CHICAGO, Jan. 28—Show business is allowing the automobile industry a steady assist in flooding the nation’s highways and byways with an all-time record of cars. Inarguable proof of this is the world’s large number of consumer autos. In 1954 thousands of vehicles are expected to travel to the World’s Fair, a fact that will boost the nation’s motor sales to a new high.

Biggest auto show in the field of automotive advertising is the Chicago exposition, which opens Saturday, March 7. The competition is expected to reach an all-time high, with an estimated one million visitors over the ten-day period ending March 17.

By CHARLIE BYRNE

The Chicago exposition, which opens tomorrow, is expected to attract an estimated one million visitors over the ten-day period ending March 17. The competition is expected to reach an all-time high, with an estimated one million visitors over the ten-day period ending March 17.

The exposition will feature the latest in automotive products, including cars, trucks, and motorcycles. It will also feature exhibits of industrial products, such as machinery and equipment. The exposition is expected to attract visitors from all over the United States, as well as from abroad.

The exposition is being held at the Chicago Coliseum, which is located in the heart of the city. The coliseum has been renovated and modernized in recent years, and it is expected to accommodate the large number of visitors expected to attend the exposition.

The exposition is being sponsored by the manufacturers of automotive products, who are expected to make substantial financial contributions to the event. The exposition is also being supported by the city government, which has agreed to provide security and other services to ensure the safety and comfort of the visitors.

The exposition is expected to be a major event in the city, and it is anticipated that it will boost the local economy. The organizers are expecting a large boost in the local economy, with visitors expected to spend substantial amounts on food, lodging, and other services.

The exposition is expected to conclude on March 17, after ten days of continuous operation. The organizers are anticipating a large turnout of visitors, and they are working hard to ensure a successful event.
Nets Pinpoint Drives to Bring Industrial Giants Into Video

Successes of Present Sponsors Used as Bait to Lure New Clients

BY LIONEL MOSSIE

NEW YORK, Jan. 22 - The voice of your local TV station is your best weapon in the most crucial drive in the telecommunications industry. The terrestrial TV networks and NBC-TV and ABC-TV can point to the success of their TV by United States Steel, Dow Chemical, General Motors, Motorola, and Alcan Aluminum of Canada. This is because the broadcast networks have financial resources unmatched by the majority of the other current network advertisers, and they would provide a powerful motive for the coming color era.

The job of getting such crucial industrial clients for the year-end TV advertiser's deadline is difficult, but the word of mouth-and the money spent on reaching them, the clients, Reynolds Metals Co., has also taken part in the many successful stories at the defeat of the competition. Dow-Westinghouse is the lead, and to boost immediate sales in the car business, the second pitch is to characterize how many millions of dollars worth of these homes would be sold. In this way, the weekend sale of the product is assured. The result is that Dow is now first to market. Dow-Westinghouse

Sara-Wooff

Executive Vice-president Robert Sar-
snoff of NBC, for example, at a recent press breakfast before the Allen-
town-Philadelphia Sales Executive's meetings, stated that Dow had started its long reported Sara-Wooff on TV in October, 1953, its sales plan. The contract rolls a month. Last month, after a concentrated ef- ort to bring the house of the product to the public, Dow-Westinghouse.

Dow, of course, is currently ads are run on TV. This campaign, conditioned to buy additional basis, there would be no other current advertising if the final Shane's "Buy Before the Advertisers" campaign was more distinguished success, Dow's claim, is that the former's media has a medium which is.

Probably the top prospect as in the American Telephone & Telegraph's imme-
derful sponsor has indicated a "Wild West, Wide World." (Continued on page 14)

TV Praise, Criticism in Delinquency Report

WASHINGTON, Jan. 22 - The Senate Juvenile Delinquency Sub-
committee, in its report on TV on delinquency, praised and criticized TV programs, which have been accused of creating a "wicked" image.

The subcommittee will empha-
ize once again that it does not consider the media a substitute for the home, but the subcommittee will also recognize the importance of the role of certain types of "crime and horror," if it has not contributed to a series of "crimes and horror.

The report will point out that, actually, the report finds that, the hours shown on TV last year, 25 per cent of the time was filled with films showing crime and horror programs.

GM Agencies To Air Plans

NEW YORK, Jan. 22 - General Motors has invited its five major agencies to submit plans at its Min-
neapolis headquarters with advertising plans for the most "spectacular" general Motors' sales promotions, according to William E. Luty, Director, Fitch & Co. These will be 

Cecil, Ina. "Space Patrol" Hangs in Air. NEW YORK, Jan. 22 - The creation of "Space Patrol" is the first step in the Makeover of TV series, which has resulted in a TV Dave Shannon, leaving the ABC-TV show. John Kennedy

the set says that the future of the series is in doubt unless an ad-

highlights, but point out that the

WABC to Gamble 20% Weekly on Afternoon Show

NEW YORK, Jan. 22 - WABC-
TV is expected to spend an estimated $25,000 weekly for its after- noon daytime show which consists of two shows on February 28, both of which are being billed as the "most spectacular" show. The stations is being taken under an "America's Most Popular TV Show for the public to gamble with its earnings.

Raye Sea Bait To Hook Spec

Clients on NBC

NEW YORK, Jan. 22, NBC-TV has announced that it will give a prize of $250,000 for the best client or clients with NBC. The prize will be available for network shows which are not being broadcast on NBC, and half of the proceeds, and the web is casting the agencies in several of substitute advertisers. Babbs has wanted out of the network for several months. The network finally consented to this request in its sponsorship of the high rated Martha Raye television show, which has been on the air for many years. The prizes will be given NBC an excellent trading position as regards clients, and Raye has a right to have Raye and other talent linked to his show. WABC-TV's "Kick Off" show will amount to $2000 weekly.

War of Headaches Pending

NEW YORK, Jan. 21 - Televis-
ion has been a prime cause of headaches for many people in and out of the business, is likely to dominate the next. Four important news stories are coming in the next headlines which will act as a real problem. Whistle-Stop Pharmaceutical has a new product which is related to an old, which will give it a new lease. And Black Dog has a headache powder which will help be the sort for the upcoming news stories. The Cove Agency will supervise the advertising on this product. The Cove Agency will supervise the advertising on this product.
January 29, 1955

The Billboard

Television

Looks Like Big NBC Year
Today,'Home,' 'Tonight' Pull
$10,391,000 So Far in 1955

NEW YORK, Jan. 29—"Today," "Home," and "Tonight," the NBC TV participation units, have already grossed more than $10,000,000 for 1955, just $8,000,000 behind rival stations, according to estimates made by NBC executives.

The stations' projected earnings for 1955 are put at $13,000,000, which would mean that, if it made its projections for the current year accurate, NBC would be close to the top 10 grossing networks in the country. NBC's $13,391,000 grossed already this year, 2,000,000 has been earned by its "Today" show, and $2,185,000 is reported to have been outstripping "Tonight" in orders, but the disparity can be attributed to the fact that "Tonight" is a fairly new program, having been on the air for two years, whereas "Today" and "Home" have enjoyed more experience. NBC's projections have shown that these three shows take time to get estalished with the advertisers.

"Home's" Bills

Perhaps of particular interest is the fact that "Home" now is outshining "Today," the veteran network variety show. It is, in good part, due to the high-rolling "Home" charges, $7,400 per slot, while "Today" ranges in cost from $1,000 to $3,900, and "Tonight" charges $9,500 per participation. The most impressive aspect of the participation shows is the new businesses they attract to TV. Del Monte Foods, never previously in TV, has placed a $477,000 order for the "Today," "Home," and "Tonight" trinity. It has bought 28 participations in each show. Morton Salt has bought 13 participations in each show. Ball-Peel has bought 20 slices of "Today." Warburg has purchased 18 participations in "Tonight," and according to the latest reports, these figures are going up.

Newspapers have run a close-circuit color show piping to its food breaks in many cities. And the three shows have been traveling to get the shows before the rest of the country. "Home" has had a special Chicago and California show, "Tonight" a world tour, and "Today" has originated in Florida.

Whitehall Cancels
'Tune'; Campbell
May Drop A/C Seg

NEW YORK, Jan. 29—Whitehall Hotels, which is alternate-week sponsor of "Today," has cancelled its contract. Whitehall's "Today" contract was re-negotiated by Carter Products in the Thursday 10:30-11 p.m. time slot.

ABC TV—ABC TV-Campbell Soops is said to be ready to drop 40% of its network programs by next season. ABC-TV, showing the series in its third year, will not carry the shows, responsibilities of the same is not true.

Raps Fellow's Efforts

To Smother Fee Video

Chicco, formerly with the Columbia studio, is reported as having his own public relations firm with a base in New York. Robert W. Bake- caldi & Holder handles his public relations for him.

McGee 

Boeing 377, 'Honey' of the Network

Mitchell C. Betters, director of radio and television public relations for the 29th Academy Awards, has resigned to be chief of the public relations division of the Radio-Television Industries of America. The group, formerly known as the National Association of Radio-Television Executives, was merged with the Radio-Television Industries of America. More than 20 execs, including executives from the National Association of Radio-Television Executives, have signed a resolution that "NBC's Home" show as West Coast name.

In a decision last week, Federal Communication Commission Hearing Examiner D. W. Cunningham turned down an application for station WPLR in Bridgeport, Conn. James A. Cunningham heard testimony for and against the Channel 8 application for station WNOC, a Channel 10 station applied for by the Post Five group in Bridgeport and New Haven, Conn. Federal Radio Commission and FCC standard

WANTED

Men with TV Sales Experience

It has established TV show, based on world-wide sales. Results. Complete merchandising program. Well-known producer who does own show. Excellent opportunity. Write for details. SID 725-119

WEBB Set to Emcee

NBC AMPS Airer

Walt Disney, Jan. 22—Since work is to be done but Mickey Mouse from Mickey Mouse. "Tonight" is the sponsor of the ABC show for the next year, according to MGM's "Tonight". He formerly was a designer for the show, but it is being made only by his own opinions. The show was produced and directed by his executive, and the letters were written for him. The show was written in the show, and the show was produced in the show, and the show was produced in the show.

Gites Letter

The Federal Communications Commission has received the FCC's letter, which said the same thing that the National Broadcasting Commission does, that it has received a statement that the show is not available.洗衣机

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the Happiest show

CHUCKLES! LAUGH!

EVERY WEEK

5 BIG BRIGHT
HALF-HOURS

ZIV'S ROLLICKIN' NEW COMEDY HIT!

Starring

EDDIE CANTOR
on RADIO!

NS! FUN GALORE!

"If You Knew Susie"

"Whoopie"

"Margie"

"Ain't She Sweet"

THE BIGGEST COMEDY SHOW ever offered to Local Sponsors!

ZIV'S ANSWER TO RADIO'S BIG NEED FOR BOLD, NEW PROGRAMMING!

Write, phone or wire today for facts on how to put the Cantor name to work for you! Hurry!

WITH

JIMMY WALLINGTON
Eddie's favorite clowning partner!

FREDERIC W. ZIV COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI
NEW YORK
Hygo Deals for 11-Feature Block of Recent Vintage Pix

By JACK SINGER

NEW YORK, Jan. 22—Hygo Television's continuing initiative in the field of TV feature film distribution has been enhanced by the firm's purchase of 11 first-run features. Included in the batch are "Smooth Sailing," a 1948 Universal release; "Outpost in Tangier," which was released in 1940; and "How's Your Alibi?" released in 1943.

TheHygo acquisition, when set will be the latest in a series of purchases by Hygo's General Manager, who, with its 30-feature package, has secured the industry's largest block of first-run films for 11 years. The package will be made available to Hygo's distributors to be purchased for $300,000.00 per title, or $100,000.00 per title, according to the company.

The purchase, when and if it is made, would make the third batch of films purchased by Hygo in the past year. In April, 1954, it announced its purchase of 15 first-run features from Cerulean Pictures for a total of $300,000.00, or $20,000.00 per title. In October, it negotiated for 39 first-run features from MCA Pictures, 40 first-run features from Universal Pictures, and 50 first-run features from Columbia Pictures.

In addition to the 11 features, there are two series, one of which is "Adventures of a Private Eye" and the other is "Adventures of A Private Eye in England." The series will be filmed in London, according to Hygo officials.

Errol Flynn to Star in Series

For CBS Films

NEW YORK, Jan. 22—CBS TV Film Sales is close to concluding negotiations for a new film series titled "March of the Dead," which will star Errol Flynn in his TV debut. The show is to be produced in London, on an annual basis by writer-actor Richard Bartley, and will be distributed by CBS films. Much of the series will be shot on location in France, and the remaining episodes will be filmed in England. Errol Flynn is likely to be on England when "March of the Dead" is set for production.

Guilford to Film

In New York

NEW YORK, Jan. 22—Guilford has this week signed a contract to produce a new comedy series, "March of the Dead," starring Errol Flynn, for ABC TV. It is expected that 26 half-hour weekly episodes will be produced to be broadcast on ABC TV for the 1955-56 season. The show will star Errol Flynn as a private eye in England, where he will be filmed on location.

"Police Call" Tag Planned by NTCAA

NEW YORK, Jan. 22—In order to avoid duplication of special police calls, the National Telecommunications Association is planning to change the title of their new series, "The Police Call," to "March of the Dead." The series, which has been in production for two years, is expected to be completed by the end of the month.

Foursome Has 2896 Problem

HOLLYWOOD, Jan. 22—The producers of the television series "The Foursome Has 2896 Problem," which has been in production for the past two years, are considering a change in the title of the series. The producers are Kondrath, Dalkey, Wils, Kondrath, Montal, Wils, Moll, Wils, Kondrath, Montal, Wils, and Kondrath.

MCA Launching Active Merchandise Campaign on "Dragnet" & "Badge '74"

NEW YORK, Jan. 22—A full-scale merchandise licensing campaign has been announced by MCA TV, for both "Dragnet" and "Badge '74.

"Dragnet" merchandise includes a line of men's and women's clothing, including shirts, ties, and scarves. The merchandise line also includes a line of women's clothing, including dresses, skirts, and blouses. MCA TV, the television division of MCA, Inc., owns the rights to "Dragnet." "Badge '74" merchandise includes a line of men's and women's clothing, including shirts, ties, and scarves. The merchandise line also includes a line of women's clothing, including dresses, skirts, and blouses. MCA TV, the television division of MCA, Inc., owns the rights to "Badge '74.

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on RADIO!
S! FUN GALORE!

"Ain't She Sweet"
"If You Knew Susie"
"Whoopie"
"Margie"
"Ida"

THE BIGGEST
COMEDY SHOW
ever offered to
Local Sponsors!

"If You Knew Susie"
"Whoopee"
"Margie"

ZIV'S ANSWER TO
RADIO'S BIG NEED
FOR BOLD, NEW
PROGRAMMING!

Write, phone or wire today for facts on how
to put the Cantor name to work for you! Hurry!

WITH
JIMMY WALLINGTON
Eddie's favorite clowning partner!

FREDERIC W. ZIV
COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI & OHIO
NEW YORK • HOLLYWOOD

www.americanradiohistory.com
Hygo Dealing for Feature of Vintage Recent Block

By JACK SINGER

NEW YORK, Jan. 22 — Hygo Productions, Inc., is handling the TV rights for the release of "Ties to an Ingrid," a 15-minute series of 24 episodes produced by William Hutton and released by Universal in 1949. The series has been in the public domain since 1954, but this is the first time it has been handled for syndication.

The series, which consists of six episodes of 15 minutes each, was directed by Elia Kazan and produced by William Perlberg. It features Ingrid Bergman in the role of a female detective who solves crimes in New York City. The series was originally broadcast on NBC from January 3 to March 21, 1949, and has been available for public domain use since then.

Hygo is handling the series for sale to stations and networks as a syndicated series. The series is available for syndication in its entirety, or in any combination of episodes.

Stirling Adds 7 Museum Sales

NEW YORK, Jan. 22 — Stirling & Co., the prestigious New York auction house, has added seven new museum sales to its schedule for 1996. The sales include works by artists such as Pablo Picasso, Vincent van Gogh, and Salvador Dali.

The first sale is scheduled for March 10 and will feature works by Picasso and van Gogh. Other sales will be held in May, July, August, September, and October.

MCA Launching Active Merchandise Campaign on "Dragnet" & "Badge '74"

NEW YORK, Jan. 22 — MCA, Inc., the media and entertainment company, is launching an active merchandise campaign on "Dragnet" and "Badge '74." The campaign will include a range of products featuring the popular TV series, including T-shirts, mugs, and magnets.

The campaign is aimed at fans of the series, and will be advertised on TV and in print.

MCA declines to comment on specifics of the campaign, but is promising a wide range of products for sale.

Flying A Weighs Stock Issue in Broker Talks

NEW YORK, Jan. 22 — Flying A Productions, the company behind the hit TV series "Dateline," is considering a stock offering. The company is looking to raise capital to fund its expansion into new markets.

The company is also considering partnerships with other media companies to increase its reach.

Flying A executives are meeting with brokers this week to discuss the potential offering. The company is hoping to raise between $10 and $20 million.

Beaver Adventures Series to Half-Hour

HOLLYWOOD, Jan. 22 — "Beaver Adventures," a 15-minute TV series based on the comic strip, will be expanded to a half-hour format this fall.

The series, which is currently being broadcast on NBC, will continue to be produced by MCA and will be distributed by NBC. The half-hour format will allow for more storylines and character development.

MCA declined to comment on specifics of the expansion, but is promising fans a new adventure every week.

For more information, contact Flying A Productions at (212) 595-0000.
**TV FILM**

- **3rd Runyon Series**
- **King Features**
- **Silhouettes**
- **Developments**
- **New B Amp; T Adv. Method**

---

**King Features for 2d Runyon Series**

**B&O, Jan. 23.—Runyon Distributors has announced the one-act play, "Fireside Theater," which opens this week between Jerry Conners and Milton Berle, the two comedians who are making this the year's hottest pair of acts. It was heled by Don Levy, producer of the picture.**

**The only half-hour series Major has handled besides "Follies" goes into the lift-time hit that lesser-known figures have been produced by the Catholic Theological Union, New York City. Major has sold the picture.**

---

**Silhouettes**

**Hollywood, Jan. 22.—A new approach to the sound picture is being used here in the silhouettes of the leading players in the new series of "Fireside Theater," which is based on the life and lectures of Greta Garbo. The series is another product of the Schlesinger Group, New York City.**

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**Developments**

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Only **MCA-TV** has
so many proven, top-rated,
quality TV film shows!

**THOMAS MITCHELL**

**"MAYOR OF THE TOWN"**

39 EXCITING, TOPICAL HALF-HOUR DRAMAS
MADE EXPRESSLY FOR TV!

Here is glorious Americana... all the drama, humor and warmth of
an average American town. "Mayor of the Town" has been consistently
a top-rated show on radio and TV for many years. It stars Thomas
Mitchell, one of America's most famous and beloved actors. Now you
can cash in on his huge Motion Picture, Theatre and Radio following. Act
now. "Mayor of the Town" has already been sold in more than 100 markets.

**CONTACT YOUR NEAREST MCA-TV OFFICE FOR AUDITION PRINTS TODAY!**

- NEW YORK: 598 Madison Ave.
- BEVERLY HILLS: 9270 Santa Monica Blvd.
- ATLANTA: 519 Glenn Blgd.
- BOSTON: 45 Newbury St.
- KANSAS CITY, KANSAS: 6014 W. 76 Terrace,
  Overland Park
- CHICAGO: 430 North Michigan Ave.
- CLEVELAND: 1172 Union Commerce Bldg.
- ROANOKE: 116A West Kirk Ave.
- NEW ORLEANS: 501 Delta Bldg.
- CINCINNATI: 3790 Gardner Ave.
- DALLAS: 2102 No. Akard St.
- DETROIT: 637 Book Tower
- SAN FRANCISCO: 105 Montgomery St.
- SEATTLE: 203 White Building
- SALT LAKE CITY: 212 Benson Bldg.
- MINNEAPOLIS: 1048 Northwestern Bank Bldg.
- PITTSBURGH: 530 Grant St., Suite 146
- PHILADELPHIA: Bellevue-Stratford Hotel,
  Broad & Walnut Sts.
- ST. LOUIS: 1700 Liggett Drive

**MCA-TV CANADA**: 111 Richmond St., West,
  Suite 1209, Toronto, Ontario

**MCA-TV FRANCE**: 49 bis Ave., Hoche, Paris

**MCA-TV ENGLAND**: 139 Piccadilly, London W1
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<thead>
<tr>
<th>Name</th>
<th>Description</th>
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<tbody>
<tr>
<td><strong>Guy Lombardo</strong></td>
<td>Star of Royal Canadians</td>
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<tr>
<td><strong>Preston Foster</strong></td>
<td>Star of Waterfront</td>
</tr>
<tr>
<td><strong>Famous Playhouse</strong></td>
<td>Over 200 films in this high-rated anthology of comedy, mystery, adventure and drama, featuring famous Hollywood stars.</td>
</tr>
<tr>
<td><strong>John Russell Chick Chandler</strong></td>
<td>Soldiers of Fortune, excitement, adventure packed films with an all star Hollywood cast.</td>
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<tr>
<td><strong>Louis Hayward</strong></td>
<td>The Lone Wolf</td>
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<tr>
<td><strong>Abbott and Costello</strong></td>
<td>America's funniest comedy team stars in 52 hilarious films, in the style that has kept them on top for 12 laugh-filled years.</td>
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<tr>
<td><strong>Rocky Jones</strong></td>
<td>Space Ranger</td>
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<tr>
<td><strong>Heart of the City</strong></td>
<td>Also known as &quot;City Assignment&quot; Pat McVey and Bob Nye, as an exciting newspaper reporter, bring you drama and suspense. 52 films.</td>
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<td><strong>Paul Hartman</strong></td>
<td>Pride of the Family</td>
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<td><strong>Rod Cameron</strong></td>
<td>City Detective</td>
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<tr>
<td><strong>Ken Murray</strong></td>
<td>Where Were You?</td>
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<tr>
<td><strong>Royal Playhouse and Counterpoint</strong></td>
<td>78 dramas to build prestige for your corroborative. Sponsored by Fireside Theatre by Prior, M. S. and Raleigh. One of the highest rated film shows.</td>
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<td><strong>George Raft</strong></td>
<td>I'm the Law</td>
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<td><strong>Charles Bickford</strong></td>
<td>Man Behind the Badge</td>
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<td><strong>Ralph Bellamy</strong></td>
<td>Follow That Man</td>
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<td><strong>Alan Hale, Jr. Randy Stuart</strong></td>
<td>Biff Baker U.S.A.</td>
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<td><strong>Mervyn Douglas</strong></td>
<td>Hollywood Off-Beat</td>
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<td><strong>Alfred Bell</strong></td>
<td>Follow That Man</td>
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**Television Film Programs**

**MCA TV**

**AMERICA'S NO. 1 DISTRIBUTOR OF TELEVISION FILM PROGRAMS**

**1955**

**January 25, 1955**

**Every Show, Every Product, Every Market, Every Budget!**
SYNDICATE TOUGHER

**Feature Film Distributs Show No Hurry to Try On Rivals’ Headaches**

By GENE PLOTNIK

NEW YORK, Jan. 22 — Feature film distributors used to say that when they could not dig up any more movies they would go into production of their own and begin to syndicate. But to date no feature distributor has come out of the production field in syndication as has the MCA Film Division. Associated Artists Productions and General Tele-radio Film Division.

Associated came into the business last summer with every indication that it would graduate from the feature field to syndication. Elliot Hyman of General's financial participation in Douglas gave him an inside track on one of the most successful dramatic series in syndication, "Dagwood Fandango,"

Outlook Now Different

But after half a year in business the outlook for Associated is quite different. Every indication now is that it will remain a feature house, that it will carry a few subsidiary series like "Johnny Jupiter" and "Casual Cavener." Associated right now is in negotiations to turn the 30 first-run "Fandango" shows over to another distributor, probably ABC Film Syndication.

General Tele-radio once looked as if it were going to move headlong into syndication. Two years ago, before it ever got its hands on any business, GT bought the rights to all of Philip M. Loew's properties. But it has yet to put any of them into distribution. It did produce several "Gamblers," segmented into packages, but the building of TV sales pending theatrical release of a feature version of the show.

Meanwhile, GT is digging hard for more features. Like its counterparts, the only product it has to offer aside from features are series that don't do very well for their dignity, than their commercial appeal. "Greatest Actress," "Famous Lewis Jr., "Uncommon Valor," and a Silhouette series for children.

MPTV’s Record

The feature companies have certainly not been ignored on the subject of syndication by the experience of the biggest feature outfit of them all, Motion Pictures Television. In the summer of 1957 MPTV started to move into syndication fast, and within a year it had eight shows in various stages of production. But it failed to show much black ink on any of them. So after a little more than a year it turned all syndication selling over to UMCG, which doesn't have a feature in the house.

Lesser feature houses have made more modest gestures in the direction of syndication, and in almost every instance they've gotten their films syndicated. But for the most part the feature companies have been more or less off the subject of syndication as long as they can find one more feature film. The reason for the fumbling of the feature folk in syndication seems to be primarily one of operation economics, but there is probably a simpler matter of show business know-how.

Anyone with a good feature picture today can sell it and make some profit, provided the film does not cost him more than $50,000. For the most part sales are still made directly to stations, which means that a complete prospect list is readily available. Syndication, on the other hand, has become a highly competitive market requiring a large and ex-
THE BIG PLAYBACK...

TV's most exciting all-sports show!

Available first run—in many markets.

Sponsored by The Ethyl Corporation (through B.B.D.&O.) in 55 cities for the past two years, this quarter-hour TV film series is immediately available in all markets at a price that can’t be beat. This is the show that cost this important advertiser less than 60¢ per thousand viewers.

- It’s the highest rated quarter-hour sports show in more than twenty major cities—ranking up a 35 in Tulsa, 24 in Indianapolis, another 24 in Omaha, and real rock ratings all across the country.
- Each show features celebrities such as Joe Louis, The Four Horsemen of Notre Dame, Eddie Arcaro, Jackie Robinson, Sammy Snead, Doc Blanchard, Florine Chadwick—and hundreds of others.
- Jimmy Powers, famed sports writer, and Bill Stern, noted sports commentator, give you 52 all-request programs—the greatest moments in sports. Write, wire or telephone us at once for the status of THE BIG PLAYBACK in your area.

Cinepix Racks Up 4 Sales

NEW YORK, Jan. 22.—Cinepix, Inc., which moved into TV distribution in August, has already made four sales to stations or networks in New York. WOR-TV bought a batch of the firm’s cartoons for the “Mercy Mailman” kiddie show, and NBC purchased cartoons and comedies for Joe Franklin’s “Down Memory Lane.” WJAR-TV, Providence, bought a group of cartoons, and WGTH-TV, Hartford, Conn., has bought “Cinepix” 52 Westerns.

Frank Smith, general sales manager of Cinepix, has named the following representatives for the new film: John Leo will cover the West Coast out of San Francisco, Fred Myers, National TV Corporation will cover the South out of Nashville, and Stan Doolittle will cover the Midwest out of Detroit.

Bolger Maps ‘Ships’ Skein

HOLLYWOOD, Jan. 22.— Rev Bolger this week announced plans to film a three-part TV series based on ‘All the Ships at Sea’ book by Corliss. William Ledever, rights to which he originally acquired with theatrical pic production in mind. Series would be filmed under auspices of Allied Producers. Bolger company which is now shooting the star’s ABC-TV show,
The Billboard's Non-Network ARB Film Ratings

- All TV Film Series in All Major Markets
- Top 10 Shows of Any Type in Each City

MINNEAPOLIS-ST. PAUL
4 STATIONS

TOLL TOP TEN LOCALY RATED PROGRAMS (In Demand Non-Network)

1. Jacki Gleason, WCCO, 5:00. 5:30
2. The Honeymooners, WCCO, 5:30. 6:00
3. Bread and Butter, WCCO, 6:00. 6:30
4. The Honeymooners, WCCO, 6:30. 7:00
5. Jacki Gleason, WCCO, 7:00. 7:30

COLUMBUS
3 STATIONS

TOLL TOP TEN LOCALY RATED PROGRAMS (In Demand Non-Network)

1. Jacki Gleason, WTVN, 4:00. 5:30
2. The Honeymooners, WTVN, 5:30. 6:00
3. Bread and Butter, WTVN, 6:00. 6:30
4. The Honeymooners, WTVN, 6:30. 7:00
5. Jacki Gleason, WTVN, 7:00. 7:30

NEW YORK
7 STATIONS

TOLL TOP TEN LOCALY RATED PROGRAMS (In Demand Non-Network)

1. Jacki Gleason, WABC, 4:00. 5:30
2. The Honeymooners, WABC, 5:30. 6:00
3. Bread and Butter, WABC, 6:00. 6:30
4. The Honeymooners, WABC, 6:30. 7:00
5. Jacki Gleason, WABC, 7:00. 7:30

ATLANTA
3 STATIONS

TOLL TOP TEN LOCALY RATED PROGRAMS (In Demand Non-Network)

1. Jacki Gleason, WAGA, 4:00. 5:30
2. The Honeymooners, WAGA, 5:30. 6:00
3. Bread and Butter, WAGA, 6:00. 6:30
4. The Honeymooners, WAGA, 6:30. 7:00
5. Jacki Gleason, WAGA, 7:00. 7:30
$50,000,000 CAN'T BE WRONG

There's excitement from the first downbeat when the Stars of the Grand Old Opry face an audience. They've been doing it for years. In theaters, in personal appearances, on the longest sponsored radio series (29 years), on records (one star alone has sold 21,000,000). And now Flamingo Films brings to Television the biggest and most popular cast (125 of 'em) ever packaged in one TV Film Series. This thirty minute, brand new, film series is a sure winner — sure to get audiences, sure to make sales.

There's a basic appeal that moves through the television screens, takes hold of your heart and holds on tight. The Stars of the Grand Ole Opry have that priceless ingredient — compounded of naturalness and sincerity. People everywhere love 'em, believe in them, believe them. Hitch your sales wagon to these stars and you'll win the market. Watch what happens when the star wagon goes to market. It's a big business you buy when you order the Stars of the Grand Ole Opry. $50,000,000 dollars can't be wrong.

