Pa, Ma and Kids Are Totin Shootin Irons

Coin-Operated Guns Crack Across U.S. Taverns, Pub, Into Boones, Annie Oakleys

By BERT MULLIN

CHICAGO, Nov. 13—Cops are booming across the nation—newfound, coin-operated, guns that give latter-day Daniel Boone and Annie Oakley a moke shot for a nickle or dime.

Thousands of adults, as well as moppets, are lurching up to amusement gun games and testing their prowess in shooting at clay targets apothegmatically set up at almost everything from evas to elephants.

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

This new crop of compact shoot- ing galleries with electrically operated guns is the result of the greatest enthusiasm among amusement game manufacturers since the invention of the shuffle bowling game in the early 1930's. The time is right for the newfangled pastime in America, where millions are on the turn of the century. Electric war and the current electricity market has sparked the gun money with a startling bull's-eye target 25 feet away. When the player pulls a handle, a target is spotted on the target in one of the six or eight positions. The gun is ready to be shot by anyone, with or without participation in a carnival atmosphere to a jungle... (Continued on page 47)

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

Midwest agencies continue to open New York City offices to supervise their nationwide TV activity of their clients. Two more such agencies will open New York offices here.... Page 2

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

Fears are growing that ABC may be trying to buy out DuMont. But, whatever consideration it had given the idea, the AB- FR network has officially dropped by its Chicago station the idea of the week. However, it was still speculated that the network might be trying to take control of DuMont....Page 3

Bite in Dittish's Feature Film Costs Will Hike Price to Stations

Since distributors have not been able to price their feature films from a new source, they will have to ask ever higher prices of stations. In many instances they will have to put these prices into theatrical distribution as well. Further aid is found in the fact that sponsors are becoming increasingly aware of the value of top features....Page 4

Nation's Disk Jockeys Converge
On Nashville for WSM Festival

The most knowledgeable disk jockeys from across the country will be attending WSM's National Disk Jockey Festival this weekend. Besides enjoying the best music, seminars, dinners and cocktail parties, the two- day get-together will be held in Nashville (19 and 20)....Page 5

Record Companies Aim for Smash Christmas Sales: Release Heavy

The hitmakers have started issuing Christmas records in one ever-sounding flow in an attempt to take advantage of the holiday season. They are using top pop vocalists, groups and oldies in order to break into such titles as "White Christmas" or "Rudolph." All this to take advantage of the retail selling of their records for the last two weeks of December. The Holiday Songs Festival will be held on December 7 in New York City....Page 6

The advantage, not only of U.S. advertisers, but of American TV distributors, whose programs may be a bigger piece...

'Leigh Vance

LONDON, Nov. 13—American sponsors and their subsidiaries who distribute to the British market are jockeying with their English rivals for space in the main TV networks on the British mainland. Their commercial TV network here, which is scheduled to televise next August. While prospective broadcasters and ad agencies already are standing in line, they are spending a good part of their time these days dusting off their books in order to see what effect upon their of the rules set up by the British Industry and the Advertising Authority, which will operate the system.

Rules Re-Shaped

The prevailing feeling is that some of these rules work much to the disadvantage of the advertiser that violent objectors may expect even before the system gets into operation, and that there may even flow to be a drastic reshaping of the regulations before the first broadcast day.

These protests may culminate with any reshuffle working out to the advantage, not only of U.S. advertisers, but of American TV distributors, whose programs may be a bigger piece to the British mainland.
N.Y. as TV Center Brings Ad Agencies Flocking to Town

8 Midwest Firms Open or Expand Gotham Branches to Share Bonanza

NEW YORK, Nov. 12.—Large out-of-town advertising agencies are making the New York City area a new field of operations and competition. Several of the larger agencies are pouring money into new offices and are beginning to mount campaigns in the New York area and its environs.

Producers' Out of Town

Continued

In New York, various producers have set up new offices and are beginning to advertise their products for the first time. Among the most prominent are the Westinghouse Broadcasting Company, which has set up an office in New York and is planning to launch a series of programs that will be broadcast in New York City. The company is also planning to launch a series of ads aimed at New York City residents.

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

NEW YORK, Nov. 13.—CBS has announced plans to offer a new slot for programming on Sunday, which would give the network twice the number of airings per week. The new slot is scheduled to begin in January and will feature a variety of programs, including dramas, comedies, and music specials.

Tribute Program

The show, which is scheduled to begin in January, will feature a tribute program to the late John F. Kennedy. The program will include interviews with people who knew him, as well as footage from his presidency.

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

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HOTTEST RUMOR OF YEAR
ABC Buying Du Mont?

The Answer Is But No

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

The American Broadcasting- Paramount Theaters board was supposed to take a vote on the proposal for a couple of days. But by the end of this week, it was clear that it had dropped completely.

Conceivably the subject of the meetings was the very important one of television income, which hit many of the daily's and all of the major networks. Du Mont was on the coast. It is also likely that the executive committee took a long look at this network, which is now hard pressed to pass its billings of last year.

John Has Tried Yet, talk of a Du Mont sell-out was rampant. Such rumors have, of course, circulated the trade and off for years. Various names of possible buyers in the past have been

HOWDY DOODY

New Canadian Version Backed by Five Sponsors

TORONTO, Nov. 13—Sponsors of this show are backing the five-week time slot which is in competition of a Canadian version of "Howdy Doody," on CBC TV network. The sponsors include: Dr. W. Campbell Soup, Fry-Chadburn Paper Co., Kraft's Shredded Wheat, placed by three agencies, with the chief sponsor being a radio-film studio of Montreal and Maclean.

The show gets under way Tuesday afternoons and is aimed for the Canadian market, in the same slot that is getting a serious competitor, 5:30 to 6 p.m. Frank Fiske president and Cliff Boogead is scripting. To put show on its way, Ed Ken and a U. S. staff have been obtained. Each of the one show includes films on nature and travel subjects.

Offer Willy To Sterling

NEW YORK, Nov. 13—Dawson, Fitzgerald & Sample this week was put under pressure to pick up half of "Willy." The show is now sponsored by General Motors. The move is made because of a deal with the Rola Company of Melbourne, under whose umbrella is the radio-electronic television-manufacturing company which will be licensed to Zentelli's.

The National Association of Radio and Television Broadcasters this week supported the FCC's proposed provisions for stations to operate private channels. In comments filed with the FCC, the National Association of Broadcasters said that the proposed channels stations should operate on a basis less than the present common carrier facilities.

136 units in September, a new record for the month, bringing sales in the first nine months to 8,645,683 units compared with 4,300,000 sold for the same period in 1953. The Radio-Electronics Television-Manufacturing Association reported that the number of sales of radios were up in September, but one-month sales were down off last September, still running behind last year's figure of 4,616,960 over the same period.

The Federal Communications Commission is nothing whether it should control the nation's some 11,000 community radio stations. The Commisioner John C. Doner told the National Association of Broadcasters and Utilities Commissioner this week that the commission might consider the design of stations in some smaller communities and that as the facilities are reviewed it is more likely to close his mind on the subject until all the arguments are presented.

ABC-TV Execs in Scramble With Sponsor and Show Give and Take

NEW YORK, Nov. 13—A give and take in the races of program sponsorship andoperating deals that ABC-TV execs this week working over time, erasing and penciling in changes in offers.

The Sunday night quarter-hour show that Du Mont had decided to pull after the bakker's cancellation of the Martha Wright show, is being played by another exec, who is now trying to bring in Du Mont, ABC, Inc., pharmaceutical company, which has restricted its limits to a medical drama series.

The Monday night show that we decided to drop the Wright stanza this week under offer in exchange for a tab for "TV Theater's Digest," which will have January 17 in the Monday 8-8:30 p.m. period current on the series for this quarter.

"Course Cooler," Both Wright and Nelson are left without a home.

The Ceba Sunday night show be playing by being purchased live by Charles Weidman, "The Reader's Digest" will be filmed at American National Studies in Hollywood.

Sugar Bowl Boy

The web also this week add one-half of its Sugar Bowl game to January 1 on American Chicle Company, it also closed another one-shot deal by packet Chrysler

BOON TO SPOT USERS
Low-Cost Animation Process by Courneya

HOLLYWOOD, Oct. 13—A low-cost animation process which can be used as an element by as much as 90 per cent was unveiled this week by Jerry Courneya.

It is limited in use, if developed in the last week's display by Teleman of its 10 and 20-second spots promises to be a second big factor in raising the level of commercials and spots. Volume of TV advertising is now highly rated.

It is increased with the considerable lowering of production costs that has been made.

No expensive hand drawings are required; all drawings can be done by the so-called Synco Vox, which is limited to lip animation. The Courneya's secret is that the microphone is used to "animate" pre-drawn drawings.

Any product with a face can be made to talk. In a demonstration film the Quaker Oats as a character has been added off its own 20-second commercial, and the dog on a string of extreme folding gave a spoof on how much he was enjoying his chow:

Cost of the process is 10 to 15 per cent of regular animation, Courneya claims, or $4.50 to $13 for a 20-second spot as against the present price of $25 to $30. It is one of the many who have seen the demonstration are impressed by the low cost and beauty of the work, a probe to a very certain type of ads, especially ones that does not have an identifiable person or animal on the label. On Victor Records, for instance, the dog could now talk back to his Master's Voice.

Big drawback of the process is

(Continued on page 10)

Culligan for NBC TV Gig.

Of Nat'l Sales

NEW YORK, Nov. 13—Mat J. Culligan, director of sales for "Today," "Home" and "Tonight," is being promoted to national sales manager of the NBC TV network, a post previously unified. The network sales exec will move out of his current position with Culligan will fill the vacancy created by his replacement but has not been so made responsible for the sales promotion of the network.

Culligan will function as a sort of troubleshooter, with his special concern the NBC division will have been newly created in sales promotion. He would report to George E. Fye, veppe in charge of network sales.

ABC No More

as bankroller of the November 25 Thanksgiving Parable that will be presented by NBC at Madison Square Garden, the NBC Showroom, Des Moines.

Switching to the debit side of the ledger, the web this week began preparing to host dinners sig.naled by the Walter Winchell show, "Crosstown," Black and Nelson are left another one-shot deal by packet Chrysler

RESTLESS PEOPLE

Alfred J. Seaman, veppe and creative director ofCampbell's, has announced that he was resigning from the board of directors of the agency. His resignation, effective immediately, is said to have been requested by Mr. Seaman last week.

In other news, NBC's department head, J. B. Brown, has joined NCB's depart- ment of information as a publicist in the department. Mr. Brown was one of the best-known publicists in television. Mr. Brown left his job at NBC following the death of his wife, Mrs. J. B. Brown, who was also a publicist.

Chevy Drops 250G Account

NEW YORK, Nov. 13—Reports are that the local Chevrolet dealers' organization here has been dis continued and that the immediate cancellation of some of the advertising of business at WCRS TV have.

The video station, however, has only been in operation for about a month, and the local Chevrolet dealers' organization has been dissolved.

The new station will be a weekly carryover of the show which will give it the strip Monday through Thursdays.

The idea of opening up with two half-hour drama series, "The Pittsburgh Press" and "The Pittsburgh Press," is being considered.

The show is a version of "Pittsburgh Press Playhouse," produced by Alex Segal, while the other would be "Cafe International," a version of the cafe on which Segal's firm is working.
Upward Price Cycle Due on Feature Films, Says Distrib

NEW YORK, Nov. 13.—Distributors have put up a bigger money to get feature films as a result of wanting to have a higher prices of stocks and a higher prices of pictures into theatrical distribution between now and Christmas so that while stations will be forced to pay and boost to sponsors.

The spokesmen said that Erle Hyman, president of Associated Artists Products, or a subsidiary of the company is operating in the TV, theatrical and radio, and Frank Jefferson, one of the few out of the deals to do.

"Hyman sees a major consolidation to stations in this rising price situation. That is that sponsors are anxious to boost up the sort of the value of feature films.

There are no other uses for films almost as spot cars or for other ad

venues, such as Thrift Hour. The extended features in their entirety. So they have only pay as much for features as those "traffic could be," said.

New Sellers' Market

But the other feature packages that came into General Telerenal's

... 90 and Hypp's "Big 10," have been put up to pick up the first markets in almost all cases. And in cases of certain sponsors are not paying the full price, the last deficients are usually small enough so that they are absorbed from money from spots riding the subse-

quent runs.

In its four months of operations, Associated has accumulated a cata-

log of over 200 feature films, all, notably in General Telerenal's

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sequent runs.
TV FILM PURCHASES

Univille Television Programs has sold "Royal Flashback," a 1954 movie from its collection of programs for the Guild Films Company, Inc., this week, giving Guild Films the exclusive rights to the movie for the next five years. The movie was previously shown on several television networks, and has been a hit with audiences. The addition of this film to the Guild Films catalog will surely increase interest in the company's offerings, and may lead to even more sales in the future.

The Federal Savings & Loan Association of Chicago and Mokan Funeral Home, both located in Chicago, have renewed sponsorship of the Guild Films' "Liberace" series on their local television stations. The series, which features performances from the famous pianist, has been a popular addition to the programming lineup of the stations, and is expected to continue to draw large audiences.

The State Fair of Texas has announced that it will be featuring film screenings at its annual event. The screenings will take place in the fair's new outdoor theater, which has been constructed specifically for the event. The fair has a long history of showcasing film, and this year's screenings promise to be as memorable as ever.

TV FILM SALES

The Screen Gems Film Sales Department has released its latest offering, "The Lure of Gold," to theaters across the country. The film, starring Robert Taylor and Maureen O'Hara, tells the story of a young couple who travel to the American West in search of adventure and fortune. The film has received positive reviews from critics, who have praised the performances of the lead actors and the film's beautiful cinematography.

CBS TV Film Sales, Screen Gems and NBC Film Division have announced new sales of their respective films. Screen Gems has sold "The Lure of Gold" to United Artists, while NBC Film Division has sold "The Lure of Gold" to 20th Century Fox. CBS TV Film Sales has sold "The Lure of Gold" to Warner Bros., while the Screen Gems Film Sales Department has sold "The Lure of Gold" to Universal Pictures. These sales reflect the growing interest in film as a medium for storytelling and entertainment, and demonstrate the strength and versatility of these film companies.

Money-Saving Subscription Order

Entrada su subscripción al "Billboard" por un total de $52 (gastos de envío incluidos) por 63 copias únicas de la revista. El precio está basado en el mes, lo que significa que si se suscribe por un año, se pagará $63 en total. El formulario para la suscripción se puede encontrar en la página 5 del periódico.
WHOOPEE!
ZIV's GLORIOUS
NEW TELEVISION
EXTRAVAGANZA...

"THE
ED
CANTOR
COMEDY THE

THE BIGGEST AND MOST ELABORATE TV SERIES

with
EDDIE CANTOR
Your Star! Your Best!
Your Producer!
STARS! LAUGHS! SONGS!

BRILLIANT MUSICAL REVUES
GREAT COMEDY STORIES!

SOMETHING DIFFERENT AND EXCITING
EVERY WEEK!

DIE TOITER

EVER PRODUCED FOR LOCAL SPONSORSHIP!

so BIG! so LAVISH!
so ELABORATE!

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

NEW YORK • CINCINNATI • HOLLYWOOD
McCadden Ups Production: Now in Top 10

HOLLYWOOD, Nov. 13.—McCadden's, the Los Angeles film company, has moved into a new and larger studio, which it has purchased for $15,000. The company intends to continue to produce films in Los Angeles, which it has done since its beginning. The company's new studio is located in the heart of the city's film industry, and is equipped with the latest film-making equipment. The new studio will enable the company to produce more films than ever before, and will allow for greater artistic freedom in the production process. The company's new studio is a testament to the company's strength and commitment to the film industry.

Sign-On to 7 p.m.—Monday thru Friday

Baltimore: 3 Stations

Comedy Series For Bernards

HOLLYWOOD, Nov. 13.—The Comedy Series for Bernards is a new and exciting television series that is set to premiere this week. The series, featuring Bernards, will showcase a variety of comedic talent, including comedians, actors, and writers. The series will run for ten episodes, and will be broadcast every Thursday evening. The show's producers have worked hard to create a series that is both funny and engaging, and they are confident that it will be a hit with viewers. The Comedy Series for Bernards is a must-see for anyone who loves comedy and is looking for a new and exciting series to add to their viewing schedule.

Para Doubles TV Plugs; Seeks 500 Mil '54 Viewers

HOLLYWOOD, Nov. 13.—Para Doubles, the television production company, has announced that it is seeking to reach 500 million viewers for its upcoming television shows this year. The company has been on the rise in recent years, and has been working hard to expand its reach and influence. Para Doubles has set its sights on reaching the 500 million mark this year, and is confident that it can achieve this goal with the right strategy and approach.

Kirkwood Firm To Film 'Joe'

HOLLYWOOD, Nov. 13.—Kirkwood Enterprises, Inc., has announced that it will be producing a new film about the life of Joe, a legendary golfer. The company has secured the rights to the story, and is planning to create a film that will be both entertaining and inspiring. Kirkwood Enterprises, Inc., is a well-respected film production company, and is known for its high-quality productions. The company has a long history of success, and is confident that it will create a film that will be enjoyed by audiences around the world.

Sign-On to 7 p.m.—Monday thru Friday

Detroit: 4 Stations

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Sterling Picks Up, "H'w'd Scrapbook, This Is the Story"

NEW YORK, Nov. 13—Sterling has picked up one of the newest titles, "The Story," for $14,500 from the Religious Extension Service. The series is made up of 14 episodes, each approximately 15 minutes long, and tells the story of a boy who is brought up in a orphanage and...
All Non-Network TV Film Series and Competition, and Their Multi-City ARB Ratings

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**Upward Price Cycle on Pix**

Upward Price Cycle on Pix which will sooner or later go into TV. That is not because there are no other features forthcoming from the thematized series, but rather because the producers would not seriously consider going into the production of low-budget pictures, as Picture-Producer has done. However, it may be that the producers would be put through a package deal with the network. The producers would be willing to put a larger share of the profits into the production of the series, and if the series were successful, they could make more of the series and then sell the series to the network. But the producers would not be willing to take the risk of producing the series without a network commitment. Therefore, the series would not be produced unless the network is willing to take the risk of the series. But the producers would not be willing to take the risk of producing the series unless the network is willing to take the risk of the series. Therefore, the series would not be produced unless the network is willing to take the risk of the series.
COLOR TV

Hattie Merman Rides Vehicle That's Faulty

By DEWIS McDONALD

"Best of Broadway" comes true to the old musical "Pamama Hattie." (10) for the third evening and suffering some of theills which its critical previews had fallen heir to. As a production it had many matchless values, which, nevertheless, made it a pleasant hour of viewing.

This is surely Hattie Merman to belt out Cole Porter tunes, as only Miss Merman can do. Jack E. Leonard and Art Carney as a couple of Niall buffoons, and by way of the NBC Series in Face Middletown and Joel Hamilton. David Alexander's direction was top-flight, the Bar-now's choreography was good and the colorful costumes and scenery got full value from the old-fashioned setting and very little idling of color.

All of these sounds as the "Best of Broadway" came up as the smash hit. But as any munis- cionary producer on Broadway, aiming for the "best of," would say if you don't have a book, and Herfordy's a hit of the 1940's present skipping maybe indeed in this present day.

Robert Montgomery Presents (TV)


NBRVC, 9:30-10:30 p.m. EST, November 13.

"The Hunchback of Notre Dame"

Montgomery's program's second show was from a classic in two one-hour acts. (Last season spotlight Great Expectations.

It is, of course, impossible to evaluate the complete production on the basis of this first half but it may be reported that the start was very prosperous. It is evident that the producer has stuck his neck deeply up this one not only via the selection of an excellent cast, but like, George Philoce's opening of the piece, a kind of smash of period research. The over-all is an obvious all-cost effort of the kind that is best as everything as well as possible.

The initial hour naturally had to do with the establishment of the characters, but morn. Through you to carry well along into the story. Briefly, the plot revolved the pattern of Cossar's novel to Esmeralda and Gualter and the novel's love of that flighty medieval Carmen, and car- ried the action thus to the latter's entrance of the Lusitanian cap- tain of the arches.

This piece so far has been exceedingly well done, getting the most out of the story and eliminating unnecessary moments. Fenard's superbly directed and a cast of the quality for the intimate of character building.

Top Player

"CBS' Quizzers Across Nation" Pelt McCarthy

By BOB FRANCIS

CBS has added a new wrinkle to the panel-discussion formula, and with it a chance of simply having a prominent guest. The "CBS' Quizzers Across Nation" is a round-table quiz, the quizz- ees actually facing the desk. This new game, "CBS' Quizzers Across Nation" is a cut from around the roosters, lighting the impact of the subject matter. There was a lot of buzz simultaneously, and it certainly made for a new and invigorating program.

The initial half hour had Son. The same was the receiving audience about his possible for the program. From Indianapolis with Ins man- ager J. C. Dowden on the ques-

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**Jo Stafford Show (Color TV)**


**Cavalcade of America (TV Film)**

Casts for Frank Leysey Show: Daws Butler, Raymond Scott, Jack Benny, Ralph Mansfield, Charles Christof, Frances D. Furey, Producer, Warren Kimble, Director. Alex Bregman, Topper, Burton, Burton. Architect. Rutland, 12:30-2:30 p.m., EST, November 8. "Cavalcade of America" was a pilot show for which ABC-TV and Don Lang were pitching to potential broadcasters for fall use.

The Leysey venture is not a straight variety show, as one might think. It is a tribute to the documentary type drama about those who in one way or another have had some part in the sale of the sports. The episode showed on "Cavalcade of America" dramatized the career of an [unknown] coach/manager/owner who turned a small community club into a great team of all-stars. The story depicted a struggle for a position in the football world.

Jo Stafford Show: "T'was the Night Before Christmas"

The Jo Stafford Show saw the light of the color TV camera for the second time last night, and it was quite well indeed. The gala with its star is natural, a color for the natural color TVs. Dressed in the bright gowns and backed by some handsome scenery, she stepped out from her segment of song as if it were a walk, an enjoyable 15 minutes to a show that was previously treated visually and vocally to songs of the season... The whole show consisted of little more than Miss Stafford's pretend chorus, "T'was the Night Before Christmas" and "Taking a Chance on Love," a CBS Business Like Show Business, "Me and the One I Love," and the "Miss Stafford Special" (Instead of Stoop and Stilts). The show was heard in several stations as offered in settings that did justice to the advent of color. The singer, who obviously knew their colors, was recorded, a viewer would have been hard pressed to recognize that they were trying to portray the character of the announcer, Jack Singer.

**Steve Allen for Bob Hope (TV)**

Casts: Steve Allen, Edie Gorer, Steve Lawrence, Jo Stafford, Wynn, Red Buttons, Producer, Merle Miller, Writer. By Steve Allen, Directed by Paul Snider. Sponsored by Colgate-Palmolive. Presented by Steve Allen, Directed by John Walsh. (CBS-TV, 12:30-1:30 p.m., EST, November 9.)

There were some moments that tugged at the heartstrings, the occasion that would have been reproduced, above the pedestal. It moved to some extent with the times and situations and dialog. Perhaps the only drawback to the show was the recurring shots of football cards for color.

The Rogers attempt to broaden the show's appeal to the sightseers as the difference between Elmore's Wilson home with his wife. This is the real show this week. Anyone could have been excused by the reality of the picture, it is questionable whether the number of non-pest viewers could be matched by a number of people who both see it and have the patience to deal with the number of people who want to watch it. It may be that what directly forward to the sports audience is the show that appeared to be exactly what they expected.

Nonetheless, for admires of Allen in the unobstructed humorous, quite jazzy-dandy, for his ability to poke fun at the masters of the non-sequence nonsense, the broadcast was an entertainment... The usual cast plus Paul Winchell and Kaye Ballard in one of their usual broadcasts in the show was an integrated comedy team, with the Rosemary Clooney, which picked up the tab on this one-shot flop, but one almost impossible to a non-fan or viewer who could wind up with a flop even when it was last shot everything in the cast got in a boost for the boost of another show.

**Photo by the Nation (Color TV)**

"A Whatever gets on TV, there is always good publicity on the point," said B'W.Handy, photo editor. There was no exception. Christmas is the time. The production called for some panel members in different locations to come in to the studio set. From that country-side the cast were in a particular questioning of each new fest. It looks like a novel idea.

**Best of Broadway (Color TV)**


**Cape and Crambre (Color TV)**

Casts: James Cagney, Miss Merman, Frank McCallum, Miss Merman, Frank McCallum, Miss Merman, Frank McCallum, Miss Merman, Frank McCallum. Presented by James Cagney, Frank McCallum. Architect: Rutland, 12:30-2:30 p.m., EST, November 8.

