

The Billboard

JANUARY 2, 1954



THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY



PRICE 25 CENTS

'54 Finds Radio & TV Healthy, Music Nervous, Vaude on Diet

Theater, Club Foldings Hurt Live-Act Mart

Niteries Off 35%; Combo Houses Now Virtually Extinct

NEW YORK, Dec. 26.—Theaters using live acts have practically dropped out of the picture as 1954 rolls around. The once big houses that used flesh on a regular basis have either been completely eliminated or at best use spot shows. Latter is dependent completely on such star attractions as may become suddenly available.

New York, the one-time home of vaude, has only the Palace and the Radio City Music Hall. The first still uses eight acts weekly; the second uses house lines, glee clubs and about two acts, the whole bill staying on as long as the picture holds up.

The former Strand (now the Warner's), the Capitol, Paramount, Loew's State and the Roxy use straight pictures.

Money Low: Acts Few

In major cities the New York scene is repeated. There is still some Dow time available in New England, but the money is so low that few acts are available. Miami has the Olympia back using acts with pictures but there's nothing between there and New York to break a jump, so unless an act gets another job (night club) in Miami, the Olympia date doesn't have too much to recommend it. Boston, Buffalo, Cleveland, Detroit are spot show towns; if a headliner is available small acts get on the bill, otherwise there's nothing.

Chicago, once a booming town, has the Chicago Theater and that's about all. There are a few small houses in the Southwest using minor acts and then there's nothing until Los Angeles which goes into spot shows.

That is the state of vaude in the United States today.

What its future will be is a matter of conjecture. With the advent of the wide screen and CinemaScope, a new competitive feature has come into the business. Wide-screen, pic distributes

(Continued on page 10)

TV'S 'COMMAND PERFORMANCE'

WASHINGTON, Dec. 26.—Television's first "command audience" by order of a town's mayor became a reality this week when Mayor John C. Freeland, of Kaiser, W. Va., issued a proclamation requesting the town's citizenry to tune in on WTOP-TV, Washington, Christmas Eve.

The reason for the proclamation was that the Mark Evans show that night featured a Christmas tree-lighting ceremony in Kaiser, which was singled out by Evans as a "typical small town." Kaiser is 150 miles from D. C.

WW CIGGY RAP LOSES SPONSOR

NEW YORK, Dec. 26.—ABC-TV this week became the first network to lose business because of the recent cigarette-cancer news stories. Brown and Williamson Tobacco Company reportedly cancelled its sponsorship of "Orchid Award" because Walter Winchell read newspaper and magazine commentary on the question on his last Sunday's (20) telecast. "Orchid Award" follows the Winchell 9 p.m. news show.

The network, however, has pointed out to the client that his recently renewed contract did not permit the cancellation of the TV program. The reply of the tobacco company, according to informed sources, was an ultimatum for ABC-TV to sue if they wanted to press the issue. Winchell currently is un-sponsored.

New Releases On 'Jam Session'

HOLLYWOOD, Dec. 26.—Norman Grantz's Jazz at the Philharmonic diskery is set to release an ambitious schedule of albums this week, with Parts III and IV of their famed "Jam Session" series featured, in addition to the firm's first Oscar Peterson vocal album, tagged "Oscar Peterson Sings," and a new Dizzy Gillespie item, "Dizzy With Strings."

"Jam Session" features the giants of the JATP label, with Count Basie, Benny Carter, Stan Getz, Buddy DeFranco, Buddy Rich, Wardell Grey, John Simmons, Harry Edison and Willie Smith appearing.

Impressario Grantz is slated to return from a 10-day tour of the European continent this week, where he conferred with sales outlets concerning the firm's 1954 product plans.

Spate of Radio-TV Bills Will Face New Congress

WASHINGTON, Dec. 26.—The new term of Congress which starts January 6 will highlight a mass of legislation affecting the TV-radio industry. Altho the session will probably run relatively short because of the congressional elections in November, it will be a lively one, dealing with such issues as political broadcasting, restrictive sportscasts, network regulation, crackdowns on alcohol commercials, clear channel power, libel laws, labor relations, tax relief, station recordings, monopoly and TV-radio ad ethics.

Highlights of legislative issues affecting the TV-radio industry next session are:

Political Broadcasting.—The new Congress will try to answer two questions: How should the election laws be modernized to accommodate spending for TV and radio in political campaigns? How

Broadcasting Has Good '53; Worry Is Color

NEW YORK, Dec. 26.—Broadcasting can point to 1953 as a year of substantial progress, both in radio and in TV. The big question for '54 is the effect color TV will have on the over-all industry.

In '53, both NBC-TV and CBS-TV did very well; ABC-TV began closing the financial gap between it and its two chief rivals, and the Du Mont network generally upgraded the quality of its clients and continued to function on a low-cost programming basis.

In radio, CBS maintained and lengthened considerably its lead over the other webs. NBC lost billings ground in the network battle. ABC fell still further behind its showing of previous years. The Mutual Broadcasting System, on the other hand, increased its billings by a large margin. Radio spot sales increased an estimated 8 per cent to about \$135,000,000. TV spot volume is expected to jump about 30 per cent by the year's end.

The chief news of '53 was the torrid competitive battle between CBS-TV and NBC-TV. By virtue of its strong nighttime programming values and a strong daytime program structure, CBS-TV during the latter part of the year surged ahead of NBC-TV, but they will wind up about even in billings—around \$94,000,000.

The coming of 1953 ushered in a new president at NBC-TV when Frank White replaced Joe McConnell. But White's tenure was not long, for he resigned, and David Sarnoff chairman of the board of RCA Victor, took over until recently, when Sylvester (Pat) Weaver was named to head the operation. NBC also decided to give its radio network a chance to carry its own marbles, and appointed William Fineshriber to

(Continued on page 2)

should the Communications Act be revised to clarify station liability? Seven bills are in the hop-

60 Stars Off to Entertain Troops

WASHINGTON, Dec. 26.—Sixty TV, radio and stage stars left the United States in seven flying squadrons for holiday entertainment of troops abroad, in collaboration with the Armed Forces Professional Entertainment Branch.

Three European contingents were headed by Eddie Fisher, Keenan Wynn and Slapsie Maxie Rosenbloom. Three Japan-Korea units were headed by Johnny Grant, Roscoe Ates and Larry Roberts.

ZHITO NEW BB INDOOR EDITOR

NEW YORK, Dec. 26.—The appointment of Lee Zhito as indoor editor of The Billboard was announced this week by K. (Haps) Kemper, vice-president and general manager of the Indoor Division. Zhito will take over in January from editor-in-chief Roger Littleford, who has also been handling the indoor spot for the past nine months.

Zhito has been in The Billboard's Hollywood office for nine years, the last three as editor for the West Coast. Indoor editorial department heads now under Zhito are: Sam Chase, radio-TV editor; Paul Ackerman, music editor; Bill Smith, night club-vaude editor; Bob Francis, legit editor.

Music Revenue Seen in TV Film

NEW YORK, Dec. 26.—TV film is becoming increasingly important as a source of music publisher revenue. This is highlighted by reports that the Eddie Cantor program will join the ranks of film shows, along with Ray Bolger, Groucho Marx, Danny Thomas, Dennis Day, Liberace, etc.

Office of Harry Fox, publisher's agent and trustee, says the increased use of songs on film has been marked in the past year, with the future looking bright. Publishers' rates range from \$25 for a one-time network use to as much as \$500 for a blanket use of a tune thru 1957. Rates on syndicated film shows for local sponsorship show no uniform pattern, and range from percentages to flat fees.

per, and more are sure to come, proposing to hike the ceiling of election-law spending so that candidates and parties can use TV and radio without resorting to loopholes in the law. Lengthy hearings were held last session by the Senate Subcommittee on Elections and Privileges and the House Campaign Expenditures Subcommittee, which voted strong support for a raise in the statutory limits to allow for increased TV-radio spending in campaigns.

Regulation of Networks.—The question of whether networks should require licenses by the Federal Communications Commission is certain to come in for a discussion in the House Interstate and Foreign Commerce Committee, as well as at the FCC. It is highly doubtful that the committee will push for legislation. The question

(Continued on page 4)

Continuing Flux Forecast in All Areas of Music

Diskeries Profited In '53, Tho Sheet Sales Dropped Off

NEW YORK, Dec. 26.—The music business during 1953 became more competitive in every area, with each field becoming more complex in its merchandising and promotion aspects. No slackening of this pace is in view for the coming year.

Generally, it was a prosperous year for most diskeries, tho a disappointing one for publishers in point of sheet music sales.

In connection with these facts, it is interesting to note that from a publisher point of view, there has taken place a gradual shift in the importance generally assigned to the three key sources of publisher income—sheet music, records and performances. The decline in sheet sales has forced an increasing number of publishers to place more dependence on performance money as a main income source. This is not to infer that sheet music has taken a minor place; rather, the situation with regard to all income sources is so competitive that publishers must take care to work all three sources to the fullest degree in order to operate profitably.

Exposure Value

Record income for publishers is, of course, highly important in view of the decline in sheet sales; but far and away the importance of disks to publishers continues to lie in exposure value. In other words, mechanical income, as such, usually does not amount to a considerable sum even on hit records, inasmuch as the writers and publishers divide the total, and inasmuch as deejay contacting and other promotion expenses cut into the sum; but the disk continues to be the prime promotion source—hitting not only the record buyer in retail stores but also the more or less casual listener via radio and juke boxes. Too, disks, via their play on stations, hike the performance ante, particularly under the BMI logging pay-off.

The accent on performances as an income source is spurred not only by declining sheet sales, but also by the increasing emphasis given performances, as against

Index

Advs.—Arenas	34	Merchandise	43
Balletique	21	Music	11
Carnival	40	Music Charts	14
Circus	28	Music Machines	58
Circus Ads	43	Night Clubs	9
Coin Mach	46	Parks & Pools	37
Coin Mach Market	55	Pipes	64
Fairs & Expos	39	Railroads	2
Final Curtain	33	Risks	52
Gen. Outlook	34	Sheet Music	33
How Ball of Hits	14	Shows	35
Indoor Reserves	8	Television	7
Legit Routes	32	TV Film	6
Letter File	45	Vaudeville	9
Music	31	Working Week	47

Broadcasting Had Good '53; Big Question Now Is Color

Continued from page 1

the top spot, with Ted Cott as operating veepee.

Along with personnel problems, NBC was faced with some affiliate uneasiness but, in two meetings with the stations, managed to get the affiliates to back its policies completely by selling them on NBC's bid for and reliance on color to win back unchallenged networking supremacy. The vast corporation also endeared itself to its affiliates by pledging large sums for new radio and TV programming ideas, some of which have already been delivered.

TV's New Stars

In programming, there were no major changes in audience tastes. The same TV names as in 1952, Arthur Godfrey, Lucille Ball and Milton Berle, continued to hold sway. Among the new stars and programs to make the top 10 were Jackie Gleason, Red Buttons and "Our Miss Brooks." Gleason, with no assist from any other show, single-handedly knocked off "All Star Revue" and created a large gap in NBC-TV's Saturday night line-up.

ABC-TV Axes 'Jean Carroll'; Pares Budget

NEW YORK, Dec. 26.—Signs that ABC-TV is on an economy kick were in evidence this week when the web axed its top budget sustainer, "The Jean Carroll Show," and substituted a free film series, "The Big Picture," a U. S. Army production, in the 9-9:30 p.m. Wednesday period.

The move, which takes place January 13, is reportedly part of a new plan whereby ABC will run a new show just long enough to poll press and public reaction. Then, if the show doesn't sell, the web will shelve it and peddle the package to agencies via a stockpile of kines acquired during its sustaining run.

Meanwhile, ABC also axed its two daytime shows "Turn to a Friend" and "The Ern Westmore Show" (4-5 p.m. across the board) last week, effective December 31, and henceforth will concentrate its daytime programming strength in the morning. The Don McNeill "Breakfast Club" simulcast is scheduled to kick off as the focal point of the new line-up in February.

1954 OUTLOOK FOR TELE

Stations, Grosses to Skyrocket; See Medium's Spread; UHF Gains

WASHINGTON, Dec. 26.—TV will carve out its biggest year in 1954 when the number of going stations and volume of revenue will soar to an unsurpassed peak. Black-white TV will continue the dominant theme, while ultra-high will make its sharpest progress as color TV makes its debut. The outlook for next year's end is: Upward of 650 TV stations on the air, possibly as many as 700, about half of them ultra-high stations.

The coming year will see a spread of television far beyond major market areas and beyond secondary areas which have received the flow, with every State in the union sure to get increased TV coverage by the year's end. While some industry leaders view this as a portent of a tougher competitive situation in TV, the outlook is considered wholesome, stimulating and sanguine because it means that TV will be in a position to attract vastly more revenue. The competitive situation will stir a demand for increased production and sales of

It was in programming that ABC-TV made its major move after the web's merger with United Paramount Theaters was approved by the Federal Communications Commission. Its two outstanding properties, Ray Bolger and Danny Thomas, both were sold, but so far during the season have had trouble getting ratings. ABC-TV's other major effort was getting the United States Steel dramatic hour on alternate weeks, which later was complemented by the sale of the other alternate hour to Motorola.

After the FCC freeze was lifted and new stations began to get on the air in some one-station markets, tighter affiliate relations with basic stations became the order of the day.

Walter Damm's WTMJ-TV, Milwaukee, gave CBS-TV shows

the heave-ho as did WDAF-TV, Kansas City, once it was seen that CBS-TV affiliates were about ready to move into these towns. They were replaced by WCAN-TV, Milwaukee UHFer, and KMBC-WHB-TV, Kansas City. CBS-TV's answer was to steal WTAR-TV, Norfolk, away from NBC-TV, a procedure that was followed several months later when it wooed WBEN-TV, Buffalo, into its camp, which left NBC-TV without a Buffalo video affiliate at the moment.

MBS was faced with an affiliate revolt during the latter part of the year when it tried to enforce a new method of network time guarantees in return for free programming. The plan was later junked. Also at MBS the M-G-M program package was dropped.

Other Trends, Changes

Among other significant incidents was the resignation of Chris Wittig as head of the Du Mont network. He became head of the Westinghouse broadcasting properties and was replaced by Ted Bergmann, a top Du Mont network official.

Sponsors generally were happy with their properties and with their agencies, although the latter were far from satisfied with the network ownership of packages.

Broadcasters were looking forward to 1954 to be another good year with perhaps the big question mark being color and its effect on the industry.

WESTWARD, HO!

West Getting Bigger Share Of TV Sets

WASHINGTON, Dec. 26.—Indicative of TV's widening influence, Western States are receiving a relatively larger share of the TV sets shipped by manufacturers, according to figures released this week by Radio-Electronics-Television Manufacturers' Association. The statistics showed total set shipments in the first 10 months of this year as 5,305,072, which was 20 per cent above shipments in the same period a year ago, although October shipments, totaling 690,711 sets, were down about 222,000 from October a year ago.

Five Western States received more sets in the first 10 months of this year than during the entire five years previously. They were Idaho, Montana, Nevada, Oregon and South Dakota.

Stern Named Ass't. To R. W. Sarnoff

NEW YORK, Dec. 26.—Alfred R. Stern, staff assistant to Robert W. Sarnoff while the latter was vice-president of the NBC Film Division, has been appointed assistant to Sarnoff, in his new position as executive vice-president of the NBC network.

Stern's appointment follows a series of important administrative jobs at NBC, which included that of executive officer for Sylvester L. (Pat) Weaver, NBC's new president.

CBS Features Galen Drake

NEW YORK, Dec. 26.—CBS Radio this week continued to stake its future on personalities when it slotted a new variety show to feature Galen Drake in the 10-11 a.m. slot, Saturdays, beginning January 2. He will tee off on the same morning as the already sold-out Robert Q. Lewis, who follows for an hour and in precisely the same kind of show.

Drake will have as supporting entertainers Stuart Foster, Betty Johnson, Three Bo's and a Peep, and Bernie Layton and his ork. For Drake this marks his biggest chance at a network audience. He now airs on WCBS, here, in the 4:30-5 p.m. strip and seven times weekly 11:15-11:30 p.m. He has demonstrated time and again his appeal for the local radio audience and the network is hoping that with his Saturday morning show will duplicate his local success, but on a larger scale.

Cantor Works on 2 Shows of His Own

NEW YORK, Dec. 26.—With his NBC-TV contract expiring at the end of this season and the web holding no further options to pick him up for the future, Eddie Cantor this week was working on two new shows of his own. Cantor and his rep, the William Morris Agency, are due to start talks with NBC within the next 30 days, and he is expected to hold out for one of these two shows for next fall.

Cantor also is strongly in favor of making a transition to film next season; he is considering setting up his own production company for one or the other of the new stanzas. He already has served NBC notice that he will not appear in the Colgate "Comedy Hour" line-up next fall, although he still is skedded for appearances tomorrow (27), January 31, March 7, April 4, May 2 and May 30.

Cantor has definitely decided that if he cannot get together with NBC on a new contract encompassing his "must" demands, he will definitely turn elsewhere for a deal. The demands are believed to involve airing one of

these new vehicles removed from his current variety format, ownership by Cantor of all or most of the show, and a switch to film from live appearances.

The show in the most advanced stage is titled "Be What You Want," with a detailed story outline fully prepared and a script in preparation. This calls for Cantor to emcee a talent show with some unique departures. The major element has participants telling Cantor what job they'd really like to have, and then getting a chance to do it before the cameras with all production trimmings.

Some of the participants would naturally do show business stunts, such as thesping or warbling, but others would do such stunts as play attorney by defending a man on trial for murder in a mock courtroom sequence.

The second show also has some twists in it, and likewise is quite far removed from the type of show with which Cantor has been associated in the past. However, it has not yet reached the same stage of development as that mentioned above.

Washington Once-Over

By BEN ATLAS

WASHINGTON, Dec. 26.—Don't underestimate the power of the dries on Capitol Hill. They've shaped up some clever psychological strategy for their drive to put a crimp in air commercials for beer and wines (The Billboard, December 12). They'll seek heaviest support from Congressmen in the prohibition belt, where GOP strength normally dominates. Temperance leaders are credited with success in their first test this week when they induced federal bosses to crack down on convivial yuletide parties in government offices. The Sahara look was new to the Potomac.

THERE'S GOLD IN THOSE SPEECHES . . .

The broadcasting industry will come in for a pile of political revenue next year from something besides congressional election campaigns. The air will sizzle with governorship contests in 32 States, including such populous TV areas as New York, Pennsylvania, California, Ohio, Michigan, Massachusetts, Wisconsin and Texas. A majority of the States will elect U. S. senators as well as House members in November. Besides it is mayoralty election year between presidential hustings.

DO FCC-ERS EAT FISH FOOD? . . .

Folks at the FCC know exactly how it feels to live in a goldfish bowl. For the first time in history, the FCC this week sent a 180-page biographical roster of the agency's employees to the Senate Interstate and Foreign Commerce Committee and distributed copies of the book to the press as a matter of public record. The book contains the names of everybody who works at the FCC, from messenger-boy to commissioner. It tells when they were born, what their salary is, education and previous experience. This handy reference guide was put together at the request of the Senate committee. It would be a good idea for Congress to compel other agencies along the Potomac to do likewise.

THAT COLOR ACT—EVERYBODY'S IN IT . . .

The FCC is watching with un-

Review Index

Record Reviews	18
Classical Reviews	26
Legit Reviews	8
Night Club Reviews	8
Radio Reviews	8
TV Reviews	8
TV-Film Reviews	8
Vaudeville Reviews	8

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NBC-TV Starts 1954 With \$15 Million for 5 Renewals

NEW YORK, Dec. 26. — The new year got off to a rousing start at NBC-TV, which rang out the old with renewals for 1954

worth \$15,100,000 for five shows. The renewals cover time charges on full-year renewals, with the usual 13 weeks options, by Kraft for "TV Theater," Hall Brothers, Inc., for "Hallmark Hall of Fame," Ford division of Ford Motors for "Ford Theater," Liggett and Myers Tobacco Company for "Dragnet," and R. J. Reynolds Tobacco Company for "Camel News Caravan."

All renewals take effect the end of this week or the beginning of next.

Kraft airs 9-10 p.m., Wednesdays. Hallmark is on 5-6 p.m., Sundays. The "Ford Theater" film show runs 9:30-10 p.m., Thursdays; "Dragnet" precedes Ford, and Camels have the 7:45-8 p.m. time across the board.

NEW WAX FLOOD AT ABC, CHI

CHICAGO, Dec. 26.—Staff musicians and guests at the ABC central division hit the jackpot in records in recent weeks in an unusual outburst of activity.

The parade was led by Johnny Desmond's "Woman," on Coral, and "Heart of My Heart" with Alan Dale. Newest to click is the guttural "I Love Paris" by Frankie Rullo, staff musician at WENR, on Mercury.

Other entries are "You and Your Smile" by Maury Murray, program director at WENR, and Eddie Ballantine, Don McNeill's orchestra leader, on Tiffany; "Granada" by Clark Dennis, also on Tiffany and the "Super Circus" Christmas records on Mercury.

The most spectacular success was that of Ralph Marterie, who was a staff musician with Rullo at ABC when his band records started to click.

NBC-RADIO DONS 'LONGIES'

New 2-Hour Show Seen Pointing Up the Trend

NEW YORK, Dec. 26.—A trend toward radio shows covering increased segments of time seems in the works at NBC-Radio. Latest edition is a new two-hour show for Sunday morning which is being shaped up by operating veepee Ted Cott with a working title of "Conversation Piece."

This stanza, which likely will get the 10:30-12:30 Sunday time sometime in January, thus will be added to the roster of such other NBC-Radio longies as "Roadshow," the upcoming four-hour 2-6 p.m. Saturday show; "Weekend," the current 4-6 p.m. Sunday show, and the two-hour "Big Preview" platter show, which airs 11 a.m.-1 p.m. now but is shortly to be shifted to a Saturday night slot.

There is a threefold purpose behind the development of the longies, according to Cott. The first is simple economics: a single crew and studio is utilized over a considerable period, cutting down costs. The second advantage is that a diversity of elements can be unified within a single program framework, making for interesting programming material. A third reason is that with block programming, a major radio development in recent seasons, such shows constitute the ultimate in block airing, with the various segments all united in one single opus.

'Roadshow' for Autoists

"Roadshow," which tees off January 9, is geared entirely to reach the motorist with an auto

radio, and will integrate such forms as the giveaway. It will have four different emcees. Among those being auditioned are Bert Parks, Herb Sheldon, Bill Cullen and Morey Amsterdam.

The new stanza, "Conversation Piece," will be a public service offering which is being dubbed within the web as a sort of high-brow "Weekend." Jim Fleming is the emcee. Starting date has not been finalized as yet.

FCC OK's Sale of KLAC-TV, KROD-AM, TV

WASHINGTON, Dec. 26.—The Federal Communications Commission this week okayed sales of \$2,625,000 in radio and TV stations. The Commission gave its approval to the sale of KLAC-TV, Los Angeles, from Dorothy Schiff to the Copley Press for \$1,375,000. Also okayed was transfer of Roderick Broadcasting Company's majority holdings of KROD and KROD-TV, El Paso, Tex., to The El Paso Times for \$800,000.

Sale of WINS, New York, to Gotham Broadcasting Company for \$450,000 was okayed contingent on transfer within 30 days of interests held by J. Elroy McCaw in KPOA, Honolulu, and KORC, Mineral Wells, Tex. McCaw is majority holder of Gotham.

ON THE SPOT

Laud, Blast TV in Juve Crime Study

WASHINGTON, Dec. 26.—TV came in for both praise and criticism at hearings this week before the Senate Subcommittee on Juvenile Delinquency.

Police Chief Robert Murray of the District of Columbia in testimony before the subcommittee blamed TV, radio, movies, the legit theater and comic books as contributors to juvenile crime. Murray cited a recent report of the International Association of Police Chiefs which criticized TV programs for devoting 99 per cent of their time to showing how crimes are committed and 1 per cent to reform.

The subcommittee was cautioned by another witness, Dr. Leopold Wechsberg, head of psychiatric services in the D. C. Public Health Department, against fixing the blame on TV, radio or any of the other media. He said the causes of crime are basically "individual." TV and radio, in fact, came in for a strong commendation from Dr. Frederick C. Heath, acting director of the D. C. Public Health Department, who singled out for special praise a TV series which has been appearing on WTOP-TV here.

'Peepers' May Go NBC Radio

NEW YORK, Dec. 26.—Reynolds Metals would like to present "Mr. Peepers," its current TV show, on NBC radio in markets not reached via the video stanza. The sponsor has had talks with the producer and owners of the package, Talent Associates, but no final decision has been reached.

One problem is that a completely new show would have to be done for radio, using as the basis adapted "Peepers" video scripts. However, such a program may prove too costly for its limited use.

Fuller to Be Creative Top

NEW YORK, Dec. 26. — Sam Fuller, who takes over as NBC-TV's new national program director February 1 (The Billboard December 26), has been tabbed as the key creative man in the web's program set-up. Reporting to Tom McAvity, web program veepee, Fuller will devote his major energies to heavy thinking.

It is web President Pat Weaver's intent that Fuller's function mainly will be to initiate new shows, to bolster present shows when they are weak, and perhaps most important, to develop new TV programming concepts.

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Spate of Radio-TV Bills Will Face New Congress

Continued from page 1

has been raised from time to time, and last session the idea was mentioned as something which "might be explored" by the House Interstate Commerce Committee.

Clear Channel Stations.—The North American Regional Broadcasting Agreement pact, which would reduce power of some clear channel stations, is awaiting a report by the Senate Foreign Relations Committee. The pact has been on the shelf two years.

Dry Bills.—Prohibitionists will seek to outlaw commercial plugs for beers and wines on TV and radio. A bill is already in the hopper, but a new bill is expected to be introduced early in the session, with a surprise group of powerful lawmakers appearing as co-sponsors.

Compulsory Recordings.—Waiting action in the Senate Interstate and Foreign Commerce Committee is a bill hopped last session by Sen. Joseph R. McCarthy (R., Wis.) which would require radio and TV stations to make and keep recordings of everything on the air. The bill proposes to amend the Communications Act by giving the Commission authority to issue rules and regulations on the record-keeping. The bill is unpopular in broadcasting circles. The FCC, the non-committal in a report to the Senate Commerce Committee, indicated that there might be some hurdles in rule-making.

Confirmation of FCC Commissioner Robert E. Lee.—The Senate Interstate and Foreign Commerce Committee is expected to recommend Lee's confirmation after a lively hearing. Lee was appointed by President Eisenhower after Congress wound up last summer. Considerable floor debate is expected, however, because of Lee's association with Senator McCarthy. Some observers think that McCarthy's feud with President Eisenhower may bring some reprisal against Lee from loyal

administration adherents, but the outlook is that Lee will be confirmed.

Anti-Monopoly.—Left over from last session is a bill directing the Commission to refuse a radio or TV license to "any person engaged in producing, distributing or exhibiting public entertainment, if the person has ever been found in violation of any law on monopolizing the field of entertainment, unless such person proves that he has not been in violation within the last five years, that there is no probability of violation now, and that he does not possess the power to substantially restrict the availability of entertainment." This bill is figured as unlikely to come out of the Senate Interstate and Foreign Commerce Committee.

Taxes.—Several proposals for tax relief for the TV and radio industries will come in for lively debate. Directly affecting TV-radio will be a proposal to reduce or outrightly repeal the excise on TV and radio sets. There's a good chance that the tax will be reduced.

TV-Radio Advertising.—The Federal Trade Commission, which keeps a weather eye on TV-radio commercials, will come in for additional cuts in appropriations next year, which may tear down its surveillance activities.

FCC Appropriations.—The FCC may be hauled on the carpet to explain why the agency is bogged down with a heavier backlog of TV hearings than when Congress last summer authorized increased funds to hire additional hearing examiners. The commission, like most other federal agencies, faces some cuts in appropriations for

the next fiscal year. The FCC, however, will be authorized to raise considerable revenue thru new fees which would more than make up for shrinkages in appropriations. The Commission will propose rule-making procedure in February to raise \$10,000,000 of this amount by imposing fees on all applications for commercial TV and radio licenses, including license renewals.

TV-Radio Coverage.—A bill to authorize TV-radio coverage of House floor proceedings will be pushed, but is expected to get nowhere.

Taft-Hartley Law.—Little chance is in sight for any major changes in the T-H Law, which contains a number of major provisions affecting the TV-radio industry. Altho the law will come up for considerable debate, amendments will be few and mild.

Census.—The Commerce Department will renew an attempt to get funds for a business census, which would include assembling information of considerable interest to the TV and radio broadcasting industry.

Anti-Gambling Regulations.—Left over from the previous session is legislation by the late Sen. Charles Tobey (R., N. H.) to curb broadcasts of horse or dog-race information prior to the start of a race.

"Voice of America."—The State Department's global propaganda program may come in for less censure in the upcoming session because of its overhaul under the United States Information Agency. The chances are that the government's radio broadcast activities won't suffer sizable economy cuts.

AM-TV Interference May Cue FCC Action

WASHINGTON, Dec. 26.—A possibility that "stronger measures" will have to be taken by the Federal Communications Commission to hold down interference with radio-TV reception is seen in the FCC's annual report for fiscal 1953, issued this week. Interference from medical, industrial and scientific equipment is on the increase, FCC says, with expansion of TV and the greater crowding of the broadcast spectrum by other services.

Up to now, according to the report, the FCC's method of handling the complaints by requests for co-operation has proved satisfactory. "However," the report continued, "the growth of broadcasting, communication and safety services may lead to an increase in the number of difficult situations which can be resolved only by the use of stronger measures available under the Communications Act."

The Commission sees subscription TV as an important and complex upcoming problem. Both policy and legal questions are up in the air at present, altho the FCC has authorized several experiments of different techniques of pay-as-you-see TV. Besides de-

termining whether fee TV would "serve the public interest," FCC legalists face a complex job in determining whether the service would be defined as "broadcasting," "common carrier," or some other special radio service. In addition, there is the engineering question of finding spectrum space for such a service.

FCC's report shows a healthy AM growth in fiscal 1953, with the majority of new AM stations opening in small towns previously without stations. In the fiscal year, FCC issued 164 new AM grants.

Depreciation Plea by UHF

WASHINGTON, Dec. 26.—The Internal Revenue Service is considering a request from UHF station operators to take a new look at depreciation rates for UHF equipment. The plea, made by the Ultra High Frequency TV Association, contended that present depreciation schedules are not "realistic and sufficiently flexible" to provide relief from the rapid obsolescing of equipment as transmitter power goes higher. The impact of color TV, still an uncertain quantity, might also have a hastening effect on obsolescing equipment, said the association.

The UHF Association also asked the Federal Communications Commission this week for reconsideration of an FCC order allocating an additional VHF channel to the Milwaukee area. UHFers, said the association's petition, view the allocation change as destructive of UHF investments made under the previously accepted ratio of UHF to VHF channels, and as presaging similar changes in other communities.

FCC Issues 5 Constr' Permits

WASHINGTON, Dec. 26.—The Federal Communications Commission this week issued five new construction permits bringing total authorizations to 827, of which 519 are post-freeze grants, including 29 non-commercial, education construction permits. With 31 can-

'Comedy Hour' to Get Weaver Hype

NEW YORK, Dec. 26.—The Colgate "Comedy Hour" reportedly is due for some major re-adjustments next season, with the experimentation likely to begin within a few weeks. Altho the hour-long Sunday night NBC-TV show has been out of TV's top 10 but once this season, web prexy Pat Weaver is said to feel that it needs some additional lustre, to give it the excitement of its early days on the air.

It is virtually certain that "Comedy Hour" will be one of the first NBC-TV shows to go color on a regular basis. The Donald O'Connor outing of the series a few weeks ago was the first commercial stanza to air in color. The transition is expected to come in stages, with every fourth show airing in multi-chrome, then alternate shows, and possibly by next fall, every show.

Two New Approaches
There is also a feeling among web toppers that new blood must be injected. The veterans of the series, such as O'Connor, Jimmy Durante and Eddie Cantor, have been exposed so frequently that their mannerisms and routines

have become almost over-familiar, NBC brass believe. Two different approaches to the problem probably will be tried.

The use of two name comics instead of one is almost certain to become a regular feature of each show. This will enable new, rising talent to be thrown in among the veterans, and aid them in garnering new following of their own and in providing the web with talent for the future.

It's expected that Colgate will have to up its talent budget somewhat in line with these developments, but that firm is believed to feel that it has a big stake in keeping the show hot. Continuing improvements are deemed essential in view of the strength of the competing Ed Sullivan show on CBS-TV.

Color Advent Cues Rash of Mail to D. C.

WASHINGTON, Dec. 26.—Public interest in color TV is at a high pitch judging from a flow of queries from various parts of the nation to congressional offices and the Federal Communications Commission. Altho last week's official FCC go-ahead for color was long anticipated, the news touched off a flood of inquiries from TV owners wondering how soon they could get color, whether their own sets could receive color, whether they could buy color converters, and if black and white would become obsolete.

The National Better Business Bureau lost no time in disseminating answers to most of the questions via its new booklet, "The Facts About Color Television" (The Billboard, October 3), which will be given the widest possible distribution. The booklet warns that there won't be many receivers or programs available in the first year of colorcasting; that the first sets will give a relatively small picture, and that cost differences between black-white and color sets will not soon be a "negligible" factor. Information for the booklet was compiled from an NBBB survey of TV manufacturers.

GAMBLE

To Unload AM for Okay Of TV Bid

WASHINGTON, Dec. 26.—Given a choice between a going radio station and a chance to build a TV station, a group of applicants for a television CP this week agreed to a Federal Communications Commission requirement that they unload their radio stock as a condition of approval of their TV application. In an initial decision by FCC Hearing Examiner Annie Neal Hunttr., the application of Louisiana Television Broadcasting Corporation for Channel 2 in Baton Rouge, La., was given preliminary approval, subject to FCC confirmation, provided that those corporation members who also own stock in radio station WLCS and WLCS-FM in Baton Rouge divest themselves of their holdings.

Reason for the requirement, according to FCC, is that some of the other company members own stock in another Baton Rouge AM station, WJBO, which would mean that the TV corporation would have interests in more than one radio outlet in the same community, contrary to an FCC rule. The AM interests had merged to apply for the TV outlet.

celed, total outstanding authorizations now number 594.

This week's commercial grants went to Elliott L. Cushman, Channel 21, San Diego, Calif.; E. D. Rivers Sr., Channel 6, Thomasville, Ga.; and Air Time, Inc., Channel 12, Joplin, Mo., and Tri-City Broadcasting Company, Channel 74, Newport, Ky. The 29th non-commercial grant went to the University of Washington, Channel 9, Seattle.

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WDEL-TV advertised products
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On behalf of the tens of thousands of Cerebral Palsied Children and Adults of the greater New York area, we extend our heartfelt thanks and appreciation to all who helped make the 19-hour third annual "Celebrity Parade for Cerebral Palsy," Saturday, December 12th-Sunday, December 13th, the success that it was.

Leonard H. Goldenson
President, American Broadcasting-Paramount Theatres, Inc., & United Cerebral Palsy Association

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HARRY ROMM, HARRY LEVINE, IRVING CHEZAR

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Edith Adams
Joey Adams
Robert Alda
Alfredo & Lenore
Steve Allen
American Broadcasting Company
Robert Kintner
Robert M. Weitman
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Paul Burggraf
Tom DeVito
John Vince
Norman Davidson
Gordon Kunz
Ralph Norman
Frank Vangnoni
Joe Spagnola
Joe Bush
DeWard Jones
Vale Roe
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Floor Managers
Stage Hands
Graphic Artists
Engineers
Musicians
Guest Relations
Operations and Music Clearance
Departments
Wardrobe Women
Make-up Personnel
Porters

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Cameramen
Office Personnel
Morey Amsterdam
Laurie Anders
Ray Anthony & Orch.
Toni Arden
John & Cara Barrymore Jr.
Harry Belafonte
Tony Bennett
Polly Bergen
Al Bernie
Yogi Berra
Isabel Bigley
Blinko
Victor Borge
Connee Boswell
Bob & Ray
Bunny Briggs
Rod Brown & Rocket Rangers
Dr. Ralph Bunche
Yul Brynner
Roy Campanella
Pupi Campo & Orch.
Maureen Cannon
Rudy Cardenas
Steve Carlin
Barbara Carroll Trio
Carol Channing
Clarabelle
Arnold Cohan
Joe Collins
Columbia Broadcasting System
Conover Girls
Jerome Courtland
Tom Corbett
Buster Crabbe
Nancy Craig
Dagmar

John Daly
Denise Darcel
Mickey Deems
Gloria DeHaven
Angela Drake
Alfred Drake
Bob Douglas
DuMont Television Network
The Dunhills
Ade Duval
President Eisenhower
Duke Ellington
Clifton Fadiman
Irving Fields Trio
Fire Dept., N.Y.C.
Eddie Fisher
Father Joseph Flynn
John Forsythe
Arlene Francis
Helene Francois
Betty Furness
Sunny Gale
Virginia Graham
Clifford Guest
Juanita Hall
Jane Harvey
Don Hastings
Erskine Hawkins & Orch.
Margaret Hayes
Ed Herlihy
Gene Hermanski
Eddie Heywood Trio
Harry Hershfield
Warren Hull
Sandy Howard
Hal Jackson
Illinois Jacquet & Orch.
Burl Ives
Dennis James
George Jessel

Jolly Gene & Fun Machine
Candy Jones
Betty & Jane Kean
Al Kelly
Nick Kenny
Alan King
Ernie Kovacs
S. L. Leidesdorf & Co.
Jerry Lester
Sam Levenson
Guy Lombardo & Orch.
Eloise McElhone
Scott McKay
Maggie McNellis
Merry Mailman (Ray Heatherton)
Eddie Manson
Joe Marsh & Spindletop Restaurant
Jay Marshall
Pat Meikle
James Melton
Robert Merrill
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Dickie Moore
Terry Moore
William Morris Agency
Jan Murray
Mutual Broadcasting System
National Broadcasting Company
Jimmy Nelson
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Geraldine Page
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Star Time
Ed Sullivan
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We hope we have thanked everybody. If any names were omitted, we are very sorry. Please forgive us.



UNITED CEREBRAL PALSY

47 West 57th Street, New York 19, N. Y.

THIS WEEK'S SPOTLIGHT FEATURE

Advertiser & Agency Film Buying

Webb Sees Prospects Good For New 'Kelly's Blues' Role

HOLLYWOOD, Dec. 26.—From reactions he's received to date, Jack Webb is "hopeful" there will be a good sponsor and agency acceptance of his decision to concurrently portray leads in two

television series. His newest—or at least the initial episode of "Pete Kelly's Blues"—goes before the Mark VII Productions' cameras in early February, he said this week. "Pete Kelly's Blues" admittedly will become Webb's "Labor of Love," a property he owns outright and has desired for some time to make into a telepix series. It formerly aired on NBC radio, but the net dropped it upon expiration of the option.

The tele version of the projected series will be filmed entirely in color, Webb said. Whether production will be spurred after the initial seg is not known at this time, Webb said, as the entire problem is now in the planning stage.

The actor-director admits that next year's schedule would allow for production since all half-hour episodes of "Dragnet" are in the can for next season's requirements. Webb said that 100 of the 195 episodes called for in the five-year contract with NBC-TV and Liggett & Myers already has been shot, and that production of future "Dragnet" episodes would not be resumed until next October. The remaining episodes, he said, would be shot in black and white as have all the other shows with the exception of the Christmas story.

Speculation that he might rid himself of the "Dragnet" property was denied with the reservation that if a satisfactory offer were to be made, "I certainly wouldn't refuse." Meanwhile, Mark VII is in the market for new physical production quarters. The production company must move from its present Walt Disney Studio space to make room for a major Disney production, "Twenty Thousand Leagues Under the Sea," slated for early rolling.

By February 1, Webb said that Mark VII's schedule should be pretty well established. This allows for the staff to continue its current planning for the future and permits Webb a long delayed vacation.

Public acceptance of his portraying two different leads at the same time is uppermost in Webb's mind, he admitted. But he reasons that a comparison can be made with theatrical motion picture stars who have demonstrated their histrionic versatility by playing in various type roles, and

then in relatively few full-length pictures annually. "They're not considered out of the business just because of this," Webb explains.

Webb also points out that "Dragnet" and "Pete Kelly's Blues" are diametrically opposed in format. "Blues" is a story laid in the 1920's, with a cornet player the central figure along with his Dixieland band group. "This permits for broader entertainment for the home which is what we have attempted to do with 'Dragnet,'" Webb declared.

What specific terms will determine the future of "Blues" has not been established yet, he said. Since he owns the property 100 per cent, this is something to be determined later, Webb said.

CLOSED CIRCUIT

BBD&O to Show Color TV Film

NEW YORK, Dec. 26.—The film department of BBD&O will present a special closed circuit screening on January 14, following lengthy experiments in the field of color.

The screening will include the showing of a special 16mm. reduction reel of footage made by means of Technicolor optical prints on the West Coast, and Kodachrome reverse prints in New York. Officials at BBD&O agree that there still remains quite a bit of research and experimentation before color film on TV will be completely acceptable.

Pearson Sold To Acousticon

NEW YORK, Dec. 26.—WABD, key station of the Du Mont TV network, this week sold the twice-weekly Drew Pearson film series to the Acousticon Division of Dictograph Products, Inc., in the company's first full sponsorship of a TV program.

Starting January 8, the program airs Friday and Sunday for 26 weeks. Gross billings are expected to be \$2,700 per week. Series is distributed by Motion Pictures for Television.

ABC Offers Pkg. Starring Wright

NEW YORK, Dec. 26.—ABC is offering a new TV package to ad agencies, starring "South Pacific" star Martha Wright. Titled "Martha Wright Rehearses," the show features Stan Freeman at the piano, the Lawson-Hackett band, and a five-voice chorus.

The budget is set at \$17,000-\$20,000 for 30 minutes, or \$8,500-\$10,000 for a 15-minute ainer. James McNaughton designs the sets and Glenn Osser is set as musical director.

Turner, Jackson Join Guild Films

NEW YORK, Dec. 26.—Continuing its 1953-1954 expansion, Guild Films has added George Turner and Hub Jackson to its sales staff to cover New England and the Midwest, respectively.

Hub Jackson hails from Wauconda, Ill., and for the past two years was veepee in charge of the Chicago office for Radio Representatives. George Turner, a resident of Madison, N. J., was formerly film director for Du Mont.

'Search' Debut Is Postponed

NEW YORK, Dec. 26.—CBS-TV this week virtually decided to postpone selling "The Search" for delivery as a web film show this season. Production of the show, which nine half hours are in various stages of completion, will continue under the supervision of Irving Gitlin, but efforts to peddle it will be tabled for several months until selling for the new season gets underway. By next fall it is expected that 26 programs in the series will be ready for showing.

The public affairs film show demonstrates how research being conducted in colleges can be used to the betterment of viewers' lives. The cost of the show is about \$25,000 per program. Featured on it are the top corps of CBS-TV news talent, headed by Eric Severeid.

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:

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

TV FILM COMMERCIALS in PRODUCTION since Nov. 1

This feature runs in "very Advertiser and Agency Film Buying" issue of The Billboard's TV Film department. It offers the most complete directory of production of film commercials available, and is limited only by The Billboard's ability to reach all producers in the industry.

Table with columns: Advertisers (and show, if any), Products, Agency, How Many, Length, Type. Includes entries for Academy Film Productions, Bengal Pictures, Jack Denove Productions, Douglas Productions, Peter Elgar Productions, and Elliott Unger & Elliott.

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Advertiser (and show, if any)	Products	Agency	How Many	Length	Type
FILMCRAFT PRODUCTIONS, 8451 Melrose Ave., Los Angeles 46					
Standard Oil of California (Chevron Theater)	Standard Oil	BBD&O	Six	120 sec. 60 sec.	
KLING STUDIOS, INC., 601 Fairbanks Court, Chicago					
Angel Soft Tissue	Tissues	Grant Adv.	One	20 sec.	Live Action
Leisy Beer	Beer	McCann-Erickson	Four	20 sec.	Full Animation
Standard Oil	Gasoline	McCann-Erickson	Four	60 sec.	Full Animation
Restonic Corp.	Mattresses	Dubin-Feldman	Two	20 sec.	Live Action
Terry's Frozen Foods	Food	Olan & Bronner	One	10 sec.	Live Action
Douglas Laboratories	Suntan Lotion	Tally Embry Adv.	Four	2-60 sec.	Full Animation and Jingle
Monarch Beer	Beer	C. Wendel Muench	One	10 sec.	Live Action
National Broadcasting Co.	Promotions	Direct	Eight	4-10 sec. 4-20 sec.	Full Animation
Bruce Floor Cleaner	Cleaner	Christiansen Adv.	One	20 sec.	Live Action
Pella Manufacturing Co.	Folding Doors	C. W. Ramsey Adv.	Eight	40 sec.	Live Action
Lobri-Loy Oil	Oil Additive	Weintraub & Assoc.	Three	15 sec. 60 sec.	Live Action, Full Animation and Jingle
Style-Craft Mfg. Co.	Venetian Blinds & Storm Windows	Key Adv.	Six	60 sec.	Live Action
Reardon Paint Co.	Bondex	Krupnick & Assoc.	Four	60 sec.	Full Animation
Enterprise Paint Co.	Magi-Color	Direct	Eight	60 sec.	Live Action
Orkin Exterminating Co.	Pest Control	Direct	Four	20 sec.	Full Animation
Whirlpool Mfg. Co.	Washers	Beaumont & Hohman	Five	60 sec.	Live Action
Motorola (Motorola TV Hour)		Ruthrauff & Ryan	One		Live Action
Standard Oil (Sohio News)		McCann-Erickson	One		Full Animation
Phelan Faust Paint Mfg. Co.	Paint	Simmons & Simmons	Three	60 sec.	Live Action
LALLEY & LOVE, INC., 3 E. 57th St., New York					
The Chrysler Co. (Stork Club)	Autos	McCann-Erickson	Eight	60 sec. 20 sec.	Live Action
Seck & Kade Co.	Pertussin	McCann-Erickson	Two	20 sec.	Live Action
National Biscuit Co.	100% Bran	McCann-Erickson	One	20 sec.	Live Action and Full Animation
Guinness Co.	Burke's Ale	Compton Agcy.	Three	60 sec. 20 sec.	Live Action
LEWISLOR & DPI PRODUCTIONS, 9336 Washington Blvd., Culver City, Calif.					
Princter & Gamble (Letter to Loretta)	Tide & Lilt (Alternate)	Benton & Bowles	One	60 sec.	
AL SIMON PRODUCTIONS (McCADDEN CORP.), 1040 North Las Palmas Ave., Hollywood 28					
Carnation Company (Burns & Allen)	Evaporated Milk	Erwin Wasey	12	Various	
B. F. Goodrich (Burns & Allen)	Tires	BBD&O	12		
Chevrolet	Cars & Trucks	Campbell-Edward Co.	Nine		
General Electric (Joan Davis)	Major Appliances	Young & Rubicam	Three		
Falstaff Beer (City Detective)	Beer	Dancer, Fitzgerald, Sample	Six	30 sec.	
Friskies	Dog Food	Erwin Wasey	Three	60 sec.	
Adolph's Meat Tenderizer (Show of Shows)	Meat Tenderizer	Erwin Wasey & Co.			
NATIONAL PRODUCTIONS, 1001 Connecticut Ave., N. W., Washington					
Giuseppe's Frozen Food	Frozen Ravioli		One	60 sec.	Live Action and Jingle
PRODUCTIONS ON FILM, 1515 Euclid Ave., Cleveland, O.					
Dan Dee Potato Chips	Potato Chips	Gregory-House	Six	3-20 sec. 3-10 sec.	Full Animation
The Finney Co.	TV Antennas	Allied Adv.	Three	60 sec.	Live Action
Pilsener Brewing Co.	Poc Beer	Cliff Kroening Adv.	One	20 sec.	Semianimation
B. F. Goodrich Co.	Hood Tires	Griswold-Eshleman Co.	One	10 sec.	Live Action
SCREEN GEMS, INC., 233 W. 49th St., New York					
American Petroleum Industry		Film Counselors	One	10 min.	Live Action
U. S. Steel (Theater Guild)		BBD&O	Three	3 min.	Live Action
Columbia Pictures	Caine Mutiny	Columbia	Two	80 sec.	Live Action
Ford Foundation (Omnibus)	Ford Foundation		Eight	60 sec.	Full Animation
American Tobacco Co.	Lucky Strike	BBD&O	Two	1-90 sec. 1-60 sec.	Live Action
WARREN R. SMITH, INC., 117 4th Ave., Pittsburgh 22, Pa.					
Vincent's Pizza Park	Pizza Pie Mix	Rothman & Gibbons	One	60 sec.	Live Action
North Pole (Howdy Dood)	Ice Cream	Cavanaugh Morris	One	60 sec.	Live Action
Chas. Raber	Garage Doors	W. Craig Chambers	Two	1-20 sec. 1-25 sec.	Full Animation
Black Angus	Rotisserie/Broiler	Goldman & Shoop	One	60 sec.	Live Action and Full Animation
SOUNDMASTERS, INC., 165 West 46th St., New York 19					
Borden Company (Treasury Men in Action)	Dairy Products	Young & Rubicam	20	60 sec. 180 sec.	Live Action
National Broadcasting Co. (Paragon Playhouse)		Direct	39	180 sec.	
American Home Foods	Chef Boy-Ar-Dec	Young & Rubicam	15	60 sec.	Live Action and Semianimation
Philip Morris, Ltd.	Dunhill Cigarettes	Blow Co.	Three	60 sec.	Live Action and Semianimation
Groves Laboratories, Inc.	Antomine Tablets	Harry B. Cohen	Four	60 sec.	Live Action
TV SPOTS, 5746 Sunset Blvd., Hollywood 28					
Bardahl	Oil	Wallace MacKay	One	30 sec.	Live Action
Al Terrence Carpet	Carpets	Russel Calvert	One	20 sec.	Semianimation
Milky Ways-Mars	Candy	Leo Burnett	Six	60 sec.	Full Animation
Squirt	Soft Drink	Harrington-Richards	One	60 sec.	Full Animation
Starlet	Soft Drink	Robert Dennis	Three	20 sec.	Semianimation
American Dairy Assn.	Butter	Ray Waters	One	55 sec.	Full Animation
Van Nuys Savings	Savings	J. W. Raymond	One	20 sec.	Full Animation
TIMES SQUARE PRODUCTIONS, INC., 145 W. 45th St., New York					
Servel	Refrigerators, Freezers, Air Conditioning, Heaters	Hicks & Greist	18	60 sec. 20 sec. 10 sec.	
UNIFILM, INC., 146 E. 47th St., New York					
Sun Oil	Gasoline-Motor Oil	Ruthrauff & Ryan	One	20 sec.	Live Action
Strohman's	Sunbeam Bread	J. Cunningham Co.	One	60 sec.	Live Action, Full Animation, Jingle
VIDICAM PICTURES CORP., 240 E. 39th St., New York 16, N. Y.					
General Foods Corp.	Swandown Cake Mix	Young & Rubicam	One	60 sec.	Live Action and Semianimation
General Electric	G. E. Xmas Spot	Young & Rubicam & Mason	One	90 sec.	Live Action
General Electric	G. E. Radio & TV	Mason	Seven	3-60 sec. 4-45 sec.	Live Action
Schenley Industries	Blatz Glory	Wm. Weintraub	Two	60 sec.	Live Action
Standard Oil Co.	Esso Xmas	Marshchalk & Pratt	Two	60 sec.	Live Action
General Electric	G. E. Major Appliances	Young & Rubicam	15	90 sec. 45 sec.	Live Action
VOLCANO PRODUCTIONS, 1040 N. Las Palmas Ave., Hollywood 38, Calif.					
Chersterfield (Dragonet, Badge 714, Perry Como)	Cigarettes	Cunningham & Walsh	12	60 sec.	Live Action
Lagget & Meyers	L&M Filters	Cunningham & Walsh	Six	20 sec. 60 sec.	Live Action and Semianimation

Para Buys Warner Hollywood Studio

Sale Adds Weight to Rumor of Buyer's Pending Entry Into TV Film Production

HOLLYWOOD, Dec. 26.—Acquisition this week of the Warner Studio lot on Sunset Boulevard by Paramount Pictures Corporation gave another boost within the past fortnight to the emergence of Hollywood as the production center of TV programming for syndication. Sale of the approximately 10-acre lot in the heart of Hollywood's radio-TV district gives impetus to the long-heard rumor that Paramount would enter the telefilm production industry, possibly thru a subsidiary such as Columbia's Screen Gems or thru its independent station, KTLA, which is owned by Paramount Television, Inc.

Close on the heels of a joint announcement of the purchase made by President Barney Balaban of Paramount and H. M. Warner, president of Warners, were definite indications that the huge facility would be put to use for two purposes.

The acreage, huge stages and other facilities will house KTLA, and it is believed will be the production center not only for the station's film syndication contribution of its own shows thru Vitapix Corporation, which it joined late last week, but for other telefilm production. It was learned that KTLA's direct contribution, aside from its local telecasting, would be either thru film, magnetic tape or transcription. Klaus Landsberg, vice-president of Paramount TV and general manager of KTLA, said that the facilities would permit expansion of its programming along national syndication lines and would be the "springboard for future operations."

Landsberg said that Hollywood rightfully would become the production center of telefilm for national use because of the know-how possessed here and the quality that can be achieved.

The unconfirmed, the purchase price reportedly varied between \$850,000 and the reputed asking price of approximately \$1,500,000. Balaban announced that Paramount plans to begin immediate structural changes "to give KTLA

the most modern facilities for programing in black and white and in color." KTLA's technical facilities in its new location, he said, "will be the best, as will be the accommodations for the public at its studios."

The lot, in addition to four huge sound stages, contains a 100 by 140-foot storage building, a completely equipped building for broadcasting that formerly housed radio KFVB, an office building and another building now occupied by Warner Bros. Cartoons, Inc., which will continue to be occupied by the cartoon company under a lease term of five years. A large parking lot is on the property, and portions of this will be used by the Motion Picture Relief Fund for its planned motion picture museum.

Teleradio Set To Enter Film On Big Scale

NEW YORK, Dec. 26. — A \$1,000,000 purchase of all the Phillips H. Lord radio-TV properties by General Teleradio (Tom O'Neil) this week was believed to be the tip-off that O'Neil is finally ready to move into film on the large scale prophesied in The Billboard as long as two years ago.

The move is said to be the first step toward a \$10,000,000 film production-distribution set-up which O'Neil hopes will put Mutual into active competition with the NBC Film Division, the CBS film department and ABC's new syndication outfit.

Altho General Teleradio-Telecasting execs couldn't be reached for confirmation, insiders think O'Neil will also resume his long-shelved plans for setting up a film network as a regular outlet for his film product, in addition to syndicating the properties to other stations across the country. O'Neil made a lengthy survey of local stations' film programing last year with just such a project in mind, but withheld further action pending the arrival of more TV outlets. With more and more advertisers and agencies looking with favor upon spot booking of film shows, O'Neil may think the time is ripe now.

Multiple Rights

Multiple rights to eight Phillips H. Lord radio-TV shows are included in the deal, with Lord himself retained by General Teleradio on a consultation basis for the next five years. Properties include "Gangbusters," radio, TV, comic, pocketbook and crime files rights; "Counterspy," radio-TV, movie and comic book rights; all radio-TV rights on "We the People," "Sky Blazers," "Police-woman" and "Black Robe"; all rights to radio scripts of Kathleen Norris novels, and whatever movie and radio rights revert to Lord on "Mr. District Attorney."

Filming on "Counterspy" will be started by General Telecasting in January. NBC is syndicating the TV film series, "Gangbusters," under the title "Captured" and Ziv recently bought the TV film rights to "Mr. District Attorney." However, whatever rights will revert to Lord will ultimately go to General Telecasting. General Teleradio (of which General Telecasting is a subsidiary) owns 58 per cent of Mutual, and all of the Don Lee and Yankee Networks.

Guild Grosses \$2 Million

NEW YORK, Dec. 26.—During 1953, its first full year in business, Guild Films announced that it had grossed \$2,000,000 and was shooting for \$5,000,000 in 1954. Guild is readying an ambitious production schedule to accomplish that objective. In the blueprint stage are four new quarter-hour film shows and another half-hour musical.

The Guild billings were contributed by the Liberace show, which grossed \$1,093,000; "Life With Elizabeth," which has contributed \$385,000 in three months of selling; the Guild sports library and several of its shorter shows, which added another \$437,000 in contracts, and the new "Joe Palooka Story," which has accumulated \$117,000 during one month of sale. Guild's total production investment to date is \$890,000 in these shows.

Roach Orders Optical Printer

HOLLYWOOD, Dec. 26.—With increased telefilm commercial business, Hal Roach Studios is gearing this phase of its operations to maximum effectiveness by the ordering of a third \$40,000 optical printer used in the work. The instrument will be delivered some time next month, according to Sidney S. Van Keuren, Roach vice-president in charge of operations.

Van Keuren said that more than 700 telefilm commercials have been made by Roach Studios since it started this activity about four years ago. The increase in this work, which is all performed at the Culver City studios by the optical department, has necessitated an increase of from four to 20 people in the division. Van Keuren said.

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TELEVISION

Season's Greetings

TELEVISION — Reviewed, Tuesday (22), 7-8 p.m., EST. Presented by Tunes On Dancers, Fitzgerald & Sample via NBC. Producer, Harry Wood. Director, Gregg Garrison. Writer, Robert Smith. Designer, Burr Schmidt. Ensembles, Eddie Albert and Ed Herlihy. Featured: Ezio Pinza, Harpo Marx, Betty and Jane Kean, Andre Eglevsky, Maria Tallchief, Lucille Smith and the Robert Shaw Chorus.

This show was a good example of what color can do to enhance the entertainment values of video programming. Much of the show was just so-so in black and white—especially the terping—but in color was much more interesting.

A special showing of color TV to a group of newspapermen Tuesday (22) by the Raytheon Manufacturing Company proved two things, at least for the time being. Color alone does not substitute for good programming and, secondly, color needs a large screen just as much as black and white sets.

The hour-long show of NBC-TV's holiday program, "Season's Greetings," which replaced the regularly scheduled "Milton Berle Show," was received over Channel 5, WNBQ, on a 12½-inch screen set alongside a 21-inch monochrome set.

The colorcast was generally good, although the hues changed in intensity as scenes changed and cameras were switched. Henry F. Argento, vice-president of Raytheon, explained before the broadcast: "A matter of a single tube operating differently in the two cameras may account for a variation of color values at the receiving end."

Compatible Pix

Owners of black-and-white sets were also able to see the broadcast under the new compatible system of color broadcasting approved by the Federal Communications Commission December 17. These viewers received a more uniform picture as far as both contrast and clarity were concerned. Observers at the preview, by switching their eyes to the right a few feet, could quickly judge the value of color, compared to large-screen monochrome.

In spite of the minor difficulties, it was readily noticed that color brought out highlights and depths which were never before available on TV screens. Although the color faded at times from a bright red to a washed-out pink, greater interest was created by the new medium. Of course, the ultimate will be large-screen color re-

ceivers, which, engineers say, are still a long way off, both technically and price-wise.

The program itself was good, but definitely not outstanding. Part of the blame was attributed to the colorcast which was changing Eddie Albert's facial color from pale to red at times. Ezio Pinza's face showed bright red through his stanza. A clever old comedy bit by Harpo Marx and an operatic singer gained plenty of attention and was enhanced by color. Harpo kept trimming the hemline of the singer's dress, going higher and higher until the point of discretion was reached, and a scroll, promoting Milton Berle's next show, was brought into view.

Another sequence enhanced by the colorcast was a ballet routine by Andre Eglevsky and Maria Tallchief doing excerpts from Tchaikovsky's "Nutcracker Suite." The costumes were reproduced in beautiful color, which in contrast to the monochrome picture at the left was like watching another show entirely. Miss Tallchief's dress had a tendency to change colors also, going from bright pink to a washed-out pink as she swirled around the stage. Steve Schickel.

Blue Ribbon Christmas Show

TELEVISION—Reviewed Wednesday (23)

10-10:45 p.m., EST. Sponsored by Pabst Blue Ribbon Beer, via CBS-TV, Hollywood. Producer, Warwick & Legler, Inc. Ensembles, Gene Lockhart. Cast: Mimi Benzell, Norman Luboff Choral Group. Music, David Rose and his orchestra.

The regular Pabst Blue Ribbon Beer fights telecasts went down for a seasonal count this week, in favor of an offering more in keeping with the "Peace on Earth Goodwill Toward Men" motif of Christmas. It was a good show—festive and smoothly co-ordinated.

Wednesday night's (23) program marked the second successive year that Pabst has voluntarily taken a holiday from Stillman's Gym. It's a sound switch and certainly should engender more good will for the brewery than the spectacle of two pups knocking each other about a holly-bedecked ring.

This year's show—originating from Hollywood—was old-fashioned in format, with emphasis on traditional carols and pop standards. Veteran movie actor Gene Lockhart performed his emcee duties with a suitable air of fatherly benevolence. Ex-Met star Mimi Benzell demonstrated her admirable versatility—both as a singer and a performer—by warbling everything from the "White Christmas" to "Hark the Herald Angels Sing." She received excellent support from Norman Luboff's 16-voice chorus and David Rose's orchestra.

Gingerbread on the Pabst program was furnished by two special production numbers—one built around a Christmas-around-the-world theme, the other a toys-dancing-in-a-store-window routine. June Bundy.

'Your Hit Parade'

TELEVISION—Reviewed Saturday (19), 10:30-11 p.m., EST. Sponsored by Lucky Strike Cigarettes and Crosley, via NBC-TV, New York. Producer, Dan Lounsbury. Director, Clark Jones. Associate producer, William Nichols. Staging director and choreography, Tony Charmoli. Musical director, Raymond Scott. Announcer, Andre Barush. Cast: Dorothy Collins, Snooky Lanson, Gisele MacKenzie, Russell Arma. Hit Parade singers and dancers, Music, Raymond Scott's orchestra. Guest, Barbara Ann Scott.

The "Hit Parade's" annual Christmas telecast was spectacularly beautiful. Top pictorial honors went to guest star Barbara Ann Scott. The blonde skater cut a pretty figure eight against the breathtaking background of Rockefeller Center's famed Christmas tree-ice rink setting.

At Christmas time the TV channels runneth over with yuletide spirit, and it's a wise producer indeed who can imbue his own holiday show with any feeling of freshness and true seasonal lift. "Your Hit Parade" did just that Saturday night, via a Christmas party setting for the whole show, with each of the musical numbers wrapped as a gift, and lovely Barbara Ann Scott as an "extra" with two skating productions ("Changing Partners" and "Ebb Tide"), marking the first time the show had featured a guest performer. Dorothy Collins scored a personal hit with the No. 5 song, "Eh

Cumpari," and the entire cast trouped down to the Rockefeller Center ice rink at the finish to form an impressive carol-singing tableau in front of the fabulous skyscraper Christmas tree. The camera work was excellent, particularly the last fade to the close-up of the star on top of the tree. June Bundy.



Broadway LEGIT

DEAD PIGEON

(opened Wednesday, December 23)
Vanderbilt Theater

A comedy drama by Lenard Kantor. Setting by William and Jean Eckert. Staged by Harold Bromley. General manager, Ben Boyer. Stage manager, James Hagerman. Press representative, Samuel J. Friedman. Presented by Harold Bromley and Hella Stoddard. Lieutenant Monahan..... James Gregory Sherry Parker..... Joan Lorring Detective Ernest Brady..... Lloyd Bridges

"Dead Pigeon" has a lot to recommend it as an author's first play to reach Broadway. Regrettably, the report is adverse. It lacks the stamina for commercial Stem competition.

It is something of a feat to sustain a three-character play dramatically for a whole evening. It is therefore the more remarkable when a new playwright almost brings it off in his debut as a Broadway scripter. Considering the fact that, of necessity, "Dead Pigeon" is primarily a conversation piece, built around a very small idea, the amount of interest and suspense that Lenard Kantor gets into his fable is amazing.