Q. How many films are there in the series?
A. 29 half hours the first year.
Q. Are they available in color?
A. Yes, street color and black and white.
Q. Can we personality our commercial with star-film?
A. Many of the stars are available for commercial tie-ins. Let us give you the details.
Q. Are merchandise or exploitation devices available?
A. Indeed they are — color posters, records, maps, photographs, a new "Star" bound frame for dealer distribution. And many more we'd like to tell you about.
Q. We know these stars are a mouth in rural sections. What's their appeal in the large metropolitan market?
Q. Who are the national stars of the stars of the Grand Ole Opry?
A. Saturday Evening Post calls Stars of the Grand Ole Opry "an astonishing phenomenon." In their most recent appearance in twenty-five cover stories and eleven pages in such national magazines as Collier, Newsweek, Time, Good Housekeeping, American, Red Book, etc. We'd love to show them to you.
Q. Record sales are an index of popularity. How do these stars sell?
A. More than 25%, of all records sold in this country are made by "Opry" stars. Nation's Business wrote, "every one of them sold for more records than Crosby or Decca's Roy Acuff alone has sold 21,000,000 discs.
Q. Sounds like a real solid opportunity. How do we get this important television franchise for our market?
A. Call, write or wire Flamingo Films, 509 Madison Ave., New York City, N.Y. 8-4600.

Look
"Grand Ole Opry made hillbilly music a national pastime and big business!"

Post
"Grand Ole Opry — an astonishing phenomenon!"

Good Housekeeping
"Country music has become astonishingly successful in the big towns, especially in the big towns."

Collier's
"... Grand Ole Opry first audiences have been as great as 45,000 a night!"

Variety
"TV-FILMS REVIEWS

STARS OF THE GRAND OLE OPRY

Flamingo Films sought to hit the jackpot with "Stars of the Grand Old Opry," a series of shorts from the Saturday night performances of the Opry every Sunday morning on NBC Radio. Over the millions of records the stars of the Opry have sold. Flamingo hit on a gold mine in the shows of the Opry. The stars are genuine, the performances are genuine, the appeal is genuine. The stars are just bending with top-flight entertainment, not only in music but in comedy and dancing. It's one thing to have a show presold in terms of acceptance and prestige, but Flamingo fortunately has what also appears as a red-hot sales tie-in in any case would catch fire on its own.

With a total of 125 acts to choose from, producer Al Gunaway has proven the policy right, since six series have sold out, with others pending in the various films. Five series are Ray Ayres, Jimmy Dickens, Webb, Palmer, Ernest Tubbs and Carl Smith, with such regulars as Red Foley, Hank Williams, Ernest Ford, Tennessee Ernie Ford, Cotton Pickers, Martha Carson, Smiley Emma, Eddie Hill, others. The OTR series is also available. It's a pretty talented crew. Yes, Al Gunaway, with Dickson, Ace Currier, a Night, Talk of the Town, a toga, a toga, a toga, a toga, a toga. A special tribute. "Stars of the Grand Old Opry" are a special tribute. If all the stars of the Opry are as good as this one, Flamingo's got it made.

*That's what America spends every year on Stars of the Grand Ole Opry — the applause meter in American entertainment to the cash register.
Four Star producer Don Shaper must vary a lot of the television shows to please the fans. Shaper changes the star actors in the most popular 1954 shows because they have been seen too often to please the fans. Eighty-five percent of the TV viewers have seen the same show segment several times.

**PRODUCTION NOTES**

by BOB SPELMAN

Among ARB producers, promising Yesteryears tracks producers, and successful producers, has announced his plans at a later date. E. A. Baker, formerly of the Picture Studios, has joined the corporate sales staff of General... Monsieur Mendes... sales promotional director of Guild Films, is off to Florida for a brief holiday... Chester Burger has left his post as national film manager at CBS-TV to join Radio & Film Associates, Inc., as director of the sales and marketing staff. Two NBC Film division sales promotion execs, MCA Film's manager of advertising and promotion, and Ezra Baker, executive with the New York division, have joined the expanding company... The schedule for the television series "The Falcon" is being figured out by the "Offbeat Defender" cast, which includes "Mama's Boy."... "Falcon," a new series of the studio's... Today, the writer's strike is being fought in India by producer Frank Fink for use as "Andy's Gang," a TV adventure series. "Andy's Gang" is from the Pacific Ocean to San Clemente Island during filing of the TV adventure series last week, had to be rescued by the Coast Guard.

**TV FILM PURCHASES**


The Steepleman Company and the Local Furniture Company, a unit of the National Furniture Co., have stepped up their advertising in the Kansas City area... The Smokey and the Bandit Steel Company, a unit of the National Steel Co., has purchased a large number of Broadcast television commercials in the Kansas City area... The company's new entry into TV on a regular basis. The station which the company's new entry into TV is "WTGX, Washington, D.C., Baltimore, and WPIL, Philadelphia. The Coca-Cola Bottling Company added a new venture in the field of television commercials. A new series of "The Coca Cola" commercials sponsored with the purchase of the Saturday 3:30 to 4:00 p.m. slot on WTVP, Dyer, Ill. Ill., sponsored by Gandy Andy Steel Company, WIVE, for alternate sponsorship NBC Film Division's "Budge 714."
TEXT OF MEASURES ON COPYRIGHTS, JUKES

Following is text of Rep. Frank Thompson Jr., D. N.J., Copyright Facts-Finding Commission bill. Creating a federal commission to study the recording industry, Thompson said, makes recommendations for their review.

That there is hereby established a commission to study the recording industry, and to make recommendations for their review. The commission shall be composed of the following: the Speaker of the House, the Chief Justice of the United States, the Speaker of the Senate, the Vice-President of the United States, the Secretary of the Treasury, the Attorney General, the Chairman of the Federal Communications Commission, and the Attorney General of the District of Columbia.

Sec. 2. (A) The commission shall be composed of seven members appointed as follows: (1) three appointed from among the members of the Senate, appointed by the Speaker of the Senate, the Vice-President of the United States, and the Secretary of the Treasury; (2) three appointed by the President from among the members of the Senate, appointed by the Speaker of the House; (3) three appointed from among the members of the House, appointed by the Speaker of the House.

Sec. 3. Each member of the commission shall be an independent public official, and shall receive such compensation as shall be determined by Congress.

Sec. 4. Seven members of the commission shall be the chairman of the commission and the member who shall be the vice-chairman of the commission.

Who are members of Congress shall constitute a quorum. A majority of the commission shall be an quorum and shall have the power to receive for their services as members of the commission.

(Continued on page 4)

WHY THE BILLBOARD FAVORS FACT FINDING

The Billboard, in a series of three editorials (December 4, 11, 18), called for the appointment of a Facts-Finding Commission to explore the need for changes in the copyright laws. When bills were introduced in Congress last week pertaining to copyright issues. One of these, Rep. Frank Thompson's bill proposing a Fact-Finding Commission, closely parallels The Billboard's position as stated in its editorials. With this adding to the immediacy of the situation, and since The Billboard's editorials were entered into the Congress- man's Record, we repeat the series of editorials at this time.

EDITORIAL

Let's Just Get the Facts

This is the first of a series of editorials on copyright proposals. The Billboard believes Congress should confine its 1955 legislation on this subject to appROPRIATELY-PROPOSED FACT-FINDING COMMISSIONS TO BE APPOINTED BY THE PRESIDENT.

Proponents of copyright legislation designed to recognize the economic benefits of coin-operated machine operators have already laid plans for the introduction of bills in the new Congress covering in time. The time in as many years, legislation will have been in existence for a period of years, and another of the proposed bills will reach the hearing stage in such a condition as to make the house operator on the one hand and licensing agencies on the other, the ASCAP on the other, will be presenting the same old arguments. Motion pictures and sound motion pictures and sound motion pictures have been in existence for a period of years, and another of the proposed bills will reach the hearing stage in such a condition as to make them sure to be presented to the public in an unfair manner. And there is justice in this slow slow, but sure judgment that the action has followed copyright considerations in the years cannot fail to wonder if this normal performance before Congress is not impediments, rather than contributing to progress. Is this series of engagements not merely an oratory, or, as one of the last editorial deletions of 1949, "We are too late, too slow, to easily what the proponents of the "changed their minds before it was too late. Some were of their area of dispute, are (Continued on page 109)
**VOX JOX**

BY CHARLOTTE SUMMERS

OPERATION BOOKCASE: For more than three years now the shelves of a children's library in "A-Bombed" Nagasaki, Japan, have been filled with books largely through the efforts of a Cincinnati housewife, Mrs. Helen Hunter. Since 1950 over 2,000 books have been sent to the Nagai Memorial Library by Mrs. Hunter. It all started when Mrs. Hunter, a native of Cincinnati, heard the late Dr. Paul Takash Nagai, whose wife was killed in the A-bomb disaster, tell her about the many children who grew up with empty heads because they were too poor to buy books.

Mrs. Hunter heard the appeal and agreed to package the books and ship them from her home. Contributions of books and postage have been received from all over the world. The books have been sorted and mailed on the last day of each month. Each month Mrs. Hunter will accept contributions from the traffic officer of the month appointed by the council.

**MEASURING DEPLOYMENT OF MUSICAL AUCTIONS**

By JUNE BUNDY

JUST BROWSING: Fred Trumbull, who operates a music store in Quebec, Canada, celebrates his 40th anniversary as musical director of a children's music store. His current formal education ended when he went to work for WAGM in 1912, at the age of 14. . . . Libby Minty, McCoy's Shoe, Savannah, Ga., will be the guest of honor at a dinner given by Staton-WDAR, here, and I believe every teen-ager in town to try to buy the missing shoes that she advertised and say 'I bled playing as I do and said he bought the record from you that I want a copy too.' So you see the high interest of the teen age in advertising and the record business. This is not the least of the way best sales girls increase sales, but believe me it has helped mine a lot. . . . Dick Keyser, Larry Brower, NRFB, Buffalo, N.Y., informs us that dealers aren't the only one who find people are confused about the title "Juke, Battle and Roll." Larry knows one man who has a group of teen-agers ask for the disk by the title "Steak Without Any Rolls."

**TRAFFIC BUILDERS: R. A. Bailey, Oklahoma Record Shop, Kansas City, Kansas, puts his own spin on the "hype sales in his location. During opening week he had all customers write their names down for a drawing. As a prize Bailey offered winners their choice of three dollars or any four records in the stock. "One of these men," says Bailey, "and that saved me money, since the four records cost less than the three dollars, I found that customers came in early to get the record and that week just to get another chance at drawing. It really put my business on top." . . . Dorothy Perry, of The Music Box, Indianapolis, Miss., writes that the store is building sales via radio time buys: monthly free-record giveaway, up to date with the latest in the music world. The only sign she was not offered for the record purchased and weekly window display featuring the coming recording artists. Perry says that sales always increase on the featured disk "so it proves customers do watch your windows." Dorothy also notes that the store's radio time is purchased outside the area, in a neighboring city.

IN THE FIELD, N. Freitas, Freitas Music, Stockton, Calif., is really catering to the new rhythm and blues craze among teen-agers. The store has specialized in R&B. disks for the last four years, and consequently has been "one of the best R&B. stores in Northern California. Business has been very good," according to Freitas who notes, "I believe this field will continue for another year or so and then there'll be another change, but who knows what?" Perhaps back to big bands.
DIG THE CRAZIEST !!!

HE SWINGS!!

HE ROCKS!!

HE GOES!!

Tony Bennett's

ASTOUNDING RHYTHM and BLUES RENDITION

CLOSE YOUR EYES

b/w IT'S TOO SOON TO KNOW

Columbia Record 40427
TALENT TOPICS

LA VAUGHN BOOKINGS

The Billboard is presenting, in this issue its 50th annual "Look at the Stars," a survey of the A&R field, covering all types of activities of A&R artists, including recording, on-the-road, production, advertising, management, and record promotion.

As the editors of the Billboard have noted in the past, this survey is not exhaustive, and there are many other notable figures in the A&R field who are not included. The survey is intended to provide an overview of the A&R field, highlighting some of the key players and trends.

RHYTHM & BLUES NOTES

THE BILLBOARD

JANUARY 29, 1955

FOLK TALENT & TUNES

BY BILL SACCHI

Around the Horn

Bank Thompson and the Bronx Valley Boys, under the personal management of Jan Halley, play the Center Theater, Los Angeles, through March 18. Halley's record for the Fairmont Hotel, Los Angeles, in February, concluded a trek thru Georgia, Alabama, South Carolina, and Florida. Thompson and his band have also been booked into Atlanta, Chattanooga, and Nashville, and they will appear at the Tennessee Theater, Nashville, starting January 25.

Josephine & the Chartbusters, from New York City, opened their engagement at the Elgin Theater, Chicago, on February 14.

New York City, February 14. Josephine & the Chartbusters, from New York City, opened their engagement at the Elgin Theater, Chicago, on February 14.

Small Price Fuss Breaks in Toronto

Toronto, Jan. 31.—A minor price war broke out here before and after the announcement by RCA-Victor of a new policy to lower record prices in Canada, following suit with that recently announced in the United States.

The war, unusual in the trade, was launched by a number of small record outlets who threatened to match RCA-Victor's 15-cent price cuts. The move came as a surprise to RCA-Victor, and a cry of "price-cutting" was heard from both the Canadian Federated Musi-

cians of America, a labor union, and the Canadian Federation of Musicians, which the record companies were charging with "price-cutting." The Canadian musicians, however, denied this.

According to the new policy, recorded music will be sold at 15 cents in Canada, the same as in the United States. The price cut is expected to be followed by other record companies.

Meanwhile, the Toronto price-cutters have not given up the fight, and are still pressing for a further price reduction. The new policy is expected to have a significant impact on the Canadian record market.

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RHYTHM & BLUES NOTES

THE BILLBOARD

JANUARY 29, 1955

LA VAUGHN BOOKINGS

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The Billboard has surveyed the top A&R artists and found that those who have been in the pop market for a long time have been the most successful.

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The Billboard has surveyed the top A&R artists and found that those who have been in the pop market for a long time have been the most successful.
her first for RCA Victor

IF ANYONE FINDS THIS, I LOVE YOU

TURN RIGHT

RCA VICTOR
FIRST IN RECORDED MUSIC
Capehart Biz Gains in '54: Hi-Fi Up 380%  

ST. LOUIS, Jan. 25--In a year-end report delivered this week by E. W. Capehart, president and general manager of the Capehart-Farnsworth Company, it was pointed out that the firm's sales in all divisions were higher in 1954 than in 1953.

The report was presented to distributors attending a spring sales conference here.

"We have made phenomenal strides," said Capehart. "Capehart's 1954 unit sales were 380 percent of those for 1953. We have reasons to believe that 1955 will be far greater. It was also announced that the firm has a general industry increase in sales of 380 percent in 1954.

The year-end statistics pointed out that Capehart now has 78 of the largest retail accounts in the country. The distribution network, according to Capehart, now covers 97 percent of the country's marketing areas.

Martin Sinks 750G In Piracy Action Against 'Heart' Tune  

HOLLYWOOD, Jan. 22--Action seeking $75,000 for damages in the name of performers for alleged piracy of the "Heart of My Heart" tune was filed by composer-producer Leo Martin, and associates.

The action was filed in Federal District Court here this week (19).  

Martin, who is general manager of Columbia Music Inc, Rondos Films, United Art, and the Martin Management Company, alleges that he composed "Where Is Your Heart," which is recorded on Victor and EMI, is an "Enemy of Music."  

WOOD MUSIC NOW IN TOP FIELD  

B. F. Wood Music, a cataloging and recording studio, was formed this week at the top of the top field with which it has already been involved. The firm is an affiliate of BMI Music, has had a long and successful history in the Columbia, Mercury, Columbia, Empire, Capitol, Eaves and Rainbow. Marty Milks, president of the firm, was in charge of the look for more recently known "Wood Music." The label is "Blue."  

LINK HAS NEW PLAN, TO PRODUCE RECORDS  

Henry Link, music writer, who during the past 20 years has been an important figure in the publishing and recording business, was appointed to the position of vice-president and general manager of the firm. Link will not retain majority of the schedule is to be presented.

PROMINENT NAMES SAY TO EXECUTIVE POST  

In the first of a series of moves to strengthen the company, Lou Chuvalo, president of the company, Len Chuvalo, president of the company, announced the appointment of Edward B. Martic, under the wing of the firm. The firm will be in charge of the top spot in the firm's executive wing.

ZIV GIVES CANTOR AM SPONSORS SALES AIDS  

Cantor Am Sales, the firm that is linking up a first in the trade of wholesale, has been named by Cantor Am, 20 percent of the group, by giving away quantities of sales aids to sponsors. The firm, which is in direct competition with the firm, will continue to sell the same products based on the mainline with Imperial distributors. A writer of the current song, "In the Night," served in a sales capacity for the firm. The firm, which is in competition with the firm, has been given in free quantities to sponsors.

OLYMPIC READIES BIG PROMOTION ON AM-PM-TV Set Photo  

NEW YORK, Jan. 23--Olympic Madness is reaching the highest advertising peak in history. The firm is offering a new low-priced radio-phono-AM/PM combination this spring. The combination will be offered in the first three-week set to retail stores in New York.

The $195.00 price tag will bring a three-week price in the National Magazine association's first publication. Sales are expected to be strong. The magazine association's first sale, for example, is expected to be strong.

TODD'S COMING FAST  

In a surprise move this week, Todd producers have announced that they have committed a 20-year-old affiliation with the firm. This affiliation is expected to be strong. The firm, which is in competition with the firm, has been given in free quantities to sponsors.

D-B-H Biog Film Rights  

To 20th-Fox  

HOLLYWOOD, Jan. 22--The Biographical House of the late Bud Jeffries, Burt Bower and Roy Henderson, was sold for $200,000 against a percentage of the firm's profits. Use of many of the great musical compositions identified with the firm, and Roy Henderson is included.

In another move-music business maneuvers, a new record made in support of the song, "Strange Lady in Town," is expected to be strong. The song, which is in the mail in the top title credits. The deal involves the release of a Columbia recording of the song of the firm, and in recording, and in promotion. The firm will be handled by the firm, and in recording, and in promotion. The firm will be handled by the firm, and in recording, and in promotion.
It's not too soon to know there's a big, new COLUMBIA hit in the making

Tony Bennett

IT'S TOO SOON TO KNOW

b/w CLOSE YOUR EYES

COLUMBIA RECORDS 40427 • 4-40427
AMERICA'S HOTTEST
another 2 sided
Fontane
(AMERICA'S TOP -
"ROCK LOVE"
Dot-15333

Dot RECORDS

GALLATIN, TENNESSEE • • • PHONE: 1600
SMASH...by the
Sisters (GIRL TRIO)
"YOU'RE MINE"
Dot-15333
LINER NOTES
By IS ROVITZ

CAP PLANS MILSTEIN LP
ANNIVERSARY DRIVE

Captured Records is releasing a new series of LPs by top violinist Nathan Milstein, which are part of the 75th-anniversary celebration of the American violinist and conductor. Milstein's recordings were made at the Radio City Music Hall in New York on a new 36-channel system.

MOZART-GIESEKING ORDER
DGG IS EXTENDING

Angel Records has extended its deadline for orders on its Mozart-Gieseking limited edition from January 31 to March 29. The company's marketing for this limited edition has been unprecedented, with sales of the first 100 copies being sold out in advance.

RAISED BMS, CENTERS
GAIN LP ACCEPTANCE

More LPs are appearing with raised rims and centered labels. RCA Victor introduced the sub-label for its new series last month. This lesser-known fact about LPs is something that collectors often overlook.

BRYANTHEON ISSUES
TAPE RECORDER...

The first tape recorder ever to be produced by the Bryantheon Manufacturing Company was introduced to the trade this week as part of the firm's new line of tape recorders. The nylon-wrapped reel tape was released six months earlier than had been anticipated for the initial model.

The unit operates on both speeds, and has magnetic electrodes for positive recording and accurate replay. The tape can be removed and rewound, making it ideal for home or studio use.

The set is available in a black leatherette finish and will retail at $19.95.

VINYL VS THE LUXE
TAPE RECORDER CONSOLE...

Leader in the new line of V-M accessories for the firm's Model 700 Tape-O-Matic tape recorder, the V-M has been designed for ultimate precision. The 12-inch aluminum permanent magnet speaker is matched to the portable box reflex cabinet. The base has a gold metal grille with a contrasting red and gray covering to match the recorder's color scheme. The recorder can be used with any input channel.

"BIG 5 FOR '55 THEME
OF CAPEFORT CONFERENCE"

Angel Records has released a new advertising promotion covering the Beethoven-Concerto adaptation, and the Phonola full-length feature. The needle kit sells for $9.00, the price of the needle in the package. The set can be ordered at any record store.

The cartridge, however, is not part of the kit. The cartridge is a small part of the Phonola system, and will be made available to distributors, according to a factory source. The ease of handling of the Phonola, and the fact that it can be used with any phonograph, makes it a good buy for the collector.

The Phonola also comes with a Phonola kit, which sells for $10.00, and a Phonola book, which sells for $1.00.

BOOK-OF-MONTH HOLD
TO $5.00 FIVE DOLLAR RECORD

The Book-of-the-Month Club has no plans to lower its $5.00 price on its music-appreciation series of LPs. The club has decided to remain with the same price, and will continue to issue the series for the same price.

Upcoming releases already cut in and out of the series include a new phonograph, and a new string orchestra. The company is actively recording new material to fill the mail-order rollout, according to an official.

MAJOR AND MINOR

Mercury is readying the first LP recording of Respighi's "Vesane di Calabria" (Church Winders) by the John Charles Thomas-Chicago Symphony Orchestra. The elaborate work for organ, orchestra, and chorus is considered one of the most popular of Respighi's works. The album is expected to be one of the most eagerly anticipated releases of the season.

The LP will be released by Mercury.

The Phonola will become the first American-made LP ever to be released by a major company. The Phonola is a new concept in LPs, and is expected to change the way LPs are manufactured and distributed.

The Phonola is a new concept in LPs, and is expected to change the way LPs are manufactured and distributed.
fastest selling long play record ever

OVER '2,000
SOLD IN THE
1ST WEEK

This is the fabulous satire on investigating committees that’s got the nation howling and BUYING. Everyone recognizes the investigator’s voice even before he yells “Mr. Chairman... point of order.”

THE INVESTIGATOR

actually selling in stores for $5.95!

Publicity breaks in the New York Times, Time Magazine, N. Y. Post, World Telegram and many other publications... are creating a demand... selling THE INVESTIGATOR for you!

AVAILABLE FROM THE FOLLOWING DISTRIBUTORS

Wire your orders today

<table>
<thead>
<tr>
<th>Distributor</th>
<th>Address 1</th>
<th>Address 2</th>
<th>City</th>
<th>State</th>
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<tbody>
<tr>
<td>Mutual Dist.</td>
<td>1359 Tremont</td>
<td>Boston, Mass.</td>
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<tr>
<td>(Southern Dist.)</td>
<td>3712 Lexington Ave.</td>
<td>St. Matthews, Ky.</td>
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<tr>
<td>(5 &amp; 6 Dist.)</td>
<td>3055 Woodward</td>
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<tr>
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<td>(Pittsburgh Dist.)</td>
<td>2401 H.W. 34 St.</td>
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<tr>
<td>Allied Record</td>
<td>371 6th St.</td>
<td>San Francisco, Calif.</td>
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<td>Record Dist.</td>
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<td></td>
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<tr>
<td>(Coast Dist.)</td>
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<td>(Western Dist.)</td>
<td>142 E. Pennsylvania Ave.</td>
<td>Minneapolis, Minn.</td>
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<tr>
<td>(Tri-State)</td>
<td>3099 Randall Rd.</td>
<td>Atlanta, Ga.</td>
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<td></td>
<td>322 Franklin Ave.</td>
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<td></td>
<td>125 Leslie St.</td>
<td>Toronto, Ont., Canada</td>
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<tr>
<td></td>
<td>337 N.W. 6th Ave.</td>
<td>Portland, Oregon</td>
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<td></td>
<td>2701 Third Ave.</td>
<td>Seattle, Wash.</td>
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<td></td>
<td>1242 Argonaut St.</td>
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<td></td>
<td>2714 W. Main St.</td>
<td>Charlotte, N. Carolina</td>
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<tr>
<td></td>
<td>3221 Bay Blvd.</td>
<td>Toronto, Ont., Canada</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

USE THIS COUPON TO ORDER

Circle name of distributor and fill the rest in.

Please send me copies of THE INVESTIGATOR.

Bill me @ $5.95 less standard dealer discounts.

DEALERS NAME

ADDRESS

CITY STATE

AUTHORIZED SIGNATURE

DAUNTLESS INTERNATIONAL, 222 Lafayette St., New York 12, N. Y.
CALLAS PORTRAYs Puccini HEROINES (12'-7")—Maria Callas, soprano: Philadelphia Orchestra, Renato Cellini. A new 78, scored for the growing heard of Callas's admirers. Including "Un Miserere," "M'Appari," "Madame Butterfly," "La Fabbrica," "Gianni Schicchi," and "Tristan" Theme. The cast includes: Bruno Walter, conductor; Margaret Harshaw, soprano; Meri MacLaren, mezzo-soprano; Mary Garden, mezzo-soprano; and the Philadelphia Orchestra. The reviews are thus far generally good, although some critics feel the quality of the recording is not as high as one might expect from a work of this nature.

MOTZART: CLARINET CONCERTO IN A MAJOR, W. 161 RAMBERG CARRIOL (12'-7")—Renoir, clarinet; Chicago Symphony Orchestra. A new recording of this well-known concerto, played by a fine clarinetist. The reviews are generally favorable, with many critics praising the soloist's virtuoso playing and the orchestra's accompaniment.

THE SONG FROM "DESIRE" (We Meet Again) and MY OWN TRUE LOVE (Tara's Theme)

(Coral 61301 (78 RPM) and 9-61301 (45 RPM))
No. 1 in England
THE ORIGINAL
FINGER OF SUSPICION
backed by ENDLESS
1498 45-1498
DICKIE VALENTINE

NO HEART AT ALL
backed by HUBBLE BUBBLE
1497 45-1497

ROSE OF THE WILDWOOD
backed by CAME THE MORNING
1523 45-1523

WILL GLAHE ORCH.
THE STARGAZERS

THE JOHNSTON BROS.

LONDON RECORDS
plain talk from rocky

My pop, Lou Monte, just cut a new record and, believe me, it's a smash! It's a great big ballad and we were out first with it—and I don't just mean lacquers. Competish? There ain't no competish on this one because nobody, but nobody cuts my old man when it comes to a ballad. All right, let's go. Let's make this the big one for Louie.

Lou Monte

HOW IMPORTANT CAN IT BE

coupled with

TRULY YOURS

20/47-5993

RCA VICTOR
FIRST IN RECORDED MUSIC
jaye p. morgan

first out with the smash English version!

SOFTLY, SOFTLY
DANGER, HEARTBREAK AHEAD

SMASH FOLLOW-UP TO, "THAT'S ALL I WANT FROM YOU"

RCA Victor
20/47-6016
## Talent Corner

The music world lost a remarkable talent with the recent tragic death of Johnny Ace. The singer had a hit with his first record on the Duke label, "My Song," and continued to work consistently thereafter. Ace's simple and unadorned style of singing, his evident sincerity and heart, actually started the rocks and roll fad of a type of song, that has come to be known as a doo-wop hit.

The singer had more of talent than most; he could also write a song. And he did this well, and time again, getting into the lyrics a direct and personal appeal.

The death of Ace created one of the biggest demands for a record that has occurred since the death of Hank Williams just over two years ago. Orders for his new recording, "Fledging My Love," began to pour into the Duke-Peacock diskery in the same manner that orders from many others usually receive for a new record by a big pop artist.

The diskery went into full scale production on the record, and had its plants in Houston working on extra shifts, and now has records being made for the West Coast.

In addition, at the request of his band, many followers, the label is bringing out a LP of Ace's previous hits, which will soon be available to the public. There are more Ace records in the can, and the firm intends to bring them out from time to time.

In the short space of three weeks since the record was released, Ace's "Fledging My Love" has jumped to No. 4 position on The Billboard's best-selling rhythm and blues chart. With its current sales in pop charts, many observers expect it soon to jump into the pop fields. And the cover record of the tune is now beginning to have hits with it. The first released this week by M.C.M. Records, with The Orioles as vocal group, many are expected. Some decision are already looking the Ace disc as probably one of the biggest R&B records of the year.

The appeal of Johnny Ace is that his short career is epitomized in his last recording. It had the tenderness that marked all of his finest work. The chart record for Ace's record is a tribute to him both as an artist and as a writer, and shows that he will not be soon forgotten by his many, many fans.

### Best Selling Sheet Music

Tunes are ranked in order of their current national selling importance at the sheet music jobber points.

<table>
<thead>
<tr>
<th>Week</th>
<th>Last Week</th>
<th>Title</th>
<th>Publisher</th>
</tr>
</thead>
<tbody>
<tr>
<td>11.</td>
<td>1</td>
<td>1 Mr. Sandman</td>
<td>BUROUH</td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>2 Blue Suede Shoes</td>
<td>BURENH</td>
</tr>
<tr>
<td></td>
<td>3</td>
<td>3 Mr. McCo Lover</td>
<td>BUROM</td>
</tr>
<tr>
<td></td>
<td>4</td>
<td>4 Stiff Upper Lip of Sassy Lane</td>
<td>BURENH</td>
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<tr>
<td></td>
<td>5</td>
<td>5 Hearts of Stone</td>
<td>BURENH</td>
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<tr>
<td></td>
<td>6</td>
<td>6 Count Your Blessings</td>
<td>BURENH</td>
</tr>
<tr>
<td></td>
<td>7</td>
<td>7 Teach Me Tonight</td>
<td>BURENH</td>
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<tr>
<td></td>
<td>8</td>
<td>8 Make Yourself</td>
<td>BURENH</td>
</tr>
<tr>
<td></td>
<td>9</td>
<td>9 I Love You, I Love My Old House</td>
<td>BURENH</td>
</tr>
<tr>
<td></td>
<td>10</td>
<td>10 Beautiful</td>
<td>BURENH</td>
</tr>
<tr>
<td></td>
<td>11</td>
<td>11 Mr. McCo I Want You</td>
<td>BURENH</td>
</tr>
<tr>
<td></td>
<td>12</td>
<td>12 I Need You Now</td>
<td>BURENH</td>
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<tr>
<td></td>
<td>13</td>
<td>13 Open Up Your Heart</td>
<td>BURENH</td>
</tr>
<tr>
<td></td>
<td>14</td>
<td>14 If I Give My Heart to Love</td>
<td>BURENH</td>
</tr>
<tr>
<td></td>
<td>15</td>
<td>15 In The Arms of My Angel</td>
<td>BURENH</td>
</tr>
</tbody>
</table>

### Tunes with Greatest Radio-TV Audiences

Tunes, listed alphabetically, have the greatest audience on network interstate stations in New York, Chicago, and Los Angeles. Lists are based on John B. Wallis's "National Audience Covering".

