**NOVEMBER 13, 1954** 

THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY

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# Star Record Shows Woo Web Listeners

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

By JUNE BUNDY

lowly local disk jockey format has finally come into its own in network radio, with more than 34 some interesting, albeit somewhat hours a week of network programing currently devoted all or in part to make a network radio show sucto recorded music, and at least 10 cessful. Block, after almost a year nationally syndicated transcribed as a web spinner, finds "no differdisk jockey series carrying network- ence whatsoever in programing a sized line-ups of local stations.

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

#### TV Inroads

network radio budgets-thus neccessitating the medium's new emphasis on canned music. Nevertheless, the webs still spend considerably more money on programing than the average local outlet, and, in most cases, the networks have dressed up the disk jockey format by integrating it with vari- by Jackie Gleason, Mantovani and ous types of live programing and their like. He spins about four pop other special gimmicks not available or practical for local disk program-usually two vocals and jockey use. A prime example, of course, is their use of big name stars as disk jockeys.

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

Web Shows

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

totaling five hours a week. Martin Block and Ted Steele-

#### **Autry Set for** WSM Debut

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

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

probably the only disk jockeys to NEW YORK, Nov. 6.-The once make the transition from local radio to network without effecting a visible change of format - have conflicting, views on what it takes disk jockey show locally or net-work-wise" while Steele on the other hand thinks it behooves the network disk jockey to make certain changes.

#### Steele's Show

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

> Steele plays soft, lush music almost exclusively for his network audience-show tunes and ballads records and two hymns on each

(Continued on page 27)

#### THE BILLBOARD NOTES ITS OWN 60th BIRTHDAY

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

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

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

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

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

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

By PAUL ACKERMAN

jockey is the undisputed king of local radio programing.

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

shows, 7 hours; local live sports Billboard, September 25). programs 4.3 hours, and syndicated transcribed shows, 4 hours.

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

This trend, of course, has been NEW YORK, Nov. 6.-The disk developing for some years, but it reached its greatest acceleration in the last two years, during which period television pre-empted from network radio the position of top programing and advertising medium. As the major networks became more and more TV-mindedeconomically and promotionallythe local station was bound to be thrown upon its own resources to an increasing degree. This could only mean more and better record

The de-emphasis of radio net-The programing of the average works was dramatically highlighted station's remaining hours per week in a confidential study prepared fall into the following categories: by the William Esty Co., Inc., Network shows (in the event the one of the top advertising agencies, station is affiliated) account for which predicted that by 1956 reg-39.8 hours; news and comment, ular network operations will have 12.7 hours; station-produced live been virtually eliminated (The

#### Locals Healthy

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

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

How does a station program records? How much time is devoted to each musical category? Each station, of course, has its own formula, tested and developed over many years. According to The (Continued on page 27)

# Big Push Due

By GENE PLOTNIK

On 'Opry' TV

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

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

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

That they would find their way to TV sooner or later was, (Continued on page

# NEWS OF THE WEEK

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

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

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

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

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

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

#### MOA-Sponsored Recording Venture

Gets Underway; No Royalties . . . National Juke Box Music launches recording enterprise with support of the Music Operators of America. Stipulate no performance royalfies. Operators asked to feature disk in coin 

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

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

#### Eastern Election Results Are

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

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

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

Major Juke Box Mfr. Launches

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

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Communications to 1564 Broadway, New York 36, N. Y.

**New Show Gets** 

30.3 Trendex

Rate for ABC

NEW YORK, Nov. 6.-ABC-TV's "Disneyland" again all but

swept its competition into a corner

this week by racking up a 30.3

nine-city Trendex, which was 3.3

points more than the combined rat-

ings pulled in by the NBC and

The stanza, which premiered

last week with a 28.7 Trendex, is

aired Wednesday 7:30-8:30 p.m.

The second half hour is up against

"I Married Joan" on NBC and the first half of Arthur Godfrey on

CBS shows opposite.

CBS.

'DISNEYLAND'

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

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

Camble is closing its largest pur- last-named show, making room for chase of network evening TV time the soap firm. and programing in several seasons, a deal that runs between \$3,750,-000 and \$4,000,000 yearly. The advertiser is contracting for alternate weeks of "Topper," "I Love Lucy" and "My Favorite Husband," sharing time with the current spon-sors of these shows, all of which air on the CBS-TV network.

P.&C. thus would alternate on "Topper" with R. J. Reynolds To-bacco, on "Lucy" with Philip Mor-ris, Ltd., and on "My Favorite Husband" with International Silver. Simmons Mattresses is to cancel its

# Seek Strong Show for NBC Sat. Line-Up

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

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

NBC-TV is also considering making a pitch at General Mills, which might be interested in the advertiser needs an earlier time petiod if it is to get a kid audience. "Willy" is on CBS-TV Saturdays 10:30-11.

#### Sam Fuson, Kudner Veepee, Dies at 64

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

#### P&G Shows

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

give up half of the top-rated show on the air is attributed to the spon- pitches. to feel that it now can gain a great | slots involved.

NEW YORK, Nov. 6.-Procter & alternate week sponsorship of the deal more by putting some of the "Lucy" money into other video channels.

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

Total \$10-Million Altogether with its new purchases P.&C. will be spending about \$10,000,000 yearly, minus its rating because it would have to discounts, on nighttime TV. Its evening video advertising will be so strong and so concentrated that its competitors may be forced to The move by Philip Morris to pour more money into the TV to ve up half of the top-rated show counterbalance the P.&G. sales

position, despite the program's pop-ularity. Altho "Lucy's" ratings con-time networking operation a ratings. tinue rather strong so far this sea- powerhouse advertiser whose busi-

#### NO REASONABLE OFFER REFUSED

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

# On 'Boy' Series

NEW YORK, Nov. 6.-Plymouth is canvassing the packers to find a replacement for "That's My Boy." The program is on CBS-TV Satursor's inability to improve substantially his unit sales or competitive three alternate half hours is sig-cious start, the Cy Howard pack-

Plymouth bought the show late son, it now faces the formidable ness is highly regarded. It also last spring and it did well for a challenge of "The Medic" and the provides insurance to the network while, well enough to get a reonce-monthly spectacular on NBC- on the stability and permanence newal. But against the opposition TV. The cigarette company is said of the commercial use of the time this fall it has been disappointing. TV. The cigarette company is said of the commercial use of the time this fall it has been disappointing. N. W. Ayer is the agency.

# **Plymouth Sour**

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

# Two Columbia Films Go to

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

This should quiet rumors that ably over budget, especially the Lux will move to New York, Comfirst, and the agencies have been wall Jackson, vice-president of J. Walter Thompson, declared, point-But the immediate problem is ing out that Lux now has properthe "Comedy Hour." Colgate is ties for shows running thru Janumaking up its video budget for ary. With three studios, Warner 1955. It must decide what is to be Bros., Columbia and Paramount, done with that property before it releasing properties, he said, the can know how and where to allot major resistance seems to be broken.

## Colgate TV Shows in Jeopardy as The web realizes that it can get Sponsor Makes Plans for 1955-1956

spot. Not only is General Mills gate Comedy Hour" which, so far is in too competitive a position and unsatisfied with "Willy," but the this season, has been taking a should be dropped for that reason. drubbing in the ratings from Ed Sullivan's "Toast of the Town."

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

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

NEW YORK, Nov. 6.-Colgate egy has pointed out in a study that die." A decision is due within two and its various advertising agen- the client could practically satu- weeks. cies, badly confused over nighttime rate the country with spots for the video plans for next year, are amount of money being spent on weighing the fate of several of its the "Comedy Hour." This school current shows. The property get- of thinking also believes that the ting the most attention is the "Col- hour Colgate sponsors on Sunday

#### May Split Time

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

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

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

#### 'Strike It Rich'

troubles with its two new daytime shows on NBC-TV-"Modern Romances" and "Feather Your Nest." Both programs have gone considertrying to hold down costs.

money for TV next year.

# CBS Shuffle Would **Bolster Tuesdays**

the 8-8:30 slot. The web is said to be readying an unknown show to move into the time period, where it of Milton Berle, Martha Raye or Bob Hope, who take turns using the 8-9 hour on NBC-TV.

Skelton, however, is considered

# 'Soldier Parade'

NEW YORK, Nov. 6.-If ABC TV doesn't sell its Wednesday 9:30-10 p.m. time slot by December 1, there's a good chance it will put "Soldier Parade" into that period on that date. The show recently working overtime. moved into the "Dr. I.Q." Sunday Colgate is still considering stanza that Revlon will bankroll shortly in Hollywood by Harry starting November 28.

the show, and it set the stage for plained, which so weakened his word than one red face at the web. Vocal apparatus that the use of the Volkenburg asked that pre-recordings became necessary.

It is a show, and it set the stage for plained, which so weakened his two film properties in the running delivering one hour earlier will help sell the open half-hour.

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It is a show, and it set the stage for plained, which so weakened his two film properties in the running delivering one hour earlier will help sell the open half-hour.

NEW YORK, Nov. 6.-CBS-TV to have the potential to get an is working on a blueprint to re- audience if he is given a better shuffle its programing on Tuesday time period. Where he will be night. Key to the shift would be shifted is not known, but it will the replacement of Red Skelton in not be in competition with another

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

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

Among shows being considered nighttime slot, but it will have to for inclusion in the line-up is the vacate on November 21 to make new "Henry Aldrich" series, a pilot room for "What Goes On?" the of which is skedded to be shot Kronman. Others under considera-The web has been having diffi- tion are "Escape" and "The Mighty

#### VAN VOLKENBURG OKAY

# Lanza Fuss Over; All's Quiet at CBS

NEW YORK, Nov. 6. - All is | corporate President Frank Stanton peaches and cream now among the back him up in this situation or top brass at CBS-TV with the silencing of reports that web president Jack Van Volkenburg planned to resign. Van Volkenburg was said to be going over to ABC-TV as head of that operation, and speculation already was centering about his replacement, with Hubthe list mentioned.

It all began when Van Volken- the CBS-TV president. burg admitted to the press that Mario Lanza's voice on the first bling unconcernedly, and blissfully Chrysler spectacular was taped unaware of the near-upheaval for rather than live. This refuted a which he was responsible due to whether to cancel "Strike It Rich" previous press statement by West- his over-ambitious sweating off of on CBS-TV in spite of the fact ern CBS-TV toppers that Lanza surplus suet. It was this drastic that the nighttime giveaway show culty selling the Wednesday 9:30- O," with a decision expected next was doing the actual singing on reducing spree, the tenor ex- has upped its ratings recently. The 10 p.m. slot, but it hopes that the week following conclusion of talks

else he would move elsewhere. Of course, he was under fire from the Pacific Coast CBS-TV execs whom he had embarrassed.

The matter threatened to grow to serious proportions when Dr. Stanton intervened. A meeting was arranged between Van Volkenburg and the Westerr topper, said to be Harry Ackerman, veepee in charge bell Robinson, veepee in charge of of its Hollywood program manuprograming at CBS-TV, high on factory. At that session the matter was settled amicably, in favor of

At last reports, Lanza was war-

About Face for

#### WASHINGTON BACKSTAGE

#### **Election Results Point Up** Shifts in Networks Probe

By BEN ATLAS Chief, Washington Bureau

change in signals in the Bricker it down. networks probe, but the green light will stay on for the study.

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

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

It's a foregone conclusion that Senator Magnuson will leave from his private law practice to handle the Bricker investigation. Since legal talent like that is none too common on Hill committees, Magnuson would probably be reluctant to lose it.

majority counsel, it's anybody's Are there enough channels to cratic counsel on the subcom- which now exist? mittee is Harry Plotkin, former FCC chief counsel.

ple, communications expert on likely to get some strong sugthe full committee, whose gestions from the Federal Bricker subcommittee role is as Communications Commission as legal co-ordinator.

Managers and Divisions

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Advertising Managers

Circulation Department

W. Evans ..... Main Office, Cincinnati Kemper .... Indoor Division, New York

Outdoor-Coln Machine Division, Chicago

This is an exceptional legal array, both in size and quality. There's some guesswork that You can look for a sharp Magnuson might want to trim

Magnuson is figured likely to let the probe take on a general Barring an adverse recount of tone without focusing on mo-Bricker's chief interest.

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

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

The Bricker staff is working choose his own majority coun- on preparations for a report sel, replacing Bricker's Robert which it hopes to submit to the F. Jones. However, it looks full Senate Interstate and Forprobable that Magnuson may eign Commerce Committee invite Jones to stay as minority sometime after the new Concounsel. Jones, a former GOP gress convenes. That report congressman from Ohio and an will include an evaluation of ex-member of the Federal Com- data which the staff is now trymunications Commission, is on ing to gather from the networks.

What will be the direction of the investigation in the new Congress? The way it looks now, the subcommittee will explore the whole issue of TV allocations. How are those allocations being used? Are there As for Magnuson's choice of enough channels to go around? guess. Right now, the Demo- support the number of networks

These are questions which touch on a highly explosive In addition, there's Nick Zap- theme. The subcommittee is well as the industry itself.

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

a closed circuit TV event may con- the paying public for big-screen ceivably lead to a full-scale effort TV. by a hotel chain to get into the screen offering at theater prices.

18 to several theaters in the Mid- wiches, hot dogs and drinks.

NEW YORK, Nov. 6.-The suc- west by Box Office Television. It

Event reportedly drew close to field in a big way. The hotel in- 500 people, who were advised by volved was the Sheraton in Chi- a mailing piece that Sheraton sent cago, which The Billboard has out to Notre Dame alumni living in learned exclusively, quietly tested the area. Tix sold for \$2.50. An its pulling strength with a large- additional 200 people reportedly were turned away because of lack The event was the Notre Dame- of room. In addition to the admis-Michigan football game, which sion fee, Sheraton picked up a was closed circuited on September sizable amount on the - of sand-

Sheraton's success on this onecess of an experiment by which a was the first known attempt by a shot may lead it and other hotels hotel sold tickets to the public for hotel chain to open its portals to to compete with theaters in the sphere of closed circuit entertainment shows. It would mean a new form of competition to movie houses. Hotels have already taken away from theaters a lot of closed circuit industrial business.

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

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

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

# Sulds Adds 2 Orgs To Closed Circuits

circuit firms, Telecom Systems, Inc. and Colorvision Conferences, Inc. Both firms are headed by Irvin Sulds, who already operates Business Television, Inc. BTI was formed earlier this year but had ing-Paramount Theaters as theater limited its activities to intra-plant TV exec. uses of the medium.

three firms can be classed as a single entity, tho technically each will be operating in a different

new line of Capehart-Farnsworth which includes a compact TV camera, minitors and projection units. Telecom will also sell General Electric closed circuit color equipment. Colorvision will produce closed circuit color television shows.

Sulds' Position

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

NEW YORK, Nov. 6.-The bur- Box-Office Television. According geoning closed circuit TV industry to Sulds, his firms are now prevas fattened further this week with pared to handle practically every the formation of two new closed closed circuit assignment right up to multi-city telecasts of entertainment and industrial shows.

> Before forming BTI, Sulds was associated with TNT and before that was with American Broadcast-

Melvin Alpern has been named For all practical purposes, all manager of the business television been set as sales manager.

# specialized sphere of the industry. Telecom has been named excluTelecom has been named excluclosed circuit television equipment, which includes a compact TV cam-

CHICAGO, Nov. 6.-Round 4 have ever known. Their report and pay-as-you-see home TV got under way this week at the Theater Owners of America conhere. A joint statement was issued and new techniques. by S. H. Fabian and Mitchell TV networks."

theater business than members

in the controversy of theater TV stated that the home television field had made no appreciable dent in theater business and that the threat vention at the Conrad Hilton Hotel had been curbed by better products

The men claimed: "We have the Wolfson which read: "We have weapon for a powerful counterrepulsed the first big push of the attack, but we are exceedingly slow in developing its mighty potential. Both, co-chairmen of the Theater For additional revenue and for re-Television Committee, feel that the couping patrons taken from us by TOA is on the verge of develop- the lure of free entertainment, ments that forecast a different closed circuit TV is a reinforce-(Continued on page 4)

#### Billböard UHF-VHF INTERMIXTURE

#### B'casters Seek Change in The Amusement Industry's Leading Newsweekly Founded 1894 by W. H. Donaldson **FCC Channel Assignments** Publishers Roger S. Littleford Jr. William D. Littleford

K. Kemper ......Vice-Pres. Editors R. S. Littleford Jr. . Editor in Chief, New York ee Zhito ...... Indoor Editor, New York change its TV channel assignments area. Herb Dotten . . . . Outdoor Editor, Chicago G. R. Schreiber Coin Machine Editor, Chicago Wm. J. Sachs . . Exec. News Editor, Cincinnati to eliminate UHF-VHF intermix-Paul Ackerman . . Ass'te Indoor Editor, N. Y. Robt. Dietmeier, Ass'te Coln Mach. Editor, Chi Ben Atlas . . . . . Chief Washington Bureau tions from UHF'ers in Madison,

WASHINGTON, Nov. 6.-UHF | Wis., and Peoria, Ill., for similar television broadcasters in Buffalo, relief. All petitioners claimed and Corpus Christi, Tex., peti- UHF stations could not compete tioned the Federal Communica- successfully when one or two VHF tions Commission this week to outlets are in the same market

# Nov. 9 Sen. Hearing on McConnaughey for FCC

Senate Interstate and Foreign While KVDO, Channel 22, Cor- Commerce Committee will stage ture in their areas. At the same pus Christi, wanted to avoid in- an open hearing Tuesday (9) on time the FCC turned down peti- termixture by preventing assign- President Eisenhower's nomination apparently by the election out-(Continued on page 4) of Federal Communications Com-

WASHINGTON, Nov. 6.-The mission Chairman George C. Mc-Connaughey.

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

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

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

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

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

NEWS IN BRIEF

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

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

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

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

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

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

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

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

# TvB Swings Into Action With Treyz Appointment as Prexy

NEW YORK, Nov. 6. - The tatives as eligible. But it is ex-since TV is still such a young innaming this week of Oliver Treyz pected that ultimately every facet dustry, the bureau needed a man as president of the Television Bur- of the TV industry will be invited. 'au of Advertising was the first sign that the industry's ad bureau finally was ready to swing into action. The TvB board, in announcing the Treyz appointment here, v as pleased about the prospect of getting the Bureau under way without any further delay.

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

space here.

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

# '10 Mil Color **Sets by 1959'**

this week by Fred Wile Jr., NBC tation Committee. vice-president in charge of pro-

there will be 350,000 color sets search Organization of New York in use by the end of 1955, he de- City. clared. This will jump to two million during 1956 and five million said, "The methodology developed during 1958, the figure doubling by Dr. Franklin Cawl of New in the next year.

and facilities this year will top \$14 by Hugh Beville, National Broadmillion, he stated.

#### 3-Month Search

The three-man selection committee took three months to decide Treyz appointment. Also, McCoulon Treyz, who Thursday (4) resigned as head of the ABC radio much hard work ahead in just getnetwork. He topped a field of 40 ting TvB started. candidates.

Claire McCoullough, co-chairman head of research and planning at of the TvB board, it was felt that ABC.

young enough to see it thru the many developments still ahead. There is no termination date to the lough said, they figured there was

Another fact in Treyz' favor was One fact redounding to his favor was said to be his youth. Treyz figures. Before being named director of ABC radio, Treyz was

#### Meanwhile the entire board is Dec. Report on First Results Of TV Audit Circulation Tests

of the TV industry's counterpart homes." of newspaperdom's "Audit Bureau of Circulation.'

in a few communities. Direct results of pre-testing will be ready in use and the channels to which for submission to the National Association of Radio and Television Broadcasters' TV board of directors at its January meeting, it was WHY NOT? HOLLYWOOD, Nov. 6 .- A pre- announced by Robert D. Swezey, diction that 10 million color sets WDSU-TV, New Orleans, chairwill be in use by 1959 was made man of the Circulation Implemen-

The pre-testing stage of TV cirgraming for the Western division. culation measurement is being con-NBC and RCA estimate that ducted by the Alfred Politz Re-

"In the pre-test stage," Swezey York, and approved by the re-NBC outlay for color programs search subcommittee, chairmaned casting Company, New York, is

WASHINGTON, Nov. 6.-First to be tested and the findings are results of the TV industry's new to be verified against absolute audit circulation tests will be made measurements of television viewpublic by mid-December. This, ing recorded by meters attached in effect, will be the formal start to television receivers in sample

Swezev said it was necessary to work with electronic manufacturers Active pre-testing of TV circu- and research laboratories to delation audit and measurement plan velop and buy new types of meters will begin within a week in homes which would record on tape the exact time during which a set is

#### WBKB Does Sales Pitch On Own Time

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

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

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

#### TOA Execs

Continued from page 2

ment which can advance us to a new era in the history of theaters. all opposing theater TV, the rewould be an attempt to eliminate the middle man, theater owners, and encourage direct producer-toconsumer buying of motion pictures on a vast scale."

#### Home TV Threat

made by the men.

TV horizon, but it is a grave threat mercial UHF-VHF intermixture in and discussions are now under way to crystallize exhibitor opinion and mobilize against such de-

held that as soon as theaters could other medium.

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

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

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

\$100,000.

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

#### RESTLESS **PEOPLE**

Gerald Vernon, sales manager of ABC-TV network's Central division, Chicago, has been upped to Richman Show director of the division. Vernon has been with ABC since 1942, at which time he started as research ill-starred "Harry Richman Show," manager. . . . David H. Halpern, Knickerbocker Beer account topper at the Biow Company, has been the airwaves next week. Station promoted to vice-president. . . . The annual awards dinner for the the original six-week contract. Advertising Industry and Allied Fields, will take place at the Waldorf-Astoria Hotel, New York, on November 11. . . . Dean Bafford has left WKNB-TV, Hartford,

Conn., to join WTVP, Decatur, Ill.,

as promotion director and regional

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

stint to join Robert S. Taplinger & Associates in an executive capacity.

#### Intermixture

Continued from page 2

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

In the other actions, the FCC turned down petitions of WKOW-TV, Channel 27, Madison, and A call for unity of action was WEEK-TV, Channel 43, and wTVH-TV, Channel 19, both in "This is just a shadow on the Peoria, seeking to prevent comtheir areas by switching educational TV channel assignments.

structive franchises," the statement enlarge seating capacity to a point The views are obviously those of enough to make programing practiie committee headed by Fabian cal, it would enable are the call i the committee headed by Fabian cal, it would enable agents to offer and Wolfson, in co-operation with the bigger attractions more money other exhibitor organizations. Both than could be offered by any

#### BAR BEER

#### WNHC Bans Commercial **Drink Shots**

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

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

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

# KTTV to Drop

-HOLLYWOOD, Nov. 6. - The an experiment in high-cost live programing by KTTV, will go off execs say they are not renewing

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

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

#### French Actors in Strike Over Pay

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

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

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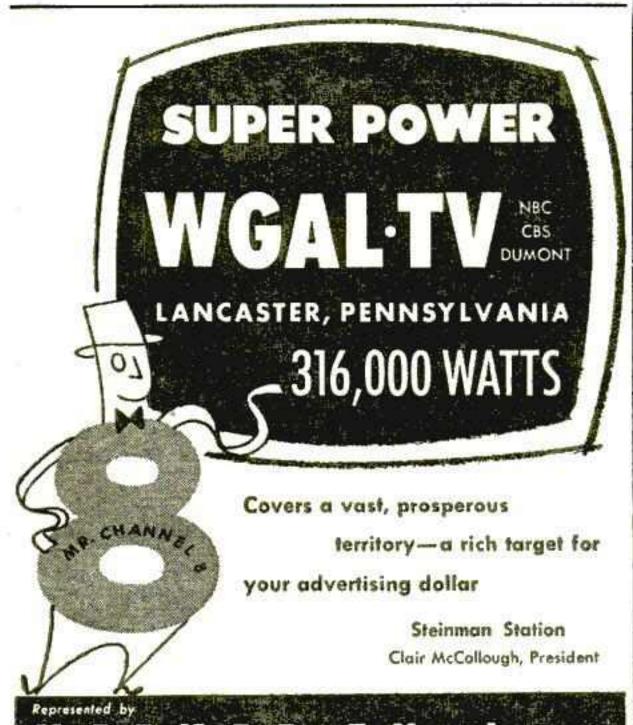
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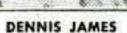
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On behalf of the tens of thousands of Cerebral Palsied Children and Adults of the greater New York area, we extend our heartfelt thanks and appreciation to Mr. Bernard Baruch and the many others who helped make the 17-hour fourth annual "Celebrity Parade for Cerebral Palsy," Saturday, October 23rd-Sunday, October 24th, the success that it was.

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









MARIA RIVA



PERRY COMO



JANE PICKENS

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**Edith Adams** Joey Adams AFM Local 802

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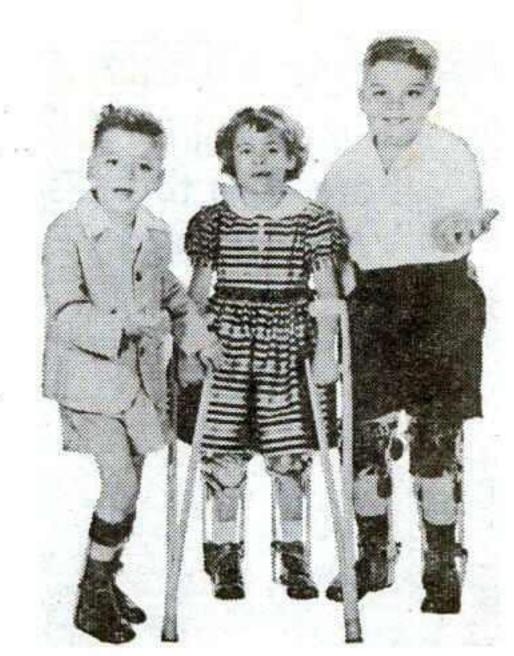
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Toni Arden

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Nancy Craig



Gloria De Haven **Paul Duke Dumont Television** Network Estralita & Raul Fire Dept., NYC Ralph Flanogan Orch. Art Ford Father Patrick Frawley Betty Furness **Tommy Furtada** Eva Gabor Georgia Gibbs

Hermione Gingold **Eydie Garme** Ronnie Graham Paul Gray Jolly Gene Juanita Hall **Carol Haney Hamilton Trio Don Hastings Gabby Hayes** Richard Hayes Richard Hayman **Lenny Hayton** 

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



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



Communications to 1564 Broadway, New York 36, N. Y.

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

By GENE PLOTNIK

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

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

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

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

# **Brubeck Signs** Milestone Pact

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

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

of jazz using the American university as a background.

#### 3,046 Features in Video Distribution

NEW YORK, Nov. 6.-There are now a total of 3,046 feature films tion, according to the latest publi- to a video version of "True or cation of Broadcast Information False," the old radio property is subtitled "TV Feature Film, Oc- bottlers here. A sample script of tober, 1954," notes that over 500 the show will be furnished to each have now been taken out of TV, with local personalities on local Lum 'n' Abner mostly because of poor quality.

attack, winning a night here and the period rated. These were Cin-

losing a night there.

The difference appeared to be in Los Angeles. the quality and name value of the Compared with the first half fully be declared in view of the other segments were compared

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

#### Canada Dry in Programing Switch-Over

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

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

Canada Dry is offering local botand 992 Westerns in TV distribu- tlers an alternative. It has the rights Bureau. The new directory, which which will be sponsored locally by titles listed in previous editions local bottler so that he can use it outlets.

# Guild, Vitapix Hire Top Caliber Execs

Guild-Vitapix combine continued tails of the Vitapix national set-up along the expansion trail by adding with Guild. Richards' last industry several execs of network caliber in preparation for the all-out push that is expected to begin shortly.

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

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

#### Prep Keenan Wynn Pilot

HOLLYWOOD, Nov. 6.-Preparations for shooting of a pilot that will mark Keenan Wynn's entry into the tele series field are being made by Ted Ashley & Associates. reportedly is interested in the prop-Brown?"

NEW YORK, Nov. 6. - The consultant to help co-ordinate depee before leaving recently to set up his own public relations firm.

post before joining Vitapix was with the National Association of Radio and Television Broadcasters, where he was administrative vee-

cinnati, Boston, Philadelphia and

In most cases the check was individual feature. But the rating made in the 11:30-midnight slot, difference usually amounted to which is the live show's first half only a few points, sometimes so hour in the Eastern time zone. But few that no winner could right- in some instances, as indicated, margin of error that exists in any where the time difference or programing situation warranted.

The contest city by city came

out as follows:

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

3.9 and 4.5 respectively. Washington: "Tonight" had only spotty competition from feature (Continued on page 9)

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

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

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

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

# Go to Telepix

Bare direct.

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

comics' entry into the telefilm field. I film industry. The basis of the idea

#### THE BILLBOARD SCOREBOARD

### Top 25 Non-Network Vidfilms

and Their Pulse Multi-Market Ratings

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

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

Rank		Avg. Sept.
Order	Title & Distributo- of Series	Rtg.
1	Badge 714 (NBC Film)	18.2
2	Wild Bill Hickok (Flamingo Films)	16.3
3	City Detective (MCA-TV)	16.1
4	City Detective (MCA-TV)	15.7
5	Mr. District Attorney (Ziv-TV)	14.0
5	Racket Squad (ABC Film)	14.0
7	Eversharp Theater (Eversharp)	13.3
7	Waterfront (UTP)	13.3
9	Waterfront (UTP)	13.0
10	Kit Carson (Coca-Cola)	12.7
	Superman (Flamingo Films)	
12	Amos 'n' Andy (CBS Film)	11.8
	Death Valley Days (Pacific Borax)	
1.5	Favorite Story (Ziv-TV)	11.7
15	Cowboy G-Men (Flamingo Films)	11.6
	Foreign Intrigue (Sneldon Reynolds)	
17	Cisco id (Ziv-TV)	11.4
18	Cisco id (Ziv-TV)	10.9
19	Annie Oakley (CBS Film)	10.6
20	Terry and the Pirates (Official Films	9.8
	Hopalong Cassidy (NBC Film)	
99	I'm the Law (MCA-TV)	9.5
	Gene Autry (CBS Film)	
	Boston Blackie (Ziv-TV)	
	Lone Wolf (UTP)	
40	Lone wor (our)	

#### PEDDLING FRENCH PICTURES

# Seek Distributor for Dubbed Film Package

NEW YORK, Nov. 6.-There is are now in the process of being a deal available for a group of topnotch French pictures for any TV distributor in the mood to peddle dubbed films. Station WPIX here has gone right to the scurce to get stairs" with Miss Dietrich and Ga-"Beauty and the Beast," the Jean bin, "Manon" with Cecile Aubrey, Cocteau masterpiece, for booking on its "First Show" next week.

tures in the package, with another Jean Renoir, Emile Zola's "Passion-13 also available. The group in- elle," Sacha Guitry's "Private Life cludes such stars as Maurice Che- of an Actor," "Mr. Orchid" with valier, Marlene Dietrich, Jean Ga- Noel Noel, "The Queen's Lover" bin, Raimu, Fernandel and Louis with Dannielle Darrieux and Jean

the Wall Street brokerage firm of Raimu and Fernandel, "Lucretia Osterman & Hunter, which bought Borgia" with Edwige Feuilleur, them from Robert Valaise in "Monelle" with Jouvet, and Coc-France. A number of the pictures teau's "Orpheus."

dubbed. The price tag is said to be such that TV distribution could prove profitable.

In addition to "Beauty" the package includes "The Room Up-"The Eternal Husband" with Raimu, "The Lower Depths" with There are a minimum of 26 pic- Gabin and Jouvet and directed by uvet.
The American rights are held by Simon, "The Thief" with Michel Simon, "Hoboes in Paradise" with

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

ducers, still smarting from the way pool among the British Common-Format calls for Lum 'n' Abner Hollywood scooped the cream of wealth nations to enable the counto win a trip overseas, then get the world's motion picture business, tries involved to buy each other's themselves involved in various are huddling on a scheme to see best programs at competitive rates. scrapes. The show marks the the same doesn't happen to the TV

LONDON, Nov. 6.-British pro- is to set up a tariff-free TV film

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

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

Open Coffers An example of the way even the BBC-TV's coffers are being pried (Continued on page 8)

#### HYMAN EXPANSION REPORT

## Associated Makes Major Move Into Dubbed Feature Film Field

was reported to be making a major Films. venture into dubbed feature films, Jules Weill formed Fortune Fea-West Germany.

Meanwhile, Hyman was further Bill Manhoff has scripted the show reported to be negotiating for the from an idea by Don Quinn. NBC foreign TV rights to 199 Mono- eign pictures would give the regram pictures. Associated has set cently formed firm a total roster of of Allied Artists, which is the new erty, tentatively titled "How Now, up a separate foreign department 203 feature films. This includes title of Monogram. Hyman owns a

ated Artists Productions this week merly of Discina International 56-picture package headed by "Al-

the first of any magnitude since the 13-episode "Ethel Barrymore firm's domestic theatrical sales are Theater" and the 39-episode being handled by Jacques Kopftures last year for the distribution "Douglas Fairbanks Presents" for | stein, former vice-president of Atof Italian pictures. Eliot Hyman, merly handled by Interstate Tele- lantic Television and Astor Picpresident of Associated, is said to vision. Associated, in addition, will tures. have made a deal for 83 Spanish distribute the new 39 Fairbanks pictures plus another 40 made in shows now in production in Eng-

#### 203 Features

The acquisition of the 123 for- these lines. for both TV and theatrical sales. It the 12 Sherlock Holmes, the 12

NEW YORK, Nov. 6.-Associ-is headed by Norman Katz, for-classics and the recently gathered giers," of which 24 are first going Also, Associated is taking over into theatrical distribution. The

> The deals for the Monogram features and the Interstate series are giving rise to speculation of bigger things to come for Associated along when commercial TV starts rolling

Interstate is the TV subsidiary (Continued on page 8)

#### LANTZ CARTOONS

# **Ezzes Denies** MPTV Bought Video Rights

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

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

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

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

rumors have been flying around the trade here that a couple of major half-hour weekly show will go uncompanies' cartoons were about to der the title, "Lucky Lager Sports break into TV. But as yet no such time." dea. has been made final.

#### Public Cool To Tint, Says Telecensus

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

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

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

that there is conflict occasionally black and white. WABD will not or often about the choice of pro- charge extra to carry spots in color. gram to be watched. Only 30.6 per cent : aid they view TV three | "The Story of Colonel Drake," a hours or more, which appears to be new 29-minute film sponsored by a considerable drop in length of the American Petroleum Institute; time from previous years.

#### AIR EXPRESS CO. KNOWS ITS TV

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

Ezzes mentioned that he had Buys MCA's scussed the possibility of getting

NEW YORK, Nov. 6. - The Lucky Lager Brewing Company, of San Francisco, is making its debut in TV sponsorship with "Telesports Digest," which it has just company will ride the show in 39 markets over the nine westernmost Over the past couple of weeks States, Alaska and Hawaii beginning January 1. In this spread, the

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

# ZIV TO TOP THEM ALL ON GIANT CANTOR PUSH

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

NEW YORK, Nov. 6.-Having individual segment falls \$10,000 Comedy Theater," Ziv-TV was this week set to begin what looks like the most lavish single syndication business.

which he will make 39 films a that. year for seven years.

dent of Ziv, the budget per show the higher and higher costs of TV will average \$53,000. Even if an sponsorship.

wrapped up three regional beer below that, it is still the most exsales of its new "Eddie Cantor pensive show ever to go into syndication.

Sinn freely admits that the high. Television Programs of "Eddie Cantor Comedy Theater" is America took a similar gamble venture in the history of the carrying the highest rate card ever when it underwrote "Halls of Ivy" issued in the business. The highest Ziv officials are referring to the price tag on a syndicated show for sode. TPA expected and finally got Cantor show as their "\$9,000,000 New York these days is \$3,000 per gamble." That's the amount writ- week, and the Cantor series will ten into the deal with Cantor, by undoubtedly have to get more than KTTV SWEEP

All this is in the face of ever According to John Sinn, presi- growing advertiser concern about

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

But whatever anxieties exist in

the trade on this score, there is no

doubt that the major TV film

houses are continuing to shoot

at a minimum of \$40,000 per epi-

(Continued on page 10)

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

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

Two of the program, "Ramar of pattern of expansion if it acquired the Jungle" and "Sheriff John," are most likely would agree. Also in give film and the emphasis on local the works would probably be a personalities credit for establishing deal for Gross-Krasne to produce the audience habit which resulted independent to break the monopoly The deal would mark a further held by the CBS and NBC outlets.

## MCA-TV WEIGHS **UTP PURCHASE?**

Trade Speculates Krasne-Gross Sale, Involvements Due to Follow

Krasne and Jack Gross, who own a shows in its catalog. controlling interest in the film distribution firm. Involved in any sale of UTP would be Vilem Zwillinger, an independent film financier, who has put up much of the firm's production coin and whose interests naturally would have to be protected.

Tel Ra Productions of Philadel- large regionals, notably with Rich- ful package being "Big Town." phia produces the show year field for "Mayor of the Town" in round. This year it served as sum- 31 markets. But it is still short of mer replacement for the "Gillette operating capital. UTP has several Cavalcade of Sports" on NBC-TV. fairly good vidfilm series in addi-

NEW YORK, Nov. 6.-Reports tion to "Mayor of the Town." "Lone are circulating that MCA-TV is Wolf," "Where Were You?" "Auconsidering the purchase of United thors' Playhouse" and "O'Henry Television Programs from Phil Playhouse" are a few of the top

#### Reciprocal

MCA-TV would continue its these shows, since their producers filmed shows, and KTTV execs for MCA-TV wherever possible. in the sweep. The station also UTP has done rather well The firm has an excellent reputa- places three shows, all film, in the recently and has racked up several tion as producers, its most success- top-rated 15 in the area, the only

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

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

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

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

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

### Movie Museum Racks Big Sale

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

boasts is the oldest film on TV. It Bay, Wis., and Lincoln, Neb. Gilbert, who reports to sales includes "The Great Train Rob-D. W. Griffith.

# **Austin Heads** Sales for NTA

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

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

#### Goldman Joins TPA in Chi

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

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

#### 10-City Sale For 'Passerby'

NEW YORK, Nov. 6.-National Telefilm Associates has made a 10market sales of "The Passerby," 15-minute dramatic series, to the 30 episodes to date, is sailing Charles Furniture Company thru Manson-Gold Miller of Minneapo-The series is composed of the old lis. Among the cities in the 26persons as possible within the or- Official Films, as Eastern sales Biograph pictures, which Sterling week deal are Des Moines; Green

The show was also recently sold Billboard, October 30), will prob the remainder of the series is put chief Lloyd Lind, took up his new bery," and has the acting debut of to KBTV, Denver, and WCPO-TV,

Cincinnati.

#### NEW SUPPLY CHANNEL

## WABD Color Show Uses Industrial Pix

here had to go way outside normal York Stock Exchange, and a Cali-TV film supply channels to get fornia travelog. material for its new weekly color station does not now contemplate using any regular TV film series in

A total of 65.2 per cent reported carried four film commercials in

The debut stanza consisted of "What Makes Us Tick?" an ani-

NEW YORK, Nov. 6. - WABD | mated short sponsored by the New

Jim Caddigan, Du Mont program show, "Sunday Supplement." For director, said that this was typical the most part it is using industrial of the format they will follow from film in the hour-long stanza. The here on. While he is not adverse to putting live cameras to work for this show, at present Caddigan is confining it to slide and film material. Du Mont itself has not yet put a live color camera on the market. The New York studios will be equipped with Du Mont's new 35 mm. Cinecon film unit any moment now. Meanwhile, the show is using the 16mm, machine which has been used in closed-circuit demonstrations since early summer.

#### New Features

Two additional features that Caddigan is now mulling are an art show in conjunction with the National Museum in Washington and a color photography salon of the air. In either case, if a live an-nouncer is used, his voice will come over frame and he will not be seen on camera.

possibility that Du Mont will begin its first network color show before the end of the year, but he did not specify what type of show was be-ing planned. One of the network's five studios at its Tele-Center here is reserved for color work.

NEW YORK, Nov. 6.-Interstate Television Corporation has named

duties this week.

# Ziv-TV to Continue Shooting Pix in Tint

TV will continue to shoot all its series in color and depend on auditioned films to determine audience reaction, Maurice (Babe) Unger, vice-president in charge of TV instead of a physical process. production, said this week.

duction cost which cannot be Eastman color, for which Ivan recouped on a first run, Unger de- Tors has been signed as producer. clared, Ziv expects that in the long | The 39 segments will be produced run the series in tint will be more at California Studios. profitable than if they were shot | Altho Ziv doesn't shoot pilots in in black and white. It's his belief the ordinary sense of the term, that next year will see a marked Unger went on, the first film of a increase in the number of color new show is auditioned to as many George Cilbert, up to now with shows on the air.

ably ultimately become the stand- into production.

HOLLYWOOD, Nov. 6.-Ziv-| ard method for shooting color TV. Unger said he believes, because it's simpler and less costly. He points out that in present methods color is broken down anyway, except that it's done by a chemical

The next show Ziv is planning is The color results increased pro- a scientific series, to be filmed in

The color additive process, as ganizations in order to note reacdeveloped by Colorvision, Inc. (The tions and make corrections before

Caddigan said there was a good

#### George Gilbert to Interstate TV Co.

manager of the firm.

#### PRODUCTION NOTES

-By BOB SPIELMAN-

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

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

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

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

Buster Vogel becomes assistant casting director to Ira Uhr

at Screen Gems.

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

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

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

Fifteen-minute film for television distribution has been completed by Zsa Zsa Gabor for annual March of Dimes drive. Page Cavanaugh Trio will appear regularly in the Margaret Whiting musical series, "Holiday in Rhythm," first of which

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

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

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

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

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

#### TV FILM PURCHASES

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

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

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

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

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

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

Yakima, Wash., bringing its total sales to 26. Bristol-Myers Company, makers of Ipana Toothpaste, will sponsor "Annie Oakley," a CBS TV Film Sales property in four markets. They are: WGAL, Lancaster, Pa.; WDSU, New Orleans; WDTV, Pittsburgh; WJAR, Providence. Gene Autry has been sold to WMCT, Memphis, to be sponsored by Dixie Meat Company, and "CBS News" to WJBK, Detroit. "The

Whistler" was sold to KGMB, Honolulu. Sales of 15-cartoon package to WATV, Newark, N. J., and to WPTZ, Philadelphia, has been announced by Louis Weiss &

#### NEWSPAPER MAT TECHNIQUE

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

nation beginning next week.

duced the new concept of prepar- the action leading to a static caring national mats for local sponsors toon in which there is space for a at a demonstration Friday (5). The 20-word ad. organization has a library of 40 carsor can dub his own message.

cost animated spots, produced on may be incorporated on either week per cartoon. the newspaper mat technique, will video, audio, tape, acetate or live. Telemat of Beverly Hills intro- or two boxers belting each other,

Price for each 10-second cartoon nominal cost. toon animations into which a spon- is \$60 for unlimited runs during a The animated mats, basically of 20 seconds the price will be \$85, geared to the Christmas theme, to 10 seconds' duration but able to regardless of the size of the marbe expanded to 20 seconds, are so ket. After the initial six-week dealers. In general they are of con-

HOLLYWOOD, Nov. 6.-Low- versatile that the sponsor's message period the charge will be \$5 per

The video message can be be made available to ad agencies Each begins with an eye-catching dubbed in by stations thru use of and television stations through the animation such as a bull charging a projector, altho for a charge of a toreador, a football being kicked, \$25 to \$40, Telemat will do the work for a sponsor on the mat itself if he wishes. Advantage of the projector method is that the mes-

sage can be changed daily for a

The telemats are prepared for six-week period. When expanded to no specific sponsor, tho some are station identification and to car siderably higher quality than the average local spot now seen.

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

First large sale was made this The origin of all this hoopla was week to the Downtown Businessback in April, when NTA was pre- men's Association in Los Angeles, paring for its exhibit at the Na- which contracted for \$10,000 tional Association of Radio and TV worth of spot time on local sta-Broadcasters' convention. As the tions. Single sales have been made theme of its exhibit the firm set- to Thrift-D-Lux Cleaners and to

Developers of the process are Dan Gertsman and Alan Wise.

#### PLUGS AND PREMIUMS

By GENE PLOTNIK-

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Talk about \$1,000,000 and people will listen to you. And that's hint of what NTA was doing with brary of 300 is ultimately planned. the main topic of conversation at its money. National Telefilm Associates these days in its sponsorship of the biggest, razzle - dazzle promotionmerchandising - exploitation campaign in the history of the vidfilm medium.

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

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

#### Station Pieces

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

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

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

and money-minded drive that NTA work a tie-in with a local servicing is putting behind this promotion is company to get conversions at a some 400 trade sources, including contest. the press. About two weeks ago ditty over the signature of NTA's sales vice-president, Harold Gold-

there arrived a third registered letter, and this one turned up a check for \$1,000,000, which, alas, car- ing potential of the contest can be ried a warning in small print that it was an advertisement and not the distribution of clues and playcashable.

#### Dough Returned

tals. One staid newspaper is re- basis. ported to have returned the three

per sent back another dollar bill which on cue burst into flame as a

NTAS "TV Tic-Tac-Toe" contest, tied on the slogan, "500 Golden Station KCOP.

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

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

#### Scheuer Contest

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

For months before this, NTA toppers had been trying to devise a film promotion for UHF convertional promotion pieces at the cost sions. Now Landau was determined

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

#### Outlet Possibilities

The whole promotion is, of the stations. For UHF's it's a natural. NTA is recommending that A sidelight on the extravagant UHF's participating in the contest Artists' distribution.

we all received by registered mail boost produced by "TV Tic-Taca crisp dollar bill enclosed with a Toe" as the basis of renewed sales man Katz, formerly of MPTV; Art promotion. Local sponsors can tie Kalman, and Don Klauber. into the contest by getting their own imprinted playing cards and A few days later, a second putting up their own prizes. The registered letter brought forth two stations will have a pried-open crisp dollar bills, and another tan- door for further time sales to the talizing poem signed by Goldman. manufacturers of the prizes, which Then, after another couple of days includes top national appliance advertisers.

> The audience and traffic building cards are.

NTA points out that a promotion Of course, when you play of this caliber would cost a local vaults here. around with money this way you station or advertiser five times as

dollars with the declaration that it even tho they're giving away was not for sale. Another newspa- \$1,000,000, they're having fun.

#### Hyman Expansion

· Continued from page 6

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

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

To many industry observers, this chain of relationships suggest that under Hyman's new Associated Artists operation may some day come by all of the product now handled by Interstate, which still includes "Tales of Hans Christian Andersen" and some 140 feature to tie in a nation-wide giveaway films, and, further, that eventually contest with NTA's new library he may also get the U. S. TV rights plan. to the 199 Monograms when

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

Hyman has still not named a TV sales manager, the additional apa mail campaign it ran among special price during the run of the pointments are expected momentarily. TV sales so far have been Stations can use the audience handled by Hyman's son, Ken, who is a vice-president of the firm; Her-

#### **British Plan**

Continued from page 6

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

While these figures may not rock open yourself to all kinds of rebut- much to stage on an individual NBC, they show a sharp awareness, on this side that with commercial One NTA executive claims that TV here to stay the BBC's past policy of playing the poor relation has undergone quite a change.

#### THE BILLBOARD SCOREBOARD

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

This chart is one part of a four-week rating study in which all pertinent data is given for every non-network TV film series currently being shown in markets surveyed by the American Research Bureau. Each week this chart covers a different group of cities; thus, over a foor-week span, all cities are covered which were surveyed by ARB in its latest market studies. Where a city also was covered by ARB in the previous month, the last rating of each film series also is shown.

Within each market shown below, programs are listed under three separate subdivisions of broadcast time: The prime evening hours, daytime hours on weekdays and daytime hours on Saturdays and Sundays. This is to highlight the developing use of marginal time periods for TV film. Listing of films is by rank order, according to rating, under each of these time subdivisions.

All films shown are sold on a syndicated basis unless they are designated by a dagger (†), in which case they are nationally spot booked. Stations, when designated by an asterisk (\*), are UHF

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

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

Previous Ort. Month's ARB Title, Type and Distributor Rating Rating

Seis Station-Day-Time in Use

#### CINCINNATI ...... 3 STATIONS

Sign-On to 7 p.mMonday Thru Friday	
15.414.4. Superman—Adv.—Flamingo Films	2.1
16.5 Hopalong Cassidy-WestNBC Film WKRC-T, 6:00-6:301	
7.2 Annie Oakley-WestCBS FilmWLW-T-W, 6:00-6:301	
6.8 Range Rider-WestCBS Film	
5.5. — Dick Tracy—Mys.—Combined TV	
5.6 —. Ramar of the Jungle—Adv.—TPA	15.5
1.5. 7.5. Superman—Child.—Flamingo Films	18.
Sign-On to 7 p.mSaturday and Sunday	
17.5. 17.6. Cisco Kid-WestZiv TV	28.

Sign	On to 7 p.m.—Saturday and Sunday
4.10.41.700cm	17.6. Cisco Kid-WestZiv TV
8.7.	Top Opp. & Rating: Meet the Press 8.4 7.8. Wild Bill Hickok-WestFlamingo FilmsWLW-T-S, 6:00-6:3016.
6.3.	Top Opp. & Rating: Movie Matinee —  —Dick Tracy—Mys.—Combined TV
6.3.	Top Opp. & Rating: Uncle Al —  —. Soperman—Adv.—Flamingo Films WLW-T—S, 9:30-10:0014.
	Top Opp. & Rating: Uncle Al Ramar of the Jungle-AdvTPA
	Top Opp. & Rating: Winky Dink and You —  —. Hopalong Cassidy—West,—NBC Film WKRC—Se, 1:30-2:3018.
	Top Opp. & Rating: Cowboy G-Men; Football
	10.2. Cowboy G-Men-WestFlamingo Films WCPO-Su, 1:30-2:00 13 Top Opp. & Rating: Hopalong Cassidy
2.2.	Old American Barn Dance-Music-UTPWKRC-8, 5:30-6:6017  Top Opp. & Raling: Wrestling

Top Opp. & Rating: Hopalong Cassidy
2.2 Old American Barn Dance-Music-UTP WKRC-8, 5:30-6:00 17.9  Top Opp. & Raling: Wrestling
7 p.m. to Sign-Off-Monday Thru Sunday
36.026.1I Led Three Lives.—Adv.—Ziv TV
22.5 Liberace-Music-Guild Films
29.7. 15.7. Badge 714-MysNBC Film
26.630.1Mr. District Attorney-MysZiv TV WLW-T-T, 10:30-11:0038.4 Top Opp. & Rating: Stop the Music12.6
18.217.0. Favorite Story—Drama—Ziv TV
13.5., —†Death Valley Days—West.—Pacific Borax WKRC—F, 10:30-11:0033.6 Top Opp. & Rating: Cavalcade of Sports; Greatest Moments in Sports, 10.9
10.8., —, Gene Autry—West.—CBS Film
7.8. 6.7. Texas Rasslin'—Sports—SportatoriumWCPO—W, 7:30-8:3058.8 Top Opp. & Rating: Various —
7.1 Meet Corliss Archer-Comedy-Ziv TV WLW-T-W, 10:30-11:0034.9 Top Opp. & Rating: Best of Broadway
4.6 †Eversharp Theater-Drama-Eversharp Co WCPO-W, 10:30-11:0034.9 Top Opp. & Rating: Best of Broadway

2.9
COLUMBUS 3 STATIONS
Sign-On to 7 p.m.—Monday Thru Friday
21.413.1Superman—Adv.—Flamingo FilmsWBNS—W, 6:00-6:3051.0  Top Opp. & Rating: Dick Tracy 3.0
33.0 9.4 † Kit Carson—West.—Coca-Cola Co WBNS—Th, 6:00-6:30 22 Top Opp & Rating: Uncle Bud —
11.3. 8.8. Cisco Kid-WestZiv TV
8.7 Ramar of the Jungle-AdvTPAWLW-C-M, 6:00-6:30 19.4 Top Opp. & Rating: Early Home Theater
7.4. 5.7. Range Rider—West.—CBS Film
4.4. — Terry and the Pirates—Adv.—Official Films WBNS—M, 6:00-6:30 19  Top Opp. & Rating: Ramar of the Jungle —  4.2. —. Flash Gordon—Adv.—MPTV
Top Opp. & Rating: Laurel and Hardy —  3.6 — Dick Tracy—Mys.—Combined TV
Top Opp. & Rating: Superman
Sign-On to 7 p.m.—Saturday and Sunday
35.311.6Wild Bill Hickok-WestFlamingo FilmsWBNS-S, 6:00-6:3025. Top Opp. & Rating: Saturday Showboat
10.9 Meet Corliss Archer-Comedy-Ziv TV WBNS-Su, 6:36-7:66 37. Top Opp. & Rating: Roy Rogers
9.4 Armchair Adventure—Adv.—Sterling TV WBNS—S, 6:36-7:90 28.  Top Opp. & Rating: Midwestern Hayride
CBS Film
5.5. — Flash Gordon—Adv.—MPTV
5.0 9.8. Annie Oakley-WestCBS Film
5.0 — Remar of the Jungle-Adv.—TPA
9 H 7 10 10 10 10 10 10 10 10 10 10 10 10 10

Top Opp. & Rating: It's a Great Life ....

Top Opp. & Rating: News; Political .... 15.0

Top Opp. & Rating: Circle Theater .... 22.2

Top Opp. & Rating: Lassie .... 22.8

7 p.m. to Sign-Off-Monday Thru Sunday

# **Late Pix Give** NBC 'Tonight' Tough Fight

Continued from page 6

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

#### Columbus Rates

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

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

Baltimore: Again the difference seemed to be in the stature of the competing feature film. WAAM's several movie shows in the 11:30midnight slot ranged from 0.7 to 8.5, while "Tonight's" ratings went from 4.2 to 6.3. "Tonight" was a 3 palpable winner over WAAM three nights out of the five. But that 8.5 on Friday for WAAM's "Ford Playhouse" was way over "Tonight's" 5.9. And on Tuesday it was 5.0 for the movie against 5.6 for "Tonight."

#### **Dayton Scores**

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

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

#### Chicago Slaughter

Chicago: Here "Tonight" went on at 11 p.m. and off at midnight. In the 11:30 - midnight period while "Tonight's" audience ranged from 2.3 to 5.7, it faced only partial or no feature-film competition. It was in the 11-11:30 p.m. strip that it came smack up against the several stellar feature stanzas of 1 WGN-TV, and here there was a virtual slaughter.

On Monday, "Mages Playhouse" had 12.1 against 3.9. On Tuesday "Four Leaf Clover Theater" had 8.2 against 6.4. On Wednesday, "Request Playhouse" had 11.9 against 4.1. On Thursday, "Motion Picture Academy" had 12.8 against 4.6. On Friday "Community Theater" and News had an average 11.9 against 2.7 for "Tonight." The last 15 minutes of "Community Theater," from 11 to 11:15 p.m., had an even more pronounced victory over "Tonight" with a 14.6 as against 24.5..13.1..Amos 'n' Andy-Comedy-CBS Film ....... WTVN-M, 7:30-8:00 ....41.5 2.5 for the Allen show, which, incidentally, was even lower than 26.1. .24.7. .1 Led Three Lives-Adv.-Ziv TV ......... WBNS-T, 9:30-10:00 .....53.9 that drawn by the news and local personalities on the other two sta-

et.	Previous		50.0		Sets
ARB	Month's Rating	Title, Type an	d Distributor	Station—Day—Time	in Use
1.3.,	Gene /	utry-West,-CB	S Film	WBNS—S, 7:00-7:30	42.6
.9	Florian	ZaRach-Music-	-Guild Films	WBNS-M, 7:00-7:30	25.0
8.5	& A Enreion	Intrigue-Adv	-Sheldon Reynold	er; News 4.1 dsWBNS—Su, 9:36-18:0	045.1
	8.6. Mr. D	istrict Attorney—		20.5	
	7.1. Racket	Squad—Mys.—A	BC Film	WLW-C=1, 10:30-11	
7.4	Hopale	ong Cassidy-Wes	d.—NBC Film .	WIVN-F, 7:30-8:36	52.5
5.3	7.3. Water	ront-AdvUTP		WBNS-F, 7:00-7:50	+ • • • • • • • • • • • • • • • • • • •
1.5		Diaghause Dran	na_ITP	WBN3-30, 10:00-10:	30 46
0.0.	Inner	Sanctum-Mys	NBC Film	WTVN—F, 8:30-9:00	54.
9.3	6.1. Lone	Wolf-MysUTI	Lux Video Treate	WTVN—Th, 10:30-11	:0036.
8.1	C12012: 11102: 2010: 201		was districted to be	WTVN—S, 10:00-10:3 — WTVN—W, 8:30-9:00	
7.4	5.3. Heart	of the City-Drag	ma—UTP Godfrey and Frien	WTVNW, 8:36-9:00	59.
7.4	6.1. Holly	vood Off Beat-N	dys.—UTP	WIVN-W, 6:00-6:30	.00 36
7.4	5.1. Big P	layback—Sports—	Screen Gems	WLW-C-F, 10:45-17	:00 50.
7.0	the second secon	the second of th	A77 173 47 H74 Page	WTVN—T, 8:30-9:08	
5.9	Dange	Opp. & Rating:	-AdvNBC File My Favorite Hust	and	47
5.2	2.2. , Rock	Jones, Space Ri	inger—Adv.—UTP		56
4.1	Beula Top	h—Comedy—Flam Opp. & Rating:	ingo Films Fireside Theater.	WTVN-T, 9:00-9:30	4 50
4.1	—, Inters	ational Police—N	Ays,—Flamingo F	ums	4511
	Top	Opp. & Rating:	Home Incater		
3.3.		ide With Rassiers isolidated TV		WTVN—5, 8:30-9:30	57
3.3	4.1. Cases	of Eddie Drake-	-MysCBS Film	ey; Jackie Gleason — WTVN—S, 10:30-11:	
2.6.	Famo	us Playbouse—E	Your Pit Parade. Orama—MCA-TV	WBNS-F, 11.45-12.	1510
1.9.	Top	of Jeff Jones-M	ys.—CBS Film	WLW-C-W, 10:30-	11:0040
1.1.	Top . —†Eve	rsharp Theater—I	Drama—Eversharp	Co WBNS-T, 11:15-11:	45 7
0.4.	- Into	the Night-Dram	a-Sterling TV	WLW-C—Su, 12:45	-1:150.
	Тор	Opp. & Rating:	140he		

CLEVELAND	3 STATIONS
Sign-On to 7 p.mMonday Thru Friday	
19.0. 15.8. Superman—Adv.—Flamingo Films	BK—M, 6:00-6:3020.9 1.2 RK—T. 6:00-6:3019.1
Top Opp. & Rating: Political; Twenty Fingers  [6.5. — Abbott and Costelle—Contedy—MCA-TVWN  Top Opp. & Rating: Desert Deputy; Political  [2.8 12.9 Wild Bill Hickok—West.—Flamingo Films	BK—W, 6:00-6:3015.1
Top Opp. & Rating: Desert Deputy; Political  12.6 10.8 † Kit Carson—West.—Coca-Cola Co	BK—Th, 6:00-6:3019.2
Sign-On to 7 p.m.—Saturday and Sunday	50200 421 6442-40020000 F
12.9. 13.1. Annie Oakley-West,-CBS FilmWN	BK—S, 6:30-7:0026.1 It Yourself 2.0 BK—S. 6:00-6:3022.0
Top Opp. & Rating: Inside Catholic Schools, Do  17.8. 9.4. Cisco Kid—West.—Ziv TV	WS—S, 5:00-5:3022.0
Top Opp. & Rating: Bowling Show	iBK—5, 4:30-5:0015.5
Top Opp. & Rating: NCAA Football—  4.4. 4.6. Joe Palooka—Adv.—Geild Films	:WS—S, 4:00-4:3015.6
7 p.m. to Sign-Off-Monday Thru Sunday 30.5 35.5 Liberace-Music-Guild Films	WS_W, 9:00-9:3068.1
27.7. 21.0. I Led Three Lives-AdvZiv TV	WS_F, 10:30-11:0640.
21.7. 14.2. Range Rider-WestCBS Film	WS—Su, 7:00-7:3050.1
19.3. 17.0. Badge 714-MysNBC Film	SBK—F, 7:00-7:3029.4
Top Opp. & Rating: Meet Corliss Archer / 17.918.7. Foreign Intrigue—Adv.—Sheldon ReynoldsWE Top Opp. & Rating: Loretta Young30.0 16.611.4. Janet Dean, R.N.—Drama—MPTV	. 11.5
Top Opp. & Rating: Pooch Parade, Meet Wi	WS_T. 10:00-10:3051.
15.0Gene Autry-WestCBS Film	EWS—S, 7:00-7:3031.
14.4 Boston Blackie-MysZiv TV	KEL-F, 9:30-10:0045.
14.4. 9.6. Files of Jeff Jones-MysCBS Film	NBK—S, 7:00-7:3031.
12.5., 5.9. All Star Theater-Drama-Screen Gems W	NBK—Th, 7:00-7:3019.
Top Opp. & Rating: Capt. Video; News	NBK-M. 7:00-7:3019.
Top Opp. & Rating: Life With Entarcement	EWS-Th, 10:30-11:00 .42.
Top Opp. & Rating: Lox Video Incarety	EWS-M, 7:00-7:3019
7.2 Meet Corliss Archer—Comedy—Ziv TVW	EWS—F, 7:00-7:3029
6.813.0. Favorite Story—Drama—Ziv TV	NBK-M, 10:30-11:00 .43
6.5 Florian ZaBach Music Guild Films	EWS—T, 8:00-8:3063
3.2 —Old American Barn Dance—Music—UTPW  Top Opp. & Rating: Ethel and Albert	XEL-S, 7:30-8:0843

3.2 Old American Barn Dance-Music-UTP WXEL-S, Top Opp. & Rating: Ethel and Albert	7:30-8:00	43.1
CHICAGO4	STATIO	ONŚ
Sign-On to 7 p.m.—Monday Thru Friday		
WRRM—M	to F,	26.5
Top Opp. & Rating: Close Up 7.1  10.2. 4.5. Superman—Adv.—Flamingo Films	, 6:30-7:00	34.5
Top Opp. & Rating: Elmer the Elephant		Market Const.
Sign-On to 7 p.mSaturday and Sunday		20
19.1. 8.9. Annie Oakley-WestCBS : "ImWBKB-St		
18.0. 13.9. Cisco Kid-WestZiv TV	d, 5:00-5:30	35.0
Top Opp. & Rating: Meet the Press 8.2	s. 1:38-2:00	26.1

17.5. 9.3. Wild Bill Hickok-West.-Fla

13.7., -.. Hans Christian Andersen-Child .-

- Top Opp. & Rating: Feature Film .... 5.7

Top Opp. & Rating: Adventure ... 6.1 (Continued on page 10)

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

	Previous			(4)	
Oct.	Month's		10		Sets
Rating	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	Title, Type	and Distributor	Station-Day-Time	la Use
11.2			Comedy-MCA-T	WNBQ-S, 6:00-6:3	24.7
	Top (	Opp. & Rating:	Adventure	P WBKB—Su, 3:00-3:3	CO 800 800 S
	Gene	Autry-West	CBS Film Abbott and Costs	WBBMS, 6:00-6:34	
7.7	Hopale	oug Cassidy-W	estNBC Film	WNBQ—S, 5:30-6:00 — WBKB—Su, 3:30-4:0	16.5
6.8	Top	McCune—Come Opp. & Rating:	Zoo Parade	WBKB—Su, 3:30-4:0 — WBBM—Su, 12:30-	026.6
	Top	Opp. & Rating:	Amateur Hour	_	
	Top	Opp. & Rating:	Zoo Parade	rvWGN—Su, 3:30-4:00 —	
3.9	4.1. Ramar Top	of the Jungle Opp. & Rating:	Ray Rayner	WBKB—S, 12:30-1:0	011.6
	Top	Opp. & Rating:	Grand Marquee;	Hobby Time	Carlo Contractor Contractor
	Top	Opp. & Rating:	Amateur Flour		
0.4			-Sterling TV Lone Ranger	WNBQ—S, 12:06-12	:3013.4
7 p.n	ı, to Sign-	Off-Monda	y Thru Sunday		
17.1	17.4. Racket	Squad—Mys	-ABC Film	WGN—T, 8:36-9:06	59.1
15.6	14.0 Badge	714-MysN	BC Film1	WGN-T, \$:00-\$:30	64,0
24.3	20.6. Libera	ce-Music-Gu		WGN-W, 9:30-10:0	60.
14.3	16.5. , Mr. D	istrict Attorney		WBKB-F, 9:30-19:	9056.0
12.9	15.7. Janet	Dean, R.N I		WNBQ-5, 10:30-11	:0035.
				WGN-T, 9:00-9:30	Consensation and

8.9., 7.9. Death Valley Days-West.-Pacific Borax ... WBKB-M, 10:00-10:30 ...41.5

8.5.. 14.1.. Victory at Sea-Docum.—NBC Film ....... WBKB-Th, 9:30-10:00 ... 59.8

\$.2..12.2. Dangerous Assignment—Adv.—NBC Film... WBKB—T, 10:30-11:00 ...23.2

5.2. . 11.6 . My Hero—Comedy—Official Films . . . . . . . WBKB—Th, 10:30-11:00 . . . 25.0

4.6. 8.5. Lone Wolf-Mys.-UTP ......WGN-Tb, 9:00-9:30 .....59.8

4.6. 7.2. Your Star Showcase-Drama-TPA ........ WBBM-S, 9:30-10:00 ....52.4

Top Opp. & Rating: Studio Onc ... -

Top Opp. & Rating: Lux Video Theater ... -

Top Opp. & Rating: Cavalcade of Sports ... -

Top Opp. & Rating: Weatherman; News.... -

Top Opp. & Rating: Lux Video Theater ... -

Top Opp. & Rating: Best of Broadway .... -

Top Opp. & Rating: Honestly, Celeste .... -

Top Opp. & Rating: I've Got a Secret ... -

Top Opp. & Rating: Lux Video Theater .... -

Top Opp. & Rating: Your Hit Parade .... -

Top Opp. & Rating: What's My Line?.... -

Top Opp. & Rating: Loretta Young .... -

Top Opp. & Rating: Rex Trailer .... -

Top Opp. & Rating: My Hero ... -

Top Opp. & Rating: Waterfront ....

Lop Opp. & Rating: Annie Oakley....

9.3., -.. Meet Corliss Archer-Comedy-Ziv TV .... WPTZ-Su, 6:00-6:30

7.9. .....Abbott and Costello-Comedy-MCA-TV ...WPTZ-S, 6:00-6:30 .....24.0

7.8. 4.7. Janet Dean, R.N.-Drama-MPTV ........WFIL-Su, 6:30-7:00 .....31.9

Top Opp. & Rating: Topper ... -

Top Opp. & Rating: Mama.... -

5.0. - .. Front Page Detective-Mys .-

5.0. 4.1. Mr. and Mrs. North-Mys.-Adv.

3.7. 4.1. Everysharp Theater-Drama-

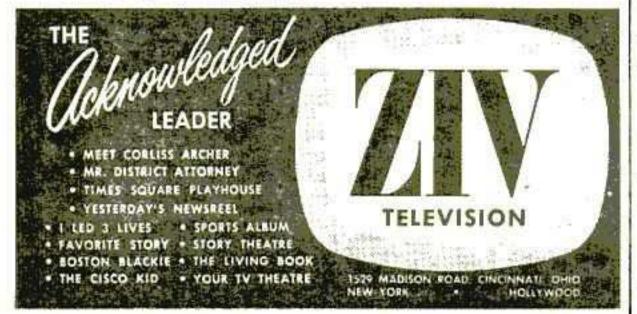
Top Opp. & Rating: Four Leaf Clover Theater ....

6.4. 5.9. Foreign Intrigue-Adv.-Sheldon Reynolds. . . WGN-F, 7:30-8:00

Top Opp. & Rating: Motion Picture Academy .... -

7.1. -. Life With Elizabeth-Comedy-Guild Films. .. WBKB-W, 9:30-10:00

PHILADELPHIA	3 STATIONS
Sign-On to 7 p.mMone	day Thru Friday
Top Opp. & Rat	Vest.—Flamingo Films WPTZ—W, 6:08-6:38 27.6 ing: Ramar of the Jungle —
	ing: Early Show — WFIL-M to F, 6:00-6:30.26.6
7.8 i Kit Carson-Wes	t.—Coca-Cola Co
7.2 Range Rider-Wes	st.—CBS Film
	ing: Early Show
Top Opp, & Rat	-WestNBC FilmWFIL-M to F, 5:06-6:00.20.6 ing: Pinky Lee; Howdy Doody
1.8. 2.2. Ramar of the Jun	igle—Adv.—TPAWFIL—M to F, 12:00-12:3014.1
Top Opp. & Rat	ing: Valiant Lady; Love of Life
Sign-On to 7 p.mSatu	rday and Sunday
Top Opp. & Rat	-UTP
Top Opp. & Rat	est.—CBS Film
Top Opp, & Rat	-MysMCA-TVWCAU-S, 6:30-7:9022.6 ing: Western Theater 6.5
Top Opp. & Rat	—Ziv TV
	y-Official FilmsWCAU-S, 6:00-6:3024.0 ting: Abbott and Costello
9.6., Gene Autry-West	L—CBS Film



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

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

promotion, which entails the construction of an artificial jungle in methods of exploiting the item. for 5,000. Lay Potato Chips, which the toy department of the store, is Capp has laid out a program by rides "Ramar" thru the South, has regarded as a clue to the ever increasing push that Television Programs of America is putting behind the merchandising of its shows.

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

The merchandising ultimately does not cost the advertiser anything, it was pointed out this week by Mickey Sillerman, TPA vicepresident. In most cases the advertiser is making an appreciable and probably the most seasoned ing special Cantor sales clinics for expenditure for displays anyhow, full-time sales force in the industry. and would therefore be foolish not The firm today boasts a total comto use the leading character of his plement of 76 salesmen. TV show, who is his chief salesman under the circumstances, as a tie-in for this material, Sillerman said. in advance of the syndication cam-Self Liquidating

promotion for "Ramar" is expected liquidating. While the jungle and animated animals cost upward of \$10,000, the 25-cent admission that will be charged the kids over the next two months will probably cover it.

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

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

was this week scheduled to be greeted in Philly by Mayor Joseph Clark; Crace Kelly, the actress;

is getting set for a renewed push of "Ramar" premiums to both present and prospective sponsors. The tains a lengthy memo on each pre-The proportions of the "Ramar" mium, in which merchandising book. Forst's Meat in Kingston, chief Jerry Capp describes the best which each ad agency or sponsor, just ordered 21,000 of Capp's new a few days after getting the pitch 25-cent Jungle Adventure Kits.

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

> Capp recently devised a new 10cent self liquidator consisting of an autographed photo, membership certificate and card, and a comic N. Y., has placed an initial order

#### Ziv to Top 'Em All on Cantor

· Continued from page 7

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

to national sponsors, and is re- State of Wisconsin, embracing ported to have received a request eight markets. for an option from Annheuserbetter going right into syndication. Beer.

Ziv is bringing to bear the largest

The staff is undoubtedly heartened by the closing of 23 markets kits that Ziv has ever turned out. paign. Also, it is still riding high debut by the middle of January, The present department store on its success with "Meet Corliss which gives them two months to Archer," which it placed into 135 to be mostly, if not entirely, self cities, selling market by market, ever, before debut date.

> erv's Beer has bought Cantor for 10 Midwestern markets, including Chicago, Detroit, Indianapolis and Toledo.

#### Screencraft Execs Sked N. Y. Meeting

NEW YORK, Nov. 6.-Screencraft Pictures will hold a national staff meeting here next week to discuss forthcoming additions to its feature film and syndication property roster. The firm recently took D. C.; WPTZ, Philadelphia; on the new "Jimmy Fidler in WNBK, Cleveland; KING, Seat-Hollywood" stanza for distribution.

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

In the past two weeks, Blatz Brewing, thru the William Wein-Ziv-TV offered the Cantor show traub Agency, bought the entire

And San Francisco Brewing thru Busch. Ziv apparently turned the BBD&O bought the five top West offer down, figuring it could do Coast markets for Burgermeister

> This week and next, Ziv is holdthe staff in Los Angeles, Cincinnati and here. The men are being armed with the most elaborate sales presentations and promotion

> The show is due to make its air get it over the hump.

#### As previously reported, Drew- New Feature For Interstate

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

Stations purchasing the feature package from Interstate recently include: WTOP, Washington, tle; KHQA, Quincy, Ill.; KBTV, Denver; KHQ, Spokane.

#### REVOLVING DOOR

Tom Corradine, Tom J. Corraine & Associates prexy, will leave follywood on Saturday (6) for a 0-day series of conferences with New York associates on new film products to be made available to he 11 Western States he repreents. . . . Don Kearney, ABC Film's ales veepee, was the principal peaker before a business sympoium at Manhattan College last veek. Kearney outlined how the rowth of television has helped to expand the market for both new and established products. . . Nathan Kramer, American-British IV Movies, Inc., partner, left for Europe today (6) scouting for dditional films.

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

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

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

	evious			73		Sets
CONTRACTOR CONTRACTOR	onth's	Title, Type	and Distribut	or St	ation—Day—Tie	
6.3 11.1	Ramar o	the Jungle-	-AdvTPA	w	FIL—S, 6:00-6:	3024.0
	Top O	pp. & Rating	: Waterfront	-	PTZ—Su, 6:45-	
MANAGE AND STREET	Ton O	on & Rating	. Western The	eater	FIL—Su, 10:30-	
2,9 2.3.	Top O	pp. & Rating	: Children's H	lour —	F11.—30, 11.34	KAL SEE I N
p.m. to	Sign-C	ff-Monda	y Thru Sun	day		
1.8 18.3.	I Led 7	hree Lives-	AdvZiv TV		CAU-W, 7:00-	7:3036.9
	Superma Top O	n-AdvFla	amingo Films	ster 10.7	CAU-M, 7:00	
	Badge 7	14-MysN	BC Film		CAU-F, 7:00-	
	Top O	op. & Rating	g: Ford Playhe	ouse 12.9	PTZ-S, 11:00-	
	Top O	pp. & Rating	g: Award Thei	ter 10.7	CAU—Th, 7:00	
	Top O	pp. & Rating	g: Stage "S"	16.3	PTZ-T, 10:30	
	Ton O	pp. & Rating	g: Hopalong C	assidy	CAU—S, 7:00-	
	Top O	pp. & Rating	g: George Got	ocl	FIL—S, 10:00-	
	Top O	pp. & Rating	g: Best of Bre	oadway	PTZ-W, 10:30	
	Top O	pp. & Rating	: Award The	ater	F1L—T, 7:00-7	
	Ton O	on & Ruting	e Mystery Ha	WIL	CAU-Th, 10:	
	Ton O	on & Rating	e: Foreign Inti	rigue	FIL—8, 7:00-7:	
	Top O	pp. & Rating	g: Foreign Int	rigue —	PTZ—S, 7:00-7	
	Top O	pp. & Rating	g: Superman		VFIL—M, 7:00-	
	Top O	pp. & Rating	: What's My	Line?	FIL—Su, 10:30 -	
5.7 —.	.Colonel	pp. & Ratin	g: Boston Blad	ms	VFIL—Th, 7:00- VFIL—S, 7:30-8	7:3031.7
	Top C	pp. & Ratin	g: Beat the C	lock	VF1L—S, 7:30-8	:0947.3
4.2., —.	Offici	at Films		v	FIL—F, 7:00-7	:3034.2
3.3. 3.8.	Drew 1	earson-New	g: Badge 714 MPTV		FIL-Su, 11:00	-11:1522.5
2.7. 3.0.	.Racket	pp. & Rating Squad—Mys.	g: News and : .—ABC Film	Sports v	VFIL—M & W,	
	Top O	pp. & Ratin	g: Various	e = -	11:15-11:45	12.7
1.1 0.8.	Racket	Squad-Mys.	ABC Film g: Late Show.	V	VFEL-Th, 12:0	0-12:30 4.2
0.4 0.4-	Ramar	of the Jungle	-AdvTPA	v	VF1L-Sa, 12:00	-12:30 3.9

Top Opp. & Rating: Detective Time .... -

Communications to 1564 Broadway, New York 36, N. Y.

# Col. Launches Biggest Push For Christmas

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

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

#### Stress Music on KCMO Sked

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

ment, the station's program director, George Stump, and man-but also due for substantial proager, E. K. Hartenbower, said the motion is the album grouping top station is revising its nighttime Victor talent in the program titled schedule to include music from 10 p.m. till 6 a.m. At 10 p.m. each night, the station will bow "Relax day releases are two organ LP's With Hi-Fi," which will be simulcast on the FM outlet as well. At 11 p.m., the "KCMO Night-Owl Club" takes over, with Ken Motley at the helm. From 2 till 3 a.m., a taped segment of the "Martin Block Show" will be aired.

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

#### Rackmil Bloc Gets Control of Decca

NEW YORK, Nov. 6. - Decca prexy Milton Rackmil and a group ord dealers in Southern California, of associates this week obtained and presumably in a majority of control of more than 500,000 other large metropolitan cities thrushares of Decca common stock, out the country, are currently faced thus making Rackmil the control- with an increase of disk pilferage. ling factor of the label. Decca's nine months' statement, which will the situation has been heightened earnings equal to about \$1.40 a greater sales market for extended sponsible for the big increase.

#### JUKE HANDOUTS HIT 500,000

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

# **Big Christmas**

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

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

set, "Christmas in High Fidelity," "To Wish You a Merry Christmas." Also included in the seasonal holiplayed by Virgil Fox.

series packaged in a simulated phonograph panels, when released, seeking to remove operator royalty Christmas card cover. One is Taey will also be asked to forward exemption will again be offered called "Merry Christmas From orders for the record to MOA, up this year.

action by juke box interests to enter to interest the juke box industry in

moves and false starts, a serious Music, Inc., an enterprise formed In the packaged merchandise the recording and music publishing a third copyright licensing organifield, main emphasis is being fields has been launched, with na- zation. This has been promoted to has increased the number of such Effective with this announce- placed on the George Melachrino tional operator support in the operators as a hedge against possible amendment of the Copyright Next week a letter over the sig- Act to remove juke box exemption nature of George Miller, president from the payment of performance

> Bills to amend the Copyright urging support for a new record Act have been introduced regucarrying the National Juke Box larly in each new Congress, but so label. Operators will be asked to far have failed to pass. It is con-Among the EP material is a new slot this disk in No. 1 positions in sidered certain that a new bill

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

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

Dubs of the master recording a number of dealers have suggested have already been auditioned for some juke box association execs, (Continued on page 126)

#### **IMPRESSION**

#### WDOK in Try of All Day Show

CLEVELAND, Nov. 6.-Local radio Station WDOK is revamping its entire programing approach in an effort to create the impression that the outlet's daily schedule is just one giant 221/2-hour long program, rather than the usual series of separate segments.

as host emsees throout the day and night, but their chatter will be channeled into an over-all pattern, so that listeners are never really aware of a program starting or

happy-format treatment.

# Promotion Giveaways to Juke Ops Cost Diskers 50G Yearly

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

By IS HOROWITZ

NEW YORK, Nov. 6.-Juke box operators receive well over 200,-000 free records annually from mapendents seeking to capitalize on thru sampling.

of the country parallels equivalent ploitation. servicing of disk jockeys. And For those diskeries which lay largely for the same reasons. It has great stress on this manner of recaltho there have been some signifi- purchases has been a strong moticant moves to curtail the give- vating factor. Key one-stops, num-

box promotion.

jor manufacturers and top inde- than \$50,000 a year for this purpose. But, like much of the promo- distributors for recommendations. quick exposure of their product tional money spent by the diskeries, a portion is contributed by The sampling service to selected music publishers whose waxed lists of key operators in many parts tunes are tagged for coinbox ex-

become a fixed facet of diskery ord exploitation, the rise of the operations for most manufacturers, one-stop and its effect on operator aways by some large firms who beri g about 35 across the country, feel they have devised more effection act as brakes or stimulants to

tive and economical means of juke the exposure of new wax among operators. They often are selective Manufacturers supplying this in the stock they carry, thus autoaudition service shell out an esti- matically eliminating some platters mated cumulative total of better from the consideration of those rerators who rely on the sub-

#### One-Stop Screening

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

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

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

#### CANADA DISKS

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

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

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

#### JOCKEYS JOIN DET. JUKE OPS IN YOUTH WORK

DETROIT, Nov. 6.-Disk jockeys and juke box operators have teamed up in De-

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

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

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

Copyrighted material

# Nat'l Juke Box Disk Label Gets Going

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

NEW YORK, Nov. 6. - After Young here in New York. more than three years of fitful | Young heads National Juke Box

offing.

of the Music Operators of America, royalties to publishers. will go out to 11,000 route owners (Continued on page 16) which will forward them to Barney

#### DISK THEFTS ON RISE

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

HOLLYWOOD, Nov. 6.-Rec-

# By JOEL FRIEDMAN

The not of alarming proportions,

go out shortly, is expected to show by the growing popularity and share as against 35 cents a year play singles, report the dealers. ago. Decca's big cut of Universal Petty thieves have taken to re-Pictures dividends is largely re- placing an EP single in the sleeve of a standard 45 r.p.m. single disk,

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

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

At \$29.50 a fan, the tour grossed almost \$74,000, out of which the Cricket firm had to pay

NEW YORK, Nov. 6. - More | Quartet, Eileen Barton, Alan Dale, Jerry Vale) must have taken a big plete examination of every record bite out of the gross figure.

Regular Plan

On the strength of this test tour on a multi-city basis (the first promotion was a Boston-only trip) Jiminy Cricket's head man, Harold S. Low, has decided to put the multi-city plan into regular operation, with the next tour scheduled for February 19-20.

Again it will originate from Boston; Baltimore; Washington; Harttransportation, hotel, meals, and ford, Conn.; Providence; Springentertainment costs. Talent costs field, Mass.; Lewiston, Me., and Dealers in Los Angeles are in ments as "we'll be back in five on the four-and-a-half hour Satur- Portland, Me. Deejays Stan Rich- agreement that EP's constitute the minutes," "back now to music after day night show alone (23 recording ards and Alan Dary, both of main problem. Thus far, the only the news," etc. Remotes will be sartists, including Vaughn Monroe, WORL, Boston, spearheaded last solution proffered is that of allow-Don Cornell, the Billy Williams month's tour on the jockey level. ing only jacket display of EP's.

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

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

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

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

Charles Inman, Music City disk buyer, points to the thoro accounting of records that go in and out of a listening booth, with an attendant admitting customers to a specific booth by means of an

Different deejays will take over

In line with this, Willard L. Dougherty, WDOK's veepee in charge of sales and operations, is

# Court Impounds AFN DEEJAYS GET Glenn Miller Masters

cision of U. S. Southern District deliver the offending masters to a Court Judge Archie O. Dawson Special Master appointed by the that the Clenn Miller masters of court and prevents the defendant the A.F.N. Record Company be impounded, in the infringement action brought by various music publishers and the Glenn Miller estate, is regarded as precedental by the entire music field.

The decision, rendered Wednes-

#### NEWS REVIEW

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

By IS HOROITWZ

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

such releases recently have been order that the masters be im- contract, and the firm has no inseveral put out by Columbia. Un- pounded. Heretofore in infringe- tention of doing so at this time. der the general title "Introduction ment cases where a disk manufacto Masterworks," the disks consist turer was producing and selling to make concerning reports of of excerpts from standard repertoire. Artists are from the top of the classical roster, including such conductorial talent as Andre Kostelanetz, Sir Thomas Beecham, Efrem Kurtz and Erich Leinsdorf.

The selections are chosen from works that have proven appeal for ody. Titles include Tchaikovsky's "Swan Lake" and "Nutcracker Mozart's "Eine Nachtmusik," Offenbach's "Gaite Parisienne" and Bizet's "Carmen." Judicious editing limits the ex-(Continued on page 16)

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

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

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

#### Leslie Distribs to Open Pitt. Branch

NEW YORK, Nov. 6. - Leslie Distributors, pioneer one-stop headquartered here, will open its third branch next week. The new facility will be located in Pittsburgh and will serve the surround- and this only since October 4. The ing territory in West Virginia and Ohio, as well as the Pittsburgh blues, as such, is a palatable fare

be Sam Lane, formerly of Philadel- programing of clean disks. phia, who more recently handled sales for Leslie in up-State New write-in campaign by readers, York. The new one-stop will op- especially ministers and parents. tor building in Pittsburgh. Leslie The Courier, which also suggests ported contemplating use of the the platter have been shipped and also operates a branch in Hartford, these people send letters to their development to be tied in with the Eddie Fisher fan clubs are or-

NEW YORK, Nov. 6.-The de- day (3), requires the defendant to from selling disks made from these masters until all royalties are paid up. Additionally, the court states that royalties shall be paid in the sum of 2 cents per record manufactured, plus damages of three times such amount, amounting to 8 cents, plus taxable costs and reasonable counsel fees.

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

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

Impounding Facet

# VIC'S VICKS

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

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

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

NEW YORK, Nov. 6.-Cadence Record execs this week stated that Julius La Rosa was under option to the diskery for two more years and that he could only leave the company if released. The statement was made in answer to a story in last week's Billboard that the warbler was negotiating with A facet of the case which Coral Records. According to Cahas occasioned much satisfaction dence brass La Rosa has made no Among the more attractive of among publishers lies in the court's request to be released from his

> Cadence execs had no comment records without a publisher's li-strained relations between La Rosa

(Continued on page 16) and the firm.

## Woolworth to Market young listeners, and there is no Own Disks in England

worth stores will soon enter the by other manufacturers that with graph records. Altho facts con- lose out. No information concernmove were shrouded in secrecy, it Woolworth label were known, exown shops in this city and thruout the country at a lower price than WHEATIES that charged today for popular records. The chain will limit itself, for the present at any rate, to popular 78 r.p.m. disks.

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

#### Courier Joins Campaign Vs. **Smutty Disks**

CHICAGO, Nov. 6.-The industry campaign to wipe out the "bad taste" element of the rhythm and blues field, got a terrific assist this week by The Courier, the weekly

The Courier has been fighting the smutty record plague for more than a year and recently stepped up its efforts to aid the music industry in its campaign. This week's issue of The Courier poses a frontpage story decrying irresponsible disk jockeys who, it is pointed out, can most readily help in the drive on questionable recordings.

Listed among the stations cooperating in the campaign is WDIA, Memphis, which has already banned 25 disks as unfit, Courier stated that rhythm and when good taste is used and there-Manager of the new outlet will fore urges continuance of r.&b.

The Courier is inaugurating a

LONDON, Nov. 6.-The Wool- | a lot of records, and it was feared record field and will manufacture the chain offering records at a and sell their own brand of phono- lower price, some of them might cerning the startling Woolworth ing the names of the artists on the was ascertained this week that the cept that the chain is reported to chain would sell these disks in its have already cut American artists.

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

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

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

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

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

A number of national advertislocal and metropolitan newspapers. their magazine advertising.

# CMDJA to Hold Its 1st Annual Session

NASHVILLE, Nov. 6. - The | City, Mo., treasurer. Country Music Disk Jockeys Assomeeting here on Thursday (18). CMDJA was formed last year.

will work as follows: At 8 a.m. there will be a board of directors meeting which will last for one hour. After that from S to noon there will be a general meeting, which will be both a lecture and a participation session. At noon the luncheon will be served for members only. After lunch the general meeting will resume and continue until 4:30 p.m. At 7:30 p.m. there will be a banquet for members and their wives plus a few industry guests.

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

#### MIXED ARTISTS

# MGM to Issue 'Heart' Album For Holidays

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

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

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

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

#### FISHER TUNE

#### New Label Offers Plan To Dealers

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

Now that Joy Music has lifted its restriction on the tune, New Disc is promoting the Johnson record all over again this week, with 2,500 new deejay copies going out, and the canary visiting jockeys in Boston and Hartford, Waterbury, and New Britain, Conn., accompanied by Joy's promotion manerate out of the Seeburg distribu- These letters will be printed by ers, among them Philco, are re- ager Harvey Celler. Title strips on ganizing to push it nationally.

The board members of the association will hold its first annual ciation are: Jim Brooker, WMIE, meeting here on Thursday (18). Miami, chairman; Eddie Hill, This will take place one day prior to the opening of the National Disk Sedalia, Mo.; Tom Jackson, Jockey Festival, at which the WKAB, Mobile, Ala.; Hardrock Gunter, WWVA, Wheeling, W. The CMDJA, which now has Va.; Smokey Smith, KRNT, Des 120 members, has laid out an agenda for its first confab. This Calif., and Lute Williamson, Holyoke, Mass.

#### BING'S E. T.

# Crosby to Mix Live Music, Disks on CBS

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

The Crosby show, which tees off November 22 at 9:15 p.m., will also introduce an innovation in guest-interviews for the groaner, with Carl Sandburg and big-name guests of a like non-show business character slated to appear on the show. Crosby will warble several numbers with the Cole outfit, but on certain songs, which require the use of a fuller musical backing, the singer will spin his own recordings instead, with his new "White Christmas" album for Decca sure to get plays on the first few programs. From time to time, record-(Continued on page 18)

#### Christmas: Songs Old, Words New

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

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

The Eartha Kitt record winds up with the line "and remember, Santa, it's only 365 days until next (Continued on page 16)

#### **NBOA Forms Joint** Committee to Push **Dance Business**

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

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

## **VOX JOX**

By CHARLOTTE SUMMERS

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

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

The Mad Turk, WESA, Charleroi, Pa., adds his criticism of the off-color lyrics: "On the subject of r.&b. music-it should be cleaned up. This type of music in our area is very commercial but no deejay in his right mind should ever program r.&b. music which is suggestive or immoral. Many young people like to listen to r.&b. music. Reason enough? I think so." . . . Ralph Faucher, WTAQ, La Grange, Ill., sends along his philosophy which more or less covers this controversary. (Continued on page 74)

#### DEALER DOINGS

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

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

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

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

## JUKE BOX WRAP-UP

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

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

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

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

# Biz; Black to Set Up Firm

CHICAGO, Nov. 6. - Coinci-McConkey Artists Corporation that the firm was dropping its band department to devote full time to the TV film field, Bill Black, vicepresident of McConkey and head of that agency's band department, announced he was resigning to form a new firm, Orchestras, Inc.

MAC's Dick Shelton announced that his firm had dropped from the band business to concentrate on its new contract to represent Governor Films. Bill Black is resigning as of November 15 and will take with him such former MAC properties as Russ Carlyle and Don Reid. Other band leaders in on the new Orchestras, Inc., are Larry Faith, Jimmy Featherstone and Ray Pearl. The new outfit will be located at 322 S. Michigan .. venue, Chicago.

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

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

#### R&B Stars to **Play Benefit**

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

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

# **Brubeck Signs** Milestone Pact

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

Brubeck and his combo are to be featured in the filmed series in a format designed "to bring an Gartner.

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

#### MAC Exits Ork COL. CHRISTMAS LP FOR FREE

TORONTO, Nov. 6.-Something different in the way of Christmas carols for radio programing is being offered by Columbia Records of Canada,

A letter has gone out from Frank M. Jones, sales promotion manager, to all the radio stations offering gratis the Columbia LP "The Christmas Mood" which he believes will help in planning a station's Christmas programing. The problem faced by the stations, believes Jones, is a tendency to forget the real meaning of the time of year.

#### Columbia, S-B Align to Form Music Pubbery

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

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

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

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

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

#### Eisenhower Signs Copyright Confab

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

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

#### Sellout Looms for **Electronic Show**

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

Regulations governing the show understanding of contemporary stipulate that manufacturers desir- Show, Inc. jazz to the general public," ac- ing to exhibit must be members of There with Eastern group; the Association of separately.

**NEWS REVIEW** 

# Modern Jazz Sets Seek to Satisfy Fans

By JOE MARTIN

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

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

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

#### Quartets

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

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

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

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

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

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

There will be 203 exhibit booths cording to Milestone President Lou one or more of the four co-sponsor- available in the exhibition hall of ing trade associations: the Radio- the hotel as well as 113 rooms in Electronic-Television Mfgrs.' Asso- the display room area. Each of the ciation; the Sales Managers' Club, two categories will be drawn

'STAR BORN' POLICY AT COCOANUT.

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

CAP DISK TEAMS

MARTIN AND COLE . . .

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

PEREZ PRADO SET FOR 19 ONE-NIGHTERS . .

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

MARINE ROOM TO DROP FLESH PRESENTATIONS . . .

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

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

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

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

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

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

Hal Jovien's Premiere Artists agency last week added six clients, bringing the firm's artist roster to 12 in only three months of business. Added were Lucille Norman, Bob Rockwell, Captain Jet, Hank Weaver, Phil Moore and Louise O'Brien. Jovien also represents Ina Ray Hutton, Bill Ballance, Hawthorne, Dave Brubeck - Gerry Mulligan- (A.F.N.): Templeton will appear on Ruby Mercer's Mutual Hunts Hall, Marianne Owens and Van Alexander.

COUPLE IN THE DITCH

# 1-Nighter Packages Find Road's Rocky

By BOB ROLONTZ

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

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

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

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

Tough Time

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

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

**News Review** 

· Continued from page 14

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

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

RCA Begins

Continued from page 13

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

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

Canada Disks

Continued from page 13

pushed thru the machines, a jump of 75,000 from the previous month. far behind the 33's. Sales of 78's other publishers this year, with (Continued on page 99) platter increase from August.

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

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

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

#### Court Impounds

Continued from page 14

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

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

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

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

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

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

settled on five days' notice. Trade View

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

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

#### Many Versions

Continued from page 14

Christmas," paving the way for still another version in 1955. Similar In the 12-inchers, the 78's are re-vamp jobs were performed by "Rudolph, the Red-Nosed Rein-Who).

# FOLK TALENT & TUNES

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

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

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

Jack Turner, RCA Victor artist of Montgomery, Ala., was voted the c.&w. performer best suited to portray the role of Hank Williams in the forthcoming M-G-M film, "Cheatin' Heart," in a poll conducted by columnist Fred Woodress in The Birmingham Post-Herald. Woodress had readers of his Coffee Cup Comments column mail in their suggestions. Of 576 readers replying, Turner was the choice of 357. Uncle Jim Atkins, singer, songwriter and deejay on WBRC, Birmingham, was see (Continued on page 93,

# RHYTHM & BLUES NOTES

By BOB ROLONTZ

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

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

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

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

We say this notwithstanding the fact that we were 4,871, listed at \$7,227, conare willing to bet dollars to donuts that a lot of trasted with 53,057 LP's listed at deer" emerging as "Rudolph the what we would call r.&b. records are included in \$277,271. This figure is nearly Red-Nosed Mambo," and "I Saw that 42.5 hours devoted to pop wax. Somehow we twice the sales of August. Septem- Mommie Kissing Santa Claus" rebelieve that many pop jockeys and/or station man- ber shows a dropping off in pro- styled as "I Saw Mommie Doing agers would consider the Chords' record of "Sh- duction from sales, the a 12,000 the Mambo (With You Know

#### HULMAN ADDRESS FORE COPYRIGHT ORG . . John J. Schulman, attorney for s Song Writers of America and e Songwriters' Protective Assoition, was scheduled to address meeting on Monday (8) of the s Angeles Copyright Society. hulman's talk is titled "Motion ctures in a Changing Copyright 'orld." It is expected he will disss progress of the \$150 million it filed by SWA against BMI and e networks, and also touch upon odification of the existing 28ar U. S. copyright term.

#### ED NICHOLS FILM ET BY PARAMOUNT . . .

reats and disappeared from his as stricken with polio. Nichols of 1955. ves and works in Hollywood toay, helming his Five Pennies

#### CA'S DEUTSCH BACK ROM EUROPEAN TREK . . .

Adolph Deutsch, president of he Screen Composers' Association, eturned to Hollywood last week rom a seven-week tour of Europe, isiting London, Zurich and Paris a connection with the representaion of American composer organiations. Deutsch conferred with officials of Suisa in Zurich, Switzer-





"KING" COLE Capitol #2949

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# MUSIC AS WRITTEN

society's litigation against unli- It's called "Cantonese Delight the the latter will still be free to censed music users. He also conferred and established liaison with the British and French composer groups in behalf of the Composers' Guild of America and also met with officials of the British and French performing rights societies. ERIN ACQUIRES

CHOICE' TUNES . . Keefe Beasselle's Erin Music Paramount Pictures will produce Publishing Company has acquired film titled "Intermission," the the complete score of eight songs ory of the disappearance during by Clifford Manning and Roger ie '20's of Red Nichols of Five Andover for the new musical, ennies fame. Nichols is generally "Matter of Choice," opening in ensidered one of the all-time jazz London next month with top British comic Max Bygraves. Plans are roadway haunts during the early currently in the works to bring the O's when his daughter, Dorothy, show to Broadway in the spring

#### 'ATHENA' CONTEST WON BY CHICAGOAN . . .

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

#### GOLDEN BELL, RYLAN PACT HOFFMAN . . .

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

#### LATIN MAMBOS TASTE CHINESE DISHES . . .

2 GREAT SONGS

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\* "WHEN I THINK

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

land, in connection with the Swiss follow the Chinese tradition too. | Clef has just signed Harry Carney Mambo."

#### New York

Leeds Music is acting as selling agent for Hub Music's "Teach group. . . . Jimmy Boyd will ap-Me Tonight" and Manor Music's pear on the Ed Sullivan TV show "Where Can You Be?" Exploitation on the two ditties is also being Holtzman, of Epic Records, has handled by Leeds. . . . Mills Music signed a new group, the Four has acquired the American and Canadian rights to the German song "Fata Morgana." English lyrics for the tune are now being commissioned.

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

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

Cindy Lord, formerly with M-G-M, is now recording for Sheraton Records, Boston. Mike Cas- Music, concerns a dwarf named sone, personal manager of thrush Phroomf. Phroomf is only eight Dorothy Forbes, has been squiring the canary around Boston and Philadelphia to help push her new Jubilee platter. . . The Kelly Nor-wood ork and The Madhatters have a new release on Accent Records. "Beware of It," currently building via Johnnie and Jack's RCA Victor Records, is published by RFD Music.

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

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

#### **FLOOD LOSES** ON 2 COUNTS IN **BOUT WITH CAP**

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

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

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

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

record with Duke Ellington. . Dave Cavanaugh of Capitol Records, in town for three weeks, has signed the Nuggets, a new vocal on November 21. . . . Marvin Deuces.

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

#### Chicago

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

#### Hollywood

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

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

#### Bethlehem Diskery Opens Coast Hqs.

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

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

#### Deejay Ross to Do Sportscasting Job

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

work. He did sportscasting for WMGM in New York and also worked Brooklyn Dodger radio network broadcasts.

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

recorded by:

Les Faul-Mary Ford Capitol
Laurie Loman
Marian Marlowe
O. B. Massingili & His OrchestraEpic
Rifa Robbins RCA Victor
George Morgan and
Anita Kerr Singers Columbia
Betty Johnson Bell

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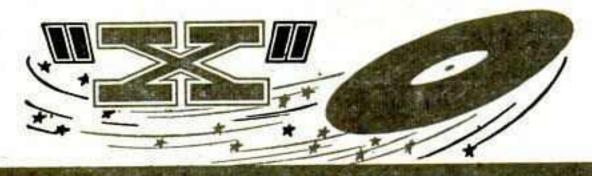
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#### CURRENT AND CHOICE LISTING

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



#### NEW RELEASE LISTING

#### THE ALAMO

Echo Polka

NORM "MOOD INDIGO" PETTY

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

#### VERA CRUZ

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

SOMEBODY GOOFED

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

WHEN ARE YOU COMING HOME, JOE?

Butterscotch Mop DINAH KAYE 78 rpm X-0074 (45 rpm 4X-0074)

A Product of Radio Corporation of America

RECORDS MARK THE HITS!

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

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

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

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

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

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

#### WOAI Show for **Barclay Russell**

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

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

#### Bing's E. T.

Continued from page 14

ings by other artists will also be played.

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

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

#### MENTAL BLOCK ABOUT STEELE

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

In a letter to Steele last week, addressed to "Dear Mr. Block or Mr. Steele," she plaintively inquired "Why, oh, why do you have to pretend to be somebody else? Don't you have to rush from WOR at 2 p.m. to get to WABC for the Ballroom program? 1 suppose you do unless one or the other is transcribed."

#### WARNERS SEEK **GARSON TIE-UP**

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

#### 'White Christmas' Available on 78

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

This is the first time Decca has released an album on 78 since the album business became all EP and LP. However, Decca execs emphasize that only one 78 run will can be done. Who says record be made, with orders filled on a don't have any direct effect on the first-come-first-served basis.

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

HOLLYWOOD, Nov. "County Barn Dance Jubilee," new live Western teleshow, premiere here this week, emanat from Foreman Phillips' ballroom surburban Baldwin Park, Calif.

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

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

#### Huskey's 'Drunk' Cramps Bar Play

CHICAGO, Nov. 6.-Len Ell disk jockey on WJOB, Hammon Ind., with his program "Uncle Les Rhythm Roundup," has stirred quite a fuss. Several weeks a Ellis began programing Ferl Huskey's Capitol recording of "Tl Drunken Driver," a narration poe concerning a driver involved in accident in which two childre were killed. The immediate rea tion to this spinning was a phor call from a local bartender askir Ellis to stop playing the record b cause it was hurting his busines

Ellis continued to play the war ing because local interest place the disk on his top 10 number Each day brought new calls from local bartenders, until this wee Ellis was contacted by the ba tender's union. The union claime it was being flooded by complain from bartenders. The union plan to have representatives meet wit Ellis in an effort to see if anythin public?



	Billboard	Cash Box	Variety
DARLING, I LOVE YOU (Republic) SAMMY KAYE ORCH. (Columbia)	77 (Good)	B (Very Good)	
DOWN SOUTH (E. B. Marks) SOPHIE TUCKER (Mercury)	Satisfactory	C+ (Good)	Very Good
IT SHOULD'VE BEEN ME (Progressive) THE TOP HATTERS (Cadence)	Spotlight	(Very Good)	
LET ME REMEMBER (BMI Canada) JULIETTE ("X")	74 (Good)	(Very Good)	Good
THE ROBBINS (Spark) THE FOUR ESCORTS (Victor) BILLY MAY (Capitol)	86 (Excellent) 76 (Good)	R and B Sleeper B (Very Good)	1
MAMBO BABY (M & M) GEORGIA GIBBS (Mercury)	71 (Good)	Disk of the Week	Good
MARILYN MONROE MAMBO (Peer International) PEREZ PRADO ORCH. (Victor)	75 (Good)	B (Very Good)	
MIDDLE AGE MAMBO (Radon) SOPHIE TUCKER (Mercury)	Satisfactory	B (Very Good)	Good
ONE A TWO TIME MORE (GII) RONNIE GAYLORD (Mercury)	76 (Cood)	B+ (Excellent)	**
READY WILLING AND ABLE (Daywin) GARY CROSBY (Decco)	74 (Good)	C+ (Good)	Good
SHOW ME (Trinity) THE ROVER BOYS (Coral)	Spotlight	B+ (Excellent)	Cood
THAT'S ALL I WANT FROM YOU  (Weiss & Barry)  JAYE P. MORGAN (Victor)  DICK JACOBS ORCH. & CHORUS  (Coral)	Spotlight 70 (Good)	Disk of the Week C+ (Good)	Best Bet
WE'LL BE TOGETHER AGAIN (Marmor) ROSEMARY CLOONEY (Columbia)	78 (Good)	Disk of the Week	
YOU'VE GOT IT (Tannen) THE ROVER BOYS (Corol)	Spotlight	C+ (Good)	Very Good

BRUADCASI MUSIC, INC. NEW YORK 17, N.Y. NEW YORK . CHICAGO . HOLLYWOOD . TORONTO . MONTREAL

A SPECIAL SECTION ON PROGRAMING IDEAS AND DATA FOR DISK JOCKEYS

The Billboard 7th Annual

# MUSIC-RECORD PROGRAMING GUIDE

# Deejays' Importance Opens Doors to Expanding Activities

The status of the disk jockey as an indispensible medium of record promotion has brought him opportunities beyond the sphere of mere record spinning. The reasons are quick to see. He's not only important to the record company. The music publisher finds him a necessity, as well, in an industry that's pegged to records and performances. His function in exposing new material to the public, and quickly, is basic to the music business.

As an integral factor in pop music, the deejay would be somewhat less than human if he didn't capitalize on his unique position. By expanding into allied fields, he may sometimes earn some extra money, but he also strengthens his hold on his audience, learns much about fluctuating public tastes from a vantage point other than his turntable and most often returns to his main job with even more discerning know-how.

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

#### Rare Payment

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

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

Los Angeles deejays have been as active as those from any other area in promoting allied endeavors. Radio Station KLAC's "Big Five," for instance, consisting of Alex Cooper, Peter Potter, Jim Ameche, Gene Norman and Dick Haynes, all have other interests. Cooper has promoted dance dates; Potter airs his "Juke Box Jury" TV and radio shows; Ameche is the featured narrator on Capitol Records' "Omar Khayyam" package; Norman operates a night club, publishing company and diskery and is one of the country's most active jazz concert , now pacted to the Majar label.

#### **DEEJAYS WHIRL** WITH WORK IN ALLIED FIELDS

Just how prevalent are the instances of disk jockeys working in other phases of show business? The current Billboard survey shows that hundreds of platter spinners are involved in such diverse expansions of interest as retailing, publishing, writing, managing, performing, juke box route ownership and promotions. The latter, promoting personal appearances within their broadcasting areas occupies more deejays than any other phase of expanded show business interest.

Here is the breakdown: Twenty-four disk jockeys replied that they operated retail record and music stores, 184 promoted personal appearances, 169 were performers themselves, 73 said they were songwriters, 35 managed performing artists, 10 owned juke box routes and nine were in the music publishing business. In addition, there were 55 disk jockeys who listed many varied occupations (other than deejay).

promoters, and Haynes has also promoted local dance sessions.

DJ Activities Frank Bull (KFWB) promotes an annual Dixieland concert and until recently, had an interest in a record label. Johnny Grant (KMPC) helms an active USO overseas tour. As in many other territories, West Coast deejays have also quite naturally made the jump to television while retaining their radio status.

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

In Boston, Bob Clayton (WHDH) handles chanter Bob Dini, and Sherm Feller has an interest in the pubbery Roxbury Music and has written many songs. In addition, Feller takes an active interest in his wife's career. She's Judy Valentine, who has recorded for RCA Victor and is

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

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

In the Midwest the pattern is just as evident. Howard Miller, a free-lance deejay on radio and video, frequently engages in "outside" activity. Just recently Miller headed a package stageshow which he presented for three weeks at the Chicago Theater. On the bill were his wife, June Valli, plus Jerry Vale, Lola Dee, the Four Tunes, Mambo Aces and comic Leo De Lyon. Air plugs helped boost attendance.

Chicago deejay Jay Trompeter (WIND) recently made a successful jump into the promoter field when he hired the Blue Angel on an off-night to present the first in a series tagged "An Evening With. . ." Featured in the initial event was songstress Mabel Mercer. More "Evenings" will follow. Trompeter is currently dickering to produce an all-Chicago musical for legit presentation.

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

Gene Nobles' WLAC, Nashville, show has long been the mainstay of the Randy's Record Shop mail order operation out of Gallatin, Tenn. The team of Nobles and Randy Wood spawned the biggest mail-order record business in the country and the successful Dot label.

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

It is no secret, of course, that untold numbers of disk jockeys work at writing songs or as recording artists. Particularly in the country and western market do many artists double as platter spinners on local radio stations. In the rhythm and blues field, it is not uncommon to find disk jockeys who manage performing

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

#### EDITORIAL

## Local Radio Keystone

Radio-now in its fourth decade-has made the full circuit of the electronic orbit-and the disk jockey has emerged as its most shining satellite. Loosely termed an announcer in the years when crystal sets and superheterodynes were news, the jockey in earlier years was more often than not a man of all work. He was part-time engineer and part-time salesman in addition to his chores as announcer and platter spinner. Thru it all, he became an integral part of the fabric of radio.

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

The Mainstay

So today, when much of the froth and glamor has left network radio, it is surely logical and just that the disk jockey be recognized for what he is-radio's mainstay. He it is who is chiefly responsible for the healthy condition of local radio, and upon his shoulders rests to a large degree the responsibilities entailed in serving the listener, the station and the advertiser.

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

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

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

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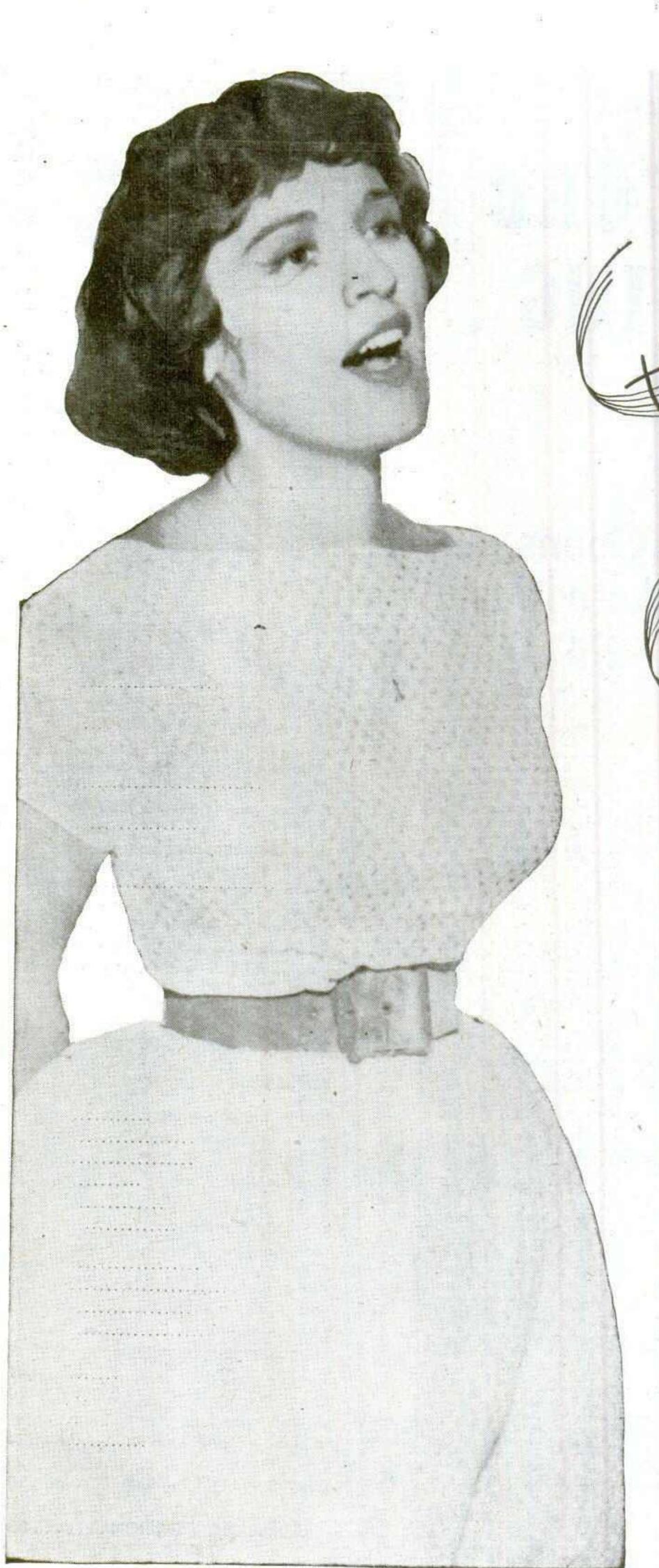
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THE BILLBOARD





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

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

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

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

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

TV Nixed

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

On the other hand-and in a more encouraging vein- the West Coast's Al Jarvis, whose deejay career antedates even Block, is wholely in favor of video jockey shows and has made the swing to the new medium with ease. In addition to his KFWB radio show. Jarvis conducts an across-theboard afternoon TV show over ABC-TV's local Hollywood outlet. The show, which spotlights new talent as well as records, is one of the better-rated programs in its time slot.

H'wood Success

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

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

#### Dixon-Mack

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

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

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

Scarce in N. Y.

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

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

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

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

#### TRANSCRIPTION SHOWS UP FOR SYNDICATION

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

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

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

Russ Morgan Show (records and chatter). Langworth. Don McLaughlin's Club Time (records and chatter),

Clubtime Productions, Hollywood. Don Davis Show (country and western records and chat-

ter). Don Davis, Cincinnati. Alan Freed (rhythm and blues records and chatter), WINS, New York.

