

The Billboard

DECEMBER 26, 1953 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY  PRICE: 25 CENTS

Color Opens New Video Vista As Webs Gird for Supremacy

Major Networks In Struggle for Program Firsts

Four Tint Shows Scheduled by NBC Within 10 Days

NEW YORK, Dec. 19. — With color TV given the green light by the Federal Communications Commission this week, an upcoming struggle for program supremacy in multichrome already is developing between NBC-TV and CBS-TV. NBC-TV's recent concentration on color is paying off immediately, for within the next 10 days it will air four big color shows — "Amahl and the Night Visitors" tomorrow (20); a Christmas extravaganza, "Season's Greetings," next Tuesday; "Dragnet," on Christmas Eve; and the Tournament of Roses parade on New Year's Day. CBS-TV currently has one half hour a week in color, a variety show emceed by Mike Wallace.

NBC-TV's Colonial Theater has long been readied for full-blast color, and all but a handful of its top network shows already have had a trial run in multichrome. Some regular color programming is likely to begin once all the current NBC-TV shows have been exhibited. This will be early next year, when a full-scale drive will be made to sell color commercially to advertisers. The importance of color to the network and its affiliates is seen by the fact that it dominated the last affiliates' meeting, with new web president Pat Weaver predicting that color would help NBC return to its former dominating position.

High Gear

The CBS-TV color programing drive will also get into high gear now. During the first quarter of 1954, three such programs will be presented in the late afternoon; during the second quarter, its New York-originated commercial properties will be colorized; and during the third quarter of 1954, sponsored shows originating in Hollywood will get the same treatment. The speed of programing development during the fourth quarter will depend on the

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WHAT? NO PIC OF PETRILLO?

NEW YORK, Dec. 19. — Several record executives termed the negotiation sessions with James C. Petrillo, which were suspended yesterday (18), as "relaxed." And Petrillo handed each of the diskery execs a parting gift when the confab disbanded without reaching a new contract.

The gift included a copy of the Allied label's Eddie Oliver disk, "Petrillo," a book of newspaper cartoons of Petrillo which ran over the past 10 years, and a copy of Robert D. Leiter's book, "The Musicians and Petrillo."

THREE-D SOUND

Multicast Method Rated With Hi-Fi

WASHINGTON, Dec. 19. — Three-D sound, said by engineers to surpass high fidelity, will be introduced as soon as the Federal Communications Commission authorizes multiplex broadcasting (The Billboard, October 24). The FCC is now mulling proposals for rule-making for multicasting and is expected to propose rules for use of the new technique on the FM band within six weeks. Although the widest use of the new method would await FCC approval of sub-

scription F and fee TV, engineers say that, technically, multicasting is developed to the point where there are no obstacles to putting it into commercial use as soon as final rules are issued.

Developments in multicasting were summarized this week by William S. Halstead, president of the Multiplex Development Corporation, New York. The method, according to Halstead, would permit (1) FM broadcasting of 3-D, or stereophonic sound; (2) simultaneous transmission of up to four programs on the same FM or TV channel.

The cost of converting present FM and TV sets to the new method, said Halstead, would be low. An adapter to bring in the additional channels would cost around \$40 in mass production. To receive stereophonic sound, an extra loudspeaker would be needed in addition to the adapter. Transmitters could be converted to multicasting by the addition of a \$2,500 adapter, which would take only an hour to install.

On receivers equipped for multicasting, the listener could bring in any of three channels in addition to the regular program by pressing a button. Transmission of the extra channels does not impair the quality of the original program, said Halstead. The additional programs could serve stores or factories with music, or special purpose programs such as children's programs, weather forecasts or news reports. If FCC approves a subscription system,

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Ed Bracken's 'Got the Itch'

CHICAGO, Dec. 19. — Art Sheridan, Chance Records proxy, has signed Eddie Bracken, stage and movie star, to cut four sides for the label.

Bracken is currently appearing here in the stage play, "The Seven-Year Itch." Sheridan stated that the four sides would be released singly as well as in album form. Feature number will be the theme of the play which stars Bracken, "Got the Itch."

Other sides to be cut are "September Song," "The Night is Young" and "Just One of Those Things." This is the first attempt on disks for the veteran motion picture actor. Bracken said he would issue the albums for sale at the theater and donate the profits to the Actors' Fund.



... and a big 1954 to all our friends everywhere from all of us at

The Billboard

Nat Cole Hits 10-Year Mark

HOLLYWOOD, Dec. 19. — Nat (King) Cole notched the 10-year mark at Capitol Records this week, racking up a sales record of more than 15,000,000 single platter sales and an estimated 5,000,000 more via the album route.

One of the mainstays of the Capitol label, Cole's record of achievement is one that few artists attain. Since 1944 when his first records were released, Cole has managed to come up with at least one big hit in each of his 10 years at Capitol.

Cole was feted here Thursday (17) at an industry-wide cocktail party marking the event, hosted by Capitol Records proxy Glenn Wallichs.

AFM-Record Negotiations Break Down; Unique Impasse

NEW YORK, Dec. 19. — The failure of the record companies and the American Federation of Musicians to reach an agreement after one week of negotiation has created an extremely sensitive situation. No comparable labor-management relationship exists in the United States; and whereas it is quite common in ordinary labor cases for negotiators to exceed a deadline date, questions are being asked whether this can easily be done in the case of the present confab.

Element which makes the AFM-diskery relationship unique derives from the unusual situation attending the birth of the last contract. The latter required approval of the Justice Department, and entailed a trust agreement in addition to a labor agreement. The labor agreement specifically states that the period of productivity ends on December 31.

AFM and diskery men close to the legalities of the situation state there is some question as to whether the deadline could be easily extended. In view of the existence of the trust agreement, they point out that an extension

would technically require the approval of all concerned. This would mean not only the government but also hundreds of diskeries.

As stated, these are technical considerations. It is a moot point whether they will or will not be brushed aside. As of now, however, they have caused much apprehension and confusion.

An interesting point lies in the fact that the trust agreement is not subject to an expiration date. Should December 31 come and go without a contract, the present trust agreement would still obtain. It would apply, however,

only to those records made from masters cut up to December 31. Men close to the picture point out that it is quite possible that under a new labor contract, a new trust contract might be worked out which would leave the present trust agreement intact and applicable to the December 31 date.

What are diskeries doing presently? Most are frankly increasing their cutting schedules at a tremendous rate in order to build backlogs — a situation which is confirmed by execs at the musicians' union. Reports from the West Coast and Chicago indicate the same state of apprehension exists.

With regard to the backlog diskeries are building, it is pertinent to note that diskeries have not had much time. Five years ago, when a ban loomed, diskeries had about two months to build backlogs. As against five years ago, however, diskeries today have certain advantages in facing a crisis.

One advantage lies in the greatly strengthened foreign situation. Virtually all important

Tony Bennett at Copa for 3 Weeks

NEW YORK, Dec. 19. — Tony Bennett will play the Copacabana, opening February 4 for three weeks. Singer played the room last about two years ago, but since then has come up with a number of hit records. Myron Cohen will be the comic on the bill, with date set some time ago.

FCC Go-Ahead Presages Many Vital Changes

'Slow and Orderly' Development Seen Ahead for Medium

By BEN ATLAS

WASHINGTON, Dec. 19. — The age of compatible color TV, formally touched off by this week's long-expected go-ahead from the Federal Communications Commission, will usher in long-range changes destined to provide a new shot in the arm for the ever-growing broadcasting industry. But government and industry authorities alike are cautioning that 1954 will bring no miracles and that the changes in the first couple of years will be "slow and orderly."

The official go-ahead for commercial color, which becomes effective about January 20 (30 days after publication in the Federal Register) has come as an anticipated, almost routine event for manufacturers who have been planning for months for what is expected to be quite limited early output of rainbow-hue sets. Highlights as the new age of color TV dawn are as follows:

1. Industry leaders foresee black-white TV continuing dominant for years as color gets under way. The experts continue to point to color production in 1954 running short of 100,000 sets, hardly much more than a show-case item for dealers, and, according to FCC commissioners and industry bigwigs, a luxury item at that, selling at from \$800 to \$1,000, with a picture size of 12 1/2 inches.

2. Black-white TV will get renewed impetus from a powerful promotion drive stressing black-white's greater economy and good definition from color transmission. The industry expects to sell about 6,000,000 monochrome TV sets next year, which would be only 500,000 under estimated sales for 1953, a year when TV sets production has rolled well over 7,200,000 sets.

3. The age of color may launch a boom for UHF television. Not only will an increasing number of new black-white sets include UHF equipment, but all color sets will include it, too. Meanwhile, UHF stations will go on the air in greater numbers.

4. Revolutionary changes in packaging, labelling and graphic

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Billboard Backstage

By BOB FRANCIS

The phenomenal success of the New York City Center's current drama series continues to keep the town's temple of culture bulging at the seams with customers. Obviously, the public still knows a theatrical bargain when it sees one. But I wonder if the average City Center pew-buyer realizes what a bargain he is getting, in the way of personal sacrifices of time, effort and money by practically everybody engaged in the undertaking.

At a \$3 (plus tax) top, the grosses to date have been somewhat fantastic. Consider a fortnight take for "Cyrano de Bergerac" of \$99,000, around \$90,000 for a similar span of "The Shrike," and a rack-up of over \$44,000 for one week of "Richard III." These are figures to make any commercial manager's mouth water, if he could put such productions on at that price. But then, of course, he couldn't.

Let's take, for example, the current production of "Richard." What manager could afford a budget to pay star Jose Ferrer, plus the support of such names as Vincent Price, Florence Reed, Jessie Royce Landis, Margaret Wycherly, Maureen Stapleton, Staats Cotsworth and Douglas Watson? Or a five-set "Cyrano" calling for 27 stagehands, with Ferrer supported by Arlene Dahl, Paula Laurance, Ralph Clanton and Philip Huston? Or a "Shrike" with Judith Evelyn back in the role she created, and a cast approximating the original Broadway production? It just couldn't be done at those prices. And the final stanza of the series, a revival of "Charley's Aunt" starts next week to finish out the pattern. Ferrer will have the help of such players as Peggy Wood, Kent Smith, Rex O'Malley and Patricia Wheel in refurbishing the old Brandon Thomas frolic.

So how is it done at the City Center? There's no sleight-of-hand about it. Most of it is a labor of love for the Fabulous Invalid. Everybody connected with the project works for a minimum

salary. In the case of the actors, this amounts to \$35 a week apiece from star down to bit players. The result is that a "Richard" can be put on not only with top-flight names but with a huge cast of nearly 70 players. "Cyrano" called for around 60, with the "Shrike" having a mere skeleton cast of 30.

On the face of such a set-up, it would look as if the City Center is reaping a grand harvest at such grosses. But actually such is far from true. While no exact figures are yet available, Jean Dalrymple, who is in charge of production, estimates that after taxes, production and operating costs have been deducted, "Cyrano" will show a \$10,000 profit. "Shrike," the real breadwinner of the series, will likely put around \$30,000 in the City Center's cash box, but "Richard," despite its hefty grossing, is likely to wind up in the red. "Charley's Aunt," of course, is as yet an unknown quantity, but it is likewise an extremely expensive production to put on.

In fact, Miss Dalrymple points out that despite minimum salaries and expenses paired to the bone, the City Center dramas are a costly business. While all but one of the offerings are revivals, each has been given an entirely new production, which means new settings and costuming. She would be delighted, she says, to be able to show a profit of around \$30,000 on the whole eight-week series.

When you stop to think of all the grueling work that goes into the project — top professionals giving the best that they've got for peanuts, every effort made to present plays in the best theatrical tradition, and to put them within the reach of practically anybody's pocketbook — it calls for a salute to everyone connected with it.

I wonder if the average pew-sitter at the City Center appreciates it all. Anyway, b.o.-wise, he evidently has a nose for a bargain.

British Vaude Eyes Americans, Mostly Male

LONDON, Dec. 19.—With the continued strength of British vaudeville both at the Palladium and the Provinces, new American sources are being tapped for the new English season. American record stars are still in major demand. It is interesting to note, however, that most of these recording performers are male. About the only American female recording name that means anything in London or the hinterlands is Jo Stafford — who can play back almost as many times as she wants to.

In the main, however, it is the male singers that get the quickest nod from English bookers as well as English audiences. Guy Mitchell was nothing short of a sensation last year. Frankie Laine was big; Johnnie Ray was a hit and so was Al Martino. All of these are going back for more money. And the chief reason why the money is bigger is the results of their last time around.

There are two girl singers the English would like to buy, Dinah Shore and Teresa Brewer, neither

(Continued on page 14)

Deep River Boys End Europe Tour

LONDON, Dec. 19.—The Deep River Boys, who complete their fifth tour of Britain when their current Palladium show, "Fun and the Fair," ends tonight, will return to New York by air tomorrow (20).

A big draw over here, the Deeps were booked to double at Harry Morris' Colony Restaurant for the start of their Palladium engagement, later moved over to Edmundo's New Coconut Grove. Their European jog this year has taken in 11 different countries, and they are already booked to begin a 1954 tour this side at Stockholm on June 1, followed by a round-Britain booking by Moss Empires from September.

While here the Deeps have recorded two new sides for HMV, "My Castle on the River Nile" and "Adam Never Had No Mammy."

Hersholts Donate Collections to U. S.

WASHINGTON, Dec. 19.—Jean Hersholt and Mrs. Hersholt have given the Library of Congress their collections of autograph manuscripts, first editions, presentation copies and letters of Sir Hugh Walpole and Sinclair Lewis. Mr. and Mrs. Hersholt previously gave the Library a large and valuable collection of Hans Christian Andersen's works. All the materials presented by the Hersholts have been cataloged and will be used in the Library's rare-book room.

BROADWAY SHOWLOG

Performances Thru December 19, 1953

DRAMAS	
A Girl Can Tell.....	10-29, '53 60
Dial "M" for Murder.....	10-29, '52 540
End as a Man.....	10-14, '53 77
Kind Sir.....	11-4, '53 53
Late Love.....	10-13, '53 79
Madam, Will You Walk?.....	12-1, '53 23
My Three Angels.....	3-11, '53 338
Picnic.....	2-19, '53 348
Oh, Men! Oh, Women.....	12-17, '53 4
Sabrina Fair.....	11-19, '53 44
Spanish Theater.....	11-19, '53 36
Tea and Sympathy.....	9-30, '53 92
The Fifth Season.....	1-23, '53 389
The Prescott Proposals.....	12-16, '53 5
The Seven-Year Itch.....	11-20, '52 454
The Solid Gold Cadillac.....	11-5, '53 52
The Teahouse of August Moon.....	10-15, '53 76
MUSICALS	
Can-Can.....	5-7, '53 260
Comedy in Music.....	10-2, '53 91
John Murray Anderson Almanac.....	12-10, '53 12
Kismet.....	12-3, '53 20
Me and Juliet.....	5-25, '53 236
South Pacific.....	4-16, '49 1,090
The King and I.....	3-19, '52 1,140
Wonderful Town.....	2-25, '53 340
CLOSINGS	
Richard III.....	12-19, '53 4
COMING UP	
Charley's Aunt.....	12-22, '53
Dead Pigeon.....	12-23, '53

Washington Once-Over

By BEN ATLAS

WASHINGTON, Dec. 19.—Now that the Federal Communications Commission's color decision is finally out, the Potomac air is thick with puns such as one FCC gaffer's comment: "Commission meetings henceforth will seem pretty colorless."

Incidentally, the color decision was accompanied by some unusually enthusiastic statements from FCC commissioners, especially commissioner Robert E. Lee's: "I am delighted at long last to have had a small part in putting the show on the road."

CONGRESS SMILES ON AFM TRUST FUND ...

Chances are stronger than ever that there'll be no changes in the Taft-Hartley law affecting James C. Petrillo's music performance trust fund. Confabs by labor committee leaders on the Hill leave the way clear for renewal of the performance fund contracts with practically no chance of an upset subsequently by amendments to the law. The fund came into operation six years ago after the American Federation of Musicians had called off its music welfare fund because of a conflict with the T-H law. The AFM at that time proved to be an innocent victim of legislation aimed strictly at John L. Lewis' United Mine Workers welfare fund. Petrillo reorganized the fund set-up which thereby got a nod of approval from the attorney general.

ADMINISH TAX CUT STILL LOOKS GOOD ...

President Eisenhower's conference with GOP congressional leaders this week didn't alter the timetable for Capitol Hill action

on amusement excises. The issue will be a lively topic as soon as Congress convenes, but congressional chiefs are convinced that it's likely to be among the last to be acted on next session. The reason is that party strategists want to get action first on less controversial changes in the Internal Revenue Code. Nonetheless, an attempt will be made to schedule early hearings on all excise legislation, including a proposal to slash or repeal the federal 20 percent admissions tax. Right now the odds heavily favor a cut in this tax.

ONE WAY TO STOP THAT MUGGLING ...

Live telecasts of President Eisenhower's news conferences will continue to be taboo despite the White House's authorization for TV-Radio use of tape recordings of this week's news conference. Similar go-aheads for broadcasts of tape recordings will be given from time to time, but current plans don't envision permitting TV cameras in the conference chamber. Although all news conferences are recorded on tape by an Army Signal Corps detachment, the White House intends to be selective about which tapes will be permitted on the air.

RADIO IS BOSS AT PRESS CLUB ...

TV-radio's prestige in the National Press Club was kept intact by this week's annual election of officers. Ted Koop, of CBS, who last year became the first TV-radio man to be elected president of the NPC, is succeeded by Ernest Vaccaro, Washington radio news director for the Associated Press.

Las Vegas Weeps Of Xmas Doldrums

LAS VEGAS, Dec. 19.—The approach of Christmas this year brought no joy to the resort industry in Las Vegas, as operators generally reported the worst business in their history. The period between Thanksgiving and Christmas is the traditional low point in casino business, since even gamblers tighten up to concentrate on yuletide spending.

"We knew we were in for a slow time," one operator lamented, "but we didn't expect anything like this." He had just looked into his dining room on a Wednesday night second show (weekly price, \$12,000) and counted 20 customers.

Outside, the casino was as bad. There were more shells busy than cash customers.

The veteran gambling operators blamed more competition and the tightening-up of money in Southern California. Last year

at this time, the Sands Hotel had just opened, and the Sahara was not yet well known. Now, these two newest Las Vegas resorts are the biggest bidders for business, judging by their advertising and entertainment budgets of the seven Strip palaces.

"Politics" The slow-down of traffic from southern California has assumed a political hue. Democrats blame it on the Republicans; Republicans

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Vol. 65 No. 52

Legit Line-Up

By BOB FRANCIS

The Stem's newest song-and-dancer entrants appear off to a stock start. John Murray Anderson's "Almanac" has been playing to standees at the Imperial since the revue opened December 10. "Kismet," which started off at the Ziegfeld without benefit (or vice versa) of critical notices because of the newspaper strike, wound up its first full playing week for a take of \$54,321.10, playing capacity at all performances except its Wednesday mat. Advance sales continue at same level. "Tea and Sympathy" paid off its entire production nut of \$96,000 in its first nine weeks at the Barrymore. Now, two weeks later, it is in the black for a profit of \$20,000. The Playwrights' second production, "Sabrina Fair," which cost 50G to unveil, expects to show a profit by mid-January. Jose Ferrer's "Richard III" grossed \$44,605 last week, breaking record set by first week of "Cyrano de Bergerac" at the City Center.

JOAN GREENWOOD IN FOR ELIOT PLAY ...

British star Joan Greenwood arrived Tuesday (15) to start rehearsals for T. S. Eliot's "The Confidential Clerk" under direction of E. Martin Browne. She will co-star with Ina Claire. Supporting cast includes Aline MacMahon, Douglas Watson, Richard Newton, and Newton Blick. Drama is due at the Morosco, February 11, after break-ins at New Haven, Boston and Washington. Annabella has dropped out of the cast of "Dear Charles." Reason given by management for granting her a release from her contract is she has been studying with a language tutor for several weeks since her arrival from Paris in order to master a British accent. Finding the language hurdle too steep in so short a time ("Charles" opens January 21), she asked to withdraw from the cast. Producers Aldrich and Myers have signed Lili Darvas for the fem lead opposite Oscar Karlweiss. Miss Darvas was here last year with Cedric Hardwicke in "Horses in Midstream." While most contracts are not yet signed,

Alfred Lunt knows whom he wants for support of Audrey Hepburn and Mel Ferrer, when he starts rehearsals of "Ondine" Monday (28). On the list are: Edith King, John Alexander, Marian Seldes, Melville Cooper, Alan Hewitt, William Le Massena, Edgar Stehli and Robert Middleton. Kent Smith will share star billing with Jose Ferrer and Peggy Wood in "Charley's Aunt." "Aunt's" opening at the City Center has been put ahead to Tuesday (22) to avoid conflict with "Dead Pigeon" which arrives the following night at the Vanderbilt.

WILBUR EVANS BOOKED OPPOSITE S. BOOTH ...

Wilbur Evans has signed for the male lead opposite Shirley Booth in "By the Beautiful Sea," the new musical about Coney Island. He will play a Shakespearean actor with slightly frayed cuffs. Evans has not been seen on the Stem since Mike Todd's "Up in Central Park" called it a day. His most recent singing chore was in the London production of "South Pacific" opposite Mary Martin. The producing partnership of James Russo and Michael Ellis, begun in 1947, is breaking up. Russo is considering organizing a hinterland stock company for production of established hits. Ellis may withdraw entirely from the legit field. Leo Shull's 1954 edition of Production Director, a listing of active producers, off-Stem groups and other entertainment orgs, is now on the newsstands. "The King and I," in which Yul Brynner played his 1,000th performance last week, winds up its Broadway run April 10 to start a road trek two days later in Cincinnati. Next tenant for the St. James Theater is "By the Beautiful Sea." Co-producer Robert Fryer would like to unveil it March 25, but with "King" not closing until the April date, it is likely that "Sea" will have to mark time on its road tryout. Ralph Meeker and Janice Rule are considering stepping out of their "Picnic" stints in March. Eva Marie Saint is already on deck to take over for Miss Rule.

Report Herbert Quits NBC-TV; Fuller Named

NEW YORK, Dec. 19.—Jack Herbert, sales veepee at NBC-TV, this week was reported to have submitted his resignation to the network. No confirmation of the resignation could be obtained at press time, with Herbert spending the weekend golfing at Pinehurst, N. C., and with web toppers denying that any resignation had yet been received at the close of business on Friday (18).

Meanwhile, Sam Fuller, executive producer of the Colgate "Comedy Hour," was named No. 2 man in the NBC-TV program department, reporting to Tom McAvity, program veepee.

NO SALE

Du Mont Sez He Is Making No Disposals

NEW YORK, Dec. 19.—Reports that the Mutual Broadcasting System and Westinghouse were interested in buying the Du Mont network and electronic laboratories were flatly denied by Dr. Allen B. Du Mont this week. Dr. Du Mont said: "I am not in negotiation with these people now, I have never been in negotiation with any people previously, and I do not intend to make any such deals in the future."

The reports seemed to be based on several considerations. It was said that the Du Mont laboratories would need fresh money to undertake the considerable retooling necessary for the production of color TV sets. For MBS it would have meant an ideal way of getting a ready-made TV network and might mean the disposal of WOR-TV, New York, should such a far-fetched deal eventuate. For Westinghouse, already in the TV station business, it would mean a further means of advertising its products, and would also give that growth corporation a new means of playing with its venture capital.

'53 TV Set Sales May Hit 6,500,000

WASHINGTON, Dec. 19.—TV set sales may go as high as 6,500,000 this year, it was indicated this week as Radio-Electronics-Television Manufacturers' Association reported retail sales for the first ten months as only about 1,500,000 short of that total and sales were over 600,000 ahead of the same period last year.

With TV set output expected to exceed 7,200,000 for the year, and radio output of 13,000,000 sets, the value of the industry's goods is likely to reach \$5 billion for this year. Radio sales, running ahead of last year, are expected to be not too far behind estimated production of 13,000,000. The sales picture is bright despite a lag in Christmas sales. The slump was more than offset by heavy sales earlier in the year.

JWT to Drop RCA Biz; Grey May Get Account

NEW YORK, Dec. 19.—The major portion of the RCA account, which includes RCA Victor and the National Broadcasting Company, will be resigned by the J. Walter Thompson agency at the end of June, 1954. The RCA billings are estimated at between \$3,000,000 and \$4,000,000.

The account has been held by Thompson over a long period of years. Relations between RCA and Thompson were once very close. It is said that several times Thompson was instrumental in arranging for bank loans for RCA, one of its methods of cementing relations.

NBC TO TRIM RADIO CHIMES

NEW YORK, Dec. 19.—The NBC Radio chimes, trademark of the web for many years, will soon be trimmed from their traditional five seconds to three seconds. They thus will conform with the timing of the chimes as aired by the NBC-TV web. The video network slashed the time quite a while back to give the affiliates 10 seconds instead of eight when the outlets began selling shared identifications to sponsors.

Spike Jones To Replace Pinza on NBC

NEW YORK, Dec. 19.—Spike Jones, who goes into the 8 p.m. Saturday slot on NBC-TV replacing Ezio Pinza's "Bonino" show, is being offered only for 13 weeks by the web. The Jones stanza is set to premiere on January 2.

NBC-TV program execs are anxious to get the strongest possible vehicle for the time slot, bucking CBS-TV's Jackie Gleason, and want to look over the Jones show carefully before making a permanent installation. Mickey Rooney, whose film series originally was slated to replace Pinza, will be back from his Hollywood commitments in sufficient time to shoot shows for the time slot if the Jones opus does not pan out.

Green Light for Color Tele Seen as Hypo for Industry

B-W to Dominate for Years, Spur UHF, Revolutionize Graphic Arts

(Continued from page 1)

arts are in the making. Eye-appeal in merchandising of products will get stronger emphasis than ever, with vast new color changes in store for labels on cans, packages and bottles.

5. Altho color TV will be a novelty item for months, it's nevertheless expected to stimulate TV interest. At the same time, industry leaders don't foresee a tailspin for radio, with at least 10,000,000 radio sets expected to be sold next year. Radio sets production in 1953 will exceed 13,000,000, with combined value of TV-radio output close to \$5 billions.

6. TV rates for color will be higher inasmuch as production costs will go up.

7. Commercial development of magnetic color film is due for an accelerated pace.

8. The over-all industry outlook is that there will be about 2,000,000 color TV sets in homes by the time the 1956 presidential conventions come around. The election campaign of that year is likely to give color its biggest impetus.

9. A fairly competitive situation is seen shaping up for tube production, with Radio Corporation of America's color tube and the Lawrence tube as the two major contenders, while

others jockeying for a place will be General Electric Co.; Philco Corp.; Allen Du Mont Laboratories, Inc., and Columbia Broadcasting System. Obviously, the greater the competition, the better the chances for stepped-up production of tubes.

10. FCC commissioners stressed that there will be color headaches aplenty because of bugs still to be removed, servicing problems and high costs of transmission.

Altho the new rules don't become operative until next month, the FCC said TV stations may telecast immediately in color either commercially or on a sustaining basis if the stations notify the FCC in advance.

Significantly, the FCC tempered its formal go-ahead with a strong caution to the public that the commercial growth of rainbow-hued television is in for a long haul. Commissioner E. M. Webster, in a separate concurring statement, stressed the estimated high cost of color receivers and station equipment, complexity of receivers, degradation of color transmissions as received on monochrome sets, degradation of monochrome transmissions as received on color sets, and susceptibility of color receivers to interference. "I believe that the public should be forewarned that

in view of the subjective nature of the evaluation of any color demonstration," said Webster, "it is not likely that unanimity will prevail with respect to the adequacy of present color and that some viewers may find the results somewhat less satisfactory than expected."

Like Commissioner Robert E. Lee, who filed a separate concurring decision, Commissioner George E. Sterling called attention to "the initial high cost and complexity" necessary to the birth of a new industry. Sterling added: "With respect to the complexities and the cost of equipment, considering the competition in the manufacturing industry coupled with the public enthusiasm and acceptance of the television broadcasting service, I am certain that both larger screen and cheaper color receivers with controls having the ease of adjustments of current monochrome will be made available to the public within the next two or three years. The time necessary to establish a color television broadcasting service of any consequence."

The outlook for production is considerably more complicated than it has been for black-white TV, inasmuch as there are basic differences in the two major competing tubes, and others in the variations from these. Whether the competition will be watered down to a single basic principle, such as prevails for monochrome, is uncertain.

Industry leaders candidly expect that color TV programs will be in the minority for quite a while despite ballyhoo that will accompany color telecasts next year. Commercial sponsors are expected to be in no rush to purchase color programs which few persons will be able to see except in black and white.

Dr. W. R. G. Baker, chairman of the National Television System Committee, which developed the standards approved by the Commission, emphasized that color television is "one more stage in the orderly evolution of the television industry." He emphasized that "it will not destroy or impair the value of television receivers now in use."

Dr. Baker issued a reminder that the Commission in issuing its standards has "wisely" emphasized that "the public's seven billion dollar investment in black-and-white receivers has been fully protected. The millions who now own black-and-white receivers, together with those who are interested in purchasing black-and-white receivers, now have official assurance that they will lose nothing by the Commission's action on color. Their sets will continue to receive all the transmissions now available. Even more important, when color transmissions are made by these stations the quality of black-and-white reception of these sets will actually be improved."

The Commission warned in its decision that compromises have been necessary in compressing within a six-megacycle channel "as much information as is required in a color television system." The complexity, said the FCC, is reflected in the high cost of apparatus, with an estimated retail price of the receiver "in the luxury range of \$800 to \$1,000."

"The current estimated cost to a receiver manufacturer of a color tube with a viewing surface which approximates that of a 12-inch monochrome tube is between \$175 to \$200," said the FCC. "This figure alone exceeds the entire cost of several popular models of monochrome receivers. Similarly, the cost to television broadcasters for transmitting equipment, and particularly for the origination of color programs, are substantially higher than the cost of monochrome transmissions."

STRUGGLE FOR SUPREMACY

Color Programing Battle Between NBC and CBS Looms; NBC Ahead

(Continued from page 1)

number of color sets in use and advertiser interest.

CBS-TV this week acquired the RKO 81st Street Theater in New York as a color programing studio under a long-term lease. This web's color programing philosophy is to keep building the best shows possible for black and white tele-viewing which then will just as easily succeed in color. NBC-TV figures it is a year ahead of CBS-

TV in color experience and intends to keep its lead.

ABC-TV is studying equipment to determine which brand to buy for its owned-and-operated stations. It is estimated that between \$200,000 and \$1,000,000 will have to be spent for that purpose. Its research staff is paying particular

attention to results on color film projection, since so many of its properties are on film.

Du Mont does not believe there will be any appreciable audience for color TV for several years, nor will there be sufficient color programs available to them to justify mass investment in color sets until such time has elapsed. Consequently, plagued as it is with programing problems in black and white, little of that network's programing will be in color for a long while.

FCC Issues 4 Video Grants

WASHINGTON, Dec. 19.—The Federal Communications Commission this week issued four TV grants, bringing total authorizations to 622, of which 514 are post-freeze grants, including 28 non-commercial, educational grants. With 31 construction permits canceled, outstanding authorizations now number 591.

This week's construction permits went to Streets Electronics, Inc., Channel 5, Enid, Okla.; La Crosse Television Corp., Channel 38, La Crosse, Wis.; KBIZ, Inc., Channel 3, Kirksville, Mo., and Eastern Oklahoma Television Co., Inc., Channel 10, Ada, Okla.

'TODAY'S' RIVAL

New CBS-TV AM Seg to Be Live Repeats

NEW YORK, Dec. 19.—The new CBS-TV morning show which will do battle with NBC-TV's "Today" early next year is expected to be the same live show repeated for six half hours, except for up-dating its news and newsfilm. The program will be slotted 7-9 a.m. across the board, but will be done for three hours because of time differentials, just as "Today" does.

CBS-TV has already cut three kines and will cut a fourth in an effort to find a combination which it thinks will succeed. The first combo was Mike Wallace and Walter Cronkite; the second was John Henry Faulk and Cronkite; the third was Cronkite and Charles Collingwood, and the fourth will be Cronkite, Collingwood and Faulk. Also to be featured on the show will be the Baird puppets and Walt (Pogo) Kelly, who will do interviews.

DF&S Gains \$5.5 Million in New Billings

NEW YORK, Dec. 19.—With the snagging of the important Best Foods account, the Dancer, Fitzgerald & Sample agency has come up with about \$5,500,000 worth of new business within the last month. Only a few weeks ago, Peter Paul moved its billings, estimated at \$2,500,000, from the Maxon agency to D.F.&S.

Best Foods will bring about \$3,000,000 more into the D.F.&S. fold. The account was resigned by Benton & Bowles over a difference in marketing methods. Not all the Best Foods lines serviced by Benton & Bowles go to D.F.&S. Because of a product conflict between its new food client's flour division and General Mill's flours, Gold Medal and Soft As Silk brands currently handled by D.F.&S., that portion of the Best Foods account will go to another agency. Earle Ludgin will continue to handle Rit and Shinola for Best Foods.

The Billboard's 16th Annual

RADIO AND TELEVISION PROMOTION COMPETITION

(deadline January 31, 1954)

send for entry forms now

THE BILLBOARD PROMOTION COMPETITION 1564 BROADWAY, NEW YORK 36



... PAID CIRCULATION PROVES READER INTEREST

WHEN YOU SEE "ABC," IT'S PROOF OF WHO AND HOW MANY READERS BUY THIS BUSINESS PAPER.



David Sarnoff, Chairman of the Board,
Radio Corporation of America

RCA wins fight for FCC decision benefits

RCA-NBC

RCA LEADERSHIP

Compatible color television broadcasting has been approved. This progressive action by the Federal Communications Commission speeds the day of color television in the American home.

The RCA COLOR TELEVISION SYSTEM operates on the compatible color signal standards approved by the FCC.

Color television opens a new era in electronic communications and adds a new dimension to the entertainment arts. It supplies a new power to advertising and greatly increases its merchandising possibilities. It adds realism to journalism, intensifies television as a social and educational force and opens the way for a significant advance in service to the public.

December 17, 1953, the day on which the FCC approved standards for the commercial broadcasting of COMPATIBLE COLOR TELEVISION, will be remembered in the annals of communications along with the historic date of April 30, 1939, when RCA-NBC introduced ALL-ELECTRONIC BLACK-AND-WHITE TELEVISION as a new broadcast service to the public at the opening of the World's Fair in New York.

At that time we added sight to sound. Now we add color to sight.

RCA is proud of the leadership its scientists and engineers achieved in developing—the all-electronic black-and-white television system—the all-electronic compatible color television system—and the RCA tri-color tube, which made the latter practicable.

Dedicated to pioneering and steadfast in our purpose to give America pre-eminence in communications, we shall continue our efforts to advance and to merit the faith and confidence the American people have in "RCA" as an emblem of quality, dependability and progress.

David Sarnoff

Chairman of the Board

Seven years ago—on May 7, 1946—David Sarnoff, Chairman of the Board of the Radio Corporation of America, said:—

"When a modern and practical color television system for the home is here, RCA will have it."

The public will benefit

On December 17, 1953, the Federal Communications Commission approved *compatible* standards for color television broadcasting. This is a great victory for RCA. But it is an even greater triumph for the public and the entire television industry.

Color is a new dimension that will greatly increase the public's enjoyment and appreciation of the wealth of news events, entertainment, and education available on television sets.

Behind this great development are many long years of scientific research, hard work and financial risk. Our scientists were engaged in research basically related to *color* television as far back as the 1920's . . . even before we introduced *black-and-white* television service.

In the intervening years we have spent more than \$25,000,000 to achieve our objective of adding the beauty and reality of color to the black-and-white service we pioneered.

The fruit of this great investment is the RCA all-electronic compatible color television system *which makes it possible to send high quality color pictures that can be received in full color on color receivers; and in black and white on the set you now own.*

Without this *compatibility*, for which RCA has fought and worked hard and long, your present set would go completely blind to color broadcasts. *With it, your black-and-white set will continue to bring you every program on the air until such time as color receivers are available and you decide to buy one.*

Now that the FCC has approved the standards on which the RCA color television system operates, the way is clear for the orderly introduction of color television without any interruption in the fine black-and-white service you now enjoy.

RCA and NBC have the know-how to broadcast color programs, to build equipment for color broadcasting, and to build sets that



compatible color television; public and television industry

PIONEER A NEW ERA IN TELEVISION

will receive these programs. In addition, we have trained personnel ready to do the job.

RCA and NBC will invest an additional \$15,000,000 during color television's introductory year to establish this new service on a solid foundation.

The industry will benefit

In the development of any great new service to the American public, someone must take the risks of leadership and incur the initial capital expense required to start a new industry. RCA has done this before with radio broadcasting and black-and-white television. RCA has done it again with *compatible color television*. We spent \$50,000,000 in developing and establishing black-and-white television. From this pioneering, the public and the industry as well as RCA have benefited.

In introducing color, RCA is following the same policy of making its inventions available to the entire industry as it did in radio broadcasting and black-and-white television. This means that other members of this highly competitive industry can get into color television quickly and benefit accordingly.

There are approximately 85 competing set manufacturers and 70 competing tube manufacturers in the radio-television industry. More than 340 competing television stations now are on the air. The opportunities to advance with color television are available to all of them.

When will color television sets be available?

Color television sets will begin to come off the production lines in small quantities within approximately six months from today. It will probably be an additional year before mass production is reached.

The first color sets manufactured by RCA will have a 14-inch picture size and will be priced between \$800 and \$1,000.

Considering the relative values of the dollar, this compares favorably with the price of the first 10-inch black-and-white television sets introduced in 1939.

When mass production of color receivers and tri-color

tubes gets under way, prices will come down, as they did with black-and-white tubes and receivers. Inevitably, it will take several years to reach this goal.

If you are planning to buy a television set, don't hesitate to buy now. For remember, the new RCA Victor television sets bring you sharper, clearer black-and-white pictures of every program on the air... whether they are transmitted in color or black and white.

When will color programs be available?

NBC has completed program plans for color television's introductory year that call for each of NBC's regular productions to be broadcast in color at least once during the year—at the average rate of two programs a week.

RCA has completed plans for manufacturing transmitting and studio equipment for broadcasting color. In accordance with our policies, we are offering such equipment for sale to others.

Television stations throughout the country can make slight modifications in their transmitting equipment that will enable them to pick up from the network and broadcast these color shows. Five NBC-owned stations and 65 NBC affiliated stations already have announced their intention of doing so and more will follow.

NBC is giving program and technical people from affiliated stations the benefit of our experience in televising color.

RCA has furnished competing manufacturers with circuit diagrams and technical information which enable them to manufacture color receivers and tri-color tubes.

By the time manufacturers have produced color receivers for sale to the public, many broadcasters will have equipped their stations to transmit television programs in color.

RCA, the pioneer in *compatible color television* development, and NBC, the pioneer in color television broadcasting and programming, are proud to have the opportunity to bring a new service to the American public... for the opportunity to enrich the lives of people everywhere is a privilege of leadership.

Franklin D. Johnson
President

RADIO CORPORATION OF AMERICA

This One

 QQPN-8BS-CSHO Copyrighted material

3-D Sound to Follow Multiplex Broadcasts

Continued from page 1

programs could be confined to subscribers who would use an unlocking mechanism to get the program for which they pay.

An additional application of multicasting, said Halstead, is in tiny FM sets using transistors instead of vacuum tubes, which are about the size of two packs of cigarettes. The set owners could pick up a station's regular FM program, or by pressing a button, receive a time signal, newscast, or weather forecast on the extra channels, which could either be sponsored or transmitted on a fee basis.

Three-D, or stereophonic sound would make use of an extra channel to transmit two sound tracks over one station. This differs from binaural sound in that the latter requires both an AM and an FM transmission. The effect, accord-

ing to engineers, is of "presence" similar to that in Cinemascope of Cinerama, with the sound "unbelievably good" in a small room, according to Halstead. Sets equipped with multicasting adapters and an extra loudspeaker could also play 3-D disks, with the addition of a Y-shaped pickup, said Halstead. The disks would have two sound tracks, on the inside and outside edges. In addition, television sound is said to be greatly improved with the new technique.

Halstead and Murray G. Crosby, president of Crosby Laboratories, Inc., Hicksville, N. Y., described the multiplexing developments this week before a meeting of the Communication Systems Professional Group of the Washington chapter of the Institute of Radio Engineers.

'Toast' Burns As Joe Lewis Trims \$ Crust

NEW YORK, Dec. 19. — Ed Sullivan this week complained to the William Morris Agency because he paid Joe E. Lewis \$3,000 for a guest spot on "Toast of the Town," and then Lewis went on "The Stork Club," which is sponsored locally by Chrysler dealers, for no fee at all, several weeks later. Lincoln-Mercury, of course, sponsors "Toast." Sullivan was also burned up because Lewis appeared on "This Is Showbusiness" for \$1,000 a guest shot.

Lewis is said to have guested on "Stork Club" gratis because of his friendship for Sherman Billingsley, host on the show, and the Morris office had nothing to do with the booking. Lewis also arranged his own booking on "Showbusiness."

Oil Firms to Sponsor Shrine Tilt on Du Mont

NEW YORK, Dec. 19. — Du Mont was cooking over a hot sports flame this week. The web has lined up three oil sponsors so far for the 29th annual East-West Shrine game on January 2. Esso Standard Oil Company will sponsor the game in 47 Eastern and Southern markets; Standard Oil of Indiana will sponsor it in 32 Midwest markets, and Tidewater Oil has an order for 16 West Coast markets. This is the third year Du Mont will carry the all-star classic.

Also on the sports front, WABD here has lined up three sponsors for Du Mont's Saturday afternoon pro basketball schedule, which kicked off last week. The series is being sold on a co-op basis,

and has been taken by 56 stations so far. On WABD, Wildroot thru BBDO is sponsoring the first half of the games for 13 weeks, and Piel's beer and Robert Burns cigars are co-sponsoring the second half.

Du Mont's pro football schedule winds up next Sunday (27) with the National Football League championship game between the Detroit Lions and the Cleveland Browns. It will be carried on 140 stations, sponsored by Miller Brewing Company.

Bert Bell, NFL commissioner, estimated that the league's gate this season was 2,200,000, "the greatest season in our history." He attributed the breaking of last year's record to TV.

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NEW YORK LOS ANGELES
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Steinman Station
Clair McCollough
President

WITH LEWIS IT'S INFANTICIPATE

CINCINNATI, Dec. 19.—Al Lewis, hero of the romper set hereabouts with his "Uncle Al Show," seen and heard twice each morning, six days a week, over WCPO-TV, local Scripps-Howard station, has long proved a powerful lure to the kiddies and mothers who make up his studio audiences.

Requests for tickets to the Lewis kiddie program flood WCPO-TV daily, and requests on file would easily fill the Lewis show for the next two years, according to Ed Weston, assistant to the general manager of the WCPO stations. Due to expected cancellations, however, acknowledgments to mothers are sent out only a year in advance.

Weston received the surprise of his life early this week, however, when in the same mail he received letters from two pregnant mothers requesting ducats to the Lewis TVer for two years hence.

CBS Radio Snares \$2 Mil in New Biz

NEW YORK, Dec. 19.—On the heels of a flock of pre-holiday cancellations, CBS Radio this week came up with \$2,000,000 worth of new business. An important buy was made by the Van Camp sea food division, which purchased the open alternate week half of Edgar Bergen show to begin early next year. Consolidated Cosmetics has the other half.

The web has also succeeded in moving the hour "Arthur Godfrey Digest" to Friday nights, 8:30-9:30, where three quarters of it will be sponsored, a half hour by Owens-Corning and a quarter hour by Bristol-Myers. Sale of the last quarter hour is expected to be relatively easy. Godfrey may become an important anchor to the network that evening. The show was on Sunday afternoons.

CBS Radio also sold out its new 11-12 Saturday morning Robert Q. Lewis show. Van

Camp Sea Foods joins Pine Sol, Nehi beverages and Mutual of Omaha as sponsors. Among the talent on this program will be Earl Wrightson, Sally Sweetland, Jan Arden, the Chordettes and Ray Broch and his ork.

"Stagestruck," which is now programmed Fridays 8:30-9:30, will be moved to Sundays, 5-6 p.m. "Rogers of the Gazette," another CBS sustainer, is to be dropped after a year's trial on the web. It will be replaced by the oldie, which has been off for six years, but before that was sponsored for seven years.

Rybutol Sets 'Adoption' Seg

NEW YORK, Dec. 19.—An unusually delicate subject will be presented on TV for the first time when "Up for Adoption" debuts on 20 ABC-TV stations Saturday, January 16, sponsored by Rybutol. The program deals with the problems of adoption and foster parenthood. It will be emceed by Kathy Godfrey, Arthur's sister, who gained her reputation via KPHO-TV, Phoenix, Ariz.

The format calls for remote telecasts of parties at various children's homes thruout the country and will feature a celebrity each week who either was an orphan or is of interest to the kids. The show naturally will serve as a means of interesting people in foster parenthood. Rybutol is spending several thousand dollars on a hot kine of the show. Batten, Barton, Durstine & Osborn is the agency. Larry White is the packager.

HALO, EVERY D.J., HALO

Colgate, Victor, Ad Agency Team in Promotion Tie-In

By JOE MARTIN

NEW YORK, Dec. 19.—A combined advertising and promotional campaign staged by Colgate for their Halo shampoo line thru the Sherman & Marquette agency points up what many tradesters see as the ideal usage of radio in the TV era. The campaign also has been one of the best kept trade secrets in many years, since Sherman & Marquette kicked off the million dollar buy of radio spot time last August.

Developed by Colgate, the plan called for a tie-in with a major record company to obtain their use of disk stars for transcribing the Halo jingle, "Halo, Everybody, Halo." Thus far, RCA Victor Records has come thru with

over 20 artists, with at least a half dozen more being recorded in the next two weeks. Colgate has purchased from five to 40 spots a week on 178 disk jockey programs in over 100 cities.

The Sherman & Marquette time buys specify that the jingle transcribed by one of the Victor artists is to be played immediately following the disk jockeys' spin of that artist's latest Victor re-

OTHER NEWS OF TRADE IN BRIEF

The radio version of "On the Line" with Bob Considine will move from NBC to Mutual on January 24, slotted Sunday, 6:30-6:45 p.m., still sponsored by Mutual of Omaha. . . . Chromatic TV Laboratories, Inc., granted its second license for the manufacture of the Lawrence color tube to Thomas Electronics, Inc. . . . George Shupert, vice-president in charge of ABC Film Syndication, was elected president of the Radio and Television Executives Society. . . . Total TV set circulation as of November, 1 was 26,364,000, according to NBC research. The October gain of 674,000 was the fifth greatest in the history of TV. . . . Gales of 80 miles an hour practically demolished KOA-TV's recently-installed transmitter in Denver. Despite the setback, the station still hopes to be on the air by Christmas Eve. . . . Stockholders of Westinghouse Radio Stations, Inc., approved the change of name to Westinghouse Broadcasting Company, Inc. . . . WOR-TV, New York, finally began transmission from its antenna atop the Empire State Building. The station is upping its power

cording. The agency has the campaign set up so that it can switch its buys from city to city in order to stimulate Halo sales where needed. It is pointed out that the use of spot jingle on radio disk jockey shows is an ideal form of pin-pointed or selective advertising to reach a specified audience in a specified market.

Teen Target

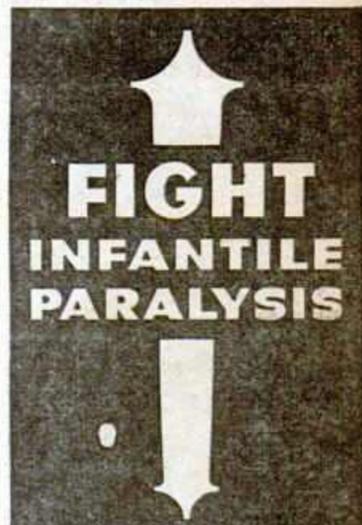
The program was devised to pitch Halo to the "teen-age" market—the same market which makes up a major share of the record buying public. It is also being noted that Colgate tossed a million dollars into radio at a time when many major advertisers were switching from radio to television. Tho Colgate and Sherman & Marquette execs are loathe to talk about the success of the program, the three-and-a-

(Continued on page 18)

gradually to 165 kilowatts. All film shows and all but two of the live shows will originate from the new facilities on the 83rd floor of the building beginning next week. . . . WOR-TV will again carry the Brooklyn Dodger games next season, sponsored by Schaefer Brewing and Lucky Strike. . . . CBS-Columbia execs have told CBS, Inc., prexy Frank Stanton that the cost of color sets would be cut between 25 and 40 per cent by the end of 1954. . . . Camel Cigarettes will sponsor a simulcast of the Sugar Bowl games on ABC New Year's Day, with Bill Stern doing the TV commentary and Bob Finegan on radio.

Ernie Tannen has been named vice-president of WGAY, Silver Spring, Md., it was announced by Joseph L. Brechner. Chuck Dulane has been named program director.

MARCH OF DIMES



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THIS WEEK'S SPOTLIGHT FEATURE

Network & Station Buying & Programming

Film Programming on Locals And Webs Comes to Its Own

'53 Top Shows on 3 Major Nets All Film; Du Mont Is Only Holdout

By JUNE BUNDY
NEW YORK, Dec. 19. — Film programming definitely came into its own both on a network and local level during 1953. The top-rated shows on each of the three major webs were all on film—"I Love Lucy," CBS; "Dragnet," NBC, and "Ozzie and Harriet," ABC—with the last-named network setting the pace this fall by putting most of its new programming strength in a predominately film line-up.

Only Du Mont clung to an all-live schedule (with the exception of a brief fling earlier this year with Camel's "Man Against Crime" series) and it's interesting to note that this web didn't place one show in the American Research Bureau's top 25 network telecast list this year.

On the local station front, established broadcasters stepped up their already extensive intake of film product, while the new post-freeze outlets went all out on film to bolster their initial programming schedules.

Multi-show library deals played an important role in the latter sales picture, and practically every distributor (NBC and CBS excepted) evolved some kind of mass sales plan for new stations during the year. As a result, TV film distributors chalked up record grosses. Film buying services for station groups also became a going business in 1953.

Approximately 25 per cent of the three networks' annual programming output (about 211 series in all) was on film in 1953. At the writing, the webs are programming more than 40 sponsored film shows — 17 situation comedies, nine dramatic series, seven Westerns, five mystery-adventures, two sports, one religious, one quiz, one children's and one human interest.

In addition, the networks are incorporating film in many of their live shows. Film, of course, continues to play an important part in news coverage, and NBC's "Today" uses about a hour of special film segments each week, while CBS's "Omnibus" invariably utilizes one or more film shorts on each show.

All in all, indications are that the networks aren't fighting film the way they once did. ABC, of course, aggressively embraced celluloid under the aegis of its new United Paramount Theaters management, while NBC branched out on its own production hook via pilots on three pro-

jected web series: "Ooops, It's Daisy," (a Mickey Rooney package) and "Mr. Moseby, Private Citizen," the William Demarest starrer.

The sole holdout against film was Du Mont. Altho network topper Chris Witting denies this was a network policy—"if an advertiser wants it on film he'll get it"—the exec did say that Du Mont prefers to air shows live, thereby assuring sponsors "better picture quality and lower budgets." Tape, said Witting, will be the answer in a couple of years anyway, and Du Mont may skip TV's film age entirely and wait it out.

Altho the networks obviously have accepted film, some of their top executives are wondering sotto voce if they're digging their own graves. However, they really didn't have much choice this year, since the only way many big names would consent to try TV was on film. As ABC's veepee program chief Charles Underhill expressed it, "Often the choice is to have the show on film or have no show at all."

Thus 1953 was the year that such big names as Loretta Young, Ray Milland, Joan Davis, Danny Thomas, Ray Bolger, Charles Boyer, Dick Powell, David Niven and Ann Sothern became network regulars, thanks to the convenience and certainty of film.

'Playhouse' to Be Sold for Local Spots

NEW YORK, Dec. 19. — Altho regional sales deals on ABC's "The Playhouse" syndicated film series are still pending, web film chief George Shupert this week decided to make the series available on a local spot basis. ABC launched "Racket Squad" a couple of months ago, but Shupert had been holding "The Playhouse" back in hopes of signing large-scale regional sales on the package before releasing it for single market sales. The show formerly aired for Schlitz on a web basis.

"The Playhouse" has been sold in five markets since its release. Sales were made to KCOK, Fresno, Calif.; WFAM, La Fayette, Ind.; WABC-TV, New York; WNBQ, Chicago, and in the Los Angeles market. Pure Oil will sponsor the show in Chicago. "Racket Squad" has been sold in 60 markets to date.

BIG PAY-OFF

UTP Tally 500G in New Sales Gambit

HOLLYWOOD, Dec. 19.—A new sales approach undertaken by United Television Programs, Inc., has paid off for UTP to the tune of approximately \$500,000 in new business, all within a 21-day period, according to the distributor's sales manager, Wynn Nathan.

The new business was for both of UTP's Bing Crosby Enterprises programs, "Royal Playhouse" (formerly "Fireside Theater") and "Counterpoint" (formerly "Rebound"), which is being offered on a special combination sales basis. It was largely attributable to one salesman, with a hefty assist by UTP's New York rep, who was given the sales chore after briefing by both UTP and BCE top brass.

Dale Sheets, of UTP's West Coast office, was booked on a 21-day air tour concluded this week, that took him into 17 States. The

idea of assigning the task to Sheets instead of all 17 salesmen was decided on, Nathan said, in order not to disturb current sales efforts by the UTP sales force in behalf of other producers.

The results speak for themselves. Among cities purchasing the two-show package are Los Angeles, San Francisco, Salt Lake City, Chicago; Columbus, O.; Baltimore, Boston and the six new stations comprising the recently organized Rocky Mountain Network. In addition, Aaron Beckwith, veepee in charge of UTP's New York office, sold the two Crosby shows in New York and Detroit.

UTP has been distributing the 52-program, "Royal Playhouse," for three and a half years and the 26-episode "Counterpoint" for two years.

Residual Rights

1953 also marked the year that the residual rights question was settled in an affirmative fashion, thereby strengthening name performers and sponsors in their film-or-nothing stands with the networks. Films shows currently aired by the networks which also played the re-run syndicated field this year include "Dragnet," "Big Town," "Gene Autry," "Ford Theater," "Fireside Theater," "Man Against Crime" and "Life of Riley."

Meanwhile, the local station (Continued on page 9)

TV PLUGS

NBC Allots \$8 Million For Prom.

NEW YORK, Dec. 19. — Time worth \$154,000 per week or \$8,000,000 per year will be used by NBC-TV to promote its shows and the network. Beginning December 20, every sustaining program on the web will carry at least one minute of promotional material plugging NBC-TV's virtues.

A special unit has been set up within the advertising and promotion department to handle the writing, production, scheduling and distribution of films and other materials connected with the project.

The Billboard TV FILM SECTION

MOST COMPLETE BUSINESS PAPER COVERAGE OF TV FILM PEOPLE, PRODUCTS AND SERVICES plus, rotated weekly.

FEATURE TREATMENT OF THE FOUR MAIN ELEMENTS OF THE TV FILM INDUSTRY:



ADVERTISER & AGENCY FILM BUYING
TV FILM PRODUCTION
DISTRIBUTION SALES & MARKETING
NETWORK & STATION BUYING & PROGRAMING

Italian-Made Pix Selling in Chi, Coast

Fortune Features Has 26 in 1st Group; All Are English Dubbed; Sales Push On

NEW YORK, Dec. 19.—Stations in need of feature film programming are beginning to purchase the first group of 26 Italian-made features sold by Fortune Features, Inc., the distribution arm of Specialty TV Films, Inc. During the week the package was sold in Chicago and seven West Coast markets.

The prices being quoted for the features are \$50 to \$1,500 per play per picture. They are being sold as a package and all are English dubbed. In an effort to accelerate the sales push, Fortune has mailed an 8 by 11, 50-page brochure to the film buyer and manager of every station in the country.

The pictures were acquired from Italian Film Export, Inc., along with more than 74 others by Jules Weill, who owns both Fortune and Specialty. Weill also owns Explorer Films, Inc. The next package of 26 English-dubbed, Italian-made features is due to be released in September, 1954.

The West Coast Sales for Fortune were made by Tom

Corradine. Fortune's Chicago sales rep is Ben Barry.

The titles of the 26 pictures and their stars are: "Pirate's Revenge" with Jean Pierre Aumont and Maria Montez, "Woman Trouble" with Anna Magnani, "All for Love" with Danielle Darrieux, "Under the Olive Tree" with Raf Vallone, "Captain's Daughter" with Vittorio Gassman, "The Sign of Zorro" with Vittorio Gassman, "The Singing Taxi Driver" with operatic tenor Beniamino Gigli, "Bullet for Stefano" with Valentina Cortese, "Duel Without Honor" with Constance Dowling, "Village Idiot" with Isa Miranda, "Love and Poison" with Lois Maxwell and "The Bandit" with Anna Magnani.

Also, "Angelo," "Paula," "Let-at Dawn," "The Charge Is Murder," "Five Angels," "The Sicilian," "The Tree Pirates," "Man With the Gray Gloves," "The White Pimpernel," "Poppy," "See Naples and Die," "SOS Submarine," "Lost Youth" and "Yolanda."

Three of the films in the package have been shown theatrically in the U. S. The rest will be making their American debut via Fortune's TV distribution.

'Son Jeep' May Roll on Film

NEW YORK, Dec. 19. — Producer Bob Adams is readying plans to film his radio-TV package, "My Son Jeep." NBC has an option on the show, but it expires December 22 when Adams withdraws the program from NBC Radio. The new film series will be syndicated by an outside distribution firm.

Sleeper in the trade, "Jeep" originated as a half-hour drama on "Kraft Theater" last June, then moved into NBC's 7:30-8 p.m. time slot on Saturdays until September, when it filled in from 8 to 8:30 p.m. on Tuesdays until Milton Berle returned in October. Jeffrey Lynn starred in the TV version, while Donald Cook headed up the radio cast. Adams still hasn't set the lead for the film series.

Congoleum Set On 'Mr. North'

NEW YORK, Dec. 19. — Congoleum-Nairn this week bought the alternate half of "Mr. and Mrs. North," which is to be slotted Tuesdays, 10:30-11 p.m. via NBC-TV, early in January. Revlon had bought the other half of the show, but that deal was held up because of the objection of Colgate, which sponsors the show on radio.

The Colgate objection to Revlon as a competitor has been withdrawn, however. McCann-Erickson is the agency for Congoleum.

NO FAVORITES

NBC Flag Buys Series From ABC

NEW YORK, Dec. 19.—ABC's TV film division has come up with some convincing proof that it doesn't intend to play favorites in the syndication field. The web's film chief, George Shupert, this week reported the sale of the division's "Playhouse" series (the Schlitz dramas) to NBC's Chicago flagship, WNBQ, for slotting on Monday nights, 9:30 to 10 p.m.

Punch line is that ABC's only other syndicated series, "Racket Squad," is already showing over ABC's Chicago outlet, WBKW, on Mondays in the exact same time period.

COLORADO SPRINGS, Colo., Dec. 19.—A marked increase in the production of TV film commercials has been responsible for the voting of a second dividend of \$1 by the Alexander Film Company. This brings to \$2, or double the usual amount, the dividends voted this year by the production outfit to its stockholders.

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Feb. Production for First National; Eyes Indie Biz

HOLLYWOOD, Dec. 19.—First National Studios, Inc., newly formed syndicate that last week bought Eagle-Lion Studios for \$1,100,000, will go into active telefilm production in February, at which time it also will be prepared to assist in bankrolling or completely finance other producers who desire to use the lot.

As the new organization moved to commence operations, it was disclosed that unlike other major telefilm studios here, independent producers will be obliged to use not only the physical production facilities but First National's own production personnel if they should make a deal.

First National's thinking on the latter score is that it has the know-how and can give producers more for their money, both creatively and physically, thru use of a team of veteran film people. A saving will be realized, too, it was pointed out, since crews will be paid on a weekly rather than a daily basis, according to William Stephens, who was named executive studio manager in charge of physical production. This saving, he said, will accrue to any producers using First National's set-up.

Stephens already has begun a survey of the studios, preparatory to remodeling the plant which is expected to commence next month. He emphasized that a large portion of the current Eagle-Lion staff would remain at the studio and that there would be no wholesale dismissals. Additional employees are being screened to determine First National's permanent staff, he said.

Stephen and his staff are expected to move into their new headquarters in late January. Among the key personnel to man the new operation are John Stevens, casting director; Gilbert

Kay, assistant director; Jason H. Berne, supervising editor; Charles D. Hall, art director; Don Bruno, construction supervisor; Leigh H. Carson, property department head, and Alfred Spencer, set designer.

Purchase of Eagle-Lion is one of the most important deals in telefilm history here, including as it does some of the nation's leading financial figures. The studio, to be known hereafter as First National Studios, Inc., will be devoted exclusively to telepix production. Its operation will be patterned after that of the majors.

A large portion of the six stages will be taken over by First National's own telefilm production program, tho a limited amount of facilities will be rented to other

firms producing TV pictures. Bernard Prockter will serve not only as president of the company but will be in charge of production, functioning as executive producer. In the latter capacity he will direct the production of his "International Police," production of which will be resumed on the lot.

Also moving to the lot will be the Chester Erskine "Reader's Digest" series now being shot at the Hal Roach Studios. Addition of these productions to the lot will necessitate possible movement on the part of Sovereign Productions, Frank Wisbar Productions and Arrow Productions, tho no decision had been reached this week as to what policy would be followed.

The new syndicate purchased Eagle-Lion from Chesapeake Industries, Inc., headed by William MacMillen Jr., following lengthy negotiations. Fred Levy Jr., Los Angeles financier and realtor, is board chairman of the syndicate.

Board of directors includes Edwin W. Pauley, Los Angeles oil operator; Daniel F. Reeves, broker and president of the Los Angeles Rams professional football team; Bertram Gamble, Minneapolis, president of Gamble - Skogmo Company and Gamble's Western Auto Supply; Edward Matz, Chicago, president of the Kurly-Kate Corporation and Metal Moss Corporation; F. R. Long, Los Angeles, independent oil operator and vice-president of the Mohawk Oil Company; Edward Conne, Los Angeles telefilm and radio producer, and Prockter, who recently sold his telefilm distributing company, PSI.

Conne will serve as executive vice-president in charge of studio operations, while Levy, as chairman of the board and treasurer, will be responsible for the financial direction of First National.

Mendel Silberg, of Mitchell, Silberg & Knupp, represented the purchasers in the deal, while Chesapeake's negotiating attorney was Leon Kaplan, of Kaplan, Livingston, Goodwin & Berkowitz.

Chaplin Studio Goes to Kling On Long Lease

CHICAGO, Dec. 19.—The acquisition on long-term lease of the Charles Chaplin studios in Hollywood by Kling Studios, Inc., of Chicago, gives Kling the largest motion picture facilities in the country with the exception of major Hollywood studios, according to Robert Eirinberg, Kling president.

Kling has just put into operation as a TV studio a large West Side armory here which it leased and remodeled. Fred Niles, head of motion picture operations at Kling, said the Chaplin studios would be activated at once, with initial scheduling for full-length features, commercials and syndicated series for TV. The building also will house Kling's animation division.

First of 'Twain' Series Completed

HOLLYWOOD, Dec. 19.—Filmcraft Productions this week completed the first of a series of 30-minute dramatizations of the life of Mark Twain, to be called "Mark Twain Theater."

Telepic was produced under the direction of Jean Yarbrough, and stars Tracey Roberts, Don Beddoe, Jim Hayward, Dean Comer, Stanley Adams, Hank Mann, Karl Brindle and Forrest Taylor.

Production chores were handled by Gil Ralson, with Isidore Lindenbaum, Filmcraft prexy, as executive producer. Telepic firm obtained the rights to the properties from the Samuel Clemens estate.

Betty White Wins 'H'wood' Release

HOLLYWOOD, Dec. 9.—Betty White, star of "Life With Elizabeth," this week secured her release from her seven-year live contract for the KLAC-TV daytime program, "Hollywood on Television." The release was effective Thursday (17).

Negotiations for the release were made by Don Feddersen, for Miss White, and Mortimer W. Hall, KLAC-TV president. "Life with Elizabeth" will continue to be carried by the station.

Baking Co. Buys 'Space Ranger'

HOLLYWOOD, Dec. 19.—The Gordon Baking Company this week purchased "Rocky Jones, Space Ranger" from United Television Programs for programing in five cities.

The half-hour science fiction series will be seen in Detroit; South Bend, Ind., and three other Midwestern markets. The vidfilm show is produced by Roland Reed.



Consolidated's Whiting Denies Rumors of Sale

HOLLYWOOD, Dec. 19.—Consolidated Television Sales yesterday moved to quash persistent rumors of the sale of the telefilm distributing company despite what is termed common knowledge within the industry that CTS is on the block.

Dwight W. Whiting, CTS general manager, yesterday issued a statement saying that the sale "rumors" are "unfounded." Not only is Consolidated continuing in the TV distribution field under the same ownership, Whiting said, but will shortly announce acquisition of additional properties and establish a branch office in Miami to augment branches now operating in New York, Chicago, Atlanta and Houston.

Whiting is slated to leave next week for a tour of CTS offices for discussion of future plans with branch heads and clients, it was announced. These future plans presumably would include what

was termed a "further expansion of the company." From other sources here it was flatly stated that Consolidated is definitely in the market for a purchaser and in fact has within the recent past been offered to at least one other major telefilm distributor.

Meanwhile, however, Consolidated announced that within the past week it has sold its station starter plan to seven additional stations, bringing the total to 86 outlets that are utilizing the TV film package service. Stations buying the plan include KULA, Honolulu; KOMU, Columbia, Mo.; KPIC, Salem, Ore.; KBAY, San Francisco; WCSH, Portland, Me.; WMAL, Washington, D. C., and the Midessa TV Company, Midland, Tex.

Consolidated also announced it is currently servicing more than 20 clients and makes more than 1,100 film shipments weekly.

High Court Skeds Resumption Of Film Censorship Hearing

WASHINGTON, Dec. 19.—The issue of film censorship, which has wide implications for the TV broadcast industry, is scheduled for another go-around before the Supreme Court in January, with two film distributors filing briefs this week with the high court. The distributors, seeking to upset State bans on movies, will hold up censor-free television as an argument for lifting the restrictions on film offerings in theaters.

In a brief filed this week with the Supreme Court, Mrs. Florence P. Shientag, counsel for Commercial Pictures Corporation, distributors of the movie "La Ronde" in New York, said that constitutional safeguards for "the expression of ideas, such as the press, radio, television and comics, protect motion pictures from censorship as well." Motion pictures, a combina-

tion of pictorial and auditory techniques are not so different from the press and radio so as to warrant censorship," the brief continued. "Motion pictures do not go into the home of the viewer without invitation, as does the censor-free television program. The irony is that "La Ronde" could be shown on television in New York and not in a theater for which admission has to be paid."

Also filing a brief with the high court was Superior Films, Inc., distributors of the movie "M" in Ohio. "M" and "La Ronde" were banned by State censorship boards in Ohio and New York, and the supreme courts of both States upheld the bans. Oral arguments on the two distributors' appeals, which the high court consolidated into one case, will be heard the week of January 4.

BILLBOARD FILM GUIDE

Syndicated Pix ARB Multi-City Ratings

The following chart lists the American Research Bureau's ratings for syndicated film series showing the first week of November in one-half of the cities surveyed individually by ARB. The complete study listing all cities surveyed is published over a two-week period appearing in the Distribution and Station-Network issues of The Billboard.

The program titles are arranged according to category and as they appear in the rating books—no rank order has been attempted.

For further information on distributorship, number of sets in market, running time, etc., please refer to The Billboard's complete CATEGORY BY CATEGORY summary chart which appears in the Agency-Advertiser and Production issues of The Billboard.

For further information on audience size and breakdown, the reader should consult the American Research Bureau, National Press Building, Washington 4; 516 Fifth Avenue, New York; P. O. Box 6934, Los Angeles 22.

LOS ANGELES 7 STATIONS

Title of Show	Category	Station—Days—Time	November ARB Rtg.
I Led Three Lives	Adv.	KECA—Su.—7:00-7:30	6.9
Ramar of the Jungle	Adv.	KTTV—M. to F.—6:15-6:30	8.5
Ramar of the Jungle	Adv.	KTTV—T.—7:00-7:30	7.7
Dangerous Assignment	Adv.	KNBH—T.—10:30-11:00	12.6
Big Game Hunt	Adv.	KHJ—W.—8:00-8:30	1.5
Foreign Intrigue	Adv.	KNBH—Th.—10:30-11:00	14.6
China Smith	Adv.	KECA—S.—7:00-7:30	7.3
Captured	Adv.	KTTV—S.—8:30-9:00	7.7
Time for Beany	Child.	KTTV—M. to F.—6:30-6:45	10.2
Time for Beany	Child.	KTTV—S.—6:30-7:00	7.5
Life With Elizabeth	Comedy	KLAC—Su.—6:30-7:00	6.3
Art Linkletter	Comedy	KTTV—M.—7:00-7:15	5.7
Amos 'n' Andy	Comedy	KNXT—T.—8:00-8:30	21.3
Abbott and Costello	Comedy	KTTV—W.—7:30-8:00	11.0
The Ruggles	Comedy	KECA—F.—7:00-7:30	9.7
Life of Riley	Comedy	KTTV—S.—7:00-7:30	17.0
Kings Crossroads	Docum.	KHJ—M.—7:00-7:30	1.3
Kings Crossroads	Docum.	KHJ—M.—8:00-8:30	2.1
Kings Crossroads	Docum.	KHJ—T.—7:00-7:30	1.6
Kings Crossroads	Docum.	KHJ—Th.—8:00-8:30	1.3
Kings Crossroads	Docum.	KHJ—F.—7:00-7:30	2.7
Favorite Story	Drama	KTTV—T.—8:00-8:30	7.1
Orient Express	Drama	KECA—T.—8:30-9:00	5.9
Invitation Playhouse	Drama	KLAC—W.—7:00-7:30	2.5
D. Fairbanks Presents	Drama	KNBH—Th.—7:00-7:30	16.7
Counterpoint	Drama	KECA—Th.—9:00-9:30	0.5
Craig Kennedy	Mystery	KHJ—Su.—6:30-7:00	3.3
City Detective	Mystery	KNBH—M.—10:30-11:00	11.6
Hollywood Off Beat	Mystery	KTTV—T.—10:30-11:00	3.8
Jeffrey Jones	Mystery	KTTV—W.—8:00-8:30	7.7
Boston Blackie	Mystery	KTTV—W.—8:30-9:00	10.2
Front Page Detective	Mystery	KTTV—F.—10:00-10:30	4.1
Heart of the City	Mystery	KTTV—F.—10:30-11:00	7.7
Badge 714	Mystery	KTTV—S.—7:30-8:00	26.2
Gene Autry	West.	KNXT—Su.—5:30-6:00	17.1
Cisco Kid	West.	KECA—M.—7:00-7:30	15.3
Range Rider	West.	KNXT—T.—7:00-7:30	13.6
Hopalong Cassidy	West.	KTTV—W.—7:00-7:30	9.0
Cisco Kid	West.	KECA—S.—5:00-5:30	4.9

PHILADELPHIA 3 STATIONS

Ramar of the Jungle	Adv.	WFIL—Su.—10:45-11:15	5.9
Ramar of the Jungle	Adv.	WFIL—Su.—6:00-6:30	18.7
Ramar of the Jungle	Adv.	WFIL—Su.—11:15-11:45	1.2
Ramar of the Jungle	Adv.	WFIL—W.—6:30-7:00	10.0
I Led Three Lives	Adv.	WCAU—W.—7:00-7:30	24.8
Ramar of the Jungle	Adv.	WFIL—Th.—6:30-7:00	10.0
Foreign Intrigue	Adv.	WCAU—Th.—10:30-11:00	13.3
Ramar of the Jungle	Adv.	WFIL—F.—6:30-7:00	10.0
Dick Tracy	Adv.	WCAU—S.—5:30-6:00	14.9
Ramar of the Jungle	Adv.	WFIL—S.—6:00-6:30	11.5
Abbott and Costello	Comedy	WCAU—S.—10:30-11:00	7.3
Favorite Story	Drama	WPTZ—Su.—7:00-7:30	9.0
D. Fairbanks Presents	Drama	WCAU—Su.—7:00-7:30	7.0
Orient Express	Drama	WPTZ—T.—10:30-11:00	6.0
Kieran's Kaleidoscope	Misc.	WPTZ—Su.—6:45-7:00	10.0
Pulse of the City	Mystery	WFIL—Su.—6:45-7:00	5.7
Craig Kennedy	Mystery	WCAU—Th.—7:00-7:30	23.4
Front Page Detective	Mystery	WCAU—S.—6:00-6:30	9.3
Hollywood Off Beat	Mystery	WPTZ—S.—7:00-7:30	9.0
Telenews Daily	News	WPTZ—M. to F.—7:00-7:15	5.5
Telenews Daily	News	WFIL—M. to F.—7:15-7:30	6.7
Telenews Daily	News	WFIL—S.—6:30-6:45	7.0
Movie Quick Quiz	Quiz	WFIL—M. to F.—5:00-5:15	0.6
Gene Autry	Western	WCAU—M. to F.—5:30-6:00	14.8
Gene Autry	Western	WCAU—T.—8:00-8:30	10.9
Cisco Kid	Western	WCAU—F.—7:00-7:30	31.4

PHOENIX 3 STATIONS

I Led Three Lives	Adv.	KTYL—S.—9:00-9:30	29.7
Amos 'n' Andy	Comedy	KOOL-KOY—T.—8:00-8:30	37.6
Life of Riley	Comedy	KTYL—F.—7:30-8:00	16.4
Abbott & Costello	Comedy	KOOL-KOY—S.—7:30-8:00	14.2
Victory at Sea	Docum.	KTYL—S.—8:00-8:30	23.0
King's Crossroads	Docum.	KOOL-KOY—Su.—4:30-5:00	2.4
Favorite Story	Drama	KTYL—W.—7:30-8:00	6.1
The Visitor	Drama	KTYL—Th.—7:30-8:00	26.7
Badge 714	Mystery	KTYL—W.—9:30-10:00	12.1
Files of Jeffrey Jones	Mystery	KOOL-KOY—T.—8:30-9:00	23.6
City Detective	Mystery	KPHO—F.—10:00-10:30	26.7
Cisco Kid	Western	KTYL—M.—7:00-7:30	32.7
Range Rider	Western	KPHO—T.—7:00-7:30	38.5
Gene Autry	Western	KOOL-KOY—T.—7:30-8:00	24.9
Wild Bill Hickok	Western	KPHO—Th.—6:30-7:00	20.0
Hopalong Cassidy	Western	KPHO—S.—6:00-6:30	31.5

SAN FRANCISCO 3 STATIONS

Dangerous Assignment	Adv.	KPIX—Su.—9:00-9:30	24.6
Captured	Adv.	KRON—T.—10:30-11:00	8.8
Badge 714	Adv.	KPIX—W.—9:00-9:30	30.6
I Led Three Lives	Adv.	KRON—Th.—10:30-11:00	19.6
Ramar of the Jungle	Adv.	KGO—F.—6:30-7:00	15.8
Foreign Intrigue	Adv.	KGO—F.—10:30-11:00	4.6
Life of Riley	Comedy	KGO—M.—7:30-8:00	24.4
The Ruggles	Comedy	KGO—W.—7:00-7:30	5.8
Victory at Sea	Docum.	KRON—M.—7:00-7:30	19.2
Crown Theater	Drama	KPIX—Su.—7:00-7:30	19.6
Counterpoint	Drama	KRON—W.—10:30-11:00	13.8
Favorite Story	Drama	KRON—F.—8:00-8:30	22.5
D. Fairbanks Presents	Drama	KRON—S.—8:00-8:30	21.9
Stranger Than Fiction	Misc.	KRON—S.—3:00-3:15	1.3
Stranger Than Fiction	Misc.	KRON—M.—11:45-12:00	0.4
Heart of the City	Mystery	KRON—M.—10:30-11:00	14.2
Boston Blackie	Mystery	KGO—T.—8:30-9:00	20.2
City Detective	Mystery	KRON—F.—10:00-10:30	31.1
Range Rider	Western	KPIX—T.—7:00-7:30	37.5
Hopalong Cassidy	Western	KGO—Th.—6:00-6:30	11.7
Cisco Kid	Western	KRON—Th.—7:00-7:30	30.7

WPIX Borrows Movie Idea, Makes It Pay

By FRED M. THROWER
Vice-President and General
Manager, WPIX, New York

Altho selective block buying is still the greatest working asset of the television station film buyer, a great deal of successful film programing in the future is going to depend upon the versatility of station program managers.

With no apparent change on the part of Hollywood producing companies toward releasing more and better film for television, primary responsibility is being shifted to programing personnel for proper husbanding of movie properites.

The question of re-runs for television film is still being thrashed out. Some stations howl at the number of repeats. Vidpix distributors, on the other hand, are able to point to doubled and sometimes tripled ratings of shows enjoying re-runs.

In June, 1948, when WPIX first started telecasting, it foresaw the

great demand for movies, and pioneered early and late movie showings in the area, notably with its "Six-Gun Playhouse" and its "Night Owl Theater."

Since that time, the station has depended heavily on film, sometimes running as high as 65 per cent of its programing in film presentations.

'First Show' First Click

But it was not until September, 1952, that WPIX came up with its biggest film money-maker—the "First Show," a 7:30-8:55 p.m. presentation of movies never shown before in the area. Each feature is telecast five times weekly.

Curiously enough, the idea behind "First Show" goes back to first-run movie houses. They schedule feature films for a week's showing or longer—new show every Wednesday.

On this now-proved sound principle that people who couldn't attend the opening day might appear at the box-office on other days of the week, WPIX adapted the policy to "First Show," with attendant advertising and publicity promotion.

With stars like Margaret Sullivan, Fredric March, Claudette Colbert, Charles Laughton, Edward G. Robinson, Adolphe Menjou, Paulette Goddard, and many others, "First Show" had an immediate viewer response, which was reflected in ratings.

Rating Records

Let's take a look at the rating record of "First Show" since its inauguration, and you can draw your own conclusions as to why the presentation now boasts a total of 44 sponsored participations every week.

For a comparison of "First Show's" total weekly rating with the local ratings of the once-a-week programs in Pulse (October-April '52-'53), the "Top-Fifteen" reveals that "First Show" figures were big enough for the "Top-Fifteen" in six out of seven months of the fall-spring season.