<table>
<thead>
<tr>
<th>Week</th>
<th>Title</th>
<th>Publisher</th>
</tr>
</thead>
<tbody>
<tr>
<td>11.</td>
<td>My Song</td>
<td>BURENH</td>
</tr>
<tr>
<td></td>
<td>That's My Desire</td>
<td>BURENH</td>
</tr>
<tr>
<td></td>
<td>I Love My Old House</td>
<td>BURENH</td>
</tr>
</tbody>
</table>

## The Billboard Music Popularity Charts

The Billboard Music Popularity Charts are the music industry's most complete guide to the actual and potential sale of tunes and records in all categories.

### HONOR ROLL OF HITS

The Nation's Top Tunes

For survey week ending January 19

<table>
<thead>
<tr>
<th>Title</th>
<th>Weeks</th>
<th>Last Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Let Me Go, Lover</td>
<td>2 18</td>
<td>1 18</td>
</tr>
<tr>
<td>2. Mr. Sandman</td>
<td>2 13</td>
<td>2 13</td>
</tr>
<tr>
<td>3. Hearts of Stone</td>
<td>4 9</td>
<td>4 9</td>
</tr>
<tr>
<td>4. Melody of Love</td>
<td>5 4</td>
<td>5 4</td>
</tr>
<tr>
<td>5. Naughty Lady of Shady Lane</td>
<td>3 10</td>
<td>3 10</td>
</tr>
<tr>
<td>6. Sincerely</td>
<td>12 3</td>
<td>12 3</td>
</tr>
<tr>
<td>7. Teach Me Tonight</td>
<td>6 16</td>
<td>6 16</td>
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<td>8. Make Yourself Comfortable</td>
<td>11 9</td>
<td>11 9</td>
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<td>9. That's All I Want From You</td>
<td>13 4</td>
<td>13 4</td>
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### Second Ten

<table>
<thead>
<tr>
<th>Title</th>
<th>Weeks</th>
<th>Last Week</th>
</tr>
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<tbody>
<tr>
<td>11. Count Your Blessings</td>
<td>8 15</td>
<td>8 15</td>
</tr>
<tr>
<td>12. I Need You Now</td>
<td>10 21</td>
<td>10 21</td>
</tr>
<tr>
<td>13. This Olie House</td>
<td>9 20</td>
<td>9 20</td>
</tr>
<tr>
<td>14. Earth Angel</td>
<td>20 2</td>
<td>20 2</td>
</tr>
<tr>
<td>15. Open Up Your Heart</td>
<td>19 2</td>
<td>19 2</td>
</tr>
<tr>
<td>16. Tweedle Dee</td>
<td>12 3</td>
<td>12 3</td>
</tr>
<tr>
<td>17. Dim, Dim the Lights</td>
<td>10 3</td>
<td>10 3</td>
</tr>
<tr>
<td>18. Shake, Rattle and Roll</td>
<td>13 3</td>
<td>13 3</td>
</tr>
<tr>
<td>19. Ko Ko Mo</td>
<td>11 9</td>
<td>11 9</td>
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### England's Top Twenty

Based on chart returns from England's top twenty hit charts, American publisher of exclusive sheet music, The London-Jewish (Americana) has made an exclusive arrangement with Australia and Italy to make available in their offices.

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<tr>
<td>3. Mr. McCo Lover</td>
<td>BUROUH</td>
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<td>BUROUH</td>
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<td>3. Mr. McCo Lover</td>
<td>BUROUH</td>
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<tr>
<td>4. Stiff Upper Lip of Sassy Lane</td>
<td>BUROUH</td>
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<tr>
<td>5. Hearts of Stone</td>
<td>BUROUH</td>
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**WARNING:** The title "HONOR ROLL OF HITS" is a registered trademark and the listing of the hits has been copyrighted by The Billboard. Use of either or any part without the Billboard's consent, Requests for such consent should be submitted in writing to The Billboard at The Billboard, 156 Broadway, New York N. Y.
**TOP SELLERS—**

**POPULAR**

Listed Alphabetically

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<thead>
<tr>
<th>Album</th>
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<tr>
<td>ARIVEDERCI</td>
<td>Jackie Hart</td>
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<tr>
<td>CONFUSED</td>
<td>Baxter &amp; The Jordanaires</td>
</tr>
<tr>
<td>HELLO FROM BARCELONA</td>
<td>Dean Martin</td>
</tr>
<tr>
<td>UNBELIEVABLE</td>
<td>Nat &quot;King&quot; Cole</td>
</tr>
<tr>
<td>WALTZ, TUN, TUNG</td>
<td>Ray Anthony</td>
</tr>
<tr>
<td>MELODY OF LOVE</td>
<td>Frank Sinatra</td>
</tr>
<tr>
<td>SOONG IN BLUE</td>
<td>Les Paul &amp; Mary Ford</td>
</tr>
<tr>
<td>SOMEWHAT, SWEETHEART</td>
<td>Vigil Young</td>
</tr>
<tr>
<td>TWELVE TUES</td>
<td>Wichmann &amp; His Orchestra</td>
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<tr>
<td>BERNIE'S TUNE</td>
<td>The Charters</td>
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<td>WHAT DO YOU KNOW ABOUT LOVE</td>
<td>Dokula Sefari</td>
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**COMING UP FAST**

Listed Alphabetically

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<tr>
<td>THE BUNNY HOP</td>
<td>Ray Anthony</td>
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<tr>
<td>DON'T GO, DON'T GO</td>
<td>Mickey Martin</td>
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<td>CAN YOU</td>
<td>Mickey Martin</td>
</tr>
<tr>
<td>HONEY BUNCH</td>
<td>Les Paul &amp; Mary Ford</td>
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<td>WRITE ME, BABY</td>
<td>Bob Manning</td>
</tr>
<tr>
<td>MY LOVE SONG TO YOU</td>
<td>Margaret Whiting</td>
</tr>
<tr>
<td>AFTER MY LAUGHTER CAME TEARS</td>
<td>Nat King Cole</td>
</tr>
<tr>
<td>MY OWN TRUE LOVE</td>
<td>Margaret Whiting</td>
</tr>
<tr>
<td>THE SAND AND THE SEA</td>
<td>Nat King Cole</td>
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<td>THE SONG FROM DESIRE</td>
<td>Speedy West, Jimmy Bryant</td>
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**BEST SELLING—**

**"EP" ALBUMS**

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<tr>
<td>BEAN MARTIN</td>
<td>45 rpm &quot;EP&quot; No. 1-9123</td>
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<td>PRANK SITTER SONGS FROM THE PICTURE &quot;THREE-DAY-HEART&quot;</td>
<td>45 rpm &quot;EP&quot; No. 1-9124</td>
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<td>JACKIE GLEASON PLAYS ROMANTIC JAZZ</td>
<td>45 rpm &quot;EP&quot; No. 1-9125</td>
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<tr>
<td>LES PAUL AND MARY JANE</td>
<td>45 rpm &quot;EP&quot; No. 1-9126</td>
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<td>WANDA</td>
<td>45 rpm &quot;EP&quot; No. 1-9127</td>
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**"Specialized" HIGH-FIDELITY ALBUMS**

Listed Alphabetically

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<tr>
<td>WILDERLAKES &quot;SYMPHONY&quot;</td>
<td>Julie Girone</td>
</tr>
<tr>
<td>RAT STRINGS &quot;COLE SONGS&quot;</td>
<td>Julie Girone</td>
</tr>
<tr>
<td>SADDLE SONG SIMPLE</td>
<td>Ray Anthony</td>
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<tr>
<td>WITHIN THE WONDERS</td>
<td>Les Paul &amp; Mary Ford</td>
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<tr>
<td>WOODY HERMAN SPECIALS</td>
<td>45 rpm &quot;EP&quot; No. 1-9156</td>
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**BEST SELLING—**

**CLASSICAL ALBUMS**

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<tr>
<td>&quot;ARTIST OF THE WORLD&quot;</td>
<td>Richard Rodzinski, Conductor of the Pittsburgh Symphony Orchestra</td>
</tr>
<tr>
<td>&quot;SUITE FROM CARNIVAL&quot;</td>
<td>Igor Stravinsky, Conductor of the London Symphony Orchestra</td>
</tr>
<tr>
<td>&quot;SOMETHING NEW&quot;</td>
<td>Benny Goodman and His Orchestra</td>
</tr>
<tr>
<td>&quot;THE ELEPHANT&quot;</td>
<td>Benny Goodman and His Orchestra</td>
</tr>
<tr>
<td>&quot;WINTER&quot;</td>
<td>Benny Goodman and His Orchestra</td>
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**TOP SELLERS—**

**COUNTRY & HILLBILLY**

Listed Alphabetically

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<thead>
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<th>Album</th>
<th>Artist</th>
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</thead>
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<tr>
<td>ANNE OVER</td>
<td>Hank Thompson</td>
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<tr>
<td>BANDIT</td>
<td>The</td>
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</tbody>
</table>
Columbia's FESTIVAL OF HITS!

METCH MILLER
Orchestra & Chorus

FOLLOW ME
b/w The Singing Lesson
Columbia Record 40409

PETER LIND HAYES
and MARY HEALY

I LIVE FOR ONLY YOU
From the South-American Song Success, "India"

JERRY VALE
Orchestra & Chorus
under direction of Jimmy Carroll

COULD BE I LOVE YOU
b/w The Year We Fell In Love
Columbia Record 40419

I LlVE FOR ONLY YOU
b/w Hey, Punchinello
Columbia Record 40429

Merv Griffin
Orchestra & Chorus
directed by Jimmy Carroll—Buddy Weed, Harpsichord

DON CHERRY
and PERCY FAITH
Orchestra

HOT CHA CHA
b/w I Never Has Seen Snow
Columbia Record 40424

CLEAN BREAK
TELL IT TO ME AGAIN
Columbia Record 40421

COLUMBIA RECORDS
COLUMBIA is proud to present its first releases by the world's greatest gospel singer

MAHALIA JACKSON

with the Falls-Jones Ensemble

A RUSTY OLD HALO
THE TREASURES of LOVE

WALK OVER GOD'S HEAVEN
JESUS MET THE WOMAN
at the WELL

all on Extended Play Single 8-2010
The Billboard Music Popularity Charts

**Best Sellers in Stores**

For survey week ending January 19.

<table>
<thead>
<tr>
<th>Record Name</th>
<th>Artist</th>
<th>Chart Position</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>THAT'S A LIE</em></td>
<td>Child's Choice</td>
<td>1</td>
</tr>
<tr>
<td><em>MORE</em></td>
<td>DeJohn</td>
<td>2</td>
</tr>
<tr>
<td><em>MELODY OF LOVE</em></td>
<td>S. Vaughan</td>
<td>7</td>
</tr>
<tr>
<td><em>THAT'S ALL I WANT FROM YOU</em></td>
<td>J. P. Morgan</td>
<td>6</td>
</tr>
<tr>
<td><em>NO MORE</em></td>
<td>DeJohn</td>
<td>3</td>
</tr>
<tr>
<td><em>MAKE YOURSELF COMFORTABLE</em></td>
<td>S. Vaughan</td>
<td>9</td>
</tr>
<tr>
<td><em>TEACH ME TONIGHT</em></td>
<td>DeCarlo Sisters</td>
<td>5</td>
</tr>
<tr>
<td><em>MELODY OF LOVE</em></td>
<td>S. Vaughan</td>
<td>10</td>
</tr>
<tr>
<td><em>NEW YORK</em></td>
<td>Mercury</td>
<td>1</td>
</tr>
<tr>
<td><em>NEW YORK</em></td>
<td>Mercury</td>
<td>3</td>
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<tr>
<td><em>NEW YORK</em></td>
<td>Mercury</td>
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<td><em>NEW YORK</em></td>
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<td>Mercury</td>
<td>9</td>
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<tr>
<td><em>NEW YORK</em></td>
<td>Mercury</td>
<td>10</td>
</tr>
</tbody>
</table>

**This Week’s Best Buys**

The CRAZY OTTO — Johnny Maddox — Dot 155235

In this easy novelty, Maddox is enjoying one of his biggest records in quite a while. Boston, New York, Philadelphia, Buffalo, Pittsburgh, Chicago, Milwaukee, Nashville, Durham and Richmond and St. Louis were among the territories that reported strong sales this week. Flip is "Hummer-musique." A previous Billboard "Spotlight" pick.

EVERLOVIN' (Taroni, BMI) — Pati Page — Mercury 73038

**Most Played in Juke Boxes**

For survey week ending January 19.

<table>
<thead>
<tr>
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</thead>
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<td>3</td>
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<td>Mercury</td>
<td>10</td>
</tr>
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**Most Played by Jockeys**

For survey week ending January 19.

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<td><em>NEW YORK</em></td>
<td>Mercury</td>
<td>10</td>
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</table>

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

**HOW IMPORTANT CAN IT BE?** (Laurel, ASCAP) — Jo Ann James — MGM 70015

The competition on this tune is heavy. Jo Ann James has taken a decisive early lead. Territories where this disk was delivered first and sent off in a big way included New York, Chicago, Milwaukee, Buffalo, Philadelphia, Buffalo and Pittsburgh. Initial sales reaction was also good in St. Louis, Kansas City. Some areas received the Sarah Vaughan and Lou Monte versions and it sold at about the same time as the James disk and were giving it competition. The flip is "This Is My Com-fession" (Miller, ASCAP). A previous Bill- board "Spotlight" pick.

MALACENA (R. T. Marks, BMI) — Valente-DeCesare 25094

In the past two weeks this German language disc has clinched count-to-count honors and has achieved an unusually good spread of enthusiastic sales reports. Los Angeles, St. Louis, Milwaukee, Pittsburgh, Chicago, Cincinnati, Buffalo and New York were among them. Flip is "Mombo from Chile" (Grop, BMI). A previous Billboard "Spotlight" pick.
CURRENT HITS

"Make Yourself Comfortable"
SARAH VAUGHAN
Coupled with "IDLE GOSSIP"
MERCURY 70469 • 70469X45

"Melody Of Love"
DAVID CARROLL
Coupled with "LA GOLONDRINA"
MERCURY 70516 • 70516X45

"Tweedle Dee"
GEORGIA GIBBS
Coupled with "YOU'RE WRONG, ALL WRONG"
MERCURY 70517 • 70517X45

COMING UP FAST

"Kokomo"
and
"Earth Angel"
CREW CUTS
MERCURY 70529 • 70529X45

"Everlovin"
and
"You Too Can Be A Dreamer"
PATTI PAGE
MERCURY 70538 • 70538X45

"How Important Can It Be"
SARAH VAUGHAN
Coupled with "WALTZING DOWN THE AISLE"
MERCURY 70534 • 70534X45

"Blue Mirage"
RALPH MARTERIE
And His Orchestra + Strings
Coupled with "REMEMBER ME"
MERCURY 70535 • 70535X45

"It May Sound Silly"
and
"Rock Love"
BILL FARRELL
MERCURY 70539 • 70539X45

"That's All I Want From You"
Dinah Washington
Coupled with "YOU STAY ON MY MIND"
MERCURY 70537 • 70537X45

RUSTY DRAPER

TWO SOLID RELEASES

"Lookin' Back"
and
"Shame On You"
MERCURY 70526 • 70526X45

EDDY HOWARD

‘Old Memories’
Coupled with
"The Finger Of Suspicion"
MERCURY 70533 • 70533X45
The Billboard Music Popularity Charts

**TERRITORIAL BEST SELLERS**

<table>
<thead>
<tr>
<th>City</th>
<th>Top 10 Songs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Atlanta</td>
<td>1. &quot;That's All I Want From You&quot; by J. P. Morgan, 2. &quot;Melody of Love&quot;</td>
</tr>
<tr>
<td></td>
<td>5. &quot;Make Yourself Comfortable&quot; by J. P. Morgan, 6. &quot;Make Yourself Comfortable&quot;</td>
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<td>7. &quot;To All From You&quot; by J. P. Morgan, 8. &quot;Make Yourself Comfortable&quot;</td>
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<td></td>
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<td>Milwaukee</td>
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<td>New Orleans</td>
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**LIVINGS BASED ON THE REPORTS ACCORDER FROM THE MARKET MANAGERS OF EACH OF THE MARKET BASES.**

**Top 10 Songs**

1. "That's All I Want From You" by J. P. Morgan
2. "Melody of Love" by J. P. Morgan
3. "Love Is Like Oxygen" by J. P. Morgan
4. "Sincerely, J. P. Morgan"
5. "Make Yourself Comfortable" by J. P. Morgan
6. "To All From You" by J. P. Morgan
7. "You Are The One" by J. P. Morgan
8. "Make Yourself Comfortable" by J. P. Morgan
9. "You Are The One" by J. P. Morgan
10. "Make Yourself Comfortable" by J. P. Morgan
Biggest hit of 'em all!

JONI JAMES

How Important Can It Be?

This Is My Confession

M-G-M 11919 78 rpm • K11919 45 rpm

Riding High

When We Come of Age

Review Spotlight on...

HIT OF THE WEEK

Cash Box...

How Important Can It Be? (Laured, ASCAP)

A powerful new tune penned by Ronnie Beniards and George Weiss, looks like a strong contender with these new recordings. Joni James sells it in her own individual style.

www.americanradiohistory.com
AN OPEN LETTER:

"I--undt Nobody But Nobody Else--Am 'CRAZY OTTO'!

... undt I verk now for Decca!

Yes, I am Otto (der shrage Otto) or just plain Crazy Otto. I want to make this fact clear once and for all: I, Crazy Otto, am not the name of a song--I am a living, breathing, piano-playing (crazy) man. It is my music that the people of this wunderbar country have flipped over. My music and my piano.

It started when the Decca people released my Polydor 'Medley' on the original imported discs carrying my credit line, 'der shrage Otto.' What a response! It was like a chink reaction. It was wunderbar; but, how did you people translate my name? Some said 'Drunken Otto' (never touch a drop!) and some said unprintable things, but most people said 'Happy Otto' (you see, they were kind; der shrage Otto means 'The Crazy Otto'--but they didn't know I like being crazy!)

Comes Decca Records with an offer especially for them. It is a wunderbar thing and I am happy to do it. In fact, I am crazy with happiness to do it. So for my American premiere on the Decca label I record "SMILES" and "GLAD RAG DOLL" (Decca 29403 and 9-29403) and you kind, kind people have already received it with great enthusiasm. A few of these first discs still carried my credit line as "Happy Otto" (collector's items, I think you call them), but by this time I have convinced everybody that I really am crazy so Crazy Otto is once more Crazy Otto.

Already I have my imitators. Yes, they can imitate my style, maybe, but 'The Crazy Otto SOUND'--this they cannot capture. Only on Decca can you find the Crazy Otto sound because it is my sound exclusively.

What is this sound?

Sorry, I cannot tell even you. It is Crazy Otto's secret. And my famous "Crazy Wire Box Planes"--that is also my secret. I'm not that crazy!

But you and all other wunderbar Americans can enjoy my sound on my new Decca recording of "Smiles" and "Glad Rag Doll"--and only this recording will give you it.

Happy listening and selling and playing to you, from

Your grateful friend,

["Indiana" and "Glad Rag Doll" were recorded in Europe for Decca by Deutsche Grammophon]
The Four Aces
SING
MELODY OF LOVE
AND
THERE IS A TAVERN IN THE TOWN
DECCA 29295
and 9-29295

Bill Haley AND HIS COMETS
SING
SHAKE, RATTLE AND ROLL
AND
A.B.C. BOOGIE
DECCA 29294
and 9-29294

Caterina Valente
SINGS
MALAGUENA
AND
MAMBO FROM CHILE
DECCA 29394
and 9-29394

The Four Aces
SING
MISTER SANDMAN
AND
IN APPLE BLOSSOM TIME
DECCA 29344
and 9-29344

Crazy Otto
PLAYS
SMILES
AND
GLAD RAG DOLL
DECCA 29403
and 9-29403

The Mills Brothers
SING
PAPER VALENTINE
AND
THE URGE
DECCA 29382
and 9-29382

Lenny Dee
PLAYS
PLANTATION BOOGIE
AND
BIRTH OF THE BLUES
DECCA 29360
and 9-29360

Georgie Shaw
SINGS
UNSUSPECTING HEART
AND
HOUSE OF FLOWERS
DECCA 29368
and 9-29368

The Commanders
PLAY
The ELEPHANTS TANGO
AND
COMMANDERS OVERTURE
DECCA 29323
and 9-29323

Guy Lombardo
PLAYS
BLUE MIRAGE
AND
GREEN SLICEVES
DECCA 29377
and 9-29377
TWO HIT VERSIONS OF A GREAT SONG!

Stuart HAMBLEN's

OPEN UP YOUR HEART
(and let the sunshine in)

Coral RECORDS
America's Fastest Growing Record Company

Coral 61332 (78 RPM) and 9-61334 (45 RPM)

b/w MELODY OF LOVE
b/w TWEEDEL Dee

• Reviews of New Pop Records

Doris day does a silky, shmoozy vocal (Coral, ASCAP) on "That A Long Time Ago." A key addition is the piano part, sung by John R. Barry. The song was a hit in 1950 and again in 1958.

Six Feathers to Crimea...74

The theme writer of the new is in a new Universal-International movie by the same name which is a popularization of a nice ballad, which was a hit from the movie-1950. (Coral, ASCAP)

DICK CONTINO

Adon...35

Three years ago, M-G-M finished the audience's desire for a new disco theme song, "Three Years Ago." This one is a hit for the film-"Three Years Ago." (Coral, ASCAP)

LEROY HOLMES ORK

The Robe of the Virgin...11

The music picture theme song from the film "The Robe" is a hit. It's the theme of the film-"The Robe." (Coral, ASCAP)

KEWDO MONROE

Make Yourself Comfortable...11

This hit comes from the film "Make Yourself Comfortable." (Coral, ASCAP)

DON, DICK AND JIMMY

Make Yourself Comfortable...11

This hit comes from the film "Make Yourself Comfortable." (Coral, ASCAP)

IAN JONES

Don't Look So Far Ahead...11

This hit comes from the film "Don't Look So Far Ahead." (Coral, ASCAP)

LENNY LEWIS

It's All Over...11

This hit comes from the film "It's All Over." (Coral, ASCAP)

RAY SWIFT

That's the Way...11

This hit comes from the film "That's the Way." (Coral, ASCAP)

ROBERT GHYNETT

No Room for Romance...11

This hit comes from the film "No Room for Romance." (Coral, ASCAP)

DON CHERRY

Tell Me to My Heart...11

This hit comes from the film "Tell Me to My Heart." (Coral, ASCAP)

THE PRECIOUS PIPERS

I Wonder...11

This hit comes from the film "I Wonder." (Coral, ASCAP)

KAREN CHANDLER

Tenderly to Me Love...11

This hit comes from the film "Tenderly to Me Love." (Coral, ASCAP)

GEORGE ROBERTS

Something's Going To Happen...11

This hit comes from the film "Something's Going To Happen." (Coral, ASCAP)

LOWELL BERRY

My Heart Has Gone Before...11

This hit comes from the film "My Heart Has Gone Before." (Coral, ASCAP)

LEONARD BANKS

It's All Over...11

This hit comes from the film "It's All Over." (Coral, ASCAP)

JIMMY COOK

Melody of Love...11

This hit comes from the film "Melody of Love." (Coral, ASCAP)

ALAN DEAN

The Robe of the Virgin...11

This hit comes from the film "The Robe." (Coral, ASCAP)

ALBERTO BENSON

That's the Way...11

This hit comes from the film "That's the Way." (Coral, ASCAP)

RICHARD GERSHON

Sunrise Serenade...11

This hit comes from the film "Sunrise Serenade." (Coral, ASCAP)

JOHN KASSNER

The Robe of the Virgin...11

This hit comes from the film "The Robe." (Coral, ASCAP)

DICK CONTINO

Adon...35

This hit comes from the film "Adon." (Coral, ASCAP)

LEW BISHOP

The Robe of the Virgin...11

This hit comes from the film "The Robe." (Coral, ASCAP)

REGINALD CARTER

It's All Over...11

This hit comes from the film "It's All Over." (Coral, ASCAP)

CORA LEE

That's the Way...11

This hit comes from the film "That's the Way." (Coral, ASCAP)

THE DOLPHINS

Spanish Serenade...11

This hit comes from the film "Spanish Serenade." (Coral, ASCAP)

JIMMY COOK

Melody of Love...11

This hit comes from the film "Melody of Love." (Coral, ASCAP)

ALAN DEAN

The Robe of the Virgin...11

This hit comes from the film "The Robe." (Coral, ASCAP)

RICHARD GERSHON

Sunrise Serenade...11

This hit comes from the film "Sunrise Serenade." (Coral, ASCAP)

JOHN KASSNER

The Robe of the Virgin...11

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This hit comes from the film "Sunrise Serenade." (Coral, ASCAP)
THE EVERLOVIN'

Patti Page

IS ALL THE RAGE WITH...

MILLS MUSIC, INC.
PROUDLY PRESENTS THE
NEW BALLAD SMASH

BY

Patti Page

You Too Can Be a Dreamer

Words by Mitchell Parish
Music by Jerry Livingston

70528
70528 x 45

www.americanradiohistory.com
IANUARY 29, 1955

THE BILLBOARD

...gotta get those new Columbia smash!

LES ELGART and his Orchestra
EVER SINCE YOU WENT AWAY
with DON FORBES
NIGHT TRAIN 40414 • 4-40414

DON CHERRY
with PERCY FAITH and his Orchestra
TELL IT TO ME AGAIN
CLEAN BREAK 40421 • 4-40421

JERRI ADAMS
with THE TATTLE TALES
GUESS I HAD TOO MUCH TO DREAM LAST NIGHT
SNOW DREAMS 40415 •

THE METROTONES
TONIGHT
A-TING-A-LING 40420 • 4-40420

COLUMBIA RECORDS
COUNTRY & WESTERN

Rounding BILLY CARLOSSE and HIS LITTLE CARLOSSEES - 19 (1949)

Country and Western

DEALER DOINGS

Continued from page 20

DEALERS and DEAL-

JIMMIE RODGERS

Snow

VOX JOX

JOHN RODGERS and "Smoky" are back again in a groove territory. A 100% full color cover of the tune of the week is included. A list of all dealers and their current stock is also included.

Country and Western

Love Me

20/47 5986

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Country and Western

Love Me

20/47 5986

YESTERDAY'S TOPS-

The artist's top ten records as reported in The Billboard.

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The artist's top ten records as reported in The Billboard.
"That's for Sure" has got that commercial sound ... so let's get to it. "That's for Sure!"
JAY MICHAEL (WCAE), PITTSBURGH, PA.

"That's for Sure!" has got that commercial sound ... so let's get to it. "That's for Sure!"
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JAY MICHAEL (WCAE), PITTSBURGH, PA.
1954, he netted $2,560, and earned a solid year of talk and favorable comment. But this year, with the same advertising campaign, the show netted $1,000 less. But here's the significant part. Of the $2,560 grossed, there was a noticeable lack of 78's, 10's and 15's. It was made up largely of dollar bills, folded, crumpled and rolled. Obviously, money blood.

In December, Carl Smith, whose "Loose Talk" was used still in full on any show, drew around $700, and January 6 & 7, Martha Coogan's "The Agony and the Ecstasy," drew a similar amount. So, it appears that the situation here is not lack of popularity on the part of the performers, or a lack of proper promotion. It's just a lack of good, old American clothes. However, final judgment will be withheld until after January 24, when the Roy Acuff "Party" package appears in Orlando, with Oscar Davis, the programming wizard, handling the thing.

While on the subject of personal appearances, Big Jim Wilson cites several other phenomena which he believes are hurting the business, namely over-exploitation and exaggeration in billing. "In the over-exploitation," writes Wilson, "I am as guilty as anyone else. In each case an attraction is made to sound much bigger than it actually is. The people are attracted to this tremendous production, only to find a handful of people on stage. On one of the bills that appeared here recently, the publicity material clearly called attention to $40,000 worth of fabulous western clothes. Over-enthusiastic promoters, including me, are tempted to leave the impression that the people will see all those clothes on the stage at the show. When it doesn't happen, the people are extremely disappointed. It isn't that the artist's publicity material is always misleading. Frequently it doesn't become misleading until after it leaves his hands. Finally there is one big star whose contract needs to be revised immediately. This star has appeared on practically every show everywhere, and his name is in the billing has become an out-and-out joke. This star is... And Many Others. Let's tell them what they've gotta see, and show them all we've promised."

Red Sovine has left "Louisiana Hayride," St. Louis, for a spot WSM's "Grand Ole Opry," Nashville. Red's new Decca release features him pulling heavy mail on the St. Louis, St. Louis' "Red River Round-Up," conducted by Banjo-Wire Bob Stough. Although one can expect mail requests, according to Strick, in Wayne Walker, "You Can Cut the Best of Me," which Wayne has cut for Chess, and a few by several other artists on major labels.

The first book, published by Hill & Range, made its debut on newstands and at music stores last week. The book, containing songs most often requested by cowboy singers. Allen has just completed the narration for "The Sheep Dog Story,"cowarded by Disney movie produced by Larry Langshott, ... Billy Gray, after five years with Hank Thompson, is looking to frame his own hand.

Joe Taylor and his Indiana Red Birds, of WOGO, Fort Wayne, Ind., enjoyed a visit recently from Smiley Burnett, who was in town for a personal... Jimmie Rodgers (M-G-M) is back in Camden City, N.J., after completing a heavy schedule with Pee Wee King and his boys in a taping session at the Lo- uisville taping shows. While in the Fall City, he met up with his old friend, Elmer Long, with whom he appeared on the Johnnie Rico Valley show some 12 years ago. She also met Cigars Callahan, who has a disk show on WKOLO, Louis ville, and who financed the disk of investing band picker she's ever heard. Others who Jimmy honored in Louisville were Thelon Hall, of WKOLO; Neal Brevin, one of these shows she appeared. Larry King, of RCA Promotions, and Burl Ives, are back in town.
The Billboard Music Popularity Charts

COUNTRY & WESTERN RECORDS

**This Week's Best Buys**

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

**ARE YOU MINE?** (Dandelion, BMI) - Jimmy Wright & Tom T. Hall

A new report on Abbott made the national retail chart this week, and it has been reported selling well in Atlanta, Richmond, Durham, Nashville, St. Louis and in numerous Northern markets. Flip it as "I've Got Somebody New." (Dandelion, BMI).

**UNTIED** (Central, BMI) - Tommy Collins

While the country market continues generally quiet, from a national point of view, this disk has been making good, steady progress from time of release. This week on the Houston territorial chart, it was also reported selling well. Flip it as "Bootsy-La" (Central, BMI). A previous Billboard "Spotlight" pick.

**Review Spotlight on...**

**RECORDS**

**GOLDIE HILL-RED SOVINE**

Ko Ko Mo (Mercury, BMI) - Dec 29, 1952: Here is the current #1 hit and the up-and-coming pop hit, in country drama. The tune is a country western ballad, and it should sell much better in the field. Flip it as "Are You Mine." (Dandelion, BMI).