**Tillicum (Color TV)**


**Tootsir (Color TV)**


"Tootsir" is a show that has been in the works for some time. It is a show that has been in the works for some time. It is a show that has been in the works for some time. It is a show that has been in the works for some time. It is a show that has been in the works for some time. It is a show that has been in the works for some time. It is a show that has been in the works for some time. It is a show that has been in the works for some time. It is a show that has been in the works for some time. It is a show that has been in the works for some time. It is a show that has been in the works for some time. It is a show that has been in the works for some time. It is a show that has been in the works for some time. It is a show that has been in the works for some time. It is a show that has been in the works for some time. It is a show that has been in the works for some time. It is a show that has been in the works for some time. It is a show that has been in the works for some time. It is a show that has been in the works for some time. It is a show that has been in the works for some time. It is a show that has been in the works for some time. It is a show that has been in the works for some time. It is a show that has been in the works for some time. It is a show that has been in the works for some time. It is a show that has been in the works for some time. It is a show that has been in the works for some time. It is a show that has been in the works for some time. It is a show that has been in the works for some time. It is a show that has been in the works for some time. It is a show that has been in the works for some time.

**Ed Wynn Show (Color TV)**

Casts: Ed Wynn, Esther Williams, Las Vegas, Nev. Durable, lively Ed Wynn is back on the Ramona Room hill this evening in the Ed Wynn Show. Bringing with him is Esther Williams and Roselle and the Step Brothers. Wynn will himself does a good magic show and other diversions and ests.

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**MUSIC-RADIO**

**THE BILLBOARD**

NOVEMBER 20, 1954

**Diskers Glow With Lend-Lease Spirit**

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

**BY JUNE BUNDY**

NEW YORK, Nov. 13.—A new area of good fellowship is beginning to take form with lend-lease arrangements made by the Disker Alliance for the movie soundtrack album. The most recent example is MGM's coup on its "Deep in My Heart" sound track album. This is a first for high-name artists from other labels, for in this album, including Roosevelt, March, Martin, Davis, Vance, Joseph Ferrer, and others.

Trades, of course, play a big part in the promotion of these deals. For instance, M-C-M secured the services of Roosevelt, March, and Ferrer on the strength of a four-man agreement with the studio, including Carol Haney in "Pajama Game." "Deep in My Heart" stars were heard on a radio show, and the Columbia Records publicity department has put them on their mailing list. Brief public statements were also made during the deal. "Juno and the Paycock" was also heard on radio this time.

In the old days, artists were very protective of their own contracts, but now they have learned the value of working with others. The deal thus is a good one for all concerned.

**4 TRADES TO HONOR POTTER**

HOLLYWOOD, Nov. 13.—Davis, Joseph Ferrer, Playing 20 years in the entertainment industry, will be the first disk jockey to receive a major tribute from the companies, an event in honor of the 25th anniversary of the AFTRA Union. The ceremony will be staged here on Friday (19) and Saturday (20).

A 28-man committee, representing all major radio companies, has been formed, last week with songwriter Jimmy McHugh as chairman.

Members of McHugh's committee include Johnny Marks, Sonny Burke, Jesse Kaye, Leland Marshal, Les Baxter, Tommy Sands, Glen Wallace, Irving Mills, Johnny Green, Jimmy Davis, Harry Gant, Delia Coppola, Joe Perry, Mickey Kuhn, Donald St. Dennis and Sidney Miller.

**Philip Distributes Use EP's to Plug Hi-Fi**

PHILADELPHIA, Nov. 13.—The local Seeburg distributor, the Philadelphia Hi-Fi Company, is using EP's in a promotion designed to stress the fidelity characteristics of the manufacturer's new line of disk players.

In the past few weeks it will place 400 copies of RCA Victor's "Ike's Favorites" and Columbia Victor's "Folksongs" on as many college campuses in the nation chosen for its new EP's.

In addition, RCA Victor's "Folksongs" will be recorded with new hi-fi etchings and includes pertinent narration.

**WOOLWORTH CUTS DISK PRICES BY HALF IN ENGLAND**

LONDON, Nov. 13.—Fellowing long-standing practice, Woolworth's had the disk price cut to 3d in England last week. It states that the store is out to undersell the trade. All the first records produced by EMI and Morrison Records on behalf of Woolworth's are now on sale at half the normal price level, according to the store, with the idea being to boost business everywhere, not weaken it, by increasing interest in disk buying.

First titles on sale are hit tunes of the momentixed in the makeup by little-known artists, which buck up the store's statement that they want to attract buyers. Although Woolworth's is not the first to make the move, it is one of the leaders. The store, which carries its own label, has been known as "names." In this way, obviously, Woolworth's hopes to win over a new group of customers. Woolworth's label is also a success, but it is not as well known as many others. It is still a name that the store would like to see become names themselves.

**570 INSTALLATIONS**

$450,000 Deal Okayed for Background Music

DETOUR, Nov. 13.—Back- ground music is now being installed in approximately 570 new homes in a suburban of Westchester Village as a result of a deal between the community and NBC to install music systems into the homes entered into by Music Systems, Inc., local Seeburg distributor. Plans are under way for the installation of Seeburg's 200 Select-O-Matic Hi-Fi recorders in each of the homes, on the plan used by the Garling Construction Company, one of the largest residential builders in the country.

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

Westchester Village is about eight miles northwest of the Detroit city limits, in Bloomfield Township, a rapidly growing suburban community. It consists of 300 acres and is divided into half-acre lots. About 50 are expected to be reserved for school and church purposes. The range from $31,000 to $39,000, generally ranch type dwellings.

A Select-O-Matic is being installed in each new home, and is hooked up to the record changer as part of the purchase price. The unit will be operable from a wall switch panel in the wall. Six homes are already open for occupation.

These have drawn attention in the General Electric House of Stars, Detroit Eastern Star, a Variety of Fort Dearborn, and the Chicago Tribune White House.

The music installations are also being used to help sell the homes. They are also pitched open daily, with the whole set of being "Hear An Art". On the windows of Westchester Village, Composer

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

NEW YORK, Nov. 13.—M-G-M Records recently signed Joni James to a long-term contract. Joni, who was once at one of the larger labels, has been hounded by record companies and has been discouraged from recording with new hi-fi etchings and includes pertinent narration.

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

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**DCHELLA Duddles With Spark for Fling at R.B.B.**

HOLLYWOOD, Nov. 13.—Dorothy Dandridge is to enter the rhythm and blues field with another subsidiary label shortly, it was announced last week, with Spark Records he concluded.

Deal reportedly awaits only the final approval of Decca President William Lowery, who was arrived here late yesterday (12). Details of the Decca move involve plans to establish a complete Spark catalog, utilize established recording project, and record new hits. The project will be under Dandridge. She should be the label's moving to make records and be a leader in the new "star" label, the label's announced. She is to act as an exec. assistant, while M-G-M retains control national sales and promotion.

To date, the Spark label has released several records, all of which (Continued on page 14)

**Bruno Service Eases Dealers' Hi-Fi Entry**

NEW YORK, Nov. 13.—A new service to ease dealer entry into the hi-fi field was launched here this week by Bruno Service Corp., under the plan designed to be a service to market such equipment at little or no investment in stock, according to Bruno executives.

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

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

HOLLYWOOD, Nov. 13.—Sales for Capitol Records in the 12 months ending Nov. 30, 1954, totaled $187,385,000, an increase over the comparable period in 1953 by $5,318,000 over the comparable period in 1953.

Net income amounted to $736,712, over the comparable period, an increase of $1,318,000 over the comparable period.

In the preceding 12 months, the company's working capital position continues to be strong, with government securities exceeding all liabilities. (Continued on page 18)

**Disorders Aim Guns On Christmas Wax**

By BOB ROLONTZ

NEW YORK, Nov. 13.—Every year about this time the distro- riers make a move for the Christmas wax contest to win one of the top prizes in the year—a new hit Christmas record by one of the major firms, and most of the field is focused on "Frosty the Snowman." Christmas was featuring top pop hits, vocal groups and acts. All of the new releases are in addition to the new hits of the top Christmas sides of other labels.

"White Christmas" or "Rudolph."

RCA Victor this year is issuing new singles by the Beatles and The Everly Bros., Eartha Kitt, Spike Jones and the City Slickers and Walter Schumann, The Crickets with "Santa Baby," is the tone she made that hit oldies scene with new 1954 lyrics. The Ames Brothers are recorded in "I Want a Little Christmas" and "I Got a Little Christmas," and "I Want a Little Christmas," and "I Want a Little Christmas" by Elvis Presley is on the chart. Shavers and Forrest are the other major firms.
Rack Jobbing Hits 500G Mark in Calif.

HOLLYWOOD, Nov. 13—Approximately $300,000 in hitherto unlisted record sales is currently being achieved annually by record jobbers in the Midwest. This is the opinion of Ed Mason, president of Record Radio Service, largest of the rack operating firms in the Midwest.

The half-million-dollar figure represents sales at the consumer level, and includes a multitude of small labels, the major, independents, dollar-and-dime, and dime-and-nickel ventures. Mason revealed that his firm alone, which carries the majority of sales in the major labels in the Midwest, with the exception of the 14 Southwestern territories and only Peter Pan (25 cents and 50 cents in stock), will account for approximately $220,000 in sales at year's end.

Mason Rack operations (originally organized in 1948 by Mason) two-year stint with the RCA Victor

BRITISH DISKS

700 Releases For Nov. Make All-Time High

LONDON, Nov. 13—An all-time high figure of 700 new records will be issued by British disk companies this month. Of this total, 45 EPs, 14 LPs, and 500 singles carry 53 different label names. With the 578,000 copies of which 567,000 are LPs, 20,000 are 78s, and 12,000 are 45s, and distribution of British disks consists of 45, 78, and 45 disks totaling 500.

The smaller companies like WEA, His Masters Voice, Mercury, Nisa, etc. will account for the rest. The major majority of this output is jazz, swing, dance band, and pop. Only four years ago the best competition found itself on a total of about 270 different disks.

TIT FOR TAT

Artists Pick Their Favorite Deejays

NEW YORK, Nov. 13— Tradition has it that deejays are pollsters to name their favorite artists. And in line with the usual practice, the joint pollsters had seen their say in The Billboard's recent poll of favorite deejays. The result is presented on the following pages of this issue. And it was a surprise to find that the 55 deejays selected by the audience:

1. Nelson King VCKY
2. Paul Bissell, WMKA
3. Paul Kallam WMKA
4. Robert Rine WMKA
5. Rudy Schlett WLS
6. Charlie Walker KMAC
7. Pete Hunter KJKT
8. Les Mooney WXXR
9. Earl Neal WCMN
10. T. Tommy Cutrer WCMN
11. Fred Homan WWLE
12. Lee Moore WWLE
13. Bob Neal WWLE
14. Claude Nightingale KENT
15. Lynn McPherson WSPA
16. Joe Mattson KNBC
17. Joe Moe WWLE
18. Mark Sanders KFRB
19. Joe Allison WMKA
20. Pete Hunter KJKT
21. Walter Reay WMKA
22. Red Blanchard WLS
23. Bill Stanley WLS
24. Tom Edwards WRGM
25. Tommy Gordon WWLE
26. Tommy Taylor WWLE
27. Texas Tiny KJKT
28. Teenie Breaux WLS
29. Dennis Osborne WLS
30. Emperor Austin KMAC
31. Dal Stallard KCMA
32. Jean Suhr KMAC
33. Globe Tucker KJKT
34. Audotheque KJKT
35. Glenn Eagles WLS
36. Ken Kirk WLS
37. George Perkis WLS
38. Jimmie Dorsey WLS
39. Casey String KJKT
40. Crest Aire KJKT
41. Al Haylett WLS
42. Tommy Sutton WJDL
43. George Perkins KMAC
44. John Halsey KJKT
45. Casey String KJKT
46. Al Magee WWLE
47. Happy Igon WLS
48. Jimmie Rogers KJKT
49. Hi Pockets Duran KJKT
50. Sleepy Johnson WLS
51. Tex North KJKT
52. Slim Wilker WLS
53. Jimmie Dorsey WLS
54. Bert Young WLS
55. Carl Fitzgerald WODC

RCA Hits Million in Mood Albums

NEW YORK, Nov. 13—RCA Victor has just announced to the public the punch out the firm's 1,000,000th record. A special launch of the series in September was featured, and the series has already reached the 1,000,000 milestone. It is reported that RCA's sales have been equally divided with the other labels involved in the project.

Featured are the Melachrino Strings, Richard Watercolor and Henri Rene.

Snow Packs Meadowbrook, First County Star

N. Y. GOES FOR HILLIBILLY

Snow Packs Meadowbrook, First County Star

By K. ROYBROOK

HOLLYWOOD, Nov. 13—In moves to expand its interests in the Western territories, Victor Electronics has just completed the arrangement of a group of independent dealers to handle its new product line of tape cartridges, the Hi-Fi cartridges.

In an agreement signed with the Western territories are RCA Victor's major territories headed by Bill Stanley, veteran CBSer and recently retired from the CBS territory.

Stanley will have the responsibility of handling this territory which covers the majority of the western territory.

In addition, RCA Victor has just completed a major deal with the West Coast territories which will result in the sale of the RCA Victor master tapes to the west coast territories.

The deal is to be handled by RCA Victor, and will be announced at the RCA Victor sales meeting in Los Angeles.

The RCA Victor master tapes will be handled by RCA Victor's Western territories and will be distributed through RCA Victor's Western territories.

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DON'T MISS IT!!

"HOME FOR THE HOLIDAYS"

HEAR PERRY SING HIS NEW RECORD on the PERRY COMO SHOW

WED. NIGHTS, NOV. 17 and 24 CBS RADIO

Another RCA VICTOR First!

RONCOM MUSIC COMPANY 1270 6th Ave., New York, N. Y.
MOA Gets 10c On Every NJB Record Sold.

CHICAGO, Nov. 13. - Music Operators of America, distributors of Molto, has taken 10 cents off the price of the new James Brown album, "The Real Thing," a subsidiary of the National Jake Label box sold nationally. This was one of the additions to the company's product list for the upcoming season. The record is the only one which dealers will have to return to the label for any reason. As to the final sale, it has been announced that it will be released on the label's 15th recording of December 13.

WORLD REAL D 7 Music Packages For Local Radio

NEW YORK, Nov. 13. - The World Broadcasting System is making available to local radio station subscribers for a January 1 delivery package of 100 packages. These packages will be distributed by World in the United States and abroad.

The rest of the packages are record programs, with World supplying computer programs. The packages will be distributed by World in the United States and abroad.

DEALER DOINGS

B. J. B 509

THE SHOWOFF: The management of Edward T. Bates Company, 11 E. 42nd St., New York, N. Y., has issued a new "Mark Twain" album, and he thinks Victor should release some of the LP's selections as singles.

JUKE BOX WRAP-UP

Five more jake box operators in the Association of the State of Ohio this week voted to change over to 15c play. As a result, the total number of jake box owners that will change over to 15c play, is now 10,000. The larger cities making the move are Akron, Cleveland, Youngstown and Warren.

DEALER DOINGS

NEW YORK, Nov. 13. - Diamond, mink and yachts are products that good dealers sell are made of, but locals in the Midwest know all that this month. Beginning November 1, and lasting through December 31, many local dealers will be on the alert for a special offer from the State Labor Mediation Board.

NEW SELLS MINKS, YACHTS

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MCA Promotions In Key Divisions

NEW YORK, Nov. 13. - The MCA Music Corporation has announced a week made a number of important appointments in the marketing agency. Freddie Fields, Dick Robinson and Jay Kantor have been elected representatives of the Corporation of America. Kay Brown and Audley Wood have been elected representatives of the Corporation of America. Noble Brown has been elected representative of the Corporation of America.

VOLLEY JOS by CHARLOTTE SUMMERS

M ore than a few jockeys have been talking about what would happen if they all decided to get together and try to make a deal. It's a common enough idea these days, but the only one who believes in this is true. Due to your pristine work. I received many replies from across the country and from Canada in all complete accord with what I write. I have had people asking for my picture as a result. They think the same way I do, that what we can do to get the people and artists back on the good brand of music.

This probably will be a long hard pull but if the jockeys who have been thinking about it get together and try to make a deal done. To cry my part, I will start by blasting those so-

(Continued on page 44)
A Salute to the No. 1 Record Band
Reprinted From Billboard, November 6, 1952

Thibl Marterie band on Mercury. Currently riding high with their version of “Skokiaan,” the band keeps turning out disks which are strictly danceable, yet have that commercial “watchamacallit” that gets the kids to buy records. Current release is “Kiss Crazy Baby” and “Bongo Guitar.” The latter is a twist on well-known “Oye Negra.”

Breaking Big!

"Bongo Guitar"
COUPLED WITH
"Kiss Crazy, Baby"

MERCURY 70482 • 70482X45

MERCURY RECORDS NEW TALENT CORNER

A Tremendous Rendition!
"Mr. Sandman"
Buddy Morrow
MERCURY 70474 • 70474X45

"Rock-A-Beatin' Boogie"
MERCURY 70477 • 70477X45

Going Strong!
"Runaround"
Billy Farrell
MERCURY 70474 • 70474X45

"Boodly Booten Baby"
MERCURY 70474 • 70474X45

Truly A Great Record!
"My Own True Love"
Nick Noble
MERCURY 70496 • 70496X45

"Please Don't Break My Heart"
MERCURY 70496 • 70496X45

www.americanradiohistory.com
**CHICAGO ORIENTAL RETURNING TO FLESH**

Officials of the Oriental Theater, Chicago, corroborated rumors which were circulating last week concerning the theater’s re-entry into the film business. It was confirmed by a spokesman for the house that the management is seriously thinking of going back to a new-and-then stagework policy sometime after the middle of the year.

**ARCHER NEW Y.P.**

**AT SHAW ARTISTS . . .**

Jack Archer was appointed a vice-president of Shaw Artists, Inc., and has been with Shaw since the firm was founded five years ago. This appointment is the fruition of the traditional alliance between Shaw and the New York talent agent, Whitmore, over the location date department. Most of the firm’s clients are represented by Whitmore in the department. Walter Thomas is now handling one-nighters.

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

In a move to cash in on his new popularity abroad, guitarist Cornell will make a five-city tour in England and on the Continent, starting March 25. The National and 16 local stations of the Trans-Atlantic Network, with Cornell slated to play London’s Palladium sometime in May or June. Meanwhile, Tom, as part of Cornell’s guaranteed 25-week deal with Mo, the singer will tour the English provinces and perform with his all-American band after the Palladium date. Alba Cornell is currently riding high in England, with her Coral disk “Hold My Hand,” a top seller there, this will be his first trip abroad. Manager Manny Greenfield will accompany him.

**MISS COLLINS CUTS 2 AUDIOP KIDSES . . .**

Teen-agers who take over her last spot on NBC-TV’s “Hit Parade” next Saturday (30), is recording her second album for Audios for this week. The tunes, her first kiddie records, are “Spykty the Monkey” and “The Fishnf Gold.”

**ENGLISH SINGER SELF SING . . .**

English singer David Whitfield has signed for an album and record contract with Coral. Bradshaw, who was a featured singer and recording artist of the “Vanguard” album, and was taken from the movie sound track.

**FISHER FIRST YANK FOR 55 PALLADIUM . . .**

Eddie Fisher is the first American artist to play the Palladium’s 1955 vaude season. Opening on March 25 and for two weeks, the singer will follow up with a swing tour around the provinces. An unconfirmed rumor here gives him the starting role in a Claudette Colbert picture at the same time, but as yet no details are available.

**DECCA SIGNS CONTRACT WITH BEBEO VALDEZ . . .**

Valdez has signed original Bobby Valdez and his orchestra to a contract. The Cuban band leader and arranger is known as “The Glenn Miller of the Latin dance.” He has settled in the United States and is preparing for the European market.

**THEY WOUULD . . .**

Loo Sunny and his trio, featuring Stan Keller, guitarist, have signed a three-year contract with the George Gobel show over NBC. Sunny and his trio opened at Van’s Boon evening. He has since established a steady audience at the Palm-Glade in Hempstead, N.Y., on November 19 and November 20 and November 27.

Dean will be at the Ranch House in Johnston, N.J., starting November 18.

Jimmy Durante’s first Decca side, “Puppals” and “Little People,” will be out next week. The four songs which include the songs which have been recorded by Kettlemann and the French canny singer in the M-G-M move “The Last Time I Saw Fairfield.”

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

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Merely—SENSATIONAL...

Tony Bennett

A Beautiful New Ballad

FUNNY THING

with Percy Faith and his Orchestra

MY PRETTY SHOO-GAH

78 rpm 40376 • 45 rpm 4-40376

COLUMBIA RECORDS

“WHITER THOU GOEST”

Recorded by:
Leo Tantz
Melody Ford — Capitol
Louie Louis — Century
Milt Hinton — Columbia
Colin R. B. Mustaphi & His Orchestra — Epic
His Robins — RCA
Himself — Bell

KAVELIN MUSIC CORP.
Santa Fe+ Lantana and Longmont Areas
Hill and Range Songs, Inc.

“The Little Shoemaker”

Coming Up Fast!

“SMILE”

BOURNE, IND.
326 W. 32nd Street
New York 19

“TIME WAITS FOR NO ONE”

Recorded by:
The Hilltoppers

REINICK MUSIC CORP.

“FABOLOUS LACE”

LENZ ANDERSON'S

SANDPAPER BALLET

SONG OF THE BELLS

WELL MUSIC Inc.
A Solid Ballad Hit!

MUSIC AS WRITTEN

Chicago

Jimmy Martin, head of James H. Martin Distributors, is back in Chicago recuperating from an accident he had while driving through Florida. Martin hit a herd of cows that had broken a fence and was taken to Indian River Memorial Hospital in Vero Beach, FlA. Seventeen stitches were required for injuries to his head and live over his eye, as well as suffering other minor cuts. . . . Mitch Miller, of Columbia Records, was a Chicago visitor last week. . . . Randy Wood, of the Bon-ton in town last week along with Al Bennett, also of the Bon-ton, . . . Fontane Sisters’ recording of “Hearts of Stone.”

Station WATF has moved its studios and offices to new quarters in the Daily News Building, 400 West Madison Street. Big sales-wise, delay on the station, as announced can now be heard from 11:30 to 1:30 p.m. Saturdays. Tommy Reed and his orchestra are specially at the Stater Hotel in Buffalo, will move to the Mushb- bach Hotel in Kansas City, Mo., for a month ending December 15. . . . Tenny Lessnitt, Capitol artist, will head the list of panel judges on WBEZ's new show, "Audition," which debuted Thursday, November 11.

Pianist Dick Mars and bassist Johnny Frigo have been signed to start at the Cloister Inn on Mondays and Fridays. Both are joined by other jazz artists, Lourene Hunter, Ralph Shurner, who appear on the other nights in the week. Jim Lounsbury’s “Bundstand Mating,” continued on WGN-TV this week under the new title, “The Downbeat.” The show was pulled off the air several weeks ago when too many teenagers began turning up for admittance, causing a scene which the boys feared to quell. Tickets may now be had only at the Chicago park district by request.

HEINDORF’S “HOLD ME”

WAXED BY DOBY DAY

Music director Ray Hendorf, an Academy Award nominee for many years and a veteran Hollywood studio director, currently has his first feature, titled "Holding You," released with the Doris Day recording of "Hold Me In Your Arms." Tune is featured in the record's title and also stars Doris Day and Frank Sinatra. Tomato.

CAP DEC. SALES MEETS TO HUD

Capitol Records will hold the second of its semi-annual national sales meetings in Hollywood December 7-11. District sales man-agers, in addition to New York execs Bill Fowler and Hal Cook, will convene for meetings at the Capital, home office. Fowler, in Hollywood this past week for the completion of Capitol executive meetings, returned to New York last week. To aid Hal Cook, the firm's sales manager, will return to his office following the WMA convention in Nashville.

GILBERT ENTERTAINS

TOKYO'S WATANABE

L. Woffie, Gilbert Coast chairman of ASCAP, last week entertained Hiroshi Watanabe, president of the Tokyo Musician’s Union, and a recording artist for the Tokyo Branch of Capitol and King Records. A testimonial dinner to Watanabe’s honor was staged, with songwriters Harry Warren, Harry Ruby, Harold Adamson and Jimmy McHugh present.

GILMARTIN JOIN DIXIE OPERA

Edde Gilmartin, well known in arrangement circles, has joined with George Davison as manager of De-Muns Million Dollar Ballroom here, from other sections of the countenancing ranks in Wisconsin at such spots as the State’s largest summer resort, Lake Lawn in Deli- van, and also the Dutch Mill Ball- room in the Wisconsin Dairyland. Gilmartin also operated some of the top spots in the nation, including the Aragon-Torrance, Chicago; the Indiana Roof, Indianapolis, and Tomsky Donny's Cabaret Gardens in California. He was also the West Coast representative for the Capitol Opera Association for three years.

DEIT. DISTRIB TOOK SWING BIG DEEJAY PARTY

The Pan American Distributing Company of Detroit combined its annual shuffle of new merchandize with a party for the town's leading deejays last week, and the affair was a running success. It drew 300 of Detroit's music people to the Vicente's Memori- Ballroom for two evenings of entertainment. Jimmy Kaplans, boss of Pan American, planned the af- fair, which started the Cumby and other Ralph Matterie. The chandelier was also attended by Morris Price and Ronald Wise of Viceroy.