These comparisons were taken against New York ratings of such weekly television features as "The Jackie Gleason Show," "Comedy Hour," "Suspense," "All Star Revue," and others, including the Ed Sullivan, Robert Montgomery and "Ford Theater" programs.

An average weekly cumulative rating of "First Show" since it's been on the air shows that it has consistently maintained an average viewership of 29.0 according to Pulse.

The results were so gratifying that WPIX recently extended the run of "First Show" to six days a week—Mondays thru Saturdays.

Outstanding Buy

Where else can you find a buy which gives an advertiser six announcements each week, high frequency of advertising impression, and a comparable rating position for a total expenditure of only \$2,100 gross commissionable per week?

The answer lies in the merchandising experiences of such national advertisers as Bayer's Aspirin, Phillips Milk of Magnesia, Pepperidge Farms, Dunhill Cigarettes, Baume Bengue, Amer-

Tint-TV Film Processes to Be Out in Jan.

Transmissions to Improve in 1954; Gold Re-Elected

NEW YORK, Dec. 19. — The first authoritative industry analysis of color TV film processes is due to be released in the middle of January. The report will be based on months of study done by Panel-11A of the National Television System Committee, whose compatible color TV standards were approved by the Federal Communications Committee this week.

Dr. Alfred N. Goldsmith, chairman of Panel-11A, said that the report will describe every type of color negative process and its characteristics on the NTSC system, as well as all the color print processes and the several methods of transmission.

Dr. Goldsmith told the meeting of the National Television Film Council on Thursday (17) that three technical developments made in 1953 assure improved film transmission in 1954. These are the high speed pulldown, the optical non-intermittent pulldown with the flying spot scanner, and the electronic jump non-intermittent pulldown recently developed by Motorola. In discussing video tape, Dr. Goldsmith predicted that producers will go ahead and produce in color film to an increasing extent during 1954, since industry-wide use of tape is still years away.

FPA's Comment

David Pincus, president of the Film Producers' Association of New York, in commenting on the forthcoming Panel-11A report, said that he did not expect it to preclude the necessity of the study FPA is now making. FPA's color committee has been conferring with the networks and manufacturers for the past two months with the aim of making a report to FPA members on the best production methods to be used for color commercials.

Pincus pointed out that, unlike the Panel-11A report, the FPA study is strictly from the producers' viewpoint. He added that he did not believe FPA would have the answers it was seeking until it actually produced a test color commercial that gave accurate reception on the NTSC system.

Pincus intends to give his color report at a round table meeting of FPA membership, but he still was not able to say when that can be expected to come off.

At the Film Council meeting on Thursday, Mel Gold, of National Screen Service, was elected president of the organization along with the rest of the slate presented by the nominating committee last month. This is the fourth time Gold is serving as president. The new officers will be installed at the next membership meeting, January 28.

ican Chicle Company, United Fruit Company, Lipton's Tea, Chase and Sanborn, and others now sponsoring "First Show."

Just to prove the story another way we had Pulse do a special analysis of the audience composition for "First Show" and found that men and women (18 and over) made up the majority of our audiences.

The same survey showed that we were ahead of our nearest competitor in the movie field, and that in every 100 viewing homes "First Show" had 34.4 per cent more men viewers, and 36.8 per cent more women viewers.

New Vidpix Firm Formed in Texas

AUSTIN, Tex., Dec. 19.—Consolidated Films Corporation, of San Antonio, was incorporated here this week by six San Antonians. The new firm lists among its \$141,500 assets a number of TV manuscripts, ready to go, worth \$108,000. The company has \$250,000 capital stock, with half of it paid in as a starter. Its purpose is manufacturing, producing and exhibiting films, primarily for TV.

Listed as incorporators were N. W. Gillies, Jacques Jaccard, M. A. Ogden, W. L. Hayter, Ruth Piper and Albert Timmons.

Top 10 Network Film Shows

and comparative rank among all web shows

This feature, which runs in every "Network and Station" TV film spotlight issue of The Billboard, shows the relative standing of the top 10 film shows telecast on a network basis. It also stacks up film shows vs. live web shows by indicating the standings of film programs among all network entries. In the latter column, film shows which did not hit the top 25 among all web programs carry no rank number, but are designated with asterisks. Rating figures are from the latest monthly findings of the American Research Bureau.

Rank Among Web Film Shows	Rank Among All Web Shows	Program	Web CBS	November ARB Rating
1.	1.	I Love Lucy	CBS	62.2
2.	2.	Dragnet	NBC	62.0
3.	3.	You Bet Your Life	NBC	53.2
4.	9.	Our Miss Brooks	CBS	41.1
5.	12.	Fireside Theater	NBC	38.4
6.	14.	Life of Riley	NBC	37.9
7.	15.	Ford Theater	NBC	37.7
8.	20.	Burns and Allen	CBS	35.7
9.	25.	Playhouse of Stars	CBS	32.4
10.	—	I Married Joan	NBC	30.7

FILM ROOM TIPS

By HERMAN KATZ
Motion Pictures for Television, Inc.

The use of film on television has brought about many problems, the most important being that the personnel at the stations are not familiar with the handling of 16mm. film. From my experience film is being returned, in many cases, with splices made with scotch tape, nicked sprockets, and the packing of the film is made loosely so as to rip the film in the course of the shipment.

We would like to call these important facts to the attention of all television stations. If cuts are made in the prints the cuts should be replaced, the leaders and titles left intact, and splices which were necessary should be made correctly. I have found that if all splices are checked and blooped they will hold much better.

It is also important that the film be sealed on the reel before it is returned so it does not unravel from the reel in transit.

Motion Pictures for Television, Inc., has set up a policy whereby we will work with the station in any problems which may arise in the handling of film. From time to time we will forward a technical manual on the care and handling of 16mm. film.

We will also recommend the use of various equipment that we find not only necessary but advantageous in the handling of 16mm. film. Our personnel are available at all times to attempt to solve any of the problems that a new television station may have in regard to the use of film.

TV Station Film Buyers Pick

A weekly survey of station film buyers' selections of the most outstanding theatrical and non-theatrical films shown on their stations last week. Theatrical distributors and original release date of the film has been added where available. For address of television distributor write The Billboard TV Film Department.

THEATRICAL

COMEDY	STAND-IN (United Artists 1937).....MPTV
DRAMA	BOMBS OVER BURMA (PRC Pictures, Inc., 1942).....Hygo TV
	CAPTAIN CAUTION (United Artists, 1940).....Unity TV
	CHAMPAGNE FOR CAESAR (Universal 1950).....Comet TV
	DETOUR (PRC Pictures, Inc., 1946).....MPTV
	DOUBLE CROSS (PRC Pictures, Inc., 1941).....Hygo TV
	ETERNALLY YOURS (United Artists, 1939).....MPTV
	FOREIGN CORRESPONDENT (United Artists 1940).....MPTV
	GANGS OF NEW YORK (Republic 1938).....Hollywood TV
	HANGMEN ALSO DIE (United Artists, 1943).....Unity TV
	MINZ OWN EXECUTIONER (20th Century-Fox, 1948).....Unity TV
	OPEN CITY (Mayer & Burstyn, 1946).....MPTV
	THE SHIEK STEPS OUT.....Hollywood TV
	SONG FOR MISS JULIE (Republic, 1945).....Bagnall Assoc.
	STRANGE WOMAN (United Artists, 1946).....Atlantic TV
	SUNDOWN (United Artists, 1941).....MPTV
	WEAKER SEX (Eagle-Lion, 1949).....Unity TV
	YOU ONLY LIVE ONCE (United Artists, 1937).....MPTV
MUSICAL	MELODY MASTER.....Atlantic TV
	NORTHWEST OUTPOST (Republic, 1947).....Hollywood TV
MYSTERY	THE CHASE (United Artists).....Unity TV
	GUILTY BYSTANDER (Film Classics, 1950).....TV-Exploitations
	HI-JACKED (Lippert, 1950).....Telepictures
	INVISIBLE WALL (20th Century-Fox, 1947).....Unity TV
	WANTED FOR MURDER (20th Century-Fox, 1946).....Unity TV

Film Programing on Locals

Continued from page 7

pattern more than kept pace with the networks on film programing. Feature film programing held its own and established broadcasters showed a new awareness of series produced specially for television, which partially accounts for the sales up-beat reported by distributors of features and series alike.

An ingenious local film programing gimmick was introduced in July by Jim Gaines, then manager of WOR-TV here. Tagged "Double Exposure," the plan called for sponsors of network and nationally spot-booked film shows to air their film series over WOR-TV without any time charge for 13 weeks. WOR-TV figured to profit by selling spot adjacencies around the free (to the station) quality film programing.

Rating Reports

The station also hoped to convince sponsors that WOR-TV was a good buy at the end of the 13 weeks run, via rating reports. The plan went into operation this fall, over WOR-TV here and Mutual's Los Angeles outlet, KHJ. WOR-TV is running a Saturday Night "Double Exposure" line-up, fea-

turing "Man Against Crime," "Sky King," "Captain Midnight" and "Inspector Mark Saber." However, it's still too early to decide whether the plan is a success.

The ultimate success of the multi-show library plans is also still undetermined. Many new stations shelled out practically all of their film buying budgets on library sales plan, but others held out because of a fear of tying up their film money for the next five years in shows that may not meet their ultimate audience needs.

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TV Film Guest of the Week



FRED M. THROWER

Fred Thrower came to indie television Station WPIX, New York, on May 21, 1953, after almost 25 years' experience with the National Broadcasting Company, the American Broadcasting Company and CBS-Television.

He had been for nine years vice-president in charge of television sales for ABC prior to assuming the same function at CBS.

A native of Tampa, Fla., he joined the program department of NBC in 1929, where he learned talent and entertainment. From there he went to traffic and then to sales in 1935 as an account executive.

During the period 1939-'40-'41, he consistently led all other account executives with an annual billing of more than \$5,000,000.

When the Blue Network was formed he was made general sales manager and, in October 1942, was made vice-president in charge of sales, making him the youngest major executive in the national network broadcasting field.

Later he moved to CBS in the same capacity.

Thrower served as a lieutenant-commander in the U. S. Navy during World War II. He is married and has a home at Greenwich, Conn.

PORTLAND, ORE. 2 STATIONS

Captured	Adv.	KOIN-T	9:00-9:30	22.0
I Led Three Lives	Adv.	KPTV-T	10:30-11:00	15.9
Amos 'n' Andy	Comedy	KOIN-F	8:00-8:30	41.3
Life of Riley	Comedy	KPTV-S	7:00-7:30	46.4
Victory at Sea	Docum.	KPTV-Su	6:00-6:30	35.4
D. Fairbanks Presents	Drama	KPTV-F	8:30-9:00	12.8
Orient Express	Drama	KOIN-T	8:00-8:30	15.9
Favorite Story	Drama	KOIN-M	8:30-9:00	43.8
Stranger Than Fiction	Misc.	KPTV-S	3:15-3:30	13.9
Gene Autry	Western	KOIN-Su	5:00-5:30	25.6
Range Rider	Western	KOIN-T	7:00-7:30	20.0
Cisco Kid	Western	KOIN-Th	7:00-7:30	38.5

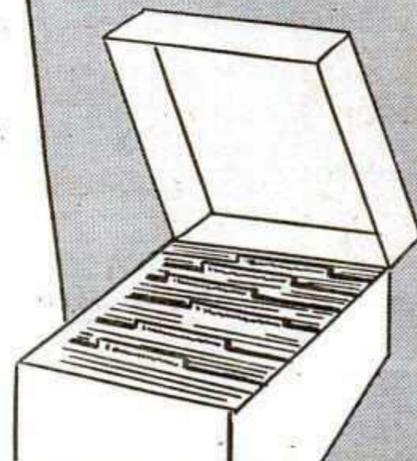
WASHINGTON 4 STATIONS

Badge 714	Adv.	WNBW-W	7:00-7:30	13.2
Foreign Intrigue	Adv.	WNBW-Th	10:30-11:00	16.6
Life of Riley	Comedy	WNBW-F	8:30-9:00	26.3
Abbott and Costello	Comedy	WTOP-S	6:00-6:30	14.8
Life With Elizabeth	Comedy	WNBW-S	7:00-7:30	9.0
Kings Crossroads	Docum.	WNBW-T	Th-F 2:00-2:30	1.9
Victory at Sea	Docum.	WNBW-M	7:00-7:30	16.6
Hans Christian Andersen	Drama	WTTG-T	7:30-8:00	14.9
Favorite Story	Drama	WTOP-Th	10:30-11:00	14.1
D. Fairbanks Presents	Drama	WTOP-F	10:30-11:00	11.5
Front Page Detective	Mystery	WTOP-Su	7:00-7:30	8.5
Front Page Detective	Mystery	WMAL-F	10:00-10:30	4.9
U. P. Movietone News	News	WTOP-M	T-F 6:45-7:00	7.4
Mad. Sq. Garden Highlights	Sports	WMAL-S	10:00-10:30	1.0
Gene Autry	Western	WTOP-T	8:00-8:30	13.2
Widow Cassidy	Western	WNBW-F	7:00-7:30	18.8
Wild Bill Hickok	Western	WTOP-S	1:00-1:30	9.6
Range Rider	Western	WTOP-S	1:30-2:00	9.6
Cisco Kid	Western	WNBW-S	6:30-7:00	18.9

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REVIEWS OF TV FILM SHOWS

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FOREIGN INTRIGUE (30 minutes—39 in series)

Adventure

Producer: Sheldon Reynolds
Director: Marcel Cravenne
Sponsor: Ballantine thru J. Walter Thompson
Distributor: J. Walter Thompson for Syndication
Via: WNBT, New York

James Daly this season replaced Jerome Thor as the lead in "Foreign Intrigue." A change of lead in an adventure series might generally be considered risky business. But note that "Martin Kane" has had four different leading men in its TV life without injury. If anything, the Thor to Daly switch should have less effect. The stanza caught, titled "Hall of Justice," had the same values that have already established the show. There was a plentitude of exotic location shots, visual action and gun play. And the plot was genuinely intriguing.

For Full Detailed Review See The Billboard, November 21, 1953, Issue.

ROCKY JONES, SPACE RANGER (30 minutes)

Adventure

Producer: Roland Reed Productions
Executive producer: Guy V. Thayer Jr.
Director: Holly Morse
Cast: Richard Crane, Scotty Beckett, Sally Mansfield and others.
Distributor: United Television Programs, Inc.

A new and intelligent approach to the picturization of life in the celestial orbit has been manifested by "Rocky." Series is laid in the present day but utilizes vivid imagination in its plausible approach to interplanetary travel and life as it might exist elsewhere in the universe. General effect is one of belief, particularly where the characters are concerned, since they are just people, good and bad. Richard Crane turns in a creditable performance, and his sidekick "Winky" is portrayed by youthful clean-cut Scotty Beckett. The feminine interest is supplied by an attractive and competent actress, Sally Mansfield.

For Full Detailed Review See The Billboard, October 10, 1953, Issue.

PRIDE OF THE FAMILY (30 minutes)

Situation Comedy

Produced by: Revue Productions, Inc. (MCA)
Producer: Sam Perrin
Director: Robert S. Finkel
Cast: Paul Hartman, Fay Wray, Natalie Wood and others.
Sponsored on alternate weeks by: Dial Soap and Shampoo and the

Bristol-Myers Company for Ipana Tooth Paste and Bufferin. The hero of ABC's new film series, "Pride of the Family," is described as just an "average man," and that just about sums up the series as a whole—"average," or, as defined by Webster, "little more than ordinary; the common run." Hartman isn't as funny without his ex-frau Grace Hartman as a foil; so perhaps the producers would be wise to introduce another character—maid, relative or what have you—to provide the spaniel-eyed comic with a springboard for his dead-pan reaction routines.

For Full Detailed Review See The Billboard, October 10, 1953, Issue.

LIFE WITH ELIZABETH (30 minutes—39 in series)

Situation Comedy

Producer: Guild Films, Inc.
Producer-director-writer: George Tibbles
Cast: Betty White, Del Moore, Dick Garton
Distributor: Guild Films, Inc.
Prices on request.

This series racked up an enviable record as a live show in Hollywood before Guild Films put it on film for syndication. Show is of a type that cannot offend the most sensitive viewer, and the word wholesome might have been invented for it. Format is three totally unrelated brief episodes in the family life of Betty and her spouse, Alvin, who is played by Del Moore. Plots were humorously carried out by Miss White, who flashed an engaging personality, and by Del Moore, who proved an able foil. An early evening slot seems logical for this series.

For Full Detailed Review See The Billboard, November 7, 1953, Issue.

I LED THREE LIVES (30 minutes—39 in series)

Adventure

Producer: Ziv Television Programs, Inc.
Production chief: Maurice Unger
Director: Eddie Davis
Cast: Richard Carlson, Jeanne Cooper, Robert Anderson and others.
Distributor: Ziv Television Programs, Inc.

"I Led Three Lives" is a prime example of how a documentary theme can be liberally spiced with showmanly cloak and dagger production gimmicks yet retain an essential dignity of purpose and factual content. Richard Carlson was excellent as Herbert Philbrick (counterspy for the FBI), and the rest of the cast turned in performances of equal caliber. Ziv is backing up its new property with the most complete merchandising and promotion campaign in the firm's history, with the show's advertising budget Ziv's largest to date.

For Full Detailed Review See The Billboard, October 10, 1953, Issue.

THE JOE PALOOKA STORY

Drama

Produced by: Guild Films Company, Inc.
Producers: Richard Bare
Co-Producer: Joe Kirkwood
Director: Erle Kenton, Richard Bare
Created by: Ham Fisher
Cast: Joe Kirkwood, Cathy Downs, Sid Tomack, Maxie Rosenbloom and others.

Based on Ham Fisher's cartoon strip, "Joe Palooka," which is syndicated to over 1,100 newspapers, the series has a ready and waiting audience with enormous exploitation potential. The plot on the segment reviewed, "Knobby's Knockout," was uncomplicated and direct with broad, escapist appeal for viewers of all ages. The show on the whole had that sweetness and light likability that characterized Guild's two previous productions, "Life With Elizabeth" and "Liberace." It ought to be a strong ad vehicle.

For Full Detailed Review See The Billboard, December 19, 1953, Issue.

ORIENT EXPRESS (30 minutes—26 in series)

Adventure

Producer: John Nasht
Director: Robert Spafford
Script: Sam Locke
Cast: Peter Van Eyck and Geraldine Brooks
Distributor: Prockter Television Enterprises

"Orient Express" seems to be another series steeped in intrigue and plot gimmicks. In this respect it resembles Prockter's previously released series, "China Smith." But that's the extent of the similarity. Whereas the "Smith" series is tied together by a single character, "Express" is an anthology, all the segments of which apparently will somehow touch on the railroad after which the show is named. Cleverly turned plots like this first segment, "A Matter of Calculation," will always hold an audience to the bitter end.

For Full Detailed Review See The Billboard, October 10, 1953, Issue.

THE GREATEST DRAMA

Documentary

Produced: Movietone News and General Telecasting
Supervisor: Jack Kuhne
Narrators: Phil Tonken, Raymond Edward Johnson and others.
Producer-writer: Michael Sklar
Distributor: 20th Century-Fox Film Corporation

Series is a low-budget buy with big-name prestige and great sentimental appeal. Each segment tells a quick life story of a different great American of this century via actual film clips out of Movietone's vaults. Three episodes reviewed were General MacArthur, Babe Ruth and Will Rogers. Others in the can include Admiral Byrd, Henry Ford and Helen Wills Moody. General Tire Corporation is sponsoring the series in 37 markets, and 20th Century-Fox will syndicate it.

For Full Detailed Review See The Billboard, December 19, 1953, Issue.

Thanks, Billboard Editors, for choosing me as "one of the outstanding performers of the year." I'm real happy about this.

I'm real happy about my new set-up with CBS, too. I'm going to be doing something I've always wanted to do... a new radio show, a new television show—and all my own. (I'm not greedy. I'm just living!)

The Robert Q. Lewis Show on CBS Radio starts on January 2 and will be broadcast every Saturday from 11 a.m. to 12 noon EST. (The boys tell me it's three-quarters sold already. I haven't seen the new clients yet. Glasses busted.)

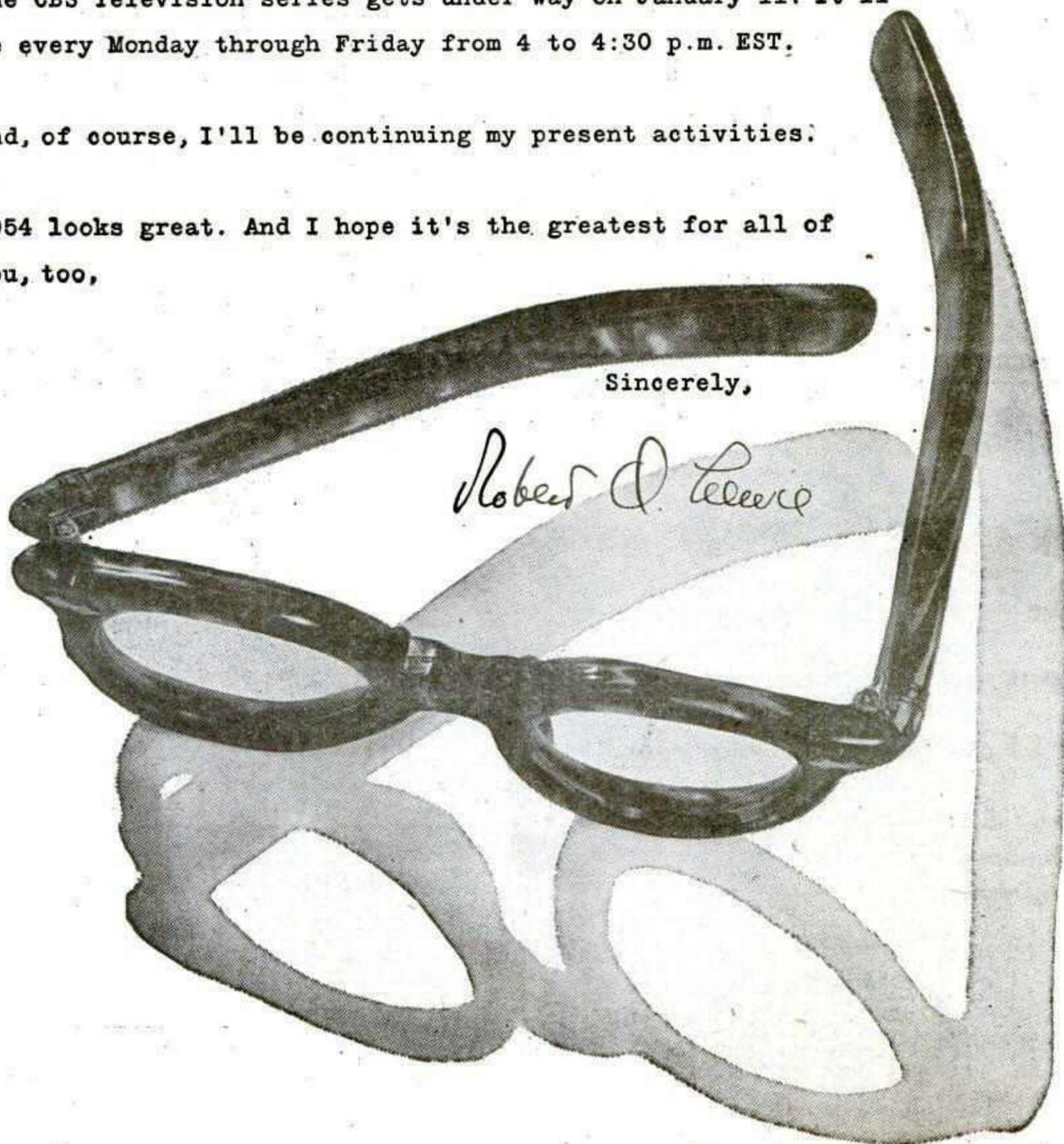
The CBS Television series gets under way on January 11. It'll be every Monday through Friday from 4 to 4:30 p.m. EST.

And, of course, I'll be continuing my present activities.

1954 looks great. And I hope it's the greatest for all of you, too,

Sincerely,

Robert Q. Lewis



AGVA-AFM Gird for Boston Show-Down

NEW YORK, Dec. 19.—Talent buyers, cafe operators and theater bookers on the Northeastern seaboard, particularly those in the Boston and Montreal areas, became increasingly anxious as the January 4th deadline issued by the American Federation of Musicians approached. Under this deadline AFM had ordered its members not to play for members of the American Guild of Variety Artists.

While only the two above-mentioned areas are involved at the present, insiders in AFM said that the rule will shortly spread to Buffalo, Syracuse, Albany and possibly Pittsburgh.

Informants claim the don't-play-for-acts order came out of a meeting of all AFM local presidents held earlier this month where James C. Petrillo characterized AGVA in unflattering terms and ordered certain steps of which the refusal of backing of AGVA acts was to be the first. Boston and the Montreal locals were the first to put talent buyers on notice.

Talent buyers caught in a squeeze play between the two unions don't know which way to turn. An effort was made by some Boston cafe operators to get AGVA to agree not to force buyers to pay acts in the event music was not available. AGVA flatly refused. It pointed to its employment contracts which call for pay or play. It also pointed to its basic agreements where the buyer of AGVA talent is obligated to furnish proper music for rehearsals and performances.

Legal Action Looms

Informed sources say that AGVA and various members are already preparing legal action against all AFM locals who have ordered its members not to play for acts. To establish a legal claim the Boston Mediation and Conciliation Service of the U. S. Department of Labor has already been notified by AGVA that a labor dispute exists, as the first step in its battle against the Federation.

Canadian sources say it is not coincidental that the Montreal local suggested that talent buyers get their acts from sources other than AGVA. They point to the attempts made earlier in the year made by Montreal interests to form a non-AGVA actors' union.

Acts, anxious to work and apprehensive about the battle between the two unions, are caught between the two. An AGVA Boston branch executive member,

who was particularly loud in his denunciation of AFM at last week's meeting between AGVA and the cafemen, suddenly became a member of AFM despite the fact that he's a talking comic and uses no music.

Eligibility Bars Down

What makes a man eligible for AFM membership is apparently now open to various interpretations. In the past any applicant had to pass an instrumental test to prove his musicianship before a card was issued.

"Since the fight started, we have been told we can come into AFM without an examination, plus a reduction of initiation fees," said a Boston performer. Federation officials refused to confirm or deny this statement.

Agencies, in the meantime, are getting a greater call for entertaining bands than ever before. One band booker said he hoped the battle will spread because there would be more work for bands. "Most of the inquiries are coming from Boston, Buffalo and Pittsburgh," said the booker.

EASY, NOT OFF

That's Philly Warning to All Strippers

PHILADELPHIA, Dec. 19.—Strippers working in town got a stiff warning to take it easy, or they'd be out of work.

Police Commissioner Tom Gibbons got to the American Guild of Variety Artists and passed the word along. Latter in turn issued a warning to all local club owners and exotic dancers telling them that routines that are "too daring" are out.

No one had a definition of "too daring" but Charles Garvey, branch AGVA head, said all dancers would have to be cleared by his office before they work local clubs. "If the owners fail to co-operate, AGVA will take steps to remove all entertainment from the club involved," he said.

Hub Unions Seek Peace

NEW YORK, Dec. 19.—Organized labor in Boston, acting as a peacemaker, has entered the American Guild of Variety Artists-American Federation of Musicians fracas asking the heads of these unions to settle their differences in order not to throw out of work people who are not a party to the battle.

The Boston Central Labor Union wired AGVA's Jack Irving; Paul Dulzell, president of the Associated Actors and Artistes of America, and AFM's president James C. Petrillo, urging they all get together to avoid a conflict.

Irving immediately wired back offering to co-operate if a meeting was set up. Dulzell sent a similar wire.

The AFM heads, now busily engaged in negotiations with the record companies, couldn't be reached for comment.

Central Labor Union consists of the bartenders, bakery workers, cooks, motion picture operators and teamsters unions.

Dancer Awarded 9G for Fire Injury

SYDNEY, Dec. 19.—Miss June Lorraine, former show girl and dancer, was awarded \$9,000 in the State Supreme Court last week for injuries received at the Celebrity Club here when her ballet dress caught on fire during a show at the club.

She was seriously burned as a result and has since been unable to carry on with her dancing.

The fire took place when her dress touched an open flame on a food heater in March, 1950.

EDITORIAL

Petrillo Must Negotiate

James C. Petrillo has been charged with many things, but one thing he can't be charged with is not having the interests of his members at heart.

Night club owners and those few theaters still using acts are viewing January 4 with some apprehension, because that is the cut-off date when musicians will stop playing for members of the American Guild of Variety Artists.

Petrillo is well aware of the fears as a result of this ruling. He is aware that not only actors and musicians, but also the allied craft union members working for night clubs and theaters will be out of work.

It is unthinkable that a battle of words between the American Federation of Musicians and AGVA can't be resolved without throwing out of work hundreds and perhaps thousands of persons. That numerous lawsuits involving broken contracts will result is almost a certainty.

As tough a negotiator as Petrillo is, we doubt if he's prepared to throw an entire industry into chaos over what can be and must be settled around a conference table.

TOUGH ALL OVER

Las Vegas Weeps Of Xmas Doldrums

Continued from page 2

cans say it's the hangover from a 20-year binge of overspending by the Democrats.

Whatever the reason, the money recession in Las Vegas is serious. The unemployment office reports 25 per cent more claims than six months ago. Casino dealers bitterly complain about being cut down to two or three days a week.

Las Vegas businessmen, who haven't complained about poor conditions in years, are actually laying off extra help, since Christmas buying is below expectations.

One local independent haberdasher said half his regular Christmas customers are now patronizing Sears Roebuck or Penney's. Latter chains are the only ones who show up with an increase in business in a local Chamber of Commerce survey.

Only rosy picture in the over-all gloom is the competition among landlords. For the first time in 10 years, tenants threatening to move are able to back it up with vacancies not far away.

Hardest hit are the new motels, built recently at prohibitive

prices, with resultant high costs of amortization. All down the Strip, motels have posted "\$4" signs, unheard-of in new, modern auto courts since the town's boom began.

Chamber of Commerce Manager Ken Frogley, with usual optimism, said "It'll pick up in the spring," but spring looks a long way off.

AGVA, Statler May Settle Tiff

HOLLYWOOD, Dec. 19.—Suspension of the temporary restraining order issued against the American Guild of Variety Artists last month by Superior Court Judge Frank G. Swain resulted in paving the way for possible out-of-court settlement in the dispute between the vaude union and the Hotel Statler at hearings here Monday (14).

Judge Swain suspended the restraining order and continued the hearings to January 20. The parties have agreed to hold discussions in the immediate future in the controversy arising primarily because of the hotel's failure to sign the union's minimum basic agreement.

As part of the continuance, the Statler will continue to feature AGVA acts in its nitery entertainment policy and maintain the status quo pending a possible agreement on or before January 20.

The Statler was represented by attorney Samuel S. Gill; AGVA and its officials, Edward Rio and Irvin P. Mazzei, by Robert Shutan. Alphonse Laporte, counsel for the Hotel Statler of New York, and Henry Katz, resident counsel of the national office of AGVA, were both in Los Angeles for the proceedings. Participating also in the discussions was attorney George Bogle, representing the Los Angeles Central Labor Council, AFL. The latter, tho not a party to the proceedings, has concerned itself in this action because of the general import of the case.

NEW YORK, Dec. 19.—Negotiations between national AGVA and top officials of the Statler chain are set to start here the early part of the week. Actors' union is demanding that hotel sign an agreement recognizing AGVA performers as employees and not as independent contractors, which the hotel considers them to be.

Old Club Reopens

HARTFORD, Conn., Dec. 19.—One of Eastern Connecticut's oldest night clubs, the London Terrace, New London, has reopened after being closed for some months. New management, under John Castanza and John Castanza Jr., has renamed the location Johnny's, and has policy of floorshows, band and dancing.

British Vaude Eyes Americans, Mostly Male

Continued from page 2

having played the area before. But up to the present neither is interested or available.

They Like Comics

The rise of the American comedian in the English market is another development that has recently taken hold. The biggest one of course was Danny Kaye, who is going back, closely followed by Danny Thomas. The chief difficulty facing most American comics was to gear their routines to fit the English tastes. The big biff bang lines throwers would leave most British audiences confused, in the opinion of bookers. They point to the fact that American comedy is at least 10 years ahead of the British, and this rapid tempo at which most American comics perform makes them unsuitable for English consumption.

The easier working U. S. comics, however, would find English audiences a cinch, it is believed. It is for that reason that some standard American comics who are considered minor performers in this country are now getting bids to play the Palladium and the Provinces.

Among these are Georgie Kaye, Tom Herbert and Don Saxon, Archie Robbins (who has played there before) and others of similar stature.

Deals are now in the negotiation stage to buy additional comics at salaries equal to, or in some cases higher than, their going American figures.

Vegas Offered E. Flynn Deal

NEW YORK, Dec. 19.—Errol Flynn may be the next picture name to give the Las Vegas clubs a whirl—if a deal is made.

Flynn is currently being submitted by Mercury Artists for \$17,500. The Thunderbird and the Sands are both said to be interested, tho at different figures.

The Flynn date would include a package that would carry with it Pat Wymore, Flynn's wife, who would dance and do bits with her husband.

Ray-Lang Face Pre-Trial Exam

NEW YORK, Dec. 19.—Pre-trial examination of Johnnie Ray and his manager, Bernie Lang, in a \$75,000 suit brought by press agent Art Franklin, will be held in State Supreme Court here next week. The action charges non-

(Continued on page 15)

BRAMSON CALLS FLOOD HOSPITAL

NEW YORK, Dec. 19.—Sam Bramson's heart attack Tuesday (15) and his subsequent admission to the Mt. Sinai Hospital brought such a flood of telegrams and phone calls from all over the country that the hospital authorities were seriously considering calling a halt to all delivery facilities. Bramson, head of the Morris office's act department, got phone and wire messages from practically every name attraction in the country. Practically each one offered immediate help, and at least three cafe ops phoned Mrs. Bramson (Peggy Loeb) they were sending their own physicians to stand by. The hospital lobby was crowded with names who came to make personal inquiries, tho Bramson's physicians turned down all visitors.

Interim Fee Set for TV's ASCAP Music

Final Accord Is Attempted, Both Sides Seek Peace

NEW YORK, Dec. 19.—Brass of the American Society of Composers, Authors and Publishers, and representatives of some 75 indie telecasters, went into a huddle Friday (18) in an attempt to come up with a formula covering the cost of ASCAP music on TV.

Both sides in recent weeks have been making very strong efforts to achieve a solution, despite the fact that the case is already in the courts under machinery provided by the Consent Decree.

Earlier in the week, it was learned that an interim fee amounting to 80 per cent of the ASCAP blanket license fee would be entered in the court records. This is without prejudice as to whatever final fees are set on both the per-program and blanket levels.

Cap Re-Aligns Personnel in Sales, Promosh

NEW YORK, Dec. 19.—Capitol Records has embarked on a re-alignment of its sales and promotional personnel in a move to strengthen both sides of the business. Changes are effective January 1 and cover national, regional and local executives, branch managers and independent distributors. The program actually divides top echelon thinking along separate lines, involving field sales and promotion on one side, and business administration and branch supervision on the other.

William H. Fowler remains as acting general manager of Capitol Records Distributing Corporation, covering both branch operations and sales and promotion. He will be assisted by Willis Wardlow and Clynt Elrod. Head of national sales and promotion is Hal Cook. Working under Cook will be Dick Linke as national promotion manager, John Coveney as classical promotion manager, James Cahpin as kidisk promotion manager, Gene Weiss as country and western promotion manager, and Al Levine as national syndicate store sales manager.

Regional Managers

Capitol's 23 distribution branches are now divided into five regions, each with a regional manager in charge of branch operations. These managers and branches from which they operate are: Floyd Bittaker, Los Angeles; Ray Marchbanks, Dallas; Al Latauska, Chicago; Paul Featherstone, Boston, and Anthony Rubino, New York.

Sales and promotion activities will be divided into seven regions, each with a district sales manager. These managers with the headquarters cities are: Ed

(Continued on page 16)

More Promotion, Less Releases '54 Coral Aim

NEW YORK, Dec. 19.—Now completing its most profitable calendar year since its formation, some four years ago, Coral Records is mapping increased activity for 1954 on several levels of its operation. Paradoxically, this will be accomplished via a sharp reduction in total releases, although each new entry will be awarded a greater promotional boost in the coming year.

During 1953, Coral released about 150 singles, in addition to some 50 bearing the imprint of Brunswick, its affiliate label. A 30 per cent over-all reduction in

AND MAY ALL YOUR TUNES HIT MILLION MARK!

Each year at this time The Billboard music staff takes time out to extend Christmas greetings to members of the music-record industry. This year, being in a mellow mood, the staff has drawn up a list of Christmas wishes for every segment of the business. May they all come true:

For Dealers: No more new labels for awhile—pop, classical, r.&b. or whatever.

For Distributors: Ditto!

For Operators: Platters that play only 0.59 seconds.

For Deejays: Less hypes from diskeries and publishers.

For Diskeries: A hit a week, and a "Rudolph" every Christmas.

For One Stops: Bigger and better deals.

For Record Rack Jobbers: Bigger and better supermarkets.

For Publishers: Hits that sell sheet music.

For Sheet Music Jobbers: More sales and less returns.

For Cleffers: Every tune waxed by Eddie Fisher.

For Artists: The right to pick the tune you like.

For A.&R. Men: At least a year in one location.

For Promotion Men: Artists who co-operate and visit deejays.

To Everyone Else: Merry Christmas!

RCA Redesigns Disk Label

NEW YORK, Dec. 19.—RCA Victor has re-designed its disk label and will introduce the new label next month on a few new albums. As the diskery's present stock of printed label forms runs out, the entire line of disks on all speeds will carry the new design.

Basic change is the use of a four-color plate of the trademarked dog, which will be much larger than the one now used on disk labels. In effect, the newly-designed label will appear to be much more like the one used on HMV disks. All Victor disk products will eventually carry the new design.

ASCAP, Juke Ops In No Rush to Meet

NEW YORK, Dec. 19.—The more than two weeks have passed since Senator Pat McCarran urged that juke box operators meet with representatives of the American Society of Composers, Authors and Publishers and others that would be affected by a revamp of the Copyright Act to remove juke box exemption from royalty payments, no direct overture for such a get-together has yet been made by either side.

At issue is the bill introduced by the Senator, on which extensive hearings were conducted

earlier this year. The bill still rests in committee, altho McCarran has said he will "press vigorously" for its passage in the upcoming session of Congress.

Highly placed ASCAP publishers are known to favor a flat yearly license fee per year for each coin phonograph in operation. And while public pronouncements have steered clear of stipulating an acceptable fee, it is also known that these top publishers have privately mulled figures ranging from \$10 to \$30 per machine as "practical" limits. Below \$10, ASCAP execs opine that policing costs would nullify any possible gain.

Tremendous Sum

Assuming that some 10 per cent of the nation's 450,000 juke boxes are located-owned, and therefore exempt from royalty payments under the proposed copyright law amendment, ASCAP still stands to gain a tremendous sum from music machines if their view of a proper fee is upheld. The range of royalty returns from juke boxes alone would be \$4,000,000 to over \$12,000,000.

Operator firmness against any change in their present exemption privileges continues. Tho the Music Operators of America is known to be preparing a public statement on the situation for early public release, this declaration is expected to duck any discussion of a possible conclave

(Continued on page 16)

Declining Sheet Sales Spur Action on Jobbers' Levels

MDS Acts in Proposals to Brake the Fall

By JOE MARTIN

NEW YORK, Dec. 19.—The pressing problems created by the steady decline of sheet music sales to its present state stirred up action on several fronts this week. Among these were: (1) Lyon and Healy, the Chicago jobbers, placed a 1-cent charge on each copy of sheet music returned to them by dealers; (2) Music Dealers Service, Inc., asked those publishers for whom it handles all sheet music shipping to raise the commission paid to MDS from 10 per cent to 15 per cent; (3) MDS notified publishers that from now on "some songs whose potentialities, judged by records seem worthy, but which have not shown, as of listing time, may be listed without a return privilege"; and (4) MDS asked publishers whether they would be willing to participate in a six-month experiment under which the independent wholesalers servicing the

RATE OKAY, NET IS THIN

NEW YORK, Dec. 19.—Publishers whose tunes are done by the Modernaires on their latest Coral waxing, "A Salute to Glenn Miller," will split a total of 4½ cents in mechanical royalties on each copy sold. But the disk holds fragments of nine standard ditties, so that the take per copyright will be but ½ cent.

MDS rack would be given an extra 2 cents per copy and also permitted a 180-day period in which to make returns.

The proposal concerning the rack was made by MDS' Larry Richmond following a letter MDS received from the Hearst Corporation's International Circulation Distributors thru whom MDS has operated the rack for the past 15 years. The ICD letter said: "May we respectfully call your attention to the following, which is written after careful consideration. The wholesaler's margin of profit of sheet music at the present basis of operating costs, is not

(Continued on page 16)

PROLIFIC CLEFFERS

'53 Big Year for Music Copyrights

By BEN ATLAS

WASHINGTON, Dec. 19.—A big jump in music copyrights will be chalked up this year, it was disclosed this week. The year will wind up with increases in registrations of both published and unpublished music. Registrations in both categories are already well ahead of last year's.

The copyright office expects registrations of published music to hit 9,000 this year, as against just over 8,500 in 1952, while unpublished music registrations may go as high as 45,000, compared to last year's 38,849. Foreign published music registrations are predicted to reach 8,500, as compared to 1952's total of 7,932.

The substantial rise in music copyright registrations is regarded in some circles as reflecting a revival of interest in original music. Whether this reflects an expansion of markets created by such technologies as TV, radio and disks, is a matter of conjecture. In this connection, on the basis of returns so far this year, there will be declines in copyright registrations of dramas, lectures and addresses, which include TV and radio scripts.

Published music registrations for the first 11 months of this year have already reached 8,259. Unpublished registrations in that time have reached 40,773. Foreign published music registrations up to December 4 totaled 7,736.

An increase is almost certain to be chalked up this year in the number of motion picture photographs registered at the copyright office. Already, in the first 11 months of this year, there were 899 registrations of movie plays, an increase of 177 over the number deposited in the same period of 1952.

Registrations of dramas, including TV and radio scripts, thru November totaled 3,267, down from 3,588 in the first 11 months of 1952. A total of 729 lectures, sermons and addresses, including TV and radio scripts, were registered thru November, a decline of 105 from the same period last year.

Set 'Fugitive' Exploit Areas

NEW YORK, Dec. 19.—Exploitation of tunes from "The Little Fugitive," prize-winning picture starring Richie Andrusco, is set for a major hype. This stems from the fact that a flock of play dates has finally been set for the picture.

For the remaining days of December, the picture will play theaters in Boston, Worcester, Pittsfield and Gloucester, Mass.; Portsmouth, N. H.; Albany and Watertown, N. Y.; Pittsburgh, Bethlehem and York, Pa.; Chicago, Providence and Los Angeles. In January bookings are set for Newport, Va.; Philadelphia, and Grand Rapids, Mich. Dates are pending for other cities, including Flint, Mich., and Troy, N. Y.

Chief tunes in the score, published by Joy Music, are "Joey's Theme" and "Coney Island." Joy Music is advising diskeries of the pic's play dates.

Pubbers Hear Jobber Plight In Aid Pleas

By IS HOROWITZ

NEW YORK, Dec. 19.—Sheet music jobber John J. Bell, head of Southern Music Company, San Antonio, told a large group of publishers here Wednesday (16) that he may be forced to discontinue his jobbing operation if his profit picture doesn't improve substantially. Tho Bell stressed that he spoke only for himself, his statement was accepted as a declaration of the plight of music jobbers generally.

About 100 publisher representatives attended the conclave at the Taft Hotel. They came at the invitation of Bell, whose talk touched off a heated discussion as to the future of the business. Bell kicked off his address by referring to recent stories in The Billboard documenting the decline in pop sheet music sales. The problem is one which has caused concern to all facets of the business

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Ray-Lang Face Pre-Trial Exam

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payment of fees for services performed by Franklin.

Franklin's complaint, prepared by legalist Edwin M. Slote, states that he agreed to work for Ray beginning March 10, 1951. The deal ran for a year and was renewed for a like period, but at an upped figure.

Charging that the agreement was terminated by Ray prior to its expiration date, Franklin asks \$9,300 in damages. An additional tab of \$161 is added as expenses laid out by Franklin, but for which he was not reimbursed.

Intervention

The largest segment of damages claimed has to do with services performed by Franklin which it is claimed were outside normal slack duties, and for which Franklin claims extra compensation. These include intervention by Franklin in a hassle between Ray and Detroit night club operator Albert Green, who claimed an exclusive management pact with Ray. Franklin asserts he saved Ray approximately \$500,000 thru his intervention, and for this claims \$40,000 as "reasonable value."

An added \$10,000 is asked for countering bad publicity in Detroit and arranging for the mayor of that city to give Ray the "key to the city." For working to check other "rumors" concerning Ray and turning over to Lang, "for the benefit of both defendants," the plan which ultimately resulted in the "Johnnie Ray Foundation for the Hard of Hearing Children," Franklin asks another \$15,500. Incidental expenses of \$128 incurred by Franklin brings the total of damages claimed to \$75,089.

Nat'l Music Sales Up 6%

WASHINGTON, Dec. 19.—Department store sales of disks, sheet music and musical instruments in the first 10 months of this year were 6 per cent ahead of sales in the same period last year, while sales of radios, phonos and TV sets declined 13 per cent, the Federal Reserve System Board of Governors reported this week.

October department store sales of records, sheet music and instruments topped last October by 11 per cent, but radio, phono and TV set sales by department stores were down 22 per cent in October from the same month in 1952, the agency said.

The Billboard's Sixth Annual Record Dealer Survey

Question: Which three record companies give you the best all-around service?

Company	%
RCA Victor	31.3
Columbia	22.8
Capitol	19.9
Decca	13.3
Mercury	4.4
M-G-M	3.2
London	2.0
Coral	0.8
Others	2.3

Question: Which two sources of information are most helpful to you in buying records?

	%
Trade paper charts and editorial features	37.7
Customer requests	19.1
Record salesman advice	9.5
Distributor/manufacturer release sheets	9.4
Local disk jockey shows	8.3
Own personal opinion	7.6
Trade paper advertisements	6.0
Coin operator suggestions	1.9
Other sources	0.5

On this page are the results of The Billboard's Sixth Annual Record Dealer Survey. These annual reports have provided vitally needed information about the record business over the years. This year's survey was conducted at the end of September. The results are based on completed questionnaires received from more than 600 record dealers throughout the country. Because of space limitations, only partial results of the survey are published in this issue. Those desiring a complete set of the 1953 results should write to the Music Department, The Billboard, 1564 Broadway, New York 36.

Question: What per cent of your total dollar record sales is in each of the three speeds?

	1953 %	1952 %
78 R.P.M.	43.6	47.3
45 R.P.M.	35.0	26.5
33 1/2 R.P.M.	21.4	26.2

Question: Comparatively speaking, which of the three speeds has accounted for the greatest sales increase in your store during the past year?

	1953 %	1952 %
45 R.P.M.	67.0	51.4
33 1/2 R.P.M.	18.3	24.2
78 R.P.M.	8.2	13.1
No change	6.5	11.3

Question: How much is the average record purchase per customer in terms of dollar value?

Average record purchase, 1953 ..\$2.59
Average record purchase, 1952 ..\$2.55

Question: Is the amount of your dollar inventory in records bigger, smaller or about the same as a year ago?

	%
Bigger	58.9
About the same	27.9
Smaller	13.2

Question: Please estimate what per cent of your total record business thus far this year has been in each of the following classifications you carry:

	%
Popular singles	38.6
Country and Western (and Sacred)	15.4
Popular albums	14.1
Classical	12.1
Children's	10.5
Rhythm and Blues (and Spiritual)	4.7
Jazz	3.0
International	1.6

Question: How many different record labels do you presently have in stock in each classification? (Count any label of which you have at least one record.)

	Number
Popular singles	22.2
Rhythm and blues	14.7
Country and western	12.2
Popular albums	10.2
Classical	8.9
Children's	7.2

Question: Which single label has been the biggest seller for you so far this year in each of the classifications you carry?

P O S	POPULAR SINGLES %	COUNTRY & WESTERN %	POPULAR ALBUMS %	CLASSICAL %	CHILDREN'S %	RHYTHM & BLUES %	JAZZ %	INTER-NATIONAL %
1.	RCA Victor..38.9	RCA Victor..30.3	RCA Victor..39.2	RCA Victor..66.9	Capitol.....53.0	Atlantic.....27.4	Mercury.....39.8	RCA Victor..59.4
2.	Capitol.....30.9	Columbia.....27.9	Capitol.....31.8	Columbia.....21.6	Columbia.....10.7	King.....15.6	Columbia.....10.6	Dana.....14.7
3.	Columbia.....18.4	Decca.....19.8	Columbia.....17.4	London.....6.3	Peter Pan.....10.7	Mercury.....7.6	Capitol.....9.0	Columbia.....8.2
4.	Mercury.....6.3	Capitol.....8.3	Decca.....6.8	Mercury.....1.4	RCA Victor..9.6	RCA Victor..7.6	Good Ti'e Jazz 6.0	London.....4.7
5.	Decca.....3.7	M-G-M.....8.1	M-G-M.....3.5	Remington...1.2	Mer-Childe'ft. 6.0	Decca.....5.5	RCA Victor..5.0	Decca.....2.9
6.		King.....2.1			Decca.....3.2	Specialty.....5.1	Decca.....4.6	
7.					Imperial.....3.0	Imperial.....3.0	Prestige.....4.0	
8.					Capitol.....2.5	Capitol.....2.5	Fantasy.....3.3	
9.					Chess.....2.5	Chess.....2.5		
10.	Others.....1.8	Others.....3.5	Others.....1.3	Others.....2.6	Others.....6.8	Others.....20.7	Others.....17.7	Others.....10.1

Question: Compared with a year ago, which label has shown the best sales improvement in your store thus far this year in each of the classifications you carry?

P O S	POPULAR SINGLES %	COUNTRY & WESTERN %	POPULAR ALBUMS %	CLASSICAL %	CHILDREN'S %	RHYTHM & BLUES %	JAZZ %	INTER-NATIONAL %
1.	RCA Victor..31.5	Columbia.....25.4	Capitol.....39.5	RCA Victor..38.3	Capitol.....33.8	Atlantic.....23.3	Mercury.....33.7	RCA Victor..54.1
2.	Capitol.....25.6	Decca.....21.0	RCA Victor..30.2	Columbia.....21.2	RCA Victor..19.6	King.....14.4	Columbia.....11.9	Dana.....11.4
3.	Mercury.....18.0	RCA Victor..20.1	Columbia.....15.2	Mercury.....13.6	Mer-Childe'ft. 14.2	RCA Victor..12.3	Capitol.....9.2	London.....10.4
4.	Columbia.....14.1	Capitol.....15.8	Decca.....6.6	London.....12.3	Columbia.....13.7	Capitol.....4.8	RCA Victor..6.5	Columbia.....8.3
5.	Dot.....2.8	M-G-M.....5.8	M-G-M.....4.9	Capitol.....9.4	Decca.....8.0	Mercury.....4.8	Decca.....6.0	
6.	M-G-M.....2.6	Imperial.....4.1	Mercury.....2.3		Peter Pan...5.9	Specialty.....4.8	Good Ti'e Jazz 4.9	
7.	Decca.....2.4					Jubilee.....4.1	Fantasy.....4.3	
8.						Aladdin.....3.4	Prestige.....4.3	
9.						Decca.....2.7	King.....2.7	
10.						Federal.....2.7	Pacific Jazz..2.7	
11.	Others.....3.0	Others.....7.8	Others.....1.3	Others.....5.2	Others.....4.8	Others.....20.0	Others.....13.8	Others.....15.8

MDS Acts in Proposals

Continued from page 15

sufficient to keep his interest. The publisher should pay for complete copy returns and the wholesalers should be allowed 180 days in which to make returns. We would want to reserve the right to select that popular sheet music priced at a level compatible to our needs."

Richmond Stand

Richmond, in his letter, told the publishers that, in the light of the ICD letter and the general poor state of the sheet music business, "the whole business can be chucked without further ado." He points out that the wholesalers need an additional 2-cent profit. "You can give it to them by repricing the rack price to us to enable us to pass it on to the wholesaler. For this he would be expected to get the lead out and do a bang-up selling job." The MDS letter, in the nature of a survey, asks the publishers whether they would be willing to go along with the proposal for a six-month period and also to give the wholesalers the six-month period they ask for on returns.

"Almost any reasonable limited concessions," says the letter, "should be merited just to find out what we can learn in six months." Richmond also says: "Then, if we've gained nothing—or can see in advance that nothing is going to happen, the thing (rack) can be shut down." Prior to replying to ICD, Richmond will await the publishers' advice—he is leaving the decision up to them. If an early reply from enough publishers isn't received, Richmond will follow up with an additional notice.

'Up to Pubbers'

On the possibility of the rack folding up, Richmond told The Billboard: "It's up to the publishers. If they don't want to try this or any other possible experi-

ment, and if Hearst's IDC decides not to continue on the present basis, then the rack will probably have to fold."

There are other possible solutions and other methods, according to Richmond. He believes that the publishers can find a way to placate the wholesalers who find that the present profit on sheet music does not warrant the handling.

On upping the commission paid by publishers to MDS for handling all their shipping (this is apart from the rack operation), Richmond points out that his firm would probably perform additional services for the added commission. The commission is now deducted from the amount of money MDS pays over to the publishers, and is only on actual sales made thru MDS.

It is now also certain that MDS will greatly reduce the number of songs carried on their monthly listing.

Cap Re-Aligns

Continued from page 15

Neilsen, San Francisco; Ivan Conwell, Denver; Mike Maitland, Chicago; Max Callison, Fort Wayne; R. D. Comstock, Atlanta; William Tallant, Boston, and Irv Jerome, Newark.

Other changes taking place in the reshuffling will make Al Schendel Seattle branch manager, and place in charge of branches Steve Strohman in Philadelphia, Andy Miele in Newark, and Vito Sanela in Scranton. Chris Drak will be assistant branch manager in Boston.

Pubbers Hear Jobber Plight

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—writers, publishers, jobbers and dealers.

Paradoxically, Bell noted that his combined sales of popular and standard music was now at a peak. But costs of operation had risen to the point where profits were dwindling. "If some relief is not forthcoming," he said, "it will ultimately mean the discontinuance of jobbing services by a firm such as ours." Should this happen, he offered the prediction that at least half the volume now done by his firm would be lost to publishers. Implicit in the context of his statement was the inference that other jobbers face the same dilemma.

Jobber's Job

He could see no solution within the power of the jobber to accomplish. Laying great stress on the value of the jobber in the framework of music distribution, he tossed the question to publishers for a solution. "Over \$10,000,000 of business is handled at the jobber level," he asserted.

"Remedies should be worked out by individual publishers to make our position more tolerable," Bell urged.

Discussion from the floor covered many areas of the problem. Of high concern appeared to be the situation concerning heavy returns of unsold music. Some thought this was related to too great a hype on new pops which, if they don't click, have been known to filter back thru the distributive train to the tune of 90 per cent. On the other hand, it was also brought out that occasionally pubbers promote a tune, build a demand, but start printing sheets too late to meet the demand. This also was criticized.

Sales Clinics?

There seemed to be general agreement that publishers might be well advised to organize merchandising clinics in order to

come up with, and freely exchange, ideas on how to meet the problems of higher costs and the dwindling pop sheet market. No concrete steps were taken, however, to form a committee to pursue this project further.

One who spoke up from the floor was Charles Tobias, president of the Songwriters Protective Association, who emphasized the stake cleffers have in stemming the decline in sales. He offered the co-operation of writers and SPA in promoting the sale of more music.

More Promotion

Continued from page 15

under the general supervision of Bob Thiele. Artists in the field soon to be signed are Bob Wills and the Sons of the Pioneers. They will join Jimmy Wakely, Tommy Sosebee, Bill Strength and Tabby West, already pacted.

Promotion Set

A planned month-to-month promotion on the 55 LP's and 115 EP's released during 1953 is also being set, in addition to a hefty sked of new items. Kick-off promotion will be on Les Brown, with four new albums due for a bow in February. One set will be a package of two 12-inch LP's, the first of that size to come from Coral. Twelve-inches will comprise a new series for the diskery, and they will be promoted under the "Ultra-Wide Range" tag to capitalize on the hyped interest in high-fidelity sound. List price for the new series will be \$4.85.

Brunswick will continue to specialize in jazz, with new artists due for early signing. Again, special stress will be laid on the label's "Jazztime, U. S. A." series.

Webster Sets Assembly Shop For New Ulm

CHICAGO, Dec. 19.—R. F. Blash, president of Webster-Chicago Corporation, announced the firm would establish a branch assembly plant at New Ulm, Minn., early next year. The 35,000-square-foot plant will be built by the city and will be leased by Webcor.

During construction of the building, Webcor will lease a 12,000-foot temporary plant nearby.

Items to be manufactured or assembled in the new plant include motors, tape recorders and phonographs, according to Blash. The new facilities are the first step in a long-range plan to decentralize final assembly operations.

The Chicago plant will remain as headquarters and main production center, and Blash said the company intended to locate its Chicago facilities in one plant.

Marking the growth of the importance of the phonograph in the home furnishing field, Webcor announced that for the first time the company would show its equipment at the American Furniture Mart during the national home furnishing market, beginning January 4.

Norman C. Owen, vice-president in charge of sales, said the complete Webcor line, including several items not shown as yet, would be displayed.

The firm also announced that its hi-fi phonograph, the Musicale, was still slightly behind orders, but that production was being stepped up.

NAMM to Talk Hi-Fi in Atl'ta

CHICAGO, Dec. 19.—William R. Gard, executive secretary of the National Association of Music Merchants, announced this week that the group would discuss "The Growing Market for High Fidelity" at its Southeastern regional conference February 12-13 at the Dinkler Plaza Hotel in Atlanta.

Speakers will be local representatives of national firms.

Gard stated that the subject matter was selected because more and more members of the association were handling high fidelity equipment. He pointed out that hi-fi was breathing new life into the phonograph field.

Verne P. Manley, of Rich's, Inc., Atlanta, and Otis L. Basketts, of the Baskette Piano Company, Atlanta, will serve as co-chairmen of the meeting.

Col. Cuts New 'Secret Love'

NEW YORK, Dec. 19.—Columbia Records is trimming the play time of its Doris Day etching of "Secret Love" by more than one minute in order to attract more deejay spins. Disk, now building rapidly in sales, has suffered some jockey neglect due to its original length, 3 minutes and 42 seconds.

Re-mastered, the side will be distributed again to a deejay list of about 2,000. The diskery will watch response to determine whether to release the shortened version to juke box operators too. Ditty is from the sound track of the Warners film "Calamity Jane."

ASCAP, Juke Ops

Continued from page 15

with ASCAP or other interested parties.

The MOA position, it was determined, is that no responsible invitation has yet been extended them for across-the-table bargaining on a suitable compromise. Their statement is expected to underline their determination to fight against any change in the law.

McCarran's request that industry representatives sit down and argue out a compromise formula appeared two weeks ago via a press release and trade paper ads, the latter sponsored and paid for by ASCAP.

Without committing themselves on their attitude if approached directly, MOA execs are known to rate the press release and ad "contact" as no invitation at all.

SWEEPING ALONG LIKE A TIDAL WAVE!

Breaking in 7 Cities!*



georgie shaw

sings

TILL WE TWO ARE ONE

* CLEVELAND, DETROIT,
MILWAUKEE, ST. LOUIS,
CHICAGO, PHILADELPHIA,
PITTSBURGH.

and "HONEYCOMB"

America's Fastest Selling Records



Decca
28937
(78 rpm)

9-28937
(45 rpm)

Copyrighted material

Dejays Get Gold Shampoo In New Colgate Promotional

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half-month-old campaign is still in effect and may be broadened.

As presently set up, the artists do not get paid for making the jingle transcriptions, but they are virtually assured of a mass drive on their latest record on some 178 disk jockey shows. In addition, Halo uses the same artists on one-third page ads being run in Sunday comic sections reaching about 30,000,000 readers a week. This is said to cost Halo an additional million dollars.

In some areas Halo is also known to have bought full 15-minute segments on which only the Victor artists participating get their pop records played. The deal calls for the exclusive use of Victor artists on radio, some of the label's talent already committed on radio or tele-

vision sponsored shows are not cutting the jingles.

Among those who have recorded or are set to record the jingles are Fontane Sisters, Sunny Gale, June Valli, Spike Jones, Tony Martin, Hugo Winterhalter, Pee Wee King, Henri Rene, Ralph Flanagan, Sunshine Ruby, Ames Brothers, Three Suns, Buddy Morrow, Eartha Kitt, Lou Monte, Mary Rose Bruce, Wyomah Winters, Bill Carey, Dolores Martell and others.

Instructions

The transcribed jingle disks sent to radio stations carries the following on the label: "Use only after playing of latest pop release of (the artist's name) and the d.j. intro, as per copy attached."

Handling the Victor end of the promotion right from the inception was Bernie Miller, the label's pop promotion manager; but it is known that Victor chief Manie Sacks, sales manager Larry Kanaga and ad manager Bill Alexander were instrumental in working out the final deal.

It is also believed that the tie-in between Victor and Colgate

may take other turns than just use of artists on Halo jingles. Plans are now under way to kick off additional facets.

Tent Coverage

How complete the Halo coverage is — and the way it can blanket a market with Victor artists' records — is best shown by a typical Colgate buy for what it calls the Minneapolis territory. The agency has bought from five to 20 spots a week on one or more disk jockey shows in Cedar Rapids, Davenport, Des Moines, Sioux City, Duluth, Minneapolis, Billings, Omaha, Bismark, Fargo and Sioux Falls.

Colgate points out that it does not intend to force disk jockeys to arrange their programs to suit the commercials, but that it can match a commercial jingle to almost any deejay show on the air. The jockey has freedom in selecting which of the jingles to play, since he can choose from among more than 20 Victor artists.

For Victor, the campaign has been near-fabulous in getting concentrated plays on new disks — particularly those cut by the newer artists on the label.

Diskery Talks With AFM Broken Off

• Continued from page 1

labels have solidified their international tie-ups and are in a much better position to obtain masters from the Continent and Latin America. Pressings from such material, of course, would be royalty free—an important consideration. Such material is sparse on the pop level.

Secondly, albums and LPs created include much material by top artists as Perry Como, Eartha Kitt, etc.—material which can be issued not only as albums but as singles.

Royalty Obstacle

During the negotiations this week, toughest obstacles were found to be AFM's demand for a royalty hike and an increase in scale. AFM is understood to have originally asked for 2½ cents per single disk, but watered it down to 1½ cents. Observers felt agreement could have been reached at 1 cent. Present rate is 1 per cent of the retail price up to one dollar on singles. This figures to about eight-tenths cent per single. On LP's, there is a choice of 1¼ per cent of the retail price, or 1 per cent of the total components (the 78's making up the LP).

Upper level disk executives are in favor of the status quo, particularly in view of James Caesar Petrillo's demand for a raise in scale. They point out that the royalty bite puts a deep crimp in profits. The disk industry, at present sales capacity, is geared to produce close to \$2,000,000 for the trust fund. An increase of 25 per cent would mean an additional bite of \$500,000.

Diskeries' Position

Major diskeries, it is known, are anxious to hold down the royalty hike and would be willing to be more lenient on a hike in scale. The latter possibility is

viewed with apprehension by indies and by artists. It is reported the AFM wants a hike to about \$57 per man per session as against the present \$41.25, but would agree to a compromise rate of approximately \$51. In many cases, the cost of the recording date is deducted from artists' royalties.

It was learned that the matter of probing into the basic concept of the trust fund was mentioned. It is known that diskeries would be loath to do this, and would pursue it only in the event negotiations came to an absolute impasse. The joint statement issued by AFM and diskeries noted that the talks had bogged down; that owing to Christmas, no date for resumption of talks had been set.

M-G-M Readies New EP Albums

NEW YORK, Dec. 19.—M-G-M Records will kick off the new year with a drive on a batch of new EP releases including the label's first children's records transferred to EP. Included in the 15 new album packages are several sound track albums.

The list includes two-pocket EP sets featuring David Rose, George Shearing and sound tracks of "Easter Parade" and "Good News." Single EP packages feature Chubby Jackson, Kathryn Grayson, Judy Garland, Howard Keel, Tony Aquaviva, Hand Williams and kidisks by Bret Morrison, Song Spinners, Morris Surdin, Betty Martin and Robert Dann.

JUMBO BALLY FOR XMAS HIPPO

NEW YORK, Dec. 19.—Thrush Gayla Peevey has probably set some sort of a record this month in getting news breaks on her initial waxing for Columbia Records, "I Want a Hippopotamus for Christmas." Time Magazine last week carried an article on the young thrush and her holiday ditty, and this week's Look Magazine handed the lass a two-page spread. She also received national newspaper attention via a story on United Press about a hippopotamus being given to her home town zoo, the Lincoln Park Zoo in Oklahoma City, in response to her tuneless wishes. The promotion has been sparked by WKY-TV, Oklahoma City, where the thrush has a once-a-week show. More news breaks about Miss Peevey and the hippo are in the offing.

Victor Fishes For Gold in 'Kismet' Well

NEW YORK, Dec. 19.—RCA Victor has delved into its vast classical catalog to come up with a single disk with which it hopes to cash in on the current attention being focused on the Borodin music on which the score for "Kismet" is based. The diskery made a similar move some months ago to cash in successfully on the film "Story of Three Loves" via the issuance of a William Kapell disk of "The Eighteenth Variation."

In the latest move, Victor is releasing "Song of the Polovetzki Maidens" on which "Stranger in Paradise" is based, and "The Dance of the Warriors" which served as the base melody for "He's in Love." Both are key plugs in the legit musical. The classical disk was cut by Leopold Stokowski and his symphony ork. Victor will not use the pop song titles on the disk but will handle the Red Seal platter as a single pop disk, shipping it to full deejay lists and merchandising it in pop style.

Obviously the diskery will not license the classical versions of the tune thru Frank Loesser, who published the "Kismet" score. Disk will sell at the Red Seal list price.

Columbia Launches Disk Club Experiment in Ohio

NEW YORK, Dec. 19.—Columbia Records is testing a record club plan in the State of Ohio. The plan offers prospective customers an opportunity to purchase records by direct mail either from the club itself, or from local dealers. The plan started in Ohio about a month ago, and will be tested for about a year in the one State.

The experiment is being conducted by the diskery to see if it can interest non-record buyers, or mail-order buyers, in records. The diskery's "Family Record Club" works somewhat like a book club plan.

Members enroll in the club for one year, in one of three plans—classical, popular or kiddie records. Charter members receive an enrollment dividend record at no cost, for each record purchased upon joining. After that, members agree to buy at least six additional records during each year of membership. For each three records purchased the subscriber will receive a dividend record at no cost. Members can quit the club at any time after buying six records. Members will receive each month the magazine "Family Record Guide," which will give out record information.

Aid to Dealers

Columbia started testing this plan about a month ago via two means. One was by ads in Ohio papers and the other was by sending a direct mail piece to a general list of Ohio residents. Before the experiment was started the firm got in touch with every dealer in the State, either by personal visits or by mail, explaining the plan to them and letting the dealers know how they can participate in it.

Columbia is attempting in this test to reach new record customers, and to create—over period of time—new store traffic. The initial returns from club subscribers confirms the belief that the plan will reach new customers. Thru the plan customers can buy the Columbia three-speed attachments at \$9.95, and the Columbia inexpensive portable player at \$19.95, a saving, in either case, of 30 per cent. More than half of the subscribers have purchased one or the other of these players. This, the diskery points out, shows that these people are new record customers. One subscriber informed the company—after receiving his first record, that he was pleased to finally see what an LP record looked like.

'Hot' Items Withheld

The firm does not intend to offer thru the club its current "hot" items, such as the Godfrey Christmas album, but will list these in its club magazine and suggest the subscriber order it from his local record shop. It offers dealers in the State a chance to participate in the plan by having customers join the club at the store and buy their club records there. Dividend disks would be shipped to the customer from Columbia's "Family Record Club."

Columbia will determine whether to continue the record club plan after the experiment has run about a year in the State. If it does not show that the plan is attracting new customers, or helping dealers, it will be dropped; otherwise it will be expanded gradually, with changes in the operation in the light of the results of the current test.

PUSHES SET

'Miller Story' Has Diskeries Cutting Wax

NEW YORK, Dec. 19.—The release of Universal-International's Technicolor musical, "The Glenn Miller Story," will kick off one of the heaviest promotional barrages involving disks on at least three labels. The film will be premiered in Miami, January 19, and is set for major cities early in February.

Decca, of course, will tie-in with the film directly with the release of the sound-track album from the film. RCA Victor, however, is poised to start shipping a special long-play album, "Glenn Miller Plays Selections From the Glenn Miller Story," which features the original Miller ork diskings gleaned from the label's catalog.

Decca's subsidiary label, Coral, also gets into the act with a Modernaires disk of tunes associated with Miller, many of which are used in the film. Both Decca and Coral will promote instrumental versions of the "Love Theme," from the film by Victor Young and Sidney Torch orks respectively. Decca also has a campaign set for a Jerry Gray ork album, "Salute to Glenn Miller."

Also expected to enter the fray is Rainbow Records, with a similar "Salute to Miller" album cut several years ago by sidemen who were in the Miller band and fronted by Ralph Flanagan. The latter material was cut prior to the formation of the Flanagan ork.

The close tie between Decca and U-I will result in their Co-operative use of each others promotional material. Decca recently got the green light to issue the sound-track album as a result of a court decision on a suit filed by Mrs. Helen Miller. RCA Victor has pushed well over 80,000 packages of "The Glenn Miller Memorial" album which retails for \$25.

Victor's new album will probably be promoted as the "only authentic Miller sides available." The diskery is poised to ship as soon as any distributor notifies it of the film's release date in any market.

Quizzes Snarl \$150 Mil Suit

NEW YORK, Dec. 19.—Attorneys representing opposing factions in the \$150,000,000 anti-trust suit brought by the Songwriters of America against Broadcast Music, Inc., and other defendants, were still locked in a hassle last night over naming and skedding writer plaintiffs for pre-trial examination.

Judge John W. Clancy, of U. S. District Court here, ruled on Monday (14) that defendants could have first crack at examination. The Godfrey Goldmark, defendants' attorney, asked to examine all 33 writer plaintiffs, he was given the right to talk to 10 within the next two months. He then can examine others upon showing necessity to the court. John Schulman, for the writers, is asking that examinations begin on the court-appointed day, next Monday (21), and that all 10 be named before examinations begin. Defendants would prefer holding off examinations until after the Christmas holidays.

Maestro Sues Urania Label

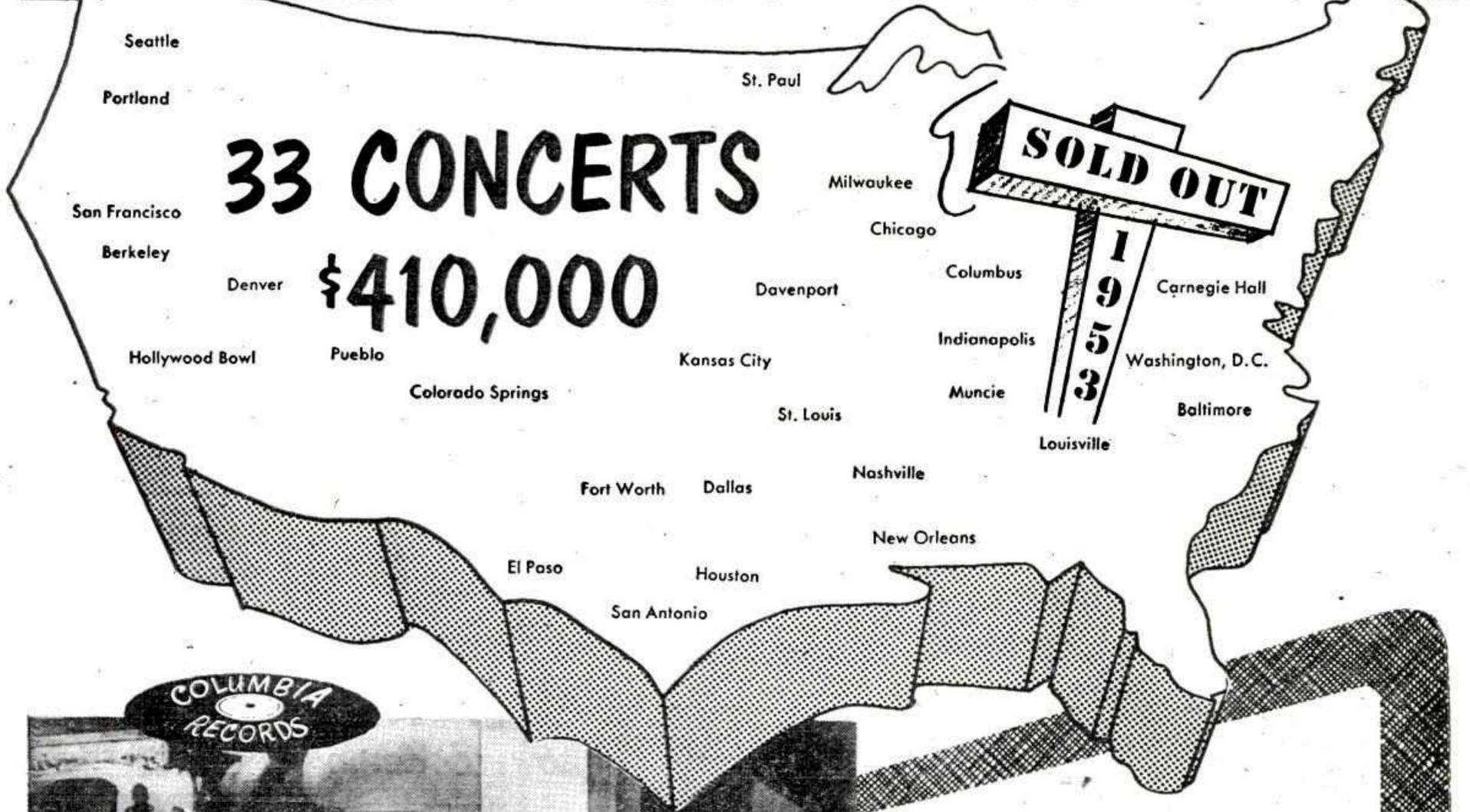
PARIS, Dec. 19.—Wilhelm Furtwangler filed suit in civil court here Tuesday (15) against Urania Records to stop the firm from distributing copies of an LP featuring the noted German conductor in a performance of the Beethoven Third Symphony. The disk, manufactured in the United States, was processed from a taped reading originally made for a radio broadcast.

The case, perhaps the first of its (Continued on page 25)

UK MUSICIANS RATE DUKE FIRST

LONDON, Dec. 19.—Voting for the foreign musicians they would most like to see in this country if the Musicians' Union here can be persuaded to allow controlled entry—members of the Visiting Orchestras Appreciation Society, formed to buck the MU ban—came down heavily by Duke Ellington, followed by Stan Kenton, George Shearing, Louis Armstrong, Dizzy Gillespie and Sidney Bechet. Organizers of the VOAS hope their growing membership will influence the MU to ease its entry rules.

LIBERACE



33 CONCERTS

\$410,000

SOLD OUT

1953



142 TELEVISION MARKETS

Thanks to the Editors of The Billboard

for selecting us as one of the outstanding performers of the year. It's been a great year for the Liberace family and thanks to each and everyone of you for making it so.

Signed, LIBERACE
me too! George.

BALDWIN PIANOS USED EXCLUSIVELY

Albums

- "Liberace at the Piano," "Evening With Liberace"
- "Liberace by Candlelight," "Concertos for You"
- Masterworks Album with Paul Weston and Orchestra

Latest Releases

- "Ave Maria" b/w "White Christmas" Col. #48001
- "The Story of Three Loves" b/w "Maiden's Wish Samba" Col. #40099

"The Liberace Show" on Television
is produced and distributed by Guild Films, Inc.



Personal Management

GABBE, LUTZ AND HELLER

6274 SUNSET BLVD.

HOLLYWOOD, CALIFORNIA

Music as Written

has scheduled a cover story on minister-author Norman Vincent Peale, whose best-selling book, "The Power of Positive Thinking," will be recorded, in part, by RCA Victor. . . . Kem Remo has switched from the William Morris office to the Music Corporation of America. He opens at the Skyway Terrace, Cleveland, Monday
(Continued on page 26)



(Hippo The Hero Design)
(Copyright 1953 Folkways)

I WANT A HIPPOPOTAMUS FOR CHRISTMAS

(Hippo The Hero)

Recorded by **GAYLA PEEVEY**

Columbia Record No. 40106

FOLKWAYS MUSIC PUBLISHERS, Inc.

ANOTHER BMI "PIN-UP" HIT



RICOCHET

recorded by

Teresa Brewer . . . (Coral)
Vicki Young . . . (Capitol)
Guy Lombardo . . . (Decca)
Pee Wee King . . . (Victor)
Gogi Grant . . . (Victor)

Published by

SHELDON MUSIC, INC.
Non-Exclusively Licensed by BMI

"ROBE OF CALVARY"

Recorded by

JILL COREY, Columbia
JANE FROMAN, Capitol
GEORGE BEVERLY SHEA, RCA Victor
ROBERT MILLS, Coral
RED FOLEY, Decca

HILL and RANGE SONGS, Inc.

One reason why advertisers in **THE BILLBOARD** get all they pay for.

ALLIED NABS DISK BY LEE MONTI . . .

Allied Records has taken over the Sharp record of "Everybody Loves Mary Ann" and "A Bottle of Wine and You" by Lee Monti and His Pains. Sharp Records is Jimmy Martin's label out of Chicago, and is the label on which thrush Joni James came to the attention of M-G-M. The Lee Monti disk has been getting action in Chicago.

MARLONG ISSUES CATHOLIC ALBUM . . .

Marlong Records, new label owned jointly by publisher Dave Dreyer and clefter Gerald Marks, have released a new album, "Ten Catholic Holy Days." The narration is by Father James Keller of The Christophers, and the holidays include Advent, Christmas, Epiphany, Lent, Ash Wednesday, Good Friday, Easter, Pentecost, Corpus Christi and The Glories of Mary. The lyrics and music in the set were penned by Marks. Set is being sold via mail order and key stores in large cities.

ATLANTIC HAS 15 NEW EP's, 10 ON LP . . .