Kantor focuses his attention on a deceased gangster's moll who has agreed to tell all to the district attorney in return for a holiday from the pokey and an eventual lessening of her stretch in the pen. She is holed up in a seaside hotel awaiting the d.a.'s visit, and since she is likely to be a target of underworld vengeance, is guarded by a brace of detectives.

The senior dick is a 10-karat crook in the pay of "The Syndicate," who is determined that the gal won't get a chance to talk. His junior is not above taking a fast buck on his own account. However, when he is required to watch-dog the gal overnight, young love burgeons and he goes heroic for a completely melo, happy ending. Since this development can only be arrived at via long stretches of dialog between two people, it is obvious that "Pigeon" has its dramatic ups and downs.

However, author Kantor has been most fortunate in the trio of players selected to bring his script to life. Joan Lorring is giving a brilliant performance as the girl in the case, an honest warm portrait that grows in sympathy as the play progresses. Lloyd Bridges, as the young, hard-boiled cop who comes to guard a broad and remains to worship, is likewise fine. James Gregory's

cynical chief dick is just what the doctor ordered for the play's suspenseful melo moments. Severally, under Harold Bromley's sound direction, they give Kantor's play far more body than it would project in lesser hands.

There is so much that is good about "Pigeon" that it is regrettable to turn in an adverse report. However, it does not look or listen to have the stamina for harsh Broadway competition. Bob Francis.

CHARLEY'S AUNT

(Opened Tuesday, December 22)
City Center

A farce by Brandon Thomas. Staged by Jose Ferrer. Settings and costumes by Raoul Pene Du Bois. Company manager, Gilman Haskell. Stage manager, Buford Armitage. Press representative, Reginald Dennenholz. Presented by the New York City Center Theater Company.

Brassett..... Rex O'Malley Jack Cheney..... Robert Lansing Charles Wykeham..... Terence Kilburn Lord Fancourt Babberley..... Jose Ferrer Kitty Verdun..... Lori March Amy Spottigue..... Sarah Marshall Colonel Sir Francis Chesney..... Kent Smith Stephen Spottigue..... Jacques Aubuchon Farmer..... Richard Cowdery Donna Lucia D'Alvador..... Peggy Wood Elia Delahay..... Patricia Wheel Maud..... Beverly Dennis

The revival of the ancient Brandon Thomas farce just goes to prove that Jose Ferrer can do about anything on a stage that he sets his mind to. Ferrer's horseplay is as immensely funny as it was 13 years ago.

To wind up his City Center drama season on the merriest possible note, Jose Ferrer is stampeding his way thru "Charley's Aunt." The ancient Brandon Thomas farce may creak a bit in the knees, but the Ferrer brand of horseplay has the customers howling in the same key as it did when he first unveiled it 13 years ago.

Since practically everybody over the age of 10 must be familiar with Thomas' narrative of Oxford undergraduate didoes, it is hardly necessary to recapitulate his utterly idiotic plot. However, the news of the final fortnight of drama at the Center confirms this reporter's long-standing opinion—that Ferrer can do about anything on a stage that he sets his mind to, from high tragedy to low comedy.

Excellent Support

In this, as in his three previous productions, Ferrer is getting the benefit of excellent support. Peggy Wood and Kent Smith are co-starred with him as the aunt from Brazil and his bumbling father. Likewise contributing admirably to the festivities are Rex O'Malley, Sarah Marshall, Lori March and Patricia Wheel. The whole cast is well selected and has been excellently drilled by the star.

Production-wise, the Center has done itself proud with very tasty backgrounds and costumes contributed by Raoul Pene Du Bois. It all adds up to a splendid finale to the best drama series the town's temple of culture has ever put on. Bob Francis.

return of magico Roy Benson. The latter is using his familiar stick-and-tassel, billiard ball, psycho and salt shaker routines. Nobody in the business, in this reporter's opinion, can top Benson's artistry in manipulating the cue balls, and he has sharpened his pincer to draw spontaneous customer chuckles.

In addition, the Colbergs (man and fem) contribute an excellently projected acro turn in the hand-stand category. The gal is a limberback, and the duo offer a series of striking lifts and twists for solid hands. Also a crowd pleaser are the ventro novelties of Leonado and Anita, who utilize half a dozen dummies at a time.

Jones and Wilbert

The Negro tap team, Jones and Wilbert, get the bill underway. They are good steppers, but go for trick interpolations, such as lifting chairs and tables with their teeth. It is a fair-to-middling act. Singer Rita Constance has a pleasant delivery without any striking material, but does build to a sharp wind-up with an original number about old vaude days.

The Carla and Fernando dancers (with Anita) are another troupe, booked apparently under the impression that Palace audiences are meat for Latin dance rhythms. From this pew, their efforts are over-long and hard to take.

The windup features Docky's dogs. Just what makes those boxers, yapping and poking balloons with their noses, look anything like a canine basketball team, this reporter will never know. However, as a program finisher, at least they are fast and noisy.

The pic is "Bad for Each Other." Bob Francis.

Sands Hotel, Las Vegas, Nev.

(Friday, December 18)

Capacity, 444. Price policy, no cover, no minimum. Shows at 8:30 and 11:30. Operator, Jake Freedman. Booker-producer, Jack Entratter. Publicity, Al Freeman Company. Estimated talent budget, \$25,000.

Danny Thomas, as the first of the one-night major headliners, did about all the business in the town. Comic was superb. He did more than an hour and had to beg off.

For the Sands' first birthday, hotel did about everything to set a one-week record of entertainment not likely to be matched anywhere by any club. Included in the array (separate nights, one a night), were Danny Thomas, Frank Sinatra, Vic Damone, Billy Eckstine, Patti Moore-Billy Gray-Ben Lesscy, and Jimmy McHugh and His Beautiful Singing Stars.

Danny Thomas' one-nighter—the actual Sands anniversary (December 15)—can well be called the shortest and longest, and perhaps the best, act ever to play Las Vegas.

The shortest because it lasted only one night, and the longest because he couldn't get off stage in less than an hour and a quarter; he was inspired by one of (Continued on page 31)

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BROADWAY SHOWLOG

Performances Thru December 26, 1953

DRAMAS

Charley's Aunt	12-22, '53	5
Dead Pigeon	12-23, '53	5
Dial "M" for Murder	10-29, '52	548
End as a Man	10-14, '53	85
Kind Sir	11-4, '53	61
Late Love	10-13, '53	87
Madam, Will You Walk?	12-1, '53	31
My Three Angels	3-11, '53	346
Picnic	2-19, '53	356
Oh, Men! Oh, Women!	12-17, '53	12
Sabrina Fair	11-11, '53	53
Spanish Theater	11-19, '53	44
Tea and Sympathy	9-30, '53	100
The Fifth Season	1-23, '53	397
The Prescott Proposals	12-16, '53	13
The Seven-Year Itch	11-20, '52	462
The Solid Cadillac	11-5, '53	60
The Teahouse of August Moon	10-15, '53	74

MUSICALS

Can-Can	5-7, '53	288
Comedy in Music	10-2, '53	99
Joel Murray Anderson		
Almanac	12-10, '53	20
Kismet	12-3, '53	28
Me and Juliet	5-25, '53	244
South Pacific	4-16, '49	1,098
The King and I	3-19, '52	1,248
Wonderful Town	2-25, '53	348

CLOSINGS

Richard III	12-19, '53	15
A Girl Can Tell	12-19, '53	60

COMING UP

Sing Till Tomorrow	12-28, '53	
In the Summer House	12-29, '53	
Remarkable Mr. Pennybacker	12-30, '53	

NIGHT CLUB VAUDE

Palace, New York

(Wednesday, December 23)

Capacity, 1,650. Price range 65 cents to \$1.50. Four shows daily. RKO chain booker, Dan Friendly. Producer, Dave Bines. Played by Jo Lombardi and his orchestra.

The current bill is better than the previous stanza. It should do business on the basis of return of the Slate Brothers team and a top contribution from Roy Benson.

The Christmas bill adds up better than the previous stanza, but it is still spotty. It should, however, get a good draw on the basis of the Slate Brothers, Syd and Jack, teamed again for their sure-fire nonsense and excellent stepping. The duo clicks again in the next-to-closing, with a stooge assist from a personable girl, Lynn Barton, who can chant as well as fill the eye.

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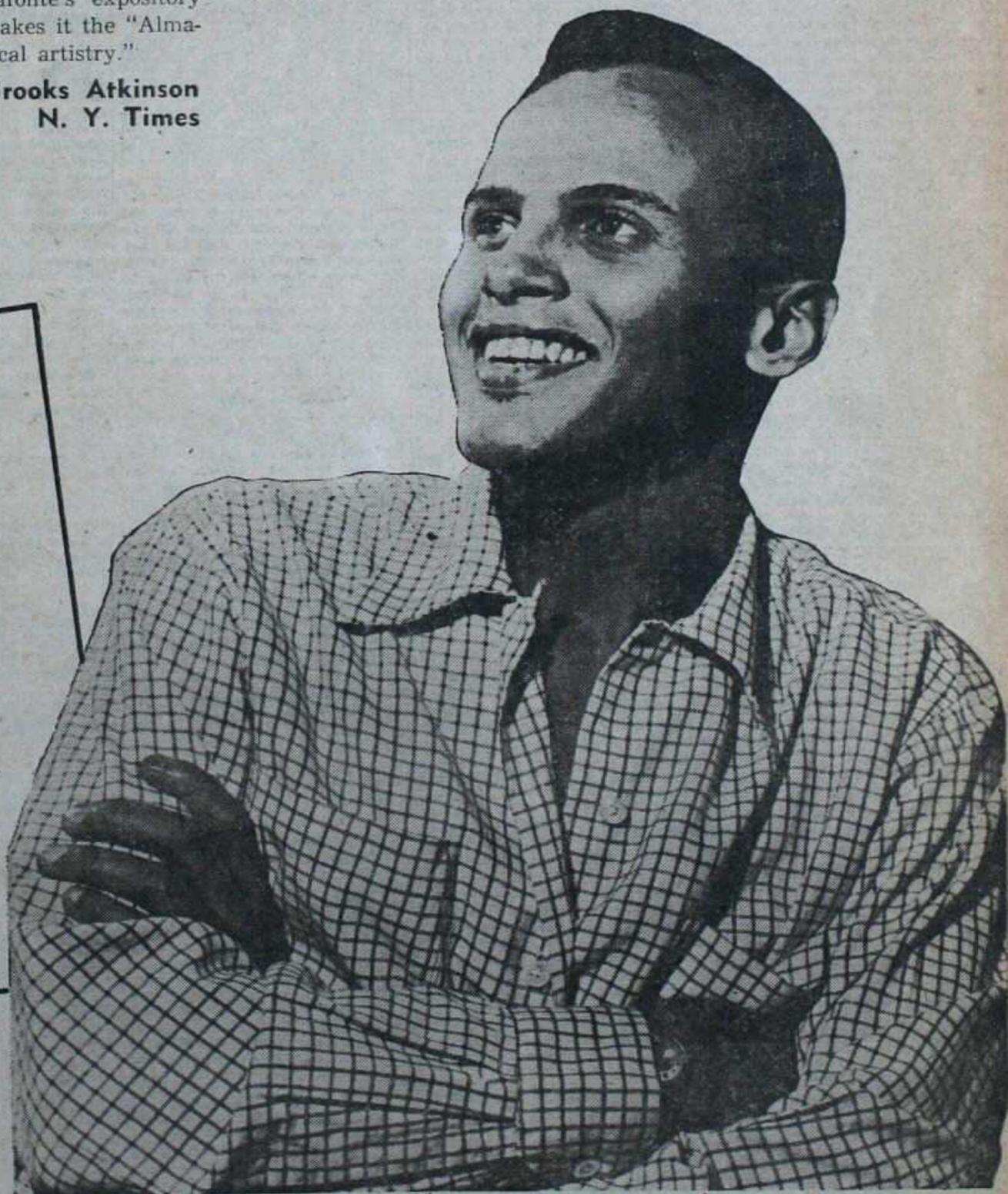
Broadway's Hit Revue

John Murray Anderson's

"Almanac"

'Mr. Belafonte sings several numbers with an impassive sincerity that is stirring. One of them, a river ballad called "Mark Twain," is a masterpiece, and Mr. Belafonte's expository style as singer and actor makes it the "Almanac's" high point in theatrical artistry.'

Brooks Atkinson
N. Y. Times



My heartfelt thanks to the editors of The Billboard. It is a great honor to be chosen one of the "1953 Winners Destined for Headlines in 1954."

P.S.: A special thank you to Bill Smith for his constant faith and encouragement.

Personal
Manager
**JACK
ROLLINS**



Publicity
**VIRGINIA
WICKS**

Flesh Market Shrinking as Vaude Collapses, Clubs Fold

• Continues from page 1

sist that users of their products eliminate live shows. It is quite possible that, as the wide-screen use becomes general, competition will be evened out and flesh will again be in demand. That, however, is in the distant future.

Niteries No Brighter

Night clubs have been squeezed and are being squeezed between increased costs of operation and a general fall off in patronage. It is estimated night club grosses have dropped 35 per cent from last year. The big Saturday night that used to be strictly a small-town custom is now general throughout the country. Even New York is now a Saturday night boomer and just so-so the rest of the week. But, ironically, as cafe business has fallen off the salaries of big attractions have risen. And inasmuch as the cafe makes or loses money on the price of its show, many of them are in desperate straits.

Las Vegas, Nev., is still the best show town in the country; probably in the world. However, attractions are the big demand there. Salaries are, of course, completely fantastic and are no yardstick for cafes in other areas that don't have gambling to take care of the overhead.

Miami Beach, once a showbiz bonanza, has dwindled down to two or three major night clubs with the hotels now the big talent buyers. There's some talk that gambling, now barred in Florida, will once again be permitted in Dade County (Miami Beach is in Dade). Should that happen the Las Vegas picture could be repeated. But nobody's holding his breath.

New York, once the big cafe town, has narrowed down to maybe six spots. The West side has the Latin Quarter plus a couple of smaller rooms that mean little in the general picture. Leon and Eddie's, a major user of talent, has folded. On the East side there's the Copa, La Vie en Rose, Versailles, Blue Angel, Ruban Bleu, plus the hotels. The first two are the big talent buyers today. The others use single names, unknowns or packages.

Record Rooms Fair

Out of New York the majority of spots use strippers for two reasons: they're cheaper and can hustle drinks. The Latin Casino, in Philadelphia does good and bad business depending on the attraction. The record rooms around Philly, e.g. Chubby's hold up but not sensationally. Boston has its Latin Quarter and Blinstrub's. Latter is a record room; former wants names but will play record people if they're big.

Buffalo has its Town Casino, Chez Amie and some smaller rooms. Baltimore is a strippers' paradise. Washington has a couple of rooms that are spending money, plus one or two hotels. Pittsburgh has its Copa, Carousel and some other rooms. City is a big record artist buyer. Same thing holds true for Cleveland and Detroit. Across the river from Detroit, the Elmwood goes in for names.

Chicago's Chez Paree is no longer the prosperous club it used to be. Its lines are out. It still uses names when available and pays big. But the Chez rep has dimmed.

Other clubs west and south of Chicago range from straight honky-tonks with strips to semi-name and big name buyers. None is usually prosperous. And that applies equally to the Coast's Ciro's and Mocambo.

Metamorphosis Occurring

A metamorphosis in night club attractions has gradually taken shape, some of which is recognized by operators. The old standbys, the Sophie Tuckers, Joe E. Lewises, Durantes and other big names of the same period are no longer the guaranteed box office naturals they used to be. These people have become legends. Their old customers are no longer night club regulars. The new generation regards these top-notch performers with the respect given legends, but that is all. It is one reason why record names

have achieved such popularity. They're of the same generation as the customers of today.

The question of what has happened to the night club customer of yesterday isn't too mysterious. The black market boys, the book-makers and other people who made a buck the easy way during the war are no longer around. The fellow who worked in industry and got overtime no longer has overtime; he's now worried about his future. In addition he's bought on time a new car, washing machine, refrigerator, TV set and perhaps other things. What money he makes today is going to meet payments. Plus that his cost of living has thrown another burden on his pay envelope. He

no longer has the extra for night clubs.

Business Off 35 Per Cent

A cross-section of night clubs throughout the country has shown that their business has fallen off about 35 per cent. What their future is nobody can forecast. They profit in a lush period of prosperity or in a isolated special situations like Las Vegas.

Whether or not another prosperity cycle is ahead even the economists won't say.

In the meantime night club operators are holding on hoping they'll get lucky with something but have no real assurance that it will really happen on any sustained basis.

Taub Loses Court Suit To Bar Foreign Team

NEW YORK, Dec. 26.—An effort by William L. Taub to get a permanent injunction against the acro-dance team of Chiquita and Johnston from the Supreme Court was denied Tuesday (22) by Judge Joseph Gavegan.

Taub had also sought a restraining order against the American Guild of Variety Artists and Mercury Artists in the same action. These pleas were also denied.

The court hearings brought to light a series of events that disclosed how some facets of show business operate.

Taub brought Chiquita and Johnson into the United States from Havana last summer, signing them to a term deal guaranteeing them 30 weeks a year at \$1,250 a week and \$1,750 a week for the second year. The first job they obtained was a shot on the Ed Sullivan TV show, gotten by Mercury Artists. Latter also put them into the Radio City Music Hall.

It was disclosed in affidavits that Taub signed the Music Hall employment contract, informing the act the price was \$900 of which he kept \$100 making the act's salary \$800. Contracted salary was for \$1,200.

In the meantime, Ken Later, indie agent, complained to the American Guild of Variety Artists that he was entitled to all American commissions on the team. He produced an exclusive agency contract that didn't expire until September, 1953. AGVA called in the team. They didn't show up, but Taub thru his attorneys, appeared.

Contract Details

Taub's attorney, in discussing the matter with AGVA counsel Henry Katz, disclosed the details of Taub's contract which, in effect, called for Taub to own Chiquita and Johnson and pay them after deducting various expenses. Katz informed the lawyer that under AGVA rules Taub had to sign a minimum basic agreement as an employer and also post a cash bond. Another hearing on the Later claim was set and a settlement of some \$300 made.

In the meantime, AGVA was pressing Taub to sign an agreement as part of its rules pointing out that if he refused he might be placed on the union's unfair list. When Taub still refused he was marked unfair.

In his affidavit, Taub charged that this unfair action was part of a collusion between AGVA and Mercury. Court rules this was not proven.

As the importer of a foreign act (Chiquita is a Czech, her partner Hungarian), Taub's employment application to the immigration authorities gives him the right to apply for any extensions of their stay. If another prospective employer should request their services and apply for it the original applicant, Taub in this case, would normally join in the appeal.

Stay Has Expired

Taub, according to affidavits filed by the team, had demanded an assignment of their wages as

the price for his assistance in obtaining an extension of their stay. Stay expired December 16. If such an assignment plus a power of attorney were not granted him, Taub would turn the team over for deportation, act charged in its affidavits.

Team also produced a letter as part of the evidence, in which Taub interpreted a prior temporary court order (since vacated) warning them that unless they agreed to his demands they would be in conflict with the Supreme Court. Attorneys stated that temporary court order didn't order any of the things Taub had claimed.

Earlier in December Taub had set a deal for team to open at Frank Sennes' new Moulin Rouge, Hollywood, December 25 for four weeks and two four-week options. Taub was charged with attempting to kill the deal by claiming team wouldn't open and the same time charging the team with refusal to take the date. Team had previously informed Sennes they would take the date.

Refuses Appeal

On December 15, the plaintiff (Taub) reported to the Immigration authorities his unwillingness to enter into any appeal for an extension of a visa for Chiquita and Johnson, the assumption being that they would be picked up and deported.

AGVA's Katz, on the Coast for another matter, joined Sennes in a joint appeal for an extension for six months, and while no action had been taken by the Immigration authorities at this writing, the dance team is already working for Sennes.

According to Taub's lawyer, contracts between his client and the team permitted Taub to deduct 30 per cent for himself. On top of that he deducted another 30 per cent for withholding tax purposes.

Claims He's Contractor

Taub's refusal to sign the AGVA contract was based on his statement that he was not an employer but a contractor. "I contract to supply acts all over the world," he said.

Taub also said that under AGVA's rules he would have to guarantee the act eight weeks work out of every 10, "and you know that is impossible." He later said that even though "I promised the act 30 weeks' work, actually it would be closer to 45 weeks." He had no comment when asked how he squared that statement with the previous one.

Taub said he had offices in European cities and Mexico and was highly respected. He didn't deny that he was the same William L. Taub who is on the Equity "Defaulting Managers" list. According to Equity, Taub had a show, "People Like Us," which folded. An arbitrator ruled that Taub owed actors \$1,800. Taub said he had the money but didn't pay because he wasn't called into the arbitration proceedings.

IRVING SCORES BRIGHT ATTACKS

NEW YORK, Dec. 26.—Jack Irving, AGVA administrative head, said that any attack on AGVA members by the AFM "will be fought in the courts with every resource at our command."

"Jackie Bright is a member of AGVA who has been elected by its members as their president. He is an American and is permitted to think and speak and perform as an American. It is unthinkable that the AFM would try to tell him where to perform and what to say. I want to emphasize this is not a union fight. It is a resistance to a power-hungry individual."

"The AFM has been trying to impose its will on all performers, even those not its members. I won't characterize how it treats its own members. It is now superimposing its decrees over State and federal Supreme Courts."

"By ordering people not under its jurisdiction not to appear on television shows, it is in effect telling legislators they will be considered 'unfair' if they do so. By this kind of reasoning, a Senator could be unfair. By this kind of reasoning, Senator McCarthy would be placed on AFM's unfair list were he to appear on a TV show."

Aussies Give Acts Tax Break

WASHINGTON, Dec. 26.—American entertainers working in Australia will benefit by a new income tax convention with that country, announced this week by the State Department. The agreement brings the total of such conventions to 14, and a similar convention with Greece is awaiting parliamentary approval in that country. The State Department hopes for Greek ratification before the end of the year, which would make that agreement retroactive to January 1, 1953.

The Australian convention follows the pattern set by earlier agreements, providing that residents of the U. S. working for American firms or individuals in Australia will be exempt from Australian income tax on the salary earned there, if they are present in Australia for less than six months of the taxable year. Australians in the U. S. receive the same benefit. The agreement is retroactive to January 1, 1953, for American tax, and July 1, 1953, for Australian tax. U. S. residents will still be subject to American income tax laws.

The agreements, according to the State Department, are designed to do away with double taxation on the same income.

Similar agreements are in effect between the U. S. and Belgium, Canada, Denmark, Finland, France, Ireland, The Netherlands, New Zealand, Norway, Sweden, Switzerland, the Union of South Africa and the United Kingdom. The time period for residents abroad under these agreements varies between three and six months.

AGVA to Bat for Chorines in Vegas

HOLLYWOOD, Dec. 26.—Following conferences between Eddie Rio, Western regional chief for the American Guild of Variety Artists, and representatives of the Las Vegas hotels, a change in working conditions for chorus girls employed there was made.

Changes include a limit of 15 hours rehearsal time for any show, most of which run from two to four weeks. In addition to normal rehearsal time, chorines can work only three hours at band rehearsal and must get 12 hours off between the end of one day's work and the start of the next. Scale is \$100 for six days' work.

Changes were made following the receipt of numerous complaints on the part of performers.

DJ's Blasted By Pittsburgh AFM Topper

Davis Would Ban Performers From DJ Appearances

PITTSBURGH, Dec. 26.—Disk jockeys are a menace to both the American Federation of Musicians and American Guild of Variety Artists and are costing us a lot of jobs because of their entrance into the dance hall and club date field, Hal Davis, president of Local 60 AFM, said to The Billboard, Wednesday (23).

Davis said he will not permit performers to go on a disk jockey show. If they do, he added, "Our people will not play for them, and this situation will exist until the disk jockeys go back into the radio stations where they belong and then we will tolerate them as a necessary evil."

Jackie Bright, president of AGVA, has said just as emphatically that the musicians union cannot legislate against AGVA, and any attempt made by the Pittsburgh local to prevent AGVA members from going on radio or television shows will be met by legal action.

Legal Steps

On Wednesday, Bright conferred with counsel to determine what legal steps to take in the Pittsburgh territory. Bright is now on the local unfair list, and Davis has requested that he be put on the national unfair list.

This all came about when Bright went on the Joe Deane radio show after Davis put a ban on all disk jockey shows. The papers played up the feud and had stories on the fight every day. Bright's attitude has been that he wants his members to have the benefits of radio or television promotion to enhance the value of their act.

Bright said if action had to be taken by the Pittsburgh local, he would prefer it would be against him, because he would not ask any member to do anything that he himself would back away from.

Protect Rights

Bright said that no union could tell his members what to do and that he, as president, would protect their rights. When he reported for work at the Carousel the band told him it would not play for him. But Bright doesn't use music, so he went out and did a big job to a packed house. The audiences were large every night; they received him well during the first three days of the week, and the publicity Bright got was giving him the draw value of a \$2,000 star.

Seeks Apollo Acts

HARTFORD, Conn., Dec. 26.—Bernard Menschell, of the 1,500-seat Star Theater, downtown subsequent-run film house, is reported negotiating with Frank Shiffman, operator of the Apollo Theater, New York, to have Apollo-bound vaudeville acts use the local house as a "break-in" location for three days.

The Star would present these shows Fridays thru Sundays.

TALENT BLOOMS UNDER HIS EYE

NEW YORK, Dec. 26.—It was the annual Christmas party of General Artists Corporation, held at the Hotel New Yorker Tuesday (22); the room was jammed. Tom Rockwell, GAC president, sitting in a corner with Jack Philbin, indicated a girl who had just come in. "There's a good looking girl. I wonder who she is. I'll bet she's a ringer." Philbin looked up and turned to Rockwell, "Ringer? Don't you know who she is?" "Nope. Never saw her in my life." "She sits in the anteroom of your private office. Been there two years."

JANUARY 2, 1954

The Year's Music Round-Up

GENERAL

Continued Flux Seen Ahead in All Tune Fields

Continued from page 1

availability and seniority, in the publisher distribution of the American Society of Composers, Authors and Publishers. The ASCAP's emphasis on performance dates back a couple of years, the manner in which it has changed the operation of Tin Pan Alley has become quite apparent during the past year. Publishers have gone on all-out drives to rack up performances. A notable example has been Mills Music, which in the past year has organized such drives on behalf of copyrights of Leroy Anderson, Duke Ellington, Jimmy McHugh, etc.

Publishers Seek Control

Another notable—though not new—aspect of the past year is the extent to which the lack of rapport has grown between publishers and artists and repertoire men.

Publishers are seeking means of regaining control of the business, and a good number—through their creation of semi-active disk subsidiaries—are strengthening their position either psychologically or materially as against diskeries.

In the sharp interplay between publishers and diskeries, it is noteworthy that some of the bitterest antagonism is held by those publishers whose firms are film subsidiaries. This, of course, points up the troubled times upon which film music has fallen. This notwithstanding the success of such film-derived tunes as "Ruby," "Moulin Rouge," "Anna," "High Noon" and the current "That's Amore." Such film material as finds a disk market has been primarily of the instrumental variety or, as in the case of "High Noon," compositions closely integrated with the story line. Getting records on the regular output of film tunes has become a prime exercise in frustration.

The licensing societies increased their income during the past year, ASCAP now operating at an annual dollar take of approximately sixteen and one-half million and BMI at close to seven million.

Both the Society and BMI have

(Continued on page 13)

OC'S STANDARD ON NEW 45'S

LONDON, Dec. 26.—Optional centers are now becoming standard on all new 45 r.p.m. records released here. Public reaction to the gimmick which permits 45 play on standard spindles has been good. This is especially true among classical disk collectors, who still purchase large amounts of singles.

RECORDS

Sales Reach Peak of 1947 In Brisk Year

By JOE MARTIN

NEW YORK, Dec. 26.—On all levels the record industry, in 1953, was experiencing more activity and better sales results than in any year since 1947, the industry's all-time peak year. And the statistical information covering total sales for the year now ending will not be available for several months, it is generally believed that sales will come close to matching the 1947 high.

The industry's first trade association in history, the Record Industry Association of America, completes its first full year of operation with several of the committees active toward all-industry standardization and improvement. Manufacturing advances made thru the year have already enhanced the value of records being produced and are destined to further improve and stabilize the industry, particularly in the now-nearly-forgotten battle of the speeds. Still to be seen is the effect the improved manufacturing techniques may have on future pricing of disks and even on record playing equipment.

New labels continued to flood the market. Two major moves were made in this area when England's Electric & Musical Industries introduced the Angel label, and Pocket Books brought out the 35-cent Bell line. Many other labels bowed in and showed varying degrees of success, while many a label also folded this year.

More Subsidies

One of the trends of recent years which was more evident in

(Continued on page 20)

THE TALENT

La Rosa Top Of New Batch, Draper Next

By BOB ROLONTZ

NEW YORK, Dec. 26.—Probably the most outstanding new talent to break thru on disks in the pop field in 1953 was Julius La Rosa. Starting in January with the smash "Anywhere I Wander" on the Cadence label, he ended up the year with another smash hit, "Eh Cumpari," plus a contract with General Artists Corporation and his own radio program. Only one other warbler broke thru this year, a young lad named Rusty Draper, who made "Gambler's Guitar" on Mercury a top hit. The Gaylords and the Four Lads stepped out as the strong new vocal groups of the year.

Only one thrush came into national prominence via records, chanteuse Eartha Kitt, whose "Santa Baby" ended up as the top new Christmas disk. Two comics, Stan Freberg and Red Buttons, had smash hits in '53; the former with a takeoff on "Dragnet" and the latter with his TV theme song. One cannot overlook another new talent revealed on records in '53, a cocker spaniel pup named "Arfie" who was introduced by Patti Page.

The year was noticeable for the strong comebacks of older artists. Perry Como, with three smash hits, topped the comeback trail. The Ames Brothers, Teresa Brewer, Karen Chandler and Tony Bennett also proved that talent can make it again with the right material. This was also an outstanding year for the many orks that came up with hits, usually instrumentals. More orks, both working bands and house crews, came thru with big records than in previous years. Hit makers included the Ray Anthony ork, the Ralph Marterie crew, Ralph Flanagan, Percy Faith, Bill Haley, Dick Hayman, and three English crews—Mantovani's, Eddie Calvert's and Frank Chackfield's.

Established stars continued to come up with hit disks, and some of last year's new talent, like Joni James and the Hilltoppers, continued their winning ways in their sophomore year. Strongest names among the established artists were Eddie Fisher, Kay Starr, Patti Page, Les Paul and Mary Ford, Nat Cole and Frankie Laine. Don Howard, who zoomed up like a comet early in 1953, found out that one disk was his limit, and is now back at school without a disk pact, but with a lot of boodle.

C.&W. Field

One of the strongest new names in the country field in 1953 was warbler Jim Reeves, who broke thru on an indie c.&w. label, Abbott Records, with his rendition of "Mexican Joe." The Davis Sisters on RCA Victor were undoubtedly the strongest new duo among the groups, coming up with two hits in the year.

(Continued on page 16)

Bert Braun To Leave BB

NEW YORK, Dec. 26.—Bert Braun, veteran member of The Billboard's advertising staff, this week announced his resignation January 1.

Specializing in the music and c.&w. fields, Braun previously had been connected with music publishing in Chicago and New York. He joined the Chicago office of The Billboard in 1948 and moved to New York in 1951 where he contributed substantially to the development of the indoor division.

He will announce his future plans shortly.

NO CUFFO FOR CORAL NEWS

NEW YORK, Dec. 26.—The Coral News, publication distributed free to radio stations and distributors by Coral Records, goes commercial next month when it will begin accepting ads from publishers. Size of the monthly will be doubled to eight pages. Rates per issue vary from \$28 to \$185, depending on size of ad and frequency of insertion.

SHEETS

Critical Year Weathered, Pop \$\$ Down

By IS HOROWITZ

NEW YORK, Dec. 26.—The paper end of the music business weathered a critical year in 1953. For pop sheets it was a period of sharply diminishing returns, with revenue reduced to a point where drastic action was both contemplated and taken. The standard and educational side of the business, on the other hand, continued its steady growth and for more and more publishers was becoming the backbone of sheet endeavor.

A barometer of the slide in pop sales was the dip in the rack to a new low of 77,000. And no longer could the big song hit bring in the fat copy loot. The new practical ceiling for sheet sales of even the biggest tapered off to around 250,000 copies.

Beyond this, the distribution structure of the sheet music industry showed signs of cracking under pressures of rising costs of

(Continued on page 13)

RCA LEADS

Pop Hit Mark Was 1 to 30 During 1953

By NEV GEHMAN

NEW YORK, Dec. 26.—While the record industry turned out one hit pop disk for every 30 recordings issued in 1953 (for a hit-making-rating of 3.3 per cent), RCA Victor closed the year strongly to take top individual honors.

In determining the hit rating or index, the number of recorded sides that have appeared on The Billboard best-selling pop record chart were divided by the total number of sides released. On this basis, six labels—Capitol, Columbia, Decca, Mercury, M-G-M and RCA Victor—released 2,148 pop sides. Seventy-two of these hit the best-seller chart for the hit index of 3.3.

Year-Long Improvement

RCA Victor, the year's leader, came thru with a rating of 5.3 per cent, scored from 18 chart entries of the 342 sides released. The label's performance was one of improvement thruout the year. Starting with a 2.9 rating at the end of April, the label hiked its index to 4.3 at the end of the eight-month mark. A year ago, RCA Victor was fourth with a mark of 3.3.

Behind the leader were Capitol, Mercury and Columbia, with ratings of 4.3, 4.1 and 4.0, respectively. Capitol tied Victor with 18 chart entries, but released more sides—418. Mercury, which had been the leader earlier in the year, hit with 13 of 318 sides. Columbia, which swamped the field in 1952 with a 5.7 index, scored with 13 of 322 sides.

M-G-M with an index of 2.1

(Continued on page 16)

TV Music License Picture Brightens

All-Industry Committee to Make ASCAP Offer Covering Society's Licensing

NEW YORK, Dec. 26.—A brighter turn in the television music licensing picture occurred this week when it was learned that the All-Industry Local TV Music Licensing Committee was preparing to make an offer to the American Society of Composers, Authors and Publishers covering the licensing of the Society's repertoire. Before making the offer to ASCAP, the committee is polling all TV stations now on the air.

In order to talk to stations as quickly as possible and gauge their reaction, Dwight Martin, chairman of the committee, will outline the proposition Tuesday (29) over a closed circuit to a large group of network affiliates. An explanatory letter will also be mailed Tuesday to all stations.

Network executives noted that whereas the proposition was being made on behalf of the indies, the networks were greatly interested in the indies' move. An entente which is closer than ever before now exists between the network and indie representatives. It was pointed out, for instance, that networks are vitally interested in the committee's move, inasmuch as the networks' owned-and-operated stations are directly affected. The use of the networks' closed circuit facilities is also an illustration of the accord.

The Proposal

The indies' proposal governs the terms of a blanket license for four years, starting January 1, 1954, as well as a per-program agreement covering not only the

same period, but also a period dating back to January, 1949. The proposal states further:

"It is understood that the proposed rates for the blanket agreement will be: a commercial fee equal to 2.05 per cent of the receipts from sponsors after certain deductions; a monthly sustaining fee equal to the station's highest-quarter-hour rate.

Per Program

"The proposed terms of the per-program agreement are: 9 per cent of the net receipts from sponsors after certain deductions, limited, however, to receipts from sponsors of programs using ASCAP music; except in the case where the sponsored programs consist of films other than those made especially for television and in which ASCAP music is used only incidentally, then the 9 per cent rate is reduced to 4 per cent; for use of ASCAP music on sustaining programs 3.5 per cent of the applicable card rate for each program on which ASCAP music is so used, provided that in no month shall the sustaining fee exceed an amount equal to the station's highest quarter-hour rate.

"The committee indicated that if its proposals were accepted by the industry and by ASCAP, any stations desiring to settle its past liabilities, for use of ASCAP music on a blanket basis, would pay at the rate specified in the existing blanket agreements which a number of stations have signed in the past. . . ."

The committee feels optimistic

(Continued on page 13)

Capitol Records in Talent Management

NEW YORK, Dec. 26.—Capitol Records has signed Dean Andy Griffith to a completely new type of contract under which the diskery holds Griffith under a personal services employment contract for all show business media while guaranteeing the artist a weekly salary. The record firm will participate in all of Griffith's income from records, personal appearances, radio, TV and motion pictures.

The diskery points out that this move, completely new, it is believed, to the record industry, has been in effect in the motion picture business for many years. Film companies in the past have very often made similar agreements with new talent under which the performer was guaranteed an income and could devote all his time and efforts improving his stature in the business.

With the record firms now the most important factors in the entertainment industry for building new talent, Capitol believes that the move has long been necessary for both the label and the new talent. According to Capitol

veepee in charge of a.&c., Alan Livingston, who will direct the operation, the plan does not pre-empt the signing of all new disk talent to similar contracts, but only those considered "worthwhile."

The direct handling of all such talent acquisitions by Capitol will be in the hands of Dick Linke, the label's national promotion manager. Capitol will not handle any bookings and the talent, including Griffith, who's purchased master diskings of "What It Was, Was Football" is kicking up quite a stir, will be handed to an agent for bookings.

It is also possible that similar deals could be set up between Capitol on established artists on the label, altho the diskery has no plans for expanding the program in the immediate future. Tradesters point out that if such a policy had been in effect at Capitol some 10 years ago, the diskery might now be managing such important talents as Les Paul and Mary Ford, Kay Starr, Nat Cole and others.

AFM, Diskeries to Resume Talks Mon.

NEW YORK, Dec. 26.—Negotiations between the American Federation of Musicians and the recording companies over a new waxing contract will resume Monday (4). The date for the resumption of negotiations was achieved via conversations between Milton R. Rackmil, head of Decca Records, and James C. Petrillo, AFM prexy, Wednesday (23). The parties also agreed that there would be no work stoppage by the musicians during negotiations.

With a date now set for new talks, and a no-work-stoppage understanding, diskeries, publishers, artists and studios will have a chance to catch their respective breaths after a hectic and unusually active holiday week. The cessation of negotiations last Fri-

day (18) spurred many diskeries into a frenzy of waxing—just in case.

As has been reported previously in *The Billboard*, Petrillo would like to achieve a package settlement with the radio and TV networks and the recording companies at one time. In the diskery case, the AFM had asked an increase in the Trust Fund royalty, and an increase in recording scale from \$41.50 to about \$57. The present royalty is 1 per cent on singles selling for less than \$1.8 cent; the AFM wants it hiked to 1.5 cents.

Slower Rate

Even tho there will be no work stoppage on January 1, when the old agreement runs out, the recordings cut by a number of diskeries, especially indies, this week, indicates a slower waxing rate in January. In the event that there might have been a stoppage for the New Year, firms jacked up the wax sessions and cut a great number of sides. Publishers, also concerned about a ban, rushed in to see a.r. men with scores of songs, usually taking any artists available in order to have something on records. This may mean that January, and possibly February will be poor months for getting new material cut, due to the unusually large backlog already in the can.

Sharp October Skid in Excise Tax Collections

WASHINGTON, Dec. 26.—Sizable declines were registered in practically all of the federal amusement excises in October, the Internal Revenue Service reported this week. The IRS attributed the decline chiefly to a change in its collection system whereby taxes are now paid quarterly instead of monthly as before.

An IRS revision of earlier reports resulted in a negative figure for October on the yield from the tax on phonograph disks. The figure was listed as minus \$45,000, compared with a plus figure of \$13,000 for the previous October. The disk tax so far this fiscal year has yielded \$1,023,000, down about 40 per cent from the same period last year.

The tax on phonograph sets, TV and radio sets, yielded \$4,855,000 in October, a drop of about \$9,000,000 from collections the previous October. In the first four months of the fiscal year, which began July 1, the tax yielded \$22,620,000, a drop of nearly 40 per cent from the take in a comparable period last year.

Collections from the musical instruments tax totaled \$490,000 in October, down \$78,000 from the previous October. In the first four months of the current fiscal year, the tax yielded \$1,758,000, a drop of nearly 50 per cent from collections during the same time last year.

The tax on federal admissions to theaters and concerts produced \$32,437,000 in October, a gain of \$227,000 over the previous October. Collections from this source in the first four months of this fiscal year were down 34 per cent from the same period the previous fiscal year. The yield from the tax on admissions to cabarets and roof gardens was \$3,441,000 in October, down \$560,000 from the previous October. Other yield in the first four months of this fiscal year was down 35 per cent from the same time the previous fiscal year.

The tax on coin-operated amusement devices in October yielded \$162,000 in October, down \$37,000 from the previous October.

Col. Trans. to Hold Conclave

NEW YORK, Dec. 26.—Columbia Transcriptions, the custom division of Columbia Records, which is headed by Gil McKean, will hold its first annual sales conclave here January 13, 14 and 15. Sales managers and sales personnel from the firm's Los Angeles and Chicago offices will journey east for the meet.

Al Schulman, national sales manager of the custom division, will preside at the meetings. Plans for a major expansion of custom waxing for 1954 will be detailed at the talks. Columbia Record topper Jim Conkling and sales head Paul Wexler will speak. Columbia Transcriptions this year jumped its business volume via its moves into industrial recordings and upped custom work for indie pop labels.

NO GADGETS

Hi-Fi Pitched At Mass Mkt. For 1st Time

NEW YORK, Dec. 26.—The slogan "high fidelity" was pitched at the mass market for the first time in 1953. Outstanding sound, already engineered into records, began to move out of the gadget field equipment-wise, and into the average American home in large numbers. All major phonograph manufacturers began turning out quality players and promoting their sound via generous advertising.

For the phonograph and record industry both, this was a development that holds unusual promise for the future. Replacement of home equipment is snowballing, as consumers are made to feel that their old machines are becoming obsolete. And when they buy their new phonos, they buy more records.

As equipment producers turned out "packaged" quality sets, many dealers found that here were items they profitably could add to cheaper promotional lines they already were handling. Those who couldn't touch a hi-fi line that meant stocking a variety of components and giving custom service were able to take on assembled units ranging from \$100 to \$250. Experience with Columbia's 360 showed them the profit potential in good sound.

Meanwhile, the hi-fi component industry is also continuing to grow at a rapid pace. No longer restricted only to the gadgeteer, further developments during 1953 brought component prices down to the point where many more record enthusiasts began to buy amplifiers, changers, cartridges, etc., and hook them together in the countless combinations possible.

Featherstone Quits Capitol

NEW YORK, Dec. 26.—Paul Featherstone, one of Capitol Records' first executive employees and currently a vice-president of the firm, will part company with the label to become national sales manager of the Steelman Radio and Phonograph Company here. The change is effective January 1.

As a result of Featherstone's departure, Capitol will shift several sales employees. William Wardlow, in addition to his executive duties here, will become district manager for the Boston area; Chris Drake will become Boston branch manager; salesman Vito Sanella will become Scranton, Pa., branch manager.

The National Broadcasting Company picked up a one hour network remote, drew about 2,000 persons before the first set. Well over two-thirds of the gross came via the advance sale.

London Sales Program to Repeat, Improve '53 Ideas

NEW YORK, Dec. 26.—London Records will repeat its 1953 first-of-the-year stock adjustment plan, with added features, starting January 4 to kick off its 1954 sales program. Diskery field men are currently making details of the plan known to distributors, who will pass them on to dealers next week.

Repeat feature of the plan allows dealers an extra 10 per cent return privilege on all January purchases. Return rights are to be picked up by dealers before the end of February, with computations of LP's, EP's and pop singles to be made separately. Special forms will be made available to distributors to ease the return transaction.

New Facets

New facets of the plan include co-op ads, point-of-sale display kits, a new promotion aimed at upping radio play of London

classical disks, and a drive among juke box operators.

For advertising, each dealer will be given credits equal to 5 per cent of his total January purchases and 5 per cent of his net February purchases. But retailers are required to use one or more of five ad mats London will supply. These will plug LP and EP merchandise.

On the classical level, London is launching a script service covering some 300 selected radio stations. The first batch of material going out to the stations includes nine LP's, together with detailed scripts introducing the recorded works. Similar packages will be sent out periodically by the label.

London's juke box drive will be pegged to the slogan: "London Records make your juke box sound better." Stress will be laid on standard and instrumental waxings, and tied to the growing interest in high fidelity.

BMI Canada to Enter Cafe, Ballroom Licensing Fields

By HARRY ALLEN

TORONTO, Dec. 26.—New fields of licensing are to be entered by Broadcast Music, Inc., Canada, Ltd. These are cabarets, cafes, clubs, cocktail bars, dining rooms, hotels, lounges, restaurants, road houses, taverns and similar establishments, as well as halls where admission fees are charged.

The tariff is published in *The Canada Gazette* for the information any person who may wish to make representation before the Copyright Appeal Board which approves the tariffs of the music licensing bodies of Canada, including BMI and Composers, Authors and Publishers Association of Canada, Ltd.

In the cabaret group, the tariff is on a sliding scale, based on the amount spent on entertainment. It starts at \$10 for expenditures up to and including \$2,000. For expenditures to a maximum of \$750.

In the ballroom class, BMI proposes a fee of 2 per cent of the gross receipt from admissions. This compares with CAPAC's fee, now collected, of 7 per cent, with minimum of \$10 for each establishment. On cabarets, CAPAC collects a minimum of \$15 for entertainment expenditures under \$1,000 to a maximum of \$560, plus 1.5 per cent for expenditures in excess of \$35,000. CAPAC also has the right to inspect an establishment's books, tho BMI is not asking for that privilege.

While BMI is asking also, for the first time, \$1,800 a year from each privately owned telecasting station, CAPAC is prepared, according to its general manager, Bill Low, to accept \$1 from each station for 1954, for the use of its music until TV finds its level.

However, CAPAC has made application for a "temporary tariff and in the absence of working data on which to put forward a

tariff based on experience" of \$500 for each calendar month. This application was also put forward last year, and was adjourned sine die.

There are no other major changes in the tariffs proposed. CAPAC is continuing to seek a percentage of each radio station's gross. This matter is to be finally decided by the courts next spring. A test case has been brought by CAPAC against the Maple Leaf Broadcasting Company to see whether this tariff has any validity.

BMI is collecting \$55,534.66 from the various privately owned radio stations in the country. This is an increase over last year due to the natural expansion in the number of stations since the Copyright Appeal Board last met.

Afghan Radio Gives Tempo Waxing Rights

HOLLYWOOD, Dec. 26.—Irving Fogel, president of Tempo Records, Inc., has signed an exclusive contract with the Afghanistan government-owned radio station, Radio Cabul, granting the firm exclusive recording rights in that country.

Fogel returned from a five-month tour of India, Pakistan and Afghanistan this week, during which he recorded original native music of the country.

Platters are scheduled to be released in Afghanistan as well as in the United States. Fogel reported that wide interest in the music was expressed by many universities and colleges thruout the world for use in their collector's series. In addition, the music is slated for future use by the motion picture and television film industries.

Urania Ordered To Remove Name Of Furtwangler

PARIS, Dec. 26.—Urania will have to remove the name of Wilhelm Furtwangler from a recording of the Beethoven Third Symphony, which the conductor claims he cannot recognize as his own. This was the ruling of a civil court here this week closing an action brought a week ago by Furtwangler (*The Billboard*, December 26). Urania's French distributor, Thalia Disques, declared the recording was made by Furtwangler in a German studio in 1944. The decision does not affect distribution of the recording in the United States.

Templeton to Atlantic Wax

NEW YORK, Dec. 26.—Atlantic Records has signed Alec Templeton to a wax pact. The composer-pianist will cut pop, jazz and light instrumentals for the label, with much of the material slated to be Templeton originals. Both LP's and single disks will be released.

Templeton will interrupt a concert tour in mid-February to cut his first sessions for Atlantic. He gives upwards of 70 concerts a year. The Atlantic deal was negotiated by the label with Guy Freeman, who heads up Templeton's publishing operation, Alec Templeton, Inc.

Hold Space Drawing For Chi Parts Show

NEW YORK, Dec. 26.—At a drawing held recently at the Roosevelt Hotel here, Alpha Metals, Inc., led the list in the selection of exhibition hall booth space for the 1954 Electronic Parts Show at the Conrad Hilton Hotel, Chicago, May 17-20.

In all, 203 companies were represented at the drawing and insured another sellout. Display rooms were also assigned to firms at the meeting and indications again pointed to a sellout, only a few isolated rooms still remaining on the available list.

The drawing followed a meeting of the board of directors of the Show Corporation. More than three hundred persons attended the drawings.

French Execs OK Col. Pact

NEW YORK, Dec. 26.—Contract between BIEM (Bureau International L'Edition Mecanique) and Columbia Records, recently drawn up here, has been approved in Paris by BIEM execs. Office of Harry Fox, publishers' agent and BIEM representative, is printing up copies of this pact for submission to other diskeries. The model BIEM-Columbia pact becomes effective January 1, 1954.

The president and director general of BIEM cabled their okay on the Columbia pact to Fox this week.

Leonetti Signed To Cap Contract

HOLLYWOOD, Dec. 26.—Capitol Records signed 24-year-old singer Tommy Leonetti to a term recording contract this week, and immediately set a series of wax sessions, slicing eight sides with the Nelson Riddle ork.

Discovered in Chicago two weeks ago, Leonetti was flown to the Coast to sign a Cap wax pact. He formerly appeared with the Charlie Spivak and Tony Pastor orks, and also worked with the Tune Timers vocal quartet.

He has been set for an appearance at the Chez Paree, Chicago, for one week, sharing billing with thrush Marilyn Maxwell. John Ambrosia is handling personal management chores.

Weiss, Cap Brass To Huddle in U. S.

HOLLYWOOD, Dec. 26.—Robert B. Weiss, European representative for Capitol Records, is scheduled to arrive in the U. S. for a period of recuperation following an accident sustained in Hamburg, Germany.

Weiss will divide his time between Cap's New York and Hollywood offices, conferring with Capitol execs in both cities on the 1954 program for the European market. Weiss will remain in New York thru January 3 before planning to Hollywood for a two-week stay.

In addition to disk biz confabs, Weiss will also meet with Mike Gould, manager of Capitol's two music pub firms, Ardmore and Beachwood, on material uncovered in Europe thus far.

Continued Flux Seen Ahead

• Continued from page 11

been actively seeking means of exploiting their copyrights more fully in order to secure greater income. ASCAP and BMI, for instance, recently drew up a licensing schedule applicable to theaters. For the Society, the interest in theaters represents one of the methods of trying to regain income lost as a result of the Leibel decision years ago. For BMI, the theater schedule points up the fact that that organization in the future will become increasingly a general licensing agency.

BMI is, of course, continuing its activities in the ballroom field,

and, along with ASCAP, has taken a more active interest in the possibility of licensing the use of music on juke boxes via an amendment of the Copyright Act.

As the year comes to an end, each of the societies faces a vexing problem. At press time ASCAP, after years of negotiation, finds its TV licensing picture thoroughly scrambled. A quick meeting of the minds may bring some order into the picture, but as of now the Society is in the courts with the indie telecasters with regard to rates on both the blanket and per-program licenses.

Even as the case is in the courts, negotiations with a committee representing the indies have been proceeding. Similar negotiations on a network level are also progressing. The networks seek a reduction in the blanket license, which is currently set at the radio rate plus 10 per cent.

BMI faces the suit of a group called "Songwriters of America," which seeks the divorcement of BMI and the broadcasters. The plaintiffs allege monopoly, ask \$150 million damages. This clamor promises to be a long, drawn-out affair.

The Writer Aspect

On the writer end of the music business there are a number of interesting points. It has been noted, for instance, that there has been a considerable increase in the number of cases wherein writers are seeking to recapture their copyrights from publishers—either to hold these copyrights as publishers, or to re-assign them to other publishers.

Recent case which hit the printed pages was that of Hoagy Carmichael, and involved such a top standard as "Star Dust." Fact that so many tunes are reaching their first renewal period is responsible for this flush of activity on recapture of copyrights.

Some writers, too, are obviously using the threat of re-assignment as a whip to spur publishers to heightened efforts to secure records.

The number one tune on the Best Selling Singles chart this week is "Oh, Mein Papa," which comes from a Swiss musical and is published here by Shapiro-Bernstein. This, coincidentally, emphasizes the increasingly international character of the music business—and this development has proceeded apace during the past year on both the publishing and recording levels.

Diskeries have solidified their foreign affiliations, as have publishers. There is also a greater world-wide exchange between ASCAP and BMI on the American side, and Britain and the Continental countries on the other. The changing international music scene promises not only greater markets, but also greater access to material.

As we go to press, James C. Petrillo and his executive board are facing contract negotiations on the disk, radio-TV and film studio levels. The disk paper expires December 31. Negotiations petered out last week, are likely to be resumed when this goes to print. A meeting is expected to be held early in the week.

Mitchell Signs For Sound Seg

CHICAGO, Dec. 26.—The high fidelity division of the Mitchell Manufacturing Company, Chicago, has extended its advertising campaign into radio by acquiring once-a-week sponsorship of "New Dimensions," WMAQ-FM's stereophonic sound program. The new deal kicks off December 24 in the 8 to 8:30 slot.

"New Dimensions" is a program of classical music played by the NBC Symphony Orchestra with Joseph Gallicchio conducting. The show offers stereophonic sound to listeners tuning in on both their FM and AM sets. By placing their two sets on either side of the room, a listener gets the feeling of being in the same room with the orchestra.

High interest in the show was displayed by requests for a booklet which explained how the radios should be set up for best results. The station reported it was receiving 1,600 requests per week. Mitchell will plug one their dealers on each show and ask listeners to listen to their hi-fi sets. Booklets will also be available at these stores.

Howard Haas, Mitchell ad director, stated: "It is our job to familiarize the public with hi-fi and its benefits."

Victor's Label 'X,' 35c Line Get Action

NEW YORK, Dec. 26.—RCA Victor has taken several steps in recent days which bring into closer focus the diskery's two new subsidiary lines, label "X" and the proposed 35-cent pop single line. Joe Delaney, general sales manager of label "X" returned here from a cross-country tour on which contacts were made with independent distributors who may handle the line. At the same time, the Victor brass staged a confab on the timing of the 35-cent line which is now certain to be issued via the custom division as part of the Camden label.

Tho Victor has not yet decided on the name for label "X," it is believed that the company will eventually use the tag pinned on the operation by The Billboard. Up for consideration recently was the name "Vic." It is believed that independent distribution is fairly well set thruout the country, with a "surprise" set-up expected for handling the subsidiary full-price line along the Eastern seaboard.

The first label "X" release is now scheduled for February 1, but the halt in negotiations between the American Federation of Musicians and record firms may move the premiere release back

into March. Certain to be on the first release are singer Bill Darnell, the Spencer-Hagen ork and the Richard Maltby ork. It is expected that the label "X" policy will call for semi-monthly releases of about five singles, plus an LP and one or two EP packages every third release.

Action on the 35-cent Camden singles was stirred up again this week, when custom division brass under the department topper Jim Davis once again started making plans for the early release of the line, which will cover the pop tune market with new releases regularly. Still to be settled is whether the artist and repertoire chores will be handled by Jimmy Hilliard or Ben Selvin, in addition to their present a.&r. duties.

Clubs Dunned For PRS Fees

LONDON, Dec. 26.—The Performing Rights Society here, representing the composers, authors and publishers of music, has been circularizing residential London clubs which have TV sets with a reminder that, under a law ratified in 1936, any club or institution which provides music for the public—which includes in this case for members—is liable to a PRS charge. The Society has settled on a fixed \$30 annual fee.

This action, which is alarming club and saloon owners all over the country, is part of a PRS drive to tighten up loose holes thru which royalties have slipped in the past. Some clubs have already stated they will refuse to pay the tariff, as their members never look-in at musical programs.

Total revenue which could follow an all-out PRS drive is estimated to be worth many thousands of dollars to Society members.

Critical Year Weathered

• Continued from page 11

jobber operation and a rigid mark-up formula. At least one major jobber, Gamble-Hinge, of Chicago, dropped out of the wholesaling picture. Others were tempted, and made open appeals to publishers to help correct the situation.

Such an appeal came last week from John Bell of Southern Music, of San Antonio (The Billboard, December 26). Detailing the rise in overhead on every level of his operation, he put it up to publishers to come up with a corrective solution. Inherent in his plea was the understood implication that his situation was typical of most jobbers. If he was forced to drop jobbing, half of his volume would be lost to publishers, Bell estimated. Should other jobbers, too, give up the ghost, industry volume would drop by some \$5,000,000, it was asserted.

Higher Prices?

Some pubbers have attempted to grapple with the situation by raising prices—E. H. Morris and Howard Richmond went to 50 cents—and readjusted return privileges. While the stimulus here was greater profit for themselves, the spread for jobbers was also increased. Other publishers are known to be watching these moves closely, and are expected to take similar action early in 1954.

A fight also is shaping up to return shipping charges to previous levels, thus far sparked by the Music Publishers' Association, organization of standard music firms. The 25 per cent parcel post rate hike several months ago added new woes to those already being nursed by pubbers, jobbers and dealers.

The publishers active in both fields are looking more and more to their standard-educational catalogs for sheet revenue, there are signs that serious efforts will be made to stem the pop decline. In addition to whatever may be attempted on the pricing-return front, talk of increased promotion on an industry level is reaching the point where constructive action can be anticipated. It is known, for instance, that songwriters are anxious to throw their weight behind any industry move to hype the over-all sheet market. For them, too, the decline in sheet royalties has been a hard pill to swallow.

The Standards

Standard houses and the standard divisions of firms active in both fields are singing a happy song. For them the industry is an expanding one. But they too are concerned with the jobber plight. Any jobbers that fold must reduce their potential for further growth.

Trends in this phase of publishing continue to stress the use of erstwhile pop material for educational and group-music purposes. The promotion here is sustained and, tho it may not pay off, it is a sure thing.

ROBE of CALVARY

Recorded by
JILL COREY, Columbia
JANE FROMAN, Capitol
GEORGE BEVERLY SHEA, RCA Victor
ROBERT MILLS, Coral

BILL and RANGE SONGS, Inc.

and now
LEROY ANDERSON
with his greatest yet

The Girl in Satin

and
The Typewriter

MILLS MUSIC, INC.

The New
Dance Sensation!

THE CREEP

MILLER MUSIC CORPORATION

Teresa Brewer's
Next Million Seller

"OUR HEARTBREAKING WALTZ"

Coral 61066

Village Music Co.
1619 Broadway, New York

Great New Release!
WOODY HERMAN
and
The New Third Herd
LOVE'S A DOG
MARS 1004
MARAKEESH
MARS RECORDS, INC.
151 West 46th St., New York 36, N. Y.

Frankie Laine's Smash Hit...
"ANSWER ME"

The Terry Theme from
"LIMELIGHT"

—Instrumental—
"ETERNALLY"
From "Limelight"

—Vocal—
BOURNE, INC.

100% Return On Col. Kidisks

NEW YORK, Dec. 26.—Columbia Records set a policy this week of allowing a 100 per cent return on all of the firm's kidisks.

The early part of the year, the firm started the policy of 100 per cent return on the label's 25-cent Playtime series. The 100 per cent return only applies to kiddie platters.

TV Music License

• Continued from page 11

over the likelihood of acceptance on the part of ASCAP. A TV executive estimated that the polling of the stations could be done rapidly—perhaps in one week. The telecasters are anxious to achieve an agreement by January 1, to replace the interim agreement which has been in effect since 1949. A telecaster executive said it would be no problem to extend the negotiations beyond December 31. Meanwhile, altho the case has been placed in the hands of the courts, all action awaits the outcome of this latest

BMI Check List
OF New RECORD RATINGS
BY THE TRADE PRESS

	Billboard	Cash Box	Variety
AGAIN, AGAIN AND AGAIN (Duchess)			
MARY MAYO (Benida)	(72) Good	Best Bet	Very Good
THE BAION (Simon House)			
JOE LOCO (Tico)		Best Bet	
PAULO ALENCAR (Coral)	(75) Good	(C+) Good	
COOL WATER (American)			
BILLY MAY (Capitol)	(76) Good	(B) Good	
A DEAR JOHN AND MARSHA LETTER (Central)	Best Buy	Disk of the Week	Very Good
FOR THE FIRST TIME IN A LONG TIME (Ferrer)			
JUNE HUTTON-AXEL STORDAHL (Capitol)	(75) Good	(B) Very Good (B+)	
THE NOCTURNES (MGM)	(70) Good	Excellent	
THE GAME OF LOVE (Kellam)			
BILL DARNELL (Decca)	(76) Good	Best Bet	Best Bet
GENEVIEVE (Meridian)			
PERCY FAITH (Columbia)	(76) Good	(B+) Excellent	
GOT A HOLE IN MY SWEATER (Trinity)			
GUY MITCHELL (Columbia)	(78) Good	(B+) Excellent	
GRANADA (Peer)			
MONTY KELLY (Essex)		Disk of the Week	Best Bet
FRANKIE LAINE (Columbia)	Best Buy	Disk of the Week	Excellent
LITTLE MISS ONE (Weiss & Barry)			
JERRY WALLACE-EDDIE OLIVER (Allied)		Best Bet	Very Good
MAGDALENA (Rex)			
BETTY REILLY-LES BAXTER (Capitol)	(75) Good	Best Bet	Excellent
NINA-NON (Frederick)			
JONI JAMES (MGM)		Disk of the Week	
PHONOGRAPH RECORD (Hill & Range)			
CONNIE RUSSELL (Capitol)	Satisfactory	(C+) Good (B) Very Good	
BEVERLY BART (Decca)	(74) Good		
SUDDENLY (Hill & Range)			
PERCY FAITH (Columbia)	80 Excellent	(B) Very Good	

BROADCAST MUSIC, INC. 540 FIFTH AVENUE
NEW YORK 24, N. Y.
NEW YORK - CHICAGO - HOLLYWOOD - TORONTO - MONTREAL

FOR THE FIRST TIME
IN A LONG TIME

MGM 11644 78 rpm • K11644 45 rpm

POPPA PICCOLINO

and

The Nocturnes



heres to a...

M-G-Money
New Year

Voted a "hit" on the Peter Potter
ABC-TV "Juke Box Jury" Show

BILLY ECKSTINE
RENDEZVOUS

and
I'M IN A MOOD

MGM 11655 78 rpm • K11655 45 rpm

JONI JAMES

YOU'RE
NEARER

YOU'RE
MY
EVERYTHING

MGM 30829 78 rpm • K30829 45 rpm

ART MOONEY

THE CREEP

and

FLIRTATION WALTZ

MGM 11651 78 rpm • K11651 45 rpm

FRAN WARREN

IT'S
ANYBODY'S
HEART

IF I
COULD HAVE
YOU BACK
AGAIN

MGM 11616 78 rpm • K11616 45 rpm

CARLOS RAMIREZ

A LITTLE
MORE OF
YOUR AMOR

I HAD
TO KISS
YOU

MGM 30836 78 rpm • K30836 45 rpm

LESLIE CARON and
MEL FERRER

HI LILI HI LO

and

LILI AND THE PUPPETS

MGM 30759 78 rpm • K30759 45 rpm

HENRY JEROME
and His Orchestra

TIPICA
SERENADA

CAFE
PAREE

MGM 11594 78 rpm • K11594 45 rpm

GEORGE SHEARING

TIEMPO DE
CENCERRO

Parts 1 and 2

MGM 11639 78 rpm • K11639 45 rpm

DANNY WINCHELL

OVER
SOMEBODY
ELSE'S
SHOULDER

THE
MAGIC
OF
LIFE

MGM 11650 78 rpm • K11650 45 rpm

Thanks, Jazzbo Collins, WNEW,
for the Kickoff

Another "SABRE DANCE"

BARBU LAUTARU
ORCHESTRA

MORNING BIRD

STORM WARNING

MGM 30835 78 rpm • K30835 45 rpm

JOEL GREY

TWO
FACED

LAST
NIGHT
ON THE
BACK PORCH

MGM 11646 78 rpm • K11646 45 rpm

DANNY DAVIS

TELL ME
WHAT
HAPPENED

JUST
A-WEARYING
FOR YOU

MGM 11649 78 rpm • K11649 45 rpm

HERB KENNY

DO I
HAVE TO
TELL YOU
I'M SORRY!

