

The Billboard

NOVEMBER 20, 1954 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY PRICE: 25 CENTS

Pa, Ma and Kids Are Totin' Shootin' Irons

Coin-Operated Guns Crack Across U. S., Turn Public Into Boones, Annie Oakleys

By BEN KNAUF

CHICAGO, Nov. 13.—Guns are booming across the nation—new-fangled, coin-operated guns that give latter-day Daniel Boones and Annie Oakleys 20 or more shots for a nickel or dime.

Thousands of adults, as well as moppets, are hunching up to amusement gun games and testing their prowess as sharpshooters, potting away at everything from owls to elephants.

Coin-operated guns have been shooting along for more than 50 years, but never before have they been such a hit in taverns and bowling alleys, as well as in Penny Arcades and amusement parks.

New Shooting Galleries

This new crop of compact shooting galleries with electrically operated .22 rifles has created the biggest enthusiasm among amusement game players since the innovation of the shuffle bowling game in 1949. The shuffle bowler, still a favorite, lets players knock down electrically tripped howling pins with steel pucks shuffled across a 8 to 9-foot board.

Walter Tratsch, owner of A.B.T. Manufacturing Company, Chicago, producer of 300,000 amusement guns since 1925, is a walking history of the gun game business. According to Tratsch, the first coin-operated gun game appeared in New York City Arcades at the turn of the century. Electrical wires connected the gun mount with a six-ringed bull's-eye target 25 feet away. When the player pulled the trigger his "hit" was spotted on the target in one of the six rings, depending on the position of the gun when the trigger was pulled. This gun, selling for \$250 and operating for a penny a shot, was a tremendous attraction.

Penny Guns

About 45 years ago, says Tratsch, the second coin-operated gun appeared. This penny gun, a pistol model, actually fired the penny at the target—an Ingersoll watch covered by a strip of glass. If the penny broke the glass, the marksman got the watch, but, of course, the glass was seldom broken.

The new electrical rifle units are off-shoots of an idea originated by Eldon Dale and produced by Exhibit Supply in the form of a pistol game in 1948. The Dale principle

In a Tavern Hot Gun Play

CHICAGO, Nov. 13.—While women are among the most enthusiastic players of the new gun games, many have never fired a rifle, and thus need to be taught by their male escorts.

A local tavern owner, unaware that a game operator had moved a new .22 type rifle unit into his location, was at first stopped short by the following monolog from the sideroom of the tavern:

"Move in closer, honey, now, hug tight . . . hold your breath . . . squeeze!" The owner, however, soon realized that play did not have to be stopped, since the guy kept dropping dimes in the gun game.

—direct electrical contact—puts to use a hidden "arm," attached to the rod of the gun mount. The arm travels in all directions with the swivel motion of the gun. When the player has the target perfectly sighted, a point at the end of the arm is lined up with an electrical contact on a board below the gun mount, causing the target to drop when the trigger is pulled.

Compact Target

A compact target set-up used on the new rifle units also originated with the Dale gun. The target field is reflected by a mirror from the bottom of the cabinet onto a glass in front of the gun, giving apparent depth to the target field.

Three manufacturers—Exhibit Supply, Genco Manufacturing & Sales Company, and United Manufacturing Company—have run an estimated 7,000 of these rifle units off the production lines since April. New models are continually in the process of design and production.

Target back-drops on the new gun games include everything from a carnival atmosphere to a jungle

(Continued on page 83)

'LQ REVUES' TO HIGH KICK IN TV COLOR FILMS

NEW YORK, Nov. 13.—Production is expected to begin sometime in the middle of December on 26 episodes of Lou Walters' "Latin Quarter Revue" on film. Each show reportedly is budgeted at \$30,000 and will be shot in color by producer John Love.

The show will feature top talent from various "Latin Quarter" night clubs around the country. The name talent, of course, will be paid fees in addition to the one for their night club work. The shows are also expected to have production numbers which will utilize the lines at the various Latin Quarters.

Shooting will be done here, in Miami, Los Angeles, Las Vegas, Nev., and in Europe. A top name will be signed to emcee the presentation. The show is expected to go into syndication, but no distribution has been arranged as yet. Attorneys for the package are Marten & Singer.

The New York Latin Quarter was used recently as the basis of a "Colgate Comedy Hour" show. However, this is the first time established night clubs will provide the theme for a regular TV film series.

U. S., British Clients Spar for TV Time; What About Rules?

Local Stand Vs. English Authority May Be American Interests' Boon

By LEIGH VANCE

LONDON, Nov. 13.—American sponsors and their subsidiaries who distribute to the British market are jockeying with their English rivals for time on the new commercial TV network here, which is scheduled to tee off next August.

While prospective bankrollers and ad agencies already are standing in line, they are spending a good part of their time these days worrying about the effect upon them of the rules set up by the British Independent Television Authority, which will operate the system.

Rules Re-Shaped?

The prevailing feeling is that some of these rules work so much to the disadvantage of the advertiser that violent objections may be expected perhaps even before the system gets into operation, and that there may well have to be a drastic re-shaping of the regulations before too much time elapses.

These protests may culminate with any reshuffle working out to

the advantage, not only of U. S. advertisers, but of American TV film distributors, whose product can very well wind up getting a bigger play.

Top-echelon ITA executives admit in private conversations that they may not be able to meet production costs of commercial shows under the present plan, which calls for advertisers to have no say about the content of programs in which their commercials will be slotted. The advertising fraternity has been excluded from participation in the programming aspects, and as a result may well balk at footing the full costs via announcements in shows they may actively dislike.

Canada Set-Up

This situation is somewhat comparable to that existing in Canada, except that in that country, both the State and commercial networks are under the single control of the Canadian Broadcasting Corporation. The CBC commercial operation has been charged with "shoving TV programs down advertisers' throats" by advertisers who beef that they must buy whatever shows CBC gives them, and they have little or nothing to say about the talent used (The Billboard, November 6). CBC Chairman William A. D. Dunton has admitted that CBC is forced to pay up to 40 per cent of production costs, the money coming from a 15 per cent excise tax levied on the wholesale price of TV sets.

One result of the situation in England may be a lowering of barriers against the importation of American TV film shows in quantity. The reasoning is that ITA will not be in a position to hold out any great length of time against an active mass outcry against program quality by advertisers. Also, if ITA cannot meet its production costs it will be in a very weak position to defend its operation.

As a result, British bankrollers will be able to point to the logic of importing U. S. vidfilms which have not only proved their commercial value but which, in many cases, having already had two or more runs, would be available to the British market at a comparatively low price.

Altho there already is a consid-

(Continued on page 2)

NEWS OF THE WEEK

Midwest Agencies Open N. Y. Offices To Supervise Clients' TV Activity . . .

Midwest agencies continue to open New York City branches in order to ride herd on the TV activity of their clients. Two more such advertising firms are getting ready to open offices here. . . .Page 2

Week's Big Rumor Fades as ABC Drops Idea of Buying DuMont . . .

Rumors were flying this week that ABC was trying to buy out DuMont. But, whatever consideration it had given the idea, the A-B-T board had definitely dropped it by the end of the week. However, it was still speculated that Paramount Pictures might be trying to take control of DuMont. . . .Page 3

Rise in Distribs' Feature Film Costs Will Hike Price to Stations . . .

Since distributors will have to pay top prices to get feature films into TV from now on, they will have to ask ever higher prices of stations. In many instances they will have to put these pictures into theatrical distribution first. Further aid is found in the fact that sponsors are becoming increasingly aware of the value of top features. . . .Page 4

Nation's Disk Jockeys Converge On Nashville for WSM Festival . . .

The more than 1,000 disk jockeys, publishers, artists and record company executives who will attend WSM's National Disk Jockey Festival will be feted by a series of breakfasts, luncheons, dinners and cocktail parties. The two-day event will be held in Nashville on Friday (19) and Saturday (20). . . .Page 13

Record Companies Aim for Smash Christmas Disks; Releases Heavy . . .

The diskeries have started issuing new Christmas recordings in an ever-increasing flow in an effort to come up with a smash waxing for the holiday season. They are using top pop vocalists, groups and orks in order to break thru another "White Christmas" or "Rudolph." All this in addition to the re-releases of Christmas hits of other years. . . .Page 13

Major Disk Labels Cooperate With M-G-M on 'Here in My Heart' Album . . .

Good fellowship reigns in the sound-track record album field, with the major labels suddenly most cooperative on lend-lease deals with other firms. M-G-M's "Here in My Heart" album is a case in point, with Rosemary Clooney, Jose Ferrer, Tony Martin, Vic Damone and Helen Traubel all loaned to M-G-M by other companies, in return for reciprocal agreements on M-G-M artists. . . .Page 13

Livingston, Pre-Recorded Tape Firm, Sets Deal with 5 LP Mfrs. . . .

Hi-fi component manufacturer Livingston Electronics sets deal to release pre-recorded tapes taken from the catalogs of five independent LP manufacturers. Plans regular release schedule in strong move into field. . . .Page 14

Outdoor Showmen Trek to Chi for Annual Conventions, Bookings . . .

Outdoor showmen are wrapping up their business on the home front in preparation for their annual junkets to Chicago for conventions of fairs, carnivals and parks groups as well as for booking and buying sessions. . . .Page 53

MOA President Blueprints Juke Box Record Label Plans . . .

George A. Miller, president of Music Operators of America, explained MOA's support of Barney Young's national juke box music program. Record will be made available to all operators—MOA to receive 10 cents a record sold. First record designed to test operator reaction. . . .Page 72

DEPARTMENTS AND FEATURES

Amusement Games . . .	83	Magic	52
Burlesque	52	Merchandise	66
Carnival	60	Music	13
Circus	64	Music Charts	28
Classified Ads	70	Music Machines	72
Coin Machine Market	84	Parks & Pools	57
Coming Events	69	Pipes	67
Drive-In Theaters	65	Radio	13
Fairs & Expositions	58	Review Digest	11
Final Curtain	52	Rinks	65
General Outdoor	53	Roadshow Repertoire	65
Honor Roll of Hits	28	Routes	56
Legitimate	11	Television	2
Legit Routes	11	TV-Film	4
Letter List	68	Vending Machines	79

Disney, Bolger Head for North

TORONTO, Nov. 13.—Canadian Broadcasting Corporation accepted ABC-TV's "Disneyland" and Ray Bolger filmed shows. Earlier this month, CBS cleared time for Canadian Admiral to air ABC Film Syndication's "Passport to Danger." Swift, which uses "Disneyland" in the U. S., will also sponsor it in Canada along with Nestles and Canadian Fisheries. As in the U. S., Lehn & Fink will be Ray Bolger's Canadian sponsor.

CBS's acceptance of three American shows follows the Toronto Telegram's blast at CBS for shoving unwanted Canadian TV shows "down advertisers' throats" (The Billboard, November 6).

N. Y. as TV Center Brings Ad Agencies Flocking to Town

8 Midwest Firms Open or Expand Gotham Branches to Share Bonanza

NEW YORK, Nov. 13.—Large out-of-town advertising agencies, mainly in the Midwest, continue to either expand their operations or open branch offices here, sparked largely by the necessity for close supervision over TV and its importance to their clients. Latest to make plans for New York City offices are Campbell-Mithun of Minneapolis, and Guild, Bascom & Bonfigli of San Francisco. The latter recently picked up \$2,450,000 in business from the Ralston Company.

Increased billings in both TV and radio have prompted Needham, Lewis & Brorby, Inc., a Chicago agency, to enlarge its local office. The firm has an office here headed by Richard Eastland which

services its clients in radio and TV. The new expansion, however, will make the New York office a complete agency-unit to provide the same services as those furnished by the Chicago agency. Veepee Frederick A. Mitchell is being transferred here to head up the new set-up. Out of the \$29,000,000 which the agency is expected to gross in 1954, \$12,000,000 will be in radio and TV, mainly the latter.

Grant Agency

As a further indication of the importance of a solid operation here, Grant Advertising, Inc., of Chicago, which already has a New York office, has hired Thomas J. Maloney, former exec veepee of Cecil & Presbrey, and made him veepee in charge of its local headquarters. He brings with him about 10 former Cecil & Presbrey employees headed by William Patterson, who becomes director of radio and TV for Grant. Donald Tompkins, present director of radio and TV for the agency, is expected to be moved back to Chicago where he may be promoted to a veepee.

A major account at Grant is Dodge Motors which has several video properties on the networks in need of rather careful watching.

Several other agencies whose major concentration is also automotive—including McManus, John & Adams, and D. P. Brother—have opened branches here recently. The former agency has Pontiac Motors and Dow Chemical, two accounts which have recently made sparks fly on the network level. The latter agency has Oldsmobile, more active than ever this season on TV.

Early in September the Geoffrey Wade Agency, of Chicago, which handles the Miles Laboratories account, open shop here with Forrest Owen Jr. at the helm. And several months ago, Perrin-Paus Company, also of Chicago, opened an office here. Elliot Saunders is in charge, and he functions mainly as the producer of commercials for Sunbeam Corporation, the agency's chief client.

Chicago Loses Out

The influx of these agencies is an indication of the fact that in TV, Chicago has more than ever lost out to New York City and Hollywood. Chicago was never an important point of origination for radio shows, but a number of them were beamed from the city consistently thru the years. In TV,

(Continued on page 10)

STATIONS HOPE IT'S INCLEMENT

CHICAGO, Nov. 13.—Sno-Chaser, thru the Charles O. Puffer Company, Chicago, has placed a unique TV spot commercial campaign to run initially in 11 cities. Instructions accompanying the spot indicate the commercial is to be used only during inclement weather such as snow storms, sleet, etc.

Sno-Chaser is the brand name of the National Brush Company, Aurora, Ill., product which is designed for use by autoists in removing snow and ice from cars.

Corbett to Fly on Du Mont Web

NEW YORK, Nov. 13.—Indications are that Kraft will use the Du Mont network for its new property, "Tom Corbett, Space Cadet," which most likely will be slotted on Saturday mornings. The NBC-TV network had been given consideration by the advertiser, but seems to have lost out because of price.

It is not known whether Frankie Thomas Jr. will once more play the lead in the space show. Rockhill Productions owns the package.

Nabisco Plans TV Expansion With Kid Show

NEW YORK, Nov. 13.—The National Biscuit Company is planning to expand its TV schedule still further with a strong new kiddie show beginning early next year. The new property has not yet been selected. It will be film, since the sponsor apparently plans to spot book it.

McCann-Erickson, one of Nabisco's ad agencies, is laying out a new advertising slant for the sponsor, which the new show will be relied on to put across. But before going on the new show, the commercials will be tested in a 25-station ride on "Sky King," the air-Western veteran show produced by Jack Chertok.

McCann handled "Sky King" for Derby Foods, which sponsored it on ABC-TV and spot stations for three years. When Derby dropped the show this year, the agency maintained the rights to it, apparently having in mind all along to use it for testing purposes. Despite its long-term ride under the Derby banner, there reportedly are only about 20 episodes in the entire "Sky King" series.

Two Accounts Change Hands

NEW YORK, Nov. 13.—The Chicago office of Cunningham & Walsh is reportedly in the lead for the fat Motorola account, which recently left Ruthrauff & Ryan. Cunningham & Walsh just recently picked up another good piece of business when Eversharp moved there from Biow.

Benton & Bowles meanwhile got itself the approximately \$1,500,000 International Business Machine account which was held by Cecil & Presbrey.

MPPA Declines NBC's Offer of Jan. Spec Time

HOLLYWOOD, Nov. 13.—An attempt by NBC to give its spectaculars a shot in the arm thru use of a gigantic motion picture industry rally has apparently failed, at least for the time being.

NBC execs John West and Fred Wile Jr. met yesterday with representatives of the Motion Picture Producers' Association, offering them the 1½-hour spectacular time January 2 for a show saluting the industry, each studio to put its own stars on the screen. NBC offered to put \$150,000 of its own money into the program, with Hazel Bishop and Sunbeam sponsoring as usual.

After considerable discussion the MPPA turned down the offer, the time factor necessary for the production of such a show being given as one reason, altho reportedly several producers were unable also to get together on format and whether or not an industry tribute show should be sponsored.

A committee was appointed by the MPPA to consider doing the program in three or four months, at which time the producers would have to assume the full \$300,000 cost.

British, U. S. Sponsors Spar for TV Time; What of English ITA Rules?

Continued from page 1

erable outcry against portions of the plan, it is unlikely that any early change can be anticipated. With half the country's political forces ranged against commercial TV in any form, it may be some time before the facts of life percolate into direct action.

Meanwhile, ITA has named the first "program contractors" who will run commercial TV in Britain. In making its selections, while fighting its way thru a baffling web of technical snags, ITA had an unenviable task, and its choices are regarded the result of a curious mixture of courage and compromise.

For the initial year of operation, ITA has authorized separate stations in London, Manchester and Birmingham. To avoid charges of monopoly, control of each station

has been split between two contractors. One runs an outlet from Monday thru Friday, with the other taking over for weekends.

Altho this system allows for six possible contractors, ITA has revealed names of only three thus far. As two of this team were powerful Conservative newspaper groups, an immediate howl of pain sprang from anti-commercial interests. Already spurned candidates for the contractors' slots, like the recently formed powerhouse combine between Val Parnell's Moss Empire circuit and almost every other top show business interest, have joined in cries of baffled protest.

Split Weeks

The alliance between Broadcasting Relay Services (Rediffusion) and Associated Newspapers is expected to have the London station from Monday thru Friday, while cinema boss Sidney Bernstein's Granada Theater group will likely hold sway over both Manchester and Birmingham in the same period.

The tie-up between impresario Maurice Winnick and Kemsley Newspapers is understood set to

run the weekend time on both the Northern stations.

This leaves only London's Saturday-Sunday spot free. It is believed this plum was originally offered to Norman Collins' Associated Broadcasting Development Company, which previous to the appointments had been deemed the leading contender in the field. But Collins is known to think the cost of maintaining an outfit to air programs on only two days a week would outweigh the benefits.

At date of writing there has been no decision on this point, but it is possible the Winnick-Kemsley group may take over the third weekend pitch, or Bernstein may concede one of his Northern territories to Collins. A third possibility is that Collins may go outside the network and be given the job of supplying all the program contractors with news and other broadcasts without actually running a station.

Meanwhile, with the birth of the new baby just about nine months off, one fact is clear. Britain is in commercial TV, if necessary to the death. What isn't clear is—whose death?

CBS-TV OFFERING NEW DISCOUNT PLAN

Web's Time Rate Allows 25% Off Gross Dollar Volume as Lure to Big Spenders

NEW YORK, Nov. 13.—For the first time in network video, a web, CBS-TV will allow a discount on gross dollar volume in place of the usual discount on the use of station-hours and consecutive week sponsorship. The network now allows a maximum discount of 25 per cent, by combining the 15 per cent given for 90 or more station hours per week and the 10 per cent given for 52 weeks' continuity of sponsorship.

In lieu of these, a sponsor who averages \$100,000 or more weekly for 52 weeks in gross time charges will be allowed a 25 per cent discount, which amounts to the same thing. The offer will be of value only to the larger advertisers who have more than one nighttime network show or a combination of nighttime and several daytime stanzas being telecast.

Advertisers who would immediately qualify at CBS-TV are Colgate, Chrysler, General Foods,

General Mills, Westinghouse and probably Toni. NBC-TV will undoubtedly have to follow the lead of CBS-TV, its chief rival. NBC-TV allows a discount based on consecutive use of time and aggregate percentages, that is, the total of the hour rate charged for program periods used during the week. Its discounts also combine to 25 per cent.

Actually, the new CBS-TV discount on dollar volume would seem to give advertisers a slightly better allowance than the combination of the other two discounts. To qualify for the full 15 per cent station-hour discount advertisers have had to buy 90 hours or more station hours per week, which would add up to four half-hour shows. In actuality, it is less because advertisers pay 60 per cent of the hour price for half-hour shows.

The new plan goes into effect shortly.

'Lucy' Reruns to Be Sold at 37G Each

CBS Offers Sunday Slot, Which Would Give Airings Twice Weekly on Network

NEW YORK, Nov. 13.—Reruns of "I Love Lucy" are being offered to advertisers by CBS-TV for delivery January 1 at a net price of \$37,500 per episode. The show is ticketed for a Sunday afternoon slot on the network, probably in the 4:30-5 time period, immediately preceding "Omnibus."

The cost of the film show for rerunning is considered to be rather high. Its first run price is said to be in the neighborhood of \$45,000 each week. The rerun asking price of about \$7,500 less, with the show to be slotted in an afternoon

time period, might make its cost-per-thousand fairly expensive.

The imminence of the reruns of "I Love Lucy" might also be a factor in the surrender of half the show by Philip Morris Ltd. to Procter & Gamble last week. The advertiser may be of the opinion that the property's value could be depressed because it will be available twice during the same week on days which follow each other.

The CBS-TV may not get its asking price for the program, it undoubtedly will sell the situation-

(Continued on page 10)

The Billboard

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

Publishers

Roger S. Littleford Jr.
William D. Littleford

E. W. Evans Pres. & Treas.
K. Kemper Vice-Pres.
M. L. Reuter Secy.
Lawrence W. Gatto Secy.

Editors

R. S. Littleford Jr., Editor in Chief, New York
Lee Zhitto Indoor Editor, New York
Herb Dutton Outdoor Editor, Chicago
G. R. Schreiber, Coin Machine Editor, Chicago
Wm. J. Sachs, Exec. News Editor, Cincinnati
Paul Ackerman, Asst. Indoor Editor, N. Y.
Robt. Dietmeier, Asst. Coin Mach. Editor, Chi
Ben Atlas Chief Washington Bureau

Managers and Divisions

E. W. Evans Main Office, Cincinnati
K. Kemper Indoor Division, New York
M. L. Reuter Coin Machine Division, Chicago

Offices

Cincinnati 22, 2160 Patterson St.
E. W. Evans
Phone: DUnbar 6450
New York 36, 1564 Broadway
W. D. Littleford
Phone: Plaza 7-2800
Chicago 1, 188 W. Randolph St.
Maynard L. Reuter
Phone: CEntral 6-8761
Hollywood 28, 6000 Sunset Blvd.
Sam Abbott
Phone: HOLlywood 9-5831
St. Louis 1, 390 Arcade Building
Frank B. Joerling
Phone: CHestnut 1-0443
Washington 5, 1428 G St., N. W.
News Bureau, Ben Atlas
Phone: NAtional 8-4749

Advertising Managers

Outdoor-Merchandise Cincinnati
Indoor C. J. Latscha, Cincinnati
Coin Machine Dan Collins, New York
Hilmer Stark, Chicago

Circulation Department

B. A. Bruns Cincinnati
Main Advertising and Circulation Offices
2160 Patterson St., Cincinnati 22, Ohio

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

HOTTEST RUMOR OF YEAR

ABC Buying Du Mont? The Answer Is But No

The hottest rumor of the year hit the trade this week: ABC was buying Du Mont. Well, it's not going to happen.

The American Broadcasting-Paramount Theaters board was apparently toying with the idea for a couple of days. But by the end of this week it was clear that it had dropped it completely.

Nevertheless, there still seemed to be considerable unrest in the Du Mont camp. The Du Mont board was locked up in confabs almost all week. And no Du Mont brass was making any comment.

Conceivably the subject of the meetings was the very impact of the report which had hit many of the dailies and all of the trade press from coast to coast. It is also likely that the critical condition of the network, which is now hard pressed to pass its billings of last year, was getting a serious going over.

Many Have Tried

Yet, talk of a Du Mont sell-out was rampant. Such rumors have, of course, circulated the trade on and off for years. Various named as potential buyers in the past have been

International Telephone and Telegraph, General Teleradio, Westinghouse, and Paramount Pictures which controls the Class B, non-voting stock in Du Mont Labs.

The last two were again the subject of widespread speculation this week, but the consensus of trade observers discounted the possibility of Westinghouse's making such a move. Westinghouse's sole interest in the Du Mont situation was said to be the Pittsburgh station, WDTV.

For Paramount there is much to gain in the Du Mont organization, according to the best trade opinion. Aside from the broadcasting division, Paramount would get the manufacturing outlet of its own by which to exploit its Lawrence tube. In the broadcasting end, Paramount would be adding the three Du Mont stations to its KTLA, Hollywood, and still be allowed one more VHF. It would also gain a network operation in which it could bring its production know-how to bear.

Still another bet was that interests not now operative in the trade are trying to move in on Du Mont.

'HOWDY DOODY'

New Canadian Version Backed by Five Sponsors

TORONTO, Nov. 13.—Sponsors of five different products are backing the five-times weekly presentation of a Canadian version of "Howdy Doody" over the entire CBC TV network. The sponsors include Monarch Cake Flour, Campbell Soup, Fry-Cadbury Chocolates, Standard Brands and Shredded Wheat, placed by three agencies, Cockfield-Brown, Stanfield of Montreal and MacLarens.

The show gets under way Tuesday (15), with new scripts written for the Canadian market, in the same slot as that of its American counterpart, 5:30 to 6 p.m. Frank Fice produces and Cliff Braggins is scripting. To put show on its way, Ed Keen and a U. S. staff have been here to provide assists. Each one of the shows will include film inserts on nature and travel subjects.

Offer 'Willy' To Sterling

NEW YORK, Nov. 13.—Dancer, Fitzgerald & Sample this week was trying to persuade Sterling Drugs to pick up half of "Willy." The show is now sponsored by General Mills in the 10:30-11 p.m. time period on CBS-TV. The first few films in the series were fairly weak, but its new shows are said to be coming thru much stronger from Desilu, its producer.

The characters have even been changed to suit Canadian youngsters. For instance, instead of Buffalo Bob, emcee will be Timber Tom, a young Canadian forest ranger with a great fund of information on outdoor life. Troublemaker Phineas T. Bluster remains, while a puppet known as Mr. X provides the educational element in history. Princess Haida is another character, inheriting the powers

(Continued on page 10)

GOP Thrown for Loss Seeking McConnaughey Nomination OK

WASHINGTON, Nov. 13.—Sen. Lyndon Johnson (D., Tex.) ran into a Democratic roadblock this week in his effort to win Senate confirmation of George C. McConnaughey as Federal Communications Commission chairman while Republicans still control Congress.

The roadblock was thrown when Sen. Lyndon Johnson (D., Tex.) objected to the Senate Interstate and Foreign Commerce Committee's attempt to report the nomination favorably to the Senate Thursday (11). Under Senate rules, such committee reports must be unanimous unless the Senate is in executive session.

Senator Johnson's move is said to be in line with Democratic party

policy to delay action on all major nominations until the Democrats take over control of Congress next year. A delay might increase the chance that McConnaughey's nomination will be vetoed.

Republicans could still press for confirmation of his nomination this year if Senate Majority Leader William Knowland (R., Calif.) calls the Senate into executive session following the vote on Sen. Joseph McCarthy's (R., Wis.) censure. However, there were no indications this week that such action will be taken, especially since Senator Bricker, who has been pushing for confirmation, will leave town this week for a tour of Australian atomic energy developments.

which will bow January 17 in the Monday 8-8:30 p.m. period currently occupied by the Jimmy Nelson show, "Come Closer." Both Wright and Nelson are left homeless by the new sponsor buys.

The Ceba Sunday night show will be produced live by Charles Dubin. The "Reader's Digest" series, owned by Chester Erskine, will be filmed at American National Studios in Hollywood.

Sugar Bowl Buy

The web also this week sold one-third of its Sugar Bowl game on January 1 to American Chicle Company. It also closed another one-shot deal by pacting Chrysler

BOON TO SPOT USERS

Low-Cost Animation Process by Courneya

HOLLYWOOD, Oct. 13.—A low-cost animation process which may reduce the price of TV spots by as much as 90 per cent was unveiled this week by Jerry Courneya Productions.

Altho limited in use, following last week's display by Telemat of its new 10 and 20-second spots (The Billboard, November 13), it promises to be a second big factor in raising the quality of local commercials and spots. Volume of TV advertising is also likely to be increased with the considerable lowering of production costs that the new methods portend.

No expensive hand drawings are required for the Courneya process, called Syncro-Vox, which is limited to lip animation. The Courneya won't reveal the exact methods utilized, the animation is accomplished thru use of mats and superimpositions.

Any product with a face can be made to "talk." In a demonstration film the Quaker on a Quaker Oats box reeled off his own 20-second commercial, and the dog on a can of canine fodder

gave a spiel on how much he was enjoying his chow.

Cost of the process is 10 to 15 per cent of regular animation, Courneya declares, or \$150 to \$200 for a 20-second spot as against the present price of \$1,800. Ad men who have seen the demonstration are impressed by the low cost and believe it will prove a boon for certain types of ads, especially ones which utilize a sponsor's product that has an identifiable person or animal on the label. On Victor Records, for instance, the dog could now talk back to His Master's Voice.

Big drawback of the process is

(Continued on page 10)

Culligan for NBC-TV Mgr. Of Nat'l Sales

NEW YORK, Nov. 13.—Matthew J. Culligan, director of sales for "Today," "Home" and "Tonight," is being promoted to national sales manager of the NBC-TV network, a post previously unfilled. The network sales exec will move out of his current position with the three participation shows, but his replacement has not been named.

Culligan will function as a sort of trouble-shooter, with his special preserve the NBC-TV daytime operation which has been sorely in need of supervision. He would report to George Fry, veepee in charge of network sales.

as bankroller of the November 25 Thanksgiving Parade that will be staged in Detroit by the J. L. Hudson Department Store.

Switching to the debit side of the ledger, the web this week began preparing to hoist distress signals on its Walter Winchell show. The nothing is definite yet, it looks as if Gruen may ankle the stanza upon expiration of its current cycle. ABC, however, doesn't foresee much difficulty in getting a replacement when and if it's faced with such a necessity.

On the programing side, the web is mulling the idea of coming up with two new half-hour drama series. One would be a half-hour version of "Pulitzer Prize Playhouse," to be produced by Alex Segal, while the other would be "Cafe Istanbul," a video version of the cloak and dagger item which ABC Radio once aired with Marlene Dietrich.

RESTLESS PEOPLE

Alfred J. Seaman, veepee and creative director of Compton Advertising, has been elected to the board of directors of the agency. . . . Sylvester (Pat) Weaver, NBC prexy, will address the advertising Club of Baltimore on Wednesday, November 17. Weaver will discuss color television at a luncheon at the Emerson Hotel. . . . Robert R. Brown has joined NBC's department of information as manager of institutional publicity, moving over from the post of publicity supervisor of W. R. Grace and Company. . . . Edward I. Clark, Headley-Reed TV account exec, and Barbara Strohhecker, BBD&O secretary, were married on November 6 in New York City.

F. Robert Fenton, previously with Magazine Management Com-

(Continued on page 10)

Chevy Drops 250G Account

NEW YORK, Nov. 13.—Reports are that the local Chevrolet dealers' organization here has been disbanded. The result has been the immediate cancellation of some \$250,000 worth of business at WCBS-TV here.

The video station, however, has gone out and immediately sold the time. Piel's Beer picked up Chevy's "News of the Night" thrice weekly which gives it the strip Mondays thru Saturdays.

NEWS IN BRIEF

Michael Dann has been promoted to the post of director of program sales for NBC-TV. He formerly was manager of network programs for the web.

Zenith's Phonevision system of subscription TV is being exported to Australia and New Zealand. Tho these lands still do not have television on the air, Zenith has closed a deal with the Rola Company of Melbourne, whereby Rola will set up a new subscription TV corporation which will be licensed to Zenith's patents.

The National Association of Radio and Television Broadcasters this week supported the FCC's proposals giving TV stations the right to operate private inter-city relay facilities. In comments filed with the Commission, the NARTB stated that privately operated facilities would cost stations less than the present common carrier facilities.

Retail sales of TV receivers totaled 986,

136 units in September, a new record for the month, bringing sales in the first nine months of this year to 4,645,063 units compared with 4,300,360 sold in the same period last year, the Radio-Electronics-Television Manufacturers' Association reported last week. Retail sales of radios were up in September, but nine-month sales of 4,032,704 radios were still running behind last year's figure of 4,426,186 receivers sold in the same period.

The Federal Communications Commission is mulling whether it should control the nation's some 300 community television systems. FCC Commissioner John C. Doerfer told the National Association of Railroad and Utilities Commissioners this week that the systems might be hampering development of stations in some smaller communities and that while he opposes control at present, he will not close his mind on the subject until all the arguments are presented.

SUPER POWER
WGAL-TV NBC CBS DUMONT
 LANCASTER, PENNSYLVANIA
316,000 WATTS

Covers a vast, prosperous territory—a rich target for your advertising dollar

Steinman Station
 Clair McCollough, President

Represented by
MEEKER TV, Inc.
 NEW YORK CHICAGO LOS ANGELES SAN FRANCISCO

Upward Price Cycle Due on Feature Films, Says Distrib

AAP Exec Sees Squeeze Coming, With Theater Releases Common Practice

NEW YORK, Nov. 13.—Distributors are going to have to put up bigger money to get feature films into TV. As a result they are going to have to ask higher prices of stations and, in many cases, put the pictures into theatrical distribution before releasing them for TV, while stations will be forced to pass along the boost to sponsors.

This opinion was expressed here by Eliot Hyman, president of Associated Artists Productions, which is operating in the TV, theatrical and non-theatrical fields simultaneously, one of the few outfits to do so.

Hyman sees one major consolation to stations in this rising price

situation. That is that sponsors are becoming increasingly aware of the value of feature films.

Two years ago stations used features almost entirely as spot carriers. There were only a few advertisers, such as Thrift House, which bankrolled features in their entirety. As a result, stations could only pay as much for features as their spot traffic could bear.

Now Sellers' Market

But the new feature packages that came into TV in the past year, notably General Teleradio's

30 and Hygo's "Big 10," have found ready sponsor customers to pick up the first runs in almost every one of the major markets. And in cases where the first-run sponsors are not paying the full cost of the films, the stations' deficits are usually small enough so that they are assured of making money from spots riding the subsequent runs.

In its four months of operation, Associated has accumulated a catalog of over 200 feature films, all of

(Continued on page 10)

Ziv Dubbing Marks Internat'l Expansion

NEW YORK, Nov. 13.—Ziv-TV this week was all set to expand its international operation into Europe. It will immediately begin the dubbing of four of its shows into French, Italian and German. In Germany and Italy, Ziv shows have been booked to debut next spring.

In France, Ziv has set up its own distribution subsidiary, which will cover the Netherlands, Belgium and Switzerland as well. Titled Ziv International of France, the new firm is headed by Joseph Brandel, formerly president of Eden Productions there and before that a director of Philips of Holland.

The several deals, involving "Mr. District Attorney," "Favorite Story," "Boston Blackie" and "Cisco Kid," were worked out by Ed Stern, head of Ziv's international division, who recently returned from a six-week tour of the Continent.

In West Germany, "Favorite Story" has been sold to North Deutschland Radio of Frankfurt, which originates shows for nationwide telecasting.

In Italy, all four shows were sold to Radio Audizione Italian, which originates shows in Rome or Milan for transmission thruout the country.

The French branch plans to put French sound tracks on at least three of the four shows next year.

Future Plan

Stern admitted this week that all this dubbing will cost more than

(Continued on page 10)

Other Merger Reports Follow MCA-UPT Talks

Latter Deal Said To Be Reaching Decision Stage

HOLLYWOOD, Nov. 13.—Talk in the industry about imminent consolidations among TV film distributors had gathered momentum by the report that MCA-TV is negotiating to buy out United Television Programs. Since that story broke last week, both firms have been reported to have received still further offers, to sell out to the former and buy out the latter.

It is now certain that talks have been going on between MCA and UTP. A decision one way or the other is expected within two weeks.

The plan seems to be to consolidate the two sales forces, which would result in a total corps of about 55 men. This would be the largest full-time staff except for Ziv-TV. The main point in all these maneuvers seems to be to build up stronger front against Ziv-TV, which is still the most potent force in syndication.

The tie-up would result in one of the largest single bundles of half-hour products. Over the past year, UTP and MCA-TV have been the hottest rivals in sales of station libraries.

For Jack Gross and Phil Krasne, the tie-up would mean a highly profitable capital gains deal. Just how all this would affect the Gross-Krasne production operation was not clear at this stage.

AFTRA Names Committee on Kine Re-Uses

NEW YORK, Nov. 13.—The American Federation of Television and Radio Actors has appointed a committee to review its policy on the re-use of kinescopes. The union granted permission for kines of "Tales of Tomorrow" to be bought by Eversharp from the Tee Vee Company, and several requests for the re-use of other kine-shows are pending.

Co-chairmen of the AFTRA committee are Alan Bunce and Clayton Collyer. Members are Matt Crowley, Vinton Hayworth, Travis Johnson, Jim Lewis, Elisabeth Morgan, Conrad Nagel, Sally Sweetland, Frank Thomas Jr., Frederic Tozere and Ned Wever. The board has also requested the Central and Western sections to appoint similar committees.

Alien Sources In Hyman Deal

NEW YORK, Nov. 13.—The 83 Spanish pictures that will be distributed by Associated Artists Productions were obtained in a deal with Mike Frankovich, producer of the forthcoming "Deadlock" with Jean Simmons and Stewart Granger. Associated's 40 German pictures were acquired from Emil Lustig of Mainz Films.

Eliot Hyman, president of Associated, said all of these features were produced within the last 10 years. They are now all being dubbed in Europe.

22 Stations Play 'TV Tic-Tac-Toe'

NEW YORK, Nov. 13.—National Telefilm Associates has sold its "TV Tic-Tac-Toe" contest to 22 stations so far. The NTA sales staff has apparently been running into a great deal of sponsor interest in the promotion, especially among food chains. The contest was originally designed for stations only.

NTA is now suggesting to stations that they offer advertisers exclusive sponsorship of "Tic-Tac-Toe" for a buy of at least 600 spots and ID's over the 17-week run of the contest. This, of course, would be on top of the required buy of the NTA library, which includes "China Smith," "Orient Express," "The Passerby" and 158 features. It seems that NTA salesmen are

now out drumming up such sponsor deals for stations that can't carry the load themselves. With this sponsor support, NTA expects to be able to nail down the biggest markets.

The schedule of 600 spots fits in neatly with the schedule of clues that is an inherent part of "TV Tic-Tac-Toe." The contest is set up so that there are three clues a day. If each is given twice, there are a total of 42 a week, or 588 over the 14 weeks the contest is operative. Then, there is a three-week hiatus after the 13th week, which makes a big gap for a heavy spot build-up.

The 22 stations that are now definitely committed to the contest

(Continued on page 10)

SAG Seeks Big Increase in Salary Minimums, Better Payoff on Re-Runs

HOLLYWOOD, Nov. 13.—Members of the Screen Actors' Guild at their annual convention last night (12) decided to tap the hand that's feeding an increasing number of them by voting to seek substantial boosts in salary minimums from TV film producers, as well as asking for a greater percentage of re-run coin.

Altho they're not likely to get the full amount they're seeking, telefilm production is at such a high level that the producers probably will not want to risk a protracted strike. If and when the raises go into effect they'll almost certainly be passed on to ad agencies and sponsors since producers seem in no mind to absorb further cost increases themselves.

What TV film has done for Hollywood employment is demonstrated dramatically by the percent-

age of workdays as divided between telefilm and theatrical production for actors in the under-\$7,500-a-year category, which includes 70 per cent of the Class A (senior) membership of the Guild.

Whereas five years ago the number of workdays for vidpix was almost nil, it now consists of 46 per cent of the total, theatrical pic production retaining a bare percentage edge that is almost sure to be wiped out next year if the present trend continues. Employment in both types of production increased from 1953 to 1954.

The new scale of salary minimums would be based on the number of lines spoken in a picture so that a 10-line bit player would get more than a 5-line one. Residual payment raises will be asked for the third thru sixth runs of a

show. These are now set at 50 per cent of actors' salaries for the third and fourth runs and 27 per cent for the fifth and sixth. The complicated scale of pay for commercials is also being revised upward.

Re-run payments to actors during the past 10 months have totaled \$268,294, \$190,329 of that coming from 480 TV pix and \$77,965 from Allied Artists for theatrical movies distributed to television.

Plans for a new \$200,000 SAG building at Sunset Avenue and Genesee Avenue, to be ready for occupancy within a year, were announced. The Guild's officers, Walter Pidgeon, president; Leon Ames, John Lund and William Holden, vice-presidents; Paul Harvey, secretary, and George Chandler, treasurer, were all re-elected without opposition.

NEW FEATURE PACKAGE

Seven RKO Pix to Hit Market at Top Prices

Another seven big feature films, two of them starring Gary Cooper, seem to be heading for TV. But the asking price is high, and there are still theatrical commitments that would have to be protected for about another year.

The pictures, all of which were originally released by RKO Radio, are: "Woman in the Window" with Edward G. Robinson and Joan Bennett, 1944; "Along Came Jones" with Gary Cooper and Loretta Young, 1945; "Belle of the Yukon" with Randolph Scott and Gypsy Rose Lee, 1944; "The Stranger" with Edward G. Robinson and Loretta Young, 1946; "Casanova Brown" with Gary Cooper and Teresa Wright, 1944; "Tomorrow Is Forever" with Claudette Colbert and Orson Welles, 1946; "It's a Pleas-

ure" with Sonja Henie and Michael O'Shea, 1945.

The negatives are now owned by Moulin Productions. It is reported that Moulin toppers have been offering the TV rights, but for over \$50,000 each, more than has ever been paid to get features into TV.

Further, the re-issue rights are still in the hands of Nat Saland's Independent Releasing Company, and to buy these out would, of course, make the cost impossible.

General Teleradio was recently reported to be close to this deal, but apparently it didn't pan out. Eliot Hyman, head of Associated Artists Productions, is a minority partner in Moulin, but he would have to meet these steep terms as well as any other TV firm. The bidding is evidently still going on.

5 PLUGS FOR 5 DAUGHTERS

Ziv Builds Cantor Bally Around Family Pattern

NEW YORK, Nov. 13.—An "Eddie Cantor Achievement Award" for local families with five daughters is the top exploitation scherme in the promotion kit put out by Ziv-TV for the "Eddie Cantor Comedy Theater."

According to the Ziv plan, any family with five kids (all daughters) would be eligible for the

"Five Daughters Club," of which Cantor is president, and whose motto is "we're outnumbered, but we love it." Higher awards would be forthcoming to the extent that the family resembled the Cantor clan. If, for instance, the parents' names were Eddie and Ida, they would get a grand prize. If, further, the daughters' names were Marjorie, Natalie, Edna, Marilyn and Janet, then they win the top award. Ziv also suggests a consolation prize for fathers of five boys.

By way of exploitation, the Ziv kit further proposes a preview screening of the show for local dignitaries and press and a Hollywood-type premiere for the opening night. Tie-ins with local talent shows is another suggestion.

For premiums Ziv offers four giveaway items, a Mem-O-Clip

(Continued on page 10)

Telescoping Plan Catches Eye of 2 More

Disney Pic to Get Treatment; Mayor May Go for It, Too

HOLLYWOOD, Nov. 13.—Telescoping of theatrical and TV film production, first announced by Joseph Kaufman for his "Long John Silver" picture which is also being made into a TV series, is apparently gaining popularity. Two more producers this week announced similar plans, advantage of which is that it permits some of the telefilm production costs to be absorbed by the theatrical feature.

More or less expected was the announcement by Walt Disney that he would splice the three hour-long segments of the Davy Crockett "Frontierland" film into a feature for overseas release. Basically the story of Crockett's life, the color pic is being shot on location in Tennessee as well as at the Disney Studio in Burbank at a cost of better than \$1 million. Since the sponsors are picking up the tab for only about \$65,000 to \$75,000 per show, a TV airing alone would leave Disney some \$800,000 in the hole.

Still in the planning stage but

(Continued on page 10)

PRODUCTION NOTES

By BOB SPIELMAN

Celebration on filming of 250th show for "Fireside Theater" was held by Frank Wisbar at American National Studios Saturday night (13). Oldest continuous filmed show on TV, "Fireside" first made its appearance in September, 1949, at which time telefilm was considered an oddity. Better than seven million feet of film have been shot since then, the production cost rising from \$7,500 a show to around \$26,000. The anthology series has consistently stuck to better-class dramas, using both originals and stories adapted from other media.

Preston Foster has turned out to be one of the best salesmen for the "Waterfront" series in which he stars. Foster, who makes personal appearance trips around the country during the weeks he's not shooting and used to be an ad salesman for The Philadelphia Bulletin, has sold about a dozen markets, the most recent in Cleveland. One morning he got on the phone at breakfast and convinced three small stations in the Birmingham area.

Half the executives of Station KTTV, led by General Manager Dick Moore, have been on a week-long junket to San Francisco where they've been telling the story of their station and its rise thru the use of TV film to the large ad agencies, hoping that the KTTV story will prove a guidepost for other independent stations.

Hal Roach Jr., whose product is getting more attention than anybody else's these days, has prolonged his stay in New York with indications that a sale of the "Blondie" pilot is near. Recently two other Roach shows, "Bozo the Clown" and "Passport to Danger" were picked up.

Pilot of new series, "The Millionaire," is being displayed to ad agencies in New York by producer Don Feddersen.

Lee Blevins, vice-president of Kling Studios, and partners are peddling the property on Hollywood Boulevard they first acquired for a production lot before they were able to buy Kling from Charlie Chaplin. Other property, in the meantime, has been standing idle gathering taxes.

Rosemarie Decamp has been signed for the famine lead in a vidpix series, one of the trade papers reported this week. So maybe she was hungry?

"Public Defender" resumes shooting on the Hal Roach lot next week with the return of star Reed Hadley, who has one of the leads in the theatrical pic, "Big House, U.S.A.," which has been filming in Colorado.

Feature length movie of "Topper" is being planned by John W. Loveton following success by TV series.

Stars of the three series being filmed at California Studios, Thomas Mitchell, Mark Stevens and Louis Hayward, have shot TV spots for use in the March of Dimes drive.

Virginia Gibson has been signed to costar with Cass Daley in the "Going Hollywood" series.

Film editor Kenneth Crane has been named editorial supervisor of all Gross-Krasne productions.

George Wagner has turned lyricist. The writer-director of the "Big Town" series has penned "One to Grow On," recorded on a major label by Denise Lor.

Screen Gems has the largest payroll in its history with 11 producers and 26 writers at work.

George W. Faust has been named to fill the new post of vice-president in charge of sales at Roland Reed Productions, taking some of the load off Executive Vice-President Guy Thayer Jr. Faust, a former CBS executive, will work in conjunction with UTP on sales.

TV FILM PURCHASES

United Television Programs has sold "Royal Playhouse" and "Mayor of the Town" to WIRK-TV, West Palm Beach, Fla.; "Waterfront" to WFMY-TV, Greensboro, N. C.; WEWS, Cleveland; WHIZ, Zanesville, O., and WSTV, Steubenville, O.; "Where Were You?" to WABI-TV, Bangor, Me., and "Rocky Jones, Space Ranger" and "Lone Wolf" to KTVX, Muskogee, Okla.

The First Federal Savings & Loan Association of Chicago and Westgate California Tuna Packing Company, San Diego, have renewed sponsorship of the Guild Films "Liberace" series over WGN-TV in Chicago. The First Federal was placed thru Advertising Division, Inc., Chicago, while the Westgate business was placed thru Foote, Cone & Belding, Los Angeles.

Ziv-TV's International Division has recently racked up new and renewed business in Latin America. The Spanish versions of six Ziv shows have been sold to the government station in Bogota, Colombia, where they will be sold to participating sponsors. The shows are "Favorite Story," "Cisco Kid," "Boston Blackie," "Mr. District Attorney," "The Unexpected" and "Yesterday's Newsreel."

Also Ziv sold "Mr. District Attorney" to Westinghouse for WKAQ, San Juan, Puerto Rico.

Ziv is preparing to expand its Latin American distribution to Brazil and Argentina shortly.

CBS-TV Film Sales, Screen Gems and NBC Film Division all report light selling this past week, with only 23 sales racked up for all three distributors.

The Screen Gems' sales were "All Star Theater," to KTVW, Tacoma, Wash.; WGLV, Easton, Pa., and KGLO, Mason City, Ia., and "Big Play Back" to Kelo, Sioux Falls, S. D., to be sponsored by Bob Davis Tire Company.

CBS sold Bristol Meyers "Annie Oakley," to be shown over WGAL, Lancaster, Pa.; WDSU, New Orleans; WDTV, Pittsburgh, and WJAR, Providence. "Annie Oakley" was also sold to KRPC, Houston, for Camation Milk, and the Chicago market for Chuckles' Candy. The Dixie Meat Company will sponsor Gene Autry over WMCT, Memphis, and WHYN, Springfield, Mass., will carry "Amos 'n' Andy" on a sustaining basis. "Files of Jeffrey Jones" was sold to WINT, Waterloo, Ind., and "CBS News" to WJBK, Detroit. "The Range Rider" will now be seen in the Detroit market; KGUL, Galveston, Tex., and WTVR, Richmond, Va.

"Badge 714," an NBC Film Division property, was sold to KPTV, Portland, Ore., and KXLY, Spokane, "Captured" will be sponsored by World Solvac over WJMR, New Orleans, and "Feature Films," will be seen over KOMU, Columbus, Mo. NBC Film also sold "Life of Riley," Series C, to KOOK, Billings, Mont., to be sponsored by the Gamble-Robinson Company and "News" to WKJC, Fort Wayne, Ind.

FIRST RUNS FOR LATE HOURS

UTP Plan Offers Three New Series for Strip Programming

SAN FRANCISCO, Nov. 13.—A film programming scheme started by KRON-TV here has led to an aggressive new sales plan by United Television Programs whereby the distributor is promoting the use of new half-hour shows in late-evening periods usually filled by feature films.

As practiced by KRON-TV, a first-run series is booked in the 11-11:30 p.m. slot right across the board. At this rate, a 39 or 52-episode series is run off in the course of about eight weeks.

Now UTP is understood to be offering three of its newest shows for this type of booking under what it is calling its "Smash Plan."

The scheme has been successful for KRON. In the October report of the American Research Bureau, it pulled an average 8.1 in this slot with "The Falcon," which it bought from the NBC Film Division. The two competing stations averaged ARB's of 2.5 and 1.2 with a combination of network shows, feature films and local personalities. KRON's weakest night of the five was a 6.7, when the opposition reached its top, 4.2 with CBS-TV's "Father Knows Best."

4 Spots a Night

KRON is selling four one-minute spots each night in this strip, and is reported to be sold out. Some of the national advertisers on it are Ford, Herbert Tareyton, Anahist, General Petroleum, Southern Pacific, and Polydent Toothpaste. Some of them are buying a spot a night.

It was suggested here that under its "Smash Plan" UTP is charging the stations something less than the

prices set on these three shows for one run a week. This is said to result from the fact that such a deal means quicker run-off and quicker payment than the one-a-week schedule, and also it is in Class C or D time.

The three shows UTP is peddling in this plan are "Where Were You?" with Ken Murray, "Waterfront" with Preston Foster and "Lone Wolf" with Louis Hayward.

KRON brings in its feature film, "Owl Theater," right after the half-hour strip, and usually edges out the two competing features. KRON also gets the strongest lead-in on the 11 p.m. slot with syndicated shows four nights out of five in the 10:30 period, against news and sports on the competing stations.

Directed to Stations

The "Smash Plan" is being directed solely at stations — as opposed to advertisers — as a strong line on which to hang their nightly spots. It is the first all-out promotion of this kind, tho it has been hinted at by the various library-type deals that have long been practiced in the industry.

When MCA-TV started its library sales in the fall of 1953, it pitched its half-hour dramas as replacements for feature films. At that time it was expected that the supply of fresh features was about to dwindle, which it actually has not done over the past year. MCA-TV quickly changed its tack, and now tailors its library sales to fit the stations' needs anyplace on the schedule.

UTP itself has, for more than a year, been selling its "Crosby Package" of re-runs on an unlimited-

play basis, which by its very nature is an inducement to strip booking.

Library Deal Differs

The library deals, as opposed to the "Smash Plan," involve re-runs. Strip booking of first runs has been tried only spottily heretofore. "Ramar of the Jungle" was sold in a few unlimited-play deals two years ago, and WFIL-TV, Philadelphia, for one, has programed it across the board ever since.

If the "Smash Plan" pays off, it is expected that stations will be offered still fruther first-run shows on this or similar bases, by UTP, as well as other distributors.

CBS Denies Report of Prexy Tiff

NEW YORK, Nov. 13.—CBS-TV this week denied that a dispute between its president Jack Van Volkenburg, and Western execs of the network over publicity given the taping of Mario Lanza on the first Chrysler show was responsible for reports of his resignation which were circulating recently.

The network pointed out that the reports of Van Volkenburg's resignation were circulating early in September before the Chrysler show was telecast. Van Volkenburg, of course, remains as president of the network, which is having the best year in its history.

CBS, Inc.'s, consolidated gross sales and earnings hit their highest yet during the first nine months of 1954, net earnings per share for the nine months were \$3.12 compared with \$2.74 and gross sales increased 18 per cent over the record 1953 sales. A special cash dividend of 30 cents per share on its outstanding class A and class B shares was declared, in addition to the regular 40 cents dividend. Also declared was a stock dividend of 2 per cent.

Modern Handles 'Call'

NEW YORK, Nov. 13.—Young & Rubicam has appointed Modern Talking Picture Service to handle the shipping of "Call the Play," which it is spot booking for White Owl cigars. The show is going into five stations initially, with options for a total of 40.

Menkin Added to Guild In 'Net Caliber' Moves

NEW YORK, Nov. 13.—Lawrence Menkin was named director of programs for the Guild Films Company, Inc., this week, giving that firm another top exec in its rapidly expanding roster of "network caliber" leadership.

Menkin was pacted by Guild chief Reub Kaufman on the heels of appointments in the past two weeks of Manny Reiner as a veepee and Dave Savage as director of station relations, while Vitapix, with which Guild is now closely associated, set Bob Richard as coordinating consultant to firm up details of the two groups' working relationship.

Menkin comes to Guild after having won industry repute for his "creative originality" as manager of program planning for the Du Mont web and, most recently, as program manager of WOR and WOR-TV, here. He has created, developed or scripted numerous shows which have been airing on the video webs, including "Rocky King," "Hands of Murder," "Captain Video," "Magic Cottage," "Headline Clues," "Mono-Drama Theater" and "Crime With Father." Previously, Menkin had served as scripter with WLW, Cincinnati, and with CBS, NBC, Ziv and the Office of War Information.

Menkin now heads all program activities at Guild. He will create and develop new series, will supervise the upcoming Guild series which go into production shortly and will serve as program liaison with the Vitapix stations. Among

the series he will supervise commencing at once are "The Goldbergs," "Confidential File," "Bride and Groom," Dr. Norman Vincent Peale, Connie Haines and "It's Fun to Reduce."

Meanwhile Guild Films has signed a 10-year lease for the occupancy of the entire third floor at 460 Park Avenue, New York, at a cost of \$75,000 yearly. The firm will be moved in by mid-January.

Last 13 'Fairbanks Presents' To Be Filmed in Technicolor

NEW YORK, Nov. 13.—The last 13 episodes of "Douglas Fairbanks Presents" will be shot in Technicolor, according to Eliot Hyman, president of Associated Artists Productions, which is distributing the series.

When Fairbanks finishes the current group of 39, that will wrap up the series, according to Hyman. It is not yet decided what Fairbanks will do next, but he will definitely stay in TV film production.

While maintaining his headquarters in England, Fairbanks is due to shoot four films in Italy and

four in France. When production is completed, Associated will have a total of 78 installments. The first 39 of these were handled by Interstate Television earlier this year.

The NBC Film division has in perpetuity the distribution of the very first group of 39, which Fairbanks produced in 1952. It now sells the re-runs under the title "Paragon Playhouse." In financing the second and third cycle, Hyman acquired a profit participation in the "Paragon" group which, Hyman said, got into the profit column shortly after it began second-run sales.

ZaBach Sold In Mexico

NEW YORK, Nov. 13.—Florian ZaBach this week was sold in his 60th market by Guild Films, producer-distributor of the musical series. The sale was made to XETV, Tijuana, Mexico.

Other areas outside the Continental U. S. A. which have bought the violinist are Hawaii, Puerto Rico and Alaska.

MONEY-SAVING SUBSCRIPTION ORDER

Enter my subscription to The Billboard for a full year (52 issues) at the rate of \$10 (a saving of \$3 over single copy rates). Foreign rate \$20.

Payment enclosed

Bill me

839

Name _____

Occupation or Title _____

Company _____

Address _____

City _____ Zone _____ State _____

Send to: The Billboard, 2160 Patterson St., Cincinnati 22, O.

WHOOPEE!

ZIV'S GLORIOUS
NEW TELEVISION
EXTRAVAGANZA...

ED



"THE

THE BIGGEST AND MOST ELABORATE TV SE

COGAIN

COMEDY THE

with
**EDDIE
CANTOR**

Your Star! Your Host!
Your Producer!



DIE

S EVER PRODUCED FOR LOCAL SPONSORSHIP!

TOR

ATRE"

STARS!
LAUGHS!
SONGS!

BRILLIANT
MUSICAL
REVUES
GREAT
COMEDY
STORIES!

SOMETHING
DIFFERENT
AND
EXCITING
EVERY WEEK!

so BIG! so LAVISH!
so ELABORATE!

With guest stars including
Brian Aherne, Don DeFore,
Pat Crowley and many more



NEW YORK • CINCINNATI • HOLLYWOOD

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.

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.

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.

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; 441 Fifth Avenue, New York, or P. O. Box 6934, Los Angeles 22.

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

PITTSBURGH 3 STATIONS

7 p.m. to Sign-Off—Monday Thru Friday

Table with 5 columns: Rank, Title, Type and Distributor, Station—Day—Time, Sets in Use. Includes programs like Wild Bill Hickok, Superman, and Big Playback.

Sign-On to 7 p.m.—Saturday and Sunday

Table with 5 columns: Rank, Title, Type and Distributor, Station—Day—Time, Sets in Use. Includes programs like Superman, Annie Oakley, and Ramar of the Jungle.

7 p.m. to Sign-Off—Monday Thru Sunday

Table with 5 columns: Rank, Title, Type and Distributor, Station—Day—Time, Sets in Use. Includes programs like Amos 'n' Andy, Wa'refront, and Death Valley Days.

ST. LOUIS 3 STATIONS

Sign-On to 7 p.m.—Monday Thru Friday

Table with 5 columns: Rank, Title, Type and Distributor, Station—Day—Time, Sets in Use. Includes programs like Superman, Rocky Jones, and Hopalong Cassidy.

Sign-On to 7 p.m.—Saturday and Sunday

Table with 5 columns: Rank, Title, Type and Distributor, Station—Day—Time, Sets in Use. Includes programs like Wild Bill Hickok, 1Kil Carson, and Annie Oakley.

7 p.m. to Sign-Off—Monday Thru Sunday

Table with 5 columns: Rank, Title, Type and Distributor, Station—Day—Time, Sets in Use. Includes programs like Mr. District Attorney, Favorite Story, and Badge 714.

McCadden Ups Production; Now in Top 10

HOLLYWOOD, Nov. 13.—McCadden Productions, the George Burns-Grace Allen company, has moved into the top 10 of TV film production companies during the past year.

Present production consists of Burns and Allen, Jack Benny, "Life With Father" and "That's My Boy."

The first is the Bob Cummings Show, production on which started this week by General Service Studios.

The other hot item in the McCadden showcase is the "Professional Father" pilot, with negotiations under way and a sale expected to be announced momentarily.

The Cummings show will deal with the experiences of a Hollywood photographer, the format leaving plenty of room for sex as well as comedy.

McCadden shoots at General Service Studios, but promotion recently overflowed, the company renting space at Goldwyn Studio also.

Comedy Series For Bernards

HOLLYWOOD, Nov. 13.—Series telling the tales of a pair of vaudeville entertainers is being prepared by packager Murray Frankel for the Bernard Brothers, night club comic team.

Lew and Leslie Grade are scripting the show.

Kirkwood Firm To Film 'Joe'

HOLLYWOOD, Nov. 13.—Golf-er-actor Joe Kirkwood has combined with aircraft executive J. G. (Tommy) Thompson to form Kirkwood Enterprises, Inc., for the filming of a pilot for a TV series to be titled "My Guy, Joe," dealing with the adventures of a professional golfer.

Para Doubles TV Plugs; Seeks 500 Mil '54 Viewers

HOLLYWOOD, Nov. 13.—Paramount Pictures has more than doubled the volume of TV plugs for its theatrical motion pictures this year, it was revealed yesterday (12).

Paramount is shooting for some 500 million viewers of its spots for 1954, the exploitation reaching its peak with Irving Berlin's "White Christmas," for which the studio is using Berlin himself as well as stars Bing Crosby, Danny Kaye, Rosemary Clooney and Vera-Ellen for TV appearances.

Up to this year Paramount had depended primarily on radio for advertising its shows.

Table with 5 columns: Rank, Title, Type and Distributor, Station—Day—Time, Sets in Use. Includes programs like Liberatee, City Detective, and Storians of the Century.

BALTIMORE 3 STATIONS

Sign-On to 7 p.m.—Monday Thru Friday

Table with 5 columns: Rank, Title, Type and Distributor, Station—Day—Time, Sets in Use. Includes programs like Hopalong Cassidy, 1Kil Carson, and Dick Tracy.

Sign-On to 7 p.m.—Saturday and Sunday

Table with 5 columns: Rank, Title, Type and Distributor, Station—Day—Time, Sets in Use. Includes programs like Annie Oakley, Abbott and Costello, and Meet Corliss Archer.

7 p.m. to Sign-Off—Monday Thru Sunday

Table with 5 columns: Rank, Title, Type and Distributor, Station—Day—Time, Sets in Use. Includes programs like Ramar of the Jungle, Superman, and Death Valley Days.

DETROIT 4 STATIONS

Sign-On to 7 p.m.—Monday Thru Friday

Table with 5 columns: Rank, Title, Type and Distributor, Station—Day—Time, Sets in Use. Includes programs like Superman, Wild Bill Hickok, and Cisco Kid.

Sign-On to 7 p.m.—Saturday and Sunday

Table with 5 columns: Rank, Title, Type and Distributor, Station—Day—Time, Sets in Use. Includes programs like Annie Oakley, Racket Squad, and Biff Baker.

Table with columns: Oct. ARB Rating, Previous Month's Rating, Title, Type and Distributor, Station-Day-Time, In Use Sets. Lists various TV programs and their ratings.

SALT LAKE CITY 3 STATIONS

Table with columns: Oct. ARB Rating, Previous Month's Rating, Title, Type and Distributor, Station-Day-Time, In Use Sets. Lists TV programs for Salt Lake City.

REVOLVING DOOR

Ken Fay, formerly of Television Programs of America, has joined Telefilm Enterprises to sell its products in the New York market. Ernest Lukas has left WGN-TV, Chicago, where for the past five years he has worked as producer-director of dramatic shows, to join Kling Film Productions as a director. Irving Save, Alexander Film Company, Colorado Springs, Colo., has been upped to general district manager of the firm's New England sales territory.

Norman Katz, sales manager in charge of foreign distribution for Associated Artists Productions, left New York on Thursday (11) for a 10-day selling trip in three Latin American capitals. John J. Schneider, of the Biow Advertising Agency, has been nominated for president of the National Television Film Council. The election is to be held in December.

Elizabeth Beckjordan has left Motion Pictures for Television where she was assistant publicity director. Television Programs of America sales department last week increased its account exec force considerably, bringing the total field sales reps to 48. Among the new execs are Charles King, formerly with the Croymor Corporation, and Radio Consultants, Inc.; S. L. Adler, formerly with Ziv-TV Programs; Jerome H. Stillman who switched from the men's fashion field; Samuel W. Steele, one-time advance man for Ringling Brothers and Barnum & Bailey Circus; Kenneth Joseph, also formerly with Ziv-TV Programs, and Fred Bernard who recently was with the radio department of the American Society of Composers, Authors and Publishers. Jeanne Osen Remusat, production assistant and casting director of Peter Elgar Productions, is flying to Florida for the Thanksgiving holidays.

Official Films 'Star & Story' In 49 Cities

NEW YORK, Nov. 13.—On the market for four months, "Star and the Story" has been sold in 49 markets by Official Films. Sparking the sales drive have been two regional deals with Rheingold Beer and Budweiser Beer. The former sponsor is in 14 markets, the latter in 16 with the dramatic show.

Rheingold has taken mainly markets on the Pacific Coast, and a few in New York State. Budweiser's buy is mainly in the Midwest, but it has a few markets in Pennsylvania and New England. Griesedieck Brothers Brewing Company has the property in two markets, and Interstate Insurance has it in three cities in Florida. The series stars such names as David Niven, Frank Lovejoy and Angela Lansbury.

Sterling Picks Up 'H'wd Scrapbook, 'This Is the Story'

NEW YORK, Nov. 13.—Sterling Television has picked up two more 15-minute series. One is "Hollywood Scrapbook," which has Jack Rourke, emcee, interviewing show business personalities. It ran live in Hollywood, and was sponsored by Pepsi-Cola for a time. The other is "This Is the Story," produced by Morton TV, which handled all its own distribution heretofore. Using a limited animation technique, it tells unusual stories in the lives of historical persons, two to an episode.

Sterling's sale of "Movie Museum" to KRCA-TV, as reported last week, was actually for two plays of 100 segments, not 26 as printed.

Table with columns: Oct. ARB Rating, Previous Month's Rating, Title, Type and Distributor, Station-Day-Time, In Use Sets. Lists TV programs for Indianapolis.

INDIANAPOLIS 3 STATIONS

Table with columns: Oct. ARB Rating, Previous Month's Rating, Title, Type and Distributor, Station-Day-Time, In Use Sets. Lists TV programs for Indianapolis.

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, In Use Sets. Lists TV programs for Indianapolis.

DAYTON 2 STATIONS

Table with columns: Oct. ARB Rating, Previous Month's Rating, Title, Type and Distributor, Station-Day-Time, In Use Sets. Lists TV programs for Dayton.

(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. Includes entries for Mr. District Attorney, Favorite Story, Waterfront, Life With Elizabeth, Meet Corliss Archer, I Am the Law, Half-Hour Theater.

BOSTON 2 STATIONS

Sign-On to 7 p.m.—Monday Thru Friday

Table listing TV programs for Boston stations from 7 p.m. to Friday, including Supermap, Gene Autry, Badge 714, Wild Bill Hickok, Annie Oakley, Rocky Jones, Hopalong Cassidy, Armchair Adventure, Life With Elizabeth, Stranger Than Fiction, King's Crossroads, Armchair Adventure.

Sign-On to 7 p.m.—Saturday and Sunday

Table listing TV programs for Boston stations from 7 p.m. to Saturday and Sunday, including Liberator, Abbott and Costello, Royal Playhouse, Ramar of the Jungle, Armchair Adventure, Time for Beany, Armchair Adventure.

7 p.m. to Sign-Off—Monday Thru Sunday

Table listing TV programs for Boston stations from 7 p.m. to sign-off, including Range Rider, I Led Three Lives, Mr. District Attorney, Hopalong Cassidy, Kilt Carson, Foreign Intrigue, Your TV Theater, Waterfront, City Detective, Royal Playhouse, Death Valley Days, Story Theater, Janet Dean, Cisco Kid, Kieran's Kaleidoscope, Armchair Adventure, Yesterday's Newsreel, Ellery Queen, Yesterday's Newsreel, Old American Baro Dance, Times Square Playhouse.

Upward Price Cycle on Pix

Continued from page 4

which will sooner or later go into TV. In time, if he sees no other features forthcoming, Hyman said he would seriously consider going into production of low-budget pictures, as Princess Pictures has done.

But in no event, Hyman insisted, would he put such a package directly into TV, as Princess has done. If two out of a group of 26 are outstanding, he pointed out, they could make more out of theatrical sales than the whole package could make in TV.

Hyman believes that with their present product dearth theaters will not resist running pictures which they know will be on TV in due time. He cited instances in which pictures went into theaters even after they'd been on TV and still did well at the box office.

The bigger TV money will be available if the distributors come up with the right kind of films, Hyman asserted. On the strength of the big pictures that have come in this year, TV has already broken thru its old price ceiling. Hyman believes that the price structure of features in TV is strictly a matter of convention anyhow. If stations had been required to pay higher prices four years ago, they would not think twice about the money they have to put up for top pictures today.

Associated is getting over \$6,000 a picture in its 56-film deal with WOR-TV here. Hyman said WOR-TV got itself a good deal there. Actually, \$6,000 is high even for New York.

However, in their demand for fresh pictures, stations lately have been breaking their previous limits quite often. WOR-TV was billed for more than \$12,000 apiece for the General Teleradio group.

In fact, there are a number of situations in which the General Teleradio package opened the door for higher prices. In Pittsburgh, for instance, Ketchum, McLeod & Grove paid \$800 apiece for 24 of the General Teleradio pictures and about eight of the best in Interstate Television's new 29-picture package. This was a town in which \$600 had previously been high for features, and WDTV was reported to be quite unhappy that the spon-

sor, Thorofare Markets, had broken the barrier.

But the sponsor was not to be stopped. The GT-Interstate series, with the surrounding promotion, was proving a boon for the grocery outfit, and it wanted more top pictures to continue the show. Up until recently it was telling distributors it would again pay \$800 for any top title they could deliver.

The same effect was felt here in New York. WOR-TV, before it stocked up with the Associated buy, was telling distributors it would go only to \$8,500 for a top picture.

RESTLESS PEOPLE

Continued from page 3

pany and TV Guide, has been appointed executive vicepres of Network Advertisers, Inc. Bertha Case has joined Ed Moser in the TV script department of MCA Artists, Ltd. Charles Powers, exec producer at Dancer-Fitzgerald-Sample, Inc., will move to the radio-TV department of McCann-Erickson's New York office on November 15 as director in charge of live commercial production.

John Held has joined Calkins & Holden as producer-director. He was formerly with Ketchum, McLeod & Grove. Nat Kahn, formerly show business trade paper editor, has set up a public relations office at 200 West 54th Street, New York, and will concentrate on TV and theatrical clients. Harold F. Kemp, manager of NBC's talent office in New York, will transfer to Hollywood on December 1 and become a program exec reporting to Fred Wile Jr., vicepres in charge of programs for NBC's Pacific division. J. Frank Gilday will join McCann-Erickson, Inc., on November 15 to become business manager of the Radio-TV department in the New York office. Previously he was with T. J. Maloney, Inc.

Telescoping Plan

Continued from page 4

with at least a 50-50 chance that it will come off is a South African venture by M-G-M Producer-Director Gerald Mayer. Mayer, who says one of the nets is definitely interested, and his plans depend on the outcome of negotiations, wants to do a TV adventure series with an African location, splicing three of the pix together for a theatrical film. Mayer's production would be independent, not under the auspices of M-G-M.

Over-all result may be better TV film at no increase in cost. Kaufman, for instance, is using 26 sets for his teleseries, but the cost of these can be written off against the feature. Disney's \$1 million outlay, which tops even the spectaculars, would be out of the question if the show were to be produced only for TV.

'Lucy' Reruns

Continued from page 2

comedy. This would make it the first network show to be seen twice weekly, tho in different versions. Undoubtedly this would establish it as the top moneymaker in the history of the medium, considering that the reruns will still have further value as local programming fodder, even after its second network run.

5 Plugs for 5

Continued from page 4

pad, two-color matchbooks, a theater ticket which invites the recipient to see the show on TV, and a three-color celluloid button to be used primarily to store and delivery personnel.

The kit also contains a full line of paper merchandising aids, including two-color light danglers, three-color window streamers, posters, broadsides, Cantor-signed letters to dealers and press, and standing displays ranging all the way up to lifesize.

N. Y. TV Center

Continued from page 2

because so much is at stake and programing and production talent so centered in New York and Hollywood, it becomes almost mandatory that agencies open up branches in one or both of the latter cities.

This, of course, results in a further concentration of advertising facilities in New York City. It also makes competitors out of these Midwest agencies for whatever new business can be gotten in the East. For example, the Perrin-Paus office here is already out shopping for more business to build its billings. Other of these out-of-town agencies will also become competitors of the Eastern agencies shortly.

Boon to Users

Continued from page 3

that it can be utilized only for lip movement and that the remainder of the cartoon or picture must remain static. Courneya, himself, thinks that it therefore will be limited to 20-second spots or to inserts in longer commercials, since it would probably prove tiresome over longer periods of time.

One problem Courneya had to lick was synchronization of lip movements with sound track, and he seems to have done this to perfection. The method is equally cheap for color and for black and white.

Courneya suggests that the system might be used for talking comic strips, utilizing Syncro-Vox for the characters' speeches while creating the illusion of motion thru camera movements, dissolves and other optical effects.

FILM STUDIO

Large Sound Film Studio in New York. Cutting rooms available on sub-lease at \$400 per month. Near subway and bus line, Washington Square, Inquire.

BOX 961 The Billboard, 134 Broadway New York 24, N. Y.

'MILLION MYTH'

WCBS Fights Cumulative TV Rating Usage

NEW YORK, Nov. 13.—WCBS-TV, here, this week attacked the cumulative ratings claimed by WOR-TV, also of this city, by labeling them the "Million-Dollar Myth." WOR-TV had made its rating claims in connection with its presentations of its "Million-Dollar Movie," which are presented twice nightly as strips and three times each on Saturdays and Sundays.

Robert Patt, WCBS-TV advertising and sales promotion manager, points out that the rival station chooses to assume that its ratings are cumulative, unduplicated ratings and that a completely different group of homes sees each of the 16 performances. He maintains that it is entirely possible that some viewers may enjoy a movie so well that they would see it twice.

He also points out that it is even more possible that different members of a household may watch the WOR-TV film presentations different nights of the week. Such households, of course, are counted twice in the WOR-TV projections.

WOR-TV uses Telepulse ratings, which do not utilize a fixed sample base, making it impossible to give a net unduplicated rating. WCBS-TV shows what the net unduplicated weekly ratings of the "Million-Dollar Movie" would be on three other rating services—American Research Bureau, Hooper and Nielsen. ARB for the October 7-13 week gives 40.3, Hooper for the October 13-19 week gives 39 and Nielsen for the September 21-October 3 week gives 30.4.

This is in contrast to the total rating points on Telepulse for October 8-14—84.2.

WCBS-TV also points out that its net rating for its film presentations would be considerably higher for the weeks of September 21-October 3 on a special Nielsen tabulation. Net rating on its "Early Show" would be 44.2, and on the "Million-Dollar Movie" 30.4.

22 Stations

Continued from page 4

are: WTVI-TV, St. Louis; WCAN-TV, Milwaukee; WIBW-TV, Topeka, Kan.; KIDO-TV, Boise, Idaho; WWLY-TV, Springfield, Mass.; KREM-TV, Spokane; KOAT-TV, Albuquerque, N. M.; KCEP-TV, Tulsa, Okla.; KTVU-TV, Scranton, Pa.; KSWM-TV, Joplin, Mo.; KLTU, Tyler, Tex.; WPEN-TV, Butte, Mont.; KZTV, Reno, Nev.; WMBV-TV, Marinette, Wis.; KELO-TV, Sioux Falls, S. D.; KIRO-TV, Sedalia, Mo.; KFVS-TV, Cape Girardeau, Mo.; WJBF-TV, Augusta, Ga.; WJUM-TV, Reading, Pa.; and KHSL-TV, Chico, Calif.

According to Oliver Unger, NTA executive vice-president, they now have at least 100 more hot prospects. In the event the contest is sold in more than 100 cities, the prize ante will be raised accordingly, since the \$1,000,000 total was predicated only on a 100-market spread.

AWARD TO UPA FOR COM'CIAL

HOLLYWOOD, Nov. 13.—United Productions of America has been named winner of the 1954 medal award for television commercials, it was announced this week by the Art Directors' Club of Chicago. The medal was given for the one-minute, limited action Bromo Quinine commercial, "Little Man."

Other UPA products are the "Busy Day" Jello spots, telephone company spots, Lee Carpets, General Motors, Lucky Strike, Johnson's Wax and Carling's Ale commercials, and the "Omnibus" opening sequences.

Ziv Dubbing

Continued from page 4

what Ziv can make from these European sales at this time. The point in making this move now, he indicated, was to give Ziv a foothold in the European market against the day when it will be worth more.

TV circulation in these countries, according to Stern's information, is 170,000 sets in France, 70,000 in West Germany and 60,000 in Italy.

Ziv has already made the strongest bid of any U. S. distributor in Latin America, which it began promoting as far back as two years

ago. It is now expanding its coverage there into Brazil and Argentina.

Ziv has sold at least one of its shows, "Cisco Kid," to the British Broadcasting Corporation.

'Howdy Doody'

Continued from page 3

of a medicine man from her Indian ancestors.

Playing the various parts will be Larry Mann, Claude Rae, Caryl McBain and Alfie Scopp. Music is by Cliff Braggins, with Quentin McLean at the organ and Hal and Renee Marquette manipulating the puppets.

COLOR TV

'Hattie' Merman Rides Vehicle That's Faulty

By DENNIS McDONALD

"Best of Broadway" turned to the old musical "Panama Hattie" Wednesday (10) for its third offering and suffered some of the ills which its rival spectaculars have fallen heir to.

There was Ethel Merman to belt out Cole Porter tunes, as only Miss Merman can belt them. There were Jack E. Leonard and Art Carney as a couple of Naval buffoons, and a polished, but wasted performance from Ray Middleton and Neil Hamilton.

All of this sounds as tho "Best of Broadway" came up with a smash success. But as any musical-comedy producer on Broadway, aiming for the "best of," would say, "You don't have a hit, if you don't have a book," and Herbert Fields' and B. G. DeSylva's hit of the 1940's seemed pretty skeletal indeed in this present denuding.

Musical comedies, particularly the older ones, have always of necessity had very little meat on the bones of a plot, and when that's pared away by an hour's adaptation, it becomes a synopsis with song.

For example, Hattie is a brassy night club gal with a heart of gold. She has a falling out with her man because his little girl laughs at her. Then quick as a wink, they're in love again with no explanations, and a couple of bats of the eye and a chorus or two of "Let's Be Buddies" later, the little girl thinks Hattie's just fine. And the friction of the plot has about as much spark to it as a soggy match on a wet shoe.

And so it goes—chunks of scenes, great gulps of dialog attempting to explain what would have happened with more time—and the final impression of a viewer might be: "What was that all about?" Better the boys at CBS had started from scratch and told only part of the story, but told it well, than to try to tell so much by piecemeal and leave a viewer guessing.

After so much carping, it seems contradictory to say it was a pleasant (Continued on page 12)

BROADWAY SHOWLOG

Performances Thru November 13, 1954

DRAMAS

Table listing Broadway drama performances with titles, dates, and box office figures.

MUSICALS

Table listing Broadway musical performances with titles, dates, and box office figures.

COMING UP

Table listing upcoming Broadway productions with titles and dates.

Toast of the Town (TV)

Cast: Ed Sullivan, Kitty Kallen, Richard Hearn, Eddie Fisher, Dane Clark, Don Taylor, Andrew Duggan, The Mills Brothers and others. Producer, Marlo Lewis. Director, John Wray. Sponsored by Lincoln-Mercury Dealers thru Kenyon & Eckhardt, Inc. (CBS-TV, 8-9 p.m., EST, November 9.)

Ed Sullivan devoted a major portion of his Sunday (9) seg to a salute to deejays, with the saluting emanating from the expert vocal cords of Kitty Kallen, Eddie Fisher and the Mills Brothers.

Miss Kallen, from this reporter's chair, steadily improves as a projectionist. She has a rare way with a number, and her sly chanting of her newest Decca novelty hit, "Don't Let the Kitty Geddin," and winning delivery of her revival of the old standard "In the Chapel in the Moonlight" amply pointed up the reason that she has been the most played fem singer by disk jockeys across the nation over the past year (The Billboard, November 13). Fisher, also a high deejay fave, contributed a fine arrangement of "Swanee" from the pic "A Star Is Born" and a ditto of the title song from "Fanny." The Mills Brothers added a bit of their best harmonizing.

As a break-in to the general musical pitch, Sullivan called back British comic Richard Hearn. The latter offered up his hilarious panto Lancers bit, and cut in later with his British university "passing-out ceremony" routine. Neither bit lost anything by repetition. And for a complete change of pace, a couple of sharply bitter scenes from the war melo "The Fragile Fox" were included.

Dane Clark, Don Taylor and Andrew Duggan, leading members of "Fox" current Broadway troupe, contributed performances as sharply etched as those they are giving nightly at the Belasco Theater, with similar able assists from some of their supporting players. The adaptation was skillfully culled from the script to spotlight the excitement without giving away the real meat of the play.

The wind-up naturally had Miss Kallen and Fisher back on the job in time for the final Lincoln service plug. A well-balanced seg, put together with imagination and showmanship. Bob Francis.

Fanfare (Color TV)

Cast: Frank Sinatra, Jacques Tati, Judy Holliday, Dick Shawn, Steve Allen. Script: Billy Friedberg, Fred Seldy, Neal Simon, Will Glickman and Bill Jacobson. Producer-director, Max Liebman. Sponsored by Sunbeam thru Perrin-Paus and Hazel Bishop thru Raymond Spector.

Max Liebman and NBC seem to be mellowing. Their spectacular of this week was not an attempt at something so big and original that it would make the 12½-inch screen look like Cinerama. Instead, like the "Sunday in Town" of last month, it was built generally along the lines of Liebman's old "Show of Shows."

This week's opus made still further compromises with TV as it has been unspectacularly practiced heretofore. It made no attempt at a continuing thread or story line. It had three of the stars of the previous month's show, who did approximately the same types of routines. And almost half of it was in black and white.

Generally, it looked as if Liebman was merely trying to please, rather than astound. On these more realistic terms, "Fanfare" was probably the most successful of the spectaculars to date.

It was Frank Sinatra's portion of the show, from Hollywood, that was in monochrome, which was too bad for the few thousand color set owners, but of no consequence to the millions of old-style set owners, especially since Sinatra brought along his own color. Frankie was in a real TV mood. His voice was tremendously improved over his last days on CBS a few years back. Of course there are some to whom the Sinatra baritone will always be the greatest.

But it was as a personality that Sinatra made a real impression at this stand. And in this he was

helped by a rather intelligent line of continuity. He did not have a routine that moved or inspired. It was merely the presentation of a friendly and interesting performer with whom it was pleasant to spend a few minutes, not unlike the mood that Steve Allen, who was again emcee, usually purveys. Sinatra was casual to the point of asking "Well, what should we talk about?"

False Start

Actually, his routine could have profited from more unification. The audience was left hanging when it was over. He had one bit with a young girl, who served as an excellent foil for Sinatra. When it started this looked as if it were heading someplace, but it never got there.

Sinatra's work was backed by a large, handsome street-scene set, which would have registered well in color. He should do more like this.

The other novelty in "Fanfare" was the French comic mime Jacques Tati who did excellent impressions of a tennis player, boxer, fisherman and circus horse.

For the rest, it was Judy Holliday, Dick Shawn and Allen doing the same type of stuff as in "Sunday in Town," tho perhaps better. Shawn's method of working is very compelling, but he is still short of really laugh-provoking twists. In this respect his split-personality routine this week was an improvement over his Civil War bit of a month ago, but it still wasn't funny enough. Gene Plotnik.

Willy the Wolf (TV)

Cast: Walker Edmiston, Don Messick, Erv Shoemaker, Dick Kerr, King Sisters, Lou Styles orchestra. Art directors, Don Messick and Frank Priest. Production supervisor, Lloyd Turner. Produced by Bob Clampett. (KTTV, 8:30-9 p.m., PST, November 8.)

"Willy the Wolf" is KTTV's second attempt of the fall season to produce a top live program during the prime evening hours. From the opening show it appears that the second try will be even less successful than the first ("The Harry Richman Show"). The cast is by no means hopeless, but the patient will need a stiff injection of vitamins to carry him thru.

Clampett has been planning the show for seven years, it is said, and seven years ago it might have been quite a novelty for TV. Many moons have gone by since then, however, and in this day the program seems out of place amidst its high-budget neighbors.

What it lacks primarily is purpose and a script. First to appear is Willy the Wolf, one of Clampett's aids dressed in wolf's clothing. Then it's Willy manipulating some puppets. After that come a couple of variety acts, the King Sisters and Dick Kerr, the latter of whom can do remarkable things with his vocal cords which range from falsetto to bass. Willy winds up the half hour.