Atlantic Records has released 15 new EP's covering popular, jazz and the r.&b. field. Artists include Earl Hines, Billy Taylor, Mary Lou Williams, Sylvia Syms, Dizzy Gillespie, Jimmy Yancey, Sidney Bechet and others. In the

LP field, the firm will release 10 new sets shortly, most of them in the pop idiom. These include albums by Vernon Duke, Mabel Mercer, Hugh Shannon, George Byron, Charles Sherrill, Johnny Hodges and Pee Wee Russell. One set, "Haiti Dancers," features percussion music from the voodoo isle.

LONGHAIR LABEL GOES TO JAZZ . . .

The A440 label, which up to now has released classical records exclusively, is going on a jazz kick. The firm has set a number of jazz LP's for December and January including sides by Hank D'Amico, Wilbur De Paris and the Larry Wagner Ork, featuring Billy Butterfield. Firm will issue jazz in all categories and will continue with classical disks too.

The label is issuing 78's and 45's in addition to LP.

"GLAMORAMA" SHOWS IN A. C., DETROIT

George Hale's package show, "Glamorama," which is being sponsored by Buick in cities throughout the country, played Atlantic City today (26) and will be in Detroit next week. Show stars Billy House and features a cast of 25. Bernie Wayne wrote the words and music for the show; Hale produced it.

MENDELSONN RETURNS TO REGENT LABEL . . .

Fred Mendelsonn has returned to Regent Records and will be in charge of the a.&r. department for classical, pop and kiddie records. Regent is a subsidiary label of Herman Lubinsky's Savoy Records.

TENN. GOV CITES KITTY WELLS . . .

Kitty Wells snagged a citation from Governor Frank Clement of Tennessee last week. The Decca thrush received a scroll which read "Know ye, that whereas, Kitty Wells has been voted Queen of the Folk Singers by disk jockeys of the U. S. and Canada . . . therefore, I Frank G. Clement, Governor of Tennessee . . . do commission Kitty Wells to fill the office of 'outstanding citizen reflecting great credit on our State'."

New York

June Valli is scheduled to marry disk jockey Howard Miller in Chicago this week. . . . RCA Victor's assistant advertising topper, Ben Rosner, left for a European vacation trip yesterday (18). . . . Newsweek magazine

Chi MCA Inks Lowe & Remo

CHICAGO, Dec. 19.—Marvin Moss, head of the acts department at Music Corporation of America's Chicago office, announced this week that Jim Lowe and Ken Remo have been packed to full-management contracts by the firm.

Both Lowe and Remo are singers and each has cut several sides during the year. Lowe's big tune for the year was "Gambler's Guitar," which he cut for Mercury, as well as having written the tune. Remo is currently with M-G-M and his big record for the year is "Carnival."

Bob De Vere will remain with Lowe as personal manager.

Pentron Eyes Pre-Recorded Tape Market

CHICAGO, Dec. 19.—Pentron Corporation, according to Irving Rossman, president, is definitely going ahead with its plans to market a pre-recorded tape. The firm is currently negotiating with a major record company in hopes of obtaining its catalog as a repertoire source.

Rossman stated that the name of the record firm would be released as soon as the deal was set, probably next week. Rossman discussed the pre-recorded tape set-up with several diskeries and narrowed his discussions down to the one with which the corporation is still dickering.

Rossman expressed the belief that the tape, if the repertoire source is signed next week, would be available to the public in the spring of 1954.

"The retail price will run close to the cost of today's LP recordings," he said. "Right now, the cost of the tape itself is slightly high, but by the time we get ready to put out our pre-recorded tapes we hope that this cost will be lower."

Pentron will unveil two new hi-fi units in January. One will be a hi-fi portable tape recorder with a third speaker (tweeter) located in a removable lid. This will enable the user to locate the third speaker away from the set for simulated binaural reproduction. The second unit will be a hi-fi phonograph which will retail in the \$150 bracket.

Sales Execs, High Brass At Cap Meet

HOLLYWOOD, Dec. 19.—Week-long sales meet at Capitol Records ended here Thursday (17), attended by Cap district sales managers and upper echelon brass from both the New York and Hollywood offices.

District salesmen returned to their territories immediately after the meet for a series of confabs with branch personnel and salesmen in each of the Cap distributing points coming under their jurisdiction. Plans for the first quarter of 1954 will be outlined to all sales personnel during the next week, with Cap's coverage of merchandise already scheduled set to be aired at that time.

Cap's national sales manager, Hal Cook, along with Eastern Regional Director Bill Fowler and promotion chief Dick Linke, left for New York after the conferences here.

and now **LEROY ANDERSON**
with his greatest yet
The Girl in Satin
and
The Typewriter
DECCA RECORD 38447
MILLS MUSIC, INC.

The New Dance Sensation!
THE CREEP
MILLER MUSIC CORPORATION

Frankie Laine's Smash Hit . . .
"ANSWER ME"
The Terry Theme from
"LIMELIGHT"
—Instrumental—
"ETERNALLY"
From "Limelight"
—vocal—
BOURNE, INC.

YULE LOVE IT!
LITTLE RITA FAYE'S
"I FELL OUT OF A CHRISTMAS TREE"
M-G-M 11625

"DIGGIN'" IN THREE INSTALLMENTS . . . THE STORY ON BUDDY MORROW'S NEW RCA VICTOR RECORD 20/47-5546

PART THREE
CONT. FROM
LAST WEEK.

FRANKIE LESTER SINGS
I'm chained to this diggin' to live and to eat,

The babies need milk and the youngsters need meat;

But I hope when they grow they will stay on the land,
For tough as it is, it's a generous hand.

Yeah, the stuff that's called dirt is my partner and friend, to the end,
I'll keep diggin' the dirt and the clay.

↑ **"DIGGIN'"** and
"DENISE"
The New Hit Tango from France
buddy morrow AND HIS ORCHESTRA
RCA VICTOR RECORDS 20/47-5546

TERESA BREWER'S



Next Million Seller...

Our Heart-Breaking Waltz



Orchestra directed by JACK PLEIS

by SIDNEY PROSEN

writer of "Till I Waltz Again With You"

THE BEST RECORD OF 1953

CORAL RECORD NO. 61066

Copyright 1952 VILLAGE MUSIC CO., 1619

CORAL RECORDS
America's Fastest Growing Record Company
N.Y.

The biggest smash since "South Pacific"
 the brilliant new COLUMBIA show album

Charles Lederer presents

Edwin Lester's production of

Alfred Drake / Kismet



with
**Doretta
 Morrow**

Joan Diener * Henry Calvin
Richard Kiley
 and the original Broadway cast!

Music from Alexander Borodin
 Musical Adaptation by Robert Wright and George Forrest
 Musical Direction by Louis Adrian
 Produced for Records by Goddard Lieberson

Book by Charles Lederer and Luther Davis based on the play
 by Edward Knoblock • Orchestral and Choral Arrangements by
 Arthur Kay • Directed by Albert Marre • Dances and Musical
 Numbers by Jack Cole • Settings and Costumes by Lemuel Ayers.

All the exciting songs: Overture • Sands of Time • Rhymes Have
 I • Fate • Bazaar of the Caravans • Not
 Since Nineveh • Baubles, Bangles and
 Beads • Stranger in Paradise • He's in
 Love • Gesticulate • Night of My Nights
 • Was I Wazir? • Rahadiakum • And
 This Is My Beloved • The Olive Tree •
 Zubbediya • Samaris' Dance • Finale—
 Sands of Time.



Long Playing
 Record ML 4850*
 45 Extended Play
 Set A-1100*
 78 rpm Set NM 1100

brought to you with all the recording magnificence of **Columbia Records**

"Columbia" and  Trade Marks Reg. U.S. Pat. Off. Marcos Registrados.

LOADED! with talent!

→ melody! → chuckles!

1954's first Big * Smash!



★ Rosemary Clooney

★ Jose Ferrer

MAN ↔ WOMAN

(Uh-Huh)

(Uh-Huh)

Orchestra and Chorus under the direction of NORMAN LEYDEN

78rpm 40144 - 45rpm 4-40144 COLUMBIA RECORDS

Also available in decorated jacket as 48004 or 4-48004

"Columbia" and  Trade Marks Reg. U.S. Pat. Off. Marcas Registradas.



FLIRTATION
WALTZ
MGM 11651 78 rpm
K11651 45 rpm

M-G-Merry HITS!

JONI JAMES
I'LL NEVER STAND IN YOUR WAY WHY CAN'T I

MGM 11606 78 rpm • K11606 45 rpm

CARLOS RAMIREZ
A LITTLE MORE OF YOUR AMOR I HAD TO KISS YOU

MGM 30836 78 rpm • K30836 45 rpm

FRAN WARREN
IF I COULD HAVE YOU BACK AGAIN IT'S ANYBODY'S HEART

MGM 11616 78 rpm • K11616 45 rpm

LESLIE CARON and MEL FERRER

HI LILI HI LO

and

LILI AND THE PUPPETS

MGM 30759 78 rpm • K30759 45 rpm

HANK WILLIAMS

CALLING YOU WHEN GOD COMES AND GATHERS HIS JEWELS

MGM 11628 78 rpm • K11628 45 rpm

GEORGE SHEARING

TIEMPO DE CENCERRO

Paris 1 and 2

MGM 11639 78 rpm • K11639 45 rpm

PAT O'DAY

A BIRD FLYING NORTH TAKE ME HOME

MGM 11645 78 rpm • K11645 45 rpm

CINDY LORD

GUESSING BLUE BOY

MGM 11643 78 rpm • K11643 45 rpm

JO ANN TOLLEY

HOME COME BUT NEVER YOU NEVER MY LOVE ANSWER FOR YOU

MGM 11630 78 rpm • K11630 45 rpm

CHARLES PAUL and His Orchestra

MARTIN LOVE (NORA KANE DRAKE THEME)

MGM 11634 78 rpm • K11634 45 rpm

HENRY JEROME and His Orchestra

TIPICA SERENADA CAFE PAREE

MGM 11594 78 rpm • K11594 45 rpm

Charles Gazzo Collins For the kickoff

Another "SABRE DANCE" **BARBU LAUTARU ORCHESTRA**

MORNING BIRD

STORM WARNING
MGM 30835 78 rpm
K30835 45 rpm

BIG NBC-TV Dave Garroway Promillon **JIMMY LEYDEN'S SERENADERS**

THE GIRL OF TODAY

WE'RE HAVIN' A GOOD TIME
MGM 11615 78 rpm
K11615 45 rpm

M-G-M RECORDS

OF GREATEST NAME AND INTEREST

WITH RECORD

The Billboard Music Popularity Charts

HONOR ROLL OF HITS

Trade Mark Reg.

The Nation's Ten Top Tunes

... for Week Ending December 19

The HONOR ROLL OF HITS is compiled by a statistical formula which automatically measures the comparative popularity of each tune, based on the results of the applicable Music Popularity Charts in this issue. (F) Indicates tune is from a film; (M) indicates tune is from a legit musical.

1. Rags to Riches 1 14

By Dick Adler and Jerry Ross—Published by Saunders (ASCAP)
BEST SELLING RECORD: T. Bennett, Col 40048. OTHER RECORDS AVAILABLE: A. Malvin, Prcn 1059; T. Russo, Bell 1013; G. Shaw, Dec 28838; Billy Ward & His Dominoes, King 1280.

2. Changing Partners 2 4

By Larry Coleman and Joe Darion—Published by Porgie (BMI)
BEST SELLING RECORD: P. Page, Mercury 70260. OTHER RECORDS AVAILABLE: B. Crosby, Dec 28969; H. Forrest, Bell 1017; P. W. King, V 20-5537; D. Shore, V 2-5515; K. Starr, Cap 2657.

3. Oh, Mein Papa (Oh, My Papa) 7 3

By John Turn Geoffrey Parson and Paul Burkhard—Published by Shapiro-Bernstein (ASCAP)
BEST SELLING RECORDS: Eddie Fisher, V 20-5552; Eddie Calvert, Essex 336. OTHER RECORDS AVAILABLE: R. Anthony, Cap 2678; Brasshats, London 1403; B. De Wille, Coral 61111; D. Hill, V 20-5561; H. James-P. Weston, Col 40134; R. Morgan, Dec 28964; T. Rodriguez, V 47-5568; F. Rullo, Mercury 70283; J. Vadnal, V 20-5569; R. Wottawa, Coral 61111.

4. Stranger in Paradise 6 4

By Robert Wright and George Forrest—Published by Frank (ASCAP)
BEST SELLING RECORDS: T. Bennett, Col 40121; Four Aces, Dec 28927. OTHER RECORDS AVAILABLE: V. Damone, Mercury 70269; R. Flanagan, V 20-5505; G. MacRae, Cap 2652; T. Martin, V 20-5535; A. Romero, V 20-5551.

5. Ricochet 4 10

By Larry Coleman, Norman Gimbel and Joe Darion—Published by Sheldon (BMI)
BEST SELLING RECORD: T. Brewer, Coral 61043. OTHER RECORDS AVAILABLE: Davis Sisters, Tanner n' Texas 1008; G. Grant, Victor 20-5512; P. W. King, Victor 20-5454; G. Lombardo, Dec 28914; V. Young, Cap 2543.

6. That's Amore 8 7

By Jack Brooks and Harry Warren—Published by Paramount (ASCAP)
BEST SELLING RECORD: D. Martin, Cap 2589. OTHER RECORDS AVAILABLE: B. Barron, M-G-M 11584.

7. You, You, You 3 25

By Lotar Olias and Robert Mellin—Published by Robert Mellin (BMI)
BEST SELLING RECORD: Ames Brothes, V 20-5325. OTHER RECORDS AVAILABLE: K. Griffen, Col 40039; J. Horton, Mercury 70198; Homer & Jethro, V 20-5555; S. Lanson, Bell 1008; K. Remo, M-G-M 11512.

8. Ebb Tide 5 17

By Robert Maxwell and Carl Sigman—Published by Robbins (ASCAP)
BEST SELLING RECORD: F. Chacksfield, London 1358. OTHER RECORDS AVAILABLE: C. Applewhite-Camarata Ork, Dec 28875; D. Ballard, Dec 28977; J. Colonna, Dec 28975; V. Damone, Mercury 70216; B. Haymes, Bell 1012; R. Maxwell, Mercury 70177; L. Welk, Coral 61075. TRANSCRIPTIONS AVAILABLE: Ink Spots, King 1297; Lorea Becker-Enoch Light Ork, Prom 1058; Hugo Winterhalter, Thesaurus.

9. Many Times 9 10

By Jessie Barnes and Felix Stahl—Published by Broadcast (BMI)
BEST SELLING RECORD: E. Fisher, V 20-5453. OTHER RECORDS AVAILABLE: P. Faith, Col 40076; Loren Becker-Enoch Light Ork, Prom 1058; T. Russo, Bell 1013.

10. Santa Baby 11 3

By Joan Javits and Phil Springers—Published by Trinity (BMI)
BEST SELLING RECORD: E. Kitt, Victor V 20-5502.

Second Ten

- 11. VAYA CON DIOS 10 27
Published by Ardmore (ASCAP)
- 12. HEART OF MY HEART 13 5
Published by Robbins (ASCAP)
- 13. EH CUMPARI 12 15
Published by Rosarch (BMI)
- 14. WHITE CHRISTMAS 1 1
Published by Berlin
- 15. YOU ALONE 14 7
Published by Roncom (ASCAP)
- 16. RUDOLPH THE RED-NOSED REINDEER 16 2
Published by St. Nicholas
- 17. I SEE THE MOON 18 7
Published by Plymouth
- 18. OH 15 24
Published by Feist (ASCAP)
- 19. I SAW MOMMY KISSING SANTA CLAUS 19 2
Published by Harman
- 20. CHRISTMAS DRAGNET 1 1
Published by Alamo (ASCAP)

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Buyboard

TOP SELLERS— POPULAR Listed Alphabetically

DEAR JOHN AND MARSHA LETTER EST SI BON.....	S. Freberg	2677
ANSWER ME, MY LOVE WHY.....	N. Cole	2687
BROKE, BARE-FOOT AND STARRY-EYED I TOOK THE LONG WAY AROUND.....	B. Hutton	2688
HANGING PARTNERS I'LL ALWAYS BE IN LOVE WITH YOU.....	K. Starr	2657
CHRISTMAS DRAGNET, PART I CHRISTMAS DRAGNET, PART II.....	S. Freberg & D. Butler	2671
THE CREEP TENDERLY.....	S. Kenton	2685
LOVE PARIS FIGI.....	L. Baxter	2479
STAMBUL MAPLE LEAF RAG.....	J. Carr	2665
MAMA'S GONE, GOOD BYE CONEY ISLAND WASHBOARD.....	P. Hunt	2647
O MEIN PAPA SECRET LOVE.....	R. Anthony	2678
OH! SAM.....	P. Hunt	2442
ST. GEORGE AND THE DRAGONET LITTLE BLUE RIDING HOOD.....	S. Freberg	2596
SOUTH OF THE BORDER I LOVE YOU.....	F. Sinatra	2638
STRANGER IN PARADISE NEVER IN A MILLION YEARS.....	G. MacRae	2652
THE TENNESSEE CHURCHBELLS THERE'S A SILVER MOON ON THE GOLDEN GATE.....	M. Whiting & J. Wakely	2689
THAT'S AMORE YOU'RE THE RIGHT ONE.....	D. Martin	2589
YAYA COM DIOS JOHNNY (IS THE BOY FOR ME).....	L. Paul & M. Ford	2486

LATEST RELEASE

No. 401

THE CREEP TENDERLY.....	Stan Kenton	2685
THE RED DECK OF CARDS LORD, SEND AN ANGEL.....	Tex Ritter	2686
ANSWER ME, MY LOVE WHY.....	Nat (King) Cole	2687
BROKE, BARE-FOOT AND STARRY-EYED I TOOK THE LONG WAY AROUND.....	Betty Hutton	2688
THE TENNESSEE CHURCH BELLS THERE'S A SILVER MOON ON THE GOLDEN GATE.....	Margaret Whiting & Jimmy Wakely	2689
JUST MARRIED I HARDLY KNEW IT WAS YOU.....	Faron Young	2690
SNATCHIN' AND GRABBIN' SWEET JENNIE LEE!.....	Merrill Moore	2691
DONE GONE CRAZY FROM ALL ANGLES.....	Lee Bonds	2692
WHAT IT WAS, WAS FOOTBALL, PART I WHAT IT WAS, WAS FOOTBALL, PART II.....	Deacon Andy Griffith	2693

TOP SELLING EP'S Listed Alphabetically

THE BILLY MAY BAND.....	412
BLUE TANGO—Les Baxter.....	447
THE DIXIE STYLE OF PETE KELLY'S BIG 7.....	404
THE FOUR FRESHMEN.....	433
THE FOUR KNIGHTS SING.....	414
GET HAPPY—June Christy.....	448
HITS FROM CAN-CAN—Top Artists.....	482
HONKY TONK HITS—Joe (Fingers) Carr.....	417
MEMORY SONGS—Jo Stafford & Gordon MacRae.....	428
PIANO HITS—Ben Light.....	427
POPULAR FAVORITES BY STAN KENTON.....	421
SUNNY ITALY—Dean Martin.....	481

TOP SELLER OF THE WEEK!
Based upon Actual Sales

"THAT'S AMORE"
with
DEAN MARTIN

Record No. 2589

TOP SELLERS— COUNTRY & HILLBILLY Listed Alphabetically

A DEAR JOHN LETTER I'D RATHER DIE YOUNG (THAN GROW OLD WITHOUT YOU) J. Shepard & F. Huskey.....	2502
FORGIVE ME, JOHN MY WEDDING RING J. Shepard & F. Huskey.....	2586
GO CRY YOUR HEART OUT WAKE UP, IRENE B. Thompson.....	2646
I BELIEVE IN LOVIN' I WISH IT WAS ONLY A DREAM G. O'Quin.....	2655
I LOVE GOD'S WAY OF LIVING PREACH THE GOSPEL The Louvin Brothers.....	2612
RELEASE ME JUST TO BE WITH YOU J. Heap & P. Williams.....	2518
SINGIN' ON THE OTHER SIDE I'VE GOT A BETTER PLACE TO GO M. Carson.....	2634
SWEEP AROUND YOUR OWN BACK DOOR SWAMP LILY R. Acuff.....	2642
WALKIN' AND HUMMIN' I WOULDN'T TREAT A DOG LIKE YOU'RE TREATIN' ME F. Huskey.....	2627
YOU GOTTA HAVE A LICENSE THERE'LL BE NO OTHER T. Collins.....	2584

Don't Miss This "Sleeper"!



The FOUR FRESHMEN

It Happened Once Before

b/w Holiday
Capitol Record No. 2564

BEST SELLING— POPULAR ALBUMS Listed Alphabetically

CAN-CAN Original Broadway Cast.....	452
THE DESERT SONG Gordon MacRae & Lucille Norman.....	351
THE EDDIE CANTOR STORY Eddie Cantor.....	467
GERRY MULLIGAN AND HIS TEN-TETTE Gerry Mulligan.....	439
HI-JINKS ON THE HAMMOND Milt Herth Trio.....	425
THE HIT MAKERS! Les Paul & Mary Ford.....	416
JOE (FINGERS) CARR AND HIS RAGTIME BAND Joe (Fingers) Carr.....	443
LOVER'S RHAPSODY & SONGS FROM LOVER'S RHAPSODY Jackie Gleason.....	366
MUSIC FOR LOVERS ONLY Jackie Gleason.....	352
MUSIC TO MAKE YOU MISTY Jackie Gleason.....	455
NAT (KING) COLE SINGS FOR TWO IN LOVE Nat (King) Cole.....	420
PORTRAITS ON STANDARDS Stan Kenton.....	462
TODAY'S TOP HITS, VOLUME X Top Capitol Artists.....	9115

TOP SELLING— CHILDREN'S ALBUMS Listed Alphabetically

BOZO AT THE CIRCUS Pinto Colvig.....	3030
BOZO HAS A PARTY Pinto Colvig.....	3133
BOZO ON THE FARM Pinto Colvig.....	3076
HOPALONG CASSIDY AND THE HAUNTED GOLD MINE William Boyd.....	3166
I TAUT I TAW A PUDDY TAT Mel Blanc.....	3104
I'M A LITTLE TEAPOT & THE TEDDY BEARS' PICNIC Frank DeVol.....	3083
LITTLE TOOT Don Wilson.....	3001
MICKY MOUSE'S BIRTHDAY PARTY Stan Freberg.....	3165
NEVER SMILE AT A CROCODILE & FOLLOWING THE LEADER Jerry Lewis.....	3163
SNOWBOUND TWEETY Mel Blanc.....	3169
TWEETY PIE Mel Blanc.....	3074
WALT DISNEY'S STORY OF ROBIN HOOD Nestor Paiva.....	3138
WOODY WOODPECKER AND THE LOST MONKEY Mel Blanc.....	3161

still climbing!!

THE FOUR KNIGHTS

I GET SO LONELY
b/w

I COULDN'T STAY AWAY FROM YOU

Capitol Record No. 2654

Music as Written

Continued from page 20

(21). . . . Madge Wright, Western rep, and Jane Douglass, recording thrush, both of Opportune Records, guested with deejay Dave Banks, KTUL, Tulsa, Okla. . . . Seeco Records' singer Vicen-

tino Valdes is due in town after a tour of South America. He'll bring back some new sides cut in Cuba. . . . Alan Dean opens at the Latin Quarter, Boston, December 28. . . . The George Shearing

combo opens at La Cameau, Washington, December 29. . . . Raymond Scott's original "Bird Life in the Bronx," recently released on the orkster's Audivox label, has been adopted as the theme of Gene Rayburn's 1:30 p.m. across-the-board, TV show on WNBT. . . . Photog James Kriegsmann is getting a second disk on his tune, "Too Much in Love to Care," when London issues the Vera Lynn version. The tune is published by Lowell Music and first recorded by Steve Gaynor on the Derby label. . . . Kay Starr and manager Hal Stanley are due in town in mid-January. . . . Joni James opens a four-day stand at the Erie Club, Philadelphia, December 31. She'll do a week at the Seville Theater, Montreal, beginning January 7. . . . RCA Victor's syndicate store and operator sales manager leaves for a combined business and vacation trip to the West Coast tomorrow (20). He's due back here on January 15. . . . Country and western booker-manager Tom Parker is due in town tomorrow (20) for several business sessions.

Karen Chandler, now appearing at the Henry Grady Hotel, Atlanta, has been pacted for return engagement at the hotel this summer. . . . WNEW deejay Art Ford will launch his first pop concert and dance at the Manhattan Center here December 27. He has lined up a number of top jazz men and record warblers for the session, including Charlie Barnett, Mat Mathews, Tony Scott, Terry Gibbs, Don Cornell, Johnny Desmond and Alan Dale. Concerts are called Art Ford's "Music Time, U.S.A." . . . Swedish promoter Nils Hellstrom will handle at least two American packages in Europe this coming (Continued on page 45)

Urania Sues

Continued from page 18

kind here, is indicative of the stiffened attitude of artists and diskeries in connection with "unauthorized" recordings. Only last week, the International Federation of the Phonograph Industry warned its members to scrutinize imported tapes with particular care (The Billboard, December 19).

Furtwangler is under exclusive contract to HMV. But a Urania spokesman said their defense will be based on the claim that the conductor was not under contract to any diskery at the time he cut the tape. Furtwangler further stated he did not even remember conducting the performance issued in the Urania diskings. He is asking the court for an injunction and damages.

Should Furtwangler win his case, the decision would not affect distribution of the LP in the United States, observers declare.



BONNIE LOU
NO HEART AT ALL
THE TEXAS POLKA
KING 1297

JIMMIE OSBORNE
YOU ALL COME BACK TO YOUR
LOVED ONES
KING 1295

EARL BOSTIC
OFF SHORE
DON'T YOU DO IT
KING 4683

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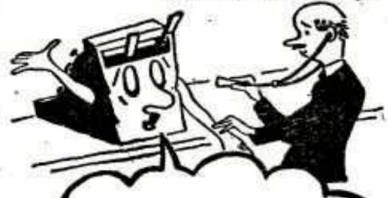
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YOU MUST LOSE THE BAIT TO CATCH THE FISH!

The Billboard's Music Popularity Charts

Favorite Tunes

For Week Ending December 19

Best Selling Sheet Music

Tunes are ranked in order of their current national selling importance at the sheet music jobber level. Results are based on The Billboard's weekly survey of jobbers' orders from retailers throughout the country and are weighed according to jobber importance. (R) Indicates that tune is recorded; (F) indicates tune is from a film; (M) indicates tune is from a legit musical.

This Week	Last Week	Weeks on Chart
1. EBB TIDE (R)—Robbins.....	7	14
2. RAGS TO RICHES (R)—Saunders.....	1	9
3. CHANGING PARTNERS (R)—Porgie.....	2	4
3. RICOCHET (R)—Sheldon.....	9	8
5. YOU, YOU, YOU (R)—Mellin.....	3	23
6. STRANGER IN PARADISE (R) (M)—Frank.....	6	4
7. THAT'S AMORE (R)—Paramount.....	13	2
8. MANY TIMES (R)—Broadcast.....	11	11
9. VAYA CON DIOS (R)—Ardmore.....	8	26
10. HEART OF MY HEART (R)—Robbins.....	—	1
11. PA PAYA MAMA (R)—Sheldon.....	—	1
12. I SEE THE MOON (R)—Plymouth.....	19	10
13. OH MEIN PAPA (OH MY PAPA) (R)—Shapiro-Nicholas.....	10	2
14. WHITE CHRISTMAS (R)—Berlin.....	4	5
15. IN THE MISSION OF ST. AUGUSTINE (R)—Republic.....	20	11
16. FROSTY THE SNOWMAN (R)—Hill & Range.....	15	4
17. WINTER WONDERLAND (R)—Bregeman, Vocco & Conn.....	14	4
18. CRYING IN THE CHAPEL (R)—Valley.....	18	21
19. RUDOLPH THE RED-NOSED REINDEER (R)—St. Nicholas.....	5	5
19. SANTA CLAUS IS COMING TO TOWN (R)—Feist....	16	3

Tunes with Greatest Radio and Television Audiences

Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. Lists are based on John G. Peatman's copyrighted Audience Coverage Index. Tunes are listed ALPHABETICALLY on both lists. (R) Indicates tune is available on records; (F) indicates tune is from a film; (M) indicates tune is from legit musical.

Top 31 on Radio

Changing Partners (R)—Porgie—BMI	Rags to Riches (R)—Saunders—ASCAP
Choo Choo Train (R)—Disney—ASCAP	Ricochet (R)—Sheldon—BMI
Don't Forget to Write (R)—Advanced—ASCAP	Rudolph the Red-Nosed Reindeer (R)—St. Nicholas—ASCAP
Don'tcha Hear Them Bells (R)—Iris-Trojan—BMI	Sadie Thompson Song (R) (F)—Mills—ASCAP
Ebb Tide (R)—Robbins—ASCAP	Santa Claus is Coming to Town (R)—Feist—ASCAP
Fini (R)—Frank—ASCAP	Secret Love (R) (F)—Remick—ASCAP
Granada (R)—Peer—BMI	Silver Bells (R)—Paramount—ASCAP
Heart of My Heart (R)—Robbins—ASCAP	Sleigh Ride (R)—Mills—ASCAP
I Love Paris (R) (M)—Chappell—ASCAP	Song From Moulin Rouge (R) (F)—Broadcast—BMI
In the Mission of St. Augustine (R)—Republic—BMI	Stranger in Paradise (R) (M)—Frank—ASCAP
Istanbul (R)—Alamo—ASCAP	That's Amore (R) (F)—Paramount—ASCAP
Jones Boy (R)—Pincus—ASCAP	Vaya Con Dios (R)—Ardmore—ASCAP
Many Times (R)—Broadcast—BMI	Woman (R)—Studio—BMI
No Other Love (R)—Williamson—ASCAP	You Alone (R)—Roncom—ASCAP
Oh Mein Papa (R)—Shapiro-Nicholas—ASCAP	You, You, You (R)—Mellin—BMI
Poppa Piccolino (R)—Chappell—ASCAP	

Top 10 on Television

Down by the River Side (R)—Spier—ASCAP	Santa Got Stuck in the Chimney (R)—Acuff-Rose—BMI
Ebb Tide (R)—Robbins—ASCAP	Silver Bells (R)—Paramount—ASCAP
I Believe (R)—Cromwell—ASCAP	Stranger in Paradise (R) (M)—Frank—ASCAP
I Saw Mommy Kissing Santa Claus (R)—Harman—ASCAP	You Alone (R)—Roncom—ASCAP
Kissing Bridge (R)—Roncom—ASCAP	
Santa Claus is Coming to Town (R)—Feist—ASCAP	

England's Top Twenty

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

1. Answer Me—Bourne (Bourne)	11. Wish You Were Here—Chappell (Chappell)
2. I Saw Mommy Kissing Santa Claus—Morris (Harman)	12. Song From Moulin Rouge—Connelly (Broadcast)
3. Poppa Piccolino—Sterling (Chappell)	13. Eternally (Limelight)—Bourne (Bourne)
4. Swedish Rhapsody—Connelly (Dartmouth)	14. I Believe—Cinephonic (Oxford)
5. When You Hear Big Ben—Box & Cox (Box & Cox)	15. Crying in the Chapel—Morris (Valley)
6. Vaya Con Dios—Maddox (Ardmore)	16. When Santa Got Stuck in the Chimney—Reine (Milene)
7. Ricochet—Victoria (Sheldon)	17. Oh My Papa—Maurice (Shapiro-Bernstein)
8. Rags to Riches—Chappell (Saunders)	18. Flirtation Waltz—Bourne (Bourne)
9. Chicka Boom—Dash (Hawthorne)	19. You, You, You—Mellin (American)
10. If You Love Me—World Wide (Peer)	20. The Golden Tango—Lawrence Wright (Mills)

ASCAP MUSIC

for the Holiday Season

ALL AROUND THE CHRISTMAS TREE
 ALL I WANT FOR CHRISTMAS
 (is my two front teeth)
 AROUND THE CHRISTMAS TREE
 AT CHRISTMASTIME
 AT THE SANTA CLAUS PARADE
 BABES IN TOYLAND
 BECAUSE IT'S CHRISTMAS
 BOOGIE WOOGIE SANTA CLAUS
 CAROL OF THE CHRISTMAS CHIMES
 CAROL OF THE LITTLEST ANGEL
 CHRIST IS BORN
 CHRISTINE, THE CHRISTMAS TREE
 CHRISTMAS (long, long ago upon
 a winter night)
 CHRISTMAS
 CHRISTMAS ALLELUIA
 A CHRISTMAS ALLELUIA
 CHRISTMAS AND YOU
 THE CHRISTMAS BALL
 CHRISTMAS BELLS
 CHRISTMAS BELLS ARE RINGING
 CHRISTMAS CANDLE
 CHRISTMAS CANDLES
 CHRISTMAS CAROL
 CHRISTMAS CAROLS BY THE
 OLD CORRAL
 CHRISTMAS COMES BUT ONCE
 A YEAR
 CHRISTMAS DAY
 CHRISTMAS DREAMING (a little
 early this year)
 CHRISTMAS ECHOES
 CHRISTMAS EVE
 CHRISTMAS EVE SONG
 CHRISTMAS EVERYWHERE
 A CHRISTMAS FESTIVAL
 CHRISTMAS HYMN
 CHRISTMAS IN KILLARNEY
 CHRISTMAS IN MY HEART
 CHRISTMAS INTROIT
 CHRISTMAS IS FOR CHILDREN
 CHRISTMAS ISLAND
 CHRISTMAS LOVE
 CHRISTMAS LULLABY
 CHRISTMAS MARCH
 CHRISTMAS MORN
 CHRISTMAS MORNING
 CHRISTMAS MUSIC BOX
 CHRISTMAS NIGHT IN HARLEM
 CHRISTMAS OFFERTORY
 CHRISTMAS ON THE FARM
 CHRISTMAS POLKA
 CHRISTMAS PRAYER
 A CHRISTMAS PRAYER
 CHRISTMAS RHAPSODY
 CHRISTMAS ROSES
 CHRISTMAS SERENADE
 CHRISTMAS SONG
 THE CHRISTMAS SONG
 (merry Christmas to you)
 THE CHRISTMAS SPELL
 CHRISTMAS STORY
 A CHRISTMAS SYMBOL
 THE CHRISTMAS SYMPHONY
 CHRISTMAS TIME
 CHRISTMAS TIME'S THE TIME
 FOR LOVE
 CHRISTMAS TOYS' PARADE
 THE CHRISTMAS TREE
 (sweet Angie) THE CHRISTMAS
 TREE ANGEL
 (round the) CHRISTMAS TREE
 AT HOME
 CHRISTMAS VARIATIONS
 (before you know it) CHRISTMAS
 WILL BE HERE
 CHRISTMAS WITHOUT YOU
 A CHRISTMAS WREATH
 DANCE OF THE DOLLS
 DAWN OF CHRISTMAS DAY
 DEAR MISTER SANTA CLAUS
 DEAR SANTA CLAUS
 DEAREST SANTA
 DO YOU BELIEVE IN SANTA CLAUS?
 DOLL DANCE

DON'T WAIT TILL THE NIGHT
 BEFORE CHRISTMAS
 EVERYWHERE, EVERYWHERE
 CHRISTMAS NIGHT
 HANG UP YOUR CHRISTMAS
 STOCKING
 THE HAPPIEST CHRISTMAS FOR ME
 HAPPY CHRISTMAS, LITTLE FRIEND
 HAPPY CHRISTMAS MORNING
 HAPPY HOLIDAY
 HAVE YOURSELF A MERRY LITTLE
 CHRISTMAS
 HE'LL BE COMIN' DOWN THE
 CHIMNEY
 HELLO, MISTER KRINGLE
 HERE COMES SANTA CLAUS
 (right down Santa Clause Lane)
 HE'S A CHUBBY LITTLE FELLOW
 HOME FOR CHRISTMAS
 HOME FOR THE HOLIDAYS
 I BELIEVE IN SANTA CLAUS
 I CAN'T WAIT 'TIL CHRISTMAS DAY
 (I can't wait 'til Quith-muth Day)
 I DIDN'T BELIEVE IN SANTA CLAUS
 (till the day he gave me you)
 I DON'T WANT A LOT FOR
 CHRISTMAS
 I DON'T WANT TO BE ALONE FOR
 CHRISTMAS
 I DREAMED OLD SANTA LOST
 HIS REINDEER
 I DREAMED THAT I WAS SANTA
 CLAUS
 I HEARD THE BELLS ON
 CHRISTMAS DAY
 I SAW MOMMY KISSING SANTA
 CLAUS
 I TOLD SANTA TO BRING ME YOU
 I WANNA SQUEEZE YOUR RED NOSE,
 SANTA
 I WANT A CHRISTMAS DRUM
 I WANT A DOG (for Christmas)
 I WANT AN OLD-FASHIONED
 CHRISTMAS
 I WANT YOU FOR CHRISTMAS
 I'D LIKE TO FIND YOU IN MY
 STOCKING (when I wake up
 Christmas Morn)
 I'D LIKE TO HITCH A RIDE WITH
 SANTA CLAUS
 IF THE BOYS COME HOME FOR
 CHRISTMAS (we'll all have a
 Happy New Year)
 IF EV'RY DAY WAS CHRISTMAS
 (and ev'ry night was New Year's
 Eve)



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Season's Greetings
 and best wishes for a
 Happy and Prosperous
 New Year

IF I WERE SANTA CLAUS
 IF I WERE SANTA CLAUS FOR
 A DAY
 IF IT DOESN'T SNOW ON
 CHRISTMAS
 I'LL BE HOME FOR CHRISTMAS

I'M GOING HOME FOR CHRISTMAS
 I'M GONNA MISS YOUR KISS ON
 CHRISTMAS
 IT'S BEGINNING TO LOOK LIKE
 CHRISTMAS
 IT'S CHRISTMAS
 IT'S MERRY CHRISTMAS TIME
 I'VE GOT THE CHRISTMAS SPIRIT
 I'VE HAD A VERY MERRY
 CHRISTMAS
 THE JINGLE BELL POLKA
 JINGLE BELLS BOOGIE WOOGIE
 JOLLY, JOLLY JINGLE
 THE JOLLY OLD MAN IN THE BRIGHT
 RED SUIT (and the whiskers on
 his chin)
 JOLLY OLD SAINT NICHOLAS
 KISSES FOR CHRISTMAS
 LET IT SNOW, LET IT SNOW,
 LET IT SNOW
 LET'S HAVE AN
 OLD-FASHIONED
 CHRISTMAS
 LETTER TO
 SANTA CLAUS
 THE LITTLE BOY
 THAT SANTA
 CLAUS FORGOT
 LITTLE
 CHRISTMAS
 DONKEY &
 LITTLE JACK
 FROST GET LOST
 THE LITTLE RAG
 DOLL WITH THE
 SHOE BUTTON EYES
 LITTLE RED RIDING
 HOOD'S CHRISTMAS
 TREE
 LITTLE TOY TOWN
 PARADE
 THE LITTLE RED TRAIN WHO
 SAID AH-CHOO!
 LITTLEST ANGEL'S CHRISTMAS
 MERRY CHRISTMAS
 A MERRY CHRISTMAS AND A
 HAPPY NEW YEAR
 MERRY CHRISTMAS DARLING
 MERRY CHRISTMAS EVERYWHERE
 MERRY CHRISTMAS MORNING
 THE MERRY CHRISTMAS POLKA
 MERRY CHRISTMAS WALTZ
 THE MERRY MERRY CHRISTMAS
 POLKA
 MERRY TEXAS CHRISTMAS, YOU ALL
 MISTER SNOWMAN
 MISTLETOE KISS
 THE MISTLETOE SONG
 MRS. SANTA CLAUS
 A MUSICAL CHRISTMAS CARD
 MY CHRISTMAS WISH
 NEW CHRISTMAS MORNING,
 HALLELUJAH
 THE NIGHT BEFORE CHRISTMAS
 THE NIGHT BEFORE CHRISTMAS
 IN TEXAS, THAT IS
 THE NIGHT BEFORE CHRISTMAS
 SONG
 A NIGHT IN BETHLEHEM
 LA NOCHE BUENA (Christmas Eve)
 NOW IS THE TIME FOR CHRISTMAS
 ON THIS CHRISTMAS DAY
 ONLY THING I WANT FOR
 CHRISTMAS IS JUST TO KEEP
 THE THINGS I'VE GOT
 PICNIC IN THE SNOW
 (the toys gave a party for)
 POPPA SANTA CLAUS
 PUT A LITTLE GAL IN MY STOCKIN'
 RED CHEEKS AND WHITE WHISKERS
 RED, WHITE AND BLUE CHRISTMAS
 ROLLING IN THE SNOW
 ROOT'N, TOOT'N SANTA CLAUS
 RUDOLPH THE RED NOSED
 REINDEER
 SANTA CLAUS

SANTA CLAUS BALLET
 SANTA CLAUS BLUES
 THE SANTA CLAUS EXPRESS
 SANTA CLAUS FOR PRESIDENT
 SANTA CLAUS GOT STUCK IN
 MY CHIMNEY
 SANTA CLAUS IS COMIN' TO TOWN
 SANTA CLAUS IS RIDIN' THE
 TRAIL
 SANTA CLAUS LOOKS LIKE MY
 DADDY
 SANTA CLAUS LULLABY
 THE SANTA CLAUS PARADE
 SANTA CLAUS' PARTY
 SANTA, DEAR SANTA
 SANTA FOUND A LITTLE LAMB
 SANTA GOT STUCK IN THE
 CHIMNEY
 SANTA, SANTA, SANTA
 SANTA SERENADE
 SANTA WATCHES LITTLE CHILDREN
 SANTA'S HELPER
 SANTA'S ON HIS WAY
 SANTA'S ON THE WAY
 SANTA'S PARADE
 SEND ME YOUR LOVE FOR
 CHRISTMAS
 SHAKE HANDS WITH SANTA CLAUS
 SILVER BELLS
 SING A SONG OF SANTA CLAUS
 SLEIGH BELL SERENADE
 SLEIGH BELL TIME
 SLEIGH BELLS IN THE SNOW
 SLEIGH RIDE
 SNOW DEER
 SNOWFLAKES
 THE SNOWMAN
 SNOWMAN
 SONG OF THE BELLS
 SONG OF CHRISTMAS
 SONG OF THE SLEIGH BELLS
 THE STAR OF BETHLEHEM
 STAR OF BETHLEHEM
 THE STORY OF CHRISTMAS
 SUZY SNOWFLAKE
 THE TEDDY BEARS PICNIC
 THAT CHRISTMAS FEELING
 THAT'S WHAT CHRISTMAS MEANS
 TO ME
 THAT'S WHAT XMAS MEANS TO ME,
 THAT'S WHAT I WANT FOR
 CHRISTMAS
 THERE IS NO CHRISTMAS LIKE
 A HOME CHRISTMAS
 THERE'LL ALWAYS BE A
 CHRISTMAS
 THERE'S A CHRISTMAS TREE IN
 HEAVEN
 THIRTY-TWO FEET AND EIGHT
 LITTLE TAILS
 THIS CHRISTMAS
 TOY PIANO POLKA
 TOYLAND
 'T WAS THE NIGHT BEFORE
 CHRISTMAS
 UNCLE MISTLETOE
 WE WISH YOU A MERRY CHRISTMAS
 WHAT AM I GONNA DO THIS
 CHRISTMAS
 WHAT'CHA GONNA GET ME FOR
 CHRISTMAS?
 WHEN CHRISTMAS COMES
 WHEN CHRISTMAS COMES TO
 OUR HOUSE
 WHEN IT'S CHRISTMAS ON THE
 RANGE
 WHEN SANTA CLAUS GETS YOUR
 LETTER
 WHITE CHRISTMAS
 WHO SANTA CLAUS
 WHY DOESN'T SANTA CLAUS GO
 NEXT DOOR
 WINTER WONDERLAND
 A YANKEE CHRISTMAS



AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS

575 MADISON AVENUE, NEW YORK 22, N. Y.

The Billboard's Music Popularity Charts

... for Week Ending December 19

REVIEWS OF THIS WEEK'S NEW RECORDS

Popular

LARRY CLINTON ORK
The Creep (Vocal) 82
BELL 1022—The 35-cent label has a potent side here. It's the first vocal treatment of the much-waxed dance import. Lyrics are clever and delivered with spirit by a male combo and gal. Could be a big one for dealers who'll give it adequate exposure.
The Creep (Instrumental) 74
Good instrumental reading and fine for the dancers.
TERESA BREWER
Our Heart Breaking Waltz 89
CORAL 61066—As the follow-up to Teresa Brewer's towering hit of a year ago, "Till I Waltz Again With You" (but in waltz time), can't miss getting plentiful exposure. It's not quite as strong as the original, but it should pull mucho loot. (Village, BMI)
Bell Bottom Blues 74
Bouncy item is sung with cute appeal by the gal. (Shapiro-Bernstein, ASCAP)
DAMITO JO
Saddle Thompson's Song 74
V 47-5570—Title song from the forthcoming movie is sung expressively by Damita Jo, but except for a few spots it doesn't quite jell. Still it should cash in if a competitive version kicks the tune off. (Mills, ASCAP)
Face to Face 72
Pleasant tune is given a very "showy" production with the chorus and ork backing through nicely. (M. Whitmark & Son, ASCAP)
RALPH MARGERIE ORK
The Creep 78
MERCURY 70281—The English riff effort that is getting much action on the part of the diskeries is handed a good substantial instrumental performance by the Margerie crew. Side should get a share of the loot if the song breaks, even with the heavy competition. (Robbins, ASCAP)
Love's Theme 77
The Margerie ork features some bright trumpet work on this fine reading of the lovely theme. It's a first rate side for dancing and the ork sells it well via a smooth arrangement. Two good sides. (Leeds, ASCAP)
TED HEATH ORK
The Original Creep 77
LONDON 1404 — Here's the first version of the English effort by an English ork and the Heath aggregation shows that it can play it with sparkle too. The band shows off its precise reed and brass sections on this listenable and danceable slicing. (Miller, ASCAP)
Slim Jim—Creep 75
This is a follow-up to "The Creep" and it is a good piece of material too. The Heath ork plays it with a lift and a beat, in the old Glenn Miller manner. A good coupling for the flip. Both sides are fine for boxes and jocks. (Miller, ASCAP)
MELACHRINO STRINGS
Mystery Street 76
V 20-5579—Here's a wild instrumental version of the tune that has created a lot of action in England. However, little has happened to the tune here and it has had a lot of good disks to date.
Theme From Eight o'Clock Walk 75
Pretty theme from England receives a pretty instrumental reading from the Melachrino Strings. Pleasant music for deejay shows.
BEN LIGHT
Hindustan 76
CAPITOL 2680—Coins should come floating into any juke box that places this cutting on the machine. Light swings thru the tune on the 88, backed solidly by a sharp rhythm group. Ops can make out with this happy piece of wax. (Forster, ASCAP)
Blue Skies 75
Same comment. (Irving Berlin, ASCAP)
GUY LOMBARDO ORK
The Jones Boy 76
DECCA 28985—Lombardo version of the ditty, now climbing via the Mills Brothers etching, has an infectious spirit. Good for dancing or listening. R ought to pull okay sales action. (George Pincus, ASCAP)
Woman 74
Another fine job of coverage, this of the Johnny Desmond waxing. Kenny Gardner handles the cute lyrics effectively. (Studio, BMI)
THE BRASSHATS
Off Shore 75
LONDON 1403—This version of the lovely ditty by the label's new English ork is a mighty good one, and tho rather late, it has a chance for a small share of the coin, if it can get exposure. Band plays the tune with a lot of feeling. (Hanover, ASCAP)
O, Mein Papa 74
Pleasant dance version of the big hit lacks the brilliant trumpet solo that is helping other versions reach the top here. (Shapiro-Bernstein, ASCAP)
RITA WOTTAWA
O, Mein Papa 75
CORAL 61111 — Coral has imported the original German waxing of the new click. It will surprise many in this musical comedy treatment by so-

prano Rita Wottawa. May not sell too many copies, but jockeys should have a ball with it.
BENNY DE WELLE
O, Mein Papa 71
Shades of the Thirties! Now a German swing version of the ditty. But it's danceable.
VINCE FIORINO ORK
Oh, Lulu! 74
EPIC 9008—Vince Fiorino ork does a lively job on this novelty. There's a quick beat, a chanting chorus and smart instrumentation. (Berkshire, BMI)
Bedelia 73
Comedy item telling the story of Bedelia, the green-eyed hen. Lyric is clever, and the music has a smart satiric vein. In the special material, novelty vein. Ann Andrews' good vocal job is backed by Vince Fiorino ork. (Berkshire, BMI)
FRANK LUTHER
Where Do You Work—a John 74
DECCA 28956—With all the current interest in Italian type songs, this bright treatment of the oldie, stands a chance of exciting some interest. (Shapiro-Bernstein, ASCAP)
There is a Tavern in the Town 72
Traditional oldie is sung with verve in gang style. Might do okay in the coin boxes.
HELEN O'CONNELL
In the Still of the Night 74
CAPITOL 2679 — The lovely Cole Porter evergreen receives a fine performance from the chanteuse, over a most unusual and wild backing by the ork. Helen O'Connell sings it in normal tempo while the ork races behind her. An interesting side that could grab spins. (Chappell, ASCAP)
Kiss Or Get Off the Spot 68
Slight piece of material is handled well by the thrush over suitable backing by the ork. (Duchess, BMI)
FRANK RULLO
Oh, Mein Papa 72
MERCURY 70283 — Different enough from other versions of the hit ballad, this one ought to win occasional spins. Rullo warbles in a manner reminiscent of the great Satchmo and the support given him is in the jazz idiom. (Shapiro-Bernstein, ASCAP)
I Love Paris 67
Husky chanting to a swinging backing by the ork. (Chappell, ASCAP)
JANE DOUGLAS
Empty Words 71
OPPORTUNE 50263—Good, swinging ballad gets a fair reading by Miss Douglass. There's a nostalgic flavor and beat to this side. Boxes should like. Guarnieri ork does the backing.
JANE DOUGLASS & TOM O'MALLEY
Love Is Love 69
Ditty is a comedy novelty, in the special material groove. The duo's reading is adequate, but tune is better suited for in-person rendition.
JANE DOUGLASS
Have a Heart 70
OPPORTUNE 50264 — Jane Douglass belts out this ballad with a throaty delivery. The side opens with an echo gimmick. Vocalist has some charm. Johnny Guarnieri ork on the backing.
BARBARA KAREN
DICKIE DE BELLA
What Did You Bring Me? 68
Christmas ditty on this side is for the kiddie trade. It's in the form of a letter to Santa.
DE JOHN SISTERS
Should I Run 69
EPIC 9009 — The Sisters give an adequate reading to this ballad. (Mellin, BMI)
All Present But One 68
Same comment. (Peer, BMI)
JOE GAUDIO
Memories of You 67
CRYSTAL 448 — The light baritone voice of Gaudio is well employed in this nostalgic oldie. He packs considerable emotion into this quiet song. (Shapiro-Bernstein, ASCAP)
Our Thanks to Thee 65
Gaudio offers a musical prayer in
(Continued on page 42)

Polka

RAY HENRY ORK
Good Apple Polka 76
DANA 3148—Spirited and fresh, the polka bounces along to a lively conclusion. A good job by the Henry ork. (Dana, BMI)
Pleasant Dreams Polka 75
Same comment. (Dana, BMI)

Number of Releases This Week

(Listed Alphabetically by Label)

Table with columns: LABEL, POP, C&W, R&B. Lists labels like APOLLO, AVIS, BELL, CAPITOL, CAVALLIER, COLUMBIA, CORAL, CRYSTAL, DECCA, DOOTONE, EPIC, FORTUNE, INTRO, LONDON, MERCURY, OPPORTUNE, SKYLARK, STARDAY, VICTOR and their corresponding counts in each category.

Rhythm & Blues

CHARLIE (LITTLE JAZZ) FERGUSON ORK
2:30 Break 75
APOLLO 817—Wild instrumental riff that has a swing flavor is sold with a beat by the ork, with Ferguson featured on sax, and the drums and piano pounding out solidly behind him. This side should appeal in both the r.&b. and jazz fields. Good, exciting wax. (Bess, BMI)
So Much of a Little Bit 73
Unbilled thrush comes thru with a good performance on this slight riff effort, backed solidly by the Ferguson ork. Side could grab spins and might pull some coins on the boxes. (Bess, BMI)
MEMPHIS SLIM
Call Before You Go Home 75
UNITED U-166 — The warning is delivered and, we hope, well taken. Blues ballad is appealing and should get spins and juke plays. (Pamlee, BMI)
This Is My Lucky Day 70
Another good performance by Memphis Slim, but material is routine. (Pamlee, BMI)
DOZIER BOYS
Early Morning Blues 73
UNITED U-163—Buck dance beat is infectious and the boys chant the item well. Backing features some fine sax playing, too. (Pamlee, BMI)
Cold, Cold, Rain 70
Blues lament is presented with impressive sincerity. (Pamlee, BMI)
DANNY RUN JOE TAYLOR
You Look Bad 72
V 20-5558—Taylor pokes fun at his friend who has been drinking and the morning after looks a mess. The lyric is humorous. A good, relaxed beat and Taylor's performance do most to sell the side. (Wheeler, BMI)
Gator Tail 69
The wail of a Florida boy who was deceived by Northern "big city women." A routine Southern blues. (Wheeler, BMI)
SAM BUTERA
Wallin' Walk 69
V 20-5545 — A slow blues riff on Butera's tenor sax is the main ingredient in this moody material. A simple, unpretentious instrumental. (Campbell, BMI)
Shine the Buckle 67
Another slow-tempo opus in similar vein. (Campbell, BMI)
CAL TJADER QUARTET
Love Me or Leave Me 70
SAVOY 1117—Here's a mighty cool and mighty professional performance of the evergreen by the Tjader combo, which features Hank Jones, Kenny Clark and Al McKibbin. For cool jazz fans.
Tangerine 69
Same comment.

Jazz

Sacred

GEORGE BEVERLY SHEA
Robe of Calvary 85
V 47-5566 — Potentially one of the strongest religious tunes to come along in some time. Shea's rich voice booms it out with great sincerity. Choral backing lends to the effectiveness of the production. Only criticism is that some of the words do not come thru too clearly on first listen, nevertheless, this has all the earmarks of a strong seller. (Hill & Range, BMI)
I Found a Friend 78
Another fine Shea reading of a religious tune. (Merit, BMI)
PERRY COMO
Abide With Me 80
V 20-5573 — Hymn, known to so many, is mounted with compelling beauty by Como and chorus. An outstanding excerpt from Como's new album that should remain active in the disk catalog for many years. (F.D.)
Nearer, My God, to Thee 76
The familiar hymn is sung with convincing sincerity by Como. (F.D.)
PERRY COMO
I Believe 80
V 20-5571 — Como does a beautiful job here with the semi-religious effort, selling it with sincerity and meaning, helped much by the fine ork and chorus backing. Side is from his forthcoming sacred album. (Crownwell, ASCAP)
Onward, Christian Soldiers 75
The stirring hymn receives a satisfactory rendition from the warbler. He sings it with strong support from the large chorus and ork. This side, too, is from the singer's new religious set. It should interest his fans. (F.D.)
PERRY COMO
Goodnight, Sweet Jesus 75
V 20-5572—Simple and gentle treatment of the religious opus finds Como at his smooth best. A fine extract from the singer's new album that should move many copies as a single. (McLaughlin & Reilly, ASCAP)
Act of Contrition 73
Musical prayer will move many in this effective presentation. (Spinlan, ASCAP)
WALTER SOLEK ORK
Waltz Medley 77
V 25-9282—The Polish market should be interested in this fine waltz medley by the listenable Solek crew. Good wax.
Tesknota Za Ojczyzna 75
The ork demonstrates its versatility on this side with a sharp reading of a spritely march effort.
NOGAJ DUET
Grajcie Muzykancel Polka 73
HARMONIA 1221 — A bright, fast-stepping polka with a vocal chorus in Polish by the NogaJ Duet. Polish-speaking communities will delight in this tailor-made material.
Corcus Moja, Serce Moje Polka 72
Another lively polka with a vocal chorus sung in Polish.
THE LARKS
Honey in the Rocks 79
APOLLO 1189 — Here's a first-rate performance by the boys on a traditional religious effort. The boys show that they can sell a jubilee effort with style and feeling. The hand-clapping and beat should help this one get many sales. Good wax. (Carl Fisher, BMI)
Shadrach 77
The Larks turn in a bright and attractive reading of the spiritual effort, showing off their fine harmony on this new waxing. A good side that should get action in the field. (Carl Fisher, BMI)
TITO RODRIGUEZ ORK
In the Still of the Night 76
V 47-5568 — After a placid opening ork settles down to a rapid-fire mambo version of the oldie. (Chappell, ASCAP)
Oh! My Pa-Pa 72
Fast Latin-American coverage of the big pop hit has a good beat, but the appealing quality of the song has somehow been lost so it becomes just another L.A. disk. (Shapiro-Bernstein, ASCAP)

Spiritual

Latin American

Country & Western

SONNY BURNS
Too Hot to Handle 80
STARDAY 118 — Clever novelty is given a good ride by Burns. A new artist, singer has a strong voice and a forceful delivery. Watch this disk, it could have a lot of power. (Starrite, BMI)
Powder and Paint 75
Another fine warbling effort by Burns. He's a good singer. (Starrite, BMI)
BURL IVES
The Crowdad Song 78
DECCA 9-28935—Folk ditty is set to a bouncy beat. Balladeer Ives' sensitive voice catches the feeling neatly. Added to it is a very attractive instrumental backing. This is a very pleasant disk. All jocks should listen in.
Hound Dog 76
More interesting fare from Ives.
JIMMY WAKELY
Red Deck of Cards 77
CORAL 61112—Wakely, for his first effort on the Coral label, has chosen the striking vocal document against Communism. The artist is effective in his presentation, and the side ought to stir up some attention. Watch it.
I've Had My Share of Sorrow 75
Weeper is sung with lots of charm by Wakely for a good entry, due for spins and sales.
SLIM WHITMAN
Birmingham Jail 77
V 20-5557—Slim Whitman gives this folk ballad a fine reading. There's a world of pathos and heart in his measured style.
Wahash Waltz 73
When the waltz was over, her love had fled. It's a sad, country ballad, and Slim Whitman gives it his distinctive delivery. (Leeds, ASCAP)
JACK AND DANIEL
Forget the Deal 76
DECCA 28886 — The romance went wrong, but the chanters don't sound too unhappy. Ditty, briskly delivered, should appeal to many and the side seems due for spin attention. (Forester, BMI)
Satisfied With You 73
The boys duet in their accustomed style and it's easy to listen to. Country item is tuneful and the backing bouncy. (Old Charter, BMI)
POLLY POSSUM-JOE WOLVERTON
I'm a Stranger in My Home 74
COLUMBIA 21196—A tearful country ballad gets a solid reading by Polly Possum. A recitative by Joe Wolverson adds to the pathos. (Ridgeway, BMI)
Bimbo 72
The catchy lyric is sung with zest by Polly Possum and Joe Wolverson. Lively backing by the Dog Patch Boys. (Fairway, BMI)
BILLY WALKER
I Got Lost Along the Way 74
COLUMBIA 21191 — Strong country ballad gets a sincere reading by Billy Walker. The lyric idea is a good one. This side may get some action. (Hill & Range, BMI)
I Can't Keep the Girls Away 72
Mama's not home, and the girls won't let him alone. Billy Walker sings this complaint with a lively beat. Fair country novelty. (Hill & Range, BMI)
JIMMY WORK
How Can I Love You 74
CAPITOL 2682—With a tear in his voice, Work asks plaintively how he can love his girl when she is not around. Pleasant performance by the warbler. (Hill & Range, BMI)
I'm Lonesome for Someone 72
Same comment. (Hill & Range, BMI)
HAL (LONE PINE) AND HIS MOUNTAINEERS
Pretty as a Queen 76
V 20-5556—Fans of Lone Pine will go for this happy rendition of a bouncy novelty effort. The close to hoo-down styled backing will help it get a lot of spins. Hal sings it with gusto. Good wax. (Hill & Range, BMI)
Of All the Songs We Ever Sang 69
Hal, Betty and Roy get together on a tongue twisting novelty ditty that could get some spins in the Virginias and the Piedmont. (Hill & Range, BMI)
CHARLIE ADAMS
Hey Liberate! 74
COLUMBIA 21195 — The singer is envious of the attraction of the ladies to the famous TV star, and would like to know his secret. This is unusual, humorous material set to swinging beat. Will rate a good many deejay whirls. (Commodore, BMI)
Will You Love Me When I'm Old 70
Adams gets serious here and wants to know just how strong the love of his girl is. There is power as well as sentiment in the lyric as read by the singer. (Ridgeway, BMI)
DAVIS SISTERS
Kaw-Liga 79
FORTUNE 174 — The famous Hank Williams composition gets a fresh, spirited reading by the duo. The backing is infectiously rhythmic and
(Continued on page 40)

RATINGS: 90-100, Tops; 80-89, Excellent; 70-79, Good; 40-69, Satisfactory; 0-39, Poor

HOW RATINGS ARE DETERMINED: Each record is reviewed and rated on the basis of six different categories, each of which is assigned a maximum point score in accordance with its importance to the commercial success of the record.

THE CATEGORIES: Following are the maximum points that can be earned in each of the six categories: Vocal and/or instrumental interpretation, 25; over-all exploitation potential, 20; song caliber, 20; artist's name value, 15; manufacturer's distribution power, 10; arrangement, 10.

Each of the records reviewed expresses the opinion of the members of The Billboard music staff who reviewed the record.

BENIDA

First! Van Cleef Sisters

First! "I Told A Lie" 1954's First Big Hit!

Released Dec. 28th

VAN CLEAF SISTERS

Singing

"I TOLD A LIE"

b/w

"FLORIDA"

Benida 5005



Released Dec. 28th

BILL STEGMAYER

and his orchestra

"THAT OLD GANG OF MINE"

b/w

"COPANGO"

Benida 5002



Coming Up

Mary Mayo

"AGAIN, AGAIN AND AGAIN"

b/w

"STAR OF MY DREAMS"

Bill Stegmeyer and his Orchestra

Benida 5004



Mark Stuart

"MOLLY"

b/w

"ARE YOU LONESOME TONIGHT"

Dewey Bergman and his Orchestra

Eddy Manson and Harmonica

Benida 5001



BENIDA

Records, Inc.

520 Seventh Street

General Sales Offices

Buffalo 1, New York

107 WEST 43 STREET, NEW YORK 36, N. Y. • COLUMBUS 5-8575

A Tribute To

A DECADE OF



NAT 'KING' COLE

1953

Pretend • Lover Come Back To Me

1952

Walkin' My Baby Back Home • Somewhere Along The Way

1951

Unforgettable • Too Young

1950

Mona Lisa • Orange Colored Sky

1949

Lush Life

1948

Nature Boy

1947

I Miss You So

1946

Route 66 • For Sentimental Reasons

1945

Frim Fram Sauce

1944

Straighten Up And Fly Right

A Great Artist

CAPITOL HITS

"Fine new singers are discovered every year, and their hit songs echo throughout the land. But since 1940, when I first heard his fine piano style and warm, distinctive voice, one artist continues to maintain his top position in the hearts and musical tastes of America. I am happy to pay tribute to a decade of hits and a great performer . . . Nat 'King' Cole."

Glenn E. Wallichs

GLENN E. WALLICHS
President, Capitol Records, Inc.

His first great ballad for 1954
ANSWER ME, MY LOVE

b/w **WHY**

Capitol Record No. 2687



The Billboard's Music Popularity Charts

... for Week Ending December 19

THIS WEEK'S BEST BUYS

According to EARLY SALES REPORTS from important markets, these recent releases are making solid sales progress.

Popular

GRANADA (Peer, BMI)—Frankie Laine—Columbia 40136

Disk is reported strong in Los Angeles, Dallas, St. Louis, Buffalo and Pittsburgh. Good reports have also been received from Milwaukee, Nashville, Philadelphia and New York. Flip is "I'd Give My Life."

ARE YOU LOOKING FOR A SWEETHEART? (Calvert, BMI)—Kitty Kallen—Decca 28904

A sleeper that is now showing good action in the following territories: New York, Philadelphia, Buffalo, Pittsburgh, Detroit, Nashville and St. Louis. The latter three areas reported an especially strong upsurge. Flip is "A Little Lie" (Gold, ASCAP).

YOU'RE MY EVERYTHING YOU'RE NEARER—Joni James—M-G-M 30829

Out only a short while, disk is already reported strong in Milwaukee, Nashville and Pittsburgh, and good in New York, Cleveland and Dallas. Preference is almost evenly split between the two sides, with a slight edge to "Everything" at this point. A previous "New Record to Watch."

ROBE OF CALVARY (Hill & Range, BMI)—Jill Corey—Columbia 40123

Strong reports have been received this past

week from Dallas, St. Louis, Nashville, Detroit and Pittsburgh. Record also placed on the current Boston territorial chart. While the strength of the disk at present is on the retail level, continued action could also push it box-wise. Flip is "Minneapolis" (Paxton, ASCAP).

Country & Western

YOU-EWE-U (Mellin, BMI)
HAY SHMO! (Tannen, BMI)—Homer & Jethro—RCA Victor 20-5555

Record has been out several weeks and is now reported strong in Pittsburgh, Cleveland, Nashville and St. Louis. Milwaukee and Durham returned good reports. As usual, the duo is selling equally well to pop and folk customers. The majority prefer "You," altho some action on "Shmo" has been reported out of Chicago and Durham. A previous "New Record to Watch."

HOOTCHIE KOOTCHIE HENRY (American, BMI)

GIGOLO (American, BMI)—Mitchell Torok—Abbott 150

Disk reported good in Nashville, St. Louis, Dallas, Houston and New Orleans. Most

action is on "Henry," altho Dallas reported some interested in the "Gigolo" side, as well. A previous "New Record to Watch."

Rhythm & Blues

YOU'RE SO FINE (Arc, BMI)—Little Walter—Checker 786

Chicago, Cleveland, Milwaukee, St. Louis, Nashville and New York returned strong reports this past week. Record also appears on Detroit's territorial chart this week. Flip is "Lights Out" (Arc, BMI). A previous "New Record to Watch."

THE THINGS THAT I USED TO DO (Venice, BMI)—Guitar Slim—Specialty 482

Where this record has been delivered, it has lost no time in getting action. Strong reports were received from New York, Cleveland, Chicago, Nashville, Milwaukee and Dallas. Also reported good in Detroit and L. A. Flip is "Well, I Done Got Over It" (Venice, BMI).

YOU'RE STILL MY BABY (Berkshire, BMI)—Chuck Willis—Okeh 7015

Areas which reported strong action included Dallas, St. Louis, Milwaukee, Nashville, Cleveland and New York. A good report was also received from Durham. Flip is "What's Your Name?" (Berkshire, BMI).

NEW RECORDS TO WATCH

In the OPINION of The Billboard, these NEW records merit special attention.

Popular

NAT (KING) COLE

Answer Me, My Love (Bourne, ASCAP)—Capitol 2687—Next year marks the singer's 10th anniversary with the label, and this could kick off a banner year for him. Actually the tune has been available before, but a lyric change has been made. Nat's reading is in his finest sensitive tradition. Flip is "Why" (Mogull, ASCAP).

ROSEMARY CLOONEY-JOSE FERRER
Man (Studio, BMI)

Woman (Studio, BMI)—Columbia 40144—Tune is already moving strongly via the Johnny Desmond disk. This one is a clever turnabout involving the husband-wife duo so they should know wherefore and what-of they sing. Each takes one side with the other chiming in at the end with a commercial for the other side. This looks like a fine one for back-to-back spinning.

EILEEN BARTON

Don't Ask Me Why (Harms, ASCAP)—Coral 61109 — A very attractive performance by thrush on this oldie with revamped lyrics. Very good potential here. Flip is "Away Up There" (Wemar, BMI).

THE HILLTOPPERS

From the Vine Came the Grape (Randy Smith, ASCAP)

Time Will Tell (Gale and Gayles, BMI)—Dot 15127—"Vine" is a rather unusual ballad and follows the Italian trend which has been so big in the last few months. It's Jimmy Sacco soloing most of the way. Flip is a nicely blended version of the evergreen.

Country & Western

SLIM WHITMAN

Secret Love (Remick, ASCAP) — Imperial 8223—Tune from movie "Calamity Jane" is registering strongly in the pop field. This booming version by Whitman could do the same in the country market. Flip is "Why?" (Commodore, BMI).

FARON YOUNG

I Hardly Knew It Was You (Lowery, BMI)
Just Married (Central, BMI)—Capitol 2690—Two nicely handled tunes by the singer in uniform. Top side is an especially forceful performance. It's his best disk in some months.

Rhythm & Blues

FLUFFY HUNTER

Climb the Wall (Armo, BMI)—Federal 12161—Clever title and very strong performance by the thrush could center a lot of attention on this disk. Flip is "To Say I Love You" (Armo, BMI).

DOMINOES

Until the Real Thing Comes Along (Chappell, ASCAP)—Federal 12162—Billy Ward and group combine on a neat rendering of this favorite standard. Could grab a lot of activity. Flip is "My Baby's Three-D" (Ward-Marks, BMI).

Sacred

GEORGE BEVERLY SHEA

Robe of Calvary (Hill & Range, BMI)—RCA Victor 20-5566—Tune has been getting good disk and sheet music action in the pop field. This version by Shea is loaded with selling power in the "Bible Belt" as well as other markets given the exposure. Flip is "I Found a Friend" (Merit, BMI).

COMING UP IN THE TRADE

According to FOLLOW-UP REPORTS from dealers, operators, disk jockeys, distributors and one-stops in important markets, these records are selling well but not yet strong enough to make national dealer or operator charts.

(Listed Alphabetically)

Popular

BABY, BABY, BABY
Teresa Brewer—Coral 61067

C'EST SI BON
Stan Freberg—Capitol 2677

THE CREEP

JUST ONE MORE CHANCE
Three Suns—RCA Victor 20-5553

DOWN BY THE RIVERSIDE
Bing and Gary Crosby—Decca 28955

I CAN'T BELIEVE THAT YOU'RE IN LOVE WITH ME
Ames Brothers—RCA Victor 20-5530

THE JONES BOY
Mills Brothers—Decca 28945

SECRET LOVE
Doris Day—Columbia 40108

STRANGER IN PARADISE
Tony Martin—RCA Victor 20-5535

STRINGS OF MY HEART
MAMA PAPA POLKA
The Gaylords—Mercury 70258

WOMAN
Johnny Desmond—Coral 61069

Country & Western

I GAVE MY WEDDING DRESS AWAY

CHEATIN'S A SIN
Kitty Wells—Decca 28931

I'LL NEVER GET OVER YOU

I REALLY DON'T WANT TO KNOW
Eddy Arnold—RCA Victor 20-5525

RELEASE ME
Jimmy Heap—Capitol 2518

Rhythm & Blues

BLIND LOVE

WHY DID YOU LEAVE ME?
B. B. King—RPM 395

GOOD, GOOD WHISKEY
Amos Milburn—Aladdin 3218

OFF SHORE

DON'T YOU DO IT
Earl Bostic—King 4683

TAKE ME BACK
Linda Hayes—Hollywood 1003

CURRENT TOP RECORDS

See page 34 for the top pop records.
See page 40 for the top c.&w. records.
See page 41 for the current top r.&b. records.
See pages 38 and 39 for the current top packaged records.



BIG NEWS

CHRISTMAS POP HITS

Patti Page

The Gaylords



THE
'ONE'
AND ONLY

"Changing Partners"

ALREADY SHIPPED 750,000

Will It Be Another *TENNESSEE WALTZ*?

Coupled With "WHERE DID MY SNOWMAN GO"

MERCURY 70260 • 70260X45



On The
Way To The
TOP
With

"STRINGS OF MY HEART"

Coupled With "MAMA-PAPA POLKA"

MERCURY 70258 • 70258X45

Ralph Marterie

JERRY MURAD'S
Harmonicats



THE BEST
DANCE VERSION
OF THE HIT
FROM ENGLAND

"The CREEP"

COUPLED WITH

"LOVE THEME"

MERCURY 70281 • 70281X45



"Just One
More
Chance"

COUPLED WITH

"HEARTACHES"

MERCURY 70277 • 70277X45



TOP POPULAR RECORDS

Best Selling Singles

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.

This Week	Last Week	on Chart Weeks
1. RAGS TO RICHES—T. Bennett.....	1	15
Here Comes That Heartache Again— Col 40048—ASCAP		
2. OH MY PAPA—E. Fisher.....	3	3
Until You Said Goodbye—V 20-5552—ASCAP		
3. THAT'S AMORE—D. Martin.....	2	7
You're the Right One—Cap 2589—ASCAP		
4. RICOCHET—T. Brewer.....	5	11
Too Young to Tango—Coral 61043—BMI		
5. CHANGING PARTNERS—P. Page....	6	5
Where Did My Snowman Go?— Mercury 70260—BMI		
6. STRANGER IN PARADISE— T. Bennett.....	8	3
Why Does it Have to Be Me?— Col 40121—ASCAP		
7. EBB TIDE—F. Chacksfield.....	4	17
Waltzing Bugle Boy—London 1358—ASCAP		
8. SANTA BABY—E. Kitt.....	7	4
Under the Bridge of Paris—V 20-5502—BMI		
9. OH MEIN PAPA—E. Calvert.....	10	4
Mystery Street—Essex 336—ASCAP		
10. EH CUMPARI—J. La Rosa.....	12	16
Till They've All Gone Home— Cadence 1232—ASCAP		
11. STRANGER IN PARADISE— Four Aces.....	13	4
Heart of My Heart—Dec 28927—ASCAP		
12. YOU, YOU, YOU—Ames Brothers.....	9	27
Once Upon a Tune—V 20-5325—BMI		
13. CHRISTMAS DRAGNET— (Parts I & II)—S. Freberg.....	18	2
Cap 2671—ASCAP		
14. VAYA CON DIOS—L. Paul-M. Ford... 11	28	
Johnny—Cap 2486—ASCAP		
15. CHANGING PARTNERS—K. Starr.... 15	3	
I'll Always Be in Love With You— Cap 267—BMI		
16. HEART OF MY HEART—Four Aces... 19	4	
Stranger in Paradise—Dec 28927—ASCAP		
17. MANY TIMES—E. Fisher..... 14	11	
Just to Be With You—V 20-5453—BMI		
18. YOU ALONE—P. Como..... 16	8	
Pa-Paya Mama—V 20-5447—ASCAP		
19. ISTANBUL—Four Lads..... 17	10	
I Should Have Told You Long Ago— Col 40082—ASCAP		
20. I SEE THE MOON—Mariners..... 20	14	
I Just Want You—Col 40047—ASCAP		
20. TO BE ALONE—Hilltoppers..... —	7	
Love Walked In—Dot 15105—ASCAP		

Most Played in Juke Boxes

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

This Week	Last Week	Weeks on Chart
1. RAGS TO RICHES—T. Bennett.....	1	13
Here Comes That Heartache Again— Col 40048—ASCAP		
2. RICOCHET—T. Brewer.....	2	11
Too Young to Tango—Coral 61043—BMI		
3. YOU, YOU, YOU—Ames Brothers.....	2	26
Once Upon a Tune—V 20-5325—BMI		
4. THAT'S AMORE—D. Martin.....	5	6
You're the Right One—Cap 2589—ASCAP		
5. CHANGING PARTNERS—P. Page....	10	3
Where Did My Snowman Go?— Mercury 70260—BMI		
6. MANY TIMES—E. Fisher.....	6	11
Just to Be With You—V 20-5453—BMI		
7. EH CUMPARI—J. La Rosa.....	4	15
Till They've All Gone Home— Cadence 1232—BMI		
8. VAYA CON DIOS—L. Paul-M. Ford... 7	27	
Johnny—Cap 2486—ASCAP		
8. HEART OF MY HEART—Four Aces... 12	4	
Stranger in Paradise—Dec 28927—ASCAP		
10. OH MY PAPA—E. Fisher.....	16	2
Until You Said Goodbye—V 20-5552—ASCAP		
11. OH—P. W. Hunt.....	8	24
San—Cap 2442—ASCAP		
12. CHANGING PARTNERS—K. Starr.... 13	2	
I'll Always Be in Love With You— Cap 2657—BMI		
13. SANTA BABY—E. Kitt.....	17	2
Under the Bridge of Paris—V 20-5502—BMI		
13. HEART OF MY HEART—D. Cornell- J. Desmond-A. Dale.....	19	4
I Think I'll Fall in Love Today— Coral 61076—ASCAP		
15. EBB TIDE—F. Chacksfield.....	17	8
Waltzing Bugle Boy—London 1358—ASCAP		
15. STRANGER IN PARADISE— T. Bennett.....	20	2
Why Does it Have to Be Me?— Col 40121—ASCAP		
17. OH MEIN PAPA—E. Calvert.....	11	2
Mystery Street—Essex 336—ASCAP		
18. YOU ALONE—P. Como.....	9	6
-Paya Mama—V 20-5447—ASCAP		
19. ISTANBUL—Four Lads.....	13	8
I Should Have Told You Long Ago— Col 40082—ASCAP		
19. TO BE ALONE—Hilltoppers.....	15	10
Love Walked In—Dot 15105—ASCAP		

Most Played by Jockeys

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

This Week	Last Week	Weeks on Chart
1. RAGS TO RICHES—T. Bennett... ..	1	14
Here Comes That Heartache Again— Col 40048—ASCAP		
2. OH MY PAPA—E. Fisher.....	6	2
Until You Said Goodbye—V 20-5552—ASCAP		
3. CHANGING PARTNERS—P. Page... .	3	5
Where Did My Snowman Go?— Mercury 70260—BMI		
4. RICOCHET—T. Brewer.....	4	13
Too Young to Tango—Coral 61043—BMI		
5. STRANGER IN PARADISE— T. Bennett.....	12	5
Why Does it Have to Be Me?— Col 40121—ASCAP		
6. YOU, YOU, YOU—Ames Brothers.....	2	26
Once Upon a Tune—V 20-5325—BMI		
7. THAT'S AMORE—D. Martin.....	7	6
You're the Right One—Cap 2589—ASCAP		
8. EBB TIDE—F. Chacksfield.....	5	18
Waltzing Bugle Boy—London 1358—ASCAP		
9. CHANGING PARTNERS—K. Starr....	10	4
I'll Always Be in Love With You— Cap 2657—BMI		
10. SANTA BABY—E. Kitt.....	13	3
Under the Bridge of Paris—V 20-5502—BMI		
11. STRANGER IN PARADISE— Four Aces.....	11	3
Heart of My Heart—Dec 28927—ASCAP		
12. OH MEIN PAPA—E. Calvert.....	8	3
Mystery Street—Essex 336—ASCAP		
13. MANY TIMES—E. Fisher.....	9	12
Just to Be With You—V 20-5453—BMI		
14. YOU ALONE—P. Como.....	19	9
Pa-Paya Mama—V 20-5447—ASCAP		
15. VAYA CON DIOS—L. Paul-M. Ford... —	26	
Johnny—Cap 2486—ASCAP		
16. CHRISTMAS DRAGNET (Parts I & II) S. Freberg.....	—	1
Cap 2671—ASCAP		
17. EBB TIDE—V. Damone.....	15	9
If I Could Make You Mine— Mercury 70216—ASCAP		
18. LOVE WALKED IN—Hilltoppers.....	20	10
To Be Alone—Dot 15105—ASCAP		
18. OH MEIN PAPA—R. Anthony.....	—	1
Secret Love—Cap 2678—ASCAP		
20. TO BE ALONE—Hilltoppers.....	18	9
Love Walked In—Dot 15105—ASCAP		

VOX JOX

By CHARLOTTE SUMMERS

Success Story

A young singer who skyrocketed to fame via one recording was rewarded Sunday, December 20, over ABC-TV when host Donald Woods presented an "Orchid Award" to Joni James. Barely six weeks after her sensational platter, "Why Don't You Believe Me?" was released, it had climbed to the No. 1 spot. Since then she has received golden disks of her three million copy sellers—"Why Don't You Believe Me?", "Have You Heard?" and "Your Cheatin' Heart."

