

The Billboard

DECEMBER 11, 1954 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY PRICE: 25 CENTS

COPYRIGHT EDITORIAL

Inequities Vs. Interdependence

(This is the second in a series of editorials on copyright legislation. The Billboard believes Congress should confine its 1955 legislation on this subject to appropriating money for a fact-finding commission to be appointed by the President.)

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

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

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

The Performing Artist:

Is the performing artist entitled to a royalty when his disks are performed over radio stations? There is a long history to this problem, involving many top artists. Court battles were fought to force radio stations to pay artists every time artists' records were broadcast. The National Association of Performing Artists tried to establish this principle on a national and then on a State-wide level. For a time the American Federation of Musicians took an interest in the matter. Such men as Fred Waring and Paul Whiteman were principals in the tangled dispute, and attempts were made to license stations.

Compare the reasoning in those days—and it seemed mighty logical reasoning—to the attitude today. It is now common practice for the artist and publisher, to pay heavily to promote the use of their records on the air.

(Continued on page 71)

Juke Ops Hop On Own Disk

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

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

Music Operators of America, the national operator org, is co-operating in the NJBM venture by appealing to operators throughout the country to purchase and feature

(Continued on page 16)

CAPITOL SIGNS JACK BENNY TO DISKING PACT

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

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

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

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

Capitol also has under contract TV film star Eddie Cantor, who recorded a series of highly successful kiddie albums.

TV Webs' Grosses Rocket to Record \$300,000,000 High

CBS in \$140-Million Stratosphere; NBC \$120,000,000; ABC \$31 Million

By LEON MORSE

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

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

CBS-TV, by far the leading network in billings, is headed for the highest gross in its history — an estimated \$140,000,000. The runner-up this year as well as last, NBC-TV, has lagged behind badly from the previous year when less than a \$1,000,000 separated the two webs. In 1954 it will gross about \$120,000,000.

ABC-TV Third

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

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

The strong financial showing made by CBS-TV this year can be credited mainly to its burgeoning daytime operation, which has nearly been sold out during the second half of 1954. Only four quarter hours of it are now available. The major factor in establishing its commercial status was the raid by the web on NBC-TV which brought two Procter & Gamble shows, "Welcome Travelers" and "On Your Account," to its daytime network.

Upped Rates

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

Daytime Weak

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

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

Webs' C's Run 15-65%

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

CBS already has coined \$117,032,072 during the 10 months. NBC, \$100,541,824; ABC, \$58,163; Du Mont, \$10,200. The greatest percentage gain has been registered by ABC which has improved its gross by 65.2 per cent in comparison to the same 10 months last year. CBS billings have soared 51.3 per cent as against 1953. NBC's have increased 30.7 per cent, and Du Mont's 14.2 per cent.

NEWS OF THE WEEK

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

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

Expect Senate Committee Report To Okay TV "Crime" Programing . . .

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

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

MCA-TV takeover of United Television Programs' film product and personnel is expected to give the firm the extra push needed to challenge the leaders in the video syndication business. The firm's gross billings next year are expected to outstrip its top money-making competitors. . . .Page 6

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

Record dealers can expect to see some price adjustments in the coming year as the manufacturers attempt to change to prices considered more "psychologically correct." The changes, tho, would only involve a few pennies. . . .Page 15

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

Network radio advertisers would rather buy a five-minute seg all their own, than share a bigger program with other participation advertisers, according to NBC. The web is already sold out on its new Mary Margaret McBride five-minute stanza, and veepee Ted Cott has similar programs in the works. . . .Page 15

Gleason TV Script Uses Song as Plot Idea; Music Men Watch Trend . . .

Jackie Gleason to build a script about a new

song for his forthcoming TV show on December 11. Song has been recorded by singer Bob Manning on Capitol label and will be in stores ahead of the TV show exposure. Publishers and record men watching closely to see if another song can be made via TV. . . .Page 15

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

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

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

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

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

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

DEPARTMENTS AND FEATURES

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

By JACK SINGER

NEW YORK, Dec. 4.—Network television ratings this year are approximately 10 per cent below last year's figures, but the total audience that advertisers are hitting has nevertheless increased.

This seemingly contradictory statement is actually no more than an analysis of the shifting patterns of TV life today, according to a study prepared by the ABC-TV research department.

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

Not Losing Out

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

Grey, Ruick Signed by CBS

HOLLYWOOD, Dec. 4.—Signing of two new performers to television contracts was announced today by CBS Vice-President Harry Ackerman. The pair are comic Joel Grey and songstress Barbara Ruick.

A half-hour comedy format is being prepared for Grey, who was launched on his career four years ago when Eddie Cantor discovered him. Miss Ruick will be used for assignments in various comedy and dramatic shows.

TvB Open for Business With 100G in Dues

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

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

Kake Renews Christmas Hr.

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

Originating on WFIL-TV here, it will go into New York via WATV, Newark, N. J. The other stations are WAAM, Baltimore; WILK, Wilkes-Barre, Pa., and WGAL-TV, Lancaster, Pa.

NEW YORK, Dec. 4.—Flamingo Films this week sold its 15-minute science-fiction series, "Top Secret," to WRCA-TV here, which will preem it next week. This is the show which is produced by Marion Parsonnet at his Long Island City studios.

WRCA-TV also bought the "Flamingo Theater" anthology, which consists of 29 re-runs of "Jewelers Showcase" films produced by Sovereign Productions.

drop, the study finds. The increase in audience resulting from a combination of the greater number of sets being sold, and the rising coverage factor shows are enjoying, more than offset the heightened competition that has toppled ratings.

An example of the rating drop that top shows have experienced, as gleaned from a comparison of ARB and Nielsen ratings for October, 1954, vs. October, 1953, is as follows: "I Love Lucy" showed a 13.5 per cent drop in ARB rat-

ings and 19.7 per cent drop in Nielsen ratings; "Dragnet" topped 31.5 per cent in its ARB ratings and 23.7 per cent in its Niensens; "You Bet Your Life" slipped 18.2 per cent in ARB and 10.8 per cent with Nielsen.

It is expected that ratings will continue to decrease as monopoly and duopoly markets, with their fabulously high-rated shows gradually begin to feel the pinch of heavier competition, when new stations begin feeding its programs into those areas.

NEW RATING SERVICE

Hooper Study Will Cover Commercials

NEW YORK, Dec. 4.—A new rating service designed to show the ratings of all commercials appearing on TV stations in the top markets was unveiled this week by C. E. Hooper, Inc. The study, to be called "Hooperreports on TV Commercials," will become available in February, and will be issued on a quarterly basis thereafter. Four markets will be covered in each report.

There will be three sections to each report: a chronological study of all commercials on each station covered during the rating week; a comparison of competing brands' commercials in each market, by product category; a "commercial exposure index," which summarizes and totals the commercials of competing brands by total number of plugs, amount of time consumed and total rating points scored.

The chronological study will include, with each commercial listed, information on products advertised, announcer, starting time and length, whether audio, video, or a combination, whether web or local, rating and audience share, area homes watching, and composition of audience. The report by categories leaves room for an advertiser or agency to add costs of his own and his competitors' plugs, and when combined with the number of homes delivered per second (which is supplied for each plug), permits the computation of the cost per thousand homes per second.

This enables a sponsor to compare his own and his competitors' commercials on the basis of cost per audience delivered.

A new staff has been specially trained to compile the commercial data from on-the-air broadcasts. This material will be combined with the average ratings for each 15 minute time span on the stations covered, which the Hooperatings normally secure. Working on the assumption that the average rating during each period holds good for the commercials as well as the program material aired in that slot, the final product will be obtained.

Programing Troubles Mount Up at CBS-TV

NEW YORK, Dec. 4.—Programing troubles this week came to a head at CBS-TV, the result being cancellation of one half hour of time, the axing of a network package, and the final re-alignment of the web's Tuesday night line-up.

Plymouth this week gave up on Saturday, 10-10:30, where it had already given "That's My Boy" its notice. The advertiser wanted another more acceptable mid-week half hour, but none could be found, except on Tuesdays, where it would have found itself compet-

'DOLLAR SECOND' GETS AROUND

NEW YORK, Dec. 4.—That "Dollar a Second" show really gets around. On ABC-TV here for Mogen David Wine, it's on TV in England as "Shilling a Second" and on French radio as "100 Francs une Seconde." This month it made its bow in French TV.

Meanwhile, Jean-Paul Blondeau, whose Paris producing outfit Radio-Tele-Cine owns the show, is reported to have concluded negotiations with German and Italian TV to get the quizzier on in those countries in their own languages and currencies. Incidentally, the show also appears in Canada and Alaska as "Dollar a Second."

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

Agency Denies Kaye Fade-Out

NEW YORK, Dec. 4.—Spirited denials this week were made by J. Walter Thompson for Brillo and Sammy Kaye that "So You Want to Lead a Band" is being canceled. The show is now on ABC-TV in the Thursday 9-9:30 p.m. time period. It has been stated that the show has just been renewed and that it has been doing a fine job for its advertiser.

ing with Chrysler's "It's a Great Life."

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

Tuesday Shifts

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

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

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

FCC Proposed UHF Rules Stir NARTB

WASHINGTON, Dec. 4.—The National Association of Radio and Television Broadcasters this week "expressed concern" over the Federal Communications Commission's proposed rule making to permit the use of some UHF frequencies for experimenting on means to broadcast TV programs from Florida to Cuba.

The NARTB stated that any proposal to use UHF bands for anything but UHF TV broadcasting should be accompanied by engineering data to show that the proposed experiments could be completed in a reasonable time and that they would cause no interference to the TV broadcast service as detailed in the FCC's allocation plan.

Experiments to find means to send telecasts to Cuba are slated to be carried out by the American Telephone & Telegraph Company.

Subscription TV Goes Before FCC Commissioners This Wk.

WASHINGTON, Dec. 4.—Final Federal Communications Commission action on subscription TV moved one step closer this week as

the entire issue was placed on the current FCC agenda, and slated for discussion early next week.

While action on fee-TV has been rumored since Sen. Andrew F. Schoepel (R., Kan.) hailed it as a means to broaden TV's economic base last September, action was not kicked off until this week when Zenith Radio Corporation petitioned the FCC for immediate authorization of the service.

In its petition, Zenith stated that authorization of fee-TV would introduce a new and better kind of programing that will not duplicate or interfere with present commercial programs. Instead, Zenith said, it would be able to project major box office entertainment such as opera, heavyweight boxing bouts, and first-run motion pictures into the home.

Altho several of the FCC commissioners are excited by the prospect for increasing both the number of TV stations and the number of viewers, the issue will be hotly contested both by theater owners and by some TV broadcasters.

Because of the many side issues fee-TV is bound to raise, it is expected that FCC action, when it comes, will be in the form of a proposed rule making which will permit all sides of the question to have a fair hearing.

RCA Rebuffed In Zenith Suit

CHICAGO, Dec. 4.—For the second time Federal Judge Michael L. Igoe turned down the Radio Corporation of America's petition for a stay in the Zenith suit brought against it for \$16,000,000.

Lawyers representing Zenith claimed they would start taking depositions in the case Monday from the RCA board chairman, David Sarnoff, in New York. Igoe set January 7 for a hearing on RCA's petition to throw out the Zenith suit. RCA contends that the statute of limitations has run out and that the Zenith suit "fails to state a claim."

The Supreme Court this week turned down a request for postponement by Adlai E. Stevenson, hired by RCA as one of its lawyers. The same court and the Court of Appeals previously upheld Judge Igoe's refusal to delay the case.

Start-Kist Buys 162 Spots on NBC-TV Segs

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

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

Lown to West CBS-TV Post

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

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

NEW YORK, Dec. 4.—American Machine and Foundry this week became the first participating sponsor to move into ABC-TV's new "Your Better Home" show, which hits the air January 8 in the 11:30-12:30 daytime time slot.

The new Saturday afternoon stanza, an Alton Alexander package, promotes the "do-it-yourself" theme. Neil Hamilton and Helen Lewis appear in the show, which will be beamed to close to 50 stations.

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Westinghouse Buys WDTV—\$9.75 Mil

NEW YORK, Dec. 4.—The long rumored sale of DuMont's Pittsburgh station, WDTV, to Westinghouse was concluded this week for \$9,750,000, the highest price ever paid for a station.

The new owner will change the call letters to KDKA-TV to identify it with its historic radio station in that city, the first operating station in the country.

Chris Witting, president of Westinghouse Broadcasting, said that the station will continue the same programming policy. As the only VHF station in Pittsburgh, it has been affiliated with all four networks. But Witting indicated that in the long range it would be an NBC outlet. Harold Lund will continue as manager.

This is Westinghouse's fourth VHF station. It has announced its intention of going to the legal limit, which will mean one more V and two UHF's. This probably means it will eventually buy three operating stations since it does not now have any application pending before the

FCC, except for its appeal of the Portland, Ore., grant.

The WDTV sale leaves DuMont with two stations, WABD here and WTTG, Washington. It has only one application pending, for Boston's Channel 5, for which it is not given much chance. There was no indication from DuMont sources that the company has any immediate plans to obtain additional stations.

In a letter to stockholders, Dr. Allen DuMont cited the imminence of VHF competition in Pittsburgh as the reason for the sale. He acknowledged that DuMont's broadcasting losses have been substantial, altho WDTV itself has shown profits for several years.

He added, "Since your management has been seeking ways to strengthen your company's profit position thru reduction or elimination of losing operations, this sale represents one of the steps necessary to making more working capital available and putting your company in position to capitalize on profit opportunities in our research, development and manufacturing operations."

CBS-Air Force Pact to Make Aviation Pix

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

In announcing the new series, Air Force Secretary Harold E. Talbott disclosed that CBS would have 150 million feet of film taken in all parts of the world from which to cut the programs. In addition, he said CBS cameras would record the latest chapters in the story of flight.

The aim of the series, Secretary Talbott said, is to tell the Air Force story in terms of the whole history of human flight from the days of the early barnstormers to the achievements of commercial and air force aviation today.

Storer Chain To Keep Katz

NEW YORK, Dec. 4. — The Storer Broadcasting Company this week denied reports that it would drop the Katz agency as its national spot representatives. Tom Harker, vicepres and national sales director, set the record straight by stating, "We feel the Katz organization is doing a splendid selling job for us all along the line."

The rumor arose because Storer opened up a new West Coast sales office.

RESTLESS PEOPLE

Edward Kletter Associates, less than two years old, has outgrown its quarters and is taking over the entire 21st floor of 515 Madison Avenue. . . . Nelson Case, narrator on the "Road to Life" radio soap, has been written into the TV version of the series, which bows on CBS-TV December 13. . . . Don Morrow has replaced Dwight Weist as the announcer for Norwich Pharmacal on CBS-TV's "Sunday News Special." . . . Ted Hudes has been named publicity director in New York for the Perrin-Paus agency, which handles Sunbeam. . . . Norman Brett, formerly sales promotion manager of DuMont, has joined the Moselle & Eisen agency on the Tootsie Roll account. . . . John Porter has been named manager of advertising and promotion at NBC. Edwin Vane was upped to his former post of manager of national sales promotion.

Dick Nesbitt, former football star, has been named sports director of KSTP, Minneapolis. . . . Bruce Gilmer has joined the announcing staff of WVEC-TV, Nor-

(Continued on page 48)

NBC Bolsters Day Sked With T. Ernie

NEW YORK, Dec. 4. — NBC-TV's first programing weapon in its newest bid to challenge the CBS-TV daytime supremacy will be Tennessee Ernie. The hillbilly singer will move into the 12-12:30 strip on the web with his own show shortly replacing Betty White and her gang.

NBC, however, is still high on the talents of Miss White and hopes to find another slot for her. In the event one does not open up, the network will move her into another show, if possible, where she can support a male performer. The feeling at NBC is that the daytime audiences prefer to see males as emcees and that female performers must be used in supporting roles. This, of course, is no ironbound rule as can be witnessed from the success of Arlene Francis on "Home."

The network has serious intentions of wooing Jack Paar away from CBS but seems to have given up on the idea. Paar was to be offered such an attractive deal that it couldn't be refused. The snatch was to accomplish two things: get

NBC a top daytime personality and cut the ground out from under CBS' "Morning Show," which features Paar, by removing him as emcee.

Reason for the NBC cool-off is that "Today," according to NBC, has increased its rating lead over the "Morning Show" to the point where the web no longer feels that the CBS early morning stanza is giving it a battle.

Tangerine Tilt Rouses Omaha

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

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

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

Continued from page 1

night," which together are expected to gross about \$16,000,000. "Today" is figured for \$11,000,000; "Home" for \$5,000,000, and "Tonight" for about \$1,000,000. These three shows alone are grossing about 10 per cent of the network's total take.

They are also great sources of profit because discounts are not given as extensively as on many of the other programs, tho there is a triple discount system already in effect. A factor which accounted for several millions of dollars in NBC-TV billings last year, the National Collegiate Athletic Association college football games, is not present this year.

Instead, ABC-TV had the NCAA games and has run up a considerable loss on them because of an inability to find a national sponsor. ABC-TV, however, as pointed out before, has picked up a large amount of nighttime business this year and has improved its competitive position considerably.

The ABC-TV gain can be attributed in some part to the attractiveness of TV as an advertising medium. Many sponsors and industries engaged in terrific competitive battles and who were unable to find time on either of the other top networks, have bought ABC-TV this season.

DuMont, more or less, has stood still over the year. It remains as always a low-cost network for a

sponsor with a limited budget. Indications are, of course, that the network and the DuMont owned-and-operated stations may not be around for 1955. (See other story this issue.)

The \$300,000,000 figure that seems sure to be reached this year will certainly be bettered in forthcoming years, but by how much is a widely debated question. With the cost-per-thousand of most shows going up because of stepped-up competition, sponsors are not likely to take kindly to rate hikes. They will, however, pay for coverage in areas which have had tremendous increases in audiences, or in the few areas not previously covered.

What color will do to network rates in the future is not yet known. It has been announced that production charges will go up between 10 and 20 per cent, and line charges will also be hiked considerably. But before color rates can even compare to black and white, there is bound to be a considerable period of time during which the public must buy a significant number of sets.

Check Charges

But the networks must also keep a tight rein on their charges or they will be in considerable danger of pricing themselves out of the market. They are faced by the growing competition of film syndicators pitching for national busi-

ness, as indicated by the Guild-Vitapix combine, and the strong shows being presented to national accounts by other film distributors. They also must compete with spot TV for the advertiser's dollar.

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

it's the CROSLLEY GROUP



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

NEWS IN BRIEF

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

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

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

A record of 10,000 decisions without a hearing has been chalked up by the Federal Communications Commission during the past three years. The decisions, involving changes

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

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

The average weekly production of TV receivers hit a new high in October, according to the Radio-Electronics-Television Manufacturers' Association. Weekly production in October was 230,369 units compared with 189,559 units a week in September. In the January-October period manufacturers produced a total of 5,654,791 TV sets and 8,040,230 radios compared with 6,204,803 TV sets and 11,201,656 radios in the same period last year.

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

AN EXECUTIVE TYPE SALESMAN

Since 1904, The Stevens-Davis Co. of Chicago (leaders in the fields of sales and human relations training) has offered outstanding opportunities to a few select executive-type salesmen.

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

Generous commission, weekly advance against business in hand, liberal bonus.

If you feel you qualify, write R. C. MONTGOMERY, the Stevens-Davis Company, 600 Jackson Blvd., Chicago 6, stating qualifications. Personal interviews will be arranged.

plus a protected territory, equals an earning potential of well over \$10,000 for men who can MEET OUR REQUIREMENTS:

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

This is a lifetime opportunity to build a career in an exciting, fast-growing business. We will have a few select territories open in the mid-west and southwest, after the first of the year.

Thirty Million Angels

by Ralph Bellamy



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

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

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

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

Closed-circuit TV is very much in the theatrical news at present. This brand involves showing the same major attractions on large screens in theatres and movie houses. Equity and Box Office Television, Inc. have just signed a pact which paves the way for closed-circuit presentations of at least three New York stage attractions directly from their Broadway houses at nominal admission prices in theatres throughout the nation, but outside New York. This can—and, I believe, will—lead to the eventual televising of premieres of Broadway plays. There are well over one hundred theatres in the country equipped to receive such telecasts. The

large benefit here, of course, is the creation of a nationwide revival of interest in the legitimate theatre. But the pact also provides specific remuneration for the actor on an experimental, unprecedented basis—a minimum of \$342.50 or the current contractual weekly salary, whichever is higher, for a telecast to forty or fewer theatres.

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

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

Basically the technique used in all the home subscription TV systems involves coding or scrambling the transmitted signal so as to produce a distorted picture and unintelligible sound for every receiver not equipped with decoding or unscrambling devices. The subscriber purchases this decoding information on a per-program basis. He would do this in one of three ways: by setting the air code translator

attached to the set according to information on a card purchased by mail or at a vending machine; by securing this information over the telephone from Phonevision company, a service for which he would be billed at the end of the month; or by dropping coins into an air code gadget on his set according to a price schedule which would be listed in newspapers or television program guides. During the 1951 Zenith test, code information was sent to subscribers directly over their telephone lines. This method will in all probability be superseded by the air code system described above.

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

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

With respect to the theatre and the actor, in particular, the general reason for regarding both closed-circuit and subscription TV as potential boons to employment and new interest in the stage is fairly obvious. But generalizations are dangerous, and I think that some specific cases should be examined. More than that, I think that they will pass the closest scrutiny. THEATRE ARTS readers who have examined even casually the comprehensive economic survey by Professor O. Glenn Saxon know in what tough shape the living commercial theatre has been in recent years. The number of theatres available for professional stage productions in New York City alone has been reduced by almost 50 percent in the past twenty years; closed-circuit and home subscription TV could create millions of new theatres by bringing Broadway plays to theatres and homes thousands of miles from Broadway. The number of Broadway attractions last season (a good one too, by present standards) was just 41 per cent of the number for the season of 1933-34; but

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

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

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

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

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

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

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

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

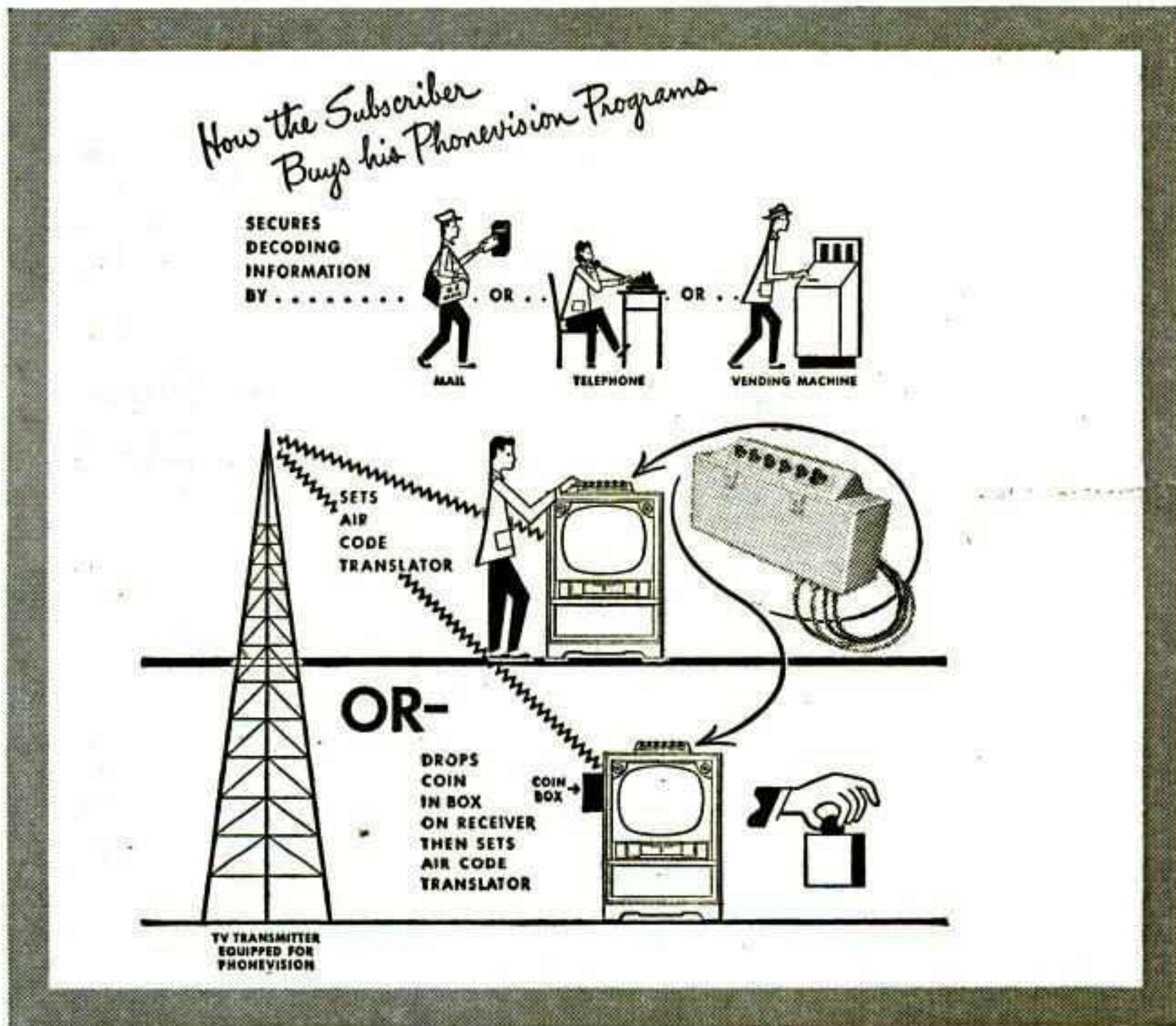
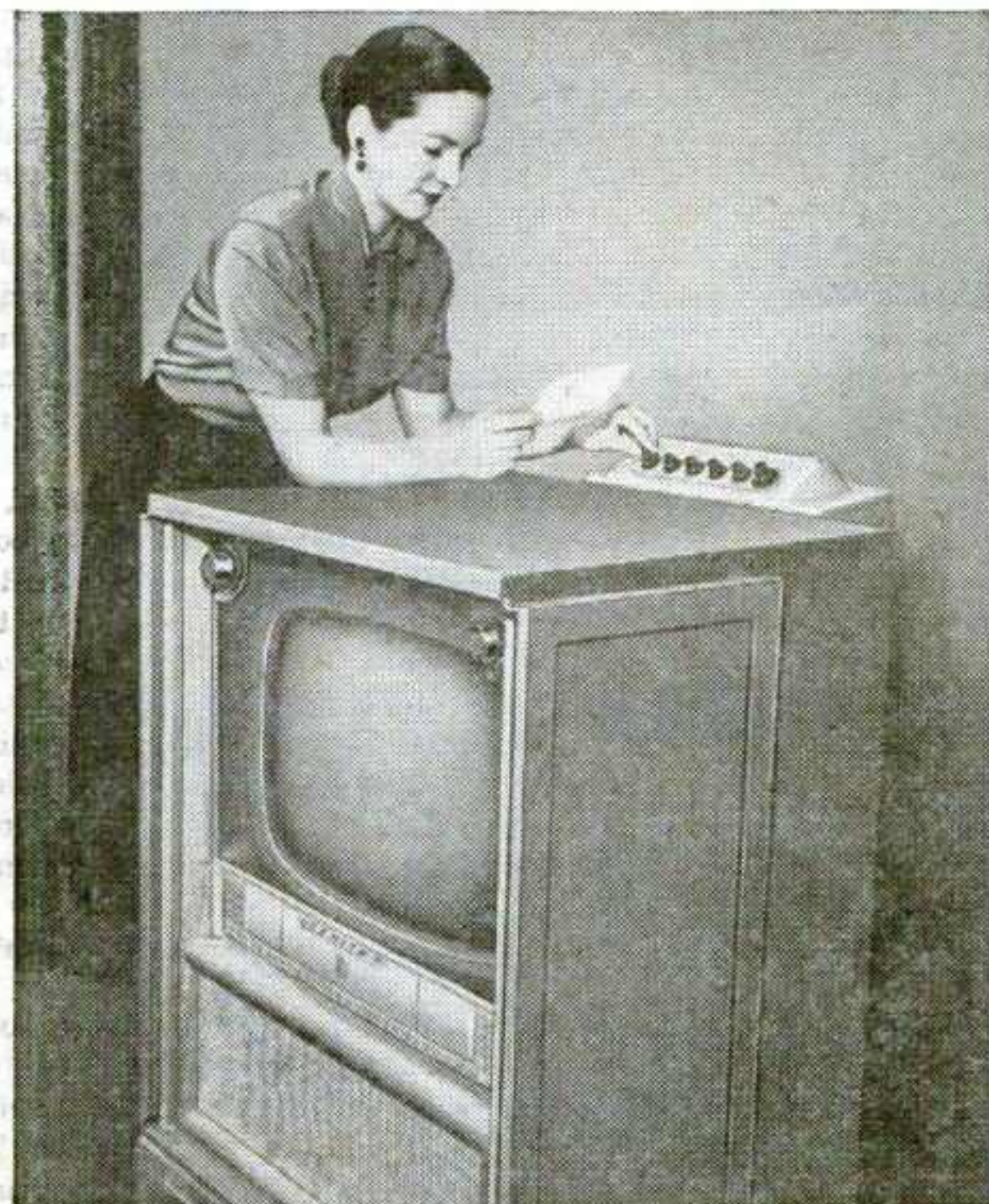
Chiefly, though, the financial impact of the subscription revenue would be such that it would greatly reduce the present hazards of backing a show. One performance on TV might very well be enough to recoup the entire production cost. Think what this would mean to the chances of a marginal production—one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

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

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

Let there still be some skeptics who doubt my motives in advocating something that seems to compete with commercial TV, let me point to another side of the entire TV picture, a side that actually makes a strong case for the pay-as-you-see system as a benefit to all television. Whereas we now have approximately 380 stations supported by advertising, we could have close to a thousand, provided additional sources of revenue were present. Something like Phonevision might provide that additional source. The Zenith people feel that subscription TV may well determine if many areas of the country—the less populous ones—ever get any form of television. They reason that under present high costs, the advertiser cannot afford to go beyond the major markets in presenting his show. This leaves the station in the smaller area dependent on local sponsorship—if it can get such sponsorship—and the size of the if in the foregoing is indicated by the high mortality rate among these stations. Closed-circuit and home subscription TV will make the station operator independent of the economic requirement of network affiliation. Television now sends all its bills to advertisers, and about half its bills to less than twenty national sponsors.

This illustrates that angels are very important people in TV too, and it isn't so far afield from theatre when you consider the ground we've covered. Pay-as-you-see TV can do a lot for theatre. Theatre can also do a lot for TV—and without commercials.



Subscriber's decoder for home use in unscrambling pictures transmitted in the Phonevision Air-code system. Information for setting the decoder is contained on punch cards received by mail, on cards purchased at a vending machine, or received orally over the telephone. The settings apply to the customer's individual decoder.

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

This One



YWYK-C3Q-G305

MCA-TV's Absorption of UTP May Win It Top Billings Slot

Formal Purchase Set for Late Dec.; UTP 18-Man Sales Staff to Go Along

HOLLYWOOD, Dec. 4.—MCA-TV, Ltd., will shortly take a still higher place among the giants of the TV film distribution business when it takes over the staff and product of United Television Programs on December 20. Already a major factor in the industry, the addition of UTP personnel and programs will give MCA-TV more sheer quantity of syndicated film than any other outfit in the business, and will likely shoot the firm into first place in gross annual billings.

Target date for the purchase of UTP from Jack Gross and Phil Krasne was originally set for December 1, was shunted back to December 15, and had to be moved back again because of time required to draw up the legal papers. Actual physical transfer will not take place until about two weeks thereafter. Purchase price is reported to be in the neighborhood of \$1 million (The Billboard, December 4).

MCA sales policy is not expected to undergo any drastic changes. MCA will add to its own 35-man sales organization the entire 18-man sales staff of UTP, giving it a 53-man force. Absorption of the UTP personnel will apparently not be too difficult because of the pyramidal structure of the MCA organization, which consists of a national sales manager, regional managers, field managers and salesmen. Most UTP execs will apparently move into comparable position in the MCA set-up, David Sutton continuing to head the structure. Both UTP and MCA sales people have been present at a number of conferences held this week.

23 Series

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

Indications are that MCA will combine the most successful features of its and UTP's selling techniques. Apparently to be continued and expanded is the so-called UTP Smash Plan, whereby stations are offered first-run programs on an across-the-board basis.

Both MCA and UTP have been leaders in the library package deals. These will be continued with more shows thrown in the hopper than before. In some cases rerun packages may be salted with one or more first-run series.

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

MCA apparently will continue to take its 40 per cent distribution cut, though how this will affect UTP product being transferred is still not quite clear, since this has been on a 30 per cent basis. As far as future product of independent producers such as Roland Reed is concerned, MCA feels that because of the greater sales organization, it will be able to net them as much or more despite its 40 per cent charge than UTP was able to do with the 30 per cent arrangement. Reed and others who have been shying away from MCA because of the high distribution charge are

(Continued on page 48)

Ressner Offers Merriwell Boys

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

Ressler, meanwhile, has sold the comic book rights to Merriwell to the Charlton Comics Group, which also publishes Don Winslow, Merry Mailman, Racket Squad and Gabby Hayes.

Roach Near Capacity for Half of 1955

HOLLYWOOD, Dec. 4.—Hal Roach Studios this week became the second telefilm production lot to come near to hanging out the s.r.o. sign for the first six months of the 1955 season. Execs at KTTV Studios had previously said that they are practically booked solid.

In production on the Roach lot will be "It's a Great Life," "Life of Riley," "Passport to Danger," "Waterfront," "My Little Margie," "The Stu Erwin Show," and "So This Is Hollywood." Also in prospect is a new CBS series, "My Man, Singh."

One large stage on the lot is now being divided in two to provide added facilities. There'll still be room to shoot individual pix and commercials, the production sked already lined up is apparently the biggest in the studio's history.

Top 25 Vidfilms Among Women and Their Pulse Multi-Market Ratings

This monthly feature of The Billboard's TV Film department shows the relative standings of the top 25 non-network TV film series on the basis of the number of male viewers they attract per 100 viewing homes. The average multi-market rating for each series is also shown, and is based upon the rating scored by each show in the 22 basic markets studied by The Pulse, which markets account for the bulk of U. S. set circulation. Each market is weighted in proportion with its TV population. On succeeding weeks similar charts will appear showing program popularity among women, teen-agers and children.

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

Rank Order	Title and Distributor of Series	Women Per 100 Homes	Avg. Oct. Rtg.
1....	Liberace (Guild Films)	97	10.6
2....	Favorite Story (Ziv TV)	93	10.2
3....	Dangerous Assignment (NBC Film)	92	6.9
3....	Foreign Intrigue (Sheldon Reynolds)	92	11.7
5....	Janet Dean, R.N. (UM&M)	90	7.6
6....	Famous Playhouse (MCA-TV)	89	5.4
6....	I Led Three Lives (Ziv TV)	89	14.3
6....	Inner Sanctum (NBC Film)	89	8.3
9....	Counterpoint (UTP)	38	4.3
9....	Eversharp Theater (Eversharp Co.)	88	6.7
9....	Life With Elizabeth (Guild Films)	88	5.9
12....	Boston Blackie (Ziv TV)	87	9.2
13....	I Am the Law (MCA-TV)	86	5.7
13....	Mr. District Attorney (Ziv TV)	86	13.9
15....	China Smith (Nat'l Telefilm Assoc.)	84	4.3
15....	D. Fairbanks Presents (Associated Artists)	84	12.4
15....	Duffy's Tavern (UM&M)	84	9.2
15....	Ellery Queen (TPA)	84	12.3
15....	Front Page Detective (Consolidated TV)	84	4.4
15....	Files of Jeffrey Jones (CBS Film)	84	4.1
15....	Racket Squad (ABC Film)	84	13.0
15....	Story Theater (Ziv TV)	84	9.0
15....	Your TV Theater (Ziv TV)	84	7.2
24....	Waterfront (UTP)	83	10.9
25....	The Falcon (NBC Film)	82	12.2

Gen. Teleradio Sets Production On 'Gangbusters'

NEW YORK, Dec. 4.—General Teleradio is planning soon to go back into production with its "Gangbusters" series. The distribution firm currently has 10 "Gangbusters" episodes on the shelf. Another three have been put together into feature film form.

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

Canada Web Clearing Times for 'I Love Lucy'

TORONTO, Dec. 4.—Sale of "I Love Lucy" in Canada is all but concluded, with only the clearing of acceptable time to be hurdled. The program will be purchased by the Canadian Broadcasting Corporation and then resold to acceptable clients.

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

will be seen on 14 Canadian stations.

In order to find time for the situation comedy, the CBC will have to undertake a major programming reshuffle. The sale of "Lucy" to Canada will mark its first big bid for the favor of audiences outside the United States.

UK Unions Seek 80% Quota for British Films

LONDON, Dec. 4.—Despite the Independent Television Authority's plea that there won't be enough homegrown material to fill Britain's commercial TV screens, British Actors' Equity and other unions involved are pressing their demand for an 80 per cent British quota. This would severely limit the amount of U. S. TV film imported.

The government has already refused to write this into the ITA's charter, but Equity is known to be considering a general strike if its demand is not met.

Senate Blood-Thunder Video Study to Laud Broadcasters

By BEN ATLAS

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

The report, which the subcommittee originally had hoped to put out this month, is certain to criticize several of the TV shows which reach the living rooms during children's viewing hours, but the subcommittee will praise the National Association of Radio and Televi-

sion Broadcasters' TV Code Review Board for seeking and producing reforms.

Certain to have an important bearing on the subcommittee's conclusions will be the NARTB TV Code Review Board's action this week deploring "excessive violence in some of the TV juvenile program fare and issuing a reminder to code subscribers "to review their entire schedules to be reasonably certain there is not a cumulative effect of continuous programing containing sequences of violent action during children's viewing hours."

The TV Code Review Board declared its views in a report submit-

ted to the Senate Juvenile Delinquency Subcommittee after a two-day meeting (1, 2) here of the review board. At its confab, the review board examined three and a half hours of TV film shows, including those from which the subcommittee had extracted excerpts for demonstration at the subcommittee's hearing on "Crime and Horror" programs.

The board told the subcommittee that some of the film shows failed to conform to the TV code. What is certain to make a strong impression on the subcommittee was the board's quick action in

(Continued on page 48)

N. Y. Agents Group In Pact With SAG

NEW YORK, Dec. 4.—A committee representing some 50 talent agents here have negotiated with Screen Actors Guild a new agreement which calls for contracts to be signed between agents and non-exclusive talent they pitch for film jobs. Up to now, agents have signed contracts only with talent they represent on an exclusive basis.

Of significance above and beyond the new agreement is the fact that this is the first time East Coast talent agencies have banded together to negotiate as a unit. An attempt is currently being made

by Henry C. Brown, who headed the committee, to form a permanent association of East Coast talent agents.

Among other agents who have committed themselves to joining the new association are Robert Lantz, Olga Lee, Miriam Howell, Peter Witt, Lucy Kroll and Gloria Safier.

Purpose of the group, as envisioned by Brown, is to provide the agencies with a unified voice in their dealings with entertainment unions, producers, networks, etc. It would also act to maintain high standards among agents.

CBS-TV Prepares Plans for Shooting 'Gunsmoke' Pilot

HOLLYWOOD, Dec. 4.—CBS-TV this week began preparing plans to shoot a pilot film for "Gunsmoke," the adult Western drama which has been aired over the net's radio facilities for the past two years. The pilot is scheduled to go before the cameras the first week in January.

Charles M. Warren, motion picture director, writer and producer, has been signed to produce and supervise the show. He checks into CBS Monday (6) to begin work on the project. Producer of such theatrical pix as "God's Angry Men," "Little Big Horn" and

"Arrowhead," he'll write the first script and act as supervising editor on the remainder.

Altho no one has yet been set for the leading role, chances appear good that it will be a name actor. The show is apparently one of the net's top two or three projects for the coming year.

Early Kickoff Of 'Singh' Pilot

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

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

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

Dudelson will cover the entire Midwest for Hygo, peddling the firm's cartoons, Wild Bill Elliott Westerns and "Big Ten" features.



*The Sylvania Awards Committee
knows best too!*

FATHER KNOWS BEST

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

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ENTERTAINMENT PRODUCED BY
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WHO DAMAGES PIX?

Station Men Want Clarifying Clause

BOSTON, Dec. 4.—The National Association of TV Film Directors at its meeting here this week voted to recommend a clause for inclusion in a new standard exhibition contract which would specify standard damage charges in film handling.

In the event a print is rejected by a station, the distributor, under this clause, would have to make good. Under present circumstances, the station usually pays for both the rejected and the substitute print. NATFD feels the contract should clarify this. However, if a station damages a print, it would have to pay according to a set rate schedule under the recommended clause.

NATFD sent this recommendation to the film committee of the

National Association of Radio and TV Broadcasters, which has been making studies toward a new standard exhibition contract for over a year.

For the past several years there has been a standard contract in general use for feature films. This was drawn under the aegis of the National Television Film Council. But it is now generally believed in the industry that the NFTC form is outmoded and that experiences have shown the need of many more specifications than it includes.

Beer Renewal for 'Detective'

NEW YORK, Dec. 4.—Falstaff Beer has renewed MCA-TV's "City Detective" for 13 weeks of re-runs over the summer. The brewery has carried the Rod Cameron starrer in over 60 markets for two years. In the fall it is expected to drop this show, since it will then pick up the new dramatic anthology which Screen Gems will produce for it.

Falstaff's agency is Dancer-Fitzgerald-Sample.

Mapping 2d 'Wolf' Series

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

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

BBC Seeks U. S. Outlets

NEW YORK, Dec. 4.—The British Broadcasting Corporation this week was making overtures to distributors here to find out whether they would be interested in handling some of its shows on kine. The BBC's major property is an hour dramatic stanza, roughly comparable to our "Studio One."

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

WOR Wrapping Up Deal For Italian Film Block

NEW YORK, Dec. 4.—The sale of Fortune Features' dubbed Italian films in the New York market is being wrapped up by Jules Weill and WOR-TV. The deal calls for the station to obtain unlimited runs on the pix for 18 months.

WOR-TV's programming plans, if the sale is consummated, call for the features to be aired starting early next year in the 9-10 p.m. slot five nights a week. They would form a bridge between the two "Million Dollar Movie" showings per night. Borrowing from its successful "Million Dollar Movie" format, the station would show only one film per week.