DON'T TAKE
MY WORD
(Take My
Heart)

MGM 11648 78 rpm • K11648 45 rpm

BOB WILLS

AS I SIT
BROKEN-
HEARTED

BOTTLE
BABY
BOOGIE

MGM 11635 78 rpm • K11635 45 rpm

The Billboard Music Popularity Charts

HONOR ROLL OF HITS

Trade
Mark
Reg.

The Nation's Ten Top Tunes

... for Week Ending December 26

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. This in this issue. (F) Indicates tune is from a film; (M) indicates tune is Last Week from a legit musical.

1. Rags to Riches 1 15

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

2. Oh, Mein Papa (Oh, My Papa) 3 4

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 Welle, 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.

3. Changing Partners 2 5

By Larry Coleman and Joe Darion—Published by Porgie (BMI)
BEST SELLING RECORDS: P. Page, Mercury 70260; K. Starr, Cap 2657. OTHER RECORDS AVAILABLE: Crickets, Jay Dee 785; B. Crosby, Dec 28969; H. Forrest, Bell 1017; Ink Spots, King 1304; P. W. King, V 20-5537; D. Shore, V 20-5515.

3. Stranger in Paradise 4 5

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; Ink Spots, King 1304; G. MacRae, Cap 2652; T. Martin, V 20-5535; A. Romero, V 20-5551; L. Stokowski, V 10.

5. Ricochet 5 11

By Larry Coleman, Norman Gimbel and Joe Darion—Published by Sheldon (BMI)
BEST SELLING RECORD: T. Brewer, Coral 61043. OTHER RECORDS AVAILABLE: Davis Sisters, Tanager 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 6 8

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. Ebb Tide 8 18

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; L. Becker-Enoch Light Ork, Prom 1058; J. Colonna, Dec 28975; V. Damone, Mercury 70216; B. Haymes, Bell 1012; Ink Spots, King 1297; R. Maxwell, Mercury 70177; L. Welk, Coral 61075.
TRANSCRIPTIONS AVAILABLE: Hugo Winterhalter, Thesaurus.

8. You, You, You 7 26

By Lotar Olias and Robert Mellin—Published by Robert Mellin (BMI)
BEST SELLING RECORD: Ames Brothers, 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.

9. Heart of My Heart 12 6

By Ben Ryan—Published by Robbins (ASCAP)
BEST SELLING RECORDS: Four Aces, Dec 28927; D. Cornell, A. Dale, J. Desmond, Coral 61076. OTHER RECORDS AVAILABLE: Four Vagabonds, Apollo 1076; Maple City Four, Mercury 6084; Sister Slocum, King 15017.

10. Santa Baby 10 4

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

Second Ten

- 11. MANY TIMES 9 11
Published by Broadcast (BMI)
- 12. VAYA CON DIOS 11 28
Published by Ardmore (ASCAP)
- 13. ISTANBUL — 8
Published by Alamo (ASCAP)
- 14. EH CUMPARI 13 16
Published by Rosarch (BMI)
- 15. I SEE THE MOON 17 8
Published by Plymouth
- 16. IN THE MISSION OF ST. AUGUSTINE — 9
Published by Republic (BMI)
- 17. PA-PAYA MAMA — 2
Published by Sheldon (BMI)
- 18. YOU ALONE 15 8
Published by Roncom (ASCAP)
- 19. CHRISTMAS DRAGNET 20 2
Published by Alamo (ASCAP)
- 20. RUDOLPH THE RED-NOSED REINDEER 16 3
Published by St. Nicholas

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M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT

MAKE FRIENDS

WITH RECORDS



Buyboard

TOP SELLERS—

POPULAR
Listed Alphabetically

A DEAR JOHN AND MARSHA LETTER C'EST SI BON	S. Freberg	2677
THE BUNNY HOP	R. Anthony	2427
THE HOKEY POKEY	R. Anthony	2427
CHANGING PARTNERS	K. Sfar	2657
I'LL ALWAYS BE IN LOVE WITH YOU	K. Sfar	2657
CHRISTMAS DRAGNET, PART I	S. Freberg &	
CHRISTMAS DRAGNET, PART II	D. Butler	2671
THE CREEP	S. Kenton	2685
TENDERLY	S. Kenton	2685
I GET SO LONELY	The Four Knights	2654
I COULDN'T STAY AWAY FROM YOU	The Four Knights	2654
I LOVE PARIS	L. Baxter	2479
GIGI	L. Baxter	2479
ISTANBUL	J. Carr	2665
MAPLE LEAF RAG	J. Carr	2665
IT HAPPENED ONCE BEFORE	The Four Freshmen	2564
HOLIDAY	The Four Freshmen	2564
MAMA'S GONE, GOOD BYE	P. Hunt	2647
ONEY ISLAND WASHBOARD	P. Hunt	2647
O MEIN PAPA	R. Anthony	2678
SECRET LOVE	R. Anthony	2678
OH!	P. Hunt	2442
SAH	P. Hunt	2442
ST. GEORGE AND THE DRAGONET	S. Freberg	2596
LITTLE BLUE RIDING HOOD	S. Freberg	2596
SOUTH OF THE BORDER	F. Sinatra	2638
I LOVE YOU	F. Sinatra	2638
THAT'S AMORE	D. Martin	2589
YOU'RE THE RIGHT ONE	D. Martin	2589
YAYA CON DIOS	L. Paul & M. Ford	2486
JOHNNY (IS THE BOY FOR ME)	L. Paul & M. Ford	2486
WHAT IT WAS, WAS FOOTBALL, PART I	D. Griffith	2693
WHAT IT WAS, WAS FOOTBALL, PART II	D. Griffith	2693

LATEST RELEASE

No. 401

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

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

A juke-box favorite!

MERRILL MOORE

sings and plays
"SNATCHIN' and GRABBIN'"
"SWEET JENNIE LEE"

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!	Los 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

BEST SELLING—

"1600" SERIES

Listed Alphabetically

HARLEM NOCTURNE	R. Anthony	1664
WHAT IS THIS THING CALLED LOVE	R. Anthony	1664
HOW HIGH THE MOON	L. Paul & M. Ford	1675
JOSEPHINE	L. Paul & M. Ford	1675
I'LL REMEMBER APRIL	J. Christy	1647
GET HAPPY	J. Christy	1647
HOLA	L. Paul & M. Ford	1621
JEALOUS	L. Paul & M. Ford	1621
ONCE IN A WHILE	Dinning Sisters	1653
BRAZIL	Dinning Sisters	1653
SEPTEMBER SONG	S. Kenton	1680
LAURA	S. Kenton	1680
SLIPPING AROUND	P. Daily	1624
WEDDING BELLS	M. Whiting & J. Wakely	1634
SOUTH	R. Anthony	1654
I WANT TO LINGER	R. Anthony	1654
TENDERLY	L. Paul & M. Ford	1676
AUTUMN NOCTURNE	L. Paul & M. Ford	1676
TENNESSEE WALTZ	P. Hunt	1638
MOCKIN' BIRD HILL	P. Hunt	1638
THE CHARLESTON	K. Starr	1677
WHEEL OF FORTUNE	K. Starr	1677
ANGRY	J. Stafford & G. MacRae	1642
WHISPERING HOPE	J. Stafford & G. MacRae	1642
I'LL STRING ALONG WITH YOU	J. Stafford & G. MacRae	1642

BETTY HUTTON

begins the year

with two big

performances

"I Took the Long Way Around"

"Broke, Bare-foot, and Starry-eyed"



with orchestra conducted by NELSON RIDDLE

on Capitol Record No. 2688

"JUST MARRIED"

just natcherly follows "GOIN' STEADY"

—by **FARON YOUNG**

coupled with **"I HARDLY KNEW IT WAS YOU"**

on Capitol Record No. 2690

HEAR IT ONCE...

"FAS-I-NAY-SHUN"

YOU'LL WANT TO HEAR IT AGAIN..

"FAS-I-NAY-SHUN"

AGAIN AND AGAIN...

"FAS-I-NAY-SHUN"

by

BERNICE PARKS

c/w

BLUE REVERIE

MERCURY 70261



... For Week Ending December 26

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. RAGS TO RICHES (R)—Saunders.....	2	10
2. EBB TIDE (R)—Robbins.....	1	15
3. CHANGING PARTNERS (R)—Porgie.....	3	5
4. OH, MEIN PAPA (OH, MY PAPA) (R)—Shapiro, Bernstein.....	13	3
5. THAT'S AMORE (R)—Paramount.....	7	3
6. STRANGER IN PARADISE (R) (M)—Frank.....	6	5
7. MANY TIMES (R)—Broadcast.....	8	12
8. VAYA CON DIOS (R)—Ardmore.....	9	27
9. RICOCHET (R)—Sheldon.....	3	9
10. HEART OF MY HEART (R)—Robbins.....	10	2
11. YOU, YOU, YOU (R)—Mellin.....	5	24
12. FROSTY THE SNOWMAN (R)—Hill & Range.....	16	5
13. I SEE THE MOON (R)—Plymouth.....	12	11
14. WHITE CHRISTMAS (R)—Berlin.....	14	6
15. WINTER WONDERLAND (R)—Bregman, Vocco & Conn.....	17	5
16. RUDOLPH THE RED-NOSED REINDEER (R)—St. Nicholas.....	19	6
17. YOU ALONE (R)—Roncom.....	—	6
18. I SAW MOMMY KISSING SANTA CLAUS (R)—Harman.....	—	4
19. SANTA BABY (R)—Trinity.....	—	4
20. SECRET LOVE (R)—Remick.....	—	1

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

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

(Note: Titles tied for 1st and 14th)

La Rosa Tops Talent Parade

Continued from page 11

Abbott Records also uncovered the double-threat man, Mitchell Torok, who composes and sings his own tunes. Capitol Records' Jean Shepard, Ferlin Huskey and Faron Young moved into the spotlight, and thrushes Bonnie Lou, Goldie Hill and Sunshine Ruby led the way for the new female singers

As usual, in a field where stars remain stars for many years, Eddy Arnold, Hank Snow, Red Foley, Hank Thompson, Carl Smith and others continued to knock out hits. Following the tragic death of Hank Williams, his records became the most sought-after waxings in the field for close to six months. Homer and Jethro and the Carlisles stayed on top of the heap among duos, and T Texas Tyler and Slim Whitman blazed the comeback trail. Webb Pierce showed that his success in 1952 was not transitory, with a string of smash diskings in 1953. Pierce and thrush Kitty Wells have both grown into established record talent.

R.&B. Field

As usual, the rhythm and blues field came thru with the biggest number of strong new names. In a field where few artists can stay on top for more than a year, the premium is placed on new names, and they were here aplenty in 1953. The Five Royales, Shirley and Lee, Willie Mabon, Willie Mae Thornton, Chuck Willis, Big Maybelle, the Du Droppers, the Four Tunes, Little Walter, Johnny Ace, the Crickets, Clyde McPhatter and Faye

Adams jumped into prominence with big hits. Amos Milburn, Joe Morris, the Orioles, Joe Liggins, Muddy Waters, and Joe Turner showed you can come back even in this market.

Some r.&b. firms proved you can keep a star a star with the right tune and promotion. Ruth Brown, the Clovers, Lloyd Price, the Dominoes, Fats Domino, B. B. King, Dinah Washington, the Buddy Johnson crew and the Tiny Bradshaw ork were up there with the hits again and again in '53, as in previous years.

RCA Leads

Continued from page 11

(six of 286 sides) and Decca with 9 (four of 472 sides) trailed.

Releases Way Down

One of the accomplishments of 1953 was the tremendous reduction in the number of pop releases turned out. This year's issue of 2,148 sides put out by these six majors represented a 25 per cent drop from a year ago. This raised the industry hit rating from 2.8 to this year's 3.3, certainly good news for dealers and distributors. At the same time, record business for the year shot ahead of 1952, affirming the merchandising principle of concentration.

Actually 90 disks hit the best-seller chart, one more than a year ago. In addition to the 72 accounted for by the previous six, other labels scored as follows: Dot (4), Coral (3), London (3), Cadence (2), Essex (2), Jubilee (2), Derby (1), and Valley (1).

The NEW INK SPOTS

SEND THEIR GREETINGS FROM THE ORIENT -



BOOKED SOLID FOR 1954

TOKYO—HONG KONG—SINGAPORE—BANGKOK—OKINAWA—MANILA—HONOLULU—KOREA; back in the States in May, playing: SACRAMENTO, BAKERS FIELD—DEL MAR—SAN FRANCISCO—LOS ANGELES—RENO—LAS VEGAS—LAKE TAHOE—VANCOUVER and SEATTLE.

We're grateful to the Operators—Dj's—and Dealers for continued spins and sales on our current release—

"EBB TIDE"

KING-1297

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Cincinnati 14, Ohio

Exclusive Booking
UNIVERSAL ATTRACTIONS
2 PARK AVE., N. Y.
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Just Released!
"CHANGING PARTNERS"
and
"STRANGER IN PARADISE"
King 1304

REVIEWS OF THIS WEEK'S NEW RECORDS

Popular

DEACON ANDY GRIFFITH
What It Was, Was Football
(Parts 1 & 2) 85
CAPITOL 2693 — Yock-loaded hunk of talk material could be a big one for the label which purchased the master after the disk kicked up quite a fuss in North Carolina. It's a hill-billy's sad tale of getting caught in a football crowd. Funny, listenable and bright. Watch this one.

THE HILTOPPERS
Time Will Tell 85
DOT 15127 — A typical Hilltoppers reading, and there's nothing wrong in that. They handle the love ballad with understanding and they've got another side here that's going to rake in the loot.

From the Vine Came the Grape 83
Cute item, sung half in English and half in Italian, is sung with convincing expression by the combo. Jocks will spin and sales should be heavy. (Randy Smith, ASCAP)

NAT (KING) COLE
Answer Me, My Love 85
CAPITOL 2687—Cole can always be counted on for a fine performance, but this one must be ranked with his best. Tune has already been available by Laine with a slight lyric change. Could be that Nat will begin his 10th year with Capitol with a big one. (Bourne, ASCAP)

Why? 77
Another very warm vocal effort by Cole on a fragile type ballad. Nice ork and choral assist. (Mogull, ASCAP)

ROSEMARY CLOONEY-JOSE FERRER
Man 81
COLUMBIA 40144 — Re-work of the ditty, from the feminine viewpoint, has much cute charm. Rosemary Clooney does an outstanding job in the vocal department, with hubby Jose Ferrer contributing a couple of "uh-huhs" in the background. Jocks ought to hand this entry many spins. Sales should be good, too. (Studio, BMI)

Woman
Ferrer reveals a pleasant, if somewhat muffled, singing voice here. An attractive companion to flip. This jocks should spin.

EILEEN BARTON
Don't Ask Me Why 81
CORAL 61109—Lovely old tune that has undergone some lyric changes is handed a sparkling rendition by Miss Barton. She's singing all the way and is given fine support by the ork. This could happen. (Harms, ASCAP)

Away Up There 78
Nonsense novelty is punched out nicely by thrush. (Wenar, BMI)

LEW DOUGLAS ORK
Turn Around Boy 80
M-G-M 11654 — Could be that this will revive the trend started by The Weavers. Douglas, a choral group and Bill Bailey team up for a rousing verse-chorus waltz item with wide appeal.

Caesar's Bongle 73
Mightily listenable is this lush biggie-woogie instrumental featuring the celeste.

MARY KAYE TRIO
Toreador 79
V 20-5586—Miss Kaye's bow on the label is particularly strong via this most effective combination of her sexy sound and some striking backing by the Harry Geller studio ork. The story-song could kick-off the gal's disk career as a big one. (Shapiro-Berstein, ASCAP)

Do You Believe in Dreams 77
More of the trio here than the other side, Miss Kaye again impresses. It's good shuffle beat stuff. (Forster, ASCAP)

ARLENE JAMES-SUPER-SONICS
You Missed Your
Chance Last Night 77
RAINBOW 227 — Shuffle-beat item, over-dubbed fem voice and the guitar-sound are teamed for an effective reading of a slick bounce item. Good juke wax. (Cherin, BMI)

You Can't Be True Dear 75
Could be that this version, a strong one, may revive the oldie hit. The group and Miss James are both fine. (Biltmore, ASCAP)

BOB STEWART
Did I Remember? 77
M-G-M 11659 — Beautiful oldie is handed a smooth reading that is notable for its warmth. A fine entry that should provide many jocks with spin material. Good wax.

Careless 73
Clean vocal style of Stewart is mighty listenable. He handles the ballad well for a side that could win spins.

PERRY COMO
Eli, Eli 77
V 20-5574—Unusual stuff for Como, but he does the Yiddish folk item with much feeling. This is a single issued from the "I Believe" album and should sell well for years to come. (Robbins, ASCAP)

Koi Nidrei 72
Again the Como pipes and know-how are stand-out, but the religious material may be just a bit too much for him.

DAVID ROSE ORK
Parade of the Clowns 77
M-G-M 10824 — This bright, new composition by David Rose receives a spritely and happy performance by his large ork on this new release. It's cute, has fresh novelty appeal and with proper exposure it has a chance for action. Deejays should hand this bundles of spins.

Our Waltz 74
The lovely David Rose evergreen is handled in lush style here by the Rose ork on this new instrumental waxing. Should pull spins.

BILL STEGMAYER ORK
Copango 76
BENIDA 5002 — Lively instrumental effort penned by the ork leader receives a first-rate reading from the ork, that swings via a bright arrangement. This side has a chance for spins and more if it receives enough exposure. Good wax from the new diskery. (Sanford, BMI)

That Old Gang of Mine 73
The Stegmayer ork turns in a very smooth performance of the fine evergreen, selling the tune richly via a good arrangement and a large ork. Good deejay wax. (Bourne, ASCAP)

ALAN DEAN
Call Me Anytime at All 76
M-G-M 11658—He's always available, sings Dean. Slick ballad is read with grace and warmth. A nice etching which can bring pleasure to many.

What Are You Waiting For? 73
Another good job by the chanter.

MARGARET WHITING
Moonlight in Vermont 76
CAPITOL 2681 — The ultra-lovely tune may get a strong push along the revival trail via this newly waxed reading by Miss Whiting who clicked with the same tune a few years ago. It's her best in a long time. (Michael H. Golden, ASCAP)

The Isle of Skye 72
New tune with a Scottish flavor and in waltz tempo is attractive stuff. Miss Whiting does it well. (Chatsworth, ASCAP)

WOODY HERMAN ORK
Prelude to a Kiss 75
M-G-M 11661 — Sentimental oldie is projected in a warm and gentle reading. A sophisticated side that will provide pleasurable moments for listeners.

Cuban Holiday 72
Herman goes out on a Latin binge and the band swings gayly behind him.

JERRY GRAY ORK
The Creep 75
DECCA 28986—The Jerry Gray crew hands the English import a bright and brassy performance while thrush Linda Lee turns in an adequate vocal on the tune. The many good versions of the tune make competition tough, tho this slicing should snag some loot if the tune makes it. (Miller, ASCAP)

Oomp-Chunk 70
A slight riff effort is sold stylishly by the Gray crew, with the leader soloing on clarinet. (Albert, ASCAP)

BOB LONDON
A Village in Peru 74
CRYSTALITE 665 — Latin-style opus is mighty attractive in this well-made slicing. Jock exposure could pull many repeat requests. For the jukes, too. (SRS, ASCAP)

My Adobe Hacienda 72
Sparkling and rhythmic, the backing by the ork supports London very effectively. Side could stir excitement if awarded enough exposure. (Southern, BMI)

JAN PIERCE
When Your Old
Wedding Ring Was New 74
V 20-5580 — The oldie makes for first-rate material to the Pierce pipes. Could be a standard seller in retail outlets. (Mills, ASCAP)

If You Love Me 70
There's no doubt but what Pierce has a great voice. It's doubtful, tho, that this will put him into the pop category, good as it is. (Duchess, BMI)

(Continued on page 21)

Spiritual

SONS OF DANIEL
I Want to Go 77
DELUXE 6027 — The group projects the exciting spiritual with infectious spirit. Prospects look good here. (Lois, BMI)

Nearing My Heavenly Home 73
Steady-beat spiritual is read with energy by the group. A good side. (Lois, BMI)

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, 10; artist's name value, 15; manufacturer's distribution power, 10; arrangement, 10.

Number of Releases This Week

(Listed Alphabetically by Label)

LABEL	POP	C&W	R&B
ALLIED	2	—	—
BENIDA	2	—	—
CABIN	1	—	—
CAPITOL	4	5	—
CHANCE	2	—	—
COLUMBIA	1	—	—
CORAL	2	—	—
CRYSTALITE	2	—	—
DECCA	5	3	—
DELUXE	—	2	2
DESTINY	2	—	—
DOT	1	—	—
EQUITY	1	—	—
FEATURE	—	1	—
FEDERAL	—	—	2
GEM	—	—	1
KING	—	2	2
MERCURY	—	1	1
M-G-M	7	2	—
OKEH	—	—	1
PAVIS	1	—	—
RAINBOW	2	—	—
SABRE	—	—	1
STYLECRAFT	1	—	—
UNITED	1	—	—
VICTOR	5	1	2
TOTAL	42	17	12

OTHER RECORDS RELEASED THIS WEEK	R&B	POP	INTL	C&W	TOTAL
R&B	2	—	—	—	2
POP	—	3	—	—	3
INTL	—	—	3	—	3
C&W	—	—	—	2	2
TOTAL	2	3	3	2	10

International

CASEY SKEE ORK
Carnival Polka 75
BALKAN 6007—Here's a wild polka effort that should interest fans of the genre. The ork plays it in double time and hands it a bit of the carnival atmosphere via the instrumentation. Good side for the market.

Don't Get Married Polka 73
Another cute novelty polka by the Spike Jones-styled polka crew.

FRANKIE KOVACIC ORK
The Woodpecker Song 74
BALKAN 6008 — Frankie Kovacic handles the vocal nicely on this lively version of the novelty hit of a few years ago. Good juke wax for the Midwest States.

Kathleen Polka 73
The ork turns in a bright job on this light polka effort. A good backing for the flip.

ED DUTKA ORK
Walczka Mi Grajcie 72
BALKAN 6006—Old-fashioned waltz is played with charm by the ork while Joey Durlack contributes a vocal in Polish.

Our Town Polka 70
Pleasant polka effort receives a happy reading from the ork.

JOE KOVICH ORK
Sparrow Waltz 69
BALKAN 015—The Midwestern, accordion-led group comes thru in fine European tradition on a waltz. (Balkan, BMI)

Cuckoo Song Polka 67
Gal duet handles the Slovenian vocal capably. (Balkan, BMI)

Latin American

AL ROMERO ORK
The Creep 79
V 47-5575—Fine L-A handling of this tune that is creating some action in the pop field. (Miller, ASCAP)

Chivirico Rhythm 78
Ork has a lot of color and precision as it knocks out this interesting instrumental. Good wax. (Pemosa, BMI)

Jazz

TOOTS THIELEMANS TRIO
Studio D 65
M-G-M 11660 — Harmonica lead roams briskly all over the place for a listenable jazz dishing. Rhythm is solid.

Out of Nowhere 63
Small combo handles the ballad intimately.

Rhythm & Blues

FLUFFY HUNTER
Climb the Wall 83
FEDERAL 12161—The thrush shouts up a storm on a piece of strong blues material. Could be a big one. Gal has a real sound, and it could pull many spins. (Arms, BMI)

To Say I Love You 79
Complete change of pace here, as Fluffy essays a ballad style in fine fashion. (Arms, BMI)

BILLY WARD & HIS DOMINOES
Until the Real
Thine Comes Along 83
FEDERAL 12162 — Good choice of material. The vocal combo delivers the fine old standard for an effectively blended reading. Could move out quickly. (Chappell, ASCAP)

My Baby's 3-D 76
The boys come thru with a good hunk of rhythm rocking material which their fans will like. (Wade-Marks, BMI)

DINAH WASHINGTON
My Man's An Undertaker 80
MERCURY 70284 — A lot of jazz fans are going to get their kicks out of this magnificent rendition of an old-fashioned blues by Dinah over some bright and sparkling jazz backing by the ork. The lyrics are first-rate and the thrush sings 'em with gusto. This can make it in both the jazz and r.&b. fields.

Since My Man Has Gone and Went 78
Dinah turns to the calypso genre here as she tells of her troubles since her man has gone and went. The backing swings and Dinah shows she can sell a tune in any style. Good coupling for the flip.

JOHN LEE BOOKER
Stuttering Blues 79
DELUXE 6032 — The stuttering gimmick is not a new one, but Booker handles it very well here and he sells the talk-sing tune with a lot of life. The performance and the gimmick, plus the bright lyrics could help this one move out. Watch it, especially in the Southern areas. (Lois, BMI)

Pouring Down Rain 71
John Lee Booker, who records under many variations of his name on many labels, turns in an adequate reading here of a fast-tempo Southern blues, which features his guitar work. For his fans. (Lois, BMI)

THE CHECKERS
You Never Had It So Good 76
KING 4673—Boys deliver a rocking item in strong style. Big beat and bass lead are effective. (Jay & Cee, BMI)

I Promise You 75
Tenor voice leads the group thru a good performance of some excellent ballad material.

RUDY FERGUSON
Everybody's Blues 76
DELUXE 6028 — Ferguson turns to the hip kick as he sings this new blues. The lyrics are made up of a string of r.&b. lures and the backing has a beat. This one could get some action with exposure. (Lois, BMI)

Why Can't You Understand? 73
The warbler sells this effort, too, in the hip manner and the backing again moves. Two interesting sides by Ferguson. (Lois, BMI)

FIVE BLUE NOTES
My Gal Is Gone 74
SABRE 103—An appealing weeper of almost pop flavor read convincingly by the group. Given the proper exposure, this side might see some good action. (Joni, BMI)

Ooh Baby 70
The group sings up a storm here on this routine material. Their lively rhythm and excitement breathes life into the riff. (Joni, BMI)

FREDDY COLE
Son of Alcohol 72
OKEH 7016—Cole says that all he likes to do is to drink, and explains that he inherited the taste. The lyrics are funny and could sell the song. (Fred Fisher, ASCAP)

My Sugar's Getting Salty With Me 71
This is the kind of material and smooth styling that the larger public identifies with Nat Cole. (Marvin, ASCAP)

ROY BROWN AND HIS MIGHTY MEN
Midnight Lover Man 72
KING 4684—Typical Brown chanting job on a good, danceable blues ballad. (Lois, BMI)

Letter From Home 70
Ops should give a careful listen to this, but jox better watch the lines. Brown poses quite a problem in the lyric. (Lois, BMI)

(Continued on page 28)

Country & Western

SLIM WHITMAN
Secret Love 84
IMPERIAL 8225—Whitman turns in a solid reading that impresses as an emotional, heart-felt performance. Should pull plenty of loot. Tune is from the new Doris Day flick and is getting pop action. (Remick, ASCAP)

Why? 79
The singer inquires into the mysteries of love on this side. Whitman's delivery is smooth and forceful, and is accompanied by an infectious, bouncy beat. Another good side. (Commodore, BMI)

FARON YOUNG
I Hardly Knew It Was You 80
CAPITOL 2690—Young has a ballad with a lot of punch and he hands it a winning performance. Should catch a lot of spins. (Lowery, BMI)

Just Married 80
Singer has nothing and doesn't know what he's going to do but he just got married and that's all that matters. Good rhythm number with a fine performance. (Central, BMI)

TEX RITTER
The Red Deck of Cards 78
CAPITOL 2686—Ritter speaks the allegorical piece about Communism and democracy with forceful sincerity. Not entertainment in the usual sense, it still packs a strong emotional punch and is likely to win plenty of attention.

Lord Send an Angel 71
Tuneful hymn is chanted warily.

JOAN HAGER AND LLOYD ELLIS
The Steel Guitar Rag 77
MERCURY 70273—The two guitarists do a mighty good job with the guitar effort, selling the instrumental with spirit. Could get spins and juke action in the field. Duo has a sound similar to that of Les Paul in the pop field. (Bourne, ASCAP)

The Love I Hold So Dear 77
Joan Hager does a nice job with her vocal on this country effort helped via dub-in voices, and backed neatly by the guitars. On this side the duo really sound like a country Les Paul and Mary Ford. Both sides have a chance.

SHENANDOAH VALLEY BOYS
Ridin' the Waves 76
DECCA 28949—This lively instrumental by the Shenandoah Valley Boys should pull spins and plays thru the hill country especially for Saturday night dances. A side that will interest ops. (Forrest, BMI)

Plunkin' Rag 76
Same comment. (Forrest, BMI)

MERRILL MOORE
Sweet Jennie Lee! 76
CAPITOL 2691—Moore, at the piano on this side, and an unidentified guitarist offer some fast and fancy solo work as they embroider this pretty Walter Donaldson tune. Good juke record. (Bregman, Vocco & Conn, ASCAP)

Satchin' and Grabbin' 74
The singer comments humorously on the money-mindedness of people today. A good jumpy beat sells his message. (Milne, ASCAP)

TOMMY HILL
The Life That I'm Living 75
FEATURE 1077—Pretty strong hunk of material is particularly well done by Hill.

What Is It Darling? 73
Again Hill and the material both are impressive.

JACK CARDWELL
I Can't Make Up My Mind 75
KING 1292—Good material here as the chanter brings up the problem of not being able to choose the right gal. Well-written stuff. (Lois, BMI)

Walking Away My Blues 72
Cardwell sings nicely on this bluesy item with a neat beat. (Lois, BMI)

CLIFF RODGERS
The Arm of Uncle Sam 74
DELUXE 2010—Tuneful ballad about the need for vigilance against Communism is warbled well by Rodgers. Could get some action. (Lois, BMI)

Red Deck of Cards 72
Deejay Rodgers does a capable job of narration on the powerful hunk of anti-red material. Competition on this will be tough, however. (ASCAP)

GRANDPA JONES
You-Ali Come 74
V 20-5576—Tune that is now getting action in the country field receives a good reading by Grandpa Jones. It could get action in those areas where Jones is a favorite. (Starlite, BMI)

The Trader 71
Jones tells of a city slicker who was a sharp man on a trade until he picked his wife. (Ridgeway, BMI)

ARTHUR (Guitar Bongle) SMITH
The Honeycomb Is Over 74
M-G-M 11657—Both jockeys and operators should get plenty of use out of this cute hunk of material with Smith talking the lyrics.

Cotton Patch Rag 69
Routine, tho good, instrumental typical of many of Smith's earlier efforts.

ERWIN ROUSE
Jackson Schottische 72
DELUXE 2007—An outstanding example of country virtuoso fiddling. (Continued on page 28)

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

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

There's No
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SHAW
 BUSINESS!

...and here's
MORE for
'54!

- ARTIE SHAW (Decca-Victor)
- GEORGE SHEARING (MGM-London-Discovery)
- FAYE ADAMS (Herald)
- DIZZY GILLESPIE (D.G.-Clef-Victor)
- THE ORIOLES (Jubilee)
- THE CLOVERS (Atlantic)
- JOE TURNER (Atlantic)
- FATS DOMINO (Imperial)
- JOE MORRIS (Atlantic)
- OSCAR PETERSON (Mercury)
- AMOS MILBURN (Aladdin)
- CHARLES BROWN (Aladdin)
- FLIP PHILLIPS (Mercury)
- JOHNNY HODGES (Mercury)
- LYNN HOPE (Premium-Aladdin)
- BENNY CARTER (Mercury-Victor)
- TEDDY WILSON (Columbia-Clef)
- BILL DAVIS TRIO (Columbia)
- FREDDIE COLE (Columbia)
- DON ELLIOTT (Victor)
- FLOYD DIXON (Aladdin-Specialty)
- CHARLIE PARKER (Mercury-Dial-Savoy)
- LOUIS BELLSON (Mercury)
- LITTLE WALTER (Checker)
- JOE LOCO (Tico)
- BUDDY LUCAS (Jubilee)
- AL SAVAGE (Herald)
- SIDNEY BECHET (Victor)
- CHOKER CAMPBELL (Atlantic)
- PERLA MARINA (Victor)
- LOWELL FULSON (Swingtime)
- MILT BUCKNER TRIO (MGM-Savoy-Coral)
- GRIFFIN BROS. (Dot)
- SMILEY LEWIS (Imperial)
- JOHNNY MOORE (Victor-Aladdin)
- THE THREE FLAMES (Columbia)
- RALPH SHARON (London)
- JEAN THIELMANS (MGM)
- SONNY STITT (Prestige)
- GEORGE WILLIAMS (Coral)
- LIPS PAGE (King)
- RUTH BROWN (Atlantic)
- MARGIE DAY (Dot-Decca)
- MEMPHIS SLIM (United)
- PAUL WILLIAMS (Savoy)
- CHUCK WILLIS (OK)
- PIA BECK TRIO (Decca)
- EDNA McGRUFF (Jubilee)
- DANNY COBB (Savoy)
- TOMMY BROWN (Dot)
- ROSCO GORDON (R.P.M.-Duke)
- PIGMEAT MARKHAM (Comedian)
- JACKIE "MOMS" MABLEY (Comedienne)
- LITTLE ESTHER (Decca)
- CHRISTINE KITTRELL (Republic)
- CANDIDO (MGM)
- SPO-DEE-O-DEE (Comedian)
- SLIM GAILLARD (MGM-Mercury)
- T-BONE WALKER (Imperial)
- LITTLE SYLVIA (Jubilee)
- CHUBBY NEWSOME (Deluxe)
- JIMMY SMITH (Novelty Dancer)
- RETA MOSS (Mercury)
- CECIL YOUNG (King)
- EDDIE CHAMBLEE (United)
- THE FIVE KEYS (Aladdin)
- LINDA HAYES (Hollywood)



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THIS WEEK'S BEST BUYS

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

Popular

TILL WE TWO ARE ONE (Shapiro-Bernstein, ASCAP)—Georgie Shaw—Decca 28937.

Potentially a real "sleeper" disk, it has achieved strength in Milwaukee, St. Louis, Chicago and Pittsburgh. Good reports were also received from Detroit and Nashville. Flip is "Honeycomb" (Hawthorne, ASCAP).

WHAT IT WAS, WAS FOOTBALL (Paris 1 & 2) (Charles, BMI)—Deacon Andy Griffith—Capitol 2693

The novelty talking record has sparked immediate action in numerous Southern Midwestern territories. It was reported strong in St. Louis, Milwaukee,

Cleveland, Pittsburgh and Nashville, and good in Detroit. "Football" continues to be red hot in the Carolinas, where it originated. A previous "New Record to Watch."

Country & Western

BIMBO (Fairway, BMI)
CHANGING PARTNERS (Porgie, BMI) — Pee Wee King—RCA Victor 20-5543

Record has built steadily over the past few weeks, and is now reported good in Los Angeles, St. Louis, Nashville, Houston, Chicago and Durham. Both sides are doing well, with the edge on "Bimbo" in most territories. A previous "New Record to Watch."

SECRET LOVE (Remick, ASCA)
WHY? (Commodore, BMI) — Slim Whitman—Imperial 8223

Moving out quickly, disk is already reported good or strong in New England, Cleveland, Nashville, Milwaukee, Pittsburgh and Dallas. "Secret Love" is the preferred side. A previous "New Record to Watch."

Rhythm & Blues

TV MAMA (Progressive, BMI)—Joe Turner—Atlantic 1016

Areas which reported strong action included New Orleans, Detroit, Dallas, Nashville and St. Louis. Good reports were also received from Atlanta and Cleveland. A previous "New Record to Watch." Flip is "Oke - She - Moke - She - Pop" (Progressive, BMI).

NEW RECORDS TO WATCH

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

Popular

JO STAFFORD

Make Love to Me (Melrose, ASCAP)—Columbia 40143—Songstress has a good piece of material here to work with and she turns in a truly sparkling performance. Could start off the New Year solidly for her. Flip is "Adi-Adios Amigo" (Hollis, BMI).

VIC DAMONE

The Breeze and I (E. B. Marks, BMI)—Mercury 25174—Damone, off the kick of following an instrumental with a vocal version for the first time in months, turns in a potentially winning job on this lovely standard. He has a confident voice filled with warmth. Flip is "To Love You" (Symphony House, ASCAP).

JIMMY BOYD

Jelly on My Head (Santly-Joy, ASCAP)—Columbia 40138 — Here's a cute infectious

ditty which the youngster blasts out in a very pleasing manner. It bears close watching. Flip is "Blues" (Keystone, ASCAP).

Country & Western

CARL SMITH

What Am I to Do With You? (Hill & Range, BMI)—Columbia 21197—A new Smith release is always good news. This is a good weeper about a guy who loves more than one way and can't figure what to do about it. Flip is "Dog-Gone It Baby, I'm in Love" (Hill & Range, BMI).

Spiritual

MARIE KNIGHT

Calvary (Taps Agency, BMI)
God Spoke to Me (Taps Agency, BMI)—

Decca 48308—This record could easily kick off greatly renewed disk interest in this fine singer. Thrush turns in two exciting performances and the rhythm set up by the organ, piano and bass backing her combines to make this a very powerful record.

Rhythm & Blues

THE CRICKETS

Changing Partners (Porgie, BMI)—Jay-Dee 785—Tune is already a big pop hit and working rapidly to the same point in the country field. This is the first r.&b. coverage and a fine one, with the Crickets handling it effectively in a slow-down tempo. Flip is "Your Love" (Beacon, 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

ARE YOU LOOKING FOR A SWEETHEART?
Kitty Kallen—Decca 28904

BABY, BABY, BABY
Teresa Brewer—Coral 61067

C'EST SI BON
DEAR JOHN AND MARSHA LETTER
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

GRANADA

Frankie Laine—Columbia 40136

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

THE JONES BOY
Mills Brothers—Decca 28945

ROBE OF CALVARY
Jill Corey—Columbia 40123

SECRET LOVE
Doris Day—Columbia 40108

STRINGS OF MY HEART
MAMA PAPA POLKA
The Gaylords—Mercury 70268

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

Country & Western

BIMBO
Pee Wee King—RCA Victor 20-5537

HOOTCHIE KOOTCHIE HENRY GIGOLO

Mitchell Torok—Abbott 150

I GAVE MY WEDDING DRESS AWAY

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

YOU-EWE-U
HAY SHMO!
Homer and Jethro—RCA Victor 20-5555

Rhythm & Blues

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

GOOD, GOOD WHISKEY
Amos Milburn—Aladdin 3218

I'M JUST YOUR FOOL
Buddy Johnson—Mercury 70251

OFF SHORE
Earl Bostic—King 4583

THE THINGS THAT I USED TO DO
Guitar Slim—Specialty 482

YOU'RE STILL MY BABY
Chuck Willis—Okeh 7015

CURRENT TOP RECORDS

See page 22 for the top pop records.
See page 27 for the top c.&w. records.
See page 30 for the current top r.&b. records.
See page 26 for the current top packaged records.

Disk Sales Reach 1947 Peak

• Continued from page 1.

1953 was the subsidiary labels issued by diskeries. Among the rhythm and blues firms this became almost standard—and more are expected in the next few months. Country and western labels, too, issued subsidiary lines. In several instances the indie line turned to another field of music for its second label. Among the larger disk labels, Columbia issued Epic, Decca started recording for Brunswick for the first time in years, and RCA Victor

came thru with Camden. Victor is also prepping several other subsidiary lines.

The moves toward expanding the record market have already taken several near-dramatic moves: The emergence of rack-jobbing operations; the Bell line's price and mode of distribution via food and drug chains, newsstands and other outlets not ordinarily carrying records; the Camden line's concentration on major retail outlets; the moves of high fi-

delity outlets to handle selected disk lines. Two labels, Columbia and Victor, came thru with ultra high-priced packages — the \$100 poetry set by the former, and the \$25 Glenn Miller set by the latter.

Meanwhile, selling records via mail order has continued to increase. Record clubs have prospered and new ones have come into the field. In addition, selling specially pressed disks via magazine, radio and television advertising has continued unabated.

The distributors this year strengthened their position in the over-all industry picture—particularly those handling independent labels. More than ever be-

fore, they were in the driver's seat; picking and choosing the lines they wanted and deciding for themselves which lines and which records on those lines to promote. The salvation for some of the smaller labels was using the one-stop in lieu of a distributor in some few areas. The one-stops continued to exert a major sales and promotional influence on the entire industry.

Retail dealers, of course, reaped the benefits from the expanded consumer buying of records, but suffered from the plethora of labels, lines, disks and duplications. Price cutting continued unchecked, but did not expand

greatly and therefore did not create as great a stir on the retail level as it had in previous years. Public confusion over speeds continued to disappear, tho the diskery drives on EP catalogs added to the retailer's headaches.

Sales at retail were generally known to be excellent for the first 10 months of the year, and above average for the past two months, tho many retailers felt that November and December should have been better than they were.

In all, no one on any level of the industry will be unhappy if 1954 shows the same improvement and comes up with the same advances made this past year.

Popular Record Reviews

Continued from page 18

JERRI WINTERS
I Got a Crush On You 73
 RAINBOW 236—The Gershwin opus provides Miss Winters with a great vehicle and she rises to the occasion satisfactorily. Her warm and full voice will please many. This should

attract some spins. (New World, ASCAP)
How Come You Do Me Like You Do? 70
 New thrush on the label handles the oldie in a broad, swingy style. Okay wax. (Mills, ASCAP)

JO ANN TOLLEY
How Come You Never Answer? 72
 M-G-M 11630—The thrush is miffed at the sudden indifference of her boyfriend. The lyrics are cute and have an attractive, whimsical backing.
But Never My Love for You 70
 Good reading of a tender love ballad. Miss Tolley projects this material with simplicity and deeply felt emotion.

LEE MONTI ORK
A Bottle of Wine and You 72
 ALLIED ARS-5018—Tommy Nichols handles the vocal in okay fashion as the Chicago group delivers an Italian dialect item. Side is moving in Chicago. (Brandom, ASCAP)
Everyone Loves Mary Ann 68
 Tho the big beat, almost a "tarantella," is effective, the use of Italian, Irish, Scottish, etc., twists on the lyric make this a better bet for ops than anyone else. (Rugby, BMI)

BUDDY DIVITO
Everytime 72
 CHANCE 3007—Lazy-beat ballad is projected smoothly by DiVito and vocal group. An attractive side. (Southern, ASCAP)
Dream Time 71
 Another gentle reading by the warbler. Good for listening or relaxed dancing. (Begonia, BMI)

BILLY ECKSTINE
Rendezvous 72
 M-G-M 11655—Most interesting new ballad is handed a fine reading by the chanter.
I'm in a Mood 71
 Again Eckstine is effective in his reading of some new ballad material. Fans will like it.

LLOYD SHAFFER ORK
The Dream 71
 CRYSTALETTE 664—The string section of the Shaffer ork sings out broadly for a listenable and relaxing instrumental waxing. (Top Tunes, ASCAP)
New York 70
 Opus from "How to Marry a Millionaire" flicker is punched across spiritedly by the big ork and chorus. Should get spins in New York, especially. (Simon House, BMI)

GENE AVRAM
Cabbages and Kings 71
 UNITED 1061—A melancholy tune sung very compellingly by Avram. He has a good baritone voice and is backed by a chorus that effectively assists in building up the mood of this special material. (B&B, BMI)
This Love of Mine 66
 The Avram Chorus and pianist, Leonard Stanley, are spotlighted here in a straightforward reading of the oldie. Avram joins in on the last chorus. (Embassy, ASCAP)

THE MODERNAIRES
A Salute to Glenn Miller 70
 (Part 1 & 2)
 CORAL 61110—Timed to capitalize on the Glenn Miller movie, the group puts together a medley of old Miller hits. Included are hits from "Elmer's Tune," "Moonlight Serenade," "Chattanooga Choo Choo" and a batch of others. (Mutual, Feist, Southern, Robbins, ASCAP)

BETTY HUTTON
I Took the Long Way Around 70
 CAPITOL 2688—This tune has been waxed several times in recent months without very much happening. This version by Miss Hutton is an intimate one. (Hill & Range, BMI)
Broke, Bare-foot and Starry-eyed 68
 Thrush turns in a pleasant reading of this routine bit of material. (Leeds, ASCAP)

LUCY REED
Please Mr. Right Man 70
 CHANCE 3006—The thrush sings this oldie with warm persuasion, and gets sympathetic backing from the Al Trace ork. The beat is a relaxed and lilting one, and is very effective for Miss Reed's sultry interpretation. (E. H. Morris, ASCAP)
Tantalizing Melody 67
 A sweet and sentimental hunk of material in a mighty listenable slicing. Miss Reed's warm tones are attractively showcased here. (Brandom, ASCAP)

LEOPOLD STOKOWSKI ORK
The Dance of the Warriors 70
 V 10-4212—The diskery has released these two excerpts from the long-hair waxing of the "Polovetzklan Dances" to catch some of the action stirred up by the musical "Kismet" which uses the Borodin melodies. Jocks may be interested. (P.D.)
Song of the Polovetzki Maidens 69
 Same comment. (P.D.)

SYDNEY THOMPSON'S ORK
A Waltz for the Queen 69
 DECCA 28888—The English ork slides thru the lilting waltz with grace and charm.
Saunter Medley 69
 Those with a yen for the old days of music hall entertainment will get some kicks out of this evocative medley.

VAN CLEAF SISTERS
Florida 69
 BENIDA 6889—The Van Cleaf Sisters have a happy time with this listenable novelty effort. They handle it neatly and the backing is appropriate. Little doubt that Florida jocks will spin it, and others may too. (Larry Spier, ASCAP)
I Told a Lie 68
 The gals sing this semi-country ditty with a lot of meaning over a typical guitar backing. (Citation, BMI)

LEE NICHOLS
Baby You've Got Everything 69
 ALLIED 5016—In the style of "Five Foot Two, Eyes of Blue," Nichols delivers a nice bounce reading. (Color-tunes, BMI)
Have a Heart 68
 Attractive love ballad makes for easy listening via Nichols' pleasant reading. (Color-tunes, BMI)

DENISE LOR
That's What a Girl Appreciates 69
 PAVIS 101—Brisk item about a gent with aggressive charms is rendered in cute style by Miss Lor.
EARL PAUL ORK
Whenever I'm Near You 68
 The Earl Paul ork reads the original instrumental brightly.

SYDNEY THOMPSON'S ORK
The Lilac Waltz 68
 DECCA 28887—Pleasant performance of a slight waltz effort by the old-fashioned English ork.
Over the Top 68
 This side brings back memories of Victor Herbert operettas and the arrangement and performance are in the same nostalgic style.

DICK TAYLOR ORK
Swing Shift 68
 DESTINY 1109—Pleasant riff effort is sold with a real beat by the Taylor ork and it should be of interest to the jocks. The ork plays in half swing, half modera style, with precision. (BMI)
DAY, DAWN AND DUSK
When the Saints Go Marching In 65
 Day, Dawn and Dusk turn in a satisfactory reading of the old Dixieland favorite over a bright backing by the Taylor crew. Boys sell the ditty with life. (BMI)

JACKIE JOCKO
Old Devil Moon 68
 CABIN 12130—Distinctive vocal style of Jocko, clever backing by piano, drums and bass make this an interesting listening experience. Ought to win some spins.
Please Believe Me 65
 Chanter also does well on this, a quieter and more genteel effort. Backing is the same as on flip.

SCAT MAN CROTHERS
Walkin' My Baby Back Home 67
 DECCA 28895—Crothers handles the oldie in a semi-jazz vein rather than the r.&b. style with which he's been associated. He sings it in the film of the same name to be issued soon. (DeSylva, Brown & Henderson, ASCAP)
Honeysuckle Rose 67
 More of the same. (Joy, ASCAP)

LOUIS PRIMA
Take a Little Walk 67
 EQUITY 1000—The orkster bows in his new label with a cute little item on which he chats a bit with thrush Keely Smith and they each take a vocal chorus. Good material, fair delivery. (Sanson, ASCAP)
Oh Goomadi 60
 Not much reason for this altho it's an anglicized and swingy version of the Italian folk material from which came "Eh Cumpari." (Prima, ASCAP)

LOUIE BASHELL
Oklahoma Boogie 65
 V 20-5583—Standard type boogie item with a short male vocal makes for easy listening. (Mellin, BMI)
Pelite Waltz 63
 The familiar continental-type waltz is done neatly by the accordion led combo. (Duchess, BMI)

BOBBY MAZARIN
I Fell in Love 64
 DESTINY 1110—New ballad receives a warm vocal from Mazarin over a listenable ork arrangement. Singer has a voice but he needs stronger material. (BMI)
Dark Rapture 64
 Another good performance by the singer, this time on a Latin-styled piece of material. (BMI)

JOYCE AIMIE
Stay Close to My Heart 62
 STYLECRAFT 5047—Thrush shows herself the possessor of a warm fresh voice. Ballad with a tango beat is showcased prettily. (M&C, ASCAP)
Don't Make Me Cry Again 59
 Joyce Aimie warbles attractively, creating a sentimental mood. Ballad is somewhat contrived, tho. (M&C, ASCAP)

DAVE BALLARD
Ebb Tide 60
 DECCA 28977—West Coast decay does an Edgar Guest-ish recitation to organ backing via the pop crier. It's different, anyhow. (Robbins, ASCAP)
Off Shore 60
 More of the same here. (Hauover, ASCAP)

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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	Weeks on Chart
1. OH MY PAPA—E. Fisher.....	2	4
Until You Said Goodbye—V 20-5552—ASCAP		
2. RAGS TO RICHES—T. Bennett.....	1	16
Here Comes That Heartache Again— Col 40048—ASCAP		
3. THAT'S AMORE—D. Martin.....	3	8
You're the Right One—Cap 2589—ASCAP		
4. SANTA BABY—E. Kitt.....	8	5
Under the Bridge of Paris—V 20-5502—BMI		
5. RICOCHET—T. Brewer.....	4	12
Too Young to Tango—Coral 61043—BMI		
6. CHANGING PARTNERS—P. Page....	5	6
Where Did My Snowman Go?— Mercury 70260—BMI		
7. STRANGER IN PARADISE— T. Bennett.....	6	4
Why Does It Have to Be Me?— Col 40121—ASCAP		
8. EBB TIDE—F. Chacksfield.....	7	18
Waltzing Bugle Boy—London 1358—ASCAP		
9. OH MEIN PAPA—E. Calvert.....	9	5
Mystery Street—Essex 336—ASCAP		
10. STRANGER IN PARADISE— Four Aces.....	11	5
Heart of My Heart—Dec 28927—ASCAP		
11. EH CUMPARI—J. La Rosa.....	10	17
Till They've All Gone Home— Cadence 1232—ASCAP		
12. VAYA CON DIOS—L. Paul-M. Ford... 14	29	
Johnny—Cap 2486—ASCAP		
13. YOU, YOU, YOU—Ames Brothers.....	12	28
Once Upon a Tune—V 20-5325—BMI		
14. CHANGING PARTNERS—K. Starr....	15	4
I'll Always Be in Love With You— Cap 2657—BMI		
15. CHRISTMAS DRAGNET (Parts I & II)— S. Freberg.....	13	3
Cap 2671—ASCAP		
16. HEART OF MY HEART—Four Aces... 16	5	
Stranger in Paradise—Dec 28927—ASCAP		
17. STRANGER IN PARADISE— T. Martin.....	—	1
I Love Paris—V 20-5535—ASCAP		
18. YOU ALONE—P. Como.....	18	9
Pa-Paya Mama—V 20-5447—ASCAP		
18. HEART OF MY HEART— A. Dale-J. Desmond-D. Cornell.....	—	2
I Think I'll Fall in Love Today— Coral 61076—ASCAP		
20. ISTANBUL—Four Lads.....	19	11
I Should Have Told You Long Ago— Col 40082—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	14
Here Comes That Heartache Again— Col 40048—ASCAP		
2. RICOCHET—T. Brewer.....	2	12
Too Young to Tango—Coral 61043—BMI		
3. CHANGING PARTNERS—P. Page.....	5	4
Where Did My Snowman Go?— Mercury 70260—BMI		
4. THAT'S AMORE—D. Martin.....	4	7
You're the Right One—Cap 2589—ASCAP		
5. YOU, YOU, YOU—Ames Brothers.....	3	27
Once Upon a Tune—V 20-5325—BMI		
6. OH MY PAPA—E. Fisher.....	10	13
Until You Said Goodbye—V 20-5552—ASCAP		
7. MANY TIMES—E. Fisher.....	6	12
Just to Be With You—V 20-5453—BMI		
8. STRANGER IN PARADISE— T. Bennett.....	15	3
Why Does It Have to Be Me?— Col 40121—ASCAP		
9. OH MEIN PAPA—E. Calvert.....	17	3
Mystery Street—Essex 336—ASCAP		
10. EH CUMPARI—J. La Rosa.....	7	16
Till They've All Gone Home— Cadence 1232—BMI		
10. HEART OF MY HEART—Four Aces... 8	5	
Stranger in Paradise—Dec 28927—ASCAP		
10. HEART OF MY HEART—D. Cornell- A. Dale-J. Desmond.....	13	5
I Think I'll Fall in Love Today—Coral 61076		
13. SANTA BABY—E. Kitt.....	13	3
Under the Bridge of Paris—V 20-5502—BMI		
14. VAYA CON DIOS—L. Paul-M. Ford... 8	28	
Johnny—Cap 2486—ASCAP		
14. EBB TIDE—F. Chacksfield.....	15	9
Waltzing Bugle Boy—London 1358—ASCAP		
16. OH—P. W. Hunt.....	11	25
Son—Cap 2442—ASCAP		
17. CHANGING PARTNERS—K. Starr... 12	3	
I'll Always Be in Love With You— Cap 2657—BMI		
18. WOMAN—J. Desmond.....	—	1
By the River Seine—Coral 61069—BMI		
19. STRANGER IN PARADISE— Four Aces.....	—	1
Heart of My Heart—Dec 28927—ASCAP		
20. YOU ALONE—P. Como.....	18	7
Pa-Paya Mama—V 20-5447—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	15
Here Comes That Heartache Again— Col 40048—ASCAP		
2. OH MY PAPA—E. Fisher.....	2	3
Until You Said Goodbye—V 20-5552—ASCAP		
3. CHANGING PARTNERS—P. Page.....	3	6
Where Did My Snowman Go?— Mercury 70260—BMI		
4. STRANGER IN PARADISE— Four Aces.....	11	4
Heart of My Heart—Dec 28927—ASCAP		
5. THAT'S AMORE—D. Martin.....	7	7
You're the Right One—Cap 2589—ASCAP		
6. SANTA BABY—E. Kitt.....	10	4
Under the Bridge of Paris—V 20-5502—BMI		
7. STRANGER IN PARADISE— T. Bennett.....	5	6
Why Does It Have to Be Me?— Col 40121—ASCAP		
8. RICOCHET—T. Brewer.....	4	14
Too Young to Tango—Coral 61043—BMI		
9. OH MEIN PAPA—E. Calvert.....	12	4
Mystery Street—Essex 336—ASCAP		
10. EBB TIDE—F. Chacksfield.....	8	19
Waltzing Bugle Boy—London 1358—ASCAP		
11. YOU, YOU, YOU—Ames Brothers.....	6	27
Once Upon a Tune—V 20-5325—BMI		
12. CHANGING PARTNERS—K. Starr....	9	5
I'll Always Be in Love With You— Cap 2657—BMI		
13. C'EST SI BON—S. Freberg.....	—	1
Dear John and Marsha Letter— Cap 2677—ASCAP		
14. ISTANBUL—Four Lads.....	—	11
I Should Have Told You Long Ago— Col 40082—ASCAP		
15. MANY TIMES—E. Fisher.....	13	13
Just to Be With You—V 20-5453—BMI		
16. OFF SHORE—R. Hayman.....	—	1
Joey's Theme—Mercury 70252—ASCAP		
17. STRANGER IN PARADISE— T. Martin.....	—	1
I Love Paris—V 20-5535—ASCAP		
18. CHRISTMAS DRAGNET— (Parts I & II)—S. Freberg.....	16	2
Cap 2671—ASCAP		
19. TO BE ALONE—Hilltoppers.....	20	10
Love Walked In—Dot 15105—ASCAP		
20. EBB TIDE—V. Damone.....	17	10
If I Could Make You Mine— Mercury 70216—ASCAP		

VOX JOX

By CHARLOTTE SUMMERS

Success Story

Six-year-old Lorry Robbins becomes the youngest disk-jockey in the world to have her own web show when her daily WOR program goes network January 4. The show will be heard over the entire Mutual net every weekday from 2 to 3 p.m. Her dad, the well-known radio and TV personality, Fred Robbins, gives her a slight assist on the daily show—but as far as Miss Robbins is concerned, it's all hers.

How to

Wes Hopkins, WTTM, Trenton, N. J., decided that he wasn't getting enough "green stuff" every Friday so he started a drive on the air to have his pay increased. Hopkins asked his listeners to write the "boss" and say either "more or less." Cards and letters totalling 4,893 were received in five days telling the boss to give him more, and 674 said he wasn't worth what he was getting.

Seems also a couple of sponsors heard his plea and Fred L. Bernstein, WTTM general manager, finally broke down and assured him of a raise beginning the first of the year. The exact amount was not disclosed.

This 'n' That

Dave Alber flackery will spark the drive behind Jerry Marshall's "Make Believe Ballroom" on WNEW, New York, when Marshall takes over Martin Block's place the first of the year. Bernice Judis, manager, gave Marshall the okay to hire an outside flack man. . . . Pete Franklin, WRCS, Ahooskie, N. C., writes: "A pat on the back for Sol Handwerker of M-G-M records for his kind service to us." . . . Del Parks, WPEN, Philadelphia, has been presented with a certificate of merit for the volunteer work he did for service organizations (Army, Navy, Marine, etc.).

Howard Fisher, WBAP, Fort Worth, Tex., tells about an un-

usual request he received on his "Juke Box Favorites": "Along with the request she enclosed a nickel for the WBAP 'Juke Box.' We played the tune and returned her nickel." . . . Jay Michael, WCAE, Pittsburgh, conducts a quarter-hour devoted to "shut-ins" every afternoon. This past week at the request of the Supervisor of Nurses at the local hospital, he went out to personally meet his friends. . . . Ray Read Jr., KSF, Nacogdoches, Tex., tells us that the junior set is requesting "Christmas Dragnet" on his "Kid-die Story Hour" and that the adults, too, are excited about it.

Change of Theme

Bea Kalmus resumes her deejay interview show on a six-time-weekly sked from the Basin Street night spot which will be broadcast via WABC, New York. . . . Wayne Raney has just started a one-hour deejay show from his home at Heber Springs, Ark., over KWCB, Searcy, Ark. . . . Ray Howard, KIOA, Des Moines, Ia., has moved to WMT, Cedar Rapids, Ia., to do a midnight-to-dawn show.

YESTERYEAR'S TOPS—

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

JANUARY 1, 1944:

1. Paper Doll
2. My Heart Tells Me
3. I'll Be Home for Christmas
4. People Will Say We're in Love
5. They're Either Too Young or Too Old
6. Oh, What a Beautiful Morning
7. Shoo-Shoo Baby (Andrews Sisters)
8. Shoo-Shoo Baby (Morse)
9. White Christmas
10. Pistol Packin' Mama

JANUARY 1, 1949:

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. Far Away Places
9. Lavender Blue
10. Cuanto Le Gusta

Tennessee Ernie Figures in Suit

HONOLULU, Dec. 26.—Tennessee Ernie's name figures in the \$5,900 damage suit filed last week in Circuit Court by the Employees Association of the 14th Naval District, operator of the Civilian Employees Club at Honolulu Airport near Pearl Harbor. It is alleged that Ernie's appearance at the club's floor show on November 14 was so brief that the customers left, too, and the whole affair was a "distinct and complete flop."

The suit was against Ralph Yempuku, Honolulu sports and entertainment promoter. Patrons walked out to the extent that 800 to 900 customers, normal for a Saturday night, were reportedly reduced to 175.

The club's usual income of \$1,400 from food dropped to \$500, it is further alleged. The association asks \$5,000 in damages for the reputation of the club and \$900 for loss of income.



A SENSATIONAL New Trio
with a SENSATIONAL First Release!

THE MARY KAYE TRIO

on the Latin bombshell
TOREADOR and
DO YOU BELIEVE IN DREAMS?
20/47-5586

TERRIFIC backing by Harry Geller and his Orchestra

His biggest pop tune since
"Bluebird of Happiness"

JAN PEERCE

singing a great standard
WHEN YOUR OLD WEDDING RING
WAS NEW and
IF YOU LOVE ME
20/47-5580

with Henri Rene and his Orchestra



NEW RELEASES

RCA Victor—Release #54-1

POPULAR

WHEN YOUR OLD WEDDING RING WAS NEW
IF YOU LOVE ME (Really Love Me)

Jan Peerce with Henri Rene
and his Orch.20-5580 (47-5580)*

TOREADOR
DO YOU BELIEVE IN DREAMS

Mary Kaye Trio Accompanied by
Harry Geller's Orch.20-5586 (47-5586)*

PETITE WALTZ
OKLAHOMA BOOGIE

Louis Bashell and his Silk
Umbrella Orch.20-5583 (47-5583)*

COUNTRY/WESTERN

CHEATED OUT OF LOVE
LOVE TRAP

Johnnie and Jack, The Tennessee
Mountain Boys20-5581 (47-5581)*

I GOT MY FIRST KISS LAST NIGHT
THAT AIN'T IN ANY CATALOG

Sunshine Ruby20-5582 (47-5582)*

THE RED DECK OF CARDS
DECK OF CARDS

Pee Wee King and his Band
Recitation by Pee Wee
King20-5587 (47-5587)*

RHYTHM/BLUES

BAD HANGOVER
FISH TAIL BLUES

Squire Walton20-5584 (47-5584)*

I'M SUCH A FOOL OVER YOU
I'M IN BAD SHAPE

Bobby Prince with Orch.20-5585 (47-5585)*

* 45 rpm cat. nos.
** 33 1/2 rpm cat. nos.

ALBUMS

AROUND THE WORLD IN MUSIC—Ireland

Gene Terry "The Irish Minstrel"
with Orch.EPB-3148* LPM-3148**

MAY I SING TO YOU

Eddie Fisher Salutes Some of the
Great Singers of Our Time
Eddie Fisher with Hugo Winter-
halter and his
Orch.EPB-3185* LPM-3185**

THE AMES BROTHERS

The Ames Brothers with Hugo
Winterhalter and his
Orch.EPB-3186* LPM-3186**

"THAT OLD EARTHA"

Eartha Kitt with Henri Rene
and his Orch.EPB-3187* LPM-3187**

I BELIEVE

Perry Como with Orch. & Chorus
under dir. of Hugo Winterhalter
Mitchell Ayres, Ray
Charles Chorus. EPB-3188* LPM-3188**

AROUND THE WORLD IN MUSIC—Puerto Rico

Rafael Munoz and his
Orch.EPBT-3049* LFT-3049**

FAVORITE GERMAN MARCHES

Brass Band under dir. of Hans
Felix Husadel. EPBT-3051* LFT-3051**

SHOW BIZ

By Abel Green and Joe Laurie, Jr.
Narrated by George
Jessel.EOD-1011* LOC-1011**

* 45 rpm cat. nos.
** 33 1/2 rpm cat. nos.

BEST SELLERS

POPULAR

Oh! My Pa-Pa/Until You Said Goodbye

Eddie Fisher20-5552 (47-5552)

You Alone/Pa-Paya Mama

Perry Como20-5447 (47-5447)

The Creep/Just One More Chance

The Three Suns20-5553 (47-5553)

Stranger in Paradise/I Love Paris

Tony Martin20-5535 (47-5535)

Many Times/Just To Be With You

Eddie Fisher20-5453 (47-5453)

Boogie Woogie Maxixe/I Can't Believe That

You're in Love With Me
Ames Brothers20-5530 (47-5530)

You, You, You/Once Upon a Tune

Ames Brothers20-5325 (47-5325)

You-Ewe-U/Hay Shmo!