The script consisted mostly of gags that must have come from something Mack Sennett had left over. The studio audience tried (Continued on page 12)

DRAMATIC & MUSICAL ROUTES

Bad Seed: (Shubert) Washington. Caine Mutiny: (Her Majesty's) Montreal. Fifth Season: (Krisinger) Chicago. Flowering Peach: (Ford) Baltimore. Getting Gertie's Garter: (Locust) Philadelphia. Helen Hayes: (Curran) San Francisco. King and I: (Hartman) Columbus, O. Lunatics and Lovers: (Shubert) New Haven, Conn., 17-20. Moon Is Blue: (Shubert) Detroit. Mrs. Patterson: (Harris) Chicago. Naughty Natalie: (Hanna) Cleveland. Oh, Men! Oh, Women!: (Case) Detroit. Olsen and Johnson: (Belwys) Chicago. On With the Show: (Plymouth) Boston. One Eye Closed: (Wilbur) Boston. Pajama Tops: (Cox) Cincinnati. Portrait of a Lady: (Colonial) Boston. St. Joan: (Great Northern) Chicago. School for Brides: (Parsons) Hartford, Conn. Seven-Year Itch: (American) St. Louis. South Pacific: (Forrest) Philadelphia. Tea and Sympathy: (National) Washington. Time Out for Ginger: (Portland, Ore., 17-18; Sacramento 20). Wonderful Town: (Shubert) Chicago. World of Shalom Aleichem: (Walnut Street) Philadelphia.

MUSIC

City Fellas Dig Snow, Jam Room to See Him

By JOE MARTIN

The drawing power of the top country and western artists has been demonstrated several times in metropolitan centers, but never in the metropolitan New York area—until Hank Snow played a one-nighter at Frank Dailey's Meadowbrook last Monday (8). The suburban spot, famed as the home of name bands in years gone by, turned away 3,000 youngsters and their parents, grossed \$8,000 and saw the Johnnie Ray and Frankie Laine takes beaten by a hillbilly.

Playing two shows, Snow and His Rainbow Ranch Boys literally broke it up with a repertoire of his record hits of the past few years, plus some instrumentals and a standard country blues item now and then. He worked about 40 minutes each show and on a bare platform which has never before been walked on by a country singer but has accommodated al-

most every important name band in the business.

The crowd knew every Snow number, could and did sing with him. They mobbed the platform, hung from balcony railings and sat on the dance floor. The rest of the bill consisted of territorial country artists like Jimmy Dale and Big Jim Meehan. Snow, of course, was as professionally smooth in presenting the show and his numbers as would be expected of an artist of his stature.

According to Frank Dailey, who has operated the Cedar Grove, N. J., spot for at least 20 years, not 1 cent was paid out for promotion or advertising. He promoted the date with the co-operation of TV disk jockey Lyle Reed, of WATV, Newark, N. J. Reed was cut in on the deal. Only other promotion was thru disk jockey Don Larkin, whose daily country music show is (Continued on page 14)

Robert Montgomery Presents (TV)

Cast: Robert Ellenstein, Hurd Hatfield, Celia Lipton, Mary Sinclair, Scott Forbes, Tom Duggan, Bramwell Fletcher, Frederick Worlock, James Millhollin and others. Producer, Robert Montgomery. Director, Norman Felton. Writer, Alvin Sapinsky. Settings, Syrjala. Costumes, Jane Burroughs. Sponsor, the Johnson's Wax Company, thru Carl Byoir & Associates. (NBC-TV, 9:30-10:30 p.m., EST, November 8.)

"The Hunchback of Notre Dame" is the Montgomery program's second shot at the presentation of a classic in two one-hour segs. (Last season spotlighted "Great Expectations" similarly.)

It is, of course, impossible to evaluate the complete production on the basis of this first half, but it may be reported that the start was vastly impressive. It is evident that the budget has been really upped for this one, not only via the selection of an excellent cast, but likewise by sets and costumes which smack of period research. The over-all is an obvious all-out effort to do everything as well as possible.

The initial hour naturally had to use up considerable time in the establishment of the characters, but managed none the less to carry well along into the story. Briefly it underscored the pathos of Quasimodo's devotion to Esmeralda and Gringoire's similar love of that flighty medieval Carmen, and carried the action thru to the latter's ensnarement of the handsome captain of the archers.

This adaptation so far has been exceedingly well done, getting the meat out of the story and eliminating unnecessary trimmings. Norman Felton's shrewd direction of a huge cast of 80 has kept it in close focus for intimacy of character building.

Top Players

Except for the fact that this reporter did not think that Celia Lipton was exactly type-cast for the role of the gypsy heroine, the players were all top drawer. Robert Ellenstein plays the deaf-mute hunchback with real understanding, and his make-up is quite terrific. Hurd Hatfield gives another of his fine characterizations as the gutter poet, and there are other excellent contributions from such good actors as Scott Forbes, Bramwell Fletcher, Frederick Worlock and Tom Duggan.

In sum, nothing has been spared to make "Hunchback" a noteworthy TV event. If the second half holds up to the standard of the first, it will be.

Bob Francis.

TV

CBS' Quizzers Across 'Nation' Pelt McCarthy

By BOB FRANCIS

CBS has added a new wrinkle to the panel-discussion formula, and it may easily catch on. Instead of simply having a prominent guest face a battery of newsmen for round-table quizzing, the quiz-zees actually faces only one or two, while the remaining quizzers are cut in from around the country.

This serves the purpose of spotlighting the impact of the subject under discussion in various locales simultaneously, and it certainly makes for a new and interesting approach.

The initial half hour had Sen. Joseph McCarthy on the receiving end of questions anent his possible censuring by the U. S. Senate. In Washington, Times correspondent William Lawrence and Star's William Hines Jr. did the interrogating, with cut-ins from New York via Frank Gibney of Newweek and

from Indianapolis with INS manager Jebson Cadou on the questioning end.

Since the proposed censuring has not taken place as of this writing, it is obviously impossible to report on an effect of McCarthy's replies. However, it may be reported that the junior senator from Wisconsin stated his views on the situation with his accustomed vigor. He appeared to think his official call-down by the Upper House was in the bag and didn't hesitate to excoriate the prejudicial bias of some of his brother solons. In fact, he referred to the proceedings as a political lynching-see.

Just what purpose his quizzing served is beyond this reporter, since its impact depended entirely on whether you were pro or con McCarthy. However, whenever the (Continued on page 12)

CAPSULE COMMENTS

Esther Williams, Ben Gage
Sahara Hotel, Las Vegas, Nev.
Bill Miller this week comes up with a rarity for him—a show that falls flat on its face. After a long string of successful productions starring luminaries from Hollywood, Metropolitan Opera and Broadway, Esther Williams and hubby, Ben Gage, just can't measure up.

up replacement for George DeWitt, a stocky, blondish lad, is a funny fellow. Some of his material is "borrowed," but it's still good. De Leon knows how to sell and with more experience and originality could make it in a big way.
Smith.

"Shrimp Boats Are Coming" (last done for comedy in French) projections.
The Clarence Williams Trio continues to cut the show for excellent results.
Francis.

dignation over relatively minor matters.
Show wound up with a plug for the new Winchell stanza, which is to be bankrolled by —Tootsie Rolls, of course.
Sam Chase.

Cavalcade of America (TV Film)

Cast for Frank Leahy Show: Dabs Greer, Joyce MacKenzie, Otto Graham, Ralph Moody, Charles Meredith, Writer, Joel Murocott, Director, Francis D. Lyon, Producer, Warren Lewis, Executive producer, Don Sharpe, Sponsor, DuPont, thru Batten, Barton, Durstine & Osborne.
(ABC-TV, 7:30-8 p.m., EST, November 9.)

The episode aired on this week's "Cavalcade of America" was a pilot film of the new Frank Leahy show, which ABC-TV and Don Sharpe have been pitching to potential bankrollers, thus far without success.

The Leahy venture is not a straight sports stanza, as one might conclude from its title. It's more a documentary type drama about living people who in one way or another have had some connection with sports. The episode shown on "Cavalcade," for instance, was a dramatization of the career of an unknown high school football coach, Mark Wilson, who started the ball rolling for pro football player Otto Graham Jr.

The show, introduced and narrated by Leahy, who retired last season from his Notre Dame coaching berth, was not particularly outstanding TV film fare. For one thing, it bit off more than it could chew in a half hour. It might have done better by limiting itself to a dramatically well-knit portrayal of one incident in the life of the man instead of attempting to sketch his entire career, which spanned quite a few years.

Pretty Pedestrian

Tho there were some moments that tugged at the heartstrings, the script generally did not rise much above the pedestrian. It moved slowly, often relying on cliché situations and dialog. Perhaps the most visually exciting portions of the stanza were the newsreel shots of football plays.

The producers attempted to broaden the show's appeal to the nighttime woman's audience by emphasizing Wilson's home life with his wife. Tho it's true the show thereby gained wider appeal than could be boasted by a 100 per cent sports show, it's questionable whether the number of non-sports viewers it may attract can match the number of sports enthusiasts that may bypass it.

Maybe a format change that will shift its direction further toward the sports audience is in order.
Jack Singer.

Face the Nation (TV)

Cast: Ted Koop, moderator. Panel: William A. Lawrence (N. Y. Times), William Hines Jr. (Washington Star), Frank Gibney (Newsweek), Jebson Cadou (INS, Indianapolis), Guest, Sen. Joseph McCarthy. Producer, Ted Ayers. Public service, sustaining.
(CBS-TV, 2:30-3 p.m., EST, November 7.)

Continued from page 11

senator gets on TV, there is always good drama, and Sunday's show was no exception.

The new format calls for different panel members in different locales each week, presumably to get a country-wide slant on the particular questioning of each new guest. It looks like a sound idea.

Best of Broadway (Color TV)

Cast for "Panama Hattie": Ethel Merman, Ray Middleton, Art Carney, Jack E. Leonard, Janis Carter, Neil Hamilton, others. Music by Cole Porter. Arrangements, Buster Davis and Buddy Bregman. Book by Herbert Fields and B. G. DeSylva. Producer, Jule Styne. Executive producer, Martin Manulis. Director, David Alexander. Choreographers, Edith and Richard Barstow. Sponsor, Westinghouse Electric, thru McCane-Erickson.
(CBS-TV, 10-11 p.m., EST, November 10.)

Continued from page 11

ant evening. But Miss Merman, not to mention Messers. Carney and Leonard, can compensate for a lot of ills. Their aplomb is a plum for any show to brag about. Additives of a few songs and dances and a couple of laughs

For a finale, after the mediocre songs and dances, Miss Williams stands in an upside-down shower as an excuse for donning a bathing suit, which left the audience disappointed, since most folks thought that huge, covered thing to one side of the stage was a tank of water at least.

Trying his best with little more than the stars, is comic Joey Bishop, who seemed inflicted with the gloom over the whole production.

A better-than-average team of tumblers, the Romano Brothers, opens the show. Chorus line duties are well done by the Sa-Harem Dancers. Music is by Cee Davidson and ork.
Oncken.

Ted Lewis Edgewater Beach, Chicago

More than a few first-nighters who regularly attend this house were surprised at the drawing power retained by the nostalgic tragedian of song, Ted Lewis. The fourth tier of seats, and a perimeter which is seldom used, was tossed open to accommodate the Lewis fans. Altho the top-hatter is a little slower on his footwork, he lost none of the old sparkle and charm when it came to singing his old identification numbers and reminiscing over past days and performers.

Lewis left a stream of damp eyes with such numbers as "I'm Stepping Out With a Memory Tonight," "Me and My Shadow," "On the Sunny Side of the Street" and "That Old Hat of Mine." He scored extra well on "There's Only a Few of 'Em Left, But They Go on Forever," a recall of Sophie Tucker, Eddie Cantor, Jack Benny and Jimmy Durante.

Two teams, Manor and Mignon and Midge and Bill Hagggett, provide top terp offerings. The Mad Russian, Bert Gordon, did the comedy relief, and Elroy Peace interprets the famous Lewis Shadow (the fourth).
Schickel.

Betty Madigan The Boulevard, New York

The slim, well-stacked brunette, Betty Madigan has become quite a performer since previously caught. Using her M-G-M hit "Joey" as a ladder, the gal has acquired a poise and assurance in personal appearances that enables her to project an infectious girlish charm that registers quite well. Her chief drawback now is to find proper songs and better costuming. Her songs, tho nice enough, are meaningless with the exception of "Joey." Her gowns are too flamboyant; they detract from her looks rather than enhance them. She needs something simple to highlight her looks.
Comic Jack De Leon, a hurry-

up replacement for George DeWitt, a stocky, blondish lad, is a funny fellow. Some of his material is "borrowed," but it's still good. De Leon knows how to sell and with more experience and originality could make it in a big way.
Smith.

Wynn himself goes thru his familiar half dozen changes of ridiculous costumes and keeps springing the corny jokes that used to go over big. Aside from the name on the marquee, the star of the show is blond, beautiful Miss Roselle, whose operatic range from contralto to soprano is remarkable if not yet fully developed.

Unhappily, her only real opportunity to display her operatic talents is an aria from "Tosca," which is continually interrupted by Wynn's bad gags, to the point where the audience is almost in revolt. Her other numbers, all well done, are "So in Love," "Ebb-Tide" and "Tea for Two."

The Step Brothers display their acrobatic dance routines with amazing stamina and better-than-average skill. The Dagenham Girl Pipers have been seen in Las Vegas before, and put on their usual excellent, colorful performance which is, however, a bit loud for a small night club room. Music is by Garwood Van and ork. Chorus numbers by the Last Frontier girls.
Oncken.

Lecuona Cuban Boys Empire Room, Schroeder Hotel, Milwaukee

The Lecuona Cuban Boys are back again for a return two-weeker, and no one sleeps in the normally staid Empire Room while they are on. Only one flashy, colorful, bongo-laden dinner show is put on each evening, with the room's policy now dropping the late performance. Solo features highlight the fine voice of handsome Raoul Martell, and the curvaceous Latin bombshell Nelle Castell.

This is a true performing band, with everyone in the 12-man unit contributing his lively share during the half-hour show. Voice-wise, the work of lovely Miss Castell merits just fair reviews, but the sultry Cuban lass fairly sparkles on the podium when she wiggles thru a brace of fast hip swinging numbers.

The group could be criticized for their lengthy siestas between dance sets which encouraged a number of patrons to become bored and leave the room in search of other means of diversion.
Ollman.

Robert Clary, Ada Moore, Village Vanguard, New York

Singers Ada Moore and Robert Clary are doing a fine job at keeping matters lively in this intimate downtown room. Pairing of duo on the same bill is canny booking, due to complete divergence of style.

Miss Moore's stock in trade is to chant as if she is never half trying, with a sly, sleepy approach that is completely engaging. Her arrangement of "Love for Sale" is a topper for sneaking laugh touches into a torch number, and her swing version of "Man I Love" is an ear tickler.

Clary, on the other hand, sings it out, for the most part strictly on his familiar comedy beam. The lad is apt to turn an English lyric into French, or vice versa, at the drop of a hat. Currently, a reporter likes best his "Calypso Blues" and

The Nutcracker City Center, New York

The New York City Ballet troupe has made a smart move in reviving its full-length "Nutcracker" as solo fare for the pre-holiday season. The Christmas fairy tale was a sell-out last year whenever danced, and there is no reason why it shouldn't repeat.

Wednesday (10) performance proved that the magic that George Balanchine put into it last season still holds over. The youngsters from the School of American Ballet are still cute as buttons in the kid assignments, and Miss Carol Cincibus and Master Eliot Feld are just fine as the princess and prince in the Sugar Plum kingdom.

The terp sequences are splendidly stepped by such lights of the troupe as Francisco Moncion, George Li, Robert Barnett, Barbara Fallis and Jillana. The pas de deux by Tanaquil Le Clercq and Jaques d'Amboise is as lissome as ever, and incidentally, d'Amboise is fast becoming one of the troupe's very best balleters.

The Centerites should do much, much more of this sort of thing.
Francis.

Twelfth Night Jan Hus Auditorium, New York

Some very good things stage-wise have got their start uptown in the Jan Hus Auditorium. Currently a new group, calling themselves the Shakespearewrights, are off to a promising start with their own interpretation of "Twelfth Night."

The group is highly professional, and put on a mighty good brand of Shakespeare under Norman Peck's able direction. The treatment is particularly effective on a deep apron stage, sans props and sets, but with multiple entrances and exits allowing maximum fluidity for the staging.

Performance-wise, "Twelfth Night" stands or falls on its Malvolio, and Thomas Barbouras as the pompous steward definitely keeps it on its feet. The troupe is likewise fortunate in the services of Inga Swenson and Laurie Vendig. Both are excellent players, and the latter has the happy faculty of really looking like the boy she is supposed to be. This reporter also particularly liked the work of Donald Mork, Robert Cass, Philip Lawrence and Lowell Harris.

The new Shakespearewrights are decidedly worth a trip uptown.
Francis.

Paul Gilbert Chase Club, St. Louis

Making his fifth appearance here in St. Louis, young comic Paul Gilbert scores just as solidly as ever. Fresh from TV appearances and completion of a new pte, Gilbert looks sharper and funnier than ever before. Although some of his routines have been seen many times by this reviewer, the lad seems to have acquired more polish and a better sense of timing. Has to beg off as usual here.

Co-featured with Gilbert is the Bob Hamilton Trio, well-known thru their many appearances on TV's "Show of Shows." Without a doubt, this is the finest dance act of its kind anywhere. Their precision routines are almost unbelievable in their perfection.

French songstress Gaby Bruyere completes bill with Parisian songs a la Edith Piaf. She wins nice reception.

Bobby Swain's ork continues to serve up top-flight show and dance music, and Maureen Arthur provides vocals in her usual superb fashion.
Abie.

hard, but the chuckles were both few and feeble.

Two brief flashes indicated the possibilities of the show if it is developed. One was a 30-second "Drag-Mutt" piece, and the other a "Liberace takeoff by Willy in which one of Willy's paws seems to wander away from him and take a small excursion before returning.

The program is billed as satire and as the "first adult-slanted puppet and people show." This is a large order, and at the moment it doesn't seem as if it's going to be filled. The producers might do well to study publicist Rev. Winkler's promotion campaign for the program and take it from there.
Bob Spielman.

Jo Stafford Show (Color TV)

Cast: Jo Stafford, The Starlighters. Producer-writer-directors, Paul Harrison and Berni Gold. Musical director, Paul Weston. Sponsor, Gold Seal Company thru Campbell-Mithun Agency.
(CBS-TV, 7:45-8 p.m., EST, November 9.)

The Jo Stafford Show saw the light of the color TV cameras for the first time this week and came off quite well indeed.

The gal, with her titian hair, is a natural for the color cameras. Dressed in bright finery and backed by some handsome scenery, she breezed thru the quarter-hour segment of song as if it were a lark. It was an enjoyable 15 minutes to the viewers, too, who were treated visually and vocally to some thoroly pleasant light-weight entertainment.

The whole show consisted of little more than Miss Stafford's rendition of four popular favorites, "Taking a Chance on Love," "There's No Business Like Show Business," "Count Your Blessings (Instead of Sheep)" and "St. Louis Blues." All of them were offered in settings that did justice to the skill of CBS' designers, who obviously know their colors.

Tho the songs were pre-recorded, a viewer would have been hard pressed to recognize that fact were it not for the honesty of the announcer.
Jack Singer.

Steve Allen for Bob Hope (TV)

Cast: Steve Allen, Eydie Gorme, Steve Lawrence, Andy Williams, Pat Marshall, Paul Winchell, Kay Ballard, Gene Rayburn. Producer, Mort Werner. Assistant producer, Bill Harbach. Director, Dwight Hemion. Sponsored by Tootsie Rolls thru Moselle & Eisen.
(NBC-TV, 8-9 EST, November 9.)

With NBC very much on the spot when confronted with a yawning, hour-long gap due to the absence of Bob Hope, the natural man to call upon in the crisis had to be and was Steve Allen. Latter could have ad libbed his way thru the 60 minutes, and it must be admitted that at times during this show that appeared to be exactly what was happening.

Nonetheless, for admirers of Allen the hour turned out to be practically jim-dandy, for on hand to abet the maestro of the non-sensuiter was his usual "Tonight" cast plus Paul Winchell and Kay Ballard. Maybe not every sketch in the show was an integrated commercial for Tootsie Rolls, which picked up the tab on this one-shot filler, but one almost came to expect that product to wind up with a plug, even when it didn't come. Just about everyone in the cast got in a boost for the goodies at one time or another.

Mambo Highlight

Highlight of the show was a sketch taking off on the lyrics of "They Were Doing the Mambo," in which Allen, playing a private eye, sought to aid a client whose remarks were limited to a deadpan recitation of the lyrics of that number. Paul Winchell's wizardry in ventriloquism got a very light workout during his contribution to the show, altho he gave out with some nifty imitations. Kay Ballard teamed up with Allen for a hilarious bit on what a conversation would sound like if people spoke like commercials—and the bankroller's product, along with a couple of dozen others, got a ribbing in this one. Allen also pulled one of his inimitable readings of the Daily News' "Letters to the Editor" column, generating vast in-

Diskers Glow With Lend-Lease Spirit

Back Scratching Everywhere, as Firms Swap Artists to Make Albums Possible

By JUNE BUNDY

NEW YORK, Nov. 13.—A new aura of good fellowship is beginning to evidence itself in the lend-lease arrangements made by the major labels to borrow artists for movie sound track albums. The most recent example is M-G-M's coup on its "Deep in My Heart" sound track package, with a flock of big-name artists from other labels lined up for the album, including Rosemary Clooney, Tony Martin, Vic Damone, Jose Ferrer and Helen Traubel.

Trades, of course, play a big part in the successful negotiations of these deals. For instance, M-G-M secured the services of

Rosemary Clooney and Ferrer on the strength of a prior agreement to let Columbia use Howard Keel on Doris Day's "Calamity Jane" album and Carol Haney in "Pajama Game."

Mercury gave them Vic Damone as a token of appreciation for permission to release the sound track of Damone's recent M-G-M movie "Athena" with Jane Powell and Debbie Reynolds. RCA Victor okayed Tony Martin's appearance in the album, because M-G-M previously gave them Mario Lanza's sound track from "The Student Prince."

Other Swaps

The "you scratch my back I'll scratch yours" policy also evidenced itself this month at Coral, where Pearl Bailey was loaned to RCA Victor for the "Carmen Jones" movie sound track album. Decca got in the picture by borrowing Johnnie Ray from Columbia for its forthcoming "No Business Like Show Business" sound track album.

However, some deals are still blocked. For instance, Columbia refused to lend Rosemary Clooney to Decca for its "White Christmas" album. Decca miffed Victor last year by refusing to lend Ethel Merman for Victor's "Call Me Madam" package. More recently Victor kayoed Decca's bid to use Marilyn Monroe in the "Show Business" album.

Whereas in past years, the record companies zealously refused to

(Continued on page 18)

Woolworth Cuts Disk Prices by Half in England

LONDON, Nov. 13.—Following last week's announcement that Woolworth's had entered the disk business here comes a disclaimer that the store is out to undersell the trade. Altho the first records put out by Oriole and Mercury Records on behalf of Woolworth's are selling for 52 cents—a little over half the normal sale price here — the firm states its policy should boost business elsewhere, not weaken it, by increasing interest in a new market.

First titles on sale are hit tunes of the moment waxed in the main by little-known artists, which backs up the firm's statement that they will not attempt to build new numbers. Despite Woolworth's soothing statement, many dealers feel their customers will naturally tend to buy the lower-priced disk—even at the loss of a "name" singer. In this way, obviously, Woolworth's bands and singers will very shortly become names themselves.

PUBLISHERS

3 of Four Aces Back Recordland

CHICAGO, Nov. 13.—It was revealed here this week that Recordland Magazine, the first consumer fan magazine to cover the record field, is owned by three members of the Four Aces. Dal Publications, producers of the magazine, is actually a contraction of the initials of Dave, Al and Lou—Mahoney, Alberts and Silvestri. Sod Vaccaro, the last member of the group, is the only one not in on the venture.

The magazine has hit the stands with four issues and one is ready to go. Last week it was announced here that the firm had let go all of its editorial and advertising staff members in the Chicago office and retained only Vince Fiarino, publicity, and Nick Downey, circulation. It was reported at that time that the firm was moving its offices to New York.

It was learned this week that actually the group has decided on an economy move that negotiations are currently going on in New York to find a new publishing firm for the magazine. It was also learned that approximately \$150,000 had been put into the magazine, and because of the backers having little time to control the venture, costs were exceeding budgets. A source here reports that

(Continued on page 18)

4 TRADES TO HONOR POTTER

HOLLYWOOD, Nov. 13.—Disk Jockey Peter Potter, celebrating 20 years in the entertainment industry, will be the first disk jockey to receive a major tribute from the combined radio, television, recording and motion picture industries at a testimonial dinner Monday, December 6, at the Beverly Hills Hotel.

A 38-man committee, representative of all show business fields, was formed last week with songwriter Jimmy McHugh as chairman.

Members of McHugh's committee include Johnny Mercer, Sonny Burke, Jesse Kaye, L. Wolfie Gilbert, Eddie Janis, Glenn Wallichs, Irving Mills, Johnny Green, Jimmy Durante, Mort Hall, Guy Della Cioppa, Joe Perry, Mickey Goldsen, Lucky Wilber, Joe Nadel, Donald O'Connor and Sidney Miller.

Philly Distrib Uses EP's to Plug Hi-Fi

PHILADELPHIA, Nov. 13.—The local Seeburg distributor, the Atlantic-Pennsylvania Corporation, is using EP's in a promotion designed to show off the high-fidelity characteristics of the manufacturer's new juke box.

In the next few weeks it will place 400 copies of RCA Victor's EP version of "Hearing Is Believing" on as many coin phonographs in this area, with attention called to the new entry by a special title strip. The disk compares old-style recording with new hi-fi etchings and includes pertinent narration.

570 INSTALLATIONS

\$450,000 Deal Okayed For Background Music

DETROIT, Nov. 13.—Background music equipment will be installed in approximately 570 new homes being constructed in the suburb of Westchester Village as a result of a \$450,000 contract entered into by Music Systems, Inc., local Seeburg distributor. Plans call for the installation of Seeburg's 200 Select-O-Matic Hi-Fi unit in all of the homes being erected by the Garling Construction Company, recognized as one of the largest residential builders in the country.

The contract was consummated by Joseph Nemesh, president, and Herbert Payne, sales manager of Music Systems and by Fred Garling, president, and Carl Kurz, salesman, of Garling.

Westchester Village is about eight miles northwest of the Detroit city limits, in Bloomfield Township, a rapidly growing suburban community. It consists of 300 acres and is divided into half-acre lots. About 30 lots are expected to be reserved for school and church construction. Home prices range from \$31,000 to \$39,000, generally ranch type dwellings.

A Select-O-Matic is being installed in each new home, and is included automatically as part of the purchase price. The unit will be concealed in a ready-made panel in the wall. Six homes are already open for inspection.

Of the six, four are model homes. These have drawn thousands of visitors interested in General Electric's House of Stars, Detroit Edison's Diamond Jubilee Home, Mr. Peepers' Jubilee Home and the Pickwick Home.

The background music installations are also being used to help home sales. Various records are played during open hours, with one of these being "Half An Acre," which casually includes the name of Westchester Village. Composer

is Carl Kurz, Garling sales manager. The number was recorded by Wyona Winters and Leonard Stanley on a Grand label.

Fred Garling said that he

(Continued on page 72)

Davis Reactivates Beacon for R&B

NEW YORK, Nov. 13.—Joe Davis is reactivating his Beacon label for r.&b. disks. Beacon Records was one of the most active r.&b. labels from 1943 to 1948, and a number of artists, including Savannah Churchill, The Red Caps, and Una Mae Carlisle, were on the label.

Davis will retain his Jay Dee label, which up to now has been wholly r.&b. Jay Dee in the future will be a pop label, and pop LP's and EP's will be issued on it. The first release on the revived Beacon features Dean Barlow and The Crickets with "Be Faithful."

Diskers Aim Guns On Christmas Wax

By BOB ROLONTZ

NEW YORK, Nov. 13.—Every year about this time the diskeries let go with their heaviest ammunition to win one of the top prizes of the year—a new hit Christmas record. This year is no exception. All of the major firms, and most of the smaller ones, are now issuing Christmas wax featuring top pop artists, vocal groups and orks. All of the new releases are in addition to the many re-issues of top Christmas sides of other years, like "White Christmas" or "Rudolph."

Over 1,000 to Fete WSM's 29th Year

Big 2-Day Schedule Arranged for National DJ Shindig; Execs and Artists to Attend

NASHVILLE, Nov. 13.—Over 1,000 disk jockeys, the top sales and artists and repertoire executives of record companies, music publishers, bookers, talent buyers and artists will gather here this coming week for the annual National Disk Jockey Festival in honor of the 29th anniversary of WSM's "G-and-Ole Opry." The festival will be staged here on Friday (19) and Saturday (20).

The two-day event is packed with meetings and parties. The agenda begins with a 10 a.m. meeting on Friday at which time WSM execs will welcome the disk jockeys and introduce them to record and music publishing execs. At noon Friday RCA Victor will give a luncheon for the jockeys at the Andrew Jackson Hotel.

At 2 p.m. the jockeys will meet for a round-table discussion on record servicing and programing problems. At the same time, wives of the visiting jockeys will be entertained at tea by Mrs. Frank Clement, wife of Tennessee's Governor. The tea will be at the Governor's Mansion.

Many Parties

From 4 to 6 p.m. on Friday, jockeys will be invited to attend the cocktail party being sponsored by Cedarwood Music. For the rest of the evening record companies, music publishers and other firms will all hold open-house parties at various locations for the jockeys. At the same time WSM's tape room at the Andrew Jackson Hotel will be made available to all visiting jockeys who want to tape inter-

views with the attending celebrities.

Saturday's schedule begins with a 7:30 a.m. breakfast tendered by Hill & Range Music. The event will be held at the Noel Hotel during WSM's regularly scheduled show, "Breakfast at the Opry." At noon all will be invited to attend a luncheon at the Andrew Jackson Hotel which is being given by

(Continued on page 18)

Decca Huddles With Spark for Fling at R.&B.

HOLLYWOOD, Nov. 13.—Decca Records is expected to enter the rhythm and blues field with another subsidiary label shortly, should present negotiations with Spark Records be concluded.

Deal reportedly awaits only the final approval of Decca President Milton Rackmil, who arrived here late yesterday (12).

Details of the Decca move involve the acquisition of the complete Spark catalog, unreleased masters, talent and the services of recording directors Jerry Lieber and Miker Stoller, and Spark sales chief Lester Sill.

Should the deal be consummated, Lieber is expected to head the as yet unnamed label's artist and repertoire department, Stoller to act as an a.&c.r. assistant, while Sill would direct national sales and promotion.

To date, the Spark firm has released only eight sides since its

(Continued on page 18)

Bruno Service Eases Dealer Hi-Fi Entry

NEW YORK, Nov. 13.—A new service to ease dealer entry into high fidelity component sales was launched here this week by Bruno-New York, local RCA distributor. Under the plan dealers will be able to market such equipment at little or no investment in stock, according to Bruno execs.

One facet of the program calls for dealers to receive franchises upon the purchase of a minimum stock of components for demonstration and display. Retailers handle installation and service, drawing upon the distributors' stock

(Continued on page 18)

Capitol Sales Top \$17 Mil. Net 736G; Exceed '53 Marks

HOLLYWOOD, Nov. 13.—Net sales for Capitol Records in the 12 months ended September 30, 1954, totaled \$17,283,000, an increase of \$1,318,000 over the comparable period a year ago, said President Glenn E. Wallichs in a quarterly report to shareholders.

Net income amounted to \$736,181, equal after preferred dividends to \$1.53 a share on the 476,230 shares of common stock outstanding. This compared with \$709,624 or \$1.47 a common share, in the preceding 12 months.

Wallichs pointed out that the company's working capital position continues to be strong, with cash, receivables and government securities exceeding all liabilities.

Joni James Signs With M-G-M After Long Hassle

NEW YORK, Nov. 13.—M-G-M Records finally signed Joni James on Thursday (11), following a lengthy hassle between the record company and the singer over renewal terms. In recent months Miss James has been offered around to several of the larger record companies, with no takers at the price and terms sought. M-G-M, however, settled the problem this week by giving in to some of her demands.

The Miss James' last few records have failed to match the sales figures of her early disks, M-G-M is believed to have felt obligated to its distributing organization to retain the biggest name on the label at almost any cost.

Exact terms of the new contract are not known, but the thrush has been seeking complete autonomy over selection of material, a \$50,000 a year guarantee and similar demands. Negotiations for M-G-M were handled by the label's chief Frank Walker.

RCA Victor this year is issuing new singles by the Ames Brothers, Eartha Kitt, Spike Jones and the Voices of Walter Schumann. The Eartha Kitt record, "This Year's Santa Baby," is the tune that she made a hit last year, all dressed up with new 1954 lyrics. The Ames Brothers' latest is "There'll Always Be a Christmas" and "I Got a Cold for Christmas." Spike Jones' waxing is "I Want Eddie Fisher for Christmas," and the Voices of Walter Schumann cheer the holiday

(Continued on page 18)

Rack Jobbing Hits 500G Mark in Calif.

HOLLYWOOD, Nov. 13.—Approximately \$500,000 in hitherto untapped record sales is currently being achieved annually by record rack jobbers in Southern California. This is the opinion of Ed Mason, president of Record Rack Service, largest of the rack operators in this area.

The half-million-dollar figure represents sales at the consumer level, and includes a multitude of labels; the majors, independents, hit-tune disks and distress merchandise. Mason revealed that his firm alone, which carries the major labels in the pop and classical fields and only Peter Pan (25 cents and 59 cents list) in the kiddie field, will have accounted for approximately \$220,000 in sales at year's end.

Mason's rack operation, originally organized in 1948 following a two-year stint with the RCA Victor

distributor here, is a growing one that up until recently had largely restricted its operation to Army, Navy and Air Force exchanges. Record Rack Service currently has 30 racks in these military installations, and has since expanded with 18 more covering chain-store-operated supermarkets.

Mason designs his own racks, each of which hold a total of approximately \$800 in records. Racks are supplied to the location at no cost, tho Mason estimates they cost his firm between \$40 and \$75 each. At the present time, Record Rack Service covers an area as far south as San Diego and east to San Bernardino, and gets full retail prices for its records.

Contrary to the opinion of many dealers who see a possible threat to their businesses as a result of the growth of rack jobbing, Mason believes the additional exposure of records in supermarkets, drug chains and variety stores complements the music shop.

Says Mason, "We are not equipped to carry more than the established hits in single records and package goods, and consequently offer what might be considered a disinterested record buyer the opportunity to exercise the impulse-buying habit. The average music lover that has the record-buying habit will continue to visit his record dealer. At the

(Continued on page 26)

BRITISH DISKS

700 Releases For Nov. Make All-Time High

LONDON, Nov. 13.—An all-time high figure of 700 new records will be released by British disk companies this month. Of this total the Decca group (Decca, Brunswick, Capitol, Felsted, London, Durium and Telefunken labels) will issue 298—86 standard 78's, 30 of which are duplicated on 45 r.p.m.; 39 are 45 EP's; 10 are 78 medium-plays and 124 are LP's.

The EMI Group (HMV, Columbia, Parlophone, M-G-M, Regal-Zonophone) are to put out 204 disks consisting of 78 on 78, of which 34 are duplicated on 45; 35 on 45 EP's and 57 on LP.

The smaller companies like Vogue, Phillips, Esquire, Mercury, Nixa, etc. will account for the rest. The great majority of this output are jazz, swing, dance band and pops. Only four years ago the trade was congratulating itself on a total of about 270 different disks.

TIT FOR TAT

Artists Pick Their Favorite Deejays

NEW YORK, Nov. 13.—Traditionally, disk jockeys are polled to name their favorite artists. And in line with the usual practice, the jockeys throught the nation had their say in The Billboard's Seventh Annual Music-Record Programming Guide issued last week.

It seemed only proper to give artists a chance to pick the jockeys they felt deserved to be similarly honored. This year, for the first time, The Billboard polled the country and western recording artists asking them to name the jockeys considered to be doing the most honest and conscientious job.

The 55 deejays selected by the artists were:

1. Nelson King WCKY
2. Eddie Hill WSM
3. Paul Kallinger XERF
4. Marty Roberts WCKY
5. Randy Blake WJJD
6. Charlie Walker KMAC
7. Johnny Hicks KRLD
8. Pete Hunter KRCT
9. Bill Collie KNVZ
10. T. Tommy Cutrer KCIJ
11. Joe Rumore WVOK
12. Lee Moore WWVA
13. Fred Wamble WBAM
14. Bob Neal KMPS
15. Smokey Smith KRNT
16. Johnny Rion KSTL
17. Joe Martin KCNC

18. Mack Sanders KFBI
19. Joe Allison WMAK
20. Joe Nixon KXLA
22. Pete Hunter KTAE
23. Red Smith KBOK
24. Red Blanchard WLS
25. Squeakin' Deacon KXLA
26. Bill Stanley WNOE
27. Tom Edwards WERE
28. Gordon Guest KHBR
28. Texas Tiny KFOX
30. Paul Westmoreland KXOC
31. Jimmie Osborne WKLO
32. Tom Brennan KXLA
33. Dal Stallard KCMO
34. Uncle Jim Christy XEG
35. Cabe Tucker KSTL
36. Jim Wilson WHOO
37. Gene Echels KGLE
38. Eddie Kirk KVSM
38. Glen Rich WBAP
40. Fred Wamble WMGY
41. Grant Turner WSM
42. Tommy Sutton WJJD
43. Joe Morris WKOK
44. George Popkins KRCT
45. A. J. Winn KTRH
46. Casey Strong KALT
47. Rosalie Allen WOV
48. Happy Ison WORZ
49. Bob Jennings WLAC
50. Hi Pockets Duncan KDVA
50. Sleepy Eyed John WHHM
50. Bill Strength KWEM
50. Slim Willet KRBC
50. Sam Workman WRVA
55. Carl Fitzgerald WTOK

STARR TO WAX AT CAP STUDIO

HOLLYWOOD, Nov. 13.—Tho Kay Starr won't be a Capitol recording artist come the end of the year, the singer is expected to start off 1955 under Capitol's roof.

Already signed to an RCA Victor recording contract, Miss Starr's mentor, Hal Stanley, has engaged the Capitol studios here for a recording session come January 2, 1955.

Bell Label Inks Distrib Deal In 4 Countries

NEW YORK, Nov. 13.—Bell Records has closed a deal with the Musical Masterpiece Society for the distribution of its pop wax in several European countries. MMS, an affiliate of Concert Hall Records, operates mail-order record clubs here and abroad (The Billboard, November 6).

Under the new contractual arrangement, MMS will have access to Bell masters it feels suitable for exploitation in European countries where it currently operates. These include France, Holland, Switzerland and Western Germany. Not covered by the pact is England.

(Continued on page 26)

Bergman Puts Out New Roulette Wax For R.&B. Market

NEW YORK, Nov. 13.—Dewey Bergman, president of Benida Records, has started a new label, Roulette, to enter the rhythm and blues market. Tho Benida has issued rhythm and blues records in the past, Bergman believes that the new label name will enable the firm to expand its activities further in this market. Such groups as the Sugartones will be switched from Benida to the Roulette label.

Meanwhile, Dewey Bergman Jr. has joined the firm as sales promotion manager and heads out on the Midwestern promotional trip, while sales manager Jack Sweeney returns from a Southern markets tour. Latest talent additions to the Benida labels are Harvey Grant, Ann Gordon and the Eddie Layton Trio.

The firm has also set a special and unusual promotion for its Christmas carols album recorded by the Macy Singers, a choral group made up of employees of the mammoth Macy department store here. During the pre-Christmas selling season Macy telephone operators will answer all incoming calls by saying "Have you heard 'Songs of Christmas' recorded by the Macy Singers?"

RCA Hits Million In Mood Albums

NEW YORK, Nov. 13.—RCA Victor presses next week will punch out the firm's 1,000,000th mood music album since the launching of the series in September, 1952. Total sales volume for the series has already reached \$3,600,000, according to Larry Kanaga, general sales manager.

He said sales have been equally divided between LP's and EP's. Featured are the Melachrino Strings, Hugo Winterhalter and Henri Rene.

Kameron, Meltzer, Smith Form Label

NEW YORK, Nov. 13.—Version Records, a new LP firm, has been formed by Pete Kameron, of Folkways Music; Bill Smith, former night club-vaudeville editor of The Billboard, and press agent Allan Meltzer. Already signed as artists are Sylvia Syms, Charlie DeForest, Richard Dyer-Bennet, Robert Clary and Ken Nordine. Intimate nitery material will be featured.

Livingston Taping Disks of 5 Indies

By IS HOROWITZ

NEW YORK, Nov. 13.—In moves to expand its interests in the pre-recorded tape field, Livingston Electronics has just completed arrangements to issue the recorded material of five independent diskeries on tape. Livingston, a high-fidelity components manufacturer, will act as duplicator and national distributor in the tape operation, but all tapes will carry the label of the originating diskery.

Deals have already been set with Atlantic, Esoteric, Riverside, Oceanic and Empirical Records. Their first Livingston-processed tapes will hit the market within the next few weeks. Current talks with other record manufacturers are expected to lead to similar arrangements.

Livingston's plan is to market the tapes primarily thru hi-fi outlets, altho other retailers handling tape machines and records will also be solicited. Stress will be laid on the hi-fi character of the tapes, altho

some of lower quality will be issued if the historical interest is considered strong.

Wherever possible, the firm will duplicate its product direct from master tapes. In a few cases binaural tapes will be introduced.

40 Atlantic Tapes

Among the first batch of Atlantic tapes will be recordings by Errol Garner, Mary Lou Williams, Jimmy Yancey, Barbara Carroll, Sylvia Syms, Dizzy Gillespie, Mabel Mercer and Mae Barnes. A complete recording of Shakespeare's "Romeo and Juliet," featuring Eva LeGallienne and Dennis King, is also in the works. Some 40 Atlantic tapes will be made available in the next year, according to present plans.

Included among the initial Esoteric tapes will be some medieval Christmas carols, works by Giovanni Gabrielli, a collection of harp music, and ethnic and jazz material. The Riverside tapes will feature such names as Fats Waller and Bix Beiderbecke, Oceanic's first tapes will consist of both classical and mood-music sets, and Empirical's will showcase Dixieland jazz.

All tapes will be double-track, 7 inches per second, in both five and seven-inch reels. The smaller packs will list at \$6, the larger at \$12. Full-track reels will be available on special order at \$10 each.

Trust Fund Moneys

Under its arrangements with the record firms, Livingston assumes all financial burdens except for artist royalties. Livingston will be responsible for payments to the Music Performance Trust Fund and to publishers for mechanical royalties. An override on sales goes to the diskeries.

Livingston will continue to issue its own Connoisseur and Livingston pre-recorded tape lines.

SASHAY IN

Expect Over 10,000 at Chi Sq. Dance

CHICAGO, Nov. 13.—This weekend will see the largest gathering of square dance enthusiasts ever to congregate in one spot. Between 10,000 and 12,000 people will attend this year's Square Dance Festival held in the International Amphitheater here, with only about 2,000 people coming under the heading of spectators.

The yearly event, in which dancers from 48 States and Canada participate, was originally started by Station WLS, which dropped it last year and turned it over to the Chicago Area Callers Association. The association puts on the affair now in conjunction with the Chicago park district.

This year there will be 26 exhibitors, including all the manu-

(Continued on page 26)

Sunny Gale Switch To Capitol Nixed When Victor Balks

HOLLYWOOD, Nov. 13.—Negotiations for a projected switch of singer Sunny Gale from RCA Victor to Capitol Records were temporarily halted this week with the disclosure that the singer could not obtain her release before the end of her existing contract.

RCA Victor reportedly would not allow the singer to break her contract, which expires in April of 1955. Capitol Records execs indicated that negotiations would be resumed next year.

N. Y. GOES FOR HILLBILLY

Snow Packs Meadowbrook, First Country Star to Click

• *Continued from page 11*

heard on WATV's radio affiliate, WAAT.

Already booked to follow Snow are Faron Young on December 6 (also a Monday night) and Webb Pierce for a Monday in January. Dailey plans to raise the admission price to \$2.20 for the Pierce date. At the \$1.65 admission tab, Dailey drew 1,890. Capacity at the Meadowbrook is technically set at 1,650. Dailey also said that his average table take was higher than usual, pointing out that he sold 139 cases of beer at 55 cents a bottle and 565 complete dinners.

At about 11 p.m. Snow made a pitch to the audience to sell a folio of his hit songs with an autographed photo. He sold 1,000 folios at \$1 each.

As for the house, it was mainly

teen-agers dressed in sport shirts and jeans. License plates on cars in the mammoth parking lot identified the customers as coming from half a dozen Northern New Jersey counties and almost every metropolitan center county on the New York City side of the Hudson River.

In all, this was a near-amazing turn out. In view of the sad fate suffered here by the "Grand Ole Opry" unit at the Hotel Astor Roof and the "Hayride" show at the 48th Street Theater, traders expected the Snow booking to be a dismal failure, too. Many now point out that the ready availability of parking space and the optional dress feature of the Meadowbrook booking made the big difference.

SPA to Scale New Dues Card For Next Year

NEW YORK, Nov. 13.—The Songwriters' Protective Association will re-scale its membership dues next year to help meet increased costs of operation and added services. It will be the first dues hike by the organization in five years.

Dues for members will be scaled from the special associate category (amateur cleffers) at \$15 a year, thru seven grades topped by a new double-A class calling for a yearly bite of \$150. This "super-dreadnaught" category will probably include no more than 25 among SPA's total membership of 2,400. Class designation will be determined by size of renewal activity of cleffers' catalogs. The current

(Continued on page 26)

DON'T MISS IT!!



**"HOME
FOR THE
HOLIDAYS"**

HEAR PERRY SING HIS NEW RECORD

on the

PERRY COMO SHOW

WED. NIGHTS, NOV. 17 and 24 **CBS** **RADIO
TV**

Another **RCA VICTOR** *First!*

RONCOM MUSIC COMPANY 1270 6th Ave., New York, N. Y.

VOX JOX

By CHARLOTTE SUMMERS

MORE R&B COMMENTS: "I'd like to take issue with the people who are defending all types of r.&b. tunes," writes Tut Perry, WHLM, Bloomsburg, Pa. "Certainly we jockeys must look out for our own reputations, since nobody else will. I try to audition carefully all r.&b. releases. It's too easy to be caught embarrassed on the air once you've let the record spin. And don't think the audience doesn't listen to the words of these tunes. How many jockeys can say they've never received requests naming a phrase or line from the song as a title and then have to scramble to find the correct title. Does this prove anything?"

"I say, if the labels won't police themselves, let us police ourselves. Let the manufacturers print as many copies as they wish, and take their chances on the jockeys spinning them. I've flatly refused to play several on the air—Vicki Young's 'Honey Love' and Jimmy Dickens' 'Out Behind the Barn,' tho the latter isn't r.&b. Sure there's a beat, but there's also potential delinquency. Let's face it . . . if the kids look up to us as idealists . . . music-wise . . . let's not look down on them."

SURFACE NOISES: Harry A. Heckesky, WMMM, Fairmont, W. Va., is still sounding off on the poor condition of today's music. He writes, "Several weeks ago I wrote something on the back of one of these questionnaires pertaining to the current bad condition of music. I would like to state here and now that I must not be the only one who believes this to be true. Due to your printing what I wrote, I received many replies from all over this country and one from Canada all in complete accord with what I wrote. I have had people asking for my picture as a result. Maybe they think the same way I do but what can a handful of true music lovers do to get the public and artists back on the good beam of music."

"This probably will be a long hard pull but if the jockeys who are crying all scream together, we may be able to get the job done. To cry my part, I will start by blasting those so-

(Continued on page 44)

DEALER DOINGS

By JUNE BUNDY

IN THE FIELD: Decca's relations with the J. McKenna Music Shop, of Cambridge, Mass., are so good that the label's special classical representative for national sales, Bill Crowley, married the outlet's co-owner, Grace Lyons, last Saturday. . . . DeeJay Larry Fischer, WTCN, Minneapolis, recently ran a contest, wherein listeners were asked to guess the number of records on the shelves of a local record shop. Eight albums were given away as prizes, and Fischer suggests that dealers might utilize the stunt on their own as a door prize or newspaper ad gimmick. . . . Bob Spence, Spence Music Shop, Whitinsville, Mass., reports that business has been slow, but he expects it will pick up this winter. . . . The Sam Viner Music Company, Bangor, Me., has had lots of calls for individual recordings from Harry Belafonte's new "Mark Twain" album, and he thinks Victor should release some of the LP's selections as singles.

THE SHOWOFF: The management of Edward T. Bates Company, Meadville, Pa., was considerably miffed recently when an "upstart" young record salesman, making his first trip thru the territory, tried to tell the veteran dealer all about the record business. The dealer writes, "Our store has been in the retail record business continuously since 1880. We remember the first cylinder records, the gaily painted horns which hung by a chain, one-sided recordings and the orthophonic. We didn't tell 'Joe' all these things tho. We just let him blow his top and rant and rave, altho we perhaps know more about the record business than he will ever know."

JUST BROWSING: "Some of those 'college degreed,' top-flight promoters ought to go into business for themselves for awhile and learn the practical facts and fundamental problems of the record trade," according to Oliver Martin, Martin's Radio and Music Shop, Franklin, N. H. Martin writes: "The record companies can and should help the dealers with real bargains on table and wall racks for display and increasing impulse buying. This should forcefully be brought to their attention. It is my belief that this will bring more record business than those expensive 'bonus deals' and trips to Bermuda or the Azores. Let's be realistic and grow up."

THE APPEARANCE of the Hollywood favorite Sheriff John at the North Hollywood Sears-Roebuck store last week resulted in a complete sellout of his Imperial children's records. Approximately 1,000 youngsters turned out for the event, with Sears' record counter mobbed by buyers. . . . Lennie and Jean Saden, Rosslyn Music Shop, Hollywood, report the start of what appears to be a good Christmas market for equipment sales. . . . Musicland, Hollywood, continues adding to its self-service operation with additional browser boxes. . . . AFTRA has notified its members to honor the picket line of the Retail Clerks' Union at Music City, Hollywood.

JUKE BOX WRAP-UP

Five more juke box operator associations in the State of Ohio this week voted to start changing over to 10-cent play. As a result the entire Northeastern section of the State is now moving into 10-cent play. Among the larger cities making the move are Akron, Cleveland, Youngstown and Warren.

An editorial in the Music Machines department reiterates The Billboard's stand on the testing of commercials in juke boxes. Again operators and their associations are reminded that a test run by an independent and outside research organization would work to the advantage of all parties.

The Detroit move to stop juvenile delinquency thru the use of music got another shot in the arm this week when city police, the operators and local disk jockeys met and worked out a four-point program to aid teen-agers.

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

MOA Gets 10c On Every NJB Record Sold

CHICAGO, Nov. 13. — The Music Operators of America administrative fund will get 10 cents from Barney Young for every copy of the National Juke Box label sold by Young to operators or retailers. This was one of the additional details disclosed this week concerning the tie-up between MOA and Barney Young, New York music publisher (The Billboard, November 13). The fund was originally set up by MOA to settle congressional bills to amend the Copyright Act.

George Miller, president of MOA, also told The Billboard this week that the NJB record would be issued on both the 45 and 78 r.p.m. speeds and that operators did not have to order any specified number of disks.

All Operators

Miller said that the records are being offered to all juke box operators (including non-MOA members) and also to retail dealers at standard prices. No contract between MOA and Young has been negotiated. MOA considers the operation in the nature of a test.

Miller also said that MOA was negotiating with a West Coast music publisher for the same type of deal as Young's

Bright Wins AFM Court Fight Over Yanking Club Ork

PITTSBURGH, Nov. 13.—Jackie Bright, president of the American Guild of Variety Artists, won his long fight with the Pittsburgh Musical Society on Monday (8) when Court upheld the Allegheny Court of Common Pleas who held that the American Federation of Musicians' Local 60 had used a secondary boycott against Bright.

Last winter the musicians' union here asked all performers appearing in the area to keep off disk jockey shows because the deejays were going into ballrooms with teen-age dances and putting musicians out of work. The union further said that all acts going on these shows would not have musicians playing behind them when they appeared in the local spots. Bright objected strongly to this edict, went on Joe Deane's show over KQV and the band was pulled at his engagement at the Carousel.

Bright sued, won in the lower court and the Supreme Court refused to change the ruling upon appeal by Local 60 who maintained it was a labor dispute and should have been heard by the State Labor Mediation Board.

WNEW SELLS MINKS, YACHTS

NEW YORK, Nov. 13. — Diamonds, mink and yachts ordinarily aren't the sort of products that good deejay sales are made of, but local indie WNEW hopes to change all that this month. Beginning Monday (15) Jerry (Make Believe Ballroom) Marshall will deliver special spots for a \$49,000 Chris Craft yacht, a \$22,000 Gunther Jaeckel mink and a Van Cleef and Arpels necklace.

It's primarily a stunt of course, but owner-manager Richard Buckley is betting that "among the millions who listen there is a gillion infinitesimal in numbers, but tremendous in affluence, that will make this sort of thing pay. Anyway you don't have to sell a lot of yachts to satisfy a sponsor." Part of the gimmick is that Marshall himself will personally act as salesman via special appointment in response to any inquiries brought in by the commercials.

DISKING RUNS IN THE FAMILY

HOLLYWOOD, Nov. 13.—Treading in the footsteps of two well-established names in the recording industry, Oliver Berliner, president of Oberlin, Inc., is the third-generation descendent of the family to enter the business.

Emile Berliner, Oliver's grandfather, is credited with inventing the carbon microphone and was president of the Berliner Gramophone Company, later acquired by the Victor Talking Machine Company.

Edgar Berliner, Oliver's father, was president of RCA Victor of Canada. Oberline, Inc., bowed in the disk business via a Pinky Lee kidisk, with future plans calling for expansion into the Latin-American and package goods fields.

World Readies 7 Music Packages For Local Radio

NEW YORK, Nov. 13. — The World Broadcasting System is readying seven new musical packages for local radio station subscribers for a January 1 delivery date. The series, the biggest single package distributed by World in its 20-year history, includes a new 15-minute transcribed Three Suns show on a five-day-a-week basis.

The rest of the packages are record programs, with World supplying special scripts for local station announcers, while disks are played individually by each station. The new across-the-board programs include three half-hour shows — "Music Coast to Coast," "Passport to Daydreams" and "Guess Who? Guess What?"

The 15-minute series include "Westward to Music," "The Song and the Star" and the Blackwood Brothers Quartet singing gospel songs.

Chi Theater Back To Flesh, Using Recording Talent

CHICAGO, Nov. 13.—The Chicago Theater is back to booking flesh for its stagelights which bow December 17. With the swing back to vaudeville, which was cut short by the run of "A Star Is Born," the house once again reverts to a policy of featuring top disk talent. Prior to the flesh lay-off, this house has been spotting record talent for almost a year with marked success.

First of the record names to be booked into the house are Julius La Rosa and Kitty Kallen, who will co-star on the bill slated to open December 31. Both names have appeared here as singles and each has had better than average box office, with La Rosa going so strong that the police had to be called for reinforcements at the stage door. Miss Kallen, who was in during the tenure of her debut hit, "Little Things Mean a Lot."

The December 17 booking pegs singer Don Cornell and the Mambo Jets, along with an ice revue which stars Jo Ann Mc-Gowan. Cornell is currently among the best sellers in Chicago with his Coral recording of "Hold My Hand."

MCA Promotions In Key Divisions

NEW YORK, Nov. 13. — The Music Corporation of America this week made a number of important promotions in key departments of the agency. Freddie Fields, Dick Rubin and Jay Kanter have been elected vicepres of the Management Corporation of America.

Kay Brown and Audrey Wood have been elected vicepres of MCA Management, Ltd. Ed Henry and Ned Brown have been elected vicepres of MCA, Ltd. Jack Bolton has been elected a vicepres of MCA.

Folster Balks At Jap Pact

TOKYO, Nov. 13. — George T. Folster, collection agent for a number of American publishers in Japan, informed The Billboard this week that he had refused to sign a new contract with Taihei Records here for the collection of royalties. He said that he would not sign the pact because "it does not make any provision whatsoever for back royalties, which, in my experience, is the biggest piece of money due our American publishers at this time." Folster also claimed that the contract signed by the Japanese Artists Society of Rights of Authors and Composers for the Harry Fox Agency with Taihei Records also made no provisions for payment of back royalties.

The payment of back royalties has been a long drawn out hassle for many years between American publishers and Japanese recording firms. According to available estimates, money owed to American publishers for back royalties for the period 1943 to 1953 totals more than \$500,000. According to IASRAC, which collects for the Harry Fox office here, they are now in negotiations for back royalties with Taihei. Folster claims that Taihei's lawyer wanted him to sign the new contract without discussing back royalties.

According to Folster, his office has a continuing partition, just as IASRAC has, for permission to remit back royalties. But he says they have been given no encouragement and now with dollars becoming scarce it is less hopeful now than previously that American publishers will get any back royalties at the present time.

Folster's firm specializes in copyrights, both literary and musical, and Folster himself is the bureau chief here for the National Broadcasting Company.

Block Calls Tune 'Italiano' Offensive

NEW YORK, Nov. 13.—Rosemary Clooney's new disk, "Italiano Mambo," was labeled "offensive" by veteran deejay Martin Block this week, who told his ABC listeners that he had received so many complaints about the record that he had decided not to play it any more on the air. It was the first time in his 20-year radio career that the deejay refused to play a record listed in the top 25.

Non-linguist Block played the disk originally in all innocence, but shortly after, he reports, his Italian-American fans informed him that the lyrics were in poor taste and highly insulting and that if he knew their real meaning he would obviously not have played it on the air. As a compromise with his "top 25" format, Block announced that the Clooney disk was No. 23, but that he would not play it.

Cap Near Deal for 'Okla.' Soundtrack

HOLLYWOOD, Nov. 13.—Capitol Records is expected to wrap up final negotiations for the original soundtrack album rights to the Rodgers and Hammerstein film version of "Oklahoma!" this week.

Alan Livingston, vice-president in charge of artists and repertoire for the company, is to meet with Hammerstein Tuesday (16). Livingston disclosed the album will be a 12-inch LP, and will represent one of Capitol's most extensive packages. Film stars Cap recording artist Gordon MacRae, and Shirley Jones, Gene Nelson, Gloria Grahame, Charlotte Greenwood and Eddie Albert.

D. J. Show Tees Off Derby Record Room

HOLLYWOOD, Nov. 13.—The Hollywood Brown Derby's new Record Room got under way this week with a weekly half-hour disk jockey show emceed by Al Gannaway airing via ABC network. Show will not restrict itself to the playing of records, but will include trade news, chatter and interviews.

A Salute to the No. 1 Record Band

Reprinted From Billboard, November 6, 1952

• Talent Corner



Tho most have tried and many have thought they had the answer, few can explain why the dance bands are not strong record sellers. The reasons given are many, varied and even unusual. The fact remains, tho, that bands on records have a tough time hitting best-seller charts. One of the exceptions, of late, is the Ralph Marterie band on Mercury. Currently riding high with their version of "Skokiaan," the band keeps turning out disks which are strictly danceable, yet have that commercial "watchamacallit" that gets the kids to buy records. Current release is "Kiss Crazy Baby" and "Bongo Guitar." The latter is a twist on well-known "oye Negra."

Breaking Big!

"BONGO GUITAR"

COUPLED WITH

"KISS CRAZY, BABY"

MERCURY 70482 • 70482X45

MERCURY RECORDS NEW TALENT CORNER



A Tremendous Rendition!

"MR. SANDMAN"

AND

"Rock-A-Beatin' Boogie"

BUDDY MORROW

MERCURY 70477 • 70477X45



Going Strong!

"RUNAROUND"

AND

"Boodlya Booten Baby"

Billy Farrell

MERCURY 70474 • 70474X45



Truly A Great Record!

"My Own True Love"

AND

"Please Don't Break My Heart"

Nick Noble

MERCURY 70496 • 70496X45



CHICAGO 1, ILLINOIS

TALENT TOPICS

CHICAGO ORIENTAL RETURNING TO FLESH . . .

Officials of the Oriental Theater, Chicago, corroborated rumors which were circulating last week concerning the theater's re-entry into the flesh field. It was confirmed by the spokesman for the house that the Oriental is currently thinking of going back to a now-and-then stagershow policy sometime after the first of the year.

ARCHER NEW V.P. AT SHAW ARTISTS . . .

Jack Archer was appointed a vice-president of Shaw Artists Corporation this week. Archer has been with Shaw since the firm was founded five years ago. Another promotion in the firm saw Jack Whittemore take over the location date department. Monty Kaye and Milt Shaw will be associated with Whittemore in the department. Walter Thomas is now handling one-nighter dates.

CORNELL TOUR TO CASH IN ON BRIT. CLICK . . .

In a move to cash in on his new popularity abroad, Don Cornell has been booked for a 22-week tour in England and on the Continent, starting March 21. The tour is being lined up by Moss Theater Enterprises, with Cornell slated to play London's Palladium sometime in May or June. Meanwhile, tho, as part of Cornell's guaranteed 22-week deal, with Moss, the singer will tour the English provinces, pending a big promotional build-up for the Palladium date. Altho Cornell is currently riding high in England, with his Coral disk "Hold My Hand" a top seller there, this will be his first trip abroad. Manager Manny Greenfield will accompany him.

MISS COLLINS CUTS 2 AUDIOVOX KIDDIS . . .

Dorothy Collins, who takes over her old spot on NBC-TV's "Hit Parade" next Saturday (20), is recording two kiddie sides for Audivox Records this week. The tunes, her first kiddie records, are "Spunky the Monkey" and "The Goldfish Song."

ENGLISH SINGER SET FOR TOAST . . .

English singer David Whitfield has signed for an appearance on Ed Sullivan's "Toast of the Town" for Sunday, December 12. Over a six-day stay in the U.S. Whitfield will guest on a number of radio and TV programs negotiated by agents Lew and Leslie Grade.

FISHER FIRST YANK FOR '55 PALLADIUM . . .

Eddie Fisher will be the first American artist to play the Palladium's 1955 vaude season. Opening there on March 28 next for two weeks, the singer will follow up with a swing around the provinces. An unconfirmed rumor here gives him the starring role in a motion picture to be made in this country about the same time, but as yet no details are available.

DECCA SIGNS CONTRACT WITH BEBO VALDEZ . . .

Decca Records has signed Bebo Valdez and his orchestra to a contract. The Cuban band leader and arranger is known as "The Glenn Miller of Cuba," because, unlike most South American outfits, he uses a full orchestra. His first Decca sides are "Serenado Em Batongo" and "Dalquiri," a mambo-styled ditty.

Leo Sunny and his trio, featuring Stan Keller, will open at the Duluth Hotel, Duluth, Minn., on November 22. . . . Louis Schurr is now managing singer Bob Manning. . . . Charlie Fuqua's Ink Spots are now playing the Lau Yee Chai Club in Honolulu. The group will be there for seven weeks. . . . The American Guild of Variety Artists ruled in favor of the Birdland Club here in its hassle with singer Roy Hamilton. Birdland had options for Hamilton to play the club, and Hamilton had refused to play at the money offered. Birdland is due to receive a \$700 settlement.

Kitty Kallen will be a guest lecturer at Bill Smith's "Show Business" class at the New School here on Monday (15). Mitch Miller will lecture on December 6. . . . Billy Daniels will open a 10-day tour of Australia on December 4 in Sydney. . . . Thru Peggy King is now a permanent fixture on the George Gobel show over NBC. . . . Stan Free and his trio opened at Van's Beau Brummel night club here this week. . . . Betty Madigan will be at the Para-Glide in Hempstead, N. Y., on November 19 and 20 and November 24 thru 27. . . . Alan Dean will be at the Ranch House in Johnston, N. Y., starting November 23.

Jimmy Durante's first Decca side, "Pupalina" and "Little Duante," will be out next week. . . . M-G-M is releasing a new EP by Odette featuring four songs which the French canary sings in the M-G-M movie "The Last Time I Saw Paris." However, the EP was specially recorded and was not taken from the movie sound track.

FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

R. Murray Nash, associated with Acuff-Rose Publications, Nashville, the last four years, has severed connections with that firm as of November 1. Nash has had several propositions, all connected with the c.&w. music field, but hasn't made any definite plans as of this writing. Murray was formerly with RCA Victor and Mercury Records before becoming affiliated with Acuff-Rose. . . . Sen. Estes Kefauver of Tennessee paid a surprise visit to the WLS "National Barn Dance" at the Eighth Street Theater, Chicago, November 6, and complimented the 30-year-old show and its cast, remarking that such folk music programs made America great. He said, too, that he was proud of his native State's "Grand Ole Opry," and commented on the fact that George D. Hay, founder of the "Opry," was an alumnus of the WLS program. . . . Eddy Arnold and a coterie of country & western folk, including Minnie Pearl, Goldie Hill, Eddie Hill, the Jordans, Donna Dempsey, Robert Powers and the Plowboys, featuring Hank Garland and Roy Wiggin, played to three capacity houses at the Wells Theater, Norfolk, November 6, sponsored by WCMS.

The date was the conclusion of a 10-day tour for Arnold arranged by Col. Tom Parker, of Jamboree Attractions, Madison, Tenn.

Country music is becoming the biggest thing in entertainment today, with more fans than has pop music, says a feature article in the November issue of WSM's "Grand Ole Opry," heard in nearly 40 States over the CBS network every Saturday night. Featured in the story are Carl Smith, Goldie Hill, Eddie Hill, Roy Acuff, Hank Snow, Jim Denny, Minnie Pearl and other Nashville favorites. . . . Elvis Presley, 19-year-old comer in the c.&w. field, who guested on KWKH's "Louisiana Hayride," October 16, and made such a hit that he was brought back a week later, has become a regular member of the "Hayride" forces, along with William Black and Winfred Moore. The three record for Sun Records. . . . Billy Walker, off the "Hayride" line-up for several months, rejoins the show next Saturday (20). Walker has been working out of Springfield, Mo.

Donn Reynolds is back in harness at WCCB, Red Lion, Pa., after a trek thru Canada, where he stopped

(Continued on page 46)

RHYTHM & BLUES NOTES

By BOB ROLONTZ

Everyone in the business will be pleased to learn that ork leader Tiny Bradshaw is rapidly recovering from his illness. The genial orkster is now sunning himself in Miami Beach and expects to resume his musical activities within 10 days. . . . One of the hot new r.&b. packages started a lengthy tour this year when Dinah Washington, the Checkers, the Dells, Danny O'Grady and the Cootie Williams ork set out on a one-nighter tour thru the South on Monday (8). The package will play Southern dates until December 20, and then will swing thru the Middle West. On the Midwestern part of the tour the James Moody ork will replace the Williams band. The tour is booked by Universal Attractions.

A lot of fine r.&b. singers and groups will get a chance to be seen on TV when Studio Films, Inc., completes its series of TV films titled "Apollo Varieties." The series features Dinah Washington, the Clovers, Amos Milburn and the Lionel Hampton ork, as well as comics and dancers. We had a chance to catch one of the shows the

other day and we're pretty impressed with it. The bright emsee work of Willie Bryant links together the strings of acts.

Stan Pat, who runs a r.&b. deejay show out of Station WTTM in Trenton, N. J., every night, is getting an extra 15 minutes every night, extending his show from 9:45 p.m. to midnight. His show was voted top in r.&b. programs by the Trenton Central high school, Hamilton high and Trenton Catholic high. . . . Uncle Herm Reavis' "Blues and Boogie" show over WRIS in Richmond, Va., one of the newer r.&b. programs, is turning into a very important one for the station. Reavis, until a short time ago, had spun only pop disks, but he decided recently to add half an hour of r.&b. sides. Reaction and mail was so favorable that the half-hour show was soon extended to one hour and 15 minutes. This sort of indicates the power of the r.&b. wax.

Baby Dee opens at the Celebrity Club in Rhode Island on November 22 and then plays the Cross

(Continued on page 51)

Diskers Aim on Christmas

Continued from page 13

with "Calypso Christmas" and "Christmas Tree."

Decca Accents

Decca Records has released a Christmas platter featuring Kitty Callen on "Baby Brother" and "The Spirit of Christmas," and it has released a new single on "White Christmas" with Bing Crosby, Danny Kaye, Peggy Lee and Trudy Stephens. Coral is giving a big push to the McGuire Sisters' cutting of "Christmas Alphabet" and "Give Me Your Heart for Christmas." London Record's big Christmas item features the label's top male singer, David Whitfield, on "Santo Natale," an Italian holiday tune.

Five new Christmas records have been issued by Columbia, which always loads up for the season. Jimmy Boyd is back again with "I Saw Mommy Do the Mambo" and "Santa Claus Blues." Gayla Peevey sings "The Angel in the Christmas Play" and "Got a Code in the Note for Christmas." Red Buttons sings "Bow-Wow Wants a Boy for Christmas" and "Little Johnny Snowball." Peggy King debuts Christmas-wise with "I'm Gonna Put a Little Clue under the Christmas Tree" and "Counting Sheep." Gene Autry sings "I Wish My Mommy Would Marry Santa Claus" and "Sleigh Bells" on his latest disk.

Mercury Releases

Mercury Records is releasing four new disks — the Crew Cuts "Twink Toes" and "Dance, Mr. Snowman," Ralph Marterie's "Dig That Crazy Mister Santa Claus,"

WSM's 29th Year

Continued from page 13

Gene Autry. Beginning at 4 p.m., guests will attend the elaborate reception by WSM itself and which will be at the Maxwell House Hotel.

At 7:30 p.m. all guests will attend the 29th anniversary show of "Grand Ole Opry" at the Ryman Auditorium. Hank Snow, Webb Pierce and Carl Smith will star on the NBC network portion of the show, with Gene Autry, making his first "Opry" appearance, as their guest.

Following the "Opry" show, Capitol Records will sponsor a midnight party at the Andrew Jackson Hotel.

Decca Huddles

Continued from page 13

organization in March of this year. A number of these sides attracted national attention, i.e. "Riot in Cell Block No. 9," etc. Lieber and Stoller are hailed as two of the most prolific young songwriters in the business, and have been responsible for many hits, including "Hound Dog" and "Bazoom."

Talent under contract to Spark includes the Robins, Willy and Ruth, the Honeybears, Gil Bernal, the Sly Fox and Carl Gardner.

Lester Sill is a veteran of some 10 years in the record business, acting as sales manager for Modern Records some years ago and more recently in the publishing and concert promotion field.

Diskers Glow With Lend-Lease

Continued from page 13

let any of their artists perform for another label, regardless of how important their presence was to the vehicle, M-G-M's artist and repertoire chief Harry Meyerson reports that negotiations on "Here in My Heart" went off smoothly, the only provision being the usual "gentleman's agreement" that every safeguard will be taken against any of the album selections being sold as singles. In line with this, Meyerson observes that M-G-M will insist on replacing broken singles with entire albums rather than take the chance of letting singles get in the hands of operators.

RIAA Credited

Meyerson credits the Record Industry Association of America with helping to bring about some of the new-found reciprocity arrange-

Patti Page's "Skating With Willie" and "Snowflake" and Ronnie Gaylord has a version of "Santo Natale."

Capitol Records is issuing "White Christmas" with Frank Sinatra and "Rudolph the Red-Nosed Reindeer Mambo," with the Billy May ork. Other Christmas records include sides by Little Rita Faye, the Regals and Leslie Uggams on M-G-M and sides by Bill Darnell and the Smith Brothers on "X," Cadence has Julius LaRosa's "Italian Jingle Bells," while New-Disc has Betty Johnson's "I Want Eddie Fisher for Christmas."

There are, of course, many country Christmas records, and for the first time in years, a sizable quantity of Christmas disks in the r.&b. field. Perhaps most unusual of all, however, are the many mambo disks, played by bands like Pepe Adorno, the Joe Roland Quintet and others. In all, this appears to be the biggest outpouring of new Christmas disks in years.

3 of 4 Aces

Continued from page 13

the three owners are still convinced of the magazine's general appeal to record purchasers and are doing all within their means to keep the magazine in a solvent position.

The venture started in March and during the height of its existence in Chicago also sponsored its own hour-and-a-half television show with Johnny Desmond as star. It is understood that the Four Aces had maintained a policy of giving themselves no more publicity in the magazine than that given any other artists, thus curbing any possible ill feelings on the part of their contemporaries or their advertisers.

Bruno Service

Continued from page 13

for the filling of orders, and earn dealer mark-ups ranging from 30 to 40 per cent.

Other dealers coming in on the plan who do not wish to stock demonstration equipment can refer customers to Bruno's new hi-fi display room. There play-back units will be demonstrated. Bruno will handle sales, billing and installation, but will turn over 10 per cent of the customer's expenditure to the referring retailer. In both cases, the price structure will permit competitive lists, a spokesman said.

Equipment handled by Bruno includes the RCA line of intermatched hi-fi components, Espey tuner - amplifiers, Sigmastar speakers, Miracord changers and a house-brand co-axial speaker system using the R-J baffle principle.

FORT WAYNE, Ind., Nov. 13.—Earnings of the Magnavox Company for the first fiscal quarter ended September 30 were estimated at \$332,000, or 44 cents per share. Company officials expressed the forecast that the firm's radio-phonograph and television sales were running at a rate which will probably set a new record for the fiscal year.

Another angle is that in the case of slow selling artists, the firm may actually welcome the opportunity of getting back some of their guarantee money, via the artist's royalties from the other company's sales on the lend-lease album. It is accepted practice that these royalties are paid directly to the artist's label. However, this practice has never been challenged by an artist, and it's interesting to speculate on what the outcome might be if it were.

Merely- **SENSATIONAL...**

**tony
bennett**



*A Beautiful
New Ballad*

**FUNNY
THING**

*a bright, bouncing
new calypso*

**MY
PRETTY
SHOO-GAH**

with
PERCY FAITH
and his Orchestra

78 rpm 40376 • 45 rpm 4-40376



"WHITHER THOU GOEST"

recorded by:

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

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

"THE LITTLE SHOEMAKER"

★ ★ ★ ★

Coming Up Fast!
"SMILE"

BOURNE, INC.

136 W. 52nd Street New York 19

"TIME WAITS FOR NO ONE"

Recorded by

The Hilltoppers

Dot 113219

REMICK MUSIC CORP.

WHY THEY ARE... JUST BELIEVE!

The Greatest Musical Production From The Broadway Play of

Leroy Anderson's

SANDPAPER BALLET

SONG OF THE BELLS

MILLS MUSIC, Inc.

A Solid Ballad Hit!

CARAMIA

LEO FEIST, INC.

MUSIC AS WRITTEN

Chicago

Jimmy Martin, head of James H. Martin Distributors, is back in Chicago recuperating from an accident he had while driving thru Florida. Martin hit a herd of cows that had broken thru a fence and was taken to Indian River Memorial Hospital in Vero Beach, Fla. Seventeen stitches were required for injuries to his head and five over his eye, as well as suffering other minor injuries. . . . Mitch Miller, of Columbia Records' a.&c.r. staff, was a Chicago visitor last week. . . . Randy Wood, of Dot Records, was in town last week along with Al Bennett, also of Dot, to plug the Fontane Sisters' recording of "Hearts of Stone."

Station WAIT has moved its studios and offices to new quarters in the Daily News Building, 400 West Madison Street. Sig Sakowicz, deejay on the station, announced he can now be heard from 1:15 to 1:30 p.m. Saturdays. Tommy Reed and his orchestra currently at the Statler Hotel in Buffalo will move to the Muehlbach Hotel in Kansas City, Mo., for a month ending December 15. . . . Tommy Leonetti, Capitol artist, will head the list of panel judges on WBKB's new show, "Audition," which debuted Thursday, November 11.

Pianist Dick Marx and bassist Johnny Frigo have been signed to star at the Cloister Inn on Mondays and Tuesdays. They join other jazz artists Lurlene Hunter, Ralph Sharon and Chris Connors who appear there on the other nights in the week. . . . Jim Lousberry's "Bandstand Matinee" returned to WGN-TV this week under the new policy of ticket admissions only. The show was pulled off the air several weeks ago when too many teen-agers began turning up for admittance, causing a scene which the local police were forced to quell. Tickets may now be had only thru the Chicago park district by request.

HEINDORF'S 'HOLD ME' WAXED BY DORIS DAY . . .

Music director Ray Heindorf, an Academy Award nominee for many years and a veteran Hollywood studio director, currently has his first pop tune on the market via the Doris Day recording of "Hold Me in Your Arms." Tune is featured in the Warner Bros. film, starring Doris Day and Frank Sinatra, "Young at Heart."

CAP DEC. SALES MEETS TO HWD. . . .

Capitol Records will hold the second of its semi-annual national

sales meetings in Hollywood December 7-11. District sales managers from all sections of the country, in addition to New York execs Bill Fowler and Hal Cook, will convene for meetings at Capitol's home office. Fowler, in Hollywood this past week for the conclusion of Capitol executive meetings, returned to New York over the weekend. Hal Cook, the firm's national sales manager, will return to his Gotham office following the WSM convention in Nashville.

GILBERT ENTERTAINS TOKYO'S WATANABE . . .

L. Wolfie Gilbert, Coast chairman of ASCAP, last week entertained Hiroshi Watanabe, president of the Tokyo Musicians' Union and a recording artist for the Tokyo branch of Capitol and King records. A testimonial dinner in Watanabe's honor was staged, with songwriters Harry Warren, Harry Ruby, Harold Adamson and Jimmy McHugh present.

GILMARTIN JOINS DEVINE OPERATION . . .

Eddie Gilmartin, well known in amusement circles, has joined with George Devine as manager of Devine's Million-Dollar Ballroom here. Gilmartin formerly handled dancing crowds in Wisconsin at such spots as the State's largest

summer resort, Lake Lawn in Delavan, and also the Dutch Mill Ballroom in the same territory. Gilmartin also operated some of the top spots in the nation, including the Aragon-Trianon, Chicago; the Indiana Roof, Indianapolis, and Tommy Dorsey's Casino Gardens in California. He was also the West Coast representative for the National Ballroom Operators' Association for three years.

DET. DISTRIB THROWS BIG DEEJAY PARTY. . .

The Pan American Distributing Company of Detroit combined its fall dealer showing of new merchandise with a party for the town's leading deejays last week, and the affair was a rousing success. It drew 500 of Detroit's music people to the Veteran's Memorial Ballroom for two evenings of entertainment. Jimmy Kaplan, boss of Pan American, planned the affair, which starred the Gaylords and orkster Ralph Marterie. The clambake was also attended by Morrie Price and Ronald Wise of Mercury.

MUSICIAN-ARTIST HAS ONE-MAN SHOWING . . .

George Russin, one of the leading exponents of the music idiom in contemporary art, is having a one-man show thru November 20 at The Little Studio, 680 Madison Avenue, Manhattan. Art lovers and collectors, from the Brill Building to Carnegie Hall, are flocking to see. Russin himself was a musician before turning seriously to art, and is rapidly becoming recognized for his sensitive impressions of music moods on canvas. He is represented in the collections of a number of leading figures in show business.

New York

The Tito Rodriguez ork is under contract to RCA Victor Records, not any other company as was erroneously stated here last week. . . . Lee Kauderer has joined forces with Harold Lipsius of Guyden Records. Cleffer Kauderer will represent the label in this city and will be in charge of Overbrook Music and Marlin Music, and will handle the jointly-owned management firm, Sherwood Artists. . . . Bernice Manes Friend, Mitch Miller's petite secretary, became the mother of a boy on Tuesday (9). The youngster is named Andrew Roy. . . . Eob Bacon was appointed manager of the West Coast office of Frank Music this week. . . . Frank Walker, head of M-G-M Records, left for the West Coast this week to discuss new sound track albums. . . . Chris Connor is with Bethlehem, not Capitol Records. . . . The Sammy Kaye

Columbia's Album, 'The Confederacy,' Clicks in All Areas

NEW YORK, Nov. 13.—To the surprise of Columbia Records, as well as the firm's distributors, the diskery's album tribute to the South, "The Confederacy," is selling as well in the North as in the States below the Mason-Dixon line.

Goddard Leiberson, Columbia exec and producer of "The Confederacy," was made a member this week of the Civil War Round Table, an organization of Civil War scholars. He visited Richmond, Charlotte, Atlanta, New Orleans, Dallas and Memphis to help push the album, and had luncheons with historians, educators and organization execs.

The firm has been garnering double review space on the album with various newspapers, many of which have reviewed it both as a book and a record set.

Leiberson's last documentary set was "I Can Hear It Now," a best-seller for Columbia a few years ago. He has been invited to speak to members of the Civil War Round Table about "The Confederacy" in the near future.

ork took off on a tour of one-nighters starting this week that will take him thru New York, Ohio and New Jersey. . . . Earl Bostic's ork will be at the Colonial Tavern in Toronto starting November 29. . . . Tony Bennett will be at Copa City in Miami starting December 24. . . . Sanborn Music Distributors of Cleveland has opened a distributing office in Pittsburgh. John Pershing is in charge of this office.

Coral toppers Norm Weinstroetz (Continued on page 51)

NEWS REVIEW

Riverside, 'X' Issue Solid Jazz

By BOB ROLONIZ

Label "X" and Riverside Records, two firms that specialize in re-issues of great jazz sides, have come thru with some new releases that will interest all fans of New Orleans and Dixieland music. . . . Label "X's" three new sets are from the parent company's (RCA Victor) vaults. They include piano solos by Earl Hines, swinging blues by Sidney Bechet and His New Orleans Feetwarmers, with Sidney de Paris and Sid Catlett and some wild washboard jazz featuring the Washboard Rhythm Kings. All three sets are solid additions to the LP jazz catalog. The Earl Hines set features "Fatha" on some fine solos waxed between 1929 and 1941; the Bechet recordings, made in 1940, feature the jazz immortal playing some of his best music and the washboard jazz items are interesting both aurally and historically.

From the Riverside label, and taken from either piano rolls, old masters from jazz labels like Paramount or Circle Records, come LP's featuring James P. Johnson, Bunk Johnson and Kid Ory, Tommy Ladnier and Will Ezell. The best sets here are the LP's by pianist Johnson with selections previously issued only on piano rolls and the less important but bright work by ragtime 88-er Ezell. The set starring Ladnier actually features the fine blues work of Ma Rainey and Edmonia Henderson, with the cornetist playing sweetly behind them. The Johnson recordings were made before Bunk went to New York in 1945, and are probably the final cuttings to be discovered of the late trumpeter; the Ory sides were issued previously on 78 but this is their first LP release.

These sets, both those on Label "X" and those on Riverside, contain liner notes by Bill Grauer Jr. and Orrin Keepnews. As is usual with liner notes by these jazz execs, they are scholarly, informative and a pleasure to read.

There'll always be a...

WINTER WONDERLAND

...and always

...those Great Recordings

BREGMAN, VOCCO and CONN, inc. — New York • Chicago • Hollywood

STAR of LOVE

IT HAS
"POP" APPEAL

IT HAS
"FAITH" APPEAL

IT HAS
"HIT" APPEAL



Roy HAMILTON

Attention, Operators and Dealers!—Initial orders on this New "Hamilton" are "Swamping" our factory!

ORDER THIS WINNER IMMEDIATELY!!



9086

PHONOS—HI FI

By STEVE SCHICKEL

NEW UNIT FOR THE WATERS-CONLEY LINE . . .

A new high-fidelity console will be added to the Waters-Conley line with full production expected around the first of the year. The unit, Model TK130, will retail at \$249.95 in mahogany, teak mahogany and ebony, and at \$259.95 in blond. It contains a 10-watt amplifier, 20 to 20,000 cycles per second frequency response, ceramic flip-over cartridge, diamond-tipped needles, bass and treble controls, record compensator, and three speakers (two 12-inch and one 8-inch). The firm also announced that it would not change its distribution method January 1, as recent rumors indicated. They will continue to distribute thru their present distributors.

WEBCOR ISSUES NEW CHRISTMAS DISPLAYS . . .

Webcor now has available for its distributors a dealer display consisting of a half-round "crystal ball" which will plug the firm's entire line of phonographs, radios and tape recorders. The ball is made of translucent plastic with a flashing light behind it to add life and sparkle in a three-dimensional effect. The lithographed unit is accompanied by a series of pre-printed price cards for all Webcor models and eight side cards that either stand alone or attach to the lid of a recorder or phonograph.

STEWART-WARNER ADDS TABLE MODEL HI-FI . . .