One of the items still in negoti-

ation between Weill and the station is the number of films that WOR-TV will buy. Fortune's first package of the dubbed features consists of 30 pictures. The firm recently acquired an additional 39, which are now being dubbed. Another 13 films, in color, are understood not yet available for sale.

The first 30 Fortune features are now sold in close to 65 markets. The new group of 39, which went on the market only recently, has been sold to about 12 stations, all of which had previously bought the first package.

Weill is planning a trip to Italy in February to select 26 Italian color features to be added to the 13 now on his roster.

REVOLVING DOOR

Screen Gems' top echelon execs, Ralph Cohn, John Mitchell, Ben Berenberg and Peter Keane, will spend next week in Canada setting up Screen Gems' new Canadian TV film commercial production and program distribution subsidiaries. . . . Don Kearney, ABC Film's sales veepee, will whiz thru a few Southern states the early part of the week. . . . Dick Buch, formerly with CBS-TV Film Sales, has joined General Teleradio and will cover the Southeast territory. . . . "Doc" Feldman, Tri-Art and Du-Art sales manager, leaves New York Sunday for a two-week business tour thru the Midwest. . . . Richard Rogers has joined Sterling Television and has been assigned to the Southeast. . . . Ann Baker, star of Ziv's "Meet Corliss Archer" show, has completed a two-week publicity visit to New York and has headed back to the Coast. . . . Lynn Marks of Screen Gems publicity staff, is getting married this Sunday to engineer Paul Alper. The couple will honeymoon in Bermuda. . . . Tenney-King Productions, of Denver, has been named exclusive representative for Harry S. Goodman Productions in the Rocky Mountain territory. . . . Movielab Film Laboratories have signed a long-term lease at 619 W. 54 Street in New York, which will soon be named the Movielab Building.

Service Adds 16 for Closing UM&M Sales

NEW YORK, Dec. 4.—Motion Picture Advertising Service, one of the three branches of UM&M, has completed hiring of 16 TV supervisors for closing sales of the shows UM&M handles for Motion Pictures for Television.

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

The new MPA closers, many of them hired from top TV film distributors, are Bob Cahlman in New Orleans; William Frank Cooper in Atlanta; S. V. Skye, Miami; W. R. Waldron Sr., Charlotte, N. C.; W. Z. MacDonald, West Texas and Arizona; Charlie Alms for Austin, Tex.; E. M. Dellinger, Houston; Frank Freeze, Savannah, Ga.; Roy Kanter, Dallas; Francis Falkenburg, Birmingham; W. H. Kralowetz, York, Pa.; R. St. Philip, Memphis; John Whited, Pittsburgh; A. C. Benson, Virginia; Conrad Dreher, Waco, Tex., and R. L. Howard for San Antonio.

United this week also added two more closers. To cover Ohio out of Cleveland it hired Garland L.

Smith, founder of Capital Film Laboratories, Washington, and former partner in Syndicated Films, Inc., Pittsburgh. To cover the Mountain States out of Denver, United hired Ralph Sacks, formerly commercial manager of KSAN-TV, UHF station in San Francisco.

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

Old Heidelberg Buys Official's 'Star & Story'

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

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

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

NEW YORK, Dec. 4.—Tex and Jinx McCrary are getting set to enter the TV film sweepstakes with a new 15-minute interview show based on a format similar to their WRCA "Peacock Alley" radio show.

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

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

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

BOSTON, Dec. 4.—The new National Association of TV Film Directors was told at its third meeting here this week that it cannot get the sponsorship of the National Association of Radio & TV Broadcasters. But the TV station film chiefs, who have been building their association here in New England since last July, are all set to get going as a national concern anyhow.

As the result of a recent mailing to all station film directors, the NATFD has amassed an active membership of slightly over 80. Altho it will have no official affiliation with the NARTB, it is following the latter's pattern of 17 districts over the U. S.

Bill Cooper of WJAR-TV, Providence, acting chairman, conjectured that in the long run the film men will be holding their district meetings concurrently with the NARTB's.

On the basis of the answers it

received to a questionnaire sent every station, the New England group picked 17 film buyers to serve as district chairmen. A letter

TELE EATS

Firm Fixes Vittles for Video Ads

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

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

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

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

The firm this week prepared four turkeys for TV appearances.

TV Spots Sets Bardahl

HOLLYWOOD, Dec. 4.—Bardahl Oil Company, thru the Wallace McKay Company, Seattle, has closed a deal with TV Spots whereby the commercial production firm will make an additional five one-minute live action commercials, starring Pat O'Brien, to add to a series of spots recently produced for the oil company.

was sent them this week asking that they start their regional groups going. Also, a letter is being sent to every film director telling who his district chairman is.

Cooper said they will hold a meeting of all district chairmen by April in either New York or Chicago. The New England group will hold another meeting here January 25.

The reason for the NARTB turnout, according to a letter from Harold Fellows, president, is that the charter of the industry association does not allow it. Fellows said the NARTB has had to turn down corollary membership to such other special groups as the news directors and the American Women in Radio & TV, and that the NATFD is subject to that precedent.

TV FILM DOCTOR

Rapid Film Sets Stock Issue for Expansion

NEW YORK, Dec. 4.—Rapid Film Technique, Inc., the print doctor, will soon float a stock issue to enable it to handle the increased business caused largely by the up-sweep in TV film.

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

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

Network Shows

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

Distributors turn prints over to Rapid after eight plays, on the average. The cost of the complete process is a penny a foot, which comes to about \$10 for a half-hour show. A new print would cost the distributor about \$50.

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

Costs Same

Rapid also sells the "Rapidtreat" alone for brand new prints. This

(Continued on page 48)

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- YESTERDAY'S NEWSREEL
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THE BILLBOARD SCOREBOARD

ARB Non-Network Film Ratings

of All TV Film Series in All Major Markets

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.

in which case they are nationally spot booked. Stations, when designated by an asterisk (*), are UHF outlets.

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

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

Table with columns: Rank Among Films, Title, (Type) and Distributor, Station, Day Time, Rating, Top Opposition & Rating.

SAN FRANCISCO 4 STATIONS

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

Table listing top 10 locally rated programs in San Francisco, including 'Toast of the Town' and 'Groucho Marx'.

Table listing programs 1-10 in San Francisco, including 'Badge 714' and 'Liberace'.

Table listing programs 11-20 in San Francisco, including 'Janet Dean' and 'Range Rider'.

Table listing programs 21-30 in San Francisco, including 'Inner Sanctum' and 'Foreign Intrigue'.

Table listing programs 31-40 in San Francisco, including 'Your TV Theater' and 'City Detective'.

Table listing programs 41-50 in San Francisco, including 'Inspector Mark Saber' and 'Boston Blackie'.

Table listing programs 51-60 in San Francisco, including 'Life With Elizabeth' and 'Time for Beany'.

Table listing programs 61-70 in San Francisco, including 'Drew Pearson' and 'Orient Express'.

Table listing programs 71-80 in San Francisco, including 'King's Crossroads' and 'Follow That Man'.

Table listing programs 81-90 in San Francisco, including 'Front Page Detective' and 'Teleports Digest'.

Table listing programs 91-100 in San Francisco, including 'Elery Queen' and 'Your TV Theater'.

Table listing programs 101-110 in San Francisco, including 'Files of Jeff Jones' and 'Invitation Playhouse'.

Table listing programs 111-120 in San Francisco, including 'Biff Baker' and 'Little Theater'.

NEW ORLEANS 2 STATIONS

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

Table listing top 10 locally rated programs in New Orleans, including 'Dragnet' and 'Ford Theater'.

Table listing programs 1-10 in New Orleans, including 'Elery Queen' and 'Favorite Story'.

Table listing programs 11-20 in New Orleans, including 'Liberace' and 'City Detective'.

Table listing programs 21-30 in New Orleans, including 'Inner Sanctum' and 'Lone Wolf'.

Table with columns: Rank Among Films, Title, (Type) and Distributor, Station, Day, Time, Rating, Top Opposition & Rating.

MINNEAPOLIS-ST. PAUL 4 STATIONS

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

Table listing top 10 locally rated programs in Minneapolis-St. Paul, including 'I Love Lucy' and 'Toast of the Town'.

Table listing programs 1-10 in Minneapolis-St. Paul, including 'Life of Riley' and 'Badge 714'.

Table listing programs 11-20 in Minneapolis-St. Paul, including 'Mr. District Attorney' and 'Hopalong Cassidy'.

Table listing programs 21-30 in Minneapolis-St. Paul, including 'Superman' and 'Wild Bill Hickok'.

Table listing programs 31-40 in Minneapolis-St. Paul, including 'Liberace' and 'Racket Squad'.

Table listing programs 41-50 in Minneapolis-St. Paul, including 'Ramar of the Jungle' and 'Hopalong Cassidy'.

Table listing programs 51-60 in Minneapolis-St. Paul, including 'Old American Barn Dance' and 'City Detective'.

Table listing programs 61-70 in Minneapolis-St. Paul, including 'Annie Oakley' and 'Joe Palooka'.

Table listing programs 71-80 in Minneapolis-St. Paul, including 'Lone Wolf' and 'Elery Queen'.

Table listing programs 81-90 in Minneapolis-St. Paul, including 'Inner Sanctum' and 'Secret File, U.S.A.'.

Table listing programs 91-100 in Minneapolis-St. Paul, including 'Waterfront' and 'Ringside With Razzlers'.

Table listing programs 101-110 in Minneapolis-St. Paul, including 'Life With Elizabeth' and 'I Am the Law'.

Table listing programs 111-120 in Minneapolis-St. Paul, including 'Hollywood Half Hour' and 'Front Page Detective'.

Table listing programs 121-130 in Minneapolis-St. Paul, including 'Consolidated TV' and 'Consolidated TV'.

Table listing programs 131-140 in Minneapolis-St. Paul, including 'Consolidated TV' and 'Consolidated TV'.

WINSTON-SALEM, N. C. 3 STATIONS

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

Table listing top 10 locally rated programs in Winston-Salem, including 'Dragnet' and 'Toast of the Town'.

Table listing programs 1-10 in Winston-Salem, including 'Life With Elizabeth' and 'Famous Playhouse'.

Table listing programs 11-20 in Winston-Salem, including 'Badge 714' and 'Liberace'.

Table listing programs 21-30 in Winston-Salem, including 'Heart of the City' and 'Lone Wolf'.

Table listing programs 31-40 in Winston-Salem, including 'Janet Dean' and 'Wild Bill Hickok'.

Table listing programs 41-50 in Winston-Salem, including 'Eversharp Theater' and 'KH Carson'.

Table listing programs 51-60 in Winston-Salem, including 'Mr. District Attorney' and 'I Led Three Lives'.

Table listing programs 61-70 in Winston-Salem, including 'I Led Three Lives' and 'Captured'.

Table listing programs 71-80 in Winston-Salem, including 'Rokky Jones' and 'Range Rider'.

SEATTLE-TACOMA 4 STATIONS

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

Table listing top 10 locally rated programs in Seattle-Tacoma, including 'Groucho Marx' and 'Dragnet'.

Table listing programs 1-10 in Seattle-Tacoma, including 'Life of Riley' and 'Annie Oakley'.

Table listing programs 11-20 in Seattle-Tacoma, including 'Liberace' and 'Amos 'n' Andy'.

Table listing programs 21-30 in Seattle-Tacoma, including 'Superman' and 'KH Carson'.

Table listing programs 31-40 in Seattle-Tacoma, including 'Hopalong Cassidy' and 'Favorite Story'.

Table with columns: Rank Among Films, Title, (Type) and Distributor, Station, Day, Time, Oct. ARB Rating, Top Opposition & Rating. Lists programs for various stations including King's Crossroads, Biff Baker, Racket Squad, etc.

SPRINGFIELD, MO. 2 STATIONS

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

Table listing top 10 locally rated programs for Springfield, MO, including 'I Love Lucy', 'Ford Theater', 'Toast of the Town', etc.

Table listing programs for Springfield, MO, including 'Badge 714', 'City Detective', 'Texas Rastler', 'Favorite Story', etc.

MILWAUKEE 3 STATIONS

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

Table listing top 10 locally rated programs for Milwaukee, including 'Loretta Young', 'Bob Hope', 'Dragnet', etc.

Table listing programs for Milwaukee, including 'Liberace', 'Colonel March', 'Playhouse 15', 'Cisco Kid', etc.

BIRMINGHAM 2 STATIONS

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

Table listing top 10 locally rated programs for Birmingham, including 'I Love Lucy', 'Toast of the Town', 'Talent Scouts', etc.

Table listing programs for Birmingham, including 'I Led Three Lives', 'Badge 714', 'Lone Wolf', 'Superman', etc.

GRAND RAPIDS-KALAMAZOO-LANSING, MICH. 3 STATIONS

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

Table listing top 10 locally rated programs for Grand Rapids-Kalamazoo-Lansing, including 'I Love Lucy', 'Talent Scouts', 'Toast of the Town', etc.

Table listing programs for Grand Rapids-Kalamazoo-Lansing, including 'Liberace', 'City Detective', 'Wild Bill Hickok', 'Range Rider', etc.

LITTLE ROCK 2 STATIONS

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

Table listing top 10 locally rated programs for Little Rock, including 'Toast of the Town', 'I Love Lucy', 'Amos 'n' Andy', etc.

Table listing programs for Little Rock, including 'Amos 'n' Andy', 'Badge 714', 'Annie Oakley', 'Liberace', etc.

LOUISVILLE 2 STATIONS

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

Table listing top 10 locally rated programs for Louisville, including 'I Love Lucy', 'Toast of the Town', 'Milton Berle', etc.

Table listing programs for Louisville, including 'City Detective', 'Badge 714', 'Keith Carson', 'Superman', etc.

RICHMOND, VA. 1 STATION

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

Table listing top 10 locally rated programs for Richmond, including 'Groucho Marx', 'Dragnet', 'Fireside Theater', etc.

Table listing programs for Richmond, including 'Life With Elizabeth', 'Star and the Story', 'Mr. District Attorney', etc.

Oberstein Sets Growth Plan With Dist. Net

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

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

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

MILESTONE

Dorsey Ork Celebrates 20th Anniv.

NEW YORK, Dec. 4. — The Tommy Dorsey ork celebrates its 20th year in the business next week. Tommy and Jimmy Dorsey, who has been back with the Dorsey crew since 1953, started their first ork together back in 1934. Tommy has been leading the same crew ever since.

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

The Tommy and Jimmy Dorsey ork return to the Statler Hotel, December 17, for a five-week stand. The ork was last at the Statler early this fall for a successful engagement.

Rene to Be Coast Victor A&R Head

NEW YORK, Dec. 4. — Henri Rene will take over as West Coast artist and repertoire director for RCA Victor early next year. He will replace Harry Geller, who is resigning to become director of an upcoming Ames Brothers television show.

Rene, formerly active on the West Coast, has served Victor as an a.&r. exec here for the past two years. No replacement for the New York spot is currently contemplated.

Pre-1909 Copyrights Due for Thoro Airing

By IS HOROWITZ

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

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

Both the Songwriters' Protective Association and the Music Publishers' Protective Association bid for the right to file amicus curiae briefs. A similar move was also in

PROCLAMATION DRAWS LETTERS

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

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

802 Re-Elects Manuti Slate

NEW YORK, Dec. 4. — Al Manuti was re-elected president of Local 802, American Federation of Musicians, Thursday (2) in balloting that swept in his entire Musicians ticket. Manuti polled 6,351 votes against Charles Iucci's 1,971. The latter's Blue ticket failed to win a single post in the union administration.

Elected with Manuti were Al Knopf, vice-president; Hy Jaffe, treasurer; Aldo Ricci, secretary. Nine additional members of the executive board and nine of the trial board also moved in from the Manuti slate. The newly constituted executive board will meet shortly after January 1 to name department officials.

Form First Institute Committee to Sell Hi-Fi

CHICAGO, Dec. 4.—The first of three regional industry committees was set up this week by the High-Fidelity Institute to promote and clarify high fidelity in the minds of the buying public. Jerome J. Kahn, commissioner of the Institute, stated that response to the Institute's plan was exceeding all expectations.

The first committee formed was the Midwest group which is to go into action at once. New York and Los Angeles are the other areas to be organized, with New York going into its first meeting later this month, and Los Angeles going into action sometime in February.

Members of the Midwest committee are Dr. Burton Brown, of Burton Brown Advertising (whose accounts include Regency IDEA, Jensen Manufacturing Company, Hallicrafters and Lion Manufacturing); Henry Teplitz, of Henry Teplitz Advertising (account, Elec-

tro-Voice); Martin Sheridan, Admiral Corporation; Bob Johnson, of Robert N. Johnson Advertising (accounts, Newark Electric, Radio Craftsmen, M. A. Miller Manufacturing, Talk-A-Phone Company and Permoflux); Hal Stral, of Stral Advertising Company (accounts, Quam-Nichols, Chicago-Standard Transformer, Don McGohan, Sherwood Electronics Laboratories); Martin Mann, Pentron Corporation; George Brodsky, of Brodsky Advertising (accounts, Allied Radio, Howard W. Sams & Company, Rauland-Borg and Mitchell Manufacturing); Neal Regan, of Regan & Ricks Public Relations (account, Hallicrafters); James M. Mangan, Mangan & Eckland Public Relations (account, AML); Robert S. Saichek, Ampro; J. B. Anger, Motorola; Robert Wallace, Zenith, (Continued on page 20)

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Record Price Adjustments Due After First of Year

Revisions Would Bring Retail Costs Into 'Psychologically Correct' Line

By JOE MARTIN

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

None of the expected changes are aimed at raising or lowering current prices more than a few cents, and it is believed that the changes will see some items go higher while others drop.

Manufacturers, it has been known for some time, are convinced that additional sales can be won by setting suggested list prices more in keeping with general consumer expectations. Typical example is the standard \$1.47 price for EP packages. Diskery execs point out that the consumer is psychologically primed to accept a \$1.49 price rather than \$1.47. This also holds true for the \$1.58 price on classical EP sets. This, say record execs, should be \$1.59.

While record manufacturers have been considering this move for some time, it has been pointed up lately via dealer complaints that scattered chain store outlets

have been selling EP disks at \$1.39. When queried by sales managers, the chain buyers said that they had certain set prices which have been proven correct. Because raising the EP price to \$1.49, a "correct" price, would have the chains selling at a higher price than record shop competition, the chains have moved EP's to the next lowest "correct" price—\$1.39.

No Major Changes

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

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

FRED ROSE

Heart Attack Claims Noted C.&W. Pubber

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

Born in Evansville, Ind., August 24, 1897, Rose began his musical career as a boy singer in St. Louis. In 1915 he hopped a freight to Chicago, where he soon gained national prominence in radio as a pianist, singer, recording artist and songwriter. He also did a piano turn in Chicago niteries for several years.

From the Windy City, Rose went to California, where he wrote several songs which Gene Autry hit with. Rose moved to Nashville in 1934, where shortly after he launched "Freddie Rose's Song Shop" on Station WSM. After a brief stretch in New York as a songwriter (Continued on page 20)

Camden Lines Up Names for Victor Sides

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

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

Camden has special contractual deals with many of these artists which permits the label to pay a royalty smaller than that which was called for when the artists were originally signed for RCA Victor.

Capitol Disk to Be Gleason Seg Basis

CBS-TV Comic to Build Entire Show Around New Tune, 'My Love Song'

NEW YORK, Dec. 4. — Jackie Gleason is building a complete script around a new popular song that is being introduced on his CBS-TV network show of December 11. The tune, an integral part of the plot, will be featured on the hour-long show at least three times on a Bob Manning Capitol Records recording that was cut this week.

The Manning disk will be in stores Wednesday (7) or Thursday (8) at the latest prior to its exposure on the TV show.

The extended use of a new song on the Gleason show, which is one of the top TV programs in the country, is an indication of the active attention publishers and writers are giving to TV as an exposure medium, especially since the resounding success of "Let Me Go, Lover."

The tune that the script is being built around on the Gleason show is entitled "My Love Song to You." It was written by Roy Alfred and Al Frisch. The two writers took it to Capitol Records with the suggestion it be used on the Gleason hour. Capitol execs approached (Continued on page 20)

WLW Adding C.&W. Talent

CINCINNATI, Dec. 4.—R. E. Dunville, president of Crosley Broadcasting Corporation, and H. S. (Bert) Somson, executive vice-president of WLW Promotions, Inc., which handles the station's talent, announced this week that the firm will soon double the size of its present roster of country & western artists. The expansion, they stated, will give WLW radio and television a staff of approximately 60 c.&w. performers. Dunville and Somson spent the early part of the week in New York dickering for a possible network deal for WLW's "Midwestern Hayride."

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

According to Smith, WLW Promotions will retain for itself only the booking of the Ohio fairs, numbering some 34, which it has played for many years. Other bookings will come thru the newly franchised bookers being lined up by him.

Smith will also take on the duties of promoting the recordings of the various WLW artists who recently cut an extensive session for RCA Victor "X" label, releases of which are due soon.

Texas Network to Feature Hit Tunes

SAN ANTONIO, Dec. 4.—Tex Quinn, who conducts the nightly "Night Watchman" record show over stations of the Texas Quality Network each night Monday thru Friday from 10:30 p.m. to midnight, will devote the first portion of his show to the five most popular tunes in the State. Each night telegraph reports from various cities will be compiled into a list of the top-ranking numbers which will be played by Quinn, who off the air is Art Nelson.

Stations carrying the program include WOAI, San Antonio; KPRC, Houston; WBAP, Fort Worth, and WFAA, Dallas, where the show originates.

Beginning on Page 1

SECOND IN A SERIES OF EDITORIALS ON JUKE BOX COPYRIGHT LEGISLATION

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

NEW YORK, Dec. 4.—Renewed concern of major record manufacturers with the rhythm and blues field was highlighted this week by steps taken by RCA Victor to reorganize its r.&b. department.

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

In recent weeks, Decca took a new and aggressive look at the r.&b. field with arrangements to bring Jerry Leiber and Mike Stoller, of Spark Records, into the diskery fold. Capitol has pushed strongly into r.&b. with a hyped program under the direction of artist and repertoire exec Dave Cavanaugh and is riding the current money-maker, "Ling, Ting, Tong," by the Five Keys. And Columbia, while it has continued to issue r.&b. wax thru its Okeh subsidiary, has only recently resumed the release of such disks under its major imprint. Mercury, too, has been strengthening its hold on the market.

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

look at the field for two prime reasons. One is the continuous clamor for Southern distributors for wax in the genre. Another is the growing music-business trend of r.&b. disks breaking into the pop field.

Currently doing well in the pop field are such disks as Dootone's "Earth Angel," by the Penguins; DeLuxe's "Hearts of Stone," by the Charms; Atlantic's "Tweedle Dee," by La Vern Baker, and "White Christmas" by the Drifters on Atlantic.

The new general manager of

Victor's Groove label will be Ray Clark, still serving as a Southern field man for the diskery. Groove will thus be removed from the control of Label "X," where it has rested since the formation of the latter subsid almost a year ago.

It is expected that Clark will make use of free-lance a.&c. talent to supplement the efforts of regular staffers. It is also considered a strong possibility that Groove will be returned to some Southern Victor distrib, while operating with independents in other territories.

N. Y. Ops to Feature First NJBM Disk

• Continued from page 1

the Young record here. Ten cents per record sold to operators will go to MOA. Price of the record to operators is 55 cents each.

While no pressing order has yet been given for the initial National Juke Box record, sufficient orders are expected within a week to give Columbia the go-ahead, according to Young. Columbia's custom division will process the disks. Meanwhile, Young is printing up special title strips and six-inch streamers plugging the waxing.

First disk features the Bob Chester ork playing "Daddy From

Georgia Way" and "Early, Early in the Morning." Others will follow on a regular release schedule, the material chosen by an "artist and repertoire" panel composed of Young, George Miller, president of MOA, and heads of regional operator associations.

Dakota Staton Set As Capitol Disker

HOLLYWOOD, Dec. 4.—In another addition to the firm's talent roster, Capitol signed thrush Dakota Staton. Miss Staton was inked to a term recording contract by Dave Cavanaugh on the latter's recent talent trip to New York. Singer has not previously recorded, and will be featured in both the popular and rhythm and blues fields for Capitol.

HAVE TUX; WON'T TRAVEL

Stay-at-Home Talent No. 1 Problem of Biz

By STEVE SCHICKEL

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

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

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

ROOSTERS CROW FOR E. GORME

NEW YORK, Dec. 4. Coral Records this week gifted deejays with toy roosters that crow in hope that the barnyard novelty will inspire more spins for Eydie Gorme's new Coral disk, "Something to Crow About," from "Peter Pan." Coral expects early morning jockeys will find the crowing toy useful as a regular sound-effect for dawn-risers.

\$150 Mil. Suit Vs. BMI by Cleffers Lags

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

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

To date the defendants have completed pre-trial examination of 10 cleffers. Nub of the procedural hassle is the wish of the defendants to examine the remaining 23 writers without interruption.

SOA, on the other hand, claims the right to the pre-trial examination of some of the defendants at this time. These matters, plus the availability of certain pertinent documents, were argued before Judge E. J. Dimock. The jurist reserved decision.

RADIO TREND

Advertisers Prefer Brief Shows Alone

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

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

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

NEWS REVIEW

Deep in Heart May Become Disk Standard

By JUNE BUNDY

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

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

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

Powell and Damone

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

Report Plans For '55 Hi-Fi Show in Chi

CHICAGO, Dec. 4.—Plans for next year's hi-fi show in Chicago have already been made by the International Sight and Sound Exposition, Inc., the show's sponsors.

The 1955 show will be held at the Palmer House from September 30 thru October 2. Revised rentals for the 1955 show reveal that the minimum has been dropped from \$225 to \$200. The 1955 show will also include a Sunday date to accommodate those who cannot attend during the week.

S. I. Neiman, show president, announced that the show will have the facilities of an expanded pro- (Continued on page 18)

ACTION

1st AIC Meet Held to Hype Terp Interest

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

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

(Continued on page 18)

Indie Label Ass'n Sought

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

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

Thus, Lengsfelder suggests a banding of small labels to combine exploitation of their catalogs both domestically and abroad, combined mailing campaigns to dealers, joint advertising, etc. He says that this would result in reduced pressing, printing and packaging costs, as well as cheaper shipping charges.

Philco Tie-In With Desmond Sells Phonos

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

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

CONDUCTOR

Furtwangler, Berlin Phil. Leader, Dies

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

Long the permanent conductor of the Berlin Philharmonic and known widely in the United States as a guest conductor and thru his many recordings, Furtwangler lived for many years under charges of collaboration with the Nazi regime. In 1948 he withdrew from a proffered post as conductor of the Chicago Symphony after a storm of protest from the public and performing artists.

His death left up in the air the leadership of a widely promoted tour here by the Berlin Philharmonic slated to begin late in February. It is expected that two other German conductors, to be named next week by Columbia (Continued on page 18)

Mills Music Eyes Activity in C&W

NEW YORK, Dec. 4.—Mills Music intends to become active in the country and western field. The firm, one of the top publishing enterprises in the pop, standard and educational fields, sent Sidney Mills to Nashville last week to attend the WSM-Disk Jockey Festival in honor of "Grand Ole Opry." Mills surveyed the scene carefully, contacted many artists, writers and disk jockeys, acquired some material and is already working on some records.

According to Sid Mills, a number of the country artists expressed interest in recording of standard tunes—apparently with the end in view of backing a country side with a standard side and thereby cutting in on the pop market. During the past year, a number of country artists—notably Slim Whitman—have scored solidly with standard material like "Indian Love Call," "Beautiful Dreamer" and "Rose Marie."

Life Music in Drive for Own Station Pacts

NEW YORK, Dec. 4.—Life Music, whose catalog was removed from Broadcast Music, Inc., earlier this year, has launched a mass solicitation of radio stations for separate blanket license agreements. More than 2,000 mailings were sent asking stations to sign a two-year pact entitling them to cleared performances of more than 2,000 Life copyrights upon payment of an annual fee equal to each station's top published half-hour rate.

Life, headed by Barney Young, for some years engaged in a running hassle with BMI over performance guarantees. Young's contract was finally bought up by BMI and his catalog withdrawn from the licensing org.

Young claims access to 50,000 song titles, to be made available to licensees from time to time.



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VOX JOX

By CHARLOTTE SUMMERS

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

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

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

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

Nick Reyes, KLYN, Amarillo, Tex., has some nice words and
(Continued on page 42)

DEALER DOINGS

By JUNE BUNDY

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

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

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

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

JUKE BOX WRAP-UP

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

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

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

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

For complete details on these stories see the Music Machines Department beginning on page 71.

CAN. RULE

AFM to Hold Sway Over Army Bands

TORONTO, Dec. 4.—All Army bands in Canada have been put under the jurisdiction of the American Federation of Musicians for engagements other than those ordered by the Army. Under the order, no military band may play for a private organization without approval of a union representative, nor may it perform unless rates paid are equivalent to the union scale.

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

An executive member of the Canadian Bugle and Trumpet Band Association said the order made Walter Murdoch, local head of the AFM, "virtual dictator over Army bands" at least in the Toronto area. He said further that Army regiments were threatened with the possibility of losing their bands.

Canadian Council Rules Piped Music Is No Phonograph

TORONTO, Dec. 4.—The Privy Council has tossed out the appeal of the Associated Broadcasting Company against a ruling that its device for piping music into cocktail bars is not a phonograph. The ruling of the Ontario Appeal Court was made in favor of Composers, Authors and Publishers Association of Canada.

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

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

Clampett Signed For Decca Kidisks

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

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

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

NEPAL PLANNING COMMERCIAL AIR

LONDON, Dec. 4. — Any deejays with a yen for travel may soon have an opportunity to work in glamorous Nepal. That country, a small independent kingdom lying between India and Tibet, is blueprinting a plan for commercial radio which will make vast areas of India reachable by interested advertisers. Already small portions of India can pick up sponsored radio shows from stations in Goa and Ceylon, but the Nepalese project calls for a far greater coverage of the country. Nepal long has had the reputation for far-sighted planning, but has never yet had to face the question of payola.

Have a Tux But Won't Travel

• Continued from page 16

country find it easiest to keep or replace men. Of course, such bands as TV and radio station staffers, steady night club bands, such as the Chez Paree in Chicago, and strict club daters have little or no problems at all. Many of these men also get extra money by sitting in on recording sessions on their off-hours.

Big name bands such as Les Brown, the Dorseys, Ray Anthony, Ralph Marterie, etc., have varying problems and meet them in various ways. Les Brown stays mostly to the Los Angeles area and makes only one swing a year, thus keeping his men. The Anthonys and Marteries have a tough time, what with such a relative small group of locations spots, and therefore must pay luring wages and cater to younger men.

TV a Factor

The problem is not felt only in the band business. Television has recently become a factor in whether an act is prone to travel or sit still. It is generally known in the trade that if an artist can get tied to a steady show, or an assured list of guest shots, he will decline

any offer of traveling, especially if he's married and has children. In some cases, it is known where artists have spurned Hollywood offers to remain on TV, except when there are lucrative offers or choice plug spots. This is affecting all talent from singles to groups. The exception to the rule are such cases as Julius La Rosa's exit from the Godfrey show. In this case, as in others past and future, the lure of big coin can and will get people back on the road.

Obviously this problem seeps down to other levels and becomes a headache on the booking and producing level. Bookers claim acts should follow the old axiom of "get it while the getting's good." Producers of shows can't always get the right talent for the right spot and therefore are settling for lesser names or secondary talents.

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

'Deep in Heart'

• Continued from page 16

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

Gene and Fred Kelly, Ann Miller and Rosemary Clooney (who duets with hubby Ferrer on "Mr. and Mrs.") are less impressive. However, their material is probably more visual than audio in appeal. Ferrer, of course, must be seen to be appreciated. His solo-job on "When I Grow Too Old to Dream"—preceded by an emotional dedication to his screen wife—is undoubtedly of four-handkerchief Academy Award caliber, but it is somewhat less than touching on wax.

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

DEEP IN MY HEART (1-12")

—Jose Ferrer, Helen Traubel, Rosemary Clooney, Vic Damone, Tony Martin, Jane Powell, Howard Keel, Ann Miller, Gene Kelly, Fred Kelly, William Olvis. M-G-M Studio Orchestra and Chorus, Adolph Deutsch, Cond. M-G-M LP E 3153.

'55 Hi-Fi Show

• Continued from page 16

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

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

The 1954 show attracted in excess of 28,000 persons, an increase of 25 per cent over the previous year. A total of 113 manufacturers participated in the 1954 showing.

First AIC Meet

• Continued from page 16

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

One of the points brought up at the meeting was that of getting a larger share of the amusement dollar into the ballroom box office. Some methods suggested to accomplish this end were a nationwide publicity campaign, and an advertising service for the industry. On the former, it was decided that many of the bands, as well as ballrooms, already had publicity and news personnel on their staffs and that it only remained to get these people organized in an all-out effort to promote dancing in general.

The discussion pointed out that the NBOA is already setting up an advertising and promotion service for its members. This will include the issuance of ad mats and promotional material to ballrooms as well as bands. There was also some discussion of the association forming its own advertising agency. All material sent out by this service will promote dancing in general rather than the individual ballroom or band.

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

Furtwangler Dies

• Continued from page 16

Artists, will split podium chores during the 28-concert tour.

3 Albums

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

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

Furtwangler's death also leaves in doubt resolution of a legal action brought by the conductor against Urania Records. In the suit, Furtwangler charged unauthorized use of his recordings by the diskery, acquired by Urania from East German radio sources. The case has not yet reached the court stage.

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

OUR FUTURE HAS ONLY BEGUN

and recorded by the most talked-about artist of the year



DENISE LOR



MERCURY 70509
70509X45

TALENT TOPICS

JOLLY JOYCE TO ADD OFFICE IN MIAMI . . .

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

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

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

PATTI PAGE TO PLAY IN BRITISH PIC . . .

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

HALEY COMETS RACK BIG GROSSES . . .

Record popularity enjoyed by Bill Haley and His Comets on Decca disks has boomed the sextet into the top money-making bracket, according to Jolly Joyce, head of the Jolly Joyce Theatrical Agency here, which holds the booking exclusive for the musical unit. Before locating for December at Andy's Log Cabin, Gloucester, N. J., the Joyce agency had the Haley Comets take in a full week of one-nighters. And with combination of percentages and guarantees, they netted well over \$5,000 for

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

4 LADS ACQUIRE YC MATERIAL . . .

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

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

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

Angel Preps New Series

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

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

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

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

Stephens Appoints 3 Tru-Sonic Reps

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

Morhan Exporting Corporation, New York, will henceforth function as world-wide sales representative, excluding the United States and Canada. Roland Olander & Company, Los Angeles, will serve Southern California, Arizona and Las Vegas, Nev. Arthur H. Peterson, Chicago, will handle sales in Illinois, Eastern Iowa and lower Wisconsin.

Capitol Disk

• Continued from page 15

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

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

Gleason and Capitol are counting upon the large viewing audience for the TV show to put over the song. There is also a chance that Gleason may plug the tune on more than one show. The tune is being published by Songsmiths, Inc., one of Gleason's two publishing firms.

Fred Rose

• Continued from page 15

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

Funeral services were held this afternoon from the Cosmopolitan Funeral Home here, with interment in Mount Olivet Cemetery. Surviving are his wife, Lorene; a daughter, Mrs. Jonathan Goodier, Sacramento, Calif.; three sons, Wesley, Nashville; Lester, Chicago, and Gene, Covington, Ind., and five grandchildren.

Among those attending the Rose funeral were Roger S. Littleford, Nat Tannen, Mitch Miller, Harold Orenstein, Pee Wee King, Redd Stewart, Mr. and Mrs. Nelson King, George Marlow, Bob Burrell, Jim Vienneau, Al Terry, Bobby Terry, Skeets Yaney and J. D. Miller.

Pallbearers were Murray Nash, Joe Lucas, John R. Brown, Eddie Hill, Chet Atkins and Boudleaux Bryant.

Oberstein Sets

• Continued from page 15

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

World Deal

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

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

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

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

Copyright Airing

• Continued from page 15

the song was originally copyrighted prior to the enactment of the 1909 act.

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

Over the years, this "no man's land" area of the law has been the subject of repeated conflict, with individual deals of royalty payments usually resolving specific hassles. Publishers and diskeries have much to gain, or lose, by the upcoming action of the higher court.

The SPA petition was submitted by general counsel John Schulman, MPPA's by Sidney Wattenberg. Identical in substance, the petitions make it clear that they have no interest in the factual merits of the case. Their concern is with the basic issue of law. In part, the petitions read:

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

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

Hi-Fi Committee

• Continued from page 15

and Carl W. Claras, Revere Camera.

Kahn pointed out that all persons participating in the program were volunteering their services and defraying their own expenses or using the facilities of their firms. He also announced that several checks sent to the Institute under the mistaken impression that such remittances were required, had been returned. Notes have been sent out explaining that the Institute is a non-profit organization and that no dues or assessments are required.

Names of the members of the New York group will probably be released in a week or two.

FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

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

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

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

Eddy Arnold spent last week in Chicago filming his new TV series, "Eddy Arnold Time." Accompanying him was Joe Csida, his personal manager on such operations. . . . Among country & western talent bookers represented at the outdoor showmen's convention in Chicago last week were Col. Tom Parker, of Jamboree Attractions, Madison, Tenn.; Lou Black, Top Talent, Inc., Springfield, Mo., and Bill King, of William H. King Enterprises, Louisville. . . . Country talent everywhere is mourning the passing of Fred Rose, head of Acuff-Rose Publications, Nashville, who passed on at his home there December 1 following a heart attack. A veteran performer and songwriter himself, the deceased had a host of friends among the country & western folk. See separate story in Music-Radio section, this issue. (Continued on page 44)

RHYTHM & BLUES NOTES

By BOB ROLONTZ

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

We had a call from Jo Jones last week telling us about the strong business he and the band are racking up at the Dew Drop in New Orleans. Jones' crew is now with Capitol Records, and the ork's first waxing has just been released. The band is negotiating with an agency for personal appearances. Jones has been with a number of top-flight orks including Roy Brown's Mighty Men and the B. B. King crew. . . . Bernie Golden, Gale Agency location booker, has just returned from a two-week vacation in Florida. . . . Savannah Churchill will be at the Flame in Detroit starting December 10 for two weeks.

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

Aladdin Records has taken over the Feathers' recording of "Johnny Darling," originally released on the Show Time label in California. . . . Herman Lubinsky, head of Savoy Records, has signed a flock of new talent, including organist Vin Strong and the Roamers. . . . Earl Bostic and his ork are set for a week at the Makreez Club, Lowell, Mass., before taking off for a five-week vacation. . . . Marvin and Johnny open at the Celebrity Club, Providence, on December 6. The duo will be followed at the Club by the Tiny Bradshaw ork on December 20. . . . The road unit featuring Dinah Washington, Cootie (Continued on page 47)

Guy MITCHELL

I MET
THE
CUTEST
LITTLE
EYEFUL

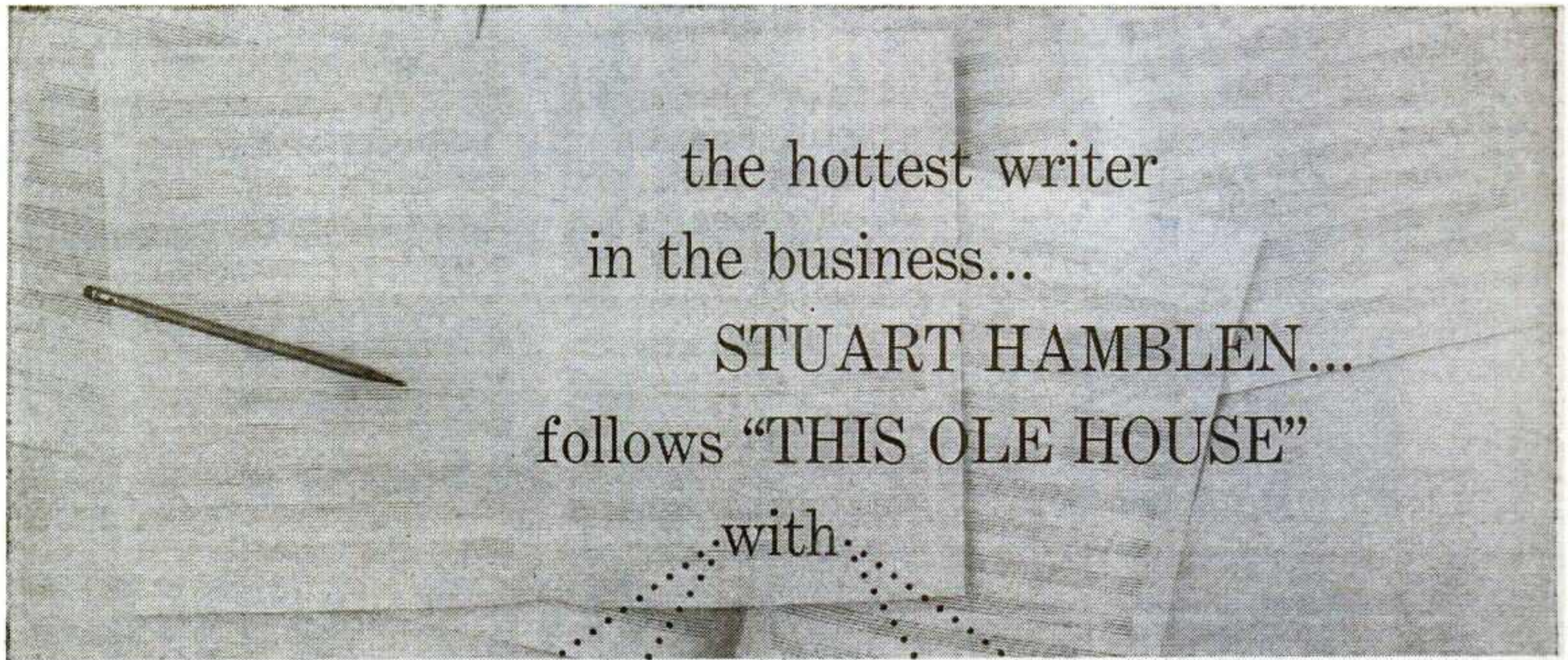
AT THE
EIFFEL TOWER

GEE!
BUT YOU
GOTTA
COME
HOME

With
MITCH
MILLER'S
Orchestra
& Chorus

Columbia
40389





the hottest writer
 in the business...
 STUART HAMBLEN...
 follows "THIS OLE HOUSE"
 with.