Block Party

Martin Block will move to WABC, New York, and his specially engineered, plushly designed studio on January 4. However, on New Year's Eve the American Broadcasting System will combine its radio and TV networks to simulcast a gala candy-coated welcome to Block and his "Make Believe Ballroom." A treasury of top talent will tip party hats to Block as he emcees a line-up of personalities who have come to his "house-warming." A 40-piece orchestra will be on hand to ring in the New Year and guest conductors Tutti Camarata, Hugo Winterhalter and Henri Rene will take turns at the baton. The party will be staged at the ABC Little Theater in New York, and will start formally at the stroke of midnight, EST. Radio and TV will carry the party antics right thru to 3:00 a.m. A

few of the top names scheduled to appear are: John Daly, Eddie Fisher, Julius La Rosa, Rosemary Clooney, Guy Lombardo, Mindy Carson, Vic Damone, Jose Ferrer, Les Paul and Mary Ford, Georgia Gibbs, Joel Grey, Eddie Cantor, Perry Como, Sammy Kaye and many more.

Watts Love?

Love laughed at locksmiths, this time with the unwitting aid of Larry Davis, KVET, Austin, Tex. A 17-year-old boy, a 16-year-old girl and her disapproving parents were the central figures in the drama. The young couple had eloped and were married—the girl's parents caught the run-aways, had the marriage annulled and the girl shut away from any contact with the boy. But the parents had overlooked one means of communication—radio. A call to KVET from the mother revealed they had been sending messages and dedicating records on the "K-Bar Round-up," a request show. The requests were for such appropriate numbers as "Baby, We're Really in Love" and "Run 'Em Off." The mother requested that the requests be discontinued!

Change of Theme

Paul Flannagan, WTRY, Troy, N. Y., is recuperating from an operation at St. Mary's Hospital in Troy. "Get Well" cards should be addressed directly to the hospital. ... Chester Kiser, WWIN, Baltimore, is back at work following a

four-week convalescence after his appendectomy. ... "The Joe Deane Show" on KQV, Pittsburgh, will move to the downtown Market Street store of the National Record Mart. Show will originate from the Market Street store in December, and then move to the nine other stores of the chain throughout the city. ... Don Sherman has left WKXL and moved to WLYN, Lynn, Mass. ... Bill Price, WCOJ, Coatesville, Pa., has a new show called "Guest Time."

See PAGES 38 AND 39

for

The Billboard
Packaged Record
Buying Guide

Best Sellers in These Categories:

POPULAR LP's AND EP's

Packaged Record REVIEWS

Surface Noises

Little Arnie Preston, WSPR, Springfield, Mass., writes, "No Capitol or Columbia records have I ever seen at my abode. What gives?" ... Sherm Olson, WMAV, Springfield, Ill., tells us that he hates to gripe during the holidays, but no Mercury platters have been received after months of pleading. ... Bob Hoffer, WTSP, St. Petersburg, Fla., has something to add to the credit side of the "Oh & San" ledger: "Lindsay McPhail, composer of 'San,' has compiled a series of brief but informative scripts based on little-known facts about 'San's' history: I'm using them to good advantage in programming the Pee Wee Hunt platter of this tune, coupled with the big hit 'Oh.' I think this type of thing is worth a thousand of the 'are you playing so-and-so' cards. And may I add a kudo for the consistent and continuing great deejay service furnished by Columbia Records, Jack Fuller and staff."

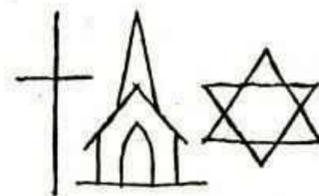
Jox Trix

Bill Nicholson, program director, KPOC, Pochontas, Ark., tells us about the idea he picked up from Ted Wood, KOSE, Osceola, Ark.: "Thru the month of November KPOC literally had folks in Pochontas diggin' for crazy loot. We buried 100 dollar bills on the first of the month and each day the program would give four-line jingles offering clues to the spot where the money was buried. The program was sold to six co-operating sponsors and we would post a clue in their stores. In order to hold the interest for the full month, we made the clues a little easier and allowed the hun-

dred dollars to be found ... then buried another 50 and managed to keep interest at fever pitch for 30 days. Actually the money was in the form of a certificate good for the amount upon presentation to the station. One of the sponsors happened to be a soft drink concern (Dr. Pepper), and we buried the certificates in one of their bottles, making for more talk about their products. This station plans to have another "hunt" in the spring and again we hope the local "rich and poor" will be digging side by side on the court square, town parks, etc."

YESTERYEAR'S TOPS—

- The nation's top tunes on records as reported in The Billboard
- DECEMBER 25, 1943:
1. Paper Doll
 2. Pistol Packin' Mama (Crosby)
 3. I'll Be Home for Christmas
 4. People Will Say We're in Love
 5. Oh, What a Beautiful Morning
 6. Shoo-Shoo Baby
 7. My Heart Tells Me
 8. They're Either Too Young or Too Old
 9. Pistol Packin' Mama (Dexter)
 10. Sunday, Monday or Always
- DECEMBER 25, 1948:
1. Buttons and Bows
 2. On a Slow Boat to China
 3. My Darling, My Darling
 4. A Little Bird Told Me
 5. All I Want for Christmas
 6. You Were Only Foolin'
 7. Until
 8. Lavender Blue
 9. Far Away Places
 10. Quanto Le Gusta



RCA VICTOR

proudly presents



Album EPB/LPM-3188

Also available as single records

NON-DENOMINATIONAL...*I Believe • Onward, Christian Soldiers*

CATHOLIC...*Act of Contrition • Goodnight, Sweet Jesus*

JEWISH...*Eli, Eli • Kol Nidrei*

PROTESTANT...*Abide with Me • Nearer, My God, to Thee*

...with orchestra and chorus under the direction of

Hugo Winterhalter and Mitchell Ayres and the Ray Charles Chorus



The Billboard's Music Popularity Charts

For Week Ending December 19

Territorial Best Sellers (Popular)

MERRY CHRISTMAS and a HAPPY NEW YEAR
to all the DJ's who are Spinning Our Records

"THE TENNESSEE GHOST TRAIN"
b/w
"NO MONEY DOWN"
Vocal by Jimmie Dale
Original #501

"HELLO, MARIA"
b/w
"SENTIMENTAL ME AND HEARTLESS YOU"
Vocal by Jimmie Dale
Original #500

"A SKINNY LITTLE CHRISTMAS TREE"
b/w
"THERE ARE REINDEER RUNNING DOWN THE CHRISTMAS TRAIL"
Vocal by Jimmie Dale
Original #499

WATCH FOR OUR NEW RELEASES LISTED BELOW
"THE GAME OF BROKEN HEARTS"
b/w
"SPIN THE BOTTLE POLKA"
Vocal by Dixy Sisters

"BRIMSTONE AND FIRE"
b/w
"JUST LOST THAT BABY OF MINE"
Vocal by Jimmie Dale

RHYTHM AND BLUES
"SPINNING THE BLUES"
b/w
"BUT GOOD"
Vocal by Pauline Rogers

MERRY CHRISTMAS AND A HAPPY NEW YEAR TO ALL OUR DISTRIBUTORS

COSNAT DIST. CORP.
315 W. 47th St., New York 19, N. Y.
COSNAT DIST. CORP.
278 Halsey St., Newark, N. Jer.
COSNAT DIST. CORP.
1710-12 North St., Philadelphia
GENERAL DIST. CO.
2329 Penn Ave., Baltimore, Md.
MANGOLD DIST. CO.
913 S. Clarkson St., Charlotte, N. C.
MUSIC SALES
1117 Union Ave., Memphis, Tenn.

Distributors, Write, Wire for Available Territories

ORIGINAL RECORDS

Little Ferry, N. Jer.
Diamond 3-8066 or Diamond 3-5721
or

Roger Genger

State Theatre Bldg. Jersey City, N. Jer.
Journal Square 2-8206



DEL SINCHAK'S ORCH.
6010A "CHRISTMAS ORPHAN"
b/w
6010B "You Mean the World to Me"
ED DUTKA AND HIS GAY VILLAGERS
6006A "WALCZYKA MI GRAJCIE"
b/w
6006B "Our Town Polka"
FRANKIE KOVACIC ORCH.
6008B "THE WOODPECKER SONG"
b/w
6008A "Kathleen Polka"
KOVICH SISTERS WITH JOE KOVICH
013A "CUCKOO SONG POLKA"
b/w
013B "Sparrow Waltz"
CASEY (Siewierski) SKEE
6007A "CARNIVAL POLKA"
b/w
6007B "Don't Get Married Polka"
Distributors of PolkaLand, Replica, Kismet and other popular labels.
BALKAN RECORD COMPANY
1425 West 18th Street
Chicago 8, Illinois

This Week's New Territorial Best Sellers to Watch

Records listed under "Territorial Best Sellers to Watch" have for the first time this week on any of the charts. These are spotlighted for the convenience of dealers and operators in other markets.

NONE THIS WEEK

Territorial Best Sellers

Listings are based on late reports secured via Western Union messenger service from top dealers in each of the markets listed.

Atlanta

1. Rags to Riches
T. Bennett, Columbia
2. Stranger in Paradise
T. Bennett, Columbia
3. Oh My Papa
E. Fisher, Victor
4. Oh Mein Papa
E. Calvert, Essex
5. Ricochet
T. Brewer, Coral
6. Many Times
E. Fisher, Victor
7. Changing Partners
K. Starr, Capitol
8. Vaya Con Dios
L. Paul & M. Ford, Capitol
9. Ebb Tide
F. Chacksfield, London

Boston

1. Oh Mein Papa
E. Calvert, Essex
2. Santa Baby
E. Kitt, Victor
3. Stranger in Paradise
Four Aces, Decca
4. Changing Partners
P. Page, Mercury
5. That's Amore
D. Martin, Capitol
6. Eh Cumpari
J. La Rosa, Cadence
7. Oh My Papa
E. Fisher, Victor
8. Stranger in Paradise
T. Bennett, Columbia
9. Robe of Calvary
J. Corey, Columbia

Buffalo

1. Oh My Papa
E. Fisher, Victor
2. Rags to Riches
T. Bennett, Columbia
3. Santa Baby
E. Kitt, Victor
4. Stranger in Paradise
T. Bennett, Columbia
5. That's Amore
D. Martin, Capitol
6. Ebb Tide
F. Chacksfield, London
7. Vaya Con Dios
L. Paul-M. Ford, Capitol
8. Eh Cumpari
J. La Rosa, Cadence
9. Changing Partners
P. Page, Mercury

Chicago

1. That's Amore
D. Martin, Capitol
2. Oh Mein Papa
E. Calvert, Essex
3. Oh My Papa
E. Fisher, Victor
4. Stranger in Paradise
T. Bennett, Columbia
5. Rags to Riches
T. Bennett, Columbia
6. Woman
J. Desmond, Coral
7. Eh Cumpari
J. La Rosa, Cadence
8. Ebb Tide
F. Chacksfield, London
9. Ricochet
T. Brewer, Coral
10. Heart of My Heart
D. Cornell, A. Dale, J. Desmond, Coral

Cincinnati

1. Rags to Riches
T. Bennett, Columbia
2. Changing Partners
P. Page, Mercury
3. Ricochet
T. Brewer, Coral
4. You, You, You
Ames Brothers, Victor
5. Ebb Tide
F. Chacksfield, London
6. Stranger in Paradise
T. Bennett, Columbia
7. That's Amore
D. Martin, Capitol
8. Oh My Papa
E. Fisher, Victor
9. Stranger in Paradise
Four Aces, Decca
10. Santa Baby
E. Kitt, Victor

Cleveland

1. Oh My Papa
E. Fisher, Victor
2. Changing Partners
P. Page, Mercury
3. Stranger in Paradise
Four Aces, Decca
4. Christmas Dragnet
S. Freberg, Capitol
5. That's Amore
D. Martin, Capitol
6. Stranger in Paradise
T. Bennett, Columbia
7. Eh Cumpari
J. La Rosa, Cadence
8. Bimbo
J. Reeves, Abbott
9. Santa Baby
E. Kitt, Victor
10. You Alone
P. Como, Victor

Dallas-Ft. Worth

1. Rags to Riches
T. Bennett, Columbia
2. Oh My Papa
E. Fisher, Victor
3. Changing Partners
P. Page, Mercury
4. Santa Baby
E. Kitt, Victor
5. Ricochet
T. Brewer, Coral
6. Istanbul
Four Lads, Columbia
7. Stranger in Paradise
Four Aces, Decca
8. You, You, You
Ames Brothers, Victor

Denver

1. Ricochet
T. Brewer, Coral
2. Rags to Riches
T. Bennett, Columbia
3. Oh My Papa
E. Fisher, Victor
4. Vaya Con Dios
L. Paul-M. Ford, Capitol
5. Ebb Tide
F. Chacksfield, London
6. Changing Partners
P. Page, Mercury
7. Eh Cumpari
J. La Rosa, Cadence

Detroit

1. That's Amore
D. Martin, Capitol
2. Oh My Papa
E. Fisher, Victor
3. Stranger in Paradise
Four Aces, Decca
4. Changing Partners
P. Page, Mercury

5. Oh Mein Papa
E. Calvert, Essex
6. Christmas Dragnet
S. Freberg, Capitol
7. Santa Baby
E. Kitt, Victor
8. You Alone
P. Como, Victor
9. Changing Partners
P. Page, Mercury
10. Eh Cumpari
J. La Rosa, Cadence

Kansas City, Mo.

1. Rags to Riches
T. Bennett, Columbia
2. Ricochet
T. Brewer, Coral
3. Changing Partners
P. Page, Mercury
4. Ebb Tide
F. Chacksfield, London
5. That's Amore
D. Martin, Capitol
6. Istanbul
Four Lads, Columbia
7. Many Times
E. Fisher, Victor
8. Stranger in Paradise
T. Bennett, Columbia

Los Angeles

1. Stranger in Paradise
T. Bennett, Columbia
2. Rags to Riches
T. Bennett, Columbia
3. That's Amore
D. Martin, Capitol
4. Santa Baby
E. Kitt, Victor
5. Ebb Tide
F. Chacksfield, London
6. Ricochet
T. Brewer, Coral
7. Eh Cumpari
J. La Rosa, Cadence
8. Oh My Papa
E. Fisher, Victor
9. Christmas Dragnet
S. Freberg, Capitol
10. Istanbul
Four Lads, Columbia

Milwaukee

1. Oh My Papa
E. Fisher, Victor
2. Rags to Riches
T. Bennett, Columbia
3. That's Amore
D. Martin, Capitol
4. Santa Baby
E. Kitt, Victor
5. Eh Cumpari
J. La Rosa, Cadence
6. Woman
J. Desmond, Coral
7. I See the Moon
Mariners, Columbia

New Orleans

1. That's Amore
D. Martin, Capitol
2. Oh My Papa
E. Fisher, Victor
3. Changing Partners
K. Starr, Capitol
4. Rags to Riches
T. Bennett, Columbia
5. Santa Baby
E. Kitt, Victor
6. Changing Partners
P. Page, Mercury
7. Ebb Tide
F. Chacksfield, London
8. Stranger in Paradise
T. Bennett, Columbia
9. Many Times
E. Fisher, Victor
10. Heart of My Heart
Four Aces, Decca

New York

1. Oh My Papa
E. Fisher, Victor
2. Rags to Riches
T. Bennett, Columbia
3. That's Amore
D. Martin, Capitol
4. Stranger in Paradise
T. Bennett, Columbia
5. Ricochet
T. Brewer, Coral
6. Santa Baby
E. Kitt, Victor
7. Ebb Tide
F. Chacksfield, London

Philadelphia

1. Oh Mein Papa
E. Calvert, Essex
2. Oh My Papa
E. Fisher, Victor
3. That's Amore
D. Martin, Capitol
4. Stranger in Paradise
T. Bennett, Columbia
5. Heart of My Heart
Four Aces, Decca
6. Rags to Riches
T. Bennett, Columbia
7. Ricochet
T. Brewer, Coral
8. Santa Baby
E. Kitt, Victor
9. Changing Partners
P. Page, Mercury
10. Vaya Con Dios
L. Paul-M. Ford, Capitol

Pittsburgh

1. Santa Baby
E. Kitt, Victor
2. Stranger in Paradise
T. Bennett, Columbia
3. Oh Mein Papa
E. Calvert, Essex
4. That's Amore
D. Martin, Capitol
5. Ebb Tide
F. Chacksfield, London
6. Oh My Papa
E. Fisher, Victor
7. To Be Alone
Hilltoppers, Dot

St. Louis

1. Oh My Papa
E. Fisher, Victor
2. Santa Baby
E. Kitt, Victor
3. Christmas Dragnet
S. Freberg, Capitol
4. Stranger in Paradise
T. Bennett, Columbia
5. Ebb Tide
F. Chacksfield, London
6. Oh Mein Papa
E. Calvert, Essex
7. Changing Partners
P. Page, Mercury

San Francisco

1. Eh Cumpari
J. La Rosa, Cadence
2. Rags to Riches
T. Bennett, Columbia
3. Ricochet
T. Brewer, Coral
4. Stranger in Paradise
T. Bennett, Columbia
5. That's Amore
D. Martin, Capitol
6. Ebb Tide
F. Chacksfield, London
7. Oh My Papa
E. Fisher, Victor
8. Istanbul
Four Lads, Columbia
9. You, You, You
Ames Brothers, Victor

Seattle

1. That's Amore
D. Martin, Capitol
2. Changing Partners
P. Page, Mercury
3. Ricochet
T. Brewer, Coral
4. Story of Three Loves
Liberace, Columbia
5. Stranger in Paradise
Four Aces, Decca
6. Istanbul
Four Lads, Columbia

Washington-Baltimore

1. Oh My Papa
E. Fisher, Victor
2. Rags to Riches
T. Bennett, Columbia
3. Ricochet
T. Brewer, Coral
4. That's Amore
D. Martin, Capitol
5. Oh Mein Papa
E. Calvert, Essex
6. Stranger in Paradise
Four Aces, Decca
7. Heart of My Heart
Four Aces, Decca
8. Eh Cumpari
J. La Rosa, Cadence
9. C'Est Si Bon
S. Freberg, Capitol
10. Ebb Tide
F. Chacksfield, London

The Billboard's Music Popularity Charts

PACKAGED RECORD BUYING GUIDE

Classical Recent Release Sellers

All records listed have been released less than six months ago. Results are based on a survey of the key classical dealers thruout the country. Musical categories change weekly.

EXTENDED ORCHESTRAL WORKS

(Listed Alphabetically)

- GERSHWIN: PORGY AND BESS ORCHESTRAL SUITE; GOULD: SPIRITUALS (Minneapolis Symphony-Dorati) ... Mercury MG 50016
GRIEG: PEER GYNT SUITES NOS. 1 AND 2 (Hague Philharmonic-van Otterloo) ... Epic LC 3007
KHATCHATURIAN: GAYNE BALLETT SUITE; MASQUERADE SUITE (Indianapolis Symphony-Sevitsky) ... Capitol P 8223
MOUSSORGSKY: PICTURES AT AN EXHIBITION; STRAVINSKY: FIREBIRD SUITE (Philadelphia Orchestra-Ormandy) ... Columbia ML 4700
RAVEL: BOLERO; RIMSKY-KORSAKOFF: CAPRICCIO ESPAGNOL (Detroit Symphony-Paray) ... Mercury MG 50020
RESPIGHI: PINES OF ROME; FOUNTAINS OF ROME (NBC Symphony-Toscanini) ... RCA Victor LM 1768
SCRIABIN: POEM OF ECSTASY; POEM OF FIRE (New York Philharmonic-Mitropoulos) ... Columbia ML 4731
TCHAIKOVSKY: NUTCRACKER SUITE; SLEEPING BEAUTY (Philadelphia Orchestra-Ormandy) ... Columbia ML 4729

CHAMBER MUSIC

(Listed Alphabetically)

- BEETHOVEN: QUARTET NO. 6; QUINTET, OP. 29 (Barylli Quartet, Huebner) ... Westminster WL 5212
BEETHOVEN: CELLO SONATAS NOS. 3, 4, 5 (Fournier, Schnabel) ... RCA Victor LCT 1125
BRAHMS: STRING QUINTET, OP. 111; SCHUMANN: PIANO QUINTET (Stern, Schneider, Katims, Thomas, Tortelier, Hess) ... Columbia ML 4711
GRIEG: VIOLIN SONATA IN C MINOR; SCHUBERT: VIOLIN SONATA IN A MAJOR (Kreisler, Rachmaninoff) ... RCA Victor LCT 1128
HAYDN: PIANO TRIOS NOS. 1, 28, 30 (Fournier, Janigro, Badura-Skoda) ... Westminster WL 5202
MOZART: QUARTETS NOS. 16, 17 (Budapest Quartet) ... Columbia ML 4727
SCHUBERT: "TROUT" QUINTET (Aeschbacher, Koeckert, Riedl, Mers, Ortner) ... Decca DL 9707
VILLA-LOBOS: STRING TRIO (Schneider, Katims, Miller) ... Columbia ML 2214

CHART COMMENTS

POPULAR LP'S & EP'S

Beginning with this week's issue the method of reporting popular packaged records is changed from the category method previously used to two over-all charts. One will report the best selling popular LP's; the other the best selling 45 EP's.

The reason for making the change is to speed up the flow of information to the dealer. The pop album market is basically a faster and more sensitive market than the classical field. Because a certain number of weeks had to elapse before a specific category was repeated it was felt that the category method of reporting slowed down excessively the rate of passing on information to dealers about key new releases.

From time to time certain specific big-volume categories of pop albums, such as movie and show albums, will be surveyed separately.

The results of these first overall pop album charts show that with few exceptions the same disks show up as best sellers in both speeds. Note the high ranking of the Godfrey Christmas album. This has easily stepped out as the big new Christmas album this year as predicted when selected as a "Best Buy" in the November 28 issue.

The method of reporting classical records will continue as at present.

Classical Catalog Sellers

All records listed have been available to the trade for more than six months and are considered in the catalog category. Results are based on a survey of the key classical dealers thruout the country. Musical categories change weekly.

EXTENDED ORCHESTRAL WORKS

(Listed Alphabetically)

- DEBUSSY: LA MER; MENDELSSOHN: MIDSUMMER NIGHT'S DREAM (NBC Symphony-Toscanini) ... RCA Victor LM 1221
GERSHWIN: AN AMERICAN IN PARIS; RHAPSODY IN BLUE (Levant, New York Philharmonic-Rodzinski) ... Columbia ML 4026
GOULD: LATIN-AMERICAN SYMPHONETTE; BARBER: ADAGIO FOR STRINGS; SCHOOL FOR SCANDAL OVERTURE; ESSAY FOR ORCHESTRA (Eastman-Rochester Symphony-Hanson) ... Mercury MG 40002
GROFE: GRAND CANYON SUITE (NBC Symphony-Toscanini) ... RCA Victor LM 1004
MOUSSORGSKY: PICTURES AT AN EXHIBITION (Chicago Symphony-Kubelik) ... Mercury MG 50000
OFFENBACH: GAITE PARISIENNE (Boston Pops Orchestra-Fiedler) ... RCA Victor LM 1001
RESPIGHI: PINES OF ROME; FOUNTAINS OF ROME (Minneapolis Symphony-Dorati) ... Mercury MG 50011
ROSSINI-RESPIGHI: LA BOUTIQUE FANTASQUE (London Symphony-Ansermet) ... London LL 274

CHAMBER MUSIC

- BACH: BRANDENBURG CONCERTOS NOS. 1, 2, 3 (Prades Festival Orchestra-Casals) ... Columbia ML 4345
BEETHOVEN: PIANO TRIO NO. 7 ("ARCHDUKE") (Heifetz, Feuermann, Rubinstein) ... RCA Victor LCT 1020
DEBUSSY: QUARTET IN G MINOR; RAVEL: QUARTET IN F MAJOR (Budapest Quartet) ... Columbia ML 4668
FRANCK: VIOLIN SONATA; DEBUSSY: VIOLIN SONATA (Francescatti, Casadesu) ... Columbia ML 4178
RAVEL: INTRODUCTION AND ALLEGRO (Hollywood Quartet and others) ... Capitol L 8154
SCHUBERT: "TROUT" QUINTET (Horszowski, Budapest Quartet) ... Columbia ML 4317
SCHUBERT: "TROUT" QUINTET (Badura-Skoda, Quartet) ... Westminster WL 5025
VIVALDI: THE SEASONS (Stuttgart Chamber Orchestra-Munchinger) ... London LL 386

Rare Scores

Continued from page 38

with melodious airs and irrepressibly gay choruses. The company plays to the galleries here, and their exuberance ought to enchant many besides the German-American audiences, for whom this would be a natural.

Italian audiences have the same kind of familiarity with Giordano's Andrea Chenier, an opera which could be seen at the Metropolitan also in the days of Gigli, Muzio and Ponselle, but which seems destined to be an unknown to the younger generation. An excellent Italian group breaches this gap for them in a recent Cetra recording. The widely admired Renata Tebaldi is cast in the role of Maddalena, and Jose Soler in that of Chenier.

German opera houses also exert themselves to keep the spark of the "father of German opera," Carl Maria Von Weber, alive. Outside of Germany, however, it is difficult even to witness a performance of his greatest work, "Der Freischuetz." An even more unusual offering, therefore, is a recording of his last opera, Oberon, whose overture is universally known. The Period recording does not present it in its most favorable lights, however, leaving much to be desired both in sound and performance. Helene Bader is Rezia and her great aria in the Second Act, "Ozean, du Ungeheuer," leads off the third side of this set, which might be used to demonstrate this music at its best.

Gary Kramer.

Familiar Piano

Continued from page 38

tains Mozart's Concertos No. 15 and 18. Hans Hollreiser is the conductor, and the pianist is Ingrid Haebler, a 24-year-old Viennese. These Mozart recordings, a check of catalogs indicates, are not readily available on other labels.

A third album of piano concertos is on the Bluebird line. This LP presents the Grieg Concerto in A Minor and Mendelssohn's Concerto No. 1. The performances are by the Robin Hood Dell Orchestra and feature pian-

Decca's 'Chopin'

Continued from page 38

dealers. Purchasers of Vol. 1 are good bets for future sets in the series.

Schumann Series

In addition to Chopin, Schumann's piano compositions have also been popular, one of the best known being his Carnaval. This group of "little scenes for the pianoforte" is performed skillfully by Walter Gieseking on a new Columbia release.

Carnaval was recorded by the pianist in 1951, and the flip side of the LP contains two Mozart Sonatas, Nos. 15 in C Major and 14 in C Minor, which were cut earlier. However, they make a good coupling for the Schumann work.

Columbia has also released another Gieseking set containing works waxed before the advent of LP. These are Ravel's Gaspard De La Nuit and Debussy's Estampes and Images. The performances make them worthy of re-issue by the diskery.

Dinu Lipatti, the great Rumanian pianist, died in 1950 while plans were being made for his first American tour. Columbia has brought his extraordinary talent to the attention of classical music fans with a number of recordings made in the late 1940's. Now the diskery has released a 10-inch LP containing the last available recordings of Lipatti. It includes Ravel's Alborada Del Gracioso, Liszt's Sonetto Del Petrarca and two Sonatas by Scarlatti. His many fans on this side of the ocean will be interested in this release.

Wilhelm Kempff does an excellent job with two Beethoven Rondos for Piano on a new Decca "4000 Series" release. This set should be a steady seller, as have been many other excellent sets in the diskery's low-priced series. Bob Rolontz.

ist Ania Dorfman. Competition on the Grieg work is very strong, with such recordings extant as Gieseking, Rubinstein, Lipatti, Clifford Curzon, etc. The competitive picture with respect to the Mendelssohn work is not so sharp. Paul Ackerman.

NEXT WEEK

Quarterly Summary

of Classical Records

(All Categories)

Gershwin 'Collectors' LP Among New Pop Issues

A new disk entitled George Gershwin from Columbia holds fine sales promise as a collector's item. It's a re-issue which dates back to an English recording first released in 1938. One side is a collection of standout Gershwin tunes including "S Wonderful" and "I Got Rhythm," and features Hildegard, Fred Astaire, Larry Adler, the Carroll Gibbons ork and Gershwin himself. Flip side includes selections from "Porgy and Bess" by the Gibbons ork.

A third in the series of Vox "Echoes" sets by pianist George Feyer is also available. This one, Echoes of Italy, follows the same nostalgic format of his earlier sets about Paris and Vienna and should do every bit as well. Also from Vox is a lively mambo package titled Mamborama, featuring three French orks working over eight of the Latin-American dances. Audivox has issued an EP of Raymond Scott and His Quintet. Two of the sides have been previously released as a single record with "Street Corner in Paris" and "Song of India" added to round out the EP. It makes for pleasant listening.

An attractively packaged EP from Brunswick called Bebop Fables two earlier single record releases by Steve Allen. There could be kiddie as well as adult business here. And from Coral comes the Three McGuire Sisters in the first EP of the nicely blended close harmony put out by the gals, which combines two of their recent singles. Nev Gehman.

Best Selling Popular LP'S

- 1. CHRISTMAS WITH ARTHUR GODFREY ... Columbia CL 540
2. MUSIC FOR LOVERS ONLY—Jackie Gleason ... Capitol H 352
3. MUSIC TO MAKE YOU MISTY—Jackie Gleason, Capitol H 455
4. GLENN MILLER LIMITED EDITION ... RCA Victor LPT 6700
5. LIBERACE BY CANDLELIGHT ... Columbia CL 6251
6. RCA VICTOR PRESENTS EARTHA KITT ... RCA Victor LPM 3062
7. CONCERTOS FOR YOU—Liberace, Columbia ML 4764, CL 6269
8. LET THERE BE LOVE—Joni James ... M-G-M E. 222
9. MUSIC FOR DINING—Melachrino Strings ... RCA Victor LPM 1000
10. LIBERACE AT THE PIANO ... Columbia CL 6217
11. CALAMITY JANE—Doris Day, Howard Keel ... Columbia CL 6273

Best Selling Popular EP'S

- 1. MUSIC FOR LOVERS ONLY—Jackie Gleason ... Capitol EBF 352
2. CHRISTMAS WITH ARTHUR GODFREY ... Columbia B 348
3. GLENN MILLER LIMITED EDITION ... RCA Victor EPBT 6700
4. MUSIC TO MAKE YOU MISTY—Jackie Gleason ... Capitol EBF 455
5. LIBERACE AT THE PIANO ... Columbia B 308
6. MERRY CHRISTMAS—Bing Crosby ... Decca 9-65
7. CALAMITY JANE—Doris Day, Howard Keel ... Columbia B 347
8. LIBERACE BY CANDLELIGHT ... Columbia B 336
9. MUSIC FOR DINING—Melachrino Strings ... RCA Victor EB 1000
10. RCA VICTOR PRESENTS EARTHA KITT ... RCA Victor EPB 3062



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The Billboard's Music Popularity Charts

... for Week Ending December 19

TOP COUNTRY & WESTERN RECORDS

This Week's New Territorial Best Sellers to Watch

Records listed under "Territorial Best Sellers to Watch" have appeared for the first time this week on any of the charts. These are spotlighted for the convenience of dealers and operators in other markets.

Houston...LOOK WHAT FOLLOWED ME HOME G. Morgan, Columbia 21178

Territorial Best Sellers

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

Cincinnati

- 1. I Forgot More Than You'll Ever Know Davis Sisters, Victor
2. Let Me Be the One H. Locklin, Four Star
3. There Stands the Glass W. Pierce, Decca
4. Dear John Letter J. Shepard-F. Huskey, Capitol
5. Wake Up Irene H. Thompson, Capitol
6. When Mexican Joe Met Jole Blon H. Snow, Victor
7. Satisfaction Guaranteed C. Smith, Columbia
8. North Wind S. Whitman, Imperial
9. I'm Allergic to Your Kisses K. J. Skinner, Decca
10. Tain't Nice Carlisles, Mercury

Memphis

- 1. Let Me Be the One H. Locklin, Four Star
2. There Stands the Glass W. Pierce, Decca
3. I Forgot More Than You'll Ever Know Davis Sisters, Victor
4. Reindeer Boogie H. Snow, Victor
5. I Really Don't Want to Know E. Arnold, Victor
6. Love Letter in the Sand M. Wiseman, Dot
7. Tennessee Wig-Walk B. Lou, King
8. Hey Joe C. Smith, Columbia
9. Hopeless Love L. Frizzell, Columbia
10. Kiss Me Big Tennessee Ernie, Capitol

Dallas-Ft. Worth

- 1. There Stands the Glass W. Pierce, Decca
2. You All Come A. Duff, Starday
3. Wake Up Irene H. Thompson, Capitol
4. Bimbo J. Reeves, Abbott
5. I'll Never Get Over You E. Arnold, Victor
6. Caribbean M. Torok, Abbott
7. When Mexican Joe Met Jole Blon H. Snow, Victor
8. Reindeer Boogie H. Snow, Victor
9. I Forgot More Than You'll Ever Know Davis Sisters, Victor
10. Hey Joe C. Smith, Columbia

Nashville

- 1. Let Me Be the One H. Locklin, Four Star
2. Satisfaction Guaranteed C. Smith, Columbia
3. There Stands the Glass W. Pierce, Decca
4. When Mexican Joe Met Jole Blon H. Snow, Victor
5. I Really Don't Want to Know E. Arnold, Victor
6. I Forgot More Than You'll Ever Know Davis Sisters, Victor
7. Cheatin's a Sin K. Wells, Decca
8. Kiss Me Big Tennessee Ernie, Capitol
9. Tain't Nice Carlisles, Mercury
10. Run 'Em Off O. Wheeler, Okeh

Houston

- 1. Bimbo J. Reeves, Abbott
2. There Stands the Glass W. Pierce, Decca
3. I'll Never Get Over You E. Arnold, Victor
4. Release Me J. Heap, Capitol
5. Look What Followed Me Home G. Morgan, Columbia
6. I Forgot More Than You'll Ever Know Davis Sisters, Victor
7. Bimbo P. W. King, Victor
8. North Wind S. Whitman, Imperial
9. Weary Blues From Waitin' H. Williams, M-G-M
10. Hopeless Love L. Frizzell, Columbia

New Orleans

- 1. There Stands the Glass W. Pierce, Decca
2. Wake Up Irene H. Thompson, Capitol
3. I Really Don't Want to Know E. Arnold, Victor
4. Release Me J. Heap, Capitol
5. Sorrow and Pain Davis Sisters, Victor
6. When Mexican Joe Met Jole Blon H. Snow, Victor
7. I Forgot More Than You'll Ever Know Davis Sisters, Victor
8. I'm Walking the Dog W. Pierce, Decca
9. Tennessee Wig-Walk B. Lou, King
10. Let Me Be the One H. Locklin, Four Star

C & W Record Reviews

Continued from page 28

gives real impact to the girls' hard-hitting performance. Sorrow and Pain...70 This is the weeper that was successfully introduced by the same duo on Victor recently. Side is probably too late to head off the Victor cutting.

EDDIE HAZELWOOD A Millionaire Without a Dime...71 INTRO 6079 - Hazelwood describes the simple pleasures of his life—and by comparison, a millionaire would indeed feel poor. A happy, lilting song with fresh appeal. (Intro, BMI) I'm Jealous of Your Past...70 The singer can't forget that his wife once loved another man, even tho she is true to him now. This is highly emotional material, and Hazelwood puts a lot of sincere feeling into his reading of it. (Intro, BMI)

BILLIE HARBERT Ain't That Whiskey Hot?...70 STARDAY 119—Harbert turns in an energetic reading of this barroom novelty. Good rhythm here. Disk could appeal to boxes in the right locations. (Starrite, BMI) Mortgage on Your Heart...65 Singer is all for having the mortgage paid off a kiss at a time. Rather routine material. (Starrite, BMI)

(SMILIN') JERRY JERICHO Moanin' in the Morning...68 STARDAY 120—Jericho handles this adequate material in very pleasant style and is aided by nice backing. (Starrite, BMI) Let's Call It Off...66 Routine ballad is sung with a lot of sincerity by Jericho. (Starrite, BMI)

FOLK TALENT AND TUNES

By JOEL FRIEDMAN

Hugh Farr now handling emcee chores for the Sons of the Pioneers, with Karl Farr, Dale Warren and Tommy Doss rounding out the group. Lloyd Perryman, veteran of the Sons, left recently due to inability to continue roadwork. The Sons recently completed a lengthy tour of the Pacific Northwest and Canada. . . . Shug Fisher continues with the Lucky "U" Ranch via KHJ-TV, Los Angeles. . . . Bob Nash set for a series of television appearances on KCM-TV, Texarkana, Tex., and KTVE-TV, Longview, Tex. . . . Airman Buddy Young, formerly of the Buddy Young, formerly of the Buddy Young. (Continued on page 42)

National Best Sellers

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

Table with 3 columns: This Week, Last Week, Weeks on Chart. Lists top 10 national best sellers including 'There Stands the Glass', 'Let Me Be the One', 'I Forgot More Than You'll Ever Know', etc.

Most Played by Jockeys

Records are ranked in order of the greatest number of plays on country and western disk jockey radio shows throughout the country. Results are based on The Billboard's weekly survey among disk jockeys who specialize in country and western records.

Table with 3 columns: This Week, Last Week, Weeks on Chart. Lists top 10 most played by jockeys including 'Let Me Be the One', 'There Stands the Glass', 'I Forgot More Than You'll Ever Know', etc.

Most Played in Juke Boxes

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

Table with 3 columns: This Week, Last Week, Weeks on Chart. Lists top 10 most played in juke boxes including 'I Forgot More Than You'll Ever Know', 'Let Me Be the One', 'There Stands the Glass', etc.

America's Top Modern Spiritual Singer



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"I'VE GOT A BETTER PLACE TO GO"

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Exclusive Personal Management

The Billboard's Music Popularity Charts

... for Week Ending December 19

TOP RHYTHM & BLUES RECORDS



A hot item currently in Newark, New York and Richmond is CHANCE 1145, featuring the Flamingos on "Golden Teardrops," backed with "Carried Away." Both sides are getting plenty of attention and should not be passed up. Another coin-grabber that's going well on jukes as well as jockey play and counter sales is SABRE 104, which features Willie Nix doing "All by Yourself," backed by "Just Can't Stay." The blues get a real treatment by the boy.

Crown 101, which headlines Willard McDaniel doing two great standards, "I'm Waiting for Ships That Never Come In" and "Your Feet's Too Big," is going strong in Cleveland and Chicago.

Jimmy Cole's waxing of "Raid on the After Hour Joint" on STATES 129 is still going at the rate of a smash hit. This may be the label's hottest disk of the year. Don't miss out on this. Another STATES release, 126, is also going strong. It features Helen Thompson on her great rendition of "Going Down to Big Mary's," backed with "All by Myself." She has been gaining strength with both sides since it was first released and it is still climbing.

A new release which has already started in St. Louis and Chicago is Memphis Slim's new waxing on United 166. He does "Call Before You Go Home" and "This Is My Lucky Day," both top stuff.

Willie Mabon on CHES 1554, doing "I Got To Go," backed with "Cruisin'," is proving to be a fast item in all ways. Jockeys and juke ops are already on the number, so don't you pass it up. CHECKER 786, featuring Little Walter on a great pairing of "You're So Fine" and "Lights Out," is going to make a hit. The boy just can't miss with this coupling. It's got everything a hit should have.

Valaida Snow is snowballing her latest effort right up to the top of the list. The release, Chess 1555, features her doing "I Ain't Gonna Tell," backed with "If You Don't Mean It." The smart operator can make a bundle on this one.

Your dealer has these "picks" in stock now. Call or see him today. (Adv.)

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"DON'T LEAVE ME THIS WAY"
Imperial 5262

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This Week's New Territorial Best Sellers to Watch

Records listed under "Territorial Best Sellers to Watch" have appeared for the first time this week on any of the charts. These are spotlighted for the convenience of dealers and operators in other markets.

- Detroit... **YOU'RE SO FINE** Little Walter, Checker 786
FIVE FORTY SPECIAL J. Weaver, DeLuxe 6006
- Los Angeles... **MAKE ME A PRESENT OF YOU**
A. Andrews, Trend 68
- Philadelphia... **I'M JUST YOUR FOOL** B. Johnson, Mercury 70251
MEMORIES E. Bostic, King 4653

Territorial Best Sellers

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

Atlanta

1. Money Honey C. McPhatter, Atlantic
2. Honey Hush J. Turner, Atlantic
3. I'll Be True F. Adams, Herald
4. Shake a Hand F. Adams, Herald
5. I Had a Notion J. Morris, Herald
6. Mad Love M. Waters, Chess
7. One Scotch, One Bourbon, One Beer A. Milburn, Aladdin
8. I Want to Thank You Five Royales, Apollo
9. Drunk J. Liggins, Specialty
10. Feelin' Good Little Juniors Blue Flames, Sun

Charlotte

1. Money Honey C. McPhatter, Atlantic
2. Honey Hush J. Turner, Atlantic
3. Rags to Riches Dominoes, King
4. I'll Be True F. Adams, Herald
5. Mad Love M. Waters, Chess
6. Shake a Hand F. Adams, Herald
7. Don't Leave Me This Way Fats Domino, Imperial
8. Good Lovin' Clovers, Atlantic
9. Something's Wrong Fats Domino, Imperial
10. The Feeling Is So Good Clovers, Atlantic

Chicago

1. Money Honey C. McPhatter, Atlantic
2. Honey Hush J. Turner, Atlantic
3. Marie Four Tunes, Jubilee
4. Rags to Riches Dominoes, King
5. Blues With a Feeling Little Walter, Checker
6. Ain't It a Shame L. Price, Specialty
7. Shake a Hand F. Adams, Herald
8. Nadine Coronets, Chess
9. Rosemary Fats Domino, Imperial
10. Get It Royals, Federal

Cincinnati

1. Money Honey C. McPhatter, Atlantic
2. Honey Hush J. Turner, Atlantic
3. I'll Be True F. Adams, Herald
4. Ain't It a Shame L. Price, Specialty
5. Drunk J. Liggins, Specialty

6. Shake a Hand F. Adams, Herald
7. Marie Four Tunes, Jubilee
8. I Had a Notion J. Morris, Herald
9. Get It Royals, Federal
10. Please Hurry Home B. B. King, RPM

Detroit

1. Money Honey C. McPhatter, Atlantic
2. One Scotch, One Bourbon, One Beer A. Milburn, Aladdin
3. Ain't It a Shame L. Price, Specialty
4. Honey Hush J. Turner, Atlantic
5. Christmas in Heaven Dominoes, King
6. You're So Fine Little Walter, Checker
7. Shake a Hand F. Adams, Herald
8. Rags to Riches Dominoes, King
9. Five Forty Special J. Weaver, De-Luxe
10. Gee Crows, Rama

Los Angeles

1. Honey Hush J. Turner, Atlantic
2. Money Honey C. McPhatter, Atlantic
3. Something's Wrong Fats Domino, Imperial
4. I Had a Notion J. Morris, Herald
5. Marie Four Tunes, Jubilee
6. Make Me a Present of You E. Andrews, Trend
7. Rags to Riches Dominoes, King
8. Gee Crows, Rama
9. Don't Leave Me This Way Fats Domino, Imperial
10. Don't Leave Me This Way Dominoes, King

New Orleans

1. Something's Wrong Fats Domino, Imperial
2. I Had a Notion J. Morris, Herald
3. Mad Love M. Waters, Chess
4. Shake a Hand F. Adams, Herald
5. Drunk J. Liggins, Specialty
6. Blues With a Feeling Little Walter, Checker
7. Take Me Back L. Hayes, Hollywood
8. Feelin' Good Little Junior's Blue Flames, Sun
9. Good Lovin' Clovers, Atlantic
10. I Would If I Could Ruth Brown, Atlantic

(Continued on page 42)

Breaking for a Hit!
THE HARP-TONES
"A SUNDAY KIND OF LOVE"
Bruce 101
BRUCE RECORD CO. 1650 Broadway, N.Y.C.

National Best Sellers

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

This Week	Last Week	Weeks on Chart
1. MONEY HONEY—C. McPhatter	1	9
Way I Feel—Atlantic 1006—BMI		
2. HONEY HUSH—J. Turner	2	14
Crawdada Hole—Atlantic 1001—BMI		
3. I HAD A NOTION—J. Morris	5	7
Just Your Way Baby—Herald 417—BMI		
4. RAGS TO RICHES—Dominoes	3	5
Don't Thank Me—King 1280—ASCAP		
5. I'LL BE TRUE—F. Adams	4	3
Happiness to My Soul—Herald 419—BMI		
6. SHAKE A HAND—F. Adams	6	19
I've Gotta Leave You—Herald 416—BMI		
7. ONE SCOTCH, ONE BOURBON, ONE BEER—A. Milburn	7	14
What Can I Do?—Aladdin 3197—BMI		
8. MARIE—Four Tunes	7	5
I Gambled With Love—Jubilee 5128—ASCAP		
9. SOMETHING'S WRONG—Fats Domino	—	1
Don't Leave Me This Way—Imperial 5262—BMI		
10. AIN'T IT A SHAME—L. Price	9	4
Tell Me Pretty Baby—Specialty 452—BMI		

Most Played in Juke Boxes

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

This Week	Last Week	Weeks on Chart
1. HONEY HUSH—J. Turner	1	15
Atlantic 1001—BMI		
2. MARIE—Four Tunes	4	5
Jubilee 5128—BMI		
3. SHAKE A HAND—F. Adams	2	18
Herald 416—BMI		
4. TV IS THE THING—D. Washington	5	7
Mercury 70214—BMI		
5. AIN'T IT A SHAME—L. Price	7	7
Specialty 452—BMI		
6. MONEY HONEY—C. McPhatter	3	8
Atlantic 1006—BMI		
7. BLUES WITH A FEELING—Little Walter	8	9
Checker 780—BMI		
8. I'LL BE TRUE—F. Adams	—	1
Herald 416—BMI		
9. ONE SCOTCH, ONE BOURBON, ONE BEER—A. Milburn	—	7
Aladdin 3197—BMI		
10. SAVING MY LOVE FOR YOU—J. Ace	—	1
Duke 118—BMI		

The Best R & B Records are on CHES...

THE BILLBOARD
DEC. 19, 1953
1953's TOP R & B RECORDS
... according to JUKEBOX PLAYS
1. "I DON'T KNOW"
WILLIE MABON—CHES

With 4 other selections among the top 30...

"I'M MAD" | "JUKE" | "3RD DEGREE" | "MAD LOVE"
Willie Mabon | Little Walter | Eddie Boyd | Muddy Waters

AND NOW... KEEP YOUR EYES ON



- "THAT'S WHEN I MISS YOU SO" Eddie Boyd
- "Tortured Soul" b/w Chess 1552
- "I AIN'T GONNA TELL" Valaida Snow
- "If You Don't Mean It" Chess 1555
- "I GOT TO GO" Willie Mabon
- "Cruisin'" b/w Chess 1554
- "I LOVE MY BABY" The Howlin' Wolf
- "All Night Boogie" Chess 1557
- "I DON'T KNOW WHAT I'LL DO" Sugar Boy
- "Overboard" Checker 783
- "YOU'RE SO FINE" Little Walter
- "Lights Out" Checker 784

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RHYTHM & BLUES NOTES

By **BOB ROLONTZ**

The Billboard's Sixth Annual Record Dealer's Survey, the results of which are shown in detail in the main music section, point up interesting statistics about the r.&b. field. The amount of business being done in r.&b. disks, as compared to other categories of records, is still mighty small. Pops lead all others with over 38 per cent; c.&w. (plus sacred)

have over 15 per cent; pop albums—over 14 per cent; classical—over 12 per cent; kiddie—10.5 per cent, and r.&b. (plus spiritual) less than 5 per cent of the disk business. The only categories that trail the r.&b. field are jazz and international waxings.

In the r.&b. field, the diskery that leads all others in sales for 1953, according to the Dealer's Survey, is Atlantic Records. Over 27 per cent of the dealers polled picked this firm as the top r.&b. outfit, with King the second choice of 15 per cent of the shops. Mercury and RCA Victor tied for third place, followed by Decca, Specialty, Imperial, Capitol, Chess and Okeh. Atlantic was also chosen by over 23 per cent of the dealers as the label that has shown the best sales improvement in the r.&b. field for 1953. Next was King with over 14 per cent, and then RCA Victor with 12.3 per cent. Capitol, Mercury, Specialty, Jubilee, Aladdin, Decca, Federal and Okeh, followed in that order.

Fats Domino, who plays the Showboat in Philadelphia starting January 25, has turned into one of Shaw Artists Corporation's hottest properties. He has been booked for 15 straight one-nighter dates in the East from January 31 to February 15, and is set for a week at the Celebrity Club, Providence, after he finishes the trek. Domino's hit platters have helped his drawing power no end; the warbler's latest sock waxing on Imperial, "Something's Wrong," hit The Billboard's best-selling r.&b. chart this week.

Edna McGriff has been set for a location date in Bermuda Christmas week. . . . Amos Milburn and the Paul Williams ork start a Southern tour in Columbus, Ga., January 6. . . . Faye Adams, Al Savage and the Joe Morris ork are set for the Apollo, New York, the week of January 8. . . . The Orioles follow them at the theater starting January 15. . . . Dizzy Gillespie will undergo an eye operation next week to remove a cataract.

R & B Territorial Best Sellers

Continued from page 41

New York

1. Money Honey C. McPhatter, Atlantic
2. I'll Be True F. Adams, Herald
3. I Had a Notion J. Morris, Herald
4. Marie Four Tunes, Jubilee
5. One Scotch, One Bourbon, One Beer A. Milburn, Aladdin
6. Shake a Hand F. Adams, Herald
7. Don't Deceive Me C. Willis, Okeh
8. Drunk J. Liggins, Specialty
9. Baby Doll Marvin & Johnny, Specialty
10. Good Lovin' Clovers, Atlantic

Philadelphia

1. Rags to Riches Dominoes, King
2. I'll Be True F. Adams, Herald
3. Money Honey C. McPhatter, Atlantic
4. Marie Four Tunes, Jubilee
5. Baby Doll Marvin & Johnny, Specialty
6. I'm Just Your Fool B. Johnson, Mercury
7. Memories E. Bostic, King
8. Santa Baby E. Kitt, Victor
9. Fat Daddy D. Washington, Mercury
10. Good Lovin' Clovers, Atlantic

St. Louis

1. Money Honey C. McPhatter, Atlantic
2. Honey Hush J. Turner, Atlantic
3. Ain't It a Shame L. Price, Specialty
4. I'm Just Your Fool B. Johnson, Mercury
5. TV Is the Thing D. Washington, Mercury
6. Banana Split Kid King's Combo, Excello
7. Marie Four Tunes, Jubilee
8. Rags to Riches Dominoes, King
9. Don't Deceive Me C. Willis, Okeh
10. Daddy Rollin' Stone O. Blackwell, Jay Dee

Washington - Baltimore

1. I'll Be True F. Adams, Herald
2. Honey Hush J. Turner, Atlantic
3. Money Honey C. McPhatter, Atlantic
4. Rags to Riches Dominoes, King
5. Fat Daddy D. Washington, Mercury
6. I Had a Notion J. Morris, Herald
7. My Girl Awaits Me Castelles, Grand
8. Take Me Back L. Hayes, Hollywood
9. Baby It's You Spaniels, Chance
10. These Foolish Things Dominoes, Federal

FOLK TALENT AND TUNES

Continued from page 40

Young Texas Ramblers, scheduled for overseas duty in Japan following a short leave at home in Marshall, Tex. . . . Lloyd (Cowboy) Howe is slowly recovering from injuries received several months ago. He is recuperating at his ranch in Chattaroy, Wash. . . . Charley Bode being billed as Fritz Dude and working out of San Antonio now. . . . The Down-Homers appearing regularly via WLW, Cincinnati, and WLW-D, Dayton, O. . . . Dick Flora, Buckeye Publishing Company prexy, will do the turkey carving for his family in Montreal on Christmas Day. . . . Mark Spencer, Gadsden, Ala., now handling Ted Kirby as

personal manager. . . . Ted continues as a d.j. at WFAP and has moved into the Playland in Anniston, Ala. . . . Owen Perry's latest wax on Capitol, "You Plus Me Equals Love," receiving good play in Louisiana. Evelyn Lyons, Owen's fan club prexy, reports a flood of mail re the song. . . .

Martha Carson set for the Dixie Bell nitery, Detroit, for January 8-10. . . . Congrats to folk star Donn Reynolds parents who recently celebrated their golden wedding anniversary, with Donn making the trek to Vancouver, B. C., from Huntington, W. Va. . . . Wayne Raney now spinning c.&w. music on the Heber Springs Show in Heber Springs, Ark. Show is heard on KWCB, Searcy, Ark. . . . Bev Shea scheduled to join the Billy Graham "Hour of Decision" show in Los Angeles on the latter's ABC-TV coast-to-coast stint. His current RCA Victor etching of "Robe of Calvary," backed with "I Found a Friend," reported to be one of (Continued on page 45)

Re-Issues Hold

Continued from page 38

ton Symphony performances under Koussevitzky. The performances are fine, the works are in demand, and the transfer to LP is extremely well accomplished.

Columbia has re-issued several items in its continuing program of digging into the best old 78 r.p.m. performances. That fine Mozart interpreter, Thomas Beecham, conducts the London Philharmonic in top-flight readings of the Mozart Symphony No. 34 and his Symphony No. 29, both recorded some 15 years ago. Fine additions to any collector's catalog are these performances.

Also resuscitated for LP are some wonderful performances under Felix Weingartner, who conducted three different symphony groups in England prior to 1940 in readings of the Mozart Symphony No. 39 in B Flat, Eine Kleine Nachtmusik and Haydn's Toy Symphony. In this instance, the market would appear to be those who want the Weingartner interpretations.

A fine new recording and performance is the Boston Symphony reading, under Pierre Monteux, of Scriabin's Poem of Ecstasy and Liszt's Les Preludes. The latter is heavily recorded by name orchestras and conductors, but the sound on this disk should account for some fine sales. The former work, also technically fine, is dramatically presented by Monteux. Capitol's entry is a strong performance by Vladimir Golschmann and the St. Louis Symphony of two well-known and heavily recorded works, the Romeo and Juliet Fantasy Overture and Francesca Da Rimini. Joe Martin.

Waring Album

Continued from page 38

with the Akademie Kammerchor, and includes four very fine solists.

The others are a Columbia disk coupling Bach's Cantata No. 51 ("Jachzet Gott in Allen Landen"), sung by Elisabeth Schwarzkopf, and Cantata No. 82 ("Ich Habe Genug") by the baritone Hans Hotter, and a Capitol recording of Faure's Requiem by the Roger Wagner Chorale and featuring soloists Patricia Beems and Theodor Uppman. Both of these include well known and loved repertoire and both bear fine promise, tho the Capitol is bucking several good competitive versions.

With interest in religious disks peaking between now and Easter, proper display and promotion of these and other standouts in this category should go far. Nev Gehman.

From Bach

Continued from page 38

Leopold Mannes, Mieczylaw Horszowski and Myra Hess. And the sound captured on the disks is well above the Prades average.

Somewhat more limited in potential than the above sets is the Schoenberg collection. Yet it will exert a strong pull for the serious listener. This is not music for casual listening; it must be met more than half way. The Juilliard Quartet, already noted for its excellent disk series on Bartok, performs the difficult works superbly. As a Schoenberg document, the album holds even greater appeal in that it includes a quartet by Alban Berg, plus several short selections by Anton Webern, two Schoenberg disciples who have attracted audiences of their own among those who appreciate the modern idiom in composition. Is Horowitz.

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The Orioles "WRITE AND TELL ME WHY" b/w "THE MISSION OF ST. AUGUSTINE" Jubilee 5127

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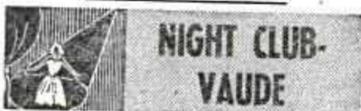
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Hocus-Pocus

By BILL SACHS

DOC BOSTON and **Jack Floss**, son of the magic vet, **Al Floss**, have been recalled to write the new **Jerry Lester** magic series for NBC-TV. They will also prepare a new television format for the comic. . . . **Gerber the Magician and Ruth** (Mr. and Mrs. **L. Guy Gerber**), after a busy fall season thru the Central States, returned last week to their St. Louis headquarters for a string of holiday dates. They will spend Christmas and New Year's at their home, Magic Shores, West Alton, Mo., resuming their road trek early in January. . . . **Marvin Roy**, still gaga with excitement over his first trip to New York, takes his bags of nifties into a St. Louis hostelry for a fortnight's stand beginning Wednesday (23). . . . Columbus, O., magicians will hold their 23d Annual Magi-Fest at the Neil House, that city, February 5-6, with **Syl W. Reilly**, 57 East

Long Street, Columbus, in charge of arrangements. Reilly promises that the two-day session will be crammed with action. Highlighting Friday's program will be a show and party starting at 9 p.m. Climaxing the shindig will be a magic show, open to the public, at Masonic Temple Saturday night, with a farewell party set for the Neil House after the show. A fee of \$5 for men and \$3 for women covers all activity. . . . **Ross Engle** (**Eddie DeComa**), vent and puppeteer, and **Gordon the Wizard** (**Gordan Bathke**), sleight-of-hander, will start on a string of school dates for **J. C. Admire** beginning January 5. The acts will play for Dixie and Mid-States assemblies in Virginia and West Virginia, with **E. W. (Willie) Thompson** handling the advance. Admire is busy framing the **Rice Bros.' Indoor School Circus** to open January 11. . . . **Robert Orben** hit the market last week with his new comedy booklet for comics and emcees. Labeled "Laugh Package," the work goes for \$2 and measures up to his recent efforts in that direction.



Continued from page 12

"Lili Marlene," "Falling in Love Again" and "Johnny" in German. She also participated as the ringmaster in a circus production, which featured **Gautier's Steeplechase**, very nearly stole the show. Not the least of the circus routine were **George Moro's Sa-Harem Dancers**, who portrayed such sawdust regulars as lion tamers, tightrope walkers, clowns and poodles. No circus ever saw such charm in such brief attire. Also clever were the caged "animals," tiger, leopard, panther and lion.

Second spot on the show was taken by comic **Dick Shawn**, who displayed a winning personality but not the best material. A hard worker, Shawn won the audience after a slow start, by perseverance and vigorous presentation. His hepcat "Pagliacci" was a standout.

Opener was European juggler-acrobat **Rudy Horn**, who performed such feats as playing "Yankee Doodle" on a drum with tennis balls, and tossing cups and saucers six-high on his head, while flipping around the stage on a high unicycle.

The entire show lasted 90 minutes, a full half-hour more than the recognized length of productions on the strip.

Music is by **Cee Davidson** and his orchestra. **Ed Oncken**.

Cocoanut Grove, Ambassador Hotel, Los Angeles

(Tuesday, December 15)

Capacity, 960. Price policy, \$2 cover. Shows at 10:30 nightly; 9:30 and 12 Saturdays. Owner, Schine Hotel chain. Publicity, John Hayes. Booking policy, non-exclusive. Estimated budget this show, \$5,000.

With all bistros suffering because of the pre-yule season, this spot shows fairly well. **Carmen Cavallaro's** ivory tinkling is top drawer. **Judy Johnson** and **Her Dates** are pleasant entertainment.

If Christmas shopping could be combined with an evening at the Grove, this bistro could do good business via the current booking of **Carmen Cavallaro** plus **Judy Johnson** and **Her Dates**. This is not the case, however, and the Grove's half house showed it.

Cavallaro's pianistics are top notch, with his informal approach a welcome change. His 88 work consists largely of standards via "Jealousy," "Begin the Beguine," "Rhapsody in Blue" and a novel rendition of "Chopsticks." Closer, the Latin flavored "Voodoo Moon," rang a solid bell. Latter tempo could have been used more often for additional palming.

Judy Johnson and **Her Dates** (Buddy Schwab and Forrest Bonshire), offered 20 minutes of song and dance fare for the bill's opener. Thrush is a buoyant red-head with pert personality that shows fairly well. Despite her lament which hails a supposed lack of sex via "Nobody Calls Me Sexy," this isn't so. Gal displays a well shaped set of gams for "Blues in the Night" and "Keep Your Sunny Side Up," latter her closing number. The boys prance

HAIL 2053!

Vegas Sands Plants Items For Posterity

LAS VEGAS, Dec. 19.—A 12-foot-long aluminum "time capsule," containing mementos of show business and special editions of show business trade papers depicting the current entertainment world, was buried at the Sands Hotel December 16 for unearthing 100 years hence, as part of the resort's first anniversary observance.

Included in the treasure for posterity are recordings of 1953's top talent, as well as newspapers, magazines, **Bing Crosby's** pipe, **Danny Thomas' gold-plated auto jack**; what is purported to be the only sweater ever worn on the screen by **Jane Russell**; **Sugar Ray Robinson's** gloves and **Ray Bolger's** dancing shoes.

The Time Capsule was buried in "The Sands of Time" amid elaborate ceremony prepared by hotel press agent **Al Freeman**. A rack 25 feet high was erected, with the capsule aimed at the moon. At the touch of a switch, the projectile rose to the top of the ramp, and then settled down slowly into a hole in the ground, with only its nose remaining above the surface.

San Antonio Rounds Up 12th Cavalcade of Stars

SAN ANTONIO, Dec. 19.—Fifty entertainers of national circus, radio and stage fame will participate in the two-hour, 12th annual local appearance of the "Cavalcade of Stars" here at the Municipal Auditorium on December 27, under the auspices of the Mexican Chamber of Commerce.

The local engagement precedes an eight-week booking in Mexico City. The proceeds of the local appearance will be used by the Mexican Chamber of Commerce for charitable purposes.

thru most the routines, with the act basically in the video style. Gal warbles fairly well, as shown via "Ridin' High" and "Me and My Alice," but could do well by leaving the comedies aside and handling a straight singing job.

Jerry Gray ork (13) cuts an excellent show and shares the stand with the **Tico Robbins** five for dancing pleasure.

Joel Friedman.

Cotillion Room, Pierre Hotel, N. Y.

(Tuesday, December 15)

Capacity, 220. Price policy, \$2-\$3 cover. Shows at 9:15 and 12:30. Owner, Pierre Hotel. Talent buying by **Stanley Melba**, who is also band leader and room manager. Publicity, **Kurt Hoffman**. Estimated talent cost current show, \$2,500.

Toni Arden is the headliner, but it was **Lucille** and **Eddie Roberts** who were strongest on opening night.

Toni Arden's first New York hotel date was a challenge that had her so nervous at the kickoff that she didn't really register until she was half-way into her routine. Wearing a new hairdo (she's now auburn), she had a tough time following the comedy mentalist act that worked ahead of her. But as she warmed up and acquired confidence, she began to sing in that well-known big voice and finally got to them.

Her choice of songs will probably be changed by the time this sees print. Some were good and some were poor; only a few were really fine. Her familiar "Sorrento" was superb as usual. Her aria, "One Fine Day" was novel enough in its English free-verse translation to warrant keeping in a class room as this is. Some of her ballads, however, could well be eliminated.

At one point she attempted comedy with n.s.g. results. She pulled three fiddles out of the ork and did a comedy hillbilly version of "I've Forgotten More Than You'll Ever Know." Sure, it's a corny thing. But because it is, it should be sung straight, no gagging. It's surprising how well corn will sell in this room.

Team of **Lucille** and **Eddie Roberts** showed such remarkable improvement there's little resemblance between the act today and the act as it was a few years ago. (Continued on page 44)

Burlesque Bits

By UNO

Marilyn, the "Calendar Girl," has just completed a tour of Buffalo, Indianapolis and Chicago houses and is now playing clubs in Minneapolis and Duluth, Minn., thru the **Milt Schuster** agency of Chicago. . . . **Bobby Morris**, comic, is now doubling between night clubs and a recently purchased sandwich shop in the valley region of North Hollywood, Calif. . . . **Kiki Ardeite** features the striplight at the King Cole Show Bar, Denver, where she is backed by **Joe DeLuzzoi**, **Gene Falbo** and emcee-musician **Tony Knight** and his trio. . . . **Bob Rogers**, straight man, is back in burly after two years on the Coast writing TV scripts and doing movie shorts in a Hollywood studio. . . . **Margo Jewel**, a Hirst wheel first-timer from Asbury Park, N. J., got her start in the chorus of the Empire, Newark. Her debut as a principal was on the Kane circuit that followed with a six-month stay at the Gayety, Norfolk. . . . **Joey Cowan**, comic, switched from the Hirst to the Kane circuit opening December

18 at the State, Canton, O. . . . **Dixie Dare**, "The Gam Girl," and **Vickie Dale**, "The Quiver Queen," divide their appearances between the Star and the Capitol in Portland, Ore. . . . **Al Raymond**, back to New York from Miami for good, has written the words and music to a song, "I Can't Get You Out of My Dreams," now being published by the **Edward B. Marks** Music Corporation and plugged out of town by **Nat Mortan**. . . . **Lilli Dawn**, former strip, is featured in the pic, "Violated," now being shown at the World Theater in New York. . . . **Goldie and Art Moeller** are now operating the Northern Pines Hotel restaurant and bar in Mercer, Wis. Art is a former burly show and house manager.

Ann Myers, former ace principal on the big wheels, who married **H. Leslie**, a Ford dancer, and retired to become a home owner at 7527 Hampton Avenue, Hollywood 46, Calif., was visited recently by **Gerie Beck** from St. Louis and would like to hear from some of the old gang including **Peggy** and **Charles Dotson**. . . . **Jack Hayes** bowed at the Follies, Chicago, for a four-week stay. . . . **Penny Conrad** is attracting repeat crowds at **Bill Beyer's** Turf Club, Denver, in a show that headlines **Denise** and **Mario Costello**. . . . Recent issue of Life mag contained a big tale with appropriate illustrations of the domestic battles between **Arabella Andrea** and her former husband, **John Becker**, operator of the Capitol Theater in Portland, Ore., and his second wife, **Tempest Storm**, another strip.

The story dealt with **Arabella's** two successful court cases: the first when Becker was fined \$20 for disorderly conduct, and the second when she was found perfect mentally after Becker had her committed for possible sanity. Also with **Arabella's** present suit against Becker for \$10,000 damages for false arrest. . . . **Murray Leonard**, former straight-character man, is now a home owner in Sherman Oaks, Calif., and associated with a company that deals in house sidings. **Mrs. Leonard** (**Boo LaVon**) is retired and thoroly recovered from an auto accident. . . . **Bobby Goodman**, house singer for many years for **Harold Minsky**, will be associated with the **Milton Schuster** office in Chicago when the **Rialto**, also in the Windy City, closes New Year's Eve. . . . **Harry Bently**, former comic now with the **Brandt Bros.** movie theaters, has been promoted to chief doorman with jurisdiction covering seven of the firm's houses on West 42d Street, New York.

SHORE MEMORIAL

Dinner Nets 35G for Chi Sanitarium

CHICAGO, Dec. 19.—Show people and friends of the late **Willie Shore** turned out for a memorial dinner in honor of the comedian who was killed in an automobile crash.

The \$25 a plate dinner was held Monday night (30) in Chicago's **Chez Paree**. The house was jammed, netting \$25,000. An additional \$10,000 was donated by guests and others who could not attend. Among those appearing on the show were **Tony Martin**, the **Four Footnotes**, **Alan King**, **Joe E. Lewis**, **Bill Snyder**, **Johnny Desmond**, **Eddie Bracken**, **Harry James**, **Betty Grable** and **Jack Dempsey**. Judge **Abraham Marovitz** acted as emcee.

Proceeds were donated to **La Rabida Sanitarium**, a hospital for rheumatic fever children. The money will be used to perpetuate **Shore's** memory with the addition of a new laboratory.

Stars donating to the fund, but unable to attend, were **Sophie Tucker**, **Danny Thomas**, **Eddie Cantor**, **Jimmy Durante** and **Milton Berle**. The **Variety Club** of Chicago attended en masse and donated \$2,500. The **William Morris Agency**, which booked **Willie Shore**, donated \$1,000. **Joe E. Lewis** also donated an additional \$500.

Syd Slate Opens New York Nitery

NEW YORK, Dec. 19.—**Syd Slate**, of the **Slate Brothers**, is now a cafe operator. **Slate** joined **Mort Steinberg**, garment manufacturer, in the operation of an East Side room tagged the **Los Vegas Club**.

Policy calls for a small talent budget, a piano and voice combo. **Slate**, as the greeter, will not perform.

When **Slate** joins his brothers in an act (they're working this week at the **Palace**) and goes on the road, **Steinberg** will run the room.

Sam Bramson's job at the **Morris** office as head of the act department will be split up among five people until he's back from the hospital. . . . **Art Ford**, local disk jockey, will emcee a series of one-nighters in various **Loew** nabe houses.

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Fisher Plans Europe Tour

NEW YORK, Dec. 19.—**Eddie Fisher** will do a series of European shows for the American armed forces Christmas week, if plans now in the discussion stage materialize. The tour will carry **Fisher** to Germany, Austria, Italy and France. He will be back in the U. S. January 3.

Fisher will be accompanied by **Barney Ross**, who will show a series of fight films; **Harry Akst**, pianist; **Joey Forman**, comic, and **Milton Blackstone**, the singer's personal manager.

Originally, **Fisher** wanted to go to Korea to spend the holidays with his brother and also do some shows. The Army agreed to fly him there, but could not guarantee to get him back to the U. S. in time for his **Coca-Cola** TV'er.

Gallagher to Do Single in Vegas

LAS VEGAS, Nev., Dec. 19.—**Helen Gallagher**, former fem lead in the legit musical, "Hazel Flagg," will do her first single in a cafe when she opens at the **Thunderbird** here January 21.

Miss Gallagher's only previous experience in a cafe was when she did a two act with **Harold Lang**. The latter subsequently had a major role in "Pal Joey."

Hal Braudis, **Thunderbird** talent buyer, here on a buying trip, also said he had bought the **Four Aces**, who will do their first Vegas date for him. On the bill will be the **Sauter-Finegan** band, also a first for the outfit in that territory.

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Price Hill's 'Dimes' Revue Snares \$512

Highlighted by Appearance of RSROA Champ Laurene Anselmy, Local Celebs

CINCINNATI, Dec. 19.—Netting \$512 from its Mile of Dimes needy children's Christmas benefit skating show Monday (14) night. Price Hill Roller Rink here not only was successful in lending a hand to a worthy charity, but took a long step forward in advancing the roller sport in this area. The Mile of Dimes is an annual local firemen's campaign.

Working in co-operation with The Cincinnati Post, Price Hill merchants and the Price Hill Civic Club, C. V. (Cap) Sefferino, rink manager, was responsible for engineering the entire promotion to a successful conclusion. He reported today that some money

is still outstanding from the advance ticket sale, which was responsible for the bulk of receipts since snow and cold weather cut show attendance somewhat under expectations. Following the performance the receipts were turned over to William Perry, Post representative, who worked with Stanley Dahlgren, Post promotion manager, in promoting the affair.

From the standpoint of skating, the high spot of the 15-act show, produced by Mrs. Donna Roach, Price Hill pro, was the appearance of Laurene Anselmy, U. S. senior women's free skating champion in RSROA competition. Miss Anselmy captivated the audience in the two numbers she skated, one of which was a difficult "Ave Maria," and the rink management hailed her performance as the finest ever seen in a local rink and as a stimulant to the sport generally in this area. The management also applauded the generosity of the RSROA; Mr. and Mrs. Anthony Anselmy, operators of the Pontiac (Mich.) Rolladium, who refused to be reimbursed for expenses incurred in bringing their daughter to Cincinnati, and Victor J. Brown, operator of New Dreamland Arena, Newark, N. J., who was instrumental in securing an RSROA sanction for Miss Anselmy's appearance on the basis that it was a Post charitable promotion and would help roller skating in this locality, for RSROA rinks and non-RSROA rinks alike. The Price Hill rink is a non-member.

Rink President Charles Meyers capably emceed the 50-people show which was preceded by the introduction of local celebrities, including Dotty Mack, star of a popular TV show, and her two partners, Bob Braun and Colin Male, and Red Thornburg, another airwaves personality who emceeds a local Coca-Cola TV show. Braun and Male injected an "extra added" into the night's program by donning skates for a brief comedy routine that rocked the house. All lauded the various promoters of the show for their interest in aiding the campaign.

Louis and Charles Meyer, owners of the rink, donated use of the establishment for the promotion, and the rink staff donated its services. Also helping to make the event such a big success was the fine advance publicity it received. Sefferino obtained support for the promotion from the Coca-Cola Bottling Company, which carried three-color three-sheets advertising the show on 26 delivery trucks for two weeks prior to the performance. The promotion also received three TV publicity breaks and six pictures in the Post in advance of the performance.

Mrs. Charles Meyers and Mrs. C. V. Sefferino handled the duties of entertaining members of the press, radio and TV who attended.

HARTFORD, Conn., Dec. 19.—Hartford Skating Palace held its annual Sadie Hawkins Day party Saturday night (5), with rink manager Irv Richland including mock marriages, prizes and games on the schedule. Regular admission scale of 65 cents prevailed.

Skelly Develops New Toe Stop

DETROIT, Dec. 19.—A new toe-stop device that is said to be winning approval of rinks and skaters locally and around the country is being manufactured here by Arcadia Sport Enterprises, organized and owned by William Skelly.

Called the Skelly toe-stop and designed for use by figure skaters, free style skaters and racers, it is streamlined, highly chromed and features a live rubber compound. Skelly has been having it put under trial tests by local skaters, and just recently put it on the market, which has supplied a demand he cannot yet fill.

The firm is operating temporarily from Arcadia Rink, Detroit, with manufacturing being done out of town at present.



Continued from page 43

They have added comedy of the throwaway variety with each underplaying lines, kidding each other and the audience for genuine yocks that grow out of slight smiles. When they do their mind-reading bit, they are easily the most finished act of their kind in the business. With their new comedy, plus a switch at the end (male does the mind-reading while gal does the circulating), they get results comparable to any top team of comics around. There's little doubt that even though they did about 20 minutes the audience could've taken another 20 without getting tired. On the basis of their act here Lucille and Eddie Roberts can now work any room in the country.

The Stanley Melba band did a big job cutting the show. Cues for Miss Arden weren't easy and the boys had to be on the beam with her arrangements. Chico Relli's Latin music did a solid dance music session.

Bill Smith.

The Keyboard, Beverly Hills, Calif.

(Wednesday, December 9)

Capacity, 85. Price policy, no cover, no minimum. Shows at 9, 10 and 11:30. Owner-operator, Bob Savage. Publicity, Jay Yates. Booking policy, non-exclusive. Estimated budget this show, \$750.

Despite handicaps, Jeri Southern's intimate vocal soothing makes for easy listening. Thrush would show better away from the piano.

With the house working against her, chirp Jeri Southern somehow manages to weave a pretty pattern of vocal offerings that exude subdued, sophisticated entertainment. She injects a cozy warmth into her song style, which when coupled with her fare of jazz standards, delights the patrons.

This room, tho, leaves much to be desired and doesn't fit Miss Southern's intimate act. On show caught, the constant flow of raucous bar-flies, dripping faucets and actual rudeness took the play away from the thrush.

Her easy handling of "I've Got a Crush on You," "I Get a Kick Out of You" and "Someone to Watch Over Me" is solid thruout. "Ain't Misbehavin'" is equally as smooth, with the canary netting top results via her disk clicks in "You Better Go Now" and "Mad About the Boy." All her material is delivered in suave undertones that please. Altho Miss Southern plays a pretty piano accompaniment, she might show better working at the mike, with small combo backing. Joel Friedman.

CURVECREST RINK-COTE

The skating surface for wood and masonite floors. The ultimate in cleanliness and traction. PERRY B. GILES, Pres. Curvecrest, Inc. Muskegon, Michigan We invite you to bring your skates to Curvecrest and see for yourself.

NEW and BETTER SOUND

More popular every day — the new Orange Label skating records or tapes. Write for free catalog. Orange Recording Co. 1253 Lewis Drive, Winter Park, Florida

Roadshow Rep

D. J. DARNEY writes from Rawlins, Wyo.: "Am moving toward the East after leaving Fresno, Calif., in October. Business has not been up to that of past seasons. We are having considerable trouble getting people out to our family show. Some of this has been due to the weather, which has been in and out, but more of it can be blamed on the drop-off in general business from the high wartime mark. There is no use in anyone thinking he can move across the country with a show having a high nut, as all costs have gone up. Also, any Midwestern or Eastern small-town showman who thinks he can get along on the same methods that he has used with tent or hall shows in the past will get himself into a bad mess if he contemplates a wide tour. Ordinary talent is not good enough to take on even small towns today. Have met several small trucks recently, but most of them were one-man shows which depend on a first-class booker who in most cases owns the show or is cut in on it. In these days you must have something on the ball, for hashed up radio jokes and ordinary pitch spiers are no longer adequate. Everyone is a comedian or a crooner nowadays, so you've got to have something on the novelty side."

knew him and could keep ahead of the most awful lead sheet that any vaude performer could pull out of his trunk. Jack saved many an act from being closed after the first performance. If the performer was jittery Jack took over and the audience forgot the performer and listened to Jack's playing. If still operating today the oldtimers could get away with as little as a juke box. Mechanical music has taken over, but it still can't help some laboring singer or performer. Many a vaude artist might have been a flop without his ivory arm." . . . J. W. Carlos reports fair business with his spook show in the Fredericks, Okla., area. . . . From Carson City, Nev., Orville Lunikin, stroller and solo show operator, reports that he had a poor summer in Central Nevada, being saved only by the merchandise he carried. Lunikin plans to move to larger towns. "I hope no show of any size comes into this area hoping to do well," he said. "It's a poor sector for med. The best thing I have seen was a sheet-writing crew that blanketed the State last summer. They knew their biz."