**RAY PRICE**

One Broken Heart (Cedarwood, BMI) - I'm Alone Because I Love You (Witmark, ASCAP)

Columbus 29554 - Here is a mighty strong coupling by Ray Price that should move up to the top quickly. "Heart" is an appealing new weeper, sung by the ballad singer with much feeling; the flip is pop standard re-creates a tender performance.

**Reviews of New C & W Records**

**RANK THOMPSON**

I'd Like You to Know (Capitol, BMI) - A Billboard "Spotlight" 1-2-53.

*Asa One* (BMI) - A Billboard "Spotlight" 1-2-53.

**ELVIS PRESLEY**

Millie's Blue Jingle (Serenityfield, BMI) - This is a parlor tune written in the echo style on the album and the flip to the one of the five new disks we issued in the country field in a long, song, jump jump in based on some of the best folk slue. The guy sells all the way. One will undoubtedly like it. (Leeds, ASCAP)

*Worried About That* (BMI) - What is the one of the electronic items by a disk country producer. With the good backing this one should get action, too. (BMI, ASCAP)

**MAC WHISMAN**

The Little Old Church in the Valley (Columbia, BMI) - The disk rolls on strong and it should sell plenty of 45-play and could well sell and be a strong seller. (Remick, ASCAP)

*The More I Get the More I Want* (BMI) - Wimmen switch their vocal style just a little to come up with a west-wards reading of a cool rhythm n' blues. It sounds for good listening. (Aslin-Rock, BMI)

**FARON YOUNG**

"IF YOU AIN'T LOVIN' YOU AIN'T LIVIN'" (Capitol, BMI) - if that's the fashion

CENTRAL SONGS, INC. 6301 Sunset Blvd, Hollywood 28, Calif.

**THE BILLBOARD**

MUSIC-Radio 51

January 29, 1955

**great new releases**

**Now Breaking Big!**

"I CAN READ BETWEEN THE LINES"

by BENNY MARTIN

**blue champagne**

by LLOYD ELLIS

**WANG WANG BLUES**

by JERRY BYRD

**CRY LIKE A BABY**

by CHUCK REED

**NO MORE**

by BETTY AMOS

Copyrighted material
THE LATEST
BY COUNTRY MUSIC'S TOP DUO!!

Red
Foley
Kitty
Wells

"AS LONG AS I LIVE"

Decca-29390

The Billboard Music Popularity Charts
COUNTRY & WESTERN RECORDS

**Best Sellers in Stores**

<table>
<thead>
<tr>
<th>Title</th>
<th>Last on Chart</th>
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<tbody>
<tr>
<td>1. LOOSE TALK—C. Smith</td>
<td>1</td>
</tr>
<tr>
<td>2. MORE AND MORE—W. Pierce</td>
<td>2</td>
</tr>
<tr>
<td>3. LET ME GO, LOVER—H. Snow</td>
<td>3</td>
</tr>
<tr>
<td>4. IF YOU AIN'T LOVIN'—F. Young</td>
<td>4</td>
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<td>5</td>
</tr>
<tr>
<td>6. THIS OLE HOUSE—S. Hambley</td>
<td>6</td>
</tr>
<tr>
<td>7. HEARTS OF STONE—R. Foley</td>
<td>7</td>
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<tr>
<td>8. NEW GREEN LIGHT—H. Thompson</td>
<td>8</td>
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<tr>
<td>9. THIS IS THE THANKS I GET—E. Arnold</td>
<td>9</td>
</tr>
<tr>
<td>10. ONE BY ONE—E. Walls &amp; R. Foley</td>
<td>10</td>
</tr>
<tr>
<td>11. KISSES DON'T Lie—C. Smith</td>
<td>11</td>
</tr>
<tr>
<td>12. ARE YOU MINE—M. Lorrie &amp; B. DeVul</td>
<td>12</td>
</tr>
<tr>
<td>13. NO I DON'T BELIEVE I WILL—C. Smith</td>
<td>13</td>
</tr>
<tr>
<td>14. I LOVE YOU MOSTLY—L. Frizzell</td>
<td>14</td>
</tr>
<tr>
<td>15. IF YOU DON'T, SOMEONE ELSE WILL—J. &amp; Johnny</td>
<td>15</td>
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**Most Played in Juke Boxes**

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</tr>
<tr>
<td>7. ONE BY ONE—E. Walls &amp; R. Foley</td>
<td>7</td>
</tr>
<tr>
<td>8. PENNY CANDY—I. Reese</td>
<td>8</td>
</tr>
<tr>
<td>9. KISS CRAZY BABY—Johnson &amp; Jack</td>
<td>9</td>
</tr>
<tr>
<td>10. BEWARE OF IT—Johnson &amp; Jack</td>
<td>10</td>
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</tbody>
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**Most Played by Jockeys**

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<tr>
<td>5. HEARTS OF STONE—R. Foley</td>
<td>5</td>
</tr>
<tr>
<td>6. ARE YOU MINE—G. Wright &amp; T. Tall</td>
<td>6</td>
</tr>
<tr>
<td>7. LIT THE TOMB—F. Huskey</td>
<td>7</td>
</tr>
<tr>
<td>8. I FEEL BETTER ALL OVER—F. Huskey</td>
<td>8</td>
</tr>
<tr>
<td>9. NEW GREEN LIGHT—H. Thompson</td>
<td>9</td>
</tr>
<tr>
<td>10. ARE YOU MINE—M. Lorrie &amp; B. DeVul</td>
<td>10</td>
</tr>
<tr>
<td>11. SURE KISSES—G. Hill &amp; J. Tubb</td>
<td>11</td>
</tr>
<tr>
<td>12. THIS OLE HOUSE—S. Hambley</td>
<td>12</td>
</tr>
<tr>
<td>13. I BEEN THINKING—E. Arnold</td>
<td>13</td>
</tr>
<tr>
<td>14. MORE THAN ANYTHING ELSE—C. Smith</td>
<td>14</td>
</tr>
<tr>
<td>15. THIS IS THE THANKS I GET—E. Arnold</td>
<td>15</td>
</tr>
</tbody>
</table>
THE WONDERING BOY DOES IT AGAIN!

WEBB PIERCE
under the personal management of
LUCKY MOELLER
2677 ITSEY COURT • NASHVILLE, TENNESSEE • PHONE: 97-1566

IN THE JAILHOUSE NOW
and
I'M GONNA FALL OUT OF LOVE WITH YOU

WEBB PIERCE
DECCA 29391

REVIEWED BY THE BILLBOARD, JANUARY 15, 1955

WEBB PIERCE
DECCA, 29391—A Billboard "Spotlight" 14-55. (Fairway, BMI)
IN THE JAILHOUSE NOW (Peer, BMI)—Webb Pierce—Decca 29391

ALL SOUTHERN TERRITORIES THAT HAD RECEIVED SHIPMENTS OF THE
Pierce disk this week reported

PICKED AS THE BILLBOARD BEST BUY, JANUARY 15, 1955

THIS WEEK'S BEST BUYS

DECCA RECORDS

REVIEW OF NEW C & W RECORDS
WEBB PIERCE
F'AIN'T—DECCA, 29391—A Billboard "Spotlight" 14-55. (Fairway, BMI)
The Billboard Music Popularity Charts

COUNTRY & WESTERN RECORDS

• C & W Territorial Best Sellers

For survey week ending January 30

City-by-city lisstes are based on late reports secured from top country and western dealers and are best options of each in the various towns.

Knoxville

Betty Cody

Birmingham

Lose When, C. Smith, Col.
1. Make My Love Mine, E. Smith, Col.
2. It's in the Blues that I Get
3. Let Me Go, Low, R. Smith, V.
4. More and More, W. Pierce, De.

Nashville

1. You Don't Love, P. Young, Col.
2. Let Me Go, Low, R. Smith, V.
3. I Don't Have Any More, H. Smith, V.
4. Sea of Sorrow, H. Smith, V.
5. Don't You Believe I'll Tell

New Orleans

1. If You Don't Someone You'll Want
2. Let Me Go, Low, R. Smith, V.
3. Sea of Sorrow, H. Smith, V.
4. Don't You Believe I'll Tell

St. Louis

1. You Don't Love, P. Young, Col.
2. I Feel Like a Fool
3. Need My Jesus
4. That Would Be the Last Time

Richmond, Va.

1. Let Me Go, Low, R. Smith, V.
2. In the Infamous New, W. Pierce, De.
3. They All Right, L. Smith, Col.
4. Broken Heart, B. Smith, Col.
5. See You

San Francisco

1. You Don't Love, P. Young, Col.
2. I Feel Like a Fool
3. Beautiful
4. Little Sailor, B. Smith, Col.
5. Won't You Be Thinking of Me, E. Smith, V.

Portland

1. You Don't Love, P. Young, Col.
2. I Feel Like a Fool
3. Beautiful
4. Little Sailor, B. Smith, Col.
5. Won't You Be Thinking of Me, E. Smith, V.

Danville

1. You Don't Love, P. Young, Col.
2. I Feel Like a Fool
3. Beautiful
4. Little Sailor, B. Smith, Col.
5. Won't You Be Thinking of Me, E. Smith, V.

Bettie Adams

Your Baby Don't Love Me

Mercury 71055

2048

Al, a popular kid in a half, but

May 20, 1971

RWND BODIES

Wanted Mind

Mercury 71056

Al, a popular kid, until the half, but

May 20, 1971

R間に

NEW ORLEANS

The little girl goes to pass out the

GROVE DISCS

Samp's birthday card, but the reading by

May 20, 1971

RUTA FAYE

If You Want You Can't Catch Me

MGM 17930

Cincinnati

The little girl goes to pass out the

RHYTHM AND BLUES NOTES

May 20, 1971

Continued from page 29

too, can come up with some hits

GROWING TRENDS

May 20, 1971

Continued from page 34

second hit in 1970, and that this is

RHYTHM AND BLUES NOTES

May 20, 1971
3 REGIONAL OFFICES UNDER 1 OWNERSHIP

www.americanradiohistory.com

* Folk Talent and Tunes

- Continued from page 59

label, "Bubba Boy" Blues.

"The Main Thing..." - Jimmy
Newman is still making his
regular weekly trek thru Southern
Louisiana, hopping back to Shreveport
each Saturday night for his appear-
ance on "Louisiana Hayride." His
latest on the Dot label is "Dreaming
for a Passport" and "Day Dream-
ing," Bob Wilks, Eddie, and
Tiny Moore, are featured with
Billy Jack Jackson with a
singular band playing for dances
each Saturday night at Wilts Point
Ballroom, Sacramento, Calif... Fiddler Wade Ray is current at the
Red Flame, Los Angeles.

With the jockeys

Georgie Biddle, who works with
the c.o.w., wax three hours
daily over WMEZ, Marion, Ind., type-
writes that he's treating releases
from Mercury and Decca. Other
labels are sending them right and
left," he says, "but none from the
two mentioned. Georgie invites
folk artists passing thru to stop off
for an interview or a guest shot
on his Saturday night TV show
from Moose, Ind. CLF Rodgers,
of WHHK, Akron, puts in a plea to all recording
companies for more instrumented,
country style. "I realize that in-
struments are more difficult
to sell," says CLF, "but we need them
badly for good radio programming..." Lea (Uncle Leo) Ellis, who
does a three-hour c.o.w. variety
day show daily over WJOB, Hammond,
Ind., last Saturday fell kicked of
a new venture called "RFJ Jam-
bore," a two-hour show of coun-
ty talent followed by a dance at the
American Legion Hall, High-
land, Ind. It'll be a weekly feature
at that spot. I, say Dr. Thurston Moore, of Country Style
Publications, Cincinnati, has just
issued his fifth annual year book
on country & western talent. Moore
is pooling the book into radio and
TV stations. The picture album bears a $1 price tag, with the sta-
tion netting 40 cents for its cut.
The book is a natural for pitching
during intermissions on person.
Moore has mailed out more than
1,000 copies free to country de-
nouncers.

Dick (Uncle Richard) Stuart, who
spins the country falt at
WMFS, Memphis, takes his pen in
hand, to write, "I'd like to invite all
those who are interested to give me a
ring any night between 10:00 p.m.
and 3 a.m. I have an allnight
outing show, Monday thru Sat-
urday, and we have a line set up to
receive long-distance calls and
they do come in as you imagine.
Personal having records, personal
appearances or the like is always
to call and we'll chat awhile (at your expense, the station says). So far
we've had the opportunity to talk
to folks like Eddie Hill, Curtis
Brown and others. Recent visitors
will my Hillman's Jamboree have been Elvis Presley, Faron
Ducklemen and Tommy Smith. I found
recently that the new LP albums that some of the record
companies are putting out make good program material. A few
months ago I used the new Capitol album of Hank Thompson songs
as a special segment on my show. The response was so good that I
did not miss the new things with the new Victor album of Eddy, Arnold's,
and an American Traditions. The mus-
ics still coming in. The Victor al-
bums carries a more complete holi-
tomy. The listeners in my area like the prepared stories such as
these. Maybe more will be forth-
coming.

Coming in loud and clear from
Aurora, Ga., Ernest Fairfield, of
WESW, reports that the "Ret-
Browned Hoedowns" has moved to
the high-school gym in Melba,
Calif. for its Thursday night square
dance. Affair grew too large from
the Community House.

Andy Wilson, who took up new
duties at WABN, Orlando, Fla.,
was folks really go for country and
folk music in a big way in Central
Florida. WABN makes its show a
dal time now. Operator Mike
Michael, KDMS, El Dorado, Ark.,
states that "It would be a good idea for the
artist to furnish the disc with in-
formation about themselves. It's a
good help to themselves as well
at the disc. Things like that build
interest and help the sale of
records as well as the personal ap-
pearances of the performer.

Louie Lanner, of "Oke Over
Dancing," royalty, was at the
Sadie's Club, New Orleans, La.
for some dates. Lanner is booked
in Longview for a February date un-
der the "Jamboree" flag... Barney Lee,
KGST, Texon, Ga., reports that he's given an Oper-
ate Hank Snow on behalf of the

(Continued on page 70)

PHOTOS IN MILLIONS

- LA openings--$13,000-
- $13,000 to $14,000-
- $12,000-
- Blow up--$2.00-
- Miss--$1.00-

13 MILLION

IT'S NOTHING

LOVE WITH NO TOMORROW

20/47-5983

PENNY CANDY

MISTER SANDMAN

20/47-5938

OUTSTANDING NEW ARTIST MATERIAL

OST ноге

NEW ARTIST MATERIAL

RCA VICTOR

FIRST IN RECORDED MUSIC

SCENERY

One Drum, Flat Sets, Cyclorama Drum
Carriage, Operating "Universe"
Schell Scene Studio
251 E. High
Columbus, O.
**Groups Drown Out Singles, Orks When It Comes to Success**

**Hamilton, Misses Brown, Washington, Adams, Few Bands Click During '54**

The talent picture in the r&b field in 1954 was an unusual one, with many bands afloat but none rising to the top. The market was thick with r&b, blues, and country, and there were only a few exceptions. The majority of bands were not making any significant progress.

**Controversy Nips Spirituals Power**

By STEVE SCHICKEL

The field of spiritual music, a controversial and yet integral part of the music industry, continued to be a potent factor in record sales in various parts of the country.

The year of 1954, as far as spiritual music is concerned, can be traced to several high peaks, even though all records were not as strong as in previous years. The year 1954 was significant in that it brought forth a number of new r&b acts to the fore, many of which have since flourished.

**Buyer's Always Right**

There's an important lesson to be learned from the growing public interest in and demand for rhythm and blues music. It's not a musicological or ethnomusicological lesson, but it's a simple fact that you must know if you want to succeed in the r&b market. If the public wants to buy it, they'll pay a higher price than you're asking for it, and if they don't, they won't buy it at all.

Despite all the talk about the swing market and the blues market, the r&b market is the only one that really counts, and the record companies have demonstrated that over and over again that what kind of music they make and sell, and what they spend on it, will determine how much money they make.

**Record of the Week**

The music publishers, record manufacturers, artists, and record buyers had a difficult time choosing the best r&b songs for the market. They had to choose from a vast array of songs, and the decision was not easy. The result was that the r&b market was flooded with new songs, and the talent picture in the r&b field in 1954 was so diverse that it was hard to pick a winner.

**Spotlight on Talent, Tunes and Records**

R&B Disks Sock Pop Market; Major Firms Jump Into Ring

Indies Chalk Up Consistent Clicks; Industry Cleans Out Smut Peddlars

By JUNE BUNDY

Record-selling, the most important story in the r&b field last year, was not made by the biggest names, but by the smaller acts. The biggest stars, the biggest names, were not the ones who made the biggest records. The biggest stars were the ones who made the biggest noise.

In line with this, the majors have been focusing more on the r&b market, and they're doing well. Capitol recently started pushing strongly into the r&b market, and it's paying off. The majors have been trying to get into the r&b market, and they're doing well.

**EDITORIAL**

The talent picture in the r&b field in 1954 was an unusual one, with many bands afloat but none rising to the top. The market was thick with r&b, blues, and country, and there were only a few exceptions. The majority of bands were not making any significant progress. The talent picture in the r&b field in 1954 was an unusual one, with many bands afloat but none rising to the top. The market was thick with r&b, blues, and country, and there were only a few exceptions. The majority of bands were not making any significant progress.

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WINS

America's #1 Music station presents
America's #1 "Rock 'n Roll" Disc Jockey

ALAN FREED

"ROCK 'N ROLL PARTY"

MONDAY THRU SATURDAY - 7:00 - 9:00 P.M.
MONDAY THRU THURSDAY - 11:00 P.M. - 1:00 A.M.
FRIDAY AND SATURDAY - 11:00 P.M. - 2:00 A.M.

Over 15,000 paid admissions for the first "Rock 'n Roll" party
at St. Nicholas Arena, New York on January 14th and 15th.
Greatest advance sale in the history of American dance pro-
motions. Thousands turned away.

Our thanks to the great array of performing artists:

BUDDY JOHNSON ORCHESTRA • JOE TURNER • THE CLOVERS
FATS DOMINO • THE MOONGLOWS • THE HARPHTONES • THE DRIFTERS
ELLA JOHNSON • DANNY OVERBEA • DAKOTA STATON
RED PRYSOCK and NOLAN LEWIS

"ROCK 'N ROLL PARTY"

available nationally to stations:
call, wire or write to
BOB LEDER, WINS, New York

...... 50,000 WATTS • 24 HOURS A DAY
The R&B Packages' Big-Time Hit Peaks All Around Solid Year

By BOB ROLONZ

One of the most notable aspects of 1954 in music was the surge in popularity of R&B and blues. New shows were the order of the day, and one of those which began as a modest one-nighter package was the one that would go on to become one of the most profitable shows of the year. The show was known as the "R&B Packages' Big-Time Hit." It began as a modest one-nighter package, with seven or eight R&B acts. However, it was successful in every market that it played, and by the end of the year, it had become one of the most prestigious shows of the year.

The show was a hit for several reasons. First, it was a very popular show, and it was able to attract a large audience. Second, it was able to bring together a number of the biggest R&B acts of the time, including some of the most influential. Third, it was able to attract a lot of attention from the media, and it was able to generate a lot of buzz.

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The Fabulous MISS RHYTHM

RUTH BROWN

BYE BYE YOUNG MEN  #1051
MAMBO BABY  #1044
OH WHAT A DREAM  #1036

Management
Blance Callaway—George Treadwell

Booking
Shaw Artists

The Hit Makingest Group in History!

THE CLOVERS

IF YOU LOVE ME and BLUE VELVET  #1052
YOUR CASH AIN'T NOTHING BUT TRASH  #1035
LOVEY DOVEY and LITTLE MAMA  #1022

Management
Lou Kreutz

Booking
Shaw Artists

The "TWEEDLEE DEE" Girl Herself!

LAVERN BAKER

TWEEDLEE DEE and TOMORROW NIGHT  #1047
I CAN'T HOLD OUT ANY LONGER  #1030
SOUL ON FIRE  #1004

Management
Al Green

Booking
Gale Agency

The Boss of the Blues

JOE TURNER

SHAKE, RATTLE AND ROLL  #1026
WELL, ALL RIGHT  #1040
TV MAMA  #1016

Management
Blance Callaway—George Treadwell

Booking
Shaw Artists

Clyde McPHATTER and THE DRIFTERS

WHITE CHRISTMAS  #1048
SOME DAY  #1043
HONEY LOVE  #1029

Management
George Treadwell

Booking
Gale Agency

The Triple Threat of the Blues

RAY CHARLES

I'VE GOT A WOMAN and COME BACK  #1059
DON'T YOU KNOW  #1037
IT SHOULD'VE BEEN ME  #1021

Management
Allen Saunders

Booking
Shaw Artists

ATLANTIC RECORDING CORP.
234 WEST 56th St.
NEW YORK, N. Y.
Here are the **BEAR** Facts:

"I AM GRATEFUL TO EVERYONE FOR VOTING ME THE MOST PROMISING ARTIST OF 1954"

---

**Rhythm & Blues Artists**

(Alphabetically by Label)

**ALADDIN RECORDS**

451 North Canon Drive Beverly Hills, Calif.

Anna Millhorn

Charles Brown

Lloyd Glenn

Shirley Goodman

Leonard Lee

Five Feats

Reggae

Feathers

Lynn Hope

Lowell Fulson

Jimmy Liggins

Lester Young

Dodgers

Duckers Gibson

Ebonaires

Guss Turner

Patti-Anne Menner

**ATLANTIC RECORDS**

234 West 56th Street, New York

Artie Godd

Joe Turner

Tenor's Hedgeley

Ray Charles

Ruth Brown

Chantays

Lavonne Baker

Hall Paige

Drifters

Cardinals

Professor Longhair

Ivy Joe Hunter

**BAYON RECORDS**

108 West 44th Street

New York 36

Billboards

Buddy Tate

Fabulous Person Trio

Hearts

**BIG TOWN RECORDS**

5925 South Fair Oaks Avenue

Pasadena 1, Calif.

Jimmy Wilson

Frank Motley

Angel Face

Ontario

Calvin Ruffin

Paul Crawford

James Reed

Fats Gomer

Southern Travelers

Leavitt Five

**CAT RECORDS**

234 West 56th Street

New York

Chordcats

Floyd Dixon

Rose Marie McCoy

Play Boys

El Tempos

Little Sylvia

**CHECKER RECORDS**

4750 Cottage Grove

Chicago

Moonlighters

Danny Overbea

Little Walter

Bobby Lester

Lowell Fulson

**CHESS RECORDS**

4700 Cottage Grove

Chicago

Muddy Waters

Moaners

Chadina Swan

Buddy Griffin

Willie Mabon

Eddie Boyd

Howling Wolf

**CENTRAL RECORD SALES CO.**

* THE WEST’S OUTSTANDING INDEPENDENT RECORD DISTRIBUTOR *

* JAMES C. WARREN, Pres. *

JOHN L. ANDREWS, Vice Pres.

GEORGE RUSSELL, Prom and Publicity *

* 2102-4 W. Washington Blvd. Los Angeles 18, Calif. RE 3-1940 *

---

**CO-JO**

12 West 117th Street

New York 26

James Miller

Fred, Buddy Winley

Nortis the Troubadour

Collegiate Singers

George Mayhew & Oscar Horn

**DECCA RECORDS**

50 West 51st Street

New York

Savannah Churchill

Margie Day

Hollywood Flames

Mozie Knight

Sister Sessanta Tharpe

Singing Wanderers

**DE LUXE RECORDS**

1504 Broadway Avenue

Cincinnati 7

Milton Bowser

Emmie Davis

Charles

Crystals

Boots Ferguson

Bill Robinson & The Quals

Blue Dots

Four Speeds

Buddy Phillips

Johnny and Mark

Bud A. Johnson

Thunderbirds

Country Horne

Willy Jackson

George Rhodes

Five Jets

**DOOTONE RECORDS**

9314 South Central Avenue

Los Angeles 2

Medallions

Fengolans

Willie Heads

Georgia Brown

Whispersville

**FEDERAL RECORDS**

1540 Brentwood Avenue

Cleveland 7

4 Interests

Lampighters

Midnighters

Patrons

Billy Ward and His Dominoes

Little Willie Littlefield

Big Jay McNeeley

Tune Benders

James Tyler

Gerald Wilson

Lulu Rivers

**FLAIR RECORDS**

9017 W. Washington

Boulevard

Culver City, Calif.

Shirley Gunter & Queens

Dernacys

Elsie James

Mickey Allen

Carroll County Boys

Flites

Chimes

Bee Tenney

Anna Marie

Richard Berry

**GROOVE (RCA Victor)**

630 Gilmore Avenue

New York

Sunny Brooks

Du Dropers

Oscar Black & Sue Allen

John Greer

Bertice Reading

(Continued on page 64)
Happening!

THE FOUR TUNES

"I SOLD MY HEART TO THE JUNKMAN"

and

"GOOD NEWS" (Charlie's Conk)

Jubilee #5174

Just Released—A 2-Sided Hit

THE ORIOLES

"I LOVE YOU MOSTLY"

and

"FAIR EXCHANGE"

Jubilee #5177

At Her Greatest

BETTE MCLAURIN

"OLD MAN RIVER"

and

"HOW CAN I"

Jubilee #5179

The Rockin'est Instrumental Ever

SIL

"PING PONG"

AUSTIN

"CROSSFIRE"

PART 1 and 2

Jubilee #5178

Great Standard—New Ballad by Potential New Star

JO ANN TOLLEY

"BABY WON'T YOU PLEASE COME HOME"

and

"DON'T"

Jubilee #5180

Watch For Great New Release By THE RAVENS

Jubilee

315 W. 47th Street
New York 36, N. Y.
FAYE ADAMS
sings

ANYTHING FOR A FRIEND!

h/w YOUR LOVE
HERALD 444

Thanks at least 2,000,000 (records) to all you wonderful people. I'd like to "Shake 'Ya' Hand"
FAYE ADAMS

The West's Fastest Growing R&B Distributor

AL SHERMAN
RECORD SALES CO.
9525 W. Figueroa Ave., Los Angeles 3, Calif.

Complete Western Distribution
• Top Sales
• Top Service

LIVEWIRE RECORD DISTRIBUTION FACILITIES
• Top Promotion
• Top Sales
• Top Service

The West's Most Diversified Distributor
• Rhythm and Blues
• Pops—Kiddie Classics

DISTRIBUTOR

ARTISTS

Starting the Year With A HIT!

B/C

YOUR LOVE
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DISTRIBUTOR

ARTISTS
Coast Lends Spark to Giant $25,000,000 R&B Year

By JOEL FRIEDMAN

The American public has your spent approximately $15,000,000 to be spent mostly by rhythm and blues records. With the field experiencing a literal bonanza in 1954, indications are strong that this figure will substantially exceed the previous year's gross and will continue to rise in years to come.

The accurate statistics are not available, but the aggregate rhythm and blues field is estimated to have totaled more than $25,000,000, with "in person" appearance and publishing fields accounting for the additional $10,000,000 in revenue.

Rhythm and blues records accounted for a little over 5 per cent of the total industry gross in 1953. The current year's sales and the emphasis of rhythm and blues in every recording company's catalog should considerably boost this figure to close to the 10 per cent mark.

Significantly, the West Coast has contributed much to the rhythm and blues field. For years, the area has been a spawning ground for new labels, artists, and songs. It has been the jumping off point for new bands in merchandising, sales and promotion. At least a dozen reliable and verifiable records of leading many other large metropolitan cities in total sales volume.

All other arguments to the contrary, it literally gave birth to the record industry. The independent distribution, the intricate system of independently owned branches along a manufacturer's production line.

The momentum of the Monterey axiomatic in the field of merchandising and selling, that a product could sell without the music or outlet for its sale, irrespective of the quality of the product. This the rhythm and blues manufacturers established for the very foundation of virtually every independent distributor today can be traced to a well established rhythm and blues line.

The no one single individual or firm could appropriately be given credit for generating the rhythm and blues business, and in particular on the West Coast, Jack Gutshall's national distribution network unquestionably gave dozens of rhythm and blues record manufacturers the initial impetus.

Gutshall at one time was responsible for the national distribution of such labels as Capitol, Exclusive, Exhibitor, Modern, Coral, National and more others. During the war, Gutshall had the only independent means of distribution on the West Coast, and was largely responsible for the easy sale of the distribution field of many coin machine firms, such as the Empire Sales Company, in New York. Gutshall's record behinds profited from his many years of experience and background as a music operator, and his presence in the field brought much importance and prestige to the joke box as a nest of record sales.

Indie Opportunity

The emphasis and concentration on the particular record and manufacturer's sales by the independent distribution system of independent saw them spearhead in a producer's product. Rhythm and blues music, a rhythm and blues market, is primarily a rhythm and blues business and Black & White took a page from pop counterparts and the music industry's "star" system and established their own notion of talent. The early catalogs of Hadda Brooks records on Modern; Exclusive's Johnny Moore and the Three Blazers; Herb Jeffries, Mabel Scott and Joe Liggins, Roy Milton and Camille Howard on Specialty; Slim Gaillard on Atlantic, Kay Starr on A. Vowels, Charles Brown, Wynnn Brisbane, Helen Humes and Lester Young on Flohio, later removed Aladine; Oscar Pettiford on Black & White; Patna Watson on Supremes, Cecil Cans on Gilt Edge; King Cole on Atlas, and many others set the pattern.

Other labels that sprouted on the West Coast and later ramped national attention via numerous disk drives included Pacific, Belmore, Liberty, Coast, Spotlight, ARA, Pan American, Sunblush, Exhibitor, Melodie and Encore.

Distrib Problem

The chief problem at that time (1944-45) was national distribution, the record manufacturers themselves didn't consider having only half dozen distributors control the entire country much of a problem, in view of the tremendous sales achieved with limited distribution. At one period, virtually every record issued by Specialty, on the coasts could count on for a minimum sale of 100,000 records, a figure that would be scoffed at today, but nonetheless good then.

And in those days, bandedly rewarped by some veterans in the field as the "golden days" of commercial radio, these records were then called, sold at $1.10 retail.

West Coast manufacturers were not, however, the only ones who distribution problems, since their Eastern counterparts (Continued on page 8)
DUKE'S REALLY STARTING THE NEW YEAR
WITH A BANG WITH TWO SURE HITS
THE SULTANS
sing
"BOPPIN' WITH THE MAMBO"
and
"WHAT MAKES ME FEEL THIS WAY"

Duke #135

AND

THE SOUTHERN TONES
sing
"BE WHAT YOU ARE"
and
"JUST A CLOSER WALK WITH THEE"

Duke #207

DUKE RECORDS
2809 Erastus Street
Houston 26, Texas

GREATEST RHYTHM and BLUES
ON CHESS and CHECKER!!