OLE PAPPY TIME
 June Valli

20/47-5924 *

OLE PAPPY TIME
 Stu Hamblen

20/47-5918



* "New Orthophonic" High Fidelity recording



PHIL HARRIS

sings
the

big, new
Stu Hamblen
hit...



THERE'S A LOT MORE LAYIN' DOWN

c/w **I WOULDN'T TOUCH YOU WITH A TEN FOOT POLE**

20/47-5945

a "New Orthophonic" High Fidelity recording

RCA VICTOR
FIRST IN RECORDED MUSIC



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

"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
Betsy Johnson . . . Bell
KAVELIN MUSIC CORP.
Sole Selling and Licensing Agent:
Hill and Range Songs, Inc.

"DIG THAT CRAZY SANTA CLAUS"
Recorded By **OSCAR McLOLLIE**
Modern **RALPH MARGERIE** Mercury
LEON RENE PUBLICATIONS
2124 W. 24th St.
Los Angeles 18, Calif.

The plaintiffs also claim that the firm has failed to supply an accurate accounting of royalties received to date. In its reply to the suit, Encore asks for a dismissal of the charges, claiming that all differences that arise between the parties, according to the contract, are supposed to be submitted to arbitration. In addition, the firm denies all the charges.

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

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

MUSIC AS WRITTEN

ANTHONY ORK TO TAKE HAITUS . . .

The Ray Anthony ork, which just completed its role in the new film "Daddy Long Legs," will take a four-week vacation starting Monday (6). After that, the band will be featured in another new film, "Pink Tights." Meanwhile, the Billy May ork, under the direction of Sam Donahue, which is part of the Anthony management organization, is playing one-nighters in the East. The May crew will take a two-week vacation after New Year's, and then will do one nighters to the West Coast. The ork will open at the Palladium on March 28. Sam Donahue was signed by Capitol Records this week to make recordings on his own. The Billy May ork will also continue to make its own records for the label.

CAT TO RELEASE FIRST POP DISKS . . .

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

BURKE SET FOR NY RETURN . . .

Johnny Burke, now working with Rudolph Friml on new songs for

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

DECCA BUYS 2 MASTERS . . .

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

KROHN TO QUIT LONDON POST . . .

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

GOLDSSEN EXPANDING PUBLISHING FIRMS . . .

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

A majority of the songs Goldsen is handling originally stem from the rhythm and blues field, with many later receiving pop coverage. Currently, Goldsen has "Shake, Rattle and Roll," "Twiddle Dee," and "Honey Love" from Progressive Music; "I Need Your Lovin'" and "Loop De Loop Mambo" from Quintet Music; "Oop Shoop" from Flair Music, and "Earth Angel" from Dootone.

Goldsen maintains both New York and Hollywood offices in his selling agents status, with shipping, billing and printing coming from New York.

EXCEL RECORDS GETS UNDER WAY . . .

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

'BEHIND YOU' CASE SETTLED OUT OF COURT . . .

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

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

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

'RAINDROPS' ROYALTIES TO SCLEROSIS FUND . . .

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

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

New York

Jimmy Hilliard, Label "X" a.&r. head, and Joe Delaney, the firm's sales chief, will visit Detroit and Chicago together next week after conferences with RCA Victor brass

in Atlantic City over the weekend. In Chicago, Hilliard will cut the Chuckles and then return to this city. Delaney will continue to travel and will visit distributors in Los Angeles, San Francisco; Portland, Ore., and Minneapolis. . . . Jerry Wagner, librarian at Station WMCA here, is moving to Station WNEW to replace librarian Irving Fasco, who is leaving WNEW to join the CBS librarian staff. . . . Elmore White has joined Regent and Harmon Music as professional manager of the two firms. . . . Publisher Julian Aberbach became the father of a daughter, Belinda Lorraine, Saturday (27). . . . Deejay Eddie Newman, WDAS, Philadelphia, and writer Berl Rotfield collaborated on a pair of songs, "Wouldn't it Be Fun to Be Santa Claus' Son" and "You'll Have to Wait 'Till Christmas Morning."
(Continued on page 47)

The Perennial Favorite
Santa Claus Is Comin' To Town
LEO FEIST, INC.

A *Bebop* CHRISTMAS SONG!
Eddy Arnold (sings)
"Christmas Can't Be Far Away"
RCA VICTOR 2917-5005

"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 15249
REMICK MUSIC CORP.

JUST RELEASED!
Leroy Anderson's **SANDPAPER BALLET**
"SONG OF THE BELLS"
Recorded by LEROY ANDERSON Decca #29319
MILLS MUSIC, Inc.

from the 20th Century-Fox CinemaScope Production "WOMAN'S WORLD"
IT'S A WOMAN'S WORLD
ROBBINS MUSIC CORPORATION

BMI Check List

OF NEW RECORD RATINGS BY THE TRADE PRESS

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

'LET ME GO'

Joan Weber Signs GAC Booking Pact

NEW YORK, Dec. 4. — Joan Weber, young singer who catapulted into fame last month with her hit recording of "Let Me Go, Lover" on the Columbia label, was signed this week to a booking contract by the General Artists Corporation. Every agency in the country has been bidding for the thrush, who is now considered one of the hottest singers in the country. After only two weeks, Miss Weber's record jumped from No. 14 to No. 3 on The Billboard's Best-Selling record chart.

She will not start working until after Christmas, having only last week become the mother of a daughter. Her first TV shots will be on the Ed Sullivan show on December 26 and the Perry Como show on December 29. GAC and her manager Eddie Joy have lined up five location dates for the girl, starting in mid-January. Clubs include Blinstrubs in Boston, the Vogue Terrace in Pittsburgh, the Casino Royal in Washington the Latin Quarter in Philadelphia and the Skyway Lounge in Cleveland.

Joy is holding a press conference for Miss Weber Monday (6) at the Warwick Hotel here. Meanwhile, he is working frantically to get an act for the singer before she starts out on her night club appearances. Miss Weber has not had any show business experience, having sung only with an ork in small dance halls before making her first record.

Diskery Fracas

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

Rael and Thiele asked for equal time to reply, but only Rael appeared with Thiele sidelined due to company policy. Rael said Miller covered records as did all companies, and that Miller's comments were uncalled for. Actually, more heat than clarification was engendered.

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OF

LOVE

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BILLY VAUGHN

(of the Hilltoppers)
and his Orchestra

DOT 15247



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THE NATION'S BEST SELLING RECORDS

PHONOS—HI FI

By STEVE SCHICKEL

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

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

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

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

1955 ELECTRONIC PARTS SHOW SOLD OUT . . .

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

CRESCENT STARTS NEW CO-OP RADIO PROMOTION . . .

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

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

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

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

EMC RECORDING OPENS GERMAN OFFICE; NEW PLAYBACK . . .

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

NEWS SHORTS OF PEOPLE, PRODUCTS AND EVENTS . . .

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

LINER NOTES

By IS HOROWITZ

THE GREAT DEBATE ON "DIGEST" . . .

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

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

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

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

CANINE CULPRIT GETS IN ACT . . .

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

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

ANGEL READY ON 'ARABELLA' . . .

Angel is preparing a highlight album of "Arabella" and will tie in its release with the forthcoming American premiere of the Richard Strauss work at the Metropolitan Opera. The title role on the disk

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

CAMDEN MAY BE STARTING TREND . . .

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

JAN. 15 CONTEST DEADLINE . . .

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

MAJOR AND MINOR . . .

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

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

Haydn Society has another entry in its projected complete survey of the Haydn String Quartets by the Schneider Quartet. Latest is the set of six quartets in the composer's Opus 2, complete on three 12-inchers. . . . Soiree, a new label, has bowed in with its first release, an LP featuring composer-singer Lewis Bellin.

Best Selling Popular Albums

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

LP'S

1. THE STUDENT PRINCE—Mario Lanza . . . RCA Victor LM 1837
2. MUSIC, MARTINIS AND MEMORIES—Jackie Gleason . . . Capitol W 509
3. MUSIC FOR LOVERS ONLY—Jackie Gleason . . . Capitol H 352
4. SEVEN BRIDES FOR SEVEN BROTHERS—Sound Track . . . M-G-M E 244
5. GLENN MILLER PLAYS SELECTIONS FROM "THE GLENN MILLER STORY" . . . RCA Victor LPT 3057
6. WHITE CHRISTMAS—Bing Crosby . . . Decca DL 8083
7. A STAR IS BORN—Judy Garland . . . Columbia BL 102
8. JAZZ GOES TO COLLEGE—Dave Brubeck Quartet . . . Columbia CL 566
9. GLENN MILLER LIMITED EDITION, VOL. 2 . . . RCA Victor LPT 6701
10. VOICES IN MODERN—Four Freshmen . . . Capitol H 522
11. SWING EASY—Frank Sinatra . . . Capitol H 528
12. SOMETHING COOL—June Christy . . . Capitol H 516
13. THE CONFEDERACY . . . Columbia
14. THE PAJAMA GAME—Original Cast . . . Columbia ML 4840
15. BING—Bing Crosby . . . Decca DX 151

EP'S

1. THE STUDENT PRINCE—Mario Lanza . . . RCA Victor ERB 1837
2. MUSIC, MARTINIS AND MEMORIES—Jackie Gleason . . . Capitol EAP 509
3. MUSIC FOR LOVERS ONLY—Jackie Gleason . . . Capitol EBF 352
4. A STAR IS BORN—Judy Garland . . . Columbia BA 1021
5. GLENN MILLER PLAYS SELECTIONS FROM "THE GLENN MILLER STORY" . . . RCA Victor EPBT 3057
6. WHITE CHRISTMAS—Bing Crosby . . . Decca 9-805
7. SEVEN BRIDES FOR SEVEN BROTHERS—Sound Track . . . M-G-M X 244
8. BRAGADOON—Sound Track . . . M-G-M X 263
9. VOICES IN MODERN—Four Freshmen . . . Capitol EBF 522
10. JAZZ GOES TO COLLEGE—Dave Brubeck Quartet . . . Columbia B 435-6
11. SWING EASY—Frank Sinatra . . . Capitol EBF 528
12. GLENN MILLER LIMITED EDITION, VOL. 2 . . . RCA Victor EPOT 6701
13. NAT (KING) COLE SINGS . . . Capitol EAP 1-9120
14. MUSIC TO MAKE YOU MISTY—Jackie Gleason . . . Capitol EBF 455
15. I'M A FOOL TO CARE—Les Paul & Mary Ford . . . Capitol EAP 1-554

"Classical Possibilities"

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

1. SHOSTAKOVITCH: SYMPHONY NO. 10—New York Philharmonic (Mitropoulos) . . . Columbia ML 4959
2. ARIAS SUNG AND ACTED, VOL. 2 . . . RCA Victor LM 1864
3. RICHARD STRAUSS: EI HELDENLEBEN — Philadelphia Orchestra (Ormandy) . . . Columbia ML 4887
4. DE FALLA: LA VIDA BREVE—De Los Angeles, Barcelona Opera Orchestra (Halfiter) . . . RCA Victor LM 6017
5. ATHEIL: CAPITAL OF THE WORLD; BANFIELD: THE COMBAT—Ballet Theater Orchestra (Levine) . . . Capitol P 8289

Reviews and Ratings of New Classical Releases

BEETHOVEN: FIDELIO (2-12") — Jan Peerce, Rose Bampton, NBC Symphony; Arturo Toscanini, Cond. RCA Victor LM 6025 . . . 82

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

SHOSTAKOVITCH: SYMPHONY NO. 1; THE GOLDEN AGE BALLET SUITE (1-12") — National Symphony Orchestra; Howard Mitchell, Cond. Westminster WL 5319 . . . 80

An engaging interpretation of the symphony which probably still stands as the composer's most popular in this country, this recording will also recommend itself for superior sound qualities; brass and percussion are a particular aural thrill. The first recording of the "Golden Age," a wildly satirical work, is also a treat long overdue the hi-fi addict. Its boisterous "Polka" and "Russian Dance" are produce sales upon demonstration.

HAYDN: SYMPHONY NO. 100 ("MILITARY"); SYMPHONY NO. 102 (1-12") — London Philharmonic; Georg Solti, Cond. London LL 1943 . . . 77

Two of the best-known Haydn symphonies remarkably well recorded. The "Military," which has become something of a high-fidelity delight because of the

tympni passages in the second movement, is a particularly fine sound achievement. The London Philharmonic responds sensitively to Solti's direction, bringing out the most delicate nuances with easy, graceful style. Strong competition to the Westminster versions.

DONIZETTI: L'ELISIR D'AMORE (2-12") — Margherita Carosio, Nicola Monti, Tito Gobbi, Orchestra and Chorus of the Rome Opera House; G. Santini, Cond. RCA Victor LM 6024 . . . 76

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

THE FIRST CHRISTMAS IN CAROLS (1-12") — Societas Musica Choir, Copenhagen; Jorgen Ernst Hansen, Director. Haydn Society HSL 159 . . . 74

A very attractive grouping of traditional carols packaged in a handsomely illustrated double-fold liner with complete text. Tho the choir is Danish, performance is in English and many will relish the clear voices, particularly that of the lead boy soprano. Included are such perennials as "The First Noel," plus others of lesser familiarity. Recorded (Continued on page 40)



it's here!
**TONY
MARTIN'S**
great new hit!

ALL OF YOU

(from "SILK STOCKINGS")

VERA CRUZ

(from the movie "VERA CRUZ")

20/47-5946

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RICHARD MALTBY
 "STAR DUST MAMBO"
 "STRICTLY INSTRUMENTAL"
 X-0075 (4X-0075)
 "ST. LOUIS BLUES MAMBO"
 X-0042 (4X-0042)

1 Most Promising Instrumental Group



NORMAN PETTY TRIO
 "ON THE ALAMO"
 "ECHO POLKA"
 X-0071 (4X-0071)
 "MOOD INDIGO"
 X-0040 (4X-0040)

4 Most Promising New Vocal Group of 1954

THREE CHUCKLES

"RUNAROUND"
 "AT LAST YOU UNDERSTAND"
 X-0066 (4X-0066)

6 Most Promising New Orchestra of 1954

RUSS CARLYLE
 "IN A LITTLE SPANISH TOWN"
 X-0055 (4X-0055)

8 Most Promising New Male Vocalist of 1954

STEWART ROSE

"TERESA"
 "MISSING"
 X-0061 (4X-0061)

3 Most Promising New Country Artist of 1954

TERRY FELL
 "WE WANNA SEE SANTA DO
 THE MAMBO"
 X-0069 (4X-0069)

* FROM THE MOST PROMISING NEW LABEL IN THE INDUSTRY

→ **"X" RECORDS MARK THE HITS!** a product of Radio Corporation of America

Reviews and Ratings of New Popular Albums

CHRISTMAS AT LIBERACE'S85

(1-12")
 Columbia CL-589
 About this album it should only be necessary to point out that on it the TV pianist plays practically every well-known Christmas tune and hymn in his own inimitable style, sings a few like "The Christmas Song" and recites "The Night Before Christmas" and the poem "The Beauty of Holiness." The cover contains a picture of Liberace and St. Nick, and the back cover shows Liberace with Mother Liberace. Mr. Dealer, stock up on these and deck your windows. They'll move fast from now until Christmas Day.

JUST PATTI81

Patti Page (1-10")
 Mercury 25196
 Mercury wasn't kidding when they named this album. The orchestra doesn't rate a mention on the label or even in the liner notes. Fortunately the canary is worthy of such solo-billing. She contributes her usual tasteful phrasing and warmth to eight romantic standards—"I Don't Stand a Ghost of a Chance With You," "Try a Little Tenderness," "Sweet and Lovely," "Don't Blame Me," etc. The combination of Patti Page's extensive personal following and a sure-fire selection of nostalgic material should make this LP outstanding in the sales department. The cover is particularly attractive, featuring one of the best photos we've ever seen of the Tulsa thrush.

MAMBO ITALIANO80

Rosemary Clooney (1-EP)
 Columbia B-1943
 With the increasing demand for EP sets this new release featuring the hot canary should do very well. In addition to the canary's latest hit, "Mambo Italiano," the set contains other sides previously released as singles: "Count Your Blessings" and "The Best Things Happen While You're Dancing," both from "White Christmas," and "We'll Be Together Again."

YOUNG AT HEART78

Doris Day, Frank Sinatra (1-10")
 Columbia CL-6339
 Doris Day and Frank Sinatra are co-starred in "Young at Heart," Warners' musical version of John Garfield's old hit, "Four Daughters." However, this LP is not from the film sound track, since Sinatra is no longer with the label. Instead Columbia has added two of Sinatra's previously recorded standards ("Someone to Watch Over Me" and "One for My Baby" which he also sings in the picture) to Doris Day's waxings of six songs from the movie (five new ones, one standard—"Just One of Those Things.") Fans may be disappointed because the LP doesn't feature any duet performances, but the album should pile up excellent sales anyway, on the strength of both singers' strong personal followings and advance ballyhoo on the picture.

PATTI'S SONGS77

Patti Page (1-EP)
 Mercury 1-3258
 Miss Page, when she's singing fine old standards, is hard to beat. Her warmth and sincere sound make each selection a delight. Here she sings "You're Driving Me Crazy," "Rockin' Chair," "Just One More Chance" and "Penthouse Serenade." Backing is suitably lush and the packaging is excellent.

WHITE CHRISTMAS76

Rosemary Clooney (1-10")
 Columbia CL-6338
 Decca's Bing Crosby-Danny Kaye-Peggy Lee waxing of Berlin's "White Christmas" score will probably get the bulk of sales from movie enthusiasts, but Rosemary Clooney's fans should account for a healthy sales volume on this LP. The canary sings all her own

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

BALLADS FOR SWEETHEARTS75

Billy Butterfield Ork (1-10")
 Westminster WL-3029
 Those folk who enjoy background music, whether on the sweet side of the jazz side, should be interested in this new collection by the Billy Butterfield ork. Butterfield, who has always played a warm, meaningful trumpet, turns in some listenable work on a collection of standards over pretty backing by the ork. The "Sweetheart" songs include "Stardust," "That Old Black Magic," "I've Got a Crush on You," "Moonlight in Vermont," "Little White Lies," "It's Easy to Remember," "The Touch of Your Lips" and "The Way You Look Tonight." Good listening here.

LET'S DANCE71

Marge and Gower Champion (1-12")
 Columbia CL-605
 As a gift item this package should do fine for the holiday season. Two selections are by the Champions. The rest are gleamed from the Columbia catalog. Included are fox trots by Paul Weston and Les Brown, waltzes by Abe Lyman and Kostelanetz, Latin-American tempos by Noro Morales and Xavier Cugat, and swing items by Benny Goodman and James. Disk pairs a fast and slow version of each dance step. Those taking lessons could use this to good advantage, even the most, it would seem, might prefer a disk full of one type of dance rhythm rather than a mish-mash.

XMAS HI-FIVORIES69

Ferrante and Teicher (1-10")
 Westminster WL-3044
 Strictly for the hi-fi fans is this collection of familiar seasonal melodies done up in the expected Ferrante Teicher piano styles. This time out the duo-pianists not only used every technical trick in their books, but also over-dubbed each selection. The result is a cacophony of string sounds which should intrigue even the most demanding hi-fi equipment owner. Otherwise, the package has little more to offer. Recording and packaging are excellent.

Jazz

CHEST BAKER SEXTET80

(1-10")
 Pacific Jazz PJ-15
 Put Chet Baker, Bud Shank, Bob Brookmeyer and Russ Freeman together on one record, add Shelley Manne and Carson Smith for the beat, let them go on some standards and originals, and you have a jazz set that will interest every cool jazz fan in the land. That's what the label has here with this bright new LP release. The standards are "Stella By Starlight," "Little Man You've Had a Busy Day" and "I'm Glad There Is You." Originals are "Tommyhawk," "Dot's Groovy" and "The Half Dozens." The performers, especially Baker and Brookmeyer, are outstanding. Strong wax.

JAZZ FOR PEOPLE WHO HATE JAZZ79

(1-12")
 Victor LJM-1008
 A fine gift item is this collection of older jazz sides which can be educational yet not at all pedagogic. Included are Dorsey, Goodman, Shaw, Ellington, Waller, Berrigan, Barnet, Basie, Hampton, Kirby, Manone and
 (Continued on page 40)



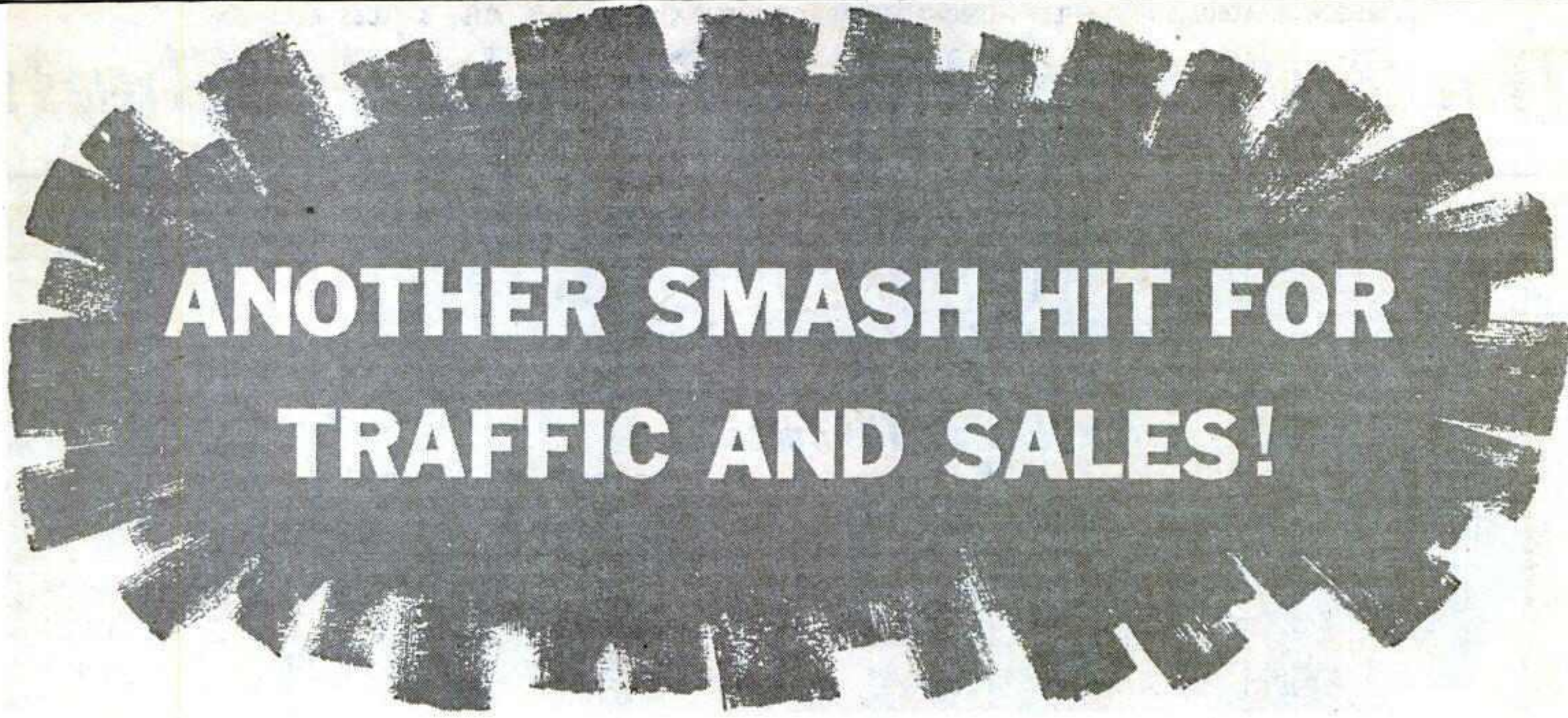
**DANNY KEATING . . . he can't
 play a note but he
 inspired Stuart Hamblen
 to write—**

TOY VIOLIN

OLE PAPPY TIME

RCA Victor Record 20/47-5918





**ANOTHER SMASH HIT FOR
TRAFFIC AND SALES!**

**A Magnificent Performance Of
The Enchanting Waltz Ballad**

“Melody Of Love”

By

DAVID CARROLL

Featuring Vocal Choir With Strings And Alto Sax Solo

MERCURY 70516 • 70516X45



CHICAGO 1, ILLINOIS

THE SONS OF THE PIONEERS

Sing MONTANA

Music by LOUIS FORBES
Lyrics by BOB NOLAN



B/W
"LONELY LITTLE ROOM"
CORAL RECORD
#61316

FROM THE

RKO-BENEDICT BOGEAUS PRODUCTION

BARBARA STANWYCK
RONALD REAGAN

CATTLE QUEEN
OF MONTANA

Print by **TECHNICOLOR**



THIS YEAR'S "MOMMY" DOES THE MAMBO!



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



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

Written by
 Al Stillman, Robert Allen,
 Tommie Connor.

COLUMBIA RECORDS

"Columbia," ®, Trade-Mark Reg. U. S. Pat. Off. Merco Registradas Trade-Mark.

The Original, the HIT Version— THE DE JOHN SISTERS

(MY BABY
DON'T LOVE ME)

happy
recording
of . . .



NO MORE

and

THERESA

Epic 9085



The Billboard Music Popularity Charts

POPULAR RECORDS

Best Sellers in Stores

For survey week ending December 1

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

This Week	Record	Last Week	Weeks on Chart
1.	MR. SANDMAN—Chordettes I Don't Wanna See You Cryin'— Cadence 1247—ASCAP	1	7
2.	I NEED YOU NOW—E. Fisher Heaven Was Never Like This— V 20-5830—ASCAP	2	15
3.	LET ME GO, LOVER—J. Weber Marionette—Col 40366—BMI	14	2
4.	THIS OLE HOUSE—R. Clooney Hey, There—(11)—Col 40266—BMI	3	19
5.	TEACH ME TONIGHT— DeCastro Sisters It's Love—Abbott 3001—ASCAP	4	10
6.	PAPA LOVES MAMBO—P. Como Things I Didn't Do—V 20-5857—ASCAP	5	11
7.	COUNT YOUR BLESSINGS—E. Fisher Fanny—V 20-5871—ASCAP	10	7
8.	SHAKE, RATTLE AND ROLL— B. Haley ABC Boogie—Dec 29204—BMI	8	17
9.	HOLD MY HAND—D. Cornell I'm Blessed—Coral 61206—ASCAP	7	14
10.	NAUGHTY LADY OF SHADY LANE— Ames Brothers Addio—V 20-5897—ASCAP	11	3
11.	HEY, THERE—R. Clooney This Ole House—(4)—Col 40266—ASCAP	6	22
12.	IF I GIVE MY HEART TO YOU— Doris Day Anyone Can Fall in Love—Col 40300—ASCAP	9	14
13.	MR. SANDMAN—Four Aces I'll Be With You in Apple Blossom Time— Dec 29344—ASCAP	13	3
14.	MAMBO ITALIANO—R. Clooney We'll Be Together Again—Col 40361—ASCAP	12	5
15.	MAKE YOURSELF COMFORTABLE— S. Vaughan Crazy 'Bout Lollipop—Mercury 70432—ASCAP	16	3
16.	DIM, DIM THE LIGHTS—B. Haley Happy Baby—Dec 29317—BMI	18	4
17.	I NEED YOUR LOVIN'—Cheers Arivederci—Cap 2921—BMI	23	9
18.	HEARTS OF STONE—Charms Who Knows—DeLuxe 6062—BMI	22	3
18.	HAJJI BABA—Nat (King) Cole Unbelievable—Cap 2949—ASCAP	17	5
18.	WHITHER THOU GOEST— L. Paul & M. Ford Mandolino—Cap 2928—BMI	25	9
21.	THAT'S ALL I WANT FROM YOU— J. P. Morgan Dawn—V 20-5896—BMI	18	3
21.	MUSKRAT RAMBLE—McGuire Sisters Lonesome Polecat—Coral 61278—ASCAP	15	9
23.	HEARTS OF STONE—Fontane Sisters Bless Your Heart—Dot 15265—BMI	—	1
24.	IT'S A WOMAN'S WORLD—Four Aces Cuckoo Bird in the Pickle Tree— Dec 29269—ASCAP	30	6
25.	TEACH ME TONIGHT—J. Stafford Suddenly—Col 40351—ASCAP	24	3
26.	NAUGHTY LADY OF SHADY LANE— A. Bleyer While the Vesper Bells Were Ringing— Cadence 1254—ASCAP	26	2
26.	RUNAROUND—Chuckles At Last You Understand—X-0066—BMI	21	5
28.	MELODY OF LOVE—B. Vaughn Joy Ride—Dot 15247—ASCAP	—	1
29.	CARA MIA—D. Whitfield How, When or Where?—London 1486—ASCAP	20	17
29.	IF I GIVE MY HEART TO YOU— D. Lor Hello Darling—Majar 27—ASCAP	—	14

This Week's Best Buys

HOME FOR THE HOLIDAYS (Roncom, ASCAP)

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

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

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

SPECIAL NOTE

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

Most Played in Juke Boxes

For survey week ending December 1

RECORDS are ranked in order of the greatest number of plays in juke boxes thruout the country. Results are 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	Record	Last Week	Weeks on Chart
1.	I NEED YOU NOW—E. Fisher Heaven Was Never Like This—V 20-5830—ASCAP	1	15
2.	THIS OLE HOUSE—R. Clooney Hey, There—Col 40266—BMI	2	18
3.	MR. SANDMAN—Chordettes I Don't Wanna See You Cryin'— Cadence 1247—ASCAP	8	5
4.	PAPA LOVES MAMBO—P. Como Things I Didn't Do—V 20-5857—ASCAP	4	9
5.	IF I GIVE MY HEART TO YOU— Doris Day Anyone Can Fall in Love—Col 40300—ASCAP	3	11
6.	TEACH ME TONIGHT— DeCastro Sisters It's Love—Abbott 3001—ASCAP	6	9
7.	HEY, THERE—R. Clooney This Ole House—Col 40266—ASCAP	5	19
8.	HOLD MY HAND—D. Cornell I'm Blessed—Coral 61206—ASCAP	7	10
9.	SHAKE, RATTLE AND ROLL— B. Haley ABC Boogie—Dec 29204—BMI	9	12
10.	MAMBO ITALIANO—R. Clooney We'll Be Together Again—Col 40361—ASCAP	11	4
11.	COUNT YOUR BLESSINGS— E. Fisher Fanny—V 20-5871—ASCAP	12	4
12.	NAUGHTY LADY OF SHADY LANE— Ames Brothers Addio—V 20-5897—ASCAP	—	1
13.	MUSKRAT RAMBLE—McGuire Sisters Lonesome Polecat—Coral 61278—ASCAP	10	6
14.	IF I GIVE MY HEART TO YOU— D. Lor Hello Darling—Majar 27—ASCAP	13	11
15.	IT'S A WOMAN'S WORLD—Four Aces Cuckoo Bird in the Pickle Tree— Dec 29269—ASCAP	17	2
16.	MR. SANDMAN—Four Aces I'll Be With You in Apple Blossom Time— Dec 29344—ASCAP	15	2
17.	SKOKIAAN—R. Marterie Crazy 'Bout Lollipop—Mercury 70432—ASCAP	16	15
18.	LET ME GO, LOVER—J. Weber Marionette—Col 40366—BMI	—	1
19.	DIM, DIM THE LIGHTS—B. Haley Happy Baby—Dec 29317—BMI	—	1
20.	WHITHER THOU GOEST— L. Paul & M. Ford Mandolino—Cap 2928—BMI	13	6
20.	MOOD INDIGO—N. Petty Trio Petty's Little Polka—X 0040—ASCAP	19	8
20.	SH-BOOM—Crew Cuts I Spoke Too Soon—Mercury 70404—BMI	—	20

Most Played by Jockeys

For survey week ending December 1

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

This Week	Record	Last Week	Weeks on Chart
1.	MR. SANDMAN—Chordettes I Don't Wanna See You Cryin'— Cadence 1247—ASCAP	1	7
2.	I NEED YOU NOW—E. Fisher Heaven Was Never Like This—V 20-5830—ASCAP	2	14
3.	TEACH ME TONIGHT— DeCastro Sisters It's Love—Abbott 3001—ASCAP	3	9
4.	HOLD MY HAND—D. Cornell I'm Blessed—Coral 61206—ASCAP	4	12
5.	IF I GIVE MY HEART TO YOU— Doris Day Anyone Can Fall in Love—Col 40300—ASCAP	6	13
6.	PAPA LOVES MAMBO— Things I Didn't Do—V 20-5857—ASCAP	5	10
7.	MR. SANDMAN—Four Aces I'll Be With You in Apple Blossom Time— Dec 29344—ASCAP	8	3
8.	NAUGHTY LADY OF SHADY LANE— Ames Brothers Addio—V 20-5897—ASCAP	7	4
9.	LET ME GO, LOVER—J. Weber Marionette—Col 40366—BMI	—	1
10.	HEY, THERE—R. Clooney This Ole House—Col 40266—ASCAP	9	21
11.	THIS OLE HOUSE—R. Clooney Hey, There—Col 40266—BMI	10	19
12.	COUNT YOUR BLESSINGS— E. Fisher Fanny—V 20-5871—ASCAP	11	7
13.	MAKE YOURSELF COMFORTABLE— S. Vaughan Idle Gossip—Mercury 70469—ASCAP	12	3
14.	MAMBO ITALIANO—R. Clooney We'll Be Together Again—Col 40361—ASCAP	13	2
15.	SHAKE, RATTLE AND ROLL— B. Haley ABC Boogie—Dec 29204—BMI	14	7
16.	TEACH ME TONIGHT—J. Stafford Suddenly—Col 40351—ASCAP	18	2
17.	HEARTS OF STONE—Fontane Sisters Bless Your Heart—Dot 15265—BMI	—	1
18.	NAUGHTY LADY OF SHADY LANE— A. Bleyer While the Vesper Bells Were Ringing— Cadence 1254—ASCAP	20	2
19.	IT'S A WOMAN'S WORLD—Four Aces Cuckoo Bird in the Pickle Tree— Dec 29269—ASCAP	15	7
20.	THAT'S ALL I WANT FROM YOU— J. P. Morgan Dawn—V 20-5896—BMI	—	1
20.	HAJJI BABA—Nat (King) Cole Unbelievable—Cap 2949—ASCAP	16	4

Everyone Agrees It's A Hit!

FOR MERCURY'S NEWEST STAR

DENISE LOR

"From Nine To Five"

AND

'Our Future Has Only Begun'



MERCURY 70509 • 70509X45

THE BILLBOARD DECEMBER 4, 1954

The Billboard Music Popularity Charts
POPULAR RECORDS

• Review Spotlight on...

RECORDS

DENISE LOR
From Nine to Five (Alamo, ASCAP)
Our Future Has Only Begun (Sunbeam, BMI)—
Mercury 70509—It looks as tho the canary has a big
Mercury waxing. "From Nine to
one in her first Mercury waxing. "From Nine to
Five" is an appealing ballad with an effective type-
writer-sound gimmick carrying out the theme of a
secretary's hopeless love for her boss. The flip "Our
Future Has Only Begun" is an attractive waltz, with
good phrasing by the singer.

THE CASH BOX

SLEEPER OF THE WEEK

"FROM NINE TO FIVE"

"OUR FUTURE HAS ONLY BEGUN"
"FROM NINE TO FIVE"
DENISE LOR
(Mercury 70509; 70509 x 45)

● Denise Lor skyrocketed to national prominence on "If I Give My Heart To You," one of today's top tunes. Now the thrush makes her debut on the Mercury label with a wonderful new ballad that could establish her as a top name performer. It's a beautiful lilt called "From Nine To Five." The tune has an unusual tenderness to it and Denise's pert voice enhances the beauty of this romantic item. Typewriter gimmick heard in the backdrop is very effective. Another most inviting ballad is "Our Future Has Only Begun," the coupling. It's a penetrating love song with lyrics by Carolyn Leigh of "Young At Heart" fame. Two money-making performances.

VARIETY

Jocks, Jukes and Disks

By HERM SCHOENFELD

Best Bets

DENISE LOR.....FROM NINE TO FIVE
(Mercury).....Our Future Has Only Begun

This is Denise Lor's first slice for Mercury after crashing into the big time on the indie Major label with "If I Give My Heart To You," and it looms as another winner. Stand out etching is "Our Future Has Only Begun." It's a class ballad which she belts with distinction; a natural for Jock and Juke spins. Reverse is a secretary's lament for her boss's love. The rendition will win the plays for the tune.

CHRISTMAS SPECIALS

The CREW CUTS

"Dance Mr. Snowman"

AND

"Twinkle Toes"

MERCURY 70491 • 70491X45



RONNIE GAYLORD

"Santo Natale"

AND

"My Vow"

MERCURY 70504 • 70504X45



RALPH MARGERIE

**"Dig That Crazy
Santa Claus"**

AND

"Rock, Rock"

MERCURY 70493 • 70439X45



AND AGAIN THIS YEAR...

Kitty Kallen and Richard Hayes

"OUR LADY OF FATIMA"

COUPLED WITH

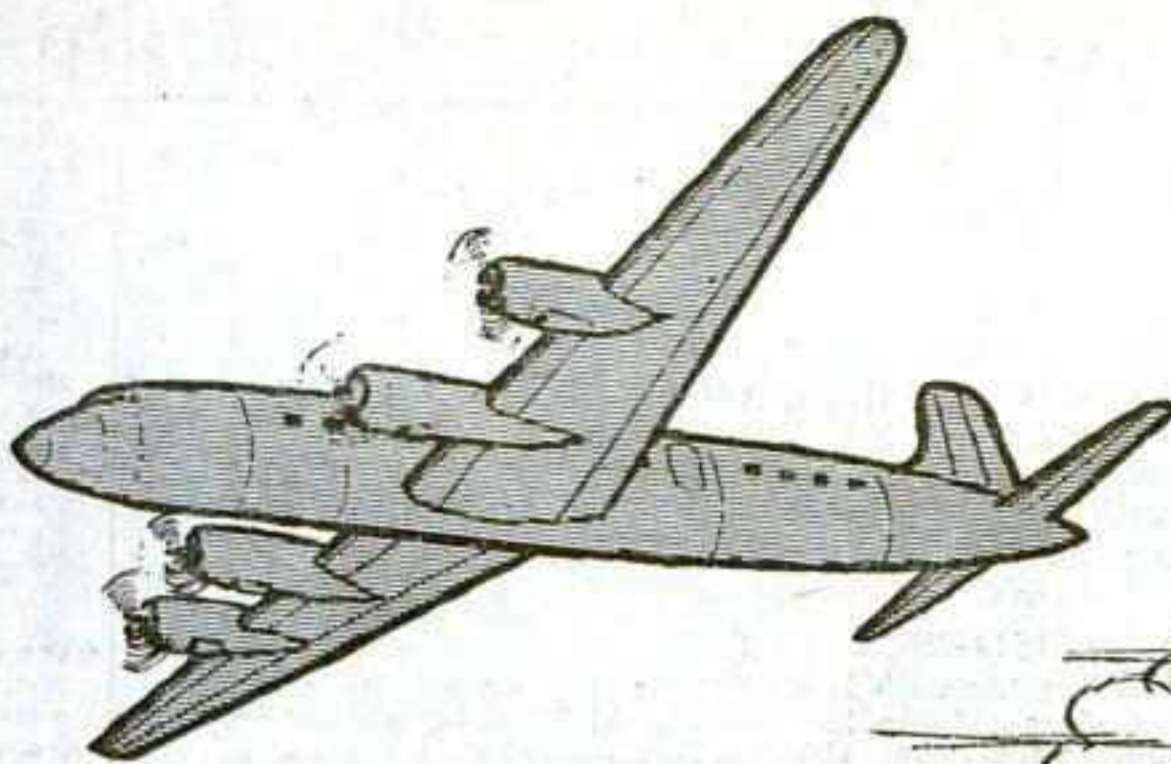
VIC DAMONE SINGING

"AVE MARIA"

MERCURY 70507 • 70507X45



CHICAGO 1, ILLINOIS



welcome!
**DAVID
 WHITFIELD**

thanks for
"Cara Mia"

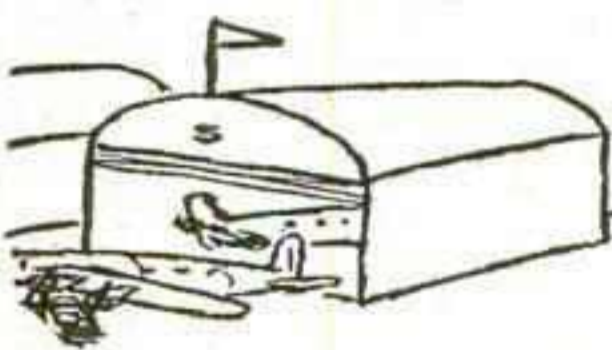
1486 • 45-1486

Hurray for
 your Christmas Hit!

**"Santo
 Natale"**

(Merry Christmas)

backed by "ADESTE FIDELIS"
 1508 • 45-1508



DEALER REPORT

This Year--Every Year--Columbia Gives it to You When You Need it the Most!!!

1951--RUDOLPH built your Christmas Business!

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

1953--CHRISTMAS WITH ARTHUR GODFREY made all the difference!

AND THIS YEAR--

JOAN WEBER'S LET ME GO, LOVER

A hit single for traffic and turnover!

THE BEST-SELLING CL 500 SERIES

The industry's fastest-moving packages!

THE FABULOUS COLUMBIA "360K"

The H-Fi Phonograph They Buy!

THE "HIS" AND "HERS" PORTABLES

Best-Selling Low-Priced Phonographs!

AND MORE GREAT CHRISTMAS PACKAGES

**CHRISTMAS
AT
LIBERACE'S**

CL 589

**Percy Faith's
MUSIC OF
CHRISTMAS**

CL 588

**Jimmy Boyd's
I SAW MOMMY
DOING THE MAMBO**

J-225

**Gayla Peevey's
GOT A COLD IN THE NODE
FOR CHRISTMAS
THE ANGEL IN THE
CHRISTMAS PLAY**

J-224

WHEN THEY REALLY COUNT--THEY'RE ON

COLUMBIA



**GOOD NEWS:
OPS-DJ's-DEALERS
A 2 Sided Hit!!**

The Four Tunes

Singing

"GOOD NEWS"
"NEWS"
(Chariot's Comin')



"I SOLD MY HEART TO THE JUNKMAN"

JUBILEE-5174

Jubilee RECORD CO., INC.
315 WEST 47TH STREET NEW YORK, N.Y.