Drivin' Round The Drive-Ins

RUSSELL D. ORDWAY, district manager of conventional and outdoor theaters operated by Lockwood & Gordon Theaters in Massachusetts, Rhode Island and New Hampshire, has announced his resignation in Hartford, Conn., effective immediately. Pending disclosure of a new industry affiliation, Ordway is working with his wife, Dorothy, in the operation of Kiddie Korner, Hartford children's wear outlet, owned by the Ordways. At one time he worked for the M&P Theaters Corporation, Hartford, and was in independent exhibition with his brother, Jack. . . . Abraham and Frances Bronstein, Hartford, Conn., have disclosed plans for construction of an 800-car capacity drive-in theater on Route 5, South Windsor, Conn., with completion set for April. . . . Drive-in theaters operated by the E. M. Loew's Theaters in Newington, Farmington, Milford and Montville, Conn., have closed for the season. . . . The Lockwood & Gordon circuit has closed its drive-in theaters at Danbury, Torrington and Norwalk, Conn., for the winter. . . . Ed Lord, Norwich, Conn., owner of the Lord Indoor-Outdoor Drive-In Theater, Plainfield, Conn., has put a Friday-thru-Sunday policy into effect for the winter. . . . George E. Landers, Hartford, Conn., division manager, E. M. Loew's Theaters, and Mrs. Landers have returned from a visit to their son-in-law and daughter, Dr. and Mrs. Ben Vicas, in San Francisco.

OPEN A DRIVE-IN THEATRE AT LOW COST

New and guaranteed rebuilt equipment from \$1595. Time payment available to responsible parties. Write, giving location and number of cars. SPECIAL OFFER! Tempered Masonite & Marquee Letters, 4", 35¢; 8", 50¢; 10", 60¢. S. O. S. CINEMA SUPPLY CORP., Dept. L, 607 W. 52 St., New York 19.

CAINE'S FAMILY SHOW is working territory around Port Gibson, Miss., to biz that is only fair. . . . Al Lowande, writing from Detroit, reports that he has been working some Central and Northern Michigan towns with his regular road show, "but must say that of all the territory I have hit since leaving the West Coast this is the dullest. I can look back to when Michigan was a top show State, but it sure is tough picking now. I have been on several wide tours before but always played the Far North or the South or Southwest. From what I can learn, Ohio is even worse. Rosalie Nash, Skippy La-More and all the rest have left and there are no followers to take over." F. R. Fosdick, writing from New Orleans, says that he was able to see only one tent minstrel show during the past summer. "There is much in The Billboard about amateur shows of the minstrel type, but being an old hand at the biz I can't take anything but the McCoy. Has it come to the point where there isn't a professional minstrel show on the road in winter or summer?"

E. F. HANNAN writes from Tampa: "Recently I had a letter from George Bowman, of Red Hook, N. Y. George is a pianist and like most pianists in these times, he isn't as busy as formerly. I expect that I have known more pianists than any man connected with show business. From roadshows to the first nickelodeons to dime museums to 10-20-30 to the early pic shows, they all had pianists. I could always help a sober pianist get a job—but no more. Around Boston I meet oldtimers who work at something else and never touch the ivories. One of the most interesting I knew was John (Jack) Leary. He played in small vaude houses when I first

Becker Quits Cap. To Join Columbia

NEW YORK, Dec. 19.—Gene Becker is leaving Capitol Records to take an a.&r. position with Columbia Records starting January 3.

Becker has worked in Capitol's custom record department for the past year and previously held down a sales promotion post with the firm for a number of years.

At Columbia, Becker will handle recordings of standard material for a number of pop artists.

Here and There

the Hartford, Conn., State Theater has installed a 60-foot wide screen. The house will continue to run a week-end flesh policy, plus spot shows.

WE BUY AND SELL USED ROLLER SKATES

All Kinds! Best Prices!

SPECIAL! Men's closed toe leather lined shoes, wood wheels. \$11.00 Pair

BONNY'S HUG-ME-TIGHTS \$11.00 Doz.
BONNY'S SKATING SKIRTS
LIGHTWEIGHT — \$18.00 Doz.
HEAVYWEIGHT — \$24.00 Doz.

Write for price list. 1/2 down, bal. C.O.D.

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USE! SELL!

TOE STOPS . . . Protect shoes, skates & floors; of finest, natural white rubber; sell on sight to every skater!

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ORDER FROM YOUR DISTRIBUTOR OR WRITE

SHOE RENEWER . . . Makes old shoes look like new; preserves leather; 50¢ retailer, also qts. & gals. for rink use.

PRO-TEK-TOE SKATE STOP CO.
WENTZVILLE, MISSOURI

WE BUY and SELL

NEW and USED RINK ROLLER SKATES

largest exclusive skate distributor in the country

lowest prices

By buying and selling—repairing and renovating—we pay the highest—sell for less. Write for quotations. One Day Service.

JOHNNY JONES, JR.
representative for **CHICAGO ROLLER SKATE CO.**
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NEW AND USED PORTABLE RINKS FOR SALE

40x90, 40x104, 50x120, set up on your lot anywhere in U.S. This type rink can be set up in 3 hours, sectional Northern maple floor, fireproof tent. We furnish everything. Twenty years' experience in building and operating rinks.

PERFECTO RINK CO.
Edgar Hubert, Sulphur, Louisiana

We Wish Our Many Friends and Patrons

A Very Merry Christmas and a Happy New Year

CHICAGO ROLLER SKATE CO.

a Vaccine will mean Victory!

Join the **MARCH OF DIMES** IT WILL TAKE MORE IN '54!

January 2 to 31

Music as Written

Continued from page 26

year. First is the "Jazz Club, U.S.A." which was put together by Leonard Feather, who will also emcee the show. It will feature Billie Holiday, and the Buddy De Franco, Red Norvo and the Beryl Booker Trios. In August the promoter will present the Louis Armstrong unit which will perform in Scandinavian folk parks.

Ken Remo does a week at the Skyway Terrace in Cleveland starting December 21. . . . Ruth Casey opens December 28 at Blinstrub's in Boston. . . . Pat Terry's new Jubilee platter will be released next week. The singer opens December 22 at the Flagship in Union, N. J. After that, he plays a week at Donny Dee's in Frankfort, N. Y. starting January 4. . . . Ardmore Music has taken over the publishing rights to "Don't Lead Me On" which has been waxed by Ernie Andrews for Trend Records. . . . Cleffer Phil Davis has started a new label, Pavis Records. First release features thrush Denise Lor. Earl Paul and Davis, who have written radio and TV commercial jingles, will write original material for the label.

"The Baion" has been cut by Morty Kraft for Essex Records. This makes the fourth recording of the tune. Others are by Paulo Alencar, writer of the ditty, on Coral; Tito Rodriguez on RCA Victor, and Joe Loco on Tico. . . . Henry Okun is handling record exploitation for Bill Heyer of Epic, and has taken over personal management and promotion for thrush Pauline Rodgers, who waxes for Original Records. . . . Bill Darnell's automobile was burgled outside of Lindy's last week (13) and the singer's clothes and musical arrangements were stolen. The musical arrangements were recovered later. . . . Chi Chi, petite Latin thrush, left for Miami this week for a vacation.

Alec Templeton Music has acquired the tune "His and Hers," associated with the title show starring Celeste Holm and Robert Preston, due for its Broadway box January 7. . . . Larry Green, Vox exec, leaves next week on an extended business trip with stop-offs skedded in Texas, Mexico, Louisiana, Georgia and Florida. . . . Danny Sutton opened at the Monte Carlo niter in Little Ferry, N. J., yesterday (11). . . . Paul Siegel, Rex Music, is back from Miami where he plugged recent waxings of "Magdalena."

Hollywood

Freddy Martin ork playing private parties prior to his opening at the Ambassador Hotel's Coconut Grove Wednesday (23). . . . Jack and Mary Ann Owens slated to sky to New York in connection with a promotion campaign on

their Decca etching of "Think." . . . Herb Spencer and Earle Hagen, of Music Service, Inc., notched renewals with the Danny Thomas and Ray Bolger TV shows last week. . . . Capitol records and Warner Bros. teaming for a promotion effort on their "Eddie Cantor Story" album and pic. . . . King Sisters and Alvin Rey ork into the Flamingo, Las Vegas, Nev., January 21. . . . Claude Gordon now waxing for Alma Records. . . . Maestro Dick Stabile breaks precedent by working a flicker without Dean Martin and Jerry Lewis. Pic is Irving Berlin's "White Christmas."

Sonny Burke-Les Brown's "Voices of Christmas" has begun its annual yule carolling in behalf of hospitals and charitable groups. . . . Tico-Rama Records chieftain George Goldner visited with distrib Irv and Paul Shorten, Allied Music Sales Company. . . . Jimmy Warren, Central Records Sales Company, has added a chicken ranch to his holdings. . . . Spike Jones ork sliced a brace of sides at RCA Victor last week. . . . Songscribe Vic Mizzy skies to New York following a series of motion picture confabs. . . . Second annual teen-age dance at the Palladium headlines Kay Starr, Vic Damone, Jerry Colonna, Mel Torme, the Lancers, Rhonda Fleming and Jeri Southern. Deejay Bob McLaughlin will emcee.

Chicago

Jules Malamud, sales manager of the Essex label, in town plugging Eddie Calvert's waxing of "Oh, Mein Papa" and Monty Kelly's version of "Granada." He informs that Dave Miller, prexy of the label, will again head for Europe in January for three or four weeks. . . . Stan Kenton in town for recording sessions at Universal Studios with Capitol. . . . Pete Hanley, singer on the Epic label, in town plugging his "Moonlight in Vermont" with the disk jockeys. . . . Ralph Marterie and his Mercury recording orchestra opened at the Melody Mill last week for a six-week stay. . . . Jean Kelly, calypso singer, opened for four weeks at the Blue Angel.

A cocktail party for Pearl Eddy, Mercury artist, was tossed by publisher Bud Brandom and Ed Ryan, owner of the restaurant where Pearl is appearing. Among Mercury personnel in attendance were Art Talmadge, Morris Price, Kenny Myers, David Carroll, D. Kilpatrick, Bonnie Kroll and distributor Henry Friedman. Also present was composer Lew Douglas. Many of the town's disk jockeys and radio station librarians attended.

Joe Delaney, of the new RCA label X, in town for a short stay. . . . Disk Jockey Mal Bellairs and his wife, Jo, became the parents of a boy last week.

FOLK TALENT AND TUNES

Continued from page 42

his best. . . . Hawkshaw Hawkins set for a spell of deer hunting in Southern West Virginia. . . . RCA Victor reissuing a brace of Slim Whitman wax, "Birmingham Jail" and "Wabash Waltz." . . . Jerry Osborne and his Western Boys held over at Denver's Zanzibar, where they've been appearing for the past six weeks. . . . Rocky Starr continues with his KOA, Denver, air show, with Jeanne Joy, Ed Barnette and Will Carson featured. Show is produced by station exec Jimmie Atkins. . . . Ace Ball a recent guest on Slim Willet's Saturday Jamboree, Abilene, Tex. . . . Melvin Mazy set to wax again soon, with the platters set for release shortly after the first of the year. . . . Jim Kirk and Ward Goodrich named to manage the operation of WMOP, Ocala, Fla., which opened recently.

WXGI's Brother Tommy, Richmond, Va., now doing a three-hour show on Saturday afternoons from the fashionable Oasis Restaurant just south of Richmond. Tommy guested record dealer Billy Bailey, Mac Wiseman and Tom Anderson on his first show, with Wilma Lee and Stony Cooper slated for his next. . . . Cowboy Joe Bisko now waxing for Chaw Manks Blue Ribbon Record Company. . . . Jim Rourk, WTMA, Charleston, S. C., recently tied the knot and continues with his country spinning,

having added an hour to his show. . . . Lee Bonds slated for a tour of the West Coast in January. . . . Jackie Osbourne guesting at WWVA, Wheeling, W. Va. . . . Cowboy Howard Vokes releasing his "This Thing Called Love." . . . George Popkins, WXGI, Richmond, Va., reports phenomenal success with his programming of sacred music on his show, "Pop's Country Store." Mail pull has been exceptional. . . . Holly Honfburg receiving congratulations for the promotion job of the recent Webb Pierce, T. Texas Tyler, Ferlin Huskey and Jean Shepard show at the Twin Falls (Idaho) High School. Acts played to a capacity house, with many turned away. . . . Garland Nash, steel guitarist for Joe Morris and the Silver Dew Boys, just released from the Army after serving two years. . . . Red Stephens, fiddle player for the unit, has been transferred to Fort Bragg, N. C., after completing basic training at Fort Jackson, S. C. . . . Tom Perryman, KSJ, Glade-water, Tex., has had his "Hill-billy Hit Parade" extended from 9 thru 1 p.m. across-the-board. . . . Tom recently appeared as guest d.j. on the WFAA Shindig Show in Dallas, along with the Davis Sisters, Arlie Duff, Bobby Williamson and Sonny James. . . . Bruce Wilson, WWP, Palatka, Fla., requests information concerning artists' routes,

their Decca etching of "Think." . . . Herb Spencer and Earle Hagen, of Music Service, Inc., notched renewals with the Danny Thomas and Ray Bolger TV shows last week. . . . Capitol records and Warner Bros. teaming for a promotion effort on their "Eddie Cantor Story" album and pic. . . . King Sisters and Alvin Rey ork into the Flamingo, Las Vegas, Nev., January 21. . . . Claude Gordon now waxing for Alma Records. . . . Maestro Dick Stabile breaks precedent by working a flicker without Dean Martin and Jerry Lewis. Pic is Irving Berlin's "White Christmas."

The Final Curtain

ARNOLD—Alasworth, 71, an actor for 47 years, December 18 at his home in Fort Wayne, Ind. He made his debut with a Chicago stock company in 1906, after which he toured with the Stuart Walker Players in the Portmanateau Plays. From 1913-1914 he was with the Crescent Stock Company in Brooklyn, N. Y. He appeared in the following Broadway productions: "Honest Liars," "Sam Abramovitch," "The Merry Wives of Windsor," "The Importance of Being Earnest" and "The Time of Your Life." His last Broadway appearance was in "Sunny River," which opened in December, 1941.

AVELLAN—Francisco, 58, pianist and composer, in Los Angeles December 17. Born in Valencia, Spain, he had lived in Hollywood for 20 years. Noted particularly for his compositions and playing of Latin music. Avellan played accompaniment for the Carman Amaya Dancers during their performance in the Philharmonic Auditorium, Los Angeles. Survived by his widow, Carmen, and a stepdaughter, Gloria.

BARNES—David Roy, 58, veteran concessionaire and shooting gallery operator, November 15 in the Bath Veterans' Hospital, Bath, Me. Survived by his widow, Hazel; a daughter, Thelma, and one brother.

BELMORE—Bertha, 70, British actress who appeared with W. C. Fields and Will Rogers in "Ziegfeld Follies," December 14 in Barcelona, Spain, of injuries received in a fall. A veteran of 60 years on the stage, both here and in England, she had appeared in scores of productions. Her debut, at 8, was in "Robinson Crusoe," at her native Manchester. In 1911 she came to the U. S. with Ben Greet's Pastoral Players, a Shakespearean troupe. On November 4, 1912, she made her bow here as Portia in "Julius Caesar" with William Faversham. She played "Snowboat," "Reunion in Vienna," "Johnny Belinda," "By Jupiter," "Antigone," "Caesar and Cleopatra." Her last appearance here was in "Gigi" with Audrey Hepburn in 1951-52.

BISHOP—Donald W., 50, in Columbus, O., November 26 of a heart ailment. Survived by his widow, Del; a brother, Edward, and a sister, Mrs. Kathleen Erwin.

BLACKBURN—Thillie E., 58, veteran tabloid and vaude performer, November 3 in McClellan Hospital, Xenia, O., after a lengthy illness. With her husband, George W. (Blackie) Blackburn, deceased was on the stage 40 years. She appeared with the original Keystone Comedy Trio in vaude, and later worked with her husband in stock, tent rep, tabs and med shows. For many years they operated their own tab revue, the "Million-Dollar Baby" Company, named after their daughter, Lucille, over the Gus Sun and Joe Spiegelberg tabloid circuits. Interment November 5 in Woodland Cemetery, Xenia. Surviving are her husband, who operates the Fix-It Key Shop in Xenia; her daughter, Mrs. Lucille Owens, New Orleans; a grandson, George Owens; a brother, Daniel Moyer, and a sister, Mrs. Mary Miller, of Palmyra, Pa.

BOETTCHER—Oscar, 85, father of film director Budd Boetticher, December 14 in Northridge, Calif. In addition to his son, he is survived by his widow, Georgia, and another son, Henry. Interment in Evansville, Ill.

CLARK—Melville, 70, inventor of the modern harp and a widely toured virtuoso on the instrument, December 11 of a heart attack at his music store in Syracuse, N. Y. He had given some 4,000 concerts in this country, in Canada and in England and appeared on many occasions with the late Irish tenor, John McCormack. The modern harp, which he invented in 1911 and began manufacturing commercially in 1913, was modeled after one owned by Sir Thomas Moore, the Irish poet, but with more tone and power. He was first president and treasurer of the National Association of Harpists, and at one time headed the National Association of Music Merchants. He is survived by his widow, Dorothy; two sons, Melville Jr. and Timothy, and a daughter, Dorothy.

In Loving Memory
Of My Dear Mother
MAREE MEERS DAHM
December 30, 1948.
ROBERT BROWN

DAVIS—Pearl G., 53, veteran carnival performer, recently in Goshen, Ind. Born in Sheridan, Ind., she spent most of her life in show business. She was the daughter of J. W. (Doc) Fancher, old-time ventriloquist, magician and med show operator. Early in her career she was a member of the Fancher Sisters, song-and-dance comedy act, and later she and her husband, Don D. Davis, had their own, "Dancing Dollies," in vaudeville. Besides her husband, she is survived by a son, Don Jr.; a daughter, Mrs. Garnett Boyd, Valdosta, Ga.; her mother, Mrs. Nora Fancher, Danville, Ind.; three sisters, Mrs. Ruby Finch, Mrs. Stanley Sark, LaPorte, Ind., and Mrs. Cecil Copeland, Danville, and three grandchildren.

. . . Al Clauser, KTUL, Tulsa, Okla., and his wife are recovering from their auto accident of some months ago near Alexandria, La. . . . Shorty Joe and Rob Radonich have teamed up for a new country show on KLOK, San Jose, Calif., and have added a live one-hour show originating from the Balconades Ballroom, San Jose. . . . Jim Wilson, WHOO, Orlando, Fla., visited with Curtis Gordon last week at his WKAB-TV show in Mobile, Ala.

ESPINOSA—Low, 58, veteran employee of Warner Bros. Studios, December 13 at his home in Sun Valley, Calif. He was a native of San Antonio, Tex. He joined Warner Bros. 30 years ago and for the past 20 years was telegrapher at the company's Burbank studios. He leaves a brother and sister in San Antonio.

FARRELL—Charles E. (Whitey), 43, talker and Girl Show operator, November 16 in New York of injuries sustained in an automobile accident. In recent years he had been connected with various carnivals, including J. J. Kirkwood, Virginia Greater and Harrison Greater shows. Survived by his widow, Betty; a son, James Raymond; his mother and a sister.

FOEHL—Mrs. Elmer E., 59, wife of Elmer E. Foehl, managing director of the Willow Grove Amusement Park, Philadelphia, and newly elected president of the National Association of Amusement Parks, Pools and Beaches, December 11 in Memorial Hospital, Abington, Pa. Other survivors include two daughters, Helen M. Foehl and Mrs. Girard G. Etheridge, Jr. Funeral services December 14 in Philadelphia, burial in Lawnview Cemetery there.

GORENSTEIN—Hyman, 69, retired distributor of advertising for the Keamco Company, Inc., Philadelphia, operators of the Standard and Royal theaters in that city, December 10 at the Albert Einstein Medical Center, Philadelphia. Funeral services December 13 in Philadelphia, burial in Har Zion Cemetery there.

HEATON—Mrs. Helen F., 75, former singer, December 14 in West Chester, Pa. She had been head of the vocal department at the old Sternberg School of Music in Philadelphia and at one time appeared as vocalist with Victor Herbert's orchestra. In addition to her son, who is a musician, she is survived by her husband. Funeral services December 16 in West Chester, with burial there.

HENDRIAN—Oscar G., 57, motion picture technical director, December 13 in Hollywood. Born in Detroit, Hendrian went to Hollywood 24 years ago. He is survived by his widow, Gladys; a daughter, Mrs. Charlotte Goodfellow, and one granddaughter. Interment in Chapel of the Pines, Hollywood.

HYMAN—William, 75, former owner of the Langhorne (Pa.) Speedway, December 12 at New Brunswick (N. J.) Hospital. He built the Langhorne track in 1926 and operated it for auto racing and other outdoor speed attractions for about five years. He was the founder of Hyman's Inlet Restaurant in Atlantic City, famous resort eating place, and owned the one-time Windsor Hotel, famous theatrical hotel in Philadelphia. A son and a daughter survive. Funeral services December 13 in Philadelphia, burial in Adath Jeshurun Cemetery there.

IN LOVING MEMORY
Of My Dear Mother
GRACE E. McVEY
January 1, 1950.
JOY McVEY BROWN

PALMER—Max, 71, former Viennese industrialist and father of actress Maria Palmer, December 9 in Hollywood. He came to America about 14 years ago. Also surviving is his widow, Mrs. Elizabeth Palmer. Interment in Forest Lawn Memorial Park, Glendale, Calif.

PERSIN—Max, 65, former chorus master with Oscar Hammerstein's Manhattan Opera Company, December 15 at his home in the Bronx, N. Y. From 1912-30 he was on the faculty of the Malkin Conservatory of Music. For the last 16 years he had taught at the Chatham Square Music School. Among those who studied theory and composition under him were William Schuman, president of the Juilliard School of Music, and Samuel Chotzinoff, general music director for the National Broadcasting Company.

SARNO—Hector V., 73, character actor, December 16 at Los Angeles. He played in early movies with Lionel Barrymore, Norma Talmadge and others. Among his credits: "Girl of the Golden West," "Ashes of Vengeance" and "Song of Love."

SCHUBERG—John Albert, 79, pioneer motion picture exhibitor in Canada, December 13 in Vancouver, B. C. In 1898 he screened the first motion pictures shown in Vancouver; the theater, an empty store, the feature, a newsreel sequence of Spanish-American War scenes. He retired as an exhibitor 12

years ago, and was honored last year by the Canadian Picture Pioneers at Toronto. His widow, three sons and two daughters survive.

SLESINGER—Stephen, 53, producer of television film, of a gastric hemorrhage at Cedars of Lebanon Hospital, Los Angeles, December 17. He was the founder and owner of Stephen Slesinger Productions, Inc., of Hollywood. He also owned two firms in New York which deal in cartoon books and strips. Survived by his widow, Shirley, and an infant daughter.

SMITH—James E., 58, veteran outdoor showman, recently in Florida. A native of Boston, he was a member of that city's police department before entering show business. For many years he tramped with circuses, including Ringling Bros. and Barnum & Bailey, Sells-Floto, Hagenbeck & Wallace, Gentry Bros., Patterson Bros. and Tom Mix. After leaving the circus field, and up to the time of his death, he did a comedy auto act at fairs. Survived by his widow, Alice, and a son, Jimmy.

STOLIA—Joseph, 61, killed instantly December 10 when a tractor fell upon him. A Detroit theater owner for some 30 years, he operated the Circle Theater in suburban Dearborn for 16 years prior to his death. At various times he had an interest in the Casino, Fordson, Aiden and Midway theaters in Detroit and Dearborn. Survived by his widow, Victoria; two daughters, Mrs. Leona Pope and Jane Stolia, and two sons, Richard A. and James R. Stolia. Interment in Evergreen Cemetery, Detroit.

THOMPSON—Collins, 78, believed to be the last surviving member of the board of directors of the 1904 St. Louis World's Fair, of cancer December 15. He is survived by his widow and three sons. An investment banker, he had been in semi-retirement since 1948.

WADDELL—Carl (Karlo), 59, veteran circus clown, November 26 in Los Angeles. During his more than 40 years in show business he traveled with many circuses, among them Clyde Healy and Polack Bros. Eastern Unit. He was also a member of the Circus Clown Club. Survived by his mother and one sister, a nun, Sister Abilia. Burial in Holy Cross Cemetery, Culver City, Calif.

WALLACE—Morgan, 72, former actor and playwright, December 12 at his home at Tarzana, Calif. As an actor Wallace began his career after graduating from the American Academy of Dramatic Arts, with New York stock companies. Later he toured extensively, and appeared with such early luminaries as Lillian Russell, E. H. Sothern and Julia Marlowe. During World War I he established theaters in Army camps; during the second war he managed USO camp shows. He wrote a comedy, "Congratulations," which played the National Theater in 1929 with Henry Hull. In recent years he had played film roles. He is survived by his widow, Louise.

WARDELL—John, 75, veteran doorman at the Loew-Poll-Palace Theater, Bridgeport, Conn., December 9 in that city. Survived by two sons, John, Lordship, Conn., and Howard, Providence, R. I.; a sister, Mrs. Millie Holett, Ossining, N. Y. Burial December 12 in Lawncraft Cemetery, Bridgeport.

WEADICK—Guy, 68, former manager of the Calgary, (Alta.) Stampede, December 18 in Phoenix, Ariz. (Details in Outdoor section.)

WETZELS—Joseph, 57, principal cellist with the Utah Symphony Orchestra, December 14 in Salt Lake City. Belgian born, he studied a broad and taught at the State Conservatory at Bilbao, Spain. In 1928 he founded the Belgian String Quartet, which toured Europe and the United States for many years.

WONG—Wing Fu, baritone and actor, December 8 in Los Angeles. He had traveled throughout the U. S. and Mexico on concert tours. He leaves two sisters, Mrs. Lily Quan and Gladys Wong, and a brother, Robert. Interment in Chinese Cemetery, Los Angeles.

IN LOVING MEMORY
OF MY SISTER
"DOT"
COLLEEN

IN MEMORY OF MY BELOVED WIFE
DOT AGNES
WHO WAS TAKEN FROM ME
DECEMBER 24, 1945
O. J. (WHITEY) WEISS

SEEK NEW AGE GROUPS

Moppet Spots a Growing Factor In Building Sales of Major Units

NEW YORK, Dec. 19. — A re-
viving interest in major rides at
the trade show sponsored by the
National Association of Amuse-
ment Parks, Pools and Beaches
in Chicago probably reflected the
need for new and replacement
units to tempt a somewhat dulled
clientele and also the growing
awareness on the part of kiddie-
land operators that they can bridge
the age gap between the small
fry and teen-agers with a couple
or more of the big devices.

Manufacturers were pleasantly
surprised by the interest shown
in and the orders placed for their
major units. A continuation of
the trend could possibly lead to
a revival of inventiveness in this
field—a phase that found small
encouragement in recent years as
the emphasis was largely centered
in the juvenile units.

Several operators of kiddie-
lands voiced their desire to add
two or more major units both be-
fore and during the Chicago
meetings. Those spots established
for three or four or more years
have watched their initial pa-
trons grow out of the pint-sized
units. Many have younger sisters
and brothers whom they now ac-
company to the kiddie spots in
the tow of parents. Unfortunately
for the operator their interest in
the miniature units wanes as they
grow older and the intermediate
or major rides that would now

attract them are missing for the
most part.

A profitable operational phase
can result from the addition of
several major units, many opera-
tors believe. The addition of big
rides could possibly extend the
age limits of its potential patron-
age thru the high school years
rather than limiting the clientele
to the lower grades of elemen-
tary school as is now the case.

Regardless of the feasibility of
adding big rides many funspots
will have to forego even the
serious thinking stage because of
space limitations. Any number
of kiddie installations were liter-
ally squeezed into cramped quar-
ters to take advantage of highly
concentrated housing areas.

Others contemplating the addi-
tion of major units would face
up to the problem of having to
relinquish part of their parking
areas to make room. In virtually
(Continued on page 50)

At-Home Visits To Congressmen Urged by Batt

Says Holiday Period Is Ideal to Present Need for Tax Relief

NEW ORLEANS, Dec. 19.—
Harry Batt, chairman of the legis-
lative committee of the National
Association of Amusement Parks,
Pools and Beaches, this week
called upon those in outdoor
amusement industry "no matter
how large or small, to avail
themselves of the opportunity to
present the industry's need for
relief from the 20 per cent federal
tax to their congressmen back
home for the holidays."

"This is the period when many
will have an ideal chance to put
over the industry's point of view,"
Batt emphasized. "I urge every-
one to follow up such personal
visits with letters to their con-
gressmen so that they will have
reminders."

Batt reiterated the belief that
"if every segment of the amuse-
ment business goes to work, we
will get some consideration in the
next Congress."

SOME DRASTIC CHANGES

Federal Agency Mulls Sanitation Code Embracing Outdoor Fields

NEW YORK, Dec. 19.—A study
of sanitation as it applies to all
traveling outdoor shows, reportedly
now underway by the United
States Public Health Service, may
lead to the setting up of an admin-
istrative health authority backed
by a code of practices that would
give it almost unlimited control
over the appearances of all mobile
units.

While a great many of the regu-
lations contained in the proposed
code would be elemental in nature
and in keeping with the sanitation
efforts commonly practiced by
most, if not all, units, others would
be so restrictive as to make it im-
possible for certain units to con-
tinue in operation.

For instance, such staples of

cookhouse operation as ham, roasts,
fowl and calads, as well as custard
and cream-filled items, would be
banned from service to the public
on the basis that they can cause
staphylococcus-type food poison-
ing.

Disposable Plates

Only foods that could be pre-
pared, wrapped and suitably stored
in a permanent establishment
would be approved for sale to the
public, except for special approval
from the administering authority.
Only single-service (paper) cups,
dishes and implements would be
allowed. Additionally, spoons,
forks, etc., would have to be in-
dividually wrapped.

Frozen custard, snow cones and
the like would have to be prepared
in fully equipped portable rooms
capable of meeting all regulations
applicable to permanent facilities.

The proposed administrative
authority would have jurisdiction
over carnivals, circuses, exhibi-
tions, and camp meetings. The
latter are regarded as formal
groupings of persons whether or
not they include attractions or
food concessions. All fairs are in-
cluded under the term "exhibi-
tions."

Ask Permanent Sites

It is likely that the study will
include a proposal for the devel-
opment of permanent sites for use
by traveling shows. Ideally, these
would include partial pave-
ment, separate trailer areas, per-
manent utilities connections, rest
stations, permanent food service
and storage buildings, sewerage
connections, etc.

The housing and care of animals,
the feeding of show personnel, the
disposal of waste materials and
toilet facilities are all subjects
slated for study.

Toilet facilities would have to
be equal to permanent, indoor fa-
cilities. It is thought that one unit
would have to be provided for each
300 persons with the facilities
equally divided between those for
women and those for men and the
total number of units based on the
maximum anticipated attendance.

Hand Pyro Inks Fredericton, N. B.

COOKSVILLE, Ont., Dec. 19.—
T. W. Hand Fireworks Company,
Ltd., has been awarded the '54
pyro contract by the Fredericton,
N. B., fair, W. R. (Bill) Hand,
announced. Ray Crewdson, man-
ager of the exhibition, signed for
the annual.

Brown Named Manager Of Hawthorn Bear Acts

CHICAGO, Dec. 19. — Vic
Brown, local booker, has been
named business manager of the
three bear acts owned by Haw-
thorn-Melody Farms, in nearby
Libertyville. John F. Cuneo Jr.,
is owner of the acts.

McIntosh Defers Comment on Hamid Blast Over Dodds

IAFE Prexy Says Statement Awaits Views of Members of Committees

BIRMINGHAM, Dec. 19. —
R. H. McIntosh, recently elected
president of the International
Association of Fairs and Exposi-
tions, this week deferred com-
ment on the charge leveled
against him by George A. Hamid
for removing Bligh Dodds as
chairman of the committee in
charge of government relations,
including tax legislation.

"The IAFE is not a one-man
operation," McIntosh said. "Since
receiving Mr. Hamid's letter (in
which the charge was made), I
have circularized members of the
association's committees on gov-
ernment relations and tax legis-
lation and I have sent committee
members a copy of my response

to Mr. Hamid. Until such time
as members of these committees
have apprised me of their re-
actions, there will be no com-
ment."

Hamid, in his charge, had said
"that Dodds had done more than
any other individual for the IAFE,
thru his efforts in having the
federal excise tax removed from
the gate admissions at agricul-
tural fairs." He maintained con-
tinuity of leadership should not
have been broken, especially at
a time when only a month re-
mains before Congress will again
meet.

Hamid in his letter asked Mc-
Intosh to reconsider the removal
of Dodds.

The association's tax legisla-
tion committee is a new one,
stemming from the recent Chi-
cago convention at which McIntosh
was elected president. Himself
a veteran on the Washington
scene, McIntosh serves as chair-
man of the committee.

Guy Weadick, Former Calgary Manager, Dies

HIGH RIVER, Alta., Dec. 19.—
Funeral services were held here
this week for Guy Weadick, 68,
producer of the first Calgary
Stampede and manager of the
annual for 10 years, who died
Monday (14) in Phoenix, Ariz.

Weadick came to Calgary from
Wyoming in 1912 to stage the
first Calgary event and in 1923
was named manager of the stam-
pede, holding the position until
1932. Between 1912 and 1923 he
and his wife, Flores Ladue, toured
the Orpheum Circuit as trick
ropers. Mrs. Weadick, who died
two years ago, was at one time
the world's trick and fancy roping
champion.

In 1950 he retired and moved
to Phoenix where he established a
permanent home.

FAST BUT FRUSTRATING

Plenty Headaches in Jungle Roller Coaster

NEW YORK, Dec. 19.— Prob-
lems of a Roller Coaster builder
in Central America are just about
the acme in frustration, according
to Bill de L'horbe of the National
Amusement Device Company. In-
termittent go-aheads and dead-
ends featured the erecting of a
National coaster in Guatemala in
October, he said.

De L'horbe was queried in May
by Bernard Rorem, of Consoli-
dated Business Surveys, Guate-
mala. The Latin republic had
scheduled a National Fair for Oc-
tober and wanted amusement
rides. Could de L'horbe give the
name of a Roller Coaster manu-
facturer?

Several long distance calls re-
sulted in the agreement that
de L'horbe would gather informa-
tion on leading makers and bring
it to Guatemala, with the govern-
ment to take its pick.

CELEBS TO GET ELEPHANT RIDE ON PREEM NITE

NEW YORK, Dec. 19. —
Celebrities will ride up to
a world premiere in a new
manner Tuesday night (22)
when "King of the Kyber
Rifles" opens. Twentieth
Century-Fox has hired
George Wendelken's mech-
anical elephant, Wendy, to
carry the celebs up to the
marquee in place of the con-
ventional limousine. The ele-
phant, stored in a 215th
Street garage, will be toted
downtown on a trailer and
unloaded on a side street.

Other business prevented de
L'horbe from taking the ride in-
formation down, but the trip was
made instead by National's
founder and president, Aurel
Vaszin. Vaszin was royally treat-
ed at the home of the job super-
visor, former Guatemala City
Mayor Martine, and inspected the
site for the proposed ride, which
was a jungle gully. The govern-
ment chose National's Roller
Coaster and paid out the money
as required.

National sent down Eddie Lies,
of Providence, a leading Coaster
engineer, with a full package of
electric tools. This is what he
found:

The Guatemalans had designed
and started on a highway thru
the gully where the Coaster was
to be.

There was only enough power
for the use of one electric tool at
a time.

Fifty painters and 150 carpen-
ters had been signed for the
job, each as an independent
contractor.

The carpenters formed groups,
each contracting for responsibil-
ity of a certain section of track.

The jungle provided ample
supplies of cypress and pine, but
all timber had to be hand cut and
ox-carted to the scene. Work
gangs labored around the clock,
with thousands of natives rubber-
necking around the project and
walking off with timber and tools
as fast as they were laid down.
At one time workers struck for
portal-to-portal pay for the four
hours it took them to get to the
job. A compromise was reached
on that issue.

One morning Lies awoke to
find a gang had grabbed a pile of
(Continued on page 57)

GOVERNMENT BAN

Balloon Sales Up In Air Sans Helium

NEW YORK, Dec. 19.—No end
is in sight to the government's
nearly-nationwide ban on the use
of helium for amusement bal-
loons. Cylinders of the stuff can
be bought openly in the Kansas
City, St. Louis, Texas, and Louis-
iana districts, but not elsewhere.
In other areas, notably the East,
a slight number of black market
sales have been reported, but
there is no evidence of an organ-
ized operation.

The stoppage has had its effect
on the balloon industry. With
the amusement season over, the
helium curtailment has hit hard-
est at the street and store workers
who have been looking forward
to the holiday spurt in balloon
buying.

Pioneer Rubber Company,
whose plant is in Willard, O.,
says its sales have held up thru-
out the nation. But a change in
retailers' operations is noted by
both the Oak Rubber Company
and the Toy Balloon Company.

Deflated Balloons Chosen

Oak Rubber says sales of "cat-
head" helium-type balloons have
dropped, while those of oxygen-
inflated spiral models have in-
creased. Many salesmen who
specialized in floating balloons
have turned to the latter type,
Oak Rubber says, and are plying
busy locations with huge, blown-

up "worker" samples while hand-
ing out smaller, deflated balloons
to buyers. The firm's plant is in
Ravenna, O.

Another way salesmen are
skirting the ban is to increase
their sales of oxygen-inflated
balloons on sticks, according to
the Toy Balloon Company of New
York, which makes both balloons
and its own helium-oxygen mix-
ture. The mixture is being pro-
duced in normal quantities since
it is made with a small propor-
tion of helium. Toy Balloon uti-
lizes waste helium from cylinders,
in making its gas.

The firm reports a surge of re-
quests for its mixture since the
ban on pure helium went into
effect in September, but says it
can barely meet requests of its
regular customers. Its mixture
admittedly lacks the buoyancy
and lasting ability of pure helium.

Government Diverts Supply

The government owns the heli-
um patent, the tank cars used for
transporting the gas, and the cy-
linders in which it is sold to bal-
loon salesmen and other small
users. Major supplier is Air Re-
duction Company, Incorporated,
which was ordered in September
to confine tank car shipments to
industrial firms and those with
government contract numbers
(Continued on page 48)

NEW! KIDDIE RIDES

- ★ Rodeo Ride
- ★ Choo Choo Ride
- ★ Speed Boat Ride
- ★ Kiddie Auto Ride
- ★ Rocket Ride
- ★ Pony Cart Ride
- ★ Army Tank Ride
- ★ Miniature Trains

KING AMUSEMENT CO.
Mt. Clemens, Mich.

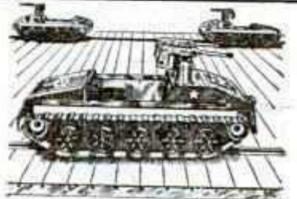
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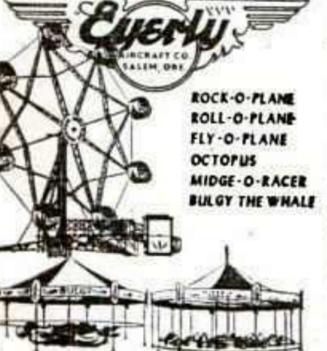
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Club Activities

Hot Springs Showmen's Association

De Soto Hotel, Hot Springs, Ark.

Ladies' Auxiliary

The December 10 meeting was called to order by President Vivian Zimdars. On the rostrum with her were Caroline Holt, first vice-president; Pearl Weydt, second vice-president; Ethel Booth, treasurer; Billie Owens, secretary, and Daisy Fritts, club mother. Invocation was given by Chaplain Marion Shuford.

Mildred Beach and Lois Benjamin were accepted as members. In a report by the ways and means committee, Chairman Martha Wagner announced the donation of a white stole by Rose Kahn and a chaffing dish by Jennie Gloth, Mirian Sands and Betty McDermott, to be raffled off at the New Year's Eve party. Elsie Powell, chairman of the Lakewood Home Christmas party, announced that gifts are to be delivered to the home December 23. Rosalie Martin attending her first meeting. Rose Cutler, chairman of the night lunch committee, turned in \$18.55. The night award, donated by Jean Bennett, was won by Rosalie Martin.

Annual installation banquet was held December 13 in the Terrace Room of the Southern Club. The following were installed by Mrs. Pearl Weydt, who officiated; Mrs. Caroline Holt, president; Mrs. Jackie Wilcox, first vice-president; Mrs. Mattie Bybee, second vice-president; Mrs. Ethel Booth, third vice-president; Mrs. Bonnie Wheatley, secretary; Mrs. Irene Ogle, treasurer; Elsie Powell, warden; Marion Shuford, chaplain, and Daisy Fritts, club mother. Mrs. Clementine Moss was toast-mistress. Hot Springs' Mayor Floyd Housley was guest of honor. Other guests included Mrs. Housley; Mrs. C. Floyd Huff, wife of Judge Huff; Mrs. Lloyd Darnell, wife of Judge Darnell and president of the local Business and Professional Women's organization; Mrs. H. A. Tucker, wife of the prosecuting attorney; Mrs. Will Lowe, wife of the Garland County sheriff; Mrs. Myra Jackson, wife of the city clerk; Mrs. Edith Conklin, Canadian representative; Mrs. A. D. Shelton, wife of the city attorney; Mrs. Ray Owen, wife of the tax collector; Mrs. Clarence Miller, president of the Emblem Club; Mrs. Alden Mooney, owner-editor of the Sentinel Record; Mrs. Johnny Sue James, representing the VFW; Mrs. Ruby Brandenburg, Arkansas State Education Committee; Mrs. Emily Goslee; Mrs. Sadie English, senior regent of the Moose; Mrs. Captola Glazner, Chamber of Commerce; Mrs. Billie Riley and Gordenella Williams.

Retiring President Zimdars was escorted to the rostrum by Sharon Gamble and Toni Scott, pages. The incoming president, Mrs. Caroline Holt, was escorted by her daughter, Sharon, and Vicki Scott. Olga Glosser was page in installation ceremonies. Nancy Moss presented gifts to outgoing officers. Highlight of the evening was the candlelight ceremony honoring eight clubs thruout the country. Virginia Gamble represented Chicago; Blanche Sprinkle, Kansas City; Sybil Lashbrook, St. Louis; Rose Kahn, New York; Jennie Gloth, Miami; Marie Sorensen, Dallas; Lela Howey, Tampa, and Caroline Holt, Hot Springs. Entertainment was supplied by Ray Edelstein, piano, and Dudley Bumpass, Little Rock singer.

Installation committee was headed by Yorla Goldston, chairman, and Jackie Wilcox, co-chairman. Committee included Lillian Bowman, Marion Shuford, Martha Wagner, Junior Ray, Virginia Gamble, Rose Kahn, Millie Wilson, Ethel Cutler, Jessie Anderson and Lucille Donoffio. Elsie Powell was chairman of the committee serving refreshments at the open house following the installation. The affair was attended by 250 people. Music at the open house was supplied by Ralph Porter's band.

J. B. (Jim) Cross, member of the Calgary (Alta.) Exhibition and Stampede directorate, will be presented with a trophy by the Alberta Fish and Game League in February for the greatest contribution to the advancement of hunting and fishing in the province during the past year.

Caravans, Inc.

P.O. Box 102, Chicago
CHICAGO, Dec. 19.—Twenty-four members turned out to greet the new officers headed by President Veronica Potenza. Also on hand were Eva LeRoy, first vice-president; Marianna Pope, second vice-president; Josephine Haywood, third vice-president; Wanda Derpa, secretary, and Pauline Grey, treasurer. Irene Coffey, chaplain, delivered the invocation.

Correspondence was read from Bess Hamid, Frances Berger and Pat O'Brien and Christmas greetings from Helen Wettour, Myrtle Hutt, Pat Seery and Claire Sopenar. Marie Dornfield and Violet Affrunti attended their first meeting. Back after absences were Isabel Brantman, Mary Stutzke, Mollie Raymond, Frieda Rosen, Ann Graebert and Martha Marts. Stella Maturo was reported ill at her home and Rose Jarboe was also on the sick list.

Members were saddened by the death of Edna O'Shea Stenson. New members are Sally Brown, Mrs. John Campi, Mary Caughey, Betty Davis, Tinh DeCarlo, Mary Delaney, Helen Fields, Myrtle Geter, Lynn Greco, Helen Julius, Madonna R. Lesh, Virginia McGee, Leona J. Miller, Leona Plas, Martha St. John and Essie Tate.

Show Folks of America, Inc.

145 Turk Street, San Francisco

SAN FRANCISCO, Dec. 19.—The regular meeting was called to order Monday (7) by Charlotte Porter, first vice-president. Other officers present were Albert Roche, corresponding secretary, and Bonnie Townsend, recording secretary.

Rueben Williams, a charter member, is in the Marine Hospital and expects to remain there for some time. Word was also received of the death of Ruth Pascoe, sister of Sam Landesman. Art Craner, who suffered a stroke recently, has made remarkable improvement and expects full recovery.

Clubrooms have taken on an air of Christmas and are gayly decorated. Lavish plans are being made for the annual Christmas dinner and Tony Suleski, chairman, and Joe Richards, co-chairman, are hard at work planning a special menu.

Reports from the banquet and ball committee promise a wonderful evening January 9 at Barnum's at the Beach. Installation of officers is to be held the same evening.

Greater Tampa Showmen's Association

Ladies' Auxiliary

President Bette Rodgers was in the chair at the regular meeting, assisted by Virginia McGee, Hazel Maddox and Esther Young, first, second and third vice-presidents respectively; Grace Fillingham, secretary, and Elise Owens, treasurer.

All members connected with the recent bazaar were given a vote of thanks by the membership, and the Clover Garden Circle was thanked for its floral arrangements for each week's meetings. Flo Venner and Dorothy Crawford were in charge for December. Bertie Perrot, chair-

National Showmen's Association

317 West 56 Street, New York

President Joseph A. McKee conducted his first meeting December 9 at which he named his committees. Several applications were put thru at the meeting, to show the beginning of a fine year of support under his leadership. It looks like Sam Peterson is starting off to work for a gold life membership card, as he has just turned in the following applications: Eugene F. Keane, Anthony Guiliano, David Gambardella, Harry Lipschitz, Frederick Swan and Sam Wertheimer. And Saul Steinman has been proposed by Max Tubis.

The shut-in members have been sent a generous Christmas check from the shut-in committee. The sick list now includes Frank Blatzky, at James Ewing Hospital in New York City, and Charles Reich, ill at home.

The next meeting will be Wednesday (23) and at the close of the meeting the men are invited to attend a Christmas party to be given by the Ladies' Auxiliary.

Recent visitors have included Max Miller, Max Goodman, Max Cooper, Morris Vivona, Morris Gustow, Saul Shaw, Benjamin Levin, Irving Merson, Joseph Prell, Joseph Amico, Edward G. Keck, Ben Merson, Steve Libitz, Harry Gold, George Hoar and Charles Buchbaum.

man of the garden group, announced the circle was holding a Christmas party for mentally retarded children at Drew Park.

Named to the nominating committee were Mary Wenzik, Helen Julius, Vickie San Fratello, Mary Delaney and Bonnie Norman from the board. Representing the membership are Olive Sprague, Evie Belew, Ann Derango and Monica Bares.

An electric mixer, donated by Morosa Herman, was won by Virginia Gallagher. Vera Hauck and Ida Rovitz served refreshments to the 110 members present.

Season's Greetings to our Many Friends



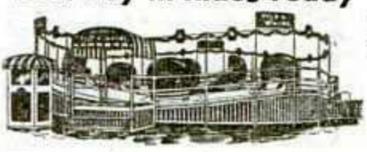
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Balloon Sales Up in Air

Continued from page 46

and priority ratings. The ban was imposed when a shortage affected welding on Navy orders. Helium is manufactured by the Bureau of Mines in Amarillo, Tex., and shipped in tank cars to Air Reduction's plants in Bound Brook, N. J. and Lima, O., where it is normally put in cylinders. But since the ban, no cylinders are being filled. Areas close to Amarillo can ship cylinders there and have them filled and returned. But the expense of doing this is too great for users of cylinders elsewhere in the nation.

Air Reduction, in addition to many major industrial customers, services the major store chains, such as Woolworth's and Macy's. It says the last major amusement shipment after the ban was for Macy's Thanksgiving Day parade, for which 250 cylinders were used, each containing 260 cubic feet. Depending on the way it is used, each cylinder will inflate from 400 to 600 balloons of the No. 9 size, Oak Rubber says.

Illegal Sales at \$25-\$30
Retail price of the cylinders hereabouts is about \$16.50, and it is reported that from \$25 to \$30 was paid on the black market, by some concessionaires in the East who work stores. Air Reduction concedes that some cylinders with its label have been spotted in stores, but says it has no knowledge of how the concessionaires got the gas.

Helium firms and novelty jobbers expressed relief that the government's action did not affect business done during the past fair season. The floating, bobbing inflated balloons are the fastest moving type, and are sold in far greater quantities than those affixed to sticks. Clusters of floating balloons are frequently used to stimulate sales by carnivals, fairs and circuses, as well as by commercial establishments. Altho there is no hope for early

relaxing of the restriction, suppliers of government-made helium are reported pressing the government to revert to a bottled product wherever possible on defense orders. The idea is to have released some more of the vital tank cars in numbers that would allow filling of cylinders for balloon salesmen.

Air Reduction is the major supplier of helium for balloons, thru its two bottling plants and its subsidiary, the Ohio Chemical & Surgical Equipment Company. But the amount of its gas used for amusement purposes is an extremely small proportion, so it is striving to have the government order relaxed to benefit balloon-sellers.

2 Sentenced In Fireworks Bribery Case

HARTFORD, Conn., Dec. 19.—A Wallingford fireworks manufacturer and Litchfield legislator were each given suspended one-year sentences on bribery charges Tuesday (17). Each was also fined \$1,000.

The State claimed Clifford B. Backes gave Republican State Representative William J. Foord a \$1,500 bribe in 1951 to introduce a bill to control the sale of fireworks so that "salutes" two inches long and seven-sixteenths of an inch in diameter, or larger, would be prohibited in Connecticut. The State said the bill, which passed, favored Backes' firm because it was the only one geared to produce the smaller salutes.

Backes and Foord claimed the \$1,500 was for legal services and denied there was any monopoly.

WLW Talent Plays 475 Dates in '53

CINCINNATI, Dec. 19.—WLW Promotions, Inc., talent booking division of Crosley Broadcasting Corporation, handled 475 engagements and nearly 2,000 acts this year, according to Ken Smith, general manager of the division. The bookings included fairs in Ohio, Indiana, Kentucky and Pennsylvania.

Talent included Bonnie Lou, King recording artist who has been named by Country Song Round-up magazine as the fastest-rising female (singing) artist; Vic Bellamy, Willie Thall, Herb and Kay Adams, the Trailhands, Jimmy Walker, Buddy Ross, Charlie Gore, Geer Sisters, Pine Mountain Boys, Kentucky Briarhoppers, Judy Perkins, Jack Rogers, Marian Spelman, Ruby Wright, the Downhomers, Rom Desmond, Cliff Lash orchestra and Dick Hageman.

Alta. Rodeo Assn. Names Officers

STETTLE, Alta., Dec. 19.—Officers of the Central Alberta Stampede Association follow: President, Pete Gourand, of Hardisty; secretary, Mrs. F. M. Stuckey, Stettler; treasurer, Archie McDonald.

The annual meeting approved the following dates for 1954 shows: Hanna, June 2; Hand Hills, June 9; Hardisty, June 11-12; Lousana, June 23; Ponoka, June 30-July 1; Stettler, July 2-3; Lacombe, July 20-21; Bruce, July 21; Benalto, July 21-22; Czar Lake, July 28; Stony Plain, August 2; Barrhead, August 25; Sandy Lake, August 27, and Cochrane, September 6.

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Replacements, Numbered Balls, ea. . . 30
3,000 Jack Pot Slips (strips of 7 numbers), Per 100 . . . 1.25
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3,000 Small, Thin "Brownie" Bingo Sheets, 5 colors, loose only, no pads, size 4x5. M. 1.50
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Cardboard Strip Markers, 10 M for Rubber Covered Wire Cage with Chute, Wood Ball Markers, Master Board; 3-piece layout for . . . 15.00
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Each change of wording and color add \$5.00. For change of color only, add \$1.50. Must be even multiples of 10,000 tickets of a kind and color.
Tickets Subject to Fed. Tax. Not Show Name of Place. Established price, 1¢ and Total. Must be Contractually Booked from 1 up to 1000 your Last Show.

MAKING 3 AUD DATES

Olsen, Johnson Open 'Whotta Nite' Revue

PORTLAND, Ore., Dec. 19.—The roadshow version of the new Olsen and Johnson revue, "Oh! Whotta Nite!," was unveiled for the first time when it played to well-filled houses at Public Auditorium here this week. The revue, with a wide variety of comedy, brought more laughter than Portland audiences have enjoyed for a long time. The show closed a three-night stand Tuesday (15).

Altho some of the numbers have been staged in Las Vegas and Reno, Nev., the last half of the show debuted at Portland.

The show was a "first" also for its Portland booker, United Attractions, new firm headed by Al Forman, Associated with Forman is Duane-Hennessy. United booking will carry the revue to Seattle for the Orpheum Theater December 16-19, and to the Georgia Auditorium at Vancouver, B. C., December 25-31.

Aim for Broadway

John S. (Ole) Olsen, partner in the team, said the show was still in the formative stage with changes to be made as audience reaction dictates along the road. Rough spots are expected to be smoothed out by the time it hits Broadway in the spring.

After Vancouver, B. C., the itinerary calls for a three-week stand at the Curran Theater in San Francisco, beginning January 4 and to be followed by three days at the Auditorium in Oakland, Calif. The show then moves to New Orleans for seven days in the Civic Theater, beginning February 1. A Florida date also is planned.

Zany, Fast Pace

The Portland performance comprised 21 numbers, ranging from blackout skits to production numbers. Marty May opens with an "Interruption" that sets the zany tone for the fast-paced comedy to follow. June Johnson, daughter of Chic Johnson, stars in the next number, "If It Hadn't Been for You," a song routine that brings on most of the cast.

The stars of the show, Olsen and Johnson, first appear in "This Is a Life?" a television take-off that uses the comedy talents of Olsen's son, J. C. Olsen, a mime of cadaverous mein. The Beachcombers with Natalie take a turn that proves to be a favorite with the audience.

"Dragnet," "Lucy" Spoofed

A skit, "Gagnet," uses Olsen and Johnson, their son and daughter and Marty May to burlesque the well-known TV show. Another TV take-off was "Call for Philip Morris" with Olsen and Johnson, June Johnson, May and Maurice Millard. It dealt with not what you'd think but a parody on "I Love Lucy." Marty May went into an accent to portray "Ricky," and Chic Johnson donned a red wig to enact the part of "Lucy," toting a baby doll that also has a red wig.

Beverlee Dennis, songstress with featured billing, won applause with her comedy portrayals, especially "Chorus Girl's Lament." She was enjoyed more as a comedienne than for straight vocalizing. The Jon Gregory Dancers, utilized in several numbers, proved to be a talented group.

Vaudeville lived again when Chic Johnson and Marty May appeared in "The Flower Song," a pantomime and song routine that depended largely on double entendre. Just about everybody got

into the act for "Sadie Hawkins Day," a fast-moving song and dance with the costumes and humor of Dogpatch. The bluest number in the show was titled "Lumiere Rouge Sur La Rue Pigalle." Many found it rollicking if not in the best of taste.

Production Slows

The most ambitious production of the show, "The Girl in the Big Red Hat," fell a little flat. The most interesting part was the modern music by Jerry Graff and Harry Ruskin, and the Jon Gregory Dancers did some enterprising work. The number did serve to change the pace of the show, but the whole thing seemed drawn out.

Psychiatric treatments took a little spoofing in the number, "Inside of You," which provided a lot of laughs plus a few smirks. The song and dance of college life was staged in "48 Hours to Live."

The Mazzone-Abbot Dancers proved to be at least as acrobatic as terpsichorean in "Monmarte Madness." The house band rose to its greatest decible heights to accompany this number, which was well received.

"Hellzapoppin'" Again

The show closed in true old-time Olsen and Johnson spirit with "For Old Times Sake," in which stooges worked from audience stations to amuse, bewilder and frighten paying customers. The appeal was to those who enjoyed "Hellzapoppin'," but it clicked with the newer theatergoers as well.

The show even gave billing credit to Winchester ammunition, of which there was considerable use. Musical director is Antonio Morelli, who ably conducted a group selected largely from the Portland Symphony Orchestra. Publicity is under direction of Stanley Seiden. Jerry Franks is manager for Olsen and Johnson. —BUFORD SOMMERS.

Canton Gross Off for Waring

CANTON, O., Dec. 19.—Fred Waring and His Pennsylvanians drew a slow 2,836 persons at Canton Auditorium December 6. LCL Presentations, Inc., handled the date, with a scale of from \$1.50 to \$3.70. Officials said one reason for the small turnout was that the show came so close on the heels of record-breaking business for an ice show.

A disagreement between local concessionaires and management of the Waring outfit concerned the payment of 20 per cent of the program gross. The show refused to pay and no programs were sold.

This was the first show of its type to play this building without an intermission.

Dramatic & Musical Routes

Beatrice Lillie: (Hanna) Cleveland.
Caine Mutiny: (Shubert) New Haven, Conn.
Colombe: (Forrest) Philadelphia, 22-26.
Good Night Ladies: (Great Northern) Chicago, 26.
Guys and Dolls: (Aud.) Hartford, Conn., 21-23; (Shubert) Boston 25-26.
His 'n' Hers: (Cass) Detroit.
In the Summer House: (Shubert) Washington.
Little Jessie James: (Colonial) Boston.
Misalliance: (Davidson) Milwaukee.
Moon Is Blue: (Erlanger) Buffalo, 24-26.
New Faces: (Curran) San Francisco, Oklahoma: (Florida) Jacksonville, Fla., 21-24; (Aud.) Miami 26.
Porgy and Bess: (National) Washington.
Remarkable Mr. Penny Packer: (Walnut St.) Philadelphia.
Seven-Year Itch: (Erlanger) Chicago.
South Pacific: (Coliseum) Sioux Falls, S. D., 21-23; (Orpheum) Sioux City 24-26.
Time Out for Ginger: (American) St. Louis.
Wish You Were Here: (Shubert) Chicago.

Arenas

Hollywood Ice Revue: (Stadium) Chicago 25-Jan. 12.
Ice Capades of 1954: (Garden) Boston 25-Jan. 10.
Ice Follies of 1954: (Arena) Philadelphia 25-Jan. 12.

Miscellaneous

Stars Over Harlem: (Savoy) Fort Lauderdale, Fla., 22-Jan. 30.

'53 Milwaukee Profits Skid; Blame Ball Club

MILWAUKEE, Dec. 19.—Annual report of the Milwaukee Auditorium and Arena shows that 1953 profits may dip below the previous year's total of \$227,063, according to manager Elmer Krahn. Slimmer attendance at events cut into percentage figures, he said.

Heavy support of the new big league baseball team here and high prices at some arena shows were presented as possible causes for the decline.

Future booking outlook is promising, Krahn said, with more concerts, sports events and conventions booked than in past years. Plans are being laid for opening the Arena to public ice skating during the next summer season on an experimental basis, Krahn said.

Blaze Razes Lacombe Arena

LACOMBE, Alta., Dec. 19.—Six years of community work were lost within a few minutes when fire of unknown origin destroyed the town's memorial recreational center and arena, valued at more than \$300,000, recently.

The building housed an arena, recreation center, bowling alley, auditorium and 10,000-book library. Financed by service clubs, women's organizations and individuals, it was built by volunteer labor. It was taken over by the town of Lacombe this year. The arena portion replaced a former structure which had collapsed. A new arena will be built as soon as possible.

FEINBERG BOOKINGS GROW

Moppet Theater Circus Clicks; 2d Unit Planned

NEW YORK, Dec. 19.—Booker Abe Feinberg expanded his kiddie theater show activities in two directions this week, landing dates for combined animal-variety shows both in New England and in the New York-Pennsylvania-New Jersey area.

Feinberg has offered a unit built around the Will Hill animal act since the Labor Day week-end. Labeled Kiddieville TV Circus, it features animals, clowns, and circus-variety acts of moppet appeal. With the wider bookings, he said, a second unit will be formed to play the New England dates.

Starting today, the Feinberg show will play the Walter Reid and Coneford movie chains, and several independent theaters. The format is a day of fun for kiddies, with the acts putting on a one-hour show and the theaters supplying screen cartoons to round out the programs.

Schedule Given

The Will Hill-featured troupe will play the following movie houses: December 26, two shows at the Cxford in Plainfield, N. J.; 28, one show each at the Capital and West Side in Scranton, Pa.; 29, two shows at the Penn in Wilkes-Barre, Pa.; 30, two shows at the Capital in Towanda, N. Y., and 31, two shows in the Capital in Waverly, N. Y.

The New England unit, which is being lined up now, will open at Rhodes-on-the-Pawtuxet Ballroom, Providence, for two shows each on Monday and Tuesday (28-29), then play the Springfield, Mass., Auditorium the last two days in December. These spots will be given a longer show since there will be no films, the intent being to put on a show running to an hour and a half.

Hill has been working six ponies, 15 dogs, and the baby elephant, Wanda. Current format has two clown entries, constant roaming of clowns thru the audience, and

an audience participation gimmick that gets 10 kiddies up on the stage and features a puppy give-away. The clowns also work the sidewalk and lobby to ballyhoo the shows.

Feinberg says prices for the shows are 50 cents for kiddies and 75 cents for adults.

Plan Stadium For Bridgeport

BRIDGEPORT, Conn., Dec. 19.—The City Park Department announced this week that it is planning construction of a municipal stadium at Seaside Park. It is expected to seat approximately 25,000 persons. A preliminary request for \$10,000 to cover cost of drawing up architectural plans is expected to be presented to the local comptroller.

The board plans a concrete stadium to accommodate various types of athletic and recreational activities, and to serve as a site for some of the Barnum Festival features. The location is municipally owned and is used for outdoor shows, with the Ringling Circus having used the grounds for the past six years.

Club Runs Arena

GRANDE PRAIRIE, Alta., Dec. 19.—Grande Prairie's Memorial Arena is being operated this winter by the Kinsmen club. At the request of the arena commission and the town council, the club has leased the rink for a token fee of \$1 and will be responsible for insurance coverage.

WESTERN CANADA ARENAS ASSOCIATION INVITES YOUR TALENT AND SHOWS

Arena Managers' Meeting at Winnipeg, Manitoba, Canada, January 21

Western Canada Arena Managers' Association, representing ten large covered arenas, will meet in Winnipeg, just north of Minneapolis, January 21, following the meeting of the Western Canada Association of Exhibitions in the same city.

Arenas have combined seating capacity of approximately 50,000 located in trading area of over two and a half million population. All are connected by main highways, railway, and provide excellent facilities for all types of indoor shows and sporting attractions.

If you are interested in bookings on the Western Canada Circuit, you are invited to attend the Managers' Meeting or write direct to

M. E. HARTNETT, President of the Association

c/o Calgary Exhibition and Stampede, Ltd.—Calgary, Alberta, Canada

4 out of 5 need help!

Join the MARCH OF DIMES IT WILL TAKE MORE IN '54!

January 2 to 31

Palisades Slates New Fronts, Rides

CLIFFSIDE, N. J., Dec. 19.—The \$350,000 development project at Palisades (N. J.) Amusement Park moved a step further this week with beginning of structural work on the multi-unit batting cage, and with the purchase of another riding device.

Already purchased for 1954 were Eric Wedemeyer's Roto-Jet ride, two Big Eli Ferris Wheels, and the seven I. Q. batting units. This week owner Irving Rosenthal said he purchased eight new dime-play Bullpen pitching machines for the Arcade, and a circular ride manufactured in Europe. The Bullpen was unveiled by the Dodgem Corporation at the NAAPPB convention in Chicago (The Billboard, November 28).

The ride is similar to a kiddie Merry-Go-Round, Rosenthal said, but differs in that it offers different types of ride bodies and that all are animated. The bodies are sport cars, racing cars, rocket cars, fire engines, motorcycles, bicycles, railroad engines and boats. Manufacturer is the same East German firm which makes the Hot Rod cars imported and operated at Palisades by Morgan C. (Mickey) Hughes. Hughes will also be importer for the new ride.

Kid Ride to Seat 50

As yet unnamed, the ride will seat 50 persons, and plans are to charge 9 cents for kiddies and 14 cents for adults. It is primarily a kiddie ride, and will sell here for about \$12,000.

Major work at the park is being done by designer Jack Ray of California, who is supervising painting of show fronts and designing the batting cage, a new archery range, and the color

scheme for the entire park. Palisades last offered archery 10 years ago.

Rosenthal said there is space for another show if the proper one can be located, and that discussions are under way for addition of outdoor bowling. Also scheduled for general superintendent Joe McKee's crew is extension of the miniature golf course about 30 feet to have it front for 200 feet on Palisade Avenue.

It is expected that the Strawhatters DuMont weekly TV show will again be beamed from the park in 1954. The cameras next season will pick up the new backdrop Ray is designing for the swimming pool's waterfall. Replete with neon and towers, it will offer 17 different lighting effects.

2-HOUR REELS

Operator Cuts Calliope Tape For Kid Parks

NEW YORK, Dec. 19.—The lack of "proper music" for a kiddie park operator's tape-playback machine has resulted in his producing his own tape. The operator, who owns both Kiddie Funland in the Bronx and Bibletone Records, is Arthur Becker.

Becker says he became faced with the problem when he sought music to play over his Magnecorder, which takes a two-hour reel and which is self-reversing. On the assumption that organ and calliope music is most attractive for moppet locations, he cut three reels, each of two-hour duration and containing calliope, band-organ and Hammond organ music.

The need for special tape presented itself at a time when Bibletone was looking for something with which to broaden its field. Becker said he checked with several other park operators and found them in agreement about the need for calliope-organ tape. The reels were cut a month ago by Music-tone Recordings, an affiliate of Bibletone.

The two-hour reels are for use at a speed of seven and one-half inches per second, altho' Becker says he can cut them to order at other speeds. Several reels have been sold in the short time they have been available, and the firm is now turning to the needs of rink operators in scheduling future recording sessions.

IRVING, BERT HOP ON COLOR TV BANDWAGON

CLIFFSIDE, N. J., Dec. 19.—Approval by the government of a compatible color TV system brought triumphant expressions from Irving Rosenthal, Palisades Amusement Park owner, and publicist Bert Nevins. With designer Jack Ray laying out flashy show fronts and a multi-hued pastel scheme for the entire park, Rosenthal feels the spot is a natural place for the color cameras to turn to in 1954. He and Nevins lost no time getting together to discuss ways of exploiting Palisades' color advantages next season.

Steeplechase Fixing Damage, Eyes Carrousel

Ruined Area All Cleared; Concrete Platform Slated

NEW YORK, Dec. 19.—Work is proceeding at a rapid clip on the part of Steeplechase Park that was destroyed by the November 7 storm. Manager Jimmy Onerato said 11 motors which were soaked by ocean water are all serviceable now, after being subjected to high temperatures in a steam room.

A demolition company finished work Thursday (17) on clearing away the wrecked area, down to the sand. Onerato said bids are being studied for building of a new concrete platform which will be a \$50,000 project, and that the contract will be let early next week.

With the shattered platform removed, Onerato said, the area looks "just like it did 28 years ago, before they built the Boardwalk."

Meet for Ride Decision

The owning Tilyou family will meet soon, probably next week, to decide which of four or five propositions to accept for construction of a new Carrousel, to replace the 72-horse Mangels ride that burned down during the storm.

Fast work is intended on the platform and Carrousel items to allow for operator James McCullough to run the ride by springtime. McCullough will lease the Tilyou-owned unit next season as he has for the past nine years, Onerato added.

Bronx Operators Uniting for Scenic, Publicity Purposes

NEW YORK, Dec. 19.—Individual amusements operators of the Bruckner Boulevard fun development in the Bronx are meeting this week-end to formulate plans for beautifying the area and possibly to decide on a single, over-all name for their operations.

The property has roughly 1,000 feet fronting on the boulevard and extends back from it for the same distance. It contains two kiddie parks, a golf driving range, batting cages, miniature golf course, archery range, long-range shooting gallery, two Arcade buildings, and two counter-type restaurants.

Major operators are Arthur Becker, who owns one kiddie park and is associated with Phil Phillips and George Brewer in the other, and partners Carl Littman and Lee Channing. The latter pair own the Arcades and driving ranges, and also the property holding the miniature golf, batting cages, and one restaurant.

The neighborhood is on the outskirts of a low-income region which is thickly populated. Across the street from the fun area is a new city housing development. In addition to having a heavy population in the immediate section, the operators are also located very near the Hutchinson

FUN HOUSE REVISITED

Cedar Point Remodels, Turns Up 1900 Relics

SANDUSKY, O., Dec. 19.—Remodeling of a building formerly used as a Fun House at Cedar Point on Lake Erie brought to light a trio of relics of early days at the resort.

A six-foot model of a three-masted ship was the first item to be discovered when old walls and floors were torn out. The model is believed to have belonged to the late George A. Boeckling, former president of the park.

Brought out of forgotten storage at the same time was a birchbark canoe that carried couples over sleepy lagoons about the turn of the century.

Also turned up in the project was a music machine of about 1900 vintage, which apparently had been boarded up about 50 years in what was known as Hilarity Hall.

Mull Waxworks

The building's floor beams have been replaced and much work is to be done to prepare it for use in 1954. A possibility is that it will be used as a wax works. Some wax figures, recovered from the Eden Musee which collapsed several years ago, already are on hand.

Before cold weather set in, many tons of dirt were trucked to the rear of the Coliseum, where an enlarged Kiddieland will be

operated next season. E. S. Starr, park and concession manager at the resort, has insulated his Glass House against summer heat.

Meanwhile, Bill Evans, press man at the resort, is basking in his secondary title of poet laureate of Cedar Point. He penned a poem which was printed on the funspot's holiday greeting card. About 1,000 were mailed. This year's literary gem followed his 1952 effort which also brought favorable comments.

Moppet Spots Big Factor in Building Sales

Continued from page 46

every instance the importance of parking is such that operators would have to give the question long and serious consideration before eliminating any part of it.

Start Already Made

The more elaborate and carefully planned installations can easily make room for the bigger units. Any number of operations installed Ferris Wheels virtually at the start both because of the ballyhoo worth of the tighted and lofty ride and because it held appeal for all ages.

The kidspot that finds itself adding major units is heading away from its original intent to service the small fry only and into the realm of the major park institution. But, again, it will likely be restricted to an in-between or intermediate operation since no matter how it progresses the things that identify the major parks—the big Roller Coasters, lakes, ballrooms and rinks to name a few—are not of a size that would allow for their planning in the urban areas favorable to kiddielands.

Manufacturers are aware that any period of two or more years in which interest in major units is lax must almost certainly be followed by a wave of buying as the rides in use by parks and carnivals become worn, both in physical and popularity terms.

New Units Necessary

The anchored operation of the funspots makes it imperative for them to be constantly aware of the need to tempt new patronage with new devices. The carnivals face up to pretty much the situation if they play static routes. Competing for or returning to virtually the same fairs year after year makes it necessary for them to have new, and if possible, different riding devices.

Assuming that kiddielands in numbers will add big units, then the major installations will be confronted by an increasingly difficult competitive problem. The moppet spots, in many instances, have already brought the juvenile rides practically into the living rooms of their clientele. While it is unlikely that any can equal the bigger installations in size and quantity, the fact remains that any few brought closer to the public might additionally nibble away at the major's grosses.

PULLMAN PUT ON RIGHT TRACK

CHICAGO, Dec. 19.—The president of a six-mile railroad, who observed that at least his line was as wide as the New York Central, could make something of this.

Pullman-Standard Car Manufacturing Company, top-level supplier of railroad rolling stock, is shopping for small-scale track used by Kiddieland railroads. The big outfit plans to use the miniature stuff with models of its cars, which are placed on display at railroaders' shows and conventions.

The Billboard this week put them on the right track.

New Kid Ride, Hot Rods Set By Herschell

NORTH TONAWANDA, N. Y., Dec. 19.—The Allan Herschell ride manufacturing firm will introduce its new Jolly Caterpillar ride at the Florida State Fair in Tampa, February 1-13. Giving a circular and undulating ride, it features a large, brightly colored and molded comic caterpillar face at its head. It will hold 24 kiddies or 16 heavy adults, the firm claims.

The Jolly Caterpillar is 32 feet in diameter and is powered by a 5 h.p. fluid drive transmission that is push button-operated. Total weight is 7,000 pounds and easy portability is claimed by the makers.

Herschell is also showing Midget Auto Hot Rods at its plant. The cars are patron-operated and powered by a 2.5 h.p. fluid drive engine. Featured are all-around spring-type bumpers, brakes and automatic trip mechanisms to provide quick halts at the end of the ride.

Portland Car Expo Includes Trains

PORTLAND, Ore., Dec. 19.—Monte Brooks Attractions of Portland was signed this week to produce the stagemore for the motor show here January 29-February 7. The exhibition will be held in the new Fred Meyer building, Swan Island, which has 186,000 square feet of display space.

It drew a crowd of 120,000 in 1952. It was not held in 1953. Ernest E. Williams, show manager, said the show would include antique, racing, sports and foreign cars; hot rods, drags, motorcycles, hydroplanes, airplanes, a Diesel locomotive, astradome railroad cars, old-time private rail cars and busses as well as 1954 cars.

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Occupation

IRA WATTS JOINS NEW KING STAFF

Most '53 Staffers, Bosses Stay; Greater Capacity With New Tent

MACON, Ga., Dec. 19.—Ira M. Watts, veteran manager and superintendent, will go out next season as superintendent of the new King Bros.' Circus, it was announced this week by Floyd King and Arnold F. Maley, co-owners of the show.

The appointment represents one of the biggest changes in the King show's staff reorganized from last year's King-Cristiani combination. Most 1954 positions are being filled by 1953 staffers.

King will be general manager of the show and Maley will be manager. King also will have the unwritten title of general agent. The staff will include:

Ora O. Parks, general press representative; C. S. Primrose, contracting press; Charles Underwood, back in action after a year off the road, story man; Bennie Fowler and Harry Kackley, contracting agents; Elmer Kaufman, manager of the No. 1 bill car, and Ted Hart, manager of the No. 2 car. Promotional managers will be Robert Allen, Jack Fishop, Joe Haworth, Don M. Barry, J. R. Fremont, Walter Hohn, Herbert M. Knight, H. A. Myers, H. N. Streit, R. Elmer Yates and John C. Warren.

Thomas, Hinckley, Porter
Harry Thomas is scheduled to be back as announcer. Tom Kennedy will have the concessions. A. Lee Hinckley again will be bandmaster, and Ted Porter will have the Side Show band. Ann Dingle will be timekeeper. Walter Ride, chief electrician; Carl Wyche,

boss canvasman; Charles Ryan, assistant boss canvasman; George Chief, Side Show boss canvasman; Ben Thomas, 24-hour man; Napoleon Reed, cockhouse, and George Facto, ring stock superintendent, are additional staffers for the '54 show.

Watts was with Kelly-Miller as superintendent until mid-season last year, when he started operation of a promotion in the Southwest. Prior to the several years he spent with Kelly-Miller, he was manager of the Beatty show. Earlier, he was assistant manager of Cole Bros., owner of his own Parker & Watts Circus, and manager of various subsidiary shows of the Ringling empire.

The new King Bros.' top, replacing a former Ringling member, is a top that was a 120 with two 40's and a 45, will be a 130 with three 50's, giving the show added seating capacity.

Charles Wirth Still on Shelf

CINCINNATI, Dec. 19.—Charles Wirth, dean of The Billboard editors, who has been suffering from a heart ailment in recent years, is still in Christ Hospital here after suffering a relapse about three months ago.

Wirth was first stricken in the spring of 1952, necessitating long hospitalization. He resumed his editorial duties on a limited basis in the fall of that year and worked until late August of 1953, when his condition worsened and he returned to the hospital.

Wirth, who observed his 50th year as a member of the publication's editorial staff last February 23, was its circus editor for many years, serving in that capacity until administration of all outdoor show departments was moved to the Chicago office in 1945. He is The Billboard's oldest employee, both from the standpoint of age and length of service. He joined the firm in 1903 as office boy when 16 years old. In 1915 he became the paper's circus editor.

POLACK WESTERN NAMES '54 ACTS

Elephants, Keller, Alzana Top List; Agent Pepples to Produce Numbers

CHICAGO, Dec. 19.—Western will be assisted in his monkey-man act by his wife, Arden.

Pepple Produces Numbers
T. Dwight Pepple, the show's veteran general agent, has reverted also to his former profession as a producer to direct numbers by the Spanglettes, girl troupe, which will give introductions for several acts. Margot Koche, long identified with grandstand shows out of Chicago, will do the dance routines. Jacqueline Hurley, solo contortionist, will be one of the features introduced by the Spanglettes.

Pepple and Miss Koche will join with Gus Bell to produce the show's opening number, "A Visit to Spanglandia," which will include comedy acrobats, clowns, the Spanglettes and the web girls, dubbed the Aerialovelies. Giny Lowry has been engaged as singer for the opening and the acts of Jacqueline Hurley, La Norma and the Ward-Bells.

Rudy Ducky will be featured in clown alley, where all members except Harry Dann will be new. Ducky formerly was a clown and more recently worked his basketball dogs.

Arthur Springer will be back as equestrian director and announcer. Mamie Ward continues as wardrobe mistress, and Bernie (Soldier) Longsdorf will be props boss and mail agent. Bee Carsey will continue as musical director, with Wally Newbury back as organist and Samuel Steffan, who joined late in 1953, as drummer.

