

The Billboard

DECEMBER 18, 1954 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY PRICE: 25 CENTS

COPYRIGHT EDITORIAL

Reasons for Fear

(This is the last of a planned series of editorials on copyright legislation. The Billboard believes Congress should confine its 1955 legislation on this subject to appropriating money for a Fact-Finding Commission to be appointed by the President.)

Last week we discussed the dangers inherent in attempting to modernize the Copyright Act by piecemeal legislation—the dangers involved in upsetting the peculiar balance of the music industry. We noted that piecemeal legislation could boomerang on the very segments in the industry that think they could benefit from a copyright amendment removing the juke box exemption. Pointing out that another Congressional hearing could contribute little, we stated that a Fact-Finding Commission was needed to gather testimony and carry on research. Such a commission would operate in an atmosphere free from pressure, bitterness and fear.

A commission will be able to go beyond the organized groups in the juke box industry and beyond the licensing organizations in order to better understand the opinions and problems of the individual juke box operator, songwriter, publisher and record manufacturer.

Operator's Viewpoint

The point of view of the individual operator is important to explore. Very often he is a marginal operator. He honestly feels an unfair music levy would drive him out of business. Like any other businessman, he would resent being forced by an "outsider" to stand an expense which does not show a tangible return.

This feeling of fear and resentment is increased by reason of the intricacies of copyright law. Like other ordinary mortals, he cannot understand it all. Nine out of 10 operators will either admit this, or prove by their misstatements that copyright is a mystery to them. And herein lies the strength of the Music Operators of America.

The MOA's Strength

The MOA's strength is derived from the operator being dependent on that organization to protect him against ASCAP. If MOA gives the least evidence that it will do anything but give ASCAP 100 per cent opposition, it will lose the confidence of operators and may even disintegrate.

This complete opposition is going to exist as long as licensing organizations seek to collect fees without giving the operator 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 Congressional hearing will uncover about operating juke boxes that cannot be found
(Continued on page 57)

Cummings to Write His Ads

HOLLYWOOD, Dec. 11. — In what will undoubtedly go down as one of the most extraordinary deals of the 1954-'55 television season, Winston Cigarettes and William Esty advertising agency have agreed to let Robert Cummings write his own commercials for his new "Robert Cummings Show," scheduled to go on the air via NBC-TV on January 2.

Cummings will have a free hand in determining the contents of the commercials, and will have veto power over the editing, to be done by Edward Rubin. Cummings will also appear in at least some of the commercials.

The agency hopes that Cummings' efforts will lend a fresh approach to the spots, but they haven't said what will happen to ad copy writers if the idea catches fire. Possibly they could all become actors.

STAR SHORTAGE WORRIES VIDEO FILM PRODUCERS

HOLLYWOOD, Dec. 11.—Television film producers are now being faced with a new worry, a serious shortage of star material with which to lure ad agencies and sponsors into buying new series.

Altho theatrical motion picture producers have been complaining for some time that stories are lying around for lack of a suitable lead, the situation has spread to television production only recently.

Principal reasons behind the shortage are the upswing in theatrical production, the demand of sponsors that television series present a star to the public, and the failure on the part of producers to develop new names in the industry. Additionally, many actors are abroad because of the increase in productions being filmed in Europe and Mexico, while others who would ordinarily be willing to do a TV series, are shying away because of the higher income bracket into which it would push them.

Shortage in feminine leads is especially acute. Producer Tony London, who is preparing the "Craig Rice" series for McCadden Productions, declares that he's gone down the list of every female motion picture star for the past 20 years and has been unable to come up with one who is available.

Show Business Has Big Stake in 1955 Congressional Pot

Pending Legislation Will Affect Many Facets of Amusement World

By BEN ATLAS

WASHINGTON, Dec. 11.—The entertainment world will have a major stake in the new Congress which opens January 5.

Show business will hold the spotlight in an exceptionally heavy mass of legislation to come before the new Congress. Virtually every part of the amusement industry will be affected.

Headed for the hopper will be bills ranging from proposals to impose copyright royalties on juke boxes, repeal "fair-trade" laws, and curb beer and cigarette ads on TV-radio, to banning distribution of obscene phonograph disks, slashing amusement excises, and raising the statutory election spending ceilings in order to accommodate the need for electioneering on TV and radio.

The upcoming 84th Congress in its early stage may seem like a retake on the 83d; it will frequently sound like playing an old record, but you can look for surprise variations on old themes.

Monopoly Probes Threatened
Top interest will center on a spate of probes involving the amusement industry. Already re-

verberating thru capitol corridors are threats of "monopoly" probes of widespread areas of the entertainment world on at least three different congressional fronts. Sen. Harley M. Kilgore (D., W. Va.), who will head the Senate Judiciary Committee, wants a probe of the communications industry, especially to determine the extent of newspaper "control" in TV-radio and to look for possible monopoly aspects in networks and electronic manufacturers' ownership of stations.

Part of this theme will be echoed mildly in the Senate Interstate and Foreign Commerce Committee where the Bricker probe of networks will shift to a general study of TV allocations and the status of UHF when Sen. Warren G. Magnuson (D., Wash.) replaces Sen. John Bricker (R., O.) as committee chairman.

Investigation of the Hollywood film industry is in the offing by the House Judiciary Committee and in the Senate Juvenile Delinquency Subcommittee which, however, must first seek a new appropriation to extend its life beyond January 31. The study may extend to the TV film industry.

Meanwhile, the Federal Communications Commission faces a busy year on the Hill inasmuch as the commissioners will be called up as key witnesses in several of the probes, including a possible full-dress investigation of the FCC itself.

Legislative Outlook

Here is a capsule view of the legislative outlook for the new Democratic-controlled Congress:

Amusement excises. An early drive will be uncorked for slashes in levies on TV and radio sets, outdoor amusement admissions, cabaret and theater admissions. Right now, chances are slim for cuts, altho in the last Congress, the House Ways and Means Committee recommended cutting the 20 per cent tax on admissions.
(Continued on page 3)

Fair Trade in Survival Fight

GARY, Ind., Dec. 11. — Fair Trade may soon find itself in a struggle for continued existence, John W. Anderson, of Gary, president of the American Fair Trade Council, indicated this week.

Ignited by the reported hostility of Attorney General Herbert Brownell, the major attack upon the price-maintenance structure is expected to take the form of a Congressional drive for the repeal of the McGuire Amendment, Mr. Anderson stated. Additionally, bills for the repeal of Fair Trade statutes may be introduced in a number of State Legislatures when they convene in January.

"Attorney General Brownell is reported to have under consideration," Mr. Anderson said, "a request for the repeal of the McGuire Act and the withdrawal of all federal legislative support from Fair Trade."

NEWS OF THE WEEK

NBC's 'Today,' 'Home,' 'Tonight' Already Bill \$7 Million For '55 . . .

"Today," "Home," and "Tonight," the NBC trinity of participation shows, is already bursting at the seams with buys for 1955. Network has already booked \$7,000,000 in business for next year as against an expected take of \$13,000,000 for all of 1954 by the three programs. . . .Page 2

More Quality Feature Film on TV In '55; Distributors Seek Product . . .

There will be more good feature films going into TV in 1955. Stations want to stay on the rating band wagon set rolling by General Teleradio's 30 big pictures, and at least six distributors are digging to find the pictures they want. . . .Page 4

Nehi's Ambitious TV Film Station Schedule to Use 194 Outlets . . .

Nehi beverages aiming at the most ambitious line-up of video stations ever used by a single sponsor for its new vidfilm series featuring the Ames Brothers and Joan Benny. Expect to book 194 stations for the quarter hour show. . . .Page 4

78 r.p.m. Disk Edges Toward Limbo As Mfrs. Plan Price Hike . . .

Record manufacturers are expected to push obsolescence of the 78 r.p.m. single next year by hiking its price and making new low-cost 45 r.p.m. players available. The smaller disks now have the edge in single sales over the familiar "standard" speed platter. . . .Page 11

Kleenex Mfr. Wins Court Battle Against Blue-Sky Vending Promoter . . .

U. S. District Court orders promotional sales organization to stop vender sales using Kleenex trade mark. Order, unique in vending machine sales promotional field, grew out of claims and counter claims filed by promoter and International Cellucotton, owners of Kleenex trademark and producers of cleansing tissue. . . .Page 63

Juke Box, Game, Vender Exports Hit All-Time High for 8 Months . . .

Total dollar volume of coin shipments topped \$9.5 million for January-August period, U. S. Department of Commerce figures released this week show. Indicates booming export market for U.S. coin equipment. . . .Page 67

Detroit Music Ops Launch P-R Push to Spearhead 10-Cent Juke Play . . .

Letters explaining reasons for switching to dime play on juke boxes were sent this week to 5,000 locations in greater Detroit area by United Music Operators of Michigan. Group earmarks \$4,000 for educational campaign outlining changeover. . . .Page 57

Calif. Fairs to Spend 10 Million In '55, Snider Tells Convention . . .

California fairs will spend \$10,000,000 in 1955, the Western Fairs Association Convention at Monterey, Calif., was told by A. E. Snider, chief of California's Fairs and Exposition Division. . . .Page 40

'54 Iowa State Fair Profit Hits \$164,609 on Gross of \$800,837 . . .

The '54 Iowa State Fair, Des Moines, returned a profit of \$164,609 on gross receipts of \$800,837, it was reported at the annual meeting of the fair board. Attendance at the '54 event was announced officially at 607,110, 93,249 over '53. . . .Page 45

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'Today,' 'Home,' 'Tonight' Most Dynamic as Bait on NBC-TV

\$7 Million on Books for '55, More Than Half 1954 Total of Participation Unit

By LEON MORSE

NEW YORK, Dec. 11.—With \$7,000,000 already on the books in advance orders for 1955, the NBC-TV participation unit—"Today," "Home" and "Tonight"—has become the most dynamic advertiser bait on the network. These advance contracts alone represent more than half the gross of the three properties all during 1954.

Recently revised figures show that THT will gross \$13,000,000 this year, about \$3,000,000 less than the more optimistic estimates expected. "Today," of course, has been on all year, but "Home" has only been presented for eight months, and "Tonight" for three.

Sparkling the remarkable showing of the THT unit is "Home," which has caught on fire in the fourth quarter and has racked up \$1,900,000 in sales for the fourth quarter. "Today" naturally is the chief money maker among the shows. But "Home" has already reached a 78 per cent sold-out level, and in the six weeks preceding Christmas, 187 out of the 240 available commercial positions have been bought.

The most heartening sales development for NBC, however, has been the new trend toward purchasing a combination of the three shows. This has been accentuated by the relative lack of duplication of audiences.

A special Nielsen tabulation

made for the network reveals that the amount of audience duplication for a schedule of one participation a week in each program is only 9 per cent. The web is consequently hawking the fact that with a schedule of three participations a week, one on each show, an advertiser can reach 4,300,000 homes and 8,000,000 different viewers every week.

Indicative of the manner in which the triple buy has caught the imagination of advertisers is the Star-Kist purchase of 162 participations—54 in each show—which is an order nearly totaling \$1,000,000. Another order for a similar sum is close to be signed. Such buys indicate that THT is no longer a supplementary purchase, but perhaps one which can almost be compared to nighttime half-hour network purchases.

Small Advertisers

Of course, the reverse side of the coin is the way small advertisers have taken to the show. The stockbroking firm of Merrill, Lynch, Pierce, Fenner & Bean, the Tri-State Plastic Moulding Company and the West Coast Lumberman's Association all bought one participation each on "Today."

The Bissell Carpet Sweeper Company, after a successful campaign on the same show using only a few participations, virtually mortgaged itself to make an additional purchase of 104 on "Today" and "Home." The cost was in the neighborhood of \$500,000, an un-

precedented sum for this company to spend on advertising. It meant the withdrawal of its advertising in other media, mainly magazine.

The THT unit has come up with some fancy gimmicks to wrap up sales. Star-Kist will also receive for its recent buy a closed circuit color show to various of its dealers in large cities, the cost of which would be rather substantial if purchased on a theater TV system. There are tie-ins every week with large department stores on "Home." This results in terrific additional local plugs for advertisers. THT shows are beginning to travel the country for remotes to whip up strong local interest in big cities.

Increased Coverage

THT has also increased its coverage. "Today," beginning in January, will be offered to 37 optional stations. It is now available on 54 coast-to-coast stations. Total coverage will be 93 per cent. "Tonight" has a 74 per cent coverage, and that too will be stepped up, and "Home" more than matches the coverage of "Today," with optionals already taking the show.

What the final 1955 gross of the THT unit will be is, of course, difficult to estimate. The potential maximum gross of the three shows is around \$30,000,000. With the head start that these shows have achieved, it seems likely that 1955 will be their most profitable year, a year in which the combined gross may total between \$18,000,000 and \$20,000,000.

IS IT A NEW SURVEY TREND?

SPRINGFIELD, Ill., Dec. 11.—What started out as a gag here eventually wound up as sort of a television rating bureau.

Gene Duncan, emcee of "The Late Show" on WICS-TV, gave his listeners the telephone number of the station's program director, and asked them to call him with their opinions of the show. During the 30 minutes the show was on the air, the program director, Jack Hoskins, received 45 calls, while another person with a similar number received an additional 47 calls.

Luckily for the fun-loving emcee, of the 92 calls received, only three were in any way unfavorable.

Helene Curtis Buys 'Pro Dad'

NEW YORK, Dec. 11.—Helene Curtis Cosmetics this week bought alternate weeks of "Professional Father" on the CBS-TV network, Saturdays, 10-10:30 p.m., the time period recently dropped by Plymouth Motors. The show is a situation-comedy which features Steve Dunne and Barbara Billingsly and concerns itself with a psychologist who has trouble with his children.

Helene Curtis was to have bought "The Marriage" on NBC, but couldn't get an evening time period and furthermore found that the show would have to be off during the summer when it was most needed to create sales activity. The program begins January 8.

Rosensohn Is Prexy of BOTI

NEW YORK, Dec. 11.—William P. Rosensohn has been elected president of Box Office Television, Inc. He formerly was executive vice-president. Milton Mound, up to now president of the closed circuit-theater TV firm, becomes chairman of the board. Mound, who devotes most of his time to his law practice, is a partner of the Lewis and Mound law firm. Among his clients are Max Liebman and Sid Caesar.

Program and Sponsor Picture Changes at ABC

NEW YORK, Dec. 11.—The fast-changing programing and sponsorship picture at ABC-TV underwent some important face-lifting this week.

The Wednesday 9:30-10 p.m. spot, which has been without a sponsor despite an all-out push by the web for some time, has reportedly been button-holed by Scheaffer Pen. The firm is understood to be seeking an alternate sponsor for "Who Said That?" a John Daly-emceed panel stanza.

The web also this week latched onto Pond's as replacement for Kraft, which is bowing out of its Thursday night hour-long drama series January 6. The show will continue to be produced by the same J. Walter Thompson production unit that has been turning out the Kraft show on ABC. Both Kraft and Pond's are J. Walter Thompson accounts.

ABC-Colgate

Talks, meanwhile, took place this week between ABC and Colgate on the possibility of the advertiser bringing "Strike It Rich" over to that web.

Among the new business ABC signed this week was a deal with R. J. Reynolds to sponsor a 10-minute pre-game "Sugar Bowl" segment on January 1. The game itself is sold out to C. A. Swanson,

American Chicle and E-Z Pop Corn. On the minus side of the ledger, the web lost Philco from its morning "Breakfast Club" roster.

Among the programing changes in the works at the web is the dropping at the end of this month of Bernard Prockter's "Mail Story," which has failed to come up with a sponsor.

CBS Sustaining 'Father' Show

HOLLYWOOD, Dec. 11.—"Life With Father," being dropped by Johnson's Wax and Pet Milk, will be carried sustaining by CBS until a new sponsor can be found for the program.

Net execs feel that the program hasn't been given a fair chance in its present time slot and are searching for a new one, preferably 8 to 8:30 p.m. There is also a possibility that the show may move into the present "Danger" segment.

McCadden Productions will continue filming the series for CBS at General Service Studios.

SWIFT OK'S

Soapers May Buy Time on 'B'fast Club'

NEW YORK, Dec. 11.—ABC-TV's "Breakfast Club" is being made available to soap advertisers for the first time as the result of an agreement reached between the web and Swift & Company.

Swift, long-time "Breakfast Club" radio sponsor, heretofore has held back ABC from selling the show to soap makers because of a product conflict with an industrial cleanser that Swift manufactures.

ABC now has reached an agreement with Swift that would permit the network to bring a soap advertiser into the show. When and if the web latches onto a soap advertiser, it would have to pay Swift an undisclosed amount of money, according to the terms of the pact.

The TV portion of the "Breakfast Club" simulcast is just about wide open for new sponsors, following a decision by Philco this week to bow out of its Monday, Wednesday and Friday 9:45-10 a.m. time slot on December 24. The only bankroller now sponsoring the TV side of the "Breakfast Club" fence is Quaker Oats, which is holding down the last quarter-hour on Tuesdays and Thursdays.

Toni Set on P.M. Stanza

NEW YORK, Dec. 11.—Toni this week settled its nighttime programing pattern on NBC-TV. Toni will regularly share "People Are Funny," Sundays 7-7:30 p.m., with Papermate Pens, which previously bought several half hours for a holiday advertising spurge.

Toni will also share Tony Martin, Mondays 7:30-7:45 p.m., with Associated Products. Saturdays 8:30-9 will be used by Toni for "So This Is Hollywood," a new vidfilm property starring Mitzi Green which begins its career January 1.

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'PEOPLE, FUNNY'

Paper Mate Seg Brings In Much \$

NEW YORK, Dec. 11.—Paper Mate Pens has racked up something like \$1,000,000 in unfilled orders on the strength of its heavy concentration of Christmas advertising, including its first TV sponsorship, "People Are Funny" on NBC-TV.

Actually, the firm over-extended its budget when it picked up "People" for a special pre-Christmas push. But the show has proven so successful in selling the ball-point pen, that Paper Mate has just signed a 13-week renewal and will likely continue its co-sponsorship at least up to the summer.

The buy of "People" has led to a cutback in the company's spread of its singing spot announcements, according to David Kittredge, advertising manager of Paper-Mate Eastern. The company's ad budget is prorated over each of its 160 odd markets, so the jingles are now only filling up in cities where its ad saturation is running weak.

Du Mont Sales Activity Hits Peak; Staves Off Rumors

NEW YORK, Dec. 11.—While staving off the rumors and driving thru key negotiations, the Du Mont network in recent weeks had its busiest sales activity of the year. Since November 1, Du Mont has written \$6,973,371 gross worth of contracts. This is comprised of 16 deals, seven of which were for 52 weeks.

The new sales in this period were Emerson Drug on "Chance of a Lifetime," Western Union on "Down You Go" and Libby, McNeill and Libby on "All About Baby."

A 26-week renewal was signed by Admiral on "Life Is Worth Liv-

ing," and 52-week renewals were signed by Lenthric on "Lifetime," Miles Laboratories on "Morgan Beatty," Pharmaceuticals on "The Stranger" and Serutan on "Life Begins at Eighty."

One-Shot Deals

Also during this period Du Mont signed one-shot deals on its pro-football coverage with Miller Brewing, Atlantic Refining, Buick, Plymouth and Carling Brewing.

The network lost two sponsors in this time. Old Gold bowed out of "Lifetime," to be replaced by Emerson Drug, and Consolidated Cosmetics will drop "They Stand Accused" at the end of this month.

Device Would Measure Listenership, Reaction

NEW YORK, Dec. 11. — An invention that will permit advertisers and networks to gain an instantaneous picture not only of how many homes a show is reaching, but also audience reaction to it, will be described by its inventor, Dr. Alfred N. Goldsmith, next week. Dr. Goldsmith will discuss his invention, called Centercasting, at a Thursday (16) meeting of the National Television Film Council at the Hotel Delmonico.

According to Dr. Goldsmith, his invention could also be used to poll simultaneously large segments of the nation's populace on questions of political and social significance. Advertisers could use it to poll viewers on their reaction to new packaging, new products, etc.

Centercasting basically consists of a device installed in viewer's home. This device automatically transmits to a central office a signal

which indicates whether the set is on and what channel it is tuned to. To this extent, it is similar to "Dax," developed by Pulse, and "Radox," developed by Albert Sindlinger.

Press of Button

According to Dr. Goldsmith, Centercasting also makes it possible for viewers to respond to questions by pressing a button which transmits a signal to the central office. All these signals can be instantly collated to provide an immediate sampling of the opinion of desired specific segments of the public.

Viewers with Centercasting devices in their homes would be asked questions on a radio frequency that would be picked up only by the Centercasting units. Thus, viewers who are not members of the Centercasting poll group would not hear these questions.

Plans to bring the invention into actual use are being mulled by several firms, Dr. Goldsmith said. He declined to name the firms.

Dr. Goldsmith, a former chief engineer of Radio Corporation of America, is currently a consultant to RCA and NBC. He is well known for his work on many important electronic developments and as a leader in major radio-TV engineering societies.

RESTLESS PEOPLE

Newly elected veepees of NBC, added this week, are Edward R. Hitz, Thomas B. McFadden and Hamilton Shea. . . . Gil Fates of Goodson-Todman Productions was also upped to a vice-president this week, and Franklin Heller, producer, has joined the org as executive director of programs. . . . W. Strosahl, veepee art director of William Esty Company, is holding a showing of his water colors at the Grand Central Art Galleries, which continues thru December 20.

John R. Gillingham, formerly with Westinghouse Electric, has joined Calkins & Holden on the West Coast. . . . Christine Valentine Jr. is moving from the Biow Company to McCann-Erickson as TV art director. . . . G. Edward Hamilton, ABC-TV engineer, has been promoted to chief engineer. . . . Joe Sacco has left the Biow Company to join William Esty's copy department.

Jack Pacey, former head of ABC public relations, has joined the Ben Sonnenberg organization. . . . Charles E. Patrick has resigned from the Emil Mogul Company as account supervisor effective January 1, 1955. . . . Thomas J. McDermott has been promoted to vice-president of N. W. Ayer & Son.

THEATER TV SEEKS CHARITY SUPPORT

Benefits Pull Shows Over Hump, as Backing of Exhibitor Groups Falters

NEW YORK, Dec. 11.—In more ways than one, theater television is turning to charities for the wherewithal to build up its stature as a medium of box office entertainment. Taking its cue from the legit field, theater TV is latching on to the device of the "benefit" to help pull it over the hump that divides commercial success from failure.

The move is necessitated in part by the lack of action by motion picture exhibitors to develop theater TV's box office potential.

The exhibitor organizations have consistently voiced their enthusiastic acclaim of theater TV, they have almost as consistently failed to support the medium when the chips were down.

Few Gamblers

It's understood, for instance, that the reason the planned theater telecast of the New York Philharmonic Symphony concert recently was abandoned was that few theaters were willing to take the gamble of putting on the event in place of their regularly scheduled film program.

That exhibitors have been "exceedingly slow in developing (theater TV's) mighty potential" was

publicly admitted by the theater television committee of the Theater Owners of America at its Chicago convention last month (The Billboard, November 13).

Theater TV's new "Let's get the help of charities" concept already gained its baptism of fire this month on the Metropolitan Opera theater telecast produced by The-

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M&P Merger With McCann Set for Jan. 1

NEW YORK, Dec. 11. — The relentless trend toward consolidation in the ad agency business is taking another major step with the merger of McCann-Erickson and Marschalk and Pratt. Effective January 1, the latter agency, will become the Marschalk and Pratt Division of McCann-Erickson. It will maintain its present staff and headquarters.

The purpose of the merger, according to the principals, is to broaden the services of each organization. M&P's billings are between \$5,000,000 and \$10,000,000 annually. Its major TV accounts are standard Oil (New Jersey), Esso Standard Oil and Dutch Boy Paint.

25G Jan. 1 Spec Planned

NEW YORK, Dec. 11.—Piel's will present its own version of a spectacular on CBWS-TV, here, New Year's Eve. The program will cost \$25,000, undoubtedly the largest sum spent on a single local stanza and will run two hours from 11:30 p.m. to 1:30 a.m.

Titled "New Year's in New York," it will probably star Orson Bean, with Bud Collyer as the emcee. Also featured will be Tommy Furtado, Betty Cox, the Honey Dreamers, dancers Bud and C. C. Robinson, Teddy Wilson, Bob Trout and Alfredo Antonini and a 20-piece orchestra. Also included will be remotes from Times Square. More name talent is to be added. Ned Cramer will direct.

Anti-Beer and Cigarette Ad Bills Face Action in Incoming Congress

• Continued from page 1

cent tax in half on admissions to cabarets and movie theaters. Congress compromised by wiping out the tax on tickets of 50 cents or less and cutting in half the tax on other admissions except cabarets, and horse and dog race tracks.

The Eisenhower administration is sure to oppose tax reductions, and, in fact, is likely to seek deferment of excise cuts already mandated for next April 1. Unless the scheduled cuts are delayed, taxes will be lowered automatically April 1 on cigarettes, beer, wine and a few other items. In addition, corporations will come in for a tax cut unless the deferment is enacted. Meanwhile, the Radio-Electronics-Television Manufacturers' Association is ready to appeal to the new Congress to slash in half the 10 per cent tax on TV sets and completely exempt color sets from the tax. The National Association of Music Merchants will ask for repeal of the musical instruments tax. Rep. Thomas B. Curtis (R., Mo.) will probably reintroduce a bill to waive taxes on admissions to rodeos and folk festivals wherever there is no net profit to private stockholders. In addition, you can expect to see

several bills hopped by Democrats for personal income tax relief via increased personal exemptions, but there isn't much hope for passage.

Juke box copyright issue. Once again proponents of legislation to extend copyright royalties to juke box disk playings will push for congressional action. Backers of this legislation hope to gain strategically by the changeover in control of the House Judiciary Committee which will be headed by Rep. Emanuel Celler (D., N. Y.), a longtime advocate of their cause. In the last Congress, juke box royalty proponents pushed their offensive on the Senate side where the late Sen. Pat McCarran's (D., Nev.) bill to mandate the payments wound up on the scrap heap after lengthy hearings. At the present outlook, there is no evidence in sight yet that juke box proponents have a stronger chance than they had in the last few congresses.

Fair trade revision. Of wide interest to disk retailers and TV set dealers, a move will be made to revise or repeal the McGuire Act, which is the federal statute bulwarking State fair trade laws. This will be countered by a drive by foes of fair trade laws who are

already forming battle lines. Fair trade adherents are out to consolidate gains made by the Supreme Court's recent refusal to act on the constitutionality of the McGuire Act. The high court's rejection came after appeals from several contestants, including Sam Goody, New York City disk dealer.

Political broadcasting. Look for serious Hill deliberations on this subject. As a result of TV's unprecedented prominence in nationwide electioneering, the new Congress will make some explorations on at least two committee fronts. Answers will be sought to two major questions: (1) How should the election spending laws be modernized to accommodate a need for growing outlays for TV and radio in political campaigns? (2) Should the Communications Act be revised to clarify station liability? Question number one stumped the last Congress after two different committees made

(Continued on page 12)

Camels to Give Up Friday Segment Of Caravan Strip

NEW YORK, Dec. 11. — The R. J. Reynolds Company has made one quarter-hour of its NBC-TV video strip, the Camel News Caravan, available for sale as a result of its re-allocation of network TV spending. The network consequently is offering the Friday 7:30-7:45 segment of the strip to interested advertisers.

The show now costs the client in the neighborhood of \$8,000,000 yearly for time and talent, a sum which continues to rise as costs increase. Reynolds has gone alternate weeks with "Topper" on CBS-TV to shave its network TV spending. Some of the money saved, of course, will be spent on its new Robert Cummings show on NBC Sundays which is considerably more expensive than "Man Against Crime" which was in the time period last season.

NEWS IN BRIEF

The Federal Communications Commission last week issued two TV grants, bringing total authorizations to 724, of which 616 are post-freeze grants, including 33 non-commercial, educational grants. With 113 grants canceled, outstanding authorizations now total 611. Last week's grants went to the Tupelo Citizens Television Company, Channel 9, Tupelo, Miss., and Black Hills Broadcasting Company, Channel 3, Rapid City, S. D. At the same time the Commission denied application to replace an expired CP for TV Station KTVR, Channel 9, Hot Springs. Southern Newspapers, Inc., which held the grant, failed to construct its station the allotted time.

The Federal Communications Commission this week ordered oral arguments February 1, 1955, on its proposed rule requiring common carriers and radio broadcast licensees to file semi-annual reports on patents they own or are using. The commission denied the rule making had any connection with the Justice Department's civil anti-trust suit charging RCA with monopolizing the radio-TV patent industry.

Retail sales of TV receivers hit a new record in the first 10 months of this year, according to the Radio-Electronics-Television Manufacturers' Association. Sales in the 10-month period totaled 5,444,227 units compared with 4,922,128 units sold in the same period last year. Retail radio set sales for the 10 months this year totaled 4,602,989 compared with 4,911,415 a year ago. Sales of both TV and radio sets in October were above the level in October last year.

An attempt by ABC to challenge CBS and NBC in the Western market, as well as a further swing toward Hollywood as a program origination point, was indicated Friday (10) by the announcement of creation of a Western regional network by ABC. The regional net will consist of 32 affiliated stations in the Mountain and Pacific States as well as in Alaska and Hawaii. Of these, 21 will be serviced live and the remaining 11 on a delayed basis. Advertisers will be able to choose which markets they want their shows placed in, with present plans calling for a sponsor to buy a minimum of five stations. The net will function both during the daytime and at night. Creation of the regional web is expected to bring increased activity at ABC's Hollywood Television Center, especially in view of the success of "Disneyland" and the network's other filmed series.

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More 1st-Run Feature Films Expected for 1955 Release

Distributors Will Ask Top Prices; Impressive Titles to Hit Market

NEW YORK, Dec. 11.—More first-run feature films are coming in 1955. Despite the widespread impression that the well has not definitely and unalterably run dry—until or if the majors get in—the TV distributors are digging deeper. Indications right now are that they will manage to unearth quite a few impressive titles.

The distributors known to be taking tangible steps toward making further feature releases are Associated Artists, George Bagnall Associates, Hollywood TV Service, Hygo, Quality and Unity.

At the same time, three other major feature distributors cannot be considered out of the race. These are National Telefilm Associates, General Teleradio Film Division and Motion Pictures for Television.

Smaller Outfits

Further, a couple of the smaller outfits like Standard Television and M. & A. Alexander may yet be able to bring up a picture or two. Alexander only recently brought in "Cry Danger," an RKO 1951 release with Dick Powell and Rhonda Fleming.

Whatever features they manage to bring up, the distributors will assuredly be asking top prices. It is precisely because the demand is known to be there that such outfits as Associated, Hygo and Unity are digging so hard.

Associated Artists has already begun to put together a new package over and above the 56-picture group it is now peddling. Two pictures are understood to have been nabbed already, one starring Jack Benny. Eliot Hyman, president of Associated, is reported to be dickering for another group of about 12 which were originally released thru United Artists.

New Package

Nobody at Associated is talking right now, except to concede that they are working on a new package. It looks as if the firm will sit on the new pictures for another six months or more, and then spring the whole bundle.

Bagnall is reported to have about six pictures in the hopper, which he apparently will let out one at a time. The first one is re-

ported to be "Johnny Come Lately," a UA 1943 release.

Hollywood TV will begin selling its new "Diamond" group January 1. Of all the Republic films that have gone into TV circulation, these 26 are probably the biggest.

Western on Top

Also in 1955, Hollywood TV will begin selling the Gene Autry and Roy Rogers Westerns. The firm is right now mulling a number of national and regional deals, with the likelihood that it will take the latter and then make individual deals in the remaining cities.

The "Diamond" group, it is understood, cleans out Republic's pre-1948 production as far as TV

is concerned. There is, of course, still a possibility that Hollywood TV will go on to distribute post-1948 pictures, but this would involve a multitude of entanglements and re-payment costs on casts and music.

Hygo is understood to have a couple of good pictures sewed up, which it has been keeping under wraps except in one or two situations in which a film buyer was in dire need. Aside from these, Hygo seems to have the inside track on an acquisition about which Hygo execs will say nothing but look starry eyed.

13-Pic Deals

Quality and Unity are both reported to be working on 13-picture deals. It may be the same one, but nothing could be learned about either.

NTA is close to Harry Popkin, who is production supervisor of the firm. Most of his pictures in TV are handled by NTA, and there may be a few more forthcoming from this source. One might be "Top Banana." Also, NTA is close to Milton Gettinger, movie attorney and financier. It now handles a group of 25 pictures for him and (Continued on page 5)

WGA, Alliance Meet on Staff Writer Wages

HOLLYWOOD, Dec. 11.—Negotiations, begun this week between the Writers' Guild of America and the Alliance of Television Film Producers on payment to staff writers, are expected to set the pattern thruout the telefilm industry.

The WGA is asking \$250 per week for not less than six weeks for staff writers, with the condition that writers receive not less than the \$700 minimum per script for shows turned out during the period for which they are signed. Staff writers have only begun to be employed by the TV Alliance during the past few weeks.

Also being sought by the WGA is repeat of original payment to a writer when a TV film is booked into a theatrical motion picture house, a practice which is becoming prevalent in Europe.

Altho the TV Alliance embraces only 18 out of some 100 producers, the independents have usually followed in the Alliance's footsteps in signing new Guild contracts.

Distrib Expansion Plans Aired by HTS

HOLLYWOOD, Dec. 11.—Distribution expansion plans of Hollywood Television Service for the coming year were revealed this week by Earl Collins, vice-president of the Republic Pictures subsidiary.

Hollywood TV Service has two big blocks of theatrical pix for sale of which Collins is presently carrying on negotiations. The first are a group of Roy Rogers-Gene Autry Westerns, freed for TV showing by a recent Supreme Court ruling. The other is a block of 27 pictures which includes both A and B features made between 1940 and 1948.

Also to be handled are four TV film series, production on which is now under way or being readied at Studio City TV, another Republic subsidiary. These are "Stories of the Century," "That's Hollywood" and two as yet unannounced dramatic programs.

Another big block of Westerns, featuring Wild Bill Elliott and Rex Allan, will not be released for one and a half or two years until the Autry-Rogers package has been exploited to the fullest.

Collins reports he is negotiating for placement of the Autry-Rogers pictures on a network in Class B

time, but says that syndicated sponsorship on national and regional basis is also being considered. If the cowboy epics do go on a net, the 27 other features will be placed in syndication.

Collins estimates that the Autry pictures alone will gross \$4 million, but asserts that this is only about half what they would have brought in four or five years ago.

194-Station Net, Largest Ever, Bought for Nehi Vidfilm Series

NEW YORK, Dec. 11.—An estimated 194 stations, the largest single line-up yet used in the medium by a single sponsor, will be bought by Nehi beverages for a new vidfilm series it reportedly has purchased. The advertiser will spot book the show itself. The quarter-hour show features the Ames Brothers and Joan Benny, Jack Benny's daughter.

Nehi is going after the teen-age beverage buyers with its new property and believes that pop music is a proven commercial commodity

to gain their favor. The Ames Brothers, of course, have recorded hit after hit, their latest being "The Naughty Lady of Shady Lane," which is continuing to increase in popularity.

The show most likely will be filmed in Hollywood. Harry Geller will baton. The contract is said to be for 26 shows.

Other Big Nets

Bishop Sheen is popularly believed to have used the largest single network, with about 165 stations taking the show. Chrysler

Pure Oil Puts Half of '714' On the Block

CHICAGO, Dec. 11.—Advertisers in about 40 markets will now get a crack at re-titled "Badge 714," the syndicated version of "Dragnet," as a result of a cutback in TV spending by Pure Oil which has decided to go alternate weeks with the vidfilm series. Pure Oil will put its money into a premium merchandising campaign, and will sponsor the show for 52 alternate weeks as against 26 consecutive weeks.

The Leo Burnett Agency, which handles Pure Oil, has already started pitching the high-rated show to several of its clients, among them Procter & Gamble which sponsors it here on WGN-TV. Series scored an 18.9 rating here in November and substantially outrated several network shows.

Pet Milk Buys TPA Series

NEW YORK, Dec. 11.—Pet Milk seems to be moving into syndicated film sponsorship. Its Southeast division this week bought "Your Star Showcase" from Television Programs of America for booking in Knoxville and Augusta, Ga., with indications that it will soon expand this coverage.

"Showcase" is a dramatic anthology with Edward Arnold as host. Pet's agency is Gardner.

Top 25 Vidfilms Among Teens and Their Pulse Multi-Market Ratings

This weekly feature of The Billboard's TV Film department shows the relative standings of the top 25 non-network TV film series on the basis of the number of viewers of the type covered they attract per 100 viewing homes. The average multi-market rating for each series is also shown, and is based upon the rating scored by each show in the 22 basic markets studied by The Pulse, which markets account for the bulk of U. S. set circulation. Each market is weighted in proportion with its TV population. On consecutive weeks, these charts show program popularity among men, women, teen-agers, and children.

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

Rank Order	Title and Distributor of Series	Teens per 100 Homes	Avg. Oct. Rtg.
1....	Cisco Kid (Ziv TV).....	32	12.6
2....	Meet Corliss Archer (Ziv TV).....	31	10.6
3....	Amos n' Andy (CBS Film).....	24	10.2
3....	Range Rider (CBS Film).....	24	9.9
3....	Rocky Jones, Space Ranger (UTP).....	24	7.0
3....	Terry and the Pirates (Official Films).....	24	6.9
7....	Annie Oakley (CBS Film).....	21	11.1
7....	Dick Tracy (Combined TV).....	21	4.3
7....	Superman (Flamingo Films).....	21	12.6
7....	Wild Bill Hickok (Flamingo Films).....	21	12.9
11....	Follow That Man (MCA-TV).....	20	5.2
12....	All Star Theater (Screen Gems).....	19	4.5
12....	Badge 714 (NBC Film).....	19	16.6
12....	Foreign Intrigue (Sheldon Reynolds).....	19	11.7
12....	Kit Carson (Coca-Cola Co.).....	19	10.1
12....	Ramar of the Jungle (TPA).....	19	8.3
12....	Stories of the Century (Hollywood TV Service).....	19	14.9
18....	Boston Blackie (Ziv TV).....	18	9.2
18....	Death Valley Days (Pacific Borax).....	18	11.8
18....	Flash Gordon (UM&M).....	18	5.8
21....	Big Playback (Screen Gems).....	17	4.5
21....	Your Star Showcase (TPA).....	17	7.9
23....	Biff Baker, USA (MCA-TV).....	16	4.2
23....	Heart of the City (UTP).....	16	3.1
23....	Liberace (Guild Films).....	16	10.6
23....	My Hero (Official Films).....	16	6.1
23....	Sherlock Holmes (UM&M).....	16	5.6
23....	Time for Beany (Consolidated TV).....	16	7.2

Ziv Sells Cantor Theater to 50 of 60 Top U. S. Markets

NEW YORK, Dec. 11.—Sales of the "Eddie Cantor Comedy Theater" by Ziv-TV have now reached 101 markets, including 50 of the top 60. Among the most recent buyers were Griesieck Brewing in St. Louis, Associated Grocers Food Stores in Salt Lake City, Fort Pitt Brewing in six markets and Continental Oil for Conoco in a number of cities in the Mountain States. Syndication sales on Cantor have been going on little more than a month. The show is said to carry the highest price ever asked in syndication. In New York, the weekly price is understood to be \$5,000. The previous high on a non-network show was \$4,500 on the first sale of "Abbott & Costello" two years ago.

In New York the Cantor show will be sponsored by Ballantine

Beer and Ale, which will carry it in a total of 21 markets along the Eastern seaboard, including Boston, Philadelphia, Washington and Miami.

Howard Preps 'Folks' Series

HOLLYWOOD, Dec. 11.—An offbeat situation comedy series, entitled "Just Plain Folks," is being prepared by writer-director Cy Howard as his first assignment for NBC-TV since moving over to the net from CBS.

No format has been announced for the show, but it is probable that the series will be filmed if it is put into production next year.

Official Quits Lippert; Latter to Sell Own Pix

NEW YORK, Dec. 11.—Official Films will drop distribution of the 177 Lippert feature pictures on January 15. Robert Lippert's own TV subsidiary, Tele-Pictures, Inc., will then be re-activated to handle the features, some of the newest in TV circulation.

Official has handled these features for the past year, during which it has grossed over \$1,000,000 on them. Official appears to be dropping them because of its expansion in half-hour syndication. It is in the midst of a big push

on "The Star and the Story," which is now in over 100 markets. Herman Rush, Official vice-president, has just returned from Los Angeles, where he sold the show to KTTV for sponsorship by the Los Angeles Times, which owns the station. They will pick it up after it is dropped there by California Gold Label Brewing on January 8.

Times Offers Foreign Films

NEW YORK, Dec. 11.—Three top-grade foreign pictures were this week being offered to TV stations by Times Film Corporation, the theatrical distributor. In a letter to film buyers, Times pitched an English-dubbed version of "Devil in the Flesh," the English-language-French-produced picture about the Irish revolution, "Desperate Decision," which just played the World Theater here, and "Rome, 11 O'clock."

Times is also the distributor of the prize-winning pictures, "Forbidden Games" and "One Summer of Happiness."

PRODUCTION NOTES

By BOB SPIELMAN

Creator-writer Robert C. Dennis complains about the juggling that producers do with scripts. Dennis, originator of "China Smith" and "Passport to Danger," says that he's had changes amounting from 10 to 100 per cent made in his stories, and that often the original meaning is completely lost by the time a show has been transposed to celluloid. But when the program is reviewed it's always the writers who get the blame if the story turns out bad, even tho it may not even faintly approximate the original. Changes may be made for no more reason than that a producer has some stock footage that he wants to get rid of, Dennis declares. He gives an example of a script he wrote in which he used the gimmick of a jockey being buried in a pet cemetery. When the show was filmed, the jockey was washed ashore on the beach instead.

Producers Ed Beloin and Dick Bare of the "So This Is Hollywood" series, eliminated the cost of a set by shooting on location this week, the location being the studio cafeteria on the Hal Roach lot.

Unnamed actor who has a percentage deal in a TV series has become one of the fastest workers in town. Every time a show comes in over budget, the money gets taken out of his 10 per cent.

"Lux Video Theater" is unhappy with the manner of James Mason's hosting on the series thus far, but chances are that he'll be renewed after the first 13 weeks are up. Lux is trying to nab Gloria Swanson and William Holden to recreate their roles in "Sunset Boulevard" January 6, but \$3,000 maximum for a star is apparently not enough to lure the pair.

Pinky Lee is looking for a new girl for his show. Qualifications: be able to sing, dance and ventriloquize.

Hollywood TV producer Walter Richards is the author of a new children's book, "Santa's Own Story of the First Christmas." Richards is offering \$1,000 for a song based on the book.

"Medic" has apparently arrived. Jerry Lewis is prepping a take-off on the semi-documentary series for one of his TV shows this season.

Joan Davis is feuding with Volcano Productions, which does the physical production on the "I Married Joan" series. Volcano will film the remainder of this year's shows, but may bow out after that if the series continues.

Hal Roach Studios was turned into a kindergarten when 60 kids under six years old turned out to test for the role of one youngster in a Toni commercial. Original payment for a stint is \$70, but residuals often run this up to as much as \$500.

Big merchandising promotion is being prepared for the new Horace Heidt show by Swift and J. Walter Thompson.

Reed Hadley, "Public Defender" star, emceed a Toys for Tots telethon sponsored by the U. S. Marine Corps in San Francisco last week.

Ben Fox will shoot two "Waterfront" pix on location in San Francisco in January. Others may follow in other U. S. seaports.

McCadden Production staffers have been working midnights to ready the Bob Cummings starrer, "Professional Father," which makes its debut in January. Three half hours are in the can.

"I Search for Adventure," Douglas-Lesser package which has appeared live on Los Angeles' KCOP for the past four months and is now being filmed for syndication, last week topped the station's ratings with a 14.3.

TV FILM PURCHASES

Gunther Beer Company will sponsor "The Falcon," distributed by NBC Film Division in the following three markets: WAAM, Baltimore; WTRV, Richmond, Va., and WTOP, Washington. Storz Beer and National Furniture Company will alternate sponsorship of "Badge 714," series B, over KWTW, Sioux City, Ia., and Wentz Market will pick up the tab for "Badge" in Chico, Calif., over KHSL. "Badge" will also be seen over WCAU, Philadelphia.

Station KTVA, Anchorage, Alaska, and the Fairbanks, Alaska, market have purchased "Life of Riley," series A & B, from NBC Film. "Inner Sanctum" was sold to WWLP, Springfield, Mass., and KCOP, Los Angeles. Station KCOP, Los Angeles, also purchased "Paragon Playhouse," KOMO, Seattle, purchased "Hopalong Cassidy," in its half-hour version along with "Victory at Sea," and KGUL, Galveston, Tex., purchased "Dangerous Assignment" and "The Falcon."

Other NBC Film Division sales include: "Victory at Sea" to KOTV, Tulsa, Okla., and WWLP, Springfield, Mass.; "Dangerous Assignment" to KFDA, Amarillo, Tex.; "Hopalong Cassidy" to WDAF, Kansas City, in its half-hour version and to WOW, Omaha and WNBW, Washington, in its full hour version; and "News" to WNBW, Washington.

Maurice Beck, sales exec of Sportatorium in Texas, distributors of "Texas Rasslin'," reports 11 markets sold in recent weeks. They are: WNEM, Bay City, Mich.; KBOI, Boise; KKTW, Colorado Springs, Colo.; WJBK, Detroit; WISH, Indianapolis; WJHL, Johnson City, Tenn.; WTVO, Rockford, Ill.; KELO, Sioux Falls, S. D.; KXLY, Spokane; plus renewal with KGO, San Francisco, and new sales to the Watertown, N. Y., market.

INS-Telenews has sold its complete TV news package to WGR, Buffalo. Package consists of Daily Newfilm, International News Facsimile and the regular INS leased wire report.

Station KFMB, San Diego, Calif., reports the "biggest six weeks in the history of the station for new program sales." Films sold in the record-breaking period include "Badge 714" to the Los Angeles Soap Company for 52 weeks for their new White King D-Detergent and "Life of Riley" to Kent Cigarettes thru Young & Rubicam for 13 weeks.

"Top plays of 1955," the re-titled current "Fireside Theater" films, has been sold to KSBW, Salinas, Calif., and KBBT, Beaumont, Tex., by Screen Gems. Screen Gems also reports three library sales of "All Star Theater" to WBBM, Chicago; WFAA, Dallas, and WNAC, Boston. "Rin Tin Tin" was sold to WATE, Knoxville, Tenn.; WDEF, Chattanooga, Tenn., and WHYN, Springfield, Mass. Station KFXJ, Grand Junction, Colo., purchased "All Star Theater" on a straight 52-week deal.

"CBS News Service" was picked up by KRDC, Abilene, Tex.; KFDA, Amarillo, Tex.; WMAR, Baltimore; WABI, Bangor, Me.; KROD, El Paso, Tex., and KZTV, Reno, Nev. Station WEEU, Reading, Pa., contracted with CBS TV Film Sales for six shows. They are: "Amos 'n' Andy," "Crown Theater," "Files of Jeffrey Jones," "Art Linkletter and the Kids," "Range Rider," and "The Whistler." Other CBS sales include: "Amos 'n' Andy" to WJHL, Johnson City, Tenn., for Free Service Tire Store, and the Fairbanks, Alaska, market; "Range Rider" to Fairbanks, Alaska; KPHO, Phoenix, Ariz., and WHAM, Rochester, N. Y., for Keebler Biscuit, and "The Whistler," to Detroit market for Household Finance and WSYR, Syracuse.

Banks Pledge More \$ Aid to Telefilm in Wake of Success

HOLLYWOOD, Dec. 11. — Several California bankers this week declared that they expect to provide financing for vidpix production in ever greater amounts, revealing that TV film has proven to be among the soundest investments their banks have ever made.

Loans made to television film production companies have generally been of two kinds. The first is made against assignment of payments by a national sponsor to the production outfit, the second on assignment of payment from a distribution company when a series is syndicated.

Altho banks have thus far not made loans unless a series was sold to a national sponsor or had been placed with an established distribution company, Ben Odell, of the California Bank, said he thought that some television companies would soon be strong enough for banks to make loans on the company itself, such as is the practice with large theatrical motion picture outfits.

George Yosling, vice-president of the Security First National Bank, believes that the industry is approaching the point where loans will be made against residuals and for new productions which have not as yet found a sponsor.

Executives at the Bank of America, which handles more telefilm financing than any other California bank, state that they are beginning to base more and more of their loans on the quality of show a producer turns out.

This doesn't mean, they say, that they try to judge the worth of a script, but that some producers are establishing a record of turning out quality pictures, and that it is these who will receive the most favorable loans in the future.

All agree with William Andrews, of the Citizens National Trust & Savings Banks, who thinks that the TV film production industry has reached a stability that independent theatrical motion picture producers never enjoyed. The belief generally seems to be that TV film is now a better risk than independent feature production.

In foreseeing the availability of ready capital for further telefilm

expansion, they point out that TV film has almost become a bank's best bet, Odell stating that the rate of loss in TV loans has been less than that in such an established field as real estate.

Format for Hayes Show Announced

NEW YORK, Dec. 11.—The new Gabby Hayes show, which Motion Pictures for Television will release thru UM&M next spring, will follow the format: the old cowpuncher had on NBC-TV for a few years under Quaker Oats sponsorship. The Westerns will be provided by MPTV. The show will be produced under the auspices of Eliot Hyman's Associated Artists Productions and Martin Stone, Hayes' manager.

Hayes has been appearing in the "Howdy Doody" show since Bob Smith took ill. He will leave it January 1 to begin filming here January 10. The material to be filmed will show Gabby telling tall tales and bridging the action in the Western films. The producer-writer of the half-hour series will be Joe Clair.

H. L. Spitalny To Baton Carl Brisson Show

NEW YORK, Dec. 11.—H. Leopold Spitalny was this week signed as the musical director of the upcoming Carl Brisson film show. This will be the first major TV venture of E. M. Glucksman's American Newsreel Company. It operates in the TV field as North American TV Productions.

The firm heretofore has specialized in films for the Negro market. Its documentary series, "One Tenth of a National," was until this week distributed by Essex Films. J. Marshall Lewis has disbanded the latter firm to go into another field. North American will now handle the distribution itself.

It recently started a new Negro topical show titled "Liberty News Revue," which it has placed on about six stations in the South.

North American's sports library is distributed to TV by Guild Films. But Glucksman said this week that he is not near to any decision on the distribution of the Brisson show. He indicated he may shoot for regional deals himself.

Production is due to start here the first week in January at a studio still to be picked.

MCA Sells Two Series to CBS

HOLLYWOOD, Dec. 11.—MCA has concluded its first deal for United Television Program product it is acquiring thru its million dollar purchase of the distribution unit by selling five segments from the "Author's Playhouse" and "Dr. Hudson's Secret Journal" series to CBS-TV for use as fill-ins for the "Celeste Holme Show," which was canceled last week.

Altho MCA did not take official credit for concluding the sale, since its purchase of UTP will not be finalized for at least another week, MCA execs handled most of the negotiations.

The shows, being produced by Eugene Solow and Berwster Morgan for UTP, will air Sunday nights from 9:30 to 10 p.m.

Eversharp Drops 'Tales'

NEW YORK, Dec. 11.—With the shift of the Eversharp account from the Biow Company to Cunningham & Walsh, the sponsor is dropping "Tales of Tomorrow," which it had spot booked in 50 markets. The science-fiction series consists of kines of the former ABC-TV show and it is distributed by the Tee Vee Company.

C&W is going to put more of Eversharp's ad budget into magazines, it is reported.

REVOLVING DOOR

Norman S. Ginsburg, former promotion manager of the Du Mont network, has been appointed director of advertising and sales promotion for Studio Films, Inc. . . . Jack Russell and Bill Vidas have been named Midwestern sales reps for Advertisers TV Program Service, which syndicates "Mr. and Mrs. North." . . . Bill Fisher, former producer-writer at the Chicago Board of Education's TV Council, has joined Academy Film Productions in that city in a supervisory production capacity.

Advertisers' Television Program Service, distributor of the "Mr. and Mrs. North" series, has appointed Jack Russel and William C. Vidas as Midwestern sales reps. . . . Richard Rogers, formerly with United World Films and Ziv TV Programs, has joined Sterling Television in a sales capacity. . . . Claire Carleton, who plays Mickey Rooney's mother in his weekly TV series, has been signed for a featured character role in United Artists' production of "Not As a Stranger."

Harvey Lembeck, who is currently appearing in the Broadway production of "Wedding Breakfast," has begun work on the Phil Silvers TV series. . . . Samuel Goldwyn Jr., has appointed the Ashley - Steiner Corporation, as sales reps for his TV series, "The Unexplained." . . . Alex Leslie, operational manager of Modern Talking Pictures, is visiting Sponsor Film Service in Toronto to advise the company on the organization of its new plant.

Duke Goldstone will arrive in New York from the Coast on December 15 to direct Guild Film's first New York lensing of "It's Fun to Reduce," at the Biltmore Studios. Margaret Firth will double as production chief and star, and Marlene Gornall will act as the model. . . . Allen Funt returns from Louisville on December 15, where he has completed final shooting for the fourth in a series of six films for "Omnibus."

Ziv to Expand Sales Force

NEW YORK, Dec. 11.—Ziv-TV will continue to expand its sales force. It now has 76 men, the largest full-time staff in TV film syndication. How many more salesmen it will take on is not yet known. Bud Rifkin, Ziv's sales vice-president, said the extent of the expansion will depend on the number of qualified candidates it finds. Interviews are now going on, as are staff meetings looking toward possible reassignments of present salesmen.

Ziv previously revealed that it is considerably increasing its production schedule in 1955. It expects to have 14 series before the cameras by the year's end. It is to handle the increased supply of product that Ziv is now expanding on the sales side.

Settle 'Congorilla' Suit

NEW YORK, Dec. 11.—The "Congorilla" suit against Television Programs of America—concerning animal footage in "Ramar of the Jungle"—has been settled and discontinued. The plaintiff was Jules Weill's Explorers Films, which claimed to have exclusive rights to the footage of the Martin Johnson picture for its own half-hour series.

More First-Runs

Continued from page 4

presumably would get more if they ever came his way.

The bullish situation now prevalent in the feature film market was to a great extent evoked by General Terader's 30-picture package, which broke price ceilings all along the line and now has ratings to justify it. Feature film buyers want to keep the band wagon moving, and present indications are that they will not have to say die for at least another year.

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THE BILLBOARD SCOREBOARD

ARB Non-Network Film Ratings

of All TV Film Series in All Major Markets

This chart is one part of a four-week rating study in which all pertinent data is given for every non-network TV film series currently being shown in markets surveyed by the American Research Bureau.

Listing of films is by rank order, according to rating.

All films shown are sold on a syndicated basis unless they are designated by a dagger (†).

in which case they are nationally spot booked. Stations, when designated by an asterisk (*), are UHF outlets.

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

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

Table with columns: Rank Among Films, Title, (Type) and Distributor, Station, Day Time, Oct. ARB Rating, Top Opposition & Rating

NEW YORK 7 STATIONS

TOP TEN LOCALLY RATED PROGRAMS (* Indicates Non-Network)

Table listing top 10 locally rated programs in New York, including Jackie Gleason, I Love Lucy, and Toast of the Town.

1. Superman (Adv.), Flamingo Films. WRCA-M, 6:00-6:30. 16.1. 6 o'Clock Report; Early Show, 6.5

Table listing programs 2-10 in New York, including D. Fairbanks Presents, Range Rider, and Annie Oakley.

11. Mr. District Attorney (Adv.), Ziv TV. WABC-F, 10:30-11:00. 7.9. Person to Person, Early Show, 6.5

Table listing programs 12-20 in New York, including Flash Gordon, Kit Carson, and Foreign Intrigue.

22. Lone Wolf (Mys.), UTP. WRCA-Su, 11:15-11:45. 5.1. Late Show, 6.5

Table listing programs 23-31 in New York, including Rocky Jones, Liberate, and Heart of the City.

31. I Am the Law (Mys.), MCA-TV. WPIX-Su, 8:30-9:00. 3.3. Toast of the Town, Circle Theater, 3.3

Table listing programs 32-40 in New York, including Dangerous Assignment, My Hero, and Hopalong Cassidy.

42. Inspector Mark Saber (Mys.), Thompson-Koch. WPIX-Su, 8:00-8:30. 2.7. Toast of the Town, G. E. Theater, 2.7

Table listing programs 43-51 in New York, including Follow That Man, Inner Sanctum, and Hopalong Cassidy.

51. Captured (Mys.), NBC Film. WOR-S, 9:30-10:00. 2.1. Texaco Star Theater, Dagnet, 2.1

Table listing programs 52-60 in New York, including Life With Elizabeth, China Smith, and Colonel March.

60. Liberate (Music), Guild Films. WPIX-M to F, 2:30-3:00. 1.0. Art Linkletter, Various, 1.0

Table listing programs 61-70 in New York, including Biff Baker, Florian ZaBach, and The Ruggles.

WILMINGTON, DEL. 4 STATIONS

TOP TEN LOCALLY RATED PROGRAMS (* Indicates Non-Network)

Table listing top 10 locally rated programs in Wilmington, including Toast of the Town, This Is Your Life, and Talent Scouts.

1. Annie Oakley (West.), CBS Film. WFIL-Su, 6:00-6:30. 20.0. Meet the Press, 5.2

Table listing programs 2-10 in Wilmington, including The Falcon, Story Theater, and Boston Blackie.

Main table listing film ratings for Buffalo, including Rank Among Films, Title, (Type) and Distributor, Station, Day, Time, Oct. ARB Rating, and Top Opposition & Rating.

BUFFALO 3 STATIONS

TOP TEN LOCALLY RATED PROGRAMS (* Indicates Non-Network)

Table listing top 10 locally rated programs in Buffalo, including I Love Lucy, Mame, and Groucho Marx.

1. I Led Three Lives (Adv.), Ziv TV. WBen-M, 9:30-10:00. 41.5. Robt. Montgomery, 20.8

Table listing programs 2-10 in Buffalo, including Foreign Intrigue, Liberate, and Superman.

9. Annie Oakley (West.), CBS Film. WGR-Su, 1:00-1:30. 20.0. Science Review, 1.5

Table listing programs 10-18 in Buffalo, including Mr. District Attorney, Ramar of the Jungle, and Wild Bill Hickok.

24. Sports Spotlight (Sports), Tel-Ra. WBen-F, 6:45-7:00. 8.3. Little Show, 8.3

Table listing programs 19-27 in Buffalo, including Fabian of Scotland Yard, Life With Elizabeth, and Lone Wolf.

34. Royal Playhouse (Drama), UTP. WBUF-Su, 10:30-11:00. 1.0. What's My Line?, 1.0

Table listing programs 28-36 in Buffalo, including Sports Spotlight, Sports Spotlight, and King's Crossroads.

33. Counterpoint (Drama), UTP. WBUF-T, 8:00-8:30. 1.7. Leland Hayward Presents, 1.7

Table listing programs 37-45 in Buffalo, including Royal Playhouse, Counterpoint, and Dangerous Assignment.

4. Superman (Adv.), Flamingo Films. KPHO-W, 7:00-7:30. 31.2. Kraft TV Theater, 21.4

Table listing programs 46-54 in Buffalo, including City Detective, Waterfront, and Range Rider.

11. Wild Bill Hickok (West.), Flamingo Films. KPHO-F, 7:00-7:30. 24.7. Big Story, 24.7

Table listing programs 55-63 in Buffalo, including Times Square Playhouse, Racket Squad, and Life of Riley.

Table with columns: Rank Among Films, Title, (Type) and Distributor, Station, Day, Time, Oct. ARR Rating, Top Opposition & Rating. Includes entries for Royal Playhouse, Inspector Mark Saber, Front Page Detective, etc.

Table with columns: Rank Among Films, Title, (Type) and Distributor, Station, Day, Time, Oct. ARR Rating, Top Opposition & Rating. Includes entries for Flash Gordon, The Falcon, Janet Dean, etc.

EVANSVILLE

3 STATIONS

TOP TEN LOCALLY RATED PROGRAMS (* Indicates Non-Network)

Table with 2 columns: Rank, Program Title and Rating. Includes 'I Love Lucy, WEHT', 'Amos 'n' Andy, WEHT', etc.

Main table for Evansville with columns: Rank, Title, (Type) and Distributor, Station, Day, Time, Oct. ARR Rating, Top Opposition & Rating. Includes 'Amos 'n' Andy', 'Waterfront', 'I Led Three Lives', etc.

SAN DIEGO

6 STATIONS

TOP TEN LOCALLY RATED PROGRAMS (* Indicates Non-Network)

Table with 2 columns: Rank, Program Title and Rating. Includes 'Bank of America, KFMB', 'I Love Lucy, KFMB', etc.

Main table for San Diego with columns: Rank, Title, (Type) and Distributor, Station, Day, Time, Oct. ARR Rating, Top Opposition & Rating. Includes 'Mr. District Attorney', 'Superman', 'Ramar of the Jungle', etc.

WASHINGTON

4 STATIONS

TOP TEN LOCALLY RATED PROGRAMS (* Indicates Non-Network)

Table with 2 columns: Rank, Program Title and Rating. Includes 'Groucho Marx, WNBW', 'Dragnet, WNBW', etc.

Main table for Washington with columns: Rank, Title, (Type) and Distributor, Station, Day, Time, Oct. ARR Rating, Top Opposition & Rating. Includes 'Badge 714', 'Wild Bill Hickok', 'Superman', etc.

TULSA

3 STATIONS

TOP TEN LOCALLY RATED PROGRAMS (* Indicates Non-Network)

Table with 2 columns: Rank, Program Title and Rating. Includes 'I Love Lucy, KOTV', 'Toast of the Town, KOTV', etc.

Main table for Tulsa with columns: Rank, Title, (Type) and Distributor, Station, Day, Time, Oct. ARR Rating, Top Opposition & Rating. Includes 'Life of Riley', 'Death Valley Days', 'City Detective', etc.

JACKSONVILLE

2 STATIONS

TOP TEN LOCALLY RATED PROGRAMS (* Indicates Non-Network)

Table with 2 columns: Rank, Program Title and Rating. Includes 'Toast of the Town, WMBR', 'Jackie Gleason, WMBR', etc.

Main table for Jacksonville with columns: Rank, Title, (Type) and Distributor, Station, Day, Time, Oct. ARR Rating, Top Opposition & Rating. Includes 'Cisco Kid', 'Stories of the Century', 'Superman', etc.