Stewart-Warner recently released a new table model combination hi-fi phono and AM radio for addition to its line which includes a console and portable hi-fi. The new unit will retail at \$129.95 which includes a 7-tube AM radio. The unit has a 4-watt push-pull amplifier, a response of 40 to 20,000 cycles per second, two 6-inch speakers, and a 3-speed record changer. It is available in mahogany. The firm has added new distributors in Boston, Kansas City and Denver. Boston distribution has shifted to Metropolitan Distributors in Roxbury, Mass. Independent Distributing Company in Denver succeeded the Parker Company in that territory, and Inter-State Distributing in Kansas City, Mo., has been named distributor for that area.

Leo Burnett & Company, Chicago, has been

named advertising agency for Motorola, Inc., effective January 1. The firm will handle the advertising of all consumer products of Motorola. This appointment follows the termination of a five-year relationship between Motorola and Ruthrauff & Ryan, which was announced several weeks ago. Dave Kutner is the director of advertising at Motorola. . . . Sentinel Radio Corp., Evanston, Ill., has initiated thru its Chicago sales branch an offer of installation of a free Christmas window display. The display is received free with the purchase of a package of items at list price which includes one Pacemaker television set, one high-fidelity console or table model, one tape recorder, and six radios in assorted colors. . . . Richard Macken has been elected to the new post of treasurer and assistant to the president of Waters-Conley, phonograph manufacturers. Macken was formerly purchasing agent for the firm. He will maintain offices at the Rochester, Minn., plant.

Jensen Manufacturing Company, which made the transistorized speaker for the Regency pocket radio, is understood to be sampling set manufacturers with a view to placing it in other units. . . . J. H. (Jack) Davidson has been appointed district manager of the New York, New Jersey, and Connecticut areas for the Mitchell Manufacturing Company. Davidson will be in charge of sales of the Mitchell high-fidelity phonographs as well as the firm's other products. He was formerly sales manager for CBS Columbia Eastern area. . . . Zenith Radio Corporation reports estimated net consolidated profits for the parent company and its subsidiaries for the nine-month period ended September 30, of \$2,573,954 compared with \$4,098,074 for the same period last year. Despite the substantial reduction in sales, satisfactory earnings were accomplished in the last quarter because of a favorable ratio of higher-priced merchandise with satisfactory margins, and thru close control of operating costs.

More than 3,000 engineers and purchasing agents were guests of the Newark Electric Company at Newark's seventh annual Electronic Industrial Equipment Show in the Grand Ballroom of the Courard Hilton Hotel in Chicago last week. Fifty-two of the nation's manufacturers of industrial electronic equipment exhibited their new equipment and latest developments.

LINER NOTES

By IS HOROWITZ

RCA 'PASTORAL' ADDS NATURE'S SOUNDS . . .

In an unusual experiment to spark interest in well-worn repertoire, RCA Victor has included in its forthcoming release of the Beethoven Sixth Symphony a special band of sounds of nature which may have served the composer inspirationally. The work, better known as the "Pastoral," has been recorded by Leopold Stokowski and members of the former NBC Symphony.

Musical representation of a storm, brook and bird calls in the work are paralleled, in this special LP band, following completion of a straight reading of the symphony, by the actual sounds as recorded in the field. There is a genuine storm, the babbling of a brook and the songs of a cuckoo, nightingale and quail. And Stokowski narrates this special portion of the disk.

Now in preparation at Victor for January release is a single LP "highlights" package of better-known arias from "Samson and Delilah." The new diskings feature Rise Stevens, Jan Peerce, Robert Merrill and the Robert Shaw Chorale. Stokowski is the conductor. Also coming in January is a set called "Treasury of Grand Opera," consisting of excerpts from recent Victor operatic diskings.

ANGEL PREPARES NEW 3-SIDE LP PACKAGE . . .

Angel has another three-sided LP package in the works. The latest is a reading of Johann Strauss' "Wiener Blut," featuring Elizabeth Schwarzkopf, with the Philharmonia Orchestra under Otto Ackermann. Due out next month, the set will list at a special \$9.90 list, instead of the regular two-LP price of \$11.90. All the fourth side holds is the Angel emblem.

Also among the Angel releases for December are the three-disk ballet set, "Hommage a Diaghilev," and a La Scala recording of Menotti's "Amelia Goes to the Ball." In its pop Blue Label series, the firm has a new Obernkirchen Children's Choir set.

VANGUARD TO RELEASE BACH BRANDENBURGS . . .

Vanguard next week will release a new set of Bach's Brandenburg Concertos in a three-LP package carrying a special two-disk list of \$11.90. The recording, part of the label's Bach Guild series, is under the direction of Felix Prohaska and features Jan Tomasow as violin soloist. A similar special last

year was Vanguard's two-disk edition of Bach's "B Minor Mass." It sold for \$5.95.

"X" TO ISSUE SELECTED HMV POP ALBUMS . . .

Label "X" plans call for the release of selected HMV pop albums next year as part of a build-up of its package catalog. The RCA Victor subsidiary will have access to material non-competitive to HMV sets issued on the parent label. First LP's in the series are due out in March, with a dozen scheduled to be released by next September.

Harold Rome, composer of the current Broadway show "Fanny," will sing and play tunes from his opus on a new Heritage LP. Another diskings of "Fanny" tunes has been cut on the Liberty Music Shops (New York) house label by the duo-pianists Eadie and Rack. . . . The Vienna Choir Boys, featured on Columbia Records, will launch a 17-week concert tour with three holiday appearances in New York's Town Hall December 27, 29 and 30.

Lucretia West has been signed by Westminster Records. The mezzo's first effort for the label will be an album of spirituals, due out next month. . . . London artist Josef Krips, now musical director of the Buffalo Symphony, will conduct two telecasts of the Chicago Symphony, one on December 29 and the other in mid-January. . . . Westminster's contract violinist Julian Olevsky arrives for United States concert appearances December 2.

Epic has deleted LC 3059 and LC 3068 from its catalog. The former couples Haydn's Symphonies Nos. 44 and 85; the latter, Bizet's "Carmen Suite" and Albeniz' "Iberia." . . . Borland Records has re-issued its "Music Box Medley of 14 Christmas Songs" in time for holiday sales.

Oscar Levant has signed with Kenneth Allen Associates. The management firm has set a cross-country tour for the pianist starting in California in February. . . . A one-hour broadcast over NBC radio tomorrow night will salute the Symphony of the Air, formerly known as the NBC Symphony. The conductorless recording recently made by the orchestra will be played.

Urania has re-packaged its Bach "B Minor Mass" diskings for re-release. . . . British pianist Moura Lympany will present her 25th anniversary recital at New York's Carnegie Hall December 12. . . . George Mendelssohn, president of Vox Records, is due back from his latest European junket soon. . . . James Grayson, Westminster chief, is in from London for huddles with diskery execs.

the Capitol Records' country artist returns to civilian life from the U.S. Army. Young, one of the country's rising young warblers, has been in the U. S. Army since 1953.

Young will be presented with a letter of commendation from the Board of Aldermen of the city of

Atlanta. In addition, all radio stations will honor the singer by playing his records around the clock on November 17. He will appear on "Today in Georgia," a TV show over WSB, and WAGA-TV will sponsor a tribute to the singer with Boots Woodall and His TV Wranglers handling the chores.

Classical Best Sellers (All Categories)

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

- OFFENBACH: GAITE PARISIENNE; MEYERBEER: LES PATINEURS—Boston Pops Orchestra (Fiedler) . . . RCA Victor LM 1817
- MOUSSORGSKY: PICTURES AT AN EXHIBITION; FRANCK: PSYCHE—NBC Symphony (Toscanini) . . . RCA Victor LM 1838
- VERDI: REQUIEM—Shaw Chorale, NBC Symphony (Toscanini) . . . RCA Victor LM 6018
- MR. STRAUSS COMES TO BOSTON—Boston Pops Orchestra (Fiedler) . . . RCA Victor LM 1809
- BRAHMS: VIOLIN CONCERTO—Milstein, Pittsburgh Symphony (Steinberg) . . . Capitol P 8271
- TOSCANINI CONDUCTS WAGNER—NBC Symphony (Toscanini) . . . RCA Victor LM 6020
- BELLINI: NORMA—Callas, La Scala Orchestra (Serafini) . . . Angel 3157 C
- TOSCANINI PLAYS YOUR FAVORITES—NBC Symphony (Toscanini) . . . RCA Victor LM 1834
- R. STRAUSS: ALSO SPRACH ZARATHUSTRA; DANCE OF THE SEVEN VEILS—Chicago Symphony (Reiner) . . . RCA Victor LM 1806
- VERDI: LA TRAVIATA SUITE—Kostelanetz Orchestra . . . Columbia ML 4896
- R. STRAUSS: EIN HELDENLEBEN—Chicago Symphony (Reiner) . . . RCA Victor LM 1807
- BEETHOVEN: SYMPHONIES NOS. 5 AND 8—NBC Symphony (Toscanini) . . . RCA Victor LM 1757
- GERSHWIN: RHAPSODY IN BLUE; CONCERTO IN F—Lavant, Philadelphia Orchestra (Ormandy) . . . Columbia ML 4879
- RESPIGHI: PINES OF ROME; FOUNTAINS OF ROME—NBC Symphony (Toscanini) . . . RCA Victor LM 1768
- OFFENBACH; GAITE PARISIENNE; CHOPIN: LES SYLPHIDES—Philadelphia Orchestra (Ormandy) . . . Columbia ML 4895
- RAVEL: BOLERO; LA VALSE—Philadelphia Orchestra (Ormandy) . . . Columbia AL 51
- BERLIOZ: DAMNATION OF FAUST—Boston Symphony (Munch) . . . RCA Victor LM 6114
- SHOSTAKOVITCH: SYMPHONY NO. 1; GOLDEN AGE BALLET SUITE—National Symphony (Mitchell) . . . Westminster 5319
- STARLIGHT CONCERT—Hollywood Bowl Orchestra (Dragon) . . . Capitol P 8275
- SAINT-SAENS; CARNIVAL OF THE ANIMALS; IBERT: DIVERTISSEMENT—Aller, Sukman, Concert Arts Orchestra (Slatkin) . . . Capitol P 8270

Reviews and Ratings of New Popular Albums

SAY "SI SI" . . . 75
Pearl Bailey (1-10")
Coral CRL-56068

Pearl Bailey wraps up eight tunes in her own inimitable style. She's had better material, but Bailey fans should go for this LP, since the canary always gives her best no matter what the tune. As the title indicates, most of these ditties are in the Latin American mode, best of them being "Say Si-Si" and "I Wouldn't Walk Across the Street." The singer recently drew rave notices in her new movie "Carmen Jones," which should give this LP added sales impetus in markets where the film is showing.

THE BOY FRIEND . . . 75
Original Broadway Cast (1-12")
RCA Victor LOC-1018

Here's a delightful package of nostalgia for dealers to suggest as gifts for those who remember the 1920's with sentimental affection. It's the original cast album of the new Broadway musical imported from England this season, and which pulled such unexpectedly great notices from the critics. The musical gets laughs by playing it straight and the album captures the same feeling of hilarious authenticity, with just the right hint of satire. The tunes are all originals by the show's producer, Sandy Wilson, but each and every one of them sounds exactly like something written during the flapper era, while the vocal treatments and musical arrangements are equally right for the period. The LP probably won't be everybody's cup of tea, but with the right promotion and exposure it could be a sleeper.

ARTHUR MURRAY SWING FOX TROTS: ARTHUR MURRAY MODERN WALTZES . . . 74
Les Baxter Ork; Ray Anthony Ork
(2-10")
Capitol H-546, 548

Those learning how to dance a waltz or a fox trot will get much use out of these two new albums sets. The tunes in each were selected by Murray and they are played in absolutely correct tempo by the Baxter crew and the Anthony ork respectively. In the waltz set such items as "Champagne Waltz," "Jeanette, I Dream of Lilac Time," "Let Me Call You Sweetheart" and "I'm Dancing With Tears in My Eyes," are included; the fox trot set has such favorites as "You're the Cream in My Coffee," "Love Walked In," "This Year's Kisses" and "Good Butterfly." The recording is good and the arrangements are fine, too. If the tunes on each LP had been listed somewhere

on the envelope it would have been helpful sales-wise.

ON YOUR TOES . . . 73
Original Broadway Cast (1-12")
Decca DL 9015

In view of the not-so-good notices garnered by the current Broadway revival of the Rodgers and Hart hit musical of the 1930's, it may well be that this original-cast LP offers more entertainment than the show does in person, since the score was practically the only thing the critics liked about the new version. Columbia also has an album out on the score. Bobby Van, Kay Coulter and Joshua Shelley do well by such top favorites as "There's a Small Hotel," "Glad to Be Unhappy," and "On Your Toes," while Elaine Stritch belts over "Too Good for the Average Man" and "You Took Advantage of Me" (interpolated from Rodgers and Hart's "Present Arms"). As in the show, tho, the instrumental, "Slaughter on Tenth Avenue," remains the most exciting number in the album.

MUSIC FOR A RAINY NIGHT . . . 72
Vic Schoen Ork (1-12")
Decca DL-8081

A melodic package of mood music with an attractive cover, suitable for late-night programing and sentimental gift purposes. The 12 sides (six instrumentals, six vocals) include such all-time great standards as "I Cover the Waterfront," "September in the Rain," "With the Wind and the Rain in Your Hair," "Rain on the Roof" and "La Vie en Rose." However, there are a few too many lesser-known selections mixed in with the oldies, most of them penned by Schoen himself and Danny Kaye's wife, Sylvia. The Notables contribute three okay vocals along with soloists Bill Thompson, Ray Kellogg and Sue Allen.

THE SOUND OF THE SAUTER-FINEGAN ORK . . . 72
(1-12")
Victor LPM-1009

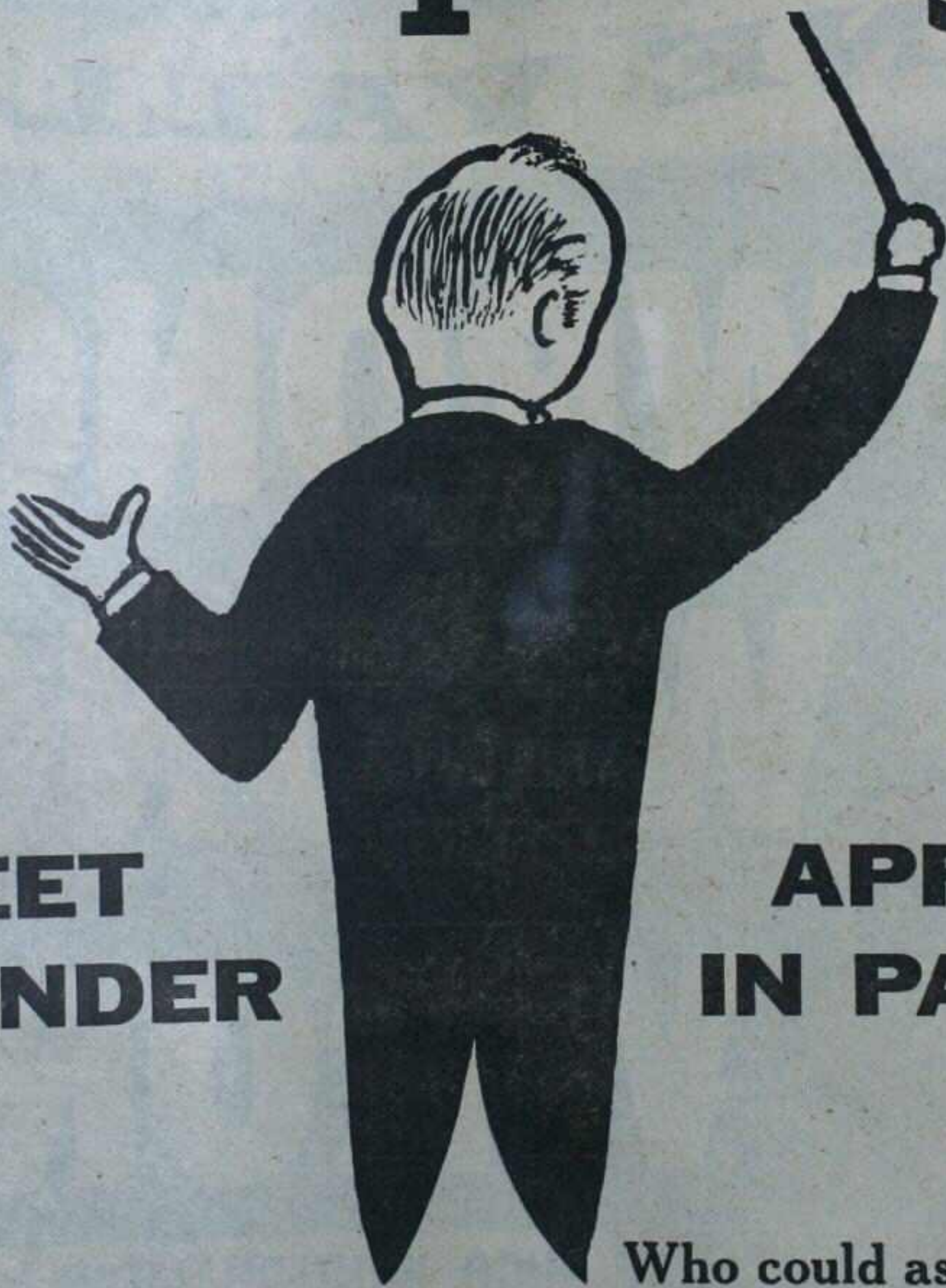
Here are 10 Sauter-Finegan items, most, if not all, re-issues from single releases. The collection should please the ork's many fans. Selections are well programed and then, too, there's the thrill of getting a listen to Joe Mooney's voice on such selections as "Nina Never Knew." In all this makes for good listening. Victor execs—understands the set specially for big fans—understands, considering the instrumentation of the band.

(Continued on page 29)

Atlanta Celebrates Faron Young Day

ATLANTA, Nov. 13.—This city is celebrating Faron Young Day on Wednesday (17) to mark the day

KOSTIY'S First Pop Single!



**SWEET
SURRENDER**

**APRIL
IN PARIS**

40350

Who could ask for anything more? A sure-fire single by the No. 1 man in mood music—the man who gave you such money-making albums as Black Magic, Lure of the Tropics and Mood for Love: Andre Kostelanetz and his orchestra.

Be sure to see your Columbia Distributor about the new gift certificate offer on Columbia Diamond Needles!

COLUMBIA RECORDS

"Columbia" Trade-mark Reg. U. S. Pat. Off. Marca Registrada. © T. N.

YOU'RE **RIGHT!**
RIGHT!
RIGHT!
When you feature—

JUNE VALLI'S

Latest
and
greatest...

**'WRONG,
WRONG,
WRONG'**

HUGO WINTERHALTER'S Orch. and Chorus

RCA VICTOR 20/47-5924



309,748
SOLD IN 10 DAYS

BILLBOARD "Best Buy"

THE NAUGHTY LADY OF SHADY LANE
Ames Brothers—RCA Victor 20-5897

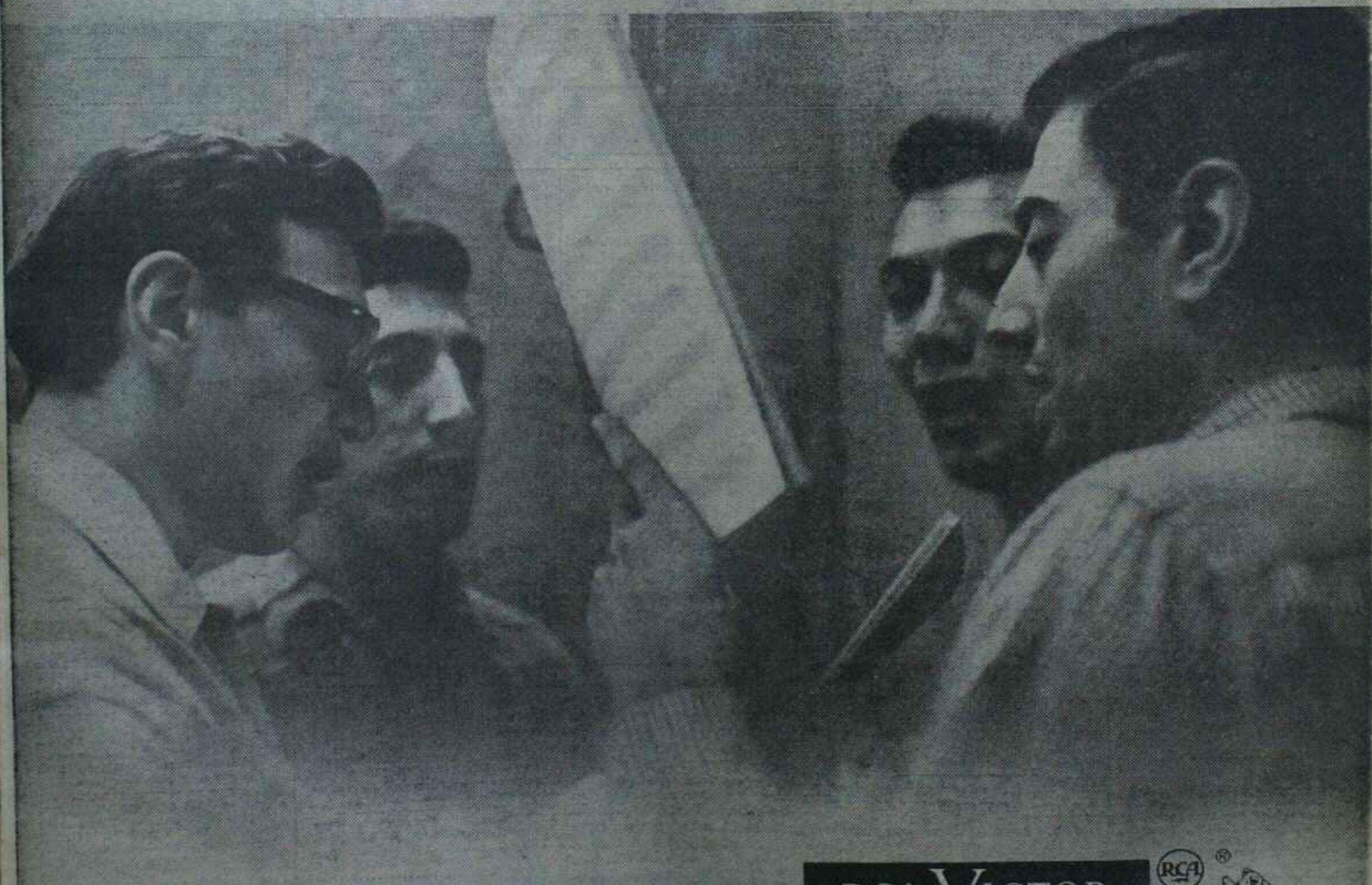
Available a scant 10 days, this disc has found immediate acceptance in most major markets of the country. Strongest reports were received from Buffalo, Pittsburgh, Philadelphia, Cleveland, Milwaukee and St. Louis. Sales are also good in Providence, New York, Nashville and Los Angeles.

THE AMES BROTHERS

sing

**THE NAUGHTY LADY
OF SHADY LANE**

ADDIO 20/47-5897



A "New Orthophonic" High Fidelity Recording

RCA VICTOR
FIRST IN RECORDED MUSIC



Reviews and Ratings of New Popular Albums

Continued from page 22

SHOW CASE OF SHOW TUNES, VOLS. 1 and 2

Two recent additions to the low-priced Camden label catalog issued by RCA Victor are a pair of show-tune packages on which some capable singers handle the vocal while the orchestra supplies lush backings.

THE LATIN SET

Here's an interesting set by the new label that may intrigue pop hi-fi fans. It features organist Bill Knusa, a good musician, playing a collection of Latin tunes on a theater pipe organ.

CHA CHA CHA MAMBO

One of the fastest rising mambo crews in the East is the relatively new Latin orchestra under the direction of Alfredo. A number of his records have stirred up attention among the mambo dance set.

MOONLIGHT MAGIC

Hawaiian music has its own loyal following and Johnny Pineapple is one of the better purveyors of the grass-skirt rhythms. The native Hawaiian orchestra leader offers eight smooth and melodic instrumental sides here.

PARIS MIDNIGHT

This is the fourth in a series of lovely French albums by Liane and the Bohème Bar Trio. The lady sings in a warm, caressing voice, while the trio backs her effectively and delivers instrumental selections in attractive dance style.

MARIMBA BAND

This is but one in a series of wonderful and unusual recordings issued by the label and as a result of Emory Cook's road trips to seek new, different or unusual material for recording.

E. C. DOUGLAS BLUES AND A GUITAR

The hi-fi fan seeking some down-to-earth Southern blues should go for this. For Douglas is a capable guitarist, writer and performer.

Jazz

DAVE BRUBECK AT STORYVILLE 1954

Dave Brubeck, now riding high with one of the biggest-selling jazz albums of 1954, could have another solid seller with this new release.

Intimate audience. There are times on this set when the pianist surpasses all of the things he has done before, and Paul Desmond, too, has come thru with some remarkable alto work.

JAZZ AT THE PHILHARMONIC, VOL. 16

Over the years jazz impresario Norman Granz has built a large and loyal following for his series of JATP on-the-spot recordings. Several of them have moved into the best-seller lists, and this, the latest, is good enough to do so, too.

JIMMY GIUFFRE

After many years of playing with—and writing for—many of the top modern bands in the land, tenorman and composer Jimmy Giuffre finally gets a chance to lead a group of top jazzmen playing six of his own compositions and one standard.

PHIL URSO-BOB BROOKMEYER

Phil Urso, one of the better young tenormen, and Bob Brookmeyer, a rising young trombonist, combine their talents on this new set, and mark their first appearance together on the label.

ARTIE SHAW AND HIS GRAMERCY FIVE, ALBUM 3

Alto classified as jazz, this LP should do well in pop markets, too. It's Clef's third volume featuring Artie Shaw's new waxings in his old Gramercy Five style.

Children's

THE PIED PIPER OF HAMELIN

Alec Templeton; Russ Case Ork (1-EP)

Bell Distrib Deal

Continued from page 14

where Bell is seeking a separate deal, or Belgium and Luxembourg. Earlier arrangements with another firm cover the latter two countries.

In Europe the Bell disks will appear as seven-inch LP's, each holding four tunes. They will be sold at lower than established record prices thru mail order and dealers.

Kidisks Too

The set-up with MMS also calls for trial distribution of Golden Records, Bell's associate kidisk firm. Initially, Golden's "Child's Introduction to the Orchestra" will be released.

A reciprocal clause in the Bell-MMS contract may eventually provide Bell with classical material for release in the United States. Bell is known to be mulling entry into the longhair field, altho this will not happen for about a year.

Bell's foreign arrangements, in addition to the new MMS set-up, include coverage in India, Australia, the Philippines and South America.

Rack Jobbing

Continued from page 14

present time we are attracting that remarkable individual, the phonograph owner that rarely, if ever buys a record."

Mason goes along with the opinion expressed by other rack jobbers in the country, that the "record manufacturers will have to recognize the value of self-service selling in previously unexplored markets, and accordingly make some revision in the price structure as it affects the rack jobber."

He further predicts that "rack jobbing is here to stay. It offers the super-market or drug chain the opportunity to maintain a record department with no additional personnel or overhead, well stocked and supplied by people who know the record business. We expect to be doing a \$3 million volume within five years."

Sashay In

Continued from page 14

facturers of square dance records, and such items as clothing, publications, shoes, amplifying systems, and novelties.

The affair begins at 9 a.m. and dancers will be divided into classes for day-long discussions of new dances, new calls, club ideas, and other square dance aspects. In all, five dance areas will be in action. From 7 to 11 p.m. the main dancing area will feature dancing by guest groups and this will be the only part involving spectators.

In conjunction with the festival, a reunion will be held by a group of approximately 400 square dancers who have attended the Square Dance Caller's Institute. The group was formed in 1953 by Decca artist Ed Gilmore, Columbia artist Manning Smith, and Kismet artist Al Brundage.

SPA to Scale

Continued from page 14

dues range is from \$10 to \$100 annually.

In the last five years membership rolls have grown from 1,500 to the present figure; the number of contracts processed from 2,500 to 6,000 a year; the number of renewal notices issued has doubled in volume, and the list of publishers signed with SPA has risen from the 1949 level of 215 to a current 700.

Members will be advised of the new SPA dues structure by letter next week.

Reviews and Ratings of New Classical Releases

BIZET: SUITE FOR ORCHESTRA FROM CARMEN; GOUNOD: BALLETT MUSIC FROM FAUST

St. Louis Symphony Orchestra; Vladimir Golschmann, Cond. Capitol P 8188

In every way, the competitive situation on both sides of the disk is fairly rough. Disk catalogs are laden with performances by name conductors and orks, and some at a better price.

SIBELIUS: SYMPHONY NO. 3; SYMPHONY NO. 7; SYMPHONY NO. 4; POHJOLA'S DAUGHTER

London Symphony Orchestra; Anthony Collins, Cond. London LL 1008, 1059

Collins, with no particular reputation as a Sibelius interpreter, shows a strong affinity for the Finn's works, as these excellent disks bear ample witness. The one competing LP coupling the Third and Seventh Symphonies will only slightly dampen the enthusiasm for this latest entry among those seeking the repertoire.

OFFENBACH: SUITES FROM BLUEBEARD AND HELEN OF TROY

Ballet Theater Orchestra; Joseph Levine, Cond. Capitol P 8277, 73

Ballet students and enthusiasts and Offenbach fans will be interested in this lively LP. Both selections are rich in spirit and imagination.

RIMSKY-KORSAKOV: ANTAR SYMPHONY; GLAZOUNOV: STENKA RAZIN

L'Orchestre de la Suisse Romande; Ernest Ansermet, Cond. London LL 1060

Russian music with all the juice and sentiment, played a little too earnestly. "Stenka Razin" unaccountably gets its first treatment on vinyl, its concern with the melody of "Song of the Volga Boatmen" making the work easy of introduction to new converts to classical music.

GIORDANO: HIGHLIGHTS FROM "ANDREA CHENIERE"

Renata Tebaldi, Jose Sola, Ugo Savarese, Cetra A 50169

This reduction from the three-disk set of the complete opera should have strong appeal for those who passed up the more expensive package but still have an urge to include the work in their libraries.

HIGHLIGHTS FROM DON CARLO

Maria Calligaris, Soprano; Ebe Stignazzi, Mezzo-soprano; Mirto Picchi, Tenor; Paolo Silveri, Baritone; Nicola Rossi-Lemeni, Bass. Cetra A 50168

Cetra has taken the key arias from its complete recorded version of "Don Carlo" released some two years ago to make up this highlight version of the Verdi opera. The original set, which was a good one with a good cast, did well sales-wise and there is no reason why this digest version of the opera should not do fine.

A BROADCAST RECITAL

Kathleen Ferrier, Contralto. London LS 1032

Fresh cause to lament the untimely loss of Kathleen Ferrier will be one result of the release of this recording of a British broadcast on June 5, 1952. Her many admirers can at least console themselves that this lasting impression of the great contralto singing songs from the modern English vocal repertory has survived.

BACH: CANTATAS NOS. 78 AND 106

Choir and Orchestra of the Bach Guild; Felix Prohaska, Cond. The Bach Guild 537

Another fine pairing of cantatas for the burgeoning catalog. And this new recording of two of Bach's religious works is more than capable. The soloists are Teresa Stich-Randall, soprano; Dagmar Hermaun, alto; Anton Dermota, tenor, and Hans Braun, bass.

BARTOK: DIVERTIMENTO FOR STRING ORCHESTRA; TWO PORTRAITS, OP. 5

RIAS Symphony Orchestra; Ferenc Fricsay, Cond. Decca DL 9748

More than thirty years separate the "Divertimento" (1919) and the "Portraits" (1907). Yet both works are related in spirit (if not in style), for both have a light, youthful quality that continually verges on the comic and the broadly satiric.

composer's most appealing works and Fricsay admirably reproduces its infectious lyric and rhythmic flow. The "Portraits"—one "Perfect" and one "Distorted"—are treatments of material originally intended to become a violin concerto and require virtuosity and a great sense of humor from the string section.

MILHAUD: SUITE FOR VIOLIN, CLARINET AND PIANO; BARTOK: CONTRASTS

Reginald Kell, Clarinet; Melvin Ritter, Violin; Joel Rosen, Piano. Decca DL 9740

Short and small-scaled, the Milhaud receives an appropriate performance. The Bartok is also well done, but suffers more from the undue prominence given the clarinet. Balance between the three instruments is unequal. Kell, of course, performs admirably, his tone is beautiful and superbly reproduced.

SONGS OF BRAHMS

Nell Rankin, Contralto; Carlton Cooley, Violin; Coenraad Bos, Piano. Capitol P 8289, 78

Miss Rankin's beautiful contralto is always under masterful control here even if her interpretation does not always dig as deep as it might. On the other hand, there is no disk performance of the "Four Serious Songs" that is so glowingly recorded; it rests as a constant benediction on the ear.

VERDI: REQUIEM

Choire of St. Hedwig's Cathedral; RIAS Symphony Orchestra and Chorus, Berlin; Ferenc Fricsay, Cond. Decca DX 118

After having to make do with a number of unsatisfactory older recordings of this magnificent choral work, this fall three notable new entries in the field suddenly compete for the customers' attention. In the Decca edition, Fricsay projects the overcharged emotional atmosphere of this work very well and successfully builds its dramatic highs and lows with a grand sweep. The Berlin chorus easily matches the work of its Victor competitor.

BLOCH: STRING QUARTET NO. 3

Griller String Quartet, London LS 840

The premiere performance of this work last year in London by the Griller Quartet caused a sensation in chamber music circles; some of the reasons for it are immediately apparent in this recording. The Quartet itself is a modern masterpiece. In it the listener again encounters the concentrated thought, vigorous rhythms and richly sonorous ensemble writing that characterized the beautiful Second Quartet of 1945.

CHOPIN: PIANO SONATAS, NO. 1 AND NO. 3

Alexander Uninsky, Piano. Epic LC 3056

This versatile pianist with no particular fixation on the works of any one composer or period, Uninsky has come to be regarded as a "Chopin specialist." In truth, there are good grounds for special esteem in this connection, precisely because Uninsky is so free of the exhibitionism and superficial brilliance that mark the typical "Chopin specialist."

TELEMANN: 12 FANTASIAS FOR HARPSICHORD

Helma Elasser, Harpsichord. Vox PL 8680

First recordings of these works by the baroque master, who in his day had a reputation exceeding that of Bach. Charming little selections, each consisting of two identical fast movements bracketing a slow section. Performance by Helma Elasser is expressive, and the disk excellent.

SCHUBERT: DIE SCHONE MULLERIN

Anton Dermota, Tenor; Hilde Dermota, Piano. London LL 971

Those with a strong appreciation of lieder are usually very decided in their opinions on interpretation. There will be a small group for whom a reading of the complete cycle of the 20 songs by Dermota will be an anxiously awaited event. But others, too, should find great pleasure in his sensitive performance.

An Immediate Hit



**OUT 7
DAYS
75,000
SOLD**

America's
TOP
Girl
Trio

the

FONTANE SISTERS

Truly a #1 record

**Hearts of
Stone**

b/w BLESS YOUR
HEART

DOT 15265

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

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

The Billboard Music Popularity Charts

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

Talent Corner

It still looks as tho the public fancy is being held by singing groups. Not, of course, that the customers don't like single vocalists or big bands or lush orks or anything else that suddenly strikes



FONTANE SISTERS

out toward hitdom. It's just that the recent surge to the fore of the groups has created plenty of talk on all levels.

This very week two more examples become evident. The Four Aces, probably the first of the groups to hit the big-time, have come thru again—and this time by covering a group vocal cliché. It's "Mr. Sandman" which gets The Billboard nod as one of the week's "Best Buys." This is the kind of



FOUR ACES

group which makes lots of people pretty happy consistently.

The gals groups, such as the Fontane Sisters, are also keeping the cash registers jingling. Dot Records, for example, has turned out a new disk, "Hearts of Stone," which is already kicking up a fuss with distributors and which The Billboard selects as one of the "Spotlight" disks. Again it's a cover, this time of a rhythm and blues tune.

Best Selling Sheet Music

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

This Week	Last Week	Weeks on Chart
1. This Ole House	1	11
2. If I Give My Heart to You	2	11
3. Count Your Blessings	3	6
4. I Need You Now	5	10
5. Hold My Hand	6	9
6. Hey, There	4	18
7. Papa Loves Mambo	7	7
8. Teach Me Tonight	10	3
9. High and the Mighty	8	16
10. Little Shoemaker	9	18
11. Mr. Sandman	—	1
12. Muskrat Ramble	15	2
13. Whither Thou Goest	11	6
14. Shake, Rattle and Roll	—	2
15. Smile	—	2

HONOR ROLL OF HITS



The Nation's Top Tunes

For survey week ending November 10

This Week	Last Week	Weeks on Chart
1. I Need You Now	3	11
2. This Ole House	4	15
3. If I Give My Heart to You	2	11
4. Hey, There	1	18
5. Hold My Hand	6	10
6. Papa Loves Mambo	5	7
7. Teach Me Tonight	8	6
8. Mr. Sandman	11	3
9. Count Your Blessings	10	5
10. Shake, Rattle and Roll	9	10

Second Ten

11. SKOKIAAN	7	13
12. MUSKRAT RAMBLE	15	5
13. WHITHER THOU GOEST	14	6
14. SH-BOOM	12	20
14. HIGH AND THE MIGHTY	13	17
16. MAMBO ITALIANO	—	1
17. SMILE	17	10
18. IT'S A WOMAN'S WORLD	19	3
19. LITTLE SHOEMAKER	18	21
20. CARA MIA	16	9

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

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

INDEX TO CHARTS

Popular Records, Singles	32	Country & Western	46
Packaged Records, Popular	22	Rhythm & Blues	50
Packaged Records, Classical	22	Other Categories	26

Tunes with Greatest Radio-TV Audiences

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

Radio

Cara Mia	(R)—Feist—ASCAP
Count Your Blessings	(Instead of Sheep) (R) (F)—Berlin—ASCAP
Don't Let the Kiddy Geddin	(R)—Sherwin—ASCAP
Fanny	(R) (M)—Chappell—ASCAP
Haji Baba	(R)—Remick—ASCAP
Hey, There	(R) (M)—Frank—ASCAP
High and the Mighty	(R) (F)—Witmark—ASCAP
Hold My Hand	(R)—Raphael—ASCAP
I Have to Tell You	(R)—Chappell—ASCAP
I Need You Now	(R)—Miller—ASCAP
If I Give My Heart to You	(R)—Miller—ASCAP
It's a Woman's World	(R) (F)—Robbins—ASCAP
Little Shoemaker	(R)—Bourne—ASCAP
Love You Didn't Do Right by Me	(R) (F)—Berlin—ASCAP
Mandolino	(R)—Iris Trojan—BMI
Mr. Sandman	(R)—E. H. Morris—ASCAP
Mood Indigo	(R)—Mills—ASCAP
Muskrat Ramble	(R)—Geo. Simon—ASCAP
My Own True Love	(Tara's Theme) (R) (F)—Remick—ASCAP
Naughty Lady of Shady Lane	(R)—Paxton—ASCAP
Papa Loves Mambo	(R)—Shapiro-Bernstein—ASCAP
Ready, Willing and Able	(R)—Daywin—BMI
Sabrina	(R) (F)—Famous—ASCAP
Sh-Boom	(R)—Hill & Range—BMI
Skokiaan	(R)—Shapiro-Bernstein—ASCAP
Smile	(R)—Bourne—ASCAP
Teach Me Tonight	(R)—Hub—ASCAP
Things I Didn't Do	(R)—Hill & Range—BMI
This Ole House	(R)—Hamblen—BMI
You're Nobody Till Somebody Loves You	(R)—Southern—ASCAP

Television

Bow-Bow Wants a Boy for Christmas	(R)—Raleigh—BMI
Cara Mia	(R)—Feist—ASCAP
Count Your Blessings	(Instead of Sheep) (R) (F)—Berlin—ASCAP
Don't Let the Kiddy Geddin	(R)—Sherwin—ASCAP
Fanny	(R) (M)—Chappell—ASCAP
Hey, There	(R) (M)—Frank—ASCAP
High and the Mighty	(R) (F)—Witmark—ASCAP
Hold My Hand	(R)—Raphael—ASCAP
I Have to Tell You	(R)—Chappell—ASCAP
I Need You Now	(R)—Miller—ASCAP
If I Give My Heart to You	(R)—Miller—ASCAP
In the Chapel in the Moonlight	(R)—Shapiro-Bernstein—ASCAP
Little Shoemaker	(R)—Bourne—ASCAP
Love You Didn't Do Right by Me	(R) (F)—Berlin—ASCAP
Make Her Mine	(R)—Bregman, Vocco & Conn—ASCAP
Mambo Italiano	(R)—Rylan—ASCAP
Mian That Got Away	(R) (F)—Harwin—ASCAP
Mr. Sandman	(R)—E. H. Morris—ASCAP
Muskrat Ramble	(R)—Geo. Simon—ASCAP
Non Di Mentirci	(R)—Hollis—BMI
Papa Loves Mambo	(R)—Shapiro-Bernstein—ASCAP
Shake, Rattle and Roll	(R)—Progressive—BMI
Skokiaan	(R)—Shapiro-Bernstein—ASCAP
Smile	(R)—Bourne—ASCAP
Song From Desiree	(We Meet Again) (R) (F)—Miller—ASCAP
Teach Me Tonight	(R)—Hub—ASCAP
They Were Doin' the Mambo	(R)—Marr—ASCAP
Things I Didn't Do	(R)—Hill & Range—BMI
This Ole House	(R)—Hamblen—BMI
When I Stop Loving You	(R)—Trans—ASCAP
Young at Heart	(R)—Sunbeam—BMI

England's Top Twenty

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

Hold My Hand	Bradbury Wood (Raphael)
My Friend	Chappell (Paxton)
If I Give My Heart to You	Robbins (Miller)
My Son, My Son	Kasner (Kasner)
Smile	Bourne (Bourne)
Little Things Mean a Lot	Robbins (Feist)
This Ole House	Duchess (Hamblen)
Story of Time	MacMelodies (Maurice)
There Must Be a Reason	Campbell Connelly (April & Cromwell)
Three Coins in the Fountain	Feist (Robbins)
Sky Blue Shirt and a Rainbow Tie	Lawrence Wright (*)
Happy Wanderer	Bosworth (Fox)
Cara Mia	Robbins (Feist)
Sway	Southern (Peet)
Wait for Me, Darling	Boosey & Hawkes (Herb Reiss)
Gilly Gilly Ossenfeffer Katzenellen Bogon by the Sea	Spier (Beaver)
Sh-Boom	Abrbach (Hill & Range)
Little Shoemaker	Bourne (Bourne)
I Love Paris	Chappell (Chappell)
High and the Mighty	Harms, Council (Witmark)



Buyboard

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

TOP SELLERS—

POPULAR

Listed Alphabetically

BAZOOM	ARIVEDERCI	THE CHEERS	2921
THE BUNNY HOP	THE HOKEY POKEY	Ray Anthony	2427
HAIJI BABA	UNBELIEVABLE	Nal (King) Cole	2949
HONEY LOVE	RIOT IN CELL BLOCK NUMBER NINE	Vicki Young	2865
I'M A FOOL TO CARE	AUCTIONEER	Les Paul & Mary Ford	2839
LING, TING, TONG	I'M ALONE	The Five Keys	2945
LOVE TURNS WINTER TO SPRING	MOOD INDIGO	The Four Freshmen	2961
THE POINT OF NO RETURN	GIVE A LITTLE TIME	Ella Mae Morse	2959
SMILE	IT'S CRAZY	Nal (King) Cole	2897
WHITHER THOU GOEST	MANDOLINO	Les Paul & Mary Ford	2928

COMING UP FAST

Listed Alphabetically

LOVE ME	PAPA'S PUTTIN' THE PRESSURE ON	Connie Russell	2933
MEXICAN HAT TRICK	SLEEPY SERENADE	Woody Herman	2960
RIVER OF NO RETURN	GIVE ME YOUR WORD	Ernie Ford	2810
SH-BOOM	WIDE-SCREEN MAMA BLUES	Stan Freberg	2929
THE SONG FROM DESIREE	THE FINGER OF SUSPICION POINTS AT YOU	Jane Froman	2979
THAT'S WHAT YOU MADE ME	LOVE MY MAMA	Tommy Leonetti	2931
WOMAN'S WORLD	JAMBO	Ray Anthony	2936

LATEST RELEASES

Numbers 446 & 447

INSTEAD OF YOU	JULIE IS HER NAME	Bobby Troup	2971
THE BIG TOP	ST. LOUIS BLUES—BOOGIE	Pete Candoli	2972
JUST FOR LAUGHS	THE VERY THOUGHT OF YOU	Bob Manning	2973
I WISH THEY DIDN'T MEAN GOODBYE	MY YELLOW GINGER LEI	Al Keoloha Perry	2974
PAPIO	MINOI MINOI	The Royal Polynesians	2975
SMOKE COMES OUT MY CHIMNEY JUST THE SAME	EACH TIME A NEW LOVE DIES	Skeets McDonald	2976
A SAILOR'S LETTER	I WONDER IF I CAN LOSE THE BLUES THIS WAY	Ramblin' Jimmie Dolan	2977
BE KIND TO THE STREET CORNER SANTA CLAUS	I GIVE UP!—WHAT IS IT!	Yogie Yorgesson	2978
THE SONG FROM DESIREE	THE FINGER OF SUSPICION POINTS AT YOU	Jane Froman	2979
TWELFTH STREET RAG—MAMBO	CHILE BOWL	Duke Ellington	2980
ALL OF YOU	THIS IS MY LOVE	Connie Russell	2981
THE STORY OF TINA	SAY IT AGAIN	Al Martino	2982
HIGHER, HIGHER AND HIGHER	TENNESSEE MAMBO	Wesley & Marilyn Tuttle	2983
O MARY, DON'T YOU WEEP	I DON'T CARE WHAT THE WORLD MAY DO	The Every-Ready Singers	2984
YULENET, PART I	YULENET, PART II	Stan Freberg & Daws Butler	2986

BEST SELLING—

POPULAR ALBUMS

Listed Alphabetically

ARTHUR MURRAY MODERN WALTZES—Les Baxter	45 rpm "EP" No. EBF-548	33 1/2 rpm No. H-548
ARTHUR MURRAY SWING FOX TROTS—Ray Anthony	45 rpm "EP" No. EBF-546	33 1/2 rpm No. H-546
BARRELHOUSE, BOOGIE, AND THE BLUES—Ella Mae Morse	45 rpm "EP" No. EAP-1-513 & EAP-2-513	33 1/2 rpm No. H-513
THE BILL HOLMAN OCTET	45 rpm "EP" No. EBF-6500	33 1/2 rpm No. H-6500
THE CLAUDE WILLIAMSON TRIO	45 rpm "EP" No. EBF-6501	33 1/2 rpm No. H-6501
ELLINGTON '55—Duke Ellington	45 rpm "EP" No. EAP-1-2-3-4-5-21	33 1/2 rpm No. W-521
FIREMAN'S BALL—Joe "Fingers" Carr	45 rpm "EP" No. EAP-1-527 & EAP-2-527	33 1/2 rpm No. H-527
MUSIC FOR LOVERS ONLY—Jackie Gleason	45 rpm "EP" No. EBF-352	33 1/2 rpm No. H-352
MUSIC, MARTINIS, AND MEMORIES—Jackie Gleason	45 rpm "EP" No. EAP-1-2-3-4-5-09	33 1/2 rpm No. W-509
SOMETHING COOL—June Christy	45 rpm "EP" No. EBF-516	33 1/2 rpm No. H-516
SWING EASY—Frank Sinatra	45 rpm "EP" No. EAP-1-528 & EAP-2-528	33 1/2 rpm No. H-528
TOP HITS OF '54, VOLUME II—Top Artists	45 rpm "EP" No. EAP-1-9119 & EAP-2-9119	33 1/2 rpm No. H-9119
VOICES IN MODERN—The Four Freshmen	45 rpm "EP" No. EAP-1-522 & EAP-2-522	33 1/2 rpm No. H-522

TOP SELLERS—

COUNTRY & HILLBILLY

Listed Alphabetically

THE BANDIT—PRAIRIE HOME	Tex Ritter	2916	
DON'T FALL IN LOVE WITH A MARRIED MAN	YOU'LL COME CRAWLIN'	Jean Shepard	2905
HOW COME Y'ALL COME WHEN YOU GIVE A ROSE TO A RED HEAD	Cousin Herb Henson	2925	
IF THAT'S THE FASHION	IF YOU AIN'T LOVIN'	Faron Young	2953
MY GAL GERTIE	LOOK, LOOK, LOOK	Dub Dickerson	2947
NEVER	FRIENDLY LOVE	Wesley & Marilyn Tuttle	2850
THE NEW GREEN LIGHT	A LONELY HEART KNOWS	Hank Thompson	2920
A PLACE FOR GIRLS LIKE YOU	IN THE CHAPEL IN THE MOONLIGHT	Faron Young	2859
SATAN AND THE SAINT	SWING LOW, SWEET CHARIOT	The Louvin Brothers	2965
SHE DONE GIVE HER HEART TO ME	OCEANS OF TEARS	Sonny James	2906
STRATOSPHERE BOOGIE	DEEP WATER	Jimmy Bryant & Speedy West	2964
WHATCHA GONNA DO NOW	YOU'RE FOR ME	Tommy Collins	2891

BEST SELLING—

"EP" ALBUMS

Listed Alphabetically

DANCE CRAZE—Anthony, Kenon, Hunt	45 rpm "EP" No. EAP-1-518	NAT "KING" COLE SINGS	45 rpm "EP" No. EAP-1-9120
DIXIE PARADE—Ray Anthony	45 rpm "EP" No. EAP-1-539	ROMANTIC BALLADS—Gordon MacRae	45 rpm "EP" No. EAP-1-537
I'M A FOOL TO CARE—Les Paul & Mary Ford	45 rpm "EP" No. EAP-1-554	SITTING ON TOP OF THE WORLD—Les Paul & Mary Ford	45 rpm "EP" No. EAP-1-540
MAMBO—Dave Barbour	45 rpm "EP" No. EAP-1-545	STAN KENTON PLAYS THE COMPOSITIONS OF PETE RUGOLO	45 rpm "EP" No. EAP-1-508
MELANCHOLY SERENADE—Jackie Gleason	45 rpm "EP" No. EAP-1-532	TWO FOR THE RECORD—Benny Goodman	45 rpm "EP" No. EAP-1-519

BEST SELLING—

"SPECIALIZED" High-Fidelity ALBUMS

Listed Alphabetically

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

BEST SELLING—

CLASSICAL ALBUMS

Listed Alphabetically

ANTHEIL "CAPITAL OF THE WORLD," BANFIELD "THE COMBAT"—Ballet Theatre Orchestra conducted by Joseph Levine	33 1/2 rpm No. P-8278
BIZET "SUITE FROM CARMEN," GOUNOD "BALLET MUSIC FROM FAUST"—Vladimir Golschmann conducting The St. Louis Symphony Orchestra	33 1/2 rpm No. P-8288
BRAHMS "CONCERTO IN D MAJOR, OP. 77"—Nathan Milstein, violin with The Pittsburgh Symphony Orchestra conducted by William Steinberg	33 1/2 rpm No. P-8271
CHOPIN "POLONAISE IN A FLAT," DEBUSSY "CLAIR DE LUNE," LISZT "LIEBESTRAUME," Leonard Pennario, Piano	33 1/2 rpm No. H-8156

ECHOES OF SPAIN—Carmen Dragon conducting The Hollywood Bowl Symphony Orchestra	33 1/2 rpm No. P-8275
OFFENBACH "SUITES FROM BLUEBEARD & HELEN OF TROY"—The Ballet Theatre Orchestra conducted by Joseph Levine	33 1/2 rpm No. P-8277
SAINT-SAENS "CARNIVAL OF THE ANIMALS," IBERT "DIVERTISSEMENT"—Felix Slatkin conducting The Concert Arts Orchestra	33 1/2 rpm No. P-8270
SHOSTAKOVICH "SYMPHONY NO. 5 IN D MAJOR, OP. 47"—Vladimir Golschmann conducting The St. Louis Symphony Orchestra	33 1/2 rpm No. P-8268
SONGS OF BRAHMS—Nell Rankin, Contralto and Coenraad V. Bos, piano	33 1/2 rpm No. P-8289
SONGS OF STEPHEN FOSTER—Roger Wagner conducting The Roger Wagner Chorale	33 1/2 rpm No. P-8267

CONNIE

RUSSELL

BOB

MANNING

JANE

FROMAN

ALL OF YOU

THIS IS MY LOVE

RECORD NO. 2981



JUST FOR LAUGHS

THE VERY THOUGHT OF YOU

RECORD NO. 2973



THE SONG FROM DESIREE (WE MEET AGAIN)

THE FINGER OF SUSPICION POINTS AT YOU

RECORD NO. 2979





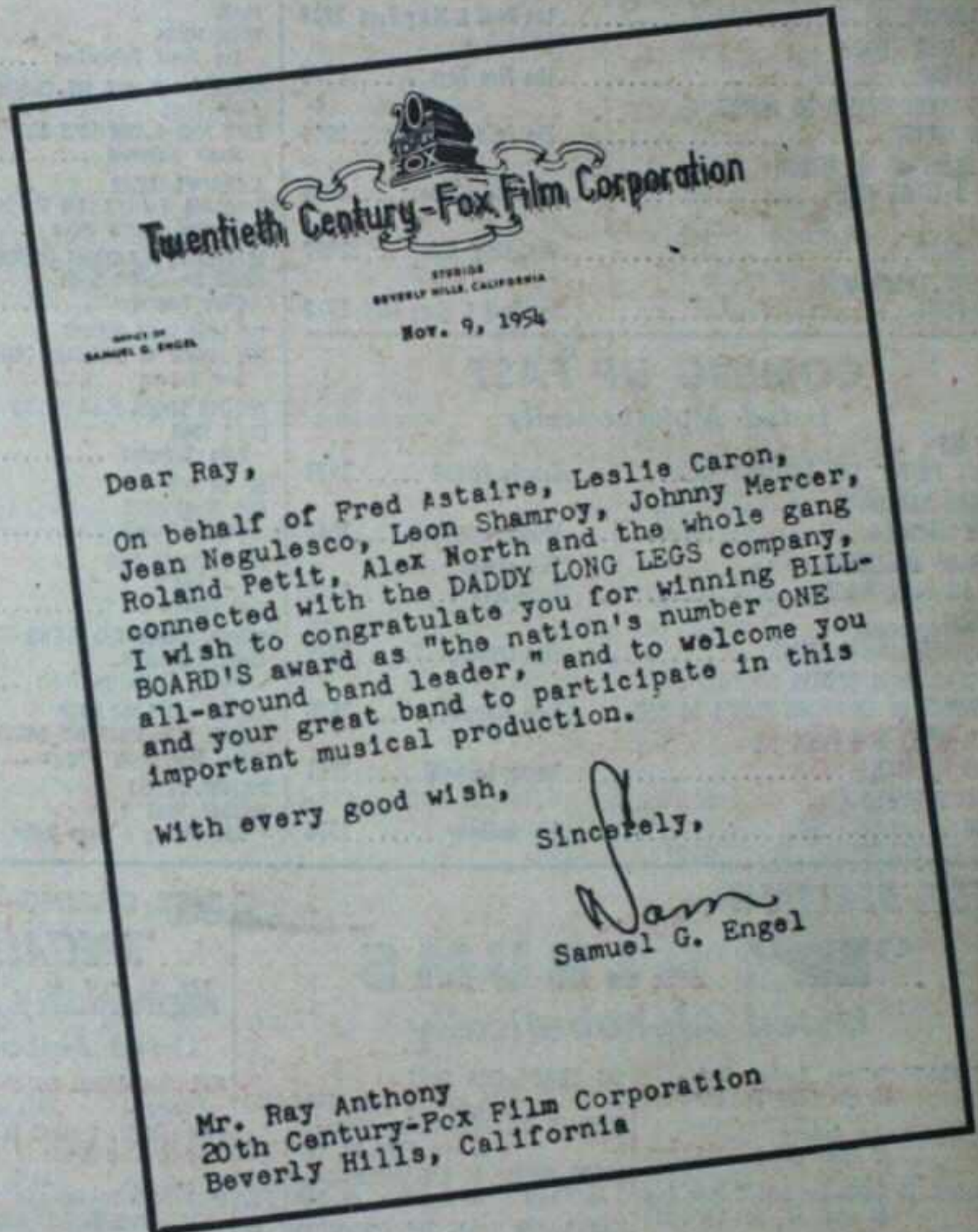
"Thanks, Fred Astaire, for Congratulations"

THANKS, FELLAS...

For Again Voting Us the "No. 1" Band of the Nation . . .

In the 1954 7th Annual
BILLBOARD DISK JOCKEY POLL

* * * * *
 * Now shooting with . . . *
 * FRED ASTAIRE—LESLIE CARON *
 * AT *
 * 20th CENTURY-FOX *
 * IN *
 * "DADDY LONG LEGS" *
 * * * * *



RAY ANTHONY

AND HIS ORCHESTRA

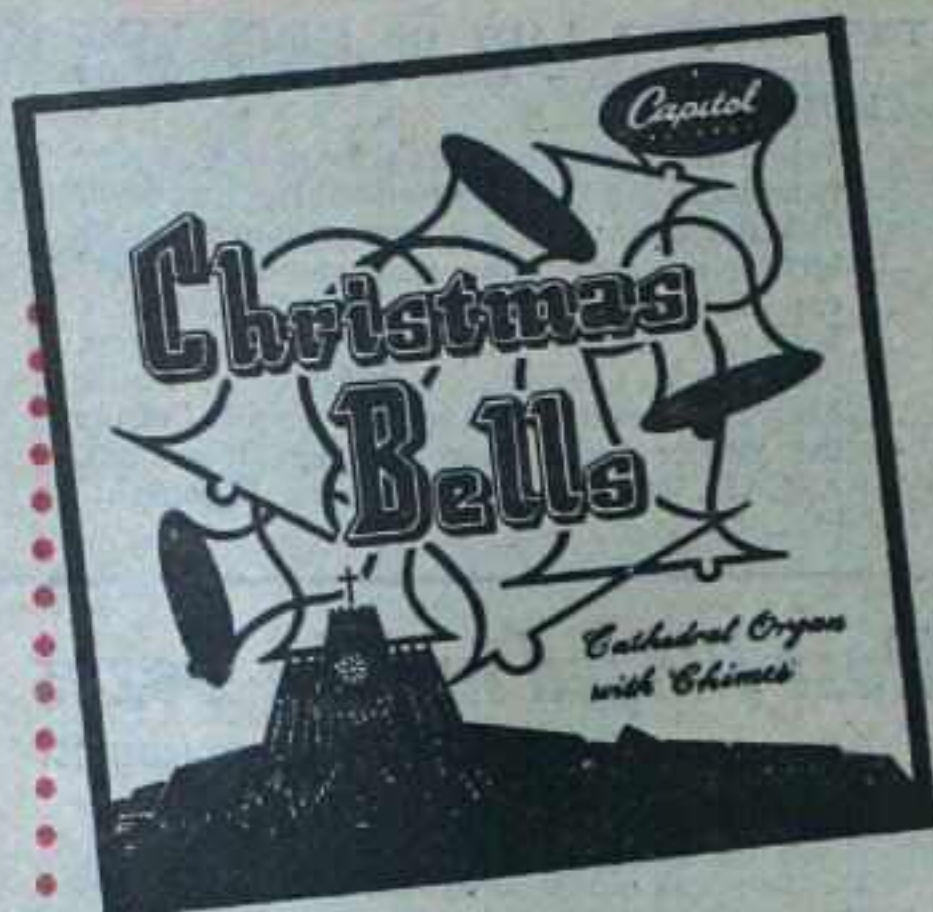


Personal Management
FRED BENSON



Christmas in the Air!

ON CAPITOL RECORDS



'CHRISTMAS in the AIR!'

THE VOICES OF WALTER SCHUMANN

A musical panorama of the beauty and glory of Christmastide . . . An inspired musical production with the glorious Voices of Walter Schumann capturing all the traditional beauty and sacred spirit of Yuletide.

33 1/2 rpm No. H-9016 45 rpm No. EBF-9016

'CHRISTMAS BELLS'

RICHARD KEYS BIGGS

Now on the popular 12" Long Play "W Series." Chimes and cathedral organ combine in this beautiful album featuring Richard Keys Biggs at the organ. Includes such favorites as 'Silent Night,' 'Adeste Fidelis,' 'Cantique De Noel,' etc.

33 1/2 rpm No. H-9013 & W-9013
45 rpm No. EBF-9013, EAP 1-9013 & EAP 2-9013

'MERRY CHRISTMAS TO YOU!'

Top Christmas favorites by a galaxy of Top artists: Frank Sinatra, Les Paul & Mary Ford, Yogi Yorgesson, Margaret Whiting & Jimmy Wakely, Mel Blanc, Johnny Mercer, Les Baxter, Nat "King" Cole, Billy May, Louis Castellucci, Dean Martin.

33 1/2 rpm No. W-9028



MARGARET WHITING
and JIMMY WAKELY
'SILVER BELLS'
'CHRISTMAS CANDY'

Record No. 1255



DEAN MARTIN
'THE CHRISTMAS
BLUES'

Record No. 2640



STAN FREBERG
and DAWS BUTLER
'YULENET'

Record No. 2986

ALBUMS

- Boys Town Choir Singing Christmas Music
FATHER FLANAGAN'S BOYS TOWN CHOIR..... 45 rpm No. EBF 9006
33 1/2 rpm H-9006
- Carols At Christmas
THE SPORTSMEN QUARTET..... 33 1/2 rpm No. H-9005
- Carols For Christmas
THE STARLIGHTERS CHORUS..... 33 1/2 rpm No. H-9007
45 rpm No. EBF-9007
- Christmas Carols
THE ST. LUKE'S CHORISTERS..... 33 1/2 rpm No. H-9000
45 rpm No. EBF-9000
- Christmas Cheer
LES PAUL AND MARY FORD..... 45 rpm No. EAP 1-543
- Christmas Choristers
THE ST. LUKE'S CHORISTERS..... 33 1/2 rpm No. H-9012
45 rpm No. EBF-9012
- Christmas On The Range
JIMMY WAKELY..... 33 1/2 rpm No. H-9004
45 rpm No. EAP 1-9004
- Christmas Song, The
NAT "KING" COLE..... 45 rpm No. EAP 1-9026
- My Birthday Comes On Christmas
DALLAS FRAZIER WITH JOE "FINGERS" CARR..... 45 rpm No. EAP 1-9025
- Organ Plays At Christmas, The
BUDDY COLE..... 33 1/2 rpm No. H-9002
45 rpm No. EBF-9002
- Songs Of Christmas
JO STAFFORD AND GORDON MACRAE..... 45 rpm No. EAP 1-9021
- Under The Christmas Tree
JAN GARBER..... 33 1/2 rpm No. H-9008
45 rpm No. EBF-9008
- Yingle Bells
YOGI YORGESSION..... 45 rpm No. EAP 1-461

CHILDREN'S ALBUMS

- Frosty The Snowman
JERRY MARLOWE..... 78 rpm No. CAS-3079
45 rpm No. CASF-3079
- I Saw Mommy Kissing Santa Claus
Where Did My Snowman Go?
MOLLY BEE..... 78 rpm No. CAS-3192
45 rpm No. CASF-3192
- I Tan't Wait Til Quithmuth Day
Yah, Das Ist Ein Christmas Tree
MEL BLANC..... 78 rpm No. CAS-3191
45 rpm No. CASF-3191
- Rudolph The Red-Nosed Reindeer • The Swiss Boy
SMILEY BURNETTE..... 78 rpm No. CAS-3160
45 rpm No. CASF-3160
- 'Twas The Night Before Christmas
THE MELLOMEN..... 78 rpm No. CAS-3121
45 rpm No. CASF-3121

CHRISTMAS SINGLES

- MARTHA CARSON
Peace On Earth (At Christmas Time)
Christmas Time Is Here..... 2969
- NAT "KING" COLE
The Christmas Song • My Two Front Teeth..... 2935
- NAT "KING" COLE
The Little Boy That Santa Claus Forgot
Mrs. Santa Claus..... 2616
- DALLAS FRAZIER WITH JOE "FINGERS" CARR
My Birthday Comes On Christmas
Jingle-O-The Brownie..... 2956

- SONNY JAMES
Christmas In My Hometown
I Forgot To Remember Santa Claus..... 2958
- HARRY KARI
The Night Before Christmas..... 2618
- BILLY MAY
Rudolph The Red-Nosed Reindeer — Mambo..... 2948
- LES PAUL AND MARY FORD
Jungle Bells • White Christmas..... 2617
- LES PAUL AND MARY FORD
Jingle Bells • Silent Night..... 1881
- TEX RITTER
In There A Santa Claus? • Old Tex Kringle..... 2937
- FRANK SINATRA
White Christmas • The Christmas Waltz..... 2954
- JIMMY WAKELY
It's Christmas..... 2644
- YOGI YORGESSION
Be Kind To The Street Corner Santa Claus
I Give Up! — What Is It?..... 2978
- YOGI YORGESSION
I Was Santa Claus At The School House
The Christmas Party..... 1831
- YOGI YORGESSION
I Yust Go Nuts At Christmas • Yingle Bells..... 781
- FARON YOUNG
You're The Angel On My Christmas Tree
I'm Gonna Tell Santa Claus On You..... 2629



The Billboard Music Popularity Charts

POPULAR RECORDS

• Best Sellers in Stores

For survey week ending November 10

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

This Week	Last Week	Weeks on Chart	Title	Label
1		12	I NEED YOU NOW—E. Fisher	V 20-5830—ASCAP
2	3	16	THIS OLE HOUSE—R. Clooney	Hey, There—(3)—Col 40266—BMI
3	2	19	HEY, THERE—R. Clooney	This Ole House—(2)—Col 40266—ASCAP
4	9	4	MR. SANDMAN—Chordettes	I Don't Wanna See You Cryin'—Cadence 1-47—ASCAP
5	4	8	PAPA LOVES MAMBO—P. Como	Things I Didn't Do—(28)—V 20-5857—ASCAP
6	6	11	HOLD MY HAND—D. Cornell	I'm Blessed—Coral 61206—ASCAP
7	5	11	IF I GIVE MY HEART TO YOU—Doris Day	Anyone Can Fall in Love—Col 40300—ASCAP
8	8	7	TEACH ME TONIGHT—DeCastro Sisters	It's Love—Abbott 3001—ASCAP
9	7	14	SHAKE, RATTLE AND ROLL—B. Haley	A. B. C. Boogie—Dec 29204—BMI
10	15	2	MAMBO ITALIANO—R. Clooney	We'll Be Together Again—Col 40361—ASCAP
11	12	6	MUSKRAT RAMBLE—McGuire Sisters	Lonesome Polcat—Coral 61278—ASCAP
12	10	13	SKOKIAAN—R. Marterie	Crazy 'Bout Lollipop—Mercury 70432—ASCAP
13	11	14	CARA MIA—D. Whitfield	How, When or Where—London 1486—ASCAP
14	16	4	COUNT YOUR BLESSINGS—E. Fisher	Fanny—V 20-5871—ASCAP
15	17	6	I NEED YOUR LOVIN'—Cheers	Arivederci—Cap 2921—BMI
16	13	20	SH-BOOM—Crew Cuts	I Spoke a Soon—Mercury 70404—BMI
17	14	6	WHITHER THOU GOEST—L. Paul & M. Ford	Mandolino—Cap 2928—BMI
18	28	2	HAJJI BABY—Nat (King) Cole	Unbelievable—Cap 2949—ASCAP
19	22	3	IT'S A WOMAN'S WORLD—Four Aces	Cuckoo Bird in the Pickle Tree—Dec 29269—ASCAP
20	21	9	SMILE—Nat (King) Cole	It's Crazy—Cap 2897—ASCAP
21	20	2	BUNAROUND—Chuckles	At Last You Understand—X 0066—BMI
22	19	12	IF I GIVE MY HEART TO YOU—D. Lor	Hello, Darling—Major 27—ASCAP
23	23	5	THAT'S WHAT I LIKE—Don, Dick & Jimmy	You Can't Have Your Cake and Eat It Too—Crown 125—ASCAP
24	—	1	DIM DIM THE LIGHTS—B. Haley	Happy Baby—Dec 29317—BMI
25	17	12	SKOKIAAN—Four Lads	Why Should I Love You—Col 40306—ASCAP
26	25	9	MOOD INDIGO—N. Petty Trio	Petty's Little Polka—X 0040—ASCAP
27	—	1	TEACH ME TONIGHT—J. Stafford	Suddenly—Col 40351—ASCAP
28	27	2	THINGS I DIDN'T DO—P. Como	Papa Loves Mambo—(5)—V 20-5857—BMI
29	26	2	THIS OLE HOUSE—S. Hamblen	When My Lord Picks Up the Phone—V 20-5739—BMI
30	24	16	THEY WERE DOING THE MAMBO—V. Monroe	Mr. Sandman—V 20-5787—ASCAP

• This Week's Best Buys

DIM, DIM THE LIGHTS (Republic, BMI)—Bill Haley—Decca 29317

Haley's latest release hit the national retail chart this week and its present rate of snowballing strength indicated that the disk could go all the way to the top. Listed now on the Kansas City and Cleveland territorial charts, the disk was also reported strong in New York, Philadelphia, Buffalo, Pittsburgh, St. Louis and Milwaukee. Flip is "Happy Baby" (Myers, ASCAP). A previous Billboard "Spotlight" pick.

THE NAUGHTY LADY OF SHADY LANE (Paxton, ASCAP) — Archie Bleyer — Cadence 1254

While the Ames Brothers version of this tune is maintaining the lead nationally, the Bleyer disk has been giving it competition in many territories, and now also stands a good chance to gain a berth on the national charts. Strongest action was reported in Boston, New York, Cleveland, Chicago, St. Louis, Milwaukee and Los Angeles. Flip is "While the Vesper Bells Were Ringing" (Southern, ASCAP). A previous Billboard "Spotlight" pick.

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

THAT'S ALL I WANT FROM YOU (Weiss & Barry, BMI) — Jaye P. Morgan — RCA Victor 20-5896

The thrush's debut disk with the label has found easy sledding in most markets checked. New York, Buffalo, Cleveland, Pittsburgh, Cincinnati and St. Louis reported sales to be strong. Good reports were also received from Boston, Philadelphia, Chicago and Detroit. Flip is "Dawn" (Famous, ASCAP). A previous Billboard "Spotlight" pick.

MR. SANDMAN (E. H. Morris, ASCAP)—The Four Aces—Decca 29344

Despite the entrenched position of the Chordettes' version of this tune near the top of the charts, the Aces have been gaining ground rapidly this past week. Now on the St. Louis territorial chart, the disk was also reported strong or good in Los Angeles, Milwaukee, Durham, Detroit, Chicago, Cincinnati, Pittsburgh, Buffalo and Philadelphia. Flip is "In Apple Blossom Time." A previous Billboard "Spotlight" pick.

• Most Played in Juke Boxes

For survey week ending November 10

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	Title	Label
1	1	15	THIS OLE HOUSE—R. Clooney	Hey, There—Col 40266—BMI
2	3	12	I NEED YOU NOW—E. Fisher	Heaven Was Never Like This—V 20-5830—ASCAP
3	2	16	HEY, THERE—R. Clooney	This Ole House—Col 40266—ASCAP
4	4	8	IF I GIVE MY HEART TO YOU—Doris Day	Anyone Can Fall in Love—Col 40300—ASCAP
5	5	6	PAPA LOVES MAMBO—P. Como	Things I Didn't Do—V 20-5857—ASCAP
6	6	6	TEACH ME TONIGHT—DeCastro Sisters	It's Love—Abbott 3001—ASCAP
7	7	7	HOLD MY HAND—D. Cornell	I'm Blessed—Coral 61206—ASCAP
8	8	9	SHAKE, RATTLE AND ROLL—B. Haley	ABC Boogie—Dec 29204—BMI
9	9	12	SKOKIAAN—R. Marterie	Crazy 'Bout Lollipop—Mercury 70432—ASCAP
10	17	2	MR. SANDMAN—Chordettes	I Don't Wanna See You Cryin'—Cadence 1247—ASCAP
11	10	18	SH-BOOM—Crew Cuts	I Spoke Too Soon—Mercury 70404—BMI
12	11	3	MUSKRAT RAMBLE—McGuire Sisters	Lonesome Polcat—Coral 61278—ASCAP
13	14	3	WHITHER THOU GOEST—L. Paul & M. Ford	Mandolino—Cap 2928—BMI
14	13	9	SKOKIAAN—Four Lads	Why Should I Love You?—Col 40306—ASCAP
15	—	1	MAMBO ITALIANO—R. Clooney	We'll Be Together Again—Col 40361—ASCAP
16	14	5	MOOD INDIGO—N. Petty Trio	Petty's Little Polka—X 0040—ASCAP
17	19	19	LITTLE SHOEMAKER—Gaylords	Mecque, Mecque—Mercury 70403—ASCAP
18	—	1	HEY, THERE—S. Davis Jr.	And This Is My Beloved—Dec 29199—ASCAP
19	—	1	COUNT YOUR BLESSINGS—E. Fisher	Fanny—V 20-5871—ASCAP
20	14	3	THAT'S WHAT I LIKE—Don, Dick & Jimmy	You Can't Have Your Cake and Eat It Too—Crown 125—ASCAP

• Most Played by Jockeys

For survey week ending November 10

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	Title	Label
1	1	1	I NEED YOU NOW—E. Fisher	Heaven Was Never Like This—V 20-5830—ASCAP
2	3	3	HOLD MY HAND—D. Cornell	I'm Blessed—Coral 61206—ASCAP
3	2	2	HEY, THERE—R. Clooney	This Ole House—Col 40266—ASCAP
4	4	4	PAPA LOVES MAMBO—P. Como	Things I Didn't Do—V 20-5857—ASCAP
5	7	7	MR. SANDMAN—Chordettes	I Don't Wanna See You Cryin'—Cadence 1247—ASCAP
6	5	5	IF I GIVE MY HEART TO YOU—Doris Day	Anyone Can Fall in Love—Col 40300—ASCAP
7	6	6	TEACH ME TONIGHT—DeCastro Sisters	It's Love—Abbott 3001—ASCAP
8	8	8	THIS OLE HOUSE—R. Clooney	Hey, There—Col 40266—BMI
9	—	—	SHAKE, RATTLE AND ROLL—B. Haley	ABC Boogie—Dec 29204—BMI
10	15	15	COUNT YOUR BLESSINGS—E. Fisher	Fanny—V 20-5871—ASCAP
11	13	13	IT'S A WOMAN'S WORLD—Four Aces	Cuckoo Bird in the Pickle Tree—Dec 29269—ASCAP
12	10	10	SMILE—Nat (King) Cole	It's Crazy—Cap 2897—ASCAP
13	12	12	WHITHER THOU GOEST—L. Paul & M. Ford	Mandolino—Cap 2928—BMI
14	9	9	SKOKIAAN—R. Marterie	Crazy 'Bout Lollipop—Mercury 70432—ASCAP
15	11	11	IF I GIVE MY HEART TO YOU—D. Lor	Hello Darling—Major 27—ASCAP
16	19	19	TELL ME, TELL ME—J. Valli	Boy Wanted—V 20-5837—ASCAP
17	—	—	NAUGHTY LADY OF SHADY LANE—Ames Brothers	Addio—V 20-5897—ASCAP
18	16	16	IF I GIVE MY HEART TO YOU—C. Boswell	Tennessee—Dec 29148—ASCAP
19	—	—	MUSKRAT RAMBLE—McGuire Sisters	Lonesome Polcat—Coral 61278—ASCAP
20	—	—	HAJJI BABY—Nat (King) Cole	Unbelievable—Cap 2949—ASCAP

Little dog, please be quiet tonite, Little dog won't you keep outside.
 I was outside her door long after dark, moonlight was dark.
 She said sh-sh- the doggie will bark—Sweetheart I said,
 opening the door, when he sees this he'll bark no more!

© COPYRIGHT BOURNE MUSIC

... For The Rest Of This NEW Catchy Hit By



THE CREWCUTS

BE SURE TO HEAR

"BARKING DOG"

coupled with "ALL I WANNA DO"

MERCURY 70490 • 70490X45



CHICAGO 1, ILLINOIS



Citation of Achievement

1954

*Awarded to the writers and publishers of
the great Country and Western Song Hits
of the year*

TO THESE WRITERS

Weldon Allard
Jack Anglin
Jim Anglin
Eddy Arnold
Howard Barnes
Paul Blevins
James E. Brown
Maxine Brown
Boudleaux Bryant
Tommy Collins
Billy Cox

Tommy Dilbeck
Arlie Duff
Terry Fell
Rusty Gabbard
Billy Grimes
Autry Grishem
Chuck Harding
Johnny Hathecock
Tommy Hill
Joe Hobson
Russ Hull

Willie Jones
Eddie Miller
J. D. Miller
Rod Morris
Jimmy Newman
Dale Parker
Curt Peeples
Webb Pierce
Ray Price
Don Robertson
Jack Rollins

Mary Jean Shurtz
W. S. Stevenson
Hank Thompson
T. Texas Tyler
Cindy Walker
Arthur Whiteley
Dub Williams
Floyd F. Wilson
Johnnie Wright
Robert Young

TO THESE PUBLISHERS

Acuff-Rose Publications
American Music, Inc.
Ark-La-Tex Publishing Co., Inc.
Blackwood Music, Inc.
Brazos Valley Music, Inc.
Cedarwood Publishing Co., Inc.
Central Songs, Inc.

Country Music
Dandelion Music Co.
Fairway Music Corp.
Forrest Music Corp.
Four Star Sales Co., Inc.
Hill & Range Songs, Inc.

Hollis Music, Inc.
Rumbalero Music, Inc.
Starrite Publishing Co.
Tannen Music, Inc.
Ernest Tubb Music, Inc.
Valley Publishers, Inc.

*In recognition of the great national popularity attained¹
by these Country and Western Song Hits.*

AS FAR AS I'M CONCERNED
BACK UP, BUDDY
BIMBO
COURTIN' IN THE RAIN
CRY, CRY, DARLING
DON'T DROP IT
EVEN THO
GO, BOY, GO
HONKY TONK GIRL

I DON'T HURT ANYMORE
I'LL BE THERE (If You Ever Want Me)
I LOVE YOU
I'M WALKIN' THE DOG
I REALLY DON'T WANT TO KNOW
LET ME BE THE ONE
LOOKING BACK TO SEE
ONE BY ONE
RELEASE ME (And Let Me Love Again)

SLOWLY
SPARKLING BROWN EYES
THANK YOU FOR CALLING
THERE STANDS THE GLASS
THIS IS THE THANKS I GET
(For Loving You)
WAKE UP, IRENE
Y'ALL COME
YOU BETTER NOT DO THAT

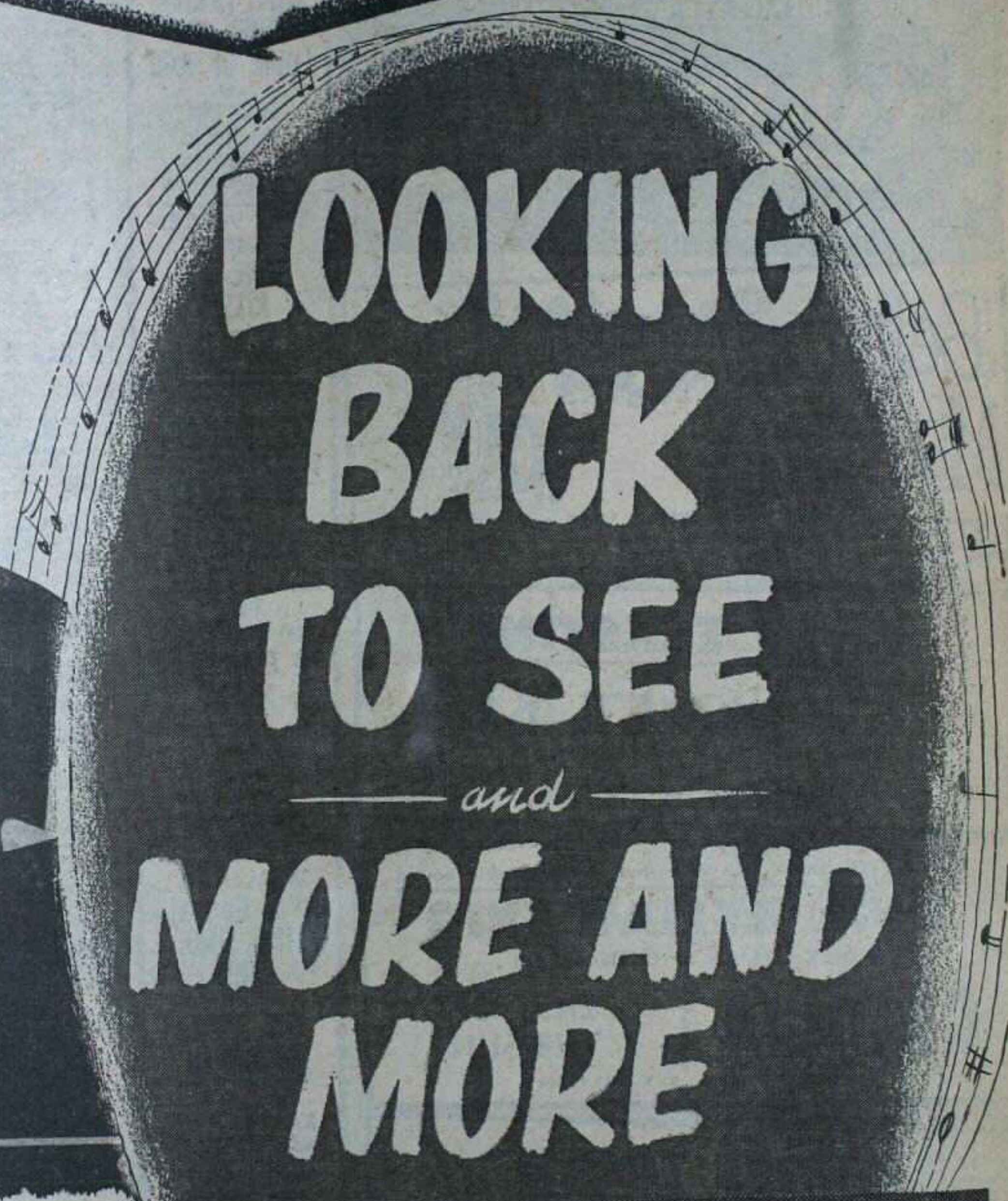
BROADCAST MUSIC, INC.

589 Fifth Avenue, New York 17, N. Y.

New York • Chicago • Hollywood • Toronto • Montreal



GREAT SIDES BY A GREAT GUY



LOOKING BACK TO SEE

and

MORE AND MORE

Guy Lombardo

and his ROYAL CANADIANS

No. 1 sweet-band favorite
of the nation's deejays in
Billboard's famous annual
Disk Jockey Poll—Nov. 13.