Homer & Jethro20-5555 (47-5555)

C'est Si Bon/African Lullaby

Eartha Kitt20-5358 (47-5358)

The Velvet Glove/Elaine

Hugo Winterhalter-Henri
Rene20-5405 (47-5405)

Changing Partners/Think

Dinah Shore20-5515 (47-5515)

I Believe/Onward, Christian Soldiers

Perry Como20-5571 (47-5571)

Stella By Starlight/High on a Windy Hill

Hugo Winterhalter20-5547 (47-5547)

Mama's Gone, Goodbye/The Hole in the Bottle

Sunny Gale-Du Droppers.20-5543 (47-5543)

Act of Contrition/Goodnight, Sweet Jesus

Perry Como20-5572 (47-5572)

COUNTRY/WESTERN

I Forgot More Than You'll Ever Know/Rock-A-Bye

Boogie
Davis Sisters20-5345 (47-5345)

Changing Partners/Bimbo

Pee Wee King20-5537 (47-5537)

I Really Don't Want To Know/I'll Never Get

Over You
Eddy Arnold20-5525 (47-5525)

Birmingham Jail/Wabash Walk

Slim Whitman20-5557 (47-5557)

Invisible Hands/I'm Glad I'm on the Inside

Hank Snow-Blackwood Bros.
Quartet20-5548 (47-5548)

If I Never Get to Heaven/Mama, Come Get Your

Baby Boy
Eddy Arnold20-5415 (47-5415)

When Mexican Joe Met Jole Blon/No Longer a

Prisoner
Hank Snow20-5490 (47-5490)

I'll Never Close My Heart to You/When You

Say Yes
Hawkshaw Hawkins20-5549 (47-5549)

How's the World Treating You/Free Home

Demonstration
Eddy Arnold20-5305 (47-5305)

Robe of Calvary/I Found a Friend

George Beverly Shea20-5566 (47-5566)

RHYTHM/BLUES

Don't Get Around Much Anymore/Water Boy

Four Tunes20-5532 (47-5532)

I'm Alone/Tears of Joy

Bertice Reading20-5567 (47-5567)

Don't Stop Now/Get It Off Your Mind

The Robins20-5561 (47-5564)

* 45 rpm cat. nos.
** 33 1/2 rpm cat. nos.



The Billboard's Music Popularity Charts

... For Week Ending December 26

Territorial Best Sellers (Popular)

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.

Dallas-Fort Worth...Y'All Come Bing Crosby, Decca 28969
Milwaukee...Till We Two Are One G. Shaw, Decca 28937

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. Ebb Tide
F. Chacksfield, London
3. Changing Partners
K. Starr, Capitol
4. Stranger in Paradise
T. Bennett, Columbia
5. Stranger in Paradise
Four Aces, Decca
6. Oh, My Papa
E. Fisher, Victor
7. Vaya Con Dios
L. Paul & M. Ford, Capitol

Boston

1. Oh, My Papa
E. Fisher, Victor
2. Oh, Mein Papa
E. Calvert, Essex
3. Changing Partners
K. Starr, Capitol
4. Santa Baby
E. Kitt, Victor
5. That's Amore
D. Martin, Capitol
6. Stranger in Paradise
Four Aces, Decca

Buffalo

1. Oh, My Papa
E. Fisher, Victor
2. Santa Baby
E. Kitt, Victor
3. Rags to Riches
T. Bennett, Columbia
4. Stranger in Paradise
T. Bennett, Columbia
5. Vaya Con Dios
L. Paul & M. Ford, Capitol
6. That's Amore
D. Martin, Capitol
7. Eh Cumpari
J. La Rosa, Cadence
8. Changing Partners
K. Starr, Capitol

Chicago

1. Oh, Mein Papa
E. Calvert, Essex
2. Oh, My Papa
E. Fisher, Victor
3. Santa Baby
E. Kitt, Victor
4. Stranger in Paradise
T. Martin, Victor
5. That's Amore
D. Martin, Capitol
6. Christmas Dagnet
S. Freberg, Capitol
7. Istanbul
Four Lads, Columbia
8. Marie
Four Tunes, Jubilee

Cincinnati

1. Rags to Riches
T. Bennett, Columbia
2. Oh, My Papa
E. Fisher, Victor
3. Ricochet
T. Brewer, Coral
4. Changing Partners
P. Page, Mercury
5. Santa Baby
E. Kitt, Victor

6. You, You, You
Ames Brothers, Victor
7. That's Amore
D. Martin, Capitol
8. Stranger in Paradise
Four Aces, Decca
9. Stranger in Paradise
T. Bennett, Columbia
10. Heart of My Heart
D. Cornell, A. Dale, J. Desmond, Coral

Cleveland

1. Oh, My Papa
E. Fisher, Victor
2. Changing Partners
P. Page, Mercury
3. Stranger in Paradise
T. Bennett, Columbia
4. That's Amore
D. Martin, Capitol
5. Santa Baby
E. Kitt, Victor

Da'las-Ft. Worth

1. Rags to Riches
T. Bennett, Columbia
2. Santa Baby
E. Kitt, Victor
3. Eh Cumpari
J. La Rosa, Cadence
4. Y'All Come
Bing Crosby, Decca
5. Oh, My Papa
E. Fisher, Victor
6. That's Amore
D. Martin, Capitol
7. Christmas Dagnet
S. Freberg, Capitol
8. Stranger in Paradise
Four Aces, Decca
9. You, You, You
Ames Brothers, Victor

Denver

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. Ebb Tide
F. Chacksfield, London
6. Changing Partners
P. Page, Mercury

Detroit

1. Oh My Papa
E. Fisher, Victor
2. That's Amore
D. Martin, Capitol
3. Santa Baby
E. Kitt, Victor
4. Stranger in Paradise
Four Aces, Decca
5. Changing Partners
P. Page, Mercury
6. Heart of My Heart
D. Cornell, A. Dale, J. Desmond, Coral

Kansas City, Mo.

1. Rags to Riches
T. Bennett, Columbia
2. Ricochet
T. Brewer, Coral

3. Ebb Tide
F. Chacksfield, London
4. Changing Partners
P. Page, Mercury
5. That's Amore
D. Martin, Capitol
6. Many Times
E. Fisher, Victor
7. Oh My Papa
E. Fisher, Victor
8. Eh Cumpari
J. La Rosa, Cadence
9. Istanbul
Four Lads, Columbia

Los Angeles

1. Santa Baby
E. Kitt, Victor
2. That's Amore
D. Martin, Capitol
3. Rags to Riches
T. Bennett, Columbia
4. Oh My Papa
E. Fisher, Victor
5. Ebb Tide
F. Chacksfield, London
6. Stranger in Paradise
T. Bennett, Columbia
7. Stranger in Paradise
T. Martin, Victor
8. Eh Cumpari
J. La Rosa, Cadence
9. Ricochet
T. Brewer, Coral
10. Secret Love
Doris Day, 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. Stranger in Paradise
Four Aces, Decca
6. Changing Partners
P. Page, Mercury
7. Christmas Dagnet
S. Freberg, Capitol
8. Till We Two Are One
G. Shaw, Decca

New Orleans

1. Oh My Papa
E. Fisher, Victor
2. Changing Partners
K. Starr, Capitol
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. Santa Baby
E. Kitt, Victor

New York

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

Philadelphia

1. Heart of My Heart
Four Aces, Decca
2. Rags to Riches
T. Bennett, Columbia
3. Oh My Papa
E. Calvert, Essex
4. Oh My Papa
E. Fisher, Victor

5. Stranger in Paradise
T. Bennett, Columbia
6. Stranger in Paradise
Four Aces, Decca
7. Ebb Tide
F. Chacksfield, London
8. Changing Partners
P. Page, Mercury
9. Ricochet
T. Brewer, Coral
10. That's Amore
D. Martin, Capitol

Pittsburgh

1. Santa Baby
E. Kitt, Victor
2. Oh Mein Papa
E. Calvert, Essex
3. Oh My Papa
E. Fisher, Victor
4. Robe of Calvary
J. Corey, Columbia
5. Stranger in Paradise
Four Aces, Decca
6. Stranger in Paradise
T. Bennett, Columbia
7. Christmas Dagnet
S. Freberg, Capitol
8. That's Amore
D. Martin, Capitol

St. Louis

1. Oh My Papa
E. Fisher, Victor
2. Santa Baby
E. Kitt, Victor
3. That's Amore
D. Martin, Capitol
4. Oh Mein Papa
E. Calvert, Essex
5. Ave Maria
Liberace, Columbia
6. Changing Partners
P. Page, Mercury
7. Stranger in Paradise
T. Martin, Victor
8. Ebb Tide
F. Chacksfield, London

San Francisco

1. Eh Cumpari
J. La Rosa, Cadence
2. Ricochet
T. Brewer, Coral
3. Rags to Riches
T. Bennett, Columbia
4. That's Amore
D. Martin, Capitol
5. Oh My Papa
E. Fisher, Victor
6. Ebb Tide
F. Chacksfield, London
7. Vaya Con Dios
L. Paul-M. Ford, Capitol

Seattle

1. Story of Three Loves
Liberace, Columbia
2. That's Amore
D. Martin, Capitol
3. Rags to Riches
T. Bennett, Columbia
4. Love Walked In
Hilltoppers, Dot
5. Oh My Papa
E. Fisher, Victor
6. Changing Partners
P. Page, Mercury
7. Christmas Dagnet
S. Freberg, Capitol

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. Ebb Tide
F. Chacksfield, London
6. Changing Partners
P. Page, Mercury
7. Stranger in Paradise
Four Aces, Decca
8. Eh Cumpari
J. La Rosa, Cadence
9. Istanbul
Four Lads, Columbia
10. You, You, You
Ames Brothers, Victor

★ New Song

★★ New Star

★★★ New Label

★ "That's What A Girl Appreciates!"

Sung by

★★ DENISE LOR

PAVIS RECORD NO. 101

★★★ PAVIS RECORDS

a subsidiary of

PHIL DAVIS MUSICAL

ENTERPRISES Inc.

1650 BROADWAY - N. Y. C.



America's Fastest
Selling Records!

Stay Hot With
Dot All Winter!

The Hilltoppers Sing
TO BE ALONE
and
LOVE WALKED IN

Dot 15105



THE LABEL WITH
A FUTURE...

3208 So. 84th St.
Philadelphia 42, Penna.

Deejays, please send for sample copy
if you have not already received one

SANDY STEWART'S
GREATEST!

"SATURDAY NIGHT"

b/w

"I'M GOING HOME"

5014



Manufactured by
GOTHAM RECORD CORP
1626 Federal St., Philadelphia 46, Pa.




"The finest sound on record"

Choice Music's
Christmas Hit

"BLUE CHRISTMAS"

was accidentally omitted from
ASCAP'S full page ad in the
Dec. 26th issue.

Powerful V-M

January-February Advertising Campaign
 makes 1954 "HAPPY YOU" Year
 Starting Now
 for Merchants handling

V-M PHONOGRAPHS

Your first quarter profit reaches a new high with V-M phonographs! V-M is launching the most powerful "exclusively phonograph" national consumer ad campaign you've ever seen. It means big buying-action, big profit for you. Your customers, wherever they are, will see, and act upon, one or more of these dynamic V-M advertisements. Are your customers in "big city" markets, are they teen-age record fans, or the quality-conscious negro market, or the big, rich suburban market? These striking V-M ads reach them *all!*

V-M JANUARY-FEBRUARY ADVERTISING

PUBLICATION	ON-SALE DATE	ADVERTISEMENT	CIRCULATION
Scholastic Roto	Jan. 1	1 col, B & W	1,000,000
Ebony	Jan. 9	½ page, B & W	454,077
Country Side Unit	Pathfinder Jan. 18	¾ page, B & W	4,111,190
	Farm Journal Jan. 25		
Scholastic Roto	Feb. 1	1 col, B & W	1,000,000
American Weekly	Feb. 7	½ page, 4 colors	9,379,112
Parade	Feb. 7	½ page, 4 colors	5,634,326
Ebony	Feb. 13	½ page, B & W	454,077
6 Publications	4 Jan. ads 4 Feb. ads	6 B & W ads 2 4-color ads	Total Circ. 22,032,782

Make the "Happy You" Year resolution to TIE IN and CASH IN with V-M National Advertising!

the only 4-SPEED portable phono!



V-M Model 121. World's smallest, lightest 4-SPEED portable phono. 4" Alnico 5 PM speaker custom-matched to case. Amazing tone quality, power!



V-M tri-o-matic® 990. World's smallest, lightest portable automatic phono. Tone arm has twin sapphire needles in new type ceramic cartridge. 4" x 6" PM speaker in lid.



V-M tri-o-matic 988 portable automatic phono



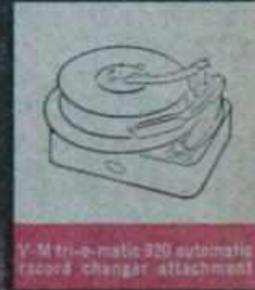
V-M tri-o-matic 972 table model automatic phono



V-M Model 120 4-SPEED record player attachment



V-M tri-o-speed 151 portable phonograph



V-M tri-o-matic 920 automatic record changer attachment



V-M CORPORATION
 BENTON HARBOR, MICHIGAN

THE VOICE



OF MUSIC

WORLD'S LARGEST MANUFACTURER OF PHONOGRAPHS AND RECORD CHANGERS EXCLUSIVELY

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The Billboard's Music Popularity Charts

PACKAGED RECORD BUYING GUIDE

Packaged Record Review Ratings

CLASSICAL LP'S

SYMPHONY

- BEETHOVEN: SYMPHONY NO. 3 (EROICA) (1-12")—Vienna Philharmonic; Wilhelm Furtwangler, Cond. RCA Victor LHMV 1044 78
- LISZT: A FAUST SYMPHONY; MAZEPPA (2-12")—L'Orchestre de L'Association des Concerts Colonne; George Sebastian, Cond.; Bavarian Symphony Ork; Kurt Graunke, Cond. Urania 606 67

CONCERTO

- BEETHOVEN: PIANO CONCERTO NO. 4 IN G (1-12")—Artur Schnabel, Pianist; Philharmonia Ork; Issay Dobrowen, Cond. RCA Victor LCT 1131 80
- BRAHMS: PIANO CONCERTO NO. 1 IN D MINOR (1-12")—Clifford Curzon, Pianist, Concertgebouw Ork; Eduard van Beinum, Cond. London LL 850 74

EXTENDED ORCHESTRAL WORKS

- RICHARD STRAUSS: DON QUIXOTE (1-12")—Pierre Fournier, Cellist; Vienna Philharmonic Ork; Clemens Krauss, Cond. London LL 855 75

INSTRUMENTAL

- BACH: ENGLISH SUITE NO. 6 IN D MINOR; SCHUMANN: KREISLERIANA, OP. 16 (1-12")—Walter Gieseking, Piano. Urania 7107 76
- BRAHMS: VARIATIONS ON A THEME OF PAGANINI; VARIATIONS ON A THEME OF HANDEL (1-12")—Sascha Gorodnitzki, Piano. Capitol P 8227 74
- SCHUMANN: DAVIDSBUNDLER DANCES, OP. 6 (1-12")—Walter Gieseking, Piano. Urania 7106 73
- SCHUMANN: FANTASIA IN C MAJOR, OP. 17; BRAHMS: VARIATIONS ON AN ORIGINAL THEME, OP. 21, NO. 1 (1-12")—Andor Foldes, Piano. Decca DL 9708 71
- OLD ENGLISH MASTERS (1-12")—Flor Peeters, Organist. Period SPL 578 62
- SIXTEENTH AND SEVENTEENTH CENTURY LUTE MUSIC (1-12")—Michel Podolski, Lutenist. Period SPL 577 55

POPULAR ALBUMS

INSTRUMENTAL

- AUTUMN LEAVES (1-10")—Ralph Sharon, Piano; Rhythm Accompaniment. London 842 72
- PARIS IN SONG (1-10")—Fela Sowande Rhythm Quintet. London 761 71
- MANHATTAN, VOLUME 1 (1-EP)—Stan Freeman and Cy Walter, Duo-pianists. Epic 7011 70

VOCAL

- JOHNNIE RAY'S GREATEST (1-EP)—Epic 7021 82
- I LOVE NEW YORK (1-10")—Pat Northrop, Vocal; Tony Burrello Piano. Riverside 8001 75
- GO! GO! GO! (1-EP)—The Treniers. Epic 7014 74
- GERSHWIN RARITIES, VOL. 1 (1-12")—Kay Ballard, Betty Gillett, David Craig, Vocalists; David Baker, John Morris, Pianists. Walden 302 65
- IDA COX SINGS (1-10")—Riverside 1019 64

DANCE BAND

- RUSS MORGAN ORK (1-EP)—Epic 7018 75
- GLENN MILLER ORK (1-EP)—Epic 7012 75
- STRIKE UP THE BAND (1-12")—Ted Heath and his music. London 750 73
- CAB CALLOWAY ORK (1-EP)—Epic 7016 72
- MUSIC FOR DANCING (1-10")—Wally Fryer and His Perfect Tempo Dance Ork. London 752 62
- SQUARE DANCES (1-10")—Jim Magill and His Northern Ramblers. London 1011 60

JAZZ

- STAN GETZ PLAYS (1-10")—Clef MGC 137 75
- JAZZ ON THE AIR (1-10")—Terry Gibbs Sextet; Milt Buckner Trio. Brunswick BL 58048 74
- THE CHASE AND THE STEEPCHASE (1-10")—Wardell Gray and Dexter Gordon. Decca DL 7025 73
- RED NORVO TRIO (1-10")—Fantasy 3-12 70
- NEW FACES—NEW SOUNDS (1-10")—Lou Donaldson, Clifford Brown. Blue Note 5030 70
- CHARLIE PARKER (1-12")—Alternate Masters, Vol. 2. Dial 905 65

CHILDREN'S RECORDS

- JUMP-A-JINGLES (1-78)—Tom Glazer. Columbia J 185 78
- JOSEPH HAYDN: HIS STORY AND HIS MUSIC (1-10")—Allin Robinson; Vox Symphony Orchestra and Chorus. Vox VL 2610 72
- STEPHEN FOSTER: HIS STORY AND HIS MUSIC (1-10")—Allin Robinson; Vox Music Masters Ork. Vox VL 2620 72

EXPLAINING THE REVIEW RATINGS

Each record or album listed under "Packaged Record Review Ratings" is reviewed and rated numerically according to its expected commercial potential within its own musical category. The rating of a record in one category should not be compared with a rating in another category.

Ratings: 90-100, tops; 80-89, excellent; 70-79, good; 40-69, satisfactory; 0-39, poor. Most records listed under "Review Ratings" are also commented upon elsewhere on this page.

Duplicates

New 'Eroica' Ranks High; Schnabel LP

How many versions of a standard classical work can sell?

That is a question which can't be answered hastily. Certainly it depends on the performance and the size of the following attracted to any particular interpreter. And for the major works in the literature there can be several valid interpretations whose merits are constantly argued by knowing collectors.

Three such works are up for consideration this week. Beethoven's Third Symphony, with listings well over the dozen mark, has been issued in a powerful new reading by Wilhelm Furtwangler and the Vienna Philharmonic. Never fear, this one will sell, too, even if it doesn't cause a long line to form at the counter. And those who remember Artur Schnabel's Beethoven performances will quickly by-pass others in favor of his reading of the Fourth Piano Concerto in G, a true collectors' item. Brahms' First Piano Concerto, awarded somewhat less attention by diskeries, is offered in a near equally strong performance by Clifford Curzon. This will impress those who like their music solid, approached with intelligence and understanding.

A welcome new LP is London's entry of Richard Strauss' Don Quixote. It's of undoubted excellence and, with Pierre Fournier's name on the set as solo cellist, should do mighty well commercially. Is Horowitz.

Easy Listenin' 88'ers Portray Cities, Seasons

The week's releases contain a number of disks devoted to describing cities and seasons in musical terms. London has issued two such, both of them 10-inch LP's. One presents British pianist Ralph Sharon in an album titled Autumn Leaves, comprising such standards as "Shine On, Harvest Moon" and "Indian Summer." Sharon is modern and tasteful in his piano style. The second London disk is Paris in Song, done by the Fela Sowande Rhythm Quintet, and containing such items as "La Vie en Rose," "Autumn Leaves," "C'est Si Bon" and "April in Portugal." The rhythmic pattern is quiet on these performances—evoking a mood.

Columbia's Epic label has released an EP titled Manhattan, Vol. 1, featuring the duo-piano work of Stan Freeman and Cy Walter. These virtuosos do "Autumn in New York," "Stompin' at the Savoy," "Chinatown" and "There's a Boat That's Leavin' Soon for New York"—tunes calculated to catch some of the varied color of the big city. Free-

(Continued on page 33)

Progressive Jazz

New Releases Point Up Style Differences of Cool Combos

Six recent collections of progressive jazz well describe the distinct lines of separation between one group's style and another's, but all within the broad category of progressive or modern jazz. As usual, the smaller disk firms seem to come thru with either the best or most unusual material in this field. The majors, however, have cottoned to the market and are deliveting material which the true collectors should also want.

Clef Records' album, Stan Getz Plays, should satisfy the insatiable hunger of Getz fans—and there are many—for more slicings by the tenor star. Some of these selections have been issued as singles. Brunswick and Decca have each cut some material in ad lib style via Jazz on the Air and The Chase and the Steeplechase, respectively. The former features the Terry Gibbs Sextet and Milt Buckner Trio, both fine combos, while the latter package is a concert taping of Wardell Gray and Dexter Gordon staging a battle of the saxophones.

Blue Note's New Faces—New Sounds series has added the fine

trumpet work of Clifford Brown and the superb alto sounds purveyed by Lou Donaldson. Both are young men with great futures. The Red Norvo Trio package on Fantasy is a collection of standard ballads done by Norvo, guitarist Jimmy Raney and bassist Red Mitchell. Dial has found another group of Charlie Parker performances which only the died-in-the-wool fans will really want. It's part of the label's series of alternate masters packages. Parker is great, of course, even on the stuff not suitable, originally, for release.

Joe Martin.

Instrumental Schumann by Gieseking Is Urania 'Coup'

Once more the major piano works of Schumann highlight current keyboard releases. Some of these are not mere repetitions, but some of the best recordings of that composer to become available. An early work, the Davidsbündler Dances, has been issued before, but customers who did not buy any of the earlier versions will be glad that they waited for Walter Gieseking's recording of it, now available from Urania.

The great German pianist is also to be heard in Schumann's Kreisleriana, which, like the Dances, is a group of short pieces loosely strung together in the form of a suite.

Great as the technical and interpretative demands of these works are, it would seem that only the keyboard wizardry of a Gieseking successfully could overcome them, as he does so superbly here. Coupled with the "Kreisleriana" is Bach's English Suite No. 6, which stands on the same high level as other well-known Bach performances by Gieseking.

Andor Foldes has recorded another great piano work of Schumann's for Decca, the Fantasia in C Major, Op. 17. Springing from the same romantic vein, but tempered by the composer's somewhat cooler, intellectual approach, Brahms' Variations On An Original Theme, Op. 21, complement the "Fantasia" appropriately. The latter is an LP "first."

Of unusual musicological interest is an album from Period, featuring organ music of Old English Masters of the Sixteenth, Seventeenth and Eighteenth Centuries. The distinguished Dutch organist, Flor Peeters, has drawn outstanding examples from the rich literature written for the organ in those centuries when it was truly the "Queen of the instruments." Delving even farther into the past, Michel Podolski has collected a fascinating group of solo works for the lute. The composers represented are from Spain, Italy, France and Germany and date back to the Sixteenth and early Seventeenth Centuries.

Gary Kramer.

Miller, Morgan, Calloway, Heath Albums Offered

Much additional disk material, both new and old, has been issued for the people seeking good dance music. Columbia, for example, has gleaned several good packages from its catalog and issued them on EP via the Epic label. Both the Glenn Miller and Russ Morgan packages contain four tunes well-identified with each band, tho the Miller material is not quite up to what is already available on other labels. Because of the film, "Glenn Miller Story," the package should do well enough.

The Morgan stuff, however, includes four of his best and most familiar selections. Transfer to EP has been fairly well accomplished. Epic has also come thru with a Cab Calloway set which includes such standards as "Minnie the Moocher" and "St. James Infirmary."

London has collected some fairly recent Ted Heath ork waxings and put them together in a 12-inch LP package. All fine danceable selections, this makes the fifth LP package by the ork and should please both the Heath fans and those who want good, swiny dance music.

The same label offers two smartly packaged sets in Square Dances as performed by the Canadian Jim Magill group, and strict tempo waltzes and fox-trots by Wally Fryer's Ork. The latter set is called Music for Dancing—just what it is.

Joe Martin.

Programing Holds Key to Pop Package Potential

No matter how important couplings are on 78 r.p.m. records, programing on EP's and LP's can be crucial, and very often successfully sells artists and material who would not do nearly so well on 78's. Several types of programing with commercial appeal are demonstrated in a group of recently released Epic and Riverside EP's and LP's.

With a catalog of hits like those of Johnnie Ray, there would seem to be little problem in assembling a powerful package. The intense mood of material like

"Cry" and "Little White Cloud That Cried," however, could be overwhelming and are wisely interspersed here with material in a varied mood, like "Whiskey and Gin" and "Tell the Lady I Said Goodbye."

A well-rounded package is a new EP featuring The Treniers. It starts off with a bang and sustains a frantic, delirious pace thru all four numbers. Outstanding are the vocals by Milt and Cliff Trenier, backed by the Gene

(Continued on page 33)

Disk Fare for Tots to 'Teens

One of the best of recent participation records for the younger fry is Tom Glazer's Jump-A-Jingles on Columbia. It comprises a group of short rhythmic jingles sung by Glazer, who has a very happy voice. The jingles themselves are full of fun

and nonsensical enough to evoke immediate reactions from youngsters. It's a good one to recommend and may need the recommendation, since the cover is not striking enough to stand out against some of the kiddie competition.

Geared for a higher level are two more 10-inch LP's from Vox in its series of the lives and music of great composers. They deal with Stephen Foster and Joseph Haydn. Like others in the series, they are well-edited and presented, blending music and narration (by Allin Robinson, better known as radio's Answer Man) effectively.

Nev Gehman.

The Billboard's Music Popularity Charts

TOP C & W RECORDS

... For Week Ending December 26

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.

This Week	Last Week	Weeks on Chart
1. THERE STANDS THE GLASS—W. Pierce.....	1	11
I'm Walking the Dog—Dec 28834—BMI		
2. LET ME BE THE ONE—H. Locklin.....	2	15
I'm Tired of Bumming Around—Four Star 1641—BMI		
3. I FORGOT MORE THAN YOU'LL EVER KNOW— Davis Sisters.....	3	21
Rock-A-Bye Boogie—V 20-5345—BMI		
4. BIMBO—J. Reeves.....	5	3
Gypsy Heart—Abbott 148—BMI		
5. WAKE UP IRENE—H. Thompson.....	4	4
Go Cry Your Heart Out—Cap 2629—BMI		
6. CARIBBEAN—M. Torok.....	6	20
Weep Away—Abbott 140—BMI		
7. DEAR JOHN LETTER—J. Shepard-F. Huskey.....	9	23
I'd Rather Die Young—Cap 2502—BMI		
8. YOU ALL COME—A. Duff.....	—	2
Poor Ole Teacher—Starday 104—BMI		
9. WHEN MEXICAN JOE MET JOLE BLON—H. Snow....	8	6
No Longer a Prisoner—V 20-5490—BMI		
9. HEY JOE—Carl Smith.....	10	24
Darlin' Am I the One?—Col 21129—BMI		

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.

This Week	Last Week	Weeks on Chart
1. THERE STANDS THE GLASS—W. Pierce.....	2	11
Dec 28834—BMI		
2. LET ME BE THE ONE—H. Locklin.....	1	18
Four Star 1641—BMI		
3. BIMBO—J. Reeves.....	5	5
Abbott 148—BMI		
4. I FORGOT MORE THAN YOU'LL EVER KNOW— Davis Sisters.....	3	19
V 20-5345—BMI		
5. TAIN'T NICE—Carlises.....	10	6
Mercury 70232—BMI		
6. WAKE UP IRENE—H. Thompson.....	9	2
Cap 2646—BMI		
7. CARIBBEAN—M. Torok.....	7	18
Abbott 140—BMI		
8. I'M WALKING THE DOG—W. Pierce.....	4	9
Dec 28834—BMI		
8. CHANGING PARTNERS—P. W. King.....	—	1
V 20-5543—BMI		
10. WEARY BLUES FROM WAITIN'—H. Williams.....	—	2
M-G-M 11574—BMI		

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.

This Week	Last Week	Weeks on Chart
1. LET ME BE THE ONE—H. Locklin.....	2	10
Four Star 1641—BMI		
2. I FORGOT MORE THAN YOU'LL EVER KNOW— Davis Sisters.....	1	17
V 20-5345—BMI		
3. THERE STANDS THE GLASS—W. Pierce.....	3	9
Dec 28834—BMI		
4. CARIBBEAN—M. Torok.....	4	15
Abbott 140—BMI		
5. DEAR JOHN LETTER—J. Shepard-F. Huskey.....	5	20
Cap 2502—BMI		
6. I'M WALKING THE DOG—W. Pierce.....	6	10
Dec 28834—BMI		
7. HEY JOE—Carl Smith.....	7	23
Col 21129—BMI		
8. NORTH WIND—S. Whitman.....	9	4
Imperial 8208—BMI		
9. TENNESSEE WIG-WALK—Bonnie Lou.....	7	8
King 1237—BMI		
9. BIMBO—J. Reeves.....	10	3
Abbott 148—BMI		



Kitty Wells'

I GAVE MY WEDDING DRESS AWAY

b/w

Cheatin's A Sin

Decca 28931

Jimmie Skinner's

I'M ALLERGIC TO YOUR KISSES

b/w

BABY, I COULD CHANGE MY WAYS

Decca 28910



The Billboard's Music Popularity Charts

... for Week Ending December 26

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.

None This Week.

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. Let Me Be the One
H. Locklin, Four Star
2. I Forgot More Than You'll Ever Know
Davis Sisters, Victor
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. North Wind
S. Whitman, Imperial
7. You All Come
A. Duff, Starday
8. Satisfaction Guaranteed
C. Smith, Columbia
9. Caribbean
M. Torok, Abbott
10. Hey Joe
C. Smith, Columbia

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

- Dallas-Ft. Worth
1. You All Come
A. Duff, Starday
2. Wake Up Irene
H. Thompson, Capitol
3. There Stands the Glass
W. Pierce, Decca
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. I Forgot More Than You'll Ever Know
Davis Sisters
9. Reindeer Boogie
H. Snow, 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. Cheatin's a Sin
K. Wells, Decca
7. I Forgot More Than You'll Ever Know
Davis Sisters, Victor
8. Kiss Me Big
Tennessee Ernie, Capitol
9. Tain't Nice
Carlisle, Mercury
10. Run 'Em Off
O. Wheeler, Okeh

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with Jim Reeves Reciting
hitting with
"I LOVE YOU"
b/w
"I WANT YOU YES"
Fabor #101
Thanks to DJ's and Ops
FABOR RECORDS
6636 Hollywood Blvd. Hollywood 28, Calif.



Houston

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

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. When Mexican Joe Met Jole Blon
H. Snow, Victor
6. Sorrow and Pain
Davis Sisters, Victor
7. I Forgot More Than You'll Ever Know
Davis Sisters, Victor
8. I'm Walking the Dog
W. Pierce, Decca
9. Let Me Be the One
H. Locklin, Four Star
10. Tennessee Wig-Walk
B. Lou, King

C & W Record Reviews

Continued from page 18
Should do well wherever the old-time fiddler is still appreciated. (Bob Miller, ASCAP)
Rubber Dolly... 71
An even more animated side. This is a traditional tune that offers the fiddler a marvelous opportunity to display his technique. Good for dancing too. (P.D.)
LOUIE INNIS
You've Got It... 73
KING 1298—Good piece of rhythmic material with a lyric which should do well in the coin machines. Innis is effective. (Mar-Kay, BMI)
I Got a Round Trip Ticket... 70
Standard melody line and simple lyric make for an okay dinking in rhythm fashion. (Mar-Kay, BMI)
BILL DUDLEY
The Best Way Out... 72
CAPITOL 2662—Material here is interesting and Dudley lends credence with his emotional reading. (Beechwood, BMI)
If I Cry... 70
Okay material and a better-than-okay reading by Dudley, who has a sound. (Acuff-Rose, BMI)
GRADY MARTIN
Mexicall Rose... 70
DECCA 28987—Pleasant handling of the oldie in the hokey Slew Foot Five style. Buddy Hall again turns in a warm vocal. (Cole, BMI)
Bimbo... 70
Rather late coverage of this big country tune, but it's a very good one. Those who have been waiting in hopes that there would be a Martin disk won't be disappointed. (Fairway, BMI)
AMBER SISTERS
Look What Followed Me Home... 70
CAPITOL 2684—Cute material with a clever tag line is nicely warbled by the fem duo. (Earl Barton, BMI)
So Tired of Your Russian' Round... 68
A good Martha Carson verse-chorus item in a tempo like rumba blues is done by the team in a well blanded reading, but lacking the spark to make it hit class. (Acuff-Rose, BMI)
GENE STEWART
Empty Seat in the Bar Room Booth... 67
DECCA 28959—Rhythm ditty is both danceable and listenable. The oke, at times, seems better than Stewart. (Ridgway, BMI)
I Want You... 67
Here the material is a ballad, but the result is about the same. (Peer, BMI)
GEORGE McCORMICK
I Guess You Don't Care... 67
M-G-M 11636—McCormick delivers an average reading of a fairly routine weeper ballad.
Hi There, Sweet Thing... 65
Neat little bounce item gets an okay reading.

FOLK TALENT AND TUNES

By JOEL FRIEDMAN

Red Garrett takes off on a three-week tour of Texas, Oklahoma and Kansas come January 5, after playing a string of dates thruout Kansas and Florida during November and December. The lineup of artists covering "Red Deck of Cards" keeps growing, with Pee Wee King the latest to record the song. Jack Davis and the Westernaires headlined the bill at the Marshall Jamboree, Marshall, Tex., recently playing to top-heavy crowds. Rex Allen played a heavy week of Christmas benefits in Los Angeles, making four appearances at hospitals in the area. Rex continues his heavy schedule of picture work over at Republic Pictures also. Cleveland's Hill-billy Jamboree from the Circle Theater has Darrell Glenn, the Davis Sisters, Marty Roberts and Nelson King set for future personal appearances. Attendance at the shows continues to grow by leaps and bounds at every performance, we learn. Plans being formulated for a return of the "Red Jones" show via KTAE, Taylor, Tex., with Red scheduled to tape the show during his sojourn in the Army. Red will air his two-hour country spot while on leave this month, working once again with the Jimmy Heap band in addition. Looks like the Lee Bonds Fan Club is playing cupid, with Bill Martin of Atlanta, and Dean Hooks of the club's Texas branch set to walk the middle aisle at the Midway Jamboree in Gadsden, Ala., shortly. Tom Browne and Cactus Pete report The Carol Sisters etching of "Baby, Why Don't You Stop Teasin' Me" is breaking loose in Charlotte. The Ralston Purina Co. will be picking up the tab for the Eddy Arnold radio show on the Great Western Network of 10 NBC affiliate stations starting January 4. Show will be aired in Utah, Idaho and Montana for 52 weeks. A. N. Cooke, of the sales staff of radio station WLS, Chicago, passed away recently after a brief illness. Jerry Hewell has started a new show, "Rhythm Roundup" via WTJH, East Point, Ga. Armand Baum has joined the staff of Jamboree Music and will work out of the firm's Nashville office. Glen Stutsman airing his

Melody Ranch show three hours daily via KYOU, Greeley, Colo., in addition to live work with his Trail Riders. Group plays personal appearances thruout Wyoming and Colorado and a regular Saturday monthly dance in Greeley. Don Pierce, of Starday Records, now issuing dj records on 45's that are available to all c&w jockies. Elton Britt bedded down with virus pneumonia at Phaneuf Memorial Hospital, Brockton, Mass. Elton would sure appreciate a get-well card from his host of friends. Curley Gold and his Texas Tune Twisters played the Fort Miley Veterans' Hospital, San Francisco, recently. Kenny Roberts slated for his first release on Dot Records around the middle of January. Slim Bryant and His Wildcats previewed their new television via KDTV, Pittsburgh, Pa., last week, with early reports indicating it was a great success. Slim has been writing commercial jingles lately, with a number of super-markets, breweries and a dairy association among his accounts. The Davis Sisters back from a series of dates in New Orleans during which they played with Ray Price and Autry Inman. Eddy Arnold, along with Bob McCluskey, c&w sales topper at RCA Victor, visited Los Angeles last week, and then on down to San Diego for a series of dates on the West Coast. Carolina Cotton planned out of Los Angeles last week, with a plane-load of Christmas cheer for the armed forces overseas. Carolina will tour Iceland, Italy, France and North Africa. Johnny Bond now airing exclusively on the Town Hall show, Compton, Calif. Appearing with Johnny are Tex Ritter, Wes and Marilyn Tuttle, Joe Maphis and Rose Lee and a host of others. Colwell Brothers spending the Christmas holidays in Europe. Maunay George continues headlining the show over at the New Mexico Jamboree, Portales, N. M. Jimmie Davis rang down the curtain on '53 with a complete sell-out at the Big D Jamboree in Dallas recently. Bev Shea played to a total of 2,100 at his Montreal, Can., shindig recently with the overflow of 1,100 necessitating another performance later on in the evening.

Rhythm & Blues Record Reviews

Continued from page 18
BIG BOY CRUDUP
The War Is Over... 72
V 20-5361—Big Boy Crudup explains that the war is now over and he can come back to his woman on this pulsating blues effort. Performance and beat are strong; material is not very inspired. (Algonquin, BMI)
My Wife and Woman... 69
Same comment. (Mellie, BMI)
DON HILL
Oh! My Papa... 70
V 20-5361—Good coverage idea as Hill's saxophone leads the Gene Gilbeaux oke thru a smooth instrumental. (Shapiro-Bernstein, ASCAP)
Dino... 67
This is an original instrumental which shows off Hill's musicianship. (Mobile, BMI)
THE CHORDS
In the Woods... 70
GEM 211—A lively jump tune in which the lead singer invites his girl to a picnic in the woods. The group works up an impressive heat in spots. (BMI)
Daddy Loves Mommy... 66
A routine reading of some sentimental material concerning a happily married couple. (BMI)

Music as Written

Hollywood
Nelson Eddy has been set to wax a minimum of 50 sides for RCA Victor's Thesaurus, with Ted Paxson at the piano. Ben Selvin will supervise the dates. Jerry Colonna back in town after a six-day trek for the Hollywood Co-Ordinating Committee to help raise funds for the tornado victims in Mississippi. Pic star Ann Blyth waxing music for two albums prior to the birth of her first child. Slated are "Rose Marie" and "The Student Prince," which will be released on M-G-M records. Vet songscribe Harry Tobias and his wife, Sophie, celebrated their 30th wedding anniversary last week (23). Frank Devol signed to score a series of industrial films for the Mercury International Picture Company.
LEIFER AUTHORS
'LIL' ABNER' BOOK...
Fred Leifer is the author of the Lil' Abner Official Square Dance Handbook, just published by Toby Press. The book describes several dozen popular square dances and gives detailed instructions for terpers and short piano arrangement of the tunes.
TRIBUTE TO HWD.
BY TULSA ORK...
The Tulsa Philharmonic Orchestra, under the direction of H. Arthur Brown, has scheduled a "Tribute to Hollywood" performance for January 29 in Hollywood. Program will include music from M-G-M motion pictures, including "Quo Vadis" a Johann Strauss waltz and several Bach piano concertos. Guest soloists include Miklos Rozsa and M-G-M pianist Carl Post.

The Billboard's Music Popularity Charts

TOP R & B RECORDS

... For Week Ending December 26

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.

Washington, D. C.-Baltimore, Md.... Good, Good, Whiskey
A. Milburn, Aladdin 3218

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. Rags to Riches
Dominoes, King
5. Shake a Hand
F. Adams, Herald
6. Mad Love
M. Waters, Chess
7. I Had a Notion
J. Morris, Herald
8. You're So Fine
Little Walter, Checker
9. One Scotch, One Bourbon,
One Beer
A. Milburn, Aladdin
10. Drunk
J. Liggins, Specialty

Charlotte

1. Money Honey
C. McPhatter, Atlantic
2. Honey Hush
J. Turner, Atlantic
3. I'll Be True
F. Adams, Herald
4. Rags to Riches
Dominoes, King
5. I Had a Notion
J. Morris, Herald
6. Something's Wrong
Fats Domino, Imperial
7. Shake a Hand
F. Adams, Herald
8. The Feeling is So Good
Clovers, Atlantic
9. Drunk
J. Liggins, Specialty
10. One Scotch, One Bourbon,
One Beer
A. Milburn, Aladdin

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. Ain't It a Shame
L. Price, Specialty
6. Blues With a Feeling
Little Walter, Checker
7. Nadine
Coronets, Chess
8. Shake a Hand
F. Adams, Herald
9. Rosemary
Fats Domino, Imperial
10. Get It
Royals, Federal

Cincinnati

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

3. You're So Fine
Little Walter, Checker
4. Rags to Riches
Dominoes, King
5. One Scotch, One Bourbon,
One Beer
A. Milburn, Aladdin
6. Honey Hush
J. Turner, Atlantic
7. Christmas in Heaven
Dominoes, King
8. Shake a Hand
F. Adams, Herald
9. Five Forty Special
J. Weaver, De Luxe
10. Gee
Crows, Rama

Los Angeles

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

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. Feeling Good
Little Junior's Blue Flames,
Sun
9. Good Lovin'
Clovers, Atlantic
10. I Would if I Could
Ruth Brown, Atlantic

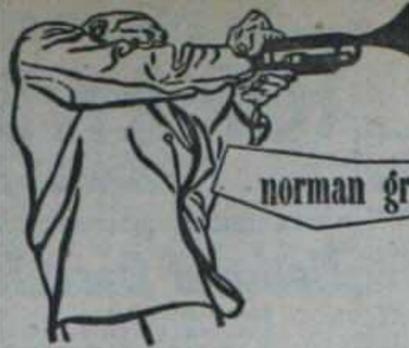
New York

1. Money Honey
C. McPhatter, Atlantic
2. TV is the Thing
D. Washington, Mercury
3. Santa Baby
E. Kitt, Victor
4. I Had a Notion
J. Morris, Herald
5. Marie
Four Tunes, Jubilee
6. One Scotch, One Bourbon,
One Beer
A. Milburn, Aladdin
7. Shake a Hand
F. Adams, Herald
8. I'll Be True
F. Adams, Herald
9. Don't Deceive Me
C. Willis, Okeh
10. Baby Doll
Marvin & Johnny, Specialty

Philadelphia

1. Rags to Riches
Dominoes, King
2. I'll Be True
F. Adams, Herald
3. Money Honey
C. McPhatter, Atlantic
4. Santa Baby
E. Kitt, Victor
5. I'm Just Your Fool
B. Johnson, Mercury

(Continued on page 30)



JAZZ

CLEF RECORDS

THE WORLD'S
GREATEST JAZZ

PRESENTS ITS LATEST RELEASES

JAM SESSION #3 (MGC4003)

JAM SESSION #4 (MGC4004)



COUNT BASIE



BUDDY RICH



FREDDIE GREENE

"Apple Jam"—"Ballad Medley" "Oh Lady Be Good"—"Blues for the Count"



STAN GETZ



WILLIE SMITH



HARRY EDISON

FEATURING

- STAN GETZ (Tenor)
WARDELL GRAY (Tenor)
BENNY CARTER (Alto)
WILLIE SMITH (Alto)
FREDDIE GREENE (Guitar)
BUDDY DeFRANCO (Clarinet)
COUNT BASIE (Piano, Organ)
BUDDY RICH (Drums)
HARRY EDISON (Trumpet)
JOHN SIMMONS (Bass)



WARDELL GRAY



BENNY CARTER



JOHN SIMMONS



BUDDY DeFRANCO



BILLIE HOLIDAY

MGC144—AN EVENING WITH BILLIE HOLIDAY

- | | |
|--------------------------|--------------------------|
| "STORMY WEATHER" | "YESTERDAYS" |
| "LOVER, COME BACK TO ME" | "TENDERLY" |
| "MY MAN" | "I CAN'T FACE THE MUSIC" |
| "HE'S FUNNY THAT WAY" | "REMEMBER" |

EP 190—AN EVENING WITH BILLIE HOLIDAY

- | | |
|--------------------------|--------------|
| "I CAN'T FACE THE MUSIC" | "MY MAN" |
| "REMEMBER" | "HE'S FUNNY" |

AND BILLIE'S LATEST SINGLE RELEASE

89096—"I CAN'T FACE THE MUSIC"
"REMEMBER"

CLEF'S LATEST SINGLES—JUST OUT

STAN GETZ



89090

"Cool Mix"
"Rustic Hop"

BUDDY DeFRANCO



89092

"Gold Nugget
Sam"
"Pyramid"

OSCAR PETERSON



89093

"Autumn in
New York"
"I Hear Music"

AL HIBBLER
with Leroy Lovett and
His Orchestra



89095

"I'm Getting
Sentimental
Over You"
"As Time Goes By"

CHARLIE PARKER



11101

"She Rote"
"K. C. Blues"

451 NO. CANON DRIVE
BEVERLY HILLS, CALIF.

CLEF RECORDS

522 FIFTH AVENUE
NEW YORK 36, N.Y.

Continued from page 29

- 6. Baby Doll
Marvin & Johnny, Specialty
- 7. Fat Daddy
D. Washington, Mercury
- 8. Memories
E. Bostic, King
- 9. Good Lovin'
Clovers, Atlantic
- 10. Marie
Four Tunes, Jubilee

- 9. Rags to Riches
Dominoes, King
- 10. Don't Deceive Me
C. Willis, Okeh

Washington - Baltimore

- 1. I'll Be True
F. Adams, Herald
- 2. Rags to Riches
Dominoes, King
- 3. Honey Hush
J. Turner, Atlantic
- 4. Money Honey
C. McPhatter, Atlantic
- 5. Don't Leave Me This Way
Fats Domino, Imperial
- 6. Good Good Whiskey
A. Milburn, Aladdin
- 7. I Had a Notion
J. Morris, Herald
- 8. Take Me Back
L. Hayes, Hollywood
- 9. My Girl Awaits Me
Castelles, Grand
- 10. These Foolish Things
Dominoes, Federal

St. Louis

- 1. Money Honey
C. McPhatter, Atlantic
- 2. Honey Hush
J. Turner, Atlantic
- 3. I'm Just Your Fool
B. Johnson, Mercury
- 4. Ain't It a Shame
L. Price, Specialty
- 5. Santa Baby
E. Kitt, Victor
- 6. TV is the Thing
D. Washington, Mercury
- 7. Banana Split
Kid King's Combo, Excello
- 8. Marie
Four Tunes, Jubilee

The Billboard's Music Popularity Charts
TOP R & B RECORDS

... For Week Ending December 26

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	10
Way I Feel—Atlantic 1096—BMI		
2. HONEY HUSH—J. Turner	2	15
Crawdada Hole—Atlantic 1001—BMI		
3. RAGS TO RICHES—Dominoes	4	6
Don't Thank Me—King 1280—ASCAP		
4. I'LL BE TRUE—F. Adams	5	7
Happiness to My Soul—Herald 419—BMI		
5. I HAD A NOTION—J. Morris	3	8
Just Your Way Baby—Herald 417—BMI		
6. SOMETHING'S WRONG—Fats Domino	9	2
Don't Leave Me This Way—Imperial 5262—BMI		
7. AIN'T IT A SHAME—Lloyd Price	10	5
Tell Me Pretty Baby—Specialty 452—BMI		
8. MARIE—Four Tunes	8	6
I Gambled With Love—Jubilee 5128—ASCAP		
9. DRUNK—J. Liggins	—	5
I'll Never Let You Go—Specialty 470—BMI		
10. SHAKE A HAND—F. Adams	6	20
I've Gotta Leave You—Herald 416—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	16
Atlantic 1001—BMI		
2. BLUES WITH A FEELING—Little Walter	7	10
Checker 780—BMI		
3. RAGS TO RICHES—Dominoes	—	1
King 1280—ASCAP		
4. MARIE—Four Tunes	2	6
Jubilee 5128—BMI		
4. TV IS THE THING—D. Washington	4	8
Mercury 70214—BMI		
6. I'LL BE TRUE—F. Adams	7	2
Herald 416—BMI		
6. YOU'RE SO FINE—Little Walter	—	1
Checker 785—BMI		
6. PLEASE DON'T LEAVE ME—Fats Domino	—	13
Imperial 5240—BMI		
9. SAVING MY LOVE FOR YOU—J. Ace	9	2
Duke 118—BMI		
10. TAKE ME BACK—L. Hayes	—	1
Hollywood 1003—BMI		
10. I HAD A NOTION—J. Morris	—	2
Herald 417—BMI		



Little Walter, on his new CHECKER 785 release, is busting for a hit. He is featured on "You're So Fine" and "Lights Out." Both tunes are simply great and should not be passed by the juke ops. Disk is already getting plenty of deejay spins. Another hot item that is selling like crazy is Willie Mabon's waxing of "I Got To Go," backed with "Cruisin'," on CHESS 1554. Both sides have been catching on all over the country.

Chess 1557 features "I Love My Baby," backed with "All Night Boogie," by The Howling Wolf. Keep your eyes on this new release. It is bound to catch on.

SABRE 103, featuring the Five Blue Notes on "Ooh, Baby" and "My Gal is Gone," is starting to kick up reaction on the West Coast and in Chicago. Both sides should get plenty of attention by both deejays and juke ops. VEE-JAY 105 is a new release by Jimmy Reed and spotlights his best efforts to date. He does "I Found My Baby," backed with "Jimmy's Boogie." Response is starting to pick up fast on this item. Don't pass it up.

Big Bertha Henderson comes thru with two great sides on her new Savoy 1119 release. She does "Little Daddy" and "Love is a Crazy Thing." The gal can't miss on this waxing and neither can you.

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 gained strength with both sides since it was first released and 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.

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

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JOHNNY ACE Another Smash Hit
4 Records—6 Hits

"The Billboard Speaks"
in December 19 issue
Another **DOUBLE Hit**

JOHNNY ACE
Saving My Love for You **86**

DUKE 118 — Johnny Ace has had three hits in a row; with this new disk he should stretch his string to four, and this one could be his biggest to date. It's another touching ballad, and the boy sings out his heart on it over a good beat by the combo. A real coin-grabber this. (Lion, BMI)

Yes, Baby 85

Ace proves on this side that he can sell a rhythm tune as well as a ballad. He really comes thru with a powerful rendition on this jump effort, while the combo and an unbilled singer swings out behind him. This side, too, has more than a chance to make it. Two fine sides from the singer. (Lion, BMI)

A "THIS WEEK'S BEST BUY"
SAVING MY LOVE FOR YOU (Lion, BMI)
—Johnny Ace—Duke 118

Areas which reported strong action included New York, Philadelphia, Buffalo, Nashville, St. Louis and Dallas. Flip is "Yes, Baby" (Lion, BMI). A previous "New Record to Watch."

DUKE RECORDS
2809 Erastus St. Houston 26, Texas

DEFINITE HIT!
THE THINGS THAT I USED TO DO
by GUITAR SLIM
#482 #482-45
Specialty Records

8508 Sunset Blvd. Hollywood 46, Calif.

Start the New Year with a
Big Bang
#1119
"LITTLE DADDY"
b/w
"Love is a Crazy Thing"
by **BIG BERTHA**

SAVOY RECORD CO., INC.
58 Market St., Newark, N. J.

Going to the Top of the Chart...
FATS DOMINO
"SOMETHING'S WRONG"
"DON'T LEAVE ME THIS WAY"
Imperial 5262

Imperial Records
6425 Hollywood Blvd.
Hollywood 28, Calif.

Fight Polio!
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MARCH OF DIMES
January 2 to 31

CHARLES BROWN
with **JOHNNY MOORE AND HIS THREE BLAZES AND THE SONG STYLISTS**

CHARLES Has His Old Magic in This New One WATCH IT GO!

"TROUBLES"
b/w
"I WANT TO FOOL AROUND WITH YOU" AL-3220

ALADDIN RECORDS
451 N. Canon Dr., Beverly Hills, Calif.

The Four Tunes "MARIE"
b/w
"I GAMBLED WITH LOVE"
Jubilee 5128

The Orioles
"WRITE AND TELL ME WHY"
b/w
"THE MISSION OF ST. AUGUSTINE"
Jubilee 5127

JUBILEE RECORD CO., Inc.
315 W. 47th St., N. Y., N. Y.

1954's First Smash!
OKE-SHE-MOKE-SHE POP
and
TV MAMA
by **JOE TURNER**
Atlantic 1014

Atlantic

Burlesque Bits

By UNO

vy.NCV Burly as os
61 BURLESQUE BITS by UNO
 Georgia Southern, after buying and selling houses in and out of New York, has eventually located in an apartment in Fort Lauderdale Beach, Fla., where she flew to be with her ma over the holidays. From there she will plane to the Gayety, Norfolk, Va., in time for a January 4 opening. Chaperoning her was her new manager, Be-Bop, a cocker spaniel. A new throwaway in her strip routine takes the form of red apples to conform with the title of her introductory song. Previous contributions were ciggies and chocolate kisses. . . . **Sam (Horseshoe) Lewis**, old-time comic, is back in the hospital with a return of the ailment that had him under treatment a few weeks ago. A get-well card to the Bronx Hospital, 169th Street and Fulton Avenue, Bronx, N. Y., would help cheer him up. . . . **Helene DeConzie** continues as cashier for **Henry Farros** at the Portola Theater in San Francisco. . . . At this writing (December 23) word comes from Boston of a possible reopening of the Howard and Casino, the former for January 4 and the latter for December 31. Both houses had their licenses revoked a few weeks back thru a police order. . . . **Al Baker Jr.**, assistant treasurer of the Grand, St. Louis, was Christmas gifted with a Chevrolet convertible by dad and ma. **Al and Marcella Baker** are now touring the Hirst circuit. . . . **Harry (Eppie) Oakene**, manager of the Hudson, Union City, N. J., was deluged by congrats on his birthday, December 21. . . . **Benita Francis** just closed at the Theater Lounge, Dallas, and opened at the Sugar Bowl Club, New Orleans, thru the Southern Artist Bureau.

Ora Mae, Hudson, Union City's ace front liner, who doubles in

the chorus and in strip specialties, has added another impersonation of a headliner peeler to her catalog, that of **Mickey (Go-Go) Jones**. Others are those of **Peaches**, **Georgia Southern** and **Vicki Wells**. . . . **Frank Bryan**, operator of the Howard and Casino, Boston, and the Gayety, Baltimore, is recovering from an ulcer operation at the New England Deaconess Hospital, Boston. . . . **Bobby Dawn**, who was a feature in the London cast of "South Pacific," recently played dates in Newark, N. J., and Chicago before going to Washington on a visit to her sister, **Hillary Dawn**, for over the holidays. . . . **Joe (Chubby) Bartolino**, head barkeep at the Manager's Club, Newark, N. J., is mourning the loss of his mother, 80, from a heart attack, on December 17. . . . **Scotti Tomar**, exotic dancer, has just finished two movie shorts. In between she has been on TV as a model and a dancer. Her favorite pastime is sewing and her hobby, oil painting. . . . **Max Wald**, former manager of **Jack Kane's** houses in Youngstown and Canton, O., and more recently associated with his brother, **Harry Wald**, in the latter's pic theater, the World in St. Louis, is convalescing in the Veteran's Hospital, Miami, where he would like to hear from friends. . . . The March 1954 issue of Cavalcade of Burlesque mag features the photos of **Izma**, the **Body**, on the front cover; **Texas Sheridan**, on the back, and **Dolores Darnell**, on the editorial page, with the usual introductory story by **Bert Wheeler**. . . . January features booked for the Hudson, Union City, include **Gay Dawn**, **Charles Robinson** and **Bert Carr**, week of the (3); **Andrea**, (10) and **Vicki Wells**, (17).

Extra Added

DAMONE TO HEAD VIE EN ROSE . . .

A bill headed by **Vic Damone**, plus the newly-formed team of **Rose Mary** and **Lenny Kent**, will probably open at La Vie En Rose after the **Pearl Bailey** show winds up.

AGVA'S BRIGHT HAS MORE WOES . . .

Jackie Bright, AGVA president, is facing new troubles in Louisville, Ky.—again with the American Federation of Musicians. Story is due for a bust-open any time now.

New York

Bea Kalmus goes back to disk jockeying. Will start a six-night-a-week stint at "Basin Street" via WABC from midnight to 2 a.m. . . . Line at the Sahara all joined in signing a letter denying they had refused to share sanitary facilities with **Christine Jorgensen**. Said the subject never came up. . . . **Tillie Dieterle** now current at the Glass Hat of the Belmont Plaza Hotel.

press. Musical terperity concerning their diminutiveness is dry. Group try to make up what they lack in originality by overexuberance.

Maestro **Frankie Carle** and his ork (12) cut the show and provide music for dancing.

Joel Friedman.

Boulevard Room, Conrad Hilton Hotel, Chicago

(Tuesday, December 22)

Capacity, 725. Price policy, \$1.05-\$1.55 cover; \$2.50 minimum on Saturdays. Shows at 8:30 and 12; Sundays, 4 and 8. Exclusive booker, **Merriell Abbott**, Publicity, Dick White. Estimated budget this show, \$5,500. Estimated budget last show, \$5,500.

Fast moving icer gets off to a good start with a lavish production. Musical score particularly outstanding.

For her "fifth anniversary on ice," **Merriell Abbott** puts newspaper headlines on skates for a fast moving musical, highlighted by lavish costumes and plenty of talent. Another pleasing focal point of the show was the musical score which at times was terrific but never less than good. Original score and lyrics were by **Hessie Smith**, orchestrations by **Norman Krone**, choreography and staging by **Bob Frelson**, and costumes by **John Baur** and **Bernard Peterson**.

Titled "Skating Headlines," the affair is a lighthearted fantasy in three acts. Each act is unrelated and separate, each telling a story all its own. In the opening, newsboys **Buddy Rust** and **Ollie Clark** sell papers to the ensemble which proclaim "Give Me Chicago" in song. The headlines reveal that "U. S. Fleet Lands in Hawaii." The **Boulevard-Dons**, dressed in sailor suits, proceed to cavort with the island princess, **Margie Lee**, who is starring attraction of the bantam icer. **Neil** and **James Waldo** get a good response for their "sailors hornpipe" during which they exhibit wonderful timing. **Bob Bromley**, puppeteer, changes the pace of the show with his personality dolls. Featured are **Madame Obligato**, **Pete the Clown**, **Professor Disturbi**, and a highly entertaining **Sir Butch**, the trapeze artist. The latter gets plenty of applause as he is manipulated to do trapeze stunts on a bar 15 feet over the floor. He does one-hand holds, full flipovers and leg holds on the bar.

The second headline proclaims "Theatrical Troupe Stranded." **Bill Griffin**, as manager of the stranded actors in the small town of **Paducah**, skates his way to a warm reception in his portrayal of a hard and shifty actor's agent. The troupe, lacking in money but not in talent, proceeds to put on a show to pay for their expenses. Highlight of the show and one of the evening's best sights, was the music box dance team of **Lippe** and **Balisch** as they portray dancing Dresden dolls in gorgeous costumes. The team goes over well with the house. The **Boulevard-Dears** join the males for a dance routine with lighted Indian clubs following the performance of **Bobby May**, who gets top hands for his juggling on skates. His best routine is a head stand on a perch, during which he juggles four balls by tossing them down on a drum head and catching them on the bounce. **Bert Capek**, gets his turn on the ice in the comedy spot. He portrays a precocious little boy and . . .

Hocus-Pocus

By BILL SACHS

NAT B. KANE, magic and music teacher, will lecture on "Miracles and Miracle Men—What Makes Them" before the Knights of Magic at the Crown Hotel, New York, Sunday night, January 10. Magicians and magic students are welcome to attend. . . . **Kum Yen Soo**, Chinese trixster, played the Casino Theater, Toronto, week of December 17, and followed with the Seville Theater, Montreal, opening Christmas Eve. . . . **Jay Marshall** is current at the Normandian Room of the Mount Royal Hotel, Montreal. . . . **Thomas A. Henricks (Thomas the Magician)**, after a string of employee Christmas parties in the Atlanta area, spent the week of December 21 in New Orleans for Southern Artists' Bureau. He resumes with his midnight show early in January. . . . **Park City Ring No. 100**, International Brotherhood of Magicians, Bridgeport, Conn., held its annual Christmas party last week in Germania Hall, that city, for almost 100 members and their

families. **Fred Schwartzkopf**, local magus and city clerk of Bridgeport, acted as Santa Claus and distributed gifts to the children. Featured in the show were **Pat Mollo** and **Jimmy Metallo**, of Stamford, Conn.; **Tom Nelson**, Stratford, Conn.; **Jack Harkins** and **Charles Cabra**, Bridgeport, and **Gary Harger**, Derby Conn. . . . **Joan Brandon**, after winding up an Eastern swing at Attica, N. Y., January 16, heads out for New Orleans.

CAFE ACT

Vagabonds Sign 5-Year MCA Pact

NEW YORK, Dec. 26. — The Vagabonds, who open at their own club December 26, have just re-signed with Music Corporation of America for a five-year term. Last summer they did a series of cafe dates and one nighters. At the Town Casino, Buffalo, one night during which the city had its worst rain storm in years, a line three blocks long waited to get into the room. The Vagabonds' tour ended in Philadelphia's Latin Casino, where they broke the house record held by **Frank Sinatra**. They did \$48,000 the first week and \$46,000 the second week.

well as in the audience. His falls, slides and duck walks get plenty of response.

The third headlines announces "Boulevard Celebrates Fifth Anniversary on Ice," with **Margie Lee** doing an intricate solo and the ensemble getting together on "Celebration Waltz."

The entire revue is a lavish setting backed with lyrics to which the skaters pantomime. **Eileen Carroll** and **Ray McIntosh** supply the vocals from the bandstand, while bandleader **Frankie Masters** backs the show with his band. Running time is 50 minutes. **Steve Schickel**.

Black Orchid, Chicago

(Tuesday, December 22)

Capacity, 150. Price policy, \$4 minimum. Shows from 10 p.m. Owner, **Al Greenfield**. Publicity, **Sam Honigberg**. Booking policy, non-exclusive.

Josh White playing a return date does a big job. Comic Yonely, new here, was a show stopper.

Josh White, who opened the spot here a year ago, gets a repeat this year on both the booking and the response. His stanza is rewarded by requests from the audience to do numbers with which he is associated. He dresses casually, puts one foot up on a chair, and proceeds to play his guitar and sing.

Of all 11 numbers, White stood out with his renditions of "Foggy, Foggy Dew" and "Barbara Allen," songs in the folk realm. Others included "Frankie and Johnny," "Silent Night" and a community sing on "On Top of Old Smokie." White is best in the folk and ballad realm but does too little of it. His reception indicated he will be returned on a long-run booking.

Rita Dimitri, in her first Chicago appearance, does an okay show but the crowd doesn't give the girl much of a chance. They hush for the White stanza and are forced into it on the following act. **Rita**, a native of Greece, does excellent on the linguistics, doing numbers in French, Spanish, Greek and English. Her repertoire is varied and she spices her routine with Continental flavor.

A show stopper here was **Yonely**, musical satirist and comic. **Yonely** goes thru his act with a dead pan expression and plenty of musical talent. He plays all kinds of instruments and in every conceivable way. He plays a midget violin, a regular violin, midget cornets, accordions and piano. He plays intricate violin music with just the hairs of the bow, and then plays with the boy clasped between his legs and the violin run against it, upside down. The act got terrific response and was called back.

Rudy Kerpays and **Al Piskonka** back the acts on piano and bass. **Steve Schickel**.

GM Hires 50 For 'Motorama'

DETROIT, Dec. 25.—A cast of 50 is being engaged for the second touring "Motorama" produced by General Motors Corporation, with **Richard Barstow** again engaged as director-producer, and **Vincent Travis** as musical director. **Travis** also wrote the special musical score being used for the show.

The tour, which played to 1,700,000 people in six cities last year, is being cut to a four-city tour this year, because the schedule ran too far into the spring. Considerable time is required to set up the props and exhibits, with the show playing principally in big hotels and auditoriums.