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

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

**EDITORIAL** 

## Keep on Your Toes!

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

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

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

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

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

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

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

#### **NEW HORIZONS**

# Kidisks Offer New Future for Deejays

By JOEL FRIEDMAN

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

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

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

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

#### Radio Success

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

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

Capitol Records currently has a promotion directly slanted to

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

#### Kidisk Show

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

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

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

#### Hit Versions

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

Copyrighted material

**NEW HORIZONS** 

# Concert-Type Music Enjoys Steady Gains

By IS HOROWITZ

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

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

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

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

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

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

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

Loyal Audience

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

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

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MISTER SANDMAN (I'll Be With You)

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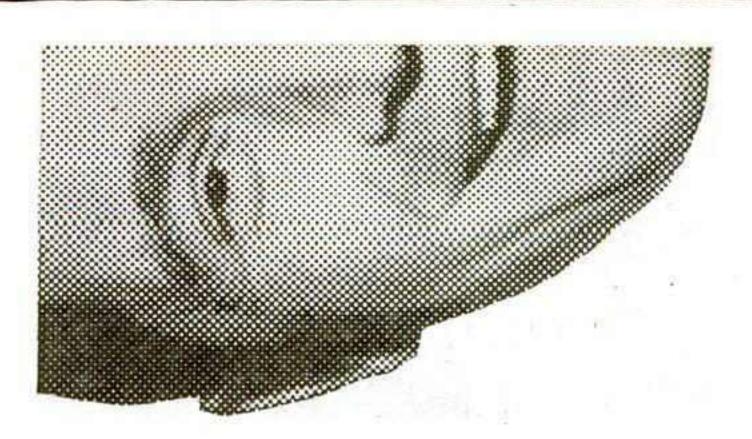
thanks a million for playing my Capitol albums

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

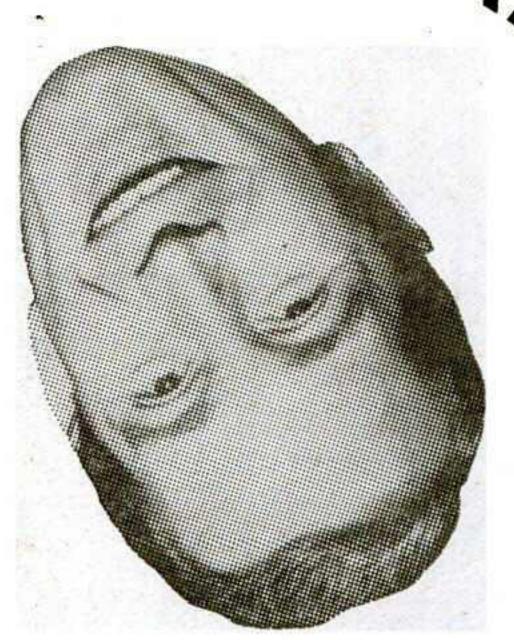
Best Wishes Josephe Bearon

#### Mother Fletcher says:

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



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papa loves mambo the things I didn't do

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**DECCA #29268** 

# Star Record Shows Woo Web Listeners

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

· Continued from page 1

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

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

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

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

#### Fair to Indies

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

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

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

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

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

Transcribed Shows

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

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

"Hour of Stars," incidentally, was sold in more than 400 markets during its first year.

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

### Stations' Managers Dub Disk Jockey King of Local Radio

• Continued from page 1

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

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

printed media survived.

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

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

WEB RADIO'S TRANSCRIBED DISK SHOWS

NBC

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

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

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

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

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

CBS

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

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

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

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

MUTUAL

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

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

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

ABC

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

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

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

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

nade (records and chatter), Sunday, 3:05-3:30 p.m. Big Jon and Sparkie's No School Today (kiddie records,

chatter), Saturday, 9-10:30 p.m.

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

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

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

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

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

#### Kidisks Offer

Continued from page 21

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

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

# WSM Shows the Way

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

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

These 800 will pay their way to attend the sessions—just as enthusiastically as they did in previous years—for the gettogether provides the ideal sounding board for problems of interest to the entire music-radio world.

Pertinent Discussions

Program formats, records and musical categories, station and sponsor problems, and most important—how to hold the listener. All these pertinent matters, and many more, are aired by this most enterprising group in the most congenial of atmospheres. For the host station, WSM, has become virtually synonymous with much that is considered musical Americana.

The festival began in a small way three years ago. In a brief span of time it became truly national in scope, testifying to the soundness of the original conception. The benefits of the festival accrue to the entire music-radio industry. The credit rests with WSM.

**NEW HORIZONS** 

# There's Lotsa Jazz; So Take Your Pick

Probably never before in history of the recording industry has so much jazz been available on records for radio station programing. New Orleans, Dixieland, Chicago, Kansas City, swing, bop, modern—it doesn't matter what type, it is all available today on LP or EP disks. There is hardly an era in the history of jazz that is not covered and there is hardly an important jazz figure who is not now represented on wax with at least a few—and often a great many—recordings.

Rare jazz records that collectors fought for only a few years ago on 78's have been cleaned up soundwise and reissued again on LP. Scarce piano rolls that contained some prize performances by jazz greats are also being issued now on microgroove records. Tapes of jazz concerts and radio shows, including the audience applause, are available in depth on LP and EP, and more keeping coming out all the time.

New Technique

Contemporary jazz recording men have evolved a new recording technique inspired by the long playing microgroove records and have started turning out fuller and more creative jazz sides than were previously possible. They have discarded the threeminute rule and allowed the musicians to play the music as they feel it, without the necessity of worrying about the clock. Some of the new LP records feature only one or two tunes on a 12inch side, and they reveal the imagination and creative ability of a modern jazz artist almost as tho he was playing in person instead of for recordings.

In addition, for the first time new jazz disks are being recorded under hi-fidelity conditions, with the expert technical care usually reserved for classical waxings. No longer does a jazz artist have to sound differently on records than in a night club or concert hall.

New Doors

These advances in recording technique, the type of jazz record, and the tremendous amount of material now available, open new doors for jazz programing on the part of stations and deejays. A jazz show does not have to be limited to one type of music; no longer does a station have to plan a show based around the same records every week. There can be hi-fi jazz shows featuring jazz records made under hi-fidelity conditions. There are even binaural jazz records on the market, in case any station is planning a binaural record show.

It is possible to program a "his-

tory of jazz" show, starting out with jazzmen of the Storyville era and including just about every great jazz artist from King Oliver to Gerry Mulligan. Jazz shows can be built around bands, blues singers, pianists, trumpet players or guitarists, based on a chronological or a contemporary theme. A show that touches on jazz thruout the world is also a possibility, with records now available of jazz artists from England to Japan. And it would be an easy task to present a show featuring great jazz artists on records, starting with their earliest waxings and illustrating their growth and development as musicians from then until today. A complete musical life of Louis Armstrong, Benny Goodman, Bix Beiderbecke, Count Basie, Bessie Smith and other jazz immortals is available on records.

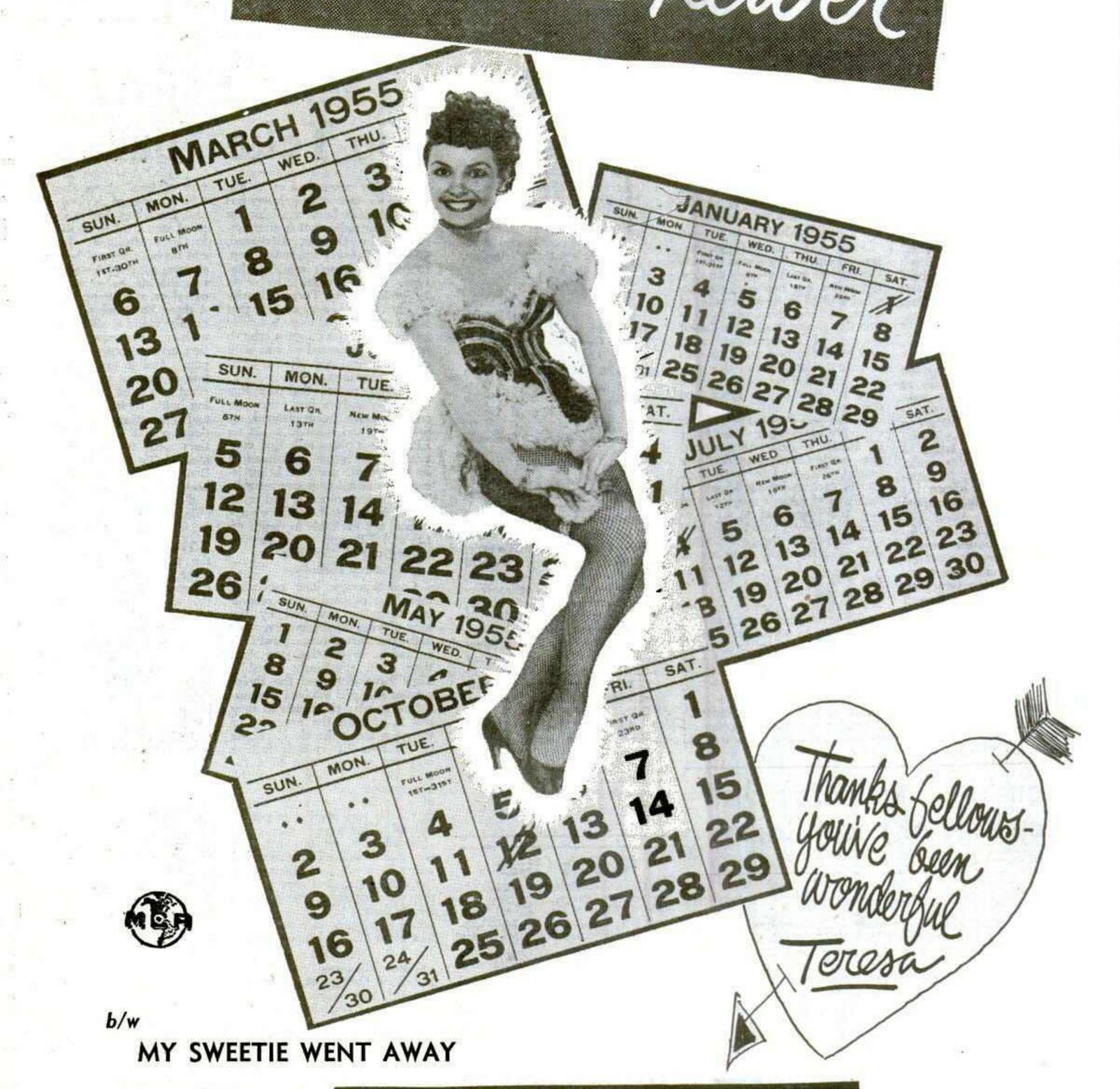
Specialization

The great number of labels in the packaged field today may make it appear difficult to determine who is releasing what, but this is not as hard as it seems. Most of the indie jazz labels specialize in certain aspects of the music, and the major labels, tho they do not actually specialize, are strong in certain jazz areas. It is not possible here to give a detailed breakdown of the records being issued by every jazz label, but it is possible to present a general idea of the type of records being released by the key jazz

Early jazz records are now becoming available on LP and EP sets via the records being released on Riverside and "X" Records. RCA Victor, one of the few companies with a great deal of the early jazz records in its vaults, has made these masters available to its subsidiary label, "X," and the latter firm has been releasing treasured sides from the 1920's and 1930's. Riverside Records has been issuing sides taken from masters of the now defunct Paramount, Gennett and other famous jazz labels, and has also been transcribing piano rolls to disk. RCA Victor and Columbia have some fine sets out of early jazz, such as the latter's Bessie Smith set. Many labels have also released sets with Dixieland and New Orleans music, played by contemporary jazzmen, or by oldtime greats who have returned to recording.

Jazz of the 1930's, especially the music of the big bands, is concentrated mainly on the large labels, RCA Victor, Columbia, Dec-(Continued on page 58)





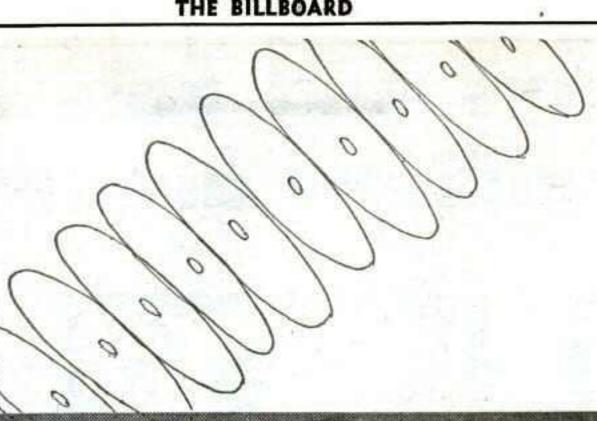
**CORAL 61286** 

CORAL RECORDS

America's Fastest Growing Record Company

www.americanradiohistory.com

Thanks D.T. Str.
Apining Italia
Top 2000





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**CORAL 61206** 

# DON GORNELL

Personal Management

MANNIE GREENFIELD

9 Rockefeller Plaza New York City, N. Y.

Exclusively on

CORAL RECORDS America's Pastest Growing Record Company

# to the guys and gals who bring music to millions around the clock



New day -- and eager for another whire at the new disch



"... Better hurry or you'll miss the 8.06"



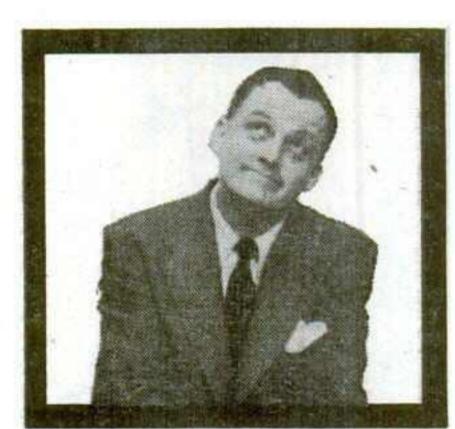
10 a.m. 56 records later



I p.m.

Reaction to new

art Carney record



(this beats working)



"Oope, wrong label"



8 p.m. 196 records later



"who me! Midnight to dawn! Impossible!"



midnight
"... and now, for the first
time in history, 6 hours
of continuous music with
a 120-record medley-- no

commercials, no gab...

Thanks, Deejays, for your co-operation . . .



G. Reg. U. S. Pot. Of. Morces Registrades Trade Marks "Columbia," "Mosterworks," (5).

www.americanradiohistory.com



• Best Sellers in Stores

Lan Week Chair

The Billboard

NOV.6

1. HEY, THERE-R. Clooney....
This Ole House-Col 40266-ASCAP

3 14

The Billboard

OCT.30

This OLE HOUSE-R. Clooney....

1. THIS OLE HOUSE-BMI

Hey, There (3)—Col 40266—BMI

and Now!

"MAMBO ITALIANO"

b/w WE'LL BE TOGETHER AGAIN

Coseman Chane Coseman Chanes :

> COLUMBIA 40361

Disc Jockayofor the spins. that put them up there Rosie MUSIC-RADIO

Disk Jockeys of America
Your help is always appreciated

# LAWRENCE WELK



And His Champagne Music

Latest Coral Releases

"Saw Your Eyes"

b/w

"There's a Small Hotel"

Coral #61273

# "In a Little Spanish Town"

"Devil Lips"

Coral #61287

167 Consecutive
TV SHOWS KTLA
Sponsored by the Dodge
Sponsored by the Dodge
Dealers of So. Calif.

On ABC Radio Network Nightly

Publicity
Ralph Portnor • Joe Sanson



Personal Management
GABBE, LUTZ and HELLER

4th Consecutive Year
ARAGON BALLROOM
Ocean Park, California

119 W. 57th St. New York

Hollywood, California

. 1

1626 No. Vine St.

# DEAR D. J.'s three cheers for three hits the three



CHRIS

DOTTIE

exclusively

CORAL RECORDS
America's Fastest Growing Record Company

PHYLLIS

AVERAGE HOURS

AVEDAGE MANDS

MUSIC-RADIO

# STATION MANAGEMENT SECTION

ALTHO the information gleaned from station management personnel and printed in
the adjoining columns is almost
completely self-explanatory,
there are several items of widespread interest which can be
interpreted. For example, well
over half of the total air time is
devoted to record programing.
And this holds true for stations
which are network affiliates.

And in each musical category, too, the trend toward more record shows follows thru. The desire to widen programing by using more varied types of music is also evident from the replies made to questions concerning classical, semi-classical, children's and rhythm and blues music and records.

Further, the trend is toward

still greater use of records.

Those who believe that radio stations get all their records free would be particul rly interested in the figure which shows how much stations are spending for record purchases—mainly for album merchandise.

It is also interesting to note the variance between station management's report on "who supervises disk jockey programing" and the report from the jockeys themselves, which will be found elsewhere in this section. It seems as the station management is heading for still more control of deejay programing—the not overwhelmingly so.

# **Airtime**

About how many of your station's total weekly program hours are devoted to record shows?

€				<u>K</u>
Total Weekly program hours	,	•••	••••	109.4
Total hours devoted to record shows each week	•••	•••		63.8
Syndicated Transcribed Shows	•••		••••	4.0
Local Live Sports Programs	• • •	••••		4.3
Station-Produced Live Shows				. 7.0
News and Comment	•••	••••	• • • •	12.7
Network Shows (if affiliated)	•••	•••		39.8
Are you devoting more, less or the same am shows this year!		1	ime f	recor
The second secon	#C-40 F-5			

# Types of Music

More....163; Less....10; Same....131

Of your weekly record shows, how many hours are devoted to disk jockey programs of the following types of recorded music?

		2007/10/2005	R WEEK	T
Popular	•••••			12.5
Country and Western	• • • • • • • •			10.7
Rhythm and Blues				5.0
Religious			•••••	3.7
Classical				4.9
Semi-Classical			•••••	4.9
Children's				1.0
Other	•••••			4.4
Is this weekly program time a as given to each of these cat	어린 마르게 모두 가게 되었다.		I the same	abou
0	MORE	LESS	SAME LAST Y	AS EAR
Popular	126.	23	******	106
Country and Western	60.	51		108
Rhythm and Blues	40.	11		86
Religious	31.	21	<b>.</b>	110
Classical				
Semi-Classical	47.	17		105
	VADANI.			200 CT (200 CT)

Other ..... 26

# Record Library

What is your estimate of the number of records, either new or replacement, that come into your station each week!

A Y	CORDS
Pop Singles	26.2
Albums (EP's or LP's)	3.0
C & W Singles	12.1
R & B Singles	7.8
What is your annual appropriation for buying records?	
Average annual appropriation	\$413.17
Can you break that down and estimate?	
	NTAGE
Single Records	61.6%
Albums & Library Material	38.4%

# Programing Supervision

To what extent are your disk jockey programs supervised by station management!

program their shows	52
Station policy specifies how all jockey shows are programed	78
Combination of the above	162
Does station management exact more, less or about the amount of control over disk jockey programing this year to year ago?	samo han a
More75; Less14; Same204	

# Information Sources

If station policy controls completely or partially how jockey shows are programmed, please check just two of the following sources of information which help determine station selections.

Listeners' Requests	129
Trade paper charts editorial features	131
Record company and/or distributor sheets, direct mail and free records	24
Your own personal opinion	54
Music publisher direct mail, promotions or free records	6
Press agent or record promotion specialist, direct mail, letters, promotion or free records	5
Trade paper advertisements	5
Information gathered from local record dealers	34
Information gathered from local juke box operators	9
Information gathered from your own station music staff and/or librarian	52

# LISTEN

12 noon-2:00 p.m. 4:00-6:45 p.m. Monday through Saturday





BOB and RAY

6:30 to 10:00 a.m. MONDAY through SATURDAY

# the PETER ROBERTS show

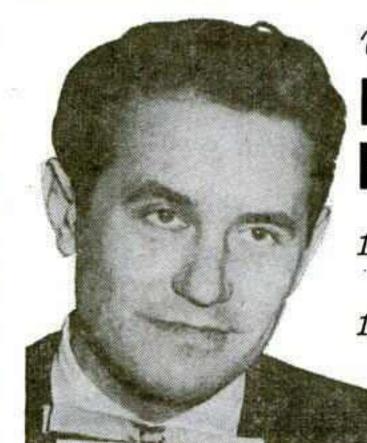


10:00 to 11:00 a.m.

Monday through Friday

NEWS THROUGHOUT THE DAY

# SINGING BATTLE ROYAL



with BRAD PHILLIPS

10:00 a.m. - 12 noon SATURDAY 10:00 a.m. - 2:00 p.m. SUNDAY

# ALAN FREED

"KING OF THE MOONDOGGERS".



7:00 to 8:00 p.m.

11:00 p.m. to 2:00 a.m.

MONDAY through SATURDAY

now appearing on NEW YORK'S #1 music station MINIS

dandandanda Otolaida

Copyrighted material

..... 50,000 WATTS · 24 HOURS A DAY

# IT'S GETTING IV BE A HABIT!

There are 13 labels represented on the charts. Mercury leads with five; Columbia, RCA Victor and Capitol are next with four each; Decca has three; Coral and "X" have two each, and London, Abbott, Majar, Crown, M-G-M and Cadence have one apiece.

REPRINTED FROM BILLBOARD . . . OCTOBER 30TH ISSUE

and we owe it all to you

AMERICA'S DISC JOCKEYS

Thank fellas

MERCURY

RECORD





# The Billboard 1954 Disk Jockey Poll

# TRADE AS PECTS

**D**ISK jockeys rely on many sources of information for programing ideas and angles. The they prefer to select their own records, which they say they do overwhelmingly, they remain in constant touch with the market place to learn which disks are moving Sest. Personal opinion, listener requests and trade-paper data are rather tightly bunched together as the compelling factors in record selection. This parallels exactly the reports of a year ago. An interesting new development is the increasing reliance on local dealer information.

The record-speed hassle, which called forth some bitter words in recent months, is now largely a past battle. Less than 50 stations equipped to play 78's were not yet able to spin 45's at survey time. Play of 45's have shown a tremendous increase over the past year and currently are almost on a par with 78 play. With major manufacturers still strong in their resolve to hasten the shift to 45, the switch can be expected to accelerate in the next few months.

Station talent continues to be responsible for most commercials jockeys deliver. The order of response in this facet of the poll again duplicates the results of a year ago, with percentages varying only slightly. It is interesting to note that the preponderance of local over national sponsorship of deejay programs varies according to the program category, with the weight of local sponsorship most evident in rhythm & blues, then country & western and finally pop. As might be expected the order is exactly reversed in the amount of use made of transcribed commercials.

Differences in programing motivation according to musical category show up strongly in the "format" portion of the survey. Here we see that r.&b. jockeys rely most heavily on listener requests, with c.&w. deejays close behind in acceding to audience suggestions. For these two categories of platter spinners, best seller lists come second as basic format angles. In the pop area, however, the chart is king, with listener requests gaining the second spot. In all cases, programs built around the general theme of new releases figure strongly.

# **Record Selection**

Who selects the records played on your show! (Please check category which most closely describes your situation.)

I do myself4	92
Program Manager	1
Music Librarian	9
My Assistant	1

If you select the records to be played on your show, please check just two of the following sources of information which are the biggest aid to you in making your selections? (Check only those two which are most important.)

Listeners' Requests
Trade paper charts and editorial features214
Record company and/or distributor direct mail and free records
Your own personal opinion282
Music publisher direct mail and free records 8
Press agent or record promotion specialists, direct mail, letters and free records
Trade paper advertisements
Information gathered from local record dealers 48
Information gathered from local juke operators 14
Information gathered from your own station music staff and/or librarian

# Record Speeds

What record speed is your station equipped to play!

78 r.p.m.			•••		 509
45 r.p.m.		• • • •		• • • • • • •	 461
33 1/3	r.p.m.			••••	 494

Of every 100 records you spin during an average week, how many are on each of the three speeds?

	AVERAGE RECORDS
78 r.p.m	48.3%
45 r.p.m	40.2%
33 1/3 r.p.m	11.5%

Which of the three speeds has had the greatest increase in use on your station during the past year!

78 r.p.m.	
45 r.p.m.	397
33 1/3 r.	p.m

# Sponsors

Try to give us a close idea of your sponsor breakdown in classes below. Use number of sponsors in each or give us percentages.

	POPULAR.	C & W	REB
National	25.2%	.21.3%	18.9%
Regional or Local		.78.7%	81.1%
Who writes the adverti	sing copy for your sho	wsl	
	POPULAR		163

	10 10 10 10 10 10 10 10 10 10 10 10 10 1	90 78
Advertiser or advertising agency 147	59	11
I write it myself 57	40	9
Station Personnel 229	110	31
I ad lib it from notes 159	104	27

What percentage of your	commercials are	transcribed	announcements!

## **Airtime**

How many	hours	5	week	are	You	Off	the	air	92	8	disk	Jockey!	
	12				1	PI	LA	t	74	( 8	W	REI	3
Averag	e					18.	4		. 1	8.	0	18.4	ļ

## **Format**

Which of the following basic formats are best in building listeners? Number in order of your own experience and opinion. (Scoring: Five positions: Five points 1st choice; 4 points 2d choice; 3 points 3d choice; 2 points 4th choice, and one point for fifth place.)

\$	POPULAR	<u>C &amp; W</u>	REB
Programing by Best Seller Lists	829	.393	109
Programing by Artist	530	.316.	77
Audience requests by phone or mai	i730	.515.	141
Picking tomorrow's hits from the new releases	589	.279.	107
Other	242	80	21

# Dear Disc Jockeys

thanks a million for being so nice



to me during the past year - and & want you to knowhow very grateful & on "Secret Love"

P.S. a special thanks to all the folks at Columbia Records.
you made it all possible.

# ORIS DAY-LATEST RELEASE

READY, WILLING AND ABLE HOLD ME IN YOUR ARMS

Copyrighted material

From the Warner Bros.' Picture, "Young at Heart," starring Doris Day and Frank Sinatra

MUSIC-RADIO

Poll

# ARTISTS, Popular

#### THE adjoining chart represents the first time such an evaluation has been made by The Billboard. No questions were asked of disk jockeys to come up with these answers; all the data was taken from the

weekly most-played charts for

the period covered.

The chart throws some illuminating light on how heavy play concentration on a single click side over a long enough period can out-weigh in total artist spins many moderately successful sides. Perry Como leads the chart, for instance, almost entirely due to "Wanted." Plays on this side accounted for more than 90 per cent of his total chart points, even the eight other sides figured in the tabulation.

Kitty Kallen, who came up out of practically nowhere with "Little Things Mean a Lot," also won preponderant play with that one side, altho "In the Chapel in the Moonlight" also contributed many points to her score. There was much less spread between the points garnered by Patti Page's top two sides, with the next three also bunched fairly close together. And while Frank Sinatra had 11 sides slotted in the deejay charts during the period under consideration, he won his No. 4 spot largely with "Young at Heart" and "Three Coins in the Fountain." The many points garnered by single sides in the cases of Jo Stafford with "Make Love to Me" and the Crew Cuts with "Sh-Boom" can also be cited.

A much more even point spread is recorded in the Eddie Fisher tabulation, with no one side dominating. Of course, the period under consideration accounts for this fact in large measure. Fisher's "Oh, My Papa" had already gained most of its air play before the survey commenced.

A strong contrast to the Fisher case is that of Rosemary Clooney. In the No. 12 slot with "Hey, There" and "This Ole House," this two-sided click was only beginning to gather play momentum when the survey closing date was reached. Certainly, her standing in the lists would have been much higher if last month's mostplayed charts had been included in the final tabulation.

# Most Played

(This is a tabulation of the MPC questionnaires received from Popular disk jockeys and used in the tabulation of the charts which appeared in es of The Billboard, from January 2, 1954, thru October 9, 1954.)

	the issue
PLACE WINNER	RECORDING
1. PERRY COMO	Wanted
There Nev	Hit and Run Affair You Alone er Was a Night So Beautiful
There No.	Papa Loves Mambo Look Out the Window
	Papaya Mama No Other Love
	Things I Didn't Do
2. KITTY KALLEN	. Little Things Mean a Lot n the Chapel in the Moonlight ou Looking for a Sweetheart? Take Everything But You
3. PATTI PAGE	
J. PAIII PAUL	<ul> <li>Cross Over the Bridge Changing Partners</li> </ul>
	What a Dream Steam Heat
100	My Restless Lover
	Mama Doll Song
4 701100 71011001	My World Is You
4. FRANK SINATRA	Young at Heart Three Coins in the Fountain
Ni est	Don't Worry Bout Me The Gal That Got Away
<b>≘</b> •	I Could Have Told You Half as Lonely
8 E 2	South of the Border
8	It Worries Me From Here to Eternity
г	ve Got the World on a String
5. JO STAFFORD	. Make Love to Me
	Thank You for Calling Nearer My Love
	Where Are You? Indiscretion
6. CREW CUTS	Sh-Boom
	Crazy Bout You Baby Oop Shoop
	I Spoke Too Soon
7. EDDIE FISHER	Oh. My Papa
	A Girl, a Girl Green Years
	I Need You Now My Friend
	Anema E Core Many Times
	Heaven Was Never Like This I'm Walking Behind You
8. FOUR ACES	
0. TOUR ALLS	Three Coins in the Fountain Stranger in Paradise
Wo	Heart of My Heart edding Bells (Are Breaking Up
	That Old Gang of Mine) Amor
	Dream So Long
	It Shall Come to Pass It's a Woman's World
	Laughing on the Outside
9. DORIS DAY	Secret Love If I Give My Heart to You
	I Speak to the Stars Lost in Loveliness
	Blue Belles of Broadway Somebody Else's Roses
Cessor in the second se	Anyone Can Fall in Love
10. TONY BENNETT	· Stranger in Paradise
The	Rags to Riches re'll Be No Teardrops Tonight
	Cinnamon Sinner Please, Driver
2	Until Yesterday Take Me Back Again
	Madonna, Madonna Why Does It Have to Be Me
	Not as a Stranger
11. FOUR KNIGHTS	I Get So Lonely     I Was Meant for You
	Period They Tell Me
45 BACTULBY CLASHEY	They tell Me
12. ROSEMARY CLOONEY	Hey, There This Ole House
<u>=</u>	My Baby Rocks Me Bunch of Bananas
13. KAY STARR	
13. RAT JIAKK If Y	(ou Love Me (Really Love Me) Man Upstairs
	Changing Partners Fortune in Dreams
	Toy or Treasure Swamp Fire
14. GAYLORDS	
	rom the Vine Came the Grape

Strings of My Heart

Love I You

Isle of Capri

Vini, Vidi, Vici

PLACE WINNER	RECORDING
15. NAT (KING) COLE	Answer Mc, My Love
	Smile It Happened to Be Me Make Her Mine Alone Too Long
S1	Why Lover Come Back to Me
<b>%€</b> ₹	It's Crazy That's All
	1 Envy Fool Was I
4.4 ADCHIE DIEVED	SCHOOL PRINCES
16. ARCHIE BLEYER	Hernando's Hideaway
17. DEAN MARTIN	That's Amore
Money Bu	erns a Hole in My Pocket Brother Pour the Wine
	I'd Cry Like a Baby
	Peddler Man Try Again
	One More Time
18. TONY MARTIN	Stranger in Paradise
	Angels in the Sky Let's Try Again
	Uno Caribbean
19. AMES BROTHERS	
17. MCRJ PRVINCKS	Man With the Banjo You, You, You Leave it to Your Heart
12/10/00	Hopelessly
	. Man Is for the Woman n't Believe That You're
	in Love With Me One More Time
	Let's Walk and Talk Boogle Woogle Maxixe
20. HILLTOPPERS	TH The
	Till Then the Vine Came the Grape Poor Butterfly
	Sweethearts
3	Wrapped Up in a Dream To Be Alone
	If I Didn't Care Love Walked In
	P.S., I Love You
21. TERESA BREWER	Jilted
	Ricocher Bell Bottom Blues
	Our Heartbreaking Waltz Skinnie Minnie
	Au Revoit
I Had So	Baby, Baby, Baby meone Before I Had You
22. LES PAUL & MARY FORD	I'm a Fool to Care
	South Vaya Con Dios
	Doncha Hear Them Bell
St	Whither Thou Goes Mandoline
23. FRANK WEIR	Happy Wandere Little Shoemake
24. RALPH MARTERIE	840 8
24. RALFII MARILRIL	Skokisar The Creep
25. LES BAXTER	High and the Might
26. GEORGIE SHAW	Till We Two Are On
STATE OF THE CONTROL CONTROL OF THE PROPERTY O	omebody Else's Love Son Wonderfu
	Give Me the Righ Yearnin
27. JUNE VALLI I Under	stand Just How You Fee
SCHOOLSCHAME SENSONES SESSONESCOCOCOCOCOCOCOCOCOCOCOCOCOCOCOCOCOCOCO	Tell Me, Tell M. Don't Forget to Write Boy Wante
28. FOUR LADS	Skokiaa
	Istanbu Cleo and Me
Gilly Gil	ly Ossenfeffer Katzenelle Bogen by the Se Sugar Lum
	Oh, That'll Be Joyfu Harmony Brow I Should Have Told You

I Should Have Told You Down by the Riverside

Little Shoemaker

Magic Tango

Velvet Glove

Copyrighted material

Greatest Feeling in the World

..... I Understand Just How You Feel

30. HUGO WINTERHALTER ......



Once again
Our warmest thanks
To all the D.J.'s...

# DEAN and JERRY

For their wonderful Help in putting our Records over the Top

THE PROPERTY OF THE





The Billboard 1954 Disk Jockey Poll

**MUSIC-RADIO** 

# ARTIST FAVORITES...

THIS year The Billboard is running, along with the "Favorite Male Vocalist" and "Favorite Female Vocalist" listings, a chart listing the male and female vocalists most played during the year by the jockeys, according to The Billboard's weekly charts. A comparison of the two charts indicates that altho jockeys may have their favorites, they still play the songsters the public demands. In the male division, for instance, Georgie Shaw, who isn't even on the favorite list, is in eighth slot as the most played male singer. And thrush Betty Madigan, who is last on the favorite female singer list, is No. 11 on the most played chart.

It is noticeable that the first five male singers in this year's favorite artist poll are the same five singers who finished on top last year. Frank Sinatra jumped from fifth to first and Nat Cole moved one position ahead of Bing Crosby for the only changes. What a hit disk can do for a warbler is illustrated by the elevated position of Tony Martin. This year he is in seventh position on the favorite singer list, last year he was 11th. The favorite male singer chart this year indicates the difficulty of new talent making it these days. Only Bob Manning, Jerry Vale and Roy Hamilton joined the ranks of the favored few on the male singers' list.

On the distaff side the first six thrushes last year are also this year's top six. Doris Day has succeeded Jo Stafford as the favorite canary, Rosemary Clooney moved up one and Kay Starr jumped from sixth to third. The greatest jump, of course, was that of Kitty Kallen, who went from nowhere last year to No. 7 this year on the strength of her two smash hit records on Decca. New talent breaking thru among the girls was just as scarce as among the male singers this year. Connie Russell, Chris Connor and Betty Madigan were the only new girls who moved into contention among the jockeys in 1954.

#### **Favorite**

#### MALE VOCALISTS

Based on actual vote of disk jockeys covering period of January 1, 1954, thru October 9, 1954.

Who is your favorite male vocalist (with or without a band)?

PLACE WINNER	LABEL	1953
1. FRANK SINATRA	Capitol	5
2. PERRY COMO	RCA Victor .	1
3. EDDIE FISHER	RCA Victor .	2
4. NAT (KING) COLE	Capitol	4
5. BING CROSBY	Decca	3
6. FRANKIE LAINE	Columbia	7
7. TONY MARTIN	RCA Victor .	11 -
8. TONY BENNETT		
9. BOB MANNING	Capitol	
10. BILLY ECKSTINE	M-G-M	6
11. DEAN MARTIN	Capitol	13
12. DON CORNELL	Coral	8
13. GORDON MacRAE	Capitol	
14. VIC DAMONE	Mercury	10
15. LOUIS ARMSTRONG	Decca	14
16. MEL TORME	Coral	15
17. VAUGHN MONROE		
18. GUY MITCHELL	Columbia	9
19. DICK HAYMES		
20. JOHNNIE RAY		
21. JERRY VALE	Columbia	
22. HERB JEFFRIES	Coral	15
23. BILLY DANIELS		
23. ROY HAMILTON		1.7%
25. JULIUS LA ROSA	Cadence	27

# Most Played

MALE VOCALISTS

Based on tabulation of The Biliboard "Most Played by Disk Jockeys" Music Popularity Charts, period January 1, 1954, thru October 9, 1954.

PLA	CE WINNER	LABEL
1.	PERRY COMO	RCA Victor
	FRANK SINATRA	
3.	EDDIE FISHER	
4.	TONY BENNETT	Columbia
5.	NAT (KING) COLE	Capitol
	DEAN MARTIN	
	TONY MARTIN	- T
	GEORGIE SHAW	september 1 state of the particular and the contract of the co
9.	FRANKIE LAINE	Columbia
	JOHNNIE RAY	
	LOU MONTE	
* arrive	VAUGHN MONROE	BEEDER MENDEN BEI DER MEHREN FARREN FORMANDEN.

#### **Favorite**

#### **FEMALE VOCALISTS**

Who is your favorite female uncalled (with or without a band's

Based on actual vote of disk jockeys covering period of January 1, 1954, thru October 9, 1954.

Who is your t	lavorite femal	e vocalist (v	vith or with	ouf a ba	ndX
PLACE W	INNER		LABEL		1953
1. DORIS	DAY		. Columbia		2
2. ROSEM	ARY CLOOK	(EY	.Columbia		3
3. KAY S	TARR		. Capitol .	<b></b> .	6
4. JO ST	AFFORD		. Columbia		1
5. PATTI	PAGE		Mercury	. <b></b> .	4
6. DINAH	SHORE		.RCA Vict	or	5
7. KITTY	KALLEN		.Decca		
	AMES				
9. ELLA F	ITZGERALD		.Decca		9
10. JUNE (	CHRISTY		. Capitol .	<b></b> .	14
11. PEGGY	LEE		.Decca.:		8
12. SARAH	VAUGHAN		. Mercury		7
13. JERI S	OUTHERN .		.Decca		11
14. MARG	ARET WHIT	ING	. Capitol .	• • • • •	11
15. MARY	FORD		. Capitol		16
16. SUNNY	GALE		.RCA Vic	lor	
17. CONNE					
18. TONI	ARDEN		. Columbia		18
19. CONNIE	RUSSELL .		. Capitol .		
20. JUNE	VALLI		.RCA Vict	lor	17
21. FRAN	WARREN .		.M-G-M .		
22. CHRIS	CONNOR		.Capitol .		
23. FELICIA	SANDERS		. Columbia		
24. TERESA	BREWER		.Coral		20
25. BETTY	MADIGAN		.M-G-M .		

# Most Played

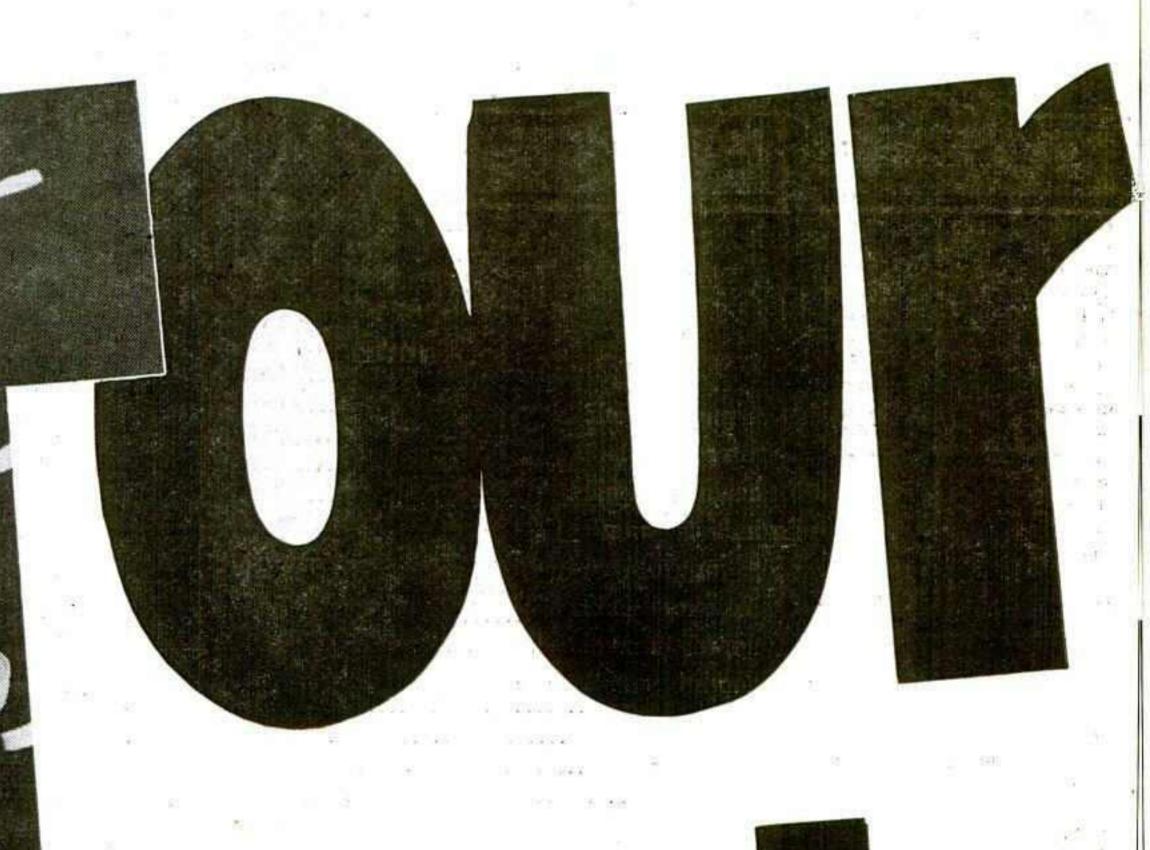
**FEMALE VOCALISTS** 

Based on tabulation of The Billboard "Most Played by Disk Jockeys" Music Popularity Charts, period January 1, 1954, thru October 9, 1954.

LABEL	PLACE WINNER
Decca	1. KITTY KALLEN
Mercury	2. PATTI PAGE .
Columbia	3. JO STAFFORD
Colúmbia	4. DORIS DAY .
Columbia	5. ROSEMARY CL
	6. KAY STARR
	7. TERESA BREWE
RCA Victor	8. JUNE VALLI
RCA Victor	9. EARTHA KITT .
	10. JONI JAMES .
	11. BETTY MADIGA

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The Billboard 1954 Disk Jockey Poll

# ARTIST FAVORITES...

IN THIS facet of The Billboard disk jockey survey, the fraternity is given the opportunity, often indulged in by tradesters, of picking the hit-makers of the future, or just giving the nod to those they think most talented.

Male vocalist honors go to Bob Manning, who has come close to letting go with a big one several times in the past. Not a "newer" artist in the strictest sense, his full potential has still been far from realized, according to platter spinners. Following Manning for the next half dozen or so places are chanters who first had adequate representation of their talent on wax during the past year. Rusty Draper, who places 19th, has had some towering hits in the past, and apparently rates inclusion in the current tabulation on the opinion that he's due to come back again strongly soon.

Betty Madigan showed her power with "Joey," which quickly placed her in contender ranks. That she has the potential for future growth, in the opinion of jockeys, is evident by the outcome here. She leads the field of fem warblers by a comfortable margin. That label strength alone is not the measure of talent, is shown by the inclusion of Denise Lor and Jeri Adams, from Majar and Dee Gee respectively.

The first three places in the "small instrumental group" segment of the poll indicates that jockeys continue their personal loyalty to George Shearing, the Three Suns and Art Van Damme. In the same order as a year ago, too. A sign of the times is the heightened interest in jazz groups, with several showing up for the first time and others upping their standing in the list.

While the instrumental combo chart indicates no particular concern for the commercial rating of the artists chosen (some sell well, but others don't), vocal groups picked are almost invariably strong and steady disk sellers. It's necessary to skim at least half way down the listing before running into any but a proven winner. If there is a moral to be drawn from this fact, let others draw it.

#### Newer

MALE VOCALISTS . .

Based on actual vote of disk Jockeys covering period of January 1, 1954, thru October 1954.

Which newer male vocalist (singing with or without a band) has in your opinion the greatest chance to become one of the top male vocalist names?

PLAC	E WINNER	LADEL
1. B	OB MANNING	
2. 1	OMMY LEONETTI	
	ERRY VALE	
	EORGIE SHAW	en mendemie bernanden von de modernoor af bliffdige fille fil
7,000	OY HAMILTON	[마시아] (2] [2] [2] [2] [2] [2] [2] [2] [2] [2] [
	HARLIE APPLEWHITE	
	AMMY DAVIS JR	
121 242		
9. 3	OE FOLEY	tana an ing a tana at tana an and an
	ARY CROSBY	
	OB STEWART	
	OMMY MARA	
	AVID WHITFIELD	Um 40 Umum 121 Visi
	OU MONTE	
	ARRY BELEFONTE	
	ONY TRAVES	입니다. 그렇지 않는 경기 아니라 하다 하는 것이 되었다. 그 그 아니라 아니라 하는 것이 없는 것이 없다.
	AN ARDEN	
	EFF CHANDLER	
	USTY DRAPER	
	OB DINI	

#### Newer

#### FEMALE VOCALISTS . . .

Based on actual vote of disk Jockeys covering period of January 1, 1954, thru October 1954.

Which newer female vocalist (singing with or without a band) has in your opinion the greatest chance to become one of the top female vocalist names?

PLA	33	WINNER			LABEL
1.	BETTY	MADIGAN		 	M-G-M
2.	PEGGY	KING		 	Columbia
3.	DENISE	LOR		 <b></b> .	Majar
				••••	A STATE OF THE PARTY OF THE PAR
					and the same of th
		_		,	3.5
				••••••	38 20 2 EXH
			얼마다는 하면 하는 살이 살은 가득하다	• • • • • • • • • • • • • • • • • • •	
				•••••	
12.	JERI A	DAMS		 • • • • • • • •	Dee Gee
13.	VONNI	E TAYLOR .		 • • • • • • • • •	Capitol
14.	DOLOR	ES HAWKIN	s	 	<b>Ep</b> ic
					77-27-3
				 •••••	
				•••••	

#### SMALL Instrumental

GROUPS . . .

Based on actual vote of disk lockeys covering period of January 1, 1954, thru October 1954.

Which is your favorile small instrumental group (less than seven pieces)!

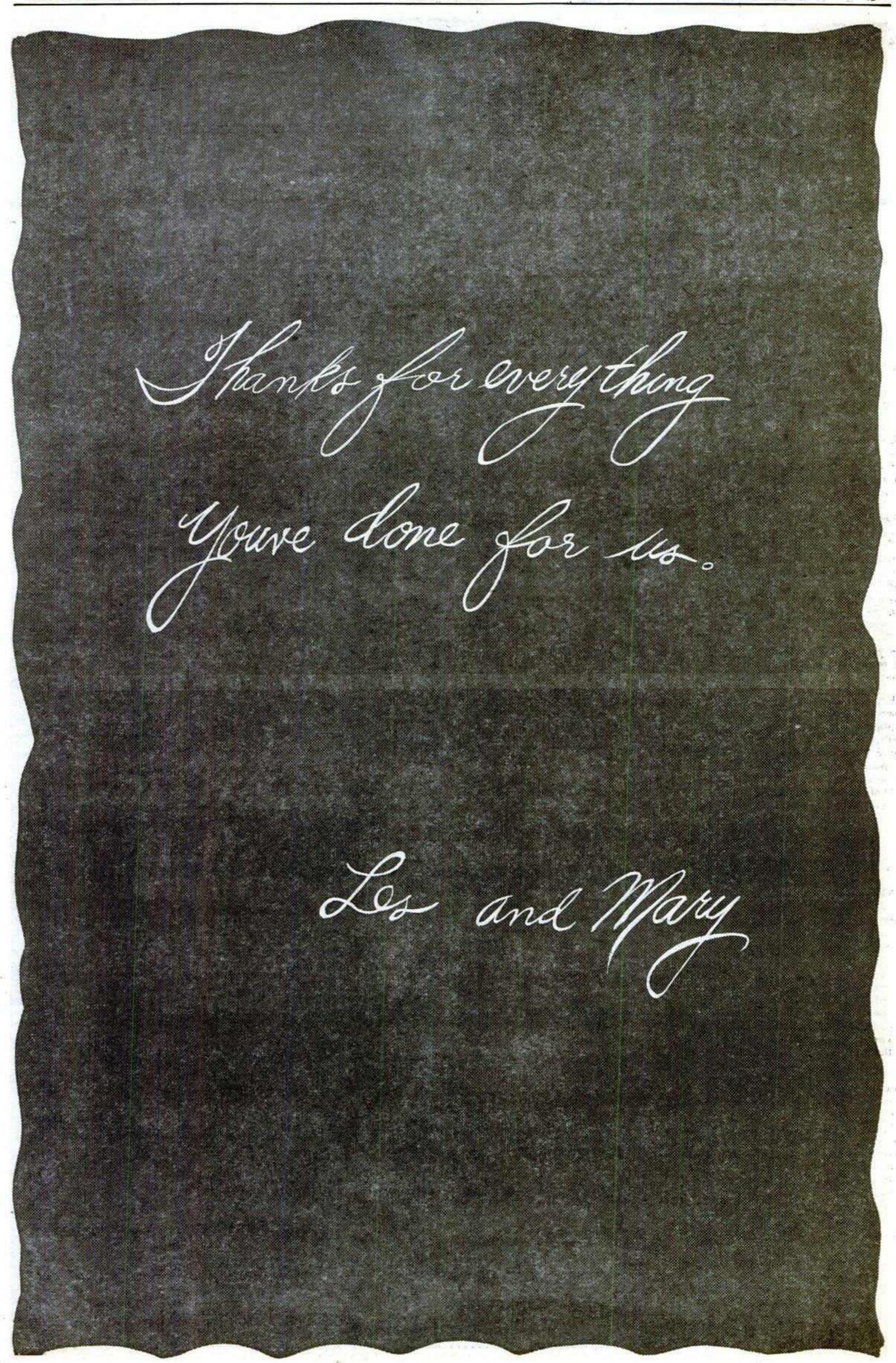
35 34		777	
PLACE	WIRNER	LABEL	1953
1. GEOR	GE SHEARING	M-G-M	1
2. THR	E SUNS	RCA Victor	2
3. ART	VAN DAMME	Capitol	3
4. DAV	E BRUBECK	Fantasy-Columb	bia 7
5. LES	PAUL & MARY FORD.		5
		M-G-M	
		Mercury	
	할머니는 살이 없는데 얼마를 하는데 되었다.	Clef	
		Columbia	######################################
NAME OF STREET		M-G-M	
		Mercury	
12. ADT	GNA WAHZ 3	RCA Victor	
13. PAG	E CAVANAUGH TRIO	Coral	8
14. GER	RY MULLIGAN QUART	TET Pacific Jazz .	
15. HOR	MAN PETTY TRIO		
16. GEN	KRUPA TRIO	Clef	11
		RCA Victor	
		Capitol	
19. KM	COLE TRIO	Capilol	4

# SMALL Singing GROUPS.

Based on actual vote of disk jockeys covering period of January 1, 1954, thru October 1954.

Which is your favorite small singing group (due, trie, quartef)!

PLACE	WINNER	LABEL	1953
1. FOU	ACFS	Decca	3
		Capitol	
		RCA Victor	
(a) (i)			
		Decca	
5. CRE	W CUTS	Mercury	
6. GAY	LORDS	Mercury	20
7. FOU	R LADS	Columbia	10
8. FOU	R KNIGHTS	Capitol	6
9. HILL	TOPPERS	Dot	12
		Coral	
11. MOD	ERNAIRES'	Coral	4
12. HI I	200	Trend	
13. FON	TANE SISTERS	Dot	9
14. MAR	HINERS	Columbia	16
15. PIED	PIPERS	Capito!	13
16. LAN	CERS	Trend	
17. CHO	RDETTĘS	Cadence	
18. HON	EYDREAMERS	Mood	
19. DON	, DICK AND JIMMY	Crown	
20. INK	SP013 21042	Decca	8



#### The Billboard 1954 Disk Jockey Poll

# RECORDS, Popular

It's of prime interest, it would seem, to note the differences between the record which disk jockeys voted as among their favorite disks of the year and those which received the most disk jockey plays. The jocks, as they did in the "favorite artists" poll, showed quite a preference for Frank Sinatra. Yet Perry Como's "Wanteu" was undoubtedly the most-played pop record

The accompanying listings should be compared with the charts in this section which show the jockeys' favorite pop artists and the pop artists who received the most plays during the first three quarters of the year.

of the year thus far.

Also of note is the fact that the jockeys will list specific records as favorites whether or not the artists themselves hold the same "favorite" position with these same jocks. For example, Kitty Kallen does fairly well as a "favorite" artist, but places second via her "Little Things" disk as a favorite pop slicing. Como, however, takes top honors as "most played" artist, has the "most played" single record, yet comes in sixth on the adjoining listing of "favorite" records.

In all, the attempt this year to match "most played" records and artists with "favorite" records and artists should cause much comment and deep thinking on all levels of the record and music business.

## **Favorites**

Based on actual vote of disk jockeys covering period of January 1, 1954, thru October 9, 1954.

Which single record in the Popular category did you like most during the past 12 months?

	the past 12 months?	and led upon
PLAC	E WINNER	LABEL
1.	YOUNG AT HEART, Frank Sinatra	Capitot
2.	LITTLE THINGS MEAN A LOT, Kitty Ka	allenDecca
2.	SECRET LOVE, Doris Day	Columbia
4.	HEY, THERE, Rosemary Clooney	Columbia
5.	OH, MY PAPA, Eddie Fisher	RCA Victor
6.	WANTED, Perry Como	RCA Victor
7.	HIGH AND THE MIGHTY, Les Baxter	Capitol
8.	MAKE LOVE TO ME, Jo Stafford	Columbia
9.	HIGH AND THE MIGHTY, Victor Yo	ungDecca
10.	HOLD MY HAND, Don Cornell	Coral
11.	THREE COINS IN THE FOUNTAIN, Fou	r AcesDecca
12.	THIS OLE HOUSE, Rosemary Clooney	Columbia
13.	VAYA CON DIOS, Les Paul & Mary	FordCapitol
14.	DON'T WORRY 'BOUT ME, Frank Sin	atraCapitol
15.	ANSWER ME, MY LOVE, Nat (King)	ColeCapitol
16.	FROM HERE TO ETERNITY, Frank Sin	natraCapitol
17.	EBB TIDE, Frank Chacksfield	London
18.	GAL THAT GOT AWAY, Frank Sinatra	aCapitol
19.	HIGH AND THE MIGHTY, Leroy Holm	esM-G-M
20.	OH, BABY MINE (I GET SO LONE Four Knights	

20. YOU, YOU, YOU, Ames Brothers......RCA Victor

# **Most Played**

Based on tabulation of The Biliboard "Most Played by Disk Joczeys" Music Popularity Charts, period January 1, 1954, thru October 9, 1954.

PLACE	WINNER	LABEL
1. WAN	TED, Perry Como	Victor
2. LITTL	E THINGS MEAN A LOT, Kitty Kal	lenDecca
3. MAK	E LOVE TO ME, Jo Stafford	Columbia
4. SH-B	OOM, Crew Cuts	Mercury
5. YOU	NG AT HEART, Frank Sinatra	Capitol
6. SECR	ET LOVE, Doris Day	Columbia
7. CRO	S OVER THE BRIDGE, Patti Page.	Mercury
8. I GE	T SO LONELY, Four Knights	Capitel
9. THR	E COINS IN THE FOUNTAIN, Fou	r Aces Decca
10. HEY,	THERE, Rosemary Clooney	Columbia
11. <b>O</b> H,	MY PAPA, Eddie Fisher	Victor
12. HER	NANDO'S HIDEAWAY, Archie Bley	yerCadence
13. LITT	LE SHOEMAKER, Gaylords	Mercury
14. ANS	WER ME, MY LOVE, Nat (King)	Cole Capitol
	OU LOVE ME (REALLY LOVE ME	FULL TO A STREET AND A STREET A
16. STR	ANGER IN PARADISE, Tony Ben	nett Columbia
17. THA	T'S AMORE, Dean Martin	Capitol
18. HER	E, Tony Martin	Vicler
19. HAP	PY WANDERER, Frank Weir	London
20. THR	EE COINS IN THE FOUNTAIN	WW 6270

Frank Sinatra.....

Capitol



BILL HALEY'S COMETS

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**NEWEST** 

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Personal Management
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Chester, Pennsylvania



LABEL

# RECORD FAVORITES...

A SKING disk jockeys to select their favorite records in any musical category brings up some unusual aspects of the musicrecord business of today. A glance at the list of standard favorites amply demonstrates the power of the name bands of some years ago. The cry these days centers around the inability of dance bands to make the grade on records in a fashion similar to the hey-days of the late '30's and early '40's. This poll doesn't answer the problem, but it spotlights again the fact that jockeys are still playing records cut by Glenn Miller, Artie Shaw, Stan Kenton, Tommy Dorsey and others.

The power of a song is amply demonstrated in the number of jockeys who selected different versions of "Tenderly" as their favorite standard record. Highlighted, too, is the strength of the old-line record labels. While this is expected, it is somewhat unusual to see how few "standard" records have come out of even those labels which have been issuing disks on a regular basis for five or more years.

The pop jockeys selections for their favorite rhythm and blues record is particularly noteworthy. It shows, first of all, the breakdown in the lines of demarcation between "pop" and "rhythm and blues." While it is expected that the pop jockeys would select their favorites from among pop versions of rhythm and blues material, it is a bit surprising to see the number of. jockeys who are actually playing rhythm and blues records on pop shows. This trend has been pointed out editorially in The Billboard, but the adjoining chart sells the fact dramatically.

As for kiddie records, again the jockeys tend to ride with their pop artists. Mercury and Columbia dominate this chart of "favorites" but with artists like Patti Page, Eddy Howard, Jimmy. Boyd, etc. "Doggie," of course, is a holdover from the previous year, but the country-based "Bimbo" shows up in several versions.

### Standards

Based on actual vote of disk jockeys covering period of January 1, 1954, thru October 9, 1954.

Which 5 standards are your all-time greats?

PLACE WINNER	LABEL
1. STARDUST, Artie Shaw	RCA Victor
2. MOONLIGHT SERENADE, Glenn Miller	RCA Victor
3. IN THE MOOD, Glenn Miller	RCA Victor
4. BEGIN THE BEGUINE, Artie Shaw	RCA Victor
5. TENDERLY, Rosemary Clooney	Columbia
6. STRING OF PEARLS, Glenn Miller	RCA Victor
7. SEPTEMBER SONG, Stan Kenton	Capitol
8. WHITE CHRISTMAS, Bing Crosby	Decca
9. STARDUST, Glenn Miller	RCA Victor
10. I CAN'T GET STARTED, Bunny Berrigan.	.RCA Victor
10. ON THE SUNNY SIDE OF THE STREET, Tommy Dorsey	RCA Victor
12. STARDUST, Bing Crosby	Decca
13. BOOGIE WOOGIE, Tommy Dorsey	RCA Victor
14. NIGHT AND DAY, Frank Sinafra	Columbia
15. LITTLE BROWN JUG, Glenn Miller	RCA Victor
16. STARDUST, Tommy Dorsey	RCA Victor
17. TUXEDO JUNCTION, Glenn Miller	RCA Victor
18. MARIE, Tommy Dorsey	RCA Victor
19. TENDERLY, Randy Brooks	Decca
20. MOONLIGHT IN VERMONT, Margaret White	ling . Capitol
21. TENDERLY, Stan Kenton	Capitol
22. TENDERLY, Ralph Marterie	Mercury
23. NANCY, Frank Sinafra	Columbia
24. BODY AND SOUL, Coleman Hawkins	RCA Victor
25. LAURA, Stan Kenton	Capitol
26. PRISONER OF LOVE, Perry Como	RCA Victor
27. FRENESI, Artie Shaw	RCA Victor
28. STARDUST, Ray Anthony	Capitol
29. I'VE GOT A CRUSH ON YOU, Frank Sinatr	a . Columbia
30. SUNRISE SERENADE, Glenn Miller	RCA Victor

## Rhythm & Blues

Based on actual vote of disk jockeys covering period of January 1, 1954, thru October 9, 1954.

Which single record in the Rhythm & Blues category did you like most during the past 12 months?

PLACE

WINNER

1. SHAKE, RATTLE AND ROLL, Bill HaleyDecca
2. SH-BOOM, Crew Cuts Mercury
3. SH-BOOM, Chords
4. HONEY LOVE, Drifters Atlantic
5. SHAKE, RATTLE AND ROLL, Joe Turner Atlantic
6. WHAT A DREAM, Patti PageMercury
7. YOU'LL NEVER WALK ALONE, Roy Hamilton Epic
8. LITTLE MAMA, Clovers
9. I UNDERSTAND JUST HOW YOU FEEL, Four TunesJubilee
O. HONEY LOVE, Vickie Young

## Children's

Based on actual vote of disk jockeys covering period of January 1, 1954, thru October 9, 1954.

Which single record in the Children's category did you like most during the past 12 months?

PLACE . WINNER	LABEL
1. DOGGIE IN THE WINDOW, Patti Page	1ercury
2. KITTY IN THE BASKET, Gayla Peevey and Jimmy BoydCo	olumbia
3. BIMBO, Eddy Howard	1ercury
3. MAMA DOLL SONG, Patti Page	1ercury
5. DENNIS THE MENACE, Jimmy Boyd and Rosemary Clooney	olumbia
6. LITTLE SHOEMAKER, Rosemary Clooney Co	olumbia
7. KITTY KATS PARTY, Rosemary Clooney Co	olumbia
8. TEDDY BEARS PICNIC, Rosemary Clooney. Co	lumbia

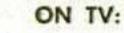
9. BIMBO, Gene Autry.....

. Columbia



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TREMENDUS
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# LOOKING BACK

MORE AND MORE

HOLD MY HAND

THE MAMA DOLL SONG

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### The Billboard 1954 Disk Jockey Poll

# BAND FAVORITES...

FOR several years there have been recurring campaigns to bring back the bands. The truth of the matter, of course, is that they have never really been away. When the material is right their records sell. And they also are played generously by disk jockeys who spin what their listeners want.

The relationship of sales to spins is aptly illustrated in the pre-eminence of Ray Anthony in the "All-Around" category this year. His was just a short hop up from the No. 2 spot in 1953. Last year's leader, Ralph Flanagan, dipped to No. 4 in the latest poll, being topped by Les Brown and Ralph Marterie.

New bands that made the listing in their first year of operation include the Les Elgart crew, The Commanders, formed originally as a Decca house band, and the revived Tommy and Jimmy Dorsey aggregation.

Label concentration on bands or house orks is indicated by the number of groups from each diskery which made the listing. Capitol leads with eight bands, followed by RCA Victor with six, Columbia with five, Mercury and Decca with three each, London with two, and Coral, Bell and Clef with one each.

The effect of best selling alburns and a top ranking movie, "The Glenn Miller Story," on deejay play, is shown by Clenn Miller's placement in the No. 6 slot. A year ago his wax didn't show at all.

It will probably come as no surprise that the perennial favor shown the Guy Lombardo band came in for a solid repeat this year on the "Sweet" category list, with Sammy Kaye closely in tow. The strong showing by Jackie Cleason brings forward new evidence of the increased attention being given to album play by disk jockeys.

Overwhelming favor in the Latin-American category was shown Perez Prado, who garnered more than twice as many points as runner-up Xavier Cugat. One curious entry who won sufficient votes to rate inclusion in the L. A. list is Label "X"s Richard Maltby, whose clicking "St. Louis Blues Mambo" placed him in the category for polled deejays.

### All-Around

Based on actual vote of disk jockeys covering period of January 1, 1954, thru October 9, 1954.

Which ba	nd on records do yo	u like most—your curre	ent all-round
PLACE	WINNER	LABEL	1953
1. RAY	ANTHONY	Capitol	2
2. LES	BROWN	Coral	5
3. RAU	PH MARTERIE	Mercury	6
4. RAU	PH FLANAGAN	RCA Victor	1
5. LES	ELGART	Columbia	
6. GLEN	IN MILLER	RCA Victor	
7. BILL	Y MAY	Capitol	3
8. STAI	N KENTON	Capitol	8
9. HUG	O WINTERHALTER	RCA Victor	6
10. SAU	TER-FINEGAN	RCA Victor	4
11. PER	CY FAITH	Columbia	11
12. W0	ODY HERMAN	Mars-Capitol	9
13. COM	MANDERS	Decca	
14. TOM	IMY AND JIMMY DORS	EYBell	
15. WELS	SON RIDDLE	Capitol	
16. LES	BAXTER	Capitol	29
17. RICI	HARD HAYMAN	Mercury	
18. JAC	KIE GLEASON	Capitol	
19. HAR	RY JAMES	Columbia	17
20. TED	HEATH	London	
21. GUY	LOMBARDO	Decca	13
21. PAU	IL WESTON	Columbia	
23. DAV	ID CARROLL	Mercury	
24. DUN	KE ELLINGTON	Capitol	15
25. COL	INT BASIE	Clef	29
25. BUD	DY MORROW	RCA Vidor	10
27. JER	RY GRAY	Decca	19
28. BEN	NY GOODMAN	Columbia	12
28. MA	NTOYANI	London	14
	not be to the supplemental of the supplemental	E. SPONSONER	

#### Sweet

Based on actual vote of disk jockeys covering period of January 1, 1954, thru October 9, 1954.

Which band on records in the sweet category do you currently like best!

PLACE	WINNER	LABEL
1. GUY I	OMBARDO	Decca
2. SAMM	Y KAYE	Columbia
3. JACKI	E GLEASON	
4. MANT	iKAYO	London
5. LES E	GART	Columbia
6. RAY	ANTHONY	
7. RALPI	H FLANAGAN	RCA Victor
8 PERCY	FAITH	
9. HUGO	WINTERHALTER	RCA Victor
10. LES B	AXTER	

Based on actual vote of disk jockeys covering period of January 1, 1954, thru October 9, 1954.

Which band on records in the swing category do you currently like best!

PLA	CE	WIN	MER							LABE	L
1.	LES EL	GART		•••	•••					Columbia	3
2.	LES BI	NW09		•••	•••				•••	Cora	I
3.	RALPH	MAR	TERIE			• • •			•••	Mercur	y
4.	RAY	OHTKA	NY	•••		•••	•••	•••		Capito	l
5.	BENNY	600	DMAN			•••			•••	Columbi	3
6.	WOOD	Y HE	NAMS				•••			Mars-Capito	4
7.	NATZ	KENTO	N	•••		•••		•••		Capito	ı
8.	GLENN	MILL	ER							RCA Vido	r
9.	COMM	ANDE	ช				• • •			Decc	a
10.	RALPH	fla)	LAGAN			•••	•••	٠.:	• • • •	RCA Victo	ſ

### Latin-American

Based on actual vote of disk jockeys covering period of January 1, 1954, thru October 9, 1954.

Which band on records in the Latin-American category do you currently like best!

	MINNER	LABEL
1. PERS	Z PRADO	RCA Victor
2. XAV	ER CUGAT	Mercury
3. NOR	O MORALES	RCA Victor
3. TITO	RODRIGUEZ	
5. LUIS	ARCARAZ	RCA Victor
6. TITO	PUENTE	Tico
7. EDM	UMDO ROS	London
8. JOE	LOCO	Tice
9. RKH	HARD MALTBY	
o cuir	A DEAEC	Capital



# \* Karen Jack CHANDLER PLEIS

LATEST!

RUN AROUND

AND

YOU'RE ALWAYS
WELCOME
HOME

FOR ALWAYS

AND

BEYOND THE BLUE HORIZON



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61289

DECCA

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Table " See 1

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Just a line to say thanks to all you D.J.'s for all your help.

Karen & Jack

#### The Billboard 1954 Disk Jockey Poll

S BILLBOARD has done

The listing in the adjacent columns speak for themselves in the matter of listings. However, one factor is, happily, very evident. The jockeys do not base their "most co-operative" voting on whether a personality is willing or able to appear on their shows in person. A prime example is that of Perry Como who shows up very high on the "disk promotion" list, but because of his regular TV commitments cannot oblige by appearing on many disk jockey shows. This apparently holds true for many artists on either

Too, the value of disk jockey promotion is never questioned, but it must be noted that the jockeys do not closely collate their plays with those artists considered "most co-operative." The listeners' preferences and just good programing are more important to the jocks than their personal dislikes or likes among

in past years and in similar polls of the nation's disk jockeys, the platter spinners were once again asked to list the most cooperative disk names. The jockeys were requested to list those artists considered most conscientious and helpful and those who are particularly most helpful in arranging personal

appearances.

listing.

record artists.

# MOST HELPFUL ARTISTS...

THE BILLBOARD

# Disk Promotion

Based on actual vote of disk jockeys covering period of January 1, 1954, thru October 9, 1954.

Which individual recording artists are most conscientious and helpful to you with the promotion of their disks?

Popular	
PLACE WINNER	LABEL
1. FOUR ACES	Decca
2. RALPH FLANAGAN	
3. PERRY COMO	
4. EDDIE FISHER	
5. PATTI PAGE	Canitol
6. RAY ANTHONY	M.G.M
8. ROSEMARY CLOONEY	Dot
[사진 [1]	
10. DON CORNELL	
11. JONI JAMES	
12. TONY BENNETT	
13. SAMMY KAYE	
14. LES PAUL AND MARY FORD	73KH 7K
15. RICHARD HAYMAN	Carago and
16. JULIUS LA ROSA	
17. STAN KENTON	
18. RALPH MARTERIE	
19. FRANKIE LAINE	
20. KITTY KALLEN	
21. BETTY MADIGAN	
22. ARCHIE BLEYER	Cadence
22. DORIS DAY	Columbia
24. CONNEE BOSWELL	Decca
25. FOUR FRESHMEN	Capitol
· C&W	
PLACE WINNER	LABEL
1. WEBB PIERCE	Decca
2. FARON YOUNG	
3. EDDY ARNOLD	
4. CARLISLES	
5. BILL CARLISLE	Who are a form property and the first fields
6. PEE WEE KING	
7. JIMMY DICKENS	
8. JIM REEVES	1110030
9. CARL SMITH	
10. HANK SNOW	
11. RED FOLEY	
12. FERLIN HUSKEY	Canito
13. CHARLIE ADAMS	
14. SONNY JAMES	Canito
15. SLIM WHITMAN	Imperia
R&B	
PLACE WINNER -	LABE
1. FAYE ADAMS	Herald

. Federal

Aladdin

2. RUTH BROWN

DOMINOES

LOUIS JORDAN

9. ROY HAMILTON ......Epic 

## Personal **Appearances**

Based on actual vote f disk jockeys covering period of January 1, 1954, thr. October 9, 1954.

Which recording artists are most co-operative in arranging for personal appearances on your program?

P	o	p	u	ı	a	ľ

ropular .	
PLACE WINNER	LABEL
1. FOUR ACES	Decca
2. RALPH FLANAGAN	RCA Victor
3. DON CORNELL	
4. STAN KENTON	
5. RAY ANTHONY	
6. PATTI PAGE	
7. CONNEE BOSWELL	100
8. JOHNNY LONG	
9. GAYLORDS	
10. BILL LAWRENCE	
11. BUDDY MORROW	
12. FOUR FRESHMEN	
13. FOUR LADS	
13. TED WEEMS	
15. JULIUS LA ROSA	
16. LOU MONTE	
17. BETTY MADIGAN	M-G-M
18. SUNNY GALE	RCA Victor
19. EILEEN BARTON	
20. SPIKE JONES	RCA Victor
21. LES PAUL AND MARY FORD	Capitol
22. JOHNNIE RAY	Columbia
23. SAMMY KAYE	
24. ALAN DEAN	M-G-M
25. TOMMY LEONETTI	
25. RALPH MARTERIE	
C&W	

PLA	CE	WINNE	R							LABEL
1.	JIMMY	DICKEN	S					 		Columbia
2.	MADD	X BRO	THERS	AND	RO	SE .		 		Columbia
3.	WEBB	PIERCE						 		Decca
4.	JIM RI	EVES .						 		Abbott
5.	EDDY	ARHOLD			٠			 		.RCA Victor
6.	JOHNN	Y AND .	IACK .					 		.RCA Victor
										Decca
8.	BILLY	WALKER						 		Columbia
9.	PEE W	EE KING						 		.RCA Victor
10.	HANK	WONZ						 		.RCA Victor
11.	FARON	YOUN	Ĵ					 		Capitol
12.	RED F	OLEY .	<b></b> .					 		Decca
13.	WADE	RAY .		•••			•••	 • • •		.RCA Victor
										Columbia
15.	RAY P	RICE .						 	•••	Columbia

#### R&B

PLI	E WINNER	(3.5	LABEL
1.	BUDDY JOHNSON	2	. Mercury
	NAT (KING) COLE		and the second s
1	OUIS JORDAN		
	MIDNIGHTERS		2000
-	LIONEL HAMPTON		
	EDDIE BOYD		
	BILL DOGGETT	the state of the state of the state of	
8.	FAYE ADAMS	• • • • • • • • • •	Heraid

(no other listing received more than one mention)

# Thanks Disk Tockeys for all those spins...

CURRENTLY:

**MOBILE** b/w

I HATE TO SAY HELLO

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JERRY JOHNSON 6223 Selma Avenue Hollywood 28, Fla.

**PUBLICITY:** 

HARRY SOBOL 1270 Sixth Avenue New York, N. Y.

# ALBUM FAVORITES

In every instance the pop albums which the disk jockeys declared as their "favorites" were among the big-selling pop albums of the year this far. Conversely, of course, the big-selling albums were those which the jockeys liked - and were playing regularly. It is also pertinent to point out that three of the top 10 pop albums were big-ticket items for the dealersselling for \$25 or more. Again, the jockeys have proven themselves to be the prime promotional force in the industry. Of interest, of course, is the preponderance of "big names" on

the list. As for the jazz album selections made by the jockeys, it becomes obvious that the boys who spin the records have varying tastes. Represented are big band, swing, Dixieland and progressive jazz albums. Les Brown's leading position can be attributed, partially, to the ret lease of the album in very recent weeks and the jockeys' current heavy usage of the set. Dave Brubeck, cover story personality of Time magazine, leads the group of progressive jazz musicians who received jockey plaudits.

The semi-classical category listing highlights, as expected, the public desire for so-called "mood" or "background" music. Jackie Gleason, for example, repeats on this listing with an album also heavily voted in the pop album category. Tastes, again, were varied; and labeling an album package "semi-classical," rather than "pop," seemed to confuse some of the many jockeys polled.

There wasn't, however, any confusion about the jockeys' favorite classical packages. The standard "war horse" releases stood up nobly. Maestro Arturo Toscanini also, obviously, has as big a hold on the disk jockeys as he has on the general buying public.

## Popular

Based on actual vote of disk Jockeys covering period of January 1, 1954, thru October 9, 1954.

Which album or set of records in the popular category did you like most in the last 12 months?

PLA	( E	MINNER	LABEL
1.	SWING	EASY, Sinatra	Capitol
2.	GLENN	MILLER LIMITED EDITION, VOL. II	.RCA Victor
3.	GLENN	MILLER LIMITED EDITION, VOL. 1	.RCA Victor
4.	SONGS	FOR YOUNG LOVERS, Sinatra	Capitol
5.	GLENN	MILLER STORY	RCA Victor
6.	BING		Decca
7.	MUSIC,	, MARTINIS AND MEMORIES, Gleason	Capitol
8.	MUSIC	FOR LOYERS ONLY, Gleason	Capitol
9.	MAY I	SING TO YOU, Fisher	.RCA Victor
10.	MUSIC	TO MAKE YOU MISTY, Gleason	Capitol

#### Jazz

Based on actual vote of disk lockeys covering period of January 1, 1954, thru October 9, 1954.

Which album or set of records in the jazz category did you like most in the last 12 months?

PLACE	WINNER		LABEL
1. LES B	ROWN'S CONCERT	AT THE PALLADIU	M Coral
2. INSID	E SAUTER-FINEGA	N	RCA Victor
4. JAM	SESSION COAST TO	O COAST, Eddie Co	ondonColumbia
3. JAZZ	GOES TO COLLEGE,	, VOL. 1	Columbia
6. JAZZ	GOES TO COLLEGE	, VOL. II	Columbia
5. STAN	KENTON PRESENT	S JAZZ	
7. SOME	THING COOL, Jun	e Christy	
8. JAZZ	AT COLLEGE OF TH	IE PACIFIC, Dave I	Brubeck Fantasy
9. TED	HEATH PALLADIUN	4 CONCERT	London
10. JAZZ	AT THE PHILHARI	MONIC, VOL. 15 .	Clef

#### Semi-Classical

Based on actual vote of disk jockeys covering period of January 1, 1954, thru October 9, 1954.

Which album or set of records in the semi-classical category did you like most in the last 12 months?

PLA	CE WINNER	LABEL
1.	STUDENT PRINCE, Mario Lanza	CA Victor
2.	ANDERSON'S FAVORITES, Baston Pops	CA Victor
3.	MUSIC, MARTINIS AND MEMORIES, Jackie Gleason	Capitol
5.	CONTINENTAL MUSIC, Percy Faith	Columbia
6.	GAITE PARISIENME, Boston Pops	CA Victor
4.	MANTOVANI PLAYS SIGMUND ROMBERG	, .London
7.	ECHOES FROM SPAIN, Hollywood Bowl Ork	Capitol
<b>7.</b>	FIEDLERS 25th ANNIVERSARY ALBUM,	
9.	KISMET, Percy Faith	Columbia
10.	MANTOVANI PLAYS STRAUSS WALTZES	London

10. MR. STRAUSS COMES TO BOSTON, Boston Pops. . . RCA Victor

#### Classical

Based on actual vote of disk jockeys covering period of January 1, 1954, thru October 9, 1954

Which album or set of records in the classical category did you like most in the last 12 months?

2. (Moussorgsky) PICTURES AT AN EXHIBITION,

3. (Offenbach) GAITE PARISIENNE, Boston Pops....RCA Victor

4. (Tchaikovsky) NUTCRACKER SUITE, Toscanini . . . . RCA Victor

5 (Reatheren) NINTH CYMDHONY Toscanini DCA Victor

5. (Stravinsky) RITE OF SPRING, Dorati......Mercury



# mantoval



ONDON RECORDS

### PHONOS—HI FI

By STEVE SCHICKEL

NDIE DEALERS HIT PRICE-CUTTING ...

If any manufacturer of phonographs and tape ecorders were to make an industry survey of indebendent music-record dealers to determine whether lealers were prone to handle high-cost, low-turnover nerchandise, they would find one answer predominating: "I can't handle the line because of pricecutting."

It's as simple as that. Dealers from one end of the country to the other have said again and again that they would like to handle high-class prestige items but find it impossible to compete with discount houses. Five out of 10 dealers answering surveys would say that his market has been curtailed by the discount house. The story is much the same in almost any part of the country. However, in some places it is so bad that dealers claim the words "list price" practically make the customer run from the store. Some dealers are asking for better discounts or else ask the manufacturer to sell dealers direct rather than thru what they call cut-throat jobbers.

Several companies have made definite efforts to maintain their fair trade prices. Outstanding among these is Magnavox which not too long ago canceled all dealer franchises and started from scratch. Only those dealers who maintain a reputation for selling at list prices and those holding a good name in the community were chosen for the new list of franchise dealers. Not only that, Magnavox went even further by placing ads in various consumer publications such as Time and the U. S. News and World Report. These ads told in graphic details why the line was being sold only by these dealers, why the price was set at "X" number of dollars, and what all this means to the consumer. Such action is indeed an example of what a company can do to protect its, price and its dealers, if it wants to. There are other firms which have done other things to maintain price. An example of this is the Three-Dimension Company which has its salesmen keep constant check on its products and prices listed by retailers.

The subject is a touchy one, to say the least. Retailers selling in competition with discounters are naturally upset. Discounters claim they are not in the wrong because the company, in effect, sanctions their actions by the mere fact they sell them products. Then there are those dealers who claim manufacturers don't care who sells the products or at what price they are sold, just so long as the factory gets its price. What are your feelings on this matter? Send us your opinions.

COLUMBIA-BELL & HOWELL SHIPS TABLE RECORDER . . .

The Three-Dimension Company, a subsidiary of Bell & Howell, which manufacturers the new C-B&H tape recorder, has started shipment on the set this week. Shipments on the portable model began a month ago. Featured in the new table model, which will retail at \$299.95, are the same kilosphere speakers used in Columbia's 360K highfidelity phonograph. The kilosphere is an oblong metal object about the size of a candy bar and is encased in plastic foil. The foil covers 1,000 tiny holes, with each hole acting as a tiny loudspeaker. The table model contains two speeds and two regular speakers. The set is designed functionally for inclusion as a furniture piece, with reels and head enclosed by a cover, and with push buttons set vertically on the metal front grill along with tone and volume controls.

HI-FI DISK FREE WITH PHILCO SET . . .

A fall promotion featuring a free high-fidelity disk with the purchase of either Model 1342 or 1374, was announced this week by the Philco Corporation. The record retails at \$5.95 and is a bookof-the-month appreciation record. Program will last thru Christmas and will be announced in the firm's national advertising. Model 1342 lists at \$89.95 and Model 1374 lists at \$149.95.

SUMMERFIELD HEADS TAPE 3-D TAPE RECORDER SALES . . .

Wes Summerfield has been promoted to the post of manager of tape recorder sales at the Three-Dimension Company, subsidiary of Bell & Howell. Summerfield just returned from a sales swing around the firm's Eastern territory talking to salesmen and dealers. . . . Howard G. Haas has been appointed vice-president in charge of advertising and sales promotion for the Mitchell Manufacturing Company, Chicago. The announcement was made in last week by Bernard A. Mitchell, president. The post is a new creation voted upon by the company's board of directors.

Altec Lansing's Melodist has been chosen by House Beautiful magazine as part of that magazine's Los Angeles County Fair exhibit of products for the home. . . . The Roland Radio Corporation, Mount Vernon, N. Y., last week unveiled the rest of its hi-fi line which includes the Repertoire and Rotunda. The Repertoire is a hi-fi AM-FM radiophono table model. . . . Col. Mark E. Smith has been named to the newly created post of administrative assistant to the president of the Hallicrafters Company. He retired from the U. S. Army August 31. He was deputy chief of personnel in Europe from 1951 to 1954.

## LINER NOTES

By IS HOROWITZ

MANTOVANI TO MAKE FIRST U. S. TOUR . .

Mantovani, best-selling London Records album artist, is expected to make his first American concert tour next fall. If present plans jell he will crowd a full schedule of appearances in a five-week junket, including two Carnegie Hall concerts in New York. The tour will be handled by Columbia Artists Management.

On his recent visit to New York, a verbal agreement was reached between Mantovani and the management firm. A contract firming the deal, tho, has yet to be signed.

The projected tour is another example of the demand created Stateside for an artist known here only thru his recordings. It has happened frequently in the classical field, an outstanding recent example being Paul Badura-Skoda, the Westminster Records contract pianist.

In three Canadian appearances early last month. Mantovani drew audiences totaling more than 25,000. In his projected American tour he will front a domestic orchestra of about 45 men. London, of course, will co-ordinate heavy promotion of Mantovani albums with the tour. There are now 12 Mantovani LP's in the label's catalog.

BLUEBIRD DEVELOPS AS TYROS' SHOWCASE . . .

Bluebird Records is fast developing into an important showcase for younger American concert artists. The label has signed a number of instrumentalists and singers recently, including the American Art Quartet, violinist Norman Carroll, singer Carol Smith and the Augustana College Choir. Negotiations with other young American artists are now underway.

COLUMBIA, EPIC ADD A.&R. EDITORS . . .

Responsibility for the musical and technical quality of new pop albums produced by Columbia, and Epic pop and classical packages have been centered in two new positions just created by the diskeries. Calvin Lampley has been named artist and repertoire music editor in the Columbia post, with James Foglesong assuming the new duties at Epic. Main function of the two execs will be editing, and they will work under the direction of a.&r. chiefs heading their respective departments.

CHILDREN'S RELEASES SHOW GOOD ACTION . .

Publication of the Children's Records Best-Selling chart this week has crowded out the "Classical

Possibilities" list. However, here are several recent LP releases which have shown strong initial sales action, according to the latest dealer survey, and rate inclusion in the select category:

Capitol's Steinberg-Pittsburgh Symphony reading of Tchaikovsky's Sixth Symphony, Decca's new Se-govia set featuring the Back "Chaconne," Mercury's Dorati-Minneapolis version of the Bartok "Concerto for Orchestra," Angel's La Scala recording of the Bellini opera "Norma," featuring Maria Callas, and Westminster's Scherchen-London Symphony performance of Berlioz' "Symphonie Fantastique."

SAUTER-FINEGAN TO BE CHI SYMPH'S GUEST . . .

The Sauter-Finegan band will be featured in three appearances with the Chicago Symphony under conductor Fritz Reiner, November 18-20. They will play "Concerto for Jazz Band" by the modern German composer Rolf Liebermann. RCA Victor, of course, will record the work for early release on LP.

RADIO INCREASING ALBUM PROGRAMS . .

New evidence that radio station play of album material is increasing is contained in the latest Billboard station manager poll, the complete results of which are published elsewhere in this issue. More than 200 stations air an average of 9.8 hours of classical and semi-classical music weekly, the results show. Out of 179 stations playing classical music, 58 increased the time devoted to this idiom as against a year ago, 21 played less and 100 noted no increase or decrease. In the semi-classical field, 47 upped their time schedules, 17 reported decreases and 105 held steady.

ANGEL RESTRICTING GIESEKING RELEASE.

Angel Records will limit the size of its special Walter Gieseking package of the complete solo works of Mozart to dealer orders racked up by January 31. The de luxe set consists of 11 LP's held in a dustproof box. It lists for \$75. No single disks from the package will be released individually until next April. Subsequent release will be staggered, with the complete edition of single LP's fully available by January, 1956. A demonstration LP containing ex- formance by the large forces under cerpts from the set will be distributed to dealers Beecham's direction. Not music to relax ordering the limited de luxe edition.

Associated Music Publishers is preparing a list of contemporary serious music available on recordings for distribution to radio stations. . . . Vox's contract violinist, Ivry Citlis, is being groomed for his first American concert tour next season.

#### Best Selling Popular Albums

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

#### LP'S

2. 1	THE STUDENT PRINCE—Mario Lanza RCA Victor LM 1837 MUSIC, MARTINIS AND MEMORIES—Jackie Gleason
3. S	SEVEN BRIDES FOR SEVEN BROTHERS-Sound Track
4.	GLENN MILLER LIMITED EDITION, VOL. 2
5. /	A STAR IS BORN—Judy Garland
7. 5	MUSIC FOR LOVERS ONLY—Jackie Gleason · Capitol H 352 SWING EASY—Frank Sinatra
(	GLENN MILLER PLAYS SELECTIONS FROM "THE GLENN MILLER STORY"
	THE PAJAMA GAME—Original Cast Columbia ML 4840
	VOICES IN MODERN-Four Freshmen Capitol H 522
11. 1	BING-Bing Crosby
	SOMETHING COOL-June Christy Capitol H 516
13. ]	JAZZ GOES TO COLLEGE—Dave Brubeck Quartet Columbia CL 566
14. 1	LOVE PARIS
15.	BRIGADOON-Sound Track

5.	BRIGADOON-Sound Track
	EP'S
2.	THE STUDENT PRINCE-Marie Lanza RCA Victor ERB 1837 SEVEN BRIDES FOR SEVEN BROTHERS-Sound Track
3.	MUSIC, MARTINIS AND MEMORIES—Jackie Cleason
	GLENN MILLER PLAYS SELECTIONS FROM "THE GLENN MILLER STORY"
5. 6.	MUSIC FOR LOVERS ONLY—Jackie Gleason Capitol EBF 352 GLENN MILLER LIMITED EDITION, VOL. 2
7. 8.	SWING EASY-Frank Sinatra
10.	VOICES IN MODERN-Four Freshmen Capitol EBF 522 SOMETHING COOL-June Christy Capitol EBF 516 A STAR IS BORN-Judy Garland Columbia BA 1021 PARDON MY BLOOPER, VOL. 2-Kermit Schafer
12. 13.	PARDON MY BLOOPER, VOL. 1-Kermit Schafer
14. 15.	BRIGADOON—Sound Track

#### Best Selling Children's Records

1. I TAUT I TAW A PUDDY TAT-Mel Blanc . . . . . . Capitol 3104

1	
1	2. DOGGIE IN THE WINDOW-Patti Page
ı	Manager Playanaft No. 1
ı	Mercury Playcraft No. 1
	3. TEDDY BEAR'S PICNIC-Rosemary Clooney Columbia J 168
1	3. TEDDI BEARS I CONCENTRATION OF THE STATE
١	4. SPARKY'S MAGIC BATON-Billy May Capitol 3206
ł	5. THE LITTLE SHOEMAKER-Rosemary Clooney
ı	5. THE LITTLE SHOEMAKER—Rosemary Chomey
ı	Columbia J 213
l	Capital 3974
١	6. TWEETY PIE-Mel Blanc
ı	7. LITTLE WHITE DUCK-Burl IvesColumbia J 85
Ì	8. GETTING UP IN THE MORNING; GOING TO BED AT
	8. GETTING OF IN THE MORNING, GOING TO BEE
	NIGHT-Frances Horwich RCA Victor Y 466
	9. PETER AND THE WOLF-Sterling Holloway
į	9. FETER AND THE WOLF-Sterning Honoway
	RCA Victor Y 386
	10. BIMBO-Gene Autry
	10. BIMBO—Gene Autry
	11. I'M A LITTLE TEAPOT—Frank De Vol Capitol 3003
	12. FUN WITH INSTRUMENTS; DING DONG SCHOOL
	12. FOR Winter V 167
	SONG-Frances Horwich
	13. THE LITTLE ENGINE THAT COULD-Rufe Davis
	Conital 2149
	Capitor 3142
	14. SNOW WHITE AND THE SEVEN DWARFS-Dennis Day,
	PCA Victor V 22
	Ilene Woods
	15. LITTLE TOOT-Don Wilson

#### Reviews and Ratings of New Classical Releases

(1-12")-New York Philharmonic-Symphony Orchestra; Dimitri Mitropoulos, Cond. Columbia ML 4959 ......80 Considering the ballyhoo that preceded the American premiere of this work a few weeks ago, the listener might easily be disappointed in this hurriedly released recording of it. Such is not the case. Critics and audience alike acclaimed Shostakovich's latest symphony as his greatest creative effort to date. It is profoundly personal in its expression, and without reverting to a Romantic style, recalls the direct emotional appeal of a Tchaikovsky symphony. For all the label's haste, this is a superior record: for balance, for its wide dynamic range and its faithful reproduction of low tones, it is an achievement in high fidelity. The wild, devilishly fast second movement is perfectly suited for store demonstration.

SHOSTAKOVICH SYMPHONY NO. 10

BERLIOZ: TE DEUM, OP. 22 (1-12")-Alexander Young, Tenor; Chorus; Royal Philharmonic: Sir Thomas Beecham, Cond. Columbia ML 4897 ......79

Mark this down as a disk full of sales potential in the rising Berlioz market. The work, one of the most important choral creations of the 19th Century, gets its initial LP etching in a towering perby, it- is constantly stimulating and, occasionally, almost awesome in its climaxes. Recorded sound is spacious, no mean feat considering the technical problems involved in balancing the response of two choirs (one composed of boys' voices) a symphony orchestra, tenor soloist and organ.

STRAVINSKY: LES NOCES; L'HIS-TOIRE DU SOLDAT (1-12")-Mario Rossi conducting soloists; Vienna Chamber Choir and Chamber Ensemble of the Vienna State Opera Orchestra.

A fine performance of "Les Noces," sung here in the original Russian. But the real accomplishment is the superb recording of "L'Histoire." Unusual even in these days of careful engineering, the etching carries some of the cleanest and most effective sound on record. It won't take long for the hi-fi bunch to find this out and flock to sales counters. Performance of the latter is also outstanding, with Jan Tomasow particularly impressive in the difficult violin part. A smart Stravinsky coupling, attractively packaged in a double-fold liner containing complete translation of "Les Noces" text.

BEETHOVEN: SONATAS FOR CELLO AND PIANO (2-12")-Pablo Casals, Cello: Rudolf Serkin, Piano. Columbia ML 4876, 4878 ......75

Two of the most important disks to come out of the Casals festivals, ML 4876 holds the first and fifth sonatas, ML 4878 the third and fourth. With an earlier LP holding the second, they complete the survey of the Beethoven sonatas by the two artists. Available singly or boxed, the three LP's will long remain active in the catalog as outstanding examples of Casals' art as an interpreter. Wonderful knowing and at times profound performances, they should enjoy a long sale to discriminating collectors. It should be pointed out that the second sonata was also issued in SL 169, an early "Perpignan" Casals package.

(Continued on page 58)



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

Continued from page 21

the record-pantomime numbers. Among their permanent props and sets are a kitchen and living room arrangement left over from a home economics show. The teenage show is enlivened by the fact that the teen-age audience actually participates in the show, via charades, talent contests, etc. Herb Sheldon, who also has a

radio show on WRCA, has a kiddie record show on WRCA-TV every morning from 8:55 to 10, with puppets supplying visual interest. Sheldon appeals to both the kids and their parents by playing mostly pop records with special kiddie appeal-"Her-nando's Hideaway," "The Little Shoemaker," etc.

#### PReviews and Ratings of New Classical Releases

Continued from page 56

HIGHLIGHTS FROM RIGOLETTO (1-12") - Ferruccio Tagliavini, Tenor; Lina Paglinghi, Soprano; Ginseppe Taddei, Baritone. Cetra A 50166 ..........75

The label has taken from its full length version of "Rigoletto" some of the bestknown arias to make up this new package. It contains such familiar arias as "Questa o quella," "Caro nome," "La donna e mobile" and "Bella figlia dell' amore." Ferruccio Tagliavini as the Duke, Lina Pagliughi as Gilda and Taddei as Rigoletto are excellent in their roles, with Miss Pagliughi doing a fine job on her aria "Caro nome." The set is well produced and attractively packaged.

BEETHOVEN: PIANO CONCERTO NO. 4 (1-12")-Clifford Curzon, Piano; Vienna Philharmonic; Hans Knappertsbuseb, Cond. London LL 1045 .....74

The combination of a fine recorded sound, a wonderful orchestra, popular and skilled pianist and one of Beethoven's most popular concerti should assure a healthy sale for this latest reading. Curzon has already recorded the "Emperor" and it was well received. The competition, tho stiff, should serve as only a slight brake on probable action.

WOLF: TWENTY-TWO SONGS FROM "ITALIENISCHES LIEDERB U C H"; BRAHMS: SELECTED SONGS (1-12") - Irmgard Seefried, Soprano: Erika Werba, Piano. Decca DL 9743 ......73

Miss Seefried, who won acclaim in her debut year at the Metopera (1953-'54), is the possessor of a beautiful voice which she handles with remarkable control. Her renditions here will captivate disk collectors with a taste for lieder. In its field this should quickly become an eagerly sought for package. The recording is just fine. Only point to cavil with is the complete absence of text and/or translation, an almost inexcusable omission today.

MOZART: PIANO CONCERTOS NOS. 9 AND 15 (1-12")-Wilhelm Kempff, Piano: Stuttgart Chamber Orchestra; Karl Munchinger, Cond. London LL 

The sovereign pianism of the German keyboard master is brilliantly applied to these ingratiating concertos. In both, Kempff exerts himself more to achieve disciplined form and elegant style than to expose the warm underlying sentiment of these works. The "intellectual" approach to Mozart is a legitimate one to many. Unusually good support is given by the orchestra in this well-balanced recording.

CHOPIN: TWENTY-FOUR ETUDES, OP. 16, OP. 25 (1-12") - Alexander Uninsky, Piano Epic LC 3065 ...........72

Uninsky has been pulling strong crowds In the recital circuit and this fact, in addition to his earlier Epic recording, is adding to his power as a disk attraction, He has an iron set of fingers, well able to cope with the difficulties of the Chopin Etudes, and still convey their musical nature, often neglected in the rush of notes. Main advantage of this set over others is its compendious nature. All 24 etudes are here, an accomplishment not available on any competing set.

THE ART OF ROLAND HAYES: SIX CENTURIES OF SONGS (2-12")-Reginald Boardman, Piano. Vanguard VRS 448-9 ......72

Physical description first. These are two beautifully engineered disks inserted in an open-end box with eye-catching art. But this would be a find even if wrapped in an old gunny sack. Past 65 when these disks were cut, Hayes has naturally lost some of his vocal strength, but the controi, perfect phrasing and deep understanding remain evident in all their considerable glory. Art songs are represented by selections from little-known 14th Century works to Debussy and Moussorgsky, via Monteverdi, Bach, Beethoven, Schubert and others. Too, there are spirituals, or as Hayes prefers to call them, Aframerican songs. For examples of true singing art, listen to the several unaccompanied selections. Set should self very well in its class. Disks are available singly.

BRAHMS: THREE RECITALS: (1) BAL-LADES, OP. 10; CAPRICCIOS AND INTERMEZZOS, OP. 76 (2) FAN-TASIAS, OP. 116; FOUR PIECES, OP. 119 (3) RHAPSODIES, OP. 79; INTERMEZZOS, OP. 117 (2-12", 1-10") -Wilhelm Kempff, Pianist. London

LL 959, 960, LS 961 ......70 The piano is said to have been Brahms' first love. If this is true, it could also be said to have been almost his very last, as well. Here Wilhelm Kempff runs the gamut from the youthful Schumannesque Ballades of Op. 10 to the pieces collected in Op. 119 which date from Brahms' last years. These are the short lyric pieces which Brahms typically chose for expressing his most intimate feelings, From first to last, they are invested with a

warmth that would be sentimental but for their superb craftsmanship and musical interest. Kempff, who has recorded great chunks of the classical and Romantic keyboard literature, gives inspired utterance to these miniature masterpieces.

WEBER: SIX SONATAS FOR VIOLIN AND PIANO, OP. to (1-12")-Ruggiero Ricci, Violin; Carlo Bussotti, Piano. 

These short and charming works, longneglected, are new to the LP catalog. They make few demands on the listener; their appeal is immediate. Ricci and Bussotti get the most out of them in these crisp and clean readings. Moderate sales to chamber music enthusiasts and fiddle fanciers.

MOZART: VIOLIN CONCERTOS, NO. 3 IN G (K.216) AND 4 IN D (K.218) (1-12")-Arthur Grumiaux, Violin, Vienna Symphony Orchestra; Bernhard Panmgartner, Cond. Epic LC 3060 ....68

The two popular concertos are awarded smooth and technically proficient performances by Grumiaux, with the orchestral accompaniment somewhat less efficient. Stronger readings on competing sets limit prospects here.

JOHANN STRAUSS: HIGHLIGHTS DER ZIGEUNERBARON (1-12")-Soloists and Chorus of the Vienna State Opera: Vienna Philharmonic: Clemens Krauss, Cond. London LL 648.....67

This LP features highlights from Strauss' "Gypsy Baron" taken from London's album of the complete opera. There are many versions out on the work, of course, but Strauss is one of those eternal sellers, and this package should fare well during the Christmas season. Conductor Krauss was renowned for his interpretation of the music of both Johann and Richard Strauss, and his work here is fully in keeping with that reputation. Dealers should find this LP particularly good for easing beginning collectors over into the classical field. Attractive cover work is a plus for displays.

FIESTA IN MADRID (1-12")—Orquesta Zarzuela de Madrid: Frederico Moreno Torroba, Cond. Decca DL 9735 .....66

This collection of music from Spain, another in the firm's series of Spanish music, contains a group of light-hearted and unfamiliar dance and orchestral selections from various zarzuelas, or Spanish operettas. Altho most of the items are little known here, they have been popular in Spain for many years. They are played spiritedly and authentically. With the increasing popularity of Spanish music in this country it is probable that there will be a good-sized audience for this new collection of melodic zarzuela material.

BIZET - GOUNOD: PEARL FISHERS AND MIREILLE (1-12")-L'Orchestre de la Societe des Concerts du Conservatoire de Paris; Alberto Erede, Cond. London Ll. 939 ......66

Collectors should be interested in this package of excerpts from the Bizet and Gound operas, since there are few LP's available on either work. Performance is excellent and soprano Janine Micheau has her own following here as the result of her fine solo work on seven other London LPs of major operas.

VIVES: DON FRANCISQUITA (2-12") -London International TW 9100516 ...64

Those music lovers who have become addicted to Spanish zarzuelas will be interested in this new release on the London International label, For "Dona Francisquito" is a comic opera right in the zarzuela groove. The story is as involved as any comic opera-it is based on a story by Lope De Vega-and the music is as affecting and melodic. The set, recorded in Spain, features a cast of good Spanish singers who perform ably under the direction of Ataulfo Argenta. The set should appeal to aficianados of the Spanish

VICTORIA: MISSA PRO DEFUNCTIS; MAGNIFICAT IV TONI (1-12") -Choir of the Choral Academy, Lecco, Italy; G. Camillucei, Cond. Vox PL 8930 ......55

The Spanish composer, Victoria, ranks with Palestrina as one of the musical giants of the sixteenth century. Today, however, he is all but unknown, and is represented in the LP catalogs by only two works. The Choral Academy of Lecco, Italy, which specializes in music of this period, helps fill in the gap with these carefully prepared readings of two important ecclesiastical works by Victoria. The composer was a mystic and his works are unusual for the darkness of their tonal coloring. A gent for collectors of rare choral music.

In Chicago, five of the local deciavs have made the switch to television, three of them on a direct music appeal and two of them on a record-teen dance theme, and all of them still airing their talents over radio.

Probably the first to break the barrier locally was Howard Miller, of WIND and WMAQ, who began a strictly deejay show on television in 1953. At that time, using a two-hour format on Friday nights from 11 to 1 a.m., he racked up tremendous ratings for the show. This season the show was switched to the CBS outlet, same time and day, and is now bucking NBC's "Today," but still getting a major share of the local audience.

Miller plays records, interviews guests and shows short films of local interest. While the disks are spinning, the cameras show various hanging mobiles; multiple superimpositions are used and shots are taken of dogs in a play pen, dolls, charts, etc. This technique was originally devised by Miller as a format for the industry in an attempt to give local advertisers a show that would fit their budgets.

Ray Rayner

Another deejay who successfully made the switch to TV is Ray Rayner, who conducts a onehour stanza each Saturday over WBBM-TV from 11:30 a.m. to 12:30 p.m. His show uses recorded music as well as spotting himself and Mina Kolb in the role of pantomime singers. The main plug here is to a teen-age studio audience which is invited to come in and dance before the cameras. Rayner also makes up a game of charades for visitors, and útilizes them as panel judges for new waxings. In either case, the kids get free records or albums for their appearance.

Jim Lounsberry, of WGN, whose "Bandstand Matince" airs over WGN-TV each weekday from 4 to 5 p.m., recently had his program go over so well that he was taken off the air for a week. The show, which features guest interviews and teen dancers, can. handle an audience of approximately 400. During an appearance of the McGuire Sisters, however, more than 2,000 kids tried to jam their way into the studio, resulting in a hurried call to the riot squad. The show will be in the future issue tickets by mail re- THE HILLTOPPERS ......80 quest only. The happy sponsor here is Pepsi-Cola, with the show holding top ratings for this time

A relative newcomer to the field of television disk jockeys is Tom Pickering, of WCFL, with his program "Q," which is aired over WBKB-TV on Wednesday evenings. This show follows the relaxed Miller style but stages, quite often, a chronological or historical format, using props from the situation or time period.

Another deejay on the TV horizon is Dick Courtenay, of WAAF, whose WGN-TV stanza also follows the Miller style. In this instance, however, the cameras mostly pick up inanimate shots or else are trained on Courtenay himself while the disks are playing. This vehicle also leans heavily on guest interviews for audience pull.

A new Chicago show, which debuted over WBKB-TV last month, features disk jockey Ron Terry. Here the show is set in a living room scene and Terry spins disks, holds interviews and occasionally runs TV films of name

orchestras. Other successful TV deejays across the country include Ioe Dean, KQV, Pittsburgh; Al Ross, TED HEATH'S 100 LONDON WBAL, Baltimore; Bob Horn, PALLADIUM SUNDAY CO. WFIL-TV, Philadelphia; Grady and Hurst, WPEN, Philadelphia: Don McCleod, WJBK-TV, Detroit; Milton Q. Ford, WMAL-TV, Washington, and Jerry and Jimma Strong, WMAL-TV, Washington.

**NEW HORIZONS** 

## There's Lotsa Jazz; So Take Your Pick

Continued from page 27

ca and Capitol. Count Basie, Jimmie Lunceford, Duke Ellington, Tommy Dorsey, Benny Goodman, Artie Shaw, Glenn Miller, Woody Herman and other bands were concentrated mainly on the large labels. However, such labels as Commodore, Blue Note, Savoy and a few others also recorded much of the 1930's jazz and occasionally issue packaged sets of this period.

The jazz of the 1940's, a combination of swing and bop, is becoming more and more available on packaged sets from all of the large firms, with Capitol Records in the forefront of the modern trend in this decade with a large number of LP releases, including the many Stan Kenton sets. Clef Records, with its "Jazz at the Philharmonic" recordings and its tremendous output of single, double and quintuple sets, has a full catalog of jazz of this period, featuring many fine jazz artists in both the swing and progressive groove. Blue Note is also important for the jazz sets released covering this era, and so are Savoy and Regent.

#### LP's and EP's

The development of LP records and later of EP's helped spur the growth of new jazz firms, and this is continuing. Most of these firms issue modern or progressive music and they have introduced and made famous some of our current

top-selling jazz artists. These labels, many based on the West Coast, include, among others, Pacific Jazz, Fantasy, Skylark, Nocturne, Roost, Prestige, Paradox and Contemporary. Mercury's new Emarcy label, Clef's Norgran label, Coral's revived Brunswick label, M-G-M and a revived Commodore label are stressing progressive music. The major firms have jumped back into the current jazz picture with lots of LP and EP sets spotlighting contemporary jazzmen, and a number of longhair labels, like Vanguard and Urania, have joined the modern jazz scene.

Abundance

All this means that today there is a wealth of jazz material at any station's fingertips, of enough variety to make for exciting and provocative jazz programing. Interest in jazz is at a peak, as indicated by the steadily rising sales of jazz sets. The renewed interest in jazz was strong enough for radio Station WQXR in New York to add a jazz show this summer, a tremendous step for a station that had played only classical music for the past two decades. Many other stations are adding or lengthening their jazz shows in response to the demand. Alert stations have found they can build a large jazz audience by making wise use of the many types of jazz sets being released today for fresh and interesting shows.

#### Reviews and Ratings of New Popular Albums

CREWCUTS ON THE CAMPUS ......81

(1-10") Mercury MG-25200 The Crewcuts, who zoomed to fame with "Crazy Bout You, Baby" and "Sh-Boom," should be able to keep up their rating with the younger set with this new album. It contains a collection of well-known college songs, starting with "Down the Old Ox Road" and ending with "Collegiate." The arrangements are fresh -Yale men may even accept the boys up-tempo interpretation of "The Whilfenpoof Song"—and the quartet injects life in such items as "Betty Co-Ed," "We're Working Our Way Through College," "Varsity Drag"

(1-10")

and "You Gotta Be a Football Hero,"

Dot DLP 106

Cover is attractive.

The Hilltoppers have been the most consistent record sellers in the country for the past two years. This, their first I.P set, should also be solid seller for the boys. It includes eight new recordings, all in the style that the group has made its trademark. Some of the tunes are standards and a few are originals, with "My Ann" written by lead singer Sacca. Sides include "Glad, Glad"; "About a Quarter to Nine," "Frivolette," "Tormented," "Without You" and "Can't We Try Again." "Stormy Night" and the Sacca original. "Glad, Glad, Glad" and "Quarter to Nine" would make a good single release.

TO WISH YOU A MERRY CHRISTMAS ......79 The RCA Victor Family (1-12") RCA Victor LPM 1037

This LP carries considerable namevalue and is obviously designed for dealers to push as a special gift-item this Christmas. It features 12 sides (formerly released as singles) by some of Victor's top artists-Eddic Fisher's "O Come All Ye Faithful," Eddy Arnold's "C-h-r-i-s-t-m-a-s," Ralph Flanagan's "Winter Wonderland," Eartha Kitt's "Santa Baby," Perry Como's "White Christmas," The Three Suns "Silver Skates," Dinah Shore's "Happy Christmas Little Friend." Vaughn Montoe's "Frosty the Snowman" and other seasonal waxings by Hugo Winterhalter, Tony Martin, Henri Rene, and the Voices of Walter Schumann, Packaged attractively and loaded with big-name recording talent, it's a perfect platter present.

PALLADIUM SUNDAY CONCERT...78

London LL-1000

The Heath band music is, as described on the album liner, "immaculate." But it is immaculate without being antiseptic. Here is one of the finest dance bands in the world-a band in which the sidemen sound as the they revel in their work, a feeling

which long ago forsook most American bandsmen. The material here often lacks originality in arrangement, but never lacks the spirit, drive and professional musicianship so necessary in dance band music. In all, this package should do just as well as did the first "Health-Palladium" set, perhaps better. Recording is excellent.

FRANK CHACKSFIELD ORK .........77 (1-12")

London LL-1941

Containing as it does such Chacksfield ork pop hits as "Limelight" and "Ebb Tide," this collection of 12 instrumental items done in the lush and lilting manner should do quite well during the coming gift-selling season. Most of the material was originally available in single form, several besides the big hits were good sellers. And the ork's name is good enough to attract the customers. In all, a worthy commercial entry.

Bobby Dukoff Ork, Ray Charles Chorus (1-12")

RCA Victor LPM 1040

Here is a listenable album of mood music that should have its strongest appeal to the older jazz-based crowd. For Dukoff is a jazz tenor man, who has played for some of the top orks in the land. And the tunes, a wonderful collection, are also from the 1930's in the main. It is sensuous music, smoothly arranged. Tunes include "Let's Do It," "My Melancholy Baby," "You Taught Me to Love Again," "Makin' Whoopee," "Do I Worry," "It's the Talk of the Town," "You've Changed" and others. A sumptious mood music set that will please many.

MUSICAL NOTES FROM A TOURIST'S SKETCH BOOK .........70 World Symphony Orchestra (1-12") Request 10027

Here is a delightful collection of light, happy tunes, each portraying a musical impression of either a city or an event. They were all penned by Hans J. Lengsfelder who has written many songs in this vein. They are played brightly by the World Symphony Orchestra directed by H. Andeau, Brightest sides are "Typewriter Concerto" (which was written prior to the one by Leroy Anderson), "The Ball of the Crickets," "Tyrolian Tango," "Harem Harmonies," and "The Sleepy Carousel." Sides will make good programing material for pop and classical deejays. The cover is attractive.

SENTIMENTAL SONGS OF YESTERDAY AND TODAY .......68

Roger Coleman (1-10") Decca DL-5547

A pleasant collection of material, best described by its title. Coleman warbles pleasingly, while Norman Layden's ork supplies superior backing. The eight sides include "Smilin' Through," "Kashmiri Song"; "Play, Fiddle, Play" and "Come Back to Sorrento,"



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

# The Billboard Music Popularity Charts

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

#### Talent Corner

have come thru with a click disk. This time, too, that somewhat unusual material. And while there are those in the trade who consider them to be "hot-and-cold" record attractions, the boys have built a loyal and steady following over the years. Anytime they get a chance to wrap their tonsils around some intriguing song material, they can be expected to come thru with



KITTY WELLS

strong-selling disks.

Miss Kitty Wells, who in private life is Mrs. Johnny Wright, hasn't failed her fans, her label, the publishers, distributors, dealers or op-



AMES BROTHERS

erators for some time now. The lass, who has been recorded for some time, came to the Decca label at the time when the country market suddenly decided to swing towards female singers. Since that switch in tastes, Miss Wells has come thru in consistent fashion with a series of strong-selling disks. She's got one again this week. "Best Buys" will, as usual, detail the current strength of both the Ames Brothers' and Kitty Wells' records.