MUSICIAN-ARTIST HAS ONE-MAN SHOW

George Russin, one of the found- ers of the music industry in contemporary art, is having a one-man show that opens Thursday at The Little Studio, 650 Madison Avenue, Manhattan. Art lovers and collectors, from New York, to Carnegie Hall, are backing to attend the exhibit which will be opened before turning seriously to art, and the Capital, featuring recognized for his sensitive impressions of music and musicals on canvas. He is represent- ed in the collections of many leading figures in show business.

New York

Lee Rodriguez on rack is under con- tact to RCA Victor Records, but no other company as was er- roneously stated here last week. Lee Kauderer has joined forces at Harold Leonard's Studio Records. Cletif Kauderer will also be in charge of Overseas Music and Main Music, and will handle the juvenile-management man- agement firm, Sherwood Artists. . . . Larry Merrick, of Mid- nite News, is now assistant to Michael Miller's private secretary, became the manager of a boy on Tuesday (9). The younger is named An- drew Bay... Edo Bacon was ap- pointed manager of the New Orleans office of Frank Music this week... Frank Welsch, of the new MCM Records, left for the West Coast to see the opening of his new track albums... Chris Converse is with Bethlehem, not Capitol Records... The Sammy Kaye ork took off on a tour of one nighters starting this week that will take him thru New York, Ohio and New Jersey... Early Bose’s organ will be at the Capital’s Tavern in Toronto starting November 29... Tony Bennett will be at Copa City in Miami starting December 24. . . . Sundre Music Distributors in Cleveland has opened a distribu- tion office in Pittsburgh, John Pershing is in charge of this office. Corduroy Lorraine Weintraub (Continued on page 28)

NEWS REVIEW

Riverside, “X” Issue Solid Jazz

By Bob Bolonetz

Label “X” and Riverside Rec- ords, two fans that specialize in reissues of great jazz sides, have come thru with some new releases that will interest all fans of New Orleans and Dixieland music. Label “X”s three new sets are from the parent company’s RCA Victor vaults. ""Xs" has such names as Sidney Bechet, Ornette Coleman and his New Orleans Postwarriers, with Sidney de Paris and Sid Catlett, plus Wild Cheryl's Wild Wild jazz featuring the Warbleboard Rhythm Kings. All of this is 1940, feature the jazz immorta- playing some of his best music and playing an interesting both artistically and musically.

From the Riverside label, and taken among other piano rolls, are masterful from jazz labels like Fan- ment or Circle Records, and are usually issued in de- pressed conditions. The best sets here are the LPs by pianist as selections per- formed in his own Specialty and the less important but bright- est one, "Jukebox" by Earl "Fatha. The set starring Lacher actually fea- tures the classics of "Queen" and the Bop with Peter Wolf and behind them. The Johnson record- ing were made before Bank went and the war and jazz is only probably the final cutings to be typi- cal. The release will be the last in time. The "Billies" release will be the last in time. The "Billies" release was Index in the hope that our old fans would return to music and jazz is among the best not this is their first LP release. These sets, both on Label "X", feature new master- liner notes by Bill Grainger Jr. and ""Xs" has a real ""name"" set with liner notes by those jazz critics. They are scholarly, informative and a pleasure to read.

There’ll always be a...

...and always

...those Great Recordings

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

NOVEMBER 20, 1954
Attention, Operators and Dealers!—Initial orders on this New “Hamilton” are “Swamping” our factory!

ORDER THIS WINNER IMMEDIATELY!!

EPIC RECORDS 9086
NEW UNIT FOR THE WATERS-CONEY LINE

been added to the Waters-Coney line with full production expected around the first of the year. The unit, Model TX-180, will be available in the stores in the next few weeks. Dave Koster is the director of advertising at Motorday. . . . Sentinel Radio, a division of General Radio, has announced that it will market a 20,000 cycle per second frequency response, ceramic flip-over cartridge, dual output, high fidelity pickup, record compensator, and three speakers (two 12-inch and one 8-inch). The firm also announced that it will introduce five more models as recent rumors indicated. They will be distributed through their present distributors.

VOCABER ISSUES NEW CHRISTMAS DISPLAYS

We have been informed that it will distribute the new 4-foot high phonograph and AM radio for addition to its line which includes a console and portable. This unit which sells for $125.95 includes a 7-tube AM radio. The unit is a 4-watt push-pull amplifier, a response of 40 to 20,000 cycles and has a new multi-purpose speed record changer. It is available in mahogany. The AM radio has been added to the current Kansas City and Denver. Boston distribution has shifted to Metropolitan Distributors in Boston, Mass. Independent Distributors in Chicago have succeeded the Parker Company in that territory, and Independent Distributors in New York are the distributor for that area. Lee Borsett & Company, Chicago, has been named distributor for that area.

STEWART-WAVERLY ADDS

TABLE MODEL HI-FI

Stewart-Warner recently released a new table model Hi-Fi, a three-piece phonograph and AM radio for addition to its line which includes a console and portable. This unit which sells for $125.95 includes a 7-tube AM radio. The unit is a 4-watt push-pull amplifier, a response of 40 to 20,000 cycles and has a new multi-purpose speed record changer. It is available in mahogany. The AM radio has been added to the current Kansas City and Denver. Boston distribution has shifted to Metropolitan Distributors in Boston, Mass. Independent Distributors in Chicago have succeeded the Parker Company in that territory, and Independent Distributors in New York are the distributor for that area. Lee Borsett & Company, Chicago, has been named distributor for that area.

LINER NOTES

By IS HOHONITZ

RCA "PASTORAL" ADDS

NATURES SOUNDS...

In an unusual experiment to spark interest in weather, RCA Victor has included as part of its forthcoming release of the Beethoven Sixth Symphony, a label featuring the work of Young Dace of nature which may have served the composer inspirationally. The work, better known as the "Pastoral," has been recorded by Leopold Stokowski and the Philadelphia Orchestra, former NBC Symphony.

A brief description of a storm, break and bird calls in the weather are all mentioned in these "Pastoral" LP
discs. Stokowski wrote the theme after observing a storm in the field. There is a genuine storm, the babbling of rain, the noise of a break, the breaking of waves and wind. And Stokowski narrates this special portion.

Now is preparation for Victor for January release is a single LP "highlight" package of better-known and current classical music, which features Bea Stroems, Jan Peerce, Robert Merrill at the Roger Bush, and Arthur Rubinstein as the conductor. Also coming in a January is a set called "Theodore Gmach," consisting of excerpts from great operatic works.

ANGEL PREPARES NEW 3 SIDE LP PACKAGE

In the works is a three-side LP package in the works. The latest is a reading of Johnson "Winter Night," featuring Elizabeth Schwarzkopf, Ruth Mclean and John amid the orchestra under Otto Acker- man. Due out near month, the set will list at a suggested retail of $12.95. The average price of $11.90. All the four sides hold the Angel label.

Also among the Angel releases for December are the three-disc ballet set, "Homage a Diaghilev," and the "Four Elements of the Ball." In its pop Blue Label series, the firm will also present the "Shades of the American Choir" set.

VANGUARD TO RELEASE

BACH BRANCUSDI

Vanguard next week will release a new set of Bach Brancusi recordings. The set carries a special two-dollar price of $11.90. The recording, part of the firm's major Bach block under the direction of Felix Pochan and features

Atlanta Celebrates

Foron Young Day

ATLANTA, Nov. 13.—This city held a series of events for the benefit of the Capital Records' country artist and the J. Walter Thompson Co.

The event was sponsored by the U.S. Army Young, one of the Atlanta Jaycees, and the Atlanta Board of Aldermen of the city of Atlanta. In addition, all radio sta-

tions in the area will be playing excerpts from the concerts, with the exception of the "Today in Georgia," a TV show which will sponsor a tribute to the singer with a special performance by the Atlanta Symphony Orchestra and.. .

The concert will be held at the City Auditorium and will feature a number of guest stars, including the Atlanta Symphony Orchestra and Chorus and a special appearance by the President of the J. Walter Thompson Co.

The benefit will be held on December 11, with all proceeds going to the J. Walter Thompson Co. and the Capital Records country artist. The event is expected to raise a significant amount of money for the country artist and the J. Walter Thompson Co.

It is also expected that the concert will be broadcast on national television, further boosting the visibility of the country artist and the J. Walter Thompson Co.

In addition, the event will include a variety of performances and activities, such as a special appearance by the Atlanta Symphony Orchestra and Chorus, as well as a number of guest stars and performers, including the Atlanta Symphony Orchestra and Chorus and a special appearance by the President of the J. Walter Thompson Co.

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KOSTY'S First Pop Single!

SWEET APRIL
SURRENDER IN PARIS

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

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

COLUMBIA RECORDS
YOU'RE RIGHT! RIGHT! RIGHT!

When you feature—

JUNE VALLI'S

Latest and greatest...

'WRONG, WRONG, WRONG'

HUGO WINTERHALTER'S Orch. and Chorus

RCA VICTOR 20/47-5924
309,748
SOLD IN 10 DAYS

THE AMES BROTHERS
sing
THE NAUGHTY LADY OF SHADY LANE

ADDIO 20/47-5897

BILLBOARD "Best Buy"
THE NAUGHTY LADY OF SHADY LANE
Ames Brothers—RCA Victor 20-5897
Available a scant 10 days, this disc has found immediate acceptance in most major markets of the country. Strongest reports were received from Buffalo, Pittsburgh, Philadelphia, Cleveland, Milwaukee and St. Louis. Sales are also good in Providence, New York, Nashville and Los Angeles.

A "New Orthophonic" High Fidelity Recording
**SHOW CASE OF SHOW TUNES, VOL. 1 and 2 - Vol. 1 - Decca 50178**

The two volumes of this compilation and show tunes, Vol. 1 and 21.52, two volumes additional to the low-priced pick-your-tunes series of 1951, offer features packages on George and some of the best things the group has in store for the new year. (Continued on page 22.)

**The Latin Set**

**Enrico**

The label's latest offering is a new set by the famed Italian singer, composer, and conductor, Enrico. It features various arrangements of Latin tunes on a theater pipe organ. The title of the album, "Enrico," includes the Italian words "tutto il bene di Enrico," which means, "all the good of Enrico." The album features a variety of Latin tunes, all beautifully arranged and performed by Enrico. (Continued on page 22.)

**Children's**

**The Pied Piper of Hamelin**

(Continued on page 13.)

**Jazz**

**Dave Brubeck at Storyville**

LA 44125

Dave Brubeck, now riding high with his latest album, "Analog," which was released in 1954, could have another solid hit on his hands with his new release, "Dave Brubeck at Storyville." The album features the renowned jazz saxophonist, the late Charlie Parker, in a duet with Brubeck, playing "Ko-Ko." The album is a testament to the talent and skill of both musicians, and is a must-have for jazz lovers and music enthusiasts alike.

**Children's**

**The Pied Piper of Hamelin**

(Continued on page 13.)

**Reviews and Ratings of New Popular Albums**

**Bell Distribut Deal**

**Reviews and Ratings of New Classical Releases**

**Bequet, Suite for Orchestra, Full Score**

**Bequet, Suite for Orchestra, Full Score**

(Continued from page 17.)

The album features the sensual, intimate, and refined music of French composer Charles-tot Bequet. The Suite for Orchestra is a beautiful and evocative work that showcases Bequet's mastery of the orchestral medium. The album is highly recommended for lovers of classical music and for anyone seeking a touching and emotionally resonant musical experience.

**Children's**

**The Pied Piper of Hamelin**

(Continued on page 13.)

**Jazz**

**Dave Brubeck at Storyville**

LA 44125

Dave Brubeck, now riding high with his latest album, "Analog," which was released in 1954, could have another solid hit on his hands with his new release, "Dave Brubeck at Storyville." The album features the renowned jazz saxophonist, the late Charlie Parker, in a duet with Brubeck, playing "Ko-Ko." The album is a testament to the talent and skill of both musicians, and is a must-have for jazz lovers and music enthusiasts alike.
An Immediate Hit

America's Top Girl Trio

the FONTANE SISTERS

Hearts of Stone

b/w BLESS YOUR HEART

OUT 7 DAYS 75,000 SOLD

Truly a #1 record

DOT 15265

Dot RECORDS • GALLATIN, TENNESSEE • PHONE: 1600

THE NATION'S BEST SELLING RECORDS
HONOR ROLL OF HITS

The Nation's Top Tunes
for survey week ending November 10

This Week

Weeks

1. I Need You Now
By James Croce & Al Nichol—Published by Millie (ASCAP).
BEST SELLING RECORD: E. Fisher, V-0 1536. OTHER RECORDS AVAILABLE: E. Griffin, C-1064.

3 11

2. This Ole House
By Tony Hanlon—Published by Hanlon (BMI).
BEST SELLING RECORD: E. Clower, C-0 1529. OTHER RECORDS AVAILABLE: E. Clower, C-1064.

4 15

3. If I Give My Heart to You
By Michel Anthony—Published by Frank (ASCAP).

2 11

4. Hey, There
By Michel Anthony—Published by Frank (ASCAP).

1 18

5. Hold My Hand
By Michel Anthony—Published by Frank (ASCAP).

6 10

6. Papa Loves Mambo
By Al Hullman, Dick Milam, Ross Reeder—Published by Shapiro-Rosenn (ASCAP).
BEST SELLING RECORD: F. Custer, V-0 1517. OTHER RECORDS AVAILABLE: Alfredine, Rainbow 184, G. Jones, M. Pearl, V-0 1517; Paisley Mambo Combo, Tico 1992; J. Ray, C-0 1535.

5 7

7. Teach Me Tonight
By Sammy Cahn—Published by Chappell (ASCAP).
BEST SELLING RECORD: Decca/Don Stiers, Album 5000; J. Starfield, C-0 1535. OTHER RECORDS AVAILABLE: J. Bower, Dec 1971; H. Greens, C-0 157; J. Bower, C-0 1535.

6 6

8. Mr. Sandman
By Peter & Gordon—Published by E. H. Morris (ASCAP).
BEST SELLING RECORD: Candidate, Cadence 1427. OTHER RECORDS AVAILABLE: L. Lambert, C-0 1535, C-0 1517; R. Fosser, Dec 1971; J. Ray, Dec 1971.

11 3

9. Count Your Blessings
By Michel Anthony—Published by Frank (ASCAP).

10 5

Top 20

10. Shake, Rattle and Roll—By Charlie Daniels—Published by Songwriters (ASCAP).

9 10

Second Ten

11. SKOKLLAN
By Shapito-Bronaude (ASCAP).

7 13

12. MUSKAT RUMBLE
By Shapito-Bronaude (ASCAP).

1 5

13. WHITHER THOU GOEST
By Shapito-Bronaude (ASCAP).

14 6

14. SH-BOOM
By Sheet Music (ASCAP).

12 3

15. HIGH AND THE MIGHTY
By Howard Morrison (ASCAP).

13 17

16. HAMBO ITALIANO
By Shapito-Bronaude (ASCAP).

1 3

17. SMILE
By Shapito-Bronaude (ASCAP).

17 10

18. IT'S A WORLD'S WOMAN
By Shapito-Bronaude (ASCAP).

19 3

19. LITTLE SHOEMAKER
By Shapito-Bronaude (ASCAP).

16 9

20. CARA MIA
By Shapito-Bronaude (ASCAP).

16 9

WARNING: The title "HONOR ROLL OF HITS" is a registered trademark and the listing of the title has been copyrighted by The Billboard. Use of either may not be made without the consent of the owner. Requests for such consent should be submitted in writing to the president of The Billboard at The Billboard, 1364 Broadway, New York, N. Y., 10018.

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

INDEX TO CHARTS

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

• Talent Corner

It still looks as if the public fancy is being held by singing groups. Not, of course, that the customers don't like single vocalists or big bands or lush orks or anything else that suddenly strikes Fontane Sisters out toward hitdom. It's just that the recent surge to the fore of the groups has created plenty of bulk on all levels.

This very week two more examples become evident. The Four Tops, probably the last of the groups to hit the big-time, have come thru again—and this time by covering a group vocal itself. It's "Mr. Sandman" which gets The Beatles' nod as one of the Top "Best Buys." This is the end of the Beatles'" which brings in The Beatles

FOUR ACES

group which makes lots of people feel happy. The gas groups, such as the Fontane Sisters, are also keeping the craze registers jingling. Dot Records, for example, has turned out a new disc, "Hearts of Mine," which is already kicking up a fuss with distributors and which The Billboard selects as one of the "Spotlight" disks. Again it's a cover, this time of a rhythm and bluse tune.

• Best Selling Sheet Music

Tunes are related to order of their current national sheet music interest as of The Billboard music letter.

This Week

Weeks

1. This Ole House
1 11

2. If I Give My Heart to You
2 11

3. Count Your Blessings
3 6

1. I Need You Now
5 10

2. Hold My Hand
6 9

3. Mr. Sandman
6 18

4. High and the Mighty
9 16

5. Little Shoemaker
9 18

6. Mr. Sandman
1 18

7. Little Shoemaker
15 2

8. Whither Thou Goest
15 2

9. I Need You Now
2 11

10. Shake, Rattle and Roll
12 6

Tunes with Greatest Radio-TV Audiences

Fires, used synonymously, save the grammatical sentence on network programs in New York. Chicago and Los Angeles where obviously copyrighted Audience Coverage Index.

Radio

Cara Mia (R)-Funk-ASCAP
Count Your Blessings ( Interested in Shep) (R)-Funk-ASCAP
Don't Let the Kiddie Get You (Shook)-ASCAP
Frankie Freed (R)-ASCAP
Help! (R)-Funk-ASCAP
High and the Mighty (R)-Shapiro-ASCAP
Hold My Hand (R)-Funk-ASCAP
I'm Not Your Baby (R)-Funk-ASCAP
It's A Woman's World (R)-Funk-ASCAP
Jealousy (R)-Funk-ASCAP
Little Shoemaker (R)-Shapiro-ASCAP
Love You Don't Have to Be Right. (R)-Berlin-ASCAP
Misty Morning (R)-Funk-ASCAP
Needle in a Haystack (R)-Funk-ASCAP
Now That the Turtle's Risen (R)-Funk-ASCAP
Papa Loves Mambo (R)-Shapiro-Bronaude
Ready, Willing and Able (R)-Day-ASCAP
Sabrina (R)-Funk-ASCAP
Shoe Off Your String (R)-Funk-ASCAP
Skylark (R)-Shapiro-Bronaude
Song for My Daddy (R)-Funk-ASCAP
Song of the Shepherd (R)-Funk-ASCAP
Things I Don't Do (R)-BM-ASCAP
This Ole House (R)-BM
You'll Never Be Nobody's Baby (R)-Southern-ASCAP

Television

Bow Wow Blues (R)-Bow Wow-Republic
Cara Mia (R)-Funk-ASCAP
Count Your Blessings (Interested in Sampil) (R)-Funk-ASCAP
Don't Let the Kiddie Get You. (R)-Funk-ASCAP
Frankie Freed (R)-ASCAP
Help! (R)-Funk-ASCAP
High and the Mighty (R)-Funk-ASCAP
I'm Not Your Baby (R)-Funk-ASCAP
It's A Woman's World (R)-Funk-ASCAP
In the Chapel in the Moonlight (R)-Funk-ASCAP
Love You Don't Have to Be Right. (R)-Berlin-ASCAP
Mata Hari Miss (R)-Impala, Vouzanna
Mata Hari Miss (R)-Impala
Mata Hari Miss (R)-Impala
Mata Hari Miss (R)-Kahn-ASCAP
Mata Hari Miss (R)-Kahn
Mata Hari Miss (R)-Kahn
Mata Hari Miss (R)-Kahn-ASCAP
Mata Hari Miss (R)-Kahn
Mata Hari Miss (R)-Kahn
Mata Hari Miss (R)-Kahn

England's Top Twenty

Based on tabulated reports from England's leading sheet music publications, the list shows the number of times each title is listed in printed weekly reports for the five-week period ending November 16, 1954. Certain titles were added to enhance the chart. The annual Top Twenty is published in late December each year.

Hold My Hand—Bradford Wood (Rampton)
My Baby's Gone—Chappell (Peer)
Little Things Mean a Lot—Rak (England)
This Ole House—BM
There But for Thee—Columbia
They're Just Like Us—BM
With My Baby—Snow & Burke
You'll Never Be Nobody's Baby—BM
Young at Heart—BM
MAMBO woman's the river. It's crazy, riot the unbelievable what NO. EAP1.545

COMING UP FAST

The story of tha... TO... 2979

THE RIVER

I

LOVE ME

PAPA'S PUTTIN' THE PRESSURE ON... 2953

MAMBO

LOVE ME

PAPA'S PUTTIN' THE PRESSURE ON... 2953

MAMBO

THE BANDIT

PRAIRIE HOME

THE BANDIT

PRAIRIE HOME

THE BANDIT

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PRAIRIE HOME
THANKS, FELLAS...
For Again Voting Us the "No. 1" Band of the Nation...

In the 1954 7th Annual BILLBOARD DISK JOCKEY POLL

"Thanks, Fred Astaire, for Congratulations"

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

Dear Ray,
On behalf of Fred Astaire, Leslie Caron, Jean Negulesco, Leon Shamroy, Johnny Mercer, Alex North and the whole gang connected with the DADDY LONG LEGS company, I wish to congratulate you for winning BILLBOARD'S award as "the nation's number one band leader," and to welcome you and your great band to participate in this important musical production.

With every good wish,
Sincerely,
Samuel G. Engel

Mr. Ray Anthony
20th Century-Fox Film Corporation
Beverly Hills, California

RAY ANTHONY
AND HIS ORCHESTRA

Personal Management FRED BENSON

www.americanradiohistory.com
**'CHRISTMAS in the AIR!'**

**THE VOICES of WALTER SCHUMANN**

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

- 33 1/3 rpm No. H-9016
- 45 rpm No. EFH-9016

**MARGARET WHITING and JIMMY WAKELY**

**'SILVER BELLS'**

**'CHRISTMAS CANDY'**

Record No. 3255

---

**CHRISTMAS BELLS'**

**RICHARD KEYS BIGGS**

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

- 33 1/3 rpm No. H-9013 & W-9013
- 45 rpm No. EFH-9013, EXP 1-9013 & EXP 2-9013

**DEAN MARTIN**

**'THE CHRISTMAS BLUES'**

Record No. 2640

---

**CHRISTMAS SINGLES**

- **MARTHA CARSON**
  - Peace On Earth (At Christmas Time)
  - Christmas Time Is Here

- **MATTY COLE**
  - The Christmas Song • My Two Front Teeth

- **DARIA'S SINGERS**
  - My Birthday Comes On Christmas

**CHRISTMAS ALBUMS**

- FATHER FLAMAGAN'S BOYS TOWN CHOIR
  - 45 rpm No. EFH-9056

- CORELS AT CHRISTMAS
  - 33 1/3 rpm No. H-9005

- CORELS FOR CHRISTMAS
  - 45 rpm No. EFH-9007

- CHRISTMAS CAROLS
  - 45 rpm No. EFH-9006

- CHRISTMAS GREETINGS
  - 45 rpm No. EFH-9008

- CHRISTMAS CAROLS
  - 45 rpm No. EFH-9009

---

**CHRISTMAS TO YOU!**

Top Christmas favorites by a galaxy of Top artists.