IN CANADA AVAILABLE ON QUALITY LABEL

BREAKING! BREAKING! BREAKING!
IN ALL FIELDS
The Great New Version

"White Christmas"
ATLANTIC-1048

Vox Jox

Continued from page 18

thoughts for The Billboard as well as the jockeys. He writes, "Just a few lines about you. last issue that has had the deejay staff at KLYN smilin' all the week. For one thing, your article has been a booster to many of us who work in a multiple media market. Lots of times you wonder if the work you put into a record show is worth it. And your article has been a booster in another way. We feel that if salesmen were to use The Billboard article to back up the sale of a deejay and his work, it might come in handy to exemplify what other

probably miss two or three issues of The Billboard. Without The Billboard I don't believe I could successfully program any of my deejay shows 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 "Week-end 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, W.I.H.M., tells us that Mambo is beginning to catch on in Memphis. . . . Robert Booe, 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, WFAZ, 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.

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

YESTERYEAR'S TOPS—

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

DECEMBER 9, 1944:

1. I'm Making Believe
2. I'll Walk Alone
3. Dance With a Dolly
4. Trolley Song
5. You Always Hurt the One You Love
6. Too-Ra-Loo-Ra-Loo-Ral
7. Don't Fence Me In
8. And Her Tears Flowed Like Wine
9. Into Each Life Some Rain Must Fall
10. There'll Be a Hot Time in the Town of Berlin

DECEMBER 10, 1949:

1. Muie Train
2. I Can Dream, Can't I?
3. That Lucky Old Sun
4. Slipping Around
5. Don't Cry, Joe
6. A Dreamer's Holiday
7. Dear Hearts and Gentle People
8. You're Breaking My Heart
9. Jealous Heart
10. The Old Master Painter

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

CHANCE OF THEME: Jack Lacy, WINS, New York, has been signed to a new five-year contract. Lacy, who gave up teaching school at Connecticut State Teachers College to become a radio announcer, has been with WINS since 1947. . . . Charlie Grant, WESX, Salem, Mass., is enjoying a vacation in New York. . . . Jim Mills has returned to WLOS-TV, Asheville, N. C., after a stint with the Armed Forces Radio Service. . . . Shel Bullock has returned to WWSC, Glens Falls, N. Y., after a two-year absence from radio. . . . Bill Sullivan, recently separated from the U.S. Army, will now be heard over WKMF, Flint, Mich. . . . America's biggest deejay, six foot eight-inch Dolf Droge, has joined the Crosley Broadcasting Corporation and will handle WLW's 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 WJII, Montgomery, Ala., I'm moving over to WHSY. Station WJII has been sold to WCOV here and on November 5 will discontinue operations. The only thing I hate about moving is that I'll

Reviews of New Pop Records

Continued from page 40

late, but could get some of the coin. (Kassner, ASCAP)
My Own True Love
 (Tara's Theme) . . . 72
 A quietly persuasive vocal job on the theme from the recently revived "Gone With the Wind" film. Should get spins. (Remick, ASCAP)

BONNIE LOU
Tennessee Mambo . . . 71
 KING 1414—With the aid of vocal and instrumental backing, including maracas and all, Bonnie Lou makes a big, pleasant production out of this engaging piece of material. Her many fans in both the pop and country fields will enjoy it. (Ross Jungnickel, ASCAP)
Train Whistle Blues . . . 68
 The perennial appeal of this great Jimmy Rodgers tune is enhanced by the ability of the thrush to color its bluesy melodic line in dark glowing tones. This will make good programming for many deejays. (Peer, BMI)

RUBY WRIGHT
What Have They Told You? . . . 68
 KING 1411—Miss Wright notes the doubt in the eyes of her lover and reassures him of her love. The sincerity and smooth styling of the singer do not quite compensate for weakness of material. (Regent, BMI)
God Loves You, Child . . . 65
 A tender and sentimental lyric in which the singer, in the role of a mother, quietly expresses her confidence in God's protection of her child. (Franklin, BMI)

KARL GARVIN
I'm Sorry I Made You Cry . . . 67
 DOT 15250—Garvin, the ork and vocal combo are teamed on a danceable and listenable reading of the standard ballad. Ops could get coin with this kind of disk. (Feist, ASCAP)
Paper Doll . . . 65
 Here's a reading of the oldie very much like the original Mills Brothers' version. It's well done, but then—the original is also available.

DEALER DOINGS

Continued from page 18

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

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



THE BELLS OF ST. MARY'S

With the Inimitable
CLYDE McPHATTER
AND HIS DRIFTERS

Featuring the Fabulous
 Bass Voice of

BILL PINCKNEY

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

ATLANTIC RECORDING CORP.
 234 WEST 56th St. NEW YORK 19, N. Y.



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

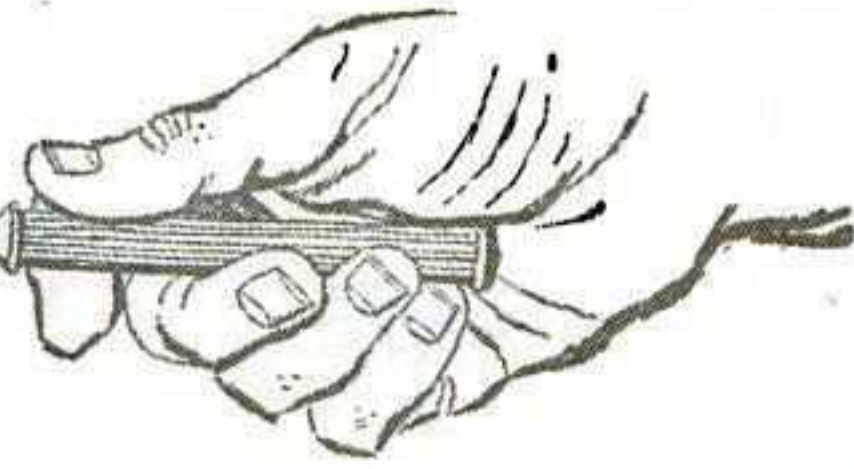
TOY VIOLIN

OLE PAPPY TIME

RCA Victor Record 20/47-5918



No time like **NOW**



for the rollicking new smash by

ARTHUR GODFREY



OLD

PAPPY

TIME

b/w

**"SOMEBODY
BIGGER
THAN YOU
AND I"**

with

**The Columbians
and
Jimmy Carroll's
Orchestra**

78 r.p.m. 40398
45 r.p.m. 4-40398



Bound to Hit in All Fields!
HOLD ME BABY
 B/W
A GIRL TO LOVE
 CAT 112
 By The **CHORDCATS**
 Creators and Originators of SH-BOOM

A New Sound in the Blues
ROSE MARIE McCOY
 Talk-Sings
DIPPIN' IN MY BUSINESS
 B/W
DOWN HERE
 CAT 111

And a Great Two-Sided Pop Entry!
RICKETY TICKETY MELODY
 B/W
THE SACKBUT, THE PSALTERY AND THE DULCIMER
 With The **COLLEGIANS**
 CAT 110

CAT RECORDING CORP.
 234 WEST 56th St.
 NEW YORK 19, N. Y.

Folk Talent and Tunes

Continued from page 20

"All-Star Jamboree," which recently moved into its second year at the Lyric Theater, Indianapolis, continues to pull good business, according to Dean Brown, manager. Lonzo and Oscar and Tommy Collins were "All-Star Jamboree" guests November 21; Little Jimmy Dickens, Del Wood and Lazy Jim Day were featured November 28, with Pee Wee King's outfit occupying the guest slot last Sunday (5). . . . Dick Blake, promoter, announces plans to reopen the Lyric Ballroom, Indianapolis, shuttered the last 20 years. He is booking top country & western outfits for square and round dancing starting December 11. The ballroom is being completely revamped. Pee Wee King will be the opener, doing the network show from the spot. William H. King Enterprises, Louisville, is doing the booking.

Betty Sippel, wife of Johnny Sippel, who originated this column a number of years ago, is seriously ill in Room 15 of Wing Six, City of Hope, the famed lung hospital at Duarte, Calif. She underwent several major operations recently for a serious chest infection but, according to Johnny, is making a great comeback. Friends are urged to drop her a line. . . . The "Texas Round-Up Show," which opened auspiciously at KVDO, Corpus Christi, Tex., November 20, with such talent as Hank Locklin, Billy Walker, Arlie Duff and Floyd Tillman; Willie Jones, writer of "Even Tho," and daughter, Dottie, and Lou Ann Bradshaw, has another big night skedded for December 11, when guests will include the Maddox Brothers and Rose. "Texas Round-Up" will become a regular Saturday night feature January 8, altho it has already started a regular Saturday stint on KVDO-TV, Corpus Christi, 4:30-5 p.m., sponsored by G. E. and the Braslau Furniture Company. The Texas Wranglers are regulars, along with Lou Ann Bradshaw and Cactus Bill Potter.

Nearly 4,000 hand-clapping and stomping fans jammed Denver's City Auditorium November 24 for a one-night stand by Slim Whitman, Red Foley, Homer and Jethro, Tommy Collins, Grady Martin, Wayne Raney and the Star-Dusters. . . . January issue of Movie Life carries a four-page layout on Rex Allen. The publishers, Ideal Publications, will also devote eight pages in the Movie Life Year Book to pictures and yarns on the recording movie cowhand. Latter works hits the stands around January 1. . . . June Carter, of Mother Maybelle and the Carter Sisters, has quit the unit to team with "Grand Ole Opry's" Carl Smith. . . . Following smash publicity on TV's "Studio One" show plus a welter of pop releases, the first c.&w. release of "Let Me Go, Lover" made its appearance last week on RCA Victor, with Hank Snow cutting. Reverse side is "I've Forgotten You," the creation of country singer Jim Reeves. . . . They're saying that Ruby Wells could happen again with her latest RCA Victor release, "Hearts of Stone," backed with the novelty, "You Clobbered Me." Backing her up on the two ditties are Chet Atkins and Bud Isaacs, guitars, and Ernie Newton, bass. . . . Patsy Elshire, Capitol's new blues-type hillbilly singer, spent a few days recently in her hometown, Beaumont, Tex., and while there appeared as guest on Slim Watts' "Blue-Jean Jamboree." Patsy is en route to California where she will appear regularly on Cliffie Stone's "Hometown Jamboree."

The WGGA Cowboys, Gainesville, Ga., and the Chapeleers, gospel singers, are working personals thru Georgia, Tennessee and North Carolina. . . . Kenny Lee is now heard with the Western Playboys each Monday, Thursday and Friday, 6:15-6:30 p.m., over WLW-A, Atlanta. Kenny's latest on RCA Victor, "Holding Hands," is reported meeting with good response. . . . Ernie Vandegriff, of Dallas, who cut his first, "Guest Star in Heaven," for Flair label a year ago, has a new one, "Wishing," on Specialty. On the flip side

is "Hush Money," cut by Joyce Lawrence, also of Dallas. . . . Billy Marquet, appearing with his banjo on TV in Fresno, Calif., is doubling nightly at the Barbary Coast Club in San Francisco's Settlement sector. . . . Bill Carter (4-Star), a feature of the "Hoffman Hayride" TV show seen over KVOR, Stockton, Calif., is doubling on a weekly stint at the Top Hat Club, Oakland, Calif. . . . Curley Gold, San Francisco, is mapping plans to take his Texas Tune Twisters on tour of the Pacific Northwest and is currently scouting agents and promoters in the area. . . . Hank King recently visited with the WWVA gang in Wheeling, W. Va., and then hopped into Pittsburgh for a guest shot with Buddy Williams at the Twin Gables there. . . . Tower Hill (W. A. Catenaro), weaver of songs, has four country tunes coming in for plugging by Jean Hogan and the Colemar Brothers on "Cornhuskers Jamboree" over WCPO-TV, Cincinnati. The pieces are "Frost On Your Heart," "Tabernacle for Sale," "I'm Gonna Hog-Tie Your Heart" and "Too Late Again." The new Blue Grass label, Covington, Ky., is slated to put 'em on wax soon, Catenaro reports.

Lola Dee, WLS "National Barn Dance" canary, has just completed a week's trek thru Wisconsin, Iowa, Illinois and Indiana to plug her new Mercury releases. . . . "Grand Ole Opry's" Minnie Pearl was guestar on Pee Wee King's "Flying W Ranch" TVer over WLW-T, Cincinnati, last Friday night (3). Pop guest on the same program was Connee Boswell. The King show is heard each Friday night over WLW-T, Cincy; WLW-D, Dayton, O., and WLW-C, Columbus, O. . . . Carl Stuart, of the "New England Hayloft Jamboree," Boston, was featured the last two Sundays at Mohawk Ranch in the Hub City. Last Friday (3), Stuart appeared in Belmont, Mass., with his Cowboy Caravan. New on the Cowboy Caravan are Eddie Dyer, comic, formerly of the "New England Hayloft Jamboree," and Jack LeClair, who with her sister, Tootsie, has appeared on "Hayloft Jamboree." . . . Red Sovine is currently on tour with Webb Pierce's unit, and Slim Whitman is in West Texas and New Mexico with the Carl Smith group. . . . Jim Reeves, of "Louisiana Hayride," Shreveport, is slated to sail soon for a month's USO tour of Europe.

Balin'-Wire Bob Strack, who heads up the "Red River Round-Up" record show on KWKH, Shreveport, reports that the hottest piece of merchandise on the (Continued on page 49)

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The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

Best Sellers in Stores

For survey week ending December 1

Table with 3 columns: Rank, Record Title, Weeks on Chart. Includes records like 'MORE AND MORE' by W. Pierce and 'I DON'T HURT ANYMORE' by H. Snow.

Reviews of New C & W Records

Reviews of new records including Hank Snow's 'Let Me Go, Lover', Slim Whitman's 'When I Grow Too Old to Dream', and Red Foley's 'Walkin' in the Cold, Cold Rain'.

This Week's Best Buys

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

CHRISTMAS CAN'T BE FAR AWAY (Acuff-Rose, BMI) - Eddy Arnold-RCA Victor 20-5905. The early leader in the field of new country Christmas disks is this Arnold disk.

Review Spotlight on... RECORDS

RED FOLEY

Hearts of Stone (Regent, BMI)-The country warbler turns in a forthright vocal on the ditty that has already made it in both the r.&b. and the pop fields.

C & W Territorial Best Sellers

For survey week ending December 1

City-by-city listings are based on late reports secured from top country and western dealers and juke box operators in each of the markets listed.

Birmingham

- 1. More and More, W. Pierce, Dec.
2. This Is the Thanks I Get, E. Arnold, V.
3. That Crazy Mambo Thing, H. Snow, V.

Charlotte

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

Cincinnati

- 1. Loose Talk, C. Smith, Col.
2. If You Don't Someone Else Will Jimmy & Johnny, Chs.
3. I Don't Hurt Anymore, H. Snow, V.

Dallas-Fort Worth

- 1. More and More, W. Pierce, Dec.
2. New Green Light, H. Thompson, Cap.
3. If You Ain't Lovin' F. Young, Cap.

Houston

- 1. More and More, W. Pierce, Dec.
2. This Is the Thanks I Get, E. Arnold, V.
3. I Don't Hurt Anymore, H. Snow, V.

Knoxville

- 1. I Don't Hurt Anymore, H. Snow, V.
2. This Ole House, S. Hamblen, V.
3. This Is the Thanks I Get, E. Arnold, V.

Memphis

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

Most Played in Juke Boxes

For survey week ending December 1

Table with 3 columns: Rank, Record Title, Weeks on Chart. Includes records like 'MORE AND MORE' by W. Pierce and 'I DON'T HURT ANYMORE' by H. Snow.

Most Played by Jockeys

For survey week ending December 1

Table with 3 columns: Rank, Record Title, Weeks on Chart. Includes records like 'MORE AND MORE' by W. Pierce and 'I DON'T HURT ANYMORE' by H. Snow.

JIMMY NEWMAN

Your True and Faithful One... DOT 1231-Newman warbles in his usual sincere fashion on a plaintive weeper which should draw spins from jocks and jukes.

REDD STEWART

I Did... VICTOR 5928-Stewart's handling of this sentimental ditty is so smooth it could easily sell as well pop as country.

GINNY WRIGHT-TOM TALL

Are You Mine?... FAVOR 117-The canary is joined by Tom Tall in this question-answer novelty. Together they sing it with attractive spirit.

MERV SHINER

Mister Sandman... VICTOR 5938 - The country's top pop tune receives a good reading here from the country warbler and it has a chance to pick up loot and sales in the country field.

ELTON BRITT

Goodnight, Mrs. Jones... VICTOR 5937-Britt pulls out all the stops reading this Stuart Hamblen material, which tells the story of a girl being stolen from him by his best friend.

HANK THOMPSON ORK

Dardanelles... CAPITOL 2998-The Brazos Valley Boys go all out to give this lovely oldie a razzle-dazzle reading. The arrangement, which has some especially pretty passages for solo guitar and fiddles, is a fine one for dancing or listening purposes.

Advertisement for Chesterfield Records featuring 'CHRISTMAS TIME' and 'MERRY CHRISTMAS' with Virginia Richmond.

Advertisement for Central Songs, Inc. featuring 'JINGLE-O-THE BROWNIE' with Dallas Frazier & Joe 'Fingers' Carr.

Large advertisement for Tex Records featuring 'THE SHERIFF SONG' by Bill Wimberly Western Swing Band.

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Delinquency Report To Praise Videomen

Continued from page 6

following up its comments with notices to originating stations on which the shows appeared that there were "some instances of excessive violence" in the film fare.

Significantly, the board noted that all of the films under review "were produced originally for theater display, not for television demonstration."

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

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

Singularly impressive to the subcommittee was a board recommen-

Restless People

Continued from page 3

folk, Va. . . . George Franklin Way IV has been appointed publicity manager of WNBK, Cleveland. . . . Jan Murray collapsed this week and was rushed to the hospital, where it was discovered he was suffering from ulcers.

George Kapel has been appointed to the WGN-TV sales staff in Chicago. He was formerly manager of KOMU-TV in Columbia, Mo. . . . "Creative Cookery" has added WINT in Fort Wayne, Ind., thus making it the ninth station in the TV line-up of the ABC co-op department feature.

TV Film Doctor

Continued from page 8

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

He emphasized that if the emulsion is scraped off, which would show up as a noticeable white line on the screen, there is nothing that any process can do to save the film, because then the picture itself is gone.

He said that there was really little that the distributor could do on his own to prevent film scratching, since very often the very process of wiping a film clean will produce new scratches.

MCA-TV Absorption of UTP

Continued from page 6

watching developments with interest.

Neither organization has been in the habit of giving discounts to stations that buy a large amount of product, but both have sold according to what a station can afford.

Shows MCA is acquiring from UTP are "Waterfront" (6), "Lone Wolf" (39), "Rocky Jones, Space Ranger" (39), "Where Were You?" (26), "Mayor of the Town" (39), "Royal Playhouse" (52), "Counterpoint" (26), "Heart of the City" (91), "Hollywood Off Beat" (13), "The Ruggles" (52) and "Old American Barn Dance" (26).

Original production cost for the 11 is in the neighborhood of \$10 million.

MCA presently is syndicating "Abbott and Costello" (52), "Guy Lombardo" (39), "Famous Playhouse" (200 plus), "Man Behind the Badge" (39), "Teleports Digest," "Biff Baker, U.S.A." (26), "Follow That Man" (82), "Playhouse 15" (78), "I'm the Law" (26), "City Detective" (65), "Touchdown" and "Regal Theater."

The combination gives MCA seven first-run series: "Waterfront," "Lone Wolf," "Rocky Jones," "Where Were You?" "Mayor of the Town," "Guy Lombardo" and "Man Behind the Badge."

Also full production plans for Gross-Krasne and Revue will not be known until after conferences next week.

Watson Suit Asks 150G From Duchess

HOLLYWOOD, Dec. 4.—An action charging Duchess Music Company with wrongful appropriation, unfair competition and asking for \$150,000 in general damages was filed in Los Angeles Superior Court here yesterday by songwriter Jack Watson.

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

"Hit and Run Affair" was a recent hit by Perry Como on RCA Victor.

Reviews of New R & B Records

Continued from page 46

rhythm ditty strongly to solid support by the other voices and ork. Good juk wax. (Comodore, BMI)

THE MELLOW DROPS

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

ANNISTEEN ALLEN

Nothing Can Replace You . . . 73 CAPITOL 3000—Slow and tuneful blues is awarded a teasing and alluring performance by the thrush. A listenable side. (Fisher, ASCAP)

CARE MATTHEWS

I Was Wrong . . . 73 APOLLO 465—Matthews apologizes profusely in this ultra-smooth blues warble. He performs beautifully to somewhat cool backing. Slicing should appeal to jazz collectors. (Bess, BMI)

THE ROCKING BROTHERS

Rock It . . . 70 R&B 1309—A live instrumental with a Latin-flavored beat that seems a little confusing due to its mixture of styles. The rocking rhythm section carries the day, however, making this a fair dance record. (Granite, BMI)

JOHNNY PERRY ORK

Lonely Heart Blues . . . 70 ATLAS 1038—She invites another lonely one to share her love. The slow blues is sung appealingly by Ida Haymes to quiet ork backing.

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Mail to: The Billboard 2160 Patterson Street Cincinnati 22, Ohio

Mr. Al Meyer, of Town and Country Music, Westwood, New Jersey, writes: "Yesterday we had an example of the power of The Billboard 'Today's Top Tunes'. A woman came in and bought one record. We suggested several others to her, but she refused them all. Ten minutes after she left, her daughter was back with four records checked out. 'Today's Top Tunes' which we had enclosed with her purchase."

BONANZA BUYING MARKS CHI OUTDOOR TRADE SHOW

\$250,000 Display May Account
For \$7,000,000 in Gross Sales

By JIM McHUGH

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

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

floor survey of the principal exhibitors during the closing hours Wednesday (1) revealed not one exhibitor who was not happy with results.

Staged at a cost estimated at \$250,000 by the American Recreational Equipment Association, the four-day exposition sparked an estimated \$7,000,000 in gross sales which will be mostly culminated by spring. Many orders were reported finalized on the floor with deposit money proffered freely.

More Exhibit Space

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

Several manufacturers reported orders received at the show would require their total output to fill. But, with material and help hardly a problem anymore, the chances are that they can expand their output if need be.

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

Once again equipment offered mostly consisted of miniature units designed for the juvenile trade. A number of operators made note of the lack of new major units and several manufacturers voiced an awareness of a definite need for new major rides. On the basis of inquiries it seems safe to say that heavier units will be off the boards and into production before another year rolls around.

As might be expected in a buying year there was little mention of price in the sense of a buying barrier. For the most part prices remained on a par with last year, which is to say high, but not out of line when compared to other commodities. Indeed, competition was such that out-of-line pricing

(Continued on page 62)

Bill Dressman, Chimp Expert, Dies in Cincy

CINCINNATI, Dec. 4.—William H. Dressman, well-known authority on chimpanzees who perhaps achieved his greatest renown as trainer of the Cincinnati Zoo's gorilla, Susie, died Wednesday (1) at his home here at the age of 71. He had been ill since September.

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

Dressman was a native of Covington, Ky., and joined a circus as a young man. Surviving is his widow, Caroline, who also had considerable success as a trainer of chimps at the local zoo. Services were held today and burial took place in Vine Street Hill Cemetery, Cincinnati.

Few Fairs Switch Carnivals at Chi; Atlanta to Gooding

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

By HERB DOTTEN

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

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

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

Picks Up Two

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

Signing of Anderson will give the show an earlier opening for its fair season, as the Hoosier fair will lead off, preceding the Northern Wisconsin Fair, Chippewa Falls, which for years has been the opening fair date for the show.

Besides picking Anderson, Chippewa Falls and Montgomery, the ACA closed to return to the Iowa State Fair, Des Moines; the Alabama State Fair, Birmingham, and the fairs at Chattanooga; Laurel, Miss., and Beaumont, Tex.

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

The ACA will carry the rotor

(Continued on page 54)

Park Men Hear Agreement by NBOA, ASCAP

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

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

Bowen mentioned the possibility of a basic agreement with BMI. He also reported that NBOA was making a study to determine what percentage of played music is ASCAP's and what portion is BMI's.

Bobbie Hasson Set to Manage R-B Side Show

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

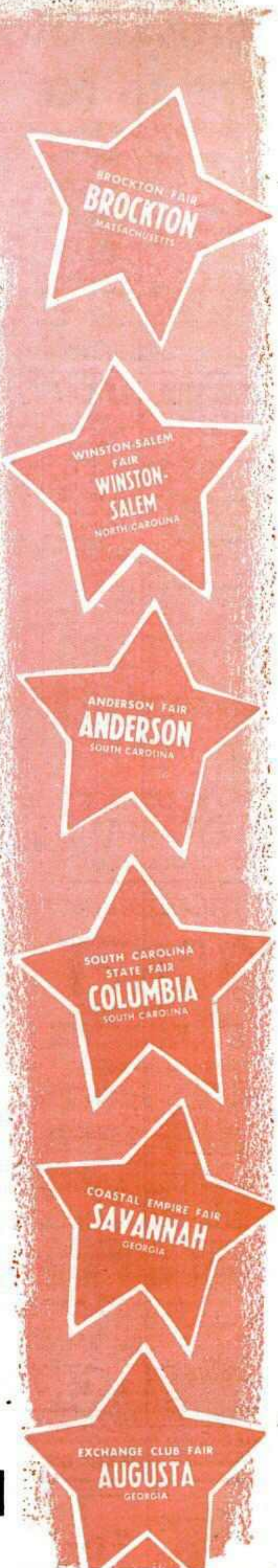
Hasson is a veteran in the business. He started with the Ringling show in 1937 under Clyde Ingalls and later served as assistant to Fred Smythe, Ringling Side Show manager.

He last trouped with a circus—Cole Bros.—in 1949. For the past four years he operated rides and shows on the Royal American Shows and during the past two years was owner-operator of the Side Show on the Royal American. He will continue to operate, with the assistance of his wife, Rita Cortez, on the Royal American.

Hasson succeeds Richard Slayton on the Ringling show.



EVIE BELEW, "MISS OUTDOOR SHOW BUSINESS OF 1954," poses with the four top contenders and Charlie Zemater, chairman of the committee of the Showmen's League of America, which sponsored the contest. The crowning of Miss Belew, the entry of the Royal American Shows, was made Wednesday (1) at the annual banquet and ball of the Showmen's League in Chicago's Hotel Sherman. June Reynolds, World of Today Shows entry, placed fifth but was unable to attend the banquet and ball. Her stand-in, Dolly Frazier, is shown at the extreme left, with Mrs. William T. Collins, of the William T. Collins Shows, who placed third. Joy Purvis, representing the Gooding Amusement Company, who finished in second place, is shown at the extreme right, with Anne Rice, of the Amusement Company of America, fourth finisher, second from the right.



*The Brightest Spot in the
Outdoor Show World*



In the world of fairs and outdoor show-
business, WORLD OF MIRTH is synonymous
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son still dates and at the choice major fairs
in the south and in the eastern United States
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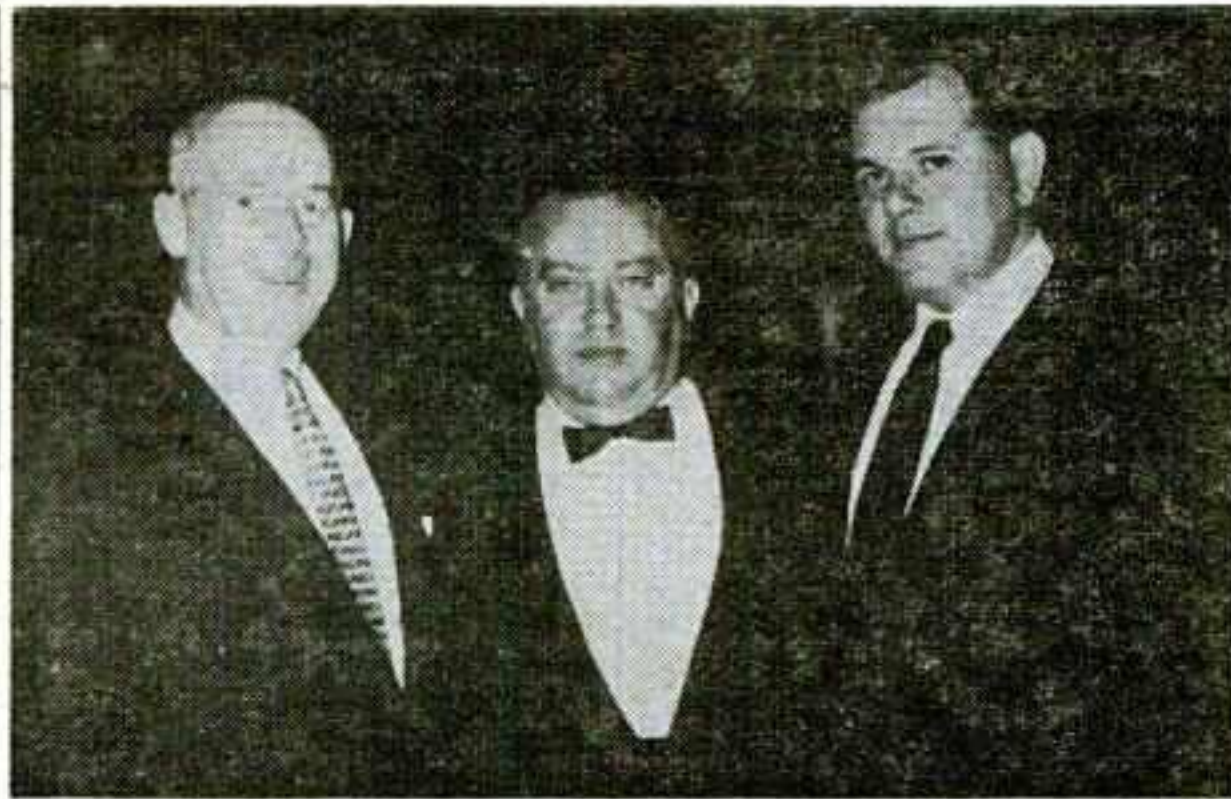
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GIVE TO DAMON RUNYON CANCER FUND



A MOMENT OF HILARITY found these three Eastern park men in high spirits at the National Showmen's Association annual banquet. From left to right are Dave Simon, coin machine distributor and owner of Kiddie City in Queens, N. Y.; Max Tubis, who with his associates operates the Million Dollar Pier at Atlantic City, and Dick Geist, vice-president and public relations director of Rockaways' Playland, Queens. Tubis' father-in-law, Joe McKee, superintendent of Palisades (N. J.) Amusement Park, is 1954 president of the NSA. Geist is NAAPPB membership chairman.

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American Greater: Kemah, Tex.
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Glades Am. Co.: Pompano, Fla.
Mighty Midway: Fitzgerald, Ga.; Moultrie 13-18.
Mighty State Shows: Fitzgerald, Ga.; Moultrie, Ga., 13-18.
Mobile Am. Co.: Earl, Ark.; West Helena 13-18.
Myers, Sonny, Am.: Golden Meadow, La.
Stephens, C. A.: Okeechobee, Fla.

Circus Routes

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Proman Bros.: Paducah, Ky., 7-10; Hopkinsville 13-17.

Ice Shows

Holiday on Ice: Indianapolis 7-12; Rock Island, Ill., 26-Jan. 2.
Holiday on Ice, International, No. 1: Brussels, Belgium, 7-25.
Holiday on Ice, International, No. 2: Karachi, India, 17-Jan. 16.
Hollywood Ice Revue: Omaha 7-14.
Hagen Bros.: Hebronville, Tex., 8.
Ice Capades: Springfield, Mass., 7-12; Boston 26-Jan. 13.
Shipstads & Johnson's Ice Polies: Hershey, Pa.; New Haven, Conn., 12-19; Philadelphia 25-January 16.

Miscellaneous

O'Day's, Marie, Palace Car: Independence, La., 7-8; Amite 9-11.
Walsh Bros.: World's Most Beautiful Church: New Orleans.

Pepsi-Cola Sales Continue to Grow

NEW YORK, Dec. 4.—Sales of Pepsi-Cola have been on the increase for over four years, according to Alfred N. Steele, president. Starting in September of 1950, case sales of the beverage have shown an increase over the corresponding months of a year earlier, he reported.

Steele's announcement came upon the occasion of the firm's declaration of a dividend of 25 cents a share and an extra of 15 cents.

Albert Schwerin just finished Shrine dates at Houston and Fort Worth, both to heavy business and scoring successfully with his gorilla walk-around.

Oregon Dates Set for 1955

PORTLAND, Ore., Dec. 4.—Most members of the Oregon Fairs Association selected dates for their 1955 shows at the association's annual convention which closed Wednesday (1). A few, however, were unable to make final decision and dates will be announced later.

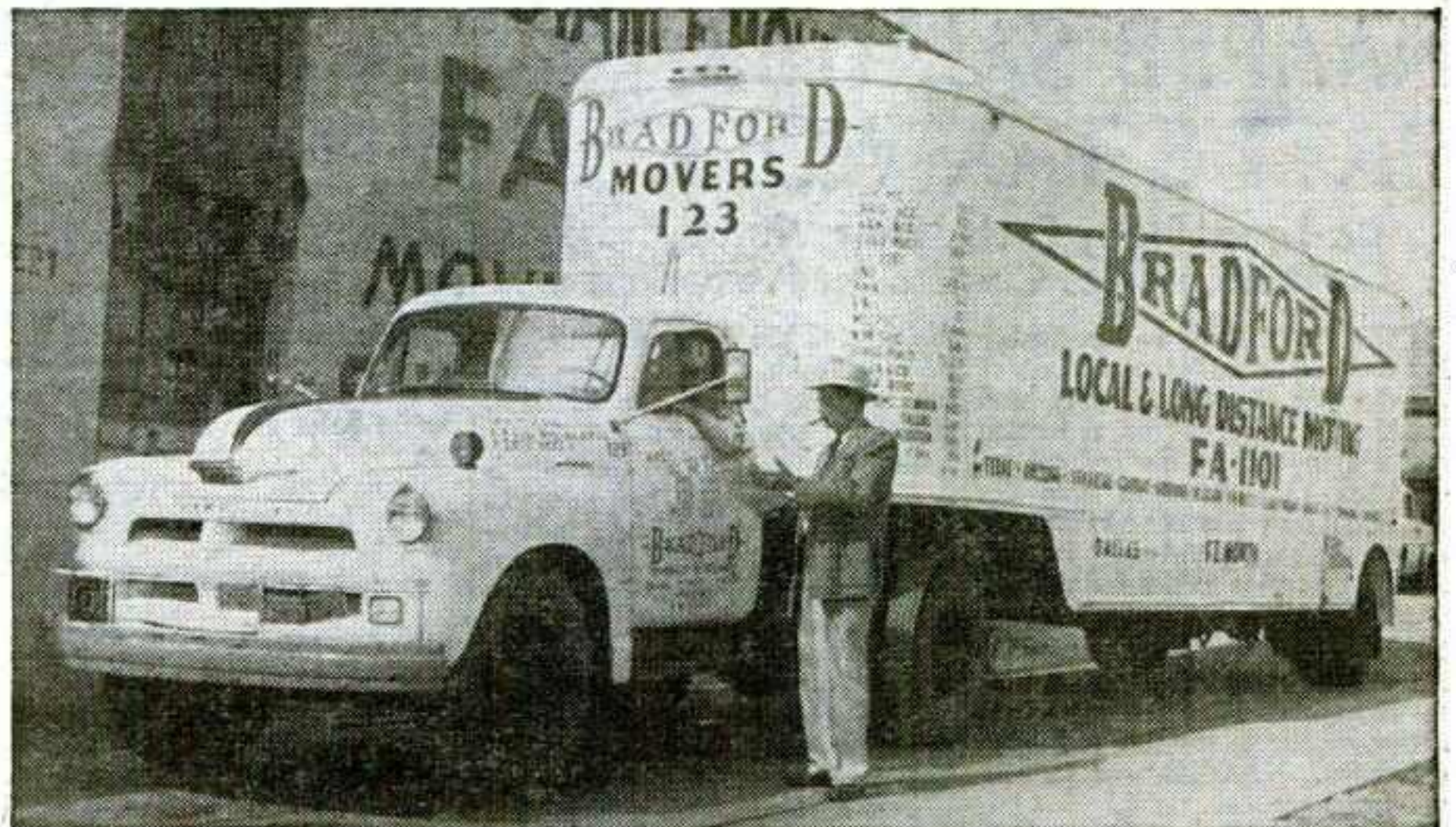
Conflict in dates is expected to be lessened under a resolution adopted at the convention by which the State is divided into districts, with the association directors empowered to appoint temporary district chairmen to call meetings in their own areas.

Some dissatisfaction with the State Fair policy of opening at Salem the Saturday before Labor Day was voiced by delegates, who contended this deprived county fairs of an additional weekend for holding their own fairs. Their position was that the early opening of the State Fair did not allow sufficient time for crops to mature so that the best exhibits might appear

(Continued on page 63)

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From the day you first put it on the job until the time comes to trade, your Chevrolet truck's going to do more work for you while you spend less to keep it going. Here's why you can count on it—

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Chevrolet's high compression ratio (in each of its three great engines) develops more power. That means you go longer before filling the tank! It means, too, you've got extra power handy whenever you need it—for greater acceleration, for an easier pull up steep grades, for steadier going through mud and sand on off-the-road jobs. So, you save not only on operating costs—you save time as well.

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Two-ton models, for example, are equipped with heavier axle shafts. All models have newly designed clutches and stronger frames. The best part of it is that, throughout their longer life, you spend less for their upkeep. For complete details about the model you need, see your Chevrolet dealer. He'll tell you whatever you want to know, then give you the best news of all: Chevrolet trucks are priced lower than all other lines! . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

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THREE GREAT ENGINES—The new "Jobmaster 261" engine* for extra heavy hauling. The "Thriftmaster 235" or "Loadmaster 235" for light-, medium- and heavy-duty hauling. **NEW TRUCK HYDRA-MATIC TRANSMISSION***—offered on 1/2-, 3/4- and 1-ton models. Heavy-Duty **SYNCHRO-MESH TRANSMISSION** — for fast, smooth shifting. **DIAPHRAGM SPRING CLUTCH**—improved-action engagement. **HYPOID REAR AXLE**—for longer life on all models. **TORQUE-ACTION BRAKES**—on all wheels on light- and medium-duty models. **TWIN-ACTION REAR WHEEL BRAKES**—on heavy-duty models. **DUAL-SHOE PARKING BRAKE**—greater holding ability on heavy-duty models. **NEW RIDE CONTROL SEAT***—eliminates back-rubbing. **NEW, LARGER UNIT-DESIGNED PICKUP AND PLATFORM STAKE BODIES**—give increased load space. **COMFORTMASTER CAB**—offers greater comfort, convenience and safety. **PANORAMIC WINDSHIELD**—for increased driver vision. **WIDE-BASE WHEELS**—for increased tire mileage. **BALL-GEAR STEERING**—easier, safer handling. **ADVANCE-DESIGN STYLING**—rugged, handsome appearance.

*Optional at extra cost. Ride Control Seat is available on all cabs of 1 1/2- and 2-ton models, standard cabs only in other models. "Jobmaster 261" engine available on 2-ton models, truck Hydra-Matic transmission on 1/2-, 3/4- and 1-ton models.

MOST TRUSTWORTHY TRUCKS ON ANY JOB!

Eastern Action Nil At Chicago Confab

Early Bookings Nullify Interest, Cut Attendance at Annual Outdoor Meetings

CHICAGO, Dec. 4.—Eastern representation and action were notably lacking at the annual meeting of outdoor show interests at the Hotel Sherman here this week. The advance booking of Eastern fairs and the solid booking of the railroaders which populate the territory accounted in large measure for the apparent lack of interest in the confabs—here.

The World of Mirth Shows, booked solidly in advance of the season's end, had no representative on hand for the first time in many years. James E. Strates Shows, also considered solidly booked, faced only the possibility of tying in loose ends here. Cetlin & Wilson, solid in the East, had some work to do on its Western dates, and so had the best reason of the three biggies to again turn out in force.

Only two Eastern dates of consequence were pursued by competing forces. They were the Bloomsburg, Pa., and West Virginia State fairs, the latter at Ronceverte. While the overtures made here are undoubtedly of considerable value, the actual awarding of contracts is not made until a latter date.

Bloomsburg Sought

Romancing the Bloomsburg folks were the King Reid Shows and Prell's Broadway Shows, recent occupiers of the midway there, Johnny J. Denton and O. C. Buck Shows. The latter, returning to trucks this year, has the opportunity of routing in the date for the first time. The lead of any of the competing shows was difficult to judge. The interest in the date points to considerable activity between now and signing time.

Some of the same shows competing for Bloomsburg are interested in Ronceverte, along with such organizations as the Marks Shows, a possible favorite. Interest, however, may grow or wane in the period preceding contract signing time.

With the exception of these two dates virtually every big event in the East can be said to be spoken for. The booking action, as it develops, will be on the truck show front. However, this phase of activity has also lessened in recent years as the trucksters have copied their railroad brethren in attempting to sign dates early.

Mrs. Billie Cooper, popcorn concessionaire, was unharmed recently when a car she was driving was struck by another vehicle causing much damage to her automobile. Mrs. Cooper was en route to Tampa from Augusta, Ga.

Install Ned Torti As SLA President

CHICAGO, Dec. 4.—Ned Torti, of the Wisconsin DeLuxe Company, Milwaukee, Wis., Thursday (2) was installed as the 1955 president of the Showmen's League of America.

Other officers installed were Maurice Ohren, first vice-president; Al Sweeney, second vice-president; Jack Duffield, third vice-president; Bill Carsky, treasurer, and Joe Streibich, secretary.

Sam J. Levy Sr., past president, was installing officer.

Chief action taken at the meeting following the installation was the decision to hire an assistant to Streibich.

The election of officers, held early in the week, yielded a light turnout, there being only one ticket.

Elected to the board of governors were Louis J. Berger, Mickey Blue, Max Brantman, Art Briese, Fizzie Brown, Elmer Byrnes, Noble

Case, William T. Collins, Hadji Delgarian, M. J. Doolan, Herb Dotten, Harry Duncan, George B. Flint, John Gallagan, K. H. Garman, Max Goodman, Sam Gordon, Nat Green, C. C. (Specks) Groscurth, Morris A. Haft, Mel Harris, Jack Hawthorne, Don Franklin, Ben Hyman, George W. Johnson and William Kaplan.