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ARB Non-Network Film Ratings

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Rank Among Films	Title, (Type) and Distributor	Station, Day, Time	Oct. ARB Rating	Top Opposition & Rating
15.	Ringside With Rasslers (Sports), Consolidated TV	WJHP*-S, 11:00-11:45	5.0	Chronoscope; Stop the Music, 4.6
16.	Royal Playhouse (Drama), UTP	WJHP*-W, 10:00-10:30	4.6	Blue Ribbon Bouts, 4.7
17.	Public Prosecutor (Mys.), Consolidated TV	WJHP*-M & W, 3:30-3:45	4.7	Open House, 4.9
18.	Time for Beany (Child.), Consolidated TV	WJHP*-M, 6:30-7:00	4.9	Superman, 4.9
18.	Paradise Island (Music), Consolidated TV	WJHP*-F, 3:30-3:45	4.9	Open House, 4.9
18.	Half Hour Theater (Drama), Sterling TV	WJHP*-M to F, 2:30-3:00	4.9	Art Linkletter, 4.9
21.	Paradise Island (Music), Consolidated TV	WJHP*-M, 7:30-7:45	4.9	CBS News, 4.9
21.	Photoquiz (Quiz), UTP	WJHP*-M to F, 10:45-11:00 a.m.	4.9	Arthur Godfrey, 4.9

COLUMBIA, S. C. 3 STATIONS

TOP TEN LOCALLY RATED PROGRAMS (* Indicates Non-Network)

1. I Love Lucy, WNOK*	59.2	6. Martha Raye, WIS	40.0
2. I've Got a Secret, WNOK*	47.7	7. Ford Theater, WIS	38.9
3. Jackie Gleason, WNOK*	44.4	8. Life of Riley, WIS	38.5
4. *Amos 'n' Andy, WIS	44.3	9. Toast of the Town, WNOK	38.3
5. Groucho Marx, WIS	41.5	10. Talent Scouts, WNOK	37.3

1. Amos 'n' Andy (Comedy), CBS Film	WIS-Th, 7:00-7:30	44.3	Roundup; Sports Time, 6.6
2. Badge 714 (Mys.), NBC Film	WIS-W, 9:00-9:30	35.0	Masquerade Party, 20.0
3. All Star Theater (Drama), Screen Gems	WIS-T, 9:30-10:00	33.8	U. S. Steel Hour, 13.1
4. City Detective (Mys.), MCA-TV	WIS-Th, 9:00-9:30	32.7	Climax, 27.7
5. Annie Oakley (West.), CBS Film	WIS-Su, 6:30-7:00	31.5	You Are There, 9.2
5. Mr. District Attorney (Mys.), Ziv TV	WNOK*-F, 8:00-8:30	31.5	Jack Carson, 21.9
7. Wild Bill Hickok (West.), Flamingo Films	WIS-Th, 6:00-6:30	24.3	News; Robbie's Roundup, 5.0
8. Hopalong Cassidy (West.), NBC Film	WIS-F, 7:00-7:30	23.9	Robbie's Roundup; Sports, 10.8
9. Ramar of the Jungle (Adv.), TPA	WIS-Su, 6:00-6:30	21.9	Early Show, 8.9
10. *Kit Carson (West.), Coca-Cola Co.	WIS-T, 6:00-6:30	20.7	Western Theater, 9.2
11. Cisco Kid (West.), Ziv TV	WNOK*-S, 7:00-7:30	19.6	Sports; News, 4.7
12. Favorite Story (Drama), Ziv TV	WNOK*-S, 7:30-8:00	19.3	Ethel and Albert, 4.7
13. Liberate (Music), Guild Films	WCOS*-Su, 7:00-7:30	16.9	People Are Funny, 4.7
14. My Hero (Comedy), Official Films	WCOS*-M, 7:30-8:00	11.9	Hired Hands, 4.7
15. Story Theater (Drama), Ziv TV	WNOK*-S, 9:30-10:00	11.5	Max Liebman Presents, 4.7
16. Secret File, U.S.A. (Adv.), Official Films	WCOS*-W, 9:30-10:00	11.2	I've Got a Secret, 4.7
17. Racket Squad (Mys.), ABC Film	WCOS*-W, 8:30-9:00	9.2	My Little Margie, 4.7
18. Boston Blackie (Mys.), Ziv TV	WNOK*-S, 10:30-11:00	8.5	Your Hit Parade, 4.7
19. Colonel March (Mys.), Official Films	WCOS*-Th, 7:30-8:00	8.1	Dinah Shore; Film Shorts, 4.7
20. The Unexpected (Drama), Ziv TV	WNOK*-S, 4:30-5:00	7.7	Film Shorts, 4.7
21. Your TV Theater (Drama), Ziv TV	WNOK*-T, 9:30-10:00	6.2	All Star Theater, 4.7
22. Terry and the Pirates (Adv.), Official Films	WCOS*-T, 8:30-9:00	5.4	Martha Raye, 4.7
23. Town and Country Time (Music), Official Films	WCOS*-F, 8:00-8:30	3.8	Mr. District Attorney, 4.7

OKLAHOMA CITY 4 STATIONS

TOP TEN LOCALLY RATED PROGRAMS (* Indicates Non-Network)

1. I Love Lucy, KWTW	46.9	6. Ford Theater, WKY	43.2
1. Dragnet, WKY	46.9	7. Martha Raye, WKY	42.3
3. Groucho Marx, WKY	45.4	8. U. S. Steel Hour, WKY	40.7
4. *Mr. District Attorney, WKY	44.9	9. I Married Joan, WKY	40.0
5. Fireside Theater, WKY	44.0	10. Toast of the Town, KWTW	39.3

1. Mr. District Attorney (Mys.), Ziv TV	WKY-Th, 7:30-8:00	44.9	Climax, 14.9
2. City Detective (Mys.), MCA-TV	WKY-S, 7:30-8:00	34.9	Jackie Gleason, 14.9
3. Badge 714 (Mys.), NBC Film	WKY-F, 7:00-7:30	32.9	Ramar of the Jungle, 21.4
4. Favorite Story (Drama), Ziv TV	WKY-F, 7:30-8:00	32.0	Topper, 23.7
5. Your Star Showcase (Drama), TPA	WKY-T, 9:30-10:00	31.0	See It Now, 4.6
6. Liberate (Music), Guild Films	WKY-W, 9:30-10:00	28.9	Blue Ribbon Bouts, 17.7
7. Cisco Kid (West.), Ziv TV	WKY-Su, 5:30-6:00	26.3	You Are There, 7.7
8. Wild Bill Hickok (West.), Flamingo Films	WKY-F, 5:30-6:00	23.8	Eddie Coontz; News, 6.3
9. Ramar of the Jungle (Adv.), TPA	KWTW-F, 7:00-7:30	21.4	Badge 714, 32.9
10. Life of Riley (Comedy), NBC Film	WKY-M, 9:30-10:00	20.6	Studio One, 23.2
11. Front Page Detective (Mys.), Consolidated TV	KWTW-F, 10:00-10:30	12.9	News; Jim Lookabaugh, 4.7
12. Lone Wolf (Mys.), UTP	WKY-Su, 10:30-11:00	12.6	Twilight Time, 4.7
13. Life With Elizabeth (Comedy), Guild Films	KWTW-M, 10:00-10:30	12.0	News; Jim Lookabaugh, 4.7
14. Stories of Century (West.), Hollywood TV Service	KWTW-T, 8:00-8:30	10.3	Fireside Theater, 4.7
15. Meet Corliss Archer (Comedy), Ziv TV	KWTW-Th, 9:00-9:30	10.0	Lux Video Theater, 4.7
16. Big Playback (Sports), Screen Gems	WKY-S, 5:15-5:30	5.1	Cowboy Theater, 4.7
17. Ringside With Rasslers (Sports), Sportatorium	KTVQ*-W, 8:30-9:30	3.0	Kraft Theater; This Is Your Life, 4.7
18. Biff Baker, U.S.A. (Adv.), MCA-TV	KTVQ*-T, 7:00-7:30	2.9	Martha Raye, 4.7
18. Ellery Queen (Mys.), TPA	KTVQ*-F, 9:00-9:30	2.9	Cavalcade of Sports, 4.7
20. China Smith (Adv.), Nat'l Telefilm Assoc.	KTVQ*-T, 8:00-8:30	2.6	Fireside Theater, 4.7
21. Amos 'n' Andy (Comedy), CBS Film	KTVQ*-W, 7:00-7:30	2.3	I Married Joan, 4.7
22. Play of the Week (Drama), Nat'l Telefilm Assoc.	KTVQ*-T, 7:30-8:00	1.7	Martha Raye, 4.7
22. Old American Barn Dance (Music), UTP	KMPT*-S, 8:00-8:30	1.7	Max Liebman Presents, 4.7
24. Armchair Adventure (Adv.), Sterling TV	KWTW-Su, 12:45-1:00	1.1	Twenty Questions, 4.7
25. Town and Country Time (Music), Official Films	KMPT*-F, 9:00-9:30	0.6	Cavalcade of Sports, 4.7
25. Terry and the Pirates (Adv.), Official Films	KMPT*-F, 7:00-7:30	0.6	Badge 714, 4.7
25. Roller Derby (Sports), Nat'l Telefilm Assoc.	KTVQ*-W, 9:30-10:00	0.6	Liberate, 4.7
25. Colonel March (Mys.), Official Films	KMPT*-W, 8:00-8:30	0.6	Kraft TV Theater, 4.7
25. Bobo the Hobo (Child.), Nat'l Telefilm Assoc.	KTVQ*-Su, 5:45-6:00	0.6	Cisco Kid, 4.7
25. Files of Jeff Jones (Mys.), CBS Film	KTVQ*-M, 8:00-8:30	0.6	I Love Lucy, 4.7
31. Orient Express (Drama), Nat'l Telefilm Assoc.	KTVQ*-T, 8:30-9:00	0.6	U. S. Steel Hour, 4.7
31. Inspector Mark Saber (Mys.), Thompson-Koch	KTVQ*-T, 9:00-9:30	0.6	U. S. Steel Hour, 4.7
31. The Ruggles (Comedy), UTP	KMPT*-Th, 7:30-8:00	0.6	Mr. District Attorney, 4.7
31. My Hero (Comedy), Official Films	KMPT*-F, 7:30-8:00	0.6	Favorite Story, 4.7

SOUTHEAST FLORIDA 4 STATIONS

TOP TEN LOCALLY RATED PROGRAMS (* Indicates Non-Network)

1. I Love Lucy, WTVJ	67.7	6. Private Secretary, WTVJ	55.9
2. Toast of the Town, WTVJ	62.8	7. Talent Scouts, WTVJ	54.4
3. Jackie Gleason, WTVJ	61.4	8. Ozzie and Harriet, WTVJ	53.3
4. Godfrey and His Friends, WTVJ	59.3	9. Meet Millie, WTVJ	52.1
5. Light's Diamond Jubilee, WTVJ	56.9	10. *Racket Squad, WTVJ	51.6

1. Racket Squad (Mys.), ABC Film	WTVJ-S, 7:00-7:30	51.6	Blu-Green Theater, 1.5
2. Foreign Intrigue (Adv.), Sheldon Reynolds	WTVJ-S, 7:30-8:00	48.7	Ethel and Albert, 2.6
3. Favorite Story (Drama), Ziv TV	WTVJ-M, 9:30-10:00	48.5	Robt. Montgomery, 2.1
4. Liberate (Music), Guild Films	WTVJ-Th, 7:00-7:30	43.4	Kukla, Fran & Ollie; News, 2.9
5. †Death Valley Days (West.), Pacific Borax	WTVJ-F, 7:00-7:30	40.0	Kukla, Fran & Ollie; News, 1.0
6. Public Prosecutor (Mys.), Consolidated TV	WTVJ-Th, 7:45-8:00	33.3	Gold Coast Theater, 4.1
7. Lone Wolf (Mys.), UTP	WTVJ-F, 10:30-11:00	29.2	Cavalcade of Sports; Sports, 2.6
7. I Led Three Lives (Adv.), Ziv TV	WTVJ-S, 10:30-11:00	29.2	Hit Parade, 3.1
9. Wild Bill Hickok (West.), Flamingo Films	WTVJ-T, 5:15-5:45	24.8	Various, 1.8
10. Big Playback (Sports), Screen Gems	WTVJ-T, 6:30-6:45	24.0	Uncle Martin, 2.6
11. Cisco Kid (West.), Ziv TV	WTVJ-M, 5:15-5:45	23.3	Uncle Dan; Gail Compton, 4.7
12. Famous Playhouse (Drama), MCA-TV	WTVJ-Th, 10:30-11:00	21.5	Lux Video Theater, 4.7
13. Ramar of the Jungle (Adv.), TPA	WTVJ-W, 5:15-5:45	20.0	Pinky Lee; Howdy Doody, 4.7
13. Superman (Adv.), Flamingo Films	WTVJ-F, 5:15-5:45	20.0	Various, 4.7
15. City Detective (Mys.), MCA-TV	WTVJ-F, 7:30-8:00	10.6	News; Perry Como, 4.7
16. Range Rider (West.), CBS Film	WTVJ-S, 5:30-6:00	10.0	Boxing, 4.7
17. Badge 714 (Mys.), NBC Film	WTVJ-M, 8:00-8:30	9.7	Burns and Allen, 4.7

Rank Among Films	Title, (Type) and Distributor	Station, Day, Time	Oct. ARB Rating	Top Opposition & Rating
18.	Ellery Queen (Mys.), TPA	WTVJ-F, 11:45-12:15 a.m.	9.5	None, 4.7
19.	Amos 'n' Andy (Comedy), CBS Film	WTVJ*-F, 8:00-8:30	6.7	Maana, 4.7
20.	Boston Blackie (Mys.), Ziv TV	WTVJ*-W, 7:30-8:00	6.2	News; Perry Como, 4.7
21.	Liberate (Music), Guild Films	WJNO-W, 8:30-9:00	3.1	Godfrey and His Friends, 4.7
21.	Meet Corliss Archer (Comedy), Ziv TV	WJNO-M, 7:30-8:00	3.1	CBS News, 4.7
23.	Florian ZaBach (Music), Guild Films	WJNO-T, 7:00-7:30	2.1	Ford Theater, 4.7
23.	Hollywood Half Hour (Drama), Consolidated TV	WFTC*-T, 10:00-10:30	2.1	Life With Father, 4.7
23.	Ethel Barrymore Theater (Drama), Interstate TV	WJNO-Th, 7:30-8:00	2.1	News; Public Prosecutor, 4.7
23.	Files of Jeff Jones (Mys.), CBS Film	WFTL*-F, 9:30-10:00	2.1	Our Miss Brooks, 4.7
27.	Waterfront (Adv.), UTP	WJNO-Th, 8:30-9:00	1.5	Climax, 4.7
28.	Life With Elizabeth (Comedy), Guild Films	WJNO-F, 9:30-10:00	1.3	Our Miss Brooks, 4.7
29.	Ringside With Rasslers (Sports), Consolidated TV	WFTL*-S, 9:00-10:00	1.2	Two for the Money; Favorite Husband, 4.7
30.	Heart of the City (Drama), UTP	WJNO-F, 7:30-8:00	0.5	News; Perry Como, 4.7
30.	Junior Crossroads (Child.), Sterling TV	WJNO-Th, 7:00-7:15	0.5	Liberate, 4.7
30.	Jackson and Jill (Comedy), Consolidated TV	WFTL*-T, 7:00-7:30	0.5	Ford Theater, 4.7
30.	Front Page Detective (Mys.), Consolidated TV	WFTL*-M, 8:00-8:30	0.5	Burns and Allen, 4.7
30.	Hollywood Half Hour (Drama), Consolidated TV	WFTL*-Su, 8:30-9:00	0.5	Toast of the Town, 4.7
35.	Heart of the City (Drama), UTP	WFTL*-W, 8:30-9:00	0.5	Godfrey and His Friends, 4.7

ROCHESTER 3 STATIONS

TOP TEN LOCALLY RATED PROGRAMS (* Indicates Non-Network)

1. Groucho Marx, WHAM	56.3	6. Dragnet, WHAM	40.6
2. I Love Lucy, WVET	51.7	6. Fireside Theater, WHAM	40.6
3. Toast of the Town, WHEC	51.2	8. News Caravan, WHAM	38.9
4. Jackie Gleason, WHEC	46.3	9. Justice, WHAM	38.4
5. Martha Raye, WHAM	43.1	10. Kraft TV Theater, WHAM	38.0

1. Cisco Kid (West.), Ziv TV	WHAM-T, 7:00-7:30	27.3	Film Short; Political, 4.7
2. Amos 'n' Andy (Comedy), CBS Film	WHAM-Su, 7:00-7:30	26.9	Meet Corliss Archer, 14.8
3. Wild Bill Hickok (West.), Flamingo Films	WHAM-W, 6:00-6:30	24.5	Early Show; News, 5.6
4. Annie Oakley (West.), CBS Film	WHAM-Th, 6:00-6:30	23.9	Early Show; News, 6.5
5. Liberate (Music), Guild Films	WHAM-T, 9:30-10:00	23.2	U. S. Steel Hour, 33.5
6. Superman (Adv.), Flamingo Films	WHAM-M, 6:00-6:30	22.3	Early Show; News, 6.3
7. Follow That Man (Mys.), MCA-TV	WVET-W, 9:00-9:30	21.9	Kraft TV Theater, 37.8
7. Janet Dean, R.N. (Drama), U. M. and M.	WHEC-S, 7:00-7:30	21.9	What D'Ya Know? 7.4
9. †Death Valley Days (West.), Pacific Borax	WVET-M, 7:00-7:30	20.2	Do It Yourself; Playhouse, 8.3
10. †Eversharp Theater (Drama), Eversharp Co.	WHAM-Su, 6:00-6:30	18.2	Omnibus, 10.4
10. Hopalong Cassidy (West.), NBC Film	WHAM-T, 6:00-6:30	18.2	Early Show; News, 7.1
12. Fabian of Scotland Yard (Mys.), Telefilm Enterprises	WHAM-W, 10:30-11:00	16.5	Blue Ribbon Bouts; Sports Spot, 4.7
13. Waterfront (Adv.), UTP	WHAM-F, 7:00-7:30	15.4	I Led Three Lives, 15.1
14. Meet Corliss Archer (Comedy), Ziv TV	WHEC-Su, 7:00-7:30	14.8	Amos 'n' Andy, 4.7
14. I Led Three Lives (Adv.), Ziv TV	WVET-F, 7:00-7:30	14.8	Waterfront, 4.7
16. Mr. District Attorney (Mys.), Ziv TV	WHEC-S, 10:30-11:00	14.4	Wrestling, 4.7
17. Favorite Story (Drama), Ziv TV	WHAM-M, 10:30-11:00	12.6	Studio One, 4.7
18. Hopalong Cassidy (West.), NBC Film	WHAM-S, 12:00-1:00	10.6	Big Top, 4.7
19. Junior Science (Child.), U. M. and M.	WHAM-Th, 7:00-7:15	10.0	The Goldbergs, 4.7
20. Ethel Barrymore Theater (Drama), Interstate TV	WVET-Su, 4:30-5:00	9.1	Zoo Parade, 4.7
21. Big Playback (Sports), Screen Gems	WHAM-M, 7:30-7:45	8.9	CBS News, 4.7
22. Johnny Jupiter (Child.), Associated Artists	WHAM-S, 1:00-1:30	3.7	College Grid Classic; Football, 4.7

FRESNO 4 STATIONS

TOP TEN LOCALLY RATED PROGRAMS (* Indicates Non-Network)

1. Dragnet, KMJ*	64.1	6. *Hopalong Cassidy, KMJ*	44.6
2. I Love Lucy, KMJ*	62.7	7. *Badge 714, KMJ*	44.5
3. Groucho Marx, KMJ*	56.4	8. Cavalcade of Sports, KMJ*	42.3
4. Toast of the Town, KSEO*	55.0	8. Blue Ribbon Bouts, KMJ*	42.3
5. Justice, KMJ*	46.9	10. Light's Diamond Jubilee, KMJ*	42.1

1. Hopalong Cassidy (West.), NBC Film	KMJ*-M, 6:30-7:00	44.6	Trading Post; News, 4.6
2. Badge 714 (Mys.), NBC Film	KMJ*-F, 10:00-10:30	44.5	Follow That Man, 8.2
3. Waterfront (Adv.), UTP	KMJ*-F, 8:30-9:00	41.8	Ray Bolger, 18.2
4. Gene Autry (West.), CBS Film	KMJ*-Th, 6:30-7:00	35.4	Kraft TV Theater, 14.5
5. Cisco Kid (West.), Ziv TV	KMJ*-W, 6:30-7:00	32.7	Dave Stogner, 9.1
6. Mr. District Attorney (Mys.), Ziv TV	KJEO*-Su, 9:00-9:30	30.0	I Led Three Lives, 29.1
7. Superman (Adv.), Flamingo Films	KMJ*-T, 7:00-7:30	29.5	Meet Corliss Archer, 19.5
8. I Led Three Lives (Adv.), Ziv TV	KMJ*-Su, 9:00-9:30	29.1	Mr. District Attorney, 30.0
9. Star and the Story (Drama), Official Films	KMJ*-S, 10:00-10:30	27.3	Jamboree Times, 5.5
10. The Whistler (Mys.), CBS Film	KMJ*-F, 10:30-11:00	26.4	Boston Blackie, 10.9
11. *Kit Carson (West.), Coca-Cola Co.	KJEO*-S, 7:00-7:30	25.5	Max Liebman Presents, 4.7

SHIFTS EXPLAINED

Price Changes Will Affect Disks in All Speeds, Labels

The current issue of The Billboard and last week's edition both pointed up the many pricing changes which now seem certain to be effected within the next three or four months. Dealers can be sure that these changes will affect all records in all speeds and on all labels.

Why the changes? From the manufacturer viewpoint there are several cogent and basic reasons: (1) The total sales volume being done in the record industry has not increased sufficiently in the past few years; (2) a more regularized list of retail prices should ease many obvious problems for retailers; (3) cost economics have dictated many of the coming price changes, and (4) some of the price changes being contemplated are actually aimed at reducing inventory problems created by stocking three different speeds.

That all the changes are actually necessary may be a moot point. But there seems to be little doubt that re-pricing, both downward and upward, is called

for in order to strengthen the record industry by giving the various segments a better profit picture on the costly items.

Such shifts in prices take place in every other industry from time to time, and the manufacturers, wholesalers and retailers move to take advantage of changing economics and the very basic laws of supply and demand.

It is generally agreed that a lowering of some price will attract additional customer purchases. A lowering of prices, too, would probably have an adverse effect on the discount houses. At the same time, of course, price reductions have an effect on dealer inventory. Yet a raising of prices—if it is almost simultaneous with the price drops—will increase the value of portions of dealer inventories.

In all, there is good reason to welcome a general industry shake-up of current list prices. At least, that's the way many knowing individuals on all levels of the industry see it.

RCA, Cap, to Contest Col 12-Inch Pop LP's

NEW YORK, Dec. 11. — The lead which Columbia Records has held for some time in the somewhat specialized field of 12-inch pop-type LP disks retailing at \$3.95 will be challenged shortly by both RCA Victor and Capitol Records. The Columbia disk, also being released on a regular basis by the label's Epic subsidiary, carries 12 selections on the 12-inch platter in place of the usual 10 selections.

M-G-M Boosts Piano Music

NEW YORK, Dec. 11.—M-G-M is putting heavy emphasis on piano music this week, with five piano albums scheduled for release December 31. The quintet includes Jack Fina's "Love in Bloom" package of Ralph Rainger tunes, with liner notes by Dore Schary, headman at Metro-Goldwyn-Mayer.

The other four sets include "The Jose Melis Trio," "Van Smith at the Piano," "Dorothy Donegan at the Piano" and "S Wonderful" with pianist Jack Kelly and his quartet. All five albums will be available on 10-inch LP's or two-pocket EP's. Schary's friendship with the late Rainger dates back 30 years to their boyhood days in Newark, N. J.

MAKES LIVING ON HIS ABC'S

NEW YORK, Dec. 11. — Songwriter Buddy Kaye has turned publisher—and almost with a vengeance. Kaye wrote (with Jules Loman) and now publishes "Christmas Alphabet" recorded by the McGuire Sisters on Coral and already one of the best-selling new Christmas disks. Kaye claims that almost every large publisher turned him down earlier this year when he took the tune around seeking publication. At the same time, Kaye figures that he owes some of his success to that grammar school teacher who taught him the alphabet. Not so long ago he clicked with another such tune, "A You're Adorable."

Both Capitol and Victor have had LP releases which come close to Columbia's series, but either contained fewer selections or sold at a higher price. While neither Capitol nor Victor will confirm their plan to move into this growing market, Victor execs acknowledge that they will not permit the label to be "at a price disadvantage."

Should Capitol and Victor move quickly, Mercury is also expected to enter the field. Latter label is known to have planned such a move for the coming spring, but is now figured to be ready to step up its schedule to meet competition.

For most labels, the \$3.95 series actually represents a drop in price. Tradesters see this as only one of many moves to come which will eventually shake up the various "standard" list prices. Columbia, for example, is issuing more than a few 12-inch LP disks at a \$6.95 price (see separate story).

TV PROMOTION

Sound Track Of 'Paris' on 'Comedy Hr.'

HOLLYWOOD, Dec. 11.—Additional emphasis on television as a means of record exploitation will be demonstrated on the "Colgate Comedy Hour" Sunday (12) with the coast-to-coast launching of the Decca Records soundtrack album from the Universal-International picture, "So This Is Paris."

Carried over 128 TV stations in the United States and Canada, the program will feature the in-person appearance of Tony Curtis, Gene Nelson and Gloria De Haven reprising musical sequences from their film. In addition, Jeff Chandler will appear on the program to sing his latest Decca release, "Always."

Robert Rains, new head of U-I's radio and TV promotion department, co-ordinated the album airing.

78's May Fade Into Oblivion, As Sales of 45 Singles Soar

Donut Disks Account for Over Half Single Mkt.; 78 Price Increase Seen

By IS HOROWITZ

NEW YORK, Dec. 11. — The rapid sales growth of the 45 r.p.m. single record to the point where it currently accounts for more than half of the total singles output of most major manufacturers has brought into sharper focus the day when the "standard" speed disk will become an obsolete curiosity.

Declining sales of the 78 single, noted primarily in the pop field, is placing an increasingly irksome burden on manufacturers. The larger disks cost more to produce, handle, pack and ship than their 45 counterparts, (some place the cost differential at 25 per cent), and the time may not be too far away when their manufacture may not be worth the effort for most producers.

Dealers can expect action on several fronts during the next year,

all aimed at speeding total consumer conversion to donut platters.

There is a distinct possibility that the price of 78's may be raised, while that of 45's is held at its present level. The industry feeling is that 78's will go up about a dime to a new list of about \$1. The manufacturers individually deny that each is contemplating such a move, all are known to look on such a step favorably. The feeling is that few would hold back if any one major took the initial plunge.

RCA Models

There will be strong moves to push more low-cost 45 phonographs out in the field. This will be spearheaded by the introduction of two new models by RCA Victor, one, a single-play attachment, designed to retail at \$12.95.

Increasing stress on self-service will find most manufacturers focusing attention on 45 merchandisers, the smaller disk to get top billing in promotional aids furnished dealers.

The experience of major diskeries during 1954 points up the relative growth of the lusty single 45 dramatically.

65 to 35

Early this year, report Victor execs, a big pop record smash (800,000 or more) had 78's out-selling 45's by a ratio of about 65

(Continued on page 16)

BMI AWARDS

15 Pubbers And Writers Given Scrolls

NEW YORK, Dec. 11.—Publishers and writers of 15 songs were honored this week at the third annual award dinner given by the officers and directors of Broadcast Music, Inc. The formal affair was held Wednesday night (8) at the Hotel Pierre here. Special mention was made by BMI vice-president Bob Burton of the scroll awarded to publisher Bobby Mellin for "The Man With the Banjo." Mellin

(Continued on page 16)

NY, Chi, Frisco Region Meets Planned by Col

NEW YORK, Dec. 11.—Columbia Records will hold three regional meetings with district managers, regional managers and distributor salesmen to introduce the firm's single records and packaged merchandise for the first quarter of 1955. The meetings will be held in New York and Chicago on December 27, and in San Francisco on December 28.

The New York meeting will be addressed by sales manager Forrest Price, the Chicago meet by sales veepee Paul Wexler, and the West Coast session by merchandise manager Stan Kavan.

The meetings will feature the firm's new releases, with one of the key items the new records by spiritual singer Mahalia Jackson. Columbia signed Miss Jackson just a few months ago and has an intensive promotion campaign worked out to push her first recordings.

Jenkins Shift From Decca to RCA in Works

HOLLYWOOD, Dec. 11.—Negotiations between representatives of Gordon Jenkins and RCA Victor are expected to be finalized this week, with Jenkins slated to exit his post at Decca Records and join "X" Records.

Jenkins has for the past five years held a dual post at Decca, as both recording artist and a member of the firm's artist and repertoire staff. He is expected to act in a similar capacity at "X" Records, with a possibility existing that he may eventually record for the parent label, RCA Victor.

Should the present negotiations be consummated, Jenkins will join artist and repertoire chief Jimmy Hilliard, and work out of the firm's New York office.

COVER JOBS BLOOMING

Dealers Deluged With Hot Pop Single Disks

HOLLYWOOD, Dec. 11.—Record dealers are currently on the receiving end of one of the heaviest slates of new hot pop single releases, an unusual situation for this time of year in that Christmas is but two weeks away.

Dealers are experiencing a tremendous barrage of cover records on songs that have made the grade within the past four weeks, and a new material disk manufacturers apparently feel has tremendous sales potential.

What makes the heavy release schedule so unusual is that manufacturers have frowned upon the release of their plug tunes in past Christmas periods, preferring to wait until mid-January when the

disk market normally reasserts itself.

Latest to draw the attention of repertoire men and disk dealers alike is the indie Dot recording of "Melody of Love," by the Billy Vaughn orchestra. Tune is currently attracting widespread attention and thus far has been covered by the David Carroll ork on Mercury. RCA Victor's Joe Carlton went one step further in covering the song this week, in pairing Dinah Shore and Tony Martin in a lyric version, the lyrics for which were written only this past week. RCA is expected to have records in the hands of their distributors before the week is out.

Decca also got in the act with a.&r. chief Milt Gabler cutting the tune Friday (10) with the Four Aces in New York. The label expects to have the disk out by Tuesday (14).

Meanwhile, Coral recorded a cover job the same day with the Lancers on its parent company's new pop-sacred sleeper by the Cowboy Church Sunday School, with "Open Up Your Heart" the side. The Decca version, which features a kiddie choir from Stuart Hamblen's West Coast TV show, came out of nowhere sales-wise this week in Cleveland, and is reportedly going strong there and in Cincinnati.

Last week Coral brought out a two-sided cover disk by the McGuire Sisters—"Sincerely," backed by "No More." Former tune is currently doing well in the r.&b. field while Epic's original "No More" by the DeJohn Sisters is stirring up a lot of action in the pop market.

Merc Changes Distrib Set-Up In N. Y. Area

NEW YORK, Dec. 11.—Mercury Records has decided to change its method of distribution in the metropolitan New York area and will open a company branch here in January. Distribution here for the past eight and a half years has been thru Al Hirsch's Malverne-New York, Inc., firm.

Mercury's official announcement (Continued on page 16)

Bluebird Sets 1st EP Line

NEW YORK, Dec. 11.—Bluebird Records, RCA Victor's low-price subsidiary label, will introduce its first EP's in January. The disks will list at \$1.19 each.

There will be eight EP's on Bluebird's first release, to be followed by others turned out on a regular monthly schedule. Such artists as the pianists Byron Janis, Ania Dorfmann and Ruth Slen-czyńska, and conductor Malcolm Sargent, are featured. Repertoire will consist of popular classics.

Camden to Release Pop Hit Groupings

NEW YORK, Dec. 11.—Camden Records this week will release the first of a new series of EP's grouping four current hits on a single disk. The 69-cent seller will be followed by others, probably on a one-a-month basis. A special counter merchandiser will be made available for dealers.

Singer on the first disk is Stuart Foster, who warbles "I Need You Now," "Count Your Blessings," "Papa Loves Mambo" and "Teach Me Tonight."

Beginning on Page 1

LAST IN A SERIES OF EDITORIALS ON JUKE BOX COPYRIGHT LEGISLATION

Columbia Adding LP Masterworks at \$6.95

By BOB ROLONTZ

NEW YORK, Dec. 11.—Columbia Records is bringing out a number of new single Masterworks sets on LP that will retail for \$6.95. These will include the firm's forthcoming original cast waxing of the musical show "House of Flowers," a new recording of Mahler's First Symphony by Bruno Walter and the New York Philharmonic, and all of the 14 album sets in the Alan Lomax folk series soon to be released by the label. Columbia's first LP at the \$6.95 price was the Judy Garland sound-track recording from "A Star Is Born," released last month.

Columbia will continue to bring out the majority of its Masterworks releases at the traditional \$5.95 list price. Only special sets will be released at the higher figure. These will include items of unusual interest that the firm believes will have a very wide sales appeal, thus pulling sales even at the higher price, and, or conversely, sets that have a strong but limited appeal and will interest connoisseurs under any circumstances, sometimes in fact because of the higher price.

The \$6.95 sets will be elaborately packaged. The Judy Garland album, for instance, was put up in a de luxe box and contained many cuts and extensive copy. This set has become a best-seller, and

the higher price has not affected it, according to all reports.

Other companies have released single record sets over the past year that have broken the \$5.95 list price. Capitol Records' hi-fi sets list at \$6.75, and Westminster's laboratory series list at \$7.50. RCA Victor has released a few sets that have sold at \$6.95.

In the past, when the larger firms have started to release a few records at a price higher than the average, the higher price has often become the new average price.

Whether this will happen with any of the labels now releasing special \$6.95 packages is conjectural, but if the consumer raises no objection to the increase, it can be looked upon as a strong possibility for the future along with an expected decrease in the price of other LP releases.

'No Biz' Is Set On 3 Speeds

NEW YORK, Dec. 11.—Decca Records will release its new album, "No Business Like Show Business," on all three speeds, marking only the second time this year that the label has released a package on 78.

The first time was last month, when the firm agreed to manufacture a limited run of 78 albums on the Bing Crosby-Danny Kaye-Peggy Lee "White Christmas" set on a first-come-first-served basis.

The 78 version of "No Business Like Show Business" will be released in packages of three 12-inch disks. The album features all but one of the original movie cast—Ethel Merman, Dan Dailey, Donald O'Connor, Mitzi Gaynor and Johnnie Ray—with Dolores Gray substituting for Marilyn Monroe.

In both cases, Decca's thinking is that the movie scores will be heard in the hinterlands where 78 players are still in style, thus sparking a buying-demand for the packages on 78.

ASCAP Stand Due on BMI Collaboration

By PAUL ACKERMAN

NEW YORK, Dec. 11.—The American Society of Composers, Authors and Publishers is expected to take a definite stand discouraging collaboration between writer members of the Society and members of Broadcast Music, Inc. Highly placed members of the Society feel that non-exclusively licensed songs published by BMI firms are a growing source of irritation, even tho such collaboration is perfectly legal under the Consent Decree.

It is known that within the Society's ranks, one major line of thought is as follows: Let the writers know that they are perfectly free to collaborate with BMI writers under the Consent Decree; but with regard to such material, let ASCAP refuse to claim an equity in the song. Adherents of this view claim that ASCAP would then be under no obligation to collect performance fees for such an ASCAP writer.

The Society, in other words, will decline to claim the right to license such songs. Writers would then be free to turn such songs over to BMI.

No Flat Statement

ASCAP as yet has made no flat statement of policy on the matter, but is known to have frowned on the practice of some of its members allowing—in the terms of one high-ranking ASCAPer—BMI songsmiths to have a "partnership" in ASCAP.

Recently, ASCAP, on a questionnaire, sought information from its publisher members as to which of their songs were written in collaboration with non-ASCAP writers. The Society's lawyers for a long time have been tackling the

HUSING PITCHES CURVE TO DECCA

NEW YORK, Dec. 11.—Local WMGM deejay Ted Husing tossed Decca Records a curve last Friday (3) when he aired a record not scheduled for release by that label until February, 1955.

The disk was Victor Young's waxing of his title-theme for NBC-TV's new TV film series "The Medic." A dub was flown in from California especially for the Husing show, and flown back the next day.

COMPLEAT DORSEY

Ork Leader to Start Label For Pkg. Mdse.

NEW YORK, Dec. 11.—Tommy Dorsey is starting his own record label. Altho no name has been officially chosen, it is probable that it will be called Dorsey Records. The ork leader will release his own band recordings, but will continue to make records for Bell, the low-priced label with which he has had a contract for almost a year. The pact with Bell is non-exclusive.

Dorsey has had a recording license for a number of years, registered under Dorsey's State Amusement Company. He has made many masters with the ork, but none has yet been released. These records will be released on the new label. It is understood that, at first, the label will issue packaged merchandise, altho single records are also expected to be released.

The Dorsey office is negotiating for national distribution of the new label.

Dorsey will soon be the only ork leader with his own record firm, publishing firm, and booking agency, Colonnades, Inc. The Dorsey booking firm has been in existence for over two years and has been successful.

problem of how to discourage the practice legally.

It is expected that a clear statement of the Society's point of view will be forthcoming shortly.

The Songwriters' Protective Association as yet has not found it necessary to come to grips with the problem.

SCBA Jingles To Push Radio

HOLLYWOOD, Dec. 11.—A jingle campaign to promote radio listening was launched this week by the 64 member stations of the Southern California Broadcasters' Association. The campaign is expected to last 14 months.

Jingles were prepared by Song-Ads, Inc., on campaign themes of "Buy a Radio for Christmas" and "Listen, Listen, Listen to Your Radio." Each station is planning to carry five to 10 of the spots daily.

RCA Declares 35c Common Dividend

NEW YORK, Dec. 11.—The Radio Corporation of America has declared an extra dividend of 35 cents per share of common stock, in addition to a quarterly dividend of 25 cents per share, payable January 24 to stockholders of record on December 17. Common stock dividends declared this year total \$18,898,000.

At the same time, David Sarnoff, chairman of the RCA board of directors, announced the election of Gen. Walter Bedell Smith as a board member.

Juke Box, Record Bills Facing Congress Action

• Continued from page 3

studies, but there is general agreement that present statutory ceilings on spending for electioneering should be raised or removed completely. A major argument is that the present laws have been rendered obsolete by TV, radio and the inflated dollar.

Bluenose Bills

Attempted curbs on TV-radio advertising. Prohibitionists will be beating the tom-toms louder than ever for legislation to ban TV-radio beer and wine ads. Altho the Bryson and Langer bills to carry out that ban died in the last Congress, the House Interstate and Foreign Commerce Committee asked the TV broadcasting industry for a mass of statistics on the extent and nature of beer advertising. This report, due next month, will touch off new deliberations. In a related theme, Rep. John D. Dingell (D., Mich.) is likely to reintroduce his bill to ban TV-radio advertising of cigarettes, cigars and other tobacco products.

While these bluenose bills face strong opposition, the threat is being taken seriously by anti-drys who believe the prohibitionists will have more influence in the new Congress. The Advertising Federation of America has been advising beer and wine industries to take note of the threat.

Obscene disks. Several lawmakers are planning to introduce bills calling for a ban on broadcasting, transporting or mailing lewd disks. A rash of bills hopped in the last Congress to do the same thing wound up on the scrapheap, but there's a chance that the legislation might come in for a committee hearing in the new Congress.

Traveling entertainers. A bumper crop of bills will be offered to liberalize the McCarran Immigration Act. The liberalization would aid circuses and agencies booking foreign entertainment. Several bills will propose to establish standards for use by consuls in granting or denying visas for U. S. entry.

Clear channel broadcasters. The proposed North American Regional Broadcast Agreement Treaty, which would reshuffle several clear channel stations, will be up again for clearance by the Senate Foreign Relations Committee, which refused to send it to the Senate floor for ratification in the last Congress. This pact is stoutly opposed by the Clear Channel Broadcasters' Association and several farm groups. The NARBA proposal has been assailed as a threat to several high-powered stations in major cities, but it is possible that some compromise may be worked out by U. S. and Mexico, with conferences now going on between a U. S. delegation and Mexicans in Mexico City.

Coin-operated vending machine commodities. Democrats are pledged to legislation calling for a revised and improved farm program aimed to improve crop production of commodities used in the vending machine industry.

Subscription TV. The new Congress is not likely to take seriously a bill certain to be reintroduced by Rep. Carl Hinshaw (R., Calif.) to make subscription TV and thea-

ter TV a common carrier service subject to the same sort of regulation that is now applied to Western Union, American Telegraph & Telephone Company and other common carrier services.

TV-radio ownership. As head of the Senate Judiciary Committee, Sen. Harley M. Kilgore (D., W. Va.) will be in a vantage spot to push his threatened probe into newspaper and network ownership of TV-radio and to study the extent of electronics manufacturers' interests in station control. In the Senate Interstate and Foreign Commerce Committee, the Bricker probe of TV-radio networks will shift to a wide study of UHF's status and TV allocations.

FCC probe. The FCC will come in for a preliminary going-over when President Eisenhower's nomination of FCC Chairman George C. McConaughy reaches the Senate floor anew. Several Democratic senators are ready to do some gunning on the floor. McConaughy may have to face the Senate Interstate and Foreign Commerce Committee for questioning again. If this happens, McConaughy will be grilled on several FCC issues. This could lead to a full-dress probe of FCC later. Several lawmakers are preparing to sound off with demands to know whether the FCC is showing bias against newspaper applicants for broadcast licenses.

TV programming. The Senate Juvenile Delinquency Subcommittee in a special report next month on TV "crime and horror" shows will criticize some TV film programs but will compliment the National Association of Radio and Television Broadcasters for working hard for decency and lack of "crime and horror" excesses in programs for children.

TV-radio coverage on the Hill. The new Congress will see revived deliberations on whether TV cameras and radio will be allowed to cover hearings. The Senate Rules Subcommittee will resume its study of a possible code to regulate TV-radio coverage of hearings. As it stands now, it's up to the individual committee chairmen to decide whether cameras and mikes will be admitted to the hearing chamber.

AM Drive for Webcor Lines

CHICAGO, Dec. 11.—What is believed to be the biggest and heaviest program of radio advertising ever devoted to the promotion of phonographs and recorders in the Chicago area is currently being sponsored by Lincoln Radio and Television Corporation, area distributors for Webcor phonographs, magnetic recorders, and record changers.

The promotion started before Thanksgiving Day and will continue until Christmas. The firm is bracketing the peak holiday selling season with more than 80 announcements each week, on a seven-days-a-week schedule over stations WIND and WAIT. Disk jockeys used in the promotion are Eddie Hubbard, Howard Miller, and Daddy-O Daily. Selling announcements, featuring practically every item in the Webcor line, are on the air approximately at one hour intervals from 6:35 a.m. till 11:30 p.m., with a heavier concentration in the evening hours. Both live and recorded commercials are used.

Alfred W. Preskill, vice-president of Lincoln, said the current saturation campaign is the most ambitious ever undertaken by his firm, altho the firm has been using the medium with satisfactory results for more than two years. Salesmen are urging dealers to use window and store displays, as well as posters featuring the deejays used on the program, all this supplementing regular merchandising aids supplied by the factory.

Record Taxes In Increase

WASHINGTON, Dec. 11.—The yield from the federal tax on phonograph records was up while other amusement levies showed a drop in the 12 months ending June 30 this year, according to the Internal Revenue Service.

Revenue from the federal tax on phonograph records totaled \$8,445,000 in the 12-month period ending this year compared with \$7,617,000 in the previous 12-month period. The tax on phonograph, radio and TV sets yielded \$135,535,000 compared with \$159,383,000 a year ago, while the tax on musical instruments produced \$9,191,000 this year compared with \$11,048,000 last year.

DAY SPEAKS

Letter Asks Clean-Up of Filth Wax

HOLLYWOOD, Dec. 11.—Record dealer John F. Day, owner-operator of Music by Day, Burbank, Calif., this week aired a protest against lewd rhythm and blues records in a letter to distributors, record stores and radio stations in Southern California, urging addressees to "unite and voluntarily take steps to clean out the filth."

Day's letter pointed to the greater popularity of rhythm and blues records which, he said, "are being listened to and purchased by impressionable teen-agers almost exclusively."

After naming a number of tunes, among them, "Sexy Ways," "Love All Night" and "Annie Had a Baby," Day queried: "Do you suppose your children listen to or even own some of these records?"

He continued: "Well that's the mess we are in. What should be done? Who should clean it up? The Federal Communications Commission, the State, the city? Do you think we should have a censor?"

Day urged recipients of his letter to contact him by returning a self-addressed postcard.

Mercury to Move N. Y. Headquarters

NEW YORK, Dec. 11.—Mercury Records will move its New York headquarters to 745 Fifth Avenue on January 1. The new location will provide greater room for expansion. For the past three years, the diskery's Eastern operations have been quartered at 1733 Broadway here.

Local pop and all classical, jazz, and rhythm and blues activities will be centered in the new location.

Coral Inks Parks And Twin Tunes

NEW YORK, Dec. 11.—Coral Records has signed Bernice Parks and the Twin Tunes, a new male warbling duo. Miss Parks' first sides for the label are "Only Love Me," backed by "The Lovin' Machine."

The Twin Tunes have recorded "You Are the Most" and "Where Do I Go." Both disks will be released shortly.

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VOX JOX

By CHARLOTTE SUMMERS

SALUTE TO THE CRITICS: "It has long been my opinion that not enough praise has been given to the radio and television critics and the wonderful job they do," writes Chuck Elstun, WARN, Fort Pierce, Fla. "The job they do is more effective than any censorship or code of ethics. I am thinking particularly of three radio and TV critics who are my favorites: John Crosby, whose column runs in The Miami Herald; Mary Wood of The Cincinnati Post, and Charlton Wallace of The Cincinnati Times Star. When a station lacks ethics enough to govern itself there is a perfect check and balance by the sharp if need be, criticisms of these people. Charlton Wallace started a column called, 'Cheers and Jeers,' in which the listeners could write their complaints. Those who claim that these critics swing no weight, have only to go to an area which has no newspaper critic and I am sure they will see the definite difference. For instance, Mary Wood is campaigning against off-color r.&b. lyrics; the results are plain to see. Once again let me say 'praise be' for the radio and TV critic; we need them."

BILLBOARD BOWS: From Bill Warner, WONW, Defiance, O., these kind words: "No news—just a heartfelt thanks for making me a participating disk jockey in your most popular poll. Now for the first time in my life, I really feel like a deejay." . . . Ken Schlenker, KENM, Portal, N. M., reports: "I have begun a program based upon your lists of hit songs from the past and it sure has taken hold here. I have learned to appreciate The Billboard in still another way as a result of those lists." Glad we were of some help to Jerry Joynes, WROB, Roanoke, Va., who tells us that the mention we gave him some time ago helped him in getting relocated. . . . Paul Dubose, WKAB, Mobile, Ala., also reports good response as a result of a Vox Jox mention. He writes, "Paul's Pop Shop is receiving mail from songwriters all over the United States and Canada thanks to Vox Jox."

Diana Ritter, KLAN, Renton, Wash., thanks us for the weekly (Continued on page 38)

DEALER DOINGS

By JUNE BUNDY

WALL CAPER: Aaron Wall, who owns the Radio City Music Shop in New York, another Gotham store and two in Long Island, tossed a 15th anniversary party last week for 50 record distributors and sales execs. The party was also in honor of his new daughter, Peggy Judith, and a house warming for his new home in Holliswood, Queens. Guests included Phil and Jack Silverman of Brun, N. Y.; Al Levine and Tony Rubino, Capitol; Al Simpson, Jim McDonald and Lew Klayman, Decca; Paul Southard, Columbia; Lee Hartstone, London, and Richard Cowitt, M-G-M.

JUST BROWSING: Charles Oden, Peat's Melody Shop, Myrtle Point, Ore., writes, "Thanks for printing in the November 6 issue about my plight of lack of distributor interest. Due to the printing thereof, I have heard from many distributors and record companies, and I'd like to thank every one of them for their interest." . . . As of January 1, the Radio Distributing Company, Detroit, will be the exclusive distributor for London Records in that city. . . . Inge Hofrichter, Sherman Clay, Seattle, sends us some personnel notes: "After nine long years, Betty Rice has returned to our record department. She used to be department manager. By the way, we have a new department manager, Marilyn Firestone."

ON THE RECORD: Frank Brothers, Millersburg, Pa., writes: "Record breakage still constitutes the greatest source of loss and annoyance to us. Defective records are also increasing. Obtaining return authorizations is often ignored by distributor. Our record department is now operating non-profit, but we must retain it to keep up walk-in traffic. Mr. Manufacturer, please grant us some relief!"

PRIEST PROTESTS: J. C. Priest, of the Crawford Priest Music Shop, Shreveport, La., is delighted about the drive against the "so-called record clubs." He writes: "Some years ago I made the mistake of buying a few 'Jolly Roger' records because of the jazz. We all know what happened there. Most of us have our doubts about a lot of labels, other than the best known. I for one try to stay with the majors, and I preach that to my customers. A customer brought in an EP yesterday that he had just bought at a chain drugstore for 69 cents. It was 'Cross Over the Bridge' and sounded note for note and voice for voice like the Patti Page record."

JUKE BOX WRAP-UP

Wurlitzer hosted over 200 persons at the biggest world-wide distributor sales meet the firm has ever held. The week-long meeting—held in Miami for the purpose of formulating sales plans for 1955—saw 21 distributors receive awards for outstanding sales performances for 1954.

Detroit disk jockeys were extended associate memberships in the Motor City Music Operators' group, along with other radio station personnel, in line with the operators' newly launched youth program to fight juvenile delinquency. The program has been promoted successfully throughout the city with the co-operation of local disk jockeys, recording artists and the operator group.

Dime play on juke boxes came to Omaha last week when members of the local music operator group pledged 100 per cent support to the changeover which is planned for January 15. Omaha follows the lead of other major cities in switching.

Juke box exports reached an all-time record with the first nine-month total of over \$7 million, according to official figures released last week by the U. S. Department of Commerce. This nine-month tally for over 15,000 boxes shipped represents an 84 per cent increase in juke exports over the same period last year.

For complete details on these stories see the Music Machines Department beginning on page 57.

JUST A FEW

RCA Plans to Release New Binaurals

NEW YORK, Dec. 11.—RCA Victor is expected to release a few more binaural tapes soon, although no large-scale additions to its library of pre-recorded tapes is planned in the immediate future. To date, the company has released only a binaural version of its recording of Richard Strauss' "Also Sprach Zarathustra," played by the Chicago Symphony under Fritz Reiner. During the past year, Victor is known to have been recording many of its more ambitious sessions binaurally. But these tapes have been stored away against the day when the demand for such material becomes more urgent. The few which will be released early next year will bid for the small but growing coterie of collectors experimenting with the new tapes.

Disney Film, Tele Show Tunes to Get Heavy Promotion

HOLLYWOOD, Dec. 11.—Music from upcoming Walt Disney motion picture and television productions is slated to receive the heaviest coverage and promotion in the firm's recent history. The plug tune from Disney's feature-length "Twenty Thousand Leagues Under the Sea" has already been recorded by four firms, with additional recordings expected to be issued upon release of the film. Titled "Whale of a Tale," the tune has thus far been recorded as a single by Kirk Douglas, who stars in the film, on Decca; Tex Ritter on Capitol, a two-disk storytelling album produced by Steve Carlin for RCA Victor, and a Simon & Shuster Golden release. Promotion on the song got under way last week with the appearance of Kirk Douglas on the Ed Sullivan "Toast of the Town" television show.

Disney's first cartoon feature in Cinemascope, "The Lady and the Tramp," has thus far been covered with a Capitol kiddie record-reader and a Decca album, some of which has been taken directly from the soundtrack. The Disney music firm will begin a full-scale promotion similar to that accorded its motion picture product January 15, on the song, "Farewell," scheduled to be aired March 2 in the third Davy Crockett sequence on ABC-TV's network show "Disneyland."

Disney music firm has shifted its emphasis to music from its motion picture and television properties, as opposed to its pop tune drive of a year ago.

Kingsway Expands Distribution Skein

NEW YORK, Dec. 11.—Kingsway Records, recently formed LP manufacturer, has expanded its distributor net to 15 outlets. With an initial release of eight disks, the firm has set a regular release schedule of two LP's a month.

Contract artists of the classical oriented diskery include the pianists Willard MacGregor and David Bar-Illan, the Italian conductor Pietro Argento and the choral director James Fleetwood. Kingsway principles are Lee Cooper, president, and Miss Maxine Moore, secretary-treasurer.

New Radio Outlet For Boston Area

BOSTON, Dec. 11.—Construction of facilities for a new radio station with studios in Webster and Southbridge began this week. The new station will have the call letters WESO. The towns are in the general vicinity of Boston and should add to the growing list of stations available for local listening.

The station is listed as owned by WESO, Inc., made up of local stockholders. Robert Nims will be manager. The station will operate during daylight hours only.

GOLD COCOANUT GOES TO KOURY

HOLLYWOOD, Dec. 11.—Gold records, gold watches, gold clocks, ad infinitum, are synonymous with the record industry, and virtually every name performer at one time or another has been a recipient of a token dipped in the precious metal.

Ork leader Rex Koury, currently rounding out his 14th week at the Ambassador Hotel's Coconut Grove, claimed a music business first this week too, when he, too, was on the receiving end of something gold.

The Grove presented Koury with a gold coconut, commemorating his lengthy run at the hotel.

Country 'Football' Disk Earns Comic 40 Weeks in Clubs

NEW YORK, Dec. 11.—Andy Griffith, first comic to break thru via records into the night club circuit, is winding up his first year in the big time with a solid 40 weeks of work out of 52. Griffith created attention at the end of 1953 with his country-styled parody "What It Was, Was Football" on Capitol Records to start his upward climb on the nitery circuit. The "Football" record went over 500,000 and Griffith was in demand.

Griffith is now up to \$1,000 per week for his night club stints. In addition he has had two more good-selling records issued by Capitol this year, "Swan Lake" and a new version of "Romeo and Juliet." His next disking, to be released in January, is the story of "Carmen," rural-style, and was penned by the comic.

Quebec Juke Ops Aid MSA Drive

MONTREAL, Dec. 11.—The Association of Amusement Machine Operators of the Province of Quebec kicked off a unique fund-raising campaign here last week on the juke box circuit.

In co-operation with Coral Records' Canadian representative, the Association has arranged for a special recording of the McGuire Sisters' "Muskrat Ramble" to be placed in the No. 1 spot on 2,000 juke boxes throughout Quebec. Every nickel collected from plays of the disk will be turned over to the Multiple Sclerosis Association, and juke patrons are so advised by specially-recorded messages (in English and French) incorporated at the end of each McGuire record.

The Sisters have cut special deejay tapes to help local spinners plug the drive, and special display material has been prepared for juke locations.

'Prize of Gold' Pic Tune to Kick Off For Columbia Music

HOLLYWOOD, Dec. 11.—Columbia Pictures Music Corporation, the newly formed alliance between Columbia Pictures and Shapiro-Bernstein, officially activates its catalog on March 15 with the release of the song, "Prize of Gold," from the motion picture of the same name.

Penned by Lester Lee and Ned Washington, tune is the background theme for the film, and has already been recorded by a number of major firms.

Dick Vollter, president of the new publishing firm, is expected to announce the appointments of a general professional manager and a staff by February 1.

New Radio Station

KENEDY, Tex., Dec. 11.—Radio Station KENN, owned by Charles Balthrope, Charles Harris and Stan Nelson, located between Kenedy and Karnes City, has started broadcasting regular programs. Charles Stewart is manager. Programs feature music and news. KENN operates on 990 kilocycles.

JATP to Host Distrib Meet

HOLLYWOOD, Dec. 11.—Norman Granz's Clef and Norgran firms will host approximately 20 of their distributors at a three-day meet, December 17-19, at the Sands Hotel, Las Vegas, Nev.

The record company will foot all expenses other than transportation for the distributor and one guest during the conclave.

Morning and afternoon meetings have been scheduled for December 18, with Granz and other company executives outlining future policy for the labels. National Sales Manager Bernie Silverman, Marvin Schwartz, Moe Austin, Saul Zantz and Mary Jane Outwater will also attend the meetings.

In another company action, Granz disclosed the acquisition of two masters from music director Phil Moore, both of which were originally recorded for Discovery Records. Sides will be issued as 12-inch LP's, and are titled "Music for Moderns," and "Night Music for Moderns," conducted by Phil Moore featuring pianist Calvin Jackson.

Bert Wayne Exits WNEW, Second DJ To Leave Indie

NEW YORK, Dec. 11.—A second deejay was counted out of local indie WNEW's jockey line-up this week, with Bert Wayne bowing out of his daily afternoon stint after failure to reach an agreement on new contract terms. Earlier this week, Al (Jazzbo) Collins and the station parted company, with the spinner moving over to WRCA here, where he starts a daily noon-time program Monday (13).

Altho Collins' contract at WNEW ran to August, 1955, the station gave him an unconditional release, in contrast to the arrangement made with Bob Haymes, when he moved from WNEW to WCBS about a year ago.

At that time, the station had just lost Gene Rayburn to WRCA (then WNBC) and the jockey stable was low, so Bernice Judis, general manager at that time, considered it only fair that Haymes buy out his contract.

Second String

Around this same period, Martin Block and Allyn Edwards exited, putting still more of a strain on the talent roster. In view of this past record of sudden exodus, WNEW's new manager-co-owner Richard Buckley has been quietly grooming a second string of spinners for just such an emergency. Consequently it was no trick for Bill Williams to be moved into Collins' 9 to 10 p.m. time slot and Ed Locke into his all-night spot.

Bert Wayne's two-hour afternoon series will be taken over by WNEW's veteran deejay Lonnie Starr, who also announces for "The Children's Hour" on TV.

At one time or another, Starr has probably subbed for every man on the station, but this will be the first time he had been assigned a full-time daily show of his own.

Decca, Fox Ready 'No Business' Push

NEW YORK, Dec. 11.—Decca and 20th Century-Fox Studios are readying an all-out promotion campaign on the sound-track album from "No Business Like Show Business."

Complete albums are being mailed to key disk jockeys, along with special recorded interviews with Irving Berlin. A big consumer and trade paper ad campaign is in the works, and the score will be played in its entirety over the CBS radio network on "A Sunday Afternoon," December 12, and over the NBC radio web December 13 on "Best of All."

The Decca album features the original cast—Ethel Merman, Johnnie Ray, Dan Daily, Mitzi Gaynor and Donald O'Connor, with Dolores Gray subbing for Marilyn Monroe.

ATTENTION DEALERS & OPS:



SPECIAL DECEMBER RELEASE

Richard Maltby

"STARDUST MAMBO"

"Strictly Instrumental"

X-0075 4X-0075

Betty Clooney

"WHISPER"

"Si, Si, Señor"

X-0076 4X-0076

Frankie Lester

"TELL IT TO ME AGAIN"

"Wedding Bells"

X-0077 4X-0077



Jan Strickland

Pop and Rhythm & Blues

"COME TO ME MY LITTLE DARLIN"

"Let's"

X-0080 4X-0080

Country & Western

Terry Fell ("Don't Drop It")

"GET ABOARD MY WAGON"

"You Don't Give a Hang About Me"

X-0078 4X-0078



The Stars of WLW-TV, Cincinnati

The Geer Sisters

"UNLOVED AND UNCLAIMED"

"Menu Love"

X-0079 4X-0079



a Product of Radio Corporation of America

RECORDS MARK THE HITS!

TALENT TOPICS

KALLEN READY FOR ENGLISH TOUR . . .

Kitty Kallen has been signed for a short vaudeville tour of England next spring. The jaunt will avoid the Palladium and concentrate on the lush provincial pastures. The deal has been set thru the Lew & Leslie Grade office. The Four Aces have been booked to open their vaude swing of England at the Glasgow Empire Theater on March 28. So far, dates in the main towns have been set, and MCA who is handling the tour, is working on appearances in London and elsewhere. This will be the Aces first time in Britain.

GRANZ TO PRODUCE THEATRICAL JAZZ FILM . . .

Norman Granz, jazz impresario and president of Clef and Norgran Records, will produce his first theatrical film, tentatively titled "The Jazz Scene." Tho full details were not available, Ella Fitzgerald, Buddy DeFranco and the Count Basie orchestra were reportedly set to star in the film, which will be shot in CinemaScope.

BROADWAY SHOWING FOR "THREE FOR TONIGHT" . . .

"Three for Tonight," starring Marge and Gower Champion, Harry Belafonte and the Voices of Walter Schumann, will play a limited engagement at a Shubert theater in New York on or about March 21. Musical will wind up its current 77-city tour in Detroit before shifting to Broadway. Negotiations for the booking were handled by producer Paul Gregory.

PEACOCK SIGNS POP SINGER VAN MOON . . .

Peacock Records, r.&b. indie label, has made its first move into the pop field with the signing of singer Carl Van Moon. Van Moon, recent winner of the Harvest Moon Festival in Chicago, was sought by a number of diskeries after he snagged first prize as best male singer in the contest. He was signed by Don Robey, head of the firm. The singer's pact, which was accompanied by an advance, is for three years.

JAMES, GRABLE TO TOUR ITALY . . .

Italian impresario Achille Trinca has announced that Harry James and his band, including Betty Grable, have been inked for a nationwide tour of Italy after Christmas. James is a favorite with Italian jazz enthusiasts, and his wife, of course, is well known in every village and hamlet where there is a movie theater—which means everywhere.

GOTHAM BIRDLAND CELEBRATES FIFTH . . .

The Birdland, New York's mecca of jazzophiles from all parts of the country, celebrates its fifth anniversary on December 16 with a program featuring Sarah Vaughan, the George Shearing combo, the Count Basie ork, Lester Young and blues shouter Jimmy Rushing. White tie is not required, but no objections, says the management, if is worn.

BIMBO'S NAMES LOEB ENTERTAINMENT DIRECTOR . . .

Agent Bill Loeb last week was named entertainment director of Bimbo's 365 Club, San Francisco. Move is the first of its kind patterned after the Las Vegas trend. Moro-Landis will continue to produce the shows at Bimbo's.

KAYSER TO BOW OWN BOOKING FIRM IN JAN. . . .

Joe Kayser, veteran band leader and one-night booker, will take the helm of his own booking firm after January 1, immediately following his retirement from Music Corporation of America. Kayser will end his 12-year tenure with MCA December 31, having worked mostly in the one-nighter department and more recently in the cocktail unit field. Kayser, often called dean of the one-nighters, was one of the first bands booked by Jules Stein. In his new office at 185 North Wabash, Kayser will handle unsigned bands in Midwestern tours as well as book club dates in the area. MCA is hosting Kayser to a party this week in the Mural Room of the Edgewater Beach Hotel.

GALE SETS 10-WEEK TOUR FOR PIAF . . .

The Gale Agency has set a 10-week concert tour for Edith Piaf, marking her second annual theater show. It will star, in addition to Miss Piaf, Jacques Peals and four other acts. It will be titled "An Evening With Edith Piaf." The show will open on March 7 and will play 10 weeks, skipping Holy Week. It is set for two weeks in San Francisco, one week in Los Angeles, one in St. Louis, one in Chicago, one in Detroit, one in Toronto and one in Montreal.

Carmen McRae will be at the Tiajuana Club, Baltimore, starting Tuesday (14) for one week. . . . The Four Guys did so well at El Cortez, Las Vegas, Nev., last week that Milt Duetsch has set them for 16 weeks of work.

FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

Hank Snow, in Cincinnati last Friday (10) for a guest shot on Pee Wee King's "Flying W Ranch" TV over WLW-T, reported that he bumped into record-breaking business in Calgary, Edmonton, Red Deer and Camrose, all in Alberta, November 23-26. Some 6,000 turned out at Edmonton, Hank says, with approximately the same number laying it on the barrel-head in Calgary. During his Cincy stay, Snow also appeared on Nelson King's show over WCKY. Hank is laying off until after the holidays. . . . The Pee Wee King show, appearing on WLW-T, Cincinnati, and its sister stations, WLW-D Dayton, O., and WLW-C Columbus, O., for the Wiedemann Brewery each Friday night, 9:30-10, winds up its 13-week stint late in January.

Flamingo Film has begun shooting the first of some 39 color TV films of "Grand Ole Opry" stars in Nashville, with initial release slated for around February 1. . . . Roy Acuff and the Smokey Mountain Boys, now on tour of military bases in Alaska and the Aleutian Islands, are due back in the States January 9. . . . Harry David is the author of a slick piece on country & western music and artists in the

November issue of Town Journal mag. Piece is titled "Hillbilly Tunes Are Going to Town," with the accompanying art picturing Carl Smith, Goldie Hill, Martha Carson, Hank Snow, Chet Atkins and other "Grand Ole Opry" talent in action.

Mallory Music Publication, New Orleans, employed a cute gimmick to push its newest release, "I Feel Like Cryin'." Along with its sample records to deejays, it sent along an imported linen hankerchief to wipe away the tears. . . . Martha Carson is set with a package, including Bill Carlisle and George Morgan, in Evansville, Ind., on New Year's Eve. She'll make a swing thru Florida in January. . . . "Lookin' Class," new ditty written by Ernie Keller and Bill Carrigan, announcers on WSM-TV, Nashville, has been recorded for Decca by Red Foley. . . . Lucky Lon Backman, of "Dixie Ranch" on WAVY, Norfolk, is passing out cigars on the arrival of a new daughter, Valerie Gayle, born November 23.

Dub Dickerson, after winding up a week of p.a.'s in Tulsa, Okla., December 7, highballed it by plane to Jacksonville, Fla., for a quartet of personals with (Continued on page 36)

RHYTHM & BLUES NOTES

By BOB ROLONTZ

A few weeks ago the Chess Brothers, Phil and Leonard, who own both the Chess and Checker label, made a recording with one of their top groups, The Moonglows. The record was "Sincerely," which has already broken thru as a big seller. The brothers then decided to make another record with two of the men from The Moonglows, and in order to continue the lunar tradition they called the duo The Moonlighters. Most people in the music trade, of course, are aware by now that the two groups are one. However, some bookers, theater owners, etc., have been trying to book The Moonlighters as an act, but they can't find them.

Meanwhile Shaw Artists Corporation signed The Moonglows to a contract, knowing that The Moonlighters were part of the same group. This is to reveal that at a forthcoming date to be played by The Moonglows, The Moonlighters will appear on the bill, too. The pair will sing their record songs, walk off the stage and then come back onstage too as part of the original group. The customer will get two groups for the price of one, which is pretty good in these days.

The Clovers will play 10 days on the West Coast at the 54 Ballroom starting December 24. The group will fly out from the East Coast. . . . Joe Turner, now on the West Coast playing dates in Southern California, will do a series of dates in Louisiana during Christmas and New Year's. He will play Shreveport on Christmas Eve and New Orleans on Christmas Day.

Chuck Willis and Faye Adams started a series of one-nighter dates together this week. The pair opened in Trenton on Friday night and are set for Newark, Pittsburgh, Harrisburg and other cities in New Jersey and Pennsylvania. The Bill Doggett trio will join them for a few days during the tour. The pair will be together until January 9.

Shaw Artists Corporation have signed The Charms, now riding high with their smash r.&b. and pop hit, "Hearts of Stone." . . . The Bill Davis trio returns to Hollywood next week and opens at the Royal there. . . . Don Angelo has signed Pauls Watson to a personal management contract. Angelo (Continued on page 36)

Calif. Jukemen Order 10,000 of 1st NJBM Disk

HOLLYWOOD, Dec. 11.—George A. Miller, president of the California Music Machine Operators' Association and president and general manager of Music Operators of America (MOA), revealed that orders for approximately 10,000 records had been received from California operators for the first National Juke Box Music record release by Bob Chester.

Miller disclosed that MOA sponsorship of the recording got under way this week, with a mailing to approximately 11,000 juke box operators thruout the country, urging the operators to purchase the record.

Operators thus far have been ordering thru both the Barney Young organization in New York, and thru Miller's California State association. A letter has also gone out to all State operator associations urging co-operation with the operators in their purchases.

Thus far no reports of sales of the recording "Daddy From Georgia Way" and "Early, Early in the Morning" from other sections of the nation, had been received by Miller at his headquarters in Oakland, Calif.

BMI Awards

• Continued from page 11

is the only BMI publisher to have walked off with an award for the third consecutive year.

Other tunes and publishers honored were "Crazy 'Bout You Baby" (Sunbeam), "Goodnight, Sweetheart, Goodnight" (Arc-Conrad), "Here" (Hill & Range), "If You Love Me" (Duchess), "I'm a Fool to Care" (Peer), "Jilted" (Sheldon), "Let Me Go, Lover" (Hill & Range), "The Man Upstairs" (Vesta), "Santa Baby" (Trinity), "Sh-Boom" (Progressive - St. Louis), "Shake, Rattle and Roll" (Progressive), "This Ole House" (Hamblen), "Woman" (Studio), and "Young at Heart" (Sunbeam).

Writers honored were Rudi Maugeri, James Hudson, Calvin Carter, Dorcas Cochran, Henri Rene, Marguerite Monnot, Ted Daffan, Robert Colby, Jennie Lou Carson, Al Hill (Twomey, Wise and Weissman), Dorinda Morgan, Hal Stanley, Bobby Mellin, Fritz Schulz Reichel, Tony Springer, Carl Feaster, Claude Feaster, James Keyes, Floyd McRae, William R. Edwards, Charles Calhoun, Stuart Hamblen, Dick Gleason, Carolyn Leigh and Johnny Richards.

78's May Fade

• Continued from page 11

to 35. To date, its Eddie Fisher dishing of "I Need You Now," currently in that same select bracket, has sold more 45's than 78's. Columbia reports that sales of its zooming "Let Me Go, Lover," with Joan Weber, are evenly divided between the two speeds.

A year ago, declare both diskeries, the ratio would have favored 78's by as much as 70 to 30.

In the case of moderately strong clicks (200,000-sellers), the spread almost invariably is weighted strongly on the side of 45's, diskeries assert. It is only when a record starts snowballing towards the million mark that 78's currently approach, and sometimes tip over the level of 45 movement.

New Attachment
Meanwhile, Victor has already shown its field men models of its new 45 single-play attachment, which it expects to have out in the field before next March. The \$12.95 seller is an automatic unit, with the record inserted in a slot for placement on the concealed turntable. A flip of a "play bar" drops the tone arm on the record. An automatic shut-off is provided. A self-contained 45 player, probably built on the same principle, is expected to follow the introduction attachment by a few months. Another move to spur movement

'TV SCOOP'

Weber, Mitch Appear on Miller Seg

CHICAGO, Dec. 11.—Chicago's biggest television scoop of the year is what disk jockey Howard Miller called the appearance of Joan Weber (the "Let Me Go, Lover" girl) and Mitch Miller on his two-hour TV-deejay show Friday night.

Miller, who has been utilizing Channel 2 here from 11 p.m. till 1 a.m. each Friday, received loads of local publicity in conjunction with the "wonder girl's" first television appearance. The show, which has been showcasing newcomers, and spotlighting top record talent for two years, has more than once taken top rating for the time seg in this area.

Friday's show saw Mitch Miller, Columbia's a.&r. topper, give the entire story of the "Let Me Go, Lover" saga from start to finish with sidlines being furnished by Howard Miller and Miss Weber. Also on the program were Columbia's Jerry Vale and Label X's Three Chuckles.

'PANDIT' DEAL

Sound Track Rights to Tempo Firm

HOLLYWOOD, Dec. 11.—Negotiations between Tempo Records and Snader Television Productions, Inc., were completed this week with Tempo acquiring the sound track rights to the upcoming "Korla Pandit" television film series.

In addition to the TV film music, Tempo will also acquire approximately 59 masters Pandit had previously recorded for Vita Records. Latter were taken over by Bill Collins, of Collins, Caldwell & Dague, record biscuit suppliers, and subsequently leased to Snader. The "Pandit" series, 52 half-hour films, are currently being produced for syndication sales, with the first block of films expected to go on the air in approximately 60 markets early next year.

Tempo is expected to release the "Pandit" music in a series of LP's, and will tie in its promotion of the disk albums with sponsors in local television markets.

Mercury Changes

• Continued from page 11

reads: "The Mercury Record Corporation announces this week that effective on January 1, it will initiate a company-controlled distribution office for the New York area. This completes Mercury's management personnel. The New York distributorship will be known as Mercury Record Distributors, Inc. Morris Price, Mercury's vice-president in charge of sales, will arrive in New York next week to organize this distributorship."

Hirsch, who also operates Malverne-New England, Inc., which distributes Mercury and other labels out of the Hartford, Conn., area will continue to operate here with such lines as Cadence, Clef, Fantasy, Pacific Jazz, Wallis and other lines which he expects to get. He will maintain his present quarters and staff while negotiating for additional lines.

It is generally believed that the shift of the Mercury label will also see Malverne lose the line in the Connecticut and surrounding areas, tho nothing official has been announced.

of 45 players to consumers was recently taken by Victor when it broadened the base of its "Listener's Digest" program to include pop and country & western records, in addition to classics. The record packs, each consisting of 10 EP's and program booklet, are sold with self-contained 45 player at \$39.95. The "Treasury of Mood Music" contains 40 selections; the "Treasury of Country & Western Music" 60 selections.

REAL WILD
 RAGTIME
 SOUND

**LOU
 MONTE**
 SINGS
CATS WHISKERS

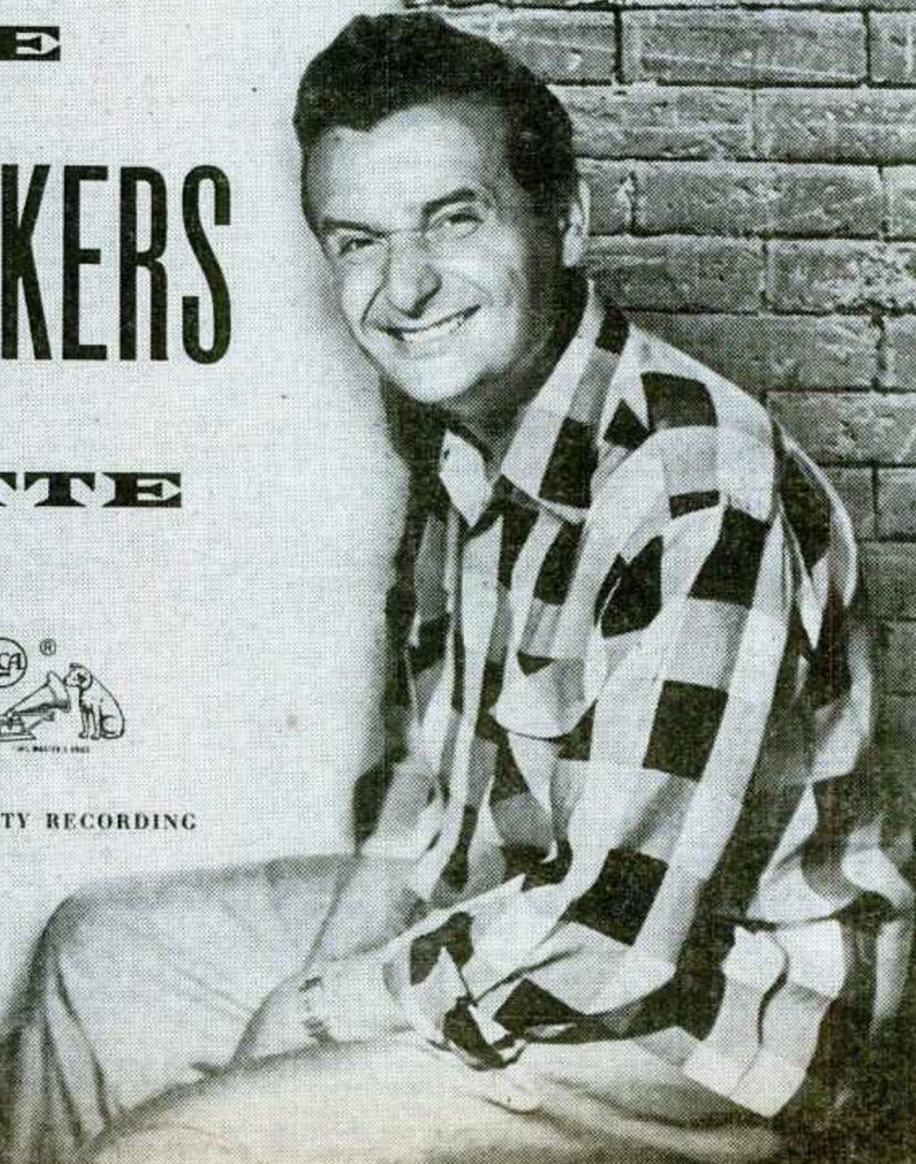
ROULETTE

20/47-5963

RCA VICTOR
 FIRST IN RECORDED MUSIC



A "NEW ORTHOPHONIC" HIGH FIDELITY RECORDING



PALLADIUM CHARITY ENTERTAINMENT SET . . .

The Hollywood Palladium will stage a "Holiday Hop" on December 28, with KLAC disk jockey Alex Cooper emceeing the teenage dance. Guests scheduled to appear include Frankie Laine, Peggy King, Jud Conlon's Rhythmairs, June Christy, George Auld and the Les Brown orch. Proceeds will be donated to the Casa Colina Home for Crippled Children.

PERUGGI GETS RCA BERTH . . .

Sal Peruggi will replace Ray Clark as Southern field man for RCA Victor. Clark has been named to head the company's revived rhythm and blues department as general manager (The Billboard, December 11). Peruggi was formerly Victor's manager of sales administration.

COMPOSERS' GUILD ELECTS DIRECTORS . . .

Composers Guild of America last week named its executive board of directors in elections held in Hollywood and New York.

Named to represent the Western section are Jeff Alexander, Alex-

ander Courage, Hugo Friedhofer, Herschel B. Gilbert, Lyu Murray, David Raskin, Walter Scharf, Marlin and Skiles and Leith Stevens for the screen; Basil Adlam, Richard Aurandt, Carmen Dragon and Rex Koury for radio; Frank DeVol, Wilbur Hatch, Irving Miller, Walter Schumann and Nathan C. Scott for television, and Mack David and Sylvia Fine, songwriters.

Eastern board members are Rudolph Schramm and Winston Sharples, screen; Ben Ludlow and Gene von Hallberg, radio; Milton Kraus, Ralph Norman and David Terry, television, and Arthur Schwartz, songwriter.

INJURIES BASIS FOR 150G DAVIS SUIT . . .

Singer Sammy Davis Jr. filed suit for \$150,000 in Los Angeles Superior Court last week, charging defendants Helen S. Boss and Bessie Ross, and three Does, with "recklessness." Defendants' names were involved in the automobile accident which cost Davis his left eye. Suit asked compensation for medical expenses, general damages and loss of earnings.

TOT TUNES GETTING TV FILM TREATMENT . . .

A series of juvenile songs, published by Loyal Music and written by Lo Golet, is being packaged as a filmed TV series titled "Tad-Ventures." The "Tad" tunes will be recorded on the new Tad label

by the Loyal Corporation and released concurrently with the bow of the TV series. Executives of the firm are Larry McHugh, Jodie Ettienne and L. G. Yoakem.

KEYSOR FILES SUIT VS. CENTURY RECORDS . . .

Suit requesting an injunction against Century Records, Inc., was filed in Los Angeles Superior Court Tuesday (7) by James B. Keysor. Action asks that the defendant be restrained from further use of their corporate name.

JOE HUNTER SIGNS ATLANTIC PACT . . .

Atlantic Records has signed Ivory Joe Hunter, for the past three years with the M-G-M label. Hunter a few years ago was one of the hottest warblers in the r.&b. field. His "I Nearly Lost My Mind" and "I Need You So" were big hits for M-G-M.

ESSEX TAKES OVER 'BE-BOP SANTA' . . .

Essex Records has taken over the Bruce Records master of "Be-Bop Santa Claus" for the entire United States, with the exception of New York, New Jersey, Philadelphia and Los Angeles. In these areas, it will be sold on the Bruce label. Bruce Records made the agreement this week after negotiations between Monte Bruce and Dave Miller.

New York

Juggy Gayles has acquired the selling rights of "Why (Are There Things We Can't Explain)" for his United Music firm from Ashland Music. The ditty was cut by Jane Morgan on Kapp Records. . . . Sam Fox Music has purchased the United States rights to the theme song from the Italian film "Cadets of Gascogne." The deal was negotiated by Paul Siegal, Italian publishers' rep.

Betty Madigan will appear on the Cerebral Palsy Telethon on December 18 and 19 over WTPA-TV, Harrisburg, Pa. . . . The Sandy Sandifer ork with thrush Betsy Jones will fly to South America to entertain employees of the Gulf Oil Company in Venezuela in January. . . . The December 18 issue of The Saturday Evening Post will carry an article by Lionel Hampton entitled "Me and Benny Goodman." . . . Texas Tony Merrill will be guest of honor at the New York State Department of Law's annual Christmas party for underprivileged children on Saturday (18) at the Captain Belvedere Brooks Post of the American Legion. . . . Bergundy Records has canceled its merger with BBS Records, and Art Sutton is the new head of the firm. . . . Deejay Bill Silbert, station WMGM, is throwing a Christmas Party at the Hotel Park Sheraton on December 26 for the Damon Runyon Cancer Fund, to which he has invited all his teen-age listeners. . . . Deejay Martin Block will broadcast the special Police Athletic League Party on his show over the ABC Network on Monday (20). Many top record artists and sports figures will appear on the show. The broadcast will be aired direct from the Manhattan Center in New York.

David Yamell, formerly assistant publicity director at local indie WNEW, has been upped to assistant to program director Bill Kaland. Jean Fitzpatrick moves into Yamell's former post, reporting to the station's publicity chief Alan (Bud) Brandt.

Decca Signs Al Hibbler, Betsy Gay

NEW YORK, Dec. 11.—Decca's artist and repertoire staffer Paul Cohen has signed Betsy Gay and Al Hibbler. The latter artist, a one-time Duke Ellington warbler, will do both pop and rhythm and blues for the label.