Dallas and Kansas City lost out in the revamped schedule this year, while Miami, Los Angeles, and San Francisco will see it after the six-day showing in New York at the Waldorf-Astoria, January 21-26. Last year marked the first time that this exhibit went on the road following the annual New York showing.

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HARPIST PUSH

Carnegie Hall Concert Set, Minus Gate

NEW YORK, Dec. 26.—A new high in trade promotion is being planned for harpist **Robert Maxwell**, according to **Don Seat**, his manager. Seat has already hired Carnegie Hall for a spring date, but there will be no gate.

This is the gimmick: **Paul Whiteman** and his band will be the major draw. **Whiteman** will play **Maxwell's** first concerto and will introduce the harpist as a musical genius. **Whiteman** will also accompany **Maxwell** (the latter will be soloist) on a couple of musical suites and then a medley of his songs. **Maxwell** has written "Ebb Tide," now in the hit class, and has a number of other numbers on lead sheets.

Tickets will be given to potential TV sponsors, ad agencies and other talent buyers as a kind of a showing off. Music business will also be invited, as will the trade press. Seat refused to say who is underwriting the whole show. He indicated, however, that a major soft drink outfit was behind it.

THEATER AVAILABLE

Dayton, Ohio. Pop. 500,000. Heart of City. 1000 seats. Fully equipped stage, screen, sound, modern. Suitable any stage show, screen policy. Life time opportunity. Gold mine for right party.

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RAY S. KNEELAND

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NIGHT CLUB-VAUDE

Continued from page 8

the most tremendous ovations ever given to a performer, to excel even the flawless work which has made him one of America's top comedians.

The **Thomas** show capped the week's talent parade at the outset. **Singers Sinatra**, **Eckstine** and **Damone** and composer **McHugh** always draw well in Las Vegas, and the **Moore-Lessey-Gray** trio have no trouble winning laughs, but the climax came early in **Thomas**. It is doubtful if any entertainer hereafter will fill the **Copa Room** to such extra-capacity.

As the word spread in Las Vegas that **Thomas** was on only for a single night instead of the two nights originally announced, it seemed as if half the town tried to get in. An extra 100 were jammed into the room, with another 300 outside trying in vain.

Chorus numbers are well done by the **Copa girls**, and **Music** is by **Ray Sinatra** and his orchestra. **Ed Oncken**.

The Terrace Room, Statler Hotel, Los Angeles

(Monday, December 21)

Capacity, 300. Price policy, \$2 cover. Shows at 10:30 week nights; 9 and 11:30 Saturday. Publicity, **Tom Bickmore**. Booking policy, MCA thru **John Grande** of the Statler chain. Estimated budget this show, \$6,000.

George Gobel's deadpan comedies auger well for solid yule biz. **Bill** is top drawer adult entertainment thruout.

Mirth provided by **George Gobel** is a cinch to play to capacity crowds at the **Statler Terrace Room** during the oncoming holiday season. **Gobel** puts over his 30-minute stint of droll humor with exceptional ease and a display of clever, adult material that draws continuous guffaws. The brand of comedy he offers is even more noteworthy in that a blue line doesn't exist thruout his offering. Playing upon a drunk routine, a lost and found bit and life in general, **Gobel** gets yocks with consummate timing and superior command of the audience. His bout with a guitar and asides to maestro **Frankie Carle** are equally laugh provoking.

Opener is the **Dupree Trio**, two girls and a boy, with song and dance material that doesn't im-

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Wirtz Hypes Icer; First Stands So-So

'Hollywood' Starts Chicago Run; Milwaukee Off; St. Paul Mediocre

CHICAGO, Dec. 26.—Arthur M. Wirtz's "Hollywood Ice Revue," with Barbara Ann Scott, was opening at its home base, the Chicago Stadium, this week with a revised performance and added talent.

The mid-season hypo of the line-up comes after the icer had made five stands, most of them to so-so business. Show sources said the Indianapolis opening stand was about even with 1952, when the rink opera day and dated Sonja Henie's show. St. Louis followed and it was a good 40 per cent ahead of last year's mediocre business.

Omaha closed with a gross less than last year's. Altho it opened big, bad weather and resulting

mail-order refunds trimmed the final score. Milwaukee, usually a big winner, was off this time. The window and mail sales there were on a par, but industrial sales dropped by half, with Beer City firms apparently splitting their budgets between the ice show and the Braves ball club.

St. Paul was not strong for "Hollywood," but it did make money and was better than the losing Denver stand it replaced. Tom King, "Hollywood" press chief, said the St. Paul promotion campaign was the strongest he had seen in some time.

King said that if weather holds the show stands to set a mark in Chicago. Advance sales were good. Publicity breaks were strong, partly as a result of arrival stories resulting from the changing of the show's program.

Dramatic & Musical Routes

Beatrice Lillie: (Blackstone) Chicago.
Blackstone, Magician: (Lyric) Allentown, Pa. 28-29; (Aud.) Rochester, N. Y., 31-Jan. 2.
Gaine Mutiny: (Playhouse) Wilmington, Del. 28-30; (Lyric) Baltimore 21-Jan. 3.
Colombe: (Purcell) Philadelphia.
Dear Charles: (Parsons) Hartford, Conn., 30-Jan. 2.
Good Night Ladies: (Great Northern) Chicago.
Guys and Dolls: (Shubert) Boston.
Harvey: (Lobero) Santa Barbara, Calif. 29; (Geary) San Francisco 30-Jan. 2.
His 'n' Hers: (Casa) Detroit.
Misalliance: (American) St. Louis.
Moon Is Blue: (Hanna) Cleveland.
New Faces: (Curran) San Francisco.
Oklahoma!: (Aud.) Miami.
Porgy and Bess: (National) Washington.
Seven-Year Itch: (Erlanger) Chicago.
South Pacific: (Music Hall) Kansas City, Mo.
Starcross Story: (Walnut St.) Philadelphia.
Time Out for Ginger: (Lyceum) Minneapolis.
Twin Beds: (Nixon) Pittsburgh.
Wish You Were Here: (Shubert) Chicago.

45,000 See Xmas Shows at Cincy Garden

CINCINNATI, Dec. 26.—More than 45,000 persons saw "Christmas Fun Show of '53," presented Saturday and Sunday (19-20) in the Cincinnati Garden for local industrial employee groups and (Continued on page 36)

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FT. WILLIAM	55,666	4238
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SASKATOON	394,466	4400
EDMONTON	552,595	6700
CALGARY	365,448	6600
LETHBRIDGE	104,702	3000
TRAIL	24,202	2550
VANCOUVER	649,238	5200
VICTORIA	171,578	5400
TOTAL	2,657,629	47,588

Wants your talent in 1954

Here in Western Canada is a ready and eager audience for your show and talent. And here, too, are the arenas and other facilities to make that show successful from the moment you hit the Canadian border.

All the cities on the above map are connected by good roads and excellent air and train services.

The friendly, hospitable people you will meet along the route are familiar with American talent and always look forward to seeing American shows in their own home towns.

For full information on contracts and booking dates contact M. E. Hartnett, President, or I. W. Parsons, Secretary, Calgary Exhibition & Stampede Ltd., Calgary, Alberta, Canada.

Western Canada Arena Association Managers
MEET JANUARY 21st
at Winnipeg, Manitoba, Canada, following the meeting of the Western Canada Association of Exhibitors in Winnipeg.

WESTERN CANADA ARENA ASSOC.



Lexington Preps Annual Revue

PITTSBURGH, Dec. 26.—"H-Hat Revue of 1954" will be staged January 12-17 at H. D. Ruhlman's Lexington Skating Palace here, and a portion of the proceeds will be donated to the National Foundation for Infantile Paralysis. It was announced this week. Matinees will be offered on the 16th and 17th.

Always the busiest time of the year at Lexington, the holiday season will be no exception this (Continued on page 36)

Paterson's 82 Points Lead

ELIZABETH, N. J., Dec. 26.—Paterson (N. J.) Arena, with 82 points, continues to pace the Northern division of the America on Wheels inter-rink racing league, altho the Reading, Pa., entry, with 74 points, remains within close striking distance. (Continued on page 36)

Martin Back to Detroit

DETROIT, Dec. 26.—Fred A. Martin, long-time leader of the Roller Skating Rink Operators' Association, who has been convalescing in Florida for sometime, has returned to Detroit to spend the Christmas holidays with his family.

FOR SALE

Frame Building, 40 x 112 ft. Hard maple floor. Lots 125 x 125 ft. 200 Pair Skates. Complete Music and P.A. System. New Automatic Heating. Now doing good business. Priced for quick sale. Located in East St. Louis, Illinois. Write **C. R. JONES**
36 Minnie Dr. Belleville, Ill.
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The skating surface for wood and masonry 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.

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growing more popular every day. New releases every month. Write for free catalog.
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A Skater's Dream Comes True

She now has her own

CHICAGO "VELVET-TREAD" SKATE

The WORLD'S Greatest Roller Skate

SKATER'S FAVORITES...

WHITEX SHOE RENEWER

...keeps shoes looking like new! 50c retail, also qts. & gals. for rink use.

Pro-Tek-Toe

TOE STOPS
...made of finest, natural white rubbers, easily attached; for men, women & children.



Roadshow Rep

OLLIE CLARK writes from Winnipeg, Man., that he had a fair summer and fall with his wife, son and himself doing all the chores in the Western show. Clark also has a wax exhibit which he says is as good as any in the Far West of that type. The family is working Western Canada towns during the winter. . . . **Walter Cochrane** reports that he is about to move from Philadelphia, where he has headquartered since last spring, to Florida. En route south he plans on working a few spots that he has made on former trips. Cochrane does a novelty one-man band musical show and made celebrations and other outdoor events during the past summer. He is of the former vaude musical act of **O'Dell and Cochrane**. . . . **Furber's Family Show** has encountered poor business in Western Kansas and plans to move farther west in search of better areas. The Southwest was the worse of all areas the show played on an east to west trek. . . . From Pine Ridge, N. D., **Dr. G. Y. Garnet** writes: "Am working east after leaving the Golden Gate State a month ago. Weather has been vicious, but even so I have had fair returns. This is the country for what I've got—a one-man show—except that I can't be in two places at one time—on the advance and back with my towns. I have a strong opus that gets high recommendation by word of mouth, and this helps. However, I'll be glad to get a little farther east where the climate is more temperate. The folks in this section are fine to show to."

Drivin' Round The Drive-Ins

GENE NELSON is manager of the new Albany (Tex.) Drive-In. . . . The Corral Drive, owned and operated by **Billie Creach** and **Paul Clatt** at Breckenridge, Tex., has been closed for the season. . . . **Col. H. A. Cole** has closed his drive-in for the season at Bonham, Tex., but has reopened the Elie after a remodeling program. . . . **Glastonbury, Conn.**, police have arrested four teen-agers during investigation of thefts at the Blue Hills Drive-In, Bloomfield; Manchester Drive-In, Bolton Notch and Portland Drive-In, Portland, all Connecticut. . . . The **Markoff** brothers have closed their Portland (Conn.) Drive-In for the season. . . . **Sal Adorno Jr.**, assistant general manager of M&D Theaters, has announced plans for construction of a drive-in, to be called the Middletown, in Middletown, Conn. The Adorno interests have filed zoning authority application with the Middletown zoning board. The project would be first outdoor theater for the Adornos, who operate three first-run theaters in Middletown. . . . Completion is planned for early spring, 1954, of a 750-car capacity drive-in being built by **Perakos Theater Associates**, Plainville, Conn. The Perakos interests, with headquarters in New Britain, Conn., operate seven indoor theaters in Connecticut cities.

BILL BAILEY'S MINSTRELS

Would like to hear from 4 young men with singing or dancing talent who would like to travel under canvas. Some of those who were with Mack's Minstrels. Good sleeping quarters and cook house; pay every Sunday. Contact **HAPPY KELLEMS** Box 869, Ft. Myers, Florida P.S. Jack Turner, contact Dorothy or Si Rubens. Want 2 hot Banjo Players.

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We supply you complete 16MM Sound Projector and Films. Everything ready for showing. Be your own boss. EARN BIG MONEY WHILE

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Marriages

ACKERMAN-GOLDFARB—Samuel Ackerman, owner of the East Side Theater, Detroit, for 41 years, to Mrs. Freda Goldfarb November 23.

BARTHOLOMEW-PAUL—Freddie Bartholomew, TV director for New York's WPIX, and Aileen Paul, WPIX actress, on December 12 at Yonkers, N. Y. Bartholomew is the former child movie star.

BERLE-COSGROVE—Milton Berle, TV comedian, and Ruth Cosgrove, former publicist, on December 9 in New York City.

BUTLER-HULL—Robert Eli Butler, musician, New York, and Barbara Joan Hull, musician, Bridgeport, Conn., in Bridgeport November 23.

CANNON-BULGER—Don Cannon, orchestra leader at the Trading Post, Houston, and Katherine Jayne Bulger, dancer known professionally as Stormy Dawn, recently in Houston.

CARROLL-ALLEN—Lee Carroll, former MCA one-night band leader and night club operator, and Randy Allen, actress, December 11 in Los Angeles.

CHISHOLM-JOHNSON—Dave Chisholm and Bobbie Jewel Johnson, outdoor show people, in Hat Springs December 4.

COLEMAN-PHELAN—Clark Coleman, retired air force colonel, and Margaret Phelan, night club singer, November 23 in Hollywood.

FROELICK-JOSEPH—Sam Froelick, member of CBS radio's Coast sailing department, and Rose Joseph, publicity planner for the web on the Coast, December 3 in Juarez, Mexico.

GLADSTEIN-GREENBERG—Arnold S. Gladstein, radio engineer at WNAB, Bridgeport, Conn., and Alice Greenberg, New Haven, Conn., in New Haven November 29.

HARBIN-BURKE—William (Jimmie) Harbin and Pat Burke, palmistry concessionaire, in Columbus, Ga., recently.

HENNESSEY-THOMPSON—Henry Hennessey, WOR newscaster, and Mrs. Harvey Brooks Thompson, soprano, November 27 in Miami.

LIGHT-FRASER—Robert M. Light, KHJ-Don Lee Network promotion director, and Julie Fraser December 19 in Sherman Oaks, Calif.

MORSE-WILDER—Leon Morse, Billboard staffer, and Nancy Ann Wilder, TV actress, December 4 in New York.

MORWOOD-ELLIS—William Morwood, radio-TV script writer and editor, and Minerva Ellis, member of the radio-TV department of Compton Advertising, Inc., November 27 in Tenafly, N. J.

PANUZIO-FACE—Louis Panuzio, owner-operator of Lenny's Wagon Wheel, Bridgeport, Conn., and Marilyn Jane Face, Bridgeport, in that city November 21.

WEBB-ROBERTS—Joseph H. Webb, trouper with Miller Bros. Circus, and Mrs. Edna E. Roberts, of El Paso, Tex., November 27 in Houston.

Programing Key

Continued from page 26

Gilbeaux Quartet, and the wild riffs from Don Hill and his alto.

A first-rate programing idea is that of Riverside in assembling perhaps the nine best-known songs about New York in an album called **I Love New York**. It features the voice of **Pat Northrop**, who has been seen on Broadway as the ingenue in "Pal Joey," and as **Laurey** in "Oklahoma!" She has the ability to give a special mood and quality to each song, in which she is ably assisted by the smart stylings of **Tony Burrello** at the piano. An outstanding collection of blues from the '30's, described as the "mean and moanin'" kind, has been assembled by Riverside from old Paramount label masters. The singer is **Ida Cox**, who has all the artistry (if not the voice) of **Ma Rainey** and **Bessie Smith**. This is a kind of blues we don't often hear any more: earthy and sometimes starkly tragic, as in "Coffin Blues." It is a "must" for collectors.

Gary Kramer.

Easy Listenin'

Continued from page 26

man and Walter are modern, talented virtuosi.

Of some interest to collectors of show music is a 12-inch LP of lesser-known **George Gershwin** tunes, titled **Gershwin Rarities**, on the Walden label. Legit singer **Kaye Ballard** is featured, and supporting artists are vocalists **David Craig** and **Betty Gillett**, and pianists **David Baker** and **John Morris**. This is strictly for a tight little group of fans.

Paul Ackerman.

The Final Curtain

BAKER—Clarence J., 70, veteran film property man, December 16 in Hollywood. A native of Rochester, N. Y., he had lived in Hollywood since 1905. Surviving is his widow, Mary. Interment in Hollywood Cemetery.

BECKER—Ernest A., 74, in Bristol, Conn., December 3. He was for many years handmaster of the New Departure Band in that city until his retirement in 1932 because of ill health. He composed several marches, his best known being "March of the Pioneers," which is still considered one of the top marches today. He also composed the march which was used by the city of Syracuse, N. Y., in its centennial in 1921. He also at one time owned and operated a music store in Syracuse. Survived by two sons, **Edison**, Bristol, Conn., and **Rev. Ernest A.**, Pasadena, Calif. Burial December 9 in Forestville Cemetery, Bristol.

IN FOND MEMORY
of Our
PAL AND FRIEND
LARRY BOYD
Who Passed Away
Dec. 25, 1933
ADA and LOU DUFOUR

BURROWS—Boyd, pioneer rep and tent show operator, in Kearney, Neb., December 14 of a heart attack. For many years he confined his operations to Nebraska, Colorado and the Dakotas. Survived by his son, **Boyd Jr.**

CANNON—L. C. (Lonnie), veteran circus and paper man, December 1 of a heart attack. Long a colorful figure in the circus field, Cannon, also known as **Louise Buchanan**, trouped with numerous old-time circuses, including the Buchanan, Lemon Bros and Yankee Robinson circuses. Burial in Glendale, Calif. Survived by a son and daughter and several grandchildren.

LEE SHUBERT

One of the foremost figures in the field of theatrical production, **Lee Shubert**, at 73, died Christmas Day at Mount Sinai Hospital, New York, following a cerebral hemorrhage. At his bedside were his wife, **Marcella**; his brother, **Jacob J. Shubert**, with whom he had ruled a nationwide theater empire for some half a century; three nephews, **Milton**, **John** and **Lawrence Shubert**, and a niece, **Mrs. Sylvia Golde**. Funeral services were held Monday (23) at Temple Eman-El.

In one way or another, "Mister Lee" and "J. J." Shubert had interests in a substantial majority of stagershowes of the present century. The two, together with an older brother, **Samuel**, who was killed in a train wreck in 1906, came to Broadway from Syracuse in 1901. Thru buys, leases and deals they acquired a string of legit houses with which to battle the **Klaw and Erlanger** "syndicate." They also signed talent to exclusive deals and went into production of their own shows. Many noted playwrights and composers worked under their aegis.

In the late '20's Shubert holdings and properties had reached an estimated worth of over \$300,000,000. They had theaters in Boston, Philadelphia, New Haven, Kansas City and, of course, New York. The "empire" flourished until the depression years, when one of their enterprises filed a petition in bankruptcy. In 1950 the brothers were charged by the government with monopolistic practices; the anti-trust case is still pending.

Lee Shubert was a tireless worker and a fierce competitor; he was frequently embroiled in legal suits and more than once tangled with the press and critics. At his death he was associated in the production of "The Starcross Story," co-starring **Eva LeGallienne** and **Mary Astor**, which is scheduled for a January 13 opening at the Royale Theater.

GRAY—Nellie, 82, December 7 at Lansing, Mich., widow of the late **Barry Gray**. The Grays were well known in show business, having been with the **Barnum & Bailey Circus** for a number of years and also with **Dufour & Rogers** carnival. She is survived by one sister, **Mrs. Evelyn L. DeVoor** of Lansing. Funeral services and interment in that city.

JOURNEY—Joseph, 69, in Wethersfield, Conn., December 6. He was the husband of **Mrs. Mary Journey**, owner and operator of **Mary Journey's Inn**, a night club in Bridgeport, Conn. Burial in Mount St. Benedict Cemetery, Hartford, Conn.

MARGOWSKY—Ida, mother of **Shirley** and **Charles Jones**, at Cleveland, O., December 3. **Charles (Jonsey) Jones** is boss property man with indoor circuses.

MEYER—Harry A., 65, in Bridgeport, Conn. He was a stage-hand in Bridgeport theaters for the past 40 years, and for the past 25 years has been stage manager at the **Low-Poll-Majestic Theater** in that city. Survived by his widow, **Viola**; a son, **Homer**, Stamford, Conn.; a daughter, **Wendy**, Bridgeport; three sisters, **Mrs. Elmer M. Lewis**, and **Mrs. Stephen Cibulas**, Bridgeport, and **Mrs. John Kutzaw**, Mindoa, I. I. Burial in Mountain Grove Cemetery, that city.

NAGLE—James H., 66, in Hamden, Conn., December 16. He was a former dancing instructor and dance promoter, and helped give many entertainers their start in show business. He introduced **Rudy Vallee**, **Barney Happ**, **Artie Shaw**, **Charlie Spivak** and others while promoting dances at **Savin Rock Amusement Park**, West Haven, Conn. Survived by his widow and one daughter.

PETERSON—Mrs. Mary Lou, 42, wife of **Guy E. Peterson**, concessionaire, at various times with the **Gold Medal** and **John Francis** shows and **Wallace Bros.** Circus, December 21 in Shreveport, La.

PLUM—George W., 66, veteran acrobat and lumberjack, December 13 in Newark, N. J. During his many years in show business, he had trouped with various acts, including the **Biano Brothers**, **Three Georges**, **Zarro**, **Plum**

Pacific Coast Showmen's Association, Los Angeles. He toured with the **Crafts 28 Big Shows** in California. Survived by his widow.

SIESLINGER—Stephen, 67, radio and TV producer and publisher and distributor of comic strips, December 17 in Del Mar Beach Club, Santa Monica, Calif. He was president of **Sieslinger Productions**. Interment in New York City.

TROUT—Mrs. Mary, 53, mother of the late **Francis (Dink) Trout**, radio and film actor who died two years ago, December 18 in North Hollywood, and a niece, **Mrs. Bertha Warner**, Erie, Pa.

Births

BAADE—A daughter, **Patricia Jo**, to Mr. and Mrs. **John Baade** in San Antonio December 11. Father is merchandising manager there for **WOAI, AM-TV**.

BIBEN—A daughter, **Betsy Ann**, to Mr. and Mrs. **Joseph Biben** December 11 in Jefferson Hospital, Philadelphia. Father is associated with his father, **Harry Biben**, in the **Harry Biben Theatrical Agency** in that city.

BIHARI—A son December 1 to Mr. and Mrs. **Saul Bihari** in Cedars of Lebanon Hospital, Los Angeles. Father is president of **Modern Records**.

BONNER—A daughter, December 18 to Mr. and Mrs. **Al Bonner** in Hollywood. Father is make-up man for **Warner Bros.**

GALLUCCI—A son, **Michael**, to Mr. and Mrs. **N. T. (Duci) Gallucci** November 24 in Denver. Father is general manager of **Gallucci Bros. and Associates**, advertising promotions.

CLAVET—To Mr. and Mrs. **Ivan Clavet**, a daughter, December 6. Father is branch manager for **National Screen Service**, Detroit.

GRAMMER—A daughter, **Karen Kar**, to Mr. and Mrs. **Bob Grammer** November 23 in Fort Worth. Father is **WBAP-TV** operations supervisor.

MC CAULEY—A daughter to Mr. and Mrs. **Joe McCauley** November 24 in Lying-In Hospital, Philadelphia. Father is disk jockey on **Statio WIP** in that city, conducting the station's all-night "Dawn Patrol" record show.

NETZ—A son to Mr. and Mrs. **Charles Metz** December 6 in Philadelphia. Father is assistant to **Bill Robinson**, head of the **Robinson Recording Laboratories** in that city.

MULLIGAN—A son November 23 to Mr. and Mrs. **Jack Mulligan** in Physicians and Surgeons Hospital, Glendale, Calif. Father is a **KLAC-TV** sales executive.

MUSSELMAN—A son, **Robert Wayne Jr.**, to Mr. and Mrs. **Robert Musselman**, November 23 in St. Petersberg, Fla. Father is known professionally as **Bob Fisher**, owner and manager of **Bob Fisher's Fearless Flyers**, well-known flying act.

MUSUMECI—A daughter to Mr. and Mrs. **Bip Musumeci** December 1 in Metropolitan Hospital, Philadelphia. Mother is the former "Miss Greater Philadelphia" and nitery singer known professionally as **Betty Jane Bruce**.

O'DELL—A daughter, **Marian Jo**, to Mr. and Mrs. **Jimmy O'Dell**, recently in St. Joseph Hospital, Bruni, Tex. Parents have the elephant act on **United Expedition Shows**.

PALMA—A son to Mr. and Mrs. **Jimmy Palma** December 7 in Temple University Hospital, Philadelphia. Father is trumpeter with **Al Small's** orchestra at the **Celebrity Room**, that city.

RAYE—A son to Mr. and Mrs. **Jackie Raye** December 12 in Camden, N. J. Father is singer and band leader at **Andy's Log Cabin**, night club near Camden, N. J.

REID—A son, **Thomas Daniel**, to Mr. and Mrs. **Kermit D. Reid** in Hall County Hospital, Gainesville, Ga., October 15. Father is engineer and deejay on **Station WDUN**, that city.

ROCK—A son, **Keven Paul**, to Mr. and Mrs. **William Rock** November 19 in Baltimore. Father is program director at **WJAL** there.

SHEINIC—To Mr. and Mrs. **Vigil Sheinic**, a daughter, **Michele**. Mother was formerly recording secretary of **Local 825**, International Alliance of Theatrical Stage Employees, Detroit.

SHRINER—Twin boys to Mr. and Mrs. **Herb Shriner** December 8 in New York. Father is the **CBS-TV** star; mother is the former **Eileen (Pixie) McDermott**, ex-dancer.

TERRACIANO—A daughter to Mr. and Mrs. **Carmine Terraciano** November 30 in Presbyterian Hospital, Philadelphia. Father is the son of **Anthony Terraciano**, artistic director and general manager of the **Philadelphia Civic Grand Opera Company**.

WILKINS—A son to Mr. and Mrs. **Fulton Wilkins** December 1 at St. Vincent's Hospital, Los Angeles. Father is a member of the **RKX** radio sales department.

WILSON—A son to Mr. and Mrs. **Belhel (Bessie) Wilson** October 23 in Bunker, N. C. Parents comprise the team of **Priscilla and Stink**.

and **Slate**, DeHaven Troupe and the **Handy Andy Trio**. Survived by a brother, **Robert J.**, and a sister, **Clara**. Burial in Holy Sepulcher Cemetery, East Orange, N. J.

READE—Frank, 69, veteran of 30 years as a rep show performer, December 9 in Columbia, O. Survived by his widow, **Blanche**, and a stepson, **Eddie Phillips**, Anna, O. Funeral in Columbia December 11, with cremation and burial in Bristol, Ind.

DORKIN—Dmitry, 67, opera tenor, Christmas Day at his home in New York. Born in St. Petersburg, Russia, he made his debut as **Almaviva** in "The Barber of Seville" at Venice in 1919. He sang many operatic roles through Europe until he came to the U. S. in 1929. In this country he appeared in opera, radio and the concert stage. In 1925 he organized the **Brooklyn Free Musical Society** and in 1929 the **Brooklyn Symphony Orchestra**. He is survived by his widow, **Marie**; a son, **Alexander**; a granddaughter and two sisters.

DUBROWEN—Isaac, 59, Russian-Norwegian conductor and pianist, in Oslo, Norway, December 8. He was the leader of the **Moscow Opera Orchestra** prior to the revolution, after which he conducted orchestras in Germany until 1939 when he went to Oslo, where he acquired Norwegian citizenship. In 1931 he came to America, where he was conductor of the **San Francisco Symphony Orchestra** for several years.

EGBERT—Frederick A., 84, former wood carver for **Ringling Bros. Circus**, at Milwaukee Monday (21). He came to Milwaukee from Germany and operated a wood carving business there, going to **Ringling** quarters at **Baraboo** during winters to do carvings for parade wagons. Burial at Milwaukee.

FOUST—Howard S., 61, manager of **Ohio State Fair**, Columbus, December 25 in that city of a heart attack. (Details in **Fairs** section.)

GEROW—Mrs. Anna, 48, former ballerina, December 17 in Hollywood. Born in China, Mrs. Gerow had danced with the **Russian Ballet** before coming to the U. S. 30 years ago. She is survived by her husband, **Alexander**; a daughter, **Tanya**; a son, **Eugene**, and two grandchildren. Interment in Hollywood Cemetery.

In Loving Memory
Of My Dear Husband
BENJAMIN H. PATRICK
Who Passed Away
January 1, 1945
"I miss you very much"
Bessie A. Patrick

SCOTT—John, 30, **KGMB** and **KGMB-TV** station announcer, December 12 in Honolulu following a four-month illness. He was president of the local chapter of the **American Federation of Radio and Television Artists**. Formerly with **KMYC**, **Marysville, Calif.**, Scott joined the **KGMB** staff in 1951. Surviving are his widow and five-year-old daughter.

SCOTT—Roy Walter, 63, concessionaire, December 20 in Santa Monica, Calif. Born in Hulla, Mo., he had lived on the West Coast for a number of years. In 1944 he joined the

PNE Bags \$217,508 Net for Fiscal 1953

Gross Tops Million for First Time; Plan New Administration Building

VANCOUVER, Dec. 26. — For the first time in the history of the Pacific National Exhibition, gross earnings for a fiscal year topped the million dollar mark in the 12-month period ending September 30, with income hitting \$1,048,317. This represents an increase of \$151,500 or 16.9 per cent over 1952.

A record operating profit of \$217,508 was reported. Expenditures topped those for 1952 by \$88,330, which figure includes provision of \$82,861 in debenture principal and interest payments on new buildings.

Also provided from current revenue were depreciation on equipment, \$27,850; interest and principal fixed charges, \$105,861; general improvements, additions and replacement of plant, \$62,016, and general expense of \$635,431.

Golf Projects Lose

This year, all departments operated at a profit except the Golf Course and Driving Range, which closed after five months operation to make way for the new British Empire Games Stadium before the profitable summer season started. Expenditures for repairs and renewals in the Forum Building were high in order to keep the building as modern and efficient as possible for its varied uses. Total revenue from skating, ice carnivals, hockey, la crosse, boxing and wrestling, meetings and sundry rentals and refreshment concession amounted to \$150,394, while expenditures were \$122,443, leaving an excess revenue of \$27,951.

215G Advance Sale

In the general revenue account of the fair, general admissions totaled \$93,285, advance sales, \$215,026, and exhibitors and concessionaires, \$2,242, making a total ticket sale of \$310,553. Auto parking brought in \$11,985; general concessions, \$122,506; rides and shows, \$30,041; Pacific Coast Amusement Company (Happyland Park), \$15,386; exhibitors space rentals, \$114,802; entry fees, \$3,425; program, \$27,380; Canada Government grant, \$1,500; dog, cat and mink shows, \$6,214; hobby show, \$22,924; Shrine-PNE Circus (Polack Bros.), \$51,294; racing rental, \$22,100, and Provincial Government grant, \$25,000.

On the expenditure side some of the main items included advance sale prizes and commissions, \$46,503; general publicity, including Miss PNE, \$47,562; free outside attractions, bands and stage shows, \$11,647; livestock show, \$53,049; junior farmers' show, \$14,588; horticultural and honey show, \$13,313; poultry and pet stock show, \$7,103; home arts show, \$11,316; dog, cat and mink shows, \$6,725; hobby show, \$18,871, and opening parade, \$7,702.

Conditions Favorable

The exhibition's finances reflected the favorable conditions of employment, industrial expansion and general economy prevailing in British Columbia during the year. The new buildings, while not completed, proved that the manufacturers and their representatives were ready and anxious to take advantage of modern facilities to display their products and services to the record crowds attending the Pacific National Exhibition. With the completion of these buildings, roads, walks and grounds, added interest among exhibitors and the public may well be expected.

The financing of the new buildings and electrical substation and distribution system were the two major improvement projects. They were financed in total from surplus. The new buildings, costing approximately \$1,391,611, were financed by a City of Vancouver bylaw for \$1,000,000 and from the exhibition's surplus funds.

Provision was also made from surplus for completion of the grounds, roads, walks and fire protection of the new buildings in the amount of \$80,000, and for a commitment of \$15,000 made by the PNE toward a better type of bleacher stands in the new British Empire Games Stadium.

1947, space rentals doubled over the past year and in a great many other directions facilities were expanded. A new administration building will be built in the immediate future. The administrative staff is currently housed in an overcrowded accommodation dating back to the fair opening in 1910.

Mass. Session To Hear Talk By Dr. Dorton

PITTSFIELD, Mass., Dec. 26.—Dr. J. S. Dorton, manager of the North Carolina State Fair, will deliver the key address at the Massachusetts Agricultural Fairs Association meeting here next month. The 29th annual event will be held for two days beginning Monday, January 11, at the Hotel Sheraton.

"Fair Business is Our Business" will be Dr. Dorton's topic. His talk will follow discussions by State Commissioner of Agriculture Henry Broderick and Director of Fairs Leo Doherty at 2 p.m. Tuesday. Election of officers will also be featured at the session.

The meeting will open Monday at 7:30 p.m. with a discussion of changes in the grange scorecard. At the following session Horace Jones, State Club Leader, will speak on 4-H Club problems at fairs, with a panel of club agents.

The banquet is scheduled for Tuesday at 7 p.m. Entertainment will be supplied by the Al Martin and George A. Hamid agencies, backed by Chet Nelson's orchestra.

Garman Signs Caruthersville

DANVILLE, Ill., Dec. 26.—Sunset Amusement Company has contracted to provide the midway attractions at the American Legion Fair, Caruthersville, Mo. K. H. Garman, org's owner, announced. The contract for the fair had previously been credited to another show.

Org, which lost the Clinton, Ia., July 4 celebration for next year, has filled in the time by booking the Caledonia, Minn., Centennial Celebration. Sunset, which will go out for its 25th season in '54, will play its usual route, taking it into Iowa, Minnesota, Illinois, Kansas and Missouri. Opening will be April 29 under Legion auspices at Excelsior Springs, Mo., and the Caruthersville date will be the final of the season.

Name Hamid to Head NSA Tax Fight Group

NEW YORK, Dec. 26.—The National Showmen's Association has a new committee which will represent it at future discussions on the amusements tax issue. President Joe McKee, presiding over a meeting Wednesday night (23), appointed President Emeritus George A. Hamid as chairman of the new group, to be assisted by all former club presidents.

With the next session of Congress scheduled to convene shortly, it is expected that arguments over eliminating the tax on admissions will reopen early in the session. Both houses voted this year to eliminate the tariff on movie admissions, but the bill was vetoed by President Eisenhower.

McKee said the new illuminated

Ill. State Fair Contracts Major '54 Attractions

Pacts Duffield Org, Barnes-Carruthers, Amusement Company

SPRINGFIELD, Ill., Dec. 26.—Three major attraction contract awards for the 1954 Illinois State Fair here were announced Thursday (24) by Stillman J. Stanard, Illinois director of agriculture.

The Amusement Company of America was awarded the midway contract; Barnes-Carruthers Theatrical Enterprises, Chicago, were signed to provide the grandstand revue five nights of the fair, and the Thearle-Duffield Fireworks Company, Chicago, was awarded the fireworks contract.

Both The Amusement Company of America and Barnes-Carruthers serviced the fair here last year. For Thearle-Duffield, the award returns the fair to its list after a lapse of one year, another company having supplied the fireworks show in '53.

Bodard Sets Altenburg's Animal Show

ESCANABA, Mich., Dec. 26.—R. Neil Altenburg, wild animal dealer and exhibitor, announced from new quarters near here that he has scheduled an early meeting with E. A. Bodard, owner of the Blue Ribbons Shows, to map plans for a large Jungle Show which Altenburg will place with Bodard's show during '54. Altenburg will manage the show, which will feature a polar bear and be framed along circus menagerie lines.

Altenburg reported that he will have five animal units on tour in 1954. The No. 4 unit will be managed by Sam Prestay, newly signed. Last year Altenburg had three animal shows on the road, one each with the Blue Ribbon, Wallace Bros. and Gold Bond shows. He reported the season successful for all divisions except a roadside zoo operated in Northern Wisconsin. As a result, the Wisconsin site has been abandoned.

Preparation work for the 1954 season at Altenburg's quarters is well under way. Several new cages are being constructed, new rolling stock has been purchased and several animals were recently acquired. All of the large menagerie stock carried last season has been sold to the Wixon Animal Farm, Terre Haute, Ind. Small native stock will be used next season so as to cut operating costs.

Lloydminster, Alta., Re-Skeds Rodeo for '54

LLOYDMINSTER, Alta., Dec. 26.—The Lloydminster Jaycees decided to stage another rodeo in 1954. Russ Robertson and H. Bexson head the rodeo committee.

been delivered and should be installed within a week.

Also announced was the addition of seven members to the ways and means committee by its chairman, Gerald Snellens. He appointed David Brown, Louis Reiber, Louis (Dada) King, Max Miller, Phil Isser, Sam S. Levy and Frank Rappaport.

The Ladies' Auxiliary also met, and after the meetings the ladies hosted the men at a Christmas party. The women, assisted by Frank (Shrimp) Rappaport, served at the tables and a fine turkey spread with all the trimmings was enjoyed.

Both the 1953 and 1954 entertainment committees are working on the New Year's Eve party, for which admission will be \$2 per

CLOSE-UPS: MAGGIE McKEE

Matches Hubby Thru 41 Fruitful Years

Joe and Maggie McKee celebrated their 41st wedding anniversary Friday (18) at their two-story home at 1054 Anderson Avenue, Palisades, N. J. The 15 years they have owned the place mark the longest stretch they ever spent together in one location.

"We lived out of a couple of trunks for a long time," Maggie



MAGGIE McKEE

recalls. "Joe would get a job to do at some park and I would tag along and become a cashier or ticket-taker. It was fun." Cheerful and full of bounce, Maggie has sold millions of tickets during her 50 years in the business, and intends to stay at it for quite a while to come.

Slated for Presidency

The McKees have come a long way since their first meeting at old Chester Park in Cincinnati, with Joe rising to the general superintendent's post at Palisades Park, and with the couple both attaining prominence in the National Showmen's Association. Joe is president of the NSA and his wife will be installed next month as Ladies' Auxiliary president.

The McKees are devoted and popular club workers, and expectations are that the association will rise to new heights in membership and fund raising under their leadership. Altho Mrs. McKee is not as active in other organizations as she would like to be, she retains membership in the Cliffside, N. J., Order of the Eastern Star; New York City Daughters of the Nile, and Rockaway Beach, N. Y., Companions of the Foresters. She is a past queen of the Daughters of the Nile.

The Rockaway Beach membership came about as a result of the years the McKees lived in that section, while Joe ran the kiddie rides at Rockaways' Playland. In the years while he was becoming established as a builder of amusement devices, Maggie recalls, they lived in Baltimore, Cuba, Philadelphia, Coney Island; Rye Beach, N. Y.; Schenectady, N. Y.; Poughkeepsie, N. Y., and in the Bronx.

One Season on Road

"Then there was a year we spent with the Johnny J. Jones Shows, while Joe was lot superintendent. Our two girls had been born by then, so we all went along with the railroad show. We had a nice stateroom. That winter I stayed at the Orlando winter quarters while Joe went on a job in Europe."

Maggie McKee has been in the outdoor amusement field since 1903, when she was hired by a Mr. Worthington to develop

pictures in his Chester Park mug joint. Maggie was paid \$6 a week with an extra \$1 set aside to be paid in a lump sum at the end of the season. She spent several years at the park as cashier for various attractions.

The park burned and Joe was brought in, in connection with the rebuilding work. He laid out a Scenic Railway but the layout required an extra fare booth, and there wasn't room for it.

Together Since 1912

"They said 'we have just the girl for the job,' and along came this little Maggie Drew," Joe says. That was in 1912. The couple dated thruout the summer, and that winter they were wed in Beaver, Pa., where Maggie's family lived.

Now that she has accepted the NSA Ladies' Auxiliary duties, Maggie will be running off more than ever. Her clubs occupy much of her time, as she "can't resist going to card parties or other affairs." She has risen to first vice-president of the auxiliary in the past, but kept refusing the top post because she didn't think she could devote the proper amount of time to it. "I think I can handle it now," she says.

Maggie McKee has two brothers and two sisters residing in Pittsburgh, and a brother and sister in the New York metropolitan area. Her kin have gifted her with an even dozen nieces and nephews.

At home, the McKees have the company of their younger daughter, Aseneath, nicknamed Mickey. Their first girl, Jane, is the wife of Million Dollar Pier operator Max Tubis. Mickey works for the Ford export agency in Jersey City, and Jane can frequently be found running a toy stand at the pier during the season.

Still Selling Tickets

As for their mother, who never tires of being active at Palisades Park, she is a regular at the parking field and swimming pool ticket booths.

Times Square 'Cleanup' Sent For Final Vote

NEW YORK, Dec. 26.—Only Board of Estimate approval remains before the Times Square "cleanup" measure goes into effect, barring the midtown area to new Arcades, wax museums, pinball games and bazaar stores.

The City Planning Commission passed its measure Wednesday (23), using rezoning as its weapon. While no action will be taken against any present midway-type businesses, the zoning change will prohibit any more such operations from opening in the area. It is also anticipated that while alterations will not be banned within the existing property, no lateral expansion will be allowed.

Sale of one of the properties covered by the measure will not ban it from continuing use of the same sort by the new owner. But once a business is shut, that finishes it in the Times Square zone.

Planning Commissioner Lawrence Orton described the measure as "another patch on the seat of Father Knickerbocker's breeches." In passing the measure to the Board of Estimate, the commission opined that Arcades "belong in locations where the carnival atmosphere . . . is appreciated."

McCaffery Sustains Fractured Pelvis In Fall at Fla. Home

MIAMI BEACH, Dec. 26.—J. J. McCaffery, co-owner and general agent of the Amusement Company of America, will continue confined to a hospital here for a month as a result of injuries suffered Friday (19) when he fell down a flight of stairs at his home here.

McCaffery suffered a fractured pelvis and bruises and lacerations of the face, head and body.

Kansas City Fems Name Lorelei Hugo As 1954 President

KANSAS CITY, Mo., Dec. 26.—Lorelei Hugo was elected president of the Ladies' Auxiliary of the Heart of America Showman's Club. Miss Hugo, the daughter of Mr. and Mrs. Captain Hugo and co-owner of Hugo's Novelty Exposition Shows, is the youngest president ever to head the auxiliary.

Other officers include May Wilson, Evelyn Audiss and Dot Corey, who were named first, second and third vice-presidents respectively. Re-elected to office were Hattie Hawk, treasurer, and Ruth Gordon, secretary.

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Talent Topics

Farias Duo, hand balancing, are currently on a 30-week tour with the Harlem Globetrotters pro basketball team. The boys, along with the Rudenko juggling act, are being used as the half-time attraction... Captain Roy Simms, high performer, is taking it easy in his Dennard, Ark., home.

Mr. and Mrs. Harvey (Miss Luxem) Earlin are currently in Chicago getting set to play the Flint, Mich., stand of Polack Bros.' Circus. Luxem will do her "Star in the Moon" act at the Flint date, having recently purchased the equipment to supplement her regular swaypole turn. Clem Bellings, dog act, was a Chicago visitor last week and infoed that following several holiday dates in Milwaukee he planned to head for New York.

Great Rolando, acrobat, in Chicago for a two-week stay, will appear on "Super Circus" and work club dates. Rolando, who recently appeared on TV in Canada with Margaret Truman, is skedded for two weeks at Blindstrubs' Village, Boston, during the Christmas season. He'll work Hamid-Morton Shrine dates in '54.

Jimmy Troy, trapeze, was on hand for the Iowa Fair Managers' Association meeting in Des Moines, Monday thru Wednesday (7-9), where he helped out at the Barnes-Carruthers hospitality rooms. Shyretios, cyclists, opened their second week at the Chicago Theater, Friday (11). Loretta's Dogs are playing Christmas dates in Kansas City since closing the Fort Worth Shrine Circus.

Albert and Judy Spiller, Spiller's Seals, and their assistant, Frances Rooks, left for their home at Tarpon Springs, Fla., after closing with Tom Packs in New Orleans recently.

The Riding Rudynoffs were the subject of a feature in the March-April issue of "White Tops," official organ of the Circus Fans of

America, and currently they rate a full-scale effort in Courage, amputee magazine sponsored by the Fraternity of the Wooden Leg. Both pieces were authored and placed by Fred H. Phillips, chronicler of outdoor show business and The Billboard correspondent residing in Fredericton, N. B., Canada.

Ernie Wiswell, of clown car note, is currently vacationing at Riverview, Fla., where he plans to remain until he opens a spring jaunt of indoor dates. Wiswell will play outdoors for the George A. Hamid office next season.

Lamont's Cockatoos and Macaws closed a seven-week engagement December 24 at a department store in St. Louis. Other acts that appeared with Lamont included Otto Gruber, clown; Tiney, dog act; Chick Kueser, magic; Harry Dann, clown; Tom Twist, chimp, and Ollie Sandel, organ.

Eric Baricton, rolla-rolla, was booked by Stanley Wathon for the Ed Sullivan television show on Sunday (13).

SLA Skeds Open House

CHICAGO, Dec. 26.—The Showmen's League of America has declared open house for the holidays and during the period a buffet lunch will be available each day at the clubrooms here. Open house began Christmas Day and will run thru January 1. Arrangements are being handled by the house committee, including Charles Zemater Sr., Max Brantman and Andre Dumont.

Detroit Posters Re-Elect Carano

DETROIT, Dec. 26.—John Carano was re-elected president of Local 94, International Alliance of Billposters, Billers and Distributors, for 1954. Other new officers are: Walter Frank, vice-president; Matt J. Kolbe, secretary-treasurer; Michael Noch, business president; chairman of board of trustees, Albert J. Halley; Peter Miglio, trustee; William Noch, trustee.

Howard Haft to Wed Fern Fink in Chicago

CHICAGO, Dec. 26.—Howard S. Haft, son of Morris A. Haft, counsel for the Showmen's League of America, and also a lawyer, will wed Fern Joyce Fink, of Chicago, December 27. Ceremony will take place here in the Ambassador East Hotel. The younger Haft is legal adviser to the Military Police at Fort Monmouth, N. J.

Out in the Open

Publicist Max Rosey, formerly of the Bert Nevins office, New York, is conducting a national college queen contest with plans for making it an annual event. Rosey is dickering with park, fair, theater and dance hall people thruout the country for franchise rights for local eliminations. Judging of the finals, January 8-10, at the Hotel Di Lido, Miami, will be by a panel consisting of Bess Myerson, Yul Brynner, Robert Q. Lewis and Mrs. Arthur Murray.

Ernest (Rube) Liebman, Des Moines rep for Barnes-Carruthers Theatrical Enterprises, Chicago, plans to enter the Mercy Hospital in the Iowa capital shortly after Christmas.

John H. Harris, producer of Ice Capades and "Big Boss" of Variety Clubs International, headed an eight-man delegation who received the Poverello Medal of the College of Steubenville, O., awarded to the organization for its benevolent work. The ceremonies on December 6 were attended by Mr. Harris, James E. Balmer, David Brown, Edward Fontaine, George Lie, John J. Maloney, John Morin John T. McGreevey, and John White, all original members of Variety Club Tent No. 1 in Pittsburgh.

Caravans' President Names Committees For '54 Operations

CHICAGO, Dec. 26.—Veronica Potenza, new president of Caravans, Inc., this week appointed committees for the ensuing year.

Named to the finance committee were Jeanette Wall, Edith Streibich and Mae Sopenar; ways and means, Mary Calcara, Stella Mature, Eva Shine, Helen Hoffmeyer, Lucille Hirsch, Ann Doolan and Betty Shea; house, Helen Wet-tour, June Milcezy, Mary Martin and Mollie Raymond; membership, Charlotte Wright, Josephine Haywood, Myrtle Hutt, Billie Billiken, Pauline Grey and Jeanette Hart.

Forget-me-not fund, Pearl McGlynn, Ann Sleyster, Jeanette Wall, Minnie Simmonds and Mae Taylor; press, Lillian Lawrence, Wanda Derpa and Clara Etta Barker; welfare, Mae Taylor, Geraldine Muscarello and Elizabeth Jacks; entertainment, Marianna Pope, Eva LeRoy, Mabel Davis and Frances Berger; bonds, Helen Wettour; birthday cards, Veronica Potenza; chaplain, Irene Coffey; mascot, Amby Clinton; sentinel, Agnes Barnes; hostesses, Claire Sopenar and Isabel Brantman; club mother, Minnie Simmonds.

Showfolks Elect Charlotte Porter; Hellwig Is Veep

SAN FRANCISCO, Dec. 26.—Charlotte Porter, outgoing first vice-president of the Showfolks of America, was elected president of the organization here Monday (14).

Eddie Hellwig was named first vice-president, and Ralph Meeker second vice-president. The position of third vice-president will be filled at a later date, due to a technicality. Oscar Mattley was elected treasurer; Albert Roche, corresponding secretary, and Bonnie Townsend, recording secretary. Board of directors will be named in the near future.

Joe Ryan reported on his visit to Reuben Williams, who is confined to Marine Hospital here.

Pincher Creek, Alta., Elects D. Buchanan

PINCHER CREEK, Alta., Dec. 26.—Douglas Buchanan was elected president of the Pincher Creek and District Agricultural Society at its annual meeting. He succeeds S. W. Jenkins, Vice-presidents are S. Walter Jenkins and Marcel J. Hockstein. A secretary and treasurer will be appointed later.

The year was reported to be a successful one. The org sponsored a horse show, fat stock show, banquet and a two-day fair during 1953.

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Aud Dates Planned For 'Super Circus'

CHICAGO, Dec. 26.—ABC's top-drawer TV show, "Super Circus," will appear at Olympia Stadium, Detroit, Wednesday (30), for the first of a series of road stands that will be given in arenas and auditoriums. Producer Phil Patton said that the date represents a new "Super Circus" policy.

The Detroit date will be followed by a similar appearance at Municipal Auditorium, St. Paul, February 9. Both stands will be under local auspices. Negotiations for additional stands are being carried on now, he said, and present plans call for making up to one such date per month.

Road appearances of "Super Circus" are being handled by Patton and Fred Williamson's Associated Booking Corporation, Chicago. Bill King, also of Associated, is active in the plans.

Patton said that if the early dates are successful, the policy will be expanded. The present set-up has the show using special paper and window cards, signing a local auspice to handle ticket sales and the appearance for afternoon and night shows of the top names from "Super Circus," plus a program of acts to give a two-hour show.

Cast Announced

The Detroit show will have Mary Hartline, Claude Kirshner, Nick Francis, Scampy, Cliff Sou-bier, Bruce Chase and Bernie Hoffman, all regulars, plus Lola Dobritch, the Goetchi Brothers, Walter Jennier's seal, Miss Aerial-etta, Nolla Tafe's dogs, the Colle-ano Jugglers, Tubby and Spatz, Kay and Kitty (Colleano) and Nis-sens' trampolinists. The line-up of added acts would be changed for each appearance.

At both Detroit and St. Paul the

show is using a contest with trampolines as prizes. Preliminary contests are running in Detroit. At St. Paul the competition will be by schools and the winner will earn a trampoline for his school.

Fact that major personalities on the "Super Circus" show have other radio and TV commitments as well prevents them from devoting much extra time to this show or road appearances. Thus road dates are scheduled for Mondays or Wednesdays, if possible, in order to cut down replacement problems.

Patton said that previously the program made appearances at Kansas City and Cincinnati, but each of these was without organization, promotion or definite plan, leaving the Detroit and St. Paul engagements as the first of their type.

Green, Sheets Troupe Schools

SPRINGFIELD, O., Dec. 26.—Ralph Green and H. C. (Billy) Sheets have been playing school dates with their Kayo Green Society Circus. The unit will reopen January 18 following a one-month lay-off for the holidays and the Indianapolis Knights of Columbus show.

Green operated Pawnee Bros.' Circus a few years ago and has had the equipment stored at the fairgrounds here. He also operated Rudy's All-American Circus. Sheets was equestrian director last season with Roger Bros.' Circus and will fill the same post for the Indianapolis show.

Their present school unit includes dogs, monkeys, bear, two clowns, Jargo, magic, impalement and aerial acts for a 50-minute show.

Barnum Fete Kitty \$139

BRIDGEPORT, Conn., Dec. 26.—City Treasurer John Shenton, who was treasurer of the Barnum Festival, annual celebration held in July for a five-day period, reported this week a balance of \$139.43. The expenditures have risen from \$17,268.92 to \$40,799.42 during the five years the event has been functioning.

GE Display at Texas Expo

SAN ANTONIO, Dec. 26.—The General Electric "House of Magic" will highlight the San Antonio Home Show and Builders' Exposition to be staged here May 8-16 at the Coliseum. Entertainers will include "Uncle Willie" and Azarola and Alegre, pianist-drum team from Spain.

Lexington Preps

year. Operator Ruhlman has scheduled daily matinees, except Mondays, this season. Price for the 2 to 4:30 p.m. sessions is 40 cents; 50 cents for Sundays and holidays. Souvenirs will be distributed at sessions Christmas Day and Night. The rink has staged an advance ticket sale in connection with its New Year's Eve party, tickets going for \$1. Party hats and noise makers will be given out that night.

Members of Lexington Skating Club retained possession of an inter-rink trophy in a Southland swing contest held November 28 at the rink. Forty-seven couples from eight tri-State rinks competed in the contest.

Carnival Routes

Bryan's All-State: Robstown, Tex.

Ice Shows

Hollywood Ice Revue: (Stadium) Chicago 29-Jan. 12.
Ice Capades of 1954: (Garden) Boston 29-Jan. 10.
Ice Polles of 1954: (Arena) Philadelphia 29-Jan. 12.

Louisville Sets Benefit Shows

LOUISVILLE, Dec. 26.—Country and western personalities will appear in a benefit show at the Louisville Armory Sunday (27) for two shows. The program is for "country and western folk musicians who may need help," and it is patterned after a Bill Monroe benefit that drew 17,000 persons a year ago.

Monroe will be among this year's performers. Others are to include Roy Acuff, Ernie Tubb, Hank Snow, Little Jimmie Dickens, Pee Wee King, Minnie Pearl, Lew Childre, Lenze and Oscar, Duke of Paducah, Randy and Cactus, George Morgan, Kitty Wells, Carl Robbins, Carl Schmidt, Jimmy Osborne, Ginger Callahan, Jesse Coates, and Jimmy Logsdon.

The show's line-up is billed as the "greatest number of the greatest 'Grand Ole Opry' stars of all time."

COMING EVENTS

- Florida**
Jacksonville—Home Show, April 6-11. Edgar V. Smith, 217 W. Forsyth St.
- Iowa**
Cedar Rapids—Home Show, May 18-23. Paul Waters, Memorial Coliseum.
- Kansas**
Topeka—Home Show, Jan. 18-24. Paul Waters, Auditorium.
- Ohio**
Canton—Home Show, March 2-7. Dorothy Godfrey, 104 S. Market St.
- Pennsylvania**
Pittsburgh—Sportsmen's Show, Feb. 5-14.
- Texas**
El Paso—Home Show, March 17-21. George Coloursis, P.O. Box 3156.
Dallas—Home Show, April 3-11. H. P. Van Horn, 102 Walnut Hill Village.
Waco—Home Show, May 4-8. Dorothy Godfrey, Heart of Texas Coliseum.
San Antonio—Home Show, May 8-16. Grover A. Godfrey Jr., 821 Bandera Road, Varsity Village Bldg.
- Washington**
Tacoma—Home Show, May 19-23. George Coloursis, 1163 1/2 Division St.

Cincy Show

Continued from page 32

their families. The show, produced by Barney Rapp, of the Frank Sennes office here, and directed by Truly McGee, Chicago, is an annual event and takes the place of Christmas shop parties.

Saturday afternoon 9,700 people, guests of Avco Manufacturing Corporation, saw the show, and 6,200 attended the night show, sponsored by Aluminum Industries. Attendance record for the Garden was broken Sunday night when 16,482, which included 4,000 standing, saw the show as guests of General Electric Company. At the afternoon show the Cincinnati Milling Machine Company hosted an audience of 13,403.

The two-hour show consisted of 25 acts presented on a regular stage and two ice rinks. In the line-up were Bill Brown and Denny Parr, ice skaters; the Atomics, tumbling; Webster's Dells, two girls and a man, ice skaters; Jansley's Poodles; Wallenborn and Brandstetter and Denny Parr, skaters; the Tenners; Jan Risko, juggling; Dick Price and Roberta; Tokayer Troupe, teeterboard; Les Geraldos, high act; Maricich and Peterson; Victoria Troupe, cyclists; Georg von Birgelen, trick skater.

From here the show went to Richmond, Ind., to stage performances for Avco employees there Monday (21) afternoon and night in Civic Hall. En route to Richmond, the automobile carrying the Victoria Troupe crashed into another car on slippery paving, causing the act to miss the afternoon performance. However, it made the night show. At Reid Memorial Hospital, Richmond, where the performers were taken, Herbert Smith, his son, Arthur, and daughter, Dolly Smith Buchanan, were discharged following treatment. Mrs. Smith, who suffered a left arm fracture, knee cuts and possible chest injuries, remained hospitalized.

Paterson's 82

Continued from page 32

Standing a good third is the Mount Vernon (N. Y.) Arena with 68 points, followed by Boulevard Arena, Bayonne, N. J., with 54 points. Trailing far in the rear with 10 points each are Capitol Arena, Trenton, N. J.; Florham Park (N. J.) Rink and Twin City Arena, Elizabeth. Shut out to date is the chain's Peekskill (N. Y.) Arena. Next competition is scheduled for January 2 at Capitol Arena.

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No. 1 Cards, heavy white, black back, \$1.75. No duplicate cards. These sets complete with Calling Numbers. Tally Cards, 35 cents. \$3.50; 50 Cards, \$4.75; cards, \$4.50; 100 cards, \$5.50. All cards from 100 to 3000 @ \$5 per 100. Fibre Calling Numbers, 75¢; Wood Calling Numbers, \$1; Printed Tally Card, 15¢; Colored Heavy Cards, 25¢, same weight as \$1, in Green, Red, Yellow @ \$4 per 100. DOLLAR CARDS, No. 1 size, 5 1/2 x 14 1/2, 10¢ ea.

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2,000 Jack Pot Slips (tablets of 7 numbers) Per 100... 1.35
Middleweight Cards, 5 1/2 x 7 1/4, White, Green, Red, Salmon, Yellow. Per 100... 2.00
2,000 Small, Thin, Numbered Binge Sheets, 5 colors, loose only, no pads, size 4x5. M... 1.50
Plastic Markers, Red or Green, round of square, 3/4" diameter M... 2.50
Scalloped Edge, Green only, M... 2.00
Smaller Size, 3/4" diam., Red or Green Plastics, M... 1.50
Adv. Display Posters, size 24x36, Ea. .15
Cardboard Strip Markers, 10 M for Rubbery Covered Wire Cage with Chute, Wood Ball Markers, Master Board; 3-piece layout for... 15.00
Thin, Transparent Plastic Markers, Brown, 3/4-inch Per M... 1.00
Featherweight Thin Binge Sheets, size 5 1/2 x 8, very large numerals, 5 colors, loose, not tabbed, M... 1.25
Round white N.J. Cardboard Markers, 2 size; 1/2-inch diam., 1800 to lb.; larger size, 3/4 diam., 1000 to lb. Either size, lb. .85
Capital Binge Blower, electric operated complete with 25 numbered Ping Pong Balls, weight 100g.
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Malec Describes Winning Promotion

OMAHA, Dec. 26. — Joseph Malec, operator of Peony Park here, urged this week that ballrooms and bands join to help frame a coast-to-coast TV show using remote pick-ups from several spots. He said that the plan would "make the nation dance conscious."

Malec's statement came after the National Association of Amusement Parks, Pools and Beaches had awarded him a plaque for "the best promotion" of the year. The citation was for the television show which he had at Peony Park last season.

A change in the convention program schedule prevented Malec from giving his paper about the TV show. Text of the talk, originally prepared for the NAAPPB convention, follows:

"I have long considered TV as a great medium in advertising as TV programs reach into the very homes of new potential customers as well as many of our dance customers.

"Last winter three of the ballroom operators in Nebraska got together with an ambitious team of dancing instructors, Mr. and Mrs. Larry Camello, and worked out a half hour TV show which we called 'Let's Dance.' In this show, Mr. Camello illustrated dance steps in such a way that those watching could actually learn the basic steps. During the show the three sponsors received spot announcements telling of their coming attractions. As a special feature during the show, a band leader's picture was shown with the playing of his theme song. This feature was called 'The Mystery Band Leader.' The audience was invited to guess his name and to send it to the TV station and if they guessed correctly they were rewarded by receiving two admissions to one of the three ballrooms.

"The show was first put on at 11 o'clock in the evening and later changed to 10:30 p.m. This show had a great following which was proven by the mail it was receiving. The first show received over three hundred pieces of mail and increased to over fourteen hundred pieces for the last show, which was held the last Monday in June.

"Because some of the operators figured that summer shows would not have the same value as the winter shows, the shows were discontinued. A new series will be started this month, and we are convinced that Monday evening is the best time for our kind of show as most people we wish to reach are at home on that night.

Convinces TV Outlet
"Now I will tell you about the TV show we produced at the park this summer for Thursday nights. The idea to produce a one-hour TV show was with us for a long time. We were contacting TV stations for over a year before they began to be interested in the idea. Finally we convinced WOW-TV that our type of show would be popular and that sponsors could be found.

"Our show was made up primarily for public participation. As it was designed for summer operation, featuring outdoor dancing, we called it 'Dance Time Under the Stars.' The show had many features. Its format was based on the orchestra, the dancers, interviews on the dance floor, a mystery medley, introduction of the ballroom manager, salute to neighboring cities, a little comedy with novelty dances, dance exhibitions, a special dance with all participating, the starlight lady and mystery band leader.

"During the show the orchestra was shown and featured nine times. We chose Tony Bradley's orchestra to play our show as he is well known in our area. The tunes played by the orchestra were styled for dancing as we did not allow the orchestra to feature any specialty numbers.

"The interviews with the dancers during the dance by the

emcee and guessing of the name of the tunes in the mystery medley played by the orchestra took place on the dance floor. Those guessing the tunes received a free admission to dance to our name band attraction coming the next weekend. This gave us a chance to plug the coming of the name bands several times during the hour. This was a good feature.

"The emcee introduced our park and ballroom manager, my son Charles, who during his introduction and interview welcomed the dancers and talked about the features of our next week attraction.

Plugs Aid Ballroom

"In saluting our neighboring cities, the introductions were made by my son and the interview of the city's mayor was handled by the TV announcer. The feature we considered very good as it brought us into contact with many fine people from many localities and we are sure good will was created as the local newspapers carried fine stories about the salute of their cities.

"Comedy and novelty dances were created by Camello and performed on the dance floor. The fun and comedy was of a clever nature, such as blowing and bursting of balloons while dancing, doing a potato dance and leading the band and other features suitable for the show. Here again we took advantage of the opportunity, giving the winners free admission to one of our coming dances, repeatedly naming the band coming for the weekend.

"The feature exhibition dance was given by our dance masters, who demonstrated steps in ballroom dancing. We chose this team of instructors to work with us for the reason that their dance academy offered a chance to all beginners to learn ballroom dancing at a very nominal fee. Mr. Camello was awarded a plaque of fine merit by WOW-TV for the fine work contributed to the art of dancing by his hard and worthy work in bringing enjoyment to many.

"The special dances, such as the bunny hop and hokey-pokey were directed by Mr. Camello. Everyone joined in this fun on the dance floor. This was well accepted by the dancers and those watching the show.

Contestants Sing

"In the starlight lady singing contest, interested applicants were auditioned and screened and the winner of the week was introduced to sing one number with the orchestra during the show. The interest in this feature was big. We had a large number of applicants, many from a good distance away from Omaha, who came in to audition, trying for a chance to be heard and to be seen on this program. This was something for the younger set and we believe this also made our program popular.

"Guessing the name of the mystery band leader was a feature carried over from the winter show. Here again it proved of interest as we received several hundred pieces of mail each week. This short summary gives you an idea of the kind of program we produced.