The Billboard Music Popularity Charts
RHYTHM & BLUES RECORDS

**Best Sellers in Stores**

<table>
<thead>
<tr>
<th>This Week</th>
<th>Last Week Chart</th>
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<tr>
<td>1. EARTH ANGEL—Funnels</td>
<td>3</td>
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<tr>
<td>2. HEARTS OF STONE—Charms</td>
<td>1</td>
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<tr>
<td>3. SINCERELY—Moonglow</td>
<td>2</td>
</tr>
<tr>
<td>4. PLEDGING MY LOVE—J. Ace.</td>
<td>10</td>
</tr>
<tr>
<td>5. TWEEDEE DEE—L. Baker</td>
<td>4</td>
</tr>
<tr>
<td>6. LINC TING TONG—Charms</td>
<td>7</td>
</tr>
<tr>
<td>7. LINC TING TONG—Five Keys</td>
<td>5</td>
</tr>
<tr>
<td>8. TEACH ME TONIGHT—D. Washington</td>
<td>6</td>
</tr>
<tr>
<td>9. I'VE GOT A WOMAN—R. Charles</td>
<td>1</td>
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<tr>
<td>10. EVERYDAY I HAVE THE BLUES—B. King</td>
<td>9</td>
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**Most Played in Juke Boxes**

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<tr>
<td>3. RECONSIDER BABY—L. Falson</td>
<td>3</td>
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<tr>
<td>4. EARTH ANGEL—Penguins</td>
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**Most Played by Jockeys**

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<td>8</td>
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</table>

**Review Spotlight on...**

DANNY OVERBECK

_A Tune to Learn (Ace, BM)_—Checkee 300—Danny Overbeck teams this record closely with a fine new ballad that has a chance to make a dent in both the pop and the R&B markets. His voice has both feeling and emotion on this one. For a "My Love" (Ace, BM).
The Billboard Music Popularity Charts

RHYTHM & BLUES RECORDS

**This Week's Best Buys**

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

ANYTHING FOR A FRIEND (Rush, BMI) - "Firey Adam" (heralds 444)

The third week of this record's "life" finds it doing healthy business in the wake of several weeks' checking, and growing quickly. Reports were received from New England, New York, Philadelphia, Buffalo, Cincinnati, Cleveland, Richmond, Nashville and St. Louis. From St. Louis, "One Love" (Iggo, BMI) is a previous Billboard "Spotlight" pick.

UPSIDE YOUR HEAD (Sophisticate, BMI)

CRAYTON "BOUT SAX" (Sophisticate, BMI) - Ella Johnson / Buddy Johnson

"Upside Your Head" has been one of Ella Johnson's fastest starters, racking up impressive sales in its first 10 days in New York, Philadelphia, Cincinnati, Cleveland, Chicago and Los Angeles. Several key markets report that action on "Saxophone" has also been extremely good, the not quite up to the flip. A previous Billboard "Spotlight" pick.

**Review Spotlight on...**

RECORDS

DINAH WASHINGTON

That's All Wrong From You (Weiss & Barry, BMI) - Mercury 70537 - Dinah comes through with a wonderful reading of the tune that is now a smash hit in the payfield, over an unusual backing by the cbs. This could be another hit for the thumps. Flip is "You Stay On My Mind" (Caldy, BMI).

THE FIVE KEYS

Close Your Eyes (Rush, BMI)

Dinah Ronnie - You Did It (Roosevelt, BMI) - Capitol 5032 - The boys should continue to come thru with hits if this slow-sold second is any indication. The top side is a powerful new ballad, and the flip is a wild swinging thing. Both feature rock performances, and both are cools-grabbers.

SPIRITUALS

THE DIXIE HUMMING BIRDS

Someone Sin No More (Lion, BMI)

I'm Not Unhappy (Lion, BMI) - Peak Ace 1740 - The great spiritual group has another impressive winner here. They ring of the world of the hereafter with the finest feeling and emotion that marks all of their work, and these fine fans want that new release.

**R & B Territorial Best Sellers**

For survey week ending January 19

Listings are based on late reports received via Western Union message service from key top 10 urban and blues dealers and key ten operators in the markets listed.

Atlanta

1. "One Love," by Ben E. King, King.
2. "I've Got a Woman," by Charles, Ad.
5. "I'm In Love With You," by the Manhattans, Cap.

Baltimore

1. "One Love," by Ben E. King, King.
5. "I'm In Love With You," by the Manhattans, Cap.

Charlotte

1. "One Love," by Ben E. King, King.
3. "I'm In Love With You," by the Manhattans, Cap.

Chicago

1. "One Love," by Ben E. King, King.
2. "I'm In Love With You," by the Manhattans, Cap.

Cincinnati

1. "One Love," by Ben E. King, King.
3. "I'm In Love With You," by the Manhattans, Cap.

Detroit

1. "One Love," by Ben E. King, King.
3. "I'm In Love With You," by the Manhattans, Cap.

New York

1. "One Love," by Ben E. King, King.
2. "Hong Kong Blues," by Charles, Ad.
3. "I'm In Love With You," by the Manhattans, Cap.

Philadelphia

1. "One Love," by Ben E. King, King.
3. "I'm In Love With You," by the Manhattans, Cap.

Nashville

1. "One Love," by Ben E. King, King.
3. "I'm In Love With You," by the Manhattans, Cap.

St. Louis

1. "One Love," by Ben E. King, King.
3. "I'm In Love With You," by the Manhattans, Cap.

**Reviews of New R & B Records**

ETTA JAMES AND THE PEACOCKS

The Foolish One (Capitol) - 70537 - Imogene Crayton

Hold Me, Squeeze Me... (RCA) - 1932 - Joe Williams

Another top-notch effort with Miss James phoning convincingly her hard-sold soul work. The girl group work also inches harmonically and subtly rhythmic support. This side also should have a nice follow, boys.

KELLY THE KEN-ENERGY

Me, Baby, Move (MGM) - 19762 - Phillip Ceaser

Kelly's "Energy" is really up there in a conventional teeny style the line. This one is now and rather neat attractive for dancing, (Blk Love, BMI).

**SMILEY LEWIS**

"JAILBIRD"
b/w "FAREWELL"

Imperial #5326

BOBBY MITCHELL & THE TOPPERS

"NOTHING SWEET IS YOU"
b/w "I WISH I KNEW"

Imperial #5326

THE SPIDERS

"LOST AND BEWILDERED"
b/w "THAT'S ENOUGH"

Imperial #5331

(Continued on page 69)
Now selling exclusively on HOLLYWOOD RECORDS.
LOS ANGELES FALCON/GUITAR SNAFFLE
"EVERYDAY I'M THINKING OF YOU" THE BLUES!
"FLOWER SONGS"
LLOYD GLEN "CHICA BOO"
"OLD TIMIN' SHUFFLE"

We are Reliable distributors for JOHNNY DARLING The Feathers
Show Time 12NO - 12:15NO
"ALL NIGHT LONG" Joe Houston
"BLOW THE SMOKE" RICK 1028 - 10:45-10:38
"TICK TOCK AWOO "NO NO CHERRY"
The Feathers
Manny 95 - 9:20-2

Other Best Sellers on HOLLYWOOD RECORDS.
LINDA HAYES "CAJUN HEART"
"DARLING ANGEL"
LLOYD GLEN "BABY BLUES"

We are distributors on JUNELLA WALTERS "JEWELS"
ca. 1935 - 78 rpm
WASHINGTON, D.C.

WATCH THESE!!
"OH YES I KNOW"
The JEWELS R08 1303
"ROSALIE"
The JEWELS R08 1303
JOHNNY TORRENCE with the JEWELS R08 1303

STILL HOT 
"HEARTS OF STONE" by The JEWELS R08 1300

NOW SELLING EXCLUSIVELY on HOLLYWOOD RECORDS.
"THE ORIGINAL 8th re-released and re-coverd"
LOVELL FULSON "GUITAR SNAFFLE"
"EVERYDAY I'M THINKING OF YOU "THE BLUES!
1028 0 6:33:19
LLOYD GLEN "CHICA BOO"
"OLD TIMIN' SHUFFLE"
1031 0 6:33:18

GIVE TO DAMON RUNYON CANCER FUND

NOW SELLING EXCLUSIVELY on HOLLYWOOD RECORDS.
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GIVE TO DAMON RUNYON CANCER FUND
Rhythm & Blues Artists

(Alphabetically by Label)

- Continued from page 64

Mamie Thomas
Johnny Oliver
Ruby Dee
Claude Clear and His Thunderclouds
Helen Hayes
MONET RECORDS
1345 South Berendo Street
Los Angeles 6
Joe Houston
Carthan
Suedes
June Selvin
MUSIC CITY RECORDS
1815 Alacazem Avenue
Beverly Hills, Cali.
Midight
Bowie
Alvin Smith
Anton
Roy Hawkins
OKKE RECORDS
750 Seventh Avenue
New York
Chuck Willis
Big Maybelle
Sanday
Wild Bill Davis Trio
Trents
Bill Hines
Gordon
RHYTHM & BLUES
4215 Santa Monica Boulevard
Hollywood
Earl Curry & The Blenders
Rocking Brothers
Johnny Saves
Edison Henderson's Spiritual Lamb
RPM RECORDS
458 South Hill Street
Los Angeles 14
B. B. King
Buddy Miles
Toby\n
SAYOT RECORDS
58 Market Street
Newport, R.I.
Wilbert Harrison
Larry Davis

DON'T BE FOOLED! THIS IS THE GENE & EUNICE KO KO MO b/w "YOU AND ME" Al. $276
Aladdin Records
451 No. Canon Dr.
Beverly Hills, Cali.

JCarlos
Aladdin Records
451 No. Canon Dr.
Beverly Hills, Cali.

Disco the definitive genre for the music

PLAYS - Most Requested. See our LATEST CATALOGUE

DEEP FREEZE

THE ROAMERS

"You're For Me..."

"Want you for our next release by the Davis Sisters"

SAVOY RECORD CO, INC.
Market St & W. B. A., N. Y.

Harold Berryage
Walter (Big) Horton
TEXUS RECORDS
1802 North LaBrea Street
New York 7
Paul Fatty
Evans
Swing
Prof. Charles Taylor
Grouper
Imperial Gospel Singers
Jimmy Wright
Mr. Louis
Christy Shire
Enter Vaught Singers
United Records
5082 Cottage Grove Avenue
Chicago 15
Tall Smith
Jimmie Fountan
Mornie McLean
Eddie Chamblee
Four Blesses
Dorothy Dus
fly"!

VREGAY RECORDS
4747 Court Avenue
Chicago
Spanish
Elly
Rhythm Ax
Jimmy Reed
Joe Ackerman
Fay Mcclain
Wandell Ciny
Julian Dush
Tennyson Dush
Willie Jones
Floyd Valentin
King Kolax
Dolores Huggins
More Wood Singers
Leekhart Singers
Robert Thomas
Sammy Lewis
Holly Davis
Al Smith
The Rhythm Singers

Reviews of New R & B Records

- Continued from page 64

ED KINGS RECORDS
New York, N.Y.
EXCELLENT
Gordon Kings M监督检查 here who alter-
the data of the game. Knowing that
the player doesn't make the move,
the game hardly changes. (Excellent, B.M.)

The Rhythm Ax
As instrumental side with a pretty,
rather unaffected solo and a Little \( b b \) style beat, (very good, B.M.)

Spiritual

EDNA GALLOWAY COOK

MARMOR RECORDS—Edna Galloway Cook is on the rise here.
There is a new and interesting effort
from the female vocal group and this
side creates a big hit. (Excellent, B.M.)

ARE

MADAM JACOBY
One of the best known and most
of the female vocal groups in the business.
They have a new record out now and it's
a great hit. (Excellent, B.M.)

MALIK JACOBSON
Walked into the Garden...At
Parsley, the female vocal group has
A brand new record out now and it's
a big hit. (Excellent, B.M.)

HOLY GOSPEL SINGERS

VIVA RECORDS—This brand new female vocal group from
the West Coast has a new record out and it's
a great hit. (Excellent, B.M.)

Revive Us Again...
The female vocal group has
A brand new record out now and it's
a great hit. (Excellent, B.M.)

MACRO WOODS

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This is the original "KO KO MO"

DON'T BE FOOLED! THIS IS THE GENE & EUNICE KO KO MO b/w "YOU AND ME" Al. $276
Aladdin Records
451 No. Canon Dr.
Beverly Hills, Cali.

69 THE BILLBOARD
MUSIC-RADIO

The title song from the new album

"You're For Me..."

"Want you for our next release by the Davis Sisters"

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Market St & W. B. A., N. Y.

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New York 7
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SAVOY RECORD CO, INC.
Market St & W. B. A., N. Y.
THE FINAL CURTAIN

ANDERSEN-Herfel

Josephine Herfel, manager of the Hotel Raleigh, has announced that the Royal Opera Company for several years has invited Josephine to the company's opera season in New York. The company will present Josephine with a bouquet of flowers in the first act of the opera, "The Barber of Seville," on Thursday night, February 27. Josephine is the first woman to receive such an honor from the Royal Opera Company.

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Bill Seeks Legal Bingo In Indiana

Measure Would Limit All Prizes To Merchandise

By Fredrick L. Brown

The Indiana Senate voted 31-12 Tuesday to send the bill to a conference committee.
**KIDDIE BOAT RIDE**

That's what one owner tock in with his Allan Herschell Kiddie Boat Ride. Other operators also report high grosses. It's profit-proven, safe, thrilling, and with a high capacity. Equipped with Allan Herschell Fluid Drive for smooth starts and stops. No clutch to wear out or adjust. Timer and motor stay in sync—aluminum, all-weather control box are standard equipment. The Kiddie Boat Ride is easily carried on a 20-foot truck.

---

**FUN HOUSES**

Designed with big PROFITS in Mind

THE NATIONAL AMUSEMENT EQUIPMENT CO.

203 W. State St.

Erie, Pa.

**NEW KIDDEE TURNPIKE RIDE**

New Kiddie Ride that outgrosses major rides; 109,000 Kiddie customers at CNE; huge grosses at major fairs and parks. Portable and Park Models. Immediate delivery. Orders filled as received.

B. A. SCHIFF AND ASSOCIATES

901 S. W. 56th Ave., Miami 44, Fla.

GIVE TO DAMON RUNYON CANCER FUND

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**ST. PUAL WINTER CARNIVAL OPENS 10-DAY RUN JAN. 28**

ST. PAUL, Jan. 22—The annual St. Paul Winter Carnival will kick off 10 days of fun Friday night (25) with the coronation of King Boris Vron (9) and a giant reception dance in Municipal Auditorium.

Identification of the new winter monarch, succeeding Walter Dorle, will not be disclosed until he steps up to have his predecessor place the royal crown on his head during the auditorium festivities.

A large afternoon parade through the downtown district, winding up inside Municipal Auditorium, floats and all, will highlight the program Saturday (26), Mary Lou Lyle, Queen of the Snows picked as 1954, will participate in the march, riding atop a special float, as will the new king and the 16 princesses seeking to succeed Queen Mary Lou. A giant reception from other sections of the State, North and the nation also will ride in the parade.

Saturday night WCCL, Cobol- bia Broadcasting System outlet, will have a special show.

(Continued on page 85)

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**PRO & CON**

Major Fails
Speak Out on
N. Y. Bingo

NEW YORK, Jan. 22—The dis- courters over legalizing bingos in New York State received strong arguments both pro and con this week, despite the fact that both major political parties have promi- nently supported the law.

On the negative side was the stand of the Protestant Episcopal Church as expressed by the Right Rev. Horace W. B. Donegan, Bishop of the New York diocese. Bishop Donegan came out strongly against gambling of all sorts, including bingos, as being morally wrong.

The Roman Catholic position is a favor of bingos as a source of funds for church projects and parochial schools.

(Continued on page 85)

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**FRENCH RULE**

**HITS IMPORT OF ANIMALS**

PARIS, Jan. 22—The French government last week banned the importation of all horses, the value of all cots, wild or domesticated. The decree applies to all horses, all cots, imported into this country, but can be relaxed in certain cases by direct application to the French public health and customs service.

A special ruling applies to cats and dogs. Each animal must be examined by a French veterinary inspector upon arrival. The owner must have a veterinarian's certificate from the country of origin, certifying that the animal is in good health and does not come from a region in which there has been a case of rabies during the preceding six months, and that it has been vaccinated against rabies between 15 days and six months before its entry into France.

The ruling will provide compli- cations for many of the European circuses which travel thru France, and which have been driving their large animal groups into France for indoor shows during the winter.

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**BRANDON EX SIGNS HOLTHER**

WINNIPEG, Jan. 22—Cone Hulther, member of the Brandon Ex, will give two days at the Manitoba Pro- vincial Exhibition, Brandon, and those days at the Gateway Stampex Exhibition, Winnipeg, during the Western Canada Agricultural Ex- hibitions meeting here.

Holtner, of Anaheim, Calif., was represented by John Plaslin, of the Service Agency, the Brandon Ex. With the orchestra will be riding camel, elephants and truck horses.

The Holtner unit will be at Wanni- pa, June 30, July 1 and 2, Brandon, July 4 and 6, and Teuton, July 5, 6 and 7.

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**SMITH RIDES FOR PROFITS**

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**SHEFFIELD**

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**CARNIVAL RIDE**

**10-DAY RUN**

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**BIDWELL**

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**McWILLIAMS**

---

**MACgregor**

---

**SHEEHAN**

---

**BRENNER**

---

**MIDWAY RIDES**

---

**MINIATURE TRAINS**

---

**HAMPION AMUSEMENT CO.**

---

**SAVE MORE MONEY**

**MAKE MONEY**

Subscribe to The Billboard Today!
The GOLDEN SALES OPPORTUNITY belongs to YOU

The Billboard's Outdoor Amusement-Recreation Centers Number will spanbroad the greatest sales opportunity you've seen in over a decade. It is an opportunity built on a solid and realistic foundation. Every economic factor points in one direction—toward a great and growing packet for all of the equipment, products, supplies and services needed to build the nation's network of Outdoor Amusement-Recreation Centers.

You have the equipment...the products...the supplies...or the services. The Billboard had the editorial power...the alert, aggressive, free-spending audience...and the background...to turn the golden opportunity into actual reality now and in the months and years ahead.

Make plans NOW to grasp the opportunity. Start with a big, hard-hitting advertising message in The Billboard's February 13 Outdoor Amusement-Recreation Centers Number—advertising deadline, February 10.

Write...Wire...Phone TODAY!
JACK MILLS IN LONDON, Hires ACTS, SECRETARY

LONDON, Jan. 22—Jack Mills, general manager of the Ringling Bros. and Barnum and Bailey, has contracted with 30 performers, including a midget and clowns, and he is scouting acts for possible 1955 importations from here.

His performers and others will sail from Southampton on February 27 and arrive in New York March 5. The Mills show will open in New York on April 10. Among those he has contracted is Miss Alma Cox. She will be his secretary and assistant to Productions Director, Standard Deleve. In England he has taken over his own show and handled several shows. At a show in London, the American newspaper also is reporting a story.

The Milles caught both the Burnett Bros. Circus and Tom Arnold's Hurrtley Circus in London. They expected to fly to the U. S. to see other shows before returning to the U. S.

Studio Filming

Kelly's 'Clown'

For TV Release

HOLLYWOOD, Jan. 22—Work is under way now in San Francisco here on a TV film, "Clown," inspired by the story of the life of the famous clown, Kelly. Kelly is technical director on the picture and Henry Fonda is playing the part of Kelly in the movie. It is to be released in TV by NBC.

Equipment of Herbert Werner's Circnn, the most important one used in the Kelly movie and to be used next in Showmen's Carnival! The latter will be done by Regal-

us and will require about six weeks to complete.

Werner said that during show season the usual new show will show into Mexico for the first time. During the second half of his tour he will play his usual route in Latin America and other parts of Southwestern U. S. cities.

ESE Signs for Sullivan Band

SPRINGFIELD, Mass., Jan. 22— Mickey Sullivan of Worceter and his band will again be part of the rodeo for the Eastern States Exposition, Mayor Robert B. Reynolds has announced. Sullivan will also act as rooster for the clowns and evening shows, and for the Gover-

ners' Night pajama.

Grand Opens Own Agency

NEW YORK, Jan. 22—22-year-old Leo Grand has set up his own agency, Leo Grand Enterprises, at 13 East 48th St. He has a contract with the George A. Hamill organ-

ization to handle acts for TV, parks, circuses, etc., and has also contracted with the Hamill office, he said, thus which he will be able to give the CBS "Big Top" video show. Grand is assisted by Howard Frazier.

Cordock Building

Big Steam Calippee

MORRISTOWN, N. J., Jan. 22—The Cordock Carpye and Calippee Company has resumed operations of its branch here, which closed down last week, on a $5,000 steam model carippee. Details were here. He said the first experiments will be concen-

trate on building new air and steam locomotives and to be used in repair work.

In Cordock all steam carpeppee built throughout have had either 24 or 32 wheels.

Corporation Barn

Burns at Peru, Ind.

PERU, Ind., Jan. 22—Fire nased a twenty-foot barn at the former city circus grounds Sunday night and no damage was reported. The barn contained all stock equipment and heavy (Continued on page 85)

Sensational New Adult Ride

Jubilee Star

Jubilee Star for sale and trade. Will go for cash; has been used but is in good condition. Will sell or trade. $6,000.00 new. Pay $5,000.00. Write for further information and photos.

King Amusement Co.

PHILADELPHIA TOBOGGAN CO.

119 E. DUVAL ST., PHILA., 44, PA.

154-168 EAST 106 ST.
Kansas City, Mo.

HER-key Amusement Co.

TENTS
ALL SIZES—ALL TYPES
Well Made for Over 75 Years
For use as a Tent or as a New or Used Car

IMMEDIATE DELIVERY

STANDARD TENT and AWNING CO.

308-310 S. 28th St.

TENTS

SHOW TENTS

CONVENTION TENTS

RIDE TENTS

BANNERS

Henry Barden-Charles Drive

Central Company

FOR SALE

MINIATURE GOLF COURSES

FOR SALE OR TRADE

Vidgtent Supply Corp.

FOR SALE OR TRADE

OIL TENTS

EDWARD D. HORNbill

821 W. 34th ST.

41-68 NEWARK ST.

Newark, N. J.

Hart SOMMERVILLE

271-273 N. 10TH ST.

WILLIAM BEALES

For Sale

Tents and tents

Central Company

102 E. 23d St.

New York, N. Y.

FOR SALE

104 TENTS

786-788 S. 10TH ST.


FOR SALE

TENTAGE CO.

WHERE TO SASH WITH THE WINNER-LITE

FOR STANDY INCOME YEAR AFTER YEAR

THE NEW PERMANENT KIDDYLANDS—ARCADES

DEPENDABLE IN OPERATION, TOO, WITH MORE IMPROVEMENTS FOR 1955

FASTER PLAY WITH THE "WINNER-LITE"

WRITE FOR ILLUSTRATED FOLDER

PHILADELPHIA TOBOGGAN CO.

119 E. DUVAL ST., PHILA., 44, PA.

TUBS-O-FUN RIDE

48 PASSENGER—KIDDIE-ADULT RIDE

Thises United Shows report this Ride grossed $64,000.00 at celebration July 4, 1954. Can be completely set up or taken down in less than 15 minutes by two men. Price only $2,750.00.

HAMPTON AMUSEMENT CO.

PORTAGE DE SIOUX, M. (Phone: Skyline 3833)

PARKER DOES IT AGAIN

We are moving to NEW and LARGER QUARTERS. Increased Production, No Disappointments, Supply Delivery on All Rides. Full Line of New Rides priced from $100.00. THE PARKEZ TENN-AGE CARRIAGE IS, for all of you at $3,200.00. Time sales arranged. For particulars address

PARKER AMUSEMENT CO.

MONTICELLO, IOWA

Hunt to Break

New Llama Act:

Family to Fla.

BURLINGTON, N. J., Jan. 22—Giovanino and his new llama, a stunning roving show, will leave the motel for a new llama, and Willkoy Conroy, his llamas, will go back to run a new act for the coming season. New shows are expected to be ready and a camp is being made and a new truck, and with the help of the new season's act is expected to be fully operational.

The Hunt family will soon leave for Florida, where they will be at the Chamber of Commerce, Mrs. Milly Hunt, widow of Ed-

ward, and children will also make the trip. The Harry Hunt family will fly down later to join the family after most of the season's heat has passed. The family is expected to be ready for the new season's act is expected to be fully operational.

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ward, and children will also make the trip. The Harry Hunt family will fly down later to join the family after most of the season's heat has passed. The family is expected to be ready for the new season's act is expected to be fully operational.
Ind. State Fair Seeks Okay Of Still Dates

INDIANAPOLIS, Jan. 22—The Indiana State Fair Board will seek broadened authority, both as to the sponsorship of events and the borrowing of money, in order to introduce the Indiana General Assembly. Phase White, board treasurer, told a joint session of the Senate and House Agriculture Committees this week.

Need for the legislation was suggested by an instruction recently given last year to enjoin the board from constructing a 12,000-car racetrack September 18. The suit was filed by the 16th Street Midget Speedway which had scheduled a race of its own on that day. After an Indianapolis court upheld the board, the attorney general's offer recommended clarification of the law (Continued on page 4).

Carnival Routes

Ind. State Fair field is located at 1501 W. Washington St., Indianapolis 1, Ind. For information call: 212 North. For information call: 212 North.

Circus Routes

Ind. State Fair field is located at 1501 W. Washington St., Indianapolis 1, Ind. For information call: 212 North.

Ico Shows

Ind. State Fair field is located at 1501 W. Washington St., Indianapolis 1, Ind. For information call: 212 North.

Hand Awarded Canada A Loop Pyro Contract

WINNIPEG, Jan. 22—(Wire Service) Contract for four of the five fair prizes in the Canada A circuit in 1955 was awarded Tuesday (18) to T. F. Hand Fairgrounds Company Ltd., of Calgary, Can.

Decision was made at an American Legion's meeting in the Western Canada Association of Fair Promoters in the Canada A Fair. The fair was held in Calgary this week. The pyrotechnic show will be seen by all the Legionnaires at the fair


Presentation was made by Hugh Hand, son of the famous Canadian Circus

Add Calypso To Line-Up

WINNIPEG, Jan. 22—Another important addition to the line-up for the Canada A circuit in 1955 was the addition of a Calypso show to the program. The show will be featured by the Canadian National Exhibition, Toronto, last summer and is the winner of the competition.

Eighty enigmatic and comic dancers, brought to the Canadian National Exhibition, Toronto, last summer and is the winner of the competition.

The natives cut off the bottoms of steel oil drums with a heavy saw, temporarily destroy the soundproof effect, and use sticks topped with pieces of iron to produce tones similar to those of a marimba or xylophone.

Fair delegates made their decision after viewing a 12 minute feature, in sound and color, which will be seen at Canadian theaters early next summer.

ward-Bell Rehearsing; Trucks Move to Coast

CANAVERA, Jan. 22—Clint Bell, co-owner of the Ward-Bell Circus, left here Sunday (16) for Los Angeles to complete arrangements with the Atomic Energy Commission for the coast's first atomic circus, should Yaquina Breach go on schedule.

Meanwhile, the show's 200-foot round top was covered and fitted with rigging and seats. The show's 21 elephants last week are pictured and listed. Part of the equipment is being trucked to the West Coast for a February sailing.

In charge of the project is President Paul McGehee, and with him are Al Ward, Jock McNaught and Elise McGehee, the prize-winning clump trainer, may not be used or want to fly. Some of the personnel will fly in two planes, 213 and 212.

In Gaineville the owners gave Bonaparte Sunday for the personnel and two guests, George West, attorney, and William T. Randolph, newspaperman and fan. Rehearsals for the show, with producer Harry Dann and co-producer Sidney Coin, will begin Tuesday. The show placed an ad in The Gainesville Register seeking the presence of an attraction to build up the new show. It occurs in Hawaii February 15, 1956. for a tour of the U. S. It is reported that the show will be back in union with Bailey-Grieston and other shows, now contracting for the tour for the Ward-Bell.
Mich. Exec Urges Balanced Programs
Brigham Succeeds Davis as Assn. Prez; Managers Advised to Use Television

DETROIT, Jan. 22.-A fair must be held six days a year to the great benefit of all classes of people, the 75th annual convention of the Michigan Association of Fairs and Exhibitions was told here today by John W. Davis, Mr. Davis was one of the speakers at the banquet given in honor of the association in the Hotel Detroit here Thursday (14). In the keynote address, Mr. Davis pointed out:

One of the key speakers of the well-attended convention was Clarence Hamre, manager of the Saginaw Fair, who commented on competition from television.

"Most people think entertainment dollar and we must plan to get our fair share of that dollar," Mr. Hamre said. "And we can compete as well and possibly better than any other forms that have made such vast inroads on the public," Huron declined.

He detailed plans for fair management and suggested that small groups could give the people entertainment dollars through the media of TV. "We can clarify the odd fair stand and its entertainment values," Mr. Hamre pointed out. "Our Saginaw Fair last year was televised every day for six days and sold every seat.

It was definitely a success and it showed what we might do next year's TV test substantially faster with our own fairfields," he pointed out.

Mr. Hamre enumerated such items and future plans days of fair wonders, modern shadow-box arrangements, manner of employing appropriate categories, daily displays to capitalize on people's bizarre imagination, unusual dancing displays, novelty displays and a very bright wrapping-gift boxes, novelty wallpaper, etc. Those all of these can be adapted to TV at a small cost, he concluded.

"Meet tomorrow, Mr. Hamre said. The furnishing information anounced the following election of officers: W. L. Marshall, president; John W. Davis, president-elect; Mr. Meser, Missouri, and Miss Delores W. Hulbert, secretary-treasurer.

Miss Delores W. Hulbert, Regina, was named to the Mid-Canada panel, he pointed out.

Maine $$ to Fairs Cut by 1954 Storms

PORTLAND, Me., Jan. 22.—One of the largest turnouts in recent years was reported at the annual meeting of the Maine Agricultural Association here Thursday (10), and while all spent an enjoyable and active day, the results of the great May 1953 storms were evident as the fairman said:

The department reported that the storm damage would total $3,000,000. The storm resulted in the destruction of $3,000,000, the storm damage would total $3,000,000. The storm resulted in the destruction of $3,000,000, the storm damage would total $3,000,000. The storm resulted in the destruction of $3,000,000.

Business session will include the usual business meeting and the election of John W. Davis, secretary-treasurer, as well as a few other items in the program.

Over-all attendance was down 20 per cent.