# Best Selling Sheet Music

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

This Week	Last on Week Chart
1. This Ole Hous	e 1 10
2. If I Give My I You	
3. Count Your Ble	essings 4 5
4. Hey, There	5 17
5. I Need You No	ow 3 9
6. Hold My Hand	9 8
7. Papa Loves Ma Shapiro-Bernstein	ambo 8 6
8. High and the M	Mighty 6 15
9. Little Shoemal	cer 7 17
10. Teach Me Ton	ight11 2
11. Whither Thou	Goest12 5
12. Skokiaan Shapiro-Bernstein	10 10
13. In the Chapel Moonlight . Shapiro-Bernstein	in the13 16
14. Cara Mia	14 2
15. Muskrat Rambi	le 1

# HONOR ROLL OF HITS Trade Mark Reg.

#### The Nation's Top Tunes

For survey week ending November 3

This Week		Last Week	on Chart
1.	Hey, There  By Richard Adler-Jerry Ross—Published by Frank (ASCAP)  BEST SELLING RECORD: R. Clooney, Col 40266, OTHER RECORDS AVAILABLE: S. Davis  Jr., Dec 29199; D. Hawkins, Epic 9049; Homer & Jethro, V 20-5867; R. Prysock, Mercury 70460;  J. Raitt, Col 1098; J. Ray, Col 40224.	1	17
2.	If I Give My Heart to You  By Jimmy Crane, Jimmy Baxter, Al Jacobs—Published by Miller (ASCAP)  BEST SELLING RECORDS: Doris Day, Col 40300; D. Lor, Majar 27. OTHER RECORDS  AVAILABLE: C. Boswell, Dec 29148; D. Ellington, Cap 2930; B. Greco, Coral 61236; Four Bars,  Josie 768; M. Lewis, Cap 2868; Peacock Mambo Combo, Tico 1092; T. Rogers, Mercury 70451;  D. Shore, V 20-5838; T. Sosebee, Coral 64183; Wright Brothers, M-G-M 11776.	2	10
3.	I Need You Now  By Jimmie Crane and Al Jacobs—Published by Miller (ASCAP)  BEST SELLING RECORD: E. Fisher, V 20-5830. OTHER RECORDS AVAILABLE: K. Griffin, Col 40346.	4	10
4.	This Ole House  By Stuart Hamblen—Published by Hamblen (BMI)  BEST SELLING RECORDS: R. Clooney, Col 40266; S. Hamblen, V 20-5739. OTHER RECORDS  AVAILABLE: Rex Allen-T. Williams, Dec 29254; Blue Ridge Quartet, Gotham 439; Herb and  Kay, King 1376; Jordanaires, Cap 2915; Sister Rosetta Tharpe, Dec 29255; Stamps Quartet, Col 21323; Statesmen, V 20-5850.	3	14
5.	Papa Loves Mambo  By Al Hoffman, Dick Manning, Bix Reichner—Published by Shapiro-Bernstein (ASCAP)  BEST SELLING RECORDS: P. Como, V 20-5857. OTHER RECORDS AVAILABLE: Alfredito, Rainbow 264; G. Jones, M. Pearl, V 20-5891; Peacock Mambo Combo, Tico 1092; J. Ray, Col 40324.	5	6
6.	Hold My Hand  By Jack Lawrence and Richard Myers—Published by Raphael (ASCAP)  BEST SELLING RECORDS: D. Cornell, Coral 61206. OTHER RECORDS AVAILABLE: G. Lombardo, Dec 29301.	6	9
7.	Skokiaan  By August Msarurgwa-Tom Glazer—Published by Shapiro-Bernstein (ASCAP)  BEST SELLING RECORDS: R. Marterie, Mercury 70432; Four Lads, Col 40306; R. Anthony, Cap 2896. OTHER RECORDS AVAILABLE: L. Armstrong, Dec 29256; Bullawayo Sweet Rhythm Boys, London 1491; T. Heath, London 1500; J. Hodges, Norgan 124; B. Isaacs, V 20-5844; Johnston Bros., London 1500; J. Loco, Tico 229; P. Prado, V 5839; Shytans, Bruce 110.	6	12
8.	Teach Me Tonight  By Sammy Cahn—Published by Hub (ASCAP)  BEST SELLING RECORD: DeCastro Sisters, Abbott 3001. OTHER RECORDS AVAILABLE:  J. Brace, Dec 29092; H. Grayco, X 0051; Modernaires, Coral 61265; J. Stafford, Col 40351.	8	5
9.	Shake, Rattle and Roll  By Charles Calhoun—Published by Progressive (BMI)  BEST SELLING RECORDS: B. Haley, Dec 29204; J. Turner, Atlantic 1026.	10	. 9
0.	Count Your Blessings  By Irving Berlin—Published by Berlin (ASCAP)  BEST SELLING RECORD: E. Fisher, V 20-5871. OTHER RECORDS AVAILABLE: B. Crosby, Dec 29251; A. Godfrey, Col 40321; G. MacRae, Cap 2927.	11	4
	Second Ten		
1. 1	MR. SANDMAN	. 16	2
2. 5	SH-BOOM Published by Hill & Range (BMI)	. 9	19
3. I	HIGH AND THE MIGHTYPublished by Witmark (ASCAP)	. 12	16
4. 1	WHITHER THOU GOESTPublished by Hill & Range (BMI)	. 14	5
5. I	MUSKRAT RAMBLE	. 14	4
6. (	CARA MIA	. 16	8
7. 5	SMILE	. 18	9

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Published by Robbins (ASCAP)

Published by Bourne (ASCAP)

20. I NEED YOUR LOVIN'...... 20

Published by Quintet (BMI)

19. IT'S A WOMAN'S WORLD.....

18. LITTLE SHOEMAKER .....

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

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## Tunes with Greatest Radio-TV Audiences

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

#### Radio

Best Things Happen While You're Dancing
(R) (F)—Berlin—ASCAP
Cara Mia (R)—Feist—ASCAP
Count Your Blessings (Instead of Sheep)
(R) (F)—Berlin—ASCAP
Fanny (R) (M)—Chappell—ASCAP
Hajji Baba (R)—Remick—ASCAP
Hey, There (R) (M)—Frank—ASCAP
High and the Mighty (R) (F)—Witmark—

ASCAP
Hold My Hand (R)—Raphael—ASCAP
I Need You Now (A)—Miller—ASCAP
If I Give My Heart to You (R)—Miller—

ASCAP
It Worries Me (R)—ABC—ASCAP
It's a Woman's World (R)—Robbins—

ASCAP
Lila (R)—Garlock Sherer—BMI
Little Shoemaker—Bourne—ASCAP
Love You Didn't Do Right By Me (R) (F)—

Berlin—ASCAP

Mr. Sandman (R)—E. H. Morris—ASCAP

Mood Indigo (R)—Mills—ASCAP

Muskrat Ramble (R)—Geo. Simon—ASCAP

My Own True Love (Tara's Theme) (R)

(F)—Remick—ASCAP
Oop Shoop (R)—Flair—BMI
Papa Loves Mambo (R)—Shapiro-Bernstela
—ASCAP

Sabrina (R) (F)—Famous—ASCAP
Sh-Boom (R)—Hill & Range—BMI
Skokiaan (R)—Shapiro-Bernstein—ASCAP
Smile (R)—Bourne—ASCAP
Teach Me Tonight (R)—Hub—ASCAP
This Ole House (R)—Hamblen—BMI
Time Waits for No One (R)—Remick—
ASCAP

Whither Thou Goest (R)—Kavelin—BMI
Wooden Shoes and Happy Hearts (R)—E.
B. Marks—BMI

You're Nobody Till Somebody Loves You
(R)—Southern—ASCAP

#### Television

Boy Wanted (R)—Joy—ASCAP
Champagne Wine (R)—Montclare—BMI
Cinnamon Sinner (R)—Raleigh—BMI
Count Your Blessings (Instead of Sheep)
(R) (F)—Berlin—ASCAP
Hajji Baba (R)—Remick—ASCAP
Happy Wanderer (R)—Fox—ASCAP
Hey, There (R) (M)—Frank—ASCAP

High and the Mighty (R) (F)—Witmark—
ASCAP
Hold My Hand (R)—Raphael—ASCAP
I Get So Lonely (R)—Melrose—ASCAP
I Have to Tell You (R)—Chappell—ASCAP
I Need You Now (R)—Miller—ASCAP

I Never Felt More Like Falling in Love
(R)—Korwin—ASCAP

If I Give My Heart to You (R)—Miller—
ASCAP

ASCAP
It Worries Me (R)—ABC—ASCAP
It's Crazy (R)—Crestview—ASCAP
Lila (R)—Garlock Sherer—BMI
Little Shoemaker (R)—Bourne—ASCAP
Little Things Mean a Lot (R)—Feist—

Man That Got Away (R) (F)—Harwin—

ASCAP

Mr. Sandman (R)—E. H. Morris—ASCAP

My Own True Love (Tara's Theme) (R)

(F)—Remick—ASCAP

Papa Loves Mambo (R)—Shapiro-Bernstein

Sh-Boom (R)—Hill & Range—BMI
Shake, Rattle and Roll (R)—Progressive—
BMI
Show Me (R)—Trinity—BMI

Show Me (R)—Trinity—BMI
Smile (R)—Bourne—ASCAP
Stars Never Cry (R)—Bregman, Vocco &
Conn—ASCAP

Teach Me Tonight (R)—Hub—ASCAP
This Ole House (R)—Hamblen—BMI

#### 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 pub-

tisher.

Hold My Hand—Bradbury Wood (Raphael)

My Friend—Chappell (Paxton)

Little Things Mean a Lot—Robbins (Feist)

Smile—Bourne (Bourne)

Story of Tina—Macmelodies (Maurice)

If I Give My Heart to You-Robbins
(Miller)
My Son, My Son-Kassner (Kassner)

My Son, My Son—Kassner (Kassner)
Three Coins in the Fountain—Feist (Robbins)
This Ole House—Duchess (Hamblen)

There Must Be a Reason—Campbell, Connelly (April & Cromwell) Skyblue Shirt and a Rainbow Tie—Lawrence Wright (\*)

Wright (\*)
Cara Mia—Robbins (Feist)
Happy Wanderer—Bosworth (Fox)
Sway—Southern (Peer)
Gilly Gilly Ossenfeffer Katzenellen Bogen

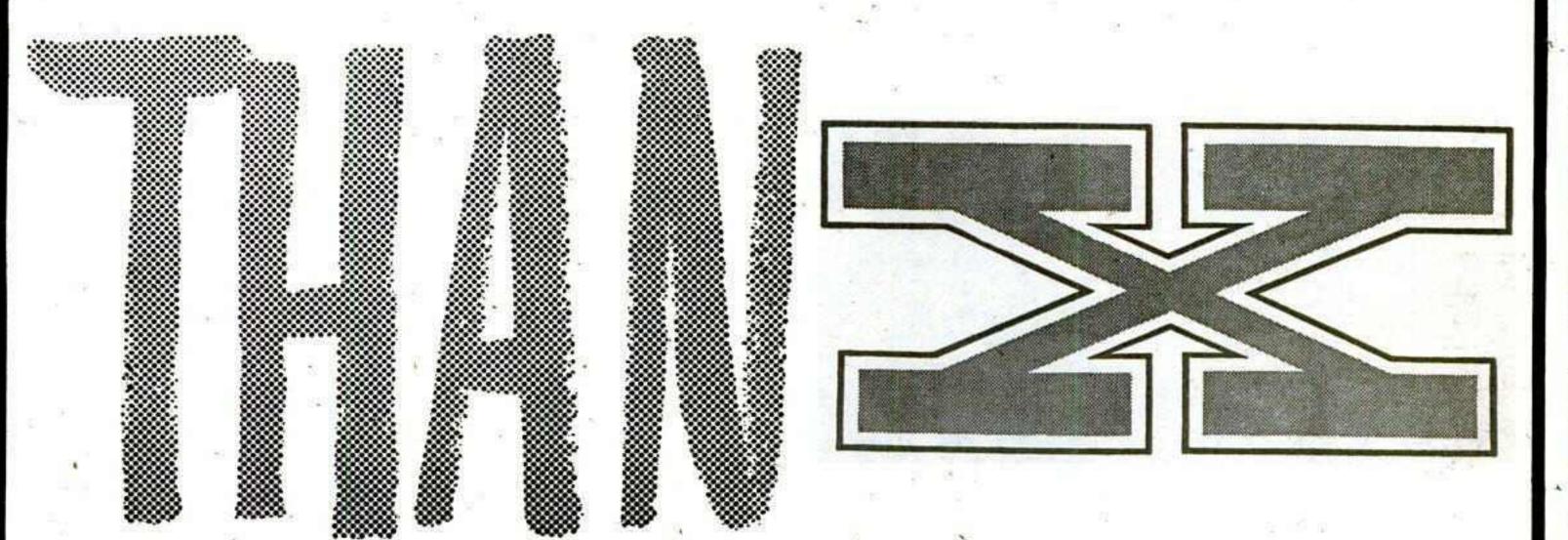
by the Sca—Spier (Beaver)
Sh-Boom—Aberbach (Hill & Range)
Wait for Me, Darling—Boosey & Hawkes
(Herb Reiss)
Little Shoemaker—Bourne (Bourne)

Never, Never Land—Keith Prowse Co., Ltd. (Pickwick) Make Her Mine—Bradbury Wood (Bregman,

Vocco & Conn)

• Publisher unknows.

# To All the Nation's Disk Jockeys...



#### from

Frankie Avalon Jose Bethancourt Russ Carlyle Russ Case Three Chuckles Betty Clooney Coachmen Bill Darnel **Bonnie Davis** The Dolphins Terry Fell Sal Franzella Geri Galian Helen Grayco Jim Hall George Handy Neal Hefti Calvin Jackson Shirley Jordan Juliette Dinah Kaye Ed Kissack Roberta Lee Frankie Lester Ben Light Lighthouse Singers

Shorty Long Richard Maltby Eddie Manson Danny Mendelsohn Al Morgan Red Norvo **Bonnie Owens** Jimmy Palmer Orchestra Norman Petty Trio Al Rogers Stewart Rose Roy Ross Mabelle Seiger C Sharpe-Minor Roy Smeck Smith Brothers Johnnie Sparrow Spencer-Hagen Orchestra Jan Strickland Pick Temple Jack Tucker Wilder Brothers Andy Williams Woodside Sisters Marvin "Lefty" Wright

and our fieldmen . . .

**CURLY DMYTRO** 

JOSEPH GALKIN

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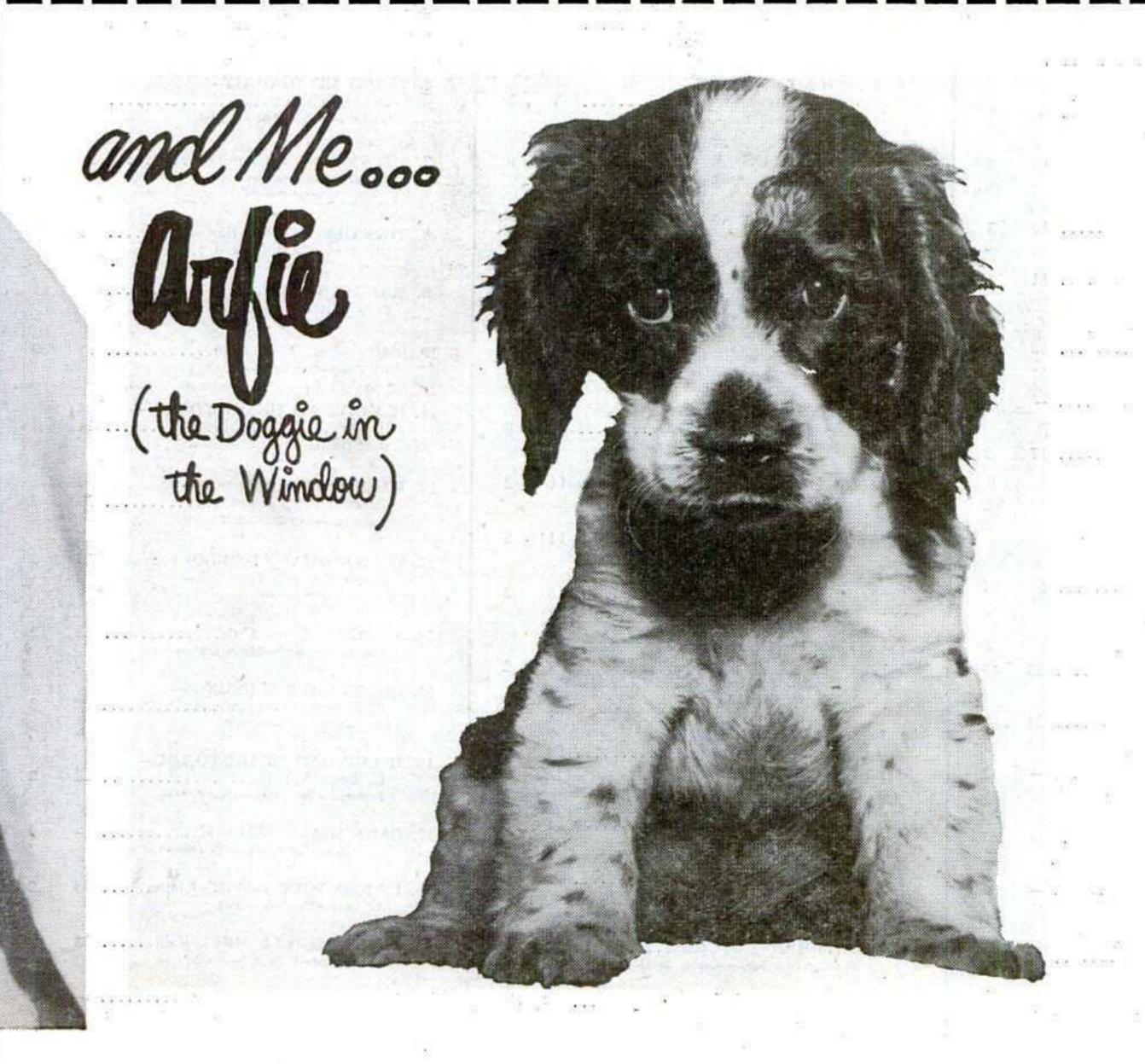
Joe Delaney

A Product of Radio Corporation of America

RECORDS MARK THE HITS!







#### Best Sellers in Stores

For survey week ending November 3 RECORDS are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among the astion's top volume pop record dealers representing every important market area. The reverse side of each record is also tisted. When a figure is given in parenthesis after the flip title it indicates what position it occupies on the chart. V 20-5830-ASCAP

Weeks

Week Chart 1. I NEED YOU NOW-E. Fisher..... 2 Heaven Was Never Like This-

2. HEY, THERE-R. Clooney...... 3 This Ole House-(3)-Col 40266-ASCAP 3. THIS OLE HOUSE-R. Clooney..... 1 Hey, There-(2)-Col 40266-BMI

4. PAPA LOVES MAMBO-P. Como.... Things I Didn't Do-(27)-V 20-5857-ASCAP 5. IF I GIVE MY HEART TO YOU-

Doris Day.....

Anyone Can Fall in Love-Col 40300-ASCAP

8. TEACH ME TONIGHT-

6. HOLD MY HAND-D. Cornell..... 5 I'm Blessed-Coral 61206-ASCAP

7. SHAKE, RATTLE AND ROLL-B: Haley..... 7 A B C Boogie-Dec 29204-BMI

DeCastro Sisters..... It's Love-Abbott 3001-ASCAP 9. MR. SANDMAN-Chordettes..... 14 I Don't Wanna See You Cryin'-Cadence 1247-ASCAP 10. SKOKIAAN-R. Marterie.....

11. CARA MIA-D. Whitfield............ 12 How, When or Where?-London 1486-ASCAP 12. MUSKRAT RAMBLE-McGuire Sisters 13

Crazy Bout Lollipop-Mercury 70432-ASCAP

13. SH-BOOM-Crew Cuts...... 10 I Spoke Too Soon-Mercury 70404-BM

Lonesome Polecat-Coral 61278-ASCAP

14. WHITHER THOU GOEST-L. Paul & M. Ford...... 15 Mandolino-Cap 2928-BMI 15. MAMBO ITALIANO-R. Clooney . . . -We'll Be Together Again-Col 40361-ASCAP

16. COUNT YOUR BLESSINGS-E. Fisher 18 Fanny-V 20-5871-ASCAP 17. I NEED YOUR LOVIN'-Cheers..... 19 Arivederci-Cap 2921-BMI

19. IF I GIVE MY HEART TO YOU-

20. RUNAROUND-Chuckles ..... -At Last You Understand-X 0066-BMI

22. IT'S A WOMAN'S WORLD-Four Aces 20 Cuckoo Bird in the Pickle Tree-Dec 29269-ASCAP

23. THAT'S WHAT I LIKE-Crown 125-ASCAP

24. THEY WERE DOING THE MAMBO-25. MOOD INDIGO-N. Petty Trio. . . . . . 24 . 8
Petty's Little Polka-X 0040-ASCAP

26. THIS OLE HOUSE-S. Hamblen.... -When My Lord Picks Up the Phone-V 20-5739-BMI

27. THINGS I DIDN'T DO-P. Como.... -Papa Loves Mambe-(4)-V 20-5857-BMI

28. HAJJA BABY-Nat (King) Cole..... Unbelievable-Cap 2949-ASCAP

28. ST. LOUIS BLUES MAMBO-R. Maltby..... 21 Beloved Be True-X 0042-ASCAP

30. SKOKIAAN-R. Anthony... Say, Hey-Cap 2896-ASCAP

#### This Week's Best Buys

THE NAUGHTY LADY OF SHADY LANE (Paxton, ASCAP)-Ames Brothers-RCA Victor 20-5897

Available a scant ten days, this disk has found immediate acceptance in most major markets of the country. Strongest reports were received from Buffalo, Pittsburgh, Philadelphia, Cleveland, Milwaukee and St. Louis. Sales are also good in Providence, New York, Nashville and Los Angeles. A competing version of the tune by the Archie Bleyer ork is also off to a good start. Flip is "Addio" (Joy, ASCAP). A previous Billboard "Spotlight" pick.

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

MAKE YOURSELF COMFORTABLE (Rylan, ASCAP)-Sarah Vaughan-Mercury 70469

Miss Vaughan, too long the exclusive property of the jazz crowd, has broken into a far larger market with this new release. Unusually enthusiastic sales reports were received from Boston, New York, Philadelphia, Buffalo, Pittsburgh, Cleveland, Cincinnati, Chicago, Milwaukee and St. Louis. Flip is "Idle Cossip" (Redd Evans, ASCAP). A previous Billboard "Spotlight" pick.

#### Most Played in Juke Boxes

For survey week ending November 3 RECORDS are ranked in order of the greatest number of plays in juke boxes thruout the country. Results are based on The Billboard's weekly survey among the nation's juke box operators. The reverse Week side of each record is also listed.

- Hey, There-Col 40266-BMI

This

Weeks Week Chart 1. THIS OLE HOUSE-R. Clooney..... 2

2. HEY, THERE-R. Clooney...... 1 15 This Ole House-Col 40266-ASCAP 3. I NEED YOU NOW-E. Fisher..... 3 11

Heaven Was Never Like This-4. IF I GIVE MY HEART TO YOU-Doris Day..... 4 Anyone Can Fall in Love-Col 40300-ASCAP

5. PAPA LOVES MAMBO-P. Como.... 5 Things I Didn't Do-V 20-5857-ASCAP 6. TEACH ME TONIGHT-

DeCastro Sisters..... 8 It's Love-Abbott 3001-ASCAP 7. HOLD MY HAND-D. Comell..... 9 I'm Blessed-Coral 61206-ASCAP 8. SHAKE, RATTLE AND ROLL-

B. Haley..... 9 ABC Boogie-Dec 29204-BMI 9. SKOKIAAN-R. Marterie..... 6 Crazy 'Bout Lollipop-Mercury 70432-ASCAP

10. SH-BOOM-Crew Cuts..... 7 I Spoke Too Soon-Mercury 70404-BMI 11. IF I GIVE MY HEART TO YOU-D. Lor...... 11 Hello Darling-Majar 27-ASCAP

11. MUSKRAT RAMBLE-McCuire Sisters 14 Lonesome Polecat-Coral 61278-ASCAP 13. SKOKIAAN-Four Lads...... 14

Why Should I Love You?-Col 40306-ASCAP 14. MOOD INDIGO-N. Petty Trio..... 16 Petty's Little Polka-X 0040-ASCAP

14. THAT'S WHAT I LIKE-Don, Dick & Jimmy..... 19 You Can't Have Your Cake and Eat It Too-Crown 125-ASCAP 14. WHITHER THOU GOEST-L. Paul & M. Ford ..... 20

Mandolino-Cap 2928-BMI 17. THEY WERE DOING THE MAMBO-V. Monroe..... 11 Mister Sandman-V 20-5767-ASCAP

17. MISTER SANDMAN-Chordettes.... -I Don't Wanna See You Cryin'-Cadence 1247-ASCAP 19. OOP SHOOP-Crew Cuts...... 13

19. LITTLE SHOEMAKER-Gaylords.... 16 Mecque, Mecque-Mercury 70403-ASCAP

Do Me Good Baby-Mercury 70443-BMI

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#### Most Played by Jockeys

for surey week ending November 3

Weeks

RECORDS are ranked in order of the greatest number of plays on disk jockey radio shows thruout the country. Results are based on The Billboard's weekly survey among the nation's disk jockeys. The reverse side of each record is also listed. Week Chart 1. I NEED YOU NOW-E. Fisher.....

Heaven Was Never Like This-V 20-5830-ASCAP 2. HEY, THERE-R. Clooney...... 1 17

This Ole House-Col 40266-ASCAP 3. HOLD MY HAND-D. Cornell..... 3

4. PAPA LOVES MAMBO-P. Como.... 5 Things I Didn't Do-V 20-5857-ASCAP

6. TEACH ME TONIGHT-

5. IF I GIVE MY HEART TO YOU-Doris Day..... 4 Anyone Can Fall in Love-Col 40300-ASCAP

ft's Love-Abbott 3001-ASCAP 7. MR. SANDMAN-Chordettes..... 10 I Don't Wanna See You Cryin'-Cadence 1247-ASCAP

DeCastro Sisters..... 6

8. THIS OLE HOUSE-R. Clooney..... 8 15 Hey, There-Col 40266-BMI 9. SKOKIAAN-R. Marterie..... 7

Crazy Bout Lollipop-Mercury 70432-ASCAP It's Crazy-Cap 2897-ASCAP

11. IF I GIVE MY HEART TO YOU-D. Lor..... 11 Hello Darling-Majar 27-ASCAP 12. WHITHER THOU GOEST-L. Paul & M. Ford...... 14

Mandolino-Cap 2928-BMI 13. IT'S A WOMAN'S WORLD-Four Aces 15 Cuckoo Bird in the Pickle Tree-Dec 29269-ASCAP

14. SH-BOOM-Crew Cuts..... 9 I Spoke Too Soon-Mercury 70404-BMI 15. COUNT YOUR BLESSINGS-

Fanny-V 20-5871-ASCAP 16. IF I GIVE MY HEART TO YOU-C. Boswell...... 12

Tennessee-Dec 29148-ASCAP

17. CARA MIA-D. Whitfield..... -How, When, or Where-Lon 1486-ASCAP 18. I NEED YOUR LOVIN'-Cheers..... 18

Arivederci-Cap 2921-BMI 19. TELL ME, TELL ME-J. Valli..... 20 Boy Wanted-V 20-5837-ASCAP

20. HEY, THERE-S. Davis Jr..... And This Is My Beloved-Dec 29199-ASCAP

BEST WAY WE KNOW TO THANK DJ's...ANOTHER HIT!

A TOP PERFORMANCE BY TONY MARTIN

# MY BAMBINO

("POP" ADAPTATION OF AN OLD ITALIAN LOVE SONG)

# MY RESTLESS HEART

FROM THE BROADWAY MUSICAL "THE TOTAL"

20/47-5907

a "New Orthophonic"
High Fidelity
Recording







DISK JOCKEYS OF AMERICA

FROM M-G-M

LEROY HOLMES and his Orchestra

From M-G-M Film "Gone With the Wind"

MGM 11854 78 rpm

Whistling by FRED LOWERY

BILLY ECKSTINE

K 11854 45 rpm



BETTY MADIGAN

**ALWAYS** 

K 11855 45 rpm

ONE SWEET

THAT WAS MY HEART YOU HEARD

DO NOTHIN'
TILL YOU
AR FROM ME

MGM 11812 78 rpm • K 11812 45 rpm

ALAN DEAN SONG FROM DESIREE TONIGHT,

ROSANNE JUNE TEACH ME MCM 11856 78 rpm K.11856 45 rpm

R&B SPECIAL

SAM (The Man) TAYLOR On Tenor Sax and his Cat Men

THEME

THE HIGH AND THE MIGHTY

MGM 11882 78 rpm . K 11882 45 rpm

DAN BELLOC and his Orchestra BRIGHT MCM 11843 78 rpm K.11843 45 rpm

DAVE DENNY CRY, FOOL, STOP, YOU'RE

BREAKING MY HEART MCM 11831 78 rpm K 11831 45 rpm

M-G-M RECORDS

THE GREATEST NAME ( IN ENTERTAINMENT

#### BEST SELLING **ALBUMS**



MGM Album 263 78 rpm Extended Play Album X263 (45 rpm) Long Playing Record E3135 (331/3 rpm)



RAY CHARLES SINGERS

MGM Long Playing Record E3145 (331/3 rpm)



#### MAMBOS AND CHA-CHAS

RENE TOUZET and his Orchestra

MCM Extended Play Album MGM Long-Playing Record E264 (331/3 rpm)

#### The Billboard Music Popularity Charts POPULAR RECORDS

#### Territorial Best Sellers

For survey week ending November 3

Listings are based on late reports secured from top dealer: in each of the markets listed.

Atlanta

1. Mr. Sandman, Chordettes, Cdc. 2. Teach Me Tonight

DeCastro Sisters, Abb.

3. I Need You Now, E. Fisher, V. 4. Skokiaan, R. Anthony, Cap.

5. Whither Thou Goest L. Paul & M. Ford, Cap.

6. Papa voves Mambo, P. Como, V.

Balti.-Wash.

1. Shake, Rattle and Roll, B. Haley, Dec. 2. I Need You Now, E. Fisher, V.

3. Papa Loves Mambo, P. Como, V. 4. Hey, There, R. Clooney, Col.

5. This Ole House, R. Clooney, Col.

6. If I Give My Heart to You

Doris Day, Col. 7. Hold My Hand, D. Cornell, Cor.

8. Muskrat Ramble, McGuire Sisters, Cor. 9. Teach Me Tonight

DeCastro Sisters, Abb. 10. Cara Mia, D. Whitfield, Lon.

Boston 1. Mr. Sandman, Chordettes, Cdc.

2. Teach Me Tonight DeCastro Sisters, Abb. 3. Papa Loves Mambo, P. Como, V. 4. Hey, There, R. Clooney, Col.

5. Muskrat Ramble, McGuire Sisters, Cor. 6. Bandit, Johnston Brothers, Lon.

7. Mambo Italiano, R. Clooney, Col.

8. I Want You All to Myself

K. Kallen, Dec. 9. This Ole House, R. Clooney, Col.

10. I Need You Now, E. Fisher, V.

Buffalo

1. Papa Loves Mambo, P. Como, V. 2. I Need You Now, E. Fisher, V.

3. Teach Me Tonight DeCastro Sisters, Abb.

4. Mambo Italiano, R. Clooney, Col.

5. If I Give My Heart to You Doris Day, Col.

6. This Ole House, R. Clooney, Col. 7. Muskrat Ramble, McGuire Sisters, Cor.

8. Sh-Boom, Crew Cuts, Mer.

Chicago

1. Hold My Hand, D. Cornell, Cor. 2. This Ole House, R. Clooney, Col.

3. Cara Mia, D. Whitfield, Lon. 4. That's What I Like

Don, Dick & Jimmy, Crw.

5, Papa Loves Mambo, P. Como, V. 6. Hey, There, R. Clooney, Col.

7. I Need You Now, E. Fisher, V. 8. Shake, Rattle and Roll, J. Haley, Dec.

9. Mambo Italiano, R. Clooney, Col.

10. Yours, D. Contino, Mer.

Cincinnati

1. I Need You Now, E. Fisher, V. 2. Hey, There, R. Clooney, Col.

3. If I Give My Heart to You

Doris Day, Col.

4. This Ole House, R. Clooney, Col. 5. Hold My Hand, D. Cornell, Cor.

6. Papa Loves Mambo, P. Como, V.

7. Shake, Rattle and Roll, B. Haley, Dec.

8. Mr. Sandman, Chordettes, Cdc.

9. Teach Me Tonight

DeCastro Sisters, Abb.

10. Skokiaan, Four Lads, Col.

Cleveland

1. Teach Me Tonight DeCastro Sisters, Abb.

2. Hey, There, R. Clooney, Col. 3. I Need Your Lovin', Cheers, Cap.

4. This Ole House, R. Clooney, Col.

5. Shake, Rattle and Roll, B. Haley, Dec. 6. Mr. Sandman, Chordettes, Cdc.

7. Papa Loves Mambo, P. Como, V. 8. I Need You Now, E. Fisher, V.

9. If I Give My Heart to You D. Lor, Mjr. 10. Runaround, Chuckles, X

Dallas-Fort Worth 1. I Need You Now, E. Fisher, V. 2. Hey, There, R. Clooney, Col.

3. Hold My Hand, D. Cornell, Cor. 4. This Ole House, R. Clooney, Col.

5. Papa Loves Mambo, P. Como, V. 6. It's a Woman's World, Four Aces, Dec.

7. Hajja Baba, Nat (King) Cole, Cap.

8: Skokiaan, R. Anthony, Cap. 9. Whither Thou Goest L. Paul & M. Ford, Cap.

10. If I Give My Heart to You Doris Day, Col.

Denver 1. Hey, There, R. Clooney, Col.

2. I Need You Now, E. Fisher, V. 3. If I Give My Heart to You

Doris Day, Col. 4. This Ole House, R. Clooney, Col.

5. Hold My Hand, D. Cornell, Cor. 6. Sh-Boom, Crew Cuts, Mer.

7. Papa Loves Mambo, P. Como, V. 8. Shake, Rattle and Roll, B. Haley, Dec.

Detroit

1. Shake, Rattle and Roll, B. Haley, Dec. 2. Runaround, Chuckles, X

3. Mr. Sandman, Chordettes, Cdc. 4. I Need You Now, E. Fisher, V.

5. This Ole House, R. Clooney, Col. 6. Mambo Italiano, R. Clooney, Col.

7. Muskrat Ramble, McGuire Sisters, Cor. 8. Down in the Bottom of the Well Wilder Brothers, X

9. It's a Woman's World, Four Aces, Dec. 10. Hajja Baba, Nat (King) Cole, Cap.

Kansas City 1. Shake, Rattle and Roll, B. Haley, Dec.

2. I Need You Now, E. Fisher, V.

3. Mr. Sandman, Chordettes, Cdc. 4. This Ole House, R. Clooney, Col.

5. Rock Around the Clock, B. Haley, Dec. 6. Teach Me Tonight, H. Grayco, X

7. Papa Loves Mambo, P. Como, V.

8. Skokiaan, R. Marterie, Mer. 10. If I Give My Heart to You

9. Hey, There, R. Clooney, Col.

Doris Day, Col.

Los Angeles

1. I Need You Now, E. Fisher, V. 2. Hey, There, R. Clooney, Col.

3. If I Give My Heart to You Doris Day, Col.

4. Papa Loves Mambo, P. Como, V.

5. Cara Mia, D. Whitfield, Lon.

6. I Need Your Lovin', Cheers, Cap.

7. Smile, Nat (King) Cole, Cap. 8. Hold My Hand, D. Cornell, Cor.

9. This Ole House, R. Clooney, Col. 10. Shake, Rattle and Roll, B. Haley, Dec.

Milwaukee

1. I Need You Now, E. Fisher, V.

2. I Need Your Lovin', Cheers, Cap. 3. Papa Loves Mambo, P. Como, V.

4. Hey, There, R. Clooney, Col. 5. Hold My Hand, D. Cornell, Cor.

6. Cara Mia, D. Whitfield, Lon. 7. Shake, Rattle and Roll, B. Haley, Dec.

8. That's What I Like Don, Dick & Jimmy, Crw. 9. This Ole House, R. Clooney, Col.

10. Teach Me Tonight

DeCastro Sisters, Abb.

Mpls.-St. Paul 1. I Need You Now, E. Fisher, V.

2. Hold My Hand, D. Cornell, Cor. 3. This Ole House, R. Clooney, Col.

4. Shake, Rattle and Boll, B. Haley, Dec.

5. Runaround, Chuckles, X 6. If I Give My Heart to You

Doris Day, Col. 7. Cara Mia, D. Whitfield, Lon.

8. Whither Thou Goest L. Paul & M. Ford, Cap.

9. Muskrat Ramble, McGuire Sisters, Cor. 10. Papa Loves Mambo, P. Como, V.

New Orleans 1. If I Give My Heart to You

Doris Day, Col. 2. Papa Loves Mambo, P. Como, V.

3. Hey, There, R. Clooney, Col.

4. I Need You Now, E. Fisher, V. 5. Hold My Hand, D. Cornell, Cor.

6. Teach Me Tonight, J. Stafford, Col. 7. This Ole House, R. Clooney, Col.

8. Teach Me Tonight DeCastro Sisters, Abb. 9. I Need Your Lovin', Cheers, Cap.

10. They Were Doing the Mambo V. Monroe, V.

New York

1. Hey, There, R. Clooney, Col. 2. Papa Loves Mambo, P. Como, V.

3. I Need You Now, E. Fisher, V. 4. Cara Mia, D. Whitfield, Lon.

5. Hold My Hand, D. Cornell, Cor.

6. Shake, Rattle and Roll, B. Haley, Dec. 7. Mr. Sandman, Chordettes, Cdc.

8. If I Give My Heart to You

Doris Day, Col. 9. This Ole House, R. Clooney, Col.

10. Mambo Italiano, R. Clooney, Col.

Philadelphia 1. Teach Me Tonight

DeCastro Sisters, Abb.

2. Papa Loves Mambo, P. Como, V.

3. Hey, There, R. Clooney, Col. 4. Mr. Sandman, Chordettes, Cdc.

5. Count Your Blessings, E. Fisher, V.

6. This Ole House, R. Clooney, Col. 7. Cara Mia, D. Whitfield, Lon.

8. Shake a Hand, M. Pedicin, TC.

9. Little Shoemaker, Gaylords, Mer. 10. If I Give My Heart to You

D. Lor, Mjr. Pittsburgh

1. Teach Me Tonight

DeCastro Sisters, Abb. 2. Mr. Sandman, Chordettes, Cdc.

3. This Ole House, R. Clooney, Col.

4. Hey, There, R. Clooney, Col. 5. Papa Loves Mambo, P. Como, V.

6. Time Waits for No One Hilltoppers, Dot 7. Yours, D. Contino, Mer.

8. I Need You Now, E. Fisher, V. 9. Count Your Blessings, E. Fisher, V.

10. I Need Your Lovin', Cheers, Cap. St. Louis

1. Shake, Rattle and Roll, B. Haley, Dec. 2. Teach Me Tonight

DeCastro Sisters, Abb. 3. Papa Loves Mambo, P. Como, V.

4. I Need You Now, E. Fisher, V. 5. Muskrat Ramble, McGuire Sisters, Cor.

6. Hey, There, R. Clooney, Col. 7. This Ole House, R. Clooney, Col. 8. Mood Indigo, N. Petty Trio, X

San Francisco 1. This Ole House, R. Clooney, Col.

2. If I Give My Heart to You Doris Day, Col. 3. I Need You Now, E. Fisher, V.

4. Hey, There, R. Clooney, Col. 5. Hold My Hand, D. Cornell, Cor. 6. Papa Loves Mambo, P. Como, V.

7. Skokiaan, R. Marterie, Mer.

9. Smile, Nat (King) Cole, Cap.

8. Skokiaan, Four Lads, Col.

10. They were Doing the Mambo

Seattle 1. I Need You Now, E. Fisher, V.

2. Mr. Sandman, Chordettes, Cdc. 3. Mood Indigo, N. Petty Trio, X

4. Teach Me Tonight DeCastro Sisters, Abb.

5. This Ole House, R. Clooney, Col. 6. Hey, There, R. Clooney, Col.

7. If I Give My Heart to You Doris Day, Col.

8. Papa Loves Mambo, P. Como, V. 9. Shake, Rattle and Roll, B. Haley, Dec. 10. Cara Mia, D. Whitfield, Lon.

: 67

CHRING! DELIGHTFUL!

A NEW DISK CLICK

Sings

WEST CONTRACTOR OF ACE

MGM 11865 @ MGM K 11865

M. G. M. Records

MUSIC-RADIO

# A New Smush Hit ! D.J.'s, I'll never walk alone . . . as long as I have you. Thanks for a great year. Roy

Personal Management

TV Center Newark, N. J.

**EPIC 9086** 

48 W. 48th Street

New York City, N. Y.

#### The Billboard Music Popularity Charts POPULAR RECORDS

#### Review Spotlight on . . . RECORDS

TONY BENNETT

Funny Thing (United, ASCAP) My Pretty Shoo-gah (Ross Jungnickel, ASCAP)-Columbia 40376-It has been a long time since Tony Bennett has had as strong a record as this one. One side is a lyrical ballad that Bennett sings with heart and the flip "Shoo-gah" is a bright lively novelty that moves. A solid two-sides slicing for all levels of the business.

THE CREW CUTS

The Barking Dog (Bourne, ASCAP) All I Wanna Do (Meridian, BMI)-Mercury 70490-The Crew Cuts; one of the phenomenal groups of 1954, have come thru with a cute, happy rendition of a light story tune on "Barking Dog." The flip is more in their ac-customed groove. Both sides are potent.

DORIS DAY Hold Me in Your Arms (Artists, ASCAP)

Ready, Willing and Able (Daywin, BMI) - Columbia 40371-Two fine readings here by Dodo and both from her new movie, "Young at Heart." Top side is a ballad in the manner of "If I Give My Heart to You," and the flip is a swinging tune. Good follow-ups to her current hit.

#### CHRISTMAS

EARTHA KITT

This Year's Santa Baby (Trinity, BMI)-RCA Victor 5914 -All that is necessary to say about this year's "Santa Baby" is that it is the same tune with new and intriguing lyrics sung by Eartha Kitt. Holiday wax for her many fans. Flip is "Hey, Jacque" (Music Productions, ASCAP).

#### TALENT

THE GADABOUTS

This is a group with an unusual and attractive sound. Their first record on Mercury 70495 is the standard "By the Waters of the Minnetonka" (Presser, ASCAP) performed as the writers could never have expected. Flip is "Giuseppe Mandolino" (Fidelity, BMI).

#### Reviews of New Pop Records

ARCHIE BLEYER ORK

The Naughty Lady of Shady Lane .....87 CADENCE 1254-A Billboard "Spotlight" 11-6-'54. (Paxton, ASCAP)

Vesper Bells Were Ringing .... 79 A pretty tune is handed a warmly subdued rendition by the male chorus over attractive backing by the Bleyer ork. The chimes in the arrangement

will help it get many spins during

upcoming weeks. (Southern, ASCAP) FOUR ACES DECCA 29344-A Billboard "Spot-

light" 11-6-'54. In Apple Blossom Time....77 The boys handle the oldie in warm style, but the flip is a much stronger performance on their part and a much more commercial side.

JOHNNY DESMOND

The Song From Desiree ......85 CORAL 6131-A Billboard "Spotlight" 11-6-'54.

My Own True Love .... 84 A Billboard "Spotlight" 11-6-'54.

THE FOUR TUNES

JUBILEE 5165-The boys may have another powerful entry in this jump reading of the Rudolph Friml opus. It has the spirit, feeling and familiarity of their "Marie" click. Watch it. (Harms, ASCAP) Don't Cry, Darling....78

Material here is a simple ballad. The bass lead fronts the group in a smooth and attractive reading. (Jubilee, ASCAP)

JONI JAMES

When We Come of Age ......80 M-G-M 11865-Cleverly written ballad about young love is sung with characteristic charm by Miss James. Ditty seems tailor written for her style, and the slicing figures to attract plentiful plays and sales. (Meridian, BMD

Every Time You Tell Me You Love Me....72 This is a routine novelty, but it's sung ably by the thrush. (Meridian,

GENE AUTRY I Wish My Mommy

Would Marry Santa Claus .........79 COLUMBIA J4-210-Could be that Autry will have one of the top yuletide disks again with this neat little ditty which should appeal to the kids and the grown-ups, too. It's good material.

Sleigh Bells .... 74 Neat rhythm ditty could do nicely in the Christmas season. It's a happy tune and reading.

TONY MARTIN 

V 5907-Here's a particularly lovely ballad based on an Italian folk melody and also as a theme in "Capriccio Italien." The waltz gets a lovely reading from Martin and chorus. Could get action, too. (Ben Bloom, ASCAP)

Restless Heart .... 77 Here's another tune from the musical "Fanny." Martin hands it one of his typically warm and musically correct readings. Good for pleaty of spins. (Chappell, ASCAP)

JIMMY BOYD

I Saw Mommy Do the Mambo......77 COLUMBIA 40365-A "new" Jimmy Boyd, whose voice has changed to baritone since his Christmas hit of two years ago, does a good job with this mambo-styled follow-up to "Mommy." The tune is cute, and so is the idea. It should get a lot of spins and sell well over the holidays. It's one of the best of the Christmas releases, (Harmon, ASCAP) Santa Claus Blues....73

On this side Jimmy Boyd explains that all kids better eat the things that their parents tell them to before Christmas, or they won't have a very happy Christmas day, (Rylas, ASCAP)

SAMMY DAVIS JR.

DECCA 29310 - Sammy Davis Jr. turns in a sincere, warm vocal on the Rodgers-Hart standard from the recently revived Broadway musical, "On Your Toes." (Chappell, ASCAP)

The Red Grapes .... 74 The singer pulls a style switch and warbles this Ross Bagdasarian-Frank Cady tune with lusty, fast-paced abandonment, a la the old Frankie Laine. (Saunders, ASCAP)

LEROY ANDERSON

Sandpaper Ballet ......77 DECCA 29319 - Pleasant Anderson score, this. Sandpaper is rubbed gently for rhythm, producing a softshoe kind of effect that rests easy on the ears. There are lots of fiddles, too. This will get lots of air play. (Mills, ASCAP)

Song of the Bells .... 74 A bright and happy little tune in waltz time. Sure, it's got bells. Good program wax. (Mills, ASCAP)

MAC WEISMAN

DOT 1230-This is a mighty pleasant romantic ballad, in bright and bouncy tempo, and it's sung with lots of appeal. This should please many. Good prospects here, (Randy Smith, ASCAP)

Don't Blame It All on Me....73 Another fine effort by the chanter, (Continued on page 70)

#### PROFESSIONAL SONGWRITERS

New Recording Company wants experienced songwriters. State experience. Mail lead sheets of your bounce and novelty numbers with postage for return of material to

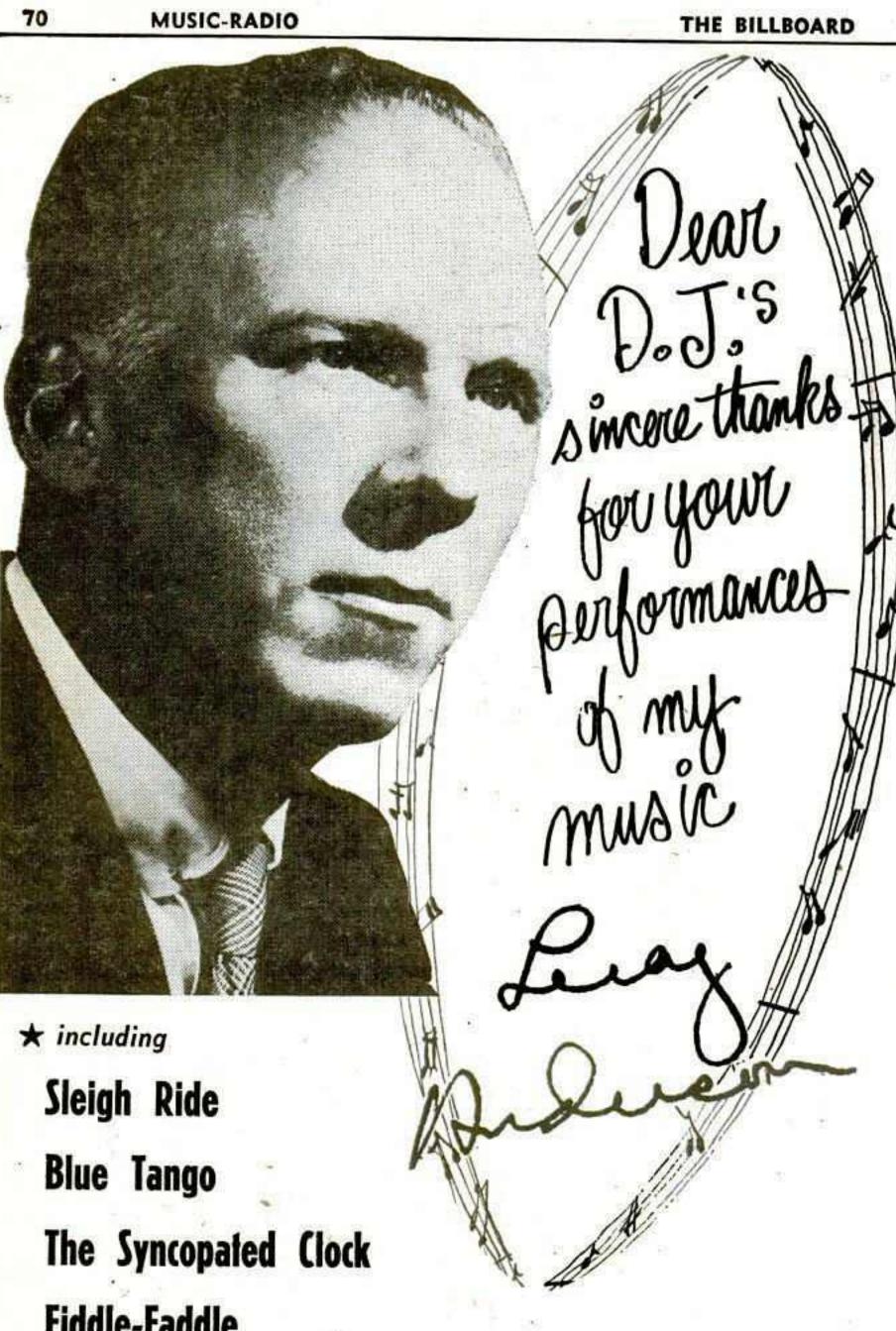
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SUMMER

DECCA 29206

Current Kelbase

SONG OF

DECCA 29319

#### The Billboard Music Popularity Charts POPULAR RECORDS

#### Reviews of New Pop Records

Continued from page 68

briskly backed by string band and banjo. Good juke filler material.

PEGGY KING

I'm Gonna Put Some Glue Round the Christmas Tree ...........77

COLUMBIA 40362-One of the most attractive new Christmas disks on the market so far. The lyrics are original and, as distinctively styled by Miss King, will be quite as attractive to grown-ups as to kids. Stands to get beaucoup deejay play. (ABC, ASCAP)

Couting Sheep .... 69 Christmas material that is more directly aimed at a kiddle audience, but neither melody or lyrics have the appeal of the flip. (Fideree, ASCAP)

GAYLA PEEVEY.

The Angel in the Christmas Play .....76 COLUMBIA 40364-Here's a cute Christmas effort, and it receives a bright vocal from Gayla Peevey. It concerns the bad deeds of the Christmas play angel. This one could get kiddie action over the holidays. Got a Cold

in the Node for Christmas .... 72 Everybody received presents on Christmas day, but she received a cold. The thrush sings it appropri-

THE REGALS

There'll Always Be a Christmas .......76 M-G-M 11869-Group-sing about the holiday has appropriate spirit and in this warm performance by the chorus should entice listeners to join in. One of the best of the early crop of new Christmas ditties, by the new pop group. (Lowell, BMI)

When You're Home With the Ones You Love .... 69 Another pleasant choral rendition of an attractive ballad. Good listening. (Mecca, ASCAP)

DON CHERRY-GORDON JENKINS ORK I'm Just a Country Boy ......75 DECCA 29322-The pretty ballad is sung with genuine feeling by Cherry as he tells of his simple love. A pleasing side, it's one of the chanter's best in a long time. (Folkways, BMI)

Where Can You Be?....73 Another pretty ballad is chanted ably by the golf expert. Ork and chorus add much to the over-all effect, (Manor, ASCAP)

SALTY HOLMES

The Mama Doll Song ......75 DECCA 29321-A charming version of the current hit with a nice vocal by Mattie O'Neil and appealing harmonica solo work by Holmes as the "voice" of the mama doll. Good debut wax. (Lear, ASCAP)

The Ghost Song....70 An effective novelty, with Holmes contributing an okay vocal and some amusing sound effects for a haunted house effect. (Copar, BMI)

BURL IVES-GORDON JENKINS ORK

piece of hokey material which Ives, the Jenkins ork and the chorus run thru in a happy fashion which should call for plenty of air play. It's different for Ives-and Jenkins. Different enough to get action. (Summit. ASCAP)

The Mission San Michel ... 68 Material here is a neat waltz ballad. Good Ives reading. (Weiss & Barry,

ERNESTO BONINO

With You ......74 V 5909-Bonino is an Italian crooner who handles English lyrics quite well. The guy has a sexy sound which the gals might go for. The ditty is a first-rate effort, too. (BIEM) Our Dairy .... 74

More smooth ballad chanting by the singer. With enough exposure, the guy might happen. He's got a sound.

JERRY GRAY ORK

Kettle Drum Hop ......73 DECCA 29307-Tune has a slight resemblance to "Jingle Bells." It's ridden hard here by the ork in a bright and rapid rendition, with the drum pounding out the beat solidly. Good jitterbug wax. (Alamo, ASCAP) The Ooh and Ah Mambo....70

The band digs in hard on the tuneful mambo for a happy instrumental reading. Linda Lee is the thrush who contributes sexy "oohs" and "ahs" at strategic times thruout the disk. Gimmick makes for a novelty that could catch on. It should do right fine on the coin boxes. (Hill & Range, BMI)

MORTON GOULD ORK

Fanny ......73 V 5919-For change of pace programing this instrumental version of the title song from the musical show should intrigue the jocks. It's lush and lovely music. (Chappell, ASCAP) Why Be Afraid to Dance?....71

The lush Gould makes its bow on the label with this instrumental waltz

reading from the musical "Fanny." Jocks should go for it. (Chappell, ASCAP)

FRANK PETTY TRIO Rudolph

the Red-Nosed Reindeer Mambo ....73 M-G-M 11870-The music boys are on a mistletoe and mambo kick this year, which may or may not click with the public. If the gimmick goes over, then this waxing-tasteful and pleasing-should get its share of juke

and jockey play.
Jingle Bells Mambo....70 Same comment.

BOB MANNING

The Very Thought of You ...............73 CAPITOL 2973-An appealing reading of the standard. Manning's bari-

tone voice is warm and relaxed in this romantic ballad and should interest his fans. (Witmark, ASCAP) Just for Laughs .... 69

Another intimately styled ballad of the type in which Manning specializes. Pleasant listening even if not strongly commercial. (Laurel, ASCAP)

CARMEN McRAE

side for the label is a captivating rhythm opus, sung engagingly. This should win some exposure. (Dart, BMI)

If I'm Lucky....70

A distinctive warble by the thrush of a tender love ballad. Slow and lazy in tempo, it makes for relaxed and pleasant listening. (Thornwood, BMI)

LAWRENCE WELK ORK 

CORAL 61287-Good coverage, altho a bit tardy, of the oldie now being revived. Welk should get some of the action, particularly in the West where he's strong these days. Good instrumental, (Feist, ASCAP) Devil Lips....70

The Welk ork and chanter Bob Lido are teamed on an okay, danceable reading of the ditty. (Village, BMI)

JENNY BARRETT

CORAL 61281 - The singer muses nostalgically over a lost love. Her light-bodied, caressing voice is just right for this kind of material, which is made all the more attractive backed by silky strings. (Simon House, BMI)

Ev'ry Time....70 An intimate song of love that Miss Barrett succeeds in making the listener believe comes from the heart. Late evening deejays will love both sides of this disk. (Simon House,

THE JONES BOYS

Marry a Rich Woman .................71 S&G 5008-A Latin-American-styled ditty about the wisdom of marrying well, with an amusing vocal treatment by the boys. Cute wax. (Cadenza, ASCAP)

Jones Bones .... 68 A swingy version of the familiar effort "Dry Bones" is handled well by the boys. Should get juke action as well as decjay spins. (Jim Jac, BMI)

THE VOICES THREE

Sure Fire Kisses ......71 M-G-M 11862-Here's a country-ish ditty which the boys take for a good enough rhythm reading ride. Good for spins and might grab some juke coin. (Hometown, ASCAP)

One of My Dreams Is Missing .... 67 An attractive ditty is handed a typical group vocal which might get it some spins. (Peer, BMI)

BARRY FRANK

NEW DISC 10015-The old Russian standard "Dark Eyes" dressed up with attractive new lyrics is handed a nice vocal job by Frank. (Ivan Mogull, ASCAP) I'll Dance You...69

An okay vocal on a lilting melody. (Cromwell, ASCAP)

JOE ROLAND SEXTET

jocks seeking some change of ace programing thru the Christmas season. Roland's vibes, Doug Duke's Hammond organ and the rhythm section deliver a neat mambo reading of

Let It Snow, Let It Snow .... 69 More of the same here on another standard Christmas item.

DEAN PARKER

M-G-M 11866-Tune from the title flicker provides Parker an opportunity to grapple with dramatic material, which he does more than capably. (Feist, ASCAP) Mandolin .... 67

Old country-type waltz ballad is chanted warmly to mandolin and (Continued on page 72)

STAGE RECORDS presents

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Jazz Comedy Star

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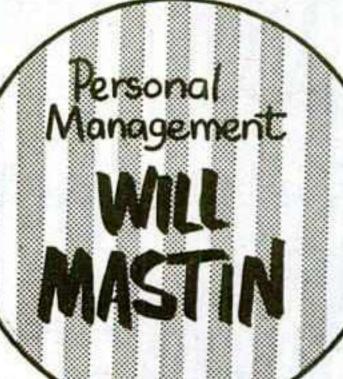


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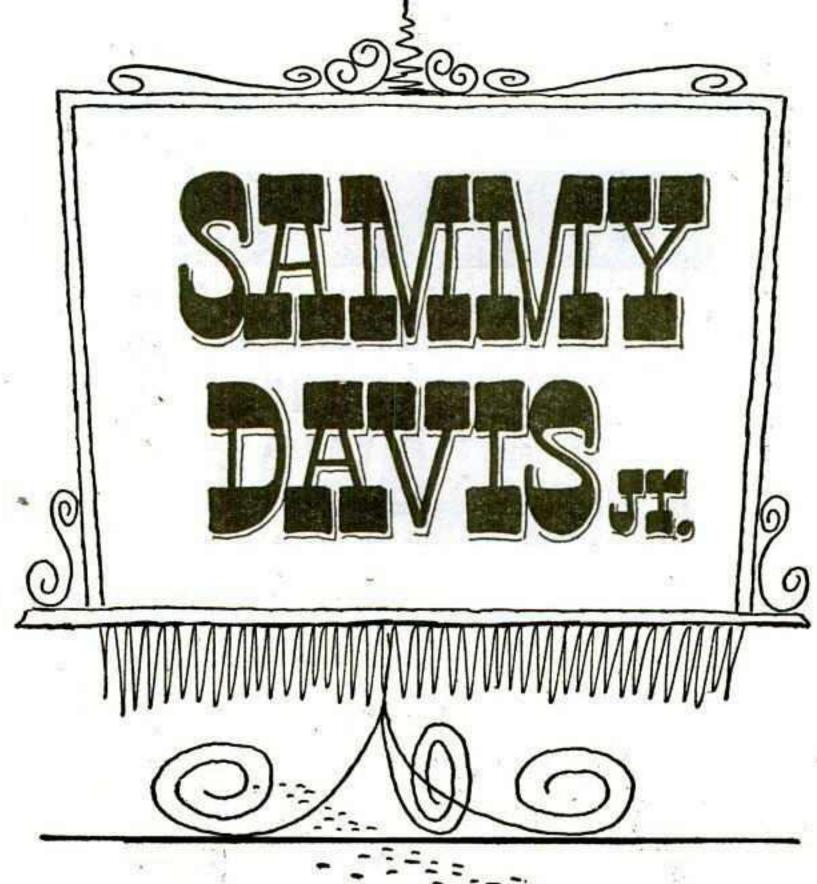
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(THE BUTCHER BOY)

"THE OWATA SONG"

(OH! WHAT A SONG)

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CORAL RECORDS
America's Fastest Growing Record Company

# The Billboard Music Popularity Charts POPULAR RECORDS

#### • Reviews of New Pop Records

Continued from page 70

fiddle backing. (Amer Academy, ASCAP)

STEVE LAWRENCE

Willow....67

Tho this material is not as strong as that on the flip, the singer sails thru it smoothly, so that it shapes up as a listenable product. (Vim. ASCAP)

LILY ANN CAROL

You All to Myself....69
Same comment. (World, ASCAP)

MARGE AND GOWER CHAMPION Let's Dance.

The Champion Strut....69

Same here, with some extra handclap gimmicks to spark interest,
(Essex, ASCAP)

THE NOCTURNES

Somebody Oughta Write a Song .....68 M-G-M 11863—Shuffle beat ditty has a good idea, and the boys do okay with the material, (Ferrer, BMI)

Remember Mama....68

The group turns in another okay reading, this time of a ballad. (Parakeet, ASCAP)

LESLIE UGGAMS

Uncle Santa (Santa Baby) ...........68
M-G-M 11868—Leslie Uggams' fresh
voice is heard in a cute kiddie treatment of last year's "Santa Baby."
Should attract holiday spins.

The Fat, Fat Man....65

Another okay Christmas side, this also about Santa. Can move some to the younger set.

DOROTHY FORBES

All I Want Is You....65

Another good job by the thrush,
Warm piping that many will like,
(M & C Music, ASCAP)

THE STYLERS

Believe It or Not....65

Boys do equally well on a rhythm ditty. (M & C Music, ASCAP)

TAD BRUCE

Okay reading here by Bruce of an appealing new ditty, helped by big style ork support. (Eastern, BMI)

JOAN WEBER

The thrush tries too hard on this piece of special material. (Joy, ASCAP)

BOBBY TROUP

Same comment. (Bradshaw, BMI)

Sacred

HANK WILLIAMS

P. O. BOX 1115

The Angel of Death......78
M-G-M 11861—Mournful ballad is

right in the accustomed Williams groove — sincere and meaningful. While waxing is not up to the quality standards he more often sets, it still should tug appealingly at the hearts of the many who still love and remember the master composer-chanter. Acuff Rose, BMI)

(I'm Gonna) Sing, Sing, Sing....76

The many, many fans of Williams' will welcome this happy and tuneful religious ballad. The flavor is joyful. (Acuff Rose, BMI)

GEORGE BEVERLY SHEA

Face to Face....77

Another fine reading of strong religious material. (Hill & Range, BMI)

MARTHA CARSON

Christmas Time Is Here....71

The joyful spirit of the holiday is spontaneously aroused in this atmospheric tune. Its sound effects and litting beat make it pleasant holiday wax. (Acuff Rose, BMI)

THE STAMPS QUARTET

Promise You'll Meet Me....70

The quartet has a touching piece of material here, and they convey its noise in both jazz and r.&b, circles, (SESAC)

Jazz

ERROLL GARNER

There's a Small Hotel....77
Same comment. (Chappell, ASCAP)

**Spiritual** 

ORIGINAL FIVE BLIND BOYS

DIXIE HUMMING BIRDS

A Billboard "Spotlight" 10-30-'54, (Llon, BMI)

BRO. CLEPHUS ROBINSON

Jesus, I Can't Live Without You......80
PEACOCK 1733—Brother Robinson, accompanied by the top-notch Spirit of Memphis group, presents a very exciting spiritual here, an emotional piece of material with a hypnotic beat. This could be a big seller for Brother Robinson. Fine wax. (Lion, BMI)

A Charge to Keep I Have....76
A moving, soulful piece of traditional material in a minor key in a powerful and sincere reading. (Lion, BMI)

DECCA 48324—Sister Tharpe is irrepressibly happy as she "testifies" concerning the help that Jesus gives those who believe. In this relaxed, swingy tempo, the singer's message is particularly effective. (Shorn, BMI) I'm So Glad....71

An original treatment of some traditional minor-key material that gives Sister Tharpe an unusual opportunity to vocalize up and down the scale. (Shorn, BMI)

SAY YOU SAW IT IN THE BILLBOARD!

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#### ALBUM GUIDE

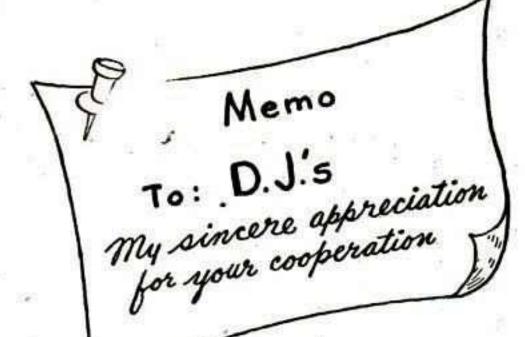
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ALBUM GUIDE

BEVERLY HILLS, CALIFORNIA



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b/w

# "There's Beauty In Everything"

With Billy May and his orchestra

Capitol #2939

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CBS Radio Network

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Personal Management

Cliffie Stone



Still Going Strong

"RIVER OF NO RETURN"



### Vox Jox

#### Continued from pag- 15

"Give your listeners what they want is my advice for a successful show. Of course, if you lean toward certain types of music the audience will become a minority one. Common sense helps."

DISKS FOR DOUGH-FEET: We received a release this week from Station WILS, Lansing, Mich., which we would like to reprint here for all to read. Perhaps after reading it, some of you fellows might start a similar campaign in your area. "U.S. servicemen overseas will be getting more than 4,000 phonograph records, books and magazines from Lansing area citizens. 'Disks for Doughfeet,' a month-long campaign to procure records and reading material for G.I.'s in all parts of the globe, culminated this morning (October 26) when the Air Force picked up the collection at the Capitol City Airport. The efforts of Mrs. Fred Vanderlip to provide entertainment for the American G.I.'s overseas have been realized. After discovering that the men overseas yearned for these things, she decided to do something about it. Radio Station WILS pitched in with many spot announcements, and the response was more than gratifying. Says Mrs. Van-derlip, 'If any credit is given in this project, I feel it should be given to radio station WILS for its wholehearted support and all-out effort to reach the responsive public. Making it possible for the people of Lansing to

#### YESTERYEAR'S TOPS-The nation's top tunes on records

as reported in The Billboard

NOVEMBER 11, 1944

1. I'll Walk Alone

2. You Always Hurt the One You Love -

3. Trolley Song

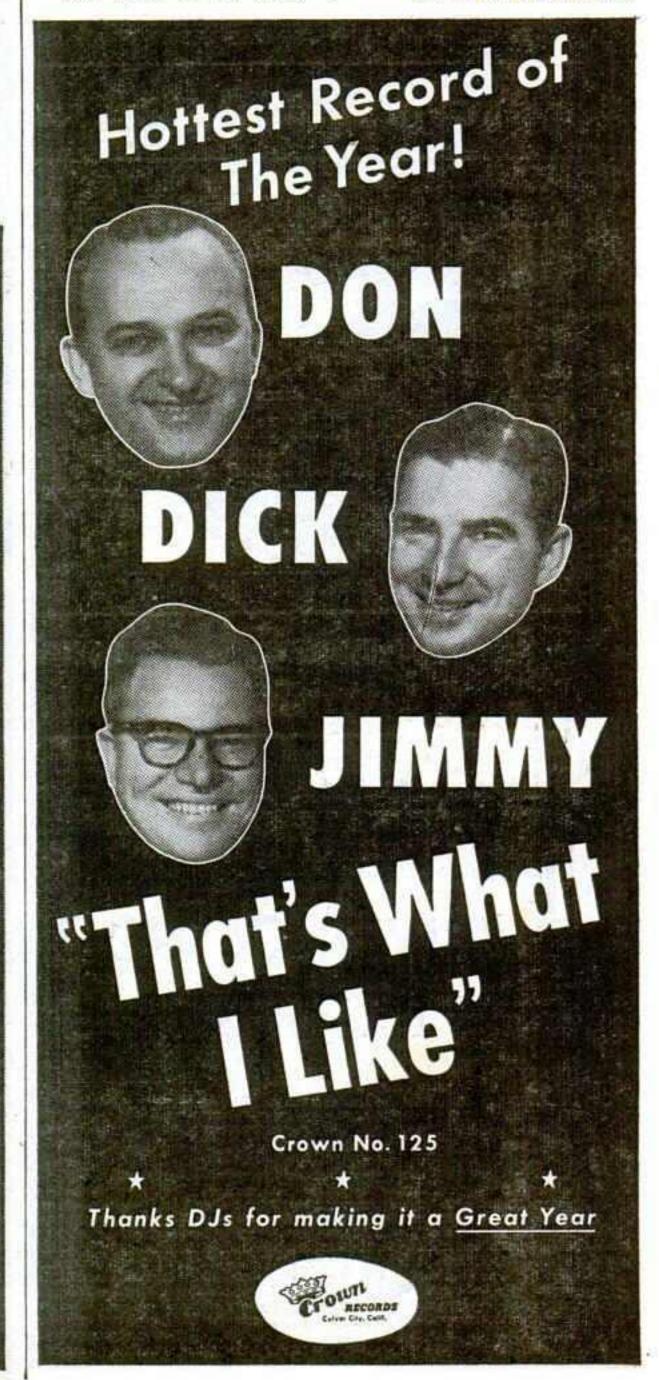
4. Is You Is, or Is You Ain't? 5. Together

6. And Her Tears Flowed Like

- 7. Too-Ra-Loo-Ra-Loo-Ral
- 8. Dance With a Dolly 9. There'll Be a Hot Time in
- the Town of Berlin Smoke on the Water
- **NOVEMBER 12, 1949** 1. That Lucky Old Sun
- 2. You're Breaking My Heart
- 3. Slipping Around
- 4. I Can Dream, Can't I?
- 5. Don't Cry, Joe
- 6. Jealous Heart
- 7. Someday (You'll Want Me to Want You)
- 8. A Dreamer's Holiday 9. Room Full of Roses
- Maybe It's Because

let our G.I.'s know that we here at home realize that little things mean a lot, and that the boys are not forgotten."

JOX TRIX: Ken Schneider, KELO, Sioux Falls, S. D., is giv-(Continued on page 99)



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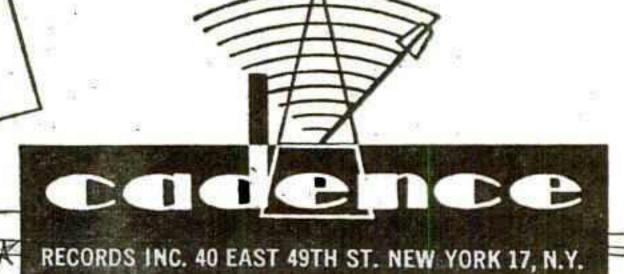
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"THE NAUGHTY LADY OF SHADYLANE"

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making it all possible.

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## "LOVE ME"

DeMarco Sisters	)ecca
Kay Brown	
Billy Eckstine	The state of the s
The Four Escorts	
Connie Russell	A CONTRACTOR OF THE PERSON NAMED IN
Billy Williams Quartet	
Woodside Sisters	
Georgia GibbsMe	
Willie and Ruth	- ( ) - ( )
* * * * * * * * * * * * * * * * * *	* * * *

# "LOOP-DE-LOOP MAMBO"

-				701	LIPAL	IDV
The	Robi	ns .				.Spark
Billy	May	<i>.</i>				Capitol
The	Esco	rts				Victor
Gary	/ Cro	sby	٠.,			Decca

# Move to 45 Backed by Thoro Survey, But There Was a Slip

### Obsolescence, Savings Start Shift, But Equipment Mfrs. Were Short

By BOB ROLONTZ

On July 1 the major record firms stopped sending deejays advance single releases on .78 r.p.m. records, and started to ship them on the 45 r.p.m. speed instead. The diskeries made this move for two reasons: the first and short run reason being to save money; the second and long run reason because the 78 r.p.m. single disk was gradually becoming obsolete and the donut disk was replacing it with the general public.

The record companies deliberated a long time before they took this step. They had replaced the 78 r.p.m. album set a long time previously with the LP disk and there was little jockey objection. They made checks of stations and discovered, to their own satisfaction, that well over half of all stations could play the 45 r.p.m. disks. They also discovered that many stations were already using the 45 r.p.m. record. So they gave the go-ahead signal.

The majority of stations and jockeys okayed the 45 r.p.m. advance releases without any complaint. But a rather vocal group of deejays and key stations, mainly in the larger cities, objected violently to the 45 r.p.m. platter. They claimed it was difficult to cue, that it warped easily and that the tone arm jumped ou: of the groove if any one walked heavily across the studio floor.

These deejays were wholly sincere about their objections, and many said they would not play any 45 r.p.m. records. However, since there were no longer 78 r.p.m. deejay copies available,

either the jocks had to go out and buy shellac records on 78, or else publishers stepped into the breech by sending key anti-45 jocks acetates on 78 to get their unes exposed.

Another group of stations had a different problem. They were unable to play the 45 r.p.m. disk because of lack of equipment. And what was worse, they found that they would have to wait two to four months to get the conversion units or new turntables so they could play the 45's. Here the diskeries had only themselves to blame, since they had not checked the amount of conversion units on hand nor the forthcoming demand for the units by stations that did not have 45 r.p.m. turntables. And so the many diskeries okayed their distributors delivering 78 r.p.m. shellac records to all stations who had ordered 45 r.p.m. equipment but had not yet received it, and to continue doing so until the stations were able to play 45's.

Four months have now passed since the large companies transferred from 78 to 45. What is the situation today as far as the 45 r.p.m. record and the deejay is concerned?

The Billboard's Disk Jockey survey in this issue reveals some interesting facts. First of all, 35 per cent of all records programed by deejays in the pop, country, and rhythm and blues field are now 45 r.p.m. disks. The 45 r.p.m. records are used more often in the pop field than in the country field, with the rhythm and blues field the least 45 conscious.

This over-all 35 per-cent figure would seem to indicate that the

great majority of all new records played are on 45, since most stations devote a lot of spins to older records by the bands of the 1930's, the early Frank Sinatra, et al., and all of these records are on 78's out of the station's library.

Increase in 45 Another important fact turned up by The Billboard survey is that a tremendous majority of stations, 76.8 per cent, have increased their use of 45 r.p.m. records this year, while only 9.8 per cent of the stations have increased their use of 78 r.p.m. records. The great increase in the use of 45's is fairly strong evidence that the stations across the country have been satisfied with the performance of the 45 r.p.m.

The last, and certainly not least, important item turned up by survey is that 89.1 per cent of all stations replying to the survey are equipped to play 45 r.p.m. disks. To put it the other way, only 10.9 per cent of all the stations cannot play 45's. This indicated that the great majority of orders by stations for conversions of their turntables to play 45'sa backlog that once was as hgh as 500 stations—is now just about cleared up.

Gradually, the great opposition to the 45 r.p.m. record by key deejays in such cities as New York, Chicago, Pittsburgh and Los Angeles has diminished. In New York, for example, key indie stations WNEW, WINS, WMGM and WMCA have finally set the date to transfer to 45 r.p.m.

The ABC network, which stood (Continued on page 100)



FROM:

THE GAYLORDS

OUR SINCERE THANKS FOR ALL THOSE SPINS.

GRATEFULLY,

THE GAYLORDS

(BURT, DON & BILLY)



Poll

# C & W ARTISTS...

# Most Played

(This is a tabulation of the MPC questionnaires received from C&W disk jockeys and used in the tabulation of the charts which appeared in the issues of The Billboard from January 2, 1954, thru October 9,

THIS year, for the first time, The Billboard, in addition to surveying the nation's country disk jockeys for a listing of their favorite artists, has tabulated the weekly "most played by jockeys"

charts to come up with a new

type of listing.

Alongside this commentary is a listing of the 25 country artists whose records were most played during the first nine months of the year. An interest comparison can be drawn by checking this list against the jockeys selections for their "favorites." Once again it proves that the disk jockeys won't be tethered by their likes and dislikes when it comes to programing records. The jocks will still play what the people want most to hear.

True, the "most played" list is quite similar to the "favorite" list-all to the credit of the jockeys and performers alike.

Again, too, The Billboard has asked the jockeys to select those in their own fraternity whom they best like to hear. Nelson King repeated his last year's win, while Eddie Hill remained in second place. Marty Roberts repeated in fourth place this year. The King-Roberts team, of course, are particularly well known thru their weekly newspaper column carried in many papers around the country.

Other repeaters are Randy Blake, Biff Collie, Johnny Hicks and Dal Stallard. Also, as expected, is the heavy showing made by disk jockeys whose shows emanate from the larger cities in the Midwest, West and South. Looks, too, like WCKY, in Cincinnati, has a corner on the market again.

### PLACE WINNER AND RECORDING

### 1. WEBB PIERCE

Slowly Even Tho Sparkling Brown Eyes There Stands the Glass I'm Walking the Dog

2. EDDY ARNOLD

I Really Don't Want to Know My Everything This Is the Thanks I Get Hep Cat Baby I'll Never Get Over You

3. HANK SNOW 1 Don't Hurt Anymore When Mexican Joe Met Jole Blon Act I, Act II, Act III

4. JOHNNIE & JACK 1 Get So Lonely Goodnight, Sweetheart,

Goodnight

5. R. PRICE I'll Be There

Release Me 6. TOMMY COLLINS

You Better Not Do That Whatcha Gonna Do Now I Always Get a Souvenir

7. CARL SMITH Back Up Buddy Go, Boy, Go Dog Gone It, Baby, I'm in If You Tried as Hard to Love Satisfaction Guaranteed Hey, Joe If You Could See Her

RED FOLEY AND KITTY WELLS One by One

Thru My Eyes

9. SLIM WHITMAN

Secret Love Rose Marie North Wind Why? 10. HANK THOMPSON

Wake Up, Irene Honky Tonk Girl Breaking the Rules We've Gone Too Far Fooler, a Faker

11. JIM REEVES

PLACE WINNER

Then I'll Stop Loving You Padre of Old San Antone Mother Went a Walkin' Beatin' on the Ding Dong

More and More It's Been So Long You're Not Mine Anymore I Could Love You More You Just Can't Be True

Second Fling Chapel on the Hill If I Never Get to Heaven Mama, Come Get Your Baby Boy How's the World Treating You?

Panamana My Arabian Baby For Now and Always Reindeer Boogle

Honey 1 Need You Love Trap Pig Latin Serenade

Much Too Young to Die I Loved You So Much I Let You Go

You're for Me You Gotta Have a License

What Am I Going to Do With You? Love Me Do I Like It Darlin', Am I the One? This Orchid Means Goodbye

I'm a Stranger in My Home

Ride Away Beautiful Dreamer I Hate to See You Cry Singing Hills

Go Cry Your Heart Out Yesterday's Girl New Green Light Rub a Dub Dub John Henry

Echo Bonita Penny Candy El Rancho Del Rio Let Me Love You Just a Little Mexican Joe

### PLACE WINNER AND RECORDING

### 12. GINNY WRIGHT AND JIM REEVES

I Love You

13. HANK LOCKLIN

Let Me Be the One

Mysteries of Life

14. PEE WEE KING Changing Partners

Bimbo

Backward, Turn Backward

15. RED FOLEY

As Far as I'm Concerned Tennessee Whistling Man Shake a Hand

My Friend My Window Faces South Pin Ball Boogie

16. KITTY WELLS

Release Me You're Not Easy to Forget After Dark Cheatin's a Sin I Gave My Wedding Dress

I Don't Claim to Be an Angel Honky Tonk Waltz Hey, Joe

He's Married to Me

17. FARON YOUNG

Place for Girls Like You Just Married In the Chapel in the Moonlight

They Made Me Fall in Love You're Right

18. JIMMY NEWMAN

Away

Cry. Cry. Darling

Night Time Is Cry Time

19. T. TEXAS TYLER

Courtin' in the Rain

20. CARLISLES

Shake a Leg I Need a Little Help Taint Nice to Talk Like

Moody's Goose Honey Love Female Hercules

21. MAXINE & JIM EDWARD BROWN

Looking Back to See

22. JUSTIN TUBB & GOLDIE HILL

Looking Back to See

23. AL TERRY

Good Deal Lucille

Call Off the Wedding

24. MARTY ROBBINS

Pretty Words My Isle of Golden Dreams I'm Too Big to Cry

Call Me Up At the End of a Long, Lonely Day Sing Me Something Sentimental

25. BILLY WALKER

Thank You for Calling

I'm a Fool to Care

# & W DISK OCKEYS

# **Favorites**

MOITATE

List below the Disk Jockeys who, in your opinion, are doing the most honest and most conscientious job.

www.americanradiohistory.com

	50 S
1. NELSON KING	WCKY
2. EDDIE HILL	
3. PAUL KALLINGER	XERF
4. MARTY ROBERTS	
5. RANDY BLAKE	
6. CHARLIE WALKER	KMAC
7. JOHNNY HICKS	KRLD
8. PETE HUNTER	KRCT
9. BILL COLLIE	KNVZ
10. T. TOMMY CUTRER	KCIJ
11 IOF DUMORE	WYOK
12. LEE MOORE	WWVA
13. FRED WAMBLE	WBAM
14. BOB NEAL	KMPS
15. SMOKEY SMITH	
16. JOHNNY RION	KSTŁ
17. JOE MARTIN	
18. MACK SANDERS	KFBI

	PLAC	WINNER	STATION
	19. 1	E ALLISON	
			KXLA
į.	21. D	EAN TILLER	KTER
			KTAE
	23. R	ED SMITH	KBOK
	24. R	ED BLANCHARD	WLS
	25. S	QUEAKIN' DEAC	ON
	ZO. D	ILL SIANLET	WNUE
	27. T	OM EDWARDS	WERE
	28. U	OKDON GOESI	KHBR
	28. T	XAS TINY	KFOX
	30. P	AUL WESTMORE	LANDKXOC
	31. J	MMIE OSBORN	E WKLO
	32. T	OM BREHNAN .	KXLA
			KCMO
	34. U	HCLE JIM CHRI	STYXEG
	35. G	ABE TUCKER	KSTL
	36. J	M WILSON	

PLACE WINNER	STATION
13-33-571	7.1
37. GENE ECHELS	KCLE
38. EDDIE KIRK	KVSM
38. EDDIE KIRK	WBAP
40. FRED WAMBLE	WMGY
41. GRANT TURNER	
42. TOMMY SUTTON .	WIID
42. IVENTI JUITUR .	WYN
43. JOE MORRIS	WKUK
44. GEORGE POPKINS	KKU
45. A. J. WINN 46. CASEY STRONG	KIRH
46. CASEY STRONG	KAL1
47. ROSALIE ALLEN .	
48. HAPPY ISON 49. BOB JENNINGS . 50. HI POCKETS DUNC	
49. BOB JENNINGS .	WLAC
50. HI POCKETS DUNC	ANKDAY
50. SLEEPY EYED JOHN	WHHM
50. BILL STRENGTH	KWEM
50. SLIM WILLEI	KKBL
50. SLIM WILLET 50. SAM WORKMAN .	WKYA
55. CARL FITZGERALD	

a million thanks D. J's ... On behalf of Mrs. Hank, my son Simme, my Publishers Hill & Range and myself...for your wonderful support. will see ya all at the convention.

Hank Snow

LARFI

# The Billboard 1954 Disk Jockey Poll

# C&W FAVORITES...

THERE are, of course, some surprises in store for trade each year when The Billboard tabulates the disk jockey's votes and issues listing of the yearly favorites. Changes in position are intriguing to observe, but most interesting to see are the names which suddenly crop up on "favorite" lists. This year, for example, the jockeys added the names of Jim Reeves, Marty Robbins, Chet Atkins, Kitty Wells, Rex Allen, Tommy Collins, Mac Wiseman, The Carlisles, Homer & Jethro and Son-

Collins also leads the list of "most promising" artists followed closely by young Justin Tubb and Jimmy & Johnny. The latter group did it with only one record—and on a basically rhythm and blues label. Others who appeared headed for the big time are Maxine and Jim Edward Brown, Rita Robbir; Skeeter Bonn and Jimmy Newman.

ny James.

Added to the list of favorite country and western bands this year are the Country All Stars and Grady Martin's Slew Foot Five. Hank Thompson's boys, incidentally, came up from seventh place to take top honors among the bands.

Homer & Jethro, the country market's top comedy team, again top the list this year, while Rod Brasfield, Minnie Pearl and Lonzo & Oscar keep in the top group, too. But up into the list of the 10 favorite comedy acts have come Eddie Hill, Nashville's favorite master of ceremonies; The Carlisles, Bill Carlisle and Andy Griffith, who clicked with a most unusual story disk in the pop and country markets at the same time.

# Vocalists

Based on actual vote of disk jockeys covering period of January 1, 1954, thru October 9, 1954.

Who are your favorite Hillbilly or Country and Western recording artists!

artists?		NOT TREESED AND THE
PLACE WINNER	LABEL	1953
1. EDDY ARNOLD	RCA Victor .	2
2. WEBB PIERCE	Decca	7
3. RED FOLEY	Decca	3
4. HANK SHOW	RCA Victor .	5
5. HANK THOMPSON	Capitol	6
6. CARL SMITH	Columbia	4
7. JIM REEVES	Abbott	<del>-</del>
8. TENNESSEE ERNIE	Capitol	11
9. RAY PRICE	Columbia	17
10. MARTY ROBBINS	Columbia	
11. ERNEST TUBB	Decca	10
12. FARON YOUNG	Capitol	18
13. HANK WILLIAMS	M-G-M	1
14. JOHNNIE AND JACK	RCA Victor	20
15. SLIM WHITMAN	Imperial	12
16. CHET ATKINS	RCA Victor	
17. JIMMY DICKERS	Columbia	14
18. REX ALLEN	Decca	
19. PEE WEE KING	RCA Victor	8
20. KITTY WELLS	Decca	
21. TOMMY COLLINS	Capitol	
22. GEORGE MORGAN	Columbia	9
23. MAC WISEMAN	Dot	
24. CARLISLES	Mercury	
25. HOMER AND JETHRO	RCA Victor	····-
		2.4

# Most Promising

Based on actual vote of disk jockeys covering period of January 1, 1954, thru October 9, 1954.

Whom do you consider the most promising new Hillbilly or Country and Western artists coming up at the present time?

PLACE WINNER	LABEL
1. TOMMY COLLINS	Capitol
2. JUSTIN TUBB	Decca
3. JIMMY AND JOHNNY	Chess
4. MAXINE AND JIM EDWARD BROWN	Fabor
5. RITA ROBBINS	RCA Victor
6. SKEETER BONN	RCA Victor
- 7. JIMMY NEWMAN	
8. ELVIS PRESLEY	Sun
9. WILLIE JACKSON	Apollo
10. FARON YOUNG	Capitol

# **Bands**

Based on actual vote of disk jockeys covering period of January 1, 1954, thru October 9, 1954.

Which are your favorite Country and Western bands!

PLA	CE	WINNER	eg.	LABEL	\$60	1953
1.	HANK	THOMPSO	N	Capitol		7
2.	PEE W	EE KING		RCA Vi	ctor	1
3.	BOB V	VILLS		M-G-M		2
4.	SPADE	COOLEY	<b></b>	Decca		3
5.	COUNT	RY ALL ST	TARS	RCA Vi	dor	
6.	TEX V	VILLIAMS		Decca		4
7.	LEON	McAULIFFE		Columb	oia	5
8.	CLIFFI	E STONE .		Capitol		10
9.	GRAD	Y MARTIN		Decca		
10.	SONS	OF THE PI	ONEERS	Decca		10

## Comedians

Based on actual vote of disk jockeys covering period of January 1, 1954, thru October 9, 1954.

Who is your favorite Hillbilly comedian (individual or team)?

PLA	CE WINNER	LABEL .	1953
1.	HOMER AND JETHRO	. RCA Victor .	1
2.	ROD BRASFIELD	. Hickory	2
3.	MINNIE PEARL	.RCA Victor .	4
4.	LONZO AND OSCAR	.Dot	2
5.	EDDIE HILL	. RCA Victor .	<mark>–</mark>
6.	DUKE OF PADUCAH	. Mercury	5
7.	CARLISLES	.Mercury	
7.	BILL CARLISLE	. Decca	
9.	ANDY GRIFFITH	.Capitol	
10.	MADDOX BROTHERS AND ROSE	. Columbia .	7

ED McLEMORE presents

# THE SOUTHWEST'S BIGGEST, OLDEST, BOLDEST AND

Attraction! BEST COUNTRY MUSIC









HANK LOCKLIN



No. 13 HELEN HALL



DOUGLAS BRAGG



**BELEW TWINS** 



JOHN HARPER



CHARLINE ARTHUR



No. 3 JIMMIE COLLIE



RILEY CRABTREE



SUNSHINE RUBY



No. 6 JOHNNY HICKS



No. 7 JOE BILL

### 1. HANK LOCKLIN

Decca and Four Star Records - "Let Me Be The One" - "Mysteries Of Life" and his latest, "Baby, You Can-Count Me In."

### 2. CHARLINE ARTHUR

RCA-Victor - "The Good And The Bad" - "Heartbreak Ahead," and her latest, "Somebody's Used-To-Be."

### JIMMIE COLLIE

Hickory Records - "My Heart And I" - "Cajun Lingo."

### RILEY CRABTREE

Columbia Records - "When This World Changes Hands"

### 5. SUNSHINE RUBY

RCA-Victor — "Too Young to Tango" — "Little Girl Love" — "Hankerin'."

### 6. JOHNNY HICKS

Columbia - "Crossroads" - "Y'All Come" - CO-PRODUCER & M.C.

### 7. JOE BILL

Imperial Records - "The Diary I Keep."

### COUNTRY GENTLEMEN BAND

Paul Blunt, Marvin Montgomery, Artie Glenn, Carol Hubbard, Jim Boyd.

### BIG D BAND

Charley Streight, Billy Jack Saucier, Tex Ray, George McCoy and "Little" Jack Arthur.

### 10. JOHN HARPER

CO-PRODUCER AND M. C.

### 11. BELEW TWINS

Sensational Fifteen-Year-Old Comedy Singing Duo.

### 12. DOUGLAS BRAGG

A Show-Stopper Every Time He Hits the Stage.

### 13. HELEN HALL

A Honey-Blonde Singer of Sentimental Songs.

BIG D BAND

No. 8 COUNTRY GENTLEMEN BAND

Presented Every Saturday Night at ED McLEMORE'S SPORTATORIUM

DALLAS, TEXAS

Just Like TEXAS—It's Bigger Every Time You Hear It! ABOVE ARTISTS EXCLUSIVELY AVAILABLE THROUGH BIG D JAMBOREE ARTISTS BUREAU Sportatorium, Dallas, Texas — Phone STerling-4374 CBS RADIO "Saturday Night Country Style"..... KRLD AM-FM-TV

RECORDS

The Nation's #1 Western Band Leader



and his Golden West Cowboys featuring

featured on

WLW-T CINCINNATI

WLW-D DAYTON

WLW-C COLUMBUS

WAVE LOUISVILLE

NBC SATURDAY NIGHTS
(THE PEE WEE KING SHOW)

Bookings by
Wm. "Bill" King
and
GAC

REDD
STEWART

RCA VICTOR RECORDS

PEACHES AND CREAM

I CAN'T TELL A WALTZ

FROM A TANGO

RCA VICTOR 5889

For Availabilities

PEE WEE KING
ENTERPRISES

303 Vaughn Bldg., Louisville 2, Ky. Jackson 5535 HEAR LIES MY HEART
KEEP YOUR EYE ON
MY DARLIN' RCA Victor
5847

also

The Billboard Music Popularity Charts
COUNTRY &

### ' Best Sellers in Stores

WESTERN

For survey week ending November 3 RECORDS are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among dealers thruout Weeks the country with a high volume of sales in country and western records The reverse side of each record is also Week Chart Week 1. MORE AND MORE-W. Pierce..... You're Not Mine Anymore-Dec 29252-BMI 2. I DON'T HURT ANYMORE-H. Snow..... My Arabian Paby-V 20-5698-BMI 3. ONE BY ONE-K. Wells & R. Foley..... I'm a Stranger in My Home-Dec 29065-FMI 4. THIS IS THE THANKS I GET-E. Arnold...... Hep Cat Baby-V 20-5805-BMI 5. THIS OLE HOUSE-S. Hamblen..... When My Lord Picks Up the Phone-V 20-5739-BMI 6. IF YOU DON'T SOMEONE ELSE WILL-Jimmy & Johnny..... I'm Beginning to Remember-Chess 4859-BMI 7. EVEN THO-W. Pierce......

Sparkling Brown Eyes-Dec 29107-BMI 9. NEW GREEN LIGHT-H. Thompson..... Lonely Heart Knows-Cap 2920-Bl:11 10. LOOKING BACK TO SEE-J. Tubb-G. Hill...... 10 I Miss You So-Dec 29145-BMI This Is the Thanks I Get-V 20-5805-BMI 12. WHATCHA GONNA DO NOW-T. Collins...... 8 You're for Me-Cap 2891-BMI 14. YOU'RE NOT MINE ANYMORE-W. Pierce...... 11 More and More-Dec 29252-BMI 15. IF YOU DON'T SOMEONE ELSE WILL-



the Nation in DOWNBEAT Poll.

Voted #4 Show Band of the Nation
in DOWNBEAT Poll.



CHEROKEE

AMERICA'S GREATEST WESTERN DANCE BAND

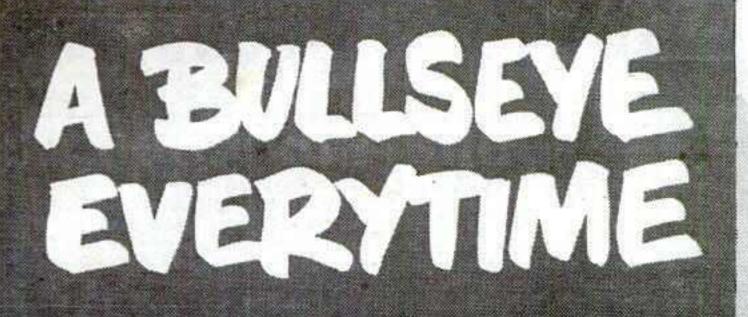
PERSONAL MANAGER
WM. H. KING

King Enterprises

300 Vaughan Bldg.

Louisville, Ky.

Phone: JAckson 5535 or JAckson 0605



3 out of the Country's Top 11 Best Selling Records

Billboard, Nov. 6th

West Boy"

Wondering Boy"

 Most Played by Jockeys 1 MORE AND MORE-W. Pierce..... 4

• Best Sellers in Stores

1. MORE AND MORE-W. Pierce.
You're Not Mine Anymore-Dec 29252-BMI

7. EVEN THO-W-Pierce.
Sparkling Brown Eyes-Dec 29107-BMI ... 7

11. YOU'RE NOT MINE ANYMORE-W. Pierce....
8 5

NOVEMBER 6, 1954 THE BILLBOARD

MORE AND MORE and

YOU'RE NOT MINE ANYMORE

**DECCA 29252** 

Thanks-D.J.'s sor helping me set the Target Well-

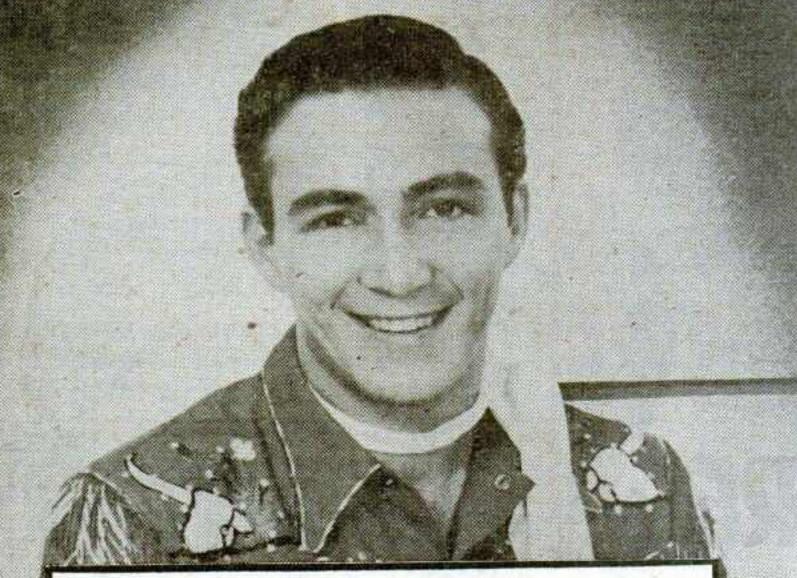
Nation's #1 Folk Singer

OFCCA RECORDS

LUCKY MOELLER

MUSIC-RADIO





D.J.'s-From one Ex-GI to another, many thanks for all your help. See you at WSM's -Faron DJ Convention.

# "IF YOU AIN'T LOVIN'-

(Then You Ain't Livin')"

b/w

"If That's the Fashion"

Capitol #2953

Central Songs, Hollywood

Hitting the Charts With

Like You"

"Place for Girls In the Chapel in the Like You" Moonlight" Moonlight"

Capitol #2859

**Exclusive Personal Management** 

## HUBERT LONG

1537 McGavock Pike, Nashville, Tenn.

The Billboard Music Popularity Charts

# WESTERN RECORDS

## Most Played by Jockeys

For survey week ending November 3 SIDES are ranked in order of the greatest number of Weeks plays on disk jockey radio shows thruout the country This according to The Billboard's weekly survey of top disk Week Chart Jockey shows in all key markets. 1. I DON'T HURT ANYMORE-H. Snow..... V 20-5698-BMI 2. MORE AND MORE-W. Pierce..... Dec 29252-BMI 3. ONE BY ONE-K. Wells-R. Foley..... Dec 29065-BMI THIS IS THE THANKS I GET-E. Amold...... V 20-5805-BMI 5. THIS OLE HOUSE—S. Hamblen..... V 20-5739—BMI 6. WHATCHA GONNA DO NOW-T. Collins..... 6 Cap 2891—BMI 7. IF YOU DON'T SOMEONE ELSE WILL-Jimmy & Johnny..... Chess 4859—BMI 8. YOU'RE NOT MINE ANYMORE—W. Pierce...... 8 Dec 29252-EMI Col 21317—BMI 10. NEW GREEN LIGHT-H. Thompson..... -Cap 2920-BMI V 20-5848-BMI 12. HONEY LOVE—Carlisles...... 14 Mercury 70434—BMI 13. PENNY CANDY-J. Reeves...... 10 Abbott 170-BMI 14. PLACE FOR GIRLS LIKE YOU-F. Young...... 9 Cap 2859-BMI 15. GOODNIGHT, SWEETHEART, GOODNIGHT-Johnny & Jack.....



# **A Sincere** WELCOME

to the DISK JOCKEYS

# MARTY ROBBINS

WSM-TV

WSM Grand Ole Opry

Hope You Like

"TIME GOES BY"

# "IT'S A PITY WHAT MONEY CAN DO"

#21324



For Personal Appearances Contact

NORM RILEY

Station WSM, Nashville, Tenn.

Phone 4-9541

Copyrighted male

STRICTLY OYNAMITE!

# GIEDAD SHEDAN

currently`

# "DON'T FALL IN LOVE WITH A MARRIED MAN"

and

# "YOU'LL COME CRAWLIN"

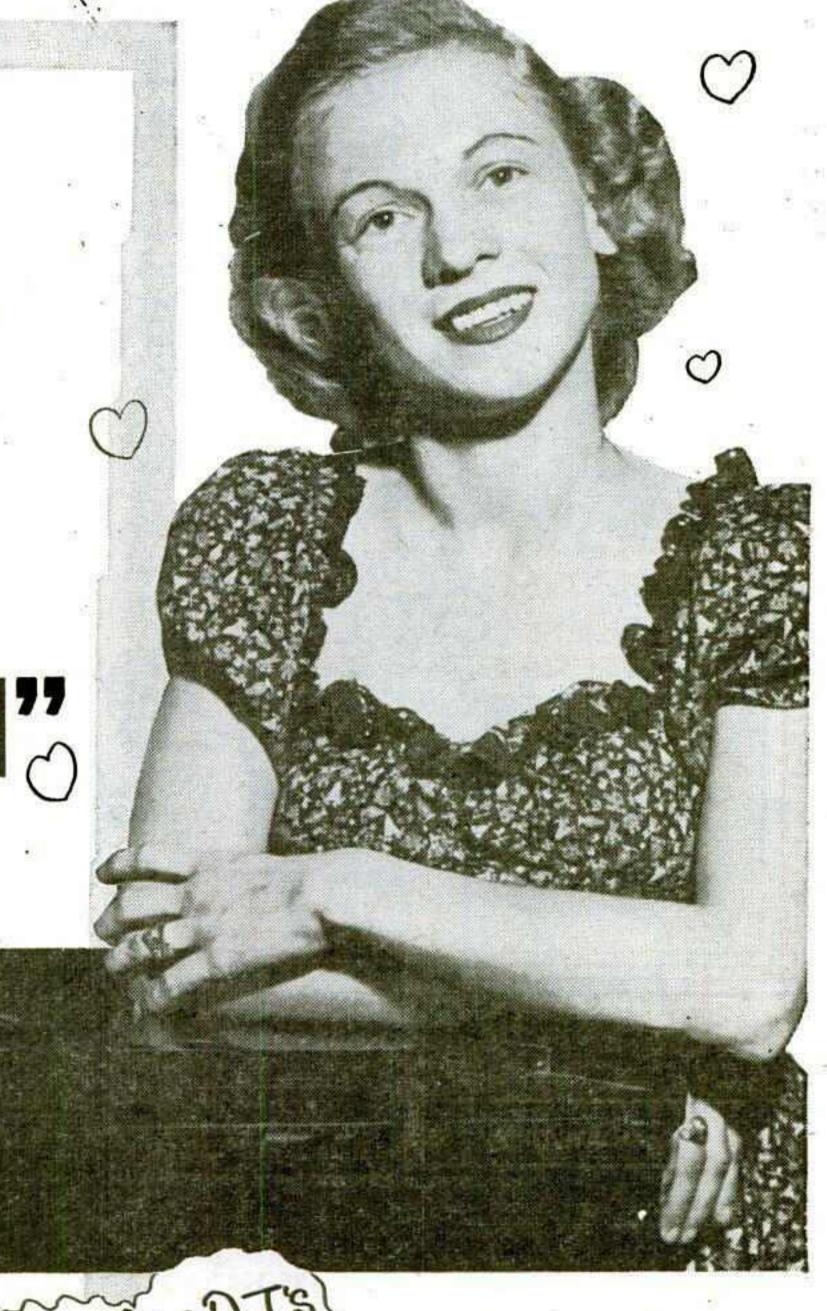
Capitol 2905

Personal Appearances Thru:

TOP TALENT, INC.

Jewell Theatre Bldg.

Springfield, Mo.





Star of THE OZARK JUBILEE

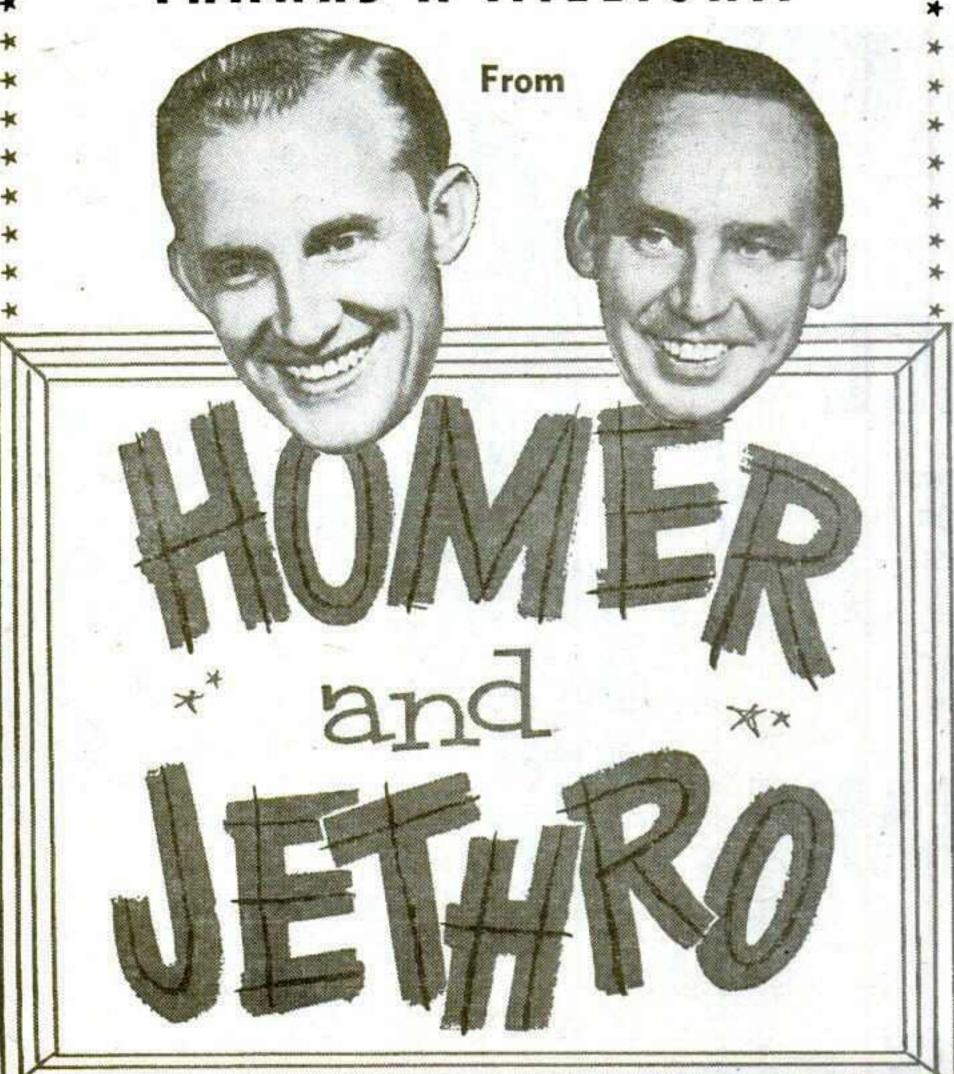
"The Crossroads of Country Music"

# We're Mighty Happy

# BECAUSE OF YOU, DISK JOCKEYS!

It isn't often we get a chance to express our thanks and appreciation to you . . . so we take this opportunity to say to each and every one —

# THANKS A MILLION!!



"The Kings of Country and Western Comedy"

### HAVE YOU HEARD?

"Santa Baby" b/w "The Night After Christmas"

and

RCA Victor 20-5867

"Hey, There" b/w "They Were Doing the Mambo"\*

Management:
KURTZE and FERGUSON
WLS ARTISTS BUREAU
1230 Washington Blyd.

1230 Washington Blvd.
Chicago 7, Illinois
Phone: MOnroe 6-9700

\* \* \* \* \* \* \* \* \* \*



\*\*

The Billboard Music Popularity Charts

# COUNTRY & WESTERN RECORDS

### Most Played in Juke Boxes

For survey week ending November 3

This Week	RECORDS are ranked in order of the greatest number of plays in juke boxes thruout the country. Results are based on The Billboard's weekly survey among operators thruout the country using a high proportion of country and western records.	Last Week	Weeks on Chart
1. I	DON'T HURT ANYMORE-H. Snow V 20-5698-BMI	. 1	24
2. 0	Dec 29065—BMI  NE BY ONE-K. Wells-R. Foley  Dec 29065—BMI	. 2	23
3. N	MORE AND MORE-W. Pierce Dec 29252—BMI	. 3	5
4. 0	OURTIN' IN THE RAIN-T. T. Tyler	. 7	11
4. S	INGING HILLS-S. Whitman	. 10	2
6. F	VEN THO-W. Pierce	. 5	23
6. P	ENNY CANDY-J. Reeves		1
8. I	OOKING BACK TO SEE-J. Tubb-G. Hill	. 9	17
9. I	F YOU DON'T SOMEONE ELSE WILL-		
-, 4	Jimmy & Johnny	. 8	5
10. 1	THIS IS THE THANKS I GET-E. Amold	. 3	7

"THANKS, DISK JOCKEYS"

Rusty Braper

**Exclusive MERCURY RECORD Artist** 

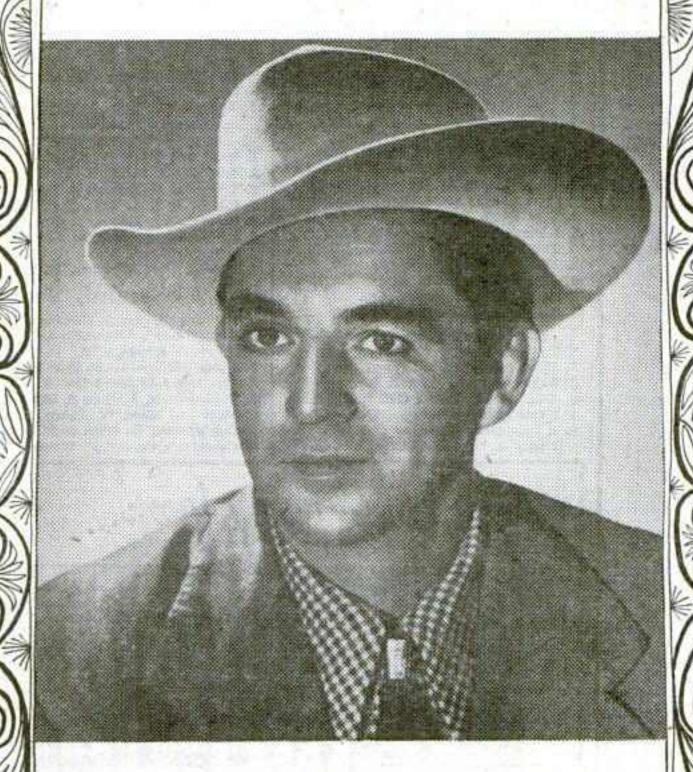


# HISTORY

# REPEATS



# STUART HAMBLEN



IN

**OLE PAPPY TIME** 

THE TOY VIOLIN

20/47-5918

AS IN

THIS OLE HOUSE

20/47-5739



# HANK



IN

THE NEXT VOICE YOU HEAR

THAT CRAZY MAMBO THING

20/47-5912

AS IN

I DON'T HURT ANYMORE

20/47-5698





Thanks to my record playing friends



# TOWNY COLLINS

Outstanding song writer-song stylist

"What cha Gonna
Do Now?"

Capitol #2891

Personal Management Cliffie Stone



The Billboard Music Popularity Charts

### COUNTRY & WESTERN RECORDS

### • C & W Territorial Best Sellers

For survey week ending November 3

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

### Birmingham

- 1. More and More, W. Pierce, Dec. This Is the Thanks I Get, E. Arnold, V.
- 3. This Ole House, S. Hamblen, V. 4. Hep Cat Baby, E. Arnold, V.
- 5. If You Don't, Someone Else Will Jimmy & Johnny, Chs.
- 6. Loose Talk, C. Smith, Col.
- 7. You're Not Mine Anymore W. Pierce, Dec.
- 8. I Don't Hurt Anymore, H. Snow, V. 9. Never, M. & W. Tuttle, Cap.
- 16. Out Behind the Barn, J. Dickens, Col.

### Charlotte

- 1. More and More, W. Pierce, Dec. 2. Loose Talk, C. Smith, Col.
- 3. I Don't Hurt Anymore, H. Snow, V. 4. If You Don't, Someone Else Will
- Jimmy & Johnny, Chs. 5. Never, M. & W. Tuttle, Cap.
- 6. Go, Boy, Go, C. Smith, Col.
- 7. Whatcha Gonna Do Now?
- T. Collins, Cap. 8. One By One, K. Wells & R. Foley, Dec. 9. Two Glasses, Joe, E. Tubb, Dec.
- 10. This Is the Thanks I Get, E. Arnold, V.

### Cincinnati

- 1. More and More, W. Pierce, Dec. 2. This Is the Thanks I Get, E. Arnold, V.
- 3. I Don't Hurt Anymore, H. Snow, V. 4. One by One, K. Wells & R. Foley, Dec. 5. If You Don't Someone Else Will
- 6, If You Don't Someone Else Will Jimmy & Johnny, Chs.

R. Price, Col.

7. This Ole House, S. Hamblen, V.

### Dallas-Fort Worth

- 1. More and More, W. Pierce, Dec. 2. One by One, K. Wells & R. Foley, Dec.
- 3. Lookin' Back to See G. Hill & J. Tubb, Dec.
- 4. New Green Light, H. Thompson, Cap.
- 5. I Don't Hurt Anymore, H. Snow, V. 6. This Is the Thanks I Get, E. Arnold, V.
- 7. This Ole House, S. Hamblen, V.
- 8. Oceans of Tears, S. James, Cap. 9. Loose Talk, C. Smith, Col.
- 10. Bandit, T. Ritter, Cap.

### Houston

- 1. More and More, W. Pierce, Dec.
- 4. I Don't Hurt Anymore, H. Snow, V.
- 5. If You Don't Someone Else Will Jimmy & Johnny, Chs.

- 2. One by One, K. Wells & R. Foley, Dec.
- 3. This Is the Thanks I Get, E. Arnold, V.

8. Beware Of It, Johnnie & Jack, V. 9. Loose Talk, C. Smith, Col.

6. Whatcha Gonna Do Now

- T. Collins, Cap. 7. Two Glasses, Joe, E. Tubb, Dec.
- 10. Penny Candy, J. Reeves, Abb.

### Knoxville

- 1. More and More, W. Pierce, Dec.
- 2. One by One, K. Wells & R. Foley, Dec. 3. Hep Cat Baby, E. Arnold, V.
- 4. This Is the Thanks I Get, E. Arnold, V.
- 5. Lookin' Back to See
- G. Hill & J. Tubb, Dec. 6. You're Not Mine Anymore

### W. Pierce, Dec. Memphis

- 1. More and More, W. Pierce, Dec.
- 2. One by One, K. Wells & R. Foley, Dec. 3. Good Rockin' Tonight, E. Presley, Sun.
- 4. I Don't Hurt Anymore, H. Snow, V.
- 5. If You Don't Someone Else Will Jimmy & Johnny, Chs.

### Nashville

- 1. More and More, W. Pierce, Dec.
- 2. Loose Talk, C. Smith, Col.
- 3. One by One, K. Wells & R. Foley, Dec. 4. I Don't Hurt Anymore, H. Snow, V.
- 5. This Ole House, S. Hamblen, V.
- 6. If You Don't Someone Else Will Jimmy & Johnny, Chs.
- 7. New Green Light, H. Thompson, Cap.
- 8. River of No Return, T. Ernie, Cap.
- 9. This Is the Thanks I Get, E. Arnold, V.
- 10. Lookin' Back to See
  - G. Hill & J. Tubb, Dec.

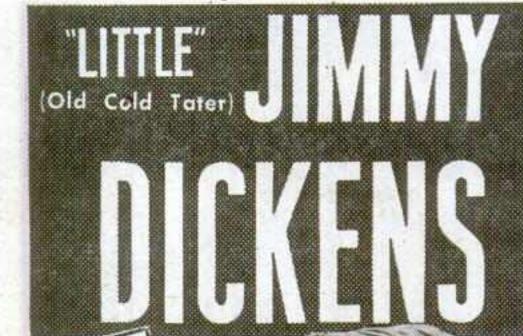
### New Orleans

- 1. More and More, W. Pierce, Dec. 2. New Green Light, H. Thompson, Cap.
- 3. Beware of It, Johnnie & Jack, V.
- 4. One by One, K. Wells & R. Foley, Dec.
- 5. River of No Return, T. Ernie, Cap.
- 6. Goodnight, Sweetheart, Goodnight Johnnie & Jack, V.
- 7. I Don't Hurt Anymore, H. Snow, V.