Edward Levinson, Sam J. Levy Jr., Rube Liebman, Harry Mamsch, P. A. Marco, Charles (Chuck) Magid, Bernie Mendelson, Arthur Morse, Edward Murphy, Paul Olson, Harold (Buddy) Paddock, Dave Picard, Harry Ross, Jack Ruback, Hank Shelly, Edward Sopenar, Louis Stern, Harry J. Taylor, J. C. (Tommy) Thomas, Sol Wasserman, M. M. (Neil) Webb, V. Ben Williams, Charles Zemater Sr., and Al Kaufman.

Phil Isser, representing the IT Shows, and Morris Vivona of Vivona Bros., took it relatively easy as they mostly restricted activities of observing.

League Pays Tributes At Memorial Rites

CHICAGO, Dec. 4.—Over 300 members of the Showmen's League of America and friends paid tributes to deceased members here Sunday (28) at the annual memorial services of the organization held in the Hotel Sherman. As background for the rites, the stage was set in a replica of the League's Showmen's Rest.

The program, arranged by a committee headed by Bernie Mendelson, opened with an organ prelude by Gerald Grossaint. Suzanne Hamilton sang "Shepherd Take Me by the Hand" and Rabbi Lawrence W. Charney delivered the invocation.

The Edgewater Trio sang "Thy Word Abideth" and the Rt. Rev. Msgr. Lucian J. Arrell delivered the address of the day. Sophia Vail rendered "In My Father's House Are Many Mansions" and George B. Flint, SLA Chaplain, read the memorial.

Square Post No. 232 of the American Legion presented the colors and sounded "taps" and Earl Bichel sang "There Is No Death." The Rev. Adolph Bohn gave the benediction and the services closed with an organ postlude by Grossaint.

Members of the League who passed away during the past year included Frank A. Griffen Sr., Rob-

DeCostas, MSA Club Attorney, Dies in Wreck

MIAMI, Dec. 4.—More than 200 showmen and friends attended the funeral services Tuesday (30) for William DeCostas, attorney and gold life membership card holder of the Miami Showmen's Association. DeCostas and his nine-year-old son were killed in a head-on auto collision near Ocala on Saturday (27).

DeCostas, club counsel for two years, was best known for his handling of all the legal matters pertaining to construction of the MSA's new clubhouse. At the time of the accident he was returning to Miami to handle the question of tax exemption for the club building.

Services were held at Ben Lanier's Funeral Parlor, and conducted by the Masonic organization and by MSA President Bill Moore. The body was sent to Havana, Fla., for burial and the child was interred in Woodlawn Cemetery here.

League Pays Tributes At Memorial Rites

ert Robbin, Jesse Laird, Samuel Roberts, Sam Taylor, Gaylord White, Wallis Waldron, Hartman Moritz, Al Wagner, William Fielding, Frank W. Bird, James C. McDonald, Thomas Sacco, A. L. Moore, William H. Blencoe, Ray Marsh Brydon, Zack Terrell, W. D. McGimpsey, Vince McCabe, Joe Murphy, Raymond H. Bueter, J. C. McCaffery, W. R. Hirsch, Ray Balzer, Arch E. Brumley and Aaron G. Dellinger.

Bill Gullette Buys Bulk of Bodart Show

CHICAGO, Dec. 4.—The bulk of the physical equipment of Bodart's Blue Ribbon Shows this week was purchased at the outdoor meeting here by Bill Gullette, owner of Imperial Shows. With the additional rides and gear, Gullette will operate two units this season, the new organization to be managed by E. L. Winrod, who has been associated with Imperial for a number of years.

With the exception of two show fronts, which were purchased by Mickey Stark, owner of Gold Bond Shows, and a Ferris Wheel, which was purchased by a local ride operator, the entire Bodart equipment was taken by Gullette.

Included were a Merry-Go-Round, Ferris Wheel, Tilt-a-Whirl, Octopus, Fly-o-Plane, Caterpillar, Rock-o-Plane and Rolloplane plus semis and tractors for each; kiddie

SLA Prexy Party Draws Crowd of 700

CHICAGO, Dec. 4. — Upward of 700 members of the Showmen's League of America and guests paid tribute to the club's outgoing president, C. J. Sedlmayr Jr., at the annual president's party here Sunday (28). The event, which took place in the ballroom of the Hotel Sherman, included supper, presenta-

(Continued on page 62)

Over 1,000 Turn Out For League Banquet

Coronation of Evie Belew as Outdoor Queen Highlights 42d Annual Event

CHICAGO, Dec. 4.—Over 1,000 show people, friends and guests turned out for The Showmen's League of America annual banquet and ball held here Wednesday night (1), an event that is one of the highlights of the winter social season.

This year's party, the 42d annual, was again held in the ballroom of the Hotel Sherman and was highlighted by the crowning

of Miss Outdoor Show Business of 1954.

Following a steak dinner, Frank P. Duffield, toastmaster, introduced those on the dias, including representatives of many show clubs throughout the country.

Dias Guests

Included were R. H. McIntosh, president, International Association of Fairs and Expositions; Elmer E. Foehl, president of the National Association of Amusement Parks, Pools and Beaches; Max Cohen, secretary, American Carnivals Association; Gerald P. Mackey, past president, Pacific Coast Showmen's Association; C. J. Sedlmayr Sr., president, Greater Tampa Showmen's Association; William B. Moore, president, Miami Showmen's Association; John W. Callagan, president, International Association of Showmen; William H. (Bill) Green, Michigan Showmen's Association; P. W. Siebrand, Arizona Showmen's Association; Paul Olson, president, Hot Springs Showmen's Association; Weldon Hale, Heart of America Showmen's Association; J. P. (Jimmy) Sullivan, Commander, Al Sopenar Post, American Legion; George A. Hamid Sr., president Emeritus, National Showmen's Association.

League officers, seated at the speakers' table were headed up by President C. J. Sedlmayr Jr., and included Torti, president elect; Maurice Ohren, new first vice-president; Al Sweeney, new second vice-president; Jack Duffield, new third vice-president; William Carsky, treasurer; Joe Streibich, secretary; Walter F. Driver, treasurer emeritus; George B. Flint, chaplain; Morris A. Haft and Arthur Morse, co-counsels, and Dr. John Havlik, of Alexian Brothers Hospital.

Queen Crowned

Crowning of Evie Belew of Royal American Shows as Miss Outdoor Show Business then took place with impressive ceremonies. The queen and her four ladies-in-waiting were escorted to the rostrum by five League members. Attendants in the order of their finish included Joy Purvis, Gooding Amusement Company; Mrs. William T. Collins, William T. Collins Shows; Ann Rice, Amusement Company of America, and Dolly Frazier, who stood in for June Reynolds, World of Today Shows. Escorts included Charles Zemater Sr., Harry Duncan, Bernie Mendelson, Max Brantman, J. C. (Tommy) Thomas and Robert (Bob) Lohmar.

Josephine Haywood, '53 queen of the outdoor business, crowned her successor and Duncan presented huge trophies to the other four members of her court. In addition to the trophies, each of the five was given a check, plus merchandise including luggage.

Congratulatory wires were received from many friends of the League. Among the wires read

(Continued on page 62)

Attraction, Midway Reps Out in Force at Oregon Meet

PORTLAND, Ore., Dec. 4.—Carnival and attractions representatives participated in increasing numbers this year in problems of the Oregon Fairs Association, whose 27th annual meeting was concluded Wednesday (1) at the Multnomah Hotel here.

They were able to contribute to the fair managers' knowledge of entertainment procedure and policies in varied types of fairs, and they learned first-hand from the fair operators about coping with such issues as license fees, regulations and cost reduction.

Those from the amusement in-

dustry and the suppliers' field registering at the three-day convention included:

K. R. (Andy) Anderson, Rainier Shows; Monte Brooks, Monte Brooks Attractions; W. P. and Lola M. Browning, Browning Amusement Company; Edward Browning, Browning Bros. Amusement Company; Earl O. and Mrs. E. O. Douglas, Douglas Greater Shows; M. J. and E. J. Davis, Davis Amusement Company; Fred Goetz, Jack Matlack Promotions; John F. Greenlee, Spotlight Talent Agency and Spokane Aerial Fireworks Company; Harold Hicks, Douglas Greater Shows; George Klein, announcer; Jack Matlack, Jack Matlack Promotions; Charles L. Wakefield, Charles L. Wakefield Decorations; Warner Waddell, E. G. Staats & Company and Western Business Builders; Mr. and Mrs. E. C. Mitchell, rodeo programs, and Consuelo Routh, Consuelo's Theatrical Agency.

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MIDWAY CONFAB

W. L. Borrer who had the cookhouse on the Southern Valley Shows this season is in the fruit business in W. Monroe, La. . . . Mr. and Mrs. E. T. (Red) Thompson are the proud parents of a son. The new young gent, John Franklin II, made his bow November 19 at Casa Grande, Ariz. Thompson is a digger operator on Siebrand Bros. Shows.

Joe and Rose Bevans, scale and age concessionaires, recently with the Wade Shows, purchased a new home in Battle Creek, Mich. . . . Theodore Meadows, manager of Tennessee Valley Amusements, and his wife and family are half-way thru their vacation and are now headed for Mexico to finish a trip started there 20 years ago. A Comet ride was recently purchased for the show. The 1955 show will carry dual Ferris Wheels, light towers, and an all-new steel marquee front, with the Wheels and Comet being lighted with neon. The show's Merry-Go-Round will be completely rebuilt. Winter quarters will open January 2 at Sheffield, Ala., and the show will take to the road March 1. The policy of one-of-a-kind will be adhered to again next year. The Meadows will spend Christmas at the show owner's home in Iowa and then return to quarters.

Billie Reed, aerialist, formerly with Mighty Page, Carl Ferris and the James E. Strates shows, was rushed to the City Memorial Hospital, Winston-Salem, N. C., Friday (26) for observation of a bone or nerve condition which has partly paralyzed an arm and hand. She would like to hear from friends.

Entertained at a seven-course Thanksgiving dinner, given by Cleo Renee, were Peggy Ewell, Charles Heffner, Freddie West, Doogie and Mollie Renee, Rolly Murphy, Paul and Art Holler, Toro Tanner, Leona and Betty La Rue, Jack Korie, Harry Fink, Don and Wallace Beck, Mark Williams, Leonard Ward, Billie and Jean Barton, Mr. and Mrs. Francis Lindsey and Buster West. . . .

Penny Law, after closing with Frank Allen's Side Show on Raley Bros. Shows recently, is now wintering in Johnson City, Tenn., where she is employed in one of the local niteries.

C. Bentley, Side Show owner on 20th Century Shows, is at Duval Medical Center, Jacksonville, Fla. Mrs. Bentley is with him. . . . Larry Martin and Jimmy Yates are spending the winter in Jacksonville, Fla. . . . Diane De Elgar recently completed her sixth year as annex attraction with Hall and Leonard on the World of Today Shows. Miss De Elgar, who purchased a 1955 Buick Century recently, reports that 1954 was her best year to date.



HONORS WERE HEAPED on both Mr. and Mrs. Sam (Sambo) Peterson at the National Showmen's Association banquet recently. Sam was presented with a gold life-membership card for securing 50 new members during the year, plus a citation-for being one of the four who promoted last season's Connecticut Night at the club. His wife, Ann, received a gold card from the Ladies' Auxiliary for bringing in 25 new members.

Bob Morrison, secretary of the Michigan Showmen's Association, provided three bands and two marching units for the carnival which celebrated General Motors' 50 millionth car celebration. Others assisting in presenting a cascade of colored helium balloons over the line of march were Eddie Bennett, who was in charge, assisted by Ed (Red) Horwitz, Ed Burge and Irving (Stash) Rubin. . . . Leo Lipka, retired owner of the former Lippa Amusement Company, was host to a number of showmen at a Thanksgiving dinner, including Bill Green.

Charles and Bill Carpenter, mug joint ops on Harry Burke Shows, are sporting a new 37-foot Spartan house trailer. They bought it from Walter and Alva Moore, former concessionaires, now operating the Sea Breeze Trailer Sales in Biloxi, Miss. . . . Mr. and Mrs. Vahn Alder and Joe Pearl drove from Tampa to Tarpon Springs, Fla., for Thanksgiving dinner. While there they visited with Bill Chalkias who is operating sight-seeing boats there this winter.

Mickey Holliday, wife of the late Ben Holliday, is recovering from an illness at the Rutland (Mass.) State Sanitorium, Ward D, and would like to hear from friends.

Rocky Hughes, formerly with the James E. Strates Shows, has joined Willie Lewis' Kiddieland Park in Richmond, Va., for the winter. Directly opposite the park Bernard Smith, former drome rider, has joined Eddie Rankins' pony ranch. . . . Walter D. Nealand is a regular visitor at Harry Frank's One Minute Lunch in Richmond. Harry says he plans to return to the road as a cookhouse operator in 1955. Both were last with the John H. Marks Shows. . . . Prell's Broadway Shows have again been awarded the contract for the Halifax County Fair at South Boston, Va. . . . Rita Sauvager has returned to Richmond from a visit to Paterson, N. J., to take over management of her hotel. . . . Bob Westermann has purchased a new home on Morningside Drive in Richmond. . . . Art Thompson is doing well with his new club he opened in Norfolk since the end of the season.

Lew (Blinky) Bernstein is back in Milwaukee operating his tavern. Tending bar are Joe the Grinder and Jack Martin, with Peanuts Baker emceeing.

Lisa Del Mar cards from Cleveland that she stored her truck and four midway shows, and purchased a Hudson Pacemaker recently.

Weisman and Brown Pair Up On New Bingo

NEW YORK, Dec. 4.—A new bingo partnership was announced this week by Morris Brown and John S. Weisman, who have purchased a 174-seat outfit from Bill Jones. Jones recently said he was taking units off a couple of smaller shows (The Billboard, December 4) and it is understood that the Brown-Weisman layout is one of those referred to.

The bingo will operate next season on the I. T. Shows, where Brown will oversee it while remaining as the show's concession manager. During the latter season, it was explained, the bingo will be spotted at a couple of large fairs off the I. T. route.

Weisman will remain with his stationary bingos at Savin Rock park in Hartford, at Asbury Park, N. J., and elsewhere, and will leave the new unit's management to Brown. The latter has worked for several weeks in each of the recent years with Bennie Weiss bingos, and in years past with Isser-Gilbert bingos.

WITH THE LADIES

Gowns, Jewels Sparkle At Hot Springs Ball

By JACKIE WILCOX
 HOT SPRINGS, Dec. 4.—The Hot Springs Showmen's Association climaxed a week of gala social events, including the opening of its new clubhouse, with the annual banquet and ball in the historic Arlington Hotel. And the spacious ballroom took on an air of grandeur as the ladies arrived in their exquisite gowns and jewels.

EDITORS NOTE: Virginia Kline's observations at the banquet and ball of The Showmen's League of America will be carried in next week's issue of The Billboard.

The gracious president, Caroline Holt, arrived in a turquoise brocade with a full skirt and draped bouffant train by Ceil Chapman set off by rhinestone jewelry and corsage of orchids. Alice Hennies, president-elect, wore an Adrian ballerina gown of black chantilly lace over red taffeta with black velvet trim and a white orchid. Jackie Wilcox, first vice-president, was in black taffeta and white cord trim designed by Gustavo of New York.

Ethel Booth, first vice-president-elect, wore a Christian Dior creation of grey nylon taffeta, floor length, with ice blue rhinestone accessories. Secretary Bonnie Wheatley came in shrimp nylon chiffon, floor length, by Monet, with gold accessories, while Daisy Fritts, club mother, wore deep mauve lace with amber accessories, a Patou import. Treasurer Irene Ogle chose a white nylon net full length formal with crystal accessories. Chaplain Marion Shuford was charming in a royal blue with sequin trim, by Hattie Carnegie.

Past president Vivian Zimdars graciously modeled a Jacques Fath of imported Neapolitan flamenco lace with a portrait neckline of gardenias. Mae Schrader wore

white linen with a weskit of sky blue with crystal accessories. Belle Roberts was in iridescent emerald with rhinestone collar. Edythe Conklin wore an exquisite Egyptian import of pastel brocade. June Reynolds wore a black net with gold sequin applique, full skirt, floor length.

Clementine Moss chose a Hattie Carnegie original with silver trim and black lace stole while Mabel Ohrem was in a silver import with matching choker by Christian Dior. Lee Lufrano wore black taffeta with velvet bodice, a Morel import. Jerry Dwyer a Ben Reig original, a sheath of iridescent blue with cameo earrings and pendant.

Chantilly Lace
 Joan Fairly wore a Chantilly lace creation by Rolan in Dori blue. Violet Martin in an ankle length black taffeta by Oleg Cassini. Mrs. Alden Mooney in a pale blue brocade, cocktail length model with a rhinestone trim. Jessie Hove in electric blue floor length with pearl sequins and rhinestone trim. Sybil Lashbrook in a Hattie Carnegie creation of eggshell satin brocade, princess style. Mrs. Rocco Jr. in a Benham original of pink chiffon. Helen Staley in a salmon chiffon floor length with ice blue accessories.

Faith Wolf wore black taffeta with rhinestones. Mrs. Wayne Mayberry chose black stain with net and gold accessories. Lucille Donofio in a stunning black Chantilly lace by Oleg Cassini. Dorothy Anderson wore a Labandter original ballerina length in red taffeta. Rose Cutler in a Ben Reig import of Seminole red lace. Blanche Sprinkle in a French blue by Ceil Chapman with a gorgeous silver sequin jacket. Judy Niles selected a Ceil Chapman original of mauve lace dotted with silver sequins and a corsage of miniature tea roses. (Continued on page 62)

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Gowns, Jewels Sparkle At Hot Springs Ball

Continued from page 61

Mae Warfield came in a sheath model of black and white French crepe with sequin collar. Betty Dyer in a black taffeta ballerina with rhinestone rope trim.

Jean Haddad, a turquoise blue taffeta strapless with a black velvet trim. Marie Sorenson was in black Chantilly lace with a bouffant skirt with rows and rows of lace ruffles and a gorgeous lace stole. Marcellyn Williamson in black taffeta with a pastel net yoke and peg top skirt. Mrs. Scotty Sheansy with a baby blue net with full skirt with

silver sequin trim and tulle stole. Ida Lee Knight in a chartreuse green chiffon creation full skirted and strapless bodice.

Virginia Gamble in a cocktail brocaded olive green satin gown. Lela Howey in a taffeta and black lace cocktail gown. Sue Walters a symphony in gold velvet and tulle. Helen Hill in a Patou import of black velvet with a taffeta bustle back cocktail gown. Rose Kahn in a Tremayne of white and gold wool with a pearl and rhinestone trim. Pearl Weydt in a Worth original of green lace and satin trim. Mrs. J. D. Dickens in a Viance white wool hairpin lace gown. Mrs. L. D. Johnson sporting a Kimberly white wool cocktail suit.

Ice Blue Gown

Ollie Glosser in a stunning ice blue Egyptian polished cotton cocktail creation. Billie Owens lovely in a shrimp pink nylon ballerina with matching velvet weskit. Gloria Pierson in a Ceil Chapman black Chantilly lace ballerina. Mrs. G. B. Master's black lace and nylon net semi-formal had pearl accessories. Mrs. Doctor Dembenske's black semi-formal had a shell pink collar of pearls. Mrs. Sid McMath with a scarlet flame floor length model of satin and tulle. Mrs. Anne Doolan in a Helen Rose creation of pink satin and an overskirt of pink tulle with a corsage of tea roses.

Mrs. I. G. Wolf in a blue velvet cocktail suit with rhinestone trim. Mrs. B. W. Thomas in a green suede jersey cocktail model black velvet trim. Lorraine Kech in a green taffeta with sequin trim. Mrs. Lamar Smith in red iridescent taffeta ankle length with matching stole. Mrs. Black in an old rose full ballerina with overskirt of rose lace. Ellen Hensley in a black velvet cocktail suit with all velvet accessories. Nita Weaver chose a flame red floor length formal of satin and tulle. Rosalie Martin in a sapphire blue satin floor length with full corsage of American Beauties. Caroline McJunkin in a slate blue sheath crepe formal. Peggy Waldron wore a creation of Laurentian lace over black taffeta with silver beaded trim neckline with matching Trifari accessories.

Shirley Bazinet, Queen of the Ball, was attired in a formal import with smoke pearl tones and deeply rounded collar embroidered with pearls and rhinestones.

Show Folks Re-Nominate 1954 Prexy

SAN FRANCISCO, Dec. 4.—Charlotte Porter was named to succeed herself as president of the Show Folks of America, San Francisco chapter, when the nominating committee presented its 1955 seats of candidates to the membership. Balloting was set for Monday night (6).

Eddie Hellwig was also nominated to succeed himself as first vice-president as were Bonnie Townsend for recording secretary, Oscar H. Mattley, treasurer, and Albert Roche, corresponding secretary. Also on the slate are William H. Meyer for second vice-president; E. S. Fitzgerald, third vice-president, and Billie Hodges, executive secretary.

Candidates for the board of governors as picked by the committee include: Teddy Texiera, Lola Krekos, Harry Myers, Charles Albright, Bill Coles, Sam Dolman, Arthur Unger, John Provenzale, Margaret McCloskey, Norman Schue, Josephine Blome, Nellie Baker Ramsey, Al Rodin, Tony Soares, Ted Levitt, Harry Polish Fisher, Hunter Farmer, James McCaffery, Bobby Cohn, Mary Texiera, Elmer Hanscom, O. N. Crafts, D. Earl Cipperly, Duke Navarro, Sam Landesman, Andy Hynes, Joe Barrell, Ori Blome, Jimmy Lynch, and Jane Albright. Several are up for re-election to the directorate.

Bonanza Buying Marks Chi Meet

Continued from page 50

of equipment would have nullified success for the offending firm.

It is noteworthy that virtually everyone expressed satisfaction with the show, crediting it with being even more colorful than its flashy predecessors. Whether by intent or accident, the show was attractive in its layout with the possibility of sameness adroitly broken up by the positioning of exhibitors.

Great Year Predicted

On the basis of business done at the show, a great year ahead was predicted by Nat Gorham, public relations counsel for the Allan Herschell Company, the nation's largest manufacturer of amusement riding devices. The tax cut was credited for the buying mood. Herschell surveys indicated that not one in 30 operators had a poor season and that most averaged 25 to 30 per cent better than a year ago. The firm sold six rides to Zimmerman's Pro Fairways in St. Louis, an amusement center which is expanding its present miniature golf, fishing pool and Arcade operations. The Jolly Cat, the firm's new kiddie unit, has been redesigned since its preem last year at Tampa. The coaster is now being made in two models and a heavier motor has been engineered into the Hot Rod.

Eric Wedemeyer said that business done at the show would probably aggregate \$500,000. He featured the Flying Cars and Roto Jets, two expensive models which he agrees to move into permanent locations with no money down with the payments coming from gross earnings—the kind of a proposition that finds ready acceptability among operators. Wedemeyer said that he would handle the exclusive importation of the novel circular crazy mirror which attracted considerable attention in the Hoffmeister booth.

The booth of Hot Rods, Inc., represented by Mickey Hughes, attracted considerable attention with its eye-catching foreign made units. Seven major Hot Rod units were sold, Hughes said, in addition to six junior models. Novel life-size hand carved wooden figures of clowns priced at \$250 each were much in demand, Hughes said, with several hundred likely to be needed to fill expected orders. The firm also showed models of a Scooter building and a portable speedway track.

Arrow Development Company reported considerable equipment sold. These orders, together with special work for Disneyland, are expected to keep the California organizations working at near capacity, representative William Hardiman said.

W. D. Robertson, of the Miniature Train Company, admitted that business had not been so good in a number of years. While sales figures were not released, it was recalled that the firm had sold between 25 and 30 of its sizable units at a single show in the past.

Notably, the reports from the manufacturers of heavy equipment were just as good as those emanating from the builders of kiddie units. Bill de L'horbe, National Amusement Device Company; Ray Lusse, Lusse Bros.; Fred Markey, Dodgem Corporation, and John Allan, of the Philadelphia Toboggan Company, reported excellent results.

Delivery Delayed

Ben Roodhouse, of the Eli Bridge Company, reported business better than either of the last two years. The firm's Scrambler rated a lot of interest but reports have it that delivery, apart from those promised, will be delayed until 1956.

An indication of the interest in this year's showing was pointed up by the Custer Specialty Company, which reported some 60 inquiries this year as against only 10 last year. Frank Hrubetz had considerable success with the showing of his Roundup and sales for this firm seemed likely to hit at least the \$100,000 mark.

Interest Increased

The Eyerley Aircraft Company, R. E. Chambers and Overland Amusement Company, all reported business better than a year ago. All three manufacture big units, some of which top the \$20,000 figure.

Ben Schiff reported business the best in 14 years. Dryer, one of the several firms exhibiting hot rod cars, also reported considerable interest. King Amusement Company also reported excellent results with its Little Choo Choo.

Hampton Amusements reported selling 12 Tubs O' Fun, a kid unit costing around \$2,700. Chuck Henderson of IQ Baseball said that interest was well ahead of last year. He attributed the upturn to the fact that the firm now manufactures a unit costing \$800.

Franklin Adds Circus Show

CHICAGO, Dec. 4.—Don Franklin, owner of the shows bearing his name, will carry a one-ring circus this year, he announced at the outdoor meetings here this week.

Franklin has acquired three baby elephants that are being trained in Gonzales, Tex., by George King, veteran trainer. With these as a base, he will add ponys, dogs, chimps and performers.

Show will be set up in one-ring style with a stage and bleacher seats. No top will be used. The ring will be surrounded by ride trucks equipped with bally cloth. Four semi-trailers, equipped with neon lighting, will serve as a front for the show. Show will run 60 minutes and will be scaled at 50 cents.

Franklin, who said he has practically completed his '55 route for both his units, left here Wednesday (1) for a short vacation with relatives in Kiowa, Kan.

Abbott to Speak At Pacific Coast Memorial Rites

LOS ANGELES, Dec. 4.—Sam Abbott, of The Billboard staff here, will be the principal speaker at the Pacific Coast Showmen's Association memorial services December 12, Harry G. Seber, committee chairman, announced. The services will be held at Showmen's Rest in Evergreen Cemetery.

The program will include in addition to Abbott, William Sherwin, PCSA counselor, who will read several poems and an address by Rabbi Trentnor. Bob Young will direct the musical portion of the program which includes vocals by Ruth Felt.

Jeffreys, Balabanow Duo, Martells and Mignon, Mickey Sharp, Bruce Seidlinger, Gregory and Cherrie, Voca-Lovelies, Lee Marx and Billie, George Guest, Matt Tuck and Company, Barnes Roberts Dancers, Johnson and Owen, Jerry Jerome, the Atomics, Al Mack, the Treniers, Harvey Stone, Terry Haven, Vince Gottschalk and the Kramer Pup-pets.

Bill Carsky and Maurice Ohren were co-chairman of the event.

Over 1,000

Continued from page 60

were ones from the Hot Springs Showmen's Club; Miami Showmen's Association, Ladies' Auxiliary of SLA, Pacific Coast Showmen's Association; National Showmen's Association, Sara McCaffery, Caravans, Inc., and Doug and Helen Curry. Outgoing president Sedlmayr then spoke briefly.

A floor show, produced by Sam J. Levy Sr., chairman of the banquet and ball committee, included the Rev. Leon Hill, a minister turned comic; Eddie Michaels, emcee, Jay Marshall, the Albins, Conlon and Ryan and the Lou Breeze singing troupe group (23).

The Breeze orchestra played during dinner, the show and for dancing which continued far into Thursday morning.

SLA Prexy Party

Continued from page 60

tions and a floorshow.

Sedlmayr was gifted with a sterling silver punch bowl set, with Sam J. Levy doing the honors. Nine league members were presented with pins marking their 25th year as members of the organization. Included were three past presidents, Ernie Young, Sam Solomon and Frank P. Duffield, and Petey Pivor, Ted Lewis, Nat Green, Harry Gibbons, Louis Fishman and Andrew A. Craig.

The floorshow included the following talent: Dick Gordon, the

New Food Developments

Continued from page 54

for flash has been introduced by a manufacturer here. The unit has a six-gallon capacity, is fast cooling, is equipped with non-clog and drip-resistant faucets, positive action pump and quarter horsepower hermetically sealed compressor, the manufacturer states. They also claim that working parts are easily accessible. Over-all dimensions are 16 inches in diameter and 25 inches high.—Frigidrink Dispenser Company, 55 East Washington Street, Chicago.

Compact Kitchen Unit . . .

MICHIGAN CITY, Ind.—A complete kitchen unit that includes a sink, cabinet space, refrigerator, cutlery drawer, electric burners and indirect lighting has been developed here. The counter-balanced top is said to raise at the touch of a finger. Push-button door controls, a keyed lock that locks the entire unit, and a choice of finishes are features of the unit. The burners have seven-speed switches. Dimensions are 21½ inches deep and 48 inches long.—Dwyer Products Corporation, Michigan City, Ind.

Fountain for Peak Periods . . .

PHILADELPHIA—A fountain unit that is accessible to two operators at the same time in order to

handle peak period crowds, has been introduced here. The bob-tail unit features two draft stations and two separate sets of sirup pumps and crushed fruit facilities. The refrigerated storage compartment has approximately 15 cubic feet of a capacity for bottles or packages. This compartment is also accessible thru 15-inch-square lids on either side. A chipped ice pan is located in the center section. Unit has dual running water dipper wells and waste chutes with sanitary bottoms. Top is one-piece, die-stamped stainless steel. Apron is of stainless steel. Legs are adjustable for leveling.—The Fishman Company, Tenth Street and Allegheny Avenue, Philadelphia 33.

Stainless Counter Units . . .

HOUSTON—A set of matching stainless steel counter units that can be installed in any position or combination with only one flue connection exhausting all gases, is being marketed here. United in the line-up are a deep fryer, thermostatic griddle, open burner and vacuum blower unit. Made of stainless steel, they are streamlined with recessed controls and rolled front cover. Dimensions are 24 inches deep and 14½ inches high.—Super-Chef Manufacturing Company, 12211 Hodges Street, Route 3, Houston, Tex.

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Pacific Coast Showmen's Association

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LOS ANGELES, Dec. 4.—Charlie Walpert, away from this city for 18 months, was welcomed back from North Carolina with a standing vote and named to the chairmanship of the Past-Presidents' Party to be held Dec. 13. President Hunter Farmer, who was on the rostrum with Vice-President Joe Steinberg and Secretary Joe Mead, named Earl Stoltz to head the Christmas Day dinner, which will be staged by the club and the Ladies' Auxiliary. Invitation for the women to participate in this event was extended by Steve Vaughn and Harry Phillips.

President Farmer welcomed to the clubrooms Frank Warren, Ira Millett, Louis Wald, Alex Freedman, Jim Frey and Jack Shaffer.

Walpert spearheaded a drive for funds for the Christmas dinner with about \$200 being contributed.

Harry Phillips announced that a party for the children of PCSA members and other showpeople would be held December 23 in the clubrooms. The board of governors appropriated \$25 for the party with a like amount pledged by the Ladies' Auxiliary.

Bob Downie was given a standing vote of thanks for his generous offer of chairs for the memorial services, which will be held at Showmen's Rest Evergreen Cemetery on December 12. Harry G. Seber is the chairman of the event.

Ladies Auxiliary

Margaret Farmer, of West Coast Shows, gave a party Saturday (28) in the clubrooms. Games were played and a buffet luncheon was served. The invite was also extended to the parent body, with many accepting.

Mrs. Farmer prepared and served the food with the assistance of Lil Schue, Clara Martensen Anderson, Nina Rodgers, Grace Merkel, Berta Harris and President Peggy Steinberg. Ester Carley

Missouri Show Women's Club

ST. LOUIS, Dec. 4.—Clara Campbell, president, presided at the meeting. Attending officers included Treasurer Faye Davis, Secretary Virginia Von Behren, Social Secretary Babe Weinstien, Sergeant at Arms Ellen Robertson and Chaplain Nora Gdynia.

The following members were chosen to serve on the nominating committee for the coming year: Chairman, Teresa Sidenberg; co-chairman, Peggy Grimm; Helen Germain, Gertrude Donnelly, Nora Hopfinger, Lela Graver and Joan Lipsky. Officers elected were: President, Verna Schantz; first vice-president, Rose Brown; second vice-president, Sally Prevost; third vice-president, Marguerite Lohmar; secretary, Virginia Bon Behren; treasurer, Mary Thompson; social secretary, Nora Gdynia; chaplain, Elsie Wear; sergeant at arms, Helen Germain.

Board of governors: Clara Campbell, chairman; Gertrude Donnelly, co-chairman; Nora Hopfinger, Estelle Regan, Daisy Davis, Lela Graver, Peggy Grimm, Ellen Robertson, Faye Henze, Ida McCoy, Lotis Francis, Florence Cobb, Norma Lang, Marguerite Lohmar, Joan Lipsky, Marie Kirtley and Edith Myers.

Non-resident board of governors: Marie Simpson, chairman; Anna Jane Bunting, co-chairman; Goldie Fisher, Betty Proper, Ruth Hahn, Grace Goss, Jeanette Barry, Anna Gallaghen, Estelle Hanscom, Florence Botsford, Sybil Lashbrook, Esther Speronia and Lois Hansom. Reported on sick list were Ida McCoy, Daisy Davis and Rose Brown who broke her arm several weeks ago. Letters received from Hot Springs Auxiliary where Grace Goss has been selected to light the candle for the Missouri Show Women's Club.

The men's club is expecting a big gathering for its first dance and supper party of the season.

The annual installation banquet will be held January 30 at the York Hotel at 6:30 p.m., with a party and dance to be held in the clubrooms after the installation.

CLUB ACTIVITIES

made and donated five cakes. Raie Banard, Ruth Astrov and Claudette Estfan assisted on games.

Other members attending included Lucille Dolman, Betty G. Coe, Thora Rickard, Clara Little, Ruth Woods, Martha Reilly, Mae Mortensen, Morosa Herman, Norma Burke, Marie Rhodes, Betty Taylor, Emily Bailey, Eva De Marr, Dorothy Enfield and Vivienne Jacobi.

Clara Anderson won a large bottle of cologne; Berta Harris, a table and TV lamp; Eva De Marr, a set of four coffee carafes; Betty G. Coe, a yellow net cocktail apron; President Steinberg, a pair of ceramic roosters, and Lil Schue, a set of boudoir lamps.

National Showmen's Association

317 W. 56th St., New York

Ladies' Auxiliary

A very short meeting was held the evening of November 17. President Margaret McKee will divide the receipts of the card party given in her honor. Half will go to the sunshine fund, the other half to the general fund. Pearl Myers attended for the first time this year. She had been ill. Margaret Lux will be the new incoming corresponding secretary. The club learned that the home of Julia Taffett had been robbed.

Memorial services were held Tuesday (23) at 8 p.m., prior to the open-house party. Many members in town to attend the testimonial dinner in honor of NSA President Joe McKee and past President Phil Isser, also attended the annual banquet, held Thanksgiving eve at the Hotel Astor.

Out-of-town guests included Jean Dellabates; Dorothy Anderson, of the James E. Strates Shows; Martha Weiss, Francis Fornier, Irene Moore, Pearl Ridings, Eva Daniels, Harriet Merson, Faye Grimes, Mrs. S. Glickman, Mrs. Art Lewis and Mr. and Mrs. Herman Davidoff.

Marion Nevins, of Palisades Park, won the \$500 bond. She also won a bond last year. Edna Lasures won the \$100 bond. All of the other prizes went to the men and out-of-towners.

Greater Tampa Showmen's Association

TAMPA, Dec. 4.—In the absence of President Sedlmayr, the meeting was called to order by Sam Gordon, second vice-president. Also on the dais were Vernon Korhn, secretary, and two past-presidents, Lloyd Serfass and Nat D. Rodgers. Following the invocation, Chaplain George Ringlin reported the following on the sick list: Bill Perrot, Fats Norton and Johann Petrusson. Blood bank now holds 252 pints.

J. C. (Tommy) Thomas now has recruited 47 new members this year and will receive his gold card at the annual banquet.

Irish Caughn, of the Christmas committee, reported one party will be held this year. Both the underprivileged children and the show-folk youngsters will attend.

Bucky Allen was thanked by the chair for the World of Mirth's contribution of a 24-inch television set. Jack Young, of the entertainment committee, reported good turnouts at the Saturday night dances. Art Mooney, of TV note, will perform at the New Year's Eve party.

The annual homecoming barbecue will be held December 12. City officials will formally welcome the folks back home. A dance will be held after dinner. The 60-piece band from Mary Help of Christian School will be on hand to entertain.

Carl Wilson and Gordon Pitten-berg are new members.

Turnout was big with 186 members on hand. The house committee served refreshments after the meeting.

Ladies' Auxiliary

President Virginia McGee called the meeting to order. Also on the dais were Hazel Maddox, first vice-president; Esther Young, second

vice-president; Vera Hauck, third vice-president; Grace Fillingham, secretary, and Elsie Owens, treasurer.

New members are Peggy Gallippo, Mary Jane Thompson, Carolyn Meikenhouse, Muriel Grace Quillman, Dorothy Beckt, Margie Waterman, Charlie Santalone, Rose Gallagher, Shirley Blackman, Leona Scarbrough, Shirley Mengel, Lorean Nakes, Helen Boss, Toni Wilson, Margaret Bowen, Mildred Dickerson, Katherine Karr, Nova Dell, Anne Tuer, Anne Gallipin, Edna Festa, Rosita Dell, Bessie Traylor, Alice Brokaw, Margaret Smith, Mary Hamlin, Hazel Armstrong, Irene Henely, Naomi Ayliffe, Fay Gilsdorf, Lillian Beldock, Pauline Ryan, Jenne Renton, Viola Kaufawa, Catherine Bailey, Greta Ray, Rita Smaglick, Doris Brannon, Virginia Stuck, Marilyn Bagby, Maxine Stickney, Pearl Elerding, Patsy Rodgers, Gladys Bickly, Elizabeth Boyton, Rosita Wilkinson.

Mimie Yaszac, ways and means co-chairman, reported money turned in by Virginia Shumway, Mae Oakes, Evelyn Stone, Mary Alexander, Nora Reinhardt, Virginia Gallagher, Peggy Wilson, Monica Baress, Grace Lemay and Vera Hauck.

Chaplain Ella Stophel reported the sick list included Flo Venner, Frances Deener and Anna Leroy. Flowers were sent Kay Yenny Robb on the recent death of her husband.

Leona Plas, entertainment chairman, announced the following events: Bazaar, December 10-12; election of nominating committee, December 15; secret pal revealing party, January 13; testimonial dinner, January 20; coronation ball, January 22; annual meeting, January 26, and installation dinner, February 6.

The president announced that the men's club had presented the Auxiliary with a television set.

Peggy Gallippo won the dark horse. Maxine Cyr and Dorothy Crawford served refreshments to the 79 members present.

Show Folks of America

145 Turk St., San Francisco

SAN FRANCISCO, Dec. 4.—The regular meeting was called to order Monday (29) by President Charlotte Porter. Attending officers included: Treasurer Oscar Mattley, Corresponding Secretary Albert Roche and Recording Secretary Bonnie Townsend. Called to the rostrum were Bill Coles and Arthur Unger.

Final touches were added to the plans for memorial services planned for today in Olivet Memorial Park and the banquet and ball December 5 at the Surf Club.

The Billboard's Sam Abbott was principal speaker at the memorial services. Rev. Frederick L. Pyman, chaplain of the Showfolks of America served at master of ceremonies.

An all professional show will be one of the many features of the banquet and ball. Duke Navarro is in charge of the entertainment. Dancing will be to the music of Phil Sapiro.

Miami Showmen's Association

1799 N. W. 28th Street, Miami

MIAMI, Dec. 4.—Alton Pierson, chairman of the entertainment committee, announces that a New Year's Eve party will be held in the clubhouse on December 31.

The Monday (22) meeting was attended by 254 members with Ross Manning, third vice-president, presiding in the absence of President Bill Moore, who was attending the NSA banquet in New York. On the dais with Manning were Mel Dodson, treasurer; Cliff Wilson, secretary; J. D. Edwards, assistant secretary; Bob Parker, past president, and Bill Cowan, past president.

The ways and means committee announced that the Vivona Bros. Shows presented the club with a check for \$1,030 from jamborees and award books, Alton Pierson

presented a check for \$113 from sale of award books and Ben Glasberg presented a check for \$250 from the jamboree on the World of Mirth Shows. The committee said funds collected so far this year have reached \$18,000 with a few more shows to be heard from. It is planning for another fight benefit at the Miami Beach Auditorium.

Buster Westbrook, co-chairman of the Year Book committee, said the book is approaching the \$9,000 mark and listed these recent contributions: \$350 from Vivona Bros. Shows, \$400 from Patrick J. Finerty, \$500 from Sam Prell, \$400 from Irving Sherman.

Nine new applications were reported by the membership committee, namely Louis Augustino, Ruben C. King, Edward C. Ever-schor, Vangel Balam, J. D. O'Harer, Jack C. Stickle, Louis H. Ginsberg, Louis Kaufman and Sam Robinson.

A special plane was chartered yesterday by many showmen and show owners who attended Chicago conventions.

Whitey Tara reported for the blood bank committee that there are 63 pints in the bank, and that a goal of 100 is expected to be reached by the month's end. For the plaque, Bill Cowan said there are 286 names secured with only 14 more required. Dale Barron, who recently passed away, had his name inscribed on the plaque by his sister, in his memory.

Recent arrivals in Miami and visitors to the club were Harry Modele, William Block, James M. Hurd, Raymond Korhn, Earl Weiner, Albert Lytton, Roy L. Hotaling, James Zingo, E. C. Moore, Ben Segal, William Hagel-gans, Hector Cournoyer, Louis Rosenberg, Thomas R. Copperstone, Randolph J. Gallant, Joseph Marchiano Sr., Alexander Cunningham, Harry S. Nelson, R. Bryan Garner, Vaughn Richardson and Ben Rockford.

Many recent additions to the club have had their mail returned to the office for lack of a suitable address. The secretary's office will send out 1955 membership cards when current addresses are received.

Paid-up membership of the association is fast nearing the 2,500 mark, according to Harry Schreiber, of the membership committee. The following applications have been approved recently:

Morris Oxenhorn, Joseph Deddo, L. R. Harris, John Emory Howard, Ralph Aquino, John B. Lucas, Walter C. Wetjen, Nathan Pearlman, Joe Gerber, Garland Hobbs, Herman Gordon, Joseph Lacroix, Ralph Sanders, W. A. Godley, Fondren O. Banks, George R. Collins, Russell Tuer, Ralph Flash, James J. Shirley Jr., Francis J. Barrett, Gerard L. Beckwith, Allen V. Hutton, John J. O'Connor, George Stidham, Adolph P. Menzel, George E. DeLong, Arthur H. Riley, Clarence J. Thames, James F. Chestnut, Leon Goldner, William C. Plack, Robert H. Gee, William Strelecki, Joseph M. Mann, Joseph A. Fecteau, Blanton W. McCrary, Garland Stokes, Robert E. Wilson, Harry D. Wingfield, Jack Prestie, William L. Vanadore, Joseph Singleton.