DECCA 29303

America's Fastest Selling Records





M-G-M HARVEST OF HITS

LERoy HOLMES and his Orchestra

TARA'S THEME

From M-G-M Film "Gone With the Wind"

Whistling by FRED LOWERY

and JAMIE

MGM 11854 78 rpm
K 11854 45 rpm

Betty Madigan "ALWAYS YOU"

THAT WAS MY HEART YOU HEARD

MGM 11812 78 rpm
K 11812 45 rpm

Voted Most Promising Newcomer - 1954 Billboard DJ Poll

BILLY ECKSTINE

ONE SWEET KISS and LOVE ME

MGM 11855 78 rpm • K 11855 45 rpm

That Unforgettable Trio with that Unforgettable Sound

DICK HYMAN TRIO

DICK HYMAN at the Harpsichord

CECILIA EAST OF THE SUN

MGM 11811 78 rpm • K 11811 45 rpm

LOUISE TOBIN

HURRY HOME LONESOME ROAD

MGM 11881 78 rpm • K 11881 45 rpm

ALAN DEAN

THE SONG FROM DESIREE (We Meet Again)

(From 20th Century-Fox Picture "Desiree")

TONIGHT, MY LOVE
MGM 11844 78 rpm • K 11844 45 rpm

M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT

701 SEVENTH AVE. NEW YORK 36, N.Y.

NEW RELEASES

JONI JAMES WHEN WE COME OF AGE

and EVERY TIME YOU TELL ME YOU LOVE ME

MGM 11865 78 rpm
K 11865 45 rpm

THE VOICES THREE SURE-FIRE KISSES

and ONE OF MY DREAMS IS MISSING

MGM 11862 78 rpm
K 11862 45 rpm

DEAN PARKER VERA CRUZ

and MANDOLIN

MGM 11866 78 rpm
K 11866 45 rpm

THE NOCTURNES (I) REMEMBER MAMA

and SOMEBODY OUGHTA WRITE A SONG

MGM 11863 78 rpm
K 11863 45 rpm

HANK WILLIAMS (I'm Gonna) SING, SING, SING

and THE ANGEL OF DEATH

MGM 11861 78 rpm
K 11861 45 rpm

RALPH FAY and his Orchestra THAT OLD GANG OF MINE

and SLEEPY TIME GAL

MGM 11864 78 rpm
K 11864 45 rpm

"SKEETS" YANEY THE FLOWER OF MY HEART

and DON'T BRING YOUR BROKEN HEART TO ME

MGM 11859 78 rpm
K 11859 45 rpm

JIM ROBERTSON WALKIN' AND TALKIN' WITH THE LORD

and PRIDE OF MY HEART

MGM 11860 78 rpm
K 11860 45 rpm

The Billboard Music Popularity Charts POPULAR RECORDS

Territorial Best Sellers

For survey week ending November 10

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

Atlanta

1. I Need You Now, E. Fisher, V.
2. If I Give My Heart to You Doris Day, Col.
3. Mr. Sandman, Chordettes, Cdc.
4. Hajji Baba, Nat (King) Cole, Cap.
5. Papa Loves Mambo, P. Como, V.
6. This Ole House, R. Clooney, Col.
7. Hey, There, R. Clooney, Col.
8. Skoklaan, R. Marterie, Mer.
9. Teach Me Tonight DeCastro Sisters, Abb.
10. Sh-Boom, Crew Cuts, Mer.

Balti.-Wash.

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

Boston

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

Buffalo

1. I Need You Now, E. Fisher, V.
2. Papa Loves Mambo, P. Como, V.
3. Mambo Italiano, R. Clooney, Col.
4. Teach Me Tonight DeCastro Sisters, Abb.
5. If I Give My Heart to You Doris Day, Col.
6. Mr. Sandman, Chordettes, Cdc.
7. Sh-Boom, Crew Cuts, Mer.
8. This Ole House, R. Clooney, Col.

Chicago

1. Hold My Hand, D. Cornell, Cor.
2. Mambo Italiano, R. Clooney, Col.
3. This Ole House, R. Clooney, Col.
4. I Need You Now, E. Fisher, V.
5. Teach Me Tonight DeCastro Sisters, Abb.
6. Cara Mia, D. Whitfield, Lon.
7. Papa Loves Mambo, P. Como, V.
8. Yours, D. Contino, Mer.
9. Shake, Rattle and Roll, B. Haley, Dec.
10. Muskrat Rumble, McGuire Sisters, Cor.

Cincinnati

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

Cleveland

1. Dim, Dim the Lights, B. Haley, Dec.
2. Teach Me Tonight DeCastro Sisters, Abb.
3. Hey, There, R. Clooney, Col.
4. Mr. Sandman, Chordettes, Cdc.
5. That's All I Want From You J. P. Morgan, V.
6. Shake, Rattle and Roll, B. Haley, Dec.
7. Runaround, Chuckles, X
8. This Ole House, R. Clooney, Col.
9. Papa Loves Mambo, P. Como, V.
10. If I Give My Heart to You D. Lor, Mjr.

Dallas-Fort Worth

1. I Need You Now, E. Fisher, V.
2. Hey, There, R. Clooney, Col.
3. Papa Loves Mambo, P. Como, V.
4. If I Give My Heart to You Doris Day, Col.
5. Hold My Hand, D. Cornell, Cor.
6. This Ole House, R. Clooney, Col.
7. Hajji Baba, Nat (King) Cole, Cap.

Denver

1. I Need You Now, E. Fisher, V.
2. If I Give My Heart to You Doris Day, Col.
3. Hey, There, R. Clooney, Col.
4. This Ole House, R. Clooney, Col.
5. Sh-Boom, Crew Cuts, Mer.
6. Hold My Hand, D. Cornell, Cor.
7. Mr. Sandman, Chordettes, Cdc.
8. Papa Loves Mambo, P. Como, V.
9. Shake, Rattle and Roll, B. Haley, Dec.

Detroit

1. Mr. Sandman, Chordettes, Cdc.
2. Shake, Rattle and Roll, B. Haley, Dec.
3. Mambo Italiano, R. Clooney, Col.
4. Runaround, Chuckles, X
5. Papa Loves Mambo, P. Como, V.
6. This Ole House, R. Clooney, Col.
7. Land of Dreams, H. Winterhalter, V.
8. I Need You Now, E. Fisher, V.
9. Smile, Nat (King) Cole, Cap.
10. Teach Me Tonight DeCastro Sisters, Abb.

Kansas City

1. I Need You Now, E. Fisher, V.
2. Shake, Rattle and Roll, B. Haley, Dec.
3. This Ole House, R. Clooney, Col.
4. Mr. Sandman, Chordettes, Cdc.
5. Dim, Dim the Lights, B. Haley, Dec.
6. Muskrat Rumble, McGuire Sisters, Cor.

7. Rock Around the Clock, B. Haley, Dec.
8. If I Give My Heart to You Doris Day, Col.
9. Papa Loves Mambo, P. Como, V.
10. Mood Indigo, N. Petty Trio, X

Los Angeles

1. I Need You Now, E. Fisher, V.
2. Hey, There, R. Clooney, Col.
3. If I Give My Heart to You Doris Day, Col.
4. Papa Loves Mambo, P. Como, V.
5. This Ole House, R. Clooney, Col.
6. Hold My Hand, D. Cornell, Cor.
7. Mr. Sandman, Chordettes, Cdc.
8. Cara Mia, D. Whitfield, Lon.
9. Hey, There, S. Davis Jr., Dec.
10. Skoklaan, Four Lads, Col.

Milwaukee

1. Mr. Sandman, Chordettes, Cdc.
2. I Need Your Lovin', Cheers, Cap.
3. I Need You Now, E. Fisher, V.
4. Papa Loves Mambo, P. Como, V.
5. That's What I Like Don. Dick and Jimmy, Crw.
6. Shake, Rattle and Roll, B. Haley, Dec.
7. Hold My Hand, D. Cornell, Cor.
8. This Ole House, R. Clooney, Col.
9. Whither Thou Goest L. Paul & M. Ford, Cap.
10. It's a Woman's World, Four Aces, Dec.

Mpls.-St. Paul

1. Cara Mia, D. Whitfield, Lon.
2. I Need You Now, E. Fisher, V.
3. Runaround, Chuckles, X
4. Shake, Rattle and Roll, B. Haley, Dec.
5. Hey, There, R. Clooney, Col.
6. This Ole House, R. Clooney, Col.
7. Hold My Hand, D. Cornell, Cor.
8. Papa Loves Mambo, P. Como, V.
9. Count Your Blessings, E. Fisher, V.
10. Rain, Rain, Rain, F. Laine, Col.

New Orleans

1. Hey, There, R. Clooney, Col.
2. Hold My Hand, D. Cornell, Cor.
3. I Need You Now, E. Fisher, V.
4. Hearts of Stone, Charms, Del.
5. If I Give My Heart to You Doris Day, Col.
6. Papa Loves Mambo, P. Como, V.
7. Count Your Blessings, E. Fisher, V.
8. Naughty Lady of Shady Lane Ames Brothers, V.
9. Teach Me Tonight, J. Stafford, Col.

New York

1. Papa Loves Mambo, P. Como, V.
2. Hey, There, R. Clooney, Col.
3. Shake, Rattle and Roll, B. Haley, Dec.
4. I Need You Now, E. Fisher, V.
5. Mambo Italiano, R. Clooney, Col.
6. Mr. Sandman, Chordettes, Cdc.
7. This Ole House, R. Clooney, Col.
8. Cara Mia, D. Whitfield, Lon.
9. Hold My Hand, D. Cornell, Cor.
10. Teach Me Tonight DeCastro Sisters, Abb.

Philadelphia

1. Mr. Sandman, Chordettes, Cdc.
2. Teach Me Tonight DeCastro Sisters, Abb.
3. Papa Loves Mambo, P. Como, V.
4. Hey, There, R. Clooney, Col.
5. This Ole House, R. Clooney, Col.
6. Mambo Italiano, R. Clooney, Col.
7. Shake a Hand, M. Pedicin, TC.
8. I Need You Now, E. Fisher, V.
9. If I Give My Heart to You D. Lor, Mjr.
10. Count Your Blessings, E. Fisher, V.

Pittsburgh

1. Mr. Sandman, Chordettes, Cdc.
2. Teach Me Tonight DeCastro Sisters, Abb.
3. This Ole House, R. Clooney, Col.
4. I Need You Now, E. Fisher, V.
5. Hey, There, R. Clooney, Col.
6. Count Your Blessings, E. Fisher, V.
7. Runaround, Chuckles, X
8. St. Louis Blues Mambo, R. Maltby, X
9. Make Yourself Comfortable S. Vaughan, Mer.
10. Down in the Bottom of the Well Wilder Brothers, X

St. Louis

1. Teach Me Tonight DeCastro Sisters, Abb.
2. Shake, Rattle and Roll, B. Haley, Dec.
3. I Need You Now, E. Fisher, V.
4. Mr. Sandman, Chordettes, Cdc.
5. Mr. Sandman, Four Aces, Dec.
6. Hold My Hand, D. Cornell, Cor.
7. Papa Loves Mambo, P. Como, V.
8. This Ole House, R. Clooney, Col.
9. Hajji Baba, Nat (King) Cole, Cap.

San Francisco

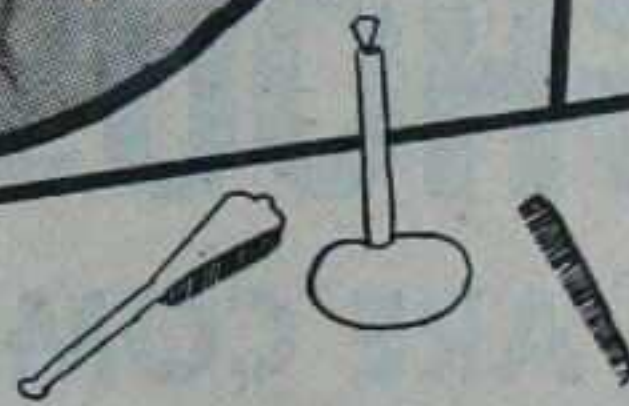
1. I Need You Now, E. Fisher, V.
2. This Ole House, R. Clooney, Col.
3. Hey, There, R. Clooney, Col.
4. If I Give My Heart to You Doris Day, Col.
5. Mr. Sandman, Chordettes, Cdc.
6. Hold My Hand, D. Cornell, Cor.
7. Papa Loves Mambo, P. Como, V.
8. Smile, Nat (King) Cole, Cap.
9. Skoklaan, R. Marterie, Mer.
10. Mambo Italiano, R. Clooney, Col.

Seattle

1. Mr. Sandman, Chordettes, Cdc.
2. I Need You Now, E. Fisher, V.
3. Hey, There, R. Clooney, Col.
4. This Ole House, R. Clooney, Col.
5. Ling Ting Tong, Five Keys, Cap.
6. Papa Loves Mambo, P. Como, V.
7. Shake, Rattle and Roll, B. Haley, Dec.
8. Hold My Hand, D. Cornell, Cor.
9. Teach Me Tonight DeCastro Sisters, Abb.
10. Mood Indigo, N. Petty Trio, X

A GREAT SONG • A GREAT RECORD • A GREAT ARTIST

Joni James



WHEN WE COME OF AGE

M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT

701 SEVENTH AVE. NEW YORK 20, N. Y.

b/w Every Time You Tell Me You Love Me **MGM** K-11865
11865

They're a RIOT together!



DEAN MARTIN • NAT COLE

BILLY MAY conducting



OPEN UP THE DOGHOUSE

(TWO CATS ARE COMIN' IN)

LONG, LONG AGO

CAPITOL RECORD NO. 2985



Capitol congratulates
FRANK SINATRA

His "Young-At-Heart" is the No. 1 Favorite Single Record,
his "Swing Easy!" is the No. 1 Favorite Album,
and he is the No. 1 Favorite Male Singer
of radio's leading entertainers...
the Disc Jockeys of America!



Capitol congratulates

RAY ANTHONY—*No. 1 All-Around Band*
HANK THOMPSON—*No. 1 Favorite C&W Band*
BOB MANNING—*No. 1 Newer Male Vocalist*
TOMMY COLLINS—*No. 1 Most Promising C&W Artist*

and
Capitol thanks
the disc jockeys who made
these choices in

*The Billboard's
Annual Disc
Jockey Poll*



LESLIE DISTRIBUTORS

AMERICA'S LEADING ONE STOP RECORD SERVICE

New York, N. Y. Pittsburgh, Pa. Hartford, Conn.
750 10th Ave. 2231 5th Ave. 134 Windsor St.
(Phone: (Phone: (Phone:
Plaza 7-1977) Atlantic 1-1745) Jackson 5-7123)
Cable Address: Expo Record, N. Y.

Mr. Operator—Mr. Dealer—
Mr. Exporter

On the occasion of the opening of our Pittsburgh office we wish to publicly THANK all our customers and friends for your past patronage and the opportunity given to us of serving you.

To those who have not as yet tried our service we want you to know that we charge 5c above wholesale on single records and give a 30% discount on LP's and extended play sets.

We never substitute or pad orders. All merchandise is insured against loss and breakage.

We gladly supply title strips to the operators.

We invite you to convince yourself by sending us a trial order.

Our entire STOCK IS NEW AND CLEAN.

We again wish to THANK everyone for being so wonderful to us.

Yours for service,

LOUIS BOORSTIEN
BERNARD BOORSTIEN

The Billboard Music Popularity Charts

POPULAR RECORDS

• Reviews of New Pop Records

TONY BENNETT
Funny Thing 87
COLUMBIA 40376 — A Billboard "Spotlight" 11-12-'54. (United, ASCAP)
My Pretty Shoo-geh... 86
A Billboard "Spotlight" 11-13-'54. (Ross Jungnickel, ASCAP)

EARTHA KITT
This Year's Santa Baby 87
VICTOR 5914—A Billboard "Spotlight" 11-13-'54. (Trinity, BMI)
Hey, Jacques... 74
Dreamy waltz ballad has a pretty tune and the songstress delivers it with intimate charm. Will get spins, but flip packs all the commercial punch. (Music Productions, ASCAP)

THE CREW CUTS
The Barking Dog 86
MERCURY 70490 — A Billboard "Spotlight" 11-13-'54. (Bourne, ASCAP)
All I Wanna Do... 85
A Billboard "Spotlight" 11-13-'54. (Meridian, BMI)

DORIS DAY
Hold Me in Your Arms 86
COLUMBIA 40371 — A Billboard "Spotlight" 11-13-'54. (Arista, ASCAP)
Ready, Willing and Able... 85
A Billboard "Spotlight" 11-13-'54. (Daywin, BMI)

ROY HAMILTON
Hurt 81
EPIC 9086—Here is a mighty potent rendition of a pretty new tune by the writers of "I Need You Now." The chanter sells it with the feeling and style that has marked his previous disks and it could break thru in both the pop and r.&b. markets. Watch this one. (Miller, ASCAP)
Star of Love... 79
Another fine job by the fine singer, this time, too, on a ballad, but at a slower pace than the flip. Once again he is backed by a lush ork arrangement and he sings it very well. Not quite as strong as the flip, but it, too, will get action. (Sheldon, BMI)

JUNE VALLI
Wrong, Wrong, Wrong 79
VICTOR 5924 — Rhythmic ballad effort features an effective vocal by the ork and chorus. The Hugo Winterhalter ork arrangement is ear catching. Good wax here that has a chance. Watch it. (Porgie, BMI)

Ole Pappy Time... 76
Lively new Stuart Hamblin tune is handed a listenable vocal from thrush June Valli helped by a vocal group and a good ork arrangement. It's a little out of the thrush's usual character but it's a good switch. (Voss, ASCAP)

THE GADABOUTS
The Waters of the Minnetonka 79
MERCURY 70495—A Billboard Talent "Spotlight" 11-13-'54. (Presser, Giuseppe Mandolino... 73
A Billboard Talent "Spotlight" 11-13-'54. (Fidelity, BMI)

SPIKE JONES ORK
I Want Eddie Fisher for Christmas 76
VICTOR 5920—Young Linda Strangis has a rather unusual request to make from Santa. The lyric is cute and will appeal to a lot of deejays for the Christmas Season. (Joy ASCAP)
Japanese Skokkian... 75
Jones and His City Slickers happily slaughter the current hit tune in this satirical version. Freddie Morgan intones the all but incomprehensible lyrics with infectious humor. (Shapiro-Bernstein, ASCAP)

JULIUS LA ROSA
Campanelle 76
CADENCE 1252 — This is "Jingle Bells" in Italian and it sounds just fine in this warm La Rosa warble.

There's a chorus in English, too. Good wax for the holidays." (Monk, BMI)

I Hope You'll Be Very Happy... 75
Rhythm ditty about an approaching wedding is handed a smooth and tonally ingratiating reading by the chanter. La Rosa fans will like. (Lear, ASCAP)

NICK NOBLE
My Own True Love 75
MERCURY 70496—The label's new chanter turns in a persuasive warble here of the lyric version of "Tara's Theme" from the flick "Gone With the Wind." He sells the lovely song with both skill and feeling and he could get action. A good debut by Noble. (Remick, ASCAP)

Please Don't Break My Heart... 74
MERCURY 70496—Nick Noble bows on the label with a tender vocal on a pretty new tune, over lush ork and choral backing. Noble has a sound with a touch of Tony Martin and Dick Todd and he is worth attention from jocks. (Weiss & Barry, ASCAP)

THE VOICES OF WALTER SCHUMANN
Christmas Tree 75
VICTOR 5922—Take-off on an old-German folk song is sung joyously by the chorus, with Bill Lee the soloist. This has lots of novelty appeal and should do well over sales counters, with many air plays to acquaint customers with the product. (Ardmore, ASCAP)

Calypso Christmas... 72
Musical story of the birth of Christ
(Continued on page 42)

• Review Spotlight on... RECORDS

FONTANE SISTERS

Hearts of Stone (Regent, BMI)—Dot 15265—The Fontane Sisters have come thru with a sock rendition of a hit r.&b. tune that could build into another "Sh-Boom." They sing it with a lilt over fine backing. The Charms' hit r.&b. record of the tune on the DeLuxe label is already grabbing action pop-wise, and this new waxing by the girls could be a big one. Flip is "Bless Your Heart" (Bregman, Vocco & Conn, ASCAP).

DON CORNELL

All at Once (Mogull, ASCAP)—Coral 61253—The big-voiced chanter sells this strong ballad with the enthusiasm that has made him a consistent hitmaker. It has a chance to become a fine follow-up to "Hold My Hand." Flip is a semi-religious effort "No Man Is an Island" (Presser, ASCAP).

MONTY KELLY ORK

Majorca (Eastwick)—Essex 375—A sweeping tango that is already a hit along the shores of the Mediterranean receives a sparkling instrumental performance from the Monty Kelly crew on this new release. It could break thru quickly. Flip is the familiar "Neopolitan Nights Mambo" (Sam Fox, ASCAP)

CHRISTMAS

DAVID WHITFIELD

Santo Natale (Spier, ASCAP)—London 1508—An Italian Christmas melody is handed a classical-type reading by Whitfield over warm ork support. It is very effective and has a chance for action during the holidays. Flip is "Adeste Fideles."

KITTY KALLEN

Baby Brother (Regent, BMI) — Decca 29315 — Kitty Kallen's strong pop standing and her performance on this holiday effort should help it become a big one for the Christmas season. It's aimed at the kiddie as much as the adult market. Flip is the Christmas Seal song "The Spirit of Christmas" (Mutual, ASCAP).

TALENT

THE GOOFERS

The comic vocal-instrumental combo bows on the Coral label with a mighty attractive reading of the rhythm tune "Hearts of Stone" and another neat ditty "You're the One for Me" on Coral 61305. The boys sell with gusto and the backing is fine. A good group, this.



CURRENT AND CHOICE LISTING

Runaround
THE THREE CHUCKLES
78 rpm X-0066 45 rpm 4X-0066

In A Little Spanish Town
RUSS CARLYLE
78 rpm X-0055 45 rpm 4X-0055

St. Louis Blues Mambo
RICHARD MALTBY
AND HIS ORK.
78 rpm X-0042 45 rpm 4X-0042

Alexander's Ragtime Band BEN LIGHT 78 rpm X-0058 45 rpm 4X-0058

Mood Indigo
NORMAN PETTY TRIO
78 rpm X-0040 45 rpm 4X-0040

In A Little Spanish Town
SMITH BROS.
78 rpm X-0070 45 rpm 4X-0070

Down in The Bottom Of The Well
WILDER BROS.
78 rpm X-0053 45 rpm 4X-0053



a product of Radio Corporation of America

RECORDS MARK THE HITS!

Mr. American Cowboy



Mr. Christmas Himself

Gene Autry
"I Wish My Mom Would
Marry Santa Claus"
Col. #40135

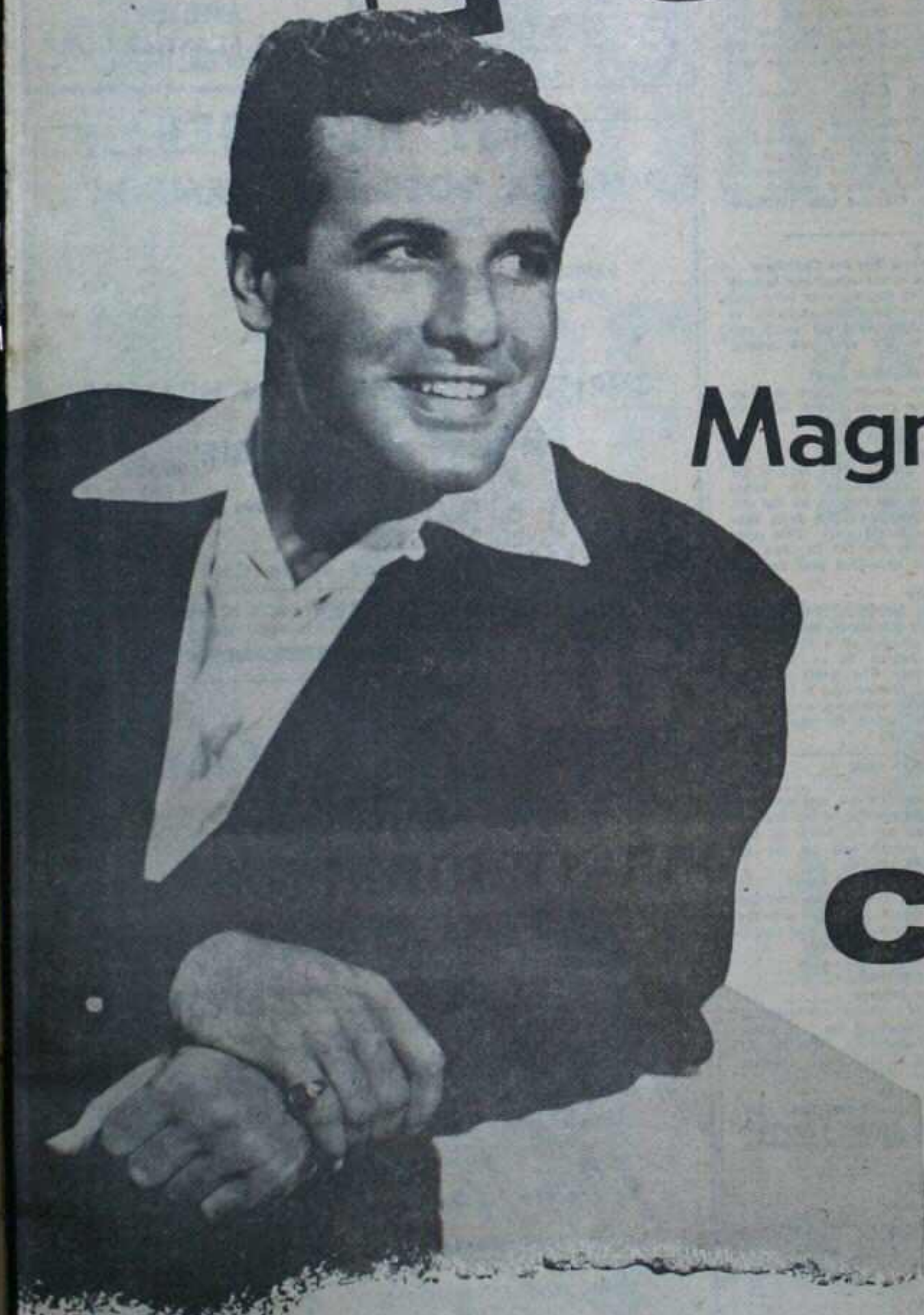
"Here Comes Santa Claus"
Col. #38584



published by
WESTERN MUSIC PUBLISHERS

Reaching The Hit Class Everywhere!

"YOURS"



Magnificently Played
By

DICK CONTINO

with the David Carroll
Orchestra and Chorus

MERCURY 70455 • 70455X45



CHICAGO 1, ILLINOIS

2--HITS, BACK TO BACK--2

RUSTY DRAPER

with the Laurie Sisters

#70481

"I GOT A HOLE IN MY SOLE"

b/w

"WATCH YOUR LANGUAGE"

Exclusive MERCURY RECORD Artist



The Billboard Music Popularity Charts

POPULAR RECORDS

• Reviews of New Pop Records

• Continued from page 40

in happy Calypso rhythm is chanted infectiously by Jester Hairston, who composed the opus. The chorus sings out strongly behind him. (Schumann Music, ASCAP)

ROY ROGERS

This Ole House74
FAVORITE 2100—Coverage of the hit by Roy Rogers, the two-for-39-cent price and good recording augurs well for the new label. Where it is distributed it should get plenty of action with this type of coverage. (Hamblen, BMI)

THE SONG SINGERS

Skoklan71
The new, low-priced label bows with its first release covering current hits in admirable fashion. Here, for example, the vocal group and ork, turn in a bright reading, without copying others issued on the regular-priced labels. (Shapiro-Bernstein, ASCAP)

THE SONG SINGERS

Mr. Sandman74
FAVORITE 21003—Excellent coverage here of the pop click. The group and ork maintain the feeling of the original Cadence item but without direct copying of the arrangement. (E. H. Morris, ASCAP)

THE SUSAN SISTERS

I Need You Now70
Locations which can do business with a low-priced line should like this label's offering. The gals turn in a neat reading of the big pop hit. Jocks might go for these for change of pace programing. (Miller, ASCAP)

JUDY GARLAND

Have Yourself a Merry Little Christmas74
DECCA 29295—The label has re-issued this memorable disk by the thrush in order to pick up some sales during the Christmas season. With Judy's newly regained prominence it probably will. (Feist, ASCAP)
You'll Never Walk Alone73
Few singers have ever managed to match Judy's great reading of the hymn-like Rodgers and Hammerstein tune. This side, also a re-issue, will also interest Garland fans. (Williamson, ASCAP)

RED BUTTONS

Bow-wow wants a Boy for Christmas74
COLUMBIA 40384—Cute and bouncy holiday slicing has a clever twist and it's sung in a manner calculated to intrigue kiddies. Will get some pop spins too in the next few weeks. (Raleigh, BMI)
Little Johnny Snowball71
Another cute seasonal item is sung warmly by the comic. (Lord, ASCAP)

MILT GREEN ORK

Rickety Ticky Melody73
RAINBOW 270 — This side is an instrumental version of the tune, played in two-beat fashion by the ork with Milt Green and Ben Jaffe featured on the two pianos. This, too, is a lively side tho the flip has the edge. A fine two-sided disk for the boxes.

THE SATISFIERS

Rickety Ticky Melody70
The Satisfiers' ork comes thru with a brash, loud reading of a liting ragtime tune, helped by a sprightly combo backing. The lively tune is sung in hokey fashion and it is bright enough to have a chance with exposure. A solid effort for the boxes. (Milford, ASCAP)

SAUTER-FINEGAN ORK

Moblie73
VICTOR 5936—The ork and vocalists deliver a bright reading of the bounce item dedicated to the town of the same name. Jocks will go for it. (Ardmore, ASCAP)
What Is This Thing Called Love?70
Unusual sounds, as expected, emanate from the varied S-F instruments in this clever reading of the standard ballad. (Harms, ASCAP)

FRANK CORDELL ORK

The Song From Desiree73
VICTOR 5934—Good instrumental wax in this version of the title waltz tune from the upcoming flick. Should share in some of the action. (Miller, ASCAP)
Italian Hayride70
The lush ork has a happy little ditty here and they hand it a sparkling reading. Jocks will like it. (Robbins, ASCAP)

LES ELGART ORK

It Ain't Necessarily So (Part 1 & 2)73
COLUMBIA 40353—The Les Elgart ork has a release here that will interest their many fans. The ork takes the fine tune from "Porgy and Bess" and hands it a first-rate instrumental reading that shows off the band's fine brass and reed sections. On the first side the ork plays it smoothly and quietly and then they cut loose with a wild arrangement that is half-symphonic and half-jazz. Unusual and attractive, jazz jocks should flip over this concert treatment of the standard. (Gershwin, ASCAP)

LES ELGART ORK

Mr. Sandman73
COLUMBIA 40383—Okay cover waxing of the fast-rising ditty has a vocal group handling the lyrics in close harmony, while the ork keeps the beat steady. Good dance wax. (E. H. Morris, ASCAP)
(Don't Let the Kiddygedda)70
The pleasant novelty is handled capably by ork and vocal combo.

Should get some spins. (Sherwin, ASCAP)

LAURIE ANDERS

Sore Fire Kisses73
PIC 0010—Bright new ditty is handed a gay reading by the canary, chorus and ork. This is fun to listen to and faces good play by deejays and on the coin boxes. (Hometown, ASCAP)
"T" for Texas67
Laurie Anders is not quite as effective on this blues ballad. (Peer, BMI)

SANDY SOLO

Mr. Rainbow72
JUBILEE 5173—Solo comes thru with a first-rate reading here of a slightly up-tempo tune, backed smartly by the ork. This is a fine side from Solo and it should get some attention. (Embassy, BMI)
A Love I Can Call My Own71
A sweet reading of a pleasant new

—YOUR SONG RECORDED!

by professional recording artists so it can be submitted properly to record companies, publishers, or for your pleasure.
THE ONLY WAY TO SELL SONGS TODAY
Patti Page, Eddie Fisher, Tony Martin, Bob Manning, etc., voice-styles available. We aid in placing potential hits. Only well-written songs accepted, by mail only.
 Send \$1.50 with each song for professional criticism and analysis.
 Four for \$5. (Refundable with "Demo" order—cost is surprisingly low.)
 Send 25¢ for Brochure & Information.
LANNY & GINGER GREY
Radio Productions & Singing Commercials for: Adam Hats, Yonkers, Raceway, Blatz, Chase National Bank, Sunoco, Rinsco, etc.
200 E. 72 St., N.Y.C. 21—EN 9-7777

ballad by Sandy Solo, helped much by a warm ork backing. These are Solo's best sides in a while and they merit spins. (Wemar, BMI)

JANE MORGAN

The Heart You Break73
KAPP 107—Here's a first-rate vocal on a good hunk of rhythm material by the canary sparked by a fine arrangement featuring a happy chorus and ork backing. Spins are certainly in store here and it could also get some juke loot.
Why?73
A most unusual and attractive tune
(Continued on page 44)

4 SPEED
Cash-in on the new 16 2/3 rpm Audio Books with World's ONLY 4-SPEED portable phonol
V-M MODEL 121
V-M Corporation
BENTON HARBOR, MICHIGAN

SEMI-FLEX 10" or 45 RECORDS PRESSED - 15c-INCLUDING labels, carton sleeves, etc.
Write for full particulars
BEST PRESSING DEAL ANYWHERE
ROYAL PLASTICS CORP.
1540 Brewster Ave., Cincinnati 7, Ohio

JUST RELEASED

"MAMA DOES THE MAMBO"

NOVELTY, TERRIFIC LYRICS!

HAUNTING MELODY

"MY LOVE"

(MI AMOR)

MIKE LALA & HIS ORCHESTRA

"CHRISTMAS HOLIDAY IN HEAVEN"

A song with a feeling!

"JINGLE BELL BOOGIE"

Jump Novelty!

Jody Levins and His Boys

Distributors Wanted—Wire Collect

SAPPHIRE RECORD COMPANY 838 N. Rampart Street New Orleans, Louisiana

WANTED

Regional Sales Manager

to represent us FOR FOREIGN MARKETS

The man we are looking for must be familiar with the record industry and know enough foreign languages to permit him to work in best interests of our company in most any country. American preferred. As one of the leading phonograph manufacturers in the United States, we are in a position to offer the right man a highly responsible position with the proper income to live in London or Paris. Our employees know of this ad. Please give full particulars and enclose recent photo of yourself in first letter. Send it to—
BOX 760, THE BILLBOARD, 188 W. RANDOLPH, CHICAGO 1.

STOP RECORD-SCRATCH DAMAGE with Fool-Proof

Phono-Gard
Record Demonstrator

Gray **line ENGINEERING CO.**
CHICAGO 33, ILLINOIS



↑ TONE ARM CANNOT BE HANDLED! ↑

2 BRAND-NEW Hits: JOAN SHAW sings

"I Want a Man for Xmas"

b/w "Most of all" Danny Small Orchestra

JAGUAR RECORDS 1650 Broadway, N.Y. 19, N.Y.



#3010

Invitation

To: The Songwriters of America
From: Sheldon Music, Inc.—
Stratton Music, Inc.
Subj.: YOUR SONGS

The above Publishers cordially invite any songwriter who believes he has hit material to an "open house" hearing from 10:30 a.m. to 5:30 p.m. every Monday. You bring it—we'll listen. Please call for appointment—Judson 6-5253

"GOLDIE" GOLDMARK

SHELDON MUSIC, INC.
48 West 48th Street
New York, New York

TONY WILSON

STRATTON MUSIC, INC.
48 West 48th Street
New York, New York

An Inspired Performance of a Glorious New Song!

ALL THINGS ARE GOOD

DRAMATICALLY RECORDED BY

PETE HANLEY

With thirty-piece Orchestra and Eight Voices
under the Direction of O. B. Masingill.

b/w DANNY BOY • Epic 9077—5-9077





Now that we have your attention... If deadlines have been the bane of your business, here's a worry-free solution. Capitol's Custom Services Department maintains complete recording studios, pressing plants and shipping facilities on both Coasts. Your records are never sidetracked for other work—they're produced to your schedule, shipped on your schedule. No headaches, no hair-tearing!



CUSTOM SERVICES DEPARTMENT
Capitol Records Distributing Corp.
Walter S. Heebner, Vice President & Gen. Mgr.
HOLLYWOOD: 5515 Melrose • HOLLYWOOD 3-7114
NEW YORK: 151 W. 46th St. • COLUMBUS 5-4758



THE MIDNIGHTERS
ANNIE'S AUNT FANNIE
CRAZY LOVING
FEDERAL 12200

EARL BOSTIC
UBANGI STOMP
TIME ON MY HANDS
KING 4741

THE LAMPLIGHTERS
YUM YUM
GOODY GOOD THINGS
FEDERAL 12197

THE CHARMS
HEARTS OF STONE
WHO KNOWS
DE LUXE 6062

THE 5 ROYALES
MONKEY HIPS AND RICE
DEVIL WITH THE REST
King 4744



RECORD PRESSINGS
Shellac—Vinylite—Flex
78 RPM—45—33 1/2 L.P.
Test Pressings Free
Small or Large Quantity,
Labels—Processing—Masters
SONCRAFT, INC.
1450 Broadway New York 19, N. Y.

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

The Billboard Music Popularity Charts POPULAR RECORDS

Continued from page 42

concerning the mystery of life receives a sincere and tender rendition from the thrush aided neatly by a good choral and ork backing. The side is attractive and different enough to pull many spins.

ODETTE
The Last Time I Saw Paris71
M-G-M 11840—The standard gets a neat, bright reading by the chirp for a good side which jocks could use nicely.
Paris Loves Lovers...70
The thrush gets across a warm personality as she sings an attractive ballad about Páree.

ROSE BRENNAN
Kiss Me Again70
VICTOR 5916—Miss Brennan, an English import, has the Vera Lynn sound which should get her spins. The waltz ditty, a lovely one, should please many, too. In all this is good listening. (Reine, ASCAP)
The Bold Black Knight...69
This is a folk-like item and it's nicely done by the thrush and the ork for a pleasant side. (Box & Cox, ASCAP)

BELMONTE AND HIS AFRO-AMERICAN MUSIC
Baby Doll Mambo69
COLUMBIA 40367—The gimmick here is replacement of the expected

"ugh" by a baby doll squeak. Otherwise, rhythm is appealing and the rendition will keep dancers moving. (Harvard, BMI)
Johnny Rag...67
Performance of the opus in mambo rhythm is bright and appealing. (Robbins, ASCAP)

TERRI STEVENS
Unsuspecting Heart69
DOUBLE AA 1003—Pretty and romantic weeper ballad is sung gently and with much assurance by the thrush. Elaborate backing is given her effort by the heavily string laden ork. A listenable side. (Tex Pee, ASCAP)
How Can I...65
Another gentle warble of a sweetly appealing ditty. (Ample, BMI)

FRANKIE CARLE ORK
Fanny68
VICTOR 5925—The charming tune from the hit musical in a listenable instrumental version. Carle plays it warmly to good ork support. (Chappell, ASCAP)
Sunrise in Napoli...67
A little more flamboyant tune in a lovely arrangement for piano and ork. Carle fans will enjoy both of these sides. (Mills, ASCAP)

THE SINGING WANDERERS
The Wrong Party Again68
DECCA 29298—This is a sophisticated-type group and they deliver the vocal clearly. Ballad is appealing and the slicing ought to win some air exposure. (Cue, BMI)
Three Roses...67
The group contributes a quiet and smooth rendition of the pretty ballad. (Peer, BMI)

CLARK DENNIS
Wooden Shoes and Happy Hearts...68
TIFFANY 1310—Musical reminiscences of youthful days in Holland have a happy lilt in this fresh-sounding performance by Dennis. Should attract spins.
Danzero...62
Latin-beat ballad is given a big reading by chanter and ork.

RONNIE HILTON
I Still Believe66
VICTOR 5921—English warbler Ronnie Hilton does pleasantly on this new ballad, helped by chorus and ork. (Macmelodies, BMI)
I Live for You...65
Same comment. (Chappell, ASCAP)

SAM ULANO
Santa and the Doodle-De-Boop65
A-BELL 890—Ulano and the label may be more successful with this, the second, disk of this type in which Ulano tells a story backing himself only on drums. Story has a "shaggy dog" finish, but it might make good spins for the yuletide season.
The Story of Santa Claus...60
Here Ulano makes like Santa Claus—and it might intrigue the moppets. It's different, but the kind of kiddie stuff which the kids—not the parents—like.

POPPA JOHN GORY
Oh, Didn't He Ramble64
VICTOR 5902—The New Orleans marching tunes is handed a slick reading by Gordy's Dixielanders. Clint Garvin handles the vocal well, but the interest is primarily in the bright instrumental passages. (E. B. Marks, BMI)
Santa Pays the Trombone...60
A Christmas novelty in a Dixieland setting, which would be pleasant enough listening if only the lyrics had been omitted. (Golden West, BMI)

DON SENAY
Fanny56
DEBUT 112—Baritone Don Senay reveals a warm baritone in this smooth rendition of the title ditty from the Harold Rome musical.
Edge of Love...55
Another okay job by the young warbler.

BOB ELLIS
Sadie35
ZEN 100—Ellis sings this with some spirit but the lyrics soon overcome him.
The Do It Polka...35
Same comment.

Essex RECORDS
THE LABEL WITH
A FUTURE...
3205 So. 84th St.
Philadelphia 42, Penna.

SONGWRITERS
THE ONLY MAGAZINE for you. HELPFUL... INFORMATIVE... FREE lyric contest for subscribers. Special to BB readers, \$2 year—plus FREE booklet, "What Every Songwriter Should Know," to every new subscriber. Sample copy, 50¢.
The AMATEUR SONGWRITER Magazine
5 W. Somerset St., Radnor 2, N. J.

Vox Jox

Continued from page 18

called trios, quartets and quintets that are so far out of key that it hurts your ears to listen. I think I have the answer why this has developed into an age of singers with the screaming meemies, but I will not tell what it is just now until I make a few more observations.

CHANGE OF THEME: Jerry Rappaport and Johnnie Greene of KFLW, St. Leonard Wood, Mo., will leave the States in December for work with the Far East Network. . . . Len Ross, KBMI, Henderson, Nev., has been upped to musical director. . . . Boyd Whitney, KTRM, San Antonio, has resigned to work with KABQ, Albuquerque, N. M. . . . Bob Hamilton, staff announcer at WNNJ, Newton, N. J., has been upped to program director, and John Bennett, formerly with WGBB, Freeport, L. I., has joined WNNJ. . . . Mel Berman has switched from WKYW, Louisville, to WHB, Kansas City, Mo. . . . Seven years ago, Larry Picus started a show on WIVY, Jacksonville, Fla., and four years ago he left Jacksonville. . . . Recently he returned to pick up at the same station which he left to do the afternoon show.

Phil Sorenson has left KVNU, Logan, Utah, to further his education. Sorenson is enrolled at the University of California, and R. H. Peck is taking his place. . . . Jay Mullen and "Music With Mullen" have returned to Charleston, S. C., to station WCSC after completing the morning chores at WIS, Columbia, S. C. . . . Jack Kelly has left WNCC, Barnesboro, Pa., to join WACB in Kittanning, Pa.

Jack Lacey, WINS, New York, has been signed to a new five-year contract. Lacey, who gave up teaching school at Connecticut State Teachers College to become a radio announcer, has been with WINS since 1947. . . . Charlie Grant, WESX, Salem, Mass., is enjoying a vacation in New York. . . . Jim Mills has returned to WLOS-TV, Asheville, N. C., after a stint with the Armed Forces Ra-

dio Service. . . . Shel Bullock has returned to WWSC, Glens Falls, N. Y., after a two-year absence from radio. . . . Bill Sullivan, recently separated from the U. S. Army, will now be heard over WKMF, Flint, Mich. . . . America's biggest deejay, six foot eight-inch Dolf Droge, has joined the Crosley Broadcasting Corporation and will handle WLW's all-night record show, "Mission Midnight."

Hilary Bogden, WIAS, Pittsburgh, has just celebrated his 11th year with the station and his 29th birthday. . . . Bill Hesterman, KNAK, Salt Lake City, has become the papa of a baby boy, his first child. . . . Mike (The Milkman) Spencer reports that his show has switched to Dallas over KGKO. . . . Art Rekedal, formerly with KRBC, Abilene, Tex., has moved to KBST, Big Springs, Tex. . . . Bill Slaton, WHSY, Hattiesburg, Miss., advised, "After two years with WJJI, Montgomery, Ala., I'm moving over to WHSY. Station WJJI has been sold to WCOW here and on November 5 will discontinue operations. The only thing I hate about moving is that I'll probably miss two or three issues of The Billboard. Without The Billboard I don't believe I could successfully program any of my deejay show and without Vox Jox, where would we deejays be without some idea of what's going on in the industry?"

THIS'N' THAT: In answer to the question asked in this column recently, Sandy Singer, KCRI, Cedar Rapids, Ia., advises that the deep voice on Rosemary Clooney's "This Ole House" belongs to Thurl Ravenscroft of the Norman Luboff Choir. . . . Don Sherman and Jack McDermott of WLYN, Lynn, Mass. recently accompanied their listeners on the Jimmy Cricket "Weekend With the Stars" in New York City. . . . Nick Reyes, KLYN, Amarillo, Tex., is looking for a copy of Glenn Miller's "Skylark" which he used as a theme before his copy broke. Reyes will trade "Shake, Rattle and Roll" for the record he wants.

Ray Brown, WHHM, tells us that Mambo is beginning to catch on in Memphis. . . . Robert Booc, KSMN, Mason City, Ia., thinks that Johnny Desmond has finally found himself on records and says, "more power to him." . . . Johnny Desmond, incidentally, is in New York at present and will engage in record chatter with WABC, New York's Mort Lindsey on November 5. . . . Dick Fanning, WFAX, Falls Va., is looking for pictures or promotional material on record artists for his fan club. . . . Stan Richards, WORL, Boston, emceed and publicist Buddy Basch produced a "Jamboree of Stars" at St. Nicholas Arena, New York, in October for the Jimmy Cricket Travel Service. . . . John Hanrahan, WAMI, Laurel, Miss., has noticed a distinct increase in requests for blues and Dixieland and can't understand the reason for it.

"THE LORD IS MY SHEPHERD"
MODERN MELODIOUS VERSION
of the 23rd Psalm.
S. C. #1063
vocal—Jeanne Determan
and the LANCERS
"HE ANSWERETH PRAYER"
Jeanne Determan and
the LANCERS
S. C. #1062
STATE CALLA RECORD CO.
849 Fourth Ave.
Sacramento 18, California

WRITE FOR OUR
FREE
16 PG. CATALOG
33 1/2—45—78 RPM—EP—LP
NEW POP RECORDS
TOP LABELS—TOP TUNES
Victor, Decca, Coral, Mercury, etc.
45 RPM
\$130.00 per 1,000
\$14.00 per 100
78 RPM—\$12.00 per 100
(500 different numbers)
1/3 with order, balance C.O.D.
VEDEX COMPANY
734 Tenth Ave., New York 19, N. Y.
CI 7-3494
Over 1,000 Satisfied Customers

WFAA's 'Country Roadshow' Bows

FORT WORTH, Nov. 13.—"The Country Roadshow" has made its debut last week here on Station WFAA as a regular Saturday night feature starting at 10:15 p.m. The all-star folk music show will feature the talent formerly heard on the WFAA "Saturday Night Shindig," which was presented from the State Fair for two years and broadcast and televised on WFAA.

CAL TJADER
featured on
TJADER PLAYS MAMBO
Fantasy 3-18 LP.
DJ's, Write for your FREE Copy
Fantasy RECORDS
654 HATOMA ST.
SAN FRANCISCO 3
CALIFORNIA

HIGH FIDELITY
Almost twice the usual
content
14 XMAS MELODIES
on one 10" LP
Organ and Chimes by
Frank Engleman
TT 2250
TEMPO
RECORD CO. OF AMERICA
8540 Sunset Boulevard, Hollywood 16, California

Breaking for a Hit!
Great Artist—Label—Song
JOAN ROBERTS sings
NEVER ALONE
b/w
BILLY AND I
Q 715
Quality RECORD CORP.
48 W. 48th St.
N. Y., N. Y.

KATHRYN KING sings
**I Want A Puppy
In My Stocking
For Christmas**
PREVUE = 1111
PREVUE RECORDS
32-16 213 St. Bayside, N. Y.

LONDON
RECORDS
"The finest sound on record"

**BROKE WIDE OPEN
IN PHILADELPHIA!**
Jubilee #5151
I TRIED AGAIN
by
JO ANN TOLLEY
JUBILEE RECORD CO., Inc.
315 W. 47th St., N. Y., N. Y.

RECORDS
First time ever offered at wholesale prices, thousands of rare original collectors' items from the stock of the World-Famous LEWIS RECORD OUT-LET, 6673 Hollywood Blvd., Los Angeles 28, Calif. No 4-8088. Interested parties, please contact, Records WANTED FOR CASH, L.P.'s & E.P.'s MAJORS.

A "Before" Christmas Song

Eddy Arnold

singing
RCA VICTOR 20/47-5905

b/w

"I'm Your Private Santa Claus"



RCA VICTOR
FIRST IN RECORDED MUSIC



Christmas Can't Be Far Away

By BOUDLEAUX BRYANT

INTRO.

CHORUS

A neigh-ber tipped his hat to me this morn-ing The land-lord even smiled and said "Good day" And

I want you to know, a stran-ger said "Hel-lo" CHRIST-MAS CAN'T BE FAR A-WAY. Old

tight-wad down the street is buy-ing can-dy to pass out to the neigh-ber kids at play The

town is on the go, the weath-er man said "Snow" CHRIST-MAS CAN'T BE FAR A-WAY. The

small fry on our block have all been sav-ing And now they're hid-ing things and look-ing sly,

Mom will get that do-dad she's been crav-ing And Dad will get his us-ual Christ-mas tie Both

young and old are plan-ning sweet sur-pris-es, They'll soon be tied with rib-bons bright and gay. Good

will is in the air, you feel it ev-ry-where CHRIST-MAS CAN'T BE FAR A-WAY. A CHRIST-MAS CAN'T BE FAR A-WAY.

Christmas Can't Be Far Away-2

COPYRIGHT 1954 BY ACUFF-ROSE PUBLICATIONS
2510 Franklin Road
NASHVILLE 4, TENNESSEE

INTERNATIONAL COPYRIGHT SECURED

PRINTED IN U.S.A.

ALL RIGHTS RESERVED

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

Folk Talent and Tunes

Continued from page 18

off in Winnipeg for a guest shot on "Jamboree" over CJOB. . . . Red Sovine is set for a string of dates with Webb Pierce for the next few months, but will double back to Shreveport each Saturday for his regular shot on "Louisiana Hayride." . . . Eddie Briggs, ex-KGHJ staffer at Delano, Calif., now serving a hitch with the Navy in the Orient, reports that the most popular c.&w. artists in the Far East at the moment are Webb Pierce, Red Sovine, Marty Robbins, Johnny and Jack, Johnny Horton, Roy Acuff, Eddy Arnold, Hank Snow, Tommy

Collins, Carl Smith, Kitty Wells and Jim Reeves, in that order. The poll was conducted by Briggs on his western record show, "Hokkaido Hayride," which is aired over AFRS's Far East Network. Briggs reports further that Jim Reeves' "I'll Follow You," Webb Pierce's "More and More" and Jimmy Newman's "Cry, Cry Darlin'" are currently the most requested on his "Hayride."

Rex Allen, currently on a hunting trip near Marysville, Calif., has a new Decca release in "You Took My Name" b.w. "I'm Learning to

Live Without You." . . . Hank Snow and His Rainbow Ranch Boys hop into Nashville for this weekend's disk jockey festival direct from a week's stand at the Casino Theater, Toronto. . . . Tom Diskin and Oscar Davis are associated with Col. Tom Parker in the direction of Hank Snow Enterprises, which takes in Hank's TV, radio, recording and film commitments. Parker recently took over exclusive management of Snow. . . . Johnny Swindle, the Garden State Boy, is now on the "World's Original Jamboree" at WWVA, Wheeling, W. Va., and is planning to make his home there. . . . Dee Ray Williams, following his discharge from the Army December 18, will tie himself to his Oklahoma home for a brief vacation. Early in January he plans to reorganize his Oklahoma Trail Riders to continue in the country music field. Prior to entering the service, Dee Ray appeared on KIND, Independence, Kan., and played the Oklahoma and Kansas area. He is the writer of two current tunes on Mercury by Joe Carson, "Just a Little While" and "Don't Enter." . . . Ray Scrivner, well known writer of c.&w. songs and now engaged in the petroleum equipment business in Lexington, Ky., was in Nashville recently in connection with his songwriting. While there, he visited with Eddie Hill on his WSM show.

Kenny Lee Young (RCA Victor), heard for 15 minutes daily, Wednesday, Friday and Saturday nights at Country Castle, his new nitery in that city. . . . First prize in the Ernest Tubbs Fan Club's membership drive, which ended November 1, was won by Mrs. Nellie Ferry, of Portland, Ore. The prize was an all-expense plane trip to Nashville and the "Grand Ole Opry," and Mrs. Ferry is making the trip this week to take in the deejay festivities there. Mrs. Norma Barthel, president of the Tubbs Fan Club, flew to Portland to accompany Mrs. Ferry back to Nashville. . . . Kit Carson, Western picture star, is slated to join Cody and Cody for a tour of the T. D. Kemp houses thru the South. . . . Hank Trotter and His Happy Rangers have a new one on Cross-Country Records, "If I Threw Away a Diamond" b/w "Because, Because." . . . Paul Gilley, of Gilley Promotions, Maytown, Ky., has added Ked Killen and His Mountain All-Stars to his talent roster. The group airs out of WTCW, Whitesburg, Ky. . . . Ginny Wright is in California for a series of dates and to do a session for Abbott.

Tommy Mooney and band, piloted by Jack (Turkey Red) Franklin, are back in Houston after a seven-month tour which took them from Hot Springs to Timmons, Ont., and return. . . . KWKH's "Louisiana Hayride" roster at the moment comprises Slim Whitman and band, Red Sovine and band, Johnny Horton, Jim Reeves and band, Elvis Presley, Jimmy Newman, Tibby Edwards, Jimmy and Johnny, Hoot and Curley, J. E. and Maxine Brown, Jerry and Dido Rowley, Jeanette Hicks, Betty Amos, the Circle 6 Ranch Boys, Ginny Wright, Carolyn Bradshaw, Jack Ford, Buddy Attaway and the Lump Lump Boys, with Bill Walker slated to join on the 20th.

Hollywood

Smiley Burnette played to 40,000 in two days at the National Plow Contest recently at Olney, Ill. . . . Jimmy Epps has a new one in "On the Hills of Old Kentucky." . . . Rudy Gray bows on Capitol Records with "Hearts of Stone" and "There's Gonna Be a Ball."

Wesley Stipes is mired in the warmth of Florida, anxious to get back to California. After working thru Indiana, West Virginia and Eastern Seaboard States, Wes has set a number of country artists for tours thru the South early in 1955. . . . A. V. Bamford had Mac Wiseman and Ernest Tubbs in Salinas, Calif., recently. . . . Another "Grand

(Continued on page 52)

Best Sellers in Stores

For survey week ending November 10

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

This Week	Last Week	Chart	Weeks on Chart
1. MORE AND MORE—W. Pierce	1	7	7
You're Not Mine Anymore—Dec 29252—BMI			
2. ONE BY ONE—K. Wells & R. Foley	3	27	27
I'm a Stranger in My 'Home—Dec 29065—BMI			
3. I DON'T HURT ANYMORE—H. Snow	2	26	26
My Arabian Baby—V 20-5698—BMI			
4. THIS OLE HOUSE—S. Hamblen	5	14	14
When My Lord Picks Up the Phone—V 20-5739—BMI			
5. THIS IS THE THANKS I GET—E. Arnold	4	12	12
Hep Cat Baby—V 20-5805—BMI			
6. LOOSE TALK—C. Smith	7	3	3
More Than Anything Else—Col 21317—BMI			
7. IF YOU DON'T, SOMEONE ELSE WILL—Jimmy & Johnny	6	9	9
I'm Beginning to Remember—Chess 4859—BMI			
8. NEW GREEN LIGHT—H. Thompson	9	6	6
Lonely Heart Knows—Cap 2920—BMI			
9. EVEN THO—W. Pierce	7	25	25
Sparkling Brown Eyes—Dec 29107—BMI			
10. LOOKING BACK TO SEE—J. Tubbs-G. Hill	10	21	21
I Miss You So—Dec 29145—BMI			
11. IF YOU DON'T, SOMEONE ELSE WILL—R. Price	15	4	4
Oh Yes, Darling—Col 21315—BMI			
12. BEWARE OF IT—Johnnie & Jack	13	2	2
Kiss-Crazy Baby—V 20-5880—ASCAP			
12. WHATCHA GONNA DO NOW?—T. Collins	12	9	9
You're for Me—Cap 2891—BMI			
14. HEP CAT BABY—E. Arnold	11	14	14
This Is the Thanks I Get—V 20-5805—BMI			
15. NEVER—M. & W. Tuttle	—	1	1
Friendly Love—Cap 2850—BMI			

Most Played in Juke Boxes

For survey week ending November 10

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

This Week	Last Week	Chart	Weeks on Chart
1. I DON'T HURT ANYMORE—H. Snow	1	25	25
V 20-5698—BMI			
2. MORE AND MORE—W. Pierce	3	6	6
Dec 29252—BMI			
3. ONE BY ONE—K. Wells-R. Foley	2	24	24
Dec 29065—BMI			
4. THIS IS THE THANKS I GET—E. Arnold	10	8	8
V 20-5805—BMI			
5. NEW GREEN LIGHT—H. Thompson	—	1	1
Cap 2920—BMI			
6. IF YOU DON'T, SOMEONE ELSE WILL—Jimmy & Johnny	9	6	6
Chess 4859—BMI			
7. SINGING HILLS—S. Whitman	4	12	12
Imperial 8267—ASCAP			
8. LOOKING BACK TO SEE—J. Tubbs-G. Hill	8	18	18
Dec 29145—BMI			
9. EVEN THO—W. Pierce	6	24	24
Dec 29107—BMI			
10. COURTIN' IN THE RAIN—T. T. Tyler	4	12	12
Four Star 1660—BMI			

Most Played by Jockeys

For survey week ending November 10

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


This Week	Last Week	Chart	Weeks on Chart
1. MORE AND MORE—W. Pierce	2	7	7
Dec 29252—BMI			
2. I DON'T HURT ANYMORE—H. Snow	1	24	24
V 20-5698—BMI			
3. ONE BY ONE—K. Wells-R. Foley	3	24	24
Dec 29065—BMI			
4. THIS OLE HOUSE—S. Hamblen	5	12	12
V 20-5739—BMI			
5. IF YOU DON'T, SOMEONE ELSE WILL—Jimmy & Johnny	7	8	8
Chess 4859—BMI			
6. THIS IS THE THANKS I GET—E. Arnold	4	13	13
V 20-5805—BMI			
7. WHATCHA GONNA DO NOW?—T. Collins	6	12	12
Cap 2891—BMI			
8. PENNY CANDY—J. Reeves	13	3	3
Abbott 170—BMI			
9. COMPANY'S COMIN'—P. Wagoner	11	4	4
V 20-5848—BMI			
10. LOOSE TALK—C. Smith	9	3	3
Col 21317—BMI			
11. YOU'RE NOT MINE ANYMORE—W. Pierce	8	5	5
Dec 29252—BMI			
12. NEW GREEN LIGHT—H. Thompson	10	3	3
Cap 2920—BMI			
13. MORE THAN ANYTHING ELSE—C. Smith	—	1	1
Col 21317—BMI			
14. IF YOU AIN'T LOVIN'—F. Young	—	1	1
Cap 2953—BMI			
14. SHE DONE GIVE HER HEART TO ME—S. James	—	1	1
Cap 2906—BMI			
14. CALL ME UP—M. Robbins	—	1	1
Col 21291—BMI			

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.

RAY PRICE



AND HIS **CHEROKEE COWBOYS**

AMERICA'S GREATEST WESTERN DANCE BAND

PERSONAL MANAGER
WM. H. KING
King Enterprises

300 Vaughan Bldg. Louisville, Ky.
Phone: Jackson 5535 or Jackson 0605

NOW—CIVILIAN FARON YOUNG



Hitting BIG With
"IF YOU AIN'T LOVIN'"
(Then You Ain't Livin')"

and
"If That's the Fashion"
Capitol #2953

Exclusive Personal Management
HUBERT LONG 1537 McGavock Pike, Nashville, Tenn.
Phone 2-6635

LEADING RCA VICTOR STARS

FROM YOUR

GRAND OLE OPRY



**CHET
ATKINS**

**SAN ANTONIO ROSE
MISTER MISERY** 20/47-5813



**EDDIE
HILL**

**I DID, I DOES, AND I DO
KNOCK IT OFF** 20/47-5893



**JOHNNIE
AND JACK**

**BEWARE OF "IT"
KISS-CRAZY BABY** 20/47-5880



**GRANDPA
JONES**

**KEEP ON THE SUNNY SIDE OF LIFE
SOME LITTLE BUG** 20/47-5939



**MINNIE
PEARL**

**I WONDER WHERE THAT MAN OF MINE HAS WENT
NEVER BEEN KISSED** 20/47-5812



**HANK
SNOW**

**THE NEXT VOICE YOU HEAR
THAT CRAZY MAMBO THING** 20/47-5912



**RUBY
WELLS**

**A KISS AND A PROMISE
I'M NOT ASHAMED TO CRY** 20/47-5849

**MINNIE PEARL AND
GRANDPA JONES**

**PAPA LOVES MAMBO
GOTTA MARRY OFF OUR DAUGHTER**

A SMASH DUET!

20/47-5891

RCA VICTOR
FIRST IN RECORDED MUSIC



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

C & W Territorial Best Sellers

For survey week ending November 10

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 Ole House, S. Hamblen, V.
3. This Is the Thanks I Get, E. Arnold, V.
4. If You Don't Someone Else Will Jimmy & Johnny, Chs.
5. One By One, K. Wells & R. Foley, Dec.
6. I Don't Hurt Anymore, H. Snow, V.
7. Loose Talk, C. Smith, Col.
8. Never, M. & W. Tuttle, Cap.
9. Beware of H. Johnnie & Jack, V.
10. New Green Light, H. Thompson, Cap.

Charlotte

1. Loose Talk, C. Smith, Col.
2. More and More, W. Pierce, Dec.
3. Never, W. & M. Tuttle, Cap.
4. One By One, K. Wells & R. Foley, Dec.
5. Kiss Crazy Baby, Johnnie & Jack, V.
6. Beware of H. Johnnie & Jack, V.
7. If You Don't Someone Else Will Jimmy & Johnny, Chs.
8. This Is the Thanks I Get, E. Arnold, V.
9. I Don't Hurt Anymore, H. Snow, V.
10. If You Ain't Lovin', F. Young, Cap.

Cincinnati

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 R. Price, Col.
6. If You Don't Someone Else Will Jimmy & Johnny, Chs.
7. Loose Talk, C. Smith, Col.
8. Lookin' Back to See G. Hill & J. Tubb, Dec.

Dallas-Fort Worth

1. More and More, W. Pierce, Dec.
2. One By One, K. Wells & R. Foley, Dec.
3. Oceans of Tears, S. James, Cap.
4. This Ole House, S. Hamblen, V.

"JINGLE-O-THE BROWNIE"
with DALLAS FRAZIER & JOE "Fingers" CARR
Capitol #2956
Central Songs, Inc.

A SMASH!
"YOU CLOBBERED ME"
Decca #29109
Spade Cooley—Betsy Gay
TUNE TOWNE TUNES, INC.
1651 Cosmo St., Hollywood 28, Calif.

5. I Don't Hurt Anymore, H. Snow, V.
6. Lookin' Back to See G. Hill & J. Tubb, Dec.
7. Loose Talk, C. Smith, Col.

Houston

1. More and More, W. Pierce, Dec.
2. This Is the Thanks I Get, E. Arnold, V.
3. One By One, K. Wells & R. Foley, Dec.
4. Loose Talk, C. Smith, Col.
5. This Ole House, S. Hamblen, V.
6. I Hope My Divorce Is Never Granted K. Wells, Dec.
7. Two Glasses, Joe, E. Tubb, Dec.
8. I Don't Hurt Anymore, H. Snow, V.
9. Penny Candy, J. Reeves, Abb.
10. If You Don't Someone Else Will Jimmy & Johnny, Chs.

Knoxville

1. More and More, W. Pierce, Dec.
2. I Don't Hurt Anymore, H. Snow, V.
3. Hep Cat Baby, E. Arnold, V.
4. This Is the Thanks I Get, E. Arnold, V.
5. This Ole House, S. Hamblen, V.
6. If You Don't Someone Else Will W. Jackson & B. Gray, Dec.
7. You're Not Mine Anymore W. Pierce, Dec.
8. Never, M. & W. Tuttle, Cap.
9. Loose Talk, C. Smith, Col.

Memphis

1. More and More, W. Pierce, Dec.
2. If You Ain't Lovin', F. Young, Cap.
3. I Don't Hurt Anymore, H. Snow, V.
4. One By One, K. Wells & R. Foley, Dec.
5. Good Rockin' Tonight, E. Prasley, Sun

Nashville

1. More and More, W. Pierce, Dec.
2. This Ole House, S. Hamblen, V.
3. One By One, K. Wells & R. Foley, Dec.
4. Loose Talk, C. Smith, Col.
5. If You Don't Someone Else Will Jimmy & Johnny, Chs.
6. Whatcha Gonna Do Now? T. Collins, Cap.
7. Beware of H. Johnnie & Jack, V.
8. New Green Light, H. Thompson, Cap.
9. I Don't Hurt Anymore, Hank Snow, V.
10. Two Glasses, Joe, E. Tubb, Dec.

New Orleans

1. More and More, W. Pierce, Dec.
2. New Green Light, H. Thompson, Cap.

This Week's Best Buys

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

THE NEXT VOICE YOU HEAR (Hill & Range, BMI)
THAT CRAZY MAMBO THING (Ross Jungnickel, ASCAP)—Hank Snow—RCA Victor 20-5912

With a batting average like Snow's, it is no wonder that his latest release is proving to be an automatic buy for every dealer in the country market. Sales reports are good not only from Atlanta, Richmond, Nashville and other top Southern sales areas, but also from Eastern and Midwestern territories where he is equally popular. Preference as to side is almost equally divided. Both will probably make the national charts shortly. A previous Billboard "Spotlight" pick.

Review Spotlight on . . . RECORDS

MITCHELL TOROK

Roulette (American, BMI) — Decca 29326 — This could become Torok's biggest hit since "Caribbean." It was written by the chanter and he sells it with much emotion accompanied by the clicking sound of the roulette wheel. Powerful wax. Flip is "Havana Huddle" (American, BMI).

MARTY ROBBINS

It's a Pity What Money Can Do (Acuff-Rose, BMI)—Columbia 21324—Marty Robbins sings his heart out on this most touching weeper about a poor lad competing against a rich man for the love of a girl. A solid coin grabber. Flip is "Time Goes By" (Acuff-Rose, BMI).

Reviews of New C & W Records

JUSTIN TUBB-GOLDIE HILL
Sure Fire Kisses 83
DECCA 29349 — A Billboard "Spot-

3. If You Don't Someone Else Will Jimmy & Johnny, Chs.
4. Two Glasses, Joe, E. Tubb, Dec.
5. One By One, K. Wells & R. Foley, Dec.
6. Beware of H. Johnnie & Jack, V.

Richmond, Va.

1. This Ole House, S. Hamblen, V.
2. I Can See An Angel, P. Pika, Cor.
3. Beware of H. Johnnie & Jack, V.
4. If You Don't Someone Else Will Jimmy & Johnny, Chs.
5. More and More, W. Pierce, Dec.
6. Lookin' Back to See G. Hill & J. Tubb, Dec.
7. One By One, K. Wells & R. Foley, Dec.
8. Loose Talk, C. Smith, Col.

light" 11-13-'54. (Hometown, ASCAP)
Fickle Heart 75
On the side the pair sing of the vagaries of love. They handle the tune neatly and it, too, will get some coins, tho' the flip is the big one. (Triumph, BMI)

SPADE COOLEY

You Clobbered Me 77
DECCA 29309—A most unusual and humorous novelty effort receives a first-rate reading by thrush Betsy Gay while the Cooley ork contributes a bright performance. Side should pull a lot of delay attention both pop and country-wise. (Tune Town, BMI)
Break Up Down 75
The Spade Cooley ork returns to its usual instrumental ways on this side

with a lively reading of a rhythmic effort that would usually be called a break down. Western fans will enjoy this one. (Copar, BMI)

MYRNA LORRIE

Are You Mine? 77
ABBOTT 172—Miss Lorrie is joined by Buddy DeVal in a strong question-and-answer reading of a mighty bright and infectious quick-beat opus. This should appeal to many listeners, and it figures to win many spins and good sales. (Dandelion, BMI)
You Bet I Kissed Him 72
She followed thru on a dare and now they're man and wife. A cute little ditty, it's sung attractively by the thrush. (Dandelion, BMI)

MIMI ROMAN

Oh! I Like It 75
DECCA 29327—Mimi Roman bows on the label with an impressive reading of a good, listenable new country effort. She sings it with feeling as she tells of the joy of smoochin'. Side should grab spins with exposure. (Arc, BMI)
Weary Blues From Waltin' 74
The great tune penned by the late Hank Williams receives a meaningful reading from the new country thrush. A side that should get jockey action. Good debut wax by the lass. (Acuff-Rose, BMI)

AL TERRY

Hey! Whatta Y'Say 73
HICKORY 1017—Cute romantic ditty is awarded an infectious reading by Terry. This one should do well on the juke boxes and sell lots of copies to Terry fans. (Acuff-Rose, BMI)
Let's Postpone Our Wedding 73
Chanter assumes a noble role as his gal's old flame returns to town. A pleasant ballad, sung warmly to bouncy backing. (Acuff-Rose, BMI)

MOON MULLICAN

You Got the Best of Me 74
KING 1408—Weeper is an impressive piece of material and the rendition by Mullican is sincere and sympathetic. The chanter also plays a bit of organ on this side. Many plays in store for this one. (Arc, BMI)
Downstream 71
Characteristic Mullican reading of an attractive ditty. Good listening here. (Redd Stewart, BMI)

JACK CLEMENT

I Can't Say Nothin' At All 68
SHERATON 1002 — Jack Clement turns in a good reading here of a new novelty effort that would have sounded better if better recorded. Clement has a sound. (Hayloft, BMI)
I Think I'll Write a Song 45
The singer tries hard on this weeper, but the material is weak. (Hayloft, BMI)

CONGRATULATIONS—WSM's 3d Annual National D. J. Festival
In honor of the 29th Anniversary of the Grand Ole Opry, I'm happy to be a part of this celebration.

Looking Forward to Seeing My Friends There



Gene Autry

THINK OF THE *Good* YOU CAN DO
WITH *One* HOUR'S PAY



If you could help save a life by working one hour, you'd do it, wouldn't you? That's what you, and all other Industry Employees are asked to do in the Annual Christmas Salute—to give at least one hour's pay each year to your Will Rogers Memorial Hospital.

By doing this you help provide a haven of healing; of TB care and Research, for your friends, for your family, and for yourself.

Give to the Christmas Salute—NOW!

Something to be Grateful for...

At this Thanksgiving Season, let us be grateful that there IS a Will Rogers Hospital — that WE own it — where we can conduct TB Research, and where we can heal tuberculosis at NO CHARGE TO PATIENTS



Your Hospital

Located at Saranac Lake, N. Y., your Will Rogers Memorial Hospital has maintained an average rate of TB healing of 90%-plus of all its cases. More than twelve hundred cures have been attained. It's Insurance for you — and Assurance for all in the
AMUSEMENT INDUSTRY

Christmas **SALUTE** *to Patients*

Variety Clubs

WILL ROGERS MEMORIAL HOSPITAL

Saranac Lake

NATIONAL OFFICE: 1501 BROADWAY, NEW YORK 36, N.Y.

Will Rogers Hospital gratefully acknowledges contribution of ad production by Universal Pictures Company, Inc., and of space by this publisher

TALENT WANTED

Vocalists, Instrumentalists, Groups, etc., for Transcriptions, Recordings, TV, Commercials, Clubs, Hotels, etc. YOU MUST BE GOOD!

Please do not apply in person without an appointment. Send recordings or tapes, photos with return postage to

LANNY and GINGER GREY

AM-TV PRODUCTIONS

"Jingles that don't Jangle!"

Among our clients: Adam Sells - Yankers Raceway - Sunoco - Chase National Bank - Maine Sardines - etc. 200 E. 72 St., New York 21, N. Y. ENright 9-7777

WANTED AT ONCE

Young Lady to assist magician and mindreader. Experience unnecessary. I will teach you. Must be free to travel and must be able to join on wire. Steady work. Write full details.

ROBINSON

c/o Golden West Hotel 27 E. Monroe, Phoenix, Arizona

8x10 GLOSSY PHOTOS AS LOW AS 5¢ EACH

FAN MAIL GLOSSY PHOTOS IN ALL SIZES. POSTCARDS-SLOW-UPS-BLACK AND WHITE OR BEAUTIFUL NATURAL COLOR-SEE OUR PRICE LIST AND COMPARE BEFORE BUYING ANYWHERE-HIGH QUALITY AND FAST COURTEOUS SERVICE SINCE 1936.

SEND FOR NEW PRICE LIST AND FREE SAMPLES TODAY!

MULSON STUDIO P. O. Box 1941-BRIDGEPORT, CONN.

CONTROL ADMISSIONS with STROBLITE "INVISIBLE" IDENTIFIER



Hands of patrons are stamped with INVISIBLE ink which becomes visible under the Stroblite UV Lamp. Harmless. Used by Ballrooms, Pools, Amusement Parks, Dances, etc.

LUMINOUS COLORS, BLACKLIGHT LAMPS for stage, displays, decorations, etc. Dept. B-4 STROBLITE CO. 35 W. 52d St., N.Y.C.

FOR LEASE SUMMER THEATRE

Completely equipped modern house, seats 275. Reputation established by stock company past three summers and by 25 years of winter community theatre. In picturesque village 17 miles from Cleveland. Only one other summer Equity house in area.

Reply, giving background, references and prospectus to: The President CHAGRIN VALLEY LITTLE THEATRE 40 River St. Chagrin Falls, Ohio

AW-AW BABY by THE HOLIDAYS Specialty Records

FATS DOMINO "LOVE ME" "Don't You Hear Me Calling You" Imperial Records

SCENERY Schell Scenic Studio

The Billboard Music Popularity Charts RHYTHM & BLUES RECORDS

Reviews of New R & B Records

Continued from page 50

Material here is up-tempo blues. Again the thrush does a fine job. (Coe, BMI)

JIMMY TYLER ORK

Shedde Lum Bum...75 Listenable riff effort receives a pulsating reading from altaman Tyler with strong support from the ork. The side really goes. This is wax that should interest both the jazz and r.&b. fan. Good debut cutting. (Jay & Cee, BMI)

Callin' All Chickens...69

The gimmick here is the clucking sound which is played cleverly here by Tyler on alto. Outside of that it has little originality. (Jay & Cee, BMI)

LITTLE JOHNNY JONES

Hoy Hoy...74 ATLANTIC 1045-Jones bows on the label with a swinging vocal on a bright up-tempo effort with a gimmick and a striking beat. Listenable side by the new chanter. (Progressive, BMI)

Do!n' the Best I Can...73

Johnny Jones, new Southern blues singer on the label, turns in a respectable reading here on a novel hunk of material over a backing with a big beat. Could get coins in the South. (Progressive, BMI)

CHERRI LYNN

Baby I'm Gone...73 APOLLO 463 - Miss Lynn's husky voice has a compelling, sexy quality that effectively sells vigorous blues material like this. Good solid beat. (Bess, BMI)

Walk...70

To a slower beat, the singer describes to her lover how much she loves him. She gives the lyric a fiery reading and it could get spins. (Bess, BMI)

OSCAR McLOLLIE

Dig That Crazy Santa Claus...73 MODERN 943 - Bouncy piece of boogie-blues material makes for good listening the way McLollie sells it. (Bess, ASCAP)

God Gave Us Christmas...70

Okay Christmas ballad which could get some Yuletide action. (Bess, ASCAP)

OSCAR SALDAND ORK

Mambo Hop...72 R&B 1302-The there is a vocal chorus thrown in, this is primarily an instrumental that offers a simple mambo riff that will delight dancers. (Granite, BMI)

Bop Hop...69

Another good dance instrumental, this one utilizing a basic boogie figure with pleasing effect. (K. & S. Music, BMI)

THE GUYS AND DOLLS

Mambo Shmamho...70 CORONET 101-Disk is a little unusual in sound via a mixed voice group reading, some odd voices, an Afro-Cuban type backing and the neat mambo ditty. Could be that it will get deejay attention. (E. B. Marks, BMI)

Fruit Cake...70

More unusual material here which is a mixture of pop and rhythm and blues. (Terl, ASCAP)

BIG JOHN

Mean Woman...67 COLUMBIA 40345-Big John, the "other" voice on Rosemary Clooney's hit recording of "This Ole House," solos in another Hamblen tune here. The styling is a hybrid of pop and r.&b. idioms and will face rough commercial sledding in either market, as a consequence.

Hey! Little Girl...66

The singer gives a lively reading of the tune Richard Lewis catapulted to the charts six months ago. Despite the excitement he injects into the material, Big John will have difficulty reviving it so soon after the earlier Lewis release.

THE HAMILTON SISTERS

My Blue Heaven...68

COLUMBIA 40368-Up-tempo version of the evergreen attempts to project a somewhat different group sound, as the girls work hard on the ditty. Beat is engaging, but disk is old-fashioned. (Feist, ASCAP)

Garden of Eden...60

Rhythm opus is warbled nicely to a strong beat in the ork. (Ferrer, BMI)

Rhythm and Blues Notes

Continued from page 18

roads Club in Washington. . . . Marvin and Johnny are now playing one-nighters thru the Midwest and will soon open in Cleveland at the Cotton Club. . . . The Earl Bostic ork is set for a week at the Colonial Tavern in Toronto starting November 29. The ork then plays one-nighters thru the East and a location date in Baltimore. After that the Bostic crew will take its annual six-week vacation, starting December 22. . . . The Willis Jackson ork opened at the Birdland in New York this week.

King Records is sending out copies of its recording of "Hearts of Stone" by the Charms to pop deejays. The tune appears to be another r.&b. ditty that could get a lot of pop attention. It has already been cut in the pop field by the Fontane Sisters on Dot and the Goofers on Coral.

Number of Releases This Week

Table with columns: Label, Pop, C&W, R&B. Lists various record labels and their release counts in different categories.

Music as Written

Continued from page 20

and Bob Thiele leave New York for the WSM deejay festival Wednesday. . . . Lou Gilman, Decca's Western division head, is visiting branch offices in Portland, Ore.; San Francisco, and Seattle this week.

The Four Aces will play a return date at Rhodes - on - the - Patuxet, Cranston, R. I., Ballroom, November 27. Booker Abe Feinberg has set a big promotional splurge for the affair, including a party for disk jockeys covering the New England area. One hundred autographed records will be given to the audience.

Hollywood

Xavier Cugat and company return to the Hotel Statler this week for a five-week stand closing Christmas night. . . . Margie Rayburn into the Flamingo, Las Vegas. . . . Cleveland dBk jockey Bill Randle has spotlighted James (Deacon) Ware's recording of "Oo-Wow." . . . Carlos Molina has Latin maestro Luis Arcaez under personal management contract. . . . RCA Victor's Steve Sholes is town for a series of country and western sessions. . . . Eddie Truman cutting a brace of wax for Tops Records. . . . Fred Shevin will bally the La Quinta resort area. . . . Trumpeter Shorty Rogers and His Giants inked in for a run at Zardi's come December 15. . . . November 15 is Wolfie Gilbert Night at the Larry Finley mike. . . . Irene Manning has signed singer Gregg Hunter to a management contract. . . . Marilyn Hammond, Capitol Records' promotion gal, is producing the new "Amateur Record Hour" via Station KFWB, with November 17 scheduled for the first airing.

When in BOSTON Get your mail at the HOTEL AVERY

ROOMS 400 APARTMENTS 400 SPECIAL RATES FOR SHOW PEOPLE MODERN ONE ROOM APARTMENTS SPORTS BAR DINING ROOM & COFFEE SHOP BELVEDERE HOTEL

AT LIBERTY! FURS Especially for the Theatrical Profession AVAILABLE FOR IMMEDIATE RENTAL-SALE

WANT ACTS AND ALL SHOW PEOPLE TO KNOW THAT RUDY ROUSSE is connected with COMMUNITY MOTORS.

SANTA CLAUS HEADQUARTERS Circulars-Free Dance-COSTUMES-Clown Special costumes made to order

PROFESSIONAL COMEDY MATERIAL "FUN-MASTER" for All Branches of Theatricals

TELL & SELL WITH POSTERS RINKS PARKS ORCHESTRAS FAIRS RODEOS CARNIVALS

NOW! 4 HITS IN A ROW! BILL HALEY and THE COMETS 1-"SHAKE, RATTLE & ROLL"

24 HOURS SERVICE ON REQUEST Unsurpassed in Quality at Any Price Genuine 8" x 10" Glossy Photos

Exclusive Management Write Wire Phone JOLLY JOYCE AGENCY

Be a Booster for MILTON SCHUSTER Now backing Exotics-Theaters-Night Clubs-Carnivals.

PHOTOS IN MILLIONS QUALITY PHOTOS IN QUANTITY

IMCA Slates Chi Meeting, Driver Party

BIRMINGHAM, Nov. 13.—The International Motor Contest Association will hold its annual technical meeting and party November 27 and its stockholders' meeting the following Monday, President R. H. McIntosh announced. Both will be held in Chicago's Hotel Sherman.

A technical meeting of the board of directors, promoters, drivers and car owners is scheduled for Room 105 at 2:30 p.m. Saturday (27). That evening the second annual banquet will be held in the Gold Room at 7:30 p.m. with drivers, car owners, their wives and fans invited.

Trophies will be presented the two leading point winners in both stock car and big car divisions and plaques will be given the next eight drivers in the standings in both brackets. Bonuses will also be distributed.

The annual IMCA stockholders' meeting will be held at 9:30 a.m. Monday (29) in the Bal Parlors.

Bob Slater, Kansas City, Mo., topped the IMCA big car point standings followed in order by Bobby Grim, Marvin Pifer, Jimmy Campbell, Jud Larson, Stan Callaway, Jim McWithey, Hershel Wagner, Don Branson and Richard (Red) Amick.

Top 10 in the stock car division in order were: Don White, Ernie Derr, Herschel Buchanan, Bill Harrison, Bob Potter, Tubby Harrison, Robert Peterson, Robert (Doc) Narber, Dom (Shorty) Perlick and Chris Skadal.

Attendance Up For Davenport At Wichita

WICHITA, Kan., Nov. 13.—Orin Davenport's annual Shrine circus has been setting attendance records since opening here this week, according to Harry Thomas, of the show staff.

He said night houses Monday thru Thursday were all turnaways and that afternoon performances showed a sharp increase over last year. An extra performance was to be given on Saturday (13).

Clyde Beatty heads the line-up of acts here. The show moves to Kansas City next and plays there the week starting Monday (15). It also is under Shrine auspices. The two dates complete Davenport's fall schedule.

COSTA RICA IN DEC.

First Latin Showing Booked for 'Waters'

NEW YORK, Nov. 13.—Dancing Waters will make its initial Latin American showing next month, using a Costa Rican booking as a wedge into hitherto unexploited territory below the U. S. border.

Sam Shayon, general manager of Dancing Waters Inc., said yesterday that in conjunction with associates Harold Steinman and Hans Hasslach, he has booked the water spec into the Costa Rican capital, San Jose, for the period between December 18 and January 2.

Dancing Waters will be promoted by Costa Rican producer Raul Volio, operator of an outdoor theater and pool, La Pila Volio.

WHOSE DUES REPOSE IN NSA OFFICE?

NEW YORK, Nov. 13.—Some National Showmen's Association member is lacking his 1955 membership card, principally because the card is lacking his name. It seems the unknown showman paid his dues to one of the officers, who turned the money in but couldn't recall the name. "Please come forward and ask for your card," executive secretary Ethel Weinberg requests, and adds that she expects quite a healthy response of answers.

Ball & Grier On 3 Up-State N. Y. Events

UTICA, N. Y., Nov. 13.—Promoters Ball & Grier will produce two shows this winter in up-State New York, and have been named sales representatives for a third. The last named is the Syracuse Sports Show and the appointment was announced by Chan Hurley, advertising director of the sponsoring Syracuse Herald-Journal.

Ball & Grier, according to producer John Grier, will put on a Do-It-Yourself & Home Show in Utica Cavalry Armory for five days starting next Wednesday (17-21). The Utica Sports Show will run for its third year, also at the Armory and from March 24-29.

Grier said the do-it-yourself and home show features are being combined because each kind of show by itself would not be strong enough to thrive in this area. He said the general theme of home improvement—do it, hire it, build it, or buy it—has had an encouraging response from local exhibitors.

Calgary Ex Racks Up Record 348G Surplus

Total Revenue for '54, \$802,422, Expenditures Total Big \$454,078

CALGARY, Alta., Nov. 13.—The Calgary Exhibition and Stampede, Ltd., recorded a surplus of \$348,346 in 1954, the largest in the 68-year life of the organization, according to reports presented at the recent annual meeting of shareholders. The previous high surplus was \$334,565, recorded in 1953.

In presenting the financial statement, F. C. Manning said revenue for the year was \$802,422 and expenditures were \$454,078.