### Richmond, Va.

- 1. This Ole House, S. Hamblen, V. 2. If You Don't Someone Else Will
- Jimmy & Johnny, Chs.
- 3. I Can See An Angel, P. Pike, Cor. 4. This Is the Thanks I Get, E. Arnold, V.
- 5. Beware of It, Johnnie & Jack, V. 6. More and More, W. Pierce, Dec.
- 7. One by One, K. Wells & R. Foley, Dec. 8. Company's Comin' P. Wagoner, V.

many thanks fellas from...



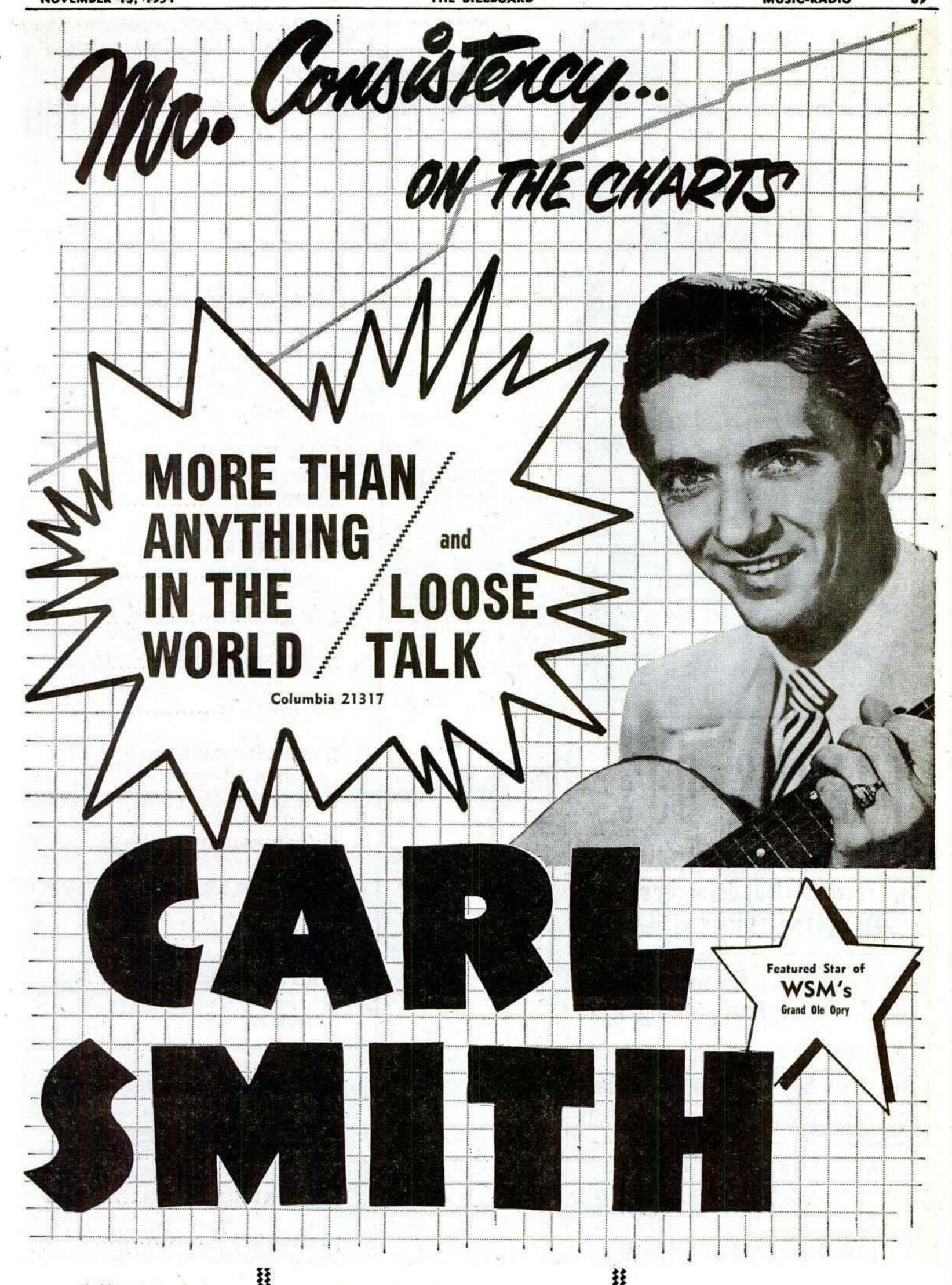


Currently

Take Me As I Am

COLUMBIA 21296

109 Mayfair Rd., Nashville, Tennessee DEWEY MOUSSON Phone 8-3398 Manager



A MEMBER OF BILLBOARD'S HONOR ROLL OF C&W ARTISTS They don't come any nicer than the D.J.'s.

Carl Smith

For Personal Appearances

### JAMES DENNY

WSM ARTIST BUREAU NASHVILLE, TENNESSEE



# THANKS DJ's

For making our past releases so successful and for boosting "NEW GREEN LIGHT" to the top.

. . . and thanks for voting Hank's "SUNRISE SERENADE" the Best Instrumental Record and his band the Best Big Band in Downbeat Magazine's Country and Western Poll

Hear Hank's current Hit "THE NEW GREEN LIGHT"

"A LONELY HEART KNOWS"

Capitol Record No. 2920



Personal Management: Jim Halsey • Professional Bldg., Suite 604 Independence, Kansas • Phone: 1203

The Billboard 1954 Disk Jockey Poll

The comparison between the country and western records which received the most plays during the first nine months of 1954 and those which the jockeys, when polled voted as their favorites points up the amazing similarity in the two listings. Different, in many respects, is the country jockey's personal feelings about records and artists. While the pop jocks often hand out many plays to records which they do not consider personal favorites, the country jocks seem to like what the public wants and buys at least to a greater degree than do the pop

This pattern also follows thru to a great degree when comparing favorite artists with mostplayed artists. Whether the tabulation is based on records or artists, such names as Webb Pierce, Hank Snow, Eddy Arnold, Red Foley and Kitty Wells and Tommy Collins show up as the important country talents of the year. Collins, however, is the only new name among the top batch of country artists.

It is of interest, too, to see the major disk labels continue to dominate the field as they have done for many years. The only newer or smaller labels which managed to come thru with click records this year were Fabor Robinson's Fabor and Abbott firms and the Four Star and Imperial lines. All incidentally are based on the West Coast.

# RECORDS, Hill

# **Favorites**

Based on actual vote of disk Jockeys covering period of January 1, 1954, thru October 1954.

In your opinion which were the top Hillbilly or Country and Western records in the past 12 months!

1. I DON'T HURT ANYMORE, Hank Snow. . RCA Victor 3. I REALLY DON'T WANT TO KNOW .RCA Victor Eddy Arnold ..... 4. ONE BY ONE, Red Foley & Kitty Wells.....Decca 5. THIS OLE HOUSE, Stuart Hamblen . . . . . RCA Victor 6. BIMBO, Jim Reeves......Abbott 7. YOU BETTER NOT DO THAT, Tommy Collins. . Capitol 8. I GET SO LONELY, Johnnie & Jack **RCA Victor** 9. THERE STANDS THE GLASS, Webb Pierce... Decca 10. WAKE UP, IRENE, Hank Thompson......Capitol 11. I'LL BE THERE, Ray Price......Columbia 13. LOOKING BACK TO SEE Maxine & Jim Edward Brown . . . . . . . Fabor 14. THIS IS THE THANKS & GET, Eddy Arnold .. RCA Victor 15. I'LL NEVER GET OVER YOU 16. CRYING IN THE CHAPEL, Rex Allen...... Decca 17. HEY, JOE, Carl Smith.................Columbia 18. COURTIN' IN THE RAIN, T. Texas Tyler..... Decca

19. MY FRIEND, Red Foley . . . . . . . . . Decca

20. LET ME BE THE ONE, Hank Locklin . . Four Star-Decca

20. RELEASE ME, Ray Price.....

. Columbia

# billy or C&W

# Most Played

Based on tabulation of The Billboard "Most Played by Disk Jockevs" thru October 9, 1954.

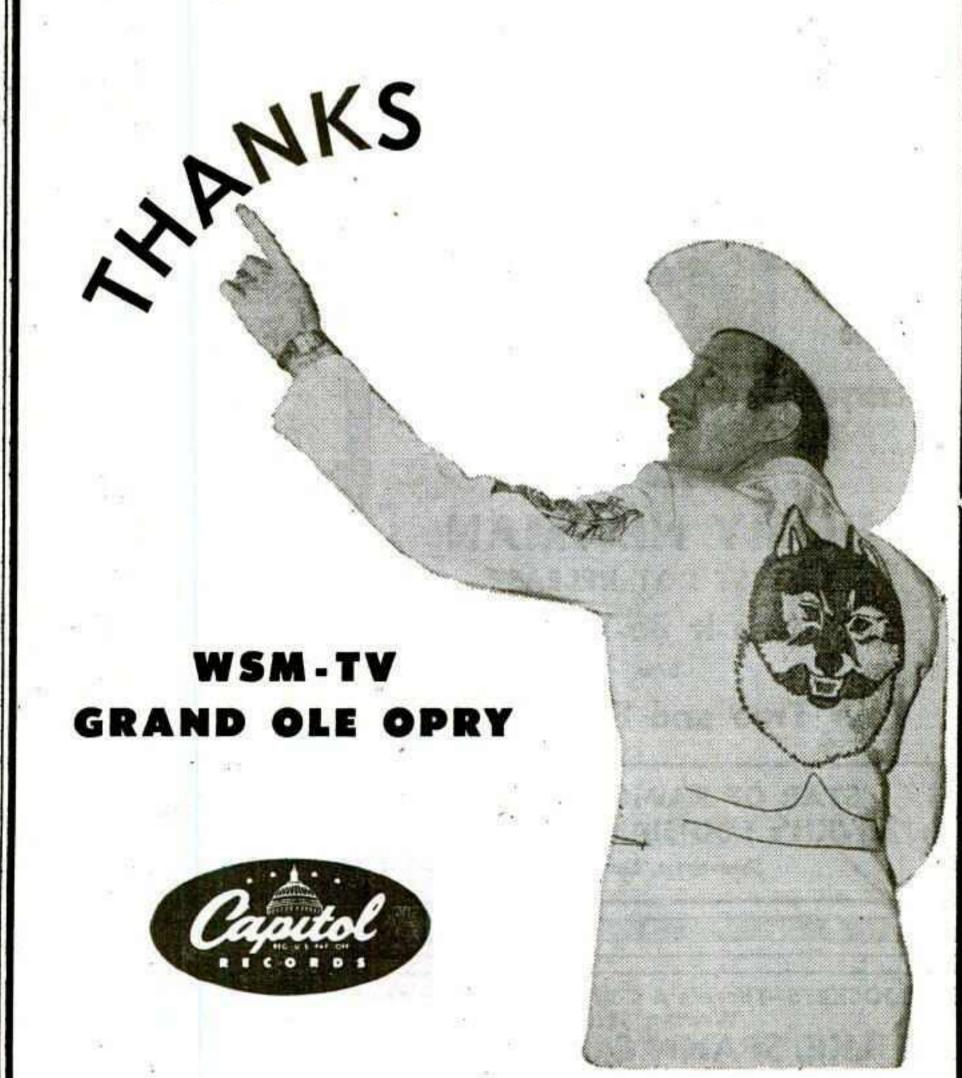
PLA	CE WINNER LABEL
1.	SLOWLY, Webb PierceDecca
2.	I DON'T HURT ANYMORE, Hank SnowRCA Victor
3.	I REALLY DON'T WANT TO KR:OW  Eddy Arnold
4.	EVEN THO, Webb PierceDecca
5.	ONE BY ONE, Red Foley & Kitty WellsDecca
6.	YOU BETTER NOT DO THAT, Tommy Collins Capitol
7.	I'LL BE THERE, Ray Price Columbia
8.	I GET SO LONELY, Johnnie & Jack RCA Victor
9.	I LOVE YOU, Ginny Wright & Jim ReevesFabor
	BIMBO, Jim ReevesAbbott
	SECRET LOVE, Slim WhitmanImperial
12.	BACK UP BUDDY, Carl SmithColumbia
13.	GOODNIGHT, SWEETHEART, GOODNIGHT  Johnnie & Jack
14.	SPARKLING BROWN EYES, Webb Pierce & Wilburn Bros Decca
15.	LET ME BE THE ONE, Hank Locklin Four Star-Decca
16.	THERE STANDS THE GLASS, Webb PierceDecca
17.	WAKE UP IRENE, Hank ThompsonCapitol
18.	CRY, CRY, DARLING, Jim Newman
19.	COURTIN' IN THE RAIN, T. Texas TylerDecca
20.	LOOKING BACK TO SEE  Maxine & Jim Edward Browne Fabor
0	



# 

# HUSKEY

Says



**Personal Management:** 

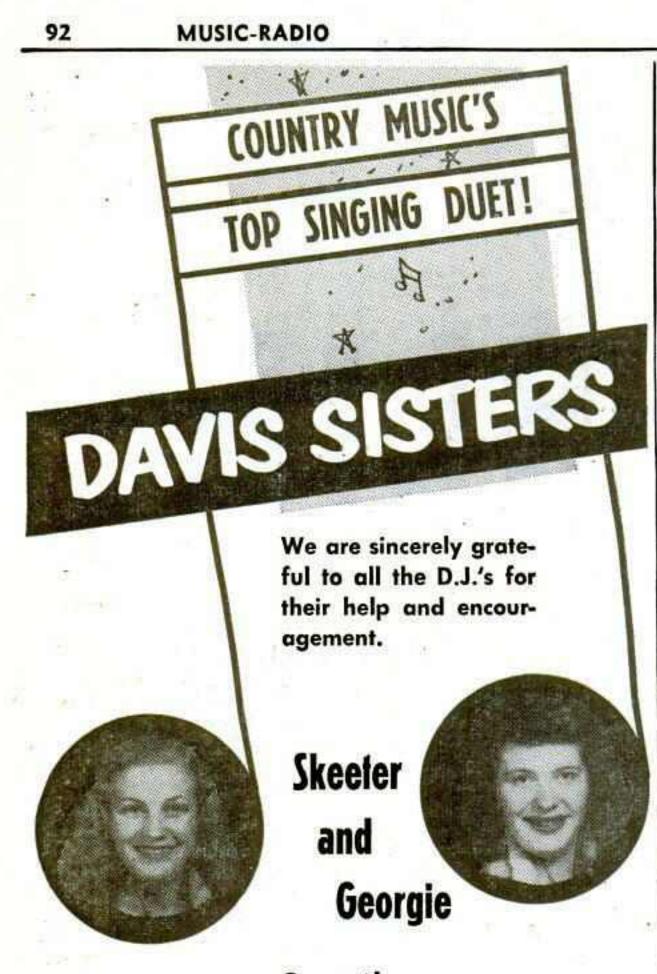
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**RCA VICTOR 20/47-5843** 

Thanks to Everyone



BEST OF LUCK TO THE C.M.D.J. ASSN.

### JIMMY NEWMAN LATEST DOT RELEASE

Can It Be Right

Your True and Faithful One

STAR OF RADIO STATION KWKH's LOUISIANA HAYRIDE

Shreveport, Louisiana

DISK JOCKEYS-There's A Call For You From That Writing Trio

BEULKE, SPANN & HOUSEMAN

Write to BONITA'S RECORDS Ster Route,

for DRAKE MORGAN'S renditions of the newest of the new in Folk Recordings: YOU NEED NOT CRY ANYMORE, I'LL MEET YOU TONIGHT, THE SONG OF THE DRIFTER. Coming Soon: I'VE GOT THE LOS ANG'LES BLUES and I'D SHED A MILLION TEARS.

Distributors Wanted. Published by Pleasure Music Co., Pendleton, Oregon. Licensed by B.M.I.

GIVE TO DAMON RUNYON CANCER FUND

### The Billboard Music Popularity Charts COUNTRY & **WESTERN RECORDS**

### This Week's Best Buys

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

THOU SHALT NOT STEAL (Athens, BMI)

I HOPE MY DIVORCE IS NEVER GRANTED (Milene, ASCAP) -Kitty Wells-Decca 29313

Tho the country market is on the quiet side right now, the top artists are still breaking their records thru with little difficulty. Sales on Miss Wells' latest have been good from the outset and are still coming up nicely. In addition to usual sales in the Nashville, Atlanta, Richmond and Dallas markets, good retail and juke activity is reported in New England, Upstate New York, Pittsburgh, Cincinnati and St. Louis. A previous Billboard "Spotlight" pick.

IF THAT'S THE FASHION (Central, BMI)

IF YOU AIN'T LOVIN' (Central, BMI)-Faron Young-Capitol 2953 Young is still holding on to his reputation of being one of the most consistent hit makers in the country field. This new disk took off immediately in all key Southern markets and is coming up briskly in the East and the Middle West. Action on the two sides is almost evenly divided. A previous Billboard "Spotlight" pick.

### Reviews of New C & W Records

ELVIS PRESLEY

Good Rockin' Tonight ......85 SUN 210-A Billboard "Spotlight" 11-6-'54.

I Don't Care if the Sun Don't Shine .... 85 A Billboard "Spotlight" 11-6-'54.

HANK SNOW

V 5912-A Billboard "Spotlight" 11-6-'54. (Hill & Range, BMI)

That Crazy Mambo Thing .... 84 A Billboard "Spotlight" 11-6-'54. (Ross Jungnickel, ASCAP)

STUART HAMBLEN

Ole Pappy Time ......80 V 5918-On this bright and happy cake-walkin' type of tune Stuart Hamblen explains that he is gettin' older every day and that he knows it. The tune is mighty infectious, in spite of the subject matter, and it could move out. Watch it. (Hamblen, BMI)

The Toy Violin .... 79

A mighty cute new tune about a vouthful violinist receives a firstrate reading from Stuart Hamblen, who also wrote the tune. It is a very unusual piece of material, and it could get action in both the country and kiddle fields. (Hamblen,

CHARLINE ARTHUR

(I'm in Love With) Someone's 

V 5899-Clever weeper about her second-hand lover is delivered warmly by the thrush. It's an original ditty by Miss Arthur, and the effort stands a good chance of breaking thru to the money. Bears watching. (Aberbach, BMI)

Leave My Man Alone .... 73 She's warning competition away in this smooth reading of the ditty. Backroom piano in the backing helps set the spirit. Okay juke potential. (Hill & Range, BMI)

THE YORK BROTHERS

KING 1400-Here's a weeper with a somewhat different twist. The mournful lyrics point out that being first isn't enough. Close harmony on this one conveys the feel of the ballad ably. A good side, due for plentiful exposure. (Jay & Cee,

Hurts Me to My Heart .... 74

He's confessing that he loves another and apologizes profoundly. Beat is catchy, but flip has the edge. (Monument, BMI)

TEX WILLIAMS

Can I Say the Same About You?....77 DECCA 29308-Pretty weeper is sung with heart by the chanter, with help from a male chorus. This is a very effective and listenable slicing, and it should get some action. (Valley, BMI)

Sidetracked....74 Williams sings of the troubles he met by chasing another girl rather than returning to his true love. Good wax for Williams' fans. (Springfield, BMI)

SKEETS McDONALD

(Tennessee, BMI)

Smoke Comes Out of My Chimney CAPITOL 2976-A jaunty vocal job on a bouncy ditty with clever lyrics. Should draw jock and juke play.

Each Time a New Love Dies....74 McDonald warbles a weeper with sincerity and feeling. (Central, BMI)

RAMBLIN' JIMMIE DOLAN

CAPITOL 2977-The letter he's sending home begs reassurance of her love. It's all wrapped up in bright melody and rhythm. Beech-

wood, BMI) I Wonder If I Can Lose the Blues This Way ..... 72

An open road and fast car are what he relies on to shake the blues. Another listenable slicing. (Acuff Rose, BMI)

I'm Not Jealous (I'm Just Careful)....75 V 5901-Turner does a pleasant job here on this novelty effect about the danger of giving his girl too much freedom. The lyrics are mighty cute, and it could get many spins. (Milene, ASCAP)

Put It Down on Paper....72 The singer's girl wants to see that marriage license rather than hear pretty words. Turner sings it well. (Acuff Rose, BMI)

ZEKE CLEMENTS 

M-G-M 11872-Zeke Clements sings the bright holiday ditty with charm that's carboned in the fresh-sounding backing. This should get lots of spins, and it will do fine as a kidisk. Good sales. (Blazon, BMI) Christmas Star....70

A warm rendition of a waltz-beat hymn appropriate to the approach-

LONESOME PINE FIDDLERS

V 5913-The rural markets and the Piedmont area will go for this cute effort which features a vocal plus some snappy guitar and fiddle work. (Valley, BMI) No Curb Service....73

Same comment. (Hill & Range,

CAROLYN BRADSHAW

CHESS 4861-The new Chess canary has a fresh, forthright vocal style on this bouncy novelty, which should please jocks and jukes. (Arc, BMI)

This Is the Night .... 69 The gal warbles sincerely, but the slow-paced tune isn't as good for her. (Arc, BMI)

JIMMIE RODGERS SNOW

(If You Don't Love Me) Why Don't You Let Me Go?......72 V 5900-The chanter sings this slow

weeper ably, getting the most out of its moody spirit. A mighty attractive performance. (Valley, BMI)

How Do You Think I Feel? .... 69 The young Snow sings out brightly for a listenable waxing. Bright backing belies the sad lyrics. Some juke action is likely. (Cedarwood, BMI)

THE WESTPORT KIDS ORK

Right or Wrong ......71 WESTPORT 125-Novelty effort receives a happy vocal from Davie Ruf as the youngster's ork supports him brightly. The kids have a listenable disk here that western jockeys can use. Effective debut wax.

Hold Me, My Darling .... 69 The Westport Kids bow on the new label with a pleasant, western-styled performance of a pretty ballad. Thrush Cathy Ruf does a good job on the vocal. Disk could get spins in western markets.

TEXAS JIM ROBERTSON

Walkin' and Talkin' With the Lord .... 71 M-G-M 11860-Texas Jim chants the religious ballad with easy rhythm. The organ is appropriate in the backing. (Harding, ASCAP)

Pride of My Heart .... 68 Bouncy little item is sung intimately for an okay waxing. (Bob Miller, ASCAP)

TEXAS BILL STRENGTH

Coral 61284-A jaunty-paced vocal on a happy little ditty. (Tubb, BMI) Nobody Knows This More Than Me .... 69

A plaintive weeper about a man who couldn't buy love, sung with sincerity and feeling. (Lowery, BMI)

WILLIS BROTHERS

Hillbilly Gaucho ......69 CORAL 61285-The boys mix in a slight South American flavor on "Turkey in the Straw," with amusing results. (M. M. Cole, BMI)

Honey Bee ... 65 An okay vocal job on a routine ditty. (Harpeth, BMI)



DOYLE and TEDDY THE WILBURN BROS.

"LET ME BE THE FIRST TO KNOW"

and

"CAREFREE MOMENTS"

Decca 29277

Memo-To All Country D.J.'s: Sincere "THANKS" for accepting and spinning our Decca Records.

Doyle and Teddy

**Exclusive Management:** 

HUBERT LONG

1537 McGavock Pike Nashville, Tenn.

THANKS. D. J.'s, FOR ALL THOSE SPINS YOU HAVE GIVEN OUR RECORDS Hope to see all of you at the



MAXINE BROWN

Currently: ITSY WITSY BITSY ME b/w WHY AM I FALLING! Fabor 112

Dear D.J.'s-

You've been wonderful! Thanks so much for spinning my most recent release.

"IF YOU DON'T, SOMEBODY ELSE WILL" b/w "YOU'D BE THE FIRST

Here's a coming release 1 hope you'll play:

"IF YOU KNEW WHAT I KNOW" b/w "THE RIGHT TO LOVE"

Sincerely,

Wanda Jackson

For personal appearances, contact

TOM JACKSON

721 S.E. 35th St., Oklahoma City, Okla. Phone MElrose 2-8705

Order The Newest TYLER RECORD featuring HARRY BOOHER "RAMBLER'S BLUES" b/w "SPEEDIN' BLUES"

Available for Personal Appearances BOBBY CECIL—Driftin' Cowhand HARRY BOOHER-Travelin' Yodeler RFD =2, Box #4, Sistersville, W. Va.

# FOLK TALENT & TUNES

Continued from page 16

promoting Turner for the Williams Tulsa attracted a capacity house role, with all its field men urged at \$1 a copy. Under present plans, to help. Atkins signed with Coral the attraction will hit the road early recently to record several of his in 1955 under the banner of the original tunes. Fairway Music, Lou Black office, Springfield, Mo. Hollywood, recently accepted several of his numbers for publication. . . . Turner has a new release in "I'm Not Jealous" and "Put It Down on Paper."

Station WCKY, Cincinnati, has just placed on sale its new 1955 Jamboree Almanac, a helpful 112page publication selling for 35 cents. In addition to the numerous helpful hints usually associated with a publication of that kind, the WCKY version has a special section devoted to country and western artists, including photos of top c.&w. names suitable for framing. Bob Fleming, WCKY promotion director, did the job of writing, editing and make-up on the almapitch via the WCKY airlanes. . . . The Red Foley Singathon had a tryout recently at Tulsa's spacious future road attraction. The Singathon, concocted by Foley and his manager, Dub Albritten, is a variayear. The Foley-Albritten version dence, and on NBC radio coast to ery on the Petersburg highway,

Texas Bill Strength, still featured on KWEM, Memphis, played his own Silver Slipper nitery, Atlanta, October 30, and then embarked on a string of personals that will keep him busy for some time. Last Saturday (6), he played the "Barnyard Frolic," Little Rock, with Sammy Barnhart (Okeh). Rock, produces "Frolic." Next Saturday (13), Strength plays Birmingham, and on Monday (15) he's Miss., November 16, and Clarksthen hop to Nashville for the deeplays the Roosevelt Lounge, De-Sports Arena, North Attleboro, Mass., each Saturday night, is doubling all over New England the

ond with 192, and Jimmy McDon- perials quartet, along with the 12- in recent weeks with such names ald, Birmingham, was third with year-old gospel singer, Bobby as Kenny Roberts, Hank Thomp-21 votes. RCA Victor is reported Meyers. The four-hour show in son, Slim Whitman, Johnny and Jack and Kitty Wells. Coming up he has such names as Carl Smith, Hank Snow and Webb Pierce. In addition to "Dude Ranch Jamboree," Eddie also runs the Boston jamborees emanating from WCOP there. A feature of Eddie's crew is his brother, billed as Cousin Richie. . . . Shorty Warren's Copa Club, Secaucus, N. J., celebrates its second anniversary November 15 with such artists as Elton Britt, Tex Carson, Johnny Curtis, Zeb Turner, Eddie Zack, Lee and Terry and the Country Cousins, and the Western Chick Adams, of KRLA, Little Rangers. . . . Eddy Arnold's latest release is "Christmas Can't Be Far Away," on Victor. Boudleaux Bryant is the writer; Acuff-Rose, in Sheffield, Ala., with Webb the publisher. . . . Bill Thall, emsee Pierce and Red Sovine. He ap- of WLW-TV's "Midwestern Haypears with the same pair at Ripley, ride," is back on the air after an illness of three weeks, two of which dale, Miss., November 17. He'll he spent in the hospital. . . . Tex Carson, recently returned from the nac, which is being given a heavy jay conclave. Late this month he West Coast, is currently being featured at the Village Barn, New troit. . . . Eddie Zack, who appears York. . . . Rusty Starr and His with his 10-piece band on "Dude Rangers, featuring Zeb Turner, are Municipal Theater as a possible Ranch Jamboree" at Jack Witschi's holding forth at the Concord Hotel, Toronto.

Zeb, Zeke and Johnny, the Suntion of the all-night sing idea which other six nights. Zack and his rise Hillbillies from WHAP, Hopehas become popular during the past lads are heard over WJAR, Provi- well, Va., are runing their own nitfeatures two gospel quartets, the coast each Saturday night. Eddie near Hopewell. . . . Toby Stroud Foggy River Boys and the Im- has pulled large crowds at Witschi's and the Blue Mountain Boys, of the River Boys' recording of "Com-

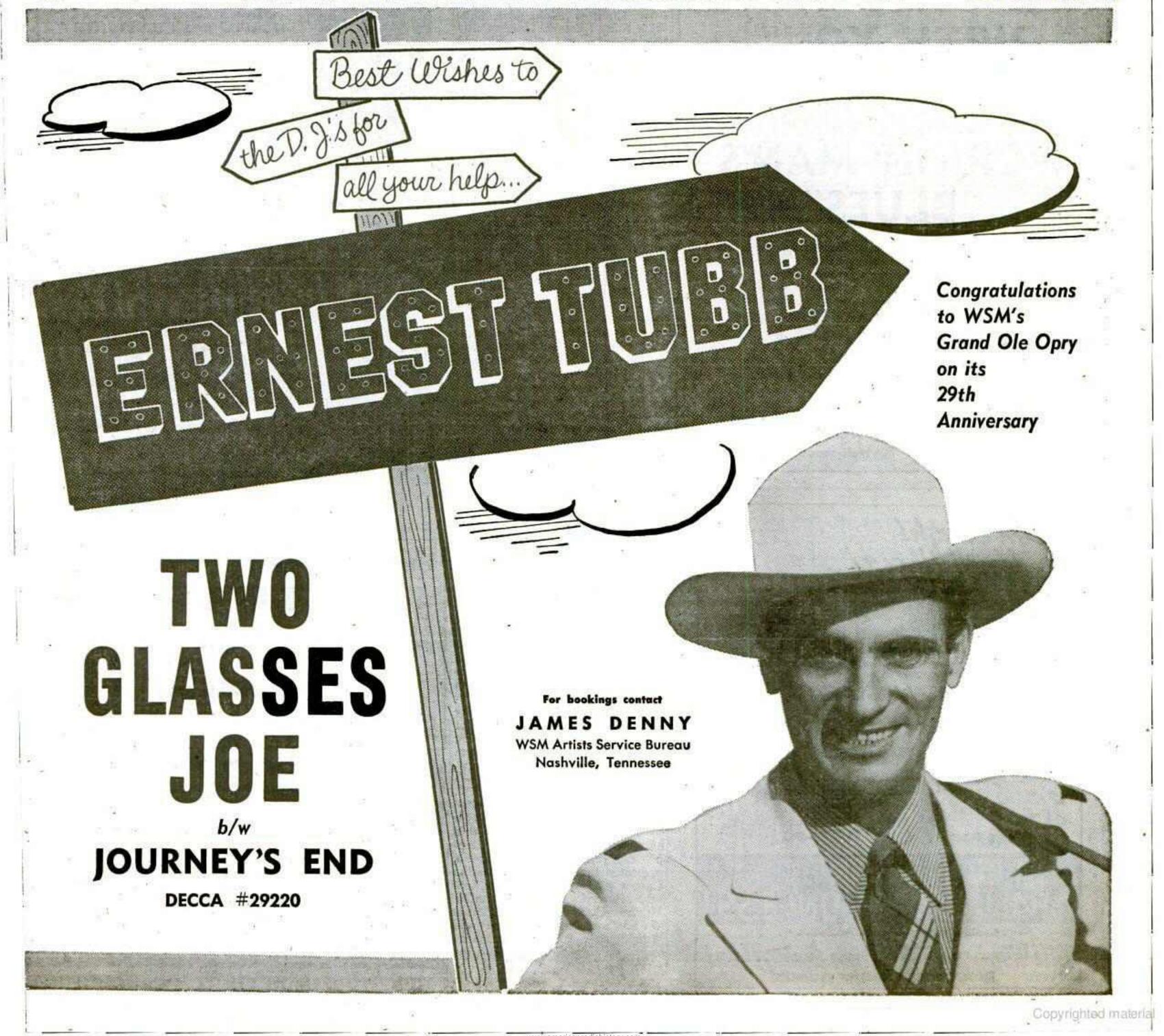
mond, are doing a set of one-nighters thru West Virginia and Kentucky. . . . Jimmy Littlejohn (Columbia) is touring Oklahoma, Arkansas, Texas and Louisiana plugging his new release, "Haunted Young will head up a "Grand Ole Blues" and "I'm Mean When I'm Opry" unit at Municipal Auditori-Mad." . . . Tommy Bell, agent and promoter, has settled in a new home in Longview, Tex., where he will open an office to handle c.&w. talent in Texas and the South. . Buddy and Marion Harmon, of the "WWVA Jamboree," Wheeling, W. Va., were guests on WERE's "Circle Theater Jamboree," Cleveland, October 30. . . . Tex and Glen, who recently pulled anchor at WDOK, Cleveland, have a new stageshow starting at Hough's 79th Street Theater, that city, November 19. . . . The Howington Brothers, Roy and Dub, are now getting their mail at 1203 Arlington Avenue, Bristol, Va. The lads record for Decca. . . . Mickie Evans has shifted activity to Station WBUD, Trenton, N. J., where she is carrying on six days a week. . . . When John Cameron Swayze, NBC's TV newscaster, arrived in his hometown, Kansas City, Mo., October 27, for a pre-election survey, he was met at the airport by the Westport Kids, popular teen-age western musical group in that area Tom, Henry, Paul and Dave Ruf, fathers of the Westport Kids, formerly operated a flying service in Kansas City and flew Swayze on charter asignments when he was a reporter for the K. C. Journal-Post 24 years ago.

Tommy Sosebee, of "Ozark Jubilee," has moved into a new home in Springfield, Mo. . . . The Foggy

"Old Dominion Barn Dance," Rich- pany's Comin'," is reported pulling heavy play in the Southwest, while Patsy Elshire's "Watch Dog" and "Sugar Lump" are doing likewise in Tennesee and Texas. . . . Webb Pierce, Slim Whitman and Faron um, San Antonio, November 21. An "Opry" unit pulled \$4,500 in two performances there recently.

> . . Joe (Cannonball) Lewis, sporting a new M-G-M release in "Railroad Engineer" b/w "I Wonder If I Can Lose the Blues This Way, guested with the jamboree at the Circle Theater, Cleveland, October 23, and is slated to return in four weeks. Emseeing the Circle Jamboree is Tommy Edwards of Station WERE, with the last hour of the second Saturday night show being aired from that station. . . . Bill Potter (Cactus Bill), western singer, formerly with KFI-TV, Los Angeles; KPRC-TV, Houston, and more recently one of the emsees on "Grand Prize Jamboree" over KNUZ in the latter city, is now doing TV with a daily show, "Flying 22 Ranch," in Corpus Christi, Tex.

> .. Bill Boyd is celebrating his 22d year in radio, all of them spent at Station WRR, Dallas. Boyd and His Cowboy Ramblers have been a daily feature on WRR since the station's inception. . . . Jack Starns, manager for Starday Records in the Memphis area, recently signed Bill Nettles, songwriting deejay of KNOE, Monroe, La., to a threeyear pact. . . . David Craig and His Midnight Ramblers, of Monroe, La., are touring Southern Louisiana for the Helsum Bread Company. Besides Craig, combo consists of Doc Massey, Ewell Nettles, Prentiss Takewell and Melvin Gilbert. (Continued on page 94)



### The Billboard Music Popularity Charts

Hey, Mr. D.J.

JUST FOR YOU!

"KNOCK IT OFF"

Eddie Hill-Victor

"I'LL ONLY DANCE

WITH YOU"

Bobby Williamson—Victor

"WORKIN' MAN'S

Al Rogers—"X"

"OO-EE-BABY"

Ralph Sanford—King

FAIRWAY MUSIC CORP.

You'll Laugh!
You'll Shout!
You'll Sing about...

6365 Selma Ave.

The girl

who won't fell

anybody but.

in love with

Hollywood, Calif.

**BLUES**"

### **COUNTRY & WESTERN RECORDS**

### Folk Talent and Tunes

Continued from page 93

. . . Hank Snow's latest release is | solid hour of c.&w. stuff, 4-5 p.m.; "That Crazy Mambo" b/w "The Farm and Home" is heard from Next Voice You Hear." . . . Little 6:30-6:55 a.m. Shows are slated Joe Penny, who was originally slated to move into WJPD, Ishpeming, Mich., several weeks ago, shifted instead to WRMJ in nearby Marquette, Mich., where he is do-ing two shows, "Hillbilly Hits," of the KWKH "Louisiana Hayride,"

to go on a five-station hook-up soon, covering the Upper Peninsula of Michigan.

Jim Edwards and Maxine Brown, renamed "Little Joe's Hoedown," Shreveport, returned there last Sat-and "Farm and Home Hour," five urday (6) after a successful tour of days a week. "Hoedown" is a the West and Northwest with Jim

Reeves. Early in December, they are slated to tour the South with

"Haunted Blues" and "I'm Mean and singing on her new show "Western Show Time," seen each

Sunday, 12:30-1 p.m., on WTTV-TV, Indianapolis. Miss Si and Her

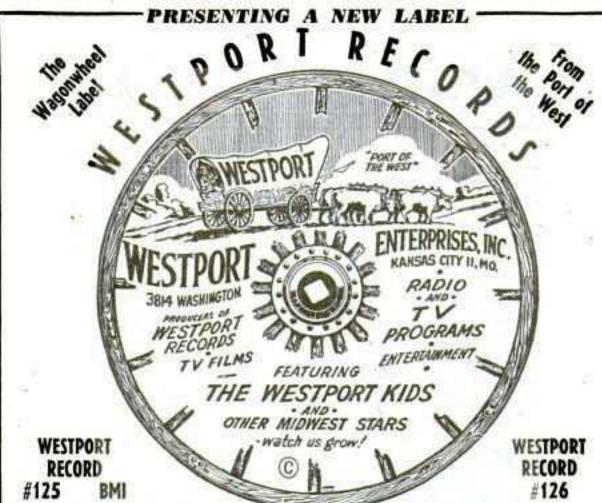
Country Folk are also heard on an hour radio broadcast over WIBC, Indianapolis, each Satur-

day, 7-8 p.m. Bob Neal, c.&w. deejay at WMPS, Memphis, in his recent third annual poll among his listeners to select their folk faves, came up with the following results, in the order named: Webb Pierce, Faron Young, Ray Price, Hank Snow, Sonny James, Tommy Collins, Hank Thompson, Marty Robbins, Kitty Wells and Elvis Presley. . . . Bill Mack, of KWFT, Wichita Falls, Tex., and the Blue Sage Boys have been playing fairs and auditoriums thru the Southwest to good returns, and have just cut another session for Imperial. Ernest Tubb, Lefty Frizzell and Mac Wiseman pulled a jammed house to Wichita Falls Auditorium, October 22, sponsored by KWFT. . . . The Kid From Texas, Billy Walker, was a recent visitor to KWTO, Spring-field, Mo. . . . "Grand Prize Jamboree," Saturday night country music show emanating from KNUZ, Houston, sponsored by Grand Prize Beer, continues to play to stand-up business, with recent guests including Lefty Frizzell, T. Texas Tyler and Leon Payne. Regulars include Jerry Jericho, who has just signed with RCA Victor's Label "X"; Tommy Sands and George Jones. Biff Collie is emsee; Jack Derrick, comedian; Ken Grant, announcer, and Buddy Covington, producer.'. . . The Rocky Mountain Boys, who hold forth for 30 minutes each Saturday morning over WKSR Pulaski, Tenn., along with the Brewer Sisters, are keeping busy on personals in North Alabama and South Tennessee. . . . Ferlin Huskey was recently cited by the Florida Safety Council for his contribution to safe driving thru his record, "Drunken Driver." Deejay Big Jim Wilson, of Orlando, presented the award. . . . Martha Carson set for November in Kansas, Misosuri, Iowa and Florida. Her new Christmas waxing, "Peace On Earth at Christmas Time" and "Christmas Time Is Here," was released on Capitol last week. She

the Louvin Brothers and Elvis Presley. . . . Kenny Roberts, now a regular feature on two TV segs over WHIO-TV, Dayton, O., is booked solid thru December in the Dayton area on industrial Christmas parties. . . . He leaves Friday (12) for a week of deer hunting in Vermont. . . . Dub Dickerson (Capitol) is back in the Texas country after an extended swing around the deejay circuit with his manager, Charles Wright, to plug Dub's new one, "Look, Look, Look" and "My Gal, Gertie." Dickerson made his fourth guest appearance of the year on "Big D Jamboree" over KRLD, Dallas, last Saturday (6). . . . Don Law (Columbia) and Ken Nelson (Capitol) are carded to hop into Dallas late this month for waxing sessions. . . . Jimmy Littlejohn (Columbia) is making the jockey circuit thru the Southwest plugging his new release, When I'm Mad." . . . Sonny James is enthusiastic over his Christmas ditties just released on Capitol, "I Forgot to Remember Santa Claus" and "Christmas in My Hometown." James now heads up the array of talent on the combined WFAA-WBAP show each Saturday at Northside Coliseum, Fort Worth. . . . Hank Locklin (Decca) is the newest addition to the talent roster of "Big D Jamboree," Dallas, where Johnny Harper, Johnny Hicks and Ed McLemore still handle the managerial reins. Other recording talent on "Big D" includes Charline Arthur (Victor), Riley Crabtree (Columbia), Sunshine Ruby (Victor), Jimmy Collie (Hickory), Joe Bills (Imperial) and Johnny Hicks (Columbia). . . . Leon McAuliffe plays Buckholts Hall, Buckholts, Tex., November 15. . . . Lulu Belle Si is picking

Pee Wee Hayes has joined Neal

wrote both sides.



HOLD ME, MY DARLING RIGHT OR WRONG (I'm Gonna Snuggle in Your Arms)

IN SUNSHINE OR RAIN (For Cryin' Out Loud) THREE'S A CROWD

BY THOSE UP AND COMING WESTPORT KIDS We think they have something C & W. DJ's & distributors-write for records





## Thanks, D. J.'s, for Making It a Hit! EDDIE DEAN

"I DREAMED OF A HILL-BILLY HEAVEN"

s & s #180 s &s #45-180

"STEALING"

Sage and Sand RECORDS

56531/2 Hollywood Blvd. Hollywood 28, California



### Good Luck Dľs

"SHARPSHOOTER" "I TOLD YOU SO"

on CAPITOL due Nov. 15th.-Sincerely

JIMMY HEAP

GIVE TO DAMON RUNYON CANCER FUND

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opposite sext FALL IN LOVE, UNLESS" · Sung by: KAY STALKER · Bill Wimberly Western Swing Band

### The Billboard Music Popularity Charts

### **COUNTRY & WESTERN RECORDS**

Burris on his daily radio show over WKYW, Louisville. . . . The Jacoby Brothers, San Antonio lads, have their first release out on Columbia. It's titled "Laredo." . . Uncle Bud and His Country Critters, of WAPO, Chattanooga, have begun a new series of personals thru the Tennessee Valley area, featuring the best local talent in the various spots played. . . . The Woodward Brothers, of Washington, formerly associated with Connie B. Gay's "Town and Country Time," have a new release on the Sheraton label, with "Cuttin' Paper Hearts" the big side. . . . Jack Clements, of Memphis, also has a new one on Sheraton, a thing called "I Can't Say Nothin' at All." . . . Radio Redifusen, Singapore radio station, has purchased RadiOzark's "Tennesee Ernie Show" for a local sponsor. . . . Capt. Stubby and the Buccaneers, of the WLS "National Barn Dance," have just published a song book of their "Hymn-Time Favorites," which they are pitching on personals. . . . Lonnie Barron celebrated his second anniversary at Station WDOG, Marine City, Mich., with a gala party at Lonnie's Barn Dance Hall on Highway 24, Richmond, Mich. Shindig attracted some 500, with Lonnie's fan club members and the station staff playing co-hosts. In addition to Barron and his six-piece crew, other guitar pickers on deck for the event included Herb Williams and Buddy Emins, of Gasey Clark's WIR Lazy Ranch Boys; Bob Sykes (Fortune), Pat Nelson, Bob McDonald and Joyce Forton. Lonnie and His Farm Boys perform every Sat-urday night over WDOG, . He has a 10-acre tract in Marine City which he plans to convert into a hillbilly park in time for next season, . . . . Slim Bryant and His Wildcats devoted their program over KDKA, Pittsburgh, last Friday (5), 6:30-7, to original songs written by Slim. Tunes included "Rose of Shenandoah Valley," "Nancy"; "I Love You, True Lou"; "Swinging in an Old Rope Swing," "Dreamy Georgiana Moon," "Sweet Papa Bozo,"
The Gal With the Coal Black

Slim Luse, former fiddler with Pee Wee King and the WSM "Grand Ole Opry," now has his own unit, the Swingin' Rangers, doing a regular Saturday night jamboree show over WEOL, Elyria, O., in addition to playing dances and shows in the area. Working with Luse are Bill (Curly) Groover, formerly rhythm guitarist with the (Continued on page 101)

Hair" and "Eeny Meeny Dixie

Deeny."



### MUSIC-RADIO-TV STORE

CORNWALL, Ontario, Canada, "Seaway City" main store and branch, centrally located; best franchise covering records, radio, TV, musical instruments; service department; will stand full investigation; bargain for serious purchaser. THE RECORD BAR, 612 Montreal Road, Cornwall, Ontario, Canada.

### "JINGLE-O-THE BROWNIE"

DALLAS FRAZIER & JOE "Fingers" CARR
Capitol #2956
Central Songs, Inc.

### TOMMY FLOYD

(Yodelin' Tom)

KCHA, Charles City, Iowa

# • Review Spotlight on . . . RECORDS

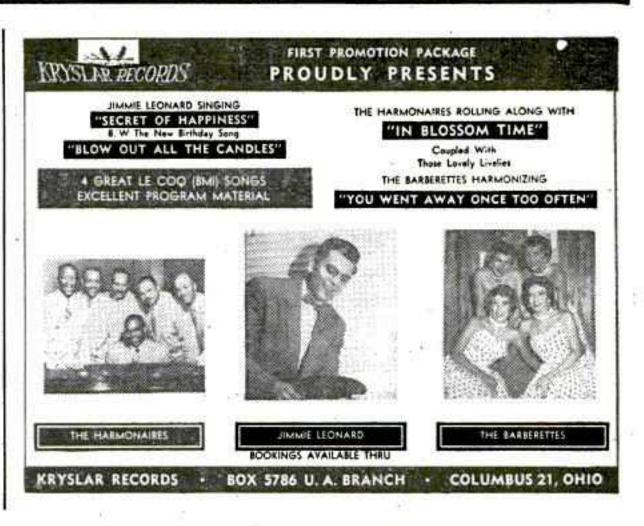
EDDY ARNOLD

I'm Your Private Santa Claus (Tannen, BMI)

Christmas Can't Be Far Away (Acuff-Rose, BMI)—RCA Victor 5905—It's a shame that there are only seven weeks until Christmas because these new Arnold slicings are worthy of a longer run. The top side is a delightful novelty with a sock reading from the chanter, and the ballad, a warm item, gives Arnold a chance to show off his warm voice.

### JUSTIN TUBB-GOLDIE HILL

Sure Fire Kisses (Hometown, BMI)—Decca 29349—The hottest boy-gal duo in the field could have the second hit in a row with this tingling reading of a neat novelty item. It is a strong follow-up to the "Lookin' Back to See" disk by the pair. Flip is "Fickle Heart" (Trianon, BMI).







The composer's hiding out— (in Mexico, probably)..... the recording artists have disappeared—(slipped over the line into Oklahoma, we reckon)—But... the song's here... and it's available-on records, on sheet music.

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The voice that TEXAS and the U.S. of A. loves—
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B/W "ANYWHERE WITH YOU "WITH WILDUR Ard and orchestra.

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HERE'S A SLEEPER ... YOU'LL GO "CRAIY" >

Write, Wire, Phone (collect, even) BIG D, Box 28, UVALDE, TEXAS.

# The Billboard 1954 Disk Jockey Poll

# R&B FAVORITES...

THE year 1954 in the rhythm and blues field was dominated by Atlantic Records. It was certainly Atlantic's year, as is indicated by the six records, and one Cat label record-an Atlantic subsidiary-on the 10 top r.&b. records according to the country's deejays. Three of the tunes that started on the Atlantic or Cat labels and became r.&b. hits also jumped over and become hits in the pop field, namely, "Shake, Rattle and Roll"; "Sh-Boom" and "Such a Night."

That the year was also a year for the groups is also indicated both on the top 10 r.&b. records, the favorite r.&b. artists chart and the new talent chart. The Midnighters, Drifters, Clovers, Dominoes, Chords, Five Royales, El Darados, Counts, Jewels, Spiders and Eagles were selected by the deejays. A great new talent zoomed up in the field in 1954, Roy Hamilton. His first record, "I'll Never Walk Alone," was on the top 10 list, he finished fourth as favorite recording artist, and he was selected as the No. 1 new talent in the field. Pretty good for a lad who has had only three records released to date!

Ruth Brown is back on top again as the favorite singer of all the jocks, and the next two slots are also filled by Atlantic artists, Joe Turner and the Clovers. The Drifters hold down the No. 5 position, making it four out of the first five for Atlantic talent. On the new talent chart, it is noticeable that only two male singers, Roy Hamilton and Smiley Lewis made it; the girl singers hold three positions with Carmen Taylor, Faye Adams and Shirley Gunter. One pair has grabbed attention, Marvin and Johnny.

King Records has the hottest trio of instrumental groups in the Earl Bostic, Tiny Bradshaw and Bill Doggett combos. Two new groups have broken into the list this year, Rusty Bryant's ork on Dot and the Joe Loco crew on Tico.

# Records

Based on actual vote of disk jockeys covering period of January 1, 1954, thru October 9, 1954.

In your opinion which were the very top Rhythm and Blues Records during the past 12 months?

PLA	CE WINNER L	ABEL
1.	SHAKE RATTLE AND ROLL, Joe Turner	tlantic .
2.	WORK WITH ME ANNIE, Midnighters	. King
3.	HONEY LOVE, Drifters	tlantic
4.	YOU'LL NEVER WALK ALONE, Roy Hamilton	Epic
5.	SH-BOOM, Chords	Cat
6.	HONEY HUSH, Joe Turner	tlantic
7.	WHAT A DREAM, Ruth Brown	tlantic
8.	MONEY HONEY, Drifters	tlantic
9.	SUCH A NIGHT, Driffers	tlantic
10.	JUST MAKE LOVE TO ME, Muddy Waters	. Chess

# **Artists**

Miliara	
Based on actual vote of disi: jockeys 1, 1954, thru October 9, 1954.	covering period of January
Who are your favorite Rhythm and Blues	recording artists!
PLACE - WINNER	LABEL
1. RUTH BROWN	
2. JOE TURNER	Atlantic
3. CLOVERS	Atlantic
4. ROY HAMILTON	
5. DRIFTERS	Atlantic
6. EARL BOSTIC	Federal
7. FAYE ADAMS	
8. MIDNIGHTERS	
9. DOMINOES	Federal
10. B. B. KING	
11. CHORDS	
12. AMOS MILBURN	Aladdin
13. RAY CHARLES	Atlantic
13. FIVE ROYALES	
13. SARAH VAUGHAN	
16. JOHNNY ACE	Duke
16. DINAH WASHINGTON	Mercury
16. MUDDY WATERS	Chess
19. ROY MILTON	Specialty
20. FATS DOMINO	Imperial
21. MARVIN AND JOHNNY	
21. CHUCK WILLIS	
23. LOUIS JORDAN	Aladdin
23. LOUIS JORDON	Aladdin
25. DUKE ELLINGTON	Capitol

# **Most Promising**

Based on actual vote of disk jockeys covering period of January 1, 1954 thru October 9, 1954.

Whom do you consider the most promising new Rhythm and Blues

artists coming up at the present time!

PLACE WINNER	LABEL
1. ROY HAMILTON	Epic
2. CHORDS	
3. CARMEN TAYLOR	Atlantic
4. CHARMS	DeLuxe
5. FAYE ADAMS	
5. DRIFTERS	
5. SMILEY LEWIS	
5. MARVIN AND JOHNNY	
9. EL DARADOS	Veejay
9. SHIRLEY GUNTER	Flair
11. COUNTS	
11. JEWELS	DeLuxe
11. MIDNIGHTERS	
11. SPIDERS	Imperial
15. EAGLES	Mercury

# Instrumental

**GROUPS OR BANDS** 

Based on actual vote of disk jockeys covering period of January 1, 1954, thru October 9, 1954.

1, 1954, thru October 9, 1954.	
Which are your favorite Rhythm and Blues instrumental groups bands?	er
PLACE WINNES LAB	EL
1. EARL BOSTICKi	ng
2. TINY BRADSHAWKi	ng
3. BILL DOGGETTKi	ng
4. ARNETT COBBAtlan	tic
4. BUDDY JOHNSONMercu	ıry
6. TAB SMITHUnit	ed
7. FATS DOMINOImper	ial
8. BIG JAY McNEELYFeder	ral
9. COUNT BASIE	lef
10. DUKE ELLINGTON	lol
11. JOE 1000	ico
12. RUSTY BRYANT	ot
13. GRIFFIN BROTHERS	ot

# The Billboard Music Popularity Charts RHYTHM & BLUES RECORDS

### • Best Sellers in Stores

For	CHEVAY	wook	andina	November	3
LOI	Survey	week	enging	November	Э

This	and a might rotatile of saids in this till and	Last Week	Weeks on Chart
1.	HURTS ME TO MY HEART-F. Adams	. 1	13
2.	MAMBO BABY-R. Brown	4	3
3.	WHAT A DREAM-R. Brown	. 2	15
4.	ANNIE HAD A BABY-Midnighters	. 3	11
5.	I DON'T HURT ANYMORE-D. Washington Dream-Mercury 70439-BMI	. 5	6
	HEARTS OF STONE-Charms	T 2	3
7.	I'M READY-M. Waters I Don't Know Why-Chess 1579-BMI	. 7	2
8.	YOU UPSET ME BABY-B. B. King	. 9	2
9.	WHOLE LOTTA LOVE-B. B. King You Upset Me Baby-RPM 416-BMI		1
10.	BIP BAM-DriftersSomeday You'll Want Me to Want You-Atlantic 1043-BMI	e 55	1

## Most Played in Juke Boxes

RECORDS are ranked in order of the greatest number

### For survey week ending November 3

of plays nationally in juke boxes. Results are based on This The Billboard's weekly survey among operators thruout the country using a high proportion of rhythm and blues records.	Last Week	Weeks on Chart
1. WHAT A DREAM-Ruth Brown	. 1	12
2. HURTS ME TO MY HEART-F. Adams	The Park	C. G. Carlott
3. HONEY LOVE—Drifters	. 3	21
4. YOU UPSET ME BABY-B. B. King		
5. I'M READY-M. Waters	. 5	4
6. ANNIE HAD A BABY-Midnighters	THE MES	8
7. MAMBO BABY-R. Brown		1
8. EBB TIDE—R. Hamilton	. 7	5
9. WELL ALL RIGHT-J. Turner	1000	Product of the
10. HEARTS OF STONE-Charms		1
10SEXY WAYS-Midnighters	. 8	17

## • R & B Territorial Best Sellers

For survey week ending November 3

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

### Atlanta

Hearts of Stone, Charms, Del.
 Mambo Baby, R. Brown, Atl.
 Don't Drop It, W. Harrison, Sav.
 I'm Ready, M. Waters, Chs.
 You Upset Me, Baby, R. Brown, Atl.

6 Never Let Me Go, J. Ace, Duk.
7. She's the One, Midnighters, Fed.
f. Shake, Rattle and Roll, J. Turner, Atl.
f. Bip Bam, Drifters, Atl.

### 1. Annie Had a Baby, Midnighters, Fed. Balti.-Wash.

Mambo Baby, R. Brown, Atl.
Hurts Me to My Heart, F. Adams, Her.
What a Dream, R. Brown, Atl.
I Don't Hurt Anymore
D. Washington, Mer.
Annie Had a Baby, Midnighters, Fed.
Ebb Tide, R. Hamilton, Epi.
You Upset Me, Baby, B. B. King, RPM.
Never Let Me Go, J. Ace, Duk.
Someday You'll Want Me to Want You

### God Only Knows, Capris, Got. Charlotte

Drifters, Atl.

Bip Bam, Drifters, Atl.

Mambo Baby, R. Brown, Atl.

She's the One, Midnighters, Fed.

Hearts of Stone, Charms, Del.

Shake, Rattle and Roll, J. Turner, Atl.

Annie Had a Baby, Midnighters, Fed.

Hurts Me to My Heart, F. Adams, Her.

I'm Ready, M. Waters, Chs.

Never Let Me Go, J. Ace, Duk.

Love Me, Fats Domino, Imp.

### Chicago

Hurts Me to My Heart, F. Adams, Her. You Upset Me, Baby, B. B. King, RPM. Mambo Baby, R. Brown, Atl. Sexy Ways, Midnighters, Fed. Honey Love, Drifters, Atl. I'm Ready, M. Waters, Chs.

### Cincinnati

Never Let Me Go, J. Ace, Duk.
I Don't Hurt Anymore, H. Snow, V.
Mambo Baby, R. Brown, Atl.
Hurts Me to My Heart, F. Adams, Her.
What a Dream, R. Brown, Atl.
Shake, Rattle and Roll, J. Turner, Atl.

### Detroit

Hurts Me to My Heart, F. Adams, Her. Whole Lotta Love, B. B. King, RPM. Shake, Rattle and Roll, B. Haley, Dec. What a Dream, R. Brown, Atl. Shake, Rattle and Roll, J. Turner, Atl. I'm Rendy, M. Waters, Chs.

7. Ebb Tide, R. Hamilton, Epl. 8. Sexy Ways, Midnighters, Fed. 9. Annie's Aunt Fanny, Midnighters, Fed. 10. Baby, I Need You, El Darados, VJ.

### Los Angeles

Earth Angel, Penguins, Dtn.
 You Upset Me, Baby, B. B. King, RPM.
 Oop Shoop, S. Gunter, Fla.
 Dream, D. Washington, Mer.
 All Night Long, J. Houston, Mon.
 Loop De Loop Mambo, Robins, Spk.

7. Buick 59, Medallions, Dtn. 8. Bye, Bye, Dreamers, Fla. 9. Zippity Zum, Chords, Cat 10. Bip Bam, Drifters, Atl.

### **New Orleans**

Hearts of Stone, Charms, Del.
 Love Me, Fats Domino, Imp.
 You Upset Me, Baby, B. B. King, RPM.
 I'm Ready, M. Waters, Chs.
 Ebb Tide, R. Hamilton, Epi.
 Honey Love, Drifters, Atl.
 Annie Had a Baby, R. Brown, Atl.
 What a Dream, R. Brown, Atl.
 Mambo Baby, R. Brown, Atl.
 Somebody Touched Me, R. Brown, Atl.

### New York

Ebb Tide, R. Hamilton, Epi.
 What a Dream, R. Brown, Atl.
 Mambo Baby, R. Brown, Atl.
 Hurts Me to My Heart, F. Adams, Her.
 Smile, Nat (King) Cole, Cap.
 Letter, Medallions, Dtn.
 Dream, D. Washington, Mer.
 Annie Had a Baby, Midnighters, Fed.
 Earth Angel, Penguins, Dtn.
 Honey Love, Drifters, Atl.

### Philadelphia

I Don't Hurt Anymore

 D. Washington, Mer.
 What a Dream, R. Brown, Atl.
 Hurts Me to My Heart, F. Adams, Her.
 Let's Make Up, Spaniels, VJ.
 Wedding Belis, Angels, Gra.
 Never Let Me Go, J. Ace, Duk.

 Annie Had a Baby, Midnighters, Fed.

### St. Louis

Mambo Baby, R. Brown, Atl.
 I Don't Hurt Anymore, H. Snow, V.
 Whole Lotta Love, B. B. King, RPM.
 I'm Ready, M. Waters, Chs.
 You Upset Me, Baby, B. B. King, RPM.
 Never Let Me Go, J. Ace, Duk.
 Dream, D. Washington, Mer.
 You Better Watch Yourself Little Walter, Chs.

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for making
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possible

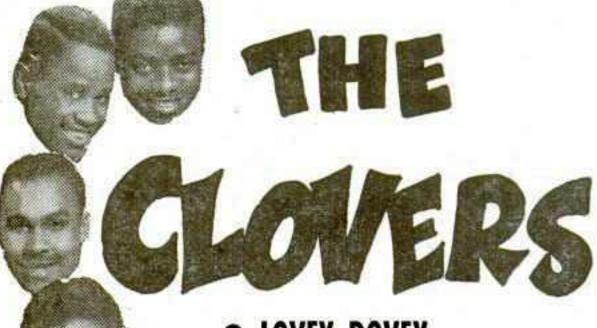


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### The Billboard Music Popularity Charts RHYTHM & BLUES RECORDS

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### This Week's Best Buys

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

ANNIE'S AUNT FANNIE (Lois, BMI) - The Midnighters - Federal

With their last two disks still comfortably ensconced in the national charts, the group is now bringing up a third one to join them. Listed this week on the Detroit territorial chart, the record also is reported strong in Buffalo, St. Louis, Pittsburgh and Philadelphia. Sales information from Los Angeles, Durham, Nashville, Cincinnati, and New England also is good. Flip is "Crazy Longing" (Armo, BMI). A previous Billboard "Spotlight" pick.

EARTH ANGEL (Dootsie Williams, BMI)—The Penguins—Dootone 348 After a sensational take-off on the West Coast, the disk is now racking up impressive sales in New York (where it is on the territorial chart), Philadelphia, Cincinnati, Cleveland, Buffalo, Pittsburgh and Nashville as well. Flip is "Hey, Senorita" (Dootsie Williams, BMI). A previous Billboard talent pick.

### Reviews of New R & B Records

FAYE ADAMS

HERALD 439-A Billboard "Spotlight" 11-6-'54. (Angel, BMI)

Love Ain't Nothin' to Play With .... 83 Billboard "Spotlight" 11-6-'54. (Monument, BMI)

THE MOONGLOWS

Sincerely ......84 CHESS 1581-A Billboard "Spotlight" 11-6-'54. (Arc, BMI)

Tempting....79 An attractive vocal job on a pleasant tune, but flip is better showcase. (Arc, BMI)

BOBBY LESTER-THE MOONLIGHTERS

CHECKER 806-Lester and the Moonlighters sing with plenty of fire and verve on this plaintive ballad. A very bright waxing here that has a chance for loot. Watch it. (Are,

Shoo Doo-Be Doo....78

Lester and the boys warble effectively on a rhythmic bouncy novelty. Another good side by the boys. (Are, BMI)

THE PLATTERS

Shake It Up Mambo ......79 FEDERAL 12198-This West Coast vocal group which stirred considerable excitement on their last release has now come up with material that could put them on top. It is in the vein of Ruth Brown's current hit and has a style and a beat that is almost as fabulous as that of "Mambo Baby." (American, BMI) Voo-Vee-Ah-Bee .... 77

While there is little that is original in the basic riff here, the boys invest it with such humor and charm -and get backed with such an infectious beat-that there is no reason why it should not sell well in both the pop and r.&b. markets. (American, BMI)

THE HOLIDAYS

Irene ......79 SPECIALTY 533-The Holidays have their most commercial side here to date with this infectious rhythm effort. A tenor lead sells the tune with feeling, while the group sings a fresh figure behind him. Good wax here, altho some may feel the lyrics are suggestive. (Venice, BMI)

Aw-Aw Baby....75 The boys tell about a wife who left home, leaving only a note with the words of the title. It's cute, but the

THE CHANTECLAIRS

DOT 1227-A Billboard talent "Spotlight" 11-6-'54. (Park Ave, BMI)

flip has more strength. (Venice, BMI)

Someday My Love Will Come My Way .... 76

Billboard talent "Spotlight" 11-6-'54. (Hopewell, BMI)

RUSTY BRYANT ORK

DOT 4120-Here's a bright, pulsating follow-up by Bryant to his last waxing. This, too, is an instrumental effort, with lots of handelapping and snappy solo work. Good juke material here. (Gallatin, BMI)

JANE TURNER Danger Blues....73

Thrush Jane Turner turns in a good reading here of a new blues item with a theme somewhat like that of the "Danger" TV show. Okay material is sparked mainly by the singer's vocal. The Rusty Bryant ork backs her. (Gallatin, BMI)

ALONZO STEWART

SPECIALTY 534-Stewart bows on the Jabel with a sock reading of a swingy new rocker, backed by a solid beat from the combo. The tune is melodic, and the side has possibilties. Watch this one. (Venice, BMI) Goin' Back Home .... 76

He's in a big town and he's all alone, sings Stewart on this bright side. The warbler sells his material with spirit, and it should grab coins. (Venice, BMI)

THE ORIOLES

Count Your Blessings

www.americanradiohistory.com

JUBILEE 5172-The group dresses this one up prettily. Quiet and sentimental version of the pop click should do lots of business and gain

many spins. (Berlin, ASCAP) Runaround....76

Quick cover of the tune should steer a goodly portion of the action to this warm Orioles reading. Both sides of this disk shape up great as late-hour wax.

EARL CURRY-THE BLENDERS

Late Rising Sun ......75 R&B 1304-A relaxed vocal job -by Curry and the Blenders on a smoothly paced ballad. Good wax here that should earn juke loot. (Granite, BMI)

I Want to Be With You .... 74 Same comment. (K & S, BMI)

THE COUNTS

Waltin' Around for You ................75 DOT 1226-Lead tenor of the group awards the slow and tuneful ballad a tender performance to fine sax and rhythm backing. (Condor, BMI)

Baby, I Want You .... 74 Rhumba blues has an engaging beat, and it's read with a happy spirit.

Another good side. (Condor, BMI)

MARIE KNIGHT

DECCA 48327-The spiritual singer sells the blues material with a lot of feeling on this new release, which is out of her usual gospel groove. However, this suits her, and she makes the most of it. Listenable wax. (Leeds, ASCAP)

What More Can I Do? .... 73

Marie Knight turns again to a blues ballad and sings of her heartache over her man. This type of material, tho, is not the singer's forte, and it would be better if she returned to the religious efforts which brought her fame. (Marjay, BMI)

THE CHECKERS

I Wasn't Thinking, I Was Drinking...74 KING 4751-A humorous side in which the new high-voiced lead with the group, Eddie L'arris, remonstrates with the judge. In addition to the laughs, the material will also be sold by the beat and smooth vecal styling of the group. (Frantin, BMI)

Mama's Daughter .... 73

Another spirited, rhythmic side in which the lead singer soars out wild and free over the rocking beat provided by the rest of the group. Two good sides that would do well in juke boxes. (Franklin, BMI)

THE SUGAR TONES

Blow the Whistle ......74 BENIDA 5021-The Sugar Tones bow on the label with a wild hunk of material featuring whistles, shouts and handclapping. The group sells it with a lot of spirit, and their very enthusiasm will help the side get spins. It certainly has a sound. (Empire, ASCAP)

A pleasant new ballad receives a satisfactory rendition from the Tones, with the lead selling the opus effectively. Okay side. (Spier, ASCAF)

GUITAR SLIM

ditty about a guy with a lying gal. Very effective warbling by Guitar Slim here. (Venice, BMI) Sufferin' Mind....72

A sincere Southern blues vocal on a moody weeper. Slim's fans will want. (Venice, BMI)

SAM TAYLOR ORK The High and the Mighty ........73

M-G-M 11882-The Sam Taylor ork comes thru with the first and very listenable version of the current pop hit here. It's an attractive waxing with a good dance beat plus warm work by Taylor on sax. This could get coins. Tara's Theme .... 72

On this side the ork does a listenable job on the "Gone With the Wind" tune, with Taylor again contributing some pretty baritone work. Good instrumental coupling here and fine for the boxes.

THE FLAMINGOS

CHANCE 1162—Effective vocalizing on a bluesy weeper with good lyrics. Could grab spins. (Joni, BMI) Jump Children .... 72

A bouncy item with a good scat vocal. Should pull juke play. (Joni,

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The Medallions #347

EARTH ANGEL b/w

HEY, SENORITA

THE PENGUINS #348

-NEW POP SELLERS-I WANT TO GO BACK TO MEXICO

I STILL LOVE YOU

SWEET GEORGIA BROWN

THE WHIPPOORWILLS #346

DOOTONE RECORD

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"You Upset Me Baby"

b/w

"Whole Lotta' Love"

RPM #416

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Then Came . . . "CHERRY PIE"

and NOW . . . "Kiss Me

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and



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THE PEARLS

"PLEASE LET ME KNOW"

b/w 'Pool Hamalia

"Real Humdinger"



CIVE TO DAMON RUNYON CANCER FUND

# • Review Spotlight on . . . RECORDS

LITTLE WALTER

Mellow Down Easy (Arc, BMI)—Checker 805—Here's a real, swinging Southern blues by Little Walter that should have the coins flowing into the boxes. Solid wax. Flip is "Last Night" (Arc, BMI).

THE CLOVERS

All Righty Oh Sweetie (Progressive, BMI)—Atlantic 1046—The Clovers should retain their unbroken skein with another solid rocker in the pattern of their many solid sellers of the past. It goes. Flip is "I Confess." (Progressive, BMI).

### CHRISTMAS

THE DRIFTERS

White Christmas (Berlin, ASCAP)—Atlantic 1048—This version of the Berlin favorite is one that should grab a lot of sales in the field for the next seven weeks. It features Clyde McPhatter and Bill Pinckney plus the boys. A real holiday item. Flip is the standard "The Bells of St. Mary" (Chappell, ASCAP).

### TALENT

THE FIVE PEARLS

This is one of the best of the new r.&b. groups. The boys, a new group for Aladdin Records, have a sound and they can sell a song. Their first record is "Real Humdinger" (Aladdin, BMI) and "Please Let Me Know" (Aladdin, BMI) on Aladdin 3265.

## Vox Jox

· Continued from page 74

ing away a "Night on the Town," to listeners who come up with the correct answers to a music question. Prizes include free taxi service to the local Cournet Shop for dinner, corsage, taxi to city's largest theater and a taxi home." . . . Doug Johnson, WATH, Athens, O., is using Freddy Martins' "Somebody Goofed" on his quiz show. The question is "what is the goof on the record?" . . . Dick Doty, WHAM, Rochester, tells us about the poll he recently conducted: "There has been a lot of talk lately to the effect that instrumental music is dead. Therefore, I took a poll and asked this question, Which do you like better on records, instrumentals or vocals?' In the two and one-half hours, more than 100 phone calls came

in, and the results were over-

whelmingly in favor of instrumentals . . . 80 to 20. And this has not been a purely local Western New York reaction. The letters and phone calls came from as far west as Chicago and St. Louis and as far east as Boston and Brooklyn and south to Miami. A trend, maybe?"

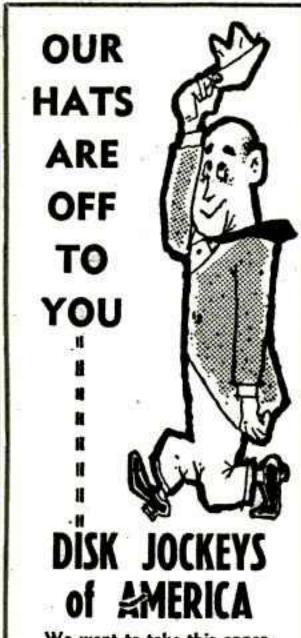
Randy Rainwater, KMHT, Marshall, Tex., has set himself up as a one-man committee to combat the bad effect of too much TV on

# Rhythm & Blues Notes

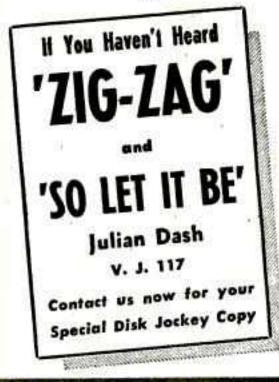
• Continued from page 16

Boom" a pop disk, and the same would be true of many other r.&b. cuttings that jumped pop But even then, we believe that the small number of hours specifically allotted to r.&b. records indicates that firms have to do even more pushing among stations with their top r.&b. sides. Perhaps some more educational work with pop and country jocks is called for. Many pop jocks might be pleased to spin r.&b. sides more often if they received them and if they were better informed about the artists who perform them.

children. "Just started a new show called, 'Tunes for Teens.' This is a gimmick program to help combat the TV monster in this area. Eight teen-agers are picked according to popularity and personality to act as guest deejays for the week. This by far draws more fan mail than any other program we air. Of course, the trend on this runs more to the r.&b. and 'bop' stuff, but most of them seem to have excellent taste in pop records too. Some of them even bring their own platters. Drives the engineers wild. Radio dead? Not on your life."... Bill Valor, WNEB, Worcester, Mass., has conceived an interesting gimmick for his show. He writes, "Thruout the week my listeners send in questions they'd like to ask the stars if they were interviewing them. I get in touch with the star-anywhere in the U.S. and ask him the question. Then on my Saturday show, we play the taped interview back for the listeners.



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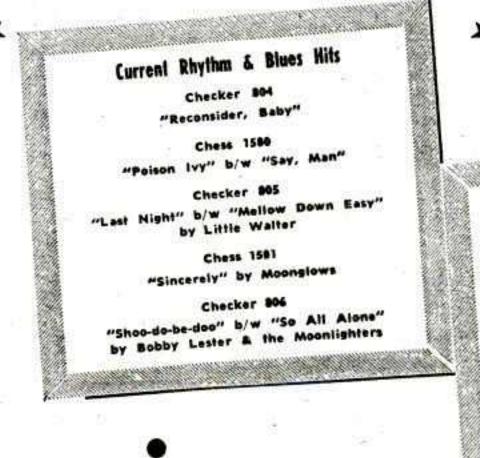
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LOS ANGELES 26, CALIF.

# Move to 45 Backed by Thoro Survey, But There Was a Slip

Continued from page 76

firm in opposition to 45's for three months, is set for the transfer to the small platter, thru the help-it is understood-of the dean of New York jockeys, Martin Block. And the Westinghouse chain of radio-TV stations, once violently opposed to 45's, has also recently okayed the donut disk.

Some of the opposition to the smaller record tapered off when a few stations and a few jockeys discovered that the record companies had no intention of changing their policy about 45's. A few-very few-actually felt that if they refused to play the 45, the companies would send them 78 acetates. They were disappointed. And the publishers were, and still are, making up 78 r.p.m. acetates for those deejays who still dislike the 45, this practice appears to be on the decline.

Even those deejays who really felt that the 78 r.p.m. disk was technically a better bet for their listeners than the 45 and went out and purchased 78 r.p.m. shellac disks are coming to the conclusion that a 45 vinyl record is quieter and much less liable to break than a shellac 78.

Cuing Disks A better reason for the changed view toward the 45 record on the part of many previously anti-45 stations, has been due to the man ufacture of cuing disks for 45's by turntable firms and record companies. The use of these cuing disks enables a jockey to cue his 45 record in almost the same manner as he used to cue a 78 and without excessive worry about slippage or warpage. Even the acrimony that developed between diskery and radio station in July and August due to a bungling public relations policy on the part of the diskeries concerning the switchover to 45's is showing signs of fading away.

The smaller record firms are slowly falling in behind the major's 45 switch. This is happening mainly in the pop field and occasionally in the country or r.&b. field. Those firms who press at the RCA Victor, Columbia, Capitol or M-G-M custom pressing plants cannot purchase 78 r.p.m. deejay platters and thus automatically have switched to 45's or pressed 78's elsewhere. It is expected that eventually the smaller firms, too, will go completely 45-for jocks-except for rush acetates. Some of the large companies, in fact, even send out their rush acetates to jocks on 45 r.p.m. disks.

There are still stations and deejays who do not use any 45 records, and there is a chance that there always will be a few. Happily for the business their number seems to be decreasing. When the 78 r.p.m. disk passes from the scene eventually, as most tradesters predict it will, even these holdouts will finally succumb to the donut platter, just as people gradually replaced their Edison cylindrical records with the then revolutionary flat, circular record.

Actually, looking at the changeover from a dispassionate point of view, it is remarkable how smoothly the transition from 78's to 45's is taking place among the stations. Truly the switch from 78's to 45's is a profound one, requiring different equipment for the station and a change in technique on the part of the deejay.

In a remarkably short time, and with a minimum of dislocation, the majority of record stations have shifted a great part of their record programing from 78 to 45. The worst of the technological shift is over; record companies and radio stations can now return to serious business of producing and exposing the best in music on the modern 45, EP, and LP microgroove records.

ing. Even before he was a na-

tionwide TV attraction, Liberace

hit pay dirt in his bookings by

following the TV trail. And it is

possible that the "Opry" talent

will carefully examine the same

pattern, once the film show is on

begin at the Ryman Auditorium

November 25. Flamingo is telling

its clients that it will be ready for

A NEW SMASH!

THE HILLTOPPERS

Singing

TIME WAITS FOR

NO ONE

its TV debut January 15.

Filming of the show is due to

the air.

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Ideas being the valuable things they are, you must know you can implicitly trust your recording firm. Capitol's trustworthiness is an established fact, best verified by agencies and record companies that keep coming back for more of our dependable, confidential service. Complete facilities on both Coasts assure your records when you want them!.



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1001-"JUST ANOTHER POLKA" "SWEDISH POLKA"

1002-"WHEN THE BLUE MOON TURNS TO GOLD AGAIN" "HOME, HOME, WHY GO HOME"

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# Dynamic Promotions Due as 'Opry' Moves Into TV Film

Continued from page 1

doubt, inevitable. Thru the years the "Opry" corps has been exposed to music lovers via practically every medium by which it is possible to hear music. TV was the next logical step in keeping up with the modern trend. It is further understandable that TV, the hottest medium around today, would mean a terrific hypo for the veteran.

### Stones Turned

It seems .hat the understanding between Flamingo and WSM, local radio station and home of the troupe, is such that no stone will be left unturned in seeking every mode of cross-plugging between "Opry" the 29-year-old institution and "Opry," the bubbling new TV show.

A Madison Square Garden dat for the Ryman Auditorium, longstanding fixture here, is a possibility for later next year. Sy Weintraub, manager of Flamingo, is known to be so hot after this that he would be willing to promote it himself.

In the process of selling the film series to local and regional

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Many Sides Brand New

Blues and Boogie Woogie only

-assorted titles and artists-

all well known. No lists avail-

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NEW &

Baltimore 18, Md.

complete line of point-of-purchase display material, which will mean getting promotion of "Opry" and its stars into ever new corners of civic activity. If, for example, the TV sponsor in one city is a food company, the supermarket and groceries in that town will most likely be deluged with posters, streamers, counter cards, window displays and other attention getters.

sponsors, Flamingo will turn out a

### Jockey Festival

During the WSM disk jockey festival, the visiting disk jockeys will be briefed on the upcoming TV film show, and the excitement • thereby generated is expected to result to renewed promotion of the entire "Opry" phenomenon • by radio stations far and wide. If this pans out as anticipated it will be one of the few instances of • radio directly plugging a TV

After the Nashville gettogether, WSM and Flamingo plan to sit down with the record companies on whose labels "Opry" talent appears to work out definite cross-plugging programs on that level. It is hoped that record dealers will make their stores available for still more "Opry" promotion in connection with the TV show in view of the value of the TV exposure to record sales.

### Personal Appearances

The tie-in potential in personal appearances is probably the most juicy morsel in the pie. The first and still the foremost musical personality on TV, Liberace, has over the past two years given priority to bookings in towns in which his TV show was appear-

### MEL GRAY Sensational New Singing Star

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Masters—plates—copyrights — published printed music and unpublished. Recordings—Pop—Novelty—Folk—Rhythm and Blues, quantity of records and material samples. Good, compact set-up for in-

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dividual or firm. SEYMOUR B. WALZER 148-09 88th Ave. Jamaica 35, N. Y. Cy Coben's latest HIT . .

"DOES IT HURT YOU TO REMEMBER"

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# Pkg. Merchandise Is Pop Gold Mine

rate.

The tremendous growth in sales of packaged merchandise has been pointed up dramatically many times and in many ways. Too often, however, a perfunc-

Coming . . . in 1955!



Disk Jockeys, Music Librarians, Program Directors

If you wish to be serviced with MARVIN releases, please send your Radio Station call letters, name and address.

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Write to add your name to our mailing list for your News Letters.

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KATHRYN KING sings I Want A Puppy In My Stocking For Christmas PREVUE # 1111

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Many Thanks, D. J.'s THE JONES BOYS "THE SONG IS ENDED"

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tory acknowledgement of this fact gives one the impression that the growth has been in classical and semi - classical music. Record manufacturers, nowever, will point out that the public demand for packaged, or album, merchandise has been equally as strong in popular music. Disk catalogs are adding new pop packages, containing music not available on single records, at a tremendous

Of particular importance is the fact that there is available for radio programing much popular material by the biggest pop names other than that issued on single records.

Take for example a few of the top names who head the lists of disk jockey play-getters in this current issue of The Billboard. There are available five albums by Perry Como, three albums by Patti Page, 10 albums by Frank Sinatra, three albums by Eddy Arnold, one each by Webb Pierce and Hank Snow, and 13 albums by Jo Stafford. This list could go on interminably as one ran down the list of artists whose single records are the mostprogramed by disk jockeys.

Package Artists

Further digging will bring up packaged merchandise by Harry ames in which Kitty Kallen is heard, Tommy Dorsey albums in which both Sinatra and Miss Stafford are featured, jazz pack-Starr as a Miller band vocalist.

The hit songs of today are often revivals of hits of years ago-hits which can be picked out of popular album sets. To many disk jockeys this comes as no revelation. But for those spinners who are not yet cognizant of the programing wealth to be found in packaged merchandise, the study of record label catalogs will uncover much material sure to keep listeners interested and happy.

In the pop album category can be found accordion music, music from foreign lands, background music, brass band music, banjo music, barber shop quartets, comedy, vaudeville routines, country music, dinner music, dance lessons, harmonica music, Hawaiian music, gypsy music, marimba music and mambos. And so the list

can go on ad infinitum. "Off Track"

A catalog, a small budget and a desire to enhance pop hit programing with so-called "off the beaten track" selections can work wonders if properly used.

And it is no secret that a disk jockey who is willing to use his programing ingenuity can spark the listening public into "mak-

### Folk Talent and Tunes

Continued from page 95

late Pappy Howard; Jenny Brandt, With the Jockeys bass, and Sam Frame, electric guitar. Slim doubles on accordion and fiddle. Luse also is on WEOL across the board daily with a c.&w. jock session. . . . Rex Allen, guitarist, has joined the Country Cousins on WLOK, Lima, O. He's not to be confused with the Rex Allen, of recording and movie fame. . . . West Virginia Ramblers, comprising Ronnie and Johnny North, Betty Lou, Bobby Reed, Gene Hitt and George and Slim Brandt, are heard each Wednesday, 7-7:30 p.m., over WEIR, Weirton, W. Va. The crew has a new fan club headed up by Vonnie Owens, of Jewett, O., cousin of Dusty Owens, of the "WWVA Jamboree," Wheeling, W. Va. . . . Arlie Duff and Dub Dickerson were guests last Saturday (23) with the "Big D Jamboree" in Dallas. Previous week's guest features were T. Texas Tyler, Jimmy Heap and the Melody Masters, Okie Jones, Darrell Glenn, the Jim Wells Quintet and LaFawn Paul.

Cast of "Midwestern Hayride," which recently began its seventh year on television via WLW-T Cincinnati, now includes Willie Thall, Buddy Ross, Judy Perkins, Bonnie Lou, Paul Arnold, Mary Jane Johnson, Skeeter Bonn, Rockin' Rudy Hansen, the Kentucky Boys, the Pine Mountain Boys and the Trailhands. . . . "Bar 40 Ranch," featuring Bud Bennett and Nat Consulo and band, is now on a regular Monday-thru-Friday sked, 5:30-6 p.m., over KCCC-TV, Sacramento, Calif. Others in the unit are Johnny Baser and Norma, Wandering Willie, and Smilin' George Brown. . . . Johnny Horton, who has just left KWKH's "Louisiana ages on which the pianist is Nat Hayride," Shreveport, reports pleas-(King) Cole and the guitarist Les | ing action on his new Mercury re-Paul. In the Glenn Miller Limited lease, "No True Love" b/w Edition set will be found Kay "There'll Never Be Another Mary." . . . Col. and Mrs. Tom Parker, of Jamboree Attractions, Madison, Tenn., were recent visitors on Bobby Ross' "WFLA Hoedown" at Municipal Auditorium, Tampa. . . . The unit which Norm Riley toured Florida with recently was described

by the natives as one of the best

of its kind ever to hit the parts.

Line-up included such talent as

Ferlin Huskey, Marty Robbins,

Martha Carson and Mac Wiseman.

. . . Floyd Cramer and Jimmy Day

and their band and Imperial artist,

Van Howard, are back in California

for a series of dates.

ing" an unexpected hit. The famed story of disk jockey Kurt Webster's spinning of "Heartaches" is now legend within the music-record and radio industries. While the "making" of hits in itself is not a sound basis for programing records, no one objects to sound programing being the básis for "making" hits.

In all, there is, literally, gold in them there packaged merchandise catalogs.

Carson Pinkley is doing an allnight record show on KGEM, Boise, Idaho, concentrating on country and western. . . . Keith Loyd, who has his "Country Junetion" disk show on radio over KGNC, Amarillo, Tex., 2:05-2:30 p.m., Monday thru Friday, also is appearing on "Panhandle Jam-boree," new TV seg on the same station each Wednesday night at 9. Others on the "Panhandle" show are Al Rodgers, the Happy Hearts Quartet, the Old Tascosa Square Dancers and the Rocky Mountain Boys. Loyd says guests are always welcome on both shows. . . . Tommy Trent, who spins the wax and also appears with his band on KTHS, Little Rock, 5-5:30 p.m., four days a week plus 10:30 p.m. on Thursdays, also has the combo doing a stint on KATV, that city, at 12:45 p.m., daily. In the crew, besides Trent, are Les Willard, solos and comedy; Cotton Nixon, fiddle and songs; Leroy Brannon, steel guitar; Don Taylor, solos, and Max Fletcher, bass. . . . Joe Taylor, who spins c.&w. at WGL, Fort Wayne, Ind., has set his Indiana Red Birds on a new live show over WOWO in the same city. Taylor also has the Red Birds set for a three-day celebration in Northern Illinois being staged by Kraft Foods, Chicago. . . . Thom Hall, WKYW, Louisville, had as recent guests Jean Sheppard and Jimmy Williams. The latter who spins 'em at WNOP, Newport, Ky., was in for an interview concerning his new release, "Hey, Hey, Little Dreamboat.".

Andy Wilson, formerly of WLAC, Nashville, and the Martha Carson group, began the country music deejay chores at WABR, new 1,000-watt indie, at Orlando, Fla., November 1. . . . Chuck Jones is now doing three shows a day on KBYE, Oklahoma City, to put him among the top c.&w. deejays in the territory. . . . Deacon Smith is currently handling the country d.j. chores at KVSM, San Mateo, Calif. . . . Danny Casson, of WTMV, East St. Louis, Ill., now programing from 12:30-1:15 p.m., six days a week, is considering adding a daily 6-7 a.m. stint. . . . Little Joe Penny, now spinning 'em at WDMJ, Marquette, Mich., is mailing, upon request, copies of his latest Capitol release, "Don't Fall In Love With a Married Man," which has Jean Sheppard handling the vocals. . . . Pop Jenkens, the Old Georgia Cracker, who was heard occasionally on Jack Gibson's "House That Jack Built" last fall and winter over WJR, Detroit, now airs his own hour of c.&w. tunes on WOHO, Toledo. It's the only country disk bit in Toledo at the moment. . . . Sam Workman's allnight "Record Round-Up" on WRVA, Richmond, has been given an extra hour six nights a week. On Sundays, the station does an about face by presenting an allnight classical session. . . . Uncle (Continued on page 102)



THE MIDNIGHTERS ANNIE'S AUNT FANNIE CRAZY LOVING

FEDERAL 12200 .....

EARL BOSTIC **UBANGI STOMP** TIME ON MY HANDS KING 4741

TINY BRADSHAW

mmm

STACK OF DOLLARS CAP FRUIT KING 4747 mmmm

THE CHARMS HEARTS OF STONE WHO KNOWS

DE LUXE 6062 - \*\*\*\*\*\*\*\*\*\*\*\*\*\*\* THE 5 ROYALES MONKEY HIPS AND RICE

DEVIL WITH THE REST



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"Mambo Shmambo"

> (It's even selling) Coronet #101

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OVERSTOCK BASES for-CAPITOL TYPE\* & NEW FREEDMAN ARTCRAFT BROWSERS.

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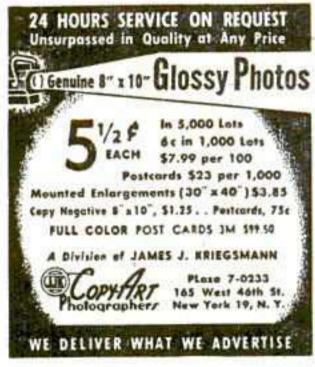
PORTFOLIO will show you how to lay out your own RECORD department for maximum SALES - or receive help thru us and your RECORD DISTRIBUTOR.

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FOR D. J. SAMPLE RECORDS

When in BOSTON Get your mail at the Avery St. and Washington St. ALL MAIL HELD FOR ONE YEAR on request

The Home of Show Folk

# FOLK TALENT & TUNES

Continued from page 101

anoke, Va., has started an Uncle sion. He also subbed as emsee on Herm's Club, and drives his old the Rocky Mountain Boy's Satur-Ford around from school to school day shinding recently in the abto meet his new members in per- sence of the banjo-picking emsee, son. . . . Roy Hines, c.&w. twirler Johnny Wilson. at WPAG-TV, Ann Arbor, Mich., is releasing four new tunes in collaboration with Henry ("Call Off the Wedding") Boye, of Brooklyn. . Charlie Walker, of KMAC, San Antonio, scribbles that Frankie Miller's first release on Columbia, "It's No Big Thing To Me," is going well with his listners. . . . Tex Pavel, of WKNB, New Britain, Conn., continues as one of the busiest country deciavs in the New England sector. In addition to an hour morning show, Monday thru Friday, and a half-hour radio on Saturday mornings, Tex is now doing an hour TV stint, Monday thru Friday, and a half-hour western jamboree on television each Saturday, 5:30-6 p.m. Working with Pavel on radio and TV are Pee Wee Menard and the Trailherders. Pavel also makes numerous personals in the area promoting western music.

and guitarist, who has been doing here," writes Talley. I'm taking a single at WTTN, Watertown, phone orders for the record and in Galesburg, Ill., when last heard Vis., for more than a year, has ordering them from Ernest Tubb of. . . . Howie Sturtz Jr., of WDLB, just inaugurated a country & as a service to my listeners. The Neillsville, Wis., writes: "Used western record show on that sta- record isn't available in my area. tion. "This is the first all-country Other jocks might find this service show WTTN has ever had," type- appreciated by their listeners.". . writes Marion, "and this kind of Yodelin' Tommy Floyd, in addition music needs promotion in this ter- to a two-hour disk session, Monritory. We do not have much of a day thru Friday, at KCHA, Charles library on country music, thus I City, Ia., contributes a daily live would appreciate if the recording seg on the same station with his companies, large and small, would vodeling and guitar work. . . send me their releases.". . . Ted Jimmy Cox, who has recently au-Kirby has returned to WZOB, Fort gumented his country & western Payne, Ala., where he's spinning music spinning on KCSJ, Pueblo, hillbilly records 8-9 a.m. each day. Colo., has been notified that he was . . . Smokey Miller, who has been voted Star of the Month by the doing his "Old Corral Show" from servicemen and women of the U. S. 6-7 a.m., Monday thru Saturday, at Armed Forces in Africa. Jimmy's KGLC, Miami, Okla., has added recording of "I Look in the Mirror another record task, "Cowbell Jam- was the month's most popular reboree," 1-3 p.m. daily, except Sat- cording on the Armed Forces staurday. "Desperately need all type tion, according to the requests repromos for shows," writes Smokey. ceived by Kenny Wilder, the sta-I'll make with plenty of promotion, tion's deejay. . . . Shorty Chesser, if the artists will send their disks. c.&w. jock at WHAS, Louisville, Three hours daily requires numerous records.". . . Wild Bill Prickett, still contributing his "Jukebox Junction" stint on WROS, Scottsboro, Ala., has added the "Noon-Day service from them is poor. This Frolic" from 12-1 p.m., six days a also applies to Mercury."... Chuck week. . . . Big Jim Wilson, of Neer, of WIAH, Williamston, WHOO, Orlando, Fla., and his N. C., infos that he could use some wife, Jess, made a four-day motor- disk jockey samples, especially boat cruise thru Florida's Ever- from Chess and Imperial. Neer glades last week, starting at Kissamee and winding up at Fort Myers. Kittie Wells, and the Tennessee Wilson has another big "Opry" show coming up Thursday (11), featuring Little Jimmy Dickens, Johnnie and Jack, Kittie Wells, Dell Wood and Lazy Jim Day. . Mary Wilson, who conducts the "Far West Jamboree" on KCLX, Colfax, Wash., had as recent guests Jim Reeves, J. E. and Maxine Brown and Jerry and Dido Rowley when their string music show toured that sector recently. On the same night, Jim and the gang turned in a bang-up performance to a large crowd at Riverside Park, near Potlatch, Idaho, Miss Wilson

Herm, folk spinner on WRIS, Ro- Brewer Sisters on the same ses- November 14, with the proceeds

Lewis S. Kanode Jr., now doing

three country & western radio stints a day over WRAD, Radford Va., recently booked Martha Carson and her show and Mac Wiseman and all the country boys at the new high school in Blacksburg, Va. . . . Willie Jones, who spins the folk stuff at KCFH, Cuero, Tex., besides writing and plugging songs, puts in his spare moments hustling "Louisiana Hayride" stars thru his neck of Texas. . . Johnny Talley, of WYVE, Wytheville, Va., hopped into Nashville recently to line up more "Grand Ole Opry" talent for the remainder of 1954. Bill Monroe and the Blue Grass Boys played for Talley October 23, and he is now setting dates for Lonzo and graming the numerous shows.' Oscar. Cowboy Copas is due in next week, and Ferlin Huskey and Little Jimmy Dickens are set for December. "Huskey's 'King of Marion Russell, cowgirl singer Lonely Castle' is breaking fast tact Denny Slofoot, well-known

who reports the action on country

disks in his area, complains, to wit:

"Am unable to give listing on tunes

recorded on Columbia label, as our

also reports that Johnnie and Jack,

Mountain Boys pulled a mob on

a recent show in Williamston. Jack Cardwell, c.&w. artist, whose latest release on King Records is "There's a Train Leaving Every 15 Minutes" b.w. "Will Our Love Fade and Die?" has been engaged as country music jockey and director of all hillbilly activity at WAIP, new and only radio station at Prichard, Ala., which went on the air last week. Jack will do a folk music program from 5-8:30 each morning. . . . Bob Shaw has switched turntable activity from reports. . . . Nathan Street, coun-KSEO, Durant, Okla., to KWSH, Seminole, Okla. . . . Al Collins, of try spinner at WKSR, Pulaski, Hawaii, has joined the country staff Tenn., has been working in some at WBIP, Booneville, Miss. . vocal sessions recently with the Henry Tuck who whirls the biscuits at WREV, Reidsville, N. C. writes: "Would like you to know the reaction I've been receiving on the record, "Wait a Little Longer, Please, Jesus," a Capitol waxing by Chester Smith. I received more requests on this one in two weeks than on any other record I've ever played over the same period." . . Gene Fondren, c.&w. spinner at KTAE, Taylor, Tex., had as a recent guest Larry Nolan, whose recent release, "I Need You Now," is clicking handily in the Texas territory. Fondren, in turn, appeared as guest with Clyde Chesser and His Texas Village Boys on

> tin, Tex., has Carl Smith, the day at KSTL, St. Louis, has added Carter Sisters and the Duke of three and a half hours of television Paducah coming in for a show shows a week.

their regular Saturday night TV

show over KCEN-TV, Temple,

Tex., October 30.

going to the local firemen's pension and widow funds. . . . Jimmy Heap and the Melody Masters have a new release coming out next week, with "I Told You So" the strongest side, according to the boys. Heap, in addition to his music making, spins country platters on KTAE, Taylor, Tex. Weymon Brooks, who flips 'em at WTRP, LaGrange, Ga., scribbles that Jimmie and Johnny's "If You Don't" is the biggest thing to hit that area in some time. The fastest-rising, he says, is Faron Young's latest, "If You Ain't Loving." ... Bill Bentley, now working two c.&w. shows plus a gospel music seg each day over KSTV Stephenville, Tex., typewrites that the Statesmen Quartet's waxing of "This Ole House" is moving like a house afire in that area. "Sure do appreciate all the records the companies and artists are sending, writes Bill. It helps a lot in pro-

Al Roberts, freelancer with his own record collection on WPAW. Pawtucket, R. I., is anxious to concountry & western emsee, who was Tiny Hill, who sings some western and folk music, as a mystery man on my carly-morning show. Hill gave clues via tape recordings. Listeners were contacted by phone to identify mystery man. Tiny lasted 20 days; winner won \$20. Created lot of interest. Can you help me get more releases like, for example. those from Capitol, RCA Victor, Decca and others?" . . . Holly Honfburg, musician, entertainer and country deejay at KLIX, Twin Falls, Idaho, reports that Slim Whitman and Webb Pierce and the Wilburn Brothers packed them in on their recent engagement in Twin Falls. Holly and his band, with Everett Main, featured vocalist, appeared on the same bill. Jim Reeves and the String Music Show also played Twin Falls October 28, drawing well at the box office, and the Maddox Brothers and Rose are skedded for a return stand there November 16.

Norm Pringle, known as Sherriff at CKDA, Victoria, B. C., the last three years, where he spins 'em daily, 5-6 p.m., reports that the big western ditty in the territory at the moment is Ernie Tubb's "Journey's End," with Slim Whitman's "Singing Hills" in the second slot. Webb Pierce and Hank Snow are also popular in the area, Pringle relates. I would like to hear from artists or deejays who may want to pass on some dope I could use on my shows," writes Norm. . . . Cherokee Sue Graham is now doing two hour-long shows, six days a week, over WPDX, Clarksburg, W. Va. Thad Buckley, of KBAK, Bakersfield, Calif., had as recent guests the Maddox Brothers and Rose, whose new release, "You Won't Believe This," Thad says, is picking up speed out that way. . .

Hal Gilson and Dick Bingham are the new c.&w. spinners at KEEP, Twin Falls, Idaho, with Dick Ryall, the old hand, switching from country to pops. . . . Jolly Cholly Stokely, of WWEZ, New Orleans, is handling the booking of single acts for one of the local clubs that uses only hillbilly talent. He has Werly Fairburn in the spot for an indefinite stay, working three nights a week. . . . Tom Perryman, c.&w. jock at KSIJ, Gladewater, Tex., will have the guest spot on WSM's "Mr. D.J., U. S. A." November 12. Tom is passing out the El Ropos these days in celebration of the recent arrival of a new son, Thomas King Perryman. . . Tex Ritter, in Nashville October 13-16 for Ruffin Reddy's rodeo, appeared as guest on "Uncle Joe's Jamboree" and "Uncle Joe's Dinner Bell of St., N. Y., N. Y. JU 2-0373. Show" over WMAK. . . . Johnny Bob Billingsley, of KVET, Aus- Roan, who has five radio shows a

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## **HOCUS-POCUS**

By BILL SACHS

SEVENTEENTH annual New signed with CBS-TV to do a TV England Magicians' Convention in Providence, October 22-23, drew 448 magi to the Sheraton-Biltmore, conclave headquarters. H. Adrian Smith, general chairman, and his committee had an active program mapped, ranging from a Gay '90's night-before party (21), attended by more than 200, to a banquet and show Sunday (24), with Don Sweet as emsee, and the following acts: Irving Weiner, Derek and Irene Davy, Senor Carlos (Charles Cambra) and Company, Elwyn Shaw and Bob headliner show, in R. I. Veterans' pany. Neil Foster and Fu Yu (Don Sweet) and Company. Lecture sessions had James C. Wobensmith, Desfor on the platform. Press and boost. Ladies found plenty to occupy them, with Madeleine Ross-Kam and committee having arranged a tea, a Sunday brunch, a jewelry display put on by the New England Manufacturing Jewelers & Silversmiths' Association, and a session of palm reading by Paul Boyle, plus prizes and souvenirs for the fair sex to tote home with them. . . . D. Robbins and Company is offering magicians a chance to make a few extra bucks by pitchring illusion and the E-Z money Calif., after a lingering illness. sheets being put out today, and Eyster, who was well known in the 25-cent price tag belies its true

series with a circus background. Further details in Final Curtain.

TOAN BRANDON closed a 10day stand Saturday (6) at the Esquire House Supper Club, Mobile, Ala., her sixth return at that spot. After a string of one-nighters in the New Orleans and Biloxi, Miss., area, she departed for St. Petersburg, Fla., where she is booked November 13-21. She appeared at the Forum in Wichita, Kan., for a week before the Mobile engagement. Miss Brandon recently had an offer from Kurt Rosner in and Cinny Lewis. Saturday night's Rome, offering her a five-month tour of Italy. Previous commit-Memorial Auditorium, was emseed ments in 1955 made it impossible by Bob Lewis. On the bill were for her to accept. She is slated to Fred Elwood, William Greenough, fly into New York soon to pick up B. Gilbert Vitale, Nardini and Na- a new full-length sapphire mink dyne, Walter Coleman and Com- coat which was designed and made for her by J. and H. Levitt, well known in show business. . . . Lady Frances (Frances R. Francis) has Irving Weiner, Satan and Irving closed shop in New York and hit out for the West Coast, where TV coverage gave magic a strong she plans to spend some time. En route West, she is spending some time with friends in Phoenix, Ariz. She was a visitor at the Bert Easley Magic Shop in Phoenix one day last week. She also stopped off at Litchfield, Ariz., to do a show for 400 kiddies at a local school. . . Charles LeRoy, magician and inside lecture for the Pete Kortes Side Show, and his wife, Anna, are back home in Gibsonton, Fla., at Eddie LeMay's Hut for the winter. . . . Bob Nelson, of Nelson Entering, along with their regular en- prises, Columbus, O., has just begagements, a line of easy-to-do- gun a 15-minute Monday-thru-Frimagic tricks. Included among the day TV show, "Magical Moments," items offered are a booklet of 102 over WTVN-TV, sponsored by tricks, the tricky paddles, Chinese Boston Stores. He's set for six weeks. On Halloween night Nelvanisher. All may be retailed at 25 son concluded a string of midnight cents and still enable the magi: dates with his spook opry in Schine cian to net a substantial profit, houses in upper New York State. Dave Robbins says. . . . Fritz Dude . . . We had the pleasure of break-(Fritz the Magician) concluded his ing bread last week with our good 1954 season at Orangeburg, S. C., friends, Stewart Judah, a leader in last week and hit out for San An- the Cincinnati magic fraternity, and tonio, where he will put in the Jay Marshall, who was winding up winter working out of the local a fortnight's stand at Beverly Hills trick store. Business was off in Country Club, Newport, Ky. Talk, South Carolina and Georgia, Fritz for a time, centered around the reports, but the take was up to New Phoenix, which Jay is editing par in Virginia territory. . . . James and publishing on an every-other-Howard Eyster, former pro magi- month basis. The publication is cian, died October 31 in Oakland, unquestionably one of the best pro

# BURLESQUE BITS

hattan, is now shooting a new burly pic to be called "Teaseorama" and released in February. The try-out will be in a New Jersey Featured will be Tempest Storm. Star and the Capital Other principals are Betty Page, Cherry, Lolly Rawson, Davey Starr, Joe E. Ross, Twinnie Waldance team) and Don Main, pianist. . . . About 50 students of the Show Business Course at the New school in New York, under the rill attend the Adams, Newark,

West Coast magic circles, recently value.

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Marty Knopf, treasurer of the N. J., November 22. Invited by Hudson in Union City, N. J., who Harold Minsky, who will furnish conducted the collection of a fund free transportation and admittance, in aid of comic Jack Diamond, the class hopes to gain knowledge incapacitated for several years thru of the manner in which burlesque illness, is in receipt of the follow- of the present day is being produced. ing letter from the family in Sea- . . . James (Bumps) Wallace, who ford, N. Y. "Ethel and I wish to closed recently with the Ralph thank you all from the bottom of Meeker Shows, in which he was a our hearts for your most generous midway clown and manager of the gift. It was a Godsend, and we Fun House as well as publicity hope some day to be in a position worker via TV and radio, has rewhen we, too, can help others in turned to Portland, Ore., where, like circumstances." . . . Irving at the Third Avenue Theater, he Klaw, of 322 E. 14th Street, Man- is stage manager and featured comic. In the cast are Belle Adams, Mimi, Marco, Norita, Maryan and Donna Rae, headliner. House manager is Dedrie Crover. Two other town before shown in New York, burly houses in Portland are the

Tempest Storm, a new spot-Vicki Lynn, Trudy Wayne, booked featured strip on the Hirst circuit, born in Daytona Beach. Fla., heretofore a headliner in Calilen, Peppe and Roccio (Spanish fornia houses, is due for a return to the Adams, Newark, the week of November 19, after which she moves back to the Coast via the El Rey in Oakland, Calif., and the juidance of instructor Bill Smith, Follies in Los Angeles. With her goes Chi Chi, her mascot Chihuahau. Her start as a peeler was in 1950 in L. A. . . . Jack Coudy is rounding out his 14th year as manager of the Hawaii in Hollywood, and Ken Haley his first at the Paramount, Los Angeles. . . . Jimmy Roberts started his eighth for a two-hour disk jockey show year at Jimmy Veto's Chez Paree on Saturdays, from 2 to 5 p.m., via in Denver where his fine keyboard WKNB. Meanwhile, Joe admits

## THE FINAL CURTAIN

BELDEN-Charles.

50, veteran motion picture screen writer, November 3 in Los Angeles of acute pancreatitis. Belden had been a screen writer since 1931, starting his career with The Syracuse Post-Standard after attending Brown and Yale universities. He later became a foreign correspondent for American Press Services. Surviving is his son, Charles Jr.

45. Danish cabaret operator, October 25 in Copenhagen. Bro and his wife, Lene, owned and operated the Kobenhavner-Kroen (in Tivoli) and the Harlem cabarets, both in mid-town Copenhagen.

William and James; a daughter, Paula his mother, Mrs. Harry K. DeVore, and two half sisters, Mrs. Robert Millman, Binghamton, N. Y., and Mrs. Harry Woodrow, Baltimore. Burial in Pleasant View Cemetery, Staunton, Va.

IN MEMORY

of My Beloved Mother

### Julia Vay Corum

November 7, 1947

Who was taken away from me.

REX HERRON

DEIRO-Pietro,

66, composer and accordionist. November 3 in New York. He had been a vaude headliner on the B. F. Keith and Pantages circuits, had been a recording artist for Victor since 1912 and had played on many radio programs. Deiro also conducted a school for advanced students of the accordion, was credited with popularizing the instrument and making many improvements on it, and was the author of standard textbooks and study books. A composer of many songs, he began his vaude career in 1909 at the Washington Square Theater, San Francisco, later appearing at the Palace in New York and other top houses. He had been a music publisher since 1935. His widow, a son and a daughter survive.

DEVORE-C. A., 37, outdoor showman formerly with West's World Wonder, Cetlin & Wilson, James E. Strates and Pepper's All-State shows, recently in Harrisburg, Pa. Survived by his widow, Helen; two sons,

booking, and Shirley Daye are cofeatured at the Ha Ha Club in New York. . . . Nat Mercy, comic on the Kane circuit, is designing a new type, 3,000-capacity tent for a musical circus to be presented for 12 weeks next summer in Detroit and will double as boss canvasman for the outdoor season. . . The N-E-W-S Publishing Corporation of Derby, Conn., headed by John Sanangelo, has, in its new issue of Peep Show mag now on the stands, the picture on the front cover and a 10-page spread of Dixie Evans which, according to editor Eugene Tillinger, is the largest pic set ever published on a single performer. . . . Jerry Paulos, house singer, and his wife, Betty Randall, chorine, shifted from the Hudson, Union City, N. J., to the Empire, Newark, on November 4. Replacing Jerry at the Hudson was Jimmie Adano for a return engagement. . . . Mrs. Bertha Corrington, mother of the late Rosita Royce, dove dancer, writes from her home in North Miami what caused the death of her daughter. Part of her letter reads: "She was working at the new French Quarter here for their opening. It was the last week in July during her act when she fell on the stage slipping on cigarette butts thrown there by a previous act. On August 7 she went to the hospital where she remained seven weeks and died after a major operation. The doctor told me it was for cancer which had spread all thru the system. Prior to the surgery I was informed she had a tumor and could not be operated

### Joe Girand Returning To Hartford Turntable

HARTFORD, Conn., Nov. 6 .-Joe Girand, long a fixture in Connecticut radio, and more recently selling stocks and bonds via a Hartford brokerage office, has heard the turntable call and is coming back. Girand, featured at one time or another via WTHT and WCCG, Hartford, has signed patterns entertain between shows. he's retaining his desk at the brokerage office.

70, motion picture character actor, November 4 in Hollywood. Interment at Valhalia Memorial Park, Hollywood.

EVERITT-John T., 47, radio and television script writer, November 2 in Huntington, N. Y. His widow, a son, a daughter and his mother

EYSTER-James Howard,

52, widely known magician, October 31 in Oakland, Calif., of cancer. Survived by his widow, Althea Clark Eyster, of the Clarkonians circus act, and four sisters, Mrs. Frank Foster, Mrs. Ernest, Mrs. William Diffinbauch and Mrs. Bessie Whifier, all of Massillon, O. Burial in Mountain View Cemetery, Oakland, Callf.

GORDON-Elliot,

47, Hollywood business manager, October 30 at Cedars of Lebanon Hospital, Los Angeles. Survivors are his widow, Mirma; a son, Richard; a daughter, Mrs. Leo Tuchman, and his parents, Mr. and Mrs. Harris Gordon.

COULD-Harry J.,

73, retired theaterman, recently in Fort Worth, Years ago he had been a carnival talker and a nickelodeon operator in New York. He opened the first neighborhood theater in Dallas. In 1916 he moved to Fort Worth to manage the Hippodrome, and in 1926 became manager of the Palace Theater there, a post he held at the time he retired in 1952. Survived by his widow and two daugh-

GOULD-Irving (Blackle).

former train hand on the World of Mirth Shows and ride hand on Prell's Broadway Shows, October 29 In Boston. Survived by his widow, Charlene (Pat). Burial in Boston.

HARTLEY-Helen,

62, circus performer and actress for 40 years, at Denison, Tex., October 30 after an illness of three weeks. She was taken ill while with Hagen Bros. Circus. With her husband, Echo Yoshida, and their son, Jerry, she had a perch and Risley act until 1943 and since then she, Jerry and Bob DeVenney had the Three Hartleys, balancing and juggling act. She entered show business as a singer and dancer and appeared in musical comedy and silent pictures. Sur-viving are her husband, Minneapolis: two sons, Jerry, of Minneapolis, and Monroe Kirkland, Chicago, and two sisters, Mrs. Beauford Frank, Riverside, Calif., and Mr. Esther Allen, Los Augeles. Services in Denison.

HOGG-John Wilson,

56, business manager for the Berg Allenberg Agency of Hollywood, November 2 while vacationing at Yosemite Valley. Survived by his widow, Loween. Inter-

KELLY-Patricia.

25, daughter of former Municipal Judge Charles M. Kelly, Akron, O., widely known among outdoor show October 22 near Belpre, O., of injuries sustained in an automobile accident.

KNAPP-Edward.

57, who was connected with Waiter L Pence, well-known concessionaire, October 27 in Pittsburgh, Burial November 1 in Showmen's Rest, Tampa.

KLAMEN-George,

51, for many years an advance agent on the Rogers Bros.' Circus and Bill Bailey's Minstrels, recently in Maderia Beach, Fla. More recently he handled the advance for King Bros.' Circus. Survived by a sister, Mrs. A. Preston, St. Louis Burial in St. Louis.

LIVINGSTON-Clarence,

72, veteran musician, recently in Marathon, N. Y., of a heart attack. An accomplished clarinetist, he had played with the Patsy Conway Band and in 1910 toured the world with Sousa's Band. In recent years he was associated with Auburn Music Company as a piano tuner. Survived by his sister, Mrs. Vern Porter. Burial in Marathon Cemetery.

MADISON-Mrs. Edna.

52, veteran of more than 30 years in outdoor show business and at one time part owner of Madison Bros.' Shows, October 29 in Tri-State Hospital, Shreveport, La. Survived by her husband, Harry Madison. Burial November 2 in

IN LOVING MEMORY OF

FRED G. MILLER

(Aerialist)

Who Passed Away Nov. 15, 1951 EMILY MILLER

EILEEN MILLER HELTON and MARY JANE HELTON

MAGALIS-Lewis W., 53, for 16 years connected with the projection department of the Neighborhood Theaters, Inc., and Fabian Theaters, October 28 in Richmond, Va. Survived by his widow, Ione.

MATHEWS-William Henry, artist and designer of theatrical costumes, November 1 in London. He had created the costumes for many of Florenz Ziegfeld's "Follies" and was

designer for some of the producer's musical comedies. Later Mathews did costumes and settings for the Metropolitan Opera and for the Chicago Civic Shakespeare Repertory Company. During World War II he designed productions for USO Camp Shows.

well-known circus fan and friend o circus people, recently in Washington. He was formerly director of the Department of Commerce Aquarium. Survived by his widow and three sons. Burial in Cedar Hill Cemetery, Washing-

PICKENS-Mrs. Marjorie,

ORSINGER-Fred G.,

51, wife of Paul R. Pickens, musician and composer and an executive with the Jam Handy Organization, motion pic-tures producers, recently in Detroit. In addition to her husband, she is survived by a son, Paul David; a daughter, Mrs. Joan Hartwick, and three sisters. Burial in Kansas City, Mo.