Also Alexander Kruglin, Louis Santello, James Yotas Jr., Hy (Shuck) Navon, Robert Chaney, Talmadge E. Washburn, James Tart, Harry S. Cave Jr., Omel W. Small, Leroy Shaw, R. T. Stone, Russell F. Mack, Curtis Murray, John H. Thiele, James P. Pona, William J. Goodman, Mitchell A. Allard, Joseph Boston, Herman Riley, Herman Wood, J. J. Freed, Lawrence Cropper, Fred King, William C. Outten, Gary Mitchell, Robert Lewis, Leonard J. Lewis, Chester Ware, Glenn E. Holden, Virgil Sells, Richard Adair, Hollis F. Hood.

Arizona Showmen's Association

216 West Washington, Phoenix

PHOENIX, Dec. 4.—President William Siebrand and all officers were on hand for the Monday (29) meeting. It was decided that the banquet would be held at Toy's Shangri La on December 20. Lucille Zarlengo, chairman of the party, was given the green light on preparations.

Sick committee reported William Fuller recuperating at his Laguna Beach, Calif., home after major surgery.

Louis Wald left for Las Vegas, Nev. P. W. Siebrand back from the Chicago meeting. Mr. and Mrs. Ralph Horstman drove to Minnesota to visit relatives. Jack Terell left for San Francisco. Mr. and Mrs. John Brassil visited here for a few days en route to their new home in North Hollywood, Calif. Herbert Farrington visited the clubrooms.

Meeting closed with a spaghetti and meat ball dinner served by chef Jimmie Rittenhouse. Marguerite Stone took the pot of gold.

Frank Warren Nominated

LOS ANGELES, Dec. 4.—Frank Warren was nominated for president and Eddie Harris for vice-president of the Pacific Coast Showmen's Association by a committee headed by Harry G. Seber and Eddie Tait. The election will be December 20.

Nominated with Warren, manager of the Crafts 20 Big Shows, and Harris, manager of the West Coast Exposition Shows, were Harry Phillips for treasurer, and Joe Mead, secretary. Moe Levine got the nod for a five-year term on the Board of Trustees and Al Weber for a similar term on the Cemetery Board.

Regular ticket for the Board of Governors includes Art Anderson, C. H. Allton, John T. Backman, Sam Brown, M. M. Buckley, Frank W. Babcock, Al Cohn, Sam Dolman, Dan Dix, Bob Downie, Joe Eauer, M. H. Ellison, Danny Ferguson, Matt Merman, Max Hillman, Arthur Hockwald, Rudy Jacobi, Max Kaplan, Frank Kirsch, George Lauerman, Mathew Lantz, Harry LeMack, Fred Mortensen, Bob Matthews, Harry Merkel, C. E. Moore, Harry Myers, Jimmy Smith, John Snobar, Jack Shaffer, Harry Suker, Joe Steinberg, Norman Schue, Eddie Tait, Art Thompson, Steve Vaughn, Elmer Velare, Eddie Roth, Alex Freedman and Lou Manly.

Oregon Dates

Continued from page 55

at county fairs and be selected for entry at the Salem show.

A proposed resolution that would have authorized the Association to take the problem up with the State Fair Commission failed to pass when defenders of the State Fair policy argued that revenue from the additional weekend was needed by the State Fair.

The following fair dates were announced.

- Clackamas County, August 24-27; Columbia County, August 18-20; Coos County, August 18-21; Crook County, August 12-14; Deschutes County, August 26-28; Douglas County, August 26-28; Grant County, September 14-17; Jefferson County, September 1-3.
- Josephine County, August 17-20; Lake County, September 3-5; Lane County, September 14-18; Linn County, August 22-24; Multnomah County, August 4-13; Polk County, August 26-28; Sherman County, September 8-11.
- Tillamook County, August 17-20; Umatilla County, August 17-20; Union County, September 15-17; Wasco County, August 25-28; Washington County, August 25-28; Yamhill County, August 25-27. Oregon State Fair, September 3-10; Oregon Wheat League, 6-8; Pacific International Livestock Exposition, October 22-29.

Mighty State Shows

Will place Grab, Photos, Hanky Panks of all kinds. Winter rates, \$15.00. Can place set of Kiddie Rides, Major Rides not conflicting. All replies to

R. M. JACKSON
Fitzgerald, Ga., this week, phone 3128; Moultrie, Ga., Dec. 13-18. No collect phone calls or wires.

over
67,000 ACTIVE BUYERS
read The Billboard classified columns each week.

Gainesville Building Burns; Property Lost; Ward-Bell to Go On

City Show Loses Barn, Top, Seats; Dolly Jacobs Rescues 3 Elephants

GAINESVILLE, Tex., Dec. 4.—Fire destroyed the Gainesville Community Circus building and much of the show's equipment here early Tuesday (30). Dolly Jacobs rescued her elephants from the blaze. Loss was estimated at \$85,000 by Dr. A. A. Davenport, Community Circus president.

The new Ward-Bell Circus will go out as planned, despite the fire, it was stated immediately by Owners Gus Bell and Harold Ward. Ward-Bell leased the Gainesville show's equipment. They now will arrive here on Tuesday (7) and start construction of the new show.

Lost in the fire were the Gainesville big top, all seats and chairs, much wardrobe, rigging, a chimp and an air calliope. In other buildings and not damaged were the show's parade wagons and harness, a tractor and two vans, the 1954 wardrobe, the ticket office trailer, and livestock consisting of a baby elephant, two bareback horses and a trained mule.

The Ward-Bell Flyers lost several trunks of wardrobe and some flying act frames which had been unloaded here several weeks ago. Plans now call for the Ward-Bells to use the Cooke County Fair's livestock and poultry buildings

Cristianis Building Quarters Structure At Sarasota Farm

SARASOTA, Dec. 4.—The Cristianis Family is building a new barn to house elephants and horses here. The structure may be the forerunner of a complete winter quarters layout for their Bailey Bros. & Cristianis Circus, they stated.

The show now has equipment located in Gainesville, Tex., and Macon, Ga., as well as Sarasota. A practice ring is scheduled to be built later, Lucie Cristianis said.

Davenport, Cristianis Call Off Wallace Plans

GONZALES, Tex., Dec. 4.—Plans for opening Wallace Bros. Circus under management of Pete Cristianis and Ben Davenport apparently have fallen thru. Principals have said that the show will not tour.

Davenport now has in quarters here three elephants bought recently by the Don Franklin carnival. George King will work the trio. A Liberty horse act also is in quarters. The Franklin elephants include two bought at Vero Beach,

Mills Bros. Signs C. C. Smith; Acts Make TV; DeBelle Set

CHICAGO, Dec. 4.—Jack Mills, co-owner and manager of Mills Bros. Circus, said here that his show will go out next spring the same size as it was this year. He expects to book clowns, ballet girls

George Hamid and Omer Kenyon were in Chi from the Hamid-Morton show, Hamid being active in fairs and parks work as well, and Kenyon dropping in after starting his Milwaukee promotion. . . . Ken Murray, formerly with Kelly-Morris, reports his religious film is doing well. . . . Paul Kelly was busy with plans for his animals and Peru, Ind., property.

near the burned barn. The show expects to order a new big top.

Fire was spotted at 3:45 a.m. by two servicemen who were on nearby Highway 77. They hailed police who awakened Dolly Jacobs at her house trailer. She went first to the front door of the barn but found the way blocked by flames. At another doorway she was able to enter and unchain the three elephants. Alone, she led them to safety outside. Wardrobe, props and trappings for the Jacobs elephant act were lost in the fire. Allan Lightfoot, who had been sleeping in the circus building, escaped when awakened by policemen.

King to Buy Trucks; Clear Cole Quarters

CHICAGO, Dec. 4.—Replacement of about 20 trucks will be an important part of winter activity for King Bros. Circus, it was reported here this week by Co-Owners Arnold Maley and Floyd King. The show uses more than 50 trucks.

The show's general superintendent, Ira Watts, was in Peru, Ind., late this week to load more Cole Bros. equipment that can be used by King Bros. King bought Cole about a year ago. Included among the things to be taken to King's Macon, Ga., quarters are two long trailers with folding Side Show banner panels, cable, seats, cook-house equipment, canvas and other circus paraphernalia.

Additions to the show for next season probably will include major menagerie animals, it was reported.

King and Maley said that they had laid out plans for next year's performance, but that only a few

Fla., and one survivor of a pair bought from Louis Goebel, Thousand Oaks, Calif.

Ralph Clawson, who was in Gonzales some time, left several days ago.

Davenport has indicated he may take out a store show, but one of his large snakes died recently. His own elephant act and lion act are still with a South American circus. His daughter, Norma Davenport Cristianis, owns another elephant act.

and new acts during an upcoming tour of Europe.

Mills completed negotiations with Starr DeBelle, who will take over the press and public relations post on the show. He also announced that C. C. Smith is booking the Mills circus.

Thru Co-Owner Jake Mills, a Mills elephant act worked by Virgil Sagraves, an aerial ballet number by Mrs. Sagraves and Marg'e Butcher, and other Mills personnel, including prop man Fats Brazon, were booked for "Super Circus," TV show, on Sunday (5).

It also was announced that Mr. and Mrs. Jake Mills became parents of a daughter November 25. It is their first child.

Packs Up 25% As New Orleans Sets New Mark

NEW ORLEANS, Dec. 4.—The Tom Packs Circus set a new record for its Shrine date here and came away with a 25 per cent increase over last year, it was announced this week by Jack Leontini, of the Packs staff.

The ninth annual appearance here ended up with a string of full houses in Municipal Auditorium, and at four shows it was necessary to stop selling tickets because of safety regulations.

For the first time, the final Sunday night show was timed at 5:30 p.m. instead of 8:30. Leontini said the house was packed, giving the biggest closing performance the show had had.

Joe Hartman, working Cuneo's Paramount Bears, was severely clawed before the start of the final performance. The accident took place in the cage truck.

of the contracts had been signed. They indicated the line-up would include several types of acts not seen in most under-canvas circuses in recent years. Plans for enlarging the parade also were told, and Maley said that, while no time schedule was set, he hoped eventually to have a large bandwagon built for use with heavy draft stock.

Second Show Plan Killed

Truck replacement follows a season in which the King show had considerable trouble because of breakdowns. Despite this, no stands or parades were lost. Maley said that the show would not be enlarged because the owners believe it already is as large as a truck show can be and still operate efficiently.

Maley revealed that at one time they were mulling plans for a No. 2 unit, but that the present truck project cut short that idea. The partners own enough stock and equipment, except for trucks, for two shows as a result of buying Cole and the King-Cristianis combination last year, they pointed out.

Maley conferred several times with Bill Horstman, of the Chicago Stadium-Cole Bros. organization, while in Chicago for the outdoor conventions.

Elephants on Move

The King-Cole elephants were to be shipped from Fort Worth, where they appeared with a Shrine show, to Macon by rail this week. They will be used at the Cincinnati Shrine date, it was understood, and at other winter dates. Maley said he believed they would not be used away from the show next summer as much as this year.

King and Maley said that Cole equipment not taken from Peru to Macon or not sold would be disposed of soon. This would include the old Cole Bros. baggage wagons, and it was expected these would be burned in the near future. Paul Kelly recently bought the quarters and it is to be cleared of King-Cole equipment. Rights to use one of the Peru quarters buildings for elephants or other stock have been retained for a five-year period by sellers of the quarters.

Clyde Beatty's show had General Agent Bill Moore as its entry in the Chicago action. Moore was busy with booking conferences and circus visiting. . . . Francis Kitzman, who had the Beatty bill car, was there, too. . . . Jack Sweetman, circus drummer, made the lobby regularly, visiting with circus and rep show people. From Chicago he was going to Indiana for more visiting.

RINGLING CLOSES; MIAMI RUN OKAY

Flat Car Jumps Track; Rehearsal Time Set for Cuban Show; New Front Built

SARASOTA, Fla., Dec. 4.—Ending its 1954 tour with a three-day stand at Miami thru Sunday (28), Ringling Bros. and Barnum & Bailey Circus moved into winter quarters here Monday (29). Preparations were begun at once for sending a unit to Havana, Cuba.

At West Palm Beach (24), the show had half and three-quarter business. Miami gave a full house on Sunday afternoon. On Friday (26) there were two half houses. Saturday gave a three quarters afternoon and half house at night. On Sunday night the final show of the season drew about two thirds of capacity.

At quarters the first two sections arrived at mid-day without incident. The third arrived in mid-afternoon. Sleepers were spotted

downtown to permit personnel to move out more easily. The flats were taken to quarters and one jumped the track. Location made it possible for the crew to unload the seat wagons it carried at the spot, and later it was worked back on the track by railroad and circus crews. The last wagon rolled onto the show's quarters property at 5:37 p.m.

Rehearsals for the Cuban show are to start Wednesday (8). One elephant car, one stock car and three flats will be taken to the island.

A new metal and concrete entrance gate and ticket booth has been built at quarters.

The help situation was difficult during the late days of the season. Most departments were 25 per cent short-handed.

Kelly-Miller Expected To Buy Giraffe, Rhino

CHICAGO, Dec. 4.—While detailed plans for next season have not yet been finalized, Al G. Kelly & Miller Bros. Circus probably will add major menagerie animals in time for next spring's opening.

D. R. Miller, in Chicago for the annual outdoor conventions, said that it was likely that a giraffe, rhino and possibly other features would be acquired to replace animals lost in the last year.

Actual layout of Kelly-Miller plans await a January meeting at which Obert Miller, general man-

ager, will work out details with his sons, D. R. and Kelly Miller, as well as staff members.

Earlier it was announced that the show had taken delivery on a new top for next season. Several changes are anticipated by some observers, but Miller said nothing yet was determined.

Also in Chicago this week were Mrs. D. R. Miller, General Agent Art Miller and Mrs. Miller; Richard O. Scatterday, national advertising representative, and Harry L. Jones, Side Show manager.

Gould Plans Expansion; Adding Hippo, Equipm't

CHICAGO, Dec. 4.—Jay Gould, owner of Jay Gould Circus, announced here this week that he plans an enlarged operation for 1955, his 32d season with the show.

He said his show's free circus set-up would be enlarged and that he would stress his street parade, for which more equipment is to be added. He outlined plans by which his parade, now largely motorized, would be horse-drawn at some time in the future.

More animals are to be carried on the show, and Gould was planning to sign with Paul Kelly of Chicago for use of his hippo and camel during the coming season. Other stock also will be used. Glick's Last Supper, Nelson's One-Man Band, and other attractions have been signed for the show's

midway, where more rides also will be put into use. Gould expects to book a large Merry-Go-Round to replace one he has used in the past.

A new stage for part of the circus, new scenery and hi-fi sound equipment are among the additions he announced while in Chicago for the annual outdoor conventions. The Gould show, which has a carnival-type midway and a platform and ring circus in open-air, plays fairs and celebrations as well as under local auspices. The owner also revealed that he has a different promotional idea which he would put into use next season.

Gould said last year brought his most successful season and that he made expansion plans as a result. The show now winters in Glencoe, Minn.

Ringling Advance in Havana; Ready for Dec. 17 Opening

HAVANA, Cuba, Dec. 4.—Ringling-Barnum's advance department this week began billing Havana and interior towns for the upcoming Havana engagement of the Ringling show.

General Agent F. A. (Babe) Boudinot with Charles Turner, assistant, and four billers arrived Tuesday (23) aboard the S.S. Florida. The billers include Joe Bernstein, Stephan Kuzamiz, Harold Barrows and Dewey Shannon. Lithographers work during the days. Snipers work from 7 p.m. to midnight in order to avoid traffic and large crowds that gather when they start work. An interpreter and a government agent accompany each crew.

Edward Knoblauch, director of publicity, arrived here Sunday (30) to work press. He formerly was INS correspondent in Madrid and

Central America, and is familiar with Spanish. The one English paper in Havana, The Post, has been on strike but is scheduled to resume operations Friday (3).

Leon Pickett, contracting agent, is scheduled to arrive next week to complete arrangements for arrival of the show and moving into the Sports Palace. The show's cars, equipment and animals will arrive by car ferry Monday (13) and personnel will arrive by Pan-American Clipper on Tuesday (14).

The show's run starts December 17. First night has been bought out by the Havana Lions Club.

Jay Gould, of the Jay Gould Circus, appeared on a Chicago TV program as part of the convention publicity set by Nat Green, of Ringling.

UNDER THE MARQUEE

By TOM PARKINSON

Outdoor conventions in Chicago drew strong circus representation again this year and the Sherman hotel lobby was the center of circus activity.

Among clowns spotted at Chicago were Carl Marx, Frankie Little, George LaSalle, Larry Benner, Al Ackerman, Dukie Anderson, Percy Rademacher, Gene Randow, Lew Christie and Earl Shipley. . . . The Gretona Family, high wire; Ala Ming, wire walker; Harry LaMar, of the Flying LaMars; Johnson and Owens, bar act; Lew and Elsie (Aerial) Christiansons; Jake (Clown Cop Corrigan) Disch and his son; Bert Doss, former flyer; and Cuban Mack, side shows, were present.

Mickey Blue and T. Dwight Pepple were representatives of Polack Bros. Circus, along with Viola McLeod, of the Polack office. . . . Emmett Sims was there to renew acquaintances. . . . "Super Circus" was well represented. Among those around the convention were Producer Phil Patton, Alex Dobritch, Clown Nick Francis and Mary Hartline.

Archie Gayer reports he is still with Tom Packs, altho it is not certain when he will again take to the road for booking chores. . . . Bill Horstman and Billy Burke, of Cole Bros.-Chicago Stadium, looked in.

Conventioners included Nick Carter, Peru, Ind., concessions man; Whitey Lehrter, former boss canvasser with many shows; Dee Aldritch, side show manager; and Jack Bogart, of Montgomery Ward. . . . Earl Lindsay, formerly with Hagenbeck-Wallace, represented Gene Autry at the convention.

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Junior King, call Mom.

King Bros.' Circus delegation was headed by Floyd King and Arnold and Esma Maley, along with Ora Parks, C. S. Primrose, and the Jim Delaneys. . . . Press man Ora Parks goes ahead of the Martin and Lewis circus film, "Three Ring Circus" on December 13 and will be back with King next season.

Paramount's Dave Friedman, setting up the press campaign for "Three Ring Circus," also will have Allan Lester, Ringling pressman, with him. . . . Frank Braden, Ringling-Barnum, is still another circus press man, who will be ahead of the film.

Edna Curtis, former performer and now producer of the Minneapolis show; Earl and Hattie Shipley and Luella Portha; Bob (Sky Kings) Atterbury; Gene Herlin, of the Dayton, O., Shrine show, and Cookie the Butcher, were conventioners.

Bill Green, former circus press agent now in charge of "Cinerama" publicity, out of Detroit, was a late starter in Chicago festivities.

Rosina Nelson Brown, formerly of the Famous Nelsons, was greeted by old friends at Chicago. . . . Arthur Sturmak, former owner of Biller Bros. and other circuses, looked in on the conventions. . . .

Dick Scatterday, now back in harness after an illness, was greeted by many friends, including Red Sonnenberg and Frank Davis. Sonnenberg is working an opera date in Chicago. Scatterday returned to Louisville for a few days after the Chicago affair.

Art Miller, Kelly-Miller agent, looked up Al Beck, insurance man, to give Seils-Sterling recollections a work-out. . . . The Dory Millers, Art Millers, Harry Jones and Dick Scatterday were Kelly-Miller's delegation.

Wilno, cannon man who used to be with circuses, was in Chicago. . . . Christy Obrecht, former rep show owner, now of Rochester, Minn., was talking business with a circus owner. Other rep show people on hand and staying close to circus circles were L. Vernon Slout and Joe McKennon, as well as Mr. and Mrs. Art. Bitters.

Jack Mills was telling proudly of his new niece, his plans for next season and schedule for European travels. . . . Mills Bros. new press

Mijares to Go On Road in '55

STOCKHOLM, Sweden, Dec. 4.—Circus Mijares-Schreiber, which has been inactive the past two summers, is preparing to go on the road again next season and is lining up staff, working personnel and talent—including horse and animal acts.

This circus is owned and run by Chuy Mijares, one-time center ring wire act with Ringling-Barnum, and his wife, Baptista Schreiber, a well-known high-school rider. Show, which has been in existence for many years, has a large big top and equipment at winter quarters in Karlskoga, Sweden.

Macon Shrine Show Tops 1953 Receipts

MACON, Ga., Dec. 4.—Macon's 20th annual Shrine Circus topped 1953 receipts and will come close to matching the record take of 1952, Chairman W. J. Bailey revealed after the final performance Saturday (27).

Preliminary figures indicated the Shrine's net will exceed the \$17,000 profit last year, and it may reach the record high of about \$20,000 in 1952. Final official figures will not be compiled until all costs of merchandise used on concessions can be determined.

chief, Starr DeBelle, was talking circus business first hand again after a long stretch with carnivals.

Harry Bert rushed back to Chicago after Ringling-Barnum closed and thus was on hand for the convention along with Nat Green, of R-B's Chicago office.

Circus Fans Association had White Tope Editor W. H. Hohendadel watching the action from the comfort of a lobby chair. . . . The early arrivals on Sunday included CFA Herm and Mary Linden, Aurora; he is State chairman of CFA.

George Cole, marionette show producer and operator now of a school unit, was on hand.

The Win Partellos, now with the road company of "The King and I," in Chicago for a long run, visited at the convention and listed the former circus and carnival people now with "King." Included are Jerry Sullivan, who dates back to Andrew Downie; Si Wasserman, ex-Coleman Bros.; Emmett O'Connell, formerly with Great Lakes Shows; Murray Burden, park graduate, and Mack Monahan, who was with fairs. . . . Al Butler, former Ringling contracting agent, now agent for "The King and I," also was on Partello's list and was a convention visitor.

The Atwell Club, meeting at the Sherman each noon as usual, hosted good turnouts during the convention week. . . . Clown Bill Donahue, now returning to the business, and his wife, were on hand. . . . Acts attending the convention included the Hustrais.

Merle Evans, Ringling bandmaster, will make his regular winter tour and will be guest conductor of the Rochelle, Ill., high school band on January 24. . . . J. S. Patterson's next circus date will be at Kalamazoo, Mich., Saturday (11). With him at Benton Harbor, Mich. (6), were the Silverlakes, the Kreils, the Armstrongs, Walcotts Dogs and Ponies, Lang Troupe, and Raymond Duke.

Apollo Circus, of Germany, had a blowdown on the island of Malta. The 135 people, 112 animals and 93 vehicles were moved to Sicily by two tank landing craft of the British Navy this week. . . . The government of Ceylon has banned the shooting or capturing of elephants in an effort to keep them from extinction. They estimate only 850 head remain.

Mr. and Mrs. Howard King, of King Bros.' Circus, stopped off at London, Ky., Thanksgiving Day to visit with Mrs. James Shropshire, of the 4-Paw Hotel. They also stopped off in Memphis while on their way home to Long Beach, Calif., for the winter.

Bozo Lamont writes from New Orleans that he clowned the streets ahead of the Tom Packs date, and that he met Gabby DeKoe, Roy Barrett and Jeff Murphee, who visited the show. . . . Joe Short, midget clown who works the excursion boat serving Bob-Lo Park, near Detroit, writes that for the holiday season he will be working for the Ford Motor Company's Christmas parties.

Ward Hall advises that he and Harry Leonard were unable to make the Chicago convention because they are with Froman Bros. Circus, the J. C. Admire school unit, and that they will be with a carnival next summer.

Marjorie Towson writes from Pie Town, N. M., that she rode in the Royal Canadian Horse Show, Toronto, and was returning to the West Coast to be with her mother, Mrs. Picotte; her daughter, Jean Erica Towson, and Mrs. Reba Koestlin and Jorda Ann Koestlin in San Francisco.

Before coming to Chicago, Art Miller, of Kelly-Miller, spent some time at his Walnut Ridge, Ark., home. . . . D. R. Miller caught the Shrine shows at Fort Worth and Houston, saw King Bros., and Hagen Bros. . . . Tommy Bentley visited his family at Logan, W. Va., after Kelly-Miller closed. . . . R. O. Scatterday has been calling on ad accounts in Texas and Oklahoma recently. . . . Tom McLaughlin, circus agent, has been taking the baths at Hot Springs. . . . Dick McLaughlin is in Texas with his penguin show, playing under auspices. . . . Ione Stevens, Kelly-Miller concession superintendent, is spending some time in Dallas.

Deacon and Flo McIntosh went to York, S. C., and plan to go on to Boston since closing with Kelly-Miller. . . . The Kelly Millers now are back in their new home after last spring's fire. . . . Mr. and Mrs. Obert Miller visited shows in several Texas spots. . . . Bill Moore, Clyde Beatty agent, was a Hugo, Okla., visitor, seeing Kelly-Miller, George W. Cole and Tex Carson circus quarters. . . . The Tommy Thompsons, Lou Walton, Al Fisher and Terrell Jacobs are work-

ing Christmas shows and parades in Missouri.

Jorgen Christiansen writes from New Orleans that he enjoyed visits there with Edna Curtis, Edna Cavanaugh, Bozo Lamont and his wife, Fan J. L. Cahn and Wilson Storey. . . . Tommie Randolph, Gladewater, Tex., fan, reports that The Houston Chronicle of November 28 had a two-page spread about Mollie Bailey, old-time Texas show owner.

The Dearos, Bert and Corinne, visited friends at Evansville, Ind., and Owensboro, Ky., where Polack Western was playing, and now are vacationing in Texas and Louisiana prior to opening with Orrin Davenport for winter dates.

Two elephants of Richards Bros. Circus were taken back to the Fort Weare Zoo at Pigeon Forge, Tenn., after the show closed. . . . Byron Gosh was a guest of Richards Bros. Circus at the show's last several stands.

Art (Doc) Miller reports that after opening with Hunt Bros. Circus he transferred to the King Bros. advance. He now is back in Elmira, N. Y., for the winter. . . . Gene Christian, agent for Beers-

(Continued on page 67)

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SARASOTA, FLORIDA

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.

Goodier Company of Dallas has introduced a new line, Irene La-Monte perfumes. Pitchmen, demonstrators and workers will be interested in it because it is aimed at them, pricewise. The first promotion is a trio package containing three one-fourth-ounce bottles of perfumes which retails for \$3. Cost in lots of 100 is 36 cents each and in lots of less than 100, 45 cents. The second is a one-fourth-ounce package of three fragrances retailing for \$1. The cost in lots of 100 is 14 cents each, and in lots of less than 100, 20 cents. The third is a one-ounce package in a tall square edge bottle with flare style gold-colored cap that retails for \$3.50. Your cost in lots of 100 is 50 cents each; less than 100, 60 cents. The items would also be ideal of concessionaires, routemen, waggon jobbers and coupon workers, the firm states. Complete samples may be had for \$1.50.

All items shown in this catalog are on display in the company's showroom which dealers are invited to visit.

The Everfull pen that was four years in the inventor's workshop is now ready for the consumer. The Everfull thus becomes the first and only fountain pen that carries an extra supply of ink in the pen itself. For the first time, the unused space in the hollow of the pen cap is utilized. A transparent, air-tight cartridge contains the extra supply of ink, and automatically comes into position when the cap of the pen is withdrawn in the usual way. With simple, easy-does-it handling, the extra ink is suctioned into the pen when needed by the simple flip of the pen lever. Retail for \$2.95 each. Immediate shipment is promised by Everfull Pen Company, New York.

The Ped-L-Pal is a new driving aid consisting of a patented, rubber cushioned instep rest that attaches to the gas pedal, making it foot contoured. The item has been driver tested and has proved to be an amazing aid to driver comfort. It is said to reduce driving fatigue and increase safety of auto operation by providing better control of the accelerator. Worn on floor mats is retarded. Marketed by the B-D Products Company, Centredale, R. I., the Ped-L-Pal is easily installed on any gas pedal with a finger pressure snap-on-action that automatically adjusts itself to the gas pedal width. B-D Products lists the item at \$1 each and invites quantity buyers to write for prices.

How's your poker? Here's how you can improve your poker playing with the new Winnerater. It's a handy pocket-size card that with a flip of your finger shows the total cards per hand, total wild cards in the game, and the value of hands. The other side contains a description of various hands. Order one for yourself or stock them for something that is entirely different as a gift for card players. Priced at \$1 each, postpaid, reference to the Winnerater could save you its cost in one hand. Inquire about quantity discounts from Quality York Sales, Inc., York, Pa.

The Leshner Corporation, Hamilton, O., has announced a new wiping cloth which it says is priced lower than anything of its type on the market today. Called Wipe-Eez, it is a non-woven cloth with cheeze cloth character that is lintless and therefore ideal for dusting in the home or office, cleaning cars or for cleaning windows. Because the cloth is non-woven, it picks up dust and dirt but does not absorb it. The result is that when dipped in water, the dust and dirt rinses free with a few swishes, making it usable again. A package of five retails for 39 cents and if you will send \$1.29 to the company, it will deliver 20 of the cloths.

Sterling Jewelers, Columbus, O., has introduced its Original Liberate charm bracelet. Offered for the first time anywhere, it consists of the following five charms on a linked bracelet: A pair of hands on a tiny keyboard, a small piano, a small picture of Liberate, a miniature candelabra and a small plate showing his signature. Offered at \$6.75 per dozen plus postage, or at \$72 per gross, the firm says orders are coming in strong volume. Each bracelet is individually carded.

For the first time, Harvey Lewis Fur Company, Minneapolis, is manufacturing mink bow ties for men and women. The wholesale price \$3.25 each. The firm also manufactures women's mink collars which wholesale at \$11.25 each. Harvey Gale, firm president, reports a good volume of business for mink earrings and bracelets which are \$9 per dozen and fur lambskin rugs which are offered in six colors at \$6.85 each. A free catalog will be sent telling all about the merchandise.

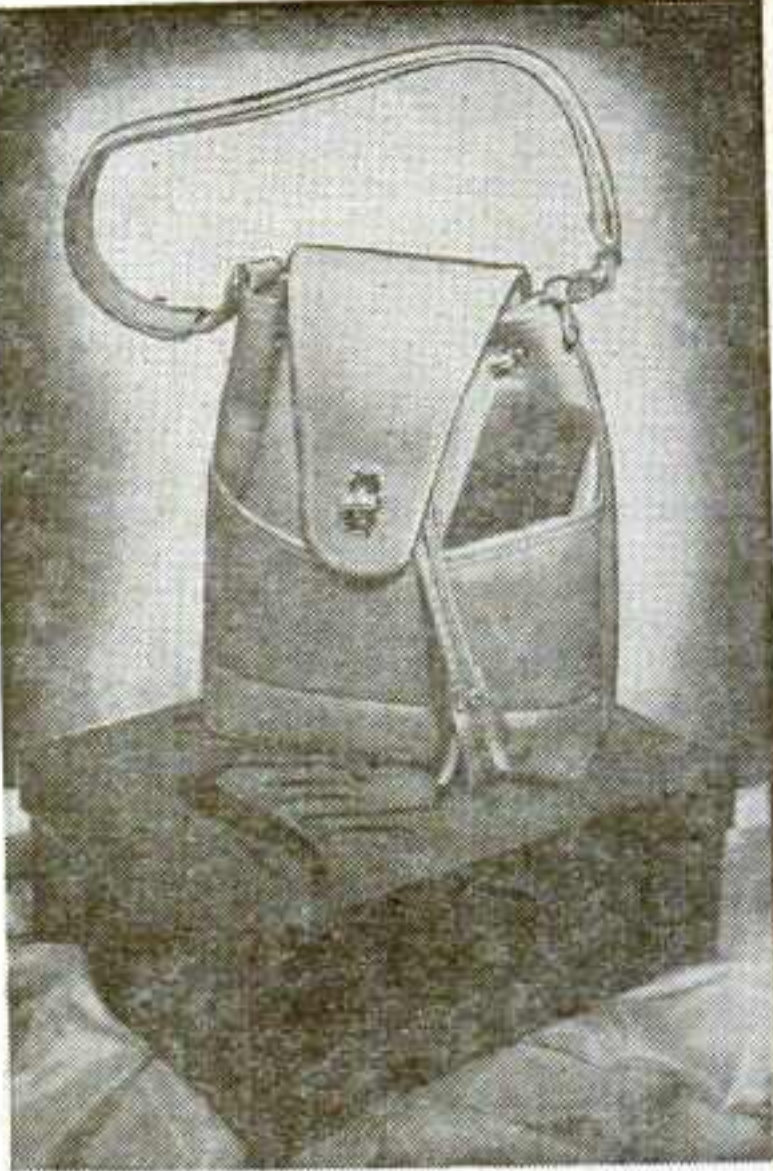
The newest advance in stuffed toys is a doll that talks. Ideal Toy Corporation, New York, calls it Talkytot, a doll that recites a nursery rhyme as a result of an exclusive phonograph movement in the body. The durable phonograph mechanism is cushioned in the body to assure long use. At the turn of a hand crank in the back, the mechanism goes into action. The doll is 24 inches high with vinyl face and glassine eyes. A curly gold wig is covered by a plaid hat that matches the outfit. It retails for \$4.

Parfums Moneau, Inc., New York, reports a good business volume on its line of nationally advertised Discovery perfume. Beautifully packaged and priced for volume sales, the line is available to wagon jobbers, wholesalers, carnivals, etc., where it wins immediate acceptance, the firm says.

Qubic, the new three-dimensional game for two to four players, is stimulating, brain-teasing fun for adults and youngsters alike. It is called a good family game, yet equally entertaining in employee recreation rooms. One marker is placed on any square in turn, the object being to get four in a straight line (across, diagonal etc.) thru Qubic. An incredible number of plays are possible. The game is sold for \$2.50 postpaid, under a money-back guarantee, by American Homecraft Company, Chicago.

A free catalog describing over 2,500 fast-selling tricks, jokes, puzzles and novelties is being offered by D. Robbins & Company, New York. The items shown in Catalog No. 10 are year round sellers and are priced to give the dealer much more than the usual profit margin.

PURSES MEAN PROFIT!



- THESE ELEGANT **di Zido** handbags
- MEAN MORE PROFIT
 - GENUINE COL-O-VIN HYDE
 - HANDSOME PACKAGE: Polyethylene wrapping inside gift box
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\$2.00 Per Set

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Other Sensationally Priced Items

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ALL SETS HANDSOMELY GIFT BOXED—25% deposit on all C.O.D. orders.

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Beautiful lustrous colors—Red, Blue, Beaver, Grey, Dk. Brown and White. Large size approx. 35"x40". Retail value \$18.00 each. Dealer's price, \$6.35 each. Sensational repeat item. Discount 35% each on orders of 3 or more, postpaid. Minimum order: 1 Rug at \$4.85 ppd. MONEY-BACK GUARANTEE. S.E.N.D. CASH, CHECK or 25% Dep. on C.O.D. HARVEY LEWIS FUR CO., Dept. B 324 Hennepin Ave. Minneapolis, Minn. Catalogue, Jobbers' inquiries invited.

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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.

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- Writes BLUE
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3-PEN SET
In gorgeous plastic pocket case.

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DOZEN \$6.75 SETS
DOZEN (in 6 Doz. Lots), \$6.50
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Guilford, Connecticut

COMING EVENTS

Arizona
Phoenix-Aris. Natl. Livestock Show, Jan. 3-8.
Phoenix-Home Show, Feb. 12-20.
Wickenburg-Gold Rush Days, Jan. 23-20.
California
Pasadena-Tournament of Roses, Jan. 1.
Max Colwell, 181 S. Las Robles Ave.
San Diego-Doll Show, Jan. 10-15.
San Diego-All-Breed Cattle Show, Jan. 29-30.
San Diego-Camellia Show, Feb. 26-27.
San Francisco-China, Glass, Gift, Jewelry, Toy, Stationery and Housewares Show, Feb. 3-6, Kay Leber, 1355 Market St.
Connecticut
Hartford-Sportsmen's Show, Jan. 22-23.
Florida
Miami-Bird Show, Dec. 16-19.
Miami-Flower Show, Jan. 7-10.
Miami-Do It Yourself Show, Feb. 1-8.
Miami-Antique Show, Feb. 9-14.
Miami-Boat Show, Feb. 17-24.
Miami-Orchid Show, Feb. 23-28.
Tampa-Antique Show, Jan. 3.
Tampa-Dog Show, Jan. 23.
Georgia
Atlanta-Southeastern China, Glass & Gift Show, Jan. 16-19, Foster B. Steward, 1401 Peachtree St., N.E.
Illinois
Chicago-Auto Show, Jan. 7-10.
Chicago-Boat Show, Feb. 4-13.
Chicago-International Sports and Outdoor Show, Feb. 18-27.
Indiana
Indianapolis-Sports Show, Jan. 28-Feb. 6.
Louisiana
Buras-Orange Festival, Dec. 18-30. Mrs. A. Poerica.
LaFayette-Mid-Winter Fair & Livestock Show, Jan. 6-9.
LaFayette-Flower Show, Jan. 15-18.
LaFayette-Mardi Gras, Feb. 22.
Lake Charles-Fat Stock Show and Rodeo, Feb. 24-27.
New Orleans-Mardi Gras, Feb. 13-22.
Michigan
Bay City-Poultry Show, Jan. 16-19. Ben W. Mau, 2009 Second St.
Detroit-Jr. Livestock Show, Dec. 7-9. C. E. Scott, 8750 Dix.
Grand Rapids-W. Mich. Fat Stock Show, Dec. 7-9. R. Mächle.
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. 18-23.
Ohio
Cleveland-Sports Show, Jan. 3-9.
Toledo-Home and Travel Show, Feb. 5-13. Mik Tarloff, 505 Spitzer Bldg.
Pennsylvania
Harrisburg-Pa. Farm Show, Jan. 10-14. H. R. McCulloch.
Uniontown-Uniontown Poultry and Farm Products Show, Jan. 4-8. Wilbur Cook, R. D. 4.
Tennessee
Centerville-Tennessee Fat Cattle Show and Sale, Dec. 8-10. John Robinson.

Texas
Austin-Livestock Show, Feb. 28-March 6.
Brownsville-Charro Days, Feb. 17-20.
Stephen A. Boslo, Box 752.
Dallas-Natl. Pigeon Show, Jan. 19-22.
Dallas-N. Texas Cat Club Show, Jan. 22-23.
Dallas-Exposition of Modern Living, Feb. 13-20. Louis L. Young, 4427 Sexton Road.
Dallas-Allied Gift and Jewelry Show, Feb. 20-25. Mrs. M. Dalton, 3832 Wilshire Blvd., Los Angeles.
Dallas-Southwestern Gift Show, Feb. 20-25. Fred Sands, 3108 S. Joplin, Tulsa, Okla.
El Paso-Southwestern Sun Carnival Parade, Jan. 1.
El Paso-Southwestern Livestock Show and Rodeo, Feb. 6-13.
Fort Worth-Fort Worth Rodeo, Jan. 28-Feb. 6.
Houston-Grand Natl. Cage Bird Expo., Dec. 9-13.
Houston-Fat Stock Show and Livestock Exposition, Feb. 2-13.
Laredo-Washington Birthday Celebration, Feb. 17-23.
Mission-Citrus Fiesta, Jan. 26-30.
San Antonio-Livestock Exposition, Feb. 18-27.
Virginia
Norfolk-Do-It-Yourself Show, Feb. 19-22.
Washington
Spokane-Industrial Fair, Dec. 13-15.
CANADA
Saskatchewan
Saskatoon-Dressed Meat & Poultry Show & Sale, Dec. 8-9.
Quebec
Quebec-Winter Carnival, Jan. 6-Feb. 22.

AREA Committee

Continued from page 56
into general and closed meetings. At the first, members urged that NAAPPB give all registrants at the trade show a lapel badge and require that they be worn. They also discussed the now-abandoned plan of NAAPPB to stage a national contest for a new ride design. At the closed session members heard complaints about some firms which, members claimed, had appropriated ride designs. They also re-elected all officers, including Brockway, president; Arthur M. Sellner, vice-president; Ben O. Roodhouse, secretary, and Fred L. Markey, treasurer. Fred T. Lauerman, program chairman, was moderator for open discussions which followed a buffet dinner.

450 Frolic

Continued from page 56
master of ceremonies. The acts were the Roulettes; Terry Haven, comedienne; Gostines Chimps, Tanya and Biagi, comedy dancers; Stan Kramer's Puppets; Yonely, comedy music, and the Royal-Aires, a singing group. The social program of the park association also included nightly

PIPES FOR PITCHMEN

By BILL BAKER

JOE BLOW GALBREATH . . . tells us that this past season represented the 24th straight year that his old friend, Chief Napier, has showed up at the Huron (S. D.) State Fair. He again held forth at his old stand right beside the Republican headquarters' tent. Says Joe, "A fellow has to have a product as well as a dialog to keep coming back to the same spot year after year." Incidentally, Joe has scratched his noggin many times wondering what has ever happened to such people as Chet Nar-rin, Ruth and Frenchie Berdou, Bob and Alice Parkins, Ben and Polly Lexell, Sid and Mildred Hurst, Jack Sharding, Speedy Ross, Humpy Degross, Frank Rabedeau, Harry Dempsey, Billy Bean, Al Green, George and Red Gunn, Frenchie Theabold, Johnny Volk, Ray Eader, Dr. Duncan, Bob Boddrea, Monty Brown, Sam Meroney, Mike Devine, Candy John, the Ragan sisters, Sam Jones, Ervin Goldstein, Whitey Christianson and Slew Foot Wallace. Why don't some of you folks pipe in and get Joe off the mental hook?
FROM FAIRMOUNT, W. VA. . . Frankie Rizzo pencils, "While running around the countryside making the big Santa Claus parades I ran into quite a few of the boys—Joe Mark and Jimmie Olick were working together pushing gas balloons, Frank Collins and Chuck Fenton had dancing dolls and Joe Joblots was tossin' popcorn balls. Would like to read pipes from Ruby Bluestein and Harry Kible." While writing, Frankie took the opportunity to wish everybody in the trade a very Merry Christmas.

now until the time that old Mr. Whiskers comes sneaking down the chimney.

ACCORDING TO REPORTS . . . J. C. Corbett is hitting some pretty heavy dough with his perfume pitch in a Petersburg, Va., department store.