"I will now bring into the picture the big factors.

Sponsors Needed

"A one-hour show of this kind is expensive. Our TV station placed a \$660 per hour value on the time. This required finding sponsors for the show. These were an automobile dealer, a beer distributor, a food dealer and a steak house.

"We, the park, had to clear the orchestra with the union. This was a problem as many obstacles enter into this phase of public show for commercial performance. We finally obtained an agreement. If using a local orchestra during the show, the show would cost us \$8 a man in addition to the usual scale already paid the orchestra. We reluctantly agreed to this and paid the additional money, approximately \$100 for each show. There were other items such as furnishing 30,000 watts of light, building a moveable platform for the cameras and other equipment, and it took

Bruckner Ops Like Scenery, Not Promotion

Kid Attractions Felt Not Thing For Golf Range

NEW YORK, Dec. 26.—Operators at the Bruckner Boulevard amusement area in the Bronx met briefly last week to discuss possible joint promotional ventures for the coming season, but came to no agreement. They will meet again after the holiday season to talk over beautification of their interests along common lines.

Operator of two kiddie parks in the development is Arthur Becker. The other major holding is that of Carl Littman and Lee Channing, who operate a golf driving range and two Arcades as well as owning the ground on which are a miniature golf course, batting cages and a restaurant. The area also has another restaurant, long range shooting gallery and archery range.

Son Don Becker, who is handling promotion for expanding kiddie parks, said the disagreement at the meeting was over the types of attractions to be brought in for the 1954 opening.

Promotion Discussed

Littman and Channing, while conceding that kiddie personalities would stimulate interest in the moppet parks, favor a pro golfer or other athlete who would be of value to their driving range operation.

The operators are of one mind, however, on the subject of scenic developing of their fun area. A landscaping expert is being brought in to design use of lawns, flowers and vines thruout the location, to give an appearance of unity altho there are several vested interests in the development.

about 22 men to stand by and take part in the show. This is reason for the high cost of producing the show. I figure the park's expense in preparation for these shows was about \$1500.

Aided Dance Biz

"We are of the opinion that 'Dance Time Under the Stars' did the dance business a lot of good. The food dealer, automobile dealer and the beer distributor all say the show created new business for them. The orchestra leader received many new accounts in the TV territory, therefore it did a lot of good for the orchestra too.

"I believed that TV has a great publicity value and I think that more today than I did a year ago. We in the ballroom business need publicity and the bands need it too. The federation of musicians could do a lot for the bands if they would work in harmony with operators and the TV stations by making more TV dance programs possible. We need to create interest in small and big name bands alike. The bands need public interest and the TV dance programs create this interest. The big names in bands will be out in a very short time if the federation fails to cooperate. The big question of the name band leaders today is 'Where are we going from here?' They feel (and I do too) that a name band today will be a territory band tomorrow. The federation must realize that a locally sponsored TV show is limited in its finding sponsors who can afford to pay for such a program.

"If the program is worth \$660 per hour to the sponsor, then it has value for the orchestra too. Here is a point that must be properly analyzed. In my estimation the orchestra receives again as much advertising as the sponsor. This advertising value received by the orchestra should be considered by their federation and should be given credit in its full true value to the orchestra. Newspapers give the artists of the federation very little publicity, therefore this TV channel of publicity should be considered. The members of the federation have much to gain and absolutely nothing to lose by co-operating in order to publicize their orchestras."

RYE RINK'S THREE-A-DAY GETS HOLIDAY CROWDS

RYE, N. Y., Dec. 26.—Playland Amusement Park's ice rink scheduled an extra daily session on Monday (21) to accommodate increased attendance with the onset of the school holiday.

The new session from 10:30 a.m. to 12:30 p.m. will be in effect thru next Thursday (31) and gives the rink three a day. The other times are 2:30 to 5 p.m. and 8:30 to 11 p.m. Prices are 50 cents for children and 85 cents for adults.

Col. Allan E. MacNicol, director of the Westchester County-owned park, said the rink drew 30,000 children during the holidays last year.

The only park features operat-

ing are the rink and its adjoining restaurant, soda fountain and game room. The rink's interior and the outside of the building are festooned with laurel ropings and wreaths, with illuminated Christmas trees decorating the nearby plaza. Recorded carols are broadcast for visitors.

Rocks' Running Daily During Holiday Week

NEW YORK, Dec. 26.—Daily operations thru the Christmas-New Year's week will have Rockaways' Playland catering to families and groups. The Queens amusement spot will be open from today thru Sunday (3), after which it will resume its regular week-end schedule.

The park was closed on Christmas Day and will also close on New Year's Day.

Art director Herman Huseby has placed a life-sized mechanical Santa Claus, complete with talking mechanism, on exhibition as part of a holiday display in the kiddie section of the park. The midway is decorated with tinsel, streamers and wreaths, and a 25-foot-high illuminated Christmas tree is on display.

Besides its kiddie rides, Playland is operating its Scooter, Davy Jones Locker and Hell and Back dark rides, food stands and Arcade.

The park is featured in a televised Sunshine bread commercial, which is beamed in 17 States. The New York City and Chicago areas are excluded, as the product is not distributed there. The film shows three boys as they make the rounds along the midway.

Danes Schedule Park Projects

COPENHAGEN, Denmark, Dec. 26.—Carl Bo and Volmer Lind, owners-operators of Denmark's largest amusement park outside of Copenhagen, announced several improvements for 1954 at their big Karolinelund Tivoli park, in Aalborg.

Major additions will be a large, modern restaurant, an elaborate illuminated fountain, new flower gardens and a new Merry-Go-Round.

The Lind Brothers also control the Zoo-Tivoli park, in Odense, and recently acquired a controlling interest in the Circus Belli.

The rink was opened October 30 after a week's delay due to a shortage of fresh water for surfacing. The shortage, of natural causes, still exists and the county is hauling water in from an artesian well in nearby Mamaroneck.

A regular feature is the Monday night high school hockey league competitions.

Detroit Plans Kiddieland With Permanent Santa Theme

DETROIT, Dec. 26.—Plans for a new 'kiddie park about 30 miles northeast of Detroit, to be known as Santa Claus Land of Michigan, were unveiled this week by John Weiss of Roseville, head of a group which has acquired a site on the Clinton River, about three miles from Rochester, Mich. The park was partly inspired by the developments at Santa Claus, Ind.

Weiss, who formerly had a restaurant and beer garden concession at Walled Lake Park, heads a corporation with 23 stockholders. The site includes 27 acres for park use and 13 for parking. Pitch will be primarily for smaller children, with a special appeal for church, fraternal and school picnics.

Four buildings are planned for next year, chiefly to house concessions, refreshment stands, and toy and novelty shops. The toy shop will be an important year-round feature of this project. A ball diamond, also available for other recreational purposes, will be fitted up. All structures have nursery tale decorative themes.

Additions planned for the next year include a pony ride and six to eight miniature rides, to be installed probably on a lease basis. Later features planned include a children's zoo, a large indoor exhibit of model railroad layouts in a city setting, and a large doll exhibit for the little girls.

Location on the Clinton River may mean a unique two-mile boat ride for young patrons, according to Weiss, who plans to take them up some distance by car, and then provide a boat ride downstream to the park area.

The park site was informally

open a few week-ends this fall, with little else than the building progress to draw attention, but some local publicity on the project has drawn about 8,000 visitors already, Weiss said.

ELMER E. FOEHL

OF Willow Grove Park wishes to express his appreciation for the many expressions of sympathy tendered him during his recent bereavement on the death of his beloved wife

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Ringling Unit Opens Havana Engagement

North in Command; Program Includes Bale, Tasso, Del Oro, Mistin, Teigen

HAVANA, Dec. 26.—Ringling Bros. and Barnum & Bailey's winter unit opened its annual holiday run at the Palacio (Sports Palace) on Friday (18) and is scheduled to run thru January 10. John Ringling North, president and general manager, is in personal charge and is to be here thru the engagement.

Competition among Christmas circuses is less than in recent seasons. Only Santos & Artigas and Ringling are in business in the city. Four shows were running simultaneously last year. Some circus observers attributed the change here to political unrest.

Chartered planes brought Ringling people here Tuesday (15) and two days of rehearsals followed.

Animals and equipment went by boat and arrived Tuesday night. Friday's opening performance was a benefit for a hospital and business opened good. Weather has been cool.

Frank McClosky, manager, returned to Sarasota this week for the holiday but was expected back here. Willis Lawson is with the unit.

The program follows: Trevor Bale, tigers; Renellys, double traps; Tassi, dogs; Con Colleano, wire; Mroczkowski, Liberty horses; Pinito del Oro and web display; Al Antonucci, chimps; Dieter Tasso, juggling; Helmut Gunther, juggling; spec; Mister Mistin Jr., intermission.

Palacio flying act; Tiebor Seals; Theron Family, bikes; baby elephant act; Tell Teigen, high pole; Capt. William Heyer, menage; Fredonia Troupe, acrobats; Josephine Berosini, high wire, and finale.

Barton Plays Schools, Plans Spring Outfit

GREENCASTLE, Pa., Dec. 26.—Barton Bros.' Circus is operating out of here as a one and two-day stand school unit under ownership and management of George Barton. Show wound up a pre-Christmas season December 10 with a performance at Dillsburg, Pa., under auspices.

The indoor show will reopen in January and present plans call for a spring tour of stadiums with an enlarged show.

Performance at Dillsburg was at Memorial building, where a highly polished floor made work difficult. Program was played by the school band, which sponsored the show.

Acts included riding dogs; LaMont clowns; LaBelle and Ray, knockabout clowns; Gloria's Pets; Zeke and Bozo; Lady Marguerite's Liberty Horses; intermission; George Barton's riding school; clowns; menage; January, mule; clowns; and Marvin the Great, balancing. Billy Barton, aerialist, has the concessions. Bill and Dorothy Hill and Roland Tiebor Jr. were recent visitors.

POLACK EASTERN '54 LINE-UP TOLD

Poodles Hanneford, Wallendas, Harolds, Geraldos Contracted

CHICAGO, Dec. 26.—The Great Wallenda acts, Poodles Hanneford bareback riders, and the Flying Harolds will headline the 1954 edition of Polack Bros.' Eastern unit, it was announced this week at the Chicago office of the show.

Additional animal acts will include Klausers' Bears and Poly Orea's Spitz dog act, while the Polack-owned elephant act, Three Girls from Hollywood, will be with the unit.

The Wallenda troupe will handle five turns, with their high-wire pyramids being a feature. Karl Wallenda will produce the

iron jaw number, 12-girl web act and four cloud swings. In addition, his Karrell act will work Roman ladders.

Geraldos, Natal

The Geraldos; Natal the Monkey Man; Greta Frisk, single traps, and the Harolds' flying return act complete the aerial act department.

Making up the ground act list will be the Frielandis' bike turn; the Three Merkys, comedy bars, and the Boginos, who also will double as Three Aurelios.

Gene Randow again will head up the Eastern unit's clown contingent, and with him will be Bob Lorraine, Al Ackerman, Paul V. Kaye and others still to be signed.

Ethel Robinson, Polack booking agent and talent scout, contracted the acts. Nat Lewis will be back as announcer. Henry Kyes returns as bandmaster, and Edythe and Whitey Boyd will continue as organist and drummer.

Under the Marquee

The Cirque Medrano December program in Paris has Victor Julian's dog act; the two Brockways, trick bike; the Dinats, aerialists; John Vree & Co., contortionists; Quaino, equilibrist; Hans Bela & Mary, acrobats; Enrico Zimmerman, liberty horses; Ruth Zimmerman, high school horse; Diane Bisogno, aerial ballet; Armand Guere's sea lions, and clowns Nino & Charly, and Pipo & Dario. Cirque d'Hiver has the six Indianas, teeterboard; Madel Melrose Sister, equilibrist; three Ballans, acro-bike; Angelo Picinelli, juggler; four Andreus, acro dancers; Molinoff Troupe, dancers; Molinoff Troupe, dancers, and clowns Alex & Polo Rivals, Rudi Llatas, and Achille Zavata.

Jorgen Christiansen is spending the holidays at Enid, Okla., at the home of Larry Black. Christiansen's mixed animal Liberty act is quartered at the fairgrounds there. He worked the Fort Worth Shrine show. The Enid newspaper recently carried a feature article about his career.

R. M. Harvey is making his annual Caribbean cruise. His ship will touch at several ports in Central and South America.... Roland J. Weber, Chicago, has his model circus on display at the Hecht store in Washington.

Polack Bros.' new elephant act, trained by Mac and Peggy McDonald, will be transported by baggage car from Thousand Oaks, Calif., to Flint, Mich., next week to be on hand for the opening of the show.

Major movie studio and a top TV network are in touch with several motorized circuses in preparation for upcoming movies and programs based on mud circling. While none of the plans are finalized, spring should bring forth some detailed announcements.

Holiday destinations for personnel of the All-American Indoor Circus include Mr. and Mrs. Byron Gosh, Louisville; Buck Leahy, Pawtucket, R. I.; Harrison Duo, Fort Worth; McConnell and Moore, Gulfport, Miss.; Mr. and Mrs. Billy Irwin, Fort Worth; Ruth and Toby Ayers, Waycross, Ga.; Wyoming Duo, Douglas, Ga.; J. C. Coffe, Winston-Salem, N. C., and the Hartley Trio, Danville, Va. Show reopens in Kentucky in mid-January.

Leonard R. Simons, manager of Rogers Bros.' Circus, recently was in Cuba and visited with Frederiko Artigas, of Santos & Artigas Circus, and Senior Razzore, of the Razzore Circus. Simons caught Montalvo Circus in a suburb of Havana and reports Nelso Circus is a new outfit touring the interior of Cuba.

John (Chuckles) Facer, formerly with Rogers Bros.' Circus, has been playing Santa Claus in toylands in his home town, Fairfield, Ia. He is also clowning kids' Christmas parties.

formers and similar acts doing simple turns that could be seen for some distance from the floats.

Finally Johnson predicts that outsiders will figure more in future parades. He cites the use by the Jay Gould Circus of high school bands in its parades and similar use of towners in parades of the Clyde Beatty Circus. He says that the advertising tie-in wagons of the Kelly-Miller show may be forerunners of special commercial displays in parades.

TEAMS, TABS TABOO?

Writer Sees New Format For Revival of Parades

LOS ANGELES, Dec. 26.—A circus writer and former trouper predicts that street parades are in for a major revival. But he warns that in make-up they'll be "all new this year" and won't duplicate the big street marches of the past.

He is Robert Barbour Johnson, who was with circuses and in the past several years has authored circus yarns in national magazines. Writing in Clarion, publication of the Al G. Barnes Ring of the Circus Model Builders, Johnson describes what he predicts will be the parade of the near future.

He lets the fans know quickly that these won't be carbon copies of 1890 parades and says that it's probably just as well.

Johnson's main point is that whatever parades go out in the future won't be 100 per cent horsedrawn. He stresses that for any present-day show to carry that many horses would be impractical. But he states that one or more big hitches probably will be used by each show, and cites the King-Cristiani band-wagon hitch, Kelly-Miller's bear cage hitch and Diano's calliope team, all of 1953.

2-Up Is Attraction

Johnson says that when parades were horse drawn, so was everything else, and the only reason for multiple long-string hitches was to set show wagons apart from towners vehicles, which also were drawn by big teams. He declares a two-horse team is a greater attraction now than an eight-up was in 1890.

His article suggests that railroad shows could power most of

their parade wagons and cages with single elephants. A few teams of horses might be included but these will be pairs, not fours or sixes.

The writer recalls that motorized parades were successful in the early 1930's, and he cites the Downie Bros.' line-up of about 1932 as one without horse-drawn features.

Pointing up the fact that interest in draft horses has grown only in recent years and then usually among show fans, Johnson recalls that youngsters of 50 and more years ago were more impressed by teams of camels, zebras, elephants and ponies.

Fact that the supply of old-time parade wagons is nearly depleted is brought out by Johnson, who says that the next generation of parade viewers wouldn't be impressed by them anyway.

Oldies Are New Features

Turning to what he expects to see in the "parade of the future," Johnson emphasized that things that were commonplace when old-style parades were given now have become potential features. He points out that modern showmen might do well to buy up buggies, tally-hos, buckboards, sulkies, surries and renovate them in circus colors.

Next step in Johnson's plan would be to break the lead stock to harness—"except for the zebra, they're all draft animals in their native lands anyway"—and this livestock would power the collection of vehicles. Johnson's opinion is that this would serve also to replace mounted people, which are difficult to obtain today.

He also points out that harmoniums, mechanical pianos, Merry-Go-Round organs and other devices are of sufficient novelty today to be mounted on floats or wagons and included in the line-ups.

Paint, Plastic Trim

Johnson puts some of his strongest hopes on the painting of show trucks for parade use. He says that old-fashion tableaux have been out of use for so long the public wouldn't know what they were anyway. Wood carvings no longer can be replaced or produced, but plastics can be used for even more elaborate designs, according to Johnson.

He also declares that while woodcarving has been on the decline, the art of decorating with paint has been perfected. Now, he says, there are new colors, new effects and several capable show painters who do good jobs on standard trucks and could be expected to turn out even better art work if called upon to paint a parade.

Aboard those new parade trucks Johnson sees not the old type groups of performers dressed in foreign costumes, but jugglers, sword swallows, snake charmers, dog acts, trapeze per-

5 PHONEMEN

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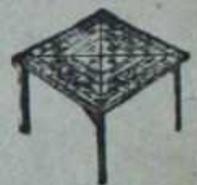
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Fair Assn. Meetings

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, January 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.

Association of Colorado Fairs, Albany Hotel, Denver, January 18.

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, 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, Taylorville, 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

Wis. Events Pay Out Record 343G Premiums

MILWAUKEE, Dec. 26. — Wisconsin county fairs paid an all-time high of \$343,874.30 in premiums this past season, an increase of over \$49,000 from '52, the State Department of Agriculture announced. Last year's total payment was \$294,449.55.

Growth of youth participation in the Badger State's fairs continued this year, the report revealed. Total amount of premiums channeled into the junior departments was \$207,095.20, compared with \$178,776.65 last year. And this year's figure is even more revealing when compared with the 1940 total of only \$89,261.69. With few exceptions, namely during World War II, this figure has been sharply increased each year.

Total premiums paid this year were increased in almost every department. An aggregate of \$94,868.95 was paid to livestock exhibitors, against \$70,529.41 last year and \$85,144.77 in '40. Exhibitors of farm crops received \$19,170.65 during the past season, compared with \$18,592.90 a year ago while 13 years ago the figure was \$17,917.20. Women's department premium payments have also shown a steady growth during the past 13 years. Total payment to the fairs this year was \$20,848.65 against \$19,759.10 last year and \$16,692.65 in '40.

State aid paid to the 76 fairs that operated in '53 amounted to \$212,349.21, little change from last year's figure of \$212,360.40. When compared with the '40 figure, of \$159,699.93, however, a sharp increase is indicated.

Total number of exhibitors in adult departments this year increased from 9,581 in '52 to 12,808, while the number of exhibits were up from 96,898 to 101,052 this year. Much of this increase was in the cattle and hog departments where animal diseases cut into exhibits in '52.

Brandon Names McPhail Mgr.

BRANDON, Man., Dec. 26. — President of the Provincial Exhibition of Manitoba here from 1949 to 1952, Alex McPhail was named secretary-manager to succeed S. C. McLennan, manager for six years, who died in October.

Directors re-elected Wilf F. McGregor as president. Vice-presidents are F. O. Meighen and J. H. Tolton.

McPhail was appointed to the manager's post for one year. Widely known as a judge of livestock, he has specialized in the breeding of purebred Yorkshire hogs. He served as president of the Western Canada Association of Exhibitions in 1952, and has been a director of the Manitoba Livestock Association.

10G Fire Burns Calgary Barn

CALGARY, Alta., Dec. 26. — Damage estimated at more than \$10,000 was done Wednesday (16) when fire of unknown origin destroyed a feed barn filled with oats and hay on the Calgary exhibition and Stampede grounds. The feed was valued at \$7,500.

Had there been a breeze, the blaze might have swept to near-by buildings, some of them housing a number of thoroughbred racing horses. The building was one of the oldest on the grounds.

Cedar Rapids Inks Barnes Night Revue

CEDAR RAPIDS, Ia., Dec. 26. — All-Iowa Fair has again contracted a Barnes-Carruthers revue and acts as the night grandstand attraction for its first five evenings, August 15-19. Fred H. Kressmann repped the B-C office in negotiations.

Heart Attack Takes H. Foust, O. State Chief

COLUMBUS, O., Dec. 26. — Howard S. Foust, 61, Ohio director of agriculture and manager of Ohio State Fair here, died December 25 in White Cross Hospital as the result of a heart attack suffered Tuesday (22). Foust, who played a leading part in expanding the Ohio fair's facilities, was stricken as he was returning to his farm near Plain City, O., where he was born.

The first man to hold the positions of agriculture director and State fair manager, Foust was named assistant director of agriculture in 1940 by Gov. Frank J. Lausche and became director six months later. He decided to take over management of the fair, along with his agricultural director duties, and had the fair on a paying basis within two years after erasing a \$17,000 deficit.

He was a member of the Madison County Democratic Committee but had never held a political office before his appointment by Governor Lausche. Survived by his widow, two sons, a daughter and seven grandchildren.

New 225-Acre Site Sought by Gresham; Brooks Set for 1954

GRESHAM, Ore., Dec. 26. — The Multnomah County Fair will move to a new fairgrounds, possibly by 1955, Duanne Hennessey, manager, announced. The present 50-acre site is no longer adequate, he said, and a 225-acre tract is sought. Next year's event will be held at the present plant here.

Hennessey this week reported that Monte Brooks Attractions of Portland, Ore., have been signed to provide the free stagershow next year.

The event is to be extended to 10 days, with tentative plans calling for the staging of two different shows. Hennessey also reported that the State Racing Commission had approved a nine-day meet, providing racing over two week-ends.

Decorah, Ia., Sets New Barn for 1954

DECORAH, Ia., Dec. 26. — The Winneshiek County Fair has voted to build a new cattle barn on its grounds next year. Officials of the fair said that the additional space would provide room for FFA exhibits at next year's fair. Stewart Baker was elected president of the board; E. T. Haugen, vice president, and Leon Brown, secretary.

SASKATOON '53 EX NETS 94G PROFIT

R. J. Murray Succeeds Dr. Salisbury As President; Mighton, Graham Are Veeps

SASKATOON, Sask., Dec. 26. — The Saskatoon Exhibition wound up its year with a near record net profit of \$94,352. Dr. F. G. Salisbury told-directors at their annual meeting here. Profits from other sources totaled \$6,012 for an aggregate figure of \$100,364.

In addition to racking up a big surplus, second only to the record \$107,671 of '52, the board put \$66,000 aside in its extension and replacement reserve and another

\$15,000 into its contingency reserve, bringing the latter to the largest figure, set three years ago, of \$125,000. No further profit would be put into this fund, Dr. Salisbury said.

The summer fair had an all-time high attendance of 143,077, surpassing last year's record by more than 2,300. Attendance records were also set at the grandstand and auto parking lots, while pari-mutuel wagering, totaling \$498,335, was a record for a six-day meet with only seven races per day.

Midway Record

Revenue from concessions, including the midway, was \$53,392, topping the previous record, set in '52, by \$3,731. Dr. Salisbury reported \$67,962 was spent on capital improvements during the year, the major project being the \$27,683 expended for improvements to the grandstand platform, renovation of buildings and barns, paving and the erection of a new entrance gate.

Further improvements include re-roofing of the grandstand for '54, extension of toilet accommodations, improved quarters for farm youth and paving west of the stadium. A new pari-mutuel building and totalizer are expected to result in increased revenue for the exhibition. Dr. Salisbury said a new industrial exhibit building was needed and that financial assistance was expected from the federal and provincial governments for the project.

The financial statement showed revenue had exceeded the year's budget estimates by almost 30 per cent, while expenditures were close to the estimate. The revenue figure, \$289,048, was by far the largest on record and compared with \$150,602 in 1947.

R. J. Murray was elected president to succeed Dr. Salisbury. J. A. Mighton is first vice-president; Dr. V. E. Graham, second vice-president, and Mrs. Letta Walsh was returned as secretary.

W. N. Catley Named Prexy Of Regina Ex

REGINA, Sask., Dec. 26. — W. Norman Catley, a farmer and cattleman of the Craven district, near Regina, was elected president of the Regina Exhibition Association at its annual meeting.

Catley, who was first vice-president during the past year, was the unanimous choice to succeed R. L. (Bob) Hutchinson, Regina. Hutchinson automatically becomes honorary president for one year.

Don Pells, second vice-president during the past year, was elected first vice-president, and Mayor Gordon B. Grant was named second vice-president.

A director of the fair board since 1936, Catley is prominent as an exhibitor of Herefords and as an officer of various livestock expos. He has missed only one Regina fair since 1894.

With the exhibition having shown a record surplus of \$140,070 on the year's operations, the next few years should see many more improvements at the grounds, said T. H. McLeod, manager, in his report to shareholders.

Attendance at the summer fair was a record-breaking 190,270, exceeded only by the two-week show in 1933 when admissions totaled 193,030.

Hillsdale, Mich., Nets \$5,231 in '53; Name Rynex Pres.

HILLSDALE, Mich., Dec. 26. — The Hillsdale County Fair chalked up a net profit of \$5,231.75 at its '53 run. Harry B. Kelley, secretary, announced at the annual meeting of the board here Monday (14). Receipts totaled \$77,911.92 and expenses were \$72,680.17. Plant improvements totaled \$5,389.68.

Lynn Rynex, Jonesville, was elected president, succeeding Bert Payne. Rynex had been a director since 1929. J. I. Post was re-elected treasurer and Kelley was re-named secretary for the twenty-fifth year. Added to the board were Wallace Godfrey and Omer Null.

Improvements this year included increasing exhibit space, remodeling the merchant's hall, new fencing and the addition of parking facilities. Dates for next year are September 26-October 2.

Wis. Assn. Sets Program

MILWAUKEE, Dec. 26. — The Wisconsin Association of Fairs has scheduled considerable open time for booking at its annual meeting here in the Hotel Schroeder January 6-8.

The first day, Wednesday, will be given over to registration with a horsemen's banquet set for 6 p.m. and the annual cheese party and get-together at 9 p.m. The following day will open with a business session including reports and election of officers. The afternoon has been left free for signing attractions with the annual banquet that evening. The final day is also open for unfinished business.

Maine Meet in Eastland Hotel

PORTLAND, Me., Dec. 26. — The annual meeting of the Maine Association of Agricultural Fairs, January 20-21, will be held in the Eastland Hotel, according to Secretary Roy E. Symons.

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SLA Hosts 210 Kids At Annual Yule Party

Santa Claus, Gifts, Floor Show Bring Cheer to Underprivileged

CHICAGO, Dec. 26.—It was a Merry Christmas for 210 underprivileged children of Chicago here Sunday (20), thanks to the Showmen's League of America and the helping hand given the League by members of the SLA Ladies' Auxiliary and Caravans, Inc.

For the eighth straight year the club tossed a Christmas party and in the number of gifts showered on the youngsters, it topped any previous effort. The youngsters were transported to and from the Hotel Sherman party site in chartered busses, some of them from orphanages, others from youth centers.

Mr. and Mrs. Arthur Peets, as Mr. and Mrs. Santa Claus, again thrilled the small fry with their Yule stories. Each of them was filled with ice cream, milk, cookies and candy, and in addition to toys and clothing, were treated to a complete floor show slanted at the moppet trade.

The show, rounded up by Charles Zemater Sr., was emceed by Dick Ware. Gale Erber danced for the kids, girls from the Hollywood Conservatory of Music did two numbers, Nick Francis, clown member of television's "Super Circus" show, entertained; Diana Clifton sang Christmas carols and Joe Ingadella led the Hollywood Conservatory's 20-piece accordion band.

Following the show, the moppets were bundled up for their homeward trip and as they left, each was given two bags full of Christmas gifts. One contained upwards of \$25 of toys and clothing, the other was crammed full of candy, nuts, fruit and cracker-jack.

In addition to the small fry present, the League also played Santa Claus to another 50 kids, who were unable to attend. And the committee dispatched a big box of presents to the Willough family in Madisonville, Ky., who were guests of honor at the League's party a year ago.

Al Sweeney again was chairman of the event. Harold Barrows, Chick Bohdan, Sam Arenz and Doc Smith handled transportation; Louie Berger, assisted by the ladies, operated the cloakroom; Max Brantman and the ladies, served refreshments; Sol Wasserman purchased the clothing gifts; Tom Sharkey, Jack Kaplan and Walter Nealand packaged the gifts, and Nat Green handled publicity for the event. Others, who gave of their time, included Hy Neitlich, Jimmy Campbell, Mickey Blue, Jack Duffield, Ned Torti, Bill Carsky, Bob Kelly, Ralph Glick, Joe Streibich, Doc Wald and John Lempart.

Donations included \$1,700 in cash, plus merchandise valued at several hundred dollars given by various novelty houses.



THE SHOWMEN'S LEAGUE OF AMERICA hosted 210 underprivileged children Sunday (20) at its eighth annual Christmas party in the Hotel Sherman, Chicago. Some of the youngsters are shown in the top photo as they listen avidly to Santa Claus (club-member Art Peets). Bottom photo shows some of the club's Christmas party committee members as they prepare gifts for distribution to the moppets. From left to right are Jack Duffield, Sol Wasserman, Max Brantman, Tom Sharkey, Jack Kaplan and Al Sweeney, chairman.

Bill Cowan Feted By Miami Showmen

MIAMI, Dec. 26. — About 250 members and friends of the Miami Showmen's Association turned out Monday (21) to honor retiring President William Cowan at the Bonfire Restaurant. A table with 20 places served as a dais, and numerous speakers credited Cowan with the \$60,000 realized by the MSA during his term of office.

Entertainment provided by several night spots in the city included Sam Bari, the Four Bits, Belle Barth, Lee Tracy, Jack Gilbert and Sparky Nissenbaum.

Fund Work Cited

Cowan was lauded for his efforts in breaking all records for fund-raising and total income for the club. The new clubhouse was built during his term of office, and the speakers placed emphasis on that fact.

On the dais as guests of honor were Cowan, Oscar Buck, Sam Solomon, Carl Hanson, Leo Bistany, Ross Manning, Bob Parker, incoming proxy Bill Moore, Phil Cook, Max Sharp, Art Lewis, Cliff Wilson, W. R. DeCostas, Sig Eisenberg, Eddie Edwards and Dave Endy. Many talks were given, including those by Sydney Goodwalt, Tommy Carson, Harry Schreiber, Patty Finnerty, Danny Dell, Abe Preil, Bill Jones, Stretch Rice, William Hornfeld, Ben Weiss, Bob Morton, and all those at the dais.

Cook Is Toastmaster

Executive Secretary Phil Cook gave the invocation and was toastmaster for the evening.

Among those attending were Al Tedlow, Patty Finnerty, Stretch Rice, Tom Ely, Bill Jones, Jimmy Zabrickie, Nelson Wilkens, Tiny Dempsey, Oscar Buck, Jack Resell, Dick Crawford, Gordon Knight, Red Hicks, Claude Sechrist, Ep Glosser, Tommy Thomson, Bill Bryant, George Barnett, Lyman Truesdale, Ralph Flanagan, Mark Graham, Martin Weiss, L. I. Thomas.

Also, Sam Generallo, Ralph Rossman, Robert Clark, John Hoffman, Max Jack Levine, Art Lewis, Abe Zuckerman, Reuben Kline, Sam Borden, Lew Meyers, Danny Dell, Leonard Lampell, Tommy Carson, Alex Maskin, Frank Vogt, Mickey Vagell, Joe Virgilio, W. J. Sullivan, Tom Albert, John Hoffman, Merle Deemer, Ben Glass, Danny Murphy, W. J. Tucker, Dixie McLanga, Murray Levitt, Jack Levitt, Nick Green, Dave Endy, Jim Perry, Max Kane, A. Wilhelm, Pete Norman, Sal Baron, Harry Meyers, Milton Weiss, Joe Cennema, Charles Baldwin, Doc Fisher, Chuck Glasson, Chris Dundee, Ibbie Beck, Hom Zolum, Carl Hanson, Ernie Dellabates, Gus Zapas, Sydney Goodwalt, Paul Smith, Alex Friedlander, Charles Wright, Lou Weinstein, Donald Murphy, Al Edwards,

Also, William Hornfeld, Jack DeMarco, Harry Schreiber, Sam Solomon, Harry Solomon, Jackie Fields, Lew Lange, Fred Conti, George Lewis, Alton Pierson, N. Taylor, S. Taylor, Paul Preil, Homer Kimbraugh, Nate Farber, R. C. McCarter, Jim Perry, Harry Matisoff, Pud Hartman, Leonard Gould, Harry Katz, Bill Moore, Mark Riley, Charles Travers, Amos Saltus, Orey Janseen, Al Sansone, Harry Foreman, Joe Ross, Abe Preil, Maxie Glynn, R. C. Rocco, Eddie Horwitz, Stash Goldberg, Sig Eisenberg, W. R. DeCostas, Tony Lento, Max Tarbes, Herman Weiner, Snoozy Goldberg, Irving Merson.

Also, Pete Glynn, Hy Shine, Jackie Levine, Harry Steche, Cliff Wilson, Leonard Garvin, Mish Clowes, Burman Pelley, Murray Goldberg, Johnny Hickey, Leo Bistany, Bennie Boswell, George Whitehead, J. T. Booker, Whitey, Byus, Robert Kelly, Julius Wagner, Sammy Broeffle, Dutch White-side, Jack Bennis, Spotsie Motola, Carl Brown, Elwood Brown, Larry Woods, Jimmy DeFeo, Eddie Crowell, Harry Nelson, Joe Machiano Sr., Joe Machiano Jr., Pete Clemens, More Messias, Sydney Daniels.

Also, Rhody Riding, Jack Rose, Al Weinberg, Erston Hawkins, John Vivona, Bill Norton, George Siegel, Barney Tassell, Jake Shapiro, Buster Westbrook, Tony Finstineteno, Whitey Tara, Jack Agree, Al Barpingier, E. Buzzella, Bob Sokolsky, Bob Cramer, Harold Allgasr, Al Rossman, Harry Modale, Ben Levine, Moe Winneman, Louis Caster, Hy Malek, Dutch Holtzman, Danny Murphy, Harry Tilner, J. Sakobie Sr., Ben Weiss, Jack Hoel Weiss, Bob Morton, Mario Marcassio, Kenny Meyers, Ross Manning, Duke Wright, Joe Sarama, Eddie Seremba, Bob Peters, Harold Hesch, David Fineman, Bob Parker.

Also, Tommy Thomas, Bill Shayne, Joe Straus, Joe Galvin, Ed Walter, James Cassidy, Harry Sobol, George Moses, Charles Taylor, Emil Ross, Al Altton, Al Beck, Eddie Edwards and Max Sharp.

Drago Buys Rides, Books Three Fairs

KOKOMO, Ind., Dec. 26.—Paul Drago, owner of Drago Amusements, reports he purchased two rides, a Roller Coaster and Fun in a Tub, during the recent Chicago conventions.

Owner Drago has just returned from a tour on which he booked three new fairs. Several others are pending, he said. Bingo Randolph has been busy in quarters here building a 70-foot front and three ticket boxes.

200 Present At MSA Rites For Deceased

MIAMI, Dec. 26.—The Miami Showmen's Association and its Ladies' Auxiliary conducted a joint memorial service at the new clubhouse on Sunday (20), at which more than 200 members were present. The auditorium was decorated with flowers and wreaths. The roll call listed the following who departed in 1953:

Robert Seery, Abe Rabinovic, Loyis Condell, Ross Doc Dyer, William Culeton, Charles Gerard, Robert Allen, Leonard Ross, Joe Pontico, Leo Couture, Carl Goehmann, Ruth Johnson Horn and Babe Keating.

Mrs. Ruth Soules presented the club with a pedestaled black elephant holding a gong in its up-raised trunk. This was used during the service. The elephant had been presented to Mr. Soules while he was making a trip thru India in search of acts.

Clergy Present

Clergymen taking part in the services were the Rev. Lloyd Whyte, pastor of the Shenandoah Baptist Church, and Rabbi Max Shapiro, of Temple Beth David. Club Chaplain William C. Bryant gave the invocation. George A. Brautigam, Dade County State's Attorney, addressed the assemblage, as did the clergymen, Mrs. Ruth Schreiber, president of the Auxiliary, and William Cowan, retiring president of the MSA.

Songs during the proceedings were sung by Regina McLinden. Flower girls were Mrs. Nan Rankin, Mrs. Nancy Whiteside, Rachele Lilly and Mrs. Barbara Broeffle. Executive Secretary Phil

Detroit Club Hosts 500 at Kid Party

DETROIT, Dec. 26.—The Michigan Showmen's Association played host to a capacity crowd of 500 underprivileged children Sunday (20) at the club's 12th annual Christmas party for moppets. The youngsters came from two orphanages and from neighborhood clubs.

All the kids, who ranged from 2 to 12 in age, were given typical food and refreshments and went home with a large shopping bag crammed with toys, food, candy and nuts. In addition, each boy received a special gift—such as a toy truck or fire engine—and each girl a doll.

Entertainment was provided by Kissell the Magician, C. L. Lovejoy, MSA chaplain, who doubled as a clown, and a program of eight acts from the Capitol School of Dance. Bob Morrison, the club's past president, served as emcee.

Max Kahn headed the party committee, assisted by Max (Wannie) Berkowitz, co-chairman, Morrison and Irving (Stash) Rubin. Inspector Ellsworth Rockwell was in charge of a detail of police officers who served as ushers.

The Ladies' Auxiliary of the

Cook read the 23d Psalm, and the benediction was read by Mrs. Edna Lockhart, chaplain of the Auxiliary. Mrs. Beatrice Truesdale lit the candles.

The memorial service committee consisted of Bryant and Mrs. Kitty Glosser.

Indian Bill, veteran carnival performer, has finally joined the ranks of the benedicts. He was married recently in Washington, and he and his bride spent their honeymoon at the Monkey Indian Reservation in Virginia.

club contributed \$200 toward the cost of the party and some 15 of the women were on hand to care for the youngsters.

Included among the helpers were Robert Gould, Harry Green and Sam (Pork Chops) Ginsburg.

Phoenix Club Nominates Two '54 Tickets

PHOENIX, Ariz., Dec. 26.—The Arizona Showmen's Association will have two slates of candidates for '54 offices, Harry L. Gordon, chairman of the nominating committee, announced.

The regular ticket is comprised of Lloyd Lee, president; Betty Wilson, Millard Freeman and Nora Lucas, first, second and third vice-presidents, respectively; Earl Palter, secretary, and Don Hanna, treasurer.

The opposing ticket, called the Independent slate, includes W. R. Siebrand, Louis Wald, Millard Freeman, Bill Carter, Earl Salter and Don Hanna, respectively.

New members recently added to the club's rolls included C. Wrigtelsman and George E. Belben Jr. Johnnie Stefen won the set of luggage donated by President Marguerite Stone for the benefit of the cemetery fund. Pot of gold was won by Charles Weirick. Mrs. Marie Burko is confined to her home with influenza.

Midway Confab

C. C. Mitchell, sales representative for the American Tent & Awning Corporation, writes that he is resting at his home in Goodlettsville, Tenn., after a series of heart attacks that hospitalized him last November. Mitchell's mail address is Route 2. He would like to hear from friends since he figures it will be about April before he can get back into harness.

Marie and Johnny Vivona spent three days in Tampa recently. They spent considerable time at the Greater Tampa Showmen's Association.

Gibsonton, Fla. Notes: The third annual Firemen's Frolic and Bazaar, held the first week in December and run by show people was successful in raising money for new fire fighting equipment. **Eddie and Grace Lemay**, owners of the Hut, are making plans for the annual big Christmas and New Year's parties.

Al Tomani, retired circus giant and operator of the Giant's Camp, has added television sales to his enterprises. **Charles Leroy** is selling trailers for Sellhorn.

Pancakes Hewitt is having a big time training her parakeet, Jughead. **Marie and John Vivona** visited recently, as did **L. I. Thomas**.

The **Wilson Family** of dog show, clown and contortion note, are new residents. **Tommy and Maude Allen** are taking it easy.

Mr. and Mrs. Chuck Gallagher are newcomers at the Hut. **A. R. (Mack) Maxwell** and **Carl Holtzapfel** are back at the old stand. **Virginia and Zeke Shumway** are visiting in Texas for the holidays. **Mr. and Mrs. Joe Hatfield** are new residents.

Mrs. Dave Davis is assisting **Grace Lemay** with Jimmie handling the kitchen. **Sam Weintraub** is back at the Giant's Camp. **Mack McCarthy** is relaxing.

Colonel Casper did a nice job announcing at the Bazaar. **Mr. and Mrs. Snap Wyatt** are frequent visitors. **Peggy and Harry Wilson** are working on a device they expect to market.

Art Detwiler joined the Greater Tampa Showmen's Association. **Art and Ann** have purchased a homesite here. **Tommy Blackhall** is active in Tampa civic affairs while **Dotty** relaxes at home.

Mr. and Mrs. Floyd Matter visited, as did **Babe Labarrie**.

George (Corky) Bovino went behind the counter of Shrimpy's Luncheonette in the National Showmen's Association last week, replacing **George Rector**, who has gone into retirement.

Ethel Weinberg, NSA executive secretary, had a little difficulty having the \$50 U. S. Saving Bond award made out to the Warner Poster Company. Postal authorities told her she couldn't make the bond out to a firm, so a call revealed the name of the ticket purchaser. It was **Abe B. Cohen**.

Harry T. (Sheriff) Williams infos from the New Orleans Veterans Hospital that he has received a large number of cards and messages from his many friends in the business. Williams is in Ward 6W.

Turner Scott infos that he plans to take his rides to a few winter fairs but will re-open his permanent Daytona Beach, Fla., amusement spot early in April.

Jack Kellow reports that after closing the season in Charleston, S. C., he returned to his home near Allentown, Pa., where he is nearing completion on a new colonial home which is being re-constructed from a barn. Assisting in the building are **George West**, **Ted Kita** and **Mr. and Mrs. Paul Kellow**. Kellow will tour the '54 season with **Vivona Bros' Shows**. . . **Joe and Nell Palmer**, who are enjoying the weather in Miami, report seeing **George Rainer** there recently. Rainer had one of the Palmer concessions 22 years ago.

Rita Raye will spend the Christmas holidays in Las Vegas, Nev.

Mr. and Mrs. W. E. Page, owner-operators of the show bearing their name, are back at their Perry, Fla., animal zoo after attending the Chicago meeting and taking a brief booking tour. **Shortie Baker** was in charge of the animals during their absence.

Sailor Evans is recuperating in the Biloxi, Miss. Veterans' Hospital from injuries suffered when he was struck by an automobile several weeks ago. . . **Jeri Ringlin**, of Gladstone Shows, has been released from a Tampa hospital but is still under the care of her physician.

En route to Mexico to look after business interests, **Mr. Robinson**, of the Robinson family, frozen custard concessionaires, was stricken with nervous paralysis while passing thru Monterrey. After two weeks of treatment, Robinson moved to a warmer section of Mexico upon his doctor's recommendations and is now showing improvement, having the use of one arm. Robinson states that his illness will not hamper his business next season. If unable to be active, his daughters, **Helen** and **Alice**, will fill contracts.

From the Lots

Bryan's All-State

MATHIS, Tex., Dec. 26. — New additions to Bill Bryan's All-State Shows are Cecil Mozely with two kid rides and a six-cat; also **George and Irene Young** with apples and spindle. Young has taken over the advance and reports booking a 12-day fiesta at Robstown, Tex., December 23 to January 3. Also booking this week are **Ted Perry** and **Mike** with two concessions.

George M'Ilins has joined to manage **Clarence Hackensack's** rides. **Johnny Rogers** is ride foreman. Show opened at Dutch Miller's lot here and, needless to say there were many jackies by the well-wishers and visitors, including **Frank** and **Howard Deacon**, **Specks Priddy**, **Luke Miller**, **Fred Culkins**, **Pistol Pete** and **Cowboy King**.

Specks and Lil Priddy are off the road this year for the first time in over 1 years of winter trouping, due to an operation which Lil had performed some 12 days ago. **Frank Deaso**, her brother and owner of **Borderland Shows**, reports that Lil is recuperating fast.

Word has 'en' thru from the Valley that **Pat Patterson**, of Kansas City, Mo., who has a cookhouse with **Don Brasher** is having a profitable winter. — **BUTTCO'S MCCORMACK**.

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Need Shows of all kinds with own outfits and transportation, such as Girl Shows, Snakes, Trained Animal Show, Mechanical Show, Illusion Show, Funhouse, Glass House, or any well framed Show that is capable of getting money. Especially interested in a nicely framed 10-in-1 with plenty of acts inside, and a neat Monkey Show.

Concessions: Can use all kinds of Eat and Drink stands, Ice Cream Dips, French Fries, Custard, Candy Floss, etc. Ball Games of all kinds, Darts, Buckets, Six Cats, or what have you? Will place a few well flashed Wheels, American Palmistry, Jewelry stands, Short and Long Range Galleries, Glass and Crockery Pitches, etc. Billy Siegrist, get in touch at once.

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Lone Star Show Women's Club of Texas

DALLAS, Dec. 26.—Over 100 turned out for the Monday (21) Christmas party, the first social event of the season. A Santa Claus cake, baked by Edna Hacker and decorated by Corinne Greer, was won by Earl Malone. Mrs. E. E. Vanderpool took the door prize. Mabel Weishman served as hostess, assisted by Corinne Greer and Edna Hacker.

Secret pals were revealed and Helen Rees, creator of the pals organization, was on hand to play Mrs. Santa Claus. Entertainment was provided by Johnny McFalls, pianist, and dancing was to juke box music. Red Kearns also entertained at the piano along with vocalists Jimmy Allard, Bob Wills and Skip Fletcher. Neil Fletcher emceed the impromptu show and Red Kearns led the community singing.

At a recent business meeting, Grace Tinder announced that all clubroom locks have been replaced since the recent burglary. A new duplicating machine was purchased to replace the one stolen.

Members were saddened by the death of Ellen Norris in St. Louis, and the death of Mrs. Alexander Coko. Paul Grissom and Corinne Greer each donated a turkey for the New Year's party and Corinne will do the roasting.

New members include Emil Surber, Emma Francois and Paul White. Beth Anderson donated a Christmas tree for the clubrooms.

Missouri Show Women's Club

ST. LOUIS, Dec. 26.—First Vice-President Clara Campbell called the December 17 meeting to order. Other officers present included Marguerite Lohmar, treasurer; Virginia Von Dehren, secretary; Babe Weinstein, social secretary; Verna Schantz, second vice-president; Nora Gdynia, chaplain, and Ellen Robertson, sergeant at arms.

Two new members, Marie Kirtley and Ruby McKinley, were introduced. Daisy Davis was reported "in" at the Baltimore Hotel. Mrs. Betzer is entering Barnes Hospital for a check-up.

Clara Campbell thanked the ladies for the prizes donated for the card party. Verna Schantz, chairman of the event, reported it was a big success.

Installation of officers will be held in the York Hotel January 1. Gertrude Donnelly and Peggy Grimm will be usherettes. Estelle Regan will serve as fessce at the clubroom party following the ceremonies.

Door prizes donated by Florence Cobb and Lelah Craber were won by Virginia Von Behren and Fay Henze. Meeting closed with a Christmas party where each lady received a gift. Decorations were handled by Baba Weinstein; Clara Campbell and Gertrude Donnelly were in charge of refreshments.

Hot Springs Showmen's Association

De Soto Hotel, Hot Springs, Ark.

Ladies' Auxiliary

The December 17 meeting was called to order by President Caroline Holt. On the rostrum with her were Jackie Wilcox, first vice-president; Vivian Zimdars, second vice-president pro-tem for Mattie Bybee; Ethel Booth, third vice-president; Bonnie Wheatley, secretary; Irene Ogle, treasurer, and Daisy Fritts, club mother. Invocation was given by Marion Shuford, chaplain. Voted into membership were Ozell Adams and Floydine Hansen.

A letter of congratulations and good wishes from Judge Ryan, legal advisor of the men's club, was read to newly elected President Holt. President Holt donated a diamond ring watch to the club, and it was decided that it would be awarded to the member credited with securing the most new members in 1953. It was also decided that any member securing 25 members would receive a life membership card in the auxiliary. Daisy Fritts, chairman of the food and entertainment committee, announced that Christmas dinner would be served in the clubrooms December 25, starting at 5:30 p.m. It will be followed by a party and distribution of gifts. Elsie Powell announced that auxiliary members would meet at 1 p.m. at the Lakewood Home December 23 to entertain patients and distribute gifts. Rebecca Castle donated five cases of fruit juices to the home.

President Holt announced the following committees: Membership, entire club. Finance, Pearl Weydt, chairman; Edith Conklin, Margaret Hock, Vivian Zimdars, Mattie Bybee, Sara McCaffery, Alice Hennies, W. Ys and means, Martha Wagner, chairman; Vivian Zimdars, party chairman; Rose Cutler, Lucille Donoflio, Irene Ogle, Rose Kahn, Kathleen Maki, Billie Owens, Ethel Booth, Mildred Wilson, Carolyn McJunkins. Food and entertainment, Daisy Fritts, chairman; Peggy Waldron, co-chairman; Lillian Gray, Elaine Scott, Belle Roberts, Mildred Wilson, Lucille Donoflio, Marion Shuford. Welfare and hospital, Yorla Goldston, chairman; Daisy Fritts, Lillian Bowman, Bonnie Wheatley. Good will, Rose Kahn, chairman; Rebecca Castle, Hattie Wagner, Penny Gloth, Martha Wagner, Evelyn Hock, Margaret Hock, Grace Goss, Edith Conklin, Ann Doolan, Sue Walters. Cemetery, Rose Cutler, chairman; Lillian Bowman, Grace Goss, Carolyn McJunkins. Home committee, Grace Goss, chairman; Ollie Glosser, Lillian Ray, Irene Ogle. Warden, Elsie Powell; birthday cards, Ida

Club Activities

Lee Knight; press and publicity, Jackie Wilcox; raffle and penny walk, Elsie Powell; convalescent home, Martha Piknis; special events, Elsie Powell, chairman, and Rose Cutler, co-chairman; night lunches, Marion Shuford, chairman, and Ethel Booth, co-chairman.

The Terrace Room of the Majestic Hotel was the scene of a festive gathering December 16 when Rebecca Castle, Miami, honored auxiliary officers and her guests at a cocktail and dinner party. Mrs. Vivian Zimdars, past president, was guest of honor. Beside her was Mrs. Caroline Holt, new president, and Jackie Wilcox, first vice-president. Other guests were Mrs. Jessie Howe Anderson, Jean Bennett, Mrs. Virginia Gamble, Mrs. Shirley Gazinet, Mrs. Pearl Weydt, Mrs. Jennie Gloth, Mrs. Marion Shuford, Mrs. Carol McJunkins, Mrs. Rose Kahn, Mrs. Martha Wagner, Mrs. Leona Crowe, Mrs. Ethel Booth, Mrs. Katherine Maki, Mrs. Lois Benjamin, Mrs. Olga Glosser, Mrs. Millie Owens, Mrs. Grace Goss, Mrs. Daisy Fritts and Mrs. Millie Wilson. The hostess presented gifts to past President Zimdars, Mrs. Holt and Mrs. Wilcox. Mrs. Shirley Bazinet received a sweater set for the new baby. Entertainment was provided by Rebecca Castle, Mrs. Millie Wilson and Jackie Wilcox.

Michigan Showmen's Association

3153 Cass Ave., Detroit

DETROIT, Dec. 26.—Second Vice-President Marvin Keys and Wanny Berk have left for Miami Beach. Recent clubroom visitors

Winter Quarters

Tennessee Valley

BALDWYN, Miss., Dec. 26.—Show moved into winter quarters here after 32 weeks in Tennessee, Alabama and Mississippi to satisfactory business and few changes in personnel.

Office has purchased a Diesel light plant and a 32-foot van with Chevrolet tractor from Mrs. Kellie Grady. At close of the season, the leased wheel was returned to Walter Bunts at Crystal River, Fla., as the show has bought its own wheel. Last week Amos Reed and Theodore R. Meadows purchased a 32-foot Allan Herschell Merry-Go-Round with a 28-foot van and a Chevrolet tractor. Mr. Wilson, who has been the foreman for six years, is in quarters.

Maurice Meadows, show electrician, is busy installing lights on the new panel marquee, and has just finished a shop wagon containing electric work tools and acetylene welding equipment.

Mr. and Mrs. Raymond Paris, daughter and son-in-law of the owner, and their son, Ray, write from Alaska that they will soon be home. He is in the United States Air Force. Theodore Meadows Jr. and wife, Minita, are at Station WZZZ, Streator, Ill. Mrs. Meadows is slightly ill and would like to hear from friends.

Winter quarters work will start January 1 and plans are being made for an early opening in Mississippi. The show will be transported on five semis and two straight jobs.—CLARICE YOUNG.

Gladstone Expo

JACKSON, Miss., Dec. 26.—Work in quarters here is under way. The death of Floyd Aldridge, assistant manager, slowed activity a bit, but Robert Couture is doing a good job of getting rides in shape. Purchased at the Chicago conventions were an Octopus from Eyerly Aircraft Company and a trailer from John Bundy.

With Wallace Bros.' Shows and Sparto Greater Shows also wintering in Jackson, Leonard Higgs, Ernie Farrow and F. Poole are having some good pinochle games. Jack Oliver, recently injured in an auto wreck, is up again and ready to return to his job of booking the Gladstone org.—F. O. POOLE.

SAVE MORE MONEY—
MAKE MORE MONEY

Subscribe to The Billboard TODAY!

included Mr. and Mrs. Nick Thomas and Sam Soloff. Amson Laundau is a new member.

The club, along with the Ladies' Auxiliary, will hold a joint installation of officers January 14 in the Veterans Memorial Building.

Ladies' Auxiliary

Good turnout for the Monday (21) social. Elva Ryall, a new member, attended. Top winners included Pat Crognale, Ethel Emerson, Gerry Barber, Edith Schulz, Margie Mansell, Grace Zeigler, Viola Lipka, Elva Ryall, Frances Moran, Catherine Previs and Ann Stone.

Reported on the sick list were Beatrice Morgan Maxwell, who is in Wayne County General Hospital. Hostess Frances Moran welcomed Lynette Syne back after an absence. Marion Fodall announced the birth of a daughter, Judy Lee.

Miami Showmen's Association

3170 S.W. Eighth St., Miami

A fine turnout of 375 appeared for the first meeting in our new building. New chairs arrived in time for the meeting, as did the chairs for the recreation room. All auditorium chairs are leather-covered and have spring bottoms.

With William Cowan, president, presiding, the meeting moved smoothly and several congratulatory speeches were made, including a very inspiring talk by our president emeritus and founder, David B. Endy.

Ep Glosser, co-chairman of the ways and means committee, reported that it has raised close to \$19,000 so far this year. Memorial services were scheduled for Sunday, December 20, in memory of departed members, with clergyman of all faiths taking part.

William B. Moore, first vice-president and incoming prexy, said that 174 members have paid to have their names cast on the bronze plaque which will adorn the new building's wall, and that only 26 more names are needed before the plaque will be cast and put up in time for the dedication.

Claude Sechrist, co-chairman of the year book committee, said the Year Book and Journal this year total \$9,091.

The following were accepted into the organization: William Woodall, Joel R. Kempner, Alfred Ambrose, Max Brantman, Edward C. Morris, Richmond Wilcox, Donald Watson and William Miller.

Frenchy Schwenka, chairman of our Christmas party, was authorized to proceed at once to arrange for the affair on Wednesday (23). Co-chairman is Merle Deemer. Low Lange made a plea for the Twenty-Niners who will hold their annual holiday party at Loomis Park, for underprivileged children, and urged members to contribute toys.

The sick list includes Ray Marsh Brydon, Simon Gefen and John Applebaum in the Veterans Hospital, Coral Gables; Harry Newfield in the Victoria Hospital; Don Lanning, Val Cleary and Max Kimerer, at home; Sam Gordon, at St. Francis Hospital, Tampa; Con Weiss, at Mercy Hospital, Miami; and Dutch Ross, in the Veterans Hospital, Augusta, Ga.

A presidential testimonial party was scheduled for Monday (21) at the Bonfire Restaurant.

Ladies' Auxiliary

President Ruth Schreiber called the meeting to order. Also on the

rostrum were Sydney Thomas, first vice-president; Ada Cowan, second vice-president; Freda Wilson, third vice-president; Ann Whitehead, recording secretary; Lillian Tucker, treasurer, and Ethel Weer, corresponding secretary. Chaplain Edna Lockhard delivered the invocation.

Ethel Weer read correspondence from Judith Solomon's daughter, Belle D. Mayar; Elsie Miller, secretary of the Ladies' Auxiliary, Showmen's League of America, and William Cowan, president of the Miami club, welcoming the ladies to their new clubrooms.

New members welcomed were Zelma Weinstein, Margaret Demers, Patsy Segal, Grace Pelley, Lucille Malanga and Katherine Marchiano. Attending their first meeting of the season were Carmel Ross, Frances Sigler, Leona Erdell, Virginia Sharp, Marie Vivona, Agnes Goldberg, Jimmie Lou Rosenfelt, Gay Markell, Katherine Duchene, Shirley Lyon, Hazel Tassel, Reba Binder and Dolly Cramer.

Kitty Glosser announced that out-of-town members who would like to have their name on the building plaque should send in \$50 for each name. Dark horse was won by Barbara Broeffle and brought in \$29.06. The penny parade brought in \$16.07. Bea Truesdale reported Frances Canfield and Clarice Dunn on the sick list. Silver baby spoons were sent to Helen Peterson, Regita Ferenzi, Joan Page, Margaret Lehman and Audrey Feinburg. Dora Pierson asked that all tip boards, coin cards and penny bags be sent in.

Mae Ross announced that a hill-billy party would be held January 24 in the club house. Frances Deemer reported that the children's Christmas party would be held December 23 in back of the clubhouse. There will be rides, toys and goodies for over 200 kids. Pete Glynn sent the auxiliary a bag of holy earth from Mount Olive, Jerusalem.

The 1954 ticket is as follows: Sydney Thomas, president; Ada Cowan, first vice-president; Freda Wilson, second vice-president; Irene Moore, third vice-president; Ann Whitehead, secretary; Hilda Roman, treasurer, and Ethel Weer, corresponding secretary. Board of governors: Myrtle Duncan, Ella Dodson, Winnie Edwards, Agnes Grosso, Dorothy Finnerty, Kitty Glosser, Lois Hanson, Mickey Hawkins, Lola Kochenour, Elsie Keeler, Alberta Mack, Elizabeth Murphy, Dora Pierson, Billie Palitz, Emma Rocco, Mae Ross, Pearl Schultz, Judith Solomon, Lillian Tucker, Ann Tara, Marie Vivona, Lois Wise, Sue Waters, Charlotte Wright and Nancy Whiteside.

Tiler Babs Geffin reported 125 members present. Following adjournment refreshments were served by Pearl Schultz, Caesare Buzzella and Lois Weiss.

CARNIVAL EQUIPMENT FOR SALE

5 Eli Ferris Wheel	53000.00
24 Ft. Van & K&B Int. (Like New)	12500.00
7-Tub Tilt-a-Whirl	4500.00
2 Trailers and 2 Good Tractors	3000.00
(All 4)	3000.00
Bisich-Rocco Flying Scooter	3000.00
33 Ft. Trailer and Tractor, Good Shape (Both Units)	1000.00
16-Car Kiddie Auto Ride	400.00
33 Ft. Custom Built Transformer Trailer With Wire and Junction Boxes for 12-Ride Show	2000.00
75 Ft. Main Entrance Arch, 5 Light Towers, All Loaded in 24 Ft. Fruehauf Van Trailer, Complete	1000.00
Girl Show, Front and Top, Complete	350.00
Silver Streak Ride, in Good Shape, With Trailers, Complete	2000.00

THE EQUIPMENT IS HOT JUNK, BUT READY TO GO. COME AND SEE IT.
F. M. SUTTON SR.
Fairgrounds Caruthersville, Mo.

Your key to
SALES RESULTS—
the advertising columns of
THE BILLBOARD!

WANT FOR SEASON 1954

Major Rides of all kinds, Concessions and Shows.

Florida Opening—January 14, Miami, Fla., at 103rd & 7th Ave., N.W.

Summer season opening April 5, South Jacksonville Fair, and working my way up to my regular territory.

Want for entire winter and summer season, Light Plant, please give full information. Write or wire

BARNEY TASSELL SHOWS

115 N. E. 71ST STREET

MIAMI, FLORIDA

GLADES AMUSEMENT CO.