New Alzana Act

Harold Alzana will be on with a high-wire troupe of four. Formerly with Ringling-Barnum, Alzana has been off the road recently with the exception of appearing alone at one date of the Western unit and one of the Eastern unit.

Melitta and Wicons will contribute their perch act and their aerial number, which they work as the Sikorska Duo. They were on the Western unit a few seasons ago. Coming from the night club-vaude field will be the Boliano-Ivanko Troupe, adagio acrobats. The Freddi Troupe, for several seasons with Ringling, will have their six-people teeterboard act as well as their Haslev trampoline-casting turn. Norbert Kreisch

Clyde Bros. Using Program Booklet

OKLAHOMA CITY, Dec. 19.—Howard Suesz' Clyde Bros.' Indoor Circus this season is using a new 20-page program booklet which is given over almost entirely to pictures of the acts. The book has a colored cover and a rundown of the show's performance.

Clyde Bros. now is laying off for the holidays. Staff includes Suesz, owner; Harry Allen, general manager; Louie Ringol, general agent; Bob Dickman, advance; Jack Hagen, press; Jack Banta, equestrian director; Fancher Pierce, music; Jack La-Pearl, producing clown; Bert Wallace, trainer; Eddie Akens, props; Joe McMahon, special rep; Lee Virtue, wardrobe and Bill Brandt, ring stock.

Special representatives are Tom Parker, Louis McNeece, Jim Stroud, Henry Brunk, L. W. Whitson, and Earl Waldman.

9 Planes Airlift Loyal From Panama to Florida

PANAMA, C. Z., Dec. 19.—The Loyal-Repensky Circus this week was being airlifted from Panama to St. Petersburg, Fla. The show closed its season's tour of Central America with a stand here that ended last week.

Giustino Loyal, owner, had not determined where the show would go after its appearance here and so no transportation from Panama had been arranged. When the jump back to the States was decided upon, no ship was available.

It was then that Loyal turned to Aerovias Sud-Americana airline and chartered nine cargo planes for the hop. The first left on Monday (14) with half of the horses, some equipment, dogs and bears. Alfonso Loyal also made the trip on that plane.

Another plane, carrying animals, was scheduled to leave here Wednesday (16). The others were to follow at two and three-day intervals. Giustino Loyal was at St. Petersburg to supervise arrival of the show. Octavio Pedrero was in charge of loading the show out at Panama.

Gillum Act Stays
It was presumed that the equipment and animals would be taken to Sarasota, permanent location of the Loyal-Repensky

Family. Where the show was to go after Panama reportedly hinged on whether the circus would attempt a holiday run at Havana, Cuba. Unrest has been reported in Cuba. The show, however, made no mention of Cuba.

Almost all personnel has been sent to their homes and will await word from Loyal as to when and where the show will reopen. Gladys Gillum and her husband, John, stayed in Panama with their lion act and will make appearances here for the Lions Club.

Personnel returning to the States included:

Albertina Catarzi, Zefta Perez, Aldemaro Catarzi, Giustino Loyal, Ermida Loyal, Alfonso Loyal, and Brice Rutherford, who was accompanying the second plane-load of horses.

Keith Sullivan, Manuel Sucubierta, M. Rivas and Rene Monterrey went to Costa Rica. Going to Havana were Jose Sarabia, Roberto Munoz, Gustavo Klownski, Enrique Gonzales, Hilda Morantes, Berta Montesimo, Manuel Roman and Alido Blanco. Alvaro (Chalupin) Campo and his wife, Faviola, went to Baranquilla, Colombia. Angel Melgareje went to Nicaragua.

Under the Marquee

Darwin Brown (Brownie the Clown) reports that W. J. Langer, an old clown-friend who was with most of the circuses and vaude circuits from 1900 to the '30's, had a slight stroke recently and is now at Mrs. Easterly's Rest Home, 460 La Grange Street, South Haven, Mich. He would appreciate hearing from friends.

Gloria Bodo, of the Bouncing Bodos, is recovering from a minor operation at Mercy Hospital, Charlotte, N. C. She will return to her home in Massachusetts for the Christmas holidays. Meanwhile, George and Bob continue to work the act as a team.

Bill Naylor, Polack Eastern press chief, went to Hot Springs for a rest at the end of the season and visited the Western unit in Little Rock. He missed the Chicago conventions for the first time in 20 years, but passed thru the Windy City a few days later on his way East for the holidays. He will start his 32d circus season at Lansing, Mich., with Polack.

Chuck Marine has been named property superintendent for upcoming Orrin Davenport indoor dates. . . . Eddie Vaughn, adjuster with 101 Ranch and Ringling-Barnum, has been made a life member of the Elks Lodge at Dallas. . . . Jackson Guill has been elected president of the Dan Castello Tent, CFA, at Racine, Wis. Jake J. Disch, clown, recalls that he once

posted paper for the two-car show owned by Harry Castello, son of the man for whom the tent is named. . . . Leo Demers, former acrobat, is back at the vets' hospital, Woods, Wis.

Bert Pettus closed with Rogers Bros. at Fort Myers, Fla., and was to join Cole Bros. . . . The Cochran (Ga.) Journal carried an editorial with a novel twist after the King-Cristiani show appeared there. The humorous item complained of the household damage done by kids trying to immitate circus performers.

The Leo Hamiltons, who have moved into their new home at West Covena, Calif., plan to play the Minneapolis Shrine date and Mrs. Hamilton (Ethel D'Arcy) again with have her aerial act at fairs. Their new home is 16 miles from Los Angeles.

Clown Frank Cain will work a Cincinnati Christmas show for Barney Rapp and the Frank Senes agency. Among others there will be Gene Randow, Dennis Stevens and the Bakers. Performance will be a combination circus and ice revue. . . . Eddie Howe is back in Baltimore after working with Bill Naylor on Polack Eastern's Philadelphia date.

Emmett Kelly Tent, CFA, recently observed its 10th anniversary. Among those present at the

(Continued on page 57)

Couls Plans Canvas Tour

KEEGO HARBOR, Mich., Dec. 19.—R. W. Couls, Michigan booking agent, is planning to operate his Webster Bros.' Circus under canvas this spring, it was reported by M. J. Meehan. Since 1947 the title has been used on sponsored indoor dates.

The show will start an indoor route at Port Huron, Mich., January 15. Outdoor stands will start May 30 and continue until the fair season. The show will be framed for grandstand presentation late next season. Some Webster equipment is stored here.

Couls also is affiliated with the Casey Clark "Barn Dance Jamboree" aired over WJR, Detroit. The barn dance show also will be presented as a grandstand unit and possibly under canvas earlier.

5 PHONEMEN

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ELMER YATES

C&W Reasons '54 \$\$ Will Equal '53

One-Week Midwest Fair Will Supplant Indianapolis, Facilitate Move to Reading

PETERSBURG, Va., Dec. 19.—Some figuring this week convinced officials of the Cetlin & Wilson Shows that the will not be so bad off financially as a result of losing the Indiana State Fair midway contract.

Curtis Bockus, general agent, is now reported rounding out the details for a mid-western fair to replace the Indianapolis event. It will run for only a week and thus give the shows an opportunity to rail into Reading, Pa., and the fair there in ample time for the opening Saturday night and Sunday business.

The opening days at Reading have been missed by the shows

during the seven years they have played the Indianapolis event. Since the opening play at Reading is judged perhaps the best of the run it is reasoned that a sizable chunk of revenue lost with the Indianapolis contract, which went to the Gooding Shows, will be made up there.

Cheaper Cost

Officials are hopeful, too, that the supplanting date will also contribute importantly to profits. While there is no possibility of equaling the Indianapolis gross, a better financial arrangement at the event to be added should make for a higher percentage of earnings.

Treasurer William Hartzman worked out the financial picture here this week in preparing plans for next season with Issy Cetlin and Jack Wilson, co-owners. Representatives of the shows will attend the Indiana meeting, as in the past.

Speculation in some quarters that Cetlin & Wilson might be tempted to forego western routing in view of the loss of its anchor spot, Indianapolis, was discounted by Wilson who said that his organization would definitely route as in the past.

The comparative late and unexpected loss of the Indiana date precluded the possibility of the show's working early on replacement dates for the two-week period required to play the date.

Pleased at Record

In discussing the loss of Indianapolis, Wilson said that his organization was pleased and proud to have been chosen for seven consecutive years and that he hoped to return there in the future.

Except for this one change, the remainder of the show's route is set for next season, Wilson said. On the whole the dates played this year were very good and there is every reason to expect that next season will be equally good, he said.

While the signing of a fair the size of Indianapolis would normally justify the adding of bigger and costlier attractions, Wilson said that its loss would not result in any changes in its presentation plans for next year.

Geo. Kimbrell Elected Prez Of K.C. Club

KANSAS CITY, Mo., Dec. 19.—George Kimbrell was elected president of the Heart of America Showmen's Club. Joseph Clayton, Ellis White and Clifford Audiss were named first, second and third vice-presidents respectively.

Al C. Wilson was re-elected secretary-treasurer; Al Campbell, warden; George Sargent, conductor, and Wilson was also named chaplain. New members of the board of directors are Raymond Clayton, A. E. Jackson and Sam Lyon.

The 34th annual banquet and ball will be held December 31 in the Hotel Continental. Noble Fairly will emcee and Milo Finney's orchestra will provide the music. Memorial Services will be held in the clubrooms December 27 at 2 p.m.



ART PEETS AND MRS. PEETS were again scheduled to fill the roles of Mr. and Mrs. Santa Claus at the annual Christmas party for underprivileged children sponsored by the Showmen's League of America Sunday (20) at Chicago's Hotel Sherman. The Peets, both active in a number of phases of show business, will mark their fourth consecutive year in the roles.

Phoenix Club Pulls 200 to Banquet-Ball

PHOENIX, Dec. 19.—Over 200 show people and guests turned out for the fifth annual banquet and ball of the Arizona Showmen's Association here Monday night (14) in the Shangri-La.

Marguerite Stone, president of the club, was chairman of the event, assisted by Betty Wilson, Marie Berko and Margaret Hanna. Jack Austin emceed the proceedings.

Following supper, a floorshow was presented by Gene Bump's Continental Revue with the Esquire Girls. Benny Benfield furnished the dance music. June Monroe and Hazel Johnson provided the dinner music.

Clyde Beatty, owner of the show bearing his name, and Frank Orman, his manager, were guests of honor. Others on hand included George Blake, secretary of the Arizona State Fair; Orville Crafts, Jimmie Lantz and Roger Warren. Joe and Peggy Steinberg represented the Pacific Coast Showmen's Association.

The club's memorial services were held at its cemetery plot Sunday (13).

Dell Named Bus. Manager By Vivona

MIAMI, Dec. 19.—Daniell Dell has been named business manager of Vivona Bros.' Shows for 1954, John Vivona, co-owner, announced here this week. Dell, a concessionaire last year with the Penn Premier Shows, replaces Tommy Carson who was taken ill before the conclusion of the 1953 trek.

Vivona said that a Fruehauf trailer will be equipped to serve as a concession office. It will also contain space for entertaining purposes.

Vivona also announced that Bobbie and Bill Taylor will produce a show and that Evelyn Howie, monkey show operator, will take over the snake show.

Morris Vivona, a partner with his brother, is booking fairs and still dates. The show will open in South Carolina late in March. The winter quarters at Florence, S. C., will open after the first of the year.

James Rapple has been signed as billposter.

Motor State Adds Funhouse

DETROIT, Dec. 19.—Motor State Shows have purchased a Funhouse and a new kid ride for their '54 tour, Joe Frederick, owner, announced upon his return here following a booking and buying trip.

A new truck to haul the Monkey Circus also has been added and two new show fronts are being built here in winter quarters. Shows' route for next year will be much the same, including spots in Michigan, Ohio and Indiana, Frederick said.

MSA INAUGURAL ATTRACTS 375

Laudatory Talks Given by Nine; Future Meetings to Be Mondays

MIAMI, Dec. 19.—About 375 persons turned out last week for the inaugural meeting in the Miami Showmen's Association new home, at 1799 N. W. 8 Street. Encouraging reports were read by all committees and stirring and congratulatory speeches were made by several members.

The building supervising committee, which will discuss and institute systems for running and operating the quarters, was appointed and consists of Leo Bistany, William B. Moore, Oscar C. Buck and Mel G. Dodson.

One change to be put into effect will be that after Tuesday's meeting (22), future meetings will be held every Monday night instead of Tuesdays.

Gala Party Planned

An important social function, a party to be given free for the members, will be held shortly in the new clubhouse on a day to be announced by Max Sharp, chairman of the entertainment committee.

Presiding over the inaugural meeting was William Cowan, president. Also on the dais were William B. Moore, first vice-president and next prexy; Oscar C. Buck, third vice-president; Mel Dodson, treasurer; L. I. Thomas, assistant secretary; Cliff Wilson, secretary; Sam Solomon, past president of the Showmen's League of America; Ross Manning, third vice-president-elect; David B. Endy, president emeritus; Leo Bistany, past president, and the MSA attorney, W. R. DeCostas. Invocation and salute to the flag were led by the club chaplain, William C. Bryant.

Tickets for the annual banquet are going fast, according to Pat Finnerty, chairman of the banquet committee. He stressed that seats are limited, and urged that members get their tickets quickly before they are sold out. The function, to be held Sunday evening, January 3, will be at the Beach-

Two Functions Slated by NSA

NEW YORK, Dec. 19.—Two social functions are in store for the National Showmen's Association before the year's end, beginning next Wednesday (23) when the Ladies' Auxiliary pitches a party for the NSA men. The affair will begin after regularly scheduled meetings of both organizations.

On New Year's Eve the groups will combine for their annual party, for which the tab will be \$2 per person.

8 '54 Annuals Set by World Of Pleasure

MOUNT CLEMENS, Mich., Dec. 19.—Charles Stewart, recently resigned as manager of the World of Pleasure Shows, has announced that eight Michigan fairs have already been signed for the 1954 tour. The show recently closed a successful season and is now in local winter quarters preparing equipment for the new season.

Rides, Shows and transportation equipment are being overhauled and repainted and management reports plans for the addition of four new rides, along with a new show front now under construction.

Re-signed for 1954 are Harold Van Housen, manager of the cookhouse; Sam Arrigo, bingo and several other concessions; Bill Abraham, 15 merchandise concessions; John P. Viznins, popcorn and candy floss, and William Barkoot, who recently purchased a new van for his three concessions. Also re-contracted for 1954 are Harold Risch, ride superintendent, and Clinton Lowery, assistant manager.

comber Night Club on Miami Beach and entertainment will include Sophie Tucker, Harry Richman, Billy Daniels, Myron Cohen, and the Black burn Twins.

Congratulatory talks were delivered by David B. Endy, the club's founder; Ross Manning, Leo Bistany, Oscar Buck, L. I. Thomas, Sam Solomon, Phil Cook, William Cowan, and William B. Moore.

Boone Valley, Franklin Add Iowa Fairs

DES MOINES, Dec. 19.—Don Franklin Shows and Boone Valley Shows added a number of new fairs to their '54 routes at the Iowa fair meeting here this week, but despite a fair turnout of midway reps, a number of fair boards went home from the confab sans a carnival.

The Franklin org, repped here by Mr. and Mrs. Don Franklin and Mr. and Mrs. J. O. Greene, signed several fairs for their No. 2 unit, including annuals at Oskaloosa, Fairfield and Knoxville. Franklin also reported closing for the Independence, Ia., July 4 celebration.

In addition to signing two new annuals, Clement Smith and Ben Messenbrink, co-owners of Boone Valley Shows, reported a long string of repeat dates. The new additions are fairs at Donnellson and Atlantic. Repeats have been booked at Jefferson, Rockwell City, Pocahontas, Osage, Humboldt and Sibley, with two others pending. Smith announced plans to add three new light towers for next year.

Mr. and Mrs. K. H. Garman, representing the Sunset Amusement Company, in addition to announcing they had signed to return to Iowa fairs at Decorah, Webster City, and Monticello, announced inking the Bethany, Mo., annual. Other recent additions to the route include fairs at Montevideo and Rochester, Minn.; the Dexter, Mo., fair, a new addition, and the Winona, Minn., Steamboat Days.

Collins Signs

William T. Collins, owner of the show bearing his name, was on hand but mostly visiting. He did, however, announce closing to provide the midway attractions at the Alta, Ia., annual, which falls between his Fairmount, Minn., and Cedar Rapids dates.

Veterans United Shows inked the Dayton, Ia., Labor Day celebration, Charles Carroll, owner, announced. Ross Sinderson, also on hand for the show, announced he would be back with the Carroll show next year.

Jimmy Henson, owner of Greater Dixieland Shows, added one new Iowa annual at Eldora, to the show's '54 route. He also signed to return to fairs at Mount Pleasant, Vinton, Independence, Hampton and Cresco.

Other midway personnel on hand included Mr. and Mrs. Curley Reynolds, World of Today Shows; Joe Sharpe, and H. W. Bartholemew, American Beauty Shows; Art B. Thomas Jr., Art B. Thomas Shows; Floyd O. Kile, Floyd O. Kile Shows; John Lempart, carnival supplies; William Dyer, Dyers Greater Shows; L. O. and Maydean Weaver, Grand American Shows; Sonny Myers, Noble Carolus and Bill Dillard, Sonny Myers Amusements, A. H. Brown, Royal United Shows; William Hale, Hale's Shows of Tomorrow; George W. Nelson, Margaret Nelson, Ella Elsen and B. R. Elsen, George W. Nelson Shows; Mr. and Mrs. Alva Merriam and Otis and Violet Porterfield, Merriam's Midway Shows; C. S. Peck, Peck Amusements; Ray Swanner, Missouri Valley Shows, and J. C. McCaffrey, Amusement Company of America.

Troupers Elect Inez Allton '54 President

LOS ANGELES, Dec. 19.—Inez Allton was elected president of Regular Associated Troupers at the club's annual election held here recently.

Other officers named were Mike Herman, first vice-president; Daisy Marrion, second vice-president; Alex Freedman, third vice-president; Vera Downie, fourth vice-president; Rose Fitzgerald, treasurer, and Helen B. Smith, secretary.

A good turnout was on hand for the election and also to honor Josephine Haywood winner of the Miss Show Business of 1953 contest conducted by the Showmen's League of America. Maye Sopenar, her companion, was also elected. Miss Haywood was introduced by Virginia Kline, who presented her with a gold life membership card in the Troupers, and a cake in her honor.

Plans for the Christmas and New Year's Eve parties were discussed. Lilabell Williams is chairman of the former. David Friedenheim is in charge of arrangements for the New Year's event with Max Kaplan handling the dinner. Myrtle Hutt will be installing officer at the December 31 party with Mrs. Mike Herman serving as escort.

Over a hundred folks turned out for the November 27 homecoming party at which they were served dinner by Max Kaplan and C. H. Allton. Dancing followed with music provided by the Bob Armstrong ork. Jennie Riegel managed the bazaar.

13 Southern Annuals Set By Gladstone

BOWLING GREEN, Ky., Dec. 19.—Jack Oliver, representing the Gladstone Exposition Shows, reports that he recently closed contracts for 13 1954 fairs and celebrations in Kentucky, Tennessee and Mississippi.

In the Blue Grass State the following have been signed: Washington County Fair, Springfield; La Rue County Fair, Hodgenville; Muhlenberg County Fair, Central City, and the IOOF Fourth of July Celebration, Eminence. Oliver has signed four Tennessee fairs at Centerville, Camden, Savannah and Brownsville. In Mississippi he has contracted the American Legion Fair, Clarksdale; South Delta Fair, Belzoni, and annuals at Pontotoc, Canton and Charleston.

Oliver reports that he escaped with nothing worse than severe bruises in the recent auto wreck in Mississippi which claimed the life of Floyd Aldridge, of the Gladstone organization. Oliver was riding with Aldridge when the accident occurred between Lexington and Pickens. Both were taken to a Lexington hospital, where Aldridge died. Oliver was discharged after four days of treatment.

Midway Confab

At a recent housewarming Pinky Pepper presented Billy Logsdon with a 21-inch TV set for his new trailer. . . Mr. and Mrs. Whitey Owens were attendants at the marriage of Dave Chisholm and Bobbie Jewel Johnson December 4 at the home of Rev. H. S. Dudley, Hot Springs. The reception was held in club-rooms of the Hot Springs Show-

men's Association in the De Soto Hotel, where some 50 friends attended. . . Filipino Jimmie, who closed with Echo's Shows recently, has his own show on the road now playing stores thru Texas, Oklahoma and Arkansas. Personnel includes Queen Josephine, electric and sword box; Filipino Jimmie, whips and blind knife throwing; Mystro, magic and vent; Joe Sing, fire, nailboard and pincushion; Glasco, human ostrich; Glinda Fay, glass and sword ladder; Billie Westley, alligator boy; Gene Raymond, sword swallower, and the Great Raymond, man with two mouths.

Lance Stipe, owner of Stipe's Shows, is wintering in Baytown, Tex. William L. Stipe will represent the show at the Minnesota Federation of Fairs meeting in St. Paul, January 11-13. Spring plans for the show, which is at winter quarters in St. Paul, call for the addition of one major ride and a pony ride, making a total of seven for '54. John Scheiber, ride foreman, is wintering in St. Paul. Contracts recently signed include the Ridgeland (Wis.) Community Fair, Labor Day, which will mark the fifth consecutive year the Stipe's show has played this date. . . After closing with the Carl Ferris Shows, personnel of "Front Page People" moved to Birmingham, where Bertha Bert and Art Kunde are doing nurse duty. . . Floyd E. (Blackie) Garner, concessionaire with the William T. Collins Shows, is recuperating from two operations at Cone Memorial Hospital, Greensboro, N. C. He would like to hear from friends.

Princess Tiny and Ejan Wrisley, operators of the Royal Princess Shows, are celebrating the recent weddings of their daughters, Janet and Monica. Janet married Robert Sullivan, concessionaire, October 6, while traveling with the Gladstone Exposition Shows, and Monica married William Edward Allenbaugh, who is in radio and television at Ashtabula, O. The Wrisley show is in winter quarters at Immokalee, Fla., where it is being readied to open the season the latter part of April. Those at quarters with the show include Mr. and Mrs. Bill Gardner, novelty operators; Mr. and Mrs. Don Todd, Side Show operators; Frank Smith, kiddie ride operator; Jack Stultz, hi-striker, and Lottie and Wharris Willis, concessionaires. Mickie and Ralph Ryder, Girl Show operators, were recent visitors.



WANT FOR A CONTINUOUS ROUTE OF 10 OF THE BEST BONA FIDE FLORIDA FAIRS, STARTING AT DADE CITY, JANUARY 12. FOLLOWED BY SARASOTA, MULBERRY, TITUSVILLE, FORT PIERCE, LARGO, PLANT CITY, SANFORD, VERO BEACH AND OCALA.

CONCESSIONS

Hanky Panks of all kinds, Popcorn, Candy Apples, Cotton Candy, French Fries, Foot Longs, Pronto Pups, Novelties, Hats, etc. Positively no flat joints.

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Can place a few more non-conflicting major Rides with own transportation. Would like to book Scooter for Largo and other spots.

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For Legion Jamboree, July 3-5. Kiddie Rides, Major Rides, outstanding Thrill Act and Fireworks. Celebration held in beautiful City Park, good parking accommodations. Write
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For our 20TH ANNUAL CELEBRATION, July 3-5. Celebration held at Veterans' Park, School Section Lake, Mecosta County, Michigan. Contact **PERRY ADAMS**, Committee Chairman, or **EARLE J. SMITH**, Mecosta, Mich.

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Three brand-new Electro Freeze Custard Machines, all stainless steel. Sacrifice for \$700.00 below factory price. Address:
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ON ACCOUNT OF DISAPPOINTMENT. To paint rides. Wire salary wanted.
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No. 5 Ell Ferris Wheel, A-1 condition; '41 Ford Truck, semi trailer, all for \$3,700.00. Ready to go.
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Needles, Calif.

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JANUARY 3, 1954

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BANQUET and BALL

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MIAMI SHOWMEN'S ASSOCIATION
at the
BEACHCOMBER NIGHT CLUB
Miami Beach

Tickets \$10.00 per person

The show will consist of

SOPHIE TUCKER

BILLY DANIELS

HARRY RICHMAN

MYRON COHEN

THE BLACKBURN TWINS

Patrick J. Finnerty, Banquet Chairman
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MIAMI SHOWMEN'S ASSOCIATION
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Mertzton Texas, this week.
LEERIGHT'S MIDWAY SHOWS

Club Activities
On Page 47

NORTH STAR SHOWS

6 RIDES—3 SHOWS—30 CONCESSIONS
Want for our Fairs and Celebrations. 3 small Shows, Photos, Ice Cream, High Striker, small Cook House, Hanky Panks. Agent for Bingo and Novelties. Tilt Foreman and Ride Help. For Sale—22' Wheel, Rides adults and children.

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Foreman—New Allan Herschell Merry-Go-Round.
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Also Second Men and all around good help for all rides.
All Rides load and rack on drop frame trailers, no crates. If you can qualify to all the above get in touch at once.
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WASHINGTON ASSN. NAMES GOULD PREZ

Ken Killingsworth Elected Veep; Dates Fixed for 23 State Events

WALLA WALLA, Wash., Dec. 19.—Joel Gould, Olympia, was elected president of the Washington Fairs Association at the organization's annual meeting here last week.

Kenneth Killingsworth, Benge, was named vice-president; Wendell Prater, Ellensburg, secretary, and Merton Dick, Waterville, and Don Clarke, Shaw Island, were named to the board of directors.

Dates for '54 were set as follows: Class A fairs: Grays Harbor, August 20-21; Central

Washington, Yakima, September 22-26; Western Washington, Puyallup, September 18-26; Southeastern Washington, Walla Walla, September 3-6.

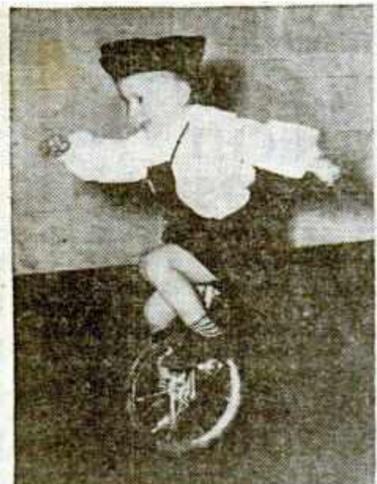
Class B fairs: Spokane County, September 9-12; Skagit County, August 26-28; Chelan County, September 4-6; Clark County, August 26-29; Island County, August 27-29; San Juan County, September 9-11; Thurston County, August 20-21; Kittitas County, September 4-6; Grant County, September 10-12; Lincoln County, September 9-11; Benton County, September 9-11; Kennewick, August 27-29; Kitsap County, August 26-29; Okanogan County, September 10-12; Adams County, September 17-18; Pacific County, August 19-21.

Also scheduled are Spokane Interstate fair, September 1-6; Spokane Junior Livestock show, May 4-7; Washington Junior Dairy show, September 18-26, and Washington Junior Poultry Exposition, Seattle, October 26-27.

Swift Current Sets Attractions

SWIFT CURRENT, Sask., Dec. 19.—Two contracts have been signed for the Frontier Days celebration and fair next July. Jerry Myers, of Moose Jaw, will direct the rodeo for the third time and Bob di Paola, of Calgary, will provide the grandstand show for the fourth time.

A new rodeo event will be a wild bull-riding contest. Eleven Brahma bulls will be brought in from the United States and a professional bull-fighter is being hired to guarantee the safety of the cowboys.



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AGE TWO

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Occupation

Winter Fairs

California
Indio—Riverside Co. Fair & Date Festival. Feb. 17-22. R. M. C. Fullewider.
San Bernardino—National Orange Show. March 25-April 4. Earl Bule.

Florida
Bartow—Eastern Imperial Brahman Show & Sale. March 16-18.
Bowling Green—Hardee Co. Strawberry Festival. Jan. 18-23. G. W. Glendenning.
Dade City—Pasco Co. Fair. Jan. 13-16. J. F. Higgins.
Eustis—Fla. Sportsmen's Expo-Lake Co. Fair. March 15-20. Karl Lehmann.
Fort Myers—Southwest Fla. Fair. Feb. 1-6. J. Clyde King.
Fort Pierce—Indian River Youth Show. Feb. 18-19. M. B. Jordan.
Inverness—Citrus Co. Fair. Jan. 19-23. Quentin Medlin.
Kissimmee—Kissimmee Valley Show. Feb. 18-21. J. R. Gunn.
Largo—Pinellas Co. Fair. Feb. 17-21. J. H. Logan.
Miami—Dade Co. Youth Fair. Jan. 20-24. C. H. Steffanl.
Ocala—Southeastern Pat Stock Show & Sale. March 1-6. Louis Gilbreath.
Orlando—Central Fla. Expo. Feb. 22-27. C. T. Bickford.
Palmetto—Manatee Co. Fair. Jan. 25-30. W. H. Kendrick.
Plant City—Fla. Strawberry Festival. Feb. 22-27. Fred W. Nulter.
Quincy—West. Fla. Livestock Assn. Feb. 18-19. A. G. Driggers.
Ruskin—Fla. Tomato Festival. April 14-16. Lyle C. Dickman.
Sarasota—Sarasota Co. Agr. Fair. Jan. 18-24. G. W. Potter.
Sebring—Highlands Co. Fair. Feb. 23-27. Stuart—Martin Co. Fair. Jan. 20-25. L. W. Johnson.
Tampa—West Coast Dairy Show. Jan. 9.
Tampa—Fla. State Fair. Feb. 1-13. J. C. Huskisson.
Titusville—Brevard Co. Fair. Feb. 1-4.

Montana
Bozeman—Mont. Winter Fair. March 13-20. Geo. T. Sime.

Texas
San Antonio—Livestock Expo. Feb. 12-21. W. L. Jones.

Increased Nut Cuts Brandon '53 Earnings

BRANDON, Man., Dec. 19.—Increased expenditures for buildings, repairs, public service and prize money resulted in a lower operating profit for the Provincial Exhibition of Manitoba here, it was revealed at the annual shareholders' meeting. N. W. Kerr presented the financial statement showing a profit of \$4,200, compared with a 1952 profit of \$18,065.

Expenditure for building repairs, zoo and park operating costs was \$10,000 higher than in 1952, Kerr said. He pointed out the exhibition board was spending more than twice the city's grant of \$8,600 in the operation of the park.

Kerr noted an increase of \$6,500 from the operation of the Western Canada Trade Fair. Of this amount, \$1,300 was allocated to cover a first-year deficit. In 1952 the board wrote off the entire capital cost of establishing the fair and sustained a loss of that amount. Kerr suggested that additional revenue might be obtained from the Trade Fair in 1954.

Increased Prizes
Reinstatement of cattle, sheep and swine classes this year resulted in increased prizes of more than \$10,000. During the 1952 show, these classes were discontinued due to the outbreak of hoof and mouth disease.

W. F. McGregor, president, in his report to the board, noted with regret the death of the managing director of the exhibition for the past six years, S. C. McLennan.

During 1953, McGregor said, an \$85,000 sheep and swine building was built, new roofs were added to three buildings, and the grandstand and the zoo were extended.

Auglaize Renames H. Kahn Secretary

WAPAKONETA, O., Dec. 19.—Harry Kahn, who has received a 1954 contract as secretary of Big Auglaize County Fair here, is starting his 21st year as pilot of the annual for which tentative 1954 dates of August 7-13 have been set. The fair will operate seven days and seven nights, opening on a Saturday.

This year's fair fell down at the gate because of a four-day operation, but with the event returning to its old schedule, Kahn expects it to regain its position as one of the leading county fairs of the State. Sam Chesmer is the new fair board president, who was named along with seven new members.

Fair Assn. Meetings

Indiana Association of County and District Fairs, Hotel Severin, Indianapolis, January 3-5. William H. Clark, 360 Walnut, Franklin, secretary.

Wisconsin Association of Fairs, Schroeder Hotel, Milwaukee, January 6-8. Win H. Eldridge, Plymouth, secretary.

Kentucky Association of Fairs and Horse Shows, Brown Hotel, Louisville, January 7-8. Harry Berge, Carrollton, Ky., secretary-treasurer.

West Virginia Fair Association, Ruffner Hotel, Charleston, W. Va., January 9. J. T. (Jim) Hetzer, First National Bank Arcade, Huntington, secretary.

Central New York Association of Agricultural Societies, Hotel Onondaga, Syracuse, January 9. Robert S. Turner, Horseheads, secretary.

Massachusetts Agricultural Fairs Association, Hotel Sheraton, Pittsfield, January 11-12. Paul Corson, Topsfield, secretary-treasurer.

Minnesota Federation of County Fairs, St. Paul Hotel, St. Paul, January 11-13. Harold C. Pederson, 3531 Avenue South, Minneapolis 7, secretary.

Kansas Fair Association, Hotel Jayhawk, Topeka, January 12-13. Everett E. Erhart, Stafford, secretary.

Ohio Fair Managers' Association, Deshler-Hilton Hotel, Columbus, January 12-14. Goldie V. Scheible, 709-10 Riebold Building, Dayton, executive secretary.

Missouri Association of Fairs & Agricultural Expositions, Governor Hotel, Jefferson City, Jan-

uary 14-15. Rollo E. Singleton, State Department of Agriculture, Jefferson City, secretary.

Association of Tennessee Fairs, Hotel Montgomery, Clarksville, January 14-15. L. E. Griffin, P.O. Box 90, Nashville, secretary.

Michigan Association of Fairs, Fort Shelby Hotel, Detroit, January 17-19. Harry Kelley, Hillsdale, secretary.

Georgia Association of Agricultural Fairs, Henry Grady Hotel, Atlanta, January 18. Otis F. Hughes, 1141 Boulevard, Macon, president.

Western Canada Association of Exhibitions, Royal Alexandra Hotel, Winnipeg, January 18-20.

South Carolina Association of Fairs, Jefferson Hotel, Columbia, (Continued on page 57)

Waterloo, Ia., Nets \$28,585

WATERLOO, Ia., Dec. 19.—The National Dairy Cattle Congress wound up its '53 operations with \$28,585 after all expenses, officials announced. Gross income for the period totaled \$261,541 with expenses of \$219,480 and depreciation set at \$13,465.

Construction was the most extensive in the 41-year history of the exposition. Rebuilding of four cattle barns was necessary following a July 5 windstorm. Dates for 1954 are October 2-9.

Season's Greetings

Glad to be back in the good old U. S. A.

DORRIE & VERN ORTON

NOTICE:

Mr. Vic Brown, 203 North Wabash Ave., Chicago, Ill., has been retained as Business Manager for the three bear acts which we have here at the farm for the year 1954. Please direct all correspondence to him.

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Thrill Acts, Circus Troupes, Comedy Acts (prefer acts that double). Work by week or spot booking. Midwest area, for Fairs and Celebrations. Send 8x10 photos, full particulars, and references in first reply.

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ACTS WANTED FOR 1954 FAIRS

Singles, Doubles, Trios and Family Acts, Troupes, also good Thrill Show or good Percentage Shows. Give price, send photos, full details.

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I WANNA SEE the Aut Swenson THRILLCADE JUMBO OF ALL THRILL SHOWS

R.O. BOX 1553 SOUTH SIDE STATION SPRINGFIELD, MISSOURI

DISPLAY-CLASSIFIED SECTION

A MARKET PLACE FOR BUYERS AND SELLERS

REGULAR CLASSIFIED ADS... Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 15c a word — Minimum \$3 CASH WITH COPY.

DISPLAY-CLASSIFIED ADS... Containing larger type and white space are charged for by the agate line, 14 lines to the inch. No illustrations or cuts can be used. RATE: \$1 a line—Minimum \$6.

FORMS CLOSE

THURSDAY NOON IN CINCINNATI FOR THE FOLLOWING WEEK'S ISSUE

To insure publication of your advertising in the earliest possible issue arrange to have your copy reach the publication office, 2160 Patterson St., Cincinnati 22, early in the week.

ACTS, SONGS & PARODIES

BE FUNNY LIKE "TOP" COMEDIANS! Photo-illustrated book shows you how; reveals professional "secrets" plus 215 gags, jokes, comedy routines, \$1. Publications, 4932 Eighth, Philadelphia.

EMCEE ARSENAL (3RD SERIES) — NEW slurs, digs and insults; sock quips, prime rib-tickers and sure-fire yocks; also lusty verse and gasty wisecracks, all tested side-splitters, \$2. Buster Rothman's Laugh Laboratory, 473 Broadway, Bayonne, N. J. ja2

FREE CATALOG! PROFESSIONAL COMEDY Material! Every phase of showbiz! Introductory collection, including seven parodies, \$1. Sebastian, 10934-B Hamlin, North Hollywood, Calif. ja30

HANDY SHOWBIZ COMEDY GUIDE FREE with order. Parody song titles, \$1. George Schindler, Showbiz Comedy Service, 1613 East 29 St., Brooklyn 29, N. Y.

MUSIC ARRANGED, TRANSPOSED, CLEAN copies made. Formerly with R.K.O. Fox and Radio. Mark Rubens, 145 West 79th St. B, New York 24, N. Y.

AGENTS & DISTRIBUTORS

ABALONE PEARL SEA SHELL JEWELRY. Butterfly Wings, Novelty Dangling Earrings, Italian Mosaic, Italian Coral, Iran Jewelry. Price list features unusual novelties. Lewis LeVine, Tropical Gifts and Curios, 906 Tampa St., Tampa, Fla. Formerly Joseph Fleischman. de26

AGENTS—SAFETY STOP FOR TRACTORS. A must for every farmer; saves lives; sells \$3.95; costs \$26 doz.; \$2.50 brings postpaid sample and literature. Flash Stop, Box 363, Columbus, Neb. de26

AGENTS, PITCHMEN, DEMONSTRATORS: It's red hot, terrific demonstration. Witch Automatic Needle Threader. Sample \$1, refunded if not satisfied; dozen, \$7.20; gross, \$79.50, cash with order. Ram Sales, Putnam, Conn. ja2

AMAZING CLOSEOUTS

Tailored Earrings, asst. gr. \$15
Tailored Pins, asst. gr. \$15
Stone Earrings, asst. gr. \$18
Stone Pins, asst. gr. \$18
Sample dozens reg. price, 25% deposit. Balance c.o.d. No catalogs. NEW ENGLAND JEWELRY, 9 Empire St., Prov., R. I.

"APACHE QUEEN" HANDBAGS, BEADED, turquoise green. Finest cowhide, supple, dresy, guaranteed. Ideal gift! Retail \$6.98. Sample order, two handbags \$7.25. Spanish Spur Trading Post, Mesilla, New Mexico. de26

BARGAINS — TERRIFIC SAVINGS; JOB lots, closeouts; also save up to 50% on dry goods, clothing, hosiery, notions, drugs, toiletries, gifts, jewelry, television, etc. 2,000 items. Send 25¢ for wholesale bargain catalog with special "get acquainted" offer which includes free \$1 merchandise certificate. Reliable Jobbers, 311 H-47 North Desplains, Chicago 6. np

BINGO BLOWERS—RETAILING \$150, SELL- ing out \$49.50. AC Electric, Balls Blipka Mfg. Co., 617 East 11th St., New York 9, N. Y. ja16

COMIC POST CARDS—CONTAINING LAT- est gags, printed in colors on chrome stock. \$6 retail; price to trade, \$25 per 1,000. Jobbers wanted. Samples, \$1. Continental Publishing Co., 705 Fifth St., Sioux City, Iowa.

JOKERS FUN SHOPS—FULL CREDIT AL- lowed on items returned. Jobbers offer same terms to dealers. Eagle Specialty Co., Akron 14, Ohio. de26

MAKE \$100 DAY SELLING NEW COLOR Filter Screens. Put your television in color. Jobbers wanted. Contact Moody Supply, 3026 Mesquite Rd., Fort Worth, Tex. Phone Valley 6017. ja2

MAKE \$100 WEEK—SELL FAST SELLING beautiful 8x10 starlet pin-ups to stores. Retail price, 50¢; large commission; 6 terrific samples, \$1, postpaid; complete line of 20 samples, \$3. Satisfaction guaranteed. Publicity Corporation of America, 1040 North Las Palmas, Hollywood, Calif.

MEN (WHITE OR COLORED)—NO SELL- ing; weekly check arrangement; experience unnecessary. Quaker (Established 1895), Box 1519, Cincinnati, Ohio.

MEN, WOMEN—EXTRA MONEY, SPARE time. Daily necessity, sells on sight—homes, markets, cafeterias. Write Metro 5546, Los Angeles. Exclusive territory.

NEW 7"x11" ULTRA-BLUE SIGNS—74, Retail 50¢. Sample free! L. Lowy, 812 Broadway, Dept. 771, New York 3. de26

NOVELTY WOOD WALL PLAQUES—WITH catchy comedy slogans, size 8x12, made of beautifully grained wood, high gloss finish, painted two colors, illustrated, silk cord holder. Fast seller to taverns, cafes, cigar stores, novelty and gift shops. Exclusive in your territory. A wonderful item for ball games, guess your weight or age, bingo, and all hanky panky. Order list brings sample and details. H. Sordelet, R. 1, Tarpon Springs, Fla.

POCKET COMBS — ASSORTED COLORS, 100 cards 12¢, \$16; with clip, 100 cards, \$20. Novelties, Notions, Specialties; over 200 items. Carleton House (BB), Texas City, Tex. de26

with it since 1907

ENGRAVERS

No. 100 Men's All Aluminum Idents \$13 Gr.

No. 102 Double Heart All Aluminum Idents \$13 Gr.

No. 14 All Aluminum Grab Bag Idents \$7.50 Gr. (not seconds)

Send for New Catalog—We Pay Postage on All Prepaid Orders Except Airmail. All Phones: WA1erfall 9-8855. Originators of the All-Aluminum Idents.

MILLER CREATIONS
7739 Avalon Chicago
DAY & NIGHT SERVICE

SELL TIES—MAKE \$131.25 WEEKLY, more! Unusual Discount, Bonus Plan. Rush \$1 (refundable) for 2 ties, catalog, amazing details; or, write for details. Loren Specialties, 4351-H Flournoy, Chicago 24, Illinois. ja2

TERRIFIC JOKE NOVELTY! "WORLD'S Smallest Falsies," set of False Teeth in plastic box! Sample, 15¢; one gross, \$6.75 postpaid. Robbins Co., 127-B West 17th St., New York City 11. de26

TEN DOZEN PAIR MEN'S DRESS SOX, \$7.50; ten dozen pair ladies' full fashioned Nylons, \$15; ten dozen pair boys' or girls' Sox, \$12.50. Imperfects; all orders satisfaction guaranteed. Nelson Hosiery Sales, Greenville, Ala.

YOUR OWN BUSINESS — SUITS, \$1.50; Overcoats, 65¢; Mackinaws, 25¢; Shoes, 12½¢; Ladies' Coats, 30¢; Dresses, 15¢. Enormous profits. Catalog free. Moro, 558-AF Roosevelt, Chicago. np

WHOLESALE BUYING GUIDE

Gives names and addresses of hundreds of firms where agents, salesmen, and mail order workers can get thousands of profit-making items at wholesale prices. Also shows many ways you can operate a business of your own in spare time. Only two dollars postpaid, with your satisfaction guaranteed or money back. One wholesale purchase could save several times price of guide. Send for yours today!

Box 12 Cincinnati 13, Ohio
80¢ PROFIT ON \$1 SALES—AMAZING Automobile Cleaner; your name on labels; free sample. Kolamite Mfr., Box 572, Dayton 1, Ohio. de26

ANIMALS, BIRDS, PETS

CALIFORNIA SEALS, SEA LIONS—WILD or trained; main suppliers pools, circuses thruout world. Marine Enterprises, Inc. Hermosa Beach, Calif. np

MEXICAN BABY BURROS—CUTE, VERY gentle, ideal gift for kiddies and children. Suitable to ride on. Males, \$40; females, \$45. Antonio Cavazos, 1318 San Eduardo Ave., Laredo, Tex. ja16

PLENTY SNAKES, ALL KINDS—ONE PAIR adult Pumas, perfect specimens, proven breeders; also Armadillos, Alligators, Mexican beaded Lizards, Emus, Gilaes, Parakeets, Guinea Pigs, Coatumundis, deodorized Skunks, Peafowl, baby Wild Cats, adult Wild Cats, fantail Pigeons. Over 40 years experience shipping live animals all over the world. Otto Martin Locke, Phone 141, New Braunfels, Texas. de26

WANTED—PAIR GORILLAS, ALSO BISON. Marine Enterprises, Hermosa Beach, Calif.

YOUNG MONKEYS—BONNET MACAQUES, \$30; Rhesus, \$25; White Face, \$35; Squirrel, \$22; Spider, \$30; Marmosettes, \$30. Bronson Tropical Birds, 2228 Amsterdam Ave., N. Y., N. Y. Ph. Wadsworth 3-8890. ja9

12 CREOLE PONIES FOR \$600, BROKE TO ride; Midget Polled Hereford Cow, perfect conformation, 2 years old, 220 pounds, \$100; Palomino Pony Mare, \$150. Lewis Lindley, Thayer, Mo.

BUSINESS OPPORTUNITIES

FOR SALE: WATLING PENNY SCALES route; want Popcorn and Custard on bus. Puckett, 311 S. E. 7th Street, Rochester, Minn.

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.

PORTABLE ROLLER RINK—40x95, MAPLE Floor, 60 pairs Skates, etc., \$2,900 total price. Will order new tent. Paul McGannon, Route 1, Box 119, Tyler, Texas.

TERRIFIC BARGAIN—OPPORTUNITY large profits; men's beautiful Neckties, \$3.50 dozen, \$36 gross. Louis Fontanazza, 277 Fairmont Ave., Newark, New Jersey.

\$1 MO. ESTABLISHES YOUR PERMANENT address here in Los Angeles. We forward all mail for our many customers personally and efficiently. Elery Office Service, 1244 S. Grand Ave., Los Angeles 15, Calif. ja13

COSTUMES, UNIFORMS, WARDROBES

BUNDLE CLOWN ODDS ENDS, \$7; TEN Sateen Curtains (7¼x28), gold, red, new, each \$30; Orchestra Coats, \$6; Tuxedo Suits, \$15. Minstrels, Chorus Costumes, Gowns, Wigs, Striptease; Black Velvet Curtain (10¼x48), \$75. Wallace, 2453 N. Halsted, Chicago.

FOOD AND DRINK CONCESSION SUPPLIES

BRAND NEW No reasonable offer refused for new, never uncrated \$1500 Sweden Ice Cream Machine, Model T-8-DWF, 2 head capacity, 20 gallons per hour. Write P.O. Box 21290, Jacksonville, Fla.

FORMULAS & PLANS

ANY FORMULA, \$3; CATALOG, CHEMI- cal Instruction Sheet, 40¢. Joseph H. Belmont, 192 N. Clark, Rm. 620, Chicago 1, Ill.

FOR SALE SECOND-HAND GOODS

ABOUT ALL MAKES OF POPPERS—CAR- mel Corn equipment, Floss Machines, Replacement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill. ja2

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Gifts • Premiums
Incentive Awards
SAME DAY SHIPMENTS

We carry complete stocks... every item first quality.



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804 Sansom St., Philadelphia 6, Pa. Market 7-8242

Visit Our Auxiliary Showroom 708 Sansom St., Philadelphia 6, Pa.

OPEN WEEKDAYS, 9 TO 9 P.M.
SATURDAY AND SUNDAY, 9 TO 6 P.M.
FROM NOW TO XMAS



Temple Exclusive
LADY FAIR

Enchantingly beautiful flexible link bracelet with matching dress pin, earrings and chain necklace. Brilliant simulated diamonds, imported rhinestones and many colored jewel stones. Hamilton gold tone finish. Handsomely gift boxed in tortoise shell plastic carry-all bag with chain.

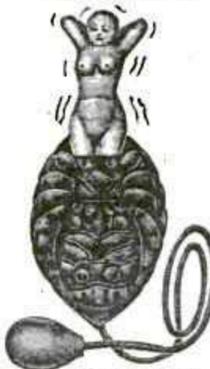


Only \$4.00 Ea.
Retail \$39.75 and Worth It

Bag alone is worth more than you pay for entire set.

Minimum order \$20. Federal Tax additional if not for resale. 25% deposit, balance C.O.D., F.O.B. Philadelphia.

RED HOT! IT'S NEW BE THE FIRST TO HAVE IT "THE SPIDER GIRL"



Sensational Novelty All Rubber She shakes, shimmies, wiggles. Price \$17.50 Per Gross \$1.75 Per Dozen F.O.B. Milwaukee.

No. 4995 BASHFUL MONKEY \$16.00 per gross. \$1.50 per dozen.

No. 3927 SNAKE BOW TIE \$16.00 per gross. \$1.50 per dozen

Include postage with remittance will refund any difference.
WISCONSIN DELUXE CO.
1902 N. Third St., Milwaukee, Wisc

bingo SUPPLIES and EQUIPMENT

7 & 10 Color Specials
4-5-6 & 7 ups
Midgets 3,000 series—7 colors
Paper & Plastic Markers
Wire & Rubberized Cages
Pencils—Crayons—Clips
5x7 Heavyweight Cards
Electric Blowers & Flashboards
Lapboards made to order

JOHN A. ROBERTS CO. INC.
817 Broadway, Newark, N. J.

pierce World Famous 171 WATCHES and Ensembles

An outstanding line priced to give you fast sales action.
DISTRIBUTORS—JOBBER
Write for Details and Illustrated Catalog.

PIERCE WATCH CO., INC.
22 West 48th St.
New York 19, N. Y. PLaza 7-0733

Big Profits Own your own business stamping key chains, name plates, social security plates. Sample with name and address, 25¢.
Bart Mfg. Co.
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Brooklyn 2, N. Y.

SEND FOR FREE 1953 CATALOG
Lowest possible prices on Gruen, Benrus and Dumont Watches. Also Diamond Rings.

← NO. S144—BARGAIN OFFER!
17 JEWELS • WATER RESISTANT • SHOCK RESISTANT • ANTI-MAGNETIC • LUMINOUS DIAL • SWEEP SECOND HAND • CHROME TOP, STAINLESS STEEL BACK CASE • EXPANSION BRACELET, ALL STEEL.
\$9.95 Your Cost
YORMARK SALES CO.
131 WEST 46th St. • NEW YORK 36, N. Y.

SEND FOR OUR GENERAL CATALOG LISTING IDENT'S-RINGS-PINS-EARRINGS-SETS, ETC. PLEASE STATE YOUR BUSINESS—ALSO GIVE US YOUR PERMANENT ADDRESS SO WE CAN MAIL OTHER CIRCULARS TO YOU

RINGS \$5.50 Per Gross and up
NO. 2400, assorted styles—per gross \$5.50
• HAND POLISHED IDENT'S \$7.50 PER GRO. & UP Illustrations ½ actual size.
• NO. 2000, aluminum ident's—per gross \$7.50
FRISCO PETE
604-606 W. Lake St., Chicago 6, Illinois
All Phones—Franklin 2-2567

Engagement Ring, \$3.00 Doz. Wedding Ring, \$1.63
JUST OFF THE PRESS—NEW CATALOG
No. 55 for Engravers, Demonstrators, Fair Workers. Also No. 70 for Jewelry and Ring Demonstrators.
Division of Mahren Ring Company.
Showing Over 750 Ring Styles.
Orders shipped same day at Providence prices plus 10% discount. Consult catalog.
McBRIDE JEWELRY CO.
1261 Broadway at 31st St. N. Y. 1, N. Y.

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 Supplies	<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"/> Taffoing 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..... Issue

I enclose remittance of \$.....

Name.....
Address.....
City..... State.....

OUR SINCEREST WISHES FOR A

Merry Christmas!

and a

Happy New Year

To Our Many Customers and to The Billboard

STERLING JEWELERS

44 E. Long St. Columbus, O.

Wishing All Our Friends Merry Xmas & Happy New Year

The best at lowest Prices Punchboards — Tickets — Pushcards

EMPIRE PRESS INC.

466 W. Superior St. Chicago 10, Illinois Phone: MOhawk 4-4118

THE GREATEST LINE OF NOVELTIES EVER ASSEMBLED IS ILLUSTRATED IN OUR NEW

CONCESSIONAIRE'S, OPERATORS, STREET WORKERS



Don't fail to send for your Free Copy of our General Catalog that is now ready for mailing. It illustrates the most extensive line of Novelties and Premium Merchandise ever offered at amazingly low prices.



GELLMAN BROS. MINNEAPOLIS 1, MINN. 119 NORTH FOURTH ST.

Use GLOBE TICKETS--CLUB DEALS BINGO TICKETS--TIP BOOKS--JAR GAMES ORDER FROM YOUR JOBBER or Write for Complete Information. GLOBE MFG. CO. 2241 So. Indiana Ave., Chicago 14, Ill. Victory 2-0550

Take the lines of least resistance with NAME BRANDS

THE HOUSE OF NAME BRANDS Continuous Supply. All items stocked for immediate pick-up. All orders shipped same day as received. WHOLESALE ONLY

H. B. DAVIS CO. 145-B West 15th Street, New York 11, N. Y.

NEW--TITANIA WORLD'S MOST BEAUTIFUL GEM for men and women in 10K and 14K solid gold mountings. HUGE PROFITS every day.

Unlimited possibilities. 50 styles of simulated diamond rings in Rolled Gold Plate and sterling silver, \$6.00 per dozen up. Copies of expensive Diamond Jewelry.

NO-RISK TRIAL SALES OFFER. You don't risk a cent. Write today for Free Catalog and details. DES MOINES RING CO. 1155 26th St. Des Moines 11, Iowa

BRACELET WATCH "LUCERNE"

You have seen this model on TV selling for \$59.95! White or Yellow Gold. Swiss Precision 17J Movement. UNCONDITIONALLY GUARANTEED. Gift boxed.

\$12.95 Ea. 4 for \$50

New FREE Catalog.

10 W. 27 St., N. Y. C.

BURKE

AGENTS

Write for Our New 1954 Wholesale Catalog

- Watches, Cook Ware, Jewelry, Silverware, Lighters, Tools, Wallets, Luggage, Appliances, Radios

GENERAL JEWELERS

3198 Milwaukee Ave. Chicago 18, Ill.

get KIPP'S BIG CATALOG COMPLETE! 176 PAGES!

SURE-SELL ITEMS: premiums, gifts, jewelry, toys, luggage, sporting goods, housewares, carnival novelties and supplies. Write for Catalog No. 152. IMPORTANT: State your business!

KIPP BROTHERS Wholesale Distributors Since 1880

240-42 SOUTH MERIDIAN ST. INDIANAPOLIS 25, INDIANA

Cigarette Lighter

CHROME. Table or Pocket Models. Size 1 1/2 x 1 1/4" Guaranteed Reg. 2.95 Value for 50¢ Postage Prepaid 2 Doz. for \$10.80

TARA BRAND Irish Hard Candy 6-Oz. Pkg. 15¢

Or Box of 2 Doz. Packages, \$2.50

IRISH PRODUCT—Tara Brand Irish Beef and Beef Broth

1-lb. Can 50¢ or case \$13.50

Send Cash, Check or Money Order to GENERAL R. & S. F. CO.

919 W. Girard Ave. Philadelphia 23

FOR SALE—SECOND-HAND SHOW PROPERTY

ALL 16MM. SOUND—WESTERN, \$18; Features, \$21.24; Serials, \$5 episode. Used Projector, cheap program rented reasonably. Roshon, State Theater Bldg., Pittsburgh 22, Penna.

A SACRIFICE—STREAMLINE 8 CAR MANGELS Whip, extra parts, \$2,950; worth \$6,000; Electric or Gas Kiddie Roto Whip, \$950; Hershel Boat Ride, all aluminum, \$2,750. All perfect condition. Want Schiff Coaster. Funland, York Beach, Me.

BLEACHERS, FOLDING CHAIRS, THEATER Chairs, Outdoor Chairs, Sidewall, Tents, Projectors, Film Screens, Lone Star Seating Co., Box 1734, Dallas, Tex.

EVANS SET SPINDLE—GOOD TOP AND frame, complete duck pond, also African Dip, \$200 takes all. Luke Brown, Star Pt., Leesville, Miss.

FOR SALE—STRONG WALK THROUGH War Ding Show, complete, ready to operate; fine display of captured equipment in cases, nine wax figures, in caskets, flags, recorded grind with plenty records, 50 ft. front, strong flash, a real money maker. Poles and stakes but no top, a 30x60 tent needed. Will take any reasonable offer; owner ill, must sell. Write Nat D. Rodgers, 4010 Obispo, Tampa, Florida. de26

FOR SALE—SNAKE SHOW COMPLETE, with good snakes, nine glass cases, good pit, recorded grind, strong 70 ft. banner line, ticket box, lights and complete sound system. Show one year old, like new; cost \$3500, will sell at a bargain. Contact Chas. Fogel, Box 727, Route #4, Tampa, Fla. de26

FOR SALE—COMPLETE SHOW ON 30 FT. Mack semi trailer, with '47 Chevy tractor. Perfect condition; walk-thru, with living quarters in rear. \$850. Betty Middleton, Gen. Del., Valdosta, Ga.

MANUFACTURE, REPAIR, TRADE ANYTHING canvas. Any size, good as new tents. What do you have or want? Smith Tent, Auburn, N. Y. fe6

MINIATURE TRAINS—ALL TYPES, SIZES, gauges; new, used; built to order; photos, details, 50¢. Miniature Trains, 33-B Winthrop, Rehoboth, Mass. ja23

NEW SLIDE PROJECTORS—TAKE BOTH 1 1/2x1 1/2 and 2x2 color wheels, low factory price. Grobner Projectors, 820 N. W. 21, Portland 9, Ore.

PENNY ARCADE—NEW 21x42 TENT, 50 machines, neon front, 34 ft. low boy trailer with living quarters front end, 1949 Dodge 2 1/2 ton Tractor. Sacrifice price \$4000 cash. Paul E. Rollins, 112 State St., Garland, Texas.

INSTRUCTIONS BOOKS & CARTOONS

MARILYN MONROE FAMOUS CALENDAR, full color, postpaid, \$1; quantity prices free; three, \$2; dozen, \$6. Mack Enterprises, Centralia, Illinois. ja16

MAGICAL APPARATUS

A BRAND NEW #24 CATALOG—MIND-reading, Mentalism, Spooks, Hypnotism, Hrosocopes, Crystals, Palmistry, Buddha, Graphology, Magic; 144-page illustrated catalog, 50¢ wholesale. Nelson Enterprises, 336-B, S. High, Columbus, Ohio. de26

MAGIC HEADQUARTERS FOR ACCESSORIES, books, tricks, escapes, nightclub and stage illusions, circus and carnival side show acts. Magic as a Hobby, \$1. J. P. Kane, Box 379-B, New York 1, N. Y. de26

SUB MINIATURE RADIOPHONE FOR MENTALISTS; weighs less than pound; easily concealed; illustrated brochure, specifications, price. Nelson Enterprises, 336 S. High, Columbus, Ohio. de26

VENTRILOQUIAL (\$65 UP); PUNCH FIGURES, \$15 each, dressed. America's finest hand carved figures. Books, wigs, acts, etc. Spencer, 3240 Columbus, Minneapolis, Minn. np

MISCELLANEOUS

ELECTRICAL BARGAINS—JUST PURCHASED 50 AC Generators from 5-35kw, will build light plants using your choice of engine; also have 2-conductor wire for stringers, 2¢ per foot. Write for Wire and Motor Starter Catalogs; everything electrical for Shows. Electric Wire and Cable Co., 1120 Hackney St., Houston, Texas. Phone WE-4604. np

MUSICAL INSTRUMENTS, ACCESSORIES

ANYONE CAN PLAY THE BLOCK-FLUTE! Entertaining and relaxing! "C" soprano Block-flute \$6.50 prepaid. Professional discount. Art Hensch, P. O. Box 24, Lakewood, New Jersey. Inquiries invited. Any instrument.

PERSONALS

AROUND THE WORLD REMAILING—Gifts mailed from foreign lands, business and personal address. Letters remailed from Chicago, 25¢. Relayed from other cities, 75¢. Full details send 10¢. C. Mack's Mail Order House, 5656 N. Hermitage Ave., Chicago 26, Ill. de26

INCOME TAX HEADACHES!

Then consult with ALBERT ENGLEMAN, Accountant, Tax Consultant, who will prepare your returns, keep your records, plan your income taxes. Thoroughly experienced in the tax problems of show people. Write: 545 5th Ave., N.Y.C. 17 Phone: MU 7-6865

NEW YORK CITY—LETTERS REMAILED, 25¢ each; 10 letters, \$1. Reliable mailing. Frank Bonomo, 54 Jefferson St., Brooklyn 6, New York. fe13

PHOTO SUPPLIES DEVELOPING-PRINTING

ANY SMALL PHOTO COPIED AND ENLARGED to 8x10, \$1; Coloring, \$1 extra; original returned unharmed. Johnson, Box 1635, Washington, D. C. de26

COMIC FOREGROUNDS & BACKGROUNDS, Direct Positive Cameras, Paper, Chemicals, Mounts, Glass Frames, Photo Novelties, Miller Supplies, 1535 Franklin, St. Louis 6, Mo. fe6

DIRECT POSITIVE PHOTOGRAPHERS—We supply everything you need; reasonable prices. Eastman DP paper, chemicals, frames, backgrounds, comic foregrounds, cameras for indoor and outdoors; complete Photo Booths, etc.; free information and prices; we are old and reliable since 1903. PDQ Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. tf

EASTMAN DIRECT POSITIVE PAPER, cameras, lenses and accessories. Marks & Fuller, Inc., 70 Scio St., Rochester 4, N. Y. de26

PHOTO BOOTH OUTFITS CHEAP—ALL sizes; drop in and see them; latest improvements; real bargains. PDQ Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. tf

WANT TO BUY—MARKS AND FULLER Enlarger with reducing attachment. Pharelos, write, McGreevy, 11 Public Square, Belleville, Ill.

PRINTING

PRINTING OF DISTINCTION—LETTERHEADS, Envelopes, Tickets, Cards, Decals, Window Cards, Samples, price list, 3¢ stamp, Mallo, 787-B Leith, Flint 5, Mich. ja9

QUALITY PRINTING REASONABLE. SOCIAL or business stationery, ruled forms, music sheets, etc. Estimates on anything; samples. Economic Press, Leonia 2, N. J. de26

SAVE MONEY ON PRINTING AND OFFICE supplies. New directory lists wholesale sources for everything from mimeographing to a multi-colored catalog. Anything from a half of twine to a ton safe. Send \$2 for your copy. Money-back guaranteed. Transworld Sales, Harlan, Ky.

HELP WANTED

DISPLAY-CLASSIFIED ADVERTISEMENTS

REGULAR CLASSIFIED ADS... Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 15¢ a word—Minimum \$3. CASH WITH COPY.

DISPLAY-CLASSIFIED ADS... Containing larger type and white space are charged for by the agate line, 14 lines to the inch. No illustration or cuts can be used. RATE: \$1 a line—Minimum \$6.

Forms Close Thursday for the Following Week's Issue

AGENT FOR LARGE MAGIC SHOW starting Jan. 1st. Write stating terms of work and references. Must have before Jan. 1st. Fred Story c/o 2003-22nd St., Lubbock, Tex.

DRUMMER AND ALTO SAX; OTHERS write; commercial band traveling Midwest; weekly salary; no lay-offs. Box 1031, Grand Island, Neb. de26

EXPERIENCED GIRL AERIALIST FOR high ladder act; long season; top salary; state age, height, weight first letter. Contact Jerry D. Martin, Box 8158, Tampa, Fla. ja9

GIRL TRIO OR COMBO—PIANO, DRUMS, melody instrument. State salary. Free room, board. Fred Thomas, 512 Saratoga Drive, Lexington Park, Maryland. ja9

GIRL VOCALIST FOR DANCE BAND traveling Midwest. Salary; good chance for experience. Box C-468, c/o Billboard, 2160 Patterson St., Cincinnati 22, Ohio. ja2

MAN TO CLEAN AND BE CAPABLE OF managing large roller rink. Leonard Sholes, 310 Norwood Ave., Cranston, R. I. de26

MUSICIANS—ALL CHAIRS, FOR MIDWEST traveling dance orchestra. Guaranteed salary; large sleeper bus; want commercial Musicians. Call or wire Little John Beecher, 1611 City Nat'l Bank Bldg., Omaha, Neb. ja2

NEED THIRD ALTO MAN WITH BARI preferred; hot beat band; year guarantee; locations. State all. Buddy Bair, Officers Club, Maxwell Field, Montgomery, Ala. ja2

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Forms Close Thursday for the Following Week's Issue

BANDS & ORCHESTRAS

FIVE OR SIX PIECE COMMERCIAL-DIXIE Band (girl vocalist optional) available for month of February. Will go anywhere but prefer South or Southwest. Bus Widmer, Pioneer, Ohio. ja9

MISCELLANEOUS

FEMALE IMPERSONATOR OPEN FOR Night Club booking; singer, exotic dancer; flash wardrobe; send photo; salary, \$150 net. Wesley Davis, 411 So. Wabash, Chicago, Ill. ja16

MR JAN LEE, FEMALE IMPERSONATOR—Currently Rhapsody Club, Peoria, Ill. Contact for available dates. Jan Lee, Box C-467, c/o Billboard, Cincinnati 22, Ohio.

SCENIC ARTIST AND SET DESIGNER—Available for dramatic stock, little theater or burlesque. 25 years' experience including summer stock and Warner Brothers pictures. Joseph Hall, 7 Oliver St., Suffern, N. Y.

MUSICIANS

DRUMMER AVAILABLE—FORMERLY with "Lou Math's Orchestra"; prefer small combo, will travel; commercial and jazz, play shows; non-drinker, steady and dependable. Write or phone, George Sloan, 1119 E. 11th St., Kansas City 6, Mo. HA-5052.

FLASH PIANO MAN NOW AVAILABLE—Blocked chords specialist, arrange; car and recorder; desire steady trio work; union. Bern Sojny, 300 Federal St., West Hartford, Conn. 32-4554.

PIANIST—UNION, SINGLE, GENTILE, Male; trained musician, experienced; alone, orchestra, soloist, accompanist; concert, dance, popular, classic. Box C-463, c/o Billboard, Cincinnati 22, Ohio. de26

PIANIST—MEMBER CHICAGO LOCAL NO. 10, available for hotel or cocktail lounge location. Excellent musical background; personable and experienced. Complete information and photo on request. Lloyd Jenkins, 1103 Gas St., Stoughton, Wis.

PIANIST—IMMEDIATELY AFTER JANUARY 1. Commercial unit, all arrangements; must read, cut shows and play Latin. Steady locations only; cut or no notice. Call or wire. Johnny Engro, Natchez Hotel, Natchez, Miss.

PIANIST—EXPERIENCED, COCKTAIL Lounge or Restaurant. All types of music, no vocals; attractive appearance. No combos, please, and no agents. Kathy O'Neil, 849 Colburn St., Toledo, Ohio.

PIANO MAN DESIRES SOUTHERN LOCATION; small commercial unit only; union; dependable. Jimmy Moore, 558 So. Hull, Montgomery, Ala. Tel. 6151.

SOCIETY-COMMERCIAL DRUMMER; available Dec. 27; fine background, top locations, thoroughly experienced. Authentic Latin shows; wardrobe, car; consider all offers. Wire, phone immediately, Stan Hotelling, Oliver Hotel, South Bend, Ind. np

TRUMPET, DOUBLING TENOR VIBES—Read, Fake; plenty experience; arrange, some vocals. Musician, Box 165, Canton, Mo. Available Dec. 26th. ja2

TRUMPET—LEAD, READ, FAKE, CUT shows, etc. Prefer small Dixie band or commercial. Norman Wood, Route 4, Box 607, Hot Springs, Ark.

PARKS & FAIRS

BALLOON ASCENSIONS, PARACHUTE jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. ja9

PRINTED 8 1/2x11 LETTERHEADS, ENVELOPES, 100 each, \$2.50, \$3.95; Business cards, 250, \$1.95; 500, \$2.95. Standard copy Postpaid. Allen Printing Dept., BPF, Clinton, Mo. de26

TATTOOING SUPPLIES

A-1 TATTOOING MACHINES—DESIGNS, colors, needles, outfits; genuine German Pelican ink; free catalog. Owen Jensen, 120 W. 83rd St., Los Angeles 3. ja30

WANTED TO BUY

WANTED—EVANS' HAND STRIKER—I said Hand Striker. Box C-460, c/o Billboard, 2160 Patterson St., Cincinnati 22, Ohio. ja23

NEGRO BLUES SINGER—PIANO, GUITAR MAN

Negro blues singer who can play piano, guitar or preferably both. Play by ear, fake, accompany self. "B. B. King" type. Will do solo featured program on radio station programmed to colored. Must have personality, ad lib. ability. Ability to read important as man must handle own commercials. Radio experience not necessary. We will teach him announcing tricks. MC experience would help. Station will promote and build personality. Good pay plus talent. Permanent position, no drifters.

The Billboard BOX C-464 Cincinnati 22, Ohio

TENOR-CLARY—SOCIETY-COMMERCIAL combo; read, cut shows; married, and ballad vocalist preferred. Locations only. Write fully pedigree, availability. Chuck George, Leader, Del-Mar Hotel, Sault Sainte Marie, Mich. ja2

WANTED—ACCORDIONIST, VIBRAPHONE Player or Pianist; must be willing to travel; good showmanship required; join unit being formed now. Steady work unit is set, thru top agencies. Joe Raft, 1516 S. Sixth St., Philadelphia 47, Pa. Phone Fulton 9-2862.

WANTED: THIS AREA NEEDS THOUSANDS of women to fill industrial jobs. Write me concerning same. No charge. Detroit is your goal. Grant Yelland, Post Office Box 443, Detroit 31, Mich.

HIGH DIVE—SMALLEST TANK IN world; Spears, Fire, Back Summersault, etc. Capt. Earl McDonald, 456 Lamplifer Place, Warren, Ohio. Phone 4-5337. my8

NIFTY TRAPEZE ACT—AVAILABLE FOR Outdoor and Indoor Events. Feature acts flashy equipment. For full particulars address Charles La Croix, 1304 South Anthony, Fort Wayne 4, Indiana.

VAUDEVILLE ARTISTS

ENTERTAINER—MAGICIAN, COMEDIAN, pantomimist, available week of Dec. 27-Jan. 2. Wire or phone Senor Stréts, Tipton, Mo.

MINNIE MEYERS—FEMALE IMPERSONATOR; free Xmas photo to everyone that writes. Address Minnie Meyers, Kentucky Trailer Ct., 4620 S. Main, Houston, Tex.

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Pipes for Pitchmen

By BILL BAKER

HANK FREDERICK . . . pens from Richmond, Va.: "I'm looking forward to reading Tom Kennedy's yarn in Front-Page Detective mag. It should be terrific. I was with Tom part of last summer, and after spending all those late hours digging up pasts, it should have something. Well, I hope by now that old Ray Herberts and Madeline caught plenty of fish in Florida and that they are getting ready for a big 1954. I gave up my plans to go to the Virgin Islands. Tom Kennedy wrote me and said it just wasn't true, so I took the money back to the loan company and took a job here in Ragan's Laundry. It's a pretty soft job. All I have to do is look thru the pockets for money and I get 20 per cent of all I find. What's happened to Eddie Gillespie? Since he's driving a Cadillac he doesn't pipe in any more."

W. F. ANDERSON . . . reports from Superior, Wis., that he has been working that region when he's able to get thru the snow. Says Andy: "Would like to read pipes from some of you coil workers and find out if there's

any changes been made in that particular end of the business."

HERE'S ANOTHER

note from Joe Joblots who has been doing a bit of prowling around Chicago. Says Joe, "This below zero weather has been rough on the boys here. That famous sportsman, Mr. Klein, of New York and other Eastern points, gave Mike Cherofski of Chi 100 to 1 on the Charles-Wallace fistic go and he was really sweating out the night that the boys were bustin' each others' beezers. Nate Abram wants to let the boys know that he has closed the book for the winter season. Bill Long is relaxing here waiting for the winter dates to open and in the mean time he's playing Santa Claus in the Berkshire lobby. F. indie, who has been working for Bill (Horse Thief) Weiss, is happy since Bill told him he was going to pay his way thru college. By the way, if any of the boys who are looking for sneak spot they should get in touch with that Weiss character."

FAIR ASSN. MEETINGS

Continued from page 54

January 19-20. Tom Craig, Piedmont Interstate Fair, Spartanburg, secretary.

Maine Association of Agricultural Fairs, Portland, January 20-21. Roy E. Symons, Skowhegan, secretary.

North Carolina Association of

Agricultural Fairs, Hotel Sir Walter, Raleigh, January 21-22. Corbin Green, Hickory, secretary-treasurer.

North Dakota Association of Fairs, Dacotah Hotel, Grand Forks, January 21-23. Dick Forkner, Langdon, secretary.

Illinois Association of Agricultural Fairs, St. Nicholas Hotel, Springfield, January 24-26. Clifford C. Hunter, Taylorsville, secretary.

Rocky Mountain Association of Fairs, Rainbow Hotel, Great Falls, Mont., January 24-26. Clifford D. Coover, Shelby, Mont., secretary.

New Jersey Association of Agricultural Fairs, Hildebrecht Hotel, Trenton, January 25. William C. Lynn, Department of Agriculture, Trenton, secretary.

Nebraska Association of Fair Managers, Cornhusker Hotel, Lincoln, January 25-27. H. C. McClellan, Arlington, secretary.

Pennsylvania State Association of County Fairs, Abraham Lincoln Hotel, Reading, January 27-29. Charles W. Swoyer, Reading, secretary.

Western New York State Fairs Association, Hotel Lafayette, Buffalo, January 30. C. L. Larson, P.O. Box 170, Dunkirk, secretary.

Oklahoma Association of Fairs, Tulsa Hotel, Tulsa, January 31-February 1. Vera McQuilkin, P. O. Box 974, Oklahoma City, secretary.

New York State Association of Agricultural Fair Societies, Ten Eyck Hotel, Albany, February 1-2. James A. Carey, State Office Building, Albany, secretary.

Texas Association of Fairs and Expositions, Baker Hotel, Dallas, February 4-6. William M. Petnecky, P. O. Box 486, Fredericksburg, secretary-treasurer.

Mississippi Association of Fairs, Robert E. Lee Hotel, Jackson, February 11. J. M. Dean, Jackson, executive secretary.

Association of Connecticut Fairs, North Haven (Mass.) High School, March 20. Laura Bartlett, North Haven, secretary.

levois and will recuperate in Detroit. Mrs. Wixom was hospitalized.

Malcolm M. Fleming is recuperating at his Fryburg, Pa., home.

Buck Leahy, veteran clown, recalls that Paul Jung, Kinko, Buster Marsh and Leahy were with the LaTena Circus; that California Frank's Wild West and DeRue Bros.' Minstrels day and dated at Dover-Foxcroft, Me.; that Al Dean rode chariot races with Gollmar Bros.; that Emmett Kelly did white-face clowning on the John Robinson Circus; that James M. Cole was ticket seller with Floyd King's Walter L. Main; that Horace Laird did a ring act with Frank A. Robbins Circus; that Earl Shipley rode flat races with the Gollmar show; that Charles and Peggy Kline were with Christy Bros.; that Butch Cohn was with William P. Hall Circus and that Charles Zemater did a bar act.

Jungle Coaster

Continued from page 46

vital long-leaf yellow pine and used it for track ties. The Coaster structure was made of cypress instead of the pine, which was as the Guatemalans insisted. They also insisted on, and got, concrete supports for the project. Dips and rises had been graded into the gully floor, to conserve lumber.

In exactly three weeks the job was finished, de L'horbe said, and altho the fair is over, the ride is still doing business. It has 2,400 feet of track and was a feature of the fair, on which the government spent over \$1 million.

Other rides at the fair were a large Rensselaer Miniature Train, Custer Bubble Bounce, several Herschell rides, and National's Kiddie Ferris Wheel.

Vaszin, whose stay in Latin America was a brief one, intends to return to Guatemala City now that the Chicago conventions are over.

Merchandise Topics

Write Buyers' Service Department, 2160 Patterson Street Cincinnati 22, O., for a complete list of addresses of sources of supply mentioned in this column. To expedite handling, please enclose self-addressed envelope.

Here and There

Joseph Bros., Chicago, has released its new 100-page catalog for the fall-winter season. Printed in four colors, the volume features such name-brand watches as Gruen, Elgin, Bulova and Benrus. Also listed are complete lines of watch bands by Speidel and Harwood, rings, clocks, wallets, cutlery, luggage, cameras, household items, electric appliances, silverware and jewelry, all illustrated.

Grover A. Godfrey, for years a showman and sales promoter known to home builders all over the country, has gone full-time into the promotion of home shows, an important advertising medium for home products, via his National Home Shows, Inc., which puts on 40 shows a year from Corpus Christi, Tex., to Calgary, Alta., and from the Southwest to the Pacific Northwest. Godfrey recently resigned as executive vice-president of the Dallas Home Builders' Association so that he could devote all his time to the work.

A new low-priced stereo viewer for mass distribution is being introduced by Panoscope Corporation, New York. The viewer is fitted with precision lenses and comes with a slide showing three views in full color 3-D. Each viewer has its own mailing container. Viewer, slide and mailing container are being offered at 36 cents complete, in quantity, including special name imprint.

North Shore Nameplate Company, Bayside, L. I., N. Y., announces a new type of metal nameplate—Speedy-Cals—which are said to be a revolution in nameplates and a vast improvement over decals or regular nameplates. They are easily fastened to curved or flat surfaces, without the need of drilling holes, and adhere to porcelain, glass, bakelite, wood and metal. It is possible to serialize them in any typewriter.

Romart, Inc., has mailed its 1954 catalog containing listings and illustrations of a wide variety of novelty and specialty items and gifts and household merchandise.

Under the Marquee

Continued from page 51

Hagerstown, Md., meeting were Mr. and Mrs. Chester Waddle, Mr. and Mrs. A. Harry Warne, Sam Weston, J. L. Harshman, Mr. and Mrs. P. L. Hemphill Jr., Mr. and Mrs. H. E. McFaddin, Mr. and Mrs. Ed Grout, Mr. and Mrs. Giles Shillinger, Charles Smith, Ford Bryan, Wilmer Mumma and guests Billy Barton and George Barton. The latter spoke about experiences since the days he was a rider with Buffalo Bill. Also on hand was clown Zeke (Boxo) LaMont, who greeted those attending and worked in clown make-up.