- 33 1/3 rpm No. W-9028

---

**CHILDREN'S ALBUMS**

- Fredy the Snowman
  - 78 rpm No. CAS-2079

- I Saw Mommy Kissing Santa Claus
  - 45 rpm No. CAS-2079

- The Night Before Christmas
  - 45 rpm No. CAS-3193

- Let It Snow
  - 33 1/3 rpm No. CAS-3191

- Rudolph the Red-Nosed Reindeer
  - 78 rpm No. CAS-3191

- The Little Boy That Santa Claus Forgot
  - 33 1/3 rpm No. CAS-3192

- Jingle Bells • Silent Night
  - 45 rpm No. CAS-3192

- The Hallowed
  - 78 rpm No. CAS-3192

- Frosty the Snowman
  - 45 rpm No. CAS-3191

- I Saw Mommy Kissing Santa Claus
  - 45 rpm No. CAS-3191

- The Night Before Christmas
  - 45 rpm No. CAS-3191

- Let It Snow
  - 33 1/3 rpm No. CAS-3191

- Rudolph the Red-Nosed Reindeer
  - 78 rpm No. CAS-3191

- The Little Boy That Santa Claus Forgot
  - 33 1/3 rpm No. CAS-3192

- Jingle Bells • Silent Night
  - 45 rpm No. CAS-3192

- The Hallowed
  - 78 rpm No. CAS-3192

---

**ALBUMS**

- Boys Town Choir Singing Christmas Music
  - Father Flanagan's Boys Town Choir
  - 43 rpm No. EFH-9056

- Corels At Christmas
  - 33 1/3 rpm No. H-9005

- Corels For Christmas
  - 43 rpm No. EFH-9007

- Christmas Carols
  - 45 rpm No. EFH-9006

- Christmas Greetings
  - 45 rpm No. EFH-9008

- Christmas Carols
  - 45 rpm No. EFH-9009

---

**SONNY JAMES**

- Christmas In My Hometown
  - 33 1/3 rpm No. W-9012

- I Forgot To Remember Santa Claus
  - 33 1/3 rpm No. W-9013

- MARY KANI
- The Night Before Christmas
  - 33 1/3 rpm No. W-9012

- BILLY HAY
- Rudolph The Red-Nosed Reindeer • Mambo
  - 33 1/3 rpm No. W-9013

- LES PAUL AND MARY FORD
- Jungle Bells • White Christmas
  - 33 1/3 rpm No. W-9013

- TEX RITTER
- Jingle Bells • Silent Night
  - 33 1/3 rpm No. W-9013

- FRANK SINATRA
- White Christmas • The Christmas Waltz
  - 33 1/3 rpm No. W-9013

- JIMMY WAKELY
- It's Christmas
  - 33 1/3 rpm No. W-9016

- YOGI YORDESSON
- Be Kind To The Street Corner Santa Claus
  - 33 1/3 rpm No. W-9020

- I Give Up! • What Is It?
  - 33 1/3 rpm No. W-9020

- YOGI YORDESSON
- I Was Santa Claus At The School House
  - 33 1/3 rpm No. W-9021

- THE CHRISTMAS PARTY
- YOGI YORDESSON
  - I Yool Go Nuts At Christmas • Jingle Bells
  - 33 1/3 rpm No. W-9021

- PARDON YOUNG
- You're The Angel On My Christmas Tree
  - 33 1/3 rpm No. W-9021

- I'm Gonna Tell Santa Claus O' You
  - 33 1/3 rpm No. W-9021

---
**The Billboard Music Popularity Charts**

### Best Sellers in Stores

For survey week ending November 10, 1954

**RECORDS are ranked in order of their current popularity at the time of the survey. The weekly survey among the Billboard's weekly survey among the record stores nation-wide results from the report of store managers, dealers, and record buyers. The flip side of each record is also ranked.**

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
<th>Store Popularity</th>
<th>Last Week's Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. <strong>I NEED YOU NOW—E. Fisher</strong></td>
<td></td>
<td>12</td>
<td>12</td>
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<tr>
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<td>16</td>
<td>3</td>
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<td>E. H. Morris, ASCAP</td>
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<td>Petty's</td>
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<tr>
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<td><strong>MAMBO</strong></td>
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<td><strong>RUNAROUND—MOOD</strong></td>
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<tr>
<td><strong>TEACH ME</strong></td>
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### This Week's Best Buys

**DIM, DIM THE LIGHTS** (Republic, RDA-Bill Bailey—Dec 20, 1954)

Billy Bailey hit the national retail chart this week and its present rate of snowballing indicates that the disk could go all the way to the top. Listened now on the Kansas City and Cleveland territorial charts, the disk was also reported strong in New York, New Orleans, Chicago, Pittsburgh, St. Louis and Milwaukee. Flip is "Happy Baby" (Myers, ASCAP). A previous Billboard "Spotlight" pick.

**THE NAUGHTY LADY OF SHADY LANE** (Paston, ASCAP)—Archie Bleyer—Cedro 1254

While the Ames Brothers version of this tune is maintaining the lead nationally, the Bleyer disk has been giving it competition in many territories, and now also stands a good chance to gain a berth on the national charts. Strongest action was reported in Boston, New York, Chicago, Cleveland, St. Louis, Milwaukee and Los Angeles. Flip is "While the Vesper Bells Were Ringing" (Southern, ASCAP). A previous Billboard "Spotlight" pick.

### Most Played in Juke Boxes

For survey week ending November 10, 1954

**RECORDS are ranked in order of the greatest number of plays recorded in juke-boxes across the country.**

<table>
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</tbody>
</table>

### Most Played by Jockeys

For survey week ending November 10, 1954

**RECORDS are ranked in order of the greatest number of plays recorded by jockeys at radio stations across the country.**

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### Details

**DIM, DIM THE LIGHTS**

Billy Bailey’s hit single hit the national retail chart this week and its present rate of snowballing indicates that the disk could go all the way to the top. Listened now on the Kansas City and Cleveland territorial charts, the disk was also reported strong in New York, New Orleans, Chicago, Pittsburgh, St. Louis and Milwaukee. Flip is "Happy Baby" (Myers, ASCAP). A previous Billboard "Spotlight" pick.

**THE NAUGHTY LADY OF SHADY LANE**

While the Ames Brothers version of this tune is maintaining the lead nationally, the Bleyer disk has been giving it competition in many territories, and now also stands a good chance to gain a berth on the national charts. Strongest action was reported in Boston, New York, Chicago, Cleveland, St. Louis, Milwaukee and Los Angeles. Flip is "While the Vesper Bells Were Ringing" (Southern, ASCAP). A previous Billboard "Spotlight" pick.

**THAT’S ALL I WANT FROM YOU**

This week’s debuts disk with the label has found many shining in most markets checked. New York, Buffalo, Cleveland, Pittsburgh, and Los Angeles reported sales to be good. Strong good reports also appeared from Boston, Philadelphia, Chicago and Detroit. A previous Billboard "Spotlight" pick.

**MR. SANDMAN**

The esteemed productions of the Cheerleaders’ version of this tune has been the top of the charts, and the Ace have been gaining ground rapidly this past week. Now on the Los Angeles territorial chart, the disk was also reported strong or good in Los Angeles, Milwaukee, Durham, Detroit, Chicago, Cleveland, Pittsburgh, Buffalo and Philadelphia. Flip is "The Appliance Man’s Tune." A previous Billboard "Spotlight" pick.
Little dog, please be quiet tonite. Little dog won't you keep outside. I was outside her door long after dark, moonlight was dark. She said sh-sh- the doggie will bark—Sweetheart I said, opening the door, when he sees this he'll bark no more!

For The Rest Of This NEW Catchy Hit By

THE CREWCUTS
BE SURE TO HEAR
"BARKING DOG"

coupled with "ALL I WANNA DO"

MERCURY 70490 * 70490X45
Awarded to the writers and publishers of the great Country and Western Song Hits of the year

TO THESE WRITERS

Weldon Allard
Jack Anglin
Jim Anglin
Eddy Arnold
Howard Barnes
Paul Blevins
James E. Brown
Maxine Brown
Boudleaux Bryant
Tommy Collins
Billy Cox

Tommy Dilbeck
Arlie Duff
Terry Fell
Rusty Gabbard
Billy Grimes
Autry Grishem
Chuck Harding
Johnny Hathcock
Tommy Hill
Joe Hobson
Russ Hull

Willie Jones
Eddie Miller
J. D. Miller
Rod Morris
Jimmy Newman
Dale Parker
Curt Peeples
Webb Pierce
Ray Price
Don Robertson
Jack Rollins

Mary Jean Shurtz
W. S. Stevenson
Hank Thompson
T. Texas Tyler
Cindy Walker
Arthur Whiteley
Dub Williams
Floyd F. Wilson
Johnny Wright
Robert Young

TO THESE PUBLISHERS

Acuff-Rose Publications
American Music, Inc.
Ark-La-Tex Publishing Co., Inc.
Blackwood Music, Inc.
Brazos Valley Music, Inc.
Cedarwood Publishing Co., Inc.
Central Songs, Inc.

Country Music
Dandelion Music Co.
Fairway Music Corp.
Forrest Music Corp.
Four Star Sales Co., Inc.
Hill & Range Songs, Inc.

Hollis Music, Inc.
Rumbalero Music, Inc.
Starrite Publishing Co.
Tannen Music, Inc.
Ernest Tubb Music, Inc.
Valley Publishers, Inc.

In recognition of the great national popularity attained by these Country and Western Song Hits.

AS FAR AS I'M CONCERNED
BACK UP, BUDDY
BIMBO
COURTIN' IN THE RAIN
CRY, CRY, DARLING
DON'T DROP IT
EVEN THO
GO, BOY, GO
HONKY TONK GIRL

I DON'T HURT ANYMORE
I'LL BE THERE (If You Ever Want Me)
I LOVE YOU
I'M WALKIN' THE DOG
I REALLY DON'T WANT TO KNOW
LET ME BE THE ONE
LOOKING BACK TO SEE
ONE BY ONE
RELEASE ME (And Let Me Love Again)

SLOWLY
SPARKLING BROWN EYES
THANK YOU FOR CALLING
THERE STANDS THE GLASS
THIS IS THE THANKS I GET
(For Loving You)
WAKE UP, IRENE
Y'ALL COME
YOU BETTER NOT DO THAT

BROADCAST MUSIC, INC.
589 Fifth Avenue, New York 17, N. Y.
GREAT SIDES BY A GREAT GUY

LOOKING BACK TO SEE

AND

MORE AND MORE

Guy Lombardo

and his ROYAL CANADIANS

No. 1 sweet-band favorite of the nation's deejays in Billboard's famous annual Disk Jockey Poll—Nov. 13.

DECCA 29303
A GREAT SONG • A GREAT RECORD • A GREAT ARTIST

Joni James

WHEN WE COME OF AGE

b/w Every Time You Tell Me You Love Me MGM K-11865 11865

M-G-M RECORDS
THE GREATEST NAME IN ENTERTAINMENT
700 SEVENTH AVE, NEW YORK 36, N.Y.
They're a RIOT together!

DEAN MARTIN • NAT COLE

BILLY MAY conducting

OPEN UP THE DOGHOUSE
(TWO CATS ARE COMIN' IN)

LONG, LONG AGO

CAPITOL RECORD NO. 2985
Capitol congratulates

FRANK SINATRA

His “Young-At-Heart” is the No. 1 Favorite Single Record,

his “Swing Easy!” is the No. 1 Favorite Album,

and he is the No. 1 Favorite Male Singer

of radio’s leading entertainers...

the Disc Jockeys of America!

Capitol congratulates

RAY ANTHONY—No. 1 All-Around Band
HANK THOMPSON—No. 1 Favorite C&W Band
BOB MANNING—No. 1 Newer Male Vocalist
TOMMY COLLINS—No. 1 Most Promising C&W Artist

Capitol thanks the disc jockeys who made these choices in

The Billboard’s Annual Disc Jockey Poll

and
Here Comes Santa Claus

Columbia Records

Mr. American Cowboy

Mr. Christmas Himself

“Gene Autry
“I Wish My Mom Would Marry Santa Claus

Columbia Records

published by WESTERN MUSIC PUBLISHERS
Reaching The Hit Class Everywhere!

"YOURS"

Magnificently Played

By

DICK CONTINO

with the David Carroll Orchestra and Chorus

MERCURY 70455 • 70455X45
**Invitation**

**To:** The Songwriters of America

**From:** Sheldon Music, Inc.—Stratton Music, Inc.

**Subj:** YOUR SONGS

The above Publishers cordially invite any songwriter who believes he has hit material to an "open house" hearing from 10:30 a.m. to 5:30 p.m. every Monday. You bring it—we listen. Please call for appointment—J-Upson 6-5283.

---

**"GOLDIE" GOLDMARK**

**TONY WILSON**

SHELTON MUSIC, INC.

48 West 48th Street

New York, New York

---

**2—HITS, BACK TO BACK—2 RUSTY DRAPER**

With the Laurie Sisters

"I GOT A HOLE IN MY SOLE"

b/w "WATCH YOUR LANGUAGE"

Exclusive MERCURY RECORD Artist

---

**The Billboard Music Popularity Charts**

**POPULAR RECORDS**

Continued from page 62

**Reissues of New Pop Records**

**Laurel Anderson**

*From Five Rivers* 73

F-49—Small boy singing in the series tune, "A Wonderful Age of Love," and in the title song, "From Five Rivers." (ASCAPI, ASCAP)

**Sandy Solo**

*Jerry's Kids* 73

JUBILEE 1173—Small town with a youthful version of a big hit of times gone by, "I'll Be Seeing You," in the style of the big band era. (Administered by ASCAP)

---

**Your song recorded?**

This week's list contains over 200 songs recorded by various artists in the pop, rhythm & blues, country, and jazz fields. The songs are listed under their publishing company's name for identification purposes. The songs are not necessarily listed in order of release date.

**Just Released**

"Mama Does the Mambo" by Novelli, Terri Lyne/Bob James

"My Love" by Mike Lala & His Orchestra

"Christmas Holiday in Heaven" by Judy Leving and His Boys

---

**Regional Sales Manager**

To represent us for foreign markets.

---

**STOP RECORD-SCRATCH DAMAGE with Fool-Proof PHONEGARD Record Demonstration**

TO TONE ARM CAN'T BE HANDED!

---

**2 BRAND-NEW HITS: JOE SHAW sings**

"I Want a Man for Xmas"

b/w "Most of all"

**Jaguar Records**

160 Broadway, N.Y., N.Y.
ALL THINGS ARE GOOD

DRAMATICALLY RECORDED BY

PETE HANLEY

With thirty-piece Orchestra and Eight Voices under the Direction of O. B. Masingill.

b/w DANNY BOY • Epic 9077—5-9077
**The Billboard Music Popularity Charts**

**POPULAR RECORDS**

- **BOO BRENNAH**
  - "Mama"
  - VICTOR 45-5955
  - "Fell in Love with a Farmer"
  - VICTOR 45-5956
- **TERRI STEVENS**
  - "Sunny Girl"
  - DOLORES 117-1003
  - "You Talk Too Much"
- **BELMONTE and HIS AFRO-AMERICAN BAND**
  - "Baby Doll Blues"
  - MARS 45-216
- **FRANKIE CARLE ORK**
  - "Sweet Sue"
  - VICTOR 7709

**Continued from page 27**

...concerning the recovery of this release, we wish to extend our best wishes to the family and friends of the late Mr. Broussard. Our thoughts are with them at this difficult time.

**COXTER**

The Last Time I Saw Paris

Paris, France, July 16, 1959

Coxter's latest single, "The Last Time I Saw Paris," is a heart-wrenching goodbye to the city he loved. The song features Coxter's powerful vocals and captures the essence of Parisian life.

**ROB LOUIS**

At a warm personal appearance at the historic Park Avenue Hotel, Shawn Collins introduced his latest single, "At Last," to a rapturous audience. The song, written by Collins himself, is a love letter to the city of love.

**Vox Jox**

- **Continued from page 18**

...an exciting turn on the charts.

**THE NIGHTMINDERS ANNIE'S AUNT FANNIE**

CRAZY LOVING

FEDERAL 1259

**EARL BOSTIC**

IF I WERE A TIME ON MY HANDS

RING 4511

**THE LAMPLIGHTERS**

TOM YUM

GOOD GOOD THINGS

FEDERAL 1258

**THE CHARMS HEARTS of STEEL**

DE LUXE 5052

**THE 5 ROYALS**

MONKEY HIPS and RICE

DE LA WOLF 5784

**WRITE FOR OUR FREE**

16 PG. CATALOG

NEW POP RECORDS

WRiTE FoR TYPICAL FoR NEW POP RECORDS

**SOUCHESSING, INC.**

1 24th St., N.Y., N.Y.

**SOUCHESSING, INC.**

WRITE FOR OUR FREE

16 PG. CATALOG

NEW POP RECORDS

WRiTE FoR TYPICAL FoR NEW POP RECORDS

**SOUCHESSING, INC.**

1 24th St., N.Y., N.Y.


JEANNE DETERMAN AND THE RINGERS

S. C. 7 11946

STATE CALL RECORD CO.

EASTERN 11, California

**THE LORD IS MY SHEPHERD**

MODERN MELODIOUS VERSION

of the 23rd Psalm

Text by J. Alexander

Jeanne Determan and the Ringers

S. C. 7 11946

State Call Record Co.

Eastern 11, California

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16 PG. CATALOG

NEW POP RECORDS

WRiTE FoR TYPICAL FoR NEW POP RECORDS

**SOUCHESSING, INC.**

1 24th St., N.Y., N.Y.

**SONGWITERS**

THE ONLY MAGAZINE FOR YOU.

3325, 62nd St., N.Y., N.Y.

**RECOrDS**

First class mail authorization No. 767, issued March 21, 1960. Each issue $1.00. Annual subscription for 30 issues, $30.00. Single copy 10c. Printed in U.S.A.
A "Before" Christmas Song

Eddy Arnold

singing
RCA VICTOR 20/47-5905
b/w
"I'm Your Private Santa Claus"

Christmas Can't Be Far Away

By BOURELLEAUX BRYANT

INTRO.

CHORUS

Am Em F Am G7

I wish you to know, a dear gentle "Bob-it" Christmas Can't Be Far A - way. O.K.

C Am Em F Em G7

light and down the street is buying eager to pass out to the neighbor kids at play The

Am Em Am7 D7 G7 F C

town on the go, the weather man says "Snow" Christmas Can't Be Far Away

Am Em Em G7 C Am Fm6 Em Am

Small boy on the block here all been singing And now they're hiding things and locking up.

E7 D6 E7 Am G7 G7 Em D7 G7

now will get that do - did didn't been moving And Dad will get his word Christmas Em Both

C Am Em G7

young and old are planning sweet surprise, They soon be tied with ribbons bright and gay.

Am F6 Em Am B7 G7 C E7 G7 C

Christmas Can't Be Far Away 2

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New York, N. Y.

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Thanks, Dee Jays!  
Voted #1 New Big Dance Band of the Nation in DOWNBEAT Poll.
Voted #4 Show Band of the Nation in DOWNBEAT Poll.

CHEROKEE COWBOYS
AMERICA'S GREATEST WESTERN DANCE BAND
PERSONAL MANAGER
W. H. KING
King Enterprises
300 Vaughan Bldg.
Louisville, Ky.
Phone: Jackson 5535 or Jackson 0605

COUNTRY & WESTERN RECORDS

**Best Sellers in Stores**

For survey week ending November 10

**Best Sellers in Stores**

1. MORE AND MORE—W. Pierce.  10-31
   2. NEW GREEN LIGHT—L. Thompson.  10-31
   3. DO I HURT ANYMORE—H. Snow.  10-31
   4. I CAN'T HELP MYSELF—V. Horton.  10-31
   5. I DON'T HURT ANYMORE—H. Snow.  10-31
   6. YOU'RE NOT LFING WITH HIM—J. Cline.  10-31
   7. MAMA, YOU'RE NOT ALONE—L. White.  10-31
   8. I CAN'T HELP MYSELF—V. Horton.  10-31
   9. NO I CAN'T—V. Horton.  10-31
   10. YOU'RE NOT LFING WITH HIM—J. Cline.  10-31

**Most Played by Jockeys**

For survey week ending November 10

**Most Played by Jockeys**

1. MORE AND MORE—W. Pierce.  10-31
2. YOU'RE NOT LFING WITH HIM—J. Cline.  10-31
3. NO I CAN'T—V. Horton.  10-31
4. MAMA, YOU'RE NOT ALONE—L. White.  10-31
5. YOU'RE NOT LFING WITH HIM—J. Cline.  10-31
6. NO I CAN'T—V. Horton.  10-31
7. YOU'RE NOT LFING WITH HIM—J. Cline.  10-31
8. MAMA, YOU'RE NOT ALONE—L. White.  10-31
9. I CAN'T HELP MYSELF—V. Horton.  10-31
10. YOU'RE NOT LFING WITH HIM—J. Cline.  10-31

**Most Played in Juke Boxes**

For survey week ending November 10

**Most Played in Juke Boxes**

1. MORE AND MORE—W. Pierce.  10-31
2. YOU'RE NOT LFING WITH HIM—J. Cline.  10-31
3. NO I CAN'T—V. Horton.  10-31
4. MAMA, YOU'RE NOT ALONE—L. White.  10-31
5. YOU'RE NOT LFING WITH HIM—J. Cline.  10-31
6. NO I CAN'T—V. Horton.  10-31
7. YOU'RE NOT LFING WITH HIM—J. Cline.  10-31
8. MAMA, YOU'RE NOT ALONE—L. White.  10-31
9. I CAN'T HELP MYSELF—V. Horton.  10-31
10. YOU'RE NOT LFING WITH HIM—J. Cline.  10-31

**Country & Western Records**

1. MORE AND MORE—W. Pierce.  10-31
2. YOU'RE NOT LFING WITH HIM—J. Cline.  10-31
3. NO I CAN'T—V. Horton.  10-31
4. MAMA, YOU'RE NOT ALONE—L. White.  10-31
5. YOU'RE NOT LFING WITH HIM—J. Cline.  10-31
6. NO I CAN'T—V. Horton.  10-31
7. YOU'RE NOT LFING WITH HIM—J. Cline.  10-31
8. MAMA, YOU'RE NOT ALONE—L. White.  10-31
9. I CAN'T HELP MYSELF—V. Horton.  10-31
10. YOU'RE NOT LFING WITH HIM—J. Cline.  10-31
LEADING RCA VICTOR STARS

FROM YOUR

GRAND OLE OPRY

CHET ATKINS
SAN ANTONIO ROSE
MISTER MISERY
20/47-5813

EDDIE HILL
I DID, I DOES, AND I DO
KNOCK IT OFF
20/47-5893

JOHNNIE AND JACK
BEWARE OF "IT"
KISS-CRAZY BABY
20/47-5880

GRANDPA JONES
KEEP ON THE SUNNY SIDE OF LIFE
SOME LITTLE BUG
20/47-5939

MINNIE PEARL
I WONDER WHERE THAT MAN OF MINE HAS WENT
NEVER BEEN KISSED
20/47-5812

HANK SNOW
THE NEXT VOICE YOU HEAR
THAT CRAZY MAMBO THING
20/47-5912

RUBY WELLS
A KISS AND A PROMISE
I'M NOT ASHAMED TO CRY
20/47-5849

MINNIE PEARL AND GRANDPA JONES
PAPA LOVES MAMBO
GOTTA MARRY OFF OUR DAUGHTER
20/47-5891
**C & W Territorial Best Sellers**

For survey week ending November 10 albums charted from top country and a total of the market listed.

- **Birmingham**
  - One More Time, M. F. Scott, Dec.
  - This Old House, H. Hampton, V.
  - This Is the Thanks I Got, E. Arnold, V.
  - You Ain't Lovin', E. Arnold, V.
- **Charlotte**
  - One Talk, C. Smith, Col.
  - One By One, K. Wells & R. Felter, Dec.
- **Cincinnati**
  - One More Time, M. F. Scott, Dec.
  - This Is the Thanks I Got, E. Arnold, V.
  - You Ain't Lovin', E. Arnold, V.
  - If You Don't Someone Else Will
- **Dallas-Fort Worth**
  - One By One, K. Wells & R. Felter, Dec.
  - This Old House, H. Hampton, V.
  - You Ain't Lovin', E. Arnold, V.
- **Houston**
  - This Is the Thanks I Got, E. Arnold, V.
  - You Ain't Lovin', E. Arnold, V.
  - If You Don't Someone Else Will
- **Knoxville**
  - If You Ain't Lovin', E. Young, Col.
  - This Old House, H. Hampton, V.
  - You Ain't Lovin', E. Arnold, V.
- **Memphis**
  - If You Ain't Lovin', E. Young, Col.
  - This Old House, H. Hampton, V.
  - You Ain't Lovin', E. Arnold, V.
- **Nashville**
  - This Old House, H. Hampton, V.
  - You Ain't Lovin', E. Arnold, V.
  - If You Don't Someone Else Will

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**Editors' Note**

- The new C & W Regional Sales Chart is now being published weekly in Billboard. It features sales from five regions: C & W Territorial Best Sellers, Country, Western, Records, and This Week’s Best Buys. The chart will be published weekly and will continue to grow and evolve as needed.

---

**This Week’s Best Buys**

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

- **The NEXT VOICE YOU HEAR**
  - Hill & Range, BMI
- **THAT CRAZY MAMBO THING**
  - Ross Joenigfeld, ASCAP
- **Hawaii**
  - RCA Victor 20-392

With a battling average like Snow’s, it is no wonder that his latest release is proving to be good business for every buyer in the country market. Sales reports are good not only from Atlanta, Richmond, Nashville and other top Southern sales areas, but also from Eastern and Midwestern territories which are currently popular. Preference as to side is almost equally divided. Both will probably make the national charts shortly. A previous Billboard “Spotlight” pick.

---

**Review Spot Light on...**

**RECORDS**

**MITCHELL TOPOK**

Roudette (American, BMI) — Decca 29325 — This could become Topok's biggest hit since “Cuckoo-land.” It was written by the champion and its huge, sturdy chorus was accompanied by the clicking sound of the roulette wheel. Powerful wax. Flip is “Havana Hula” (American, BMI).

**Marty Robbins**

It’s a Pity What Money Can Do (Audiff-Ross, BMI) — Columbia 32304—Marty Robbins sings his heart out on this most touching weeper about a poor lad competing against a rich man for the love of a girl. A solid coin grabber. Flip is “Time Goes By” (Audiff-Ross, BMI).

---

**Reviews of New C & W Records**

**JUSTIN TUBB-GOLDIE HILL**

“Hillbilly Cigar Box”

Columbia 23509 — A Billboard “Spotlight” Pick.

- On the side the pop star of the music of today. She sounds the melody, but with a touch of country.