EDYTH AND HARRY KEMP . . . closed the outdoor season with the end of the Georgia fairs and are now working around Harrisburg, Pa.

LETTERING FROM . . . Moline, Ill., Bob Leroy infos that business for his handwriting analyses was much better in that spot than it was in Galesburg, Ill.

JUDSON (PUG) WILLIAMS . . . is still hospitalized in USVA, Ke-coughton, Va., and would like to hear from some of the boys in the trade, especially Julian Wayne.

THE OLD GRIM REAPER . . . we're sorry to report, has put the scythe act on another veteran member of the pitch fraternity. Reports reach us that Jacob (Jack) Goldstein died in Los Angeles November 23 at the age of 63. In recent years, Jack, who was also known as the Social Security King, was employed in the Los Angeles Tax Assessors office. However, he retained his position as head of Gould Enterprises and often pitched novelties and souvenir items at California events.

UNDER THE MARQUEE

Continued from page 65

Barnes Circus, again is in Bradenton, Fla., for the winter and once more will show movies at the Ringling quarters for circus personnel only. This will be the 10th season at the quarters. Visiting him recently was Frank Ketrow, en route to Miami, where Bob Ketrow has a trailer camp.

From Houston, where he recently underwent surgery on his eyes, Kinko reports that he has been released from the hospital and is getting along fine. He will remain in Houston until time to open with Gil Gray in February.

Recent visitors at the winter quarters of the Edgar B. Bucks Circus, as reported by Paul Bejano, included the Tom McLaughlins, Terrell and Jean Jacobs, the Lloyd (Peg) Stoltzes, Bill and Buckles Woodcock, the J. Hodsons, Pete and Norma Cristiani, Mrs. Eva Davenport on her way to Quincy, Ill.; Joe Davis, Jack Lewis and Joe McIntyre.

Fred Bradna, equestrian director emeritus of the Ringling-Barnum circus, is back at his Sarasota home for recuperation after a seige in the hospital, reports Dr. H. H. Conley, Park Ridge, Ill., circus fan who looked in at Sarasota after making a medical convention in Miami. He also visited Harry Atwell and others. Doc Conley reports that the Glenn Tracys are in Sarasota and are painting circus scenes on the walls of the Museum of the American Circus.

Late visitors on the Ringling show, as reported by Albert White, included Oscar and Lucio Cristiani, Bessie Guice, Amy Cowden, Maudie Millette, Ludwig Machino, Johnny Lowe, the Fred Josephs, Peggy Thomas, Dave Murphy, Tommy Hanneford, Tex and Dolly Copeland, members of the Kelly-Morris Circus, the Ray Marlowes, Carmen Feroni, Mrs. Dick Slayton and baby, Mrs. Gasper Feroni and children, Mrs. Jimmy Crocker and son, Phil and Daisy Hall, Kathryn Burslem, Norma Wright, Toughie, Gracie and Curtis Genders; Earl Chapin May, Mrs. Eddie Billetti, Lucy Yeske, Lewis Reed, Bobbie Todd, Mrs. George LaSalle, Nate Eagles, Nita Grebbs, Ann Cooskey, Maximiliano Truzzi, Willie and Jean Krause, Bruno Zacchini, Colonel Asp, Vicki Unus, Richard Skiles, Frankie Orman, George and Pauline Penny, Winifred Colleano, Eddie Jackson, Sophie Meck, Mike and Lora Mae Petrillo, Bill and Tanya Sadler, Paul R. Thorpe, Yvonne Tremblay, Adolph Frohm, the Joseph Beronsinis, Billy Barton, Bob Morton, Mac and Genevive McCarthy, the Emil Pallenbergs, Cleo Renee, Naitto Troupe, Ronnie Daniels, Kathy Kramer,

Philip Wylie, George Stugard, Milt Robbins, Jack Cory, Charlie Geiger, Pedro Mendioto, Olie Kadel, Peggy Ewell, Bob Blackburn and parents of Elly Powell.

From Polack Bros. Eastern unit, Henry Kyes reports destinations: The Harold Voises, Paul Kaye, Kyes, and Les Kimris, Sarasota; Natal, New York; Frank De Rue, Sarasota; Larry Benner, Miamisburg, O.; Al Ackerman, Wayzata, Minn.; Nate and Harriet Lewis, Beverly Hills, Calif.; Landon's Midgets, North Bergen, N. J.; Frederick Werner, Monticello, N. Y.; Bogino Troupe, Hunt Bros. quarters at Burlington, N. J.; Eva Walker, Danvers, Mass.; Mrs. Bessie Polack, Van Nuys, Calif.; the Fred Propers, Elsberry, Mo.; the George Cuthalls, Clovis, N. M.; Kris Krenkle, Chicago; Edith and Whitey Boyd, Eau Claire, Wis.; Kelly and Greta Heller, Philadelphia; the Bobby Harrisons, Phoenixville, Pa.; English the butcher, Toledo, O.; Red Davison and family, Cleveland; Franklin and Astrid, Youngstown, O.; Pinky and June Madison, Teaneck, N. J.

More Polack Eastern destinations include Jackie Bostock, Sarasota; George Voise, Sarasota; the Poodles Hannaford riding act, Brooklyn; Denise Stephens, Fort Lauderdale, Fla.; Dick Clemens, Trenton, N. J.; Poly Orea dog act, Western unit of Polack Bros.; Merky act, Western unit; Geraldos, Sarasota; Klausers Bears, New York, and Shyrettos, New York.

Visiting Polack Bros.' Western unit recently were Pop Herzog, Don Phillips, Phil and Bonnie Bonta, F. H. Canfield, Joe Minchin, Capt. Jim Brearton, Sam Polack's sister and brother-in-law, Cimse dog act, Mickey King, and Stanley Wathon.

The Rudynoffs report purchase of a \$2,500 pure-bred Arabian stallion, Raffada. The horse is to be used in their second act and will also be added to their string of registered stallions for breeding and training at their farm at Glenarm, Md. . . . Paul Zump and Norman Anderson were among the circus folks to visit Joe (Oddy Duddy) Colby's flying saucer exhibit at the opening of the new Firestone Auction in Downey, Calif., November 20-21. . . . Shorty and Peggy Sylvester purchased a new house trailer recently and are now in Groveland, Fla.

Victor Palmer, billposter for Richard Bros.' Circus, closed the season at Loxley, Ala., and returned to his home at Gettysburg, Pa., recently. . . . Pedro Morales

Park Committee

Continued from page 56

Beaches at its convention here this week.

The probable plan calls for production of a spot commercial adaptable to use by all parks. Proponents see it as institutional advertising by NAAPPB which also can be used as local advertising by individual parks. The project would be underwritten by the numerous parks expected to enter into the plan and use the commercials.

Directors of NAAPPB appropriated \$10,000 for the study, and the Batt committee is expected to have recommendations ready for the 1955 convention. Clyde L. Krebs, of Sarra, Inc., TV film producers, spoke at the Monday (29) session of the parkmen's convention. He also showed a movie and several TV film commercials.

Park Operators

Continued from page 56

from rides and other park operations, 25 per cent from leased food concessions and 20 per cent from novelty and merchandise leases.

It will take a family of four about four hours to tour the spot and they will spend about \$2 per capita. Woods said if that figure goes up, prices will be cut so Disneyland will not be termed too expensive for families. There will be 29 rides with an hourly capacity of 18,000 person. Tickets will be 25 cents for the gate, 10 and 20 for some rides and 15 and 25 cents for others. Parking for 5,000 cars at 25 cents is to be provided. Food facilities will handle 6,500 hourly. Employees will include about 350 for Disneyland, 300 for concessions and merchandisers and 350 for exhibitors.

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Asst. Flat Crepe Hats . . . Gr. \$ 4.50
Asst. Min. Crepe Hats . . . Gr. 4.50
Asst. Crepe Form Hats . . . Gr. 7.20
Deluxe Crepe Form Hat . . . Gr. 10.25
Asst. Metallic Hats . . . Gr. 11.25
Deluxe Cel-A-Foil Hat . . . Gr. 24.75
Foil Hi Hats . . . Gr. 29.00
10" Foil Horn . . . Gr. 5.50
14" Foil Horn . . . Gr. 8.40
12" Horn with Tassel . . . Gr. 9.50
16" Snake Blowout . . . Gr. 2.25
7" Round Balloons . . . Gr. 2.50
9" Round Balloons . . . Gr. 3.50
11" Round Balloons . . . Gr. 4.50
40"x72" Cellophane Balloon . . . Ea. 1.75
22"x32"x57" Tissue Balloon . . . Ea. .89
Bag . . . Ea. 1.50
Asst. Metal Noisemakers . . . Box of 50 3.50
Confetti . . . Per 100 bags 4.50
Serpentine: 20 throws to pkg. . . Per 100 pkgs. 6.50
Flameproof Serpentine . . . Per 100 pkgs. 11.50
10-ft. Tissue Christmas Banner . . . Ea. .85
10-ft. Tissue Happy New Year Banner . . . Ea. .85
Square Balloons . . . Gr. 4.50
Write for Catalog. You MUST state your business.
25% deposit required on C.O.D. orders. Include postage with order.

KIPP BROTHERS
Wholesale Distributors Since 1880
240-42 SOUTH MERIDIAN ST.
INDIANAPOLIS 25, INDIANA

WE ARE MANUFACTURERS OF
P All Kinds—PULL TICKET GAMES
E C—TIP BOOKS
I Buy Direct From Manufacturers of
Very, Very Reasonable Prices.
A—Columbia Sales Co.
L 302 MAIN ST., WHEELING, W. VA.
S Phone: Wheeling 340

BIG DISCOUNTS TO
PUNCH BOARD DISTRIBUTORS
WRITE US YOUR NEEDS AND WE WILL QUOTE YOU LOWEST PRICES
PEERLESS PRODUCTS, INC.
AN INDEPENDENT CO.
633 PLYMOUTH CT. CHICAGO 5, ILLINOIS

NEW LOW PRICED CAMERA SENSATION!



Takes 16 full-size pictures on a roll of #127 film.

1. Sharp meniscus lens
2. Molded plastic case
3. Written factory guarantee

Made in U.S.A.

Only \$7.20 PER DOZEN
\$72.00 per gross. Individually boxed. 25% DEPOSIT with order BAL. C.O.D.

GEM SALES CO.
533 Woodward Detroit 26, Mich.

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.

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.

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, asst. cost. Sample \$1.00 extra.

tune jewelry with box and price tag. Sample \$1.00 extra.

B. & B. Jewelry Sales Wholesale Only
FANNIN BLDG. CH 7427 HOUSTON, TEX.



Price Inc. Fancy Exp. Band

NEW YEAR'S CELEBRATION DEAL

Enough for 48 guests. Consists of 48 full adult size elaborately decorated hats, 48 decorated New Year's horns and 50 large metal noisemakers. Order early. Don't get shut-out.

NY55—Complete Deal \$17.00

WRITE FOR NEW 370 PAGE CATALOG. STATE YOUR BUSINESS. ALL PRICES, F.O.B. TERRE HAUTE. SEND SUFFICIENT POSTAGE. 25% DEPOSIT MUST ACCOMPANY C.O.D. ORDERS.

LEVIN BROTHERS Established 1886
TERRE HAUTE, INDIANA

To Order Classified or Display-Classified Ads USE THIS HANDY FORM NOW

1 Type or print your copy in this space:

2 Check the heading under which you want your ad placed:

<input type="checkbox"/> Acts, Songs, Parodies	<input type="checkbox"/> Instructions, Books, Cartoons
<input type="checkbox"/> Agents and Distributors	<input type="checkbox"/> Magical Apparatus
<input type="checkbox"/> Animals, Birds, Pets	<input type="checkbox"/> Miscellaneous
<input type="checkbox"/> Business Opportunities	<input type="checkbox"/> Musical Instruments, Accessories
<input type="checkbox"/> Costumes, Uniforms, Wardrobes	<input type="checkbox"/> Partners Wanted
<input type="checkbox"/> Food and Drink Concession	<input type="checkbox"/> Personals
<input type="checkbox"/> Formulas	<input type="checkbox"/> Photo Supplies and Developing
<input type="checkbox"/> For Sale—Secondhand Goods	<input type="checkbox"/> Printing
<input type="checkbox"/> For Sale—Secondhand Show Property	<input type="checkbox"/> Salesmen Wanted
<input type="checkbox"/> Help Wanted	<input type="checkbox"/> Scenery, Banners
	<input type="checkbox"/> Tattooing Supplies
	<input type="checkbox"/> Wanted to Buy

3 Indicate below the type of ad you wish:

REGULAR-CLASSIFIED AD—15¢ a word. Minimum \$3.00.

DISPLAY-CLASSIFIED AD—\$1 per agate line. One inch \$14.00. (14 agate lines to the inch)

4 Complete this authorization blank and mail promptly. Classified ads must be accompanied by remittance in full. Display-Classified Ads will be billed if credit has been established.

The Billboard
2160 Patterson St.
Cincinnati 22, Ohio

Please insert the above ad in.....

I enclose remittance of \$.....

Name.....

Address.....

City..... State.....

CLASSIFIED SECTION

A Market Place for Buyers and Sellers

ADVERTISING RATES

REGULAR CLASSIFIED ADS
Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps.
RATE: 15c a word—Minimum \$3

DISPLAY-CLASSIFIED ADS
Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted.
RATE: \$1 per agate line—\$14 per inch

CASH WITH ORDER
(unless credit has been established)

FORMS CLOSE THURSDAY NOON FOR FOLLOWING WEEK'S ISSUE

Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, OHIO

ACTS, SONGS & PARODIES

EMCEE ARSENAL (3RD SERIES) — NEW slurs, digs and insults; sock quips, prime rib-tickers and sure-fire pickers; also lusty verse and gusty wisecracks, all tested side-splitters. \$2. Buster Rothman's Laugh Laboratory, 473 Broadway, Bayonne, N. J. de18

HILARIOUS COMEDY VALUE! "MY GIRL" monolog. Funniest lines ever. Free with your order of new "Comedy Notebook." A gag-a-minute with funny lines. \$3. Showbiz Comedy Service, 1613 East 29th St., Brooklyn 29, N. Y. de18

AGENTS & DISTRIBUTORS

AAA AMAZING BARGAINS

Tailored Earrings, asst., gr. \$15
Tailored Pins, asst., gr. \$15
Stone Earrings, asst., gr. \$18
Stone Pins, asst., gr. \$18
Stone Pin & Earring Sets, boxed ea. \$9
Bracelets, Round & Link, asst. price, \$3.
Beaded Ropes, assorted, per doz. \$4
Sample dozens deg. price, 20% deposit, balance c.o.d. No catalog.

NEW ENGLAND JEWELRY
124 Empire St. Prov., R. I.

AGENTS—SELL RICH LOOKING 34X66 IMPROVED J'S Business Rugs for \$2; never before such a large rug for so low a price. Multicolor stenciled designs, hooked carpet and Oriental patterns; sample, \$1.25 prepaid; 4 rugs, \$1.15 each prepaid. Condon, Dept. B, Box 20, Upper Darby, Pa. ch-11

AGENTS—FAST SELLING BEAUTIFUL Rhinestone Heart Necklaces and Rhinestone Heart Earring set; all pronged rhinestones, \$13.50 dozen; sample, \$1.25. Santo Sales Co., 921 Eastwood, Chicago 40, Ill.

LADIES' FULL-FASHIONED NYLON HOSIERY Twelve pair good grade; each pair in cellophane, flame retardant, latest shade, some with black heels, \$3.50 doz. Gaala Hosiery Sales, 4114 Meritas Ave., Columbus, Ga.

AGENTS WANTED, FREE! PRIVATE LABELS! Exclusive sales! Own a vitamin business; sell radio PI stores, mailorder. We supply product plan, literature; you furnish executive management and employ salesmen. VitaMins, 2908 BBA Beverly, Los Angeles 57, Calif. ja8

ATTENTION—HOSIERY; LOW PRICES FOR Jobbers, pitchmen and salesmen; complete line Ladies' and Men's, Children's Hosiery. Nylons, \$3 dozen, sample order one dozen, slightly imperfect Nylons, packed beautiful cello bags, \$3; prompt shipments and satisfaction guaranteed or money refunded. S. F. Folland & Co. (5-1741) 1258 Market St., Chattanooga, Tenn. de18

AMERICAN FLAGS

Beautiful large 9x17 ft. U. S. Flags. New. 100% wool, snap hook, Govt. cost. \$45. Only \$8 postpaid. Govt. B & L SURPLUS, Box 150, Ogden, Utah

BINGO BLOWERS AND FLASHBOARDS! Portable electric blowers priced at \$49.50, retail \$150. The sensational portable three-piece Electric Flashboard is now ready! Write for price to Lipka Mfg. Co., 617 East 11th St., New York 3, N. Y. ja1

CHRISTMAS MINIATURES—EARRINGS. Hand decorated with snow and stars. Santas, reindeer, bells, snowmen, pointsettias, glass tree ornaments, dolls, birds in cage. Wood carved silver winged angels, dolls, gnomes, horses, dogs, etc. Goldplated piano, carousel, well, trumpet, violin, cowbell, saddle, wagon. Trial 3 dozen pairs, \$15. Lastufka Products, Box 10248, Tampa, Fla.

EMBOSSER PLASTIC BILFOLDS

Ladies' mens' styles with removable pass case, secret compartment, coin pocket, etc. Special price, while they last. \$3.50 dozen, postpaid. Crescent Sales Co., 150-B Broadway, N.Y.C. 38.

FAMOUS MFR. CLOSEOUTS

Tie Slides, boxed \$1.45 dz.
Best Earrings, gang carded 1.55 dz.
Cufflinks, carded \$3 & \$5 dz.
Rosaries (made in Italy) 1.55 dz.
Tailored or stoned Earrings 2.00 dz.
Baby Heart Necklaces, boxed 3.50 dz.
Baby Cross Necklaces, boxed 3.50 dz.
Neck & Earrings, boxed 9.00 dz.
Rhinestone Neck & Earrings, boxed 12.00 dz.
Beautiful Ropes, asst. 4.50 dz.
Send for descriptive literature on other terrific values on jewelry of all descriptions. 20% deposit with order, balance c.o.d.

Samuel Silverman & Co.
1820 Westminster St. Providence, R. I.

"FOG-STOP" WINDSHIELD CLOTH

Instantly removes blurry mist, frost, sleet, snow. Stops windshield fogging. Samples sent on trial. Kristee 61, Akron, Ohio.

FREE—EVERYTHING YOU NEED TO MAKE BIG MONEY SELLING WORLD'S FAMOUS "HUSK" TYPE PERFUMES. TREMENDOUS PROFITS.

"HUSK" O'HARE
5732 North Kenmore Avenue, Chicago 40, Illinois.

INDIAN CALENDAR—CONVENTIONAL 1955 calendar except Sioux Indian names for months are used. Sample \$1. Sample 25¢. The Guide, 5218 West 25th Ave., Denver 14, Colo.

JOKERS FUN SHOPS—FULL CREDIT allowed on items returned. Jobbers offer same terms to dealers. Eagle Specialty Co., Akron 14, O. de25

LADIES' NYLON HOSIERY—THIRDS

1 doz.; seconds, \$3 doz.; Irregulars, \$4.50 doz.; Pillow Cases, \$3 doz.; Chenille Bedspreads, \$35 doz. 20% deposit on c.o.d.'s. Premier Sales, Box 8177, Chattanooga, Tenn. dell

MEN, WOMEN—BIG MONEY, SPARE time. Sells on sight to beauticians, housewives. Daily necessary, exclusive territory. Write Metro, 5546, Los Angeles.

NATIONAL FAMOUS CLOSE-OUTS

Group A—Over 200 assorted styles beautiful 18k gold plated and roodium finish assortment and tailored earrings pierced and screw back. Part of this assortment is also on hand. Retailer \$1.00 to \$2.00 retailers, now \$30.00 per gross.

Group B—All new styles pins, earrings, necklaces and bracelets; most of these are matches. All with beautiful 18k gold plate, net two alike in a gross assortment. Regular \$1.00 to \$3.00 retailers, now \$36.00 per gross.

Group C—Genuine cultured pearl pins, earrings, bracelets and necklaces assortment. Regular \$1.00 to \$3.00 retailers, now \$42.00 per gross.

Group D—Hand-set stone combination pin, neck and earrings in beautiful box. Regular \$3.50 retailer, now \$2.20 per dozen.

Group E—Hand-set stone combination, pin, neck and earrings in beautiful hinged box. Regular \$7.95 retailer, now \$13.50 per dozen. This is not junk jewelry or heavy cast. All stamped brass base with beautiful 18k and roodium finish guaranteed not to tarnish. Money back guaranteed. 20% deposit with order, balance c.o.d. Sample assortments at regular prices.

KAREN ORIGINALS
45 North Main St. Bristol, Conn.

"NATIONAL DIRECTORY OF DISCOUNT Dealers"; "Directory of New York Importers and Related Services" where to buy, send 25¢ for names and addresses. Mr. Saltzman, Dept. BB, 7635 Hinds Ave., North Hollywood, Calif. ja29

NECKTIES—GOOD QUALITY, ATTRACTIVE \$3.50 dozen. Silks, \$2.50 retail. \$5.50 dozen; one of each, \$1.25, returnable. Rex Products, 1126 South 9th St., St. Louis 4, Mo.

NEW 7"x11" ULTRA-BLUE SIGNS, 7¢ retail 50¢, 2,000 different slogans. Sample free! Lowy, 812 Broadway, Dept. 831, New York 3. ch de25

PITCH HIGH QUALITY BULK PERFUME

in leading stores. Direct from manufacturer. Big season. Write Hammond Co., 18 1/2 North Main, Hutchinson, Kansas. de18

QUALITY TIES—YOUR PROFIT, 189% Catalog Free. Loren Specialties, 4351 H-11 Flournoy, Chicago 24, Ill. dell

SELL 8x10" OIL COLORED OR SILK flash enlargements attractively framed from any photo for only \$2.95. Big commission. White, Box 57, Levy Sta., No. Little Rock, Ark. dell

SELL BEAUTIFUL COLOR FILTERS— Puts your television in color; cuts the glare; glowing soft tones; easy on the eyes. Agents wanted. Moody Supply, 3026 Mesquite Rd., Fort Worth 11, Tex. dell

SILVER LINK BRACELETS, \$25; SAMPLE \$2.50; fragrance powder perfume, \$9; sample, 20¢. McPlastens, BCCO 609 West First, Los Angeles, Calif.

"SPECIAL" STEER FOX HUNTING HORNS, high tone, 12" to 14", \$12 dz. Saddles for adults, \$60; for boys, \$35; Cartridge for western, \$10; double holster, \$16. Guaranteed satisfaction. General Mercantile Co., Laredo, Tex.

100% LANOLIN OILS—AQUA CREME FOR

skin and hair, \$2 gallon; sells \$16 or more. Scherer Co., 700 First National Bank, Peoria, Ill. dell

ANIMALS, BIRDS, PETS

BABY WHITEFACE AND CINNAMON Ringtails, \$35; Rhesus, Spiders, Bonnets, \$30. Squirrel Monkeys, \$25. Bronson Tropical Birds, 149 Fort George Ave., N. Y. 40, N. Y. ja1

BUY AT ONCE—TRICK MONKEY THAT works with dogs. Might consider chimp. Good hand balance dog. Paultette, Box 123, Seneca Falls, N. Y.

HEALTHY SNAKES—ALL KINDS; ALSO Armadillos, Alligators, Jungle Rats, Coatiundis, Pumas, Wild Cats, Ocelots, Peafowl, Fantail Pigeons, White Doves, Ringneck Doves, Deodorized Skunks, pair Chimps, trio Cinnamon Ringtail Monkeys, one male, two females; Silver Fox, Badgers, Horned Owls, Guinea Pigs, Rabbits, Rhesus Monkeys, Agoutis, Kingjous, Albino Raccoon, Ringtail Cats, Emus, Parakeets. Otto Martin Locke, Phone 141, New Braunfels, Tex. de25

SHORTY HARRIS, ALLIGATOR MAN, contact me immediately. Jack Adam, c/o Whisperin' Wind Lodge, Apache Blvd., Tempe, Ariz.

WANTED—TWO PAIR PUMA CUBS. Marine Enterprises, Hermosa Beach, Calif.

4 DOGS—DOING SEVERAL TRICKS together or separate. Alfreita, Box 147, New Cumberland, Pa. de18

BUSINESS OPPORTUNITIES

AMUSEMENT PARK—COMPLETELY equipped, north of Pittsburgh at Pennsylvania. State Park. Roller rink, arcade, games and concession buildings. Park Merry-Go-Round, kid rides, tables, shelters, boating, etc. \$20,000 down. Write S. M. Shaw, Portersville, Pa.

ANIMATED SHOWS—CURIOS: WAX. Large supply. Call or stamp. 2728 S.E. Salmier St., Portland, Ore.

BATTERY DEAD? HOW I KEPT ONE BATTERY for 4 years, 2 years beyond its normal life for 10¢; at most stores. What to buy and how to do it. Send \$2. G. Jones, Gravois Mills, Mo. dell

CHRONICLE—AMERICA'S EXCITING LIT- tle magazine; articles, stories, hobbies, songs, cash prizes, world events, entertainments. Advertisers look! inch. \$10; current edition, 25¢ coin. McPlastens, BCCO 609 West First, Los Angeles, Calif.

COSTUME SHOP IN SOUTHERN CALIF. willing to sacrifice for quick sale. Owner leaving. Costumes Clean, in excellent condition. Shoes, Hats, Swords, Clowns, etc. Fixtures, equipment thrown in. Value \$45,000. Asking \$18,500. New York Costume Co., 1041 Seventh, San Diego, Calif. ja1

"EMPIRE ADVERTISER" MAGAZINE tells how to earn money by mail. Dime brings sample and special membership offer. Siegal, Box 84, New York 12, N. Y.

FOR SALE—PENNY ARCADE AND POOL Room; three pool tables, 55 Arcade machines; vacation center, open year around, \$11,500. Taxi cab stand, franchise cab with accessories. Box 576, Oceanlake, Ore.

LINCOLN AUTOMATIC DOUGHNUT MA- chine, Model D; 25¢ gets it; cost approx. \$1000. Grady Bruce, Greer, S. C. Phone 9191.

MUSIC STORE FOR SALE—ONLY ONE IN fast growing town of 10,000 population. Long term reasonable lease. Good location. Selling C.O.D. Sample \$50. Contact Bill Day, 611 W. Main, Brownfield, Texas, Ph. 3171.

NEW ELECTRIC MACHINE BAKES

greaseless doughnuts; attracts crowds; you'll coin money serving hot doughnuts; weighs 60 pounds; small investment; free recipes. Norbert Ray Co., 3605 S. 15 Ave., Minneapolis 7, Minn.

PAINT SIGNS WITH MASTER PATTERNS.

Set 1 1/2" to 12" prepaid, \$1. Sample, 3¢. Eyerly, BB-583, Newton, Iowa. dell

TIMELY TIPS MAGAZINE, PAULDING 2,

Ohio. Prints money-making plans, ideas, tips, opportunities each monthly issue; 30th year; \$2; current copy, 25¢.

COSTUMES, UNIFORMS, WARDROBES

COSTUMES, WIGS, OSTRICH FEATHERS, Rhinestones, Tuxedos, Tails, Orchestra Coats, Derbyes, Top Hats, Strip Costumes, Minstrel's cheap. Leroy Carpenter, 10 Eldorado Place, Weehawken, N. J.

FOR SALE SECONDHAND GOODS

ABOUT ALL MAKES OF POPPERS—CARAMEL Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krieger Korn, 120 S. Halsted, Chicago, Ill. de25

HOME NEAR LOS ANGELES—2 BED room, \$9500. Terms. Pat D. Beck, 6136 Nevada Ave., Hollydale, Calif. Phone MErcalf 31601.

FOR SALE—SECONDHAND SHOW PROPERTY

BINGO EQUIPMENT—STAINLESS STEEL. Flasher, Capitol Blower, two thousand double lap cards; used one week; cost \$650; will take \$350. H. Townsend, 11 Scott St., Tonawanda, N. Y. dell

FOR SALE—KING CHOO CHOO RIDE. Bought new last May; used 12 weeks in Kiddie Park. Can see in operation. Perfect condition. Robert Ferdinandeon, Box 7, Huron, Ohio. Phone 6895.

FOR SALE—A GOOD BUY; NUTLESS

shows with powerful drawing power. Exhibit trailer tandem wheel; can furnish exhibits or separate. Iron lung and medical exhibit; 30 wax subjects in individual glass cases. Snake exhibit; 100 jars of snakes and other wild life, with sensational blow-ups for fronts. Great show for the islands or any road side exhibit. Sam Houston, 5717 Harkins Ave., Los Angeles, Calif.

FOR SALE OR LEASE—REASONABLE: #5

Ell Wheel. Good condition. G. Williams, 22 Artillery Drive, Sumter, S. C. de18

HOT DOG, POPCORN, FROZEN CUSTARD, Doughnut machines; matched sets of grills, griddles; any, all types equipment for indoor-outdoor profits. State your requirements. Star, 2904 12th St. N.W., Canton 8, Ohio. Phone 4-6823. de18

MAPLE FLOORING—USED 33/32, 4500 SQ.

ft. Good condition, \$900. K. H. Anger, 243 Malloy, San Antonio, Tex.

MINIATURE TRAINS—ALL SIZES,

gauges; new, used, custom built. Photos, details. \$1 bill refunded. Miniature Trains, 33B Winthrop, Rehoboth, Mass.

2000 STADIUM CHAIRS, BLEACHERS,

Theater Chairs, Folding Chairs, Tents, Screens, Projectors, Sidewalk, Lone Star Seating Company, Box 1734, Dallas 1, Tex.

INSTRUCTIONS BOOKS & CARTOONS

ASTROLOGY OCCULT EASY LESSONS— books; tarot, psychic aids, curious charts, spiritual products. Free booklet. Dasaro, 2400 South Michigan, Chicago 16, Ill. de11

YOU CAN ENTERTAIN WITH CHALK

Talks and Rag Pictures—Laugh producing programs, \$1, catalog 10¢. Balda Art Service, Oshkosh, Wis. de18

128 PAGES OF COIN TRICKS, \$1; ILLU-

strated. Also instructions for throwing your voice, 25¢. D. Clayton, Conover, Ohio.

MAGICAL APPARATUS

A BRAND NEW #24 CATALOG—MIND- reading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Palmistry, Buddha, Graphology, Magic; 144-page illustrated cat. \$0.50 wholesale. Nelson Enterprises, 336 B. S. High, Columbus, Ohio. de25

MINIATURE RADIOPHONE FOR MEN- talists; weighs less than pound; easily concealed; illustrated brochure, specifications, price. Nelson Enterprise, 336 B. S. High, Columbus, Ohio. de25

MISCELLANEOUS

GENUINE MINK OR RABBIT FOOT KEY chain, attached to souvenir mailing card 10¢, 12 for \$1. Have fun! Treat all your friends, boys and girls. Charles Brand, 154 West 27th, New York. Dept. B. ch ja1

JUGGLING CLUBS AND ROLLING Globes. Made to order. Finest of crafts, magic and material. Jack Miller, 1865 North Kansas Ave., Springfield, Mo. de11

PARAGUAY HEROES SET—THREE VAL- ues, free with our worldwide books on approval. Henry Stamps, 8075-F Hildale, Detroit 34, Mich. ch

PRINTED REPRODUCTIONS OF ANY- thing handwritten, typewritten, printed, drawn. Also autograph music printing. Kennedy Printing Co., 173 Washington St., Barre, Vt. de18

RECORD COLLECTION—POSSIBLE COL- lectors items; 500 Bing Crosby, 300 misc. List available for interested. Write Jack Van Demark, 4606 Maple, Bellaire, Tex.

SHOOTING GALLERY AND PLAYLAND for sale, long lease. Call Ni. 5-2026 between 10-11 a.m. N. Y.

TAPE RECORDERS, TAPES, ACCESSORIES. Unusual values. Dresser, Box 66B, Peter Stuyvesant Station, N. Y. 9. ch-29

The New Olympic GYRO-TOP

Exclusive to Pitchmen

All Metal—Factory Balanced

Four Colors—Every one a Winner. \$3.00 per doz.

F.O.B. South Gate, Calif.

25% Down with Order

Balance C.O.D. Sample \$50-ppd. Immediate Delivery

c/o DeRoy Mfg. Co.

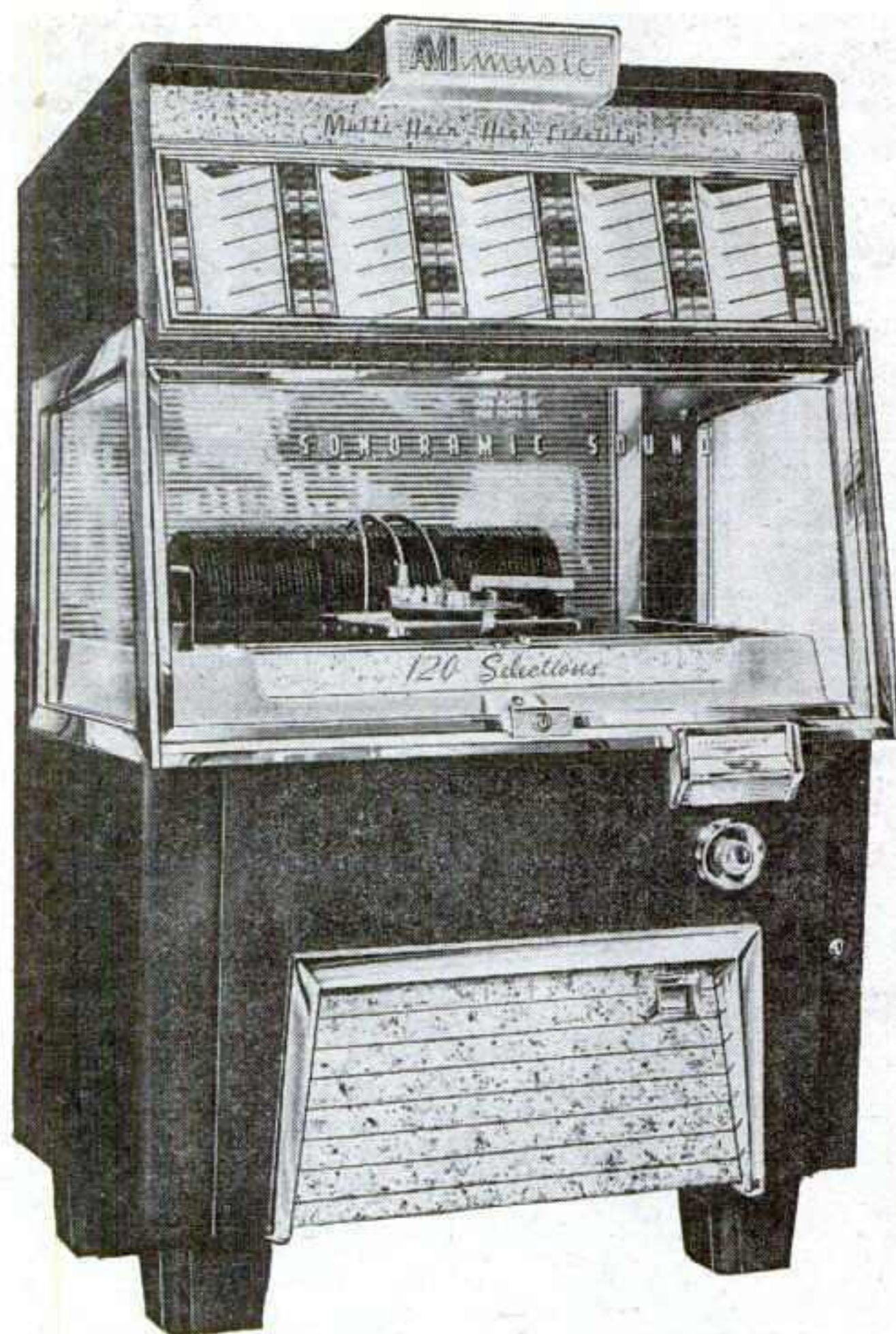
3108 Atlantic Boulevard

South Gate, California

GIVE TO DAMON RUNYON CANCER FUND

AMI NEW Model "F" is the **first**

phonograph in the world with a self-contained multi-horn sound system



Only the most expensive custom-built high fidelity sound systems are comparable to the Model "F"—and they cost as much or more than the entire AMI juke box itself!

Full Range Multi-Horn High Fidelity

Sonoramic Sound

120, 80, and 40 Selections

Choice of 8 Spectacular New Colors:

Tahitian Brown, Firecracker Red, Happy Blue, Paddy's Green, Bright Sand, Sunburst Yellow, Atoll Coral, Embered Charcoal.

*Originator of the Automatic
Selective Juke Box in 1927*

AHEAD THEN—AHEAD NOW

AMI Incorporated

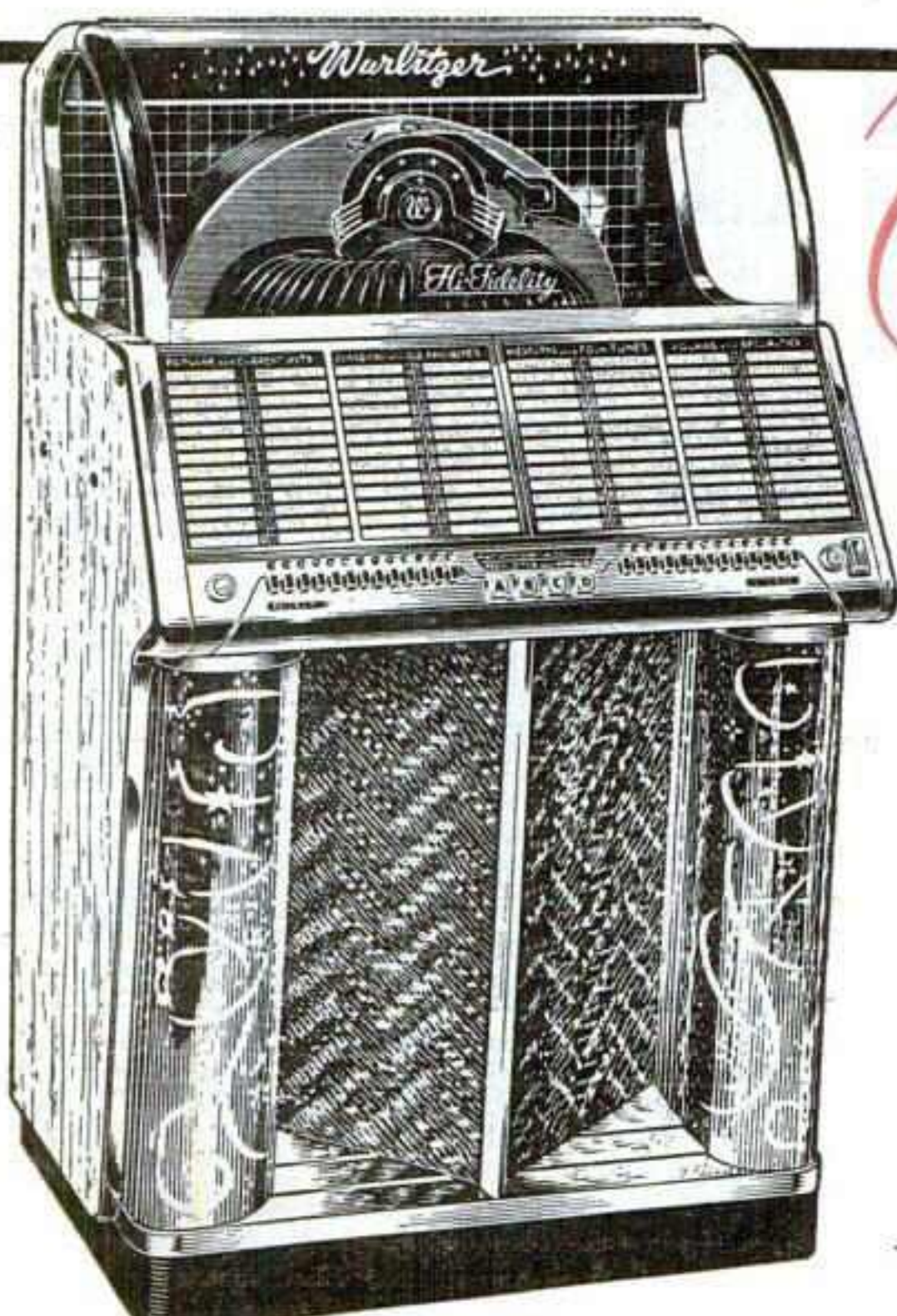
GENERAL OFFICES AND FACTORY: 1500 UNION AVENUE, S.E., GRAND RAPIDS 2, MICHIGAN

Licensee: Jensen Music Automates—building the IMA-AMI Juke Box sold through Oscar Siesbye A/S, 5 Palaisgade, Copenhagen K., Denmark

STILL THE LEADER IN

HIGH FIDELITY

TONE



Wurlitzer 1700HF

The High Fidelity sound system engineered for the Wurlitzer 1700HF Phonograph literally and audibly takes the mask off the music. It is true high fidelity with ample speaker capacity to reproduce the full tonal music range audible to the human ear. People like to listen to it. That's one of many reasons why every Wurlitzer 1700HF is taking in MORE MONEY than the phonograph it replaced.

**HEAR IT-SEE IT-BUY IT
AT YOUR WURLITZER DISTRIBUTOR**

**The Rudolph Wurlitzer Company • North Tonawanda, New York
Established 1856**

NO MORE NIGHTMARES!



with the **ROCK-OLA**

Trouble-Free, Service Proven Mechanism

Ask Your Route Man—He Knows!