Miss Gay, formerly a member of the Gay Sisters featured with Russ Morgan's band, handles the vocal on "You Clobbered Me," Decca's Spade Cooley disk. Her first solo release for Decca—out next week—will be a pop disk, "Cave Man," backed by "Sweet." She will also do country and western sides.

Sam Donahue Inks Capitol Contract

HOLLYWOOD, Dec. 11.—Veteran band leader Sam Donahue has been signed to a term recording contract by Capitol Records. Donahue, currently helming the Billy May band on the road, is to be featured as a single on Capitol, and will record a series of jazz albums shortly.

In another talent action, Capitol was expected to acquire singer Bunny Paul, whose contract with Dot Records expires at the end of the year. Negotiations with Miss Paul's manager, Saul Starr, have been under way.

mas" record on Atlantic. . . . A birthday celebration will be held at the Savoy Ballroom to honor ork leader Ed Bonnemere and his Jazz Mambo Sextet on December 19. . . . Riverside Records' new "Contemporary Jazz Series" LP's will feature Randy Weston, modernist, on his first recording for the label, and Bob Helm, of the Turk Murphy crew. In 1955, the label will release platters by the Lu Waters Yerba Buena Jazz Band, Yank Lawson, Dick Wellstood and George Lewis. All of the latter disks feature previously unreleased material.

Chicago

Joe Delaney and Jimmy Hilliard in town last weekend to cut a session for Label "X" with the Chuckles, currently appearing at the Preview. Delaney and Hilliard headed for the West Coast where they will spend several days. . . . Bobby Shad, Mercury Records' jazz a.&r. director, in town conducting a recording session with Cleanhead Eddie Vinson. He heads back to New York where he is scheduled to do three sessions with Sarah Vaughan for a 12-inch LP.

Joan Weber and Mitch Miller, of Columbia, were hosted at a private cocktail party for the press at the Ambassador Hotel Friday (10) prior to their appearance on the Howard Miller TV show. . . . Dinah Kaye, currently appearing at the Black Orchid, placed booklets containing all her Label "X" waxings, on the tables. Her manager, Victor Rasputin, claims it is aiding the sale of her records locally. . . . Ruth Price, jazz singer, opened at the Cloister Inn of the Maryland Hotel Monday (13) for an indefinite run.

Johnny Desmond's "Recordland Hop" has settled down on WBKB-TV in the 1:30 to 3:30 slot on Saturdays, now that the football season is over. . . . Buddy Bear is current at the Black Orchid, while singer Phyllis Branch is likewise at the Blue Angel. . . . Marry Ann McCall, featured vocalist with Charlie Ventura's Quartet, now appearing at the Blue Note, grabbed off space in newspapers across the country last week with her show-must-go-on behavior. She suffered scalds on her legs in a kitchen accident and despite being confined to a hospital, is managing to make her nightly shows with the band by being taken to and from the club in an ambulance, and singing from a wheelchair. . . . Dan Belloc is making TV appearances for reasons other than the band business. Dan is also a school teacher and last week appeared as guest on "Quizdown," a program for fourth to sixth graders.

Hollywood

Margaret Whiting and Bob Hope dedicated the Christmas seal booth at the corner of Hollywood and Vine Streets last week, with Matt Dennis and Tom Adair also taking part in the festivities. . . . James Brown, starring in the "Rin Tin Tin" television series, has named Carl Herzmann as his personal manager. Brown will shortly launch a singing career. . . . Ina Ray Hutton was signed by Universal-International for two pictures featuring her all-girl band. . . . Paul Frees and Ruby Raksin will collaborate on three special material songs for Donald O'Connor's TV shows. . . . Hank Shank, pianist, departs the Mary Kaye Trio to form his own musical group with Ray Brown replacing him. Mary Kaye Trio is currently at the Fairmont Hotel, San Francisco. . . . Dolores Gray returned to her New York home following completion of her first screen role in M-G-M's "It's Always Fair Weather." . . . The Platters inked in to Larry Potter's supper club for a two-day stand. . . . Carl Ravazza comes back to Charlie Foy's thru the New Year's holiday. . . . Ditto Mary McCarty at the Mocambo. . . . Rosemary Clooney will play the Sands, Las Vegas, come May 15 for three weeks.

. . . Westlake College of Music awards went to Stan Kenton, Les Brown, Kitty Kallen, Frank Comstock and Charlie Emge this year. . . . After slicing the Buddy DeFranco-Oscar Peterson group last week, maestro Skip Martin flew to New York for a recording date with the Decastro Sisters, and then back to Hollywood to cut Debbie Reynolds at M-G-M. . . . Joe Carlton and Henri Rene, RCA Victor, return to New York after their one-week stay in Hollywood. . . . Lawrence Welk has extended his All-America music competition to run thru March 10. . . . Los Angeles Choral Association feting Bob Mitchell, of the Mitchell Boy Choir, on the occasion of his silver anniversary in the music business. . . . As a result of the success of their first LP by the Hi-Lo's, Starlite Records will release "Little White Lies" and "June in January" from the album, as a single. . . . Thrush Connie Towers gets the singing lead opposite Frankie Laine in the Columpic, "Here Comes the Bride."

ABC Radio Plans Musical Mondays

NEW YORK, Dec. 11.—The ABC radio network will have a solid two hours of musical programming from 8 to 10 p.m. on Monday night by January, with the emphasis on classical and semi-classical selections.

Beginning December 13, Bobby Hackett's "Just Easy" program will move into ABC's 8 to 8:25 p.m. period; while "The Metropolitan Opera Auditions" starts January 3 from 9 to 9:25 p.m.; and "Freedom Sings," featuring the U.S. Army Symphony Orchestra and prominent concert artists, will debut sometime in late January from 9:30 to 9:55 p.m.

"The Voice of Firestone" will remain in its present Monday night time slot, from 8:30 to 9 p.m.

ANOTHER BMI "PIN-UP" HIT

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FONTANE SISTERS . . . Dot
THE GOOFERS . . . Coral
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Recorded by **NAT "KING" COLE**

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SONG OF THE BELLS

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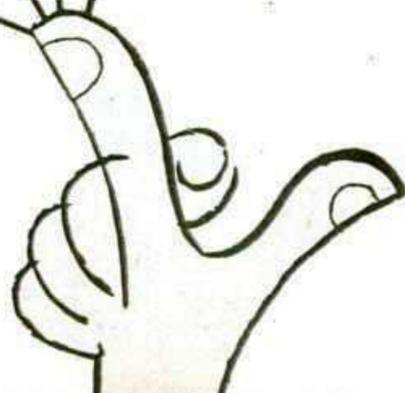
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PHONOS—HI FI

By STEVE SCHICKEL

MAGNAVOX BUYER'S GUIDE TO CLEAR HI-FI TERMS . . .

Magnavox is now engaged in putting on a series of pop concerts in meeting style to explain high fidelity to the public. The move came about as the result of the current confusion of what high fidelity really means as far as the public is concerned. The firm will use key dealers across the country in the promotion. Stores will set up an auditorium arrangement for the lecture-demonstration.

The lecture on how high-fidelity music is reproduced will be presented by Ralph H. G. Mathews, general sales counsel, High-Fidelity Division of Magnavox. He has prepared a buyer's guide which lists all the points to look for in any of the components making up a hi-fi system. The buyer's guide and the lecture demonstrate the fact that each component must be integrated with the other parts of the system.

Among the stores which have already presented the pop concert is Wolf & Dessauer's Department Store at Fort Wayne, Ind. The phonograph section of the store was expanded, the record department tied-in, Magnavox equipment was put on display, and the Tea Room was used as the lecture hall. More than 500 persons attended the meeting at which programed concerts were performed. Dr. Igor Buketoff, conductor of the Fort Wayne Philharmonic Orchestra, also participated with the selection of the recordings and gave an explanation of the musical compositions complete with program notes. Store officials reported hi-fi sales jumped immediately following the lecture-concert.

WEBCOR RELEASES SIX NEW PRE-CUT TAPES . . .

Webcor this week announced the availability of six new reels of pre-recorded tape. The new releases include a seven-inch reel by the Sorokin Symphonette, a recently organized group; two reels by the Fine Arts Quartet, and reels by the John Halloran Choir, organist Adele Scott, and the Leonard Sorokin Strings. All the tapes are recorded at a speed of seven and one-half inches per second and can be reproduced on any standard tape recorder. They are double tracked and contain a full hour of music on the seven-inch reel and one-half hour on the five-inch reel. Prices at retail are \$12 for the seven-

inch reel and \$8 for the five-inch reel, with all being handled by Webcor outlets.

PILOT ISSUES NEW HI-FI PACKAGE . . .

A de luxe version of the Pilot Radio Corporation's Encore high-fidelity table model phonograph (Model PT-1020) was introduced recently by the Long Island City firm. The new unit features a Garrard RC-80 record changer, six tubes, two speakers, a push-pull eight-watt amplifier, and a GE magnetic cartridge. The speakers are one eight-inch and one six-inch. The unit will retail at \$179.50 with a set of four wrought iron hairpin legs available at an extra cost of \$3.95.

WNMP RADIO SPARKS HI-FI PURCHASES . . .

Radio Station WNMP in Evanston, Ill., claims its programing structure has made the station a No. 1 profit item for high-fidelity manufacturers. Four leading retailers of hi-fi goods sponsor separately more than 15½ hours of programing per week on this station which specializes in classical music. According to station officials, music programed over the station's shows serves to whet the listener's appetite for hi-fi sounds. Perhaps, judging from these results, other stations in other areas might concentrate more time on this type of programing and thus tie-in more favorably with retailers on hi-fi promotions.

NEWS SHORTS OF PEOPLE, PRODUCTS AND EVENTS . . .

James F. White, general sales manager of Crescent Industries, Inc., announced this week the appointment of Warren Dean as contract manager for the Chicago manufacturer of high-fidelity tape recorders, phonographs and record changers. Dean will supervise all private label contracts.

Scott Radio Laboratories, Chicago, has released a new cabinet for demonstrating hi-fi components. The model, series 800, will go at a dealer cost of \$25 and is chargeable to co-op advertising fund. . . . Two members of the Hallicrafters Company died this week. Richard A. Graver, 58, vice-president and director of marketing for the firm, and one of the outstanding members of the electronic industry, died in New York following a heart attack. Leo R. Mead, technical assistant to the chief engineer, died in Chicago Friday (3).

LINER NOTES

By IS HOROWITZ

Camden to Resume Classical Releases . . .

Camden Records resumes classical releases next month after a short hiatus, with six LP's backing up its featured package of all six Tchaikovsky Symphonies. Included is a Leonard Bernstein LP holding his "Jeremiah" Symphony and "On the Town" suite, plus shorter selections, with Bernstein conducting the orchestra. Among the other releases are readings of the complete Dvorak Slavonic Dances, Op. 46, the Bizet Symphony in C, and disks devoted to performances by John Charles Thomas and the duo-pianists Pierre Luboshutz and Genia Nemenoff.

Meanwhile, Camden has lined up a dealer contest to spur action on the Tchaikovsky package. Prizes of merchandise will be awarded dealers doing the best job of promotion, with a grand prize of \$250 to the top-rated store.

GERMAN CITY HELPS VOX MAKE RECORDS . . .

The municipality of Bamberg, in Southern Germany, showed unusual co-operation during a recent series of recording sessions by Vox. Scene of the dates was a monastery in the middle of town, and traffic noises filtered thru the ancient walls. So, for 10 days, a cordon of police was thrown around the building each evening to flag down vehicles on surrounding thoroughfares. The bill for these special services, presented by the mayor to Vox president George Mendelssohn, was 192 marks, or about \$48.

VANGUARD SIGNS JAMES FRISKIN . . .

James Friskin, for many years a teacher at the Juilliard School of Music and a noted interpreter of Bach keyboard works, has been signed for a series of LP's by Vanguard. Three Bach LP's are being readied for early release, to be issued in a plush box at \$17.85, and singly at \$5.95. More Bach disks will be forthcoming by Friskin, the diskery promises.

"ARCHY, MEHITABEL" WAXED BY COL. . .

"Archy and Mehitabel," the short comic opera introduced in New York Monday (6) by Thomas Scherman and the Little Orchestra Society has already been recorded by Columbia Records, which is pushing processing of the set for early release. The work is by George Kleinsinger, based on Don Marquis' series and has to do with a cockroach and

alley cats. Critical comment by New York reviewers was enthusiastic.

INT. CONCERT SERVICE DRAWS ATTENTION . . .

The organized concert movement is watching with more than ordinary interest what effect the newly formed International Concert Service will have. The firm was set by Ward French and Bob Ferguson, recently ousted from top of Community Concerts, Inc., executive posts by Columbia Artists Management amid a flurry of charges and counter-charges.

In a statement this week French brings into the open the much-whispered report that the Department of Justice was preparing a suit calling for the separation of management and concert combines. French charges that one reason of his firing stems from his urging that Community Concerts be divorced from Columbia Artists.

Now French declares he will be able to supply talent from a number of agency sources, including Sol Hurok, National Concerts and Artists Corporation, and even Columbia Concerts, Inc.

MAJOR AND MINOR . . .

Lucretia West, the young mezzo, is slated to cut an LP for Westminster in London next March during a short interruption in her European concert tour. . . . Angel is preparing a new LP featuring soprano Maria Callas. Titled "Callas Portrays Puccini Heroines," its program includes arias from "Manon Lescaut," "La Boheme," "Suor Angelica," "Gianni Schicchi" and "Turandot." Release is scheduled for January.

Max Rudolf, assistant manager and conductor of the Metropolitan Opera, made his first appearance as a symphonic conductor this week in an appearance with the Dallas Symphony Orchestra. . . . A \$1,000,000 tour is being organized by the Grand Opera Company of Australia and New Zealand, with artists being recruited now in Italy. Season will kick off in Melbourne in March.

Capitol Records is soon expected to release the Cetra disk of Puccini's "Madame Butterfly," just issued in Italy. Featured singers are Ferruccio Tagliavini and Clara Petrella. . . . Haydn Society has ready an LP of baroque chamber music played by a harpsichord-woodwind quartet.

Hershey Kay's "Western Symphony," just released in a Vox recording by the City Center Ballet Orchestra, is due for an early performance on the CBS-TV show Omnibus.

Classical Best Sellers (All Categories)

Records are ranked in order of their national sales strength at the retail level, without regard to musical category or date of release, as determined by a survey of classical dealers in all key markets.

1. OFFENBACH: GAITE PARISIENNE; MEYERBEER: LES PATINEURS—Boston Pops Orchestra (Fiedler) RCA Victor LM 1817
2. VERDI: REQUIEM—Shaw Chorale, NBC Symphony (Toscanini) RCA Victor LM 6018
3. BELLINI: NORMA—Callas, La Scala Orchestra (Serafin) Angel 3157 C
4. MOUSSORGSKY: PICTURES AT AN EXHIBITION; FRANCK: PSYCHE—NBC Symphony (Toscanini) RCA Victor LM 1838
5. GROFE: GRAND CANYON SUITE—NBC Symphony (Toscanini) RCA Victor LM 1004
6. TOSCANINI CONDUCTS WAGNER—NBC Symphony (Toscanini) RCA Victor LM 6020
7. BRAHMS: VIOLIN CONCERTO—Milstein, Pittsburgh Symphony (Steinberg) Capitol P 8271
8. BRAHMS: VIOLIN CONCERTO—Oistrakh, Saxon State Orchestra (Konwitschny) Decca 9754
9. RIMSKY-KORSAKOFF: SCHEHERAZADE—Philadelphia Orchestra (Ormandy) Columbia ML 4888
10. TOSCANINI PLAYS YOUR FAVORITES—NBC Symphony (Toscanini) RCA Victor LM 1834
11. FRANCK: SYMPHONY IN D MINOR—Detroit Symphony (Paray) Mercury 50023
12. TCHAIKOVSKY: PIANO CONCERTO NO. 1—Anda, Philharmonia Orchestra (Calliera) Angel 35083
13. BEETHOVEN: SYMPHONIES NOS. 1 AND 9—NBC Symphony (Toscanini) RCA Victor LM 6009
14. RESPIGHI: PINES OF ROME; FOUNTAINS OF ROME—NBC Symphony (Toscanini) RCA Victor LM 1768
15. OFFENBACH: GAITE PARISIENNE; CHOPIN: LES SYLPHIDES—Philadelphia Orchestra (Ormandy) Columbia ML 4879
16. TCHAIKOVSKY: THE NUTCRACKER — Minneapolis Symphony (Dorati) Mercury OL 2-101
17. BEETHOVEN: SYMPHONIES NOS. 5 AND 8—NBC Symphony (Toscanini) RCA Victor LM 1757
18. TCHAIKOVSKY: SWAN LAKE BALLETS SUITE—Kostelanetz Orchestra Columbia ML 4306
19. STARLIGHT CONCERT—Hollywood Bowl Orchestra (Dragon) Capitol P 8275
20. TCHAIKOVSKY: SLEEPING BEAUTY BALLETS; NUTCRACKER SUITE—Philadelphia Orchestra (Ormandy) Columbia ML 4729

Reviews and Ratings of New Popular Albums

NAT (KING) COLE SINGS 81
Nelson Riddle and Billy May Ork (1-EP)
Capitol 1-9120
This is one of the first in the new trend of EP waxings of four current hits done by a single top artist. Cole, naturally, is wonderful and the material should make this a natural at \$1.47. Tunes are "If I Give My Heart to You," "Hold My Hand," "Papa Loves Mambo" and "Teach Me Tonight." None have been done previously by Cole for single release. Dealers should do fine with this if properly displayed.

LADY IN THE DARK 80
Ann Sothern (1-12")
Victor LM-1882

Ann Sothern's TV version of "Lady in the Dark" wasn't quite as spectacular as promised, but this sound track from the video show should prove a surprisingly good seller on several counts. It's the only available album on the old Moss Hart Broadway hit, which automatically guarantees purchase by legit theater fans, as well as collectors of Kurt Weill-Ira Gershwin scores. Additional sales should be forthcoming from Ann Sothern's personal following, which is quite extensive as the result of her regular TV series, "Private Secretary." Last, and probably least, is the TV presentation itself, which should account for some sales, either to those who saw it or those who missed it and wish they hadn't. Miss Sothern's interpretation of the title role is less tart and sophisticated than Gertrude Lawrence's original, but it's nonetheless appealing show-wise. Carlton Carpenter does his best with the impossible task of measuring up to Danny Kaye.

THE LAUGH OF THE PARTY 78
Joy Adams, Al Kelly, Steve Allen, Myron Cohen, Phil Foster, Buddy Hackett, Jimmy Komack, Eddie Lawrence, Jackie Miles (1-10")
Coral CRL 56121

The label has done just right in packaging into a single LP disk the various comedy routines previously issued on single wax. Each of the comics does one of his best routines. As expected, the best comics come off best on this disk. Adams-Kelly, Hackett, Lawrence, Miles and Cohen figure to get plenty of laughs. The others? Well, it's all amusing. In any event, there should be a strong and steady market for this set as a party package loaded with good clean fun in good taste. Good packaging, too.

MAMBO U.S.A. 74
Joe Loco Ork (1-10")
Tico 129

Mambo fans should snap this set up pretty quickly, for the Joe Loco crew is one of the hottest mambo bands in the land and the tunes in this new set are mambo arrangements of some current pop tunes and standards.

The include "The High and the Mighty," "Skokiaan," "Moonglow," "Goody, Goody" and "In the Mood." All are played with a bright mambo beat and the arrangements are first-rate. Surface noise on the record is higher than it ought to be, however.

JOURNEY INTO LOVE 74
(1-12")

Norgran MG N-1007
This "Journey" is also the label's first venture in the field of lush, mood or background music—and it's a most successful trip. Drummer Louis Bellson and arranger Buddy Baker share writing, arranging and conducting credits on most of the selections. All but two, "Unforgettable" and "Out of This World," are originals. Soloists include Juan Tizol and Willie Smith. In all this is a top-flight album which should appeal to the Jackie Gleason type of audience, and also to more musically erudite listeners. Recording is just fine.

EARTHA KITT: MRS. PATTERSON . . . 73
(Original Cast), Abba Bogin, Cond. (1-12")

RCA Victor LOC 1017
The critics praised Eartha Kitt's acting skill in her new Broadway play-with-music, but were less enthusiastic about the rest of the play. Consequently, this original-cast album's main strength rests with Miss Kitt's personal popularity. The dramatic portions of the LP are excellent, with the singer emerging as a first-rate actress. Unfortunately, the score isn't up to the high standards set by the thespian. But the canary does register with her highly stylized interpretation of "If I Was a Boy."

PRIVATE HELL 36 72
(Original Score), Leith Stevens, Cond. Coral 56122

Here's an interesting package. Composed and conducted by Leith Stevens for the Ida Lupino movie, "Private Hell 36." It's a far cry from the usual "sound track in search of a visual peg" item, in that all five selections are impressive entities by themselves. Aided by a group of top musicians, Stevens serves up some haunting musical fare, particularly on the title theme and Shorty Rogers' trumpet solo on "Daddy Long Legs." Unfortunately the picture isn't a big box office splash. However, it's possible the LP could take off alone in its rather specialized market.

VERSE AND CHORUS 68
Larry Carr, Beth Douglas (1-12")
Esoteric ES-534

This is the kind of disk package which will sell nicely and steadily to those seeking both good background-type vocals and standard tunes done in the best night club fashion. Both Mr. Carr and Miss Douglas come thru as excellent interpreters of the show tunes. The backing, by a combo of first-rate jazz men, is particularly
(Continued on page 22)



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- HOLLYWOOD:** HOLlywood 4-5171
1016 No. Sycamore Avenue,
Hollywood 38, Cal.

Reviews and Ratings of New Popular Albums

Continued from page 20

effective. And the basic idea of doing both the verse and chorus of a fine song is excellent.

Jazz

Erroll Garner (1-12")
EmArcy MG 36001
Mr. Garner at the piano provides a never ending series of amazements and pleasures. The man continues to come thru with super-fine performances on originals and standard. He's never at a loss for ideas nor weak on drive and rhythm. Here again he tackles some familiar themes for a session of pianistics which is certain to please the jazz coterie, his own large following and even those who don't quite "dig" jazz but want piano music.

AFTER HOURS WITH MISS "D" (1-10")
EmArcy MG 26032

To some this album will come as no surprise. These peoples have always known that Dinah Washington was much more than a blues singer. Here's the proof. Working with a near-fabulous jazz combo, Miss "D" socks around great jazz solos on "Bye Bye Blues," "Blue Skies," "A Foggy Day" and "I Let a Song Go Out of My Heart." This should appeal to jazz, pop and r.&b. buyers and should be a steady item. The tunes, performances and arrangements (?) are just wonderful. Recorded sound is fine, too.

CLIFFORD BROWN AND MAX ROACH (1-10")
EmArcy MG 26043

Any jazz cat looking for something a little bit different should take a listen to this set. The union of drummer Max Roach and trumpeter Clifford Brown makes for some very exciting music mainly in the bop-modern vein. The tunes on this set and the ideas gotten over by the boys make this a much brighter than usual jazz package. "Parisian Thoroughfare" is a tone poem to the City of Light in the jazz vein, with many bows toward Gershwin. The other originals also show off the lively work of Brown and Roach, including "Dellilah" and "Joy Spring" and the standard jazz item "Darn that Dream." Intriguing wax here that could interest many.

BLAKEY (1-10")
EmArcy MG 26030

Art Blakey has long been considered one of the better drummers in the field of jazz. This new waxing will further enhance his rating and will win him many new friends as well. He gets a chance to show off some fancy drum work on a group of originals that a lot of cool cats will enjoy. Also a young trumpeter named Joe Gordon shows a lot of good work on horn. Best sides include "Mayrah," "Futurity" and "Salute to Birdland." The latter has some warm work by Walter Bishop.

MARY LOU (1-10")
EmArcy MG 26033

There isn't much left to be said about Mary Lou Williams' piano work that hasn't been said before. She is one of the few jazz musicians who is at home in any field and whose styles have progressed from hot jazz to boogie-woogie and swing, and now is solidly in the modern vein. On these new recordings, made in France recently, the pianist shows that she has lost none of her skill. Sides include standards like "Small Hotel" and "Lover," plus originals like "Tire, Tire L'Aiguille," and "Nicole." Her fans will want this one.

Folk

LORD BURGESS AND HIS CALYPSO SERENADERS (1-10")
Stinson SLP-62

Collectors should be interested in this package, which features four Haitian songs on one side, and four typical songs of the British West Indies on the flip. Instrumentally, the LP is highlighted by the amusing penny-whistle playing of Herb Levy and leader Burgess' striking guitar style, combining simultaneously a percussive and harmonic effect. The group has a following in the U. S. as the result of recent nitery appearances.

FOLK SONGS OF YUGOSLAVIA (1-10")
Miroslav Jasic (1-10")
Connoisseur CM-1

Jasic is a young classical guitarist with a fine style who accompanies himself ably in an appealing collection of folk and folk-derived material. Recording is adequate and serves to convey the simple sentiment of the material. Potential is limited to specialist buyers.

Reviews and Ratings of New Classical Releases

BEETHOVEN: SYMPHONY NO. 6; SOUNDS OF NATURE (1-12")—Members of NBC Symphony Orchestra; Leopold Stokowski, Cond. RCA Victor LM 183081

Record catalogs certainly do not lack fine readings of this popular Beethoven work. Conductors, orchestras, prices, packages and interpretations offer the greatest possible variety. Yet here is a new reading which should sell excellently. Certainly there are those who will prefer Stokowski's interpretation. Others, however, may decide that the commentary bands which include Stokew's voice, actual sounds of a brook, birds and storm, and the obvious comparison between nature the Beethoven's scoring of nature's sounds have genuine hi-fi interest. In any event, this is a worthwhile addition, one with healthy appeal in today's market. Packaging is excellent.

BRAHMS: PIANO CONCERTO NO. 1 (1-12")—Arthur Schnabel, Piano; Chicago Symphony Orchestra; Fritz Reiner, Cond. RCA Victor LM 183180

There's little doubt that this will fast become the preferred version of the much-recorded concerto for the average collector. The Rubinstein name, at least, should insure that. But there are other reasons, too. For bold statement and all-encompassing sweep this is an impressive performance. And the realistic sound is of top quality. Solid merchandise for all but the exclusive pop store.

KAY-BALANCHINE: WESTERN SYMPHONY; THOMSON-CHRISTENSEN; FILLING STATION (1-12")—New York City Ballet Orchestra; Leon Barzin, Cond. Vox PL 905078

Hershy Kay's Western Symphony, composed in closed collaboration with choreographer George Balanchine, was enthusiastically received at its debut performance earlier this year. Kay is an experienced practitioner of theater music, and his know-how is ingratiatingly evident here. Well-played by the pit orchestra, the extended work consists of free arrangements of familiar folk themes, such as "Red River Valley." It should have strong appeal for the unsophisticated listener. But there is more meat in Virgil Thomson's "Filling Station," worked out with greater subtlety. A good, popular package likely to sell well, especially wherever the ballet company has appeared.

ROSSINI-RESPIGHI: LA BOUTIQUE FANTASQUE (1-12")—Philharmonia Orchestra; Robert Irving, Cond. Bluebird LBC 108076
This new release on the low-cost label

is another fine set for new collectors who are building a basic library. In addition to the Rossini ballet music, it contains other familiar selections including two of Mendelssohn's "Songs Without Words"; the "Spinning Song" and "Spring Song"; Gounod's "Judez" from "Mors et Vita" and Delibes' "Intermezzo" from "Naila." Performances are lush. An attractive set for the neophyte.

BACH: VIOLIN CONCERTO IN A MINOR; VIOLIN CONCERTO IN E (1-12")—Jascha Heifetz, Violin; Los Angeles Philharmonic; Alfred Wallenstein, Cond. RCA Victor LM 181875

This is a Heifetz set, and that fact alone insures good sales. Put artistically not all is as might be expected, and perceptive customers may look elsewhere for more probing performances. The fiddling, of course, is beautifully clean. The orchestra, on the other hand, is on the dull side, and the recording balance is uneven.

GIUSEPPI TORELLI: TWELVE CONCERTI, OP. 8 (3-12")—Reinhold Barchet, Wilhelm Beh, Violins; Pro Musica String Orchestra, Stuttgart; Rolf Reinhardt, Cond. Vox DL 11375

One of the most interesting and valuable album enterprises of the year. And it's likely to be realized as such by a good many collectors who won't balk at the \$19.95 list. Packaging here, with book-album and slip case, extensive notes and illustrations, parallels the handsome "La Stravaganza" set which many will remember fondly. Torelli, all but unrepresented in the LP catalog, was the 17th century Italian whom some musicologists credit with first devising the concerto form; others, it must be added, disagree. The concerti, some for one violin, some for two, are unfailingly charming and played with irresistible zest. A seemingly esoteric package, this can surprise by moving out strongly in larger shops.

BLOCH: VIOLIN SONATA; HANDEL: VIOLIN SONATA NO. 6; SCHUBERT: SONATINA IN G MINOR, OP. 137 (1-12")—Jascha Heifetz, Violin; Emanuel Bay, Piano. RCA Victor LM 186174

The Bloch, here recorded for the first time, is a challenging work, brooding and forceful in turn. It requires a passionate approach, which Heifetz supplies amply. This is one of the most impressive recent disk performances by the violinist and will interest many. Inclusion of the familiar Schubert and Handel scores makes for a rounded sonata program. Latter are

(Continued on page 32)

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RECORDS, ALBUMS AND SHEET MUSIC—POPULAR, COUNTRY & WESTERN, RHYTHM & BLUES, CLASSICAL

The Billboard Music Popularity Charts

THE MUSIC INDUSTRY'S MOST COMPLETE GUIDE TO THE ACTUAL AND POTENTIAL SALE OF TUNES AND RECORDS IN ALL CATEGORIES

Talent Corner

It used to be, in the record-music business, that a hit record by a strong artist had the field all to itself. Once it hit the best-seller lists, the cover versions just managed to eke out some sales by get-



TERESA BREWER

ting into areas where the hit was out of stock. It's a changing business, tho, and this doesn't happen anymore.

The latest example, of course, makes itself quite evident in this week's listing of the best-selling pop singles. In addition to Joan Weber's version of "Let Me Go, Lover," there are the Teresa Brewer and Patti Page recordings also on the hit list. It points up again the room available to good records by good artists—no matter the competition.

No one, of course, expects that the Joan Weber record will lose any of its lead over the competing versions. Yet both Coral and Mercury will do very nicely with their own "cover" disks on the click tune originally issued on the Columbia



PATTI PAGE

label. This pattern has shown itself on such tunes as "High and the Mighty," "If I Give My Heart to You," "Naughty Lady of Shady Lane," "Sh-Boom," "This Ole House" and several others.

Best Selling Sheet Music

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

This Week	Last Week	Weeks on Chart
1. Mr. Sandman.....	2	5
E. H. Morris		
2. Count Your Blessings..	3	10
Berlin		
3. This Ole House.....	1	15
Hamblen		
4. I Need You Now.....	4	14
Miller		
5. If I Give My Heart to You	5	14
Miller		
6. Teach Me Tonight....	7	7
Hub		
7. Let Me Go, Lover...12	2	
Hill & Range		
8. Papa Loves Mambo... 8	7	
Shapiro-Bernstein		
9. Naughty Lady of Shady Lane	9	3
Paxton		
10. Hold My Hand.....	6	13
Raphael		
11. White Christmas.....10	4	
Berlin		
12. Hey, There.....11	22	
Frank		
13. Rudolph, the Red-Nosed Reindeer	1	
St. Nicholas		
14. Whither Thou Goest...13	9	
Hill & Range		
15. Muskrat Ramble.....14	6	
Simon		

HONOR ROLL OF HITS

Trade Mark Reg.

The Nation's Top Tunes

For survey week ending December 8

This Week	Last Week	Weeks on Chart
1. Mr. Sandman	1	7
By Pat Ballard—Published by E. H. Morris (ASCAP)		
BEST SELLING RECORDS: Chordettes, Cadence 1247; Four Aces, Dec 29344. OTHER RECORDS AVAILABLE: L. Elgart, Col 40383; Lancers, Coral 61288; V. Monroe, V 20-5767; B. Morrow, Mer 70477.		
2. Let Me Go, Lover	9	2
By Jenny Lou Carson, Al Hill—Published by Hill & Range (BMI)		
BEST SELLING RECORDS: J. Weber, Columbia 40366; T. Brewer, Coral 61315; P. Page, Mercury 70511. OTHER RECORDS AVAILABLE: S. Gale, V 20-5952.		
3. I Need You Now	2	15
By Jimmie Crane and A. Jacobs—Published by Miller (ASCAP)		
BEST SELLING RECORDS: E. Fisher, V 20-5830. OTHER RECORDS AVAILABLE: K. Griffin, Col 40346, L. Nolan, Sarg 110.		
3. Teach Me Tonight	4	10
By Sammy Cahn & Gene De Paul—Published by Hub (ASCAP)		
BEST SELLING RECORDS: DeCastro Sisters, Abbott 3001; J. Stafford, Col 40351. OTHER RECORDS AVAILABLE: J. Brace, Dec 28990; H. Grayco, X 3051; R. June, M-G-M 11856; Modernaires, Coral 61265.		
5. This Ole House	3	19
By Stuart Hamblen—Published by Hamblen (BMI)		
BEST SELLING RECORDS: R. Clooney, Col 40266; S. Hamblen, V 20-5739. OTHER RECORDS AVAILABLE: Rex Allen-T. Williams, Dec 29254; Blue Ridge Quartet, Gotham 439; Herb and Kay, King 1376; Jordanares, Cap 2915; Sister Rosetta Tharpe, Dec 29255; Stamps Quartet, Col 21323; Statesmen, V 20-5850.		
6. Count Your Blessings	7	9
By Irving Berlin—Published by Berlin (ASCAP)		
BEST SELLING RECORD: E. Fisher, V 20-5871. OTHER RECORDS AVAILABLE: R. Clooney, Col 40370; B. Crosby, Dec 2951; A. Godfrey, Col 40321; G. MacRae, Cap 2927; Orioles, Jubilee 5172.		
6. Papa Loves Mambo	6	11
By Al Hoffman, Dick Manning, Bix Reichner—Published by Shapiro-Bernstein (ASCAP)		
BEST SELLING RECORD: P. Como, V 20-5857. OTHER RECORDS AVAILABLE: Alfreddito, Rainbow 264; G. Jones, M. Pearl, V 20-5891; Peacock Mambo Combo, Tico 1092; J. Ray, Col 40324		
6. Naughty Lady of Shady Lane	11	4
By Tepper and Bennett—Published by Paxton (ASCAP)		
BEST SELLING RECORD: Ames Brothers, V 20-5897; A. Bleyer, Cadence 254.		
9. If I Give My Heart to You	4	15
By Jimmie Crane, Jimmy Baxter, Al Jacobs—Published by Miller (ASCAP)		
BEST SELLING RECORDS: Doris Day, Col 40300; D. Lor, Majar 27. OTHER RECORDS AVAILABLE: C. Boswell, Dec 29148; D. Ellington, Cap 2930; B. Greco, Coral 61236; Four Bars, Josie 768; M. Lewis, Cap 2868; Peacock Mambo Combo, Tico 1092; T. Rogers, Mercury 70451; D. Shore, V 20-5838; T. Sosebec, Coral 64183; Wright Brothers, M-G-M 11776.		
10. Hold My Hand	8	14
By Jack Lawrence and Richard Myers—Published by Raphael (ASCAP)		
BEST SELLING RECORD: D. Cornell, Coral 61206. OTHER RECORDS AVAILABLE: G. Lombardo, Dec 29301.		

Second Ten

11. HEY, THERE.....	10	22
Published by Frank (ASCAP)		
12. SHAKE, RATTLE AND ROLL.....	12	14
Published by Progressive (BMI)		
12. MAMBO ITALIANO.....	13	5
Published by Rylan (ASCAP)		
14. HEARTS OF STONE.....	14	3
Published by Regent (BMI)		
15. MAKE YOURSELF COMFORTABLE.....	16	3
Published by Rylan (ASCAP)		
16. MUSKRAT RAMBLE.....	15	9
Published by Simon (ASCAP)		
17. WHITHER THOU GOEST.....	17	10
Published by Kavelin (BMI)		
17. DIM, DIM THE LIGHTS.....	—	1
Published by Republic (BMI)		
17. THAT'S ALL I WANT FROM YOU.....	—	1
Published by Weiss & Barry (BMI)		
20. WHITE CHRISTMAS.....	19	2
Published by Berlin (ASCAP)		

WARNING—The title "HONOR ROLL OF HITS" is a registered trade-mark and the listing of the hits has been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent. Requests for such consent should be submitted in writing to the publisher of The Billboard at The Billboard, 1564 Broadway, New York 36, N. Y.

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

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Popular Records, Singles	26	Country & Western	34
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Tunes with Greatest Radio-TV Audiences

Tunes, listed alphabetically, have the greatest audiences on network station programs in New York, Chicago and Los Angeles. Lists are based on John G. Peatman's copyrighted Audience Coverage Index.

Radio

Christmas Alphabet (R)—Budd—ASCAP		
Count Your Blessings (Instead of Sheep) (R) (F)—Berlin—ASCAP		
Fanny (R) (M)—Chappell—ASCAP		
Hajji Baba (R) (F)—Remick—ASCAP		
Hey, There (R) (M)—Frank—ASCAP		
Hold Me in Your Arms (R)—Artists—ASCAP		
Hold My Hand (R)—Raphael—ASCAP		
Home for the Holidays (R)—Roncom—ASCAP		
I Need You Now (R)—Miller—ASCAP		
If I Give My Heart to You (R)—Miller—ASCAP		
It's a Woman's World (R) (F)—Robbins—ASCAP		
Let Me Go, Lover (R)—Hill & Range—BMI		
Make Yourself Comfortable (R)—Rylan—ASCAP		
Mr. Sandman (R)—E. H. Morris—ASCAP		
Mobile (R)—Ardmore—ASCAP		
Muskrat Ramble (R)—Geo. Simon—ASCAP		
My Own True Love (Tara's Theme) (R) (F)—Remick—ASCAP		
Naughty Lady of Shady Lane (R)—Paxton—ASCAP		
No More (R)—Maple Leaf—BMI		
Papa Loves Mambo (R)—Shapiro-Bernstein—ASCAP		
Rudolph the Red-Nosed Reindeer (R)—St. Nicholas—ASCAP		
Silver Bells (R)—Paramount—ASCAP		
Sleigh Ride (R)—Mills—ASCAP		
Smile (R)—Bourne—ASCAP		
Song From Desiree (R) (F)—Miller—ASCAP		
Teach Me Tonight (R)—Hub—ASCAP		
That's All I Want From You (R)—Weiss & Barry—BMI		
This Ole House (R)—Hamblen—BMI		
Whither Thou Goest (R)—Kavelin—BMI		
You're Nobody 'Till Somebody Loves You (R)—Southern—ASCAP		

Television

A Whale of a Tale (R) (F)—Disney—ASCAP		
Choreography (R)—Berlin—ASCAP		
Count Your Blessings (Instead of Sheep) (R) (F)—Berlin—ASCAP		
Girl I've Yet to Meet (R)—O'Conner & Miller—ASCAP		
Here I Go Awalkin' Down the Road (R)—Folkways—BMI		
Hey, Jacques (R)—Music Production—ASCAP		
Hold My Hand (R)—Raphael—ASCAP		
Home for the Holidays (R)—Roncom—ASCAP		
I Need You Now (R)—Miller—ASCAP		
I Want You All to Myself (R)—Shapiro-Bernstein—ASCAP		
I Want Cha Around (R)—Joy—ASCAP		
If I Give My Heart to You (R)—Miller—ASCAP		
If I Was a Boy (R)—Garland—ASCAP		
Let Me Go, Lover (R)—Hill & Range—BMI		
Love Is a Very Light Thing (R) (M)—Chappell—ASCAP		
Love You Didn't Do Right By Me (R)—Chappell—ASCAP		
Make Yourself Comfortable (R)—Rylan—ASCAP		
Mr. Sandman (R)—E. H. Morris—ASCAP		
Naughty Lady of Shady Lane (R)—Paxton—ASCAP		
Papa Loves Mambo (R)—Shapiro-Bernstein—ASCAP		
Santa Claus Is Coming to Town (R)—Feist—ASCAP		
Shake, Rattle and Roll (R)—Progressive—BMI		
Silk Stockings (R) (M)—Chappell—ASCAP		
Sleigh Ride (R)—Mills—ASCAP		
Teach Me Tonight (R)—Hub—ASCAP		
That's All I Want From You (R)—Weiss & Barry—BMI		
That's What I Like (R) (F)—Chappell—ASCAP		
This Ole House (R)—Hamblen—BMI		
To My Wife (R)—Chappell—ASCAP		
Welcome Home (R)—Chappell—ASCAP		
Why Be Afraid to Dance? (R)—Chappell—ASCAP		
Young at Heart (R) (F)—Sunbeam—BMI		

England's Top Twenty

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

Hold My Hand—Bradbury Wood (Raphael)	
If I Give My Heart to You—Robbins (Miller)	
This Ole House—Duchess (Hamblen)	
My Son, My Son—Kassner (Kassner)	
Santo Natale—Spier (Spier)	
I Can't Tell a Waltz From a Tango—Michael Reine (Harman)	
There Must Be a Reason—Campbell, Connelly (April & Cromwell)	
Smile—Bourne (Bourne)	
Veni, Vidi, Vici—Dash (Joy)	
My Friend—Chappell (Paxton)	
Happy Wanderer—Bosworth (Fox)	
Little Things Mean a Lot—Robbins (Feist)	
Skyblue Shirt and a Rainbow Tie—Lawrence Wright (*)	
No One But You—Robbins (Feist)	
Story of Tina—MacMelodies (Maurice)	
I Love Paris—Chappell (Chappell)	
Count Your Blessings Instead of Sheep—Berlin (Berlin)	
I Still Believe—MacMelodies (MacMelodies)	
Mama Doll Song—Leeds (Lehar)	
Wait for Me Darling—Boosey & Hawkes (Herb Reiss)	



Buyboard

Due to territorial differences we are forced to list Capitol's top sellers alphabetically based on actual sales figures.

TOP SELLERS— POPULAR Listed Alphabetically

BAZOOM		
ARIVEDERCI	The Cheers	2921
THE BUNNY HOP		
THE HOKEY POKEY	Ray Anthony	2427
HAJJI BABA		
UNBELIEVABLE	Nat (King) Cole	2949
LING, TING, TONG		
I'M ALONE	The Five Keys	2945
OPEN UP THE DOGHOUSE	Dean Martin	
LONG, LONG AGO	Nat (King) Cole	2985
SAVE YOUR LOVE FOR ME		
MY EXTRAORDINARY GAL	Pee Wee Hunt	2987
SMILE		
IT'S CRAZY	Nat (King) Cole	2897
THE SONG FROM DESIREE		
THE FINGER OF SUSPICION POINTS AT YOU	Jane Froman	2979
WHITHER THOU GOEST		
MANDOLINO	Les Paul & Mary Ford	2928
YOU, MY LOVE		
SOMEONE TO WATCH OVER ME	Frank Sinatra	2993

COMING UP FAST Listed Alphabetically

BRING BACK MY BABY TO ME		
LOVEY DOVEY	Ella Mae Morse	2992
HONEY LOVE		
RIOT IN CELL BLOCK NUMBER NINE	Vicki Young	2865
JUST FOR LAUGHS		
THE VERY THOUGHT OF YOU	Bob Manning	2973
LOVE TURNS WINTER TO SPRING		
MOOD INDIGO	The Four Freshmen	2961
MY SON, MY SON		
MY OWN TRUE LOVE	Margaret Whiting	2996
MY BIRTHDAY COMES ON CHRISTMAS		
JINGLE-O-THE BROWNIE	Dallas Frazier, Joe Carr	2956
QUIRL UP IN MY ARMS		
SO HELP ME I LOVE YOU	The Nuggets	2989

LATEST RELEASES

Numbers
450 & 451

NEVER, NEVER LAND		
VERA CRUZ		
Nelson Riddle		2997
DARDANELLA		
JOHNSON RAG	Hank Thompson	2998
SAN		
WANG, WANG BLUES	Paul Whiteman	2999
I'VE GOT TROUBLES		
NOTHING CAN REPLACE YOU	Annisteen Allen	3000
LITTLE TOM		
I FEEL BETTER ALL OVER	Ferlin Huskey	3001
EARTH ANGEL		
HAPPY BABY	Les Baxter	3002
A WHALE OF A TALE		
HIGH ON A MOUNTAIN TOP	Tex Ritter	3003
IT'S NEVER TOO LATE TO FALL IN LOVE		
A ROOM IN BLOOMSBURY	Pee Wee Hunt	3004
YIDDISHE MAMBO		
MOSCOVITZ RAMBLE	Mickey Katz	3005
NOBODY KNOWS GRANDPA LIKE GRANDMA		
THAT'S NATURE	Rod Morris	3006
I'M HURTIN' AGAIN		
DO YOU CALL THAT A SWEETHEART!	Roy Hogsed	3007
LET ME GO, LOVER		
TWEEDLE DEE	Vicki Young	3008
ROCK-A-BEATIN' BOOGIE		
WHAT'D HE SAY	Willie Restum	3009

BEST SELLING— POPULAR ALBUMS Listed Alphabetically

ARTHUR MURRAY MODERN WALTZES—Les Baxter	45 rpm "EP" No. EBF-548	33 1/2 rpm No. H-548
ARTHUR MURRAY SWING FOR TROTS—Ray Anthony	45 rpm "EP" No. EBF-546	33 1/2 rpm No. H-546
THE BILL HOLMAN OCTET	45 rpm "EP" No. EBF-6500	33 1/2 rpm No. H-6500
ELLINGTON '55—Duke Ellington	45 rpm "EP" No. EAP-1-2-3-4-521	33 1/2 rpm No. W-521
MOONLIGHT AND VIOLINS—Pittsburgh Symphony Orchestra	45 rpm "EP" No. FBF-534	33 1/2 rpm No. L-534
MUSIC FOR LOVERS ONLY—Jackie Gleason	45 rpm "EP" No. EBF-352	33 1/2 rpm No. H-352
MUSIC, MARTINI, AND MEMORIES—Jackie Gleason	45 rpm "EP" No. EAP-1-2-3-4-509	33 1/2 rpm No. W-509
SOMETHING COOL—June Christy	45 rpm "EP" No. EBF-516	33 1/2 rpm No. H-516
SONGS FOR YOUNG LOVERS—Frank Sinatra	45 rpm "EP" No. EBF-488	33 1/2 rpm No. H-488
SWING EASY—Frank Sinatra	45 rpm "EP" No. EAP-1-2-528	33 1/2 rpm No. H-528
TODAY'S TOP HITS, VOL. XII—Les Paul, Mary Ford, Nat "King" Cole	33 1/2 rpm No. W-9122	
TOP HITS OF '54, VOLUME II—Top Artists	45 rpm "EP" No. EAP-1-9119 & EAP-2-9119	33 1/2 rpm No. H-9119
VOICES IN MODERN—The Four Freshmen	45 rpm "EP" No. EAP-1-2-522	33 1/2 rpm No. H-522

TOP SELLERS— COUNTRY & HILLBILLY Listed Alphabetically

THE BANDIT		
PRAIRIE HOME	Tex Ritter	2916
DON'T RUSH ME		
PLEASE DON'T DIVORCE ME	Jean Shepard	2994
THE DRUNKEN DRIVER		
HOMESICK	Ferlin Huskey	2835
HIGHER, HIGHER AND HIGHER		
TENNESSEE MAMBO	Wesley & Marilyn Tuttle	2983
IF THAT'S THE FASHION		
IF YOU AIN'T LOVIN'	Faron Young	2953
THE NEW GREEN LIGHT		
A LONELY HEART KNOWS	Hank Thompson	2920
A PLACE FOR GIRLS LIKE YOU		
IN THE CHAPEL IN THE MOONLIGHT	Faron Young	2859
SHARPSHOOTER		
I TOLD YOU SO	Jimmy Heap, Perk Williams	2900
SHE DONE GIVE HER HEART TO ME		
OCEANS OF TEARS	Sonny James	2906
SMOKE COMES OUT MY CHIMNEY		
JUST THE SAME		
EACH TIME A NEW LOVE DIES	Skeets McDonald	2976
STRATOSPHERE BOOGIE		
DEEP WATER	Jimmy Bryant, Speedy West	2964
WHATCHA GONNA DO NOW		
YOU'RE FOR ME	Tommy Collins	2891

BEST SELLING— "EP" ALBUMS Listed Alphabetically

FEATURING SAMMY DAVIS, JR.	45 rpm "EP" No. EAP-1-555	MELANCHOLY SERENADE—Jackie Gleason	45 rpm "EP" No. EAP-1-532
I'M A FOOL TO CARE—Les Paul & Mary Ford	45 rpm "EP" No. EAP-1-554	NAT "KING" COLE SINGS	45 rpm "EP" No. EAP-1-9120
JACKIE GLEASON PLAYS ROMANTIC JAZZ	45 rpm "EP" No. EAP-1-568	SADDLE SHOE SHUFFLE—Ray Anthony	45 rpm "EP" No. EAP-1-557
LES PAUL AND MARY FORD	45 rpm "EP" No. EAP-1-9121	WHITHER THOU GOEST—Les Paul & Mary Ford	45 rpm "EP" No. EAP-1-559
MAMBO—Dave Barbour	45 rpm "EP" No. EAP-1-545	WOODY HERMAN SPECIALS	45 rpm "EP" No. EAP-1-556

"Specialized" HIGH-FIDELITY ALBUMS

Listed Alphabetically

FULL DIMENSIONAL SOUND—A Study in High Fidelity	33 1/2 rpm No. SAL-9020
HIGH FIDELITY CLASSICS IN FULL DIMENSIONAL SOUND—Top Artists	33 1/2 rpm No. LAL-9024
HIGH FIDELITY POPULAR INSTRUMENTALS IN FULL DIMENSIONAL SOUND—Top Artists	33 1/2 rpm No. LAL-9022
HIGH FIDELITY VOCALS IN FULL DIMENSIONAL SOUND—Top Artists	33 1/2 rpm No. LAL-9023
THE PASSIONS—Les Baxter & Bas Sheva	33 1/2 rpm No. LAL-486

BEST SELLING— CHILDREN'S ALBUMS Listed Alphabetically

BOZO AT THE CIRCUS—Pinto Colvig	45 rpm "EP" No. EAXF-3030	78 rpm No. DBX-114
BOZO AT THE DOG SHOW—Pinto Colvig	45 rpm "EP" No. EAXF-3023	78 rpm No. DBX-3023
BOZO HAS A PARTY—Pinto Colvig	45 rpm "EP" No. EAXF-3133	78 rpm No. DBX-3133
BOZO ON THE FARM—Pinto Colvig	45 rpm "EP" No. EAXF-3076	78 rpm No. DBX-3076
BOZO'S SONGS ABOUT GOOD MANNERS—Pinto Colvig	45 rpm No. CASF-3210	78 rpm No. CAS-3210
CLEANLINESS & GOOD AND BAD—"Baby Snooks"	45 rpm No. CASF-3116	78 rpm No. CAS-3116
I'M A LITTLE TEAPOT & THE TEDDY BEARS' PICNIC—Frank DeVol	45 rpm No. CASF-3083	78 rpm No. CAS-3083
LITTLE TOOT—Don Wilson	45 rpm No. CASF-3001	78 rpm No. DAS-80
LITTLE TOOT LOST IN THE FOG—Arl Gilmore	45 rpm No. CASF-3217	78 rpm No. CAS-3217
SPARKY'S MAGIC BATON	45 rpm "EP" No. EAXF-3206	78 rpm No. DBX-3206
TALES OF UNCLE REMUS—Johnny Mercer, Pied Pipers	45 rpm No. CCF-3008	78 rpm No. DC-116
WALTZ OF THE FLOWERS—Arl Gilmore	45 rpm No. KASF-3204	78 rpm No. DAS-3204

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Frank Sinatra

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SOMEONE TO WATCH
OVER ME*

Also ask for his new single EP album "YOUNG-AT-HEART" which contains the above selections and "Young-At-Heart" and "Just One Of Those Things."



CAPITOL RECORD
NO. 2993

Vicki Young

TWEEDLE DEE
HEARTS OF STONE

CAPITOL RECORD NO. 3008



Nelson Riddle

NEVER NEVER LAND
VERA CRUZ

CAPITOL RECORD NO. 2997



*From the Warner Bros. picture "YOUNG-AT-HEART"

The Billboard Music Popularity Charts POPULAR RECORDS

Best Sellers in Stores

For survey week ending December 8

RECORDS are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among the nation's top volume pop record dealers representing every important market area. The reverse side of each record is also listed. When a figure is given in parenthesis after the flip title it indicates what position it occupies on the chart.

This Week		Last Week	Weeks on Chart
1.	MR. SANDMAN—Chordettes..... I Don't Wanna See You Cryin'— Cadence 1247—ASCAP	1	8
2.	LET ME GO, LOVER—J. Weber..... Marionette—Col 40366—BMI	3	3
3.	I NEED YOU NOW—E. Fisher..... Heaven Was Never Like This— V 20-5830—ASCAP	2	16
4.	TEACH ME TONIGHT— DeCastro Sisters..... It's Love—Abbott 3001—ASCAP	5	11
5.	THIS OLE HOUSE—R. Clooney..... Hey, There—(12)—Col 40266—BMI	4	20
6.	COUNT YOUR BLESSINGS—E. Fisher Fanny—V 20-5871—ASCAP	7	8
7.	PAPA LOVES MAMBO—P. Como.... Things I Didn't Do—V 20-5857—ASCAP	6	12
8.	NAUGHTY LADY OF SHADY LANE— Ames Brothers..... Addio—V 20-5897—ASCAP	10	4
9.	MR. SANDMAN—Four Aces..... I'll Be With You in Apple Blossom Time— Dec 29344—ASCAP	13	4
10.	SHAKE, RATTLE AND ROLL— B. Haley..... A P C Boogie—Dec 29204—BMI	8	18
11.	IF I GIVE MY HEART TO YOU— Doris Day..... Anyone Can Fall in Love—Col 40300—ASCAP	12	15
12.	HEY, THERE—R. Clooney..... This Ole House—(5)—Col 40266—ASCAP	11	23
13.	HOLD MY HAND—D. Cornell..... I'm Blessed—Coral 61206—ASCAP	9	15
14.	MAKE YOURSELF COMFORTABLE— S. Vaughan..... Crazy 'Bout Lollipop—Mercury 70432—ASCAP	15	4
15.	MAMBO ITALIANO—R. Clooney.... We'll Be Together Again—Col 40361—ASCAP	14	6
16.	DIM, DIM THE LIGHTS—B. Haley.. Happy Baby—Der 29317—BMI	16	5
17.	HEARTS OF STONE—Fontane Sisters Bless Your Heart—Dot 15265—BMI	23	2
18.	THAT'S ALL I WANT FROM YOU— J. P. Morgan..... Dawn—V 20-5896—BMI	21	4
19.	LET ME GO, LOVER—T. Brewer.... Moon Is on Fire—Coral 61315—BMI	—	1
20.	HEARTS OF STONE—Charms..... Who Knows—De Luxe 6062—BMI	18	4
21.	HAJJI BABA—Nat (King) Cole..... Unbelievable—Cap 2949—ASCAP	18	6
22.	MELODY OF LOVE—B. Vaughn..... Joy Ride—Dot 15247—ASCAP	28	2
23.	MUSKRAT RAMBLE—McGuire Sisters Lonesome Polecat—Coral 61278—ASCAP	21	10
24.	TEACH ME TONIGHT—J. Stafford.. Suddenly—Col 40351—ASCAP	25	4
25.	RUNAROUND—Chuckles..... At Last You Understand—X-0066—BMI	26	6
26.	I NEED YOUR LOVIN'—Cheers..... Arivederci—Cap 2921—BMI	17	10
27.	LET ME GO, LOVER—P. Page..... Hocus Pocus—Mercury 70511—BMI	—	1
28.	NAUGHTY LADY OF SHADY LANE— A. Bleyer..... While the Vesper Bells Were Ringing— Cadence 1254—ASCAP	26	3
28.	IT'S A WOMAN'S WORLD—Four Aces Cuckoo Bird in the Pickle Tree— Dec 29269—ASCAP	24	7
30.	SONG OF THE BAREFOOT CONTESSA—H. Winterhalter..... Land of Dreams—V 20-5888—ASCAP	—	1

This Week's Best Buys

LET ME GO, LOVER (Hill & Range, BMI)
—Teresa Brewer—Coral 61315
—Patti Page—Mercury 70511

The excitement over this tune continues unabated. Retailers, in particular, are finding that several versions of it can be handled very profitably. This week, the Brewer disk had established itself as the No. 2 version, leading Patti Page by a definite margin. Both of them were strong enough to place on the national retail chart, however.

NO MORE (Mapleleaf, BMI)—De John Sisters—
Epic 9085

In the past two weeks, this record has been making big strides toward the charts. Al-

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

ready showing on the Cleveland territorial, strong sales reports were also received from Boston, New York, Philadelphia, Chicago, Detroit, Durham, Atlanta, St. Louis and Milwaukee. Flip is "Theresa" (Malvern, ASCAP). A previous Billboard "Talent Spotlight" pick.

CHRISTMAS

At the end of this week, the leading new Christmas singles were: "I Saw Mommy Do the Mambo" by Jimmy Boyd, Columbia 40365; "Christmas Alphabet" by the McGuire Sisters, Coral 61303; "Baby Brother" by Kitty Kallen, Decca 29315; and "Santo Natale" by David Whitfield, London 1508.

Most Played in Juke Boxes

For survey week ending December 8

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

This Week		Last Week	Weeks on Chart
1.	MR. SANDMAN—Chordettes..... I Don't Wanna See You Cryin'— Cadence 1247—ASCAP	3	6
2.	I NEED YOU NOW—E. Fisher..... Heaven Was Never Like This— V 20-5830—ASCAP	1	16
3.	THIS OLE HOUSE—R. Clooney..... Hey, There—Col 40266—BMI	2	19
4.	TEACH ME TONIGHT— DeCastro Sisters..... It's Love—Abbott 3001—ASCAP	6	10
5.	PAPA LOVES MAMBO—P. Como.... Things I Didn't Do—V 20-5857—ASCAP	4	10
6.	IF I GIVE MY HEART TO YOU— Doris Day..... Anyone Can Fall in Love—Col 40300—ASCAP	5	12
7.	HOLD MY HAND—D. Cornell..... I'm Blessed—Coral 61206—ASCAP	8	11
8.	HEY, THERE—R. Clooney..... This Ole House—Col 40266—ASCAP	7	20
9.	SHAKE, RATTLE AND ROLL— B. Haley..... ABC Boogie—Dec 29204—BMI	9	13
10.	MAMBO ITALIANO—R. Clooney.... We'll Be Together Again—Col 40361—ASCAP	10	5
10.	NAUGHTY LADY OF SHADY LANE— Ames Brothers..... Addio—V 20-5897—ASCAP	12	2
12.	LET ME GO, LOVER—J. Weber..... Marionette—Col 40366—BMI	18	2
13.	COUNT YOUR BLESSINGS—E. Fisher Fanny—V 20-5871—ASCAP	11	5
13.	MR. SANDMAN—Four Aces..... I'll Be With You in Apple Blossom Time— Dec 29344—ASCAP	16	3
15.	MUSKRAT RAMBLE—McGuire Sisters Lonesome Polecat—Coral 61278—ASCAP	13	7
16.	DIM, DIM THE LIGHTS—B. Haley.. Happy Baby—Der 29317—BMI	19	2
16.	HEARTS OF STONE—Fontane Sisters Bless Your Heart—Dot 15265—BMI	—	1
18.	IT'S A WOMAN'S WORLD—Four Aces Cuckoo Bird in the Pickle Tree— Dec 29269—ASCAP	15	3
19.	IF I GIVE MY HEART TO YOU— D. Lor..... Jello Darling—Major 27—ASCAP	14	12
19.	HAJJI BABA—Nat (King) Cole..... Unbelievable—Cap 2949—ASCAP	—	3

Most Played by Jockeys

For survey week ending December 8

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

This Week		Last Week	Weeks on Chart
1.	MR. SANDMAN—Chordettes..... I Don't Wanna See You Cryin'— Cadence 1247—ASCAP	1	8
2.	LET ME GO, LOVER—J. Weber..... Marionette—Col 40366—BMI	9	2
3.	I NEED YOU NOW—E. Fisher..... Heaven Was Never Like This— V 20-5830—ASCAP	2	15
4.	TEACH ME TONIGHT— DeCastro Sisters..... It's Love—Abbott 3001—ASCAP	3	10
5.	NAUGHTY LADY OF SHADY LANE— Ames Brothers..... Addio—V 20-5897—ASCAP	8	5
6.	MR. SANDMAN—Four Aces..... I'll Be With You in Apple Blossom Time— Dec 29344—ASCAP	7	4
7.	PAPA LOVES MAMBO—P. Como.... Things I Didn't Do—V 20-5857—ASCAP	6	11
8.	HOLD MY HAND—D. Cornell..... I'm Blessed—Coral 61206—ASCAP	4	13
9.	MAKE YOURSELF COMFORTABLE— S. Vaughan..... Idle Gossip—Mercury 70469—ASCAP	13	4
10.	IF I GIVE MY HEART TO YOU— Doris Day..... Anyone Can Fall in Love—Col 40300—ASCAP	5	14
11.	THIS OLE HOUSE—R. Clooney..... Hey, There—Col 40266—BMI	11	20
12.	HEARTS OF STONE—Fontane Sisters Bless Your Heart—Dot 15265—BMI	17	2
13.	COUNT YOUR BLESSINGS—E. Fisher Fanny—V 20-5871—ASCAP	12	8
14.	MAMBO ITALIANO—R. Clooney.... We'll Be Together Again—Col 40361—ASCAP	14	3
15.	LET ME GO, LOVER—P. Page..... Hocus Pocus—Mercury 70511—BMI	—	1
16.	SHAKE, RATTLE AND ROLL— B. Haley..... ABC Boogie—Dec 29204—BMI	15	8
17.	HEY, THERE—R. Clooney..... This Ole House—Col 40266—ASCAP	10	22
18.	THAT'S ALL I WANT FROM YOU— J. P. Morgan..... Dawn—V 20-5896—BMI	20	2
19.	LET ME GO, LOVER—T. Brewer.... Moon Is on Fire—Coral 61315—BMI	—	1
20.	TEACH ME TONIGHT—J. Stafford.. Suddenly—Col 40351—ASCAP	16	3



CURRENT BEST SELLERS

"Make Yourself Comfortable"
SARAH VAUGHAN.....MERCURY 70469

"Let Me Go, Lover!"
"Hocus Pocus"
PATTI PAGE.....MERCURY 70511

"Melody Of Love"
DAVID CARROLL.....MERCURY 70516

"Yours"
DICK CONTINO.....MERCURY 70455

"The Barking Dog"
THE CREW-CUTS.....MERCURY 70490

"Kiss Crazy Baby"
RALPH MARTERIE.....MERCURY 70482

"Pupalina"
THE GAYLORDS.....MERCURY 70479

"Teach Me Tonight"
DINAH WASHINGTON...MERCURY 70497

NEW RELEASES

"From Nine To Five"
"Our Future Has Only Begun"
DENISE LOR.....MERCURY 70509

"Pretty Snowflakes"
PATTI PAGE.....MERCURY 70506

"Rock! Rock!"
"Dig That Crazy Santa Claus"
RALPH MARTERIE.....MERCURY 70493

Exciting New Album

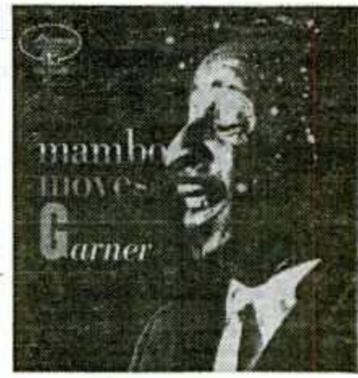


The Man That Got Away

GEORGIA GIBBS

The Man That Got Away	After You've Gone
I'll Be Seeing You	What'll I Do
How Did He Look	It's The Talk Of The Town
Baby Won't You Please	All Alone
Come Home	

MG25199



Mambo Moves Garner

ERROLL GARNER

Mambo Garner	Cherokee
Night And Day	Russian Lullabye
Mambo Blues	Begin The Beguine
Old Black Magic	Mambo Nights
	Sweet Sue

MG20055



VIC DAMONE
"Silk Stockings"

AND

"The Wind Song"

MERCURY 70480 • 70480X45



JERRY MURAD'S **HARMONICATS**

"Hold Me In Your Arms"

AND

"Peggy O'Neill"

MERCURY 70503 • 70503X45



EDDY HOWARD

"All Of You"

From The Broadway Show "Silk Stockings"

AND

"I'll Wrap You In My Arms"

MERCURY 70513 • 70513X45



BUDDY MORROW

AND HIS ORCHESTRA

"On The Alamo"

AND

"I Don't Wanna Mambo Polka"

MERCURY 70512 • 70512X45



RICHARD HAYMAN

"Vera Cruz"

AND

"Winter Wonderland"

MERCURY 70514 • 70514X45



THE GADABOUTS—This is a group with an unusual and attractive sound. Their first record on Mercury 70495 is the standard "By the Waters of the Minnetonka" (Presser, ASCAP) performed as the writers could never have expected. Flip is "Giuseppe Mandolino."
Re-printed from The Billboard Music Popularity Chart

The GADABOUTS

'By The Waters Of Minnetonka'

AND

'Giuseppe Mandolino'

MERCURY 70495 • 70495X45



CHICAGO 1, ILLINOIS



A BIG SLICE OF PROFITS M-G-M

HIT NOVELTY OF THE CHRISTMAS SEASON

THE ORIGINAL! THE BEST!

SAM ULANO

SANTA AND THE DOODLE-LI-BOOP

DOODLE-LI-BOOP

MGM 11898 K11898

ORDER NOW

JONI JAMES

"WHEN WE COME OF AGE"

and EVERY TIME YOU TELL ME YOU LOVE ME

MGM 11865 78 rpm • K 11865 45 rpm

The Billboard Music Popularity Charts POPULAR RECORDS

Territorial Best Sellers

For survey week ending December 8

Listings are based on late reports secured from top dealers in each of the markets listed.

Atlanta

1. Mr. Sandman, Chordettes, Cdc.
2. Let Me Go, Lover, J. Weber, Col.
3. This Ole House, R. Clooney, Col.
4. Hey, There, R. Clooney, Col.
5. I Need You Now, E. Fisher, V.
6. Naughty Lady of Shady Lane Ames Brothers, V.
7. Teach Me Tonight DeCastro Sisters, Abb.
8. Count Your Blessings, E. Fisher, V.
9. Papa Loves Mambo, P. Como, V.
10. Hearts of Stone, Charms, Del.

Balti.-Wash.

1. Let Me Go, Lover, J. Weber, Col.
2. Shake, Rattle and Roll, B. Haley, Dec.
3. Mr. Sandman, Chordettes, Cdc.
4. Teach Me Tonight DeCastro Sisters, Abb.
5. Dim, Dim the Lights, B. Haley, Dec.
6. This Ole House, R. Clooney, Col.
7. Count Your Blessings, E. Fisher, V.
8. I Need You Now, E. Fisher, V.
9. Papa Loves Mambo, P. Como, V.
10. Naughty Lady of Shady Lane Ames Brothers, V.

Boston

1. Mr. Sandman, Chordettes, Cdc.
2. Let Me Go, Lover, J. Weber, Col.
3. Teach Me Tonight DeCastro Sisters, Abb.
4. Papa Loves Mambo, P. Como, V.
5. This Ole House, R. Clooney, Col.
6. Mambo Italiano, R. Clooney, Col.
7. Naughty Lady of Shady Lane Ames Brothers, V.
8. Count Your Blessings, E. Fisher, V.

Buffalo

1. Let Me Go, Lover, J. Weber, Col.
2. Mr. Sandman, Chordettes, Cdc.
3. Teach Me Tonight DeCastro Sisters, Abb.
4. Runaround, Chuckles, X
5. Make Yourself Comfortable S. Vaughan, Mer.

Chicago

1. Let Me Go, Lover, J. Weber, Col.
2. Mr. Sandman, Chordettes, Cdc.
3. Make Yourself Comfortable S. Vaughan, Mer.
4. Count Your Blessings, E. Fisher, V.
5. Yours, D. Contino, Mer.
6. That's All I Want From You J. P. Morgan, V.
7. This Ole House, R. Clooney, Col.
8. Hearts of Stone, Fontane Sisters, Dot
9. Let Me Go, Lover, T. Brewer, Cor.
10. I Need You Now, E. Fisher, V.

Cincinnati

1. Mr. Sandman, Chordettes, Cdc.
2. Let Me Go, Lover, J. Weber, Col.
3. Teach Me Tonight DeCastro Sisters, Abb.
4. This Ole House, R. Clooney, Col.
5. Hearts of Stone, Fontane Sisters, Dot
6. Hearts of Stone, Charms, Del.
7. I Need You Now, E. Fisher, V.
8. Papa Loves Mambo, P. Como, V.
9. Make Yourself Comfortable S. Vaughan, Mer.
10. Hey, There, R. Clooney, Col.

Cleveland

1. Let Me Go, Lover, J. Weber, Col.
2. Mr. Sandman, Chordettes, Cdc.
3. Melody of Love, B. Vaughn, Dot
4. Teach Me Tonight DeCastro Sisters, Abb.
5. This Ole House, R. Clooney, Col.
6. No More, DeJohn Sisters, Epc.
7. Hearts of Stone, Fontane Sisters, Dot
8. Dim, Dim the Lights, B. Haley, Dec.
9. Naughty Lady of Shady Lane Ames Brothers, V.
10. Count Your Blessings, E. Fisher, V.

Dallas-Fort Worth

1. Let Me Go, Lover, J. Weber, Col.
2. Mr. Sandman, Four Aces, Dec.
3. I Need You Now, E. Fisher, V.
4. Count Your Blessings, E. Fisher, V.
5. Naughty Lady of Shady Lane Ames Brothers, V.
6. Mr. Sandman, Chordettes, Cdc.
7. White Christmas, Bing Crosby, Dec.
8. This Ole House, R. Clooney, Col.
9. Hold My Hand, D. Cornell, Cor.
10. If I Give My Heart to You Doris Day, Col.

Denver

1. I Need You Now, E. Fisher, V.
2. Mr. Sandman, Four Aces, Dec.
3. Mr. Sandman, Chordettes, Cdc.
4. Let Me Go, Lover, J. Weber, Col.
5. This Ole House, R. Clooney, Col.
6. Count Your Blessings, E. Fisher, V.
7. If I Give My Heart to You Doris Day, Col.
8. Papa Loves Mambo, P. Como, V.
9. Teach Me Tonight, J. Stafford, Col.
10. Hold My Hand, D. Cornell, Cor.

Detroit

1. Let Me Go, Lover, J. Weber, Col.
2. Mr. Sandman, Chordettes, Cdc.
3. Dim, Dim the Lights, B. Haley, Dec.
4. That's All I Want From You J. P. Morgan, V.
5. Hearts of Stone, Charms, Del.
6. This Ole House, R. Clooney, Col.
7. Land of Dreams, H. Winterhalter, V.
8. Teach Me Tonight DeCastro Sisters, Abb.
9. Make Yourself Comfortable S. Vaughan, Mer.
10. Count Your Blessings, E. Fisher, V.

Kansas City

1. Mr. Sandman, Chordettes, Cdc.
2. Let Me Go, Lover, J. Weber, Col.
3. Naughty Lady of Shady Lane Ames Brothers, V.
4. Hearts of Stone, Fontane Sisters, Dot
5. I Need You Now, E. Fisher, V.
6. Dim, Dim the Lights, B. Haley, Dec.
7. That's All I Want From You J. P. Morgan, V.
8. This Ole House, R. Clooney, Col.
9. Count Your Blessings, E. Fisher, V.
10. Make Yourself Comfortable F. King, Col.