"THE HANKY PANK SHOW"

WANTS FOR THE

DE SOTO COUNTY FAIR AND LIVESTOCK EXPOSITION

FLORIDA'S FIRST FAIR, ARCADIA, FLA.
Six Big Days and Nights, Jan. 11 thru Jan. 16
Shows—Minstrel, Animal, Illusion, No Girl Shows, Concessions of all kinds that work for stock only. No royalties or flats. Contact
JERRY SADDLEMIRE, 114 Belle, Fla. OR JOHN KEELER, Miami, Fla. 643867
Orange 5-2131

THIS IS IT!
From the four corners of the Continent,
you'll meet your friends here at the
"Event of the Season"
SUNDAY NIGHT
JANUARY 3, 1954
10th ANNUAL
BANQUET and BALL
of the
MIAMI SHOWMEN'S ASSOCIATION
at the
BEACHCOMBER NIGHT CLUB
Miami Beach
Tickets \$10.00 per person
The show will consist of
SOPHIE TUCKER **HARRY RICHMAN**
BILLY DANIELS **MYRON COHEN**
THE BLACKBURN TWINS
Patrick J. Finnerty, Banquet Chairman
Low Lange, Co-Chairman
All inquiries: PHIL COOK, Executive Secretary
MIAMI SHOWMEN'S ASSOCIATION
1799 N. W. 28th Street Telephone 64-8148 Miami, Florida

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

EMCEE ARSENAL (8RD SERIES) — NEW slurs, digs and insults; sock quips, prime rib-ticklers and sure-fire yockolais; also lusty verse and gusty 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

MAKE 'EM LAUGH (OR MONEY BACK) De funny like "top" comedians. Exciting new book reveals professional "secrets," plus 33 "show-how" photos and (10) hilarious comedy scripts. Only \$1 postpaid. Comedy Publications, 4922 8th, Philadelphia. Ja30

MUSIC ARRANGED, TRANPOSED, CLEAN copies made. Formerly with R.K.O., Fox and Radio. Mark Rubens, 146 West 79th St. E, New York 24, N. Y. Ja30

AGENTS & DISTRIBUTORS

AGENTS, FITCHMEN, DEMONSTRATORS: It's red hot, terrific demonstration. Witch Automatic Needle Threader. Sample \$1. refunded if not satisfied; dozen, \$7.20; gross, \$79.20, cash with order. Ram Sales, Putnam, Conn. Ja2

RING BLOWERS—RETAILING \$150, SELLING out \$49.50. AC Electric, Balls Blipka Mfg. Co., 617 East 11th St., New York 9, N. Y. Ja16

CLOSEOUT—100 GROSS ASSORTED EARRINGS, all metal screw backs, some pierced; sample gross, \$7.50. S. Auerbach, Inc., 14 E. 34th St., N.Y.C. Ja30

COMIC POST CARDS—CONTAINING LATEST gags, printed in colors on krome stock. In retail, price to trade, \$25 per 1,000. Jobbers wanted. Samples, \$1. Continental Publishing Co., 705 Fifth St., Sioux City, Iowa. Ja30

DECALOMANIA TRANSFERS NOW OFFERED in small quantities; quick delivery; an attractive name plate on your product is the best advertisement. Side line salesmen wanted; also make money with our line of Automobile Initials and Sign Letters. Free samples. "Ralco," X-L, Boston 19, Mass. np

MAKE \$100 DAY SELLING NEW COLOR Filler Screens. Put your television in color. Jobbers wanted. Contact Moody Supply, 3025 Mesquite Rd., Fort Worth, Tex. Phone Valley 6017. Ja2

NEW 7"x11" ULTRA-BLUE SIGNS—7c, Retail 50c. 2,000 slogans, comedy, religious, general. Sample free. L. Lowy, 812 Broadway, Dept. 778, New York 3. np

POCKET COMBS — ASSORTED COLORS. 100 cards 12's, \$16; with clip, 100 cards, \$30. Novelties, Notions, Specialties; over 200 items. Carleton House (BB), Texas City, Tex. Ja2

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

ANIMALS, BIRDS, PETS

CHIMPANZEES — FRESH OUT OF THE jungle, 20-30 lbs. each at \$250. Write for complete price list. Tropical Hobbyland Importers, 1525 N.W. 27th Ave., Miami, Fla. Ja2

MEXICAN BABY BURROS—CUTE, VERY gentle, ideal gift for kiddies and children. Suitable to ride on. Males, \$40; females, \$45. Antonio Cavazos, 1310 San Eduardo Ave., Laredo, Tex. Ja16

MINIATURE COW—FULL GROWN, WELL proportioned Hereford heifer. Height 24". Ideal show animal. I. Margolis, 9090 Cherryhill Rd., Ypsilanti, Mich. Ja2

WILL BUY SMALL 4 PONY DRILL, STATE all first letter. Write G. Cole, Box 73, Ross Park, Ill. Ja2

YOUNG MONKEYS—BONNET MACAQUES, \$30; Rhesus, \$25; White Face, \$35; Squirrel, \$22; Spider, \$30; Marmosets, \$30. Bronson Tropical Birds, 2228 Amsterdam Ave., N. Y., N. Y. Ph. WADsworth 3-0890. Ja2

BUSINESS OPPORTUNITIES

ALUMINUM AWNINGS, BAKED ENAMEL colors; factory prices. Write All Weather Awning, Box 10254, Tampa, Fla. Ja2

11 MO. ESTABLISHES YOUR PERMANENT address here in Los Angeles. We forward all mail for our many customers personally and efficiently. Elinor Office Service, 1244 E. Grand Ave., Los Angeles 15, Calif. Ja13

\$100 MONTHLY SPARE TIME SHARPENING lawnmowers at home. Get business thru hardware. No experience necessary. Send for free instruction book and business plan. Bernard Foley Company, Columbia Heights, Minn. np

1,000 COIN-RADIOS IN HOSPITALS year contract, TV rights, no competition. Central Penn. Area, Penn Grant, Grantham, Pa. Ja2

FOR SALE—SECOND-HAND SHOW PROPERTY

ALL 16MM. SOUND—WESTERN, \$18; Features, \$21-\$24; Serials, \$5 episode. Used Projectors cheap; program rented reasonably. Hoshan, State Theater Bldg., Pittsburgh 22, Penna. Ja2

AVAILABLE—50 USED SEMI-TRAILERS, all styles, lengths. Special showman's representative. Write, call, Box 235, Willow Grove, Pa. Phone 2672. np

BUILD \$100 TWELVE PASSENGER KIDDEE Chairplane, tested plans, \$3. Free 43 plan circular. Brill, Box 875, Peoria, Ill. Ja2

FOR SALE—20-HORSE METTLER DERBY, 10 car Kiddie Ride, late model Spitfire Electric Chair, Escape Cabinet, Butane Slaves, 37 Hl. Travel House Trailer, Air Conditioner, 10 neon transformers, 1/2 T. Chevrolet panel, duals, lumber rack on top can be used as short range. Box 421, Cebu, Tex. Ja2

MANUFACTURE, REPAIR, TRADE ANY- thing canvas. Any size, good as new tents. What do you have or want? Smith Tent, Auburn, N. Y. Feb

MINIATURE TRAINS—ALL TYPES, SIZES, gauges; new, used; built to order; photos, details, 50c. Miniature Trains, 33-B Winthrop, Rehoboth, Mass. Ja23

4 BRUNSWICK BOWLING ALLEYS, COM- plete, stored. Trade for small theater, rides, rink, real estate or what. F. Shafer, Washington, Ind. Ja2

35 FT. HIGH ACT. HAS TWO TRAPS, Sway Handstand Pole. All cable, etc. Pat Matthews, R. 3, Arkansas City, Kan. Ja2

FOR SALE SECOND-HAND GOODS

ABOUT ALL MAKES OF POPPERS—CARAMEL Corn equipment, Floss Machines, replacement Kettles for all Poppers. Kripky Korn, 120 S Halsted, Chicago, Ill. Ja2

COUNTRY STORE WHEEL—FOR DETAILS address I. Stern, c/o The Billboard, 1564 Broadway, New York 19, N. Y. Ja2

INSTRUCTIONS BOOKS & CARTOONS

CIRCUS BOOKS—NEW, RARE, FREE catalog, special introductory offer. "Fun by the Ton," 63 photographs circus elephants, \$1.45. Rudell, Box 461, Washington 4, D. C. Ja2

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, Horoscopes, Crystals, Palmistry, Buddism, Graphology, Magic; 144-page illustrated catalog, 50c wholesale. Nelson Enterprises, 336-B, S. High, Columbus, Ohio. Ja23

MAGIC HEADQUARTERS FOR ACCESS- ories, books, tricks, escapes, nite club 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. Ja30

SUB-MINIATURE RADIOPHONE FOR MEN- talists; weighs less than pound; easily concealed; illustrated brochure, specifications, price. Nelson Enterprises, 336 S. High, Columbus, Ohio. Ja23

MISCELLANEOUS

FEMALE FIGURE STUDIES IN 2"x2" COL- or slides; for artists, sculptors; 3 for \$1. Palmer Co., Box 8502, Chicago 7, Ill. np

MUSICAL INSTRUMENTS, ACCESSORIES

WANTED TO BUY—SET OF MUSICAL Shaker Chimes. Must be in tune and good condition. Musical Act, Room 441, 89 Winder St., Detroit, Mich. Ja2

PERSONALS

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 7-4845. Ja2

NEW YORK CITY—LETTERS REMAILED, 25c each; 10 letters, \$1. Reliable mailing. Frank Bonomo, 54 Jefferson St., Brooklyn 5, New York. Feb13

PHOTO SUPPLIES DEVELOPING-PRINTING

COMIC FOREGROUNDS & BACKGROUNDS, Direct Positive Cameras, Paper, Chemicals, Mounts, Glass Frames, Photo Novelties, Miller Supplies, 1535 Franklin, St. Louis 8, Mo. Feb

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. Ja2

EASTMAN DIRECT POSITIVE PAPER, cameras, lenses and accessories. Marks & Fuller, Inc., 70 Seio St., Rochester 5, N. Y. Ja30

PHOTO BOOTH OUTFITS CHEAP—ALL sizes; drop in and see them; latest improvements; real bargains. PDQ Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. Ja2

10 WALLET SIZE PRINTS PLUS 5x7 EN- largement, \$1. Send photo or negative; returned unharmed. Martin, Box 204, Canal Street, P.O., New York City. Ja2

Own your own business stamping key chains, name plates, social security plates. Sample with program and address, 25c. Bart Mfg. Co., 303 Dagraw St., Brooklyn 2, N. Y. Ja2

Big Profits Own your own business stamping key chains, name plates, social security plates. Sample with program and address, 25c. Bart Mfg. Co., 303 Dagraw St., Brooklyn 2, N. Y. Ja2

NEW edition, Has Last Supper, Crucifixion Pictures, Lord's Prayer. Over 200 pages. Size of postage stamp (1 1/2" x 1 1/2"). Printed and every word legible. Black gold-printed cover. Wonderful BIG PROFIT novelty. Dealer's Prices: 50c each, \$4.75 per 100. P. O. B. Detroit; add postage. C.O.D. or cash. Special low (wholesale) and quantity prices. Send for WHOLESALER CATALOG of 1954 novelties. JOHNSON SMITH & CO., Detroit 7, Mich. Ja2

this is the **CATALOG** that has made 1953 a wonderful year for our customers and for us... it will always be a pleasure to serve you.

Happy New Year

TEMPLE COMPANY, INC.

804 Sansom St., Philadelphia 6, Pa. Market 7-8242



The Nation's Finest Source for exclusives and NAME BRANDS

Visit our auxiliary Showroom and Salesroom at 708 Sansom Street, Phila. 6, Pa.

LITTLE ATOM

World's Smallest Pistol

Biggest Profit Producer Ever Offered!

RANGI UP YOUR PROFITS WITH "LITTLE ATOM" IT SELLS ON SIGHT WITH A BANG!

The Tiny Pistol 1 3/4" Long Uses Ammunition (Blank Cartridges) That Actually Shoots.

JOBBERS, DISTRIBUTORS

Write, Wire, Phone for Quantity Prices.



G & S Mfg. Co. NASHVILLE 3, TENNESSEE

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 \$4.75 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, Wis.

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.

Write for Yours Today—State Your Business

BIELER-LEVINE 5 N. Wabash Ave., Chicago 2, Ill.

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Write for Yours Today—State Your Business

BIELER-LEVINE 5 N. Wabash Ave., Chicago 2, Ill.

WIRE ARTISTS:

buy from Rhode Island's Largest Manufacturer of **ROLLED GOLD PLATE**

Compare our price. Write for prices and deliveries.

25% deposit on all orders Balance C.O.D.

THE IMPROVED SEAMLESS WIRE CO. 775 EDDY ST., PROVIDENCE 5, R. I.

OUR SINCEREST WISHES FOR A **Happy New Year**

To Our Many Customers and to The Billboard

STERLING JEWELERS

44 E. Long St. Columbus, O.

THE GREATEST LINE OF NOVELTIES EVER ASSEMBLED IS ILLUSTRATED IN OUR NEW General CATALOG

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.

Merchandise You Have Been Looking for

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every kind of Glassware, Blankets, Hampers, Hosiery, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Canes, Ball Game Specials, Bingo Merchandise.

Catalog Now Ready—Write for Copy Today

IMPORTANT: To Obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested in.

ACME PREMIUM SUPPLY CORP.

1111 South 12th, St. Louis 4, Mo.

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.

PREPARE NOW FOR NEW YEAR'S PARTY

Deal consists of 48 Paper Hats, 48 decorated New Year's Horns and 50 large Metal Noisemakers.

NY54—Deal\$6.80

WRITE FOR NEW CATALOG

LEVIN BROTHERS

Established 1886 TERRE HAUTE, INDIANA

DIRECT FROM MANUFACTURER



\$16.00 per doz.
\$15.00 per doz. (gross lots)

A New Packard Presentation!
Each Stone individually prong set. Brilliant new EXPANSION BRACELETS set with finest quality imported machine-cut Rhinestones. FITS ANY WRIST!
First-class merchandise always available for IMMEDIATE DELIVERY!
Send for Catalog—50 other jewelry items!
25% Deposit on C.O.D. orders.
Packard Jewelry Co.
230 Fifth Ave. New York, N. Y.

BEAUTIFUL 4-PIECE SETS



1955

\$1.50 each or \$16.50 per dozen.
4 ASSORTED STYLES.
Dainty Filigree Ensemble consisting of matching Necklace, Bracelet, Earrings. Necklace can be worn separately as a pint Sparkling machine cut Rhinestones and Jewels. HAND-SOME! Gift Boxed. Other 4 piece sets—\$1.00 and \$1.25 each.

PRINTING

ATTRACTIVE ADVERTISING CALENDAR cards—1,000 only \$3.75 postpaid. Your advertisement raised printed on front, 1954 calendar on back. Guaranteed. Executive Advertising, 1603 Kay, Washington 8, D. C.

PRINTED SIX-11 LETTERHEADS, ENVELOPES, 100 each. \$2.25; \$1.95; Business Cards, 250, \$1.95; 500, \$2.95. Standard copy, postpaid. Allen, Printing Dept., B.B.P. Clinton, Mo. mh27

PRINTING OF DISTINCTION—LETTERHEADS, Envelopes, Tickets, Cards, Decals, Window Cards, Samples, price list, 3c stamp. Mallo, 767-B Leith, Flint 5, Mich. ja9

QUALITY MINEOGRAPHING—200-81117, \$2; additional 100, 75c. 100 Printed Bond Letterheads, Envelopes, \$1.75. Postpaid. Rudell, Box 461, Washington 4, D. C.

3 LINE RUBBER STAMP SELF INKING Pad, plastic cover. William C. Anderson, P. O. Box 855H, Mountain Home, Tenn.

TATTOOING SUPPLIES

A-1 TATTOOING MACHINES—DESIGNS, colors, needles, outfits; genuine German Pelecan ink; free catalog. Owen Jensen, 120 W. 83rd St., Los Angeles 2, Ja30

TATTOO EQUIPMENT AND SUPPLIES—tattoo books, tattoo course and tattoo club for you during all seasons. Illustrated brochures, 25c. Zeis, 728 Lesley, Rockford, Ill. ja18

WANTED TO BUY

CASH PAID FOR NEW OR SECONDHAND refrigerated Sandwich Machines. Spiros Kusupios, 314 W. King St., Lancaster, Pa.

KIDDY RIDES WANTED—MUST BE IN good condition. What do you have? Will pay cash. Write to Tony Bernardi, 6530 Sherman Way, Calif. LOgan 8-3602. ja23

NEED A-1 KIDDIE ROLLER COASTER—Might trade good Whittier, gas driven steam type train, or 212 Ell. Price and particulars to W. J. Britts, Redondo, Wash.

WANT—SMALL KIDDIE MERRY-GO-Round, horse type; cash deal, must be good, no junk considered. Branded's Carnival, Shaunavon, Sask., Canada.

WANTED—EVANS' HAND STRIKER—I said Hand Striker, Box C-400, c/o Billboard, 2160 Patterson St., Cincinnati 22, Ohio. ja23

Pipes for Pitchmen

TO PIPE IN . . .

more frequently during 1954 is a New Year's resolution that we hope is made by many of the brothers in the trade. Here are a number who we haven't heard a peep out of in a long time: Jack (Bottles) Stover, June Coffee, Teresa Sidenberg, Bob Posey, Horace Braziel, Curley Kanthe, Henry (Pat) Dana, W. B. Manning, Frank Ernie, Francis Desplinters, Andy Day, Chuck Foster, Mickey Hepburn, George Lunsford, Bill Smith, Joe Hawkins, Marshall L. Lockett, Al Harvey, Sen. Ben Dixon, A. J. Howe, Bill Buttons, Big Al Wilson, Nell Cohen, Red Gunn, Ruth Anthony, Swede Swanson, Jack Branscomb, Madeline Regan, Doc Roberts, Charlie Halligan, Dr. Harry Stringer, George Holderness, Bob Lillison and John (Slim) Taylor. Pipe in from time to time if for no other reason than for laughs.

Wishing All Our Friends A 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

SALESMEN WANTED

NEW ITEM GIVING SAFETY MESSAGE IN "Scotchite" letters for autos, trucks. Excellent opportunity. Send 1954 model cases and literature. Continental Industries, Dept. BB, Box 1583, Charlotte 1, N. C. ja9

SELL STICKERS WITH NEW SAFETY Slogan for autos to concessions and souvenir shops. Sample and literature 50c. Lester Specialties, Dept. 2, Box 1583, Charlotte, N. C. ja9

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: 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 illustration or cuts can be used. RATE: \$1 a line—Minimum \$6.

Forms Close Thursday for the Following Week's Issue

LAST WEEK . . .

W. F. Anderson, penning from Superior, Wis., mentioned that he was interested in reading a pipe from some of the coin workers to find out what changes have been made in that end of the business. In speedy response, we have a note from J. Nichols, Omaha, who says that there is plenty of news in the coin business and modestly admits that he is completely hep to all the new developments and angles. Since we are interested in seeing that brother Anderson is fully informed as to what's going on, arrangements have been made for these two gentlemen to get together.

SEND FOR OUR GENERAL CATALOG LISTING IDENTYS-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

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GIVE TO THE RUNYON CANCER FUND

Eastern Coinmen Pin Hope on High Employment, Income Level for 1954

Better Tavern Trade Seen Aid to Operators; Kiddie Rides Stable; Vending Outlook Up

NEW YORK, Dec. 26.—The anticipated continued high levels of income and employment are the twin pegs on which all Eastern coinmen—including operators, distributors and manufacturers of venders, games, rides and juke

boxes—are hanging their hopes. While vending volume in the East was robust all year, game operators, particularly in metropolitan areas, did not fare as well. At year's end, weekly takes were running slightly behind what they were the preceding year.

An obvious reason for the lagging grosses, and also for slightly decreased collections in the juke box business, is the decline in the tavern volume, both in revenue and patronage.

Home Ownership

People are spending more time at home. Home ownership and the move to suburbia, particularly in areas like New York, Philadelphia and Boston, is the highest ever. House chores for the new home owners take up a lot of their spare time—and their spare cash too.

Paradoxically then, the very prosperity of Eastern residents, in a sense, accounts for their lack of tavern money, which in turn accounts for their lack of amusement machine and juke box money.

But any decrease in employment totals or the general level of prosperity would make matters worse. The general feeling is that when urbanites become suburbanites,

taverns—with games and boxes—will eventually follow them.

In the New York area, shuffle games are still doing well after five years. Many operators believe newly released games will help the trade considerably.

For 1954, most operators are convinced that 3-D may provide the industry with a shot in the arm. On New York's 10th Avenue, veteran coin machine and kiddie ride distributors are venturing into the field. Their aim is to convince operators that coin-operated viewers and motion picture machines, long considered primarily Arcade pieces, have a future on locations.

On the motion picture screen, the various 3-D devices have captured the public's imagination. Millions of dollars have been spent by the motion picture industry to exploit 3-D. Many Eastern operators feel they can cash in on this promotion.

Novelty or Staple?

Whether coin-operated 3-D will have appeal merely as a novelty on locations or whether it will become a location staple, few operators were willing to guess. Most of them felt, tho, that it could be a strong money-getter for 1954.

(Continued on page 55)

FLORIDA OUTLOOK

Lush Tourist Trade As Location Hypo

By ALBERT E. DENNY

MIAMI, Dec. 26.—All segments of the coin machine industry in South Florida—except one—are optimistic over business prospects in the coming year. Greater Miami music and game operators see a continued high level of activity not only in their own businesses but in the over-all economic picture thruout the country.

The only black cloud in the picture comes from cigarette vending machine operators, who say they are caught in a vise at the present because of the pronounced swing to filter-type and king-size smokes, which their present machines cannot dispense.

Elsewhere on the horizon are

predictions of good things to come. Surveys made in the past two weeks indicate, without exception, that Greater Miami's tourist season is off to a banner start, helped along by cold weather in the North and Middle West.

Executives of hotels, airlines and railroads report heavy bookings for the next few months. Added to the fact that some 1,600 new families move to Florida for permanent residence every month, mostly to the Greater Miami area, it is understandable why Florida led all 14 of the Southern and Southwestern States and the District of Columbia in urban home building in the first nine months of 1953, with the exception of Texas.

Jonathan Bliss, manager of the Florida State Employment Service, said there would be more dollars spent and more people spending in Greater Miami this winter than ever before. And a recent Federal Reserve Bank survey showed that Miami was one of the few cities in the country where department store sales were running ahead of last year.

Harry Zimand, Acme Music and Vending Company, operates on Miami Beach. "This year was pretty good on the beach and my feeling is it will be just as good in 1954. Already the hotels are filling up with winter tourists," he said.

Lucky Skolnick, Lucky Amusement Corporation, predicts that

(Continued on page 50)

SHOULD HAVE STOOD IN BED

MIAMI BEACH, Fla., Dec. 26.—Hypnotist Jimmy Grip-po, who entertained at the recent banquet held by the Amusement Machine Operators' Association of Dade County, believes he should have hypnotized himself about 20 years ago.

He drew a laugh from the assembled coinmen at the Saxony Hotel shindig when he turned to Al Schlesinger, Square Amusement Company, Poughkeepsie, N. Y., and cracked: "I was in the juke box business with Al in Poughkeepsie years ago. I should have stayed in it and made some money."

Schlesinger is spending the winter months in Florida.

(Continued on page 54)

Competition to Key S. Calif. Area in '54

Mfrs. Expanding Sales Staffs, Ops See New Stops Picking Up Slack of Reduced Industry

By SAM ABBOTT

LOS ANGELES, Dec. 26.—The business outlook for 1954 in the coin machine field here is within the small range from tightening up to being equal and better than 1953 and in some instances surpassing 1952. A survey of manufacturers, distributors and operators shows that better sales organizations will be used and that the operators will get down to business to shave expenses to come out with more profit.

The Chamber of Commerce here expects a 10 per cent decrease in industry with the exception of the aircraft companies, which are on a stretched-out project. However, the increase in population is expected to offset any decline in the amount of manufactured goods. Fortunately the operators are looking to the California newcomers to keep takes up and paying little or no attention to the slowing down in general production.

In the past few months a number of companies have launched plans for the manufacture of vending machines in this area. While the influx of firms into this venture is nothing new, this move differs from some of the old ones in that these companies are well financed and are entering the field after extensive study.

New Firms

Among the new manufacturing firms are the Roto-Vend and McCann Engineering Company. Roto-Vend, a trade name, is coming into the business with a line of venders "where the field is fairly open," Al Young, of that firm, said.

These machines will include those for vending milk, soft drinks, canned juices, and ice cream along with others. Roto-Vend will be the exclusive distributors of the lines coming from the Liberty Manufacturing Company, a Zuckerman interest that operates five war plants. The company is said to be looking around for peacetime products. McCann is ready to release the Red Hot machine, a vender that combines both refrigeration and electronic cooking of sandwiches, particularly the hot dog. Doug Savage, of the Red Hot Company, believes there will be no slackening in the sale of food products thru vending machines. Jerry McCann, of the same company and who has been in vending, says that the use of food venders would increase the cost of cafeteria operation increases.

Also at the manufacturing level is the Oak Manufacturing Com-

pany in Culver City. This firm makes the Acorn bulk venders and recently came out with the Rainbow tab gum machine. Harold Probasco, secretary and in charge of production, said, "We anticipate a real good 1954. Our lines are well known and with more types and more machines we have added a hard-hitting sales force. These factors coupled together will bear out my prediction."

Beverage Field

Larry Granfield Sr., of the County Sales Company of California in San Diego, advises, "The operator will have to look at the beverage field from the stand of what he can put into it as against what he can take out of it. Our service has been increased and we are giving even better service. A gradual decrease in aircraft

(Continued on page 50)

KC Pinball Ban Nixed

KANSAS CITY, Mo., Dec. 26.—In-line scoring pinball games are still legal here. The City Council last week voted against a measure which would have outlawed them.

The type pinball which would have been banned are those in which a player's chances of winning are increased when he feeds the unit more coins.

David M. Proctor, city counselor, admitted that they legally couldn't be classed as gambling devices.

ARCADE BACKS OWN TV SHOW

CHICAGO, Dec. 26.—An Arcade on Randolph near State Street here has initiated a TV program on Channel 9, WGN-TV. This is believed to be the first time an Arcade has been the regular subject of a video program.

The show uses all live talent and frequently presents celebrities of stage, screen and TV as guests. The Arcade features shuffle games, metal typer units, shooting galleries, photo and voice machines as well as many new type Arcade units.

The establishment also does a large retail trade in trick and magic merchandise and the show is titled "Chicago Magic Center."

Ops Eye '54 Realistically In Pittsburgh

Some Optimistic, Others Feel Only Time Will Tell

PITTSBURGH, Dec. 26.—Both real and potential threats to the coin machine business—strikes, layoffs, high prices of factory equipment, the mercantile tax, the wage tax—cause operators and distributors to view the new year with uncertainty.

But at present there are many bright spots.

The new year should find vending expanding into relatively untapped locations—apartment houses and small industrial plant—in the 50-mile radius of Pittsburgh.

Milk and sandwich vending, both still in their early stages, should pick up additional outlets. There should be more coffee vending operators in 1954. It is predicted that this will be a good year for cigarette vending; volume should continue high despite possible layoffs. But soft-drink vending may show a dip, especially in industrial plants.

Competition among music operators will be strong, it is predicted. New improvements in juke boxes, coupled with the fact that manufacturers are alerted to the needs of operators and distributors, may make 1954 the biggest music year ever.

Operators, who would like to see dime play come to Pittsburgh, agree that it will not come when it cannot be 100 per cent effective.

Game operators look for better days when general economic conditions begin to straighten out and when manufacturers bring out new models.

Sloan Observes 25th Anniversary in Trade

CHICAGO, Dec. 26.—J. J. (Jack) Sloan, dean of the coin machine advertising men, this week marked his 25th anniversary with The Billboard and the coin machine business.

Sloan, who helped shape the growth of the business, joined The Billboard January 2, 1929. Employees of The Billboard's Chicago office surprised him at their annual Christmas party Tuesday (22) by presenting him with a clock for his new home.

As colorful as the business he

helped establish, Sloan is a native Chicagoan. A student at Northwestern University when the U. S. entered World War I, Sloan joined an ambulance company at the university and with the first contingent of U. S. soldiers went overseas five weeks after America entered the war.

On his return, Sloan joined the advertising sales staff of the Hotel World in 1920. After one year, he went with the Hardware Dealers' Magazine, then to House Furnishings Review where he became Cleveland office manager.

Not quite 18 months after he joined The Billboard, Sloan was instrumental in the development of the first pinball game.

An advertiser of carnival equipment told Sloan of a friend—a janitor named George DeVry who worked in a building on Lawrence close to Broadway on Chicago's North Side.

"This guy has a game that's practically replaced cards for us Belgians," Sloan's friends told him. "Why don't you go over there and see if you can get him to advertise it in Billboard?"

Sloan took one look at the janitor's invention and then interested Nick Burns, an Arcade operator, in manufacturing it. Burns worked on the game for about eight months before he had it ready for the market.

Then, in the March 28, 1931,

(Continued on page 54)

400 Attend Coin Ops' Fete at Latin Quarter

NEW YORK, Dec. 26.—More than 400 persons, including operators, distributors, manufacturers and their families, jammed into the Latin Quarter here Sunday night (20) for the fourth annual dinner dance of the Associated Amusement Machine Operators of New York, Inc.

Barnet Tannenbaum, president of the organization for two years, announced that he was retiring from office. In a prepared message to the organization, he said, "Last year I outlined a five-point program for our organization. The two most important objectives have been obtained. We have our own offices close to 10th Avenue, open to all operators during business hours and providing a meeting place for the board of directors. We also have a full-time manager capable equipped to handle the affairs of the association."

"The three other points are still in the planning stage and should be achieved in the future: a bonding arrangement to insure ethical conduct on the part of all operators, an association-owned-and-operated finance company to handle loans to storekeepers, and an association-sponsored annuity and retirement plan for operators." No speeches were made that

evening. Association members, their families and guests ate, drank—refreshments were provided by Dave Simon—danced and watched the Latin Quarter revue, headed by the dance team of Darvas and Julia.

Souvenirs were given members and guests by Al Simon and Harry Berger. The door prize, a set of Rogers silver donated by L. Thaler & Company, premium house, was won by Berger.

George Ponsler, manager of the association, "is home recuperating from a severe cold aggravated by the heavy duty load and the preparations for the affair. His assistant, Claire Morano, stepped into the breach and handled the administrative details smoothly."

List of Officers

Officers of the Association are Tannenbaum, president; Harry Ross, vice-president; Wilbur Aaronson, secretary; William Parker, financial secretary, and Ben Robbins, sergeant at arms.

On the board of directors are Aaronson, Vincent Cappelzola, Jerry Folkart, Louis Glatzer, Phil Greitzer, Bart Hartnett, Al Koon-del, Jerry Miller, Parker, Robbins, Louis Rosenberg, Ross, Semel, Tannenbaum, and Sanford Warner. Ponsler is manager and Theodore Blatt, counsel.



JACK SLOAN

Nedick-Times Cig Route Brand Story

NEW YORK, Dec. 26. — The Times Vending Company, operating cigarette venders in 75 Nedick stands in the New York area, currently features a brand line-up that is matched only by the operation itself in uniqueness.

Times uses 7, 9 and 11-column National machines. A seven-column unit showed the following breakdown: three columns of Pall Malls, two of Chesterfields, one of Camels and one of Lucky Strikes. The nine-column machine had four Pall Malls, two Chesterfields, one Philip Morris, one Lucky Strike and one Camel. The 11-column machine had five Pall Malls, two Chesterfields, two Camels, one Lucky Strike and one Philip Morris.

When asked why he stocked so many Pall Malls and failed to

stock another leading brand, the operator, Jock Becker, replied that "We move so many Pall Malls that we feel the greatest volume is achieved by concentrating on them."

Demand Grew

Becker said he started the operation by stocking only two Pall Mall columns to a vender. He added that the demand grew so rapidly that he was forced to increase the number of Pall Mall columns per machine to as many as five.

The operation, which was set up November 23, works like this (The Billboard, December 5):

Customers may buy cigarettes by inserting 25 cents in venders. Each pack they receive contains a "Nedick Nickel," a token worth 5 cents on any Nedick purchase. This brings the actual cost of the pack to 20 cents.

Full-Page Ads

At the outset, Nedick plugged the promotion with full-page ads (Continued on page 49)

Moffett Heads San Antonio Vending Group

SAN ANTONIO, Dec. 26.—Lee Moffett, Pace Corporation, was named president of the Alamo City's first automatic merchandising association.

The embryo organization is yet unnamed and still lacks an official charter, but officers were elected at a meeting recently. Hugo Elmendorf, Cigarette Service Company, was named vice-president, and Roy Jackson, Jack's Cigarette Service, secretary-treasurer.

Moffett said that 18 San Antonio firms were expected to participate in the new organization. Cigarette operators were instrumental in forming the association, but all vending companies would be invited to join the group, he said.

Moffett said that the San Antonio operators organized to exchange views on how to increase service and to publicize automatic selling.

Lyon Resigns; O. P. McComas New PM Head

NEW YORK, Dec. 26.—The resignation of Alfred E. Lyons as chief executive officer of Philip Morris & Company, Inc., effective January 1, was announced this week. He will remain as chairman of the board and will also serve as a management consultant.

O. Parker McComas, PM president, becomes chief executive. Leonard G. Habson, vice-president, and treasurer, is the new senior vice-president.

A veteran of 40 years in the tobacco industry, Lyon joined Philip Morris as a vice-president in 1946, after 18 years with the Bankers Trust Company, where he had been a vice-president since 1932. PM named him executive vice-president in 1947 and president two years later.

Hansen joined PM in 1924 and was named secretary and treasurer in 1933. The following year he was elected to the board of directors; in 1945 he was elected vice-president.

ROUTE GAINS AHEAD

1954 to Usher in New Vending Expansion Era

By FRED AMANN

CHICAGO, Dec. 26.—Automatic merchandising continued to expand in 1953, thru the industrial Midwest, altho total growth in the 12 months leaves a healthy field for even greater route and dollar increases in the future.

An important share of that growth will take place during 1954.

Industrial management is definitely convinced of the advantages of vending. More plants, among them large multi-million dollar concerns, opened their doors to vending during 1953—a trend that will continue thru the next 12 months at an accelerated pace.

Department stores, chain drug, variety and supermarkets have also started to accept automatic selling as "part and parcel" of their customer services. Bulk

venders, cigarette and beverage equipment were in the forefront of such expansion in 1953—they will be supplemented by other venders in 1954.

Cig Pix

Chicago may see the 17-year-old ban on cigarette venders ended early this year (it almost went out in the last days of 1953.) Cigarette vending generally, too, will see some important changes this year: among them will be even larger capacity, more selective models, with 10, 12 and even 20-column units on the scene.

At year-end, the bad health publicity on cigarette smoking was seen as a curb to sales; this is expected to ease off in 1954 if authorities cannot come up with proof of earlier statements.

Coffee machines, the "fair-haired child of vending" last year, is certain to grow to real

stature this year. A variety of new equipment coming on the market, and drastic step-ups in output of old-line firms like Bert Mills Corporation (which plans a 15,000 unit production for 1954) will provide more machines for more operators, and established (Continued on page 48)

NO FREEZE HERE

Ice Cream Op Plans Special Pkg. Vender

DETROIT, Dec. 26.—An ice cream operation that has expanded from a single unit to 160 machines in five years may develop further into specialized package ice cream vending route as the result of research by Nathan Flaisher, president and general manager of International Vending Company.

A projected new vender is in the developmental stage, Flaisher stated. He is working on a machine adaptation which will allow the vending of a special four-ounce ice cream package, Frosty Pack, popular on the West Coast, but little known in other parts of the country. The package is 3/4 by 2 by 2 inches and sells at a dime. The new vending unit will also be adaptable to handle half-pint packages if it proves successful.

The important part of the new machine development is that it provides a further useful life for older machine models, Flaisher said. Typically, he is working on conversion of older model Revco ice cream venders, but notes that newer models could also be so converted. However, the econom- (Continued on page 49)

A SWEET BILLION

'Candy Sales Up For 1953': Gott

CHICAGO, Dec. 26. — Candy sales reports for the first 10 months of 1953 indicate that more people ate more candy in 1953 than in 1952; that 1953 candy poundage would be second only to that of 1944, the peak year of candy production, and that, in dollar volume, 1953 would undoubtedly surpass the billion-dollar sales record of 1948, when manufacturers' sales at the wholesale level totaled \$1,001,000,000, according to Philip P. Gott, president of the National Confectioners' Association.

Profits, on the other hand,

seem to have continued to decline, said Gott. Preliminary reports indicate that some companies fared as well during 1953 as during 1952. However, Gott stated that "general sentiment prevails that, on the whole, profits are not as good as they were in 1952, at which time net profits on sales were lower than they had been in any year since 1939, based on reports issued by Dun & Bradstreet."

Gott said that the spiraling price of cocoa beans, which climbed from 30 cents in March to 46 cents a pound in December, puts industry "in a very critical position" since most products are (Continued on page 49)

Oct. Cig Output Off From '52 Level

WASHINGTON, Dec. 26.—Tobacco manufactures in October declined in all categories from production in October a year ago, the Treasury Department reported this week. Manufacture of small cigarettes in October totaled almost 38 billion, down about 3 billion from the same month in 1952, while production of large cigarettes amounted to 25,500,000,000 a decrease of about 122,000 from the same month the previous year. October manufactures of large cigars totaled 561 million, down 18 million from the same month a year ago, while small cigars numbered 4,413,690, down more than a million from the previous October.

Chi Cig Vender Bill Delay Costs City \$\$

CHICAGO, Dec. 26.—With the last-minute delay in the passage of a cigarette ordinance to license venders, due to the intervention of a local league still in its formative stage, the city by-passed a chance to include anticipated additional revenue of \$600,000 in its 1954 budget.

Ald. Daniel Ronan, chairman of the subcommittee which approved the ordinance which ap-

proved for submission to the City Council, said this week that a new hearing for opponents of the bill would be held after January 1.

Pro and con arguments were aired during three previous hearings, Ronan pointed out, and the bill was scheduled for action by the City Council at its meeting Tuesday (22).

The group which asked for (Continued on page 49)

Modern Tobacco Steps Up Flat-Pack Parliament Push

PORT CHESTER, N. Y., Dec. 26.—Modern Tobacco Company, one of Westchester County's largest cigarette operators and maker of the Yolen single-column Parliament vender, is moving ahead rapidly with its Parliament vending program.

According to Fred J. Yolen, vice-president of the firm, Modern now has 50 Parliament venders on location in the suburban New York area, an increase of 15 over the total two months ago.

While locations had been better class bars and restaurants, private clubs and heavily trafficked diners, Yolen discovered a new-type location for the flat-pack vender by accident.

A friend of his is personnel manager of a pump factory in Portchester. When the friend commented to Yolen, who had a standard vender on location at the plant, that he was a Parliament smoker, Yolen offered to (Continued on page 49)

SPECIAL CIGARETTE MACHINES

All machines vend King Size and Standard Brands in all columns — including matches. Can be set for either 25¢ or 30¢ operation. \$55.00 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. 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



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.

Packed & Sold 4 to the Case. Capacity 500 Rocket Charms.

GRAFF VENDING SUPPLY CO.

2841 W. Davis Dallas, Texas



We

Have Newer

CHARMS!

NEW DESIGNS
NEW IDEAS
NEW FINISHES

send 35¢
Complete
Sample Kit

National Sales Agents for ACORN CHARM VENDOR parts and accessories

PENNY KING COMPANY
253E Mission Street - Pittsburgh 3, Pa.

WHAT ARE YOU VENDING?

Stick Gum? Ball Gum? Tab Gum? Bulk Merchandise? Mints? Stamps? Perfume Combs. Sanitary Products or other Merchandise?

ADVANCE Is the Vendor for You

Cigarette Machines. All Models in Stock. Want more information? Write today to . . .

J. SCHOENBACH
Factory Distributor Of
Advance Vending Machines
1645 Bedford Ave., B'klyn, 25, N.Y.
President 2-2900

Over 67,000 ACTIVE BUYERS read
The Billboard classified columns each week

THE BILLBOARD Index of Advertised Used Machine Prices

• Vending Machines

	Issue of Dec. 26	Issue of Dec. 19	Issue of Dec. 12	Issue of Dec. 5
Advance Model D Ball Gum...		\$7.45	\$7.45	\$7.45
Advance No. 11 Mde.....		5.95	5.95	5.95
Advance Stick Gum, 1c.....	10.00	10.00	10.00	10.00
Coca-Cola Cup Dispenser.....		95.00		
Columbus 1c.....		7.45	7.45	7.45
Craig Ice Cream Vender, 10c.....	250.00	250.00	225.00	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	125.00(2)	125.00
DuGrenier Model W (9 col.).....	95.00 125.00	95.00 115.00	95.00 115.00	115.00 125.00
Eastern Electric Cigarette Vender, 5c-10c-25c.....			150.00	
Exhibit Card Vender, 1c.....		15.00	15.00	15.00
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 Vender.....	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
Master 1c.....		7.45	7.45	7.45
Master 5c.....		7.45	7.45	7.45
Mills Candy (5 col.).....			89.50	
Mills LoBew Scale.....		17.50	18.00	
Mills Tab Gum.....	16.50	16.50	16.50	16.50
National Candy (6 col.).....	65.00	65.00		
National Candy, 9 M.....	95.00	95.00		
National 930.....	130.00	130.00(2)	130.00(2)	130.00(2)
National 950.....	145.00	145.00(2)	145.00(2)	145.00(2)
National Electric Cigarette Machine.....	69.50			
Northwestern 33 Ball Gum.....		7.95	7.95	7.95
Northwestern Deluxe 1c and 5c.....		13.95	13.95	13.95
Northwestern Model 39, 1c.....		7.95	7.95	7.95
Northwestern Stamp.....	69.00	69.00	69.00	69.00
Pop Corn Ser.....	49.50 65.00		49.50	
Rowe Candy (8 col.).....	85.00	85.00		85.00
Rowe Crusader (10 col.).....	155.00	155.00	155.00	155.00
Rowe Diplomat Electric (8 col.).....		175.00	175.00	175.00
Rowe Imperial (6 col.).....	85.00	85.00	85.00	85.00
Rowe Imperial (8 col.).....	95.00	95.00	95.00	95.00
Rowe President (8 col.).....	155.00	155.00	155.00	155.00
Rowe President (10 col.).....	135.00 155.00	135.00 155.00	135.00 155.00	135.00 155.00
Rowe Royal (8 col.).....	100.00	100.00	100.00	100.00
Rowe Royal (10 col.).....	145.00	145.00	145.00	145.00
Shoe Shine Machine.....	25.00	25.00	25.00	25.00
Silver King 1c Ball Gum.....		7.45	7.45	7.45
Silver King 1c Mde.....		7.45	7.45	7.45
Silver King 5c.....		7.45	7.45	7.45
Stoner Candy (8 col.).....	130.00 160.00	130.00 160.00	130.00 160.00	130.00 160.00
Super Vend Selective Drink Vender, 3 Drinks.....	325.00	325.00	325.00	325.00
Uneda Candy.....	65.00	65.00	65.00	65.00
Uneda Electric (9 col.).....	125.00	125.00	125.00	125.00
Uneda Model A (6 col.).....	87.50	87.50	87.50	87.50
Uneda Model E (6 col.).....	75.00	75.00	75.00	75.00
Uneda Model E (8 col.).....	85.00	85.00	85.00	85.00
Uneda Model 500 (9 col.).....	95.00 135.00	95.00 135.00	95.00 135.00	95.00 135.00
Uneda Model 500 (15 col.).....	100.00	100.00	100.00	100.00
Uneda Monarch (6 col.).....	87.50	87.50	87.50	87.50
U-Select-It.....	49.50	49.50	49.50	49.50

News Venders In Istanbul

ISTANBUL, Dec. 26. — Newspaper vending machines are being manufactured here by Nezh Yargas, a mechanical engineer. First units placed on busy street corners deliver copies of the Istanbul daily—Hurriyet.

Newsstand operators who install the machines continue to collect the usual commission on sales. The machines reportedly attract a great deal of attention.

Miami Cig Op Robbed of \$3,269

MIAMI, Dec. 26. — Burglars robbed the Independent Cigarette Service, Inc., this week and escaped with \$3,269 in money and merchandise.

The thieves carted off a four-foot safe which contained \$942 in change and \$325 in currency. In addition they made off with \$2,002 worth of cigarettes.

Ray Helfrich and Lewis Spratlan are partners in the firm.

Route Gains
• Continued from page 47

operators will be able to systematically plan their routes.

Bottlers may come into focus in the cup vending picture, in the Midwest as elsewhere, this year. Snowballing acceptance of high-quality drinks thru cup equipment will be the lever; but regular cup operators who hold the key cup locations will push their operations ahead for positive gains.

The battle of the dime versus the nickel candy will not be solved this year. But the 10-cent bar will expand its toe-hold in the field, may even show some surprising gains. Meanwhile, operators hope that candy makers will spend a little more ad time, and dollars, helping to publicize the vending of their products.

At the close of 1953 one cookie manufacturer, Austin Packing Company, Inc., made one of the most important promotional moves in that industry—to automatically merchandise its line. Ernest Fox, president, reported first steps in a new plan to publicize cookie vending via highway signs thru at least 32 States. Initially, the program called for a \$45,000 expenditure.

Food Vending

Both ice cream and sandwich (hot and cold) vending may come into deserved prominence in automatic selling this year. Ice cream novelties now have the widest variety of equipment, much of it time proven, available in the vending field. Bars, cups, sandwiches, and other types of frozen novelties will be accommodated.

While the number of vender firms that have failed is comparatively large in the ice cream field, at year's end the "shaking down" process after six years and the entry of a large Midwestern firm, Mills Industries, Inc., into the picture, is seen as a boon to such operation in 1954.

Cold sandwiches, to date, constitute the bulk of such food vending. This field will grow in coming months as more firms offer equipment. Stoner Manufacturing Corporation is readying its cold sandwich unit for quantity output in 1954. Rowe Manufacturing Company is rolling on its sandwich equipment.

With the exception of the versatile Lunch-O-Mat hot-cold beverage-food unit, the hot sandwich field saw little encouragement in the past year. Plans now afoot by several firms may result in an encouraging gain in 1954.

Milk vending is about ready to come "into its own." While bulk vending of this dairy product is still an unsettled question, package vending in bottles and cartons for on-premises and take-home consumption will win new backing in the Midwest, as it already has in the East.

ACORN
real kid appeal



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. Show 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.
253E MISSION STREET • PITTSBURGH 3, Pa.

FAVORITE MONEY-MAKER
VICTOR'S
Standard 1c
Topper
100 or more
\$12.00 each
Less than 100
\$12.50 each
VICTOR'S 1c DELUXE TOPPER
\$57.00 Case of 4
We stock the complete line of Victor venders.



For 5c mechanism add 35c per machine (either model).

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 merchandising list.

Pioneer Vending Service
598 Albany Ave. Brooklyn 3, N. Y.
Phone: PResident 4-5358

SENSATIONAL SALES MAKER!

oak's
NEW
Rainbow
10-selector VENDOR



Precision-built! Aluminum! Colorful columns, in red, gold and blue.

Empire Coin Machine Exchange
1012 Milwaukee Ave. • Chicago 27, Ill.

IN STOCK VICTOR'S

New
Deluxe
Model
BABY
GRAND
CHICLE
TREETS
VENDOR



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Send for Your **FREE** Copy of **RAKE'S NEW CATALOG TODAY!**



A guide to efficient and economical operation of coin operated machines.

RAKE COIN MACHINE EXCHANGE
608 Spring Garden St., Phila. 22, Pa.
Lambard 3-3676

GIVE TO THE RUNYON CANCER FUND

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.




NEW YEAR RESOLUTIONS for 1954

TO manufacture at least TWENTY-FIVE NEW GIMMICKS during 1954. Many of them will be ACTION CHARMS that move and have play-and-use value.

TO keep changing the CHARMS in the machines, by supplying our industry with NEW CHARM SERIES #4, #5 and perhaps #6. Beautiful Charms at low prices.

TO introduce NEW PLASTICS, NEW METAL PLATED FINISHES, NEW NOVELTY EFFECTS.

TO keep you POSTED on NEW OPERATING METHODS and NEW MERCHANDISING IDEAS, to quicken TURNOVER and increase PROFITS.

HAPPY NEW YEAR

SAMUEL EPPY & CO., INC.
91-15 144 Place
Jamaica, New York

Candy Sales

Continued from page 47

produced to sell for 5 or 10 cents. Looking ahead to 1954, Gott predicted that the candy industry would enjoy a record-breaking year if all segments of the industry focus attention on "candy's innate positive characteristics." These include, stated Gott, its wholesomeness and compactness. Gott added that the industry should "capitalize on the fact that it is a food available for quick eating" and that it's a food with many new uses.

"The U. S. farm program, as well as our government tariff policies, create two vital issues which may materially affect the welfare of the confectionery industry in 1954," Gott declared. He said there was a world surplus of sugar and that normal prewar exports had been curtailed. Yet imports of chocolate and sugar candy have continued to increase the past few years, he pointed out.

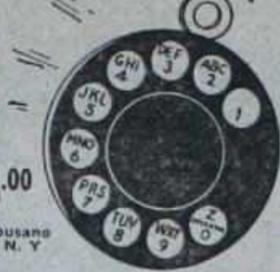
While the confectionery industry is a great advocate of international trade, Gott explained, and many ingredients are secured from other countries, the ingredients produced domestically (which comprise over 41 per cent of the cost of all ingredients) are "price supported, government subsidized and government restricted." As a result, Gott stated, "ingredient prices are higher than in many other countries which are increasing their exports to the United States."

To help meet these two key problems, Gott said that the confectionery and other interested industries must continue to "tell their story forcefully and aggressively."

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
INC.

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

\$13.50

100 OR MORE MACHINES

\$12.50

\$14.25

LESS THAN 100 MACHINES

1/3 Deposit on all orders.

PARKWAY MACHINE CORPORATION
714 Ensor St. Baltimore 3, Md.

Wishing

all our friends and customers

A Most Prosperous New Year

and Resolving for 1954

to deliver the best in Charms

Write, Phone, Wire Your Orders

PAUL A. PRICE CO.

55 Leonard St., New York 13

Chi Cig Vender

Continued from page 47

another public hearing on the ordinance, the Chicago Civic League, had not as yet been officially organized at the time of its request. Originally called the Chicago Protective League, it was refused a charter under that name and Wednesday (23) it was granted a charter by the State under the new name, according to a representative, E. C. McIntyre.

CCL director of publicity, Morrie Melford, declined to release a list of the body's board of advisers this week. He told The Billboard that changes were still being made and that the final slate of members would be announced within the coming week.

At the December 18 meeting of the subcommittee, McIntyre's letter to Mayor Kennely, on Chicago Protective League stationery, was read to the group (The Billboard, December 26). It asked for a postponement of the ordinance's submission to City Council, followed the earlier arguments of Phil Fuchs, executive secretary of the Chicago Wholesale Tobacco Association, and charged "hoodlumism and juvenile delinquency" would be increased if the measure was passed.

McIntyre declared last week that the CCL was set up by a "group of public spirited civic leaders" to supplement and aid similar local agencies in juvenile and like civic problems.

Nedick-Times

Continued from page 47

in New York dailies. Times Vending was organized specifically for the operation. What the financial arrangements were between the two parties, neither one would disclose.

Meanwhile, Becker said that sales were not too encouraging. He explained that "the cancer scare and the holidays" may be pulling sales down.

Becker said he has no plans to add filter-tip packs to the vending roster. He explained that Pall Malls account from 35 to 40 per cent of total sales. Officials at Nedicks denied that any arrangement existed with Pall Malls.

Meanwhile, local operators ventured that a greater brand diversification would solve the low-volume problem.

Modern Tobacco

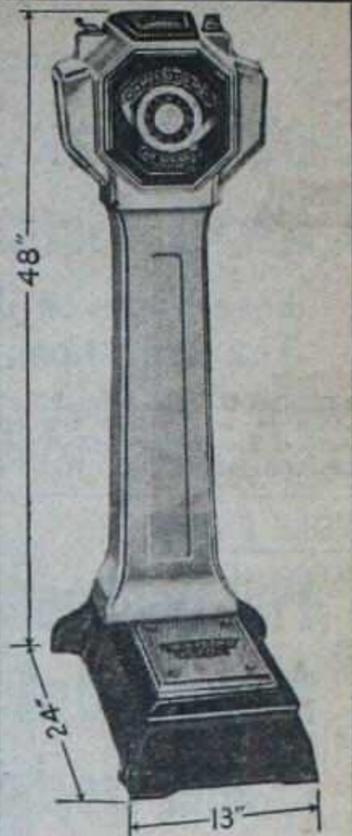
Continued from page 47

install a flat-pack vender for his personal convenience.

Yolen said the vender now sells from 50 to 60 packs a week. He added that several persons who had previously not bought cigarettes from the standard vender now patronize the flat-pack vender.

Yolen said that he will install flat-pack venders in other industrial locations.

Current weekly average, he said, is 15 packs, with a Portchester diner having the highest weekly average, about 70 to 90 packs. Minimum number of weekly sales a location must make to retain the unit is eight.



\$25

DOWN

Balance \$10 Monthly

ALL WEATHER SCALE COMPLETE CABINET AND BASE, CAST IRON PORCELAIN ENAMELED, FOR OUTSIDE LOCATIONS
WRITE FOR PRICES

Invented and Made Only by

WATLING

Manufacturing Company

4650 W. Fulton St. Chicago 44, Ill.
Est. 1889 - Telephone: Columbus 1-2773
Cable Address: WATLINGITE, Chicago

BALL & VENDING GUMS BUBBLE, CHICLE & CHLOROPHYLL

New LOW factory prices

Bubble Ball Gum, 140-170 & 210 ct. 24c lb.
Chlor-o-Vend Ball Gum, 140 & 210 ct. 40c lb.
Chlor-o-Vend Chicks, 275 & 320 ct. 45c lb.
Chicle Chicks, 320 & 520 ct. 36c lb.
Bubble Chicks, 320 & 520 ct. 30c lb.

These LOW prices F.O.B. factory 150 lb. lots.

AMERICAN CHEWING PRODUCTS CORP.
Mt. Pleasant & Fourth Aves
Newark 4, N. J.

MANDELL GUARANTEED USED MACHINES

N.W. DeLuxe 1 1/2 & 3/4 Comb.	\$13.95
N.W. 2 1/2 & 3/4 Porc.	7.95
N.W. 3 1/2 Porc. B.G.	7.95
Master 1 1/2 Bulk Porc.	7.45
Master 3/4 Bulk Porc.	7.45
Master 1 1/2 & 3/4 Bulk Porc.	7.95
Columbus 1 1/2 Bulk	7.45
Silver King 1 1/2 B.G. or Mide.	7.45
Silver King 3/4	7.45
Exhibit Road Card (Metal)	15.00
Advance 2 1/2 1 1/2 B.G.	7.45
Advance #11 Mide.	5.95

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen	\$.85
Pistachio Nuts, Vendor's Mix73
Pistachio Nuts, Sheik55
Cashew Whole55
Cashew Butts50
Peanuts, Jumbo34
Spanish28
Mixed Nuts35
Almonds 480 ct. 3 lbs. Wac. pk.85
Baby Chicks32
Rainbow Peanuts30
Boston Baked Beans30
Jelly Beans28
Licorice Stanges25
M & M42
Assorted Fruit Charms, 100 ct.43
Rain Pie Ball Gum, all sizes, 300 lbs. minimum, prepaid, per lb.	\$.28
Adame Gum, all flavors, 100 ct.42
Wrigley's Gum, all flavors, 100 ct.47
Suchard Chocolate, 200 ct.	1.20
Merthey's Chocolate, 200 ct.	1.30
Minimum Order, 25 Boxes Assorted.	

NORTHWESTERN SALES AND SERVICE CO.

MOE MANDELL
446 W. 36th St. New York 18, N. Y.
ADagarc26-6467

Money-Making, Money-Saving IDEAS FOR OPERATORS!

Vending Specialty Company
Serves West Coast 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 10 SELECTOR GUM VENDOR
Greatest Money-Maker
NEW PARTS, GLOBES & ACCESSORIES
* Immediate Delivery
* JUST ARRIVED - NEW CROP

Pistachio Nuts, Jumbo Red	\$1.00 lb.
Pistachio Nuts, Jumbo White95 lb.
Pistachio Nuts, Fancy, Lg. Tulip85 lb.
Almonds, 800 Ct., 4 Lb. Vac. Pk.85 lb.
Spanish Peanuts29 lb.
Boston Baked Beans23 lb.
Wrigley Gum, All Flavors, 10042 lb.

"America's Finest"
ASK ANY OPERATOR OF THE Keeney Deluxe Electric CIGARETTE VENDOR

* For MORE THAN 5 YEARS operators have made much more money with service costs at an all-time low. Features: * 432 pack capacity * Easy loading with swing-up top * 3-way match vending * Alternate front and rear column vending * Quick price changes * Large storage. Write for an immediate free demonstration today.

J. H. KEENEY & CO., INC. 2600 W. 50th St. Chicago 32, Ill.

It's a dynaMITE!
ATLAS MASTER penny-nickel
PROFIT MAKER

the modern Ball Gum and Charm Vender for Biggest Profits - more nickel sales - faster emptying!

Juke Box Operators See Good Business in 1954

Base Views on Better Equipment, Tax Reductions and High Income

CHICAGO, Dec. 26.—What's ahead in 1954? Juke box operators, distributors and manufacturers asked this question

YULE PARTY

Phil Holdman Awarded Apex Annual Trophy

CHICAGO, Dec. 26.—Apex Amusement Company held its annual Christmas party Saturday (19). One of the highlights of the evening was the awarding of "The Outstanding Record Salesman of the Year" trophy by the employees of Apex.

Phil Holdman, of James H. Martin, Inc., received the award. Holdman was picked from record distributor salesmen serving Apex.

Thru the year, Apex collectors noted salesman co-operation, speed in handling orders, special trips, promptness and all-around general attitude. Holdman, who has been with Martin for the past eight years, received honorable mention last year when Bob Bolheimer, of Decca Distributing Company, was awarded the trophy. This marks the second anniversary of the award presentation. Earl Kies, general manager of Apex, said that the employees made their own selection and paid for the trophy.

(Continued on page 52)

throughout the country answered from "as good as 1953" to "better than ever." All agreed "1954 looks good."

For the most part, operators based their optimistic views on lower income taxes to become effective January 1, the improved appearance and performance of juke boxes, and the experience that increased television channels do not reduce juke play.

Distributors feel that with new and improved equipment, with better relations and better good will of operators, that the juke box business for the coming year looks bright.

Best in History

Manufacturers look to '54 as one of the best years in the history of juke boxes. Public relation

programs are underway. Field representatives contacting distributors has become a regular procedure and facilities for increasing production all add up to a better year for 1954, they point out.

Operators in the East expect the coming year to be a good one.

In New Jersey, operators feel their new system of dime minimum play on juke boxes will go a long way in conditioning the public to straight 10-cent play. New Jersey is not alone in its attempts to convert. Operators in Nebraska, California, Florida, Pittsburgh and just about every State in the country are trying to switch from the nickel.

Florida operators are already

(Continued on page 52)

FLORIDA OUTLOOK

Lush Tourist Trade As Location Hypo

Continued from page 46

1954 will be just as good as 1953, and possibly a bit better. He points to the unusual siege of rain during August and September which put a severe crimp in collections during those two months.

A Better Year

Ozzie Truppman, Advance Music, looks for a better year in 1954. He says: "The operator's average in this area is growing all the time because he is buying

better equipment and trading it in oftener. And, of course, the natural population growth of Miami is something I always keep in mind when estimating what the new year holds in store."

Not everyone in the music business, however, shares these views. Cliff Deale, who has operated juke boxes for 25 years and who owns the Deale Auto-

(Continued on page 52)

Competition to Key S. Calif. Area in '54

Mfrs. Expanding Sales Staffs, Ops See New Stops Picking Up Slack of Reduced Industry

Continued from page 46

production is to be expected. But where this goes down, there will be other factors to supplement it. New industries—not large ones but good ones—are moving into this area. We, like a number of concerns, are buying the full amount of depreciation and each month we add more machines. I think 1954 will definitely be better than 1953 and even go ahead of 1952."

Contacted for his views on the game field, Charles A. Robinson, of the firm bearing his name, is anticipating a "very good year." He bases this upon the fact that games are better and there are more patrons.

Business at the distributors of phonographs the past two or three months has been good. And on the basis of this, Hank Tronick,

of the Minthorne Music Company, Seeburg distributors, predicts that 1954 will be "relatively good." This company has reorganized its sales force, too. Tronick thinks there will be some tightening up with better operating being the result. He thinks, also, that operators will see increased costs in some departments, which bears out his prophecy that operators will buckle down.

Ed Wilkes, of Paul A. Laymon

(Continued on page 52)

Southern Music Holds Op Fete In Miami Office

MIAMI, Dec. 26.—Some 35 guests attended the open house held by Southern Music Distributing Company, distributor of AMI phonographs in Florida and Southern Georgia, at its Miami office.

Manager Bob Norman said that operators from all over Southern Florida viewed the model E and AMI's auxiliary equipment and offered congratulations on the opening of the Miami branch. Owner Ron W. Rood greeted visitors, along with Jack J. Mitnick, AMI's Eastern regional manager, and Arthur W. Daddis, AMI Southern district sales representative.

Southern Music also maintains offices and showrooms in Orlando and Jacksonville.

TV Expansion Concerns Ops In Miami Area

MIAMI, Dec. 26.—Some Miami juke box operators are worried over what effect the opening of additional television stations in the Greater Miami area will have on their collections. Miami has been a one-station town, but recently TV outlets in near-by Hollywood and Fort Lauderdale went on the air and it has been announced that additional sta-

(Continued on page 52)

May 1954 be very prosperous for You.... and it will when you get your new....

ROCK-OLA

Comet 120

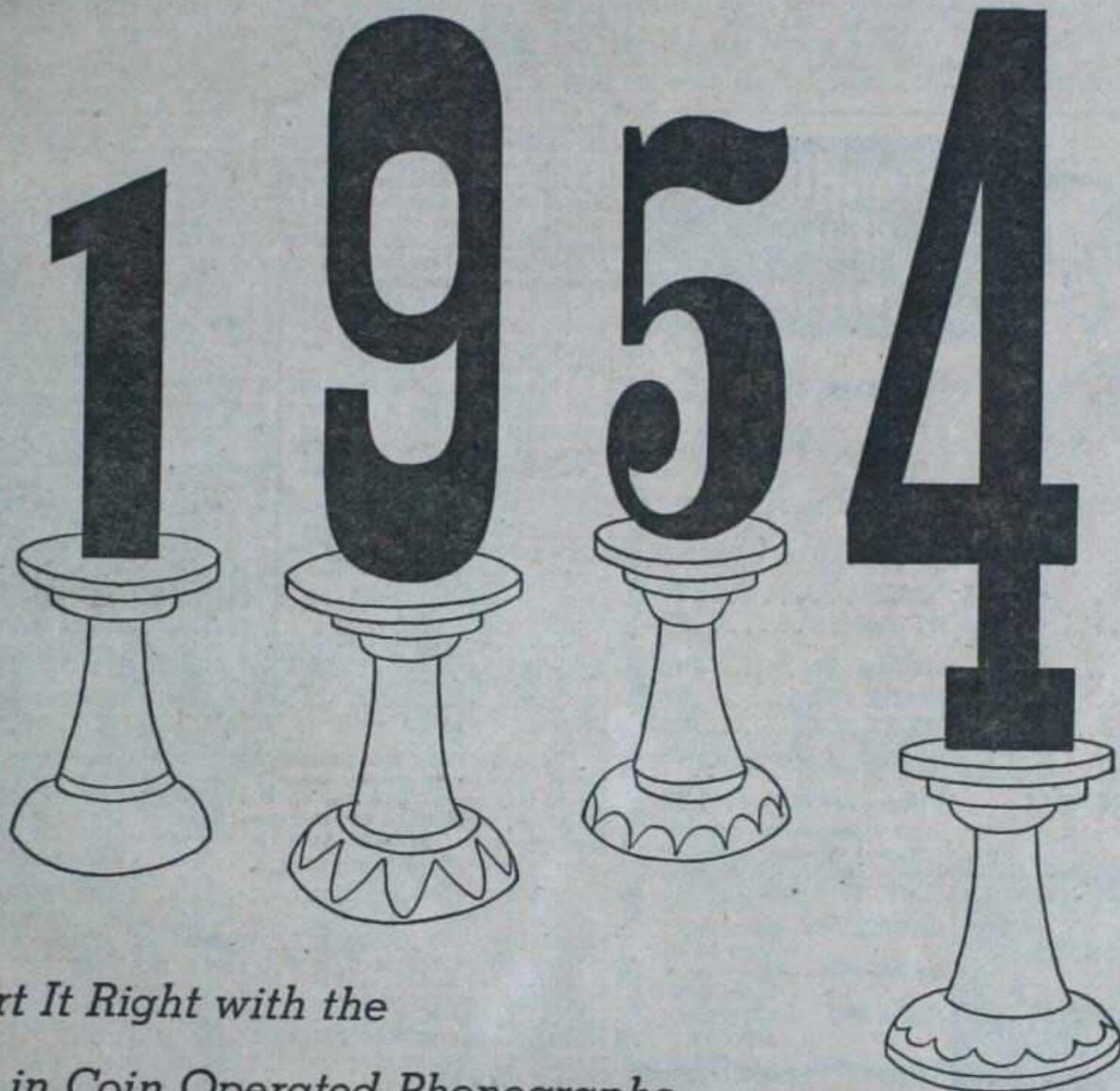
The original phonograph with 120 selections

MODEL 1438

ROCK-OLA MANUFACTURING CORPORATION
800 North Kedzie Avenue • Chicago 51, Illinois

* Less than 30 inches wide

Latest Model in Years:



Start It Right with the Latest Style in Coin Operated Phonographs

'53 is gone forever, can't be traded in, can't even be given away! But here's '54—the latest and greatest year of them all—it's the only slab of time right now you can call your own. For goodness sake, make the most of it by concentrating on the latest, newest-looking, most stylish model in music machines.



"E-80"



"E-120"



"E-40"

AMI *Incorporated*

General Offices and Factory:
1500 Union Avenue, S.E., Grand Rapids 2, Michigan

Miller Reports '54 MOA Convention To Top All Years

Copyright Plans and Dime Play Skedded to Highlight Sessions

OAKLAND, Calif., Dec. 26.—Georgé A. Miller, national president and business manager of the Music Operators of America, reports that the next MOA convention will be the biggest ever. Miller said: "Manufacturers, publishers, distributors, record companies and music operators throughout the country are displaying great enthusiasm for the convention to be held March 8, 9 and 10 at the Palmer House in Chicago. From the number of letters received here, we are assured that the show will be greatly expanded and that some merchandise not exhibited in the past will be displayed next year."

To insure a well planned and smooth running convention, committees have already been ap-

Yule Party

Continued from page 50

The party itself took on a new twist when everyone attending participated in various skits. Over 55 persons attended, including Rocky Rolf and his wife; Bob Clark, of Mercury Distributors, and Holdman.