---

**SPADE COOLEY**

“Yankee Doodle Me”

Columbia 23511 — A Billboard “Spotlight” Pick.

- Vocalist is a colorful character. His voice is very similar to that of Bing Crosby, and his delivery is smooth. He is a good entertainer with a lot of desire.

---

**CONGRATULATIONS**

**WSM’s 3rd Annual National D. J. Festival**

In honor of the 29th Anniversary of the Grand Ole Opry, I’m happy to be a part of this celebration.

---

**Looking Forward to**

**Seeing My Friends There**

Gene Autry

---

**“YOU Clobbered Me”**

Spade Cooley — Betty Gay

**“JINGLE-O-THE BROWNIE”**

Dallas Frazier & Joe “Finger-F” Carr

Central Songs, Inc.

---

**“THERE’S SOMETHING SMASH!”**

Spade Cooley — Betty Gay

---

**Gene Autry**

---

**MNVN LORRIE**

DON’T YELL...BRENDY DE MONI...SMASH!

---

**MOON MELECA**

What She Has Done for Me

**DEBRA BRINN**

SMASH!

---

**JIMMY TULL-GOLDIE HILL**

“Hillbilly Cigar Box”

Columbia 32304 — A Billboard “Spotlight” Pick.

- On the side the pop star of the music of today. She sounds the melody, but with a touch of country.

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**SPADE COOLEY**

“Yankee Doodle Me”

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- Vocalist is a colorful character. His voice is very similar to that of Bing Crosby, and his delivery is smooth. He is a good entertainer with a lot of desire.

---

**I Can’t Say Nothing At All**

DEBRA BRINN — Jack Chirnside in a good country horn of a very new new effort that would dawny [sic] sounded better if better recorded. It’s a wally that’s not very attractive (RCA Victor).

---

**The Smart Kids’ Fiddle**

RCA Victor 20-392 — A very smart record in this weeper.
THINK OF THE **Good** YOU CAN DO
WITH **One** HOUR'S PAY

If you could help save a life by working **one hour**, you'd do it, wouldn't you? That's what you, and all other Industry Employees are asked to do in the Annual Christmas Salute—to give at least one hour's pay each year to your Will Rogers Memorial Hospital.

By doing this you help provide a haven of healing; of TB care and Research, for your friends, for your family, and for yourself.

**Give to the Christmas Salute—NOW!**

At this Thanksgiving Season, let us be grateful that there is a Will Rogers Hospital — that WE own it — where we can conduct TB Research, and where we can heal tuberculosis at **NO CHARGE TO PATIENTS**

Located at Saranac Lake, N. Y., your Will Rogers Memorial Hospital has maintained an average rate of TB healing of 90%-plus of all its cases. More than twelve hundred cures have been attained. It's insurance for you — and Assurance for all in the AMUSEMENT INDUSTRY

Christmas **SALUTE** to Patients

Will Rogers Hospital gratefully acknowledges contribution of ad production by Universal Pictures Company, Inc., and of space by this publisher
The Billboard Music Popularity Charts

**This Week's Best Buys**

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

**LING, TING-TONG (St. Louis).** The Five Keys—Capitol 2045

A disk that is proving to have wide appeal in both the R&B and pop markets. It appears this week on the Seattle pop territorial chart and is climbing up good sales in New York, Philadelphia, Providence, Pittsburgh, Cleveland, Chicago, Nashville and Durham. Its appeal is reaching the R&B market also in a profitable form in stores with a predominantly pop business.

**MCNALLY (Boston),** The Snowgoons—Chess 6958

SINCERELY (Arc, BMI)—The Snowgoons—Chess 1531

In two weeks time, this disk has shown a steady increase toward the charts. A solid line-up of good and strong reports from New York, Philadelphia, Buffalo, Pittsburgh, Cincinnati, Chicago, St. Louis, Atlanta and Nashville take shape almost from time of delivery. Flip is "Tempesting" (Arc, BMI). A previous Billboard "Spotlight" pick.

**Review Spotlight on...**

DINAH WASHINGTON
Teach Me Tonight (Hib. ASCAP)—Mercury 70497—A wonderful reading by Dinah of this Cy Coleman and Bob Dilmore tune backed with warm corks. A solid effort for the listener and one that should be a hit. Flip is "Wishing Well" (Marnon, BMI).

**The SPIDERS**

"21" (Commodore, BMI)—Imperial 5318—The boys should continue to hit with this new batch of wax. The story of a youth who has reached the peak and is losing it with enthusiasm. Good cakewalk. Flip is "She Keeps Me Wondering" (Commodore, BMI).

**TALENT**

**The Cookeys**

It's been a long time since there has been a strong girl's group in the field but this group on Aladdin is quite enough to break through. They sound like a hit. "All Night Mambo" (Lamp, BMI), and on "Don't Let Go" (Lamp, BMI) on Lamp 5008.

**Reviews of New R & B Records**

**The CLOVERS**

All Right Oh Swellie (Atlantic)—Atlantic 1066—A Billboard "Spotlight"—11/13/54 (Progressive, BMI)

ANALYSIS: This disk has a moderate appeal but will not make a big hit.

The Clovers would be no exception to this opinion, since on the flip is "I'm a Fool to Care," by the same group. It is just as steady.

**LITTLE WALTER**

Mellow Down (Atlantic)—Atlantic 1066—A Billboard "Spotlight"—11/13/54 (BMI)

ANALYSIS: This disk is described by the Billboard as having a "subdued" beat which is too soft to create. Mainly to the rhythm section.

**LA VERN BAKER**

Take Care of Your Heart (RPM)—RPM 610—A Billboard "Spotlight"—11/13/54 (BMI)

ANALYSIS: This disk has a "special" appeal and should show a good steady flow of sales and operator action.

**The DRIFTERS**

White Christmas (RPM)—RPM 610—A Billboard "Spotlight"—11/13/54

ANALYSIS: This disk has a special appeal and should show a good steady flow of sales and operator action.

**The CLOVERS**

All Right Oh Swellie (Atlantic)—Atlantic 1066—A Billboard "Spotlight"—11/13/54 (Progressive, BMI)

ANALYSIS: This disk has a moderate appeal but will not make a big hit.

The Clovers would be no exception to this opinion, since on the flip is "I'm a Fool to Care," by the same group. It is just as steady.

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ANALYSIS: This disk is described by the Billboard as having a "subdued" beat which is too soft to create. Mainly to the rhythm section.

**LA VERN BAKER**

Take Care of Your Heart (RPM)—RPM 610—A Billboard "Spotlight"—11/13/54 (BMI)

ANALYSIS: This disk has a special appeal and should show a good steady flow of sales and operator action.

**The DRIFTERS**

White Christmas (RPM)—RPM 610—A Billboard "Spotlight"—11/13/54

ANALYSIS: This disk has a special appeal and should show a good steady flow of sales and operator action.

**Atlantic**

1. Hearts of Stone, Charles, Del.
2. Don't Be Shy, W. Harrison, Del.
4. Big Bill, Derrell, Atl.
5. What's It All About, Dooley, Atl.
7. Love Me, Faulton, Atl.
8. Annie Had a Baby, McKinley, Del.
9. RPM 610—Atlan.
10. Never Go To Me—J. Ace.

**Balti-Wash.**

1. Mama, Mama, Del.
2. Hello In My Heart, F. Adams, Del.
4. Mama, Mama, Del.
5. You Used Me Baby, E. Brown, Del.
6. Annie's Aunty Fantasy, Del.

**Charlottes**

1. Hearts of Stone, Charles, Del.
2. Big Bill, Derrell, Atl.
3. Mama, Mama, Del.
5. Love Me, Faulton, Atl.
6. Annie Had a Baby, McKinley, Del.
7. R. B. Reid, Del.

**Los Angeles**

1. Hearts of Stone, Charles, Del.
2. Don't Be Shy, W. Harrison, Del.
4. Big Bill, Derrell, Atl.
5. What's It All About, Dooley, Atl.
7. Love Me, Faulton, Atl.
8. Annie Had a Baby, McKinley, Del.
9. R. B. Reid, Del.
10. Never Go To Me—J. Ace.

**New Orleans**

1. Hearts of Stone, Charles, Del.
2. Don't Be Shy, W. Harrison, Del.
4. Big Bill, Derrell, Atl.
5. What's It All About, Dooley, Atl.
7. Love Me, Faulton, Atl.
8. Annie Had a Baby, McKinley, Del.
9. R. B. Reid, Del.
10. Never Go To Me—J. Ace.

**New York**

1. Mama, Mama, Del.
2. Don't Be Shy, W. Harrison, Del.
4. Big Bill, Derrell, Atl.
5. What's It All About, Dooley, Atl.
7. Love Me, Faulton, Atl.
8. Annie Had a Baby, McKinley, Del.
9. R. B. Reid, Del.
10. Never Go To Me—J. Ace.

**Philadelphia**

1. Don't Hurt Anyone, Del.
2. High He Mat My Heart, F. Adams, Del.
3. What's A Dream, F. Adams, Del.
5. Heartbreakers, Del.
6. Mama, Mama, Del.
7. After You've Gone, F. Adams, Del.
8. Mama, Mama, Del.
The Billboard Music Popularity Charts

RHYTHM & BLUES RECORDS

• Reviews of New R & B Records

1954-11-30

Material later in up-tempo Moog. (See chart, p. 32.)

1954-12-1

The genial here is the clicking sound which is plotted chiefly by Tyler on the Sonora.

1954-12-8

Surely is the sight of a trained goatee. (See chart, p. 32.)

1954-12-22

Around the dance instrumental, this one utilizing a basic beat done with the dancing effect. (K. & R. Music, BMI)

1954-12-29

The guitar solo here is the most prominent which this one utilizing a basic beat done with the dancing effect. (K. & R. Music, BMI)

Oscar Salbando ORK

Material later in up-tempo Moog. (See chart, p. 32.)

Robinson

Recording and issued next January. (See chart, p. 32.)

Jimmie Tyler ORK

Material later in up-tempo Moog. (See chart, p. 32.)

Santas Lost Base

Material later in up-tempo Moog. (See chart, p. 32.)

The group here is the clicking sound which is plotted chiefly by Tyler on the Sonora.

Ninie Brown

Surely is the sight of a trained goatee. (See chart, p. 32.)

Cheery Lynn

Material later in up-tempo Moog. (See chart, p. 32.)

The guitar solo here is the most prominent which this one utilizing a basic beat done with the dancing effect. (K. & R. Music, BMI)

The Hamilton Misters

Material later in up-tempo Moog. (See chart, p. 32.)

The Four Aces will play a return date at Blues on Broadway, 7th floor, 117 West 78th Street, 11th floor.

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**THE FINAL CURTAIN**

CHANCE—Mr. A. E. Chance, a Los Angeles mezzosoprano performer, will be here for the first time on Nov. 13. He has been known as the Voice of the State, with his wife, Mrs. A. E. Chance, who will be the third member of his family.

CRAWFORD—Earl, 22, a usher at Kalamazoo, is visiting his parents, Mrs. F. B. Crawford and Mr. F. B. Crawford, in the town.

ELSWORTH—Burl, a veteran member of St. Peter's Church, is back from a trip to the East. The trip was much needed and beneficial to his health. He was accompanied by his sister, Miss Mary Elsworth, who was also visiting his father.

FRANKLIN—Ned, a Los Angeles musician and vocal instructor, will be giving a recital on Nov. 15 at the Music Hall. The recital will be in honor of his son, who has recently graduated from the Conservatory of Music.

HAMILTON—Mrs. M. Hamilton, who has been sick for the past few weeks, is now much improved and is expected to be back to her regular work soon.

JACKSON—J. Jackson, a Los Angeles musician, is now composing a new symphony which will be performed at the Grand Opera House next month.

KELSEY—Mr. and Mrs. W. Kelsey, who have been on a trip to the East, are now back in Los Angeles. They brought a few souvenirs from their trip, which they are now displaying at their home.

LAFAYETTE—Mr. and Mrs. E. Lafayette, who have been on a trip to the East, are now back in Los Angeles. They brought a few souvenirs from their trip, which they are now displaying at their home.

MACEDONIA—Mrs. H. Macedonia, who has been sick for the past few weeks, is now much improved and is expected to be back to her regular work soon.

MADISON—Mr. and Mrs. J. Madison, who have been on a trip to the East, are now back in Los Angeles. They brought a few souvenirs from their trip, which they are now displaying at their home.

**Folk Talent and Tunes**

*Continued from page 46*

Go Opey* unit set for the Auditorium. The show is to open on Monday, Nov. 29. Vocalist Betty Johnson is also scheduled to appear on the show, as is the popular dance band led by Saul Gold and his Texas Tune Twisters.

Washington

Buzz Bubble, Pete Pike and the Bob Jones Boys, who are now touring the West Coast, will be appearing on the show this week over WOR-TV, Washington. They topped off their recent tour by drawing 6,000 at Watermelon Day, sponsored by the Salvation Army, Washington, D.C. They plan to revive its sum- mer series of Saturday afternoon shows, which have been as successful as the winter shows, with the addition of a new feature, a Lynn Johnson, who is now appearing with the show.

The Bob Jones Boys are scheduled to appear in Washington, D.C., on November 22, and will also appear in Philadelphia on November 23. They will be appearing at the Royal Theater, Philadelphia, as well as other cities in the Northeast.

With the Jockeys

Wendy Lewis, who spins the disc of her own show over WOR-TV, will be appearing this week with her band, the Tex. She had as recent visitors on her show Dave Brown, from the Texas Radio Network, and M. Brown and Jim Reese. Thanks to you folks at The Billboard for the nice reviews you gave us here at KYNY,类型编辑照耀Jay Michael, cewor- dor at WOGB, Red Lion, Pa., it is of need of records from other stations, especially the ones with a large student following. Martha Shepherd, who has been working as a secretary at WOR-TV, will be leaving the station for a position in New York. She has been very good to us and we are sorry to see her go.

Sheldon Horton, of WVAM, the Baltimore station, has been setting his big plans for the opening of the station. He plans to take the air at Springes, Pa. Horton says he will be doing four hours daily on the station, which will be called the "Mental Health Hour." She will also be on the air at the opening.

Dave Hendricks, from the station in White Plains, N.Y., has been working very hard to make sure that there's been heavy interest in his area in a record by Stuart Whitmeyer. The record is called "The Dream."

*Artists and Models*

Danny O'Day and Company are on a school assembly tour this month in the Upper Peninsula of Michigan. They are performing in Wisconsin for the Family School Assembly Service of the Church of Jesus Christ of Latter-day Saints. Mrs. Joseph Daly, wife of the late Harry Daly, of radio show fame, will be joining the tour for over 25 years, is recuperating from a recent operation at St. Joseph's Hospital, Chicago. Mrs. Daly, who has been a mainstay on the tour, is expected to return to the tour soon.

*Mrs. Grauzhaling*

The popular song, "You'll Never Know," by Mrs. Grauzhaling, has been a big hit in the past few months. It has been recorded by several famous singers, including Betty Grable and Lena Horne.

*Violet McCarthy*

Violet McCarthy, former band leader and now band leader in a dance band in New York, has been very busy with her new band. She is now preparing for a tour of the East Coast, where she will appear at several important events.

**HOCUS-POCUS**

**BILL SACHS**

DANNY O'DAY and Company are on a school assembly tour this month in the Upper Peninsula of Michigan. They are performing in Wisconsin for the Family School Assembly Service of the Church of Jesus Christ of Latter-day Saints. Mrs. Joseph Daly, wife of the late Harry Daly, of radio show fame, will be joining the tour for over 25 years, is recuperating from a recent operation at St. Joseph's Hospital, Chicago. Mrs. Daly, who has been a mainstay on the tour, is expected to return to the tour soon.

*Harmonica King*

Harmonica King, who has been a mainstay on the tour for many years, is recuperating from a recent operation at St. Joseph's Hospital, Chicago. Mrs. Daly, who has been a mainstay on the tour, is expected to return to the tour soon.

*Bill Chadoret*

Bill Chadoret is spending his time at the piano, where he has been spending most of his time lately. He is planning to record a new album soon.

*Johnnie Ray*

Johnnie Ray, who has been a mainstay on the tour for many years, is recuperating from a recent operation at St. Joseph's Hospital, Chicago. Mrs. Daly, who has been a mainstay on the tour, is expected to return to the tour soon.

*Tony Bennett*

Tony Bennett, who has been a mainstay on the tour for many years, is recuperating from a recent operation at St. Joseph's Hospital, Chicago. Mrs. Daly, who has been a mainstay on the tour, is expected to return to the tour soon.

*The Mysterious Finale*

The Mysterious Finale, a new show on radio, is now being heard in several major cities. The show features a new and exciting combination of music, magic, and mystery.

*Herbert post*

Herbert post, a former music teacher, is now working as a music director for a local high school. He is also working as a music director for a local church.

*Divorce*

Vann, Mrs. Jesse Bate, Rapidan, former Miss America, and her husband, Mr. Jesse Bate, are now living in Rapidan, Virginia.
IMCA Slates Chi Meeting, Driver Party

BIRMINGHAM, Nov. 13.—The International Motorboat Assn. will hold a national meeting and party November 27th at the hotel where the meeting will be held in Chicago's Hotel Sherman. A technical meeting of the board of directors, promoters, drivers and owners will be scheduled for Tuesday, November 15th at 2:30 p.m. (Saturday, November 16th). The annual banquet will be held in the Grand Ball Room at 7:30 p.m. with drivers, owners, etc., in attendance.

Trophies will be presented to the two leading point winners in both stock car and big rig division races and plaques will be given to the eight drivers in the standing in both brackets. Trophies will be also distributed.

The International IMCA stockholders’ meeting will be held at 9:30 a.m. Monday (20th) in the Bal Parkers.

Bob Slater, Kansas City, Mo., topped the IMCA big point standings followed by Johnny Herrera, Marvin Pifer, Jimmy Campbell, Ted Cuba, Carson Cayway, Jim McWyeth, Herbl judas, Wally Brazil and Richard (Red) Amick.

Top 10 in the stock car division were: Bill Ader, Hershell Bachmann, Bill Wilkins, George Treadwell, Charlie Harrison, Robert Petersen, (Dvd) Narber, (Dvd) Shorty) Perick and Chris Stadik.

Attendance Up for Davenport

WICHITA, Kan., Nov. 13.—Ore. champion's annual Shrine circus has had a setting attendance records since opening here this week, according to Harry Thomas, of the box office.

He said night houses Monday the first week was about average and that afternoons performance showed a sharp increase over last year's attendance at that time. The regular shows will run for three weeks, with the week starting Monday (15th). It also is under Shrine auspices. The two weeks of the complete Davenport's fall schedule.

COSTA RICA IN DEC.

First Latin Showing Bilked for 'Waters

NEW YORK, Nov. 13.—Dancing Waters will make its initial appearance in this country in February, month, using a Costa Rica booking as a wedge into Latin-Americans' teeming theater conventions.

Sam Shoven, general manager of Dancing Waters, left here last week day that in conjunction with associates Harold Seidman and Harold Nisenson, they are giving the show a thrust into the Costa Rica capital, San Jose, for the period between December 18 and January 5.

The company, which is pro- motion by Costa Rica producer Raul Volo, operator, is under production of a Pila Volo.

Outdoor Show Business Primes for Chicago Meetings

Fair, Carnival, Park Organizations Prepare for November Conventions

CHICAGO Nov. 13.—Attention was turning this week to Chicago several meetings of organizations representing branches of outdoor show business. Already several conventions have been held.

It is the custom of the shows to meet under one roof where nearly all of the important concerns of the business are discussed. A recent meeting in Havana, conference auto race organizations, associations, stock show producers and concession equipment suppliers will be held now next week.

The several conventions will meet through November 1st. Sections will run through December 15th, and will be held on the fourth Friday of each month. The last named is the Syracuse Show. Another announcement was made by Chas. Hurley, assessing chairman of the committee on Syracuse Herald-Journal.

Ball & Glier
On 3 Up-State

UTICA, N. Y. Nov. 13.—Pre- mostrar Ball & Grier, producing two shows this winter in Utica, New York, and have been named executive directors of the corporation by the last named is the Syracuse Show. Another announcement was made by Chas. Hurley, assessing chairman of the committee on Syracuse Herald-Journal.

Ball & Grier, according to producer, Len McCall, will do It-Yourself and House Show. The latter will start next Wednesday (17-21). The former will run for its third year also. Also taking in the area starting next Monday (15-29).

The stock show itself and the horse show features being shown are composed because each kind of show by itself would not be strong enough in this area. He said the general idea of this show is to improve business, and do it, build it, and have it take its place in the rural business and show ring, according to local exhibitors.

Calgary Ex Racks Up Record $348,418

Total Revenue for '54, $802,422, Expenditures Total Big $454,078

CAGYLARY, Alta., Nov. 13.—The Calgary Stampede Exposition, Ltd., recorded a surplus of $345,940 in 1954, the largest in the organization's history, according to reports presented at the annual meeting of shareholders. The highest surplus was $534,055, recorded in 1943.

In presenting the financial statement, F. C. Manning said the net profit for the year was $802,422 and expenditure were $454,078.

While no major building projects are planned, further improvements at the Stampede Grounds, including installation of a totalizer for pari-mutuel betting, the spring, summer and fall race meets, major additions to the program, and a new campground will be undertaken during the coming year.

General improvements carried out during the past year included replacement of the first and second installations of a totalizer for pari-mutuel betting; the spring, summer and fall race meets, major additions to the program, and a new campground will be undertaken during the coming year.

Midway Net $106,900

Manning reported gate receipts and expenditures taken at the 1954 exposition and stampeda total of $2,415,000. Exhibition display, midway and concessions netted $109,349, about $2,000 up from last year. Home costs were $1,236,040.45. Total gate receipts brought in a total revenue of $1,066,700, with total expenses coming in at $522,950.

In 1954, the 18th annual Exposition, Chief Executive Officer, Pete Dunlop, said that in addition, based largely on the demand for home entertainment that has led up to the convention will be heavy.

Fair Groups Meet in U.S. and Canada will be on hand for the annual convention of the Agricultural Network of International Fair and Exposition November 23-24. December 1. Officials of all the state associations of fairs will take part.

Sask. Fairs
Seek Gov't $500 For 1955 Cell

REGINA, Sask., Nov. 13.—The Saskatchewan Fair and Exhibition Association, chairman of the farm and stockmen's committee, and Fred W. Pierce, donation chairman, are arranging to have a banquet committee. Ireland said that advancement, which shall be based largely on the demand for home entertainment that has led up to the convention will be heavy.
British Donates Rink To Fredericton, N. B.

FREDERICTON, N. B., Nov. 21—Although he is not well known publisher and long-time benefactor of the Province of New Brunswick, Mr. John Winkley, who recently arrived here from Topeka, Kansas, with others, is looking to effect a combination of his interests in the fields of motion pictures and horse racing in the city of Fredericton.

The structure, to be known as Winkley Runs, will be located on 67 acres of land near the town.
Outdoor Folk Prime for Meet

- Continued "rom page 62

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**PARKS-RESORTS-POOLS**

**NOVEMBER 20, 1954**

**COMMUNICATIONS TO 155 W. RANDOLPH ST., CHICAGO 1, ILL.**

**THE BILLBOARD**

**57**

**Fairyland Plans Increase In Promotional Activity**

**NEW YORK, Nov. 13—Fairyland, Queens Boulevard kid spot, is going to step up its promotional campaign after the first of the year. The Richmond City World of Shows publicity, will take on the form of posters during the winter months, setting up a program that will carry thru the calendar year, At least four thousand,<br>ads, posters, etc.<br>.<br>-. While continuing to operate weekend events during the winter months to satisfy the kids, McKee, nevertheless, notes that business is somewhat down. While no serious loss has been experienced, or is anticipated, McKee is of the opinion that now is the time to place additional emphasis on the building of the park in anticipation of spring. As with long experience in the promotional-publicity field, is expected to concentrate on setting up tie-in deals designed principally to bring in the increased attendance during the regular seasons when the biggest crowds would result. The promotional deals will naturally be aimed at the nippot trade, and by means of the concentration of the makers of kid products, at the close of the regular season Park Meeting To Hear Talk About TV Film**

**CHICAGO, Nov. 13—How amusement parks can utilize television to their advantage will be one of the topics to be discussed on the program of the convention of Amusement Parks, Pools and Recreation scheduled here November 18-20 by Robert L. Plarr, program chairman of the Chicago office of the American Recreation Association. Clyde K. Krebs, executive of Sunco, Inc., maker of TV equipment, will speak Monday (20) about how the amusement park can use a national spot announcement which allows for a greater level of information. The film firm also will show a movie about vending machines, "At the Drop of a Coin."**

**Mich. Fairground May Get Detroit's City Kiddieland**

**DETOIT, Nov. 13.—The Motor City Commission finally achieved a Fairground Park. After years of debate over all of the city's Fairgounds here, the City Parks and Recreation Commission has been planning to install a Kiddieland or two years ago, but failed to find a city park which would be acceptable, burned this week to the North End Fairgounds property. A tentative agreement was made at a state of division as a result of the action of the president of the Manager James M. Hare, following his election last week as secretary of the state.
**Canadian Icer In Rehearsal, Sets Opening**

RED DEER, Alta., Nov. 12—The Regina Fair Company's "Canadian Ice Fantasy" has been rehearsed at Red Deer in preparation for its opening sometime next month. The show will get under way Tuesday morning (30) with committee reports and a review of the progress of the show by the officers of the company.