PRINTY-E. F., 83, father of Bob Printy, Largo, Ind., circus wrestler, October 29 in the Soldiers and Sailors Home, Lafayette, Ind. In addition to his son, he is survived by another son, John, Cut Bank, Mont., and a sister, Mrs. Helen Dare, Fort Wayne, Ind. Burial in Largo Ceme-

RAND-Theodore,

47, dancer, in Los Angeles November 4 of cancer. Ailment caused the amputation of his leg last June. He was well known in vaudeville as a member of the Dancing Theodores. Services at the Greek Orthodox Church November 8 in Los Angeles.

BOSE-Erichsen G.,

58, executive secretary of the Dantsh Artists Pederation. in Copenhagen October 19. He held the secreterial post of the organization of Danish circus and vaude artists for the past 15 years and was also a member of the executive board of the International Federation of Variety Artists.

SHAW-Wilber,

51, president of the Indianapolis Motor Speedway and veteran auto race driver, October 30 in an airplane crash near Decatur, Ind. Shaw was one of America's most famous racing drivers. He won the 500-mile Memorial Day race at Indianapolis in 1937, 1939 and 1948. He leaves his widow, Cathleen, and a Warren Wilbur Jr.

SLOMAN-Leslee,

35, free-lance writer and lyricist, No-vember 3 at Pacific Pallsades, Calif. A graduate of the Girls' Collegiate School at Glendora and the University of South California, she was the author of "The Mexican Fairy Tales" and was a prominent songwriter. Surviving are her pacents, Mr. and Mrs. Edward Sloman, Interment at Forest Lawn Cemetery, Hollywood.

SMITH-J. Hall,

39, formerly on the staff of Station WWJ-TV, Detroit, and more recently with the television department of Luckhoff & Wayburn Productions, October 28 in Detroit. Survived by his widow, Martha; three sons, Dale, Russell and Lawrence, and a daughter, Ethel. Burial in Grand Lawn Cemetery,

VORIS-Elmer F.,

73, one-time circus cook, recently in Banning, Calif. During his more than 30 years in show business he worked as a cook on Ringling, Cole and other circuses. Survived by his brother, Earl, Dayton, O., and a sister, Maude, Xenia, O. Burial in Xenia.

WARD-Mary, who with he rhusband, Harry C. Ward, operated kiddle rides on the Gooding Amusement Company the last three years, October 23 in Shreveport, La. At one time, she and her husband operated with Dodson's Imperial and John R. Ward shows. In addition to her husband, she is survived by a daughter. Mrs. Bette Long. Burial in Plain Deal-

WILLARD-Catherine,

54, actress and former wife of actor Ralph Bellamy, in New York Hopital November 4. A native of Dayton, O., she gained her early professional experience with the Old Vic Company of London and the Henry Jewitt Repertory Company of Boston, Her first Broadway role, in "The Mask and the Pace," was in 1924. Later she appeared in "Simon Called Peter" and "The Great Gatsby," under contract to William A. Brady. Her biggest success was in the title role of "The Deep Mrs. Sykes." Most recently she played in the 1952 Broadway production of John van Druten's "I Am a Her first marriage was to William E. Barry, in 1925, which ended in divorce in 1931. Later that year she married Bellamy, and they were divorced in 1945. Survived by a son, Willard

WITTCOSS-Morris, widely-known

Detroit musician, October 27 in Detroit. He was a member of Local 5, American Federation of Musicians. Survived by his widow, Lena; a son, Irwin, and a daughter, Mrs. Norma Holburg. Burial in Grover Hill Park Cemetery, Detroit.

### MARRIAGES

COMER-WASICKO-

Prancis Eugene Comer, announcer for Station WLAD, Danbury, Conn., and Nance Andrea Wasicko, non-pro, recently in Danbury.

WEST-LARSEN-KNIGHT-

Patricia Knight, Hollywood film actress, and Nils Bobe West-Larsen, Danish business man, in Copenhagen October 24.

### **BIRTHS**

LANDRUS-

A son, Charles Pedro, to Mr. and Mrs. Fred Landrus November 3 in Elmira, N. Y. Father is widely known magician and ventriloquist.

### Sigmund Romberg

(November 9, 1951)

HARRY D. SQUIRES

### FEW NEW FACES AFTER ELECTION

# Mich. State Fair to Get New Mgr.; Syracuse Change Likely

changes of State fair managers as plank measure. a result of Tuesday's elections.

Fair, Syracuse, is probable as a and then approved by the people result of Democratic Averell Harri- at a general election. man's successful run for governor. Harold L. Creal, current director of the Syracuse event, is a Republican. Unless a canvass of New York State votes shows Senator Ives to have won over Harriman, Creal, on the basis of past practice in the Empire State, would yield the position to a Democrat.

### Hare Move Up

Hare's successor at Detroit will izations. be picked by the fair's board of managers which numbers 20 members at full strength but which has one vacancy at the present time. The majority of board members ture. are Democrats and it is unlikely that Hare's successor will be Democratic.

One member of the fair board, Sanford Brown, was elected Michigan's State treasurer. Brown as a result will probably resign from the board.

### Haley Back

Haley, former head of the Ringling-Barnum circus, who was returned to the House of Representatives from the seventh district in Florida.

Two Chicagoans identified with the outdoor field who won Illinois State offices were Benedict Garmisa and Charles Napolitano, son of Charles Napolitano, well-known novelty concessionaire. Both Democrats, they were elected senator and representative, respectively, from the same district—the 23d on Chicago's West Side, Garmisa is an operator of games concessions. Dick Napolitano, a former member of the State attorney's staff, has long been associated with his father in the operation of conces-

### Bingo for New York

Bingo was voted down in Michigan by a close margin, but in New York State assurance of legalized bingo was given before the election

# Fun Devices Supply 25% Of N. Y. Fees

NEW YORK, Nov. 6.-Nearly 25 per cent of all New York City's license fees last year came from "common shows," consisting of kiddie rides, coin-operated rides, concession games, pinball machines, adult rides, batting and golf ranges, movies and the like.

The License Department's annual report showed 6,208 common shows licensed last year, compared with 5,414 in 1952. There was a \$37,750 increase in their revenue to \$342,950 worth of fees.

The department, in attempting to explain the increase, cited the increased number of coin-operated kiddie rides which have blossomed out in stores and parks, and the rise in number of shuffleboard and skee-ball units.

Among the total number of lieenses issued were 70 bathing establishments, 50 miniature golf emirses, 128 shooting galleries, 515

CHICAGO, Nov. 6.—There will by both parties, with the Demo- Legalization of the game often be at least one and probably two wats leading off in making it a turns it into out-and-out gambling,

James M. Hare, present man- back in seven days-as soon as ager of Michigan State Fair, De- Averell Harriman is governor!" By January 1 to become Michigan's take until 1958 to legalize bingo secretary of state, having been in New York because an amendelected on the Democratic ticket. ment must first be passed by the A change at New York State two branches of the Legislature

### Would Lift Penalties

Harriman pledged to recommend that the Legislature immediately remove the penalties for the operation of bingo and adopt regulations containing proper safeguards against commercial exploitation and limit the operation of the game to bona fide religious, charitable, veterans and fraternal organ-

It is unlikely, however, that such a recommendation from Harriman would get such a response from a predominantly Republican Legisla-

Many professional bingo operators would be just as happy if the politicians would forget about bingo. The regulating of the game after the fashion adopted in New Jersey a year ago, regarded by some lawmakers now as a model pattern, excludes the professional operator.

with big money prizes the princi-Democrats had promised "bingo pal lure. The professional operator has long offered good, name-brand merchandise only as prizes. On this troit, will step out of that post constitutional amendment it would basis at least one, and often more, prizes of lasting value were offered at each game. As such, these operators claim, the game was exciting fun and harmless. When it is found in every city and town virtually on a 52-week basis, with money the principal lure, then the gambling, rather than fun, is the attraction.

> In Connecticut, the defeat of Republican Gov. John Lodge probably made many of the State's volunteer firemen happy, since he was credited with the State-wide ban which ended their dozens of bazaar operations which provided necessary income for their various undertakings. The feeling was so fighters notably refused to invite the governor to appear at their could not get much worse, it is get under way early next year. logical to assume that they might well improve under the term of Gov.-Elect Abe Ribicoff, a Demo-

In North Carolina, Kerr Scott (Continued on page 112)

### Denver Group Suggests New Auditorium

DENVER, Nov. 6.-A plan to spend nearly \$450,000 to rejuvinate the Auditorium here brought forth plans by a civic group to build a completely new \$2,000,000 auditorium away from the downtown area. The present building, in it's prime during the days of William Jennings Bryan, is the only stage auditorium with large seating capacity in the Rocky Mountain region. Built before the days of accoustical engineering, it has long been a tough one for musicians, vocalists and actors who must project voices to the upper rows of a high second balcony.

The newly planned building, according to a spokesman for a civic group, calls for a modernistic, two level auditorium, with a 3,000 seating capacity and a connected Many recreational facilities were recital half with additional seating visited in Europe. Notes and films for 500. This would be in addition to a grassed amphitheater for outdoor summer programs. According to present plans the auditorium would be built on land adjoining strong a year ago that the fire a mid-town park given to the city several years ago.

Altho final plans have not been State convention. By reason of the completed, if the city of Denver fact that conditions in this respect okays the idea, construction may

### Amuse. Bldg. Up 37% 1st 10 Months of '54

WASHINGTON, Nov. 6 .-Spending for construction of social and recreational buildings, including amusement park buildings, pavilions and rinks, theaters and stadiums, totaled \$178,000,000 in the first 10 months this year, up 37 per cent from the \$130,000,000 spent in the same period last year, according to final Labor Depart-

Construction of social and recreational buildings in October totaled \$18,000,000, down \$1,000,000 from September but \$2,000,000 more than October last year.

OMAHA, Nov. 6.-The annual Shrine Circus produced here by Rink Wright, will be in the new Auditorium April 11-17, Wright

# Others identified with outdoor show business who won public office this week included James A. New Spokane Coliseum Announces Attractions

SPOKANE, Wash., Nov. 6.-An | 7,100. Total exposition space will array of attractions has been booked for Spokane's new \$2,000,-000 Coliseum by Manager Benjamin C. Moore and he predicts it will be one of the busiest municipal auditoriums in the United States.

Spokane's own Patrice Munsel, Metropolitan Opera company soprano, will open a 13-day dedication program with a concert December 3, accompanied by the Spokane Philharmonic orchestra.

The London Festival Ballet will present matinee and evening performances December 4. The dedicatory program will include college basketball, ice hockey, figure show and an industrial fair.

"Ice Cycles" has been booked for December 26-January 2. Rental for the 11 performances will be \$400 each or 15 per cent of the gross after city and federal taxes, whichever is greater. Ballet Russe de Monte Carlo is set for January

### Liberace Signs

Liberace has signed a contract for a single performance February 20. Moore said Liberace will give only four other concerts during 1955. A Boy Scout circus is set for April 15-16 and the 1955 Spokane-Inland Empire Home Show for May 21-29. The home show will feature the first Spokane appearance of "Dancing Waters."

Two other European entertainment attractions, the Royal Scots Gorge Band and Pipers and the St. Cecilia Choir from Rome also will play the Coliseum in 1955.

Planned, according to Moore, but not yet signed are the Hippodrome of 1955 and three grand operas by Northwest Opera Associ-

The Coliseum stage has 41 counter weight sets, 5 overhead border lights, footlights, 10 high in- sory committee, are Lowell Thomroom facilities for 200, including and John Jay. mirrors, showers and lockers.

Eight blocks from the heart of wrestling, 8,450; for basketball, its location in the Adirondacks.

be 40,000 square feet.

The Coliseum manager, who came here last January from the Onondaga County War Memorial Auditorium, Syracuse, N. Y., and who previously managed the Denver municipal auditorium, said the Spokane Coliseum has a drawing area of 50,000 people.

Robert H. Fletcher this week took over as superintendent of operations. Robert St. Clair has been named Coliseum accountant and Jack G. Brucick, chief engineer. Robert A. Sandberg is chairman of the Coliseum central planning committee. A seven-man pub- said this week. He also announced skating, an Inland Empire talent licity committee has planned a 60- the signing of the Tom Packs Elepage souvenir dedication booklet. phants for the show.

# **PSA Skeds** Course on

FEASTERVILLE, Pa., Nov. 6.-A course in recreation planning will be sponsored by the Participating Sports Association of America, Vernon D. Platt, president, announced

The course will cover seven twohour lecture and discussion periods. Classes will be held on the last Monday of each month at the Kitchen Restaurant, Maple Shade, N. J. The first class will be held November 22.

Platt said the course is the outgrowth of a recent trip thru seven European countries taken by him and Eric Arneth, operator of Fischer's Swim Club, Lansdale, Pa. were taken.

The purpose of the course, according to Platt, is to enlighten member operators and show how private enterprise can better serve the average American family as compared to the expensive, taxburdened, inefficient government operated recreational units which are socializing recreation today.

Attending a recent meeting, besides Platt and Arneth, were Mr. and Mrs. Orlo Jenkinson, Point Pleasant, N. J.; Mrs. Fred Espenshide, Oympia Lakes, N. J.; Mr. Frank Crumback, Narberth, Pa., and Mr. and Mrs. Robert Koch, Milford, N. J.

# Footage Added Weld-Built For Ride Mfg.

NEW YORK, Nov. 6.-Weld-Built Body Co. will widen its concentration on the kiddie ride business after having added 10,000 square feet to its Brooklyn plant, President A. W. Nelson says. During the last three years the firm was tied up in the construction of crash trucks for the Navy and various municipalities, its principal line of business.

During the last six years Weld-Built has developed a full line of truck-mounted kiddie rides as well as rides for kiddle parks. The truck rides are the Galloping Horse Merry-Go-Round, Whisp, Ferris Wheel and Swing. The stationary rides include the 7-Engine Locomotive, triangular Whisp ride, and others.

# Canada A Fairs To Pact Revue At Chi Meeting

SASKATOON, Sask, Nov. 6 .-The Western Canada Association of Exhibitions, which includes the five Class A fairs, will award its '55 grandstand revue contract at the Chicago meetings later this month, S. N. MacEachern, association president announced.

The attractions committee of the organization will hear booking office presentations starting at 10 a.m. on Sunday, November 28, in the Hotel Sherman. The loop normally awards its attractions contracts at its annual meeting in January but due to the jubilee celebrations in Saskatchewan and Alberta, will sign earlier this year.

The Provincial Exhibition of auctioneers. 175 motion picture for 2,000 automobiles. Capacity and a replica of Santa's Workshop use, and where to buy it. The big Manitoba, Brandon, only member

# Winter Sports Show Set for N. Y. Garden

NEW YORK, Nov. 6.-The International Winter Sports Show, a first-time promotion, will occupy the Madison Square Garden basement Exposition Hall from November 20-28 with an emphasis strictly on the subject indicated in its title.

Top men in the promoting International Winter Sports Show Inc., are president Joe Ritter, veteran ski instructor and equipment distributor, and vice-president Dick Button, figure skater and holder of numerous titles. Also a vice-president is Dick Blue, and David Morgan is treasurer. Betty Impellitteri Associates is handling the publicity.

Button has functioned during past months as a hand-shaker and good will purveyor over in Europe, and has attracted several foreign exhibitors to the event. Also connected with the show, as an advitensity are spotlights and dressing as, Hannes Schneider, Fritz-Loosli,

Daily Talent Shows

Talent-wise, the new event will offer four show performances every day on a tank ice surface measuring 30 feet by 27. Evelyn Chandler will be the name attraction and other ice acts will be Charles and Lucille Cavanaugh, adagie; Ray and Edie, rope and whip act; and a sixgirl line with staging and choreography by Dolores Pallet. Music for the shows will be provided by George Scourby and a six-piece orchestra.

Between shows there will be entertainment by Fritz and Marili Ischannen, accordion-y o d e l i n g

More than 50 resort and transportation exhibits will be included in the displays, with heavy international emphasis. Exhibit booths, it was reported, will average out at around \$300 per.

The show will be designed to give the winter sports enthusiast ideas on where to go for his or her Besides its commercial and travel enjoyment, which transportation fadowntown Spokane, the audi- displays, the event will offer free cilities to employ, what to do when torium will have parking facilities talent shows, a daily fashion show, he gets there, what equipment to theaters, five outdoor movie the- for theater-type setups, Moore said, from the North Pole village which four" in Alpine sports-Austria, not in the Alberta or Saskatcheaters, and 3,986 billiard and pool will be 8,000; for boxing and draws heavy patronage yearly to France, Germany and Switzerland wan, is expected to use the same -will sponsor a joint exhibit. . . . show.

### 6T's Sets Confab

CINCINNATI, Nov. 6. - Jeff Davis, king of the hoboes, reported here this week that personnel of the Royal American Shows is enthusiastic about the forthcoming convention of the Typical, Tropical Touring Tourists and Tent Travelers to be held in Tampa March 17-The organization is affiliated with Hoboes of America, Knights of the Road, Air and Seven Seas. Marie Feathers, long-time member and grand dutchess of the Knights, is responsible for signing up more than 300 outdoor show people as members.







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### FAIR ASSN. MEETINGS

tions, Royal York Hotel, Toronto, tary. November 22-23. Emery Boucher, Exposition Park, Quebec, secretary.

Oregon Fairs Association, Multnomah Hotel, Portland, November 29-30. Mrs. Leon S. Davis, 227 E. Washington Street, Hillsboro.

International Association of Fairs and Expositions, Hotel Sherman, Chicago, November 29-December 1. Frank Kingman, Winston-Salem Fair, Winston-Salem, N. C., sec-

Fair Managers' Association of Iowa, Hotel Fort Des Moines, Des Moines, December 6-8. C. S. Miller, Tipton, Ia., secretary.

Western Fairs Association, San Carlos Hotel, Monterey, Calif., December 6-8. Louis S. Merrill, 2500 Stockton Boulevard, Sacramento 17, general manager.

Indiana Association of County and District Fairs, Hotel Severin, Indianapolis, January 2-4. William H. Clark, 360 Walnut, Franklin, secretary.

Wisconsin Association of Fairs, Schroeder Hotel, Milwaukee, January 5-6. Wm. H. Eldridge, 3151/2 East Mill Street, Plymouth, Wis.

Minnesota Federation of County Fairs, Radisson Hotel, Minneapolis, January 10-12. Harold C. Pederson, 3531 22d Avenue South, Minneapolis 7, secretary.

Ohio Fair Managers' Association, Deshler-Hilton Hotel, Columbus, January 11-13. Goldie V. Scheible, 709-710 Reibold Building, Dayton, executive secretary.

Hotel, Jefferson City, January 12-14. Rollo E. Singleton, Department of Agriculture, Jefferson City secretary.

West Virginia Association of Fairs, Ruffner Hotel, Charleston, January 15. James T. Hetzer, 307 Bank Arcade, Huntington.

Michigan Association of Fairs & Exhibitions, Fort Shelby Hotel, Detroit, January 16-18. Harry B. Kelley, Hillsdale, secretary.

Maine Association of Agricultural Fairs, Portland, January 19-20. Roy E. Symons, Skowhegan, secretary.

Association of Tennessee Fairs. Andrew Jackson Hotel, Nashville, January 20-21. L. E. Griffin, P. O. Box 90, Nashville, secretary.

North Carolina Association of Agricultural Fairs, Sir Walter Hotel, Raleigh, January 20-21. Corbin Green, P. O. Box 776, Hickory, secretary.

Illinois Association of Agricultural Fairs, St. Nichols Hotel, Springfield, January 23-25. Clif-

Canadian Association of Exhibi-|ford C. Hunter, Taylorville, secre-

Rocky Mountain Association of Fairs, Northern Hotel, Billings, Mont., January 23-25. Clifford D. Coover, Shelby, Mont., secretary.

New Jersey Association of Agricultural Fairs, Hildebrecht Hotel, Trenton, January 24. William C. Lynn, 1 West State Street, Trenton 8, secretary.

Nebraska Association of Fair Managers, Cornhusker Hotel, Lincoln, January 24-28. H. C. McClellan, Arlington, secretary.

Pennsylvania State Association of County Fairs, Penn Harris Hotel, Harrisburg, January 26-28.

Kentucky Association of Fairs and Horse Shows, Kentucky Hotel, Louisville, January 27-28. L. Doc Cassidy, Kentucky State Fair, Louisville, secretary-treasurer. Charles W. Swoyer, 522 Court Street, Reading, secretary.

Western New York Fair Managers' Association, Lafayette Hotel, Buffalo, January 29. J. O. Saunders, Cattaraugus, president.

kin, P.,O. Box 274, Oklahoma City, secretary.

New York State Association of Agricultural Fair Societies, Sheraton-Ten Eyck Hotel, Albany, January 31-February 1. James A. Carey, 247 Hackett Boulevard, Albany, secretary.

Texas Association of Fairs and Expositions, Baker Hotel, Dallas,

Arkansas Fair Managers' Association, Little Rock, February 7-8. Clyde E. Byrd, Box 907, Little Rock, secretary.

Association of Connecticut Fairs, Terryville High School, Terryville, March 19. J. C. Bartlett, North Haven, secretary.

### Tallahasse, Fla., Tabs 46,542 Gate

TALLAHASSEE, Fla., Nov. 6.-The North Florida Fair closed its five-day run here Sunday( 30) with a new attendance record under its belt. Annual drew a total of 46,542 paid during the week, compared with the previous mark, set last year, of 35,220, Lloyd Rhoden, secretary, announced.

Fair's major attraction, Lee Amusement Company, on the midway, reportedly took in \$58,420, topping last year's record of \$45,-

Livestock entries were larger than normal anc. a total of 341 head of swine was included. opened with a two-mile parade from downtown Tallahassee to the fairgrounds which drew an estimated 20,600.

A. L. Thompson advises from Kelly-Miller Circus that the Guiterrez Family left for the Shrine date at Fort Worth. . . . Fred Logan and some elephants, Deacon and Flo McIntosh and Tommy Bentley went to the King show.

# **Canadians Pick** George K. Ross

REGINA, Sask., Nov. 6.-George K. Ross, manager of the Lloydminster (Sask.) Exhibition for the past 12 years, was elected secretary-treasurer of the Western Canada Class B Fairs Association Monday (1) in the Hotel Saskatchewan here. He succeeds Keith Stewart, of Portage La Prairie, Man., who held the post for nearly 23 years. Stewart, manager of the Portage La Prairie Exhibition, tendered his resignation last January because of ill health and pressure of business, but agreed to stay on until a successor was named.

Delegates, representing 14 exhibitions in the circuit Monday (1), handed to their midway committee the responsibility of learning whether carnivals are reliable and financially capable of producing a good show for the loop. Delegates were agreed that it was not a good idea for individual managers to accept expenses-paid invitations from show owners to preview their shows.

The association rescinded a resolution adopted at the last annual meeting calling on carnivals to post a \$20,000 bond before bidding for Oklahoma Association of Fairs, the circuit. It was felt it would be Biltmore Hotel, Oklahoma City, better if a performance bond was January 30-31. Vera G. McQuil- asked from the company winning the contract.

### Cites Contract Worries

S. L. Small, president, reminded that the original request traced back to the 1940's when "fair boards did some sweating over whether the companies were going to meet their contracts."

Keith Stewart said he did not Missouri Association of Fairs & February 3-5. Bob Murdoch, Agricultural Exhibitions, Governor Hotel, Iefferson City, Ianuary 12
Expositions, Baker Hotel, Dallas, Ithink a \$20,000 bond was a good idea because it would tie up working capital that otherwise could in the standard for the second in the standard for the second idea because it would tie up working capital that otherwise could represent the second for the second idea because it would tie up working capital that otherwise could represent the second for the second fo be used to improve the show. It was agreed to leave it up to the midway committee to decide the status of bidding companies. In his presidential address Small said a brief has been prepared for presentation to a federal committee on amendments to the Criminal Code. The amendments concern lotteries and raffles in Canada and could have an important bearing on the operations of fairs. The Class A Fairs will also present a brief. It is hoped code changes will not affect concessions at the fairs. The federal committee is expected to reconvene in Ottawa in January.





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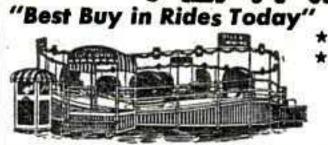
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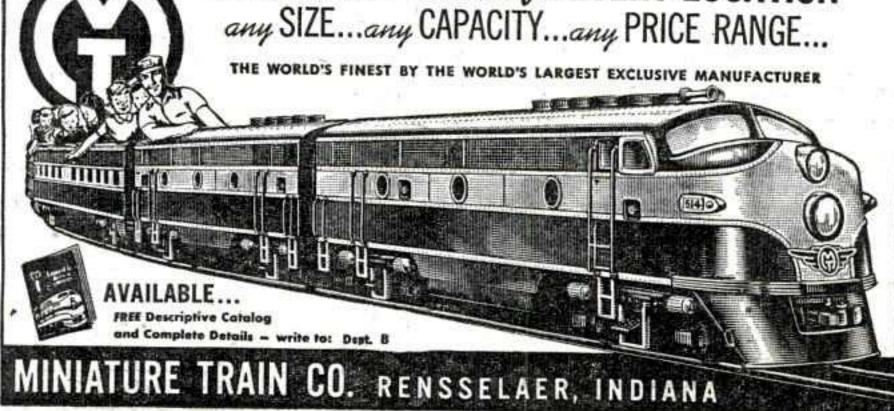
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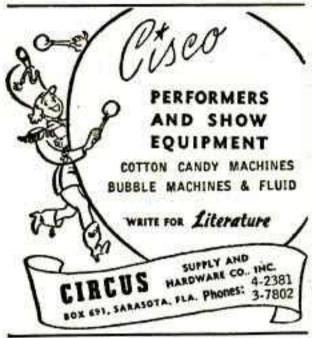
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concession buildings.

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line are missing a bet.

drive-in theaters.

United States is 20-21 cents.

was seen at the annual convention

Hilton Hotel Thursday (4).

of the International Popcorn Asso-

Jim McCarty, head of J. A. Mc-

Carty Seed Company, Evansville,

Ind., summed up the corn situation

as plentiful so far as supply is

concerned. He pointed out, how-

ever, that curtailed plantings and

smaller yields due to drought con-

Helmco Bows

500G Plant

located on a five-acre site.

drinks.

parking of over 400 automobiles.

CHICAGO, Nov. 6.-Methods 2. Automatic drink venders at by which the operation of conces- drive-ins are prone to hurt the sions at drive-in theaters might be growing sales of the big 25-cent made more effective and profitable drinks. were advanced at the joint meeting of the International Popcorn Association and the Theater Owners of America held here this week at the Conrad Hilton Hotel. Topflight operators of concessions, meeting in panel discussions, tossed out a number of suggestions designed to aid operators in expanding this profitable segment of their business.

Some of the conclusions drawn were:

1. Concessions should yield a 50 per cent profit after food, material and labor costs.

### ABCB Nixes Title Change

WASHINGTON, Nov. 6.-The American Bottlers of Carbonated Beverages, originally scheduled to change its name, will retain its present title, at least until next year.

Plans were made to change the name at the annual convention to be held in Philadelphia November 15-18. Membership, however, voiced apprehension over possible effects of the change. It was pointed out that the new association name, American Soft Drink Association, eliminates the words "bottlers" and "carbonated beverages." Its use was seen as a bottler recognition of the growing use of non-carbonated soft drinks, dietetic beverages, and the use of cans rather than bottles.

### Candy Consumption Big

CHICAGO, Nov. 6. - Candy sold at theaters and amusements during 1953 was valued at \$148,-057,000, according to the National Association of Tobacco Distributors here. Patrons at these amusements consumed 9.5 per cent of all the candy produced in the U.S. last year.

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FREEZER TIPS

# Mix, Cleaning Important to **Custard Ops**

SEATTLE, Nov. 6. - Correct type of mix, regular cleaning and sharp blades are three of the most important tips on maintenance of soft ice cream freezers in the opinion of R. W. Abshire, of the Sweden Freezer Manufacturing 3. Allow for future expansion of Company.

Basically, fountain freezers and 4. Cafeteria-s tyle operation milk shake freezers used for disshould be used by any theater with pensing ice cream products directly from the machine are not differ-5. No hard and fast rules can ent than the industrial type of ice be applied to solve the problem of cream freezer used by wholesale inventory control. Vigilance and a ice cream manufacturers, he

good accounting system are the pointed out.

Popcorn Men Look

For Higher Prices

Seasoning Supply, Prices Unchanged;

plies of popcorn and seasoning with despite the huge carryover of corn

five-day meeting at the Conrad total of 280 million pounds. Mc-

a firmer price trend on the former from the '53 planting season.

IPA Elects Bert Nathan President

One of the basic differences is 6. Basic items in the line are that the former are smaller in size popcorn, sandwiches, candy and and are so equipped that personnel 7. Operators not selling buttered them. Abshire said that soft ice popcorn in addition to their usual cream machines also freeze the 8. National average concession tures than industrial type machines. take per theater patron in the In the latter case, the machine 9. Beer should not be served at mix is brought down to 24 or 25 Spiro J. Papas, of the Alliance 85 per cent or 100 per cent and (Continued on page 115)

(Continued on page 112)

with little experience can operate product to much colder tempera- ago. starts under light loads as the liquid degrees, whipped to an overrun of

# Map Winter Sales Push On Lemonade

reported.

CHICAGO, Nov. 6. - Frozen lemonade, a product that took on increased importance this season as an outdoor concession item, is being touted as a year 'round drink by the Lemon Products Advisory Board of California.

Sales of the concentrate, which had been climbing at a record rate during most of '54, went into a decline in September. As a result total sales are below a year ago. California packers of frozen lemonade sold 7,969,908 gallons during the season to September 11, compared with 8,225,210 gallons for the same period in '53, the board

Lower sales and a larger pack combined to increase stocks in packers' hands to more than double the size of last year's stocks. On September 11, total holdings were 3,057,564 gallons against 1,317,972 gallons on the same date last year. The season's pack to the September date was 9,787,884 gallons, compared with 8,857,830 gallons a year

Despite this picture, packers feel confident they will move much of this stock before the next packing season because of a national advertising campaign of big proportions that is scheduled to open soon. The program is designed to push lemonade as an all-year bever-

# Dr. Pepper Plans Tests CHICAGO, Nov. 6.—Ample sup- ditions, may boost price somewhat On Canned Pop

DALLAS, Nov. 6. - The Dr. Total corn carried over from last Pepper Company is the latest major year amounted to around 100 mil- bottler of soft drinks to turn to ciation held here this week. The lion pounds which, when added to canned pop, and will launch tests popcorn men, along with conces- this summer's production of rough- with six-ounce cap-top cans and sonaires and suppliers, closed their ly 180 million pounds, makes for a 12-ounce cap-top and flat-top cans. Firm plans a series of 10 tests

Carty pointed out that when proc- of hrow-aways (cans and throw-(Continued on page 115)

### NEW DEVELOPMENTS

(Continued on page 115)

## **Motor-Driven Unit Barbecues 40 Franks**

driven rotating barbecuing ma- cooler introduced here by the chine that has a capacity up to 40 Uniflow Manufacturing Company. CHICAGO, Nov. 6.-Helmco, franfurters along with a humidi- According to the maker, the unit Inc., manufacturer of fountain and fied 40 bun compartment, has combines the ability to cool a food services equipment, recently been introduced here. The unit large number of bottles in a limited opened its new \$500,000 plant here is compactly constructed of stain- space, along with an attractive apby playing host to upward of 600 less steel and has dimensions of 16 pearance. The cooler uses a twocustomers, dealers, suppliers and inches long by 121/4 inches wide way cooling system, employing friends. The new establishment by 24 inches high and is enclosed both convection and conduction, is located at 7400 Lawrence Ave- with heat-resistant glass. The glass so that there is a minimum of loss and skewer are removable for easy According to Col. Herman E. cleaning. Manufacturer says other Lacey, president, the new facilities features include instantly replacewill substantially speed up the able screw-in type electric heating production and delivery of the 50 elements and an oil-sealed motor. products presently made by the -Melvin C. King Corporation, 230 company and will provide in- West 98th Street, New York 25. creased facilities for the develop- Beverage Cooler

ment of new items. The plant is Has Big Capacity . . .

ERIE, Pa.-Large bottle capacity

NEW YORK, Nov. 6.-A motor- is claimed for a new beverage (Continued on page 115)

### Candy Sales Run Ahead of Last Year

WASHINGTON, Nov. 6.-Sales of confectionery by manufacturers during August, 1954, reached \$65,-541,000, an increase of 35 per cent over the preceding month and 1 per cent ahead of August, 1953, the Commerce Department reported this week. Reports from a selected group of large manufacturers indicated that poundage sales for the first eight months of 1954 were 2 per cent below last year, but dollar sales were up 1 per cent. Poundage sales of bar goods were down 3 per cent, while poundage sales of package goods, retailing above 50 cents per pound, were up slightly.

Orange Juice Stocks Up

WASHINGTON, Nov. 6.-Stocks of frozen orange juice in public and private cold storage warehouses in September totaled 22,567,000 gallons, a jump of 63 per cent over available stocks in September last year, according to the Agriculture Department.

Title of Show	
Kind of Show	
Owner	
Manager	<del>energy and the second and the secon</del>

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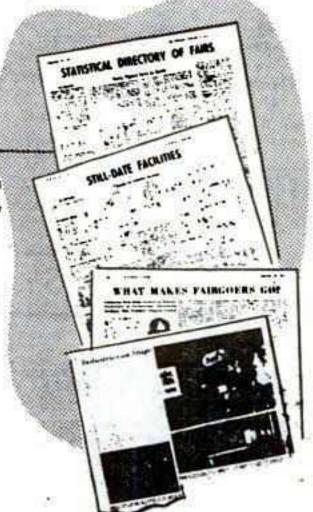


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## UNDER THE MARQUEE

By TOM PARKINSON -

Ringling-Barnum visitors included the Maurice Mooneys, Arthur Hoffman, Mattias and Charlie Corona, Vernon Allen, Johnnie Simms, Gerald Snellens, the Harry Villeponteaux, Alice Harris, Margie Harris, Margy Kennedy, Bea Pruitt, Mrs. John Putnam and daughter, the lack Hammetts, Mrs. Ed Bonner, the Jimmy Lees, Homer Kelly and family, Harry Cline, Harry Miller, Francis H. Templeton, Bill Biggerstaff, Ralph Bolick, Jack Spencer, Helen Siegrest, Walter Naughton, Dorothy Hiedl, the Gilbert Osmuses, Eddie Billetti, Roy Barrett and Mrs. Anna Berryhill Vance and family.

of their Halloween party at Co- of the head, are again under the lumbia, S. C. Elvin Bale was eques- direction of Clifford L. Younger trian director and the program included Fredonia Sisters, acrobatics; a contract approved by Superior this stand. Bonnie Bale, comedy antics; Elvin Judge Gee Clark here. The Bale and Rosalie Wendani, knockabout; Gloria Bale, Rosalie Wendani. Dawnita Bale and Ilona Fredonia and Bonnie Bale, show babies; Bale Sisters, contortion; intermission, song and finale.

George Cole, puppet show operator, is booking a circus for the Judge Clark approved the con-

**EXPOSITION** 

★ Merchandise

\* Equipment

\* Services

\* Games

Pedro Eston, wire walker and bareback rider from Glasgow, Ky. says that he plans on returning to the road next year. . . . The Flying Romas Troupe, currently appearing at the Gulf Hills Country Club, Ocean Springs, Miss., had their contract renewed for another four weeks at the club. Royal Bros. Circus personnel playing the date (Continued on page 117)

# Youngers Ink Jones Twins

LOS ANGELES, Nov. 6. -Youngsters on the Ringling-Bar- Yvonne and Yvetta (Jones), the num show staged a show as part Siamese twins joined at the top and his wife, Edythe Sterling, by

donia, Hawniian number; Ilona the Youngers will receive 30 per busy. The county fair closed a Radino, Cristobal Munoz, Roy Fre- cent of the children's net earnings, week earlier. And the town is in a the remaining 70 per cent to be set serious drought area. aside for the girls. The three-year pact further provides a minimum payment of \$2,500 every six months to the children.

Lions Club at Oak Lawn, Ill., tract on condition that 45 per cent November 27 and will include the of the children's 70 per cent be Doc Ford dogs, monkeys and goats; set aside for a welfare fund for the George Cole ponies and a pup- their education and comfort. The pet elephant, worked by Don arrangements also include that the Adams, and the Hawthorn Bears. mother may use 40 per cent for her support and that of five other Big State: Pleasanton, Tex. children; 5 per cent for a medical fund, and 10 per cent for install- Crafts 20 Big: (Fair) Phoenix, Ariz. ments to pay off a \$14,000 debt Glades Am. Co.: Everglades, Fla. accumulated during the two years Hagensick Rides: Paducah, Tex. the children received care at the county's General Hospital follow- Hottle, Buff, No. 1: Baton Rouge, La. Kile, Floyd O.: Baton Rouge, La. ing their birth.

> The Youngers first exhibited the twins on the Clyde Beatty lot here in 1951. Litigation followed in May of that year when Lorow Orange State: (Pair) Gainesville, Fla. Bros. contested their contract. Later they were shown by Harry Golub. The Youngers showed the Jones twins at the Fresno District Fair in Fresno, Calif., last month. At that time preliminary arrange-ments were being made for the court approval of the existing con-

### Schermerhorns Reviving Rodeo

HAMILTON, O., Nov. 6.-Loyd and Amanda Schermerhorn are reviving their Indian Creek Rodeo. after an absence from the road of two years, and are currently mapping a route of fairs in Ohio, Michigan and Indian for 1955.

The Schermerhorns, who maintain quarters on Ross-Hanover Road here, plan a dressed-up show, with color and flash, good stock and an assortment of specialty acts. The unit will play arenas, as well as fairs.

Mr. and Mrs. Schermerhorn will make the various fair meetings in the three-State area with a view to lining up their 1955 route.

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### Clown Club to Move; Mulls Home Fund

LOS ANGELES, Nov. 6.-Headguarters of the Circus Clown Club will be moved from here to Buffalo in the spring of 1955, it was announced by Richard Arcand, presi-

He said the switch was planned because most of the members are in the East. He also announced a meeting in the spring for CCC officers to plan a convention, which is scheduled for Peru, Ind., next September.

In a separate report, the clown club said preliminary plans had been discussed for starting a fund intended for the construction and operation of a home in Florida for aged clowns.

### Von Business Light

MULLINS, S. C., Nov. 6.-Von Bros.' Circus played to a very light matinee and half house at night here Saturday (30). Everything seemed to be against the show at

Tobacco market had closed the Youngers now have the twins at day before and hundreds of workthe Arizona State Fair in Phoenix, ers had left town. Halloween Under the approved contract parties kept many local people

### Carnival Routes

Send to 2160 Patterson St. Cincinnati 22, O.

American Midway: Kingsville, Tex. Bayou State: (Stattuck and Belden Sts.) Lake Charles, La. B. & H.: (Fair) Sumter, S. C.

Crafts Expo.: (Fair) Phoenix, Ariz. Golden Slipper: Opelousas, La. Lane, Leo.. Gainesville 15-20.

Leeright's Midway: Estelline, Tex. Lewis, Ted: Melbourne, Pla, Mighty Page: Warsaw, N. C.; (Pair) Jack-Raines Amusement: Arnaudville, La. Raley Bros.' Expo.: Ridgeland, S. C. Stephens, C. A.: Wauchula, Fla. Strates, James E.: (Fair) Jackonville, Fla. Tassell, Barney: Blackshear, Ga., 11-20.

Tidwell, T. J.: Spur, Tex. Val's Expo.: (Pair) Wrens, Ga.; (Fair) Augusta 15-20. Velare Bros.' Rotor Ride: Houston, Tex ..

8-16. Vivona Bros.: (Fair) Charleston, S. C. Ward, John R.: (Fair) De Funiak Springs, Fla.; (Fair) Geneva, Ala., 15-20. Wolfe Am .: (Fair) Anderson, S. C. World of Mirth: Savannah, Ga.

### Circus Routes

Send to 2160 Patterson St. Cincinnati 22, O.

Clyde Bros.: Cedar Rapids, Ia., 9-10; Des Moines 11-14; St. Joseph, Mo., 16-17; Kansas City, Kan., 19-21; Emporia 22; Hutchinson 23-24; Amarillo, Tex., 26-28. Davenport, Orrin: Wichita, Kan., 9-13; Kansas City, Mo., 15-20.

Hagen Bros.: Slidell, La., 11. King Bros.: Beaumont, Tex., 9; Lake Charles, La., 10; New Iberia 11; Thibodaux 12; Houma 13; Baton Rouge 14. Packs, Tom: Natchez, Miss., 13; Baton Rouge, La., 15-16; New Orleans 19-28. Polack Bros. Eastern: Philadelphia 9-14;

Teaneck, N. J., 19-21. Polack Bros. Western: Oklahoma City, Okla., 9-12; Springfield, Ill., 18-21; Owensboro, Ky., 26-27; Charleton, W. Va., Dec. 2-5.

Richard Bros.: Roseland, La., 10. Ringling Bros. and Barnum & Bailey: Jackson, Miss., 9; Hattiesburg 10; Meridian 11; Selma, Ala., 12; Montgomery 13; Columbus, Ga., 15; Albany 16; Valdosta 17; Wayeross 18; Brunswick 19; Jacksonville, Fla., 20; Gaineville 21; Ocala 22; Auburndale 23; West Palm Beach 24; Fort Lauderdale 25; Miami 26-28.

### Ice Shows

Henie, Sonja, Ice Revue: New Orleans 9 Memphis 11-17; Birmingham 18-25. Holiday on Ice. International, No. 1: Lausanne, Switzerland 9-16; Dortmund, Germany 18-Dec. 5. Holiday on Ice: Norfolk 10-18; Canton, O.,

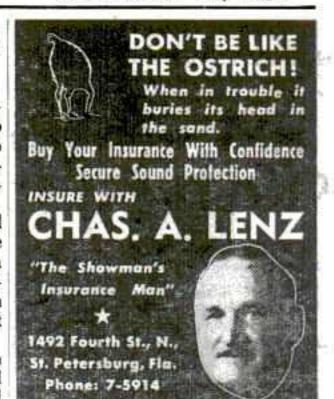
20-26 Hollywood Ice Revue: Minneapolis 10-21; Milwaukee 25-Dec. 7.

Ice Capades: Syracuse 9-14; Buffalo 15-21: Toronto 22-26. Shipstads & Johnson's Ice Pollies: Cincinnati 9-14; Pittsburgh 16-28.

### Miscellaneous

Admire, J. C., School Assemblies: Owensboro, Ky., 15-19; Bowling Green, 22-26, Hippodrome of 1955; Edmonton, Alta., 9-13; Calgary 15-20. Magrum the Magician: Marshall, N. C.,

10; Hot Springs, N. C., 11. Marie O'Day's Palace Car: Attalla-Gadsden, Ala., 9-13; Piedmont 15; Jacksonville 16; Anniston 17-20. Walsh Bros. World's Most Beautiful Church: New Orleans, 9-15.



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## Various Factors Spur Sale of Major Units

management and the fact that \$1,905,000. amusement sites chosen decades real estate value.

E. D. Kelmans to peddle the propson Company for \$250,000. The sale. scenic wonderland, to which Kelmans added some 14 major rides and virtually every other facility needed for the entertainment and

Willow Grove (Pa.) Park, a longtime model cornerstone of the busi-

### Parks Participate In 1953's Record

WASHINGTON, Nov. 6 .-Amusement devices and parks, bowling alleys and dancing were among the operations to benefit from record consumer spending of \$11,892,000,000 last year, according to final tallies of the Com-

merce Department. Personal spending on commercial amusements, including amusement devices and parks, reached \$539,000,000 in 1953, a 5 per cent jump from the previous year and an all-time record. Spending for com- new location, the major units are

NEW YORK, Nov. 6.-The sale ness was still dealing only in nickof three major amusement parks- els and dimes, it turned out, the beginning of the end for two when, despite its reported consistas amusement centers-this season ent profits, it was sold to become pointed to uncertainty of the fu- the site of a \$10 million shopping ture, the unavailability of top center. The 107-acre tract brought

George A. Hamid sold his White ago had grown tremendously in City Park in Worcester, Mass., to Larry Knohl of Long Beach, N. Y., At Indian Point Park, a Hudso., who had both the time and money River shore spot near Peekskill, a to go after the potential. The lack of county patronage and an long-time illness of Hamid's uncertain future caused Owner brother, Sam, which eventually caused his death, made the manerty, which he acquired only five agement of that funspot a difficult years ago, to the Consolidated Edi- problem and led to its eventual

While two out of three of the funspots involved in sales this year are due for oblivion there is the possibility that one new one might picnicing comfort of thousands of be added in the next year or two patrons, will be used for an atomic as Kelmans has announced his intention to establish another center within bus and auto distance from New York. It is unlikely, however, that any new effort will be as extensive as Indian Point where the lack of night play and almost complete dependence on bookings posed unique operational problems.

The weather and economic factors held down the earnings for most amusement parks this season and the major operations known to be available for sale are likely to remain that way. As investment properties many, like Willow Grove, are safe since communities borders and the land itself has grown very

Unlike kiddielands where 90 per cent of the physical equipment could be salvaged and moved to a sonal outlays were \$164,000,000. toughened with the once isolated Race tracks also had their best sites now mostly surrounded by year in history with Americans every type of outdoor lure, includleaving the pari-mutuels \$377,000,- ing kiddielands and drive-in

### mercial amusements has risen pretty well stuck with their permasteadily since 1938 when the per- nent installations. Competition has

# 000, up \$50,000,000 from 1952.

OPERATION SNOWBALL

### Winter Operations to Be Geist Convention Topic

years, will be discussed by Richard trance. Geist at the Chicago convention of the National Association of Amusement Parks, Pools and Beaches.

"It's a tricky business," Geist reflected this week, "leaving us pretty much at the mercy of the weather. Two weeks ago we had an unseaweekend then became bitter cold, midway stood. so our gross was practically half that of the previous week."

ing the 1954 off-season figures with four additional stores next year on those of last year's "Operation Beach 98th Street, in space for-Snowball" the park is more than merly occupied by Tic-Tac-Toes. 10 per cent ahead everywhere ex- They expect to begin play the first cept at the Arcade. The Arcade is weekend of March.

NEW YORK, Nov. 6.-Winter trailing by 50 per cent because its park operations, such as have been entrance from the midway is carried on by Rockaways' Playland | blocked by construction work and in Queens for four successive it must rely on its beachside en-

Work on paving part of the old wooden midway section, including shoring and foundation for a custard store, frankfurter and soft drink stand, and the Coaster front, plus 750 feet of conduit and drainage trenches, is moving at a slow sonably warm weekend and our pace. Twenty-three truck loads of business flourished. Last Friday debris have been carted away from (29) we had rain all day and the beneath where the old wooden

Geist said Harry and Evelyn Currie, operators of six concession However, he added, in compar- games last season, may open up



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# **Another Farm** Mart Slates Kiddie Rides

BETHPACE, N. Y., Nov. 6.-Another New York farmers' market has opened in the metropolitan area with intentions of adding kiddie rides for 1955 or 1956. Latest roadside retail giant is the Nassau Farmers' Market on Hicksville Road, opposite the Grumann aircraft plant.

Fronted by Charles Sande and built by Jerry Spiegel, the enterprise operates a new \$1 million building containing 60,000 square feet of store space. At its opening last week it had 400 merchant tenants and a large talent line-up, and the turnout tied up traffic for miles in the suburban area.

The farmers' mart will be offerand sales booths. For the opening Roche, Ricky Dunn, Libby Dean, Dick Brown, Jerry Scott, Laraine March and Jay Howard.

# White City Op Re-Scheduled

NEW YORK, Nov. 6.-A post-Knohl on tax evasion charges involving sums totaling more than \$200,000. Knohl, top man in the organization which purchased White City Park in Worcester, Mass., from George A. Hamid this year, was originally to be tried Monday (1).

Knohl, 48, has pleaded innocent turing & Display Co., Atlanta. to an indictment charging he evaded personal income taxes for 1948, 1949 and 1950, and \$9,005 home is in Long Beach, N. Y. July, the Chief Assistant U. S. against him and his wife, Rita.

# 86 Firms Reserve Trade Show Space

159 Booths Purchased for NAAPPB **Exhibits at Outdoor Conventions** 

retary Paul H. Huedepohl.

Eighty-six firms have signed up for 159 of the 162 booths at the Hetel Sherman exhibit hall. Huedefew days. The show will be November 28-December 1.

Most of the perennial exhibitors of amusement park equipment and other show business materials coning continuous entertainment on show, but Huedepol' said that a wide catwalk above the exhibit they represent various types of products and there is no single type

Absent this time are most of the rides, which dominated last year's trade show. While a few of these makers are in the show, others have quit operations.

### Exhibitors Listed

tive. Those with reservations are:

A.B.T. Manufacturing Corp., Chicago; Allan Herschell Co., Inc., North Tonawanda, N. Y.; Amuse-

ville; Keller Breland Associates, Evanston, Ill.; J. L. Campbell & phia. in corporate taxes for 1948. His Co., Baltimore; Capitol Projector Corp., New York; R. E. Chambers When Knohl entered his plea in Co., Inc., Beaver Falls, Pa.; Champion Knitwear Co., Rochester, Attorney told the court tax liens N. Y.; Cleveland Ceramic Corp., totaling \$1,021,540 had been filed Cleveland; The Coca-Cola Co., New York; Coinometer Corp., Chi-

CHICAGO, Nov. 6.-Names of cago; Concession Supply Co., Tocompanies which have reserved ledo; Holmes Cook Miniature Golf space at the annual trade show of Co., New York; William de L'horbe the National Association of Amuse- Jr., Dayton; Dodgem Corp., Exeter. ment Parks, Pools and Beaches N. H.; Dreyer Racing Equipment, were announced this week by Sec- Indianapolis; Eli Bridge Co., Jacksonville, Ill.

Embosograf Corp. of America, New York; Exhibit Supply Co., Hetel Sherman exhibit hall. Huede-pohl said that the last places were expected to be sold in the next lnc., Chicago; Eyerly Aircraft Co., Salem, Ore.; Faryl Announcer, Inc., Chicago; Fascination, Beverly Hills, Calif.; Fischer & Porter Co., Hatboro, Pa.; Globe Ticket Co., Philadelphia; Gold Medal Products Co., Cincinnati; Robert R. Hammer, Louisville; Hampton tinue as displayers this time. There are a number of newcomers to the show, but Huedepol' said that Calif.; The Charles E. Hires Co. Philadelphia; Hodges Amusement & Manufacturing Co., Indianapolis. Friday (29) it had Phil Foster, of product which will stand out Lawrence Tierney, Revere and as the feature of the show. Hrubetz & Co., Oregon; I. Q. Baseball Machine Corp., Newport News makers of coin-operated kiddie Va.; Institutions Magazine, Chicago; International Mutoscope Corp., Long Island City, N. Y.; Jet Spray Corp., Boston; Kiddieland Amusement Co., Calveston, Tex.; King Amusement Co., Mount Huedepohl said every indication Clemens, Mich.; King & Co., Chiwas that the show would be one cago; Krazy House Pop Kom of the most successful and attrac- Corp., Rock Island, Ill.; Krispy Kist Korn Machine Co., Chicago; Linde Products Manufacturing Co., Bridgeport, Conn.

Lusse Bros., Inc., Philadelphia; ment Industries Supply Co., Manley, Inc., Kansas City; Minia-Miami; Anchor Supply Co., Evans- ture Train Co., Rensselaer, Ind.; ville, Ind.; Animated Display Crea- The Miracle Whirl Sales Co., Grinponement until December 6 has tors, Inc., Minneapolis; Ansmith, nell, Ia.; Mony Process Co., been granted for trial of Larry Ames, Neb.; Apco, Inc., New York; Orange, N. J.; Mike Munves Corp. Aristocrat Clock Co., New York; New York; National Amusement Arrow Development Co., Mountain Device Co., Dayton; National View, Calif.; Auto-Photo Co., Los Dryer Sales Corp., Chicago; Na-Angeles; Norman Bartlett, North tional Pool Equipment Co., Bir-Tonawanda, N. Y.; The Billboard mingham; The Oak Rubber Co., Publishing Co., Chicago; Blair Ravenna, O.; Overland Amuse-Cedar & Novelty Works, Camden- ments, Lexington, Mass.; Pee Wee ton, Mo.; Alan Hawes Manufac- Valley Amusement Co., Cincinna ; Pepsi-Cola Co., New York; Perey Blevins Popcorn Co., Inc., Nash- Turnstile Co., New York; Philadelphia Toboggan Co., Phi.adel-

> Poppers Supply Co., Inc., Philadelphia; Pretzel Amusement Ride Co., Bridgeton, N. J.; Harold E. Quinn, San Diego, Calif.; Saunders Manufacturing & Novelty Co., Cleveland; B. A. Schiff & Associates, Miami; Scientific Machine Corp., Brooklyr; Sellner Manufacturing, Faribault, Minn.; Standard Manufacturing & Sales Co., Leb-anon, Ind.; Thrift Novelty Co., Inc., Denver; Tone Products Co., Chicago; Turner Equipment Co., Detroit; Tyson-Caffey Corp., Wayne, Pa.; Steel Fabricating, Inc., Milwaukee; Hal C. Wilson, Chattanooga; Eric Wedemeyer, Inc., Roto-Jet Division, New Hyde Park, New York; Eric Wedemeyer, Inc., Flying Cars Division, New Hyde Park, N. Y.

### TRAFFIC HAZARD CITED

### N. Y. Residents Score Kiddie City Opposition

opers have indicated they wish to open a new kiddie park opposite Kiddie City, the million-dollarplus enterprise on Northern Boulevard in the Douglaston section of Queens. Residents have likewise served notice that they will strenuously oppose the new park.

Missouri Enterprises, a real estate firm, seeks a 10-year variance for property opposite Kiddie side its driveways. City, which is the third largest amusement park within New York City, being dwarfed only by Steeplechase Park at Coney Island

and Rockaways' Playland. Douglaston residents cited Kiddie City as the cause for daily traffic tie-ups on Northern Boulevard, a main traffic artery for Northern Queens. Putting up another park across the street, the Douglaston Civic Association said, will result in a dangerous situation for kiddie patrons and their parents who would have to cross streets between the parks in the face of stepped-up vehicular traffic.

A hearing has been set for Tuesday (9) before the Board of Standards and Appeals on the Missouri Enterprises application.

Kiddie City, which opened this spring, has 22 riding devices and

NEW YORK, Nov. 6.-Devel- | a restaurant-Arcade, but no games concessions. Fronted by coin machine distributor Dave Simon, it has a Ferris Wheel, Carrousel, Scooter, Roto-Jet, National Century Flier train and Comet Junior Coaster, Tilt-a-Whirl, Whip and 14 kiddie rides. The park has a huge paved parking area and this summer bought and installed its own traffic light over Northern Boulevard to control traffic out-

### SELL OR TRADE

1946 18-Car Streamline Caterpillar, very good condition. New upholstery this season, new cable, motor overhauled with electric starter, usable tunnel. Running gear up for inspection. Trade; prefer Schiff Kiddle Coaster.

Griffen Amusement Park Jacksonville Beach, Florida

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# W. Canada B Circuit W. Canadian B Inks Sun-Grossman

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Grandstand show for 1955 on the cuit's history. Long hours of de-Western Canadian Class B Fairs liberation were put in by the asso-Circuit will be presented by the ciation's attraction committee for Moines, it was decided Monday (1) the convention. at the semi-annual meeting of the Western Canada Fairs Association in the Hotel Saskatchewan. The loop embraces 14 towns and cities, eight in Saskatchewan, two in Manitoba and four in Alberta.

The Sun-Grossman unit was chosen ahead of eight other bidders, one of the largest turnouts

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THE FAIR BUSINESS-

Billböard

REGINA, Sask., Nov. 6.- of booking-office reps in the cir-

bidders eliminated at the weekend race had narrowed down to the Tuesday (2) while hearing midway Sun-Grossman Agency and Buck Steele.

The Sun-Grossman office is no stranger to the B Circuit, having played the route in recent years. It lost the 1954 contract to the Charles Zemater Agency, Chicago.

### Golden Jubilees

jubilee theme to tie in with fairs 4-6. of Alberta and Saskachewan which will stage jubilee observances next two-day run in return for a cash year. Acts submitted by John settlement and a promise of bet-Planalp and Peg Longnecker, of ter dates in 1956. June 30 will be the Sun-Grossman office, were an open date on the circuit to per-Peg-Leg Bates, dancer; the Sidneys, bicycles-unicycles; the Mc-Henry Trio, comedy-musical act; the Zoppe Troupe, seven-person ladder act; Roy and Helene, magic and comedy; King Cole, emsee; the Zauatta Troupe, riding act, and Torina and Eric, high act.

Bidders for the contract besides the Sun-Grossman reps were Mr. and Mrs. Joe Antalek, Chicago; Fred H. Kressmann, Barnes-Car-Woolfolk Agency, Chicago; Bob Di Pialo, KBD Enterprises, Cal- July 1-2: Moore June 27-29; Weyburn, July 1-2: Moore June 28-29; Weyburn, July 1-2: Moore June 28-29; Weyburn, July 1-2: Moore J Buck Steele's Frontier Days; Charles Zemater Sr., Mr. and Mrs. Charles Zemater Jr., and Jack Zemater, Charles Zemater Agency, and Roy Lisogar, ice show-sportsmen's show producer, Edmonton.

# '55 Dates Set After Hassle

REGINA, Sask., Nov. 6.-Moose Jaw Exhibition, which walked out of the Western Canada Class B Fair Circuit here Monday night Sun-Grossman Agency of Des two days prior to the opening of (1) over a hassle on 1955 dates, was back in the fold the following Presentations were heard and afternoon and as a result the loop height of the season. continues as a 14-date organization. so that by Monday afternoon the The circuit adjourned at noon bids, and within 10 minutes at the start of the afternoon session an agreement was reached whereby Moose Jaw will run three days.

Under the new set-up the B Class Circuit will open in Lethbridge, Alta., June 27-29. Weyburn, Sask., will take two days, July 1 and 2. instead of three as in the past, and The '55 unit will have a golden Moose Jaw's dates will be July

> Weyburn agreed to accept a mit the carnival to jump from Lethbridge. Weyburn is to get a minimum payment of \$1,000 or 20 per cent of its highest day's gross as repayment for the loss of a day. This money is to be paid by the carnival. A tentative schedule of dates for 1956 was put before the meeting. In 1956, it was agreed, Moose Jaw will have June 28-30 dates. Weyburn July 2-4, and Lethbridge would be the final

gary; Mr. and Mrs. Buck Steele, Estevan, July 7-9; Portage La Prairie, Man., July 11-13; Carman, Man., July 14-16; Yorkton, July 18-20; Melfort, July 21-23; Lloydminster, July 25-27; Vermillion, Alta., July 28-30; Vegreville, North Battleford, August 8-10, and Prince Albert, August 11-13.

## Fla. Fairman-Senator Asks Carnival Curbs

JACKSONVILLE, Fla., Nov. 6. -Harry Stratton, of Nassau County, new State Senator and president of the Florida State Fair Association, has suggested that Jacksonville and Duval County organize a fair group which could sponsor an annual agricultural exposition. He combined his idea with an attack on carnival operators who were not named, and convinced the local Chamber of Commerce to sponsor a bill which would severely restrict some carnival activities if it is passed.

Stratton told the Chamber's committee for agricultural development that it should sponsor legislation

"which would stop traveling carnivals from calling themselves 'fairs.' " The fairman's elevation to a legislative post indicated he will press for sharper statutory definition of what constitutes a fair in this State.

Operating under the guise of agricultural shows, he said, the carnivals he had in mind are injurious to "legitimate fairs."

The Senator said shows operating under the name of fairs are escaping payment of State carnival taxes by being sponsored by nonprofit groups such as veterans' organizations. He added that one show in particular "is depriving the State of \$40,000 in taxes" thru that method.

There are 32 fairs in Florida which are affiliated with the State association, it was brought out.

Stratton and Fletcher Morgan, of Duval County, also a new State Senator, made a joint appeal to the Chamber of Commerce. On their recommendation, the committee adopted a resolution calling lease on its pari-mutuel racing life for a bill which would define a fair and would allow fairs to be held only under jurisdiction of the Florida State Fair Association.

### Clearfield Fair Used Hamid Unit

NEW YORK, Nov. 6 .- A story in the October 23 edition of The Billboard listed the Clearfield, Pa., Fair among the dates played last ment of commercial tracks in season by Cooke & Rose talent. Lanesboro and Hancock, and the this county?" The vote was Ye The event played was the Clear- other would have permitted dog 24,965 to 20,473. field Sesquicentennial Celebration. racing in the county. A Hamid grandstand unit showed at the fair.

### SOUTHERN OUTLOOK

# Dixie Drought, Hazel Didn't Faze Patrons

record drought conditions encom- to the tune of at least \$25,000. passing virtually every area harboring a fair, and Hurricane Hazel which swept thru the land at the

The apprehension caused by a sun-baked land and dried-up crops never was fully justified as patron perilous times. Again, with imsupport remained staunch and spending continued on a high level. Continuing industrial growth in virtually all centers having fairs is perhaps the dollar-saving element. future. The multi-million dollar If these annuals can prosper in times of severe drought-and this was the second consecutive year of dryness for most of the area-then it is likely that their growth will continue under almost any condi-

While the lack of rain proved grandstand next year. worrisome to most events, the delgreat deal more loss of dollars to the events then heading into the last, and best, days of their runs. tion of faith in the future. With nary a paved midway in the entire area at the time of the storm the salvage of patronage was a tough problem.

With half a break, events like the Virginia State Fair, Richmond, had little trouble roaring along in record fashion. On the other hand

VANCOUVER, B. C., Nov. 6.-H. W. Mulholland was named a director of the Pacific National Exhibition Monday (1) to replace A. W. Gross, who did not seek re-election. Eight other directors elected for a two-year term on the Board of Control were M. L. Barr, J. C. Berry, W. J. Borrie, J. F. Brown, D. H. Collister, T. R. Fyfe, A. M. James and C. W. Leek.

Directors who have another year to serve are Mackenzie Bowell, J. Dunsmuir, F. H. Elphicke, G. Mort Ferguson, J. J. Grauer, C. W. entertainment issue, costs and kinds Jaggs, H. M. King, J. S. C. Moffitt of attractions will receive particuand George S. Powell.

PNE officials and Canucks' hockey club owner Coleman Hall will meet soon in an attempt to complete negotiations to build a \$3,000,000 sports arena at Exhibition Park.

PNE President J. S. C. Moffitt stated that the meeting, originally scheduled to be held last week, was postponed until after election of PNE officers. The delay had nothing to do with Vancouver Town to the plan, Moffitt said.

NEW YORK, Nov. 6.-Analysis | the Southeastern States Fair at Atof reports at the tail-end of the lanta was handicapped as it got off Southern fair season indicates that to a poor start when all games were the Dixie events fared well despite closed and the fun zone suffered

### Smaller Events Thrive

A kind of permanency appears to be building up among the smaller events which have prospered, or at least survived thru some rather provement in area conditions, extensive growth should be in order.

Building programs in the South are notable, reflecting faith in the expansion of the North Carolina State Fair, Raleigh, and the rebuilding of an entirely new plant at Winston-Salem, N. C., typify the enthusiasm for annuals in Dixie. The South Carolina State Fair, Columbia, for one, will have a new

The plowing back of earnings uge brought by Hazel caused a into permanent improvements is noticeable almost everywhere and this, of course, is the best indica-

# Oregon Execs Will Study Attraction

PORTLAND, Ore., Nov. 6.-Entertainment policies that pull the crowds necessary for the success of any fair will be high on the agenda at the annual convention of the Oregon Fairs' Association at the Multnomah Hotel here November 29-30, Herman H. Chindgren of Molalla, program committee chairman, announced.

This problem will be thoroly explored during open forums to be based on results of questionnaires sent out to association members in an effort to develop advance ideas for discussion. Attendance, revenue and premiums are other subjects to be dealt with. Or the lar attention from fair managers and amusement men.

Classification of fairs and coordination of fair dates are other issues on which the delegates will attempt to develop policy during the three-day convention.

Capt. Earl MacDonald, high diver, and his wife expect to be back in the States about November 8 after a 10-day engagement in Planning Commission's opposition the King's Stadium, Pembroke, Bermuda, for the Lions Club.

### Voters Okay Barrington **Mutuels Four More Years**

GREAT BARRINGTON, Mass., | new tracks in sermons last Sunday Nov. 6.—President Ed Carroll's Bar- (31), but the fair racing got as rington Fair got another four-year okay generally from the pulpits. at the polls last week. The race meet, which provides the fair with an important portion of its revenue, comes up on a referendum before Berkshire County voters every four years, and Carroll with aide Harry Storin had been stumping vigor- No, 30,677, to 15,756. ously in these parts for weeks.

Besides extending the fair racother measures involving racing. One would have allowed establish-

Berkshire County clergymen of racing went up before the vote all faiths attacked the proposed it was passed 25,668 to 14,772.

### Totals Given

These were the questions and the country-wide votes: "Shall th pari-mutuel system of betting of licensed horse races be permitte in this county?" The vote w

"Shall :he pari-mutuel system betting on licensed dog races l ing, the voters voted against two permitted in this county?" The vote was No. 32,208 to 11,809.

"Shall the pari-mutuel system . . . at county fairs be permitted

The last time Barrington Fair

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GIVE TO DAMON RUNYON CANCER FUND

#### Miami Slates Dance, Meet **Every Week**

MIAMI, Nov. 6.-First social event of the Miami Showmen's Association season will be its homecoming and get-together dance November 20, first of a series of every-Saturday dances. Alton Pierson, chairman of the entertainment committee, said a large New Year's Eve party has been planned for the clubhouse, with first-class food, music and entertainment.

Also set for this month will be the meeting of the nominating committee on November 15, according to Harry Schreiber, chairman.

Regular club meeting will be held every Monday starting next week (8), it has been announced.

Third vice-president Ross Manning arrived in town with the report that his show has raised more than \$3,000 for the club during the season. Clif Wilson, secretary, said a good jamboree was held at Dallas Fair, and business manager Harry Schreiber of the John Marks Shows has brought in three pages of Year Book advertising from the show to raise the Year Book total over \$3,000 with much more yet to come.

#### **Grain Belt Shapes** Up Route for 1955

FULLERTON, Neb., Nov. 6.-The '55 route for Grain Belt Shows is shaping up, according to Charles kota, Minneasota, Iowa and Ne-

around the middle of May and town. Rudisill said he planned to add

TROY, N. Y., Nov. 6.-Oscar

Work is already under way

fore the turn to railroading sent

it into the West and Deep South

in search for needed bigger dates.

Buck, 10 shows and the usual line-

up of concessions are planned. Perhaps three new, massive trailer fronts will be built here to house the principal back-end features.

The concession format will revert o the pattern in use prior to going

Frank Gaskins

oins H. P. Hill

in rails.

About 17 rides, all owned by

Buck Confirms

Return to Trucks

Rebuilding, Route Plans Reflect

Show Status Prior to Railroading

Buck this week confirmed his re- lot easier than the switch to rails.

turn to a truck operation next sea- The personnel who formed a solid

son after a two-year try at rail- nucleus for the truck operation will

roading. His future operation and be back, according to Buck. Book-

equipment will mirror the organi- ing activities are already well ad-

zation he had before switching to vanced, with Jim Quinn, general

FOR CLUBS

#### WOM Fund Hits \$4,500 At Jamboree

ANDERSON, S. C., Nov. 6.-A jamboree staged by the World of Mirth Shows at the South Carolina State Fair, Columbia, raised about \$4,500, a final accounting showed here this week.

Frank Bergen, general manager, said that the money would be donated in varying sums to the National Showmen's Association, New York, the Greater Tampa Showmen's Association and the Miami Showmen's Association.

Staged on the midway, the big affair included talent from Dixie Gordon's Club 18 and the George A. Hamid grandstand revue. Bernard (Bucky) Allen, concession manager, directed the fund-raising

#### Stroke Kills Dale Barron, Wild Life Op

MIAMI, Nov. 6.-Dale Barron, operator of the Wild Life Show on the James E. Strates Shows midway this season, died unexpectedly on the lot in Charleston, S. C., on Wednesday (3), and will be buried in the Miami Showmen's Rest at Southern Memorial Park Cemetery.

Barron, 37 and popular on the K. Rudisill, who returned here to winter quarters recently after a and collapsed while walking to the Charleston booking trip. He was accompanied cookhouse. Catholic services were on the jaunt by Louie Draheim. held yesterday at the Stuhr Funeral Home in Charleston, with those Cold, Damp present including his wife, who traveled with him, and a brother For Strates Show is scheduled to go out and sister, who arrived from out of

Other survivors include two more lighting, several kid rides children in school at Kissimmee, and some back-end units next year. Fla., the Barrons' home.

The return to trucks will be a

#### Jimmy Sullivan Returns To W. Canada B Circuit

Awarded '55 Contract at Regina; To Tour as 'World's Finest Shows'

REGINA, Sask., Nov. 6.-An old | his time to trying to reconcile dif- | Wilson Shows; Johnny Denton, Mr. standby around the Western Canadian B Class Fairs Circuit, J. P. (Jimmy) Sullivan, of Toronto, was awarded the contract for 1955 at a Western Canadian Fairs' Association semi-annual meeting in the Hotel Saskatchewan Tuesday (2).

CARNIVALS

At the same time Sullivan announced he was dropping the Wallace Bros.' Shows title and henceforth his organization would be known as the "World's Finest Shows.'

Delegates from the 14 fairs on the loop heard presentations from six carnivals during an eight-hour session Tuesday and deliberated for one hour and 35 minutes Tuesday evening before reaching a de-

Earlier, the organization had deliberated for some 30 hours before reaching a decision on a grandstand show.

Cites Many Bidders

"Never in many years have we had so many bidders for the circuit," commented S. L. Small, of Prince Albert, Sask., president of the W. C. F. A., in announcing the successful midway bidder. are now being recognized as a real fair circuit.'

Considerable post - conference comment was heard about the presentation of King Reid, of Manchester, Vt., who devoted most of

CHARLESTON, S. C., Nov. 6 .-Cold weather interspersed with drizzles have held down the James E. Strates Shows' business at the A. & I. Fair this week. Grosses were substantially behind those of last year for the same date.

The auto giveaway was held Thursday night (4) in the rain and drew about 2,500 people to the

Also on Thursday night was a National Showmen's Association jamboree which was attended by more than 300 show folks with Jack Norman acting as emsee in his Broadway Revue tent. Owner Strates pledged a toll of \$25 for every concession on the midway to begin the program. Final accounting will be made known soon.

(Continued on page 112) another.

concerned. Reid, somewhat of an also-ran, came to the convention unannounced, made a strong impression and gave every indication he would be a contender for the circuit at the next meeting.

The session here marked the first time the circuit had ever met in this city and the first time a midway contract had been awarded at a semi-annual meeting of the organization.

Loses Out in '54

Sullivan's shows played the l Circuit for seven years before signing a five-year contract which expired with the 1953 season. When bids for 1954 were heard in Winne bids for 1954 were heard in Winnepeg last January, Sullivan lost out to Johnny Denton's Gold Medal Shows, a first-time bidder.

were: E. J. Casey and Ivan Lambert, E. J. Casey Shows; Jack Wilson and Curtis L. Bockus, Cetlin &

#### Veterans United Changes Title to Carroll Greater

ANOKA, Minn., Nov. 6.-Veterans United Shows will change its array of acts. title for the '55 season, going out as Carroll's Greater Shows, Charles Carroll, owner-manager, an-

Carroll has purchased a fiveacre plot on Central Street, north of Minneapolis, where he will establish quarters. A six-room house and a large garage are already on the property. Plans are to build a quonset building to store trucks and equipment, with everya kid ride for next year.

ferences between the Moose Jaw and Mrs. Art Frazier, and Chuck Exhibition and the association in- Magid, Gold Medal Shows; Frank sofar as a dispute over dates was Rome, Model Shows, Toronto; J. P. Sullivan and Hank Blade, World's Finest Shows, and King Reid, King Reid Shows. E. W. (Slim) Wells represented the William T. Collins Shows, Minneapolis, but did not

### NSA Slates 2 **Banquets Plus**

NEW YORK, Nov. 6.-A special banquet meeting held Wednesday night (3) by the National Show-Midway bidders here this week men's Association brought out the information that details are all worked out for this month's two banquet affairs, and for other social events which are planned.

The annual banquet will again he held Thanksgiving Eve, November 24, in the main ballroom of the Hotel Astor, with tickets at \$11 apiece including tax and gratuity. The main dish will be roast beef and president emeritus George A. Hamid promised an entertaining

A joint testimonial dinner for outgoing president Joe McKee and immediate past president Phil Isser is set for Sunday evening, November 21 in the Park Sheraton Hotel's grand ballroom. Tickets will be \$7.50 apiece all-inclusive, and their will be a chicken dinner and entertainment.

Annual Awards Near

On Tuesday, the 23d of this month, the annual open house and thing scheduled to be completed award book prize activity will be by the end of next season. Carroll held, following memorial services said he plans to add one major and which are slated for 8 p.m. Also (Continued on page 113)

#### 13TH BEST FOR HIM

#### Ralph Meeker Attains Goal: Winning Show

The Eastern Carolina Agricul- owner of the Meeker Shows, has hair is meticulously combed. With tural Fair in Florence, played for achieved his long-wanted goal of his sport shirt open at the collar, rails except that nearly everything agent, and Roy Peugh, special out okay with the weather gen-only recently completed its 13th manner. But explaining his past erally favorable and more than season, the best in its history. season's activities seems somewhat Buck said he was willing to 35,000 school tickets distributed While lumber strikes plagued some of a chore. For this show owner building the new show at winter forego the glory of railroading, the around the area. There were auto of the other organizations in the is unnecessarily shy, his speech only advantage he encountered in giveaways on two nights, and a Northwest, Meeker, luckily, got slow and methodical. to 34 semi trailers and cover very his two years of experience. The Pepsi-Cola pony giveaway on into towns either before or after they hit.

TACOMA, Wash., Nov. 6.— Meeker, who is 40, looks about Ralph Meeker, youthful-looking half that age. His shiny black

Strong on Promotion

The success of the 1954 season is attributed to luck and promotion. Meeker quadrupled his advertising, using radio, newspapers and cards.
(Continued on page 112)



RALPH MEEKER Copyrighted material

#### AGENTS MOVING EARLY

#### Fast Eastern Booking Action To Result From Buck Switch

NEW YORK, Nov. 6.-Show op- was under way, they loaded up nary dividing line in a turn to the get around to catching their breath bids right away. at the end of the season before launching into an all-out effort to improve their routes for 1955. They didn't even get around to the end of the season, as a matter of fact, before the agents were hustled off and the owners themselves got into the pen-and-dotted-

to Caskins was connected with Assured of the availability of key tory fair route it is unlikely that any

Shows as a railroad organization meant one less big league operation fighting or available for Eastern dates. While Buck, when he returns to trucks, undoubtedly spots, at times even while the event Western show will jump the imagi-

erators and general agents didn't on ammunition and got in their East, especially in view of the solid entrenchment of the World of Mirth, James E. Strates and Cetlin & Wilson railroaders.

East Top-Heavy

The only likely railroader to eve the territory would be the Levys' Metropolitan Shows which were

It is possible, too, that since (Continued on page 113)

is signed as general agent of Hill's reater Shows, it was announced. askins recently closed his 37th ar in the business, having spent line act. e season with John R. Ward's e Hill organization.

HARLINGEN, Tex., Nov. 6.-

rank Gaskins, veteran show agent,

The end of the O. C. Buck

will return to some fairs played spawned in the area but last year this year and last, the chances are turned to the West and middle that some other dates on his route South entirely, to piece together Rumored changes in pivotal will be available. Since Buck quit a route when the East became topin American Shows. Some years dates sparked their interest initially. the rails because of an unsatisfac- heavy with rail organizations.

#### Ralph Meeker Attains Goal Vivona Gross

Continued from page 111

His luck came when he seemed | work stoppages. Also a contribut- is the management. Meeker atyears standing. Meeker has played tion's secretary-treasurer. the Central Washington Fair in Yakima, where he winters, each year since this exposition resumed following World War II.

It closed at the Central Washington Fair on September 26. The tour, took it thru Washington, Idaho, Oregon, and Montana, where it skirted lumber industry shut-downs in nearly every State.

#### Fairs Make Up Early Loss for Midway of Mirth

JONESBORO, Ark., Nov. 6.-Midway of Mirth Shows, now in quarters here, racked up good winnings at fairs and celebrations this year, following a bad run of business the early part of the sea-

Most of the org's personnel have scattered. Destinations included: Ed and Margaret Butters, Blytheville, Ark.; Set Joint Rose, Texas; Charlie and Ann Kahle, Kansas City, Mo.; Mr. and Mrs. Ed Malbin, Hot Springs; Mr. and Mrs. George Tribble, East St. Louis, Ill.; Frank Lanes, Mississippi; Elden Legan, Florida; Alabama Woodson, Pennsylvania.

and Mrs. Tony Cavallero, Billie Goodrich, Dad Gerrity, Roy Spears, Lee Day, Blackie Klothe, Alabama Gelley and Eddie Korhn. Frank Levelle is in charge of the winter base. Dad Gerrity is operating a cafe. Helen and Joe Wherry are in Memphis and Tommie Davis left to enter a Temple, Tex., hos-

Paul Jerome, en route to the Orrin Davenport dates, stopped Jack LaPearl, who is clowning at the Brown department store there. . . The John Ruffs have returned from a trip thru the East and Can-C. E. Duble at Jeffersonville, Ind. papers in late August.

Another point helping to put the to avoid the areas affected by the sum total into the black operation ing factor was that of the show's tends strictly to business, doubling age, for included in the seven fairs as the manager and general agent. and four celebrations played dur- His wife, Jo, whom he married in ing the 20 weeks out, a majority 1937, keeps the books, runs the were repeats, some of several office and serves as the organiza-

Meeker has been around shows nearly all of his life. His father was a painter on the Levitt, Brown & Huggins Snow years ago. When This organization of seven major Ralph was only 11, he was troupand seven kiddie rides and five ing. And to make the show tie shows opened last May near here more binding, Meeker's sister marat the McCord Air (Force) Fair. ried Bill Evans, who was then with LB&H. In 1927 he framed the W. B. Evans Combined Shows. Meeker joined him for a short time.

Was With Conklins

The next year Harry Myers and Meeker took over a freak animal show and were for a time with the Bernardi show, ending the season in Texas with J. George oos. The partnership was dissolved and Meeker operated hamburger stands on the Conklin Shows from 1929 thru 1931. But he returned to Levitt, Brown & Huggins, where he stayed until 1933. That year prohibition was repealed and he opened beer parlors in this city.

His activities during the next couple of years included that of cookhouse operator on the American United Shows, and with Charlie Ziegler.

In 1942 Meeker met Fern Huggins, who had the equipment of the Model Shows to sell. This included a Merry-Go-Round, Ferris Wheel, Lindy Loop, Funhouse, and hot wagon. A deal was made for payments and over a period of time. Meeker purchased the units, meanwhile using them. After he had the show on the road two late seasons in many years, due in Remaining in quarters are Mr. years, the late George French part to the addition of several fairs joined as general agent.

Meeker strives hard to please the board of the Central Washington Fair for he has held this contract longer than any other. And this year the fair's dates became more important to the Meekers for their daughter, Sheila, observed her 16th birthday during the run. They also have a son, Paul, 12.

Last April the Yakima newspaper printed a picture of Meeker and J. Hugh King, the CWF manager, signing a contract for the over in Oklahoma City to visit with show to be again featured on the midway, where Meeker has a permanently installed Pretzel ride. What was unusual about the photo was there was no existing contract. ada and are back at their Pine This did not worry the show owner. River, Minn., lodge. He formerly With the fair's dates September was with circus bands. They visited 22-26, Meeker got the signed

#### Off, Gate Up At Carthage

GEORGETOWN, S. C., Nov. 6. –Altho attendance at last week's Moore County Fair in Carthage was higher than in 1953 there was a noticeable drop in spending. A beauty contest drew good crowds, while the white matinee on Wednesday and colored matinee on Friday also drew okay but not as well as the contest.

Saturday (30) attendance was good but spending was again under last year's. John and Morris Vivona bought a new pick-up truck and took on Bull Smith as night watchman and general assistant, for the rest of the season and for 1955.

· Continued from page 104 -

and is personally known to many

show people. With Sen. Olin D.

Johnston of South Carolina, who

JENNINGS, La., Nov. 6.-Buff

Hottle Shows have had one of best

to the fall trek, Owner Hottle, an-

Org has played Franklinton and

Donaldsonville, La., for many years

but this season the addition of

Lawrenceburg, Tenn.; Florence,

Ala., and West Monroe, Lo., helped

The Hottle two-unit operation

this season used a total of 26 rides.

The back end was one of the

strongest in the history of the show.

United included Bill Chalkias' Side

Show, Curly McGurdi with two

shows; Harry Fee's monkeys, two

girl shows and an office owned

Motordrome. All units are sched-

uled to return for the '55 season.

be added to the No. 1 unit next

year and two major rides to the

No. 2 show.

Hottle said a major ride would

Billboard

Late Fairs

Produce \$\$

For Hottle

nounced here this week.

in the gross department.

#### **Buck Returning to Trucks**

Continued from page 111

lack of flexibility of movement | ing the jump by train, the show factors in his deciding to give up railroading, he said.

Experienced in both types of operation, Buck is now convinced that there are no particular advantages in moving equipment by rail over trucks. By way of example, he said a ride requiring three to four show wagons could easily be loaded in two semis.

#### Rails Restrictive

Working hours were lost because of the lack of flexibility in moving on rails. On trucks it was always posible to jump from the fair at Gouverneur to the event The show next plays Charleston at Elmira, N. Y., and make a Sunwhere it will hold a jamboree for day opening with sufficient equipthe Miami Showmen's Association. ment to pile up a good gross. Mak-

missions tax which was sliced this

year, that might affect the industry.

In Great Barrington, Mass., Ed-

dum which again gave approval to

The retention of Senator Salton-

sall and Governor Herter, Republi-

and outspoken Democrats who are

leaders in the Bay State's outdoor

industry. Still some shore areas are

benefitting under Herter's multi-

million-dollar beach restoration

beach operations will be taken over

Few New Faces After Election

became U. S. senator by virture of was not up for re-election, people

having won the Democratic nom- in outdoor show business are as-

ination. The former governor and sured of a knowledgeable and un-

commissioner of agriculture has derstanding approach to any fed-

long been a strong advocate of fairs eral legislation, such as the ad-

and the time needed to build up a was delayed in its arrival until satisfactory route were principal early Monday morning and so lost not only the Sunday play but much of second day. Even in the South, Buck said, one-line moves of 150 miles had the show arriving in the middle of the night.

If the move had been made some 10 years ago when railroading and help were cheaper, there would have been a chance to put together a satisfactory route. No railroader, in his opinion, can cut it today on still dates and without the right fairs to follow up there is a slim chance of coming out.

Closing at the Union (S. C.) Fair a couple of weeks ago Buck turned the train over to its owner and his partner in the venture, James E. Strates, and the cars were moved into Strates' permanent winter quarters in Orlando, Fla. Considerable equipment owned by Buck was stored at Union and is now being shuttled to quarters

#### Early Route Plans

Buck decided to return to his old winter quarters here rather than build a show in the South. Building in the South would necessitate making spring dates below the Mason-Dixon line and, while a foray may be made into ward Carroll's Great Barrington the South for late fairs, early dates Fair fared well in a special referen- in the area are definitely out.

The advantage in rebuilding a the staging of pari-mutuel running show practically from scratch will races at that fair each fall. The result in a completely attractive threat of area competition was also outfit, Buck said. Since he is alone nullified at the same time, thus in this venture he will be able to strengthening the outlook for the progress as rapidly as possible.

One of the most successful truck show operators prior to going on rails, Buck said he hoped to have cans, in Massachusetts, was a dis- his operation back where it was in appointment to the several staunch the course of a season.

#### Freezer Tips

• Continued from page 106

plan. While vast improvements are then removed to be hardened in

under way and planned, Herter and a hardening room. his representatives have empha-He pointed out that in the case

sized that none of the usual com- of soft ice cream, the mix has to mercial operations identified with be brought down to 18 or 20 degrees with only a small amount of by the State, except for bathing overrun, and held in the freezing cylinder at that temperature until served to the customer.

Because of these unusual requirements, it is extremely important to have a dasher that is functioning correctly in a soft ice cream machine, with a blade that is sharp and makes full-length contact on the freezing cylinder, Abshire advised.

Also consideration should be giv-Jeff Pack and family are playing en the type of mix used and the a finished product of satisfactory consistency, and another, with different sweetening agent, might require a temperature of 19 de-

port, Pete and Norma Cristiani and daily cleaning is a requirement if Harry Hammond, all of Wallace the machine is to operate correctly Bros. . . . At Corsicana, King Bros. and efficiently. If not regularly visitors included Bill Moore, of the cleaned, residue of the mix wil Beatty show; Phil Isley, of Dallas; harden and dry up and may cause Mary Knowlton, of "The King and some of the mechanical parts of

Copyrighted maleria

#### World of Pleasure

facilities.

MOUNT CLEMENS, Mich. Nov. 6.—Quarters have been closed after completion of painting and repairing. All ride engines have been overhauled. Two light plants have been purchased for mounting on individual trailers.

fairs en route to their home in type of sweetener used in setting Florida. Bill Abraham reported purthe refrigeration for doing the chase of a home in Tampa. John Viznis and family, popcorn concestype of mix might require a tem-Viznis and family, popcorn conces-sionaires, are settled in their Detroit perature of 21 degrees to produce apartment after a trip thru the East.—C. O. STEWART.

Visiting King Bros. Circus at grees to do the same job. Temple, Tex., were B. C. Daven- Abshire cautioned that proper I," and Morton Smith and the the mix feeding mechanism or of Vernon McReavys, of the Ward- the dasher or of the cream seal to Bell Circus.

Title of Show\_

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Owner	
Manager	
Winter Quarters Address	
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Office Address	
resultings, propagations	

#### MIDWAY CONFAB

concessionaire, is in critical condi-same night, and a birthday affair automobile accident. He sustained brated their anniversary November in the crash and then was stricken and attended also by Karen Vivona, with a heart attack. Zschille, who Mom Vivona, Angie Vivona, Josie makes his home in Jackson, Mo., was on a tour visiting show friends Detwiler, Bobbie Linnebarrier, when the accident occurred.

George Storti has his scales and sound car with Eddie Young's Ster- Pauline Ryan, Mary Cash, Viola ling Crown Shows in the Southeast. Reports business for him is off about 50 per cent. . . . Blackie Martin and his wife, Peggy, recently visited Dick Wilcox before heading for their new Miami home. . . . Sam Edstein is working at the Hollywood Beach Hotel as a printer. . . Frenchy LaCroix, of Cetlin & Wilson Shows, is parking cars in Miami.

Bobby Kork is resting at Trenton, N. J., following injuries suffered in a blow-down at the Mineola Fair. Plans to be back with fair season, concessionaire James George Vogstadt's Side Show next | McKenzie has returned to his home

Showers, anniversaries and birthdays have resulted in a rash of partying on Vivona Bros.' Shows in recent weeks. A stork shower was given Marie Vivona October 28, a 25th anniversary wing-ding

#### Agents Moving

• Continued from page 111

Strates owns the rail equipment used by Buck that he might send out a second unit or sell or lease to other parties. The former is unlikely; the latter a possibility. King Reid and the Vivona Bros. have both expressed interest in the train Whale, Hodge's hand cars, Miniabut Strates says money talks and he hasn't seen any. But, he adds, a route is the solution. Let someone put together a route promising husband is recuperating from a communication and the second se enough for a railroader and the serious illness at their home in chances are there wouldn't be any Jackson, Tenn. . . . Joe (The big headaches in putting together Grinder) Phillips reports that he a new show using the Strates- was at Anderson, S. C., for a twoowned equipment.

ganizations remains as is then the the Tee Vanera award for his latest chances are there will be any num- mystery titled, "The Hidden Hamber of sizable truck organizations mers." After the award presentation kicking around in high cotton. As a party was held in the banquet they add dates to strengthen their room of the Plaza Hotel there. routes the ones they give up will Those who were invited included become new battle objectives for Harry Feinberg, Joe Belenger and others. This could add up to one Scully DeLuccia. Next stop for of the most exciting booking sea-

sons in many years.

ably be the scene of the most Club. . . . Harvey D. Drew, brother scuffling but in the North, where of show-owner James H. Drew, Buck will again be carving out practically a full route for his new truck show, there will also be broker, recently. The site is to be pienty of action. Let the first fair used for auto and trailer sales, acgive the nod to a new show and the cording to Harris. old chain reaction sets in, with a half-dozen or more units likely to be affected all the way down the recovered from his recent illness,

of the territory by Buck when he trip to Mobile, Ala., and while took to the rails cut out a big there called on Walter B. Fox at chunk of the competition faced by such units as the I. T. Shows and Coleman Bros. The awareness is there on the part of every show holding even one vulnerable date, and any post-season relaxing time counted on mid-way in this year's mer cookhouse manager for Cavaloperations probably has been halved, or eliminated altogether until the battle lines are defined.

#### **NSA Slates 2**

Continued from page 111

discussed at the meeting was the

New Year's Eve party.

First Vice-President John S. Weisman presided over the board of governors meeting, and McKee the regular assembly. Club Physician Dr. Jacob Cohen was well received on his first visit to the cl:brooms this season.

Executive Secretary Ethel Weinberg issued an urgent call for members to send in their award books Logsdon in Louisville. and banquet reservations as soon as possible, and said the club will past years.

Fred Zschille, prominent, retired for Moe and Angie Vivona the tion in Onslow County Hospital, for Morris Vivona on the 30th. Jacksonville, N. C., following an Peggy and Harry E. Wilson celefractures of the left knee, left el-14. The stork shower was handled bow, wrists and two broken ribs by Rosita Dell and Dolly Vivona Bartlotta, Effie Thompson, Ann Dottie Linebarrier, Mrs. Richardson, Helen Schmid; Mary, Lynn and Claudia Crawn; Betty Hendrix, Kujwa, Minnie McKinley Betty Cucco, Margaret Pinelli, Monica Baress, Chris Ferrone, Betty Honeycutt and Peggy Wilson.

> Mrs. Flonnie Ayers, Mrs. Hazel Rocco Spurlock and Mrs. Cecil Speers have returned to their homes after closing at Louisiana State Fair, Shreveport, with Mrs. Marie Simpson's palmistry. Mrs. Ayers returned to Mobile, Ala.; Mrs. Spurlock to Augusta, Ga.; Mrs. Speers, Miami, and Mrs. Simpson, Birmingham. . . . After closing his in Mobile, Ala. Associated with McKenzie were Mrs. Grace Samples, Marie Wilson, Robert Brown, Bill Shirley and Al Steadman.

New members received into the National Showmen's Association at its special banquet meeting on November 3 included Herman Jacobson, proposed by Max Tubis, and Julius Wassel, William Kourmpates and Lawrence M. Stone, sponsored by Sam Peterson.

Ray and Vera Hill are in their fourth year with their rides at Mission Valley Trailer Park, San Diego, Calif. Their line-up includes a 40-foot Parker Merry-Go-Round, Eyerly Midge-o-Racer, Bulgy the ture Train and Airplane.

Mrs. Allen Brewer cards that her day campaign with Muttal the If the structure of railroad or- Mystic recently. Muttal received Phillips and Muttal is Tampa, and the Showman's Club of that city, The South, as usual, will prob- followed by the Miami Showmen's purchased land in Avon Park, Fla., from K. F. Harris, real estate

Frank W. Peppers, practically cards from Florala, Ala., that he The enforced by-passing of much | recently made a hurried business the latter's apartment. Other recent visitors to the Fox apartment include Charles H. King, Mobile theater manager; S. A. Ratliff, local billposter; Charles Crichton, retired showman, and Johnny Adams, forcade of Amusements.

> Georgie Spears Jr., who was seriously injured when Hurricane Hazel struck the Mineola (N. Y.) Fair recently, is recuperating at the YMCA, Reading, Pa. Spears says that he will resume teaching acrobatics in several weeks. . . . Bill Meyers and wife, Thora, who had the photo concession on Mosher Amusements this year, report a successful season. They'll be back with the show next year.

Jackie Stevens, for 20 years on the payroll of Ray Marsh Brydon, just finished the season with Hodges Side Show and is spending the winter at the home of Billy

With Blue Valley Shows now in be happy to assist out-of-towners winter quarters at Rector, Ark., in making room reservations and co-owners Conwell and Copeland other arrangements for them, as in are laying plans for an early vacation trek to Sarasota, Fla.

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THE BILLBOARD

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1947 Dodge, good motor & rubber 350.00
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SHRUNKEN HEAD BUSINESS

Hundreds on hand at big discount. Will teach you how to make them. Enormous profit. Am old and quitting business.

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12 unit, mounted in 26 ft, Lapeer Trailer, \$2,000. Tractor optional at extra cost. Booked for 1955 season with show touring New England. Will finance to right party. Profitable business but varying interests demand sale.

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Searchlights and Generators, brand new, never used. Stored inside. Both Sperry and G. E. with canvas cover. \$700. Also complete new burner heads and automatic carbon feed control box in sets, \$100. J. PILE, 2329 Central Street, Evanston, III. Phone: University 4-5866 or Mulberry

#### AT LIBERTY

Mule Train-Ten donkeys and saddles from Old Mexico. Ride children. For Sale — Prairie Schooner or Covered Wagon, pulled by beautiful yoke of oxen. Yoke and chain. Frontier Days,

Seaman's Mule Trains General Delivery, Shreveport, La.

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Open all year round

Want Freaks and Novelty Acts. State salary and all particulars in first letter.

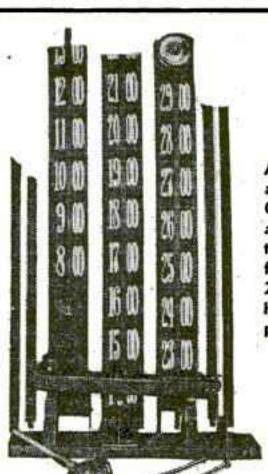
Wants. Girls for all winter's work in night clubs. Must be young and attractive. I furnish wardrobe and transportation. Salary \$75 per week.

Wire me or write General Delivery, Tampa, Fla.

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Tilt-a-Whirl, good running condition, loaded on two semi trailers, ready to go. \$4,000.00 cash. Also Transformer, 100 kw., mounted on International truck, about 1,000 feet 00 cable, junction boxes, etc., \$1,000.00. Answer to

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Can place Jig Show with own equipment, any Clean Exhibit. Legitimate Game Concessions, Will give Ex on large Grocery stand.

No gate, no grift. Ten good nights and three well promoted matinees. \$30,000 in Polio Policies awarded Thanksgiving Matinee. Every school child has entry blank, attendance should be terrific.

MAC MARCKRES, Florida Bazaar Supply Telephone any evening between 5-8 No. 8456, on wires mention tel. No. WEST PALM BEACH, FLA.

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Last Call for Jacksonville, Fla., Colored Fair, Opening Nov. 18 thru 28. Ten Big Days Including Sunday. Last Big Chance for Your Winter Bankroll. CONCESSIONS-Eating and Drinking Stands, Hanky Panks of all kinds, Apples, Floss, Popcorn, Diggers, French Fries, Photos, Palmistry, Glass Pitch, Shooting Gallery, Jewelry and Water Games. Sell exclusive on Custard, Novelties and Monogram Hats. SHOWS—Organized Minstrel Show, Colored Girl Show, Big Snake, Wildlife and

Drome. Any Shows not conflicting. RIDES—Octopus, Tilt, Rock-o-Plane, Roll-o-Plane, Caterpillar and Kiddy Rides. All phone calls to MARK (CURLEY) CRAHAM, Mayflower Hotel, Jacksonville, Fla. All wires to BILL PAGE, Warsaw, N. C.

#### CONEY ISLAND PARK

Those sending deposit will be given preference.

HAVANA, CUBA LAST CALL

Want Monkey Speedway or any sensational Show. Transportation paid over and back plus weekly guarantee.

Want to book, buy or lease 120 to 200 Kw. Light Plant, mounted on trailer, with junction boxes and wire. Money guaranteed weekly and transportation furnished round trip. BOX 1123 PHONE 9-3194 SOUTH MIAMI, FLA.

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WANT FOR BLACKSHEAR, GA., WEEK NOV. 15

SHOWS and CONCESSIONS OF ALL KINDS (no grift) THAT WORK FOR STOCK. Those joining now get preference at my Florida dates. Peggy Ewell's Snake Show, contact.

SPITFIRE FOR SALE

Can be seen at Blackshear. Mechanically perfect but seats need a little work, also trailer built to carry same. Write or wire after Wednesday to Western Union, Blackshear, Ca.

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Now Playing the Best of the Sugar Cane Till Christmas

Can place few more nonconflicting Concessions. Can place Grind Show of merit and Sit-Down Grab. Rackets and gypsies, save your time.

BILL DILLARD

Cecelia, Louisiana, this week; then as per route.

#### National Showmen's Association 317 W. 56th St., New York

Ladies Auxiliary

President McKee presided at the October 27 meeting. Margaret Lux, gold card holder, reported that she sold her home in Miami and plans on visiting California before settling down in New York.

Blanche Henderson wrote that she is sending in a knitted stole to raise money for club funds, in memory of her mother. Lillian Wallenstein remains in the hospital. Mary Peudrake is the mother of a son. Elinore Renaldi is a grandmother. Mrs. Hamid and Dolly left for Maine.

Rose Lee Wassil, Elizabeth Mur- on his program of October 28. phy, Virginia Gallagher, Elizabeth Denton, Bernice Emerson, Betty and Edna Hacker with Mrs. Hacker Jones, Susan Mayo Klein, Ann handling the auction. Dermoga, Nellie Galamb, Vera Hauck, Nora Rheinhart, Nettie L. other Monday this winter. On the Bradford, Betty Heiman, Shirley alternate Mondays a social event Fowler, Pearl Halliday, Gertrude will take place. Pearl Vaught re-O'Neill, Barbara Ann Snow, Ca- ports good receipts for the heart melie Hamilton, Bernice Driven fund. and Russell R. Shinert.

The club would like to know the addresses of the following so that mail may be forwarded to them: Evelyn Buck, Virginia Guernsey, Mary Hymes, Dorothy M. Johnson, Gloria C. Jones, Vi Lawrence, Laura Leflett, Rachel G. Lilly, Barbara Moody, Anna Lee Wilkens and Helen Goodwalt.

#### Lone Star Show Women's Club 3105 Forest Avenue, Dallas, Tex.

DALLAS, Nov. 6. - The club opened the fall season with a packed clubhouse. President Edna Hacker was in the chair for the kick-off meeting despite her recent illness. Reports were made by Secretary Grace Tinder and Treasurer Pearl Vaught. Jule Connor delivered the invocation and Jule Conner kept order.

Full report on the successful benefit held at the Dallas fair October 20 was given. Proceeds were split between this club and the Auxiliary of the Miami organization. William B. Moore took the \$100 defense bond.

Sick list included Ccrine Green and Martha Moss. Fred Tennant was ill and his wife, Allie, was laid up with a sprained ankle. Mabel Weshman, Bette Harris and Madeline Chambers all reported slightly under the weather. Barbara Woody





THANK YOU JAMES C. GOFF Novelty Concessionaire-Ride Owner, Erie, Pa., tractor purchase. "Save Money With Johnny"

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#### CLUB ACTIVITIES

ing injuries in an auto crash.

Renne Gordon, who was back after a lengthy illness, presented the club with a tea cart and used it to serve coffee to the guests. Back after absences were Ann Doolan, Sally Murphy and Annabelle Patchett. New members are John Poole, Lara Manos, Louise Robertson, Mr. and Mrs. William Sanders, Mr. and and Jean Adair.

The Halloween box supper, held Geraldine, niece of Hilda Ber- Monday (1) was a big success with

Marie Obluck took top honors Going, Eileen Colby, Maude Marie in ducking for apples with Mildred Weaver, Kathryn Guay, Audrey Taylor qualifying for the booby Denike, Gladys Klein, Eleanor prize. Hostesses were Corine Greer

Meetings will be held every

#### Regular Associated Troupers 3115 West Adams Blvd.

LOS ANGELES, Nov. 6.-As members come in from the road, activities are being resumed. First event of the fall was a Thursday (28) party supervised by Tillie Pal-

Los Angeles

matier. Altho in a wheel chair, she made trips to the Pomona and Fresno fairs to sell tickets for the event. Also on the committee were tee, reported plans for the bazaar Helen Smith, Lilabell Williams, are progressing. Carmelita Horan, Ann Stewart, Jennie Riegel, Myrtle Hutt, Emiley Bailey, Zoe Wick, Martha Kenyon, Rose Fitzgerald and Lucille Dolman.

Mora Bagby won one of the door prizes, a luncheon set donated by the chairman. Larry Nathan took the other, an apron. Over \$100 was realized on the event.

The nominating committee, headed by Lucille King, met and submitted nominees for '55. Election will be held December 9. The home-coming and bazaar will be held November 26, with Emily Bailey in charge of dinner and Jennie Riegel supervising the en-

Active in recent doings were Lucille Dolman, Eve and A. J. Scott, Nell Robideaux, Tom Condron, Jennie Riegel, Jimmy Dunn, Pete Steinkellner, Ann and Alex Stewart, Fred Smith, Frank Babcock, Sam Brown, Emily Bailey, Nancy Meyer, Mary Dewey and Zoe Wick.

#### Showmen's League of America

54 West Randolph Street, Chicago

CHICAGO, Nov. 6.-Vice-President Ned Torti was in the chair at the Thursday (4) meeting. Also at the table were Maurice Ohren, vice-president; William Carsky, treasurer; Walter F. Driver, treasurer emeritus; Joe Streibich, secretary, and Jack Duffield.

Membership was saddened by the death of Arch Brumley. Welfare committee reported Mel Harris in serious condition and Lou Keller confined at his home. Charles Watson in Alexian Bros. Hospital here and William O. Perrott in Kennedy Hospital, Memphis. Lou Torti back home from Rochester, Minn. Louis Drillick is at home; Charles Magid getting along okay and Pay De Carlo re-

covering from minor surgery. New additions to the membership are Buddy Cooper Wilkinson and Isadore S. Bernstein. Peter Andrews attended his first meeting. Ray Oakes in from Tampa. and her guests, Mrs. Al G. Barnes Members back after absences in- and Miss Graham and the daughter Bob Conner, State Sanitarium, cluded George B. Flint, Sam and daughter-in-law of Ethel Mount Vernon, Ill.; Sam Prell, Beyers, Morris L. Goodman, Jess Smith, were introduced. Mail read Frederick (Md.) General Hospital; Jordan, Jack Duffield, Bert Cima, from Betty McCarthy, Jennie Raw- Ed Yeastedt, Veterans Hospital,

up and around again after suffer- | Arthur Morse and Bernie Mendel- | Eastman and Bobby Douglas. Emi-

Bernie Mendelson was named SLA representative at the National Showmen's Association banquet in New York on November 24. Bill Carsky and Maurice Ohren, cochairmen for the President's Party, will be assisted by Jimmy Stanton, Norman Schlossburg, Sam J. Levy Sr., Sam J. Levy Jr., Paul Mrs. F. C. Hill, Mr. and Mrs. Ben Marr, Harry Greben, Arnold Maley, Stewart, Mr. and Mrs. Jack Shore | George W. Johnson, Chick Schloss, Frank W. Bering and Hy Neitlich.

Named to serve with Chairman Bernie Mendelson on the Memorial gen, owner of the World of Mirth the big turnout due in part to a Services committee were Al Swee-Shows, bought in 25 of the follow- television plug. Kathy Kearns sent ney, Hadji Delgarian, Tom Sharing new members, assuring her of info on the doings to the Steve key, James Campbell, Hy Neitlich, a gold card: Muriel Paulson, Allen network show and the video Gerald O. Grossaint, Isaac Malitz, Clarice Schliefer, Helen Otter, performer read the announcement Ed Sopenar, Chick Schloss, Jimmy Stanton and Elmer Byrnes.

> Letters received from Douglas K. Baldwin, J. C. Thomas, Morris A. Haft, William Carsky, Noble Case, Neil Webb, K. H. Garman, V. Ben Williams, Dave Picard and Nat Green.

> > Ladies' Auxiliary

Mrs. Lucille Hirsch presided over the regular Thursday night meeting in the Hotel Sherman. Also on the platform were Mrs. Viola Moore, first vice-president; Mrs. Carmelita Horan, third vicepresident; Evelyn Hock, treasurer, and Mrs. Robert H. Miller, secretary. Invocation was delivered by Mrs. William A. Carsky, chaplain pro tem, and a moment of silent prayer was held for the late Clara Gross, mother of Margaret Filo-

New members are Dorothy Clouse, Frances M. Shean, Joyce E. Rector, Cerry Burke and Betty J. Hutcheson. Viola Moore, chairman of the ways and means commitchairman of the award books for the Cancer Fund, announced a good showing was made.

Nominating committee was appointed, including Margaret Hock, Mrs. L. M. Brumleve, Mrs. Henry T. Belden, Mrs. Ralph W. Glick, Mrs. William Carsky and Mrs. Frieda Rosen.

A luncheon cloth and napkins, donated by Viola Moore, was won by Elsie Miller.

Club will hold open house November 27-December 1 in the Hotel Sherman.

#### Pacific Coast Showmen's Association 1235 South Hope Street

LOS ANGELES, Nov. 6. -Eighty-seven-year-old John Backman, well known as a glass blower, was honored by the Pacific Coast Showmen's Association Vera Downie, Florence Lusby, at its regular Monday night (1) meeting here. On the rostrum for the occasion were President Hunter Farmer; past Presidents Harry Seber and Jerry Mackey; Joe Mead, secretary, and the honored guest.

President Farmer announced that Chuck Gammon had been appointed to represent the club at the annual National Showmen's Association banquet and ball in New

B. L. Graham was voted into the membership.

The chair called upon Al Cohn, just back from the Dallas fair: Mackey, Seber, Arthur Hockwald Sam Steffin, just returned from Japan; Dick Manley, Abe Grant, Harry Seltzer and Frank Nelson from Oregon.

John Backman gave a brief talk on the "old days." He still works fairs with his glass blowing exhibit.

Eddie Harris, manager of West Coast Exposition Shows, got the door award.

Ladies' Auxiliary

President Peggy Steinberg was in the chair at the regular Monday meeting assisted by Vice-Presidents Maybelle Hendrickson and Nancy Meyers; Secretary Madison

Hopes and Treasurer Ruth Woods. A new member, Mrs. Etta Lasky Andy Kasin, C. A. Sonnenberg, lings, Margaret Farmer, Dorothy Coral Gables, Fla.

ly Bailey, chairman of the sick committee, reported members ailing included Estell Hanscomb, Gertrude (Matthews) Bell, Minnie Ford, June Armbrecht, Estell Wampler, Elsie Sheldon and Donna Day. Claudette Estfan is at home after a siege in the hospital.

Birthday congratulations were extended Grace Merkel and Nina Rogers Levine. Bank night awards went to past presidents Grace Merkel and Lucille Dolman. Door prizes, donated by Lucille Dolman, Julie Smith, President Steinberg and Sally Flint, went to Sally Flint, Maree Rhodes, Betty G Coe and Mary Taylor. A surprise package, sent in by Margaret Farmer, was won by Nancy Mayers. President Steinberg brought in a number of bazaar books, and names for the napkin project.

A delegation from the men's club visited to announce the homecoming party November 22 and the annual banquet and ball December Speakers included President Coe, Eddie Brown and Sam Dol-

Plans were discussed for a party to which the men's club will be invited with proceeds to go to the City of Hope Fund. A total of \$40 was donated for the Madge Buckley Fund. Bazaar donations received from Lucille Dolman, Ester Carley, Dorothy Eastman, Martha Reilley and Dorothy Enfield.

Board members were urged to attend a nomination meeting November 15.

Miami Showmen's Association 1799 N.W. 28th Street, Miami

MIAMI, Nov. 6.-Word was received of the death of Dale Barron, well-known showman who passed Ethyl Lovejoy. away on the James E. Strates High point of the evening was Shows midway in Charleston, S. C., on Wednesday (3). He is the 27th death in the club this year.

Memorial services will be held on Sunday, December 19, in the clubhouse after which a trip to the Miami Showmen's Rest will be held with further dedication rites by a minister, priest and a rabbi.

There are now 281 names on the building. Nineteen more names are needed before the plaque is to be should send \$100 to the club office.

Recent arrivals at the club included Al Beck, William F. Taylor, Sam (Duke) Dougherty, John Keeler, Joe Moore, Alfred Trudeau, Robert Lilliston, Charles Wright, Wright, George W. Gordon, James Weinkle, Sudney Daniels, Louis A. Rice, John Shurber, Jack Ressell, Henry (Snoozy) Goldberg, Ralph Senn, Frank Marosa, Newell C. Taylor, Clif Wilson, Harry (Buster) Westbrook, Ben (Strings) Cohn, Alfred Fink and Harry Schreiber.

Mail has been received from Frank C. Pope, Bob Lomar, Thomas Keefe, Jimmy Vair, Robert Gloth, Max Gloth, Edwin Schaffer, Harry Sussman, Ira Wonder, Max Zand, Aaron Weinkle, Cecil Frazier, Dr. Leonard Finn, Ed Perls, David Lithgow, Hal Pelton, Murray Goldberg, Cook Bros., Joie Chitwood, Irving Sherman, Fred Silber, Selmar Manufacturing Company, Samuel Bert, Samuel Harris, Nat Gazbein, Mark Williams, Benjamin Stone, J. P. Sullivan, Harry Marchione, John L. Downing, James Conners, Mickey Mansion, Fred Wright, George Winters, J. R. Fremont, Daniel Krassner, Lew L. Lange, David M. Halay and John Obielecki.

On the sick list are Steve Homan. Lantana (Fla.) Hospital; Pete Richardson, McGuire Hospital, South Richmond, Va.; Joe Vernick, Veterans Hospital, Rutland Heights. Mass.; Otto (Mack) Magendand, Lantana (Fla.) T. B. Hospital; Pete Burkhardt, at home; Tom Allen, 145 Adams Street, Rochester, Pa.;

#### Show Folks of America 145 Turk St., San Francisco

SAN FRANCISCO, Nov. 6.-Charlotte Porter presided at the November 1 meeting. Attending officers included Treasurer Oscar Mattley; Corresponding Secretary Albert Roche, and Recording Secretary Bonnie Townsend, Mr. and Mrs. Bobby Cohn and Mr. and Mrs. Barney Stevens were invited to the rostrum.

Several important date changes were noted as follows: Memorial Services, originally scheduled for December 5, changed to Saturday, December 4. Banquet and ball, scheduled for December 6, changed to Sunday, December 5. Christmas dinner, scheduled for December 25, changed to December 26.

The following members were chosen to serve on the nominating committee for the selection of candidates for officers in the coming year: Jack Christensen, chairman; John Provenzale, James McCaffrey, Barney Stevens, Josephine Blome, Teddy Texiera and Jane Albright. Clubrooms are open daily, with the lunch counter operation directed by Mr. and Mrs. Pat McCafferty.

#### Michigan Showmen's Association

3153 Cass Ave., Detroit

Ladies' Auxiliary

The first social of the season was huge success. The turnout exceeded expectations and many members brought guests to help swell the attendance.

Game winners included Margie Mansell, Revell Galo, Margaret Oldstricker, Rose Morrison, Grace Zeigler, Ethel Lovejoy, Laverne Taylor and Ruth Garvin. The door and raffle prizes were donated by President Dorothy Miller and won by two sisters, Margie Mansell and

the open house to display the newly decorated clubrooms. New table lamps were donated by Laverne Taylor to augment the new furniture and drapes.

Members of the men's club were invited to join the ladies for a buffet luncheon.

Margie Mansell and Francis bronze plaque which will be placed Moran supervised the entertainon the wall of the entrance to the ment assisted by Bobby Schulz and the house committee. Also helping with preparations were Grace cast and molded, and anyone wish- Zeigler, Edith Schulz, Clara Silber, ing to have his name included Helen Cook, Lorane Hamilton, Rose Morrison, Tina Weiner, Ann Stone, Marion Fodal, Revell Galo and Dotty Miller.

Donations received from Harry Stahl, Max Kahn, Sam Ginsburg, Bob Morrison, Fred Silber.

Club's sick list includes Jennie Stabile, Joe Marchiano Jr., Rip Hesher, Sylvia Sommers and Leona

#### **Greater Tampa** Showmen's Association

Ladies' Auxiliary

President Virginia McGee announced that the first meeting of the fall season is scheduled for November 10. Many showfolk are back in Tampa for the winter and attendance is expected to be large.

Mickey Wenzik, chairman of the ways and means committee, reports results for the season have been good. Leona Plas, chairman of the entertainment committee, is busy mapping plans for a number of events during the winter.

Polly Pelak, chairman of the Garden Circle, has, with the help of Mary Ruth Tillery, supervised work on the clubhouse grounds and the cemetery plot. Eddie Lowe, club custodian, lent a big

New cornices have been added to all the windows on the clubhouse and the walls and floors glitter.