Dominic Russo, of Apex, headed the entertainment committee and was host for the evening.

pointed, it was announced. Miller and Ray Cunliffe, of Chicago, head the committee to handle general affairs. Others appointed to this group include: Les Montooth, Southern Illinois; Bill Hullinger, Ohio; Martin Britz, Montana; Wes Elster, California; Jack Mulligan, Pennsylvania; Howard Ellis, Nebraska; Harry Snodgrass, New Mexico; Al Denver, New York; Hirsh de la Viez, Washington, D. C.; Jimmy Tolisano, Connecticut; Clint Pierce, Wisconsin; Clem Stetson, California; William Blatt, Florida; George Workman, Pennsylvania; Gene Atkinson, Kansas; Budge Wright, Oregon; Phil Levin, Chicago area; Victor Ostergren, Indiana; Dick Steinberg, New Jersey; Leo Miller, Iowa, and Tommy Withrow, Texas.

Hirsh de la Viez was named to head the entertainment committee and Al Denver chairman of the reception committee.

On schedule for the convention will be meetings to discuss a copyright organization to be sponsored by MOA. Clint Pierce, Les Montooth, Ray Cunliffe, Al Denver, Harry Snodgrass and George Miller are making studies of the subject to be prepared to give reports at the convention.

Also, progress of dime play will be a main point on the agenda.

Miller also reported that committees are devoting considerable time planning outside festivities for the wives of operators and guests while business sessions are held.

"All efforts are being made to wind up business sessions by early afternoon," Miller said. "In this way there will be more time for operators to visit exhibits and to meet other operators."

A legislative committee was named to aid operators with legal problems. Members of this committee are Sidney Levine, Clint Pierce, Miller and de la Viez.

Miller and Cunliffe are handling all reservations and exhibits, either thru the national headquarters, 128 East 14th Street Oakland, Calif., or 3018 East 91st Street, Chicago.

Outlook for Florida Bright

Continued from page 50

matic Music Company, says he feels that business will drop next year. "I believe the tourist trade will be as good or better than ever, but I'm worried about the effect on juke box play of the new TV stations which are about to go on the air," he said. "Even with the one TV station we now have in Miami, I find that tavern owners make a practice of showing the twice-a-week fight cards which the station carries. This means the juke box goes off during those hours."

In the game field, Ted Bush, Bush Distributing Company, predicts a better year than 1953. He believes that the kind of year a game operator has isn't necessarily linked to whether business in general happens to be good or not all over the country. "I have found that the years in which the manufacturers produce new, different games that have wide player appeal, the distributor and the operator alike will buy all he has to offer, he said.

New Ideas

"One year it was the introduction of the flipper, another year the bumper feature, and more recently the bowlers. My contention is that as long as there's a coin chute to accept nickels, and as long as manufacturers offer new and different games to the public, good times will be shared by everyone connected with the business."

Sam Taran, president of Taran Distributing, looks for as good a year as 1953 and possibly better. "The coin machine business has come into its own in the past few years," he said. "It is now a full-fledged, stable industry, and bankers recognize this. The old days of inferior equipment, which

Juke Box Ops

Continued from page 50

in the midst of the tourist season and reports indicate that the season is off to a booming start. Ozzie Trupman, Florida operator, says, "The operator's average in this area is growing all the time."

TV Competition

Don Eby, Portland, Ore., said that he thought TV competition would slack off and, even if additional stations were added, juke box play would increase.

Earl Kies, operator in Chicago, hopes for a good year. Kies said, "With personal income tax reductions in the offing, the juke box business should benefit."

California operators feel that the increased population in their State will boost music play. Glen Wolcott, operator, said: "Music operators get a lot of business from teen-agers and I do not believe that even if there is a slow down in industry that juke play will change much."

Generally speaking, with the recent 100- and 120-selection machines, operators have improved their record libraries, their service, and have worked out better rotating systems. All indications point to a good year in 1954.

TV Expansion

Continued from page 50

tions in Miami will be ready to go just as soon as the Federal Communication Commission flashes the signal.

One man, who has studied at close range television's impact in many cities, can assure the local ops they have nothing to worry about. He is Arthur W. Daddis, AMI Southern district sales representative, who was in town to attend the open house of the Southern Music Distributing Company December 10-12.

Daddis' duties with AMI took him to the principal cities of the East, including New York, Boston, Philadelphia, Baltimore, Chicago and Norfolk. Everywhere, he says, the pattern has been same. The first six months of TV saw a sharp drop in juke box play, but after that it leveled off and remained steady. In fact, he said, once the novelty of television wears off and sets become commonplace in every home, many persons are tickled to get away from the house and into a place where there is no TV.

In the case of Miami, adds Daddis, where the one station—WTVJ—has been on the air for three years, he predicts the open-

frequently resulted in close-outs by distributors, are gone."

A pessimistic note, however, came from Jack Hollander, of Pan-American Tobacco Company, who said: "I see a definite drop in volume in the coming year for those of us in the cigarette vending machine business. As more and more brands of filter-type and king-size cigarettes hit the market, our problems multiply. With most venders geared to anywhere from 8 to 11 columns, it means we cannot supply a location owner with all the types of smokes that he wants in the one vender. Even the installation of two venders in every location—an obviously impractical move—wouldn't fix things because we would still be faced with the twin problems of price and getting venders large enough to hold, for example, the new king-size Parliaments."

"As it is," he continued, "we are selling most king-size brands in Miami venders for 25 cents, the same price we get for the regular size. We do this in order to meet over-the-counter competition. We estimate that if we attempted to raise Miami prices on the popular brands from 25 to 28 cents (the price which prevails in most of Miami Beach), our volume might drop as much as 40 per cent or more."

The same somber report came from John F. Saxon, president of Ace-Saxon, Inc., largest operator of cigarette vending machines in South Florida. The company is active in both Dade and Broward counties.

Saxon anticipates a reduction in sales but declined to estimate how much. Again the story is the same—the constant introduction of filter and king-size smokes, as well as new brands which hit the market ever so often these days, is giving the operator a king-size headache in trying to stock all the brands in the existing equipment. Saxon points out, too, that more and more supermarkets and drugstores are carrying full lines of cigarettes, often at cut-rate prices.

But if smoke vending is fraught with perils as the new year dawns, such is not the case in other phases of merchandise vending. Mort Simon, of J & M Vending Company, which operates all types of cup drink, candy, ice cream and ball gum venders throughout the east coast of Florida, sees a bright year ahead.

"I believe we'll do an even larger volume in 1954 than we did this year," Simon said. "I certainly do not anticipate a business recession."

Competition

Continued from page 50

Inc., Wurlitzer distributors, bases his outlook upon increased activity at that establishment during the past several months. "The demand for equipment is sincere and the industry is over the wild flurry for machines," he said. "The business is becoming more stabilized. While general industry may slow down, there are literally thousands of homes being finished each week in this area. That is sure to mean something."

Music operators had this to say: Homer RaZer, First National Music in the San Fernando Valley, "If it keeps going like it has the past two months, it is sure to be a good year. I hope that people will not start talking recession in any degree for unless we start thinking that way, it won't move in that direction."

Clayton Ballard, who has a route of half music and half games, "I have been reading a lot in the newspapers about tightening up. I believe it will be just that. Perhaps the lush period is over and we should look forward to more solid operation and methods of doing business."

Glenn Wolcott, who has 75 per cent of his route in music, commented: "Business will be just as good in 1954 as it was in 1953. I think material prices will decrease, allowing for a larger margin of profit. Music operators get a lot of business from teen-agers and I do not believe their income will be affected by any decrease in industry."

Chick Schoenfeld, a Santa Monica operator now interested in real estate, put it this way: "We are enjoying a boom here compared with other sections of the nation. No one is afraid of California real estate."

Reconditioned Music Equipment

"Who-o-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

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1/3 down, balance C.O.D.
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Lansing 5-4243
TOLEDO, OHIO —1302 Jackson
Main 6192

MUSIC SYSTEMS INC.



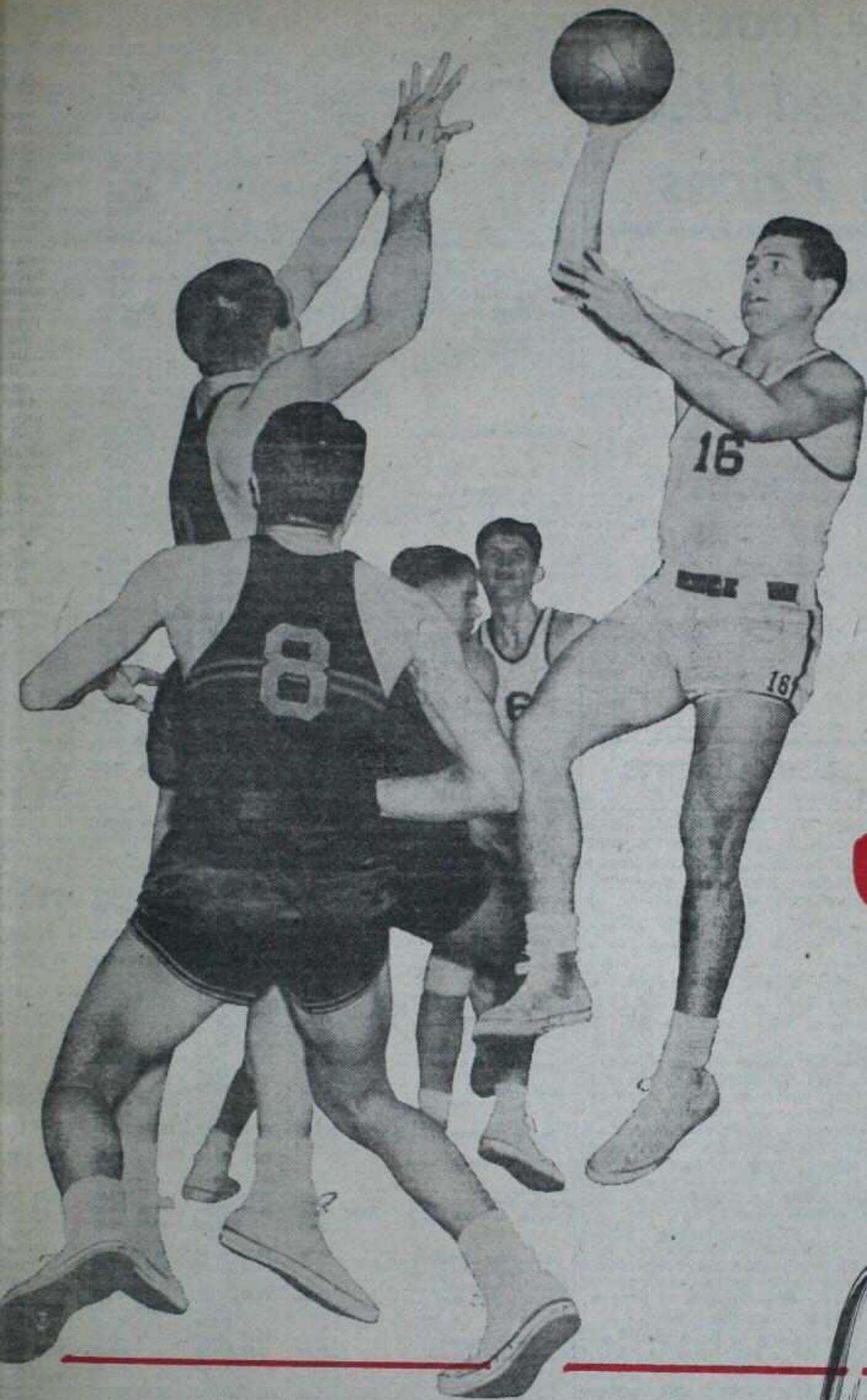
H. C. EVANS & CO.

Chicago

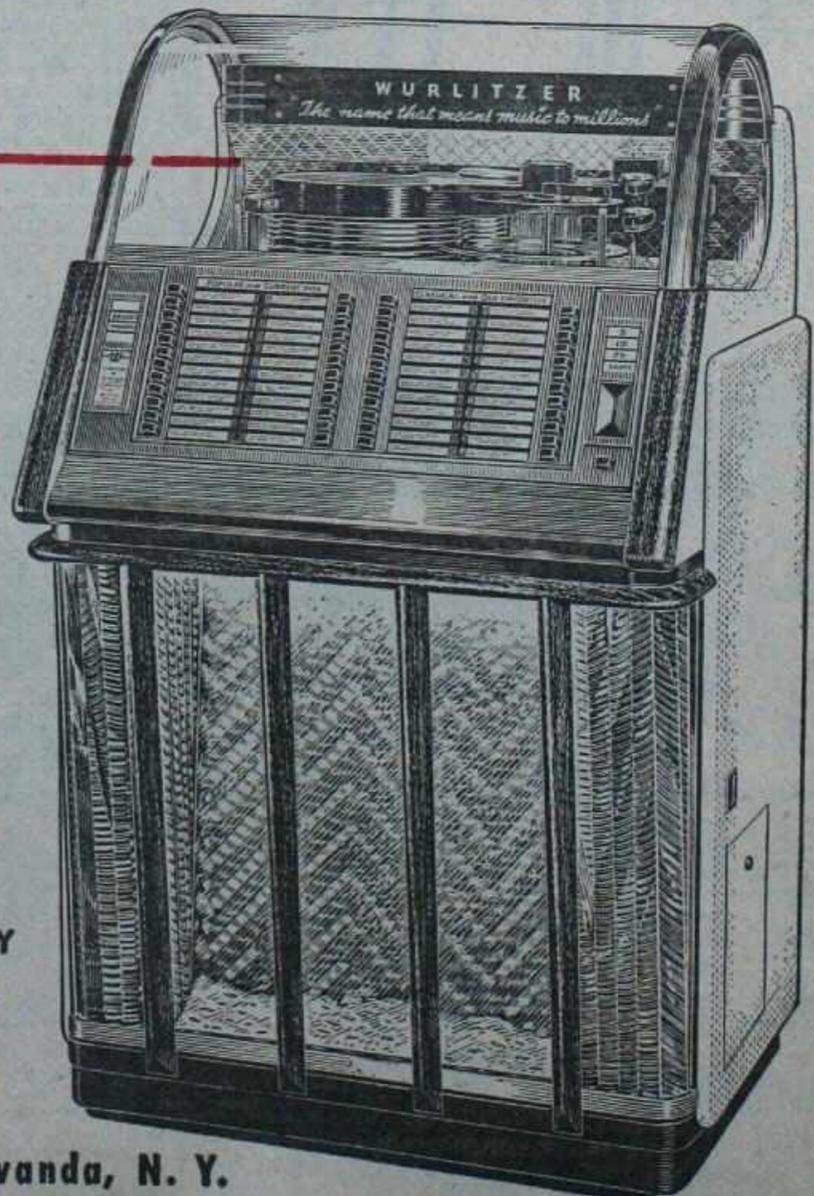
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Joyful Holiday Season



Gives you the
JUMP
 in Landing the
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Here's a tip-off that can net you many a small location that likes music but lacks the space for a multi-record phonograph. Install this patron pleasing, compact, 48-selection Wurlitzer. Its cabinet beauty, tonal brilliance and built-in volume level control are only three of the many features that contribute to continuous play. Its price, coupled with its earning power, make it a highly profitable investment for you.

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1650 48-SELECTION
 STRAIGHT 45 RPM PLAY

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ALL WAYS!"

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THE BILLBOARD Index of Advertised Used Machine Prices

• Amusement Games

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. 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. 26	Issue of Dec. 19	Issue of Dec. 12	Issue of Dec. 5
ABC (United).....	\$50.00 75.00 99.00 115.00	\$50.00 75.00 99.00 115.00	\$50.00 75.00(2) 99.00 115.00	\$35.00 50.00(2) 75.00(2) 99.00
All Baba (Gottlieb).....		34.50	34.50	25.00 34.50 115.00
All Star Basketball (Gottlieb)	115.00	115.00	115.00	50.00
All Stars (Williams).....				50.00
Aquacade (United).....	39.00 59.50	39.00 39.50 59.50	39.00 39.50 59.50	25.00 39.00 39.50 59.50
Arcade.....		104.50		
Arizona (United).....	79.50	79.50	79.50	
Atlantic City (Bally).....	150.00	195.00 235.00	175.00 189.50	175.00
	175.00(2)	250.00(2)	190.00	195.00(2)
	185.00 235.00	265.00 275.00	225.00(2)	225.00(2)
	250.00 265.00		235.00 255.00	235.00 245.00
	275.00		265.00 275.00	255.00
				265.00(2)
				275.00

	Issue of Dec. 26	Issue of Dec. 19	Issue of Dec. 12	Issue of Dec. 5
Baby Face (United).....	39.00 49.50	39.00 49.50	39.00 49.50	25.00 39.00 49.50
Barnacle Bill (Gottlieb).....		34.50	34.50	25.00 34.50
Basketball (Gottlieb).....		49.50		
Basketball Champ (Chicago Coin).....	195.00 275.00	195.00(2) 275.00	195.00 275.00	195.00 275.00
Batting Practice.....	89.50	44.50 89.50	45.00 89.50	89.50
Beach Club (Bally).....	350.00 385.00 410.00	375.00 410.00 425.00	349.50 350.00 385.00	349.50 375.00 425.00(2)
Beauty (Bally).....	275.00 295.00(2) 310.00 350.00(2) 360.00 375.00	310.00 350.00(3) 360.00 375.00	290.00 295.00 325.00 335.00 350.00 360.00(2) 375.00	295.00 300.00 325.00(2) 335.00 350.00 360.00 365.00 385.00
Be Boop (Exhibit).....	65.00 84.50	39.50 65.00 84.50	65.00 84.50	65.00 84.50
Bermuda (Chicago Coin).....	49.50	49.50	49.50	49.50
Big Top (Genco).....	54.50	54.50 64.50	54.50 64.50	54.50 64.50
Black Gold (Genco).....		59.50	59.50	25.00 59.50(2)
Bolero (United).....	110.00 115.00	115.00 125.00	115.00(2) 125.00	115.00(2) 125.00
Boston (Williams).....	79.50	79.50	79.50	79.50
Bowling Champ (Gottlieb)...	69.50	69.50	69.50	50.00 69.50
Bright Lights (Bally).....	75.00(3) 95.00(2)	75.00 95.00 109.50 125.00	75.00 100.00 110.00 125.00	100.00(2) 110.00 125.00 135.00 160.00
	125.00 135.00	135.00 150.00	135.00 150.00	135.00 160.00
	150.00 175.00	175.00	175.00	175.00
Bright Spot (Bally).....	175.00(2) 195.00	165.00 175.00(2) 195.00	125.00(2) 175.00(2) 195.00	125.00(2) 175.00 185.00 195.00(2) 200.00
Buccaneer (Gottlieb).....		34.50	34.50	25.00 34.50
Buffalo Bill (Gottlieb).....	69.50	69.50	69.50	69.50
Cabana (United).....	275.00 395.00	275.00 395.00	275.00 395.00	275.00 295.00 395.00(2)
Camel Caravan (Genco).....	69.00	69.00	69.00	69.00
Campus (Exhibit).....	84.50	84.50	84.50	84.50
Canasta (Genco).....	59.50	29.50 59.50	59.50	
Caravan.....		104.50		
Carnival (Bally).....		49.50		49.50
Carolina (United).....	39.00	24.50 39.00	39.00	39.00
Catalina (Chicago Coin).....	35.00	35.00	35.00	35.00
Champion (Bally).....	89.50	75.00 89.50	75.00 89.50	30.00 35.00 49.50 89.50 95.00
Chinatown (Gottlieb).....	160.00	134.50 160.00	150.00 160.00	160.00 165.00
Cinderella (Gottlieb).....		24.50 29.50	29.50	25.00 29.50
Circus (United).....	195.00	195.00	195.00	185.00 195.00
	225.00(2)	225.00(2)	225.00(2)	225.00 250.00
Citation (Bally).....	79.50	42.50 79.50	42.50 79.50	30.00 39.50 42.50 79.50
College Daze (Gottlieb)....		39.50		45.00 50.00
Coney Island (Bally).....	90.00 125.00 140.00 175.00 190.00 195.00	125.00 140.00 175.00(2)	125.00(2) 140.00 175.00 190.00 195.00	125.00(2) 140.00 150.00 195.00(2) 175.00
Control Tower (Williams)....	109.50	109.50	109.50	75.00 109.50
Coronation (Gottlieb).....		149.50	155.00	100.00
Crossroads.....		114.50		
Cyclone (Gottlieb).....	149.50	99.50 149.50	149.50	149.50
Dallas (Williams).....	69.50	44.50 69.50	44.50 69.50	44.50 69.50
De-Icer (Williams).....	89.50	89.50	89.50	89.50
DeLuxe Baseball (Williams)...	295.00	295.00 325.00	325.00	
Jew-Wa-Ditty (Williams)....	49.50	34.50 49.50	49.50	34.50 49.50
Domino (Williams).....		124.50		
Double Feature (Gottlieb)...	89.00	49.50 89.00	89.00	89.00
Double Shuffle (Gottlieb)....	65.00	39.50 49.50 65.00	49.50 65.00	49.50 65.00
Dreamy (Williams).....	89.50	89.50	89.50	40.00 89.50
Jude Ranch (Bally).....		399.50 425.00 445.00		475.00
Eight Ball (Williams).....	119.50	99.50 115.00 119.50	115.00 119.50	119.50
El Paso (Williams).....		24.50 39.50	39.50	39.50 59.50
Fairway.....		169.50		
Fighting Irish (Chicago Coin)	75.00	54.50 75.00	75.00	50.00 75.00
Five Star (Universal).....	45.00 49.50 75.00	45.00 49.50 75.00(2)	45.00 49.00 49.50 75.00	25.00 30.00 49.00 75.00 79.50
Floating Power (Genco)....	49.50	44.50 49.50 159.50 165.00	44.50 49.50 165.00 175.00	44.50 49.50 150.00
Flying High (Gottlieb).....		25.00		25.00
Flying Saucers (Genco)....		65.00		65.00
Football (Chicago Coin)....	65.00	39.50 65.00	65.00	65.00
100 (Genco).....	95.00 125.00	95.00 124.50 125.00	95.00 125.00 165.00	95.00 125.00 165.00
Four Corner (Williams)....		125.00 139.50	125.00	125.00
Four Horsemen (Gottlieb)...	109.50	49.50 109.50 124.50	109.50	40.00 109.50 100.00
Four Stars (Gottlieb).....		135.00		40.00 45.00
Freshie (Williams).....	175.00	195.00 240.00	185.00 225.00	195.00
Frolie (Bally).....	185.00(2) 240.00 250.00 265.00 275.00 285.00	250.00 265.00 275.00 285.00	235.00 240.00(2) 250.00 265.00 275.00 285.00	225.00(2) 240.00(2) 250.00 265.00 275.00(2) 285.00
Futurity.....	75.00		75.00 110.00	50.00 110.00
Georgia (Williams).....	\$89.50	\$89.50	\$89.50	\$48.00 89.50
Gismo (Williams).....	35.00 49.50	35.00 49.50	35.00 49.50	35.00 49.50
Globe Trotter (Gottlieb)....		99.50 135.00	135.00	135.00
Gold Cup (Bally).....	59.50	55.00 59.50	55.00 59.50	55.00 59.50
Golden Nugget (Genco)....	125.00(2)	124.50 125.00(2)	125.00(2) 175.00	75.00 125.00(2) 175.00(2)
Grand Award (Chicago Coin)	35.00	35.00	35.00	35.00
Grand Slam (Gottlieb).....		159.50		150.00
Guy-Dolls (Gottlieb).....		179.50		150.00
Happy Days (Genco).....		124.50		165.00 100.00
Happy Go Lucky (Gottlieb)..	139.50	139.50	139.50	139.50
Harvest Time (Genco).....	65.00	65.00	65.00	45.00 55.00(2) 50.00
Harvey (Williams).....		15.00		
Hawaii.....		75.00		75.00 50.00 75.00(2) 25.00
Hayburner (Williams).....		75.00		75.00 50.00 75.00(2) 25.00
Hit and Run (Genco).....		140.00		140.00
Hit 'N' Run (Gottlieb).....	140.00	124.50 140.00	140.00	140.00
Hit Parade (Gottlieb).....		29.50		29.50
Holiday (Chicago Coin)....				45.00
Holiday (Keeney).....		114.50		125.00
Hong Kong (Williams).....		99.50		100.00
Horse Shoe.....		49.50		49.50
Humpty Dumpty (Gottlieb)...	49.50	49.50	49.50	49.50

Sloan Observes

Continued from page 46

issue of The Billboard, Sloan landed the first pin game account—Burns' In and Outdoor Games Company, Inc. Burns named the game "Whoopee," offered it to operators for \$175 (only \$135 if you bought 25 or more at a time).

"The biggest order he got was from a fellow in Detroit, who wanted 100," Sloan recalled. "It took him a long time to deliver that 100 because he put out a few on test and found they made so much money he took a lot of his production for his own routes."

Within a short time others got into the business of manufacturing pin games. Electricity was added, and the companies kept constantly improving and varying the basic game idea.

In the 25 years he has spent in the business, Sloan saw coin machine companies move from basement workshops to sizable plants, employing thousands of people.

What about the future?
"It's going to be a good business for a long time to come," Sloan believes.

To help celebrate his anniversary next week, Sloan will have his wife, Dorothy—who was a secretary at The Billboard when he first started—and his four children, Betty Ann, a student at Rosary College; Terry, at De Paul University; Bob, at St. George High School, and Peggy, at St. Scholastica's.

NOW in the 4th YEAR
of
Continuous
Production!

Ride Big Bronco
10¢
RIDE FOR FUN
RIDE FOR HEALTH

Steadiest profit-maker in the industry!

EXHIBIT SUPPLY • 4218-30 W. LAKE STREET
CHICAGO 24, ILLINOIS

SEE ROUND THE WORLD TRAINER NOW! In Our Showroom...
CHICAGO COIN'S
New Money Maker

Chicago Coin 10th Frame Special .. 325.00	Chicago Coin 5th Frame Double .. 365.00	Chicago Coin Triple Frame .. 425.00	Chicago Coin Bowl-a-Ball .. 300.00
All alleys cleaned and checked, Formica tops and large pins.			
SPECIALS			
Buckley Track Odds, Non-Coin .. Write	Genco Jumping Jax .. \$100.00	Genco Golden Midget .. 125.00	Genco Silver Chest Write
Pop Corn Set .. 49.50	Evans Horse Race Wheel & Lay-Out Write		

BINGOS	
Coney Island .. \$140.00	Beauty, Very Clean .. 350.00
Bright Life .. 125.00	Atlantic City .. 225.00
3 Stars, Very Clean .. 49.50	ABC .. 36.00
Spot Life .. 140.00	Long Beach .. 139.00
Frolics .. 340.00	

RIDES	
Chicago Coin Super Jets, New .. Write	Exhibit Big Bronco \$500.00
Bally Champion Horse .. Write	Chicago Coin Round the World Write

"SABRE JET RIDE"

"KIDDIE TANK RIDE"

Be the first to have these sensational new coin operated rides. Write today for catalog of our complete line of coin machines.

Outdoor Arcade Set for S. Fla.
MIAMI BEACH, Fla., Dec. 26.—Coin-operated amusement machines will play a major role in a new project called Golfland scheduled to open shortly after Christmas along rapidly-developing Motel Row, north of Miami Beach.

William Chase, president of Swing 'n' Putt, Inc., the corporation which will operate "Golfland," said the enterprise will consist of a golf driving range, miniature golf course, amusement machines and a refreshment stand. It will be at Collins Avenue and 171st Street, with a 400-foot frontage and a long, low modern building to separate golfing areas from street noises and parking spaces.

Chase announced it would be "the first recreational athletic facilities available for the rapidly growing motel section."

The move coincides with the opening of Bert Lane's Fun Fair on the 79th Street Causeway between Miami and Miami Beach. Lane's Miami-made kiddie rides are distributed all over the country.

KING AMUSEMENT CO.
Mt. Clemens, Mich.

Monroe COIN MACHINE EXCHANGE, INC.
2423 PAYNE AVENUE, CLEVELAND 14, OHIO ★ [Tel. Superior 7-4600]

Table with multiple columns listing various items and their prices across different dates (Dec. 26, Dec. 19, Dec. 12, Dec. 5, Dec. 25).

Eastern

Continued from page 46. The ride business in the East has a stability that it lacked a year ago...

Chain and supermarkets have come into their own as locations, and the more astute operators have become fairly well versed in retail merchandising...

Merchandising. Most successful operators are working in their equipment with retail merchandising promotions and rotating rides to insure a high level of moppet interest.

In the vending field, the increased need for cigarette brand selectivity—spurred by the share-of-market growth of filter-tip, king-size and premium-priced brands—has been the most salient feature of 1953.

While the majority of venders on location are still manually operated units with limited selectivity, operators are buying electrically operated higher-selectivity venders in greater numbers.

Candy Sales Up. Candy sales are rising and should continue to do so. New plants, greater industrial employment, and growing consumer acceptance of the vender itself have played important roles in this growth.

Industrial locations are opening up for Eastern operators. While the competition is keen for the larger plants, there are still plenty of untapped locations for existing operators...

Coffee, in particular, should make significant strides in Eastern industrial locations during 1954. Soup, too, should make substantial progress.

During 1954's sweltering summer, in many areas one of the hottest on record, cup drink sales, both carbonated and non-carbonated, created new records. Even without the heat bonus, tho, sales were high all year.

Happy New Year To All! Your First Resolution for a Prosperous 1954. Be sure—be safe—buy better at FIRST.

BINGO 5 BALLS. NEW: Bally PALM SPRINGS—United RIO. SHUFFLE GAMES. NEW: Keeney BONUS BOWLER—Keeney PACEMAKER—Chicoin CRISS...

VENDING. NEW KEENEY DELUXE ELECTRIC CIGARET VENDER. PRIZE BOARDS! Let our experts make up your board deals.

5 BALLS. GOTTILIES, Rockettes, WILLIAMS, Majors of '49, Grand Award, Trinidad, Catalina, Thrill, GENC0, Springtime, South Pacific, Tris-Score, Camel Caravan, Harvest Time, 1-3-3, Puddinhead, Screwball, EXHIBIT, Shantytown, Bobbe, Playtime.

1750 W. North Avenue • Chicago 22, Illinois • Dickens 2-0500

THE MARKET PLACE for the COIN MACHINE INDUSTRY. The National Exchange for Coin Machine Personnel, Products, Services and Opportunities. CLASSIFIED ADVERTISING.

ADVERTISING RATES. REGULAR CLASSIFIED (Minimum \$3). Usual want-ad style, one paragraph, no display. First line set in 4 pt. bold, balance 6 pt. light.

Agents, Distributors. Salesmen, experienced, calling on clubs to sell new outstanding non-coin operated machines...

Business Opportunities. Coin Radios and Television—Buy direct from manufacturer and save!

Help Wanted. Experienced Mechanic for pin balls and music machines; clean cut man with references only.

Parts, Supplies & Services. Stamp folders direct from manufacturer; unlimited quantities, immediate delivery.

BEST OFFER FOR QUICK SALE. 4000 "26 Game" Score Books. Spiral Binding, 100 sheets each.

Positions Wanted. First-Class Mechanic — Experienced on all Jukes, Bingos, Games, Cigarette Machines...

Routes for Sale. Florida route, latest victrolas and amusement equipment; established 18 yrs.

Used Coin-Operated Equipment. A-1 Cigarette and Candy Machines, \$25 up; other vending machines, \$5 up.

Absolute Close-Out — 50 Mercury Grippers, 3 months old, \$9.50; Fortune Teller with dice, excellent, only \$9.50.

Cigarette Machines, King size conversions, 25¢ and 30¢ mechanisms; all types of used Cigarette Machine Equipment...

Mutoscope Photomatics, deluxe, postwar, refinished, A-1 condition, \$350.

10 Silver King 5¢ Hot Nut Venders, used four months; clean, excellent condition, \$18.50 ea.

Wanted to Buy. Air Calliopes, old coin operated Music Machines, Kiddie Rides in good condition.

Wanted. Cigarette, Candy and other Vending Machines; any make, size, model or condition; give full description and lowest prices.

Wanted. Bally Champion, Kiddie Rides at once; popular now, used Records, Kresk, Pawtucket, R. I.

67,000 ACTIVE BUYERS read The Billboard Classified columns each week

WANTED. 100 BALLY CARNIVAL FIVE-BALL TABLES COMPLETE. Prices will have to be right. BOX 686 Chicago 1, Ill.

Shaffer Specials

in better quality buys

SEEBURG M-100-A 100 Selections 78 RPM Completely Reconditioned \$495.00	ROCK-OLA 1428 \$199.50 1426 89.50 1422 59.50
--	--

AMI D-80 (80 Selections) .. \$439.50 Model "C" 279.50 Model "B" (45 RPM) .. 229.50 5/10 Wall Box 12.50	MISCELLANEOUS Seeburg 1946 Hideaway \$ 89.50 Seeburg Shoot the Bear 179.50 Exhibit Big Bronco.... 450.00 Seeburg 5c 3 Wire... 8.95
---	--

Seeburg 148-ML Blonde \$179.50

Terms: 25% Deposit, Balance C.O.D.

Write for Illustrated Catalog of Late Model Phonographs

Shaffer Music Co.

Columbus, Ohio
606 S. High Street
MAin 5563

Cincinnati, Ohio
1200 Walnut Street
MAin 6310

Indianapolis, Ind.
1327 Capital Ave.
LInein 3571

EXCLUSIVE SEEBURG DISTRIBUTORS



from

- Joe Weinberger
- Sam Weinberger
- Leo Weinberger
- Morton Weinberger
- Bernard Radford
- James Cheek
- Sam Dieter
- Homer Sharp
- George Burch
- Paul Himburg
- Matt Maley

... and All the Staff at
"The House that Confidence Built"

SOUTHERN AUTOMATIC MUSIC COMPANY, INC.

ESTABLISHED 1923

LOUISVILLE, KY. • CINCINNATI, O. • LEXINGTON, KY.
FORT WAYNE • INDIANAPOLIS, IND.

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!

REDD DISTRIBUTING CO., INC.
 298 LINCOLN STREET
 ALLSTON 34, MASS. AL 4-4040
 Exclusive distributors for **AMI** BALLY-UNITED

THE BILLBOARD Index of Advertised Used Machine Prices

• Arcade Equipment

	Issue of Dec. 26	Issue of Dec. 19	Issue of Dec. 12	Issue of Dec. 5
Ace Bomber (Mutoscope)...	\$195.00	\$195.00	\$195.00	\$195.00
Air Football	499.50	499.50	499.50	499.50
Air Hockey	250.00	250.00	295.00	295.00
Atomic Jet Space Ship.....	245.00	245.00	295.00	295.00
Automobile Ride	79.50	79.50	79.50	79.50
Baseball (Scientific).....	275.00	124.50	275.00	275.00
Bat-a-Score (Evans).....	469.50	445.00	495.00	475.00
Big Bronco (Exhibit).....	500.00	500.00	500.00	500.00
Big (inning) (Bally).....	150.00	29.50	150.00	150.00
Boat (Scientific).....	550.00	550.00	550.00	550.00
Bonuscore (Evans).....	185.00	185.00	185.00	185.00
Challenger (ABT).....	20.00	29.50	20.00	20.00
Champion Horse (Bally).....	550.00	550.00	550.00	550.00
Chicken Sam (Seeburg).....	69.50	95.00	95.00	95.00
Choo Choo Train.....	495.00	495.00	495.00	495.00
Dale Gun (Exhibit).....	45.00	49.50(2)	39.50	45.00(2)
	59.50	94.50	59.50	65.00
			59.50	94.50
			94.50	
Derby, 4 Player (Chicago Coin).....	195.00	175.00	195.00	175.00
Electricity Is Life (Mills).....	129.50	129.50	129.50	129.50
Flash Hockey (Genco).....	75.00	75.00	75.00	75.00
Field Goal (Scientific).....	175.00	175.00	175.00	175.00
Fire Engine	195.00	195.00	195.00	195.00
Flying Saucers (Mutoscope).....	125.00	125.00	125.00	125.00
Glider (Genco).....	45.00	45.00	45.00	45.00
Goalie (Chicago Coin).....	119.50	85.00	85.00	119.50
Gun Patrol (Exhibit).....	195.00	175.00	195.00	150.00
			195.00	195.00
Heavy Hitter (Bally).....	35.00	65.00	35.00	65.00
			35.00	65.00
			65.00	65.00
Hi Ball Striker (Exhibit).....	89.50	89.50	89.50	89.50
Hockey (Chicago Coin).....	55.00	55.00	55.00	55.00
Horses	295.00	295.00	295.00	295.00
Hot Rod Automobile.....	245.00	245.00	245.00	245.00
Jack Rabbit.....	99.50	99.50	99.50	99.50
Jep	195.00	195.00	195.00	195.00
Jet Gun (Exhibit).....	195.00	210.00	185.00	210.00
King Pin Horse.....	275.00	275.00	275.00	275.00
Lite Leaper.....	99.50	99.50	99.50	99.50
Low Meter (Exhibit).....	39.50	39.50	39.50	39.50
Merry-Go-Round.....	495.00	495.00	495.00	495.00
Metal Typewriter (Harvard).....	365.00	365.00	365.00	365.00
Midget Mower.....	165.00	185.00	165.00	185.00
	295.00	295.00	185.00	295.00
Midget Racer Automobile.....	245.00	245.00	245.00	245.00
Miss America Boat (Lane).....	395.00	395.00	395.00	395.00
Night Fighter (Genco).....	345.00	345.00	345.00	345.00
Ocean Liner (Scientific).....	375.00	375.00	400.00	400.00
Panorama (Mills).....	275.00	275.00	275.00	275.00
Permanent Baseball (Williams).....	375.00	375.00	375.00	375.00
Pneumatic (Mutoscope).....	150.00	250.00	150.00	225.00
	650.00(late)	650.00(late)	550.00(late)	650.00(late)
Pistol Prize (Chicago Coin).....	55.00	49.50	55.00	55.00
Pisshin' Horseshoes.....	50.00	50.00	55.00(2)	60.00
Pitch 'Em & Bat 'Em.....	185.00	185.00	185.00	185.00
Quizzer	95.00	95.00	95.00	95.00
Rapid Fire (Bally).....	125.00	125.00	125.00	125.00
Rawhide-the-Pony (Exhibit).....	325.00	325.00	325.00	325.00
Ride 'Em Cowboy.....	400.00	400.00	400.00	400.00
Rifle Range Ray Gun.....	95.00	95.00	95.00	95.00
Rocket Patrol.....	245.00	245.00	245.00	245.00
Rocket Ship.....	185.00	185.00	185.00	185.00
Rocket (Meteor).....	400.00	400.00	400.00	400.00
Rocket (Nytrol).....	400.00	400.00	400.00	400.00
Sea Skate (Exhibit).....	425.00	425.00	425.00	425.00
Set Shot Basketball.....	44.50	44.50	44.50	44.50
Shipman Art Show.....	165.00	179.50	149.50	174.50
Shoot the Bear (Seeburg).....	195.00(2)	185.00	189.50	199.00
	229.50	195.00(2)	195.00(2)	199.00
		199.00	229.50	229.50
Silver Bullet (Exhibit).....	100.00	139.50	100.00	139.50
Silver Gloves (Mutoscope).....	195.00	195.00	195.00	195.00
Six Shooter (Exhibit).....	150.00	124.50	150.00	150.00
Sky Fighter (Mutoscope).....	195.00	89.50	195.00	195.00
Space Gun (Exhibit).....	169.50	169.50	175.00	175.00
Space Invader (Exhibit).....	210.00	210.00	210.00	210.00
Space Ranger (Doral).....	400.00	400.00	400.00	400.00
Space Ship (Bally).....	295.00	575.00	295.00	295.00
Star Series (Williams).....	139.50	85.00	139.50	85.00
Super Bomber (Evans).....	175.00	210.00	175.00	210.00
Super Jet (Chicago Coin).....	400.00	495.00	400.00	495.00
Tank.....	295.00	295.00	295.00	295.00
Team Hockey (United).....	85.00	85.00	85.00	85.00
Teeny Weeny Horse.....	250.00	250.00	250.00	250.00
Telehit	169.00	135.00	169.00	135.00
Ten Strike (Evans).....	75.00	75.00	75.00	75.00
Trigger (Roy Rogers) (Exhibit).....	550.00	550.00	550.00	550.00
U-3-Way Athletic Scale (Mercury).....	79.50	79.00	79.50	79.00
W-6-Graph (Mutoscope).....	425.00	525.00	425.00	525.00
W-Way Grip (Gottlieb).....	24.50	24.50	24.50	24.50

NO TILT BULB FOR PINBALLS

BLOOMFIELD, N. J., Dec. 26.—Pointing up the growing importance of the amusement game industry was an announcement this week by Westinghouse Electric Corporation of special light bulbs for pinball machines.

The lights were developed to withstand tilting of the games by players applying body english in an effort to run up a high score.

RESOLVE to make more in '54!

Let your profits begin with low equipment and service costs! BANNER gives you rock-bottom prices on top equipment—new and reconditioned like new—supported with complete stocks of parts and supplies ready for immediate shipment to you on all pieces of equipment we sell you!

Make this year a BANNER YEAR—because it's always A BETTER BUY AT BANNER!

BANNER SPECIALTY COMPANY
 Home Office:
 199 W. Girard Ave., Phila. 23, Pa.
 Branch:
 1508 Fifth Ave., Pittsburgh 19, Pa.

WALL BOX SPECIALS

20 Wurlitzer Chrome, 5c-10c-25c, 48 Selection Wall Boxes \$27.50 ea.
 10 Wurlitzer, 5c-10c-25c, 24 Selection Wall Boxes.... 11.00 ea.

Send 1/2 deposit, bal. C.O.D.

T & L DISTRIBUTING CO.
 1663 CENTRAL PARKWAY
 CINCINNATI 14, OHIO
 MAIn 8751

SPECIALS

Keeney 4-WAY CONVERSION for Shuffleboard \$100.00
 Exhibit DALE GUN 49.50
 Exhibit TWIN ROTATION 125.00
 FROLICS 200.00
 SPOT LITES 125.00
 QUARTETTE 125.00
 MINSTREL MAN 99.50
 Genco SKY GUNNER WRITE
 UNIVERSITY COIN MACHINE EXCHANGE
 854 N. High St. Columbus 2, Ohio
 Tel.: University 6900

FOR SALE

10 YACHT CLUBS. Ea. \$250
 5 FROLICS. Ea. 175
 15 SPOT LITES. Ea. 90
 5 CONEY ISLAND. Ea. 90

1/2 certified deposit required with each order.

COIN MACHINE SERVICE, INC.
 422 Wilson St. Santa Rosa, Calif.
 Phone: Santa Rosa 3713

HELP NOW! RESEARCH WILL WIN

Join THE MARCH OF DIMES
 Jan 2-31

SPECIAL YEAR END CLEARANCE

ALL EQUIPMENT COMPLETELY RECONDITIONED

Gottlieb	Williams
Niagara \$100	Arcade \$ 75
All Star Basketball 100	Shoot the Moon 75
Skill Pool 125	Majorette 75
Chinatown 125	Olympics 85
Coronation 135	8 Ball 85
Flying High 150	Domino 95
Quintet 150	Paratrooper 95
Grand Slam 165	Hong Kong 95
Guys-Dolls 165	Four Corners 100
	Disc Jockey 110
	Twenty Grand 115
	Silver Skates 145
	Starlite 145

All equipment offered is subject to prior sale

Exclusive Gottlieb, Williams, Seeburg, Chicago Coin, Genco and United Distributors

TRIMOUNT

Remember IN NEW ENGLAND IT'S TRIMOUNT!

40 WALTHAM STREET
 BOSTON 18, MASS
 TR 3-2200

Shuffle Games

	Issue of Dec. 26	Issue of Dec. 19	Issue of Dec. 12	Issue of Dec. 5
Billiard, 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
Bill-a-Ball (Chicago Coin)	125.00 200.00	125.00 200.00	125.00 200.00	95.00 200.00
Bowling Alley (Chicago Coin)	250.00	250.00		
Bowling Alley, 6 player (Chicago Coin)	59.50	59.50	59.50	40.00 59.50
Bowling Alley, 6 player (Chicago Coin)	95.00	95.00 125.00	90.00 95.00	95.00 125.00
Bowling Alley, 6 player (Chicago Coin)	125.00w/p	125.00w/p	115.00	150.00 195.00
Bowling Alley, 6 player (Chicago Coin)	125.00 195.00	195.00	125.00(3)	195.00
Bowling Champ (Keeney)		69.50		
Bowling Classic (Chicago Coin)		59.50	59.50	59.50
Bridge Shuffle Alley, 6 player (United)	325.00(2)	325.00 350.00	325.00 350.00	325.00
Bridge Shuffle Alley, 6 player (United)	395.00	395.00		
Bridge Shuffle Alley, 6 player (United)	325.00 365.00	325.00 365.00	395.00	
Bridge Shuffle Alley, 6 player (United)		375.00		
Big Bowler, 10 Player (Keeney)	375.00	375.00	375.00	375.00
Big League Bowler (Keeney)	159.00 175.00	175.00 195.00	175.00 195.00	175.00 195.00
Big Bowler (Keeney)	49.50	49.50 79.50	49.50 79.50	49.50 79.50
Big Bowler (Keeney)	49.50	35.00 49.50	49.50	25.00 49.50
Big Bowler (Keeney)	385.00		325.00 385.00	365.00 385.00
Big Bowler (Keeney)		195.00		
Big Bowler (Keeney)			69.50	69.50
Big Bowler (Keeney)	90.00 110.00	90.00	90.00 95.00	90.00 100.00
Big Bowler (Keeney)	120.00w/p	120.00w/p	110.00 120.00	145.00 150.00
Big Bowler (Keeney)	145.00 150.00	140.00 145.00	145.00 150.00	159.00
Big Bowler (Keeney)	159.00	150.00(2)	159.00	
Big Bowler (Keeney)	100.00	100.00 195.00	100.00	
Big Bowler (Keeney)	90.00 95.00	95.00 125.00(2)	100.00 125.00	125.00 135.00
Big Bowler (Keeney)	125.00 135.00	135.00	135.00	
Big Bowler (Keeney)	75.00	75.00	75.00	75.00
Big Bowler (Keeney)	149.00 159.50	149.00 159.50	149.00	125.00 149.00
Big Bowler (Keeney)	165.00	165.00	165.00	165.00
Big Bowler (Keeney)		65.00		25.00
Big Bowler (Keeney)	50.00 99.50	50.00 75.00	50.00 109.50	109.50 139.50
Big Bowler (Keeney)		99.50 139.50	139.50	
Big Bowler (Keeney)	210.00	210.00	210.00	275.00
Big Bowler (Keeney)	195.00	195.00	195.00	195.00(2)
Big Bowler (Keeney)	295.00(2)	295.00(2)	295.00(2)	295.00(2)
Big Bowler (Keeney)	250.00	225.00 250.00	250.00	250.00
Big Bowler (Keeney)	365.00 395.00	365.00 395.00	395.00	
Big Bowler (Keeney)	125.00(2)	125.00(2)	95.00 125.00(2)	125.00 140.00
Big Bowler (Keeney)	195.00	195.00(2)	140.00 185.00	195.00(2)
Big Bowler (Keeney)			195.00(2)	
Big Bowler (Keeney)	59.50	59.50	59.50	30.00 59.50
Big Bowler (Keeney)	150.00 165.00	150.00 165.00	150.00 165.00	150.00 165.00
Big Bowler (Keeney)	225.00	185.00 225.00	225.00	
Big Bowler (Keeney)	95.00 100.00	95.00 100.00	95.00 100.00	100.00 125.00
Big Bowler (Keeney)	125.00w/p	125.00w/p	115.00 120.00	175.00 179.00
Big Bowler (Keeney)	175.00 179.00	160.00 175.00	125.00 145.00	
Big Bowler (Keeney)		179.00	175.00	
Big Bowler (Keeney)			175.00w/p	
Big Bowler (Keeney)			179.00	
Big Bowler (Keeney)		69.50 75.00	69.50	69.50
Big Bowler (Keeney)		50.00	50.00	49.50
Big Bowler (Keeney)		135.00		
Big Bowler (Keeney)	59.50	59.50	59.50	59.50
Big Bowler (Keeney)	240.00 270.00	240.00 270.00	240.00 270.00	225.00 270.00
Big Bowler (Keeney)			325.00	
Big Bowler (Keeney)	65.00	65.00	65.00	40.00 65.00
Big Bowler (Keeney)	295.00	295.00	295.00	295.00
Big Bowler (Keeney)	250.00 265.00	250.00 265.00	200.00	295.00
Big Bowler (Keeney)	295.00	275.00 295.00	265.00(2)	
Big Bowler (Keeney)			295.00	
Big Bowler (Keeney)	325.00	295.00 325.00	250.00 295.00	325.00
Big Bowler (Keeney)	195.00	195.00	195.00	195.00
Big Bowler (Keeney)		210.00		
Big Bowler (Keeney)	225.00(3)	225.00(3)	175.00	235.00 240.00
Big Bowler (Keeney)	235.00 249.50	235.00 249.50	225.00(4)	249.50
Big Bowler (Keeney)		265.00	235.00 249.50	
Big Bowler (Keeney)	305.00	305.00	305.00	305.00
Big Bowler (Keeney)	325.00	325.00	325.00	
Big Bowler (Keeney)	250.00 270.00	250.00 270.00	250.00 275.00	270.00
Big Bowler (Keeney)	295.00	295.00	295.00	
Big Bowler (Keeney)	325.00	325.00	325.00	325.00
Big Bowler (Keeney)	295.00	295.00	295.00	
Big Bowler (Keeney)	100.00 125.00	99.50 100.00	100.00 125.00	59.50
Big Bowler (Keeney)		125.00		150.00
Big Bowler (Keeney)	49.50	49.50	49.50	49.50
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Big Bowler (Keeney)	50.00 65.00	50.00 65.00	50.00 65.00	25.00 65.00(2)

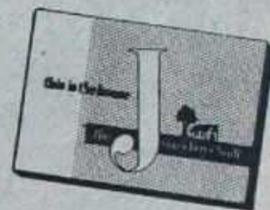
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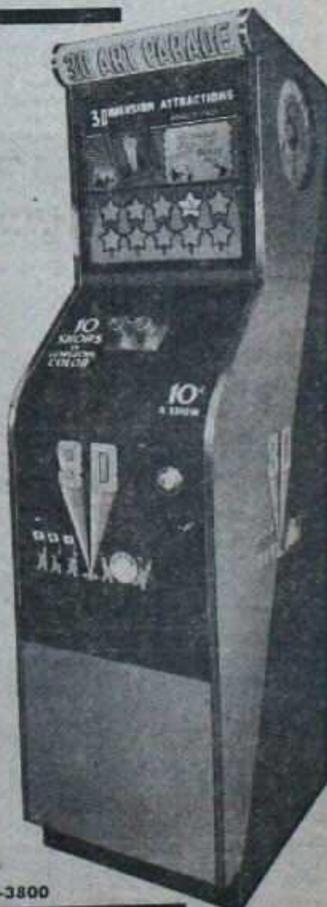
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10 SHOWS—approx. 77" high, 20" wide, 30" deep.
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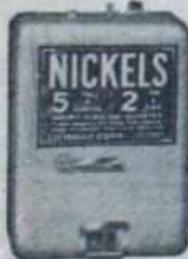
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Here's **NEWS** About
America's **Newest Favorite!**

SHUFFLE POOL CLICKS WITH COIN GAME BIZ!

Ops Enthused Over New Genco Game

Coin machine operators all over the country have found a brand-new game that brings back the tremendous profits they enjoyed with their very first bowling games!

The new creation, enthusiastically welcomed by the trade from coast to coast, is Genco's "SHUFFLE POOL"—a deluxe all-location thriller that cures "D.L." (Dying Locationitis).

Top-notch operators, interviewed in all parts of the U.S., say that the big reason for the terrific success of "SHUFFLE POOL" is that it re-awakens the players' interest with a brand-new appeal to their playing skill. "This game," said

men who know the coin machine business, "keeps interest alive because every shot is different, and players have to figure all the angles and bank shots". This makes "SHUFFLE POOL" the perfect all-location "switch piece".

The experts agree that no other game can match the continuous challenge of "SHUFFLE POOL". This game is not rotation-type pool. It operates like a bowler—with playfield rollovers for scoring — NO MAGNETS.

For operators suffering from "D.L." (Dying Locationitis), there is no better cure than Genco's "SHUFFLE POOL".

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- 18 SHOTS PER PLAYER
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- Formica Playfield
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- Rebound Puck Return
- Size 8' x 2'

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from all of us at **GENCO** to all our friends everywhere...

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Counts 1c, 5c, 10c, \$159.50
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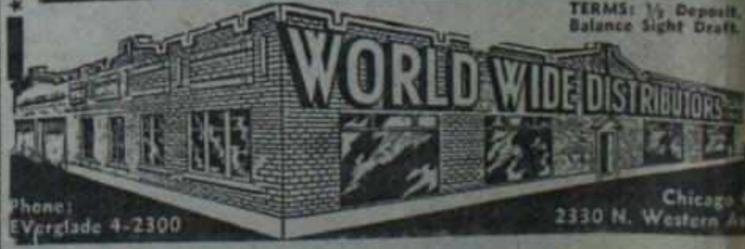
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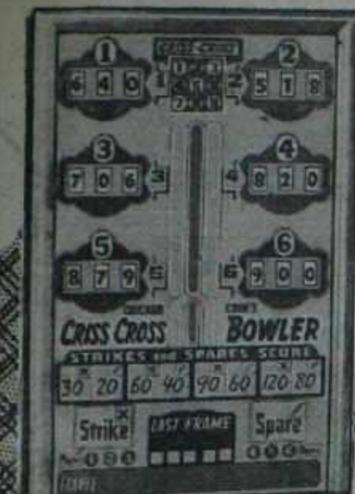
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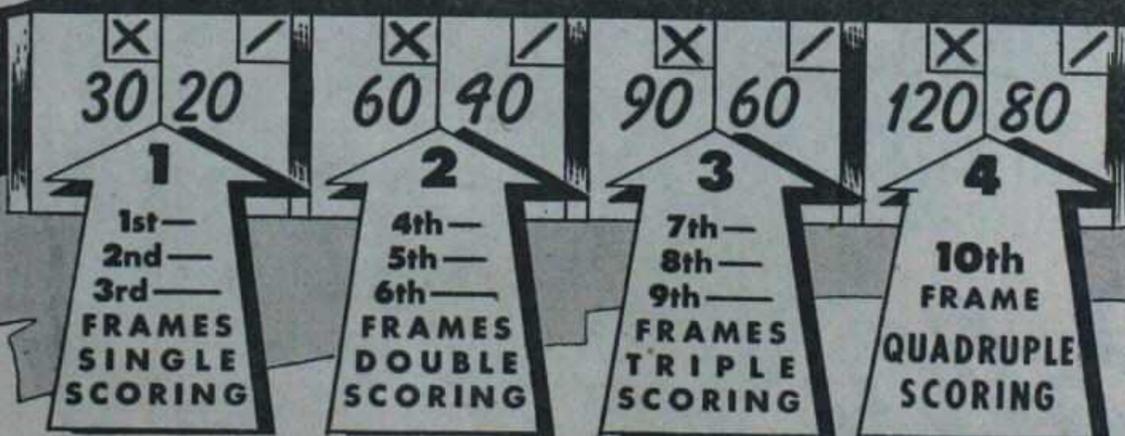
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MACHINE COMPANY

1725 W. DIVERSEY
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★ Featuring **ADVANCE SCORING**

★ New Scoring Thrill! Top Score of 900!

★ FAST! 45 Second Scoring! Multiple Scoring
on Strikes and Spares only!

★ Adjustable to Play 5 Frames

★ Giant Pins!

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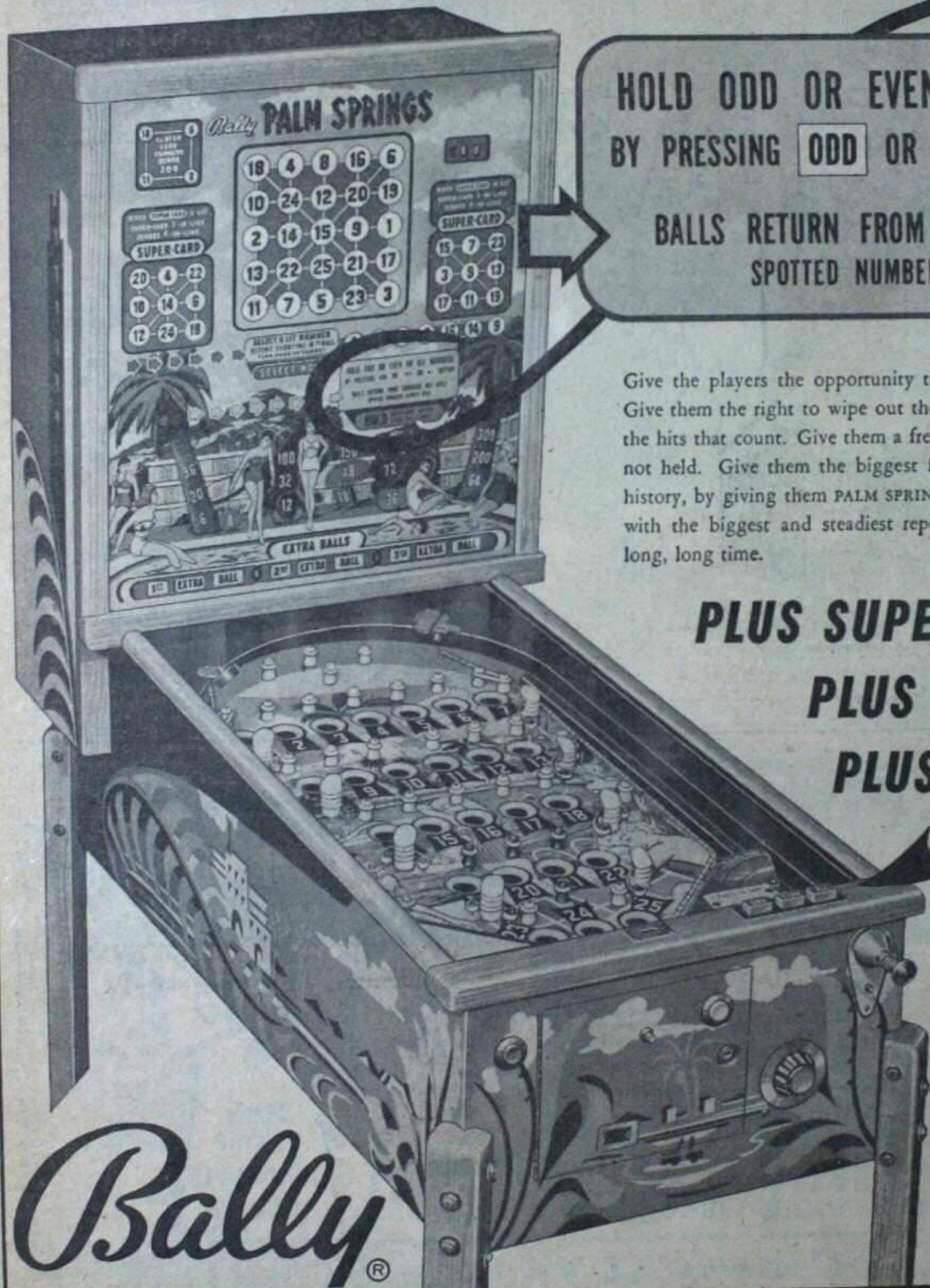
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HOLD



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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PLUS SELECT-A-SPOT
ADVANCING SCORES
EXTRA BALLS

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RIO

with NEW SPELL-NAME Feature

Spell **R-I-O** for 4-IN-LINE SCORE

(CAN ALSO SPOT NUMBERS 2-5-8)

Spell **R-I** for 3-IN-LINE SCORE

(CAN ALSO SPOT NUMBERS 2-5-8)

ALL BALLS IN R-I-O POCKETS RETURN FOR EXTRA PLAY

plus

TWO SPECIAL CARDS

(FOR EXTRA IN-LINE SCORES)

SELECT-EM FEATURES

5

- SPOT A NUMBER
- EXTRA BALL
- 3 in Line Scores 4 in Line
- BOTH SUPER CARDS
- BOTH SPECIAL CARDS

FOUR CORNERS SCORE

EXTRA TIME FEATURE

UP TO 3 EXTRA BALLS PER GAME

NEW, EXTRA LARGE CASH BOX

E-Z SERVICE FEATURES:

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HINGED BACK DOOR

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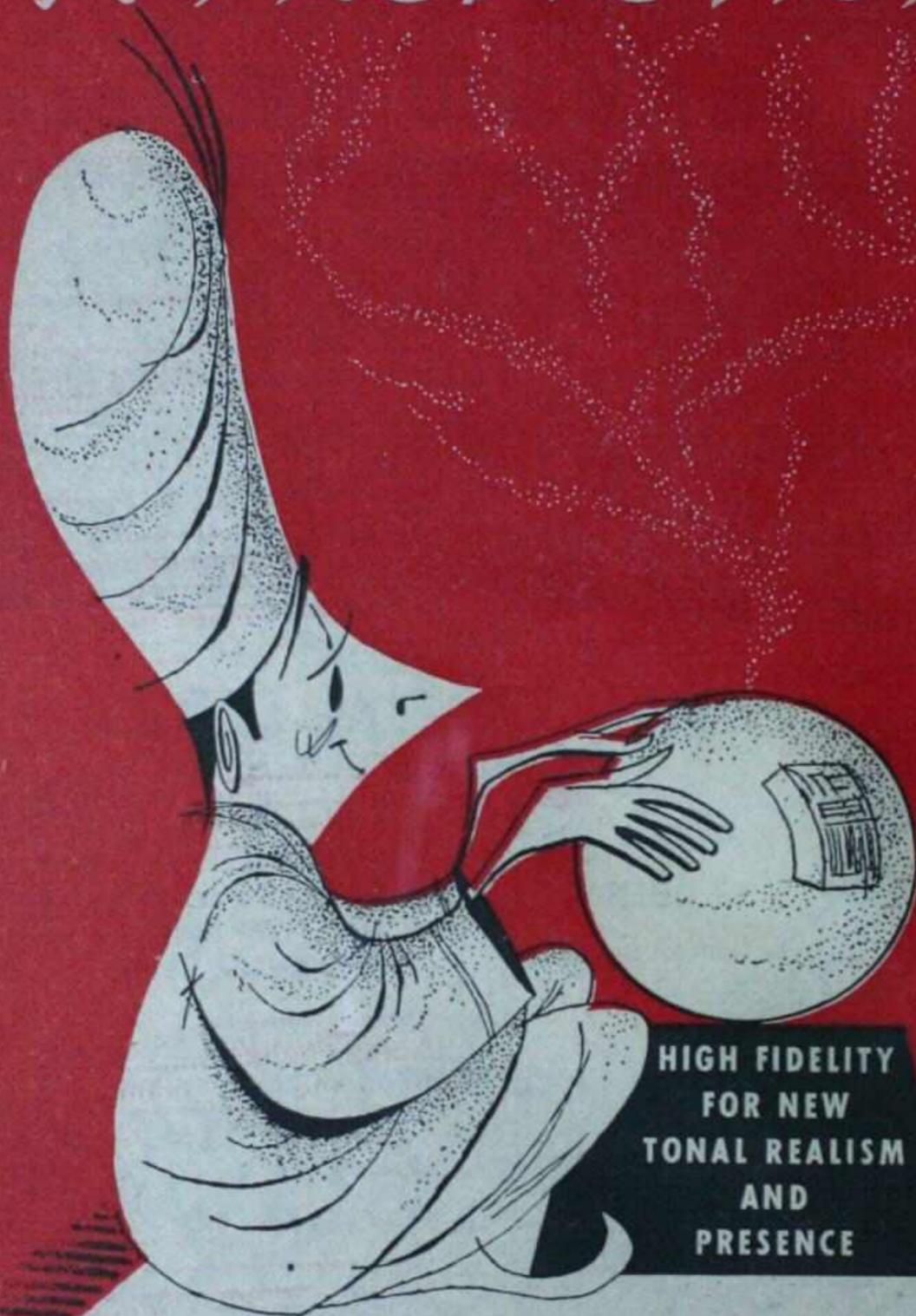
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