa attracted a capacity house at \$1 a copy. Under present plans, the attraction will hit the road early in 1955 under the banner of the **Lou Black** office, Springfield, Mo.

**Texas Bill Strength**, still featured on KWEM, Memphis, played his own **Silver Slipper** nitery, Atlanta, October 30, and then embarked on a string of personals that will keep him busy for some time. Last Saturday (6), he played the "Barnyard Frolic," Little Rock, with **Sammy Barnhart** (Okeh). **Chick Adams**, of KRLA, Little Rock, produces "Frolic." Next Saturday (13), Strength plays Birmingham, and on Monday (15) he's in Sheffield, Ala., with **Webb Pierce** and **Red Sovine**. He appears with the same pair at Ripley, Miss., November 16, and Clarksdale, Miss., November 17. He'll then hop to Nashville for the deejay conclave. Late this month he plays the **Roosevelt Lounge**, Detroit. . . . **Eddie Zack**, who appears with his 10-piece band on "Dude Ranch Jamboree" at Jack Witschi's Sports Arena, North Attleboro, Mass., each Saturday night, is doubling all over New England the other six nights. Zack and his lads are heard over **WJAR**, Providence, and on NBC radio coast to coast each Saturday night. **Eddie** has pulled large crowds at Witschi's

in recent weeks with such names as **Kenny Roberts**, **Hank Thompson**, **Slim Whitman**, **Johnny and Jack and Kitty Wells**. Coming up he has such names as **Carl Smith**, **Hank Snow** and **Webb Pierce**. In addition to "Dude Ranch Jamboree," **Eddie** also runs the Boston jamborees emanating from **WCOP** there. A feature of **Eddie's** crew is his brother, billed as **Cousin Richie**.

. . . **Shorty Warren's** **Copa Club**, Secaucus, N. J., celebrates its second anniversary November 15 with such artists as **Elton Britt**, **Tex Carson**, **Johnny Curtis**, **Zeb Turner**, **Eddie Zack**, **Lee and Terry** and the **Country Cousins**, and the **Western Rangers**. . . . **Eddy Arnold's** latest release is "Christmas Can't Be Far Away," on **Victor**. **Boudleaux Bryant** is the writer; **Acuff-Rose**, the publisher. . . . **Bill Thall**, emcee of **WLW-TV's** "Midwestern Hayride," is back on the air after an illness of three weeks, two of which he spent in the hospital. . . . **Tex Carson**, recently returned from the West Coast, is currently being featured at the **Village Barn**, New York. . . . **Rusty Starr and His Rangers**, featuring **Zeb Turner**, are holding forth at the **Concord Hotel**, Toronto.

**Zeb, Zeke and Johnny**, the **Sunrise Hillbillies** from **WHAP**, **Hopewell, Va.**, are running their own nitery on the **Petersburg highway**, near **Hopewell**. . . . **Toby Stroud** and the **Blue Mountain Boys**, of the

"**Old Dominion Barn Dance**," **Richmond**, are doing a set of one-nighters thru **West Virginia** and **Kentucky**. . . . **Jimmy Littlejohn** (**Columbia**) is touring **Oklahoma**, **Arkansas**, **Texas** and **Louisiana** plugging his new release, "Haunted Blues" and "I'm Mean When I'm Mad." . . . **Tommy Bell**, agent and promoter, has settled in a new home in **Longview, Tex.**, where he will open an office to handle c.&w. talent in **Texas** and the **South**. . . . **Buddy and Marion Harmon**, of the "WWVA Jamboree," **Wheeling, W. Va.**, were guests on **WERE's** "Circle Theater Jamboree," **Cleveland**, October 30. . . . **Tex and Glen**, who recently pulled anchor at **WDOK**, **Cleveland**, have a new stagershow starting at **Hough's 79th Street Theater**, that city, **November 19**. . . . The **Howington Brothers**, **Roy and Dub**, are now getting their mail at **1203 Arlington Avenue**, **Bristol, Va.** The lads record for **Decca**. . . . **Mickie Evans** has shifted activity to **Station WBUD**, **Trenton, N. J.**, where she is carrying on six days a week. . . . When **John Cameron Swayze**, **NBC's** TV newscaster, arrived in his hometown, **Kansas City, Mo.**, **October 27**, for a pre-election survey, he was met at the airport by the **Westport Kids**, popular teen-age western musical group in that area. **Tom, Henry, Paul and Dave Ruf**, fathers of the **Westport Kids**, formerly operated a flying service in **Kansas City** and flew **Swayze** on charter assignments when he was a reporter for the **K. C. Journal-Post** 24 years ago.

**Tommy Sosebee**, of "Ozark Jubilee," has moved into a new home in **Springfield, Mo.** . . . The **Foggy River Boys'** recording of "Com-

pany's Comin'," is reported pulling heavy play in the Southwest, while **Patsy Elshire's** "Watch Dog" and "Sugar Lump" are doing likewise in **Tennessee** and **Texas**. . . . **Webb Pierce**, **Slim Whitman** and **Faron Young** will head up a "Grand Ole Opry" unit at **Municipal Auditorium**, **San Antonio**, **November 21**. An "Opry" unit pulled \$4,500 in two performances there recently. . . . **Joe (Cannonball) Lewis**, sporting a new **M-C-M** release in "Railroad Engineer" b/w "I Wonder If I Can Lose the Blues This Way," guested with the jamboree at the **Circle Theater**, **Cleveland**, **October 23**, and is slated to return in four weeks. Emceeding the **Circle Jamboree** is **Tommy Edwards** of **Station WERE**, with the last hour of the second Saturday night show being aired from that station. . . . **Bill Potter (Cactus Bill)**, western singer, formerly with **KFI-TV**, **Los Angeles**; **KPRC-TV**, **Houston**, and more recently one of the emcees on "Grand Prize Jamboree" over **KNUZ** in the latter city, is now doing TV with a daily show, "Flying 22 Ranch," in **Corpus Christi, Tex.** . . . **Bill Boyd** is celebrating his 22d year in radio, all of them spent at **Station WRR**, **Dallas**. **Boyd and His Cowboy Ramblers** have been a daily feature on **WRR** since the station's inception. . . . **Jack Starns**, manager for **Starday Records** in the **Memphis** area, recently signed **Bill Nettles**, songwriting deejay of **KNOE**, **Monroe, La.**, to a three-year pact. . . . **David Craig and His Midnight Ramblers**, of **Monroe, La.**, are touring **Southern Louisiana** for the **Holsum Bread Company**. Besides **Craig**, combo consists of **Doc Massey**, **Ewell Nettles**, **Prentiss Takewell** and **Melvin Gilbert**. (Continued on page 94)

Best Wishes to  
the D. J.'s for  
all your help...

# ERNEST TUBBS

**TWO GLASSES JOE**  
b/w  
**JOURNEY'S END**  
DECCA #29220

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Nashville, Tennessee

Congratulations to WSM's Grand Ole Opry on its 29th Anniversary

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

• **Folk Talent and Tunes**

• Continued from page 93

... Hank Snow's latest release is "That Crazy Mambo" b/w "The Next Voice You Hear." ... Little Joe Penny, who was originally slated to move into WJPD, Ishpeming, Mich., several weeks ago, shifted instead to WRMJ in nearby Marquette, Mich., where he is doing two shows, "Hillbilly Hits," renamed "Little Joe's Hoedown," and "Farm and Home Hour," five days a week. "Hoedown" is a solid hour of c.&w. stuff, 4-5 p.m.; "Farm and Home" is heard from 6:30-6:55 a.m. Shows are slated to go on a five-station hook-up soon, covering the Upper Peninsula of Michigan.

Jim Edwards and Maxine Brown, of the KWKH "Louisiana Hayride," Shreveport, returned there last Saturday (6) after a successful tour of the West and Northwest with Jim

Reeves. Early in December, they are slated to tour the South with the Louvin Brothers and Elvis Presley. ... Kenny Roberts, now a regular feature on two TV segs over WHIO-TV, Dayton, O., is booked solid thru December in the Dayton area on industrial Christmas parties. ... He leaves Friday (12) for a week of deer hunting in Vermont. ... Dub Dickerson (Capitol) is back in the Texas country after an extended swing around the deejay circuit with his manager, Charles Wright, to plug Dub's new one, "Look, Look, Look" and "My Gal, Gertie." Dickerson made his fourth guest appearance of the year on "Big D Jamboree" over KRLD, Dallas, last Saturday (6). ... Don Law (Columbia) and Ken Nelson (Capitol) are carded to hop into Dallas late this month for waxing sessions. ... Jimmy Littlejohn (Columbia) is making the jockey circuit thru the Southwest plugging his new release, "Haunted Blues" and "I'm Mean When I'm Mad." ... Sonny James is enthusiastic over his Christmas ditties just released on Capitol, "I Forgot to Remember Santa Claus" and "Christmas in My Hometown." James now heads up the array of talent on the combined WFAA-WBAP show each Saturday at Northside Coliseum, Fort Worth. ... Hank Locklin (Decca) is the newest addition to the talent roster of "Big D Jamboree," Dallas, where Johnny Harper, Johnny Hicks and Ed McLemore still handle the managerial reins. Other recording talent on "Big D" includes Charline Arthur (Victor), Riley Crabtree (Columbia), Sunshine Ruby (Victor), Jimmy Collie (Hickory), Joe Bills (Imperial) and Johnny Hicks (Columbia). ... Leon McAuliffe plays Buckholts Hall, Buckholts, Tex., November 15. ... Lulu Belle Si is picking and singing on her new show, "Western Show Time," seen each Sunday, 12:30-1 p.m., on WTTV-TV, Indianapolis. Miss Si and Her Country Folk are also heard on an hour radio broadcast over WIBC, Indianapolis, each Saturday, 7-8 p.m.

Bob Neal, c.&w. deejay at WMPS, Memphis, in his recent third annual poll among his listeners to select their folk faves, came up with the following results, in the order named: Webb Pierce, Faron Young, Ray Price, Hank Snow, Sonny James, Tommy Collins, Hank Thompson, Marty Robbins, Kitty Wells and Elvis Presley. ... Bill Mack, of KWFT, Wichita Falls, Tex., and the Blue Sage Boys have been playing fairs and auditoriums thru the Southwest to good returns, and have just cut another session for Imperial. Ernest Tubb, Lefty Frizzell and Mac Wiseman pulled a jammed house to Wichita Falls Auditorium, October 22, sponsored by KWFT. ... The Kid From Texas, Billy Walker, was a recent visitor to KWTO, Springfield, Mo. ... "Grand Prize Jamboree," Saturday night country music show emanating from KNUZ, Houston, sponsored by Grand Prize Beer, continues to play to stand-up business, with recent guests including Lefty Frizzell, T. Texas Tyler and Leon Payne. Regulars include Jerry Jericho, who has just signed with RCA Victor's Label "X"; Tommy Sands and George Jones. Biff Collie is emcee; Jack Derrick, comedian; Ken Grant, announcer, and Buddy Covington, producer. ... The Rocky Mountain Boys, who hold forth for 30 minutes each Saturday morning over WKSR Pulaski, Tenn., along with the Brewer Sisters, are keeping busy on personals in North Alabama and South Tennessee. ... Ferlin Huskey was recently cited by the Florida Safety Council for his contribution to safe driving thru his record, "Drunken Driver." Deejay Big Jim Wilson, of Orlando, presented the award. ... Martha Carson set for November in Kansas, Misosuri, Iowa and Florida. Her new Christmas waxing, "Peace On Earth at Christmas Time" and "Christmas Time Is Here," was released on Capitol last week. She wrote both sides.

Pee Wee Hayes has joined Neal

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The Wagonwheel Label From the Port of the West

WESTPORT RECORD #125 BMI

WESTPORT RECORD #126

**HOLD ME, MY DARLING** IN **SUNSHINE OR RAIN**  
**RIGHT OR WRONG** (For Cryin' Out Loud)  
(I'm Gonna Snuggle in Your Arms) **THREE'S A CROWD**  
BY THOSE UP AND COMING WESTPORT KIDS  
We think they have something  
C & W, DJ's & distributors—write for records

**Hey, Mr. DJ**  
**JUST FOR YOU!**

**"KNOCK IT OFF"**  
Eddie Hill—Victor

★

**"I'LL ONLY DANCE WITH YOU"**  
Bobby Williamson—Victor

★

**"WORKIN' MAN'S BLUES"**  
Al Rogers—"X"

★

**"OO-EE-BABY"**  
Ralph Sanford—King

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Thanks, D. J.'s

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Thanks, D. J.'s, for Making It a Hit!

**EDDIE DEAN**  
"I DREAMED OF A HILL-BILLY HEAVEN"  
b/w s & s #180  
"STEALING" s & s #45-180

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**Good Luck DJ's**  
"SHARPSHOOTER"  
b/w "I TOLD YOU SO"  
on CAPITOL due Nov. 15th.—Sincerely **JIMMY HEAP**

**GIVE TO DAMON RUNYON CANCER FUND**

You'll Laugh!  
You'll Shout!  
You'll Sing about...

The girl who won't fall in love with anybody but a male of the opposite sex!

**"I'LL NEVER FALL IN LOVE, UNLESS"**  
• Sung by: **KAY STALKER** •  
**Bill Wimberly Western Swing Band**  
b/w "THE SHERIFF SONG"

The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

Burris on his daily radio show over WKYW, Louisville. . . . The Jacoby Brothers, San Antonio lads, have their first release out on Columbia. It's titled "Laredo." . . . Uncle Bud and His Country Critics, of WAPO, Chattanooga, have begun a new series of personals thru the Tennessee Valley area, featuring the best local talent in the various spots played. . . . The Woodward Brothers, of Washington, formerly associated with Connie B. Gay's "Town and Country Time," have a new release on the Sheraton label, with "Cuttin' Paper Hearts" the big side. . . . Jack Clements, of Memphis, also has a new one on Sheraton, a thing called "I Can't Say Nothin' at All." . . . Radio Redifusen, Singapore radio station, has purchased RadiOzark's "Tennessee Ernie Show" for a local sponsor. . . . Capt. Stubby and the Buccaneers, of the WLS "National Barn Dance," have just published a song book of their "Hymn-Time Favorites," which they are pitching on personals. . . . Lonnie Barron celebrated his second anniversary at Station WDOG, Marine City, Mich., with a gala party at Lonnie's Barn Dance Hall on Highway 24, Richmond, Mich. Shindig attracted some 500, with Lonnie's fan club members and the station staff playing co-hosts. In addition to Barron and his six-piece crew, other guitar pickers on deck for the event included Herb Williams and Buddy Emms, of Gasey Clark's WJR Lazy Ranch Boys; Bob Sykes (Fortune), Pat Nelson, Bob McDonald and Joyce Forton. Lonnie and His Farm Boys perform every Saturday night over WDOG. He has a 10-acre tract in Marine City which he plans to convert into a hillbilly park in time for next season. . . . Slim Bryant and His Wildcats devoted their program over KDKA, Pittsburgh, last Friday (5), 6:30-7, to original songs written by Slim. Tunes included "Rose of Shenandoah Valley," "Nancy," "I Love You, True Lou," "Swinging in an Old Rope Swing," "Dreamy Georgiana Moon," "Sweet Papa Bozo," "The Gal With the Coal Black Hair" and "Eeny Meeny Dixie Deeny."

Slim Luse, former fiddler with Pee Wee King and the WSM "Grand Ole Opry," now has his own unit, the Swingin' Rangers, doing a regular Saturday night jamboree show over WEOL, Elyria, O., in addition to playing dances and shows in the area. Working with Luse are Bill (Curly) Groover, formerly rhythm guitarist with the

(Continued on page 101)

Review Spotlight on . . . RECORDS

EDDY ARNOLD

I'm Your Private Santa Claus (Tannen, BMI)  
 Christmas Can't Be Far Away (Acuff-Rose, BMI)—RCA Victor 5905—It's a shame that there are only seven weeks until Christmas because these new Arnold slicings are worthy of a longer run. The top side is a delightful novelty with a sock reading from the chanter, and the ballad, a warm item, gives Arnold a chance to show off his warm voice.

JUSTIN TUBB-GOLDIE HILL

Sure Fire Kisses (Hometown, BMI)—Decca 29349—The hottest boy-gal duo in the field could have the second hit in a row with this tingling reading of a neat novelty item. It is a strong follow-up to the "Lookin' Back to See" disk by the pair. Flip is "Fickle Heart" (Trianon, BMI).

KRYSLAR RECORDS FIRST PROMOTION PACKAGE PROUDLY PRESENTS

JIMMIE LEONARD SINGING "SECRET OF HAPPINESS" & "W The New Birthday Song" "BLOW OUT ALL THE CANDLES"

THE HARMONAIRES ROLLING ALONG WITH "IN BLOSSOM TIME" Coupled With Those Lovely Livelies THE BARBERETTES HARMONIZING "YOU WENT AWAY ONCE TOO OFTEN"

4 GREAT LE COQ (BMI) SONGS EXCELLENT PROGRAM MATERIAL

THE HARMONAIRES JIMMIE LEONARD THE BARBERETTES

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"If you like **TEXAS**"

A GREAT BIG WINDY SONG...about  
 A GREAT BIG WINDY PLACE...called TEXAS  
 and it's spreadin' like a prairie fire!

"Every bean that's baked in Boston came from farms just south of Austin"  
 "Fellows there can throw a lasso plumb from Brownsville to El Paso."  
 "A man in Houston just bought Central Park."  
 "Though it's done with good intention, they tell lies in three dimension."  
 "Columbus crossed the sea in search of Texas."  
 "San Antonio's muy seco, never heard of rain in Waco."

IT'S HEADIN' for the HITS. Thanks! D.J.'s for "helpin' it happen." FREE COPIES for D.J.'s specify 45's or 78's

Written by a TEXAN...Arranged by a TEXAN...Recorded by TEXANS (on TEXAS soil, by Golly)  
 Published in TEXAS...by TEXANS, naturally!

watch "IF YOU LIKE TEXAS" it's a natural!

The composer's hiding out—(in Mexico, probably).....the recording artists have disappeared—(slipped over the line into Oklahoma, we reckon)—But...the song's here...and it's available...on records, on sheet music.

BIG D records featuring the voice that TEXAS and the U.S. of A. loves — DICK COLE singing "IF YOU LIKE TEXAS" B/W "ANYWHERE WITH YOU" with Wilbur Ard and orchestra. BIG D RECORDS...Box 28 Uvalde, Texas.

HERE'S A SLEEPER... YOU'LL GO "CRAZY" WHEN YOU HEAR "ANYWHERE."

DISTRIBUTORS, some territories still open— Write, Wire, Phone (collect, even) BIG D, Box 28, UVALDE, TEXAS.

MUSIC CO. BLAZON Box 35 NASHVILLE TENN.

—new MGM release by ZEKE CLEMENTS "Baby, Whatcha Doin' To-Nite" MGM #11852 Blue Texas Blues MGM #11852 Thanks, DJ's, Thanks

MUSIC—RADIO—TV STORE CORNWALL, Ontario, Canada, "Seaway City" main store and branch, centrally located; best franchise covering records, radio, TV, musical instruments; service department; will stand full investigation; bargain for serious purchaser. THE RECORD BAR, 612 Montreal Road, Cornwall, Ontario, Canada.

"JINGLE-O-THE BROWNIE" with DALLAS FRAZIER & JOE "Fingers" CARR Capitol #2956 Central Songs, Inc.

TOMMY FLOYD (Yodelin' Tom) KCHA, Charles City, Iowa

**The Billboard**  
**1954**  
**Disk Jockey**  
**Poll**

# R & B FAVORITES...

## Records

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

In your opinion which were the very top Rhythm and Blues Records during the past 12 months?

PLACE	WINNER	LABEL
1.	SHAKE RATTLE AND ROLL, Joe Turner	Atlantic
2.	WORK WITH ME ANNIE, Midnighters	King
3.	HONEY LOVE, Drifters	Atlantic
4.	YOU'LL NEVER WALK ALONE, Roy Hamilton	Epic
5.	SH-BOOM, Chords	Cat
6.	HONEY HUSH, Joe Turner	Atlantic
7.	WHAT A DREAM, Ruth Brown	Atlantic
8.	MONEY HONEY, Drifters	Atlantic
9.	SUCH A NIGHT, Drifters	Atlantic
10.	JUST MAKE LOVE TO ME, Muddy Waters	Chess

## Artists

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

Who are your favorite Rhythm and Blues recording artists?

PLACE	WINNER	LABEL
1.	RUTH BROWN	Atlantic
2.	JOE TURNER	Atlantic
3.	CLOVERS	Atlantic
4.	ROY HAMILTON	Epic
5.	DRIFTERS	Atlantic
6.	EARL BOSTIC	Federal
7.	FAYE ADAMS	Herald
8.	MIDNIGHTERS	King
9.	DOMINOES	Federal
10.	B. B. KING	Imperial
11.	CHORDS	Cat
12.	AMOS MILBURN	Aladdin
13.	RAY CHARLES	Atlantic
13.	FIVE ROYALES	Apollo
13.	SARAH VAUGHAN	Mercury
16.	JOHNNY ACE	Duke
16.	DINAH WASHINGTON	Mercury
16.	MUDDY WATERS	Chess
19.	ROY MILTON	Specialty
20.	FATS DOMINO	Imperial
21.	MARVIN AND JOHNNY	Modern
21.	CHUCK WILLIS	Okeh
23.	LOUIS JORDAN	Aladdin
23.	LOUIS JORDON	Aladdin
25.	DUKE ELLINGTON	Capitol

## Most Promising

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

Whom do you consider the most promising new Rhythm and Blues artists coming up at the present time?

PLACE	WINNER	LABEL
1.	ROY HAMILTON	Epic
2.	CHORDS	Cat
3.	CARMEN TAYLOR	Atlantic
4.	CHARMS	DeLuxe
5.	FAYE ADAMS	Herald
5.	DRIFTERS	Atlantic
5.	SMILEY LEWIS	Imperial
5.	MARVIN AND JOHNNY	Modern
9.	EL DARADOS	Veejay
9.	SHIRLEY GUNTER	Flair
11.	COUNTS	Dot
11.	JEWELS	DeLuxe
11.	MIDNIGHTERS	King
11.	SPIDERS	Imperial
15.	EAGLES	Mercury

## Instrumental GROUPS OR BANDS

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

Which are your favorite Rhythm and Blues instrumental groups or bands?