#### New Equipment Developments

Continued from page 106

of cold air when the roller lids are up during busy periods. Maker claims because of this cooling system, warm bottles placed in one section do not affect the temperature of bottles in other section. Finish is green baked-on metallic. Unit is available with self-contained refrigeration or unit housing attached. - Uniflow Manufacturing Company, 1504 East Lake Road, Erie, Pa.

Cube Maker Simplified . . .

LA CROSSE, Wis.-An ice machine that has a unique single drainage system that performs three primary drainage functions drainage system, according to the maker, minimizes excessive condensation. Unit has a stainless steel interior liner, oil-less bearings in rotor assembly and easy access to rotor assembly thru removal of the back panel. A simplified wiring harness makes it easy to service. –LaCrosse Cooler Company, 3007 Losey Boulevard, LaCrosse, Wis.

Hot Lunch Kit Holds 72 Tins . . .

PITTSBURGH, Pa.-A hot lunch kitchen, designed to help operators display and prepare individual plate lunch varieties, has been introduced here by H. J. Heinz Company. A compact unit, measuring 32 inches high, 25 inches wide and 17 inches deep, it holds 72 tins-displaying 16 on the outsideand comes equipped with a stainless steel electric stew pan and two Fruit Crystals automatic time switches.-H. J. Heinz Company, 1062 Progress Street, N. W., Pittsburgh 30, Pa.

Modern Design Waste Receptacle . . .

MELROSE PARK, Ill.-A new modern design waste receptacle is being manufactured here by Solar-Sturgess Division of Pressed Steel Car Company, Inc., priced at \$17.10 f.o.b. Melrose Park. The unit features a self-closing cover that can be tilted in any direction. Called the Solar Jet, it has a stand finish of white enamel with chrome top. The outside shell lifts free of the central galvanized steel container.-Solar-Sturgess Division of Pressed Steel Car Company, Inc., Melrose Park, Ill.

Compact

Pizza Unit . . . NEWARK, N. J.-A self-contained pizza work table and retarder refrigerator has been introduced here by Stainless Food Equipment Company. The unit, called the Flex-O-Unit Pizza-Rator, is housed in a stainless steel cabinet and enables everything involved in pizza preparation to be stored in one place. The work table is available with marble, stainless steel or laminated maple top, while the built-in refrigerator, powered by a quarter horsepower sealed unit compressor mounted on rollout slide tracks, Equipment Company, 272 New Avenue, Chicago 11. Street, Newark 4, N. J.



Toaster Holds Four Slices . . .

ELGIN, Ill. - An Automatic, four-slice toaster introduced here by Toastmaster, operates with electric motors which lower the bread, start it toasting and serve it up when it is done. A timer compensates for normal voltage fluctuations and assures golden-brown toast consistently, the maker says. A combination toast selector and release dial provides a choice of light, dark or medium toast, and toasting action may be interrupted at any time by pressing the selector dial. Red signal lights show which slots are in use. Finish is chrome and selector dial is phenolic resin. Bread slots are beveled on all four sides to facilitate loading.-Toastmaster Products Diviis being manufactured here. The sion, McGraw Electric Company, Elgin, Ill.

> Paper Caps For Food Ops . . .

CHICAGO-Paperlynen Company has introduced a new line of paper caps for food service operators that are like linen in make-up. According to the firm, the caps help conform to State and local sanitation laws regarding head coverings in places where food or food products are handled. The caps are adjustable to the head with standard bottles. size of the wearer and come in three styles, white and sepia, either plain or with green, blue, black or red stripes. A name or insignia can be imprinted on orders of 1,000 or more.-Paperlynen Company, 6006 Stony Island Avenue, Chicago 37.

For Economy Ades . . .

freshment stands can economically 28 per cent, labor 12 per cent, and contains less than ½ of 1 per cent serve a variety of ades. The product supplies at 8 per cent, he said. To alcohol, was recommended as a is designed for drive-ins, drink control inventory, the firm has stands, restaurants, cafeterias and instructed its managers to get a other food service establishments. minimum of 30 cents per admis-Available in lemon, lime, orange, sion. This is broken down as follemon-lime and lemon with egg lows: popcorn, 8 cents; all drinks, white varieties, the crystals are 9 cents; sandwiches, 5 cents; ice also recommended for use in cooking. Complete recipes are included with the product, which is available in 10-ounce, 8-pound and 42-pound containers. — Cramore Fruit Products, Inc., Point Pleas-

Meat Slicer

Is Automatic . . . CHICAGO - American Slicing Machine Company has introduced an automatic meat slicer that incorporates a swing-around knife sharpener. The sharpener, according to the firm, can be swiveled toward the knife with a half-turn of the housing. A reverse halfturn automatically lifts the sharpening stones out of position to keep them clean for the next use. Manuhorizontal stainless steel knife is such that the actual cutting edge is about all of the knife that con- he said. It was the consensus that tacts food being sliced, thus producing a clean slice. The carriage either counter or cafeteria systems. is said to be easily removable for holds six removable standard 18 cleaning. Machine is powered by to manual dispensers at open-air by 26 inch trays. There are also a quarter horsepower electric theaters, according to Harold Newfive large stainless steel insets for motor and is constructed of staintomatoes, cheese, anchovies and less steel and aluminum with paintother ingredients, and a drawer for ed parts of a hammered gray tools. Compressor is covered by a finish.-American Slicing Machine automatic drink machines cut into five-year warranty.-Stainless Food Company, 520 North Michigan this big grosser, he said. He also

#### Dr. Pepper Plans Continued from page 106

away bottles) in major cities thru-

cut the country during the next six months.

Leonard Green, president, predicted that throw-away containers for soft drinks will eventually account for 35 to 40 per cent of total soft drink sales. He said that the can and throw-away containers will increase over-all soft drink consumption.

Test Areas

The West Coast, the South and the Midwest are earmarked as future test areas. A St. Louis test will be used in determining the effect of can on the present bottle. Green predicted that the can will allow Dr. Pepper to step up its drive for national distribution. Thus far it is distributed in 37 States and two foreign countries.

"By marketing Dr. Pepper in cans thru independent distributors such as food brokers, we will be testing the package and a distribution system in major cities where we do not have bottling plants,' Green declared.

He asserted that present bottlers of soft drinks need have no fear of the effects of cans. He said that Dr. Pepper's initial tests would be conducted thru local bottling plants and that canned cartons and cases would be delivered to retail outlets on bottling plant trucks along were named. These are: Popcorn

#### **Higher Prices for Popcorn**

Continued from page 106

essed, this boils down to 196 million pounds and the average anto upward of 240 million pounds. Thus, he said, in his opinion, prices will be difficult to maintain.

Oils Stable

Little change in the seasoning picture was seen by Jim Ryan, president of C. F. Simonin's Sons Philadelphia. Ample supplies and steady prices were on tap, he said

A temporary, or threatened shortage of peanut oil in the U. S. has been alleviated by sizable imports from England, he pointed out, and it is possible that further shipments may be permitted to enter the country during the winter. This has made for a stable market. Ryan also said that the market on coconut oil remains unchanged and ample supplies are in sight.

In the annual election of officers, Bert Nathan, Theater Popcorn Vending Corporation, Brooklyn, was named president of IPA, succeeding J. J. Fitzgibbons Jr., Theater Confections, Ltd., Toronto. The latter becomes chairman of the board of directors for '55.

Directors

Seven junior segment directors, who will serve a two-year term, processor segment, Robert Pelton,

Pelton Popcorn Company, Bloomdale, O.; manufacturer-wholesaler, nual consumption has been running Allan W. Adams, Adams Corporation, Beloit, Wis.; theater-concession, Nathan Buchman, American Theater Supply Corporation, Boston; retail popcorn shops, H. H. Miller, Caramel Crisp Shop, Madison, Wis.; jobber-distributor, Dave C. Evans, Gold Medal Products Company, Cincinnati; brokers, A. J. Villiesse, Villiesse Sales Company, Wilmette, Ill., and equipment manufacturers, Rex Yocum, Seedburo Equipment Company, Chicago.

Most talked-about item exhibited in the trade show, neld in conjunction with the conclave, was barbecued flavoring for popcorn. This was being offered by Carl De-Weese, president of Dell Food Specialties Company, Beloit, Wis.

Latest model drink dispenser was exhibited by Tone Products Company, Chicago. Called the Kool-Aire Animated Raindrop Dispenser, the seven-gallon unit features an animinated raindrop effect. Unit is equipped with a clear lucite bowl, stainless steel fast-flow faucet and a sanitary drip catcher. Dispenser is 29 inches high by 21 deep and 15 wide. It operates on 110 volt AC current.

Drink Mist, Des Moines, introduced two new products, Orange and Grape Mist, a non-carbonated drink flavor. Firm also featured a manually operated counter dispenser planned on a \$1 per year rental basis. Many drive-in theater operators showed interest in the line of products exhibited here by Flavo-Rite Foods, Inc., Bronx, N. Y. Included were shrimp rolls, steamrollers and barbecue turkey in a bun. In the latter, the turkey is precooked, sealed and baked inside the roll and the concessionaires the use of fruit flavor crystals, re- he said. Food costs are figured at item. A drink, called a brew which need only place the item in a warmer before serving.

FOR SALE

The Biggest Bargain in This Paper

FERRIS WHEEL—Beautiful Shape

CHAIR-PLANE—Perfect

MERRY-GO-ROUND-New Top

OFFICE TRAILER, TRANSPORTATION, PLENTY OF CABLE, JUNCTION BOXES, CONCESSIONS. Come see it! Make an offer. I'm ready to do business.

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SPECIAL SALE FOR TWO WEEKS

No. 5 Eli Bridge Ferris Wheel, semi-trailer and tractor; Smith & Smith Chairplane, semi-trailer and tractor; Kid Autos, Kid Airplanes, Min. Train; 20x30 and 20x40 Show Tops, good as new, cheap; other Tops, Light Towers, Light Plants; bargains in Semis, Trucks, Tractors (need no repairs). Everything ready to go, all A-1 condition. Sell Rides with or without transportation.

Norfolk, Va.

New Virginia Hotel

#### **Drive-In Concession Ops**

Continued from page 106

details on his firm's cost account- tance. ing system.

POINT PLEASANT, N. J.-Thru least a 50 per cent profit margin, almost unanimously vetoed the cream, 4 cents; candy, 2 cents and miscellaneous, 2 cents.

Papas pointed out that they closely watch their food costs and yields. He said popcorn costs are 11.84 per cent of the total; drinks 18 per cent and sandwiches 34 per cent. On yields, they expect 12 boxes of popcorn from each pound of corn and 50 boxes of popcorn from each pound of seasoning. On hot dogs, they figure 10 frank-

furters to a pound. Leading speaker on drive-in con-cession stand layout was Philip L. Lowe, Theatre Candy Company, Inc., of Boston. He said the stand can't be built too big and urged that plenty of room be left for expansion. Operators who do not at present have a cafeteria-type facturer says the design of the refreshment stand should investigate the method, particularly those having a capacity of over 400 cars smaller capacity theaters could use

> Soft drinks should be confined man of the Century Circuit. The big volume drink that sells at 25 cents or more is gaining and pointed up the fact that multiple

Theater Corporation, Chicago, big-| flavors are conducive to bigger gie in the operation of concessions grosses and stressed that cleanliness at Midwestern drive-ins, revealed in dispensers was of top impor-

The advisability of selling beer Basically, Alliance operates on at was discussed and the operators substitute. Carl Siegel, Stanley Warner

Management Corporation, New York, was among the speakers who highly recommended buttered popcorn. He pointed out that by the addition of 2 cents worth of butter and a carton that costs 11/2 cents, the operator, with proper promotion, could get 10 to 15 cents more per serving.

One of the most up-coming food items of the past year are pizza pies, according to the panel. The pizzas started in New England some years ago and have since spread into the Midwest and, in some cases, into the mountain areas. Other new foods discussed included tamales, dill pickles, snow cones and floss, some of which were called good items for a short

The Obert Millers visited King Bros. . . . Bubba Voss, Kelly-Miller band leader, returned to Orange, Tex. . . . Guy Smuck went to Hot Springs. . . . Dave and Grace Mc-Intosh journeyed to Wichita to join Orrin Davenport. . . . Going into Hugo quarters with Kelly-Miller were the Skating Carltons, Donnie McIntosh, and Ione Stevens.

#### FOR SALE

One large continuous Freezer, 3 H.P., air-cooled compressor. Small Dipping Cabinet, complete. Guaranteed to run good. First \$1,000.00 gets this bargain.

BEN PRATHER 2005 McArthur Drive

AMUSEMENT EQUIPMENT SALES P. O. Box 145 Pass Christian, Miss. AMERICAN CANCER SOCIETY

#### Want for Augusta Colored Elks' Fair WEEK OF NOVEMBER 15

Want Concessions: Glass Pitch, Hanky Panks and Agents for P.C. Want Shows: Colored Girl Show, Minstrel Show, Side Show, Snake Show and Wildlife. Want Major Rides not conflicting, also Kiddie Ride. Out all winter.

VAL'S EXPO. SHOWS, VAL IRELAND, Mgr. 2526 MILLEDGEVILLE ROAD, AUGUSTA, GA. **PHONE 39224** 

#### GLADES AMUSEMENT CO.

Wants for Immokalee, Fla., week of Nov. 15, to be followed by Fort Myers Colored; then the Cocoa, Fla., Lions' Fair, week Nov. 29. Rides that do not conflict. Want Merry-Go-Round Foreman. Shows: Funhouse, Glasshouse and Jig Show. Concessions that work for stock.

JERRY SADDLEMIRE or JOHN KEELER

EVERGLADES, FLA., THIS WEEK. P.S.: Ed Everschor wants Hanky Pank Agents.

#### WHERE ARE YOU WINTERING?

Kindly fill out this blank and mail to The Billboard, 2160 Patterson Street, Cincinnati (22), O., for our records of circus, carnival and tent shows in winter quarters:

Title of Show	
Kind of Show	
Owner	
Manager	
Winter Quarters Address	
Office Address	
	79

#### Communications to 188 W. Randolph St., Chicago 1, Ill.

#### Ringling Purchasing Big African Tusker, Dickers for Pygmies

#### Henry North Confirms Elephant Deal On Heels of Premature Rumors

GADSDEN, Ala., Nov. 6.-Confirmation came this week from Henry Ringling North that Ringling Bros. and Barnum & Bailey Circus has bought a large African male elephant to feature next sea-

He also said that the show was seeking to import a group of African natives for 1955. The show has been unable to obtain authorization from the French Colonial officials for bringing a group of platter-lipped Ubangi people. However, North said that they were now checking into possibilities of securing a group of Ituri forest pygmies in the Belgian Congo.

Reports have circulated all summer that the show was seeking an African elephant for a "bigger than attraction. However, earlier reports from highly placed Ringling staffers indicated there was no assurance the attraction would materialize. Not until North's comment this week, was there a positive sign that the show had completed the deal.

#### Ward-Bell, Gainesville Ink Contract

GAINESVILLE, Tex., Nov. 6 .-Leasing of Gainesville Community Circus equipment to the new Ward-Bell Circus was completed at a meeting here Tuesday (2).

Under the arrangements, Paul McGehee, Cainesville superintendent, has started repair work on the Gainesville big top, which was damaged by wind at Bonham, Tex., in September. On December 10, the Ward-Beli Circus will open winter quarters here and McGehee will become its general superintendent. A Ward-Bell office already is open.

The lease arrangement is for one season, expiring December 31,

Altho the Gainesville Community Circus no longer will troupe, the separate Circus Round-Up is to be continued, and it will include local performances of the Community Circus. If Ward-Bell is ing show time left water standing in quarters at the time, the equip- on the ball diamond. The next ment will be used by the town day the show was moved indoors show. If Ward-Bell is on the road, at Fair Park Auditorium and three the city circus will be staged out shows were given in an effort to in the open.

Kelly & Miller Bros.' Circus closed

its season Sunday (31) with an

afternoon-only stand in cold

weather at Medill, Okla. The mo-

permanent winter quarters here un-

der direction of Obert Miller, gen-

chants from Hugo came to Madill

to welcome the show back home.

A truck load of Kelly-Miller ele-

phants under direction of Fred Lo-

gan joined King Bros.' Circus at

Austin, Tex., and the Miller-Wood-

About 550 civic leaders and mer-

Kelly-Miller Closes,

Returns to Hugo Barns

HUGO, Okla., Nov. 6.-The reportedly several other changes

torized circus moved at once to its fractured a hip in three places

shorter than the present one, and continues on the road.

While the show's agent, McCormick Steele, was to have left for Africa while the show was in New York this spring, his departure was delayed. He has now been there

When John Ringling North left 1955 edition of the show. for Europe this spring, he was again. These people were featured summer, he said. A bandwagon

for about four months

had in mind and expected to buy, was killed. Apparently, it killed

#### Hagen Bros. Sets Parade For '55 Tour

#### Suesz Adds Cages; Will Build Wagons At Winter Quarters

CHICAGO, Nov. 6. - Hagen Bros.' Circus will give daily street parades, it was revealed here this week by Owner Howard Suesz. He said he expected to use pony-drawn cages, horse-drawn bandwagon and several motorized pieces on the

Suesz now has three small cages urged to find not only a big ele- on his winter unit, Clyde Bros., phant but also to book the Uban, is and four more are lined up for the on the show about 20 years ago. will be built in Edmond, Okla., Later, the big bull which Steele quarters, along with other equip-

The show owner, in Chicago in several natives at the village where connection with current reorganizait was being held, so people there tion of his staff, said that Capt. killed it. Since then he has been Eddie Kuhn, now with Clyde Bros., looking for a replacement, it is was scheduled to stay with the understood, and has been consider- organization for its summer tour ing several, including two which as Hagen. Suesz completed a physimay be gifts from Belgium to the cal check-up recently at Rochester,

Ringling's first appearance there

30-degree afternoon. There was a

temperature at night. This was the

since 1904.

#### COLD WAVE HITS RINGLING IN SOUTH

Atlanta Stand Brings Turnaway; Anniston, Others Struck by Weather

cold wave struck Ringling Bros. day (30) the afternoon house was and Barnum & Bailey Circus in half filled and there was a threequarters house at night. This was Georgia and Alabama this week, but business held up well.

For the show's first visit to Atlanta in several years, it played to big business. The afternoon house was better than half filled. At night turnaway. Ringling appeared there on Monday (1), and the Hamid-Morton Circus, under Shrine auspices, opens Saturday (6) for an eight-day run.

#### Polack Loses One To Texas Weather

HARLINGEN, Tex., Nov. 6 .-Polack Bros.' Circus blew a show because of rain here October 27. The ballpark stands were well populated and more people were coming when it was decided that it would not be possible to put on

A two-inch rain before and durmake up for the lost one.

are planned for the future.

to a Hugo hospital.

Pinky Barnes, performer and

driver of a downtown bally team,

when his six-pony hitch was fright-

ened as it came on the lot. The

bolt caused the float to overturn

and Barnes was thrown off. The

accident was on Friday. After

emergency treatment he was taken

#### in Florida. territory. Ringling Cuts Mileage

the time trains of Ringling Bros. 293-mile home run to Sarasota. and Barnum & Bailey Circus roll to a halt at winter quarters here November 29, the show will have covered 15,604 miles in what aproutes in years.

longest, and it will have included 154 stands, the most of any recent season. Only 1952 approaches this, with 143 cities. Back in 1946 and 1947 the show played only 107 places yearly. There were 129 stops in 1953.

up, the mileage is down. This probably reflects the fact that the show chose numerous moderate-sized spots and consequently didn't have

Result is that the average jump

#### King Bucks Texas Rain, Wind, Drought

**Business Termed Adequate as Show** Takes Weather, Jumps in Stride

VICTORIA, Tex., Nov. 6.-King Al Kayda's Kay Bros.' Circus northers in three days and drought earlier. effect in earlier stands but has been getting adequate business in afternoon was three-quarters filled the Lone Star State, Co-Owners Arnold Maley and Floyd King said

tour closes November 18 at Mobile, and the advance car closed there Saturday (6).

A rundown of recent stands shows 'hat at Longview, Tex. (26), some trucks were late and a 3 p.m. afternoon show drew a half house. At night, about two-thirds of the seats were up and they were filled. King said. Two trucks doubled back for elephants, and some others leapfrogged to Tyler.

#### Weather Strikes Hard

An all-day rain at Tyler ended the drought there but slowed King's business Wednesday (27). In Corsicana on Thursday (28) deep mud and chilly weather held business to half houses. The show was side-walled because of the soft lot. Schools were out for the show and the parace drew well. In Hillsboro on Friday (29), each performance drew a three-quarter house. Temple followed on Saturday (30) with one-quarter and one-half houses in chilly weather.

#### ANNISTON, Ala., Nov. 6.-A In Greenwood, S. C., on Satur- King Charges Hagen Lifts Advertisement

CHICAGO, Nov. 6 .- King Bros. Circus has complained that Hagen Bros.' Circus adopted art work Anniston followed Atlanta. A from a King newspaper ad, it was half-house crowd came out in the learned this week. The ad, drawn originally for King by Roland Butthe circus registered a thumping three-quarter house in 20-degree ler, has an elephant, two clowns profusely illustrated in color, the and the title superimposed on a first time R-B made the town since midway scene. King has used it for route book and program covers vania State Teachers' College in Since circus day and election as well as in newspaper advertisday were simultaneous in Anniston, ing. Owners of both shows have a leading attraction with his "junit was pointed up that this was referred the matter to attorneys. the home town of James Haley, for- It is said that both shows used mer president of Ringling-Barnum, similar ads while they were playwho was re-elected as congressman ing close together in Southeastern

Bros.' Circus bucked two Texas played there indoors three days

In Austin on Monday (1), the and night was near-full. A number of King Bros.' elephants left to make the Houston and Fort King pointed out that despite Worth Shrine shows and they were tough moves, the show had not replaced on this show by Kellylost a single parade all season. The Miller and Miller-Woodcock ele-

> In San Antonio a strong advance sale with the nation's first Lions Club saved the day. The first of the northers struck there with cold temperatures and high wind but no ice. The turnouts were surprisingly good despite the weather,

On Wednesday (3) at Alice, weather was ideal and business was fair. Corpus Christi came on Thursday (4) with another norther and reduced business.

'ALWAYS SCARED'

#### Sat. Eve. Post Heaps Words, Pix on Keller

PHILADELPHIA, Nov. 6. -Well-publicized Prof. George J. Keller receives another liberal helping of promotional vittles thru the story, "I'm Scared All the Time," appearing in the issue of The Saturday Evening Post dated

Written by Murray Murgan and tale follows Keller's progress from art department head at Pennsyl-Bloomsburg to his present status as gle killers" animal act.

Emphasized is his accidental start in the business due to an anonymous friend sending him a mountain lion as a gag. He also tells of how the pastime grew to where he was putting on shows in a ring outside his home when George A. Hamid lured him to the Million-Dollar Pier in Atlantic City in 1942.

In 1952 Keller resigned from the school faculty to devote his full efforts to the cat act. He now has two lions, three cougars, two leopards, jaguar, cheetah, black leopard and tiger.

Keller, now with Polack Westwere Pittsburgh, Cleveland, Detroit ern, says, "Everybody thought I and Miami. Washington was 4 was crazy to quit the college, but pears to be one of the best devised days; Boston, 6; Philadelphia, 7; . . . a man ought to do what he Chicago, 9 and New York, 40. The wants to do. I haven't had an at-The season is one of Ringling's show opened in New York on tack of indigestion since I quit teaching."

#### Altho Making Long Tour SARASOTA, Fla., Nov. 6.-By vember 28 at Miami and makes a

March 31.

While the number of stands is to travel so far to reach them.

#### Sets Low Average Jump

in 1954 was only 101 miles. In 1952 the average was 104 miles, but in every other recent year this Also in winter quarters here now figure was much higher. In 1948 is the rodeo operated for the first the show averaged 156 miles per time this year by D. R. Miller and stand, while in 1949 the average including canvas and rolling stock, be used. cock elephants also joined King associates. The George W. Cole was 154 miles. Net result of the than when it opened. Time lost Circus, of which Miller is a co- tightening up of the routing unbuilt for Kelly-Miller. The top is earlier. The Tex Carson Circus the show in railroading costs.

The show ends its season No-

#### **Bucks Show in Barn; Capells** Reframe Management for '55

PRESCOTT, Ark., Nov. 6.-H. N. | the Ruston Circus Company, Inc., (Doc) Capell has brought his Edgar had expired and he would not re-B. Bucks Circus back to the fair- new it. While the senior Capell has grounds here for the winter. The no plans at present for next season, show closed its season October 16 the circus will go out under the at Zewalla, La., after a season of bad breaks and poor business.

The season will have included 138

one-day stands, seven two-day

stands and four three-dayers. These

Capell said that altho the outfit lost four big tops and two Side Show tents as well as other equipment in storms, it ended the tour while billing the show as strictly with a better layout of equipment, a wild animal show. Auspices will business.

Capell said that his lease with phants, horses and acts later.

management of his sons, Jack, Bob and Bill Capell, he stated.

They plan to reduce it to 15 trucks and feature a mixed cat act,

Bill Capell now has his animal thru the destruction of the tents unit playing school shows and it New canvas for 1955 has been owner, returned to its base here doubtedly will mean a savings to added to the difficulties of poor was understood that they expect to play some indoor dates with ele-

#### Continued from page 108-UNDER THE MARQUEE include Bob Justice, Cherie North; By TOM PARKINSON

George Lerch, wire-walking juggler; Bob Carter and Rep; Helene Demoy, webs; Rich Eddins, trick rider and boss hostler; Maisie Webb, trick rider and whips; Pat Douglas, ladders, and Trigger, motion picture stallion.

Art Concello again visited the Royal American Shows while it was in Shreveport, La. . . . Eddie Kuhn has sold his Captain Eddy Circus. He is working five lions, a puma and a bear on Clyde Bros. and plans to break four pumas and two leopards at Christmas time.

Elmore Yates, advance promotion manager for King Bros.' Circus, closed his promotion at Mobile, Ala., November 3 and will ville, Miss. His Mobile crew included Joe and Jean Candrea, Art Gilbert, George O'Donnell and vember 18, and will parade in the and clothing was destroyed. downtown section. Civitan Club will sponsor.

El Paso, Tex.

Joe Mix has left J. C. Admire's Rice Bros.-Carl Van Amburg school unit and will take his own school show thru Indiana, Kentucky and Tennessee, he writes. He will have some other acts with

Harry Thomas, reporting activities with King Bros. Circus, says that Clarence Canary joined the Wild West department. . . . Ora Parks, general press representative, was back to cover the Memphis engagement. . . . Bennie Fowler,

#### **FEATURE** ACTS WANTED

For My 1955 Fairs

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Tickets, advertisements. Work in Westchester County, New York. You must be registered to work in New York State. You can work for me 12 months a year if you mean business. Collect calls accepted if I know you; ask for

SAM STONE

White Plains 8-3823, or write 116 Main St., White Plains, N. Y.

#### LIBERTY

For any winter date, six-horse Liberty Act. Elephant Acts, single Elephant, three and five Elephant Act, Camels for Xmas or other dates, also Hippopotamus. Write, Phone or Wire

AL G. KELLY & MILLER BROS.' CIRCUS

#### PHONEMEN

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#### PHONEMEN

TWO FOR OWENSBORO, KY. THREE FOR EVANSVILLE, IND. BOTH CHRISTMAS DEALS.

#### Performers-Owners YOUR OWN CIRCUS CHRISTMAS CARD

Beautiful full-color French-fold photoprint, or one from George Brinton Beal Circus Collection, P. O. Box 6, Newburyport, Mass. Send for Circular,

ing his season. . . . "Forty Miler" Steve Crowe returned to his Ohio home. . . . Girls of the show gave a shower for Mrs. Buddy LaForm, whose boy was born at Selma, Ala. . . Among Polack people visiting at Eufala were the Poodles Hannaford Family, Geraldos, Boginos, Gunther Wallenda, George Voise and Jackie Bostock. . . . The Willie Clarks visited. . . . Louis Reagan is now in charge of the 12 elephants on the show. . . . Gibby and Dorothy Gibson have joined the concert with five head of stock and she winter at his sister's home in Boone- also drives a chariot in the big show races. . . . Jack LaPearl has added two production numbers. . . . Billy Dick joined with a new Randy Mayo. King Bros. will type of pit show. . . . The Red show Hartwell Field, Mobile, No- Dinglers had a fire in their trailer

The Sensational Eriksons will play eight weeks at the Kelvin Liz and Larry Bastian and Eddie | Hall Christmas circus at Glasgow, Dullem, all clowns with Beatty Scotland, having been booked by during the past season, were in Hans Lederer. Karl Erikson re-Denver. The Bastians winter there ports they will close their second and Dullem visited friends there season with Siebrand Bros.' Circus after seeing Gil Gray Circus at and Carnival on November 7 in Arizona, where they will leave their house trailers and truck. They will go by car to their Tampa home and then to New York to sail November 18 on the Queen Mary. They will visit relatives in Germany before opening Bill Snyder. in Glasgow December 6.

> Petersburg, Va., reports that the shortly be published by a London Southeastern members of CFA are firm. Court, a native of France, putting out a bulletin called Southern Sawdust. . . . Jerry Martin tells years with the Ringling-Barnum that his Three Fearless Stars, high circus. He retired from all active contortionist traps, closed their outdoor season and headed for Tampa, where Jerry and Betty Martin will writing "Wild Circus Animals." winter. Claudine Flanagan will go to Louisville.

Neal Walters, of the poster company at Eureka Springs, Ark., is home after visits to Kelly-Morris, Richards Bros., Kelly-Miller, Clyde Beatty and King Bros. . . . Jim Stutz writes that the old circus lot at Dover, N. J., now is a school ground. He made it first with the Ranch show. Stutz now is touring a Hitler car and has with him George Gifford, lecturer; Mary Stutz, cashier, and Ned Smith, transportation. The profitable tour going to the South has several more weeks in the East.

Grover O'Day, comedy cyclist, will make the Tom Packs dates and then will go with an International Harvester show. . . . Joe Mix is joining the Hagen Bros. Circus in Louisiana to put on the concert. school show, Mix has been wintering with Carl Romig and Elizabeth Rooney in Birmingham, Mich., and TV dates around Detroit. Fay ust completed a week on WXYZ, Detroit TV outlet. . . . Rudy Niemeyer writes from Sarasota, Fla., that Harry Atwell is still very ill.

Eddie Matre was in New York for an AGVA national board meeting. He has been clowning in a New Orleans Woolworth store and a Bourbon Street club. . . . Betty Gorman, juggling act, writes that her fair season was a good one and that she just finished five weeks in the Montreal area. She has seven weeks coming up in the St. Louis

closed, George Bell took his concessions to the Tex Carson Circus, the Reynolds Family went to Louisiana, the McDonalds went to Shreveport fair, and Joe Colby went to Los Angeles. . . . In the Bucks quarters at Prescott, Ark., are Pete Hickman, Van Thomas, Joe Miller, Paul Bejano, Gean Mercer, Baldy Miles, Jack Winters, Clarence Booth and Joe Ackman.

Siebrand Bros. that business was cently appeared on a radio program That kids on the show were out in as Santa Claus for a theater chain force for trick or treat. . . . That in New England where a Christmas the Roches took much surplus bag- movie will be playing.

contracting agent, visited after clos- | gage to the Phoenix winter quar- | The Austin (Texas) American bought a lot in Casa Grande. . . . daughter and her family. . . . Bill Farr and Chris Christensen alternate as ticket sellers.

> Joe Reilly, Hap Henry, the Bob Yerkins family, Don Poster and Dolores Gordon visited Siebrand

Buck Leahy recalls that Tommy Comstock was with Lewis Bros.; George Barton, Aerial Faust, May Barton, Leahy Brothers, Art Eldridge, Whitey Jones, Miller Sisters and Bill Lewis were with Cook Bros.: I. W. Gorman booked a circuit of parks in New England; Tom Veasey was with Leon W. Washburn's show; Slim Biggerstaff was with Kay Bros., and Al Martin had his own Tom show in the winter and was with Ben Wallace in the

Clyde Beatty may not make his reported trip to India.

Fay Snyder, of Snyder's Football Bexers, is the guest star on the "Captain Flint Show" five days a week over WXYZ-TV, Detroit. The Snyders are also busy breaking another boxer dog act, according to

A book by Alfred Court, famed L. Wilson Poarch Jr., CFA of trainer of mixed wild animals, will was a star performer for several participation several years ago. For the past several years he has been

> James B. Hoye, of the Bluch Landolf Tent, Circus Fans Association, Hartford, Conn., recently was guest at the home of Mr. and Mrs. Thomas Hurd and Mrs. Elena Onorato of Longmeadow, Mass., where he showed pictures of Ringling Bros. & Barnum & Bailey and the Mills Bros.' circuses taken during the past season. Among other guests of circusdom present were Mrs. Hoye, Mrs. Edith Landolf, Mrs. Aloise Eddy, Francis Lacouline, Charles A. Davitt, Joseph Beach and Mr. and Mrs. Wally Beach, all from Springfield Mass. A buffet supper was served from a table decorated with a miniature circus.

World bantamweight champion Robert Cohen is headlining the Cirque Medrano bill in Paris, supported by the (3) Rogge Sisters, rolling globes; (2) Akimotos, antipo-Since closing with the J. C. Admire dists; Edith and Ingrid Schickler, acrobats and high-school horse; El Grandas, Western novelty; (2) Tacomas, perch; Marconis, double where Bill and Fay Romig Snyder trapeze; Susan Saren, trapeze; also are parked while working club Olgano, wire; Four Furres, equilibrists, and Four Freddy Harrys, contortion and acro. Clowns are Pipo and Dario, Simo and Company, Mylos and Charley, Drena and Boulicot, and Loriot. Also in Paris, Cirque d'Hiver is still using a water spec for its second half. Featured in the first half are Firmin Bouglione, mixed group of cats; Yves de la Cour, high school horse, and Imperio Solas, Spanish dancing horse number.

Catching the closing performance of the Al G. Kelly-Miller Bros.' Circus at Madill, Okla., Sunday (31), from Gainesville, Tex., were the Art Henrys, the Jimmy After the Edgar Bucks Circus Conners, Mrs. Bertha Conners, the Leon F. O'Neals, the H. B. Newberrys and the A. Morton Smiths. Also visiting were Bobby Peck McGough and daughter and Missouri, Jack Turner played the Marion Knowlton, Dallas; the Vernon Pratts, Hugo, Okla., and Jules Jacot, former circus animal trainer now with the St. Louis zoo.

From the Circus Clown Club Ray Bickford writes that W. Tard Northrop, who began with Gray's Great Eastern Circus in 1893, has Joe Hodges Hodgini writes from moved to Mohopac, N. Y. He rejust fair at Casa Grande, Ariz. . . . at Schenectady. Bickford will work

ters and that many on the show carried a page of pictures of King drove to Phoenix to get things set Bros.' Circus on the day after the for the winter. . . . The Hodginis show appeared there. . . . The Valentino Sisters and Cherie played The Eriksons entertained Concha's Gary, Ind., for an Optimist Club circus and now are making Illinois club dates. Little Cherie was bitten on the hand by Lady Barbara's monkey but worked as usual, reports George Valentine, manager. Fritz and Betty Huber, of the Sensational Kays, going home to Hous-Valentine home in Bloomington, trainer, is showing the article about him which appeared in The Saturday Evening Post of November 6.

Byron Gosh, of the All-American Circus, was guest of the Autry rodeo and thrill circus at Mobile, Ala., and he also visited the Richards Bros.' quarters at Pensacola,

Jack Joyce and his camel act

were featured in The Indianapolis Times, October 25, along with a photo taken at his newly purchase 1 farm at Knightstown, Ind. . . . Cora E. Rich reports that Bozo Kelly,

circus and rodeo clown, has finished his season at the Milford, Conn., drive-in theater and next will make Christmas parties. . . Frank H. Davis, who was with the Barnes and Sanger circuses, and Red Sonnenberg, formerly of the Ringling circus, were recent callers at the Ringling office in Chicago,

where Nat Green presides.

Beatrice Dante and her chimp act played a municipal stadium date at New Brunswick, N. J., Saturday (30) and wound up her season at Kiddie Zoo, Fairlawn, N. J., on Sunday (31). After a four-day engagement at Baltimore's State Theater, starting November 10, she will return to Tampa.

Jorgen Christiansen, before leaving for Tom Packs dates, writes that the circus colony in the Rochester, Ind., vicinity includes the Otto Gretona family; the Willy Lamberti high wire act; Oglie and Irma Zavatta, dog act; Johnnie Zoppe Zavatta and family, unsupported ladders and dogs; the former Eurelia Zoppe and her family; Mel Hall, bike act: Zoppe Zavatta Family, bareback and ladders; the Great Eugenes, high wire, and others. Christiansen lives at near-by Fulton and will move to another Fulton area farm in the spring, when remodeling of it is completed. Meanwhile, after showing his mixed animals on the Packs show, he will go to Enid, Okla., where he will be with the Larry Blacks. Black formerly was purchasing agent on the Russell and Arthur shows. Christiansen has three Oklahoma dates set.

Eddie Dullum, clown, is returning to Long Beach, Calif., after a stay in Denver since the Beatty show closed. . . . Happy Kellems is clowning the Shrine shows at

Albert White reports from Ringling-Barnum: Deter Tasso is readying his rigging for night club work. . . Jim Moriarity, wardrobe department, closed and returned to Hartford, Conn. . . . The Richard Slaytons are parents of a son born October 27 in Sarasota. . . . At Spartanburg, S. C., relatives and friends of Side Show Magician Fred (Manipo) Harris from Gaffney, his home town. . . . Mack Plyler, who has charge of the Joman car, was visited by his brother and sister-in-law, the Robert Plylers, at

Charlotte. . . Frank Cromwell is back after a stay in a hospital. . . . News of the death of Massa Kutty was received. . . . Betty Kirk, show nurse, closed at Greenwood, S. C., and returned to Clarksburg, W. Va. . . . Sherrill Hose left at Atlanta to return to her Florida home. . . . Agnes Stewart, who has the girls' car, again gave her annual Halloween party, complete with chicken dinner and favors. . . . Carl Stephen, Elvira Gebhardt, Francis Hogan, Anita Hauttenrausch and Johnny Martinez celebrated birthdays.

Joe Lemke and his chimp act played the Palace Theater, New York, the week before playing "Big ton, were recent visitors at the Top" October (30). He will make Orrin Davenport's fall dates. . . . Ill. . . . George Keller, wild animal Tommy Whiteside, producing clown with Clyde Bros., was with both George W. Cole and Richards Bros.' circuses during the summer.

Ray Brison, now back in Reading, Pa., after his season with Hagen Bros., is readying his clown acts for kiddie shows.

#### PHONEMEN

Sell advertising only. Experienced in "taps," must be able to ask for \$500 a page, leads furnished. Need 3 Good Men, 1 for New York City, 1 for Philadelphia, 1 for Washington, D. C. Some work can be done from Chicago, Los Angeles, Cleveland, Buffalo, Atlanta, Houston, Pittsburgh. Work until July, 1955. Write, giving some of your background, I will answer all mail.

PUBLIC RELATIONS P. O. BOX 388, WHITE PLAINS, N. Y. THE REPORT OF THE PARTY.

away to a fast start. We are renewing for the 4th year the most productive LABOR DEAL in the NATION. \$65,000 in reloads assure aggressive, sober producers \$200 per week and better. The Building Trades Council is again sponsoring for Denver the largest NEW YEAR CIVIC EVENT. This is tickets, program ads and banners. Brochure letters lay groundwork along with pleasant working facilities. WELL-BACKED, CLEAN IDENTIFIED LABOR DEAL. Write, wire prepaid or come in immediately.

. BANKENDORF Denver, Colo.

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To give away two large Himalayan Bears. Must have cages to put them in. Have for Sale—Two very lagge Chimpanzees at a bargain. City Zoos, let me hear from

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Cetlin & Wilson Shows Petersburg, Virginia

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DUE TO ENLARGING SHOW Clown (send photo), 3-Elephant Act. Also Circus Double Drummer and Man Hammond Organist (with own Organ) (Norman "Luke" Anderson, please send us your present address).

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FOR SALE-CIRCUS ANIMALS AND EQUIPMENT

Due to the fact that we will make several changes in the AL G. KELLY & MILLER BROS.' CIRCUS for the 1955 season, we will offer for sale the following: Tents, both large and small; few sec. Seats, 7 high; good Marquee, 2 Light Plants, Calliope, several Trucks and Semis, 2 House Trailers, one big 4-Wheel Trailer, Bull Semi, Pie Car equipped on semi, Water Wagon Truck with stake driver, Canvas Truck with canvas spool. Animals: 3 large Elephants, work in acts, also in harness; 1 mare Zebra, 2 nice white Menage Horses; one six-horse Liberty Act, well matched, right size for truck show; I Llama, several Llons, Bear, Monkeys, several other small animals. Will buy animals different to what we have; can use one Giraffe, Black Leopard, one Rhinoceros, pair Hyenas, any animal we don't have.

AL G. KELLY & MILLER BROS.' CIRCUS, HUGO, OKLA.

At Liberty for Circuses and Indoor Attractions COWBOY DAVE KARP

Self-Styled Sheriff of Tombstone County FEATURING HIS HORSE "BUCKAROO" Open for Parks, Night Clubs, Rodeos, Circuses, Fairs and Children's Parties.
Free Horseshoe Candy Suckers, Sheriff's Badges and Balloons.
Address: 2005 PINGREE, APT. 207, DETROIT 6, MICH.

Communications to 2160 Patterson St., Cincinnati 22, O.

#### TURNSTILES CLICKING

#### Halloween, Opener Draw for Van Horn

MINEOLA, N. Y., Nov. 6.-A winder, Susan Lessne and Louis layout of prizes valued at \$300 Kovacs, and Antoinette and Nichodrew a big turnout of skaters to las Savenetti. an October 29 Halloween party at Earl Van Horn's Mineola Roller ganist at the rink, which debuted inaugurated a weekly Saturday Rink. The prize awards are a a newly sanded skating floor and afternoon class for kiddies and standard feature at the Long Is- a repaint job on the interior. Price teen-agers. Deal provides roller

funniest costumes.

The big crowd followed an at- Sunday morning dance and cents. for everyone were an attractio... Wednesday and Friday evening along with exhibitions by the rink's there are dance skating classes

#### SPECIAL SALE:

3000 PR. NEW "CHICAGO" RINK Skates, Army Surplus! 778C, \$3.50 Pr. 778SP ......\$3.75 Pr 400 PR. USED SHOE SKATES, MEN'S AND LADIES', good condition, for rental ...... 5.00 Pr

250 PR. MEN'S AND LADIES' NEW SHOES WITH USED SKATES, New 78SP reject wheels ......\$8.50 Pr.

250 PR. NEW MEN'S SHOES, BUNNY FUR POM-POMS, with bells, jumbo size ...... 4.00 Dz.

Write-Wire-Phone! Terms: 1/3 down, balance C.O.D. Authorized Distributor for "Chicago" Roller Skate Co.

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#### SKATING RINK TENTS

IN STOCK 42 x 102 AT ALL TIMES 52 x 122 CAMPBELL TENT & AWNING CO. Alton, Ill. 100 Central Ave. (Phone: 3-8885)

skating surface for wood and masonite floors. The ultimate in cleanliness and traction. PERRY B. CILES, Pres. Muskegon, Michigan Curvecrest, Inc.

We invite you to bring your skates to Curvecrest and see for fourself,

#### SKATING MUSIC TAPES 1200' dual track 71/2" speed. Full hour program. 20 numbers, non-ASCAP, Il-censed for YOUR use. No specialties, waitz, fox trot, polks and march tempos, for your "all skaters, the customers who keep your rink open." Leading organists. ONLY \$7.85 ppd, (NYC add 3% tax.)

WEB MUSIC PUBLISHING CO.

FOR SALE PORTABLE SKATING RINKS 2—NEW (never used), 2—Used, Built for own use. All equipment first-class. Plenty of it, Also 1 permanent rink, 50' x 120', with living quarters. 3 ton truck. Any part or all. A set-up for making some real money. \$38,000 buys ALL. Contact

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land skatery's Halloween affairs. scale is 70 cents for all evening skating from 9 a.m. until noon, Up for competition were six sessions and Sunday matinees; 50 with 74 cents admission, an fol-Benrus wrist watches, three for cents for Saturday and holiday lows it with an instruction period men and three for women, given matinees, and 35 cents for Satur- for beginners, intermediates and for the finest, most original and day morning children's sessions. advanced skaters up to age 16. All figures include tax.

tendance of 600 skaters who figure classes are now in full swing braved bad weather for the Sep- under the direction of Jean Van tember 15 opening of the rink's Horn, Margaret Hanford, June 21st season. Souvenir programs Bickmeyer and Elsie Silva. Every 1954 national champions: Barbara from 7 to 8 p.m. Beginners' classes McCusker and Edward O'Donnell, are also held on Friday night, Audrey Wegman, Arlene Gesch- while elementary classes are offered on Wednesday evenings.

Since October 22 the rink has consist of a group of 10 one-hour their own contest. sessions at a cost of \$5, payable in advance. Clamp-on skates are included in the price, but if girls wish to rent shoe skates there is a 25-cent charge, 10 of which is refunded with return of the skates.

11 and 12 are to be covered by the girls' troop leaders. The rink is to give each girl a skating test and a written test at conclusion Mich. RSROA of the classes, and a copy of the tests are to be sent to Scout leaders. The rink will also give prizes for completion of Parts 4 and 5. The classes are held from 5:45 to 6:45 p.m., Fridays.

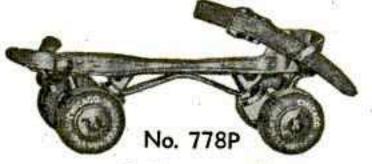
#### Gopher Spots Change Hands

NORTHFIELD, Minn., Nov. 6. -Mr. and Mrs. L. W. Massee of Farmington announced recently the sale of their equipment and roller rink business at the National Guard Armory here to Mr. and Mrs. Arthur Tostrude, Valley City N. D. The new operators took possession November 1 and named the establishment Northfield Roller Rink.

The Tostrudes plan to operate regularly on Wednesday and Saturday nights, with extra nights available for private parties. Mr. and Mrs. Massee will continue to operate their rink at Farmington.

Carl Peterson, of Albert Lea, Minn., was another operator to recently lighten his operating load. He sold his Carl's Roller Rink there during September to Lyle Kuyper and Leslie Wittner of Albert Lea, while retaining his rink operation at Mapleton, Minn. The new owners took over September 15 and renamed the spot the L and L Roller Rink. They reported a good turnout of patrons on their debut night.

Wheels for Rink, Rental or



Private Skates.

Smooth Rolling Long Wearing Noiseless No Dust

CHICAGO KOLLEK SKAIE CO.

Known for Quality Products

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#### **NEW SESSIONS**

#### Early Bird **Events for** Gay Blades

NEW YORK, Nov. 6. - Plush Gay Blades Rollerdrome in Manhattan last week resumed Saturday Bobbie Weeden is back as or- morning "early bird" sessions and Admission price for the class is 25

All instruction at skatery is under newly signed professional Al Coupe, who skated in amateur ranks and later taught at Empire Rollerdrome, Brooklyn.

Cay Blades op Lou Brecker reports that a recent Halloween ball lured approximately 200 costumes, the greatest number in the rink's history. Included in the dress-up set were 75 members of the Madibeen conducting a series of classes son Square Boys' Club who were of Girl Scouts interested in work- guests of the rink. The clubsters ing for their skating badges. These all in homemade outfits, staged

## The classes cover Parts 1 thru TV Studied by 9 of the skating badge. Parts 10,

DETROIT, Nov. 6.—Advertising on a State-wide scale was proposed Monday (1) at the monthly meeting of the Michigan Chapter, Roller Skating Rink Operators' Association, at Pontiac (Mich.) Roller Rink.

Bert Anselmy, who was host at the meeting, was assigned the task of further investigation of the possibility of doing such advertising along institutional lines in spot commercials on local television stations. The object of this advertising would be to promote roller skating in general, not solely the individual roller rink.

Other business-getting events and promotions, such as Club Nights and two-for-the-price-of-one nights, were told about by various operators for discussion and aid to other members interested in trying them.

Chairman Pop Gardner will be host to the Chapter at the December 6 meeting at his Lansing (Mich.) Rollerdrome.

#### Matinees Big For Anderson

WORCESTER, Mass., Nov. 6.-Altho evening patronage is behind that of last year, Saturday and Sunday afternoon sessions, patronized mostly by children, is on a par with the corresponding period of 1953 at Worcester Arena, the former Webster Square Roller Rink, which opened its second ice season here September 24.

The arena is owned and managed by Larz J. Anderson, who built the Sports Center in Lynn, Mass. Anderson reports a big increase in club activity. The arena featured a Saturday club for children of 12 and under and their parents and a junior figure skating club which meets on Monday afternoons. The Skating Club of Worcester rents the arena every Thursday evening and the Worcester Skating Club takes over on Sunday mornings.

include a pro hockey team in the parking area. . . . Walter Jolley has cated at Mollala, Ore.; Rip Hopnight combination servicemen's ing in a saturation booking of New York dance school, and C. E. nearby Fort Devens.

#### MRROA Slates Dec. 7 Meet in Minneapolis

Midwest Roller Rink Operators' Association, comprising operators of Minnesota, Wisconsin and North and South Dakota, will hold its first winter meeting December 6 at Pastime Arena here.

Decision to hold a winter meeting was made because operators felt it would give them an opportunity to determine a course of action for next year's Midwest skating meet and queen contest, the 1954 counterpart of which will be held Sunday (7) at Ted's Roller Rink, Hutchinson, Minn.

Details of the Hutchinson affair were ironed out by members at the association's September 27 annual meeting at Bloomington (Minn.) Rink, Members voted to give the new skating queen \$100 in cash in addition to other prizes and trophies. The meet and queen contest will comprise a full-day for dance skating. Thruout the day Sunday night (31). skating acts and other entertainment will be offered. A special demonstration by a gold medal dance couple from Crosstown Roller Rink, Omaha. Approximately 20 local queens will be entered in the finals contest.

At the Bloomington meeting members also heard James R. Henry, Nesbitts Bottling Company, speak on the subject of co-operative advertising and what rinks can work out with supply companies. His talk was followed by one by Amos Rosenbloom, who spoke on liability insurance. Ed Doughty, Riverside Roller Rink, Red Wing, Minn., was appointed a

#### DRIVIN' 'ROUND THE DRIVE-INS

CONNECTICUT will have a minimum of four new drive-in theater projects opening next spring. Either in the planning stage or under actual construction are the 2,010-car capacity Meadows Drive-In at Hartford, backed by A. J. (Jack) Bronstein, of East Hartford Family Drive-In Theater Corporation, South Windsor, Conn.; a 750-car capacity theater at Bridgeport, backed by Seymour Levine, Bowl Drive-In, West Haven, Conn.; a 1,000-car capacity drive-in at Meriden, backed by Kounaris-Tolis Theaters, and a 1,000-car capacity theater at Middletown, backed by Sal Adorno Jr., formerly a general executive of M&D Theaters. . . Boasting a 122 by 72-foot screen which the management believes to be the largest in the country, the West End Drive-In near Allentown, Pa., opened recently, filled to al- ing the town as manager of the most its 1,000-car capacity. There Roy E. Fox Popular Players, and is plenty of space to accommodate another 200 cars. The ribbon officially marking the opening of the drive-in was cut by Allentown's mayor, Brighton C. Diefenderfer. E. M. Loew, president, E. M. Loew Theaters, was in for the opening. John J. Scully Jr., a partner with E. M. Loew, is managing the West End. . . . The Ideal Drive-In, Trainor, veteran actor and director, Scranton, Pa., closed for the season recently. . . . Dan Goodwin has part on the program. . . . In been named manager of Hi-Park answer to an inquiry about Otis Drive-In, San Antonio, which was L. Oliver's road show that was out recently taken over by Ezell & in the 1920's, E. R. Letcher sends Associates, Dallas. . . . H. A. Car- the following: "Oliver's show was lile has announced that construct a one-day stand presentation titled tion has started at Dimmitt, Tex., "The Unkissed Bride.' It had a of a 300-car capacity drive-in wide tour of the Far West with which is being built at a cost of the following in the cast: Vale \$50,000. It will be equipped with Heilman, leading man who later CinemaScope and feature a conces- appeared in movies; Chick and Recent promotions at the spot sion stand in the center of the Fannie Erwin, who were later lo-Eastern League, a 30-day Fab box been named manager of Garland kins, whose last known residence top-free admission deal with Col- Road Drive-In, Garland, Tex. . . . was St. Paul; Charlie Hooker and gate-Palmolive-Peet and a Monday Over 100 drive-ins are participat- Ardis Davis, who later operated a and women's arrangement with RKO's "She Wore a Yellow Rib- Schneider, who located in Colton, bon" in the Dallas area. Ore.

MINNEAPOLIS, Nov. 6.-The committee of one to meet with Rosenbloom for a discussion of the insurance plan.

> Association officers were reelected to serve another term. They are Paul G. Steinkopf, Shakopee, Minn., president; Ted Hanson, Hutchinson, Minn., vice-president, and Warren Moulton, Rush City, Minn., secretary-treasurer. Fifteen rinks were represented at the meeting which was attended by 28 people.

> Recently added to the MRROA membership roll were Mr. and Mrs. Henry Lawrence, operators of the Aberdeen (S. D.) Roller Rink, and the rink at Minot, N. D.

#### Hartford Palace Prizes Top \$100

HARTFORD, Conn., Nov. 6 .program. The morning session will Irving Richland, of the Hartford feature racing, the afternoon pro- Skating Palace, distributed over gram free style skating and the \$100 in prizes in conjunction with evening session will be reserved the rink's annual Halloween party

Holiday souvenirs were distributed to all patrons, and Richfeature will be a dance skating land conducted a special youngsters' party during the afternoon. In other Connecticut locations

Columbus Hall Skating Arena, Stamford, has started a Friday thru Sunday policy, with nightly skating from 7:30 to 11 p. m., and children's matinees on Saturdays and Sundays from 2 to 5 p.m. A Halloween masquerade party was held Monday (1).

#### ROADSHOW REP

HARLEY SADLER, the veteran Texas tent showman and member of the Texas Legislature who died October 19 in Avoca, Tex., was the subject of the October issue of "The Rotater," organ of the Abilene, Tex., Rotary Club of which Sadler had been a member since 1948. The issue was devoted entirely to tributes to Sadler, including messages from Allan Shivers, governor of Texas; Price Daniel, U. S. senator from Texas; Tom Eplen; James Henry Beall, of the Sweetwater (Tex.) Rotary Club; Warren B. Tayman, 186th District of Texas; Truett Latimer, State representative; Jim McCulloch, secretary of the Stamford (Tex.) Rotary Club, and H. W. McDade, president of the Abilene Rotary Club. Sadler died of a heart attack while doing the thing he loved best-staging a show. The show was a benefit for the Boy Scouts of Avoca, a community in which he lived as a boy. Sadler and his widow, the former Billie Massengale, were married 37 years ago in Cameron, Tex. They met on a Thursday when Sadler was visitwere married the next Saturday. They had one child, Gloria, who died in 1943. . . . Betty Lange, daughter of the late Col. Keith S. Rogers, founder of radio Station CFCY, Charlottetown, P. E. I., is opening another of her fall and winter radio programs this month over Station CFCY. J. Austin will again appear in a character

#### Communications to 2160 Patterson St., Cincinnati 22, O.

MERCHANDISE

## Sensational Jeweled

TWO (2) Sets of Cuff TWO (2) Tie Clasps Gold Plated Key Chain

With Reconditioned Elgin or Waltham Watch, \$9.90

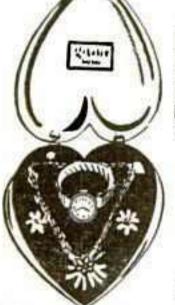
Sample \$10.90 Go to town this Christmas with these perfectly matched sets! A remarkable bargain for BIGGER Profits-Handsomely boxed to sell on sight! Order a sample, today. (20% with order, Bal. C.O.D.



#### GIFT WATCH SETS



MEN'S 6 PIECE SET Consists of Tie Clip, Cuff Links, Collar Pin, Money Clip, Wrist Watch and Bracelet. In handsome gift box. In lots of 6. 6 PC. SET WITH 17 JL. WATCH, \$8.95



LADIES' 4 PIECE SET

Consists of Necklace with Pendant, Earrings, Watch and Bracelet. In beautiful heartshaped giff box.

> \$6.95 In lots of 6 PIECE SET WITH 17 JL. WATCH, \$10.95

\$1.50 per set extra for less than 6 sets. 10% deposit on C.O.D. orders from non-rated firms,

GENEVA TIME OF N. Y. 37 WEST 47th ST., NEW YORK 36, N. Y. 5th FLOOR. TEL.: JUdson 2-3207





33 Congreve St.

#1034 Ladies Ident Dangle Bracelet Hot nickel, polished gold or white,

\$2.98 doz, Full line men's, women's, children's chain Ident Bracelets. No aluminum, Cash Sample Order, \$3.00. Bay State Novelty Co. Roslindale 31, Mass.

#### MERCHANDISE TOPICS

Write The Billboard Buyers' Service Department, 2160 Patterson Street, Cincinnati 22, O., for a complete list of addresses of firms mentioned in this column. To expedite handling please enclose self-addressed envelope.

bid for the holiday buying with complete stocks of merchandise in the new Episcea ash tray. This tray the country, including hundreds of is fashioned in the shape of the items for gift giving. The firm's tropical Episcea leaf which is noted latest catalog will be sent on refor its vein structure. The leaf has quest and it promises to ship on the been faithfully reproduced and same day an order is received. A each tray is hand cast and finished 25 per cent deposit is required with in durable silvertone. As a gift, it all orders. could be used for whatnot shelves or an antique table or as a collector's item. It stands 25% inches holds the charm of novelty and yet high and is shipped postpaid for \$1. is functional has recently been in-

cago, is introducing a new item It's a magnetic pencil, a fine called the Rain Hood. As the firm quality mechanical writing instruputs it, this little package may be ment which is gold plated, has a your biggest profit maker of the metal top which snaps in and out year. Because the over-all size is of its magnetic companion piece only 2 by 4 inches, every wowan and is always handy for immediate and child is a sure-fire prospect for use. This companion piece has an the low-cost item. It's made of dur- attractive motif on the front and a able polyethylene that will last for pin attachment that safely secures years, is lightweight and large it on any garment. Its attractive enough to cover a man's hat. The bell contains the magnet which hood folds into a small but handy holds the pencil, making the two plastic bag which fits into a corner pieces a complete fashion accesof the purse or pocket. Firm names sory. It is designed for waitresses, or advertising messages can be secretaries or anyone who needs imprinted as an extra booster for a a pencil always on their person. little extra cost.

Never before has so practical a tool been offered at so low a price, says Cuttler & Company, New York. The six-in-one Tool King combines a screw driver, chisel, hammer, awl and recess screw driver into one tool. Its handle is the carrying case for all the aforementioned attachable units. Constructed for long usage, all the units are of the finest tempered steel bits. Attractively packed, it is an irresistible necessity for every household. Its formula for no bother, no searching makes it a money and time saver must for every auto repair and machine shop. "No sales pitch will be needed. It will sell on sight," says Cuttler. It is offered at \$7.80 a dozen or \$1 for a sample.

Impulse and holiday items are being featured by the well-known firm, Harris Novelty Company, Philadelphia. The following three items are moving in strong volume: White Christmas Perfume at \$9 per dozen, a sample of which will be sent for \$1.25 postpaid; Christmas corsages at the low price of \$15 per gross and large waxed dahlias. The flowers comes in assorted colors and are offered at \$3.50 per



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Gifterafters, Richmond, Va., 100 and \$30 per 1,000. In addition whose aim is distinctive gifts for to the above items, Harris carries the discriminating, is making its what it claims to be one of the most

A new fashion personal that troduced by American Manufac-Consolidated Enterprises, Chi- turing Company, Cranston, R. I. The pencil comes gift boxed at \$1

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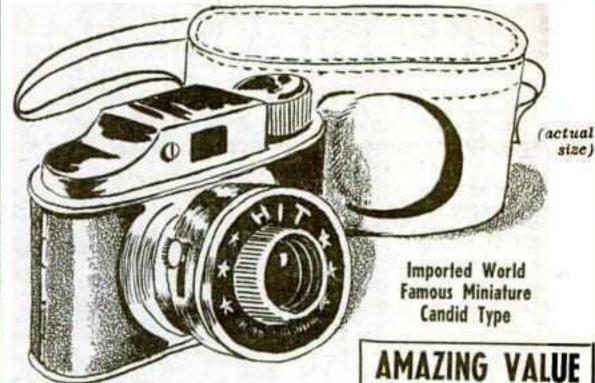
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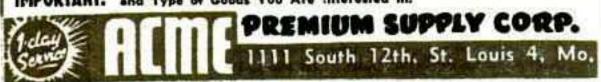
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#### PIPES FOR PITCHMEN

By BILL BAKER -

coming, but we finally got our old son, Happy Heller, Howard Elder friend Steve R. McClain to admit and Hank Nier. that, "At last I have a pipe for you. I've been shufflin' the sheet here in Danville, Va., to pretty good returns. Recently I ran into L. L. Peoples in Madison, N. C., and he tells me that business has been off a little bit this year in that area but he also said that the scratch picking in the Virginia spots was fairly good. As far as I'm concerned, I have hopscotched all over North and South Carolina and finally dropped anchor in Greensboro, N. C., with the family so I could send the kids to school. I also met D. S. Bennett, field manager for Farm and Ranch, and he told me that the boys picked up a goodly part of their winter WE LEARN . . . b.r. at the North Carolina State Fair. It must be nice to work a few and then relax. That's not for me, however. I have a pretty hefty been living for the past eight years. nut to crack with four bread cutters to support so I guess I'll have another old-time member of the to make them all. I wonder what ever happened to E. C. Pardee. It seems that the Carolinas have been me that both the States are still here and they are as green as ever." Like a lot of other people in the pitch business, Steve would like to read pipes from Dr. M. J. Lockey, Speed Mangrum, Horace Braizell, Harvey from Washington and the dear little "Kentuck" R. H. Gee. We're sorry to say that the report that McClain received on I. Kehoe (Old Keo) is true. A pipe received from him recently spots him still in the Veterans Hospital, Durham, N. C.

SOME MAIL . . . is being held in the Cincinnati hear from him. office of The Billboard for the following members of the pitch card to Bill Baker letting me know where you're hanging out, I'll see that you get it: Max Fox, Wilson Bardick, Judson (Pug) Williams, Julian Wayne, Cokey Coleman, Herman Farrah, Bob Williams, Bob LeRoy, Harry Frank, Edythe and Harry Kemp, Johnny Coleman, Frank Carey, Chic Denton, E. C. Pardee, Merton Craig, Joe Greenie, J. E. Tyler, Fred O'Hearne, Little Chief White Eagle, Prof. A. J

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IT'S BEEN A LONG TIME . . . Howe, C. D. Newsom, Big Al Wil-

"JUST A LITTLE NOTE ... from one of the boys," pencils J. Kehoe from the Veterans Hospital in Durham, N. C. "Raleigh State Fair was really a convention for all the sheeties and gadget workers for miles around. Among those present were Al Delesk, Count Harrington, Sol Castle, Abe Cohen, Earl Patrick and the Ryan brothers. The one and only Jimmy Wall was taking care of all the big jackpots while Spud Mangrum and his partner were taking care of the overflow in town. I sure want to thank all the boys for being so nice to me."

from Ray Brisom, that veteran med man, Harold Woods, died recently in Reading, Pa., where he had Ray also tells us that Doc Fehr, med fraternity, is now living in the Beckheim Home in Reading. It seems that the old Doc gets kinda' taken off the map as far as he's lonesome once in a while and concerned. You can tell him for would like to hear from some of his friends.

> HAS ANYONE . . . seen or heard from Ray Eder? Ray, a med specialist, was also known as Ray White Horse and, according to last reports, was working thru the Oklahoma and Arizona territory.

ACCORDING TO . . reports, Billy (the Kid) Dietrich is in Winchester, Va. Billy has been on the AWOL list for quite some time now so if his reported presence in Winchester is true, let's

JACK (BOTTLES) STOVER . . and his old friend Dr. Eddie fraternity so if you will drop a Brownfield made a two-week return engagement on the sheet in Petersburg, W. Va., which made their stand there cover about six weeks. The boys have apparently done pretty well for themselves, but since the cold breezes are beginning to whistle around their ears, they've decided to blow the spot and head for the warmer climes. Jack says, "Tell all the sheeties that the paper business is just about petered out in Peters-

> C. L. (HANK) NIER . . . he of age and weight prognostigating prominence, has vacated the high hills of West Virginia after working the Forrest Festival and is headed south. Hank says that he will make a fair or so in North and South Carolina on his way home to Florida.

MRS. DELLA EDER . . pencils from Battle Creek, Mich., to learn the whereabouts of her husband, Ray Eder, med pitchman who is also known as Ray White Horse. According to last reports he was in the Oklahoma-Arizona territory.

JOE SAGE SAYS . . . 'If the public leaves your tip with a good impression, you don't have to worry about whether you can repeat at your spots."

WE GOT . .

a helluva kick out of getting the following note from New Orleans penned by Dave Rose. "While reading the pipes in The Billboard, dated October 23, I came across the one contributed by my good friend, Bob Posey, and I was glad to learn that he is still at it and enjoying good health. In his pipe he wrote that he would like to know what became of certain pitchmen. I was among those mentioned so I will make my whereabouts known with this pipe. I have not been doing any pitching for over two years due to the fact that I suffered a slight stroke. It was in the form of a blood clot. According to my doctor it was caused from pitching, which led to high blood pressure and hypertension, so take it easy, boys, and don't let poor buying tips get you down. Learn to take the good with the bad. I feel okay again except

(Continued on page 123)

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#### COMING EVENTS

Alabama Birmingham-Dog Show, Dec. 5.

Arizona Phoenix-Ariz. Natl. Livestock Show, Jan.

California

Corcoran-Corcoran Rodeo, Nov. 14. Los Angeles — Great Western Livestock Show, Nov. 27-Des 2. A. M. Mathews. Pasadens-Tournament of Roses, Jan. 1. Max Colwell, 181 S. Las Robles Ave. San Diego-Electric & Home Appliance

Show, Nov. 26-Dec. 1. Turlock-Far West Turkey Show, Nov. 30-Dec. 2. Marcus Johnson, 207 Orane Ave. Victorville-Elks Rodeo, Nov. 20-21.

Connecticut Hartford-Sportsmen's Show, Jan. 22-29.

Delaware

Wilmington-Do-It-Yourself Show, Nov.

Wilmingotn-Antique Show, Dec. 1-3. Florida

De Punisk Springs-Armistice Celebration, Nov. 8-13.

Melbourne-Thanksgiving Reunion and Trailer Show, Tin Can Tourists of the World, Nov. 15-29. Miami-Bird Show, Dec. 16-19. Miami-Flower Show, Jan. 7-10.

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Miam!-Home Show, Nov. 18-29. Sebring-Sebring Rodeo, Nov. 11-13. Sarasota-Fla. Mobile Home Expo., Nov. 24-28.

Tampa-Antique Show, Jan. 3. Tampa—Dog Show, Jan. 23. Wauchula—Hardee Co. Cucumber Expo., Nov. 8-13.

Georgia

Atlanta-Southeastern China, Glass & Gift Show, Jan. 16-19. Poster B. Steward, 1401 Peachtree St., N.E. Illinois

Chicago—Auto Show, Jan. 7-16. Chicago — International Livestock Expo., Nov. 26-Dec. 4.

Indiana Indianapolis-Sports Show, Jan. 28-Feb. 6.

Louisiana Baton Rouge-Armistice Celebration, Nov.

Buras-Orange Pestival, Dec. 18-30. Mrs. A. Pocrica. LaFayette-Mid-Winter Fair & Livestock Show, Jan. 6-9. LaFayette—Flower Show, Jan. 15-16.

Maryland

Baltimore-Antique Show, Nov. 29-Dec. 2. Baltimore—Food Show, Nov. 16-20. Timonium—Eastern Natl. Livestock Show, Nov. 13-18. Joseph 'W. Shirley.

Michigan

Bay City-Poultry Show, Jan. 16-19. Ben W. Mau, 2009 Second St. Detroit—Jr. Livestock Show, Dec. 7-9. C. E. Scott, 6750 Dix.
Detroit—Detroit Rodeo, Nov. 18-28.

Grand Rapids-W. Mich. Fat Stock Show, Dec. 7-9. R. Machiele. Grand Rapids-Mich. Turkey Show, Dec.

Minnesota

St. Paul-St. Paul Winter Carnival, Jan. 28-Feb. 6. John Geisler, 356 Cedar.

Missouri St. Louis-Sports Show, Jan. 18-23.

New Jersey Elizabeth-Own Your Home Show, Nov.

17-23. New York New York-International Winter Sports

Show, Nov. 25-28. Ohio

Cleveland-Food Show, Nov. 1-12. Cleveland-Sports Show, Jan. 3-9.

Oklahoma

Oklahoma City-Okla. State Poultry Show, Nov. 30-Dec. 5.

Pennsylvania

Harrisburg-Pa. Parm Show, Jan. 10-14. H. R. McCulloch. Nazareth-Farm Products Show, Nov. 18-20 Paul R. Seifert. Uniontown-Uniontown Poultry and Farm Products Show, Jan. 4-8. Wilbur Cook,

South Dakota Sloux Falls-Auto Show, Nov. 24-28,

Texas

Dallas-Southwest Antique Show, Nov. 11-14. Mrs. Margaret Tremblay, 2706 Pair-

Dallas-Natl. Pigeon Show, Jan. 19-22. Dallas-N. Texas Cat Club Show, Jan. El Paso-Southwestern Sun Carnival Pa-

rade, Jan. 1. Fort Worth-Fort Worth Rodeo, Jan. 28-Feb. 6.

Fort Worth-Tex. Hereford Assn. Cattle Sale, Nov. 22-23. Houston-Grand Natl. Cage Bird Expo., Dec. 9-13.

Utah

Ogden-Ogden Livestock Show, Nov. 12-17. E. J. Fjeldsted, 506 Kiesel Bldg. CANADA

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Toronto-Royal Agri. Winter Fair, Nov. 12-20. G. S. McKce.

Saskatchewan Saskatoon-Dressed Mest & Poultry Show & Sale, Dec. 8-9.



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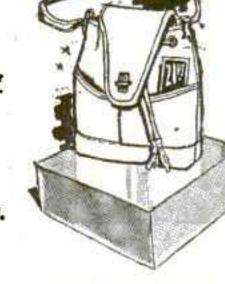
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Ferenzi, James V. Ferrier, Richard Fink, Harry Fisher, Geo, Flood, Barbara Lee

Gibson, Johnny

Grithe, H. M.
Gudath, Brownie
Gunn, Mrs. Leonard
Gunn, Wm. H.
Hagerty, John M.
Hall, D. D.

Alvarze, Johnnie Ard, Bob & Clyde Arger, T. A. Armand, Bill Arnold, Geo. (Rhythm on ice)

Arnold, Richard Lee
Ashcraft, John Wm.
Atkison, Mrs. Ada
Ayers, C W (Bob)
Bailey, Mrs. Kittie
Baker, Mrs. Mary
Baldwin, Bill
Baldwin, B. J.
Bannester, Mrs.

Bengtsson, M. & Mrs.
(Wire Act)
Bennett, Jean R.
Benning, Malcolm J.
Benson, Harry
Rersman, Leo H. Benson, Harry
Bergman, Leo H.
Berman, Mike
Black, D. D.
Black, Holly
Blackhall, Happy Dot
Blanchard, Thos.
Bouncing Bodos
Bozman, Paul Bozman, Paul Brady, Frank J. Brick Bros, Brill, James D. Broadway, Donald Brooks, Art Brown, Ray Brown, Wm. J. Bruce, Kid

Brunken, n. Buchanan, Mrs. Maryann

Canistrellis, The
Card, Mrs. J. C
Carr Roy Arthur
Carroll, Mrs. Clara
Carter, Mrs. Vonthia
Carver, Chas.
Caudill, John N
Cearly, Gordon
Chalmers, Edw &
Chasteen, Paul
Chembers, Delores

Carver, Chas.
Caudill, John N
Cearly, Gordon
Chalmers, Edw &
Chasteen, Paul
Chembers, Delores
Childers, John M.
Christensen, Geo
Christy, Capt. Eugene
Cidoux, Marie (Fat
Girl)
Clawson, Ralph
Clevenger, Fred L.
Cole, Brownie
Collins, Bert
Conley, W. T
Conway, Jim
Conway, John J.
Conway, John J.
Conway, John J.
Conyer, Harry (Red)
Cook, Clarence C.
Cook, Thos. R.
Cooke Ann
Cooper, Mrs. Stella
Corday, Connie
Cotton, Myrtie (Mutt)
Lackson, Richard
Cotton, Myrtie (Mutt)
Lackson, Richard
Cordon, Cordon
Christy, Capt. Eugene
Hildebrandt, Frank B.
Hinchliffe, Mr. & Mrs.
Hildebrandt, Frank B.
Hinchliffe, Mr. & Mrs.
Hirschberg, James
Hobbic, Alvie Ray
Hodge, Mrs. Marie
Holtz, John
Hope, Jack & Mrs.
Hodge, Mrs. Marie
Hotz, John
Hope, Jack & Mrs.
Hotzer, Cleo
Hohn. Waiter
Holtz, John
Hope, Jack & Mrs.
Hotzer, John
H

Cooke Ann Cooper, Mrs. Stella Corday, Connie Cotton, Myrtle (Mutt) Cowan, W. D

Jackson, Richard
(X-Ray Film)
Jackson. Wm John
Johns, Mrs. Helen
Johnson, Edw. D.
Johnson, Josephine
Johnson. Mike
Jolly, Alfred C
Kaapuni, Ernest
Kaplan. Mrs. Sam
Keller, L. C.
Kelly, Mike
Kelly, Robert P.
Kennedy, Bill
Kennedy, Bill
Kennedy, Mrs. Joe
Killman, Robert Cotton, Myrtle (Mutt Cowan, W. D Cox, Walter B. Crabb. Harold L. Crawford, R. M. Crispi, Frank Cutler. Della D'Arcy, Ethel Dangier. Geo. Dart, Charley E. Davis. Jean DeBold, Eddie DeWinter, Leon Deibert, Ed Delano, Philip James Delesk, Al Demetro, John

Deibert, Ed
Delano, Philip James
Delesk, Al
Demetro, John
Demetro, Steve
Dempsey, John (Tiny)
Denham Athei
Dick, Billy
Dillard, Bill
Dobritch, Lola
Donohue, Linda
Dorner, Mrs. Agnes
M. Kenny, Mrs. Joe
Killman, Robert
Kipp, Stewart W.
Kiser, Eugene R.
G. B. Kiser
Knott, Mrs. Mary
Knudson, Karl
Konyot, Oscar (6e
postage of
La Berta, Otis
La Rue, Lash
Lackos, William Doss, Texas Benny
Dribble, Roy (Dibbie's
Korn Krib)
Duchene, Lewis
Elder, Charlie W
Elliott, Harry
Ellman, Mrs. Mark
Elmore, John (or
Almore)
Engerer, Capt
Ephriam

Elman, Mrs. Mark
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McBride, Frank
McDermott, William
McBride, Frank
McDermott, William
McSalyina, John
Rooney, Jimmy
Rooney, Jimmy
Ross, Donald
(Elephant Man)
Rowey, Buddy
Rubens, Si
Russell, Leonard H.
Ruth, Ted
Ryder, Mickie
Sagan, M.
Salyina, John McBride, Frank
McDermott, William
H. Salyina, John
Salyina, Pete

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Martin, Kurt
Mason, John
Mazer, Lewis
Menn (or Minn?) Joe
Mercy, Dot
Meyers, Leo
Meyers, Leo
Meyers, L. Z.
Miller, Calvin

Markham, Harold R.
Seifer, Mrs. Helen
Seydel, Don
Shapiro, Henry
Shelley, Mrs. Aulene
Shelley, "Heavy"
Shelton, Mr. Pat
Shey, Kitty
Shivy, Leo
(Curley) Simms, Bob Flower, Mildred
Flynn, Vincent M.
Forkum, Charlie Tex
Fowler, Shirley
Fox, H.

Meyers, Leo
Meyers, L. Z.
Miller, Calvin
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Baldwin, B. J.
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Leonard
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Garvey, Bill
Gatewood, Col.
(Flying X Rodeo)
Miller, R. A.
Miller, Sam
Miller, Sharon Lee
Millette, Jimmy
Mills, C. B.
Mistura, Angelo
Mistura, Angelo
Mistura, Angelo
Mitchell, James
Mitchell, James
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Thompson, Tommy Thorne, Charlie Tolliver, Little

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Wallgorski, Stanley
Walker, James & Mrs.
Walker, John A.
(Cozy & Walker

Walker, Theodore Walsh, Florence (Flo-Bei)

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Watkins, Clifford
Watts, Dan C.
Weaver, Howard H.
Wedlund, John
Weller, S. E.
West, Geo.
Westbrook, Clarence
Westfall, Wm. & Mrs.
Wheelock, R. C.
Whitaker, Mrs. Betty
White, Wayne
Crumley
White, Wm.

Wilson, William Winburn, Herbert Windsheimer, Roy Emil

Wires, Russell Wojaszek, Bronislaw Wood, Herman (Archie)

Walters, Clarence Walters, Dallas K. Wandolowski, John

Towner, Tom Travis, Jimmy Tucker, Barbara

Mistura, Mistura, Mistura, Mitchell, Frank

ood, Geo.

ney. Robert

non, Johnny
(Hollywood Sky
Ballet)

aro, Jos.

Chas T.

ly, Raiph E.

Mistura, Gidaro, Jos.
Gili, Chas. T.
Gilly, Ralph E.
Glinea, Morris
Glosser, Epp.
Goodwin, L. O.
Frenchie
Gorman, F. P. (Slim)
Gossett, Miss Jean
Gowin, D. R.
Grant, Frank
Griffith, Peewee

Ballet)
Moore, Dr. Don (or
More)
Moore, Steve
Moore, Willard
Moore, Mrs. Wm. O.
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Morris, Mrs. Dorothy
Morris, Mrs. Everette
Morris, Mrs. Rosa
Morris, Bob Stokes. Eleanor Stone, Mrs. Babe Stophel, W R & Mrs.

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Griffith, PeeWee
(Cookhouse)
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Murche, Jeff
Murray, Cy
Muszynski, Patricia
Nabor, Daisy
Nash, Larence
Nasworthy, Jack Nasworthy, Jack Newcomer, Lewis

dd. Charlie
amgarner, Mrs.

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Burlaque, Rocco
Burns, Richard K.
Burridge, Mrs.
Marjorie
Rybee, James H. &
Martie G

Haley, Joe Don.
Haley, Ruth Martin
Hall, Jack
Hall, Jack
Halstrom, Tip & Lil
Hammond, Harry
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O'Sbourne, Paul
O'yseth, Ralph
Page, Miss Jay
Palcovic, Joe
Palmer, Mrs. Kitty
Pardee, E. C.
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Campbell, H. J.

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Guthrie, Lois
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Hall, Ward
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Hedrichson, E.
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Lucille
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Spain, Bud & Lou
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Stephenson, Richard
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Steward, Bobby
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Swan, Walter L. &
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House, James
Hubbard, Venice
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Jurden, Mr. & Mrs.
Donald

Taylor, Dewey
Taylor, Shirley
Thomas, K. B.
Trohanovsky, A.
Vicks, V.
Vonderheid, Henery

Kahle Jr., Mrs.
Charles
Keener, Mr. & Mrs.
Dlebert
Keener, James D.
Weyenberg, Donald
Whalen, Richard
Pray Keener, James D.
Keilman, W. B.
Keils, Martin
Kelly, E. C.
Kendall, Charles
Krager, Walter
Lannan, James H. Whalen, Robert Whalen, Thomas Wildrich, Elmer Williams, Harry T. Lannan, James H. Latkowski, Margaret F. Younker, Anna



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CIGARETTE LIGHTER CHROME. Table or Pocket Models. Size 11/4x11/4". Guaranteed Regular Value 99¢ Each.

2 Doz. for \$8.95 Send Cash, Check or Money Order to GENERAL R. & S. F. CO. 919 W. Girard Ave. Philadelphia 23, Pa.

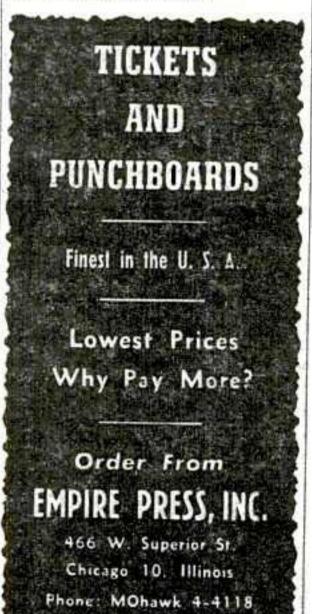
#### Pipes for Pitchmen

Continued from page 120

for a few headaches once in awhile.

My wife and I worked the Iowa State Fair. I didn't pitch but helped her operate her juice joint and when the fair was over we sold out our joint, so we will not operate it next year. If I do go out, it will not be with a pitch item. Life is too short to keep traveling all the time trying to get rich via the pitch game. That kind of routine has sent many a pitchman into the world unknown at too early an age. I have seen quite a few familiar names in the last year or two in The Billboard on the Final Curtain page. I would like to see pipes from some of the old timers I used to run into on the road once in awhile at an auction sale or at a stock or community

Anyone that is contemplating working the Mardi Gras here who wants any information concerning the above mentioned affair, I will be more than happy to try and give them the low-down, if they will let their wants be known via the "Pipes" column. Here's hoping everyone has a good season and that they will enjoy a winter of good fishing in Florida."





**ERLING JEWELERS** ADAMS 4621 44 E. LONG STREET, COLUMBUS, DHID

#### BULOVA-GRUEN-ELGIN

REE Write Today for Free 40-Page Catalog. Please State Your Business.

- REBUILT AND NEW WATCHES
   STERLING AND R. G. P. RINGS
   COSTUME JEWELRY
   RELIGIOUS ITEMS
- PERFUMES

WE WILL NOT BE UNDERSOLD MURRAY SALES CO. 413-415 SO. LOS ANGELES ST. LOS ANGELES 13, CALIF.

----

The Best Sales Boards and Jar Games

Write for Information and prices.

GALENTINE COMPANY Dept. B, 519 E. Jefferson Blvd. South Bend 17, Indiana



WE ARE MANUFACTURERS B All Kinds-PULL TICKET GAMES A Buy Direct From Manufacturers et B Very, Very Reasonable Prices. L 302 MAIN ST., WHEELING, W. VA. L. S Phone: Wheeling 340

#### Sparkling Rhinestone Jewelry Sets



Sparkling neckloce with matching earrings and a most

stunning two row matching bracelet. Very fine, imported, machine cut, highly polished rhinestones in rhodium finished pronged mountings. Gift boxed. Doubly appealing in appearance and price. A grand buy.

dox, sets

(Sample \$3.50)

IN BEAUTIFUL MIRROR HANDBAG

IMPERIAL MERCHANDISE COMPANY 893 Broadway, New York 3. N. Y.

#### TIME IS RUNNING OUT

Only Two Weeks Left To Sell the Big 1954

#### CHRISTMAS MERCHANDISE MARKET

When to sell more gift and novelty items just when your prime customers and prospects are replenishing their supplies of every kind of merchandise for Christmas sales?

Then make sure your ad gets in the next two issues of The Billboard -

November 20th and the Special, November 27th ANNUAL OUTDOOR CONVENTION NUMBER (biggest issue of the year)

ADVERTISING DEADLINE - 10 DAYS PRIOR TO



Billboard

DATE OF ISSUE

CLARENCE LATSCHA 2160 Patterson St. Cincinnati 22, O. DUnbar 6450

MAYNARD REUTER 188 W. Randolph St. Chicago 1, 111. CEntral 6-8761

NORMAN BERKOWITZ 1564 Broadway New York 36, N. Y. PLaza 7-2800

FRANK JOERLING 390 Arcade Bldg. St. Louis 1, Mo. CHestnut 1-0443

SAM ABBOTT 6000 Sunset Blvd. Hollywood 28, Calif. HOllywood 9-5831

#### GOLD BARREL MUGS

21/2" TALL



BIG FLASH FOR PRIZES, GIFTS, SOUVENIRS

9.00

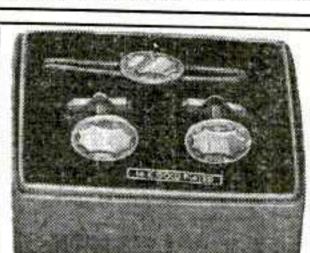
Send 50¢ for sample. Distributors, Jobbers, Inquire for Quantity Price.

SILVER GLASS CO. 113 W. Fayette St. Baltimore 1, Md.



"... carn more money with our terrific line-up of Costume Jewelry, Men's Jewelry, Pearl Sets, Religious Goods, etc. Set! the year 'round, No experience needed, Send for FREE COPY NOW of our 1954 catalogue!" LOW PRICES—HIGH PROFITS!

Customeraft JEWELRY MFG CO 26 Custom House St. Providence R.1.



#### ENGRAVERS, BIG VALUE

6 Styles of

Tie & Cuff Sets

Polished gold or nickel plated. Fancy Wine Velvet Pad and Boxed

\$5.25 dox. sets

DEXECO, INC. Manufacturers of engraving jewelry 191 SOUTH STREET, PROVIDENCE 3, R. I.

FOR ENGRAVERS & **DEMONSTRATORS** State your business



MANUFACTURER Beautiful, Better Quality Three-Piece Set with Metal Caps Hooded point fountain pen, mechanical pencil and ball pen.
Available in four
or more colors.
Attractively boxed.

DIRECT FROM

Sample 48.00 tax incl.

OTHER SETS UP TO \$72.00 GROSS. 25% Deposit, Bai-ance C.O.D. F.O.B. New York.

MODERN PEN MFG. CO., INC. 395 Broadway, N. Y. 13 CAnal 6-8016

Take the lines of least resistance with NAME BRANDS



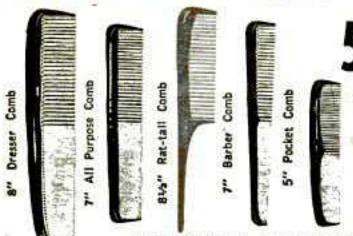
THE HOUSE OF **MAME BRANDS** 

Continuous Supply. All items stocked for immediate pick-up. All orders shipped same day as received. WHOLESALE ONLY. Send for free catalog.

H. B. DAVIS CORP. 145-B West 15th Street, New York 11, N.Y.

GIVE TO DAMON RUNYON CANCER FUND

## SPECIAL IMPERIAL



PIECE COMB SET

consisting of: 1 LARGE DRESSER COMB 1 ALL PURPOSE COMB 1 RAT-TAIL COMB BARBER COMB Gross Sets

\$2.60

Gross

RETAIL PRICE, 29c SET, CELLOPHANE WRAPPED

#### 22 COUNT SWEETHEART NEEDLEBOOK



consisting of:

9 DARNING NEEDLES, ASST. SIZES

12 SEWING NEEDLES, ASST. SIZES

1 NEEDLE THREADER

Complete Deal Costs You. . 121/2c You Sell Deal for..... 25c Gross Deals Sell for.....\$36.00 Your Cost Per Deal..... 18.00 YOU MAKE 100% PROFIT OF \$18.00

DEAL WILL BE SHIPPED FREPAID IF FULL PAYMENT IS INCLUDED WITH ORDER

RETAIL PRICE, 15c PER PACKAGE

SEND MONEY ORDER OR CERTIFIED CHECK ONLY

IMPERIAL MERCHANDISE CO. 893 Broadway New York, N. Y.

New 93 Page COLOR CATALOG

Beautifully illustrated -with separate confidential price list and SPACE ON FRONT COVER FOR YOUR NAME AND ADDRESS.

H you're locking for

"action" and a solid fourdation for a respected.

us NOW. We have the

Inventory, variety and

prices that bring results.

Please state business when

#### Nat'ly Advertised BRAND MERCHANDISE

Check Our Amazingly Low Prices on:

- ELECIKICAL APPLIANCES
- HOUSEWARES

Don't get shut-out.

- LUGGAGE
- GIFTS

ALUMINUMWARE

- . WATCHES & CLOCKS
- SILVERWARE
- · TOYS, Etc.

requesting catalog.

#### Merit Home Products Brooklyn 6, N. Y.

#### NEW YEAR'S CELEBRATION DEAL

Enough for 48 guests. Consists of 48 full adult size elaborately decorated hats, 48 decorated New Year's horns and 50 large metal noisemakers. Order early,

**\$&&&&&&&&&&&&** 

WRITE FOR NEW 370 PAGE CATALOG. STATE YOUR BUSINESS. ALL PRICES, F.O.B. TERRE HAUTE. SEND SUFFICIENT POSTAGE.

25% DEPOSIT MUST ACCOMPANY C.O.D. ORDERS.

#### LEVIN BROTHERS TERRE HAUTE, INDIANA

To Order Classified or Dislay-Classified Ads

#### USE THIS HANDY FORM NOW

I Type or print your copy in this spaces

2 Check the heading under which you want your ad placed:

Acts, Songs, Parodies Agents and Distributors Animals, Birds, Pets Business Opportunities

Costumes, Uniforms, Wardrobes Food and Drink Concession Supplies

Formulas For Sale—Secondhand Goods For Sale—Secondhand Show

Magical Apparatue Miscellaneous Musical Instruments, Accessories Partners Wanted Personals Photo Supplies and Developing Printing Salesmen Wanted Scenery, Banners Tattooing Supplies Wanted to Buy

Instructions, Books, Cartoons

3 Indicate below the type of ad you wish: ☐ RECULAR-CLASSIFIED AD-15¢ a word. Minimum \$3.00. DISPLAY-CLASSIFIED AD-\$1 per agate line. One lock \$14.00. (14 agate lines to the lech)

4 Complete this authorization blank and mail promptly. Classified ads must be accompanied by remittance in full. Display-Classified Ada will be billed if credit has been established.

The Billboard 2160 Patterson St. Cincinnati 22, Ohio

Help Wanted

I enclose remittance of \$.....

Name ............

City ...... State......

#### CLASSIFIED SECTION

#### A Market Place for Buyers and Sellers IMPORTANT INFORMATION

#### **ADVERTISING RATES**

REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt, caps.

RATE: 15c a word-Minimum \$3

CASH WITH ORDER

#### DISPLAY-CLASSIFIED ADS

Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted.

RATE: \$1 per agate line-\$14 per inch

CASH WITH ORDER

funless credit has been established)

Ambler, Pa.

cost of ad. When using a Box Number in care

In determining cost of regular

Classified Ad be sure to count your name and address when computing

of The Billboard allow for six additional words.

On Box Number Ads a special service charge of 25c per insertion is made for handling replies.

#### FORMS CLOSE THURSDAY NOON FOR FOLLOWING WEEK'S ISSUE

Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, OHIO

#### ACTS, SONGS & PARODIES

SUBSCRIBE TO "COMEDY WORLD"—
Trade journal of humorists; published monthly by National Association of Gagwriters. \$4 per year. Write George Lewis, P. O. Box 835, Grand Central Station, 17, New York City.

#### AGENTS & DISTRIBUTORS

#### AMERICAN FLAGS

Beautiful large 9x17 ft. U. S. Flags. New. 1001; wool, with rope and snap hook. Govt. cost. \$45. Only \$8 postpaid.

B & L SURPLUS. Box 150. Ogden. Utah

#### AAA AMAZING BARGAINS

ABALONE PEARL, BUTTERFLY WINGS, imported Jewelry. Price list features unusual novelties. Tropical Gifts & Curios, 906 Tampa St., Tampa, Fla. no27

AGENTS—SELL RICH LOOKING 34x66 IMported Japanese Rugs for \$2; never before such a large rug for so low a price. Multicolor stenciled designs, booked carpet and Oriental patterns; sample, \$1.25 prepaid; 4 rugs, \$1.15 each prepaid. Condon, Dept. B. Box 204, Upper Darby, Pa. ch-tfn

AMERICA'S FIRST \$1.98 FIRE EXTIN-guisher; car or home, Sample postpaid, \$2. Dealers, write; agents wanted. Star, 2904 12th St. N.W., Canton, Ohio. no20

ATTENTION—HOSIERY; LOW PRICES FOR jobbers, pitchmen and salesmen; complete line. Ladies' and Men's, Children's Hosiery. Nylons, \$1 dozen up; sample order one dozen, slightly imperfect Nylons, packed beautiful cello bags, \$3; prompt shipments and satisfaction guaranteed or money reand satisfaction guaranteed or money re-funded. S. F. Pollard Mfg. Co. (5-1741), 1258 Market St., Chattanooga, Tenn. nol3

ATTENTION. PITCHMEN, DEMONSTRA-tors; male or female; earn big money demonstrating fast-selling Xmas item. Kopeefun, in leading chain and department stores, Thanksgiving week to December 24. Liberal commission. Write fully, nam-ing city preferred to Demonstration Mgr., Embree Co., Elizabeth 4, N. J. no13

A FREE KIT—EVERYTHING YOU NEED to make big money selling world's famous French-type Perfumes. Profit packed Christmas sales. Astonishingly low prices. Individually gold boxed \$1 sellers. Costs you \$4 dozen, You make \$8, Mammoth Treasure Presentation Box. 3 thrilling famous fragrances in one fabulous gold box. \$3 sellers. Costs you \$8 dozen. You make \$28. Tremendous profits can be yours between now and Christmas. Send for free details. "Husk" O'Hare, 5732 North Kenmore, Chicago 40. Ill.

BINGO BLOWERS—"BUILT LIKE A PULL-man suitcase." Portable! Electric, AC only. Your special price, \$49.50. Retails, \$150. Lipka Mfg. Co., 617 East 11th St., New York 9, N. Y. de4

BUY WHOLESALE DIRECT-25,000 ITEMS; Electric Appliances, Silverware, Jewelry, Watches, Cameras, Haberdashery, etc. Catalog 25e refundable, Matthews, 1478. C21 Broadway, N. Y. C. 36. np

CONCHO BELTS—COLD ROLLED STEEL.

nickel plated, set with assimulated turquoise stones; minimum length, 32 inches
with average of 15 conchos; assorted styles,
\$12 per dozen, Samples sent postpald, \$1.25
each. Byron Hunter's Indian Store, Box
315, Temple, Ariz. no20

EARRINGS—GANG CARDED: BEAUTIFUL assortment, \$1.85 dozen; Christmas Specials, attractively boxed Rhinestone sets, \$18 dozen; ladies' Cuff Link sets, \$3.75 dozen; men's Cuff Link sets, \$6.50 dozen. Bey, Creations, 45 Rosebank Ave., Prov., R. I

GENUINE CALF LEATHER BILLFOLDS—Men's style. Has removable pass case, zipper bill compartment, secret compartment and zipper coin pocket, Mahogany or black, Individually boxed, \$1,25 each in dozen lots postpaid, Samples, \$1.50, Crescent Sales Co., 150-B Broadway, N.Y.C. 38. EARRINGS STYLES 1955, FROM MANUfacturer, \$36 gross, 3 dozen assortment 36 styles, \$10 postpaid; retail sellers \$1 & \$2. No catalog, no c.o.d.; money refunded if not satisfied. Rothblat, 9 Thayer St., N. Y. C. 34. ch-no20

#### FAMOUS MFR. CLOSEOUTS Animal Charm Bracelets ......\$100 dz.

#### SAMUEL SILVERMAN & CO. 1820 Westminster St., Providence, R. I.

"FOG-STOP" WINDSHIELD CLOTH-IN-stantly removes blurry mist, frost, sleet, snow. Stops windshield fogging, Samples sent on trial, Kristee 61, Akron, Ohio. GENUINE LEATHER BILLFOLDS—HAND tooled and laced. Four fifty to twenty dollars per dozen. Samples prepaid, two dollars. Jack Eastwood, 694½ Jefferson, Chillicothe, Ohio.

GENUINE \$10 PERFUME ADVERTISED BY leading department stores. Request proof of advertisements circular; \$12 dozen. Weco, 21A Portland St., Boston, Mass.

GERMAN WATERPROOF WATCHES, 17J.
Beautiful yellow case. Reasonable, 565
Fifth Ave., Room 809, NYC. eh-tf IVORY ROSARY, SILVER LINKED, \$5; garnet, \$5; sandalwood, shell or silver any, \$2; coral, \$15. Motiwala, Third Bhoi-wada, 38BB, Bombay 2. nol3 JOKERS FUN SHOPS-FULL CREDIT ALlowed on items returned. Jobbers offer same terms to dealers. Eagle Specialty Co...

LIGHT REFLECTING SIGNS—RED HOT and sensible; 7x11" illustrated; color blended; 2000 varieties; 36 per 100, 15 for \$1 or 10¢ for sample. Kochler, 335 Goetz. St. Louis 23, Mo.

MAKE MONEY SELLING TIES, BUY DI-rect from manufacturer. Excellent values. Write to Philip's Neckwear, 20 West 22nd, Dept. 340, New York.

FLOSS MACHINE DEMONSTRATORS — New machine, guarantee; one left, \$135. Jones Equipment Co., 330 Mattison Ave., Ambler, Pa.

NOVELTY WOOD PLAQUES MADE OF white gumwood, 7x12, painted two colors, gloss finish; big variety comedy slogans, illustrated with carton. Silk Cord Holders, Novelty gift, souvenir shops. Agents, side-line salsemen, write for list and prices. Sample, \$1. H. Sordelet, R 1, Tarpon Springs, Fla.

POSTCARDS—FREE 500 ASST. CUTIES, comics and your city and state imprinted on 25 general scenes. 3,000, \$28.50. Mayrose Co., Linden, N. J. ch

SELL BEAUTIFUL COLOR FILTERS—PUTS your television in color; cuts the glare; glowing soft tones; easy on the eyes. Agents wanted. Moody Supply, 3026 Mesquite Rd., Fort Worth 11, Tex. no20

SELL TITANIA GEMS TO FRIENDS, neighbors, everyone. More brilliant than diamonds. \$8.80 per carat unset. Huge profits. Free details. Imperial Gem Co., 5026-C Broadway, Chicago 40, Ill. ch-nol3 PAINT SIGNS WITH MASTER PATTERNS. Set 114" to 12" prepaid, \$1. Sample 3¢. Everly, BB583, Newton, Iowa. no13

QUALITY TIES—YOUR PROFIT, 189%. Catalog Free, Loren Specialties, 4351 H-11 Flournoy, Chicago 24, Ill. de18 SELL 8x10 OIL COLORED OR SILK finish enlargements, attractively framed from any photo, for only \$2.95. Big commission. White, Box 57, Levy Sta., No. Little Rock, Ark.

\$1 PROFIT EACH SALE PLUS OVER-rides. Two, three or more orders one family. Photo enlargements only \$2.95; Xmas Special. G. Allen Studio, Riegler Bldg., Little Rock, Ark. nol3

#### ANIMALS, BIRDS, PETS

back Rattlesnakes shipped directly from Laredo, Tex. Live delivery guaranteed. Bad order form required. Ten dollars minimum order. \$1.25 per pound, including packing chargfe. Ross Allen's, 1112 N. Miami Ave., Miami 32, Fla. Phone 3-4806 no27 be inspected. Price \$1.000 Robert Carben. 911 Grove St., Avoca, Penn. Phone Glen-wood 7-2273.

FOR SALE—#5 ELI WHEEL, \$3.800. RALEY Shows, Beaufort, S. C.

HEY DEY—COMPLETE; MAKE OFFER.

BABY WHITEFACE AND CINNAMON Ringtails, \$35; Rhesus, Spiders, Bonnets, \$30. Squirrel Monkeys, \$25, Bronson Tropi-cal Birds, 149 Fort George Ave., N. Y. 40, N. Y.

CALIFORNIA SEALS, SEA LIONS—WILD or trained; main suppliers zoos, circuses thruout world. Marine Enterprises, Inc., Hermosa Beach, Calif. np

CHIMPANZEES NOW AVAILABLE—El-ther sex; varying ages. Perfect specimens, easy to handle. Chase Wild Animal Farm, Egypt, Mass. Tel. Scituate 571. no20 FOR SALE — TWO MIDGET CALVES. Eighteen inches high; six months old. Red Lloyd, Holyoke, Colo. no20

HEALTHY SNAKES, ALL KINDS—INdigos, Bulls, Rattiesnakes, also Armadillos, Alligators, Horned Toads, Peafowl, Parakeets, Monkeys, Agoutis, deodorized Skunks, Guinea Pigs, Coatimundis, Plumas, Otto Martin Locke, Phone 141, New Braunfels, Tex. fels. Tex.

ONE ANACONDA OVER 18 FT.—CLEAN mouth, unusually heavy body; good feeder. Been in captivity over two years. Two hundred dollars cash. Young Rhesus Monkeys, twenty-five dollars each. Miss Jane Costigan, New Market, Va.

ONE BRAZILIAN MALE TAPIR, VERY tame: one Emu, same stock. A-1 condition, thoroughly acclimated. Sale or exchange. Rare Bird and Animal Farm, Fair-WILL TRADE—DOG WITH 5 LEGS AND 2 tails; want animal close outs, good cage chimpanzees. Tote-Em-in Zoo, Route 2, Box 368, Wilmington, N. C.

YOUNG, TAME, PIGTAIL, JAVA, SPIDER Monkeys; Owls, Hawks, Porcupines, Badgers, Buzzards, Fox, Raccoons, Wolves, many others, R. Neil Altenburg, Route 1, Escanaba, Mich. Phone Bark River, Mich., 3949.

#### BUSINESS OPPORTUNITIES

CONCESSION ON DAYTONA BEACH Fig. Rental Cub Cars, Motorettes and Scooters, Year around business, now oper-ating. Ideal location on beach, M. W. Hollingsworth, Rt. 2, Box 193, Holly Hill, Fla.

LEARN THOUSANDS SECRETS, TIPS, ideas for profits, pleasure. Low cost. Get free details from Morey Publications, 2497 Roosevelt, Redwood City, Calif. no27

NATIONALLY ADVERTISED MERCHAN-dise. Rush 50 cents for illustrated catalog showing retail prices to Edward Clemens, 318 W. Bridge St., Morrisville, Pa. no13 NEW ELECTRIC MACHINE BAKES greaseless doughnuts; attracts crowds; you'll coin money serving hot doughnuts; weighs 60 pounds; small investment; free recipes. Norbert Ray Co., 3605 S. 15 Ave., Minneapolis 7, Minn.

OPPORTUNITY TO ESTABLISH YOUR-self in a profession seriously in need of competent men. Rockwell School of Tuning holds key to a successful future. Piano tuning regulating and repair. Address Rockwell School of Tuning, Clear-field, Pa., for details.

PAN AMERICAN RECORD CO. FOR SALE \$7,500. terms; over 200 Latin recordings Write 5008 Crown Ave., La Canada, Calif.

#### COSTUMES, UNIFORMS, WARDROBES

COSTUMES, WIGS, OSTRICH FEATHERS, Rhinestones, Tuexdos, Tails, Orchestra Coats, Derbies, Top Hats, Strip Costumes, Minstrel, cheap, Leroy Carpenter, 10 Eldo-rado Place, Weehawken, N. J.

#### FORMULAS & PLANS

ANY FORMULA. \$3: FORMULA CATALOG and Manufacturing Treatise, 10¢. Joseph H. Belfort, 192 N. Clark St., Room 620, Chi-cago 1, Ill.

#### FOR SALE SECONDHAND GOODS

ABOUT ALL MAKES OF POPPERS—CARA-mel Corn equipment, Floss Machines, re-placement Kettles for all Poppers, Krispy Korn, 120 S. Halsted, Chicago, III. de25

#### FOR SALE—SECONDHAND SHOW PROPERTY

AT LAST — MAJOR FERRIS WHEEL, Plans; taller than 3-story building; 30 passengers, 10 seats; detailed drawings and instructions, \$25. Free circular. Brill, Box 875, Peoria, Ill.

BANTAM TRACTOR KID RIDE-3 CARTS, 18 passenger; for sale or trade. Homer Fry, Lafayette, Ind. R. R. 3. Ph. 25-1548. BLEACHERS, FOLDING CHAIRS, THEA-ter Chairs, Tents, Stadium Chairs, Screens, Projectors, '16mm. Film, Lone Star Seating Co., Box 1734, Dallas I, Tex. COMPLETE ANIMAL AND FREAK SHOW— Good 12x14 Tent, Front. Bobcat, 30 human freak photos, \$165 cash. Charles Fretz, Shelly, Pa.

CONCESSION TRAILER—16 FT., GLASS all around; 10 ft. serving counter both sides, Built by Indian Trailer Co. A-1 condition, three years old. Lee Becht. P. O. Box 92, Mount Healthy 31, Ohio. Phone WEbster 4424.

DODGEM-NEW BUILDING SEMI PORT-able; 12 cars all recently overhauled. Sale or trade. Tim Nolan, Moxahala Park, So. Zanesville, Ohio. DOUBLE LOOP-O-PLANE-VERY GOOD condition; nearly new motor; best cash offer takes it. George Greaser, Dorchester,

FOR SALE—CHAIR-O-PLANE, WITH OR without transportation. Priced to sell. William A. Thiering, Walcott, Iowa. Dial 84-2781.

FOR SALE—PINTO FIRE ENGINE PER-fect condition, used only in bark: may be inspected. Price \$1,000 Robert Carden, 911 Grove St., Avoca, Penn. Phone Gien-wood 7-2273.

HEY DEY-COMPLETE; MAKE OFFER.
Bingo complete: sale or trade for Rid
Coaster, Light Plant or Show Equipment.
Give or take difference. Fred Nolan, Route
2, So. Zanesville, Ohio. nol3 LATEST A.B.T. SHOOTING GALLERY,

complete: 8 guns, heavy duty compressor, 2 sets moving targets with H.D. motors, 3'x10' double neon sign. Cost \$3600 new; sacrifice for \$1500. Box 143, Nantasket Beach, Mass. LIFE SIZE ALUMINUM REINDEERS OR Patterns; 45" tall, 52" long; 13" antiers. Unpainted, \$100; crating, \$8: Patterns with extra head and horns, \$150. Brill, Box 875,

Peoria, Ill. LOST OUR LEASE—WILL SACRIFICE FOR quick sale; men and ladies Shoe Skates, 55 pair clamp on Skates, Newcomb address complete with automatic record changer, two large speakers and records. Grinder and skate parts. Box C-134, c/o Billboard, Cincinnati 22, Ohio.

MANUFACTURE, REPAIR, TRADE ANY-thing canvas, Any size, good as new tents. What do you have or want?: Smith Tent, Auburn, N. Y.

MERRY-GO-ROUND—2 ABREAST PARKER De Luxe. Purchased new. 1954; used two spots only. Van semi racked to haul ride. Sale or trade. Fred Nolan, Route 2, So, Zanesville, Ohio.

MINIATURE TRAINS — ALL SIZES, gauges; new, used, custom built. Photos, details, \$1 bill (refunded). Miniature Trains, 33B Winthrop, Rehoboth, Mass. sel8 NASHVILLE FLOSS MACHINE—NEW THIS fall, \$150; two Holmes portable 35mm. projectors, \$350, good condition: 20x20 push pole top, new this fall, \$100; 10x12 concession top and frame, \$75, used three months. Victor 16mm. projector, \$120. Will ship c.o.d. with deposit. Dixie Tent Theater, Midway, Ga.

POPCORN AND HOTDOG MACHINES— (all models). Star Sales Co., 2904 12th St. N.W., Canton, Ohio. no20 PORTABLE ROLLER RINK-40'x80'. COM-plete tent, maple floor, 100 pairs Chicago Skates; House Trailer, Popcorn Popper, All equipment A-1. B. S. Orr, 224 Kings High-way, Murfreesboro, Tenn. \$4,250.

TEN WURLITZER SKEE BALL MACHINES, good shape, Set up at Tothill's Park, Olcott, N. Y. \$200 each. Contact Freddie Blyth. TWO 100 KW. TRANSFORMERS WITH various voltage taps for sale. Ten streamline Whip Cars only two years old. W. O. King. 82 Orchard St., Mt. Clemens, Mich, no20

20 SMALL PONY MARES ALL FOR \$1000. Will deliver for small charge. Phone now: no time for letter writing P. L. Cobb, Hotel Ponder, Amite, La. Day phone, 7742; night, 2061.

60-INCH SEARCHLIGHTS — SPERRY & GE Lamp assemblies and lamp operating assemblies, carbon, all other parts new, in original crates. 100,000 feet 1-0 single conductor power cable, 25¢ per foot. Thousands of other War Surplus items. Anderson Bros., 15400 Hesperian Blvd., San Lorenzo, Calif. All inquiries answered. 1953 CALUMET GRAB-STAINLESS STEEL Steamer, Grille, Hot Water System, like new; half off. Hess, 1507 East Powhattan,

#### INSTRUCTIONS BOOKS & CARTOONS

ABSOLUTELY FREE BOOKLET—"ASTROL-ogy, You and \$100,000." Explains profit in lecture, consultation field. American In-stitute Astrology, Box 173. Burlington, Vt.

#### MAGICAL APPARATUS

A BRAND NEW #24 CATALOG—MIND-reading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Palmistry, Buddha, Graphology, Magic; 144-page illustrated cat-alog, 50¢ wholesale, Nelson Enterprises, 336 B. S. High, Columbus, Ohio, no27 336 B. S. High, Columbus. Ohio. SUBMINIATURE RADIOPHONE FOR MEN-talists; weighs less than pound; easily concealed; illustrated brochure, specifica-tions, price. Nelson Enterprise, 336 B. S. High, Columbus, Ohio. po27

#### MISCELLANEOUS

FREE RUSSIA STAMPS—3 MINT STAMPS with our low priced custom made approvals. Oak Stamps, 1007 Cedarbill, Royal Oak, Mich.

#### BELL SPECIAL 24" MAMA DOLL



Rubber arms and legs—stuffed body—assorted colors and style dresses and hats—closing eyes, Individually boxed.

PER DOZ. F.O.B. CHICAGO No Samples—1 doz, minimum order packed doz, to the carton, OPEN SUNDAYS TILL 3 P.M. We carry a complete line of Xmas Toys, Ornaments and Gifts. 25% deposit, balance C.O.D.

BELL SALES CO. 1107 SO, HALSTED ST. Chicogo 7, III.

#### HUGE NEW 1955 WHOLESALE CATALOG



Over 800 pages jam-packed with nationally advertised brands of all general merchandise.

Novelties

Jewelry

- Appliances
- Housewares
- Sporting Goods Watches
- Giftwares Many Others

Sent only to dealers who use their own letterheads. Quality plus low prices since 1911.

#### JOSEPH HAGN CO.

Dept. BB-1 325 W. Madison St. Chicago 6, Itt.



#### Wacky-Quacky Duck

Rubber animated duck-waddles and quacks when rubber bulb is squeezed. 0 Yellow with red and of blue trim. 3" long, of 2" high, 20" tube.



DOZEN . . . . . . . \$ 2.25

CROSS . . . . . . . . . 24.00 Include postage with order. 25% deposit required on C.O.D. orders.

Wholesale Distributors Since 1880 240-42 SOUTH MERIDIAN ST.

INDIANAPOLIS 25, INDIANA Attention, Promoters! The New

Retractable BALL PEN Gross \$21.60

Instant DRY INK

Guaranteed Not to Leak Not to Smudge

PRESS BUTTON-IT WRITES PRESS CLIP-POINT DISAPPEARS Immediate Delivery—Any Quantity 25% Dep., Bal. C.O.D.-2 Samples, \$1.00.

LINDEN PEN 28 East 22nd St. New York 10, N. Y.

ANKLETS 6\$ , NYLONG 144, PRINTS IZ, SOOKS 84, SLIPS 474, SHIGERSHIPTS IZ, SPREADS \$2.85, RUSS 254, COM 85 N. RAZOR BLAGES The ASPIRIN \$1 PER 100. BUTTONS IN DIST. HEEDERS WE DOE FREE DISCOUNT SIBERT JOBBING HOUSE TO -C CHALLOWFORD - CHATTAHOOGA, TINH

JUGGLING CLUBS, ROLLING GLOBES, COMIC FOREGROUNDS AND BACK-Fire Torches, Juggling Hoops made to order. Finest of craftsmanship and ma-terial. Jack Miller, 1895 North Kansas Ave., Springfield, Mo. 1895 North Kansas Chemicals, Mounts, Glass Frames, Photo Novelties. Miller Supplies, 1535 Franklin, St. Louis 6, Mo. de25 TAPE RECORDERS, TAPES, ACCESSORIES, Unusual values, Dressner, Box 66B, Peter Stuyvesant Station, N.Y. 9. ch-np

M. P. FILMS & ACCESSORIES

16MM. SOUND FILMS—LOWEST RENTAL rates in history; get our prices now! Rogers Films, Lombard, Ill. de4

#### MUSICAL INSTRUMENTS. ACCESSORIES

LEEDY XYLOPHONE—FOUR OCTAVES, C to C. Chrome plated, white pearl frame, wheel brakes. Excellent condition; fiber cases, long resonators, \$175. Dee's Sales, Box 4, Limestone, Me.