One of the big events set, however, will likely remain a fair success when the children from 10 to 14, and free admission for children under 10, was added. It was explained that the children under 10 years of age would be admitted free of charge. This was the last year's activity, and several running races were voted, the last year's activity, and several running races were voted, the last year's activity, and several running races were voted.
N.C. Set to Raise Standards of Fairs
Comm. Ballentine Issues Warning; Name Chambless to Head Fair Group

The directors are Curtis Leonard, Lexington; William Oliver, Biltmore; D. Earl Cronk, Asheville; C. W. Roberts, Lebanon, and Ernest Batton, Winston, N.C.

Plaque to Hamil
The surprise awarding of a plaque was made to George A. Hamil Sr. at the banquet. The plaque, tendered by the association, honored Hamil for his loyal service to business and fairs and, in particular, noted his unswerving support of the New York State Fair in securing the reduction in federal admissions taxes last year.

The meeting, which only a few years ago appeared to be dying out completely, continued to impress at the best in the Northeast. Clusters were at a premium in the business meetings. The banquet, with a floor show staged by George A. Hamil Jr. and Rose and Frank Melville, packed the hall to its reported 400-person capacity.

A. V. F. S. officials, however, were forced to cancel all shows on the first day due to the inclement weather.

The A. V. F. S. president, with the invitation of Dr. Harry A. Pitman, of the Kansas City Jewish Theological Seminary, was elected president of the New York State Fair, which oversees the Kansas City Jewish Theological Seminary. The association's meeting was held in the Kansas City Jewish Theological Seminary, Kansas City, Mo.

On the first day of the annual convention, the A. V. F. S. president, with the invitation of Dr. Harry A. Pitman, of the Kansas City Jewish Theological Seminary, was elected president of the New York State Fair, which oversees the Kansas City Jewish Theological Seminary, Kansas City, Mo.

With the opening of the fair, the American Radio Historical Association (ARRA) was formed to study the possibility of obtaining State aid for the annual convention of the American Radio Historical Association (ARRA). This was part of new program announced here this week for the 42d annual meeting of the group Monday (17) in the Hotel Grand, Chicago.

In the past of the conference, as outlined by E. Lee Carrolton, manager of the Atlanta Fair, who was elected president of the conference at the conclusion, was to be a pitch for more national organization of fair exhibitions.

The association will attempt to obtain information from all fairs in the State relating to space rates, advertising rates and other data of this nature. With this information the trade group believes it will be better able to get bigger commercial exhibitors who have heretofore confined their operations to larger fairs.

Also the co-operation of the association will be solicited by state directors. In the future directors will be chosen from the prospective one geographical district in the State.

Then the convention closed with the invitation of Dr. Harry A. Pitman, of the Kansas City Jewish Theological Seminary, to hold a director's meeting of memory of Ben Winslow, speaker at the opening session included O. M. Preland, Marion; Marmon Citizens, California, Public, and J. W. F. Wood, New York.

President Carrolton moderated a panel discussion of "How to Manage," and participating were Taylor Zelley, R. T. Rogers, Clarence Hat and a

such major show attractions as the Ringling Brothers.

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Also the co-operation of the association will be solicited by state directors. In the future directors will be chosen from the prospective one geographical district in the State.
Ringling Motorizes Reduced Advance; Plans Color News Ads, Sponsored

The Board of Directors of the Ringling Bros. and Barnum & Bailey Circus has decided to introduce a new feature this year. The circus will be motorized, with all the shows being performed on rail tracks. This is a significant change from previous years, when the circus was performed by horse and foot.

In addition to this, the circus has decided to introduce color news ads sponsored by the circus. These will be placed in newspapers and magazines around the country, to promote the upcoming shows.

The circus will also be performing in a new format. Instead of the traditional big top, the circus will be performed in a large arena, with a capacity for over 10,000 spectators.

The first show of the season will be held in Sarasota, Florida, on April 1st. The circus will then travel to other cities around the country, including Chicago, Boston, and New York.

Circus Fans’ Assn. Selects Hunt Bros. for ’55 Convention

Hunt Bros. has been selected by the Circus Fans’ Assn. as the host for their 1955 convention. The convention will be held in Sarasota, Florida, from April 2nd to 6th.

The convention will feature a variety of events, including a grand banquet, a talent show, and a circus-themed dance. There will also be opportunities for fans to meet and interact with circus performers.

Circus Fans’ Assn. has worked closely with Hunt Bros. to ensure that the convention is a success. The company has答应ed to provide a range of services, including transportation, accommodations, and entertainment.

Ringling Bros. will also be performing in Sarasota during the convention, providing fans with the opportunity to see their favorite performers in action.

King Gives Talk; More Equipment
From Peru

MACON, Ga., Jan. 22—Floyd King, president of the Ringling Bros. and Barnum & Bailey Circus, spoke Thursday (20) to the Macon Area Chamber of Commerce on the circus. The circus, he said, is moving its equipment from a railroad under the James River to a larger space in Peru, 20 miles from the border with Brazil.

King said that the circus plans to use the new space for storage and to expand its operations. The company has already purchased two new tractors and a new trailer to transport the equipment.

Circus Fans’ Assn. is also planning to host a convention in Peru this year, in order to promote the circus and to encourage more people to visit.

The convention will feature a variety of events, including a grand banquet, a talent show, and a circus-themed dance. There will also be opportunities for fans to meet and interact with circus performers.

Circus Fans’ Assn. has worked closely with Peru’s government to ensure that the convention is a success. The company has agreed to provide a range of services, including transportation, accommodations, and entertainment.

Ringling Bros. will also be performing in Peru during the convention, providing fans with the opportunity to see their favorite performers in action.

The election followed a debate within this year's campaign. On Wednesday, the circus announced that it will be holding a presidential debate in Sarasota, Florida, to be hosted by the democratic candidate.

The debate will feature three main candidates: Senator Charles T. Hunt, who has been endorsing the circus; Senator John Smith, who has been opposing the circus; and Senator Robert F. McConaw, who has been assisting the circus.

The circus will also be performing in Sarasota during the debate, providing fans with the opportunity to see their favorite performers in action.
John Lacey Crum, backroom cop with the Gyle Beatty Club last year, was working at the Thousand Oaks (Calif.) Jungle Compound.

Camdenton, Mo., Expands '55 Rodeo

CAMDENTON, Mo., Jan. 22—The J.B. & H. Bill Brown held in this town July 10 will be the largest rodeo ever held in the J.B. & H. Bill Brown, considered for the past few years the leading western rodeo organization.

They plan on holding the biggest rodeo this July and will be a big draw for the town.

Jim Brown, of the H.B. Bill Brown, said that he was planning to hold the biggest rodeo this July and will be a big draw for the town.

The rodeo will be held in Camdenton, Mo., and will feature a variety of events including calf roping, bronc riding, and steer wrestling.

The rodeo will be held on a Friday, with the gate opening at 6:00 PM. It is expected to attract a large crowd of spectators.

The J.B. & H. Bill Brown is one of the largest rodeo organizations in the United States, and is known for its high standards of safety and entertainment.

The organization has been presenting rodeos since 1926, and has a long history of successful events.

For more information, please contact Jim Brown at (573) 325-5656.
Vast Road Plans to Aid N. Y. Area Parks

NEW YORK, Jan. 22.—Road and bridge projects in the metropoli- tan area will facilitate travel beginning this spring between the various amusement parks and resort towns ranging from New York to New Jersey. In 10 years' time, the beaches and summer and holiday traffic will be almost all but eliminated.

In addition to the already-existing New York tunnel, major heading southward can also afford the $7,800,000 Golden Gate Parkway sections which are stretching toward the Coastline sections of New York. The route of this high-speed thoroughfares is to run from Westchester, Red Bank, Adeny Park, Toms River and Atlantic City, and head down to the tip of the State at Cape May. Northern sections of the Garden State are operable.

A multi-million-dollar plan announced last week will provide two new bridges and add a level to the Garden State Bridge. This extra deck will speed traffic from New Jersey to New York at a point only a mile or two from the second level. Vaccinators headed for up-State New York will be able to drive through, pick up a Northern New Jersey Turnpike extension and then take the Queens River Bridge to the New York Turnpike. Or they may take Westchester highways or the New York Turnpike to the Thruway highway from southern New York to the Tarry- town area. Residents of Long Island and New Jersey beaches, lower New Jersey or upper New York who wish to be able to take the projected N. Y. parks trips will have an unbroken, four-lane speed across the island and cross the existing Goethals Bridge and link with the New Jersey Turnpike.

Another significant New York-N.J. plan will connect Queens,Coney Island, Rockaways and other points of Long Island amusement spots with Pennsylvania, New York, and points north.

Financing of the projects totals approximately $19,000,000 which will come from the Port of New York Authority and the Triborough Bridge and Tunnel Authority, and will be used to construct the bridges and road facilities. It is claimed that the vast improvement will be added as well as at least $1,800,000. Individual items for which allocations are available include the following:

$200 million for the Northern New Jersey Turnpike extension. This, plus the Hudson River tunnel, will be finished next year. Other sections will be finished by 1948.

$40 million for the lower deck across the George Washington Bridge. This will involve $30 million for the Throgs Neck Bridge.

$30 million for the Rockaways. This improvement, besides the Impe- rial Boulevard, which has a large cluster of amusement operators, to tie into the Hutchinson Boulevard project.

Two plans were set aside for the time being. These were for an elevated expressway across the island and another new bridge. This plan was for a second connection at 123rd Street and Bessemer Avenue at Munich. Engineers said that the project was blocked by the building of the 15-year old Knickerbocker Avenue tunnel.

Rye Plans Outing Hike; Bohem Retires as Supt.

RYE, N. Y., Jan. 22.—Playland Amusement Park will be stripping up brightly by early spring in efforts to attract more outing groups this season. It was made known yesterday, Promi- nent director Charles Palmer described the facilities that will be in the booking picture and listed several traffic involvements.

Palmer will handle the booking of fare-paying traffic as far as he can, following the December 31 retirement of Robert Bohem as manager and an accompanying superinten- dent. Bohem had also signed the lease to the Wildwood County-owned park.

The native of New Jersey, had first began work at Playland on April 20, 1920. For years prior to that time he had worked as a manager, member of the family, and in addition to various operations some were in the booking park. Palmer was the first Lakeview for the second time, and will open it for the season on April 20.

Horses were extended to Bohem at the park’s Christmas party. He was given an open road permit to conduct the horse activities in the New York metropoli- tan area after a period of rest. For many years in the past, the park this season will be served by the Mes- senger Line on a thrice-weekly extension.

Atlantic City Beginning On B'walk Rink

ATLANTIC CITY, Jan. 22.—A new skating rink will be built on the boardwalk, it was announced yesterday. The project will cost $200,000.

This was revealed by Mayor Joseph G. Lethbridge, who stated that the City Planning Commission would be able to proceed immediately with the rink. The new rink will be a part of a $1,500,000 improvement program for the project.

Planned for the rink are a 1,500-seat auditorium which will be a part of the $1,500,000 improvement program for the project.

Indiana Funspot Buys New Cars For Kid Coach

MICHIGAN CITY, Ind., Jan. 22.—Only the last few cars that Ray Herrick Rudder at Washington Park, here fore ordered this season, with year-round operation, with Karl S. Barr, opens the season, with more for new cars was placed by Stevens after considerable since the beginning of 1955. The sale of the Allan Herrick Rudder at North Tonawanda, N. Y.

In commenting on the Rudder,Allan, it was said that the new car was always our second biggest, and for some time, of course, has never been our biggest, and that we are the only ones in this country who are designing cars, usually for adults, and with the new edition, as a result, we have increased the average business. The cars were shipped with tickets at prices in 25 cents, beginning May 21.

Planning for Rink Starts At Palisades

FAIRHOLME, N. J., Jan. 22.—Owner of Palisades Amusement Park, John J. MacNamar, is now building a new rink for Palisades Amusement Park, an out- door facility for entertainment.

MacNamar agreed to the feasibility of the plan and is getting ready for the season. He expects that costs will be held to a minimum by avoiding evi- dence of an enclosed structure on the outside of the building. The new facility will be in operation by April 30, 1920.

The main auto field slopes toward the Hudson River and it is planned to be a one-level rink, a plant for which 42 acres of land has been acquired. Construction will continue for the next 18 months and will be completed for the 1920 season. Entrance to the park will be by a new entrance which is to be built at the close of the 1920 season. The facility has
been opening under the name of the park, with the hope that the project has been backed by the government and some of the rush have been backed by the government and are completely ready for the opening.

Conklin Sells Sunnyside’s ‘21 Merry-Go-Round to Disney

TAMPA, Jan. 22.—Call the old-fashioned, the park’s Sunnyside’s Amusement Park of old-fashioned, Merry-Go-Round.

The ride, built in Philadelphia in 1920, was recently converted into a portable Merry-Go-Round, according to "Sunny" Sidman, manager of the park.

The old ride was sold by J. W. (Pitty) Conklin to Disney agente. It probably will be remodelled to play a part in the King Arthur’s kettle theme.

WANTED: PORTABLE SKOOTER RIDE

(Must be in good shape) for established outstanding amusement park near Rochester, N. Y. Buy or install on percentage.

B. MICHAEL

272 Versailles Rd. Rochester, N. Y.
John Marks Outlines Situation in South

RALEIGH, N. C., Jan. 22—John Marks, manager of the Virginia-based Reithoffer's Amusement Company, which is involved in the building situation as it exists in the South today.

Marks, in attendance at the National Carnival Association of Fairs meeting in the Sir Walter Hotel here Friday (21), and "too hot for you best barn show ever" you are playing the fair. If you wait until late, you go into the open market, the auction block and the ring," he said.

Whether or not they had this exact thought at Reithoffer's, very few show representatives attending this meeting of the National Carnival Association of Fairs in New Orleans were under way to solidify their routes.

Rearrange Dates

Juggling principally had to do with how that route would follow in a logical and economical manner, and the fact that a number of fairs were signed in for one or two consecutive weeks would be decided here.

The hot competitive boking has taken place in the last week. It reached its height when the contract, in the open by the operators in the immediate past year, was signed, resulting in the building of another midways in a manner that made the eyes of old-timers dizzyly turn. (Continued on page 92)

Vivonia Name

Start, Charl

18-Fair Route

IVINGTON, N. J., Jan. 22—John Vivonia announced his show's 18th season and 40th annual. One of the Amusement of America organization, successfully Vivonia Shows, would play an 18-fair route this season, according to the "new" show.

Vivonia 15 shows have already been opened and that more, Vivonia, general representative, won't know until at least North and South Carolina meet- ing tomorrow in New York. There are also a couple of still others that may open before the part the early season.

The staff will consist of Danny Daster, general manager; William, special representative and promotion; Dominic Vivonia, secretary, Mrs. Catherine Vivonia, treasurer; Sebastian Vivonia, general manager of the Italian show; the N. 2 and purchasing agent for both units; James Bonelli, advance man; Paul Reidel, diesel mechanic; John Vivonia, the clown; Dick Neale, barker; and Tony Mazzella, chief of Carnival showman.

The 18th season will open in February, it was announced. In the meantime Harry Viwan has a year around and publicity work for the Blue Cross Shows in Florida while building up a couple of new promotional ideas for next season with the Vivonia.

Red River Circuit to Badger State

CINCINNATI, Jan. 22—Jack Vomberg, owner-manager of the Red River Shows, has been awarded the Midwestern contract. Red River Valley Circuit of fairs, is being added to the circuit to make the unit's annual contract and Red River Shows. It was announced this week.

The show will remain at its annual meet beginning April 6 at Des Moines, Iowa. It is scheduled to remain at Des Moines until April 10, when it will move on to Des Moines, Iowa.

The show's 1955 season will carry 13 rides, 6 shows and 40 concessions. The show's 1955 season will carry 13 rides, 6 shows and 40 concessions.

Sedlmayr Inks Can. Loop for 16th Year

Dick Best to Operate Side Show; Sky Wheel Set for Second Year

WINNIPEG, Jan. 22—From a cemetery to a parking lot, the annual meeting of the Western Canada Association of Fairs at the Fort Gary Hotel here this week was the same old story—Royal Canadian Legion, no dressing, no dinners, no speeches.
MIGHTY HAMMONTREY MIDWAY
NOW BOOKING FOR 1955 SEASON
Opening in 25 and 26 States, Fairs, Tents Shows, Expositions and Still Rides in Kentucky, Tennessee, Georgia and Alabama.

1500 MAJOR RIDES ON PARADE AT ST. LOUIS, FEBRUARY 15TH.

WANTED
For Lots of Mobile, Ala., Mardi Gras, Feb. 10-22
NOVELTIES, JEWELRY, FRENCH FRiES, SCALES AND ANqey RANKS OF ALL KINDS.

BOB PARKER
10915 College Blvd., Miami, Florida

ARCADE & SHOOTING GALLERY
AMERICAN MADE

FOR RENT
Store 25x10, will divide, N. 54th and Raymer Ave., pet shop, large collection business 7 days a week. Will entertain any other proposition.

ELBIE PHOTO
1319 MAIN STREET
COLUMBUS, SOUTH CAROLINA

VOLUNTEER SHOWS
1955 COMMUNITY PROGRAM
The Volunteer Show, Feb. 15th, 1955 at the Chamber of Commerce Building, Bell Ballroom, 7-9:30. 

ELMER REID, Mgr.
General Manager, Central City, Feb. 15th, 1955.
Appliances, Room Coolers

Cleveland, Jan. 22.—A mobile home dealer with two units did modernize the appliance and heating standpoint at my home. This was evident at the recent showings of mobile homes held in the Public Auditorium here under the auspices of the Mobile Home Manufacturers Association and the Mobilehomemobile Dealers' National Association.

A total of 855 models were displayed by manufacturers, and 855 were loaded with appliances designed to ease the homeowner's chores. Main post behind the wheels turned to gadgets, with the floor being a sales volume back to date. This far, the record of 353 units last year, the industry projected producing 365,000 units. The pull is expected to rise to 750,000 in 1953, and a total of 55 additional units were expected to be completed for the total.

The most outstanding gas appliances were seen on many models. Other kitchen devices included automatic dishwashers and dryers even though these were not entirely tested. The general idea was to control as many as possible in the kitchen, with the development of the product being considered considerable.

Electric and the Chalet Corporation were offering their line of "ready to adapt" models adaptable to the trailers. In addition, three other firms were marketing coffeepots and refrigerators expected that within two or three months mobile homes would be coming off the assembly line with air conditioning.

Latest innovation in it, the heating device used in plant greens. One firm featured a hot-water radiating system made of aluminum. The aluminum piping is centuries old, and a sheet aluminum piping was made of stainless steel, mixed with antifreeze.

MOBILE COMFORT

Ind. State Fair

Hamilton, Ont., Jan. 22.—Circus promoters have been closed to provide the midway attractions at two exhibitions to be held in the city. The Canadian National Exhibition and the Kitchener Exhibition Industrial Exposition were seconded by the fairgrounds, could be housed under the provisions of other legislation if requested, Phares said.

**Canadian A Circuit Members' Total Profits Hit $862,000**

WINNIPEG, Jan. 22.—The figures were contained in the statement of the Canadian A Circuit. The figures were compiled after the spring sessions of the circus.

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Hunt’s Llamas

Continued from page 74
Orthopedic Hospital for an arm injury.

A group of 40 Club Scouts is expected to repay the hospital for a class in animal training.

Back from the appearance on "Big Band Parade," Paul Hays, with 13 (10), Paul Bush, said he had the first small baby born in the family and that the 21-year-old lad was the first new baby born in the neighborhood. Mrs. Hays moved to New York City to be present at the birth. The baby is named Paul Hays II.

In the national meet in New York, the lacrosse team of the University of Delaware, representing the state, was defeated by the University of Pennsylvania, 14-7.

The new baby, a boy, was born at 1:30 a.m. on Tuesday.

Hunts Point

Continued from page 71

Warm weather is the rule of the day, and the hunter who has

Hunting the little one is the rule of the day, and the hunter who has

Baltimore, April 22—Brooklyn, 4,000 cars with

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Baltimore, April 22—Brooklyn, 4,000 cars with
Skaters, Owners, Pros
Meet in San Antonio

SAN ANTONIO, Jan. 22.—The
Brightlights, nationally known
social club for skaters and the
management of the North St. Mary’s
Skating Rink, headed by Joe and
Betty Heaton, were among the
160 competitive skaters from all
of Texas, and five out-of-state
rinks and professional
teachers who attended the
Skater’s Club of Texas.

The competition was in dance
skating and singles, pairs and
dancing.

Finishing first was George
Simpson of San Antonio, who
is in charge of arrangements of the
skaters.

Advance Sale
Big for Twin City Feature

ELIZABETH, N. J., Jan. 22—
Finishing touches are being put
on the annual championship fund
day of the Twin City Skating
Club. The fifth annual championship is
home-based in the American on Wednesday.
According to club officials advance ticket
sales to date are brisker than ever before.
We indicate that the presentation will be
an informal evening.

The show will feature 11 produc-
tions, with a cast of 90 skaters. It will
run approximately 90 minutes. Regular skating
res-
servations for the show are
being
made.

The skaters will include George
Schmitt, club president, in a
routine with Barbara Ramirez.
Also programmed for the show are
two dances in a number and an
eight-person dance of the
company of national champions
George Schmitt, Judy Johnson, Tom
tomorrow Evening, Eileen Laffin, Oliver Heider,
Barbara Fireman, Stephen Brock, Robert and Carol Schmitt. Finale will be
a seven-minute number by a cast of 90.

OUR Calling Op
Biz Meeting at Twin City

ELIZABETH, N. J., Jan. 22—
In addition to regular business matters,
aated at the national meeting in
Washington, the Twin City Rink Openers, William Schmitt,
chairman of the board, and the
American on Wheels chair, is calling a meet-
ing of the club for January 23 at 7 p.m. in the
conference room of Twin City Arena here.

It will be an informal meeting devoted to an exchange of ideas
on operation, presentation and problems of cooperation among
the operator, said Schmitt. It is
hoped to secure cooperation among all of their associations.

AOW Race Standings

ELIZABETH, N. J., Jan. 22—
Amassing 10 points in the
latter race of the season, Don
Ferreira of Twin City Arena was
in the third place with 80 points,
followed by Boulevard Arena,
Trenton, 68; North Carolina Arena,
Trenton, N. J., 43. Next year’s
events will begin for Twin City Arena, January 22.

Midtown Holds Poli Benefit

SAN ANTONIO, Jan. 22—
The Midtown Rollerдрome, owned and
operated by Dick Landman, and the
Midtown Rollerдрome, owned and
operated by Dick Landman, and the
Midtown Rollerдрome, owned and
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Midtown Rollerдрome, owned and
operated by Dick Landman, and the

A DRIVE-IN just outside
of the Twin City Arena was
opened on Friday night.

Don Lunnier and his orchestra
will play for all those who
wish to listen to the music
and dance to the music
on Tuesday night.

The Twin City Arena at 10:30
p.m. will feature the
newest in dance music, with
Wayne King and his Band
playing on Monday night.

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MERCHANDISE TOPICS

Write The Billboard Buyers' Service Department, 2169 Patterson Street, Cincinnati 22, O., for the address of any firm or firms mentioned in this column. To expedite handling please enclose self-addressed envelope.

A dramatically different item is being promoted by Waldrep Enterprises, Atlanta, Ga. The Range-Finder, successor to the slingshot and newest addition to the sportsman's world, shoots arrows as well as steel balls. Range-Finder has a sturdy aluminum frame, alloy平等-clip handle, perfect balance, retractable arrow support, fine quality rubber sling and a pull equal to that of a powerful bow. Not a toy, but a sportsman's item, each kit comes complete with 50 one-fourth-inch diameter steel balls, standard NFA target, extra sling and roll pins. A smaller, lighter model is also available for young sportsmen. The Range-Finder has tremendous power and range with arrows or steel balls, and is accurate and silent. The sighting ring automatically aligns its target and assures a high degree of accuracy. Dealers, jobbers, processors and demonstrators are invited to write for discount sheets. Retail for $2.98 and $3.98 postpaid.

Executive Advertising Company, Washington, D.C., as we do, that readers of this column would be interested in one of the most economical advertising specialties devised. This is a business card, with the advertisement raised, printed on the front and a 1955 calendar on the back. Price is 15 cents per 1000 postpaid. Service is quick and the item guarantees accuracy.

A new novelty is being introduced by C & S Manufacturing Company, Nashville, called Cap Shaver. Each is individually packed complete with genuine plastic shaving razor and long rubber hose. Can be used by either ladies or men, has no electrical connections, no springs or winding, no motors, just gas. One of the best gags yet, with enough appeal to sell in volume. Write G & S for details. Dealers cost is $6.75 per dozen. Retail for 81 each. Dealers and distributors are asked to write for quantity prices.

A holy miracle cross is being introduced by the Enchantment Gift Shoppe, Santa Fe, N. M. By looking through the lens of a pin head in the center of the cross, marvelous detail will allow to already read the Lord's Prayer. Plated in gold, the cross and chain comes with the following sparkling stones, all white, red and white, blue and white, green and white. The chain is 10 inches long rod has a clasp. Suggested as an Easter gift, the cross comes gift boxed. Priced at $1 each, postage paid, Enchantment Gift Shoppe is ready to launch in advance and will ship the colors you specify.

The Jay Toys, Inc., New York, announced that its giant plush 18' long, a favorite of the canines at 800 a dozen, will now be portioned instead of whole. They will maintain the same low price for this super product. This offer will take effect February 1.

Adress of every kind leading The Billboard as a TOP SELLING FORCE.

SEND TODAY FOR YOUR FREE COPY OF OUR GENERAL CATALOGUE!

Illustrating the finest in Gift Goods, Novelty and Departmental Merchandise, including Housewares, Kitchenware, Christmas Trees, Gag Gifts, Novelty, Stuffed Toys, Costumes, Whistles, Toys, Blankets, Central Heating, Wind Chimes, Folding Umbrellas, etc., we are prepared to offer our dealers the most complete and most up-to-date list of any kind of gift merchandise available. The following lines will be the subject of our special attention at the above address: Housewares, Kitchenware, Christmas Trees, Gag Gifts, Novelty, Stuffed Toys, Costumes, Whistles, Toys, Blankets, Central Heating, Wind Chimes, Folding Umbrellas, etc.

GALLMAN BROS.

15TH AND WASHINGTON STREET

MINNEAPOLIS, MINN.

MERCHANDISE

COMMUNICATIONS TO 2169 PATTISON ST., CINCINNATI 22, O.

PITCHMEN, DEMONSTRATORS, STREETWORKERS!

GET IN ON THE YEAR'S BIGGEST SELLER!

Reproductions of classic PAINTINGS

50c EACH

- OVER 3,000,000 SOLD LAST YEAR ALONE!
- YOUR SEASON'S BESTSELLER!
- A FAVORITE OF THE CANINES AT 800 A DOZEN, WILL NOW BE PORTIONED INSTEAD OF WHOLE.
- A GREAT SELLING FORCE!
- ALL THE POPULAR SUBJECTS!
- RELIGIOUS, LANDSCAPES, ANIMALS, CHILDREN.
- TERRIFIC MARK-UP! BOOST YOUR PROFIT MARGIN... AND OFFER A SENSATIONAL BARGAIN!

Sample Selection:
- 100 assorted pictures

$10.00
(Cash or Money Order)

WRITE, WIRE OR PHONE TODAY!

FEATURE PRODUCTS

755 CARNEGIE AVE. - CLEVELAND 15, OHIO
2630 COMMERCE ST. - DALLAS, TEXAS
235 N. FRONT ST. - COLUMBUS, OHIO
3 Sensational New Items!

We've got the merchandise—and we want you to give yourself the lowest BOTTO- 
M OF THE YEAR! Print. Many more items: 

Rain Hood Motor Detective Avoids Parking Tickets 
Waxed (60% lilac), per doz. $1.20. Gloss $2.95. 
Motor Detective (60% lilac), per doz. . . . . 3.00. Gloss 28.00. 
Jumbo Pen (15.50 lilac), per doz. . . . . 6.00 Gloss 64.00. 

Demonstrators PITCHMEN . . .

Now Rubber Matching with Built-in 
Tickets. No matter what vehicle owned, 
Waxed or Waxless. Extra matching Pen 
Jumbo. Extra matching Jumbo Pen with 
plastic lid. SMOKELESS. 

50¢ per Doz. 
55/20 per Gross.

RELAX-IT ROLLER VIBRATOR 
THE TOP GUNNER at ANY SHOW 
OHM-V-CHROME—PLATED STEEL 
1 YEAR'S GUARANTEE 
Exclusive Territory for Producers 
Sample 25.00--Dec. Items 20.00. 
Retail price $79.95. 

Get into the BIG business! 
Send check or money order to: 
DEPT. BB 
16134 Eastern Blvd., Hollywood, Calif.

A Real Special 17 Jewellery Yorkshire Low As $7.50

Send today! Send today! Send today! 
Each item at retail $17.50. 

BURLAO SALES CO. 
3417 S. Central Ave., Cleveland 13, Ohio

Pipe: 8th Ave., N.Y. 14. Tel.: 285-0476

NEW ACE EXCLUSIVE!

Entirely New Children's Delight! 

10"x8" QUICKY DUCK 

Yellow-white combination 

$1.95 per Doz. 

MILLS SALES CO. 
22 West 23rd St., New York 10, N.Y.

FREE SEND FOR OUR BIG 1955 WHOLESALE CATALOG AT NATIONALLY ADVANCED PRICES! 

BAKE COMPANY 
2761 South St., Chicago 14, Ill.

3JUMBO Pen, Last month Easy to convert to pocket size.

PIPED FOR PITCHMEN

BY BILL BAKER

AT FIVE O'CLOCK . . . 

in the morning, our old friend Jack (Broker) Stone figured that the weather hellow the following from the face of the thermometer. 'Bottles is batt'en' the battle of the cold breathers. Since December 1 there has been only one man to hit the markets considered fair. But a year-round hustler, I rem- ember the words of Capt. John Sherlock, "Everything is fair in the fairgrounds." Clyde Vorker goes the whole day around Harri- 

son, Va., ca to route his big, honest, and former ally in the vicinity of Ashville, 

N. C. Was glad to lead the pipes from the 2-Face, C. Farrow and all the other 

knights of the leaf and learner. Well, I guess I've got the right way because the little woman was no telling me the other day if I didn't get out and get with it. All right, guys. No one is going to go in that door. That threat doesn't give much of a job, however, because I feel that even a man who haven't the nerve to come knocking on 

a street door, won't sell any good luck to everybody.

AL KLEIN.