PLACE	WINNER	LABEL
1.	EARL BOSTIC	King
2.	TINY BRADSHAW	King
3.	BILL DOGGETT	King
4.	ARNETT COBB	Atlantic
4.	BUDDY JOHNSON	Mercury
6.	TAB SMITH	United
7.	FATS DOMINO	Imperial
8.	BIG JAY McNEELY	Federal
9.	COUNT BASIE	Clef
10.	DUKE ELLINGTON	Capitol
11.	JOE LOCO	Tico
12.	RUSTY BRYANT	Dot
13.	GRIFFIN BROTHERS	Dot

THE year 1954 in the rhythm and blues field was dominated by Atlantic Records. It was certainly Atlantic's year, as is indicated by the six records, and one Cat label record—an Atlantic subsidiary—on the 10 top r.&b. records according to the country's deejays. Three of the tunes that started on the Atlantic or Cat labels and became r.&b. hits also jumped over and become hits in the pop field, namely, "Shake, Rattle and Roll"; "Sh-Boom" and "Such a Night."

That the year was also a year for the groups is also indicated both on the top 10 r.&b. records, the favorite r.&b. artists chart and the new talent chart. The Midnighters, Drifters, Clovers, Dominoes, Chords, Five Royales, El Darados, Counts, Jewels, Spiders and Eagles were selected by the deejays. A great new talent zoomed up in the field in 1954, Roy Hamilton. His first record, "I'll Never Walk Alone," was on the top 10 list, he finished fourth as favorite recording artist, and he was selected as the No. 1 new talent in the field. Pretty good for a lad who has had only three records released to date!

Ruth Brown is back on top again as the favorite singer of all the jocks, and the next two slots are also filled by Atlantic artists, Joe Turner and the Clovers. The Drifters hold down the No. 5 position, making it four out of the first five for Atlantic talent. On the new talent chart, it is noticeable that only two male singers, Roy Hamilton and Smiley Lewis made it; the girl singers hold three positions with Carmen Taylor, Faye Adams and Shirley Gunter. One pair has grabbed attention, Marvin and Johnny.

King Records has the hottest trio of instrumental groups in the Earl Bostic, Tiny Bradshaw and Bill Doggett combos. Two new groups have broken into the list this year, Rusty Bryant's ork on Dot and the Joe Loco crew on Tico.

# The Billboard Music Popularity Charts RHYTHM & BLUES RECORDS

## • Best Sellers in Stores

For survey week ending November 3

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

This Week	Last Week	Weeks on Chart
1. HURTS ME TO MY HEART—F. Adams.....	1	13
Ain't Gonna Tell—Herald 434—BMI		
2. MAMBO BABY—R. Brown.....	4	3
Somebody Touched Me—Atlantic 1044—BMI		
3. WHAT A DREAM—R. Brown.....	2	15
Please Don't Freeze—Atlantic 1036—BMI		
4. ANNIE HAD A BABY—Midnighters.....	3	11
She's the One—Federal 12195—BMI		
5. I DON'T HURT ANYMORE—D. Washington.....	5	6
Dream—Mercury 70439—BMI		
6. HEARTS OF STONE—Charms.....	6	3
Who Knows—DeLuxe 6062—BMI		
7. I'M READY—M. Waters.....	7	2
I Don't Know Why—Chess 1579—BMI		
8. YOU UPSET ME BABY—B. B. King.....	9	2
Whole Lotta Love—RPM 416—BMI		
9. WHOLE LOTTA LOVE—B. B. King.....	—	1
You Upset Me Baby—RPM 416—BMI		
10. BIP BAM—Drifters.....	—	1
Somebody You'll Want Me to Want You—Atlantic 1043—BMI		

## • Most Played in Juke Boxes

For survey week ending November 3

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

This Week	Last Week	Weeks on Chart
1. WHAT A DREAM—Ruth Brown.....	1	12
Atlantic 1036—BMI		
2. HURTS ME TO MY HEART—F. Adams.....	2	10
Herald 435—BMI		
3. HONEY LOVE—Drifters.....	3	21
Atlantic 1029—BMI		
4. YOU UPSET ME BABY—B. B. King.....	—	1
RPM 416—BMI		
5. I'M READY—M. Waters.....	5	4
Chess 1579—BMI		
6. ANNIE HAD A BABY—Midnighters.....	4	8
Federal 12195—BMI		
7. MAMBO BABY—R. Brown.....	—	1
Atlantic 1044—BMI		
8. EBB TIDE—R. Hamilton.....	7	5
Epic 9068—ASCAP		
9. WELL ALL RIGHT—J. Turner.....	10	2
Atlantic 1040—BMI		
10. HEARTS OF STONE—Charms.....	—	1
DeLuxe 6062—BMI		
10. —SEXY WAYS—Midnighters.....	8	17
Federal 12185—BMI		

## • R & B Territorial Best Sellers

For survey week ending November 3

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

### Atlanta

1. Hearts of Stone, Charms, Del.
2. Mambo Baby, R. Brown, Atl.
3. Don't Drop It, W. Harrison, Sav.
4. I'm Ready, M. Waters, Chs.
5. You Upset Me, Baby, R. Brown, Atl.
6. Never Let Me Go, J. Ace, Duk.
7. She's the One, Midnighters, Fed.
8. Shake, Rattle and Roll, J. Turner, Atl.
9. Bip Bam, Drifters, Atl.
10. Annie Had a Baby, Midnighters, Fed.

### Balti.-Wash.

1. Mambo Baby, R. Brown, Atl.
2. Hurts Me to My Heart, F. Adams, Her.
3. What a Dream, R. Brown, Atl.
4. I Don't Hurt Anymore, D. Washington, Mer.
5. Annie Had a Baby, Midnighters, Fed.
6. Ebb Tide, R. Hamilton, Epi.
7. You Upset Me, Baby, B. B. King, RPM.
8. Never Let Me Go, J. Ace, Duk.
9. Someday You'll Want Me to Want You, Drifters, Atl.
10. God Only Knows, Capris, Got.

### Charlotte

1. Bip Bam, Drifters, Atl.
2. Mambo Baby, R. Brown, Atl.
3. She's the One, Midnighters, Fed.
4. Hearts of Stone, Charms, Del.
5. Shake, Rattle and Roll, J. Turner, Atl.
6. Annie Had a Baby, Midnighters, Fed.
7. Hurts Me to My Heart, F. Adams, Her.
8. I'm Ready, M. Waters, Chs.
9. Never Let Me Go, J. Ace, Duk.
10. Love Me, Fats Domino, Imp.

### Chicago

1. Hurts Me to My Heart, F. Adams, Her.
2. You Upset Me, Baby, B. B. King, RPM.
3. Mambo Baby, R. Brown, Atl.
4. Sexy Ways, Midnighters, Fed.
5. Honey Love, Drifters, Atl.
6. I'm Ready, M. Waters, Chs.

### Cincinnati

1. Never Let Me Go, J. Ace, Duk.
2. I Don't Hurt Anymore, H. Snow, V.
3. Mambo Baby, R. Brown, Atl.
4. Hurts Me to My Heart, F. Adams, Her.
5. What a Dream, R. Brown, Atl.
6. Shake, Rattle and Roll, J. Turner, Atl.

### Detroit

1. Hurts Me to My Heart, F. Adams, Her.
2. Whole Lotta Love, B. B. King, RPM.
3. Shake, Rattle and Roll, B. Haley, Dec.
4. What a Dream, R. Brown, Atl.
5. Shake, Rattle and Roll, J. Turner, Atl.
6. I'm Ready, M. Waters, Chs.

7. Ebb Tide, R. Hamilton, Epi.
8. Sexy Ways, Midnighters, Fed.
9. Annie's Aunt Fanny, Midnighters, Fed.
10. Baby, I Need You, El Darados, VJ.

### Los Angeles

1. Earth Angel, Penguins, Dtn.
2. You Upset Me, Baby, B. B. King, RPM.
3. Oop Shoop, S. Gunter, Fla.
4. Dream, D. Washington, Mer.
5. All Night Long, J. Houston, Mon.
6. Loop De Loop Mambo, Robins, Spk.
7. Buick 59, Medallions, Dtn.
8. Bye, Bye, Dreamers, Fla.
9. Zippity Zum, Chords, Cat
10. Bip Bam, Drifters, Atl.

### New Orleans

1. Hearts of Stone, Charms, Del.
2. Love Me, Fats Domino, Imp.
3. You Upset Me, Baby, B. B. King, RPM.
4. I'm Ready, M. Waters, Chs.
5. Ebb Tide, R. Hamilton, Epi.
6. Honey Love, Drifters, Atl.
7. Annie Had a Baby, R. Brown, Atl.
8. What a Dream, R. Brown, Atl.
9. Mambo Baby, R. Brown, Atl.
10. Somebody Touched Me, R. Brown, Atl.

### New York

1. Ebb Tide, R. Hamilton, Epi.
2. What a Dream, R. Brown, Atl.
3. Mambo Baby, R. Brown, Atl.
4. Hurts Me to My Heart, F. Adams, Her.
5. Smile, Nat (King) Cole, Cap.
6. Letter, Medallions, Dtn.
7. Dream, D. Washington, Mer.
8. Annie Had a Baby, Midnighters, Fed.
9. Earth Angel, Penguins, Dtn.
10. Honey Love, Drifters, Atl.

### Philadelphia

1. I Don't Hurt Anymore, D. Washington, Mer.
2. What a Dream, R. Brown, Atl.
3. Hurts Me to My Heart, F. Adams, Her.
4. Let's Make Up, Spaniels, VJ.
5. Wedding Bells, Angels, Gra.
6. Never Let Me Go, J. Ace, Duk.
7. Annie Had a Baby, Midnighters, Fed.

### St. Louis

1. Mambo Baby, R. Brown, Atl.
2. I Don't Hurt Anymore, H. Snow, V.
3. Whole Lotta Love, B. B. King, RPM.
4. I'm Ready, M. Waters, Chs.
5. You Upset Me, Baby, B. B. King, RPM.
6. Never Let Me Go, J. Ace, Duk.
7. Dream, D. Washington, Mer.
8. You Better Watch Yourself, Little Walter, Chs.

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

**LITTLE WALTER**  
Mellow Down Easy (Arc, BMI)—Checker 805—Here's a real, swinging Southern blues by Little Walter that should have the coins flowing into the boxes. Solid wax. Flip is "Last Night" (Arc, BMI).

**THE CLOVERS**  
All Righty Oh Sweetie (Progressive, BMI)—Atlantic 1046—The Clovers should retain their unbroken skein with another solid rocker in the pattern of their many solid sellers of the past. It goes. Flip is "I Confess." (Progressive, BMI).

**CHRISTMAS**

**THE DRIFTERS**  
White Christmas (Berlin, ASCAP)—Atlantic 1048—This version of the Berlin favorite is one that should grab a lot of sales in the field for the next seven weeks. It features Clyde McPhatter and Bill Pinckney plus the boys. A real holiday item. Flip is the standard "The Bells of St. Mary" (Chappell, ASCAP).

**TALENT**

**THE FIVE PEARLS**  
This is one of the best of the new r.&b. groups. The boys, a new group for Aladdin Records, have a sound and they can sell a song. Their first record is "Real Humdinger" (Aladdin, BMI) and "Please Let Me Know" (Aladdin, BMI) on Aladdin 3265.

**Vox Jox**

• Continued from page 74

ing away a "Night on the Town," to listeners who come up with the correct answers to a music question. Prizes include free taxi service to the local Gourmet Shop for dinner, corsage, taxi to city's largest theater and a taxi home. . . . Doug Johnson, WATH, Athens, O., is using Freddy Martins' "Somebody Goofed" on his quiz show. The question is "what is the goof on the record?" . . . Dick Doty, WHAM, Rochester, tells us about the poll he recently conducted: "There has been a lot of talk lately to the effect that instrumental music is dead. Therefore, I took a poll and asked this question, "Which do you like better on records, instrumentals or vocals?" In the two and one-half hours, more than 100 phone calls came in, and the results were over-

whelmingly in favor of instrumentals . . . 80 to 20. And this has not been a purely local Western New York reaction. The letters and phone calls came from as far west as Chicago and St. Louis and as far east as Boston and Brooklyn and south to Miami. A trend, maybe?"

Randy Rainwater, KMHT, Marshall, Tex., has set himself up as a one-man committee to combat the bad effect of too much TV on

• **Rhythm & Blues Notes**

• Continued from page 16

Boom" a pop disk, and the same would be true of many other r.&b. cuttings that jumped pop. But even then, we believe that the small number of hours specifically allotted to r.&b. records indicates that firms have to do even more pushing among stations with their top r.&b. sides. Perhaps some more educational work with pop and country jocks is called for. Many pop jocks might be pleased to spin r.&b. sides more often if they received them and if they were better informed about the artists who perform them.

children. "Just started a new show called, 'Tunes for Teens.' This is a gimmick program to help combat the TV monster in this area. Eight teen-agers are picked according to popularity and personality to act as guest deejays for the week. This by far draws more fan mail than any other program we air. Of course, the trend on this runs more to the r.&b. and 'bop' stuff, but most of them seem to have excellent taste in pop records too. Some of them even bring their own platters. Drives the engineers wild. Radio dead? Not on your life." . . . Bill Valor, WNEB, Worcester, Mass., has conceived an interesting gimmick for his show. He writes, "Thruout the week my listeners send in questions they'd like to ask the stars if they were interviewing them. I get in touch with the star—anywhere in the U.S. and ask him the question. Then on my Saturday show, we play the taped interview back for the listeners.

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Checker 805  
"Last Night" b/w "Mellow Down Easy"  
by Little Walter  
Chess 1581  
"Sincerely" by Moonglows  
Checker 806  
"Shoo-be-doo" b/w "So All Alone"  
by Bobby Lester & the Moonlighters

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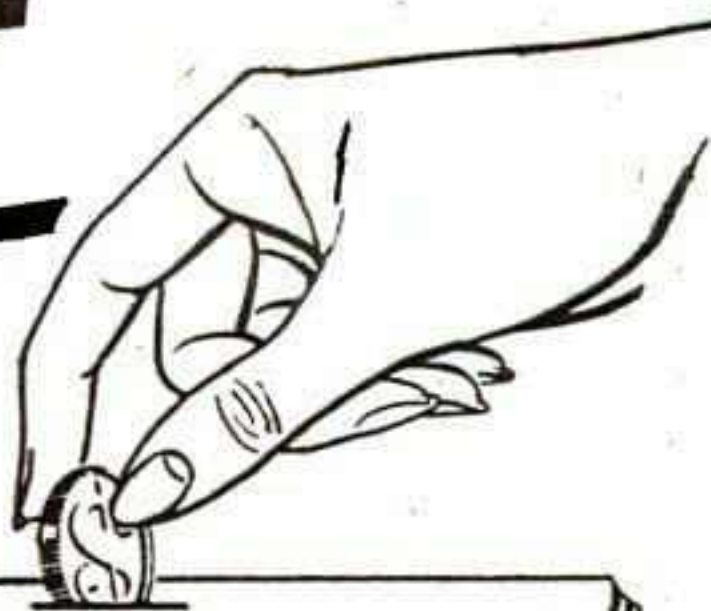








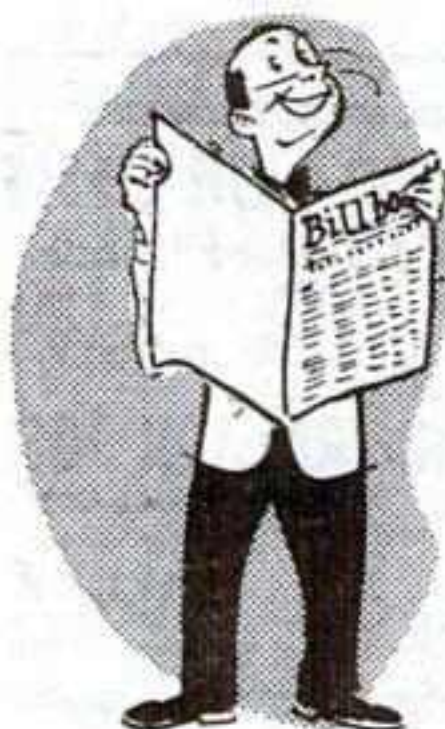
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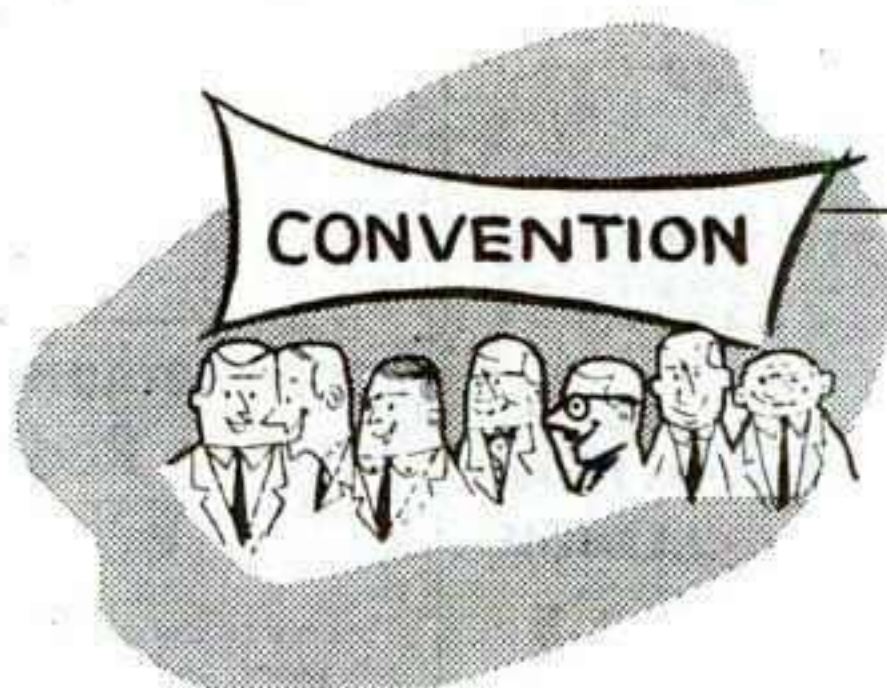


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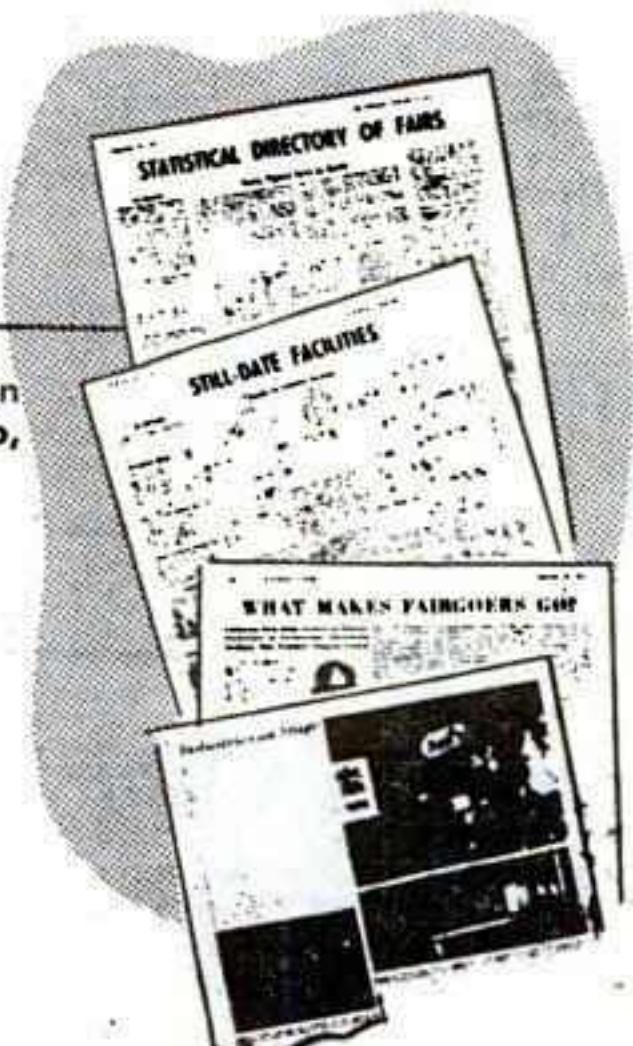
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# Ralph Meeker Attains Goal

Continued from page 111

His luck came when he seemed to avoid the areas affected by the work stoppages. Also a contributing factor was that of the show's age, for included in the seven fairs and four celebrations played during the 20 weeks out, a majority were repeats, some of several years standing. Meeker has played the Central Washington Fair in Yakima, where he winters, each year since this exposition resumed following World War II.

This organization of seven major and seven kiddie rides and five shows opened last May near here at the McCord-Air (Force) Fair. It closed at the Central Washington Fair on September 26. The tour took it thru Washington, Idaho, Oregon, and Montana, where it skirted lumber industry shut-downs in nearly every State.

## Fairs Make Up Early Loss for Midway of Mirth

JONESBORO, Ark., Nov. 6.—Midway of Mirth Shows, now in quarters here, racked up good winnings at fairs and celebrations this year, following a bad run of business the early part of the season.

Most of the org's personnel have scattered. Destinations included: Ed and Margaret Butters, Blytheville, Ark.; Set Joint Rose, Texas; Charlie and Ann Kahle, Kansas City, Mo.; Mr. and Mrs. Ed Malbin, Hot Springs; Mr. and Mrs. George Tribble, East St. Louis, Ill.; Frank Lanes, Mississippi; Elden Legan, Florida; Alabama Woodson, Pennsylvania.