Los Angeles

1. Mr. Sandman, Chordettes, Cdc.
2. Let Me Go, Lover, J. Weber, Col.
3. I Need You Now, E. Fisher, V.
4. Count Your Blessings, E. Fisher, V.
5. Earth Angel, Penguins, Dtn.
6. If I Give My Heart to You Doris Day, Col.
7. This Ole House, R. Clooney, Col.
8. Naughty Lady of Shady Lane Ames Brothers, V.
9. Hold My Hand, D. Cornell, Cor.
10. I Need Your Lovin', Cheers, Cap.

Milwaukee

1. Let Me Go, Lover, J. Weber, Col.
2. Mr. Sandman, Chordettes, Cdc.
3. Naughty Lady of Shady Lane Ames Brothers, V.
4. Mambo Italiano, R. Clooney, Col.
5. Make Yourself Comfortable S. Vaughan, Mer.
6. That's What I Like Don, Dick & Jimmy, Crw.
7. Count Your Blessings, E. Fisher, V.
8. Dim, Dim the Lights, B. Haley, Dec.
9. Papa Loves Mambo, P. Como, V.
10. I Need Your Lovin', Cheers, Cap.

Mpls.-St. Paul

1. Mr. Sandman, Four Aces, Dec.
2. Let Me Go, Lover, J. Weber, Col.
3. Mr. Sandman, Chordettes, Cdc.
4. Count Your Blessings, E. Fisher, V.
5. Runaround, Chuckles, X
6. Shake, Rattle and Roll, B. Haley, Dec.
7. Melody of Love, B. Vaughn, Dot
8. This Ole House, R. Clooney, Col.
9. Let Me Go, Lover, T. Brewer, Cor.
10. Naughty Lady of Shady Lane Ames Brothers, V.

New Orleans

1. Mr. Sandman, Four Aces, Dec.
2. Let Me Go, Lover, J. Weber, Col.
3. Let Me Go, Lover, T. Brewer, Cor.
4. Hearts of Stone, Charms, Del.
5. Naughty Lady of Shady Lane Ames Brothers, V.
6. Hey, There, R. Clooney, Col.
7. I Need You Now, E. Fisher, V.
8. Count Your Blessings, E. Fisher, V.
9. Papa Loves Mambo, P. Como, V.
10. Teach Me Tonight DeCastro Sisters, Abb.

New York

1. Mr. Sandman, Chordettes, Cdc.
2. Teach Me Tonight DeCastro Sisters, Abb.
3. Let Me Go, Lover, J. Weber, Col.
4. Papa Loves Mambo, P. Como, V.
5. Mambo Italiano, R. Clooney, Col.
6. Hey, There, R. Clooney, Col.
7. I Need You Now, E. Fisher, V.
8. If I Give My Heart to You Doris Day, Col.
9. Make Yourself Comfortable S. Vaughan, Mer.
10. That's All I Want From You J. P. Morgan, V.

Philadelphia

1. Mr. Sandman, Chordettes, Cdc.
2. Let Me Go, Lover, J. Weber, Col.
3. Papa Loves Mambo, P. Como, V.
4. Teach Me Tonight DeCastro Sisters, Abb.
5. This Ole House, R. Clooney, Col.
6. Ling Ting Tong, Five Keys, Cap.
7. Naughty Lady of Shady Lane Ames Brothers, V.
8. I Need You Now, E. Fisher, V.
9. Count Your Blessings, E. Fisher, V.
10. Dim, Dim the Lights, B. Haley, Dec.

Pittsburgh

1. Let Me Go, Lover, J. Weber, Col.
2. Mr. Sandman, Chordettes, Cdc.
3. Naughty Lady of Shady Lane Ames Brothers, V.
4. This Ole House, R. Clooney, Col.
5. Make Yourself Comfortable S. Vaughan, Mer.
6. Teach Me Tonight DeCastro Sisters, Abb.
7. Papa Loves Mambo, P. Como, V.
8. That's All I Want From You J. P. Morgan, V.
9. Hearts of Stone, Fontane Sisters, Dot
10. Count Your Blessings, E. Fisher, V.

St. Louis

1. Mr. Sandman, Chordettes, Cdc.
2. Let Me Go, Lover, J. Weber, Col.
3. Make Yourself Comfortable S. Vaughan, Mer.
4. Naughty Lady of Shady Lane Ames Brothers, V.
5. Dim, Dim the Lights, B. Haley, Dec.
6. Teach Me Tonight DeCastro Sisters, Abb.
7. Mr. Sandman, Four Aces, Dec.
8. Papa Loves Mambo, P. Como, V.
9. I Need You Now, E. Fisher, V.
10. That's All I Want From You J. P. Morgan, V.

San Francisco

1. Mr. Sandman, Chordettes, Cdc.
2. Let Me Go, Lover, J. Weber, Col.
3. I Need You Now, E. Fisher, V.
4. Teach Me Tonight DeCastro Sisters, Abb.
5. Hey, There, R. Clooney, Col.
6. This Ole House, R. Clooney, Col.
7. Count Your Blessings, E. Fisher, V.
8. Teach Me Tonight, J. Stafford, Col.
9. Papa Loves Mambo, P. Como, V.
10. If I Give My Heart to You Doris Day, Col.

Seattle

1. Mr. Sandman, Chordettes, Cdc.
2. Let Me Go, Lover, J. Weber, Col.
3. I Need You Now, E. Fisher, V.
4. Teach Me Tonight DeCastro Sisters, Abb.
5. This Ole House, R. Clooney, Col.
6. Naughty Lady of Shady Lane Ames Brothers, V.
7. Hey, There, R. Clooney, Col.
8. Hajji Baba, Nat (King) Cole, Cap.
9. Ling Ting Tong, Five Keys, Cap.
10. Count Your Blessings, E. Fisher, V.

BILLY ECKSTINE
ONE SWEET KISS
and
LOVE ME
MGM 11855 78 rpm • K 11855 45 rpm

LEROY HOLMES and his Orchestra
TARA'S THEME
and
JAMIE
MGM 11854 78 rpm • K 11854 45 rpm

FRANK PETTY TRIO
JINGLE BELLS // **RUDOLPH THE RED-NOSED REINDEER—Mambo**
MGM 11870 78 rpm • K 11870 45 rpm

ROGER ROGER and his Orchestra
THRILLING // **SMALL TALK**
MGM 30866 78 rpm • K 30866 45 rpm

RUSH ADAMS
ALL OF YOU // **I GO OUTA MY MIND**
MGM 11873 78 rpm • K 11873 45 rpm

HANK WILLIAMS
(I'm Gonna) SING, SING // **THE ANGEL OF DEATH**
MGM 11861 78 rpm • K 11861 45 rpm

DICK HYMAN TRIO
I'VE GOT MY LOVE TO KEEP ME WARM // **JEALOUS**
MGM 11869 78 rpm • K 11869 45 rpm

BETTY MADIGAN
ALWAYS YOU
and
THAT WAS MY HEART YOU HEARD
MGM 11812 78 rpm • K 11812 45 rpm

THE REGALS
THERE'LL ALWAYS BE A CHRISTMAS // **WHEN YOU'RE HOME WITH THE ONES YOU LOVE**
MGM 11869 78 rpm • K 11869 45 rpm

JERRY (Fish Horn) JEROME
GOOFUS // **SLEEPY TIME GAL**
MGM 11890 78 rpm • K 11890 45 rpm

GEORGE SHEARING
UNDECIDED // **ADIEU**
MGM 11876 78 rpm • K 11876 45 rpm

RAY HANEY
MY SON, MY SON
and
THAT LITTLE BOY OF MINE
MGM 11891 78 rpm • K 11891 45 rpm

All Star DeLuxe Sound Track Album

DEEP IN MY HEART

Jose Ferrer
Gene & Fred Kelly
Ann Miller

Helen Traubel
Jane Powell
Howard Keel
William Olvis

Rosemary Clooney
Vic Damone
Tony Martin



E3153 LP
X276 EP
MGM 276 (78)

M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT

The First **VOCAL** Rendition of
America's Newest Smash Song!

the FOUR ACES

Singing

**MELODY
OF
LOVE**



DECCA
RECORDS

DECCA 29395
9-29395



The Billboard Music Popularity Charts

POPULAR RECORDS

Review Spotlight on... RECORDS

THE COWBOY CHURCH SUNDAY SCHOOL
 Open Up Your Heart (Hamblen, BMI)
 The Lord Is Counting on You (Hamblen, BMI)—Decca 29367—Here are two sacred tunes penned by Stuart Hamblen and attractively sung by an unsophisticated children's choir that has a chance to break thru in both the pop and country fields as well as the sacred market. Lifting, inspirational wax for all markets, sweetly handled by the kids.

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Reviews of New Pop Records

McGUIRE SISTERS
 Sincerely86
 CORAL 61323—A Billboard "Spotlight" 12-11-'54.
 No More...85
 A Billboard "Spotlight" 12-11-'54.

RICHARD MALTBY ORK
 Star Dust Mambo86
 "X" 0075—A Billboard "Spotlight" 12-11-'54. (Mills, ASCAP)
 Strictly Instrumental...78
 First-rate piece of dance wax as the band reads off the familiar instrumental opus in fine fashion. (Cheris, BMI)

THE FOUR LADS
 Dance Calinda82
 COLUMBIA 40202 — Some mighty unusual material for the boys. This is a ditty about a voodoo woman. It's got a beat, a sound and a simple, retentive vocal gimmick. It bears watching. (Glenwood, BMI)
 Two Ladies in de Shade of de Banana Tree...80
 Here's a slick piece of material from the legit musical "House of Flowers." It should get plenty of deejay attention. The boys, as usual, turn in a slick, rhythmic reading. This too could happen. (Harwin, ASCAP)

JACKIE LEE
 I Can't Give You Anything But Love...78
 CORAL 61304—The pianist turns in a lively spirited reading of the oldie that should grab a lot of those juke box coins. It's a first-rate platter for the operators. (Mills, ASCAP)
 Blue Boogie...77
 Boogie effort is handed a wild reading by the pianist on this bright disk. Another good side for the boxes that should make this an operator's delight.

PEE WEE HUNT
 It's Never Too Late to Fall in Love78
 CAPITOL 3004—A jazzy amusing novelty from Broadway's hit musical "The Boy Friend," a satire on the twenties. Should get plenty of spins. (Chappell, ASCAP)
 A Room in Bloomsbury...76
 Another amusing selection from the show. However, the fast-paced flip is more effective than this ballad. (Chappell, ASCAP)

PEGGY LEE-MILLS BROTHERS
 Straight Ahead77
 DECCA 29359—The thrush and the vocal group are combined on a hand-clapping piece of material in the spiritual mood. It's a rhythmic hunk of moralizing and makes for good listening. (Denslow, ASCAP)
 It Must Be So...72
 Another good reading here, but the material isn't nearly as effective a vehicle for the vocal combination. (Denslow, ASCAP)

GEORGIE SHAW
 Let Me Go, Devil77
 DECCA 29374—This is the first pop waxing of the current hit first released over a year ago, with the original lyric. With all of the excitement stirred up by the song, this re-release is certain to get some action. (Hill & Range, BMI)
 The Proverb...68
 New cutting features the chanter on a listenable semi-religious effort. However, the flip will have more appeal than this. (United, BMI)

JERRY VALE
 A Million Moons Ago76
 COLUMBIA 40404—Vale warbles a pretty ballad with sincerity and feeling, backed neatly by the ork. Jocks will hand this many spins. (Beatrice, ASCAP)
 Lolly Linger Longer...73
 A vigorous vocal treatment of a novelty, with a group singing along with Vale most of the time. The singer is more effective on solo flip. (Montclare, BMI)

RUSSELL ARMS
 Happy Birthday, My Darling76
 EPIC 9083—The "Hit Parade" singer turns in a neat reading of an attractive new torch ballad. Should get spins. (Kahl, BMI)
 Kiss Me Goodnight...70
 Ditty is based on a familiar riff and it makes a cute rhythm entry which should get some deejay attention. Arms, tho, does better with ballads. (Banks, BMI)

MORTON GOULD ORK
 Silk Stockings75
 VICTOR 5964—A lush, lovely instrumental interpretation of the title tune from Cole Porter's new musical. (Chappell, ASCAP)
 All of You...72
 Another fine tune from the Porter score. However, the ballad is stronger with a lyric. (Chappell, ASCAP)

THE COLLEGIANS
 The Sackbut, the Psalter and the Dulcimer74
 CAT 110—This male vocal group makes an impressive disk debut with this attractive and highly original piece of material. The pseudo-Oriental sounds and the amusing lyrics set to a solid beat add up to solid commercial possibility. (Spier, ASCAP)
 Rikety Ticky Melody...73
 An almost equally strong side, the Collegians turning here to a swingier old-fashioned style with a commercial sound. Two highly creditable sides. (Hilford, ASCAP)

JULIUS LA ROSA
 Jingle Dingle74

CADENCE 1253—Snappy reading of the Christmas effort by La Rosa that should interest the kids.
Campanelle
 Previously reviewed.

TONY ALAMO
 Idle Gossip74
 MAJAR 136—An ultra-lovely tune, this. It's the kind of song that figures to be a bigger standard than it ever was a current pop item. Alamo does a fine job with the lyric in this version—one of many to be issued over the past year or so. Jocks will like it. (Redd Evans, ASCAP)
 You're the Sweetest
 Sweetheart in the World...70
 Alamo turns in another good performance. This time it's on a neat shuffle-rhythm ballad. Again, too, the Joe Leahy backing is fine. (Vox Tilzer, ASCAP)

PEGGY LEE
 Bouquet of Roses71
 DECCA 29373—Here is Peggy Lee as fans have come to know her, singing an off-beat blues effort in her own pretty style. Not of wide commercial appeal but the type that late night jocks will spin and spin. (O'Connor & Miller, ASCAP)
 Let Me Go, Lover...69
 This is the weakest of the current slew of "Lover" waxings. The thrush sings it without paying very much attention to what she is singing. It's much too late for this version to get more than a token share of the action. (Hill & Range, BMI)

JAN AUGUST
 Love Nest71
 MERCURY 70498 — The melodic standard is played with a bright, lilting touch by the pianist on this new release, and interest is added by the snappy chorus vocal. Good jock material. (Harms, ASCAP)
 Mambo Is in the Air...70
 Attractive new mambo entry is played well by the orkster with vocal support from the chorus. A listenable item. (C.P.M. Music, BMI)

ERNESTO BONINO
 Song of the Barefoot Contessa71
 VICTOR 5930—The singer turns in a warm reading of the lyric version of "The Barefoot Contessa" movie theme. Should get spins. (Chappell, ASCAP)
 The Language of Romance...66
 Another pleasant vocal by Bonino on a pretty ballad. (Robbins, ASCAP)

BETTY JOHNSON
 All of You71
 BELL 1074—A fine job on one of the new tunes from Cole Porter's new musical "Silk Stockings." The canary has a silky vocal quality suited to the ballad. (Chappell, ASCAP)
 Make Yourself Comfortable...71
 There's a lot of competition on this one, but Betty Johnson's cover should pull some spins. The gal sings with persuasive warmth. (Rylan, ASCAP)

THE COMMANDERS
 The Elephants Tango71
 DECCA 29323 — Neat instrumental tango here with the "dip" heavily emphasized and with enough unusual sounds to catch the ear. (Emerson, BMI)
 Commanders Overture...68
 The label's newest band turns in a slick reading of a somewhat unusual piece of material for a dance crew. It's an instrumental item which features the drums and is done up in somewhat of a Stravinsky or Prokofiev fashion. (Promenade, ASCAP)

MICKEY KATZ
 Yiddish Mambo70
 CAPITOL 3005—The limited market for Katz diskings should go for this one. Nothing special happens to take this out of the specialty field into the straight pop field. (Arpegge, ASCAP)
 Moscovitz Ramble...70
 This is a Yiddish-English parody on "Muskrat Ramble." Result is about the same. (Geo. Simon, ASCAP)

JANA MASON
 It Don't Cost Very Much70
 DECCA 29358—The label's new canary—recruited from the nitery circuit—sings a bluesy tune by Thomas A. Dorsey with sultry sweetness. Choral backing detracts. (Hill & Range, BMI)
 The Bold Black Knight...67
 An okay vocal on a quaint ditty from the Columbia picture, "The Black Knight." The gal is showcased better on the flip. (Box & Cox, ASCAP)

ELLIE RUSSELL
 Mambo Italiano70
 BELL 1076—An okay cover job on Rosemary Clooney's hit, with Bell's vocal. (Rylan, ASCAP)
 Same comment. (Handy Bros., BMI)

RAY BLOCH ORK
 Skating69
 CORAL 61308—An okay waltz-tempo waxing of a p.d. tune with a good-fellows-get-together type group vocal. Tune is based on an well-known gay nineties melody. (Wenar, BMI)
 You've Got to Make Somebody Happy...69
 Same comment. (Cavallaro, ASCAP)

MARCO POLO
 Bella Rosa69
 CORAL 61310—A nice vocal job on a Neapolitan-type lyric, with the tune based on a gay nineties favorite. (Broad Street)

A Little Boy's Dream...68
 Imaginative lyrics on a pretty ballad, with pleasant vocal interpretation by Marco Polo, who is actually Jimmy Saunders. (Broad Street)

GLORIA DE HAVEN
 The Two of Us69
 DECCA 29366—Attractive new effort from the pic, "So This Is Paris," is handed a warm reading by Gloria De Haven. (Amer. Academy, ASCAP)
 So This Is Paris...68
 The movie starlet turns in a pleasant reading here of the title tune from the new picture. (Amer. Academy, ASCAP)

KIRK DOUGLAS
 A Whale of a Tale69
 DECCA 29355—This tune is from Walt Disney's "20,000 Leagues Under the Sea" and it is sung here by Douglas just as he sings it in the picture. It's cute. (Wonderland, ASCAP)
 The Moon Grew Brighter and Brighter...65
 Kirk Douglas sings a tune from the movie "Man Without a Star" pleasantly. Picture fans may want it. (Disney, ASCAP)

JOHNNY WINN TRIO
 Somebody Loves You68
 MERIDIAN 8934—Guitar, organ and accordion trio turns in a smooth, yet rhythmic reading of the oldie ballad. Ops could make good use of the disk. (E. H. Morris, ASCAP)
 Once in a While...68
 Another smooth instrumental effort here. This time the trio tackles another well-known standard tune to good results. (Miller, ASCAP)

LEW DOUGLAS ORK
 I Wanna Be There68
 DOT 15254—Douglas, new to the label, turns out a lilting reading of one of his own ballads. The ork is smooth and the instrumental result is pleasant. (Randy Smith, ASCAP)
 Green Eyes...68
 Another okay instrumental side. Here, of course, it's the familiar Latin-American ditty. (ASCAP)

JAN GARBER
 Wishing68
 DOT 15256—Here the trio handles the vocal chorus on the wonderful oldie while the Garber ork delivers a most danceable reading. Good listening. (Crawford, ASCAP)
 Flungville Flip...64
 Okay instrumental in good dance tempo. (Randy Smith, ASCAP)

JOEL GREY
 I'm Gonna Put Some Glue Around the Christmas Tree...68
 MAJAR 137—Grey, better known as a sharp young comic, does okay with this latest Christmas entry. It's cute, and should pull spins.
 Santa's Little Sleigh Bells...63
 More of the same on another attractive piece of Yuletide material. (Montank, BMI)

DARIO CASSINI
 Santo Natale67
 EPIC 9084—Cassini emotes somewhat too strongly in this otherwise fine reading of the new Christmas ballad. He has a good voice, tho.
 O Holy Night...65
 The beautiful ballad is presented attractively by the able chanter. But somewhat too far on the legit side for maximum pop consumption.

BOBBY BRAMAN TRIO
 Anyone I Know64
 PALACE 138—The male vocal group has a bright, bouncy bit of material here which it presents in a relaxed, casual style. (K&S, BMI)
 Zel Gezunt...60
 The boys give this oldie the college try and come close to selling it convincingly. (Tobey, ASCAP)

ANN JONES
 Kind of Love I'm Craving60
 SIMS 101—A country-styled ballad with a cute lyric and a swiny beat. The material is attractive, but the singer does not put it over. (R&R, BMI)
 Steppin' Out With My Shadow...50
 A country blues with old-fashioned ragtime piano and guitar backing. Will have limited sales in both the country and pop fields. (R&R, BMI)

THE COPPER KINGS
 Montana Moon55
 GILT EDGE 18—Bill Hamilton is the band's vocalist and sings this sentimental ballad prettily. The material and arrangement are on the hokey side, however, and will generate only a limited response. (Four Star Sales, BMI)
 At the Fiesta...50
 Hamilton has another old-fashioned kind of tune here, this one with colorful dash of Latin rhythm and harmony brightening the arrangement. (Four Star Sales, BMI)

Polka

RAY HENRY ORK
 Luxembourg Polka77
 DANA 3178—Spirited polka is taken for a happy ride by the ork. Will keep dancers hopping merrily. Fine instrumental wax for the polka market.
 Trumpet Polka...75
 More of the same.

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to You*

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Reviews and Ratings of New Classical Releases

Continued from page 22

also superbly performed. Nature of the repertoire may not stimulate heavy sales, but they will be sustained over a long time.



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- THE CHARMS**
HEARTS OF STONE WHO KNOWS DE LUXE 6062
- MAMBO SH-MAMBO**
CRAZY, CRAZY LOVE DE LUXE 6072
- THE MIDNIGHTERS**
STINGY LITTLE THING TELL THEM FEDERAL 12202
- EARL BOSTIC**
SONG OF THE ISLANDS LIEBSTRAU KING 4754
- BONNIE LOU**
TENNESSEE MAMBO TRAIN WHISTLE BLUES KING 1414



GLIERE: THE RED POPPY (BALLET SUITE) (1-12)—Vienna State Opera Orchestra; Hermann Scherchen, Cond. Westminster W-Lab 700172
Like the first recording in Westminster's Lab Series, this is processed and packaged primarily for the hi-fi fanatic. And from the latter's point of view, as well as from that of the listener primarily interested in the music itself, this recording will undoubtedly stand for a while as the last word on "The Red Poppy." For the extra cost, the collector gets the disk packaged within two plastic covers, with grooves widely spaced to prevent inter-groove echo, and a booklet on high fidelity engineering by C. G. McProud.

BEETHOVEN: PIANO SONATAS, NOS. 1 & 2 (1-12)—Friedrich Gulda, Piano. London LL 99672
Gulda's latest addition to his recordings of all the Beethoven Piano Sonatas is one of the most notable of all that has appeared so far. Not so difficult technically as the sonatas of the last period, these works are often whipped up by pianists into pretentious concert works completely out of keeping with their true dimensions. Not so Gulda, who is a model of restraint, confining himself to a clear, impeccable exposition. The sound is as clean and natural as Gulda's playing.

LISZT: 19 HUNGARIAN RHAPSODIES, VOL. 2 (1-12)—Alexander Borovsky, Piano. Vox PL 891071
Alexander Borovsky continues his masterful interpretations of the complete series with this new volume, containing the rhapsodies, Nos. 8-13. As in the first volume, the pianist performs the nationalist works with an intensity which displays both his feeling for the works and his own convincing musicianship. Many collectors should come back for the third and final set of the Liszt works when it is made available.

JOAQUIN TURINA: LA PROCESION DEL ROCIO; CANTO A SEVILLA; DANZAS FANTASTICAS; LA ORACION DEL TORERO (1-12)—Lola Rodriguez de Aragon, Soprano; Orquesta Sinfonica de Madrid; Pedro De Freitas Branco, Cond. Westminster WL 532070
This album gains distinction by the generous sampling of works by the popular Spanish composer, and the idiomatic performances, brightly recorded. Of special interest are the evocative tone pictures of "Canto a Sevilla," expressively sung by the soprano. This is also the only available recording of "La Oracion" played by string orchestra, rather than quartet. Attractive cover art will help sell the set. Text and translation of the songs included.

TCHAIKOVSKY: THE NUTCRACKER (2-12)—Symphony Orchestra of Radio Berlin; Otto Dobrindt, Cond. Urania URLP 23770
Little need be said about the work, even tho it is not often presented in its entirety as in this package. The popularity of the "Nutcracker" is near legendary. This package, containing two disks and the entire ballet music, is the second one released thus far. And tho the earlier Mercury package has been a strong seller since its issuance, this second, effective performance at a lower price should call for good sales on all levels. The reading, performance and recording are all good. Packaging, in a box, is good, too.

CANTE FLAMENCO, VOL. 3 (1-12)—Westminster WL 530569
Another in the interesting series of authentic guitar and voice flamenco recordings from Westminster. The availability of such material is increasing, but its fascination for many kinds of collectors should insure fair sales for this latest entry.

SCHUMANN: PIANO QUINTET IN E FLAT MAJOR, OP. 44; PIANO QUARTET IN E FLAT MAJOR, OP. 47 (1-12)—Walter Bohle, Piano; The Barchet Quartet. Vox PL 896068
While most companies apparently believe that the Schumann Piano Quintet is music enough for one LP, Vox gives double measure by including the equally long E Flat Quartet. It is not quantity only that is doled out here, however. Walter Bohle and the Barchet group give first-rate performances of two of the most loveable works in the Romantic chamber music repertory. For quick demonstration of the musicianship—and glowing sound—to be heard on this disk simply play the "Scherzo" of the Quintet. In the chamber music set, this fine recording should sell well.

ARTISTRY IN FLAMENCO (1-10)—Esoteric ESJ 868
A colorful package of flamenco-styled guitar playing which should appeal to collectors in its special market. Four of the selections are instrumental, while Chinin de Triana provides an exotic note on several plaintive vocals. Excellent technical reproduction and fine performances by De Triana, Perez Garcia and Ricardo Blasco. All three artists were, at the time of the recording, members of Jose Greco's company.

BEETHOVEN: QUARTET NO. 10 ("HARP"); HAYDN: QUARTET IN D, OP. 64, NO. 5 ("LARK") (1-12)—American Art Quartet. Bluebird LBC 107364
For the beginning collector with limited means, this coupling of two staples of the chamber music repertory represents a good buy. While these readings do not compare favorably with competing versions by the Budapest and other quartets, they are generally satisfactory and would

Other Records Released This Week

Popular

- Do You Recall; Christmas Is the Time for Love—Michael Reine, Pacifica 1001
The Eleventh Hour; Toy Guitar — Tony Mottola Ork, M-G-M 11885
God Made Santa Claus; Slumber—Little Margie Peters, Burgundy 106
Heads You Win, Tails I Lose; Bedeviled—Ray Johnson, Palm 100
I Haven't Anyone Till You; It's All Right With Me—Kay Thompson, M-G-M 11888
Love You Didn't Do Right By Me; Brothers —Tommy Dorsey Ork-Jimmy Dorsey, Bell 1073
My Love for Dorothy; Monday-Tuesday-Wednesday-Thursday-Friday — Fred Norman Ork, M-G-M 11886
My Own True Love; Vera Cruz—Gordon Jenkins, Decca 29365
Peanut Vendor Tarantella; Limehouse Blues —Rosa Linda, Coral 61299
Season's Greetings; Spring Fever Blues—Pete Pontrelli Ork, Skyway 103
Sleepy Time Gal; Goofus—Jerry Jerome Ork, M-G-M 11890
Somebody Bigger Than You and I; Slumber —The Revelaires, Burgundy 110
What Happened?; Where Did the Mailman Go?—Mary Stock, Elvtrue 9034
Where Are You?; Stranger in My Own Home Town—Ray Barber, Burgundy 109

Rhythm & Blues

- Another Mule; I Want to Be With Her—Dave Bartholomew, Imperial 5322
Change of Heart; Darling Angel—Linda Hayes, Hollywood 1027
I Need Your Love; You Know, Yeah—Pee Wee Crayton, Imperial 5321
I Want a Little Girl; Geneva Sue—Geechie Smith, Kicks 5-F
Tomorrow Night; Pleasing You — Lonnie Johnson, King 4758
Mashing Potatoes; Pig Ears and Rice—Noble Watts Quintet, De Luxe 6066
Stay Here With Me; Too Fine to Be Mine —David Dean, Peacock 1645
Tomorrow Night; Pleasing You — Lonnie Johnson, King 4758
Zig Zag; So Let It Be—Julian Dash Ork, Vee Jay 117

Country & Western

- Gravatin'; You Made Believe—Sammie Tucker, Canon 502
Country Lovin'; Part of Your Heart—Hootie Curley, Starday 168
Read Between the Lines; Secret of Your Heart—Benny Martin, Mercury 70476
Rickets Hornpipe; Here and There—Tommy Jackson, Dot 1233
Rubber Dolly; Stones Rag—Tommy Jackson, Dot 1234
You Traveled Too Far; Return My Broken Heart—R. D. Hendon, Starday 167

Jazz

- Moody's Mood for Blues (Part 1 & 2)—James Moody Ork, Prestige 899
Who Can I Turn To?; My One and Only Love—Billy Taylor Trio, Prestige 900

Polka

- Hot Coffee Schottische; Lingenberry Time Waltz—Six Fat Dutchmen, Victor 5898
Kocham Cie Coraz Wiecej; Samotna Dziewczyna—Frank Wojnarowski Ork, Dana 822
Kochaj Tyloko Mnie-Tango; Czarne Oszy-Tango—Stas Jaworski, Dana 824
Mambo Ooh-Ooh Polka; Coconut Polka—Stas Jaworski Ork, Dana 3191
Nalejele Kielicha; Gwizdzacy Zolnier Polka —Walter Solek Ork, Dana 823
Night Owl Polka; Flirty Gertie Polka—Johnnie Pomba, Dana 3183
Rolling Stone Polka; Don't Kid Me Polka—Steve Adamczyk, Dana 3185

make acceptable additions to a "basic" library. The sound is on the dry side and not always as well balanced as it could be.

TCHAIKOVSKY: SYMPHONY NO. 5 (1-12)—Symphony Orchestra of Radio Berlin; Franz Konwitschny, Cond. Urania URLP 713461
There's plenty of competition on this Tchaikovsky selection with at least 12 other versions available. Konwitschny offers an acceptable interpretation of the work, but it's doubtful if the package will be outstanding sales-wise. Cover art is interesting, albeit on the gaudy side in bright red, blue and yellow.

DEBUSSY: CHANSONS DE BLITIS; BALLADES DE VILLON; PROSES LYRIQUES (1-12)—Flore Wend, Soprano. Haydn Society HSL 10659
Miss Wend, while showing considerable understanding of the peculiar values of the Debussy song, hasn't the vocal or expressive equipment to translate that understanding into the sensitive, fragile product most desired. But vocal students might find the collection of the three cycles on one disk a strong incentive. The accompaniment of Odette Gartenlaub at the piano is commendable, as is the clear, realistic sound.

LINDA BABITS PLAYS CHOPIN, MOZART (1-EP)—Titan T1-701156
Miss Babits is a New York lass not quite in her teens who has been getting reams of publicity as a child piano prodigy. Her readings here of Chopin's "Fantasie Impromptu" and Mozart's "Fantasie in D Minor" are expert for a young lady of her age. To compare them with performances by polished professionals would serve no purpose. It only need be said that a dealer could move many of these via the publicity angles and to parents with youngsters studying the piano.

Reviews of New Spiritual Records

THE STARS OF BETHEL
There is a Mountain63
R&B 1307—The boys sell the traditional spiritual with feeling sparked by the tenor lead.
He Walks With Me....60
The boys handle the familiar hymn in up-tempo fashion on this a capella reading. Group sings it with feeling but they need more training.

Sacred

MALLIE ANNE AND SLIM
Better Than Gold73
COLUMBIA 21332 — Material riches pale in comparison with the riches of heaven, is the message given here. Sacred song is delivered with tenderness and warmth. (SESAC)
The Love of Jesus....71
The reverent opus is sung cheerfully by the duo. It's a happy slicing that will raise the spirits of many. (Blackwood, BMI)

Children's

BURL IVES
Jolly Doctor Dollywell (Parts 1 & 2)82
DECCA K-131—This happy physician is a doll specialist, and in this wonderfully acted and sung story he is heard receiving the anxious telephone call, driving to the patient and providing a quick cure. Burl Ives is particularly sympathetic in this performance and the disk faces a rosy sales future.

THE MARINERS

Skiddlee Gumbo80
COLUMBIA J4-206 — The Mariners turn in a light, lilting rendition here of a most attractive kiddie tune. It has a nonsense lyric that will amuse the youngsters and the rhythm is appealing. Strong kid wax. (Eastbrook, ASCAP)
The Ancient Mariners....77
Another interesting tune, this one about sailors, is handed a fine reading by the Mariners. Two good sides for the tiny tot set. (Otis, ASCAP)

THE MARINERS

The Monkey Band79
COLUMBIA J 4-221 — Funny ditty about monkeys and other animals and the instruments they play will intrigue youngsters of many ages. A strong side for the poppet market.
Toot, Whistle, Plunk and Boom....75
Ditty about what makes music is from a Walt Disney film. It is handed a graceful reading by the chanters and ork.

GENE AUTRY

Barney the Bashful Bullfrog78
COLUMBIA J4-222—A bright kiddie tune, with a lyric line similar to Ferdinand. Autry warbles with good-natured warmth. Good sales prospects for the season and later. Attractive packaging.
Little Peter Punkin Eater....78
Same comment.

ART CARNEY

Buzzy Bear's First Christmas (Parts 1 and 2)74
COLUMBIA J4-208 — Art Carney shapes up as one of Columbia's coming kiddie artists, but this two-sided tale isn't one of his best items. The idea of a hibernating bear celebrating Christmas when he wakes up in the spring is a cute one, but pacing is slow. Carney's TV fame will help sell the disk.

THE FORTY-NINERS

The Bulldog on the Bank70
COLUMBIA J4-737—Traditional kiddie item is performed capably by the group. Disk is in the firm's 49-cent series.
Ducks on Parade....65
Cute little ditty about waddlers is aimed at the two-to-four set.

Jazz

GEORGIE AULD
Shah-Bah-Dah-Bah-Dee 72
CORAL 61296—The band warbles a novelty enthusiastically (lyrics consist solely of the title syllables) to a tasty musical backing, and Auld's usual fine sax solo work. (Meridian, BMI)
Skadoodle....70
Same comment. (Chandler, BMI)

Latin American

JOE HOLIDAY ORK
Tea for Two75
PRESTIGE 897—Tenor man Holiday gets some slick Latin-American rhythm section backing as he tackles the Vincent Youmans oldie for a mambo reading which should do fine in the L-A markets and make some noise in both jazz and r.&b. circles.
I Love You Much....74
Another mambo here. This time with a gang-sing vocal in Spanish. Good listening and dancing material. Holiday penned this himself.

JOSE MORAND ORK

Laura72
FIESTA 043—A danceable instrumental version of the lovely standard in beguine tempo.
Rumba Fantasy....71
Another Latin-American instrumental, with a good dance beat for rumba enthusiasts.

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THE MATYS BROS. on Sound

ART LUNT on Coral

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Just released

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DECCA 29326

*America's Fastest
 Selling Records*



The Billboard Music Popularity Charts
**COUNTRY &
 WESTERN RECORDS**

• **Best Sellers in Stores**

For survey week ending December 8

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

This Week		Last Week	Weeks on Chart
1.	MORE AND MORE—W. Pierce..... You're Not Mine Anymore—Dec 29252—BMI	1	11
2.	LOOSE TALK—C. Smith..... More Than Anything Else—Col 21317—BMI	3	7
3.	THIS OLE HOUSE—S. Hamblen..... When My Lord Picks Up the Pione—V 20-5739—BMI	5	18
4.	I DON'T HURT ANYMORE—H. Snow..... My Arabian Baby—V 20-5698—BMI	2	30
5.	ONE BY ONE—K. Wells & R. Foley..... I'm a Stranger in My Home—Dec 29065—BMI	4	31
6.	THIS IS THE THANKS I GET—E. Arnold..... Hep Cat Baby—V 20-5805—BMI	6	16
7.	IF YOU AIN'T LOVIN'—F. Young..... If That's the Fashion—Cap 2953—BMI	9	4
8.	NEW GREEN LIGHT—H. Thompson..... Lonely Heart Knows—Cap 2920—BMI	7	10
9.	BEWARE OF IT—Johnnie & Jack..... Kiss-Crazy Baby—V 20-5880—ASCAP	12	6
10.	IF YOU DON'T, SOMEONE ELSE WILL— Jimmy & Johnny..... I'm Beginning to Remember—Chess 4859—BMI	8	13
11.	IF YOU DON'T, SOMEONE ELSE WILL— R. Price..... Oh Yes, Darling—Col 21315—BMI	14	8
12.	THAT CRAZY MAMBO THING—H. Snow..... Next Voice You Hear—V 20-5912—ASCAP	11	3
13.	KISS CRAZY BABY—Johnnie & Jack..... Beware of It—V 20-5880—BMI	—	2
14.	EVEN THO—W. Pierce..... Sparkling Brown Eyes—Dec 29107—BMI	10	29
15.	WHATCHA GONNA DO NOW—T. Collins..... You're for Me—Cap 2891—BMI	13	12
15.	YOU'RE NOT MINE ANYMORE—W. Pierce..... More and More—Dec 29252—BMI	—	1

• **Most Played in Juke Boxes**

For survey week ending December 8

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

This Week		Last Week	Weeks on Chart
1.	MORE AND MORE—W. Pierce..... Dec 29252—BMI	1	10
2.	I DON'T HURT ANYMORE—H. Snow..... V 20-5698—BMI	2	29
3.	ONE BY ONE—K. Wells-R. Foley..... Dec 29065—BMI	6	28
4.	LOOSE TALK—C. Smith..... Col 21317—BMI	6	3
5.	IF YOU DON'T, SOMEONE ELSE WILL— Jimmy & Johnny..... Chess 4859—BMI	5	10
6.	NEW GREEN LIGHT—H. Thompson..... Cap 2920—BMI	3	5
7.	THIS IS THE THANKS I GET—E. Arnold..... V 20-5805—BMI	4	12
8.	IF YOU AIN'T LOVIN'—F. Young..... Cap 2953—BMI	—	1
9.	PENNY CANDY—J. Reeves..... Abbott 170—BMI	9	5
10.	THIS OLE HOUSE—S. Hamblen..... V 20-5739—BMI	—	5

• **Most Played by Jockeys**

For survey week ending December 8

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week		Last Week	Weeks on Chart
1.	MORE AND MORE—W. Pierce..... Dec 29252—BMI	1	11
2.	LOOSE TALK—C. Smith..... Col 21317—BMI	3	7
3.	IF YOU AIN'T LOVIN'—F. Young..... Cap 2953—BMI	7	5
4.	I DON'T HURT ANYMORE—H. Snow..... V 20-5698—BMI	2	28
5.	THIS OLE HOUSE—S. Hamblen..... V 20-5739—BMI	4	16
6.	THIS IS THE THANKS I GET—E. Arnold..... V 20-5805—BMI	8	17
7.	YOU'RE NOT MINE ANYMORE—W. Pierce..... Dec 29251—BMI	4	9
8.	NEW GREEN LIGHT—H. Thompson..... Cap 2920—BMI	10	7
9.	ONE BY ONE—K. Wells-R. Foley..... Dec 29065—BMI	6	28
10.	PENNY CANDY—J. Reeves..... Abbott 170—BMI	13	7
11.	IF YOU DON'T, SOMEONE ELSE WILL— Jimmy & Johnny..... Chess 4859—BMI	9	12
11.	BEWARE OF IT—Johnnie & Jack..... V 20-5880—ASCAP	12	3
13.	COMPANY'S COMIN'—P. Wagoner..... V 20-5848—BMI	11	8
14.	MORE THAN ANYTHING ELSE—C. Smith..... Col 21317—BMI	15	5
15.	CHRISTMAS CAN'T BE FAR AWAY—E. Arnold... V 20-5905—BMI	—	1

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...the original version of today's smash LET ME GO, LOVER by HANK SNOW! 20/47-5690

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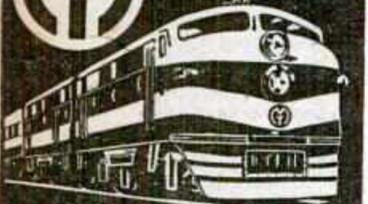


Wirtz Icer Gets Longer N. Y. Run

NEW YORK, Dec. 11. — The Arthur M. Wirtz icer, "Hollywood Ice Revue," will have a chance to gross at least \$50,000 more than it did last year for its Madison Square Garden run, by virtue of putting on an additional two performances. This season's Garden dates are January 13-February 2, with a January 18-19 break to permit the arena to present other events to which it is committed.

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- ★ FERRIS WHEEL
- ★ LOCOMOTIVE TRAIN
- ★ ROCKET FIGHTER
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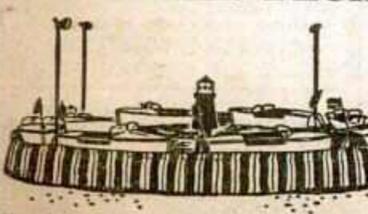
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Manufacturers of Adult and Kiddie Chairplanes, Kiddie Space Plane and Atomic Jet Fighter Rides, Ferris Wheels and Trailer Mounted Auto Rides.

Last season the mid-run break was three days.

There are 18 days in the stretch, compared with 17 in 1954. There will be six matinees, whereas there were five last season, and the overall total shows 24 performances this time, where last year there were 22.

Prices will remain the same, with a \$6 top and scaled down to \$1.50. All levels will be priced at even figures: \$1.50, \$2, \$3, \$4, \$5 and \$6. In two cases prices will be upped for Friday, Saturday and Sunday evenings, and Saturday and Sunday matinees. These are the end promenade, from \$5 to \$6, and Rows A thru J in the end arena, \$4 to \$5.

Six Matinees
The six 2 p.m. matinees will be three each on Saturdays (January 15, 22, 29) and Sundays (January 16, 23, 30). The Sunday evening shows will be at 7 p.m. All prices include 10 per cent federal and 5 per cent city tax. Children under 12 will get in for half-price on Saturday matinees only.

Talent-wise, there are several changes in the cast, which will again feature Barbara Ann Scott. No longer with this troupe are Jacqueline du Bief and Peter Firstbrook. The former, a champion from France who joined in '53-'54, is replaced by Cundi Busch of Germany, also a world champion. In place of Firstbrook will be Jimmy Grogan. Also new will be one of the Three Bruises, namely Kenny Leslie who replaces Sid Spalding.

Andrea McLaughlin returns to "Hollywood Ice Revue" after last having been with the outfit two seasons ago.

Cundi Busch got the ballyhoo rolling before Thanksgiving (15) when she came to New York for a color photo sitting, for This Week supplement due to appear before the Garden opener. The troupe is in Omaha (December 7-14) then is booked into Chicago (December 25-January 11) before coming into New York.

Denver to Fix Old Auditorium; Cancel New One

DENVER, Dec. 11.—The city of Denver has okayed a \$900,000 plan for remodeling its Auditorium. Construction is to start in the early spring, and it will include removal of the top balcony, lowering of the ceiling, extension of the lower balcony and elimination of the side boxes.

Remodeling of the old building will replace two other plans that had been discussed here. One was a much less elaborate refurbishing plan for the present building.

The other plan, now canceled, called for construction of a completely new auditorium. A group of private investors had made initial arrangements by which the new building would be built away from the downtown district. When the city announced its bigger plan, it also disapproved supporting the private project.

After the initial work of remodeling is completed, the present structure will be equipped with new stage equipment and more sound equipment. The exterior of the building will be rebuilt. Other changes also are planned.

Snyder Slates Water Follies For Australia

BOSTON, Dec. 11.—Sam Snyder, operator of "Water Follies of 1955," who has been producing here since 1937, is completing negotiations for a global tour. Snyder has for the past few years been dickering for rights to show in various parts of the globe, with his eye mainly on Australia.

N. G. Snyder, brother of the aquatic impresario, is in Australia and reports plans are set for the Follies to head there. They call for the troupe of girls, divers and swimming comedians to ship out next month to play in the large cities of Australia and New Zealand, and in Tasmania.

After leaving Australia the show plans to go to India, where one operator in Bombay has a pool large enough to accommodate the Follies without Snyder's equipment having to be set up. Calcutta and cities in Pakistan also are on the schedule.

In presenting the Water Follies and stage revue, a large portable pool and stage are used. This equipment will shortly be shipped by freighter to Australia, with the troupe following later by air.

Snyder's unit has played fairs and in leading cities, as well as in Canada and South America.

AAA to Stay In Auto Racing, Jim Lamb Says

WASHINGTON, Dec. 11.—Rumors that the American Automobile Association was about to reduce or discontinue its sanctioning of auto racing at fairs this week were termed "absurd" by James H. Lamb, AAA Contest Board secretary.

"As long as there are automobile races there will be a contest board to sanction them," Lamb said.

"The contest board will sanction as many races as possible," he said, adding that the AAA "would, as in the past, continue to require the proper conditions for satisfactory and safe promotions—but that the AAA had no intention of curtailing its sanctioning activities, and that ways and means were constantly being explored to increase the quality of AAA races."

Chitwood Inks Midwest Fairs

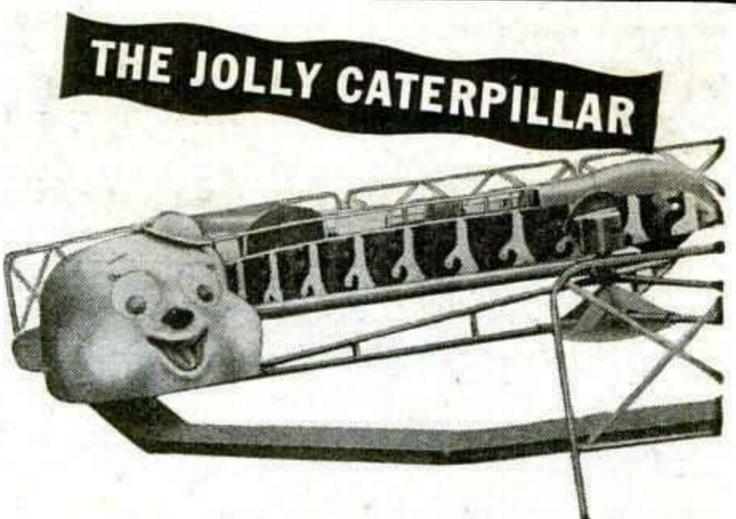
DES MOINES, Dec. 11.—The Joie Chitwood Thrill Show, in its first invasion of the Middle West, has already signed six annuals in that part of the country, Joie Chitwood, manager, announced.

The organization's Midwest unit has closed with fairs at Nashville, Tenn.; Sioux Falls, S. D.; Manitowoc, Wis., and three Iowa fairs, Jefferson, Northwood and Greenfield.

Rex Ingham Hurt In Car Accident

RUFFIN, N. C., Dec. 11.—Rex Ingham, who conducts the Ingham Wild Animal Farm here, was severely injured November 26 when a car he was towing was sideswiped between Wrens and Augusta, Ga., causing the truck he was driving, filled with monkeys, to overturn. Several cages of the monkeys fell on Ingham, breaking three ribs and his pelvic bone.

He was taken to Oliver General Hospital, Augusta. Ingham will be unable to walk for several months.



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HURON KIDDELAND

"The Allan Herschell Jolly Caterpillar has consistently been one of my top rides and I have 14. No maintenance! I haven't even had to pump up the tires! Kids love it and their parents seem to like to ride with them, too."

J. W. (PATTY) CONKLIN, BRANTFORD, ONT.
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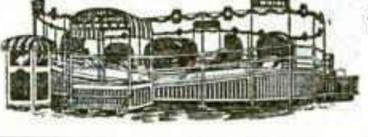
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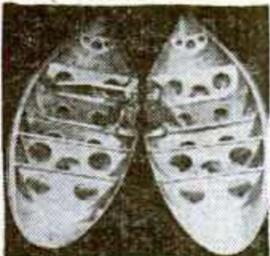
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FAIR ASSN. MEETINGS

Indiana Association of County and District Fair: Hotel Severin, Indianapolis, January 2-4. William H. Clark, 360 Walnut, Franklin, secretary.

Wisconsin Association of Fairs, Schroeder Hotel, Milwaukee, January 5-6. Wm. H. Eldridge, 315 1/2 East Mill Street, Plymouth, Wis.

Minnesota Federation of County Fairs, Radisson Hotel, Minneapolis, January 10-12. Harold C. Pederson, 3531 22d Avenue South, Minneapolis 7, secretary.

Kansas Fairs' Association, Jayhawk Hotel, Topeka, January 11-12. Everett E. Erhart, Stafford, secretary-treasurer.

Massachusetts Agricultural Fairs' Association, Hotel Sheraton, Worcester, January 10-11. Paul Corson, Topsfield, secretary-treasurer.

Ohio Fair Managers' Association, Deshler-Hiltor Hotel, Columbus, January 11-13. Goldie V. Scheible, 709-710 Reibold Building, Dayton, executive secretary.

Missouri Association of Fairs & Agricultural Exhibitions, Governor Hotel, Jefferson City, January 12-14. Rollo E. Singleton, Department of Agriculture, Jefferson City, secretary.

Louisiana Association of Fairs and Festivals, Bentley Hotel, Alexandria, February 13-15. Adolph Netter, Donaldsonville, secretary.

West Virginia Association of Fairs, Ruffner Hotel, Charleston, January 15. James T. Hetzer, 307 Bank Arcade, Huntington.

Central New York Association of Agricultural Societies, Hotel Syracuse, Syracuse, January 15. Robert S. Turner, Horseheads, secretary.

Michigan Association of Fairs & Exhibitions, Fort Shelby Hotel, Detroit, January 16-18. Harry B. Kelley, Hillsdale, secretary.

Association of Colorado Fairs, Albany Hotel, Denver, January 17. Forrest F. Hammes, Littleton.

Georgia Association of Agricultural Fairs, Henry Grady Hotel, Atlanta, January 17. Joe F. Pruett, 550 Riverside Drive, Macon, secretary.

Western Canada Association of Exhibitions, Fort Garry Hotel, Winnipeg, Alta., January 17-19.

Maine Association of Agricultural Fairs, Eastland Hotel, Portland, January 19-20. Roy E. Symons, Skowhegan, secretary.

Association of Tennessee Fairs, Andrew Jackson Hotel, Nashville, January 20-21. L. E. Griffin, P. O. Box 90, Nashville, secretary.

North Carolina Association of Agricultural Fairs, Sir Walter Hotel, Raleigh, January 20-21. Corbin Green, P. O. Box 776, Hickory, secretary.

North Dakota Association of Fairs, Graver Hotel, Fargo, N. D., January 20-22. A. D. Scott, Fargo, secretary-treasurer.

Illinois Association of Agricultural Fairs, St. Nichols Hotel, Springfield, January 23-25. Clifford C. Hunter, Taylorville, secretary.

Rocky Mountain Association of Fairs, Northern Hotel, Billings, Mont., January 23-25. Clifford D. Coover, Shelby, Mont., secretary.

New Jersey Association of Agricultural Fairs, Hildebrecht Hotel, Trenton, January 24. William C. Lynn, 1 West State Street, Trenton 8, secretary.

Nebraska Association of Fair Managers, Cornhusker Hotel, Lincoln, January 24-28. H. C. McClellan, Arlington, secretary.

Pennsylvania State Association of County Fairs, Penn Harris Hotel, Harrisburg, January 26-28. Charles W. Swoyer, 522 Court Street, Reading, secretary.

Kentucky Association of Fairs and Horse Shows, Kentucky Hotel, Louisville, January 27-28. L. Doc Cassidy, Kentucky State Fair, Louisville, secretary-treasurer.

Western New York Fair Managers' Association, Lafayette Hotel, Buffalo, January 29. J. O. Saunders, Cattaraugus, president.

Oklahoma Association of Fairs, Biltmore Hotel, Oklahoma City, January 30-31. Vera G. McQuilkin, P. O. Box 3898, Oklahoma City, secretary.

New York State Association of Agricultural Fair Societies, Sheraton-Ten Eyck Hotel, Albany, January 31-February 1. James A. Carey, State Office Building, Albany, secretary.

Texas Association of Fairs and Expositions, Baker Hotel, Dallas, February 3-5. Bob Murdoch, Blackstone Hotel, Tyler, secretary.

Arkansas Fair Managers' Association, Little Rock, February 7-8. Clyde E. Byrd, Box 907, Little Rock, secretary.

Association of Connecticut Fairs, Terryville High School, Terryville, March 19. J. C. Bartlett, North Haven, secretary.

Greenville Names Averette Prexy; Chambliss Returns

GREENVILLE, N. C., Dec. 11.—The Pitt County Agricultural Fair held its 18th annual meeting here December 6. Larry Averette, Greenville, succeeds J. Howard Moye as president, and Norman Y. Chambliss Jr., Rocky Mount, N. C., was unanimously elected to serve his seventh year as directing manager of the fair.

The treasurer's report showed a profit for the 1954 fair, despite a visit by Hurricane Hazel on the fair's big day. The executive committee is composed of J. Howard Moye, T. Frank Taylor, W. C. Eagles, Charles S. Edwards, Dr. Paul E. Jones and C. E. Hart.

The date for the 1955 fair has been set for the week of October 10. Manager Chambliss was authorized to negotiate and close for the 1955 midway and grandstand attractions. It was indicated that Prell's Broadway Shows would return for the 1955 engagement.

Iowa Fairs

• Continued from page 40

plays a number of fairs in Iowa, added a new one this year, the Bedford event, which will initiate a free outside gate for the first time. He also will be back at Monticello, Decorah and Webster City. Paul Olson and Noble Fairly, of Amusement Company of America, were on hand and huddled with the members of the board of the Iowa State Fair.

Other midway representatives attending included Mr. and Mrs. William Dyer, Dyer Greater Shows; Jack Lindsay, concessions; W. T. Hale, Hale's Shows of Tomorrow; George W. Nelson, Ben Elsen, Mary M. Nelson and Ella Elsen, George W. Nelson Shows; Carl Byers, Byers Bros.' Shows; Jay Gould, Jay Gould Circus; M. H. Barackman, Shamrock Shows; Floyd and Sheldon Shorter, Shorter Shows; L. O. Weaver and Mayden Nash, Grand American Shows; G. Tuve and A. H. Brown, Royal United Shows; Jimmie Hensen, Greater Dixieland Shows; H. V. Peterson, Tivoli Exposition Shows; John Lempart, show supplies, and Harold Eutah, concessions.

WINTER FAIRS

Arizona
 Yuma—Yuma County Fair, April 13-17. Ken Baker.

California
 Cloverdale—Cloverdale Citrus Fair, Feb. 18-22. J. Leroy Wehr.
 Imperial—California Midwinter Fair, Feb. 26-March 6. D. V. Stewart.
 Indio—Riverside Co. Fair & National Date Festival, Feb. 17-22. R. M. C. Pullenwider.

Oregon
 Gresham—Multnomah Co. Spring Garden Fair, April 20-24. Duane Hennessy.

1955 Trenton Dates Given

TRENTON, N. J., Dec. 11.—Running dates for the New Jersey State Fair were clarified this week by President George A. Hamid.

There will be eight days and seven nights as in the past, it was explained, with the dates to be September 25 to October 2. The annual will not operate on the closing Sunday.

It was erroneously noted in the 1955 Cavalcade of Fairs that the fair will operate for nine days and eight nights.

Tallahassee Seeks 23G for Building

TALLAHASSEE, Fla., Dec. 11.—The North Florida Fair Association has asked the Leon County Commission for a \$23,000 appropriation to help construct a permanent building.

"If we're going to have a fair here and improve it, we must have permanent buildings," said Lloyd Rhoden, county agent and fair association secretary, who presented the request for funds.

The first permanent unit at the fairgrounds would be of steel and sheet metal construction 60 by 200 feet in size. Rhoden had a model of the proposed unit which he displayed to commissioners.

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NEW DEVELOPMENTS

Root Beer Dispenser Takes Minimum Space

PHILADELPHIA, Dec. 11.—An electrically cooled self-contained keg type dispenser is being marketed here by Charles E. Hires Company. According to the firm, a feature of this unit is to provide maximum capacity with a minimum of space, it being a complete unit that needs only water and electrical attachment.—Charles E. Hires Company, 206 South 24th Street, Philadelphia.

Straw Costs Cut By Dispenser . . .

LOS ANGELES—Duplex Straw Dispenser Company here is offering the new two-way straw dispenser that is designed to cut straw costs in half. The unit issues unwrapped 6½ inch milk, 8½ inch standard, and 8½ inch jumbos, one at a time, from both sides. According to the manufacturer the dispenser does the work of two units. A full carton of unwrapped straws empties into the dispenser without being handled. A feature is the so-called "feather touch" principle which is said to eliminate jamming, yet dispenses rapidly. The unit is made of stainless steel and carries

a lifetime guarantee. Two models are offered: one for 6½-inch milk and 8½ standards, the other for 8½-inch jumbos.—Duplex Straw Dispenser Company, 511 N. La-Cienega Boulevard, Los Angeles 48.

Griddle Is Versatile . . .

REDLANDS, Calif.—A combination stove, griddle and oven that is designed to bake, roast, broil or toast, yet take up little space, is being offered here. A cast aluminum griddle on top of the stove can be utilized for hamburgers, pancakes, ham and eggs or any frying; a small burner on top is designed for coffee making or any ordinary sized utensil. The top of the stove is of stainless steel and the body is aluminum. Unit weighs 15 pounds, is 22½ inches wide, 14½ deep and 11 high.—Gill Electric Mfg. Corp., Redlands, Calif.

Rotisserie With Reverse . . .

PHILADELPHIA — An electrically heated rotisserie has been introduced here that has the unique feature of a reverse drive which rotates spits in opposite directions for added flash. The unit has infrared elements mounted on parabolic reflectors which are said to heat quickly and uniformly. Meats and fowl are said to be quickly seared on the outside, sealing in natural juices and flavor. It has a capacity of from six to nine chickens, or can barbecue turkey, hams, pork, beef and spareribs at the same time. Spits are easily removed for cleaning, loading and unloading, the manufacturer states. Rotisserie has two removable stainless steel drip pans. Glass doors open wide for easy access. Model measures 39 inches high, 24 wide and 17½ deep.—Star Metal Mfg. Co., Inc., Trenton Avenue and Ann Street, Philadelphia 34.

Cabinet For Milk . . .

HATBORO, Pa.—A refrigerated cabinet that will hold milk in either glass bottles or paper cartons is being offered by a manufacturer here. The unit is available in two models, one with an opaque, lift-up top, the other with a plastic glass sliding top that is break-resistant. Sectional, removable shelves support tiers of bottles. The cabinet is self-contained, ready to plug in and use. Outside dimensions are 28 by 33 by 35 inches. Inside it is 23 by 28 by 19½ inches deep. Cabinet is finished in baked-on white enamel. Capacities range from 84 to 178 quart bottles or cartons; 153 to 360 pints; 341 to 627 half pints, depending upon the shape of the containers.—Powers Equipment Company, 458 Oakdale, Hatboro, Pa.

Bottle Warmer For Outdoor Spots . . .

DETROIT—A new automatic baby bottle warmer of the self-service type, designed for parks, carnivals, fairs, shows and drive-in theaters, is now being distributed on a nation-wide basis. The device, which is placed on the counter lunch stand along with the mustard and relish condiment sets, requires no attention or operating by concession employees or attendants. Patrons help themselves by inserting the bottle into the heating unit which is thermostatically controlled. The unit is designed to accommodate four large and two small bottles at the same time. There is no overheating, broken bottles or burned out units, the makers claim for the product. The unit is made of cast aluminum with Calrod heating elements and is designed to operate on 110-220 volts alternating current only.—Jobil Products Company, 19 Clifford, 501 Woodward Building, Detroit 26.

The Malotts, Side Show operators, signed with Wallace Bros. Shows of Canada for the 1955 season at the outdoor convention in Chicago recently. They are building a new banner line for their show at their home in Indianapolis.

Reps Turn Out At Des Moines

DES MOINES, Dec. 11.—Attraction representatives and fair suppliers turned out in good numbers at the annual meeting of the Fair Managers' Association of Iowa, held here Monday thru Wednesday (6-8).

Those on hand included: Sam J. Levy Sr., Sam J. Levy Jr., Fred H. Kressmann, Rube Liebman and Keith Killinger, Barnes-Carruthers Theatrical Enterprises, Inc.; Mr. and Mrs. Roy D. Merritt, Circle Double M. Rodeo; W. L. Engelbart, Karl King's Band; Lee and Thelma Slade, DeWaldo's Attractions; Happy Bruno and Pete Bailey, Hollywood Thrill Show; M. C. Williams, Cactus Rodeo Corporation; Louis Rosenberg, Triangle Poster Company; Billy Dillard and Sonny Myers, Sonny Myers Amusements; Joe Chitwood, Joe Chitwood Thrill Show; Sunny Bernet, attractions; John Hufschmidt and R. H. Sommer, Castadia, Inc.; Marian Marlo, Marlo Show Productions; Walter Sommer, Iowa Thoroughbred Racing Assn.; Al Sweeney, Moke Cosby and Jerry Marlat, National Speedways, Inc.; Charles Zemater Sr. and Charles Zemater Jr., Charles Zemater Theatrical Agency; Billie Veach, Veach Rodeo; H. C. Henson, Henson Hollywood Rodeo; Mr. and Mrs. Jimmy Downey, Jimmy Downey Enterprises; Bill Hartzler, sound systems. Keith McCabe and M. A. Lines, E. G. Staats Co.; George Flint, Frank Shortridge, Jack Lindahl and M. D. (Doc) Howe, Boyle Woolfolk Agency; William Garrett, Garrett Sound Systems; Walter Fredericks, Gordon Bernard Co.; Frank and Jack Duffield and Art Briese, Theatre-Duffield Fireworks, Inc.; Frank Prystas, Fair Publishing House; Johnny Gerber, Midwest Midget Auto Racing Assn.; Tommie and Larry Holden, Holden's Daredevil Revue; R. E. Greene, Illinois Fireworks Co.; Bud Fisher and Patricia Jones, Jimmie Lynch Death Dodgers; Carl Marlo, Marlo Show Productions; Frank Winkley, Auto Racing, Inc.; Bill Lindemann, Frank Sharp, Kurt Kuehn and Emil C. Guldenzopf Sr., Regalia Manufacturing Co.; Maggie and Scooby Swan, Maggie and Scooby Swan Show; Earl Dunn, Hal Garven Shows; Durrell Everding, Ice Varieties; Fred Frouse and L. C. Dignam, Waco Scaffolding and Supply Co.; Johnnie and Jeanne Gunier, Gunier's Entertainment Service; Jack Baldwin, Mississippi Valley Auto Racing; Al Porter, NASCAR; Venita Rich, E. L. Smith, Venita Rich TV Talent Contest; Peg Longnecker, Gene Holter, John Planalp and Billy Papon, Sun-Grossman Agency; Francis and Bob Van Anne, Soo Speedways; Ernie Young, Ernie Young Agency; Mr. and Mrs. Aut Swenson and Carol Swenson, Swenson Thrillcade; Mr. and Mrs. Tom Drake, Drake Agency; Earl Newberry and Leo Overland, Tournament of Thrills; Don Ackermann, Ackermann Sound Systems.

New Banners Finished for Alter's Show

READING, Pa., Dec. 11.—A new double-deck banner line has been completed for Col. Lew Alter's "Can It Be Possible" side show for 1955. Alter said the new front will extend for 185 feet and include an extra doorway. Featured again will be Schlitz's Pin Head, with Leopold the Leopard Boy, Stella May the Ape Girl, Jack & Jill the Arkansas Giants, and other attractions. New cage wagons are under construction for the Tom Thumb Menagerie.

Lisogar Icer Wins Canadian Publicity

LETHBRIDGE, Alta., Dec. 11.—Canadian Ice Fantasy garnered plenty of publicity when it played a two-day date in Lethbridge Arena under Kinsmen club auspices. The Lethbridge Herald carried an eight-column photo layout with its review. Latter termed the show the best in its three years of operation.

Carnival Routes Send to 2160 Patterson St. Cincinnati 22, O.

Mighty Midway: Moultrie, Ga. Mobile Am. Co.: West Helena, Ark. Moron & Cooper Am. Co.: Cheneyville, La.

Ice Shows

Holiday on Ice: Rock Island, Ill., 26-Jan. 2. Holiday on Ice, International, No. 1: Brussels, Belgium, 14-25; Rotterdam, The Netherlands, 27-Jan. 15. Holiday on Ice, International, No. 2: Karachi, India, 17-Jan. 6. Ice Capades: Boston 26-Jan. 13. Shipsteads & Johnson's Ice Polies: New Haven, Conn., 14-19; Philadelphia 25-Jan. 16.

Miscellaneous

Big Mamou Exposition: Elton, La.

Outline Utility Bldg. Program At Indian Point

PEEKSKILL, N. Y., Dec. 11.—Officials of the Consolidated Edison Company Monday (6) outlined plans for the construction of a \$300 million power plant at Indian Point Park in nearby Buchanan. The utilities company purchased the property several months ago from an operating corporation headed by E. D. Kelmans.

Construction plans were made known at a zoning hearing. While an okay is assured from town officials and residents, Con Ed officials noted that at least two years would be needed to develop plans for an initial \$50 million unit which will probably utilize atom power. Meanwhile, Kelmans will continue to operate the property as an amusement center.

Vivonas Land Chase City As 12th Fair

NEW YORK, Dec. 11.—The Vivona brothers have signed the Chase City (Va.) Fair, last played by Penn-Premier Shows, and will play the date in 1955 under their new name of Amusements of America, Morris Vivona announces.

Vivona said the signing gives the newly named outfit a list of 12 fairs already contracted, with three others tentative to indicate a route of 15 fairs for next season.

John (Tiny) Dempsey will return next year as lot man and builder, it was said, while Dorothy Dempsey will handle the new 100-foot snake show which Dempsey is building in winter quarters at the fairgrounds in Florence, S. C.

New to the Vivona organization will be Al Reisinger who will join as ride superintendent after being formerly with the Prell organization, Vivona added.

Clem Smith, co-owner of Boone Valley Shows, which was sold this year to a West Coast novelty man, was at the Des Moines fair meeting last week. He's doing farm drainage work around Boone, Ia. His former partner, Ben Messenbrink, is selling seeds in Iowa for one of the big seed firms.

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Rockaways' Ads Aimed At Traveling Public

NEW YORK, Dec. 11.—A new advertising program with budget of at least \$50,000 for five years has been charted by Rockaways' Playland in Queens. The plan will be separate from the Park's newspaper ad campaign and will be mostly devoted to train, trolley, bus and car-riding public.

As detailed by Dick Geist, the park's public relations head and vice-president, "Operation Boomerang" will require a stepped-up use of outdoor paper and greater coverage generally in the 50-mile radius surrounding Times Square.

Geist, who has a flair for military labels and methods, has used tags of "Operation Snowball" for Playland's winter week-end operations, and "Operation Fireworks" for the Schaefer Beer pyros held offshore in recent years.

\$10,000 for 1st Year
"Operation Boomerang" will entail an initial budget of \$10,000 per year beginning with the 1955 season, and a target of \$50,000 eventually in yearly expenditures for this type of advertising has been set.

Locations of Playland paper will be highway billboards, taxicabs, buses, trolleys, suburban train stations and parking fields. The last-named posters will continue the drumming that will begin as soon as the motorist turns on his car radio, as there will be a heavy amount of early-hour radio commercials.

Geist said Playland will be making its first use of air-tow and sky-writing ads, and will use these wherever possible on hot days when citizens are most stimulated to go outdoors in search of relief.

The park's newspaper ads will continue to be institutional in nature, aimed primarily at Wilson Line charter boat business, an im-

portant source of patronage in recent seasons.

The new ad campaign will include tie-ins with the "Chain Lightning" promotion worked up by NBC for food stores in the metropolitan area. Geist and the NBC promotion staff have worked closely lately with reciprocal plugging.

No Partner in Trenton Park, Hamid States

TRENTON, N. J., Dec. 11.—George A. Hamid this week clarified references to his connection with Playland, the 12-ride kiddie park spotted outside the State Fairgrounds here.

Hamid emphasized that he is not an associate in the park operation (The Billboard, December 4), which is solely the responsibility of Max Gruberg of New York.

A few kiddie rides has been in operation at the location and Gruberg added several more to make up the total, it was explained. A corporation was formed to operate the park, with Gruberg as its head. Known as Playland, the corporation continues as tenant on property owned by the George A. Hamid Realty Co.

Hamid stressed that his only connection is that his realty firm is the park's landlord, and that he is not a partner in the operation.

Conn. Resort To Lengthen Excursion Dock

BRIDGEPORT, Conn., Dec. 11.—Plans are underway for shortening the fishing pier at Pleasure Beach Park municipally operated amusement resort here, and rebuilding the excursion dock, as a result of the scheduled dredging of part of Bridgeport harbor by the Connecticut Highway Commission.

State highway officials said that the present 1,400-foot pier extending into the harbor from the west shore of Pleasure Beach probably would be reduced to about half the length. The pier is used by about 500 fishermen daily.

To help compensate for loss of pier space, Mayor Jasper McLevy suggested that 100 feet be added to the length of the excursion boat dock, so that when it is rebuilt it will be 200 feet long and 40 feet wide. It is estimated that 40,000 excursionists visited the park last summer.

Work will probably get underway in mid-January so that the new dock and pier could be used for the start of the summer season next June.

Seaside Sets Hotel & Pool, Adds 2 Rides

VIRGINIA BEACH, Va., Dec. 11.—Two kiddie rides have been purchased from the B. A. Schiff firm for Seaside Park here, namely the Coaster and auto race track devices, and both will be in operation next season.

Seaside, owned by Jack L. Greenspoon and Dudley Cooper, operated last season from Decoration Day thru the week after Labor Day and did within a fraction of its 1953 gross, it was reported. Credited with the fine showing was the federal tax elimination, as the receipts would otherwise have shown a sharp decline, Cooper notes.

The owners-operators have scheduled the erection of a \$700,000 double deck, garden-style hotel with 94 rental units, plus a swimming pool. Room for the improvements was obtained in 1952 by tearing down 300 feet of ocean front amusement property.

Cooper and Greenspoon are also among the owners of Ocean View Amusement Park at Norfolk.

Scott Sets February

DAYTONA BEACH, Fla., Dec. 11.—Turner Scott said this week he plans to reopen his Sea View Amusement Park here the middle of February. He will have five rides. After closing the spot Labor Day, he played nine fairs with Coaster and Wheel on Vivona Bros.' Shows.

RYE BUYS ROTO-JET, HINTS NEW KID UNITS

RYE, N. Y., Dec. 11.—The ride line-up at Playland Amusement Park will include a Roto-Jet next season, Col. Allan E. MacNicol, director, said this week. The expensive unit was contracted for at the Chicago convention with importer Eric Wedemeyer, and will be delivered in the spring.

It was known during the past months that MacNicol was eyeing a Roto-Jet for the Westchester County-owned park. With confirmation of the deal, MacNicol indicated there would be announcement soon of the addition of two or more kiddie rides.

Playland's ice rink is in full operation, with public and club sessions plus high school hockey games. With the exception of two changes the operation is the same as it was last season.

Kid Skaters Catered to
Free parking is being offered on week-days, and there are bargain days for children on Monday and Thursday afternoons, with admission pegged at 25 cents. It is 50 cents for moppets otherwise. Both moves are aimed at kiddie patrons, as school children provide the bulk of mid-week patronage.

Music for the rink sessions is provided by Kay Manette at the organ.

The Roto-Jet will be spotted in the location formerly occupied by the Water Scooter. A 10-year-old ride, it has had 12 Usell boats which will be offered for sale.

British Resort Votes Against Indoor Park

LONDON, Dec. 11.—By a slim three-vote margin a measure was defeated recently which would have paved the way for a huge, covered amusement park at the resort location, Brighton.

Brighton Town Council downed the measure by 28-25. Proponents of the plan held that there was an urgent need for covered amusements in the area to cater to holiday visitors as well as those who attend the resort during the normal summer season.

It was pointed out that Batterssea Amusement Park had done well in its season under private enterprise, and that a similar backing could produce an indoor park for Brighton. A location like Sheepcote Valley, it was held, could more than provide the necessary 10 acres, and the operating corporation could realize a \$500,000 yearly profit.

Opponents of the plan said Brighton's appealing factor was its seafront, and that visitors come there because it is not as cluttered with amusements as is Blackpool.