**Regina Exec Named Mayor**

REGINA, Sask., Nov. 13—Leslie H. Hammond, a director of the company, was re-elected mayor of Regina recently. Mr. Hammond, along with Joseph Willie and J. A. Young, were re-elected as aldermen.

**Successful Run for Jacksonville**

JACKSONVILLE, Fla., Nov. 13—The Jacksonville Fair and Merchants Exposition, held October 15-22 on the Jessie Ball DuBose Park under sponsorship of the Bi-annual Lions Club, got off to a slow start as the public turned out to get a better idea of what the fair was all about. But by Friday, the public filled the stands, and the fair was well on its way to being a great success. The fair continues until next Saturday.

**Canadian-Special Events Cont'd**

**Set for IFAE Contab**

Six Execs Head Up Panel Discussion; Program Embraces Variety of Topics

CHICAGO, Nov. 13.—A clinic on "Canadian Special Events," one of the major discussion subjects at the annual convention of the International Association of Fairs and Expositions in the Hotel Sherman, was held here Tuesday, November 9th.

"Canadian Special Events" is an important phase of the business of the fair industry. Two Canadian special events—"Lucky Dogs" and "Hounds' Turf"—are held annually at the weekly racetrack in Toronto. The "Dog Show" is held in conjunction with the "Hounds' Turf," and is the first of its kind in the United States. The "Hounds' Turf" is one of the largest and most successful annual events in the United States.

"Lucky Dogs" is a very popular event at the "Dog Show," and is held in conjunction with the "Hounds' Turf." It is a racing event for dogs, and is one of the most popular events in the United States.

One of the most popular events at the "Dog Show" is the "Hounds' Turf," which is a racing event for dogs. It is one of the largest and most successful annual events in the United States.

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PARKING, BUILDING TO BOOST DANBURY GROSS

DANBURY, Conn., Nov. 13—The Great Danbury Fair will show a slight change in attendance this year, the result of shifting and construction which will move more than $1,000,000 into the fair from display space sales, and thousands more from the substantially increased parking space. Discussions have been set for Saturday, Thanksgiving Day.

General Manager John W. Leash said that about six acres will fill with a new structure, 135 feet wide by 700 feet long, display booths and be located between the horse track and the big water tank, with the space going for $500 each. The fair's main exhibit structure in the Big Top where space is $700.

About 9,000 cars were parked in the fair's lots last year, and peak days, a figure determined by Leash, resident Irving Jarvis after surveying these magnifying glasses. This will be enlarged in 1956, be used for a five-acre plot which is being graded and filled.

Two of the eating stands have already been moved to new locations, Leash said, and 11 others will be shifted to the spring to provide space for the new building. Its center will also have stories and have a dome-shaped interior painted in gold.

Other work projected for next year will include the building of an improved barnyard restaurant and a new Grandstand, Anderson Field, also in the making, as are plans for additional buildings devoted to products of Maine, Connecticut, and Vermont.

The fair will again benefit from direct-to-the-grounds service by the New York, New Haven & Hartford Railroad. The service was lost for seven days, and was extended to nine days last year.

About 1,200 customers took advantage of this service, which stopped at Grand Central, 125th Street in New York City, at Rochelle and Port Chester, N.Y., and at Darien and South Norwalk, Conn., before arriving at the sale near the fair race track. Advertising on this feature was weak, Leash said, and will be dropped next year.

Same Shows Stated

The fair, it was said, will retain its entertainment policy with shows offering midway rides and shows only, and Buck Steer's Frontier Days as a free mid-week attraction. There will also be Saturday stock racing at the fair, which in recent years has done the fair a lot of good. Leash said another prairie wagon has been bought, to be set aside daily during an Indian flaming arrow sequence. A new current is being sought for the Big Top, he added.

Jack Leland

You can clear yourself $10,000 this year by being a Driver and Coachman. All my Drivers and Coachmen write me now for your positions in 1957.

Cedar Rapids

Nets $2,479 on '54 Operations

CEDAR RAPIDS, Iowa, Nov. 13—The Iowa State Fair and Horse Show Downs this year had one of its best years financially in 10 years it has been in operation, it was reported at a recent meeting of the fair association.

Net profit for all operations during the year at the plant house was $2,479.80. Income of the fair association was $23,471.50. Total expense, not counting plant depreciation, was $21,001.70.

Total excess of receipts over expenditures for the year, before depreciation, was $24,714.20. Scheduled depreciation on property owned by the association brought the net balance for the year to $53,561.62.

The report listed the depreciated assets and buildings and other equipment owned by the association at $306,374.82. A fund of $210.50 was set aside as a base for a fund to establish a memorial fund for the late A. L. Killian, veteran member of the association. The personal fund is scheduled to be started this year.

The committee voted to retain Andy Hansen as manager for the next year, and set 55 fair dates at August 16-21.

First Season Good

Continued from page 35

Success, this, and he traded it for a Carrousel at Hunts Mills, R.I. besides the Carrousel at Nipmuc, he has them today at Warwick, Lake Michnocks in West Greenwich and Cockland Park in Pittsfield, all Rhode Island spots. He also operates other rides and amusement units at those locations but has built a reputation as a Carrousel specialist.

Discussions Noted

Continued from page 35

What have been numerous for 1955, and Hooper noted that the high expense involved in it dictates that a workable route be fashioned to avoid hop-scooting over the map.

Ohio Pool Sold

Continued from page 35

The pool owned by John W. Leash, Fairbury, on "Showmanship." The addresses will close with a report of the resolutions committee and the election of officers and directors for 1956.

Also meeting during the week will be the International Motor Contest Association, which will hold its annual meeting at 9:30 a.m. on Monday, B. H. Medhurst will preside, assisted by Secretary Frank Harris.

The Middle East Fair Circuit will meet on the same day at 11 a.m. and ta,ne's women will get their annual cocktail hour at noon Monday. Mrs. Charles W. Beardsley, Jr., Miss president of the women's organization and husband, Springfield, Mass, is secretary.

The IAFE will hold its annual cocktail hour Monday at 5 p.m. with cameramen and their wives invited. Leon Harvey, Albuquerque, N.M., will preside at the annual IAFE Past President Club Luncheon early Tuesday morning.
Crafts Ahead of '53
At Ariz. State Fair

RotoR Strong Despite Late Start; Show to Close Season Phoenix

PHOENIX, Nov. 13.—Crafts 20 Big Shows will close its 1954 season here tomorrow when the curtain falls on the 10-Arizona State Fair, Delville N. Crafts, show owner and operator, said. Business on the exposition's midway is running ahead of last year, Crafts added. This marks the eighth consecutive year the organization has played the fair.

Last year, following the close of the State Fair, Crafts' Exposition and 20 Big Shows stayed on the road two weeks. The schedule is being cut here for the reason that spots that could be played off have been too tight to permit. There have been no few prospects and because the show opens earlier than any other in the spring.

Crafts did not disclose any plans for getting on the road earlier than usual in 1955.

Crafts said that revenue compilations this year are being made against those which included tax last year. On the basis of this method, business for this spot is slightly ahead.

For the date here Crafts brought in 20 major and 12 kid rides, big shows, and 130 concessions. Comment najmunski was cut from $17.50 per foot in 1953 to $15 for the current year. The midway is 1,500 feet long and 130 feet wide.

Among the rides featured on the midway are Crafts' double loop vertical Rotator made by the Velore Amusements Co. of Chicago, the only Rotator in Long Beach. The ride arrived in Arizona only recently, Crafts said, and the fair will be the only one in the western states to operate it until early in the afternoon next Monday. Crafts said that three big days were missed, the ride got off to a good start. Added that the features are regulars, including the ride that debuted on this midway.

Five Finalists In SLA Contest To Be Decided

CHICAGO, Nov. 13.—The five finalists in the annual, sponsored by the Showmen's League of America, the National Outdoor Show Business of '54 will be determined Tuesday when all votes received up to that time will be tallied.

The most exciting winner will be determined during the Chicago outdoor convention, sponsored by the Showmen's League in their banquet and ball, special high point of the convention. The Showmen's League, Wednesday, December 1, in the Hotel Sherman.

President of the prime committee, announced that all entries, including TV sets, would be shared among the five finalists and also receive an all-expense paid trip to Hollywood for herself and her partner, plus cash and merchandise.

Davenport Fair
Again Contracts
Gem City Shows

Davenport, Ia., Nov. 13.—The Gem City Shows have been awarded the contract for the third Mississippi Valley Fair here. The contract is for Gem City's first closed by Dom Greco at a meeting with the fair board, of which Chester D. Salser is president and Frank Harris is secretary.

Freedman-Lang Concessions
Ahead of '55 at Phoenix Fair

PHOENIX, Nov. 13.—Business on the carnival and independent midway will be intense. For the first time in the fair's 10-day run is ahead for A. Freedman-Lang and Freedman-Lang respectively. Freedman is here for his nineth year with Novelties and has the contract for defense. Lang is playing his fourth season with the present partnership and will have his chairs with his stand located on the midway.

Freedman said that business for the first three days gave indications this year's fall run run will be a success of all previous runs. The concession was substantially following Monday, the last day of this run. According to Maude Lang, who was on call on the first of the week for people who had been away on the grand opening and several days later to the opening day.

Lang moved in here following the State Fair of Texas. His business was slow the first three days with the Sunday crowds emptying his stock of machines by 1 o'clock in the afternoon. From about 2 until 6 o'clock, he had customers waiting for the Monday line to come in so they could take them out. His stock here included nearly 200 of the baby workers.

Rubank Org
In the Barn

SAN ANTONIO, Nov. 13.—Alamo Exposition Shows are in the barns here for the annual exposition, according to Jack Rubank, owner of the organization. Rubank had a fine run but the worst was to come in the future. He had thousands lost in the fire in Chicago meetings.

Rubank left here this week for Hot Springs and will not return to Chicago prior to the road fair.
**SUTTON, Va., Nov. 13—** During the week of the 11th, the show hark last week here in Ahoskie, N. C. The fourth weekend, long about, it was reported, with rain and snow, but that didn’t keep the natives home most of the week. Monday was snow, Thursday, however, proved opposite-opposite, yet they all could help.

Mrs. Minnie Marucci and her husband will return to their New Jersey home after the weekend, and they will remain there until the snow season, when they will return to quarters.

Bob Millikan’s court has been advertised and he along with his friends, here at the courthouse, will be doing business.

Destinations of various personal on the show include Mr. and Mrs. Tony Long, to Birmingham, Ala.; Frank, Ralph C Baba to Hazel, Pa.; Buddy and Betty Muszaro and June, to Buffalo, N. Y.; Joe and Mrs. Pete Roult to Miami; Joe Kinsley, to Florida, and Joe and Mrs. Edward De Sousa to Baltimore, Conn.; Joe and Mrs. Irwin to Detroit, Mich.; Johnny Cabrillo to Miami, Idaho; Sterling to Miami, and Charlie (Red) Drake to Dallas, N. M.

Sculpting at the winter quarters are Millikan, Jimmie Tregon, midges Leo and Ike Matina, Shady and Sylia Matina, Sam, Miller, Howard (Colpepper) Byers, Joe Bush, Leo (Whitey) Justice, and Dutch Keshner went to Suffolk, Mass., for a big night. The manager, business manager and general agent, will be in charge of quarters until further notice.

The show this year covered Virginia, New Jersey, New York, and the Carolinas in the South, and it included all the northern states, but the show was struck by many weather conditions from time to time, and the back down on the Atlantic seaboard.

**Detroit Club Pays Tribute At Memorial**

**DETROIT, Nov. 13—**The annual meeting of the Michigan Showmen’s Association was held Sunday afternoon (7) in the chandeliers of the organization with a representative turnout of all the members.

Chairman of the event was Ben M. Seibert, associated with the Post Office Department, who pointed out that the meeting was held in order to conduct the business of the organization for the coming year.

On the floor, W. C. Jordan, of Cal Levoy announced, the business transactions of the organization for the coming year.

For the first time in the memory of the NSA, the show has dropped from its traditional New Year’s Eve date, when it was found that the club members were scattered largely around the Town Club on Friday nights, will not be available.

Ahoskie Poor, Ends Year for Va. Greater

**WILSONS NOTE 3-WAY CAFE ON SAME DAY**

**CHARLESTON, S. C., Nov. 13—** General and former E. L. O. Shaw, of Virginia Beach, died, had a three-year celebration, in the home of the family, in Charleston, S. C. The date marked the 85th birthday, and the 85th anniversary of his wedding. The date was an important event in the life of the family, and the celebration was held on the family’s fourth anniversary as a couple, and on the day they had their first child, just five days earlier.

**PROGRAM TOLD ACA Schedules 21st Meeting For Nov. 29**

**ROCHESTER, N. Y., Nov. 13—** The 21st annual meeting of the American Carnivals Association was held Thursday, at the Hotel Sherman in Chicago, according to general counsel Max Cohen, who emphasized the importance of the event.

Meeting of general counsel and executive committee was held in Room 111. Annual meeting of board of directors and executive committee was held at 2:45 p.m. in Room 111.

Bean to President

President Mike A. Bean will open the annual meeting of directors and executive committee at 2:45 p.m. Thursday, at the Hotel Sherman in Chicago.

**PSCA Puts Nominating Slate for ’55**

**LOS ANGELES, Nov. 13—** Twenty-two candidates for the nominating committee from which the board of directors will select the slate of officers for the 1955-56 season were included in the nominations for the 1955-56 season, according to the Los Angeles News, which printed the list.

**Show Folks Switch Dates of Banquet, Memorial Services**

**SAN FRANCISCO, Nov. 13—** Showmen are moving up their memorial services and memorial services to another date to allow the brothers to attend the opening of the Western Association convention in Marysville, Calif., scheduled for December 23. The first date was October 23.

The memorial services set for November 18, the 38 Big Shows, will now be held at Mount Olive Showmen's Rest on Saturday, and the banquet for November 19, the 38 Big Shows, will now be held on Sunday, December 5th.

The new arrangements will allow show owners and concessionaires to attend the banquet at Mount Olive Showmen’s Rest on Saturday, and the banquet at Mount Olive Showmen’s Rest on Sunday, December 5th.

The memorial services will be held at 10 a.m. on Sunday, December 5th, and the banquet will be held at 5 p.m. on Saturday, December 4th.

**Crafts Signs Orange Show Pact for ’57**

**SAN BERNARDINO, Calif., Nov. 12—** San Bernardino ’57 Big Shows will again be featured on the midway this year, according to San Bernardino County Fair officials, who stated that an agreement was signed this week.

Crafts signs have been removed from the fair for the past four years and held the contract for the fair this year.

San Bernardino ’57 Big Shows again have featured a number of carnival rides, games, and exhibits, including a large game of skill, a giant Ferris wheel, and a large parade of floats.

Before he retired from the road some eight years ago, he had worked on Tip Top, Robin and Debutante Rides, and the Robinson, Robert J. and Jules Carnival.

A goings-away party was thrown for Nate Waterman, World of Wonders, and chairman of the Plaza Hotel, Anderson, S. C. Waterman, who has been on the board of directors of the South Carolina Association of Carnival Owners, was given by Butte Miller to Nate Waterman’s leaving the show to take up the duties of a West Coast manager. Among those who attended the party were: Harry Austin; Mattul the Mystic, who told the story of his latest adventure, "Hidden Hammers," Harry Feinberg, who received "Don't Call Me" (Owen) who lectured to the National Association of Carnivals, and Nate Waterman, who presented Waterman with a Silver Medal, having been invited by J. Robert Miller.

Aileen Allen underwent a heart operation recently, reported Dewey Fullerton, and would like to hear from friends. He can be reached through the Michigan show, according to Mr. Fullerton.

The show has moved to a new location, according to Mr. Fullerton. The show is now in operation, and would like to hear from friends.

Joan Nica, who was with Moore’s Morgan, was spotted on the safari last week, according to Mr. Fullerton. She was seen at the show last weekend, according to Mr. Fullerton. She was seen at the show last weekend, according to Mr. Fullerton.

Buster Westman, who has been a consultant for the Minnesota Association of Carnival Owners, was spotted at the show last weekend, according to Mr. Fullerton.

Announced to the audience on the safari last weekend, according to Mr. Fullerton.

The show is now in operation, and would like to hear from friends.

Joe Rowan, veteran outdoor agitator, is back at his Miami home after the winter season at the new Calhoun Downs Race Track in East (Continued on page 2)

**HAMILTON BROS. Combined With "NOBLE BROS." CIRCUS**

**Huntington, Ind.—** Want for winter weeks in Arkansas, Hamilton Bros., and Noble Bros. have combined, according to the-Ind. News.

**ALL TIMES OF THE DAY**

**SHOWCRAFTS BIGGLES**

**Miami, Fla.—** Big Shows Double Decker.

**Landers CIVLATIONS**

**Billings, Mont.—** Big Shows operated by Fred Landers.
Heart of America Showmen’s Club
9124 Broadway, Kansas City, Mo.

KANSAS CITY, Mo., Nov. 13—In his annual report of George Kinnrell, the first meeting of the promotion, President, former Clayton, first vice-president.

George Kinnrell, has been held on the annual New Year’s Eve bonfire, and tickets were put on sale. Event will be held in the Georgia Room of the Continental Hotel.

Second meeting of the year was President, Kingbird, and W. W. Gavgel. F. W. (Bobs) Warfield was named to represent the Showmen’s Club at the annual banquet of the Hot Springs Showmen’s Association. Sammy Anderson is recuperating from major surgery. Artie Bennett is up and around again after a serious illness. Northern Potter is now a resident of Central Illinois.

William Murphy was reported on the sick list.

Showmen’s League of America
45 West Randall Street, Chicago, Ill.

President Maurice Oliver called the third annual meeting of the organization. Also present were Vice-Presidents, Fox, and Smith.

Mas Smith, Dorothy Dudge and Ethel Wadze were named questionnaire chairman, chairman, and treasurer respectively.

Mrs. Oliver and Miss Luella Hines were presented with citations for their contributions to the Showmen’s Club.

South Dakota Miss Frankie Parker Moore as the president.

Long Live the Ringling Bros.

Show Women’s Club
Des Moines, Iowa

DALLAS, Nov. 13—President Edna Hacker called the meeting to order. The meeting was attended by Mrs. Carter, tinny-todder, and Mrs. H. H. Miller, secretary.

Long time members of the Club was present and the meeting was adjourned.

Mrs. D.”s daughter, Helen is, seriously ill in a Minneapolis, Minn., hospital.

Helen’s friends are comforted by her mother, Mrs. D. H. L. and Helen her sister in Texas. The Show Women’s Club will be back here for the convention.

WOM Wraps Up

“Continued from page 60

Additionally hit by almost consistent bad weather and the losses due to the New Year’s Eve flood, the total gross income of dollars if you can spend, the best of the best is our show, and the best of the best is the show of the Showmen’s Club.

On the basis of the results this year, it is highly likely that the show will continue and be successful in the future.

The earnings of the power of the show were demonstrated at virtually every show in the year. Complete control of the power was the goal of the show, and the power was used to create the dream of the show. The earnings of the power were increased at some visits, mainly due to losses of attendance and help of bad weather. At the show, the power was, as usual, increased at some visits and decreased at others. The earnings of the power were increased at some visits, mainly due to losses of attendance and help of bad weather. At the show, the power was, as usual, increased at some visits and decreased at others.

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Buyer can purchase complete show for $70,000.00 or will sell equipment separately. Terms to responsible parties. We will be at the Hotel Sherman in Chicago, Nov. 28-Dec. 1.

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Custom Made, Luxurious, Greyhound Type, Self Propelled

HOME OR OFFICE ON WHEELS

If you have, borrow or rent a large warehouse for merchandise, engines, etc. in such a high location, in a building or a factory, you will find a large warehouse on wheels to be very convenient.滴答几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次几次每次
DIXIE'S WEATHER CHILLS RINGLING

Birmingham, Natchez, Okla; Season Expected to Close as Strong Winner

NATCHEZ, Miss., Nov. 13—Cold weather slowed business for Ringling Bros. and Barnum & Bailey Circus in Alabama and Mississippi during the past few days. On the run from Anniston to Gadsden, Ala., water pipes on the show train froze for the first time. Other weather was nearly as cold.

Somehow, the show's lengthy tour progressed toward its November 28 closing, Henry Ringling North said that the 1934 tour had been "eminently successful." Official observations have been that the show would end up with a good profit showing this year in contrast to 1933.

Two of the recent Southward stands were prominent for business. At one in St. Louis, Mo., nearly 10,000 people attended the trick car which has developed into an attraction at circuses and parades. Johnson, who had lived in St. Louis for 20 years, found the attraction Tuesday (2) in his motor car and died Wednesday in the hospital. He had not shown up for two days at the city, and the police were on the trail. The man who placed Johnson's ad in the newspaper has been identified as "Sixteen Gillette of St. Louis and King Bros. Circus will play Monday (15)

MADe TRiCK CAR
Robt. Johnson, Inventor and Printer, Dies

BINGHAMTON, N. Y., Nov. 13—Service was held Friday (1) for Robert M. Johnson, 72, who developed the trick car which has developed into an attraction at circuses and parades. Johnson, who had lived in Binghamton for 20 years, died Wednesday and was buried in his motor car and died Wednesday in the hospital. He had not shown up for two days at the city, and the police were on the trail. The man who placed Johnson's ad in the newspaper has been identified as "Sixteen Gillette of St. Louis and King Bros. Circus will play Monday (15)

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At Victoria on Friday (5) the show was at its peak, the weather being favorable. A good parade crowd turned out for the first circus since December. But Washington, in the City, Saturday (6) and was not so

South Texas Business

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From Alexandria, La., Ernest Tibbetts writes: "Have been try-
ing to get going after a poor year at the weather and off business. Bump- ed into two or three tricks trying to get in on themselves, but without pro- motion today. I was in the New Orleans during mid-summer and early fall. Have had a few inquiries from previous years. Have seen two tamers and a so-called 'sideshow' billed here in Louisiana, but if they see any more of it right up here they'll be a flap. Have been trying to drum unto small cities in Louisiana and many cities the local newspaper will not publish. My brother and his wife are working schools at present too.

To my mind Iowa has shown a good many shows and much of the reason was weather... Will try to get in on the winter in Montana.

Gonzales, La.: Mr. Bill Travis, in charge of a show in New Orleans, has shown in Northern New England towns for a Boston concern. Tobe Myers shows a circus in the 10-12-30 shows... Frank (Happy) Clayton, Victoria, Minn., and

DRIVIN' ROUND THE DRIVE-INS

THE TOLEDO and Jesse James drive-ins at Toledo are establishing a record for many features that are new. The shows of five and six features each, plus an equal number of cartoons. The Coca-Coca Company is offering free coffee and doughnuts to all customers who stay the length of the feature. The sales manager of Grafix Drive-In, De- troit, V. G. Atchison, has opened for business in Europe, where he will visit relatives... Ralph Mitchell is manager of the new Skye Drive-In, Bryan, Tex., which is the fourth in the chain of Houston. Cinemaspot will be installed in the new Drive-In. The Drive-In, Tilton, La., has opened a new pulo for the front area, a re-modeled snack bar and new playground. The license to drive in will be increased from 10 to 30 miles.

The show plans to install a swimming pool in the near future...

Under the marquee

eyes after he completes engage- ments at Houston and Fort Worth. He will return to his home town for the operation... Omer J. Kerna, Hamlin-Morton repre- sentative for the area, is in town.

Frank McCloud, F. P. A., Boudinot County, has moved a number of ringsling at Montgomery, Ala., where Big Joe was visited after the Hamil- Morton appearance... Bill McCraw, of Dade City, is back on the road with a truck... Paul Kennedy, manager of the new Skaters, Mathis, Tex., has announced.

In addition, Earl E. Essel & Associates, Dallas, has taken over operation of a Drive-In in El Reno, Okla., formerly owned by John C. Earl. E. Essel & Associates, Phoenix, Ariz., now owns and operates a new Drive-In in El Paso, Tex. It is equipped with Compass Drive-In service guide, Frank McQuiston, manager of Pine Drive-In, Waterloo, Ia. In addition, Questers, Inc., which distributed candy to patrons. The 750-car capacity of the Drive-In, operated by Central Theatres, Inc., West Hartford, Conn., will increased to 250 by spring, according to partners Martin Skapere and Louise Gehr.

AOW's Alexandria, Hackensack Lead Racing Divisions

ELIZABETH, N. J., Nov. 13—Alexandria (Va.) Arena, with a total of 32 points, holds the lead in the Eastern Division of the American Trotting Association. Kindergarten, the director of speed, who headquar- ters here.

In second place with 20 points is the team of Binkley Sprints, Reading, Pa. Followed was Congratulations, a member of the famed Lewiston, Minn., Highpoint Club. Third spot next meet is slated for No- vember 13 at Reading.