Remaining in quarters are Mr. and Mrs. Tony Cavallero, Billie Goodrich, Dad Gerrity, Roy Spears, Lee Day, Blackie Kloth, Alabama Gelley and Eddie Korhn. Frank Levelle is in charge of the winter base. Dad Gerrity is operating a cafe. Helen and Joe Wherry are in Memphis and Tommie Dav's left to enter a Temple, Tex., hospital.

Paul Jerome, en route to the Orrin Davenport dates, stopped over in Oklahoma City to visit with Jack LaPearl, who is clowning at the Brown department store there. . . . The John Ruffs have returned from a trip thru the East and Canada and are back at their Pine River, Minn., lodge. He formerly was with circus bands. They visited C. E. Duble at Jeffersonville, Ind.

Another point helping to put the sum total into the black operation is the management. Meeker attends strictly to business, doubling as the manager and general agent. His wife, Jo, whom he married in 1937, keeps the books, runs the office and serves as the organization's secretary-treasurer.

Meeker has been around shows nearly all of his life. His father was a painter on the Levitt, Brown & Huggins Show years ago. When Ralph was only 11, he was trouping. And to make the show tie more binding, Meeker's sister married Bill Evans, who was then with LB&H. In 1927 he framed the W. B. Evans Combined Shows. Meeker joined him for a short time.

### Was With Conklins

The next year Harry Myers and Meeker took over a freak animal show and were for a time with the Bernardi show, ending the season in Texas with J. George Toos. The partnership was dissolved and Meeker operated hamburger stands on the Conklin Shows from 1929 thru 1931. But he returned to Levitt, Brown & Huggins, where he stayed until 1933. That year prohibition was repealed and he opened beer parlors in this city.

His activities during the next couple of years included that of cookhouse operator on the American United Shows, and with Charlie Ziegler.

In 1942 Meeker met Fern Huggins, who had the equipment of the Model Shows to sell. This included a Merry-Go-Round, Ferris Wheel, Lindy Loop, Funhouse, and hot wagon. A deal was made for payments and over a period of time, Meeker purchased the units, meanwhile using them. After he had the show on the road two years, the late George French joined as general agent.

Meeker strives hard to please the board of the Central Washington Fair for he has held this contract longer than any other. And this year the fair's dates became more important to the Meekers for their daughter, Sheila, observed her 16th birthday during the run. They also have a son, Paul, 12.

Last April the Yakima newspaper printed a picture of Meeker and J. Hugh King, the CWF manager, signing a contract for the show to be again featured on the midway, where Meeker has a permanently installed Pretzel ride. What was unusual about the photo was there was no existing contract. This did not worry the show owner. With the fair's dates September 22-26, Meeker got the signed papers in late August.

# Vivona Gross Off, Gate Up At Carthage

GEORGETOWN, S. C., Nov. 6.—Altho attendance at last week's Moore County Fair in Carthage was higher than in 1953 there was a noticeable drop in spending. A beauty contest drew good crowds, while the white matinee on Wednesday and colored matinee on Friday also drew okay but not as well as the contest.

Saturday (30) attendance was good but spending was again under last year's. John and Morris Vivona bought a new pick-up truck and took on Bull Smith as night watchman and general assistant, for the rest of the season and for 1955.

The show next plays Charleston where it will hold a jamboree for the Miami Showmen's Association.

# Few New Faces After Election

Continued from page 104

became U. S. senator by virtue of having won the Democratic nomination. The former governor and commissioner of agriculture has long been a strong advocate of fairs and is personally known to many show people. With Sen. Olin D. Johnston of South Carolina, who

was not up for re-election, people in outdoor show business are assured of a knowledgeable and understanding approach to any federal legislation, such as the admissions tax which was sliced this year, that might affect the industry.

In Great Barrington, Mass., Edward Carroll's Great Barrington Fair fared well in a special referendum which again gave approval to the staging of pari-mutuel running races at that fair each fall. The threat of area competition was also nullified at the same time, thus strengthening the outlook for the fair.

The retention of Senator Saltorsall and Governor Herter, Republicans, in Massachusetts, was a disappointment to the several staunch and outspoken Democrats who are leaders in the Bay State's outdoor industry. Still some shore areas are benefitting under Herter's multi-million-dollar beach restoration plan. While vast improvements are under way and planned, Herter and his representatives have emphasized that none of the usual commercial operations identified with beach operations will be taken over by the State, except for bathing facilities.

## World of Pleasure

MOUNT CLEMENS, Mich., Nov. 6.—Quarters have been closed after completion of painting and repairing. All ride engines have been overhauled. Two light plants have been purchased for mounting on individual trailers.

Jeff Pack and family are playing fairs en route to their home in Florida. Bill Abraham reported purchase of a home in Tampa. John Viznis and family, popcorn concessionaires, are settled in their Detroit apartment after a trip thru the East.—C. O. STEWART.

Visiting King Bros.' Circus at Temple, Tex., were B. C. Davenport, Pete and Norma Cristiani and Harry Hammond, all of Wallace Bros. . . . At Corsicana, King Bros. visitors included Bill Moore, of the Beatty show; Phil Isley, of Dallas; Mary Knowlton, of "The King and I," and Morton Smith and the Vernon McReavys, of the Ward-Bell Circus.

lack of flexibility of movement and the time needed to build up a satisfactory route were principal factors in his deciding to give up railroading, he said.

Experienced in both types of operation, Buck is now convinced that there are no particular advantages in moving equipment by rail over trucks. By way of example, he said a ride requiring three to four show wagons could easily be loaded in two semis.

### Rails Restrictive

Working hours were lost because of the lack of flexibility in moving on rails. On trucks it was always possible to jump from the fair at Gouverneur to the event at Elmira, N. Y., and make a Sunday opening with sufficient equipment to pile up a good gross. Making the jump by train, the show was delayed in its arrival until early Monday morning and so lost not only the Sunday play but much of second day. Even in the South, Buck said, one-line moves of 150 miles had the show arriving in the middle of the night.

If the move had been made some 10 years ago when railroading and help were cheaper, there would have been a chance to put together a satisfactory route. No rail-roader, in his opinion, can cut it today on still dates and without the right fairs to follow up there is a slim chance of coming out.

Closing at the Union (S. C.) Fair a couple of weeks ago Buck turned the train over to its owner and his partner in the venture, James E. Strates, and the cars were moved into Strates' permanent winter quarters in Orlando, Fla. Considerable equipment owned by Buck was stored at Union and is now being shuttled to quarters here.

### Early Route Plans

Buck decided to return to his old winter quarters here rather than build a show in the South. Building in the South would necessitate making spring dates below the Mason-Dixon line and, while a foray may be made into the South for late fairs, early dates in the area are definitely out.

The advantage in rebuilding a show practically from scratch will result in a completely attractive outfit, Buck said. Since he is alone in this venture he will be able to progress as rapidly as possible.

One of the most successful truck show operators prior to going on rails, Buck said he hoped to have his operation back where it was in the course of a season.

## Freezer Tips

Continued from page 106

then removed to be hardened in a hardening room.

He pointed out that in the case of soft ice cream, the mix has to be brought down to 18 or 20 degrees with only a small amount of overrun, and held in the freezing cylinder at that temperature until served to the customer.

Because of these unusual requirements, it is extremely important to have a dasher that is functioning correctly in a soft ice cream machine, with a blade that is sharp and makes full-length contact on the freezing cylinder, Abshire advised.

Also consideration should be given the type of mix used and the type of sweetener used in setting the refrigeration for doing the freezing job, he pointed out. One type of mix might require a temperature of 21 degrees to produce a finished product of satisfactory consistency, and another, with a different sweetening agent, might require a temperature of 19 degrees to do the same job.

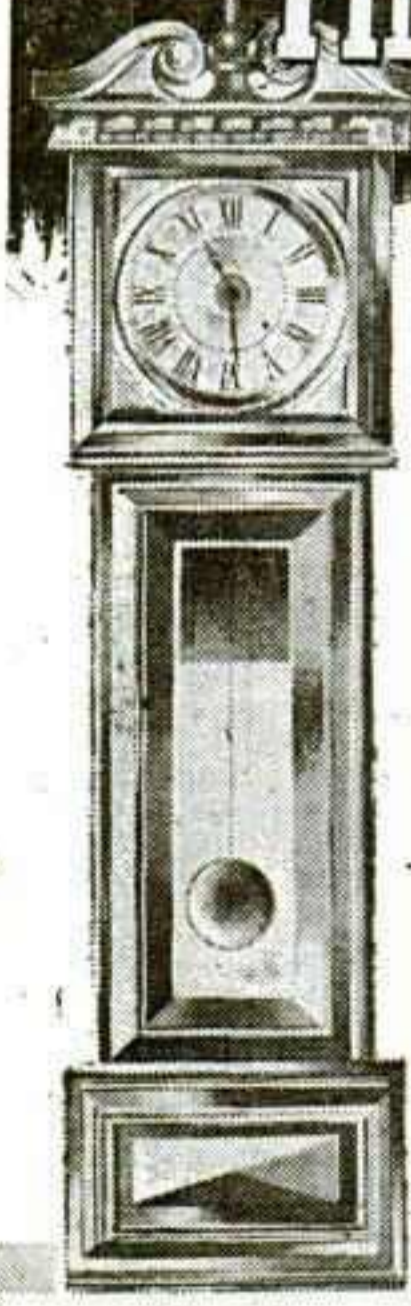
Abshire cautioned that proper daily cleaning is a requirement if the machine is to operate correctly and efficiently. If not regularly cleaned, residue of the mix will harden and dry up and may cause some of the mechanical parts of the mix feeding mechanism or of the dasher or of the cream seal to fail.

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|---|--|---|---|---|









## Ringling Purchasing Big African Tusker, Dickers for Pygmies

### Henry North Confirms Elephant Deal On Heels of Premature Rumors

GADSDEN, Ala., Nov. 6.—Confirmation came this week from Henry Ringling North that Ringling Bros. and Barnum & Bailey Circus has bought a large African male elephant to feature next season.

He also said that the show was seeking to import a group of African natives for 1955. The show has been unable to obtain authorization from the French Colonial officials for bringing a group of platter-lipped Ubangi people. However, North said that they were now checking into possibilities of securing a group of Ituri forest pygmies in the Belgian Congo.

Reports have circulated all summer that the show was seeking an African elephant for a "bigger than Jumbo" attraction. However, earlier reports from highly placed Ringling staffers indicated there was no assurance the attraction would materialize. Not until North's comment this week, was there a positive sign that the show had completed the deal.

## Ward-Bell, Gainesville Ink Contract

GAINESVILLE, Tex., Nov. 6.—Leasing of Gainesville Community Circus equipment to the new Ward-Bell Circus was completed at a meeting here Tuesday (2).

Under the arrangements, Paul McGehee, Gainesville superintendent, has started repair work on the Gainesville big top, which was damaged by wind at Bonham, Tex., in September. On December 10, the Ward-Bell Circus will open winter quarters here and McGehee will become its general superintendent. A Ward-Bell office already is open.

The lease arrangement is for one season, expiring December 31, 1955.

Altho the Gainesville Community Circus no longer will troupe, the separate Circus Round-Up is to be continued, and it will include local performances of the Community Circus. If Ward-Bell is in quarters at the time, the equipment will be used by the town show. If Ward-Bell is on the road, the city circus will be staged out in the open.

## Kelly-Miller Closes, Returns to Hugo Barns

HUGO, Okla., Nov. 6.—The Kelly & Miller Bros.' Circus closed its season Sunday (31) with an afternoon-only stand in cold weather at Madill, Okla. The motorized circus moved at once to its permanent winter quarters here under direction of Obert Miller, general manager.

About 550 civic leaders and merchants from Hugo came to Madill to welcome the show back home. A truck load of Kelly-Miller elephants under direction of Fred Logan joined King Bros.' Circus at Austin, Tex., and the Miller-Woodcock elephants also joined King there.

New canvas for 1955 has been built for Kelly-Miller. The top is shorter than the present one, and

While the show's agent, McCormick Steele, was to have left for Africa while the show was in New York this spring, his departure was delayed. He has now been there for about four months.

When John Ringling North left for Europe this spring, he was urged to find not only a big elephant but also to book the Ubangi is again. These people were featured on the show about 20 years ago.

Later, the big bull which Steele had in mind and expected to buy, was killed. Apparently, it killed several natives at the village where it was being held, so people there killed it. Since then he has been looking for a replacement, it is understood, and has been considering several, including two which may be gifts from Belgium to the U. S.

## COLD WAVE HITS RINGLING IN SOUTH

### Atlanta Stand Brings Turnaway; Anniston, Others Struck by Weather

ANNISTON, Ala., Nov. 6.—A cold wave struck Ringling Bros. and Barnum & Bailey Circus in Georgia and Alabama this week, but business held up well.

For the show's first visit to Atlanta in several years, it played to big business. The afternoon house was better than half filled. At night the circus registered a thumping turnaway. Ringling appeared there on Monday (1), and the Hamid-Morton Circus, under Shrine auspices, opens Saturday (6) for an eight-day run.

## Polack Loses One To Texas Weather

HARLINGEN, Tex., Nov. 6.—Polack Bros.' Circus blew a show because of rain here October 27. The ballpark stands were well populated and more people were coming when it was decided that it would not be possible to put on the show.

A two-inch rain before and during show time left water standing on the ball diamond. The next day the show was moved indoors at Fair Park Auditorium and three shows were given in an effort to make up for the lost one.

reportedly several other changes are planned for the future.

Pinky Barnes, performer and driver of a downtown bally team, fractured a hip in three places when his six-pony hitch was frightened as it came on the lot. The bolt caused the float to overturn and Barnes was thrown off. The accident was on Friday. After emergency treatment he was taken to a Hugo hospital.

Also in winter quarters here now is the rodeo operated for the first time this year by D. R. Miller and associates. The George W. Cole Circus, of which Miller is a co-owner, returned to its base here earlier. The Tex Carson Circus continues on the road.

## Hagen Bros. Sets Parade For '55 Tour

### Suesz Adds Cages; Will Build Wagons At Winter Quarters

CHICAGO, Nov. 6. — Hagen Bros.' Circus will give daily street parades, it was revealed here this week by Owner Howard Suesz. He said he expected to use pony-drawn cages, horse-drawn bandwagon and several motorized pieces on the 1955 edition of the show.

Suesz now has three small cages on his winter unit, Clyde Bros., and four more are lined up for the summer, he said. A bandwagon will be built in Edmond, Okla., quarters, along with other equipment.

The show owner, in Chicago in connection with current reorganization of his staff, said that Capt. Eddie Kuhn, now with Clyde Bros., was scheduled to stay with the organization for its summer tour as Hagen. Suesz completed a physical check-up recently at Rochester, Minn.

## King Bucks Texas Rain, Wind, Drought

### Business Termed Adequate as Show Takes Weather, Jumps in Stride

VICTORIA, Tex., Nov. 6.—King Bros.' Circus bucked two Texas northers in three days and drought effect in earlier stands but has been getting adequate business in the Lone Star State, Co-Owners Arnold Maley and Floyd King said Friday (5).

King pointed out that despite tough moves, the show had not lost a single parade all season. The tour closes November 18 at Mobile, and the advance car closed there Saturday (6).

A rundown of recent stands shows that at Longview, Tex. (20), some trucks were late and a 3 p.m. afternoon show drew a half house. At night, about two-thirds of the seats were up and they were filled. Two trucks doubled back for elephants, and some others leapt-frogged to Tyler.

### Weather Strikes Hard

An all-day rain at Tyler ended the drought there but slowed King's business Wednesday (27). In Corsicana on Thursday (28), deep mud and chilly weather held business to half houses. The show was side-walled because of the soft lot. Schools were out for the show and the parade drew well. In Hillsboro on Friday (29), each performance drew a three-quarter house. Temple followed on Saturday (30) with one-quarter and one-half houses in chilly weather.

## King Charges Hagen Lifts Advertisement

CHICAGO, Nov. 6.—King Bros.' Circus has complained that Hagen Bros.' Circus adopted art work from a King newspaper ad, it was learned this week. The ad, drawn originally for King by Roland Butler, has an elephant, two clowns and the title superimposed on a midway scene. King has used it for route book and program covers as well as in newspaper advertising. Owners of both shows have referred the matter to attorneys. It is said that both shows used similar ads while they were playing close together in Southeastern territory.

## Ringling Cuts Mileage Altho Making Long Tour

SARASOTA, Fla., Nov. 6.—By the time trains of Ringling Bros. and Barnum & Bailey Circus roll to a halt at winter quarters here November 29, the show will have covered 15,604 miles in what appears to be one of the best devised routes in years.

The season is one of Ringling's longest, and it will have included 154 stands, the most of any recent season. Only 1952 approaches this, with 143 cities. Back in 1946 and 1947 the show played only 107 places yearly. There were 129 stops in 1953.

While the number of stands is up, the mileage is down. This probably reflects the fact that the show chose numerous moderate-sized spots and consequently didn't have to travel so far to reach them.

### Sets Low Average Jump

Result is that the average jump in 1954 was only 101 miles. In 1952 the average was 104 miles, but in every other recent year this figure was much higher. In 1948 the show averaged 156 miles per stand, while in 1949 the average was 154 miles. Net result of the tightening up of the routing undoubtedly will mean a savings to the show in railroading costs.

The show ends its season No-

vember 28 at Miami and makes a 293-mile home run to Sarasota. The season will have included 138 one-day stands, seven two-day stands and four three-dayers. These were Pittsburgh, Cleveland, Detroit and Miami. Washington was 4 days; Boston, 6; Philadelphia, 7; Chicago, 9 and New York, 40. The show opened in New York on March 31.

## Bucks Show in Barn; Capells Reframe Management for '55

PRESCOTT, Ark., Nov. 6.—H. N. (Doc) Capell has brought his Edgar B. Bucks Circus back to the fairgrounds here for the winter. The show closed its season October 16 at Zewalla, La., after a season of bad breaks and poor business.

Capell said that altho the outfit lost four big tops and two Side Show tents as well as other equipment in storms, it ended the tour with a better layout of equipment, including canvas and rolling stock, than when it opened. Time lost thru the destruction of the tents added to the difficulties of poor business.

Capell said that his lease with

Al Kayda's Kay Bros.' Circus played there indoors three days earlier.

In Austin on Monday (1), the afternoon was three-quarters filled and night was near-full. A number of King Bros.' elephants left to make the Houston and Fort Worth Shrine shows and they were replaced on this show by Kelly-Miller and Miller-Woodcock elephants.

In San Antonio a strong advance sale with the nation's first Lions Club saved the day. The first of the northers struck there with cold temperatures and high wind but no ice. The turnouts were surprisingly good despite the weather, King said.

On Wednesday (3) at Alice, weather was ideal and business was fair. Corpus Christi came on Thursday (4) with another norther and reduced business.

## 'ALWAYS SCARED'

## Sat. Eve. Post Heaps Words, Pix on Keller

PHILADELPHIA, Nov. 6. — Well-publicized Prof. George J. Keller receives another liberal helping of promotional vistles thru the story, "I'm Scared All the Time," appearing in the issue of The Saturday Evening Post dated today.

Written by Murray Murgan and profusely illustrated in color, the tale follows Keller's progress from art department head at Pennsylvania State Teachers' College in Bloomsburg to his present status as a leading attraction with his "jungle killers" animal act.

Emphasized is his accidental start in the business due to an anonymous friend sending him a mountain lion as a gag. He also tells of how the pastime grew to where he was putting on shows in a ring outside his home when George A. Hamid lured him to the Million-Dollar Pier in Atlantic City in 1942.

In 1952 Keller resigned from the school faculty to devote his full efforts to the cat act. He now has two lions, three cougars, two leopards, jaguar, cheetah, black leopard and tiger.

Keller, now with Polack Western, says, "Everybody thought I was crazy to quit the college, but . . . a man ought to do what he wants to do. I haven't had an attack of indigestion since I quit teaching."

the Ruston Circus Company, Inc., had expired and he would not renew it. While the senior Capell has no plans at present for next season, the circus will go out under the management of his sons, Jack, Bob and Bill Capell, he stated.

They plan to reduce it to 15 trucks and feature a mixed cat act, while billing the show as strictly a wild animal show. Auspices will be used.

Bill Capell now has his animal unit playing school shows and it was understood that they expect to play some indoor dates with elephants, horses and acts later.















# Sparkling Rhinestone Jewelry Sets

**Sensational Seller**



**THREE-PIECE RHINESTONE SET**  
Sparkling necklace with matching earrings and a most stunning two row matching bracelet. Very fine, imported, machine cut, highly polished rhinestones in rhodium finished pronged mountings. Gift boxed. Doubly appealing in appearance and price. A grand buy.

**\$33.00** doz. sets Prepaid (Sample \$3.50)

IN BEAUTIFUL MIRROR HANDBAG

12 different designs to the dozen in beautiful satin-lined gift boxes with \$29.95 resale tag.

WRITE FOR FREE HOLIDAY PRICE LIST

IMPERIAL MERCHANDISE COMPANY  
893 Broadway, New York 3, N. Y.

**FAST SELLING!  
BIG VOLUME!  
NEW!  
WEATHER TOPPER**



## Pipes for Pitchmen

• Continued from page 120

for a few headaches once in awhile.  
My wife and I worked the Iowa State Fair. I didn't pitch but helped her operate her juice joint and when the fair was over we sold out our joint, so we will not operate it next year. If I do go out, it will not be with a pitch item. Life is too short to keep traveling all the time trying to get rich via the pitch game. That kind of routine has sent many a pitchman into the world unknown at too early an age. I have seen quite a few familiar names in the last year or two in The Billboard on the Final Curtain page. I would like to see pipes from some of the old timers I used to run into on the road once in awhile at an auction sale or at a stock or community sale.

Anyone that is contemplating working the Mardi Gras here who wants any information concerning the above mentioned affair, I will be more than happy to try and give them the low-down, if they will let their wants be known via the "Pipes" column. Here's hoping everyone has a good season and that they will enjoy a winter of good fishing in Florida."

**CASH IN ON THIS  
2"x4" PACKAGE  
OF SALES  
DYNAMITE!**

When it rains—  
it pours DOLLARS!