Tax Refund to Be Fixed for Woodside Park

PHILADELPHIA, Dec. 11.—Woodside Park's operators are entitled to an income tax refund which may be as much as \$40,000, according to the U. S. Court of Claims. The park is operated by Philadelphia Park Amusement Company, successors to Fairmount Park Transit Company.

The refund would be based on depreciation of the old Strawberry Mansion Bridge which used to carry park trolley lines over the Schuylkill. Trolley service was abandoned in 1946.

On August 3, 1934, the bridge was transferred to the city in return for a 10-year extension of the trolley franchise. The claims court said the company was entitled to deduct the annual bridge depreciation charges during the 10-year span.

The bridge was built in 1897 for \$381,000. Any refund now must be based on what the 1934 valuation of the bridge was, and the amount must be fixed by a court-appointed commissioner. The park operators are claiming \$42,864.

COPENHAGEN, Dec. 11.—Officers were elected for 1955 at the Sunday (21) meeting of showmen and concessionaires of Oyrehavsbakken amusement park. The spot is on government-owned ground, and concessionaires pay rentals to the forestry department on a percentage basis. Last season these rentals were \$145,000 or some 12 per cent over 1953.

WARNING

Paid Beaches Held Bar to Public \$ Aid

ATLANTIC CITY, Dec. 11.—New Jersey shore resorts were told last week that their pleas for money to fight beach erosion might fall on deaf ears if more beaches aren't opened to free public use. State Commissioner Joseph E. McLean told the State League of Municipalities that it would be increasingly difficult to ask State and Federal funds "if people can't even get near the water."

He said that in Northern New Jersey it has become necessary to find additional beach accommodations to meet the demands of five million residents and their guests. He added that New Jersey has only 63 miles of beach open to the public without charge, mostly in the northern part of the State. There are 15 miles of private beach.

He also warned that many resorts had "tempted nature" by building homes, hotels, boardwalks and amusement places "too close to the ocean."

However, paid beaches were defended at the meeting, it being claimed that where beach fees are charged they do not produce a profit. Fees never meet the cost of maintaining the beach, it was said.

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WFA Airs Attraction, Midway Problems

MONTEREY, Calif., Dec. 11.—Operation of donation shows under carnival supervision, circuits for acts and attractions, sales by Service Associates, and views on three-year contracts were discussed at the 32d annual Western Fairs' Association convention here in a committee meeting conducted by Stuart Waite with Roy Schoepf as secretary.

Serving on the committee with Waite, Yolo County Fair secretary-manager, and Schoepf, Napa County Fair & Horse Show secretary-manager, were Stuart E. Alberg, Decorative Plant Rentals; L. G. Chapman, Foley & Burk Shows; Bobby Cohn, West Coast Shows; Orville N. Crafts, Crafts Shows; Guy W. Davenport, El Dorado County Fair; J. H. Duggan, Duggan's Concessions; Tevis Paine, Los Angeles County Fair; Russell E. Pettit, Santa Clara County Fair; M. R. Putman, Lodi Tent & Awning Company; Tulsa Scott, Plumas County Fair; Ernie Stange, J. L. Stuart Manufacturing Company; Isabelle Whall, Fun Unlimited, and William M. Wilson, San Mateo County Fair.

In making his report to the WFA membership, Waite said that the matter of donation shows appearing on the carnival lot and not on the independent midway would be studied further.

Discuss Date-Setting

Bill McGaw, of Stuntcapades, urged fairs to set their dates so that

attractions could play split weeks or go from one fair to the other. He declared this would give the exposition better attractions and cut costs.

Waite discussed the matter openly, explaining that dates were set by the fair directors individually and depended principally on "when the pumpkins get ripe." Scott added that a fair can take any date it wants.

Carl Mills, Calaveras County Fair, who was chairman of the date committee, said that some duplication in dates existed but it could not be avoided. The committee attempted, he added, to prevent duplication in the same area. Cohn pointed out that in one month there were 27 fairs.

Crafts Gives Views

The three-year contract trend was given a lively airing. Crafts (Continued on page 53)

8 New Secs. Introduced At Monterey

MONTEREY, Calif., Dec. 11.—Eight new fair secretary-managers were introduced to the membership of the Western Fairs' Association during the 32d annual convention which closed here Wednesday (8). Louis S. Merrill, WFA general manager, announced the affiliation of seven new associate members and a new member.

New managers announced include W. E. Schreiber, Oakland Garden Show, Oakland; O. F. (Tad) Davis, Sierra Tri-County Fair & Rodeo, Bishop; Robert W. Towers, Auburn District Fair, Au-

(Continued on page 53)

Secretaryship Is Likely for Carey in N. Y.

NEW YORK, Dec. 11.—Governor-elect Harriman is expected to name several appointees shortly, among which will be the new State Secretary of Agriculture and Markets. As a result of the Democratic victory in the State-wide elections that party will have its first agriculture head and State Fair secretary since the Dewey administration took over, years back.

Foremost among the possibilities for the secretaryship is Daniel J. Carey of Groton, a Cornell alumnus who is active in farm co-operative organizations. Carey, a director of the Owasco Valley Production Co-operative, operates a sizable combined dairy and potato farm and was an aide to Secretary of Agriculture Charles J. Brannan during the Truman federal administration.

The New York post pays \$17,000 a year. During Carey's service in the federal Agriculture Department he was the liaison man between the federal and various State agricultural departments.

While a new secretary for the State Fair at Syracuse is likely to be named as a result of the election, it is not expected that there will be any change in the status of Jim Carey, director of fairs for the State Department of Agriculture and Markets.

Sweeney Retires From Wis. State

MILWAUKEE, Dec. 11.—Mike Sweeney, superintendent of the Wisconsin State Fairgrounds for over 42 years, was honored here this week with a testimonial dinner. He retires the first of the year. A wrist watch and pen and pencil set were presented Sweeney by friends and relatives.

W. C. Woxberg Elected Western Fairs Prexy

MONTEREY, Calif., Dec. 11.—W. C. Woxberg, secretary-manager of the Merced (Calif.) County Fair, was elected president of the Western Fairs' Association at that organization's convention here Monday thru Wednesday (6-8). Paul T. Mannen, manager of the San Diego Fair, was named to the board of directors.

Host of the convention was the Monterey County Fair, which is managed by George Wise. A luncheon was held in the fair's exhibit hall Tuesday as was the closing banquet and ball on Wednesday evening. Conclave headquarters were in the San Carlos Hotel with sessions held there, the Casa Munros and the Rio Theater.

Joseph E. Whitaker, secretary-manager of the Golden Feather Fair in Gridley, was named asso-

ciation vice-president; Rose E. Links was re-elected secretary-treasurer, and Louis S. Merrill was reappointed general manager.

Prior to his election as president, Woxberg was named as a director from the San Joaquin area. Dale Campbell was also named to the board from the Mother Lode area. Four names, John A. Lagomarsino, nominating committee chairman explained, were offered for directors-at-large with one to serve one year, one to serve two years and two to serve three years. The names submitted were Stuart Waite for the Sacramento area; L. J. Hamilton, Northern California area; Everett Estes, Central California, and C. B. (Jack) Afflerbaugh, Southern California. John McMurray of Western Washington (Continued on page 53)

Iowa Assn. Seeks County Aid Hike

Andy Hanson Elected New President, Bill Woods Takes Vice-President Post

By CHARLIE BYRNES

DES MOINES, Dec. 11.—A revised aid program designed to increase the income of most county fairs in the State was adopted by the Fair Managers' Association of Iowa at its 47th annual meeting here this week. The conclave, held Monday and Tuesday (6-7), took place in the Hotel Fort Des Moines.

The managers, thru a resolution that was given unanimous support by the delegates, sought to have legislation passed to make it mandatory that counties levy a ¼-mill tax with the proceeds to be turned over to the fairs for plant improvements and as premium payments.

According to the plan, a bill is to be introduced in the Legislature

changing the terminology of the present law to make it mandatory that the various boards of county supervisors "shall levy a tax of not less than a ¼ mill upon all taxable property of the county." At present, the ruling reads "may"; and only some counties have such a tax. The fair managers also discussed plans for seeking additional State aid, but nothing concrete came out of the meetings.

Elect Hanson

Andy Hanson, manager of the All-Iowa Fair, Cedar Rapids, was elected president of the organization succeeding Millard (Cap) Lawson, Mason City. Hanson presided at all sessions in the absence of Lawson, who was at the Mayo Clinic, Rochester, Minn., where he (Continued on page 53)

Iowa State Renames Execs, Nets \$154,609

DES MOINES, Dec. 11.—H. L. Pike, of Whiting, Ia., was re-elected president of the Iowa State Fair board at the conclusion of the Iowa Fair Managers' convention. Pike, who is one of the oldest fair board officials in the country from the standpoint of service, was first named to the board in 1902 and has served as president since 1948.

W. J. Campbell, of Jesup, was renamed vice-president and four directors were also renamed to two-year terms. They included H. M. Duncan, of Columbus Junction; C. C. Wagler, of Bloomfield; J. H. Nutter, of Rockwell City, and Lyle Higgins, of Harlan. There were no contests for any of the posts.

The fair board at its first meet-

(Continued on page 53)

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Reading to Take Over Own Race Promotions

READING, Pa., Dec. 11.—The Reading Fair will promote its own automobile racing in 1955 as an "economy move."

President John S. Giles said this week that the directors voted recently to dispense with outside racing promoters to keep all profits, if any, within their own organization. The new policy will apply to still dates as well as one day of racing at the fair, Giles explained.

Russ Moyer will be in charge of the racing activities. Moyer, fair publicist and a director on the board, has had a long acquaintance with racing operations, having begun his career with the late Ralph A. Hankinson in 1935.

One of the country's better-known speed centers, the Reading Fairgrounds has opened the AAA Eastern racing season each year since 1926, except in 1946 when there was a delay in re-opening the track because of the war.

Most of the Reading races have been promoted by two men. Sam Nunis handled the operation in postwar years, succeeding Hankinson who was in charge of the track from 1926 until his death in 1942.

All types of races are contemplated for 1955, and the fair has already reserved 1955 dates for spring car races on March 27, June 26, September 18 and October 9.

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Groscurth Elected St. Louis Club Prez

Carman, Denton, McCoy, Hottle Picked As Veeps; Term of John Gallagan Lauded

ST. LOUIS, Dec. 11.—C. J. (Specks) Groscurth, owner-manager of the Blue Grass Shows, was elected 1955 president of the International Association of Showmen here Friday night (3) at a special meeting which drew an unusually heavy attendance.

K. H. Garman, of the Sunset Amusement Company, was elected first vice-president; Johnny J. Denton, of the Gold Medal Shows, second vice-president; William H. (Red) McCoy, third vice-president, and E. E. (Ernie) Farrow, of the Wallace Bros. Shows, fourth vice-president.

John Gallagan, retiring president, was in the chair until he turned the gavel over to Groscurth.

John Francis, past president, spoke of the history of the club, Morris Lipsky paid tribute to John Gallagan, terming him "one of the hardest working presidents the club has ever had" and Buff Hottle of the show bearing his name spoke on team work, the club's past accomplishments and its future.

A special vote of thanks was given Euby Cobb, club secretary, for "his tireless efforts in behalf of the club."

A large number of new membership applications were received. Included among them were 22 brought in by Groscurth, 15 by Gallagan and 11 by Hottle.

A large donation from personnel of the Blue Grass Shows for the club's Christmas Party Fund and a special donation by Hottle were acknowledged.

A buffet supper, served by the Ladies' Auxiliary, followed the meeting.

NEW YEAR'S EVE

Tickets \$1.50 For Doings at Gotham Club

NEW YORK, Dec. 11.—The National Showmen's Association will have another New Year's Eve party this year, by unanimous vote taken at Wednesday's (8) meeting.

As planned, there will be a small dance band, decorations, and favors, with admission pegged at \$1.50 per person. Dada's Eatery will be open for business all night long, proprietor Louis G. King said.

The decision for an affair being made prior to elections, outgoing President Joe McKee named Jack Stern and Charley Davenport as special chairmen for the party, which got a big start financially when Irving (Steve) Yerkes donated \$200 for the affair. Yerkes had also taken an entire table at the annual banquet for several friends.

Prominent at the meeting was the new 24-inch Philco console TV presented to the club by Vince Williams, outdoor advertising manager of the Coca-Cola Company.

Record 200 Attend Show Folks Banquet

SAN FRANCISCO, Dec. 11.—More than 200 members, friends and guests packed the Surf Restaurant here Sunday night (5) for the annual Show Folks of America banquet and ball. Despite a drenching rain and the switch of the event to Sunday night from Monday, the attendance set a new record at the function headed by Mike Krekos and Lester Hart as chairman and co-chairman respectively.

The activity was originally scheduled for Monday night, December 6, but was moved up a day to allow SFA members to be on hand for the 32d annual Western Fairs Association three-day convention in Monterey. It started Monday.

The Surf Restaurant, formerly Barnum's at the Beach, was decorated for the occasion with both the SFA and Christmas motifs being used.

Bobby Cohn Emcee

Bobby Cohn, West Coast Shows general agent, emceed the affair, with Charlotte Porter, both president and president-elect, greeting the members and guests. Chairman Krekos also welcomed the group.

Bows were taken by the following at the speaker's table: Lester Hart, co-chairman; Peggy Steinberg, Pacific Coast Showmen's Association Ladies' Auxiliary president; Steve Vaughn, PCSA banquet and ball chairman; Duke Navarro, SFA entertainment committee chairman and producer; Joseph Revensky, president Mission Street Merchants' Association, and wife; Norma Cohn, wife of the master of ceremonies; Bonnie Townsend, SFA secretary; Eddie Harris, SFA officer and West Coast Exposition, Shows manager; Hunter Farmer, PCSA president; Inez Allton, Regular Associated Troupers' president; Sam Abbott, The Bill-

board; Duane (Spike) Hennessy, Multnomah County (Ore.) Fair manager, Gresham, and Lola Krekos, wife of the events chairman.

Many Guests

Cohn introduced the following guests: Judke Walter Carpeneti; George Christopher, candidate for mayor of San Francisco; Jack Christiansen, SFA past president; Lowell Edington, manager Napa District Fair, and Mrs. Edington; George Miller, California State Department of Fairs & Expositions, and Mrs. Miller; V. Ben Williams, manager Pacific National Exhibition, and Mrs. Williams; Dave Dauphne, manager PNE Stadium, and Mrs. Dauphne; Doris and M. Whitey Monette, both SFA past presidents; Everett W. Coe, PCSA past president; Paul Ail, Portland promoter, and Mrs. Ail; Nathan Cohn, SFA legal adviser, and wife, Enid; K. R. Andersen, owner-manager Ranier Shows, and William Meyer, owner-manager Gold Coast Shows.

Telegrams of good wishes to the (Continued on page 48)

W. Coast Shows Add Two Fairs, Up Route to 13

Sign Red Bluff, Anderson, Calif., At WFA Convention

MONTEREY, Calif., Dec. 11.—With the signing of the Tehama County Fair in Red Bluff and the Shasta District Fair in Anderson, West Coast Shows already have a route of 13 California fairs in 1955, five of which are under three-year contract. Representatives of both the West Coast Shows and West Coast Exposition Shows were here this week for the 32d annual Western Fairs Association convention.

West Coast Shows, the corporation headed by Mike Krekos as general manager, last month was awarded the California State Fair & Exposition in Sacramento for three years, setting a precedent. Other fairs signed for three years. These include Monterey County Fair here; Kern County Fair, Bakersfield; Yuba-Sutter Fair, Yuba City, and Napa District Fair, Napa.

Other fairs, also signed by Bobby Cohn, general representative, include May Day Celebration, Los Banos; Chowchilla Junior Fair, Chowchilla; Silver Dollar Fair, Chico; Siskiyou County Fair, Yreka; Santa Clara County Fair, San Jose, and Madera County Fair, Madera.

Weisman Tops NSA List of Candidates

NEW YORK, Dec. 11.—The regular ticket of the National Showmen's Association will be headed up by John S. Weisman, chosen for the presidency by the nominating committee. Weisman, former first vice-president, was recommended to move up one notch as were the two other vice-presidents. The vacancy for third vice, the committee decided, would be filled by Bennie Weiss.

The election will be held at the next club meeting, Wednesday, December 22, with installations set for the same night. Any parties wishing to file an independent ticket have until that time to do so. There must be 15 signatures on the ticket which must be presented to executive secretary Ethel Weinberg, who will post it on the bulletin board.

Besides the addition of Weiss, who recently was also chosen to run for third vice-president of the Miami Showmen's Association, there were a couple of changes in the secretary and assistant treasurer ranks, and 14 names proposed for the 50-member board of governors.

Snellens, Batsky Advance
Gerald Snellens was named to move from second vice-president to first, and Morris Batsky from third to second. Jeff Harris, former assistant secretary, would become the secretary replacing Sam Levy, and James P. Sullivan would take the spot vacated by Harris.

The election of Weiss by both the NSA and MSA may result in

both clubs having the same man as president during the 1958 season, three years hence.

Additions to the board of governors as proposed by the committee are as follows: Frank Blatsky, James Burgdon, Thomas Coffey, Charles Davenport, Harry Eddels, Al Howard, Aaron Hymes, Frank Capell, Alfred C. McKee, Abe Rapps, John J. T. Tumelty, Clifford W. Mullins, Irving (Steve) Yerkes and Sam Levy.

Coast Club Honors Deceased Members

SAN FRANCISCO, Dec. 11.—Members of the local chapter of Show Folks of America paid homage to their departed brothers and sisters at the annual Memorial Services here Saturday (4). The services were held at Showmen's Rest in Olivet Park with the program switched from the customary Sunday to Saturday to allow SFA members to attend the Western Fairs Association in Monterey. It opened for three days Monday (6).

Altho the Bay Area got rain before and after Saturday, the weather for the services was good.

Frederick L. Pyman, S. T. D., SFA chaplain, was the master of ceremonies and introduced the principal speaker, Sam Abbott, of The Billboard, in Hollywood. His subject was "No Known Survivors."

With Charlotte Porter as chairman of the committee, the program also featured Dorothy Serrano at the organ; invocation by Father Francis K. McNaull Jr.; songs, "Stranger in Galilee," "The Lord's Prayer," and "Count Your

Blessings" by Carroll Aaro, and the benediction by Rev. Fred Hanes, St. Francis Methodist Church pastor. Rev. Pyman gave a brief history of Show Folks and praised them for their work in establishing the plot.

The club lost 10 members of whom five are buried in Showmen's Rest. They were Chester Swingley, Elmer F. Voris, Malcolm P. (Feathers) Greer, J. T. Barrett, Charles (Blackie) Ford, Lillian Cole Kingston, Rose LaVelle Manford, Frances Knight, Alice Stone, and Sam Adams. The latter five are buried in the Showmen's Rest.

Hold Last Rites For Rex Shriver

CHICAGO, Dec. 11.—Funeral services for Rex Shriver, 67, veteran executive of H. C. Evans & Company, local games manufacturer, were held here Friday (10). He died Wednesday (8).

A veteran of 25 years with Evans, Shriver was well known among games concessionaires, having represented the firm at hundreds of trade shows.

He is survived by his widow, Linnie; two daughters, Mrs. Jean Turek and Mrs. Lois Giegerich, and four grandchildren.

Mel Harris Dies After Lingerin Illness in Chi

CHICAGO, Dec. 11.—Mel Harris, 55, veteran games concessionaire, was buried Wednesday (8) in Showmen's Rest, Woodlawn Cemetery, here. He died Saturday (4) in a Chicago hospital after a lingering illness.

Harris had been connected with many shows, including the Beckman & Gerety Shows. His last show affiliation was in 1953 with Sam Goldstein's Majestic Shows.

He was an active member of the Showmen's League of America. He is survived by his widow, Blanche.

Assn. Names Garman Prez

DES MOINES, Dec. 11.—K. H. Garman, owner-manager of the Sunset Amusement Company, was named president of the Midwest Carnival Managers' Association at its annual meeting here Sunday (5).

L. O. Weaver, Grand American Shows, was named vice-president, and Frank Shortridge, Des Moines, was again named secretary-treasurer. Organization added two new members to its roles, the Jay Gould Circus and Shorter Shows.

I. T. First in At Haverstraw Old Home Week

HAVERSTRAW, N. Y., Dec. 11.—The six-day Old Home Week sponsored by the Chamber of Commerce here will be played by I. T. Shows next season, promoter Morgan Demarest said yesterday. Also involved in the promotion are the Italian-American Social Club and B'nai B'rith.

I. T. will be first in for the season, it was said. The week will include several promotional events to stimulate interest and patronage, and a big closing day Saturday. Dates are June 6-11. On Saturday, Demarest said, there will be a 1,200 foot climb by college students from the river bank to a mountain top, then an afternoon parade and night auto giveaway.

Other events slated for Haverstraw will include a Rockland County Firemen's Convention in September, for which no midway has been signed yet.

Alex Freedman's Show Set to Play Angels Camp Fair

MONTEREY, Calif., Dec. 11.—Alex Freedman's Fair Time Shows will play the Calaveras County Fair and Jumping Frog Jubilee in Angels Camp, Calif., next May, Carl T. Mills, fair secretary-manager, said. Mills and Freedman made the agreement while here attending the 32d annual convention of Western Fairs Association.

Contract is the first fair signed by the organization. Freedman, veteran novelty concessionaire, is revamping the Boone County Shows which he bought this year and routing it in this area under the Fair Time title.

Freedman said that to make the Angels Camp event, he will play two spots up and two back to the home base in El Monte, where the equipment is stored.

San Francisco Show Folks Re-Elect Charlotte Porter

SAN FRANCISCO, Dec. 11.—Charlotte Porter was unanimously re-elected president of the local chapter of Show Folks of America to serve her second term starting January 1. The official slate was accepted, with no other ticket being presented. Nominations were closed at the meeting Monday night (6).

On the rostrum for the session were Oscar Mattly, treasurer; Annabelle Patchett, past president of Lone Star Club, Dallas, Tex.; Hunter Farmer, Pacific Coast Showmen's Association president; Joe Steinberg, PCSA vice-president, and Sam Abbott, The Billboard, Hollywood.

Farmer, who is also a SFA member, brought in the official ticket from the bulletin board where it had been posted for two weeks as ordered by the bylaws. With the nominations closed, Miss Porter and her cohorts were elected.

The minutes of the previous meeting were read by Phil Sapiro. A communication was read from Bonnie Townsend, secretary, who thanked the group for her Christmas bonus check.

Among the visitors were Dan Dix and Walter and Annabelle Patchett.

A standing vote of thanks was given Mike Krekos for his work as chairman of the banquet and ball and to Duke Navarro, who was in charge of the entertainment.

John Provenzale, chairman of the house committee, made a motion that a letter of thanks be sent to Brother John of the Christian Brothers Winery in Napa, thanking him for the donation of wine and brandy for the banquet.

Farmer urged that as many SFA members as possible attend the PCSA banquet in Los Angeles on December 14.

Miss Porter reported that May Griffin was on the sick list but doing well.

WITH THE LADIES

Virginia Kline Describes Gowns at SLA Banquet-Ball

By VIRGINIA KLINE

CHICAGO, Dec. 11.—When the grand march started at the 42d annual Banquet and Ball of the Showmen's League of America Wednesday night (1) at the Hotel Sherman, all eyes were on the new Miss Outdoor Show Business, Evie Belew, as showmen and their wives formed the line to follow Jimmie Sullivan thru the march.

With the traditional arm bouquets of American Beauty roses, each woman at the start of the line was a true picture of dignity and beauty. In the front row Mrs. C. J. Sedlmayr Jr. with her husband, the League's retiring president, wore a Christmas white gown with Grecian swathed bodice with a stole of soft material blending with the red roses on her arm.

Mrs. Torti in White Net
Mrs. Ned Torti, wife of the new president, was next in a white gown of net bodice in satin, and trim traced in soft circles of braid.

Mrs. Maurice Ohren wore a Piquet gown in blond brocade, the short skirt full with the fitted paneled bodice and over drape casual but flattering. Mrs. Al Sweeney chose azure blue in Bianchini crepe, with a corsage of white orchids.

Dior Original
Mrs. William Carsky wore a Dior original in Dior blue, with the bodice outlined in gold and the shoulder stole of tulle in the same shade. Mrs. Joe Streibich chose an after five black skirt with a white lace blouse.

Miss Outdoor Show Business, Evie Belew, wore a Lily Dache model in white, with fitted bodice and the skirt a sweep of net and sequins. Mrs. Joy Purvis wore Continental green in an almost blue shade, the tapered skirt ballerina length and the bodice strapless. Mrs. William Collins wore a soft green shade in her Ritter gown, floor length and the decollete covered. Miss Ida Cohen chose a black gown by Sophie, the slender sheath flaring at the knee.

Josephine Haywood, the former Miss Show Business, wore a white Bendel gown in the newest Venetta lace, with Dubarry sleeves and the low neckline etched with a narrow line of black. Mrs. Fred H. Kressmann chose a Rappi model in a short frock, the neckline curved to include the tiny sleeves. Mrs. Sam J. Levy Jr., wore a short black gown with a corsage of white orchids. Mrs. Dolly Frazier, who acted as star in for Mrs. June Reynolds in the Miss Show Business contest, chose a Capri model in frescoed gold cloth, with short skirt and the form-fitting bodice.

Conklins Host
The evening, as usual, had opened with several cocktail parties, including one by the Conklins in the penthouse, and the latter was even more lavish than in the past as more room was available. Guests were loath to leave the wonderful hospitality of the Conklins. Mrs. J. W. (Patty) Conklin greeted her guests in a Nettie Rosenstein model of gold and white brocade, the folds of soft white forming a bra over the gold cloth of the high waistline and the skirt. Miss Anne Rice, who won fourth place in the Miss Show Business contest, was among the guests. She wore heaven blue in a soft chiffon gown, the fullness controlled in bodice and skirt. Mrs. Neil Webb chose an English import, a Rentner original with the true black of the gown outlined by cutout leaves of gold.

Mrs. Margaret Hock wore a Loper model in sapphire blue, the top laced with beaded patterns and the skirt floor length. Miss Evelyn Hock chose black in a Ceil model, the neckline in flattering points outlined with white pearls. Viola Parker, president of the Ladies' Auxiliary of the Showmen's League, wore Venus pink, the strapless top held in place with a soft halter of net. Her corsage was the only black orchid.

Mrs. Harry Batt of New Orleans wore a short Schiaparelli gown of Empire lace, her gold necklace and bracelet adding just the right old world look to the gown. Mrs. Batt's sister, Mrs. A. Sardelet, chose black lace, the off-the-shoulder neckline touched with red and gold.

Mrs. George A. Hamid's gown was a Paris import, the color a misty grey blue shade, sprinkled with iridescent sequins, with gloves and Camellia corsage the same shade of moon-glow pink. Mrs. Midge Cohen also wore a Paris gown, the color black, with the dramatic one-shoulder bodice accentuated by a huge bow of the black. Dorothy Packman, in the same party, had a third Paris import, the color smoke grey, the entire gown sequined in a diagonal marking of silver sequins, with a cream lace mantilla a foil for the costume.

Copeland Original
Patti Steel, a guest of Jimmie Conklin at the party, wore a white gown over-frescoed with black in a Copeland original. Mrs. Dave Russell Jr., wore black in a sheated bodice and topped her costume with a tiny size of rhinestones. Mrs. Ben Weiss chose a Christian Dior model in Rico green-blue, with the strapless bodice closely molded to the torso and with the flared skirt covered with ruffles of white net in multiple tiers, she wore her corsage of white orchids on her evening bag of Hibiscus pink velvet.

Mrs. Dave Russell Sr., wore black lace over blush pink. Mrs. Bernie Mendelson chose a gown in ocean green, with trim rich with iridescent sequins, and a wrap of blue mink.

Mrs. Harry Hennies, attending the banquet after an absence of several years, wore a Julius gown in gold, the bodice a fitted evening sweater in the gold and the skirt of embossed gold, completing the costume with a tiny gold evening hat. Mrs. Noble Fairly wore a Strauss lace gown in blue and an orchid corsage. Mrs. Jerry Mackey of Portland, Ore., who was ill during most of the convention, did, however, attend the banquet. She wore an evening knit model, with the pattern outlined in gold thread, and a mink wrap. Mrs. Jess Wrigley, a new bride, attending for the first time, wore a Fath model, the bouffant skirt in lipstick red, the bodice outlined in soft white folds to form the illusion of a cala lily. Mrs. Morris Lipsky wore white, with trim of ice blue sequins and rhinestones. Mrs. Hattie Wagner wore a Jo Copeland white net gown with molded bodice etched in silver-pearl sequins and a mink wrap.

Dallas Bride Present
The Dallas folk brought a new bride, Mrs. Katie Little Eutah, with them. Mrs. Eutah wore a cloud grey lace gown and an orchid corsage. Mrs. Charles (Chuck) Moss

chose camellia pink lace in a Bendel model, the bodice sprinkled with pearls. Mrs. Bob Harris wore an ice blue brocaded gown, an Adle model, with silver beads at the neckline and cascading over the tiny sleeves. Mrs. G. W. (Bill) Wynne wore a black model, with camisole bodice sheltered by her white stole. Her corsage was of white orchids centered with rhinestones. Mrs. Leonard Dille chose a black model of Trigere, all a glitter with sequins and rhinestones. Mrs. Ralph Woody chose an after-five gown, with above-waist skirt line embroidered in beige to blend with the gillet blouse of honey beige. Mrs. C. Beverly Briley wore a dove grey lace gown, the tones blending with the soft grey of her hair. Her corsage was of deep red roses.

Mrs. Freida Rosen wore a charcoal lace gown, with under tones of white. Mrs. Nan Rankin, here after a few years of absence, wore her favorite shade of blue to match here eyes, a gown of lace, and a corsage of shell pink roses. Mrs. Pearl Hall wore a black lace gown, the silhouette form-fitting but flared into the floor-length skirt.

Balmain Model
Mrs. Jack Reynolds wore satin in creamy beige, with drop shoulder line forming wing sleeves. Mrs. Roy Jones chose a Simpson model in safari grey, with a dipped back waist line that was unusual and flattering. Mrs. Lucille Hirsch, retiring president of the Showmen's League Ladies' Auxiliary, wore a Balmain model in gold beige taffeta, with bodice embroidered in bronzed beads, and an orchid corsage. Mrs. Edgar Hart of the Missouri Show Women's Club chose an alluring grey satin model, embroidered with loops of the satin and outlined with silver beads.

Mrs. Dave Fineman wore a Craga model in black nylon net with the skirt a shower of tiny ruffles and the strapless bodice held by her white orchids. Mrs. Ralph Pope wore a golden beige lace gown, with an overpanel fitted over a shower of frou-frou petticoats. Mrs. Clare Sopenar chose orchid lace in a sculptured ankle length gown. Mrs. May Taylor wore amber lace in an Empire bodice gown.

Daring Gown
Mrs. Frank Eastman of Portland, Ore., wore a daring gown, the black lace skirt full and floor length, with form fitted bodice and pink beading simulating petals. Mrs. Mike Doolan wore a Mangone model in black faille, and a corsage of white orchids with blush red centers. Mrs. Clint Schuford, in the Doolan party, wore an Aldrich gown in black, the skirt pleated to form a fan and the bodice shaped to the figure with a clasp of rhinestones.

Mrs. Frank P. Duffield wore a demure model in Canterbury blue,

her corsage of pink camellias. Mrs. Tom McCloud chose a sculptured gown of black and a corsage of white gardenias. Mrs. Robert K. Parker wore a Magnin model in Charcoal lace, with a draped panel at the hip, and a corsage of white camellias. Mrs. Harold Hesch wore a beige lace russet lined gown, the neckline softly rounded. Mrs. Rosina Brown wore lush black velvet, her corsage yellow roses.

Twins in Like Gowns
Mrs. Harry Duncan chose a white Maurice gown in tulle, with a diagonal spray of satin embroidered flowers starting at the neckline and running down to the hemline. The Belmont twins wore identical gowns of spring faille print with pearl accessories. Mrs. Kenneth Garman chose a Pierre gown of black lace and tulle shadowed with pink undertones.

Mrs. Sophia Carlos and Mrs. Minnie Simmonds, in from Canada, thoroly enjoyed the banquet and ball. Mrs. Carlos wore bluebell blue lace, and a corsage of tiny pink roses and Mrs. Simmonds a lace gown in spice beige. Mrs. Bill Martin wore black in a period gown and a corsage of white gardenias. Dolly Young wore a bonbon pink bouffant gown of a peplum lace in the pastel shades.

Mainbocher Model
Mrs. Sam J. Levy Sr., chose a black Mainbocher original, with tiny louvered sleeves forming a circlet neckline. Mrs. Buddy Padlock wore black, with outlined "V" neck deeply vignettted with jet. Mrs. Jack Weiner wore dawn pink in a Victorian model. Mrs. Marie Broughton wore black taffeta, with bodice topped by winged sleeves that created a high collar illusion. Miss Elsie Busch picked a black velvet model, molded and opened at the top like a petal. Mrs. Tom Green, in from Canada, wore an Irene original in black, with a strapless bodice and the decollete softened by a handsome lace stole. Mrs. May Smith wore a pink floor-length gown and a corsage of pink camellias. Mrs. Dorothy Dodge chose a white net costume, with the skirt-flutter of ruffles and the bodice a swish of tulle. Mrs. John Callagan wore a gown of Orchid lace with a corsage of blended orchids.

Mrs. Jean Fontana wore a flamingo red lace gown and a white corsage. Mrs. Nelson Breeze wore a slim gown of old rose satin illuminated with pearls. Mrs. Jesse Prather was outstanding in a soignee gown of black satin with a waist deep scarf cape. Mrs. Richard Horan chose a gown of antique rose, with bodice of velvet and bouffant skirt of net in a flare of fullness. Miss Virginia Pickut wore satin a deep charcoal tone, her corsage white orchids.

Mrs. Ed Sopenar wore black, with the neckline shouldered in accents of entre-deaux. Mrs. Benton Tucker wore grey lace, and a corsage of white orchids. Mrs. G. H. Tucker chose a lace gown in toast tones and an orchid corsage. Mrs. Jimmy Tucker wore black taffeta with a puffed peplum, with trim of jet sequins. Mrs. O. E. Bradley wore black velvet showered with rhinestones and an evening bag of rhinestones.

Miss Marie Dickson, chose Dijon blue for her lace gown and an orchid. Mrs. Francis Fournier wore a hushed blue lace gown, cocktail length, and a mink wrap. Mrs. Dorothy Anderson chose a white ballerina skirt and a bodice sequined white bodice.

Mrs. James Bailey wore postman blue lace and an orchid corsage. Mrs. L. A. Harris of Kokomo, Ind., wore muted blue lace and her stole of spray of tulle. Mrs. J. C. Callahan of Indianapolis wore sage green, with lace alight with iridescent sequins. Mrs. D. White of Oxford, Ind., chose green in a lovely creme de mint tone and a corsage of green orchids. Mrs. Ben Hurst of Valparaiso, Ind., wore a gown of ice blue, with hip and neckline in soft drapes. Mrs. J. H. Harpel chose a cocktail dress in black, with rhinestone trim, and a corsage of orchids. Mrs. Gilman C. Stewart wore a sophisticated gown in turquoise French taffeta, with neckline a suave scoop, and an orchid corsage.

Cinnamon Brown
Mrs. Jess Devault wore a cinnamon brown gown, with squared and rhinestoned trimmed neckline. Mrs. L. O. Miller chose a black crepe model, with trim of diaphanous pearls. Mrs. Allen Travers wore black in soft crepe and a stole of black tulle. Mrs. Bertha Gyp McDaniels chose a floor-length black gown, with trim of rhinestones, and off shoulder neckline. Mrs. John Schermerhorn of Indianapolis wore a floor-length blue dinner dress.

Mrs. Emma Meyer chose Alice blue satin for her gown and an orchid corsage. Mrs. Hal Royce of Austin, Ind., wore a cocktail ensemble of burgundy and blue. Margetta S. Roper wore a dark shade of meteor blue, the trim pearls, the corsage tiny pink roses. Mrs. John Day chose an Adele cocktail length gown in aqua. Mrs. John Graff chose a dinner gown of black crepe and a corsage of white orchids.

Mrs. Moxie Mulroony wore a gown of moon beam pink lace and white orchids. Mrs. Harry B. Kelley was smartly gowned in a black street dress. Mrs. Irish Horan wore a multi-flowered print in tones of blue. Mrs. John Enright chose a dinner dress of blue lace with trim of pearls and sequins. Mrs. Mable McBride wore a jersey costume with the bodice encrusted with pearls, and the skirt full and floor length.

The Queen of the Forest from Mississippi, Marion Moody, wore white for the banquet. Her court members, Rose Mary King and Shirley Linton, were in white. Anne Laseter in orchid and Martha Houston in blush pink. All their dresses were originals and mostly strapless. They were chaperoned by Mr. and Mrs. F. L. Evans.

Leonard and Mary Gould's son, Jeffery, who was born December 5 at North Shore Hospital, Miami, was worked on by three doctors for 30 minutes when it was found there was fluid in the lungs. Father is business manager of the Majestic Shows and brother of owner Sam Goldstein.



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MIDWAY CONFAB

Harold M. Kilpatrick, former circus and carnival billposter, now in the film exchange business in the Carolinas, writes from his home at Bessemer City, N. C., that he'll again hit the road after the Christmas holidays layoff. Kilpatrick works drive-in theaters in his territory and reports a fairly good season. . . . With outdoor showmen converging on Mobile, Ala., for the 1955 Mardi Gras celebration, the city has become a new mecca for troupers during the winter. Glimpsed in hotel lobbies and on the streets there recently were Mr. and Mrs. John R. Ward, W. E. Page, Bernie Smuckler, M. J. Millsaps and Frank W. Peppers.

Don Crown will be back on the Vivona midway next year with his French fries and glass pitches, according to Harry E. Wilson who is resting in Gibsonton, Fla., after a hectic year of illnesses. Mrs. Catherine (Mom) Vivona and Dominick are getting the 1954 books in shape while Babe Vivona is readying the beginning of winter quarters work in Florence, S. C., slated for February. John Vivona's wife, Marie is expecting in February, and the youngster of the family, Phil Vivona, is in his sophomore year at Duke University.

Aaron Hymes, Eastern novelty operator, will operate at the Hartford Sportsmen's Show and the Mardi Gras in New Orleans.

Ill at her San Gabriel, Calif., home, Berta Harris was unable to attend the annual banquet and ball of the Show Folks of America in San Francisco Sunday (5). Eddie Harris, SFA vice-president and manager of the West Coast Exposition Shows, was in attendance. Duke Navarro, who staged the show for the SFA banquet-ball, had 18 guests at the event. Among them were two San Francisco airport officials, Frank Brock and Ken Fletcher.

The Vaughn Alders drove from Tampa to Sarasota recently where Alder arranged for the rental of one of his vacant stores. While in Sarasota, they visited the Ringling circus winter quarters and spent some time with Arky Scott, who was busy breaking in the newly arrived herd of baby Indian elephants. Pearl advises that Pete Doolin was busy, overhauling his calliope for the opening of the season. En route back from Sarasota, Pearl and Alder stopped off at Gibsonton, Fla., where Mr. and Mrs. Eddie Lemay were entertaining Mr. and Mrs. Zeke Shumway, Charles and Anna Leroy, Casper and Alma Balsam, Pat Frey, Iodine Bailey and Arline Kenter. . . . Pete Berryman, who started the '53 season while still sick as a talker on the front of Hermine's Midget Show, now is much improved and is pitching ball point pens in a Tampa department store. Pete says he expects to be back with the midgets next season "due to the pleasant working conditions."

Homer R. Sharar, with Bill Chalkias' cookhouse for the last three years, has moved from San Antonio to Corpus Christi, Tex. . . . Mrs. Jimmie Leahy, who, with her husband, tours with the World of Mirth Shows, is visiting with her sister in Fort Lauderdale, Fla. The

latter is head supervisor at the Peterboro (Ont.) General Hospital. . . . N. E. Hood has returned to his home in White Castle, La., after closing with the L. J. Heth Shows. Hood is now hauling produce to and from St. Louis. . . . Jim and Madlyn Hannigan, who closed with Claude Bentley's Side Show at Jacksonville, Fla., recently, are nursing at a hospital in Birmingham.

Dude Brewer, concessionaire, is recuperating at his home in Jackson, Tenn., from a heart condition. He'll be confined to his home for several more weeks, according to John Lacy. . . . Harvey D. (Georgia Boy) Drew, brother of James H. Drew, show owner, opened a new automobile agency, Universal Motor Company, Inc., in Avon Park, Fla., recently.

Mrs. D. C. Whittaker, who with her husband operates basketball on Gold Bond Shows, is back at the Myers Trailer Park, Loxley, Ala., after surgery in the Fairhope, Ala., Hospital.

Charles G. Osteen is in Veterans' Hospital, McKinney, Tex., and would appreciate hearing from friends. . . . Junior Bertram Hasset, emcee on Charles H. Hodges' Side Show last season, returned to New York to spend the holidays with his family. Hasset had been wintering with Billy Logsdon in Louisville.

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Continued from page 46

club were read from Al Flint, executive secretary Pacific Coast Showmen's Association, Los Angeles; Tillie Palmeteer, Los Angeles; Madison Hopes for the PCSA Ladies' Auxiliary; Showmen's League of America, Chicago, and Miami Showmen's Association. A large bouquet of flowers was received from the Regular Associated Troupers, Los Angeles.

Navarro Stages Show

The show, staged by Duke Navarro, featured Jackie Fantes, dancer; Trudie Velez, vocalist; Tom Barker, monologist; Jean Arteide, interpretive dance; Dallas and Slim (Robert Dean and Arline), Western instrumentalists; Solly Hoffman, pantomimists, and the Wheelers, xylophone trio. Phil Sapiro and orchestra played for both the show and dancing.

Miss Arteide was crowned "Queen of the Ball" by Cohn.

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SLA Auxiliary Honors Presidents At Annual Party

CHICAGO, Dec. 11.—Eighteen past presidents and six guests attended the annual past president's dinner party of the Ladies' Auxiliary of the Showmen's League of America here recently to pay tribute to former top officers of the organization.

Virginia Kline read the invocation. Edith Streibich donated a chest of silverware which was won by Elsie Miller. Evelyn Hock was presented with a gift and Ida Chase in turn presented Evelyn with an orchid corsage. Alice Hennies won a gift donated by Edith Streibich. Alice Hennies spoke briefly as did several out of town guests.

Past presidents who attended were Edith Streibich, Lucille Hirsch, Evelyn Hock, Ann Doolan, Ann Belden, Phoebe Carsky, Margaret Hock, Mrs. L. M. Brumleve, Hattie Wagner, Delgarian Hoffman, Marie Brown, Mae Taylor, Margaret Filograsso, Louise Rollo, Ida Chase, Lillian Glick, Lee Gluskin and Elsie Miller. Guests included Marianna Pope, Erna Kohncke, Virginia Kline, Viola Parker, Alice Hennies and Hildegard Andres.



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Operators Rap RSL Insurance Report

CINCINNATI, Dec. 11.—Charges of "a general misrepresentation and misunderstanding" have been lodged against officers and directors of the Roller Rink Safety League in regard to the League's report to its members and to The Billboard on a proposed prepaid customer-insurance program.

The charges, in a letter dated December 1 to League executives, were made by operators of four rinks—Mr. and Mrs. Perry B. Giles, Curvecrest Roller Rink, Muskegon, Mich.; Mr. and Mrs. Kenneth Trueman, Idyl Wyld Roller Palace, Marion, Ind.; Mr. and Mrs. Tracy Swartout, Swartout's Roller Rink, Valparaiso, Ind., and Mr. and Mrs. James Wall, Roller Dome, Fort Wayne, Ind.

The charges relate to a report on a talk made at the September 13 annual League meeting by Ed Kriser, North American Accidence Insurance Company.

The report carried in The Billboard of October 2 stated: "Kriser explained a new automatic prepaid medical insurance plan to operators. His presentation brought on a heated discussion on the pros and cons of the plan and the possible effects it might have on the number of claims in the future. Generally, operators felt that when all details of the plan are ironed out, it will be a good thing for roller skating."

In their letter of complaint to League executives the operators said:

"Altho this letter is somewhat belated, the undersigned, as members of the Safety League who were present at the annual meeting in September, feel that there has been a general misrepresentation and misunderstanding as to the position of the majority of operators then present with regard to the proposed prepaid customer-insurance program.

"The report mailed to the membership, as well as the article in Billboard magazine . . . indicated

that the plan as presented met with the general approval of those present, whereas we strongly believe, from our own attitude and comments during and following the meeting from various other members, that the direct opposite was true, and that the plan definitely did not receive the endorsement of the League as represented by the membership present at the meeting.

"In fact, we feel very strongly that to adopt such a plan would be disastrous in a number of respects. In the first place, it would automatically result in an increase in admission rates at a time when we have just been successful, in many instances, in being able to make a slight reduction in these rates due to the revised admissions taxes. In many instances, it would result in making the operator again liable for the tax, with its bookkeeping headaches and paper work, who is now operating tax-free on a 50-cent admission. It would involve extra work and detailed explanations at the box office.

"However, the most serious objection in the viewpoint of most operators is the fact that such an insurance set-up will make the patron even more insurance conscious than ever, so that we will be deluged with petty claims of all kinds which, if paid off, will certainly force future increases in cost of coverage, if not outright cancellation of the insurance.

"Not the least objection is the fact that, as a Safety League, it has been our endeavor to minimize not only the actual hazards of roller skating as a family recreation, but the public reaction in that respect, and certainly the constant presentation of petty claims for minor injuries will undo all that we are now doing in that regard.

"All of the above facts were brought out at the annual meeting of the Safety League, and we feel that they should have been reported to the membership at large and to the general public along with the desirable features of the plan."

Report Entries For Fordham's First Marathon

NEW YORK, Dec. 11.—Entries from Glasgow and Oswego in up-State New York, as well as two from Brooklyn and a half-dozen from the Bronx, are reported for New York City's first amateur marathon roller race in many years. Event is booked for Saturday night (18) after the public session at Fordham Palace, 190th Street and Jerome Avenue, the Bronx.

According to manager Jim Ferris, a former speed skater himself, a field of 20 or 30 contestants would make the event a success. He hopes to make it an annual affair.

The distance will be 26 miles, 385 yards. Rules require that entrants be over 18 years of age and be registered members of the Roller Skating Rink Operators' Association (RSROA). Blanks may be obtained at over 200 rollerdromes in the region or should be gotten by mail from Ferris at the Fordham skatery. The fee is \$1, and trophies will be awarded the first five skaters to finish.

Mich. RSROA Given Sked Of Contests

DETROIT, Dec. 11.—Schedules of the forthcoming American national meet, the regional and State meets were announced by George Brett, of the Roller Skating Rink Operators' Association, at the Monday afternoon (6) meeting of the Michigan chapter, RSROA, in Lansing, Mich.

Pop Gardner was host at the Lansing Rollerdrome to members of the chapter when Brett announced that the national meet was awarded to the Rollerade, Toledo. The regional meet is scheduled for Dayton, O.

The Michigan State meet has been given this year to the Rockway Rink, Saginaw, Mich., which is operated by the Gillis brothers.

Members of the chapter also learned of the birth last week of twins, a boy and girl, to Mr. and Mrs. Bert Anselmy, of the Pontiac Rolladium.

The January 3 meeting of the chapter will be held at the Academy of Skating, Royal Oak, Mich. Operator Walter Sutphen will be host at the meet.

DRIVIN' 'ROUND THE DRIVE-INS

A SEVERE rain and windstorm damaged Twilight Drive-In, Gonzales, Tex., operated by Lynn Smith. The wind toppled the screen which probably will not be placed back into operation until spring. . . . Ray Jennings, owner of the Ray and Park theaters, Hondo, Tex., has announced plans for construction of a CinemaScope drive-in there. . . . Lockwood & Gordon Theaters has reduced operations at Sky-View Drive-In, Torrington, Conn., to Friday thru Sunday, for the remainder of the season.

Other L&G situations, at East Windsor, Danbury and South Norwalk, Conn., are continuing seven-night policies temporarily. . . . Anthony Scavotta, manager of East Hartford (Conn.) Family Drive-Ins, has a put ladies' night policy into effect on Wednesdays, with all female patrons admitted free. . . . Robert Cloth of the Waterford (Conn.) Drive-In, ran a two-evening benefit for the Waterford Fire Company. Nine merchants participated in a four-column co-operative newspaper ad.

Boxing Helps Publicize Denver Gardens Rollyery

DENVER, Dec. 11.—Harry Sigman, owner of Mammoth Gardens, reports excellent results promotion-wise by the addition of special attractions twice a month. For nearly three months, Mammoth Gardens, one of the largest rinks in the Rocky Mountain area, has featured boxing matches on an average of one night every two weeks.

"We have found that in addition to a greatly increased amount of publicity in local newspapers, radio and television, that we are acquainting many people with our gardens who otherwise might never step inside our rink," Manager Jimmy Lorello states. He pointed out that it doesn't seem to hurt the skating box office and, altho it is too early to get definite results, he says that many people who had no conception of a rink, it's operation and the rigid policing of youth activities have expressed interest in the gardens with the implication that henceforth they will do more to encourage their youngsters to roller skate.

Bouts Draw Good Crowds
Bi-weekly Thursday night fights feature leading boxers in all weights from the Western States as well as name fighters from all parts of the country in exhibitions.

Lorello pointed out that the building is leased to promoter Babe Shockey for an outright fee, but that they retain all concession rights. Boxing has been weak in this region for years and few major fights of any consequences have been presented in the Denver area.

H'sack Holds Lead in AOW Speed League

ELIZABETH, N. J., Dec. 11.—Taking 12 points at December 4 contests held at Capitol Arena, Trenton, N. J., the Hackensack (N. J.) Arena racing team, with 78 points, remains at the top of the heap in the Northern division of the America on Wheels inter-rink racing league, altho being offered strong competition by entries from the Peekskill, N. Y., and Paterson, N. J., arenas, tied for second place with 58 points each.

In fourth place is Boulevard Arena, Bayonne, N. J., with 42 points, followed by Twin City Arena, Elizabeth, 32; Florham Park (N. J.) Rink, 14; Capitol Arena, 14, and Mount Vernon (N. Y.) Arena, 8.

In the Southern division Alexandria (Va.) Arena, with a total of 54 points following the latest contests, holds the lead, followed by Bladensburg (Md.) Arena, 43 points; Reading (Pa.) Rink, 42, and National Arena, Washington, 34. Alexandria will host speed contests tonight.

so matches receive excellent publicity and good crowds.

In addition, rink business has been good, according to Lorello. Group and private instruction classes are well filled, and with pros Bill Kenny, Ronnie Watkins and Joan Ross as employees, Mammoth is aiming for a big share of '55 RSROA honors.

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3000 PR. NEW "CHICAGO" RINK Skates, Army Surplus 778C, \$3.50 Pr. 778SP \$3.75 Pr.

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CARE THE BILLBOARD **BOX D-82** CINCINNATI 22, O.

ROADSHOW REP

C. C. DONNELLY will again promote dramatic shows, along with a few minstrel offerings, in the Passaic, N. J., area. "I still know that the public will go for the amateur burnt cork opra," says Donnelly. "It gives the local talent a chance to strut their stuff and that alone will pull a good house." . . . Fremont Turgeon, who has had solo and family shows for years, spent most of the past summer in Western Canada after a battle with illness. Writing from Winnipeg, Man., he reports plans to move east soon. . . . E. N. Carney, writing from Lovelock, Nev., reports that he put in a fair summer playing celebrations. "This area is hardly able to support much school showing, so I am going into Oregon," says Carney. Carney says he recently met Raymond Lowe, who at one time had his own tent rep show in the Midwest. Lowe is now in the subscription business and has two men working with him. . . . A report from the Gitt family show, Richfield, Utah, says: "Have been doing only fair biz since last spring. We will make a lot of one-day stands during the winter if weather permits. . . . George Thomas, in writing from Salem, Mass., about minstrelsy, asks: "Where was there a better black-face comedian than Harry Budworth? I saw him as a youngster in Maine and later I saw him in vaude. Can anyone send in the home town of Dick Vonder?" . . . H. H. Frazer, who has been trying to line up some amateur minstrel dates in Southern Vermont, reports the going tough. "If it doesn't pep up soon, I'll spend some time around Boston," Frazer says.

THE CLEARY Family Show, in its eighth week of a west-to-east jaunt that opened in Bakersfield, Calif., is currently in Wyoming. The show's cast of four is doing E. F. Hannan's "In Old Colorado" and reports doing fair business to date on the trek. At several recent stands the management has sponsored a dance following the show. Dot Cleary is featured in the bill. The whole picture of one-night stands has been changed by competing amusements, from TV to juke boxes, says Manager Cleary. "In Southern Wyoming we struck fierce competition from promoters of square dance contests." . . . Ernest Chandler, writing from Lowell, Mass., recalls the old I. W. Marshall Minstrels. "This show came out of Clouchester, Mass., and was owned by William E. Kelleher," says Chandler. "The show was managed by Eddie LaBarre and Neil McEathern. William N. Gorman was in advance. The show carried about 35 people and the principal ends were Eddie LaBarre and Ed Thompson. As I recollect, this was in 1906." . . . William Boyce had a feature pic show in Sarnia, Ont., area and is planning to move west with it to play some dates under sponsorship. He and his wife also plan to work some fashion shows. They are the old vaude team of Boyce and Boyce. . . . E. H. Gitt, after a summer of celebrations and other dates with his family show, writes from Libby, Mont., that he is working on a small-town promotion proposition that is panning out well.

POLACK WESTERN TOUR TERMED OKAY

'Highly Satisfactory,' Stern Says; Destinations of Performers Told

CHARLESTON, W. Va., Dec. 11.—Western unit of Polack Bros. Circus ended its 1954 season here last Sunday (5). Three performances during the weekend were turnaways and two others were sellouts. The run was reduced this year from seven to four days, but because of the crowds turned away it will be increased to five next year.

Louis Stern, managing director, characterized the season as "highly satisfactory." He said that the number of spots where business showed an increase exceeded expectations.

Mrs. Bessie Polack was on the show in Charleston, and she and Stern spent several days this week in the Polack Chicago offices. Stern then went to New York for a brief visit, after which he will make his usual trek to the Pacific Coast for the holidays. He will return to Chicago a week before the 1955 opening at Flint, Mich., January 18.

The 1954 season opened in Flint January 17 and covered 48 towns in 14 States and British Columbia. Longest run was 18 days in Chicago and shortest was a single performance at the Pasadena Rose Bowl on July 4. There were four stands of 11 days, nine of a week, one of five days, seven of four, eight of three and 17 of two. More time was spent in California than in any other section, with 21 towns of that State on the route.

The show-owned Besalou Baby Elephants, in charge of Mac and Peggy MacDonald, will be quartered in Charleston until the opening in Flint.

Also remaining in Charleston were Mamie Ward, wardrobe mistress; Bernie (Soldier) Longsdorf, superintendent, and the show's rolling stock. Mrs. Ward will devote the time to making all new wardrobe for the 1955 edition.

Al Antonucci took his chimpanzees to San Francisco for Christmas dates. Prof. George J. Keller and his wild animals went to New York for an engagement at the

Moss Elected President of Barnum Fest

BRIDGEPORT, Conn., Dec. 11.—The Barnum Festival Society, under whose auspices the five-day celebration in honor of the late P. T. Barnum is held annually in July, held its election this week. Edwin Moss, who has been active in the organization since its inception in 1949, was chosen president, succeeding William Carlson.

The organization was presented with a hand-made circus band wagon model by J. Baldwin Pearsall, and immediately voted to donate the model to the Barnum Museum, Municipally operated on Main Street.

Ed Sullivan, who donated his services as emcee of the Ballyhoo show in the 1953 celebration, was presented this week with two Swedish 10-inch tea kettles "in appreciation of his great contribution." The presentation was made at his Southbury, Conn., home.

Report R-B Makes Telescoping Poles For New Menagerie

SARASOTA, Fla., Dec. 11.—Work is under way here on the new menagerie top which Ringling-Barnum will use next season. Unofficial reports are that it will be a five-pole top with a single row of quarter poles. Center and quarter poles will telescope. It is expected that the entire tent, including poles and rigging, will be loaded on one canvas truck.

Palace. Jacqueline Hurley and her husband, Bert Collins, will spend several weeks in New York before sailing for London and Paris. Europe also is the ultimate destination of the Boliano-Ivankos, after a trip to the Coast.

Those who went to Sarasota included Lou Jacobs and his family, the Freddi Troupe, the Alzanas, Melitta and Wicons and Arthur Springer.

Gainesville, Tex., was the destination of the Ward-Bell Flyers, Andre and Norma Fox, Norbert and Arden Kreisch and Bob Nelson's trained pigs, in charge of Russell Nafus.

More Trips Planned

Frank and Janet Burger took their dogs and ponies home to Philadelphia and are planning a trip to Frank's home in South Africa. Bee and Gwen Carsey went home to San Antonio; Wally Newbury and his family to Norwich, Conn., and Sam Steffen to Richmond, Va. Clown Rudy Docky planned a visit to his old home in Austria. Harry Dann went to St. Louis and Charley Cheer to Chicago before starting Christmas dates in Indianapolis.

George and Opal Paige bypassed Chicago to go direct to their home in Sacramento but will come here prior to Flint. Justus Edwards will spend most of the time before Flint in Chicago. Sam Polack, general agent of the Eastern unit, and Betty Proper, its auditor, were in Chicago this week.

Georgian Mulls Plans For New Truck Circus

MACON, Ga., Dec. 11.—R. E. McAfee, former hotel owner, of Covington, Ga., said here Friday (10) that he would know next week whether he will put a new circus on the road in 1955.

McAfee said that plans by which he and the Loyal-Repensky Family would be allied had failed to jell. Whether a partnership with some one else might develop apparently would be decided by next week, he indicated.

While he didn't say so, it was understood that McAfee was going to Sarasota, Fla., this weekend and that he hoped to buy circus equipment there. He envisioned a circus of about 10 or 12 trucks

Business Spotty In S. America

SAN SALVADOR, E. S., Dec. 11.—Circus Royal Dumar, which includes U. S. acts, opened here December 8 for a three weeks' run.

Four weeks in Guayaquil, Ecuador, under canvas brought good business. Top was inside a stadium and walls of the stadium were lined with 24-sheet painted panels, one depicting each act.

From that sea-level port the show moved to Quito, where the 12,000-foot elevation made it difficult for performers to work. Weather was cold and business was poor, altho the show was in a building there. In Latacunga, Dumar gave three shows in two days to capacity business. This was a fair date.

Umbata, at 14,000 feet, gave five days of bad business, after which they repeated in Guayaquil and awaited a ship for El Salvador. Some of the acts, including Pape and Renee, the Brunett Brothers and the Musicales, went by airplane instead.

Sunday Shows Started by R-B

SARASOTA, Fla., Dec. 11.—Sunday performances by acts at winter quarters of Ringling Bros. and Barnum & Bailey were begun this week (7), with about 2,000 persons on hand to see the show's horses, elephants and tigers perform along with other acts.

The weekly shows are scheduled until early spring. Plans call for the Sunday performances to continue while some of the show goes to Cuba for an engagement in Havana, starting December 17.

Season Okay For Most of Danish Shows

COPENHAGEN, Dec. 11.—The better-established Danish circuses fared pretty well during the past season, several of them having farmed out some of their big horse and animal acts and making brief tours in nearby countries.

Only one of the larger Danish outfits, Circus Meta, ran into serious difficulty last summer. This was a new show and poor weather practically washed out most of its Season. Meta was temporarily saved by a deal which took it to the Isle of Man, England, for a run.

Season's end found the circus unable to wipe out its debts and its big top and other equipment are still on the Isle of Man, awaiting court action, scheduled for later this month.

British Turn Thumbs Down On Circus TV

LONDON, Dec. 11.—London circuses will not be televise this winter in the usual 45-minute Christmas holiday show, according to two of the largest circus organizations.

Both the Bertram Mills and Tom Arnold shows rejected the BBC's aim to carry the program. Cyril Mills commented that with the greatly increased number of TV sets now owned, "We cannot afford to give away 45 minutes of our program."

The Arnold spokesman, Clem Butson, said that show felt the public had too much circus last season over television, and "it is bad for our business."

Mills said it would not object to a 20-minute portion of its program being carried, but didn't think the BBC would want to set up its equipment for so short a stretch of operation.

Von in Carolina WQ

MARION, S. C., Dec. 11.—The Von Bros. Circus now is in winter quarters here. The show, managed by Henry Vonderheid, usually has wintered in Wapwallopen, Pa., in the past years.

Mills Staffers, Performers Return to Offices, Quarters

JEFFERSON, O., Dec. 11.—Mills Bros. Circus action centered this week on winter quarters here and the show's general offices in Cleveland Heights following Chicago junkets by General Manager Jack Mills and Press Chief Starr DeBelle for conventions and by a performing unit for "Super Circus."

Mills said that he had contracted for paper and had discussed dates with some auspices committees while in Chicago. Since returning to Cleveland Heights, he and DeBelle have laid 1955 press plans and ordered materials.

The personnel making the TV show on Sunday (5) returned here without incident. They included Virgil and Rita Sagraves, Hard

KING BARNS HUM; SET APRIL START

Lucky Builds Wagons; Horses, Bulls Worked; Watts Sends Cole Equipment

MACON, Ga., Dec. 11.—With the paraphernalia and animals of the King Bros. Circus tucked away in Central City Park here for the winter, preparations are being made for 1955 season. The show will inaugurate the next season tour here April 9, appearing for the third year under the auspices of the Macon police.

Charley Luckey, veteran wagon builder, is superintendent of the shops assisted by Charles Ryan and Richard Roberts. Milton Brown is in charge of the blacksmith department. New parade floats and cages will be constructed in the shops.

The training barns house 80 head of ring stock. Two rings are in operation. Matt Laurish, John Smith and Harry Rooks are the trainers. Three Liberty acts and three pony drills are being worked out daily with new routines. There will be 12 high school horses in the menage number the coming season. Including high jumps by horses, hippodrome races will be increased to eight events to climax the big show performance.

16 Bulls in Barn

Bert Pettus is in charge of the elephant barn. New numbers are being routined. Altogether there are 16 elephants being worked out. Much of the elephant training has been in the open due to the mild weather.

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All of the Cole Bros. Circus equipment in winter quarters near Peru, Ind., is being moved to the King Bros. quarters. The first convoy arrived the first of the week. Additional loads will follow. Ira Watts, superintendent was in charge of the moving. He has gone to the Duke University Hospital at Durham, N. C., for a check up.

Ben Thomas, 24-hour agent, has returned to Florida for a visit. A. Lee Hinckley, big show band leader, and his wife, Eva, are on a fishing trip to Umatilla, Fla. Jack Hoover, boss mechanic, is fishing in the Everglades of South Florida. Napoleon Reed, chef, has returned from a trip to Hot Springs. Paul Hail and family have gone to Sarasota, Fla. Sylvia Gregory has returned from a visit to her home in Charlotte, N. C. Recent visitors were Fred Nelson, Joe White and Enoch Brafford of the Ring Bros. Circus.

R-B ALSO?

Four Pigmies In Australia; Big Top Lost

CHICAGO, Dec. 11.—Four African pigmies are touring Australia with outdoor shows, according to an account relayed by World's Fair, the British show publication. This coincides with efforts by Ringling Bros. and Barnum & Bailey to contract African pigmies for next season. Those in Australia are said to be from Bechuanaland, and they are to be in Australia and New Zealand for six months.

In other Australian news, it was reported that the large Bullen Bros. Circus lost a big top and one day's business recently when a fire destroyed the canvas.

Cuba Show Has U. S. Acts, Faces Ringling

HAVANA, Cuba, Dec. 11.—The new Gran Circo Gaby-Fofa-Miliki opened here Friday (3), with a line-up that includes a number of U. S. acts. The run-down showed Adriana and Charly, trampoline; Maximilian Truzzi, juggler; the James M. Cole Elephants (3); Kon-yots' chimpanzees; Los Fermis' high act; the Carltons, hand balancing; the Five Echazabals, the Aguilar Brothers, and Gaby-Fofa-Miliki, Cuban comedian. Guerrerito Gallito heads the clowns.

The show is using newspaper ads and a limited budget of outdoor advertising in the vicinity of the lot. It faces the competition of a heavy billing, with lithos, snipe and billboards, for the Ringling-Barnum unit, which opens December 17.

Cleo Plunkett Injured as Car Skids From Road

SIoux FALLS, S. D., Dec. 11.—Cleo Plunkett, announcer for the Gil Gray Circus for the past two years and a member of the tent theater family, was injured when his auto skidded from an icy road near here recently. He is in a Sioux Falls hospital.

His injuries include a skull fracture and broken right leg, but his condition was reported to be good. His car broke thru a bridge railing and fell 20 feet, it was reported.

UNDER THE MARQUEE

By TOM PARKINSON

Billy Lorette, former clown now hospitalized near Chicago, was the topic of a feature column in The Chicago Tribune on Thursday (9). . . . Grover O'Day, comedy cycles, is making Christmas shows out of Springfield, Mo., and then will play indoor circus dates for Lloyd Stoltz in Arkansas.

Ernie and Freida Wiswell, wintering at Riverview, Fla., write that they had a good season with Hamid fairs, and Davenport and Packs circuses. They open with Polack Western in January. Hip Raymond also is in Riverview, and Chai and Somay and Slivers and Jo Madison will spend the holidays at Riverview. Roland Tiebor, Roland Tiebor Jr., and Francis Hogan stopped there on their way to Tonawanda, N. Y., after closing with Ringling. Among those at Gibsonton, Wiswell reports, are Buster and Helen Haag Hayes, Dime and Connie Wilson, and the Johnny Weldes. Weldes recently bought a new home.

The Great Wallenda troupe, with 11 people, was stopping over this week at McAllen, Tex., awaiting final clearance for their entry into Mexico, where they will appear with the Atayde Bros. Circus in Mexico City, starting December 24. The Loyal-Repenkis reportedly have entered Mexico already. The Wallendas will take a car, panel truck and semi-trailer truck with them, sending some vehicles back to Sarasota and leaving a trailer in McAllen.

The Cristiani acrobatic troupe has been playing the Desert Inn, Las Vegas, Nev. Also in town have been the DeWayne Troupe and Mario Escalante family.

Ira Millette, Ringling-Barnum 24-hour man, closed at Auburn-dale, Fla., and visited in Florida

with his mother, Mrs. Ed Millette and sister, Mrs. Fred Taylor, before flying to Los Angeles, where he is wintering with his wife, Ruth; daughter, Penny, and granddaughter, Anne. He's planning a week's trip into Mexico.

Pete Pepke, North Warren, Pa., musician and circus fan, writes that Elmer Jones, former owner of many two-car circuses, still is active with the county highway maintenance crew, altho he is 86. Pete was with Von Bros. briefly this summer and had his band at various dates recently. Now he is working with a printing company. . . . Bob Parkinson, Cambridge, Ill., fan, advises that newspapers in that Illinois-Iowa area converged on him in numbers and the result has been a string of feature articles about his model circus in six or eight papers in the past month.

Baptiste Shreiber, who was with Ringling and Biller Bros. with his elephant act several years ago, now is with Billy Smart's Circus in England. . . . A book by Alfred Court is causing considerable comment in English circus circles. . . . Bertram Mills Circus is using teaser ads for its Christmas stand in London, reading "Borra is coming." Borra is a "pickpocket" act. . . . The Schaller Brothers and Rudy Horn were on the program of the Queen's command performance in London recently, and observers say Horn won the greatest applause of the evening with his cup and saucer juggling turn.

Earl Shipley has signed to clown with the Orrin Davenport Circus starting in January. . . . Miller and Woodcock Elephants will be with Davenport for the final seven stands by that show.

Terrell Jacobs has been in Farmington, Mo., recently. Death of a lion reportedly forced him to cancel his Tom Packs dates, in which Pat Anthony's lions did appear. . . . Johnny Herriott, with King Bros. last season, will have the three small elephants on Gil Gray's show next season and he has gone to the Gray quarters in Texas. . . . Frank Ketrow and his brother, Bob, have the Trade Winds Trailer Park in Miami.

Lee Virtue, clown with Hagen Bros. last summer, has been ill since late October and is at his home in Zanesville, O. . . . E. E. Coleman's truck show equipment, titled M. L. Clark Circus, which last toured in 1945, is parked in Prescott, Ariz., next to the present quarters of Edgar B. Bucks Circus.

Fan Norman Senhauser, New Philadelphia, O., caught Polack Western at Charleston, W. Va., visiting with Lou Jacobs, Andre and LaNorma Fox, and George Keller. . . . Jo and Slivers Madison Tent of CFA, Charleston, entertained the Madisons and Polack personnel at a party.

Ed Widaman has taken his elephants to Thousand Oaks, Calif., since closing with Clyde Bros. Circus. He plans to play DeWaldo dates next summer and fall. . . . Slivers Madison, of the Tom Packs Elephants, will take them to the Edna Curtis date in Minneapolis and the Rink Wright date in Omaha.

Ray and Claire Brison, two seasons with Hagen Bros. as side show operators, will not be with that show next season. They are wintering at their Reading, Pa., home. . . . Roland Tiebor reports his seals and equipment are back in quarters at Tonawanda, N. Y., until time to open with Polack Western. . . . Charles and Beverly Allen, with their bear and Brahma bull acts, will make some Christmas dates, including one in Chicago and one at Detroit, during the holiday hiatus of Clyde Bros. indoor show.

Emil and Hanna Pallenberg have been fishing at Clear Springs, Tex., where Berni Miller, former clown, called on them. . . . Alex Clark, Princeton, N. J., calliope authority, talked recently with Charles Hunt Jr., while arrang-

ing a tie-in between the Hunt Bros. Circus and a play which is to be tried out at Princeton in January.

Marie Loter is working her Punch and Judy show in a department store at Corpus Christi, Tex., for the holidays. She closed with the Bucks Circus early, enjoyed a visit on King Bros. and will spend Christmas Day with her son, Dick, and his family.

HiLo Merck, Murphy, N. C., recounts his season in which he caught Cherokee Hammond's Wild West, Hagen Bros., and Hamid-Morton but missed World Bros. in Georgia in June and Ringling-Barnum in Montgomery, Ala. Merck visited with Clowns Sa-So, Shorty Sylvester, Dime Wilson, Bumpy Anthony and Slim Collins on Hamid-Morton, and with Bob Sams in Birmingham.

Mrs. Sandor Beketow and children are in the Mills quarters, Jefferson, O., where her husband is horse trainer. . . . Mahlon (Alabama) Campbell, of Mills Bros., is visiting relatives in Alabama. . . . Jack Mills is recalling that when he took elephants to Dayton in October for an election rally at which Defense Secretary Charles E. Wilson was speaker, Wilson told Mills that he knew the late Zack Terrell and that Wilson's company gave Terrell's Sells-Floto Circus its "biggest day" some 30 years ago, when it gave five performances for General Motors employees.

Alex Dobritch, of "Super Circus," and James M. Cole considered a deal by which Dobritch would buy Cole's elephant act, but it did not go thru. The elephants have been booked for a number of dates thru the booking office with which Dobritch works. . . . "Super Circus," for December 19 will include the Triska Troupe, high wire, and Jack Gwynn, magician.

Roy Romas closed his Royal Bros. Circus at Fort McClellan, Ala., to play Tom Packs Shrine dates, finishing at New Orleans recently. All stock, equipment, and personnel went to his Double R Ranch, San Antonio, to remain there until after the holidays. Romas and Albert Toppe went to the King Ranch in Texas to search for blooded horses for the 1955 season. The Flying Romas Troupe has signed to play the St. Louis Police Circus for the Fleckles agency of Chicago.

Chicago members of CFA are seeing a preview of "Three Ring Circus" at Dave Friedman's Paramount office Sunday (12). . . . Animals recently received by Tony Diano include another baby elephant. About 70 fans attended a recent outing to his ranch. . . . F. A. (Babe) Boudinot, Ringling general agent, is due back from Cuba this weekend (11-12). . . . The Hodgins, reports Joe Hodges Hodgini, are going to Mexico to visit Circus Atayde, and possibly some other shows in that country.

Clyde Wixom, of Detroit, who owns the Matt Wixom Great Show title, is using a reproduction of a Wixom one-sheet for a Christmas card.