Trader Horne, Thousand Oaks, Calif., has bought four elephants from Ringling-Barnum. . . . Ed Kelly, assistant vice-president of Ringling - Barnum, Inc., and executor of Mrs. Charles Ringling's estate, passed thru Chicago this week. He was going later to New York to confer with Dan Judge, who also is active in RBBB, Inc.

Dr. H. H. Conley, Park Ridge, Ill., CFA, announces that the John

L. Davenport Tent 1, Chicago, will be reactivated at a mid-January meeting.

Robert C. Zimmerman, assistant secretary of state in Wisconsin and a CFA officer, authored a piece about Otto Griebing, clown, in the November issue of The Golfer magazine. Photos were supplied by John H. Wilson, Ripon, Wis., newspaperman and fan.

Clyde D. Wixom, owner of the Mat Wixom title, and Mrs. Wixom were injured when their car skidded on ice near Edenville, Mich., recently. They were en route to their new home at Char-

\$1.00 JOKE, Snake Bow Ties, Gross \$14.40
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Letter List

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE
2160 Patterson St.
Cincinnati 22, O.

Parcel Post

- Broeffle, Harry James, 25c
Westfall, Robt. & Mrs. (License Plate), 33c
Miller, Carlos & Iris, 35c

- Abbott, Geo.
Abel, B.
Adams, David
Adams, Willis
Aire, Bill
Aldorf, James
Alexander, A. & Mrs.
Alexander, Chas.
(Chuck) & Jeanette
Alfredo, Al
Alvord, Maurice
Allegretti, Frank
Allen, Casey P.
Allen, D. V.
Allen, James C.
Ambrase, Alfred
Andriac, C. E.
Ansher, Joe
Antaleck, Joe (Perch Act)

- Anthony, Bumpy
Anthony, Corinne
Arbison, Ray
Archer, Horace L. & Betty
Are, Bill
Arger, Pat
Arlington, Harvey (Doc)

- Armstrong, Matt
Arsenault, Al
Arsher, Blackie & Hazel
Atkison, Lucky
Ayers, Cony
Bailey, Joe Randolph
Baker, R. C.
Banks, Alfred
Barbette, Zander
Bares, Monica
Barnes, Charlie & Basil Walker
Barron, Freddie
Barrows, Harold
Bays, Dick
Bazie, Patricia
Beard, Al
Beal, Joe
Beall, Hiram
Bean, Herchert & Faye
Becher, Arden
Beem, Johnny & Hazel
Bellshaw, Gladys Wells
Bemore, W.
Benjamin, Harry
Benner, Larry
Benson, Joe
Bernal, Ronnie
Berns, Dick
Bernet, Sunny
Beyers, Paula
Biczies, Geo.
Bimbo, Johnny Nick
Blackburn, Mrs. E. J.
Blair, Paul
Blakely, Benton H.
Bolton, JoAnn
Bollenbarger, Lew
Bombrino, Frank
Bonmarito, Nick
Bookman, White K.
Bordman, Mrs. Joyce
Bourgaine, Linnie Mae
Boyd, Neal F.
Boyer, Chick
Bradley, Albert C.
Bradley, Larry & Vi
Bradley, Thos.
Brizendine, Mrs. Elsie
Broas, Geo.

- Brosnan, Walt
Broffie, H. J.
Broffie, Sonny
Brown, Alex
Brown, Johnny A.
Bryan, Mrs. Irene
Budd, Charlie
Bueckling, Wm.
Lawrence
Bullmon, Grace
Butter, Donald
Buoy, Travis E.
Burke, Ted
Burton, Howard B.
Butcher, Ralph
Calkins, Fred
Cambell, Charlie
Campbell, Mike
Cantor, Mrs. Helen A.
Canuck, Red
Carlie, Henry
Carlyle, M. A.
Carpenter, Chas.
Carpenter, Ron
Carrol, Arthur
Carroll, Tony (Ride Owner)

- Carson, Andy
Carter, Geo.
Carter, Arthur W.
Carter, John
Casey, James Patrick
Cassano, Louis
Cauld, Mrs. Marie
Ceardle, Gordon
Chandler, Grant
Chapman, E. A.
Chapman, Earl Hoppy
Chastain, Wm.
Chidister, Bill
Chilberg, Alfred
Lewis
Christensen, Geo. A.
Christensen, Mrs.

- Christy, Capt. & Mrs. Eugene
Chunas, Mrs. Mae
Church, Vesta
Ciesla, J.
Claire, Hans & Rosita
Clare, James
Clark, Walter Hug
Clarkson, Bill
Cockran, Lee & Bright
Cohen, Leon
Coleman, Bob
Cook, Dan A.
Cooper, Billy (Pop Corn)

- Coriell, Vernell
Cowan, W. D. (Tiny)
Cox, Loftin G.
Cox, Walter B.
Cramer, Ray & Mrs.
Crary or Croy, Chas. P.

- Kennedy, Bill
Kennedy, Thomas F.
Keown, Joe W. & Mrs.
Kepley, Jess & Mrs.
Kernes, Harry A.
Kestling, Jim
Kester, Norman & Mrs.
Keyes, James Sione
Keyser, Willie
Kibel, I. H.
Kiehl, John
Kight, Jean
King, Allman
King, Anna Lee
King, Hazel
King, Jack & Mrs.
King, Kitty
Kieban, Harry
Kner, C. L.
Knight, Barbara Louise

- Knight, Gene & Mrs.
Knigh, Robert F.
Koehler or Kolher, Issac
Knox, Clifford R. & G.
Koons, Harry & Mrs.
Kreuger, Ann Bill
Lamb, Mrs. L. B.
Lam Show
Lamon, Harry W.
Lane, Al
Lanko, Master Douglas
Lanko, Wilson
Lassen, George H. (Bud)
Law, J. L.
Lawrence, Walter
Lawson, Max
Lee, Betty
Lee, Sandra
Leahy, Ed
Leights, Midway
Lento, Tony
Leslie, Bert
Lester, Vincent Leroy
Lewis, Dick
Lewis, Harry
Lind, Mrs. T. W.
Lloyd, Eugene
Llwyn, Mrs. John
Long, Paul C.
Lorenz, Dan & Mrs.
Lutz Shows
Lynn, Thomas & Mrs.
Lucas, Mrs. Bessie
Lundine, Carl (Pianist)

- Mac Kinnon, Allister
McAllan, Geo. & Mrs.
McCaully, Henry
McCarthy, J. C.
McClendon, Leon
McGee, Charles
McGill, Mike
McGlad, Joseph O.
McGovern, Roy
McKay, Minnie
McLendon, Leon
McNeese, Milton & Mrs.
McNeese, William R.
McRorie, Arthur Lee
Madda or Maddy, Lottie
Madison, Harry
Mahs, G. L.
Malikowski, Walter
Manley, Dick (Glass Blower)

- Manley, Richard J.
Manning, Mrs. Barbara
Manson, Francis J.
Marble, R. A.
Marion Greater Shows
Markem, Mary
Marsh, J. & Mrs.
Martin, Chris S.
Martin, Kurt
Marvin, Dr. & Lillian
Marsden, Larry
Mattice, Frank
Menasian, Manuel
Mercy, Ginger
Merrill, Speedy & Mrs.
Merry Midway Shows
Metzer, Stanley
Michis, M. W. & Mrs.

- Miller, Bob
Miller, Dorothy
Miller, Joe
Miller, Ed
Miller, Steve
Milligan, Ted
Minor, Les & Mrs.
Mitchell, George
Moffett, Barbara
Montford, Stanley
Moore, Dean
Moore, Edna
Moore, Eddie (Snakeman)
Moore, Frenchie & Mrs.
Moore, Joe
Moore, William (Joey)
Moore, Harry E.
Moreau, Bobby
Morey, Velma
Morgan, Don
Morris, Dorothy
Morris, J. Raymond
Moss, Chuck
Mumford, Mary
Munroe, Jack
Munroe, William P.
Murphy, Mrs. E. J.
Murphy, P. A.
Murray, Bill
Murray, George W.
Musiccio, Rocco & Mrs.

- Muszynski, Patricia Ann
Myers, Wm. S. & Mrs.
Nadreau or Nedreau, Gene
Napier, William L.
Neighbors, Mrs. Howard G.
Nelson, Captain & Mrs.
Nelson, Jack
Newville, Lewis H. & Mrs.
Nicholas, Tom
Niles, Mrs. Noma
Norman, Jack & Mrs.
Norwood, Mrs. Lucille
O'Brien, Chas.
O'Brien, Jerry
O'Connor, Edward Lee
O'Connor, John & Mrs.
O'Dell, Jimmie
Ole, Gerald & I.
Oliver, Donald
Oliver, Jack
Olson, O. L. (Swede)
Olson, George S.
Oneal, Jack
Osborne, Tommy
Palmatier, George R.
Palvino, Jack
Parker, John L.
Parker, Mrs. Luner
Paul, F. W.
Pearl, J. A.
Peiley, Burdon
Perry, Jack & Mrs.
Petts, Bernad
Phillips, Charles & May
Phillips, Goody & Mrs.
Phillips, W. G. & Mrs.
Piduski, Jimmie
Pierce, Mrs. Lillian
Pitzer, Billy
Polizza, John

- Poplin, Charles M. & Mrs.
Porter, John Robt.
Potter, William
Powell, J. Red
Powell, M. A. (Mills Bros. Circus)
Pressley, K. & Mrs.
Purvin, Bob
Purvis, Tommy R.
Puteett, Wayne & Mrs.
Qualls, Knox
Quintel, Louise
Ragan, Mary (Pitchwoman)
Ralston, V. G. Mrs.
Randl, Bob
Ravell, Rita
Ray, Mrs. Ginger
Ray, R. I. (Pulvino)
Raymer, Walter J.
Raynard, George
Rea, Joe & Mrs.
Rector, Kenneth A.
Rector, Red & Joyce
Redman, Bill
Reed, Virgie & John
Reese, Russell
Reese, B. W. & Mrs.
Reisinger, Albert H.
Remerra, Ben
Remley, Lovona
Renfro, Jack & Mrs.
Reynolds, Chuck
Reynolds, Ellery
Reynolds, Joe & Mrs.
Rhyn, Johnnie
Rice, Ruth & Ole
Richardson, Robert Carson
Richardson, Whitey & Mrs.
Riddle, Johnnie
Riffle, Lewis
Ritchey, J. & Mrs.
Ritz, Chas. J. & Mrs.
Roberts, Doc
Roberts, Doc
Roberts, Jack J.
Roberts, R. C. (Brownie)
Roberts, Stanley J.
Robinson, Bob
Robinson, John L.
Rogers, Brahma & Mrs.
Rogers, Mrs. Pearl
Rogers, Steve (Whitey)

- Rooks, Francis
Rose, Louis
Rose, Melvin
Rosen, H. B.
Rossi, E.
Ruediger, Albert
Rupp, Frank
Ruppert, Dewey
Russell, Steve
Russell, Fred & Mrs.
Ruth, Ted & Willie
Ryder, Mr. Mickey
Salisbury, Pollock & Mrs.
Salisbury, Mrs. Robert
Savage, Fats Joseph
Schubar, William I.
Schultz, Gus
Scott, Eugene (Arkie)
Scott, John C. & Lois L.
Scruggs, Troy
Seavers, Roy
Segar, Frank
Seifer, H. L.
Seigrist, Joe & Mrs.
Sens, Carey
Shaydel, Don
Shaw, W. R.
Sheeks, Floyd
Sheelsy, C. E. & Mrs.
Shields, Wilmet
Shore, Jack
Short, Roy
Small, Mrs. Lynn
Small, Steve & Mrs.
Smith, Beryl
Smith, Mrs. Edna P.
Smith, Frank
Brewster
Smith, Frank Loren
Smith, Mrs. Marie
Smith, Marvin & Mrs.
Smith, Robt. D.
Smith, Wm. Francis
Snyder, Adelaide M.
Sorensen, C. H.
Spain, Buddy & Mrs.
Spalding, Ralph
Spears, Joe & Mrs.
Speigel, Diamond Jim (Circus)

- Whalen, Tom
Whelpley, Rance
White, C. D. (Musician)
White, Mr. Valley
Whiteside, A. R.
Whitey, Ablene
Whitmore, Buster
Whittmore, W. E.
Williams, Flash & Mrs.
Alvema
Wilder, Hugh L.
Williams, Howard (Hoagy)
Williams, Madonia (c/o Bennie Hazen)
Williams, Ted
Williamson, Al
Willis, Tex
Wilson, Miss Dian
Wilson, Harry

- Wilson, Harvey
Winson, Herbert
Winship, Hazel McCrary
Wood, Mrs. Marion
Woodall, W. E.
Woodard, Jimmie
Wood, (The Pelican)
Woods, Eddie
Woods, Frank Lou
Woods, Larry
Woody, Ralph O.
Worth, Earl
Wozniak, Frank & Mrs.
Wright, Chas. & Mrs.
Wright, Duke
Wright, Johnny
York, Margaret
Zerm, Charley & Pat
Zietoo

- Adler, Felix
Arnold, Edward
Blackhall, Dorothy
Beaman, Tex
Buchanan, Harry
Clarkson, Robert
Dressler, Rudy
Edwards, Curley
Fontinos, The Four
Hahn, Walter
Levy, Pearl
Levy, Stanley (Fat)
Mercer, Ned
O'Conner, Pat L.
Rayburn, Mrs. M.
Polk, Prof. J. E.
Ryan, Paul (Maxine Douglas)
Short, Roy & Edna
Williams, Victor (Red)

- Barnes, Mr. & Mrs. M. H.
Bent, Claude
Bent, Frank M.
Christy, Capt. & Mrs. Eugene
Carey, Thomas P.
Healy, Ginger
Harper, Mr. & Mrs. Bob
Harrell, Bozo
Kelly, Bob
Lennard, Louie
McKinney, E. F.
McConnell & Moore
McCabe, Mr. & Mrs. V.
Mueller, Fred
Orrell, Vincent T.
Pennebaker, G. D.
Ryder, June
Smith, Larry
Smith, Dick & Dot
Todd, Ronald
Waite, Kenneth
Wallace, Al

- Ackley, James W.
Allen, Ernest (Curly)
Allen, Harry S.
Allison, Tex J.
Anderson, H. L.
Anderson, George
Baer, Jack
Baker, Mr. & Mrs. D. C.
Baker, James T.
Best, Dick
Bishop, Mr. & Mrs. Brownie
Bohn, Carl
Boudreau, Pete & Gil
Bowling, John F.
Boyle, William
Brad, Mrs. Fred
Brazauskas, Felix
Briggs, B. V.
Britton, Mr. & Mrs. Robt. A.
Brock, H. A.
Bryer, Ollie
Bryer, Lillian
Bryer, Robert & Margery

- Burkhardt, Car
Butler, Peaches
Byers, Frank
Caloian, Carl
Bryer, Lillian
Calkins, Fred
Carl, Robert Earl
Cawley, Melcoam A.
Cox, G. R.
Chamberlain, Henry R.
Chavanne, Mr. & Mrs. Jimmy
Chisholm, Suel & Mrs. Donnie
Cibbell, Gertrude
Clawson, Mr. & Mrs. Ralph
Cobbs, Dorothy & Harry
Coder, Tex
Cowan, Mac
Cox, Frank
Crane, Judy & Sid
Crocker, George (Shawn)
Cudney, Mr. & Mrs. C. H.
Darlington, C. W. & Mrs.
Davies, Mr. & Mrs. W. W.
Davies, Mr. & Mrs. Whitey
Davis, Mr. & Mrs. Joe
Davis, V. A.
Dearling, E. E.
Dee, Prave, Pamela
DeLaney, Mrs. Edna
Dennis, James W.
Desmond, Millicent
Dick, Daniel D.
Dillow, Mr. & Mrs. Rudy
Dobson, Mr. & Mrs. Charles
Donovan, J. R.
Dorso, Al
Downey, Gloria A.
Dunlany, Mr. & Mrs. Jas. E.
Eagle, Mr. & Mrs. Ed
Eddington, Charles
Egan, Mrs. A.
Egolf, Clarence C.
Eikenhorst, Kenneth
Evans, Evan Milton
Finley, Kenneth B.
Flanagan, Mrs. W. M.
Foley, James E.
Forster, Gus & Mary
Foy, Earl P. & Louise
Fraker, Mrs. Marian
Frazier, Mr. & Mrs. Art
Frenzel, H. E.
Fullmer, Howard
Ganote, W. D.
Gawle, Mr. & Mrs. Walter
Gawle, Mr. & Mrs. Walt
Gerard, Mrs. Edna
Gerry, Bobbie
Gerzema, John
Goldart, Mrs. Chris
Gowdy, Pam & Hank
Graves, Marion V.
Gray, Clifford
Herman
Hampton, Dudley
Hankin, B. Harry
Harris, Marvin J.
Haven, Dick
Heller's Acme Shows, Inc.
Henderson, Les & Mrs. Vera
Herrington, Mrs. Jimmie
Hill, Wm.
Hill, Mr. & Mrs. Monk

- Hinds, Kenneth
Holston, John F.
Holston, Mrs. Rose
Homan, Arthur A.
Howe, C. J.
Humphreys, "Blink"
Hunter, Roy
Hunt, Myrtle Beard
Hyland, Richard C.
Icke, Clifford
Irons, Mr. & Mrs. Del
Jacobs, Charles
Jeffers, Sylvester Harold
Jennings, Harold
Jones, Bill
Kachman, Mrs. Jean
Kane, Mike
Kerner, June
Knodel, Emil R.
Kelley, Jean & Loyd
King, W. P.
Kopelow, Jakob
Krieger, Albert
Lamblich, Archie
Larabee, Johnny & Lucky
Lautner, Carl
Lee, Mrs. Clara
Lewis, Sammy
Littleford, Robert
Litta, Mrs. G. F.
Lowe, Jess C.
Lown, Mr. & Mrs. Ralph
Long, William
Lundgreen, Mr. & Mrs. Ed
Lynn, Mr. & Mrs. Jack
Lynn, John J.
McCarthy, Frank
McClanahan, Mr. & Mrs. Buck
McCrary, W. H.
McCurdy, Mr. & Mrs. Mac
McGuire, Arthur
McNeal, Robert
McWilliams, Mr. & Mrs. E. C.
Makay, George
Marco, Walter
Marcus, Red
Masgal, Mrs. Mavis
Martin, Tiger
Medlin, Mr. & Mrs. Jimmy
Meyers, Wm.
Middleton, Mrs. Ann
Miller, John
Minshall, Mr. & Mrs. G. E.
Morgan, Mrs. T. Lance
Mortensen, Arthur
Mosher, L. C.
Myers, Minnie
Nash, Earl H.
Nelson, Mr. & Mrs. George W.
Nelson, Mr. & Mrs. Philip
Nix, Mr. & Mrs. Jeff
Nolan, Mr. & Mrs. Harry
Northrop, Palmer
O'Brien, Mrs. L.
Ogburn, Phil
Osborn, Friday & Mavis
Parker, Frank
Paroff, Harry
Partello, Clinton or Frank
Patterson, John B.
Payne, Johnny
Pearl, Walter J.
Peavy, Mr. & Mrs. L. W.
Penny, George
Perry, Mr. & Mrs. Fred
Pheips, Fred
Pierce, Mr. & Mrs. Charlie
Pink, William
Price, "Mac"
Qualls, Mr. & Mrs. Harold "Red"
Quinn, Mrs. Jean
Ragan, Mrs. Ronald
Raymond, Mrs. Chas.
Read, Rodney H.
Reed, Mr. & Mrs. Charles
Reed, Ivan C.
Reed, Mr. & Mrs. Robert
Richards, Tony
Richman, Mr. & Mrs. Harry
Riley, Mrs. M.
Roberts, Mrs. Max
Roberts, Mrs. Dorothy
Rodgers, Pearl
Roaming, Louis
Ross, Mr. & Mrs. Earl
Ross, Jack R.
Rowe, Anne
Saerno, Mike
Schantz, Mr. & Mrs. S. L.

- Scott, Mrs. H. L.
Scott, Mr. & Mrs. John C.
Seano, Richard J.
Sellers, Jack
Servis, Edward F.
Seyfert, Richard John
Shae, Mr. & Mrs. Pop
Shelley, Robert
Sherin, Mr. & Mrs. "Doc"
Shipley, Mr. & Mrs. Leonard
Shores, E. R.
Sima, Joe
Small, Harry
Smiley, Lorin
Sokolowski, Peter V. & R.
Spartan Family
Stafford, Pop
Stanley, Robert B.
Steffen, Jack
Stearns, Edward
Stephens, Jackie
Striegel, Robert
Stroud, Jim
Stuyvin, Harry L.
Sturner, Mr. & Mrs. Al
Sullivan, D. C.
Tauber, Mr. & Mrs. Earl
Thornton, Dick
Thurman, Brad
Tucker, J. S.
Turner, Mr. & Mrs. Albert
Valentine, Mr. & Mrs. Vernon, Mr. & Mrs. Cliff
Vinson, Jack E.
Walter, Vilot
Warwick, Mr. & Mrs. Stanley
Webb, Edward Sayre
Webster, Mr. & Mrs. H. B.
Wely, Mrs. Catherine
Wetherbee, Ann & Harold
Williams, Barney
Williams, Mrs. Leo
Wilson, Harvey S.
Winters, Claire L.
Yaglia, Miss Rita
Young, William Franklin

MAIL ON HAND AT NEW YORK OFFICE
1564 Broadway
New York 36, N. Y.

MAIL ON HAND AT CHICAGO OFFICE
188 W. Randolph St.
Chicago 1, Ill.

MAIL ON HAND AT ST. LOUIS OFFICE
390 Arcade Bldg.
St. Louis 1, Mo.

Parcel Post

- Harris, Marvin J., 32c

MAGNIFICENT WATCH BRACELET

Simulated diamonds cover entire bracelet and watch cover. Genuine guaranteed Swiss movement. Delivered with watch box. \$120 price tag. Min. order 3. 25% with order — balance C.O.D.

Only \$12.50 each
In lots of three. \$13.95 for sample.

NATIONAL DIST. CO.
222 Calumet Bldg. Miami, Fla.
Phone: 82-6473

Genuine FUR LAMBSKIN RUGS

Beautiful lustrous colors: Red, Green, Blue, Beaver, Grey and Dark Brown. Large size, in the natural pet form, approx. 40"x35". These rugs retail for \$18 ea.; Dealer's price ONLY \$6.35 ea. SENSATIONAL REPEAT ORDER FOR MORE SAMPLE RUGS AT \$6.35 ea. Plus Postage. Write for Free Catalog.

Genuine MINK BRACELETS EARRINGS

Beautiful MINK FUR Trimmed Bracelets \$9.00 per dz.; beautiful MINK FUR Trimmed Earrings, \$9.00 per dz. pair. THESE ARE THE TWO FASTEST SELLERS ON THE MARKET TODAY. Minimum Order: Order 4 samples for \$3.50 Post Paid. (ALL MERCHANDISE SOLD ON A MONEY-BACK GUARANTEE. SEND CHECK OR C.O.D.)

Dept. J. HARVEY LEWIS FUR CO.
324 Hennepin Ave., Minneapolis 1, Minn.

LITTLE ATOM

World's Smallest Pistol

Biggest Profit Producer Ever Offered!

BANG! UP YOUR PROFITS WITH 'LITTLE ATOM' — IT SELLS ON SIGHT WITH A BANG!

The Tiny Pistol 1 1/2 Inch Long Uses Ammunition (Blank Cartridges) That Actually Shoots!

JOBBERS, DISTRIBUTORS: Write, Wire, Phone for Quotations.

De Luxe Model Western
Standard Model Double
Standard Model Western

G & S Mfg. Co.
NASHVILLE 3 TENNESSEE

CATALOG No. 107 for ENGRAVERS DEMONSTRATORS FAIR WORKERS

CATALOG #58 New Catalog FEATURING XMAS and HOLIDAY COSTUME and NOVELTY JEWELRY

For Fast Volume Sales

Write for Yours Today—State Your Business

BIELER-LEVINE
5 N. Wabash Ave., Chicago 2, Ill.

TABLES & STEEL OR WOOD CHAIRS

Folding or Non-Folding

Prompt delivery. Minimum order needed. Ask for prices, toll number 402. **ADIRONACK CHAIR CO.**
1140 B'way, N.Y. (27 St.), Dept. X-42, MU 3-1385

DEMONSTRATORS

ATTENTION! SENSATIONAL VALUE

Beautiful 3-piece set. Hooded point fountain pen, automatic pencil and precision ball pen. Metal cap. Assorted colors. Attractive box. Sample Set, \$1.00.

GROSS \$45.00 including tax.

Orders filled the same day as received. Send 25% deposit with the order.

PACKARD BALL PEN
28 East 22nd St., New York 10, N. Y.
Spring 7-7180

P D Q-World's Greatest PHOTO BOOTH CAMERAS

Dependable — efficient. Makes DIRECT POSITIVE pictures in 3 minutes. Cameras in 21 styles for any size photo. Booths are attractive, easy to transport and quickly assembled. Simple instructions. Fully guaranteed.

Also portable cameras. Write for details.

P D Q CAMERA CO.
1165 N. Cleveland Ave. Chicago 10, Ill.

SEASON'S GREETINGS

THANKS FOR YOUR PAST PATRONAGE

BELL SALES CO.
1107 SO. HALSTED ST.
Chicago 7, Ill.

ASSN. BANQUET

All Walks of Trade Attend Miami Fete

MIAMI BEACH, Dec. 19.—A capacity gathering of 300, including many out-of-towners prominent in the coin machine industry, attended the third annual banquet of the Amusement Machine Operators' Association of Dade County in the Pagoda Room of the Saxony Hotel last Saturday (12).

All segments of the coin machine industry, music, games, vender operators and State-wide distributors were represented at the event which in a couple of years has come to be regarded as the top winter attraction at this tourist mecca.

The program included a pre-dinner cocktail party of the Bush Distributing Company, Florida and Cuba distributor of Wurlitzer phonographs; a dinner, dancing and a star-studded show.

Patti Page, Mercury records artist currently appearing at the Clover Club, dropped in briefly and sang one number. Other entertainers were emcee Charlie Carlisle; Jimmy Grippio, hypnotist and sleight-of-hand artist; Nino (The Great) Yacovino, singer; Mae Williams, singer; Tano and Dee, a dance team, and the Rouse Brothers, hillbilly recording artists.

President Willie Blatt made a brief address of welcome.

Out-of-town guests included Bob Bear, Wurlitzer sales manager; Jack J. Mitnick, AMI East.

(Continued on page 72)

CHICAGO CIG VENDER ORDINANCE HELD UP

Newly Formed Civic Group Halts Action for City Council Okay

CHICAGO, Dec. 19.—An ordinance licensing cigarette vendors was presented Friday (18) at a meeting of the subcommittee headed by Ald. Daniel Ronan for submission to the City Council for approval—but the reading of a last-minute letter to Mayor Kenney on the ordinance by a newly formed group caused the

committee to vote a postponement of at least a week.

The group, Chicago Protective League (which was forced to change its name to Chicago Civic League when applying to Springfield for a charter) was represented by E. C. McIntyre, whose letter to the mayor was instrumental in the move for

postponement. McIntyre's letter followed the argument of Phil Fuchs, executive secretary of the Chicago Wholesale Tobacco Association, in his group's request to retain the ban on cigarette equipment. He charged "hoodlumism and juvenile delinquency" would be increased if the ordinance was passed.

Said McIntyre: "We have not been aware of the (subcommittee) meetings on the ordinance—we think we should be allowed to present our views."

Viewpoints Aired

Alderman Ronan pointed out that his committee had held three previous meetings, during which it was agreed all pro and con viewpoints had been aired. (It went unnoted that the CPA was

(Continued on page 60)

Purveyor Names Monty West to Top Sales Post

CHICAGO, Dec. 19.—Appointment of Monty West as sales manager of Purveyor Distributing Company was announced Friday (18) by President Herb Perkins.

West has had one of the most varied careers in the industry. He started in 1935 as an operator in his home town, Decatur, Ill. In 1938 he headed an operation in the Black Hills area of South Dakota. In 1940 he came to Chicago and set up routes on the South Side.

From 1942 thru early 1946 West was in the radar division of the Air Force. When he came out of the service he was appointed a sales and service engineer for AMI, Inc. In this job West traveled extensively and covered virtually every city in the country and parts of Canada.

After three and a half years with AMI, West resigned to become a key sales and service staffer for World Wide Distributors, Chicago. He left this post early this year to purchase an operation with headquarters in Havana, Ill.

FOOD SALE BASIC

New Location Ruling Concerns Oregon Ops

PORTLAND, Ore., Dec. 19.—Oregon operators this week were concerned over a policy adopted by the Oregon Liquor Control Commission which threatened to close a number of liquor-by-the-drink outlets after the first of the year.

The policy, as expressed at a commission meeting here, requires that food be the basic service at drink establishments. Taverns, many of which went into the

L. A. Ops Discuss Merger With Union

LOS ANGELES, Dec. 19.—Juke box operators in this area are to be organized by the Teamsters Union with the campaign starting soon, members of the Co-Operative Music Operators were advised Tuesday night (15) at their meeting in the Glendale Hotel.

John C. Stevenson, general

counsel for the Teamsters, announced the plan and advised operators to join an association or establish one so that the union could work effectively for them.

Following Stevenson's talk, the music men moved to renew activity to join with George Miller's California Music Guild or, perhaps, establish their own association.

Stevenson attended the session with John Filipoff, secretary-treasurer of the freight drivers' local, and Ward James, representative of Local 203.

Stevenson was introduced by Oscar L. Haymond, secretary of the Vending Machine Owners' Trade Group, after Ben Korte, temporary chairman, had announced a general outline for the night's meeting. George Jay, record promotional man among disk jockeys, made a brief talk on his work of exploiting new platters.

Vending Organized

The speaker prefaced his informal talk by saying that the Teamsters Union was organizing the vending machine industry in the

(Continued on page 64)

Int.-Am. Exec Tours Europe For Markets

PHILADELPHIA, Dec. 19.—Sal Groenteman, International Amusement-Scott-Crosse, is currently in Europe seeking to open new markets for his coin machine import-export firm. Abe Witsen, his partner, is doing double duty in Philadelphia until his return.

Groenteman will visit all Western European countries and spend some time in Africa. He will attempt to assess the increasing import restrictions.

"The restrictions on imports has had a depressing effect on the value of used equipment in the United States," Witsen said, "an unhealthy condition for manufacturers, distributors and operators alike."

Stark Named Ad Manager Of Coin Mch. Division

CHICAGO, Dec. 19.—Appointment of Hilmer Stark as advertising manager of the coin machine division of The Billboard Publishing Company was announced this week by Maynard L. Reuter, vice-president in charge of the division.

Stark assumes the duties of the late Bob Robbin who was appointed to the post last March. He will continue as advertising manager of Vend, the magazine of automatic merchandising.

No stranger to coin machines, Stark has had 15 years' experience in the industry as a reporter, advertising salesman and manager.

A native of Chicago, the new coin machine advertising manager joined The Billboard in June, 1938, as a member of the coin machine editorial staff. Early in 1941 he transferred to the Cincinnati office where he worked on the copy desk and in the job printing department. One year later he left the editorial department to concentrate on coin machine advertising sales.

In March, 1943, Stark enlisted in the Air Force. He was discharged in October, 1945, as a second lieutenant and returned to The Billboard's Chicago office where he sold coin machine and merchandise advertising.

In January, 1949, Stark was appointed advertising manager of Vend and given the responsibility of developing that magazine's advertising department. He will continue to direct the sales activities of Vend in addition to his new duties.

Married, the father of three sons, Stark lives on Chicago's South Side where he is active in civic affairs. He is a member of the Chicago Dotted Line Club, Toastmasters International and a director of the Cottage Grove Heights Improvement Association.

Keeney Holds Yule Party

CHICAGO, Dec. 19.—Several hundred employees and guests were feted at the annual Christmas banquet and dance of the J. H. Keeney & Company at the Marshall Square Ballroom here Friday night (18).

On hand to welcome the staffers and guests were Roy McGinnis, president, and Paul Huebsch, sales manager. A business trip to the West Coast prevented John Conroe, vice-president, from attending.

Empire Coin Triples Export Sales in 1953

CHICAGO, Dec. 19.—Empire Coin Machine Exchange more than tripled its export trade this year, Howard Freer, manager of the foreign sales department, announced this week.

The reasons advanced were: 1. Owner Gil Kitt's trip to several European countries last summer. 2. Exports were expedited. 3. A high percentage of repeat business. 4. Specialization.

Freer explained that while Kitt was in Europe he visited many of Empire's customers and showed them how they could profitably use games and vendors previously overlooked. He also opened up many new accounts on the Continent.

While Empire Coin had been giving its customers reliable service down thru the years, Freer stated that shipments were sharply stepped up to overseas customers this year thru a better understanding of export methods and problems.

Freer said the strongest factor in tripling trade in 1953 probably was repeat business. He attributed this development to Empire Coin's

policy of shipping only merchandise suitable for long location duty regardless of its age and price bracket.

One example of this was indicated in a letter received from Empire Coin's agent in Tangier, Morocco. The agent, Ben Haim, wrote: "We wish to inform you that your shipment of coin machine products arrived this week in excellent working condition. On the basis of this initial satisfactory transaction, we hope to plan new orders for your esteemed company."

United Holds Yule Party

CHICAGO, Dec. 19.—The United Manufacturing Company held its annual Christmas party at Herzl Community Hall Saturday (12). It was attended by more than 1,000 office and production staffers and their families.

Buffet luncheon and beverages were served, followed by dancing. One of the high points of the evening was the awarding of door prizes. These included television and radio sets, record players, watches and a variety of home appliances.



MANY LEADING FIGURES in the coin machine industry were present at the third annual banquet of the Amusement Machine Operators' Association of Dade County held December 12 at the Saxony Hotel, Miami Beach, Fla. Among them were (left to right) Phil Robinson, Chicago Coin Company; Bob Bear, Wurlitzer Company; Ted Bush, Bush Distributing Company, Miami; Ron Rood, Southern Music Company, Orlando, Fla.; Jack J. Mitnick, AMI, Inc.; Willie Blatt, Supreme Distributors, Miami, AMOA president; Joe Mangone, All-Coin Amusements, Miami; Sy Wolfe, Wolfe Distributing Company, Jacksonville; Eli Ross, Ross Distributing Company, Miami; Morton Weinberger, Southern Automatic Music Company, Louisville; Sam Taran, Taran Distributing Company, Miami, and Gordon Horlich, Williams Manufacturing Company.

NAMA Directors Approve 7-Point Advertising Code

Promotional Ad Comm. to Present Regulations to NBBB, ACAM, Others

CHICAGO, Dec. 19.—The newly formed National Automatic Merchandising Association Committee on Promotional Advertising (The Billboard, November 21) announced this week that its Code of Acceptance for vending machine advertising had been approved by NAMA's board of directors.

The full code is carried in this section.

Vending Ops Organized by Union in West

LOS ANGELES, Dec. 19.—The Teamsters Union is organizing the vending machine industry in 11 Western States, declared John C. Stevenson, general counsel for the Teamsters, in a talk before members of the Co-Operative Music Operators Tuesday night (15).

Oscar L. Haymond, secretary of the Vending Machine Owners' Trade Group, introduced Stevenson.

Stevenson announced that the juke box field was the next in line to be organized by the Teamsters (see Coin Music section story).

He explained the Teamsters' method of organizing the vending machine industry in the Western States: "In organizing, we go first to the people to work out a program."

Howard Olsen, committee chairman, said the next move would be to present the code for approval to the National Better Business Bureau, the Association of Classified Ad Managers and display advertising managers. Nominal changes in wording may be adopted in the code to meet with the final approval of all organizations, Olsen said.

Following such approval, the

NAMA committee will call a meeting to determine the best method of distributing the code to the various organizations.

The first draft of the code suggested and prepared by Olsen contained nine points. Following revision, to simplify and tighten it up for a working guide, it was reduced to seven points.

Olsen pointed out that the seven points follow those of the NBBB code on classified vending machine advertising. Several points, specifically 1, 2, 5, 6 and part of 7, are identical to the NBBB code; points 3 and 4 expand upon the bureau code or carry the same idea in different terminology.

Code of Acceptance

For use in judging classified and display advertising of vending machines:

1. No reference may be made directly or indirectly to specific earnings from unlocated vending machines. Any statements of earnings of an established vending machine business being advertised for sale must be factual and based upon the last accounting period.

2. All advertisements designed to sell vending machines shall affirmatively disclose that any investment required involves the purchase of vending machines by the investor and no reference shall be made, directly or indirectly, to an offer of positions which indicates that the advertiser is offering employment.

3. All advertisements designed to sell merchandise to investors under a franchise arrangement providing for the purchaser's servicing of vending machines shall affirmatively disclose that such investors are required to purchase merchandise and that potential earnings are dependent upon sales. Advertisers shall not offer franchises or infer the availability.

(Continued on page 63)

Silver-King Corp. Purchased by Theis, Burt Sells Interest

Firm Ends Contract Mfg. of Bulk Units; Preps Coffee, Bottle Machs.

AURORA, Ill., Dec. 19.—Silver-King Corporation management underwent a top-level change this week when Harold F. Burt, president, sold his interest in the firm to his partner, Adolph Theis. The latter as sole owner of the company, assumed the presidency, and retained the position of treasurer; E. W. Ellis was named vice-president and secretary.

Burt announced he would head a new concern to be formed next spring, in partnership with his two sons. The company, he said, would build a new and different line of venders to be marketed

both under its own name and on contract. Burt has been a manufacturer in the industry since 1923.

Under its new management, Silver-King will discontinue its role as a contract manufacturer of bulk equipment, Theis stated. The Chicago office on Diversey Parkway was closed Thursday (17) and moved to plant headquarters here.

Production Plans

Production on the Silver-King and S-K Jr. bulk venders will be continued, with units sold solely

(Continued on page 63)

Rumor Stoner Buying Delcafe Coffee Unit

CHICAGO, Dec. 19.—Reliable sources report Stoner Manufacturing Corporation, Aurora, Ill., is negotiating the purchase of the Del Products Company, Los Angeles, producers of the Delcafe hot coffee vender.

Neither Stoner nor Del Products executives could be reached for comment, but trade sources said the deal should be completed within a matter of days.

Presumably, Stoner would move the manufacture of the coffee machine to its Aurora plant.

Stoner, a pioneer in the manufacture of automatic merchandising equipment, now builds candy, pastry, gum and cigarette venders and has been testing a cold sandwich machine.

Del Products' coffee machine has an outside cup stack, uses dry ingredients, holds 300 cups and lists to operators at \$375.

If Stoner acquires the machine, it will mark the corporation's biggest post-1945 step toward offering vending specialists a full package of automatic merchandising machines.

Greene Cites '53 \$1.5 Bil; Design News in Vending

NEW YORK, Dec. 19.—Robert Z. Greene, president of the Rowe Corporation, this week declared that gross sales of all products sold thru vending machines during 1953 will hit the \$1.5 billion mark, against \$1.25 billion for 1952.

"While variety of products sold, as well as gross sales continued to increase," he said, "the biggest news in automatic merchandising in 1953 was in the fields of design, research and engineering, with new types of venders opening up wider horizons."

Greene cited the introduction of cigarette venders accommodating 11 brands, adaptable to all major packaging including box-type packs, and vending at two prices, as one of the most significant steps Rowe made in 1953.

He said the need for this vender was created by the rapid growth of king-size and filter-tip brands, as well as premium-priced packs, and the fact that a dozen brands now sell more than 400 million a year apiece, as against only seven brands racking up 400 million pack sales three years ago. He called for a rapid shift in the automatic merchandising industry's thinking on both the manufacturing and operational levels.

(Continued on page 63)

New Solupak Hot Drink Unit

MINNEAPOLIS, Dec. 19.—Solupak Company announced a smaller version of its U-Mix-It Hot Drink Dispenser this week. Priced at \$275, it offers three selections with 65 concentrate packs in each column. Cups are automatically dispensed.

The new model 200 operates the same as the firm's larger unit, model 400. Insertion of a dime and the turning of a handle below the desired selection vends a portion of concentrate (beef or chicken, or chocolate) and a cup. The cup is placed under a jet-aerate water tap or an electric three-gallon storage type water heater and filled to the desired level by pressing a button.

CLEANERS VEND FREE BALL GUM

DENVER, Dec. 19.—Local dry cleaning establishments are proving to be a market for "location sold" used ball gum vending equipment. More than a dozen neighborhood dry cleaners in North Denver, in recent weeks, have purchased units to win the good will of youngsters.

The vender is set up on the store's cash-carry counter. When parents come in with a youngster, the proprietor hands the child a penny and invites him to "help himself" from the vender.

Hold Up Ordinance On Chi Cig Units

Continued from page 59

a new group which for this reason had not had opportunity to participate in the previous meetings.)

Altho Ronan declared he thought the ordinance should be presented to the City Council for approval, he called for a committee vote on the question. It was motioned and seconded to postpone such action, pending a later meeting to hear the Chicago Protective League's views on the question, and to learn of Mayor Kennelly's reaction to the letter.

A call by The Billboard to headquarters of the CPA at 1 N. La Salle Street resulted in the following information: The group was still in the formative stage, letterheads had yet to be set, the girl in charge of the office did not know or would not describe the function of the group. A later call from McIntyre revealed that the organization was set up by a "group of public spirited civic leaders" to supplement and aid other similar local agencies in juvenile problems and like civic activities.

A definite date for the next meeting of the subcommittee was not announced.

SPECIAL
Uneeda Monarch
Vends All King Size
or Regular Size, 6
Cols., 380 Pack Cap.
\$87.50

CIGARETTE MACHINES

All machines vend King Size and Standard Brands in all columns—including matches. Can be set for either 25¢ or 30¢ operation. (\$5.00 additional for 30¢ vending.)

UNEEDA CIGARETTE VENDORS	
Model E, 6 Cols., 168 Cap.	\$75.00
Model E, 8 Cols., 240 Cap.	85.00
Model A, 6 Cols., 180 Cap.	87.50
Model 500, 9 Cols., 350 Cap.	95.00
DUGRENIER CIGARETTE VENDORS	
Model S, 7 Cols., 210 Cap.	\$85.00
Model W, 9 Cols., 308 Cap.	95.00
Champion, 9 Cols., 420 Cap. (late model)	125.00
ROWE CIGARETTE VENDORS	
Imperial, 6 Cols., 180 Cap.	\$ 85.00
Imperial, 8 Cols., 240 Cap.	95.00
Royal, 8 Cols., 320 Cap.	100.00
President, 10 Cols., 475 Cap.	135.00
Crusader, 10 Cols., 475 Cap.	155.00
CANDY MACHINES	
Rowe Candy Machine, 120 Bar Cap., 8 Cols.	\$ 85.00
DuGrenier Candyman, 72 Bar Cap.	49.50
Uneeda Candy, No Base, 102 Cap.	65.00
Stoner Candy Machine, Pre-War, 8 Cols., 160 Cap.	130.00
Stoner Candy Machine, Post-War, 8 Cols., 160 Cap.	160.00

Our Paints are VENERIZED. Prevents Peeling, Flaking and Rusting.
All Equipment Unconditionally Guaranteed. Trade Prices.
½ Deposit, Balance C.O.D.

SPECIAL!
Uneeda Model 500, 15 Cols., 425 Cap., All King Size or Regular, \$100.00.

UNEEDA VENDING SERVICE, INC.

"The Nation's Leading Distributor of Vending Machines"
NEW... RECONDITIONED LIKE NEW
250 Meserole Street, Brooklyn 6, N. Y. • HEGEMAN 3-6295

VICTOR 5c ROCKET

(TRADEMARK)

THE BABY GRAND of CHARM VENDING
All the earning power that can be built into a bulk vender.

THE BABY GRAND DELUXE
is being operated extensively . . . and successfully.

AND NOW PROVIDING for
vending a much wider variety of ROCKET CHARMS (Trademark) . . . per illustrations in this advertisement.

OPERATORS
Contact your nearest VICTOR distributor at once for full details.

Packed & Sold 4 to the Case. Capacity 500 Rocket Charms.

VICTOR VENDING CORP.
5701-13 W. Grand Ave. Chicago 39, Ill.

THE BILLBOARD Index of Advertised Used Machine Prices

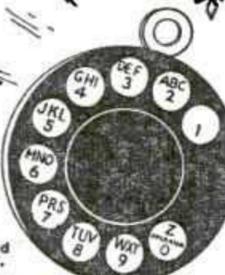
• Vending Machines

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of Dec. 19	Issue of Dec. 12	Issue of Dec. 5	Issue of Nov. 28
Advance Model D Ball Gum..	\$7.45	\$7.45	\$7.45	\$7.45
Advance No. 11 Mdse.....	5.95	5.95	5.95	5.95
Advance Stick Gum, 1c.....	10.00	10.00	10.00	10.00
Coca-Cola Cup Dispenser.....	95.00			95.00
Columbus 1c.....	7.45	7.45	7.45	7.45
Craig Ice Cream Vender, 10c.	250.00	225.00	250.00	250.00
DuGrenier Candyman.....	49.50	49.50	49.50	49.50
DuGrenier S (7 col.).....	85.00	85.00	85.00	85.00
DuGrenier Champion (9 col.)..	125.00	125.00(2)	125.00	125.00
DuGrenier Model W (9 col.)...	95.00 115.00	95.00 115.00	115.00 125.00	115.00 125.00
Eastern Electric Cigarette Vendor 5c-10c-25c.....	15.00	15.00	15.00	15.00
Exhibit Card Vendor, 1c.....			15.00	15.00
Foot Ease (Exhibit).....			150.00	150.00
Hot Snack Bar (5 col.).....	150.00	150.00	150.00	150.00
Hupp Cold Drinks.....	110.00	110.00	110.00	110.00
Kleenix 5c or 10c.....	49.50	49.50	49.50	49.50
Kalva 3 Selective Bottle Vendor	125.00	125.00	125.00	125.00
Marion Scale.....	89.50	89.50	89.50	89.50
Master 1c & 5c.....	7.95	7.95	7.95	7.95
Master 1c.....	7.45	7.45	7.45	7.45
Master 5c.....	7.45	7.45	7.45	7.45
Mills Candy (5 col.).....			89.50	89.50
Mills LoBoy Scale.....	17.50	18.00		
Mills Tab Gum.....	16.50	16.50	16.50	16.50
National Candy (6 col.).....	65.00			
National Candy, 9 M.....	95.00			65.00 134.50
National 930.....	130.00(2)	130.00(2)	130.00(2)	130.00(2)
National 950.....	145.00(2)	145.00(2)	145.00(2)	145.00(2)
Northwestern 33 Ball Gum..	7.95	7.95	7.95	7.95
Northwestern Deluxe 1c and 5c.....	13.95	13.95	13.95	13.95
Northwestern Model 39, 1c..	7.95	7.95	7.95	7.95
Northwestern Stamp.....	69.00	69.00	69.00	69.00
Pop Corn Sez.....		49.50		49.50
Rowe Candy (8 col.).....	85.00		85.00	85.00 124.50
Rowe Crusader (10 col.)....	155.00	155.00	155.00	155.00
Rowe Diplomat Electric (8 col.).....	175.00	175.00	175.00	175.00
Rowe Imperial (6 col.).....	85.00	85.00		
Rowe Imperial (8 col.).....	95.00	95.00		
Rowe President (8 col.).....	155.00	155.00	155.00	155.00
Rowe President (10 col.)....	135.00	135.00	135.00	135.00
Rowe Royal (8 col.).....	155.00(2)	155.00(2)	155.00(2)	155.00(2)
Rowe Royal (10 col.).....	100.00	100.00		
Shipman Candy (3 col.).....				39.50
Shipman Gum (2 col.).....				19.50
Shipman Lifesaver (2 col.)...				19.50
Shoe Shine Machine.....	25.00	25.00		
Silver King 1c Ball Gum.....	7.45	7.45	7.45	7.45
Silver King 1c Mdse.....	7.45	7.45	7.45	7.45
Silver King 5c.....	7.45	7.45	7.45	7.45
Stoner Candy (8 col.).....	130.00 160.00	130.00 160.00	130.00 160.00	160.00
Super Vend Selective Drink Vendor, 3 Drinks.....	325.00	325.00	325.00	325.00
Uneeda Candy.....	65.00	65.00	65.00	65.00 89.50
Uneeda Electric (9 col.)....	125.00	125.00	125.00	125.00
Uneeda Model A (6 col.)....	87.50	87.50	87.50	87.50
Uneeda Model E (6 col.)....	75.00	75.00	75.00	75.00
Uneeda Model E (8 col.)....	85.00	85.00	85.00	85.00
Uneeda Model 500 (9 col.)...	95.00 135.00	95.00 135.00	135.00	135.00
Uneeda Model 500 (15 col.)...	100.00	100.00		
Uneeda Monarch (6 col.)....	87.50	87.50	87.50	87.50
U-Select-It	49.50	49.50	49.50	49.50

KARL GUGGENHEIM
presents the greatest feature
action charm ever . . .

ACTION TELEPHONE DIAL



\$16.00
per thousand
F.O.B. N. Y.

Here is a real collector's item! An authentic reproduction of the telephone dial that actually revolves. Even the letters and numbers are printed in red and black like the real thing. Available in assorted colors, look for a lot of action around vending machines with this child's delight.

GIVE US A CALL!
Order from your distributor or from . . .

Karl Guggenheim
33 UNION SQUARE
N. Y. C. 3, N. Y. • AL. 5-8393

**YOU HAVE TRIED THE REST
NOW BUY THE BEST!**

VICTOR

TOPPER HALF CABINET



\$12.00
100 OR MORE MACHINES
\$12.50
LESS THAN 100 MACHINES
1/3 Deposit on all orders.

PARKWAY MACHINE CORPORATION
718 Ensor St. Baltimore 2, Md.

**CHALK UP ANOTHER
CHARM WINNER
by Price**

Sweet Playing, Colorful Plastic

HARMONICA

\$18.00
Per M
F.O.B., N. Y.

★ Comes in two tone assorted color plastic with genuine metal reed that produces sharp, clear tone. Has loop for stringing.

Write, Phone, Wire Your Orders

PAUL A. PRICE CO.
55 Leonard St., New York 13

Send for Your **FREE** Copy of **RAKE'S NEW CATALOG TODAY!**



RAKE'S AUTOMATIC MERCHANDISER

A guide to efficient and economical operation of coin operated machines.

RAKE COIN MACHINE EXCHANGE
609 Spring Garden St., Phila. 22, Pa.
Lombard 3-2476

**SAVE MORE MONEY—
MAKE MORE MONEY**
Subscribe to The Billboard TODAY!

Clark Bros. Bows New Chewing Gum

PITTSBURGH, Dec. 19.—A new, fruit-flavored gum, to be introduced early in January, was announced by the Clark Bros. Chewing Gum Company. Called "Clark's Long Chew," the gum will be backed by extensive merchandising, said Charles T. Clark, president.

Clark declared the new item would be marketed in the popular-priced package of five sticks for a nickel.

Twenty-five new men will be added to the sales staff, Clark stated, to provide the gum "with more sales strength to assure proper selling development."

NEW YORK, Dec. 19.—Clues, a magazine distributed to Ford dealers and truck operators, published an article on ice vending in its December issue. Pictured was one of the 85 ice vending locations operated by the City Products Corporation in St. Louis.

**FOR SALE
COFFEE-SPA COFFEE MACHINE**
Like New

Model B-600, Ser. #470, with 10¢ slot and waste receptacle. Used three months.

Make an offer to
H. Felsing, Empire Lanes, Inc.
36-42 First St. Hoboken, N. J.

T & L Vending Co. New Detroit-Cig Op

DETROIT, Dec. 19.—Recent addition to the ranks of local cigarette vending firms is the T & L Vending Company. Brothers Louis and Anthony Ruggirello, formerly operators of a service station, head the firm. They disposed of the station to devote full time to vending.

Miller Sets '54 Execs

BOSTON, Dec. 19.—The Charles N. Miller Company, candy manufacturer, announced the following organizational set-up for 1954:

Alton L. Miller, president and treasurer; Richard S. Gates, vice-president and sales manager; Harold W. Knowlton, secretary, and Charlotte A. Snow, assistant treasurer.

Jack Spencer, Big Bear Lake music and games operator, getting set for the winter ski season with a rash of buying last week. . . . Charley Daniels will handle the Christmas decorating chores for Laymon this year.

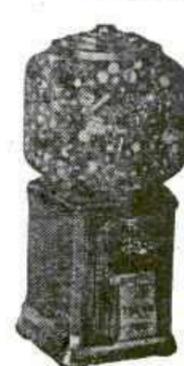
Record in '53
IRON LUNGS SUPPLIED
Join The **MARCH OF DIMES**
January 2 to 31

Merry Christmas and Happy New Year

★

TO ALL OUR FRIENDS

**PITTSBURGH'S LEADING
VICTOR
VENDING
MACHINE DISTRIBUTOR**



★

SIDMOR VENDING CO.
2137 5th Ave. ATLantic 1-2540 Pittsburgh 19, Pa.

PIONEER AND VICTOR extend their very Best Wishes for a Happy New Year



VICTOR'S BABY GRAND DELUXE AND CHICLE TREATS
(hot profit maker)
100 or more, \$13.50 each
Less than 100, \$14.25 each



VICTOR'S STANDARD 1c Topper

world's favorite
100 or more, \$12.00 each.
Less than 100, \$12.50 each.

We stock the complete line of Victor vendors. All machines packed and sold 4 to the case, f.o.b. shipping point. Immediate delivery on all Victor models. Time Payment Plan Available. Trade-ins Accepted. Prices subject to change without notice.

WRITE FOR OUR COMPLETE CHARM AND MERCHANDISE LIST!

Pioneer Vending Service
590 Albany Ave. Brooklyn 3, N. Y.
Phone: PResident 4-5358

GET ACQUAINTED OFFER!
Four Baby Grands (1¢) plus 25 lbs. of gum\$48.25

MAKE MORE MONEY IN VENDING!
Read The Billboard Every Week

For the biggest vending opportunity—for the latest prices on new and used vending equipment—for every bit of significant news in your industry.

Enter a Money-Saving Subscription Now!
Fill out this coupon and mail today.
Saves you more than 20% on newsstand price.

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio
Yes Please send me The Billboard for one year at \$10. (Foreign rate, one year, \$20) 754

Name

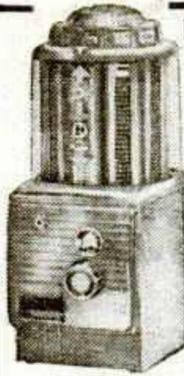
Address

City..... Zone..... State.....

Occupation



Copyrighted material



**NORTHWESTERN
10 SELECTOR
GUM VENDOR**
Greatest
Money-Maker,
We stock
complete line of
Northwestern
Vendors, Parts,
Accessories and
Supplies.
Immediate
Delivery.

QUALITY MERCHANDISE
Pistachio Nuts, Jumbo \$1.07
Mixed Nuts53
Almonds, 800 Ct., 4 Lb. Vac. Pk.87
Spanish Peanuts25
Boston Baked Beans25
Rainbow Peanuts24
Wrigley Gum, all flavors, 100 count
Write for complete list of supplies.
BADGER SALES CO., INC.
2251 W. Pico Blvd. Los Angeles 5, Calif.

ATTENTION, MANUFACTURERS
We are an established distributing
firm covering all of Canada and have
a reputation for success. What lines
have you for us to handle on an
exclusive basis? Please write.
INTERNATIONAL VENDING CO., LTD.
940 Gerrard St., E., Toronto, Ontario
Phone: Hargrave 2179

Johnson, Canteen Chairman, Buys Yankee Stadium

NEW YORK, Dec. 19.—The sale of Yankee Stadium and the Blues Stadium in Kansas City to Arnold M. Johnson, vice-chairman of the board of Automatic Canteen Company of America, and his associates was announced this week by the owners of the New York Yankees. Johnson headed a group which paid \$6,500,000 for the stadiums. The Yankee Stadium was immediately leased back to the Yankee ball club owners, thus effecting no change in the operation of the team or the park. Johnson also was elected a director of H. M. Byllesby & Company, a New York firm, this week. He and his associates purchased the Warwick hotels in New York and Philadelphia for \$13,000,000 during the past two months. A sports enthusiastic, Johnson also is vice-president and treasurer of the Chicago Blackhawks Hockey Team.

SerVit Markets Non-Selective Cup Unit: \$595

Machine Contract
Built Since April
For Dr. Pepper Co.

DALLAS, Dec. 19.—John Mitchell Company, which builds the single-flavor cup drink vender introduced by Dr. Pepper Company last April, was also announced this week as contract producer for the newly formed SerVit, Inc. Latter, at 2613 Ross Avenue here, will market the same vender via direct-factory salesmen and also on special order to other manufacturers or distributors bearing their own trade name.

The vender will retail for \$595. Dr. Pepper offers the unit for \$538.20 cash, \$592.33 on its no-down-payment, three-year finance plan.

Officials of Ser-Vit are: C. B. Hasford, president; Jack Booth, vice-president (Booth was instrumental in the design of the original vender introduced by Dr. Pepper); W. Harry Jack, secretary; Orville Mitchell, treasurer; W. C. Brouch, engineer.

Called the Servit A250; the vender continues to offer the original 250 cup capacity. Standard equipment includes changemaker.

Brach Builds 2 Additions

CHICAGO, Dec. 19.—E. J. Brach & Sons will soon expand operations into two new buildings—providing 116,800 square feet and costing \$1,550,000—now under construction at the candy plant.

A five-story addition, which will contain 104,000 square feet, plus a 12,800-square-foot addition to the present plant, total almost three acres of new floor space.

Brach announced that "the primary need for the new buildings was created by the necessity for manufacturing more candy to meet the increasing demand."

A total of over 1,000,000 square feet of floor space will be used by Brach in its manufacturing operations when the new buildings are completed.

Company expansion began in 1923 when five plants then operated were put under one roof. The new construction makes the twelfth addition since that time.

Sales were \$41,000,000 for the fiscal year ended September 30, 1953.

TV Appoints Can. Distrib

NEWARK, N. J., Dec. 19.—Transportation Vendors, Inc., announced the appointment of Percy Mostow Enterprises as Canadian distributor for its penny gum and candy vendors.

Mostow Enterprises has headquarters at 87 Carman Avenue, Winnipeg.

Ben H. Golob, president of Transportation Vendors, stated that the firm's equipment was being installed in busses, street cars and on commuter trains, in addition to regular locations.

Ark. Cig Revenue Off; Blame Kings, Cancer Publicity

LITTLE ROCK, Dec. 19.—Declining cigarette revenue in Arkansas, down 5.5 per cent the first three months of the new fiscal year, was blamed on two factors: king-size packs and the flood of newspaper and magazine articles citing cigarettes as a possible factor in lung cancer.

Revenue Commissioner Vance Scurlock stated this week that for the first five months of the current revenue year, cigarette tax collections were off about \$99,000 from the \$3,024,394 collected for the like period last year. This despite the State's intensive enforcement of the 6-cents a package levy.

Scurlock, who started studies to determine the cause of the decline, said contact with the National Tobacco Tax Association pointed up the fact that kings were cutting down on unit sales. According to NTTA researchers, "the king-size cigarette takes longer to smoke and as a result fewer cigarettes are used altho just about as much tobacco is consumed by smokers."

Mill NAMA Rep At Fund Banquet

NEW YORK, Dec. 19.—John S. Mill, vice-president of Rowe Manufacturing Company, represented National Automatic Merchandising Association at the banquet held here in honor of the group's co-operation with the Community Fund drive this year.

James A. Linen, publisher of Time and chairman of the National Public Relations Advertising Committee of Community Chests and Councils of America, congratulated NAMA on its activity in promoting Red Feather interest and contributions.

Two 5c Items Added to Tootsie Vending Roster

HOBOKEN, N. J., Dec. 19.—The Sweets Company of America, Inc., here, encouraged by the sale of Tootsie Rolls in vending machines, has recently added two new items to its vending roster.

They are the Vend Pack, which contains six individually wrapped small Tootsie Rolls, and the package of six Tootsie Caramels. Both items vend for a nickel.

"can't pass
up an
ACORN"



precision-built in the world's largest factory devoted exclusively to the manufacture of bulk vending machines.

TODAY—order Acorns to increase the "take" at your locations. Shows off merchandise at any angle. All die-cast aluminum. Vends Ball gum, charms, nuts.

oak
MANUFACTURING COMPANY
11421 KNIGHTSBRIDGE AVE
CULVER CITY, CALIFORNIA
eastern office
PENNY KING CO.
2938 MISSION STREET • PITTSBURGH 3, PA.

IN STOCK VICTOR'S

New Deluxe Model BABY GRAND CHICLE TREET'S VENDOR

ORDER TODAY
VEEDCO SALES CO.
2124 Market St. Philadelphia 3, Pa.
Phone: LOcust 7-1448

Money-Making, Money-Saving IDEAS FOR OPERATORS!



Valuable Information Can Be Yours Every Month... Without Cost!

This breezy little newspaper has made a big hit with operators the country over... not only for its up-to-the-minute news of bulk merchandising, but also because of many helpful operating hints and valuable information on equipment. To get yours FREE, just write The Northwestern Corporation, 2703 East Armstrong, Morris, Illinois.

Northwestern

its a dynaMITE!

ATLAS MASTER penny nickel
PROFIT MAKER
the modern Ball Gum and Charm Vendor for Biggest Profits—more nickel sales—faster emptying!

Also vends NUTS and CANDY!
Be first with the best in your territory! Get the facts! Write, Wire or Phone TODAY!

ATLAS Sales & Mfg. Corp.
12223 Trunket Rd., Cleveland
Phone: ORchard 1-7725

TO ALL OUR CUSTOMERS

Thanks for making 1953 a wonderful year. Here's wishing you the best for '54.

Merry Christmas
Happy New Year

NORTHWESTERN SALES AND SERVICE CO.
MOE MANDELL
446 W. 36th St., New York 18, N. Y.
LOngacre 4-6467

NEW 5c ROCKET CHARM MIX
(TRADEMARK)

Now available for immediate delivery on ALL 5c ROCKET CHARM MIX... containing a LARGE variety of games, toys, keychain items and rings for the sensational 5c ROCKET CHARM MACHINE. Thousands of locations are waiting for 5c ROCKET CHARMS. Be first and get the good spots.

The Victor 5c Rocket Charm Machine holds approximately 500 of "Graff Rocket Charm Mix." Takes in approximately \$25.00 and costs only \$10.00 to fill. Never before have operators experienced such tremendous profits. Our new 5c Rocket Charm Mix guarantees fast results. Get started today.

SPECIAL GET STARTED OFFER

4 Victor 5c Rocket Charm Machines	\$57.00
2,000 "Graff's 5c Rocket Charm Mix"	40.00
TOTAL COST	\$97.00

30 DAY MONEY BACK GUARANTEE IF NOT COMPLETELY SATISFIED
Terms: 25% deposit with order, balance C.O.D. or send full amount and save C.O.D. charges.

GRAFF VENDING SUPPLY CO. 2841 W. Davis
Dallas, Texas

MERRY CHRISTMAS
to all
and to all a
Good Holiday

George Eppy
Samuel Eppy
Sidney Eppy

Two 5c Items Added to Tootsie Vending Roster

They are the Vend Pack, which contains six individually wrapped small Tootsie Rolls, and the package of six Tootsie Caramels. Both items vend for a nickel.

Your key to **SALES RESULTS—**
the advertising columns of **THE BILLBOARD!**

We

Have Newer

CHARMS!

NEW DESIGNS
NEW IDEAS
NEW FINISHES

Send 35¢
Complete
Sample Kit

Teeth • Silver tipped
lets • Ship-in-a-bottle
light bulb • Cameo rings •
Record albums

IMMEDIATE DELIVERY

National
Sales Agents
for
ACORN
CHARM VENDOR
parts and
accessories

PENNY KING
COMPANY

2538 Mission Street Pittsburgh 3, Pa.

**NEW—LOW COST
SILVER-KING
"GIANT ACE"**

AT LAST—a vendor that permits easy placement of charms! It's the New SILVER-KING "GIANT ACE" BALL GUM AND CHARM VENDOR—with 7-lb. globe and extra large top. Offers greater earnings and simplified operation. (Giant Ace Conversion sets available to convert all standard 5-lb. tapered globe vendors—\$3.00 per set.)

1c "Charm King" — Ball Gum & Charms (lime-tested and proved).

5c Pistachio or Mixed Nuts (the busiest nickel snatcher).

1c "Super-Vendor" King-Size Ball Gum (to wake up "sleepy" locations).

1c Candy Baked Beans Vendor (fine companion for ball gum machines).

5c Silver-King "Hot Nut" (for that "extra-special" spot).

1c or 5c Silver-King Nut Vendors (best bet for bars).

Low as \$10.00 Ea.—100 Lots.

**IMMEDIATE DELIVERY
SILVER-KING CORP.**

622 Diversoy Parkway, Chicago, Illinois

**SCHOENBACH
STAMP VENDORS
Folder Type**

ATTRACTIVE OUTSTANDING Built to last for years. Perfect slug detection. Mechanism closes when empty. Easy loading. Reliable performer. Guaranteed.

2 Col. Vendor (as illustrated) \$22.50 ea.

3 Col. Vendor \$32.50 ea.

Very Low Prices

1/3 With Order, Balance C.O.D.

J. SCHOENBACH
Distributors of Advance Vending Machines.
1647 Bedford Ave., Brooklyn 25, N. Y.

Greene Cites 1953 \$1.5 Bil

Continued from page 60

"Most vending machines heretofore have been able to accommodate only seven or eight brands," he explained, "but with the new type venders, automatic merchandising should retain—and increase—its cigarette sales percentage, which in 1952 was approximately 16 per cent of the total cigarette volume."

"Operators," he continued, "are converting as rapidly as possible to the new machines, and we have a backlog of orders on our 11-column manual vender, the 520, as well as on the 11-column electric console, the Commander, which will be in full production early in 1954."

Continued Expansion

Greene said that the outlook was for continued expansion of king-size and filter-tip brands and that the new venders "are as important to automatic cigarette merchandising as the first venders which dispensed king-size brands."

Greene predicted the increasing use of cigarette venders for single-pack sales in supermarkets, as well as the opening of many new industrial outlets.

He also predicted the spread of the use of "automatic buffets," which serve snack luncheons from batteries of venders, from the experimental field into broad fields of operation.

"These so-called 'robot restaurants,'" he said, "were introduced in 1953 on an increasing scale in factories and office buildings. They are serving thousands of travelers on locked-in highways and in Pennsylvania Railroad coaches; we can foresee their extension soon to many other types of locations. In 1954, automatic buffets should take on even bigger importance in in-plant feeding as production of the venders is stepped up."

Greene also cited as significant the introduction of the Rowe quart milk machine and its placement in apartment building locations, and the start of after-hour

"store-front vending" by making goods available to shoppers after the store is closed.

He pointed to the Rowe vender which was built into the store window of the Mayflower Doughnut Shop in Pittsburgh, dispensing doughnuts 24 hours a day.

Greene said this principle can be applied to many other products and store types and predicted the development of revolving store fronts which at night will become batteries of venders selling emergency items.

**Mills Reports
New Ice Cream
Mach. Details**

CHICAGO, Dec. 19.—Mills Industries, Inc., announced this week that its new Mills Package Vendor will list for less than the \$695 price of the Arctic ice cream machine whose basic construction it follows (The Billboard, December 19). Actual price of the dual selection Mills unit was not released.

Joseph Caldwell, assistant general sales manager, said that ice cream bars, as in the Arctic model, will continue to be packaged in sealed cartons approved by State and local health authorities. However, he declared, the machine would handle any frozen novelty that can be enclosed in the standard container. The vender is equipped with a changemaker and is fully automatic.

An improved hermetically sealed refrigeration system is used to provide a uniform cold temperature from top to bottom of the machine.

Caldwell declared that Mills' field organization "will do everything possible to assist operators of the earlier Arctic model and subsequent Jolly Boy units (which Belvend Manufacturing Company produced under Arctic license) with service and maintenance."

Silver-King

Continued from page 60

under the firm name. This said that output of the U-Select-It Jr. coffee vender for Coan Manufacturing Company was also being continued (the machine was exhibited last summer as S-K's own unit, the Coffee Pot; later all production was purchased by Coan and the unit was given latter's trade name).

Silver-King also will undertake production of a new 500-cup coffee vender in the first quarter of 1954, also for Coan. The model, to list in the \$600 bracket, will use the basic mechanism contained in the junior model. It will have an automatic cup drop, S-K's newly developed metering valve for the coffee concentrate, and offer one and two portion dispensings of cream and sugar. Unlike the Jr. unit, however, the cup will not have to be manually moved under separate delivery chutes for either.

Coan will market both coffee units thru its own sales organization and will ship directly from the Silver-King plant. S-K bulk machines will be handled by sales representatives, This said.

A new 3-selection bottle vender has also been developed, a few pilot models built by S-K. Negotiations are now in process with a company to take full production of the unit, according to This.

He also indicated that a locking door-latch for bottle venders would be introduced by S-K.

**Rules Nehi, Mission
Trademarks Not Alike**

WILMINGTON, Del., Dec. 19.—Nehi Corporation's trademark "Royal Crown" and "Mission Dry Punch" were ruled "not confusingly similar" in a U. S. District Court opinion by Chief Justice Paul Leahy. He said that Nehi's complaint seeking cancellation of the "Royal Crown" trademark would be dismissed.

Brach Earnings Up

CHICAGO, Dec. 19.—E. J. Brach & Sons earned a net income of \$1,287,254 for the year ended September 30. For the previous year, net earnings totaled \$1,174,139.

**Kiley, Stockdale
Head Mid-States
Distrib Firm**

Assigned Lehigh,
Welch Juice Mach.,
Del Coffee Lines

CICERO, Ill., Dec. 19.—Bill Stockdale and Bernard Kiley announced the formation of Mid-States Vending Supply Company at 3203 South Austin Boulevard here. The firm, initially, is distributing three lines of venders and Continental Coin Devices' line of coin changers and penny refunders. Both partners also head Continental at the same address.

Mid-States distributes Lehigh Foundries' cigarette vender and Del Manufacturing Company's Delcafe coffee machine thru Illinois and Indiana. Welch Grape Juice Company's dual flavor juice vender is distributed thru Illinois, Indiana, Ohio and Missouri.

In addition to his interest in Continental, Kiley heads Airport Vending Service which started as a coffee operation in 1947 and expanded to a diversified industrial route.

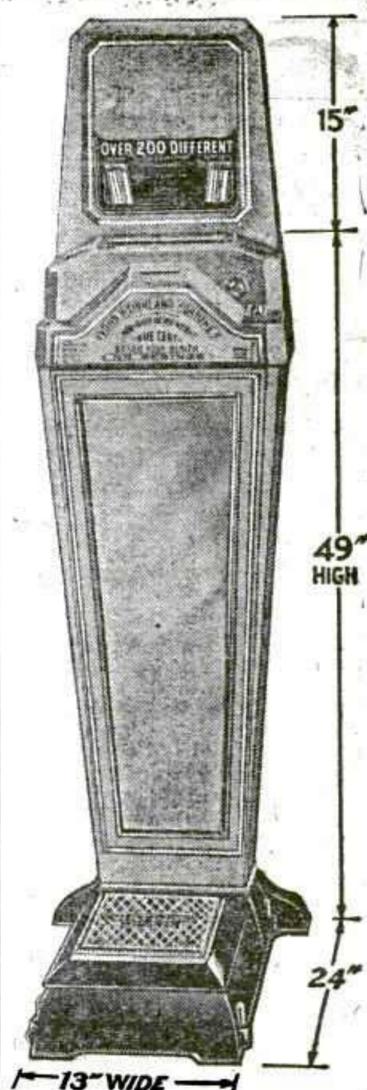
Stockdale stated that Mid-States carries a full line of parts and supplies for each vender line and has a showroom display of equipment.

**Vending Product
Crops See-Saw**

WASHINGTON, Dec. 19.—Production of five crops important to the vending machine industry showed increases this year over 1952, while the yield of five other crops decreased, according to the Agriculture Department's annual crop production summary just out. Gains were shown in the yields of peanuts, pecans, popcorn, sugar beets and sugar cane, while production of tobacco, walnuts, filberts, almonds and cane-sugar sirup was down, Agriculture reported.

Peanut production in 1953 was estimated by Agriculture at 1,574,000,000 pounds, up 15 per cent from 1952. Pecans were up 17 per cent from last year, with an estimated 1953 crop of 173,065,000 pounds, while popcorn production was estimated at 308 million pounds, an increase of 15 per cent over 1952 and the second largest crop on record. This year's sugar beet crop was estimated at 12,029,000 tons, an increase of 18 per cent over 1952, while 1953 production of sugar cane was estimated at 7,472,000 tons, up 4 per cent over last year.

Biggest decrease was in filberts, production of which was estimated by Agriculture as 5,040 tons, a drop of 59 per cent from 1952. Tobacco produced in 1953 was estimated at 2,046,000,000 pounds, a drop of 9 per cent from 1952. Almond production this year, estimated at 36,100 tons, was down 1 per cent from 1952, while walnuts were down almost 55 per cent, with 1953 production estimated at 57,600 tons. This year's sugar cane sirup production was estimated by Agriculture at 5,650,000 gallons, down 6 per cent from last year and the smallest crop on record.



WEIGHT 165 LBS.

**\$25
DOWN**

Balance \$10 Monthly

400 DE LUXE
PENNY FORTUNE SCALE

NO SPRINGS
Invented and made only by

WATLING

Manufacturing Company

4650 W. Fulton St. Chicago 44, Ill.
Est. 1889—Telephone: Columbus 1-2772
Cable Address: WATLINGITE, Chicago

**BALL & VENDING GUMS
BUBBLE, CHICLE
& CHLOROPHYLL**

New LOW factory prices

Bubble Ball Gum, 140-170 & 210 ct.	24¢ lb.
Clor-o-Vend Ball Gum, 140 & 210 ct.	40¢ lb.
Clor-o-Vend Chicks, 275 & 320 ct.	45¢ lb.
Chicle Chicks, 320 & 520 ct.	36¢ lb.
Bubble Chicks, 320 & 520 ct.	30¢ lb.

These LOW prices F.O.B. factory 150 lb. lots.

AMERICAN CHEWING PRODUCTS CORP.
Mt. Pleasant & Fourth Aves.
Newark 4, N. J.

VEND—PUBLISHED BY THE BILLBOARD

**HUNDREDS OF MONEY-MAKING
VENDING IDEAS**

MONTHLY FEATURES
Candy Gum & Nuts
Beverages
Tobacco
New Products
Trends
Industry News
Market Place
Articles
Editorials

Cost you a fraction of a cent a piece—when you subscribe to Vend—the magazine of automatic merchandising!

Fill in—tear out—mail today!

VEND Magazine, 2160 Patterson St., Cincinnati 22, Ohio

Yes—Please sign me up for Vend for

1 year at \$4. 2 years at \$6. 3 years at \$7.50.
(Foreign rate, one year, \$6)

753

Name

Address

City..... Zone..... State.....

Occupation

1953 Tests Guide Dime Play in N. J.

Operators Endorse Dime Minimum Policy; New Program Keeps Customer Good Will

NEWARK, N. J., Dec. 19.—In reviewing the 1953 progress of dime play in this State, Dick Steinberg, executive director of the Music Guild of New Jersey, said, "We found thru experience that a sudden switch to dime play was not possible and so we launched a program that eliminated the use of the nickel chute on a juke box without raising the price of the tunes. Machines were set to play two tunes for a dime and five or six tunes, depending on the operator, for a quarter. The program has gone a long way in conditioning the public to dime play."

Early this year, New Jersey operators attempted to install 10-cent play by the most direct method—charging a dime for each tune instead of the customary nickel. Patrons, location owners and many operators resisted the move so strongly that the attempt failed.

Even extensive public relations and advertising campaigns failed. The two basic factors which forced operators back to nickel play were the loss of good will, which could not be underestimated, and the loss of players.

New Approach

The new approach was based on the assumption that the changeover had to be softened and had to be agreeable to the location owners, the public and the operators.

On December 10, the Essex Trade Area Group, made up of operators who control most of

(Continued on page 67)

KLUNCK MUSES ON 10-CENT PLAY FOR JUKES

CHICAGO, Dec. 19.—In the last issue of The Liquor Dealer & Tavern News, appears the following timely verse by Johnny Klunck promoting juke box dime play:

My tavern juke box sure is great.
It's playing all the time.
My customers can play good tunes,
Or bum ones for a dime.
All night they play "I See the Moon,"
Which is the current rage.
Or "I Went to Your Wedding," sung
By top-notch Patti Page.
With Christmas time not far away,
And it's a great delight,
It's almost time to play such songs
Like lovely "Silent Night."
I love this juke box, yes indeed.
(I hear these songs for free)
'Cause every time a dime goes in,
A few cents go to me.

L. A. Ops Discuss Merger With Union

• Continued from page 59

11 Western States and that the juke box field was next. He added that the Teamsters had had trouble in the past with other unions, the International Brotherhood of Electrical Workers, which pulled out of the field, and the International Union of Mechanics and Electrical Repairmen, an independent group. "We do not subscribe to their way of operating—the 10-cent sticker is out," Stevenson declared. He told the group that the Teamsters was the largest union with \$29,000,000 behind it.

"In organizing, we are first going to the people to work out a program. However, we will not ask for this charter unless we control it," Stevenson stated.

Stevenson continued, "We ask that you devise your own code and we will set up ours to try and coincide. The plan is to get you (operators) in one group and employees in another."

Glenn (Red) Catlin, a Montrose operator, asked Stevenson if he would have to join a separate group as he is already a member of the Teamsters. The union representative said that operators already members would be transferred to the local. Catlin and others are in Local 396.

Stevenson urged that the operators get together into one association. He explained that the union would deal with hours, wages and working conditions. However, he added, the matter of operating was a matter to be handled by the association.

He stressed the need for one group to function and explained that the existence of several associations such as COMO, VMOTG and the Santa Monica Music Operators would only complicate matters and prevent the

union from working at full efficiency. It was explained, too, that if a single code was adopted it might work.

Larry Collins, a Whittier operator, asked the procedure for obtaining a union charter. Upon being told that 10 or 15 could apply for one, he asked if COMO could obtain one.

"We will not issue a charter to

(Continued on page 67)

Chi Assn. Sets Annual Meeting For Jan. 15

CHICAGO, Dec. 19.—The annual meeting of the Recorded Music Service Association has been set for January 15, Ray Cunliffe and Phil Levin, heads of the association, announced. Plans are to hold the meeting at the Bismarck Hotel.