47,650 sold by one agent in 60 days

Here's one of the hottest, newest, fastest selling items in the field: the "WEATHER TOPPER." A practical, low-cost plastic Rain Hood that folds into a handy, easy-to-carry-everywhere case just 2"x4" in size!

Every girl and woman from 6 to 60 wants this "WEATHER TOPPER." Made of clear, durable plastic, it offers over 400 square inches of PROTECTION to hair-do, hat, head. Ties under chin like a bonnet. Wonderful for stormy weather; also for protection in shower for newly set hair-do, etc.

**YOUR MARKET IS WIDE OPEN AND WAITING!** "WEATHER TOPPER" is a terrific seller. Your profit is well over 100%! And volume sales are enormous! Stores, Hat Shops, Beauty Shops, Distributors, Manufacturers—every business which sells to or serves women can use the "WEATHER TOPPER" as a premium, employee gift, etc. (Also available with appropriate SEASONS' GREETING CARDS for customers, employees, etc.) **ORDER NOW!** Grab those 100% PLUS PROFITS WITHOUT DELAY!

CHARMS & CAIN, Dept. BB-11134  
407 So. Dearborn St. Chicago 5, Ill.

Full details including prices on Greeting Cards and Imprinting of Weather Topper with Advertiser's Message will be sent to you when we receive your first order.

Beautiful Assorted Colors.

## TICKETS AND PUNCHBOARDS

Finest in the U. S. A.

Lowest Prices  
Why Pay More?

Order From  
**EMPIRE PRESS, INC.**

466 W. Superior St.  
Chicago 10, Illinois  
Phone: MOhawk 4-4118

# TIME IS RUNNING OUT

Only Two Weeks Left  
To Sell the Big 1954  
**CHRISTMAS MERCHANDISE MARKET**



When to sell more gift and novelty items just when your prime customers and prospects are replenishing their supplies of every kind of merchandise for Christmas sales?

Then make sure your ad gets in the next two issues of The Billboard—  
**November 20th and the Special, November 27th ANNUAL OUTDOOR CONVENTION NUMBER**  
(biggest issue of the year)

**ADVERTISING DEADLINE—10 DAYS PRIOR TO DATE OF ISSUE**

**Billboard**  
NATION'S NEWSPAPER OF THE  
OUTDOOR AMUSEMENT INDUSTRY

**OUTDOOR CONVENTION NUMBER**



<b>CLARENCE LATSCHA</b> 2160 Patterson St. Cincinnati 22, O. DUmber 6450	<b>MAYNARD REUTER</b> 188 W. Randolph St. Chicago 1, Ill. CENTral 6-8761	<b>NORMAN BERKOWITZ</b> 1564 Broadway New York 36, N. Y. PLaza 7-2800	<b>FRANK JOERLING</b> 390 Arcade Bldg. St. Louis 1, Mo. CHEstnut 1-0443	<b>SAM ABBOTT</b> 6000 Sunset Blvd. Hollywood 28, Calif. HOLLYwood 9-5831
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**CHARMS & CAIN (Dept. BB-11134)**  
407 So. Dearborn St.  
Chicago 5, Ill.

**SPECIAL TRIAL OFFER**  
 \$1 for 3 sample "WEATHER TOPPERS"  
 \$3.60 for 1 doz. (30¢ ea.)  
 \$19.80 for 6 doz. (27¼¢ ea.)  
 \$36.00 for 12 doz. (25¢ ea.)  
 I enclose Remittance in Full for Postpaid Delivery.  
 I enclose 25% Deposit, Balance C.O.D., plus postage.

Name .....

Address .....

City..... Zone... State.....

## WORLD HEADQUARTERS FOR RINGS OF ALL KINDS



• EARRINGS  
• BOXED COSTUME SETS  
• WATCHES  
• NOVELTIES

SEND FOR YOUR CATALOG.

**STERLING JEWELERS**  
PHONE ADAMS 4621—44 E. LONG STREET, COLUMBUS, OHIO

The Nation's Finest Source  
for exclusives and  
**NAME BRANDS**  
Write for Free Catalog

**TEMPLE COMPANY, INC.**

804 Sansom St. Phila. 7, Pa.  
MARket 7-8242

## BULOVA-GRUEN-ELGIN

FREE Write Today for Free 40-Page Catalog. Please State Your Business.

• REBUILT AND NEW WATCHES  
• STERLING AND R. G. P. RINGS  
• COSTUME JEWELRY  
• RELIGIOUS ITEMS  
• PERFUMES

WE WILL NOT BE UNDERSOLD  
**MURRAY SALES CO.**  
413-415 SO. LOS ANGELES ST.  
LOS ANGELES 13, CALIF.

**CIGARETTE LIGHTER**  
CHROME, Table or Pocket Models. Size 1½x1¼". Guaranteed Regular Value 99¢ Each.  
1 Doz. for \$8.95  
Send Cash, Check or Money Order to  
**GENERAL R. & S. F. CO.**  
919 W. Girard Ave.  
Philadelphia 23, Pa.

The Best Sales Boards and Jar Games



Write for information and prices.

**GALENTINE COMPANY**  
Dept. B, 519 E. Jefferson Blvd.  
South Bend 17, Indiana

## GOLD BARREL MUGS

2½" TALL 1¾ OZ.



BIG FLASH FOR PRIZES, GIFTS, SOUVENIRS  
**\$19.00 GROSS**  
Send 50¢ for sample.  
Distributors, Jobbers, Inquire for Quantity Price.

**SILVER GLASS CO.**  
113 W. Fayette St. Baltimore 1, Md.

## ENGRAVERS, BIG VALUE

6 Styles of  
**Tie & Cuff Sets**

Polished gold or nickel plated.  
Fancy Wine Velvet Pad and Boxed

**\$5.25 doz. sets**

**DEXECO, INC.**  
Manufacturers of engraving jewelry  
191 SOUTH STREET, PROVIDENCE 3, R. I.

**FOR ENGRAVERS & DEMONSTRATORS**  
State your business

## Earn More

"...earn more money with our terrific line-up of Costume Jewelry, Men's Jewelry, Pearl Sets, Religious Goods, etc. Sell the year round. No experience needed. Send for FREE COPY NOW of our 1954 catalogue!"  
LOW PRICES—HIGH PROFITS!

**Customercraft JEWELRY MFG CO**  
26 Custom House St. Providence 1, R.I.

**DIRECT FROM MANUFACTURER**

Beautiful, Better Quality Three-Piece Set with Metal Caps Hinged point fountain pen, mechanical pencil and ball pen. Available in four or more colors. Attractively boxed.

Gross Sample Doz. \$48.00 \$5.00  
tax incl.

OTHER SETS UP TO \$72.00 GROSS.  
25% Deposit, Balance C.O.D.  
F.O.B. New York.

**MODERN PEN MFG. CO., INC.**  
295 Broadway, N. Y. 13 CAnal 6-8016

Take the lines of least resistance with  
**NAME BRANDS**



**THE HOUSE OF NAME BRANDS**  
Continuous Supply. All items stocked for immediate pick-up. All orders shipped same day as received. WHOLESALE ONLY. Send for free catalog.

**H. B. DAVIS CORP.**  
145-B West 15th Street, New York 11, N. Y.

**GIVE TO DAMON RUNYON CANCER FUND**







# THE LOW DOWN ON HIGH FIDELITY

Everyone's talking High Fidelity—but who's doing what about it? Just what is this new rage?

High Fidelity is an attempt to minimize the effect of the electro-mechanical means necessary to the reproduction of music. When music is produced in your presence by a singer or musician without microphone, loudspeaker, amplifier or other gadget, you have perfect fidelity. It is not "High" fidelity, but true and natural music—as good as the artist or the instruments with which he performs.

When a recording is made it is mass produced for re-performance. This recording and reproduction necessarily involves some losses from the original and often the introduction of extraneous sound.

No record, however fine, and no means of reproduction can perfectly and exactly duplicate the actual living presence of the performers themselves. When a reproducer of music says, "I have High Fidelity" he means that he has achieved a high degree of faithfulness to the original live performance.

The degree of Fidelity obtainable from any phonograph playing a given record depends upon these three points:

1. The Source of the Music—the record and how it's handled by the phonograph.
2. The Electronic Amplification—the signal and how it's delivered to the speaker system.
3. The Speaker System—the sound and how it's delivered to the ear.

### How AMI Model "F" Handles the Source

Handling the record starts with the time-tested AMI record changer which selects and places the record into position for play. The "F's" new featherweight tone arm, with the famous General Electric variable reluctance cartridge and single stylus gently contacts the groove of the record. Silently, the "F's" new transcription turntable revolves at a speed that shows no more than 2/10th of 1 percent variation. This precise speed is essential to prevent wows, rumble and flutter. The Model "F" keeps out extraneous

noise that might otherwise be amplified along with the actual music. High Fidelity can be ruined or saved at the source.

### How the AMI Model "F" Handles the Amplification

The signal from the record goes to the amplifier minus unwanted sounds from pickup and turntable. The "F's" new Full Range amplifier is a High Fidelity gem with an acoustical output well beyond 20 to 25,000 cps, equalling 50 watts acoustical power with

ordinary speakers. Controls permit shading "presence" and "brilliance" and volume, too, to balance the acoustics of the room. A cross over frequency dividing network feeds the lows to the bass horn and the highs to the treble horn, meeting and merging at the midpoint with no holes or gaps.

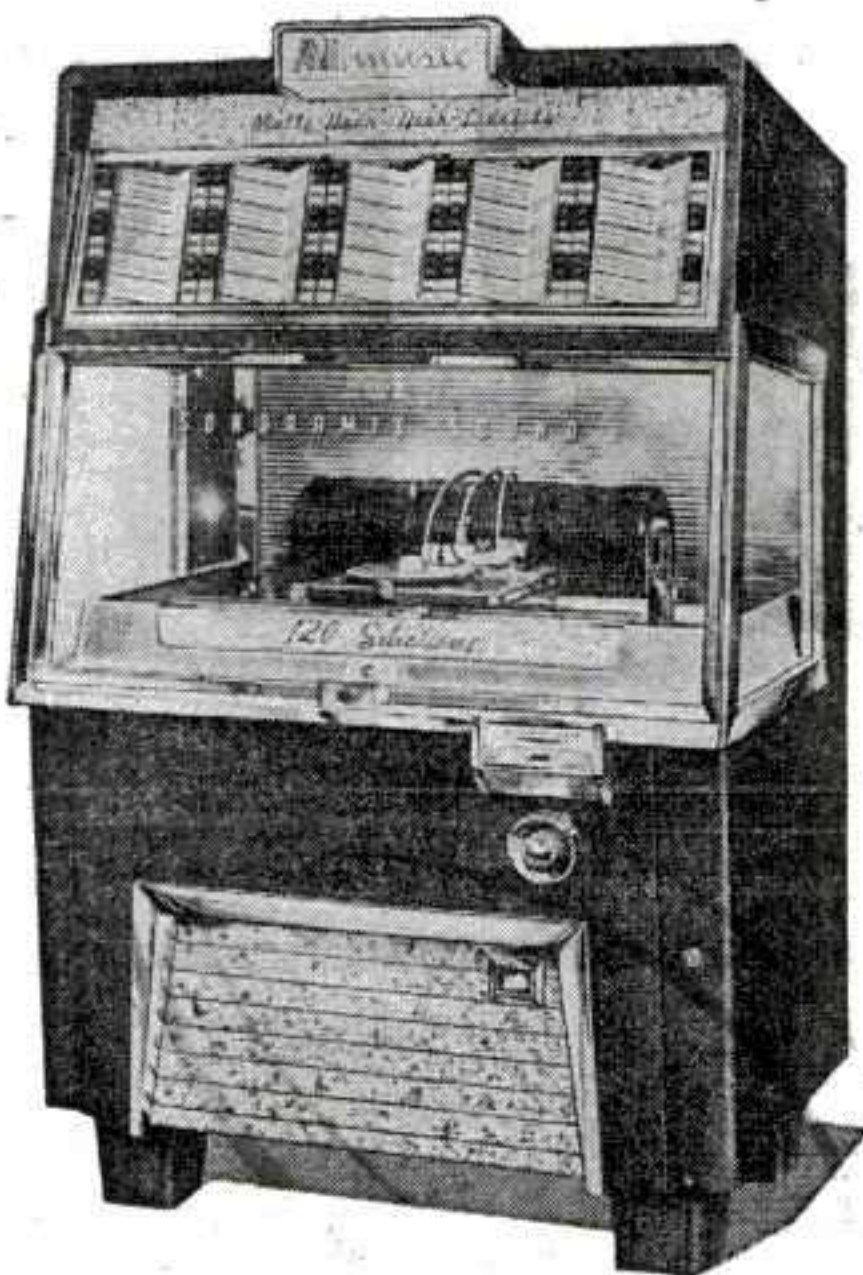
### How the AMI Model "F" Handles the Music

Amplified without trace of electronic exaggeration the music goes to the unique driver and horn system of the Model "F." For the highs there is a very small (one square inch) diaphragm driver, for instant response to the very rapid vibration of the higher frequencies. For the slow-moving lows there is a 12-inch heavy duty unit. The amazing difference in the Model "F" is that these driver and speaker units are joined to HORNS. The treble horn is positioned at ear level and flared to send the music out in all directions above all possible obstruction and interference from furniture which can destroy high frequencies. The bass horn is folded inside the cabinet—and this horn, when unfolded is almost 5 feet long and 36 inches across its mouth. It is equivalent to more than NINE 12-inch ordinary loudspeakers.

Here you have the FIRST TRULY GREAT INNOVATION IN JUKE BOXES since AMI developed means to automatically select and play both sides of a record. These HORNS of the Model "F" are vital to the superiority of its music. Up till now music of this kind could be produced only by the most expensive High Fidelity equipment. Now, Model "F" automatic music has taken the lead in the entire High Fidelity parade.

This greatest High Fidelity of all is called SONORAMIC SOUND because the FULL RANGE of music is delivered in a way that surrounds the listener and is uniquely captivating and stimulating.

Now that you have the LOW DOWN ON HIGH FIDELITY you can settle for nothing less than the best—and the best costs you no more—



AMI Model "F"  
120, 80, 40 Selections

..... FULL RANGE .....

Multi-Horn High Fidelity and Sonoramic Sound

Originator of the Automatic Selective Juke Box in 1927

AHEAD THEN — AHEAD NOW

**AMI** Incorporated

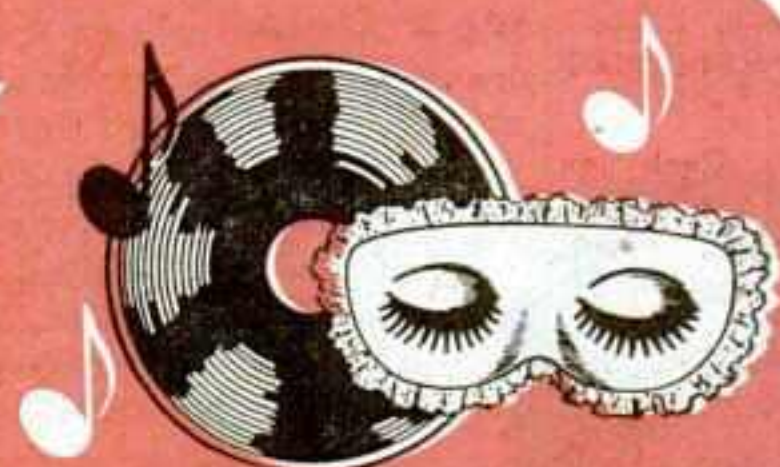
GENERAL OFFICES AND FACTORY: 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN

Licensee: Jensen Music Automates—building the JMA-AMI Juke Box sold through Oscar Siesbye A/S, 5 Palaisgade, Copenhagen K., Denmark.

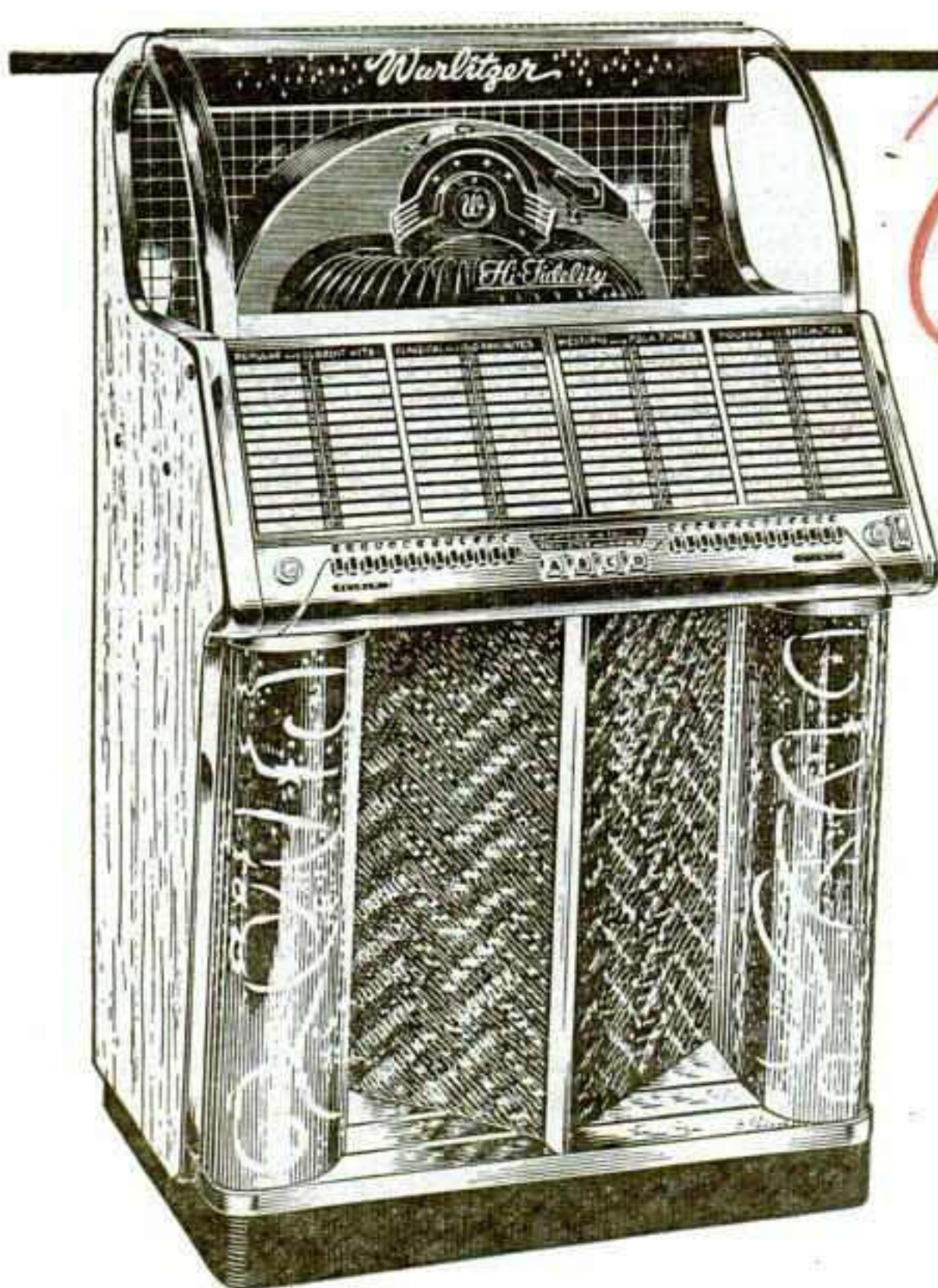
# STILL THE LEADER IN

## HIGH FIDELITY

# TONE



TAKES THE MASK  
OFF THE MUSIC



*Wurlitzer* 1700HF

The High Fidelity sound system engineered for the Wurlitzer 1700HF Phonograph literally and audibly takes the mask off the music. It is true high fidelity with ample speaker capacity to reproduce the full tonal music range audible to the human ear. People like to listen to it. That's one of many reasons why every Wurlitzer 1700HF is taking in MORE MONEY than the phonograph it replaced.