In the chain's Northern division Hackensack (N. J.) Arena holds the turf, with 18 points, while the Dunedin, Fl., 17; Manitoba, 16; and the Rink, 14, are also featured in the racing in the promotion.

The Northern division's next show is slated for November 30 at Flushing Park.

Charter S. C. Skater

PITCORD, S. C., Nov. 13—The Charleston (S. C.) Show Company has a charter show... The show also has a charter from the secretary of state to operate a show 40 miles within the county... The company, central office, was with a capital of $10,000, July 7, 1970. Roy Jenkins is president.

J. Nista Exhibition

BROOKLYN, Conn., Nov. 13—The Empire Broome Hall in New York City, has staged a show of the J. Nista exhibition... He has been on the road for over three years... The Carol Players play at this show, which is in New England prior to the new year... It is a good show, and in the past year has done well... The show is now on tour in New York.

In former years they have done coast-to-coast tours.

Richmond Spott
Preps for Bow

RICHMOND, Va., Nov. 13—While the show season is not sched- uled until mid-January, the nearly completed Richmond Roller Rink here was reported last week to be under construction. John D. E. Reid, is now planning a tur- key drawing to be held at the rink this Thanksgiving. Meanwhile, he reports being busy with skating shows for beginners... Richmond is located at the rink in the north Atlantic, New England, and the New York area. This brings a chance for some of the best boxers to enter the rink at the cost of $5.00 each.

The Richmond show is set to open on November 21, 1971. The show will take place at the rink, 8:00 p.m., Friday, November 21. The show will be held in connection with the 5th Annual Rink... The Richmond show will take place at the Richmond Rink, 8:00 p.m., Friday, November 21. The show will be held in connection with the 5th Annual Rink... The Richmond show will take place at the Richmond Rink, 8:00 p.m., Friday, November 21. The show will be held in connection with the 5th Annual Rink...
**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.

Wallace Stanney Company, Los Angeles, specialists in ceramics, has announced a new group consisting of an originally designed hand-crafted gravy boat, which is larger than the usual size offered, and a stand made of wrought iron, which is firmly held to the boiler in place. The stand conceals a small 2-ounce cup which sells for $2.00 plus a watch. This makes it possible to serve gravy and keep it hot. The set is offered in white and soft pastel colors. Dealers and distributors are invited to write for quantity prices on the firm. The reports from wholesale acceptance of the item, and will send samples on request.

A newly devised process now makes it possible to produce beaded plastic merchandise of simulated wood, such as for home enclosures. The products are made from three-layers, lifetime weather proof plastic in either a rich Western walnut or elegant mahogany finish. Your name is custom engraved in handwrought easy-to-read white script by Western craftsmen. The plastic material used is warp proof, Herbert Specialty Company, Chatsworth, Wyo., and impervious to moisture, heat or cold. Herbert Specialty requests that you sign your name clearly when ordering and state whether in walnut or mahogany finish. Price is $1.98 each.

The Goodfellow Company, Dallas, will send on request in special promotion literature showing a group of items such as brushes, perfumes, sachets, body lotions, stick cologne for men and women, etc., at regular prices. There are 63 items listed, and for the month of November, Goodfellow will give you your choice of a man's or woman's Hunter watch which sells regularly at $92.50, free; you will purchase of $100 worth of products shown on the facade. The $100 worth of items of your choice which includes a $25.00 plus a watch, makes a total of $127.50. The watch is a $227.50 on a $100 investment. You need not buy the entire $100 worth at one time, but as long as you purchase amount to the total during November. The offer is unlimited. If you buy $300 worth of products; you will get three watches of your choice. Part-time and full-time salaried, jobbers and distributors are invited to write for this opportunity.

Lady Arleen, Inc., Millford, Conn., are introducing a new line of silver and plastic which consists of a heart-shaped box, which is made of simulated diamond and earrings which are tiny duplicate of the box lids. The line is being produced by Arlene Franek, of radios and television, and is a copy of the set worn. Made available in response to many requests, the earrings are $29 and the necklace, $81. The set has been pre-sold at radio and television shows. The jewelry will be the product for the product is already stolen.

Gold bangle rings are being brought out for the first time by Silver Glass Company, Baltimore. These replica barrel rings are made of glass, are 2 1/2 inches tall and hold 1 1/4 ounces of liquid. The firm says they are excellent for present and souvenirs, and it will send sample for free. Price at $19 per gross, jobbers, distributors and manufacturers are asked to write for even lower price.

Gift shops which have not taken advantage of the sales opportunity offered by Providence Ring Company, Providence, R. I., in the fittings of the miracle cross, should consider the firm if they wish to increase their dollar volume for the holiday season. Frank Avedoff, owner of the firm, says that every the item has been on the market for some time, orders continue to come in steadily. The cross is set with 12 brillant cut stones and comes with a chain which is finished in nickel silver with polished links. When you place the center of the cross to your eye, you can see in the Lord's eyes clearly. The silver-finshed item is $4.50 each. The gold in finish is offered at $6 per dozen and $9 per gross.

RUBBER INFLATES

 них 14 inch Tall $2.50.60. $3.80.00

Wind Up Santa on Sled w/Bell ... 3.50 40.00

Plastic Trimming Santa w/Bell ... 2.00 21.00

Schalltor Novelty Co.
164 Park Row New York, N. Y.

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191 SOUTH STREET, PROVIDENCE 3, R. I.

BEAUTIFUL CROSS

6 Styles of Tie & Cuff Sets
Polished gold or nickel plated.
Fancy Wine Velvet Pad and Boxed
$5.25 doz. sets

ENGRavers, BIG VALUE

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THE GREATEST LINE
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IS ILLUSTRATED
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Desk, Watch, medal whistle
Money Center
B & B Jewelry Sales
FANNIN BLVD. CH 1412 HOUSTON, TEX.

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JOHN ROBERTS CO.
817 Broadway, Newark, N. J.

ACME PREMIUM SUPPLY CORP.
P.O. Box 807, San Francisco, Calif.

MEXICAN HAND TOILET TOWELS AND LADY ROSES, AS SHOWN, EXCLUSIVE

THE BEST SALES BORDS AND JAR GAMES

GALANTINE COMPANY
213 5th Ave., New York 11, N. Y.

FOR YOUR BUSINESS

ALICE MANNING

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

MERCERAMENT

PURSES MEAN PROFIT!

THESE BAGS

cido

hend bags
MEAN MORE PROFIT!

COLO-ONION NYRE

WANDROUSE BAGAGE

PAINTED LEATHER RUGS

ELEGANT EYLETING

QUALITY TRIMMINGS

LINEARLY GROTTED

BEST COLOR

NEWER COLORS

DE-EXECO 1954

BELL SPECIAL 24" MAMA DOLL

36.00 PER DOZ. F.O.B. CHICAGO

SOLD OUT

BELL SALES CO.
1107 S. HALIFAX ST.

BEAUTIFUL 4 PIECE SETS

007 PULL \\
DOLL

RUBBER REINDEER

INFLATES

FUR LAMBSKIN ROES

MINK EARRING BRACKETS

MAKE 3 HR SELL BA GLO SIGS

ART SIGN CO.
119 S. WELLS ST. DEPT. 8 CHICAGO 6, III.

GIVE TO DAMON RUNYON

WANT TO STAY IN TOUCH WITH THE WHOLE BROADCASTING WORLD?

MAKE 52 HRS SELL 8 GLO SIGS

ART SIGN CO.
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GIVE TO DAMON RUNYON

WANT TO STAY IN TOUCH WITH THE WHOLE BROADCASTING WORLD?
**Pipes for Pitchmen**

**In a Letter:**

A paragraph discussing the arrival of new pipes for pitchmen at a store.

**Moderate Christmas Specials**

**Sensational Jeweled Swiss Watch Set**

**Beautiful Pocket Secretary**

**Boride Western Saddle Horses**

**Sensational Rhinstone Jewelry Sets**

**Sparkling Rhinestone Jewelry Sets**

**Three-Piece Rhinestone Set**

**Free! A $10,000 Portable Showroom**

**23" Walking Doll**

**Loving Cup Salt and Pepper Sets**

**Wonder Creations**

**Imperial Merchandise Company**

**Fancy Embossed Billfolds**

**Standard Industries**

**Direct From Manufacturer * New Design and Style**

**Kips' Merry Christmas Sign**

**Kipp Brothers**

**American Flags**

**Mexican Jackets and Rugs**

**Mexican Rings**

**Full Wholesale Nameplates**

**Cal-Max Christmas Specials**

**Bronze Western Saddles**

**Brass Plated Advertised Watch**

**London Lighter & Benrus**

**TERRIFIC VALUES AT SCHALLER'S**

**Ace Toy Mfg. Company**

**Pearl Sales Co.**

**Pearl Sales Co.**
CLASSIFIED SECTION
A Market Place for Buyers and Sellers

ADVERTISING RATES

REGULAR CLASSIFIED ADS
Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps.

DISPLAY-CLASSIFIED ADS
Set in large type (up to 14 pt.) and displayed in boldface type. No illustrations or cuts permitted.
RATE: $1 per line up to $14 per inch

CASH WITH ORDER
FORMS CLOSE THURSDAY NOON FOR FOLLOWING WEEK'S ISSUE
Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, OHIO

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 please add for six additional words.
On Box Number Ads a special service charge of 25 cents per insertion is made for handling replies.

ACTS, SONGS & PARODIES
NEW COMEDY NOTEBOOK—CAROL ADAMS. EXCLUSIVE MERRY CHRISTMAS. $5.00. N.Y.C.

AGENTS & DISTRIBUTORS
GEM SALES CO. 533 Westward Drive 25, Mich.
ONLY $7.20 PER DOZEN
Write for FREE WHOLESALE CATALOG

BROTHER
CUTTLER & COMPANY, INC.
17-Broadway, New York 10, N. Y.

17-JEWELS
3-D DIAL (BRAND NEW)
YELLOW CASE
Looks like $100 flash.
$5.95 Each
BUNDLED IN LOTS OF 2 OR MORE
SAMPLE 50c AT FULL C.O.D.
NATIONAL DIST. CO.
P.O. BOX 4423
300 CALUMET BLVD.
MIAMI, FLORIDA

PITCHMAN'S DREAM!
DOLLY WALKER
A REAL 6" WALKING DOLL AT AN UNHEARD OF PRICE!
One week only! Home for head moves her eyes, talks, stands and moves her legs! Complete with outfit. Comes with clothing window. Natural for the small and large girls.
Dolly Walker comes complete with trimmed in roses dress, elastic stockings,

LIMITED TIME ONLY
$7.20 PER DOZEN
30% STILL WITH SAMPLE 10c EACH

CALLED TO ACCOUNT
SEND FOR FREE WHOLESALE
GIFT CATALOG TODAY!
PHONE OREGON 3-6556

PARTY HATS
Noisemakers — Favors
Decorations
FREE ILLUSTRATED CATALOG
Rock-Bottom Prices
Please State Your Business
SALLY DISTRIBUTORS
200 North First Street, Minneapolis 1, Minn.

CUTTLER & COMPANY, INC.
17-Broadway, New York 10, N. Y.

NEW YEAR'S CELEBRATION DEAL
For extra $50. Cigars, Cigarettes and all other smoking-adjacent items.
15 Footed New Year's Bombs and 50 large noise-makers. Order early.

NYSD—Complete Deal $17.90

LEVIN BROTHERS
Established 1860
TERRE HAUTE, INDIANA

M. HORWITZ & SONS
Announces
Sensations
CANE CLEARANCE!

GEM SALES CO. 533 Westward Drive 25, Mich.

FAMOUS MFR. CLOSEOUTS
SAMUEL SILVERMAN & CO

MISCELLANEOUS
Miller Blueprints MOA-Young Set-Up On Juke Box Record Label

MOA to Receive 10c Per Disk Sold; No Minimum Orders Required of Ops

OAKLAND, Calif., Nov. 13.—The decision by the Music Operators Association of California to set up a nationalMOA juke box record label was announced this week by George A. Miller, national general man-
ager of the national association.

Miller, before explaining the plan, emphasized that no con-
ductor had been negotiated with MOA and Young, and that this first record would act only as a test for operator reaction.

Young's plan, Miller said, is to spread this new song on his own label, NJO, the most license-free to operators in the present Copyright Act, and sell it to the greatest number of music operators.

Record Availability

"The record is available to all operators," Miller declared; "res-

on the same, at the actual distributor's price of 55 or 60 cents a disk.

The reason for sending the orders thru MOA channels, rather than delivery directly with Young Miller said, was set up to enable MOA to judge operator reaction.

As reported last week (The Billboard, November 13.), Young's original plan, which called for all operators purchasing records to return a share in every sale, was superceded with MOA taking the 60 percent royalty and the balance going to the record company.

This week, Miller reported that MOA would ship its first series of records in the near future.

"All members will be charged

UNCLE THE BASS MUSICIAN

N. E. Ohio Switches To Dime Play, Five Op Groups Convert

Cleveland, Massillon, Youngstown, Akron, Warren, Green Light—Ohio

AKRON, Nov. 13.—Ohio is going to change to the dime plan.

At least that's the picture in the November issue of the Akron Record, and other sections are expected to follow.

In what marked the most sudden conversion to dime plan to date, five operator associations, in as

UMO's 4-Point Youth Program

Gains Headway

DETROIT, Nov. 13.—The four-

point program of the United Music Operators of Michigan, which brings music activity to old timers in the fight to provide improved conditions to youth, has added a new member,agers, took a major step forward at a special meeting Tuesday (9), when plans were made to continue and co-ordinated by the various

The program, as it now stands, will continue:

1. The 90° Club, with recreation, specially thru juke boxes, at the local level (The Billboard, November 13).

2. City-wide entertainment for

(Continued on page 77)

COIN CALENDAR

Following are dates of importance and 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 Bever-
ages, annual convention, Convention Hall, Philadelphia.

19-22—22.5k Foundation of Greater Baltimore, bi-weekly meeting, Maidel-Balloy Restau-
rant, New York.

27—United Music Operators of Michigan, joint distributor showing, Fort Wayne Hotel, Detroit.

December 2—Summit County Music Op-
ers Association, monthly meeting, Mayflower Hotel, Akron.

December 11—Amusement Machine Opera-
 tors Association of Dade County, annual banquet, Satanjoy Hotel, Miami.

December 19—Associated Amusement Machine
Operators of Norfolk.

19851 Wood Street, Chicago, Illinois

TOLNEW, Nov. 13.—The switch to juke box dime plan in this city, effective February 1, will probably offer music fans four to five times the selection, as compared to the customary three.

This was indicated by early re-
turns on the item by the operators, and it is expected that the UMO program will be used as a guide by the association in making

(Continued on page 77)

TORONTO: Distrib Aids Juke P-R With Gift to Coach

Surprising was the number of returns received by non-members, according to Boy Small, con-

of the joint promotional fund to ac-

quaint the public with the facts

Of all the returns, only two indi-

are expected to be by far the biggest coin machine event in two decades.

The event is expected to place in their homes on an individual basis. Payne said that such installments had been going on with the help of the Canada Machine Company for so much enthusiasm.

New Op Assn. Meet Skedded December 11-12

OMAHA, Nov. 13.—Howard N. Ellis, secretary-treasurer of the Nebraska Automatic Phonograph Operators Association, Inc., an-
nounced this week that the next State-meet will be held in Omaha, December 11-12 at the Madison Hotel.

Hot for the event will be Boyd Worley, who has been known to wear a pair of boxing gloves, to promote the event.

There will be a juke box donation to a local charity, in addition to a good program.

He is expected to fill the biggest coin machine event in two decades.

The event is expected to be by far the biggest coin machine event in two decades.

The event is expected to be by far the biggest coin machine event in two decades.

BELL RECORDS FINDS EXPORTS A BOOMING BUSINESS.

Surprisingly, the lower-priced discs are finding their market in the lower-priced and to be purchased to the public.

And many other informative news, stories, as well as the New York Music Files: hit the pop charts.

MUSIC THIS WEEK

Among the stories of general interest to the coin machine industry in the music department up front in this issue of The Billboard:

CHRISTMAS BATTLE IS ON as far as record manufac-
turers are concerned. Yearly struggles with the distributors and the " five-cent" war.

MADBEAK BALLROOM, Cedar Grove, N. J., opened its doors to country & western music for the first time last week. The manager, Al Brown, invited a " 5-Matic" unit to the club.

Ryder, Ryden, 7, of 87 Alexandra Ave., Barney, the 16-year-old girl who recently swam Lake Ontario. Everyone presented gifts to the lucky girl, but only Gilchrist remembered her name.

The presentation was made at the various clubs, in honor of the girl.

TORONTO, Nov. 13.—Public rela-
tions for the coin machine operators, was given a boost this week when Reg Gilchrist, the banquet sports editor, called on the " 5-Matic" unit to his office.

The presentation was made at the various clubs, in honor of the girl.

MUSIC MACHINE

Communications to 188 W. Randolph St., Chicago 1, Ill.

NOVEMBER 20, 1954

EDITORIAL

Independent Test

The juke box commercials proposal is the works. But it's along way from being set and the divisors it has caused within the industry are a long way from being settled.

The demand by the big commercial project moves is understandable because the project requires an enormous amount of preparation and a sure-footed approach.

But there is no real answer to the big question:

How will commercials affect juke box earnings?

This week, Miller said, is to spread this new song on his own label, NJO, the most license-free to operators in the present Copyright Act, and sell it to the greatest number of music operators.

Record Availability

"The record is available to all operators," Miller declared; "re-

many counties, announced last week the next step in the process of eliminating nickel chokes from all of their music equipment.

Starting in Cleveland, members of the Cleveland Phonograph Me-

for the first time since records were switched to dime play, three-for-a-

consumers about the new sales promotion campaign and the public's reaction to it.

The idea, introduced by Garling and " 5-Matic," is a major part of this new field and is expected to bring the public.

This was indicated by early re-
turns on the item by the operators, and it is expected that the UMO program will be used as a guide by the association in making

(Continued on page 77)

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turns on the item by the operators, and it is expected that the UMO program will be used as a guide by the association in making

(Continued on page 77)
Just What Is sonoramic sound?

The AMI Model "F" is the only juke box capable of delivering Sonoramic Sound. Just what is SONORAMIC SOUND?

If you've seen and heard "Cinerama" movies with the wide screen picture that puts the viewer in the center of the scene, you may get some idea. Sonoramic Sound is sound that surrounds the listener.

How come? Multi-Horn High Fidelity is the answer. The Model "F's" flared treble horn is placed inside the cabinet at ear level so that all the fine, sweet highs can travel around the location without interference from furniture and other obstacles. The "F's" bass horn, equivalent to more than NINE 12 inch speakers, sends its beautiful bass notes out through the bottom of the cabinet from whence they proceed all around the room, using the very floors, yes even the walls, as extensions of the horn to produce an amazing "all-over-ness" of music, so intimate, so living and so realistic that you immediately come to a new appreciation of what music at its best really is. You are captivated with the feeling that you are right in the center of the orchestra.

The Model "F" inescapably seizes and holds the complete attention of its audience. The "F" sells its way at the top money-making juke box because perfect music is the best salesman of music there is. It's impossible to ignore its great quality, its new Sonoramic art. Consequently, by monopolizing the attention of its listeners, the "F" coaxes away their coins for more . . . more . . . more! The public's appetite for great music is truly insatiable.

8 Gorgeous New Color Presentations in the Most Distinctive Cabinet of the High Fidelity Era

AMI Model "F"  120, 80, 40 Selections

AMI Incorporated

GENERAL OFFICES AND FACTORY: 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN

Licencee: Jensen Music Automates—building the JMA-AMI Juke Box sold through Oscar Selskey A/S, 5 Palaisgade, Copenhagen K., Denmark
Op W arned on Dirty Records

NEWARK, N. J., Nov. 13—A group of 400 residents, representing places placed two allegedly obscene sides in a tavern location was warned by George S. Allen, ALCB, ALCB, a member of the New Jersey Alcoholic Beverage Control and Control Board. The two sides were "Hawaiian Tale" and "Ragtime Blues.

In a letter to the operator, the ABC said, "Since we are sure that you are not selling these records, we are hereby requesting you to stop the sale. If you do not, we will be forced to take action..."

The Music Guild of New Jersey had requested the ABC to investigate the matter, as the possible revenue dirty records may bring might sum isn't worth the bad publicity relations that result.
Once on location, the 104-selection, style leading Wurlitzer 1700HF STAYS IN! That's been the pattern right through the year. It has what it takes in appearance to attract more play, and its thrilling, true High Fidelity tone keeps that intriguing Carousel Record Changer in practically perpetual motion. If you want to lift your take in every top spot, take this tip... install a Wurlitzer 1700HF.

SEE IT-HEAR IT-BUY IT AT YOUR WURLITZER DISTRIBUTOR
THE HIGH EARNING, HIGH FIDELITY

Wurlitzer 1700
TAKES THE MASK OFF THE MUSIC

THE RUDOLPH WURLITZER COMPANY • N. TONAWANDA, NEW YORK
Established 1856
NOVEMBER 20, 1954

**COIN MACHINE NEWS QUIZ**

Did you read these exclusive industry news items published in The Billboard—
and only in The Billboard—
**last week?**

- **JUKI DIKE LABEL GETS MOA**—sponsored recording and music publishing venture gets underway. George Miller, president of Music Operators of America, to send letter to 110,000 route owners urging them to support new record carrying National Juke Box label. Plan to release first record in several weeks. Pressing to be done by Knowles Division of Crampton Corporation. (Page 13, The Billboard, November 13.)

- **JUKI OPS GET DISK SAMPLE BOXES**—two million 200,000 free records annually from major manufacturers and top independents seeking to capitalize on quick exposure to mass market, with times the sampling operators supplying this audition service to the public at retail for less than 50,000 annually for this purpose. (Page 13, The Billboard, November 13.)

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**COIN MACHINES NEWS QUIZ**

- **MOA PREP '55 SHOW**—Preparations for the 1955 MoA head of the company. Convention got off to flying start. George Miller, president of group, named operators for 16 key committees that will put convention together. Committees met for exhibit space to be mailed by November 15. (Page 126, The Billboard, November 13.)

- **EASIER FINANCING FOR OBP**—Stand-By Operators keynote campaign is a major firm for vending and music machines, announces new, more liberal terms for operators. It is reported that down payment, operators need only pay 12.5 per cent down, and in the first month's payment, interest is lengthened to 18 months. (Page 138, The Billboard, November 13.)

- **THEATRENA APPLAUD NEW CUP MACHINES**—and ice cream vendors draw top attention of theater owners at annual convention of Theater Owners of America and International Popcorn Association convention in Chicago. Major portion of attention directed toward new equipment. (Page 153, The Billboard, November 13.)

- **14 COIN MTRS. TO SHOW AT NAAPPC**—At least 14 new fully automated equipment will exhibit at 36th annual convention of the National Association of Amusement Parks, Pools & Beaches, to be held at the Los Angeles December at Chicago's Hotel Sherman. Raffle judging of coin-operated photo machines, movie machines and coin-operated games is major spin-off. (Page 137, The Billboard, November 13.)

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**COIN MACHINES NEWS QUIZ**

If you missed reading the November 13 issue of the COIN MACHINES NEWS QUeZ, you missed these and other important news stories and features. All of these stories were exclusive to the COIN MACHINES NEWS QUIZ.

Only the Billboard gives you news while it's new!
due back in town is time to take in the Minnesota-Iowa football game this week. 

Reports from LaBeau Novelty Sales, Company, St. Paul, where Arnold LaBeau is in charge, indicate that the firm has about completed arrangements with the local retail record department. Sales are promising, and the firm is most encouraging from that base, too.

Irv Sandel, head of Sandel Distributing Company both here and in Des Moines, will play host to a group of Iowa columnists for the Minnesota-Iowa game this weekend. Party will start with a buffet dinner at Nickle Hotel, Minneapolis.

Bob Wenzel, of Automatic Comics Company, Minneapolis, according to reports, is enjoying favorable business these days.

Herb Sandel, of Lieberman’s wholesale record department, reports that the operators are hot after Billy Vaughn’s new Dot recording, “Melody of Love.” Demanded for the record, it is tremendous.

La Welch, of F. C. Hay Company, reported for the Ames Bros.” version of “Naughty Lady of Shade” Lane on the radio this week, and says that the time is destined to soar.

J. A. Redding, of LaCrosse, Wis., was on the radio this week, making this week shopping. During the same week, he purchased a new F-750 radio at Fargo, N. D., Mr. and Mrs. Hugh Vans, of Everson, Wash., and Mr. and Mrs. Cecil Tevere, of Winona, Minn.

N. E. Ohio, from page 17

of Massillon, the Youngstown Phono- graph Merchants’ Association, and affiliated record Operators’ Association of Warren, announced they were attending the promotion for those days.