Peter Garey recently closed with the World of Mirth Shows in Savannah, Ga., and visited Freddie Logan at Kelly-Miller Circus quarters in Hugo, Okla., en route to Hollywood, Calif.

Ira M. Watts, superintendent of King Bros. Circus, is at Duke Hospital, Durham, N. C., for a check-up. He went there after supervising the loading of Cole Bros. equipment at Peru, Ind., for shipment to King's quarters. . . . Malcolm M. Fleming, King Bros.' legal adjuster, spent several days in Johnson City, Tenn., while en route to his home at Fryeburg, Pa. . . . Keller Pressly, of King Bros., will begin his Masonic initiation at Macon, Ga., soon. . . . Several King Bros. acts, including the Pearce Family, sharpshooters and knife throwers, and Carlos Leal, fire eater, are busy with club dates

in the Macon area. . . . The City of Macon completed a \$14,000 program of improvement on the buildings being used as quarters by King Bros. Circus. The city also completed a \$3,500 drainage improvement project at Central City Park, which is used exclusively by circus and race horse personnel.

R. M. Harvey, dean of show agents, is back in action and visiting in Chicago after an illness which kept him idle for a while. The Perry, Ia., show printer is making plans for a trip on the Mississippi river next summer in place of his usual cruise to Central America.

More King Bros. destinations: Howard and Gladys King, Long Beach, Calif.; A. W. Kennard and Dorothy Herbert, Los Angeles; Transport Boss Joe Gilligan, Boston; James Burke, boss canvasman, and Mrs. Burke, Miami; Jim Conley and the Conley Family, Batavia, O.; the Walter Jenniers, Peru, Ind.; Phil Enos and Merle Cook, Erie, Pa.; Keller and Jerry Pressly, York, S. C.; the Flying LaForms, Miami Beach; Jimmy Douglas, Daytona Beach, Fla.; Frank and Lolita Perez, Sarasota; Jackson Family, Louisville; Bandmaster A. Lee Hinckley and Mrs. Hinckley, Umatilla, Fla.; Sylvia Gregory, Macon and Charlotte, N. C.; Tom Kennedy, Florida; Charles Ruark, Malvern, Ark.; Carl Tyler, Harlan, Ky.; Ted Porter and his Harlem Hep Cats, Americus, Ga.; Bob Allen, East Liverpool, O.; Jack Bishop, Parkersburg, W. Va.; J. R. F'emont, Gateway, N. Y.; Joe Haworth, North Wilksboro, N. C.; H. A. Myers, St. Petersburg, Fla.; Elmore Yates, Boonville, Miss.; William Garvey, Tampa; D. M. Brown, Richmond; Dorothy Clements, Richmond, and Herbert M. Knight, Boston.

Albert Wolff, of the No. 3 Ringling advertising car, is out of the hospital and thanking all who wished him well while he was convalescing.

Elmore Yates, advance promotion manager for King Bros. Circus, writes from Corinth, Miss., that his recent Shrine Club hill-billy show there, with Lew Childre, Kitty Wells and the Tennessee Mountain Boys, was a sellout and the show has been booked again for next year. Yates will spend Christmas with his sister at Booneville, Miss.

Gene Haerlein, of the Dayton, O., Shrine Circus Committee, spent a few days at the Outdoor Conventions in Chicago last week. . . . Harold Moore, circus fan and collector of circusions, just bought a '53 whistle air calliope. This is the third calliope that he has bought in the last 10 years.

In Hugo, Okla., are Frank Ellis with his chimp walk-thru, the Bill Woodcocks with the Miller-Woodcock Elephants, Charles and Beverly Allen and their stock, the Wayne Newman

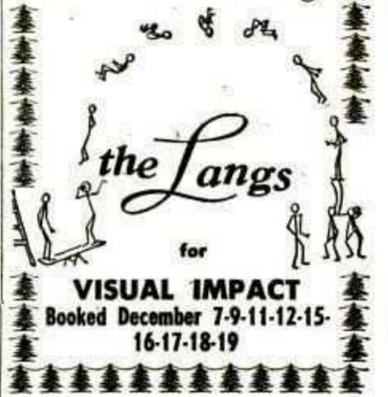
Family with their bareback and posing horses, Possum Gill and Charles Fournier, musicians; Billy Grubbs, with their horses, while Bob Grubbs works horses on Hagen Bros.; Doc Sherwin, whose med show is quartered now with the Tex Carson Circus; Stanfield, the magician; Happy Hanks, Lee and Vi Bradley and Sam Price.

The Flying Marilees, San Antonio, returned from Chicago and are busy making a new wardrobe and preparing for the Atayde Circus in Mexico City. The group will be gone six weeks, then will return for the opening of the Hamid-Morton Circus in Memphis.

Raymond, Alta., Sets Dates for '55 Rodeo

RAYMOND, Alta., Dec. 11.—Annual Raymond stampede and race meet will be held June 30 and July 1, 1955, at which time Raymond will celebrate its 54th anniversary as a town. Stampedes have been held annually since establishment of the town, July 1, 1901. Financial statement showed a profit of \$1,200 on the 1954 stampede. M. L. Depew was re-elected president.

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By BILL BAKER

SOME COUPLE . . .
of weeks ago we received a clipping from The Baltimore Evening Sun and what do we see but a picture of Sam Mills (he of needle threader fame), holding the business end of a conventional fishing rod and reel. Now if Sam, at the time the picture was taken, was doing what everyone else generally does with a rod and reel in hand (namely trying to catch a few denizens of the deep) there wouldn't have been much notice taken of him. But Sam, never being one to pass up a publicity gimmick, wasn't trying to catch any fish. He was taking the very hard but unique way of proving to the world that he is the "longest threader in the world." Sam was pictured threading a needle all the way across Baltimore harbor. After successfully performing this amazing feat, Sam intends pulling the same stunt across Niagara Falls and then take on the Golden Gate in California.

WE'RE SORRY . . .
that we jazzed up Frank Curry's name when we printed his last Pipe in the September 11 issue of The Billboard. We had it: "Carey" instead of Curry. Now Frank breezes thru another welcome note from the vicinity of Raleigh, N. C., and in addition to inferring that we're a schnook for lousing up his name, he has this to report. "Well, I closed the platform show several weeks ago and I certainly didn't get rich this past summer. Next year I will use movies for the attraction. Anyone having 16mm. sound film for sale can write me in care of the Cincinnati office of The Billboard. The performers' destinations when we closed in Wilson, N. C., were Pink Anderson went to Spartansburg, S. C.; Washboard Charlie William took off for Augusta, Ga.; Lloyd Thomas pulled stakes for Kinston, N. C.; Eddie Hampton and wife weighed anchor for Greenville, S. C., and Peg Leg Jackson remained with me to make the auction sales. None of the performers on my show went to the J. C. Miles Show. The season on the whole was not "up and down" because it was never "up" with us. But we did set one world's record for medicine shows and that was—every Saturday night every member of the organization, including the performers and working help, got paid in full in cash money and not in sad stories. The grapevine says that Chief Thundercloud, the full blooded American Indian, is back again with Billy and Ethel Bean. Chief Black Eagle, the Indian wrestler, is with Prairie May. Bishop W. Y. Rowe has his tent Evangelistic campaign going in a great way. Dick Sisco has closed his free pic show and has gone to Cincinnati and points west for several weeks. Eddie Bristow is still going strong in these parts with his tent pix. Hubert Lane and his wife are wild catting around playing schools, theaters and auditoriums and seem to be doing okay."

JACK SCHARDING . . .
who is still on the retired list in Long Beach, Calif., would like to know if any of the old pitchmen are still around who, a decade ago, sold the gimmick known as the 7-in-1 scope. The gadget consisted of an opera glass, spyglass, compass and magnifier mirror. The whole business was folded up in a white celluloid frame and was made somewhere in Europe. If any of the brothers happen to have one of these gizmos, Jack would like to have you send it to him. He would arrange to have them made and then supply them to the boys in the pitch business. Here is what Jack thinks of the deal: "It was a wonderful pitch item. I sold thousands of them. They were sold by Berk Bros. of New York." Jack can be reached at Box 1762, Long Beach, Calif.

DOES ANYONE . . .
know what has ever happened to Tom Kennedy? Jack Scharding and a flock of other people bemoan the fact that they haven't read a pipe from him in one helluva long time.

WE'VE BEEN ASKED . . .
to say that anytime Dick Sisco happens to be in the vicinity of The Billboard's Cincinnati office, he has Frank Curry's permission to take the Pipes editor out to one of the local giggle soup dispensaries and buy him a few beakers of beer.

EDDIE DeBOLD . . .
in the first pipe that we have received from him in quite some time, says that he's been pitching telephone ad deals in and around Fayetteville, N. C. Says Eddie, "It's been two years since I worked a store but I'm going to start working them again for Christmas and naturally the gimmick will be Emil's Mouse." (At pipe time DeBOLD hadn't decided what town he would work, but we presume that, by now, he has himself located.) Eddie adds, "I hope the following read the issue of The Billboard in which this pipe appears and I'd like to hear from them—Irvig and Ruth Livingston; Mr. and Mrs. Griffith, of Chesterfield, Mo.; Jack Hale, Harry Dempsey, Eddie Gillespie, Ed Currier, Charles Courteau, Tom Kennedy, Larry Levy, Miss Russell, Mark Jarrett and any others from the old stock of pitchdom who know me. Shoot me the gas and gaff of the points. Now boys and girls, don't flood me with too much correspondence from this pipe. It won't make me at all mad to hear from you. I will answer at once. However, just in case I don't hear from you, here's wishing you all Holiday greetings." Incidentally, our boy Eddie is currently receiving his mail at 208 Donaldson Street, Fayetteville, N. C.

Ia. Renames Execs

Continued from page 45

ing renamed Lloyd Cunningham as secretary and N. W. McBeath as treasurer.

Secretary Cunningham in his report to the convention described the 1954 centennial fair as "the finest State exposition Iowa has ever held."

The fair showed a net profit of \$154,609 with total receipts placed at \$800,837 and expenses at \$646,227.

Cunningham pointed out the fair had a record attendance of 607,110, exceeding 1953 by 93,249. The livestock show was the largest in history with 7,723 head entered, 600 more than the previous year. Entries in various fair contests totaled 29,181.

Woxberg Western Fair Prexy

Continued from page 45

Fair in Puyallup was named out-of-State director.

'55 Site

Selection of San Luis Obispo as the next convention spot was not particularly news. Los Angeles had been offered by the Pacific Coast Showmen's Association with assistance from the Chamber of Commerce and the Biltmore Hotel as the host city. Prior to the convention opening, Hunter C. Farmer, PCSA president, said that he had been advised that the site had already been selected. Seminars, it was said, were planned with the auditoriums at the California Polytechnic College to be used.

San Jose also bid as host city. However, Russell E. Pettit, Santa Clara County Fair secretary-manager, was unable to be present to press the bid. Pettit's mother passed away in that city Sunday. His representatives, Terry Rowe and Sal Millan, carried out the invitation.

The convention opened Monday (6), the first day being devoted almost entirely to registration. The seven areas had committee sessions in the early evening with the WFAers attending "Where's Charley" at the Wharf Theater. Service Associates, which includes carnival owners, held open house thruout the evening.

Tuesday, the second day of the

WFA Airs

Continued from page 45

declared that it was an unhealthy condition, particularly on a per capita basis. He added that it might be satisfactory on percentage or small guarantee to take care of increased costs and attendance fluctuations. Crafts continued that the three-year contract would be useful with food concessionaires who planned to make permanent and costly explanations.

Cohn, who signed five fairs including the California State Fair to three-year contracts, argued that it assured the fair of a show and also allowed the organization to bring in better equipment.

Ernie Stange, of the J. L. Stuart Manufacturing Company, favored the triple deal, saying canvas installations were costly. Charlie McGeorge, sound engineer, went on record as against the long-term pacts for equipment.

A report will be sent to each WFA manager on the discussions.

Scott urged that all Service Associate letters be answered. Waite invited suppliers to attend any of the seven area meetings held from time to time thruout the year. He stated that it was the policy of the fair managers to buy from Service Associates.

8 New Secs.

Continued from page 45

burn; Mrs. Goula Wait, Amador County Fair, Plymouth; Roland J. Christiansen, Modoc County Fair, Cedarville; Sam Spina, Merced County Spring Fair, Los Banos; M. S. Johnson, Far West Turkey Show, Turlock, and Edward G. Van Cleve, Santa Barbara National Horse Show and Fair, Santa Barbara.

The seven new associate members are: British Columbia Fair Association, L. W. Johnson, secretary, Victoria, B. C., Canada; California Pork Producers' Association, Jessie Bell, secretary, Fresno; Calgary Exhibition and Stampede, Maurice E. Hartnett, general manager, Calgary, Alta., Canada; California Purebred Dairy Breeders' Association, L. J. Banks, secretary, Modesto; California Guernsey Cattle Club, Arthur W. Telfer, Sacramento; California State Dairy Goat Council, Mrs. Hazel A. Armstrong, secretary, Van Nuys, and Pacific Poultry Breeders' Club, Alice Shook, secretary, Castro Valley.

The new member is Tulare County Fair, A. J. Elliott, secretary-manager, Tulare. Elliott rejoined the association after an absence of several years from its membership rolls.

session, was highlighted by committee meetings, starting with a Directors' Breakfast at 8 a.m. The Service Associates again held "open house" that evening.

The closing day's schedule was devoted primarily to reports from the committees during the morning session at the Rio Theater. In the afternoon Glenn Waterhouse, 4-H Club specialist, spoke on "4-H Activities and the Future," with George Couper, special supervisor, talking on "FFA Betterment and Relations." Wesley P. Smith, State director of vocational education, used as his subject "A New Load May Lighten Your Burden," and Ken Kitch, head of the Department of Agricultural Journalism at California State Polytechnic College, made a talk on "How to Really Reach Your People."

The convention ended with a banquet styled "The Roller Coaster" in the exhibit hall of the Monterey County Fair. Acts were Marion Rankin Dancers supplied by Hollywood Theatrical Agency, Hollywood; the Villianese, bicycle duo, Fanchon and Marco, Hollywood; the Dawson Marionettes, Al Wagner Agency, Los Angeles; the O'Hagans, Monte Brooks Attractions, Portland, and the Wheelers, Fun Unlimited, San Francisco. The show was staged by Monte Brooks, who emceed and directed the orchestra.

Ia. Assn. Seeks County Aid

Continued from page 45

was scheduled to undergo surgery this week. Bill Woods, manager of the Clay County Fair, Spencer, was elected vice-president for '55. Ed Estell, Dairy Cattle Congress, Waterloo, and Frank Harris, Mississippi Valley Fair, Davenport, were both re-elected to the board of directors from Districts 5 and 6 respectively.

A major development to come out of the meetings was the formation of a grievance committee, similar to the one that is operated by the Minnesota association. The group will review complaints of fairs against attractions or midway operators and will recommend proper action in the matters.

A new innovation at this year's meeting, one that will become an annual affair, was the Tuesday morning breakfast for secretaries. Over 18 were on hand for the 7:30 a.m. meeting where they discussed county aid, grievances and entertainment.

Open Discussions

Part of each of the three regular business sessions were given to open discussions on various subjects pertinent to fair operations. Collections on concession space was one subject, bad checks another and competition from television was tossed about. Speaking on the latter, Hanson said that in order to combat video, it may be necessary to revise fair programs to meet the challenge.

Lloyd Cunningham, secretary of the Iowa State Fair, told the county fair managers that the profit picture of their events during '54 was not as good as in recent years. He said that statistics indicated there was an over-all increase in attendance yet paid attendance was down from '53. This, he said, showed that some fairs were giving away too much. Cunningham also pointed out that grandstand attendance was off and said something must be done to reverse this trend.

Other speakers in the sessions included Jack Shelley, Des Moines, who spoke on "The Most Interesting People in the World." Key speaker at the Tuesday morning session was Kenneth Thatcher, secretary, Iowa Farm Bureau Federation, who described agricultural operations in Europe and predicted that West Germany would soon re-take its place as a world power.

Lauds Fairs

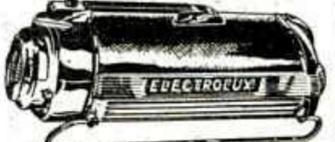
James C. Hilton, president of Iowa State College, was the main speaker at the afternoon meeting, and lauded the fairs for their role in getting ideas of new things to the people. He called fairs the show windows of agriculture and industry and said they have been important in the great strides made in this country in the past 30 years.

The meeting was climaxed by the annual banquet in the hotel's ballroom on Tuesday evening. Hanson served as toastmaster with Leo Elthon, governor, as the key speaker. Following supper, a floor-show was presented. Acts, booked by Sam J. Levy Sr., included Con-

lon and Ryan, George West and Mazie, Larry Thompson, Lynn and Company, Keith Killinger's line, Reid and Grayson, and Killinger's orchestra.

Billy Pape and Renee enjoyed a five-day vacation at Panama between engagements of the Circus Royal Dunbar. They were guests of Cmdr. Harry Ransome, naval director of the Caribbean area. They flew to El Salvador to rejoin the circus.

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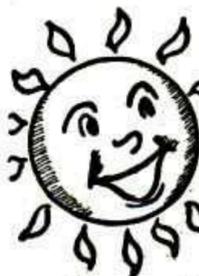
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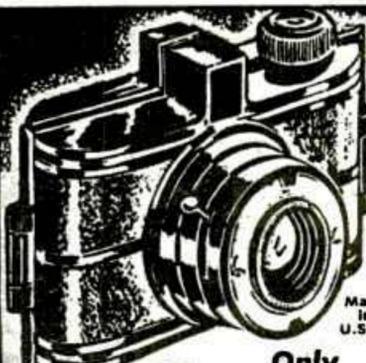
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The Billboard, 2160 Patterson St., Cincinnati 22, Ohio
Yes Please send me The Billboard for one year at \$10. (Foreign rate, one year, \$20) 859

Name
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Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted.
RATE: \$1 per agate line—\$14 per inch
(unless credit has been established)

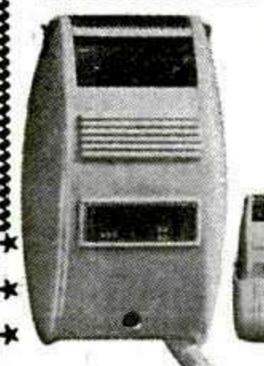
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FORMS CLOSE THURSDAY NOON FOR FOLLOWING WEEK'S ISSUE
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PROMOTIONALLY PRICED FOR QUICK SALES

Imported Swiss Razor—Handsome designed case. Expensive vibrator type motor. 110 volt—AC only.



Regular \$19.95 LIST

Each—in doz. lots	\$6.50
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Sample—Postpaid	\$7.50

Remittance for sample must accompany order.

WISCONSIN DELUXE CO.
1902 N. Third St. Milwaukee, Wis.

SPECIAL '57 DOZ. CALENDAR CHRONOGRAPH

BRAND NEW Fast Selling Promotion Watches

Also Round Gold-Plated Geo. Wash. model watch jeweled Anti-Magnetic. A real Flash! Special \$48 doz. Price incl. matching expansion Band.

Date Changes Daily Automatically In The Window

Also brand new thin Geo. Wash. Model, 1 and 17 Jewel watches. Close out, asst. case.

tune Jewelry with box and price tag. Sample \$1.00 extra.

B. & B. Jewelry Sales Wholesale Only
FANNIN BLDG. CH 7427 HOUSTON, TEX.

NEW YEAR'S CELEBRATION DEAL

Enough for 48 guests. Consists of 48 full adult size elaborately decorated hats, 48 decorated New Year's horns and 50 large metal noisemakers. Order early. Don't get shut-out.

NY55—Complete Deal \$17.00

WRITE FOR NEW 370 PAGE CATALOG. STATE YOUR BUSINESS. ALL PRICES, F.O.B. TERRE HAUTE. SEND SUFFICIENT POSTAGE. 25% DEPOSIT MUST ACCOMPANY C.O.D. ORDERS.

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<input type="checkbox"/> Animals, Birds, Pets	<input type="checkbox"/> Miscellaneous
<input type="checkbox"/> Business Opportunities	<input type="checkbox"/> Musical Instruments, Accessories
<input type="checkbox"/> Costumes, Uniforms, Wardrobes	<input type="checkbox"/> Partners Wanted
<input type="checkbox"/> Food and Drink Concessions	<input type="checkbox"/> Personals
<input type="checkbox"/> Formulas	<input type="checkbox"/> Photo Supplies and Developing
<input type="checkbox"/> For Sale—Secondhand Goods	<input type="checkbox"/> Printing
<input type="checkbox"/> For Sale—Secondhand Show Property	<input type="checkbox"/> Salesmen Wanted
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	<input type="checkbox"/> Wanted to Buy

3 Indicate below the type of ad you wish:
 REGULAR-CLASSIFIED AD—15c a word. Minimum \$3.00.
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I enclose remittance of \$.....

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Address.....
City..... State.....

ACTS, SONGS & PARODIES

EMCEE ARSENAL (3RD SERIES) — NEW stunts, digs and insults; sock quips, prime rib-ticklers and sure-fire yockolais; also lusty verse and gasty wisecracks, all tested side-splitter Rothman's Laugh Laboratory, 473 Broadway, Bayonne, N. J. de18

HILARIOUS COMEDY VALUE! "MY GIRL" monolog. Funniest lines ever. Free with your order of new "Comedy Notebook." A gaggle worth fifty times its price. \$3. Showbiz Comedy Service, 1613 East 29th St., Brooklyn 29, N. Y. de18

"MISCARRIAGE OF BIRTH" — JOKES, skits and bits designed exclusively for the smart emcee. By the riotous night club team, Copeland and Wadsworth. One page worth price of entire book. \$2; sorry, no c.o.d.'s. Copeland-Wadsworth, Box 12, Tuskegee, Ala. de18

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Ropes, all beads, asst. dz. \$ 5
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Tailored earrings, asst. gr. 15
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Stone Earrings, asst. gr. 18
Stone Pins, asst. gr. 18
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AGENTS—SELL RICH LOOKING 34x66 Imported Japanese Rugs for \$2; never before such a large rug for so low a price. Multicolor stenciled designs, hooked carpet and Oriental patterns; sample, \$1.25 prepaid; 4 rugs, \$1.15 each prepaid. Condon, Dept. B, Box 204, Upper Darby, Pa. ch19

AGENTS — FAST SELLING BEAUTIFUL Rhinestone Heart Necklace and Rhinestone Heart Earring set; all pronged rhinestones, \$13.50 dozen; sample, \$1.25. Santo Sales Co., 921 Eastwood, Chicago 40, Ill. de18

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BARGAINS, JOB LOTS, CLOSEOUTS! Save up to 50% on Clothing, Hosiery, Notions, Drugs, Toiletries, Gifts, Jewelry, Television, etc.; 2,000 items; 25¢ brings wholesale bargain catalog with special get acquainted offer which includes free \$1 merchandise certificate. Reliable Jobbers, 311-H North Desplaines, Chicago. ch-np

BINGO BLOWERS AND FLASHBOARDS! Portable electric blowers priced at \$49.50, retail \$150. The sensational portable three-light Electric Flashboard is now ready! Write for price to Lipka Mfg. Co., 617 E. 11th St., New York 9, N. Y. de18

DECALCOMANIA TRANSFERS NOW OFFERED in small quantities; quick delivery; an attractive name plate on your product is the best advertisement. Side line salesmen wanted; also make money with our line of Automobile Stickers and Signs. Let's Free samples. "Ralco," X-L, Boston 10, Mass. ch-np

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Tie Slides, boxed \$1.45 dz.
Asst. Earrings, gang carded 1.55 dz.
Cufflinks, carded 1.95 dz.
Cufflinks, boxed 2.00 dz.
Rosaries (made in Italy) \$3 & \$5 dz.
Tailored or stoned Earrings 2.00 dz.
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Beautiful Ropes, asst. 4.50 dz.

Send for descriptive literature on other terrific values on jewelry of all descriptions. 20% deposit with order, balance c.o.d.

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1820 Westminster St. Providence, R. I.

JOKERS FUN SHOPS—FULL CREDIT ALLOWED on items returned. Jobbers offer same terms to dealers. Eagle Specialty de25

Make 70c Profit on \$1 Sales
Make \$2.44 profit on \$3 sales. World's famous French-type Perfumes. Tremendous profits. Free details.

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"NATIONAL DIRECTORY OF DISCOUNT Dealers"; "Directory of New York Importers and Related Services" where to buy; send 25¢ for names and addresses. Max Saltzman Dept. BB, 7635 Hinds Ave., North Hollywood, Calif. ja29

NEW 7"x11" ULTRA-BLUE SIGNS, 7¢, retail 50¢. 2,000 different slogans. Sample free! Lowy, 812 Broadway, Dept. 831, New York 3, N. Y. ch de25

NATIONAL FAMOUS CLOSE-OUTS

Group A—Over 200 assorted styles beautiful 18k gold plated and rodium finish assortment and tailored earrings, pierced and screw back. Part of this assortment is also on gang cards. Regular \$1.00 to \$2.00 retailers, now \$39.00 per gross.

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Group D—Hand-set stone combination pin, neck and earrings in beautiful box. Regular \$3.95 retailer, now \$7.20 per dozen.

Group E—Hand-set stone combination, pin, neck and earrings in beautiful hinged box. Regular \$7.95 retailer, now \$13.50 per dozen. This is not junk jewelry or heavy cast. All stamped brass base with beautiful 18k and rodium finish guaranteed not to tarnish. Money back guaranteed. 20% deposit with order, balance c.o.d. Sample assortments at regular prices.

KAREN ORIGINALS
45 North Main St. Bristol, Conn.

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POCKET-SIZE NOTE BOOKS—100, \$2; 300, \$5; 1000, \$15. 10 samples, 25¢. Hemphill, 2425 Sarah St., Pittsburgh 3, Pa.

QUALITY TIES—YOUR PROFIT, 189pc. Catalog Free. Loren Specialties, 4351 H-11 Flournoy, Chicago 24, Ill. de18

SELL BEAUTIFUL COLOR FILTERS—Put your television in color; cuts the glare; glowing soft tones; easy on the eyes. Agents wanted. Moody Supply, 3026 Mesquite Rd., Fort Worth 11, Tex. de25

YOUR OWN BUSINESS — SUITS, \$1.50; Overcoats, 65¢; Mackinaws, 25¢; Shoes, 12¢; Ladies' Coats, 90¢; Dresses, 15¢. Enormous profits. Catalog free. Moro, 1218AF South Jefferson, Chicago. ch-np

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BABY WHITEFACE AND CINNAMON Ringtails, \$35; Rhesus, Spiders, Bonnets, \$30. Squirrel Monkeys, \$25. Bronson Tropical Birds, 149 Fort George Ave., N. Y. 40, N. Y. ja1

CALIFORNIA SEALS, SEA LIONS—WILD or trained; main suppliers zoos, circuses thruout world. Marine Enterprises, Inc., Hermosa Beach, Calif. np

HAVE 22 INDIAN COBRAS; 2 SUMATRA Cobras; 1 Black Bengal Cobra; 2 Indian Rock Pythons 14-15 feet long, very heavy; African Python 13 feet long, heavy; Puff Adder, three feet; 1 Muskrat, 6 feet; 3 Russell Vipers; 1 Spiny Lizard (African); 2 Baby Puff Adders; 1 Indian Python, small; 3 Copperheads; 1 Eastern Diamondback; 1 Hidesnake; 12 assorted small Rattlesnakes; 1 Red Racer; 1 Baby Boa Constrictor. All ten cages 8 feet long, 2 feet wide, 3 1/2 feet high, glass fronts, very nice. Would prefer to sell as entire group but will sell singularly. Contact Herman Atkinson, 51 East Congress St., Tucson, Ariz. Phone 3-3335.

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PYGMY HIPPOPOTAMUS—FEMALE, ONE year old; weighs forty pounds. Will follow anyone around like a kitten. \$3,000 c.o.d. N.Y. A real outstanding animal. Trefflich's, 228 Fulton St., N.Y.C.

ROSS ALLEN—FRESH WESTERN DIAMONDBACK Rattlesnakes; live delivery guaranteed. Barely required. Top-pound minimum order, \$1.25 per pound. Boa Constrictors, all sizes. New price list ready. Ross Allen Wholesale Division, 1112 N. Miami Ave., Miami, Fla. np

WILL BUY SEVERAL TRAINED MONKEYS. Send all details and best price first letter. Pictures if possible. Jack Adam, 2800 East Main, Mesa, Ariz.

BUSINESS OPPORTUNITIES

COSTUME SHOP IN SOUTHERN CALIF. willing to sacrifice for quick sale. Owner leaving. Five thousand Masquerade, Theatre Costumes, excellent condition. Shoes, Hats, Swords, Clowns, etc. Fixtures, equipment thrown in. Value \$45,000. Asking \$18,500. New York Costume Co., 1041 Seventh, San Diego, Calif. ja1

"EMPIRE ADVERTISER" MAGAZINE tells how to earn money by mail. Dime brings sample and membership offer. Siegal, Box 84, New York 12, N. Y.

FOR SALE—BUILDING 32x15, EQUIPPED with cafe fixtures, root beer barrel; also airplane ride; plenty room for other rides. Plenty of big shade trees. Land 300 ft. frontage, 150 ft. deep. 1 mile from Little Rock. Can lease or rent by month. Best buy if sold at once. Rt. B, Box 27, Little Rock, Ark. Phone ROsedale 16. W. V. Reed.

FOR SALE—AN INVENTION. EVERY pipe smoker will buy one. Burt, Box 411, Malvern, Ark.

LETTERS REMAILED, CHRISTMAS CARDS or greeting cards, 25¢ ea. or 6 for \$1 with permanent mailing address. J. G. Love, 1419 E. 83rd St., L. A. 1, Calif.

MUSIC STORE FOR SALE—ONLY ONE IN fast growing town of 10,000 population. Long term reasonable lease. Good location. Priced to sell. Terms, Contact Bill Day, 611 W. Main, Brownfield, Texas, Ph. 3171. de18

START PROFITABLE MAIL ORDER BUSINESS, everything furnished. Orders filled for you. Hamilton, Box 288-MC, Marietta, Ga. np

THE LATEST FAD—NOVELTY EARRINGS from Mexico. Long, dangly, colorful styles. \$8 dozen up. Jos. Fleischman, 3201 Granada, Tampa, Fla. de25

WANTED—PRODUCTS FOR RADIO MAIL order. Powerful Mexican border stations. Must be in production to start immediately. \$350 cash investment to test for a permanent P. I. Contract. No others need apply. Rush sample and details to Box 2581, San Antonio 7, Tex.

\$10,000 BUSINESS—CARMEL CORN Carmel apple recipe, \$25. Bake Rite Co., General Delivery, Davenport, Iowa.

COSTUMES, UNIFORMS, WARDROBES

COSTUMES, WIGS, OSTRICH FEATHERS, Rhinestone, tuxedos, tulle, orchestra coats, derbies, top hats, strip costumes, minstrels; cheap. Leroy Carpenter, 10 Eldorado Place, Weehawken, N. J.

FOR SALE SECONDHAND GOODS

ABOUT ALL MAKES OF POPPERS—CARAMEL Corn equipment. Floss Machines, Replacement Kettles for all Poppers. Krings Korn, 120 S. Halsted, Chicago, Ill. de25

PUBLIC ADDRESS SYSTEM—TAPE RECORDER, chain hoist, 50-ampere Lecce-Neville car generator, discounted heavily. Miller, Box 505, Potosau, Okla.

FOR SALE—SECONDHAND SHOW PROPERTY

ALLAN HERSHELL AUTO 20 CAR—NEW paint, bearings, tires. Diameter 26 1/2, 1115 South Third St., Watertown, Wis. Phone 1875J.

BRILL'S LATEST PLANS—MAJOR Ferris Wheel, \$25; Girl in Fishbowl Glasses, good one, shallow depth, \$5. No Middle-Myrtle sensational illusion, \$5. Free 46 plan circular. Brill, Box 875, Peoria, Ill. de25

ELI #5—COMPLETE WITH TRANSPORTATION if wanted. 46 Buick Panel Truck, Glass Pith with glass. Wm. Shoemaker, Box 117, Epp, Pa.

FOR SALE OR LEASE—REASONABLE: #3 211 Wheel, Good condition. G. Williams, 22 Artillery Drive, Sumter, S. C. de18

FOR SALE—2 HOLMES 35, SOME FILM, \$300. Deluxe Snow Machine, \$50; 18-18 push pole Tent, \$75; con. Trailer, \$200; electric Hot Dog Cooker, \$35. 16MM comp, feature on shorts. Tommy Middleton, Sparks, Ga.

FRENCH FRY AND WAFFLE TRAILER with privilege spots for 10 best fairs in state. Write for particulars and picture. John York, Zanesfield, Ohio.

HOT DOG, POPCORN, FROZEN CUSTARD, Doughnut machines, 1000 waffle grills, griddles; any, all types equipment for indoor-outdoor profits. State your requirements. Star, 2904 12th St. N.W., Canton 8, Ohio. Phone 4-6823. de18

MINIATURE TRAINS — ALL SIZES, gauges; new used, custom built. Photos, details, \$1 bill (refunded). Miniature Trains, 33B Winthrop, Rehoboth, Mass.

18 FT. CONCESSION TRAILER WITH 1963 Mills 2 Flavor Custard Machine, Price, \$3,000. Pymatuning Deer Farm, Jamestown, Pa. dh

20 BY 20, ONE CENTER POLE SHOW Tent. Used one week, bargain. John M. Collin, Box 984, Shawnee, Okla.

60-INCH SEARCHLIGHTS — SPERRY & GE Lamp assemblies and lamp operating assemblies, carbon, all other parts new, in original crates, 100,000 feet 1-0 single conductor power cable, 25¢ per foot. Thousands of other War Surplus items. Anderson Bros., 15400 Hesperian Blvd., San Lorenzo, Calif. All inquiries answered. ja1

2200 FOLDING CHAIRS, BLEACHERS, Theater Chairs, Stadium Chairs, Cushions, Sidewalk Tents, Screens, Lone Star Seating Co., Box 1734, Dallas 1, Tex.

INSTRUCTIONS BOOKS & CARTOONS

YOU CAN ENTERTAIN WITH CHALK Talks and Rag Pictures—Lauda producing programs, \$1, catalog 10¢. Balda Art Service, Oakbrook, Wis. de18

MAGICAL APPARATUS

A BRAND NEW #24 CATALOG—MIND-reading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Palmistry, Buddha, Graphology, Magic; 144-page illustrated catalog, wholesale. Nelson Enterprises, 336 B. S. High, Columbus, Ohio. de25

FLASHY MAGIC TRICK PACKAGE—Seven items, 10¢. Big seller, theaters, museums, stores. Bingo supplies, lowest prices. Warrup, Warwick, R. I. de25

SUBMINIATURE RADIOPHONE FOR MENTALISTS; weighs less than pound; easily concealed; illustrated brochure, specifications, price. Nelson Enterprises, 336 B. S. High, Columbus, Ohio. de25

MISCELLANEOUS

FIRE BALL—THE CHRISTMAS TREE FIRE Extinguisher. Saves lives; looks like a Christmas Ball! \$2.95. M. R. Levy, 316 Melwood Ave., Pittsburgh, Pa.

GENUINE MINK OR RABBIT FOOT KEY chain, attached to souvenir mailing card 10¢, 12 for \$1. Have fun! Treat all your friends, boys and girls. Charles Brand, 154 West 27th, New York. Dept. B. ch ja1

PRINTED REPRODUCTIONS OF ANY thing handwritten, typewritten, printed, drawn. Also autograph music printing. Kennedy Printing Co., 173 Washington St., Barre, Vt. de18

SALES BARN DIRECTORY LISTING 44 States, \$1. Home study course in auctioneering! \$10 Diploma granted. Write Auction School, Ft. Smith, Ark. de25

M. P. FILMS & ACCESSORIES

16MM. SOUND FILMS—WESTERNS, FEATURING for sale or rent. Rental fees, \$3 a week. Ace Camera Supply, Florence, S. C. ja18

MUSICAL INSTRUMENTS, ACCESSORIES

EXCESS HAMMOND EQUIPMENT—AMPLIFIERS, novachord, reverberation unit, vibratone, assorted baffles, Altec speakers; at sacrifice. List and prices on request. Phone Pensacola 8-6685. C. E. Harrison, Box 4590, Warrington, Fla.

PERSONALS

ARE YOU SEEKING PEACE OF MIND? Free home study course in the Catholic religion. Paulist Instruction Center, Dept. B, 2 Columbus Ave., New York 23. ch-de25

BEAUTIFUL SOUTHERN MODELS—PHOTOGRAPHED in the Sunny South. 12, \$100; 24 plus 3 special, \$2. Alfred Rutledge, 47 Woodside Ave., Greenville, S. C.

LETTERS REMAILED FROM WASHINGTON, D. C., 25¢ U.S. coin. J. Gurney, Box 5089, Washington, D. C. de25

PHOTO SUPPLIES DEVELOPING-PRINTING

MOUNTED BUCKING HORSE, LONG HORN Steer with saddles, out-door camera, \$500. Eagan, 2406 Elm, Dallas, Tex.



Sensational Jeweled Swiss Watch Set

- Handsome Swiss Watch with Expansion Band
TWO (2) Sets of Cuff Links
TWO (2) Tie Clips
Gold Plated Key Chain

\$7.90 SET

Go to town this Christmas with these perfectly matched sets! A remarkable bargain for BIGGER PROFITS...

Jewelry Sets \$9.60

Hand set, brilliant stones. Gold plated settings! Assorted colors and black cameo. Send \$1.00 for sample. Catalog FREE!



582 S. Main St., Memphis, Tenn.

DIRECT POSITIVE PHOTOGRAPHERS—We supply everything you need; reasonable prices...

COMIC FOREGROUNDS AND BACKGROUNDS. Direct Positive Cameras, Paper, Chemicals, Mounts, Glass Frames, Photo Novelties, Miller Supplies, 1535 Franklin St. Louis 6, Mo. de25

LEATHERETTE PHOTO CASES—1 1/2x2, \$25 1000. 2 1/2x3 1/2, \$9.41 gross. Brass corners 1 1/2 case extra. We make all sizes. Samples, 25¢. Bonomo, 54 Jefferson St., Brooklyn 6, N. Y. ja22

MARFUL 44 DIRECT POSITIVE ENLARGER now available. Act now, only few left. Price \$149.50. Write for price lists. Marks & Fuller, Inc. 70 Scio St., Rochester 4, N. Y. de25

PHOTO BOOTH OUTFITS CHEAP—All sizes; drop in and see them; latest improvements; real bargain. PDQ Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. ch-17

PHOTOS COPIED 20 wallet size prints, \$1. Send any size negative or photo. MEL'S PHOTO Box 106T Brooklyn 20, N. Y.

POSITIONS WANTED DANISH TAP DANCER WANTS JOB IN night club, T.V., etc. Magic act, tap, comic songs by piano. Hillbilly by guitar. Martin, 675 O'Farrell, San Francisco. de18

PRINTING ALWAYS QUALITY CARDS—FASTEST service Three-color 14x22 window cards. \$8 hundred, 17x28 size, \$12.50 hundred. Copy limit 50 words. Tribune Press, Dept. ND, Earl Park, Ind. de25

ATTRACTIVE CALENDAR CARDS—YOUR advertisement raised printed on front, 1955 calendar on back. Quick service, 1,000 only \$3.75 postpaid. Guaranteed. Executive Advertising, 1603 Kay, Washington 6, D. C.

IT'S MALLO PRESS—787-B LEITH, FLINT 5, Mich., for "Printing of Distinction." Letterheads, Envelopes, Posters, Bumper Signs, Decals, Business Cards, Tickets. de18

PRINTING OF MERIT INSPECT IT. Compare it. Stationery, folders, booklets, circulars. Free samples, estimates. Mercury Press, Box 69B, Marengo, Iowa.

SHOW AND COMMERCIAL PRINTING—Letterheads, envelopes, cards, office forms, invoices, statements, circulars. Price list free. Oren, Printer, Valiant, Okla. de25

TATTOOING SUPPLIES A-1 TATTOOING MACHINES—OUTFITS, \$25 and up, designs, ink, colors, needles; free catalog. Owen Jensen, 120 West 83rd St. Los Angeles 3. jal

WANTED TO BUY LONG RANGE SHOOTING GALLERIES—Send complete information as to make, age, condition and equipment included. Ted Urquhart, Box 1183, Montgomery, Ala.

MERRY-GO-ROUND—TWO ABREAST, must be in good condition. Write W. G. Heine, 16211 Prairie Ave., Lawndale, Calif.

MOBILE FUN HOUSE With or without tractor. State condition, description and price. BOX C-150

c/o Billboard Cincinnati 22, Ohio SKY FIGHTER, ALLAN HERSHELL—State age and condition. Also Arrow Development Co. Arrowplane Ride. George Starr Jr., 1803 North River Drive, Algonquin, Ill.

TWO MIDGET PONIES OR TWO MIDGET cattle. Give price and description first reply. Jack King of Hugo. Contact me re: regards this ad. Robert DeLong, 1125 North Pebble, Fremont, Neb.

WANTED—USED KIDDIE RIDES. MUST be in good condition and priced right; for cash. Fairlyland, 5356 No. 27th Ave., Omaha, Nebr.

WANTED TO BUY—LATE MERRY-GO-ROUND. Eli Wheel, late model. Will pay all cash. Box 125, Caney, Kansas. Phone 468. H. C. Suraher.

WANTED TO BUY—AUCTIONEER GOODS of all kinds for cash. K and K Bankrupt and Liquidations Stock Co., 7401 Grand Ave., West Duluth, Minn.

WANTED—USED 7 CAR TILT-A-WHIRL with or without transportation. James Barber, 3348 East Wash., Phoenix, Ariz. de25

WEINMAN'S DIAMONDS. FINEST QUALITY. SPECIAL! 2-pc. Engagement & Wedding Sets. 1/4 ct. \$49.95 Total Wt. 1/2 ct. \$99.95 1 Full ct. \$199.95 Total Wt. Ref.: Dun & Bradstreet. Nat'l Bank of Commerce. Jewelers Board of Trade. VALUES FROM \$10 to \$1,000. MONEY-BACK GUARANTEE. 182 SO. MAIN MEMPHIS, TENN.

17-JEWELS 3-D DIAL (BRAND NEW) YELLOW CASE. Looks like \$100 flash. \$6.95 Each BANDED in lots of 3 or more SAMPLE \$7.50. NATIONAL DIST. CO. PH. 82-6473 222 CALUMET BLDG. MIAMI 32, FLORIDA

THE GREATEST LINE OF NOVELTIES EVER ASSEMBLED IS ILLUSTRATED IN OUR NEW '54 CATALOG... GELLMAN BROS. 119 N. FOURTH ST., MINNEAPOLIS 1, MINN.

Merchandise You Have Been Looking for. Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys. Every kind of Glassware, Blankets, Hangers, Socks, Plaster, Stum, Flying Birds, Whips, Balloons, Mats, Cans, Ball Game Specials, Bingo Merchandise. Catalog Now Ready—Write for Copy Today. IMPORTANT: To Obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested in. ACME PREMIUM SUPPLY CORP. 1111 South 12th, St. Louis 4, Mo.

M. HORWITZ & SONS Announces SENSATIONAL CANE CLEARANCE! "Our Only Products Is Canes" Since 1896—Sensational. Our newest line of Straight Carnival Canes has gone over so big we are adding more colors. Clearance canes are 3/4"x38" (without crook handles), in gorgeous metallic blue colors, white knob handle, nickel-plated steel tip, gold tassel. All perfect, no seconds. Clearance price; Only 20¢ per cane. Minimum order 300. Immediate delivery. 1021-23 CALLOHILL ST.—PHILADELPHIA 23, PA. LOMBARDO 3-6044

KIPPS HAS THE HOTTEST ITEM TODAY Wacky-Quacky Duck Rubber animated duck—waddles and quacks when rubber bulb is squeezed. Yellow with red and blue trim. 3" long, 2" high, 20" tube. DOZEN \$ 2.25 GROSS \$ 24.00 Include postage with order. 25% deposit required on C.O.D. orders. KIPP BROTHERS Wholesale Distributors Since 1880 240-42 SOUTH MERIDIAN ST. INDIANAPOLIS 25, INDIANA

BRONZE WESTERN SADDLE HORSES Height and Dozen Price: 10 1/2" \$16.80 5 1/2" \$6.00 25% Deposit Required With Order F.O.B. Chicago. Wholesale Only. COOK BROS. 916 S. Halsted St. Chicago 7, Ill.

Take the lines of least resistance with NAME BRANDS THE HOUSE OF NAME BRANDS Continuous Supply. All items stocked for immediate pick-up. All orders shipped same day as received. WHOLESALE ONLY. Send for free catalog. H. B. DAVIS CORP. 145-B West 15th Street New York 11, N. Y. NEW! 100 Feet of 48 12"x18" Pennants. All-Weather Durafilm, Only \$6.00. Money refunded if not satisfied. MYRLO COMPANY Dept. B 2168 W. 25th Cleveland 13, Ohio

EXTRA SPECIAL DEAL Bulova, Waltham, Elgin, Benrus, Gruen Watches. \$9.95 ea. For agents and women, new model cases and dials. Reconditioned and guaranteed like new. Yellow Exp. Band, 95¢ add. Save \$15.40 on This Deal—6 ass't above \$9.95 Watches and 6 95¢ Bands to match. All for \$50. Send for Our New Big 100-page 1955 catalog, only 25¢ (refunded on your first order). Wholesale only, 25% with order, balance C.O.D.—5-day money-back guaranteed if not satisfied. JOSEPH BROS. 5 S. Wabash Ave., Chicago 3, Ill. "The Watch and Diamond House"

with it since 1907 ENGRAVERS No. 100 Men's All Aluminum Idents \$13 Gr. No. 102 Double Heart All Aluminum Idents \$13 Gr. No. 14 All Aluminum Grab Bag Idents (not seconds) \$7.50 Gr. Send for New Catalog—We Pay Postage on All Prepaid Orders Except Airmail. All Phones: Waterfall 9-8855 Originators of the All-Aluminum Idents. MILLER CREATIONS 7739 Avalon Chicago DAY & NIGHT SERVICE

BULOVA-GRUEN-ELGIN FREE Write Today for Free 40-Page Catalog. Please State Your Business. REBUILT AND NEW WATCHES STERLING AND R. G. P. RINGS COSTUME JEWELRY RELIGIOUS ITEMS PERFUMES WE WILL NOT BE UNDERSOLD MURRAY SALES CO. 413-415 SO. LOS ANGELES ST. LOS ANGELES 13, CALIF.

You Can't Beat BRODY for Merchandise We Carry a Complete Line of TOASTERS—Kitchen Utensils—ALUMINUMWARE—Irons—GRIDDLES—Waffle Irons—BABY DOLLS—Boudoir Dolls—PLUSH ANIMALS—Plastic Goods—HORSES—Toys—CLOCKS—Dolls—CARNIVAL GOODS—Plastic Dolls—BALLOONS—PREMIUM GOODS—WATCHES—Glassware—ASSORTED NOVELTIES—Household Goods—Lamps. 72-PAGE CATALOG AVAILABLE FREE. SEND for Your Copy Today. M. K. BRODY 1116 S. Halsted St., Chicago 7, Ill. L. D. Phone: MOnroe 6-9520 In Business in Chicago for 37 Years

REGULAR CLASSIFIED ADS... Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 15c a word—Minimum \$3. CASH WITH COPY.

DISPLAY-CLASSIFIED ADS... Containing larger type and white space are charged for by the agate line, 14 lines to the inch. (No illustrations or cuts.) RATE: \$1 a line—\$14 per inch.

Forms Close Thursday for the Following Week's Issue

AN OLD ESTABLISHED ADVERTISING Agency specializing in Yearbooks has opening for man who is thoroughly experienced in this field, to hire and manage telephone and outside solicitors. The office will be located in Western Pennsylvania, and the man selected must have a good background, come well recommended, absolutely sober and honest. To such man we can offer a permanent position with excellent possibilities. Do not answer this advertisement unless complete information is given, which will be held in strict confidence. P. O. Box 2003, Philadelphia 3, Pa.

ATTRACTIVE GIRL FOR MIND READING act. You will headline act; no experience necessary. Quentin Till, Box 768, c/o Billboard, Chicago, Ill.

EXPERIENCED GIRL AERIALIST FOR high outdoor act, season 1955. Top salary. State all first letter. Jerry Martin, 8312 Florida Ave., Tampa, Fla. de25

GIRL—INTERESTED IN ACROBATICS and trampoline tumbling. Will teach. Room and board, costumes and salary. Year around work. Describe yourself. The Pattersons, 2902 East 118 St., Cleveland 20, Ohio.

MUSICIANS FOR ESTABLISHED TERRITORY; sleeper-bus; guaranteed salaries; styled, 2 beat commercial. Bob Calame, 2107 N. 18th St., Omaha, Neb. de25

MUSICIANS FOR TRAVELING TERRITORY band. Guaranteed salary. Sleeper bus. Box C-144, c/o Billboard, Cincinnati 22, Ohio. ja8

SECTION TENOR MAN FOR TENOR BAND. Contact Jess Gayer Orchestra, 2023 N. Huston, Grand Island, Neb.

SINGING PIANIST-EMSEE ABILITY WITH "personality plus" for popular restaurant-lounge. Must be capable, recognizing, attracting, drawing and able to introduce amateur audience talent. Female or male. (Roy tapper, please answer.) Top pay. Union card optional. No floaters. Write, detailing past billings, giving phone number and date available to Elmer's, 829 Eye St., N.W. Washington 5, D. C. Tel.: Metropolitan 8-9171. No collect calls.

WANTED—EXOTICS, STRIPS, NOVELTIES; spend your winter here. Good salary and tips. Joe Spicola, Diamond Horse Shoe, 2501 Fourth Ave., Tampa, Fla. de18

WANTED—PIANO MAN, COMMERCIAL, hotel style tenor band. Work long locations only. Averaged 50 weeks a year last seven years. No use for temperament, drunks or characters. Must be good reader, play Latin, have show experience. Willing to work locations anywhere. \$100 weekly minimum guarantee. State age, full particulars, snapshot helpful. Al Overend Orchestra, 700 S. Salina St., Syracuse, N. Y.

WANTED—LEAD ALTO CLARINET MAN. Good reader for one of the top Midwest polka bands. Immediately. L. A. Berz, Viking Band, Albert Lea, Minn.

AT LIBERTY—ADVERTISEMENTS 5c a Word Minimum \$1 Remittance in full must accompany all ads for publication in this column. No charge accounts. Forms Close Thursday for the Following Week's Issue

CIRCUS & CARNIVAL THE GREAT KELLY—"RIDE OF DEATH," Bicycle Chute Act, the world's only thrill show act crashing fire and solid glass walls. Mike Kelly, Goshen, Ind. jal

MUSICIANS AT LIBERTY—TWO ALTO SAX CLARINET, tone men; versatile. Can blend with any section. Joe Caldarella, 43 1/2 S. Hallock, Kansas City, Kansas. de25

BASS, DOUBLING GUITAR VOCALS AND impersonations. M.C.; have car unnumbered. Wire or phone 28-171. 1308 South Main St., Minot, N. D. Ding Eler, de25

DRUMMER AT LIBERTY—SHOW AND dance drummer. Just finished 32 weeks city show. Ride, swing and groove. Cut anything. Hillbilly. Dixieland W. G. Scott, General Delivery, Miami, Fla.

FIVE OR SIX PIECE GIRL COMBO AVAILABLE; nice wardrobe; prefer supper club or hotel. Popular dance music, Latin, Dixieland, novelties. Box C-148, c/o Billboard, Cincinnati 22, Ohio. jal

GUITAR—ELECTRIC LEAD OR RHYTHM; read or fake; popular style; good voice. Well experienced, white, Florida or vicinity only. Alfred Bronson, General Delivery, Coral Gables, Fla. de25

LEAD TRUMPET, BASSMAN—BOTH name experience. Prefer location. Any style or type. Musician, Room 19, Francis Hotel, Winston-Salem, N. C. ja15

MODERN ELECTRIC GUITARIST—WELL experienced. White. Ph. 2311, between 7:30 a.m. till 5:30 p.m. Sesser, Ill. de18

PARKS & FAIRS AVAILABLE NOW—FOR INDOOR AND outdoor events; high-class Novelty Trapeze act. For full particulars, literature, etc., address Charles La Croix, 1304 South Anthony, Fort Wayne, Indiana. Telephone Eastbrook 3312.

BALLOON ASCENSIONS, PARACHUTE jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. de25

DEATH PLUNGE INTO SUICIDE POOL—World Fair high-diving attraction; featured by Fox Movietones. Comprising ring of spears, blazing gasoline, complete revolution high up in mid air, etc. Bad weather or a competitive attraction can't affect its power in drawing power of this act. Cadillac quality; Ford priced. Capt. McDonald, 456 Lamphier Place, Warren, O. Tel. 45337. de18

VOCALISTS "ENCHANNERS," COLORED VOCAL quartet. Radio, T.V., stage stars; seeking agency connection. Contact "Nashe" Barancotto, Box 243, Lockport, N. Y.

CIGARETTE LIGHTER CHROME, Table or Pocket Models. Size 1 1/2x1 1/4. Guaranteed Regular Value 99¢ Each. 2 Doz. for \$8.95 Send Cash, Check or Money Order to GENERAL R. & S. F. CO. 919 W. Girard Ave. Philadelphia 23, Pa.

BUY WHOLESALE Save up to 50% on BIG NAME MERCHANDISE! Send 50¢ Coin or Stamps for Catalog. Same Refunded with first order. GALENTINE COMPANY Dept. B, 519 East Jefferson Blvd. South Bend 17, Ind.

GIVE TO DAMON RUNYON CANCER FUND

BEAUTIFUL CROSS

MIRACLE CROSS

When you place the center to your eye you can see the **LORD'S PRAYER** clearly and distinctly.

A REAL MONEYMAKER

2999-N. Set with 12 brilliant cut stones. Chain and Cross in beautiful nickel silver finish, soldered links. **\$4.25** Doz. **\$48.00** Gross

2999-G. Same as above, heavier chain in beautiful gold finish. **\$6.00** Doz. **\$66.00** Gross

PROVIDENCE RING CO.
49 Westminster Street, Providence, R. I.

LITTLE ATOM

World's Smallest Pistol

COMPLETE WITH RAMP AND YOUR CHOICE OF LEATHER HOLSTER OR BLANKS

ACTUAL SIZE

Dealer's Cost... **\$1200** DOZ.

List... \$1.95 ea.

Actually shoots blanks with terrific report... sells on sight with a bang!

DISPLAY CARD MOVES 'EM FAST

Jobbers, Distributors, write, wire or phone for quantity prices. Also write for '54 Catalog.

G & S Mfg. Co. Dept. B, 514 Deaderick, Nashville, Tennessee
1312 So. Los Angeles St., Los Angeles 15, Calif.

INDISTINGUISHABLE NEW WATCHES

BULOVA—BENRUS—ELGIN—GRUEN—WALTHAM. REPOSESSED MEN'S, LADIES' WATCHES. INDISTINGUISHABLE FROM NEW. ORIGINAL FACTORY MODELS. CASE AND DIALS GUARANTEED IN PERFECT CONDITION.

25% with Order, Balance C.O.D. For Resale Only.

5-Day Money-Back Guarantee If Not Satisfied.

Save Postage and C.O.D. Charge, Pay in Full by Money-Order.

Nationally Advertised Swiss Watches. Not Pin-Levers.

17J \$8.50

Men's Water-Resistant, Men's, Ladies' R.C.P. Cases, Rhinestone Dials. Above priced do not include Watch Bands. Men's Nylon Strap, 50¢; Ladies' Cord Band, \$1. Ladies' Gold Filled Expan. Band, Reg. \$3.95 for \$1.50; Men's Gold Filled Expan. Band, Reg. \$4.95 for \$1.45; Men's G.F. Photo I.D. Watch Band, Reg. \$8.95 for \$3.75.

JOHN A. HYATT
1229 E. Cooper Dr., Lexington, Ky.
(If temporarily out of numbers ordered, we reserve the right to substitute Watches of equal value.)

FREE-FRISCO SPINDLE WHEEL & BUMPER GAME

Write today for complete details

- HAND POLISHED ALUMINUM IDENT'S \$7.50 Per Gr.
- GRAB BAG RINGS \$5.00 Per Gr.
- HEART & DISC PENDANTS \$39.00 Per Gr.
- NICKEL PLATED MEXICAN EARRINGS \$5.40 Per Gr.

SEND FOR NEW CATALOG TODAY
We pay postage on all prepaid orders except Air Mail.

FRISCO PETE
226 S. Wells St., Chicago 5, Ill.
All Phones: Franklin 2-2567

BIG FREE CATALOG

- Jewelry, Watches, Appliances & 1001 Name Brand Items.
- Space on Cover for Own Imprint.
- Sell the Nationally Advertised Brands which Are Pre-Sold for You!

HARRY COHON & SONS, INC.
1065 Utica Ave., Brooklyn 3, N. Y.
"TRADE WITH THE HOUSE THAT HELPS YOU SUCCEED"

MERCHANDISE FOR SALE

PARTY HATS, sets of TEN; LADIES and GENTLEMEN. Individual Gags. Night Clubs, etc. Price 5¢ per set.

P. O. Box 251
Guilford, Connecticut

Letter List

Letters and packages addressed to persons in care of The Billboard will be advertised in this list only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held. Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE

2160 Patterson St. Cincinnati 22, O.

- Parcel Post**
- Burdge, Michaela Alice, 35¢
Colson, Virgil, 40¢
Kaibauha, Wm. & Osa (License Plates), 15¢
- Marshall, Mrs. Richard (Books), 30¢
Payne, Esther, 30¢
- Adams, Candy & Mrs. Finstineteno, Tony & Alfredo, Al
Allen, Dan Vinson
Allen, Jean (Fisher)
Alles, Wangita Hug
Anderson, Jack & Marie
Andreas, Frank
Armano, Bill
Armstrong, Shelia
Armstrong, Hazel
Arnold, Richard Lee
Ashley, Earl
Austin, Wm. R.
Ayers, Bill (Troy)
Ayers, Ray
Bailey, Alfred E.
Bailey, Bob Curly
Bailey, Catherine
Baker, "Peasutne"
Baldwin, Billy
Barfield, James
Barlow, Harry T.
Barnes, Harold
Barr, C. E.
Barron, Saul
Beall, Hiram
Beardrow, Pete
Bennett, Albert
Bennett, Tommy
Bernst, Buddy
Bernstein, Harry
Bennett, Mrs. Virginia
Bentum, Luther
Birchman, Bud & Bessie
Bishop, Brownie & Mrs.
Bishop, J. R.
Blach, Lewis Cyril
Bloom, Bobby
Blum, John A.
Born, Henry
Bouchard, Paul
Bowen, Margaret M.
Braden, Roy
Breckenridge, Edw.
Brennan, Terry
Briggs, Bill
Britton, Dorothy
Britton, Lawrence G.
Broeffie, Mrs. Barbara
Broeffie, H. J.
Brooks, R. J.
Brookshire, Sue
Brown, Clarence
Brown, Fitzie & Mrs.
Brown, Morris
Brown, Wendell S.
Bruce, Mrs. Trudye
Bryer, Jack
Buchanan, Fred
Budd, Charlie
Burdge, Michaela Alice
Burke, Pearl
Burns, Wm.
Burridge, Frank
Butler, Luther E.
Butler, Bill
Butler, Harry
Campbell, Clarence
Campion, John Warren
Cantrell, Slim & Mrs.
Carawan, Bernadine
Carson, M. K.
Carson, Leo & Son
Carter, Clifford
Carter, Jack K.
Caruso, Sam
Cash, Albert B.
Chambers, Delores
Chambers, Ingram E.
Chambers, Otis
"Chappie"
Chambers, Robert
Chapman, Mrs. Edna
Chicobee Sr., Jimmie
Clark, Edly
Clark, Fenley
Clark, Vaughn S.
Clarke, Rachel May
Clawson, Ralph
Clewinger, Fred L.
Clippard, Harold & Mrs.
Clyde, Sandy
Coffman, Verlin
Cohen, James
Cohen, Milton
Cohen, Bertha
Collins, Robt. L.
Colman, W. R.
Cordery, Justin
Conley, Mrs. W. T.
Cooper, Roy
Conte, Andre
"Frenchie"
Costner, Harry B.
Courtney, Art & Myrtle
Cowan, Tiny (Fat Man)
Collins, Bill J.
Conn, Andre A.
Cooke, Monya
Cox, O.
Cox, Jimmie
Crowe, Chas. H.
Curtis, Mrs. Harold
Curtner, Mary
Cutler, Nathan
Dailley, Jack & Mrs.
Dale, Arthur S.
Daniels, Anna Louise
Davis, C. C.
Day, Robt.
DeLeon, George E.
DeLong, Mrs. Rose
DeRue, Mrs. Delliah
Dean, Dottie
Dean, Marvin Edw.
Dentiro, Johnny
Dempsey, John & Mrs.
Denaga, Jos.
Deibert, Ed
Despina, Rose
DeWinter, Ann
Denis, Prince & Ethel
Dicenno, Nana & Mrs.
Dimmer, Jr., R. G.
Docen, Clarence & Clyde
Downs, Jack
Driscoll, Joe
Duma, Chuck
Dumont, Maurice
Dunnink, Don, Mgr.
Dupree, James & Mrs.
Ebensperger, Douglas E.
Eddy, Samuel
Edlin, Ted
Edwards, Leon
Elder, Charlie W.
Eldridge, C. E.
Elliot, Jack K.
Elrod, Jack
Emswiler, Mrs. Sadie
Engel, Tommy
Engel, Mrs. Virginia
Engel, Mrs. Matthew
Enos, Master Rudy
Eppels, Sammy & Mrs.
Erwin, Lee O.
Evans, Bill & Mrs.
Ewing, Bert
Farrell, Pat & Mrs.
Farrell, Wilbur & Mrs.
Ferenzi, James V.
Ferrier, Eddie & Mrs.
Finkstein, Danny & Marge
Finstineteno, Mrs. Irene
Fitzgerald, Evelyn
- W. Lyles, Cal
McCarthy, Charles
McDaniels, Grace
McGarry, R. G.
McGary, K. C.
McKinley, H.
McGregor, Robert
McGregor, Robert (Custard King)
McHugh, Bill
McIntyre, Bill & Mrs.
McLendon, Louis
McManus, T. J. & Mrs.
McMinn, F. M. & Mrs.
McMurray, Edw. Q.
McSpadden, Dick
Mack, Robert L. (not Mock)
Magid, Chuck
Mannas, Harry
Manley, Dick
Mancuso, Sam
Marchand, Noah & Mrs.
Maricle, R. A. Mrs.
Marinelle, Harry
Marshall, Pfc. Artie
Marlin, Edward
Mason, Frank
Martin, Mertie
Mason, John
Matter, Clifford A.
May, Mrs. Anna
May, Frank
Mercer, Ned
Merrell, Speedy
Merritt, Mamie Ruth
Meyer, William
Meyers, Earl & Mrs.
Miller, Cash & Mrs.
Miller, Fred
Miller, Ralph A.
Miller, Frank
Miller, Wilbur & Mrs.
Mitchell, Frank
Mitchell, George
Mitchell, James
Mohr, Charles
Monroe, Jack & Bill
Montford, Stanley
Mooney, Tommy
Moore, Eddie
Moore, Frank
Moore, Steve
Moore, Helen
Moore, Gus Harry
Morgan, Pvt.-2 John
Hail, Duke & Mrs.
Morris, Allen & Alta
Mounds, Homer
Mulvaney, Bob
Murphy, Bob
Murphy, (Electrician)
Murphy, Harold
Murphy, Thomas
Murray, Jess & Mrs.
Naisworth, Jack
Nazar, Nick & Mrs.
Nelson, Mrs. Babes
Nelson, H. A. & Mrs.
Nemitz, Earry & Mrs.
Neville, Jack
Newell, Tex
Nifong, Dwight
Norton, Frank
Norman, Jack F.
O'Brien, Jerry
O'Connor, John
O'Day, Jim
O'Hagan, J.
O'Hara, Mrs. Dorothy
O'Riley, Jimmie & Mrs.
O'Satvrae, Harriet L.
Oddi, Joseph
Oliver, J. L.
Oltmans, John G.
Osborne, Paul & Mrs.
Owens, Buck
Page, Jay (Zarilla)
Palmer, William
Palmer, Dick
Pannebaker, George
Parker, Vic (Parker Bros.)
Parson, Joseph
Patrick, Charles
Pawling Circus Co., Inc.
Pearson, Carl
Pease, Jr., Lucius D.
Peck, Richard (Lucky)
Peele, Freda, Sam
Perry, Marylin
Peyton, Ronnie & Mrs.
Phillips, Charlie & May
Phillips, William
Pike, W. D. & Mrs.
Pinell, Danny
Pode, Bill
Postak, Wm.
Postak, Jack (Gen. Agt.)
Potter, Jimmy
Povill, Spedy
Price, Franklin (Mac)
Price, Mrs. Martha
Price, Ted
Puga, William B.
Pulley, William S.
Qualls, Veotia
Quest, Irving & Mrs.
Quigley, Joseph
Rambo, Wesley
Ramsey, James T.
Randi, Robert (Gen. Agt.)
Randow, Gene
Raye, Ginger
Re, John J.
Redmond, William
Reeder, Edwin C.
Reese, Barney C.
Reagan, Slim
Renee, Cleo (c/o Mr. Rice, Jeff Regnier)
Reut, James
Reynard, Albert D.
Reynolds, James
Rice, George (Hirman)
Rice, G. L.
Richards, Earl J.
Richards, Ricky
Riff, Frances
Riffle, Lewis
Rifle, Mrs. Lewis
Ripley, Mrs. Flo
Roberts, Mrs. Dorothy
Robinson, Elsie
Robinson, Gordon
Rogers, Mark
Rosenfeld, Sol
Rose, Louis
Ross, Jack
Rossel, Eddie
Roth, Joseph
Royal, Mrs. Jack
Rucker, E. H.
Rue, Dottie
Ruff, Jack
Rumble, Dink & Mrs.
Ruscitto, Carmella
Ryan, Dick
Sands, John
Sauls, Mrs. Eugene
Savage, Mrs. Alfred
Scatton, Sammy
Schultheis, Eugene
Schuyler, Walter
Scott, Eddy (Annabel)
Seifer, H. L.
Sens, Casey & Mrs.
Seydel, Don
Sharkey, Gene
Sharrer, Chas. (Red)
Shelley, Mrs. Robt.
Shine, Mr.
Shipp, Mrs. Eula
Shon, J. E.
Signor, Art & Mrs.
Simons, Leonard
Sisco, R. H.
Slaughter, Kenneth
Slawson, Harry E.
Smiley, Harry & Mrs.
Smith, Bill
Smith, Robert W.
Smith, Stella
Smith, White
Snell, Jim
Snyder, Arnelde M.
Snyder, Henry
Sonderland, Capt. Karl
Soret, Joe
Sowles, Lloyd & Mrs.
Spartan, Buddy
Sproull, A. J.
Stacy, Mrs. Honey
Stanley, Jr., Richard
Star, Hedy Jo
Steel, Eddie
Stephens, Harry & Mrs.
Stevens, Bob & Mrs.
Stevens, Jolly Bert
Stevens, S. (From Navy Dept.)
Stoltz, Lloyd & P.
Stone, J. M. & Mrs.
Strieber, Harry & Mrs.
Streit, Phil
Stuart, Frank (or Jimmie Schumde)
Stuart, Frankie W.
Stuber, Mrs. White
Sunderlin, Philip
Sylvester, S. & Mrs.
Tate, Mrs. Essie
Tate, Lester A. Jr.
Taylor, Carl K. Mrs.
Taylor, Charles A.
Terrell & Terrell
Tetta, Jr. Fletcher
Thomas, Harry
Thompson, Russell
Thompson, Tommy
Thorne, Whitey
Tobell, Allen
Todsfield, C. E.
Townsend, Otis & Hazel
Traylor, Dick & Mrs.
Trooper, Helen & Johnnie
Tumbler, Bill
Tyrrell, Cliff
Uncle Joe's Amuse. Co.
Valentine, Freddie
Valier, Buddy
Vigus, C.
Walch, Charlotte
Walker, (Olympic Bears)
Walker, Alcohol
(Slim) (Train Hand)
Wallace, Burt & Mrs.
Walton, Louis
Ward, J. Robert & Mrs.
Warner, Dock & Mrs.
Warner, Frank & Betty
Waters, W. R.
Webb, Virgil & Mrs.
Wedund, John
Weiss, Louie
Weich, Dennis & Mrs.
Weller, Mrs. S. E.
Wells, Sam
Westover, Billy & Mrs.
Wetherbee, Ann & Harold
Wilder, Dorothy
Williams, Lawrence L.
Wilson, Clyde H.
Wilson, Joseph
Wilson, Robert E.
Willase, Cash & Mrs.
Winzheimer Roy
Wood Jr., Lowell
Wood Jr., Joseph
Woods, Wilbur
Yarnall, Bob (Otto)
Young, My Eye
Young, J. K.
Young, Larry & Lottie
Zarlington, Mrs. Bonnie
Zieta

MAIL ON HAND AT NEW YORK OFFICE

1564 Broadway New York 36, N. Y.

- Brown, Jim (Circus Clown)
Burkem, Frank
Casey, Dorothy
Evans, Arthur
Gayer, Peter
Kelly, John
King, Frank
Kosar, Chas. (Kid)
Krasner, Danny
Lisony, Joe
Nadje, Jean
Osoyko, Frances
Reynolds, Rae
LaMorris, W. F.
McNeil, Scotty
Nichols, Les (9¢ due)
Newman, Peter C.
Pancoska, J. J.
Patterson, Matthew C.
Ross, Jack R.
Robertson, Scott
Salone, Larry
Scott, Larcadio
Shannon, Ed
Shelby, Mrs. Hank
Siebrand Bros.
Circus & Carnival
Smith, Joseph
Swift, Howard
Watman, Tonetta
Zimmer, H. E.
Zimmer, Jack

MAIL ON HAND AT CHICAGO OFFICE

188 W. Randolph St. Chicago 1, Ill.

- Ashley, Earl
Boehm, George P.
Brown, L.
Burr, Clarence
Burton, Bobby
Carter, Nick
Carter, Red
Davis, Frank H.
Edwards, Justus
Gervassi, Mrs. Rosita
Shannon, Ed
Shelby, Mrs. Hank
Siebrand Bros.
Holly, Howard
Hoy, Jack
Lindsay, Harold
Littlejohns, The
Louis, Mr. & Mrs.
Lumsden, Robert

MAIL ON HAND AT ST. LOUIS OFFICE

390 Arcade Bldg. St. Louis 1, Mo.

Parcel Post
Fraker, Marion, 27¢ Wright, Gerard R., 12¢

- Ackley, J. W.
Albert, E. J.
Alexander, Mr. & Mrs. Eimer
Alvey, Mrs. Elizabeth
Armstrong, Bob & Shortstock
Ashley, Earl
Baker, Mrs. D. C.
Barfield, John W.
Batman, R. T.
Bell, Adron E.
Bell, Joseph
Bentley, Claude
Blakely, John
Bondrake, Mrs. L. D.
Borror, Frank
Boushler, Chas.
Boudreau, Pete & Gil
Boyer, Jack
Bryer, Harry
Bennan, Mr. & Mrs. H. J.
Brown, Carl
Bryer, Orrie
Bumgardner, Mrs. Lee
Burton, Mr. & Mrs. Jack
Burvatim, Sanford
Buttler, Peaches
Campbell, William
Canipe, Walter E.
Cannova, Vincent A.
Carlie, Hank
Carpenter, K. L.
Carpenter, Walter E.
Carroll, Isabel
Cash, John S.
Chesher, Elizabeth
Chisholm, Dave
Clark, Danny & Lil
Clark, Jack
Clark, Vaughn S.
Coe, Carlton C.
Cox, Frank (Cotton)
Crews, Jack
Davis, Eugene N.
Dennis, Mrs. Jacqueline
Davis, Jimmy
Dion, Theodore R.
Douglas, Janice B.
Duffy, Mr. & Mrs. B. J.
Duprez, Julianne
Elam, Mrs. Harold
Eddels, Harry F.
Eiders, Mr. & Mrs. Charley
Ellis, Frank
Erickson, Eric
Evans, Evan Milton
Fent, Charles H.
Ford, Ted R.
Freeman, Murrell
Fultz, Charles
Ganote, W. D.
Gill, Frank C. L.
Gerstner, Edward J.
Good, Buyl
Good, O. S.
Goodrich, Bill & Babe
Grantham, B. O.
Graves, Floyd A.
Grutel, Alfred E.
Grutel, Jack
Hagen, Orville L. Sr.
Hager, J. R. (Speedy)
Hall, T. J.
Hander, Bill
Hoffman, Joseph G.
Holston, Mrs. Rose
Humphries, C.
Impudigal, Mrs. Lucille
Jennings, Harold
Kennedy, Bill
Kenosian, Robert
Kraeger, Walter
Killey, Jean & Loy
Lay, Waldo K.
Lee, Robert
Lewis, Sam
Lewis, Ruth Anne
Little Wolf, Chief
Little Wolf, Earlene
Llewellyn, John G.
Lott, Mrs. Marie
Lower, Mrs. Katherine
McDaniel, Norman
McLeondon, Leon
McSparran, William
McSparran, Perry
Malke, Mrs. A. M.
Marchand, Mrs. N.
Melbye, Viggo
Meyers, Fred
Meyers, Roy
Michils, Mr. & Mrs.
Miller, Adella
Mitchell, Raymond
Moore, Jack B.
Moffett, Len
Moreno, Geraldine
Moreno, Tito M.
Morzari, Arthur Wm.
Nassworthy, Jack
Neal, Jack
Neelson, Joe
Neelson, L. M.
O'Brien, Donald
O'Connell, Jack
Parrish, Dale
Patterson, John B.
Patterson, Pat
Popham, Albert
Qualis, Mr. & Mrs. Harold
Rambo, Tex
Raymond, Mr. & Mrs. Charles
Red Blanket, Thomas G.
Rodgers, Pearl
Ringold, Louis
Rose, Louis
Ross, Jack
Rowe, Jack
Rue, Mrs. Beth
Ruse, Mrs. Carol
Sandusky, Durward
Shelley, Robert
Shipley, Leonard L.
Silcox, Mrs. Beulah
Sima, Joe
Smith, Mr. & Mrs. John P.
Specht, Lowell
Stages, Huei J.
Sterner, Connie
Stoltz, L. F.
Striegel, Georgia
Summers, Mrs. Anna
Taylor, Mrs. Maudie
Thomas, Joe
Thompson, Mr. & Mrs. William
Thornton, C. L.
Trohanovsky, Alex
Turner, Marie & Albert
Walters, Curley
Waters, Arden
Watson, Frederick
Wells, Izzy
Wells, Sam
Welch, Richard
Wetherbee, Mrs. Harold
Whalen, Thomas & Betty
White, Mrs. Worth
Whitson, Leldon W.
Widaman, Artie
Widaman, Mr. & Mrs. Ed
Wildrick, Elmer
Williams, John
Woodward, Mrs. E.
Wigglesworth, Allan
Yoenker, Anna

RAKE COMPANY

708-M Sansom Street Philadelphia 4, Pa. MA 7-7428
609-M Springs Garden St. Philadelphia 23, Pa. LO 3-7864

GLAMOUR STYLE HOLLYWOOD EARRINGS!