**HEAR IT-SEE IT-BUY IT  
AT YOUR WURLITZER DISTRIBUTOR**

**The Rudolph Wurlitzer Company • North Tonawanda, New York**  
Established 1856










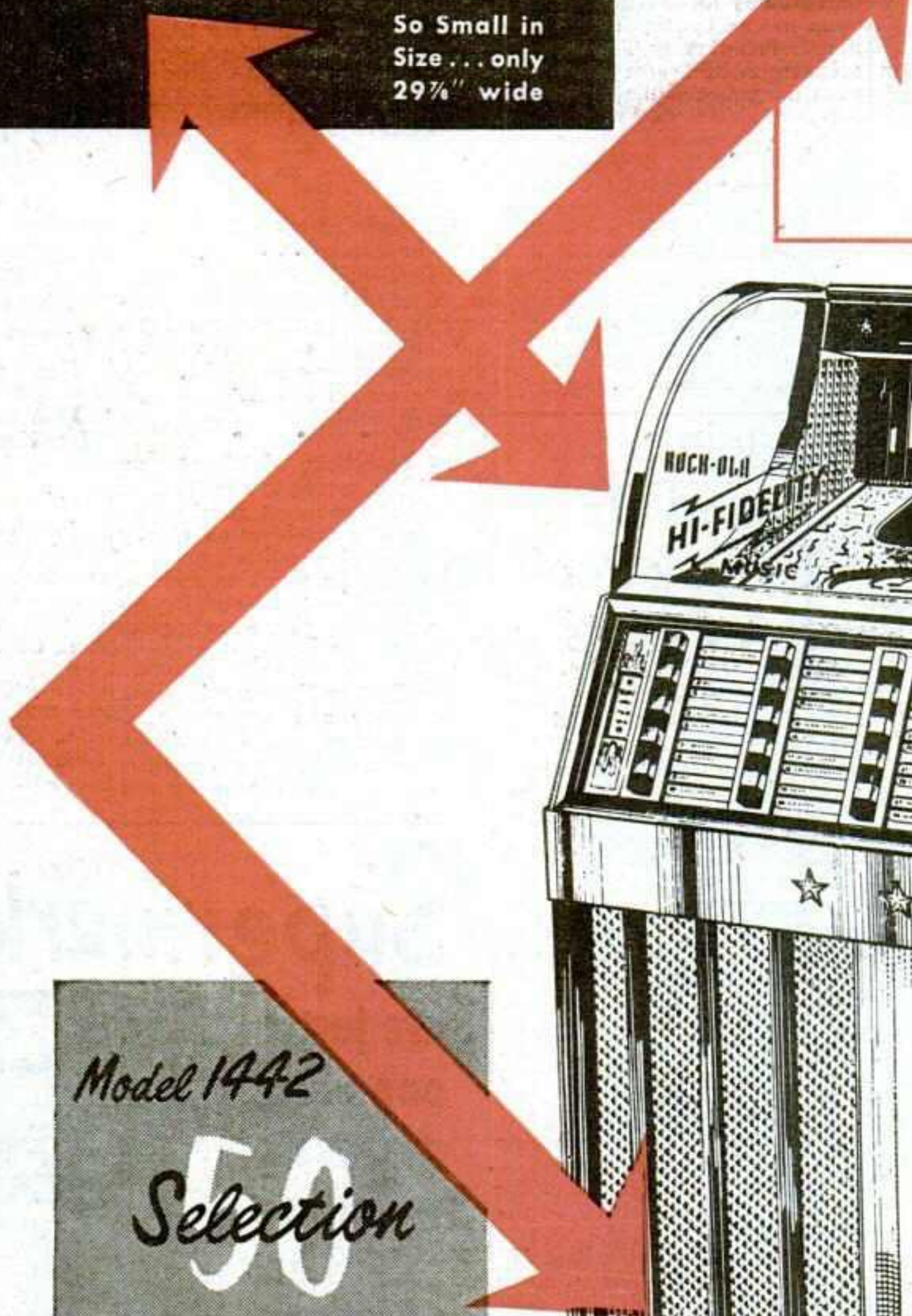
**ROCK-OLA**  
**HI-FIDELITY**  
**Phonographs**  
 120 and 50 Selection Models

So Small in Size... only 29 1/2" wide

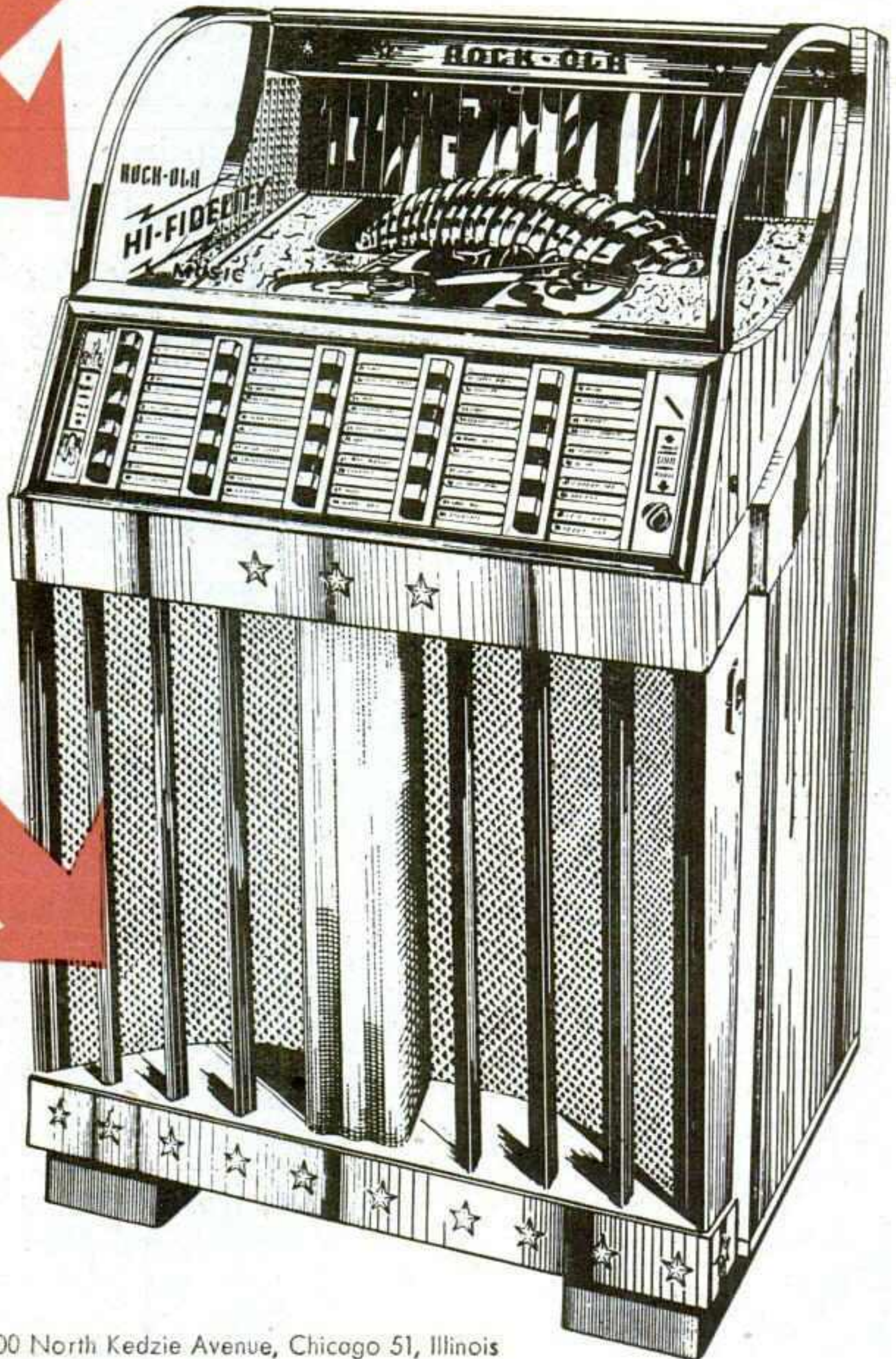


**ACES HIGH.**  
*with Servicemen*

The time-tested Rock-Ola  
 Service-Free Mechanism  
 Ask Your Serviceman—He Knows!



*Model 1442*  
**50**  
*Selection*  
*Phonograph*



ROCK-OLA MANUFACTURING CORP. 800 North Kedzie Avenue, Chicago 51, Illinois

















READY FOR DELIVERY

ARCADE EQUIPMENT

Table listing arcade equipment such as Midget Movies, Ex. Large Card Vendor, Deluxe Jungle Gun, etc. with prices.

EXHIBIT

Table listing exhibit equipment like Shooting Gallery, Silver Bullets, Six Shooter, Jet Gun.

WILLIAMS

Table listing Williams equipment including All Star Baseball, Deluxe Baseball, Major League B.B., etc.

GENCO

Table listing Genco equipment like Basketball, Skee Ball, Shuffle Pool.

IN-LINE GAMES, Etc.

Table listing in-line games such as Hawaii, Mexico, Havana, Rio, etc. with prices.

5 BALL GAMES

Table listing 5-ball games like All Star Basketball, Army & Navy, Crossroads, etc.

LOBOY 6 COL. CIGARETTE VENDOR \$129
UNEEDA CIGARETTE VENDOR ... 75

AMI Write for New List of other Equipment
Exclusive Distributors in Kentucky, Indiana, Southern Ohio
'The House that Confidence Built'

SOUTHERN AUTOMATIC MUSIC COMPANY, INC.

ESTABLISHED 1923
LOUISVILLE, KENTUCKY
LEXINGTON, KENTUCKY
CINCINNATI, OHIO
INDIANAPOLIS, INDIANA

BALLY • ROCK-OLA • KEENEY • CHICAGO COIN

NEW EQUIPMENT—Now Delivering

Bally Variety, Bally Jet and Rocket Bowler, Chicago Coin Holiday Bowler, etc.

USED EQUIPMENT—Ready for Location

Table listing used equipment categories: MUSIC, SHUFFLE ALLEYS, BINGOS with various items and prices.

CALDERON DISTRIBUTING CO.
450 Massachusetts Avenue, Indianapolis, Indiana

Advertisement for Purveyor Distributing Company featuring shuffle games, Keeney Sportsman, and shuffleboard supplies.

THE BILLBOARD INDEX

ADVERTISED USED MACHINE PRICES

ARCADE EQUIPMENT

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed.

Large table listing various arcade machines and their prices across multiple issues of The Billboard Index.

Variety 5-Ball Sets Record At Bally Mfg.

CHICAGO, Nov. 6. — Bally Manufacturing Company announced this week that the firm's latest five-ball game, Variety, had set new sales and production records at Bally.

This week, according to Jack Nelson, general sales manager, Variety passed the production and sales record set for Bally in-line five-ball games by the Beach Club game in 1953.

The Variety game has a "magic lines" feature that gives the player the opportunity to manipulate numbers up and down in each of three vertical lines on the back-glass for improved chances on in-line scores.

Four light-up arrows point the way to the "magic lines" feature. When this is lighted the player is able to turn any of three separate knobs located on the near edge of the cabinet to line up numbers for in-line play.

Dairy Vending

Continued from page 133
Stanley Krause, U. S. Department of Agriculture; Dr. G. M. Beal, and D. E. Walters, Philadelphia representative of the Ideal Dispenser Company.

\$1 Million

Continued from page 133
a cabinet, opened the bottom doors and pulled out a Coca-Cola vending machine. To accentuate Benny's tightwad qualities, Martin deposited a coin and out popped a Coke.

Write for Our New 1954 PREMIUM PRICE LIST

Table listing prices for shuffle games, late 5-balls, and bingos.

SPECIALS!

Table listing special offers for Bally Yacht Club, Beach Club, Duff Ranch, etc.

SHUFFLE GAMES

Table with columns: Game Name, Issue of Nov. 6, Issue of Oct. 30, Issue of Oct. 23, Issue of Oct 16. Lists various shuffle games like Advance Bowler, Big League Bowler, Bonus Bowler, etc.

GIVE TO DAMON RUNYON CANCER FUND

Vending Cups Selling Medium

Continued from page 133

advertising message, when a small firm such as Liberty tries to promote cups with its advertising message, the operator will usually insist that he get the cups for nothing.

It is Cassidy's theory that a vending cup packs a more potent advertising message than does copy on a match book.

In the first place, he explained, there's a lot more room on a paper cup than there is on a matchbook, and, in some cases, the print on a matchbook is so small that few persons ever read it.

Then, too, he added, when a person watches a vending cup fill up, his eyes are usually glued on the cup, and when he lifts it to drink, the cup is right smack in front of his eyes.

While only a few hundred of the million cups were returned for the premium offer, Cassidy feels that the promotion did Liberty and the operators a lot of good.

For one thing, Liberty's message reached a million consumers, and the sirup is sold in many retail outlets in this area. Then too, because the premium was an excellent value, persons taking advantage of the offer felt more kindly disposed to the vending machine that made it possible.

Most of the cups were dispensed thru venders on transient locations, particularly in the New York subway system. Altho signs explaining the offer were up the first couple of days, subway authorities required that they be removed—and this probably cut deeply into sales.

The next time Liberty runs a premium promotion—and Cassidy feels there will be a next time—he'll try to have the signs up for the duration of the promotion.

Cost of the premium program to Liberty was surprisingly low. The major expense was the price of the signs. On orders of a million or more, the cup manufacturer pays printing costs exclusive of plates and artwork, so the entire drive set Liberty back only about \$1,000.

Cassidy feels that once major advertisers realize the tremendous distribution they can achieve thru paper vending cups, they will utilize them the same as they do vending matchbooks, making the cups available to the vending operators at little or no cost.

He also saw the possibility of two advertisers sharing the cost of the cups, thereby assuring free cups for the operators.

On premium deals, Cassidy offered one word of caution—make sure the premium is a good one. If it is, the customers will feel that the vending machine enabled them to get a bargain. If it isn't, they'll feel that the vending machine was an instrument of extortion.

NEW UNITED 11th FRAME BOWLER COMET-SHUFFLE SKEE BINGO-SINGAPORE Sensational-New CARNIVAL GUN-MOVING TARGET USED SHUFFLES

GIVE TO DAMON RUNYON CANCER FUND

TARGET GUNS NEW Exhibit STAR SHOOTING GALLERY... ARCADE Genco 2-PLAYER BASKETBALL... COUNTER GAMES M & T ZIG ZAG

YOU WIN EVERY TIME with GAMES from FIRST! BINGO 5 BALLS NEW Bally VARIETY United SINGAPORE

SHUFFLE GAMES Chicago Coin HOLIDAY Chicago Coin STARLITE CC FIREBALL BOWLER FIRST-Conditioned UNITED-Match

Buy Own Drink

Continued from page 133

Cole Products, who spoke on "Carbonation, Refrigeration, Sanitation and Sirup Throw." Both soft drink cup venders and ice cream machines were featured in a final forum of the meet in which self-operation was the major discussion topic (see separate story).

Other vending machine manufacturers which displayed at the exhibit were Delicate International, sanitary napkin venders; Jo-Lo Perfumatic Dispensers, Inc., perfume venders; Steel Products Company, coffee vender and coffee non-coin-operated dispenser; Watling Manufacturing Company, coin-operated scales, and F. L. Jacobs Company new division, Selmix.

Bright Future

Continued from page 133

should increase considerably in 1955. Today, he said, more than 2,900 tobacco distributor salesmen and almost as many vehicles are serving 26,504 outlets in Florida, 28,832 in Georgia, 34,312 in North Carolina, 17,768 in South Carolina, 16,048 in West Virginia, 28,560 in Virginia, 25,016 in Alabama, 24,097 in Kentucky, 17,752 in Mississippi, 26,976 in Tennessee and 22,960 in Louisiana. He concluded that "the impetus of its tremendous industrial and economic activity spells higher levels of consumer purchasing power in the South—more money to spend for everyday necessities such as cigarettes, cigars and kindred tobacco products."

SPECIAL CLOSEOUT COMPLETELY RECONDITIONED SHUFFLE ALLEYS United Imperial... TRIMOUNT

IT'S IN THE BAG! OPERATE KEENEY'S SPORTSMAN J. H. KEENEY & COMPANY INC. 2600 W. FIFTIETH ST. • CHICAGO 32, ILLINOIS







to the Grand Opening of the Brand New  
**ATLAS MUSIC COMPANY BUILDING**

2231 FIFTH AVENUE, PITTSBURGH 19, PA.

**Sunday, November 14—Noon till 7 p.m.**

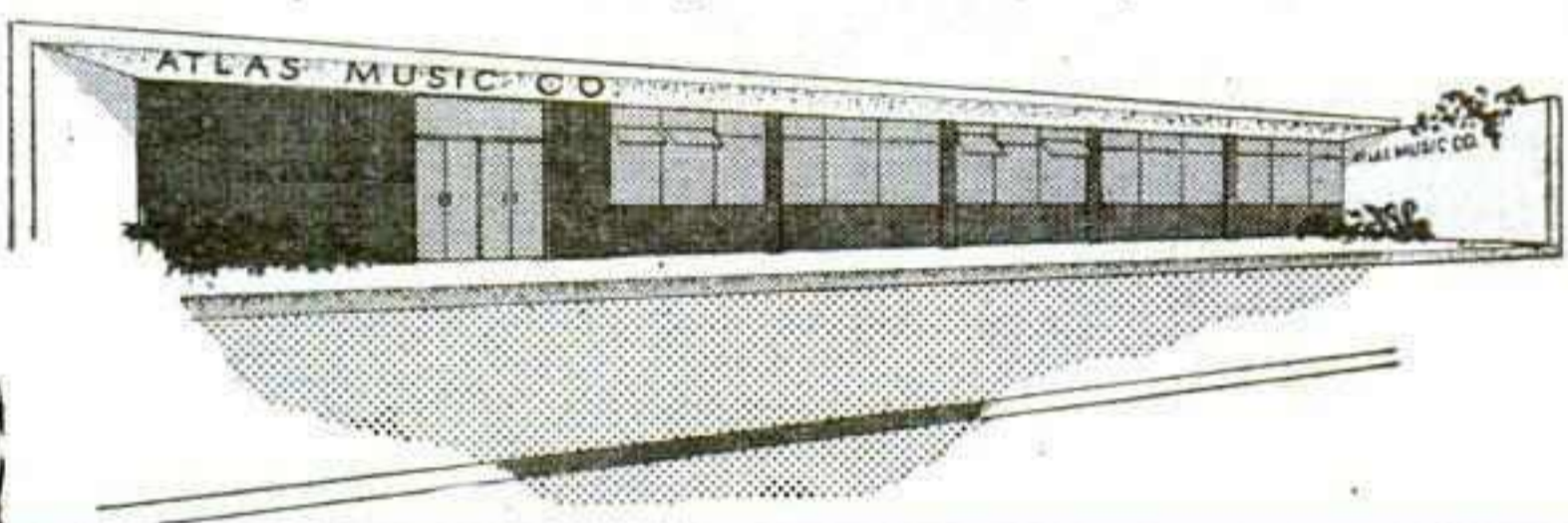
... and we want you and your personnel here, too!

**REFRESHMENTS!  
 DOOR PRIZES!  
 ENTERTAINMENT!**

We want you to help us celebrate 18 years of progress, made possible by your friendship. Bring the family—you'll enjoy every minute! See the world's most up-to-date facilities for the sale, display and service of music and games . . . all under one roof. See the new products—meet the factory representatives. Spacious new private parking area.

**EXCLUSIVE SEEBURG DISTRIBUTORS**

**BALLY DISTRIBUTORS**



**One Stop Record Department!**

**COIN MACHINE OPERATORS  
 WELCOME!**  
 You are ALL invited to the  
**36th  
 ANNUAL CONVENTION**  
 and  
**OUTDOOR AMUSEMENT EXPOSITION**  
 HOTEL SHERMAN • CHICAGO  
 November 28-29-30, December 1st  
 161 Exhibit Booths • Many Special Programs

**EXHIBITS BY MANY LEADING  
 COIN MACHINE FIRMS**  
**SEE • INSPECT • TEST**

The Latest in  
 • Amusement Devices      • Games  
 • Equipment                    • Merchandise  
 • Services

Sponsored by  
**NATIONAL ASSOCIATION OF AMUSEMENT PARKS,  
 POOLS AND BEACHES**  
 For Complete Details Contact  
**Paul H. Huedepohl, Executive Secretary**  
 203 N. Wabash                    Suite 1312                    Chicago 1, Illinois  
 Phone: RAndolph 6-5046

**NOW DELIVERING**  
 Gottlieb's Sensational 4 Player Free Play "SUPER JUMBO", 5c or 10c  
 Gottlieb's New Five Ball "FOUR BELLES"  
 Bally VARIETY  
 United's 11th Frame Bowler

**SPECIALS**  
 BRIGHT SPOT, CONEY ISLAND, SPOT LITE, reconditioned, \$55.00 ea.

Send for our list of thoroughly re-conditioned BINGOS, BOWLERS and FIVE BALL GAMES.

We are exclusive distributors for GOTTIEB in Southern Illinois and Eastern Missouri.

**MORRIS NOVELTY CO.**  
 3007 Olive St.                    St. Louis 3, Mo.  
 Tel.: Franklin 1-0757

**FINEST BINGOS**  
 FACTORY RECONDITIONED  
 Like \$50 in Your Pocket  
 Returnable 3rd Day—Full Refund  
 BALLY BEAUTY .....\$250.00  
 DUDE RANCH ..... 350.00  
 ATLANTIC CITY ..... 130.00  
 CONEY ISLANDS ..... 80.00  
 GENCO 400's (Improved and renamed "Line-Up") ..... 65.00  
 Write for prices on Meters—5c and 10c National Rejectors.  
 Want Bingos—Mail Your List  
**W. E. Keeney Mfg. Co.**  
 5231 S. Kedzie                    Chicago 32, Ill.  
 Hemlock 4-3844

**SHUFFLE ALLEY RIOT**  
 We Have Loads of Them  
 Name Your Own Price  
 Write Today!  
**DAVID ROSEN**  
 Exclusive A.M.I. Dist. Ea. Pa.  
 855 N. BROAD STREET PHILADELPHIA, 23, PA.  
 PHONE: STEVENSON 2-2903

**RELIABLE REDD'S BIG BUYS!**

BALLY BINGO HI-FI .....	\$425
BALLY CHAMPION BOWLER .....	350
BALLY SPACE SHIP .....	285
DECO SPACE RANGER .....	285

**WE WILL ACCEPT IN TRADE...**

SEEBURG 100 A-B-C-D	Bally Champion Horse Exhibit Bronco	AMI E-120
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**REDD DISTRIBUTING CO., INC.**  
 298 LINCOLN STREET  
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Exclusive Distributors For **WURLITZER—BALLY—UNITED**

**SEEBURG M-100-B. \$575.00**

Write for Illustrated Catalog of Other Late Model Phonographs

**Shaffer Music Co.**

Cincinnati, Ohio 1200 Walnut St. MAIn 6310	Columbus, Ohio 849 N. High St. KLondon 4614	Indianapolis, Ind. 1327 Capitol Ave. MElrose 4-3571
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<b>ELECTRIC SCOREBOARDS</b> Overhead, 15-21 pts. Horsecollar, \$125 ea. 15-21-50 pts. .... Wall Model, 15-21 pts. and 15-21-50 pts. .... \$95.00 ea. PLA-POOL, New, Belgian-Type Pool Game, packed .....\$275	<b>SHUFFLEBOARDS</b> 22', 20' and 18'—Refinished Playfield and Cabinet 22' .....\$179.50 20' & 18' ..... 149.50 Shuffleboard Adjusters, set ....\$12.00 Pucks (set of 8) .... 12.00 2-Faced Pucks, ea. . 1.50 <b>TICKETS</b> 2500 7-11 ....\$1.15 bag	<b>3 MONARCH, 15-21, O. H. SCOREBOARDS</b> <b>3 ROCK-OLA SCOREBOARDS</b> Reconditioned, ea. \$75.00 <b>ZIG-ZAG (New) Counter Game ..\$29.50</b>
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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 2-2444

# with **EXHIBIT'S** new SPORTLAND SHOOTING GALLERY

## The Targets don't **WIGGLE**

# they **MOVE!**

See next week's **BILLBOARD**

ESTABLISHED SINCE 1901

# EXHIBIT SUPPLY

The **ORIGINATORS**  
of **GUN GAMES**

4218 W. LAKE STREET · CHICAGO 24, ILLINOIS

## FOREIGN BUYERS *Super Special* *Music Sale*

INTERNATIONAL RECONDITIONED  
WURLITZER | SEEBURG  
AMI | ROCK-OLA  
EVANS

Cable, Wire or Write for Prices Today!