ROCK-OLA

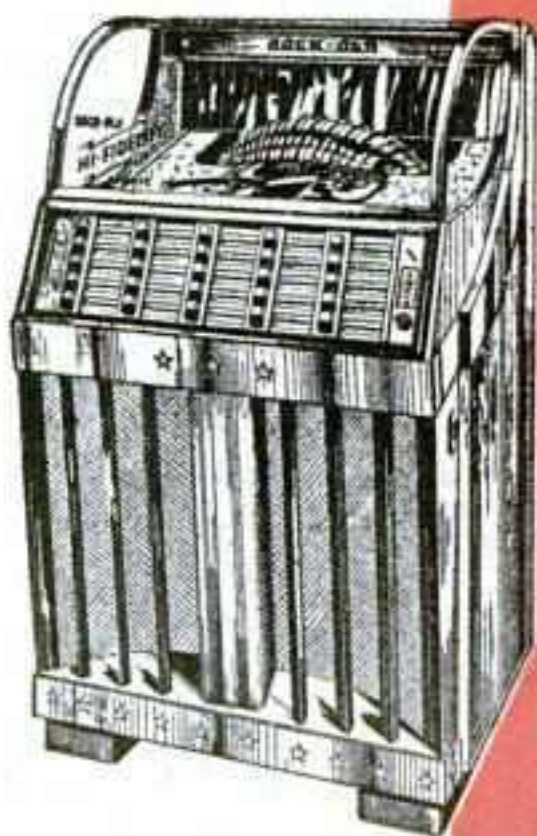
120 SELECTION Models

50 SELECTION Models

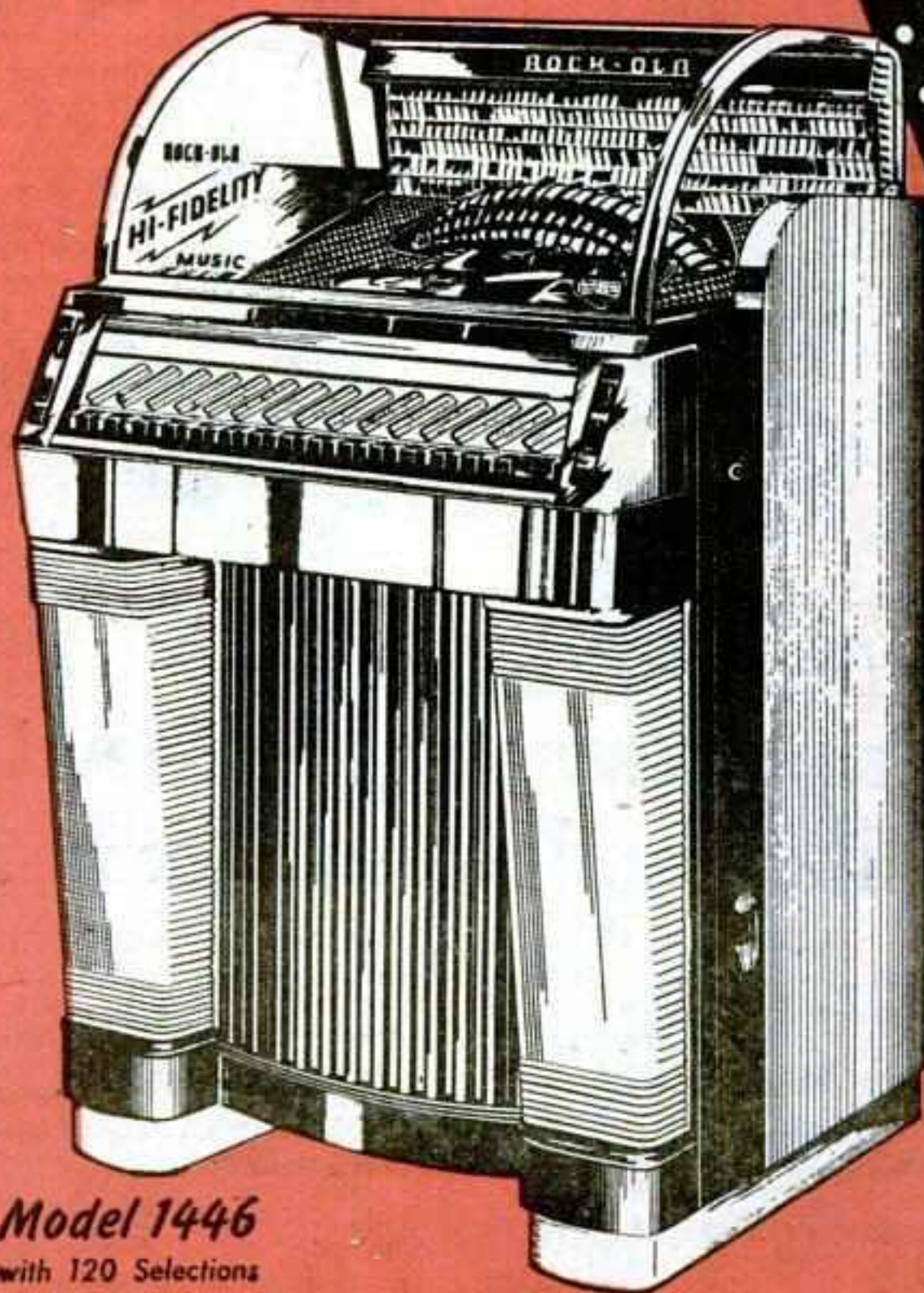
HI-FIDELITY Phonographs

The Well-Rounded Line
for Every Location

- True Hi-Fidelity Tone
- Modern Cabinet Design
- EZ Accessibility to all parts
- Trouble-Free Coin Collection



Model 1442
with 50 Selections



Model 1446
with 120 Selections

*Both so small
in Size*

(LESS THAN 30" WIDE)

*Both so Big
in Profits*

ROCK-OLA MFG. CORP.
800 N. KEDZIE AVE. • CHICAGO 34

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

A BETTER DEAL ALWAYS

BINGOS	DRINK MACHINES	ARCADE EQUIPMENT
Atlantic City \$125.00	6 Supervends, 3 sel.	Ex. 6 Shooter \$125.00
ABC 50.00	1000-cup capacity,	Space Invaders 95.00
Bally Beauty 325.00	with change makers \$200.00	Seeburg Bear Gun .. 150.00
Beach Club 310.00	6 Sneads, single 10-oz.	DeLuxe Photo 395.00
Hi-Fi 395.00	cup, 1000 capacity .. 125.00	Genco Sky Gunner... 175.00
Saddle & Turf 295.00	3 Mills, single drink,	Un. Jungle Gun ... 425.00
Yacht Club 150.00	400-cup capacity,	Ex. Shooting Gallery 425.00
Coney Island 75.00	with change maker 150.00	Bally Big Inning ... 150.00
Cabana 185.00	6 Hupp, single drink,	Heavy Hitter 40.00
Five Stars 50.00	400-cup capacity .. 110.00	Goalee 100.00
Hawaii 395.00	6 Revco Ice Cream	C. Coin Pistol 95.00
Tropics 225.00	Cup, 2400 Model .. 125.00	Evans Bat-a-Score .. 165.00
Mexico 435.00	2 Craig Ice Cream Bar 125.00	Evans Ski-Roll 95.00
Nevada 430.00	COUNTER MACHINES	Ex. Dale Gun 55.00
Palm Beach 140.00	5 ABT Skill Guns .. \$ 20.00	Genco Basketball .. 350.00
Spot Lite 75.00	30 ABT Challenges .. 20.00	Lite League 75.00
	6 Genco Pee-Wees .. 20.00	Midget Movies, Latest 185.00
	90 3-Way Grippers .. 20.00	Quizzer With Film .. 95.00
	Shockers, New 24.50	Sci. Pitchin' & Bat'm 185.00
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	17 Wizards, Sr 18.50	Super World Series .. 195.00
	4 Target Skill Guns .. 18.00	Hayburners 75.00
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		Standard Metal
		Typewriter 275.00
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		Grandma Fortune .. 125.00
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		Harvard Metal Typewriter 150.00
		AUTO PHOTO , completely reconditioned—\$1850.00.
		CIGARETTE VENDORS
		5 8 Col. Eastern Elec. \$115.00
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		10 9 Col. National 950 110.00
		1 5 Col. Rowe Elec. 95.00
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		PX 10 col. 110.00
		All Factory Shopped—
		25¢ Chute—King Size.



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NOW DELIVERING MODEL E

Cleveland Coin MACHINE EXCHANGE, INC.
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 All Phones: Tower 1-6715

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NINE SISTERS \$115	STRUGGLE BUGGIES \$115
HONG KONG 45	DEALER 145
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GUN CLUB 95	QUEEN OF HEARTS.. 85
TWENTY GRAND ... 50	POKER FACE 125
FOUR CORNERS 45	GRAND SLAM 95
DISC JOCKEY 45	MARBLE QUEEN 115
PIN WHEEL \$125	

Exclusive Gottlieb, Williams, Seeburg, Chicago Coin, Genco and United Distributors.

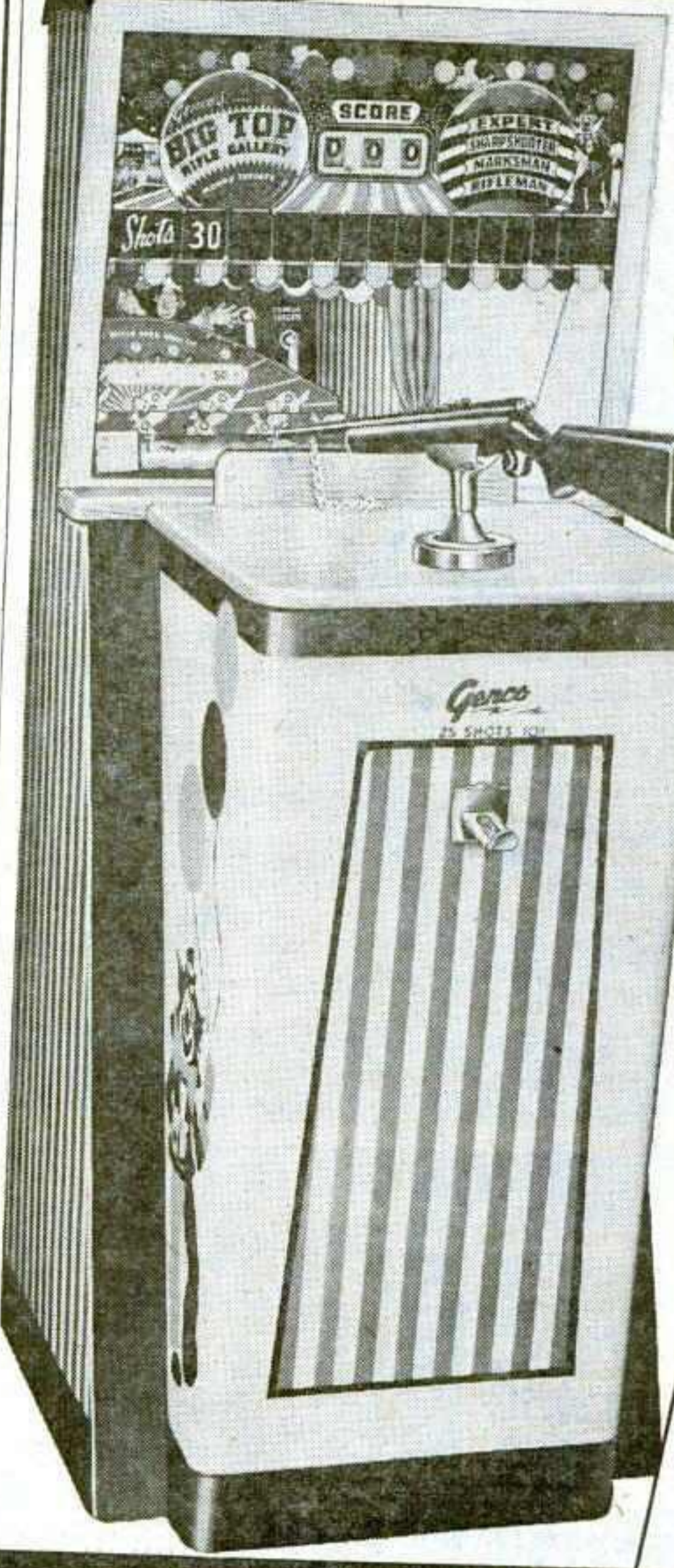
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BIG TOP

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 WILL GO THRU ANY DOOR

GENCO MFG. & SALES CO.
 2621 North Ashland Chicago 14, Illinois

NEW UNITED MERCURY
COMET—SHUFFLE SKEE
BINGO—SINGAPORE
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CARNIVAL GUN—MOVING TARGET USED SHUFFLES
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 United Star 10th Frame 319.50
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 Many More Used Shuffles & Pinballs.
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CENTRAL OHIO COIN MACHINE EXCH.
 525 S. HIGH ST. COLUMBUS 15, OHIO
 Capital 4-7254

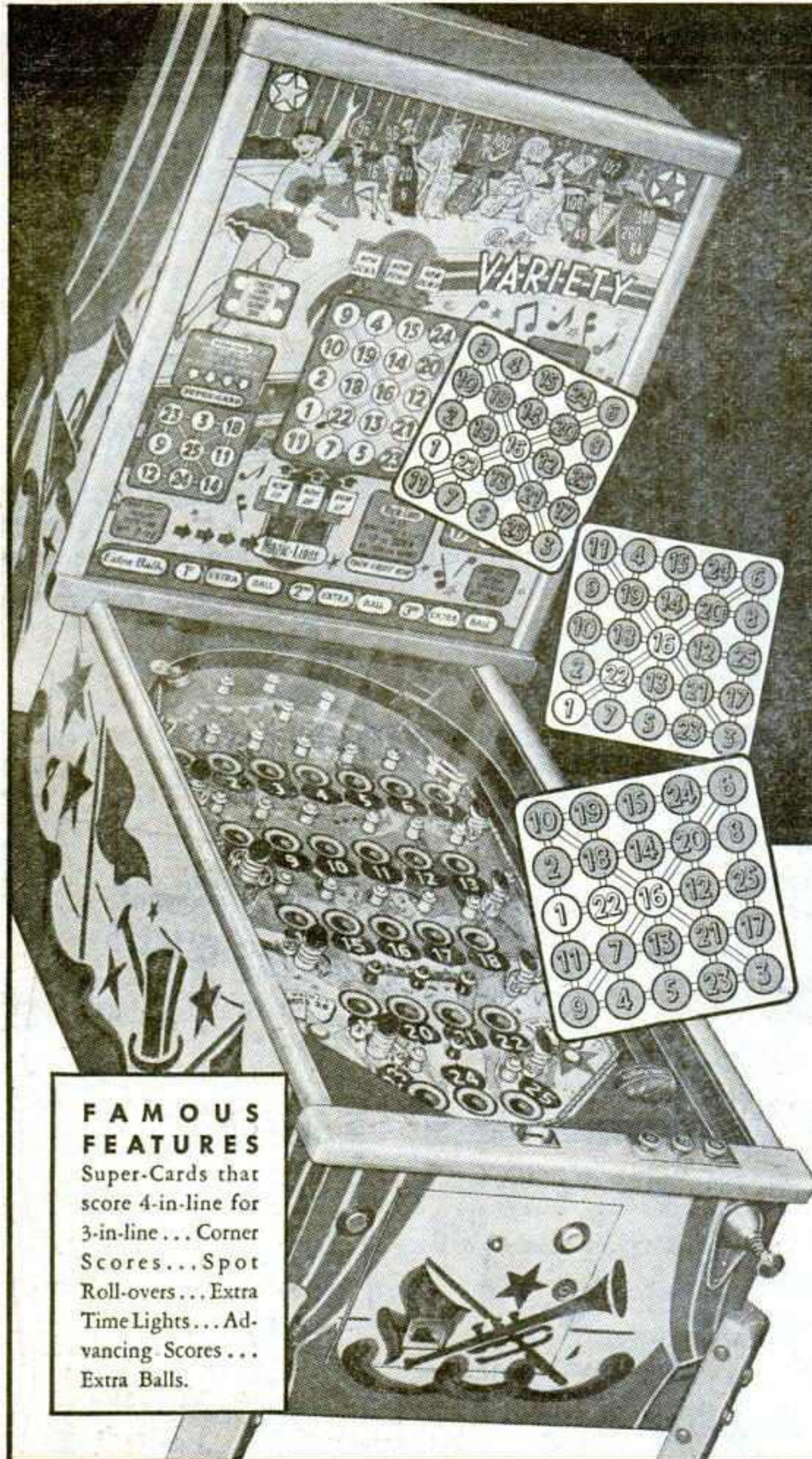
Panoram Operators! FOR SALE
 Overhauled Projectors for Spares. We carry a full line of Panoram Parts.
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ASCME SPECIALS... WRITE or PHONE!

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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.

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.

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!

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- CASCADE ALLEYS \$139.50
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 - DUDE RANCH 300.00
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Rock-Ola 1442 Hi Fidelity, 50 Selection
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Bally Variety
Bally Magic Bowler
Bally Kiddy Rides
Chicago Coin Thunderbolt
Complete Line of Bally Bingo Parts

USED EQUIPMENT—Ready for Location

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AMI D-40 \$300.00	United Imperial . . \$265.00	Spot Lights \$ 75.00
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Rock-Ola 1436 Fireball, 45 RPM, 120 Sel. Write or Call for Special Price	Bally Champion . . . 425.00	Surf Clubs 425.00
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1015 Wurlitzer (while they last) . . 75.00		

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- 2 CHICAGO COIN ADVANCE. Ea. \$225.00
- 3 CHICAGO COIN HI SPEED CROWN. Ea. 150.00
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Wurlitzer Model #1217 Hideaways

Send Quantity and Condition, by return mail immediately to:

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Realigned and Resurfaced, 75¢ each. Compare them with new cartridges. Cartridges returned within 10 days.
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100-B 565	
100-A 375	
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AMI	
E-120 \$595	
D-80 485	
D-40 385	
C 250	

BINGO	ALLEYS
NEVADA \$445	TEAM BOWLER . . . \$350
HAWAII 350	IMPERIAL 275
BRIGHT LIGHTS . . . 95	LIBERTY 145
SPOT LIGHTS 95	CASCADE 145
CONEY ISLAND 95	

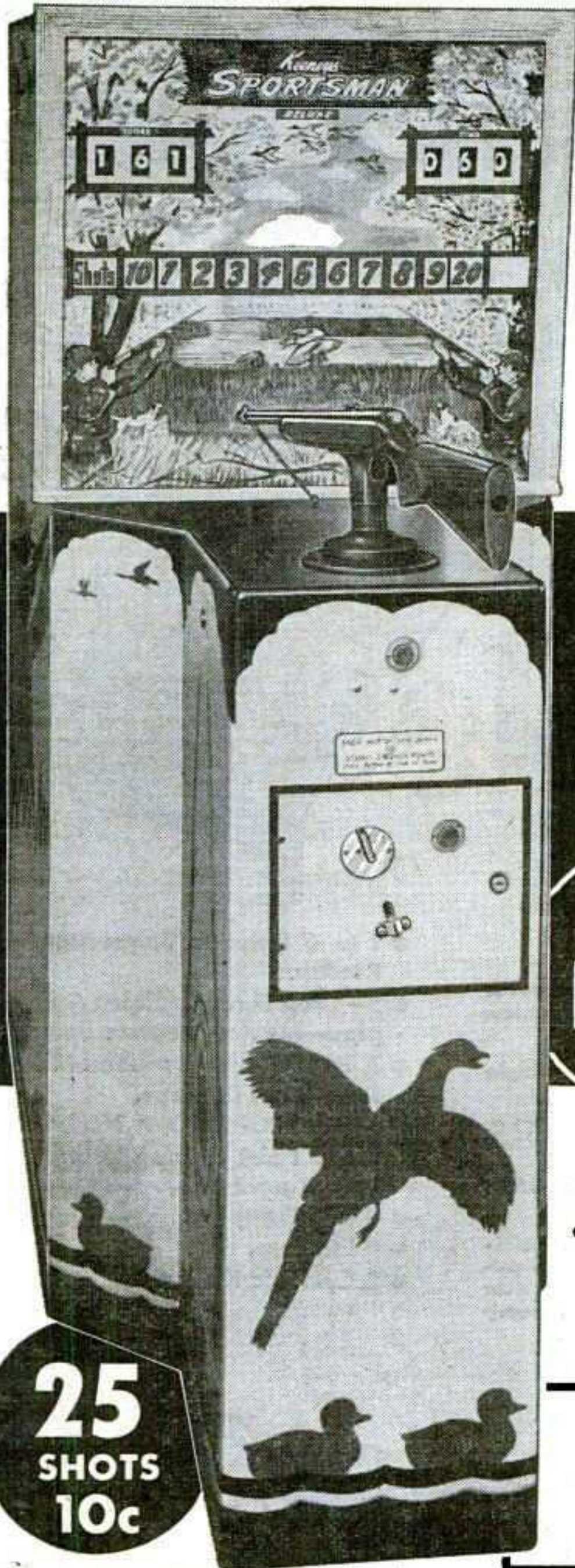
GUNS—Special Prices
Genco Sky Gunner \$145
Exhibit Shooting Gallery 285

REDD DISTRIBUTING CO., INC.
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Exclusive Distributors for **WURLITZER—BALLY—UNITED**

NEW KICKER & CATCHERS, 1c or 5c—WRITE

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CLAYT NEMEROFF • CHARLEY PIERI
Write for Latest List.
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NEW! FASTER! MOVING TARGETS!

Keeney's **DELUXE SPORTSMAN**

BIG EXTRA BONUS: Higher Scores **New MATCH-A-SCORE "0 to 9" gives player** Speedier Play!
10-50-100-200 or 500 Award Points!

- FEATURES**
- Rabbits—Pheasants—Ducks **POP-UP** on mystery basis!
 - Roving Targets always on-the-move in realistic 3-D colorful hunting scene!
 - Slug Rejector • Standard 6 volt bulbs
 - Genuine Regulation Hunting Rifle!



2 BONUS POINTS added to score for each unit of time under 60. Timer can be set to stop at 100-200-300-400 or 500 at option of operator.

Cabinet only 29 in. at widest point.

FITS EVERY LOCATION!

- 5 DUCKS** in back row.....3 points each
- 5 PHEASANTS** in center row.....20 points each
- 5 RABBITS** in first row.....2 points each

IMPORTANT!

This original combination of roving POP-UP TARGETS creates a brand new desire for competitive target shooting thru a true test of marksmanship.

also AVAILABLE AS *Keeney's* **SPORTSMAN** without Match Feature or Replay Button

SEE YOUR KEENEY DISTRIBUTOR NOW!



SEE IT! TRY IT! Keeney's Deluxe Sportsman far surpasses any gun you've ever operated. It is without equal for producing gun game profits!

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

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BINGO SPECIALS

- HI-FI\$410
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- PALM SPRINGS 350
- BEACH CLUB 300
- DUDE RANCH 300
- BALLY BEAUTY 220
- YACHT CLUB 160
- FROLICS 160
- ATLANTIC CITY 110
- SPOT LIGHT 75

JOHNSON FAREBOX COIN COUNTERS, slightly used, like new 180

1/3 deposit with order. Write to

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Keeney Century, Match, 3/25c\$415
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Keeney Carnival 175
Keeney 10 Pl. Team 125
Keeney & Pl. League 65
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Un. Imperial, Match 295
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Un. Clover, Match 175
Un. Official, Match 95
Un. League 335
Un. Olympic 175
Un. Cascade 165
Un. 10th Frame Super 125
C.C. Triple Score 195
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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.

18 FT. ROCK-OLA SHUFFLEBOARD \$149.50

BINGOS—Write for latest prices.
This Week's Special—Exhibit Shooting Gallery, \$275.

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Shuffleboard Game Wax, Case (12) & 3.50	
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A POWERFUL PAIR!



STAGE COACH

and proven, accepted

GOTTLIEB'S

Super JUMBO



1-2-3 or 4
can play
at the same
time!

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- TRIPLE MATCH Feature with multiple play awards.
- MODERN MASSIVE CABINET.
- BURGLAR-PROOF CASH BOX.
- ADVANCE DESIGN SCORING UNITS! A Gottlieb perfected unit with heavy duty coils; metal drums for easy cleaning.

- 1 to 6 Rotation Sequence Awards Replay.
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- A-B-C-D Rollovers When Made Give Additional Replays.
- HIGH SCORE TO 7 MILLION.
- Super Point Scoring Using Multiple Point Targets.
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SEE THEM
AT YOUR
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NOW!

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VALUES—Bigger and Better—at WORLD WIDE

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LEADER	325	10TH FRAME	145
		STAR	145

MISCELLANEOUS

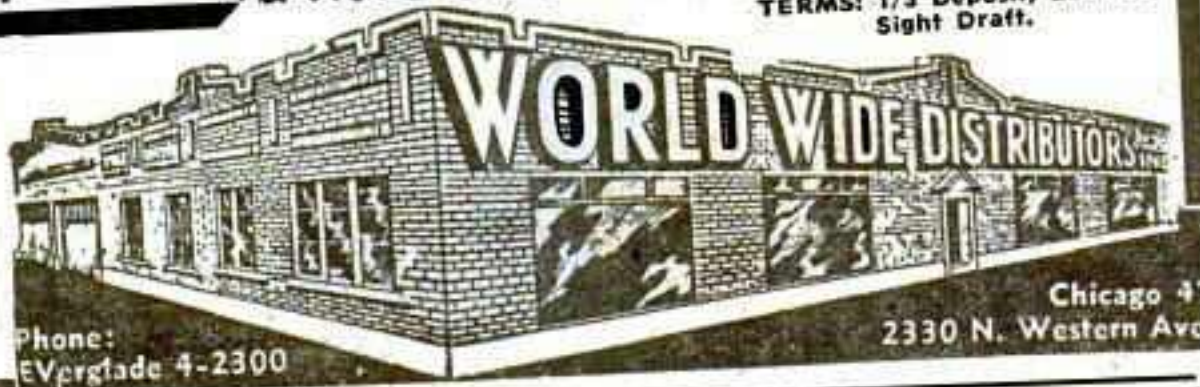
W/M ALL STAR BASE-BALL	\$310
SEEBURG M-100B	575
WURLITZER 1500	445
WURLITZER 1500A	565

TERMS: 1/3 Deposit, Balance Sight Draft.

Exclusive Distributors **ROCK-OLA**
HI FIDELITY PHONOGRAPHS
120 OR 50 SELECTIONS • 45 R. P. M.
Immediate Delivery!

SPECIAL!
ALL BRAND NEW IN ORIGINAL CRATES:
ChiCoin FLASH BOWLER
United DELUXE 11TH FRAME
Exhibit STAR SHOOTING GALLERY

WANT TO BUY
A. M. I. MODELS A, B, C
GENCO MATCH POOL
LATE GOTTLIEB 5-BALLS



Phone: EVergside 4-2300

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SEEBURG M-100-B. \$575.00

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Joe Ash Says . . .

FOREIGN and DOMESTIC BUYERS
will find TROUBLE FREE machines
at LOWER PRICES here.

THIS WEEK'S SPECIALS

CHICAGO COIN ALLEY
TRIPLE SCORE

.....\$195.00

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..... 299.00

FOR IMMEDIATE DELIVERY

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AMUSEMENT MACHINES CO.

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Write or wire for prices

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WHAT'S NEW IN COIN MACHINES?
WHAT ARE THEY GETTING FOR USED EQUIPMENT?
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Find out every
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Yes Please send me The Billboard for one year at \$1
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Another **FIRST!** chicago coin's

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NEW!... 4 WAY MATCH PLAY!

NEW! EXCITING SUSPENSE FEATURE!

"Flash-O-Matic"
SCORING...



LOOK!

Unbreakable
PLEXI-GLASS
Score Panel
and Shield!

- 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!

- High Speed
Scoring!
Fast Play!

- TWO
GAMES
IN
ONE!

Easily Adjustable
from "Flash-O-Matic"
to Advance
Scoring!

- FOUR DRUM
SCORING!

All 4 Drums
Operate to Score!

chicago coin's ACTION PACKED BOWLER
FIREBALL

Contains all the Features of THUNDERBOLT but is played as
a regular Bowler. It's the Most Fascinating Innovation in
Bowling games in many years.

1725 W. DIVERSEY BLVD. • CHICAGO 14

chicago
coin

MACHINE COMPANY



I'm not too good

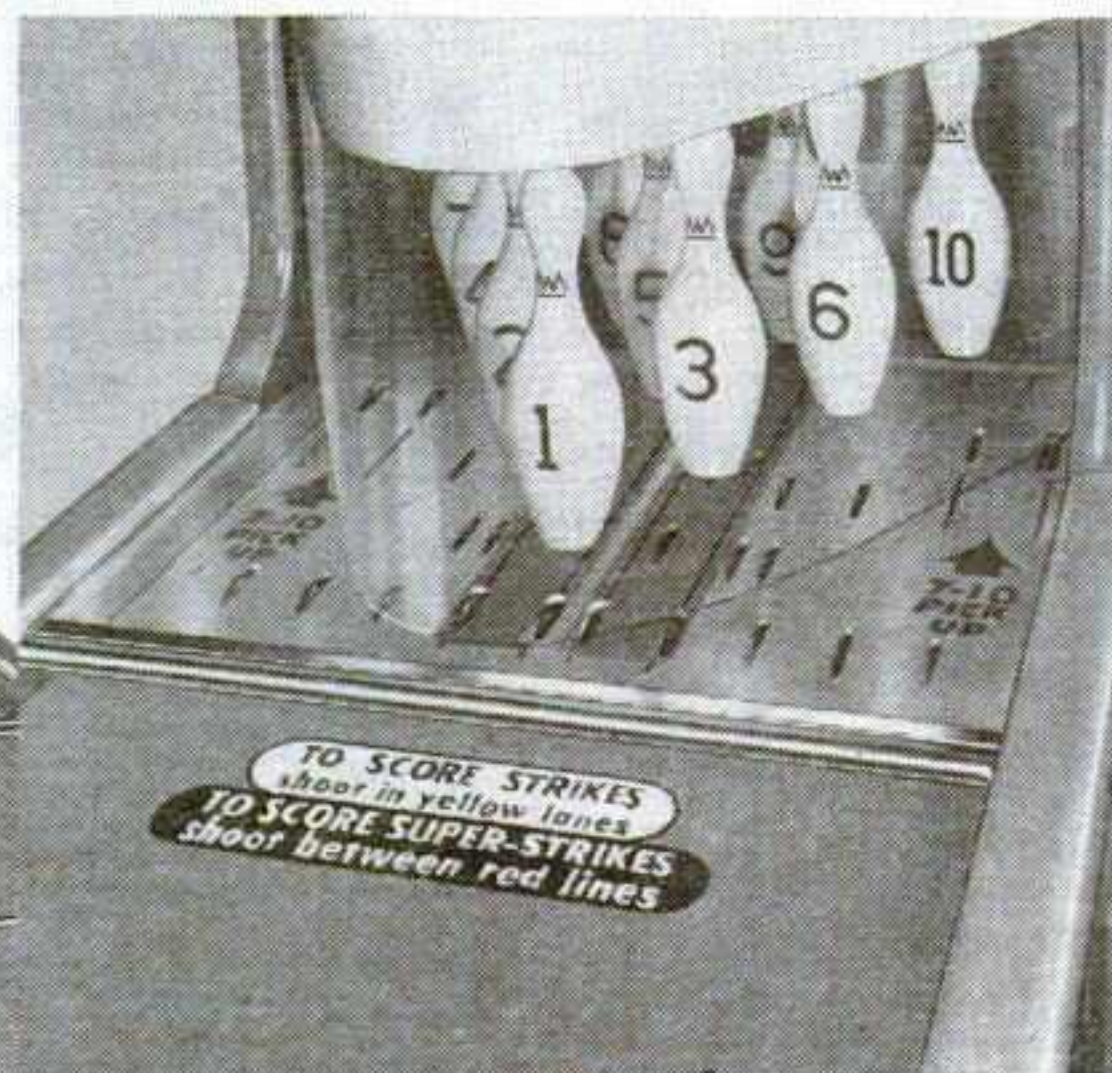
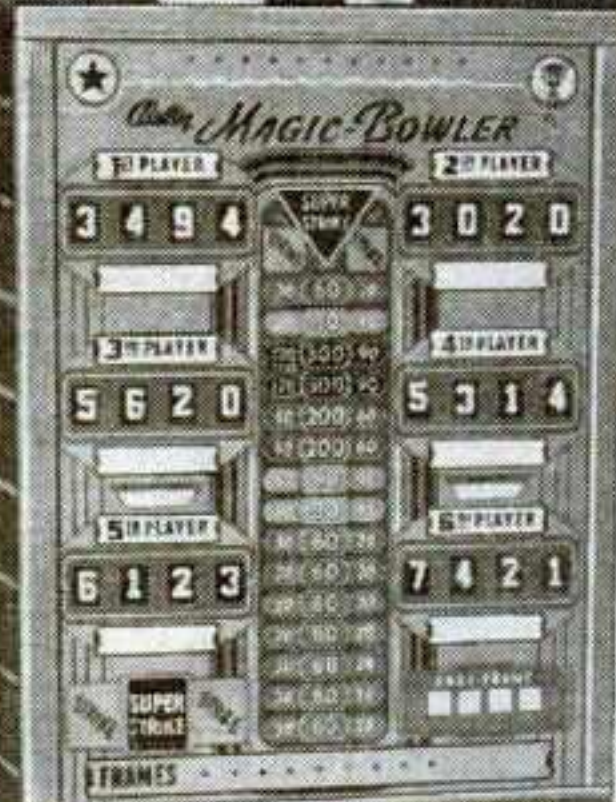
BUT I CAN SCORE STRIKES

YOU'VE GOT TO BE GOOD TO HIT THOSE FANCY EXTRA-SCORING

SUPER-STRIKES

Typical comment, heard on location, tells the play-appeal reason for record-smashing earning-power of newest Bally shuffle-bowling sensations—MAGIC-BOWLER and MYSTIC-BOWLER. Average players hit plenty of Strikes, enough to hold their interest and keep them coming back to try for Super-Strikes. Better-than-average players, who soon get bored with "too-easy" Strikes, find a new thrilling skill-satisfaction in the new thrilling Super-Strike feature. So MORE players play MORE . . . and operators earn MORE! Read the big bowler news below.

- Light-up scores
- Club-styled cabinet
- Adjustable 10-5 frames
- 7-10 Pick-up
- Last Frame Feature adjustable to allow player to keep shooting as long as he scores Strikes, Super-Strikes
- Formica playfield
- Giant realistic pins
- Hinged playfield, pin-hood and doors
- Speedy Totalizers
- Instant pin re-set
- Quiet operation
- Sturdy, trouble-proof mechanism



How SUPER-STRIKES boost play, profit

PUCK shot along strike-lanes (grey in picture, yellow on actual game) scores Strike. But, if puck stays between lines marked on strike-lanes (black in picture, red on game), score for knocking down all pins is SUPER-STRIKE, listed in center column of backglass, up to a juicy 300.

SUPER-STRIKES increase earning power by attracting and holding extra-skilled players, without discouraging players of average skill. Result is that MORE players play MORE, operators earn MORE.

POPULAR Speed-Control SCORE-BOOSTER

Player controls speed of shot—not too fast, not too slow—to ring up highest scores for Spares, Strikes and the new thrilling SUPER-STRIKES.

Bally

Magic-Bowler

WITH POPULAR MATCH-PLAY

CHOICE OF DIME-A-PLAY OR DIME-A-PLAY, 3 PLAYS FOR A QUARTER POPULAR SIZE: 8 FT. BY 2 FT.

Mystic-Bowler

WITHOUT MATCH-PLAY

Bally VARIETY

GREATEST IN-LINE GAME EVER BUILT
SEE PAGE 90

THE CHAMPION

GREATEST KIDDY-RIDE OF ALL TIME
SEE PAGE 89

UNITED'S DE LUXE

COMET

SHUFFLE-TARGETTE

SHUFFLE-TYPE SKEE-SKILL GAME

WITH NEW **UP UP UP** PROGRESSIVE SCORING



HEAVY DUTY MOLDED RUBBER
INSURES QUIET OPERATION

TERRIFIC SUSPENSE FINISH
LAST 2 SHOTS MULTIPLY SCORE 10 TIMES

12 SHOTS 10¢

ALSO AVAILABLE WITH TWIN CHUTES 10¢ AND 3 FOR 25¢
Popular Triple-Match Feature
(Also Available without Triple-Match)

SIX CAN PLAY

A TRULY GREAT COMPETITIVE GAME

EXTRA FAST PLAY

EQUIPPED WITH UNITED'S LATEST E-Z SERVICE FEATURES

SIZE 8 FT. BY 2 FT.

SEE YOUR DISTRIBUTOR

OTHER UNITED HITS NOW AT YOUR DISTRIBUTOR

SINGAPORE
Fast Action In-Line Game

6-PLAYER SHUFFLE ALLEY BOWLING GAMES

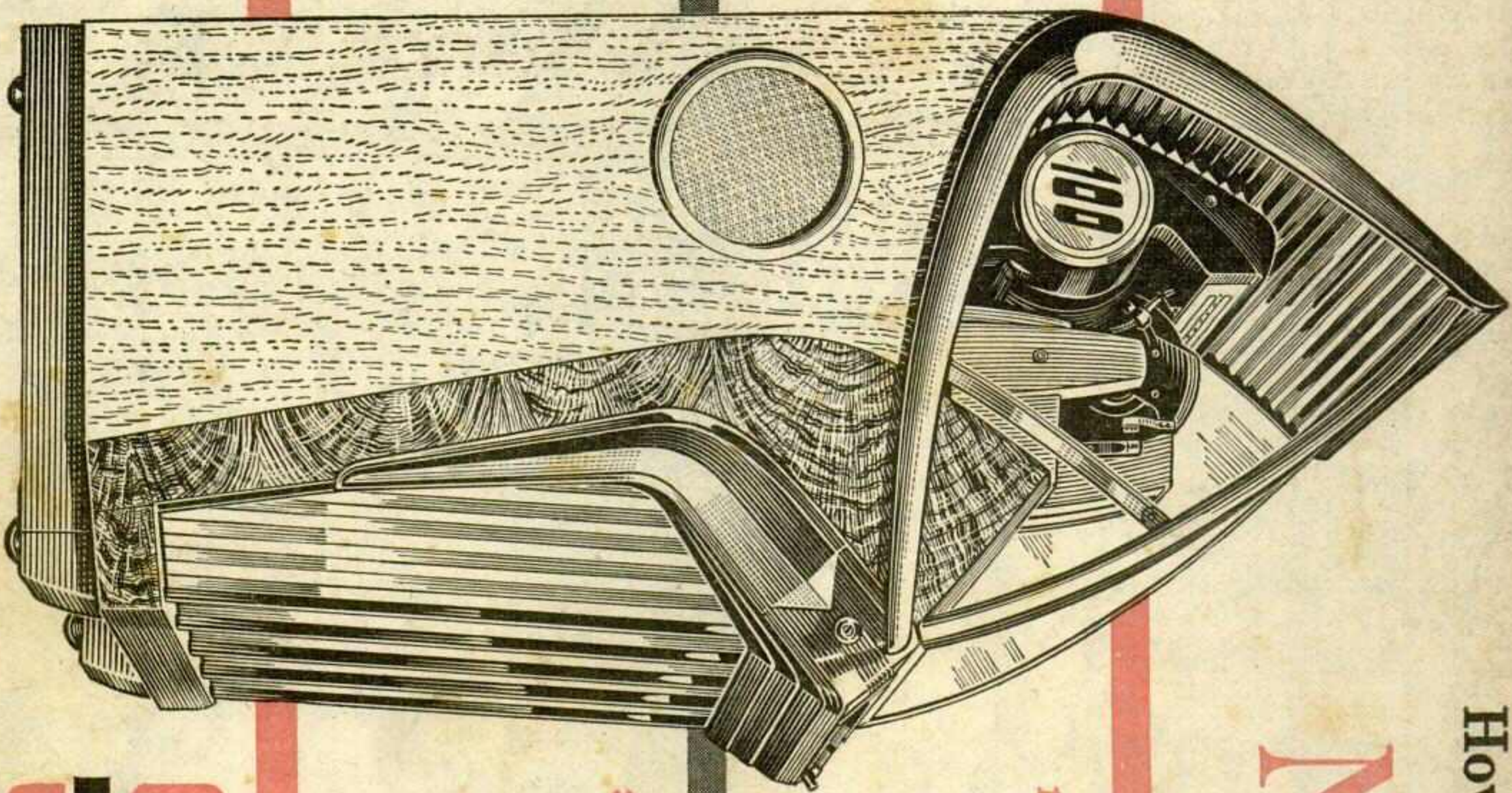
ARNIVAL GUN
Fast Play Shooting Gallery with TIME-BONUS SCORE



UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

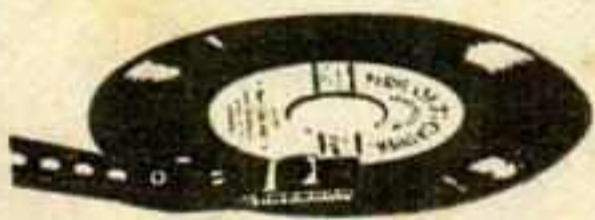
How Select-O-Matic "100" Music Systems give

New Listening Pleasure



1. High Fidelity Pickup

The key to new listening pleasure! This lightweight, spring-tension magnetic pickup, with a range from 20 to 25,000 c.p.s., assures faithful reproduction of every tone in the musical spectrum.



2. High Fidelity Amplifier

Finest amplifier ever built into a coin-operated music system. 20 to 25,000 c.p.s. range. Extremely low distortion characteristics across entire tonal spectrum. 25-watt rating.



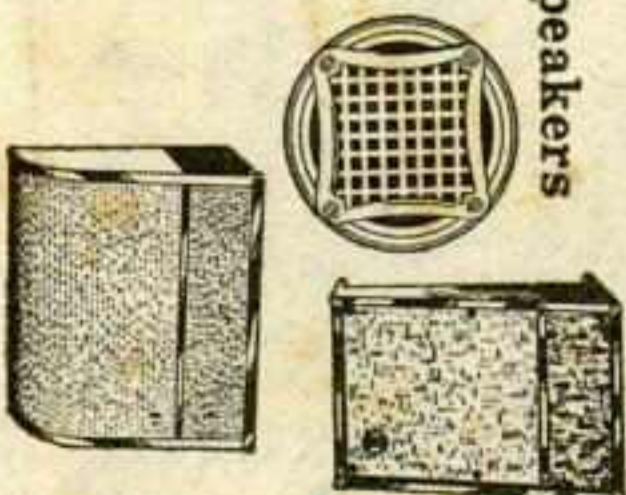
3. All-Directional Sound

Music faithfully reproduced in all directions! To accomplish this new concept of listening pleasure, Seeburg has integrated five separate speakers into the cabinet of the Select-O-Matic "100".



4. High Fidelity Remote Speakers

For the finest in scientific sound distribution! The complete new line of Seeburg high fidelity remote speakers includes recessed, wall and corner models. All are constant-voltage type, permitting complete interchangeability without accessories.



Seeburg
DEPENDABLE MUSIC SYSTEMS SINCE 1902
J. P. SEEBURG CORPORATION
Chicago 22, Illinois



America's finest and most complete music systems