\$36.00 gross
\$3.50 in dozen lots

Sensational Sellers! All popular styles that women desire. Large DANGLES, small DANGLES, TAILORED, RHINESTONE, BUTTON TYPE with screw-on earwires or for pierced ears. Many summer styles! THE YEAR'S HOTTEST EARRING PROMOTION! Immediate delivery. Sold 1 dozen styles (assorted) to package. 144 different styles.

Also Available—**SCATTER PINS (boxed) in pairs, \$3.25 per doz.**

25% deposit on all C.O.D.'s. 100 other jewelry items! SEND FOR 32-PAGE 1954 CATALOGUE!

PACKARD JEWELRY CO.
220 Fifth Ave. New York City

MERCHANDISE TOPICS

Continued from page 52

hangers equipped with different colored protective wooden knobs, and comes with a gadget eye of plastic, with rolling eyeball that should delight the youngster. Ears and tail are of leather. The item creates a desire on the part of the youngster to hang up garments which would ordinarily be tossed in a chair or on the floor, thereby developing neatness. Easily attached without special tools, the novelty hanger retails for \$1.98 postpaid.

A new vest-pocket slide-rule combines a pencil, detachable straight-edge, measure, eraser and lead chamber, calculator and cursor and an attractive pocket clip. The six-inch metal and plastic Devco instrument has accurate scales permanently marked by a specially developed process. Weighs less than an ounce and is smartly packaged with full instructions. Six scales, single color, \$3.98, or eight scales, two writing colors, \$5. The manufacturer is Devco Development Company, New York.

Designed to furnish fun and excitement for boys and girls in all age brackets, a new scientifically engineered, wooden construction set called Space Builder has just been announced by Industrial Trends, Inc., Chicago. The set consists of 138 pieces, which may be built into interesting geometrical designs, scientifically correct, which adds educational advantages not offered in other sets. The inexpensive set provides a means for children to learn co-ordination, co-operation and friendly competition. Attractively boxed, it retails for \$8.95 per set.

The Best Sales Boards and Jar Games

Write for information and prices.

GALENTINE COMPANY
Dept. B, 517 E. Jefferson Blvd. South Bend 17, Indiana

30th ANNIVERSARY SALE BINGO CARDS

Sets from 100 to 6000 cards. No duplicate cards.

Lightweight Cards \$12.50 M.
Mediumweight Cards 21.50 M.
Heavyweight Cards 27.00 M.

All cards in choice of 5 colors (red, blue, green, brown & black)
Large size Featherweight sheets \$1.00 M.
Electric Blowers, \$139.50.

VIDEO BINGO

A new pull ticket game. This offer good only to Jan. 15, 1955.

K. & B. CARD COMPANY
348 BROAD STREET
P. O. BOX 126
WADSWORTH, OHIO

WORLD HEADQUARTERS FOR RINGS OF ALL KINDS

- EARRINGS
- BOXED COS-TUME SETS
- WATCHES
- NOVELTIES

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STERLING JEWELERS

PHONE: ADAMS 4621 44 E. LONG STREET, COLUMBUS, OHIO

NEW YEAR'S SUPPLIES

Crepe Form Hats w/Metallic Trim \$ 8.40 gr.
Metallic Form Hats 10.90 gr.
#18 Metal Horns 17.50 gr.
#12 Metal Horns 9.00 gr.
Jumbo Metal Hoemakers 9.20 gr.

1/3 Deposit With Order, Balance C.O.D.

Schaffur Novelty Co.
144 Park Row New York 7, N. Y.

CHAIRS-TABLES

IMMEDIATE DELIVERY
138 STYLES • STEEL • WOOD
FOLDING • NON-FOLDING
ON CHAIRS MINIMUM ORDER IS 4 DOZ.
STATE QUANTITY NEEDED—ASK PRICES

Adirondack Chair Co.
Dept. T-4
1140 BROADWAY (27th St.) N.Y. • MU 3-4634

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Reasons for Fear

• Continued from page 1

in the records of previous hearings. But a Commission quite properly may find the juke box operator is willing to pay more to songwriters and publishers if reasonable payments will spell the end of ASCAP's annual attempts to put the juke box industry in the same category as radio, television, ballrooms, etc.

Commission's Powers

Just as a Fact-Finding Commission can talk directly to operators, by-passing MOA, so can a commission talk directly to songwriters and publishers, by-passing the licensing organizations. Such a direct means of ascertaining the basic facts and the personal interests of individuals in all phases of the Music industry would seem logical, in view of MOA's complete opposition to ASCAP, and the latter's insistence that the juke box exemption must be removed.

A Fact-Finding Commission will be able to examine all the complicated economics of the entire music industry, including the types of music royalties and music uses which are part and parcel of this controversy.

For example, juke box operators feel they are paying songwriters and publishers for the use of the music these men create and exploit. They believe they are doing this thru the mechanical royalty, a fee fixed by law at 2 cents per side. In the minds of the operators, this royalty totals a considerable sum—for unlike radio, for the most part, or television, the operator buys his records. The juke box, in other words, represents a real record market in addition to its value as a promotional medium for songs. And because records represent a sizable business cost to the operator, he tends to brush aside the argument that what is involved is performance right rather than a mechanical right.

ASCAP Obligations

ASCAP, in its allocation of funds, has felt morally obliged to provide an incentive for music on a broad basis. It never forgets its financial obligations to those writers who once were but are no longer productive. For this—as well as other reasons—it can be said that ASCAP's distribution goes into the pockets of writers and publishers, but the distribution does not go directly, or totally, into the pockets of the copyright holders of a specific song.

In contrast, mechanical royalties from a song go direct to the specific songwriter and publisher of that song. These royalties are paid by the disk manufacturer to the publisher, who divides them with the writer. ASCAP does not administer these royalties.

Only a Fact-Finding Commission is in a position to determine whether writers and publishers are getting their fair share; only such a Commission can place in proper perspective the different types of royalties and music uses. Only such a Commission can objectively weigh all the moral and technical issues and resolve the conflicting points of view.

Suggested Legislation

Legislation could propose the establishment of such a Commission by the President. The membership of such a body generally includes impartial citizens, and could include, ex-officio, several Congressmen. At the discretion of the President, representatives of different segments of the music industry could be named. The initial legislation would also outline the Commission's purpose—exploration of the Copyright Act's effects on all facets of the Music industry.

What would be the Commission's authority? It would have power to assemble a competent staff, work closely with individuals as well as all groups involved in the controversy, and prepare a report. It is customary to set a time limit for the report, and in the case at hand one year has been suggested as reasonable. This would give the Congress, which created the legislation calling for the Commission, the opportunity to study the report and act upon recommendation therein.

We consider such a Commission the best means of correcting inequities where inequities exist. Let us not repeat the same wasteful, abortive performance we have seen in past years.



REX SHRIVER

Rex Shriver Dies; Evans Exec. 25 Yrs.

CHICAGO, Dec. 11.—Rex Shriver, a well-known figure in the coin machine industry for 25 years, died Wednesday morning (8) following a brief illness. He would have been 68 December 30. General manager and right-hand man to the president of H. C. Evans & Company, Shriver (Continued on page 62)

UMO Votes In DeeJays, Maps Teen-Age Party

DETROIT, Dec. 11.—The city-wide teen-age jamboree planned for February and associate memberships for disk jockeys were the two discussion topics which occupied members of the United Music Operators of Michigan at their monthly meeting Monday (6) at the Fort Wayne Hotel. The new classification of asso- (Continued on page 60)

Dime Play Catches On In Hartford

HARTFORD, Conn., Dec. 11.—Juke box 10-cent play is catching on fast among the trade. Abe Fish, president of Music Operators of Connecticut, announced this week. Said Fish: "There are very, very few forward-looking music operators in the State who are fighting the State-wide trend toward 10- (Continued on page 60)

Wurlitzer World Meet Hosts 200; Award 21 Distribs

Largest Turnout in Firm's History; 20 Nations Represented; Map Sales

MIAMI BEACH, Fla., Dec. 11.—Over 200 persons—foreign and domestic distributors, company officials and wives—this week attended here the biggest world-wide sales meet of the phonograph distributor organization of the Rudolph Wurlitzer Company ever held.

The week-long meeting, which Wurlitzer announced was for the purpose of formulating sales plans for 1955, saw 21 distributors awarded for "outstanding sales performance for 1954."

An estimated 50 foreign distributors from 19 countries and all

U. S. distributors of Wurlitzer attended.

A series of conferences on both the domestic and export markets were held to discuss Wurlitzer's sales approach to get the increased business it expects in the coming year. According to A. D. Palmer Jr., advertising and sales promotion manager, "sales during 1954 were 50 per cent higher than the preceding year and plans were made to try to match this record in 1955."

Domestic sales conferences were held Monday and Tuesday. Meet- (Continued on page 60)

Omaha Ops Okay 10c for January 15

Map Conversion Move; Neb. Expected To Follow; Sked State Meet Dec. 11

OMAHA, Dec. 11.—Omaha, following the lead of other major cities, will convert to dime play. Nebraska is expected to follow suit.

Omaha's conversion date is set for January 15 and 100 per cent operator co-operation has been pledged.

Following a decision by members of the Nebraska Automatic Phonograph Operators' Association last Thursday (2) at a special meeting, a second meeting was held at the Hill Hotel Tuesday (7) to discuss details of a conversion move. Operators and distributors from

all over the State will attend a meeting in Norfolk, Neb., Saturday (11) and Sunday (12) at the Madison Hotel to discuss converting to dime play on a State-wide basis. The meet is the association's regular quarterly meeting and State convention.

There was 100 per cent agreement among operators to co-operate in a switch to a dime, all of whom agreed that the time is ripe for the changeover.

Three major phonograph distributors serving the area attended this week's meeting and agreed to co-operate in the move. They (Continued on page 60)

Juke Exports Top \$7 Mil in 9 Months

Dollar Volume Up 84% Over Same Period In 1953; See \$10 Million Mark Broken

CHICAGO, Dec. 11.—Juke box exports have grown into a \$10 million business.

Automatic phonograph exports should easily top that figure for the first time this year, with a nine-month dollar volume total of \$7,729,911 (including a conservative trade estimate for September). See accompanying chart in this section. This nine-month tally of 15,422

boxes represents an 84 per cent increase in exports over the same period last year, when 9,308 music machines, valued at \$4,189,008, were shipped.

The magnitude of the increase in juke exports to its present size can be appreciated when the expected \$10 million in music shipments this year is compared to the total record coin machine export (Continued on page 62)

MUSIC THIS WEEK

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

45's TAKE THE LEAD in the singles market as several coming moves by record manufacturers point out. Strongest possibility is the increase of the price of 78-r.p.m. single records to about \$1.00 while 45 r.p.m. prices remain the same.

THE STANDARD PRACTICE of holding up key releases during the pre-Christmas period seems to have fallen by the wayside. Many labels are turning out what they expect are hit records by top talents, despite the age-old practice of sticking to the standard Christmas sellers. Cover versions of hit disks are predominant.

BANDLEADER TOMMY DORSEY is getting ready to start his own record label on which, primarily, he will record his own band. He'll continue, however, to turn out records for the low-priced Bell label.

And many other informative news stories, as well as the Honor Roll of Hits and other operator charts.

Monthly Phonograph Exports

Nine-Month Comparison

	1954		1953		1952	
	No.	Value	No.	Value	No.	Value
January	1,251	\$ 519,949	943	\$ 462,409	924	\$ 264,439
February	1,644	809,999	1,183	589,334	852	379,573
March	1,184	546,722	953	448,978	813	334,527
Totals	4,079	\$1,876,670	3,079	\$1,500,721	2,589	\$ 978,539
April	2,214	\$1,255,932	953	\$ 401,040	706	\$ 294,625
May	1,692	814,365	1,170	544,147	760	319,857
June	2,036	1,023,830	1,065	447,832	988	320,226
Totals	5,942	\$3,094,127	3,188	\$1,395,019	2,454	\$ 934,708
July	1,766	970,788	955	\$ 404,794	967	\$ 394,214
August	1,650	773,326	942	405,809	684	203,871
September*	1,985	1,015,000	1,144	482,665	959	383,083
Totals	5,401	\$2,759,114	3,041	\$1,293,268	2,610	\$ 981,168
9-Month Totals	15,422	\$7,729,911	9,308	\$4,189,008	7,653	\$2,894,415

*Estimated. Official U. S. Department of Commerce figures for September not yet released.

Op Credit Triple A, Coin Financier Says

NEW YORK, Dec. 11.—Sam Bushnell, president of the newly-formed Conditional Sales Credit Corporation, has ambitious plans regarding the financing of vending equipment, but the veteran coin machine financier regards juke boxes as the bread and butter of the credit end of the business.

Bushnell's career in coin machine financing began in 1937, when, as an executive of the Credit Utility Corporation, he was asked to determine the potentialities of juke box and game operators as finance customers.

His investigation disclosed that much of the public's attitude toward the coin machine industry was based on misconceptions, and that the industry itself was on a fairly solid basis with a substantial growth potential.

Coin Specialist

Within a short time, Bushnell became CUC's coin machine specialist, setting up finance programs for several manufacturers. At the time, vending didn't amount to too much in the general coin machine picture, altho Bushnell did handle some cigarette route paper.

In 1945, he joined the James Talcott firm as a factoring representative, specializing in industrials and coin machine accounts; joined Standard Factors the following year in a similar capacity, and in 1948 left to free lance, bringing in various coin machine accounts to leading finance firms.

Altho banks have been slow to grasp the potentialities of the coin machine industry, according to Bushnell, he pointed out that, in comparison to many other industries, the repossession and delinquency rate is amazingly low.

Risks Not Great

For example, he explained, risks in the coin machine business are generally far less than they are in the beauty shop equipment, commercial refrigeration, store fixture or truck business. He added that they are not too much greater than the risks encountered in the "very safe" fields—medical and dental equipment, construction machinery and dairy equipment.

Bushnell feels that juke box lo-

cations are pretty well spoken for, with little prospects for any major expansion. Most of the financing activity, he added, will entail laying out money for new equipment as boxes become obsolete, as locations are upgraded, providing new equipment for purchasers of small or marginal routes.

There is, he added, enough activity in this shifting and upgrading to provide a financial house with a steady flow of business.

Vending Prospects

On vending, Bushnell feels the situation is radically different. His attitude is that the field is just beginning to develop both in regard to new locations and new merchandise to be automatically merchandised.

Bushnell pointed out that the trend toward consolidation and expansion, particularly in factory in-plant feeding operations, requires a tremendous amount of capital, and this trend will eventually provide a major source of business for the newly-created credit firm.

The distributive differences between music and vending are taken into consideration by Bushnell. On music, credit programs can be worked out with distributors, who, by and large, cover all operators.

Direct Credit

No such distribution set-up exists in the vending field, tho, and the chances are that Bushnell will work directly thru operators in making credit arrangements.

Bushnell has few qualms about direct operator financing in the vending field. He reasons that most vending operators in the process of expansion—particularly those with fat industrial accounts—are pretty solid businessmen and good risks to begin with. The marginal or part-time operator servicing the feeding of a 1,000-man factory just doesn't exist.

On music and games, tho, Bushnell would rather work thru distributors or manufacturers, primarily because the distributor set-up can be utilized for programs covering large numbers of operators.

While CSCC doesn't have rigid down payment and time schedules

FINLAND JUKE USES FILM REEL

HELSINKI, Finland, Dec. 11.—A new film reel juke box is being manufactured by Textoprint of Helsinki.

The new unit, which is coin operated, is similar in size and appearance to a standard music machine, except instead of records, it operates with a 14-inch cinema film reel and offers 24 selections.

Thru a transparent disk, part of the mechanism is visible along with a dial on which the desired tune is selected. During a six-minute play any other piece of music may be chosen if the first choice fails to satisfy.

It was reported that operators can make their own reels which are easily exchangeable on the spot.

The manufacturer claims that one reel can be played up to 100,000 times.

—they vary with the risk—the firm generally requires a down payment of from 33 per cent to 10 per cent, with up to 24 months to pay the balance. Interest is at the basic rate of a half per cent a month.

Bushnell said that his firm is financing both new and used equipment, placing more stress on the nature of the operator and the operation rather than the equipment itself.

For evaluating equipment, he said, he depends largely on the opinion of distributors and on the weekly price lists published in *The Billboard*.

25% Goal

The finance trend during 1954, said Bushnell, has been toward slightly lower down payments, with 25 per cent the current goal, lower.

Encouraging, he said, is the delinquency rate—less than a half per cent in arrears over 90 days in vending and music, and well under 1 per cent in games. Repossessions have been rare, with none reported in vending.

The vagaries of various municipal laws make games more of a risk that music, said Bushnell, but he added that his firm does handle game paper, particularly if the operator handles games along with other coin operated equipment.

Calif. Op Group Gets Health Insurance Plan

LOS ANGELES, Dec. 11.—Negotiations giving members of the California Music Machine Operators' Association their first health insurance program were consummated this week between George A. Miller, CMMA president, and the Bankers Life Insurance Company, Des Moines.

It is believed to be the first health insurance program entered into by a music operators association.

The precedential agreement will enable operators and their employees, thruout the State of California, to purchase health

insurance thru CMMA at what Miller termed "the lowest rates possible."

Miller disclosed that discussions groups had been held for some time, and that the plan adopted by the California operators would be presented to the Music Operators of America (MOA) at its national convention next March.

Member operators and their families and/or employees and their families of both the Los Angeles branch and the Northern California branch of CMMA will be entitled to benefits including hospital, medical, doctor, therapy, polio, and surgical care at a cost ranging from \$3.75 to \$8.50 per month. The plan is wholly optional on the part of the operator.

Brochures and applications are being mailed to operators in California this week.

UMO Launches P-R Drive on 10c Play Move

Sends Letters to 5,000 Locations Explaining Switch

DETROIT, Dec. 11.—The first step in a large-scale public relations program by the United Music Operators of Michigan to explain the planned switch to dime play got under way this week.

Letters explaining dime juke box play were sent to 5,000 locations in the Greater Detroit area, Roy Small, UMO conciliator, announced.

In addition, \$4,000 was earmarked by UMO for the educational campaign supporting 10-cent play.

The letter to locations was accompanied by a pamphlet comparing the costs of operation of 1939 with those of 1954 in the hope that "the location owner will be able to make a satisfactory and ethical explanation to his customers for the necessity of asking a dime for each single play."

A series of advertisements in the three local Detroit daily newspapers are also planned to support the public relations educational program.

Detroit music operators, in a postcard survey conducted by UMO, approved the change to dime play (*The Billboard*, November 20).

Akron Ops Elect New Officers

AKRON, Dec. 11.—The Summit County Music Operators' Association elected a new slate of officers at its meeting Monday night (6).

William H. Fellmeth Jr. Canal Amusement Company, Canal Fulton, was elected president. Anthony Castle, Castle Novelty Company, Akron, was named vice-president and Eddie Green, R & E Music Systems, Akron, was re-elected secretary-treasurer.

Also elected were Mike Malick, S & M Music Company, Akron, and Stan Lucas, S & J Novelty Company, trustees, and Charles Marvin, Bell Novelty Company, Akron, sergeant at arms.

Advance Holds Lead in AMOA League Play

MIAMI, Dec. 11.—Advance Music picked up three points while losing one to Music Makers, to maintain its leadership in the AMOA Bowling League Monday (29) at the Paradise Bowling Center. Ross Rock-Ola blanked Acme Music 4 to 0, to forge into third place, and Radio Center ran roughshod over American Operating 4 to 0, while All-Coin and Marino Music split 2-2.

High individual game was racked up by Leon Guss, Advance, with 221. High individual set went to Hyman Cohen, All-Coin, with a total of 558. Advance captured honors for the evening in both team categories—high team game with 839 and high team set with 2,318. The latter set a new season record.

Outstanding performances for the evening were turned in by Hyman Cohen, All-Coin, with a one-game 197; Marion Godwin, All-Coin, 200; Dave Shedd, Radio Center, 191; Roger Pugh, Music Makers, 188; Buddy Cohen, Acme, 196, and Vince Amato, Advance, 185.

Roy Gullo, who is in charge of the league, said the caliber of play has greatly improved.

Gullo also pointed out that Mark Max, of Southland Record Shop, is steadily boosting his pin total. Max is one of the most avid bowlers in the league and practices often to improve his technique. Last Monday he rolled a 150 in one game amid cheering from the sidelines.

Distrib Shows '55 Rock-Ola To R. I. Ops

PROVIDENCE, R. I., Dec. 11.—Music and Television Corporation, Boston, held a special showing of the 1955 Rock-Ola 120-selection phonograph last week here for music operators of Rhode Island.

The showing was held at the Hotel Sheraton-Biltmore from 2 p.m. to 10 p.m.

Hosting the operators were J. J. Colombo, president; Alfred D. Levine, director of sales, and George Currier, service manager.



Model 1442
with 24 Selections



Model 1446
with 120 Selections

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!

ROCK-OLA MFG. CORP.
800 N. State Ave. • Chicago 91

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.

December 19—Associated Amusement Machine Operators of New York, annual banquet, Latin Quarter, New York.

December 27—Central States Phonograph Operators' Association, monthly meeting, Peoria, Ill.

January 3—United Music Operators of Michigan, monthly meeting, Fort Wayne Hotel, Detroit.

January 6—Summit County Music Operators' Association, monthly meeting, Mayflower Hotel, Akron, O.

January 29—Association of Amusement Machine Operators of the Province of Quebec, 1st annual banquet, Montreal.

(Send Calendar dates to *The Billboard*, 188 W. Randolph Street, Chicago 1.)

This Business of Color

"Color is as important to business as to life itself" says a famous scientist. And AMI says: "Agreed! Our first aim in bringing out Model 'F' was to improve the automatic music business." The "F", not only delivers a new kind of automatic music — Multi-Horn High Fidelity and Sonoram Sound — but also presents this new music in a startling, potent fashion — with COLOR.

"Color increases the pulse rate!" says another color authority, and what else should a new juke box do but announce its presence with a gorgeous, streamlined cabinet rich in the newest, most dramatic colors?

The "F" brings color showmanship to its theatrical peak, with a choice of 8 spectacular new colors to suit every location and stimulate the public into increased music purchases. Color does the *selling* job, the music *satisfies* the customer.

Let color go to work for you to produce more business and make more money. Locations can't say "NO" when you offer them the irresistible advantages of color showmanship. And the public can't keep away from the new "F," the one juke box that controls their moods, creates and preserves the urge to BUY MUSIC.

COLOR MAKES THE MOOD

Here are some moods, produced by the "F's" 8 Different Colors:

AMI New Model "F"

FULL RANGE MULTI-HIGH FIDELITY • SONORAMIC SOUND • 120, 80 AND 40 SELECTIONS • 8 MAGICAL, MONEY-MAKING COLORS

Originator of the Automatic Selective Juke Box in 1927,
AHEAD THEN — AHEAD NOW

AMI Incorporated

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

Licensee: Jensen Music Automates—building the IMA-AMI Juke Box sold through Oscar Siešbye A/S, 5 Palaešgade, Copenhagen K., Denmark

THE BILLBOARD INDEX

ADVERTISED USED
MACHINE PRICES

MUSIC MACHINES

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of Dec. 11	Issue of Dec. 4	Issue of Nov. 27	Issue of Nov. 20
AIREON				
Aireon Manhattan.....	\$50.00			
AMI				
Model A.....	129.00 135.00 165.00	\$129.00 135.00 165.00	\$129.00 165.00	\$129.00 165.00
Model B.....	225.00 244.50 250.00	225.00 250.00	195.00 250.00	195.00 250.00
Model C.....	250.00(2) 275.00(2)	250.00(2) 275.00(2)	215.00 250.00(2)	275.00
Model D-40.....	300.00 329.00 350.00 375.00 385.00	299.50 300.00 329.00 350.00	\$25.00 329.00 375.00(2)	325.00(2) 329.00 375.00
Model D-80.....	425.00 450.00(2) 469.00 485.00	425.00 450.00(3) 469.00 485.00 495.00	450.00(3) 469.00 485.00	450.00(2) 469.00 475.00
EVANS				
Constellation.....	240.00	195.00 225.00 240.00	225.00 240.00	240.00
MILLS				
Constellation.....	175.00	79.50 175.00	175.00	175.00
ROCK-OLA				
1422.....	99.00	110.00	50.00 110.00	49.50 110.00
1426.....	110.00	125.00	125.00	
1428.....		149.50	125.00	
1432.....		249.50		
1434.....	325.00	325.00	325.00	325.00
1436 Fireball 45 RPM.....		350.00 389.50	325.00 375.00	325.00 375.00
5052.....	325.00			
SEEBURG				
M 100-A (78 RPM).....	375.00(4) 395.00 495.00	375.00(4) 395.00 450.00 495.00	375.00(2) 425.00 445.00 495.00	375.00 445.00 495.00
M 100 B.....	500.00 550.00 565.00 575.00(2)	550.00 550.00(2) 565.00	575.00(2)	575.00
M-100-C.....	625.00 650.00(2)			
146.....	89.00 110.00	79.50 89.00 110.00	89.00 110.00	89.00 110.00
146 H.....		49.50		
147.....	119.00	89.50 119.00	50.00 75.00 119.00	119.00
148.....		110.00	150.00	
148 M.....	95.00 149.00	95.00 149.00	95.00 149.00	149.00
148 ML.....	159.00	159.00	125.00 159.00	139.50 159.00
WURLITZER				
1015.....	65.00 74.50 75.00 130.00	65.00 75.00 87.50 89.50 130.00	75.00 87.50 89.50 95.00 130.00	84.50 89.50 130.00
1017.....		69.50		
1080.....	99.00	99.00	99.00	99.00
1100.....	195.00	225.00	195.00 225.00	225.00
H 1217.....	159.00	159.00	159.00	159.00
1250.....	250.00(2) 265.00	250.00 265.00	250.00 265.00	265.00
1250 Hideaway.....	134.50			149.50
1400.....	350.00	395.00(3)	390.00	395.00(2)
1450.....	395.00(2) 395.00	395.00 450.00	395.00(2) 450.00	395.00

EXCLUSIVE WURLITZER DISTRIBUTORS FOR SO. GEORGIA, FLORIDA AND CUBA

THE GREAT
BEST
SELECTION
OF
COIN
MACHINES

BUSH DISTRIBUTING CO.
286 N.W. 29th ST.
MIAMI 37, FLA.

OFFICES
JACKSONVILLE, FLA.
MIAMI, FLA.
HAVANA, CUBA

Christmas 1954

IT IS FOLKS LIKE YOU...

...who make being in business a pleasure.

You have enabled us to grow—you've encouraged us to do a better job—and for this we are deeply grateful. So now at this Holiday Season we want to express our sincere appreciation for the part you have played in making our business what it is today. We will always do our best to justify your faith in us, and in our ability to serve you well.

In the Spirit of Christmas we wish you the finest kind of a Holiday Season ...with 1955 heaping full and running over with health, happiness and prosperity.

Sincerely,

BUSH DISTRIBUTING CO.

REPRESENTING THE LEADING MANUFACTURERS OF COIN OPERATED EQUIPMENT FOR 25 YEARS. NOW SERVING SOUTHEASTERN UNITED STATES AND LATIN AMERICA.



GIVE TO DAMON RUNYON CANCER FUND

Wurlitzer Meeting Hosts 200

• Continued from page 57

ings at which the expanding export market was discussed were held Tuesday and Wednesday.

Sales Awards

Highlighting the meet was a banquet held Tuesday night at which the sales awards were presented. Bob Bear, Wurlitzer phonograph sales manager, presented plaques to four distributors for outstanding sales work during 1954. The four are Bush Distributing Company, Miami, headed by Ted Bush; Brady Distributing Company, Charlotte, N. C., headed by C. B. Brady; Draco Distributing Company, Denver, headed by Howard Hold, and O'Connor Distributing Company, Richmond, Va., headed by Ken O'Connor.

Arthur C. Rutzen, general export sales manager, awarded trophies (depicting the goddess of achievement, with a U. S. flag and the flag of the country of the firm awarded) to six foreign distributors in five regions:

In Region I—North America—a Canadian and a Mexican distributor tied, and each received a trophy; Siegel Distributing Company, Ltd., Toronto, headed by Albert Siegel, and Casa Riojas, Mexico City, headed by Jose Riojas.

Central America: Jose Gadala Maria Hijos & Company, Santa Ana, El Salvador, headed by Jose Gadala Maria.

South America: Importaciones Cabo, Ltda., Bogota, Colombia, headed by Leopoldo Franco.

Caribbean area: Borinquen Music Corporation, San Juan Puerto Rico, headed by Rodolfo Griscuolo.

Europe: Gustav Husemann, Cologne, Germany.

Contest Winners

Awards also were presented to the 11 distributors who won the summer sales contest and took a Bermuda cruise. Their awards were models of the ocean liner on which they sailed.

The 11 are: John Bilotta, Bilotta Distributing Company, Newark, N. J.; W. T. Cruze, Cruze Distributing Company, Charleston, W. Va.; C. A. Culp, Culp Distributing Company, Oklahoma City; Harry Jacobs Jr., United, Inc., Milwaukee; William J. Mashek, Central Music Distributing Company, Kansas City, Mo.; Ron W. Pepple, Northwest Sales Company, Seattle; Russell L. Smith, Music Distribut-

UMO Votes

• Continued from page 57

ciate membership for disk jockeys, approved in principle last month, was adopted unanimously as an amendment to the bylaws of the UMO.

It was tentatively decided that the teen-age jamboree, which will feature a program by recording artists, will be divided into two separate events—one for each the East and West sides of the city.

Plans for the show now call for the use of the two largest available school auditoriums—each of which holds about 2,300 youngsters.

The same artists will appear at each school to provide identical programs. Two sites would make it possible, however, to accommodate large gatherings of teen-agers conveniently.

While extending associate memberships to disk jockeys, the UMO also decided to widen the classification to include other personnel of radio stations. This will include not only jockeys, but also station managers, program directors and news commentators.

Actual enrollment of radio people as associate members followed swiftly after Monday night's action, indicating the widespread support given by radio people to UMO's youth program. At midweek, representatives of all 10 local radio stations had been signed up, according to UMO conciliator Roy Small.

The February youth jamboree will be the second talent program sponsored by the UMO in its new youth program of teen-age clubs. Last week, disk jockeys and recording artists teamed up with UMO to host over 1,000 teen-agers at a three-hour show kicking off UMO's youth program (The Billboard, December 11).

Company; Pittsburgh; Joseph R. Steele, Steele Distributing Company, Houston; R. B. Williams, Commercial Music Company, Dallas; R. E. Williams, Williams Distributing Company, Memphis, and Stephen L. Vukelic, Century Distributing Company, Buffalo (whose award was presented to Ed Clinton, Century, since Vukelic could not attend).

The 11 distributors who took the cruise presented Bob Bear with a similar trophy.

Attending the sessions from the phonograph division, besides Bear and Palmer, were Robert G. Hamilton and Joe Hrdlicka, regional managers Jim Crosby, Art Daddis, Bert Davidson, John McIlhenney and Gary Sinclair.

On hand from the Wurlitzer executive offices in Chicago were R. C. Roling, president; Morris Bristol, vice-president and general counsel; Everett Hahne, treasurer, and Roy Carlson, vice-president and comptroller.

Factory executives from North Tonawanda, N. Y., attending were Roy Waltemeade, vice-president and manager; G. J. Slade, assistant manager; M. D. Gross, comptroller; Fred H. Osborne, director of engineering, and Al Dietrich, credit manager.

Attending from the export department, besides Rutzen, were Jim Cotter, Rutzen's assistant in the management of the export department; Edward Schmidt, European sales manager, Zurich, Switzerland, and Andre Echevarria, sales and service representative in Latin America.

Foreign distributors represented the following countries: Belgium, Canada, Colombia, Denmark, Dominican Republic, El Salvador, France, Germany, Guatemala, Haiti, Holland, Honduras, Mexico, Peru, Puerto Rico, Sweden, Panama, Venezuela and Hawaii.

As part of the entertainment at the meet, the firm took the distributors to Tropical Park to watch the sixth race—the Wurlitzer Handicap, a \$2,500 race. A Wurlitzer Cup was presented to the winning jockey, James Nichols, and the owners, W. Gilroy and N. R. McCleod.

Omaha Ops

• Continued from page 57

are Atlas Music Company, Seeburg; H. Z. Vending & Sales Company, Rock-Ola, and Lieberman Music Company, AMI.

Publicity Move

Major decision at the meeting: To get publicity under way immediately explaining the conversion. The public relations ads will appear in local newspapers.

At the Norfolk meet, a juke box will be donated to the Norfolk YMCA in line with the association's public relations program.

Attending the dime play meet this week were Barney Luchman, Atlas Music; Humie Zorinsky, H. Z. Vending; Jerry Harris and Harold Klein, Lieberman Music. Music operators present included Jerry Witt, Joe Rothkop, E. K. Freed, Warren Tunis, Leonard Weiland, Frank Morasco, Harry Abramson, Sam Bonaborso and Howard Ellis, secretary and treasurer of the group.

Ultrasound
Music Box Hi-Fi Converter

Ultrasound's new hi-fi music box conversion kit gives all Seeburg models a brilliant newsound . . . longer life . . . greater earning power. It's the operator's answer to millions of hi-fi music lovers and their ultra dollar market.



A REMINDER

Checklist
Saves Op
Time, Money

PHOENIX, Dec. 11.—A phonograph service mechanic is just as likely as a plumber to forget his tools unless he is reminded to take stock before leaving for a job.

That's the experience of John Reese, head of Arizona Music Systems. Reese decided to do something about it. He had a huge "checklist sign" hung in the shop over the truck driveway leading out of the rear of the building. Lettered on the sign—which measures four feet wide and eight feet high—are the following reminders:

1. Have you forgotten anything?
2. Have you checked out?
3. Don't forget your invoice sheets.
4. Call in before returning.

The invoice sheets referred to in point three cover almost all parts and materials which go into the Seeburg phonographs and wired music systems which Arizona handles. So checking the listed items will eliminate forgetting anything important, Reese believes.

The reminder to call into the office before returning has likewise proved important in eliminating wasted time and effort between service calls. There have been many instances when a serviceman, calling in from a comparatively remote location, can be shuttled over to another nearby location which has just telephoned for service, eliminating a "double trip."

Dime Play

• Continued from page 57

cent play, an inevitable development in these days of skyrocketing costs and normal and sometimes below-normal intake.

Pivotal machine of the industry drive for 10-cent play in Connecticut is the 100-unit phonograph. Upward of 50 machines already have been changed over 5-cent to 10-cent in metropolitan Hartford, Fish said.

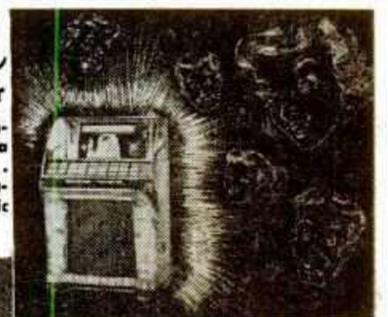
Typical of the public relations are numerous quotes on Joe Girard's WKNB disk jockey show.

Meanwhile, there is an addeed move in the juke box rental business in de luxe restaurants in this territory, according to Fish. His concern has installed a 100-unit extended play juke box, providing 400 tunes, at Les Shaw's Restaurant, West Hartford, for example.

"More than ever," says Fish, "juke box operators are taking cognizance of the need for added revenue, and this idea of contacting the better grade restaurants is catching on."

Metropolitan Hartford music operators November 30 unanimously agreed to adopt a 10-cent, three-for-a-quarter policy on two-thirds of all the unconverted 45 r.p.m. juke boxes remaining in the county January 1.

Fish, spearheading the 10-cent play move thruout the State, asserted that the changeover from a nickel to a dime was "an economic necessity in these days of increasing costs and decreasing profits."



Ultra Profits and Savings

Ultrasound sells for \$59.50 . . . less than one-twentieth the cost of a new hi-fi music box. Easily and quickly installed by following printed directions. Be the first in your city with Ultrasound. For further information write:

ULTRASOUND 2845 Porter Ave. Ogdens, Utah

A hard one to shoot against



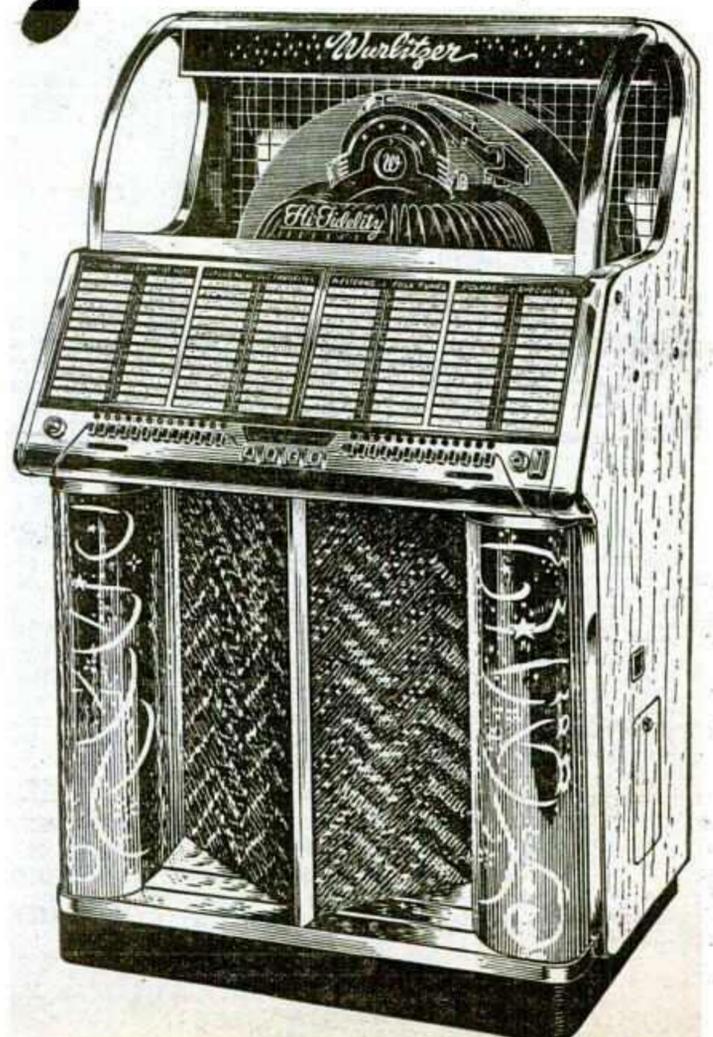
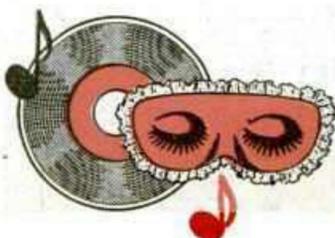
On location, the gorgeous Wurlitzer 1700 with its fabulous high fidelity sound, proves a "goalie" with a terrific defense record.

Its colorful, profitable, day in and day out performance, makes it a hard one to shoot against—a great player to have on your side.

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

Wurlitzer **1700HF**

**TAKES THE MASK
OFF THE MUSIC**



THE RUDOLPH WURLITZER COMPANY • NORTH TONAWANDA, NEW YORK

Established 1856

COINMEN YOU KNOW

Chicago

Communications to:
Ken Knaut
Central 6-8761

TRADE MARKS DEATH OF REX SHRIVER . . .

The many friends of Rex Shriver, general manager at H. C. Evans & Company, were sorry to hear of his death Wednesday (8). Funeral services were conducted Friday (10). (See separate story in Music section.)

Ted Rubenstein, Marvel Manufacturing Company, is exporting a number of orders for the firm's Pla-Pool coin-operated pool game to South America and Japan. Ted reports more progress on new designs in plastic replacement parts for phonographs.

Joe Schwartz, National Coin Machine Exchange, is pleased with the new Gottlieb five-ball game, Diamond Lil, just received from the manufacturers. Mort Levinson just returned from a road trip thru Iowa, and Sheldon Spira has been traveling thru Illinois and Indiana.

Sam Kolber says First Coin Machine Exchange is busy as a beehive, with both Joe Kline and Sam trying to line-up enough amusement games to fill orders. Visitors at the First coffee bar this week included a number of local operators, and Ed Blumenfeld, Michigan City, Ind., who was up to his usual tricks.

Ben Becker, New York, was named this week as a field representative for United Manufacturing Company. Ben joins Johnny Casola, Ken Sheldon and Al Thoele on the United traveling staff.

Marie Hopp, secretary at Purveyor Distributing Company, is continuing her bowling exploits this week in a bowling meet at

Mishawaka, Ind. From there Marie moves on to Milwaukee to spill some more pins. Herb Perkins, Purveyor owner, is tripping to New York, Pittsburgh and Philadelphia, after taking in the Bears-Lions football clash here.

Stanley Levin and Mickey Schaffer, All-State Coin Machine Exchange, just completed a large Canadian amusement game order. Bingo games and shuffle games are moving well for the firm.

Al Stern, World Wide Distributors, reports Len Micon is pleased with the new Rock-Ola 120-selection phonograph. Joel Stern and Fred Skor are keeping busy filling shuffle game orders.

Vince Shay says Empire Coin Machine Exchange is doing a more diversified business than usual these days, selling all types of amusement games. Howard Freer is already pondering the Christmas presents he's hoping to haul in over the holidays.

Clayton Nemeroff and Charley Pieri, Monarch Coin Machines, report business good for this time of the season, with many visitors dropping in during the National Association of Amusement Parks, Pools and Beaches show last week. Used shuffle games and gun games are moving best for the firm.

Miami

Communications to:
Al Denny
83-3696

Juke Takes Jumping With Vacator Boom . . .

The influx of winter tourists picked up sharply in the past two weeks, and coinmen have noticed an increase in collections. Eloise Mangone, of Mangone & Mangone, says the take in juke boxes went up immediately after Thanksgiving. Harry Zimand, of Acme Music and Vending, confirmed that Miami

Beach is rapidly becoming more populated.

The sensation created by the new Columbia record, "Let Me Go, Lover," after the number was featured on the Studio One TV show, still has record dealers and juke box operators dizzy. Days before it arrived at Mark Max's Southland Records shop, juke box operators were besieging him with requests. Max is the Columbia Records jobber in Miami, since the Jacksonville distributor does not maintain a branch office here. When the initial supply of 500 copies arrived, juke box operators Scotty Daddis, Dave Engel, Morris Diamond and Roy Gullo were lined up waiting in the Southland store. Other operators soon cleaned out the entire 500.

Mort Simon, J & M Vending Company, who is team captain in charge of the Vending Machines and Tobacco section of the Community Chest, reported that 86.5 per cent of his section's quota was already in hand.

Vince Amato, Cigarette Service, reports that his company is putting out a few juke boxes. Amato returned from his honeymoon recently and in his first appearance at the Paradise Bowling Lounge did a terrific job of smashing the pins.

One of the snazziest cigarette venders seen in the area is the new 11-column Rowe machine in Wolfie's restaurant at Miami Beach. The stop belongs to Golden, Inc.

Henry Stone, a.&r. man for DeLuxe records, is happy about the big success of "Hearts of Stone" by The Charms under his supervision. In The Billboard, it was No. 1 in store sales in the rhythm and blues category, and No. 7 in the juke boxes.

Juke Exports Top \$7 Mil

Continued from page 57

figure (juke boxes, coin-operated amusement games and vending machine) in 1953 of \$11,370,188.

Statistics just released by the U. S. Department of Commerce show August totals for this year almost double those in 1953, \$773,326 compared to \$405,809.

Six-Figure Totals

In August, two countries—Canada and West Germany—racked up six-figure totals, with two countries following closely behind. Canada headed the list for the month with 281 juke boxes imported for \$124,350. West Germany took second-place honors with \$109,411 paid for 163 machines. Colombia imported 265 units for \$94,499; Venezuela, 138 for \$99,496. Netherlands and Belgium each bought \$86,000-plus worth of juke boxes during the month.

Following are leading juke box importing countries for the first eight months of 1954:

West Germany . . .	\$1,501,247
Venezuela	750,895
Canada	701,713
Belgium	658,438
Colombia	636,507
Mexico	574,156
Netherlands	352,583
Cuba	290,265

Rise of West Germany

West Germany showed the greatest rate of climb of all countries. For the June-August period alone, it imported \$751,190 in juke boxes, or more in that three-month period than the \$750,057 it imported

the preceding five months. In July, West Germany bought \$393,989 in coin-operated phonographs for an all-time record for one country's purchases in a single month.

Venezuela, also enjoying a record year, continues to lead the list of top South American importers. Should West Germany maintain its lead over Venezuela, it would be the first country to do in over five years. Since West Germany already has just twice the dollar volume as Venezuela, it seems likely it will top the list for the full 12 months of 1954.

Canada, having dropped to fifth place for the first five months of the year, is back to third place. Belgium, which ranked second among all importers last year, is following Canada closely.

Colombia and Mexico, although fifth and sixth on the list, are running higher than ever before. With the same amounts three years ago, both would have easily captured the No. 1 spot—impressive evidence of the rise of other importers entering the top volume juke export picture.

The seventh place country on the list—Netherlands—is running nearly 100 per cent over last year's volume.

The figures certainly point to the fact that juke box manufacturers are taking the export business seriously, are taking steps to insure a solid new market for automatic phonographs. It also indicates the stepped-up activity by juke box distributors in the export business (see separate story).

Rex Shriver

Continued from page 57

spent his entire 25 years in the coin machine business with the firm.

Highly respected and well liked by the entire coin machine industry, Shriver was known for his exceptional ability to make friends and for his unusual capability as a sales executive.

Shriver joined Evans in 1929 and since that time served in every department in the firm; became office manager, a sales executive and the president's top adviser—both under R. W. (Dick) Hood, who died October 3, 1953, and R. W. (Bill) Hood, who succeeded his father in the presidency. Shriver was a member of the board of directors.

A familiar figure at trade shows, Shriver handled the firm's activities at the shows.

"His death leaves a big hole in our organization," Hood said. The Evans plant was closed Friday (10) in his honor.

Active in the Masonic order, Shriver was a 32d degree Mason and a Knights Templar. He was also a member of Trinity Lodge, Davenport, Ia.

Funeral services were held at the Sheldon Funeral Home, Chicago, Friday. Interment was in Mount Emblem Cemetery, Chicago.

Survivors are his widow, Linnie; two married daughters, Jean Turek and Lois Giegerich, and four grandchildren.

OKLA. PAPER BOOSTS JUKES

OKLAHOMA CITY, Dec. 11. — "The new machines, with their clear, full tones, can make very fine music."

Thus an article in The Oklahoma City Oklahoman on juke boxes winds up. Headlined "Juke Boxes Sing Prosperous Tune," the article pointed out that "the juke box has moved uptown to where one can find about any sort of recorded music he wants" . . . and that the juke box "has become a fixture of our era."

Some 235 operators in Oklahoma and the Texas panhandle and 586 juke boxes in Oklahoma City alone provide the area's juke box music, the article set forth.

ABC-2 Rolls Into 1st in Chi League

CHICAGO, Dec. 11.—Oomens Sons were knocked out of first place in the Automatic Phonograph Bowling League by ABC Music No. 2 Monday (6). The latter won three from Oomens.

ABC No. 2 moved into first place with a record of 26 wins and 13 losses, as Oomens and Mercury Records tied for second with 25 wins, 14 losses.

At Monday's play, Mercury took two games from Western Automatic for its second place tie with Oomens. Decca Records swept three games from Gillette Distributing; Atlas took two from Star Music.

Paschke Phono rolled into a fifth place tie with Star by sweeping three from Melody Music. Coven Music won two from Coral Records; ABC No. 1, three from B & B Novelty.

Here are the standings after 39 games:

	Won	Lost
ABC Music No. 2 . . .	26	13
Mercury Records . . .	25	14
Oomens Sons	25	14
Decca Records	23	16
Paschke Phono	21	18
Star Music	21	18
Coral Records	19	20
Melody Music	19	20
ABC No. 1	18	21
B & B Novelty	18	21
Atlas Music	18	21
Western Automatic . .	17	22
Coven Music	13	26
Gillette Dist.	10	29

COIN MACHINE NEWS QUIZ

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

- **JUKE AD PROGRAM** plans outlined. Rodney Pantages maps juke box commercial program for members of the California Music Machine Operators' Association, Los Angeles division. Explains what has so far been done with program, what is planned, what remains to be done. Points out what he claims would be average music operator's weekly take from jingles, tells how much of net advertising dollar would be given to operators. (Page 71, The Billboard, December 11).
- **CONN. OPS SKED DIME PLAY.** Explains Connecticut conversion program, reasons for operator decision to switch, how many juke boxes will be changed initially, date planned for the changeover (Page 71, The Billboard, December 11).

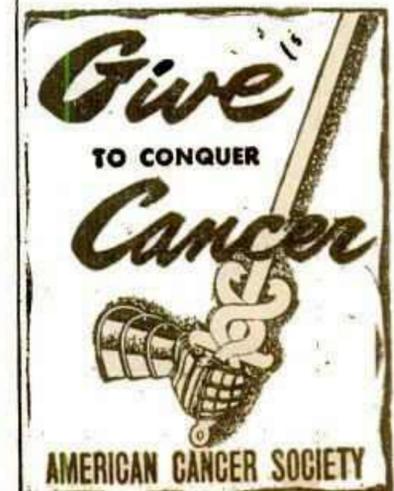
- **COPYRIGHT FACT-FINDING** commission to be appointed by the President advocated by The Billboard to study all facets of the Copyright Act of 1909. Points out juke box exemption is only one important phase to be studied, many areas of act require clarification. Emphasizes interdependence of all phases of the music business, outlines some areas of copyright dispute where modernization appeared necessary at one time but later became either undesirable or of questionable necessity. (Page 1, The Billboard, December 11).
- **COIN MPRS. DEBUT 25 NEW UNITS** at annual show of National Association of Amusement Parks, Pools & Beaches. Complete story of convention within a convention, significance of this year's meet for coin machine industry. Complete description of all coin equipment shown; how this year's show compares with past years. (Page 83, The Billboard, December 11).
- **OP RENTAL PLANS** draw mixed views. Analysis of game operator rental plans by which operators rent equipment from distributors in dozen cities. Details opposing views of plans; describes plans now in operation and how they've worked out in practice. (Page 83, The Billboard, December 11).
- **VENDING OPS EYE NEW EXPANSION.** New vista opened up for operators for vending. Points out what new moves make new field open for new types of locations; describes in detail what is going on in the field and what the vending industry can look for. (Page 78, The Billboard, December 11).

IF YOU MISSED READING THE DECEMBER 11 ISSUE OF THE BILLBOARD YOU MISSED THESE AND OTHER IMPORTANT NEWS STORIES AND FEATURES. ALL OF THESE STORIES WERE EXCLUSIVE IN THE BILLBOARD.

Only The Billboard Gives You News While It's New



A Continuing Story of Leadership in Action



IDEAS IN FOOD VENDING

Hammond Op Taps New Product, Taste Fields

HAMMOND, Ind., Dec. 11.—Sidney Rudin, head of Industrial Vendors, Inc., here has his own ideas on how to get the most out of an in-plant food vending program.

Using Kwik-Kafe liquid-type coffee venders, rebuilt to his own specifications, Rudin not only vends coffee in the popular combinations

(black, black-cream, etc.) but also hot chocolate and soups.

But there is this difference: liquid coffee cream instead of only hot water is mixed with the chocolate sirup during the vending process. Too, Rudin's broth-type soups take on additional savour when vended as a creamed variety; i.e., cream of beef, cream of chicken, etc.

According to Rudin, addition of cream in the clear-fluid vending soups attracts more patronage and more repeat patronage than the straight soup concentrate and hot water combination. "It gives the soups a heavier body, similar to the kind made at home from the canned product," he said.

Heavy Soups, Too

He also claims that installation of a separate pump for his hot chocolate selection will also handle the new heavy-body soups now coming on the market for operators (tomato, pea, onion) and made from semi-pastes instead of soluble powders.

Installation of the special pumps, as well as similar minor and major conversions of vending equipment, are facilitated in Industrial Vendors' new headquarters, opened last week (The Billboard, December 11). Sheet metal forming equipment, cutting tools and similar metal fabrication tools are included

(Continued on page 65)

Vender Paper At New Peak

CHICAGO, Dec. 11.—Walter E. Heller & Company announced this month that vender financing soared to new heights this year. Example: Heller's 1953 vender paper more than doubled in 1954.

October was the single biggest month in the firm's history of vender financing. It was 10 per cent ahead of any other month since the company began writing vending machine paper in 1935.

Army Bans Solid Food Venders

NEW YORK, Dec. 11.—The U. S. Army is clamping down on solid food venders because of what the surgeon-general's office described as "the danger inherent in machines supporting the growth of bacteria capable of causing gastronomic diseases."

Maj. Gen. Howard L. Peckham, chief of the Army and Air Force Exchange Service, received a directive from the Air Force surgeon-general ordering him to pass on to regional PX officers a ban on vending machines dispensing solid foods.

Regional PX officers were then ordered by Peckham's office to remove existing solid food venders and were prohibited from entering into contracts for any new ones.

Peckham's office indicated the ban was aimed primarily at sandwich machines.

Of course, venders cannot be removed if they are there under contract. All contracts will be honored.

Officers were told they would be advised of new developments, which will be a code of standards for food venders to be formulated by the surgeon-general's office.

Candy Venders Pack Big Sales Wallop

But \$230 Million Plus Volume Annually Fails to Spur Candy Makers' Interest

CHICAGO, Dec. 11.—Candy operators have over \$45 million in equipment (figuring an average value of \$100 per machine) on location that retailed over \$230 million worth of candy bars last year.

But the 451,550 candy machines doing this job have not, as yet, attracted major attention of the candy makers. What operators want: Point-of-sale material to promote the vending of bars, a better gross margin.

An added boost to candy vending would be mention of its availability thru venders via consumer advertising—in magazines, on radio,

TV program commercials, etc. Cigarette companies have taken the lead in such attention-getters for automatic merchandising of their product.

While the candy bar industry has benefited to an increasing degree each year by the plus-volume sales thru venders, they have not made any great effort to maintain—let alone stimulate—that market.

It cannot be because candy

(Continued on page 66)

Detroit Union Opens Drive For Routemen

DETROIT, Dec. 11.—A full-scale drive to organize the industrial vending machine field here is being launched by Local 985, Teamsters' Union, according to William E. Bufalino, who was recently re-elected president of the local.

Local 985 has long been active in the juke box and cigarette vending business, but will now

(Continued on page 65)

Rubenstein Sees 2-Cent Bulk Vend As Answer to Profit, Selection Ills

Soaring Nut Costs Squeeze Operators; Product Variety Lack Is Also Sore Spot

BROOKLYN, Dec. 11.—For the bulk nut operation—caught between a rising supply cost and a fixed selling price—the 2-cent vend is the only solution. That's what Sid Rubenstein, Pioneer Vending head, has been preaching to metropolitan New York operators, but so far it hasn't done much good.

Pioneer, the local Victor outlet, is also a major distributor of ball gum, nuts, charms and parts to bulk vending operators.

Rubenstein bases his plea for 2-

Int'l Cellucotton Wins Fight Against Blue-Sky Firm

Dist. Court Orders Phil-Mac to Stop Vender Sales Using Kleenex Trademark

CHICAGO, Dec. 11.—Phil-Mac Manufacturing Company, a promotional sales organization, has been ordered to cease "selling, offering for sale, or soliciting orders to purchase any vending machines bearing the trade mark Kleenex."

The order was issued by U. S. District Judge Julius Hoffman on November 23. Final judgment was by consent.

Judge Hoffman's order, believed to be unique in the vending machine sales promotional field,

grew out of a series of claims and counterclaims filed by Phil-Mac and by International Cellucotton Products Company, owners of the Kleenex trade mark and producers of cleansing tissue.

Seek Injunction

The matter arose November 9 when Phil-Mac sought an injunction in U. S. District Court to force International Cellucotton to sell Kleenex to customers who purchased Phil-Mac vending machines.

Phil-Mac's complaint for an injunction stated, "In the fall of 1949 defendant (Cellucotton) granted to plaintiff's (Phil-Mac) predecessors the right to use the trade-name 'Kleenex' and the trade-marks associated with said trade-name in connection with the manufacture of certain automatic merchandising machines developed, manufactured and sold by plaintiff's predecessors."

The complaint went on to set forth that November 8, 1954, Phil-Mac received a letter from International Cellucotton which notified the vending promotional company that Cellucotton would refuse to sell Kleenex products to owners or operators of vending machines purchased from Phil-Mac after November 10.

File Counterclaim

Cellucotton, on November 19, filed a counterclaim and complaint against Phil-Mac and against

(Continued on page 64)

Bottlers Examine Cup Mach. Benefits

See Both Problems, Opportunities In Bulk Route; Top Sampling Aid

CHICAGO, Dec. 11.—"I don't know of any industrial outlet that would not prefer a cup vender to a bottle vender providing you can give them a good product."

So declared an executive of a major bottling company during a brass tacks session at the National Automatic Merchandising Association convention this year.

The statement, in itself, does not contain new or startling information. But the fact that it was made by a bottler is. The bottler: Leo Walker, Penn-Alto Bottling Works, Altoona, Pa.

Bottlers attending the meeting agreed:

There are problems facing bottlers in cup vending, but there are also a good many opportunities.

Because the opportunities are now beginning to outweigh the problems, bottlers can shortly become a potent competitive factor in bulk beverage vending — with many seriously considering expansion into full-line vending in industrial locations.

One bottler testified: After starting with multi-flavor cup machines to protect his in-plant bottle vender installations, he was forced to add candy, then coffee, and subsequently cigarette and gum equipment.

Another independent bottler de-

(Continued on page 66)

School Leaders See Milk Mach. Benefits In Mo.

KANSAS CITY, Mo., Dec. 11.—Automatic milk vending is being presented "first-hand" to principals and superintendents of schools thru rural Missouri. A truck touring the State carrying a milk vender, sponsored by The Vendo Company, is the public relations "instrument."

At each school stop, the milk machine is lowered from the truck by a lift platform. Special electrical hook-ups in the truck enable the vender to operate and cool its stock of carton milk. School officials are then given the opportunity to operate the machine, sample its merchandise.

The specially equipped truck, which has already toured Wisconsin, is scheduled to swing south during the winter months.

Both sides and rear of the truck are emblazoned with the following: "Project Bossie, Demonstration Caravan. Milk Vending Machines, Special Showings for Farm Bureau Groups, County & State Agriculture Leaders, Dairy Committees, Future Farmers of America."

FOR IN-PLANT FEEDING

Heavy Type Soups Seen New Food Vending Aid

CHICAGO, Dec. 11.—Problems connected with the vending of heavy type soups—made from a semi-paste type base—have been or are in the process of being solved. A big factor: co-operative efforts in recent months of suppliers and vender manufacturers.

On the product side of the picture, problems have been chiefly those of delicate balancing of viscosity and gravity, development of

stabilizers to guarantee consistent quality and taste.

On the machine side of the picture, problems have been mainly the design of a specific valve to handle the flow of the heavy soups—pastes and the method of actually dispensing the product; i.e., via a venturi system (thru suction) CO-2 system (thru pressure) or a straight gravity feed. Big problem of the latter system: Valves. Lack of a force feed means soups are more likely to clog.

Why the effort to perfect soups and venders for automatic merchandising the heavier product? Broth or clear type fluid soups (the only type vended up to the present

(Continued on page 65)

Dari-O-Matic Names Nat'l Sales Manager

LOS ANGELES, Dec. 11.—Dari-O-Matic Company named Charles T. Abeles Jr., national sales manager, a newly created post, Howard W. Lewis, president, announced.

Abeles has been associated for more than 20 years with a number of major investment banking

(Continued on page 66)



VICTOR'S SUPER V

The Ideal Capsule Vendor

Featuring the Greatest Earning Power Ever Built into a Bulk Vendor . . . at 1c, 5c or 10c Play.

Cabinet of two-tone solid oak—trimmed in chrome with glass panels. Smart, unique design . . . with eye-catching appeal for greater profits. Extra large capacity—350 capsules or 800 100-count ball gum. Packed and sold 4 to the case.

Less than 25 cases . . . \$71.80 per case
25 cases or more . . . 67.80 per case

With Your VICTOR Distributor for NEW and OUTSTANDING CHARMS for Bulk and Capsule Vending

KEEP IN TOUCH

The World Famous STANDARD TOPPER

That attractive ensemble—is finished in smooth, hard Duramite and chrome . . . steel construction, precision built and amazingly durable. Equipped with the large glass globe. Packed and Sold 4 to the Case.

Less than 25 cases . . . \$50.00 per case of 4
25 or more cases . . . 48.00 per case of 4

Place Your Orders With Your Nearest VICTOR Distributor

VICTOR VENDING CORP.

5701-13 W. Grand Ave. Chicago 39, Illinois



CIGARETTE AND CANDY MACHINES!

All machines vend King Size and Standard Brands in all columns—including matches. Can be set for either 25¢ or 30¢ operation. (\$5.00 additional for 30¢ vending.)



Christmas Specials!

DUGRENIER CHAMPION

9 Cols., 420 Cap.

\$87.50

ROWE CANDY MERCHANT

with changemaker

7 Cols., 158 Cap.

\$165.00

UNEEDA CIGARETTE VENDORS

Model E, 4 Cols., 180 Cap. \$ 75.00
Model E, 12 Cols., 300 Cap. 90.00
Model 500, 9 Cols., 350 Cap. 100.00

ROWE CIGARETTE VENDORS

Imperial, 6 Cols., 180 Cap. \$ 85.00
Imperial, 8 Cols., 240 Cap. 90.00
President, 8 Cols., 320 Cap. 130.00
Crescent, 8 Cols., 380 Cap. 145.00
Diplomat Electric, 8 Cols., 340 Cap. 165.00

CANDY MACHINES

U-Select-It, 74 Cap., Wall Model \$ 52.50
Stoner Candy, Prewar, 160 Cap. 135.00

Our Paints are VENERIZED. Prevents Peeling, Flaking & Rusting.

SODA and COFFEE MACHINES
Coca-Cola Bottle Vendors—Cup Drink Vendors—Coffee Vendors
WRITE FOR INFORMATION

All Equipment Unconditionally Guaranteed. Trade Prices. 1/3 Dep., Tel. C.O.D.

UNEEDA VENDING SERVICE, INC.

"The Nation's Leading Distributor of Vending Machines"
NEW . . . RECONDITIONED LIKE NEW
250 Meserole Street, Brooklyn 6, N. Y. • HEGEMAN 3-6295

Precision-Built for PROTECTION & PROFITS!



ACORN

The only completely die-cast aluminum, precision built

ALL-PURPOSE VENDOR

- Vends CHLOROPHYLL GUM—all bulk mds.
- Polished, easy-to-clean merchandise chute.
- Tamperproof! Held by top lock, body clamp only.
- Guaranteed mechanically—weighs less than 7 lbs.

IMPROVED!

SILVER-STREAK

BRUSH HOUSING & BALL GUM WHEEL

EASTERN OFFICE:
PENNY KING CO.
2538 Mission St.
Pittsburgh 3, Pa.
WESTERN OFFICE:
OPERATORS VENDING
MACHINE SUPPLY
1023 S. Grand Ave.
Los Angeles 15, Calif.

MANUFACTURING CO., INC.

11411 Knightsbridge Ave., Culver City, Calif.

VICTOR Vending Values

FROM "BETTER BUY" BITTERMAN

Super V outstanding capsule venter \$17.95 ea.
Assorted filled capsules, \$20.00 per 1000.

Topper Deluxe
Operator's favorite equipment for ball gum and charms. Either glass globe or metal half cabinet \$14.25 ea.

Standard Topper
Lowest priced quality machine manufactured for ball gum and charms or bulk merchandise. Large capacity glass globe \$12.50 ea.

All machines packed and sold 4 to the case. Write for lowest prices on ball gum, charms and all vending supplies.
TIME PAYMENT PLAN AVAILABLE.

BERNARD K. BITTERMAN

4709 EAST 27TH ST., KANSAS CITY 27, MISSOURI

Rubenstein's Answer to Ills

Continued from page 63

pound for India nuts, 70 cents a pound for pistachios and 50 cents a pound for pecan nuts. At these prices, only Spanish peanuts may be vended profitably at a penny.

Rubenstein contends that constant product changes are required to maintain sales volume at a given location. He feels that virtually any new product will do well when introduced at a stop, but, after a while, customers will tire of that product. When sales slump, he added, the alert operator stocks something else.

With penny vending, the operator is often faced with the problem of staying with the product in the face of dipping sales, or vending another product at a loss or near loss. Either way he loses.

Atlanta Added as Container Test City By Dr. Pepper Co.

DALLAS, Dec. 11.—Dr. Pepper Company announced this week that Atlanta, Ga., has been added as a test city for soft drink throwaway containers.

St. Louis, Dallas, Fort Worth and Atlanta will serve as focal points for the test, which is aimed to gauge the tastes of American housewives.

A 12-ounce can with a flat, smooth top, went on sale in Atlanta November 29. A 6-ounce can with a regular crown top and the 12-ounce flat top can are currently being tested in the other cities.

Other introductions of cans and/or throwaway bottles in five or six other cities are to follow those already in progress.

Grocery shoppers' votes are to determine the best way to serve up the soft drinks.

Cellucotton

Continued from page 63

Philip A. Small and John E. McKune. In the counterclaim and complaint, Cellucotton asked:

1. That Phil-Mac, Small, McKune and their agents be restrained from representing that they were associated with or sponsored by the makers of Kleenex; that they further be restrained from selling or offering for sale any vending machines bearing the trade-mark Kleenex.

2. That Phil-Mac deliver "all letterheads, advertisements, sales literature and other papers and devices in their custody," relating to Kleenex and so-called Kleenex vending machines.

Judge Hoffman, in his final judgment to which all parties consented, perpetually restrained and enjoined Phil-Mac, Small and McKune:

1. From making any representation that they, or any of them, are connected with, or sponsored or endorsed by, defendant (Cellucotton), or have been selected as a distributor by defendant, or that the selling or other business operations carried on by plaintiff and counter-defendants (Phil-Mac, Small, McKune) are carried on by plaintiff, or are sponsored or endorsed by defendant, or that any vending machine sold by plaintiff and counter-defendants are manufactured, distributed, sponsored or endorsed by defendant.

2. From selling, offering for sale, or soliciting orders to purchase any vending machines bearing the trade mark Kleenex, or any other trade mark owned by defendant, international Cellucotton Products Company, or defendant's name, or any contraction or imitation thereof, or a pictorial presentation of defendant's pocket pack tissues, or which are represented as being vending machines for the dispensing of Kleenex tissues, and from using in any other manner whatsoever such trade mark or such name, or any contraction or imitation thereof.

Small and McKune, who ran Phil-Mac, had their machines built by Vend Rite Manufacturing Company in Chicago.

Instead of vending three or four nuts for a cent, Rubenstein feels that vending five or six for 2 cents will make the customer feel he's got some value for his money, increase the operator's gross, and, at the same time, hike his profit margin.

New Items

Also, such items as Jordan almonds and candy specialties—impractical to vend at a penny—might stimulate sales at 2 cents.

Two-cent vending has been tried—and it worked. In 1946, Sam Lerner, a New York operator, began to worry about the cost of nuts. After he paid commissions, bought his supplies and serviced his route, there wasn't much left.

So Lerner had the coin mechanisms converted to a 2-cent vend and dispensed portions slightly less than double those he had been vending for a penny. There was no customer resistance.

Out of Business

When nut prices dropped the following year, Lerner went back to the 1-cent vend. He is no longer in the operating business.

Rubenstein has been discussing 2-cent vending with local operators, and most of them think it's a good idea. The only difficulty is that no one wants to be the guinea pig. Rubenstein feels that if a couple of pioneers would blaze the trail, the rest would fall in line. A measure of the responsibility, he added, should rest on the shoulders of the manufacturers.

For example, he pointed out that if one major manufacturer produced bulk nut machine with 2-cent coin mechanisms, and plumped for 2-cent vending, that would be all the encouragement many operators would need. And, in the long run, he added, it would result in a more prosperous industry and more sales for the manufacturer.

Conversion Cost

Rubenstein feels that the conversion from 1 cent to 2 cents on existing bulk machines should run the operator an average of about \$2 a machine, the cost of new bulk machine with 2-cent coin mechanisms only a shade more than existing machines.

He added that a bulk venter with a 2-cent coin mechanism could also be adjusted to a penny vend, so that the operator could convert a machine from nuts to ball gum and back again with little trouble.

About 10 years ago, said Rubenstein, an operator could make a living with 200 or 300 bulk venders. Today, he added, from 400 to 500 are required.

Part-Timers

While full-time operators are expanding by taking over routes from other operators, Rubenstein feels the part-time operator will always be part of the industry.

He bases this belief on the fact that many middle and low-salaried men are always seeking ways to supplement their income with part-time work, and, to the untutored, vending looks like easy money.

Unfortunately, said Rubenstein, a high percentage of these part-timers get into the business by falling prey to fast-talking promoters. He has often paid \$2 to \$3 for bulk venders which were sold to the unwary for as much as \$40 each.