INTERNATIONAL  
AMUSEMENT CO.  
1423 SPRING GARDEN STREET



SCOTT-CROSSE  
COMPANY  
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## IMPORTERS!

GET MOST FOR YOUR MONEY IN  
**PHONOGRAPHS**  
RECONDITIONED and REFINISHED  
THROUGHOUT BY **ATLAS**



SEEBURG M-100A .....\$495 WURLITZER 1500 .....\$495  
SEEBURG 146 ..... 110 WURLITZER 1250 ..... 265  
A.M.I. D-80 ..... 450 WURLITZER 1100 ..... 225  
A.M.I. A ..... 165 WURLITZER 1015 ..... 130  
ROCK-OLA 1422 .....\$110

Terms: 1/2 Deposit, Balance C.O.D., F.O.B. Chicago.  
Write for Complete List and  
Catalog E  
Exclusive Seeburg Distributors



### ATLAS MUSIC COMPANY

A Quarter Century  
of Service.

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ARmitage 6-5005

## BINGO SPECIALS

- Surf Club .....\$400
- Palm Springs .. 350
- Beach Club ... 315
- Dude Ranch... 315
- Ice Frolics .... 300
- Bally Beauty .. 220
- Yacht Club .... 160
- Frolics ..... 175
- Atlantic City... 115

Johnson Farebox  
Coin Counters,  
slightly used—like new.. 180

1/2 deposit with order. Write to

**SUPERIOR SALES CO.**

Dept. R-6, 7855 Stony Island Ave.  
Chicago, Ill.

Phone: BAyport 1-1616 from  
1-4 p.m. daily

### MEXICO OPERATORS, ATTENTION!

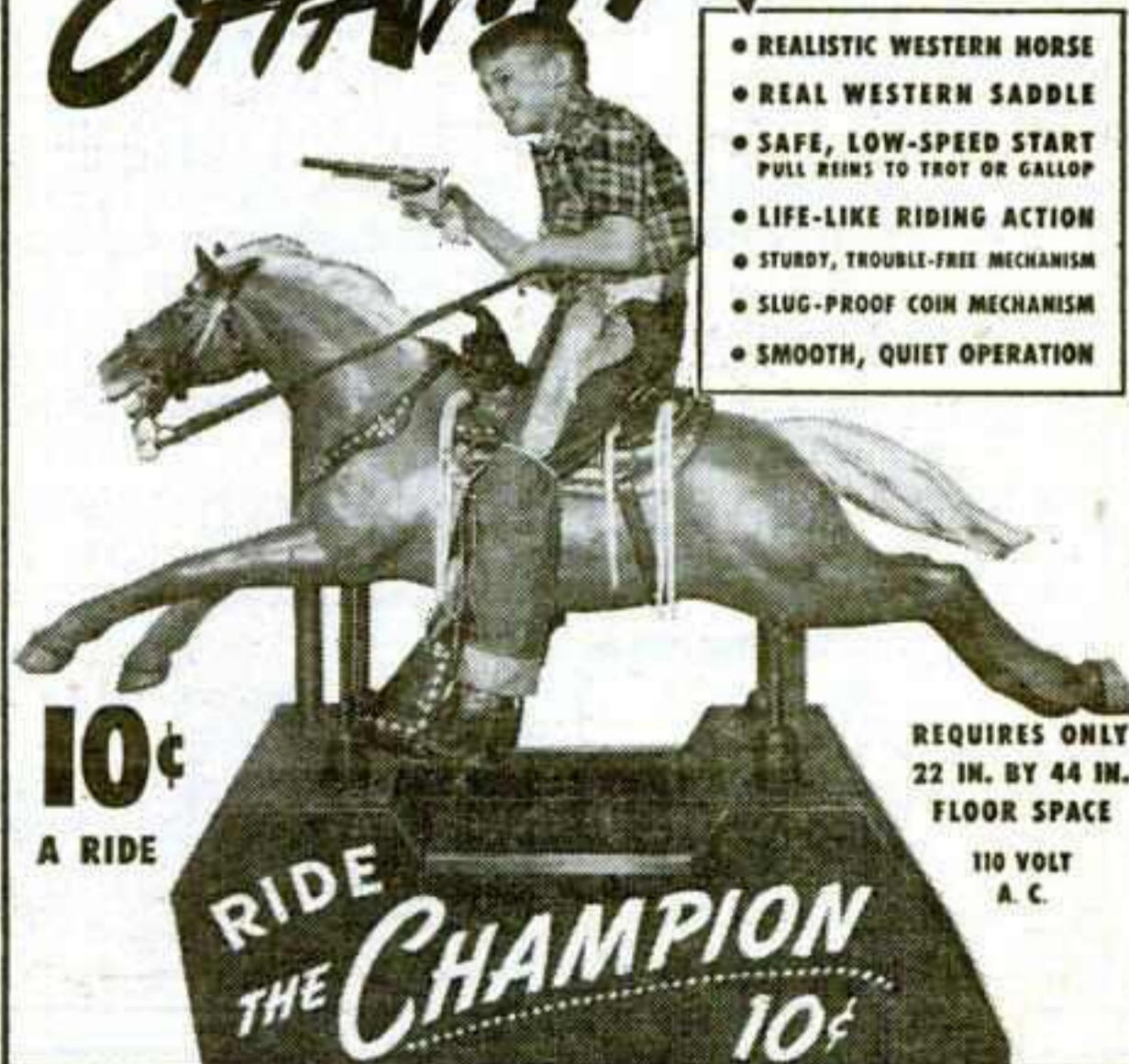
For Sale—Turf Kings, any quantity.  
Write for price.

**Twin City Amusement**  
Edison Court Station, Waukegan, Ill.

GIVE TO DAMON RUNYON  
CANCER FUND

## NEW golden palomino horse NEW rigid steel base NEW flashy colorful cabinet

# THE CHAMPION



- REALISTIC WESTERN HORSE
- REAL WESTERN SADDLE
- SAFE, LOW-SPEED START  
PULL REINS TO TROT OR GALLOP
- LIFE-LIKE RIDING ACTION
- STURDY, TROUBLE-FREE MECHANISM
- SLUG-PROOF COIN MECHANISM
- SMOOTH, QUIET OPERATION

**10¢**  
A RIDE

REQUIRES ONLY  
22 IN. BY 44 IN.  
FLOOR SPACE  
110 VOLT  
A. C.

Bally Manufacturing Company, 2640 Belmont Ave., Chicago 18, Illinois

## WANTED FOR CASH

United Circus—Frolics—Rodeos—Show Boats—Panorams  
**HIGHEST PRICES PAID**

**ADVANCE AUTOMATIC SALES CO.**

1350 Howard St. Phone: MElock 1-1750 San Francisco 3, Calif.

# NEW! Get up to 70% more play with the 2nd Coin feature of

## Williams

# COLORS

IT'S THE SECOND COIN STAR\* FEATURE THAT LURES MORE PLAY AND EXTRA MONEY INTO THE CASH BOX!!

New **STAR ★ FEATURE** permits player to score from 5 up to 200 Replays!

Two Midget Playfields!

8 "Special" when lit Rollovers!

2 "Special" when lit Skill Holes!

It's a Williams "Winner"!

OPERATE Williams SUPER JET FIGHTER for FASTER GUN-GAME PROFITS!



LIVE ACTION!

3 THUMPER BUMPERS • 2 CYCLONIC RUBBER SHOOTERS • 2 SKILL HOLES • 2 FLIPPERS



CREATORS OF DEPENDABLE PLAY APPEAL 4242 W. FILLMORE ST. CHICAGO 24, ILL.

### MORE FOR YOUR MONEY-DOLLAR FOR DOLLAR!

#### BINGO GAMES

HI-FI .....	\$415	NEVADA .....	\$450	DUDE RANCH .....	\$310
SURF CLUB .....	415	HAWAII .....	395	BEACH CLUB .....	295
ICE FROLICS .....	345	TAHITI .....	195	BEAUTY .....	225
PALM SPRINGS .....	345	CABANA .....	165	YACHT CLUB .....	165
FROLIC .....	195	TROPIC .....	225	ATLANTIC CITY .....	135
BRIGHT LIGHTS .....	85	RIO .....	295	PALM BEACH .....	135
BRIGHT SPOT .....	125	HAVANA .....	275	CONY ISLAND .....	95

#### SPECIALS!

Williams BASEBALLS  
ALL-STAR .....

AVAILABLE NOW: The Sensational ROCK-OLA HI-FI PHONOGRAPHS. 50 Selections or 120 Selections

#### SHUFFLE GAMES

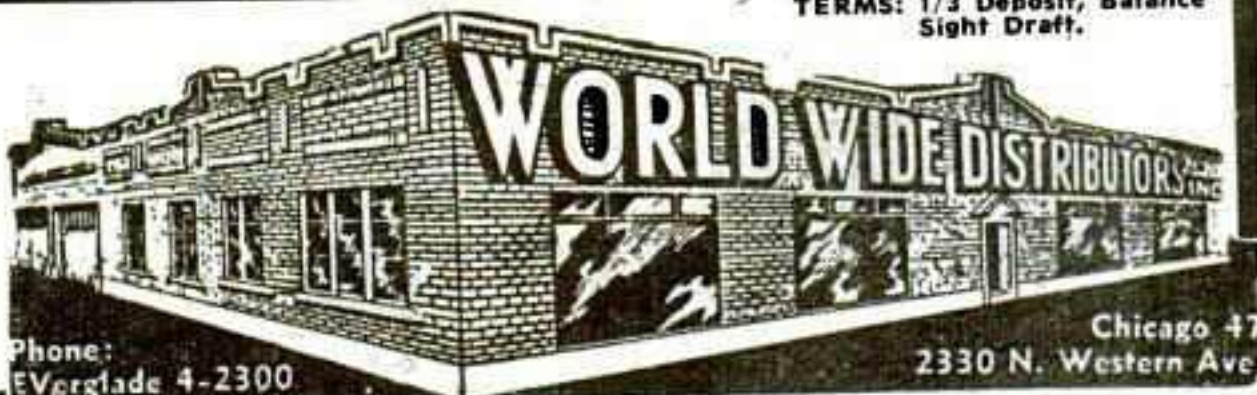
ACE BOWLER .....	\$410	IMPERIAL .....	\$325	Keeney DOMINO .....	\$150
TEAM BOWLER .....	325	CLOVER .....	195	Chicoin T'PLE SCORE .....	195
LEADER .....	345	10TH FRAME STAR .....	145	Keeney 4-PLAYER .....	45
6-PLAYER DELUXE .....	75	CLASSIC .....	225	Keeney 6-PLAYER .....	55

Williams SCREAMO BRAND NEW  
In Original Carton .....

TERMS: 1/3 Deposit, Balance Sight Draft.

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SEEBURG 100B .....	\$575
SEEBURG 100A .....	445
WURLITZER 1500 .....	495
WURLITZER 1500A .....	575



Phone: Everglade 4-2300

Chicago 47  
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### NEW KICKER & CATCHERS—\$49.50 EA.

RECONDITIONED EQUIPMENT		MISCELLANEOUS		
Un. Banner .....	\$475	Gen. 2 Pl. Basketball Write	Genco Rifle Gallery .. Write	
Un. Ace .....	425	Genco Shuffle Pool .....	Ex. Shooting Gallery .. \$350	
Un. Team .....	355	Gen. Match Pool .....	Ex. Big Broncho .....	395
Un. League .....	335	Chicoin Triple Score .....	Bally Champion Horse .....	395
Un. Classics .....	225	Chicoin Crown .....	DuGrenier Cig., 7-Col. ..	75
Un. Clover .....	210	Chicoin Gold Cup .....	Ex. Six Shooter .....	125
Un. Cascade .....	195	Keeney Domino .....	Pop Corn Sez Vendor ..	69
Un. Olympic .....	215	Keeney Bonus .....		

CLEANING HOUSE! PICK 'EM UP: CITATION ...\$15; TURF KINGS ...\$25  
CLAYT NEMEROFF • CHARLEY PIERI  
Monarch Coin Machine, Inc. Write for Latest List  
2257-59 N. Lincoln, Chicago 14, Ill.  
Lincoln 9-3996-7-8

### WANTED

Man presently soliciting locations for Amusement Games such as Shuffle Alleys, etc. Address replies to **BOX 759**  
The Billboard, Chicago 1, Ill.

SAVE MORE MONEY—MAKE MORE MONEY  
Subscribe to The Billboard TODAY!

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Just buy one, see why you pay a little more—and be glad you did! 1/3 deposit with all orders. MONEY BACK IF NOT SATISFIED. Write, wire or call.

#### HIGHEST PRICES PAID

for Used Bally In-Line Games

# Allan

SALES, INC.  
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Joe Ash Says . . .

FOREIGN and DOMESTIC BUYERS will find TROUBLE FREE machines at LOWER PRICES here.

#### THIS WEEK'S SPECIALS

GOTTLIEB GUYS & DOLLS .....	\$69.50
GOTTLIEB SKILL POOL .....	\$54.50

FOR IMMEDIATE DELIVERY

### ACTIVE AMUSEMENT MACHINES CO.

666 N. Broad St. Fremont 7-4495 Phila. 30  
Write or wire for prices

"YOU CAN ALWAYS DEPEND ON ACTIVE—ALL WAYS"



A POWERFUL PAIR!

GOTTLIEB'S



4-BELLES

and proven, accepted

GOTTLIEB'S Super JUMBO

A Terrific 5 BALL Amusement Machine



- MULTI-TILT FEATURE Action continues for remaining players even though one or more players tilt out their own scores.
- TRIPLE MATCH Feature with multiple play awards.
- MODERN MASSIVE CABINET.
- BURGLAR-PROOF CASH BOX.
- ADVANCE DESIGN SCORING UNITS! A Gottlieb perfected unit with heavy duty coils; metal drums for easy cleaning.

- ROTATION SEQUENCE—From 1 to 8 lights bottom Roll-Over for REPLAYS!
- 5 TRAP HOLES—4 trapped balls in square awards REPLAY! Making 5 holes awards an additional REPLAY!
- MULTIPLE TYPE POINT SCORE!
- High Score to 7 Million.
- 5 pop bumpers.
- 2 cyclonic kickers.
- 2 super-powered flippers.

1-2-3 or 4  
can play  
at the same  
time!

SEE THEM  
AT YOUR  
DISTRIBUTOR  
NOW!

D. Gottlieb & Co.

1140-50 N. KOSTNER AVE.  
CHICAGO 51, ILLINOIS

**A SHOWER OF PROFITS!**  
YOURS WITH  
**KEENEY'S  
NEW  
SPORTSMAN**

J. H. KEENEY & CO. INC.  
2600 W. FIFTIETH ST.  
CHICAGO 32, ILLINOIS

**LOCATION AND ARCADE EQUIPMENT**

Exhibit Western Gun, new	\$195.00
Chicago Coin Goatee	75.00
Telegiz, With Film	115.00
Undersea Raider	125.00
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Williams Deluxe 1953 Baseball	250.00
Astro-Scope, late model	195.00
Chicago Coin Basketball Champ	195.00
Coon Hunt Seeburg	395.00
Scientific Pitch 'Em and Bat 'Em	145.00
Scientific Batting Practice	95.00

Munves Reconditioned Machines  
Look and Work Like New.  
32-Page 200 Illustration Catalog Free.

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7—PALM SPRINGS	\$355.00
7—DUDE RANCH	325.00
8—BEACH CLUBS	315.00
3—YACHT CLUBS	160.00

Also others and United Bowlers completely reconditioned — ready for locations.

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314 East 11th St. Erie, Pa.  
Phone 5-7549

**NEW EQUIPMENT**  
Now delivering: United's Comet, Deluxe Comet, Carnival Gun, Singapore; Gottlieb's Jumbo, 4 Bells.

<b>BINGOS</b>	<b>DRINK MACHINES</b>	<b>ARCADE EQUIPMENT</b>
Atlantic City ..... \$140.00	4 Supervends, 3 sel. .... \$200.00	ABT & Gun Rifle .....
ABC ..... 50.00	1000-cup capacity, .....	Range ..... \$550.00
Beach Club ..... 335.00	with change makers \$200.00	Bally Big Inning ..... 150.00
Bally Beauty ..... 225.00	6 Sneads, single 10-oz. ....	Heavy Hitter ..... 40.00
Brite Lites ..... 65.00	cup, 1000 capacity... 125.00	Goatee ..... 100.00
Coney Island ..... 85.00	3 Mills, single drink, .....	C. Coin Pistol ..... 95.00
Cabana ..... 185.00	400-cup capacity, .....	Evans Bat-a-Score ..... 165.00
Five Stars ..... 50.00	with change maker 150.00	Evans Ski-Roll ..... 95.00
Hawaii ..... 395.00	6 Hupp, single drink, .....	Ex. Dale Gun ..... 55.00
Hi-Fi ..... 445.00	400-cup capacity ... 110.00	Ex. Gun Patrol ..... 185.00
Mexico ..... 425.00	3 Bradley Seniors, 2 .....	Ex. Six Shooter ..... 145.00
Nevada ..... 450.00	selections, 1000-cup .....	Genco Basketball ..... 350.00
Palm Beach ..... 140.00	capacity ..... 200.00	Life League ..... 75.00
Spot Lite ..... 75.00	4 Revco Ice Cream .....	Midget Movies, Latest ..... 185.00
Yacht Club ..... 195.00	Cup, 24oz Model ... 125.00	O Ball Pool Tables ... 125.00

**UPRITES**  
Genco's 400 ..... \$65.00  
Genco's Jumpin' Jax... 65.00

**RIDES**  
3 Space Cadets ..... \$295.00  
1 Sci. Television ..... 425.00  
1 Sci. Luxury Liner ..... 350.00  
Bally Moonride (new) Write  
1 Rocket Patrol ..... 175.00  
1 Bally Space Ship ... 295.00

**UNITED BOWLERS**  
4 Player Official ... \$ 95.00  
4 Player Regular ... 50.00  
4 Player 10th Frame . 125.00  
4 Player Cascade ... 150.00  
4 Player Leap Bowler 395.00  
4 Player Chiefs ..... 395.00  
4 Player Olympics .. 195.00  
4 Player Royals ..... 325.00  
C.C. & Player ..... 50.00  
C.C. Bowl-a-Ball ..... 125.00  
C.C. Double ..... 225.00

**COUNTER MACHINES**  
5 ABT Skill Guns ... \$ 20.00  
30 ABT Challengers . 20.00  
4 Genco Pee-Wees ... 20.00  
90 2-Way Grippers ... 18.50  
Shockers, New ..... 24.50  
50 Three-of-a-Kind .. 18.50  
20 Mer. Count. Grip .. 20.00  
17 Wizards ..... 18.50  
4 Target Skill Gun ... 18.00  
2 Criss-Cross ..... 15.00

**MUSIC**  
Rock-Ola 5052 ..... \$225.00  
AMI D-40 ..... 225.00  
AMI Model B ..... 195.00  
Alreon Manhattan .. 50.00  
Mills Constellation . 175.00  
Evans Constellation . 240.00  
125 Packard Wallboxes 6.50  
50 Buckley Wallboxes 6.50

**CIGARETTE VENDORS**  
5 8 Col. Eastern Elec. \$115.00  
3 9 Col. Keeney Elec. 145.00  
10 9 Col. National 930 95.00  
10 9 Col. National 950 110.00  
1 8 Col. Rowe Elec. 75.00  
5 15 Col. U 500 ..... 110.00  
1 11 Col. Uneda ..... 65.00  
All Factory Shopped—  
25¢ Chute.  
20 8 Col. P.X. Electric 75.00  
Genco Shuffleboard  
Scoring Units ..... \$85.00  
25 Late Model Wait-  
ing Scales ..... Write

**WHAT'S NEW IN COIN MACHINES!**  
WHAT ARE THEY GETTING FOR USED EQUIPMENT!  
WHAT ARE YOUR FRIENDS IN THE BUSINESS DOING!

Find out every week in **The Billboard**

Order NOW at LOW Subscription Rates.  
Fill in and Mail Coupon Today!

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio  
 Please send me The Billboard for one year at \$10.  
(Foreign rate, one year, \$20)

Name .....  
Address .....  
City..... Zone..... State.....  
Occupation .....