Outdoor Show Business Primes for Chicago Meetings

Fair, Carnival, Park Organizations Prepare for November Conventions

CHICAGO, Nov. 13.—Attention was turning this week to Chicago and annual conventions or organizations representing branches of outdoor show business. Already a few showmen have checked in. By the time the conventions get under way Sunday (28) and Monday (29), nearly all of the important carnivals, fairs, amusement parks, circuses, auto race organizations, amusement ride manufacturers, grandstand show producers and concession equipment suppliers will be represented.

The several conventions will meet at the Hotel Sherman. Sessions will run thru December 1, by which time many showmen will have booked 1955 engagements and bought equipment and supplies they will use next season. A focal point of the action will be the annual trade show put on

by the National Association of Amusement Parks, Pools and Beaches, where 94 exhibitors will display wares at 162 booths, according to Paul H. Huedepohl, NAAPPB secretary.

NAAPPB, with membership including owners of the nation's leading parks, pools, resorts and Kiddielands, will start off with a directors meeting Saturday (27). The trade show will open the next day and NAAPPB business sessions will be Monday thru Wednesday (29-Nov. 1).

Parkmen's wives will convene Sunday for their annual tea. The annual banquet and ball of the NAAPPB will be Tuesday (30). Robert L. Plarr, Allentown, Pa., is chairman of the park program committee, and Fred W. Pierce Jr., Detroit, is chairman of the banquet committee. Huedepohl

said that advance indications, based largely on the demand for hotel rooms, are that attendance at the convention will be heavy.

Fair Groups to Meet

Fair executives from the U. S. and Canada will be on hand for the three-day convention of the International Association of Fairs and Expositions, November 29-December 1. Officials of the various State associations of fairs, [\(Continued on page 56\)](#)

Ariz. State Fair Races Ahead of '53

Big Advance Aids 'Ice Cycles'; Plaza Acts Play to Overflows

PHOENIX, Nov. 13.—Altho the attendance figures for the first seven of the 10-day Arizona State Fair, which closes tomorrow (14), are incomplete, this year's run is reported 10 per cent ahead of last year. At the end of that comparative segment in 1953, the turnstiles clocked 173,208 while the mark at noon Thursday (11) was 164,664. Yet to be added are admission stubs from tickets to the automobile races on Sunday (7)

and the 12 performances of "Ice Cycles" which were sold in gate-event combinations.

The fair got off to a good start Friday (5) following a record press-radio-television party on the previous night. It was attended by nearly 700. Opening day's program featured the appearance of Duncan Renaldo, the Cisco Kid, and Leo Carillo, Pancho. The television film series was featured on KOOL-TV prior to the fair's debut, with Bayless Markets and Donald Duck Beverages picking up the tab but giving the fair strong plugs.

The opening-day crowd, which pulled a total of nearly 42,000 with "Ice Cycles" stubs to be added, jammed the gates with additional ticket sellers donning aprons to ease the rush. A large number walked away rather than wait out the lines move.

New Plant Sought

The early onslaught of customers indicated two points, both closely related. They are that George W. Blake, secretary-manager, has done a good job of building the fair and that larger grounds are needed. The local Arizona Republic highlighted the latter fact in a lead editorial titled "Outgrown" [\(Continued on page 56\)](#)

Ringling-Barnum Set to Paper Havana, Isle

HAVANA, Cuba, Nov. 13.—Billing for Ringling Bros. and Barnum & Bailey Circus will get underway here soon with the plans calling for much-expanded use of paper.

This time the show will bill the entire island, where only the capital city has been billed before. Seven men and four trucks will go by boat to the island. F. A. (Babe) Boudinot, general agent, and Charles Velvin Turner, assistant agent, were in Havana Monday (8) and will return later to supervise the advance work.

Meanwhile, Henry Ringling North said in the States that John Ringling North, now in Europe, has not yet determined which acts will make the trip. The show will be at the Sports Palace, December 17-January 9.

Sask. Fairs Seek Govt. \$\$ For 1955 Cele

REGINA, Sask., Nov. 13.—The Saskatchewan government's Golden Jubilee committee will be asked to make grants available to the two Class A fairs, eight B fairs and 40 C fairs in the Province to help them emphasize the anniversary theme in 1955.

Decision was made when representatives of the fair groups conferred in Regina with Fred McGuinness, jubilee director, who said a grant may be forthcoming if the fairs can suggest ways of spending it to welcome home former residents and to play up the 1905-1955 theme. He mentioned a total of \$20,000 as a tentative figure.

The fairmen will also ask the government to make machinery displays available from the Western Development Museum at Saskatoon and Yorkton and will recommend that scrolls be made available to honor farmer of 1905 who played a prominent part in the work of their district fair. The jubilee office will be asked to design posters that can be used by all fairs in advertising their 1955 observance.

The Golden Jubilee choir will be made available for appearances at fairs during July and August, McGuinness reported.

Hamid-Morton's Business Equals '53 Experience

ATLANTA, Nov. 13.—Hamid-Morton Circus, now midway in its third stand of the fall, has been playing to crowds comparable to last year. Omer Kenyon, H-M representative, said that Toronto approximated last year; Montgomery, Ala., a first-time appearance, was adequate in view of the fact that the show and building both were new, and Atlanta (6-17) was running true to form.

The Alberto Zoppe bareback performers and the Zoppe iron jaw turn were added here. Also on the bill are the Joanneys, comedy bars; Sils Sisters, aerial; Pat Anthony, wild animals; Amazing Hoger, sway pole; Irah J. Watkins, chimps; Craigon and Juanita, aerial; Bill Buschbom's Liberty horses; Cimse's Collies; Sylvia's Dogs; Slim Collins, contortion; Dime Wilson, table rock; Beverly Buschbom, menage horse; Miss Trudy, contortion; the Wazzan Troupe, Arabian acrobatics; Yokoi Troupe, cycles; Hamid-Morton elephants with Bill and Joyce Vidbel; the Flying Harzells, and Aida the Girl in the Moon.

Col. Robert H. Morton is general director.

Midway Nets 169G

Manning reported gate and grandstand takes at the 1954 exhibition and stampede totaled \$392,741, against \$375,556 in 1953.

Exhibition space, midway and concessions netted \$109,344, about \$2,000 up from last year. Horse racing at the spring, summer and fall meets brought in a total revenue of \$114,828, while direct racing expense totaled \$66,903.

The Stampede Corral and Victoria Arena had their biggest year to date, the net revenue on these two buildings amounting to \$82,081. The Sonja Henie ice show, held at the Corral as an added stampede [\(Continued on page 56\)](#)

ARROW RIDES
for
TOP QUALITY—
LOW MAINTENANCE COST
MERRY-CO-ROUNDS
(Adult and Kiddie Size)
AUTO RIDES
BOAT RIDES
ARROWPLANE RIDES
ADULT CAPACITY STREAM-LINER TRAINS
(For park or portable)
CAST ALUMINUM HORSES
CUSTOM DESIGN AND MANUFACTURE
DON'T MISS OUR EXHIBIT IN BOOTHS 113-114, NAAPPB EXPOSITION.
"SOMETHING NEW HAS BEEN ADDED"
ARROW DEVELOPMENT CO., INC.
243 Moffett Blvd., Mountain View, Calif.



R. J. Wiggs of Rock Island, Illinois, says: "Our BIG ELI after seven years of service is in perfect condition. The engine has never given a minute's trouble. We highly recommend a BIG ELI WHEEL." Hundreds of owners are enthusiastic about construction, profit-earning ability and low upkeep of their BIG ELI. Ask any owner what he thinks of his BIG ELI WHEEL.

ELI BRIDGE COMPANY
Builders of Dependable Products
300 Case Avenue Jacksonville, Illinois

NEW!
Equipment

- ★ Kiddie Rides
- ★ Miniature Trains
- ★ Roller Coasters
- ★ Shooting Galleries

TERM PAYMENTS
KING AMUSEMENT CO.
Mt. Clemens, Mich.

★ MERRY-GO-ROUND 3 abreast-children & adults

FINEST KIDDIE RIDES

- ★ ROLLER COASTER
- ★ WATER BOAT RIDE
- ★ WHIRL-A-ROUND
- ★ FERRIS WHEEL
- ★ LOCOMOTIVE TRAIN
- ★ ROCKET FIGHTER
- ★ CIRCUS RIDE
- ★ JET AIRPLANE
- ★ CHAIR-O-PLANE
- ★ ELEPHANT RIDE
- ★ TANK RIDE

All rides complete, including fences, electric signs, ready to operate. Terms arranged. Illus. circular free.

STANDARD KIDDIE RIDES MANUFACTURING CO.
201 E. Broadway, Long Beach, L. I.; N. Y.
Phones: Long Beach 6-7361 and 6-5594



CNE
ROCK-O-PLANE
ROLL-O-PLANE
FLY-O-PLANE
OCTOPUS
MIDGE-O-RACER
BULGY THE WHALE

MINIATURE TRAINS
for EVERY LOCATION



MINIATURE TRAIN CO.
RENSSELAER, INDIANA

GIVE TO DAMON RUNYON CANCER FUND

The TILT-A-WHIRL Ride
"Best Buy in Rides Today"

- ★ Very Popular and Profitable
- ★ Good Looking
- ★ Well Built and what a Repeater!!
- ★ Good Quality
- ★ Economical

SELLNER MFG. CO.
Faribault, Minnesota

FAIR ASSN. MEETINGS

Canadian Association of Exhibitions, Royal York Hotel, Toronto, November 22-23. Emery Boucher, Exposition Park, Quebec, secretary.

Oregon Fairs Association, Multnomah Hotel, Portland, November 29-30. Mrs. Leon S. Davis, 227 E. Washington Street, Hillsboro.

International Association of Fairs and Expositions, Hotel Sherman, Chicago, November 29-December 1. Frank Kingman, Winston-Salem Fair, Winston-Salem, N. C., secretary.

Fair Managers' Association of Iowa, Hotel Fort Des Moines, Des Moines, December 6-8. C. S. Miller, Tipton, Ia., secretary.

Western Fairs Association, San Carlos Hotel, Monterey, Calif., December 6-8. Louis S. Merrill, 2500 Stockton Boulevard, Sacramento 17, general manager.

Indiana Association of County and District Fairs, Hotel Severin, Indianapolis, January 2-4. William H. Clark, 360 Walnut, Franklin, secretary.

Wisconsin Association of Fairs, Schroeder Hotel, Milwaukee, January 5-6. Wm. H. Eldridge, 315½ East Mill Street, Plymouth, Wis.

Massachusetts Agricultural Fairs Association, Sheraton Hotel, Worcester, January 10-11. Paul Corson, Topsfield, secretary-treasurer.

Minnesota Federation of County Fairs, Radisson Hotel, Minneapolis, January 10-12. Harold C. Pederson, 3531 22d Avenue South, Minneapolis 7, secretary.

Ohio Fair Managers' Association, Deshler-Hilton Hotel, Columbus, January 11-13. Goldie V. Scheible, 709-710 Reibold Building, Dayton, executive secretary.

Missouri Association of Fairs & Agricultural Exhibitions, Governor Hotel, Jefferson City, January 12-14. Rollo E. Singleton, Department of Agriculture, Jefferson City, secretary.

West Virginia Association of Fairs, Ruffner Hotel, Charleston, January 15. James T. Hetzer, 307 Bank Arcade, Huntington.

Michigan Association of Fairs & Exhibitions, Fort Shelby Hotel, Detroit, January 16-18. Harry B. Kelley, Hillsdale, secretary.

Maine Association of Agricultural Fairs, Portland, January 19-20. Roy E. Symons, Skowhegan, secretary.

Association of Tennessee Fairs, Andrew Jackson Hotel, Nashville, January 20-21. L. E. Griffin, P. O. Box 90, Nashville, secretary.

North Carolina Association of Agricultural Fairs, Sir Walter Hotel, Raleigh, January 20-21. Corbin Green, P. O. Box 776, Hickory, secretary.

Virginia Association of Fairs, Hotel Marshall, Richmond, January 23-24. William E. Finch, Danville, secretary.

Illinois Association of Agricultural Fairs, St. Nicholas Hotel, Springfield, January 23-25. Clifford C. Hunter, Taylorville, secretary.

Rocky Mountain Association of Fairs, Northern Hotel, Billings, Mont., January 23-25. Clifford D. Coover, Shelby, Mont., secretary.

New Jersey Association of Agricultural Fairs, Hildebrecht Hotel, Trenton, January 24. William C. Lynn, 1 West State Street, Trenton 8, secretary.

Nebraska Association of Fair

Managers, Cornhusker Hotel, Lincoln, January 24-28. H. C. McClellan, Arlington, secretary.

Pennsylvania State Association of County Fairs, Penn Harris Hotel, Harrisburg, January 26-28.

Kentucky Association of Fairs and Horse Shows, Kentucky Hotel, Louisville, January 27-28. L. Doc Cassidy, Kentucky State Fair, Louisville, secretary-treasurer.

Pennsylvania State Association of County Fairs, Penn Harris Hotel, Harrisburg, January 26-28. Charles W. Swoyer, 522 Court Street, Reading, secretary.

Western New York Fair Managers' Association, Lafayette Hotel, Buffalo, January 29. J. O. Saunders, Cattaraugus, president.

Oklahoma Association of Fairs, Biltmore Hotel, Oklahoma City, January 30-31. Vera G. McQuilkin, P. O. Box 274, Oklahoma City, secretary.

New York State Association of Agricultural Fair Societies, Sheraton-Ten Eyck Hotel, Albany, January 31-February 1. James A. Carey, State Office Building, Albany, secretary.

Texas Association of Fairs and Expositions, Baker Hotel, Dallas, February 3-5. Bob Murdoch, Blackstone Hotel, Tyler, secretary.

Arkansas Fair Managers' Association, Little Rock, February 7-8. Clyde E. Byrd, Box 907, Little Rock, secretary.

Association of Connecticut Fairs, Terryville High School, Terryville, March 19. J. C. Bartlett, North Haven, secretary.

North Dakota Association of Fairs, Graver Hotel, Fargo, N. D., January 20-22. A. D. Scott, Fargo, secretary-treasurer.

Name Viola Moore Nominee for Prez Of SLA Auxiliary

CHICAGO, Nov. 13.—Viola Parker Moore was nominated as '55 president of the Ladies' Auxiliary of the Showmen's League of America at the organization's annual meeting here in the Hotel Sherman. She is currently first vice-president.

Others on the slate include Carmelita Horan, first vice-president; Frieda Rosen, second vice-president; Minnie Simmonds, third vice-president; Evelyn Hock, treasurer, and Elsie Miller, secretary. Latter two officers are up for re-election.

Nominees for the board of governors include Ethel Wadoz, Mrs. Milo Anthony, Katie R. Little, Grace Weiner, Margaret Pugh, Goldie Fisher, Sally Murphy, Virginia Kline, Faye Brown, Sophia Carlos, Mae Smith, Lillian Lawrence, Dorothy Dodge, Edna Burrows and Frances Berger.

Members of the nominating committee were Mrs. Margaret Hock, Lee Gluskin, Marie Brown, Phoebe Carsky, Frieda Rosen, Lillian Glick and Mrs. L. M. Brumleve. Election will take place during the outdoor meetings here in the Hotel Sherman.

Newly Named Vivona Show Inks 2 Dates

CHARLESTON, S. C., Nov. 13.—Vivona Bros.' Shows will play the Lee County Agricultural Fair in Sanford, N. C., in 1955 for the third straight year, Morris Vivona said yesterday.

The show suffered a near-blow-down on Tuesday (2) in Georgetown, S. C. Quick stakedowns by crew and staff kept everything intact.

Announcement was again made this week that Vivona Bros.' Shows will tour next season as "Amusements of America."

Bull Martin joined in: Georgetown with his Wild Life and Pony Ride, and Pete Joseph joined with his Flying Scooter. The show is also carrying 18 rides and 10 shows, all office-owned.

John Vivona reported signing a three-year contract with the Charleston County Colored Farmers' Fair here Wednesday (10). The contract, which runs thru 1957, was set up for the Vivona organization by Harry Wilson, general agent.

Business for the current run was reported okay. With a bare handful of events remaining in the current season, 103 concessions were said to be on hand here.

Atlanta Aud Has Army, Navy Bands; Liberace Wins 18G

ATLANTA, Nov. 13.—With a series of trade shows completed and the Hamid-Morton Circus ending its run Saturday (13), the Municipal Auditorium in Atlanta, managed by H. H. Niebruegge, is headed now for a band and orchestra splurge.

Both the U. S. Army band and the Navy band will be here within a three-day period, and the Atlanta Symphony will appear on the days before, between and after the service groups. The Army plays November 21, the Navy on November 23, and the symphony November 21, 22 and 24. There are other symphony dates during the month, and many additional events on the building schedule.

Niebruegge reported that Liberace drew a packed house October 27. The house was scaled at \$18,500.



MERRY-GO-ROUNDS, BOAT RIDE, BUGGY RIDE, PORTABLE ROLLER-COASTER, SKY FIGHTER, TANK RIDE, JOLLY CATERPILLAR, KIDDIE AUTO RIDE AND GASOLINE SPORT CARS.

MERRY-GO-ROUND RECORDS, RECORD PLAYERS AND TAPES, RIDE TIMERS, CANVAS TOPS, SIDE WALLS AND COVERS, PARTS AND ACCESSORIES FOR ALL ALLAN HERSHELL AND SPILLMAN RIDES.

ALLAN HERSHELL COMPANY, INC.
"World's largest manufacturer of Amusement Rides"
NORTH TONAWANDA, N. Y.

CAROUSELS KIDDIE RIDES—TRAINS
Complete line. Write for catalog and terms.
H. E. Ewart Company
707 East Greenleaf Street
Compton, California

NEW KIDDIE TURNPIKE RIDE

New Kiddie Ride that outgrows major rides; 104,000 kiddie customers at CNE; huge grosses at major fairs and parks. Portable and Park Models. Immediate delivery. Orders filled as received.

B. A. SCHIFF AND ASSOCIATES
901 S. W. 69th Ave., Miami 44, Fla.

NEW SPACE PLANE KIDDIE RIDE



- ★ NEW REINFORCED FIBER GLASS PLANES
- ★ PUSH BUTTON OPERATION
- ★ STURDY CONSTRUCTION
- ★ FLUID DRIVE

SMITH AND SMITH
INC.
SPRINGVILLE, NEW YORK

RIDES THAT REPEAT . . .



Unless a Ride has the ability to "repeat" it cannot be profitable. All National Rides are widely acclaimed for their unusually BIG REPEAT BUSINESS.

NATIONAL AMUSEMENT DEVICE CO.
Box 488, VAF Dayton 7, Ohio
Phone: MErose 2646

Builders of complete Kiddielands, Century Flyer, Miniature Train, Trackless Train (needs no rails), Comet Jr. Coaster, large Coasters, Streamlined Coaster Cars for your Ride, Fun Houses, Kiddie Buggy Ride and Kiddie Ferris Wheel.

NATIONAL'S 10-HORSE DELUXE BUGGY RIDE

Fairyland Plans Increase In Promotional Activity

NEW YORK, Nov. 13.—Fairyland, Queens Boulevard kid spot, is going to step up its promotional campaign after the first of the year. Richmond Cox, World of Mirth Shows publicist, will take on the planning chores during the winter months, setting up a program that will carry thru the calendar year, Al McKee, park manager, reports.

While continuing to operate weekends thruout the winter months to satisfactory business, McKee, nevertheless, notes that business has declined somewhat. While no serious loss has been experienced, or is anticipated, McKee is of the opinion that now is the time to place additional emphasis on the building of new interest.

Cox, with long experience in the promotional-publicity fields, is expected to concentrate on setting up tie-in deals designed principally to culminate during the regular season when the biggest crowds would result. The promotional deals will naturally be aimed at the moppet trade and this implies a heavy concentration of the makers of kid foods and products.

At the close of the regular season

McKee journeyed to Hot Springs. Except for attending the outdoor conventions in Chicago he will remain close to the park directing the refurbishing of all units and weekend operations.

RENT HASSLE

Vienna May Lose Use of Big Wheel

VIENNA, Nov. 13.—The Big Wheel in the Prater, one of the world's largest and most venerable riding devices, may be taken out of commission shortly because of an operating rental hassle between its owners and the park.

Standing 67 meters (219 feet) high and aged at a half-century, the huge wheel carries passengers in 30 large gondolas. It was still erect the damaged at the end of World War II, and was reconditioned for service as the Prater's leading attraction.

The firm owning the ride has threatened to shut it down on July 1 because the Prater's management has refused to reduce the annual ground rental fee for the ride, a sum just over \$2,900.

Natatorium Building New Scooter Layout

SPOKANE, Nov. 13.—A new \$25,000 Scooter building is under construction at Natatorium Amusement Park here.

Lloyd Vogel, owner-manager, and Mrs. Vogel will go to Chicago for the November 28-December 1 convention of the National Association of Amusement Parks, Pools and Beaches, and make arrangements to buy new Scooter cars. They also plan to purchase some new popcorn machines.

Vogel has been making the convention trip annually since 1929 but missed last year because of illness. He is looking forward to renewing old friendships. The Vogels will visit friends in Great Falls on the way home.

Ohio Swimming Pool Sold by John Stone

BELLEFONTAINE, O., Nov. 13.—Sandy Beach Park, Inc., has purchased the swimming pool formerly operated by John and Evelyn Stone at Russells Point, it was announced this week. Paul Spohr is manager of Sandy Beach. The pool is adjacent to Indian Lake Park.

Under the arrangements, the
(Continued on page 59)

Palisades Sets Talent Slate For Full Year

PALISADE, N. J., Nov. 13.—Free acts and bands will be booked an entire season in advance for Palisades Amusement Park, it was announced this week.

Anna Halpin of the park and Dorothy Packman of the George A. Hamid agency have been conferring on the free act schedule, it was said, and the season's program will be set shortly. Bands are again to be provided by Associated Music.

Owner Irving Rosenthal said Bert Nevins of New York is being retained as public relations agency for the park.

A crew of 60-odd men is at work on the grounds under direction of superintendent Joe McKee. McKee, president of the National Showmen's Association, will be honored at a testimonial dinner on November 21, and will preside over the annual NSA banquet on November 24 in the Astor Hotel, New York City.

N. Y. Hearing On Kid Park

NEW YORK, Nov. 13.—An extension until November 30 was granted this week in the hearing of Missouri Enterprises to set up a kiddie park across Northern Boulevard from Kiddie City, in Queens.

A hearing had been scheduled for Tuesday (9) by the Board of Standards and Appeals, on the Missouri Enterprises application for a variance. The move is being opposed by civic groups on the basis that it would create traffic bottlenecks and constitute a hazard for children.

FIRST SEASON GOOD

Carrolo Plans More Lake Nipmuc Rides

MENDON, Mass., Nov. 13.—Addition of several more riding devices to the Lake Nipmuc line-up is planned by new owner Joseph L. Carrolo, veteran New England ride man.

Carrolo took over the operation last year but actual control was not exercised until this past season. Turnouts were encouraging, he reported, with the response being exceptionally good at the bathing beach, and generally good for the entire park on weekends when weather did not interfere.

Carrolo said two or three major rides will be installed for next year, including a junior-sized Coaster, and that a number of kiddie units would also be brought in. The bathing beach is to be widened to accommodate more patrons.

Large M-G-R Featured

Several concessions were working last season, and the park offered one of New England's largest Carousels, a 55-footer, as well as a Dodgem, roller rink, Arcade and

other smaller units, with all coming out of it very well, it was reported. The weather did make inroads into the business done, however, Carrolo said, holding grosses down somewhat below what they should have been.

Improvements in store for the coming season, some of which are under way at present, include cutting and removing dead trees and underbrush which had been obstructing the view of the park from the main highway, Route 16.

Besides the elements which have been listed, the park had game and refreshment concessions, plus lake boating. For the bulk of the season Eddie Zack's hillbilly band played as a Friday night attraction. The plan for 1955 is to have dancing two nights weekly.

Carrolo's park connections go back to the early part of the century at Rocky Point Park in Rhode Island, where in 1912 he erected a 12-car Ferris Wheel holding eight passengers in each car. It was not
(Continued on page 59)

Park Meeting To Hear Talk About TV Film

CHICAGO, Nov. 13.—How amusement parks can utilize television advertising films will be one of the topics to be discussed on the program of the National Association of Amusement Parks, Pools and Beaches convention here November 28-December 1.

Robert L. Plarr, program chairman, announced thru the NAAAPPB office here that Clyde L. Krebs, executive of Sarra, Inc., maker of TV film commercials, will speak Monday (29) about how the association might use a national spot announcement which allows for addition of local park information. The film firm also will show a movie about vending machines, "At the Drop of a Coin."

Mich. Fairground May Get Detroit's City Kiddieland

DETROIT, Nov. 13.—The Motor City may finally achieve a Fairgrounds Park, after years of debate over off-season use of the State Fairgrounds here. The City Parks and Recreation Commission, which has been planning to install a Kiddieland for two years but has failed to find a site in a city park which would be acceptable, turned this week to the North End fair property. A tentative approach was made to the fair, which is now in a state of transition as a result of the anticipated resignation of Manager James M. Hare, following his election last week as secretary of state.

MAKE MORE MONEY, DRAW BIGGER CROWDS WITH BEAUTY-GLAMOUR-SHOWMANSHIP

GET THE NEW "REVOLVING" HOLLYWOOD SPOTS-LITE

BETTER 'N A CRYSTAL BALL
NO MIRRORS TO BREAK
WASH OR POLISH

GLAMOROUS NEW IDEA IN BEAUTY MODERN SHOWMANSHIP LIGHTING EFFECTS AND LOUDSPEAKERS IT'S DIFFERENT IT STIMULATES MORE BUSINESS AND PROFITS FOR ITSELF IN BALLROOMS SEATING BARS CLUBS TAVERN BARS AMUSEMENT PARES HOTELS RESORTS

Write For Complete Free Details
HOLLYWOOD SPOTS-LITE Co.
Dept. 2 3612 No. 10th St. Omaha 10, Nebraska

KIDDIE CAR RAILROADS
BOUGHT AND SOLD

We are always in the market for the above and would be pleased to know what you have for sale. We trade in same. Also have BALLS, Frogs, Switches for Kiddie Car Railroads in stock. M. K. FRANK, 480 Lexington Ave., New York 17, N. Y.; 185 Lake Street, Reno, Nev.; 481 Park Bldg., 5th Ave., Pittsburgh, Pa.

STATE PARK HAS OPENING
FOR TEN KIDDIE RIDES FOR SUMMER OF 1955

SEVEN DAYS PER WEEK FROM MAY 15 TO LABOR DAY.
100,000 ADMISSIONS DURING SUMMER OF '54. LOCATED NEAR AMARILLO, TEXAS. 80-20 DEAL. CONTACT

O. P. COWART
ROUTE 2, CANYON, TEXAS

High Quality KIDDIE RIDES

ROTO WHIP—SPEED BOATS—PONY CARTS
GALLOPING HORSE CARROUSEL

Illustrated Circulars Free

W. F. MANGELS CO., Coney Island 24, N. Y.

See **ROTO-JET and FLYING CARS**

BOOTHS 115-116

AT THE **N. A. A. P. P. & B. CONVENTION**

ERIC WEDEMEYER

NEW HYDE PARK, NEW YORK

Choice CONCESSION SPACE Available!

At The Proven **MONEY MAKERS**

Space now open for a limited number of **TOP OPERATORS.**

Concessions not conflicting.
★
Year 'round operation.

These Areas Have Proven Themselves.
We Want Only Proven Operators.

NU-PIKE and VIRGINIA PARK

On the Pacific Ocean in **Long Beach, California**

See L. P. "Pal" Murphy at the Hotel Sherman, Chicago, during the Convention or write
LONG BEACH AMUSEMENT CO., 201 West Pike, Long Beach, Calif. • It's Wonderful in California Today!

Parking, Building to Boost Danbury Gross

DANBURY, Conn., Nov. 13.—The Great Danbury Fair will show a slight change in countenance next year, the result of shuffling and construction which will bring more than \$1,000 into the till from display space sales, and thousands more from substantially increased parking space. Dates of the event have been set for Saturday thru Sunday, October 1-9.

General Manager John W. Leahy said the area where 11 church and other eating stands are located will be filled with a new structure, 135 feet long. It will contain 26 display booths and be located between the end of the grandstand and the big water tank, with the spaces going at \$40 and \$50 each. The fair's main exhibit structure is the Big Top where spaces are \$70.

About 9,000 cars were parked in the fair's lots this year during peak days, a figure determined by Leahy and assistant Irving Jarvis after scanning aerial views thru a magnifying glass. This will be enlarged in 1955 with the addition of a five-acre plot which is being graded and filled.

Two of the eating stands have already been moved to new locations, Leahy said, and the 11 others will be shifted in the spring to provide space for the new building. Its center will rise two stories and have a dome-shaped interior painted in gold.

Other work projected for next year will include the building of an improved barnyard restaurant, an outdoor eating space elevated on a portico above the barnyard area. An avenue of flags is also in the making, as are plans for individual buildings devoted to products of Maine, New Hampshire and Vermont.

The fair will again benefit from direct-to-the-grounds service by the New York, New Haven & Hartford Railroad. The service was begun in 1953 for seven days, and was extended to nine days this year. About 1,500 customers took advantage of the trains, which stopped at Grand Central, 125th Street in New York City, New Rochelle and Port Chester, N. Y., and Stamford, Darien and South Norwalk, Conn., before arriving at the siding near the fair race track. Advertising on this feature was weak, Leahy said, and will be stepped up next year.

Same Shows Slated

The fair, it was said, will retain its entertainment policy with I. T. Shows offering midway rides and shows only, and Buck Steel's Frontier Days as a free mid-week attraction. There will also be Saturday stock racing and a thrill show, which in recent years has been the Irish Horan unit. Leahy said another prairie wagon has been bought, to be set afire daily during an Indian flaming arrow sequence. A new canvas is being sought for the Big Top, he added.

Cardston, Alta., Elects Bob Shaw

CARDSTON, Alta., Nov. 13.—Robert Shaw was elected president of the Cardston Agricultural Society at the org's annual meeting. He succeeds J. S. Low. Vice-presidents are Donald Forsyth and F. E. Bevans and secretary-treasurer is Bert Gibb.

A profit of \$1,909 on last year's operation was reported.

Members discussed improvements for the rodeo, fair and grounds for next year when emphasis will be on Alberta's Golden Jubilee. At least part of the grandstand is expected to have a roof by next season. Bob Di Paolo's KBD Enterprises, Calgary, has been signed for the 1955 grandstand show.

Cedar Rapids Nets \$2,479 on '54 Operations

CEDAR RAPIDS, Ia., Nov. 13.—The All-Iowa Fair and Hawkeye Downs this year had one of its best years financially in the 19 years it has been in operation, it was reported at a recent meeting of the fair association.

Net profit for all operations during the year at the plant here was \$2,479.08. Income of the fair association was \$176,045.55. Total expenses, not counting plant depreciation, was \$151,321.26.

Total excess of receipts over expenditures for the year, before depreciation, was \$24,714.29. Scheduled depreciation on property owned by the association brought the net balance for the year to \$3,961.62.

The report listed the depreciated value of land, buildings and other equipment owned by the association at \$362,344.93. A fund of \$210.50 was set aside as a base for a fund to establish a memorial at Hawkeye Downs to the late A. L. Killian, veteran member of the association. The memorial is scheduled to be started this year.

The committee voted to retain Andy Hansen as manager for the eighth year, and set '55 fair dates at August 15-21.

First Season Good

[Continued from page 37](#)

a success, tho, and he traded it for a Carrousel at Hunts Mills, R. I. Besides the Carrousel at Nipmuc, he has them today at Warwick, Lake Michnock in West Greenwich and Goddard Park in Potowomut, all Rhode Island spots. He also operates other rides and amusement units at those locations but has built a reputation as a Carrousel specialist.

Discussions Noted

[Continued from page 58](#)

hibit have been numerous for 1955, and Hooper noted that the high expense involved in it dictate that a workable route be fashioned to avoid hop-scotching over the map.

Ohio Pool Sold

[Continued from page 57](#)

Stones agreed not to operate a pool or ballroom within 25 miles of Russells Point but kept the right to operate dancing in any restaurant they might open. The pool sold for a reported \$15,000, and the deal included the bathhouse and shelter building and a resort cottage.

Special Events Clinic Set

[Continued from page 58](#)

Bill Masterson, Wisconsin State Fair, and Harry J. Frost, veteran Minnesota State Fair executive, will talk on "Farm Machinery Exhibits."

Harness racing and women's activities at fairs will highlight the Wednesday morning session, in addition to a general discussion of fair problems. Set to talk on the horses will be Al Ahrens, United States Trotting Association. Taking part in the "Women's Clinic" will be Mrs. Carolyn Halloway, Indiana State Fair; Mrs. Margaret Moore, Piedmont Interstate Fair; Mrs. Ruth Steva, Ohio State Fair, and Mrs. Moxie Mulrooney, Saginaw Fair.

Handling Arts

"Effective Handling of the Arts at Fairs" is the subject of an address by Dr. Dudley Crafts Watson, of the Art Institute of Chicago, scheduled for Wednesday afternoon. Techniques in the displaying of exhibits of all types will be discussed by an expert in that field, Dan MacMaster, director of the Museum of Science and Industry, Chicago.

V. Ben Williams, Pacific National Exhibition, will speak on "Our Outdoor Theater Center of Special Events," and John W. Leahy, Danbury Fair, on "Showmanship." The afternoon will close with a report of the resolutions committee and the election of officers and directors for 1955.

Also meeting during the week will be the International Motor Contest Association, which will hold its stockholders' meeting at 9:30 a.m. on Monday. R. H. McIntosh, president, will preside, assisted by Secretary Frank Harris.

The Middle West Fair Circuit will meet on the same day at 11 a.m. and fairmen's wives will get together at their annual luncheon at noon Monday. Mrs. Charles W. Green, Moberly, Mo., is president of the women's organization and Mrs. Jack Reynolds, Springfield, Mass., is secretary.

The IAFE will hold its annual cocktail hour Monday at 5 p.m. with fairmen and their wives invited. Leon Harms, Albuquerque, N. M., will preside at the annual IAFE Past Presidents' Club luncheon at noon Tuesday.

AT LAST

YOU

CAN GIVE YOUR GRANDSTAND PATRONS THE WORLD'S MOST WONDERFUL SHOW

THE AMAZING, THE FANTASTIC THE BEAUTIFUL
LATIN QUARTER REVUE

THE FINEST STARS FROM EUROPE AND AMERICA

THE MOST BEAUTIFUL GIRLS YOU HAVE EVER SEEN

GLOWING! BRILLIANT! EXCITING! WONDERFUL!

Produced by Lou Walters, who for 12 years has been New York's leading producer of glamorous shows, producer of the last edition of the Ziegfeld Follies and dozens of other fabulous shows . . .

12 years on Broadway—three engagements at the Roxy Theatre, N. Y.—three engagements at New York's Warner Theatre—four times in Chicago—dozens of appearances in Las Vegas, Miami Beach, Hollywood, Los Angeles, and every major city in the U. S. and Canada . . .

Publicized in every national magazine . . . exalted and praised in dozens of issues of Billboard and Variety . . .

A SHOW TO MAKE YOUR EYES GLISTEN AND YOUR PROFITS SWELL
WHAT A SHOW—WHAT AN ATTRACTION
WHAT A SCOOP!

THE LATIN QUARTER REVUE
NOW BOOKING FOR 1955

LOU WALTERS' ENTERPRISES

Cass Franklin, Mgr.

1576 Broadway, New York

Tel. JUdson 6-8300

or contact

YOUR FAVORITE AGENCY

The GENE HOLTER WILD ANIMAL SHOW
featuring . . . the original
RACING OSTRICHES
Now Booking for 1955
See me at the Sherman Hotel in Chicago during the Convention or write
GENE HOLTER
8901 Kathryn Drive, Anaheim, Calif.
Telephone: KEystone 5-0886

NOW BOOKING ACTS
1955 FAIR SEASON
BOYLE WOOLFOLK AGENCY
203 N. Wabash Chicago 1, Ill.
West Coast Acts, Phone
Boyle Woolfolk, Hollywood 7-2536

JACK LEWADAY
You can clear yourself \$10,000 this winter by contacting me.
All my Drivers and Daredevils write me NOW for your positions in 1955.
CAN PLACE Drivers and Daredevils that I know.
TOMMIE & LARRY HOLDEN DAREDEVILS REVUE
Pho. 112 P. O. Box 627
WAKEENEY, KANSAS

THRILLCADE
AUT SWENSON
DARIO LACOSTA
LOOP-IN-LOOP
LEAP THRU SPACE!
JUMBO THRILL SHOWS
P.O. BOX 1555 - SOUTH SIDE STATION
Phone 66766 - SPRINGFIELD, MISSOURI

DISPLAY FIREWORKS of Distinction
Whether your Fair, Celebration or Event calls for a \$50 display or a \$5,000.00 spectacle, you will find CONTINENTAL equally interested in giving you the most and best for your money. We carry adequate insurance. Send for our free catalog NOW. Write, wire or phone
Continental Fireworks Co.
R. R. 24 Jacksonville, Ill.
Phone R-4913 or 1351

ACTS WANTED
For 1955 Fairs and Celebrations for Midwest area. Send photos and information in first reply.
HAL GARVEN STAGE SHOWS
1225 Natchez Avenue, South
Minneapolis 5, Minnesota

WOM WRAPS UP GOOD SEASON

Shortened Still Date Trek, Enhanced Back End Help Build, Stabilize \$\$

SAVANNAH, Ga., Nov. 13.—A very good season ended for the World of Mirth Shows at the Coastal Empire Fair here today. Business was labeled good throughout the fair season despite bad weather breaks. The South remained solid while in the North the show got gratifying, and even surprising, results.

Two factors played an important part in the show's success. They were the decision of Owner Frank Bergen to open the still date season several weeks later than usual and the building of the most formidable back end that the show has had in many seasons.

The still date season was not good, even tho a banner Fourth of

July stand at Lowell, Mass., was again included. But it would have been a lot worse if Bergen had followed past booking patterns by racing for the second-rate at Washington, D. C.

Poor Weeks Cut

The unusual booking move served to eliminate a number of weeks which promised, at best, only mediocre results. This year, as it worked out, the weeks were [\(Continued on page 62\)](#)

PARAKEETS TAKE OVER

Concession Business For the Birds in '54

NEW YORK, Nov. 13.—Concession business this year on the nation's midways was pretty much for the birds in more ways than one.

To begin with, operators everywhere bemoaned a general lack of interest and dollars. This was a surprising turn in events in view of the increased earnings of shows and rides on some occasions.

Business turned out to be for the birds in another way—the migration of parakeets to almost every conceivable kind of concession operation. The gaudy, pint-sized parrots with their constant movement and sound, plus the sparkling glitter of chromed cages, attracted thousands of players.

Good Everywhere

At some spots the glitter birds worked up record interest in the games. At other spots, as with any new item, the success of the birds



FLOYD E. GOODING, president of the Gooding Amusement Company, Columbus, O., assumed the duties of president of the Boys' Club of Columbus November 6. Gooding has been a director of the club since its inception.

Crafts Ahead of '53 At Ariz. State Fair

Rotor Strong Despite Late Start; Show to Close Season at Phoenix

PHOENIX, Nov. 13.—Crafts 20 Big Shows will close its 1954 season here tomorrow when the curtain falls on the 10-day Arizona State Fair, Orville N. Crafts, show owner, said. Business on the exposition's midway is running ahead of last year, Crafts added. This marks the eighth consecutive year the organization has played this date.

Last year, following the close of the State Fair, Crafts' Exposition and 20 Big Shows stayed on the road two weeks. The schedule is being cut here for the reason that spots that could be played offer none too bright revenue prospects and because the show opens earlier than any other in the spring. Crafts did not disclose any plans for getting on the road earlier than usual in 1955.

Crafts said that revenue compilations this year are being made against those which included tax last year. On the basis of this method, business for this spot is slightly ahead.

For the date here Crafts brought in 20 major and 12 kid rides, 10 shows and 130 concessions. Con-

cession space was cut from \$17.50 per foot in 1953 to \$15 for the current run. The midway is 1,500 feet long and 130 feet wide.

Among the rides featured on the midway is the second portable Rotor made by the Velare Amusement Manufacturing Company in Long Beach. The ride arrived late and was not put into operation until early in the afternoon Monday (8). Despite the fact that three big days were missed, the ride got off to a good start. Admission is 35 cents. Elmer and Curtis Velare came here to set up the device, which debuted on this midway.

Five Finalists In SLA Contest To Be Decided

CHICAGO, Nov. 13.—The five finalists in the contest, sponsored by the Showmen's League of America, to pick "Miss Outdoor Show Business of 1954" will be determined Monday night (15) when all votes received up to that time will be tallied.

The contest winner will be determined during the Chicago outdoor convention and will be crowned at the Showmen's League banquet and ball, social high spot of the convention, Wednesday, December 1, in the Hotel Sherman.

Bill Carsky, chairman of the prize committee, announced this week that 25 merchandise prizes, including TV sets, would be shared by the finalists. The winner will also receive an all-expense paid trip to Hollywood for herself and her escort, plus cash and merchandise.

Wm. T. Collins To Go to Chi With Route Set

Sioux Falls, S. D., Cedar Rapids Fairs Contracted for 1955

MINNEAPOLIS, Nov. 13.—William T. Collins Shows have practically finished their '55 bookings. Owner William Collins announced at winter quarters this week.

The show recently closed contracts with the All Iowa Fair, Cedar Rapids, and the Sioux Empire Fair, Sioux Falls, S. D.

"By the time of the Chicago out- [\(Continued on page 62\)](#)

Jeff Harris Again Contracts To Stage Barrington Midway

NEW YORK, Nov. 13.—Jeff Harris this week announced that he would again produce the entire midway at the Great Barrington (Mass.) Fair in 1955.

The Boston showman, who last year contracted for the first time with fair president Edward Carroll to handle the fun zone, said that all around satisfaction and the voluntary praise of local law enforcement officers were instrumental in Carroll's decision to continue staging the midway in this fashion.

Harris said that while the presentation format would remain the same, with shows, rides and concessions featured, a number of important changes are contemplated. The 1955 event will open and close on Sundays, September 11 thru 18.

Gross Increased

According to Harris, the dollar return to the fair this year was greater than in the past despite rain on virtually every one of the operating days and with the opening sessions lashed by fringe action of a hurricane. Harris said it was his intention to offer his services for next season to other fairs in the northeast sector.

Harris said that he definitely

Brashear Re-Pacts Giddings, Tex., Fair

BEEVILLE, Tex., Nov. 13.—American Midway Shows have been signed to play the Lee County Fair, Giddings, Tex., next year, Don M. Brashear, owner-manager, announced. Org will provide the midway attractions there for the seventh straight year. Fair will operate from October 11-17, with the final two days as a Negro fair.

were less spectacular but, apparently, at least good everywhere.

Granting that the concession business was in a drooping state this past season, it is possible that it might have been much worse off without the entry of the birds. The need for a sparkling item appeared particularly great as the marked success of any stand featuring the birds found literally dozens of other concessions resembling pet stores in the following weeks.

In view of their appeal and flash the birds were comparatively cheap, running to around \$6, or slightly more depending on how astute or big the buyer was, with the cost pretty evenly divided between the bird and his plated wire [\(Continued on page 62\)](#)

Sam Stoller, Novelty Man, Passes at 54

NEW YORK, Nov. 13.—Friends here learned this week of the death of Samuel Stoller, 54, novelty worker, who had worked with his son-in-law, Paul J. Goldfarb, for Aaron Hynes, and also independently with Goldfarb at Pennsylvania fair dates.

Stoller was stricken at his home on his return from a road trip and died shortly afterward. Survivors include his widow, Dinah, and three daughters, Rosella (Mrs. Goldfarb), Sharon and Terry.



MEMBERS OF THE Showmen's League of America committee in charge of the contest to pick "Miss Outdoor Show Business of 1954" check returns and finalize plans for the award which is to be made during the Chicago outdoor convention. Seated (l. to r.) are Nat Green, Charlie Zemater Sr. and Harry Duncan. Standing, in same order, are Ned Tori, Al Sweeney and Jack Duffield.

Davenport Fair Again Contracts Gem City Shows

DAVENPORT, Ia., Nov. 13.—The Gem City Shows have been awarded the contract for the 1955 Mississippi Valley Fair here. The contract, a repeat for Gem City, was closed by Don Greco at a meeting with the fair board, of which Chester D. Salter is president and Frank Harris is secretary.

Freedman-Lang Concessions Ahead of '55 at Phoenix Fair

PHOENIX, Nov. 13.—Business on the carnival and independent midways here at the Arizona State Fair during the first seven of the 10-day run is ahead for Alex Freedman and Ed Lang respectively. Freedman is here for his ninth year with novelties and has the

contract fence-to-fence. Lang is playing his fourth season with the Mom's Aid strollers and wheel chairs with his stand being located near the main entrance.

Freedman said that business for the first three days gave indication of the entire run. This was substantiated following Monday, when business dropped into the first of the week doldrums but with novelty sales holding up. Freedman's operation is the same as last year.

Lang moved in here following the State Fair of Texas. His business skyrocketed the first three days with the Sunday rush emptying his stock of strollers by 1 o'clock in the afternoon. From about 3 until nearly 6 o'clock, he had customers waiting for the Mom's Aid wagons to come in so they could take them out. His stock here included nearly 200 of the baby pushers.

Ruback Org In the Barn

SAN ANTONIO, Nov. 13.—Alamo Exposition Shows are in the barn here after a successful season, according to Jack Ruback, owner.

Before storing all the gear, Ruback took some rides along with Art Spencer's Motordrome, Fun House and Monkey Show to near-by Lackland Air Force Base where they did a good four-day business. Max Friedman handled all the details.

Ruback left here this week for Hot Springs where he will rest up prior to the Chicago meetings.

ROADSHOW REP

FROM Alexandria, La., Ernest Tibbets writes: "Have been trying to get going after a poor year at fairs and celebrations due to weather and off business. Bumped into two or three tricks trying to get by with a tent, which is a tough proposition today. I was in the Northwest during mid-summer and early fall. Those States were off from previous years. Have seen two road shows of the spicy kind billed here in Louisiana, but if they are like the ones I caught up North they'll be a flop. What is the use of trying to drag smut into small cities? It kicks back and in many cities the local newspaper will put the finish to it." Tibbets and his wife are working schools at present. . . . **Henry Talbot**, New Orleans, caught one tent minstrel show the past summer. It was just hanging on, altho the show was good, said Talbot. . . . **R. E. Runnels**, Gettysburg, Pa., is placing amateur shows on his own this season and is not connected with any person or firm. Runnels has had three promotions so far. . . . Writing from Council Bluffs, Ia., **E. N. Gifford**, vet roadshow and rep performer, says, "Have been working celebrations and fairs during the summer, but will pick up the guitar and fiddle and move west to entertain in schools. To my mind Iowa had a poor summer for outdoor shows and much of the reason was weather. I will put in much of the winter in Montana." . . . **George Tobey** is placing hobby shows in Northern New England towns for a Boston concern. Tobey is an old-time advance agent with 10-20-30 shows. . . . **Frank (Happy) Clayton**, Vicksburg, Miss., asks,

"Where are the colored minstrel shows, and why don't we ever have a line from them if any are going?" Clayton is an old Silas Green trouper.

BOB CORBIN, who recently returned to his home in Barnesville, O., after completing a date in Wheeling, W. Va., with his calliope, reports that a few weeks ago he played an IOOF Minstrel show date at Quaker City, O., for **Lew Herrick**, the old-time juggler, who now operates a drugstore in that town. Each year Herrick puts on a minstrel show in Quaker City, importing professional acts for the olio. This year his features were **Leo and Josephine Gasca**. The back page of the program carried a picture of the old Sweeney, Alvido, Gorman & Goetz Model Minstrels on their opening day in Quaker City, September 23, 1892. The program also carried an article on the old show. . . . **Earle LeRoy** is reportedly promoting amateur shows in the Norfolk area to fair returns. . . . **Henry Lavine** writes from Vancouver, B. C., that he put in a fair summer with an outdoor show in Western Canada and will pass the winter by doing one-day stands in small towns with a family show. . . . **Harry Kirby** writes from Alexandria, La.: "Am here after spending the summer in East Colorado, but it looks like my stay will be short, as I find that the school end of the business has been worked pretty hard in this area during the past two years. The take is hardly worth the trouble." Kirby has stored his tent in Trinidad, Colo., and will probably return there, altho the area was in a bad way this past season due to dust and drought. . . . **Albert Churchill** is booking sponsor dates for amateur minstrels in the Malone, N. Y., area. He says it's tougher this year than in past seasons. . . . The **Carol Players** plan on taking on only a few dates in New England prior to the new year due to illness of two of the cast. In former years they have done coast-to-coast tours.

DRIVIN' 'ROUND THE DRIVE-INS

THE TOLEDO and **Jesse James** drive-ins at Toledo are establishing a record for multiple features by offering Saturday night shows of five and six features each plus an equal number of cartoons. The owners topped the bargain by offering free coffee and doughnuts to all customers who stayed thru the marathons. . . . **Louis Parine**, manager of Cratier Drive-In, Detroit, is preparing for an early departure for Europe, where he will visit relatives. . . . A major remodeling project has been started at **Skyway Drive-In**, Bryan, Tex., which is owned by **Jack A. Farr**, Houston. CinemaScope will be installed. Also in the plans are a new patio for the front area, a remodeled snack bar and new playground equipment. Capacity of the drive-in will be increased from 650 to 900 speakers. Farr also plans to install a swimming pool alongside the drive-in. . . . **John Reed**, manager of Mathis Drive-In, Mathis, Tex., has announced installation of CinemaScope. . . . **Ezell & Associates**, Dallas, has taken over operation of **Hi-Park Drive-In**, San Antonio, formerly owned by **Carlton H. Weaver**. This is the third San Antonio drive-in to be sold in recent weeks. The others were the **Kelly** and **Lackland** drive-ins by **Thurman Barrett Jr.**. . . . **Bob Vaught** and **Hugh Millington** have opened the new **Pioneer Drive-In** between Rising Star and Cross Plains, Tex. It is equipped with CinemaScope. . . . As a public service gesture, **Frank McQueeney**, manager of **Pine Drive-In Theater**, Waterbury, Conn., turned over receipts from one evening's showing of "King Richard and the Crusaders" to the **Waterbury Polio Emergency Fund**. In addition, **Queeney** distributed candy to patrons. . . . The **750-car capacity Mansfield (Conn.) Drive-In**, operated by **General Theaters, Inc.**, West Hartford, Conn., will be increased to 850 by Spring, according to partners **Morris Keppner** and **Lou Lipman**.

AOW's Alexandria, Hackensack Lead Racing Divisions

ELIZABETH, N. J., Nov. 13.—**Alexandria (Va.) Arena**, with a total of 32 points, holds the lead in the Southern division of the **American on Wheels inter-rink racing league**, according to **Jack Edward**, AOW director of speed, who headquarters here.

In second place with 20 points is the team of **Sinking Springs Arena, Reading, Pa.**, followed by **National Arena, Washington, 18**, and **Blandensburg (Md.) Arena, 18**. Next speed meet is slated for **November 13 at Reading**.

In the chain's Northern division **Hackensack (N. J.) Arena** holds the league lead with 50 points. In second slot is the **Paterson (N. J.) Arena** with 32, followed by **Peekskill (N. Y.) Arena, 30**; **Boulevard Area, Bayonne, N. J., 24**; **Twin City Arena, Elizabeth, N. J., 18**; **Capitol Arena, Trenton, N. J., 8**; **Mount Vernon (N. Y.) Arena, 8**, and **Florham Park (N. J.) Rink**, a non-member of the chain which is participating in the racing promotion, 6.

The Northern division's next speed meet will be held **November 20 at Florham Park**.

Charter S. C. Skatery

PIEDMONT, S. C., Nov. 13.—**Amusement Skating Rink, Inc.**, here has obtained a charter from the secretary of state to operate a commercial skating rink and amusement center. Authorized capital stock is \$2,700. **Roy Jenkins** is president.

J. Nista Exhibition

BRIDGEPORT, Conn., Nov. 13.—The **Raybestos Company** held its annual skating party at **Park City Skateland** here recently and the featured attraction was **Jerry Nista**, 24-year-old former national skating champion who has been touring the country's rinks in the interest of **Raybestos products**.

West Farnam Party Draws Big Turnout

OMAHA, Nov. 13.—A Halloween party staged recently by **Pro Jack L. Browne** at **West Farnam Roller Rink** here was reported a big success, drawing one of the best crowds ever to attend such a function at the rink.

Featured was a comedy hula number by **Browne**, who formerly toured as an exhibition skater. Included in the turnout were a number of local radio, TV and sports personalities. **Browne** decorated the rink in harvest-time style for the occasion. Following the regular skating session a sock dance was offered patrons, along with a balloon shower.

Browne is now planning a turkey drawing to be held at the rink as a Thanksgiving feature. Meanwhile, he reports being kept busy with skating lessons for beginners. Recently instituted at the rink is a Thursday night 6:30 to 9 skating session designed for patrons of high school age, the bulk of the rink's patronage. This gives them a chance to get something to eat after the session and still get home by 10 or 10:30.

8 Skateries Join RSROA

DETROIT, Nov. 13.—The recent addition of eight rinks to the roster of the **Roller Skating Rink Operators' Association** has been announced by **Robert D. Martin**, association secretary-treasurer.

The operators and their rinks are **C. Wyman Jones, Arcadia, Abilene, Tex.**; **Jack Salyer, Chowchilla (Calif.) Rink; Lee N. Layport, Palace Arena, Los Angeles; Louis A. Tenace, Delsea Arena, Franklin, N. J.**; **Mr. and Mrs. J. LaCombe, Skatemor, Oakland, Calif.**; **Mr. and Mrs. Paul H. Moorman, Piqua (O.) Rink; Charles R. George, Prairie Rink, Grand Prairie, Tex.**, and **Mr. and Mrs. Milton L. Bieser, Skaters' Paradise, Highland, Ill.**

Richmond Spot Preps for Bow

RICHMOND, Va., Nov. 13.—While formal opening is not scheduled until mid-January, the newly constructed **Richmond Arena** will make its bow **December 1** with a schedule of basketball games. Roller skating will be ushered in **December 11**, according to Manager **John E. Raine**.

To date the arena has scheduled some 40-odd games, an automobile show in **March**, a **Golden Gloves** tournament and a garden and flower show, with skating taking up all time not otherwise scheduled for the 5,446-seat structure.

The **RSROA** skating tournament in **July** has been approved by a committee of that organization for the arena providing television facilities can be cleared, said **Raine**. Final decision will be made at a **December** meeting of the association in **Detroit**.

SPECIAL SALE!

3000 PR. NEW "CHICAGO" RINK Skates, Army Supply 779C, \$3.95 Pr. 7785P . . . \$3.75 Pr

400 PR. USED SHOE SKATES, MEN'S AND LADIES', good condition, for rental . . . \$3.00 Pr.

350 PR. MEN'S AND LADIES' NEW SHOES WITH USED SKATES. New 785P reject wheels . . . \$8.50 Pr

250 PR. NEW MEN'S SHOES, leather lined, broken sizes, formerly \$6.75. NOW . . . \$5.50 Pr.

3600 ECONOMY PRECISION Bearings, fit any wheel30 Ea.

1000 PR. SECOND-HAND HEEL STRAPS12 Pr.

350 SETS HOWARD FIBRE PRECISION WHEELS \$9.50

WOOL POM-POMS, all colors . . 3.00 Dz.

BUNNY FUR POM-POMS, with bells, jumbo size4.00 Dz.

Write—Wire—Phone!

Terms: 1/3 down, balance C.O.D.

Authorized Distributor for "Chicago" Roller Skate Co.

JACK ADAMS & SON, INC.
723 Morris Park Ave., Bronx 62, New York
5Ycamore 3-1110, 1111

SKATING RINK TENTS

42 x 102 } IN STOCK
52 x 122 } AT ALL TIMES

CAMPBELL TENT & AWNING CO.
100 Central Ave. Alton, Ill.
(Phone: 3-8885)

CURVECREST RINK-COTE

The skating surface for wood and masonite floors. The ultimate in cleanliness and traction.

PERRY B. GILES, Pres.
Curvecrest, Inc., Muskegon, Michigan

We invite you to bring your skates to Curvecrest and see for yourself.

SKATING MUSIC TAPES

1200' dual track 7 1/2" speed. Full hour program. 28 numbers, non-ASCAP. Licensed for YOUR use. No specialties, waltz, fox trot, polka and march tempo, for your "all skaters, the customers who keep your rink open." Leading organizers. ONLY \$9.95 ppd. (NYC add 3% tax.)

WEB MUSIC PUBLISHING CO.
149 West 48th St. New York 36, N. Y.

We BUY AND SELL NEW and USED RINK ROLLER SKATES. Lowest prices. Write for quotations—1 day service.

JOHNNY JONES, JR.
Representatives for **CHICAGO ROLLER SKATE CO.**
51 CHATHAM ST., PITTSBURGH 19, PA.

FOR SALE

Hammond Organ, Model B, with vibrata, also have speakers, good condition.

WILLIAMS & LEE
444 Holly Ave. St. Paul, Minn. (2)

GIVE TO DAMON RUNYON CANCER FUND

UNDER THE MARQUEE

Continued from page 64

eyes after he completes engagements at **Houston** and **Fort Worth**. He will return to a **Houston** hospital for the operation. . . . **Omer J. Kenyon**, **Hamid-Morton** representative, reports visiting with **Frank McClosky, F. A. Boudinot, Bill McGough, Charles Turner** and others on **Ringling** at **Montgomery, Ala.**, where **Ringling** didn't put up any paper until after the **Hamid-Morton** appearance. . . . **Bill McGough**, **Ringling** ticket superintendent, closed early because of illness.

Paul Kelly, whose menagerie includes an elephant, hippo and other animals, parked the collection at **Cole Bros.' quarters** in **Peru** after closing with the **Gem City Shows** several weeks ago.

Lew Christie, clown and comedy biker, will play the **Evansville, Ind.**, Shrine date and make schools and radio a week ahead. Show, produced by **E. R. (Pop) Gray**, is to be **November 22-28**, after which **Gray** and **Christie** are planning to make the **Chicago** conventions.

World-wide attention focused on the retirement of **Grock**, famous European clown, at **Hamburg, Germany**, recently. The veteran has operated his own circus for the past few years and now is quitting the road after 60 years. The **British Broadcasting Company** was among those covering the farewell show, and **Time** magazine carried a story in its **November 15** issue. . . . **John Sharp**, who was with **Barnum & Bailey** years ago, now lives in

Edinburgh, Scotland. . . . **Harry Eammond**, of the **Bailey-Cristiani** circus, is on the **West Coast**. . . . **Bill Moore**, **Beatty's** general agent, is at his **Dallas** home.

Latest movie in which the **Cole Bros.' elephants** have worked is an **RKO** film called "Bow Tamely to Me," with a setting in **Burma**. The **Cole bulls** now are in **Houston** for the **Shrine** show.

While doing a performance at the **Houston Shrine Circus**, the trailer of **Cecil and Shirley**, of the **Marvel Trio**, was rifled, **Cecil** losing a watch and **Shirley** an empty purse. . . . Performers passing thru **Detroit** have been visiting **Bill Green**, former **Polack Bros.' Circus** press agent, who is now press agent at **Music Hall Theater** there and **Midwest** advertising and publicity director for the new multi-dimensional film, "This Is Cinerama." His recent guests have included **Mr. and Mrs. Al (Ironhead) Perry**, **Polack** promotional staffers; **Jackie Andrews**, **Ken Maynard's** manager; **CFA** official, **Herb Georg**, **Springfield, Ill.**, and **Roger Brown**, **Sioux Falls, S. D.**; **Bill Reed**, **Death Dodgers** unit operator; **Jack Dickstein**, former **Michigan State Fair** executive, and **Ben Yearty**, advance agent for **Carlo the Magician**.

Al Langdon, former elephant trainer, is working in a **Brookfield, Ill.**, factory. . . . Among those at the **Atwell Club, Chicago**, this week were **Patty Conklin, Harry Illions** and **George Johnson**. . . . **Al Butler**, now with "The King and

I," is headquartered in **Chicago**. . . . **Sam Ward**, **Polack** promoter, is in **Fort Wayne, Ind.**

Frank Braden, **Ringling-Barnum** press agent, will again be with **Paramount Pictures** this winter, doing press work ahead of "Three Ring Circus," a **Martin and Lewis** picture for which **Clyde Beatty's** equipment was used. . . . **Chicago** area members of **CFA** will see a screening of "Three Ring Circus" early in **December**. Movie will be released nationally on **Christmas** day.

The latest place at which **Art Concello** has been reported is **Gainesville, Tex.**. . . . **Vivienne Mars**, of the **San Antonio (Texas) Library's** circus collection, reports that **Leslie Fairchild**, of **Bridgeport, Conn.**, recently gave the library a photograph of a painting of **P. T. Barnum's** wife, **Charity Barnum**. It is the only photograph of the painting. He also has given the library numerous circus paintings. . . . **Mrs. David Friedman** has been a guest of the **Halls** on the **Ringling** show for several days.

THE USERS of "CHICAGO" SKATES

Are Successful

There is a reason. Service and PROMPT DELIVERIES.

CHICAGO ROLLER SKATE CO.
4427 W. Lake St. Chicago, Ill.

No. 778P

Manufacturers of all kinds of Roller Skates



PURSES MEAN PROFIT!

THESE ELEGANT
di Zido
handbags

MEAN MORE PROFIT

- COL-O-VIN HYDE
- HANDSOME PACKAGE
Polystyrene wrapping inside gift box
- ELEGANT STYLING
Adjustable for use as shoulder bag or handbag
- POPULAR PRICED
- LUXURIOUSLY SOFT
- NEWEST COLORS
Ferrous, ginger, red, blue or black
- ORIGINAL DESIGNS



PRICED TO MOVE FAST AT:

\$30.00 PER DOZ.
SAMPLE \$3.50

PERFECT FOR PRIZES
• PREMIUMS • AWARDS
A NATURAL FOR AUCTIONEERS!

TERMS: **25%**
DEPOSIT WITH ORDER, BALANCE C.O.D.

STYLE #120
Write for our big FREE WHOLESALE CATALOG
Hundreds of items, appliances, leather goods, novelties, housewares, clocks, premium goods. Full color illustrations—sent free—write today.

GEM SALES CO.

533 Woodward
Detroit 26, Mich.



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

You just simply can't afford to be without our new general catalog. This Buyer's Guide illustrating a most complete line of novelties and premiums is now ready for mailing. Send for your free copy today.



GELLMAN BROS.

119 N. FOURTH ST., MINNEAPOLIS 1, MINN.

THE GREATEST LINE OF NOVELTIES EVER ASSEMBLED IS ILLUSTRATED IN OUR NEW '54 CATALOG ...

SPECIAL \$57 DOZ.
CALENDAR CHRONOGRAPH
BRAND NEW
Fast Selling Promotion Watches

Also Round Gold-Plated Geo. Wash. model watch Jeweled Anti-Magnetic. A real Flash! Special \$48 doz. Price incl. matching expansion Band.

Date Changes Daily Automatically In The Window



Also brand new thin Geo. Wash. Model 1 and 17 Jewel watches. Close out. auctd. costume jewelry with box and price tag Sample \$1.00 extra.

B. & B. Jewelry Sales

FANNIN BLDG. CH 7427 HOUSTON, TEX.

Price Inc. Fancy Exp. Band

Merchandise You Have Been Looking for

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every kind of Glassware, Blankets, Hampers, Hosiery, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Canes, Ball Game Specials, Bingo Merchandise.

Catalog Now Ready—Write for Copy Today

IMPORTANT: To Obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested in.

ACME PREMIUM SUPPLY CORP.
1111 South 12th. St. Louis 4, Mo.

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

MERCHANDISE TOPICS

Write The Billboard Buyers' Service Department, 2160 Patterson Street, Cincinnati 22, O., for a complete list of addresses of firms mentioned in this column. To expedite handling please enclose self-addressed envelope.

Walter Starnes Company, Los Angeles, specialists in ceramics, has announced a new gravy set consisting of an originally designed hand-crafted gravy boat, which is larger than the usual size offered, and a stand made of wrought iron, which firmly holds the boat in place. The stand conceals a small glass cup which holds a thick candle and long wick. This makes it possible to serve gravy and keep it hot. The set is offered in white and soft pastel colors. Dealers and distributors are invited to write for quantity prices. The firm reports wide acceptance of the item, and will send samples on request.

A newly devised process now makes it possible to produce beautiful plastic nameplates of simulated wood, such as for home entrances, at low cost. The plates are made from three-layers, lifetime-weather proof plastic in either a rich Western walnut or elegant mahogany finish. Your name is custom-engraved in handsome easy-to-read white script by Western craftsmen. The special plastic used is warp proof, Herbert Specialty Company, Cheyenne, Wyo., says, and impervious to moisture, heat or cold. Herbert Specialty requests that your print your name clearly when ordering and state whether Western walnut or mahogany finish is desired. Price is \$1.98 each postpaid.

The Goodier Company, Dallas, will send on request its special promotion literature showing a group of stock items such as cologne, perfumes, sachets, body lotions, stick cologne for men and wo-

men, etc., at regular prices. There are 63 items listed, and for the month of November, Goodier will give you your choice of a man's or woman's Helbros watch which sells regularly at \$62.50, free with purchase of \$100 worth of products shown on the folder. The \$100 worth of items of your choice which sells for \$265 plus the watch, makes a total of \$327.50. This means a profit of \$227.50 on a \$100 investment. You need not buy the entire \$100 worth at one time, just as long as your purchases amount to the total during November. The offer is unlimited. If you buy \$300 worth of products, you will get three watches of your choice. Part-time and full-time salesmen, jobbers and distributors are invited to write for this opportunity.

Lady Arlene, Inc., Milford, Conn., is introducing a jewelry item which consists of a heart locket in simulated diamonds and earrings which are tiny duplicates of the locket. The set is authorized by Arlene Francis, of radio and television, and is a copy of the set she wears. Made available in response to many requests, the earrings are 59 cents and the locket \$1. The set has been pre-sold on radio and television so that demand for the product is already stimulated.

Gold barrel mugs are being brought out for the first time by Silver Glass Company, Baltimore. These replica barrel mugs are made of glass, are 2 1/2 inches tall and hold 1 1/4 ounces of liquid. The firm says they are excellent for prizes, gifts and souvenirs, and it will send sample for 50 cents. Priced at \$19 per gross, jobbers, distributors and quantity buyers are asked to write for even lower prices.

Gift shops which have not taken advantage of the sales opportunity offered by Providence Ring Company, Providence, R. I., in its offerings of the miracle cross, should contact the firm if they want to increase their dollar volume for the holiday season. Frank Averbach, owner of the firm, says that even tho the item has been on the market for some time, orders continue in steady volume. The cross is set with 12 brilliant cut stones and comes with a chain which is finished in nickel silver with soldered links. When you place the center of the cross to your eye, you can see the Lord's Prayer clearly and distinctly. The silver-finished item is \$4.25 per dozen and \$48 per gross. In gold finish it is offered at \$6 per dozen and \$66 per gross.

BEAUTIFUL CROSS



MIRACLE CROSS

When you place the center to your eye you can see the

A REAL LORD'S PRAYER MONEYMAKER clearly and distinctly.

• 999-N. Set with 12 brilliant cut stones, Chain and Cross in beautiful nickel silver finish, soldered links.
\$4.25 Doz. **\$48.00** Gross

• 999-G. Same as above, heavier chain in beautiful gold finish.
\$6.00 Doz. **\$66.00** Gross

PROVIDENCE RING COMPANY
49 Westminster St., Providence, R. I.

Own Your Own Business

• NO INVESTMENT • NO INVENTORY

- ★ Your own private name catalog
- ★ Your own inventory of Nationally Advertised Brands in our \$1,000,000 warehouse.
- ★ Shipments within 24 hours

FREE CATALOG WRITE TODAY!

Sell Appliances, Housewares, Radios, Watches, Jewelry, Clocks, Silverware, Pens, Lighters, Cutlery, Toys, Premiums.

Start in business as of today with your own name imprinted catalog which sells "in demand goods". We can put you in a proven lifetime business and help you to succeed. Write TODAY for a free catalog with confidential price list and complete details. DON'T WAIT!

GENERAL WHOLESALERS

P.O. Box 1195C, Chicago, Ill.
P.O. Box 3058C, San Francisco, Calif.

MEXICAN

Hand Tooled Billfolds and Ladies' Bags, Feather Bird Cards, Embroidered Wool Typical Jackets, Costume Jewelry, Clay and Wire Wiggling Turtles, Monkeys, Skeletons, Devils, Large Spiders, Pottery, Curios, Novelties, Miniatures. Request Catalog.

F. L. DE ARKOS
904 Scott St. Laredo, Texas

SUPPLIES and EQUIPMENT

7 and 10 color specials
4-5-6 and 7 ups
Midgets, 3,000 series—7 colors
Paper and Plastic Markers
Wire and Rubberized Cages
Pencils—Crayons—Clips ...
5x7 Heavyweight Cards ...
Electric Blowers & Flashboards
Lapboards Made to Order
Free Catalog Available

JOHN ROBERTS CO. INC.
817 Broadway, Newark, N. J.

The Best Sales Boards and Jar Games

Write for information and prices.

GALENTINE COMPANY
Dept. B, 519 E. Jefferson Blvd. South Bend 17, Indiana

BELL SPECIAL

24" MAMA DOLL



Rubber arms and legs—stuffed body—assorted colors and style dresses and hats—closing eyes. Individually boxed.

\$36.00 PER DOZ. F.O.B. CHICAGO

No Samples—1 doz. minimum order packed doz. to the carton.

OPEN SUNDAYS TILL 3 P.M.
We carry a complete line of Xmas Toys, Ornaments and Gifts.
25% deposit, balance C.O.D.

BELL SALES CO.
1107 SO HALSTED ST
Chicago 7, Ill.

BEAUTIFUL 4 PIECE SETS



1955

\$1.50 each or **\$16.80** per dozen
6 ASSORTED STYLES

Dainty Filigree Ensemble consisting of matching Necklace, Bracelet, Earrings. Necklace can be worn separately as a pin! Sparkling machine cut Rhinestones and Jewels. HANDSOMELY GIFT BOXED!

SEND for 32-page 1954 CATALOGUE!
25% with all orders, balance C.O.D.

PACKARD JEWELRY CO.
220 Fifth Avenue New York, N. Y.

RUBBER REINDEER INFLATES



14 Inch Tall
\$2.50 dz. **\$28.80** gr.

13 Inch Bambi
\$2.50 dz. **\$28.80** gr.

Wind Up Santa on Sled
w/Bell ... **3.60** dz. **40.00** gr.

Plastic Fur Trimmed Santa
w/Bell ... **2.00** dz. **21.00** gr.

1/4 Deposit With Order, Balance C.O.D.

Schattur Novelty Co.
144 Park Row New York 7, N. Y.

MINK EARRINGS BRACELETS



Now Every Woman Can Wear Mink

Beautiful Mink Fur Trimmed Earrings, \$9.00 per doz. pr. postpaid.
Beautiful Mink Fur Trimmed Bracelets, \$9.00 per doz. postpaid. The Two Fastest Sellers on the Market Today. Retail value \$2.95 ea. Discount \$1.00 per doz. on orders of 2 doz. or more. Minimum order: 2 samples for \$4.90 postpaid.

FUR LAMBSKIN RUGS
Ideal for any room in the home

Beautiful lustrous colors—Red, Blue, Beaver, Grey, Dark Brown and White. Large size approx. 35"x40". Retail value \$18.00 each. Dealer's price, \$6.25 each. Sensational repeat item. Discount 25% each on orders of 3 or more, ppd. Minimum order: 1 Rug at \$6.25 ppd. **MONEY-BACK GUARANTEE. SEND CASH, CHECK or 25% Dep. on C.O.D.'s.**

HARVEY LEWIS FUR CO., Dept. B
224 Hennepin Ave. Minneapolis, Minn.
Jobbers Inquiries Invited

MAKE \$2 HR. SELL RA-GLO SIGNS

To bars, stores, restaurants, New! Brilliant Ra-Glo signs, 17 sample signs, 7x11, \$1.00 postpaid, 110 signs, \$6.00 postpaid. Sell 35¢ each. Christmas sign samples and information, \$1.00 postpaid. Free literature.

ALL ART SIGN CO.
179 N. Wells St., Dept. 43, Chicago 4, Ill.

GIVE TO DAMON RUNYON

DIRECT from MFR.

12" GIANT

12"

\$36.00

Per Gr. \$4.50
Sample Dozen. Style #L-12.
Refills 13¢ Each.

Retractable Ball Pen, Terrific novelty—sells on sight. Assorted colors.



BEAUTIFUL BETTER QUALITY 3-PC. SET
With Metal Caps, Hooded point fountain pen, mechanical pencil and ball pen. Available in four or more colors. Attractively boxed.

\$48.00 Gross tax incl.
\$5.00 Sample Doz.

3 Retractable BALL PENS \$66.00

Attractively boxed in three glistening plastic colors. Writes red, writes blue, writes green.

OTHER SETS UP TO \$72.00 GROSS. 25% Deposit, Balance C.O.D., F.O.B. New York.

Quantity Discounts on All Items.
MODERN PEN MFG. CO., INC.
395 Broadway, N.Y. 13. CANAL 6-8016

Pipes for Pitchmen

IN A LETTER... postmarked Tahlequah, Okla., Joe Blow Galbreath reports that the past three years he has been working as foreman on Cal Tunney's cattle ranch. He indicates that he was pretty well tied up during the summer so this year he took his vacation during the fair season. While snooping around Los Angeles he found Dr. Yoder living in his luxurious penthouse on Peco and Elm Drive. According to Joe, the old Doc just sits around the joint and collects a bundle in rentals every month. Joe also noticed that the tripe and keister business was a little quiet in L. A. except in the stores.

MAL BUCKLEY... the man with the camera, and his crew are back in Miami for the winter. Mal's "Gal Friday," Ruth Crofoot, underwent surgery in Orlando and Mal stayed at the hospital and waited for her recovery. He then went to Cincinnati and she went on to Cleveland to visit with her son. Now they are both back in Florida, and from the looks of things they will probably be married in December. Sissy Morgan drove down with the Hudson.

HAZZY HOLMES... reports from Tarboro, N. C., that hair oil and straightener is going strong thru that territory. He says that since the tobacco-season money is rolling in, people are trying to spend it as fast as they get it.

BRONZE WESTERN SADDLE HORSES
Height and Dozen Price:

10 1/2"	5 1/2"
\$16.80	\$6.00

25% Deposit Required With Order
F.O.B. Chicago. Wholesale Only.
COOK BROS. 916 S. Helsted St. Chicago 7, Ill.

BEAUTIFUL POCKET SECRETARY
\$6.00 dz. with retractable pen

- Three Pockets
- Detachable Note Pad
- Retractable Pen
- Heavy Gauge Plastic Limit
- Unusual Value
- Retractable Pens, \$24 gr.

Guaranteed FIRST QUALITY.
FREE 1955 CATALOG OF NAME BRAND BARGAINS
100 W. 27th St., N. Y. C.
BURKE

RONSON LIGHTERS • BENRUS
TERRIFIC VALUES AT SCHALLER'S
Do YOUR Buying From One Location

- Wholesale Distributors of National Advertisured Merchandise.
- WE CATER TO:
 - Auctioneers
 - Concessionaires
 - Demonstrators
- L. SCHALLER SALES CO.
512 N. State St. Chicago 10, Ill.
- EVANS • LIONEL TRAINS • SCHICK RAZORS

A NEW GAME! BINGO ROLL

Played at church parties, clubs, veterans' organizations and in the home. Two to four players can join in the fun. Play card measures 9x9 1/2. 20 plastic markers and a pair of dice.

JOBBERS SPECIAL PRICE
\$8.64 in Half Gross Lots
Save Money and Buy Gross Lots for \$14.40.

Terms: Check or money order. No C.O.D. Money-back guarantee. F.O.B. N.Y.C.
LIPKA MFG. CO.
417 East 11th St., New York 9, N. Y. CANAL 8-3318

Brand New! AMERICAN FLAGS 9'x16'
All wool, hand stitched, highest standard. Retail value \$75. government surplus. Excellent for Carnivals, public buildings, institutions, etc. You can make double or triple your cost. Send Special check or money order for parcel sample. \$1 extra for postage and insurance. F.O.B. N.Y. Satisfaction guaranteed.
Mackley Trading, 104 Worth St., N. Y. 13 **\$8.50**

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.

FREE!
"A \$10,000 PORTABLE SHOWROOM"

Our 1954 WHOLESALE CATALOG features the finest name brands—all terrific values—yours for the asking. We carry 1001 items including: APPLIANCES • WATCHES • JEWELRY • TOOLS • GIFTS • TOYS • HOUSEWARES • CAMERAS • SPORTING GOODS. Our "PORTABLE SHOWROOM" appeals to:

- BUYERS' SERVICES • DEALERS
- CLUB PLANS • GROUP PURCHASES • FUND RAISERS • BINGO PARTIES.

WRITE FOR OUR NEW FREE CATALOG TODAY!

WISE BUYERS KNOW...
SEE **FAUST** FIRST
Wholesale Distributors Since 1932
O. FAUST
6897, 6954 223 North 8th Street Philadelphia 6, Pennsylvania

23" WALKING DOLL

- Wide plastic body
- Flirting, moving eyes
- Fully dressed
- Saran Wig with Pigtails
- Head turns

Ind. boxed \$54.00
In dozen lots only \$4.00 dz.

24" MAMA DOLL
Sleeps, fully dressed, rubber-arms and legs. Natural looking hair. In doz. lots only \$30.00 dz.

32" GIANT PLUSH BEAR... \$21 dz.
28" COTTON PLUSH BEAR... \$24 dz.
STUFFED

F.O.B. N.Y.C., 25% Deposit, C.O.D. if not rated. FREE 32-pg. catalog.

ACE Toy Mfg. Company
122 W. 27th St. N.Y. 1, N.Y.

Quick Photo Invention! PHOTOMASTER
PDQ CHAMPION
Makes finished photos in 2 minutes. Takes and finishes 30 to 40 everlasting black and white or sepia photos an hour. No dark room. Guaranteed not to fade. Photos taken on "SUPER SPEED" direct positive paper. Picture size 2 1/2 x 3 1/2 in. Complete, easy to operate portable photo studio. 79% PROFIT. Write quick, get details about the great PHOTOMASTER.

Finished in 2 Minutes

ate portable photo studio, 79% PROFIT. Write quick, get details about the great PHOTOMASTER.

PDQ CAMERA CO.
1161 N. Cleveland Ave., Chicago 10, Ill.

COMBINATION TOOL
Now getting top money.
RAY-BAR CO.
842 Broad St. Providence, R. I.

FANCY EMBOSSED BILLFOLDS
(\$7.50 seller)

Complete with removable pass case with eight transparent picture windows. Each wallet has a zippered bill pocket. Each dozen comes in assorted embossed designs. Gift boxed.

64¢ ea. in 1/2 gross lots
\$8.50 doz.

Promotional Genuine Leather Wallets (\$5.00 seller)

Each wallet has a removable pass case and zippered bill pocket. The pass case has eight transparent windows. Assortment consists of styles shown above in fast-selling colors. Boxed.

52¢ ea. in 1/2 gross lots
\$6.75 doz.

2118 S. Wabash Ave. Chicago 16, Ill. Dept. B-P

PROVEN PROFIT MAKERS—PREMIUM, GIFT GIVEAWAY

Send today for our free 68-page illustrated name-brand catalog—separate confidential price list—premiums, giftwares, appliances, watches, jewelry.

Terms: 25% deposit, balance C.O.D.
STANDARD INDUSTRIES

Direct From Manufacturer • New Design and Style

Loving Cup SALT AND PEPPER SETS

Each Set Individually Packed With Cellophane Display Window

\$4.00 per dozen sets. \$36.00 per gross. Terms. We pay postage if full payment accompanies order or 25% deposit. Balance C.O.D.

WONDER CREATIONS P. O. BOX 1006 LOS ANGELES 53, CALIFORNIA

MEXICAN JACKETS
100% Wool in All Colors. Available in "Dancers" or the embroidered styles, in all sizes and colors. Dancers, sizes 34-40, \$7.75 each. Embroidered, sizes 34-40, \$6.75 each. White or sizes over 40, 60¢ extra. Also available in children's sizes at various prices. Special prices on quality lots to jobbers.

Hand-Tooled HANDBAGS
Biggest Bargain Today. Beautiful intricate floral designs. Sells in swank shops for \$13.95. Our low factory price is \$4.50 each. They come in all colors.

25% deposit, balance C.O.D. Free Catalog.
PEARL SALES CO.
P. O. Box 675, El Paso, Texas

MEXICAN RINGS
\$3.50 dozen. \$4.50 doz. with 2 1/2" ornaments. For 2¢ each extra you can obtain nickel-color tarnish proof rings. AT LAST WE HAVE THEM.

\$3.75 ea. in doz. lots

NON-WOVEN WIPE EEZ CLOTH
Sensational, lintless non-woven cheese-cloth wiper, terrific for homes, stores, offices, automobiles, etc. Rinses free instantly. Package of 5 retails for 39¢; 20 for \$1.29. Write for quantity prices.

The Leshner Corporation
Hamilton, Ohio

BUY WHOLESALE
Save up to 50% on BIG NAME MERCHANDISE!

Send 50¢ Coin or Stamps for Catalog. Same Refunded with first order.
GALENTINE COMPANY
Dept. B, 519 East Jefferson Blvd. South Bend 17, Ind.

Cel-Max Christmas Specials!

Sensational Jeweled Swiss Watch Set

- Handsome Swiss Watch with Expansion Band
- TWO (2) Sets of Cuff Links
- TWO (2) Tie Clips
- Gold Plated Key Chain

(With Reconditioned Elgin or Waltham Watch, \$9.90 Sample \$10.90)

Go to town this Christmas with these perfectly matched sets! A remarkable bargain for BIGGER PROFITS—Handsomely boxed to sell on sight! Order a sample, today. (30% with order, Bal. C.O.D.)

12 Gorgeous Styled Beautifully Boxed Jewelry Sets \$9.60 DOZEN

Hand set, brilliant stones. Gold plated settings! Assorted colors and black cameo. Send \$1.00 for sample. Catalog FREE!

Cel-Max
882 S. Main St., Memphis, Tenn.

KIPP'S Merry Xmas SIGN

FLUORESCENT MERRY CHRISTMAS

All plastic window greetings in Fluorescent red. Easily attached and removed from glass. 30" long, 5" high.

DOZEN.....\$ 2.25
GROSS.....24.00

Write for catalog. You MUST state your business. Include postage with order. 25% deposit required with C.O.D. orders.

KIPP BROTHERS
Wholesale Distributors Since 1880
240-42 SOUTH MERIDIAN ST. INDIANAPOLIS 25, INDIANA

WIN MONEY WITH THESE ITEMS!

Fred Leslie or di Lido HANDBAGS

- Nationally Advertised and Featured on "This Is Your Life" TV Program . . .
- Genuine Vin-A-Hyde
 - Striking Colors—Parchment and Ginger
 - Handsomely Packaged, Wrapped in Polyethylene Inside Gift Box
 - Richly Designed and Styled
 - Has \$21.95 Price Tag

A Natural for Auctioneers \$30 doz.



FOAM RUBBER PILLOWS

Packed 2 in re-usable polyethylene bag.

Specially Priced at \$16.20 doz.

ACA Striped Ticking . . . Has \$14.95 price ticket.



BEAUTIFUL 12-OZ.

MARDI GRAS COLORED ALUMINUM TUMBLERS

Breakproof, gaily colored tumblers for any occasion. Ideal for use indoors or out. Drinks served in Mardi Gras tumblers stay colder longer!

PERFECT FOR PRIZES —PREMIUMS—AWARDS

Distributors of:

- Electrical Appliances
- Tools
- Jewelry
- Sporting Goods
- Novelties
- Sundries
- Toys
- Leather Goods
- Furniture

Visit Our Giant Showrooms FREE PARKING

Terms: 25% deposit, balance C.O.D., F.O.B. Chicago.

STEINBERG-BAUM CO.