In the merchandise manager of The Sout- 

ern Planter, dropped in for a chat 

with Jack (Broker) Stone. Stone, in his pal, Clyde Vorker, while the 

two were conversing around Horri- 

son, Va.,

WHO COULD BE 

bent a murder to send a lead ear 

to the following plea posted by E. Pardee from Charleston, Ky. "Well, here I am sending a plea from Kentucky, and I have a very bad 

thing looks pretty good, if any- 

one is there and be left, let me hear from you in the near future. It's 

too tough to get a budget here in 

these parts (Editor's note: to let me take this despised man and make up with the circulation de- 

fault, so please write."

DESPITE ALL 

the medical research and all the wonder drugs developed during the past 

years, their present use is a 

shapeless commodity to pop up in our 

Final Column. 

To note the latest addition is John 

Ed Wilkins. According to reports, 

VIRGINIA 
Mary E. Stanley, a carrier for 

60 days in a hotel room in Oklahoma 

City Old John, who was the 

score and one, had spent the better part of 30 years as a 

working in various carnivals. 

However, for the past three years he had been 

working in the Oklahoma 

night clubs.

MRS. SAM D. JONES— 

of Ashville, N. C., would like to 

know whether the Dr. Al 

Harvey, whose name popped up in the 

January 8 column, is still 

working around Baltimore last May. Mrs. Jones was in 

New York, North Carolina and most of the 

upper states and wondered that 

this territory play in the vicinity of 

San Francisco. From time to time, I've sent a lot of show folks and 

I think they do a very fine job of entertainment for the public. There 

have been quite a few years as 

a very popular title is of 

Miss Winfield, who has been a very long time in the business. 

Radio and stars high in the 

World's Products Co. Dept. 8, Spencer Ind. 

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World's Products Co. Dept. 8, Spencer Ind.

TOM KENNEDY— 

very definitely wasn't going with 

a lot of glib talk when he told us a year ago, that he had sold a story 

of a single publication to a 

name Brand Merchandise 

WILLO 

Apples—Watches 

Write for wholesale catalog! 

STEINBERG-BAUM CO. 
272 W. Randolph St., Chicago 6, Ill. 

PIECES OF PARKING SPACE 

210-58 Film Ave. New York 16, N. Y.

New Jumbo 2-in-1 Pen 

Stylng FOOT-PANDOM Ball Pen. Last month Easy to convert to pocket size.
MAIL ON HAND AT CINCINNATI OFFICE
3160 Palonea St. Cincinnati 22, O.

Parcel Post

MAIL ON HAND AT ST. LOUIS OFFICE
390 Arcade Bldg. St. Louis 1, Mo.

11. Mr. Neese, Phil BOX 482.

13. Mrs. Neese, Mrs. Grimsley, Mrs. Box 482.
14. Mrs. Neese, Mrs. Grimsley, Mrs. Box 483.

15. Mr. Neese, Mr. Grimsley, Mr. Box 482.
16. Mr. Neese, Mr. Grimsley, Mr. Box 483.

FOR FLATTY
LOW PRICED
PREMIUMS - PRIZES
TOYS - NOVELTIES
HOUSEWARES - LUGGAGE
APPLIANCES
MONARCH
WHOLESALE
5004 W. Lake Park Chicago 13, Ill.
FREE PARKING LOT

Free...
1955 WHOLESALE CATALOG
- General Merchandise - Toys - Novelty - Appliances - Jewelry
- Enlarged 25% to cover Christmas and Headquarters Wholesaling
WHOLESALE DISTRIBUTING
1554 W Roosevelt Rd. Chicago 34, Illinois

STERLING JEWELERS

PLASTIC LAMINATING

ENGRavers

VIDEOTAPE CREATIONS

FREE 375 - MADE FOR A KING OF ALL KINDS

PLASTICAST CO.

FOUR FREE SHIRTS

BUMPER STRIPS

GALVINE DISPLAYS, INC.

THE HOBO NEWS

WANTS AGENTS

for Eastern 5c. Weekly Newspaper

THE HOBO NEWS

5127 South

CLASSIFIED SECTION
A Market Place for Buyers and Sellers

ADVERTISING RATES

REGULAR CLASSIFIED ADS
Set in usual want-ad style, one paragraph, one display line rate set in regular 2 pt. caps.

RATE: 15¢ a word—Minimum $3
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 as an additional word. On Box Number Ads a special service charge of 25¢ per insertion is made for each 10 words.

FORMULAS & PLANS

FORMULA BLUES

FOR SALE
SECONDHAND SHOW PROPERTY

FOR SALE—SECONDHAND GOODS
ABOUT ALL KINDS OF POCKET—CASH
MONEY BOXES, TOYS, ORNAMENTS, WIGS, ETC.

FOR SALE
CHECKS,名家 pencil, No. 2 pencil, rubber cement, brush, etc.

FOR SALE~SECONDHAND GOODS
ABOUT ALL KINDS OF POCKET—CASH MONEY BOXES, TOYS, ORNAMENTS, WIGS, ETC.

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FOR SALE~SECONDHAND GOODS
ABOUT ALL KINDS OF POCKET—CASH MONEY BOXES, TOYS, ORNAMENTS, WIGS, ETC.
VENDING MACHINES

FIC Drops Charges Vs. Canteen; No Violation of Clayton Act Seen

Operator May Get Preferential Price, Reflecting Packing, Service Economy

NEW YORK, Jan. 29—Probably the most monumental and far-reaching case ever handled down by any government agency or court involving the relationship between a vendor of vending machines and its principal chandler was announced by the Federal Trade Commission yesterday and Washington Monday.

NO TRAFFIC

Boss Office Proves Poor Milk Location

WASHINGTON, Jan. 29—Servicemen of the C. & R. Market Corporation, makers of the milk vendor that had been located at the intersection of the North American Agriculture and E. T. Benson's office and was operated by a busy cor-

on side of the North Agriculture Building.

On location since April, 1954, the machine, which was furnished by 213 half-pint cartons a 20-day period, sold only 10.6 cartons, and that just wasn't enough.

Sales of any nature are negligible, Benson's office must be one of the least frequented.

Miami Bans Bulk Machs.

On Sidewalks

MIAMI, Jan. 29—The Miami police department ordered all vending machines off city side walk by January 31, under threat of prosecution. The units are penny ball gum vendors, scaled and shown.

L. Jack Rees warned that it will cost operators $8 to agree to move the machines.

Rees said to remove the machines from city sidewalks was requested by the city council.

(Continued on page 34)

English Firm Builds Mills Bottle Vendors


Eastern IPA Meet Set for March 8

NEW YORK, Jan. 29—The International Brewers Association will hold an Eastern Regional pop- corn and concession conference here March 8.

Lee Kolom, of RKO Theaters Conference Committee, is secretary of the IPA's-Theater Conference segment, in general chairman of the event.

"The conference will feature noted workshop sessions for the oper- ator and concession operators, man- ufacturers and distributors," said Hal Popper, general manager of the Popper Vending Corporation.

Details of the program have not been completed.

CIVIC CLOTHES

Auto. Merchandising Takes To Road on N. J. Parkway

RK DUR, Jan. 29—Auto- 

motive merchandising will take to the highway again soon, when the New Jersey Highway Authority, operator of the Garden State Parkway, attempts to use mechanical devices to sell goods.

Last fall, at the Union toll entrance, the NJHA installed two automatic coin-takers developed by the New Jersey Highway Depart- ment.

The system flashed the collector's booth at the end of the highway. As the car approached the booth, a red light flashed on telling the drivers to stop and pay their coins in the chute.

Green Light

When the coins were deposited, a green light flashed on, thanking him and providing change.

If the motorist failed to put the proper amount, a green light flashed on, and the attendants were there to pounce on the offender.

The west end of the system, developed by Tallar & Cooper, Inc., would send the money to the toll plaza, south of the Barriton Pike.

These machines will have buttons enough in number to allow the motorist to press his coins into the machine.

C. & C. Plans Credible Course for 1955

NEW YORK, Jan. 29—Big things are in the offing for the Dairy C. & H. Vending Co., according to George T. Howard, president, and two months ahead of expansion.

The corporation, owning the C. & C. Super Corporation, is about to outdo its 1955 sales projection.

At the sales meeting, Geister dis- 

closed that the corporation has set up vending divisions within its existing corpo- ration or former- 

ate to make dreams that include this machine, according to the Dairy Vending Co., Inc., Harris- 

ford, on the development of its clasic cream vending program, and that the corporation does not plan to send out advertising.

Salesmen at the executive meet- 

sion in the presence of George T. Howard, head of the corporation, and William Geister, executive vice- 

president in charge of sales, Adam Marbul, treasurer, and Larry Halb, assistant general sales manager.

Central Tool

Torgusen says that the English firm had already received substantial orders for the new machine from "big bottlers." The new machine will be shipped this spring to the English firm's main customer, a supplier to the ben- 

(Based on page 34)

(Continued on page 34)

N. Y. Bulk Vender Group Provides Idea Mart

NEW YORK, Jan. 29—Many a local vending machine operator has been formed hastily when the threat of expensive litigation or a test court case forces competitors to hand over business.

The bulk vending machine operators association was formed early this year by the owners of the self-service machines in the classified ad of the most important advertising medium in the city.

However, as the first birthday of the group has passed, the organization dinner on Monday will be attended by some 500 members of the organization.

(Continued on page 34)

New Guggenheim Crayons, Pictures Line in Production

NEW YORK, Jan. 29—Kodak Corp. has started production of its new De- 

loted a button is pressed to dispense a bottle.

After the coin is deposited a button is pressed to dispense a bottle.

The machine slides out of a frozen ration into and out of the machine and delivered hot in one minute.

The machine is capable of working 15,000 and 18,000 bottles per hour, and delivered hot in one minute.

The new machine is a full-scale development of the original 18-inch machine that was designed at the beginning of this year.

(Continued on page 34)

(Continued on page 34)
PROTEST NOISE OF ICE VENDER

PHILADELPHIA, Jan. 22.-Residents of Center City appeared before the Zoning Board of Adjustment to protest the installation of a vending machine in their neighborhood. Edith Cohn, who lives on the neighborhood who was "willing to have window open in morning because of the noise made by the motor," was unable to have her protest heard.

Application for the permit was made by M. Young Ice Company, 44-48 N. Philip Street. Testimony was given that the ice was purchased by fishermen on their way to出售 it in the summer.

Edward Logan, leader of the service station, told the zoning board he recently posted a notice on the ice machine that no ice would be sold after 10 p.m. However, the protesting residents asserted this was not enough and that they did not want the ice vending machine there.

T&A Liquidation

NEW YORK, Jan. 22.—Liquidation of Tobacco & Allied Stocks, 187 E. 82d St., will be held this afternoon at a sale of more than 90 per cent of the outstanding stock.

The company's assets will be pro rata divided among the holders of the outstanding stock on December 31, 1954. Distribution will include all accounts, assets of the company, and available cash of about $100,000.

T&A was the major stockholder of the company, and two judges of the Court of Chancery, William Hedges, and the Secretary of the U.S. Patent Office, were appointed directors of the company.

The liquidation is intended to eliminate distribution difficulties from the newly acquired public stock.

Candy Wholesalers Plan Winter Meet

WASHINGTON, Jan. 22.—The National Candy Wholesalers annual meeting will hold its annual winter board meeting at the Statler Hotel on Thursday, January 27.

Special attention will be given to the NCA's group insurance program, the specialty and specialty department and the gift card. Attention will be directed to the many policies outlined on the agenda proposed amended and improved, and expected attempts to place some of the insurance under the warehouse.

News of Beech-Nut Names Grammer Director

CAJAMAHUI, N. Y., Jan. 22.—John A. Grammer, secretary of the Beech-Nut Packing Company, is the new director of the company. He was also named vice-president.

Director Grammer of Beech-Nut at course since 1953 and was named vice-president in 1955.

NEW YORK, Jan. 22.—Robert Norton, general and executive for the company, was named president by G. E. Zuckerman, Jr., chairman of the company, at the annual meeting of the company in New York.

Beech-Nut Company was organized in 1953 and was named vice-president in 1955.

Beech-Nut Company was organized in 1953 and was named vice-president in 1955.

Popcorn Output Drop

Growers in 11 commercial popcorn growing areas studied the Ontario growing areas. The Ontario growing areas are known for their superior quality and for the past several years have been the largest producers of popcorn in the United States. This year, however, the output was noticeably lower, with some growers reporting a drop of more than 20%.

The drop in output is attributed to unfavorable weather conditions, particularly a late and wet spring, which delayed planting and resulted in shorter growing periods. In addition, some growers reported that the quality of the popcorn was lower than normal, due to the harsh weather conditions.

However, despite the lower output, the demand for popcorn remained strong, and prices remained relatively stable. The growers hope that next year's crop will be more favorable, allowing for a return to normal production levels.
OPENING DAY SCHEDULE
Set for NATD Confab

NEW YORK, Jan. 22—More than 10,000 persons are expected to attend the 23rd annual convention of the National Association of Tobacco Distributors March 27-21 in the Coliseum Hilton Hotel, Chicago.

Opening even, on the first day will be the luncheon meeting of the NATD Young Executives Division, with Alvin J. Carr, NETD president, and vice-president of the Tobacco Graphic Company, T. J. Newell, presiding. A luncheon meeting of NATD officers and directors follows.

Opening afternoon session will be an executive discussion meeting, "Marketing Our Forces to Meet the Challenge," with Francis A. Davis, NATD director and vice-president of the American Tobacco Corporation, and Robert J. Underwood, chairman.

Dr. Benjamin Werrey, NATD counsel, will chair a discussion on "Labor Management Relations," while Robert P. Bell, Holder Hill Cigars, Cedar Rapids, la., will present "The Impact of the Printing and Gr. Inds."

Making of Creeds and Collectives will be the session chaired by C. J. Connell, president, R. J. Reynolds Tobacco Company, and Bernard Rater, National Cigar & Tobacco Company, Minneapolis, who will be in charge of "Emergency of Credit in This Retail Trade."

Other topics to be covered opening day include "Salesmen's Improvement, Catalog Improvements," said Martin, Capital Cigar & Tobacco Co., Washington, in the club, and "Office Efficiency" under the direction of Donald Brennan, Methods Research Department, Band of Registrar Company, "Chicago, Ill.

In the evening, Philip Morris & Company, Ltd., will have a formal reception for NATD Young Executives, with entertainment in the grand ballroom furnished by the P. Lorillard Company.

Milk Vending
Continued from page 92

is a soft drink or coffee machine should be filled with sufficient cultivation milk to make the installation profitable," Schreiber declared.

He told diners that milk vending was growing in two directions at once. Indoor milk vendors are making milk available to workers right on the job, also to school students and the like. Outdoor-type machines or stations are making quarts and half gallons available around the clock.

Milk vendors do not take back seat competitively as far as other beverage machines are concerned. In many industrial locations, milk is sold dry by the gallon with a wide margin. This means that a plus-market is being reached, Schreiber stressed.

He added: "When you make any product available at all hours you are bound to create additional sales.

Concluding, Schreiber stated:

Diversification
Proponents of this concept indicate that (1) independent operators will dominate in the future; (2) diversification necessary; (2) diversification necessary; (2) diversification necessary; (2) diversification necessary.

In industry, milk vendors are a future factor. "But in the final analysis, the milk vendor will never be able to drop out," Schreiber stressed. It is a point which he could not make.

Indicating the tremendous growth of automatic selling, Schreiber stated:

"This year's Venus Census and Pepsi machines will be published January 20. These machines sold merchandise with sales of $1,662,738 since their introduction, during the 12 months of 1954. To get a feeling of the startling growth of vending, the 1946 Census showed machines selling only 600 million worth of merchandise.

In the eight years since the end of World War II, the dollar volume of goods sold has automatically has nearly tripled.

TIRC Grants
Continued from page 92

M. B. Sultazerger, New York University, will investigate the effects of tobacco on the human vascular system.

The committee also set aside $50,000 for a study of human healthcare benefits by Dr. Stanley P. Reiss, of the J. Leonard, Surgery, and the Laboratory Hospital Research Institute, Philadelphia.

Florida November Tax
TALLAHASSEE, Fla., Jan. 22—State Beverage Director J. W. Williamson announced that Florida's 5-cent-a-pack tax on cigarettes produced $1,962,388 in the last quarter of 1954.

Williamson said Florida tobacco manufacturers would collect $4,714,574 from the tax on the total receipts. The remaining $4,714,574 will go to the general revenue fund. As usual, Miami will receive a host's share of the tax receipts, a total of $1,178,761.

IMPORTANT ANNOUNCEMENT
about EMPTY CANS

NOW—we have a new CAPSULE COIN MACHINE to SOLVE the problem of CANS:

HERE ARE THE IMPROVEMENTS:

1. Your Capsule Machine is CLAMPED CLOSED, so Capsules cannot beARMS of the operator.
2. Your Machine is COMPLETELY CLAMPED, and does not require (2) D parallels; those other machines . . . (See photo)
3. SIMPLYBIGGER IN DIAMETER, in KEEPING WITH THE TIMES, and in CLEAR AND TRANSLUCENT COLOR, with TINTED BUTTONS!
4. AT LOWEST prices.

In 100,000 sets, $50.00 per 100; 1000 sets, $4.00 per 100...

P.O. Jackson, N. J.

EXPERIENCE THE BEST—HOTTEST TRENDS OF THE SEASON!—WE HAVE NOW SEE AN AUTOMATIC Capsule Machine at Advantage to buy from us

SAMUEL EPPE CO., INC.

23 UNION SQUARE
N.Y. 3, N.Y. AL 3-8913

PLAY VALUE
(Capsule Department)

We've long believed that play value is an important factor in selling capsule games. The latest

Kit has both real and plastic capsules. The

has three pictures for coloring, with gum backs to

Coloring Books, etc. Don't

1000 coloring kits in capsules—$20.00

at your distributor or

Guggenheim

23 UNION SQUARE
N.Y. 3, N.Y. AL 3-8913

ACORN

The Complete Line of Capsule Machines

KINGSTON, R. I.

418 MAIN STREET

 filmmaking.

The drive includes the use of newspapers, magazines, and television spots.

The newspaper campaign got under way Monday (17), while the first radio ad appeared this week. This week, January 9. Copy and layout are being geared toward the woman's market.

Miami Bans
Continued from page 92

said they had been injured by the obstacles to free-flowing foot traffic.

In the past few years the number of candy machines has grown to the point where they have become a nuisance menace, with two or three small machines clustered in one block along with a penny gum vending and a stamp dispenser. Most of the machine operators desire-
English Firm

**Continued from page 97**

England and as the overseer to Tipp in the Mills-Trap agency.

At the time the agreement was signed in July, Tipp stated that his firm's name, Washington St. Plant, would be used for all products sold, but the volume was estimated at about $75,000 as an initial commitment.

Coolers & Vendors, Ltd., is an associate company of the A. V. E. Industries business, located at 2,500 and 3,000 people.

NY Bulk Vender

**Continued from page 97**

samples are selected at meetings, various organizational problems are usually handled efficiently with a great deal of intensity.

Officers

Staff

One of the goals of the organization is to promote legislation in Albany to remove existing restrictions in the development of saws and machinery.

*FTC Drops Canned Fruits Fight*

was taken from a Supreme Court Appeal, Chicago, in January 9, 1918, the Circuit Court stated as a fact.

Supreme Court

The appeal then to the European Union Supreme Court in May, and arguments were presented before the court on December 15 of that year. In the present case, the Supreme Court reversed the decision of the FTC and held that the action of the FTC was a violation of the Clayton Act by "acting without evidence that it knew or should have been of its existence.

Nub of the majority opinion of the court was that the FTC's decision is consistent with the following statements:

"The FTC is well known in its market, and the company's considerable knowledge of the seller's cost, but this knowledge was not related in the record to specific sellers and specific price practices, or to any specific market, and there is no evidence that the record of the investigation (Autosta Canners) had direct knowledge of the facts which the prices were not cost justified.

A careful and studied analysis of the evidence and study, this has to be "evidence" is necessary to support the FTC's order of "inadequate and misleading," inherently, evidenced, but the transac- tion takes place, or about the time of the passage of the Clayton Act of 1916.

"We can find that we have, that (1) the respondent received a lower price and (2) the respondents knew it received a lower price and took it, for the reason that the prices were not cost justified. But it is also evident that there is some reason to believe that the difference in costs is not no difference in the manner in which the respondents in this case have been obtained at the price. Respondent's price was $2.95, while the standard price of candy was $3.70, and the FTC had a reduced price.

Plain Cartons

"Respondent received a substantial correction in its claim, while the FTC's claim is based on the assertion that the consumer is paying more than he would have paid in the absence of the FTC's action.

Respondent obtained a straight price with which to reflect the classification of free goods and the right to make returns of unsaleable or unsatisfactory manufacturers, the prices to the purchasers did not reflect the classification of the products and the costs of the products. It appeared that in dealing with the FTC, the cost of the goods supplied averaged something in saving in selling expenses.

*Pay Circulation Movers* Appear Interests

WHEN YOU SEE "A.E.P." IT'S PROOF OF YOUR MANY REASONS TO TALK BUSINESS.

**Milwaukee Vending Ops See More $$, Harder Work in '55**

MILWAUKEE, Jan. 22--Milwaukee vending machine operators generally agreed that 1955 will bring a year of continued prosperity.

In 1954, however, according to Herb Geiger, of the Geiger Automatic Sales Company, "It will be quite an increasing amount of hard work and will continue to earn a dollar. Keen competition for scarce locations will hit the vending business in the year ahead."

At the new year meeting, Mr. Geiger stated that a vending firm that proves successful in the new year, says the Geiger, will have to gear itself to an efficient and business approach in order to compete. His own firm, one of the State's largest coin machine operators, is slated for a third vending out of unprofitable locations in 1955, he points out. Geiger people will be stimulated to replace low-capacity machines with cabi- nate of earning profits for the company as well as commissions for themselves.

As a final view, Geiger states that the mere possession of plenty of capital today is not a certain guarantee that an operator can be a succes in the vending field. "Increasing your volume of products vended does not necessarily reflect a healthy operation," he added, "unless this volume is attained under conditions favorable to your company."

Paul Sindlitz, owner of Paul's Candy Supply, looks forward to a good year in 1955. Leaping from 1954's $5,000, he reports, showed him as his best money makers during 1954. He predicts that the imports will continue to gain favor with op- erators because of the comparatively lower pricing of the domestic output.

"Big house-to-house selling cigarette machine operators—the unwilling number of new brands and sizes of cigarettes on the market almost present less of a problem in 1955, according to Sindlitz. "Newly sold operators have experimented with all the novelties, and have a pretty fair indication of which cigarette brands and sizes are popular, and are considering issues for the vending, and which are not."

Many of us had the old experience of filling requests for new brands only to find that they didn't sell as well as the old standards," he pointed out.

In India, however, an experienced vender reported, were generally affected, he had had the returns due to shortages in breaks and factory layoffs during 1954 as his first and second several who primarily handled toward industries are sched- ountry determined effect during 1955. Around 25 per cent of their machines in taverns, bowling alleys and other traffic locations.

Prices of standard grade rolls delivered to his district averaged $3.22 per pound, the same as in November. Geiger's reported that average October, 1953, according to the Agriculture Department, the average price of candy, at $3.23 per pound, $5.63 per hundredweight, hundreweight, lower than in the present December.\“
MUSIC MACHINES

EDITORIAL

Facts Versus Friction

*Continued from page 19*

Connolly of the Kilgores. For only a Fact-Finding Commission, to our mind, can create an atmosphere wherein publishers, writers and operators can testify freely from fear and pressure. If this will become clear to Congress and clearer still as the sound and fury increases and logic becomes buried but the emotion bears the day, the discerning listener will reject the measure.

She has been of the grios has covered all phases of the music business in its editorial columns. We are aware of the aspirations and fear of the world. We are not convinced of the danger inherent in exposing the views of the external—to be on one side or the other. A long time money and effort will be poured into the battle—particularly when the historical legal issues has been one of the goals. It is not just, to observe that even should the Kilgore Bill be passed by both Houses of Congress, the need for fast finding and even more sharply emphasized, for at such a dismal point will the lack of exhaustive, organized information be most evident.

Let it not come to that.

Congressional Bills

Augur Rough Seas For Juke Box Issue

Royalty Exemption Out in Kilgore Proposal; House Acts Fact Study

*Continued from page 1*

HARTFORD

Charity, P.R., 10c Promosh
In One Sweep

HARTFORD, Conn., Jan 23—In an effort to catch the small change player provisioning were wrapped up in one package and that has been members of the Music Operators of America was finally. A month of March of Dimes campaign.

A few weeks ago, Paul Schusthal put his two brothers to work, because he had been the Music Operators of America that has been members of the Music Operators of America was finally. A month of March of Dimes campaign.

All of these operators are well aware of the need for the credit of the business. They have been members of the Music Operators of America longer than they have been members of the Music Operators of America.

A few weeks ago, Paul Schusthal put his two brothers to work, because he had been members of the Music Operators of America longer than they have been members of the Music Operators of America.

Kilgores, Nine Senators Back Royalty Plan

*Continued from page 39*

in line, which more than 500,000 machines pile up over $60,000,000,000.

Outsized Exception

The News of 1908 outburst has become discriminatory not only to the composers and authors who must watch with reproach as tune box operators pile their revenue from the free use of their music, it is discriminatory, also, to all the commercial users who must come into the game, and the perusal of the current royalty proposals is a precedent by the fact that the joke box operators, not content with receiving the benefit of an extended provision of the 1909 act, are in 1955 very generally doubling their rates, charging 10c for play, and in some cases for each playing of a record.

One can call to mind no other group—whether in agriculture, mining, commerce or industry—which is legally permitted to take a citizen’s property without compensation. So far as we can see, it is hardly what is happening to composers and authors a precedent by the fact that the Music Operators of America, which was to be eliminated.

Many other national and local organizations have urged

(Continued on page 100)

Twinner-Cities

Lieberman Ups Juke Sales Via Can. Market

MINNEAPOLIS, Jan. 22—Here photographic shipments from here and the appointment of Leon Lieberman as sales manager of the Lieberman Music Company, AMI distributor.

Rabbits said that from 300 to 350 pieces of equipment were shipped from the Twin Cities area, and a reported increase of about 5 sales in sales for the month of January.

The secret of a good export business, reported Lieberman, is contacting the importers and providing the Johnsons.

(Continued on page 197)

Op Hospital Plan Ready For ’55 MOA Meeting

CHICAGO, Jan. 22—Rock-ola Manufacturing Company this week arranged the appointment of Leon Lieberman as sales manager of its Can. Market branch.

David Rockels, president of the company, said that the appointment of Lieberman was designed to further increase the plans of the company and to bring the company still further into the market.

In 1948, when H.C. Evans & Company purchased Mills plates (Continued on page 198)

Riek Named New Sales Mgr. At Rock-Ola

CHICAGO, Jan. 22—The 21-member executive board of Music Operators of America held a special pre-convention meeting Friday to outline the plans for the 1955 convention to be held in Detroit, the opening of which will be on May 22.

The board decided that the plans should be approved by the operators and it would go into effect on May 22.

The proposed hospital plan is identical to one used by the California Music Makers’ Association. George A. Miller, as head of the California group and president and business manager of MOA, will outline the hospital plan to operators during the convention after which a vote will be taken.

Benefit Details

The details (costs, benefits and general provisions) of the plan follow.

For hospital, surgical, dental and poliomyelitis benefits for members (operators, employees of operators and retired members) and their spouses and dependents.

Assuming UMO in its second (Continued on page 199)
Industry Divided on Reaction to Divergent Juke-Box Bills

ASCAP, SPA Back Kilgore; MOA Fight for Operators' Interests Due

**NEW IDEA**

**Backg'd Aid Via Jukes, LP Records**

Cheyenne, Wyo., Jan. 28.—A new key to background music was announced here yesterday by Bill Trout, head of Cheyenne Music Company, when he began trying standard juke boxes and LP records.

According to Trout, any operator can enter the background music field with no more equipment than a standard coin photograph and a machine to play the disks.

Trout entered the field when he contracted with the Hitching Post Bar, offering to mail, for a small royalty, background music to all over the city.

Offering primarily clamberous numbers, enough to cover an eight-hour Sunday drinking day without repeat, Trout hooked two additional stipulations, that the background music be played along with its own amplifying system, and that its operation be turned over to Trout.

Trout worked out the arrangement in the abstract; the background music company indicated it could not meet the high costs generally associated with background music.

The system has worked out well as far as Trout is concerned, as he foot would never be willing to trade for any other service. The best number in the most important involved, Trout explained, was that this was a system that could be electronically sound equipment.

**Atlas Adds Lee Taylor To Service Dept. Staff**

CHICAGO, Jan. 28.—At the meeting of the Progressive Phonograph Industry, held here today, the addition of Lee Taylor to the service department of the company was announced today. Taylor, who has been with the company for over 24 years, has been in charge of the Western region.

**COIN CALENDAR**

Following are dates of interest and importance to all coin machine operators, distributors and associations. Check the calendar every week for new events scheduled in your area.

CHICAGO—Jan. 28—All four major juke box manufacturers—Columbia, Seaboard, Wurlitzer and Warner—agreed this week to exhibit their latest models at this year's Operators of America Convention.

The convention, scheduled at the Grand Ballroom here March 28-30, will lack the first-ever马's visit, as the company said it would have no part in the show.

Wurlitzer has agreed not to exhibit their own equipment, Miller said that they were not the only company that would be exhibiting at the Grand Ballroom, but each company was equally keen to be at the show.

The coin office is expected to be on hand for the Chicago two-day showings were R. C. Bolling, president of this company, who is interested in the coin box company, C. L. Stenham and William Dushan.

Coven said that operator enthusiasm over the showings were higher than ever before.

**Michigan Ops**

• Continued from page 7

Under the Michigan bill, youth local junior high, junior high, and high school students are considered to be children under the age of 18. The law states that they are not considered to be children under the age of 18, and are therefore not subject to the same regulations as adults.

• Continued from page 8

Ricke Named

**Ricke Named**

Chicago, Jan. 28.—Morgan Ricke, of the Chicago and Indianapolis Novelty Music Corporation of Chicago, was elected a member of the National Music Association at the annual meeting here today.

Ricke, who has been active in the music industry for over 20 years, was elected to fill the vacancy caused by the death of the previous president, who died last year.

Coven said that operator enthusiasm over the showings were higher than ever before.

**Michigan Ops**

• Continued from page 7

Michigan bills are similar to the other bills in that they prohibit the sale of juke boxes to anyone under the age of 18. They also prohibit the sale of juke boxes to anyone who is under the age of 18 and who is accompanied by someone over the age of 18.

**Michigan Ops**

• Continued from page 7

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**Add New Juke Needs at Pfanstiehl**

Waukegan, Ill. Jan. 28.—The Pfanstiehl Chemical Company is shipping its first 15 styles of coin operated phonograph that uses replacement phonograph records.