**SPECIALS!**

Seeburg COON HUNT	\$275.00
Hi-Fi	\$425.00
7 PALM SPRINGS	375.00
BEACH CLUB	350.00
BEAUTY	250.00
ATLANTIC CITY	135.00
PALM BEACH	145.00
SPOT LIGHT	75.00

**UNIVERSITY COIN MACHINE EXCHANGE**  
858 N. High St. Columbus 8, Ohio  
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M. S. GISSER  
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**AMI**  
NOW DELIVERING  
MODEL F

**Cleveland Coin MACHINE EXCHANGE, INC.**  
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All Phones: Tower 1-6715

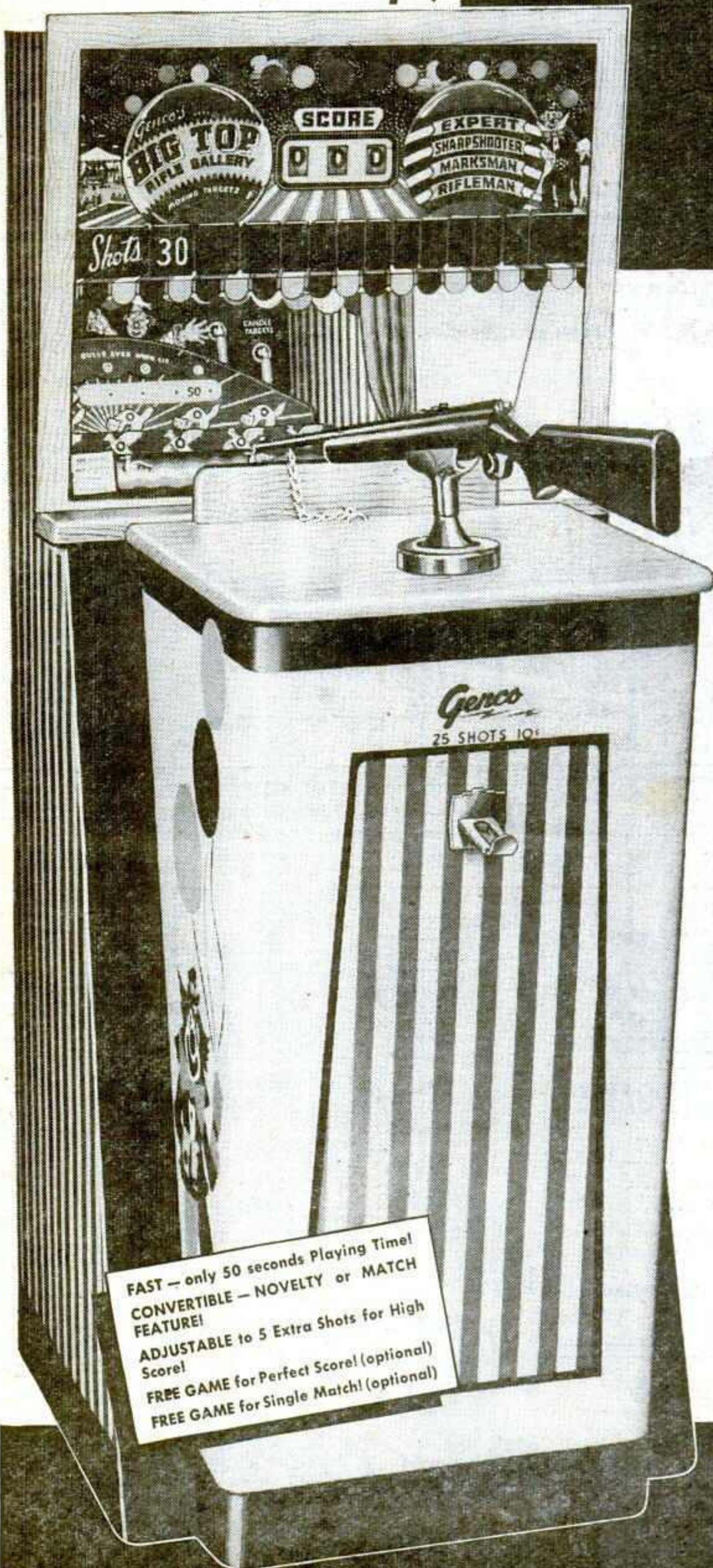
GIVE TO DAMON RUNYON CANCER FUND

**GENCO..still leading the field!**



# BIG TOP RIFLE GALLERY

Featuring 2 Types of MOVING TARGETS...  
Exclusive with GENCO



FAST — only 50 seconds Playing Time!  
CONVERTIBLE — NOVELTY or MATCH  
FEATURE!  
ADJUSTABLE to 5 Extra Shots for High  
Score!  
FREE GAME for Perfect Score! (optional)  
FREE GAME for Single Match! (optional)

**1**

**MOVING DUCKS**  
9 realistic ducks on moving belt — just like a real rifle range!

**2**

**SWINGING CLOWN**  
Moves back and forth on pendulum... flops over when hit... resets automatically!

**New CANDLE TARGETS**  
Player shoots out the flame (in lights)... just like a real rifle range!

**PLUS — All New Fall-Over Targets**

- GENUINE .22 caliber SAVAGE Rifle
- REALISTIC Gun Flash and "Kick"
- NEW STREAMLINED, Colorful Cabinet
- BRILLIANTLY LIGHTED Theatrical Effects
- SIMPLE MECHANISM... Easy Servicing

**25 SHOTS 10c**

**CONTACT YOUR GENCO DISTRIBUTOR TODAY!**

**GENCO** MFG. & SALES CO.

2621 North Ashland Chicago 14, Illinois

chicago coin's

# FIREBALL

Another FIRST in Bowling Games!

Featuring...

## "Flash-O-Matic" SCORING

WITH TRAVELING SCORE LITES  
IN FORMICA PLAYFIELD!

### FOUR DRUM SCORING!

Players Skill Can Give  
Him Top Score  
of 9600

### TWO GAMES IN ONE!

Easily  
Adjustable  
from  
"Flash-O-Matic"  
to  
Advance  
Scoring!

- Player by Timing His Shot When Highest Score is lit on the Formica Playfield Gets as Much as 800 for a Strike in Each Frame!

- Available in 10¢ 3 for 25¢ Play.

- The Most Exciting and Fascinating Innovation in Bowling Games in Years!

chicago coin's  
**HOLIDAY BOWLER**

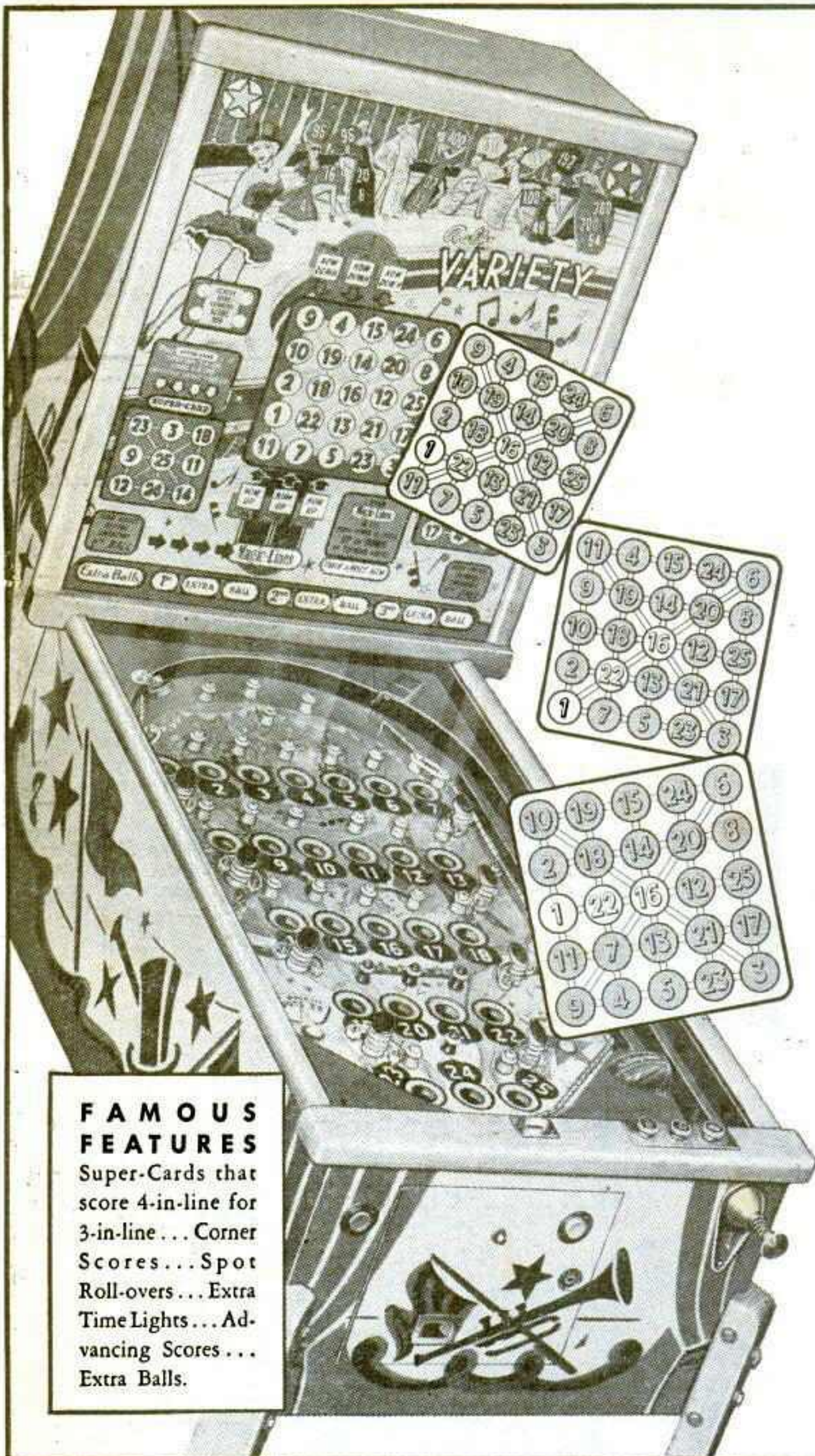
Featuring New Point Credit Scoring Thrill! Player Matching Number-Star-Crown gets Added Point Credits.

Still Available!...  
chicago coin's  
**FLASH BOWLER**  
With "Flash-O-Matic" Scoring!  
**STAR-LITE BOWLER**  
With New Matching Principles!

chicago coin

MACHINE COMPANY

1725 W. DIVERSEY BLVD. • CHICAGO 14



**FAMOUS FEATURES**

Super-Cards that score 4-in-line for 3-in-line... Corner Scores... Spot Roll-overs... Extra Time Lights... Advancing Scores... Extra Balls.

*Bally*  
**VARIETY**

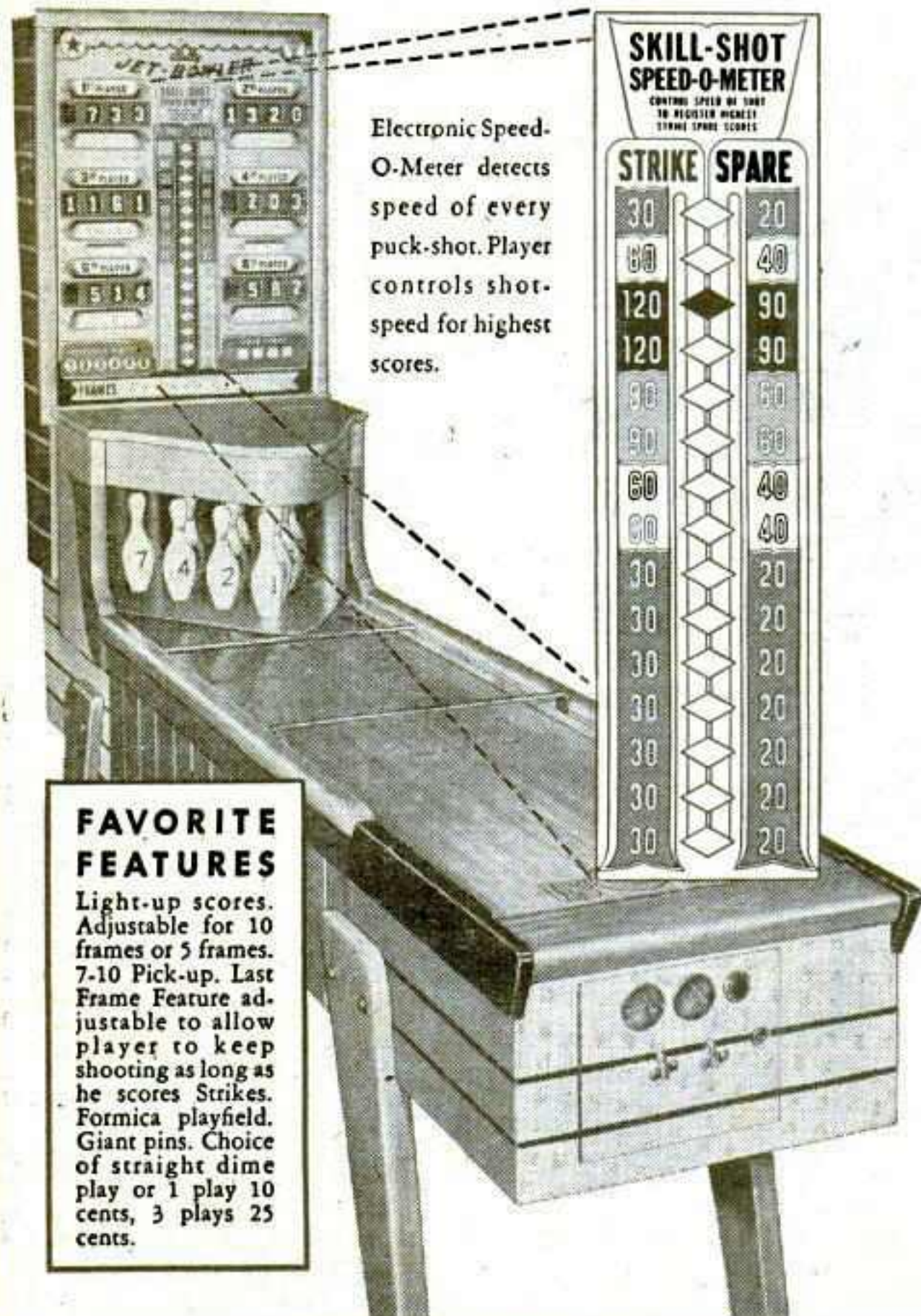
WITH SENSATIONAL

**Magic-Lines**

**PROFIT BOOSTING FEATURE**

Location-reports from coast to coast prove that VARIETY tops all other in-line games, including BEACH CLUB, for immediate attraction, continuous repeat-play and record-smashing earning-power. Get your share... get VARIETY today.

Ghost-cards above show how player moves Card-numbers UP or DOWN. Bright circles are lit numbers. Top card shows all numbers in normal position. Other cards illustrate 3 different ways to straighten out lop-sided line-up by moving first 3 lines of Card UP or DOWN. Players hail Magic-Lines as greatest extra-fun feature in years... and back up their enthusiasm with greatest cash-box approval in years!



Electronic Speed-O-Meter detects speed of every puck-shot. Player controls shot-speed for highest scores.

**FAVORITE FEATURES**

Light-up scores. Adjustable for 10 frames or 5 frames. 7-10 Pick-up. Last Frame Feature adjustable to allow player to keep shooting as long as he scores Strikes. Formica playfield. Giant pins. Choice of straight dime play or 1 play 10 cents, 3 plays 25 cents.

*Bally*  
**JET-BOWLER**

WITH MATCH-SCORE FEATURES

**Rocket Bowler**

WITHOUT MATCH-SCORE FEATURES

SPEED-CONTROL SKILL of skee-ball combined with AIM-CONTROL SKILL of bowling results in a bowler that really keep players coming back day after day, month after month. Get in on the big new bowler boom... get JET-BOWLER and ROCKET-BOWLER!

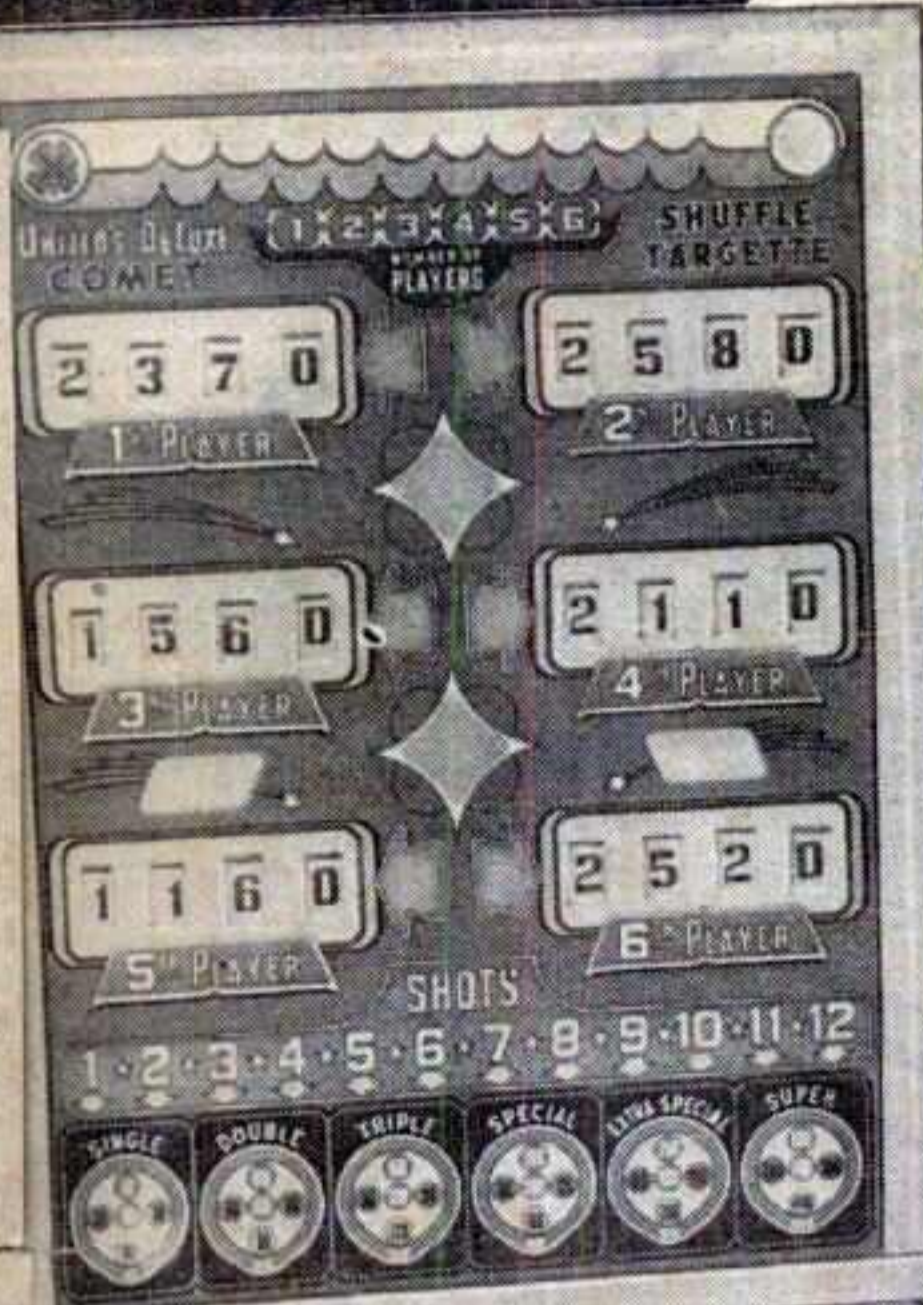
Bally Manufacturing Company, 2640 Belmont Ave., Chicago 18, Illinois

UNITED'S DE LUXE

# COMET

## SHUFFLE-TARGETTE SHUFFLE-TYPE SKEE-SKILL GAME

WITH NEW **UP UP UP** PROGRESSIVE SCORING



HEAVY DUTY  
**MOLDED RUBBER**  
INSURES  
QUIET  
OPERATION

TERRIFIC  
**SUSPENSE FINISH**  
LAST 2 SHOTS  
MULTIPLY SCORE  
10 TIMES

12 SHOTS 10¢

ALSO AVAILABLE  
WITH TWIN CHUTES  
10¢ AND 3 FOR 25¢

Popular **Triple-Match Feature**  
(Also Available without Triple-Match)

### SIX CAN PLAY

A TRULY GREAT COMPETITIVE GAME

**EXTRA FAST PLAY**

EQUIPPED WITH  
UNITED'S LATEST  
E-Z SERVICE FEATURES

SIZE 8 FT. BY 2 FT.