TRANSPOSING PIANO FOR SALE—IR-ving Berlin and Billy Rose have one. Lundquist, 1108 W. 14 Mile, Birmingham,

100 HAMMOND ORGANS WANTED—ANY model, anywhere. I pay cash. Ken Thompson Organs, Waterbury Road, RFD #2, Waterbury 12, Conn. no13

#### PERSONALS

LOUIS WOLINSKY — FATHER DYING; contact brother or sister immediately. Milton.

"X-RAY-MIND." DANGEROUS POWER over others. (Details—10c.) Krishnar Institute, Box 842-V4, Escondido, Calif. ARE YOU SEEKING PEACE OF MIND? Free home study course in the Catholic religion. Paulist Instruction Center, Dept. B, 2 Columbus Ave., New York 19, ch-de4

#### PHOTO SUPPLIES DEVELOPING-PRINTING

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.

TC POPCORN MACHINES—GIVE FULL particulars; price, condition, number. Cash, terms, trade Revco 300. Bice, 3534 Wallingford, Seattle 3, Wash. de4
WANTED — ANY TYPE MECHANICAL show. Will also buy small individual mechanical units. Wm. M. Thompson, 8308 Bennett St., Fontana, Calif.

VENTRILOQUIST (\$65 UP); PUNCH FIG-ures, \$12 each, dressed; America's finest hand carved figures; catalog 10c, please. Spencer, 3240 Columbus, Minneapolis, Minn

MARFUL 44 DIRECT POSITIVE ENLARGER now available. Act now, only few left. Price \$149.50. Write for price lists, Marks & Fuller, Inc., 70 Scio St., Rochester 4, N. Y. no27

PHOTO BOOTH OUTFITS CHEAP — ALL sizes; drop in and see them; latest improvements; real bargain, PDQ Camera Co., 1161 N. Cleveland Ave., Chicago, III, ch-tf

#### PRINTING

ALWAYS QUALITY CARDS — FASTEST service Three-color 14x22 window cards, \$8 hundred; 17x26 size, \$12.50 hundred. Copy limit 50 words. Tribune Press, Dept. ND, Earl Park, Ind. de25

PRINTED REPRODUCTIONS OF ANY-thing handwritten, typewritten, printed, drawn. Also autograph music printing. Kennedy Printing Co., 173 Washington St., Barre, Vt. no20

1000 BUSINESS CARDS, \$1.98; 150 EACH Letterheads, Envelopes, \$1.98. Price list, samples. Bryan, 2547H Fourth, San Diego, Calif. de4

#### TATTOOING SUPPLIES

A-1 TATTOOING MACHINES — OUTFITS, \$25 and up, designs, ink, colors, needles; free catalog. Owen Jensen, 120 West B3rd St. Los Angeles 3. no20

THREE MACHINE ELECTRIC TATTOOING outfit with electronic unit, designs, ink, color; big saving. Description free. Zeis, 728 Lesley Rockford, Ill. no27

#### WANTED TO BUY

#### HELP WANTED 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 illustrations or cuts.) RATE: \$1 a line-\$14 per inch.

Forms Close Thursday for the Following Week's Issue

A C C O R D I O N OR TRUMPET MEN wanted; very good salary; year round job. On location in the winter, home every night. Write or call in forenoon. Johnny Hider's Orchestra, Box 113, Mandau, N. D. Tel. 2434.

TENOR—CLARY; COMMERCIAL COMBO; read, cut shows; strong clary. Locations only. Also girl vocalist opening. Send photos, etc. Leader, Box C-131, c/o Billboard, Cincinnati 22, Ohio.

TRUMPET-COMMERCIAL COMBO, READ, cut shows, good tone; locations. Can place wife vocalist. Send photos, etc. Leader, Box C-132, c/o Biliboard, Cincinnati 22. Ohio.

WANTED—MUSICIANS FOR NAME BAND. Will consider all replys. Box C-135, c/o Billboard, Cincinnati 22, Ohio.

photos, etc. Leader, Box C-131, c/o Bill-board, Cincinnati 22, Ohio.

WANTED—LEAD TRUMPET FOR MID-west Polka Band; steady, travel by bus. Contact Viking Band immediately. 214 N. Second Ave., W., Aibert Lea, Minn. no20

WANTED—PERFORMING ARTIST, COMposer; singer, musician or disk jockey, to collaborate on pop songs with published lyricist; business proposition, references exchanged. Write Harold Hughes, 102 East 5th St., Stroud, Okla.

#### AT LIBERTY—ADVERTISEMENTS

Minimum \$1

Remittance in full must accompany all ads for publication in this column. No charge accounts.

Forms Close Thursday for the Following Week's Issue

#### AGENTS & MANAGERS

OUTSTANDING SINGER — MALE BARI-tone, great style, seeks person financially able to finance recording date. Great op-portunity for live wire. Leaving for Florida soon. Bob Gould, c/o Billboard, New York 36, N.Y.

#### MISCELLANEOUS

CHILDREN'S ENTERTAINER — EXPERI-enced in school assemblies, PTA, camps, etc., desires booking agent or to join travel-ing unit. Box 964, The Billboard, 1564 Broadway, New York, N.Y.

NOVELTY ACT TRAINER—DOGS, PONIES, Monkeys; also can break menage. Wood-ford, Dunkirk, New York.

#### MUSICIANS

ALTO SAX, CLARINET—AGE, 37, SINGLE, with commercial experience. Would travel. Robert Sitler, Granby, Mo. no20 BASS, DOUBLING GUITAR VOCALS AND impersonations. M.C.; have car unencumbered. Wire or phone 28-171. 1308 South Main St., Minot, N. D. Ding Eler. DRUMMER — DOUBLE CLOWN AND magic; good wardrobe. What have you to offer? Robert Corbin, Showman, Barnesville, Ohio.

DRUMMER—GOOD BEAT; CAN SIGHT read anything; fit any size or style band, Plenty of experience. New equipment; also do lots of comedy routines. Write or wire Bill Lange, 2 O'Clock Club, Baltimore, Md. DRUMMER-VOCALIST — PLAY ANY style, swinging beat; sing ballads and jazz. Sober. Years of experience in small and big band work. Name group if possible, but will consider anything. P. D. Alleman, 5035 W. 63 St., Los Angeles, Calif.

FIDDLING CLARK PADGETT AVAILABLE.

Name and semi-name bands; 12 years radio, T. V. and stage shows. All round fiddler, double rhythm guitar. State your best; no records. I'll cut it or no notice. Write or wire Clark Padgett, 33 South 12th Ave., Mount Vernon, N. Y.

GUITAR—ELECTRIC LEAD OR RHYTHM; read or fake. Popular style; good voice; well experienced. Write. Florida or vicinity only. Alfred Bronson, General Delivery, Coral Gables, Fla. no27

LEAD ALTO OR TENOR, DOUBLING flute, base clarinet, jazz clarinet, baritone sax; play any commercial style and cut shows on sight; Local 802; age 30; reliable; combo work preferred. Eddie Beau, 345 Winnebago Dr., Fond du Lac, Wis. liable; combo work preferred. Eddie Beau, 345 Winnebago Dr., Fond du Lac, Wis.

SINGING PIANIST DESIRES JOB—GO anywhere; union. Specialize in the old Irish songs and all new. Elsie Cooper, 5143 Downey Ave., Lakewood 11, Calif. Ph. Metcalf 0-1161.

ATTRACTIVE PEMALE SINGER — EXperienced; open dates for nite clubs, hotels, etc. Photos, resume, recording available to those sincerely interested. Full cooperation with booking agencies. Write personal representative: Joe Rosenstein, 100 West 42 St., New York 18, N. Y. no27

LEAD TENORMAN—CLARINET, Bb BASS sax, desires location, night club job; name band experience; read, fake, go, cut show, arrange, group sing. Sober, neat appearance, dependable, married. Snapshot on request. Can join immediately. Nighter, lay off. Al Gaffney, 510 First St., N.E., Mandon, N. D.

RINK ORGANIST—8 YEARS' EXPERI-ence; good metronomed music. Address Organist, General Delivery, Schenectady, N. Y.

TENOR, ALTO, CLARINET—COMBO OR commercial band preferred; reads, fakes; experienced; sober, married. Will travel; available immediately. Sonny Lunsford, 148 Chenoweth Lane, Louisville, Ky. Phone TAylor 3815.

TENOR SAX, DOUBLE BASS FIDDLE-Non union, modern, western. Locations; married. Musician, Apt. 4, 608 N, 9th St., Phoenix, Ariz.

TENOR SAX-CLARINET, SOME VOCALS—Read anything, transpose, cut shows; name band experience. Have car. Prefer southern locations. Write, wire, phone Musician, DeSoto Hotel, Room 330, Tampa, Fla.

#### PARKS & FAIRS

AVAILABLE NOW AND FOR 1955—NOV-elty act; trick horse and two coach dogs. Can do three ten-minute acts. Dusty Rhodes, 733 S. Bywood, Clawson, Mich. Phone Lin-coln 1-4454.

AVAII.ABLE NOW—FOR INDOOR AND outdoor events; high-class Novelty Trapeze Act, For full particulars, literature, etc., address Charles La Croix, 1304 South Anthony, Fort Wayne, Indiana. Telephone Eastbrook 3312.

BALLOON ASCENSIONS, PARACHUTE jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind.

DEATH PLUNGE INTO SUICIDE POOL—
World Fair high-diving attraction; featured by Fox Movietones, Comprising ring of spears, blazing gasoline, a complete revolution high up in mid air, etc. Bad weather or a competitive attraction can't affect the powerful drawing power of this act. Cadillac quality; Ford priced. Capt. McDonald, 456 Lamphier Place, Warren, O. Tel. 45337.

del8

FOLLOWING ACTS AVAILABLE—FAST comedy acrobatic act, wonderful troupe white spitz dogs; fast foot juggling act. Miller Troupe, 1895 N. Kansas Ave., Springfield, Mo. Phone 44734.

#### VOCALISTS

SENSATIONAL \$2.00 SELLER

Sweeping the Country

consisting of 1. Zipper Utility Carryall

2. Matching Wallet & Key Chain Set with pass case and coin pocket

SEND \$12.00 FOR 1 DOZEN ASST. SAMPLES

PREPAID AND BE CONVINCED



virgin vinylite in stunning new patterns with raised 3 dimensional

SENSATIONALLY PRICED AT

DC EACH IN GROSS LOTS

#### Beautiful fall and evening shades:

Seashell Pink Midnight Black Autumn Rose

Navy Blue Nut Brown Pastel Blue Sparkling White Flame Red Sea Green

Also in bright red, green, blue and yellow shirred plaids. WRITE FOR FREE LIST OF HOLIDAY GIFT SPECIALS

Send Money Order or Certified Check. 25% deposit, balance C.O.D.

IMPERIAL MERCHANDISE COMPANY



#### HARRIET HUBBARD AYER DOLL

All plastic doll, movable arms and legs, magic saran hair. Hair can be shampooed and waved complete with make-up kit.

NO. 4565-14 IN. DOLL, LIST \$10.00. EACH \$ 6.70 NO. 4564—16 IN. DOLL, LIST \$12.00. .EACH

NO. 4563—19 IN. DOLL, LIST \$14.00..EACH 9.35 NO. 4561-22 IN. DOLL, LIST \$16.00. . EACH 10.70

A complete line of Toys, Electrical Appliances, Clocks, Blankets and Sporting Goods. Write for Our #64 Catalog . . . State Business

WISCONSIN DELUXE CO.

1902 NO. THIRD STREET MILWAUKEE 12, WISC.







MUSEUM RELIGIOUS TAPESTRY, 20"x40" Make \$2.95 on \$4.95 Sale

First time in America. This woven religious Tapestry is an ideal Xmas seller. Sample demonstrator \$2.50. Your cost \$24.00 doz.

In six dozen lots \$21.00 doz. Write for complete money making catalog.

JAY NORRIS 445 Broome St., Dept. B, NEW YORK, N. Y.

#### TALKING BALLOONS

Big Talking Santa Claus Balloon with feet, TALKIE TAPE that says, "MERRY CHRISTMAS," instruction sheet, and adhesive piece—all packed in cellophane envelope—ready to sell. Your cost 17e—retail to \$1.00. You can make YOUR OWN balloons TALK—TALKIE TAPE, instruction sheet, and adhesive piece, to make any balloon a TALKING BALLOON—only 5e each. TALKIE TAPES AVAILABLE—"HELLO SWEETHEART," "HAPPY BIRTHDAY" AND "MERRY CHRISTMAS." Send 50e for samples.

TALKING DEVICES CO., 4447 IRVING PARK ROAD, CHICAGO 41, ILL.

THERE AFTER TRAGEDY STRIKES YOUR AMERICAN RED CROSS IS ALWAYS

#### **UMO** Backs Youth Activity Program; Detroit 97% Club

Ops, Press, Deejays and Police Sked Teen-Age Show November 28; Expect 1,400

By HAL REVES

DETROIT, Nov. 6. - The projected program of the local juke box industry to encourage sponsored youth activities thru the donation of juke boxes took on an even wider scope this week.

Based on the suggestion of Jack Pickering, feature writer or The Detroit Times, a name-97% Clubwas adopted. The designation was decided upon on the assertion of the Detroit police department that

#### **AMI** Creates **Factory-Field** Service Dept.

GRAND RAPIDS, Mich., Nov. 6.-AMI, Inc., announced this week that a new factory-field service department had been created to offer better service to operators and distributors.

The new department, under the direction of Harold Kuntz, application engineer, is made up of factory trained service engineers and already boasts of five staff

Altho called field service engineers, the men work out of the factory only. They call on operadistributors at special showings. group.

(Continued on page 130) Already scheduled, Miller said,

is just around the corner.

changeover.

Following a decision made by

members of the United Music

Operators of Michigan last month

(18) to convert to dime play on

January 1, a special meeting of the

board of directors was held here

this week to plan a systematic

the decision to hold a joint showing

of all machines. The showing has

been scheduled for November 27

and will be held in the ballroom

of the Fort Wayne Hotel.

man, Chicago.

Highlight of the meeting was

**Detroit Dime Play** 

Plan Special Op Meeting November 27;

DETROIT, Nov. 6.-Dime play marking the first general exhibit

the local trade.

on juke boxes in the Detroit area of juke boxes ever presented to

To Show Jukes, Air Conversion Details

Gains Headway

97 per cent of the young were okay —that trouble came from the other

The name found immediate favor with members of the United Music Operators of Michigan. Details were worked out for the most part in a UMO board meeting Monday, and during a conference two days later between Police Commissioner Edward N. Piggins; Roy Small, UMO conciliator; Larry Gentile, WJBK disk jockey, and Lieutenant Davey, of the police youth bureau.

Pledge Cards

Plans are to present teen-agers with a pledge card reading, "I will do everything in my power to combat juvenile delinquency by (Continued on page 130)

#### JUKE EXPORTS HOLD MONTHLY MILLION \$ PACE

CHICAGO, Nov. 6. - Automatic phonograph exports cleared the million-dollarmark last June, hitting \$1,023,830, and just barely missing the same mark in July, with a total of \$970,788.

According to figures just released by the U.S. Department of Commerce, the sevenmonth totals now stand at a

staggering \$5,941,585. In July, Western Germany skyrocketed to the top of the export list with 554 machines with a price tag of \$393,989. Belgium ranked second with 262 machines, valued at \$142,995, and Colombia, with 219 machines listed at \$80,496, eased out Netherlands and Venezuela, both over \$70,000, for the third spot. (See export chart in General section.)

Projected figures for the remainder of the year now make an earlier estimate of \$10 million for 1954 seem assured.

#### **JUKE BOX RECORD** LABEL KICKS OFF

MOA Notes Ask 11,000 Operators Co-Operate; Pub Set-Up Launched

Continued from page 13

who are said to have promised their support.

probably not be made for several weeks. The plan is first to accumulate a large number of operator orders. A minimum initial order of 100,000 is expected, with backers Box Music will, instead, go direct of the plan hoping, however, to more than double that figure. Pressing will be done by the custom division of Columbia Records.

No initial distribution to dealers is planned. Unsolicited orders, if any, will be filled by Young, with American Society of Composers, the blueprint calling for normal retail distribution to commence after and if the disk takes off. Promotional distribution will be made to their copyrights thru NJBM, the disk jockeys.

Records will sell to operators at the usual distributor price of 55 or

56 cents a disk.

While Young's original plan stipulated that operators buying Actual release of the record will disks would participate in royalty profits according to their purchases, this part of the plan has since been superseded. An override on earnings of National Juke to MOA.

Young declared his purpose is to invite other publishers to join NIBM thru affiliates, in a manner similar to the way they sign up with Broadcast Music, Inc., or the Authors and Publishers. While publishers and writers are slated to receive no performance money for inducement of guaranteed record distribution and heavy mechanical royalties should bring some in, Young predicted.

Promotion Pattern

All NJBM tunes will be promoted like tunes cleared thru BMI or ASCAP, and efforts will be made to secure cover waxings by other diskeries. But in these cases, too, no performance money is called for.

Young, in his original proposal to MOA execs, expected to secure major label waxings of NJBM tunes at the outset. The size of the guaranteed operator order would be sufficient inducement for diskligan, Al Denver, Hirsh de La Viez, major labels with his proposal, un-Clem Stetson, Willie Blatt, George successfully. His demand was for Workman, Gene Atkinson, Budge top name talent.

The Bob Chester record is the Dick Steinberg, Leo Miller, Tommy first in what is planned as a regu-(Continued on page 130) lar series of NJBM platters.

#### MOA Names 10 Key Groups To Set Up 1955 Convention

for the 10 key committees that will put the convention together.

Miller said that other committees would be appointed at convention tors at distributors requests, hold time, but that the success of the service schools and help out event rested primarily with this first

Those firms co-operating are

Angott Distributing Company,

Wurlitzer; Brilliant Music Com-

pany, Rock-Ola; Miller-Newmark

Distributing Company, AMI, and

The event, sponsored by UMO,

will be held from 1 to 5 p.m., with

lunch served. Invitations were sent

to all music operators in the terri-

tory, regardless of whether they

Representatives from each of the

distributing companies will be on

Music Systems, Inc., Seeburg.

belonged to UMO or not.

space are scheduled to be mailed by November 15.

Leading the list of committees is the executive committee. Members are George A. Miller, general chairman; Ray Cunliffe, Albert Denver, Martin Britz, and Jack

Responsible for reservations for exhibit space are Ray Cunliffe and Phil Levin, heads of the Chicago operator association. Requests for space and information regarding costs are to be directed to this pair, Miller said.

Les Montooth heads the contact committee, along with Clint Pierce. Both will make personal calls on prospective exhibitors located in the Chicago area prior to conven-

Chairman of the banquet committee is Clem Stetson. Other members included Larry Marvin and Howard Ellis.

By far the largest committee ap-

NEW YORK, Nov. 6.-The

Jukette, a phonograph housed in a

small cabinet resembling a juke

box, will be sold by Seacoast Dis-

tributors as a sales aid for opera-

tors seeking locations. In addition,

Seacoast plans to handle direct consumer sales and to bolster this

effort with a national consumer

Seacoast, I-cal Rock-Ola dis-

tributor and newly appointed ex-

clusive national sales agent for the

Allegro Electronics Corporation,

manufacturers of the unit, plans

to choose distributors for the unit

from among juke box representa-

tives, record and music outlets and

firms dealing with hi-fi equipment.

Bob Slifer, sales manager, and

New Phono

Sold as Op

Sales Aid

advertising campaign.

#### OAKLAND, Calif. Nov. 6. - | are the meeting and exhibit hours. | pointed is the reception committee. Preparations for the 1955 Music He explained that in order to elimi- Jimmy Tolisano, Connecticut, was Operators of America convention nate confusion, all meetings would named chairman. Other members got off to a flying start this week be held in the mornings from 9 to are Ray Cunliffe, Bill Hullinger, as George A. Miller, president of 12, and exhibit hours would begin the association, selected operators in the afternoons at 2. Martin Britz, Wes Elster, Harry ery action, he opined. It is known Snodgrass, Howard Ellis, Jack Multhat he approached a number of Application blanks for exhibit

Mulligan, co-chairmen.

tion time.

#### Copeland Sold To 2 Employees

OKLAHOMA CITY, Nov. 6.- transfer of ownership of the comof the company.

Wright, Phil Levin, Vic Ostergren,

made by Wayne Copeland, founder of the firm. Copeland said he sold family." the company to Leroy Kitch, who had been one of the company's sales representatives, and to Mary Gee, the company's secretary.

Personal reasons caused the sale, Copeland declared.

regret," Copeland said, "that we take leave of our many fine friends here in Oklahoma City. Unfortunately, Mrs. Copeland has not been well and her health requires that we take up our residence on the AMI line. It covers Oklahoma, the

Manager for AMI, on hand for the area.

Copeland Distributors, representing pany, said he had been aware of AMI in this territory, was sold this Copeland's decision to move for week to two long-time employees some time. "While we regret losing him," Ratajack observed, "we Announcement of the sale was are most happy to welcome the new management into the AMI

In addition to AMI's music line, Copeland Distributors also represents the Chicago Coin Machine Company, amusement game manut.cturers.

Copeland said he was leaving "It is with a great deal of for Los Angeles next week and would take up his residence there.

Copeland Distributors was founded in June, 1951. The company then represented the J. P. Seeburg Corporation, later took on Texas Panhandle and five counties Ed Ratajack, Western Regional in the Fort Smith, Ark., market

Copyrighted material

#### distributors serving this area have necessary procedures required in agreed to co-operate. Each will making the changeover. (Continued on page 130) present their machines to operators,

COIN CALENDAR

All four of the major phonograph hand to explain to operators the

Following are dates of interest and importance to all coin machine operators, distributors and associations. Check the calendar every week for new events scheduled in your area.

November 15-18-American Bottlers of Carbonated Beverages, annual convention, Convention Hall, Philadelphia. November 22-Amusement Machine Operators' Association of Creater Baltimore, bi-weekly meeting, Mandell-Ballow Res-

taurant, Baltimore. November 28-December 3-National Association of Amusement Parks, Pools and Beaches, annual convention, Hotel Sher-

November 29-Central States Phonograph Operators' Association, monthly meeting, site to be announced, Peoria, Ill. December 11-Amusement Machine Operators' Associa-

ation of Dade County, annual banquet, Saxony Hotel, Miami. December 19-Associated Amusement Machine Operators of New York, annual banquet, Latin Quarter, New York.

(Send Calendar dates to The Billboard, 188 W. Randolph Street, Chicago 1.)

Dave Stern, president, will make a The Jukette will sell for under

\$100. It is available in a three-

(Continued on page 130)

special pitch to juke box operators. They feel the Jukette can be used as an effective sales tool when given as a bonus to a location owner for the signing of a contract.

#### MUSIC THIS WEEK

Among the stories of general interest to the coin machine industry in the music department up front in this issue of The

OLD FACES ON NEW LABELS may keep operators guessing for awhile. Artist contracts may not be with the same bosses next year. Artists may or may not switch.

FREE RECORDS TO OPS figured to hit near the 200,000mark a year. Major and minor record companies keep ops supplied with disks for promotion and testing purposes.

WHAT DEEJAYS REALLY LIKE is brought out this week in an entire section devoted to their great contribution in music. Poll shows their favorite pands, artists, tunes, etc.

JOINT INDUSTRY PLANNING committee formed by the National Ballroom Association. Will go all out to push band music. Plan to seek operator assistance. Sked meet in Chicago, November 28-30.

FIRST MAJOR ONE-STOP IN PITTSBURGH area ready to open. Leslie Distributors opens 3d branch next week. To move into Atlas' new building.

And many other informative news stories, as well as the Honor Roll of Hits and op charts.

#### THE

## low down

Everyone's talking High Fidelity—but who's doing what about it? Just what is this new rage?

High Fidelity is an attempt to minimize the effect of the electro-mechanical means necessary to the reproduction of music. When music is produced in your presence by a singer or musician without microphone, loudspeaker, amplifier or other gadget, you have perfect fidelity. It is not "High" fidelity, but true and natural music—as good as the artist or the instruments with which he performs.

When a recording is made it is mass produced for re-performance. This recording and reproduction necessarily involves some losses from the original and often the introduction of extraneous sound.

No record, however fine, and no means of reproduction can perfectly and exactly duplicate the actual living presence of the performers themselves. When a reproducer of music says, "I have High Fidelity" he means that he has achieved a high degree of faithfulness to the original live performance.

The degree of Fidelity obtainable from any phonograph playing a given record depends upon these three points:

- The Source of the Music—the record and how it's handled by the phonograph.
- The Electronic Amplification—the signal and how it's delivered to the speaker system.
- The Speaker System—the sound and how it's delivered to the ear.

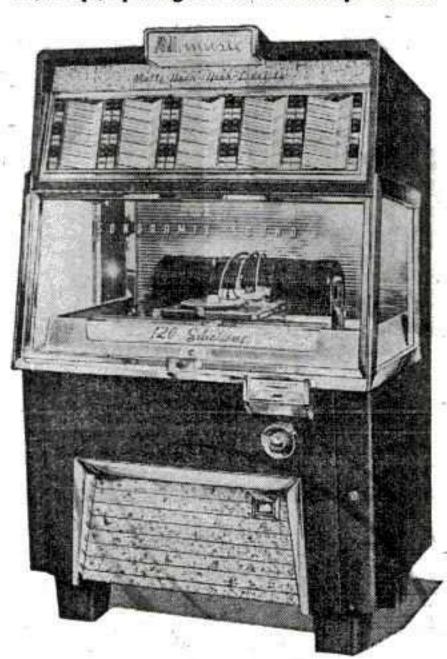
#### How AMI Model "F" Handles the Source

Handling the record starts with the time-tested AM I record changer which selects and places the record into position for play. The "F's" new featherweight tone arm, with the famous General Electric variable reluctance cartridge and single stylus gently contacts the groove of the record. Silently, the "F's" new transcription turntable revolves at a speed that shows no more than 2/10th of 1 percent variation. This precise speed is essential to prevent wows, rumble and flutter. The Model "F" keeps out extraneous

noise that might otherwise be amplified along with the actual music. High Fidelity can be ruined or saved at the source.

#### How the AMI Model "F" Handles the Amplification

The signal from the record goes to the amplifier minus unwanted sounds from pickup and turntable. The "F's" new Full Range amplifier is a High Fidelity gem with an acoustical output well beyond 20 to 25,000 cps, equalling 50 watts acoustical power with



AMI Model "F" 120, 80, 40 Selections

ordinary speakers. Controls permit shading "prese ence" and "brilliance" and volume, too, to balance the acoustics of the room. A cross over frequency dividing network feeds the lows to the bass horn and the highs to the treble horn, meeting and merging at the midpoint with no holes or gaps.

#### How the AMI Model "F" Handles the Music

Amplified without trace of electronic exaggeration the music goes to the unique driver and horn system of the Model "F." For the highs there is a very small (one square inch) diaphragm driver, for instant response to the very rapid vibration of the higher frequencies. For the slow-moving lows there is a 12inch heavy duty unit. The amazing difference in the Model "F" is that these driver and speaker units are joined to HORNS. The treble horn is positioned at ear level and flared to send the music out in all directions above all possible obstruction and interference from furniture which can destroy high frequencies. The bass horn is folded inside the cabinet—and this horn; when unfolded is almost 5 feet long and 36 inches across its mouth. It is equivalent to more than NINE 12-inch ordinary loudspeakers.

Here you have the FIRST TRULY GREAT INNOVATION IN JUKE BOXES since AMI developed means to automatically select and play both sides of a record. These HORNS of the Model "F" are vital to the superiority of its music. Up till now music of this kind could be produced only by the most expensive High Fidelity equipment. Now, Model "F" automatic music has taken the lead in the entire High Fidelity parade.

This greatest High Fidelity of all is called SONO-RAMIC SOUND because the FULL RANGE of music is delivered in a way that surrounds the listener and is uniquely captivating and stimulating. Now that you have the LOW DOWN on HIGH FIDELITY you can settle for nothing less than the, best—and the best costs you no more—

#### FULL RANGE

Multi-Horn High Fidelity and Sonoramic Sound

Originator of the Automatic Selective Juke Box in 1927
AHEAD THEN - AHEAD NOW

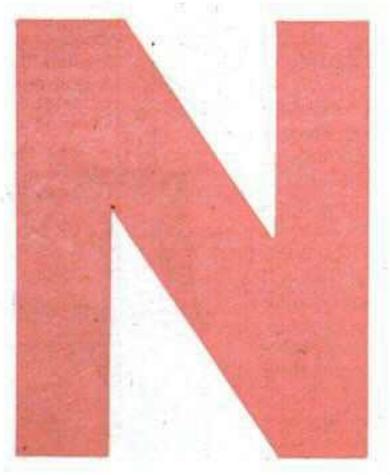


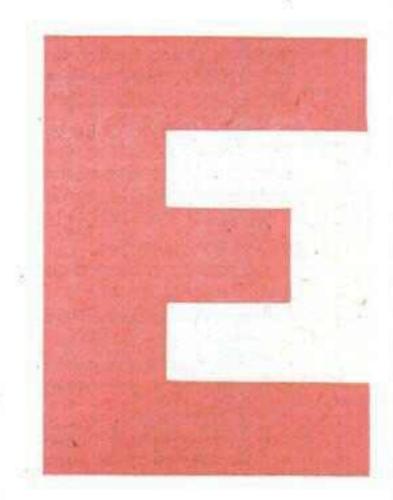
GENERAL OFFICES AND FACTORY, 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN

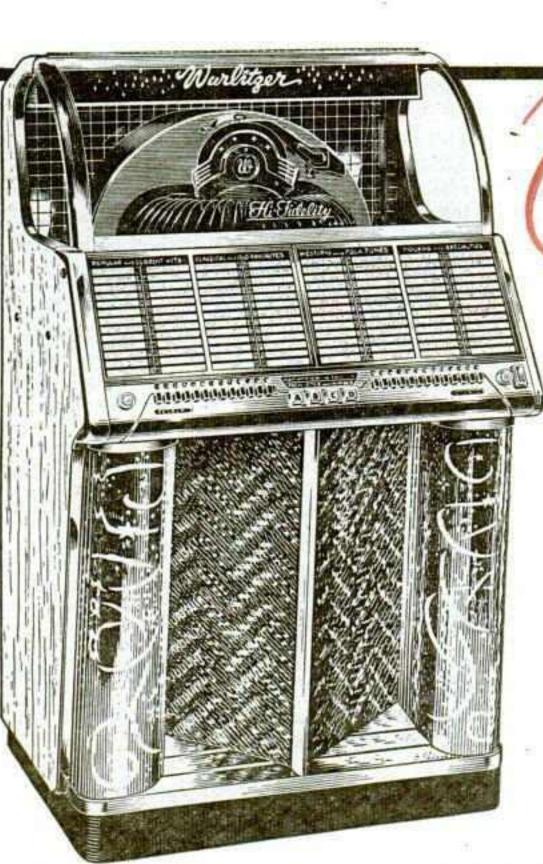
Licensee: Jensen Music Automates-building the JMA-AMI Juke Box sold through Oscar Siesbye A/S, 5 Palaisgade, Copenhagen K., Denmark











urlitzer 1700HF

The High Fidelity sound system engineered for the Wurlitzer 1700HF Phonograph literally and audibly takes the mask off the music. It is true high fidelity with ample speaker capacity to reproduce the full tonal music range audible to the human ear. People like to listen to it. That's one of many reasons why every Wurlitzer 1700HF is taking in MORE MONEY than the phonograph it replaced.

HEAR IT-SEE IT-BUY IT
AT YOUR WURLITZER DISTRIBUTOR

The Rudolph Wurlitzer Company • North Tonawanda, New York

Established 1856

#### Seeburg Background Music Drive Starts

CHICAGO, Nov. 6.-The J. P. and pressed by RCA's custom Seeburg Corporation has launched record division. its drive to establish the Seeburg Background Music Service as a major factor in the fields of work and atmosphere music.

The Seeburg system employs the company's 200-selection, 45 r.p.m. Select-O-Matic mechanism. At the same time, Seeburg is making available the Seeburg Background Music Library-45-EP disks recorded live in Hollywood, Munich and Vienna and mastered

#### 11 Wurlitzer Distribs Win Bermuda Trip

NORTH TONAWANDA, N. Y., Nov. 6.-Eleven Wurlitzer distributors and their wives will sail from New York to Bermuda November 13 as guests of the Rudolph Wurlitzer Company. They were the winners of a summer sales contest sponsored by the phonograph company.

Enjoying the cruise will be John Bilotta, Bilotta, Distributing Company, Newark, N. Y.; W. T. Cruze, Cruze Distributing Company, Charleston, W. Va.; C. A. Culp, Culp Distributing Company, Oklahoma City; Harry Jacobs, United, Inc., Milwaukee; William J. Mashek, Central Music Distributing Company, Kansas City, Mo.; Ron W. Pepple, Northwest Sales Company, Seattle; Russell L. Smith, Music Distributing Company, Pittsburgh; Joseph R. Steele, Steele Distributing Company, Houston; Stephen L. Vukelic, Buffalo; R. B. Williams, Commercial Music Company, Dallas, and R. W. Williams, Williams Distributing Company.

Executives Join

Accompanying the distributors and their wives will be three Wurlitzer executives. They are Roy F. Waltemade, vice-president; Robert ing firm, said that a complete stock H. Bear, phonograph sales manager, and A. D. Palmer, advertising and sales promotion manager. The Wurlitzer executives' wives will also be guests on the cruise.

In addition, three district sales managers, who exceeded summer sales quotas in their territories, will join the group. They are Cary Sinclair, West Coast district manager; James H. Crosby, Southwestern district manager, and John A. Mc-Ilhenny, Eastern district sales man-

The winning distributors will be guests from the time they leave their homes until they return. Reservations at the Hotel Statler have been arranged in New York and at the Castle Harbour Hotel in Bermuda. Sailing accommodations have been made on the Ocean Monarch.

#### Southern Sets 5th AMI Show In Fort Wayne

FORT WAYNE, Ind., Nov. 6.-Southern Automatic Music Company will play host to music operators here Saturday and Sunday (13-14) when it will show the new AMI Model F phonograph at the Indiana Hotel.

The showing of the new model in Fort Wayne marks the fifth fete of Amos and Danny Heilicher, local held by Southern Automatic since October 10 when AMI bowed its new model. Previous showings ing a hobby-listening to old-time were held in Cincinnati, Louisville; bands on tape-into a recording Lexington, Ky., and Indianapolis.

On hand to greet operators and Records. their guests will be Sam Weinberger, Sam Dicter, Fren Allen Heilicher Bros., Mercury record and George Burch. The two-day distributors, and Advance Music event will continue from 10 a.m. to 10 p.m.

First official announcements of the program came in advertisements which Seeburg placed in magazines with business circula-

Lease-Purchase

Altho details were not given, Seeburg said the highlight of the plan was a lease-purchase arrangement whereby the monthly payments which outlets make for the music service can be applied toward ownership of the sound system. The library is not sold, but records are leased on a separate plan which provides a number of new disks every 30 days.

Records in the library are pressed on virgin vinylite, without filler, with a frequency range of from 30 to 15,000 cycles.

The Seeburg music system includes a high fidelity pre-amplifier, a high fidelity magnetic pickup with diamond styluses and extended range remote speakers.

#### Wurlitzer Line To Crown Music In Ga., S. C.

NORTH TONAWANDA, N. Y., Nov. 6.-Robert H. Bear, phonograph sales manager of the Rudolph Wurlitzer Company, announced Wednesday Crown Music Company, Inc., had been appointed the Wurlitzer distributor in parts of Georgia and South Carolina.

set up at 631 11th Street, Augusta, stenographer Ruth Warner soon yon Sales Thursday (4) to see the Morris Kahan and Lawrence Serlin Ga., is headed by B. C. (Buster) Paul, formerly of Jacksonville, Fla., a veteran music operator, and H. N. (Herb) Gorman, long-time music merchant, formerly with Taran Distributing, Jacksonville.

Corman, who will serve as general manager of the new distributof parts and a fully staffed service department is ready to serve operators. Staff members include Al Alligood and John Kirkman, salesmen; L. L. Holmes, service manager; Clinton Whitehurst and Ben Williams, servicemen, and Robert Crosby, parts department.

Paul said that the firm had picked Augusta for its headquarters because of its central location in regard to the territory being served. He added that an invitation to all operators in the area to drop in at Crown Music's offices is being extended.

The firm is currently arranging for a regular operator open house in the near future, Paul said.

#### DISK HOBBY

#### Spot Juke Ops On Mpls. Star Front Page

MINNEAPOLIS, Nov. 6.-Readers of The Minneapolis Star learned a little about the juke box business here last Monday (1) when a feature story, illustrated with a twocolumn picture, hit the second front page.

The story covered the operation music operators and record distributors. The occasion? Their convert-Their label? Soma business.

In addition, the brothers operate Company, which is their juke box firm.

#### COINMEN YOU KNOW

Chicago

Communications to: Ken Knauf CEntral 6-8761

**Empire Reports** Best '54 Month...

The staff at Empire Coin Machine Exchange, including Gil Kitt, Howard Freer, Vince Shay and Jerry Bremner, reported this week that Empire had its best sales month of the year during October. The bigger sales were attributed to the larger volume of amusement games now handled by the firm.

Paul Huebsch, J. H. Keeney & Company, announced that the firm is readying a new gun game, the Keeney Sportsman (see separate story). Joe Abraham, of J. M. Novelty, Youngstown, O., was a visitor at the Keeney plant during the week.

Bill Miller, formerly with United Manufacturing Company inspection department, and Leonard Rosen have formed a jobbing and servicing-on-location business known r.s Major Coin Machine Service. The business has been in operation for Rosen report that things are running smoothly. Major Coin carries a stock of parts and supplies for all makes of games.

Paul Mademann, president of has just returned from a trip thru Wisconsin, Minnesota, Iowa and Western Illinois. Standard Metal Typer produces Teletag, a coinoperated metal identification stamping machine.

First Coin Machine Exchange was in an uproar last Wednesday (3). Bob Van Allen, shop foreman, Conn. AMI Showing . . . was chewing some candy which The new firm with headquarters turned out to be full of hot pepper; visited the Hartford office of Run- Jackson Heights. . . . Lou Price,

ing was flavored with a strong | Kempner and Morris Rood, from essence of garlic; Joe Kline completely lost his appetite when he lifted a spoon from the cup of coffee he always keeps on his desk and found a very realistic fly right in the center of the spoon.

All this meant, of course, that operator Ed Blumenfeld, of Michigan City, Ind., was paying his weekly visit to First with a whole new supply of tricks, practical jokes and gags. Joe Kline, Wally Finke and Sam Kolberg report that it took the organization three hours to settle back to the business of selling games once again, but that the sale of shuffle games and bingo games has kept the shop working overtime.

Henry Nelson, Nelson Distributing, Detroit, dropped in at the United Manufacturing Company plant during the week. Bob Jones, right-hand man of Si Redd, Redd Distributing, Boston, was also among the visitors at United.

Joe Schwartz, National Coin Machine Exchange, says the firm's export business is on the upward swing. National exports both juke several months, and Miller and boxes and amusement games. Visitors dropped in during the week to view the Cottlieb 4-Belles game and get orders on Super Jumbo. Sheldon Spira just returned from a trip thru Illinois and plans an Indiana run this week. Standard Metal Typer Company, Mort Levinson is also hitting the road-thru Wisconsin-before long.

#### New York

Communications to: Aaron Sternfield PLaza 7-2800

100 Ops Attend

**About 100 Connecticut operators** found that the gum she was chew- new AMI. Barney Sugarman, Irv the New York office, joined Nat Gutkin to greet the operators.

Harry Brodsky, Harbor Music, formerly an employee of Ace Music, joined the Associated Amusement Machine Operators of New York. Ray Knoss, Arrow Music, and Perry Lowengrub, Runyon Sales, were talking business on the Avenue.

Joe Brilliant, Brilliant Distributors, Detroit, visited Dave Stern and Bob Slifer at Seacoast Distributors last week. Brilliant said Detroit operators will start 10-cent play, three for a quarter, after the first of the year. He said about 80 per cent of the operators are expected to go along.

Mickey Anthony, Anthony Coin Machine Company, Columbus, O., has ordered six Jukettes, phonographs in cabinets resembling small juke boxes, from Seacoast, exclusive national distributor for the product. Frank Kurnitz, K Enterprises, is buying more tournament kits from Harry Berger, West Side Distributors. Kurnitz said business has picked up 50 per cent since tournament play has been in effect.

Ted Seidel, route broker, attended the old-timer boxers' dinner with Barney Ross and James J. Braddock. Seidel is an ex-fighter. New members of the Coin Machine Employees' Union are Murray Krauss, Embassy Vending, and Sam Shanker, Playmor Amusements, who bought the route of the late Abe Klinger. Moe Bittner, Western Vendors, visited Lou Wolberg at Runyon Sales.

Alex Miller drew a horse on the Irish Sweepstakes. . . . Stan Lutzker moved into his new home in

(Continued on page 131)

#### MACHINE NEWS COIN

Did you read these exclusive industry news items published in The Billboard and only in The Billboard —last week?

- CHI MUSIC OPS MAP P-R PROGRAM. Members of Recorded Music Service Association discuss future public relations program to include radio advertising. Plan introduced calls for paid com-mercials on disk jockey shows. (Page 78, The Billboard, November 6.)
- AKRON HOSTS MUSIC OP FETE. Summit County Music Operators' Association stages third annual banquet. Over 500 persons jam Mayflower Hotel's main ballroom for most successful event of its kind ever held. City, county and State officials on hand, as well as representatives of press, radio, record and phonograph manufacturers, and top-notch entertainers. (Page 78, The Billboard, November 6.)

- OP'S RECORD OF THE MONTH public relations program pays off. Story of how a Minnesota music operator's public re-lations efforts grew in six years into one of the best programs functioning today. Pushes new hit disk every four weeks thru local radio station, display ads in area's newspapers, juke box location aids. (Page 78, The Billboard, November 6.)
- OP RENTAL PLAN SET UP by Philadelphia Coin Machine Exchange, Distributor launches rental plan which enables operators to rent coin-operated amusement games and juke boxes on a weekly basis. Fourteen operators currently operating 100 rented machines. (Page 84, The Billboard, November 6.)
- MILLS INDUSTRIES SOLD TO JACOBS. F. L. Jacobs Company, Detroit automotive parts manufacturer, buys Mills Industries, Inc., and Selmix Dispensers, Inc., for undisclosed sum. Jacobs' president said twin purchase enables his firm to offer wide and diversified line in the vending and dispensing industries, ex-plains both firms will be operated as independent subsidiaries. (Page 74, The Billboard, November 6.)
- VENDERS HIT OF DAIRY SHOW. At Dairy Industries Exposition in Atlantic City, nation's dairymen were convinced vending will aid in milk surplus problem. Five vending machine manufacturers exhibit at show, report extraordinarily high interest and brisk sales. (Page 74, The Billboard, November 6.)

IF YOU MISSED READING THE NOVEMBER 6 ISSUE OF THE BILLBOARD YOU MISSED THESE AND OTHER IMPORTANT NEWS STORIES AND FEATURES. ALL OF THESE STORIES WERE EXCLUSIVE IN THE BILLBOARD.

Only The Billboard Gives You News While It's New



#### Jukes Get Disk

Sample Bonanza

Continued from page 13

130

titles distributed this year as against |

Columbia, Coral

Columbia, which has tightened its operator list recently, now has At the present time it ships an an active roster of more than 400 average of only one disk a month route owners who receive about 60 to one or the other of the lists. per cent of its pop single releases. Decca's list has remained fairly steady over recent years at about 500, who cumulatively receive as mar.y as 6,000 audition records larger list of 450 operators some monthly.

#### **Announce Culp** Part Owner of Sierra Firm

LOS ANGELES, Nov. 6.—Sierra Distributing Company, newly appointed Wurlitzer distributor in measures. Southern California and Southwestem Nevada, is partly owned by C. A (Shorty) Culp. The distributor operator interest in new releases. appointment is effective November Current procedure calls for quick

The firm is currently readying its offices and showrooms at 2775 West Pico Boulevard for a formal operato: showing scheduled around December 1. Ray Powers, veteran West Coast coinman, was named general sales manager (The Billboard, November 6).

Culp is head of the Wurlitzer distributorship in Oklahoma City.

Culp said that an invitation had been extended to all operators in the Southwestern area to visit their new offices.

#### JUKE GUARDS SPOT'S CASH

RALEIGH, N. C., Nov. 6.-Here's new competition for the burglar alarm business.

A pair of after-hour thieves broke into a restaurant here recently and were doing quite well until they decided to loot the juke box. With the first blow of a hammer, the machine reared back and let loose with a rhythmic swing.

The unofficial burglar alarm alerted police and as the thieves fled thay ran into the arms of waiting patrolmen.

Coral has retrenched somewhat or this type of disk promotion. It works two operator lists, one with 400 names and the other with 800.

London, too, works two operator lists. Its relatively small batch of 150 key juke owners get an average of four disks a month. To a nine platters a year are distributed free of charge. Label "X" promotes a current list of 250 operators who get an average of four new single releases each month. M G-M's list of 200 names are the recipients of about one record monthly. Epic is only beginning to mull regular operator distribution of samples.

Capitol, Mercury

Capitol and Mercury have sharply tapered free operator sample distribution as a consistent promotion gimmick. Each has, in its own way, explored substitute

Mercury relies on fast action by field men in eight cities to spark shipment of dubs to the reps who hustle them over to key ops in their cities often two weeks in advance of commercial release. Their purpose is to write orders for new wax which they pass on to distributors.

Capitol now offers operators a sample service similar to that made available to radio stations not on free distribution lists. Some 200 route owners pay Capitol \$7.50 a month in return for one copy of each new pop and folk platter the firm releases.

Rely on Salesmen

Companies which have dropped automatic free distribution have done so because of the belief that salesmen could handle new-disk exposure more effectively, or at the very least more economically. Those who have curtailed it say that wholesale distribution waters down the effectiveness of the program. If disks are chosen more selectively they have greater impact in operator headquarters, these execs remark.

While no major manufacturer today believes that operators alone can create hits, they all realize and covet the widespread exposure and healthy sales that the juke box can counted for by operator purchases. Montooth.

#### MUSIC MACHINE OUTPUT TO HIT 50- TO 53,000

CHICAGO, Nov. 6. - The current year should be the fourth largest in the history of the juke box manufacturing business.

A spot check of the nation's juke box makers indicates production of new phonographs during 1954 will run between 10 and 15 per cent under the 59,000 units turned out last year.

If preliminary estimates prove accurate, the five manufacturers of coin-operated music machines will have built between 50,000 and 53,000 juke boxes.

Production of new phonographs hit its all-time high in 1946 and 1947 when manufacturers were catching up with demand caused by the 1940-1945 production stoppage. During 1946, 75,000 phonographs were built. The following year, 99,000 new machines came off the lines, but production slumped in 1948 to 30,000, rose slowly in each succe. ding year.

Despite the slight decline expected this year, 1954 production will be ahead of 1952 when the manufacturers built 49,000 new machines.

#### MOA Names 10

Continued from page 126

Winthrow, Clint Pierce and George A. Miller.

Sidney Levine, legal counsel of MOA, stepped into the chairman seat of the Legislative Committee. Assisting Levine will be George A. Snodgrass, and Gordon Stout.

is headed by Bill Hullinger, and and Clark Reid of WWJ. assisted by Willie Blatt, Tom Winthrow, Clint Pierce and George A.

Harry Snodgrass heads the copy-Snodgrass are Sidney Levine, Clint Pierce, Les Montooth, Ray Cunliffe and George A. Miller.

Prior to all MOA conventions, a committee of 10 operators meet in Chicago to arrange final details. Called the steering committee, the group arranges for speakers at the meetings and draws up the final program. Heading this group is Jack Mulligan, assisted by Martin give them. It has been estimated Britz, Wes Ellster, Larry Marvin, that more than 20 per cent of the Clem Stetson, Jimmy Tollisano, total sale of a big record hit is ac- Clint Pierce, Vic Ostegren and Les

#### **UMO Backs Youth Activity**

Continued from page 126

setting a good example in Ameri-can citizenship." A 97% Club pin D.J. Membership will be given to all who sign cards, a plan approved by the commissioner.

Recreation centers to be donated juke boxes by operators are to be jockeys, stemming largely out of carefully selected, it was emphasized at the conference Wednesday. These are to be locations where entertainment is provided at least once a week, and under proper supervision.

by local businessmen, church, ship from "automatic coin-operat-parent - teacher associations, and ed" to "recorded" music, thus openother groups is part of the basic ing the field to anyone working program. This will enable each in this much wider field. club to have a solid local backing of people with some knowledge of conditions and requirements of their respective neighborhoods.

Discuss Plan

A meeting proposed by Small of the leaders of such organizations is to be held November 16 at the 13th (Woodward Avenue) Precinct Gymnasium. Other guests will include representatives of the Parks and Recreation Department. Commissioner Piggins is to present the program in person at that time.

Small pointed out that the program, as now planned, was introduced thru proposals of UMO and the combined suggestions of many operators, disk jockeys, and newspaper men who have devoted time and study to the problem.

First major public effort of the new program will be a "97% Show" to be given Sunday,"November 28,

be personal appearances by recording artists in town and leading which have never been presented Miller, Hirsh de La Viez, Harry have as masters of ceremonies Corporation, a major firm in auto-The Public Relations Committee JBWK, Austin Grant of CKLW, machine financing.

Juke Exhibit

An added feature will be the presentation of the first exhibit of juke boxes to be presented jointly right committee. Serving with by local distributors (see separate story). These machines will be set to provide free play for the youngsters at the Sunday show.

> Attendance of 1,400 is expected -100 tickets being sent to the Youth Bureau representative in each of the 14 police precincts. Commissioner Piggins is scheduled to address the party.

The 97% Clubs will be encouraged to set up their own talent programs, with singers, bands, and other performers. Talent winners are to be chosen and provided with the opportunity of recording a payment sales to operators. record for United Sound Systems, headed by James Siracuse, brother of Anthony Siracuse, of the Circle Music Company.

· Plans call for two exploitation ideas for the talent winners-playing of their records on the air by local disk jockeys, and the assurance of UMO members to use the

#### Det. Dime Play

Continued from page 126

A fund, to acquaint the public with the necessity of the change, is to be raised. A suggested voluntary contribution by each operator has been set at 50 cents per machine.

In a statement to operators, Roy Small, conciliator of the association, said that the organization realized will contact distributors and operthat the move might not meet with ators, holding service schools approval of all operators in all situations, and that any choice to be made was purely upon a voluntary basis.

"Most operators have some old equipment that would not be practical to change," Small said. speed manual model, a 45 r.p.m. You must make the decision as to automatic record changer. Dimenwhat is best for your business. The sions are 17 inches wide, 16 inches UMO will help you, but has no deep and 36 inches high. It weighs intention of telling you how to run 30 pounds. Cabinet is wood. vour business."

by the organization to determine mechanism is RCA. a 3-for-a-quarter or 4-for-a-quarter is 10 78's or 12 45's. The unit arrangement.

Still another unprecedented move was made by UMO in connection with the close co-operation of the industry with local disk amendment adopted to the bylaws of the UMO, deejays will be accepted as regular duespaying members of the organization. The amendment changes Active sponsorship of 97% Clubs the qualifying phrase for member-

> Under the projected widening of the membership, special nominal dues will be established for newcomers. A committee headed by two disk jockeys, Larry Gentile and Tom George, has been set up, to enroll their colleagues. Four were reported signed Wednesday, while others signified an intention of joining.

It was emphasized by Small that the basic interest of the deejays would remain in the teen-age program, rather than other aspects of UMO activity.

#### **Juke Industry Gets Reduced** in the ballroom of the Fort Wayne Hotel. Featured at the show will Finance Rates

NEW YORK, Nov. 6. - The disk jockeys. In addition, numbers stability of the automatic phonograph industry was rewarded with to the public will be played. Held a new, more liberal financing plan from 2 to 5 p.m., the show will offered it by the Standard Factors Larry Gentile and Tom George of matic phonograph and vending

Standard Factors' new terms for the music machine industry call for 15 per cent down and 24 months to pay. If the operator meets his first four payments promptly, the distributor will be released from his financial guarantee of the operators' paper under the new plan. The automatic selling industry was offered the same terms (see separate story in Vending section).

The limited recourse part of the plan enables distributors to use their capital for their own expansion and at the same time helps operators cut down their monthly payments for each machine.

This new financing service is available to manufacturers and distributors, covering their deferred

#### AMI Creates

Continued from page 126

When not on the road, the men work in the factory here.

. Members of the new department are Albert Mason, senior field service engineer; Clifford L. Ditting, former Oklahoma City operator; Eugene H. Wasson, former distributor branch manager; Henry Hoevenaar, AMI service engineer for the past 10 years, and George Klersey, 10 years with the Banner Specialty Company.

An example of the fer reaching territory covered by these service field men is the trip scheduled for Albert Mason to Cuba and Panama. While in those countries, Mason wherever possible.

#### **New Phono Sold**

Continued from page 128

Speaker is eight inches and the A postcard survey is being made dome is unbreakable plastic. The

the number of operators who are | The base of the unit has multiin favor of dime play and also colored cascade lighting similar to to determine a preference for either standard jukes. Record capacity is not selective.

Copyrighted material

#### How Was Your Timing on . . .

#### "MR. SANDMAN"

THE CHORDETTES CADENCE 1247

Now on Billboard's "Best Selling Singles" Chart

Start teday to time your record buying to cash in on the heaviest disk jockey promotion and strongest dealer merchandising. Billboard's weekly BEST BUYS are the answer. Arrange now to have title strips of BEST BUYS supplied day and date with their publication in Billboard. You'll save time and money . . . you'll be riding ealy the winners for top play the year around!

> Sterling Title Strip Co. 2 E. 45th St., New York 17

Please start sending me\_ cards of Billboard's "Best Buys" to cost for 3 full months. Payment is enclosed.

Address State City\_ Zone...

Spotted as a Billboard BEST BUY

Title Strips

Ready for Top

**Juke Profits** 

OCTOBER 19, 1954

**OCTOBER** 

19, 1954

#### CONVENIENT ORDER FORM

There are 20 title strips on each card-10 on side A and 10 on side B. The minimum package includes 2 cards of each record selected (average 10 records -20 cards) delivered weekly for a period of 3 months.

(Cost | (Cards

	47.5000		79000
per	for 3	per	for 3
Week)	months)	Week)	months
	strips)\$ 9.00	70 (1400	strips)\$29.0
30 ( 60	strips) 13.00		strips) 33.0
40 ( 80	strips) 17.00		(1.17) 얼마 (1.17) (1.17) 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
50 (100)	strips) 21.00	90 (1800	strips) 36.0
60 (120	) strips) 25.00	100 (2000	strips) 39.0

#### THE BILLBOARD INDEX

#### **ADVERTISED USED** MACHINE PRICES

#### MUSIC MACHINES

AMI	Issue of Nov. 6	Issue of Oct. 30	Issue of Oct. 23	Issue o
Transferment (*)				Oct. 1
Model A	\$99.00 129.00 150.00 165.00 175.00	\$99.00 129.00 175.00	- \$129.00	\$129.00 155.0
Model B	225.00			
Model C	235.00	5.000000000000		250.00 275.0
Model 0-40	325.00(2) 329.00	329.00	300.00 329.00	329.0
Model D-80	445.00 450.00	469.00 475.00	469.00 475.00	469.0
	469.00 475.00	and design the second s		475.00(2
VANS				
Constellation	150.00 240.00	240.00	240.00	240.0
	230.00 240.00	240.00	240.00	240.0
MILLS		2018/2010/4/25/20		
Constellation	65.00 175.00	175.00	175.00	175.00
			= -	275.00
OCK-OLA		9		
422	59.50 110.00			75.00 95.0
426	V/Sextedor			130.0
428	150.00	175.00	150.00 175.00	175.0
434	325.00	325.00	325.00	325.0
1436 Fireball 45 RPM	375.00	375.00	395.00(2)	375.00 385.0
	395.00(2)	395.00(3)		395.0
SEEBURG			1991	
1 100-A (78 RPM)	395.00	445.00		19225521
- 100 H (10 Krm)	425.00(2)	445.00		495.0
	495.00			19
# 100 B	7,5.00	625.00		
46	99.00 110.00	99.00	99.00	95.00 99.0
1 146 M		100000	60.00	75.00
47	75.00 119.00	119.00	119.00	119.00 130.00
1 147 M			75.00	SOURCE OF STREET
48		100		175.00
48 M	149.00	149.00	149.00	149.00
48 ML	169.00	169.00	150.00 169.00	169.00
246 M		749000000	60.00	
M 146		95.00	9	52
A 147	9.0	95.00		
WURLITZER	52			
015	65.00 89.50(2)	65.00 75.00	95 00 90 50	00 50 330 0
	125.00 130.00	89.50 125.00	85.00 89.50 125.00	89.50 110.00
080	99.00	99.00	99.00	125.00 130.00 99.00
100	165.00	175.00 225.00	165.00 175.00	175.00
	225.00(2)		225.00	225.00(2
1 1217	159.00	159.00	159.00	159.00
250	265.00	265.00	265.00	265.00 275.00
250 Hideaway	300000000000000000000000000000000000000	2000	175.00	
400	395.00	395.00	375.00 395.00	375.00 445.00

#### Supreme Holds Miami Ops Lead in Miami **Bowling Race**

MIAMI, Nov. 6.-Music Makers, Acme Music & Vending, and Advance Music ran roughshod over their opponents this week in the AMOA Bowling League.

Music Makers took four games from Ross Rock-Ola Distributing to tighten its hold on first place, while Advance Music flattened American Operating to remain in the runner-up spot. Acme Music & Vending took the measure of Marino Music in four straight and now holds down third place in the coinmen's loop. All-Coin Amusements split four games with Radio Center. The standings

The standings:		
Team	Won	Los
Music Makers	14	2
Advance Music	12	4
Acme Music	11	5
Ross Rock-Ola	8	8
All-Coin	4	8
Radio Center	4	8
American Operating.	4	12
Marino Music	3	13
The Design of the Control of the Con		

Irv Rodich, a newcomer to the Advance Music team, fired a total of 497 pins for the evening to place third high for the season, behind Buddy Cohen, Acme Music & Vending, and Leon Guss, of Advance Music. Bob Collins, Advance Music, racked up a one-game 214 to notch second place for the season in this department, behind Buddy Cohen's 240 set earlier.

Music Makers, rated only a third choice when play got under way Kauffman, X. Zeverly, Ray some weeks ago. Sammy Barnett (Frenchy) Hermetet, Murray Gross and Bernie Koganofsky have consistently sparked the squad, the latter rolling a hot 193 this week. local record distributors had sub-Other members of the Music Makers aggregation include Ray Hess,

Standout performances in recent | the Saxony Hotel, Miami Beach. weeks have also been turned in by Maury Horwitz, Ross Rock-Ola that for every \$100 worth of ads ry T. Roberts, vice-president and Distributing; Joe Mangone, All-Coin Amusements, and his team- side the coin machine industry, a mercial music division. mate Marion Goodwin.

Buster Railey, Deale Automatic be awarded. Music routeman for the past 25 had visited a bowling alley.

### Re-Elect Blatt AMOA President

MIAMI, Nov. 6.-Members of the Amusement Machine Operators Association of Dade County unanimously re-elected Willie Blatt to a fourth term as president at the annual election held last Thursday (28) in the AMOA business office.

In recent months Blatt had indicated that for reasons of health he would not be a candidate; however, at the September meeting when nominations were opened Blatt was named along with Harry Steinberg for the top spot. A Thursday's meeting, when Blatt announced he would run again, Steinberg stepped aside and the membership thereupon swept Blatt back into office.

In accepting the presidency for another term, Blatt voiced his thanks for the overwhelming vote of confidence in his administration and pledged to work unremittingly for the good of the AMOA and for the industry at large.

Harry Housen was elected vicepresident in a close contest, and Keith Nelson was unopposed for his fifth consecutive term as secretary-treasurer. The following captured places on the executive board: Willie Levey, Maury Horwitz, Harry Zimand, Dave Fried-The surprise of the league is man, Eddie Petrocine and Harry Steinberg. Alternates will be Jack and Dave Engel,

scribed for ads in the AMOA journal for the forthcoming annual ban-Jimmy Pugh and Harold Marcus, quet and dance December 11 at tape-recorded sales message by Art

> procured from business firms out- sales manager of the firm's comfree pair of banquet tickets would

Elected to membership in the pective dealers. The message runs years, bowled for average this AMOA were Raoul Shapiro, Trop- for about 51/2 minutes, followed week. He commented that it was ical Music Company, and Johnny by excerpts from a typical backthe first time in 16 years that he Morgan, of Beach Amusement ground music program. The entire Company.

#### COINMEN YOU KNOW

Continued from page 129

were hosts at the house-warming County Enterprises held at its new Jackson Heights headquarters. . . Al Denver, head of the Music Operators of New York, is recuperating after a throat operation.

#### Twin Cities

Communications to: Jack Weinberg HYland 2696

Ops React Well To New AMI Phono...

Harold Lieberman, of Lieberman Music Company, said that operator reaction to the new AMI phonograph has been such that he is unable to keep samples on the floor-they're grabbed right offand can't keep up with the orders coming in.

Clayton Norberg, associated with his father, Fred, in C & N Sales Company, Mankato, came to the Twin Cities market this week to buy music for their busy route.

Result of the Minnesota elections, in which the Republican party's 16-year hold on the State Capitol was broken in all but a clean sweep by the Democratic-Farmer-Labor party Tuesday, has coinmen in this area wondering what the policy of the new governor-elect, Orville L. Freeman, 37year-old Minneapolis laywer, will be toward their business. Pins without payoffs are legal in Minnesota. Other type devices which use pay-offs were banned back in 1947 when a State law was enacted.

Glenn Bischell, Chippewa Falls, Wis., coinman, and his wife were in Minneapolis this week looking at music which they expect to buy and add to their route.

#### MR. MUSIC

#### Miami Ops, Deejay Pool P-R Forces

MIAMI, Nov. 6.-Miami's "Mr. Music," disk jockey Bill Burns, of radio Station WQAM, and the Amusement Operators' Association have joined forces in a promotional tie-in which will place the deeiay's picture in hundreds of jukes operated by AMOA members.

Burns conducts the "Juke Box Serenade" heard Monday thru Friday from 4:30 to 6 p.m. over WQAM, and features the 10 top tunes as reported by the AMOA, plus "bonus listening specials." The program was originated several years ago by Harry Burge, whom Burns succeeded about a year ago.

The AMOA is given generous plugs on the show, and at various times has sponsored contests featuring gift records and albums as awards for listeners correctly identifying selections. It is one of the most popular deejay shows on the air in South Florida.

AMOA President Willie Blatt said that association members would be furnished with cards for their machines reading: "Hear the 10 top tunes as reported by AMOA, plus serenade extras, on Juke Box Serenade-4:30 to 6 p.m. Monday thru Friday over WQAM." On the teft hand side of the card is a caricature of Burns in front of a WQAM mike, with "Miami's Mr. Music" printed at the top.

#### Hellyer Narrates Magnecord Plug

CHICAGO, Nov. 6.-A magnetic-Hellyer, has been prepared by Blatt reminded the membership | Magnecord, Inc., according to Hen-

The message explains features of Magnecord's music system to prostape plays for about 15 minutes. arrived and being shown at Lieberman Music Company, is getting considerable operator attention these days.

New nickel-grabbers for juke boxes, according to Amos Heilicher, Mercury distributor, are the Crew Cuts' "The Barking Dog" and Ralph Marterie's "Bongo Guitar." Operators are buying heavily on the two tunes, he said.

Norman Wienstroer, Coral general sales manager from New York, and Al Oldrich, division sales manager from Chicago, were visitors here this week conferring with Herb Sandel, in charge of the wholesale record department at Lieberman's.

Bob Cross, of Jackson, Minn., was in this area buying remote this winter. equipment for his route and reporting business holding up in good manner.

Gordon Stout, of Pierre, S. D., came to the Twin Cities territory on a shopping tour earlier in the

Another who made the jobbers' offices was Kelly Diedrich, of Chaska, Minn.

#### Washington Communications to:

Delores Newcomb EMerson 3-7451

G. B. Macke Makes New Installation . . .

made its first installation in Greensboro, N. C., reports Meyer Gelfand. of Michigan on a hunting trip. An automatic cafeteria was installed in a large industrial plant, and collections to date have been good.

Vending, is trying to digest all he pany. learned at the recent NAMA convention. The machines on display were impressive, and he's deciding which ones he wants to acquire. Sid believes that the vending industry is heading for more in-plant feeding.

The Canteen Company is selling more coffee and candy due to cooler weather, says Dick Zigler. Beverages are slightly off. Canteen recently took over the cracker and

Genco's Big Top gun, just | cookie installation at Fort Meade in near-by Maryland.

Evan Griffith, of Pioneer Novelty, is buying several Seeburgs and AMI's. Business at his firm is

Norman Hayter, of Dr. Pepper-Tru Ade, is pleased that the warmer-than-usual weather has kept his beverage sales up. Dr. Pepper has had a good year, and believes next year will be even

James Bowen is feeling lots better and is able to spend part of each day at his firm, Kwik Kafe of Washington. Business has been exceptionally good even during the hot summer months, and shows signs of being better than ever

#### Detroit

Communications to: Hal Reves WOodward 2-1100

New Route Named Hit Record Music . . .

A new music machine route has been established in Detroit by George Meshry, a newcomer to the music business. Meshry is operating the route under the name of Hit Record Music Company on the East Side of the city.

Frank Alluvot, of Frank's Music, 1505 E. McNichols, returned to work at his music machine business The G. B. Macke Company has on the East Side this week. Frank had been in the Northern woods

Home again with fresh enthusiasm and ideas after attending the NAMA convention are Ginner and Max Koeppe, brothers and co-Sid Lotenberg, of Westway partners in the General Coin Com-

> Joseph Brilliant, of Brilliant Music, was absent from his usual distributorship duties at his Northwest Side office this week. He was on a business trip to New York City.

> Tony Sanders is no longer with the Miller-Newmark coin machine firm, 5743 Grand River. He had been serving as general sales man-Continued on page 143)

## Supermarkets

are just one of your prospects when you can offer



the MAGNECORD SYSTEM with RCA-Planned Background Music

#### PROFITS ARE YOURS...

when you offer the Magnecord System to business men. They all know about the money-saving benefits of Background Music . . . become your customers when you tell them how little the Magnecord System costs... how flexible, efficient and convenient it is. Get full details today . . . write Magnecord, Inc. at the address below.

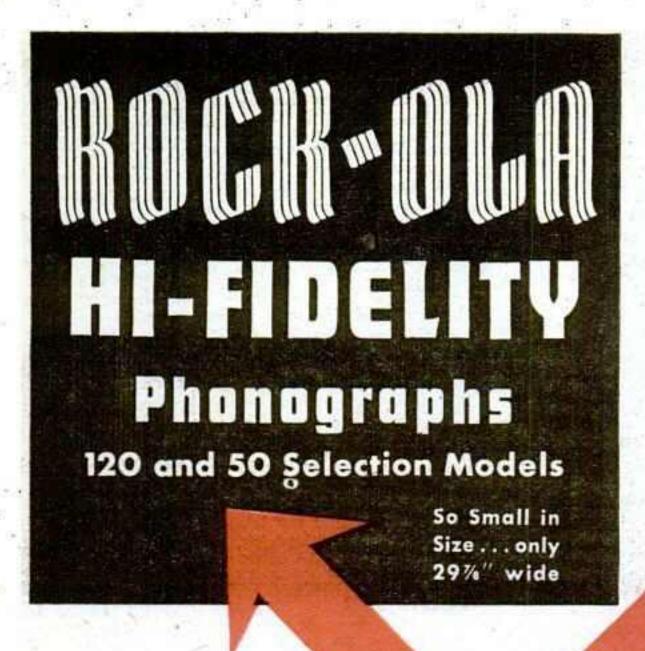
OFFER THE MAGNECORD SYSTEM TO:

> Banks **Factories** Hotels Restaurants Retail Stores

any firm with 10 or more workers.

#### MAGNECORD, inc.

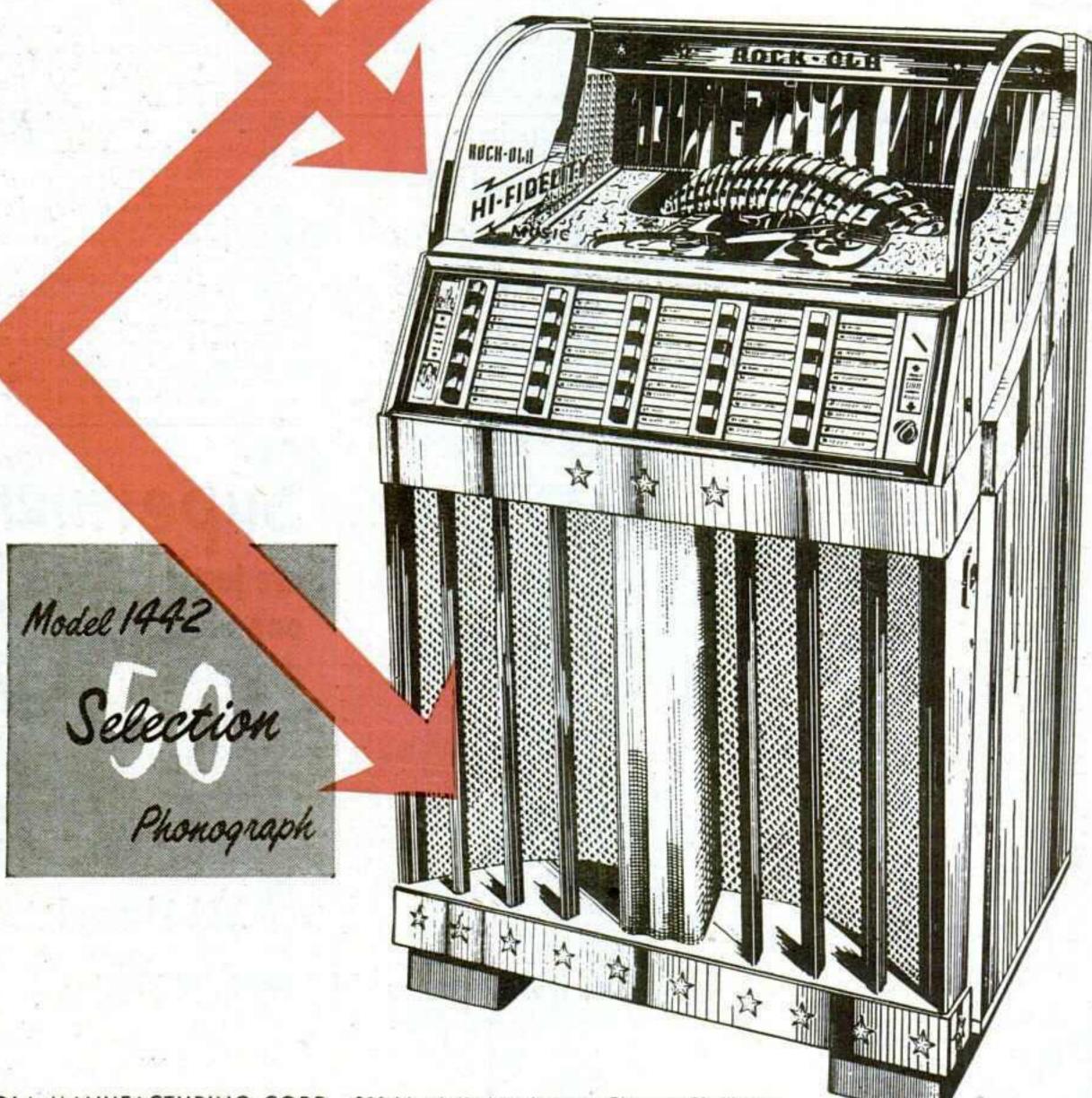
Henry ("Heinie") T. Roberts, Vice President and General Manager, Commercial Music Division 1101 S. Kilbourn Ave., Chicago 24, Ill.—Telephone: Van Buren 6-9301 132





with Servicemen

The time-tested Rock-Ola Service-Free Mechanism Ask Your Serviceman-He Knows!



Communications to 188 W. Randolph St., Chicago 1, Ill.

#### Theatermen Applaud Name New Cup Machines

**But Self-Operation Keynotes Talks;** Hot Drink, Ice Cream Units Also Cited

age machines and ice cream vend- tion. ers-both types of automatic merchandisers drew top attention of tention was directed toward selftheater owners at the final forum session Thursday (4) of the Theater Owners of America and Interna-

#### Dairy Vending To Be Mulled At Md. Confab

COLLEGE PARK, Md., Nov. 6. -The vending of milk and other dairy products will be one of the prime objects of discussion at the 10th annual dairy technology conference to be conducted by the College of Agriculture of the University of Maryland here Tuesday thru Friday (9-12).

Wednesday (10) a three-man Continued on page 140)

CHICAGO, Nov. 6.-Cup bever- tional Popcorn Association conven-

But a major portion of the atoperation.

Selective model cup machines were credited with eliminating many manual counter dispensers. Inclusion of one or two non-carbonated drinks in new multi-flavor venders, it was pointed out, played an important part in the removal of still-drink dispensers for backcounter use.

Ice cream venders were cited as a valuable merchandising aid. As panel members expressed it: Venders put the product out on the lobby floor where impulse buying can be best catered to. As a result, more ice cream is sold than from concealed behind-the-counter equipment.

Harold Newman, official of the Century Circuit, stated his chain For Members tion cup machines during the past

Coca-Cola: 25%

(Continued on page 142)

#### 20 TO 75% BOOST

#### New-Type Cup Drink Units Up Sales: Rapp

can increase your present volume from 20 to 75 per cent over oldertype equipment.

That's what Mel Rapp, executive vice-president, Apco, Inc., told theater owners this week at the combined International Popcorn Association and Theater Owners' Association convention at the Conrad Hilton (October 31 thru Novem-

In addition to these volume gains,

#### Bright Future, Dixie Tobacco Distribs Told

BOCA RATON, Fla., Nov. 6.-Leroy F. Ball, president of the National Association of Tobacco Distributors, painted a bright picture for the future of tobacco wholesalers at the NATD Southern regional meeting here Friday (5).

He said that tobacco wholesalers are furnishing merchandise with a value of more than \$1 billion annually to 300,000 Southern outlets, and that economic prospects for the region are such that this figure (Continued on page 141)

CHICAGO, Oct. 6.-"Modern, new cup drink venders could inup-to-date soft drink cup machines crease the theater owner's average PM Aussie Plant

> into new cup drink machines, Rapp pointed out three features in new equipment which provide the increased volume and grosses:

> illuminated signs and illuminated flavor strips, which attract customers to buy ("Eye-Appeal" promotes "Buy-Appeal," said Rapp).

> both carbonated and non-carbo-

Rapp said that there are three (Continued on page 142)

#### gross from a normal 1.4 cents per patron to as high as 2.6-and in some cases, as much as 3 cents per

Outlining new ideas incorporated

1. Merchandising aids, such as

2. Wide selectivity, including nated drinks.

drinks fast enough to accommodate leaf has already arrived in Auspeak loads in the average-size house (because, as Rapp explained, "it is estimated that approximately 70 per cent of all soft drinks in theaters are sold directly after the Scale Distributor picture 'break' ").

Rapp touched on the new lowcost selective cup drink machines for smaller theaters. Two new locations Rapp pointed up were the use of a second machine in the theater mezzanine or balcony and the use of machines in drive-in theaters.

#### Low Prices Essential For High Milk Volume

ATLANTIC CITY, Nov. 6.- conclusions, and the evidence Quart milk sales at supermarket seems pretty strong. prices will net vending operators a healthy volume; at less than retail prices, vending sales will soar, but, at more than retail prices, daily averages will be pretty bad.

Dr. Stewart Johnson, professor of last year. agricultural economics at the University of Connecticut, who spoke ment is coming along fine, with a before 300 members of the Milk Industry Foundation here last 1953 expected for a total of \$22,-

Most of Johnson's address, "Re- tomatic merchandisers. cent Developments in Vending," was devoted to documenting these

Test Stage According to Johnson, milk vending is still in the experimental stage, accounting for only .25 per cent of all milk in the nation and These were the conclusions of only 1.5 per cent of vended goods

> But, said Johnson, the experi-32 per cent increase in sales over 400,000 in sales of milk thru au- charms, according to Ohio Cum

#### Venders Key Jack Benny TV Tee-Hee

MIAMI, Nov. 6.-The vending machine industry received milliondollar free advertising on a recent Jack Benny television program which featured a number of big name film stars.

The program, which originated in Hollywood and was carried over the nationwide CBS network, featured a skit in which Benny conducted a jam session in his home with Tony Martin, Dick Powell, Fred MacMurray, Dan Dailey and Kirk Douglas.

Martin walked into Benny's home first with his clarinet, blew a few practice notes and complained that he was dry. So he walked over to Continued on page 140)

#### Western Ops Sked Drive

ANGELES, Nov. 6.-Western Vending Machine Operators' Association will launch a Newman declared: "Coca-Cola membership drive beginning Janpanel of "Automatic Vending of now accounts for 25 per cent of uary, 1955. The plan was de-Dairy Products" will consist of Dr. our cold drink gallonage (with tailed at the regular monthly meeting last week.

> Robert Leidenberger, president, announced that plans call for a speaker to be featured at each session held the last Tuesday in the month. Leidenberger named Leo Weiner to draft a brochure that will be distributed thru jobbers here detailing the news of the group to attract new operators.

#### Lyon to Inspect

NEW YORK, Nov. 6.-Alfred E. Lyon, board chairman of Philip Morris & Company Ltd., Inc., leaves here this week and will arrive in Melbourne, Australia, Tuesday (9) to inspect the nearly-completed plant of Philip Morris (Australia) Ltd, which will be ready for occupancy November 30.

Production there is expected to get under way in January, 1955, making American-type cigarettes available on the continent for the first time since World War II.

The plant will occupy 56,000 square feet of floor space on a four-and-three-quarter acre site. 3. Faster drink cycles to provide The first shipment of American tralia.

#### King New Watling

CHICAGO, Nov. 6.-Watling Manufacturing Company appointed King & Company, Chicago, dis-tributor for its line of penny scales

King also handles lines of bulk, cigarette, gum and stamp venders and supplies.

In addition to showing its full line of equipment at the popcorn and theater convention here this week (see other stories this section), King will also exhibit at the National Association of Parks, Pools and Beaches at the Hotel Sherman, November 28-December 1.

#### New Charm Pkg. By O. Gum Supply

WICKLIFFE, O., Nov. 6.-Ohio Gum Supply Corporation this week to buy their own pop venders. announced a new package sale of

new charms from various manufacturers into one package sufficient for one filling for penny machines. The package is varied from week to week to include only the newest

(Continued on page 143) two sizes: at \$3.75 or \$3.25.

#### Easier Financing New Reward for Vending's Growth

Standard Factors Offers 15% Down Payment; 24 Months to Pay; Limited Recourse Plan

Corporation loosened its purse volume in about five years." strings for the industry.

A ringing vote of confidence in the future growth of vending, the firm's new, more liberal finance plan underlines the respect automatic merchandising has won in the business world.

of Standard Factors-a major vending financing company-announced the new terms for the purchase of cigarette venders, hot and cold beverage machines, and food, ice cream and candy vending equipment in the firm's monthly report, "Expanding the Vending Machine"

Battle at Meet

Instead of a 25 per cent down payment, operators need only 15 will fight it out with bottles when per cent down under the new plan. the American Bottlers of Carbo-Instead of 18-month payments, nated Beverages' 36th annual conmaturity is lengthened to 24 vention opens in Convention Hall months. Unpaid balances will con- Monday (15) for a four-day run.

ing industry are tremendous," the

NEW YORK, Nov. 6.-In a report stated that with "newer strong bid for a bigger stake in financing of this type, the vending automatic selling, Standard Factors industry should double its sales

Limited Recourse

In addition, instead of the full recourse-under which the sales-(Continued on page 142)

## Theodore H. Silbert, president ABCB to Stage

PHILADELPHIA, Nov. 6.-Cans

tinue to be carried at 6 per cent. For the fifth straight year, cup Citing the tremendous growth drink machines will not be shown of vending and noting that the at the convention because of "expansion possibilities in the vend- ABCB's ban. However, as in past (Continued on page 143)

#### Vending Cups Seen As Selling Medium

Liberty Places Million Cups in Premium Deal; Advertisers May Underwrite Costs

NEW YORK, Nov. 6.-The use yellow, red and blue signs placed of vending cups as a sales tool will on vending machines. be explored by several major firms Liberty Brand Syrup. Liberty, which sells sirup to the vending trade as well as to the general public, has distributed a million vending cups with its ad ertising message from July thru September.

The firm used a premium offer, a pair of utility shears, as a device to induce vending operators to use cups with the advertising message and to pay for them.

Cassidy said the premium program had three objectives: (1) To pick up new vending accounts; (2) for the advertising value in retail sales, and (3) to increase sales of existing vending accounts.

The premium offer required the mailing of a vending cup and 50 cents for which the sender received a pair of utility shears with a reopener and may be used to cut

Co-operating with Liberty on blue artwork on the cup and the \$1,168,860 to \$1,132,673.

Cassidy pointed out that while a in the near future, according to vending operator will pay for cups Tom Cassidy, sales manager for with a Canada Dry or Coca-Cola (Continued on page 141)

#### ABC Sales Up, **But Net Drops**

NEW YORK, Nov. 6.-While sales of the ABC Vending Corporation increased slightly for the 39week period ended September 26 compared with a like period in 1953, net income dropped a shade and earnings per share of capital stock were down to \$1.18 from

Sales were \$37,523,280, compared with \$36,162,873 a year tail value of from \$1.50 to \$2. The ago. Operating profit, tho, was shears had a magnetic tip, a bottle down a bit, from \$2,465,997 to \$2,391,728, and other income rose from \$123,604 to \$135,232.

In total income, a drop of only the Premium deal was Bill Seldy, a few thousand dollars was regisof the Lily-Tulip Cup Corporation. tered, from \$2,589,601 to \$2,526,-Lily designed the red, white and 960. Net profit dipped from

#### Buy Own Drink Machs. Theater Owners Told

CHICAGO, Oct. 6.-Cup drink machine manufacturers are making a straight pitch to theater owners in its 10-drink theater model. An

Three firms showing at the combined International Popcorn Asso-The charm distributor assembles ciation and Theater Owners' Association show this week at the Conrad Hilton left no doubt about that.

Cole Products Corporation, which exhibited both its De Luxe and Special lines, advertised at its booth: "Mr. Theater Owner-In Connecticut, he reported, Package units are available in Your Own. Payments as low as rate story), and Rollin Stonebrook,

Apco, Inc., reported that biggest interest at the show was displayed efficial of Rowe-Spacarb, which showed its drink and ice cream machines, declared that while theater owners had asked about cigarette machines, these were not shown because they are not sold

Cup drink machines came in for spotlight attention at the show with addresses by Mel Rapp, executive Double Your Drink Profits-Own vice-president, Apco, Inc. (see sepa-

(Continued on page 141)

#### VICTOR'S SUPER V

The Ideal Capsule Vendor

Featuring the Greatest Earning Power Ever Built Into a Bulk Vendor . . . at 1c, 5c or 10c Play.

Cabinet of two-tone solid oak — trimmed in chrome with glass panels. Smart, unique design . . . with eye-catching appeal for greater profits. Extra large capacity — 350 capsules or 800 100-count ball gum. Packed and sold 4 to the case.

Less than 25 cases....\$71.80 per case 25 cases or more.... 67.80 per case

#### The World Famous STANDARD TOPPER

VENDING MACHINES

That attractive ensemble—is finished in smooth, hard Duramite and chrome . . . steel construction, precision built and amazingly durable. Equipped with the large glass globe.

Packed and Sold 4 to the Case.

Less than 25 cents ......\$50.00 per case of 4 25 or more cases ...... 48.00 per case of 4

Place Your Orders With Your **Nearest VICTOR Distributor** 

VICTOR VENDING CORP. 5701-13 W. Grand Ave. Chicago 39, Illinois Chicago 39, Illinois



#### CIGARETTE and CANDY MACHINES!

All machines vend King Size and Standard Brands in all columns—including matches. Can be set for either 25c or 30c operation. (\$5.00 additional for 30c vending.) UNEEDA CIGARETTE VENDORS

M	E
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Royal, 8 Cols., 320 Cap. ...... 100.00 CANDY MACHINES Rowe Candy Merchant, Late Model, 7 Cols., 158 Cap. ..... 165.00 SODA and COFFEE MACHINES

Coca-Cola Bottle Vendors—Cup Drink Vendors—Coffee Vendors.

DU GRENIER Model W, 9 Cols., 270 Cap.,

\$82.50

WRITE FOR INFORMATION. Our Paints Are VENDERIZED Prevents Peeling,

Flaking & Rusting.

All Equipment Unconditionally Guaranteed Trade Prices. 1/3 Dep., Bal. C.O.D.

#### 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





SENSATIONAL NEW CAPSULE VENDOR

325 capsule capacity Simple, foolproof mecha-

VARIETY IS THE SPICE OF LIFE! Rake's Jet Capsule asst.
Bives you a variety mixture of feature items
selected from all \$4 0.50 popular charms.

Write for Catalog of New & Used Vendors, Accessories & Supplies 1/3 Deposit, Balance C.O.D.

#### RAKE COIN MACHINE EXCHANGE

609A SPRING GARDEN STREET LOMBARD 3-2676 PHILADELPHIA 23, PA.



Uboard

#### MAKE MORE MONEY IN VENDING

Read The Billboard Every Week

For the biggest vending opportunity—for the latest prices on new and used vending equipment—for every bit of significant news in your industry.

#### Enter a Money-Saving Subscription Now!

Fill out this coupen and mail today.

Saves you more than 20% on newsstand price.

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio Yes D Please send me The Billboard for one year at \$10. (Foreign rate, one year, \$20)

THE BILLBOARD INDEX

#### ADVERTISED USED MACHINE PRICES

#### **VENDING MACHINES**

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk venders, 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	Issue of Oct. 30	Issue of Oct. 23	Issue o
Acorn Tab Gum (10 col.)	Nov. 6	\$21.95	\$21.95	Oct. 1 \$21.9
Acorn Vender, 1c		14.95	14.95	14.9
Acorn Vendor, 5c		14.95	14.95	14.9
Advance Model D Ball Gum.	\$6.45	6.45	6.45	6.4
Advance No. 11 Mdse	5.95	5.95	5.95	5.9
Advance Stick Gum, 1c Andico Coffee Vendors	395.00	10.00 395.00	10.00	10.0
Atlas Ace 1c Mdse	375.00	6.50	395.00 6.50	395.0 6.5
Bradley Seniors (2 sel.) 25c Ball Point Vendor	200.00	200.00 49.50	225.00 49.50	225.0 49.5
Columbus Ic	6.50	6.50	6.50	6.5
Craig Ice Cream Bar	125.00	125.00	125.00	125.0
aval Roll Stamp (3 col.)	100.00	25.00 100.00	25.00 100.00	25.0
OuGrenier Cigar (7 col.)	75.00	75.00	75.00	
SuGrenier Cigar (9 col.)	95.00	95.00	95.00	
uGrenier Model W. (9 col.).	82.50 125.00	95.00 125.00	95.00 125.00	125.0
OuGrenier Model S (7 col.) OuGrenier Model V (7 col.)	85.00 90.00	90.00	85.00 90.00	
astern Electric (8 col.) xhibit Card Vendor, 1c	115.00 15.00	115.00 15.00	115.00 15.00	145.0 115.0 15.0
NAMES OF THE PARTY OF	10000000	servente S	2000 E2000 TO	HERVOR
Foot Ease	95.00 129.50(late)	129.50(late)	129.50(late)	129.50(late
Hupp Single Drink	110.00	110.00	110.00	110.0
(leenly 5c or 10c (eeney Electric (9 col.)	145.00	49.50 145.00	49.50 145.00	49.5 145.0
Master 1c & 5c	6.95	6.95 8.50	6.95 8.50	6.95 8.5
Master Ic	6.50 6.50	6.50	6.50 6.50	6.5
Mills Candy (8 col.)	0.50	198.50	198.50	198.5
Mills Single Drink	150.00	150.00	150.00	150.0
tills Tab Gum	105.00	15.00	15.00	15.0
lills 3 Drink	185.00	185,00	185.00	185.0
ational 930	95.00 130.00 110.00 145.00	95.00 130.00 110.00 145.00	95.00 130.00 110.00 145.00	95.00 130.0 110.00 145.0
ational Candy (6 col.)	133	69.50	69.50	69.5
lational Candy (9 col.) lorthwestern 33 Ball Gum	6.50	95.00 6.50	95.00 6.50	95.0
lorthwestern Deluxe 1c and 5c	12.00	12,00	12.00	12.0
forthwestern Model 39, 1c	7.95	7.95	7.95	7.9
orthwestern 49, 1c		17.35 17.35	17.35 17.35	17.3
orthwestern 40, 1c Mdse		6.50	17.35 6.50	17.3
orthwestern Stamp		69.00	69.00	69.0
lorthwestern Tab Gum L. W. 39, 1c Mdse		25.95 6.50	25.95 6.50	25.9
op Corn Sez	69.00	69.00	69.00	69.0
PX Electric (8 col.)	75.00	75.00	(200000)	37556
Revco Ice Cream Cup	125.00	125.00 119.50	125.00 19.50	125.0
owe Candy Merchant	5 22222	-016		19.5
(7 col.)	165.00	165.00 75.00	165.00 75.00	
lowe Crusader (8 col.)	145.00	145.00	145.00	
	200000000000000000000000000000000000000		12/12/11/0	
(8 col.)	165.00	165.00	165 00	
(8 col.)	95.00	165.00 95.00	165.00 95.00	95.0
(8 col.) lowe Electric (8 col.) lowe Imperial (6 col.)	95.00 85.00	95.00 85.00	95.00 85.00	95.0
towe Electric (8 col.) towe Imperial (6 col.) towe Imperial (8 col.)	95.00 85.00 90.00	95.00 85.00 90.00	95.00 85.00 90.00	
owe Electric (8 col.) lowe Imperial (6 col.) lowe Imperial (8 col.)	95.00 85.00 90.00 130.00 155.00	95.00 85.00 90.00 130.00 155.00	95.00 85.00 90.00 130.00 155.00	155.0
owe Electric (8 col.) lowe Imperial (6 col.) lowe Imperial (8 col.) lowe President (8 col.)	95.00 85.00 90.00	95.00 85.00 90.00	95.00 85.00 90.00	155.0
(8 col.)  towe Electric (8 col.)  towe Imperial (6 col.)  towe Imperial (8 col.)  towe President (8 col.)  towe President (10 col.)  towe Royal (8 col.)  tilver King	95.00 85.00 90.00 130.00 155.00 155.00 100.00	95.00 85.00 90.00 130.00 155.00 155.00 100.00	95.00 85.00 90.00 130.00 155.00 155.00 100.00	155.0 155.0
(8 col.)  Rowe Electric (8 col.)  Rowe Imperial (6 col.)  Rowe President (8 col.)  Rowe President (10 col.)  Rowe Royal (8 col.)  Silver King  Silver King 1c Ball Gum  Silver King 1c Mdse	95.00 85.00 90.00 130.00 155.00 155.00	95.00 85.00 90.00 130.00 155.00 155.00 100.00	95.00 85.00 90.00 130.00 155.00 155.00 100.00	155.0 155.0 13.9 7.4
(8 col.)  Nowe Electric (8 col.)  Nowe Imperial (6 col.)  Nowe President (8 col.)  Nowe President (10 col.)  Nowe Royal (8 col.)  Nowe Royal (8 col.)  Silver King  Silver King 1c Ball Gum  Silver King 1c Mdse	95.00 85.00 90.00 130.00 155.00 155.00 100.00	95.00 85.00 90.00 130.00 155.00 155.00 100.00 13.95 7.45 7.45	95.00 85.00 90.00 130.00 155.00 155.00 100.00 13.95 7.45 7.45 7.45	155.0 155.0 13.9 7.4 7.4 7.4
(8 col.)  Rowe Electric (8 col.)  Rowe Imperial (6 col.)  Rowe President (8 col.)  Rowe President (10 col.)  Rowe Royal (8 col.)  Silver King  Silver King 1c Ball Gum  Silver King 1c Mdse  Silver King 1c Mdse  Silver King 1c Mdse	95.00 85.00 90.00 130.00 155.00 155.00 100.00	95.00 85.00 90.00 130.00 155.00 155.00 100.00 13.95 7.45 7.45 7.45 25.00	95.00 85.00 90.00 130.00 155.00 155.00 100.00 13.95 7.45 7.45 7.45 25.00	155.0 155.0 13.5 7.4 7.4 7.4 25.0
(8 col.)  Rowe Electric (8 col.)  Rowe Imperial (6 col.)  Rowe President (8 col.)  Rowe President (10 col.)  Rowe Royal (8 col.)  Silver King 1c Ball Gum  Silver King 1c Mdse  Silver King 1c Mdse  Silver King Hershey, 5c	95.00 85.00 90.00 130.00 155.00 155.00 100.00 7.45	95.00 85.00 90.00 130.00 155.00 155.00 100.00 13.95 7.45 7.45 7.45 25.00 15.00 29.95	95.00 85.00 90.00 130.00 155.00 155.00 100.00 13.95 7.45 7.45 7.45 25.00 15.00 29.95	155.0 155.0 13.9 7.4 7.4 7.4 25.0 15.00 29.9
(8 col.)  Rowe Electric (8 col.)  Rowe Imperial (6 col.)  Rowe Imperial (8 col.)  Rowe President (8 col.)  Rowe President (10 col.)  Rowe Royal (8 col.)  Silver King 1c Ball Gum  Silver King 1c Mdse  Silver King 1c Mdse  Silver King Hershey, 5c  Silver King Hot Nut	95.00 85.00 90.00 130.00 155.00 155.00 100.00	95.00 85.00 90.00 130.00 155.00 155.00 100.00 13.95 7.45 7.45 7.45 25.00	95.00 85.00 90.00 130.00 155.00 155.00 100.00 13.95 7.45 7.45 7.45 25.00	155.0 155.0 13.9 7.4 7.4 25.0 15.00 29.9
towe Electric (8 col.)  towe Electric (8 col.)  towe Imperial (6 col.)  towe President (8 col.)  towe President (10 col.)  towe Royal (8 col.)  towe Royal (8 col.)  towe King 1c Ball Gum  tilver King 1c Mdse  tilver King Hershey, 5c  tilver King Hot Nut  toner Candy (6 col.)	95.00 85.00 90.00 130.00 155.00 155.00 100.00 7.45 7.45	95.00 85.00 90.00 155.00 155.00 100.00 13.95 7.45 7.45 7.45 25.00 15.00 29.95 125.00 12.50 135.00	95.00 85.00 90.00 130.00 155.00 155.00 100.00 13.95 7.45 7.45 7.45 25.00 15.00 29.95 125.00 12.50 135.00	155.0 155.0 13.9 7.4 7.4 25.0 15.00 29.9 125.0
towe Electric (8 col.)  towe Imperial (6 col.)  towe Imperial (8 col.)  towe President (8 col.)  towe President (10 col.)  towe Royal (8 col.)  tilver King  tilver King 1c Ball Gum  tilver King 1c Mdse  tilver King Hershey, 5c  tilver King Hot Nut  tenads  toner Candy (6 col.)  toner Candy (6 col.)  toper-Vends (3 sel.)	95.00 85.00 90.00 130.00 155.00 155.00 100.00 7.45 7.45 125.00 135.00 200.00	95.00 85.00 90.00 155.00 155.00 100.00 13.95 7.45 7.45 7.45 25.00 15.00 29.95 125.00 12.50 135.00 200.00	95.00 85.00 90.00 130.00 155.00 100.00 13.95 7.45 7.45 7.45 25.00 15.00 29.95 125.00 12.50 135.00 265.00	155.0 155.0 13.9 7.4 7.4 25.0 15.00 29.9 125.0 12.5
(8 col.)  Rowe Electric (8 col.)  Rowe Imperial (6 col.)  Rowe President (8 col.)  Rowe President (10 col.)  Rowe Royal (8 col.)  Silver King  Silver King 1c Ball Gum  Silver King 1c Mdse  Silver King Hershey, 5c  Silver King Hershey, 5c  Silver King Hot Nut  Silver King Hot Nut  Silver King Hot Silver King Hot Nut  Silver King Hot Silver King Hot Nut  Silver King Hot Nut	95.00 85.00 90.00 130.00 155.00 155.00 100.00 7.45 7.45	95.00 85.00 90.00 155.00 155.00 100.00 13.95 7.45 7.45 7.45 25.00 15.00 29.95 125.00 12.50 135.00	95.00 85.00 90.00 130.00 155.00 155.00 100.00 13.95 7.45 7.45 7.45 25.00 15.00 29.95 125.00 12.50 135.00	155.0 155.0 13.9 7.4 7.4 25.0 15.00 29.9 125.0 12.5
(8 col.)  Rowe Electric (8 col.)  Rowe Imperial (6 col.)  Rowe Imperial (8 col.)  Rowe President (8 col.)  Rowe President (10 col.)  Rowe Royal (8 col.)  Silver King  Silver King 1c Ball Gum  Silver King 1c Mdse  Silver King Hershey, 5c  Silver King Hershey, 5c  Silver King Hot Nut  Sneads  Stamp (2 col.)  Stoner Candy (6 col.)  Uneeda Candy (5 col.)  Uneeda Model E (6 col.)  Uneeda Model E (12 col.)	95.00 85.00 90.00 130.00 155.00 155.00 100.00 7.45 7.45 125.00 135.00 200.00 65.00(2) 75.00 90.00	95.00 85.00 90.00 130.00 155.00 155.00 100.00 13.95 7.45 7.45 7.45 25.00 12.50 12.50 135.00 200.00 59.50 65.00(2) 75.00 90.00	95.00 85.00 90.00 130.00 155.00 155.00 100.00 13.95 7.45 7.45 7.45 25.00 15.00 29.95 125.00 12.50 135.00 265.00	155.0 155.0 13.9 7.4 7.4 25.0 15.00 29.9 125.0 12.5
(8 col.)  Rowe Electric (8 col.)  Rowe Imperial (6 col.)  Rowe Imperial (8 col.)  Rowe President (8 col.)  Rowe President (10 col.)  Rowe Royal (8 col.)  Silver King  Silver King 1c Ball Gum  Silver King 1c Mdse  Silver King Hershey, 5c  Silver King Hot Nut  Soneads  Stamp (2 col.)  Stoner Candy (6 col.)  Uneeda Model E (6 col.)  Uneeda Model E (12 col.)  Uneeda Model E (12 col.)  Uneeda Model 500 (9 col.)  Uneeda Model 500 (9 col.)  Uneedapak Model 500	95.00 85.00 90.00 130.00 155.00 155.00 100.00 7.45 7.45 125.00 135.00 200.00 65.00(2) 75.00	95.00 85.00 90.00 130.00 155.00 155.00 100.00 13.95 7.45 7.45 7.45 25.00 15.00 29.95 125.00 12.50 135.00 200.00	95.00 85.00 90.00 130.00 155.00 155.00 100.00 13.95 7.45 7.45 7.45 25.00 15.00 29.95 125.00 12.50 135.00 265.00	155.0 155.0 13.9 7.4 7.4 25.0 15.00 29.9 125.0 12.5
Rowe Diplomat Electric, (8 col.)  Rowe Electric (8 col.)  Rowe Imperial (6 col.)  Rowe Imperial (8 col.)  Rowe President (10 col.)  Rowe President (10 col.)  Rowe Royal (8 col.)  Silver King  Silver King 1c Ball Gum  Silver King 1c Mdse  Silver King 1c Mdse  Silver King Hershey, 5c  Silver King Hershey, 5c  Silver King Hot Nut  Super-Vends (3 sel.)  Uneeda Candy (5 col.)  Uneeda Model E (6 col.)  Uneeda Model E (12 col.).  Uneeda Model 500 (9 col.).  Uneeda Model 500 (9 col.).  Uneeda Model 500 (15 col.).  Uneeda Model 500 (15 col.).  Uneeda Model 500 (15 col.).	95.00 85.00 90.00 130.00 155.00 155.00 100.00 7.45 7.45 125.00 135.00 200.00 65.00(2) 75.00 90.00 100.00	95.00 85.00 90.00 130.00 155.00 155.00 100.00 13.95 7.45 7.45 7.45 25.00 12.50 12.50 135.00 200.00 59.50 65.00(2) 75.00 90.00	95.00 85.00 90.00 130.00 155.00 155.00 100.00 13.95 7.45 7.45 7.45 25.00 15.00 29.95 125.00 12.50 135.00 265.00	125.0 12.5 265.0

#### Tex. Cig Tax Down \$250,000

AUSTIN, Tex., Nov. 3.-According to State Treasurer Jesse James, Texas cigarette tax stamp sales slumped a quarter million dollars in October below the record of the same month last year.

The cigarette tax stamp revenues for the month just ended totaled \$2,762,492, compared with \$2,910,657 in September, and \$2,986,238 in October of last year.



#### Ice Firm Builds Truck to Service Vending Stations

DENVER, Nov. 6-To efficiently service its 14 ice vending stations, Colorado Ice and Cold Storage Company built a long-distance service trailer capable of traveling at high speeds over long distances without any ice meltage.

Colorado Ice's machines are located within a 50-mile radius of Denver. The trailer, built of 18-gauge stainless steel, measures 20 feet by 8 feet by 61/2 feet and is insulated with six inches of Styrofoam. Refrigeration is supplied by five holdover platescharged to 18 degrees Fahrenheit thru overnight hookup at the firm's ammonia refrigeration plant. It maintains below-freezing temperatures for 24 hours.

## Have Newer 95 00 00 50 CHARMS!



Complete Sample Kit Quality filled Capsules, F.I.B. Badges, Flicker Action Pictures, Initial, Military, Cameo and Jewei Rings.

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HALF CABINET \$13.50 each 100 or more S14.25 each Less than 100 Packed and sold in cartons of 4.

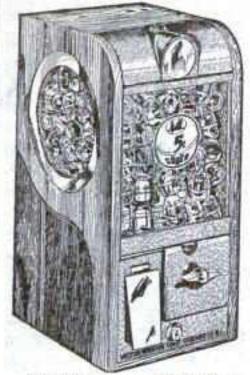
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NEW CAPSULE ITEMS Tops, Snap Spin, per 1000 ..... 19.00 Wire Puzzles, plated, per 1000. 18.00 New Varsity Press-On Letters, We will mix any 2 items (500 each) to make 1000 filled capsules. Time payment plan available. Trade-ins accepted. Prices subject to change without notice. All Victor Models available, Write for our filled capsule list for Victor Baby Grand Capsule Machines.

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#### TOP VALUE CAPSULE ITEMS

	Per M
• MICE (New)	\$20.00
BLOODY FINGER (New)	20.00
BLOODY TOOTH	22.00
PIPES	22.00
PHOTOS (Actors, Actresses,	50
Animals)	20.00
<ul> <li>ASST. SOUNDS (Whistle,</li> </ul>	
Moisemaker)	20.00
• ASST. RINGS	20.00
MASSI. GAMES	20.00
■ 1011 F1X	20 00
BUITERFLYS	70 00
SPINERS & LIZARDS	70 00
IEEIH ON GUMS (Uppers)	20.00
TEETH ON GUMS (Lowers	
with Key Chain)	20.00
ASST. KEY CHAIRS	20.00
• SUPER MIXTURE (10 Items).	20.00
KEEP ON OUR ACTIVE L	157
FOR NEW CAPSULE ITE	
Eleganization of the control of the	2000
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PAUL A. PRICE CO. 55 Leonard St., New York 13

The word to the "wise" is . . .

GUGGENHEIM

CHARMS and CAPSULES

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#### FAST SELLING CANCILLE ITEMS

CAPSULE TIEMS
Roulette\$22.50 M
Pencil Sharpener 23.50 M
Tic Tac Toe
Foreign Stamps (6) 16.00 M
Whisties 16.00 M
Globes 18.00 M
Pennants 16.00 M
Stone Rings 17.00 M
Santa Picture Rings 16.50 M
SEND \$1 FOR FULL LINE OF SAMPLES. All prices F.O.B. Brooklyn, N. Y.  JET NOVELTY PLASTICS, INC.
449 20th Street Breakley

#### PRODUCT HORIZON

## Soup Destined for Star Vending Role THIS IS NEW!

CHICAGO, Nov. 6.-Soup vend- just under \$250. Using liquids, it ing, having played a minor role in can be used alone or attached to automatic selling for several years, another floor model. is being groomed for stardom.

The present activity of product suppliers and machine manufacturers points to an important vending role for hot soup.

Three product suppliers—H. J. Heinz, Campbell and Fearn Foods -are among the firms presently working with vender manufacturers and operators to tailor a product for vending machines.

**New Equipment** 

Machine manufacturers now at work developing new soup vending equipment include Bert Mills Corporation, Stoner Manufacturing Corporation and Rudd-Melikian. Significantly for the growth of soup vending, these firms are working on machines to handle heavy-type scups-such as tomato and peaas opposed to broth-type soups (which don't attract a steady patronage).

Heinz is now experimenting with whole strength vending soups, plans early field tests in one Easttern industrial area with a new vender.

Fearn Foods, Franklin Park, Ill., is currently testing new heavy-type soups for venders. Fearn, which supplies clear fluid concentrates (to accommodate soup attachments on coffee machines), has worked over a year on product development in co-operation with several vender manufacturers.

. Douglas Thompson, Fearn's market research manager, announced that special units to vend heavy soups would become available this year and in 1955.

Already, of course, there are a number of soup units on the market. At least eight firms now supply soup vending equipment-ranging from \$40 for one hot attachment to \$895 for a self-contained unit.

Bert Mills last month unveiled a new Soup Bar at the NAMA show-which is also adaptable for hot chocolate vending-listing for

#### Fla. Continues **Drive to Collect** Mail Cig Taxes

TALLAHASSEE, Fla., Nov. 6.— A. E. McKinney Jr., director of the State Beverage Department, an-nounced that this levy produced about \$300,000 more during the first three months of the 1954-'55 business year than during the corresponding period a year ago.

McKinney said much of the increase was due to Florida's growth in population but credit was also due to the crackdown on those who evaded the State tax by buying cigarettes by mail from out-of-State dealers.

As previously reported in The Billboard, the Beverage Depart-ment started a drive about three months ago to collect the taxes due on cigarettes purchased by mail. The department has recovered to date about \$53,000.

"The drive is far from over," McKinney declared. "The department still has the names and addresses of hundreds of Floridians who have bought cigarettes outside the State and all will be required to pay the 5 cents per pack State tax."

#### Venders Making Aussie Comeback

SYDNEY, Nov. 6.-Vending machines-particularly drink and candy units-are making a comeback in Australia. The manufacturers also operate the automatic merchandisers in department and chain stores and filling stations.

Some years ago, venders were tried in railway stations, but were pulled out because they cut into refreshment stand revenues. Commissions are 15 per cent, which the locations claim are too low.

#### Drink Attachment

Cole Products Corporation's hot drink attachment, on the market for about five years, handles brothtype hot soups, chocolate or tea and sells for \$125 to \$165.

Indevco, Inc., has a hot water kit at \$40 to \$75, a powder dispensing machine designed for soup powders at \$285 (\$350 with cup mechanism). Chef-Way Sales markets a pellet-type soup vender for \$895 which offers two soup and one chocolate selection.

Snively Groves, Inc., offers a hot soup attachment for its juice vender which is priced at \$50 and preheats soup in sealed cans (almost every unit now shipped is ordered with the attachment). Rowe-Spacarb has an \$80 hot water attachment for its cup machines; Apco, Inc., is making a second hot drink selection available in its coffee vender adaptable for soup, chocolate or tea. Rudd-Melikian is experimenting with soup vending.

#### Profit Picture

The profit picture in soup vending looks bright. At an average vended price of 10 cents a cup, operators gross 50 to 60 per cent. While actual product cost is about a penny a cup, total cost to operator runs 4 to 4.5 cents per unit.

But broth-type soup vending has not attracted a steady patronage. Operators have experienced a gradual decline after the first few weeks of installation.

The new interest and development with heavy soups is the result of this experience. It is expected that heavy soups will eliminate the volume drop, prove a staple vended item, with brothtype varieties being used in a supplementary role.

Operators vend the clear fluid soups in transportation centers mainly, but also operate in captive locations by rotating types. Industrials loom as the big market for heavy soups, however.

#### MANDELL GUARANTEED **USED MACHINES**

N.W. DeLuxe 14 & 54 Comb\$	12.00
M.W. #37 IC POFF.	7.95
P. W. #33 IC POPC. B.G.	6.50
master is Bulk Porc.	6.50
master of Bulk Pore	6,50
master it & St Bulk Porc	6.95
Columbus 16 Bulk	6.50
Sliver King 16 B.G. or Mdsn.	7.45
Silver King 54	7.45
EXHIDIT POST CARD (Matal)	15.00
Advance #D 1¢ B.G.	6.45
Advance #11 Mdse	5.95

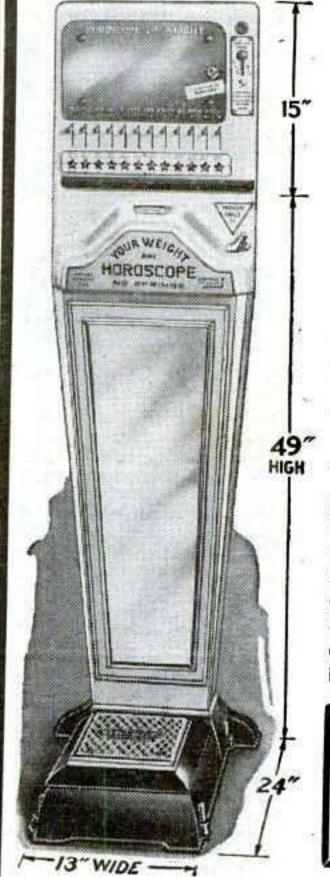
Pistachio Nuts, Vendor's Mix Pistachio Nuts, Sheik Cashew Whole Cashew Butts Peanuts, Jumbo Spanish Mixed Nuts Almonds, 480 ct., 5 lbs., vac. pk. 8 Baby Chicks Rainbow Peanuts Boston Baked Beans Jelly Beans Licorice Lozenges Indian Nuts Assorted Fruit Charms, 100 ct. 4 Rain Blo Ball Gum, all sizes, 200 Ibs. minimum. Prepaid, per lb. 5 2 Adams Gum, all flavors, 100 ct.	THE PARTY OF THE P
Adams Gum, all flavors, 100 ct	Nuts, Vendor's Mix
	Imum. Prepaid, per lb \$ .28 Im., all flavors, 100 ct

#### NORTHWESTERN SALES AND SERVICE CO. MOE MANDELL

446 W. 36th St., New York 18, N. Y. LOngocre 4-6467



430 Octavia Street



### HOROSCOPE SCALE

TOP OF SCALE PAYS BIG DIVIDENDS . . . NOW YOU CAN REALLY MAKE MORE MONEY operating scales because you get 5c as well as 1c.

TWO MACHINES IN ONE . . . A 5c horoscope vending machine and a 1c coin controlled scale. They occupy the floor space of only one machine and the 5c horoscope attachment alone increases the earnings 100%.

SMALL DOWN PAYMENT, BALANCE \$10.00 PER MONTH

NOT A NOVELTY BUT AN INVESTMENT

WATLING MFG. CO. 4650 W. FULTON ST. CHICAGO 44, ILLINOIS



SELECTIVE TAB GUM VENDER "QUICK CHANGE" MERCHANDISE DRUM

Wire or write for details THE NORTHWESTERN CORPORATION



Ready for Immediate Delivery THE BIGGEST MONEY MAKING **BULK VENDOR IN THE WORLD** THE OAK "400" CAPSULE VENDOR

> Fool-proof, action activated, guaranteed to be the biggest profit maker in the capsule field. Designed to captivate attention, engineered to be absolutely trouble-free. Instantly convertible for tab or bulk vending.

EASY TO FILL: 400 CAPACITY



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OPERATORS VENDING MACHINE SUPPLY 1023 Grand Avenue . Los Angeles, Calif.



#### CHIC'N EGG VICTOR'S NEW ACTION CHARM

—GOING STRONG

Topper Hats . . . Baby Dolls . . . Salt & Pepper Shakers . . . Tops . Puzzles . . . Knives . . . Etc.

#### PEP UP

Locations With VICTOR'S Sensational Charms . . . Place Orders NOW With Your Nearest VICTOR Distributor.

VICTOR VENDING CORP. 5701-13 W. Grand Ave., Chicago 39, III.

In Philadelphia or Anywhere

#### FILLED CAPSULES

**Immediate Delivery** Write for Lowest Prices

VICTOR'S 5c Baby Grand Deluxe CAPSULE

Immediate Delivery

VENDOR

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BAD CAPSULES

#### New Ops Aid Capsule Vending in Chain Stores

capsule vending business, aided by good jobs. an infusion of new blood, is showing more life than ever, according to Sam Eppy, local charm manu-

Eppy said that locations in chain drug, variety and supermarket stores are opening up in ever-increasing numbers, and, as the Thanksgiving - Christmas holiday season approaches, takes promise to hit all-time highs.

He explained that while established bulk vending operators are cracking chain locations, a surprisingly large number of new operators have entered this field. New Operators

For the most part, he added, these new operators are persons who have had or are doing business with these outlets in other capacities.

For example, he went on, many variety store locations are being opened up by kiddie ride and cup drink operators, with juke box operators moving into drugstoresoda fountain locations and pastry routemen taking over in groceries and "momma and pappa" stores.