The election of officers will be the primary business on the agenda. Levin said that the meeting would also give many operators an opportunity to see the association's headquarters for the first time.

During the past week Recorded Music donated five juke boxes to churches in the Chicago area. Levin and Cunliffe said it was gratifying to receive many Christmas cards, thanking them for donations during the year. The association began its charity program over a year ago.

Juke Wall Box Calls Airport Flight Times

DENVER, Dec. 19.—A new automatic system (juke wall boxes) of announcing flight departures and arrivals has been installed at Stapleton Field.

Nine Seeburg Select-O-Matic wall boxes were hooked up with loud speakers in the airport and along the ramps.

An airline official, who wishes to make an announcement, merely pushes a combination of two buttons. A recorded announcement follows. One hundred possible combinations are available to the official.

The advantages of the new system, according to airport personnel, is that all announcements are made quickly and by the same professional voice. Between announcements the system plays music, and can also be used any time to make emergency announcements.

The system has done away with the harsh "attention please" that formerly preceded announced flights and now uses two chime. Five airlines use Stapleton Field—United, Frontier, Continental, Braniff and Western.

COIN TV

Bendix Names Texas, Kansas Distributors

BALTIMORE, Dec. 19.—Appointment of two new distributors by the Bendix radio, television and broadcast receiver division was announced by Herman Sacks, director of advertising and sales promotion.

The Lynn Dickerson Appliance Company will cover 50 counties in Southern Texas and six counties in Southwest Louisiana. The Briece Distributing Company was assigned 21 counties in Eastern Kansas and 35 counties in Western Missouri.

The Dickerson Company has headquarters in the M & M Building, Houston, Tex., and the Briece Company is located at 2605 Warwick, Kansas City, Kan.

Sacks said the appointments were prompted by increased activity in the coin-operated TV field.

The Bendix Company has been active in the field since early this year and held displays at the Texas Motel Association convention and the National Hotel Exposition.

Over 100 TV operators and dealers attended a showing of Bendix TV models this week (14) at the Waverly Hotel in Columbus, Ga. Sacks addressed the group at an informal dinner.

With the coming of the new year, the firm plans to bow a special packing carton that will permit tube checking while the set is still in the carton.

Juke Photos Aid Dance Publicity

PORTLAND, Ore., Dec. 19.—The role of the juke box in providing entertainment for youth activities was stressed this week in publicity promoting a teen-aged dance.

A picture spread in the Portland papers showed a group of teen-agers gathered around a juke box. The dance is a city-wide event and open to all high school students.

Wurlitzer-Laine Winner Debuts on Sullivan Show

NEW YORK, Dec. 19.—Patty Bross, winner of the Wurlitzer-Laine contest, made her debut over the CBS network Sunday (13) on Ed Sullivan's show, "Toast of the Town."

Miss Bross, a high school senior from Union, N. J., appeared on the stage with Frankie Laine, who presented her with a check for \$1,000, awarded "for the furtherance of a musical career." He also announced that Columbia Records, Inc., would make a recording of the winner under the direction of Mitch Miller.

The contest, which began last September, was a search for young, non-professional singers that might never reach acclaim thru regular channels. Miss Bross

was chosen from over 4,000 contestants.

Five runners-up in the contest were presented with achievement awards in recognition of their singing ability. They included Jerry Adams, San Francisco; Mary Dellatorri, Philadelphia; Lawrence McKenzie, Jacksonville, Fla.; Connie Sones, Houston, and Bill Cain, Memphis. The awards were made by the Wurlitzer distributor in the home town of each winner.

Rule Food Basic Service At Oregon Tavern Stops

• Continued from page 59

pointing out that cocktails were supposed to be an adjunct to the restaurant business.

Licensing and enforcement officers informed the commission that the present practices do not meet legislative requirements. They were instructed to warn establishments that licenses would not be renewed for 1954, unless food requirements were met. Licenses, however, will be given hearings before any renewals are denied.

Juke Box Ops, DJ's Flock to AMOA Dinner

MIAMI, Dec. 19.—Music operators, disk jockeys and juke box distributors augmented the throng that packed the Pagoda Room of the Saxony Hotel for the third annual banquet of the Amusement Machine Operators' Association of Dade County.

Many late-comers were turned away because of lack of space and next year's event may have to be held in larger quarters, association officials said.

One of the guests at the banquet was Cracker Jim Brooker, hillbilly disk jockey, who works closely with AMOA on his radio show. Brooker was recently made chairman of the board of the Disk Jockeys' Association of America, and at a meeting in Nashville, urged over 500 deejays to cooperate with local associations in order to keep up with authentic reports on current numbers.

Jacksonville music operators, who attended the AMOA banquet, reported that their city was about 60 per cent on dime play. "Taverns and dance spots are uniformly on dime play, while the nickel still prevails in restaurants and other eating places," commented Buster Paul, of Jax Phonograph Company.

New AMI Post To Schlenker

GRAND RAPIDS, Mich., Dec. 19.—John Haddock, president of AMI, Inc., this week announced the appointment of E. C. Schlenker as manager of manufacturing.

The post is a new one at AMI and was made necessary by the growth of the company which, in the past year, expanded its working force 100 per cent and added approximately 40,000 square feet to its floor capacity.

Schlenker was formerly with Argus Camera, Inc., as factory manager. At one time he operated his own tool and die firm in Glendale, Calif.

"We are particularly happy at having found a man of Schlenker's background to take on this new responsibility," Haddock said. "His experience in precision manufacturing will contribute substantially to the future growth of our company."

Info in Other Departments

Among the stories of general interest to the coin machine industry to be found in the General, Music and other departments up front in this issue of The Billboard are:

ASCAP, JUKE OPS IN NO RUSH TO MEET. Altho two weeks have passed since Senator McCarran urged juke box operators to meet with representatives of the American Society of Authors, Composers and Publishers, no direct overtures have been made from either side (Music department).

MERCURY EXPANDS C.&W. Mercury records this week announced an expansion of its c.&w. department (Music department).

MUSIC COPYRIGHTS JUMP. A big jump in music copyrights will be chalked up this year, with big increases of both published and unpublished music (Music department).

MORE PROMOTION, LESS RELEASES FOR CORAL. Coral Records, completing its most profitable year, is mapping increased activity for 1954 (Music department).

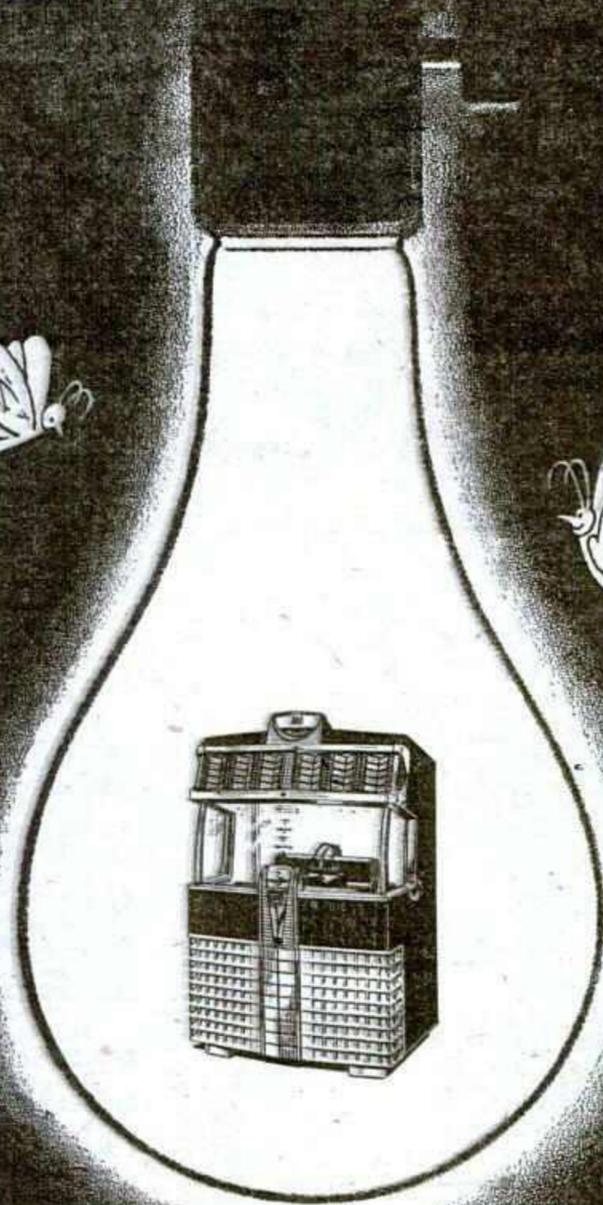
And many other informative news stories as well as the Honor Roll of Hits and pop charts.

TAVERN OWNER TELLS WHY HE WON'T OPERATE JUKES

NEWARK, N. J., Dec. 19.—According to the Music Guild of New Jersey, the owner of a chain of taverns and a tavern trade association official, when asked why he didn't operate his own juke boxes, gave the following reasons:

- "1. We are not in the music business.
- "2. We believe that the sale of music is a specialized business and the music man has the know-how.
- "3. Music creates an atmosphere that is good for my business. We get the best results with a music specialist who supplies us with all the current hits, attractive equipment and good service.
- "4. If a phonograph goes out of order, within a very short time it is repaired at no cost to me.
- "5. My full time is devoted to management, and that includes merchandising and promoting the sale of beverages and food. That's where I am a specialist.
- "6. I have urged my fellow tavern owners, thru our association, to try and define their managerial duties and stick by them, to do a good job without getting their time and money involved in other phases of their business that are best handled by specialists—at no cost to them."

LIGHT— another merchandising feature of the Model "E" that sells more music for you.



Light's a lure
THAT
pulls 'em in!

From the friendly flicker of candles on a youngster's birthday cake, to the powerful electric glare of Broadway, the crowd gathers where the lights are burning. The warm glow of *all three* moving color tubes on the Model "E", the bright, beckoning beacon of its record chamber, are a compelling invitation to *light-hearted* folks to play the juke box.

AMI Incorporated

GENERAL OFFICES AND FACTORY,
1500 UNION AVENUE S. E., GRAND RAPIDS 2, MICHIGAN

ALL THE
WURLITZER
DISTRIBUTORS

Wish
you the
Merriest
of
Holidays

ACTIVE AMUSEMENT MACHINES CO.
Philadelphia 30, Pennsylvania

ANGOTT DISTRIBUTING CO., Inc.
Detroit 21, Michigan

BILOTTA DISTRIBUTING COMPANY
Albany 4, New York
Newark, New York

BRADY DISTRIBUTING COMPANY
Charlotte 2, North Carolina

BRANDT DISTRIBUTING CO., Inc.
St. Louis 3, Missouri

BUSH DISTRIBUTING COMPANY
Miami 37, Florida
Jacksonville, Florida
Havana, Cuba

CENTRAL MUSIC DISTRIBUTING CO., Inc.
Kansas City 8, Missouri
Omaha 2, Nebraska

CENTURY DISTRIBUTORS, Inc.
Buffalo 9, New York

COMMERCIAL MUSIC COMPANY, Inc.
Dallas, Texas
San Antonio, Texas

CO-OPERATIVE DISTRIBUTING CO.
Louisville 2, Kentucky

COVEN DISTRIBUTING COMPANY, Inc.
Chicago 18, Illinois

CRUZE DISTRIBUTING COMPANY, Inc.
Charleston, West Virginia

CULP DISTRIBUTING COMPANY
Oklahoma City, Oklahoma
Tulsa, Oklahoma

DRACO SALES COMPANY
Denver 19, Colorado

EMARCY DISTRIBUTING COMPANY
San Francisco 3, California

F.A.B. DISTRIBUTING COMPANY, Inc.
New Orleans 13, Louisiana
Atlanta 3, Georgia
Birmingham, Alabama
Columbia 1, South Carolina

PAUL A. LAYMON, Inc.
Los Angeles 15, California

MAESTRO MUSIC, Inc.
Tucson 1, Arizona

MUSIC DISTRIBUTING COMPANY
Pittsburgh 19, Pennsylvania

NORTHERN MUSIC, Inc.
Cleveland 3, Ohio

NORTHWEST SALES COMPANY
Seattle 1, Washington

O'CONNOR DISTRIBUTORS, Inc.
Richmond 20, Virginia

POOLE DISTRIBUTORS, Inc.
Boston 15, Massachusetts

SANDLER DISTRIBUTING CO.
Des Moines 9, Iowa
Minneapolis, Minnesota

STEELE DISTRIBUTING CO., Inc.
Houston 6, Texas

T & L DISTRIBUTING COMPANY
Cincinnati 14, Ohio

UNITED, Inc.
Milwaukee 8, Wisconsin

WILLIAMS DISTRIBUTING COMPANY, Inc.
Memphis 3, Tennessee
Nashville 3, Tennessee

WINTERS DISTRIBUTING COMPANY
Baltimore 13, Maryland

YOUNG DISTRIBUTING, Inc.
New York 36, New York

as does the
SALES DEPARTMENT
of the
RUDOLPH WURLITZER CO.
NORTH TONAWANDA, N. Y.

THE BILLBOARD Index of Advertised Used Machine Prices

• Music Machines

	Issue of Dec. 19	Issue of Dec 12	Issue of Dec 5	Issue of Nov 28
AMI				
D 40 Hideaway.....	159.00 169.00	159.00 159.50	150.00 169.00	\$169.00 179.50
Model A.....	195.00(2) 275.00	169.00 275.00	179.50 275.00	195.00(2) 275.00
Model B.....	239.00 249.50	239.00 269.00	269.50 269.50	269.50 269.50
Model C.....	289.00 289.50	289.00 289.50	289.00 309.50	289.00 309.50
Model D-40.....	295.00 325.00	295.00 350.00	325.00 350.00	325.00 350.00
Model D-80.....	475.00 495.00(3)	475.00 500.00	475.00(2) 500.00	475.00 500.00
	519.50 595.00(2)	519.50 585.00	550.00 585.00	585.00 595.00
CHICAGO COIN				
Band Box.....	125.00	125.00	50.00	
EVANS				
Constellation.....	195.00	195.00		
MILLS				
Constellation.....	124.50			
PACKARD				
Manhattan.....	79.50	79.50	39.50 79.50	79.50
Hideaway.....	125.00	165.00		165.00
RISTAUCRAT				
12 Selection.....	79.00	79.00		
ROCK-OLA				
46.....		125.00	125.00	125.00
1422.....	50.00 69.00	50.00 59.50	59.50 75.00	79.00(2) 95.00
1426.....	79.00 79.50	69.00 79.00	79.00(2) 95.00	
1428.....	89.00 99.00	89.00 99.50	69.50 99.00	99.00 125.00
1432.....	199.50		99.50 125.00	199.50
51-50.....			199.50	
1436.....		589.00	275.00	
Playmaster.....	35.00	35.00	289.50	
Rocklite 48.....		295.00	295.00	295.00
SEEBURG				
Hideaway.....	125.00(2)	125.00	50.00 125.00	125.00
M 100 A 78 RPM.....	445.00 485.00	445.00 485.00	475.00 485.00	485.00
M 100 B 45 RPM.....	625.00	685.00	685.00 700.00	685.00
M 100 BL.....	745.00		495.00(2)	495.00(3)
M 110 C.....	825.00		685.00	685.00
146.....	60.00 75.00	60.00 99.50	65.00 95.00	95.00 135.00
H 146 Hideaway.....	99.50(2) 135.00	135.00	99.50 135.00	
H 146 M Hideaway.....	60.00 89.50	75.00 79.00	75.00	95.00
H 148 Hideaway.....	75.00 79.00	75.00 79.00		
H 147 Hideaway.....	90.00 165.00	90.00		185.00
100 C.....	75.00 100.00	75.00	125.00	
146 M.....	79.00 99.00	79.00 99.00	795.00 850.00	99.00 115.00
146 S.....	79.00	79.00	99.00 115.00	99.00 115.00
147.....	75.00 90.00	75.00 119.50	75.00 129.50	165.00
147M.....	109.50 119.50	165.00	165.00	
147 S.....	165.00			
148.....	99.00	85.00 99.00	129.00 135.00	129.00 129.50
148 M.....	175.00 195.00	129.00	135.00	135.00
148 ML.....	164.00	195.00	195.00	195.00
148 SL.....	179.00 179.50	164.00	150.00 185.00	185.00
1946 Hideaway.....	159.50	179.00	179.50 215.00	179.50 215.00
	79.50	89.50	159.00	159.00
WURLITZER				
700.....	59.00	59.00	69.00	69.00
750.....	59.00	59.00		
800.....	59.00	59.00	69.00	69.00
850.....	59.00	59.00		45.00
1015.....	95.00 99.00	95.00 99.00	99.00 115.00	99.00 125.00(2)
1017 Hideaway.....	109.50 135.00	125.00 150.00	125.00(2)	135.00
1017 A.....	150.00		150.00	150.00(2)
1080.....	75.00 99.50	75.00	79.50 125.00(2)	
1100.....	89.00 125.00	69.50 89.00	125.00(3)	139.00 175.00
1217 Hideaway.....	195.00 219.00	195.00 219.00	219.00 265.00	219.00
1250.....	249.50 275.00	275.00	275.00	275.00(2)
	249.50 269.00	269.00	275.00 295.00	295.00
	275.00	295.00(2)		
	295.00(2)	319.00		
	319.00 324.50			
1400.....	439.50 495.00	495.00	450.00 495.00	495.00
	545.00			

L. A. Ops Discuss Merger With Union

• Continued from page 64

operators unless it is under the jurisdiction of the International," Stevenson said. "The charter will not float free so that rules can be changed."

Business Agent

Gollins asked about the naming of the business agent. The International, it was pointed out, would do this. Stevenson recommended a trusteeship.

Haymond distributed the membership applications after advising that VMOTG had undergone a complete change of officers. He added that he had been secretary since last January 5, and had worked long hours to do a real service for the operators. The Teamster application calls for \$35, which pays up the employer member to March, 1954. Haymond urged, too, that the operators join an association "but protect yourself."

After the union representatives and Haymond had departed, a general discussion followed on how to form the association. Past action to get George A. Miller to organize here was reviewed. Sam Ricklin, of California Music, stressing his neutrality in the matter, asked that the operators do something.

It was revealed that Miller had agreed to bring Los Angeles County under the Music Guild jurisdiction with the receipt of 25 applications of \$35 each. A show of hands and quick writing of checks and I.O.U.'s to show good faith committed 11 members to CMG.

Ricklin is to contact Miller with the possibility of having him again talk to the operators. The next meeting was set for January 12 with Al Hanlin as the temporary chairman.

Door Prizes

A 100-Selector Seeburg bar box donated by Jean and Dolores, of Minthorne Music, was awarded as a door prize to Bill Curry, and a Seeburg speaker was presented to Homer RaZor. Wilhelm Music

Miami

The third annual banquet of the Amusement Machine Operators' Association proved an outstanding success. All connected with it deserve a round of applause, especially AMOA secretary Doris Shapiro and Chairman Joe Mangone, of the entertainment committee.

The crowd that jammed the Pagoda Room of the Saxony Hotel, Miami Beach, made it clear that the event has outgrown even this huge room. Next year the committee may have to look for larger quarters.

received an AMI speaker from the Badger Sales Company. Several batches of cans of shuffleboard wax from C. A. Robinson were received by Rocky, Fred Ross, Benjamin, Wayne Wilson, C. C. Wilcox, Al Hanlin, Clayton Ballard, Pete Romeo, Ed Wisler, George Nachtweih, and Reisz. Packages of records from California Music went to Larry Collins, Sam Ricklin, Perry Knapp, June Wisler, Mrs. Bryant, Dean Brown, C. J. Larson, Joe Finkle, Mrs. C. J. Larson, Cordell, Mrs. Ricklin, Walter Hemple, Catlin, Clem Korte, Duane Butts, R. Olson, Russ Gibson, Mrs. Ballard, Farmer, and Glenn Wolcott.

As Ricklin had donated records for his California Music Company and Ed and June Wisler had attended as representatives of the Minthorne Music Company, they returned their awards. This allowed for a gift from the distributors for everyone.

1953 Tests Guide

• Continued from page 64

the juke boxes in Essex County, unanimously endorsed the dime minimum program.

Reliable reports from experimental dime minimum attempts showed that net collections increased; location owners accepted the change, since there was no increase in the price per play, and operators in other counties around Essex would give the program a chance. Once the dime minimum was established, it was pointed out, a price increase would be easier to put thru and a program of this type would not require a special field man.

The Music Guild is preparing colorful decals to be placed on phonographs, instructing customers to "use Dimes and Quarters only."

Locations where new equipment is being rotated are considered "naturals" for the dime minimum conversion. Dining cars also are considered easy.

The firms that have pioneered the experiment in Essex County are Runyon Operating Division, Major Enterprises, Ajax Music and Stradford Music.



Reconditioned Music Equipment

"Who-o-o Me? Yes, You!"

Save Money Make Money

SEEBURG

148SL \$159	146M \$99
147M 129	H146M 79

AMI MODEL C..... \$289	WURLITZER 1015..... \$99
WURLITZER 1250..... 269	ROCK-OLA 1426..... 99
WURLITZER 1100..... 219	ROCK-OLA 1422..... 79
AMI MODEL A..... 169	RISTOCRAT (12 Selections).. 79

WALL BOXES

SEEBURG-3W2-L56... \$ 7.50

WURLITZER 3020..... 12.50

WIRE-WRITE-PHONE

1/3 down, balance C.O.D.
Export inquiries invited

DETROIT, MICH. —10217 Linwood
Tulsa 3-3900

CLEVELAND, OHIO—2600 Euclid
Cherry 1-3801

LANSING, MICH. —1224 Turner
Lansing 5-4243

TOLEDO, OHIO —1302 Jackson
Main 6192

MUSIC SYSTEMS INC.

How Was Your Timing on . . .

"OH MEIN PAPA"

EDDIE CALVERT
ESSEX '336

Now on Billboard's "Best Selling Singles" Chart

Start today to time your record buying to cash in on the heaviest disk jockey promotion and strongest dealer merchandising. Billboard's weekly BEST BUYS are the answer. Arrange now to have fifty strips of BEST BUYS supplied day and date with their publication in Billboard. You'll save time and money . . . you'll be riding only the winners for top play the year around!

Spotted as a
**Billboard
BEST BUY**



Title Strips
Ready for Top
Juke Profits



CONVENIENT ORDER FORM

There are 20 title strips on each card—10 on side A and 10 on side B. The minimum package includes 2 cards of each record selected (average 10 records—20 cards) delivered weekly for a period of 3 months.

(Cards per weeks)	(Cost for 3 months)	(Cards per weeks)	(Cost for 3 months)
20 (400 strips).....	\$ 9.00	70 (1400 strips).....	\$29.00
30 (600 strips).....	13.00	80 (1600 strips).....	33.00
40 (800 strips).....	17.00	90 (1800 strips).....	36.00
50 (1000 strips).....	21.00	100 (2000 strips).....	39.00
60 (1200 strips).....	25.00		

Juke Labor Trial Set for Feb. 8 By Detroit Court

DETROIT, Dec. 19.—The juke box labor racket trial, involving eight defendants—coin machine operators, officials of the Teamsters Union, headed here by William Bufalino, and night spot owners—was set for February 8 by Judge Gerald W. Groat of Recorders' Court.

The case resulted from a congressional committee investigation of charges that Local 985 of the Teamsters' Union, AFL,

sought to control the Detroit juke box business.

Defendants in the case are Bufalino; Vincent a Meli, head of Meltone Music and White Music; Leonard Monteleone, who was alleged to have removed a juke box from a location; Cecil Watts and Lawrence J. Welsh, business agents of the union; Louis Fisher, head of Fisher Music; Charles J. Morgan, supervisor of the Music Operators' Guild of Michigan, and Herman Prujanski, former night spot owner, who was recently extradited from California.

The trial, it is believed, will require a minimum of five weeks. The defense indicated that it would call over 100 witnesses.



a Vaccine will mean Victory!

Join The MARCH OF DIMES

January 2 to 31

A Very
Merry Christmas

to All of You.....
 from all of us

the

ROCK-OLA

organization



THE BILLBOARD Index of Advertised Used Machine Prices

• Shuffle Games

	Issue of Dec. 19	Issue of Dec. 12	Issue of Dec. 5	Issue of Nov. 28
Baseball, 2 player (Chicago Coin).....	\$49.50	\$49.50	\$49.50	\$49.50
Big League Bowler, 4 player (Keeney).....	115.00	115.00	115.00	115.00
Bowl-a-Ball (Chicago Coin)...	125.00 200.00	125.00 200.00	95.00 200.00	200.00 250.00
Bowling Alley (Chicago Coin).....	59.50	59.50	40.00 59.50	59.50
Bowling Alley, 6 player (Chicago Coin).....	95.00 125.00	90.00 95.00	95.00 125.00	145.00 150.00
	125.00w/p	115.00	150.00 195.00	195.00
	195.00	125.00(3)		
		195.00		
Bowling Champ (Keeney)....	69.50			69.50
Bowling Classic (Chicago Coin)	59.50	59.50	59.50	59.50
Cascade Shuffle Alley, 6 player (United).....	325.00 350.00	325.00 350.00	325.00	325.00
Classic Shuffle Alley, 6 player (United).....	395.00			
Clover Shuffle Alley, 6 player (United).....	325.00 365.00	395.00		375.00(2)
	375.00			395.00
Club Bowler, 10 Player (Keeney).....	375.00	375.00	375.00	385.00
De Luxe League Bowler (Keeney).....	175.00 195.00	175.00 195.00	175.00 195.00	150.00 175.00
				195.00
Double Bowler (Keeney)....	49.50 79.50	49.50 79.50	49.50 79.50	49.50 79.50
Double Header (Williams)...	35.00 49.50	49.50	25.00 49.50	35.00 49.50
Double Score Bowler 10th Frame (Chicago Coin).....		325.00 385.00	365.00 385.00	345.00
				385.00(2)
				195.00
Deluxe Matched (Keeney)....	195.00			
Double Shuffle Alley Express Rebound (United).....		69.50	69.50	79.50
Four Player (Keeney).....				125.00
Five Player (Shuffle Alley) (United).....	90.00	90.00 95.00	90.00 100.00	100.00(2)
	120.00w/p	110.00 120.00	145.00 150.00	125.00 140.00
	140.00 145.00	145.00 150.00	159.00	145.00 150.00
	150.00(2)	159.00		159.00 169.50
	159.00	159.00w/p		
Four Way Bowler (Keeney)...	100.00 195.00	100.00		195.00
Four Player Shuffle Alley (United).....	95.00 125.00(2)	100.00 125.00	125.00 135.00	85.00 110.00
	135.00	135.00		125.00(2)
				149.50
				75.00
Hi-Score Bowler (Universal)...	75.00	75.00	75.00	
Hi-Score, 6 Player (Chicago Coin).....	149.00 159.50	149.00	125.00 149.00	125.00 149.00
	175.00			175.00
High Score League Bowler (Keeney).....	165.00	165.00	165.00	165.00
Hook Bowler (Bally).....	65.00		25.00	65.00
League Bowler, 4 player (Keeney).....	50.00 75.00	50.00 109.50	109.50 139.50	75.00 129.50
	99.50 139.50	139.50		139.50
Manhattan Shuffle Alley (United).....			275.00	
Matched 4 player (Keeney)...	210.00	210.00		
Matched Bowler, 6 player (Chicago Coin).....	195.00	195.00	195.00(2)	220.00 295.00
	295.00(2)	295.00(2)	295.00(2)	
Name Bowler (Chicago Coin).....				340.00
Official Shuffle Alley 4 player (United).....	225.00 250.00	250.00	250.00	225.00 245.00
				250.00
Olympics Shuffle Alley (United).....	365.00 395.00	395.00		
Shuffle Alley Deluxe, 6 player (United).....	125.00(2)	95.00 125.00(2)	125.00 140.00	140.00(2)
	195.00(2)	140.00 185.00	195.00(2)	165.00
		195.00(2)		195.00(2)
				215.00
Shuffle Alley Express, 2 player (United).....	59.50	59.50	30.00 59.50	69.50
Shuffle Alley, 6 player (Keeney).....	150.00 165.00	150.00 165.00	150.00 165.00	145.00 165.00
	185.00 225.00	225.00		175.00 185.00
Shuffle Alley, 6 player (United).....	95.00 100.00	95.00 100.00	100.00 125.00	115.00 125.00
	125.00w/p	115.00 120.00	175.00 179.00	140.00 145.00
	160.00 175.00	125.00 145.00		150.00 160.00
	179.00	175.00		179.00 189.50
		175.00w/p		
		179.00		
Shuffle Line (Bally).....	69.50 75.00	69.50	69.50	75.00
Shuffle Target (Genco).....	50.00	50.00	49.50	
Shuffle Tournament, 4 Way (Universal).....	135.00			135.00
Single Shuffle Alley Rebound (United).....	59.50	59.50	59.50	59.50
Six Player 10th Frame (United).....	240.00 270.00	240.00 270.00	225.00 270.00	225.00
		325.00		285.00(2)
				325.00
				65.00
Shuffle Alley (United).....	65.00	65.00	40.00 65.00	65.00
Star Bowler, 2 player	295.00	295.00	295.00	295.00
Star 6 Player (United).....	250.00 265.00	200.00	295.00	245.00
	275.00 295.00	265.00(2)		275.00(2)
		295.00		295.00
Star 10 Frame, 6 player (United).....	295.00 325.00	250.00 295.00	325.00	295.00(2)
		325.00		300.00 335.00
Super Deluxe League Bowler (Keeney).....	195.00	195.00	195.00	195.00
Super Deluxe Matched (Keeney).....	210.00			210.00
Super Matched Bowler, 6 player (Chicago Coin)...				300.00
Super Six Shuffle Alley (United).....	225.00(3)	175.00	235.00 240.00	195.00 225.00
	235.00 249.50	225.00(4)	249.50	235.00 240.00
	265.00	235.00 249.50		259.50 265.00
Team Bowler, 10 player (Keeney).....	305.00	305.00	305.00	325.00
Ten Player (Keeney).....	325.00	325.00		
Tenth Frame Bowler (Chicago Coin).....	250.00 270.00	250.00 275.00	270.00	285.00
	295.00	295.00		
Tenth Frame Special Bowler (Chicago Coin).....	325.00	325.00	325.00	325.00
10th Frame Super Shuffle Alley (United).....	295.00	295.00	59.50	59.50
Trophy Bowl (Chicago Coin)...	59.50	59.50		
Twin Bowler (United).....	99.50 100.00	100.00 125.00	150.00	59.50
	125.00			50.00
Twin Rotation (Exhibit).....				150.00
Twin Shuffle Alley Rebound (Universal).....	49.50	49.50	49.50	49.50
Twin Shuffle Alley Rebound (United).....	85.00	50.00		65.00
	50.00	50.00	25.00 65.00(2)	85.00
Two Player (United).....	50.00	65.00		65.00

Redd Starts 2 New Services For Ride Ops

ALLSTON, Mass., Dec. 19.—The Redd Distributing Company announced this week thru Owner W. S. Redd that it had started two new divisions for kiddie ride operators.

The first involves converting older Exhibit Big Broncos and Bally Champion horses to a horse ride known as Western Champ. Redd stated that since his firm had had wide experience in the ride refurbishing field, the move to the conversion field was a natural.

The second division is a kiddie ride exchange. Redd explained this move as follows: "It has been clearly demonstrated that kiddie ride operators do not have local distributors to assist them in meeting ride requirements. Parts are often difficult to get locally and some distributors are not able to accept ride trade-ins. Our ride exchange will accept in trade or pay cash for used kiddie rides regardless of make or condition."

Redd also pointed out that experience had proven to him that one ride may be more successful than another in a given section of the country but less popular in another. He said: "Our plan of outright trade will be of great advantage to the operator. He can substitute equipment, which does not draw steady play, for others and thus keep his operation on a good paying basis."

Redd also stressed that "his firm would pay the freight from any city to Boston if the operator converting old Broncos or Champions to Western Champs is not 100 per cent satisfied."

Capitol to Make 3-D Kid Movies

NEW YORK, Dec. 19.—The 3-D version of Capitol Midget Movies will go into production at the end of the month, with deliveries slated for early 1954, Sam Goldsmith, Capitol Projectors sales executive, disclosed this week.

Goldsmith said the unit would cost slightly more than the conventional Midget Movies, but less than Capitol's adult 3-D unit.

The new machine is 18 inches wide, 22 inches deep and 50 inches high.

Meanwhile, Goldsmith announced that Capitol had developed new lenses for both projection and viewing. He added that these lenses, which are currently being used in all Capitol movie equipment improves the quality of the picture.

Best Wishes for a Merry Christmas and a Happy New Year

MIREMUNVES

577 Tenth Ave. (at 42nd St.)
New York 36, N.Y. BRyant 9-6677

42 YEARS SERVICE • EST. 1912

BINGO CLOSEOUTS

5 ATLANTIC CITY\$175.00
5 PALM BEACH 185.00
6 BRIGHT LIGHTS 75.00

One-third cash, balance C.O.D., or will trade for Seeburg 100 or late United Shuffle Alleys.

OAKDALE SALES
2860 N. Clark St. Chicago, Ill.

WANTED CRUSADER HORSES

Write All Details to
P. O. BOX 29737, Pico Heights Station
Los Angeles 7, California

Coinmen You Know

Chicago

With the Christmas sweepstakes only one week away in the Automatic Phonograph Bowling League, there's a good chance that a little outside bowling was done this week by some of the members. One gal, by name of **Izzy Oomens**, however, certainly doesn't need extra practice after turning in a 515 series last week and a high game of 197.

Bob Gnarro, of ABC Music, shot a 518 series which topped the rest of the men folk (and barely the women folk). Bob's high game was 217 which is a good game in any league. The team to watch seems to be **Walter Oomens Sons**—they eased another half-game ahead by beating Western Automatic all three games. The Oomens team now stands 8½ games out in front. **Decca Coral** won two games from Star Music and tied the third game. That put Decca Coral in second place and broke a previous three-way tie.

After nearly three weeks of extensive touring, **J. Raymond Bacon**, executive vice-president of Rock-Ola Manufacturing Corporation, returned to Chicago last Monday evening (14). Bacon had been visiting Rock-Ola distributors thruout the East and Southern States.

New York

Mrs. Lillian Levy, sister of **Harry Rosen**, Atlantic-New York, died recently. . . . A restaurant is slated to open at 46th Street and 10th Avenue on Gotham's Coin Row. It will be the only restaurant in the area.

Murray Kaye, Atlantic-New York, says the national magazine advertising drive by Seeburg is paying off for the local distributor in greatly increased sales of home units. . . . **John Reissner**, brother of **Charles Reissner**, Seacoast Distributors service manager, died Wednesday (9) in Newark, N. J. . . . **Harry Brown**, Chicago coin machine distributor, visited **Dave** (Continued on page 71)

NOW in the 4th YEAR

of Continuous Production!

Steadiest profit-maker in the industry!

EXHIBIT SUPPLY 4218-30 W. LAKE STREET CHICAGO 24, ILLINOIS

BIG KIDDIE RIDE NEWS!

OUR LARGE PLANT ACTUALLY REBUILDS KIDDIE RIDES! A REBUILT "BIG BRONCO" IS NOW A NEW PRAIRIE KING. A REBUILT "BALLY CHAMPION" IS NOW A NEW WESTERN CHAMP. IT'S UNBELIEVABLE! AND IF YOU ARE NOT SATISFIED, WE PAY FREIGHT FROM YOUR CITY TO BOSTON. ON TEST LOCATIONS NEW "PRAIRIE KING" and "WESTERN CHAMP" EARNED MORE than the old machines.

Bally Champion "WESTERN CHAMP".....\$595
Exhibit Big Bronco "PRAIRIE KING".....\$495

NEW KIDDIE RIDE EXCHANGE!

We accept in trade or pay cash for used Kiddie Rides REGARDLESS OF MAKE OR CONDITION!

MISS AMERICA BOAT.....\$375	BALLY SPACE SHIP.....\$375
SCIENTIFIC OCEAN LINER. 375	NYLCO ROCKET..... 400
MERRY-GO-ROUNDS.....	DECO SPACE RANGER..... 400
.....Write or Call	CH. COIN SUPER JET..... 400
AUTOMOBILE RIDES..... 245	ATOMIC JET..... 250
MIDGET MOVIES	METEOR ROCKET..... 185
Complete with Film..... 165	

REDD DISTRIBUTING CO., INC.
298 LINCOLN ST.
ALLSTON 34, MASS.-AL 4-4040

Exclusive distributor for **AMI** BALLY-UNITED

THE BILLBOARD Index of Advertised Used Machine Prices

Arcade Equipment

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment.

	Issue of Dec. 19	Issue of Dec. 12	Issue of Dec 5	Issue of Nov. 28
Ace Bomber (Mutoscope).....	\$195.00	\$195.00	\$195.00	\$195.00
Air Football	499.50			
Air Hockey	499.50			
Air Raider (Keeney).....				90.00
Atomic Jet Space Ship.....	250.00	295.00	295.00 395.00	250.00 295.00
Automobile Ride.....	245.00			
Auto Shoot.....				175.00
Baseball (Scientific).....	79.50	79.50	79.50 100.00	79.50
Bat-a-Score (Evans).....	124.50 275.00	275.00		275.00
Big Bronco (Exhibit).....	445.00 495.00	495.00 550.00	475.00 499.50	325.00 499.50
	500.00		500.00 550.00	525.00 550.00
Big Inning (Bally).....	79.50 150.00	150.00	100.00 150.00	135.00 150.00
Boat (Scientific).....	550.00	550.00		550.00
Bolascore (Evans).....	185.00	185.00		185.00
Boomerang				40.00
Challenger (ABT).....	20.00 29.50	19.50 20.00	20.00 29.50	20.00 29.50
Champion Horse (Bally).....	550.00	550.00 650.00	550.00 650.00	525.00 550.00
				650.00
Chicken Sam (Seeburg).....	95.00	95.00		95.00
Choo Choo Train.....	495.00	495.00		495.00
Dale Gun (Exhibit).....	39.50 45.00	45.00(2) 49.50	40.00 59.50	49.50 50.00
	49.50 59.00	59.50 65.00	65.00 94.50	59.00 59.50
	59.50 65.00	94.50		60.00 65.00
				94.50
Derby, 4 Player (Chicago Coin).....	175.00 195.00	175.00 195.00	125.00 175.00	175.00
				195.00(2)
Drop Picture (Mills).....				35.00
Electricity Is Life (Mills).....		129.50	129.50	129.50
Flash Hockey (Coinex).....	75.00	75.00		75.00
Field Goal (Scientific).....	175.00	175.00		175.00
Fire Engine	195.00	195.00		
Flying Saucers (Mutoscope).....	125.00	125.00		125.00
Glider (Genco).....	45.00			45.00
Goatee (Chicago Coin).....	85.00	85.00 119.50	85.00 119.50	85.00 95.00
				119.50
Gun Patrol (Exhibit).....	175.00 195.00	175.00 195.00	150.00 175.00	75.00 195.00
				195.00
Heavy Hitter (Bally).....	35.00 65.00	35.00 65.00	35.00 65.00	35.00 60.00
				69.50
Hi Ball Striker (Exhibit).....		89.50	89.50	89.50
Hockey (Chicago Coin).....	55.00	55.00		55.00
Horses	295.00	295.00		
Hot Rod Automobile.....		245.00	245.00	245.00
Jack Rabbit.....	99.50			
Jeep	195.00	195.00		
Jet Gun (Exhibit).....	185.00 210.00	210.00	210.00	185.00 200.00
				210.00
Jungle Joe				150.00
King Pin Horse.....			275.00	
Lite League	99.50	99.50		99.50
Low Meter (Exhibit).....		39.50	39.50	39.50
Merry-Go-Round	495.00	495.00		
Metal Typer (Harvard).....	365.00	365.00		365.00
Metal Typer (Standard).....				250.00
Midget Movies	165.00 295.00	185.00 295.00	185.00 295.00	185.00 295.00
Midget Racer Automobile.....		245.00	245.00 300.00	245.00
Midget Skee Ball (Chicago Coin).....				150.00
Miss America Boat (Lane).....	375.00	395.00	395.00 450.00	395.00
Night Fighter (Genco).....	345.00	345.00		
Ocean Liner (Scientific).....	375.00	400.00	400.00	\$400.00
Panorams (Mills).....	275.00	275.00		225.00 275.00
Pennant Baseball (Williams).....	375.00			
Phila Toboggan Skee Ball.....				400.00
Photomatic (Mutoscope).....	150.00 250.00	150.00 225.00	250.00	250.00 350.00
	650.00(late)	650.00(late)	650.00(late)	595.00
				650.00(late)
Pistol Pete (Chicago Coin).....	49.50 55.00			
Pitchin' Horseshoes.....	50.00	55.00(2)	60.00	80.00
Pitch 'Em & Bat 'Em.....	185.00	185.00		185.00
Pokerino Jr.				60.00
Quizzer	95.00	95.00		95.00
Rapid Fire (Bally).....	125.00	125.00		95.00 125.00
Sawhorse-the-Pony (Exhibit).....		325.00	325.00	325.00
Tide 'Em Cowboy.....			400.00	
Rifle Range Ray Gun.....	95.00	95.00		95.00
rocket Patrol.....			300.00	
rocket Ship.....	245.00	245.00		
rocket (Meteor).....	185.00			
rocket (Nylco).....	400.00			
Sea Skate (Exhibit).....		425.00	425.00	
Set Shot Basketball.....	349.50			
Shipman Art Show.....	44.50	44.50		44.50
Shoot the Bear (Seeburg).....	149.50 174.50	175.00 189.50	150.00 189.50	185.00(2)
	185.00 189.50	199.00	195.00(2)	189.50
	195.00(2)	195.00(2)	199.00 299.50	195.00(2)
	199.00 229.50	229.50		199.00 225.00
				229.50
Silver Bullet (Exhibit).....			100.00 139.50	139.50
Silver Gloves (Mutoscope).....	195.00	195.00		195.00
Six Shooter (Exhibit).....	124.50 150.00	150.00	125.00 150.00	149.50 150.00
Slip Fighter (Mutoscope).....	89.50 195.00	99.50 195.00		125.00 195.00
Star Horseshoe				100.00
Space Gun (Exhibit).....	169.50	175.00		
Space Invader (Exhibit).....	210.00	210.00		210.00
Space Ranger (Deco).....	400.00			450.00
Space Ship (Bally).....	295.00 575.00	295.00	295.00 300.00	295.00
Star Series (Williams).....	85.00 139.50	85.00(2) 139.50	85.00 139.50	60.00 85.00
				139.50
				90.00
Steer Bomber (Keeney).....			175.00 210.00	175.00 210.00
Super Bomber (Evans).....	175.00 210.00	175.00 210.00		
Super Jet (Chicago Coin).....	400.00 495.00	425.00 495.00		425.00
Target Master	295.00	295.00		
Tam Hockey (United).....		85.00		90.00
Tony Weeny Horse.....			250.00	85.00
Treasure	135.00 169.00	135.00 169.00	135.00 169.00	165.00 169.00
Triple Strike (Evans).....	75.00	75.00		75.00
Trapper (Roy Rogers).....				550.00
Trapper (Exhibit).....				550.00
Way Athletic Scale	79.00 79.50	79.00 79.50		79.00
Way Graph (Mutoscope).....	425.00 525.00	425.00 525.00	425.00 525.00	425.00 495.00
				525.00
Way Grip (Gottlieb).....	24.50	24.50		

Coinmen You Know

Continued from page 69

Stern, Seacoast Distributors, this week. . . Dave Simon now has United's Fifth Avenue with the quadruple-score feature in his showroom. . . Al Gilbert and Jim Caggiano will be on hand at the headquarters of the Coin Machine Employees Union Christmas week when the union has open house. Refreshments will be served.

New members of the Associated Amusement Machine Operators of New York and of the local Coin Machine Employees Union are Alfred Miniaci, Paramount Automatic Music Company, and Albert Broccoli, Braddock Automatic Music Corporation. . . Vincent Drenzo, Rex Music Company, is in the hospital. . . George Ponsler, AAMONY executive secretary, reports that the organization's banquet to be held December 20 at the Latin Quarter is a sellout, with more than 400 tickets sold.

Suren D. Fesdjian, head of the Mondial Commercial Corporation, leaves at the end of January for a three-month business trip thru Europe. He represents Nova, a French coin machine manufacturer, in this country. . . The New York Automatic Music Operators' Association is now officially the Music Operators of New York, Inc. Al Denver, MONY head, is home with a virus. . . Humbert Betti, North Jersey music operator and Mrs. Betti are due to return this week from their vacation in Italy.

Al Gilbert and Johnny Como are busy making quadruple score conversions for Shuffleboard operators. . . Eugene Zimmerman, Raleigh Vending, joined the Coin Machine Employees' Union. . . Atlantic-New York threw its annual Christmas party for A-NY employees Saturday (19). About 180 persons, including employees and their families, attended.

Larry Reiss, Lunchomat head, left last week for a month's vacation in Florida. . . Mel Binks, Chicago coinman, conferred with Nat Cohn, Riteway Sales, here last week. . . Charles Reissner, service manager, and Bob Slifer,

sales manager, Seacoast Distributors, addressed 24 members of the New York State Music Operators' Association at the Palatine Hotel, Newburgh, N. Y. Slifer spoke about the effect of multiple selectivity on operators and about the new Rock-Ola.

Hartford

Leonard Berens, sales manager of the Columbia Records Division of Stern & Company, has resigned to join the Modern Swimming Pool Company, White Plains, N. Y., as general manager.

Radio and Appliance Distributors of East Hartford have been named distributors of International Harvester Refrigerators and Freezers for Connecticut and Western Massachusetts. Announcement was made at a Hotel Bond dinner by Louis K. Roth, president of the local firm, and G. V. Mea, district manager for International Harvester.

Maurice Grabell and Irv Lyons, of Grabell-Lyons, Inc., of Hartford, are home from a week's stay in Florida.

WALL BOX SALE

- 16 Wurlitzer Chrome 4820, 48 Selection . \$27.50 ea.
- 8 Wurlitzer 3020, 24 Selection . 11.00 ea.
- 3 Seeburg 1947, 5c-10c-25c . . . 17.50 ea.
- 25 Packard, 30 wire Wall Boxes . . . 2.50 ea.

Send 1/2 deposit, bal. C.O.D.

T & I DISTRIBUTING CO.
1663 CENTRAL PARKWAY
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KIDDIE RIDE OPERATORS!

See Page 69

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KIDDIE RIDE EXCHANGE!

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Cash must accompany all orders for less than 3 insertions. Please include an additional 25¢ for each insertion for the use of a box number to cover the cost of handling and forwarding of your mail.

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Salesmen, experienced, calling on clubs to sell new outstanding non-coin operated machines; terrific money makers, low priced, fast sellers, high commissions. Amusement Sales Co., 41 Union Square, New York City.

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Coin Radios and Television—Buy direct from manufacturer and save; steel cabinet, modern design, coin rejector; write for prices and full story. Coin Radio & Television Corp., 190A Duane St., New York City.

Help Wanted

Want first-class Mechanic, good wages; must know Bingo; be sober, honest, reliable. Call or see Gilbert Rebert, York County Amusements, 535 Girard Ave., York, Pa. Phone 8-1276.

Positions Wanted

Mechanic — Jukes, Games; experienced, references, married; wants to relocate in Southwest. Serviceman, 3902 Pacific Coast Highway, Torrance, Calif.

Parts, Supplies & Services

Stamp Folders direct from manufacturer; unlimited quantities, immediate delivery; write for prices. Veedco Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcust 7-1448.

1c-5c CANDY, CIGARETTE, NUTS, TAB GUM, BALL GUM VENDERS BOUGHT AND SOLD

Cast Iron Stands, \$4.25 ea.; 6 or more, \$4 ea. Top Plates for 2 Venders, \$1 ea. 3 Venders, \$1.35 ea. Aluminum Coin Counters, 1¢ or 5¢, \$1.45 ea. prepaid. Tubular Coin Wraps, 1¢ or 50¢, 85¢ per M; 10,000 or more, 80¢ per M. ALL SMALL PAN CANDIES AND JELLY BEANS AT NEW LOW PRICES.

TAB GUM—MIN. 25 BOXES.

All Wrigley, 47¢; All American Chicle, 42¢; Teaberry, 42¢; Chloro Tab, 110¢ ct., 45¢; Candy Charms, 42¢; Hershey Choc. (200 ct., 1¢), \$1.30; Suchard Almond or Milk (200 ct., 1¢), \$1.25

Ball Gum: 210, 170, 140—25 lb. cases, 26¢ per lb. Chloro Ball Gum, 210, 170, 140—25 lb. cases, 45¢ per lb. Asst'd Candy Coated Gum Chicks, 320 ct.—30 lb. cases, 38¢ per lb.; 520 ct.—30 lb. cases, 31¢ per lb. Chloro Candy Coated Gum Chicks, 320 ct.—30 lb. cases, 47¢ per lb. King's Hard Shell Coated Choc's, 500 ct.—22 lb. cases, 38¢ per lb. All prices—F.O.B. Chicago —1/2 Dep., Bal. C.O.D.

KING & CO.

Direct Factory Distributors for Northwestern Venders, U-Select-It Candy and Cookie Venders, SuperVend 3-Drink Cup Dispensers, PV Cigarette Venders. 2702 W. Lake St. Chicago 12, Ill.

Used Coin-Operated Equipment

A-1 Cigarette and Candy Machines, \$25 up; other vending machines, \$5 up; what have you to sell? Mack Postel, 2952 Milwaukee Ave., Chicago 18, Ill.

Arcade—Dale Gun, \$50; Undersea Raider, \$65; Goatee, \$65; Football, \$100; Exhibit Peeks, 2 on factory base, \$100; Harvard Metal Typers, \$135; Striking Clock, \$50; Grandfather's Clock, Lobby Scales, \$35, and many others. Joe Frederick, 2263 Newton, Detroit 11, Mich.

Cigarette Machines, King size conversions, 25¢ and 30¢ mechanisms; all types of used Cigarette Machine Equipment, completely overhauled and refinished. Central Vending Machine Service Co., 3967 Parrish St., Philadelphia 4, Pa. EV 6-4244 and BA 2-8710.

For sale or will trade Bulk Vending Machines for Scales or Charm Venders. Box 159, Winchester, Ky.

Mutoscope Photomatics, deluxe, postwar, refinished, A-1 condition, \$350. Automatic Amusement Co., 728 4th Ave., San Diego 1, Calif.

2 Meteor Rocket Ships, excellent condition, \$350 ea. Walter Schwartz, 176 So. 8th St., Brooklyn, N. Y.

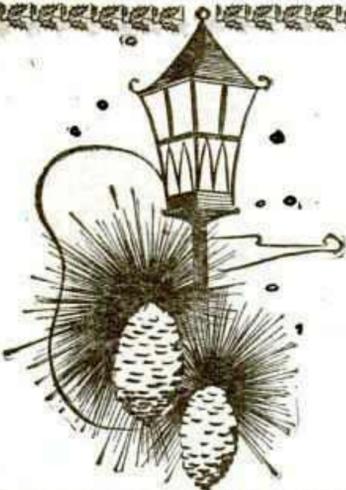
50 3 and 5-compartment venders, \$15 ea.; 30 round pedestal floor stands, \$3 ea.; Hamilton person. scales, \$35. Al Hoff, 1920 Rose, Baltimore 13, Md.

Wanted to Buy

Air Calliopes, old coin operated Music Machines, Kiddie Rides in good condition, Vern's Enterprises, R. 5, Box 28-B, San Jose, Calif.

Cigarette, Candy and other Vending Machines; any make, size, model or condition; give full description and lowest prices Box 673, The Billboard, Chicago 1, Ill.

Wanted—Bally Champion, Kiddie Rides at once; popular new, used Records. Krzak, Pawtucket, R. I.



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- JOE KLINE
- MAL FINKE
- SAM KOLBER
- BEN MICHAELS
- MARV ROSENSTEIN
- and ALL THE STAFF

SHUFFLE GAMES

NEW: Keeney PACEMAKER—Chicoin ADVANCE BOWLER
Chicoin KING BOWLER—Chicoin GOLD CUP

"First-Conditioned" SHUFFLE GAMES

CLASSIC UNITED	Write	5 PLAYER	\$145	6 PLAYER	\$165
OLYMPIC	Write	4 PLAYER	125	HIGH SCORE	
STAR 10th FRAME	\$325	KEELEY	65	LEAG. BOWLER..	145
STAR 6 PLAYER	295	DOMINO	Write	BIG LEAGUE	
OFFICIAL S.A.		CARNIVAL	Write	BOWLER	115
(Match)	250	CLUB BOWLER—		CHICAGO COIN	
SUPER 4 PLAYER	235	10 PLAYER	\$375	10th FRAME DBLE.	\$385
DELUXE 4 PLAYER	195	10 PLAYER TEAM		6 PLAYER MATCH.	295
4 PLAYER with		BOWLER	305	6 PLAYER HISCORE	149
Formica	179	SUPER DELUXE	195	UNIVERSAL	
5 PLAYER with		DELUXE LEAGUE		HI SCORE BOWLER	\$75
Formica	159	BOWLER	175		

BINGO 5 BALLS

NEW: Bally PALM SPRINGS, YACHT CLUB—United TAHITI, RIO, TROPICS

BALLY	Atlantic City	\$275	UNITED		
Dude Ranch	Write	Coney Island	190	Circus	\$195
Yacht Club	Write	Spotlight	175	Stars	185
Beauty	\$375	Bright Spot	175	Bolero	115
Palm Beach	285	Bright Lights	150	ABC	99
Frolics	285				

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NEW KEENEY DELUXE ELECTRIC CIGARET VENDER
Easy to Service, Quicker Loading, Greater Profits!

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Let our experts make up your board deals. Merchandise selected to your specifications, if desired, or you may order from our stock boards. All prices: \$25, \$30, \$35, \$40, \$45, \$50, etc. Satisfaction guaranteed.

5 BALLS

GOTTLIEB	Rockettes	\$85	WILLIAMS	Majors of '49	\$45
Quintette	Triplets	80	Sweepstakes	Grand Award	35
Chinatown	Knockout	69	Shoot Moon	Trinidad	35
Wild West	King Arthur	65	Jalopy	Catalina	35
Niagara	Dbie. Shuffle	65	Shoo-Shoo	Thrill	35
Hit 'n' Run	UNITED		Maryland	GENCO	
Globe Trotter	Utah	\$59	Gizmo	Springtime	\$89
Rose Bowl	Atacade	39	CHICAGO COIN	South Pacific	69
Mermaid	Carolina	39	King Pin	Tri-Score	69
All Str. Bsktbl.	Ramona	39	Fighting Irish	Camel Caravan	69
Joker	Stardust	39	Football	Harvest Time	65
Dbie. Feature	Baby Face	39	Thing	1-2-3	45
				Puddinhead	39
				Screwball	35
				EXHIBIT	
				Shantytown	\$85
				Bebop	65
				Playtime	45

Distributors Show Leader, Chief United Games

CHICAGO, Dec. 19.—Distributors of United Manufacturing Company started showings this week of the Leader and Chief Shuffle Alleys.

Both games feature the built up scoring idea. Leader also has the triple match feature—number, star and clover—while the Chief concentrates on straight play.

On both games the scoring by frames follows:

First, second, sixth and seventh frames—single scoring (30 for strike and 20 for spare). Third and eighth frames—double scoring (60 for strike and 40 for spare). Fourth and ninth frames—triple scoring (90 for strike and 60 for spare). Tenth frame—quadruple scoring (120 for strike and 80 for spare). The purpose of the advancing score is to give the players assurance that they always have a chance to make a good score even if they have a few poor frames.

An additional feature of the game is the extra shots for strikes and spare. A strike in the final frame awards the player two additional shots and one extra shot on a spare. Thus players can make up to 360 in the 10th frame if they wind up with three straight strikes.

Assn. Banquet

Continued from page 59

ern regional manager, and his wife, Sadye; Arthur W. Daddis, AMI Eastern district sales representative; Gordon Horlich, vice-president of Williams Manufacturing Company; Dan Moloney, Eastern representative of Bally Manufacturing Company; Phil Robinson, Western representative of Chicago Coin Machine Company.

Ron Rood, Southern Music Company, Orlando; Bill Whitcomb, sales manager, Southern Music Company, Jacksonville; Joe Barton, Jacksonville branch manager for the Bush Distributing Company; Leon Shapochnick, Havana branch manager for Bush Distributing Company; Gleason Stambaugh, Florida Music Company, West Palm Beach, and his wife; Buster Paul, Jax Phonograph Company, Jacksonville.

Al Schlesinger, Square Amusement Company, Poughkeepsie, N. Y.; Sy Wolfe, Wolfe Distributing Company, Seeburg distributor of Jacksonville, and his sales staff consisting of Dick Gibbon, Fred Patton, Buck Ward and Edgar Blankenbecker; Gordon Williams, Broward Music Company, Fort Lauderdale, and Harry Rosowsky, North American Music Company, Havana.

Joe Mangone was chairman of the entertainment committee, assisted by Harry Zimand, Buster Ansell and David Friedman. AMOA secretary Doris Shapiro also played a major role in planning the celebration. Mrs. Shapiro had to turn away a number of late-comers at the banquet.

Chi Coin Ships

Continued from page 59

(for strike and 20 for spare). The next three frames have double scoring. Frames seven, eight and nine record triple points and the final frame quadruple (120 for strike and 80 for spare). Players making strikes in the 10th frame keep on shooting until they miss a strike.

The in-line scoring on Criss-Cross works as follows:

When a player completes a game and the last digit of his score matches the number which lights on the backglass this same number also lights up in the game's criss-cross card on the backglass. This card has nine numbers (1 to 9) arranged in rows of three numbers. This number and other numbers matched in succeeding games stay lighted until some player has illuminated three numbers in a row—either in vertical, horizontal or diagonal formation.

Tests concluded in recent weeks indicated that the in-line scoring had a marked effect in building repeat play.

Calendar for Coinmen

- December 20—Associated Amusement Machine Operators of New York, fourth annual dinner dance, Latin Quarter, New York.
- January 7—Illinois Amusement Operators' Association, monthly meeting, 208 North Madison Street, Rockford.
- January 14—Summit County Music Operators' Association, monthly meeting, Portage Hotel, Akron.
- January 15—Recorded Music Service Association, annual meeting, election of officers, Bismarck Hotel, Chicago.

Amusement Games

Continued from page 70

	Issue of Dec. 19	Issue of Dec. 12	Issue of Dec 5	Issue of Nov. 28
Tahiti (Chicago Coin)	69.50	79.50	64.50	79.50
Tampico (United)	64.50	79.50	64.50	79.50
Telecard (Gottlieb)				25.00
Tennessee (Williams)	29.50	49.50	29.50	49.50
Texas Leaguer (Keeney)	69.50	69.50	69.50	45.00
Thing (Chicago Coin)	45.00	45.00	45.00	30.00
Three Feathers (Genco)	64.50	64.50	64.50	64.50
Three Musketeers (Gottlieb)	79.50	79.50	79.50	79.50
3-4-5 (United)	75.00	75.00	75.00	75.00
Thrill (Chicago Coin)	29.50	29.50	29.50	35.00
Times Square				175.00
Trade Winds (Genco)	29.50	29.50	29.50	29.50
Trinidad (Chicago Coin)	35.00	35.00	35.00	35.00
Triplets (Gottlieb)	80.00	65.00	80.00	50.00
Tri-Score (Genco)	69.00	89.50	69.00	89.50
Tropics (United)	425.00	410.00	425.00	325.00
Tumbleweed (Exhibit)	74.50	74.50	74.50	45.00
Turf King (Bally)	85.00	95.00	85.00	75.00
Tucson (Williams)	109.50	109.50	95.00(2)	109.50
Twenty Grand		44.50	40.00	44.50
Utah (United)	34.50	59.00	59.00	84.50
Virginia (Williams)	84.50	49.50	49.50	49.50
Watch My Line (Gottlieb)				50.00
Whiz Kids (Chicago Coin)	99.50			169.50
Wild West (Gottlieb)	145.00	169.50	145.00	145.00
Winners (Universal Industries)	95.00	99.50	95.00(2)	99.50
Wisconsin (United)	34.50	34.50	34.50	34.50
Wizard	22.50	22.50	22.50	22.50
Yanks (Williams)	49.50	49.50	25.00	49.50
Yacht Club (Bally)	275.00(2)	239.50	245.00	249.50
Zingo (United)	295.00	325.00	265.00	275.00
			325.00(2)	325.00(2)
			60.00	125.00
			125.00	60.00

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146M or S	800
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	700
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Wurlitzer 3020, 5c, 10c, 25c, Reconditioned	14.95
Wurlitzer 3031, Reconditioned	5.95
Wurlitzer 219 Stepper	19.50
Seeburg 3WS-L56, 3-Wire, 5c, 10c, 25c, Reconditioned	24.50
Seeburg 3W2-L56, 3-Wire, 5c, Reconditioned	6.95
Seeburg W1-L56, Wireless, 5c, Reconditioned	4.95
Packard Pla-Mor	3.95

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PURVEYOR DISTRIBUTING COMPANY

4322-24 N. WESTERN AVE.
CHICAGO 18, ILLINOIS
PHONE: JUNiper 8-1814

Merry Christmas and A Happy New Year to All!

YEAR END USED SPECIALS
United 4 Player, form./lg. pins \$ 90
United 5 Player, form./lg. pins 110
Bally Bright Lights 95
Bally Spot Light 100
Bally Palm Beach 210
Bally Yacht Club 250
Bally Beauty 295
Bally Dude Ranch 165.00
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Seeburg Chicken Sam 49.50
Exhibit Dale Gun 149.50
Exhibit Space Gun 149.50

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TURN TO PAGE 71 FOR RATES AND INFO

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D-80	\$499.50	148-ML (Blonde)	\$159.50
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WALL BOXES		MISCELLANEOUS	
Wurlitzer 4820 (48 Sel.)	\$29.50	Seeburg Shoot the Bear	\$179.50
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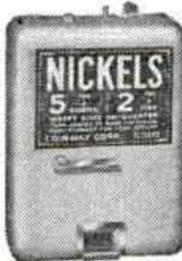
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 - Muto. Silver Gloves
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 - 4 Player Derby
 - Evans Super Bomber
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 - Bally Rapid Fire
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- Beauty .. 350
- Palm Beach .. 250
- Atlantic City .. 250
- Frolics .. 275
- Spot Lite .. 175
- Coney Island .. 195
- Bright Spot .. 195
- Bright Lights .. 175
- Tropics .. 425
- Cabana .. 395
- Circus .. 225
- Stars .. 120
- Zingo .. 125
- ABC .. 115
- Long Beach .. 125

WILLIAMS

- 8 Ball
- Sluggfest
- Shoo Shoo
- Control Twr.
- Rag Mop
- Dreamy
- Georgia
- De-Icer
- Lucky Inning
- Boston
- Dallas
- Virginia
- Yenks
- Dew-Wa-Ditty
- Saratoga
- Tennessee
- Gizmo

GENCO

- "400"
- Tri-Score
- Canasta
- Puddin' Head
- Big Top
- Screwball
- 1-2-3
- Floating Pwr.

UNITED

- Red Shoes
- Arizona
- Utah
- Tampico
- Oklahoma
- Aquacade
- Monterrey
- Moon Glow
- Baby Face

EXHIBIT

- Rockette
- Be Bop
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For United 4, 5 and 6 Players

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- REALISTIC "3-D" COLORED LIGHT-REFLECTED BALLS
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 - 18 SHOTS PER PLAYER
 - 50 SECONDS PLAYING TIME
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A Merry Christmas
AND
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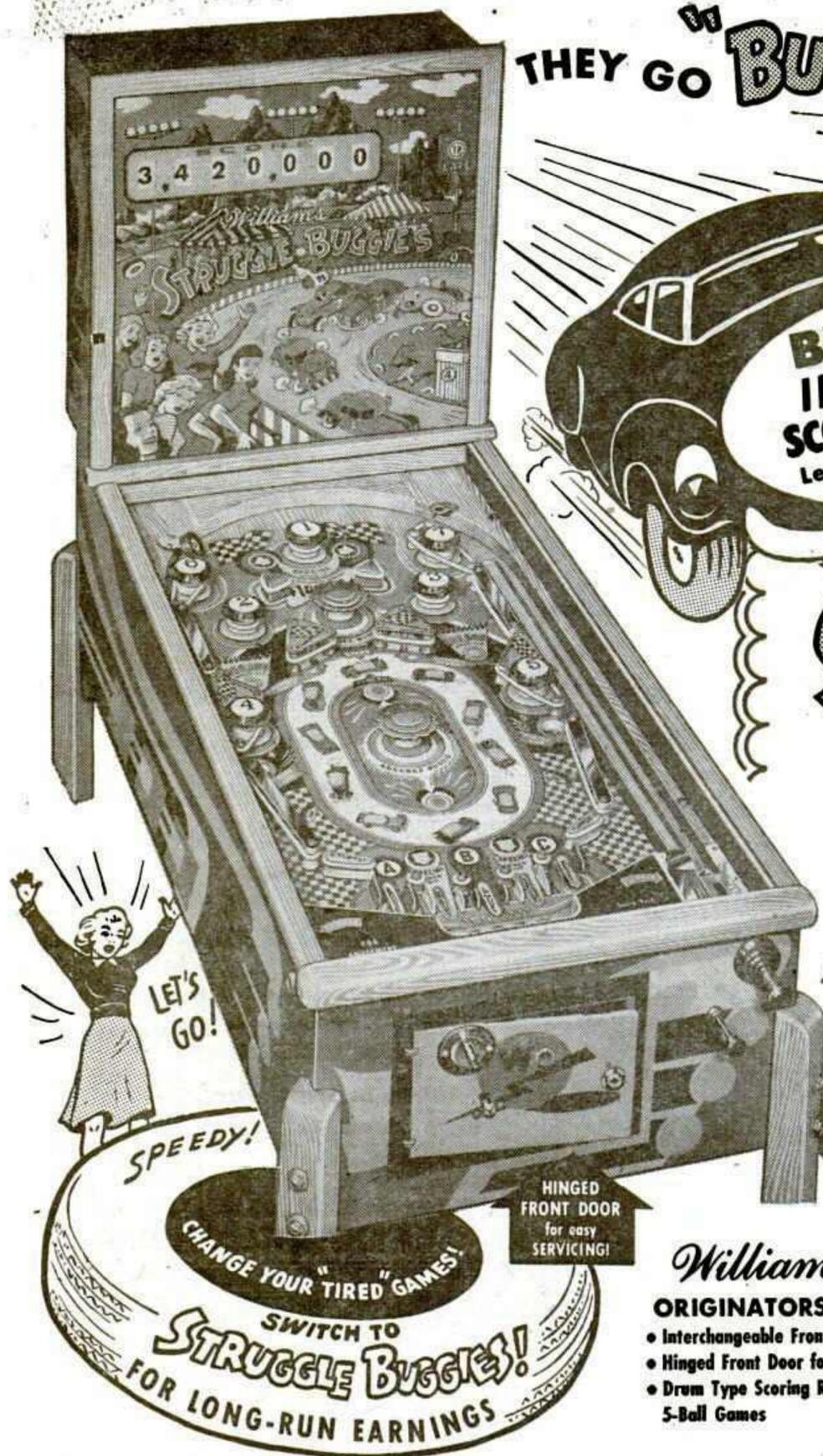
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NEW! GOLD BUMPER CAPS AND FLIPPERS!

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- 5 ROLLOVER LANES
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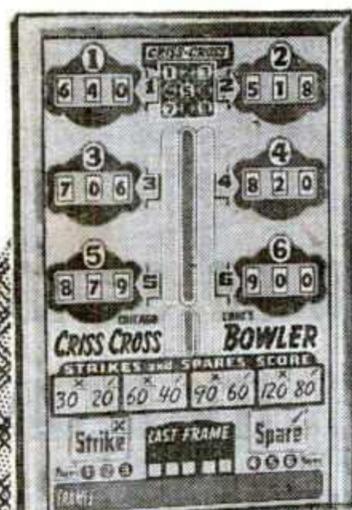
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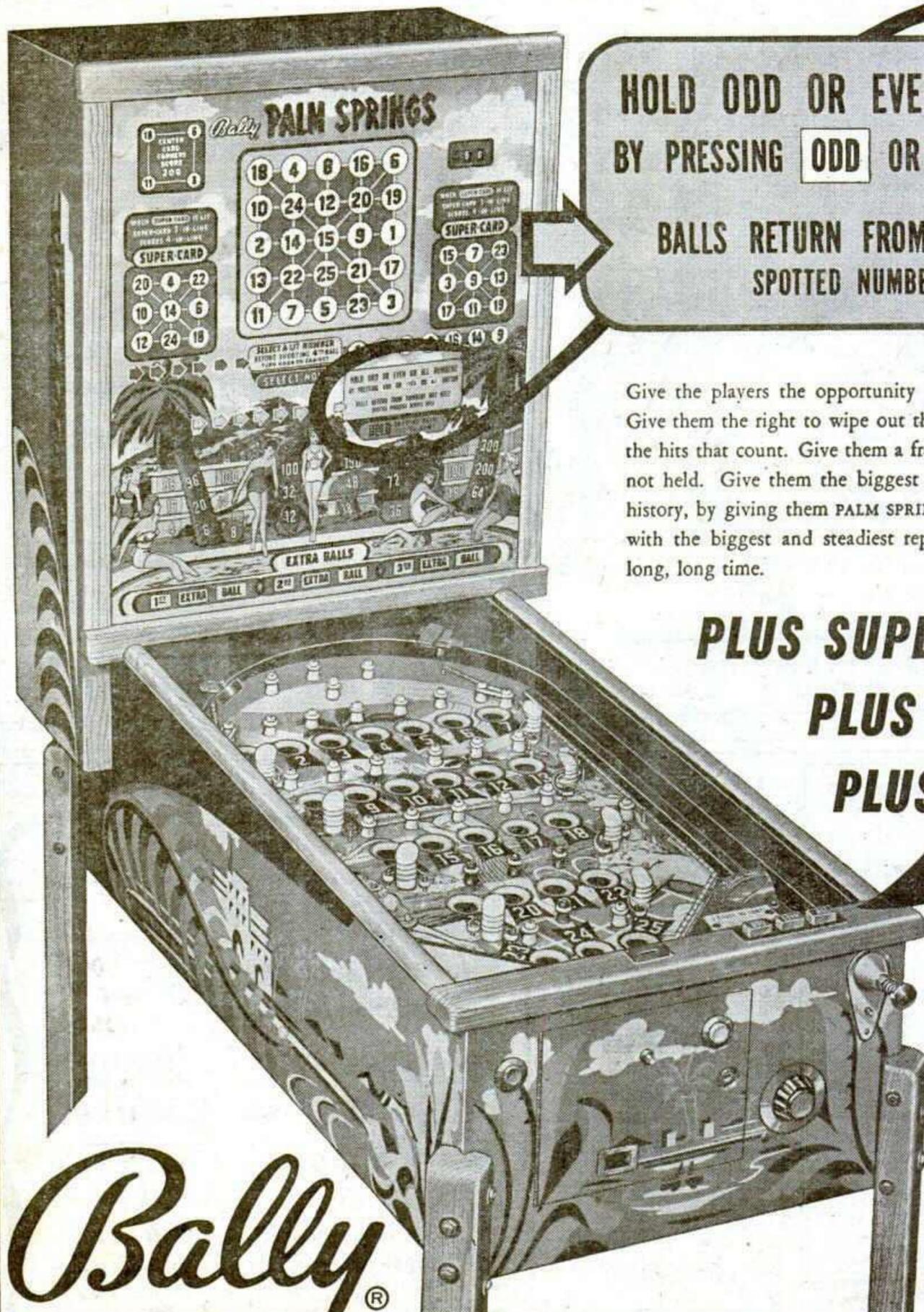
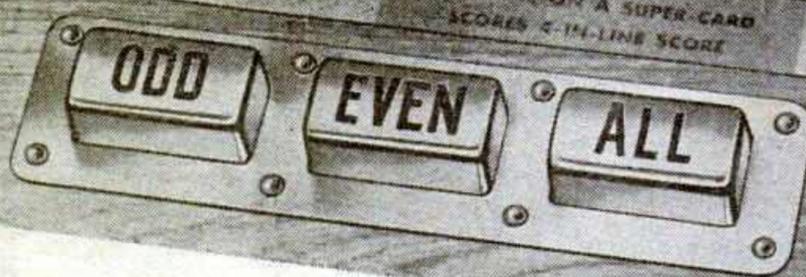
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HOLD

numbers you need to build up score, cancel-out numbers you're "sorry" you hit... try again with **BALLS RETURNED** from cancelled numbers...



HOLD ODD OR EVEN OR ALL NUMBERS BY PRESSING **ODD** OR **EVEN** OR **ALL** BUTTON
BALLS RETURN FROM NUMBERS NOT HELD
SPOTTED NUMBERS ALWAYS HELD

Give the players the opportunity to "second-guess" their skill-shots. Give them the right to wipe out their "mis-cues" while hanging on to the hits that count. Give them a free "try-again" ball for every number not held. Give them the biggest fun-value ever offered in pin-game history, by giving them PALM SPRINGS by Bally. They'll say "Thanks" with the biggest and steadiest repeat-play profits you've earned in a long, long time.

PLUS SUPER-CARD SCORES
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ADVANCING SCORES
EXTRA BALLS

Built into PALM SPRINGS are all the profit-proved features of the greatest Bally in-line games... plus the new HOLD idea, greatest innovation in pin-game design in years. Get your share of the PALM SPRINGS profits. See your Bally Distributor today. Bally Manufacturing Company, 2640 Belmont Ave., Chicago 18, Ill.

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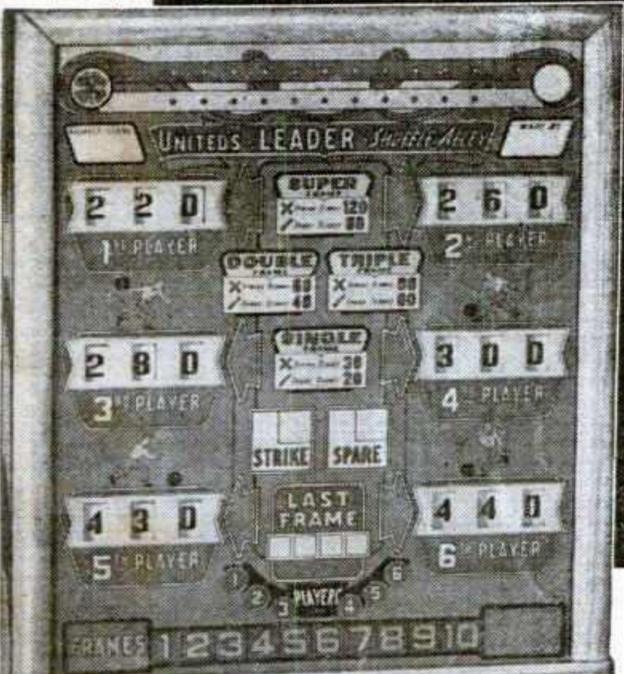
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UNITED'S

LEADER

SHUFFLE ALLEY

with **BUILD-UP** scoring



X/	X/	X/	X/	X/
1st Frame	2nd Frame	3rd Frame	4th Frame	5th Frame
SINGLE SCORE	SINGLE SCORE	DOUBLE SCORE	TRIPLE SCORE	QUADRUPLE SCORE

MULTIPLE SCORES ON STRIKES OR SPARES ONLY

★ ADJUSTS TO 5 OR 10 FRAME GAME

★ Last Frame Feature (5 OR 10 FRAME GAME)

2 EXTRA SHOTS FOR STRIKE
1 EXTRA SHOT FOR SPARE

X/	X/	X/	X/	X/
6th Frame	7th Frame	8th Frame	9th Frame	10th Frame
SINGLE SCORE	SINGLE SCORE	DOUBLE SCORE	TRIPLE SCORE	QUADRUPLE SCORE

TOP SCORE 900 FOR 10 FRAME GAME
Fastest Play! Fattest Earnings!

ORIGINAL **KING-SIZE** BOWLING PINS

TRIPLE MATCH FEATURE (0-9)

★ **MATCH NUMBER AND STAR WITH CLOVER LIT**

HINGED PIN-HOOD
HINGED FRONT DOOR
SERVICE LIGHT
FORMICA PLAYBOARD

TWO SIZES | **8 FT. BY 2 FT.**
9 FT. BY 2 FT.

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Fast Action In-Line Game with **New SPELL NAME Feature**

Standard Pinball Cabinet Size

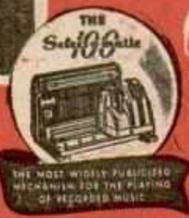
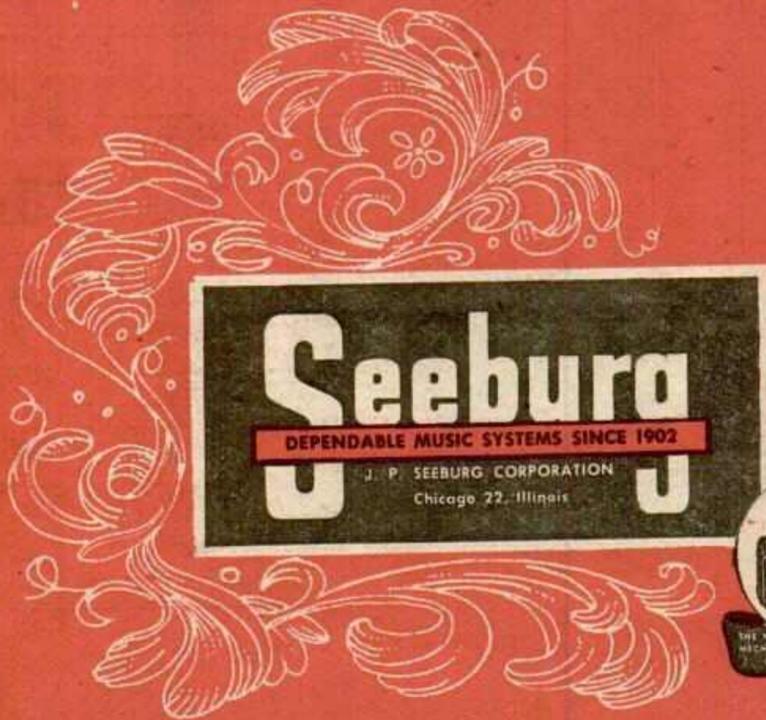
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UNITED'S CHIEF Shuffle Alley
Has All the Features of LEADER
Except Triple Match Feature

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