SEE YOUR  
DISTRIBUTOR

OTHER UNITED HITS  
NOW AT YOUR DISTRIBUTOR

**SINGAPORE**  
Fast Action In-Line Game

**11th FRAME**  
SHUFFLE ALLEY  
BOWLING GAMES

**CARNIVAL GUN**  
Fast Play Shooting Gallery  
with TIME BONUS SCORE

**UNITED MANUFACTURING COMPANY**

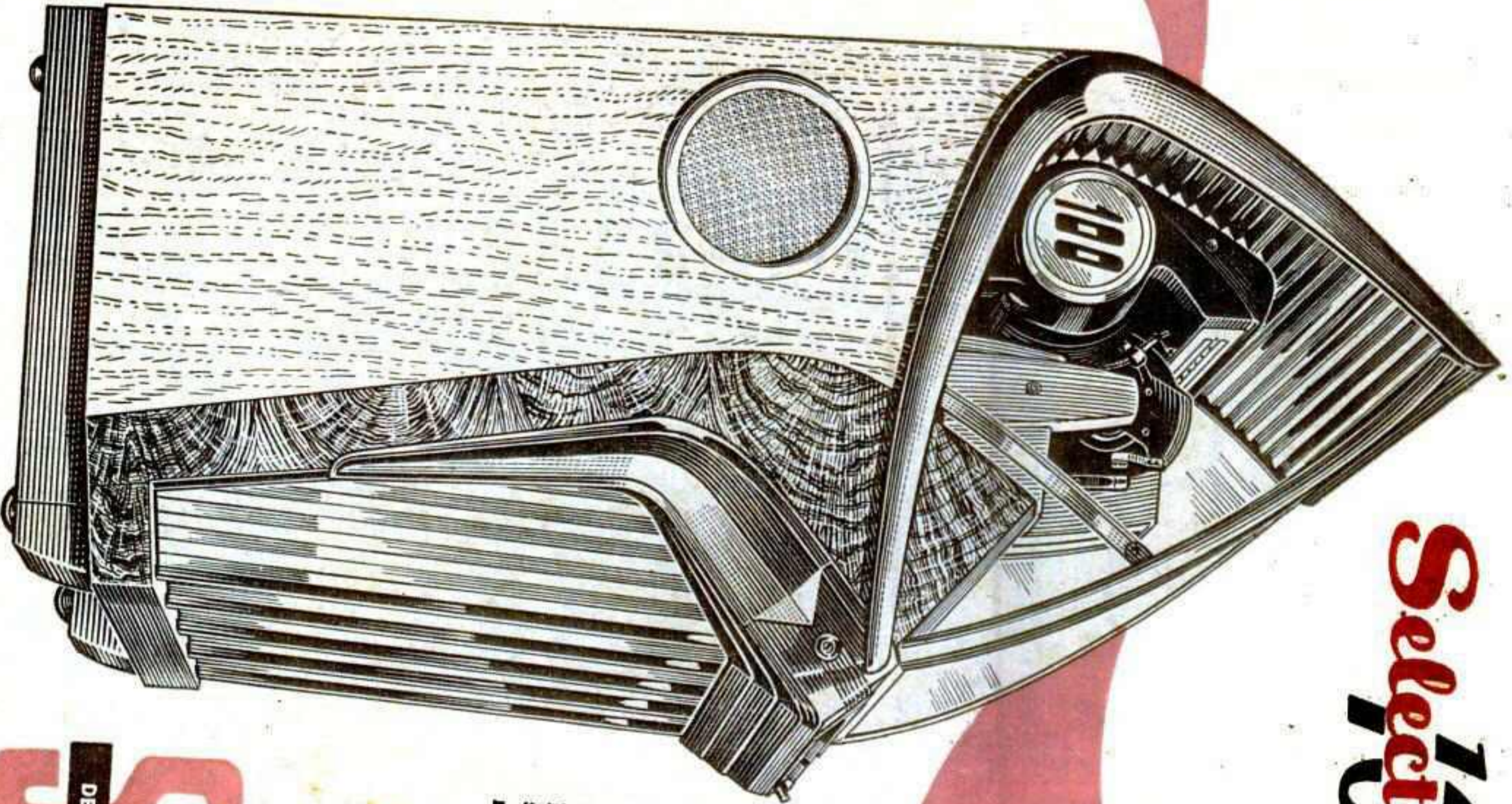
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS



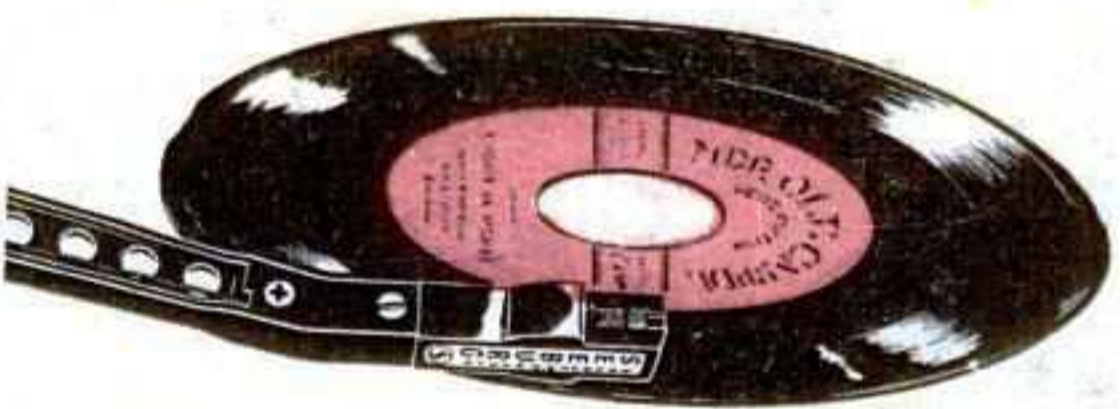
**Select-O-matic** music systems give you...  
**these two great Seeburg firsts**

**FULL-SPECTRUM  
 HIGH FIDELITY**

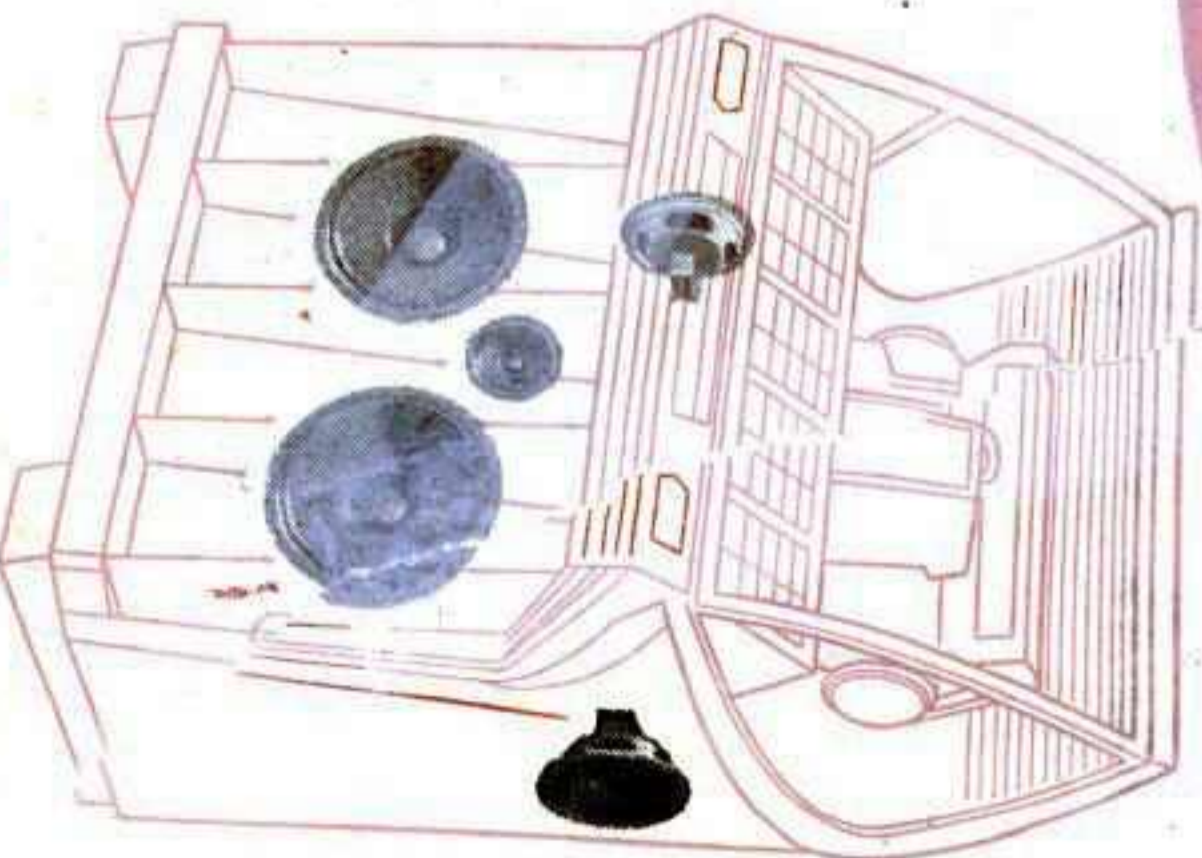
**ALL-DIRECTIONAL  
 SOUND**



Now, faithful reproduction of every tone in the musical spectrum... from the lowest lows to the highest highs. The lightweight spring-tension magnetic pickup has a range of 15 to 25,000 cycles per second. The amplifier is the finest ever installed in a coin-operated music system.



Music in all directions... beautifully and faithfully reproduced at the same tonal level. To provide this ultimate in listening pleasure Seeburg has incorporated 5 separate speakers into the Select-O-Matic "100". It's the finest electro-acoustical system ever built into a coin-operated music system.



**Seeburg**  
 DEPENDABLE MUSIC SYSTEMS SINCE 1902  
 J. P. SEEBURG CORPORATION  
 Chicago 22, Illinois



*America's Finest  
 and Most Complete  
 Music Systems*

UNITED'S DE LUXE

# COMET

## SHUFFLE-TARGETTE

SHUFFLE-TYPE SKEE-SKILL GAME

WITH NEW **UP UP UP** PROGRESSIVE SCORING

1 2 3 4 5 6 7 8 9 10 11 12 SHOTS

SINGLE DOUBLE TRIPLE SPECIAL EXTRA SPECIAL SUPER

HEAVY DUTY  
MOLDED RUBBER  
INSURES  
QUIET  
OPERATION

TERRIFIC  
SUSPENSE FINISH  
LAST 2 SHOTS  
MULTIPLY SCORE  
10 TIMES

12 SHOTS 10¢

ALSO AVAILABLE  
WITH TWIN CHUTES  
10¢ AND 3 FOR 25¢  
**Popular Triple-Match Feature**  
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**SIX CAN PLAY**  
A TRULY GREAT COMPETITIVE GAME

**EXTRA FAST PLAY**  
EQUIPPED WITH  
UNITED'S LATEST  
E-Z SERVICE FEATURES

SIZE 8 FT. BY 2 FT.

SEE YOUR  
DISTRIBUTOR

UNITED'S DE LUXE COMET SHUFFLE TARGETTE

1 PLAYER 2 3 7 0

2 PLAYER 2 5 8 0

3 PLAYER 1 5 6 0

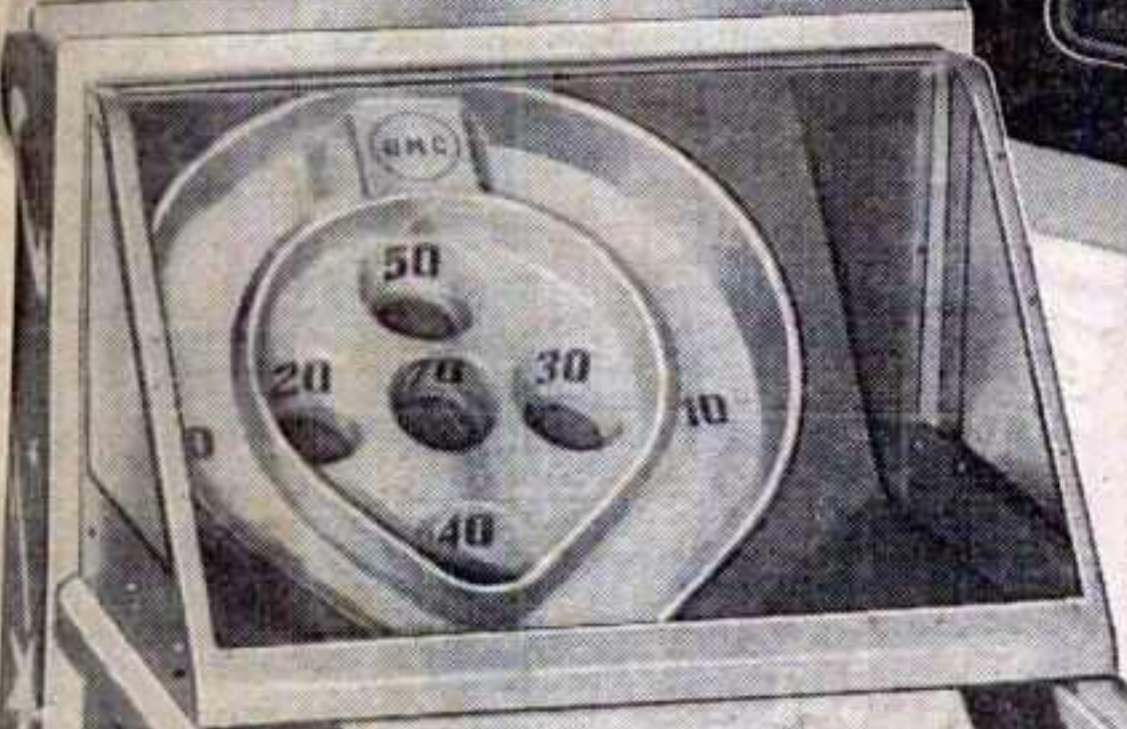
4 PLAYER 2 1 1 0

5 PLAYER 1 1 6 0

6 PLAYER 2 5 2 0

SHOTS 1 2 3 4 5 6 7 8 9 10 11 12

SINGLE DOUBLE TRIPLE SPECIAL EXTRA SPECIAL SUPER



OTHER UNITED HITS  
NOW AT YOUR DISTRIBUTOR

- SINGAPORE**  
Fast Action In-Line Game
- 11th FRAME**  
SHUFFLE ALLEY  
BOWLING GAMES
- CARNIVAL GUN**  
Fast Play Shooting Gallery  
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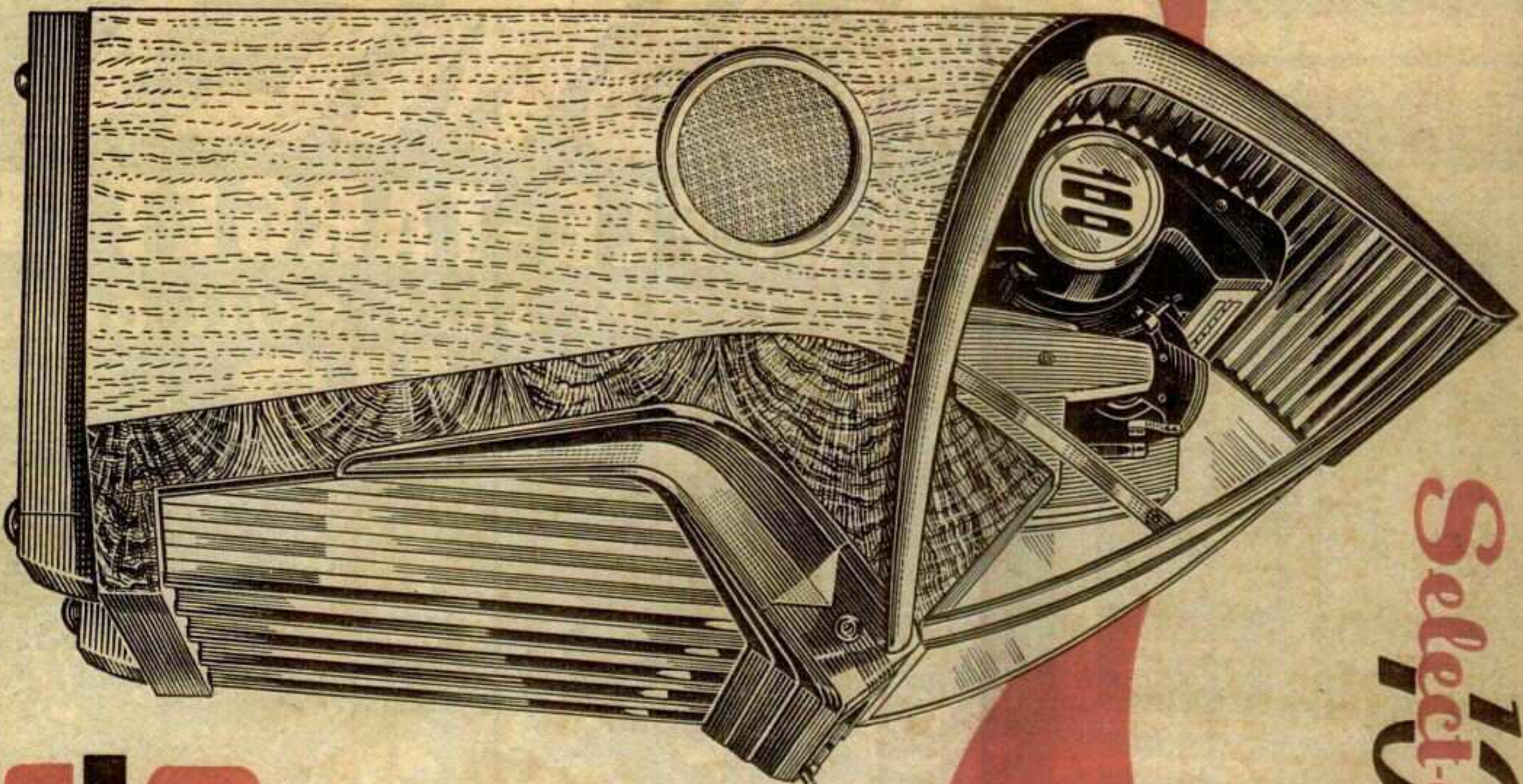
**UNITED MANUFACTURING COMPANY**  
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

# Select-O-matic music systems give you

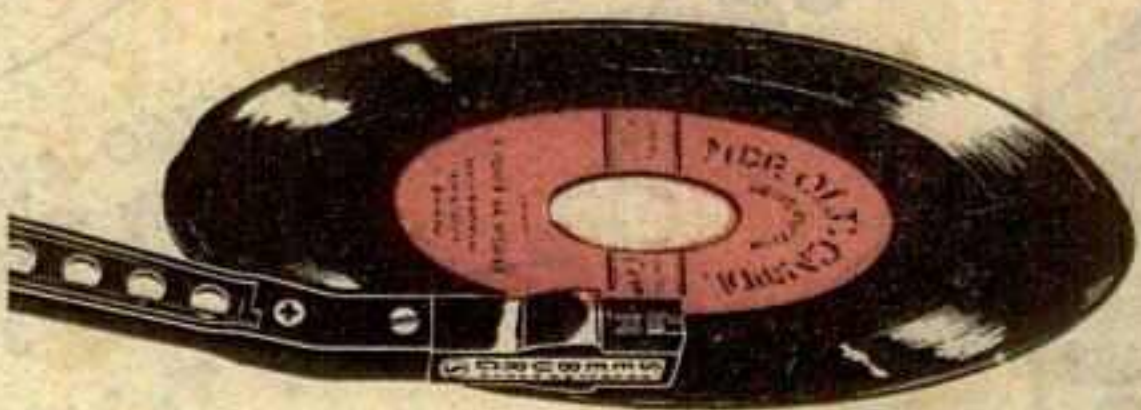
## these two great Seeburg firsts

**FULL-SPECTRUM  
HIGH FIDELITY**

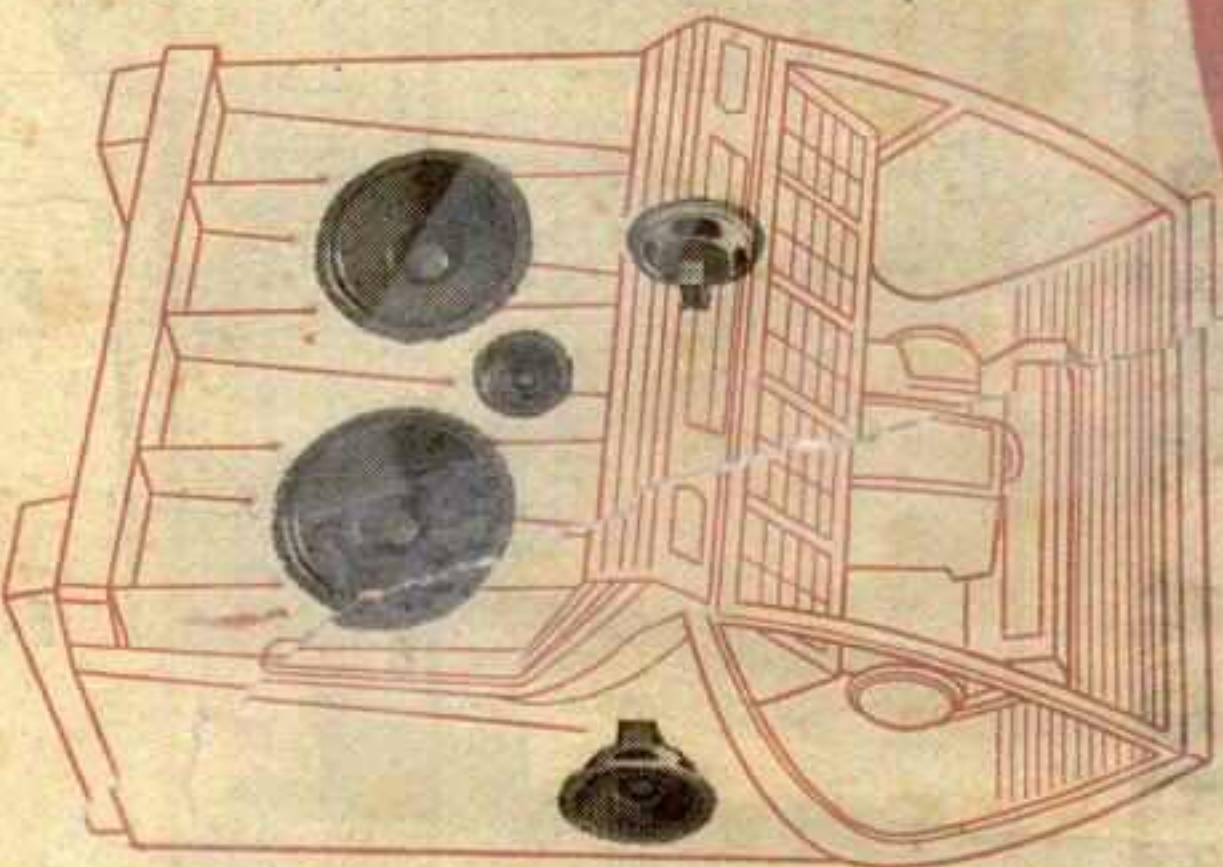
**ALL-DIRECTIONAL  
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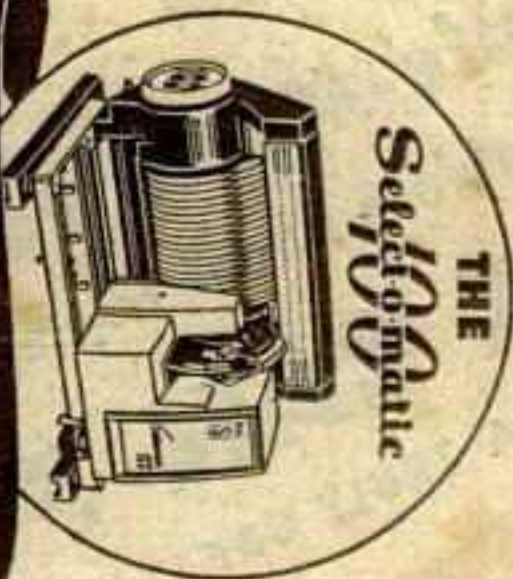
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J. P. SEEBURG CORPORATION  
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THE MOST WIDELY PUBLICIZED MECHANISM FOR THE PLAYING OF RECORDED MUSIC

*America's Finest  
and Most Complete  
Music Systems*