These new operators, Eppy said, know the locations and their

#### Dairy Show Boosts Outdoor Milk Units

BURLINGTON, Vt., Nov. 6 .-Outdoor milk vending received a boost at the 33d annual milk conference at the University of Vermont. Over 200 dairy plant operators and milk distributors in the State attended.

Dr. Stanley F. Krause, agricultural economist for the U. S. Department of Agriculture, told the roup: "Consumer-operated outdoor vending machines for takehome use will aid in always keeping milk available with the combination of services the customer desires. I look forward to the development of a lot more automatic merchandising of milk, including the establishment of many outdoor milk machines."

Krause underlined four important factors in the vending of milk thru outdoor machines:

1. Change should always be

available. 2. Surroundings should be spa-

cious, well-lighted.

3. The location should be open 24 hours a day.

We can make you well again soon if

you'll mail us a postcard or letter today

VEND-PUBLISHED BY THE BILLBOARD

Cost you a fraction of a cent a

plece-when you subscribe to Vend-the

magazine of automatic merchandising!

Fill in-tear-out-mail today!

We Have All Types of Capsule Vendors \$13.75 and Up

Have You Got (APSULITIS?

GETTING LOADED UP ON SLOW ITEMS

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\*A chronic operator condition brought on by:

TORN BAGS-SPILLED CAPSULES

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HUNDREDS OF MONEY-MAKING

**VENDING IDEAS** 

The location should be centered in a heavily populated area.

816 WEST 36TH STREET

MINNEAPOLIS, MINNESOTA

MONTHLY

FEATURES

Candy Gum &

Industry News

Market Place

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Editorials

Nuts Beverages

NEW YORK, Nov. 6.—The problems and are usually able to do

#### Capsule Orders

Currently, Eppy is running behind on capsule charm orders and is selling only filled charms-partly to keep the charm volume up, partly because he can't spare capsules, and partly to control the charm quality.

However, the firm is installing two more charm molds and after January 1 will sell unfilled charms to operators.

Eppy said that a danger exists in "momma and pappa" stores of variety lack and quality inferiority He said that some operators feel they can save money on these type locations by using less expensive charms and offering too many repeats. This policy, he said, is proving unprofitable.

#### IMMEDIATE DELIVERY BIG 3/4 INCH 8-BALL CHARM

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**VENDS** in 1c Ball Gum Machines VENDS in 5c ROCKET MACHINES FITS inside CAPSULES

New, Improved 8-Ball Decal

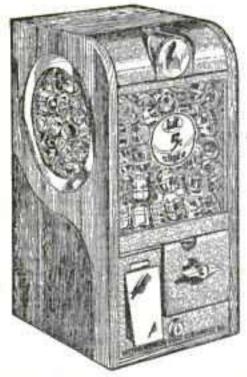
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#### 8-BALL in CAPSULE

per Immediate delivery. \$70.00 1,000 f.o.b. Jamaica, N. Y.

SAMUEL EPPY & CO., INC. 91-15 144th Place

#### VICTOR SUPER V IMMEDIATE DELIVERY!



CASE OF 4.....\$71.80 25 CASES OR MORE \$67.80

We have the finest selection of capsules in the country at the lowest market price at time of shipping. Send us your order for machines and capsules and we guarantee you'll be

Deposit required with all orders. CHAMPION NUT CO. 1194 Tremont St., Boston 20, Mass.



Atlanta, Georgia

#### Pepsi Net Up 20% In 3d Qtr.; Sales **Highest in History**

NEW YORK, Nov. 6.-Pepsi-Cola Company reported a 20 per cent increase in estimated net income after taxes for the third quarter compared with the same period last year.

Earnings after taxes for that period this year hit an estimated \$2,415,000, compared with \$2,005,000 for the third quarter in

Alfred N. Steele, president, stated that "Sales of Pepsi-Cola for the first nine months of 1954 are at the highest rate in the firm's history."

Estimated net-after taxes for the first nine months this year is \$4,800,000 or 83 cents per share, compared with \$4,780,000 or 83 cents per share for that period in 1953. Income before taxes for the first nine months of 1954 was \$9,710,000, compared with \$10,380,000 for the same period last year.

#### Pepsi Builds New Plant in Memphis

MEMPHIS, Nov. 6.-A new Pepsi-Cola bottling plant will be built here, Emmett R. O'Connell, president of the Metropolitan Bottling Company, Pepsi subsidiary, announced this week. O'Connell said construction would start immediately.

A one-story structure, the plant will have 45,000 square feet of floor space and will be constructed of masonry, steel and concrete. Bottling and sirup rooms will be air-filtered. Automatic equipment will be featured in the bottling department.

#### Diamond Match Net Up for 1st 9 Months

NEW YORK, Nov. 6.-Net income of the Diamond Match Company for the first nine months of 1954 was \$3,355,000-after \$2,700,000 federal income taxes.

The net is equivalent to \$2.51 per common share. For the same period of 1953, net income was \$2,719,000, equal to \$1.97 per share, after \$1,980,000 federal

Net sales for the nine-month period totaled \$76,898,000, compared with \$74,852,000 reported for the first three quarters of 1953.

#### Conn. Cig Tax Take Dips

BRIDGEPORT, Conn., Nov. 6. -The Connecticut Tax Commissioner lists the following figures for cigarette tax receipts: For the fiscal\_year-1952-'53, \$8,836,387; 1953-'54, \$8,774,174, a reduction of \$62,212.

Receipts for July 1 to September 30 totaled \$2,212,725. For the same period last year, receipts came to \$2,371,260.11. The loss of \$158,534.18 is a sizable one for a three-month period.

Summing up the situation, Tax Commissioner William F. Connelly said: "The trend has been up every year by 5 or 6 per cent. The downward trend started about the middle of last year and seems likely to continue."

#### Colma Sells Lentheric Colognes in Bulk

WORCESTER, Mass., Nov. 6. -Colma, Inc., announced this week new colognes in bulk for vending machines. They are Lentheric colognes, cost \$6 a quart, \$22 a gallon, f.o.b. Worcester.

#### Glass Containers

Shipments of glass containers during September totaled 10,853,-000 gross, a decrease of 3 per cent from August shipments and 4 per cent lower than in September last year, according to the Commerce Department. Shipments of returnable beverage bottles totaled 285,-000 gross, down 20 per cent from a year ago, while shipments of nonreturnable beverage bottles totaled 58,000 gross, 25 per cent below a year ago.



800-100 Count Ball Gum.

1 to 99-\$17.95 each 100 or more-\$16.95 each

#### CAPSULES (FILLED) All \$10.00 per 500 All Items

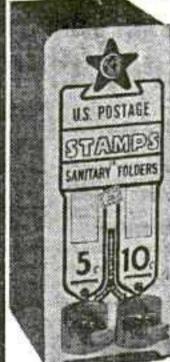
Specialty Mix Police Whistic Disney Charms With Key Chains Press-On Emblems Spide Rubber Noise Makers Colorful Iridescent Bead Bracelets Silver Flashlights Baby Chicks

Write for Free 32-Page Vending Machine Catalog

One-Third Deposit on All Orders.

PARKWAY MACHINE CORPORATION 715 Ensor St. Baltimore 2, Md.

#### SCHOENBACH STAMP VENDORS Folder Type



ATTRACTIVE OUTSTANDING Built to last for

years, Perfect slug Mechanism closes empty. Easy loading. Reliable performer. Guaran-

teed. 2 Col. Vendor (as illustrated) \$24.50 ea.

3 Col. Vendor \$32.50 ea. Very Low

1/3 With Order, Balance C.O.D.

Distributors of Advance Vending

1647 Bedford Ave., Brooklyn 25, N. Y.

BALL and **New LOW Factory** 

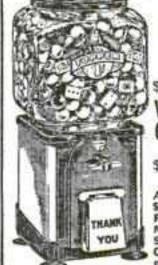
> BUBBLE . CHICLE CHLOROPHYLL

Prices

Bubble Ball Cum, 140-170 & . 25¢ 1b. 210 ct. Clor-o-Vend Chicks, 275 &

Bubble Chicks, 320 & 520 ct. 30¢ lb. F.O.B. Factory, 150 Lb. Lots

AMERICAN CHEWING PRODUCTS 4th & Mt. Pleasant . Newark 4, N. J.



VICTOR'S SUPER V CAPSULE VENDOR

517.95 Each \$16.95 100 or more Filled Capsules Assorted Mixture-\$14.00 per box of 700,

Professional Charm Mix - \$7.00 per M Charm Mix - \$12.00 per M.

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Isite

GARDNER & LOSE

Louisville 10, Ky. 2611 Hale Ave.

#### VEND Magazine, 2160 Patterson St., Cincinnati 22, Ohio Yes-Please sign me up for Vend for ☐ 1 year at \$4. ☐ 2 years at \$6. ☐ 3 years at \$7.50 (Foreign rate, one year, \$8) Occupation ......

Communications to 188 W. Randolph St., Chicago 1, Ill.

#### **BOOSTS GOOD WILL**

#### Coin Firm Sponsors 11 Bowling Teams

when coin machine public relations the support of bowling teams in season, it pays extra dividents.

A large percentage of G. & W.'s

#### **Bally Schools** Slated at Chi, A. Distribs

CHICAGO, Nov. 6.-Donan Distributing Company, Chicago, and Paul A. Laymon, Inc., Los Angeles, will soon host Bally Manufacturing Company service schools in those cities.

Bob Breither, Bally field engineer, will be in charge of the school at the Los Angeles office of Paul A. Laymon, Inc., November 10-11.

Donan, Bally distributors for Wisconsin and Northern Illinois, will play host to the school December 8. Bally field engineers Bob Breither and Paul Calamari will conduct the school.

At both the schools the Bally engineers will explain wiring diagrams and cover all mechanical details on the current Bally games, Jet and Rocket Bowlers, Variety inline game, and the two kiddie rides-the Champion Horse and Moon-Ride.

#### Miami Beach **Skeds Hearing** On Pinball Fee

MIAMI BEACH, Fla., Nov. 6.-The Miami Beach City Council scheduled a hearing for November 17 on the question of whether it should reduce license fees for pinball machines and other coinoperated games.

In recent months the steady decline in license revenue has given the city fathers some concern (The Billboard, October 30). Moreover, a few small operators are pressing for a revision of the license law so as to replace the present \$1,-926.25 annual master license with either a sliding scale or a flat fee for individual tags. At present the \$1,926.25 master levy entitles an operator to put out a maximum of (Continued on page 139)

SOUTH MILWAUKEE, Wis., locations are bowling alleys. This Nov. 6.-G. & W. Novelty Compa- season the firm is sponsoring 11 ny partners Herb Wagner and bowling teams. Approximately Clenn Gaedtke have found that \$1,000 each year is budgeted for are combined with the bowling leagues thruout Milwaukee County.

> Wagner and Gaedtke have experimented with many ways of improving public relations. The best way, they've found: Good service and equipment.

top-grade equipment and efficient cludes the coin machine category. high per unit average of \$522. (Continued on page 139)

Country

West Germany ...

Canada .....

Belgium .....

Venezuela .....

Colombia .....

Netherlands .....

Japan ......

Cuba ......

French Morocco ...

France .....

Peru .....

British Malaya ....

Guatemala ......

Switzerland .....

Panama .....

Denmark .....

Salvador .....

Philippine Rep. ...

Korean Rep. .....

Nicaragua .....

N. Antilles .....

Un. Kingdom .....

Costa Rica .....

Honduras .....

Canal Zone .....

Norway .....

Hong Kong .....

Other Countries .....

Tells Results

DETROIT, Nov. 6.-A careful

"We did shape public opinion

in Detroit for the shuffleboard busi-

trouble and advantage of discuss-

(Continued on page 138)

Of P-R Plan

New Zealand .....

Mexico ...... 31

**Phonographs** 

Value

\$393,989

52,688

142,995

71,540

80,496

74,350

7,661

23,104

15,098

14,350

18,823

11,849

7,060

8,887

3,912

8,300

6,202

6,700

6,060

4,812

4,330

2,424

2,245

1,467

1,446

#### Coin Machine Revenues Aid Gotham Budget

NEW YORK, Nov. 6.-Juke share to support the mammoth way to an estimated \$14 million-

According to a report issued for the months of June and July. this week by the New York License the department's record \$1,465,407 months of last year. Phonograph Unfortunately, tho, says Wagner, so-called common shows, which in- the two months, hitting a record BERGER'S BIRDS

Coin Machine Exports

July, 1954

Amusement Games

87

43

15

405

115

123

....

40

Value

\$ 4,230

113,835

. 8,681

5,895

2,515

26,940

1,800

6,436

3,850

17,936

5,210

9,962

13,425

4,470

1,760

570

1.377

6,400

758

Venders

1,339

450

240

Value

50,237

3,750

5,435

. . . . . .

. 4,888

1,045

.....

.....

.....

.....

5,540

#### June-July Coin Exports Up 35%

Shipments Hit \$2,638,564; W. Germany Tops Markets; Jukes Set Record Average

budget of the nation's largest city. plus record year, hit \$2,638,564 preparation.

Department, nearly 25 per cent of of 35 per cent over the same two budget last year came from the exports reached \$1,994,618 during

(Continued on page 139) U. S. Department of Commerce

Total

2,005

799

136

219

98

310

50

41

46

405

71

141

300

16

11

149

5,820

Value

398,219

216,760

115,426

82,870

80,496

76,865

34,601

29,792

21,534

19,245

18,823

17,936

17,059

17,022

13,425

8,887

8,382

8,300

7,962

6,700

6.060

5,312

4,330

2,424

2,245

1,565

1,430

1,446

1,377

11,940

\$1,279,228

CHICAGO, Nov. 6.—Exports of figures show the seven-month total boxes, shuffleboards, Arcade games phonographs, amusement games stands at \$8,558,762. Figures are and kiddle rides are doing their and vending machines, on their not available for later months, due time required for to

> West Germany, during June and The June-July total is an increase July edged out Canada, the usual leading market, with a total of (Continued on page 139)

#### Coin Distrib Talks Turkey To Operators

NEW YORK, Nov. 6.-Any resemblance between West Side Distributors, 10th Avenue coin machine outlet, and a poultry shop is no coincidence.

Harry Berger, West Side major domo, is doing quite a premium business in conjunction with his sales of tournament kits to shuffleboard operators. As Berger is always on the look for premiums which will aid Shuffleboard play, and, of course, increase his premium business at the same time, he decided that a seasonal tie-in would be nice.

As November is the Thanksgiving season, Berger felt that a premium with a Thanksgiving motif would fill the bill. So now he is selling turkeys to coinmen.

(Continued on page 138)

#### Williams Ships Colors, New **Five-Ball Game**

CHICAGO, Nov. 6.-Williams Manufacturing Company shipped to distributors this week Colors, a new five-ball game featuring two separate midget playfields and second coin play, which offers an added replay match feature to patrons depositing an extra nickel.

The two midget playfields, one green and one purple, are part of lar playfield. Each contains an enclosed ball which shoots auto-(Continued on page 139)

#### TOTALS ....1,766 \$970,788 \$236,550 2,077 \$ 71,890 A COIN FAVORITE DSA President

12

#### Shuffle Bowling Games Going Strong Since '49

two-way educational presentation to locations and to the public has paid off in the prestige achieved by the Detroit Shuffleboard Assoin 1949, today are firmly enciation as a recognized trade association in its field, according to Martin (Barney) Burke, president.

A total of 25 different models of shuffle bowlers were shipped to distributors so far this year by ness," he explained in a statement to members, "by taking the time, Bally Manufacturing Company, Chicago Coin Machine Company, J. H. Keeney & Company and United Manufacturing Company, principal manufacturers of shuffle bowling games.

Altho takes from the individual

CHICAGO, Nov. 6. - Shuffle shuffle bowler have dropped off bowling games, having stepped some in the last two years, this into the coin-operated game field could be attributed largely to the greater number of shuffle bowlers trenched as an amusement game now on the market. New models the regular playfield, and located must continually compete with in the bottom corners of the reguolder units still on locations.

In the last three months there has been a swing to getting more matically when the player shoots a (Continued on page 139)

#### 14 Coin Mfrs. to Show At NAAPPB Convention

equipment will have exhibit booths at the 36th annual convention and Association of Amusement Parks,

its personnel by 20 per cent in the new gun game with a .22 type cluding kiddie rides, amusement games, scales, photo machines, manager, said that Keeney planned will play a big role at the NAAPPB

Paul Huedepohl, NAAPPB executive secretary, released this Details on the game were not week an exhibitor list including become nationally known and then Jim Cherry, Deco sales manager, ing a Grandma coin-operated for- available, but the unit will include the following coin machine com-

New York; Holmes Cook Minia- ment, merchandise and services.

CHICAGO, Nov. 6.-At least 14 ture Golf Co., New York; Exhibit manufacturers of coin-operated Supply, Chicago; Q. Baseball Machine Corp., New York; International Mutoscope Corp., New York; King Amusement Co., Mount trade exposition of the National Clemens, Mich.; King & Co., Chiago; Mike Munves Corp., New Pools & Beaches, November 28 York; Philadelphia Toboggan Co., thru December 1, in the Hotel Philadelphia; Scientific Machine Corp., Brooklyn; Williams Manufacturing Co., Chicago; and Wat-ling Scales, Chicago.

> While the trade show has proved to be generally valuable to coin machine men, it has also led to specific industry trends. One of its accomplishments was giving the coin ride field the opportunity to aiding its development as a fullfledged amusement industry.

have more than doubled in the last that while this unit is selling well door sportsman decorative theme A.B.T. Manufacturing Corp., The 1954 NAAPPB show will year. He attributed the consolidation Arcade operators, many Grandand a timing device. The Sports-Chicago; Auto-Photo Co., Los have 160 exhibits of the latest tion of routes and the fewer num- mas are being placed in variety man is the initial gun game pro- Angeles; Capitol Projector Corp., amusement devices, games, equip-

#### Deco Preems Small Horse; Sales Double

Inc., formerly a division of the Drum Manufacturing & Equipment Company, this week introduced its small horse kiddie ride to the mar-

The unit, motor driven, is 13.5 inches wide and 42 inches long, with a shipping weight of 150 pounds. Body is of seamless fiberglass, with the saddle as part of the ride, which operates on a combody. The ride will list for about \$450.

said that the firm's kiddie ride sales tune telling machine. Cherry said bird and animal targets, an out-panies: ber of ride manufacturers as a par- store locations.

sales policy of direct factory representatives, aided by distributors in some areas, has proved successful.

last six months and is now working rifle and all moving targets. one shift six days a week with over-

pressed air principle, and a Carousel. The firm is currently produc-

#### Keeney Preps. UNION, N. J., Nov. 6.—Deco, tial explanation for this increase. New Gun Game

CHICAGO, Nov. 6. - J. H. Keeney & Company announced The plant, he said, has increased this week that it was readying a

Paul Huebsch, general sales Deco also makes a Space Ranger to begin shipments of the gun, the Keeney Sportsman, within two weeks.

duced by Keeney this year.

Sherman here. Coin-operated equipment, inmovie machines, and coin rejectors,

#### Standard Metal Typer Co. Names Quinones Distrib

CHICAGO, Nov. 6. - Paul Mademann, president of Standard Metal Typer Company, announced this week the appointment of Rafael Quinones, of Mayaguez, Puerto Rica, as exclusive distributor for Puerto Rica, Cuba and the Virgin Islands.

Standard Metal Typer is the manufacturer of Teletag, a coinoperated machine which prints in metal an identification token with name, address, phone number or other information.

The firm has recently sent out a two-color printed window display bulletin for typer operators to use in location windows. The bulletin includes a picture of the machine, a picture of a printed teletag, and a message advising everyone to carry a teletag as an ideal identification.

#### DSA President

Continued from page 137

ing and trying to learn as much about our industry and in turn conveying to the location owner and player information which is reliable and of value."

Continued maintenance of operating standards is essential, Burke warned. "By conducting ourselves and our business in an exemplary manner, we can continue to merit this favorable reputation for our fine organization," he said.

#### Berger's Birds

Continued from page 137

To date, none of the local butchers competition, but Berger is moving repeal of the pinball ordinance. those birds.

en's invitational play. Price is \$4. these places were revoked.

#### Calif. Town Delays Pinball Ban Action

INGLEWOOD, Calif., Nov. 6.-City councilmen last week postponed for two months a decision on a proposal to ban-pinball games at the end of the year.

The councilmen did decide, however, not to renew pinball game licenses when they come up January 1 and instructed City Clerk Leonard C. Fox not to issue renewals unless specifically approved by the City Council.

George C. England to revoke outright on January I all permits and licenses for the 68 pinball games in the city, failed to gain the sup-port of the Council. The ban was a recommendation of Chief of Pohave complained about unfair lice Carl C. Cupp, who suggested

A police investigation revealed West Side is also releasing a that pinball games were used for tournament kit, consisting of black- gambling in four out of seven board, poster and rules, for wom- places checked, and the licenses of

#### THE BILLBOARD INDEX

#### ADVERTISED USED MACHINE PRICES

#### AMUSEMENT GAMES

than one firm advertised the same equipment at the same price, frequency with which the An earlier motion by Mayor price occurred is indicated in parentheses. Where quantity discounts are advertised, as in

depends on condition of related factors.	100	3525	1	25.0
ABC (United)	Issue of Nov. 6 \$45.00 50.00	Issue of Oct. 30 \$45.00 60.00	Issue of Oct. 23 \$20.00 60.00	Issue of Oct. 16 \$60.00 75.00
Aquacade (United) Army & Navy Atlantic City (Bally)	115.00 125.00	130.00	125.00(2)	45.00 125.00 130.00 135.00
2001 99 100000 30	130.00 140.00 145.00(6)	140.00(2) 145.00(4) 150.00(2)	140.00(2) 145.00(4) 160.00	140.00 145.00(3) 150.00 175.00
Baby Face (United) Basketball Champ	11	17 to 18 to		45.00
(Chicago Coin)	109.50 195.00(2) 65.00 80.00	175.00 195.00(2) 65.00 80.00	175.00 195.00	195.00 250.00
Batting Practice	65.00 80.00 310.00	65.00 80.00 89.50 325.00(3)	65.00 89.50 325.00(2)	65.00 89.50 310.00 325.00
*	315.00(2) 325.00(2) 335.00(2) 340.00	335.00 350.00(2)	335.00 339.00 375.00	335.00 345.00(2 375.00
Beauty (Bally)	350.00(2) 220.00 245.00 250.00(3) 275.00(2)	240.00 245.00 250.00(2) 275.00(2)	175.00 190.00 245.00 250.00 259.00 275.00	240.00 245.00 250.00 265.00 275.00
Bermuda (Chicago Coin)	84.50	84.50	84.50	84.50 49.50
Blue Skies (United)	49.50	49.50	49.50 45.00 25.00	49.50 95.0
Boston (Williams)	65.00 69.50 59.50	65.00 69.50 59.50	69.50 59.50	69.50 59.50
Bowling Champ (Gottlieb) Bright Lights (Bally) Bright Spot (Bally)	50.00 65.00 75.00 90.00 90.00 95.00	65.00 75.00 90.00 90.00 95.00(2)	42.50 65.00 90.00 85.00 95.00(2)	75.00 90.00 75.00 85.00
Buffalo Bill (Gottlieb)	59.50	59.50	59.50	95.00(3 59.50
Cabana (United)	165.00 175.00 185.00	165.00 175.00 195.00(2)	125.00 165.00 195.00	175.00 195.00
Camel Caravan (Genco) Campus (Exhibit)	ALEXANDE I	84.50	84.50	55.00 84.50
Canasta (Genco)	59.50	59.50	59.50 75.00	59.50 75.00 45.00 45.00
Champion (Bally) China Town (Gottlieb)	89.50 95.00	75.00	75.00 95.00	89.50 75.0
Citation (Bally) Coney Island (Bally)	15.00 79.50 75.00 80.00 95.00(2)	75.00 80.00 85.00 95.00(2)	15.00 79.50 42.50 95.00(2) 115.00	15.00 79.50 90.00(2) 85.00 95.00(2
County Fair	100.00 75.00	75.00	75.00	75.00 95.0
Circus (United) Cross Road (Gottlieb) Cyclone (Gottlieb)	175.00 65.00	150.00 175.00	110.00	150.0 110.0 79.0
Daffy Derby (Williams)	350.00 195.00	69.50	69.50	69.5
Daisy May		195.00	10000	225.00(2
De-Icer (Williams)  Deluxe Baseball (Williams)  Dew-Wa-Ditty (Williams)  Disk Jockey (Williams)	250.00 350.00 49.50	325.00 49.50	75.00_ 325.00 350.00 49.50	175.00 350.00 49.50 75.00
Double Feature (Gottlieb) Double Shuffle	79.50 59.50	79.50 59.50	79.50 59.50	49.00 59.50
Dragonette Dreamy (Williams) Dude Ranch (Bally)	79.50 315.00 325.00(2)	79.50 335.00 345.00(2)	79.50 330.00 340.00 355.00 365.00	225.0 79.5 330.00 340.00 345.00(2
	335.00(2) 345.00 350.00 365.00 375.00	350.00(2) 355.00 375.00	Œ	365.00 370.0
El Paso (Williams)	59.50	59.50	59.50	
Fairway Floating Power (Genco) Flying High (Gottlieb)	95.00 49.50 110.00	95.00 49.50 125.00	49.50 125.00	95.0 49.5 125.0
400 (Genco)	59.50 65.00(2) 50.00	65.00(2) 50.00 59.50	65.00 50.00 50.00	129.50(2 35.00 65.00(2 50.0 45.0
Four Horsemen (Gottlieb) Frolic (Bally)	99.50 175.00 185.00	99.50 185.00 190.00	99.50 145.00 165.00	99.5 190.0
Futurity	190.00 195.00(2)	225.00	190.00 195.00 225.00(2) 65.00	195.00(2 225.00(2
Gizmo (Williams)	90.00 99.50	109.60	109.00	49.50 109.50(2
Gold Cup (Bally)	59.50	95.00 135.00	59.50 135.00	59.50 95.00 135.00(2 109.5
Harvest Time (Genco) Favana	345.00 350.00 395.00 435.00 445.00	345.00 350.00 445.00	325.00 350.00	55.0 375.00 395.0 145.00 445.0
Hawaiian Beauty (Gottlieb) Hayburner Hit 'n' Run (Gottlieb) Hockey (Chicago Coin)	75.00 75.00 109.50	75.00 75.00 109.50	35.00 75.00 95.00 109.50 25.00	210.00 225.0 75.0 109.5
Hong Kong (Gottlieb)	300.00 350.00 385.00(2)	75.00 385.00 390.00 395.00 400.00	75.00 375.00 365.00 395.00	75.00 365.00 400.0
	390.00 395.00 400.00 425.00	425.00	1774 ASSESSED	
Jockey Club	54.50	215.00	54.50	215.0 54.5
Joker (Gottlieb)	89.50 65.00 90.00	65.00 90.00	89.50 65.00	60.00 65.0
King Pin (Chicago Colo) Knock Out (Gottlieb)	89.50 100.00 79.50	89.50 79.50	89.50 79.50	79.5
Leader (United)	75.00(2)	75.00 85.00	40.00 75.00 85.00	65.00(2) 85.0 125.0
Lite-a-Line (Kenney)	35.00 45.00 55.00	35.00 45.00 55.00	65.00(2)	95.0

#### THE MARKET PLACE COIN MACHINE INDUSTRY

The Mattenal Exchange for Coin Machine Personnel, Products. Services and Opportunities

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Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted. RATE: \$1.00 a line-\$14.00 per inch.

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\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\* COIN RADIOS AND TELEVISION—BUY direct from manufacturer and sawe; steel cabinet, modern design, coin rejector; write for prices and full story, Coin Radio & Television Corp., 190A Duane St., New York City. York City.

EXCELLENT MONEY-MAKING OPPORTU-nities for distributors and operators with coin radios and 21" screen, coin television in metal cabinets, Buy the best for less from America's premier producer of coin radios and TV. Write or wire for prices and particulars. Coradio. Inc., 196 Albion Ave. Paterson, N. J. \*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*

#### Help Wanted

WANTED—BINGO AND SHUFFLE ME-ehanics; good pay and good working conditions. Persons must be sober and fur-nish reference. Write Box 733, The Bill-board, Chicago, Ill.

WANTED: DESIGN ENGINEER
Rare opportunity for experienced vending
machine engineer capable of assuming full
responsibility for special projects. Minimum
of four years' experience in design-styling
of sheet-metal cabinet work, and electromechanics required. Must be a competent
draftsman. Educational background in addition to practical experience in vending
manufacture should include a minimum of
three years of mechanical engineering.
Compensation commensurate with ability.
All replies and information furnished will
be held in strict confidence. Address
Box 757, The Billboard
186 W. Randolph St. Chicago 1, III. WANTED: DESIGN ENGINEER

#### \*\*\*\*\*\*\*\*\*\*\*\*\*\*\* Parts, Supplies & Services

COIN OPERATED TIMERS-ELECTRONIC automatic; no buttons to push or mechanical levers to wind; adaptable for television, washing machines, dryers, radios, hair dryers, ironers, typewriters, sewing machines, etc. Write for prices. Coin Radio Co.. 190A Duane St., New York City. no27 STAMP FOLDERS DIRECT FROM MANUfacturer; unlimited quantities, immediate delivery. Write for prices. Veedo Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcust

#### Routes for Sale

\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\* JUKE BOX-GAME ROUTE—NORTHERN California; \$30,000, easy terms. Average take \$3000 month; ill health forces sale. Write or wire. P. O. Box 531, Crescent City, Calif.

#### Used Coin-Operated Equipment

A-1 CIGARETTE AND CANDY MACHINES \$25 and up. Other vending machines, \$5 up. What have you to sell?

MACK H. POSTEL 2952 Milwaukee Ave. Chicago 18, III.

ADVANCE 25¢ MACHINES-NEW AND used; rock bottom merchandise prices on request. McDonald Distr. Co., 2416 W. Davis, Dallas, Tex. no27

CIGARETTE MACHINES JUST OFF LOCA-tion; 25¢ or 30¢ operation. Central Vend-ing Machine Service Co., 3967 Parrish St., Phila., Pa. EVergreen 6-4244. ch

#### FOR SALE

Seeburg M-100 A's ....\$395.00 Seeburg M-100 B's .... 550.00 Seeburg M-100 BL's ....575.00 Seeburg M-100 C's .... 650.00

All clean and ready for location.

#### SHANK BROS. AUTOMATIC MUSIC CO.

839 W. Walnut St. Kalamazoo, Michigan Tel. 5-1171

FOR SALE—GOLD NUGGETS, \$35; CONEY Island, \$40. Send ½ deposit. Frank Guerrini, Burnham, Pa. no20

FOR SALE—GENCO SHUFFLE POOLS, \$276; Genco Basketball, \$359.50; Keeney 6 Player League Bowler, \$50; Keeney 10 Player Team Bowler, \$145; United 6 Player Shuffle Alley, \$445; Seeburg Shoot-the-Bear, \$175. Miller-Newmark Distributing Co., 42 Fairbanks St., N. W., Grand Rapids, Mich. Phone 9-8632; 5743 Grand River Ave., Datroit R. Mich. Phone Tyler 8-2230. Detroit 8, Mich. Phone Tyler 8-2230.

FOR SALE — MASSENGILL SLOT-TYPE pool tables; as is, \$50 each f.o.b. Ralph Alexander, Inc. Phone 563, Seneca, S. C.

MUSIC, PIN, BINGO AND SHUFFLE GAME Route, North Western Pennsylvania. Cash or terms. Rich's Amusement Co., Greenville, Pa.

NAB DINERS, NORTHWESTERN DE-luxe's and 49's. Many extras. Sacrifice for quick sale. G. Schneidmann, 133-26-228th St., Laurelton, N. Y.

IMPORTANT INFORMATION In determining cost of regular Classified Ad be sure to count your name and

address when computing cost of ad.

When using a Box Number in Care of

The Billboard allow for 6 additional

On Box Number Ads a special service

charge of 25¢ per insertion is made for

handling replies.

SILVER KING AND COLUMBUS 1¢ NUT, \$4 each; Master 1¢ nut, \$2.50; Victor Uni-versal, \$8. Parker & Whitt, 960 North 52nd Place, Birmingham, Ala.

#### SANITARY VENDING MACHINE HEADQUARTERS

"Spare" sanitary napkin venders; DAV razor blade venders, 21F's, Advance 23C's, National #5, National #15 and other flat package sanitary venders. Also merchandise refills for the above at lowest prices, Manufacturers & Distributors.

NATIONAL SANITARY SALES Dept. B-11, 4307 W: Lawrence Av.; Chicago 30

TWIN AUTOMATIC "POPPERETTE" POP corn machines; used six months; \$2,345 worth for only \$750. Attractive, modern design; put 10¢ in; watch it pop-ah good corn. Mrs. Arthur T. Berg, 1123 Third Ave. S., Moorhead, Minn.

USED AND RECONDITIONED VENDORS—Nat. 9 col. Candy, \$95; Nat. 6 col. Candy, \$69.50; Uneeda Candy, 5 col., \$59.50; S. K. 5r Hershew, \$25; 10 Atlas Ace 1r Mdse., \$6.50; 15 N. W. #40 1r mdse., \$6.50; 15 N. W. #39 1r mdse., \$6.50; 15 Advance 1r Stick Gum, \$10; 10 S. K. 5r Hot Nut, \$15; 3-3 col. Daval Roll Stamps, \$25; 25 Masters, \$8.50; 50-8 col. 1r Tab Gum, \$12.50. Cleveland Coln, 2025 Prospect Ave., Cleveland 15, Ohio.

25 PEANUT AND BALL GUM MACHINES \$3 each; 4 Exhibit Post Card Machines \$12 each; 4 Five Ball Pin Games, \$15 each Al Hoff, 1920 Rose, Baltimore 13, Md.

#### Wanted to Buy

\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*

AUTOPHOTOS, PHOTOMATICS, METAL Stampers, Grandma Predictions, coin-oper-ated Horses, etc. For Sale: Automatic Rifles, PDQ Camera, Shafers Rides, Wash-ington, Ind.

CIGARETTE, CANDY AND OTHER VEND ing machines; give full description and lowest prices. Box 673, The Billboard, Chi

LATE MODEL SKEE BALLS AND AR-cade machines, guns and novelty pieces. Will also buy Mills Panorams regardless of condition. H. E. Loebsack, 1438 N. Em-poria, Wichita, Kan.

VICTOR TOPPERS WANTED—ANY QUAN tity. Give full information, Box M-90, c/c Billboard, Cincinnati 22, Ohio.

WANTED TO BUY-10¢ KLEENEX VEND ing machine, Vend-Rrite or others. Ir vington Paper Co., 20 Camden St., Newark 7, N. J. no26

Forms close Thursday for the following week's issue. Please use pencil when filling in this form.

- 1. Clip your ad to this form.
- 2. Check classification you want your ad to appear under.
- Business Opportunities
- ☐ Help Wanted
- ☐ Parts, Supplies & Services
- ☐ Positions Wanted Routes For Sale
- ☐ Used Coin-Operated Equipment ☐ Wanted To Buy
- 3. Check whether you want Regular or Display Classified. If Display is wanted, indicate on your ad the words you want emphasized. Rates above. Sorry, no illustrations or cuts.
  - Regular

4. Count all words, then enclose check or money order. Insufficient remittance will delay your ad. Prompt refunds made in event of overpayment. To figure charges when box number is used, read "Important Information" above.

The Billboard Coin Market Place 2160 Patterson St. Cincinnati 22, Ohio

Please insert my ad in "Market Place" and run as indicated below: □ Next 6 issues □ Next 4 issues □ Next 3 issues □ Next issue only

Payment enclosed

☐ Display

when answering ads . . .

SAY YOU SAW IT IN THE BILLBOARD!

#### **Boosts Good Will**

Continued from page 137

service is not enough these days. Keen competition between operators and the growing need to present a more favorable picture of the public is prompting coinmen to survey their methods of contact with their locations and the public in the coin chute, the player may in general.

to local bowling teams is a top good-will booster, according to G. & W. "This is something the location owners can understand the player's score one of five stars per unit, also a bit under-par. and appreciate," says Wagner.

Wagner advises that care is taken to insure that the funds laid out for bowling team sponsorships G. & W. does not sponsor taverns but replays are not awarded unless nor does it back the teams it sponsors in post-season tournaments. The company buys the teams' bowling shirts and team franchise. This enables G. &. W. to spread out its funds to cover more teams and still manage to keep the bowling alley proprietors happy.

Sponsoring women's teams can run into heavier costs than their male counterparts. Whereas a man's bowling shirt, including the lettering on the back, runs in the neighborhood of \$7 or \$8, outfits for the gal bowlers start at about \$12 for the skirts, with the price team sponsorships. of the shirt yet to be added.

where the firm operates at least While supporting baseball teams vorite amusement game markets in two types of equipment, preferably and even basketball teams helps July. British Malaya, Venezuela where all three types of the firm's the general cause of the coin ma- and West Germany followed Canmachines - cigarette, music, and chine industry, benefits are not as ada as amusement game markets game units - are spotted. In this great as boosting bowling teams, in June. way, G. & W. makes the most of says Wagner

#### Williams Ships

Continued from page 137

ball thru any of three lanes at the bottom of the regular playfield.

goes thru, the ball in one or both the coin machine industry before of the midget fields is activated for extra scores.

zontally below the scoring strip.

lights up at the top-right of the backglass. Lighting up from two Germany led juke box markets with to five stars earns replays for the player. The match system operare spent where they can bring ates regardless of whether a totals of \$192,281 and \$50,418 respositive results for the company. a second coin is deposited, pectively. the additional nickel is in play.

> Two ball-holes near the middle of the playfield also activate the balls in the midget fields and offer special scores. Three number lanes at the top of the field combine with the three lanes at the bottom for special scores. Two ball-flippers operated by buttons on the side of the cabinet add to action in the game. The backglass is decorated with a swimming pool scene.

> the money allotted for bowling

G. & W. teams are sponsored sponsored baseball teams as well.

	Issue of	Issue fo	Issue of	Issue of
Marble Queen (Gottlieb)	Nov. 6	Oct. 30	Oct. 23	Oct. 16 150.00
Maryland (Williams)	69.50	150.00 69.50	150.00 <b>69</b> .50	75.00
Mexico (United)	410.00 435.00	410.00		375.00 395.00
Monterrey (United) Mystic Marvel (Gottlieb)	49.50	49.50	49.50	49.50 195.00
Nine Sisters (Williams)				175.00
Nifty (Williams)	79.50	79.50	79.50	2500000
Oklahoma (United) Olympics	69.50	69.50	69.50 75.00	69.50 45.00
1-2-3 (Genco)	65.00		75.00	45.00
Paim Beach (Bally)	125.00 135.00	135.00	125.00 145.00	140.00 145.00
	145.00(4)	145.00(3)	175.00	150.00 175.00
Palm Springs (Bally)	165.00 350.00(2)	150.00 385.00	370.00 375.00	370.00(2)
	355.00 375.00	395.00(3)	395.00(2)	375.00 385.00
	385.00 395.00(3)			395.00(3)
Paradise (United)	49.50	49.50	49.50	49.50
Pinch Hitter (United)	59.50	59.50	59.50	02003000
Pinky (Williams) Pin Wheel (Gottlieb)	79.50	79.50	79.50	165.00
Poker Face (Gottlieb)	165.00	125.00 165.00	125.00 165.00	125.00 145.00
Puddin' Head (Genco)	54.50	54.50	54.50	155.00 54.50
Quarterback (Williams)		ententra.m		
Quartette	69.50	75.00 110.00	75.00 110.00	75.00 110.00 115.00
Queen of Hearts	54750477070	12-CAN-180 11	SCHOOLSON	110.00 119.00
Quintette	145.00	145.00	145.00	
Rag Mop (Williams)		89.50	89.50	89.50
Rio (United)	295.00(2) 325.00	295.00 325.00	325.00 335.00	345.00(2)
Rockettes (Gottlieb)	43,000,000,0	35.00	35.00 75.00	35.00
Rondeevoo (United)	49.50	49.50 65.00	49.50	49.50 65.00
THE PERSON NAMED IN COLUMN TWO IS NOT THE PERSON NAMED IN COLUMN TWO IS NAM		1175.75127711		5775353
Sally (Chicago Coin) Saratoga	49.50 49.50	49.50	49.50	49.50
Screwball (Genco)	49.50	49.50 49.50	49.50 49.50	49.50 45.00 49.50
Sharp Shooter (Gottlieb)	59.50	59.50	59.50	
Shindig	150.00			145.00
Skill Pool (Gottlieb)	85.00		100.00	95.00
Slug Fest Special Entry (Bally)			65.00	25035
Spot-Lite (Bally)	49.50 85.00(3)	75.00(2) 85.00	49.50 42.50 65.00	75.00(2) 85.00
SE MONTO-SEAST-TOTAL	95.00(2)	95.00(3)	75.00 85.00	95.00 100.00
Stars (United)	100.00	100.00	95.00(3)	
Stardust (United)	85.00	85.00	50.00 85.00	85.00(2) 45.00 49.50
Struggle Buggy (Williams)			135.00	135.00
Summertime (United) Super World Series	49.50	49.50	49.50	49.50
(Williams)	150.00 195.00	150.00 195.00	195.00	195.00
Tampico (United) Tahiti (United)	69.50	69.50	69.50	69.50
Tennessee (Williams)	225.00 265.00		195.00	175.00 49.50
Texas Leaguer (Keeney)	49.50	49.50		69.50
Thing (Chicago Coin) Three Feathers (Genco)		F4 40		55.00
Three-of-a-Kind	18.50	54.40 18.50	54.50 18.50	54.50 18.50
Three Musketeers (Gottlieb).	69.50	69.50	69.50	69.50
Thrill (Chicago Coin) Times Square (Williams)	75.00		115.00	49.50
Trinidad (Chicago Coin)	75,00		115.00	75.00 45.00
Tri-Score (Genco) Tropics	225.00 235.00	195.00 235.00	250.00 275.00	55.00
	245.00 250.00	245.00 275.00	250.00 275.00	<b>2</b> 75.00(2)
Tumbleweed (Exhibit) Turf King (Bally)	74.50	74.50	74.50	74.50
	25.00 99.50	25.00	25.00 35.00 99.50	25.00 40.00 99.50
Twenty Grand	75.00		NEXISTRE N	85.00
Utah (United)				74.50
Virginia (Williams)	49.50	49.50	49.50	49.50
Winner			25.00	30.00
	150.00	175.00	160.00 165.00	165.00 195.00
Yacht Club (Bally)	2/0 00/01	195.00(2)	200.00 210.00	200.00 205.00
Tacht Club (Bally)	160.00(2) 165.00 175.00 195.00(2) 215.00 225.00(2)	225.00(4)	225.00(3)	250.00(2)

#### **Exports**

Continued from page 137

\$653,355, compared to Canada's Depending on the lane the ball market during both months. Belgium and Venezuela were the other high-ranking export markets.

Amusement game exports fell When a second nickel is dropped off from last year's \$713,892 during June-July to \$507,813, and earn up to 200 replays by match- the average price per unit was The lending of a helping hand ing his score with a number flash- \$118, compared to 1952-'53's yearing along a row that runs hori- ly average of about \$136. Vending machines hit a total of \$136,133 When a number is matched with during June-July, averaging \$36.28

During the month of June, West shot. a \$247,790 total, Canada led in games and vending machines, with

West Germany again topped the juke box export markets in July, hitting a \$393,989 total. Canada again dominated the game exports with a \$113,835 volume, as we'll as topping the vending machine exports, securing \$50,237 worth of these units in July.

Belgium Second

During July, Belgium ranked highest as a juke box market, and third highest in total coin machine imports from the U.S. West Germany, Canada and Belgium all climbed above the \$100,000 mark in total export volume.

Following Canada, Japan, New In past years, G. & W. has Zealand, and the Dominican Republic, in that order, were the fa-

> With juke boxes accounting for about 70 per cent of the total U. S. coin machine exports in past years, the gap has begun to narrow in the last several years, with amusement games taking a higher cut of the market.

In the first five months of 1954, amusement games accounted for 23.6 per cent of the total coin export dollar volume. This, however, is a drop-off from a high 34.8 per cent ratio at the end of 1953 and ratios above 30 per cent in 1952 and 1951.

#### Miami Beach

· Continued from page 137

40 games, which means that if he sets even one piece he must pay \$1,926.25.

Johnny Morgan, Beach Amusement Company, has been in the forefront of the battle to revamp the licensing law. He appeared before the city council at an informal session October 29, at which time the matter was discussed and the hearing date of November 17 was

Favors New Ordinance

Councilman Burnett Roth raised the possibility of scrapping the present law in favor of an ordinance to impose a \$75 license for every machine on location. No decisive action, however, was taken by the council.

Commenting on the steady decline in revenue from coin machines, City Clerk C. W. Tomlinson said that Miami Beach received \$8,047.50 in license fees from 173 pinball games, mostly-licensed to four major operators, in the 1953-'54 fiscal year which ended September 30. Two years ago the revenue was \$13,570, the number of games 290, and there were six major operators. In 1949-'50 the revenue was \$17,201.35, the games totaled 361, and there were eight major operators.

In the matter of juke boxes, Miami Beach imposes a \$500 master license, which entitles the operator to purchase up to 25 individual tags at \$30 apiece. After the 25th tag he must purchase a new master for \$100 and five more tags at \$100. Thus, the first juke box put out costs the operator \$530.

In contrast, the City of Miami charges a standard \$250 master fee for all types of coin-operated equipment, with each piece carrying an \$18.75 tag in addition. The Miami City Commission raised the per-machine license from \$12.50 to \$18.75 only a couple of months ago, effective at the beginning of the license year October L.

#### Coin Favorite

Continued from page 137

variety into the shuffle bowling \$610,543, topping the Canadian games, and a number of models with entirely new features have been produced. Among these new games are Bally's Jet and Rocket Bowlers, and Chicago Coin's Holiday, Flash, and Firepall Bowlers.

On the Jet and Rocket Bowlers, an electronic eye clocks the speed of player-aimed pucks. The feature, called the Speed-O-Meter, permits a player to increase the scoring value of strikes and spares by controlling the speed of each

Holiday Bowler features a new point credit system which registers match scores and carries these over from game to game until a threeway match is made. The player making a three-way match is entitled to all of the point credits registered on the point credit unit.

Flash Bowler has a new type scoring system - Flash-O-Matic, which consists of a series of potential strike and spare scores that flash progressively from left to right and continue to travel until be received for a strike or spare. the first puck is shot. The object of the game is to shoot the puck skillfully to stop the strike and score.

before he shoots what score will six player features.

#### Coin Revenues

Continued from page 137

License fees are \$10 per juke box location and \$50 per game and ride location, regardless of the number of units on each location. However, the licenses are not transferable, so that if an operator wants to move a game from one location to another, it costs him an extra \$50.

Kiddie Rides

Common show devices accounted for \$342,950 in fees, while their employees accounted for \$4,-714 more. According to Commissioner Edward T. McCaffrey, the fastest growing common show devices are kiddie rides and shuffleboards.

The department's annual report showed 6,208 common shows licensed last year, compared with 5,414 in 1952. The \$37,750 increase in revenue from \$305,200 in 1952 more than made up for declines in most of the 80 other license types in the department.

The shuffle bowling game is an outgrowth of the old shuffleboard game which had its origin back spare count on the highest possible in the 18th Century, and is still popular in some sections of the The Fireball Bowler is a new nation. The modern shuffle bowler version of the Flash game, also is the product of a gradual evoluincluding Flash-O-Matic scoring, tion, progressively stepping up its the Fireball can be operated with features to include electric scorethis system of scoring, or with ad- boards, automatic puck rebounds, vance scoring, showing the player large pins, formica playfields and

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SPECIALS RECONDITIONED LIKE N	EW
AMI Model 120	\$695.00
AMI Model 80	595.00
Seeburg Model C	
Seeburg Model B	550.00
Seeburg Model B	550.00
AMI Model D 80	475.00
Wurlitzer Model 1400	
Seeburg Model A	
Seeburg Model BL	
Beeburg Model HFG	
Exhibit Shooting Gallery	
Genco Sky Gunner	
Genco Rifle Gallery	
Seeburg Shoot-the-Bear	

LARGE QUANTITY LOW PRICE, GOOD CONDITION, 5-BALL PIN GAMES

Write or Cable for Complete Catalogs and Special Price List Cable Address: BAGERSAL LOS ANGELES

2251 WEST PICO BOULEVARD

BADGER SALES COMPANY, INC. LOS ANGELES 6, CALIFORNIA

#### ASCME SPECIALS GENCO RIFLE CALLERY .. WRITE | SHUFFLE GAMES GENCO MATCH POOL ...\$300.00 Victor Bowler, NEW .... WRITE GENCO SHUFFLE POOL . . 200.00 Imperial .....\$345.00 BINGO Team 3/25 ..... 350.00

Classic ..... 235.00 Variety ......WRITE Surf Club .....\$435.00 Ice Frolic .......... 385.00 ARCADE Palm Spring ...... 385.00 Cen. 2-Pir. Basket B., NEW. WRITE Dude Ranch ..... 350.00 Beach Club ...... 340.00 Delx. Photomatic .....\$575.00 Frolic ..... 175.00 Muto. Voicegraph ..... 495.00 Atlantic City ...... 145.00 Shoot the Bear ...... 175.00 Coney Island ......... 100.00 | Sky Gunner ............ 175.00

TERMS: 1/3 DEPOSIT, BALANCE C.O.D. OR SIGHT

ASCME

\* All State Coin Machine Exchange

2317 NORTH WESTERN AVE CHICAGO 47, ILL BEImont 5-6770



J. H. KEENEY & COMPANY INC. 2600 W. FIFTIETH ST. . CHICAGO 32, ILLINOIS ABT Challenger....

Advance Roll (Genco).....

#### READY FOR DELIVERY

COIN MACHINES

*	ARCADE	EQUIPMENT	ľ
MIDGET MOVIES		\$125.00	
	VENDOR		
	GUN		
	ORE		
	CHAMP		
SEVEN HI POOL T	ABLE	95.00	
DOUBLE DOUBLE	POOL TABLE	79.00	
SHOOT THE BEAR		175.00	
EXHIBIT	C _	646	
SHOOTING GALLE	RY	\$335.00	0
WILLIA	MS		
ALL STAD BASER	ALL	\$300.00	. 5
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GENCO			
		6275 00	
CHIEFEE BALL	•••••	159.00	

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CROSSROADS										
DISK JOCKEY										
DEALER										
FOUR HORSE										
FAIRWAY .										
GUN CLUB										
GRAND CHA										
JOCKEY CLU										
LAZY Q										
PALISADES										
ROCKETTE .										
SILVER SKA						-	-	-	-	 
SKILL POOL										. 5

UNEEDA CIGARETTE VENDOR .... 75

Write for New List of other Equipment

Distributors in Kentucky, Indiana, Southern Ohio

"The House that Confidence Built"

#### SOUTHERN AUTOMATIC MUSIC COMPANY, INC.

ESTABLISHED 1923

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CINCINNATI, OHIO 1000 Broadway INDIANAPOLIS, INDIANA 129 W. North Street

#### Exclusive Distributors for ROCK-OLA . KEENEY . CHICAGO COIN EQUIPMENT-Now Delivering NEW **Bally Variety** Bally Jet and Rocket Bowler

Bally's Complete Line Kiddie Rides Exhibit Star Shooting Gallery Chicago Coin Super Home Run

Chicago Coin Holiday Bowler Chicago Coin Playtime Bowler Chicago Coin Star Lite Rock-Ola Comets, 45 RPM, 120 Selection Rock-Ola 1442 Hi Fidelity, 50 Selection, 45 RPM

#### USED EQUIPMENT—Ready for Location

MUSIC	SHUFFLE ALLEYS	BINGOS
Rock-Ola 1436 Fire-ball, 45 RPM, 120 Selection\$375.00 Rock-Ola 1434 Rockets, 78 RPM, 50 Selection 325.00 Seeburg Model C 695.00 Seeburg Model B 545.00 Seeburg Model M-100-A 375.00 1015 Wurlitzer (while they last) 89.50	United Imperial\$295.00 Keeney Pacemaker. 250.00 Keeney Bonus Bowler 300.00 Chicago Coin Criss Cross Bowler 365.00 Bally Champion Bowler 475.00 Bally Victory Bowlers 450.00	Ice Frolics     385.00       Yacht Clubs     225.00       Surf Clubs     425.00       Atlantic City     125.00       Hi Fi     450.00       Palm Beach     125.00

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KEENEY SPORTSMAN

Rifle Gallery, something dif-

SHUI	FFLE	GAMES
21101		

Match, 3/25¢ ...\$425 Keeney Diamond, Match, 3/25¢ ... 375 Keeney Bonus, Match ...... 295 Keeney Carnival , 175 Keeney 10 Pl.

Un. Banner, Match 450 Un, Ace, Metch .. 395 Un. Leader, Match 345 Un. Team, Match. 350 Un. Classic, Match 210 Un. Clover, Match 175 Un. Laegue ..... 350 Un. Olympic .... 190 Un. Cascade .... 175 Un. 10th Frame

Super ......... 125 C. C. Double Score 175

ferent in a proven money-maker. Good in any type territory. Competitive scor-ing—timing device—moving targets—with or without match features. COON HUNT

Write for

complete

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Shuffleboard Supplies Shuffleboard Game Wax, Case (12) \$ 3.50 Pucks (Set of 8). 12.00 Fast Wax, Case Score Sheets, 4.50 10 Pads ..... 7.50 Fluorescent Lights, Pr. ... 22.50 Used Rock-Ola Shufflebd.

Lites, Pr. .... 12.50 Adjusters ..... 18.50

Wizzard .....

18.50

18.50

with sound BINGOS-

**PURVEYOR** DISTRIBUTING COMPANY 4322-24 N. WESTERN AVE. CHICAGO 18. ILLINOIS PHONE: JUNIPER 8-1814

#### THE BILLBOARD INDEX

#### ADVERTISED USED MACHINE PRICES

#### ARCADE EQUIPMENT

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk venders, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other

Issue of

Oct. 30

\$20.00 25.00

Issue of

Oct. 23

\$20.00

25.00

Issue of

Nov. 6

\$20.00 25.00

Air Raider (Keeney) Atomic Bomber (Mutoscope).	90.00 150.00	90.00 150.00	2.00	#
Barrel Roll (Jennings)	125.00	125.00	125.00	125.00
Baseball (Scientific) Bat-a-Score (Evans)	79.50 125.00 165.00	79.50 125.00 165.00	79.50 165.00 195.00	79.50 135.00 165.00
Bat-a-Score Sr	195.00 65.00	195.00 65.00	65.00	250.00 65.00
Big Branco (Exhibit)	295.00 350.00 395.00 495.00	295.00 350.00 395.00 495.00	395.00	325.00 395.00 475.00
Big Inning (Bally)	550.00 150.00	150.00	150.00	150.00
Card Vendor (Exhibit)			49.00	49.00
Champion Horse (Bally) Chicken Sam (Seeburg)	395.00	395.00	395.00 75.00	395.00 495.00 65.00 110.00
Criss Cross	15.00	15.00	15.00	15.00
Dale Gum (Exhibit)	55.00 65.00(2) 89.50(2) 95.00	55.00 65.00(2) 89.50	29.50 55.00 65.00 89.50	55.00(2) 65.00 94.50 95.00
Deluxe Card Vendor	51.00	50.00	50.00	20000000
(Exhibit) Derby, 4 Player (Chl. Coin) Drivemobile (Mutoscope)	175.00 195.00 165.00	175.00 195.00 165.00	195.00 165.00	195.00
Flash Hockey (Coinex) Flying Saucer (Mutoscope)	55.00 75.00 149.50	75.00 149.50	75.00 149.50	75.00 159.00
Goaler (Chicago Coln)	95.00 99.50	99.50 100.00	50.00 99.50	75.00 100.00
Grandma Fortune Teller	100.00 125.00	125.00	100.00 125.00	119.50
Gun Club	115.00 175.00 185.00	125.00 145.00 160.00 175.00	145.00 165.00	125.00 145.00(2)
Gui Fotto (Lamino 1111)		185.00	185.00	165:00(2) 185:00
Heavy Hitter (Bally)	40.00 69.50	40.00 69.50	40.00 69.50	40.00 69.50
Hi-Ball (Exhibit) Horsefeathers (Williams)	75.00	75.00	75.00 35.00	75.00
Jet Gun (Exhibit)	145.00 195.00	135.00 145.00 195.00	135.00 155.00 175.00	135.00 145.00 175.00(2) 195.00
Lite League	75.00 89.50	75.00 89.50	75.00 89.50	75.00 99.50
Mercury Counter Gripper Metal Typer (Harvard)	20.00 150.00 275.00	20.00 150.00	20.00 150.00	20.00 150.00
Metal Typer (Roovers)	275.00	275.00(2)	195.00	195.00
Metal Typer (Standard) Midget Movies	165.00 185.00(2)	165.00 185.00(2)	275.00 155.00 185.00 195.00	275.00(2) 185.00 295.00
nevneservoservoservos	195.00(2)	195.00	195.00	495.00
Musical Merry-Go-Round (Lee)	495.00 165.00	495.00	495.00	495.00
Night Bomber (Kirk)	150.00	150.00		
Night Fighter (Genco)	225.00	225.00	250.00	225.00 275.00
Pee Wee (Genco) Photomatic (Mutoscope)	20.00 250.00 425.00	20.00 250.00 425.00	20.00 250.00	20.00 250.00
(T)	575.00 595.00(late)	650.00(late)	650.00(late)	650.00(late)
Pistol Pete (Chicago Coin)	650.00(late) 75.00 90.00	75.00 90.00	50.00 85.00	85.00 95.00(2)
Pitch 'Em & Bat 'Em	95.00(2) 99,50 185.00(2)	95.00 99.50 185.00(2)	95.00 99.50 185.00	99.50 185.00
Play Poker	22.00 24.00	19.00 22.00 24.00		10.000
Q Bail Pool Table	125,00 95.00(2)	125.00 95.00(2)	125.00 95.00	125.00 95.00
Rapid Fire (Bally)	95.00	95.00		CHECKERO)
Rifle Range Ray Gun Rudolph the Red Nose Reindeer (Exhibit)			75.00	65.00 295.00 395.00
Scoring Units (Genco)		95.00	95.00	95.60
Shocker (Acme)	24,50 150,00(4)	24.50 150.00(4)	24.50 150.00 155.00	24.50 155.00 175.00
Shoot the Bear (Seeburg)	175.00(2)	175.00 195.00	175.00	195.00(3)
Silver Bullets (Exhibit)	195.00 125.00	125.00	195.00(2)	
Silver Gloves (Mutoscope)	185.00 75.00	185.00 75.00	100.00	75.00
Six Gun Rifle Range (ABT).	550.00 125.00(2)	550.00 125.00(2)	550.00 75.00 125.00	550.00 125.00 135.00
Six Shooter (Exhibit)	135.00(2)	135.00 145.00	135.00 145.00	145.00(3)
Skee Ball (Wurlitzer)	145.00 150.00	150.00	(1000.000)	150.00
Ski Roll (Evans)	95.00 20.00	95.90 20.00	95.00 20.00	95.00 20.00
Sky Fighter (Mutoscope)	125.00 175.00(2)	125.00 175.00(2)	175.00 195.00	150.00 175.00
Sky Guiller	195.00(2) 210.00(2)	185.00 190.00 210.00 215.00	225.00(2)	195.00(2) 225.00 245.00 250.00
Space Gun	195.00	195.00	125.00	125.00
Space Invader	125.00 295.00	125.00 295.00	125.00	325.00
Space Ship (Deco) Star Series (Williams)	89.50	295.00 89.50	89.50	325.00 109.50
Sub. Gun (Keeney) Super Bomber (Evans)	110.00 150.00	110.00 150.00		9
Target Skill Gun	18.00	18.00	18.00	18.00
Telequiz	69.50 115.00 125.00(2)	110.00 115.00 125.00(2)	110.00 125.00 149.50	100.00 110.00 125.00 169.00
Three Way Gripper (Gottlieb) 13-Way Athletic Scale	18.50 24.50	18.50 24.50	18.50 24.50	18.50 24.50
(Mercury) Twin Shoe-Shine	79.50 80.00 150.00	79.50 80.00 150.00	85.00 89.50 150.00	85.00 89.50 150.00
Undersea Raider	125.00(2)	125.00(2)	125.00	150.00
Voice-o-Graph (Mutoscope)	495.00(2)	525.00	525.00	525.00
	525.00 595.00(late)	595.00(late)	5 1	
			100	

#### Variety 5-Ball Sets Record At Bally Mfg.

CHICAGO, Nov. 6. - Bally Manufacturing Company announced this week that the firm's latest five-ball game, Variety, had set new sales and production records at Bally.

This week, according to Jack Nelson, general sales manager, Variety passed the production and sales record set for Bally in-line five-ball games by the Beach Club game in 1953. Until now Beach Club was the sales and production \$20.00 leader of all Bally in-line games.

The Variety game has a "magic lines" feature that gives the player the opportunity to manipulate numbers up and down in each of three vertical lines on the backglass for improved chances on inline scores.

Four light-up arrows point the way to the "magic lines" feature. When this is lighted the player is able to turn any of three separate knobs located on the near edge of the cabinet to line up numbers for in-line play.

#### Dairy Vending

Continued from page 133

Stanley Krause, U. S. Department of Agriculture; Dr. G. M. Beal, and D. E. Walters, Philadelphia representative of the Ideal Dispenser Company.

Dr. Krause will discuss "Research Findings on Vending of Dairy Products." Dr. Beal will speak on the "Future of Automatic Vending in the Dairy Industry." Walters' subject will be "Automatic Vending of Milk."

Other talks are scheduled by N. C. Angevine, the Meyer-Blanke Company, St. Louis, maker of an outdoor milk vender.

#### \$1 Million

Continued from page 133

a cabinet, opened the bottom doors and pulled out a Coca-Cola vending machine. To accentuate Benny's tightwad qualities, Martin deposited a coin and out popped a

In succeeding incidents, Mac-Murray purchased a refrigerated apple from a vender; Powell bought a pack of eigarettes from a smoke machine; Dailey got bubble gum from the base of Benny's lamp, and Douglas weighed himself on a scale-all in the Benny living room.

#### Write for Our New 1954 PREMIUM PRICE LIST SHUFFLE GAMES UNITED CLOVER ......\$195 UNITED OLYMPICS ...... 195 LATE 5-BALLS PINWHEEL ..... 165 BINGOS ATLANTIC CITY ......\$145 PALM BEACH 145 BEAUTY 245 BEACH CLUB 325 NATIONAL Coin Machine Exchange 1411-13 Diversey Blvd. Chicago 14 Phone: BUckingham 1-6466

SPECIALS!
Reconditioned—Ready to Operate!
BALLY YACHT CLUB\$175
BEACH CLUB
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SURF CLUB 440
UNITED TROPICS 225
STANDARD METAL TYPER 265
GENCO SHUFFLE POOL 215
UNITED 10th FRAME STARS 135
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18.50

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Chicago 18, III.

#### SHUFFI F GAMES

SH	UFFL	E GA	ME2	
	Issue of Nov. 6	Issue of Oct. 30		Issue of Oct 16
Advance Bowler (Chicago Coin)	73	\$310.00 325.00	\$275.00 300.00 325.00 350.00	\$310.00 325.00 350.00
Big League Bowler, 4 player (Keeney) Bonus Bowler (Keeney)	\$65.00w/p 300.00(2)	65.00w/p 300.00 350.00		300.00(2)
Bowl-a-Ball (Chicago Coin) Bowl-a-Matic (Universal)	325.00 340.00 54.00 125.00 325.00	325.00	100.00(2) 325.00	350.00 100.00 325.00
Carnival Bowler (Keeney) Cascade Shuffle Alley	185.00 190.00	195.00(2)		195.00(2)
6 player (United) Champion Bowler (Bally)	150.00 180.00 184.00 185.00 195.00(2) 475.00	175.00 190.00 195.00(2) 200.00 475.00	195.00(3) 200.00	175.00 190.00 195.00(2) 209.50 210.00 475.00
Classic Shuffle Alley, 6 player (United)	194.00 225.00(5) 235.00	225.00(3) 235.00 239.00 240.00		225.00(2) 235.00 239.50 250.00 255.00
Clover Shuffle Alley, 6 player (United)	154:00 195:00(3) 210:00(2)	145.00 185.00 195.00(2) 210.00 225.00	195.00 219.50 225.00 245.00	145.00 185.00 195.00 200.00 210.00 219.50
Club Bowler, 10 player (Keeney)	215.00 245.00 135.00	245.00 145.00		. 145.00
Criss-Cross Bowler (Chicago Coin) Crown Bowler (Chicago Coin)	365.00 395.00 144.00 195.00 235.00 245.00 255.00(2)	365.00 195.00 225.00 235.00 255.00 265.00	365.00 155.00 225.00(2)	365.00 225.00(2) 265.00
Domino Bowler (Keeney)	195.00(2)	210.00	255.00 265.00 210.00	210.00
Double Score Bowler 10th Frame (Chicago Coin)	104.00 150.00 165.00 175.00 185.00 225.00	150.00 175.00(2) 185.00(2)	95.00 175.00(2) 185.00 195.00	175.00 185.00(2) 195.00(2)
Five Player Shuffle Alley (United)	69.50	50.00(2) 69.50	50.00(2) 69.50	50.00(3) 60.00
Four Player Shuffle Alley (United)	59.50	59.50	40.00 59.50	65.00 79.50 40.00 69.50
Gold Cup Bowler (Chicago Coin)	295.00(2)		250.00 285.00	250.00 285.00
(United)	294.00 295.00 335.00 345.00 355.00	325.00(2) 335.00(2) 355.00	325.00 335.00(2) 350.00 355.00	325.00(2) 335.00 340.00 350.00 355.00
League Bowler (Keeney) League Bowler (United)	60.00w/p 335.00 350.00(2)	335.00 365.00 375.00	365.00 369.50 375.00	365.00 369.50 375.00
Leader Shuffle Alley (United)	395.00 360.00 375.00	365.00 375.00 395.00	325.00 375.00 395.00(2)	
Matched Bowler, 6 player (Chicago Coin)	7//	120.00	125.00 120.00	125.00 120.00
Name Bowler (Chicago Coin).	124.00		165.00	165.00
Official Shuffle Alley, 4 player (United)	95.00	100.00(2)	90.00 100.00 125.00	90.00 100.00(2) 125.00
Olympics Shuffle Alley (United)	195.00(2) 200.00 215.00 225.00(2)	195.00 200.00 210.00 225.00(2) 229.00	200.00 210.00 225.00(2) 229.00 229.50 230.00	225.00(2)
Pacemaker Bowler (Keeney)	250.00	225.00 250.00	250.00	250.00
Royal Shuffle Alley (United).  Shuffle Alley Deluxa	315.00 325.00(2) / 345.00	315.00 345.00	315.00 325.00 345.00	315.00 325.00(2) 345.00
(Chicago Coin) Shuffle Alley, 6 player (Chicago Coin)	• B5.00	65.00 85.00(2)	95.00 60.00 65.00	95.00 60.00 65.00
Shuffle Alley Deluxe, 6 player (United)	75.00 85.00 89,50	65.00 75.00 80.00 85.00	75.00 85.00(2) 65.00(2) 75.00 80.00 85.00	85.00 95.00 65.00(2) 75.00(2)
Shuffle Alley, 6 player (Keeney)	69.50w/p 75.00w/p	69.50w/p 75.00w/p	89.50 95.00 60.00 69.50w/p 75.00w/p	80.00 85.00 95.00 99.50 60.00 69.50w/p
Shuffle Alley, 6 player	85.00w/p	85.00w/p	85.00w/p	75.00w/p 85.00w/p
(United)	50.00(2) 65.00 79.50	65.00 70.00 79.50	60.00 65.00 70.00 79.50	60.00 65.00 70.00 89.50
Shuffle Alley, 10 player (Keeney) Six Player 10th Frame		125.00	125.00	125.00
(United) Star 6 Player (United)	125.00 125.00 129.50	125.00 125.00 129.50 135.00(3)	125.00 125.00 129.50 135.00(3)	125.00 125.00 129.50 135.00(2)
Star 10 Frame, 6 player (United)	149.00 149.50	125.00 149.50 159.00 165.00	125.00 149.50 159.00 165.00	145.00 125.00(2) 139.50 145.00 149.50 165.00
Super Frame Bowler (Chicago Coin)	345.00 375.00	345.00 375.00 385.00 395.00	250.00 375.00 395.00	375.00 395.00(2)
Super Matched Bowler (Chicago Coin) Super Six Shuffle Alley	-	150.00	145.00	425.00 145.00
(United)	119.00 119.50	110.00(2) 119.00 119.50	75.00 95.00 110.00(2) 119.00 119.50	75.00 95.00 110.00(2) 119.50 125.00
Target (Genco) Team Bowier (United)	50.00 345.00 350.00 355.00 375.00(3)	345.00 360.00 375.00(3) 425.00	350.00 375.00(2) 389.50 425.00	350.00 375.00(3) 389.50
Team Bowler, 10 player (Keeney)	125.00 135.00	135.00 145.00	125.00 135.00	425.00 125.00 135.00
Tenth Frame Special Bowler (Chicago Coin)	‡ 215.00	165.00 215.00	145.00 160.00 195.00	145.00 160.00 165.00
10th Frame Super Shuffle Alley (United)	125.00 139.50	139.50 140.00	215.00 120.00 139.50	195.00 215.00 120.00 140.00
(Chicago Coin)	215.00(3)	150.00 215.00	100.00	225 00(2)
Ten Strike (Evans) Twin Bowler (Chi. Coin) Twin Bowler (Universal)	235.00 245.00	215.00 225.00(4) 245.00	225.00(2) 235.00(2) 245.00 275.00 25.00 20.00	225.00(2) 235.00(2) 245.00 275.00
A		2077	20.00	

Victory Bowler (Bally)....

450.00

GIVE TO DAMON RUNYON CANCER FUND

450.00

Vending Cups Selling Medium

Continued from page 133

advertising message, when a small ize them the same as they do vendmote cups with its advertising mes- available to the vending operators sage, the operator will usually in- at little or no cost. sist that he get the cups for noth- He also saw the possibility of ing. The premium, he added, may two advertisers sharing the cost of convince the operator that his sales the cups, thereby assuring free will be boosted and location good- cups for the operators. will increased. Therefore, the On premium deals, Cassidy ofoperator may pay for the cups on fered one word of caution-make the basis of the premium.

on a match book.

In the first place, he explained, an instrument of extortion. there's a lot more room on a paper cup than there is on a matchbo. and, in some cases, the print on a matchbook is so small that few persons ever read it.

Then, too, he added, when a person watches a vending cup fill up, his eyes are usually glued on the cup, and when he lifts it to drink, the cup is right smack in front of his eyes.

While only a few hundred of the million cups were returned for the premium offer, Cassidy feels that the promotion did Liberty and the operators a lot of good.

For one thing, Liberty's message reached a million consumers, and the sirup is sold in many retail outlets in this area. Then too, because the premium was an excellent value, persons taking ad-vantage of the offer felt more kindly disposed to the vending machine that made it possible.

Most of the cups were dispensed thru venders on transient locations, particularly in the New York subway system. Altho signs expla'ning the offer were up the first couple of days, subway authorities required that they be removedand this probably cut deeply into

The next time Liberty runs a premium promotion- and Cassidy feels there will be a next timehe'll try to have the signs up for the duration of the promotion.

Cost of the premium program to Liberty was surprisingly low.

The major expense was the price of the signs. On orders of a million or more, the cup manufacturer pays printing costs exclusive of plates and artwork, so the entire drive set Liberty back only about

\$1,000. Cassidy feels that once major advertisers realize the tremendous distribution they can achieve thru paper vending cups, they will util-

#### Buy Own Drink

Continued from page 133

Cole Products, who spoke on "Carbonation, Refrigeration, Sanitation and Sirup Throw."

Both soft drink cup venders and ice cream machines were featured in a final forum of the meet in which self-operation was the major discussion topic (see separate story).

Other vending machine manufacturers which displayed at the exhibit were Delicate International, sanitary napkin venders; Jo-Lo Perfumatic Dispensers, Inc., perfume venders; Steel Products Company, coffee vender and coffee non-coinoperated dispenser; Watling Manufacturing Company, coin-operated scales, and F. L. Jacobs Company new division, Selmix.

#### **Bright Future**

• Continued from page 133

should increase considerably in

Today; he said, more than 2,900 tobacco distributor salesmen and almost as many vehicles are serving 26,504 outlets in Florida, 28,-832 in Georgia, 34,312 in North Carolina, 17,768 in South Carolina, 16,048 in West Virginia, 28,560 in Virginia, 25,016 in Alabama, 24,097 in Kentucky, 17,752 in Mississippi, 26,976 in Tennessee and 22,960 in Louisana.

He concluded that "the impetus of its tremendous industrial and economic activity spells higher levels of consumer purchasing power in the South-more money to 450.00 spend for everyday necessities such as cigarettes, cigars and kindred tobacco products."

firm such as Liberty tries to pro- ing matchbooks, making the cups

sure the premium is a good one. It is Cassidy's 'heory that a vend- If it is, the customers will feel that ing cup packs a more potent ad- the vending machine enabled them vertising message than does copy to get a bargain. If it isn't, they'll feel that the vending machine was

NEW UNITED 11th FRAME BOWLER COMET-SHUFFLE SKEE BINGO-SINGAPORE Sensational—New

CARNIVAL GUN-MOVING TARGET USED SHUFFLES 

Chi Coin Triple Score ...... 245.00 Chi Coin Special Frame ..... 229.50 CUNS 

CENTRAL OHIO COIN MACHINE EXCH. 525 S. HIGH ST. COLUMBUS 15, OHIO CApital 4-7254

GIVE TO DAMON RUNYON CANCER FUND

#### TARGET GUNS

NEW Exhibit STAR SHOOT-ING GALLERY ....\$415 United CARNIVAL GUN

FIRST-Conditioned 

#### ARCADE

Genco 2-PLAYER
BASKETBALL ....\$375
Chicago Coin ROUND
THE WORLD TRAINER

FIRST-Conditioned 

#### COUNTER GAMES

NEW M & T ZIG ZAG (Bingo Type Game), Reg. \$79.50—Now ... \$29 KICKER & CATCHER 49 **FIRST-Conditioned** 

SPECIAL KEENEY SHUFFLE.

ABT CHALLENGER ..\$25

CONVERSION 4-WAY BOWLER \$75

YOU WIN

**EVERY TIME** 

with GAMES

from

FIRST!

#### BINGO 5 BALLS

NEW Bally VARIETY United SINGAPORE FIRST-Conditioned

BALLY HI-FI .....\$445 SURF CLUB ..... 445 ICE FROLICS ..... 395 PALM SPRINGS ..... 365 DUDE RANCH ..... 335 YACHT CLUB ..... 175 BEACH CLUB ..... 315 PALM BEACH ..... 145 UNITED

ATLANTIC CITY .... 145 HAVANA ......\$345 RIO ..... 295 TROPICS . . . . . . . . 235 LEADER ..... 75 WILLIAMS LONG BEACH .....\$45

#### SHUFFLE GAMES

Chicago Coin HOLIDAY Chicago Coin STARLITE CC FIREBALL BOWLER

FIRST-Conditioned

UNITED-Match

TEAM, 10/25c..... 375

CLASSIC ..... 225 STAR 10th FRAME... 139

UNITED-High Score CHIEF .....\$345 ROYAL ..... 315 OLYMPIC ..... 225 CLOVER ..... 195

CASCADE ...... 185 SUPER 6 PLAYER.... 119 DELUXE 6 PLAYER... 85

6 PLAYER w/form... 75 CHICAGO COIN SUPER FRAME, 10/25c.\$375 CROWN (Match) ...., 255

TRIPLE SCORE ..... 215 DOUBLE SCORE .....165 SIX PLAYER ..... 85 KEENEY BONUS (Match), 10/25c ..... \$340 DOMINO (Match) .... 195

CARNIVAL ..... 185 CLUB 10 PLAYER .... 135 TEAM 10 PLAYER .... 125 6 PLAYER, Jumbo Pins with Form ..... 6 PLAYER, Jumbo Pins 75 BIG LEAGUE ROWLED. Jumbo Pins ..... 65

GENCO SHUFFLE MATCH POOL.\$295 SHUFFLE POOL ..... 215



COIN MACHINE EXCHANGE

Joe Kline & Wally Finke

#### CHICAGO 22, ILLINOIS

#### SPECIAL CLOSEOUT COMPLETELY RECONDITIONED SHUFFLE ALLEYS

United Imperial .....\$295 United Leader ..... 345 Chicago Coin Criss Cross ...... 345 Chicago Coin Super Frame Bowler ..... 425 Chicago Coin Crown Bowler ...... 215 Chicago Coin Triple Score ..... 245 

Our 1924 30th 1954

ANNIVERSARY

Will Take in Trade Gottlieb Pin Games Turf Kings Seeburg M100A's

United Distributors.

1924 30th 1954 ANNIVERSARY Exclusive Gottlieb, Williams, Seeburg, Chicago Coin, Genco and

Remember IN NEW ENGLAND IT'S TRIMOUNT!

40 WALTHAM STREET **BOSTON 18, MASS** Tel Liberry 1- 9460



#### Mechanic Wanted

To Shop Machines and service on location. Chicago South Side resident preferred. Must be able to furnish references as to character and experience.

TOP SALARY FOR TOP MAN Give full details in first letter.

BOX 758

The Billboard

Chicago, III.

COIN MACHINES

#### COBRA CARTRIDGES

Realigned and Resurfaced, 75¢ each. Compare them with new cartridges. Cartridges returned within 10 days.

ELECTRONIC INDUSTRIES Mesa, Arizona

COON

HUNT

\$345

P. O. Box 2008

#### New Seeburg

Aflantic City . . \$145

Havana ..... 350

Tropics ..... 245

Golden Nugget 99.50

Genco 400 ..59.50

So. Pacific .. \$ 54.50

Screwball .... 49.50

Floating Pwr. . 49.50

Canasta ..... 59.50

Bright Spot . . .

Coney Island ...

Spot Lite ..... Bright Lights

Long Beach ..

Cabana ,....

Hawaii

Mexico

GENCO

UNITED

CLOSEOUT! New 3-Coin Wms.

ALL STAR BASEBALL 6 Pl. Triple Match Conv., 5c, 10c.....

#### 5-BALLS

—BINGOS—

#### UNITED SINGAPORE BALLY VARIETY

Surf Club .... 445 Ice Frolics ... 390 Palm Springs. . 395 Dude Ranch . Yacht Club .. 195 Beach Club . . . . 335 Beauty ..... 275 Palm Beach .. 135

GOTTLIEB Poker Face . . \$165.00 Quintette .... 145.00 Chinatown ... 119.50 Horsemen

Hit 'n' Run . . 109.50 99.50 All Star .... 99,50 Knockout .... 79.50 Double Feat. . 79.50 3 Musketeers. 49.50 Sharpshooter. 59.50 Bowling Ch. . 59.50 Buffalo Bill . 59.56 Double Shuffle 59.50

WILLIAMS Daffy Derby, F.S. .....\$350.00 Nifty ...... 79.50 Pinky ..... 79.50 Dreamy ..... 79.50 Maryland .... 49.50 Boston ..... 69.50

El Paso ..... 59.50 Lucky Inning 59.50 Virginia ..... 49.50 Dew-Wa-Ditty 49.50 aratoga ..... 49.50

BINGOS

#### ARCADE

GENCO BIG TOP UNITED CARNIVAL GUN MUTO. DRIVEMOBILE AUTO-PHOTO

WMS. JET FIGHTER HYDRO-DUCK GUN AIR FOOTBALL ....\$395.00 AIR HOCKEY ...... 365.00 SET SHOT BSKTBALL, 345.00 Genco Rifle Gallery .. Phone Exh, Shooting Gallery . Phone Photomatic, Late .... 450.00 Voice-o-Graph ...... 525.00 Chi. 6 Pl. Home Run .. 365.00 Exh. Big Bronco ..... 350.00 Wms. Super Pennant . 395.00 Wms. Big League, F.S. 395.00 Wms. Maj. Leag., 6 Pl. 345.00 Wms. DeL. Baseball .. 325.00 Photomatic, Pre-War . 250.00 Genco Night Fighter .. 225.00

Genco Sky Gunner .... 210.00

Chi. Pistol ........... Wms. Star Series .....

Exh. Dale Gun ...... 89.50 Mer. 13-Way Ath. Scale 79.50 Scientific Baseball .... 79.50

Flash Hockey ....... 75.00 Wms. Quarterback ... 75.00

Exh. Hi-Ball ..... 75.00

Empire Coin exchange

DEPOSIT, BALANCE SIGHT DRAFT OR C.O.D.

TAG ON TO THESE VALUES

FOR INCREASED PROFITS

3-D Theatre ..... 199.50 Tampico ....\$69.50 Oklahoma .... 69.50 Chi. 4-Player Derby ... 195.00 Pinch Hitter . 59.50 Midget Movies ..... 195.00 Ev. Bat-a-Score ...... 195.00 Ch. Basketball Champ. 195.00 Monterrey .... 49.50 Paradise .... 49.50 Shoot the Bear ...... 150.00 Exh. Jet Gun ...... 145.00 Muto. Drivemobile .... 165.00 Rondeevoo ... 49.50 Summertime . 49,50 Telequiz & Film ..... 115.00 Muto. Flying Saucer ... 149.50 Undersea Raider .... 125.00 Exh. Foot Ease, Late. 129.50 Blue Skies ... 49.50

EXHIBIT BeBop .....\$84.50 Gondola ..... 49.50 Tumbleweed . 74.50

CHICAGO COIN King Pin ....\$89.50

from Mercury International Company here. The machines will be operated bus, gasoline service stations and

Canadian Op Buys

TORRANCE, Calif., Nov. 6.-

firm in Calgary, Alta., bought

1,000 Insurance

Venders in Calif.

travel centers thruout Canada.

Company, Toronto.

seven days for \$1.

errerrer.

#### Easier Financing for Trade

Continued from page 133

finance company holds the distributor responsible until the vending P. G. Ropchan, owner of a vending machine is completely paid for by the operator - Standard Factors 1,000 insurance vending machines offers a limited recourse plan for the industry. Under this arrangement, if the first four payments on by the Ropchan firm in railroad, the vending machine are met promptly by the operator, the distributor will be relieved of his Ropchan will vend a land and recourse obligation and will no water travel accident policy under- longer carry the burden of paying year is some evidence that the written by Continental Casualty off the obligation if the operator fails to complete the payments. Two policies will be offered- This will tend to release distribone \$5,000 for three days at 50 utors' capital for their own expancents and another, also \$5,000, for sion, while at the same time help-

SHUFFLE GAMES

GENCO 4 PLAYER SKEEBALL, NEW......\$369.50

United Leader, Match ......\$375.00

United Imperial, Match Score .......... 325.00

United Royal, High Score ........... 305.00

United Classic, Match Score .......... 210.00

United Clover, Match Score .......... 189.50

United Star 6 Player, Match Score ...... 129.50

United Super 6 Playor, S.A. ....... 119.50

United De Luxe S.A., 6 Player ...... 89.50

United 6 Player w/Formica, 7-10 ...... 79.50 United 5 Player w/Formica, 7-10 ...... 69.50

United 4 Player w/Formica, 7-10 ...... 59.50

Chicoin Triple Score Bowler 10th Frame... 215.00

Chi. Crown, Match ...... 235.00

Chi. Super Frame ...... 345.00

Universal 18' Bowl-a-Matic ...... 325.00

Genco Shuffle Pool ...... 215.00

Basketball, Says

Basketball, Says

Exhibit Shooting
Gallery, New. 395
Chi. Round the
World Trainer
Like Marketball, Says
Evans

Evans

PHONE—and make sure!

KICKER & CATCHER.\$49.50 | Turf King ..... \$ 99.50

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FACTORY REBUILT, 25c, KING SIZE COLS.

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 National 930, 9 Col.
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 Uneedapak Model 500, 9 Col.
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NEW MIGHTY MIKE—Sparring

World Trainer, Like New ... 525

COUNTER CAMES

Art Show & Film 49.50

UNITED COMET SKUFFLE TARGETTE

down their monthly payments for each machine," the report said.

This new financing service will be available to manufacturers and distributors, covering their deferred payment sales to operators.

In the report, Silbert stated that "Standard Factors' experience with vending machine paper since 1947 indicates that the typical vending operator is a better than average risk. The fact that the industry itself has shown increases in every operation.) vending operator is industrious, astute, and anxious to make the most of his opportunities."

Reviewing its seven-year experience with vending machine ing route operators by cutting deferred payment paper, Standard Factors reported that the delinquency rate (percentage accounts more than 30 days past due) was under 1.5 per cent at the peak year of 1949, and that the average delinquency rate since 1945 to date was under 1 per

The report added: "This is as good as the experience in the automobile field, and hence good enough to warrant the stimulation of further expansion in the industry by reducing present financing rates, which is what most operators report as their biggest hurdle.

"While operators' sales are growing," the report continued machines have become more expensive. Currently, cigarette machines cost \$115 to \$300 (depending on the number of columns): a hot coffee machine costs \$375 to \$800 (depending on whether it sells just coffee, or sugar and cream also); a cold drink machine (cup unit) eosts \$700 to \$1,500; a hot sandwich vender costs \$1,400; candy machines run \$50 to \$500.

#### Capital Required

The report dug into the capital required by an operator to make it pey. "Assuming the operator handles a single-type vending route, that is most apt to be a cigarette route. If he can handle 25 of these machines a day, or about 125 a week, he could keep himself actively employed. To own 125 cigarette machines of a sevencolumn type (which is average) would call for an investment of Merchandise would take an additional investment, and a service truck to haul merchandise to the

In the case of cigarette machines, the report noted, the operator currently buys it from a distributor. unpaid balance being charged at theaters. the rate of 7 to 8 per cent."

ience has now been amassed by vend ice cream." Standard Factors Corporation to indicate that relaxtion of financ- came in for mention. While their ing terms would not only benefit sale to date in theaters has been institutions," the report stated.

#### 20 to 75% Boost

Continued from page 133

important factors to look for in a cup drink machine from a mechanical standpoint:

1. Proper carboration. "The drink must be served well-carbonated at about 31/2 volumes of carbonation; non-carbonated drinks should have about 1/2 to a volume of carbonation," Rapp said.

37 and 39 degrees Fahrenheit.

As simple in operation as pos-

sible.

A new idea in drink equipmentchocolate and soft drink vender, machines. Rapp revealed. He explained that rather than stopping off at a snack | venders. shop after a movie. Such a system, In most cases, the designs are cents per person.

#### Theatermen

• Continued from page 133

six-flavor venders), against 60 per cent when we used two and threeflavor venders."

One problem posed by counter beverage dispensers-that of maintaing an efficient attendant to operate them-was also a factor in a trend to venders, Newman said. (The average length of employment for girl counter attendants is two to three weeks, thus giving management no opportunity to properly train them to dispenser

Two rules of thumb for cup vender operation in theaters were agreed upon:

1. There should be a minimum of four flavors offered, with one flavor non-carbonated.

2. To be profitable, a cup drink vender must do a minimum \$50 gross per week on dime drinks (physical size, seating capacity of a theater is secondary, provided the box-office traffic can support a machine).

The problem of maintenance, servicing by theater owners drew sharp debate. Several theatermen said they relegated the cup and sirup refill chores to their house managers. Electrical, refrigeration maintenance was farmed out to local tradesmen when the need arose.

One theater owner said he worked out an agreement with a local bottler to provide him with sirups, cups, vender parts and service on his cup machine.

"Owning your own cup machine means you can realize 12 to 18 per cent more net then on an operatorinstalled vender," an independent movie owner stated from the floor. "You can pay off your multi-

selection cup machine in a year if you have your own people service it, purchase your own supplies, a chain official declared. He added: If you make 60 per cent (in commission) on your operatorplaced drink vender, you can pick up another 10 per cent-allowing for depreciation-if you own it out-

With cold beverage vending a high volume item in the theater lobby, hot drinks are beginning to also show signs of popular appeal with patrons. Newman said both coffee and hot chocolate are potentially good vender items. New about \$18,000 for new machines. combination hot-cold drink venders provide the answer for efficient and profitable lobby installation.

Ice cream venders were apmachines, would require still more plauded by Lee Koken, RKO Theaters, and Karl Siegel, Stewart-Warner Management Corporation. Koken said ice cream can be

sold by attendants in the larger "Terms are usually 20-25 per cent houses, by venders where lobby down, 18-20 months to pay, with space is at a premium in smaller

Siegel told assembled theater "One of the major impediments owners and concessionaires: "Nineto faster growth of the industry ty per cent of our theaters outside is financing. Sufficient good exper- the New York metropolitan area

Another product-hot dogs-also the vending industry, but also via counter-type cookers with atprove worthwhile to the financing tendants, new venders coming on the market may offer another ave-

nue of merchandising. Sam Reuben, ABC Vending Corporation, said hot dogs are "going good" in certain type of theaters: Class "B" type houses rather than class "A" movies have proved best.

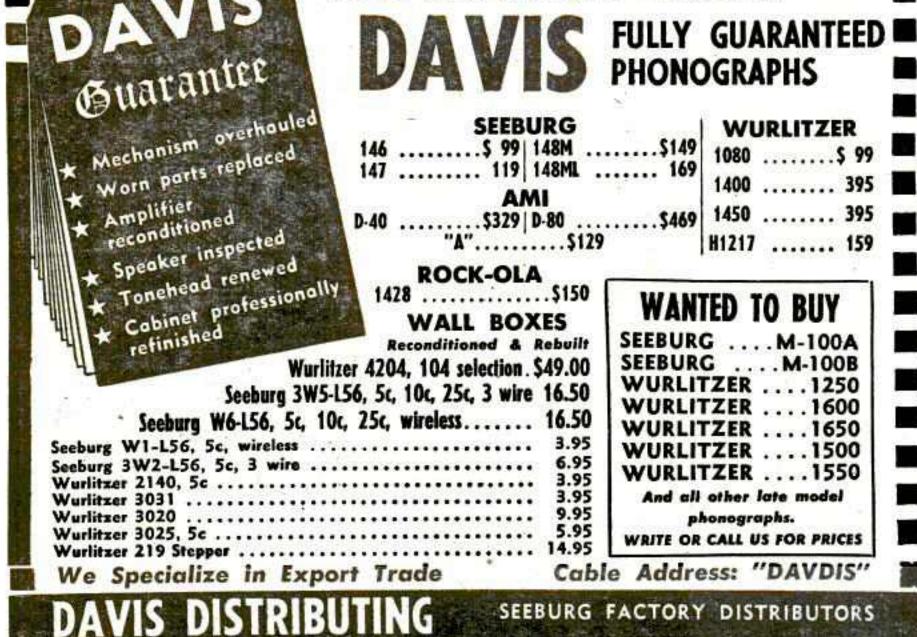
The price: 15 cents. One example cited: The Miracle Theater in Miami, which has been selling an average of 1,000 hot dogs at 20 cents on Saturdays. Product cost-dog and bun-is 71/2 cents.

#### 2. Proper temperature-between New Gum Decals for Vending Machines

LONG ISLAND, N. Y., Nov. 6. -American Chicle Company is which has not yet been location using a new series of point-oftested—is a combination coffee, hot purchase decals for use on vending

The decals, which feature the with such a unit and also a cookie Adams line of chewing gum, have and/or pastry machine located in designs covering combinations of a theater lounge, theater owners several brands as well as single might have a snack in the theater brands for every type of gum

Rapp predicted, could produce av- arrows which run from the picture erage vending sales of 25 to 50 of the gum package to the coin chute.



Branches in BUFFALO . ROCHESTER . ALBANY SYRACUSE, N. Y.

#### Low Prices

• Continued from page 133

only one outdoor unit was in operation in September, 1953. Eight months later, four dairies were operating five outdoor units. Last month, five dairies had 26 units ager for the West Side distributing on location.

46 Quart Average

One operator averaged about 100 quarts a day on a 22 cent vend; when he upped the price to 25 cents, daily sales dropped to 25. Daily average per machine for the State is currently 46 quarts.

Breakdown by location types shows 19 in filling stations, three in apartment buildings, one near a bakery, one in a parking lot and one in the yard of a milk plant.

On the Connecticut indoor scene, 19 dairies are operating 181 halfpint venders, with 133 in factories, 12 in schools and 36 in filling statiions. Daily average is 1,589 units of regular and 929 units of chocolate milk, for a per-machine average of 56.5 half pints.

350 in Operation

Since the survey was taken in January, he added, 11 more indoor units have been added, with 350 milk vending machines of all types now in operation. Connecticut, he said, with only 1.5 per cent of the nation's population, accounts for 3 per cent of its milk vending sales.

Johnson cited the Land O'Lakes operation in Minneapolis as an example of how the outdoor milk vending potential can be realized.

Starting in January, 1952, with seven Ken-Kay units, the firm now has 39 in operation selling half gallons at 30 cents, about 3 cents less than the store price. Each machine averages about 172 half gallons a day.

Multiple Purchases

Then Johnson disclosed that about 90 per cent of the purchasers bought two or more half gallons at

Locations are primarily service stations, who are paid a commission of a half-cent on every half gallon sale. Three factors are considered in the selection of a location; the willingness to make change for customers, long hours to accommodate late evening and week-end business, and a clean, brightly-lit area.

With average sales of 172 half gallons a day, the firm is way ahead of the minimum requirement for a location-100 units a day. No matter what the reason, if a machine fails to produce this volume it is jerked. So far, only tive machines have been re-located.

#### Weekend Business

Business is always heaviest weekends and holidays, and locations seem to do best when there is a population of at least 4,000 in a mile radius, Johnson said. Car traffic, he added, is relatively unimportant.

Johnson also described the growth of City Milk in New York apartment houses. The firm now has about 100 Rowe quart venders in New York apartment lobbies and basements, with a daily average of 140 quarts. Price is 1 cent below store price and 3 cents below home delivery.

He also told of the operation of Johanna Farms, which currently has 20 outdoor venders in the Trenton, N. J. area. With the price set at 1 cent more than the supermarket price, some 60 per cent of the sales occur from Saturday noon to Sunday midnight. The firm feels the advertising value of the venders is of considerable value in boosting retail sales of its product.

He pointed out that in younger groups, chocolate milk is a heavy favorite over white milk, but that among industrial workers and adults, white milk comes out ahead. In one case, where a milk vender was placed next to a soft drink vender, sales were 14 to 1 in favor of milk.

Panoram Operators! **7** FOR SALE

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Overhauled Projectors for Spares. We carry a full line of Panoram

#### COINMEN YOU KNOW

Continued from page 131

Carson and Bert Nichels, of the Nichols Bros.' Amusement Company, in Port Huron, have taken a brief respite from their coin machine routes. They've been spending some time in the Port Huron regions hunting pheasants.

Seen in town was Harold Post, of the Flint Amusement Company, on a buying trip last week and took time out to visit old friends in the coin machine business.

Gust Kotsonis, of the Kotsonis Music Company, who has been in the juke box business since 1937. has been on the sick list with a severe cold. He is planning to expand his route.

Irving Moss, of Moss Music Company, has returned from the Mayo Clinic at Rochester, Minn., and is back on the job handling the lighter duties. His partner is Harry Riche.

Vince Meli, of Meltone Music, and Edward Carlson, of Carlson Music, who is also president of the

#### ABCB to Stage

Continued from page 133

years, several cup vender manufacturers including Cole Products Corporation, are expected to show their products elsewhere during the

Over 200 exhibitors, signed to exhibit, will host an estimated 7,000 during the meet. John S. Fine, governor of Pennsylvania, will address the opening session of the convention Tuesday (16).

Pros & Cons

The pros and cons of bottles and cans will be aired Thursday (18). E. K. Walsh, assistant general manager of sales, American Can Company, will answer the question, "What About Cans for Soft Drinks?" R. L. Cheney, director market research and promotion, Glass Container Manufacturers' Association, Inc., will reply, "What About Bottles for Soft Drinks?"

The fledgling canned drink industry will play an important role in this year's convention. Canned products, firms sponsoring canning operations, and equipment used in the canning of drinks will be shown.

At least six manufacturers of bottle drink venders will exhibit. They are Central Tool Company, Inc.; the Champion Vender Company; General Vending Machine Corporation; Ideal Dispenser Company; Mills Industries, Inc., a subsidiary of F. L. Jacobs Company, and the Vendorlator Manufacturing Company.

New Can Vender

General Vending Machine Corporation, which announced a new four-flavor canned soft drink vender last week, is expected to show the new model at the show. Called Can-O-Vend, it is priced at \$395, handles both cap-top and flat-top

Among the other exhibitors of interest to automatic merchandisers will be Bireley's Division of the General Foods Corporation; Canada Dry Ginger Ale, Inc.; Can-a-Pop, the Coca-Cola Co., Dad's Root Beer Co., Dr. Swett, Double Cola, the Grapette Co., the Charles E. Hires Co., Nehi Corporation, Orange-Crush Co., Pepsi-Cola Co., the Seven-Up Co., the Squirt Co. and the Sun Spot Co. of America.

Much has happened in soft drinks since ABCB held its first exhibit in 1921. At that time, per capita consumption of bottled soft drinks in the U.S. was about 40 bottles, representing an annual production of somewhat less than 200 million cases, and valued at slightly more than \$150 million.

Contrasted with this, in 1953, per capita consumption was estimated at 180 bottles, which means per case production well in excess of Bonnie, business manager of the one billion, and valued at whole- AMOA, has won him the friendship sale at about \$1 billion.

chandising convention.

Miami Communications to: Al Denny 83-3696

Tourists Arrive, Juke Take Up . . .

Music operators report that col-Flint, Mich. Harold was in Detroit lections are beginning to rise now that more tourists are arriving. Altho the heavy influx of winter visitors will not reach a peak for another two months, AMOA President Willie Blatt notes that the play in all locations. More and more out-of-town cars are appear-Miami Beach, he adds.

> Vincent Amato, a mechanic at Cigarette Service owned by his dad, Augie, took as his bride Jean Randozzo in a ceremony at the Delano Hotel, Miami Beach.

The weekly AMOA Bowling ing to all reports. League competition is so well attended that Arnold Rogan, Juke Milwaukee Box Company, was moved to comment: "If only we could get this many people to show up at the regular AMOA meetings!" Advance Music keglers lost a good man when Leon Falcon decided to go back North. Falcon was one of the team's mainstays.

Sam Taran, is proving himself ords were being smashed, but that quite a bowler. The other night he business levels were healthy derolled a wicked 169 for his dad's

Jack Waterhouse, Deale Automatic Music, brought his wife and and the tot's appearance halted all est in the new AMI music box con-

Anita Helen Kauffman, daughter of Jack Kauffman, owner of C & L Amusement Company, became the bride of Stanley Hades, of Key West and New York City, October 22 in Miami. Kauffman's son, Buddy, is back on the route helping his dad after recovering from car accident injuries.

Henry Stone, a.&r. man for De Luxe records, is promoting his vocal trio, The Charms, via publicity in the local papers. Stone the Mitchell Novelty Company. "The important factor," adds Beck, els on company business, while he pinch-hits for Marvin Nocak, King Records distributor, who is away on vacation. De Luxe is a subsidiary of King Records.

Harry Baron is now operating a penny scale route. A veteran of the coin machine business, Baron recently recovered from a heart attack and decided to take things

Willie Levey is recuperating from an operation and expects to be back at his usual seat at the weekly boxing shows in Miami Beach Auditorium.

Coin operators are warned that machines must display City of Miami licenses for the new year by November 1. That's the date when inspectors will start making a close check of all machines on location in accordance with the city's announced policy of cracking down on negligent operators. (See separate story in Music Section.)

Walter Wheeler, formerly chief serviceman for Supreme Distributors, has established his own firm under the name of Supreme Service Company, devoted exclusively to the repair of coin-operated machines. Wheeler announced that he has been appointed by Sy Wolfe, owner of Wolfe Distributing Company in Jacksonville and distributor of Seeburg phonographs in Florida and Alabama, to handle the servicing of Seeburg machines in the Creater Miami area.

The quiet efficiency of Jimmie and admiration of association mem-

United Music Operators, are back | bers. When Bonnie swings into from a trip to Washington where action on critical matters, the dethey took in the automatic mer sired results are usually achieved.

> Lenny Baitler, a trade veteran who once worked for Taran Distributing, is back in Miami after a two-and-a-half-year absence which took him to Venezuela and, more recently, to Key West. He operated and repaired jukes in Venezuela, which he found prosperous and interesting, but not the type of country where he would care to remain indefinitely.

X. Zeverly, Radio Center, is greatly expanding his music route. Zeverly agreed to donate a juke machines are already getting more box for one evening for a Christmas party and dance which will benefit the Crippled Children's Home at ing on the streets of Miami and Umatilla, Fla. The affair is being arranged by the Anna Miller Circle of Miami, working with the Elks of Miami Lodge No. 948.

> Tony Randazzo is the new outside man for the Amusement Machine Operators' Association and doing an outstanding job, accord-

Communications to: Benn Ollman UPtown 3-6018

Juke Takes Good, But No Big Hits . . .

Juke box play thruout the city, according to most operators, has held up fairly well during Octo-Barry Taran, teen-age son of ber. They said that no receipt recspite the lack of any real hit records on the boxes.

Sam Cooper, the Paster Distribubaby to the AMOA business office tors' office boss, reports that intertinues unabated. Contacts stirred up by the recent trade showings, according to Cooper, have resulted in more orders than the firm had anticipated.

> Al Oldrich, Coral Records sales executive working out of the Windy City office, was a Milwaukee visitor. Oldrich made the rounds of key wax accounts and some of the

Coin machine business is holding up well, according to Erv Beck, of is that it takes a lot more work nowadays to get the same results we did several years ago."

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n <sup>er</sup>	1953 Model			Write
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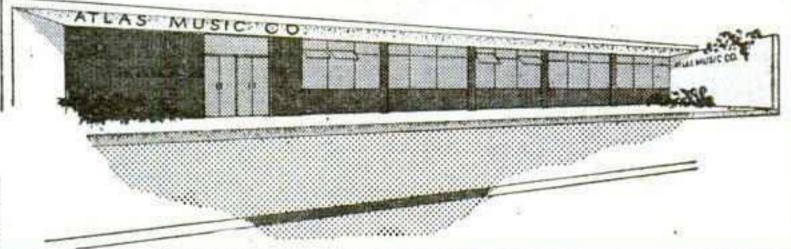
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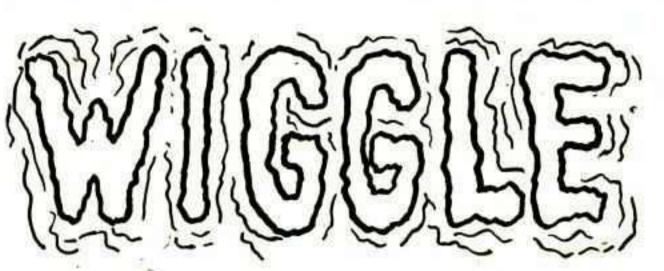
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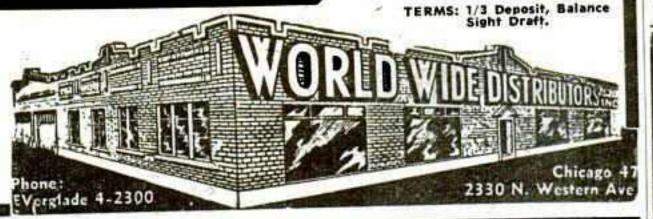
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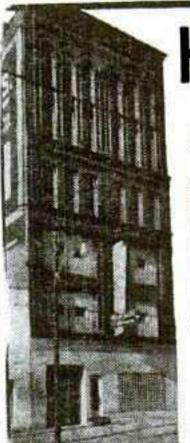
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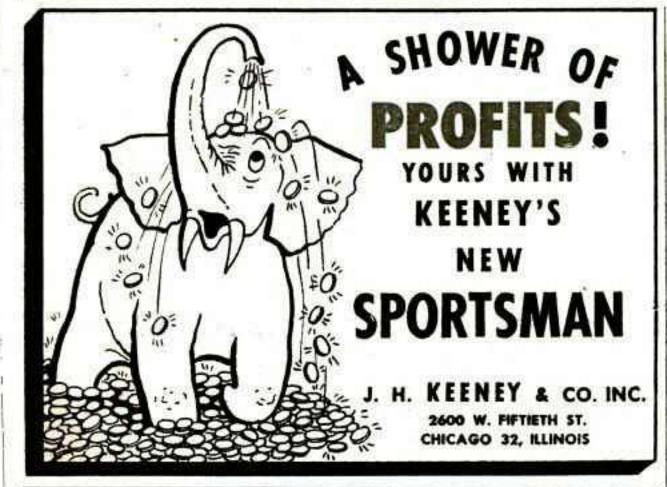
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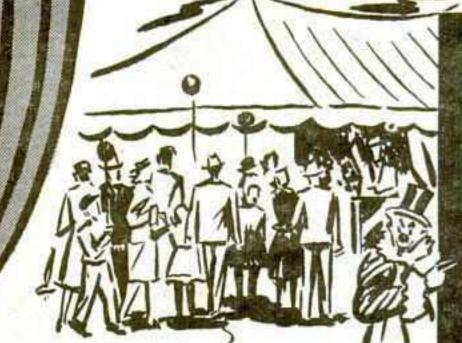
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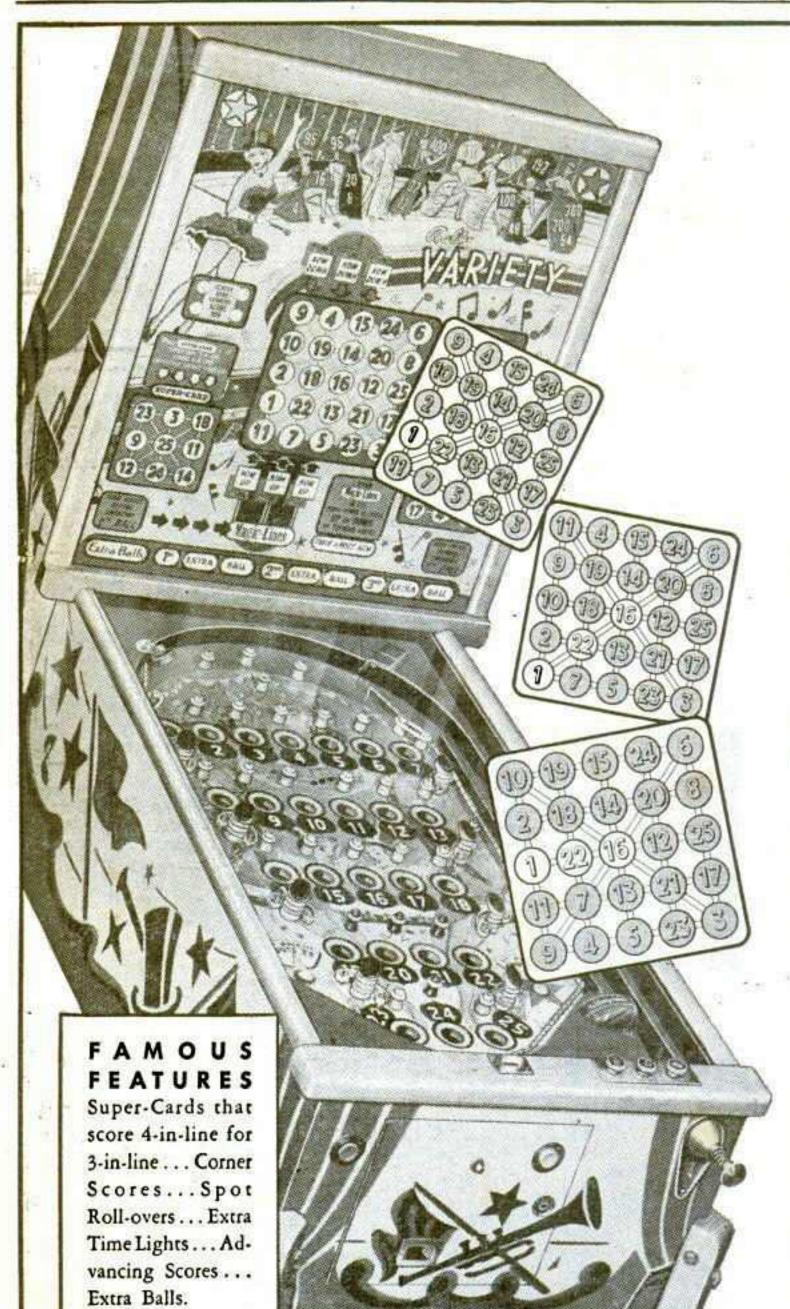
## Bally VARIETY WITH SENSATIONAL

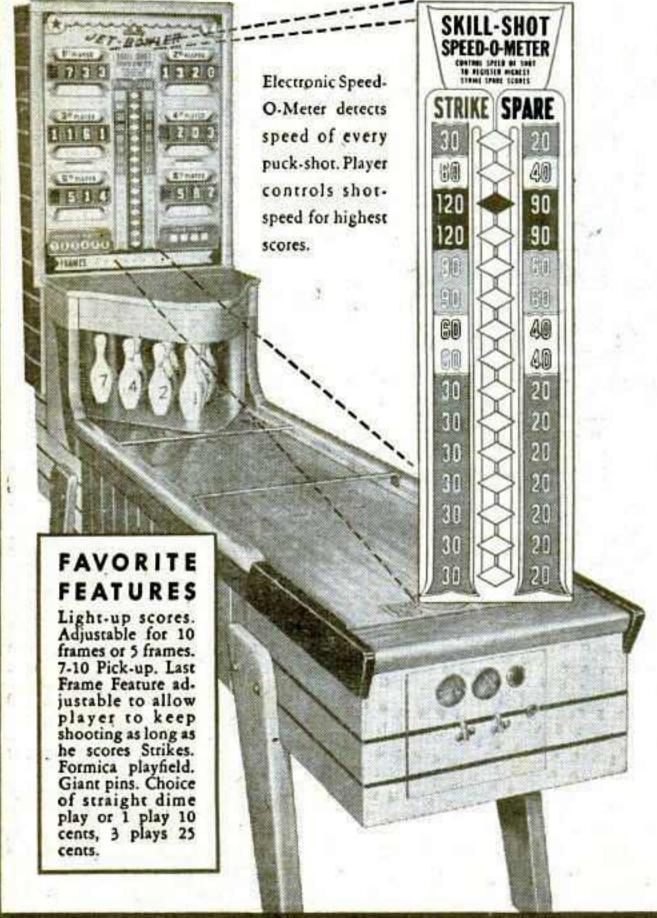
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WITH MATCH-SCORE FEATURES

## Rocket Bowler

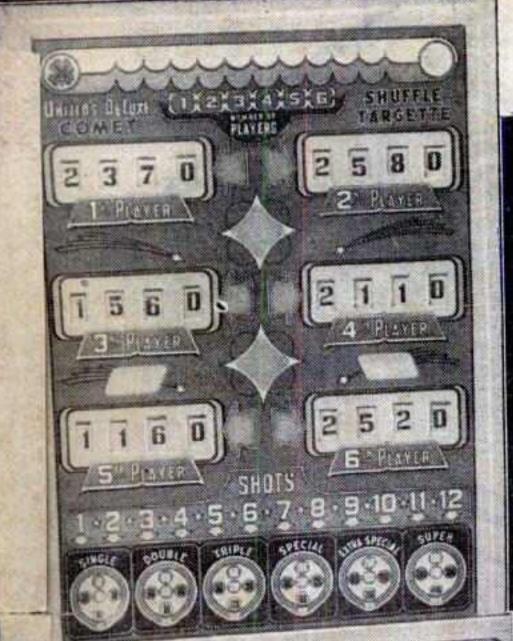
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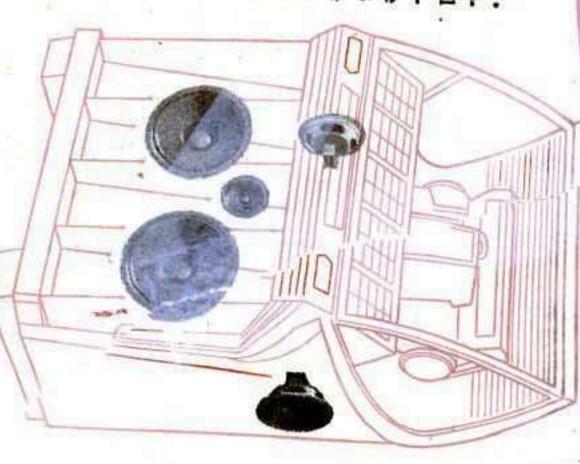
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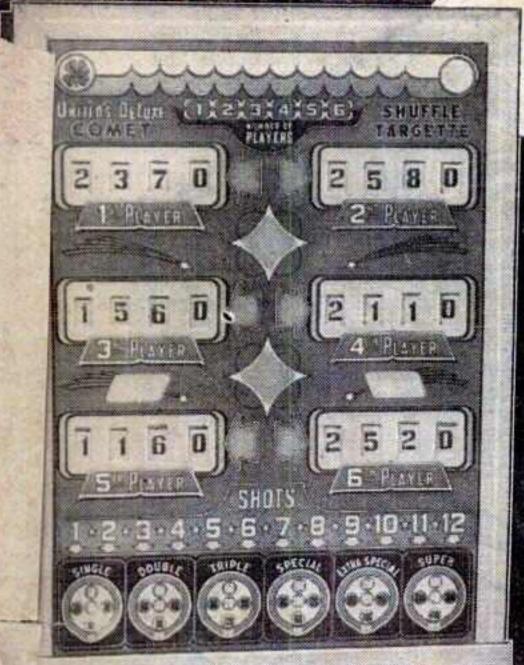
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