3319 N. CICERO AVENUE CHICAGO, ILLINOIS

FREE! New 93-Page COLOR CATALOG

Beautifully illustrated with separate confidential price list and SPACE ON FRONT COVER FOR YOUR NAME AND ADDRESS.

Nat'l'y Advertised BRAND MERCHANDISE

- ELECTRICAL APPLIANCES
- ALUMINUMWARE
- HOUSEWARES
- WATCHES & CLOCKS
- LUGGAGE
- SILVERWARE
- GIFTS
- TOYS, Etc.

If you're looking for "action" and a solid foundation for a respected, profitable business, write us NOW. We have the inventory, variety and prices that bring results. Please state business when requesting catalog.

Merit Home Products

Dept. BB-20, 107 Manhattan Ave. Brooklyn 6, N. Y.

NEW ELECTRIC SHAVER PROMOTIONALLY PRICED FOR QUICK SALES



Imported Swiss Razor—Handsome designed case. Expensive vibrator type motor. 110 volt—AC only.

Regular \$19.95 LIST	Each—in doz. lots	\$6.50
	Each—in gross lots	\$6.00
	Sample—Postpaid	\$7.50
Remittance for sample must accompany order.		

WISCONSIN DELUXE CO. 1902 N. Third St. Milwaukee, Wis.

CHAIRS-TABLES

IMMEDIATE DELIVERY 138 STYLES • STEEL • WOOD FOLDING • NON-FOLDING



CIGARETTE LIGHTER CHROME Table or Pocket Models. Size 1 1/2 x 1 1/2. Guaranteed Regular Value \$9.95 Each. 2 Doz. for \$8.95

Letter List

Letters and packages addressed to persons in care of The Billboard will be forwarded in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held. Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE 2160 Patterson St. Cincinnati 22, O.

Parcel Post Fays & Andre (Photos), 6c Hendricks, Eddie & Helaine (Photos), 6c Kabough, Wm. & Ons (License Plates), 15c Drouillon, Frank D. (License Plates), 15c

Adams, Johnny B. Adams, Mike Alderman, Buster Alderson, Jewell Alderson, Wm. C. Allen, Karl W. Alvarez, Johnnie Anders, Frank L. Andersson, Francis Austin, Ralph J. Archer, H. E. Armand, Bill Arnold, Richard Lee Ashcraft, John Wm. Ayers, C. W. (Boo) Bailey, Alfred E. Bailey, Mrs. Kittie Barrickman, Mrs. F. N. Bates, Albert & Mrs. Bays, Dick Beck, Don Beck, H. Benesh, Frank Bengtsson, & Mrs. Bennett, Elbert & Mrs.

Benning, Malcolm J. Benson, Harry Bergman, Leo H. Berman, Mike Bernstein, Harry Bernstein, Lew Black D. Blackburn, Hedger & Mrs. Bouncing Bodos Bousman, Paul Bousman, Ben Brennan, V. J. Brick Bros. Brill, James D. Britton, Robert A. Broadway, David Broeffle, H. J. Broeffle, Sonny Brooks, Art Brooks, M. J. Broome, Thos. (Jr. III)

Brown, Wm. J. Bruce, Kid Brunken, H. Buchanan, Mrs. Maryann Budd, Charlie Bumgarner, Mrs. Sadie Burk, Mr. Billie Buriague, Rocco Kuhn, Larry R. Burns, Richard K. Burridge, Frank H. Burridge, Jewel Calarie, Virginia Campbell, Happy Canistrelli, Thas Cantwell, Chas. Carey, Jos. A. Carr, Roy Arthur Carrejo, Joe Carroll, Mrs. Clara Carter, Mrs. Vouthia Carver, Chas. Cath, Al Cassidy, James Cerron, Miss Bobbie Chalmers, Edw A Chambers, Larry Charles, Walter Claburne, Mrs. Rachel Childers, John M. Clidou, Marie (Fat Girl)

Clawson, Ralph Cleveland, Fred L. Collins, Bert Collins, Wm. (c/o Morris Schiederman) Consider, David Connors, Jack S. Conte, Andre Piere Conli, Fred Cook, Alfred M. Conroy, W. E. Cook, Clarence C. Cooper, Roy Cooper, Mrs. Stella Cooper, Thos. J. Courtney, Mrs. Myrtle Cowart, T. M. (Curley)

Crabb, Harold L. Cummins, G. G. Cutler, Richard Daly, Mabel & Jack D'Arcey, Ethel Dart, Charles E. Davidson, Buck Davis, Eddie Davis, Mrs. Ruth DeBold, Eddie DeWinter, Leon Debus, Frank DeVito, Tommy Deal, Raymond Dean, Russell S. Deibert, Ed Deiph, Dewey Dentinger, Gastin Dillard, Bill Doren, Clarence E. Donnelly, Russell Douglas, Linda Donofio, Frank Doss, Texas Benny Dribble, Roy (Dribble's Koru Krib)

Duchens, Lewis Dukes, Harry (Fat Man Snake Show) Dumont, Maurice Dunn, Jeff Edwards, Leon Eiam, Jack Elliott, Leon Elliott, Mrs. Ralph Ellis, Mrs. Gladys Elman, Mrs. Mark Elmore, John (for Almore)

Ephriam, Peter J. Evans, Mrs. Les Evans, Sam Ewell, Peggy Farrell, Pat & Thelma Feldman, Bernice Ford, Chas. H. Ferrier, James V. Ferrier, Richard Finney, Patrick J. Fisher, Geo. Fort, Charlie Tex Formann Jr., Mrs. Ann Fortune, Mrs. Zelma Fowler, Shirley Frawley, Dennis Chas. French, Otis S. & Louise Reynolds

Frisale, Frank & Reynolds Frits, Gene Gallagher, Jack Gant, James L. Gardner, John Garrison, Ray Garvey, Bill Gates, O. A. Gerry, Claire L. Getwood, Joe Getwood, "Big Boy" Gibney, Rudi Hoffs Gibson, Benj. A. Gilly, Ralph E. Goad, Mrs. Raymond Goldey, Wm. Golsb, Harry Goodwin, L. O. Gowan, D. R. Greer, Bob Grithe, H. M. Gunn, Mrs. Leonard Hackett, Edw. J. & Mrs. Hagerly, John M. Hale, D. D. Haley, Joe Donald Haley, Ruth Martin Hall, D. D. Hal, Ward Halstrom, Tip & Lil Hammond, Harry Harden, Betty Hardy, Jewel Harvey, Henry Hayes, John A. Herdenka, The (Bar Act & Rolling Globe) Herman, Leila Hornfield, Jack Hines, John & Mrs. Hinton, Chas. & Mrs. Hirschberg, James Hobble, Alvie Ray Holt, John Hout, Leon T. Hubbard, Betty Hunting, Master Shon (c/o Helen Hunting) Husham, Charlie Huttie, T. J. Hyslop, Bill Hyslop, Richard Jackson, Wm. John James, Chas. C. Johns, Mrs. Helen Johnson, Harry Johnson, James D. Jones, Jim Kaapuni, Ernest Kahle, Charles Kelly, Mike Kelly, Robert P. Kennedy, Curtis Killman, Robert Kipp, Stewart W. Kibel, I. H. Knapp, James Knodell, Emil R. Knoll, Jack Knott, Mrs. Mary Konyot, Oscar E. Krieger, Billy Gens Kuhn, Jim La Berta, Otis La Rue, Frank La Rue, Lash La Rue, Fred Lancia, Jack Lankford, Mrs. Louise Larkee, Charles Larkee, Janet Laughlin, John Laurendeau, Howard Lee, Joe Ann Lee, Robert Elwood Lemish, Mendell & Mrs. Lemmons, A. L. Leriche, Della & Joe Lewellyn, John R. Lewis, Art Levine, Bennie Levine, Max Lewis, Mrs. Gertie Lewis, Mae (Judyl) Lewis, Harry V. Lewis, Ted Lightsey, Mark Little Bear, Chief Littlefield, Normas F. Littlewolf, Jo Anne Lollar, Roy C. Long, Kenneth E. Loninetti, Jimmy Lottridge, Harry & Mrs. Lounshner, Howard MacCormack, Jack McBride Jr., Francis McBride, W. McGuric (or McGuire) McKay, Mrs. Jerry S. McKee, John McLane, F. J. McSpadden, Dick McSpadden, Myrtle McSpadden, Nelson Mack, Robert L. Maki, Edwin J. Mansfield, Rusty Mopen, Eli Marjah, Benn Marlin, Charles & Mrs. Marinelli, Harry J. Maitia (for Martin) Mason, John Menn (for Minn) Joe Mercy, Dot Mercer, Ned Mercks, Wade Warren Meyers, D. Meyers, I. Z. Middleton, Col. Thomas Miller, Cash Miller, F. W. Miller, Jahala Miller, R. A. Miller, Sam Miller, Sharon Lee Mills, C. B. Mistura, Angelo Mitchell, Frank Moffett, James Monroe, John Montello, James Moore, Mike Moore, Steve Morey, Shirley A. Morris, Mrs. Dorothy Morton, Bob Mosely, Elmer Morse, Gus Morgan, John Morgan, Pvt. 2-John W. Morris, Everett Morrison, Patricia Moser, W. W. Mundy, Marvin Nasworthy, Jack Nazarek, Patricia Nelson, L. M. Newcomer, Lewis Nichols, Ephrem Nichols, Eddie Nix, Mrs. Sue Noble, Erich Norcross, Christine Norcross, Francis Norcross, Charles O'Brien, Gerald O'Connor, John O'Flaherty, Marie O'Hagan, J. Okie Oliver, Jack Olsen, Osmond S. Orshell, Jack Orshell, Enterprises Page, Miss Jay (Zarilla) Palcovic, Joe Palmer, Dick Paris, J. B. Parkes, Bob

Parsons, W. C. Parry, Betty or Bud Parsley, Dale Patti, Mrs. Thomas Paul, Ruby Penney, Ralph Pennington, Ann (Ziegfeld Folies 1919) Perkins, Casey Perry, Fred Petterson, Paul & Shirley Pettus, M. Pheasant, Thomas V Pierce, Howard Pike, W. D. & Mrs. Porter, Mrs. Marsha Post, Wesley Powers, Mrs. Nellie Prado, Joseph Greer, Frank Princess, Rachel Pruitt, Lee Pruitt, Evans Lee Puntney, Earl Burzon Quilty, Mrs. Lenora Quigley, Joseph Frank Ralston, Mrs. Vaughn Randolph, Jim & Mrs. Rye, Rita Re, John (Micky) Reese, Barney Reynolds, James Richards, Earl J. Ripley, Mrs. Flo Risma, Mrs. Lenord Ritchie, Kenneth Roberts, Thayer Roberts, Mrs. Nick Robinson, Charles Robinson, G. W. Robinson, John L. Robinson, Lee Robinson, Mitchell T. Rochman, Albert Rogers, Jess (Drome Rider) Rork, Charlie Ross, Donald MacKenzie (Elephant Man) Roth, L. E. Sullivan, Darrell V. Rubens, Si Russell, Bernard Ryder, Mickie Saichil, August or Gus Salyina, John Salesley, Donald Sandrelin?) Philip Saul, Robert P. Scatton, John G. Schultheis, Eugene Schnepel, E. W. Schwacha, Chas. Scott, Tommy Scott (Tommy Scott Shows) Selfer, H. L. Sells, Virgil Sensational Kays Seydel, Don Shaffer, Jimmie (Sway Pole) Sharkey, Thos. F. Sharp, Vernon M. Shapiro, Henry Sheffield, Ollie D. Sheffield, Mrs. Aulene Shiv, Leo Signer, Ari Simms, Bob Skidmore, Mrs. Doris Skidmore, F. O. Skidmore, Fred Slater, G. Smallwood, Bruce M. Smith, Betty Jane Smith, Ralph & Robert Smith, Robt. W. Snyder, Bill & Faye

MAIL ON HAND AT NEW YORK OFFICE 1564 Broadway New York 36, N. Y.

MAIL ON HAND AT CHICAGO OFFICE 188 W. Randolph St. Chicago 1, Ill.

MAIL ON HAND AT ST. LOUIS OFFICE 390 Arcade Bldg. St. Louis 1, Mo.

Abraham, Bill Ackley, Mr. & Mrs. Albert, Elmer J. Asbury, Howard Barker, P. H. Bebe, Mrs. V. W. Bennett, Mr. & Mrs. Berofsky, Harry Blaylock, Robert A. Boucher, Charles Brink, Arthur Brumell, Frank Bruck, Mrs. Dorothy Brown, Carl Bryer, Mr. & Mrs. Bullcock, Wyatt H. Burto, L. Calahan, C. A. Campbell, H. J. Carawan, C. L. Carr, Robert Cavert, Shirley T. Cavlerro, Anthony Chaney, Charles Christensen, Sias Chubb, Mrs. V. W. Clarke, Ruddy Collins, Harvy Colyer, R. L.

Hall, Ward Hamilton, Bill (Shorty) Hampton, Betty Hampton, Dudley Harbour, Louise Harper, Gene Harrah, Dren Hayes, Mr. & Mrs. Hazen, Benny Hutton, Allen Hyland, Richard C. Impedugial, Mrs. Lucille Jennings, Harold Jennings, Jimmie Johnson, Maurice Johnson, Ray Johnson, Windy Jones, Woodrow Joyce, Mr. & Mrs. Jack Jurden, Don Keener, Mr. & Mrs. Keenan, James Keimman, W. Kella, Martin Kelly, E. C. Kennedy, W. J. Krieger, Albert Lannan, James H. Lee, Corky Lefleur, Alvin Legan, Edson Leveritt, Bob Lewis, Sam Lewis Shows, Ted Loree, Ted McCabe, Mr. & Mrs. Vince McDaniel, Norman McGuire, Mrs. A. R. McHenry, M. F. McMillan, H. J. McSparran, William Marrus, Red Marion, J. M. Maxwell, Tom C. Mayes, Margaret McIlroy, Vigeo Mitchell, H. J. Monzerson, Gail W. Morehead, Steven Moreno, Geraldine Morgan, Mrs. Katharine S. Morgan, T. Morrison, Melvin Nelson, Harold E. Nolte, Irwin E. O'Reilly, "Big Mike" O'Reilly, Mrs. Jerry Parker, Wanda Lee Parks, Ted Patterson, John H. Peever, Van Pettie, Mr. & Mrs. Pope, Mr. & Mrs. Carl Pruitt, Marion Puckett, S. E. Puckett, S. R. Raak, E. P. Reed, Bill (Zoot) Reed, Ivan C. Reisinger, Albert H. Reize, G. H. Reno, Jack Reynolds, Duke Rhodes, Joe Riley, Mr. & Mrs. Tex Riley, Tex Robinson, Charles Sandusky, A. D. Sheffield, William Shue, William Alfred Sileo, Joe Smith, James Smith, John P. & Maude Sokolowski, Peter V. Sparion, Buddy Specht, Lowell Slaggs, H. J. Stanley, Robert E. Stanleyfeld, Walter Stephenson, Richard Stevens, George Stevens, Jack Stevans, Pedro Strahl, Bobby Strahl, Mrs. Edward Taylor, Dewey Taylor, Shirley Thomas, K. B. Thompson, Geo. (Bill) Thompson, Charlie Tittle Jr., Fletcher Tordenshield, Ed Trobanovsky, A. Vicks, V. Vinson, Jack Waters, J. A. Waters, Mrs. A. Tim Watson, Fred Weiden, Donald Weyenberg, Richard Whalen, Thomas & Frank Widaman, Mr. & Mrs. Ed Williams, Harry T. Williams, Mary Ann Williams, Natalie Williams, Walter Willis, Betty Wrigglesworth, Allan Younker, Anna

Sokobie, Myrtle Sorenson, Mrs. C. H. Souders, C. N. Sparron, Buddy Sparron, Ohio Spearburg, H. N. & Mrs. Spencer, Art Spenell, Albert Spitzer, Harry Spoon Jr., Thos. E. Sproull, A. J. Stachowiak, John J. Stark, Mahle Stein, Wm. A. Stevens, Homer W. Steinfeld, Walter Stokes, Eleanor Stone, Mrs. Babe Stophel, Wm. R. & Mrs. Streit, Phil Striegel, Robert P. Strick, Billy Suggs, Leo Sullivan, Bill Swift, Roger T. Tait, Mrs. Essie Taylor, Buddy Taylor, Fred & Mrs. Taylor Bros. Teague, Ed Tennessee, Joe Ann Theriot, Jack Thomas, Harry L. Thomas, Mike Thomas, Robt. L. Thompson, Frank & Dorothy Thompson, Henry & Sandra Thorne, Charlie Tolley, Clifford Travis, Cheri T. Travis, Jimmy Treadwell, Mrs. J. C. Trest, Arthur Tucker, Barbara Turner, Mrs. Dolly (Turner Family) Uncle Joe's Amuse Co. Vaccaro, Anthony Vaughn, Calvin Valer, Mrs. Dorothy Vickers, Shirley A. Wagner, Buddy Waligorski, Stanley Walker, James & Mrs. Walker, John A. (Cozy & Walker Act) Walters, Dallas C. Wandolowski, John Ward, Travis & Mrs. Watkins, Clifford Watson, Fonetta Watts, Dan C. Weaver, Howard H. Wedlund, John Wells, Sam Westbrock, Clarence Westfall, Wm. & Mrs. Whitaker, Mrs. Betty White, Wayne Whiteside Concessions Whitney, Joe Williams, L. L. Williams, Wesley Williams, Mrs. Doris Williamson, Thos. H. Willard, M. Wilson, William Windsheimer, Roy Worley, J. Vernon Worrell, Guy Wright, Dewey Wright, H. F. Wyatt, John Wyna, Mrs. Jean Yeated, Edwin J. Young, Curley Young, Edw. L. Zarrington Family Zelta (Wilson) Zittle, Richard Zorn, Martin

DEMONSTRATORS ATTENTION! SENSATIONAL VALUE



LINDEN PEN 28 East 22nd St., New York 10, N. Y.

Triple Your Christmas Sales Pitch PIONEER Qualatex



Twin Balloons Sell 'em inflated like the No. 1311 Santa Twin Balloon Santa. Order this and other models from your supplier or write . . . PIONEER.



THE PIONEER RUBBER COMPANY 487 Thine Road, Willard, 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

Real SANTA CLAUS WIG and BEARD SETS \$5.00



100% Pure White Waved Wool on Buckram Foundation. Head sizes 21" or 23". Beard 20" Long. No C.O.D.'s

GRAND WIG CO., Inc. 129 Fifth Ave. New York 16, N. Y.

WHOLESALE CATALOG 50% OFF

SIBERT JOBBING HOUSE 79-C BROADWAY - CHINATOWN, N.Y.

COMING EVENTS

- Alabama**
Birmingham—Dog Show, Dec. 2.
- Arizona**
Phoenix—Ariz. Natl. Livestock Show, Jan. 1-2.
- Wickenburg—Gold Rush Days, Jan. 23-30.
- California**
Los Angeles—Great Western Livestock Show, Nov. 27-Dec. 3. A. M. Mathews.
Pasadena—Tournament of Roses, Jan. 1.
Max Colwell, 181 S. Las Robles Ave.
San Diego—Electric & Home Appliance Show, Nov. 26-Dec. 1.
Turlock—Far West Turkey Show, Nov. 30-Dec. 2. Marcus Johnson, 207 Crane Ave.
Victorville—Hiks Rodeo, Nov. 20-21.
- Connecticut**
Hartford—Sportsmen's Show, Jan. 22-29.
- Delaware**
Wilmington—Antique Show, Dec. 1-2.
- Florida**
Melbourne—Thanksgiving Reunion and Trailer Show, Tin Can Tourists of the World, Nov. 13-23.
Miami—Bird Show, Dec. 16-19.
Miami—Flower Show, Jan. 7-10.
Miami—Home Show, Nov. 18-23.
Sarasota—Fla. Mobile Home Expo., Nov. 24-28.
Tampa—Antique Show, Jan. 3.
Tampa—Dog Show, Jan. 23.
- Georgia**
Atlanta—Southeastern China, Glass & Gift Show, Jan. 18-19. Foster B. Steward, 1401 Peachtree St., N.E.
- Illinois**
Chicago—Auto Show, Jan. 7-16.
Chicago—International Livestock Expo., Nov. 26-Dec. 4.
- Indiana**
Indianapolis—Sports Show, Jan. 28-Feb. 6.
- Louisiana**
Buras—Orange Festival, Dec. 18-30. Mrs. A. Poirica.
LaPayette—Mid-Winter Fair & Livestock Show, Jan. 5-9.
LaPayette—Flower Show, Jan. 15-18.
- Maryland**
Baltimore—Antique Show, Nov. 29-Dec. 2.
Baltimore—Food Show, Nov. 18-20.
Timonium—Eastern Natl. Livestock Show, Nov. 13-18. Joseph W. Shirley.
- Michigan**
Bay City—Poultry Show, Jan. 16-19. Ben W. Mau, 2009 Second St.
Detroit—Jr. Livestock Show, Dec. 7-9. C. E. Scott, 4750 Dix.
Detroit—Detroit Rodeo, Nov. 18-22.
Grand Rapids—W. Mich. Pat Stock Show, Dec. 7-9. R. Machiele.
Grand Rapids—Mich. Turkey Show, Dec. 7-9.
- Minnesota**
St. Paul—St. Paul Winter Carnival, Jan. 28-Feb. 6. John Geisler, 356 Cedar.
- Missouri**
St. Louis—Sports Show, Jan. 18-22.
- New Jersey**
Elizabeth—Own Your Home Show, Nov. 17-23.
- New York**
New York—International Winter Sports Show, Nov. 20-28.
- Ohio**
Cleveland—Sports Show, Jan. 2-8.
- Oklahoma**
Oklahoma City—Okla. State Poultry Show, Nov. 30-Dec. 5.
- Pennsylvania**
Harrisburg—Pa. Farm Show, Jan. 10-14. H. R. McCulloch.
Nazareth—Farm Products Show, Nov. 18-20. Paul R. Seifert.
Uniontown—Uniontown Poultry and Farm Products Show, Jan. 4-8. Wilbur Cook, R. D. 4.
- South Dakota**
Sioux Falls—Auto Show, Nov. 24-28.
- Texas**
Dallas—Natl. Pigeon Show, Jan. 19-22.
Dallas—N. Texas Cat Club Show, Jan. 22-23.
El Paso—Southwestern Sun Carnival Parade, Jan. 1.
Fort Worth—Fort Worth Rodeo, Jan. 26-Feb. 6.
Fort Worth—Tex. Hereford Assn. Cattle Sale, Nov. 22-23.
Houston—Grand Natl. Cage Bird Expo., Dec. 9-13.
- Utah**
Ogden—Ogden Livestock Show, Nov. 12-17. E. J. Pfeidstedt, 506 Kleisel Bldg.

'54'S BIG DEAL!

GREENGLASS "OPERATION PERFUME"
THIS IS IT! MONEY-IN-THE-BANK!
NATIONALLY ADVERTISED PERFUMES

YOUR PROFIT UP TO 90%

8 REGULAR BOTTLES \$12.50

BEAUTIFULLY PACKAGED

Advertised Price, \$151.90 . . . ONLY

PORTFOLIO WITH REPRODUCTIONS OF MAGAZINE & NEWSPAPER ADS INCLUDED

"OPERATION PERFUME" will be your big money-maker this holiday season—as every year! It's like "money-in-the-bank!" We will send you a regular bottle of each of these perfumes—\$151.90 at advertised list price—for only \$12.50. Reproductions of ads included! RUSH YOUR ORDER—use convenient coupon below!

SABLES & PEARLS
Ultimate in luxury . . .
Advertised Price \$37.50

(1 1/2 ounces)
YOU PAY \$4.00
PER BOTTLE \$42.00
per dozen

A standout 'name-brand' in the luxury class!



Enticing as Mystic Orient
PAGODA
Advertised Price \$27.50

(per ounce)
YOU PAY \$2.50
PAY PER BOTTLE \$24 per dozen

In distinctive lucite flacon



Famous, Provocative . . .
WHITE CHRISTMAS
Advertised Price \$18.50

(per ounce)
YOU PAY \$1.00
PER BOTTLE \$9.00 per dozen

as advertised in **VOGUE**



Personality Perfume
MURIEL HASBROUCK
Advertised Price \$10.00

(per ounce)
YOU PAY \$1.00
PER BOTTLE \$10.80 per dozen

Modern girl's favorite!



A classic favorite . . .
FAUN
Advertised Price \$15.00

(per 1/2 ounce)
YOU PAY \$1.00
PER BOTTLE \$9.00 per dozen

Makes a magnificent impression!


as advertised in **Mademoiselle**



Enchanting Aroma
SCHEME
Advertised Price \$7.50

(per 1/2 ounce)
YOU PAY 50c PER BOTTLE \$4.80 per dozen

Popular price! Tremendous seller!



Paris' Favorite
LE COUTURIER
Advertised Price \$17.95

YOU PAY \$1.25 PER BOTTLE \$12.00 per dozen

The new sensation!

ADVERTISED IN The Saturday Evening **POST**



PARIS' Daytime Favorite
LIS'N DEAR
Advertised Price \$17.95

(per ounce)
YOU PAY \$1.25 PER BOTTLE \$12.00 per dozen

Recognized as the "must" for day use!



FREE! NEW 1,000 ITEM ILLUSTRATED COLOR CATALOG

Features HALF MILLION DOLLAR STOCK of nationally advertised "brand-name" merchandise ready for immediate pick-up or shipment: Appliances • Bicycles • Cameras • Cutlery • Diamonds • Gift & Housewares • Jewelry • Power Tools • Radios • Toys • Watches. Catalog (with dealer's wholesale confidential-price list) does NOT carry our name! Copies available for your imprint!

GREENGLASS SALES CO. AMERICA'S LARGEST WHOLESALE DISTRIBUTOR

37-10 48th Ave., Long Island City 1, N. Y.
GREENGLASS BUILDING Open daily, Mon. through Sat. until 6 PM

'Operation Perfume' ALSO available for pick-up at
PITTSBURGH, PA.—G & G Distributing Co., Inc., 916 Forbes St.
NEWARK, N. J.—MAXWELL Distributing Co., 161 Washington St.

ORDER COUPON

OPERATION PERFUME
GREENGLASS SALES CO.
37-10 48th Ave., L. I. C. 1, N. Y.

Enclosed is \$..... send perfumes checked below.

—Sables and Pearls —Faun Perfume
—Muriel Hasbrouck —Lis'n Dear
—Le Couturier —White Christmas
—Pagoda Perfume —Scheme Perfume

FREE ILLUSTRATED CATALOG

NAME _____
ADDRESS _____
CITY _____ STATE _____

TERRIFIC VALUES!

Men's WATCH SET

\$75 retail tag with each set

Copy of \$150 Original



Complete Deluxe WATCH & JEWELRY Ensemble \$6.65

(DELUXE WATCH ALONE, \$3.90)

- Brand new nationally advertised watch, gold plated case and matching expansion band.
- Lustrous double-gold plated cufflinks, key chain and tie holder.
- Rich Leatherette Gift Case.
- Written service guarantee.

ABOVE PRICES FOR MINIMUM ORDERS OF 4 WATCHES. \$1.00 ADDITIONAL FOR SAMPLES. 10% deposit with order, balance C.O.D.

SEND FOR FREE CATALOG

BROOKS PRODUCTS
92 LIBERTY STREET
NEW YORK 6, N. Y.

The smash hit for '54!

SOM-UM-BRELLA

You're in the shade!



Ideal for Football Games and County Fairs . . . for the entire family! In bright, assorted colors with white.

- Instantly adjustable
- Water repellent
- Fits everyone

\$1.95 each

Jobbers, distributors Dealer's cost—\$14.40 Dozen

write, wire or phone for quantity prices

G & S Mfg. Co. Dept. 8, 514 Deaderick NASHVILLE, TENNESSEE

11312 So. Los Angeles St., Los Angeles 15, Calif

EXTRA SPECIAL DEAL



Bulova, Waltham, Elgin, \$9.95
Benrus, Gruen Watches . . . \$2.00

For agents and women, new model cases and dials. Reconditioned and guaranteed like new.
Yellow Exp. Band, 95c add.
Save \$15.40 on This Deal & ass't above \$9.95 Watches and 4 95c Bands to match. All for **\$50**

Send for Our New Big 100-page 1955 catalog, only 25c (refunded on your first order).

Wholesale only, 25% with order, balance C.O.D.—5-day money-back guaranteed if not satisfied.

JOSEPH BROS.
5 S. Wabash Ave., Chicago 3, Ill. "The Watch and Diamond House"

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.

You Can't Beat BRODY for Merchandise

We Carry a Complete Line of TOASTERS—Kitchen Utensils—ALUMI-NUMWARE—Irons—GRIDDLES—Waffle Irons—BABY DOLLS—Boudoir Dolls—PLUSH ANIMALS—Plastic Goods—HORSES—TOPS—CLOCKS—Dolls—CAR-NIVAL GOODS—Plastic Dolls—BAL-LOONS—PREMIUM GOODS—WATCHES—Glassware—ASSORTED NOVELTIES—Household Goods—Lamps.

72-PAGE CATALOG AVAILABLE FREE
SEND for Your Copy Today.

M. K. BRODY

1116 S. Halsted St., Chicago 7, Ill.
L. D. Phone: MONroe 6-9520
In Business in Chicago for 37 Years

NEW!

100 Feet of 48 12"x18" Pennants. All-Weather Durafilm. Only \$4.00. Money refunded if not satisfied.

MYRLO COMPANY
Dept. B
2148 W. 25th Cleveland 13, Ohio

ENGRAVERS

with it since 1907

No. 100 Men's All Aluminum Idents \$13 Gr.

No. 102 Double Heart All Alu-minum Idents \$13 Gr.

No. 14 All Alu-minum Grab Bag Idents \$7.50 Gr. (not seconds).

Send for New Catalog—We Pay Postage on All Prepaid Orders Except Airmail. All Phone: Waterfall 8-8835
Originators of the All-Aluminum Idents.

MILLER CREATIONS 7739 Avalon Chicago
DAY & NIGHT SERVICE

M. P. FILMS & ACCESSORIES
16MM SOUND FILMS—LOWEST RENTAL rates in history; get our prices now
Rogers Films, Lombard, Ill.

PARTNERS WANTED
WANTED—HARMONY EXPERIENCED girl vocalists to form pop trio. Send record and pictures or audition in person. Must locate in Chicago. J. Mack, Route 1, Box 3, Mt. Prospect, Ill. Clearbrook 3-3304.

PERSONALS
ARE YOU SEEKING PEACE OF MIND? Free home study course in the Catholic religion. Paulist Instruction Center, Dept. B, 2 Columbus Ave., New York 19, Ch-04
HOWARD HOLLY—PLEASE CALL KATHY, for she is sick. Lakeland Apartment Hotel, 4541 Sheridan Road, Longbeach 1-4724, Elizabeth McDermott.

JUNE, LET ME KNOW HOW YOU AND Arline are. Love, Garveana.
LOUIS WOLINSKY—FATHER DYING, contact brother or sister immediately. Milton. no27
REWARD, \$25—FOR INFORMATION regarding whereabouts of W. L. Smith, Smith, S. S. No. 428-44-2219, Concessions, Cook. Contact Ruby Crumpton, General Delivery, Norfolk, Va.
TONY FINSTINIO, OF PENN. PREMIER Contact Bob Cook, Buffalo, N. Y. Hobart 2673.

PHOTO SUPPLIES
DEVELOPING-PRINTING

DIRECT POSITIVE PHOTOGRAPHERS—We supply everything you need; reasonable prices. Eastman DP paper, chemicals, frames, backgrounds, comic foregrounds, camera for indoor and outdoors, complete Photo Booths, etc. Free information and prices; we are old and reliable since 1903. PDQ Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. ch-17

COMIC FOREGROUNDS AND BACK-grounds, Direct Positive Cameras, Paper, Chemicals, Mounts, Glass Frames, Photo Novelties, Miller Supplies, 1535 Franklin, St. Louis 6, Mo. de25

MARFOL 44 DIRECT POSITIVE ENLARGER now available. Act now, only few left. Price \$149.50. Write for price lists. Marks & Fuller, Inc., 70 Scio St., Rochester 3, N. Y. no27

MOUNTED BUCKING HORSE, LONG HORN Steer with saddles, out-door camera. \$500. Eagan, 2405 Elm, Dallas, Tex. np

PHOTO BOOTH OUTLETS CHEAP—All sizes; drop in and see them; latest improvements; real bargains. PDQ Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. ch-17

POSITIONS WANTED

DANISH TAP DANCER WANTS JOB IN night club, T.V., etc. Magic act, tap, comic songs by piano. Skillfully by guitar. Martin, 673 O'Farrell, San Francisco.

PRINTING

ALWAYS QUALITY CARDS—Fastest service. Three-color 14x22 window cards, 50 hundred, 17x26 size, \$12.50 hundred. Copy limit 50 words. Tribune Press, Dept. ND, Earl Park, Ind. de23

ATTRACTIVE CALENDAR CARDS—YOUR advertisement raised printed on front. 1955 calendar on back. 1000 only \$2.75 postpaid. Guaranteed. Executive Advertising, 1603 Kay, Washington 5, D. C.

NAME PRINTED—CHRISTMAS GREETING cards; circus, carnival cuts, 12, \$1; 25, \$2. Envelopes included. Hemphill, 2425 Sarah, Pittsburgh 3, Pa.

PERSONAL POCKET RUBBER STAMP with name, address, city, \$1. 1000 gummed, printed labels, \$1.50. L. Allen, 214 W. Jackson, Chicago. ch

PRINTED REPRODUCTIONS OF ANY-thing handwritten, typewritten, printed, drawn. Also autograph music, printing. Kennedy Printing Co., 173 Washington St., Barre, Vt. no20

QUALITY PRINTING AT LOW COST—Stationery, Forms, Envelopes, Cards. Prompt service. Samples and price list free. Oren, Printer, Valiant, Okla. de4

SPECIAL—1000 EMBOSSED BUSINESS Cards, \$2.50 postpaid; maximum six lines. Offer expires Dec. 31. John Peper, Box 822, Chattanooga, Tenn. de4

1000 BUSINESS CARDS, \$1.98, 150 EACH Letterheads, Envelopes, \$1.98. Price list, samples. Bryan, 23474 Fourth, San Diego, Calif. de4

HELP WANTED

REGULAR CLASSIFIED ADS . . . Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 15c a word—Minimum \$3. CASH WITH COPY.

DISPLAY-CLASSIFIED ADS . . . Containing larger type and white space are charged for by the agate line, 14 lines to the inch. (No illustrations or cuts.) RATE: \$1 a line—\$14 per inch.

Forms Close Thursday for the Following Week's Issue

ACCORDION OR TRUMPET MEN WANTED. Very good salary; year round job. On location in the winter, home every night. Write or call in forenoon. Johnny Hider's Orchestra, Box 113, Mandan, N. D. Tel. 2434.

LEAD ALTO AT ONCE—LOMBARDO HO-tel hand; cut or no notice. Buddy Bair, Van Cleve Hotel, Dayton, Ohio. no27

AT LIBERTY—ADVERTISEMENTS

5c a Word Minimum \$1
Remittance in full must accompany all ads for publication in this column.
No charge accounts.

Forms Close Thursday for the Following Week's Issue

AGENTS & MANAGERS

A-1 PRESS AGENT AT LIBERTY AFTER Nov. 15. Expert publicity and promotion for any type show or band. Also double as business manager. Ex-journalist with over ten years booking and publicity experience. Tommy Bell, 315 Owings St., Longview, Tex.

MISCELLANEOUS

MAGICIAN STORE DEMONSTRATOR—Will handle lines on commission and elsewhere. Western Canada. Allison, 3751 Frances St., North Burnaby, Vancouver, B. C., Canada. no27

MUSICIANS

ALTO SAX, CLARINET—AGE 27, SINGLE, with commercial experience. Would travel. Robert Sittler, Granby, Mo. no20

BASS MAN—READ, FAKE, VOCALS, O. Wootsey, 1118 First St., Chilleothe, Mo. Phone 2339-W.

DRUMMER, DOUBLE VOCALS—PLAY any style. Experienced; travel anywhere. age 26, single. Desires job with well established unit only. John Bonino, 974 Drake St., Madison, Wis. Phone 5-6944. no27

DRUMMER-VOCALIST—ANY STYLE. Good shows; sing ballads and jazz. Experience in small or big band; 30 years old. P. D. Altman, 2025 W. 53 St., Los Angeles, Calif.

GUITAR—ELECTRIC LEAD OR RHYTHM; read or fake. Popular style; good voice; well experienced. Write Florida or vicinity only. Alfred Bronson, General Delivery, Coral Gables, Fla. no27

PIANIST—CAN CUT BOOK; PREFER Florida. Clean habits. Wire Musician, c/o Western Union, Jacksonville, Fla.

PIANIST—READ, FAKE, VERY GOOD repertoire. Desires southern location. Will travel. Write Musician, 253 E. Brooks St., Apt. 5, Fort Walton Beach, Fla.

TENOR SAX-CLARINET, SOME VOCALS—Read anything, transpose, cut shows; well experienced. Have car. Prefer southern locations. Write, wire, phone Musician, DeSoto Hotel, Room 330, Tampa, Fla. no20

TENOR SAX—READ, FAKE; NICE TONE, wishes to join combo. Neat appearance. Weekends. Ben Rich, 505 Simpson St., Bronx, N. Y. Dayton 5-9855.

TATTOOING SUPPLIES

A-1 TATTOOING MACHINES—OUTFITS, 455 and up. Desires ink, colors, needles, free catalog. Owea Jensen, 120 West 13rd St. Los Angeles 1.

THREE MACHINE ELECTRIC TATTOOING outfit with electronic unit, designs, ink, color; big saving. Description free. Kelo, 728 Lesley Rockford, Ill. no27

WANTED TO BUY

ANTIQUE POSTERS—CIRCUS, CARNIVAL, show, sports, ear printing, military, military, confederacy, Robert E. Lee, or what have you? Describe and quote prices; dealers, mail list. Kasdin, 931 Edgewood, Trenton, N. J.

FLAT KIDIEE RIDE—MUST BE REASON-able and repairable. Send full particulars, photo. Ben Poplar, 2514 Toledo Ave., Lorain, Ohio.

MINIATURE TRAIN, ADULT SIZE; KID-die Auto, Tank or Sky Fighter Ride. Give age, cash price. Indiana Beach, Monticello, Ind. np

TC POPCORN MACHINES—GIVE FULL particulars, price, condition, number. Cash, terms, grade. Revco 209, Blue, 3534 Wallingford, Seattle 3, Wash. de4

WANTED—DIRECT POSITIVE ENLARGER. Robins, Box 64, Kankakee, Ill.

WINCHESTER MODEL 74 AUTOMATIC for 22 short only. State condition and price. Spencer Brockway, 2284 N.W. Everett, Portland, Ore. no27

2 20X30 USED TENTS, IN GOOD SHAPE; water and fireproofed; preferably from Florida location. Box C-121, c/o Billboard, Cincinnati 22, Ohio.

6 BABY BEAR CUBS—MUST BE ON BOT-tle. State price, shipping charges first lot. C-120, c/o Billboard, Cincinnati 22, Ohio.

22 OR 26 FOOT ALLAN HERSHELL Merry-Go-Round, short arm Octopus, Allan Herschell Auto Ride, Box 7697, Kansas City, Mo.

XMAS

IS NEARER THAN YOU THINK!

Send today for

RAKE'S 1955 GIFT GUIDE

Your profit guide to the Lowest Wholesale Prices of Nationally Advertised Merchandise Fully Illustrated

Gifts and Household Items

- ★ Appliances
- ★ Diamonds
- ★ Housewares
- ★ Luggage
- ★ Jewelry
- ★ Clocks
- ★ Watches
- ★ Sporting Goods
- ★ Cameras
- ★ Toys & Dolls
- ★ Radios
- ★ MANY OTHERS



RAKE COMPANY
708 Sansom Street
Philadelphia 6, Pa.
Phone: MA 7-7428

609 Spring Garden Street
Philadelphia 23, Pa.
Phone: LO 3-7866

Fill Out Coupon and MAIL TODAY!

Rake Company
708 Sansom St., Philadelphia 6, Pa.
Gentlemen: Please send me your 1955 Catalog.

Name _____

Business _____

Address _____

City _____ Zone _____ State _____

Forms Close Thursday for the Following Week's Issue

ACCORDION OR TRUMPET MEN WANTED. Very good salary; year round job. On location in the winter, home every night. Write or call in forenoon. Johnny Hider's Orchestra, Box 113, Mandan, N. D. Tel. 2434.

LEAD ALTO AT ONCE—LOMBARDO HO-tel hand; cut or no notice. Buddy Bair, Van Cleve Hotel, Dayton, Ohio. no27

HYPNOTIST, VENTRILOQUIST, CIRCUS acts with cars immediately. Dependable acts. Wire J. C. Admire, Franklin St., Brazil, Ind. Sixty-fourty deal.

WANTED—LEAD TRUMPET FOR MID-west Polka Band; steady, travel by bus. Contact Vikar Band immediately. 314 N. Second Ave., W. Albert Lea, Minn. no20

TRUMPET MAN — AVAILABLE IMMEDI-ately. Read, fake, cut shows. Desires work in South only. Sober and reliable. Danny Knowles, Box 52, Andrew Station, Panama City, Florida. Ph. SUnset 9-3435.

AVAILABLE NOW AND FOR 1955—NOV-ember act; trick horse and two coach dogs. Can do three ten-minute acts. Dusty Rhodes, 733 S. Bywood, Clawson, Mich. Phone Lincoln 1-4454. no20

AVAILABLE NOW—FOR INDOOR AND outdoor events; high-class Novelty Troupe Act. For full particulars, literature, etc. address Charles La Croix, 1304 South Anthony, Fort Wayne, Indiana. Telephone Eastbrook 3312.

BALLOON ASCENSIONS, PARACHUTE jumping for parks, fairs, celebrations. Claude L. Shafer, 1941 S. Dennison, Indianapolis 1, Ind. no27

DEATH PLUNGE INTO SUICIDE POOL—World Fair high-diving attraction; featured by Fox Movietones. Comprising ring of spears, blazing gasoline, a complete revolution high up in mid air, etc. Bad weather or a competitive attraction can't affect the powerful drawing power of this act. Cadillac quality. Ford priced. Capt. McDonald, 456 Lamplier Place, Warren, O. Tel. 45337. de18

FOLLOWING ACTS AVAILABLE—FAST comedy acrobatic act, wonderful troupe white spitz dogs; fast foot juggling act. Miller Troupe, 1895 N. Kansas Ave., Springfield, Mo. Phone 44734. no27

VAUDEVILLE ARTISTS

AVAILABLE OUTSTANDING FEATURE! World's greatest singing, posing originality artist; the Modern Miracle, Maria DeJores, Capitol Hotel, Richmond, Va. Wants financially responsible M of C who can play piano and assist in management having car.

VOCALISTS

ATTRACTIVE FEMALE SINGER—EXperienced; open dates for elite clubs, hotels, etc. Photos, resume, recording available to those sincerely interested. Full cooperation with booking agencies. Write personal representative, Joe Rosenstein, 190 West 42 St., New York 18, N. Y. no27

MALE AMATEUR VOCALIST (BARTON Y.) seeking employment with traveling orchestra. Write Musician, P. O. Box 34581, Los Angeles 28, Calif. de11

A TRIAL ORDER WILL CONVINCEN YOU!!

A BIGGER DEAL
6 Assorted Watches
With yellow expansion band. Reconditioned and guaranteed like new. **\$49.**

\$9.75 EACH

WALTHAM-GRUEN-BULOVA
WATCHES
FOR MEN and WOMEN

WEINMAN'S 182 So. Main St., Memphis, Tenn.

25% with order, balance C.O.D. 30 Day Money-Back Guarantee. If not satisfied, Write for circular.

DIRECT FROM MANUFACTURER



Glamorous Hollywood-designed pieces, exquisitely finished in highly polished gold plate aslow with numerous genuine rhinestones and machine-cut jewels. 4 assorted styles in ready style mirror box with satin lining.

\$2.00 Per Set

\$2.00 per SET
OTHER SENSATIONALLY PRICED ITEMS

- Watches and Watch Sets \$6.50 per doz.
- Pin and Earring Sets \$7.25 per doz.
- Necklace and Earring Sets \$7.25 per doz.

ALL SETS HANDSOMELY GIFT BOXED—25% deposit on all C.O.D. orders.

SEND FOR 32 PAGE 1954 CATALOG
All new styles, many new items.

PACKARD JEWELRY CO.
220 Fifth Ave., N.Y., N.Y. CH-3-0863

PERFUMES

Nationally Advertised!
YOUR PROFITS UP TO 100% AND MORE!

WHITE CHRISTMAS . . . \$ 8.40 doz.
MURIEL HASBROUCK . . . 8.40 doz.
DELTAH . . . 3.60 doz.
FELICITE' . . . 4.50 doz.
FAUN . . . 8.40 doz.
PAGODA . . . 24.00 doz.
SABLES & PEARLS . . . 39.00 doz.
3 COINS IN A FOUNTAIN . . . 9.60 doz.

Lowest Prices in U.S.A. Ideal for Pitchmen and Hustlers. Send \$10.00 for Samples of Each PREPAID

WRITE FOR FREE HOLIDAY PRICE LIST

IMPERIAL MDSE. CO.
893 Broadway, New York 3, N. Y.

Sell Tinselled Xmas Signs



To Stores, Homes, Offices and Clubs. Largest selection of Christmas and year-round ultra-blue signs. Metallic foil, metallic streamers and novelties. Marvelous full or spare-time money-maker. Order your samples TODAY!

MAKE EXTRA CHRISTMAS MONEY!
TERRIFIC 50¢ to \$2.00 SELLERS!

- 2 Metallic Foil Xmas Streamers, 12x40 \$1.00
- 2 Metallic Foil Xmas Signs, 7x12 \$1.00
- 4 Ultra-Blue Tinselled Xmas Signs, 11x14 1.00
- 15 Ultra-Blue Xmas Signs, 7x11 1.00
- 15 Ultra-Blue Store Signs, 7x11 1.00
- 15 Ultra-Blue Comedy Signs, 7x11 1.00
- 15 Ultra-Blue Religious Signs, 7x11 1.00

Above Samples Mailed Postpaid.

L. LOWY 812 Broadway, Dept. 225 New York 3, N. Y.

THE PITCH WITH A PROFIT \$\$\$\$

RAZOR PLANER



only **\$1.95**

Terrific for "DO-IT-YOURSELF" Fans

Light-weight . . . only 7 oz. l. Easy to carry for demonstration. Sturdy die cast 3-piece tool uses old razor blades to do 101 planing jobs on wood, plastic, linoleum, etc. Edge is always sharp! Safe . . . foot-proof!

RUSH: \$1.00 only for sample demonstrator and profit facts!

HANDI PRODUCTS MFG. CO. 1836 Euclid Ave. Cleveland 15, O.

FREE—FRISCO SPINDLE WHEEL & BUMPER GAME
—Write today for details on how to get yours—

EXPANSION IDENT RINGS Hand Polished ALUMINUM IDENTS

Stainless steel shanks, highly polished aluminum tops. No. 2000 Per Gross \$7.50

SOMETHING DIFFERENT GRAB BAG RINGS
No. 2479 Per Gross \$21.00 3 Assorted Styles
No. 2400, Per Gr. \$5.00

SEND FOR NEW 1954 CATALOG TODAY
We pay postage on all prepaid orders except Air Mail.

FRISCO PETE 226 So. Wells Street, Chicago 6, Illinois
All Phones: FRanklin 2-2567

TALKING BALLOONS

Big Talking Santa Claus Balloon with feet. TALKIE TAPE that says, "MERRY CHRISTMAS," instruction sheet, and adhesive piece—all packed in cellophane envelope—ready to sell. Your cost 17¢—retail to \$1.00. You can make YOUR OWN balloons TALK—TALKIE TAPE, instruction sheet, and adhesive piece, to make any balloon a TALKING BALLOON—only 5¢ each. TALKIE TAPES AVAILABLE—"HELLO SWEETHEART," "HAPPY BIRTHDAY" AND "MERRY CHRISTMAS." Send 50¢ for samples.

TALKING DEVICES CO., 4447 IRVING PARK ROAD, CHICAGO 41, ILL.

WE MANUFACTURE A COMPLETE LINE
La-Ta-Do TICKETS La-Ta-Do

RED, WHITE & BLUE	LUCKY SEVEN	7-11	COMBINATIONS	NUMERALS AND BINGOS	CLUB DEALS REG. OR SEWED
------------------------------	--------------------	-------------	---------------------	----------------------------	---------------------------------

LOWEST PRICES—SEND US YOUR NEEDS!
ORDER FROM YOUR JOBBER—OR WRITE DIRECT

609 So. 10th St. **TRIANGLE MFG. CO.** Minneapolis 4, Minn.

WORLD HEADQUARTERS
FOR RINGS OF ALL KINDS



- EARRINGS
- BOXED COS-TUME SETS
- WATCHES
- NOVELTIES

SEND FOR YOUR CATALOG.

STERLING JEWELERS
PHONE: ADAMS 4621 44 E. LONG STREET, COLUMBUS, OHIO

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.

Miller Blueprints MOA-Young Set-Up on Juke Box Record Label

MOA to Receive 10c Per Disk Sold; No Minimum Orders Required of Ops

OAKLAND, Calif., Nov. 13.—The decision by the Music Operators of America to support Barney Young's National Juke Box Music program was outlined and blueprinted this week by George A. Miller, president and general manager of the national association.

Miller, before explaining the program, emphasized that no contract had been negotiated between MOA and Young, and that this first record would act only as a test for operator reaction.

Young's plan, Miller said, is simply this: Record a new song on his own label, NJB; keep the tune license-free to operators in the event a revision is made in the present Copyright Act, and sell the disks to the nation's music operators.

Record Availability

"The record is available to all operators," Miller declared, "regardless of whether they are members of MOA or not. Both members and non-members will be charged

the same, at the usual distributor price of 55 or 56 cents a disk."

The reason for sending the orders thru MOA channels, rather than dealing directly with Young, Miller said, was set up to enable MOA to judge operator reaction.

As reported last week (The Billboard, November 13), Young's original plan, which called for all operators purchasing records to receive a share in royalty profits, was superceded with MOA taking an over ride on profits instead.

This week, Miller reported that MOA would receive 10 cents on every record sold, regardless of who purchased the disks. "The association will receive a payment on all sales to member operators, non-member operators, and to the retail level," said Miller.

"All monies collected will be [\(Continued on page 77\)](#)

Quebec Group Plans Banquet For January

MONTREAL, Nov. 13. — The first annual banquet of the Association of Amusement Machine Operators of Quebec will be held in January.

Richard Dore, business manager of the organization, announced this week that operators at the last regular meeting voted to set up committees to make the arrangements.

Further discussion was scheduled for the next meeting at the Cafe Minuit, November 29.

Meanwhile, the association [\(Continued on page 74\)](#)

many counties, announced last week that they were in the process of eliminating nickel chutes from all of their music equipment.

Starting in Cleveland, members of the Cleveland Phonograph Merchants Association suddenly switched to dime play, three-for-a-quarter on 500 of their best locations.

The Summit County Music Operators' Association, with headquarters in Akron, moved next. Beginning last Monday (8), the association moved from one section of the city to another, converting all machines in its path to dime play.

At the same time, operators of the Retail Amusement Association [\(Continued on page 77\)](#)

Detroit Ops Approve 10c, 4-for-25c Play

DETROIT, Nov. 13.—The switch to juke box dime play in this area, scheduled for January 1, will probably offer music fans four tunes for a quarter, rather than the customary three.

This was indicated by early returns on the post card survey undertaken by the United Music Operators of Michigan. Results of the questionnaire will be used as a guide by the association in making the conversion.

Surprising was the number of returns received by non-members, according to Roy Small, conciliator of UMO. Small said that non-members indicated without a doubt their willingness to go along with change, even offering contributions to the joint promotional fund to acquaint the public with the facts necessitating the move.

Of all the returns, only two indicated opposition to the program, he said.

Previous feeling by some operators against the change was re- [\(Continued on page 77\)](#)

TORONTO

Distrib Aids Juke P-R With Gift to Coach

TORONTO, Nov. 13.—Public relations for the coin machine industry was given a boost this week when Reg Gilchrist, Seeburg distributor, presented a 200 Select-O-Matic unit to Gus Ryder. Ryder is the swimming coach of Marilyn Bell, the 16-year-old girl who recently swam Lake Ontario. Everyone presented gifts to the plucky girl, but only Gilchrist remembered Ryder as well.

The presentation was made at a luncheon of businessmen, held in honor of the girl.

EDITORIAL

Independent Test

The juke box commercials proposal is in the works. But it's along way from being set and the divisions it has caused within the industry are a long way from being settled.

The slowness with which the commercial project moves is understandable because the project requires an enormous amount of preparation and a sure-footed approach.

At this point no one knows the answer to the big question: How will commercials affect juke box earnings?

Recorded commercials mixed with music and played in New York's Grand Central Terminal flopped because of public resentment. Opponents of the juke commercial project point to the Terminal and similar instances to prove that they are right. But this argument ought not be allowed to prejudice the commercials idea.

A Fair Hearing

It is imperative that Music Operators of America and Rodney Pantages insure the commercials project a fair hearing. George A. Miller, as head of MOA, owes that to operators. Pantages owes that to the industry.

The only means of insuring the project a fair hearing is to determine in advance how the public is going to react. Both Pantages and Miller have agreed that field tests should be conducted. But either has yet released details of how they propose to make the test.

We believe that only an independent research firm is in a position to find the answers which will prove or disprove the merits of the project. Since the project is controversial, no parties to the controversy should have a hand in—let alone conduct—these important tests. The findings of any test conducted and measured by the project's advocates could and undoubtedly would be promptly challenged.

An independent research firm—whose sole interest is in recording public opinion—must conduct the tests if the best interests of music operators are to be served.

570 INSTALLATIONS

\$450,000 Deal Okayed For Background Music

• [Continued from page 13](#)

thought background music was the greatest innovation in the new home today. Backing up his conviction is the \$23 million project promoting background music as standard equipment.

The idea, introduced by Garling and Music Systems, is a major push in this new field opened to recorded music.

"As people become accustomed to the idea," Payne summarized, "background music comes out of the commercial field and into the home."

Payne added that because of the tours thru the model homes, people were already asking for information on having the unit

placed in their homes on an individual basis. Payne said that such installations had been going on for some time, but never with so much enthusiasm.

At least one other major deal for multiple installations commercially is now pending.

Neb. Op Assn. Meet Skedded December 11-12

OMAHA, Nov. 13.—Howard N. Ellis, secretary-treasurer of the Nebraska Automatic Phonograph Operators' Association, Inc., announced this week that the next State-wide meeting would be held December 11-12 at the Madison Hotel in Norfolk.

Host for the event will be Boyd Worley, who has already made arrangements for the banquet Saturday evening (11), Ellis said.

One of the highlights of the event will be a juke box donation to the YMCA Youth Center in Norfolk. The donation is a part of the association's public relations program, which calls for a gift of a juke at every meeting.

Ellis said that a large operator attendance was expected at the two-day event.

MUSIC THIS WEEK

Among the stories of general interest to the coin machine industry in the music department up front in this issue of The Billboard are:

CHRISTMAS BATTLE IS ON as far as record manufacturers are concerned. Yearly struggle to put disks on the top of the list is already in full swing. Disks in the running listed.

MEADOWBROOK BALLROOM, Cedar Grove, N. J., opened its doors to country & western music for the first time last week—pulled the largest crowd in many years. Hank Snow was the artist who played before 2,000 paid admissions—mostly teenagers.

NEW DISKS BY WOOLWORTH announced in England. Oriole-Mercury to make the disks. Planned price is 52 cents per.

BELL RECORDS FINDS EXPORTS a booming business. Surprisingly, the lower-priced disks are finding 33 1/3% the current rate. Proves how fast the export market is growing.

And many other informative news stories, as well as the Honor Roll of Hits and pop charts.

UMO's 4-Point Youth Program Gains Headway

DETROIT, Nov. 13.—The four-point program of the United Music Operators of Michigan, which brings music actively to the fore in the fight to provide improved environment conditions for teenagers, took a major step forward at a special meeting Tuesday (9), when details of the program were ironed out and co-ordinated by the various groups.

The program, as it now stands, will cover:

1. The 97% Clubs, with recreation, specifically thru juke boxes, at the local level (The Billboard, November 13).

2. City-wide entertainment for [\(Continued on page 77\)](#)

COIN CALENDAR

Following are dates of interest and importance to all coin machine operators, distributors and associations. Check the calendar every week for new events scheduled in your area.

November 15-18—American Bottlers of Carbonated Beverages, annual convention, Convention Hall, Philadelphia.

November 22—Amusement Machine Operators' Association of Greater Baltimore, bi-weekly meeting, Mandell-Ballow Restaurant, Baltimore.

November 27—United Music Operators of Michigan, joint distributor showing, Fort Wayne Hotel, Detroit.

November 28-December 1—Nation's Association of Amusement Parks, Pools and Beaches, annual convention, Hotel Sherman, Chicago.

November 29—Central States Phonograph Operators' Association, monthly meeting, site to be announced, Peoria, Ill.

November 29—Association of Amusement Machine Operators of Quebec, monthly meeting, Cafe Minuit, Montreal.

November 30—Los Angeles Division California Music Merchants' Association, regular meeting, Coral Room, Hotel Gaylord, Los Angeles.

December 2—Summit County Music Operators' Association, monthly meeting, Mayflower Hotel, Akron.

December 11—Amusement Machine Operators' Association of Dade County, annual banquet, Saxony Hotel, Miami.

December 19—Associated Amusement Machine Operators of New York, annual banquet, Latin Quarter, New York.

(Send Calendar dates to The Billboard, 188 W. Randolph Street, Chicago 1.)

Just What Is sonoramic sound?

The AMI Model "F" is the only juke box capable of delivering SONORAMIC SOUND. Just what is SONORAMIC SOUND?

If you've seen and heard "Cinerama" movies with the wide screen picture that puts the viewer in the center of the scene, you may get some idea. Sonoramic Sound is sound that surrounds the listener.

How come? Multi-Horn High Fidelity is the answer. The Model "F's" flared treble horn is placed inside the cabinet at ear level so that all the fine, sweet highs can travel around the location without interference from furniture and other obstacles. The "F's" bass horn, equivalent to more than NINE 12 inch speakers, sends its beautiful bass notes out through the bottom of the cabinet from whence they proceed all around the room, using the very floors, yes even the walls, as extensions of the horn to produce an amazing "all-over-ness" of music, so intimate, so living and so realistic that you immediately come to a new appreciation of what music at its best really is. You are captivated with the feeling that you are right in the center of the orchestra.

The Model "F" inescapably seizes and holds the complete attention of its audience. The "F" sells its way as the top money-making juke box because perfect music is the best salesman of music there is. It's impossible to ignore its great quality, its new Sonoramic art. Consequently, by monopolizing the attention of its listeners, the "F" coaxes away their coins for more . . . more . . . more! The public's appetite for great music is truly insatiable.

**8 Gorgeous New Color Presentations
in the Most Distinctive Cabinet
of the High Fidelity Era**

Originator of the Automatic Selective Juke Box in 1927
AHEAD THEN — AHEAD NOW



AMI Model "F" 120, 80, 40 Selections

AMI Incorporated

GENERAL OFFICES AND FACTORY: 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN

Licensee: Jensen Music Automates—building the IMA-AMI Juke Box sold through Oscar Siesbye A/S, 5 Palaisgade, Copenhagen K., Denmark

COINMEN YOU KNOW

Milwaukee

Communications to:
Benn Ollman
Uptown 3-4018

Bob Puccio, of P. & P. Novelty Company, is now the owner of a 14-foot runabout boat. He and his partner, Joe Pelligrino, have been spending a lot of their spare time sailing at the Lake Michigan harbor.

Doug Opitz, who has held down the secretary's post of the local Phonograph Operators' Association, reports that the group is dangerously inactive at present. Attempts to scare up a quorum for monthly meetings has failed, he says.

Bob Thompson, Capitol Records man, points out that one of his top sellers at the juke box trade is "Bazoom." Also moving fast is the Les Paul and Mary Ford version of "Whither Thou Goest." Al Latuska, regional vice-president of Capitol Records, spent a couple of days in Milwaukee.

Still no word from the Milwaukee police department concerning the theft of vital tools and equipment from the George Schroeder Company. "It looks like a hopeless case," says George Schroeder, who adds that the missing tools have been hampering the work of his servicemen.

Walter Brown is the new route man at the Hilltop Coin Machine Company. He formerly worked for a coin firm in Louisiana prior to coming to Milwaukee.

Bill Farr, the Columbia Records sales director here, reports that the new Rosemary Clooney "Mambo Italiano" is taking off among disk buyers like a smash hit.

Harry Jacobs Jr., sales manager of the United, Inc., Wurlitzer distributors, is packing his bags for the trip he won to Bermuda for being among the top volume leaders in October. The United, Inc.'s sales record for October exceeded any previous month's music box output since the firm was organized, according to Jacobs. He plans to fly to New York, where he and his wife will join with the other Wurlitzer distributors who have qualified for the 10-day jaunt to balmy Bermuda.

Harold Reitz, the RCA Victor records sales manager for the Taylor Electric Company, announces that the new building being constructed for the wholesale firm is nearing completion. Plans call for moving into the new headquarters on N. Port Washington Road sometime between Christmas and New Years, reports Reitz.

Herb Wagner, the G. & W. Novelty partner, informs that cash box takes are currently in a decline in the southern parts of Milwaukee County. Cause for the slackness is attributed to the heavy layoffs in the basic industrial plants in that sector. Onset of the bowling season aided somewhat in brightening the coin machine picture, according to Wagner, but the big list of unemployed constitutes a heavy drag difficult to overcome.

Joe Robbins, the Seeberg salesman for the S. L. London organization, spent a big part of the week vacationing and enjoying a visit with his parents who journeyed out from the East to visit with him.

With his health still definitely on the mend, Math Schaefer says he is able to put in several days a week helping his routemen make their calls.

A big renovating and remodeling job is in progress at the Vic Manhardt headquarters. Result will be a lot more room to display used coin machine equipment and the new Evans music machines, according to Manhardt.

Hastings Distributing is planning a big trade showing of its many lines of general holiday merchandise and premium goods. Sam Hastings says that he is expecting a bigger turnout than enjoyed last year when hundreds of dealers and coin machine operators showed up for the Christmas wares show.

Don Thorn, the Decca Records boss here, was in the limelight this week. Along with Fred Waring, appearing in a concert sponsored by B'nai B'rith, Don helped present the Milwaukee Boy's Club's singing group a complete library of Waring choral arrangements and albums.

Miami

Communications to:
Al Denny
83-8696

Chilly Days Hurt Cup Drink Sales . . .

Recent wave of chilly days hurt cup drink sales, according to Leon Hersh, of the J & M Vending Company. Hersh and his boss, Mort Simon, win whenever the weatherman predicts a cool snap for South Florida.

Lucky Skolnick, of Music Makers, has purchased a waterfront home at Miami Beach.

The Chordettes have a big hit in "Mr. Sandman," say the juke box operators. Marvin Lieber, of the Pan American Distributing Company, which handles the Cadence label, is having a time keeping this number in stock.

Accountant Mac Shaw and his wife, Belle, are receiving congratulations on the birth of their third son, Bryan Richard. Shaw and his partner, Gil Gross, who number many coinmen among their clients, should get together for a bit of

baby swapping. Mac has three boys and Gil has three girls.

The partners recently moved into larger quarters in the Congress Building and now boast a string of distributor and operator clients reading like a "Who's Who" in the local industry. Among them are Taran Distributing, Bush Distributing, Stirling Amusement, Diamond Amusement, A & T Vending, Advance Music, Marino Music, Neal Shuffleboard, Pan American Distributing, Brooke Distributors, Fidelity Music, North Dade Amusement, Arcade Amusement, Century Amusement and All-Coin Amusements.

Bert Blatt, son of the AMOA president, is developing his own cigarette route.

X. Zevery, Radio Center, took a bride not long ago. Ann Holubka. Zevery's team in the AMOA Bowling League is improving steadily. Besides X, the team boasts such stalwarts as Dave Shedd, Lenny Baitler, Bill Rio and Sid Shector.

Gene Lane showed up at Monday's bowling session for the first time and is now waiting for an opening on one of the teams.

Dave Engel, Dade Vending Company, who is a staunch advocate of 10-cent juke box play, recalls that during his recent trip north he boarded the Cape Charles, Va., ferry which plies between that city and Norfolk. Engel says there were two juke boxes on the boat, one of them for Negro patrons and both were on straight dime play. "And they were busy all the time," he reports.

Dave Roth, Ace Saxon Cigarette Vending Company, paid a visit to the AMOA office.

Fred Green, Wilgreen Shuffleboard Company, says his boards are earning extra money since he turned the refinishing job over to Hobart Wilson.

Buster Railey, route man and mechanic for Deale Automatic Music, says that business is picking up all along the route now that the winter tourist season is getting under way. Dinah Washington's "I Don't Hurt Anymore" (Mercury) is doing the most business among Negro music patrons, he says.

Two greatly improved bowlers in the AMOA league are Harry
[\(Continued on page 76\)](#)

Miami Bowling Race Tightens

MIAMI, Nov. 13.—Radio Center bowlers exploded against the league-leading Music Makers in three out of four games this week, leaving the pacemakers in a tie for first place with Advance Music.

Advance surprisingly took three out of four against Acme Music and Vending, while Marino Music rolled over American Operating Company by the same margin. Ross Rock-Ola Distributing blasted All-Coin Amusements in four out of four to jump into a tie for second place with Acme Music and Vending.

High game for the evening was the 200 racked up by Leon Guss, Advance Music. Buddy Cohen, Acme Music and Vending, had a 531 set for the evening to top the keggers in that department. Guss and Cohen are two of the outstanding maple crushers in the league.

High team game for the season is the 740 chalked up by Advance, while Ross Rock-Ola's 2,136 is the high team set.

Standings follow:

	Won	Lost
Advance Music.....	15	5
Music Makers.....	15	5
Ross Rock-Ola.....	12	8
Acme Music.....	12	8
Radio Center.....	7	9
Marino Music.....	6	14
American Operating..	5	15
All-Coin.....	4	12

Lieberman Buys Branch Office Bldg. in Omaha

MINNEAPOLIS, Nov. 13.—Lieberman Music Company, AMI distributor, expanded its operation this week with the purchase of a one-story office, salesroom and warehouse building in Omaha.

The building, located at 809 S. 25th Street, also features a complete parts department and one-stop record outlet, according to Harold Lieberman, head of the firm.

Jerry Harris is manager of the new branch office, with Harold Klein, formerly of Milwaukee, assisting.

Formal opening of the new headquarters will be held later Lieberman said.

Until now the Omaha operation had been conducted from the firm's main headquarters here in Minneapolis.

Fire Destroys Rosen Hqtrs.

PHILADELPHIA, Nov. 13.—The two-story phonograph warehouse and coin machine headquarters of Dave Rosen, Inc., AMI distributor, 855 N. Broad Street, were burned to the ground this week. It was the second fire experienced by the firm in 16 months.

Feeding on thousands of shelacked records and lacquers and paints used to finish coin machines, the flames spread rapidly thru the building.

Firemen were unable to fight the fire inside the building because of the heavy acrid fumes and smoke. Traffic on Broad Street was rerouted for two hours.

The building was remodeled after the first fire June 23, 1953, at a cost of more than \$150,000.

The assistant manager of the company said that in addition to the regular stock, the firm had just received a new supply of records for Christmas.

9-Month Net Down at AMI

GRAND RAPIDS, Mich., Nov. 13.—John W. Haddock, president of AMI, Inc., announced this week that AMI net income for the nine months ended September 30 was \$45,848 or 21 cents a share, compared to \$138,208 or 62 cents a share for the corresponding period last year (220,870 shares were outstanding at the end of both years).

Haddock said that results in recent months were adversely affected by the heavy expenses incurred in connection with production changeover and other costs incident to the introduction of the new model.

"Orders for the new model have been received in excess of manufacturing capacity for some time," Haddock said.

Sandler Holds Two Op Service Schools

MINNEAPOLIS, Nov. 13.—Members of the Sandler Distributing Company, Wurlitzer outlet, held a service school for operators and their servicemen in Des Moines Tuesday (9), returning for a similar event here the following day.

Irv Sandler, head of the firm, was on hand for both sessions, along with Arnie Sandler, manager.

Reid Whipple, regional service manager of Wurlitzer, conducted the schools, aided by Harold Harter, Sandler service chief.

Oomens Leads Chi Keglers At 9th Week

CHICAGO, Nov. 13.—The Automatic Phonograph Bowling League of Chicago wrapped up its ninth week of competition Monday (8), with the team of Walter Oomens Sons holding down the coveted No. 1 spot.

Also still early in the season, team members are watching two teams, the present leaders and Decca Records. Two other teams making a bid for the top spots are Mercury Records and ABC Music No. 2.

The highest team score rolled to date is held by Mercury Records with 2419 pins. Highest single team game score is held by Star Music with 842. Individual honors for a three-game series rests with B. Loob (609), of Mercury Records, while the single game high has been cornered by A. Evans (228), of Melody Music.

Following are team standings after 24 games:

	Won	Lost
Oomens Sons	18	6
Decca Records	14	10
Mercury Records	14	10
ABC Music No. 2	14	10
Star Music Co.	13	11
Atlas Music	13	11
Melody Music	13	11
Westerg Music	13	11
Coral Records	12	12
B & B Novelty	12	12
Pasche Phono	11	13
ABC Music No. 1	9	15
Gillette Distrib	6	18
Coven Music	6	18

The league meets Monday evenings at the G & L Bowling Alleys.

Wertz Hosts Va. Ops at Rock-Ola Show

RICHMOND, Va., Nov. 13.—Operators from all over the State converged at the headquarters of Wertz Music Supply Company here for the showing of the 1955 Rock-Ola phonographs. The model was first introduced to the trade October 16.

Dan Wertz hosted the event, assisted by his entire organization. The showing was held all day Sunday, and both floors of the Wertz Music Company's building were devoted to the visiting operators.

Among the operators and their guests attending were John H. Cameron, Universal Music Service; J. C. Godsey; Ed T. Williams; Milton and Joe Sinsheimer, Allen Distributing Company; Donald Miles; Mr. and Mrs. R. Ralph Wilkins; Robert Minor and Mr. and Mrs. Tom Minor, Minor's Music; C. B. Corry and son; Fred Birdson, Thomas H. Lacy; R. S. Jones; Mr. and Mrs. James A. Jones, and Nell V. Ruby, all of Richmond.

Norfolk representatives included Howard Barton, W. T. Campbell, and Charles Johnson, all of Walker Music Company; Mr. and Mrs. H. B. Akers, Akers Music Company; Mr. and Mrs. H. N. Smith, and Mr. and Mrs. O. N. Hilburn. Others in attendance included C. George, Phoebus, Va.; Phil Chess, Chess Record Company, Chicago, and M. B. Johnson, Rocky Mount, N. C.

Quebec Group

[\(Continued from page 72\)](#)
forged ahead with its recent public relations program. At the September 27 meeting, operators donated a shuffle game and a late phonograph to the Canadian Paraplegic Association. In addition, a large quantity of records was given to the veterans at St. Anne's Hospital.

Firms contributing in the donations included Maurice Sales and Federal Amusement, Lawrence Novelty, Apex Phonograph Service, Kenneth Tom Amusement, Fremont Phonograph, Laniel Amusement, Inc.; Real Phonograph Amusement and Silver Amusement.

Akron Ops Sked Dec. 2 Meet to Air Dime Play

AKRON, Nov. 13.—The progress of dime play in this area will be aired by members of the Summit County Music Operators' Association at the Mayflower Hotel, December 2, according to Eddie Green, secretary-treasurer of the organization.

In a sudden move, operators here began converting all music equipment to dime play this week—the changeover to be completed by December 1 (see separate story).

Green said that a special meeting had been scheduled for November 18, but that city "sectioning" would highlight this gathering. Operators are converting their equipment in one section of the city at a time. When the changeover is complete, approximately 98 per cent of the juke boxes here will have eliminated nickel chutes.

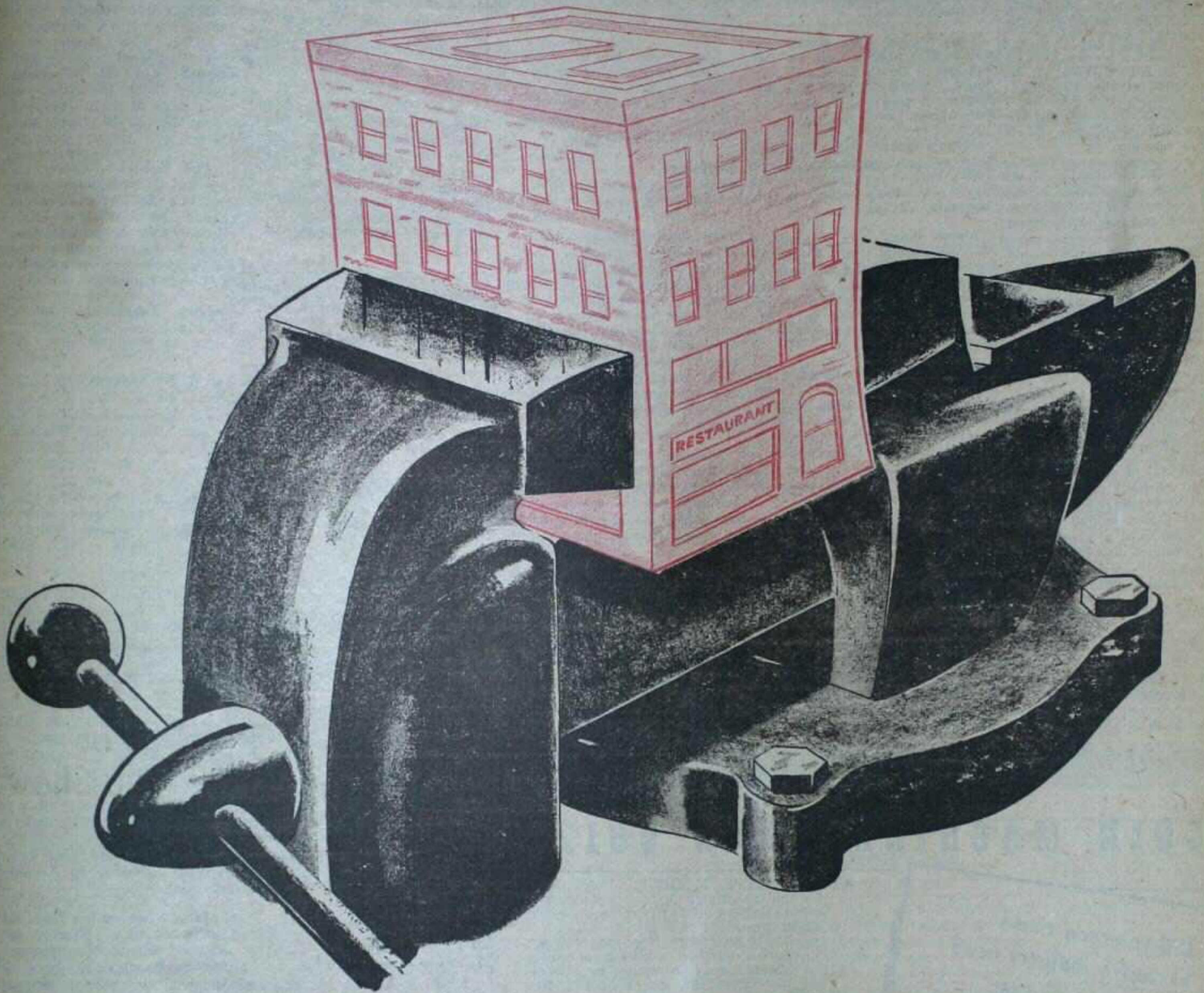
Tavern and restaurant owner reaction will be watched closely, and reported at the meeting, Green said. Also, he added, gross collections would be studied.

Op Warned on Dirty Records

NEWARK, N. J., Nov. 13.—A New Jersey juke box operator who placed two allegedly obscene sides in a tavern location was warned by the New Jersey division of Alcoholic Beverage Control and Order to remove the disk. The sides were "Hawaiian Tale" and "Joe's Joint."

In a letter to the operator, the ABC said, "Since we are sure that you would not in any way wish to jeopardize liquor licenses of your customers, may we have your assurance . . . that you will forthwith recall the recordings in question and refrain from placing them or any similar records in any liquor licensed premises in the State."

The Music Guild of New Jersey had previously warned its members that the possible revenue dirty records might earn isn't worth the bad public relations that result.



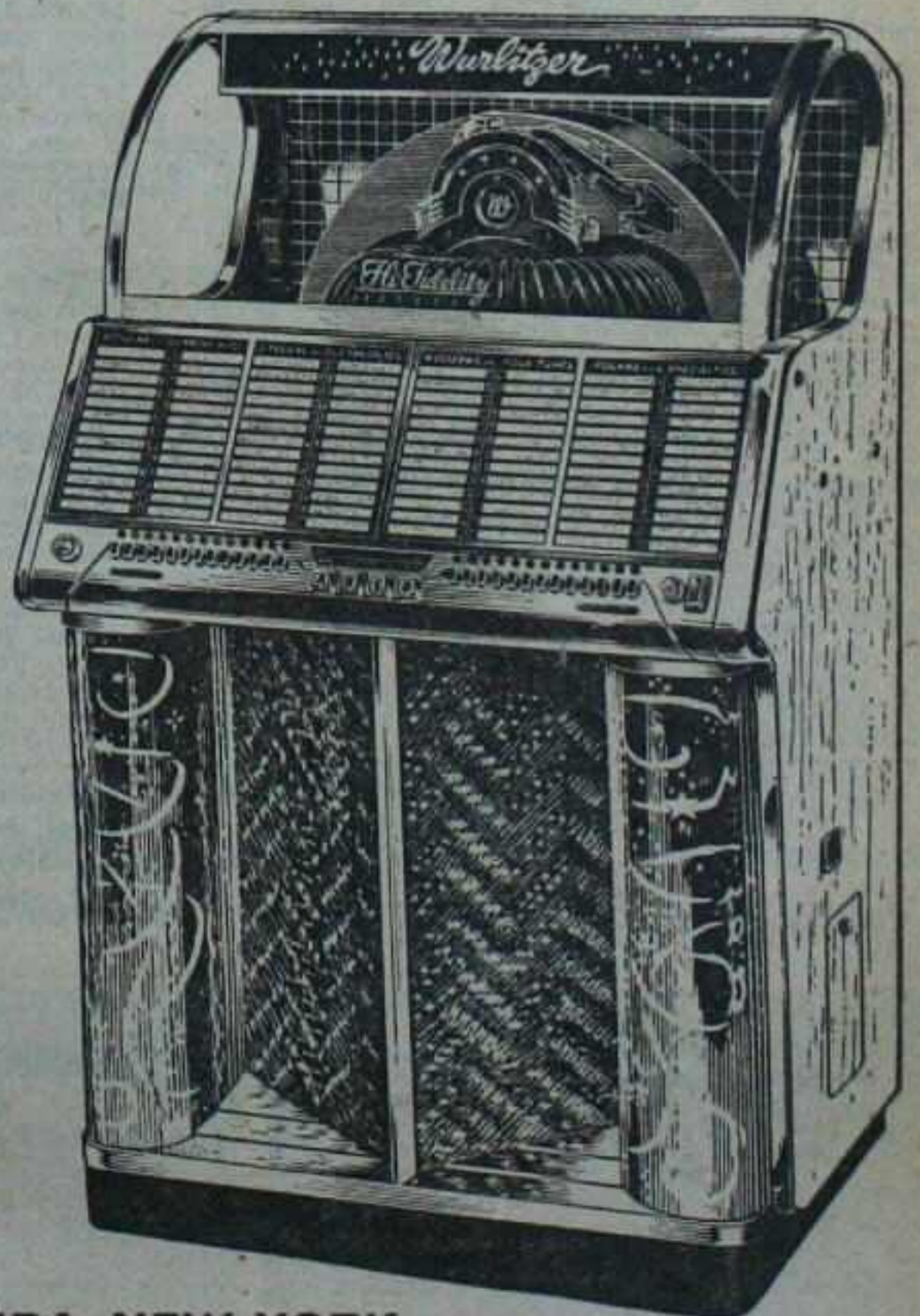
holds locations like a vise

Once on location, the 104-selection, style leading Wurlitzer 1700HF STAYS IN! That's been the pattern right through the year. It has what it takes in appearance to attract more play, and its thrilling, true High Fidelity tone keeps that intriguing Carousel Record Changer in practically perpetual motion. If you want to lift your take in every top spot, take this tip... install a Wurlitzer 1700HF.

**SEE IT-HEAR IT-BUY IT AT YOUR
WURLITZER DISTRIBUTOR
THE HIGH EARNING, HIGH FIDELITY**

Wurlitzer **1700**

TAKES THE MASK OFF
THE MUSIC



THE RUDOLPH WURLITZER COMPANY • N. TONAWANDA, NEW YORK
Established 1856

COINMEN YOU KNOW

• Continue from page 74

Zimand, Acme Music and Vending, and Barry Taran, teen-aged son of Sam Taran. Barry turned in a 432 total recently.

Roy Gullo, who dreamed up the idea of having a bowling league, is now spending plenty of extra hours keeping records and overseeing the operation. Everybody says he is doing a terrific job.

In the AMOA election for the six posts on the executive board, it was decreed that the losers would serve as alternates, and that in the event the winners missed two consecutive board meetings, alternates would be named to step into their places for the rest of their terms. The alternates are Jack Kauffman, X. Zeverly, Ray (Frenchy) Hermetet, Murray Gross and Dave Engel.

A good barometer of business conditions in Florida are the periodic reports of sales tax collections. October's revenue increased 12.36 per cent, more than a half million dollars over the same month last year, according to State Comptroller C. M. Gay. October collections totaled \$4,936,000, compared to \$4,393,000 for October, 1953. Gay said that for the first four months of this fiscal year collections totaled \$20,489,000, or an increase of 10.76 per cent over the same period in 1953.

Dave Engel, Dade Vending Company, believes other juke box manufacturers should emulate AMI's simplified front glass window, which is straight and not curved, therefore inexpensive to replace. Engel also admires the front door feature in the AMI Model F which

enables the outeman to work on the machine easily.

Jack Berling, AMI service representative, paid a call on Bob Norman at Southern Music, AMI outlet. Another visitor was Bill Rogers, Rogers Music Company, Fort Myers.

Harry Goldberg, H & G Vending Company, and his friends, Harold Tobin, both ardent fishermen, discussed the latter's vacation trip to Acapulco, Mexico.

Morris Price, sales manager of Mercury records, was in town visiting Steve Brookmire at Mercury Record Distributors. Mrs. Jean Powers, record clerk at Mercury, believes Buddy Morrow's "Mr. Sandman" will get heavy play in the jukes.

In her syndicated column, which appears in The Miami Herald, Sylvia Porter, financial analyst, states that despite all the black headlines and panic-creating reports about the link between cigarette smoking and cancer, the American public is puffing away at a near-record rate.

"In June," she writes, "the month the American Cancer Society's report on the alarming effects of smoking burst upon the nation, sales of cigarettes in our land actually topped any previous June record."

But in July, she adds, cigarette consumption fell off 3.2 per cent under the same month of 1953. "And it's likely that from now on sales of cigarettes will equal and quite possibly top 1953. For all of

1954, sales probably won't be off more than 3 per cent from last year."

Miss Porter quoted Harry M. Wooten, recognized as the top consultant to the tobacco industry, as saying: "Filter-tip cigarettes are selling at a 200 per cent higher rate than a year ago."

Detroit

Communications to:
Hal Reeves
Woodward 2-1100

Evans Named Detroit Mgr., Miller-Newmark...

Dan Evans, who has been with the Miller-Newmark Distributing Company, local distributors for AMI juke boxes and other coin-operated equipment, for the past four years, has been named manager of the Detroit branch by Bill Miller, head of the company. He succeeds Tony Sanders. Evans was formerly service manager of the company.

Maurice J. Feldman, head of Central Coin Machine Exchange, is back from six weeks in Florida, where he sought relief from a seasonal allergy, and is busy working on a new superior type of shuffleboard.

J. R. Pieters, head of King-Pin Distributing Company, is back from a successful pheasant-hunt in North Dakota and made his first Detroit visit from his Kalamazoo headquarters in several months.