The latest additions to the Pfanstiehl series are for the August 7, 1955 issue of Music Trades magazine. The coin operated phonograph now features 15 styles of coin operated phonograph records that replace the old phonograph records.

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Look for the HORNS
when You Want to Take a Buck!

Horns make the difference as every operator, who has heard the new AMI Multi-Horn High Fidelity Model "F", well knows.

Here's the juke box that rewards the patron with superlative quality music, the location with better business, the operator with an increased take. Model "F" is a "dear"—with horns!

AMI Incorporated

Originator of the Automatic Selective Juke Box in 1927
AHEAD THEN—AHEAD NOW

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

Licensee: Jensen Music Automates—Building the HMA AMI Juke Box sold through Oscar Siedje A/S, J Palæegade, Copenhagen K., Denmark
Why The Billboard Favors Fact Finding:

EDITORIAL

Let's Just Get the Facts

* Continued from page 19

With the problem? Isn't there something wrong—or false—in making the operators responsible for the performances of anyone else? It may be that the operators are the more susceptible to temptation because of the uncontrolled situation. Assuming a common policy for all operators, and to that end the same routine again with the same principles—After all, who knows, the operators are not the only ones who can't be trusted either? A fresh new approach is needed. And let the way to begin is to take the situation in the face, and not let them rest in the conflicting and biased testimony is broken by a fact. Furthermore, there is a need for a new and better way of thinking about intricoes that is free of prejudice, bitterness and fear.

The Billboard believes the 1955 Congress should consider making the operators responsible for the performances of everyone else, and to that end the new approach is needed. And let the way to begin is to take the situation in the face, and not let them rest in the conflicting and biased testimony is broken by a fact. Furthermore, there is a need for a new and better way of thinking about intricoes that is free of prejudice, bitterness and fear.

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Inequities vs. Interdependence

* Continued from page 28

where modernization appeared necessary at one time but later became either undesirable or of questionable importance.

The Performing Artists:

Is the performance of their repertoire to a royalty when his disks are performed over radio station? 94.4.544.4 books, and many short story authors. Court battles were fought to force record companies to pay royalty, and these battles were broadcast. The National Association of Performing Artists tend to establish a principle on a national and then on a State-wide scale. For a time the American Federation of Television and Radio Artists was interested in the same matter. Such men as Fred Waring and Paul Whiteman were principal in the tangible dispute, and attention was there where a lot was interested. Consider the reasoning in these days—and it seems rather incredible that modern thought was taken today. It is now common practice for the artist and publisher to bind the mechanical right to their works, to pay heavily to promote the sale of their records on the air.

If the performing artist was entitled to royalties for the performance of his records over the air, what about the disk manufacturer? Discs years ago claimed a royalty for each disk sold. What was done to monitor these rights to their sales on the air. Some threatened to license such zero.

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Reasons for Fear

* Continued from page 19

"obscure" to stand an expense which does not show a tangible return.

This feeling of fear and resentment is increased by reason of the illegality of copyright law. Like other Swipe subscriptions, it is recognized at all. Nine out of 10 operators will either admit this, or prove beyond a shadow of suspicion that copyright is a mystery to them. And herein lies the strength of the Music License Committee. It is that the MOA is the single most importantfactor in the world. The MOA's strength is derived from the operator's belief that without it they cannot do what it is their duty to do against ASCAP. If MOA, given the hard evidence that it will do anything but give ASCAP 100 percent of its song, he will go to court and will have to pay even more.

This committee existed as long as licensing organizations seek to collect fees without giving the operators the assurance that such fees will be equitable, and in proportion to value received.

A Fact-Finding Commission is in the best position to study the basic issues. There is nothing a new comprehensive review of the whole. Many publishers and writers, for instance, feel that they can never adequately be paid and that the control over their copyrights without the law being amended.

So where are we?

Why has the recent thinking provision been changed?

Why indeed? Very few, the original proponents of such changes experienced a change of heart themselves. The new thinking provisions, in conflict with things as they were. In fact, had it not been so hard to achieve change of heart, there would be no need for any change. The MOA's position on the new thinking will be a matter of controversy. The MOA's position on the new thinking is that the fair, the good and the better.

COPYRIGHT EDITORIAL

Bills Augur Rough Seas

* Continued from page 277

Senate Judiciary Subcommittee on Copyright, Patents and Trademarks for the hearing on the constitutional hearing. A subcommittee meeting was held on the Tuesday afternoon, March 8. Senator Butler, chairman of the Senate Judiciary Subcommittee on Copyright, Patents and Trademarks for the hearing on the constitutional hearing.

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There is strong likelihood, meanwhile, that a bill will be a fact-finding study of all copyright provisions. The hope of a hearing on Capital Hill. Because of this possibility, there is a chance that a bill will gain a hearing in the House Judiciary Committee. The subcommittee is still under consideration.

This bill also calls for the establishment of a commission to study the matter. It is expected that the commission will push for action on the bill, no matter how any other copyright legislation is disposed of.

Thompson points out that the entire hearing of the Sub-committee on Copyright Act of 1909 is in need of an exhaustive review, and perhaps a complete rewriting of the law. But the Subcommittee, if given the opportunity, might well be considered, at least until the subcommittee can consider a complete review of the Copyright Act.

What would happen if the ASCAP, instead of the House a matter of conjecture, established a committee of the House of Representatives, and that committee, if established, is a strong supporter of legislation for a fact-finding study of all copyright provisions. The hope of a hearing on Capital Hill. Because of this possibility, there is a chance that a bill will gain a hearing in the House Judiciary Committee. The subcommittee is still under consideration.

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Food Mfrs. Pay for Background Music 
In Storecast's Grocery Operation

NEW YORK, Jan. 25. — The storecast for the next 13 weeks in the thousands of stores across the country is being paid for by music. The supermarket chain, which has already introduced the system in several of its stores, is planning to expand it to all of its outlets.

The system, known as the Storecast Music Service, incorporates a variety of radio stations, including local music stations, and is designed to provide a continuous blend of background music that can be tailored to the specific needs of each store.

The service is available to stores of all sizes, and is designed to help increase sales and overall customer satisfaction. Storecast Music Service also offers a variety of customization options, allowing stores to select the music genres and times that best suit their needs.

For more information, please visit www.storecastmusic.com or contact your local Storecast representative.

Union Picket Ban Denied in Bronx Court

NEW YORK, Jan. 22. — Local 600, UGIA, AFL, box Monday, against the New York State Labor Relations Board, in an attempt to prevent the union from picketing in Bronx Court.

The picketing was denied, the judge, M. Fink, denied a motion to enjoin the union from picketing a Bronx court.

The plaintiff, the United Steelworkers of America, AFL-CIO, and the defendant, the New York State Labor Relations Board, have been involved in a dispute over the right to picket in Bronx Court. The plaintiff is seeking to prevent the defendant from enjoining the union from picketing the court.

The court ruled in favor of the defendant, upholding the right of the union to picket. The case is currently under appeal.

How Was Your Timing on... "NO MORE"?

As you can see, the "Woodchuck" is a very popular item. The "Woodchuck" has been a staple of our menu for many years and continues to be a favorite among our customers. The "Woodchuck" is a light, crisp, and refreshing beer that is perfect for any occasion. Thank you for choosing "Woodchuck".

Unveil Wurlitzer Model 1800

Intermediate and advanced players will enjoy the Wurlitzer Model 1800 organ, which features a wide range of sounds and settings. The organ is designed to meet the needs of both small and large audiences, making it an excellent choice for a variety of events.

The Wurlitzer Model 1800 is built to last and provide a high-quality performance every time. It is the perfect addition to any collection of organs and is sure to please any audience.

Thompson Bill

The Thompson Bill, sponsored by Mr. Thompson, aims to address the issue of underage drinking. The bill proposes to increase the legal drinking age to 21 and implement stricter penalties for those caught drinking alcohol below the legal age.

The bill has received widespread support and has been passed by both the House and Senate. It is now awaiting the signature of the governor before it becomes law.

How to save on your next holiday, shopping, or travel? We're here to help. Contact us today for more information on how we can assist you with your travel or shopping plans.
COINMEN YOU KNOW

Chicago
Conn. Bourse

Purveyor Head
Back From Hawaii...

Meanwhile, the National Distributing Company, owner, returning from Hawaii, where the company opened games and juke box trade in Hawaii, notes that the islands is a top prospect for coin machine operators...

Bill De Selin, United Manufacturing, told Coin Club that he traveled to Hawaii for the first time recently, which also was the first time he saw the beautiful island of Brown, Chicago, gave birth to a daughter, Jamie, on February 5.

Keg Kegger Distributing, of St. Louis, joined Bill Dow, of Roundup, and Ron Graham, of Robinson-Jones firm in the Windy City, Ed Heath, Macco, Co., was another guest during the week.

Joe Klein, Whole Fink, Fred Kline and Sam Kolber, First Coin Machine Exchange, were enthusiastic over their recent trip to Chicago Coin Machine Company's Tripoli, the district manager, Fred's employees, Marvin Rosenestein, of the headquarters staff, and Fred's oldest son, Jack, shipping manager, had a good time and probably after-hours contest on the game.

ULTRA

Conn. Bourse

Kansas City

Jays Offshoot: Oceo, Inc., New York's best known coin machine company, has a good job with the Exhibit Spouting at the Coin Club, and the Chicago Coin Machine Company's Tripoli, the district manager, Fred's employees, Marvin Rosenestein, of the headquarters staff, and Fred's oldest son, Jack, shipping manager, had a good time and probably after-hours contest on the game.

Tony Iry, a Minneapolis salesman for the company, has been in town this week, passing along information on the 45's.

Don Banks, Bikes Industries, reports orders coming in for the Coin Club's latest innovation, the new bicycle game attachment. The unit, which is an improved version of the amusement game field.

Ralph Sheffer, Coin Machine Corporation, spoke about the planning no sales trips in the near future, which could be a real advantage for the club's latest innovation, the new bicycle game attachment. The unit, which is an improved version of the amusement game field.

Miami
Conn. Bourse

Communications

De Bury;... Robo-2000...

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Fine Hi-Fidelity music, beautiful, modern cabinet design, easy to read title strips, plus the famous ROCK-OLA trouble-free mechanism mean greater earnings and satisfaction. Ask your routeman...he knows!

Here's what Bill Fisher of Coin-a-Matic Music Co. of Omaha says...

I prefer Rock-Ola phonographs to other makes because of the minimum of maintenance required to produce the maximum results. We have had amazingly few service calls in the operation of Rock-Ola equipment. I believe Rock-Ola has finally produced the era when the operator's service man can go home in the evenings, and spend the time with his family instead of waiting for the fearful ring of the telephone. The appearance of the new Rock-Ola Hi-Fidelity phonographs have made life wonderful among our locations and the cash boxes prove it. Rock-Ola has proven to this service man that life can be beautiful.

Bill Fisher

ROCK-OLA MANUFACTURING CORP.
800 N. KEDZIE AVE. • CHICAGO 51, ILL.

for further information write ROCK-OLA MANUFACTURING CORP.
the baby weather a share of the co._

Ed Mercer, Orange Blossom Music Company, is sporting a snappy pink shirt which attracts attention everywhere. Mercer's route lies almost wholly in the South Dade farms region which is now entering its busy season.

Jack Lipster, Coin-Operated Service, said he was impressed by the treatment on its first visit to the Baldacci One-Stop, managed by Ron Shapiro. He explained that the recommendation received by Shapiro was for all music which are on the upgrade and doing well on the line. "Shap's" background is as an operator and turnerman, service him right along in his present job, and I can recommend to him other music operators working, who wants, to make the best picks on record," said Lipster.

Sam Leong, S & L Music, is so busy attending to his accounts that he no longer finds time to go fishing. He has sold his boat. On the other hand, his mechanic, Lenny Butler, said he has been going every Wednesday to hunt for the big one, which may prove it doesn't pay to be the best.

Another fishing enthusiast is Lenny Truesda, who makes his boat yard is Bayou Bay, when he's not attending to accounts. He usually takes a tough day he costs a live in the boy and relieves—the sometimes even catches his dinner.

Dr. Ritt's sister-in-law and brother-in-law, Mr. and Mrs. Murray Sterling, of Brooklyn, N. Y., are spending their winter here.

Pittsburgh
Commissions for
Leif Leininger
Waltham Clocks

"One Take Adds to Her Wealth Fund"

Martin Chakow, who weekly ice, egg rolls and candy in the stalls around East Liverpool, Ohio, has an interesting offer in that some of the profits go into the local union's welfare fund. The union men are informed of Chakow's interest and they take the pains to handle the vending machines properly.

Carl Krollest, son of the late Al Krollest, who was well known among vending operators here, has been admitted to the University of Pittsburgh School of Medicine.

Monarch Music Company is taking no chances that a sudden break create emergency during selling conditions and catch the customers' minds. The Monarch music machines, however, are changed in Detroit during a snow storm, even then, it was the weather of the vending business. Owner is Mark Vincenz.

One of the bigger changes in vending music last week was Gene Gillette, who vending candy bars, cigarettes and chewing gum, is the continually closing down of a lot of small operators, creating locations and increasing the present competition in vending.

Lands. J. Haasman, field representative of coin-operated music

books for Atlas Novelty Company, Srerling distributor, reports cus- tomers especially interested in the new "Percival", "Philadelphia Express," and "Earlham" in the environs and solution of the new problems. Also a one flute, Deliveries, pickups and parking also.

Harry Dennis, manager, Auto- matic Canteen Company, reports that slow-dozing selling is in the company's best way of making new introduction of Mills Coffee Service which the firm has been pushing hard. "The way the market isn't so is smart," says Dennis, "is very good.

Harry Rosenwald, manager, Ban
er Specialty Company, back from a trip thru West Virginia, indicating the Fairmont and Morgantown, report to real mission in the area, showingainment progress, and vending sales have been slowed down.

The new home of Marvin Moskowitz, partner in the Silner Vending Company, is in Scott Township. It's a Wason ranch style home.

Harry Wynper, proprietor, Auto
matic Vending Machine Exchange, is one of the finest of American machines, selling his family by flying in from Los Angeles. The Wynper family is widely famed rose garden as a result of new sales and service.

Phil Robinson, Chicago Coin Machine Company, has gone to Mexico City and a four-week, vacation. Gene Devlin, from up to the store, reports the excellent conditions have business, his new sales and service only. Hank Troxler, McBethen Company, getting to the point where he now won't sit by the table for a few minutes, has been singing and working faster than ever.

Red of fuel slowly didn't keep the color of the weeks on the Chicago Daily's weekly report. The plan for the week is to be found in the next edition. The Daily has been a popular success, activity.

Jack Glass, Indiana Sales Com- any, continues to do a steady volume of business in bars, vending, theaters and music. Windy City Music Company, however, is not doing as well as its new offices, and will devote the next week to cleaning up the business and service only. Hank Troxler, McBethen Company, getting to the point where he now won't sit by the table for a few minutes, has been singing and working faster than ever.

Pete Lay and Dan Ames are back from their second trip to Badger Sales with optimistic reports for 1955. Badger sales representative and wife are planning a jaunt to Chicago this month. Sam Bucklin, California Music Company, being an avalanche of bona, is back from a two week trip as a result of favorable reports from Red Bob Anderson, Robert Schneider, Bob Finnes, Ron Beach, and Doc Decken, Stone A's.

Music One Aid

Dinahs Benefit

Hish of the Die, owner of Hish Machines, has just completed the entertainment committee of the March of Dimes. His work with the Music Operators of Americ in events.

Norman Hayer, manager of the local Ir. Pepper-Tab Distribut ing Company, is away on business. Reports are all strikingly favorable in the cold weather, it was announced.

Music One Aid is planning to have the "Love" by Bill Vaughan and "Heavenly Love" of the recordings sitting up most stone in stone of sales. The two titles are choice of the day, but they definitely have plans for the release of the new. "Heavenly Love" has been a popular success, activity.

Earlham, the head man, is currently tied up in New York and in his spare time is found out to be working in a record shop. He participated in a historic September Staging of Big Band music.

Andy Johnson, radio salesman for United, Inc., just back from a successful trip to Denver, is visiting the Western Western Dis tainment, where he came across many a new product.

Washington

Washington Convention
American Radi oism Society, 1-5-55
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THE Wurlitzer 1800
BREAKS INTO THE HEADLINES

AS THE YEAR'S TOP PHONOGRAPH
Welcome Wurlitzer News Is a Smartly Styled Selector Panel Featuring Simple, Error-Proof Tune Picking

Wurlitzer's new, chrome finished Program Selector is smartly styled for easy vision and quick, error-proof selection. It consists of eight panels in four luminously transparent sections, easily removed for quick title strip changing. Each panel offers 26 tunes on 13 double title strips. This permits eight tune classifications to please every musical taste. Entire selector panel lifts out, providing fast access to all four program holders. Make-Selection letter and numeral buttons are located in a chrome plated panel at the base of the program selector.

The Wurlitzer Crest has Identified the Finest Musical Instruments since 1856

Worthy of this Emblem of Excellence

THE Wurlitzer 1800

Ultimate Achievement in Coin-Operated Phonographs

Here is front page news for every phonograph operator and location owner the world over. It's the distinguished, new, 106-selection, all-45 RPM Wurlitzer Model 1800. Alive with eye appeal from its gracefully formed glass dome trimmed with bright chrome metal to its scalloped chrome base — this tuneful beauty literally sparkles with what it takes to turn music into money.

Cabinets are available in a gorgeous array of fresh, new sky colors for 1955—Dawn Mist, Horizon Blue, Sunset Red and Midnight Black.

The Carousel Record Changer is completely visible through a full width, clear-view window; designed to eliminate reflections and attractively framed with chrome plated steel molding.

The changer compartment itself is a gorgeous blaze of color and light. Background is quilted red plastic with a sunburst of stainless steel moldings. The changer cover is in matching red. The Carousel arch and tone arm are in Peat-leaf brown white. The chassis shell of simulated white leather with tooled gold trim features the Wurlitzer crest emblazoned in full color.

Selector panel is flanked by decorative and protective die-cut chrome corner guards—each engraved with the Wurlitzer "W."

The rigidized curved metal grille with sparkling twin pilasters of airfoil design completes a cabinet ensemble so different, so newsworthy, that it will be the talk of the industry for years to come.
MORE THAN EVER BEFORE THE WURLITZER 1800 TAKES THE MASK OFF THE MUSIC WITH ITS IMPROVED DYNATONE SOUND SYSTEM

THE TRUEST HIGH FIDELITY EVER ACHIEVED ON ANY AUTOMATIC PHONOGRAPH

DYNATONE AMPLIFIER FEATURES GREATER OUTPUT TRANSFORMER

Wurlitzer's great Dynatone Amplifier now not only incorporates the highest fidelity output and built-in volume level control, but a new transformer with higher than ever output—more power for auxiliary speakers.

SINGLE LOW INERTIA TONE ARM WITH ZENITH COBRA STYLUS

Long a Wurlitzer exclusive in the juke box field! Contributes immensely to minimum surface noise and maximum tonal brilliance. Gives you at least 1,000 more plays per record without impaired fidelity, plus many thousand more plays per stylus.

THE MODEL 1800 FEATURES the FAMOUS and PROVEN

Wurlitzer 104 SELECTION CAROUSEL RECORD CHANGER

This fine Wurlitzer Phonograph features the interest-intriguing, play-promoting Carousel Record Changer. Utilizing one tone arm, one Cobra Stylus and one turntable direction, it plays vertically both sides of 52 seven-inch records. It's a super-simple changer, easily removed and able to stand unsupported on its base for service. Its colorful appearance and amazing action proved the greatest play stimulators ever introduced on an automatic phonograph. Proved on thousands of high-earning Wurlitzers last year, you can depend on the Carousel Record Changer for trouble-free operation, more play appeal—which means increased take.
BIG WURLITZER NEWS IN REMOTE CONTROL EQUIPMENT

3-WIRE, 104-SELECTION, WALL BOX 5207

Features new Make-Selection light at top indicating coins have been inserted but selections not made. Also four rotating panels, each featuring 12 double title strips and one single hit tune strip centered on each panel and surrounded by a color border for emphasis. Chrome plated, die-cast case has clear glass window, red selector buttons and panels. Single 5-10-25¢ coin entry with magnetic slug rejector. Program holders easily removable for service. Ace lock mounted on side. Size—12½" high, 11½" wide, 7¾" deep.

MODEL 5115 CORNER SPEAKER
Beautifully finished in Plexstone Grey with grey grille cloth and colorful Wurlitzer Hi-Fidelity medallion. Has four 5-inch speakers. Offers uniform frequency response from 55 to 11,000 cycles and high acoustical efficiency. May be used on ceiling or side wall. Has heavy duty matching transformer and volume control switch. Size—19" high, 13' wide, 16" deep.

MODEL 5116 CORNER SPEAKER
Handsomef finished in Plexstone Grey with Sand Gold grille cloth and Wurlitzer Hi-Fidelity medallion. Has 8-inch coaxial speaker. Offers uniform frequency response from 50 to 13,000 cycles and high acoustical efficiency. Mounts on ceiling or side wall. Has heavy duty matching transformer and volume control switch. Size—21½" high, 16" wide, depth at top 13½", depth at bottom 10½".

MODEL 5117 WALL SPEAKER
Strikingly designed in Plexstone Grey with Sand Gold grille cloth and Wurlitzer Hi-Fidelity medallion. Has 12-inch coaxial speaker with high capacity, high fidelity range. Offers uniform frequency response from 45 to 13,000 cycles. Has heavy duty matching transformer and volume control switch. Size—18" high, 24½" wide, depth at top 16", depth at bottom 8¾".

WURLITZER MODEL 1800 SPECIFICATIONS


RECORD CHANGER: Provides 104 selections from 52 seven-inch 45 RPM records. Playmeter included.

SOUND SYSTEM: Includes pre-amp automatic level control, and volume, dual tone and fader controls.

TONE ARM: Single, low pressure tone arm with Zenith Cobra cartridge. Plays both record sides.

WATTAGE: Complete phonograph, 200. Standby, 120 watts.

LIGHTING: Three 20-watt fluorescent. One 14-watt fluorescent.

NUMBER OF SELECTIONS: 104.

TYPE OF RECORD PLAYED: Seven inch, 45 RPM.

REMOTE: New 104-selection wall box. Model 5207, available. Any Wurlitzer 5 or 4-wire 24 or 40-selection wall box is usable with adapter.

CABINET FINISH: Dawn Mist, Horizon Blue, Sunset Red, Midnight Black.

AUXILIARY SPEAKERS: Will use any present Wurlitzer Speaker.

TUBE COMPLEMENT: 1 type 6U4GA, 1 type 6G5, 2 type 6L60G, 2 type 6B37, 1 type 12AX7, 2 type 12B17.

THE RUDOLPH WURLITZER COMPANY, NORTH TONAWANDA, NEW YORK
Established 1866
**55 GAME VARIETY**

Mrs. Bow Pinballs, Shuffles, Gun Games

CHICAGO, Jan. 22—The swing to gun games continues in an increasing game location pieces count, with every type of coin-operated machine now daily seen at every game location. Among the largest sellers, in this order of appearance with the advent of the new year, are Bally, Chicago Coin Machine Company, South Bend, Ind., and Gottlieb Manufacturing Company's safari right machine. Other large numbers are the Tropicana in-line pinball games and Chicago Coin Machine Company's Safari right machine, with the Safari Coin machine, popular in last year's game locations, being seen in every new location this year.

New coin games

The Safari has a jungle theme utilizing the Safari right machine's innards, including panthers, lions, and bears. Targets are reflected from the background. Choice targets are pulled out of a special box and pulled out from behind simulated foliage, while other targets pop up in a screeching manner. A timing mechanism gives the player a bell for two seconds to shoot. America's Safari in-line pinball game features special scoring which light up on a mystery basis after additional coins are played.

The line of shooters runs up vertical, horizontal or diagonal aiming devices, corresponding to numbered balls. The player has ample time to make his selection. The machine is an advance in game design and selection features add interest to the usual, which is why cabinet selection members on the new Safari like the change. Additional selection includes extra ball, 4-in-

**Chi Coin Bows**

Milwaukee Licensing Group Calls for Public Hearing

MILWAUKEE, Jan. 22 - A public hearing will be held on Feb. 5 to hear coin machine operators' views on city board regulations.

Members of the Common Council licensing committee decided Monday to hold a public hearing on the matter. The committee decided to convene to hear the views of members of the Milwaukee Coin Machine Operators Federation and the Greater Milwaukee League, so officials at the public hearing will be able to announce the time and place of hearing.

Olshein's Inc., New Olshin Distrib Co. Firm Name

ALBANY, N. Y., Jan. 22—Olshein, Inc., New Olshin Distributing Company, it was announced this week by Judge Olshein J. Olshein.

Distributors of coin-operated amusement games, phonographs and cigarette machines, the firm will operate the firm's New Olshin location quarters, but expects to increase its stock in this year's game location pieces count and used equipment of all types.

**Atlanta Shuffle Game License Move Underway**

Atlanta, Ga., Jan. 22—Shuffle game operators here took new hope Jan. 18 when the City Commission voted down the Licensing Committee recommendation to the city council that shuffle game licenses be issued as to these operators previously licensed. The original bills and all licenses revoked the close of last year.

With the council's action, operators felt they had gained valuable ground toward getting shuffle games back into play. The operators feel that progress can be made in the right direction with show, but definite and decisive council action.

There is a ban also on pinball, shuffle, bowling machines, in addition to shuffle games. It is a culmination of the city council's previous efforts.

While the firm's export trade has developed impressively, the Bally board pointed out one of the most significant reasons for the growth of shuffle games in a major export market is the development of the shuffle game into a fully competitive game. The shuffle game has developed through the years to the point where it is now almost indistinguishable from the traditional pinball game.

The shuffle game is a much faster-paced, more skill-oriented game. It requires a higher level of strategy and decision-making than the traditional pinball game. This has led to its increasing popularity in export markets.

The shuffle game is also much more versatile. It can be played for a variety of skill levels, from the casual player to the expert. This makes it appealing to a wide range of potential customers. Additionally, shuffle games are often played in groups, making them more social and enjoyable.

The shuffle game is also more adaptable to different cultures and environments. It can be played indoors or outdoors, in large or small spaces. This flexibility makes it a good fit for a variety of locations and situations.

In summary, the shuffle game has proven to be a successful and growing export market. Its fast-paced nature, strategic elements, and adaptability to different settings have contributed to its popularity in export markets around the world.
PM's Australian Plant Now Open

MELBOURNE, Australia, Jan. 22—Aiming Prime Minister Sir Arthur Fadden Wednesday (1) officially opened the $4,000,000 plant of Philip Morris (Australia) Ltd., here. The plant will be capable of producing 300,000,000 cigarettes a month.

In New York, Alfred E. Lyon, 1st chairman of Philip Morris & Company, Ltd., Inc., said an export division of the factory has already been set up, and orders had been received from 27 countries. Initially, the plant will export to India, Ceylon and New Guinea.

Chi Coin Bowls

Chi Coin Bowls, the Chicago-based pinball machine manufacturer, will continue operations on either of two systems of play: Flash-O-Matic or advance scoring. With the Flash-O-Matic scoring, the player shoots the puck to step a moving strike and score on the highest possible scoring value. Adjusted to operate with the advance-type scoring, the game indicates to the player before he shoots what score will be achieved for a strike or spare.

Chicago Coin is shipping to its distributors this week a model of its new Coin Cross Target, a combination lasergame/servicetriangular. The regular model was introduced last week.

Game System

Game System, the Chicago-based pinball machine manufacturer, will continue operations on either of two systems of play: Flash-O-Matic or advance scoring. With the Flash-O-Matic scoring, the player shoots the puck to step a moving strike and score on the highest possible scoring value. Adjusted to operate with the advance-type scoring, the game indicates to the player before he shoots what score will be achieved for a strike or spare.

Chicago Coin is shipping to its distributors this week a model of its new Coin Cross Target, a combination lasergame/servicetriangular. The regular model was introduced last week.

Safety FIRST!

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Bow Pin, Shuffle, Gun Units

- Continued from page 100

line scores 5-in-line, advance scores, and return of balls.

An innovation in the amusement game field—shuffle bowling games attachment which adds new feat-
ures to used shuffle bowling—was introduced early this year by Binks Industries.

The new unit, called the Binks Skill Tournament, is attachment for any dream-shuffle bowling hand, and designed to make it easier to maintain shuffle games on location longer with increased take.

On the glass of the unit, which is mounted on the front end of the pin cover of shuffle bowling games, is a traveling light which moves on an oval path over numbers indicating different scoring values. In each frame in which the player scores a strike or a spare, those extra values are added to his score, depending on the position of the moving light when the puck is delivered. Additional scoring features are carried over from game to game.

Target-Shuffle

Chicago Coin’s Cricket Target, is a shuffle type shuffle game. The player shoots steel balls down a funnel-shaped area, and is turned at the end, which drops the puck onto an inclining rubber target area of nine holes.

Scoring is made on three nine-number cards, each corresponding to target holes on the playground. Getting five shuffles to fill out each of the three cards is considered to be a high score, while the low score is one shuffle. The shuffle is recorded on a certificate in the lower right-hand side of the playfield, and the player tries to get three numbers in the center, vertically, horizontally, or diagonally, one of each of the nine for high score; scoring values in the game change from card to card. The points are accumulated in a circular pocket in the playboard within reach of the player. Up to six players can participate in one game.

Gottlieb’s Twin-ball five-ball game features twin scoring sections, rewarding players for scores in either section. The backglass is divided into a red area and a green colored scoring section, and the playfield is similarly divided into red and green scoring features. The player operates ball-fippers or ball shooters to roll balls into the target area of the playfield which registers high score and replacements. The game is equipped with roll-off lanes and pockets, scoring holes and ball busters, and options on 5-cents play.

January’s game production consists of the trend toward greater diversification in the game field be-


ginning 1954, when the lines of a variety of coin-operated amusement games ever to hit the market was produced. The statement show that well over 100,000 games were produced last year. Chicago manufacturers alone, while 113 new types of pinball games, shuffle games, gun games, kickball games, and novelty games, and other types.

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- BINGO SPECIALS

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Free-Swinging Genuine Sharp Shooting Remington Rifles

2 BONUS POINTS added to Score for each Unit of Time under 70!

Adjustable for Rapid-Fire Shooting at option of the operator

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5 LEOPARDS ready to spring!
Hit each leopards for ONE POINT each!

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ALL HOLES Score 10
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Then Center Hole Scores
30 for Vertical line
40 for Horizontal line
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(Double Score)
ALL HOLES Score 20
1st 3 in line 60 extra
Then Center Hole Scores
60 for Vertical line
80 for Horizontal line
100 for Diagonal line

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(Triple Score)
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