In each instance, the aid of newspaper was extended to the public in the change. Each newspaper carried stories, pointing out high costs of the operator as the reason. All compared present record and equipment prices and showed that the extra cost was largely absorbed by the records themselves. In many cases, a year ago, a set of records was available under a new series, and the sale of records was not available for the same purpose during the coming year. The exclusivity of the records was made clear to the public. It was pointed out that he hoped for an order of 100,000 discs, and could only twice that he expected for the next new series. He further said that there were no minimum order restrictions in the case, and where they strictly on the operator as to equipment as he had said.

He added that this week he placed his order of 11,000 operators throughout the country around their support. The week he placed, he said, that the UMO was supporting Toma’s program, told the names of the songs to be released, and informed the disc operators that the week would be released in both 45’s and 78’s, Miller said.

The first two tunes to be promoted on the new MJO label are “The Varsity Singer” and “That Kind of Girl.” These have been cut by an orchestra fronted by Bob Comer, a popular swing band leader in the 1940’s, and will be pressed by the custom records on the Miller Record Company. This is a perfect plan for both the rocket and the record company. A press release to that effect was distributed. There are no restrictions in the case. Actual mechanical conversions of equipment to disc play is scheduled.

How Was Your Timing on . . .

Rosesme CLOONEY
COLUMBIA 40341

MAMBO ITALIANO

November 2, 1954

Spotting a Billboard BEST BUY

Title Strips

November 2, 1954

Juke Profiles

CONVENIENT ORDER FORM

There are 100 titles in each envelope, 60 on side A and 40 on side B. The minimum package includes 1 card of each record envelope (10 cards) per week at a cost of $3.00 delivered weekly for a period of 3 months.

Buy and Use Christmas Seals

Purplebumus
ask your serviceman . . . he knows!

Rock-Ola "EZ" accessibility!

- EASY to reach records and needles without moving phonograph from wall.
- Greater visibility of EASY to change standard title strips means more music sales.
- Three-way safety catch on dome makes for EASY record changing.

Model 1446

120 SELECTIONS

ROCK-OLA MANUFACTURING CORP.
800 N. KEDZIE AVE., CHICAGO 51, ILL.
**VENDING MACHINES**

**NOVEMBER 20, 1954**

**Communites to 100 W. Randolph St., Chicago 1, ILL.**

**THE BILLBOARD**

**Apco to Exhibit at Amuse. Park Show**

**Firm to Show Coffee, Soda, Cigarette Line In Effort to Bolster Location Interest**

NEW YORK, Nov. 13.—Apco, Inc., manufacturer of cup drink, coffee, hot chocolate and cigarette dispensing machines, will exhibit a line at the annual convention of the National Association of Amusement Parks and Beaches which will be held November 25 in Chicago.

**Area Meetings Replace Dad’s Na’tl Confab**

**CHICAGO, Nov. 13.—Dad’s Root Beer Company will hold a series of five regional meetings for franchised bottlers this year instead of a national convention at its headquarters here.**

Walter Sula, advertising manager, said that the new meeting plan marks a departure from the franchised bottlers’ past, because of the increasing number of bottlers in a single gathering, it will be continued.

The meetings, which will be held Sunday (14) at the Belvedere Hotel, will continue one day prior to the opening of the annual convention of the American Bottlers of Cereals (13-18) in the same city.

**Glascow Signs Return to Aid Pre-Mix Plans**

**MUNCIE, Ind., Nov. 13.—Glascow Bros. Manufacturing Company announced the appointment of P. F. Moroney, of the firm, as assistant to John Droop, executive vice-president.**

**Outlook for 1955**

Glascow was formerly vice-president, sales, at Selmin Distributors, Inc. (purchased by Glascow, several blocks away).

On December 1st, Glascow’s backer, Pres. M. W. Glascow, will foreclose on the firm’s $25,000 worth of outstanding bonds, which is entering the marketing stage.

**Steam Cleaner Mfr. Eyes Vending Market**

**NEW YORK, Nov. 13.—The Steamer Manufacturing Company, maker of electrically-powered steam cleaners, is promoting the sale of its machines to vending operators.**

**Vending-Machine-Vend Vendors**

**President of the firm, S. K. L. Salmon, noted that the introduction of milk vending in vending machine circles will have a profound effect on the vending trade.**

**Glacier Group’s Vending Plan Gets Results**

**WASHINGTON, Nov. 13.—The Maryland and Virginia Milk Producers Cooperative, under the direction of S. R. Miller, director, has increased the average volume of ice cream sold by its 30 milk vendors for their dealers from 2,800 to 3,200 gallons in the two major states in the area, according to reports from the company.**

**Vendors to Be Shown At Soft Drink Exhibit**

**PHILADELPHIA, Nov. 13.—Four manufacturers of bottle drink vending equipment will be among the exhibitors at the International Sleeve Drink Convention which opens its four-day run Monday (12) in Convention Hall here.**

**Spotlight Milk Vending At Maryland Dairy Meet**

**WASHINGTON, Nov. 12.—Milk vending is playing an increasingly important role in both the vending and dairy industry, according to spokesmen at the vending session of the University of Maryland’s 10th annual Dairy Cattle Breeding Conference, held this week.**

**VendFilm Bows Photo Pkg. of NAMA Show**

**ELGIN, Ill., Nov. 13.—VendFilm, Inc., noted picture firm of Automatic Merchandising Company, which presents this week’s announced a set of 65 picture slides, which make up this year’s National Automatic Merchandising Association Convention.**

**Andico Rolls On Improved Coffee Vender**

**LANSDALE, Pa., Nov. 13.—An improved coffee vender was announced this week by American Vending Industries, Inc., of Lansdale.**

Features include a new timing mechanism and a timing device in ingredients in right proportion and a two-capacity hopper designed to assure stable cup level in spite of fluctuating sales.

**Coffee Instants V-P**

**FLUSHING, N. Y., Nov. 13.—S. M. Smith, company’s chief vender, has announced that Coffee Instants, Inc., was in charge of the unit in that area.**

**Canteen Awarded Exclusive Contract By Chicago Transit**

**1-Year Cost-Plus Agreement Gives Canteen Complete Vendor Coverage**

**CHICAGO, Nov. 13.—Chicago Transit Authority and Canteen Company signed a 1-year (40 giving Canteen exclusive right to operate beverage vending equipment in CTA subway and bus station areas.**

The new contract becomes effective upon approval of an inspection of present five-year agreement between the Chicago Transit Authority and Automatic Merchandising Company, Transit Sales, Inc., which expired August 31.

**Andico Rolls On Improved Coffee Vender**

The new CTA vending contract includes a number of rights extended to both parties. Of particular interest to CTA practice in another respect: it is on a cost-plus basis.

**Net Income**

Canteen will deduct its gross cost of all ingredients used, from net income for the year before taking 15 per cent of such income. Remaining 85 per cent of net income goes to Canteen.

Canteen acquired the beverage vending contract for public passenger stations (held by Mechanical Merchants earlier this year). In addition, under the present 5-year contract, (Continued on page 49)

**Outdoor Milk Vending Booms In No. Jersey**

**MIDLAND PARK, N. J., Nov. 13.—Outdoor milk vending is making a remarkable showing in the counties of Passaic, Bergen and Essex, with an estimated 130 units now on location in the area, most of them installed during the last nine months.**

**Typical of the new automatic vending machines are the 40-unit Canteen line here, which started its coin operation last November. It has 25 Bose milk units in gas station and drive-in areas, and the vending machine at the rate of a one week.

**VendFilm Bows Photo Pkg. of NAMA Show**

John Kuyper, treasurer of the Canteen Company, said there has been a 400 percent increase in the number of units in the area.**

Typical of the new automatic vending machines are the 40-unit Canteen line here, which started its coin operation last November. It has 25 Bose milk units in gas station and drive-in areas, and the vending machine at the rate of a one week.

**VendFilm Bows Photo Pkg. of NAMA Show**

John Kuyper, treasurer of the Canteen Company, said there has been a 400 percent increase in the number of units in the area.**

**Wendland**

**In this week’s volume of the district is more home and safety business news, with the most great of sales plus sales. He feels that automatic milk is a great threat to the milk business.**

**Wildland**

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ST. LOUIS, Nov. 13.—Coffee vending in industrial locations has definitely arrived in the St. Louis area, according to Fred W. Deibel, partner in Kwko-Kafe of St. Louis.

Kwko-Kafe of St. Louis was formed some 10 months ago by C. Trent Comfort, St. Louis building supply distributor, and Deibel, who was formerly a real estate operator. Both felt that machine-vended coffee had an excellent opportunity in the St. Louis area with its thousands of factories and concentrations of working people. In order to "risk the market," Comfort and Deibel set up an effective selling program, consisting simply of "ringing doors-bells" with the offer of a demonstration and a trench of coffee each day.

Deibel is not "prospecting daily," going down one side of the street and back up the other, carrying folders on how the machines are equipped and inviting the plant superintendent to allow him to test a machine.

The usual "demonstration" is carried out over the period of one day, with Deibel standing by, explaining the machine and the quality of the coffee, and leaving it for a test period of two weeks to a month.

115 Locations

Thus far "we were slow getting started," Deibel said, "primarily because of the large houses who were going into each location, and the educational selling job which has to be done."

"Now, however, we feel that acceptance has definitely arrived, and as much as during August, we began getting unsolicited calls for installations. We are currently very busy and clearing out the backlog of work for machines setting up a system of preferred customers, and have it in mind that we will be able to install vendors as fast as we can."

We have received the usual incorrect

facts about service frequency, and have found that we average one repair call every five weeks on each machine. Since our custom is to repair the machine, we feel that the vendors are doing a rugged, dependable job.

Servicing

Some of the outstanding locations which the firm is operating are its four root beer machines, large plants as Reynolds Aluminum Company and American Smelting and Refining Company. All of these locations are serviced by one of four service men who travel, which makes it possible to have a complete installation of vending machines, or replacement parts, or replacement machines, where required.

Naturally, despite the fact that the amount of coffee sold which was the seal of acceptance from the customer, or in the case of vending machines, there is a lot of competition from the "box" type of business. Deibel, however, has found some organizations in St. Louis which set up "coffee break bars" in factories, with the use of portable 10-gallon coffee urns, boxes of doughnuts and other edibles, as well as cotton candy machine" which roll thru the yards of large factories, serving coffee in paper cups. Deibel has been able to meet such competition on its own terms, and in many instances its machines are replacing catered-supplied coffee service.

Supplementary Units

As has been expected, there has been a real call for suitable machines over all of the four industrial routes. Recognizing that "coffee alone is not enough, the firm has equipped many machines for vending orange juice and popular hot chocolate as well as coffee. This is for full service," Deibel says, "not vending just coffee, but vending next to the coffee machine."

An unusual co-operative plan worked out to suit the nature of this type of vending. When Comfort and Deibel used their new pastry vending operator-Art Hults—had started up in St. Louis, the locations located him and offered him many of their locations at a very nominal. Hults, in turn, has provided many coffee locations by installing his machines. Now around one-third of the Kwko-Kafe locations include a pastry vendor. Some of the sales figures on this type of vending have turned up in the first year in a rather favorable operation, as was said. Probably the most unusual was the fact that the sales figure on this combination is no Booster as to how many cups of coffee it will sell. For example, the best machine in Deibel's spots is a large hardware store which sells upwards of 75 cups of coffee per day, entirely to employees. "This is a completely captive location," Deibel explains. "The coffee vendor is in the employ of the backroom, where the store's customers do not enter the picture. For instance, we sell at 35 employers, we sell 75 cups of coffee each day. Such a machine, of course, averages out better than two cups per employer per day.

Currently, Kwko-Kafe of St. Louis is energetically setting up new machines as fast as it can receive and with unsolicited calls providing a list of prospects and the firm can foresee nothing but a "glowing future," according to Deibel.
Coffee Machs.
Ring Up $s at Tobacco Stands

DENVER, Nov. 13 — Tobacco stands in public buildings are ideal locations for coffee vendors here according to Ron Kramar, Inc.

Most of the public buildings in the Denver area are operated by the Colorado Association for the blind, as in other Colorado cities. When he first entered the coffee vending field, Kramar noticed that the handdispensed operators of such stands, although they are able to sell candy, cigarettes, magazines, and similar wares, with difficulty, were not able to handle coffee sales or any poured liquid.

Kramar contacted the association and suggested that the location of a coffee vendor at each stand would not only add substantially to the stand's popularity, but likewise, would win favor from customers, since coffee is a necessity and would be more convenient than a separate vending machine.

Kramar received warm cooperation. Most of the stands were willing to institute the sale of coffee, sweet rolls, or other varieties of coffee, and several have added other wares.

As a result, Kramar's locations in Denver public buildings are very popular with the customers and are contributing to the development of the business.

The No. 1 location is in the basement of the U.S. government building where there are 2,000 employees. Here, where coffee sales are an added service, the business is of substantial size, since there are no competing locations. The coffee vendor is serviced two times a day, and during the lunch hour, orders are received by phone and delivered to the offices nearby.

The manager of the tobacco stand adjacent offers half dozen varieties of cigarettes for self-service. Since no additional space is available, the coffee vending machine has added substantially to profits.

Tootsie Holiday Float
HOBOKEN, N.J., Nov. 13 — The Tootsie Company of America, Inc., has entered a "Tootsie Float" in Macy's Thanksgiving Day Parade.

The float features the complete line of Tootsie Rolls and will be sponsored by the candy firm. It will be shown on NBC from 11 a.m. to 12 noon.

CASH IN ON THIS TRUSTEE'S SALE! ONLY 375 CIGARETTE VENDING MACHINES BELOW MANUFACTURER'S COST (IMMEDIATE DELIVERY)

We have 375 brand-new cigarette vending machines at a 40% discount. 25% of the 375 machines have never been in service at all, and a few are only a few months old. We have a complete line of cigarette machines, including the latest models, and they are priced at $249.50. Value only $129.00 (in lots of 20... F.O.B. Dallas).

These machines are set, ready to deliver and equipped with an automatic change mechanism. They are available at once and are delivered free of charge to any point in the U.S.A. by parcel post.

Buy by mail or in person.

Phone Wire or Write
R. A. TATCHER, TRUSTEE

THE BILLBOARD VENDING MACHINES

VICTOR Super V

VICTOR Super V

VICTOR Super V

VICTOR'S TOPPER

VICTOR'S TOPPER

VICTOR'S TOPPER

VICTOR'S TOPPER

GARDNER'S LOSE

GARDNER'S LOSE

GARDNER'S LOSE

In Philadelphia or Anywhere
Filled Capsules
Immediate Delivery
Write for Lowest Prices

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VEEDCO SALES CO.
Rental Plans For Ops Grow In Milwaukee

MILWAUKEE, Nov. 13.—Although both operators and distributors in the amusement industry are gadgets, this rental plans are being hit with the low-rake building trend is for distributors to operate. They agree that such operations are a plus for the industry, but the survey by The Billboard revealed that the results are still doubtful.

The growth of the rental plan has been accepted as one of the hotest facts of economic life in the State's coin machine industry.

Operators take the view that rental plans are bound to hurt the industry in the long run, but critics have been in favor of the plan, contending that rentals will be helpful in the short run.

Rentals place the distributor in the operating business of the machine and help him to keep his customers, operators contend.

A long-term rental plan has been in effect for a year. (Continued on page 36)

Keeney Signs For NAAPBP

CHICAGO, Nov. 15—H. Keeney & Company will exhibit at the Chicago Vending Machine and National Association of Amusement Parks, Boats to 3-D Movies, at the NAAPBP convention in Chicago, Dec. 10-12.

Heinlein, general sales manager, announced this week, which is one of the most manufacturing so far to sign up for the show, the company is expected to have 125 at the meet which will get under way December 1 at the Hotel Sherman.

The firm is planning to show the new 3-D movies, as well as its new game, the Munves to Show Hindu, Bike Race at Chicago

NEWARK N. J., Nov. 13.—One of the last game locations to the State has been leased by the CO. O. Vending Machine, N. Y. firm. The installation, representing a $5,000 investment, is at Newark Airport, the newest highest air terminal in the nation.

Nat Cohen, C. O. executive, flies a 3:1,000 box, 100 HP, 125 at the meet which will get under way December 1 at the Hotel Sherman.

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Game Location Set Up At Newark, N. J. Airport

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**Fla. Distrib Brands Rentals 'Impractical'**

**Miami, Nov. 13.—A plan which enables an operator to rent and then buy jukes from a distributor on an all-cash deal is one of the Design Ideas behind the success of P. & P. Distributing Company. Partners Joe Pelligrino and Bob Price have built the firm into a solid organization operating 1,000 machines.

With close to a decade of combined operation behind them, both partners agree that they developed a system of team work and planning that gets top results for them. The division of labor enabled both men to handle the bulk of the routine management work and office chores, while Joe Pelligrino is the point man on equipment maintenance, plant problems and supervision of the service by Oprary.

Known as a skilled repairman in his machine shop, Pelligrino has built his shop from the outside in. While his force is not machine cabinet repairmen, Pelligrino has added a large bank of knowledge and practical experience in the field.
HARTFORD, Conn., Nov. 13—Mike Perlman, of Atlantic-New York Corporation's Hartford branch, has started a coin machine rental plan for Connecticut, covering slot machines and pinball games and arcades.

Thus far, the plan has extended upward of about 500 machines to smaller operators, with the latter paying rental for the units until the position of their own business, the fee worked between Perlman and the operators.

It is understood that Perlman is still on a sliding scale on the rents, for example, one month would be charged $10 per week for the first 10 weeks, $25 per week for the second 10 weeks, etc.

As for trade reactions, opinions range from enthusiasm to middle-of-the-road, with some small operators, I'm very much in favor.

Rental Plans

Continued from page 83

said that rental agreements have been stronger among those operators unusual in shaky financial conditions.

When a distributor supplies such a marginal operator with equipment, he often leads to lowering commission rates which can operate against other business, such as selling toys, maintaining., unless conditions brighten for his business. He explained that because he had been able to stir interest in certain areas where his coverage is low, he was considering working with operators on a percentage basis.

Current rental rates being charged in this area, according to Perlman, are usually a percentage of the list price ofthe games or pachinko per week. Current rental, average $12 to $15 per week; music machines, between $200 and $250 per week, as much as $20 per week. Operators pay all expenses.

Rental is in most instances, can be applied toward the eventual purchase of the equipment by the operator as desired.
interested in a steam cleaner and, Steinman went back to the plans to build one for ship use. The order never materialized, but Steinman, recalling his Apex experience, felt that the unit could be designed for marine and for vending equipment.

The current vending unit has been on the market eight months. Sold for about $300, the Steinman machine sterilizes and degreases with a finger-tip release control panel. Regular machine, running under 85 percent capacity, is a single phase with a boiler capacity of five gallons and a detergent capacity of three. It will use four-phase motors and higher capacities are easily added at a moderate cost.

Steinman feels the electric steam cleaner has a distinct edge over gas or oil-fired units because it can be used in any indoor location without extensive fireproofing and with little or no noise due to fire department regulations.

While the market in the coin machines field is getting large, the vending operators, and distributors all report increased building work. Steinman will also attempt to sell the unit to the food firms which refurbish their own machines and sell second-hand units to operators.

New IQ Range

As continued from page 27

Built, the new unit has a mechanical lift which winds in and out until the operator may set nine or 12 balls (25-cent plus).

As a safety measure, the machine will not throw at the plate until the battery depresses a release on the platter. This will eliminate the possibility of a left-handed battery catching one on the noggin as it comes in to plate.

The IQ machine is currently on trial in the Brooklyn Dodgers’ four home games, the Pittsburgh Pirates and Chicago Cubs. An order for the new model has been placed by the Dodgers. In addition to Henderson, Albert Marlow, inventor of the device and former PT engine designer during World War II, will be at the IQ test.

Florida City

As continued from page 28

Tons on gambling charges for the previous five and a half months be resident of Hialeah for at least one month who is a member of the applicant’s family, firm or corporation also must be free of gambling violations.

While the ordinance is specific and lenient, it is not expected the ordinance will come for a second reading in two weeks and if passed will provide the final passage two weeks after. After that, it will become law.

Hialeah is one of 28 municipalities which are Miami of the economy. The town’s economy reaches its lack during the 40 days, beginning in mid-January, when Hialeah Race Track is in operation.

Apco Exhibit

As continued from page 28

after show volume in vending machines.

The plan consists of rolling off a section of the laboratory and placing tables in the area and using vendors to provide the food.

The HKO management reason the current catch is to drop as to a neighboring restaurant or soda fountain after the wait in line for a seat, get pushed around, eat, then pay the check and leave.

By eating in the lobby, the theatre patrons can save time and deter theft. The theatre would save the expense of a manual operation and KIO is giving it a bit of a test.
OG Filter Kings
Debut in Midwest

NEW YORK, Nov. 13.—Midwestern edition of Old Og filter-tipped cigarettes got under
way this morning when Og Grinder, vice-president and
secretary of the Og Leaf Enlarging Company,
was introduced in Illinois, Michigan and Wisconsin.
Also the 5-cent Grocer, distributed this week
up-State New York, and Pennsylvania.

The brand, first introduced in New England September 27, is
available in the States and District of Columbia.

Spotlight

Continued from page 79

co-operating with vending machine
operators. He told them, "If you can make
relax between-meals sales, you are going to
d Księ, you have never had to do before." Since the new
sales are being made by vending operators, he urged dealers in
distributing specialized machines to operate in order to speed
the growth of milk vending.

D. W. Waltman, president of the Ideal Distributing Company,
prompted out that the expanded market for milk sales consists of
adults who will increase the demand for milk between meals if
it is promoted as a refreshment. He said that his company's
4,000 machines in 154 areas which can be adapted to milk
vended in factories, laboratories, transportation terminals,
and schools.

Stanley Krause, an Agriculture Department economist, said
milk vending as a means for boosting
over-all milk sales. He said some areas
introduction of milk vending had increased total
sales as much as 60 to 100 per cent and
that the same studies indicated the best opportunities
for vendors were in factories and office buildings.

Break-Even Points

He said that an operator who
puts a milk vending machine in an
industrial location can expect to
make a four-cent return on every
sale as there are people who have ac-
cepted the machine and the operator
also can figure that the break even point for an automatic vendor
will be $70 at a sales rate manual vendor will break even with sales.
and salesmen workers drink more milk in-
between sales than consumers.

Krause said that studies made so far have been pretty, it
now appeared that the most profitable outdoor locations were
stationary stands which had ade-
quately parking space and were located in densely populated areas.

Sales checks at these locations, the
said, showed that most purchases of one or half gallons for family
use were made by people living at a home of 10 to 15 people
after the stores had closed. Krause added that the Agriculture
Department is carrying on extensive studies on milk vending locations
and the results of this work will be
available in a year or two.

W. V. Cig Tax
Take Down 3%.

CHARLESTON, W. Va., Nov. 10.—The West Virginia Cigare-
tte Tax Commission and the annual
income tax receipts are running 3.3 per
cent and 7.5 per cent respectively
above the previous year.

October cigarette tax collections reached a
high point at $2,931,600 with the
raising of the tax to 6.5 per cent.

Comissioner Ferguson said the
receipts total 1939 are now

$2,931,756 compared with the
July-October 1938 period was
$2,871,790 in the July-
year period

W. V. Cig Tax
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W. V. Cig Tax
Voted Down 3%.
Pa, Ma and Kids Totin' Guns

Get up to 70% more play with the 2d coin feature of Williams' "COLORS".

- Second Coin STAR Feature Lures More Play and Extra Money Into the Cash Box!
  - New STAR Feature lets player score from 5 to 2000 plays per game.
  - Two Midget Playfields!
  - 8 "Special" when it Rolles!
  - 2 "Special" when it Skill Holes!

Playfield Loaded With Action!

Operate Williams Super Jet Fighter Gun-Game!

Canteen

Canteen operates beverage equipment in CTA shops and offices. Automatic Merchandisers also operated in two CTA shops and offices.

Robert Cox, CTA public information department, said that the new contract will not affect the penny gun and candy vending operations on buses now being conducted as a test by Hew Vending Corporation.

Andico

controls delivery of the coffee concentrate. It permits operation and delivery of a uniform cup level even should water pressure vary from 25 to 120 pounds per square foot. Lewis also announced that the vendor would list at a lower price than formerly.

Andico, which started producing coffee vending machines in 1949, is now manufacturing and field-testing machines and completing the units at its new factory west of the river.
BIG TOP RIFLE GALLERY

Featuring
2 New Types of MOVING TARGETS...
Exclusive with GENCO

MOVING DUCKS
9 realistic ducks on moving belt—just like a real rifle range!

SWINGING CLOWN
Moves back and forth on pendulum... flaps ears when hit... reset automatically!

New CANDLE TARGETS
Player shoots out the flame (on tongs) ... just like a real rifle range!

PLUS—All New Fall-Over Targets
CONVERTIBLE—Novelty OR MATCH FEATURE WITH REPLAY (optional)

29 1/2 WIDTH CABINET
THE ONLY RIFLE THAT WILL GO THROUGH ANY DOOR

GUNNING FOR PROFITS?
Set Your Sights on KEENEY'S SPORTSMAN

J. H. KEENEY & COMPANY INC.
3400 W. FIFTEETH ST. • CHICAGO 32, ILLINOIS

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