Joseph Auton, manager of Michigan Midget Movies, has moved his unique Northland Kiddieland, outdoor combination Arcade and kid-

die park at the world's largest shopping center, into a lower level concourse room, creating a juvenile amusement center.

The Market Vending Company, Inc., is continuing operations on its cigarette vending route unchanged, following the death of Joseph Holtzman, a principal owner, several months ago. Mrs. Holtzman has taken over his interest, with Jack Bushkin, the other principal owner, remaining in active charge of operations.

Nick Zlonkevich and Charles Milevsky, formerly employed by a large cigarette vending company here, have recently gone into partnership on their own as the Southwestern Vending Company. They are concentrating on the cigarettes, but are also adding a few peanut and candy machine locations as well.

Your Music Company, established several months ago as an informal partnership, is being incorporated as part of a growth program, with Charles Liggons, Detroit restaurant operator, as president. Co-owners are Clark Moseley and Arnold Hooper, formerly employed by other juke box firms here for a number of years, who are in charge of the mechanical service department.

Fred Chlopan, executive secretary of the Detroit Shuffleboard Association, and his wife are returning from a short trip to Los Angeles.

The AAA Vending Company, which recently established a route of ice cream and cigarette vending, is temporarily suspending this department of operation with future plans open, meanwhile concentrating under the management of Jack Orlando in the industrial catering field.

Three top executives of F. L. Jacobs Company—Thomas J. Riggs Jr., president; Joseph A. Keller Jr., general manager, and William J. Jensen, assistant to the president—journey to Chicago for several days this week to consult with officials of their new operating subsidiary, Mills Industries.

Washington

Communications to:
Dolores Newcomb
EMerson 3-7451

de La Vieg Named To Variety Club Board...

Hirsh de La Vieg, president of the Hirsh Coin Machine Company, was elected to the board of governors of the Variety Club of Washington at the club's November 1 meeting in the Willard Hotel here. Hirsh says that his firm is doing a steady business.

Sid Lotenberg, owner of Westway Vending, reports that his changeover to fall and winter merchandise is just about complete. Sid looks forward to a better-than-average season.

Jim Bowen, head of Kwik Kafe of Washington, is pleased that cool weather has brought a substantial increase in coffee sales. Requests continue to pour in for his combination coffee-hot chocolate machine. Installations at nearby Army and Air Force bases have proved successful.

Pioneer Novelty, headed by Roger and Evan Griffith, is doing a slow but steady business.

Los Angeles

Communications to:
Joel Friedman
HOLLYWOOD 9-5831

Minthorne to Hold Open House Nov. 21-22...

Minthorne Music Company holds open house here November 21-22, formally celebrating the opening of its used music and games department, headed by Frank Menzuri, and the company's newly equipped high fidelity showrooms, with George Mahlum heading the latter department. Jean and Dolores Minthorne, Hank Tronick, Ed Wisler, Wayne Davis, Bob Webber and the entire staff will be on hand to greet operators in the South California area.

Ruth Schmidt shares the desk in export manager Joe Duarte's

office at Badger Sales Company, replacing Frank Dunkel, resigned. Bob Breither, Bally Manufacturing Company, Chicago, in town last week to conduct a service school at the Paul Laymon Company.

Peggy and Russ Field are new members of the California Music Merchants' Association. Group holds its next meeting November 30 at the Hotel Gaylord, Los Angeles. Lou Dunis in town again last week, visiting with Bill Hapell and Al Silberman at Badger Sales Company. Silberman takes off for a 10-day cruise with the U. S. Navy early in December.

Phil Robinson, Chicago Coin's regional representative, eagerly awaiting the first shipment of the firm's new Fireball bowler. Lyn Brown, Lyn Brown Company, reports he's doing a bit of research in preparation for a new surprise he's readying.

New York

Communications to:
Aaron Sternfeld
PLaza 7-2800

AAMONY Banquet Near Sellout...

George Ponsler, head of the Associated Amusement Machine Operators of New York, said that 425 tickets for the association's annual dinner at the Latin Quarter, December 19, have been sold, with only 25 left. Ponsler added that this year's souvenir journal will be the biggest ever—at least 64 pages.

Bob Luttman, Long Island operator, is passing out cigars to celebrate the birth of a son. The sister of George Briggs, local operator, died recently. Frank Broccoli, Braddock Music, is in the hospital.

Al Gilbert and Henry Schwartz have set up a game service company to operate only in the Bronx and Manhattan. James Caggiano, head of the Coin Machine Employees' Union, reports that membership has hit the 150 mark, about 95 per cent of coin workers. He added that the union has launched a drive to round up the other 5 per cent.

Joe Lederman has been named to the board of directors of the Music Guild of New Jersey. Nat Gutkin, Hartford, has been named Connecticut service representative by Runyon Sales.

Al Schlesinger and Sam Schlesinger, Poughkeepsie, N. Y., operators, were on 10th Avenue last week, as was Mrs. Gertrude Browne, Paramount Vending, Beacon, N. Y.

Twin Cities

Communications to:
Jack Weinberg
HYland 2896

Sandler Hosts 25 at Service School...

Twenty-five operators and servicemen attended the Wurlitzer service school conducted Wednesday (10) at Sandler Distributing Company here. Irv Sandler, head of the firm, came to Minneapolis for the school after conducting a similar study period the day before at his Des Moines offices (see story in Music section).

With elections out of the way, distributors here report that business has picked up unusually well. Incoming State officials, headed by Gov. Orville Freeman, apparently augur well for business in Minnesota.

Harry Atkins and Jack Ravine of United Machines Company, Minneapolis, were buying new music for their expanding operations in this area.

Al Gardner, Mayflower Distributing Company, St. Paul, was happy this week because his son, Marvin, member of the Marine Corps, is home on leave from Camp Pendleton, Calif., prior to leaving for Israel where he will serve as an interpreter for his branch of the service.

Harold Lieberman, Lieberman Music, left Wednesday afternoon for business in Chicago but was

COIN MACHINE NEWS QUIZ

Did you read these exclusive industry news items published in The Billboard—and only in The Billboard—last week?

- JUKE DISK LABEL GETS GOING.** MOA-sponsored recording and music publishing venture gets underway. George Miller, president of Music Operators of America, to send letter to 11,000 route owners urging support for new record carrying National Juke Box label. Plan to release first record in several weeks. Pressing to be done by custom division of Columbia Records. (Page 13, The Billboard, November 13.)
- JUKE OPS GET DISK SAMPLE BONANZA.** Juke box operators receive over 200,000 free records annually from major manufacturers and top independents seeking to capitalize on quick exposure of their tunes thru sampling. Manufacturers supplying this audition service shell out an estimated total of better than \$50,000 annually for this purpose. (Page 13, The Billboard, November 13.)

- MOA PREPS '55 SHOW.** Preparations for the 1955 Music Operators of America convention got off to flying start. George Miller, president of group, names operators for 10 key committees that will put convention together. Application blanks for exhibit space to be mailed by November 15. (Page 126, The Billboard, November 13.)
- EASIER FINANCING FOR OPS.** Standard Factors Corporation, major financing firm for vending and music machines, announces new, more liberal terms for operators. Instead of 25 per cent down payment, operators need only 15 per cent down under new plan. Instead of 18-month payments, maturity is lengthened to 24 months. Page 133, The Billboard, November 13.)
- THEATERMEN APPLAUD NEW CUP MACHINES.** Cup beverage machines and ice cream venders draw top attention of theater owners at final forum session of Theater Owners of America and International Popcorn Association convention in Chicago. Major portion of attention directed toward self-operation. (Page 133, The Billboard, November 13.)
- 14 COIN MFRS. TO SHOW AT NAAPPB.** At least 14 manufacturers of coin-operated equipment will exhibit at 36th annual convention of the National Association of Amusement Parks, Pools & Beaches, to be held November 28 thru December 4 at Chicago's Hotel Sherman. Kiddie rides, amusement games, scales, photo machines, movie machines and coin rejectors will play a big role at the show. (Page 137, The Billboard, November 13.)

IF YOU MISSED READING THE NOVEMBER 13 ISSUE OF THE BILLBOARD YOU MISSED THESE AND OTHER IMPORTANT NEWS STORIES AND FEATURES. ALL OF THESE STORIES WERE EXCLUSIVE IN THE BILLBOARD.

Only The Billboard Gives You News While It's New



A Continuing Story of Leadership in Action

due back in town in time to take in the Minnesota-Iowa football game Saturday (13) here.

Reports from LaBeau Novelty Sales Company, St. Paul, where Archie LaBeau is in charge, are that the firm has about completed installation of its new and large retail record department. Sales reports on Rock-Ola phonos is encouraging from that base, too.

Irv Sandler, head of Sandler Distributing Company both here and in Des Moines, will play host to a group of Iowa coinmen for the Minnesota-Iowa football game this weekend. Party will start with a dinner Friday night (18) in Nicollet Hotel, Minneapolis.

Bob Wenzel, of Automatic Games Company, St. Paul, according to reports, is enjoying favorable business these days.

Herb Sandel, of Lieberman's wholesale record department, said operators are hot after Billy Vaughn's new Dot recording, "Melody of Love." Demand for the tune, Sandel said, is tremendous.

Lu Welch, of F. C. Hayer Company, said operator demand for the Ames Bros.' version of "Naughty Lady of Shady Lane" on RCA Victor is such that the tune is destined to soar.

J. A. Redding, of LaCrosse, Wis., was in the Twin Cities market this week shopping. Doing the same thing were Les Bruns, of Fargo, N. D.; Mr. and Mrs. Hugh May, of Eau Claire, Wis., and Mr. and Mrs. Cecil Terveer, of Winona, Minn.

N. E. Ohio

Continued from page 72

of Massillon, the Youngstown Phonograph Merchants' Association, and the Eastern Ohio Phonograph Operators' Association of Warren, announced they too were in the process of switching to dime play.

In each instance, the aid of newspapers were sought to inform the public of the change. The papers carried stories, pointing out high costs of the operator as the reason. All compared present record and equipment prices with those of a few years ago, emphasizing that the extra nickel would keep the operators from going into the red.

In Akron, the Summit County Association received co-operation from the local radio station. Spot commercials were made throughout the week on disk jockey programs.

Change Wide-Spread

Eddie Green, secretary-treasurer of the Akron association, said that with the change already so widespread, other sections of the State were expected to follow in the near future.

He added that the change in Akron would account for approximately 98 per cent of all music equipment. Special meetings have been scheduled every week until the conversion is complete, he said. The next meeting will be held in the Mayflower Hotel, November 18.

Green said that tavern and restaurant owner co-operation was far better than expected. In fact, he said, we have only encountered one or two isolated cases of opposition.

In Massillon, Youngstown and Warren the associations scheduled conversions of their equipment to start within the next 30 days.

BUY AND USE CHRISTMAS SEALS FIGHT TUBERCULOSIS

Low Ruben, of Lieberman Music Company, is back from a trip into North Dakota and reports operators there optimistic about business prospects for the winter season.

Roy Stone, of Rice Lake, Wis., was in this territory buying juke boxes for his expanding route.

Jim Hunter, of the Wurlitzer phono credit department, visited at the Sandler Distributing Company offices in Minneapolis. He's from North Tonawanda, N. Y.

Frank Phillips, of Winona, Minn., added new music to his route on a visit to the Twin Cities market this week.

Dan Thraen, New Ulm, Minn., operator, came to town for a little shopping tour. So did Bob Cross, of Jackson, Minn.

Ben Weis, of Bemidji, Minn., bought new music for his expanding operation on his trip to the Twin Cities this week.

Richmond, Va.

Communications to: Ban Eddington 3-7290

Charter New Vending Firm ...

Vincent Fazino has obtained a charter for his new Cycle Bar Vending Company, Warwick, from the State Corporation Commission. Maximum capital authorized was listed at \$100,000 and Abie S. Farrah and Florence P. Fazino as co-incorporators.

R. C. Slate, Electric Phonograph

Company, Emporia, was in town purchasing new amusement machines for his routes in Southern Virginia.

Dan Wertz reports much operator interest in his showings of the 1955 120-selection Rockola at his Wertz Music Supply. He says that the hi-fi quality and compact size of the machine is drawing favorable comment.

M. F. Frye, Frye Amusement Company, Martinsburg, is expanding his routes via the purchase of several new AMI machines which he ordered at the trade showing at Roanoke Vending Exchange several weeks ago.

Curley Raines has added 30 new tissue venders to his already extensive route.

Berlo Vending's Polly Matthers reports several new installations in the District Theaters, Inc., chain. Theater outfit operates about 40 houses in Washington, Maryland and Virginia.

Slick Cottrell is adding to his route of popcorn venders.

O. D. Kelley has placed several kiddie rides in Richmond and Petersburg department stores.

Harman Corvino has started a one-stop service at his Globe Record Shop. Corvino was formerly manager of the local Decca branch.

Rueben Scher has added about 900 additional feet of floor space to his new Arcade in the Trailways bus terminal.

With bowling season now in full swing, operators are reporting heavy business.

Blueprints MOA-Young Set-Up

Continued from page 72

put into MOA's general fund for administrative purposes," he added.

The administrative fund was originally initiated for the purpose of supporting the juke box industry in its fight against legislative bills aimed at removing juke box exemption from the Copyright Act. With a new bill already rumored under way, the fund will undoubtedly be used for the same purpose during the coming year.

Altho Young said that he hoped for an initial order of 100,000 disks, and possibly twice that amount, Miller said that there were no minimum order restrictions being placed on operators. "It is strictly up to each operator as to the amount of the purchase," he said.

He added that this week letters had been mailed to approximately 11,000 operators throughout the country urging their support. The letters, he said, announced that MOA was supporting Young's program, told the names of the songs

to be released, and informed operators that the disks were available in both 45's and 78's, Miller said.

The first two tunes to be promoted on the new NJB label are "Early, Early, Early in the Morning" and "Daddy From Georgia Way." They have been cut by an orchestra fronted by Bob Chester, a popular swing band leader in the 1940's, and will be pressed by the custom division of Columbia Records. Actual release is not expected for several weeks.

Stressing the fact that no contract between MOA and Young existed, Miller remarked that a West Coast publishing company, similar to Young's, was still dickerer for MOA's support.

In concluding, Miller said that no future plans were being made, nor would be made, until operator reaction was reviewed.

UMO's 4-Point

Continued from page 72

youngsters, keynoted by the first party for 1,400 at the Fort Wayne Hotel, November 29.

3. A planned talent outlet for teen-agers with showmanship ability, via records played over the radio.

4. Close co-ordination with local disk jockeys.

A special working committee to prepare further plans was named. Included are Mary Ball, representative of the Parks and Recreation Commission; a representative of the Youth Committee; Larry Gentile, jockey at WJBK, and Roy Small, UMO conciliator.

Disk jockeys, now members of the UMO under newly adopted bylaw amendment, were represented at the meeting by Gentile and Tom George, also of WJBK.

Newspaper reception of the project was friendly, with each of the dailies sending a reporter, a specialist in teenage activities, to the meeting. The Detroit Times the next day carried a headline "JUKE OWNERS MAP DELINQUENCY FIGHT."

The joint meeting of leaders of business and all types of groups interested in youth, called by Police Commissioner Edward N. Piggin, is to be held Tuesday (16), with the expectation that sponsors for the clubs will volunteer.

How Was Your Timing on ...

"MAMBO ITALIANO"

ROSEMARY CLOONEY COLUMBIA 40361

New on Billboard's "Best Selling Singles" Chart

Start today to time your record buying to cash in on the heaviest disk jockey promotion and strongest dealer merchandising. Billboard's weekly BEST BUYS are the answer. Arrange now to have title strips of BEST BUYS supplied day and date with their publication in Billboard. You'll save time and money... you'll be riding only the winners for top play the year around!

Spotted as a Billboard BEST BUY

NOVEMBER 2, 1954

Title Strips Ready for Top Juke Profits

NOVEMBER 2, 1954

CONVENIENT ORDER FORM

There are 20 title strips on each card—10 on side A and 10 on side B. The minimum package includes 2 cards of each record selected (average 10 records—20 cards) delivered weekly for a period of 3 months.

Table with 4 columns: Cards per Week, Cost for 3 months, Cards per Week, Cost for 3 months. Rows include 20 (400 strips) for \$9.00, 30 (600 strips) for \$13.00, 40 (800 strips) for \$17.00, 50 (1000 strips) for \$21.00, and 60 (1200 strips) for \$25.00.

Sterling Title Strip Co. 2 E. 45th St., New York 17

Date

Please start sending me... title strip cards of Billboard's "Best Buys" to cost \$... for 3 full months. Payment is enclosed.

Name

Address

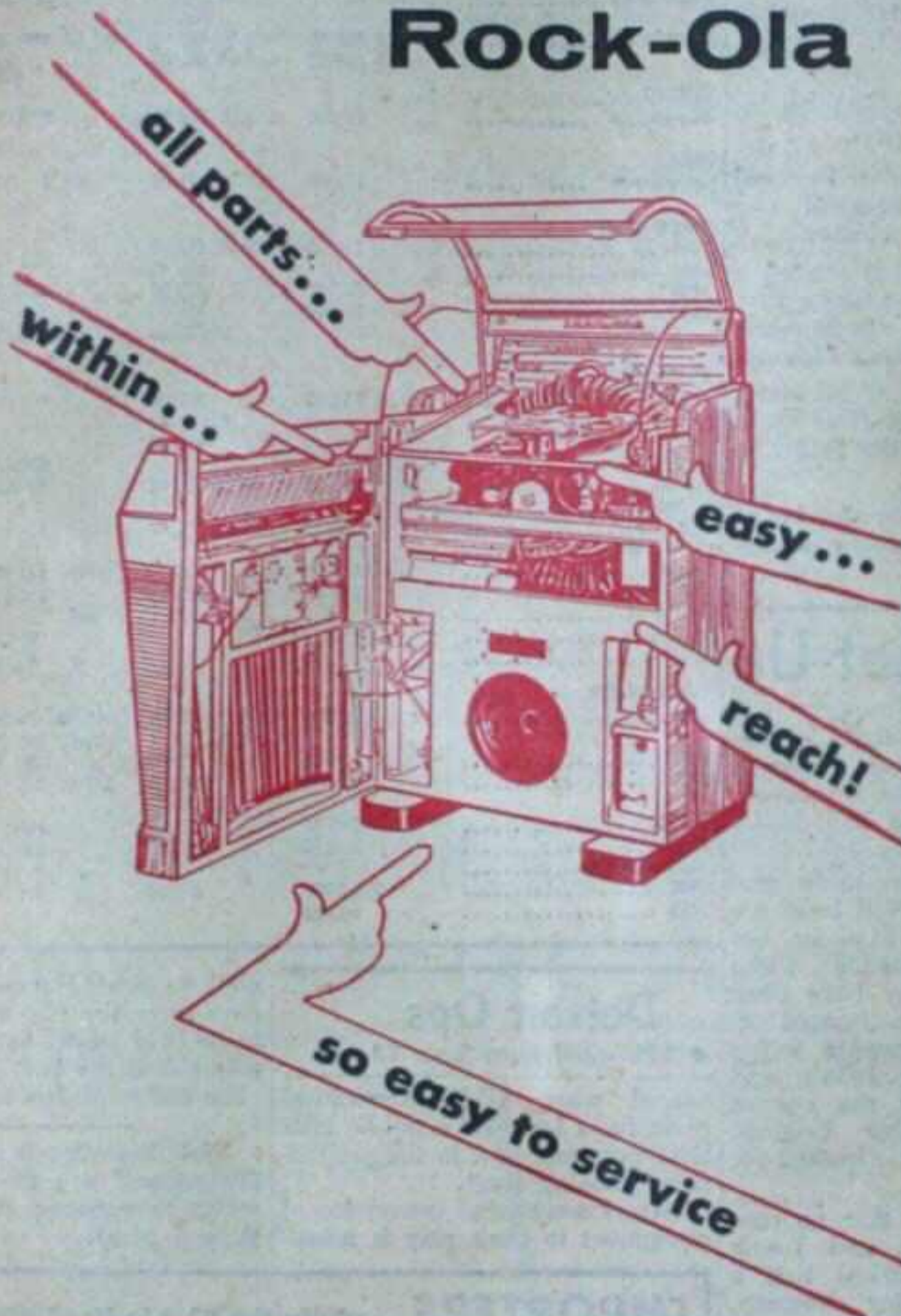
City Zone State

ask your serviceman . . . he knows!

Rock-Ola



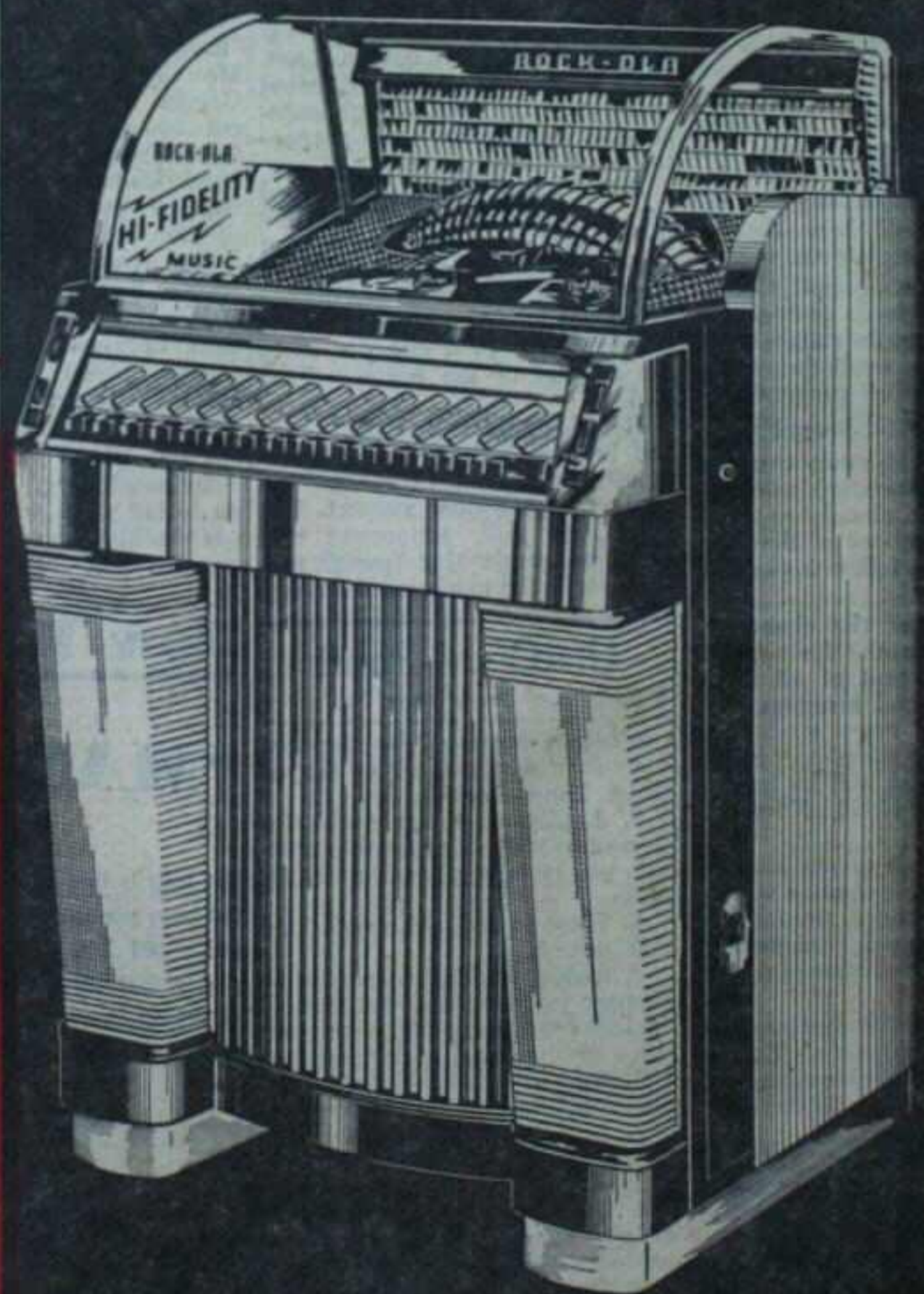
accessibility!



- EASY to reach records and needles without moving phonograph from wall.
- Greater visibility of EASY to change standard title strips means more music sales.
- Three-way safety catch on dome makes for EASY record changing.

Model 1446

120 SELECTIONS



ROCK-OLA
HI-FIDELITY
Phonographs

120 and 50
selection
Models

Model 1442

50 SELECTIONS



ROCK-OLA MANUFACTURING CORP.
800 N. KEDZIE AVE., CHICAGO 51, ILL.

Apco to Exhibit at Amuse. Park Show

Firm to Show Coffee, Soda, Cigarette Line In Effort to Bolster Location Interest

NEW YORK, Nov. 13.—Apco, Inc., manufacturer of cup drink, coffee, hot chocolate and cigarette venders, will exhibit for the first time at the annual convention of the National Association of Amusement Parks, Pools and Beaches which opens its four-day run in Chicago November 28.

The firm will show its new CoffeeShoppe, SodaShoppe, combination CoffeeShoppe-SodaShoppe and Smokeshop line. All these units were displayed for the first time at the National Automatic Merchandising Association convention last month.

Mel Rapp, Apco executive vice-president, emphasized that Apco is not going into the show with the intention of making direct sales to amusement park operators, and, in any event, will sell its equipment only to vending operators.

However, he explained that an increasing number of operators are finding amusement parks excellent locations, and the Apco exhibit is calculated to stimulate interest among park owners and thus pave the way for the placement for operators of Apco equipment.

Gould, Kirschke

Assisting Rapp at the Apco booth will be Dan Gould, Midwestern division manager, and Bill Kirschke, Chicago sales representative.

Meanwhile, Rapp disclosed that a revamping program is under way in the firm's Minneapolis plant, the estimated cost to run about \$140,000. He said about 22,000 square feet would be added to the part of the plant devoted to vending equipment (Apco also makes automotive parts), bringing the total vending area to 85,000 square feet. Most of the added space, he explained, will be devoted to the manufacture of CoffeeShoppes.

Rapp also said the RKO theater chain is running tests to bolster the [\(Continued on page 87\)](#)

Area Meetings Replace Dad's Nat'l Confab

CHICAGO, Nov. 13. — Dad's Root Beer Company will hold a series of five regional meetings for franchised bottlers this year instead of a national convention at its headquarters here.

Walter Sala, advertising manager, said that the new meeting plan marks a departure from the former policy; if successful in drawing more bottlers than in a single gathering, it will be continued.

The first regional meet will be held Sunday (14) at the Bellevue Stratford Hotel in Philadelphia, one day prior to the opening of the American Bottlers of Carbonated Beverages convention (15-18) in the same city.

There will be a two-day meeting at Dad's Chicago plant January 28-29. Three other regionals to follow: Los Angeles, February 6; Portland, Ore., February 10; Yakima, Wash., February 12.

Sala added: While Dad's will push its new can line, it will be held to 12 and 32-ounce cans only. Six-ounce cans, he said, is not in sufficient demand at present to warrant its volume output.

Glascocock Signs Reburn to Aid Pre-Mix Plans

MUNCIE, Ind., Nov. 13.—Glascocock Bros. Manufacturing Company announced the appointment this week of Charles E. Reburn as assistant to John Drum, executive vice-president.

Reburn was formerly vice-president of engineering with Selmix Dispensers, Inc. (purchased by F. L. Jacobs Company last month). (The Billboard, November 6.) Earlier, he was chief engineer for the Pepsi-Cola Company.

According to Drum, Reburn's background "well fits him to assist Glascocock in forwarding (our) pre-mix program which is entering the marketing stage."

Steam. Cleaner Mfr. Eyes Vending Market

NEW YORK, Nov. 13.—The Steamaster Company, Inc., maker of electric steam cleaners, is directing its sales effort toward the vending industry, particularly to operators and distributors of cup drink equipment.

The only small portion of the firm's production is ticketed for automatic merchandising. Steamaster currently sells to Apco, Inc.; G. B. Macke, Washington; National Beverages, Chicago; ABC Vending, Philadelphia; Coffee Vending Service, New York; National Cigarette Company, Buffalo, and Union News.

Ben Steinman, Steamaster head, first began thinking of vending in

Spotlight Milk Vending At Maryland Dairy Meet

WASHINGTON, Nov. 13.—Milk vending is playing an increasingly important role in both the vending and dairy business, according to speakers at the vending session of the University of Maryland's 10th annual dairy conference at College Park, Md., this week.

Meyer Gelfand, sales manager of the Macke Corporation, which operates 8,000 vending machines, including some 120 milk venders, declared that "milk vending is a growing part of our business" and urged dairymen to co-operate with established operators in setting up milk vending routes in their areas.

Gelfand said that from the operator's point of view milk venders increased total income from most locations even when they were put alongside soft drink, cigarette and candy machines. He said the introduction of milk venders usually caused a drop in

1951 when he was doing business with Sam Kresberg, head of Apco. Kresberg has bought some Steamaster units for an automotive parts business in which he had an interest.

Vender Test

Steamaster was making—and still does make—a portable unit for ice cream and custard freezers. Kresberg felt this unit could be used for cleaning cup drink venders, and he tried one out. The tests were not too successful. While the portable unit was capable of doing a good job on location, it wasn't quite capable of doing a thoro shop job.

At that time, the Navy was in- [\(Continued on page 87\)](#)

Milk Group's Vender Plan Gets Results

WASHINGTON, Nov. 13.—The Maryland and Virginia Milk Producers' Association, which bought 50 milk venders for their dealers to operate on a rental basis, enlisted three of the four largest milk distributors in this area in the new co-operative plan.

J. Homer Remsburg, president of the group, reported this week that one distributor had placed eight machines on the University of Maryland campus on an experimental basis.

Under the association's plan, milk dealers rent machines from the group on a pro rata basis according to volume of sales. (The Billboard, September 18.)

Venders to Be Shown At Soft Drink Exhibit

PHILADELPHIA, Nov. 13.—Four manufacturers of bottle drink venders and one canned carbonated beverage vender manufacturer are scheduled to be among the exhibitors at the International Soft Drink Industry Exposition which opens its four-day run Monday (15) in Convention Hall here.

Bottle drink venders to be shown include those of the Champion Vender Company, Hopkins, Minn.; the General Vending Machine Corporation, Chicago; the Ideal Dispenser Company, Bloomington, Ill.; and Mills Industries, Inc., Chicago. The Central Tool Company, Hartford, Conn., will show the canned drink vender it designed for C&C Super-Cooler drinks.

Suppliers exhibiting will include the Birely's Division of the General

Canteen Awarded Exclusive Contract By Chicago Transit

1-Year Cost-Plus Agreement Gives Canteen Complete Vender Coverage

CHICAGO, Nov. 13.—Chicago Transit Authority and Canteen Company signed a contract Wednesday (10) giving Canteen exclusive right to operate all present types of vending equipment in CTA subway and el stations.

The new contract becomes effective January 1, 1955, following expiration of present five-year

contracts with Automatic Merchandising Company, Transit Sales, Inc., and Canteen.

The new CTA vending contract is for one year, with termination rights extended to both parties. It is also a departure from former CTA practice in another respect: it is on a cost-plus basis.

Net Income

Canteen will deduct its gross expenses (figured at 5 per cent) from net income for the year before taking 15 per cent of such income. Remaining or 80 per cent of net income will be paid to CTA.

Canteen acquired the beverage vender contract for public locations (stations) held by Mechanical Merchants earlier this year when it purchased that operation. Also under the present 5-year contract, [\(Continued on page 89\)](#)

Outdoor Milk Vending Booms In No. Jersey

MIDLAND PARK, N. J., Nov. 13.—Outdoor milk vending is booming in the three North Jersey counties of Passaic, Bergen and Essex, with an estimated 130 units now on location in the area, most of them installed during the last three months.

Typical of the new automatic milkmen is Garden States Farms here, which started its coin operation late last spring and now has 25 Rowe milk units in gas station and highway locations, adding machines at the rate of one a week.

John Kuyper, treasurer of the firm, figures a vender must average 400 quarts a week to show a profit. He added that all locations have been operating in the black.

Weekend Business

Kuyper said that 80 per cent of the volume is done weekends and after business hours, with the great majority of sales plus sales. He feels that automatic milk merchandising is not cutting deeply into retail milk sales.

Milk is vended for 25 cents, the same as store prices and 1.5 less than the home delivery price. Most of the Garden State units vend only homogenized milk, but chocolate milk has been tried as a second selection on some locations and has met with varying degrees of success.

Andico Rolls On Improved Coffee Vender

LANSDALE, Pa., Nov. 13.—An improved coffee vender was announced this week by American National Dispensing Company. Features include a new timing mechanism to assure mixing of ingredients in right proportion and right order, and a flow control to assure stabilized cup level in spite of water pressure fluctuations.

Leroy Lewis Jr., executive vice-president, stated the timing "brain" polices ingredient mixing during the five seconds between insertion of a coin and delivery of the finished cup of coffee. It prevents adjustment of the vender "in the wrong direction to bring in the powdered ingredients ahead of the hot water," he said.

The Andico flow control device [\(Continued on page 89\)](#)

soft drink sales but that "milk will pick-up new sales and increase over-all sales in a location." He said he has been using venders which automatically dispense half-pints for a dime, mostly industrial and office locations, and now is testing a manual machine.

Gelfand added that dairymen had a great deal to gain from [\(Continued on page 88\)](#)

S & L Markets \$500 Fresh-Brew Coffee Machine

OMAHA, Nov. 13.—S & L Sales, Inc., has introduced a smaller version of its fresh-brew coffee vender bowed at the National Restaurant Association convention in Chicago early this year.

The unit, priced at \$500, has a 115-cup capacity. It vends from a heated urn-type container which in turn is filled from a portable unit carried to the location by the routeman. An automatic cup drop is standard. Small cabinet makes the unit suitable for counter placement.

S & L's larger fresh-coffee vender, with 250-cup capacity, lists for \$995. It has the same cabinet used by the SerVit single-flavor cup machine and which is also used on the Dr. Pepper non-selective cup drink unit.

With introduction of the small coffee model, S & L also moved to expand its distributor coverage. H. H. Hixson & Company, Inc., Chicago, was named to handle the unit in that area.

Location target of the new unit: Offices and small factories.

Foods Corporation, Canada Dry Ginger Ale, Can-A-Pop, the Coca-Cola Company, Dad's Root Beer Company, the Doctor Pepper Company, Dr. Swett's Root Beer, the Double Cola Company, the Grapette Company, the Charles E. Hires Company, Mason and Mason, the Mission Dry Corporation, My Pop's Root Beer Company, National NuGrape Company, the Nehi Corporation, the Orange Crush Company, the Pepsi-Cola Company, the Seven-Up Company, the Squirt Company and the Sun-Spot Company of America.

National Rejectors

National Rejectors, Inc., manufacturer of coin mechanisms, will also exhibit at the show.

Of particular interest to vending operators will be the Thursday (18) session devoted to the relative merits of cans and bottles as containers for carbonated beverages.

E. K. Walsh, assistant general manager of sales for the American Can Company, New York, will present the case for cans, while R. L. Cheney, director, market research and promotion, Glass Container Manufacturers' Association, Inc., New York, will give the glass side of the discussion.

The convention is sponsored by the American Bottlers of Carbonated Beverages.

VendFilm Bows Photo Pkg. of NAMA Show

ELGIN, Ill., Nov. 13.—VendFilm, Inc., motion picture arm of Automatic Merchandising Company, this week announced a set of 65 photographs of the 1954 National Automatic Merchandising Association convention.

The set, called PPR (Permanent Photographic Record), consists of 65 photographs divided into two sections: A, which contains 34 pictures of meetings, personalities and workshop sessions; B, 31 pictures taken in the Armory, showing exhibit-time activities and booths. The complete package is priced at \$35.50.

H. Jay Bullen, managing director of VendFilm, stated that mailings had been sent to all firms, which exhibited at the show, informing them about the VendFilm-a-Month Club and the motion pictures the firm now has available.

Bullen said that 2,800 feet of motion picture film and 125 photographs were taken at the NAMA show.

Coffee Instants V-P

FLUSHING, N. Y., Nov. 13.—Seymour S. Mindel's connection with Coffee Instants, Inc., was incorrectly given in the November 6 issue of The Billboard. Mindel is an owner and vice-president of the firm.

RINGING DOORBELLS

Op Brings Coffee Vending to Plants

ST. LOUIS, Nov. 13. — Coffee vending in industrial locations has definitely "arrived in the St. Louis area, according to Fred W. Deibel, partner in Kwik-Kafe of St. Louis.

Kwik-Kafe of St. Louis was formed some 19 months ago by C. Henri Comfort, St. Louis building supply distributor, and Deibel, who was formerly a real estate operator. Both felt that machine-vended coffee had an excellent opportunity in the St. Louis area, with its thousands of factories and concentrations of working people.

In order to "crack the market," Comfort and Deibel set up an effective selling program, consisting simply of "ringing doorbells" with the offer of a demonstration and a request for a test.

Deibel is out "prospecting daily," going down one side of the street and up the other, carrying folders on the equipment used and inviting the plant superintendent or ownership to allow him to test a machine.

The usual "demonstration" is carried out over the period of one day, with Deibel standing by, explaining the machine and the quality of the coffee, and leaving it for a test period of two weeks to a month.

115 Locations

Thru this straight-forward selling system, Kwik-Kafe of St. Louis has so far built up an imposing route of 115 locations.

"We were slow getting started," Deibel said, "primarily because of the large amount of effort which went into obtaining each location, and the educational selling job which had to be done."

"Now, however, we feel that acceptance has definitely arrived, inasmuch as during August, we

began getting unsolicited calls for installations. We are currently picking and choosing our locations, setting up a system of preferred accounts, and have found that we will be able to install venders as received without the exhaustive sales effort which characterized the opening stages."

Aware that quality is essential for success in coffee vending, Comfort and Deibel have rigged a thoroughly competent service program. A service record is made on every call and all of the 115 machines are serviced once per day, once every other day, depending upon the volume of coffee sold.

"We've uncovered some interesting facts about service frequency," Deibel said. "For example, we have found that we average one repair call every five weeks on each machine. Since it is usually the customer himself who is responsible, thru misuse or mishandling of the machine, we feel that the venders are doing a rugged, dependable job."

Service

Some of the outstanding locations which the firm is operating over its four routes include such huge plants as Reynolds Aluminum Company and American Lithofold Company. All of these locations are serviced by one of four panel delivery trucks, which maintain a complete inventory of replacement parts, or replacement machines, where required.

Naturally, despite the fact that machine-vended coffee has won the seal of acceptance from the average customer, there is still a lot of competition from the "box lunch" type of caterer, Deibel has found.

There are several organizations in St. Louis which set up "coffee break bars" in factories, with the use of portable 10-gallon coffee urns, boxes of doughnuts and other pastries, as well as "canteen wagons" which roll thru the yards of large factories, selling coffee in paper cups. Deibel has been able to meet such competition on sheer convenience, and in many instances, his machines are replacing caterer-supplied coffee service.

Supplementary Units

As has been expected, there has been a call for corollary machines over all of the four industrial routes. Recognizing that "coffee alone is not enough," the firm has equipped many of its machines for vending orange juice and popular hot chocolate as well as coffee. Plans call for setting up pastry venders next to the coffee machines.

An unusual co-operative plan was worked out to test the soundness of this type of vending. When Comfort and Deibel found that a new pastry vender operator—Art Hults—had started up in St. Louis, the partners located him and offered him many of their locations as a convenience. Hults, in turn, has provided many coffee locations in installing his machines. Now around one-third of the Kwik-Kafe locations include a pastry vender.

Some surprising facts on vending have turned up in the first year and a half of operation, Deibel said. Probably the most unusual was the fact that the type of location is no barometer as to how many cups of coffee it will sell.

For example, the most unusual of Deibel's spots is a large hardware store, which sells upward of 75 cups of coffee per day, entirely to employees. "This is a completely captive location," Deibel said. "The coffee vender is back in the employees' locker room, where the store's customers do not enter into the picture at all. With 38 employees, we sell 75 cups of coffee per day, which, of course, averages out to better than two cups per employee daily."

Currently, Kwik-Kafe of St. Louis is energetically spotting each new machine as it is received and with unsolicited calls providing a steady list of prospects, the firm can foresee nothing but a "glowing future," according to Deibel.



VICTOR'S SUPER V

The Ideal Capsule Vendor

Featuring the Greatest Earning Power Ever Built Into a Bulk Vendor . . . at 1c, 5c or 10c Play.

Cabinet of two-tone solid oak—trimmed in chrome with glass panels. Smart, unique design . . . with eye-catching appeal for greater profits. Extra large capacity—350 capsules or 800 100-count ball gum. Packed and sold 4 to the case.

Less than 25 cases . . . \$71.80 per case
25 cases or more 67.80 per case

The World Famous STANDARD TOPPER

That attractive ensemble—is finished in smooth, hard Duramite and chrome . . . steel construction, precision built and amazingly durable. Equipped with the large glass globe.

Packed and Sold 4 to the Case.

Less than 25 cents \$50.00 per case of 4
25 or more cases 48.00 per case of 4

Place Your Orders With Your Nearest VICTOR Distributor

VICTOR VENDING CORP. 5701-13 W. Grand Ave. Chicago 39, Illinois

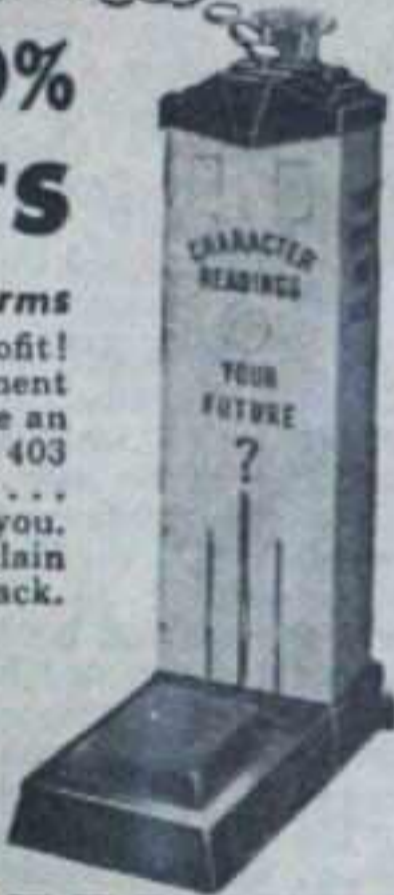


There's a **SMALL FORTUNE** in it... for You!

PAYS 50% TO 200% STEADY PROFITS

Outdraws, Outearns and Outperforms All Others! Be penny-wise . . . and profit! American Scales pull better in stores, amusement places, entrances, corners, etc. You'll realize an immediate and never-failing income! Model 403 has 12 slots, one for each month of the year . . . more appeal for customers, more pennies for you. Guaranteed 5 years, built to last 20. Porcelain and baked enamel finish in red, cream and black.

- ★ 2 Machines in 1 . . . Fortune and Weight
- ★ Fully Automatic & Patented
- ★ No Knobs, No Handles, No Trouble



Yours for Only **\$25** DEPOSIT

★ Mail coupon today for immediate delivery or further details, monthly terms as low as \$10.

AMERICAN SCALE MFG. CO.

3206 Grace St., N. W., Washington 7, D. C.

Check one of the following:

- Attached find check for \$25 payment on one model 403 scale. Ship at once.
- Please send further details immediately.

NAME _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____



Northwestern SUPER JET SENSATIONAL NEW CAPSULE VENDOR

- ★ 325 capsule capacity
- ★ Simple, foolproof mechanism

\$64.00 PER CARTON OF FOUR

VARIETY IS THE SPICE OF LIFE!
Rake's Jet Capsule vend gives you a variety mixture of feature items selected from all popular charms. **\$10.50** Try a sample mixture! For 500 Trial Order

Write for Catalog of New & Used Vendors, Accessories & Supplies 1/3 Deposit, Balance C.O.D.

RAKE COIN MACHINE EXCHANGE

609A SPRING GARDEN STREET LOMBARD 3-2676 PHILADELPHIA 23, PA.



VICTOR'S SUPER V CAPSULE VENDOR

- Greater earning power
- Smart cabinet design
- 350 capsule capacity

1c-5c-10c PLAY \$17.95 Ea.
100 OR MORE 16.95 Ea.
TOPPER DELUXE \$14.25 Ea.
TOPPER STANDARD 12.50 Ea.

SIDMOR VENDING CO.

3137 5th Ave., Pittsburgh 19, Pa. ATLantic 1-2540

VICTOR SUPER V IMMEDIATE DELIVERY!



CASE OF 4 \$71.80
25 CASES OR MORE \$67.80

We have the finest selection of capsules in the country at the lowest market price at time of shipping. Send us your order for machines and capsules and we guarantee you'll be satisfied.

Deposit required with all orders.
CHAMPION NUT CO.
1194 Tremont St., Boston 20, Mass.

BALL and VENDING GUMS New LOW Factory Prices

BUBBLE • CHICLE CHLOROPHYLL and TAB

- Bubble Ball Gum, 140-170 & 210 ct. 24¢ lb.
- Chicle Ball Gum, 120 ct. . . . 34¢ lb.
- Chloro-Vend Ball Gum, 210 ct. 40¢ lb.
- Chloro-Vend Chicks, 320 ct. . . . 40¢ lb.
- Chicle Chicks, 320 & 520 ct. . . 36¢ lb.
- Bubble Chicks, 320 & 520 ct. . . 30¢ lb.
- Tab (short stick), 100 ct. 38¢ box

AMERICAN CHEWING PRODUCTS
24th & Mt. Pleasant • Newark 4, N. J.

We Have Newer CHARMS!

• NEW DESIGNS
• NEW IDEAS
• NEW FINISHES

send 35¢ Complete Sample Kit

National Sales Agents for ACORN CHARM VENDOR parts and accessories

PENNY KING COMPANY

2538 Mission Street Pittsburgh 3, Pa.

VICTOR SUPER V



4 to 99 \$17.95 ea.
100 or more . . . 16.95 ea.

SPECIAL

4 Victor Super V \$71.80
1000 Filled Capsules 21.15

Cash with order. \$92.95
Time payment in lots of 20 or over.

ROY TORR—LANSDOWNE, PA.

TOP VALUE CAPSULE ITEMS THAT PAY OFF!

★ SPECIAL! ★
SUPER MIXTURE (10 ITEMS)
\$20.00 per M

KEEP ON OUR ACTIVE LIST FOR NEW CAPSULE and BALL GUM ITEMS!

WRITE, WIRE, PHONE YOUR ORDERS

PAUL A. PRICE CO.

55 Leonard St., New York 13

READY FOR DELIVERY NOW!

OAK'S NEW "400" CAPSULE VENDOR

McPHAIL VENDING SERVICE
1218 Eglinton Avenue West Toronto, Ontario, Canada

VICTOR Super V
can vend 100 ct. ball gum if desired.



NEW CAPSULE ITEMS

- Slingshot, per 1000.....\$20.00
- Aunt's Pair Earrings, per 1000.....22.50
- Lorgnettes, per 1000.....21.50
- Jingle Ball Rings, per 1000.....22.50
- Top Hat w/Key Chain, per 1000.....22.50
- CHICK-N-EGG, per 1000.....25.00
- Magic Photo Rings, per 1000.....20.00
- Ejector Knife, per 1000.....22.50
- Dolls & Baby Shoes, per 1000.....20.00
- Salt & Pepper Shakers, plastic, per 1000.....20.00
- Salt & Pepper Shakers, plated metal tops, per 1000.....21.00
- Secret Stamp Pad Rings, per 1000.....20.00
- Teardrop Snaps, per 1000.....19.00
- Wire Puzzles, plated, per 1000.....18.00
- New Varsity Press-On Letters, per 1000.....19.00
- Football Press-On Emblems, per 1000.....19.00

We will mix any 3 items (50¢ each) to make 1000 filled capsules.

Time payment plan available. Trade-ins accepted. Prices subject to change without notice. All Victor Models available. Write for our filled capsule list for Victor Baby Grand Capsule Machines.

Pioneer Vending Service
370 Albany Ave., Brooklyn 3, N. Y.
Phone: PRresident 4-5358

THE BILLBOARD INDEX
ADVERTISED USED
MACHINE PRICES
VENDING MACHINES

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of Nov. 13	Issue of Nov. 6	Issue of Oct. 30	Issue of Oct. 23
Acorn Tab Gum (10 col.)			\$21.95	\$21.95
Acorn Vender, 1c.			14.95	14.95
Acorn Vender, 5c.			14.95	14.95
Advance Model O Ball Gum.	\$6.45	\$6.45	6.45	6.45
Advance No. 11 Mds.	5.95	5.95	5.95	5.95
Advance Stick Gum, 1c.			10.00	10.00
Andico Coffee Vendors.	\$95.00	\$95.00	\$95.00	\$95.00
Atlas Ace 1c Mds.			6.50	6.50
Bradley Seniors (2 sel.)	200.00	200.00	200.00	225.00
25c Ball Point Vendor			49.50	49.50
Columbus 1c	6.50	6.50	6.50	6.50
Craig Ice Cream Bar	125.00	125.00	125.00	125.00
Daval Roll Stamp (3 col.)			25.00	25.00
DuGrenier Champion (9 col.)	100.00	100.00	100.00	100.00
DuGrenier Cigar (7 col.)	75.00	75.00	75.00	75.00
DuGrenier Cigar (9 col.)	95.00	95.00	95.00	95.00
DuGrenier Model W (9 col.)	82.50 125.00	82.50 125.00	95.00 125.00	95.00 125.00
DuGrenier Model S (7 col.)	85.00	85.00	85.00	85.00
DuGrenier Model V (7 col.)	90.00	90.00	90.00	90.00
Eastern Electric (8 col.)	115.00	115.00	115.00	115.00
Exhibit Card Vendor, 1c.	15.00	15.00	15.00	15.00
Foot Ease	129.50(late)	95.00	129.50(late)	129.50(late)
Hupp Single Drink	110.00	110.00	110.00	110.00
Klients 5c or 10c			49.50	49.50
Keeney Electric (9 col.)	145.00	145.00	145.00	145.00
Master 1c & 5c	6.95	6.95	6.95	8.50
Master 1c	6.50	6.50	6.50	6.50
Master 5c	6.50	6.50	6.50	6.50
Mills Candy (8 col.)			198.50	198.50
Mills Single Drink	150.00	150.00	150.00	150.00
Mills Tab Gum			15.00	15.00
Mills 3 Drink	185.00	185.00	185.00	185.00
National 930	95.00 130.00	95.00 130.00	95.00 130.00	95.00 130.00
National 950	110.00 145.00	110.00 145.00	110.00 145.00	110.00 145.00
National Candy (6 col.)			69.50	69.50
National Candy (9 col.)			95.00	95.00
Northwestern 33 Ball Gum	6.50	6.50	6.50	6.50
Northwestern Deluxe 1c and 5c	12.00	12.00	12.00	12.00
Northwestern Model 39, 1c	7.95	7.95	7.95	7.95
Northwestern 49, 1c			17.35	17.35
Northwestern 49, 5c			17.35	17.35
Northwestern 40, 1c Mds.			6.50	6.50
Northwestern Stamp			69.00	69.00
Northwestern Tab Gum			25.95	25.95
N.W. 39, 1c Mds.			6.50	6.50
Pop Corn Set	69.00	69.00	69.00	69.00
PX Electric (8 col.)	75.00	75.00	75.00	75.00
Revco Ice Cream Cup	125.00	125.00	125.00	125.00
25c Razor Blade			119.50	119.50
Rowe Candy Merchant (7 col.)	165.00	165.00	165.00	165.00
Rowe Candy (8 col.)			75.00	75.00
Rowe Crusader (8 col.)	145.00	145.00	145.00	145.00
Rowe Diplomat Electric (8 col.)	165.00	165.00	165.00	165.00
Rowe Electric (8 col.)	95.00	95.00	95.00	95.00
Rowe Imperial (6 col.)	85.00	85.00	85.00	85.00
Rowe Imperial (8 col.)	90.00	90.00	90.00	90.00
Rowe President (8 col.)	130.00 155.00	130.00 155.00	130.00 155.00	130.00 155.00
Rowe President (10 col.)	155.00	155.00	155.00	155.00
Rowe Royal (8 col.)	100.00	100.00	100.00	100.00
Silver King			13.95	13.95
Silver King 1c Ball Gum	7.45	7.45	7.45	7.45
Silver King 1c Mds.	7.45	7.45	7.45	7.45
Silver King, 5c.	7.45	7.45	7.45	7.45
Silver King Hershey, 5c.			25.00	25.00
Silver King Hot Nut.			15.00 29.95	15.00 29.95
Seeds	125.00	125.00	125.00	125.00
Stamp (2 col.)			12.50	12.50
Stoner Candy (6 col.)	135.00	135.00	135.00	135.00
Super-Vends (3 sel.)	200.00	200.00	200.00	265.00
Uneda Candy (5 col.)	65.00(2)	65.00(2)	59.50 65.00(2)	59.50 65.00(2)
Uneda Model E (6 col.)	75.00	75.00	75.00	75.00
Uneda Model E (12 col.)	90.00	90.00	90.00	100.00
Uneda Model 500 (9 col.)	100.00	100.00	100.00	100.00
Unedapak Model 500 (9 col.)	135.00	135.00	135.00	135.00
Uneda Model 500 (15 col.)	110.00	110.00	110.00	110.00
U-Select-It	52.50	32.50	49.50	49.50

Coffee Machs.
Ring Up \$\$ at
Tobacco Stands

DENVER, Nov. 13. — Tobacco stands in public buildings are ideal locations for coffee venders here according to Russ Kramer, head of Russ Kramer, Inc.

Most of the public-building stands in the Denver area are operated by the Colorado Association for the Blind, as in other Colorado cities. When he first entered the coffee vending field, Kramer noticed that the handicapped operators of such stands, altho they are able to sell candy, cigarettes, magazines, and similar merchandise without difficulty, were not able to handle coffee sales or any poured liquid.

Kramer contacted the association and suggested that the installation of a coffee vender at each stand would not only add substantially to the stand's popularity, but likewise, would win favor from government offices, inasmuch as it would no longer be necessary for employees to leave the building for their morning and-afternoon "coffee breaks."

Kramer received warm co-operation. Most of the stands promptly went into the sale of doughnuts, sweet rolls, coffee cake and other ideal "coffee break" pastries as well.

As a result, Kramer's locations in Denver public buildings are among the busiest in the city.

The No. 1 location is in the basement of the U. S. government Customs House with more than 2,000 employees. Here, where coffee breaks had formerly meant a substantial loss of time, since there were no restaurants nearby, a coffee vender is serviced two to four times a day, and does a continuous business from 8 a.m. to 5 p.m.

The blind caretaker of the tobacco stand adjacent offers half dozen varieties of pastries for self-service. Since no additional workload is placed on the handicapped operator, the coffee vending machine has added substantially to profits.

Tootsie Holiday Float

HOBOKEN, N. J., Nov. 13.—The Sweets Company of America, Inc., has entered a "Tootsie Land" float in Macy's Thanksgiving Day parade.

The float features the complete line of Sweets' candies.

The candy firm will sponsor on Thanksgiving Day a TV program on NBC from 11 a.m. to 12 noon.



15" WIDE 49" HIGH 24" DEEP

WEIGHT 165 LBS.

\$25 DOWN

Balance \$10 Monthly

400 DE LUXE PENNY FORTUNE SCALE

NO SPRINGS

Invented and made only by

WATLING

Manufacturing Company
4650 W. Fulton St. Chicago 44, Ill.
Est. 1889—Telephone: Columbus 1-2772
Cable Address: WATLINGITE, Chicago

MEET ME IN BOOTH NO. 62 AT THE OUTDOOR SHOW Nov. 28 to Dec. 1, 1954

GIVE TO DAMON RUNYON CANCER FUND

ELECTRIC MONEY MAKER!
Famous ACME ELECTRIC MACHINE

Sample.....\$24.35
2 to 11.....19.50
12 to 49... 18.25
Bracket.... 1.00
Floor Stand.. 5.00

1/2 deposit, bal. C.O.D. F.O.B. N. Y.

Vibration is the law of life. The medical profession has placed its sanction on the employment of electric and vibratory treatment for many ailments. The Acme Electric produces an electric vibratory current which can be increased at will indicated by pointer on dial. Also one of the best amusement devices. Uses only one dry battery, usually good for 1500 to 2000 plays.

ORDER TODAY!
J. SCHOENBACH
Distributors of Advance Vending Machines
1447 Bedford Ave., Brooklyn 25, N. Y.

VICTOR'S TOPPER
1c BALL GUM MACHINE
\$12.50 each
\$12.00 100 or more

VICTOR'S SUPER V CAPSULE VENDOR
\$17.95 each
\$14.95 each — 100 or more

FILLED CAPSULES
Assorted Mixture
\$14.00 per box of 200
Write for prices on gum and charms for 1c machines.

GARDNER & LOSE
3511 Hale Ave. Louisville 10, Ky.

MAKE MORE MONEY IN VENDING!
Read The Billboard Every Week

For the biggest vending opportunity—for the latest prices on new and used vending equipment—for every bit of significant news in your industry.

Enter a Money-Saving Subscription Now!
Fill out this coupon and mail today.
Saves you more than 20% on newsstand price.

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio
Yes Please send me The Billboard for one year at \$10. (Foreign rate, one year, \$20) 835

Name
Address
City..... Zone..... State.....
Occupation

GIVE TO DAMON RUNYON CANCER FUND

In Philadelphia or Anywhere
FILLED CAPSULES
Immediate Delivery Write for Lowest Prices

VICTOR'S 5c Baby Grand Deluxe CAPSULE VENDOR
Immediate Delivery

VEEDCO SALES CO.
2124 Market St., Philadelphia 3, Pa.
Phone: LOcust 7-1448

CASH IN ON THIS TRUSTEE'S SALE!

ONLY 375 CIGARETTE VENDING MACHINES BELOW MANUFACTURER'S COST
(IMMEDIATE DELIVERY)

We have 375 brand-new cigarette vending machines, 65" high, 21" wide, 8" deep, finished in mahogany with chrome trim. Equipped with ABT slug rejectors for 25c coin only (no change at this low price). Designed and engineered by seasoned vending men with over 50 years' operating experience. Simple, rugged machine, completely mechanical (non-electric), has minimum moving parts. No installation or service experience ever required.

As trustee, I am not in the vending machine business. I have these machines because of a contract default. Will sell only in minimum lots of 20 machines. Sample machines at \$150.00 each, delivered in the U.S.A. by fast motor freight. (Cash with order.)

Tools, jigs, and dies on hand. Additional production can be negotiated in minimum lots of 500 machines at \$199.50 each.

\$249.50 VALUE ONLY \$129.00
(IN LOTS OF 20 . . . F.O.B. Dallas)

Lowest possible price. No counter offers entertained.

PHONE, WIRE OR WRITE
R. A. TATCHER, TRUSTEE
118 COLE STREET DALLAS, TEXAS

PROspect 1355 or PROspect 2210

CIGARETTE and CANDY MACHINES!

All machines vend King Size and Standard Brands in all columns—including matches. Can be set for either 25c or 30c operation. (\$5.00 additional for 30c vending.)

SPECIAL THIS WEEK!

- UNEEDA CIGARETTE VENDORS**
 Model E, 12 Cols., 300 Cap. \$ 90.00
 Model E, 6 Cols., 180 Cap. 75.00
 Model 500 9 Cols., 350 Cap. 100.00
- DU GRENIER CIGARETTE VENDORS**
 Model S, 7 Cols., 210 Cap. \$ 85.00
 Model V, 7 Cols., 210 Cap. 90.00
 Du Grenier Champion, 9 Cols., 420 Cap. 100.00
- ROWE CIGARETTE VENDORS**
 Imperial, 6 Cols., 180 Cap. \$ 85.00
 Imperial, 8 Cols., 240 Cap. 90.00
 President, 8 Cols., 320 Cap. 130.00
 Royal, 8 Cols., 320 Cap. 100.00
 Crusader, 8 Cols., 380 Cap. 145.00
 Diplomat Electric, 8 Cols., 340 Cap. 165.00
- CANDY MACHINES**
 U-Select-It, 74 Cap., Wall Model \$ 52.50
 Uneeda Candy, Wall Model, 5 Cols., 102 Cap. 65.00
 Stoner Candy, Prewar, 8 Cols., 160 Cap. 135.00
 Rowe Candy Merchant, Late Model, 7 Cols., 158 Cap. 165.00

SODA and COFFEE MACHINES
 Coca-Cola Bottle Vendors—Cup Drink Vendors—Coffee Vendors.
WRITE FOR INFORMATION.

Our Paints Are
VENERIZED
 Prevents Peeling,
 Flaking & Rusting.

All Equipment
 Unconditionally
 Guaranteed
 Trade Prices.
 1/3 Dep.
 Bal. C.O.D.

DU GRENIER
 Model W,
 9 Cols., 270 Cap.,
\$82.50

UNEEDA VENDING SERVICE, INC.

"The Nation's Leading Distributor of Vending Machines"
NEW . . . RECONDITIONED LIKE NEW
 250 Meserole Street, Brooklyn 6, N. Y. • MEgeman 3-6295

NEW . . . NOTHING ELSE LIKE IT!



Northwestern
SELECTIVE TAB GUM VENDER
 with "QUICK CHANGE"
MERCHANDISE DRUM
 Wire or write for details
THE NORTHWESTERN CORPORATION
 EAST ARMSTRONG ST. • MORRIS, ILLINOIS

Ready for Immediate Delivery

THE BIGGEST MONEY MAKING BULK VENDOR IN THE WORLD

THE OAK "400" CAPSULE VENDOR

Fool-proof, action activated, guaranteed to be the biggest profit maker in the capsule field. Designed to captivate attention, engineered to be absolutely trouble-free. Instantly convertible for tab or bulk vending.

EASY TO FILL: 400 CAPACITY
WEIGHT: 7 LBS. HEIGHT: 17" WIDTH: 8"

oak
 manufacturing co., inc.
 11421 knightsbridge ave.
 culver city, calif.

Eastern Office • National Sales Hdqtrs.
PENNY KING COMPANY
 2538 Mission Street • Pittsburgh 3, Penn.

Western Sales Offices
OPERATORS VENDING MACHINE SUPPLY
 1023 Grand Avenue • Los Angeles, Calif.

Am. Tobacco Net Up 6%, But Sales Off by \$15 Million

NEW YORK, Nov. 13.—A 6 per cent increase in net income for the first nine months of 1954, compared with a similar period last year, was reported by the American Tobacco Company.

Net income for the 1954 period was \$31,735,000, compared with \$30,010,000 a year ago. The 1954 figure was determined after deducting \$1,640,000 to amortize three quarters of the "brands, trademarks, patents, good will, etc." item taken into assets as a result of the merger with the American Cigarette and Cigar Company last year.

The earnings are equal to \$4.51 a share on 6,512,315 common shares and compares with \$4.28 each on 6,454,100 common shares last year. Federal taxes were \$36,283,000, compared with \$42,481,000 a year ago.

Sales Off

Sales for the nine-month period, tho, were off by more than \$15,000,000 from the previous period—\$801,759,000 compared with \$815,891,000 in 1953.

Third quarter sales were \$283,496,000, against \$291,111,000 for the similar three months in 1953. Estimated net income for the

third quarter was \$11,786,000 after \$13,340,000 in taxes. The net, which is after deducting \$550,000 or 8.4 cents a share for amortizing the good-will item referred to, is equal to \$1.69 a share of common stock. The adjusted net income was \$12,228,000 or \$1.77 a common share for the third quarter last year.

Juice Venders To Highlight Citrus Meet

WINTER HAVEN, Fla., Nov. 13.—Juice venders will play a big role in the 1955 Florida Citrus Exposition here January 15-22, Jack M. Berry, association president, announced this week.

Berry said that both coin-operated and manual models of juice machines would be shown at the meet.

Berry explained that in the last nine years there have been many mechanical and scientific developments in juice machines which are credited with creating a plus business for millions of boxes of fruit. Berry said that today, juice venders can be found side-by-side with soft drink and hot beverage venders in many high traffic locations throuout the country.

New A.B.T. Coin Changer

CHICAGO, Nov. 13.—The A.B.T. Manufacturing Corporation announced a new electric coin changer equipped with the new Sentry multiple slug rejector.

Called the EMC-4, it is designed for vending machines which operate on a nickel or dime. It features just four moving parts, one midget solenoid which operates the payout slides.

Automatic Canteen In St. Louis Moves Into New Building

ST. LOUIS, Nov. 13.—Automatic Canteen of St. Louis moved into new quarters in University City this week.

The new one-story building, which contains 15,000 square feet, has storage space for inventories that may include as many as one million candy bars and a million paper cups besides many other products.

In addition to warehouse and materials handling facilities, the building provides office and shop quarters.

Provision is made for gravity roller-track delivery of stock to the outgoing department, where truck loads are assembled for the company's routemen. The building is constructed of brick, concrete block, glass and aluminum.

Conn. Cig Sales Dip 10% for Oct.

BRIDGEPORT, Conn., Nov. 13.—Connecticut smokers puffed 2,430,000 fewer packs of cigarettes during October, compared to the same month in 1953—a decrease of 10 per cent.

The continued decline in cigarette sales was reflected this week in the latest State tax department figures which point to a drop of a quarter-million dollars in cigarette tax revenue during the past four months, compared to July-October of last year. The State tax is 3 cents a pack.

October cigarette sales, as reflected in tax yield, represented some 23,200,000 packs against about 25,630,000 a year ago.

Cigarette tax revenue for the July-October period was \$2,992,000, down \$254,000.

Cigarette sales have gone down during the past 18 months.

VICTOR'S SUPER V



1c-5c or 10c Play • Great Earning Power • Two Tone Oak Cabinet • Capacity—350 Capsules or 800-100 Count Ball Gum.
1 to 99—\$17.95 each
100 or more—\$16.95 each

CAPSULES (FILLED)

All **\$10.00** per 500 All Items

Specialty Mix Police Whistles
 Disney Charms With Key Chains Sponges
 Press-On Emblems Magnets
 Rubber Noise Makers Baby Chicks
 Colorful Iridescent Bead Bracelets Bugs
 Silver Flashlights Lizards

Write for Free 32-Page Vending Machine Catalog

One-Third Deposit on All Orders.
PARKWAY MACHINE CORPORATION
 715 Enzar St. Baltimore 2, Md.

EMPTY CAPSULES FOR SALE

EPY QUALITY • SAVE MONEY

Get a better tight-fit, stay-closed Capsule, get 'em in clear, tinted and opaque colored assortment.

- In 100,000 lots, packed in bulk, in drums **\$3.50** per 1,000
- In 35,000 lots, packed in bulk, in drums **\$3.75** per 1,000
- In 10,000 lots, packed in bulk, in cartons **\$4.00** per 1,000

F.O.B. Jamaica, N. Y. Prompt Shipment

Keychains for Sale

- In 25,000 lots and up **\$6.00**
- In 5,000 lots and up **\$6.25**
- In 2,000 lots, minimum order **\$6.50**

All prices per 1,000
 F.O.B. Jamaica, N. Y.
 Prompt Shipment.

SAMUEL EPPY & CO., INC.

91-15 144th Place
 Jamaica 35, L. I., N. Y.

HERE AGAIN!!!



VICTOR'S TOPPER
 The world's finest bulk and charm vender
\$12.00 each 100 or more
\$12.50 each
 Less than 100 Packed and sold in cartons of 4.
 Write for low prices on Ball Gum and Charms.

Loaded Capsules, \$20.00 per 1000

H. B. HUTCHINSON JR.
 840 North Ave., N.E. Atlanta 6, Ga.
 Tel.: Emerson 4300

READY FOR DELIVERY NOW!

OAK'S NEW "400" CAPSULE VENDOR

T. T. VENDING SALES CO.
 2659 North Racine Avenue
 Chicago 14, Illinois

VEND—PUBLISHED BY THE BILLBOARD

HUNDREDS OF MONEY-MAKING VENDING IDEAS

Cost you a fraction of a cent a piece—when you subscribe to Vend—the magazine of automatic merchandising! **Fill in—tear-out—mail today!**

VEND Magazine, 2160 Patterson St., Cincinnati 22, Ohio
 Yes—Please sign me up for Vend for
 1 year at \$4. 2 years at \$6. 3 years at \$7.50
 (Foreign rate, one year, \$5)

Name
 Address
 City Zone State
 Occupation



YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

MANDELL GUARANTEED USED MACHINES

- N.W. DeLuxe 1r & 3r Comb. \$12.00
 N.W. 329 1r Perc. 7.95
 N.W. 329 1r Perc. S.G. 6.50
 Master 1r Bulk Perc. 6.50
 Master 3r Bulk Perc. 6.50
 Master 1r & 3r Bulk Perc. 6.95
 Columbus 1r Bulk 6.50
 Silver King 1r B.G. or Mds. 7.45
 Silver King 3r 7.45
 Exhibit Post Card (Metal) 15.00
 Advance 1r B.G. 6.45
 Advance 3r Mds. 5.95

MERCHANDISE & SUPPLIES

- Pistachio Nuts, Jumbo Queen \$.75
 Pistachio Nuts, Vendor's Mix43
 Pistachio Nuts, Shell48
 Cashew Whole30
 Cashew Butts48
 Peanut, Jumbo38
 Spanish30
 Mixed Nuts33
 Almonds, 488 ct., 3 lbs., vac. pk. 85
 Baby Chicks32
 Rainbow Peanuts32
 Boston Baked Beans22
 Jelly Beans28
 Licorice Lozenges25
 Indian Nuts45
 Assorted Fruit Charms, 100 ct.42
- Rain Blo Ball Gum, all sizes, 200 lbs. minimum. Prepaid, per lb. \$.28
- Adams Gum, all flavors, 100 ct.48
- Wrigley's Gum, all flavors, 100 ct.48
- Beech-Nut, 100 ct.48
- Hershey's Chocolate, 200 ct. 1.40
- Minimum Order, 25 Boxes Assorted.
 Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.
 1/3 Deposit, Balance C.O.D.

NORTHWESTERN SALES AND SERVICE CO.

MOE MANDELL
 446 W. 36th St., New York 18, N. Y.
 LOngacre 4-6467

A Karl Guggenheim FIRST!

MIDGET SCREWDRIVER



THE SMALLEST IN THE WORLD!

\$16.50 per thousand

In Capsules **\$22.50** per thous.
 from distributor or

Karl Guggenheim
 33 UNION SQUARE
 N. Y. C. 3, N. Y. • AL 5-8393

Pa, Ma and Kids Are Totin' Shootin' Irons

Coin-Operated Guns Crack Across U. S., Turn Public Into Boones, Annie Oakleys

Continued from page 1

scene. Moving targets are the most popular. The player is required to follow thru the gun sight such targets as scurrying ducks or scampering rabbits, and to score a direct hit before his quarry falls for a score.

The majority of the new gun games are rifle units operating on

direct electrical contact. Other types of gun games, however, add a spice of variety to the field. One of the new units, a pistol device called Bull's Eye, developed by Willie Blatt, Miami, shoots bullets (ball bearings) at a constantly moving target.

Hydro-Duck, another new gun game made by Blendow & Wilson, New York, has a pistol which shoots a high-pressured stream of water at a field of floating ducks. The player attempts to squirt the ducks up onto a "beach" in the background.

Jet Fighter, an electrical contact, machine gun-type game produced by Williams Manufacturing Company, Chicago, has a target of jet planes that climb, dip and soar in 15 flights across a screen in front of the gunner. When hit, the jets flash from white to red.

Art Weinand, vice-president of Exhibit Supply, the company that produced the first of the new units using .22 rifles, explains how they were designed with the player in mind.

Exhibit Supply, according to (Continued on page 89)

Gottlieb Bows New Five-Ball, 'Stagecoach'

CHICAGO, Nov. 13.—A new five-ball novelty game, Stagecoach, was announced this week by D. Gottlieb & Company.

Featuring rotation scoring for replays, a player making numbers 1 thru 6 on the playfield lights up one of the six numbers for possible replays.

Roll-over buttons light for replays after a player has made all four rollovers. Five drop-thru holes award replays also. A mystery feature spots holes.

Super point scoring uses multiple-point targets. The game has three "pop bumpers," two "flippers" and two "cyclonic kickers."

Scores, running up as high as 7,000,000, are registered on the backglass. Backglass is decorated with a colorful stagecoach scene.

Scientific Preems 3 Games at Show

Bing-O-Reno, Aqua Duck, Carousel to Make Debuts at NAAPPB; 3 Others to Be Shown

BROOKLYN, Nov. 13.—Three new coin amusement machines and three old standbys will fill the four booths to be occupied by the Scientific Machine Corporation's exhibit at the annual convention of the National Association of Amusement Parks, Pools and Beaches, in Chicago, November 28-December 1.

Heaviest emphasis will be placed on the Scientific Bing-o-Reno, a rolldown, Pokerino-type game designed by Henry Grauf, operator of Henry's Playland, Seaside Heights, N. J., and inventor of Skee-ball. Grauf has had a pilot model of Bing-o-Reno in his Arcade for five years, but the unit has never been mass produced.

Instead of poker play, the new game is based on bingo, with the player having the option of buying

one, two or three cards at 10 cents each. Dimensions are seven feet long and two feet wide, with shipping weight 200 pounds.

According to Max Levine, Scientific president, the price will be below \$400. The unit is primarily (Continued on page 85)

New IQ Range To Be Shown At Park Meet

NEW YORK, Nov. 13.—The first public showing of the IQ Baseball Machine Corporation's new coin-operated batting range will be at the NAAPPB convention in Chicago, November 28-December 1.

According to Charles F. Henderson, general manager at IQ, the most radical departure from last year's model will be the price—now \$800 and formerly \$1,475.

Actually, the mechanical principle of the unit has been completely revised, with one cam now doing the work of four springs, six working parts and shock absorbers.

Instead of operating as a cata- (Continued on page 87)

UMO's Small Denounces Op Rental Plans

DETROIT, Nov. 13.—In the wake of reports that rental plans offered by distributors to operators were starting up in several major U. S. cities, Roy Small, conciliator for United Music Operators of Michigan, this week denounced the move.

Speaking for UMO, Small said, "We think that is a bad thing for the distributor to be doing anything that is detrimental to his sales to operators as this is, because he is setting up a person, who is not an operator as we recognize him, and he's taking locations away from the operator. It can result in reduced terms, percentages and conditions." (Continued on page 84)

Rental Plans For Ops Grow In Milwaukee

MILWAUKEE, Nov. 13.—Altho both operators and distributors in Wisconsin deplore the practice of distributors renting equipment to operators, they agree that such operator rentals are on the increase, a survey by The Billboard revealed this week.

The growth of the rental plan here is accepted as one of the current facts of economic life in the State's coin machine industry.

Operators take the stand that rental practices are bound to hurt the industry in the long run by giving distributors an unfair advantage dollar-wise.

Rentals place the distributor in the operating phase of the business in direct competition with his own customers, operators contend.

A long-time Milwaukee coinman (Continued on page 85)

Mutoscope to Show Line at Park Confab

NEW YORK, Nov. 13.—The International Mutoscope Corporation will debut its new Voice-O-Graph at the NAAPPB convention in Chicago, November 28-December 1. Herb Klein, Mutoscope sales manager, is withholding the description of the unit until the convention, at which time he will announce the price.

Mutoscope will also display its new Drive-Mobile at the show for the first time, and it will also exhibit the Multi-Pose Photomat, which takes two, four or six poses.

Other Mutoscope exhibits will include 3-D machines, Mutoscope Movies and post-card venders. He added that two new amusement devices will also be exhibited, but added that no announcement would be made prior to the show.

On hand at the Mutoscope booth will be Bill Rabkin, Mutoscope president; Klein, and Larry Galante, Klein's assistant.

SHORT-TERM AID

Ore. Coin Industry Finds Rentals Help

PORTLAND, Ore., Nov. 13.—Operator rentals of games and phonographs is helping to carry the coin machine industry over a rough period in the Portland area.

Upset conditions have stemmed from litigation arising from a 1951 city ordinance that threw a cloud over legality of pinball operation in Portland, an issue being taken to the Supreme Court of the United States.

Altho games have operated pending outcome of court tests, the effect has been to cast an uncertainty over game operation that has had an over-all depressing influence on business here. The music is not concerned in the litigation, juke box operation has shared the unsettled conditions to the extent that dual operation is the practice here.

Rental activity is considerably heavier in the game field than in

music, altho both phases of the industry have benefited from the opportunity to put equipment on locations without the commitment of total investment. Exact figures are lacking, but one estimate put the amount of new business as being 20 per cent in the rental field.

The rental practice has served both the interests of the distributor and operator in this area. The distributor has been able to obtain a (Continued on page 84)

Florida City Okays Stiff Coin License

HAIALEAH, Fla., Nov. 13.—The Hialeah City Council Tuesday (9) approved on first reading a stringent license ordinance for coin-operated games and music machines.

Highlight of the bill is a provision for a complete investigation by police of all new applicants for licenses.

The ordinance stipulates that applicants must be free of any conviction (Continued on page 87)

Keeney Ships New Gun Unit

CHICAGO, Nov. 13.—A new gun game, the Keeney Sportsman, began moving out to distributors this week.

The new unit, made by J. H. Keeney & Company, is equipped with a .22-type rifle and all moving targets.

Complete details of the game were not available, but it is known the gun will include bird and animal targets, an outdoor sportsman decorative theme and a timing device.

The Sportsman is the first gun game made by Keeney this year.

Capitol to Display Rides, 3-D Movies At Outdoor Show

NEW YORK, Nov. 13.—Capitol Projectors will show its entire line of 3-D Movies, 3-D Pix and kiddie rides at the NAAPPB show to be held in Chicago November 28-December 1.

While no new models will be exhibited, Sam Goldsmith, Capitol sales executive, said that new cabinets have been designed for all Capitol 3-D equipment, with no price changes. Adult and kiddie pictures will be displayed.

The Capitol kiddie ride line consists of two Carousel types, two Horse Rides and a Midget Racer. Goldsmith, Leo Willins and Ralph Hotkins will man the Capitol booth.

Game Location Set Up At Newark, N. J., Airport

NEWARK N. J., Nov. 13.—One of the lushest game locations in the State has been landed by the C. O. Vending Company, Corona, N. Y., firm. The installation, representing a \$60,000 equipment investment, is at Newark Airport, one of the busiest air terminals in the nation.

Nat Cohen, C. O. executive, figures the location must net a minimum of \$900 a week to make it pay, and he said that takes for the first five weeks of operation have been topping that figure.

The games include four shuffleboards, 10 pinballs, 2 Exhibit gun games, a Pistol Pete and a Night Fighter. Kiddie rides include two horses, a Sea Queen and a Space Ranger.

Other Machines

International Mutoscope's Photomat, Voice-O-Graph and Drive-Mobile are also part of the installation, as are the Munves Grandma and stamping machines.

C. O. has been operating stamp

identification venders at Idlewild and La Guardia airports in New York, but this is the firm's first major game installation.

The contract was negotiated thru the concessions department of the Port of New York Authority, and the PNYA must approve every game before it is placed on location.

Attendant on Hand

Games are housed in a 23 by 48-foot room in the terminal building. The space had been occupied previously by a retail store. While a changemaker is on the location, an attendant is on hand at all times to make change manually and trouble shoot. To date, there has been no vandalism.

Cohen said there are few peaks or valleys of activity, but Sunday afternoons, when many visitors are at the airport, is the busiest time.

Mike Munves and Barney Sugerman, 10th Avenue coin distributors, assisted Cohen in setting up the location.

Munves to Show Hindu, Bike Racer at Chicago

NEW YORK, Nov. 13.—The Hindu Fortune Teller, Bike Racer and Mardi-Gras Follies (a six-game line) will be displayed for the first time at the NAAPPB show by the Mike Munves Corporation.

The Bike Racer is a two-player game which will list for \$395. Players stand side by side, with rotating wheels controlling the progress of miniature bicycle racers on an upright backboard. Dimensions are 36 inches wide, 24 inches deep and 70 inches high. Play is set for 5 cents.

The Hindu consists of a turbaned Oriental who places his hands on a crystal ball, looks up at the patron, runs his hands over the ball, and passes out a fortune-telling card. As the Hindu looks up, his eyes change from white to amber.

Pagoda Top

Top of the Hindu cabinet resembles a pagoda. List price is not set, but will probably be between \$700 and \$900.

Hurricane Sal is one of the Mardi-Gras units. The viewer sees a simulated hurricane in action,

then receives a gust of wind at an unexpected moment. The unit is designed primarily for female players.

Another in the series is True or False, showing a model of an amply-endowed young lady. The viewer's question is answered by insertion of a coin.

Others in Series

So You Think You Have Troubles shows a cow in an unenviable predicament. Others in the series are How to Reduce, 3-Ring Circus and Worry. The games sell for \$195 each, with play set for 5 cents.

The Grandma Fortune-Teller will also be shown. Manning the booth will be Mike and Joe Munves and William Gaines.

Joe Munves said that Grandma is now on location in subway stops at Times Square and at Eighth Avenue and 42d Street, with weekly takes averaging between \$30 and \$40.

The firm has purchased its own woodworking shop and is doing its own cabinets as well as premium furniture.

Short-Term Aid
Continued from page 83
return on equipment that otherwise might remain idle...

Confidential Set-Up
Rental rates are considered a confidential agreement between the distributor and renter...

From the distributor's viewpoint, however, the rental rate will be established fairly close to installment purchase figures...

VOTE MACHINE 'TILT' CLAIMED

NEW YORK, Nov. 13.—H. I. Phillips, New York World-Telegram columnist, was in a playful mood in his Wednesday (10) comment on the role of the voting machine...

the location owner into his confidence as to whether the equipment is leased or owned outright...

UMO's Small
Continued from page 83

Other Detroit coinmen raised objections to such plans. Joseph Auton, manager of the Michigan Midget Movies and King-Pin Distributing Company...

Auton said that he considered a rental plan for games and juke boxes, but that he gave it up because we would have to have a credit man chase the renters.

But the type of equipment and the location determine the success of a rental plan, operators here argue.

A typical comment came from one operator. "It depends on the territory the plan is tried and the kind of equipment," he said.

THE BILLBOARD INDEX
ADVERTISED USED MACHINE PRICES
AMUSEMENT GAMES

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed...

Table with 5 columns: Machine Name, Issue of Nov. 13, Issue of Nov. 6, Issue of Oct. 30, Issue of Oct. 23. Lists various amusement games like ABC (United), Basketball Champ, Bowling Practice, etc.

THE MARKET PLACE for the COIN MACHINE INDUSTRY
The National Exchange for Coin Machine Personnel, Products, Services and Opportunities
CLASSIFIED ADVERTISING
ADVERTISING RATES
REGULAR CLASSIFIED ADS
DISPLAY CLASSIFIED ADS
IMPORTANT INFORMATION

Business Opportunities
COIN RADIOS AND TELEVISION—BUY direct from manufacturer and save!

DISTRIBUTORS—OPPORTUNITY TO HANDLE the new 5 or 10c Kleenex Pocket Park Tissue Machine.

EXCELLENT MONEY-MAKING OPPORTUNITIES for distributors and operators with coin radios and 21" screen coin television in metal cabinets.

SOUTHERN OPERATORS—300 AIR CONDITIONERS, Ideal motor, etc. Brand new, original cartons.

Help Wanted
MUSIC AND PINBALL MECHANIC—FINE working conditions. Must be sober and reliable.

WANTED—BINGO AND SHUFFLE MECHANICS: good pay and good working conditions. Persons must be sober and furnish references.

WANTED: DESIGN ENGINEER
Rare opportunity for experienced vending machine engineer capable of assuming full responsibility for special projects.

Parts, Supplies & Services
COIN OPERATED TIMERS—ELECTRONIC, automatic; no buttons to push or mechanical levers to wind.

Routes for Sale
MUSIC, PIN, BINGO AND SHUFFLE GAME Route, North Western Pennsylvania. Cash or terms.

Used Coin-Operated Equipment
A-1 CIGARETTE AND CANDY MACHINES \$25 and up. Other vending machines \$35 up.

ADVANCE 25c MACHINES—NEW AND used; rock bottom merchandise prices on request.

CIGARETTE MACHINES JUST OFF LOCATION: 25c or 30c operation. Central Vending Machine Service Co.

FIVE AUTOMATIC "POPPERETTE" POPCORN machines; used six months; \$2,348 worth for only \$750.

FOR SALE—GOLD NUGGETS, \$35; CONEY Island, \$40. Send in deposit.

LAST PRICES FOR PENNY AMUSEMENT games. Send quick for list. Atlas, 1200 Madeline Place, Fort Worth, Tex.

SANITARY VENDING MACHINE HEADQUARTERS
"Spare" sanitary napkin vendors; DAY razor blade vendors.

USED AND RECONDITIONED VENDORS—NAT. 5 col. Candy, \$95; Nat. 6 col. Candy, \$68.50.

60 MERCURY GRIP MACHINES—FIRST class. Sacrifice at \$15 each, cash f.o.b. Agent: Spindle City Vendors.

200 1c GUM CHARM MACHINES, 400 5c Aroon Charm Machines; off or on location in Texas. Sell, trade for 25c Advance Machines.

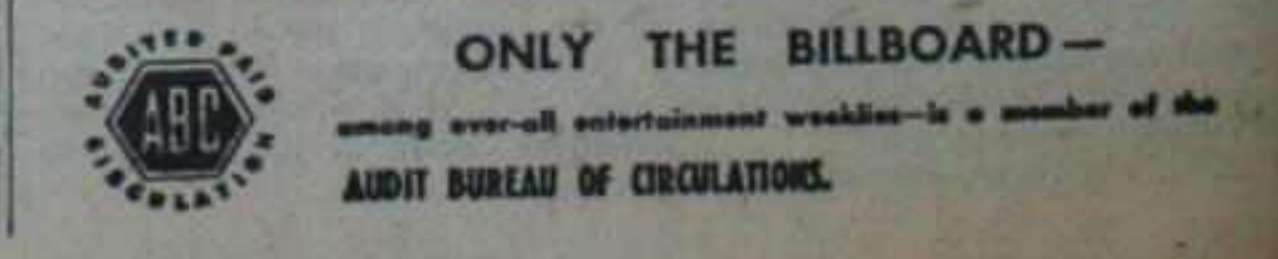
Wanted to Buy
CIGARETTE, CANDY AND OTHER VENDING machines; give full description and lowest prices.

LATE MODEL SKEE BALLS AND Arcade machines, guns and novelty pieces. Will also buy Millie Panoram.

VICTOR TOPPERS WANTED—ANY QUANTITY. Give full information, Box M-90, c/o Billboard.

WANTED TO BUY—10c KLEENEX vending machine. Vend-Write or others.

USE THIS HANDY FORM TODAY
Forms close Thursday for the following week's issue. Please use pencil when filling in this form.
1. Clip your ad to this form.
2. Check classification you want your ad to appear under:
- Business Opportunities
- Help Wanted
- Parts, Supplies & Services
- Positions Wanted
- Routes For Sale
- Used Coin-Operated Equipment
- Wanted To Buy
3. Check whether you want Regular or Display Classified. If Display is wanted, indicate on your ad the words you want emphasized. Rates above. Sorry, no illustrations or cuts.
4. Count all words, then enclose check or money order. Insufficient remittance will delay your ad. Prompt refunds made in event of overpayment. To figure charges when box number is used, read "Important Information" above.
The Billboard
Coin Market Place
2160 Patterson St.
Cincinnati 22, Ohio
Please insert my ad in "Market Place" and run as indicated below:
- Next 6 issues
- Next 4 issues
- Next 3 issues
- Next issue only
\$_____ Payment enclosed
Name _____
Address _____
City _____ Zone _____ State _____



Scientific

Continued from page 83

for battery installations, with initial deliveries set for spring.

Scientific will also exhibit the Aqua Duck, which had previously been produced by the now defunct Meteor Machine Corporation.

Two models are available, the de luxe for \$349.50 and the standard for \$249.50.

Water Pistol

Object of the game is to fire a water pistol at floating ducks, with the force of the water stream pushing the ducks on an island.

Another Scientific machine to be displayed for the first time will be the two-horse Carousel.

Other Scientific machines to be displayed will be the 1955 Pokerinos, with slight cabinet changes.

In addition to Levine, the booth will be manned by Jack Firestone, chief engineer; Robert Marcus, sales manager; John Marino, assistant sales manager, and Diane Hunter, hostess.

Scientific is currently celebrating

Fla. Distrib Brands Rentals 'Impractical'

MIAMI, Nov. 13.—A plan which enables an operator to rent games and juke boxes from a distributor was branded as impractical from a distributor's viewpoint this week by Ozzie Truppman, Bush Distributing Company executive.

Said Truppman: "It lets the operator make too many mistakes and ultimately forces the distributor to become an operator himself."

He said he felt that under such an arrangement, the operator would be inclined to rent more equipment than he would buy if he had to pay for it.

"The operator doesn't have necessary stake in his equipment to cause him to operate as efficiently as he would if he knew he was buying the machines outright," said Truppman.

Truppman pointed out that when machines are rented to operators rather than sold, the distributor is unable to maintain an even flow of purchases from the factory.

the 25th anniversary of its founding and plans to peg its exhibit and promotion on this event.

ROUTE SUCCESS

Partners Divide Work, Cut Costs

MILWAUKEE, Nov. 13.—Chopping down overhead costs—the goal of operators all over the industry—is one of the main factors behind the success of P. & P. Distributing Company.

With close to a decade of continuous operation now behind them, both partners agree that they have developed a system of teamwork and planning that gets top results for them.

Known as a skilled repairman in town among the operators, Joe Pelligrino was an expert cabinet maker prior to entering the coin machine field.

Do Own Repair

"We try to repair everything by ourselves that we can possibly do in our own shop," says Pelligrino. Electrical test equipment to check many of the parts of juke boxes and pinball games are owned by P. & P. Distributing.

Cabinet refinishing, one of the most expensive items on the cost sheets of operating firms which take a pride in their equipment's appearance, has always been performed here.

P. & P. route men and maintenance employees are expected to develop into versatile "jacks of all trades," according to Pelligrino.

Cutting Costs

What are some of the guiding principles in attempting to cut operating and shop costs?

According to Pelligrino, one of the main things to strive for is an efficient shop layout.

"Arrange your floor plan in the shop so that machines aren't haphazardly strewn all over the premises. Keep tools that are used on repair jobs near the equipment being processed.

Obviously, a location for the shop which is unhampered by traffic jams and parking problems, and

where company trucks can gain quick and easy access to loading facilities, also is a prime factor in saving time and money, according to Pelligrino.

Parts Stock

Keeping a proper level of stock parts on hand at all times also makes for greater efficiency and lower overhead.

The value of keeping a sufficient supply of parts on hand at all times becomes strikingly evident when breakdowns occur during weekends.

Used Equipment

Another principle which P. & P. finds profitable is the disposal of obsolete equipment as quickly as possible.

No interest is shown by either Bob Puccio or Joe Pelligrino in taking in repair work for other operators as a source of revenue.

"We are too busy taking care of our own headaches," says Pelligrino.

PLA-POOL

COIN-OPERATED POOL TABLE

A Winner in Any Location!



- ★ Regulation size cues
★ Scoring rack with adjustable light fixtures
★ Cash box inside also opens with key, making pilferage difficult
★ Finest pure gum rubber cushions and playing field cloth obtainable
★ Sides of table are finished in beautiful pearlloid grey, rest of table being natural finish hardwood
★ Signal light flashes on when coin is inserted, goes out when playing time is finished
★ Can be adapted to operate with coin of any country

Net Wgt. 180 lbs.
Ship. Wgt. 260 lbs.

6 ft. long
32 1/2 in. high
37 in. wide

ORDER PLA-POOL TODAY

PLA-POOL—A low-cost, profitable coin-operated pool table. Here's a competitive game of skill (not a gambling device) that will never suffer from fading player appeal.

MARVEL MFG. CO. 2845 W. Fullerton Ave., Chicago 47, Ill. Tel.: Dickens 2-2424

Export Distributor: Trans-World Trading Corp., 55 E. Washington Chicago 2, Ill. — Cable: Transtrade

Mr. Operator of

METAL TYPER MACHINES

SPEED UP YOUR LOADING OPERATION!

Buy Your ALUMINUM DISCS in Rolls of 100. Small Extra Charge. Bulk Also Available.

STANDARD METAL TYPER CO.

1318 N. Western Ave. Chicago 22, Ill.



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

Table with columns for machine names and prices across five dates: Nov. 13, Nov. 6, Oct. 30, Oct. 23, and Oct. 23. Lists various machines like Marble Queen, Maryland, Mexico, Monterey, etc.

COBRA CARTRIDGES

Realigned and Resurfaced, 75¢ each. Compare them with new cartridges. Cartridges returned within 10 days.

ELECTRONIC INDUSTRIES

P. O. Box 3008 Mesa, Arizona

NEW golden palomino horse
NEW rigid steel base
NEW flashy colorful cabinet

THE CHAMPION

- REALISTIC WESTERN HORSE
- REAL WESTERN SADDLE
- SAFE, LOW-SPEED START
PULL REINS TO TROT OR GALLOP
- LIFE-LIKE RIDING ACTION
- STURDY, TROUBLE-FREE MECHANISM
- SLUG-PROOF COIN MECHANISM
- SMOOTH, QUIET OPERATION



10¢
A RIDE

REQUIRES ONLY
22 IN. BY 44 IN.
FLOOR SPACE

110 VOLT
A.C.

RIDE
THE CHAMPION
10¢

Bally Manufacturing Company, 2640 Belmont Ave., Chicago 18, Illinois

Exclusive Distributors for

BALLY • ROCK-OLA • KEENEY • CHICAGO COIN

NEW EQUIPMENT—Now Delivering

Rock-Ola 1442 Hi Fidelity, 50 Selection
 Rock-Ola 1444 Hi Fidelity, 120 Selection
 Bally Variety
 Bally Jet Bowler

Bally Rocket Bowler
 Bally Kiddy Rides
 Complete Line of Bingo Parts

USED EQUIPMENT—Ready for Location

MUSIC	SHUFFLE ALLEYS	BINGOS
AMI D-40 \$275.00	United Imperial ... \$275.00	Spot Lights \$ 75.00
AMI D-80 450.00	Keeney Pacemaker. 250.00	Ice Frolics 385.00
AMI E-80 550.00	Keeney Bonus Bowler 300.00	Yacht Clubs 225.00
Rock-Ola 1436 Fireball, 45 RPM, 120 Sel. ... 375.00	Chicago Coin Criss Cross Bowler ... 365.00	Surf Clubs 425.00
Rock-Ola 1434 Rocketts, 78 RPM, 50 Sel. 325.00	Bally Champion Bowler 475.00	Atlantic City 125.00
Seeburg Model C ... 450.00	Bally Victory Bowlers 450.00	Hi Fi 425.00
Seeburg Model B ... 525.00		Dude Ranch 325.00
Seeburg Mod. M-190-A 375.00		Variety Write
1015 Wurlitzer (while they last) .. 89.50		

CALDERON DISTRIBUTING Co.

450 Massachusetts Avenue • Indianapolis, Indiana

Headquarters for BEST BUYS in USED Bally GAMES

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.
 937 MARKET STREET
 WHEELING, WEST VIRGINIA
 PHONE: WHEELING 5472

* PURVEYOR • SPECIALS! • PURVEYOR *

<p>SHUFFLE GAMES</p> <p>Keeney Century, Match, 3/32s ... \$425</p> <p>Keeney Diamond, Match, 3/32s ... 375</p> <p>Keeney Bonus, Match ... 395</p> <p>Keeney Carnival ... 175</p> <p>Keeney 10 Pl. Team ... 125</p> <p>Un. Banner, Match 450</p> <p>Un. Ace, Match ... 295</p> <p>Un. Leader, Match 345</p> <p>Un. Team, Match ... 350</p> <p>Un. Classic, Match 310</p> <p>Un. Clover, Match 175</p> <p>Un. League ... 350</p> <p>Un. Olympic ... 190</p> <p>Un. Cascade ... 175</p> <p>Un. 10th Frame Super ... 125</p> <p>C. C. Double Score ... 175</p> <p>Genco Shuffle Pool 182</p>	<p>Keeney's Latest and Best ... SPORTSMAN Rifle Gallery, something different in a proven money-maker. Good in any type territory. Competitive scoring—timing device—moving targets—with or without match features.</p> <p>18 FT. ROCK-OLA \$149.50 SHUFFLEBOARD</p> <p>BINGOS— Write for complete list and last minute prices.</p>	<p>Shuffleboard Supplies</p> <p>Wax, Case (12) \$ 3.50</p> <p>Pucks (Set of 8). 12.00</p> <p>Fast Wax, Case (12) 4.50</p> <p>Score Sheets, 10 Pads 7.50</p> <p>Fluorescent Lights, Pr. 22.50</p> <p>Used Rock-Ola Shuffleboard, Lites, Pr. 12.50</p> <p>Adjusters 18.50</p>
---	--	--

PURVEYOR DISTRIBUTING COMPANY
 4322-24 N. WESTERN AVE.
 CHICAGO 18, ILLINOIS
 PHONE: JUNIPER 8-1814

THE BILLBOARD INDEX

ADVERTISED USED MACHINE PRICES

ARCADE EQUIPMENT

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of Nov. 13	Issue of Nov. 6	Issue of Oct. 30	Issue of Oct. 23
ABT Challenger.....	20.00	25.00	\$20.00	25.00
Advance Roll (Genco).....	75.00			
Air Raider (Keeney).....	90.00		90.00	
Atomic Bomber (Mutoscope).....	150.00		150.00	
Barrel Roll (Jennings).....	125.00	125.00	125.00	
Baseball (Scientific).....	79.50	79.50	79.50	125.00
Bat-a-Score (Evans).....	165.00	175.00	125.00	165.00
Bat-a-Score Sr.....	195.00	195.00	195.00	
Big Bronze (Exhibit).....	350.00	395.00	295.00	350.00
	495.00	395.00	495.00	395.00
Big Inning (Bally).....	150.00	150.00	150.00	
Card Vendor (Exhibit).....				49.00
Champion Horse (Bally).....	395.00	395.00	395.00	395.00
Chicken Sam (Seeburg).....	99.50			75.00
Crisis Cross.....	15.00	15.00	15.00	15.00
Dale Gun (Exhibit).....	35.00	65.00(2)	55.00	65.00(2)
	89.50	89.50(2)	95.00	89.50
Deluxe Card Vendor	50.00	50.00	50.00	50.00
Derby, 4 Player (Chl. Coln).....	175.00	195.00	175.00	195.00
Drivemobile (Mutoscope).....	165.00	165.00	165.00	165.00
Flash Hockey (Colnes).....	75.00	55.00	75.00	75.00
Flying Saucer (Mutoscope).....	149.50	149.50	149.50	149.50
Goose (Chicago Coln).....	95.00(2)	99.50	95.00	99.50
	100.00	100.00	100.00	100.00
Grandma Fortune Teller.....	125.00	125.00	125.00	125.00
Gun Club.....	129.00	115.00	125.00	145.00
Gun Patrol (Exhibit).....	175.00	185.00	175.00	185.00
			160.00	175.00
				185.00
Heavy Hitter (Bally).....	40.00	40.00	69.50	40.00
Hi-Ball (Exhibit).....	75.00	75.00	75.00	75.00
Horsefeathers (Williams).....				35.00
Jet Gun (Exhibit).....	129.00	145.00	145.00	145.00
	195.00	195.00	195.00	175.00
Lite League.....	75.00	75.00	89.50	75.00
Mercury Counter Gripper.....	20.00	20.00	20.00	20.00
Metal Typar (Harvard).....	150.00	150.00	275.00	150.00
Metal Typar (Roovers).....				275.00(2)
Metal Typar (Standard).....	265.00	275.00	275.00	275.00(2)
Midget Movies.....	125.00	165.00	165.00	165.00
	185.00(2)	185.00(2)	185.00(2)	155.00
	195.00	195.00(2)	195.00	195.00
Musical Merry-Go-Round (Lee).....			495.00	495.00
Midget Skee Ball (Chl. Coln).....	165.00	165.00	165.00	165.00
Night Bomber (Kirk).....	150.00	150.00	150.00	150.00
Night Fighter (Genco).....	225.00	225.00	225.00	250.00
Pea Wee (Genco).....	20.00	20.00	20.00	20.00
Photomatic (Mutoscope).....	250.00	425.00	250.00	425.00
	650.00(late)	575.00	650.00(late)	650.00(late)
		595.00(late)		
		650.00(late)		
Pistol Pete (Chicago Coln).....	75.00	90.00	75.00	90.00
	95.00	99.50	95.00(2)	99.50
	145.00	185.00(2)	185.00(2)	165.00
	185.00(2)			
Play Poker.....	19.00	19.00	19.00	19.00
Pop Up.....	22.00	24.00	22.00	24.00
Q Ball Pool Table.....	125.00	125.00	125.00	125.00
Quizzer.....	95.00(2)	95.00(2)	95.00(2)	95.00
Rapid Fire (Bally).....	95.00	95.00	95.00	95.00
Rifle Range Ray Gun.....				75.00
Scoring Units (Genco).....			95.00	95.00
Shocker (Acme).....	24.50	24.50	24.50	24.50
Shoot the Bear (Seeburg).....	150.00(3)	150.00(4)	150.00(4)	150.00
	175.00(3)	175.00(2)	175.00	175.00
	195.00	195.00	195.00	195.00(2)
Silver Bullets (Exhibit).....	100.00	125.00	125.00	125.00
Silver Gloves (Mutoscope).....	185.00	185.00	185.00	185.00
Silver Skates.....	59.00	75.00	75.00	100.00
Six Gun Rifle Range (ABT).....	550.00	550.00	550.00	550.00
Six Shooter (Exhibit).....	99.00	125.00(2)	125.00(2)	75.00
	135.00	145.00	135.00	145.00
		145.00		
Skee Ball (Genco).....	275.00			
Skee Ball (Wurlitzer).....	150.00	150.00	150.00	150.00
Ski Roll (Evans).....	95.00	95.00	95.00	95.00
Skill Gun (ABT).....	20.00	20.00	20.00	20.00
Sky Fighter (Mutoscope).....	125.00	125.00	125.00	125.00
Sky Gunner.....	175.00(2)	175.00(2)	175.00(2)	175.00
	189.50	195.00(2)	185.00	190.00
	195.00(2)	210.00(2)	210.00	215.00
	210.00			
Space Gun.....	195.00	195.00	195.00	195.00
Space Invader.....	125.00	125.00	125.00	125.00
Space Ship (Bally).....	285.00	295.00	295.00	295.00
Space Ship (Deco).....				295.00
Spar Series (Williams).....	59.00	89.50	89.50	89.50
Sub. Gun (Keeney).....	110.00	110.00	110.00	110.00
Super Bomber (Evans).....	150.00	150.00	150.00	150.00
Target Skill Gun.....	18.00	18.00	18.00	18.00
Teletiz.....	115.00(2)	69.50	115.00	110.00
	125.00(2)	125.00(2)	125.00(2)	149.50
Three Way Gripper (Gottlieb).....	18.50	24.50	18.50	24.50
13-Way Athletic Scale (Mercury).....	79.50	80.00	79.50	80.00
	150.00	150.00	150.00	150.00
Twin Shoe-Shine.....				125.00
Undersea Raider.....	125.00(3)	125.00(2)	125.00(2)	125.00
Voice-a-Graph (Mutoscope).....	495.00	525.00	495.00(2)	525.00
	595.00	595.00	595.00(late)	595.00
Wizard.....	18.50	18.50	18.50	18.50

Atlantic Starts Op Rental Plan In Connecticut

HARTFORD, Conn., Nov. 13.—Mac Perlman, of Atlantic-New York Corporation's Hartford branch has started a coin machine rental plan for Connecticut, covering Seeburg juke boxes as well as pinball games and bowling games. Thus far, the plan has extended to upward of half a dozen smaller operators, with the latter paying rental for the units on a weekly basis, the fees worked between Perlman and the operators.

It is understood that Perlman is utilizing a sliding scale on the rentals. For example, one machine would be charged \$10 per week for first 10 weeks, \$8 per week for second 10 weeks.

As for trade reaction, opinions range from enthusiasm to middle-of-the-road observations.

Abe Fish, president of the Music Operators of Connecticut, sums up the local trade viewpoint: "This coin machine rental plan is ideal for the smaller operator who doesn't want to make a large initial investment. He has to realize, however, that he must furnish parts himself, and another thing to be considered is that after the rental plan is concluded he still has had only use, not ownership of the machine. This, of course, is up to the individual. If the plan can help a small fellow along, I'm very much in favor."

Rental Plans

Continued from page 83

said that rental agreements have their strongest appeal among those operators who are in shaky financial condition.

When a distributor supplies such a marginal operator with equipment on a rental basis, it often leads to lowering commission rates which can spread to other routes run on more businesslike levels, one distributor said.

Most of the trouble begins, a pioneer coinman said, because the renters feel that since their initial investment is practically nil, they can afford to line up some choice locations via commission shopping methods.

Distributors, cautious to comment felt they were being pulled into a situation beyond their control. "All you do is put yourself in the operating business if you go in for rentals. If the word gets around that you are renting, you become unpopular with the very people upon whom your business depends."

One distributor outspokenly stated, however, that he would be compelled to either operate equipment himself or branch out into rentals unless conditions brighten for his business. He explained that because he had been unable to stir up interest in certain areas where his coverage is low, he was considering working with operators on a percentage basis.

Current rental rates being charged in this area, according to reports, are usually 2½ per cent of the list price of the game or juke game per week. Game rentals average \$12 to \$15 per week; music rental fees run higher, up to as much as \$20 a week. Operators pay all expenses.

Rental fees, in most instances, can be applied toward the eventual purchase of the equipment if the operator so desires.

NEW UNITED 11th FRAME BOWLER COMET-SHUFFLE SKEE BINGO-SINGAPORE

Sensational—New CARNIVAL GUN—MOVING TARGET USED SHUFFLES

United Classic \$249.50

United Star 10th Frame 179.50

Chi Coin Triple Score 245.00

Chi Coin Special Frame 229.50

GUNS

Genco Sky Gunner \$189.50

Ex. Shooting Gallery 219.50

Many More Used Shuffles & Pinballs. Write, Wire, Phone.

CENTRAL OHIO COIN MACHINE EXCH.
 525 E. HIGH ST., COLUMBUS 15, OHIO
 Capital 4-7254

Steam Cleaner

Continued from page 79

Interested in a steam cleaner, and Steinman went ahead with plans to build one for ship use. The order never materialized, but Steinman, recalling his Apco experience, felt that the unit could be designed primarily for food vending equipment.

The current vending unit has been on the market eight months. Selling for about \$500, the Steammaster cleans, sterilizes and degreases with a finger-tip release controlling dry or wet steam. Maximum working pressure is 85 pounds. Engine is single phase, with a boiler capacity of five gallons and a detergent capacity of three gallons. Other units with three-phase motors and higher capacities are available at higher costs.

Steinman feels the electric steam cleaner has a distinct edge over gas or oil-fired units because it can be used in an indoor operation without extensive fireproofing and with little or no trouble in regard to fire department regulations.

While the market in the coin machine field will be primarily large vending operators, and distributors doing conversion and re-building work, Steinman will also attempt to sell the unit to juke box firms which refurbish their own machines and sell second-hand units to operators.

New IQ Range

Continued from page 83

pult, the new unit has a mechanical hand which picks up the ball, actually winds up and delivers. The operator may set nine or 10 balls for 25-cent play.

As a safety measure, the machine will not throw at the plate until the batter depresses a release on the platter. This will eliminate the possibility of a left-handed batter catching one on the noggin as he crosses the plate.

The IQ machine is currently used by the Brooklyn Dodgers, Pittsburgh Pirates and Chicago Cubs. An order for the new model has been placed by the Dodgers.

In addition to Henderson, Albert Emelian, inventor of the device and former PT engine designer during World War II, will be at the IQ booth.

Florida City

Continued from page 83

tions on gambling charges for the previous five years and must be residents of Hialeah for at least one year. All members of the applicant's family, firm or corporation also must be free of gambling violations.

The ordinance specifies violations, a \$500 fine and six months in jail or both for violations.

Under Hialeah procedure, the ordinance will come up for a second reading in two weeks and if passed, it faces possible final passage two weeks later. After that it must be advertised for 30 days before it becomes law.

Hialeah is one of 26 municipalities which ring the city of Miami. The town's economy reaches its peak during the 40 days, beginning in mid-January, when Hialeah Race Track is in operation.

Apco Exhibit

Continued from page 79

after-show volume in vending machines.

The plan consists of roping off a section of the lobby after the show, placing tables in the area and using vendors to provide the food and beverages.

The RKO management reasons that the usual custom for a couple is to drop in to a neighboring restaurant or soda fountain after the show, wait in line for a seat, get pushed around, eat, then pay the check and leave a tip.

By eating in the lobby, the theater patrons can save time and dine in comfort. The theater would be saved the expense of a manual operation. At any rate, that's the theory, and RKO is giving it a whirl.

SHUFFLE GAMES

Table with 5 columns: Game Name, Issue of Nov. 13, Issue of Nov. 6, Issue of Oct. 30, Issue of Oct. 23. Lists various games like Advance Bowler, Big League Bowler, Bonus Bowler, etc.

EXHIBIT'S NEW SPORTLAND SHOOTING GALLERY

The Targets Don't WIGGLE—They MOVE!

GET IT FIRST FROM FIRST!

Table listing Target Guns and Arcade games like United Carnival Gun, First-Conditioned, etc.

BINGO 5 BALLS

Table listing Bally Variety and Bally games like Surf Club, Ice Frolics, etc.

FIRST COIN MACHINE EXCHANGE

Joe Kline & Wally Finke, 1730 W. NORTH AVE., CHICAGO 22, ILLINOIS



KEENEY 4-PLAYER BOWLING CONVERSION for 22' SHUFFLEBOARD Now Only \$75

SHUFFLE GAMES

Table listing Chicago Coin and Keeneey games like Super Frame, Crown, Triple Score, etc.

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 PHILADELPHIA 30, PA.

ATTENTION, ALL DISTRIBUTORS

WANTED 200 SEEBURG M100A

Our 1924 30th 1954 ANNIVERSARY

CALL, WRITE OR WIRE

Our 1924 30th 1954 ANNIVERSARY

Exclusive Gottlieb, Williams, Seeburg, Chicago Coin, Genco and United Distributors.



Remember IN NEW ENGLAND IT'S TRIMOUNT!

40 WALTHAM STREET BOSTON 18, MASS

NEW KICKER & CATCHERS—\$49.50 EA.

Table with columns: MISCELLANEOUS and RECONDITIONED EQUIPMENT listing various items and prices.

CLEANING HOUSE! PICK 'EM UP: CITATION... \$13; TURF KINGS... \$23. Write for Latest List

GIVE TO DAMON RUNYON CANCER FUND

2157-59 N. Lincoln, Chicago 14, Ill. Lincoln 9-3996-7-8

TYPICAL *Empire* SPECIALS

Genco 3 Player Basketball, Like New \$375
 Exhib. Shooting Gallery, New \$95
 Ch. Round the World Trainer, Like New \$33

Deco Space Ranger, Like New \$345
 United DeLuxe Jungle Gun, \$45
 New Saddle & Turf \$25
 Mighty Mike, new \$95

SHUFFLE GAMES

UNITED MERCURY SHUFFLE ALLEY
UNITED COMET SHUFFLE TARGETTE
GENCO 4 PLAYER SKEEBALL, NEW.....\$369.50
 United Leader, Match\$275.00
 United Team S.A., 3/35c\$45.00
 United League S.A., High Score\$25.00
 United Imperial, Match Score\$35.00
 United Royal, High Score\$35.00
 United Classic, Match Score\$18.00
 United Clover, Match Score\$18.50
 United Cascade, High Score\$175.00
 United Star, 10th Frame\$149.50
 United Super 10th Frame, 4 Pl.\$139.50
 United Star & Player, Match Score\$25.00
 United Super & Player, S.A.\$119.50
 United De Luxe S.A., 4 Player\$89.50
 United & Player w/Formica, 7-10\$79.50
 United 3 Player w/Formica, 7-10\$69.50
 United & Player w/Formica, 7-10\$59.50
 Chi. Triple Score Bowler 10th Frame\$315.00
 Chi. Flash Bowler, New\$435.00
 Chi. Crown, Match\$335.00
 Chi. Super Frame\$345.00
 Chi. Double Score\$150.00
 Keeney & Player, Big Lighted Pins\$49.50
 Universal 18' Bowl-o-Matic\$35.00
 Genco Shuffle Pool\$115.00
 Genco Match Pool\$300.00

5-BALLS

ARCADE

BINGOS

- UNITED SINGAPORE BALLY VARIETY**
 Hi Fi\$450
 Surf Club445
 Ice Frolics390
 Palm Springs395
 Dude Ranch345
 Yacht Club195
 Beach Club335
 Beauty275
 Palm Beach135
 Frolics190
- GOTTlieb**
 Piker Face\$145.00
 Quintette145.00
 Chinatown119.50
 Hit 'n' Run109.50
 4 Horsemen95.50
 All Star99.50
 Knockout79.50
 Double Feet79.50
 3 Musketeers69.50
 Sharpshooter99.50
 Bowling Ch.99.50
 Buffalo Bill99.50
 Double Shuffle99.50
- WILLIAMS**
 Daffy Derby, F.S.\$350.00
 Nifty79.50
 Pinky79.50
 Dreamy79.50
 Maryland69.50
 Boston69.50
 El Paso59.50
 Lucky Innings59.50
 Virginia49.50
 Dew-Wa-Ditty49.50
 Saratoga49.50
- GENCO**
 So. Pacific\$43.00
 Screwball49.50
 Floating Par.49.50
 Canasta59.50
- UNITED**
 Tampico\$49.50
 Oklahoma49.50
 Pinch Hitter59.50
 Monterey49.50
 Paradise49.50
 Rondevevo49.50
 Summertime49.50
 Blue Skies49.50
- EXHIBIT**
 BeBop\$84.50
 Gondola49.50
 Tumbleweed74.50
- CHICAGO COIN**
 King Pin\$89.50
 Sally49.50

- Atlantic City\$145
 Bright Spot95
 Coney Island95
 Spot Lite95
 Long Beach45
 Havana350
 Rio325
 Cabana165
 Tropics245
 Hawaii445
 Mexico410
 Golden Nugget 99.50
 Genco 40059.50
- AUTO-PHOTO**
WMS. JET FIGHTER
HYDRO-DUCK GUN
AIR FOOTBALL\$395.00
AIR HOCKEY\$445.00
SET SHOT SKYBALL \$45.00
 Genco Rifle GalleryPhone
 Exh. Shooting GalleryPhone
 Photomatic, Late\$395.00
 Voice-o-Graph495.00
 Chi. & Pl. Home Run\$465.00
 Exh. Big Bronco\$350.00
 Wms. Super Pennant\$395.00
 Wms. Big League, F.S.\$395.00
 Wms. Maj. Leag., 4 Pl.\$345.00
 Wms. Del. Baseball\$325.00
 Photomatic, Pre-War\$350.00
 Genco Night Fighter\$225.00
 Genco Sky Gunner\$210.00
- UNITED**
 3-D Theatre\$199.50
 Chi. 4-Player Derby\$195.00
 Midpat Movies\$195.00
 Ev. Bah-Score\$195.00
 Ch. Basketball Champ\$195.00
 Shoot the Bear\$150.00
 Exh. Jet Gun\$145.00
 Muto. Drivemobile\$165.00
 Telequiz & Film\$115.00
 Muto. Flying Saucer\$149.50
 Undersea Raider\$135.00
 Exh. Foot Race\$139.50
 Geolies\$99.50
 Chicken Sam\$99.50
 Chi. Pistol\$99.50
 Wms. Star Series\$99.50
 Exh. Dale Gun\$99.50
 Mer. 13-Way Aih. Scale\$79.50
 Scientific Baseball\$79.50
 Flash Hockey\$75.00
 Wms. Quarterback\$75.00
 Exh. Hi-Ball\$75.00

GENTLE

- So. Pacific\$43.00
 Screwball49.50
 Floating Par.49.50
 Canasta59.50
- UNITED**
 Tampico\$49.50
 Oklahoma49.50
 Pinch Hitter59.50
 Monterey49.50
 Paradise49.50
 Rondevevo49.50
 Summertime49.50
 Blue Skies49.50
- EXHIBIT**
 BeBop\$84.50
 Gondola49.50
 Tumbleweed74.50
- CHICAGO COIN**
 King Pin\$89.50
 Sally49.50

GENTLE

- So. Pacific\$43.00
 Screwball49.50
 Floating Par.49.50
 Canasta59.50
- UNITED**
 Tampico\$49.50
 Oklahoma49.50
 Pinch Hitter59.50
 Monterey49.50
 Paradise49.50
 Rondevevo49.50
 Summertime49.50
 Blue Skies49.50
- EXHIBIT**
 BeBop\$84.50
 Gondola49.50
 Tumbleweed74.50
- CHICAGO COIN**
 King Pin\$89.50
 Sally49.50

Like New
COON HUNT
\$345

CLOSEOUT!
 New 3-Coin Wms.
ALL STAR BASEBALL
 4 Pl., Triple Match, Conv. 3 & 10c,
\$425

- COUNTER GAMES**
KICKER & CATCHER \$49.50
 Acme Shocker\$45.00
 Binks Zipper\$55.00
 Art Show & Film49.50
 APT Challenger75.00
 Texas Leaguer49.50

- I-BALLS**
 Turf King\$99.50
 Champion89.50
 Citation79.50
 Gold Cup59.50
 Special Entry49.50
 Jockey Special\$45.00

CIGARETTE VENDERS

FACTORY REBUILT, 25c. KING SIZE COLS.
 Rowe President, 10 Col. or 8 Col.\$155
 National Model 850, 9 Col.145
 National 930, 9 Col.120
 Uneedapak Model 800, 9 Col.125
 DuGrenier Model "W", 9 Col.125

SPECIAL!
 NEW GENCO
SILVER CHEST,
\$125

OG Filter Kings Debut in Midwest

NEW YORK, Nov. 13.—Midwestern distribution of Old Gold king-size filter-tip cigarettes got underway this week, according to Lewis Gruber, vice-president and director of sales for the P. Lorillard Company.

They were introduced in Illinois, Michigan and Wisconsin. Also the brand was distributed this week in up-State New York and Pennsylvania.

The brand, first introduced in New England September 27, is now available in 15 States and the District of Columbia.

Leaf Enlarges Main Factory

CHICAGO, Nov. 13.—Leaf Brands, Inc., has completed a 35,000-square-foot addition to its plant. Plans to consolidate all candy and gum production in the main factory are now being finalized.

Leaf was producing in three buildings while a fourth was used as a warehouse.

Marshall Leaf, vice-president in charge of advertising stated that the manufacturing process will be centralized in the main plant within a year.

Conn. Cig Sales Dip 7% in Quarter

HARTFORD, Nov. 13.—Connecticut cigarette smoking continues to suffer from a downdraft. Sales for July thru September dropped 7 per cent lower than for the same period of 1953, according to the State Tax Department.

Total cigarette tax receipts for the past three months hit \$2,186,869—about \$160,000 lower than a year ago. Two of the 3-cents-a-pack State tax goes to the State general fund, the other 1 cent to the fund for needy veterans and their families.

Tax Commissioner William F. Connelly attributed part of the decreased cigarette sales to the use of king-size cigarettes, which give more for the money. He had no comment on claims that smoking proves injurious to health.

Peter Paul's Net For Year Equals '53

NAUGATUCK, Conn., Nov. 13.—Despite a jump in the price of chocolate, Peter Paul, Inc., reported earnings on a par with the previous fiscal year, according to John T. Tatigian, company president, in the firm's annual report.

Earnings for the fiscal year ending June 30, were \$1,367,002, compared to earnings of \$1,365,089 for the previous period.

Chocolate costs, important component of Peter Paul candy products—including Moands, Almond Joy and others—increased 51 per cent, Tatigian said.

The report also cited expansion of the research and control laboratory as contribution to continued success of over-all operations.

Beech-Nut Reports Dip in Net Earnings

NEW YORK, Nov. 13.—Beech-Nut Packing Company reported net earnings of \$2,615,147, equivalent to \$1.71 a share for the nine-month period ending September 30.

This amount includes non-recurring income of \$528,776, equal to 35 cents a share, from refund of excess profits taxes and interest for the years 1940 thru 1945. The balance of \$2,086,371 or \$.36 per share represents net income from regular operations which compares with \$2,621,193, equivalent to \$1.71 per share, for the same period of 1953.

Earnings for 1954 were affected by a substantial inventory loss caused by the recent sharp decline in the raw coffee market.

Miller Candy Names 2 Midwest Rep. Firms

BOSTON, Nov. 13.—Charles N. Miller Company named two new representatives in the Midwest.

Lithall Associates, Chicago, was appointed to represent the firm in Northern Illinois. Joseph Delosso, Milwaukee, will represent Miller in Wisconsin and Upper Michigan. Schweik & Gronberg continues to represent the candy firm in Chicago area.

The new appointments came following the death of A. L. Hoffman, who had represented Miller in Northern Illinois, Wisconsin and Upper Michigan for two years.

BINGOS WANTED
 Cash or Trade

Empire Coin MACHINE EXCHANGE
 1012-14 MILWAUKEE AVE. • CHICAGO 22, ILL.

More Money for You
 (higher profits—lower service costs)
with DAVIS PHONOS

DAVIS 6-POINT GUARANTEE
 ✓ Mechanism Overhead ✓ Speaker inspected
 ✓ Worn parts replaced ✓ Tonehead Renewed
 ✓ Amplifier reconditioned ✓ Cabinet professionally refinished

SEEBURG	WURLITZER
146\$ 89	1080\$ 99
147119	1400395
148M149	1450395
148ML159	H1217159

AMI
 D-40\$329
 D-80\$469
 "A"\$129

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: BAypport 1-1616 from
 1-4 p.m. daily

- WANTED TO BUY**
- SEEBURG... M-100A
 SEEBURG... M-100B
 WURLITZER... 1250
 WURLITZER... 1600
 WURLITZER... 1650
 WURLITZER... 1500
 WURLITZER... 1550
- And all other late model phonographs

- WALL BOXES**
 —Reconditioned and Rebuilt—
 Seeburg W1-L56, 5c wireless...\$ 3.95
 Seeburg 3W2-L56, 5c, 3 wire... 6.95
 Wurlitzer 2140, 5c 3.95
 Wurlitzer 3031 3.95
 Wurlitzer 3020 9.95
 Wurlitzer 3025, 5c 5.95
 Wurlitzer 219 Stepper14.95
 Wurlitzer 4204, 104 selection... 49.00
 Seeburg 3W5-L56, 5c, 10c, 25c, 3 wire16.50
 Seeburg W6-L56, 5c, 10c, 25c, wireless16.50

DAVIS Distributing Corporation
 738 Erie Blvd. E., Syracuse, N.Y. Ph. 75-5194
 BRANCHES IN BUFFALO, ROCHESTER, ALBANY
 SEEBURG FACTORY DISTRIBUTORS

every conceivable kind of EQUIPMENT, SUPPLIES AND SERVICES has been sold in The Billboard WHAT DO YOU HAVE TO SELL? Write Box 666, 2160 Patterson St., Cincinnati, Ohio

Operate BINKS ZIPPER
 This big money-making amusement game loads up fast with cash!
 Price \$29.50
 f.o.b. Chicago, Tax extra.
 Quantity Discounts.
 Order from
AUTO-BELL NOV. CO. 29 W. Kinzie St. Chicago, Illinois

GIVE TO DAMON RUNYON CANCER FUND

YOUR TICKET TO **SALES RESULTS—**
 THE ADVERTISING COLUMNS OF **THE BILLBOARD!**

Pa, Ma and Kids Totin' Guns

Continued from page 83

Weinand, believed that a real Remington .22 rifle would draw more interest than a pseudo gun. It was thought that the authentic type .22 rifle would have immediate sight appeal since so many people were familiar with them.

Samples of these .22 rifle units were placed at selected Arcade spots, and the reactions of the Arcade patrons handling the rifles were observed. The realistic aspects of the new units brought an enthusiastic reception from the players and the new games began rolling off production lines.

The attraction the new guns afford both sexes and all age brackets has been a big factor in their nation-wide success. Many game operators, recognizing that women players are often the best boosters and best spenders, feel that any game that a woman can't

play will not be a hit in a tavern. The gals, however, have so taken to the guns that one operator in Portland provides foot-stools with his gun game equipment that might be too high for the shorter women patrons.

As for the men, there has never been any doubt about their craze for gun games. Even those at Arcade locations near military installations get good play from servicemen who are often on military rifle ranges thruout the day, yet still pay money to shoot the electric gun games.

Lew Lewis, Chicago game operator, well portrays how the new rifle units have taken hold in taverns when he says, "This is the first time the taverns are actually asking for gun games." Some Chicago operators have 20 or more gun games on location. One had 27 rifle units on location for months, maintaining a net average of \$30 a week per unit.

Recognizes Demand

Tony Sanders, formerly of Miller-Newmark Distributing Company, Detroit, early recognized the demand for gun games as something new for locations. Said Sanders: "You play the game instead of the game playing you." In the Detroit area, estimates from persons close to the business indicated that 75 per cent of Arcade trade may be going to guns of all types.

In the Los Angeles area, the take of guns in comparison to other amusement game pieces is as much as 20 per cent higher. Lyn Brown, a Los Angeles operator well into the gun game business, says a good location can run \$40-\$50 a week on a new gun game.

If gun games have a commercial weakness, it is that they must be moved often—on the average every six weeks—from location to location, to realize their best profits. Compared to other pieces such as pinball games or shuffle games, they have a shorter life at any one spot, tho their profits the first month are usually higher.

The novelty factor is important in the amount of play a gun game achieves. Thus operators, on finding the gross from a gun game to be slipping, move it to a new location where the game will appeal to a fresh audience.

Canteen

Continued from page 79

Canteen operates beverage equipment in CTA shops and offices. Automatic Merchandising also operated in two CTA shops and offices.

Transit Sales (rumored at press time to be in the process of sale to Canteen) operates dime candy bar, penny gum and candy venders and scales on subway and el platforms.

Robert Guy, CTA public information department, said that the new contract will not affect the penny gum and candy vending operation on buses now being conducted as a test by Howe Vending Corporation.

Andico

Continued from page 79

controls delivery of the coffee concentrate. It permits operation and delivery of a uniform cup level even should water pressure vary from 25 to 120 pounds per square foot.

Lewis also announced that the vender would list at a lower price than formerly.

Andico, which started producing coffee venders in 1949, is now manufacturing the new model and completing the units at its new final assembly plant here.

Get up to 70% more play with the 2d coin feature of Williams "COLORS"



Operate Williams Super JET FIGHTER Gun-Game!

"COLORS"

• Second Coin STAR* Feature Lures More Play and Extra Money Into the Cash Box!

- New STAR* FEATURE lets player score from 5 up to 200 replays per game!
 - Two Midget Playfields!
 - 8 "Special" when lit Rollovers!
 - 2 "Special" when lit Skill Holes!
- Playfield Loaded With ACTION!



CREATORS OF DEPENDABLE PLAY APPEAL
4242 W. FILLMORE ST. CHICAGO 24, ILL.

See Your Williams Distributor

WORLD WIDE--FINEST GAMES--LOWEST PRICES!

NEW GAMES

- Williams COLORS
- United MERCURY
- United DELUXE CARNIVAL GUN
- Genco BIG TOP
- Bally VARIETY
- United SINGAPORE

BINGO GAMES

- HI-FI\$415
- SURF CLUB395
- ICE FROLICS345
- PALM SPRINGS345
- DUDE RANCH325
- YACHT CLUB175
- NEVADA\$450
- HAWAII395
- RIO385
- TROPICS225
- TAHITI195
- CABANA165
- BEACH CLUB\$310
- BEAUTY325
- FROLIC395
- ATLANTIC CITY325
- PALM BEACH135
- CONEY ISLAND95

Williams SCREAMO BRAND NEW

In Original Carton \$210

- Genco "400"\$ 75
- GOLDEN NUGGET 125

PHONOGRAPHS

- SEEBURG 100-B\$575
- WURLITZER 1500-A 575
- SEEBURG 100-A 445
- WURLITZER 1500 495

FORMICA TOPS

Deluxe Silk-Screened
1..\$11 • 5..\$10 ea.
10..\$.9 ea.

SPECIAL! BASEBALL GAMES

Williams
ALL STAR\$325
DELUXE 175

TERMS: 1/3 Deposit, Balance Sight Draft.

WANT TO BUY

LATE GOTTLIEB 5-BALLS
LATE BALLY BINGOS
LATE UNITED BINGOS



Phone: Everglade 4-2300

Chicago 47
2330 N. Western Ave.

ATTENTION, IMPORTERS

WE HAVE 20 YEARS' EXPERIENCE IN EXPORT SALES•EXPORT SHIPPING•EXPORT FINANCING



SPECIALS RECONDITIONED LIKE NEW

- AMI Model 120\$695.00
- AMI Model 80 595.00
- AMI Model D80 475.00
- AMI Model D40 375.00
- AMI Model C 275.00
- AMI Model B 250.00
- Seeburg Model HFC 845.00
- Seeburg Model C 675.00
- Seeburg Model BL 595.00
- Seeburg Model B 550.00
- Seeburg Model A 450.00
- Wurlitzer Model 1500 495.00
- Wurlitzer Model 1400 395.00
- Genco Sky Gunner 195.00
- Seeburg Shoot-the-Bear 195.00
- Exhibit Shooting Gallery 295.00
- Evans Century 100 395.00

LARGE QUANTITY LOW PRICE, GOOD CONDITION, 5-BALL PIN GAMES

Write or Cable for Complete Catalogs and Special Price List
Cable Address: BAGERSAL LOS ANGELES

BADGER SALES COMPANY, INC.

2251 WEST PICO BOULEVARD

LOS ANGELES 6, CALIFORNIA

ATTENTION!!!

- Rock-Ola 1422 Each \$ 49.50
 - Wurlitzer 1250 Hideaway 149.50
 - Wurlitzer 1015's 84.50
 - Wurlitzer 3020 Wallboxes 8.00
 - Wms. Pennant Baseball 244.50
 - Chico Basketball Champ 99.50
 - Chico Pistol Pete 44.50
 - Ex. Six Shooter 49.50
 - Telexit 74.50
 - United 10th Frame Star Alley 120.00
 - United Twin Shuffle-Cade 34.50
 - Chico Goals 49.50
 - Dopey Duck Kiddie Ride 124.50
 - Bally Hot Rod 15.00
 - United Electric Hand Dryer, New 74.50
 - 7 National 1/2 Pistol Targets 9.00
 - 13 2-Col. Shipman Pkg. Gum, Life Saver 9.00
 - 1/2 deposit with order.
- OLSHEIN DIST. CO.**
1100 Broadway Albany 4, N. Y.



Joe Ash Says

FOREIGN and DOMESTIC BUYERS will find TROUBLE FREE machines at LOWER PRICES here.

THIS WEEK'S SPECIALS

WILLIAMS
TWENTY GRAND \$49.50
ARMY & NAVY \$54.50
FOR IMMEDIATE DELIVERY

ACTIVE AMUSEMENT MACHINES CO.

666 N. Broad St. Phila. 30
FRemont 7-4495
Write or wire for prices
"YOU CAN ALWAYS DEPEND ON ACTIVE--ALL WAYS"

IT'S IN THE BAG!

OPERATE KEENEY'S SPORTSMAN

J. I. KEENEY & COMPANY INC.
2600 W. FIFTIETH ST. • CHICAGO 32, ILLINOIS

FOR SALE

25 Watling No. 400 Fortune Teller Scales, like new, \$90.00 each, if the lot is taken.
Rite-Way Distributors
3206 Olive Street, St. Louis, Mo. Telephone, JEFFERSON 5-7628.

WANTED UNITED CLASSICS and UNITED CLOVERS

Must be thoroughly reconditioned and ready for location. State lowest price and quantity in first letter.
BOX 742, The Billboard, Chicago 1, Ill.

SEEBURG 148-ML (Blonde) \$139.50

Write for Illustrated Catalog of Other Late Model Phonographs

Shaffer Music Co.

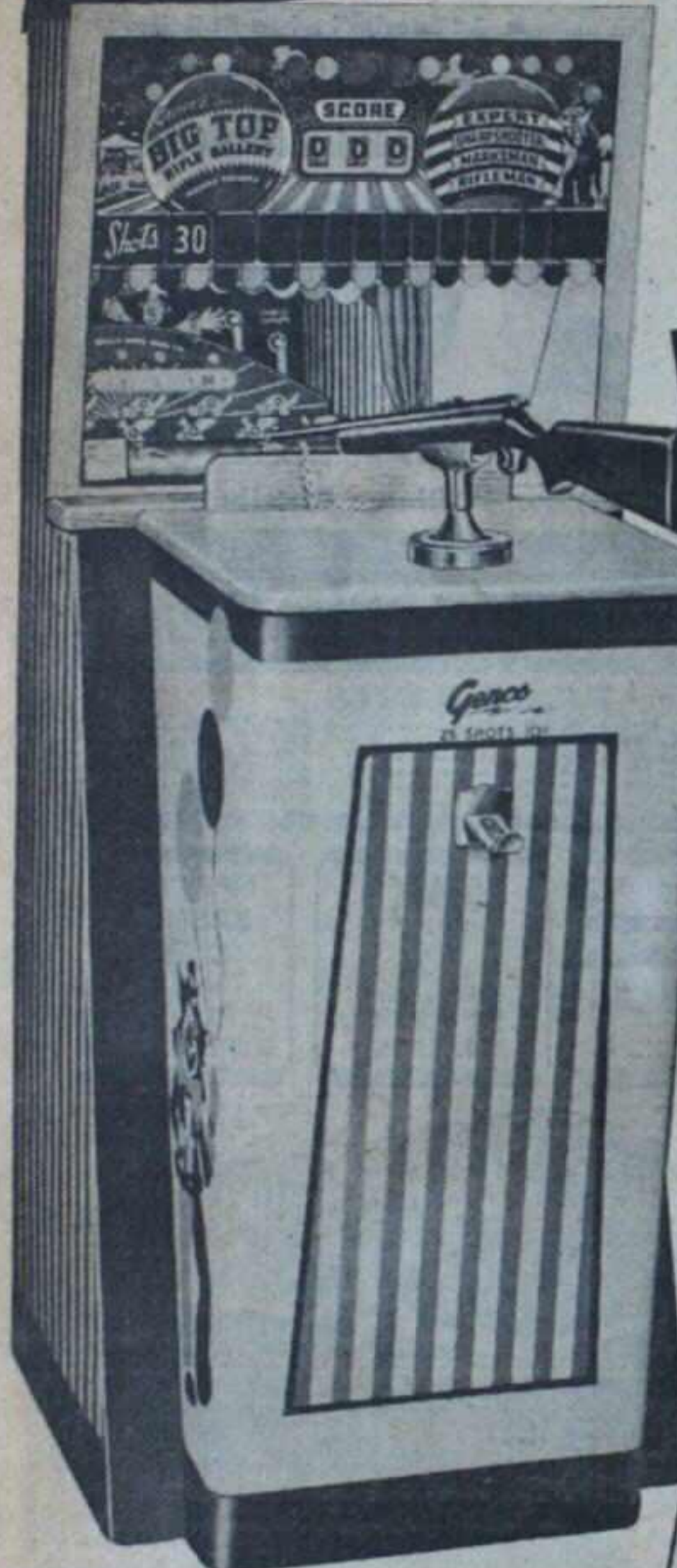
Cincinnati, Ohio 1200 Walnut St. MAin 6310
Columbus, Ohio 849 N. High St. KLondike 4614
Indianapolis, Ind. 1327 Capitol Ave. MEIrose 4-3571

GIVE TO DAMON RUNYON CANCER FUND

"This is the Finest"

BIG TOP

RIFLE GALLERY



Featuring
2 New Types of MOVING TARGETS...
 Exclusive with **GENCO**

MOVING DUCKS
 9 realistic ducks on moving belt—just like a real rifle range!

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
CONVERTIBLE—Novelty OR MATCH FEATURE WITH REPLAY (optional)

29 1/2" WIDTH CABINET
THE ONLY RIFLE THAT WILL GO THROUGH ANY DOOR

GENCO MFG. & SALES CO.
 2621 North Ashland Chicago 14, Illinois

EXCLUSIVE DISTRIBUTORS FOR CHICAGO COIN MACHINE CO. & GENCO MFG. CO.

ARCADE		Fun-House Mirrors	
ABT Rifle Range—New and Used	Write	Chicago Coin Super Jet	Write
Chicago Coin Basket Ball Champ	\$175.00	Chicago Coin Round the World	Write
Chicago Coin Goalie	150.00	Trainers	Write
Chicago Coin Pistol	90.00	Genco 2 Player Basket Ball—Like New	Write
Exhibit Dale Gun	75.00	Auto Shoots	150.00
Exhibit Gun Patrol	60.00		
Exhibit Jet Gun	175.00		
Genco Sky Gunner	195.00		
Keeney Air Raider	145.00		
Keeney Sub Gun	90.00		
Keeney Texas League	90.00		
Mills Panoram	225.00		
Photomatic Deluxe—Very Clean	350.00		
Mutoscope Voice-o-Graph, 25¢ Like New	495.00		
Mutoscope Silver Gloves	125.00		
Quizzer and Films	70.00		
Pitthem and Batter	150.00		
Seeburg Shoot the Bear	150.00		
Telequiz	125.00		
Williams Super World Series	150.00		
Chicago Coin Super Home Run, 4 Player	Write		
Standard Metal Typer	375.00		
Hay Burner	75.00		
Phil. Toboggan Skee Ball	Write		
Auto Photo—New and Used	Write		
Mercury 15-Way Scale	75.00		
Scalar Harescope	125.00		
Astro Scope	150.00		
Blow Ball	90.00		
Kirk Astrology Scale	75.00		

WE HAVE A COMPLETE SELECTION OF ALL MAKE SHUFFLE ALLEYS. IT WILL PAY TO CONTACT US FOR THE BEST PRICES & QUALITY EQUIPMENT
 ALL GAMES CLEANED AND CHECKED. LARGER KING SIZE PINS CAN BE INSTALLED FOR \$10.00 EXTRA ON EACH GAME.
 One-third deposit on all orders

MONROE COIN MACHINE EXCHANGE, INC.
 7423 PAYNE AVENUE, CLEVELAND 14, OHIO (Tel. Superior 1-4640)

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.
 2120 N. WESTERN AVE., CHICAGO 47, ILL., U. S. A. ARmitage 6-5005

ATT: NEW ENGLAND OPERATORS:
NOW DELIVERING the fastest selling profit makers ever made

WURLITZER 1700 HI-FI	UNITED COMET
BALLY VARIETY	UNITED CARNIVAL GUN
BALLY JET BOWLER	UNITED MERCURY

Att: Distributors & Large Operators:
EXTRA SPECIAL BUYS!

10 Hi-Fi's	10 Dude Ranches
10 Surf Clubs	10 Beach Clubs
10 Palm Springs	10 Hawaiiis
10 Ice Frolics	10 Nevadas

REDD DISTRIBUTING CO., INC.
 298 LINCOLN STREET ALLSTON 34, MASS. AL 4-4040
 Exclusive Distributors For **WURLITZER—BALLY—UNITED**

GUNNING FOR PROFITS?
 Set Your Sights on **KEENEY'S SPORTSMAN**

J. H. KEENEY & COMPANY INC.
 2600 W. FIFTIETH ST. • CHICAGO 32, ILLINOIS

SPECIALS!

Seeburg COON HUNT.... \$275.00

ADVANCE BOWLERS \$300.00
 TRIPLE SCORE BOWLERS 195.00
 CROWN BOWLERS (Triple) 195.00
 10th FRAME SPECIAL 150.00
 PACEMAKER BOWLERS (Large Pins) 195.00

UNIVERSITY COIN MACHINE EXCHANGE
 658 N. High St. Columbus 8, Ohio
 Tel.: UNIVERSITY 6900

WANTED
 Used Baker's Racers. Also Freak Acts for Park.
BOX 4339
 Caracas, Venezuela

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
 Yes Please send me The Billboard for one year at \$10. (Foreign rate, one year, \$20)

Name
 Address
 City Zone State
 Occupation

A POWERFUL PAIR!

GOTTLIEB'S



STAGE COACH

and proven, accepted

GOTTLIEB'S

Super JUMBO



1-2-3 or 4
can play
at the same
time!

- MULTI-TILT FEATURE Action continues for remaining players even though one or more players till 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.

SEE THEM
AT YOUR
DISTRIBUTOR
NOW!

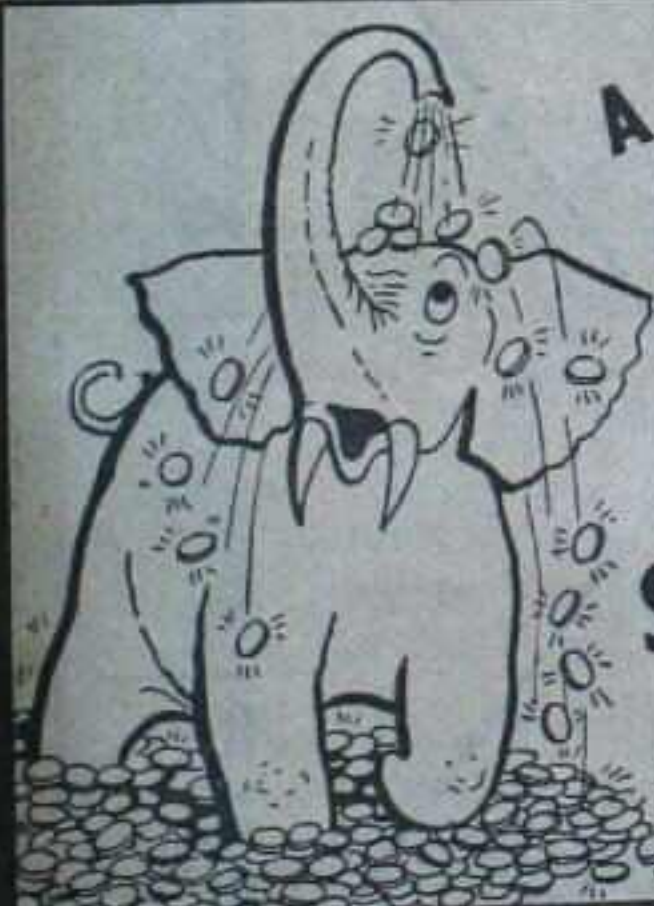
- 1 to 6 Rotation Sequence Awards Replay.
- 5-Drop Through Holes-Awards Replay-Mystery Feature Spots Holes.
- A-B-C-D Rollovers When Made Give Additional Replays.
- HIGH SCORE TO 7 MILLION.
- Super Point Scoring Using Multiple Point Targets.
- 3 Pop Bumpers.
- 2 Flippers.
- 2 Cyclonic Kickers.

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

Bally Big Inning	\$150.00
Chicken Sams and Conversions	119.00
Evans Bat-a-Score	150.00
Evans Super Bomber	125.00
Exhibit Footase	95.00
Exhibit High Ball	75.00
Kooney Air Raider	145.00
Kooney Submarine	95.00
Kick Astrology Scale	75.00
Midget Movies, like new	155.00
Mutoscope Atomic Bomber	125.00
Scientific Baseball, upright	75.00
Scientific Basketball, upright	75.00

Munves Reconditioned Machines
Look and Work Like New.
32-Page 200 Illustration Catalog Free.

MIRE MUNVES
577 Tenth Ave. (at 42nd St.)
New York 36, N.Y. BRyant 9-6677
42 YEARS SERVICE • EST. 1912

SHUFFLE ALLEY RIOT

We Have
Loads of Them
Name Your
Own Price
Write Today!

DAVID ROSEN

Exclusive AMI Dist. Ea. Pa.
855 N. BROAD STREET PHILADELPHIA, 23, PA.
PHONE: STEVENSON 2-2903

SPECIAL PRICE!

STANDARD SIZE

TITLE STRIPS

Reg. \$5.50
Value **\$3** BOX OF 1,000 SHEETS

Specify single or double.

ATLAS MUSIC CO.
2120 N. Western Ave. Chicago 47, Ill.

NEW EQUIPMENT

Now delivering: United's Comet, Deluxe Comet, Carnival Gun, Mercury, Singapore; Gottlieb's Jumbo, 4 Bells.

BINGOS	DRINK MACHINES	ARCADE EQUIPMENT
Atlantic City	4 Supervends, 3 sel.	ABT & Gun Rifle
ABC	1000-cup capacity,	Range
Beach Club	with change makers	Bally Big Inning
Bally Beauty	single 10-oz.	Heavy Hitter
Brite Lites	cup, 1000 capacity	Goalie
Coney Island	400-cup capacity,	C. Coin Pistol
Cabana	with change maker	Evans Bat-a-Score
Five Stars	150.00	Evans Ski-Roll
Hawaii	400-cup capacity	Ex. Dale Gun
Hi-Fi	with change maker	Ex. Gun Patrol
Ice Frolics	110.00	Ex. Six Shooter
Tropics	3 Bradley Seniors, 2	Genco Basketball
Mexico	selections, 1000-cup	Life League
Nevada	capacity	Midget Movies, Latest
Palm Beach	200.00	Q Ball Pool Tables
Spot	6 Revco Ice Cream	Quizzer With Film
Yacht Club	Cup, #400 Model	Sci. Pitch'm & Bat'm
	125.00	Twin Shoe-Shine
	50.00	Wurlitzer Skee Ball
	395.00	Super World Series
	445.00	Wayburners
	395.00	County Fair
	140.00	Standard Metal
	75.00	Typex
	175.00	Space Invaders
		Wms. Del. Baseball
		Bat-a-Score Sr.
		Exc. Deluxe Post Card
		Vendors
		Jennings Barrel Roll
		Grandma Fortune
		Tellers
		C.C. Basketball
		Seeburg Bear Gun
		Harvard Metal Typex
		Balting Practice
		CIGARETTE VENDORS
		5 Col. Eastern Elec.
		3 Col. Keoney Elec.
		10 Col. National
		10 Col. National
		1 Col. Rowe Elec.
		5 15 Col. U 500
		1 11 Col. Uneda
		All Factory Shopped—
		25c Chute.
		PX 9 Col.
		Genco Shuffleboard
		Scoring Units
		25 Late Model Wal-
		ling Scales



Terms:
1/3
deposit
with all
orders,
balance
C.O.D.

AMI
Distributors
for
Northern
Ohio

NOW DELIVERING
MODEL F

Cleveland Coin MACHINE EXCHANGE, INC.

2029 PROSPECT AVE., CLEVELAND 15, OHIO
All Phones: Tower 1-6715

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

Double your Profits with Double -U- Sales

By "UNITED" ROYAL	6 Player Alleys	\$259.50
10th Frame Stars		99.50
CASCADES		139.50
"Evans" SADDLE & TURF		199.50

Finest reconditioned games in America
We guarantee it

Double - U - Sales Corp.
1101 CATHEDRAL STREET Baltimore 1, Md.
Telephone: SARatoga 7-4770

PHONE • WRITE • WIRE

The *Originator* of Coin Operated Guns
presents

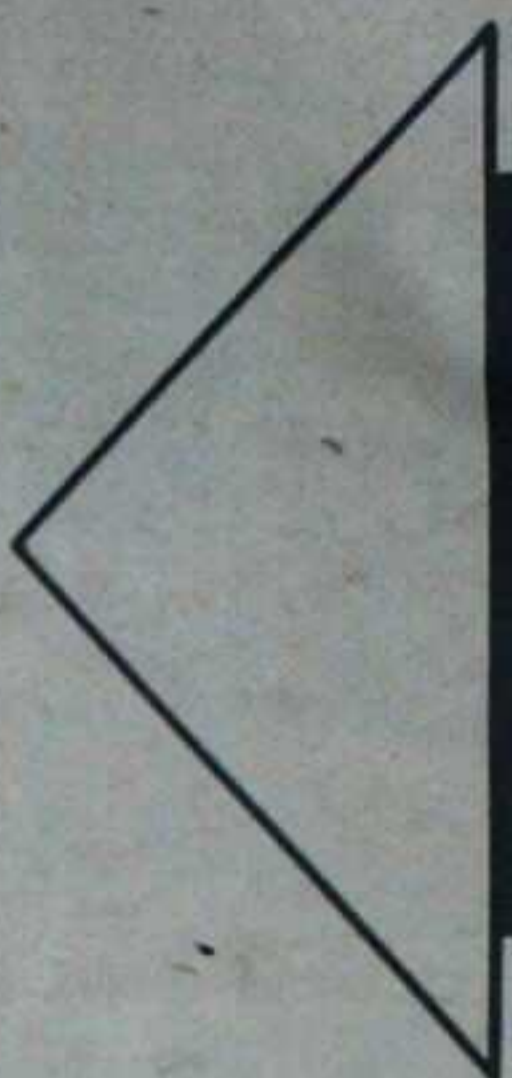
SPORTLAND
MODEL 414

MOVING TARGET SHOOTING GALLERY

ALL
MOVING
TARGETS



OUR TARGETS
DON'T **WIGGLE**



ALL
MOVING
TARGETS

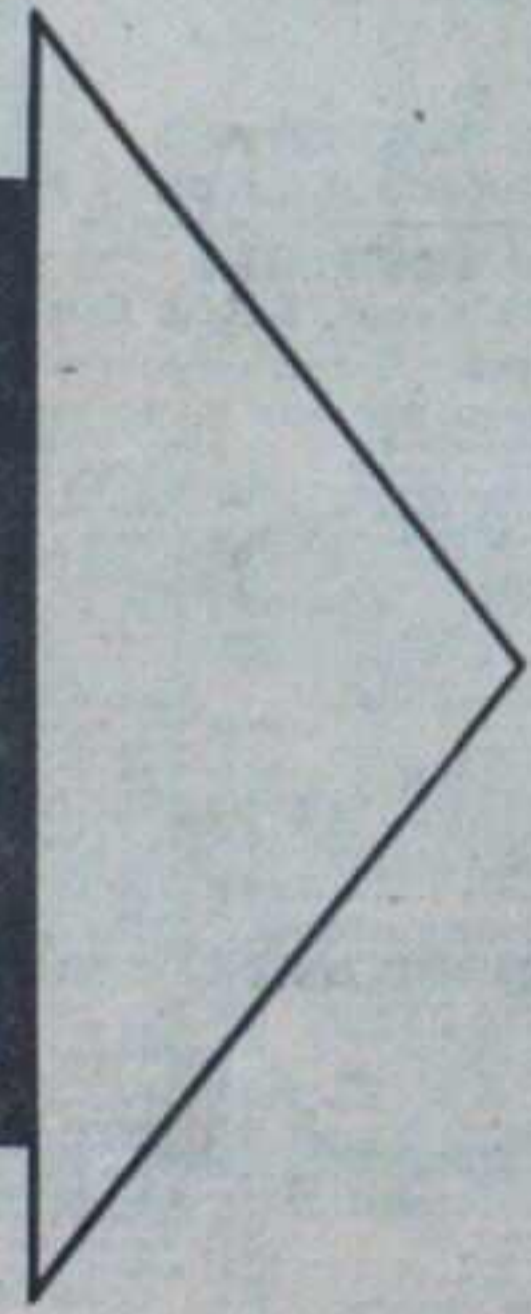
THEY

MOVE!

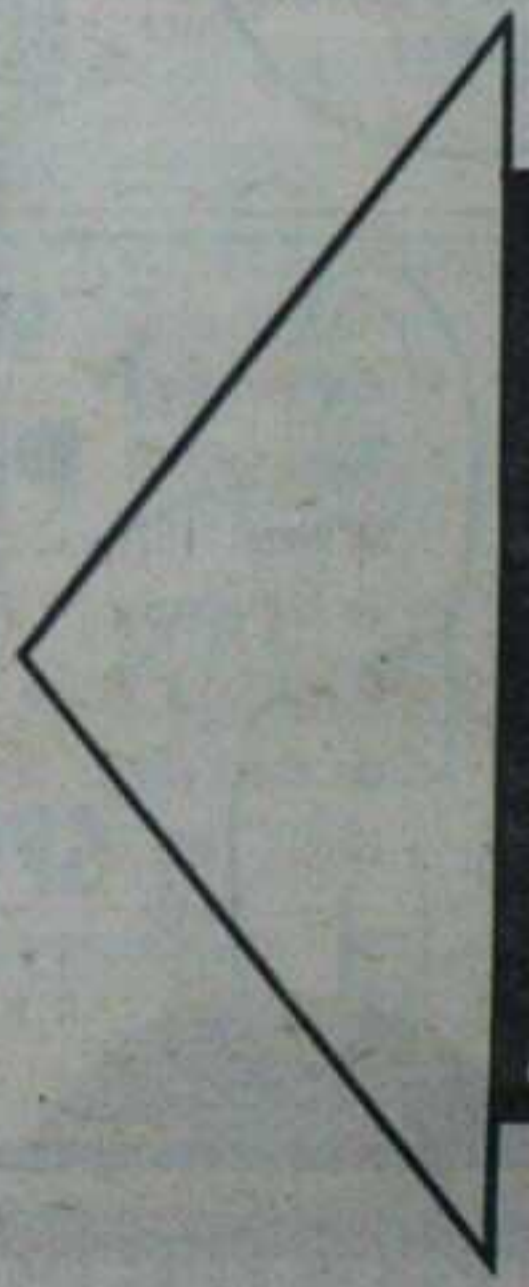
SEE IT AT YOUR
EXHIBIT Distributor

FRIDAY
November 19th

JUMBO
EZ
SERVICE
CABINET



JUMBO
EZ
SERVICE
CABINET



ESTABLISHED SINCE 1901

EXHIBIT SUPPLY

4218 W. LAKE STREET · CHICAGO 24, 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!

● The Most Exciting and Fascinating Innovation in Bowling Games in Years!

● Available in 10¢ 3 for 25¢ Play.

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!

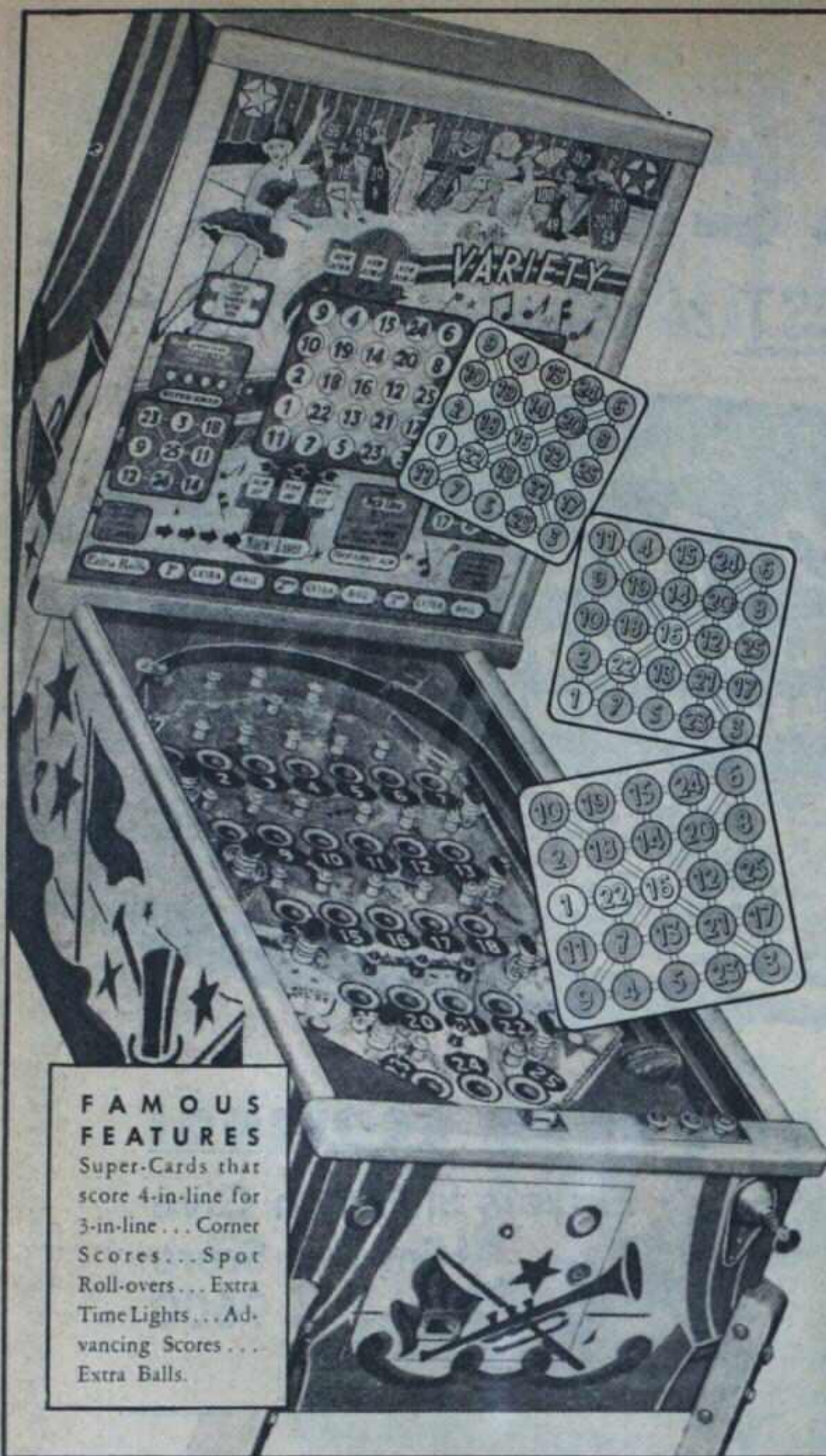
STAR-LITE BOWLER

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

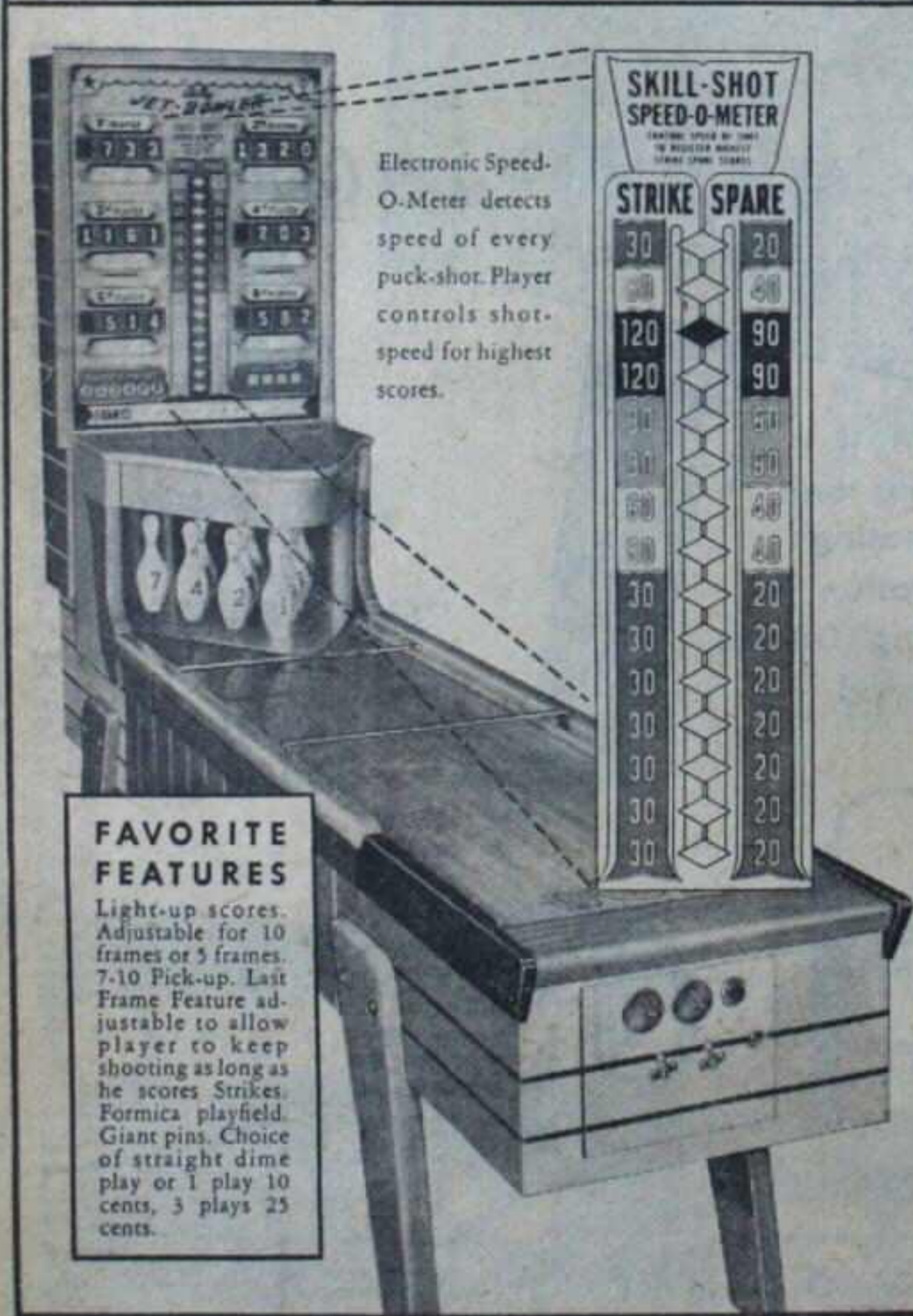
WITH SENSATIONAL

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!



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.

Electronic Speed-O-Meter detects speed of every puck-shot. Player controls shot-speed for highest scores.

SKILL-SHOT SPEED-O-METER	
STRIKE	SPARE
30	20
120	90
120	90
30	30
30	30
30	30
30	30
30	30
30	30
30	30
30	30
30	30

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!

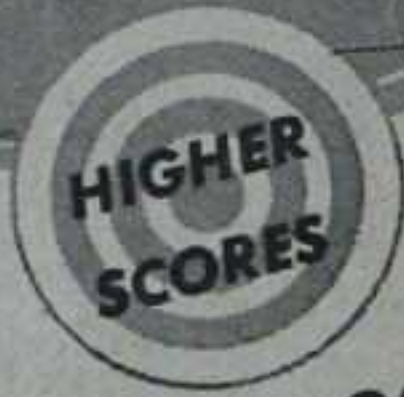


UNITED'S De Luxe

CARNIVAL GUN

WITH

BIG EXTRA BONUS TIME FEATURE



YOUR SCORE FOR MARKSMANSHIP **PLUS**

2 BONUS POINTS FOR EACH UNIT OF TIME UNDER 60



Automatic Totalizer Adds Bonus Points to Score

INTRODUCED FOR FIRST TIME...

Genuine **MOVING TARGETS**
REAL MARKSMANSHIP REQUIRED

Entirely **NEW DESIGN** Mechanism

Famous **MATCH-A-SCORE** Feature
(ALSO AVAILABLE WITHOUT MATCH-A-SCORE)

NEW TARGETS
RABBITS, DUCKS, SQUIRRELS, BULL'S EYES

SEE YOUR DISTRIBUTOR

25 SHOTS 10¢

ALSO AVAILABLE IN 3 FOR 25¢ MODEL

OTHER UNITED HITS NOW AT YOUR DISTRIBUTOR

SINGAPORE
Fast Action In-Line Game

11th FRAME
SHUFFLE ALLEY BOWLING GAMES

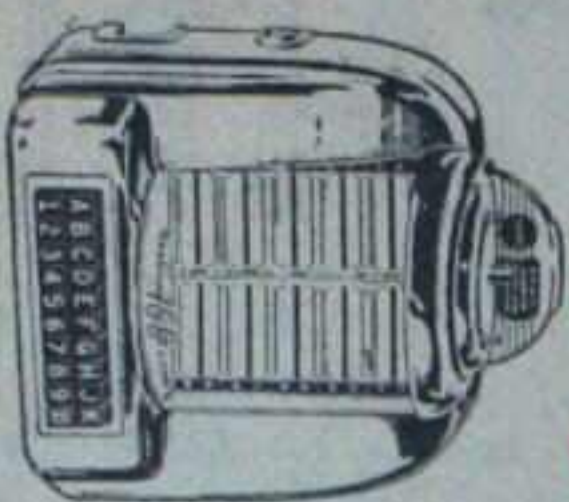
TARGETTE
6-PLAYER SHUFFLE-TYPE SKEE-TARGETTE GAME



UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

America's Finest and Most Complete Music Systems

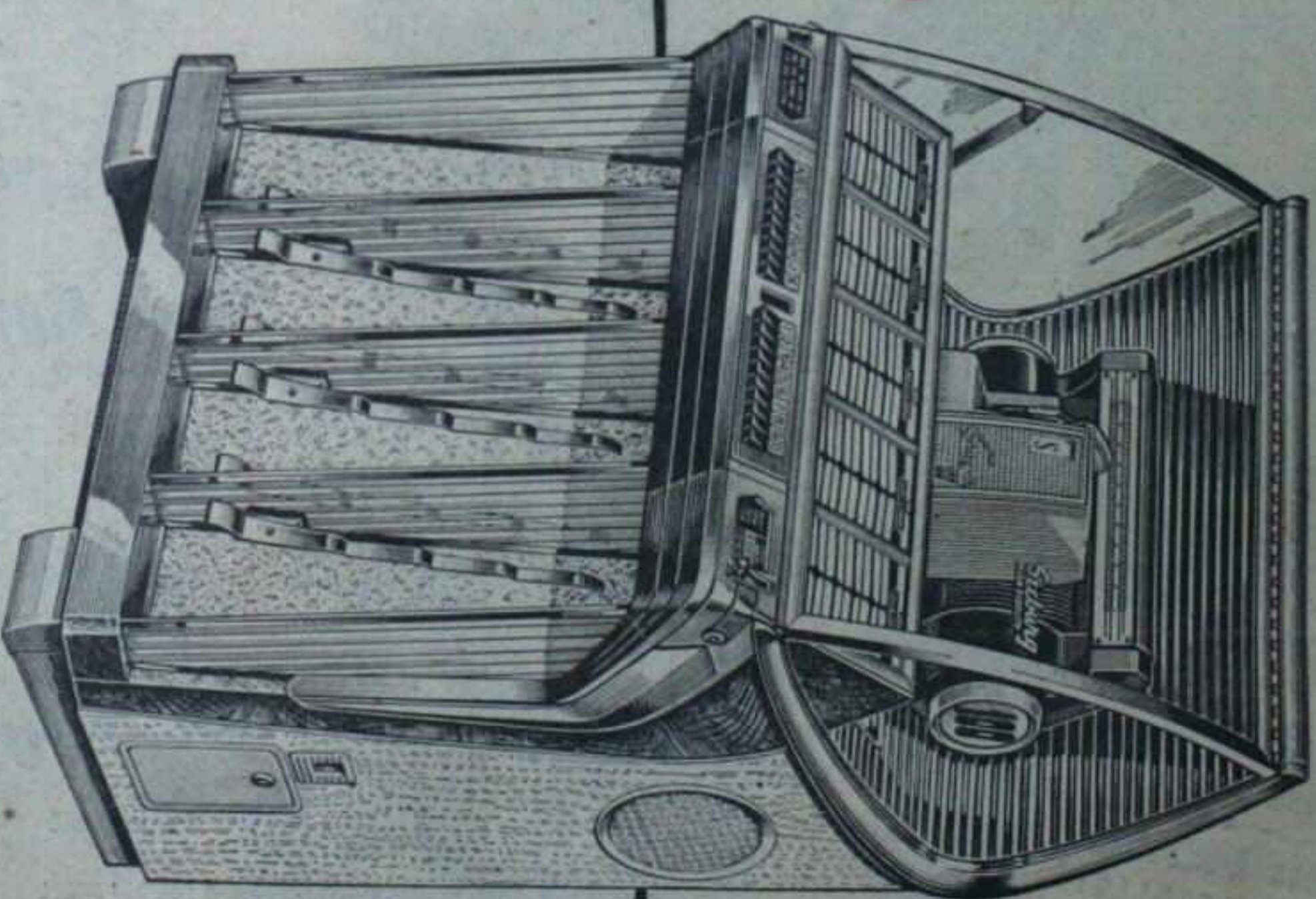
THE Walt-O-matic



The finest remote selection system ever developed . . . it's an electronic advancement that is overshadowed only by the Seeburg Select-O-Matic "100" itself.

THE Select-O-matic

The music system that's years ahead in style and performance. The music system with two great new Seeburg firsts . . . Full-Spectrum High Fidelity and Omni-Directional Sound.



Seeburg
DEPENDABLE MUSIC SYSTEMS SINCE 1902
J. P. SEEBURG CORPORATION
Chicago 22, Illinois

See Your Seeburg Distributor