Constant Supply

Rubenstein feels that there will always be a supply of newcomers who operate on a part-time basis for a while, then sell their locations and equipment.

The capsule vending industry, according to Rubenstein, will not necessarily be confined to 5-cent items. He explained that items costing 10 cents, 15 cents and more can be vended if the operator is careful to give the purchaser value for his money.

However, he cautioned against putting penny charms into capsules and trying to vend them for nickels. The public, he said, catches on fast to such practices.

Right now, added Rubenstein, 10-cent charm vending experiments are being conducted, with the operator cost of the items running from 3 to 4 cents apiece.

Call Off Strike At Cott Beverage

NEW HAVEN, Conn., Dec. 11.—A strike scheduled to be taken by employees of the Cott Beverage Corporation here was averted by a last-minute meeting of company and union representatives. A new two-year contract was verbally agreed upon, and the pact will be formally signed next week.

Both the production workers and drivers are members of Branch 1, New Haven Local 37, International Union of Brewery, Flour, Cereal, Soft Drink and Distillery Workers (CIO).

Union was seeking a 20-cent an hour increase for production workers and hikes in the base and guaranteed pay of drivers.

VICTOR'S SUPER V'S! NEW!!!

5¢ Capsule Vendor, case of 4 \$71.80
Sample 18.95
Victor Toppers 1/4 Ball Gum or bulk Vendors, case of 4 50.00
Chrome trim 75¢ extra.
Sample machine 14.50

VICTOR BIG PARTS ROUND-UP!

Ask us for Parts Price List for all Victor made machines. Topper, Baby Grands, Model V, Custom Builts, etc. Our Parts stock is complete! Order now, fix up those machines.

VICTOR CHARMS & CAPSULES

	Bulk	Capsules
Vinyl Doll	\$15.00 M	\$20.00
Ejector Knife	15.25 M	21.00
Magic Photo Ring	12.50 M	20.00
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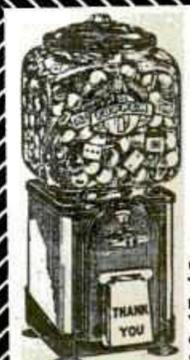
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Canned Soft Drink Group Is Organized

NEW YORK, Dec. 11.—The Soft Drink Canners' Association, Inc., was formed here this week. The new group is headed by Walter Mack, president of the C&C Super Corporation and former president of the Pepsi-Cola Company.

Other officers are Morris Silver, president of the Cott Bottling Company, vice-president; Robert K. Rogers, secretary-treasurer of the Can-a-Pop Beverage Company, secretary, and A. Mele, C&C treasurer, treasurer.

Directors include Mack, Silver and E. A. Johnson, Weber Waukesha Brewing Company; T. H. Stanley, Nehi Corporation, and Louis Tose, Bev-Rich Products, Inc.

Mack said retail sales of carbonated drinks are about \$1.5 billion a year and predicted that can sales will eventually account for 30 per cent of the market.

He added that the industry should hit \$2 billion in sales within a few years, \$600 million of it in cans.

Ideas in Food

• Continued from page 63

among the firm's shop equipment. Rudin reaches in his bag of industrial food vending ideas for this innovation: vending of standard package breakfast cereals with a plastic spoon taped outside the box. But the cereals vended must be presugared, so as to eliminate need for supplying the sweetening agent separately. Such types as Kellogg's Sugar Corn, Sugar Smacks, Sugar Frosted Flakes are used.

To eat the cereal after the box is vended, the patron opens the box along its top perforated edges, adds milk (Rudin stresses the cereals can only be vended in locations where there are also milk venders or an assured milk supply) and uses the attached spoon. Being pre-sweetened, the dish is ready to eat when milk is added to the waxed-paper lined carton.

As the complete cereal and spoon package is vended at a dime, and the combination costs Rudin 3½ cents, there is a good gross margin.

Kellogg's, according to Rudin, is interested in the idea of vending its cereals in this manner. If the idea is expended and real volume is attained, he said that Kellogg's would give serious consideration to packaging a special box with spoon enclosed for operators.

The cereals packages are vended in Stoner Manufacturing Corporation's four-column pastry venders. To date, however, Rudin pointed out, reception of the cereal vending idea has been "spotty." However, he expects it will catch on when more thought is given to locations where the vended cereals fit in with employee demand.

Industrial Vendors, which includes hot and cold beverage equipment, pastry, ice cream and milk venders in its package installations (candy and cigarette machines are also installed but under sub-contract by a co-operating operator), has evolved this rule of thumb for accepting or passing up plant locations:

Plants having 250 or more workers are acceptable for full-package installations.

Where at least 75 persons are employed, coffee equipment only will be placed.

Detroit Union

• Continued from page 63

work to include workers servicing food and beverage equipment in industry and elsewhere.

Major reason for the activity, Bufalino said, was the movement of a number of industrial catering firms into the vending field. In the past the union has had isolated food and beverage machines under contract when they were operated by men whose basic operation was in the juke box, cigarette or allied lines. Until now, the local made no systematic attempt to organize the food vending field.

Heavy Soups a Vending Aid

• Continued from page 63

time) are sufficiently tasty altho made from ingredients simulating the soup taste, but location experience has proved this: after an initial high sale period, volume falls off and does not recover.

Another prime factor in the move to perfect a perfect wedding of heavy soup bases and vending equipment: industrial management is pressing to cut its in-plant feeding bill. Subsidization of cafeteria and caterer systems run up into over four figures for some plants per month. A heavy type soup will satisfy the appetites of hard-working employees where broth type soups will not. While only one step in fully automatic catering, heavy soups are an important one and as such of vital interest to industry.

Other than Bert Mills Corporation, which has a non-selective heavy soup type vender in production, and Stoner and Rudd-Melikian, which are reportedly working on similar units, interested manufacturers include Apco, Inc., Coffee-Mat, Rowe and Jack Webb Corporation.

One of the suppliers pioneering in full strength soup-vending is Fearn Foods, Franklin Park, Ill. Working with several machine producers, Fearn is currently supplying three soup bases for the Bert Mills machine.

Fearn points out, however, that its product must be specially formulated to each type vender. Thus, while viscosity and gravity are calibrated for the specific valve designed for the Mills vender, the same soup formula would not be entirely workable for other manufacturers' models unless the same valve and dispensing system were used (venturi, CO-2 or gravity).

One advantage of the CO-2 method: an even heavier soup base may be used.

Soup Flavors

Fearn has developed tomato, onion and pea soups for the Mills model. It will add mushroom, asparagus, navy bean (with beans part of the concentrated paste instead of whole).

Stabilizers have been developed that can keep the soup pastes (after the container has been tapped for attachment of dispensing lines) stable for from at least one day to five days. This varies with the different soup types.

Pea soup paste will remain stable for one day; onion, three days; tomato, four or five days. It is expected that installation of plastic sterile covers at points where lines are connected will add one more day to a particular soup's stability range.

Back of Fearn Food's entry into the vending supply field are 20 years of experience in the food base field. The firm, doing over \$3 million in gross business annually, is one of the founders of the food base industry.

The company's seven laboratory technicians are presently devoting a major part of their time to development of new heavy-type soup pastes for vending.

Canada Dry Sales Hit Record Peak

NEW YORK, Dec. 11. — The earnings in the year ended September 30 dipped just a shade compared with the preceding year, net sales hit a record \$67,362,067, compared with \$66,496,447 the year before.

Net earnings for the last fiscal year were \$2,377,538, equal to \$1.14 a common share, compared with \$2,382,108 the preceding year, also equal to \$1.14 a common share.

Florida Cig Tax Totals \$1,217,866

TALLAHASSEE, Fla., Dec. 11. —According to official figures compiled by State Beverage Director A. E. McKinney, Florida's cigarette tax produced \$1,217,866 in September for municipalities.

McKinney said \$332,536 will go into the State General Revenue Fund.

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Pistachio Nuts, Sheik48
Cashew Whole50
Cashew Butts48
Peanuts, Jumbo39
Spanish33
Mixed Nuts55
Almonds, 480 ct., 5 lbs., vac. pk.85
Baby Chicks32
Rainbow Peanuts32
Boston Baked Beans32
Jelly Beans28
Licorice Lozenges25
Leaflets (similar to M & M), 550 ct.40
Assorted Fruit Charms, 100 ct.42

Rain Blo Ball Gum, 60 ct., 140 ct., 170 ct., 210 ct., 200 lbs. minimum, prepaid, per pound \$.28
100 ct.30
Adams Gum, all flavors, 100 ct.45
Wrigley's Gum, all flavors, 100 ct.48
Beach-Nut, 100 ct.48
Hershey's Chocolate, 200 ct. 1.40
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Salt & Pepper Shaker, Metal Top	14.00	21.00
Hunting Knife	16.50	22.00
Sling Shot	8.75	16.00
Lorgnette Glasses	13.50	20.00
Stamp Pad Ring	12.50	20.00
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Wire Puzzle	7.00	16.00
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1954 Cigar Production May Approach Last Year's Record

ATLANTIC CITY, Dec. 11.—Cigar production this year will probably approach the record 6,100,000,000 in 1953, according to statistics from the Bureau of Internal Revenue. At retail, this amounts to about \$550,000,000.

Cigs Not Linked To Lung Cancer: Medical Expert

CHICAGO, Dec. 11.—A nationally known medical educator this week told a medical meeting he is convinced that smoking has nothing to do with lung cancer. Dr. Frank C. Combes, of the New York University post-graduate school of medicine, told the 13th annual meeting of the American Academy of Dermatology and Syphilology in the Palmer House that while the cause of cancer is unknown, it is believed by some investigators to be linked with a virus-type organism.

A growing body of research scientists, Combes said, is now inclining to the belief that cancer may be caused by microbes, possibly influenced in its development by chemical agents and other substances incapable in themselves of causing malignancy.

Combes said an increase in lung cancer was first observed in the 19th century long before women started to smoke, and considerably in advance of today's widespread use of tobacco.

This prediction buoyed up spirits of delegates to conventions of the Cigar Manufacturers' Association and the Cigar Institute of America which held joint three-day conventions here this week.

Cigarmen are currently on the rebound from an early-season slump. September production—528,500,000 cigars—is 3 per cent ahead of the like month last year, and the nine-month total is within 2 per cent of the corresponding period for 1953. The heavy Christmas buying, already underway, is another reason for optimism.

Health Talk

Many of the delegates guessed that the unfavorable medical publicity in relation to cigarettes has been responsible for some, but not a substantial amount, of the comeback.

Edward J. Regensburg, New York cigar maker and CMA president, said that 1955 business will top this year's, basing his prediction on loosening Internal Revenue control, giving cigar makers more freedom to choose how many cigars to sell in what size package.

Harry P. Wurman, president of Bayuk Cigars, Inc., said the firm shipped more cigars in September than any month in its history, while J. F. Des Reis, vice-president of the Consolidated Cigar Corporation, said his firm expected to top last year's record sales of \$54,500,000.

Candy Venders

Continued from page 63

vending is a little market. The number of candy machines on location are only exceeded by cigarette venders (492,575) and soft drink bottle machines (565,000), as reported in the 1954 Census of the Industry in Vend, sister publication of The Billboard.

The close to a half million candy units sold over 4,602,145,000 individual bars during 1953. This means that venders were responsible for moving 4 per cent of all candy sold in the U. S., or approximately 20 per cent of all bar candy volume.

Candy manufacturers may have overlooked this fact: A large percentage of the more than 4½ billion bars vended would not have been produced—or sold—if it were not for the candy vender.

What indications are there that the candy firm is not actively engaged in promoting vending? Aside from recurring operator debates on the need for point-of-sale aids, plus a better gross margin, there is this fact:

A survey of leading candy producers, inviting reports of their current or planned activity in supplying operators with selling aids, went almost totally unanswered. One-half of 1 per cent of those firms contacted replied, and none of those replying reported present or contemplated activity along those lines.

Proof of Value

Capping the value of candy machines for the bar market: Despite a dip in per capita consumption for the second straight year in 1953, venders increased their sales of candy 4.3 per cent over 1952. This was a total increase of 6.3 per cent over 1951.

Accepting the fact that candy-makers are not actively promoting the sale of their product thru venders, there remains this question: Why not?

Candy executives answer: Low profit on nickel bars, and also on dime bars due to low production (compared with nickel bars).

A possible result of the present candy vending picture: Bars may not retain as favorable a position as a vended product in the future. One indication is that much of current operator expansion is in other product fields with better margins, more product promotion ammunition. Such products include coffee, soft drinks, ice cream, cookies.

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Bottlers Study Cup Machines

Continued from page 63

clared: Inclusion of a cola (in his case Coca-Cola) in his cup machines kept out competition—even from other bottlers.

Bottler Conclusions

Some of the more important conclusions reached by bottlers at the meeting:

1. The cup vender is one of the best means of conducting paid sampling. (According to one bottler, cup machines in two local theaters doubled his total bottle volume over a two-year period. Another stated: We have abnormal increases in bottle sales wherever we put a cup machine.)

2. Full-line vending must be an eventual consideration of any bottler's initial investment in cup or even bottle machines. (Reason: The competitive situation in vending requires full-line operation.)

3. Personnel men, safety directors, etc., in plants do not have time for bottle machines—prefer cup venders.

4. Bottlers are not "big enough to stop the wheels of progress—so cup drink operation will grow."

5. If a bottler cannot hold (bottle vender) locations any other way, he should get into cup machines.

While the over-all philosophy of bottler-operated venders is one of a defensive nature, it was stressed that the new drink medium, in addition to protecting a bottler's present locations, brought this plus benefit:

It enabled the bottler to approach new accounts he was never able to crack with bottle equipment. Thus, cup units not only protect his operation but actually make a sizable expansion possible.

Along with the benefits, however, bottlers saw these problems in cup vending:

1. The initial cost of starting a cup operation is "quite high" for a medium size bottling plant (doing some 500,000 cases annually): \$10,000 to \$15,000 up to \$20,000.

2. Water conditions in a bottler's area.

2. During the first few years of

cup operation, the bottler has almost as much invested in cup machines as in his bottling plant machinery.

4. Returns per investment dollar on cup machines (it was claimed) will not compare with those on bottle venders.

5. Unlike bottle machine operation, cup venders require that a separate division be set up to handle service, maintenance, etc.

Bottle routemen cannot service cup units (specially trained personnel is required).

It was pointed out that before a bottler goes into cup vending he must:

Consider the potential in his territory; i. e., number and size of his industrial (bottle) locations.

Remember that he cannot support a cup operation on the same plant population as a bottle operation.

Make certain his industrial potential is not widely scattered: Cup units because of their cost cannot be scattered as freely as bottle machines to reach maximum customer-coverage.

Include coffee venders to put his cup operation on a paying basis 12 months of the year (in Coshocoten, O., one bottler reported vending over 2,000 cups a week among the 400 employees on two shifts).

Figure as minimum customer requirements: 100 people on one plant floor, 150 attendance per day in theaters to make selective cup vender break even.

How Many Units?

How many cup machines must a bottler have to make money?

One firm reported: Starting with three machines, the operation did not show a profit until it had enough units—in this instance 23—to "keep one serviceman busy." The bottler noted, however: The last five cup units were installed simultaneously, so it actually may become profitable at 19 machines.

Pre-mix machines came in for discussion. Consensus: Because all pilot models to date have been single flavor units, present selective cup venders have the advantage.

But the pre-mix idea is sound basically because of the uniform product offered—but again, new low-cost selective cup machines now being marketed put the pre-mix model at a disadvantage.

(Editor's Note: Pre-mix venders are being built by Glascock Bros. Manufacturing Company, Muncie, Ind. (base price \$509), for Coke bottlers, and are being readied by at least 11 other firms, including Vendo Company, Westinghouse, Servit, Inc.)

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Silver King, 5c	8.50
Silver King Hot Nut, 5c	15.00
Victor Model V, 1c, Globe	8.95
Victor Model V, 1c, Cabinet	9.50
Columbus Model 46ZB, 5c	8.50
Columbus Bi-More, 2 Comp.	19.50
Columbus Tri-More, 3 Comp.	22.50
Master Novelty, 1c	8.50
Asco Hot Nut, 5c	7.50
Ajax Hot Nut, 5c, 3 Comp.	39.50
Atlas Bantam 5c Tray	7.50
Regal's 1c Peanut	7.50
Jewel Vendors, 5c, 2 Comp.	10.00
Cadillac Jr., 5c	7.50
Spinners 4 Comp., 1c	5.00
MISCELLANEOUS VENDORS	
Pop Corn Sex Pop Corn, 10c	\$55.00
Exhibit Picture Card, 1c	15.00
GUM VENDORS	
Columbus Model 46G, 1c B.G.	7.50
Advance Model D, 1c B.G.	4.95
N.W. Model 33, 1c B.G.	7.50
6-Col. Adams, DuGrenier	17.50
4-Col. Adams, DuGrenier	14.50
Acorns, 1c B.G.	10.00
CANDY VENDORS	
U-Need-a-Pak, 5 Col., 100 Bar	\$85.00
Mills 5 Col., 75 Bar	\$50.00
POSTAGE STAMP	
N.W. Roll Type (late)	\$45.00
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Canners Train

Continued from page 63

for all flavors, instead of only one or two as with previous wax type liners. This means that soft drink canners do not have to have top-heavy inventories of cans to handle their full flavor line.

Another canning giant in the U. S., Continental Can Company, has just published a 17-page booklet on the "A B C's of Canning Soft Drinks."

According to Continental, the booklet "tells the complete story of the can as a container for soft drink beverages." It traces the development of the soft drink can, container requirements, outlines economics and canning procedures.

WASHINGTON, Dec. 11.—Collections of federal taxes on cigarettes in the 12 months ending June 30 totaled \$1,513,740,005, compared with \$1,586,782,000 a year ago, according to the Internal Revenue Service. The yield from the federal tax on cigars was \$45,617,000 this year, compared with \$46,326,000 a year ago.

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T. I. VENDING SALES CO.
2659 North Racine Avenue
Chicago 14, Illinois

Ohio City Pin Ops Win Court Victory

Columbus Court of Appeals Reverses Pin Ban in Temporary Ruling; Set Hearing

COLUMBUS, O., Dec. 11.—City pinball game operators won a victory here when the Second District Court of Appeals reversed a lower court decision outlawing pinball machines in Columbus.

But the court ruling is only temporary and does not lift the pinball ban.

The judges said they ruled on a question of law—the procedure Common Pleas Judge Joseph M. Harter used to reach his decision.

The higher court sent the question back for a complete hearing, including taking of evidence on a request of pinball machine owners for a permanent injunction against seizure of the machines by the city.

The court ruled that it was not contended by the city that the pinball games in question are gambling devices per se, nor was it found that they are or were being used as gambling devices or played for gain.

It brought out further, "that the games register a score and that is the only admission that the games in their operation offend against any of the essentials of the penal provisions of the ordinances. Plaintiffs deny specifically that their games tend to encourage gambling. Inasmuch as the section makes a machine, the operation of which tends to encourage gambling, subject to the ordinance, it is evident that this may be found independent of the other elements set out in the section which

(Continued on page 69)

REDS REAPING PACHINKO \$\$

TOKYO, Dec. 11.—Nippon police are moving in on pachinko—the pinball mania that has gripped Japan for five years—after learning that the game was helping to finance communist activity.

Making the most of the game's popularity, communist racketeers moved in to levy a "protection tax" on each pachinko parlor. There are nearly four million of these in Japan, equipped with 2.5 million pachinko games.

To complete their racket, the communists organized ragged hangers-on who wait outside each shop to buy prizes won by customers and resell them to the shop.

The pachinko pinball machines will be illegal in Tokyo after next March.

Coin Exports Up 34%; Aug. Total \$997,731

Canada, W. Germany Top Markets As Juke and Vender Sales Double

CHICAGO, Dec. 11.—Exports of coin-operated phonographs, amusement games and vending machines during the month of August hit \$997,731, a figure below the \$1 million-plus average for the first eight months of 1954, but still pointing to a \$14 million record year.

Total dollar volume has reached \$9,556,493 for the eight-month period, according to U. S. Department of Commerce figures.

Despite the drop from the 1954 monthly average, the August total is a 32.4 per cent increase over the same month of 1953. This is

accounted for by a jump in juke box exports—from \$405,809 in August, 1953, to \$773,326 for that month this year—and a hike in vending exports—from \$49,873 to \$80,888.

Amusement games, making a relatively poor showing compared with last year's record exports, dropped from \$218,629 in August, 1953, to \$143,517. August was the bottom-of-the-list month for game exports last year, with the totals of nine other months shooting above the \$300,000 mark.

Canada recovered top billing as an export market during August, posting a \$260,668 business, followed by West Germany, top market during June and July, with \$128,363, and Venezuela, with \$109,979.

Belgium, another consistently

(Continued on page 69)

Coin Machine Exports

August, 1954

Country	Phonographs		Amusement Games		Venders		Totals	
	No.	Value	No.	Value	No.	Value	No.	Value
Canada	281	\$124,350	332	\$ 85,962	1,423	\$50,356	2,036	\$260,668
W. Germany	163	109,411	180	18,952	343	128,363
Venezuela	138	99,496	25	1,000	29	9,483	192	109,979
Colombia	265	94,499	265	94,499
Belgium	177	86,804	516	5,830	693	92,634
Netherlands	252	86,923	49	3,395	301	90,318
Cuba	95	30,730	7	2,400	102	33,130
Switzerland	50	31,494	5	1,235	55	32,729
Japan	15	13,790	32	8,218	47	22,008
Phil. Rep.	16	8,744	9	10,000	25	18,744
Nicaragua	32	18,308	32	18,308
Salvador	20	14,806	1	740
Mexico	45	10,895	45	10,895
Peru	15	9,095	12	720	27	9,815
Panama	10	7,500	2	670	12	8,170
France	7	3,825	19	5,170	26	8,995
Korean Rep.	7	6,300	7	6,300
Br. Malaya	10	1,500	24	3,617	34	5,117
Guatemala	7	3,814	5	3,814
Dominican Rep.	6	3,192	6	3,192
Costa Rica	3	2,117	3	2,117
Argentina	1	1,351	1	1,351
Iceland	3	800	3	800
Honduras	1	740	1	740
Bermuda	7	700	7	700
Australia	1	528	1	528
Un. Kingdom	1	525	1	525
N. Antilles	1	745	4	1,918	5	2,663
Fr. Morocco	16	2,248	10	2,495	26	4,743
Other Countries	20	2,000	690	5,085	100	4,000	810	11,080
Totals	1,650	\$773,326	1,899	\$143,517	1,582	\$80,888	5,131	\$997,731

United Names Ben Becker New Field Rep

CHICAGO, Dec. 11. — United Manufacturing Company announced this week the appointment of Ben Becker, New York, as a new field representative for the firm.

Becker has been associated with the coin machine business for 31 years, and is familiar with all phases of the trade.

He will represent United in bringing service to distributors and operators thruout the nation.

Becker's appointment brings the number of United field representatives to four. Johnny Casola, Ken Sheldon and Al Thoeke are the other traveling representatives of the firm.

Bally Preems New Magic Line 5-Ball Game

CHICAGO, Dec. 11. — Bally Manufacturing Company announced this week shipment of its second "magic lines" five-ball in-line game, Big-Time.

The game features improved chances at in-line scores for the player, who is given the opportunity of changing line-ups of numbers in each of five columns on a large center card on the backglass.

Variety, the forerunner of Big-Time, gave the player a chance to manipulate numbers in three columns, and was reported to have set new sales and production records for five-ball in-line games at Bally.

The player can move the numbers up or down in each of the five

(Continued on page 68)

PROFITS BY PUBLICITY

La. Distrib Runs Game Ads in Local Papers

NEW ORLEANS, Dec. 11.—The New Orleans Novelty Company, distributor and operator of amusement games and Arcade equipment, advertises its pinball game service and its Penny Arcade in three local newspapers, and is getting good results.

The Penny Arcade operated by the firm is advertised in three city newspapers—The Times-Picayune, States, and Item—and an ad on pinball game installation and servicing runs in the papers twice a week.

Louis Boasberg, general manager of the company, says that the ads not only bring in good results in sales, but also build better press relations. He recommends the idea to other distributors and operators, especially to those in the phonograph trade.

The service ad is a simply styled 2 by 4-inch insert with the name and address of the company, a picture-drawing of a serviceman, and a few lines of copy, reading: "Amusement Pin Games Installed and Serviced . . . Let us install in your place of business the latest, most up-to-date and attractive amusement pin games."

Another ad is in news-item form, and tells of the background of the company and what the company has to offer to taverns, barrooms, chain stores, drugstores, restaurants or other places desiring anything in coin-operated amusement equipment.

An ad run periodically in the New Orleans newspapers publicizes the Penny Arcade, effectively emphasizing the many types

(Continued on page 68)

Williams Puts New Production Plan to Work

CHICAGO, Dec. 11.—Additional floor space and newly added engineers were responsible for increased production and new coin machine ideas at Williams Manufacturing Company, according to Sam Stern, executive vice-president.

The first of the new products to appear is the Select-a-Train, the

(Continued on page 69)

DSA to Elect 1955 Officers

DETROIT, Dec. 11.—Plans were made at the Thursday (2) evening meeting of the Detroit Shuffleboard Association to hold the annual election of officers at the January 6 meeting at the Tuller Hotel.

Arrangements to wind up the first half of league shuffleboard

(Continued on page 69)

OP'S TAKES SHOOT UP

Gun Games Spark Play At Marginal Locations

WEST ALLIS, Wis., Dec. 11.—Gun games, used as a location stimulant, are real route builders, according to a West Allis operator who has been in the business since 1938.

"The public is always looking for something new," says Jerome (Red) Jacomet, of Red's Novelty Company. "That's why gun games are proving helpful in boosting our route receipts today."

Jacomet operates a sizable string of music, games and cigarette vending equipment thruout Milwaukee County.

Gun games, says Jacomet, can be used to profitable advantage by any operator as a means to spark play at locations suffering from sagging cash box takes. Best gun game spots are those with heavy traffic: "Bowling alleys are my best locations for guns, especially if the bowling leagues are made up of bowlers in the younger age brackets."

To take full advantage of the improvement in play that can be gained by the installation of a gun game, at a particular location, Jaco-

met advises operators first to remove the other pieces of game equipment previously on location. Allowing the gun game to monopolize the attention of patrons instead of sharing it with another machine will usually result in several months of peak play and frequently a general rejuvenation of the spot as a profitable coin machine location.

Red's Novelty Company's gun games are all set for straight dime

(Continued on page 69)

Keeney Names Three Distribs

CHICAGO, Dec. 11. — J. H. Keeney & Company announced this week the appointment of three new distributors, Badger Sales, Lehigh Specialty Company and World's Fair, Inc.

Bill Happel, Badger Sales, Los Angeles, will distribute for Keeney in Southern California.

Bill Cross, Lehigh Specialty Company, Philadelphia, will handle Keeney products in Eastern Pennsylvania.

The New England States will be covered for Keeney by Ed Raverby, World's Fair, Inc., Boston.

Beginning on Page 1
**LAST IN A SERIES OF EDITORIALS
 ON JUKE BOX COPYRIGHT LEGISLATION**

Cincy Council Vote To Decide Pin Issue

CINCINNATI, Dec. 11.—A vote of the city council, Wednesday (15), will decide the fate of pinball operations here.

In the meantime, the future of approximately 2,000 pinball games—estimated at more than half the total of pinball games in Ohio—hangs in balance.

The Utilities Committee has agreed to report on four proposed ordinances, following a hearing in which arguments were heard for and against a ban on the games. Safety Director Hamilton spoke

in favor of outlawing the games, asserting that the large number of pinball games on location in the city could not be adequately policed to keep them from being used for gambling purposes.

Robert N. Gorman, attorney for pinball interests, cited a State law which holds that free plays on pinball games do not constitute gambling.

Two ordinances before the city council would abolish the games. Two others, presented by Councilman Theodore M. Berry, provide for strict regulations.

Restraining Writ

In Columbus, O., where pinball games were banned, operators obtained a temporary order restraining the city from seizing and destroying the units as long as the games are played for amusement. This however, rules out any merchandise, cash, tokens, checks or free plays awarded the player. In Cleveland the ban against pinballs is still in effect.

Judge Joseph M. Clifford, of Common Pleas Court, ruled that pinballs which give players free games are not in themselves gambling devices (The Billboard, May 15). Ohio pinball operators argue the games are not gambling devices as such, provide a large source of government revenue thru licensing fee, and have never been connected in any way with racketeering.

The operators are fighting for a licensing ordinance which would allow them to continue operations under supervision.

La. Distrib

of games—amusement pinballs, kiddie rides, photo machines, voice recorder, football and fight movies, gun games, and others. This ad includes picture drawings of clowns, fun-enjoying customers, and games at the Arcade, suggesting a carnival atmosphere.

Williams Bows New 5-Ball Game, Lulu

CHICAGO, Dec. 11.—Lulu, a new five-ball game featuring "beating-the-clock" for replays, was shipped to distributors by Williams Manufacturing Company this week.

The numbers 1-8 are arranged at spaced intervals around the edge of the dial of a clock on the backglass. These numbers correspond to like numbers on the playfield. When the playfield numbers are made in rotation, the numbers light up on the clock.

When the player shoots a ball thru a center roll-over with 1-8 lighted on the clock, or when the backglass clock stops on a lighted number, the player scores replays.

Directing a ball into either of two pockets or thru rollovers designated by the letters H or D, operates the clock. Making letters H-O-L-D lights a target to score a replay and holds lighted numbers on the clock from game to game until a replay is scored. This carryover feature is designed to sustain play.

The playfield is equipped with two ball-bumpers, two special ball holes, two rubber ball shooters, and two ball flippers.

San Pablo, Calif., Votes Pinball Ban

SAN PABLO, Calif., Dec. 11.—The San Pablo city council this week voted to prohibit pinball games. Final reading of the ordinance and action by the council is set for December 20. A proposition making it mandatory on the council to outlaw the games was approved by the city's voters last month.

At El Cerrito, Calif., councilmen agreed last week that the few pinball games in that city were creating a police problem and asked for their prohibition.

THE BILLBOARD INDEX

ADVERTISED USED MACHINE PRICES

AMUSEMENT GAMES

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of Dec. 11	Issue of Dec. 4	Issue of Nov. 27	Issue of Nov. 20
ABC (United)	\$45.00 50.00	\$45.00 50.00	\$45.00 50.00	\$45.00 50.00
All Star (Gottlieb)	99.50	99.50	99.50	99.50
All Star Baseball (Williams)	310.00			
Arabian Knights	170.00	170.00		
Army & Navy		69.50		54.50
Atlantic City (Bally)	95.00 110.00	110.00	94.50 100.00	115.00
	115.00	125.00(2)	115.00	125.00(2)
	125.00(2)	135.00 140.00	125.00(4)	135.00 140.00
	135.00	145.00(4)	135.00 139.00	145.00(2)
	145.00(3)	150.00	140.00	
			145.00(3)	
Basketball Champ (Chicago Coin)	175.00	195.00(2)	175.00	99.50 175.00
	195.00(2)		195.00(2)	195.00(2)
Basketball (Genco)	244.50 350.00	350.00	350.00	350.00
Batting Practice			65.00	65.00
Beach Club (Bally)	185.00	274.50 285.00	274.50 285.00	310.00(2)
	275.00(2)	295.00(2)	300.00 309.00	315.00(2)
	295.00	300.00	310.00(3)	325.00 335.00
	300.00(3)	310.00(3)	315.00(3)	
	305.00	315.00	325.00(2)	
	310.00(5)	325.00(2)		
Beauty (Bally)	220.00	220.00	184.50 220.00	220.00
	225.00(5)	225.00(3)	225.00(4)	225.00(2)
	245.00(2)	245.00 250.00	229.00 235.00	265.00 275.00
		265.00	250.00 265.00	
Be Bop (Exhibit)	84.50	84.50	84.50	84.50
Blue Skies (United)	49.50	49.50	49.50	49.50
Boston (Williams)	69.50	29.50 69.50	69.50	69.50
Bowling Champ (Gottlieb) ..	59.50	59.50	59.50	59.50
Bright Lights (Bally)	75.00 90.00	45.00 75.00	75.00 90.00	65.00 75.00
	95.00	90.00 95.00	90.00 95.00	90.00(2) 95.00
Bright Spot (Bally)	95.00	90.00 95.00	90.00 95.00	95.00
Buffalo Bill (Gottlieb)	59.50	59.50	59.50	59.50
Cabana (United)	155.00 165.00	165.00(2)	159.00	165.00(2)
	185.00	175.00 185.00	165.00(2)	185.00
			185.00	
Canasta (Genco)	59.50	59.50	59.50	59.50
Champion (Bally)	89.50	89.50	89.50	89.50
China Town (Gottlieb)	90.00 119.50	119.50	119.50	119.50
Citation (Bally)	15.00 79.50	15.00 79.50	15.00 79.50	15.00 79.50
Coney Island (Bally)	75.00(2)	75.00(2)	50.00 75.00(2)	75.00(2)
	95.00(3)	95.00(3)	95.00(2)	95.00(2)
	100.00		100.00	
County Fair	75.00	39.50 75.00	75.00	75.00
Circus (United)	175.00	150.00 175.00	175.00	175.00
Control Tower		24.50		
Cyclone (Gottlieb)		34.50		
Daffy Derby (Williams)	175.00 295.00	350.00	350.00	350.00
Dealer	145.00	165.00		
Deluxe Baseball (Williams) ..	325.00 350.00	195.00 325.00	325.00 350.00	175.00 325.00
		350.00		350.00
Dew-Wa-Ditty (Williams) ...			49.50	49.50
Disk Jockey (Williams)	45.00	69.50		
Double Feature (Gottlieb) ...	79.50	79.50	79.50	79.50
Double Shuffle	59.50	59.50	59.50	59.50
Dragonette	215.00	195.00		
Dreamy (Williams)	79.50	79.50	79.50	79.50
Dude Ranch (Bally)	300.00(2)	300.00	284.50 310.00	315.00
	310.00 315.00	310.00(2)	315.00(2)	325.00(3)
	325.00(4)	325.00(3)	325.00(4)	345.00 360.00
	360.00	345.00 350.00	339.00 345.00	
		360.00	360.00	
El Paso (Williams)	59.50	59.50	59.50	59.50
Fairway			49.50	
Floating Power (Genco)	49.50	49.50		49.50
Flying High (Gottlieb)	115.00	84.50 89.50		
400 (Genco)	30.00 55.00	59.50	59.50 69.00	59.50 75.00
	59.50		75.00	
Five Star (United)	50.00	50.00	50.00	50.00
Four Corners	45.00	59.50		
Four Horsemen (Gottlieb) ...	99.50	39.50 99.50	99.50	99.50
Four Star	95.00	49.50		
Freshie		29.50		
Frolic (Bally)	150.00 160.00	160.00 175.00	175.00(3)	175.00(2)
	175.00 185.00	190.00 195.00	190.00 195.00	190.00 195.00
	190.00		65.00	
Futurity				
Gold Star	225.00			
Golden Nugget	99.50	99.50	99.50	99.50 125.00
Gondola (Exhibit)	49.50	49.50	49.50	49.50
Gold Cup (Bally)	59.50	59.50	59.50	59.50
Grand Slam	95.00 125.00			
Green Pastures	165.00	175.00		
Guys-Dolls (Gottlieb)	110.00	99.50	115.00	
Havana	275.00 315.00	295.00 315.00	315.00 325.00	325.00 350.00
	325.00	325.00	350.00	
Hawaiian Beauty	200.00	195.00	210.00	
Hawaii (United)	350.00 375.00	350.00 364.50	364.50 385.00	395.00(2)
	385.00 395.00	375.00 385.00	395.00 445.00	445.00
		395.00		
Hayburner	75.00(2)	75.00(2)	75.00(2)	75.00(2)
Hong Kong	45.00	69.50		
Hi-Fi (Bally)	385.00			
	395.00(2)			
	399.00 400.00			
	410.00 425.00			
Hit 'n' Run (Gottlieb)	109.50	74.50 109.50	109.50	109.50
Ice Frolics	340.00(2)	294.50 340.00	294.50 300.00	300.00 345.00
	345.00	350.00	325.00 345.00	365.00 385.00
	350.00(2)	365.00(2)	350.00 360.00	390.00
	360.00	395.00	365.00(2)	395.00(2)
	365.00(2)		375.00	
			395.00(2)	
Jockey Club	195.00	210.00	210.00	
Jockey Specials (Bally)	54.50	54.50	54.50	54.50
Jumbo (Gottlieb)		395.00		
Jumping Jack (Genco)	90.00	90.00	90.00	90.00
King Pin (Chicago Coin)	89.50	89.50	89.50	89.50
Knock Out (Gottlieb)	79.50	79.50	79.50	79.50
Lady Luck			225.00	
Leader (United)	75.00	75.00	75.00	75.00
Lite-a-Line (Keeney)	35.00	24.50 35.00	35.00	35.00
Long Beach (Williams)	45.00	45.00(2)	95.00	45.00(2)
Lovely Lucy	175.00	185.00		
Lucky Landing (Williams)	99.50	19.50 99.50	99.50	99.50

Bally Preems

Continued from page 67

columns of Big-Time by turning knobs located on the near edge of the cabinet.

Scoring is made on a large 25-number card, corresponding to the 25 holes on the playfield, and two smaller nine-number cards. The knobs are turned by the player when indicated by light-up signs on the backglass.

Two star-shaped roll-overs near the bottom of the playfield spot numbers 10 and 25 on the smaller cards. Besides in-line scores, scores are made for getting all four corners on any of the cards.

Four light-up arrows point the way to the magic lines feature, permitting the player to move first three, then four or five lines, to line up numbers for in-line scores.

Big-Time operates on nickel play, is decorated with a "show business" background, and offers up to three extra balls per game. The game contains many other Bally in-line features.

Correction

CHICAGO, Dec. 11.—In a story in the December 11 issue of The Billboard, the new J. H. Keeney & Company gun game, the Keeney Sportsman, was incorrectly called the "Sportland." The Sportland Shooting Gallery is the latest gun game produced by Exhibit Supply.

La. Distrib

Continued from page 67

of games—amusement pinballs, kiddie rides, photo machines, voice recorder, football and fight movies, gun games, and others. This ad includes picture drawings of clowns, fun-enjoying customers, and games at the Arcade, suggesting a carnival atmosphere.

CLASSIFIED ADVERTISING

The National Exchange for Coin Machine Personnel, Products, Services and Opportunities

THE MARKET PLACE for the COIN MACHINE INDUSTRY

ADVERTISING RATES

REGULAR CLASSIFIED ADS
Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps.
RATE: 15¢ a word—Minimum \$3.00.
CASH WITH ORDER

DISPLAY CLASSIFIED ADS
Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted.
RATE: \$1.00 a line—\$14.00 per inch.
CASH WITH ORDER (unless Credit has been established)

IMPORTANT INFORMATION
In determining cost of regular Classified Ad be sure to count your name and address when computing cost of ad.
When using a Box Number in Care of The Billboard allow for 6 additional words.
On Box Number Ads a special service charge of 25¢ per insertion is made for handling replies.

ADDRESS ALL ORDERS AND INQUIRIES TO:
THE BILLBOARD PUBLISHING CO., 2160 PATTERSON ST., CINCINNATI 22, OHIO

Business Opportunities

ABSENTEE OWNER WISHES TO SELL fully equipped Arcade including 70 machines net approximately \$8,000 per summer season. Box M-103, c/o Billboard, Cincinnati 22, Ohio.

BARGAIN, FOR SALE—94 COIN OPERATED Corridors, 48 brand new in original shipping cartons, 46 used in perfect condition. Cost \$6,800, will take \$2,800. Write B. A. Brown, Box 1324, Kingsville, Texas.

FOR SALE—PROVEN MONEY MAKER. Located in southern industrial area of 100,000 people; this is a going business complete with shop, trucks, personnel and is free of competition. Business consists of 175 Victrolas, including 50-100 Sel. Seeburgs, 50 pin games and 50 scales, all in good shape and on location. Will stand rigid investigation. Box M-101, c/o Billboard, Cincinnati 22, Ohio.

FOR SALE—SIXTEEN NEW POPCORN vending machines with electric heaters. Priced low for quick sale to settle an estate. Carl H. Vollmer Admr., 1112 S. Central Ave., Burlington, Iowa. jal

Help Wanted

FIRST-CLASS PHONOGRAPH MECHANIC. Must know all makes of phonos from A to Z, be able to fix amplifiers, have plenty of experience and furnish best of references. Salary \$2 hour. Box M-102, c/o Billboard, Cincinnati 22, Ohio.

SALESMEN—WE PAY 50% ON LOW priced deals, selling \$599. Proven operator acceptance. Only men now selling thru Business Opportunities wanted. Replies confidential. Box M-104, c/o Billboard, Cincinnati 22, Ohio.

WANTED—BINGO AND SHUFFLE ME-chanics; good pay and good working conditions. Persons must be sober and furnish reference. Write Box 733, The Billboard, Chicago, Ill. jal

Parts, Supplies & Services

COIN-OPERATED TIMERS—ELECTRONIC, automatic; no buttons to push or mechanical levers to wind; adaptable for television, washing machines, dryers, radios, hair dryers, ironers, typewriters, sewing machines, etc. Write for prices. Coin Radio Co., 190A Duane St., New York City, N. C.

FILLED CAPSULES—ASSORTED; IM-ported. Feature items, \$17.50 per thousand. Cash with order. Lawn Novelty Co., 6110 S. Washtenaw, Chicago 29, Ill. de18

FILLED CAPSULES—BEST ASSORTMENT, \$17 m. Atlas Capsule Machines, slightly used, \$10 each. 1/3 cash with order. Carolina Dist. Co., Box 126, Forest City, N. C.

FOR SALE—"SOCK-THE-OCK" WILL CON-vert that beat up bear game, into a smooth performing money maker or your money back. A complete package \$28. 100 Service Company, 2638 Olive St., St. Louis 8, Mo. de18

STAMP FOLDERS DIRECT FROM MANU-facturer; unlimited quantities, immediate delivery. Write for prices. Veedco Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcust 7-1448. de25

Routes for Sale

JUKE BOX-GAME ROUTE—NORTHERN California; \$30,000, easy terms. Average take, \$3,000 month; ill health forces sale. Write or wire P. O. Box 531, Crescent City, Calif. de18

JUKE, CIGARETTES, GAME—CENTRAL Wisconsin. Practically all new equipment; \$3,000 month take. Want to relocate. Box M-96, c/o Billboard, Cincinnati 22, Ohio. de25

Used Coin-Operated Equipment

A-1 CIGARETTE AND CANDY MACHINES \$25 and up. Other vending machines, \$5 up. What have you to sell?
MACK H. POSTEL
2952 Milwaukee Ave. Chicago 18, Ill.

ADVANCE 25¢ MACHINES—NEW AND used; rock bottom merchandise prices on request. McDonald Distr. Co., 2416 W. Davis, Dallas, Tex. jal

CIGARETTE MACHINES JUST OFF LOCA-tion; 25¢ or 30¢ operation. Central Vending Machine Service Co., 3967 Parrish St., Phila., Pa. EVergreen 6-4244. ch

FOR SALE—PENNY GUM, NUT VENDORS, \$2.95, \$6.95; popcorn vendors, penny scales, \$19.95, \$39.95. R. Westmoreland, Box 1016, Jackson, Tenn.

SHOPPING? WRITE SHELDON SALES, Inc., 881 Main St., Buffalo 3, N. Y., for lowest prices on used United Bowlers, AMI, Wurilizer, Seeburg, Kiddie Rides, Capsule Vendors, Capsuled Charms. Export inquiries welcomed. de25

SANITARY VENDING MACHINE HEADQUARTERS

"Spare" sanitary napkin vendors; DAV razor blade vendors. 21F's, Advance 23C's, National #5, National #15 and other flat package sanitary vendors. Also merchandise refills for the above at lowest prices. Manufacturers & Distributors.

NATIONAL SANITARY SALES
Dept. B-12, 4307 W. Lawrence Av., Chicago 30

SEEBURG CABINETS M 100 A—COM-plete except changer and service switch. Like new. \$100 each. Automatic Amusement Company, 819 Boonville, Springfield, Mo.

TWO BALLY SHUFFLELINES, TWO CHI Coin Shuffle Baseballs, two Bally Hook Bowlers, \$200 total. 20 Pioneer Nut Vendors, new, \$200. ABC Coin Co., 2509 S. Presa St., San Antonio, Texas.

Wanted to Buy

CIGARETTE, CANDY AND OTHER VEND-ing machines; give full description and lowest prices. Box 673, The Billboard, Chicago 1, Ill. lf

WANTED—COIN OPERATED MACHINE TO brush one's shoes. J & L Confectionery, 716 Chestnut St., Portsmouth, Va.

	Issue of Dec. 11	Issue of Dec. 4	Issue of Nov. 27	Issue of Nov. 20
Madison Square Garden.....		\$29.50		
Majorette.....		39.50		
Marble Queen.....	115.00			
Maryland (Williams).....	\$69.50	69.50	\$69.50	\$69.50
Mermaid.....		29.50		
Mexico (United).....	325.00 375.00	375.00 435.00	410.00 435.00	410.00 435.00
Monterrey (United).....		49.50	49.50	49.50
Mystic Marvel (Gottlieb).....		185.00	195.00	
Nevada (United).....	425.00 445.00			
Niagara.....		49.50		
Nifty (Williams).....	79.50	79.50	79.50	79.50
Nine Sisters.....	115.00	149.50		
Oklahoma (United).....	69.50	69.50	69.50	69.50
Palisades.....		79.50		
Palm Beach (Bally).....	129.50 135.00(2)	135.00 140.00 145.00 150.00	124.50 125.00(2)	135.00(2) 140.00 145.00
Palm Springs (Bally).....	325.00 340.00 345.00 350.00(3)	324.50 335.00 345.00 350.00(2)	324.50 335.00 345.00 350.00(4)	345.00 350.00 355.00 375.00
Paradise (United).....		49.50	49.50	49.50
Paratrooper.....		59.50	59.50	59.50
Pinch Hitter (United).....	59.50	79.50	79.50	79.50
Pinky (Williams).....	79.50	79.50	79.50	79.50
Pin Wheel (Gottlieb).....	125.00 155.00	165.40	160.00 165.00	165.00 175.00
Poker Face (Gottlieb).....	125.00 150.00	165.40	160.00 165.00	165.00 175.00
Quarterback (Williams).....	165.00	75.00	75.00	75.00
Queen of Hearts.....	75.00	85.00	99.50	
Quintette.....	100.00 145.00	79.50 99.50	145.00	145.00
Rio (United).....	255.00 275.00	275.00(2) 285.00	275.00 285.00	285.00(2) 325.00
Rockette (Gottlieb).....		285.00	29.50	
Rondeo (United).....	49.50	49.50	49.50	49.50
Rose Bowl.....		39.50		
Sally (Chicago Coin).....	49.50	49.50	49.50	49.50
Saratoga.....		49.50	49.50	49.50
Screwball (Genco).....	49.50	49.50	49.50	49.50
Sharp Shooter (Gottlieb).....	59.50	59.50	59.50	59.50
Shindig.....	155.00	149.50	149.50	149.50
Shoo Shoo.....		24.50		
Silver Chest (Genco).....	65.00			
Slugfest.....		34.50		
South Pacific (Genco).....	54.50	54.50	54.50	54.50
Special Entry (Bally).....	49.50	49.50	49.50	49.50
Spot-Lite (Bally).....	75.00(4) 85.00(2) 95.00(2)	75.00(4) 85.00 100.00	44.50 75.00(2) 79.00 85.00	75.00(2) 95.00 100.00
Star Lite.....	100.00	100.00	100.00	100.00
Struggle Buggy.....	50.00			
Summertime (United).....	115.00	49.50	49.50	49.50
Super World Series (Williams).....	150.00 195.00	150.00 195.00	150.00 195.00	150.00 195.00
Surf Club (Bally).....	335.00 385.00	395.00(2) 400.00	425.00(2) 450.00	
Tampico (United).....	69.50	69.50	69.50	69.50
Tahiti (United).....	185.00		195.00	195.00
Texas Leaguer (Keeney).....	45.00 69.50	45.00 69.50	45.00 69.50	45.00 69.50
Three-of-a-Kind.....	18.50	18.50	18.50	18.50
Three Musketeers (Gottlieb).....	69.50	69.50	69.50	69.50
Thunderbird.....		195.00		
Times Square (Williams).....	65.00	79.50	79.50	79.50
Triplets.....		29.50		
Tropics.....	225.00(4)	225.00(4) 235.00	219.00 225.00(3) 245.00	225.00(3) 245.00
Tumbleweed (Exhibit).....	74.50	74.50	74.50	74.50
Turf King (Bally).....	25.00 99.50	25.00(2) 99.50	25.00(2) 99.50	25.00 99.50
Twenty Grand.....	50.00	59.50		49.50
Virginia (Williams).....	49.50	49.50	49.50	49.50
Watch My Line.....		24.50		
Yacht Club (Bally).....	150.00(3) 160.00(2)	150.00 160.00(2)	154.50 160.00(2)	160.00 175.00(3)
Zingo.....	65.00	65.00	65.00	65.00

Ohio City Pin

Continued from page 67

characterize the operation of the games as a nuisance." However, the court held that while it does not contend that the ordinance is invalid because it characterizes as a nuisance the operation of a game "which tends to encourage gambling," it did not support this determination as a basis for seizing the games.

The court gave the opinion that to grant to police officers the power of determining that the operation of the games involved "tend to encourage gambling" is too broad and is a judicial power which cannot be delegated to enforcing or licensing officials.

It ruled that in the operation of a game the mere registration of a score may not be declared to be an element of gambling. The mere possession of articles which are not gambling devices per se or which are not used for gambling and which the possessor has no intention of using for or in connection with gambling may not be seized.

Restraining Order

The temporary restraining order allowed by one branch of the Common Pleas Court ordered that so long as the pinball games are played for the purpose of amusement only, and so long as merchandise, cash, checks, free-plays or anything of value as a prize or reward for playing are not given, the temporary restraining order against the city is allowed.

The operators concerned in the case own and operate 540 pinball games in the city, valued at \$199,000.

A 31-year-old temporary injunction restraining the city from interfering with pinball operations ended last July, and a city ordinance banning all pinball games—whether played for amusement or otherwise went into effect.

The injunction was dissolved by Common Pleas Judge Joseph Harter, who stated, "Tending to encourage and the possibility of, or adopting for, use of gambling creates the test of the ordinance." (The Billboard, August 7.)

A temporary injunction against the city was issued March 26, 1953, by Judge Joseph M. Clifford on request of G. D. Ferguson and nine other operators. The operators contended the city had no right to ban pinball games unless they were used for gambling.

The City Ordinance, which became effective April 10, 1953, controlled all pinball games, condemning any game which tends to encourage odds or a score, or which is adapted or may readily be converted as a gambling device.

DSA to Elect

Continued from page 67

play by Christmas were also made at the meeting. Johnny Westerdale, director of the league play, is scheduling the second half of the season to start in January.

Westerdale, who operates the Shuffleboard Secretarial Service, with office in suburban Dearborn, stated, "The operators have pledged a closer and stronger support for the second half of the league season here. At present, there are more players participating in organized shuffleboard than at any time in history."

Williams Puts

Continued from page 67

award-winning game exhibited for the first time at the National Association of Amusement Parks, Pools & Beaches show in the Hotel Sherman last week. Select-a-Train, a huge electric train unit, won the Henry A. Guenther plaque for the "most meritorious new piece of coin-operated equipment."

Stern said that other new games on the drawing boards would be normal sized, and include both new ideas in amusement games and variations of other type games already on the market.

Williams has expanded to include an additional 18,000 square feet of production floor space.

Coin Exports

Continued from page 67

high-ranking export market, hit \$92,634, just behind Colombia's \$94,499 mark. The Netherlands, also among the five markets breaking the \$50,000 barrier, posted \$90,318 during August.

Canada led the markets in all three categories—juke, games and vending machines, during August—far out ahead in games and venders, but closely trailed by West Germany in the juke box field—\$109,411 to \$124,350. West Germany led in juke box exports in June and July, figures of \$247,790 and \$393,989, respectively.

Top game markets, following Canada, were West Germany, Japan and Belgium, all above the \$5,000 mark; as were the Philippine Republic, Venezuela, and France in the vending machine field.

Major coin machine exports were made to 29 different countries during August.

The average price per juke box during August was \$469, compared to \$431 during the same month last year. Games averaged \$76 compared to \$163 last year; and vending machines averaged \$51 as compared to \$31 in August, 1953. Thus while the quality and dollar volume of juke box and vending machine exports has improved, game exports have dipped below the August, 1953 level.

Gun Games

Continued from page 67

play, as are the rest of the firm's games. Only a few are at three plays for a quarter.

Utilized primarily as a location stimulator, gun games now make up only a fraction of the total pieces of equipment the West Allis firm operates. However, their business-building value to the firm since their purchase about a half year ago has Jacomet singing the praises of gun games in general.

No particular brand of gun game has top rating here. All of the later makes are used with a comparable degree of success, according to Jacomet. Cautioning operators on the best use of gun equipment, Jacomet says that while the guns may hit high peaks of earnings in a hurry after installation in most locations—they are also subject to fairly fast declines. Best advice then, is to "keep them moving around," says Jacomet.

Moving the gun games to new locations, however, points up the only serious complaint he has about gun games, says Jacomet. "Gun games are tough to move because the handles on the machines are not very convenient. For location switching purposes, dollies are required. The manufacturers could very well improve the designs, relocating the handles to make it easier for the roustemen to move the equipment safer and faster."



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UNITED
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CHIEF... \$335
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DELUXE 6 PLAYER... 85
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Genco SKY GUNNER... 195
Seeb. SHOOT THE BEAR... 150
Exh. SIX SHOOTER... 135
Exh. SILVER BULLETS... 115
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Atlantic City	\$145
Bright Spot	95
Coney Island	95
Spot Lite	95
Bright Lights	90
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Photomatic, Pre-War	250.00
Genco Sky Gunner	195.00
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Injunction Stays Pinball Ban in Illinois Capital

SPRINGFIELD, Ill., Dec. 11.—A temporary injunction against removal of pinball games from city taverns has been granted by Circuit Judge De Witt S. Crowe. Local police had been ordered to remove the games, and Police

Chief Harold Johnson estimated that two-thirds of the more than 150 pinball games in operation had been removed when the injunction was granted.

A grand jury investigation resulted in the order. The jurors recommended police action, pointing out that many of the pinball games were used as gambling devices.

Following arguments by operators that such an arbitrary order was confiscatory unless it was accompanied by proof that the games were actually being used as gambling devices, Judge Crowe granted the injunction.

The writ does not prevent forced removal and license revocation in cases where the games are used for gambling, however.

Five pinball operators who owned 64 of the 150 games, representing an investment reported at \$30,000, obtained the injunction. The operators were represented by Attorney A. M. Fitzgerald.

The pinball games owned by these operators were equipped to register free plays.

Gottlieb Ships Diamond Lill 5-Ball Game

CHICAGO, Dec. 11.—Diamond Lill, a new five-ball game featuring a center horseshoe of 10 plastic diamonds that light up for chances at free games, was shipped to distributors this week by D. Gottlieb & Company.

Making 13 or more points, as registered, on the left side of the backglass, or a score of five million or more, registered on the right side of the backglass, earns free games for the player.

The center ring of diamonds are numbered from 1-10 to correspond with the numbers at the top of the playfield. Each diamond, when hit, lights up one of the numbers at the top. When all the numbers are made they reset and register one point.

Two button-operated flipper buttons on the sides of the cabinet help the player hit the diamonds by shooting the ball into a path circling the horseshoe.

Hitting four roll-overs at the bottom of the playfield lights ball holes at the bottom for special scores and free games. A mystery roll-over flashes from time-to-time for free games. A high score ball-bumper at the center of the playfield also lights up on a mystery basis.

Two roll-unders spot five numbers for free game scores. The player gets five balls for 5 cents, and may double all free-game awards by depositing a second nickel at the start of the game.

Coin-Operating Turnstiles Topic At Portland Meet

PORTLAND, Ore., Dec. 11.—Interest in the use of coin-operated turnstiles at fairs developed during the Oregon Fairs Association convention that closed here December 1.

Dick Turley, of Roseburg, manager of the Douglas County Fair, told of observing the turnstiles in operation during a California visit. Turley cited the labor-saving advantages where only a change-maker is employed and a police officer watches the crowd to enforce compliance.

Turley suggested the coin turnstile would solve the perennial problem of passes, asserting fair management could point to the device and save explanations. He suggested fairs might co-operate in ownership of the pay gates under the district set-up the association adopted.

None of the delegates had any experience with coin turnstiles to draw on. However, John H. McMurray, of Puyallup, Wash., manager of the Western Washington Fair, pointed out that ticket sellers were important in public relations, their courtesy and good appearance being factors in winning public favor.

Fed. Tax on Coin Games Dips \$2 Mil

WASHINGTON, Dec. 11.—Collections of federal taxes on coin-operated amusement and gaming devices in the 12 months ending June 30 this year totaled \$14,616,000, a sharp drop from the \$16,505,000 collected in the previous 12-month period, according to the Internal Revenue Service.

Akron Ops Fete Annual Banquet Heads

AKRON, Dec. 11.—Operators who had a hand in the annual banquet staged by the Summit County Music Operators' Association in October were honored with gifts and a dinner party by the group last week.

After dinner at the Tangiers, the entire party attended the opening of disk jockey Gene Davis' new television show originating from the Terrace Room of the Mayflower Hotel. Arrangements for the evening were made by Bill Fellmeth and Tony George.

Among the guests honored were Davis, jockey for Station WAKR, who was master of ceremonies at the banquet; Herman Spero, who lined up the entire show, and Marlene Krumeich, banquet secretary.

Over 500 persons attended the banquet, held for all Northeastern Ohio music operators. The show was carried a full 30 minutes to radio listeners over Station WAKR. Special guests at the banquet included city, county and State officials, representatives of press, radio and record and phonograph manufacturers and top-notch entertainers.

Operators on the banquet committee were: Eddie Green, chairman; Tony George, George George, C. L. Hopkins, Eddie Malick, Eddie Mitchell, Tony Castle, Bill Fellmeth, George Sydah, Charlie Marvin, Jim Fioramonti, Tommy Shannon, Stan Lucas and Miss Krumeich, who was in charge of ticket distribution and seating arrangements.

Mutoscope Names Uni-Con, Morris

NEW YORK, Dec. 11.—Herb Klein, sales manager of the International Mutoscope Corporation, announced that two new distributors for the firm' Drivemobile have been named.

They are Uni-Con Distributing Company, Kansas City, Mo., and the Morris Novelty Company, St. Louis. Uni-Con will cover Western Missouri and Kansas, while Morris will cover Eastern Missouri.

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 Williams . . . "Jet Fighter"
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ABC	50.00	with change makers	\$200.00	Space Invaders	95.00
Bally Beauty	225.00	6 Sneads, single 10-oz.	cup, 1000 capacity ..	Seeburg Bear Gun	150.00
Beach Club	310.00	3 Mills, single drink,	400-cup capacity,	Deluxe Photo	395.00
Hi-Fi	395.00	with change maker	150.00	Genco Sky Gunner	175.00
Saddle & Turf	295.00	6 Hupp, single drink,	400-cup capacity ..	Un. Jungle Gun	425.00
Yacht Club	150.00	6 Revco Ice Cream	Cup, 2000 Model ..	Ex. Shooting Gallery	425.00
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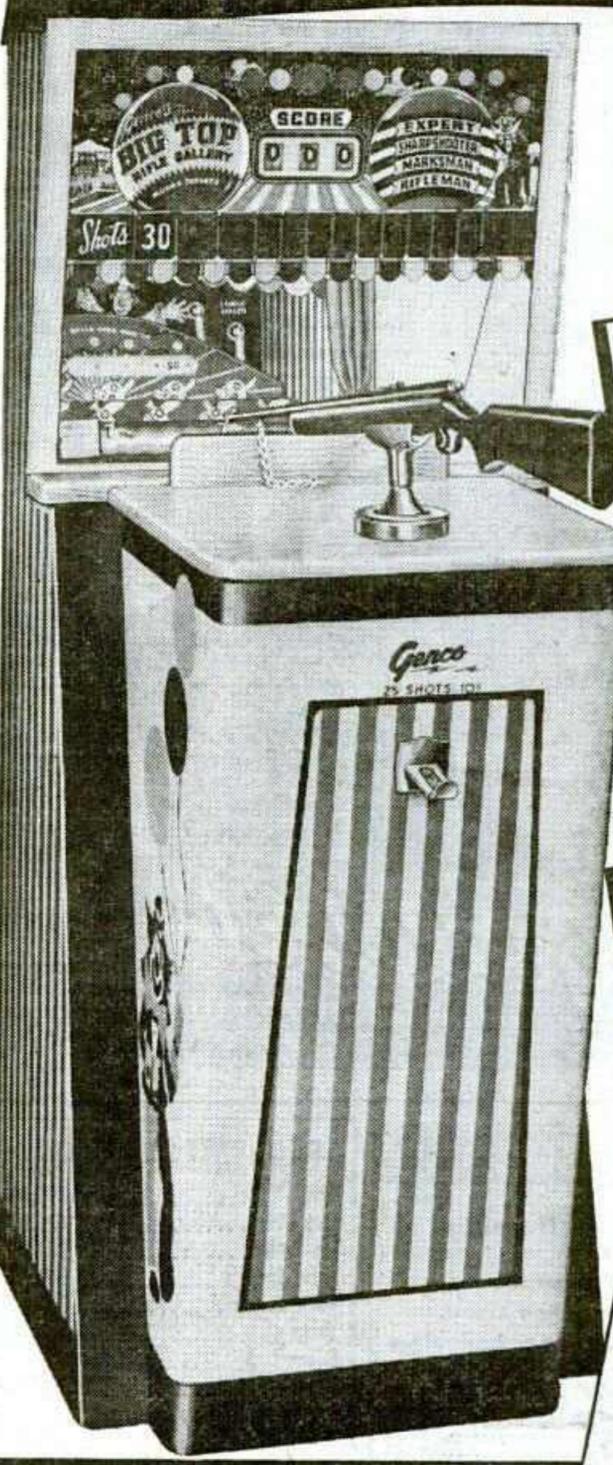
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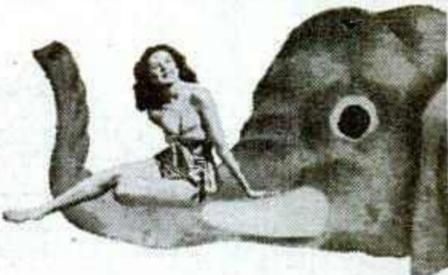
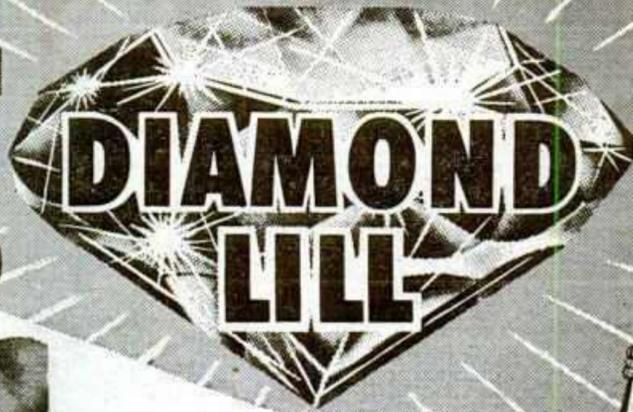
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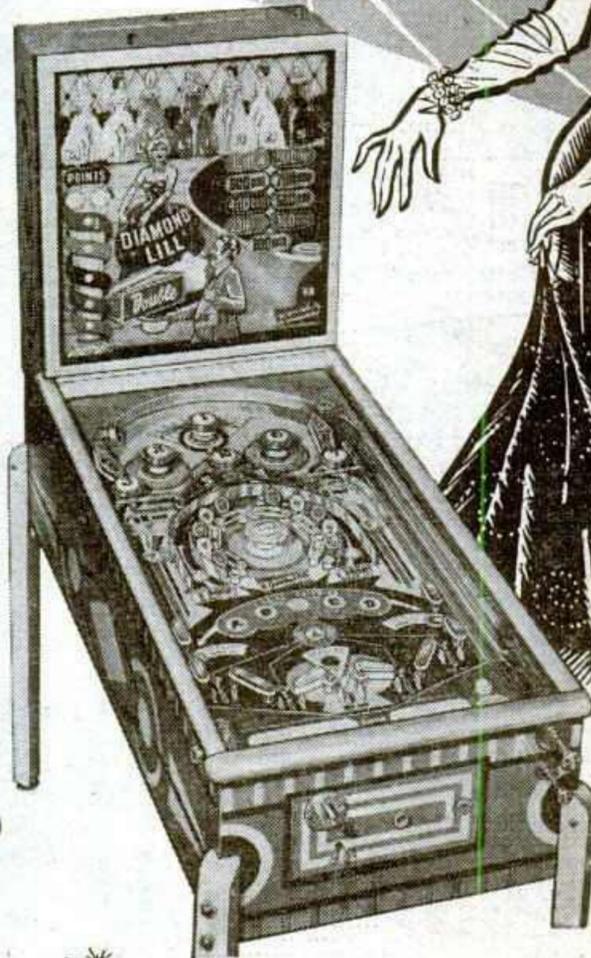
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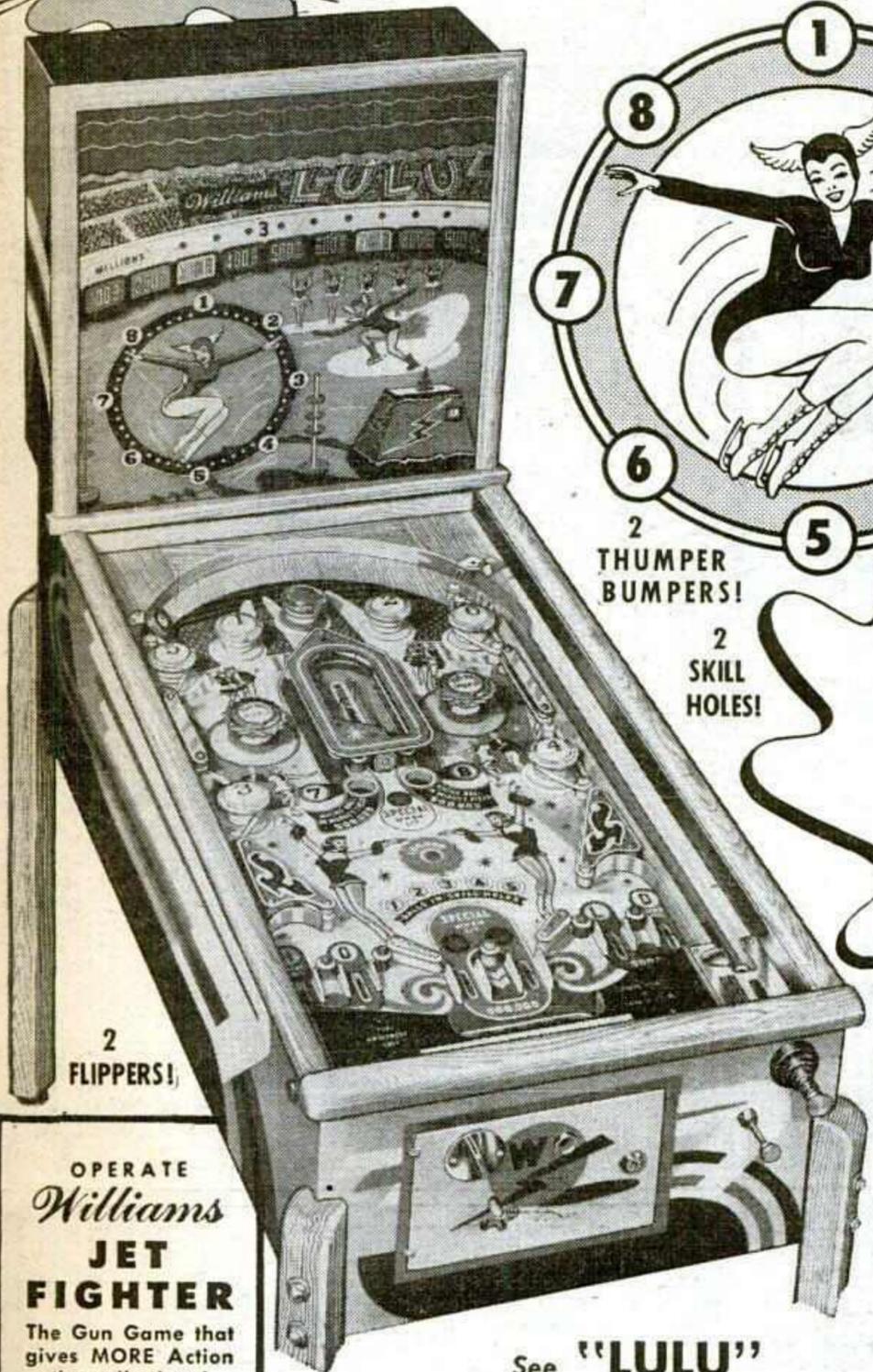
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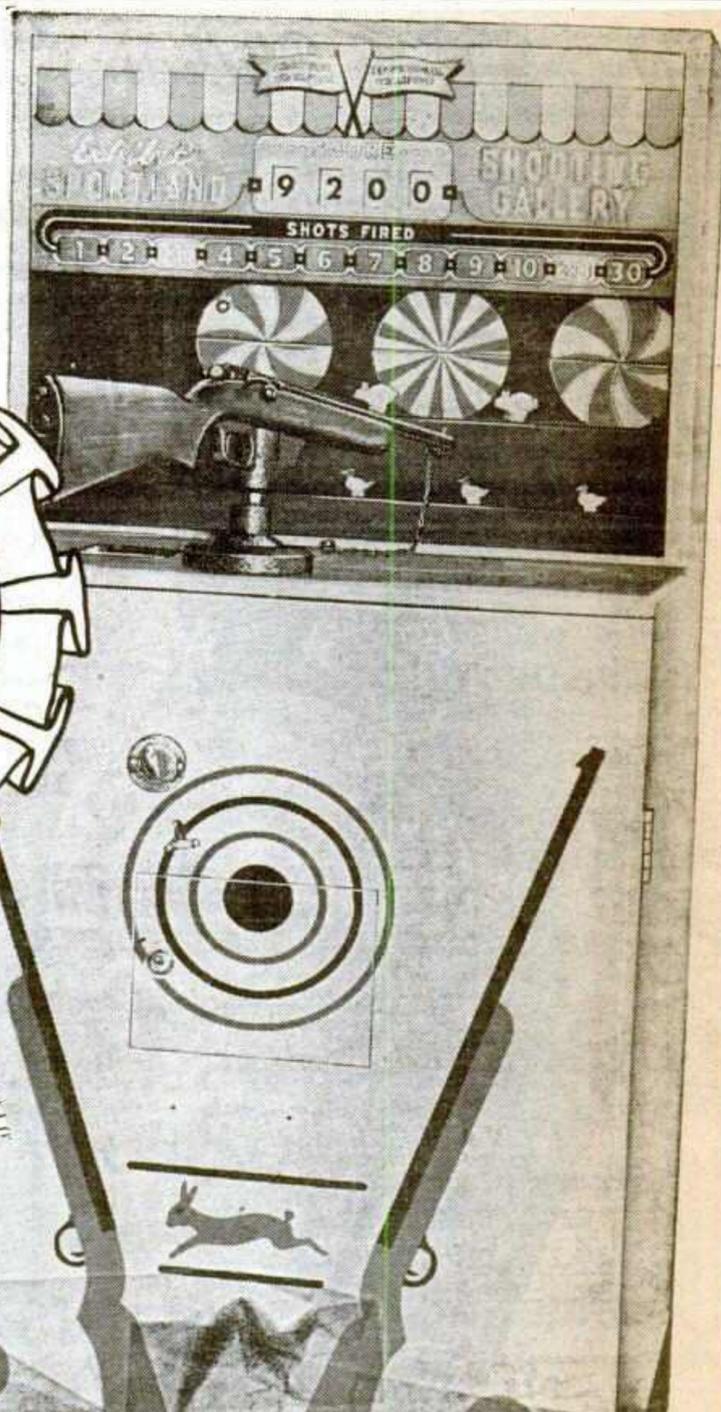
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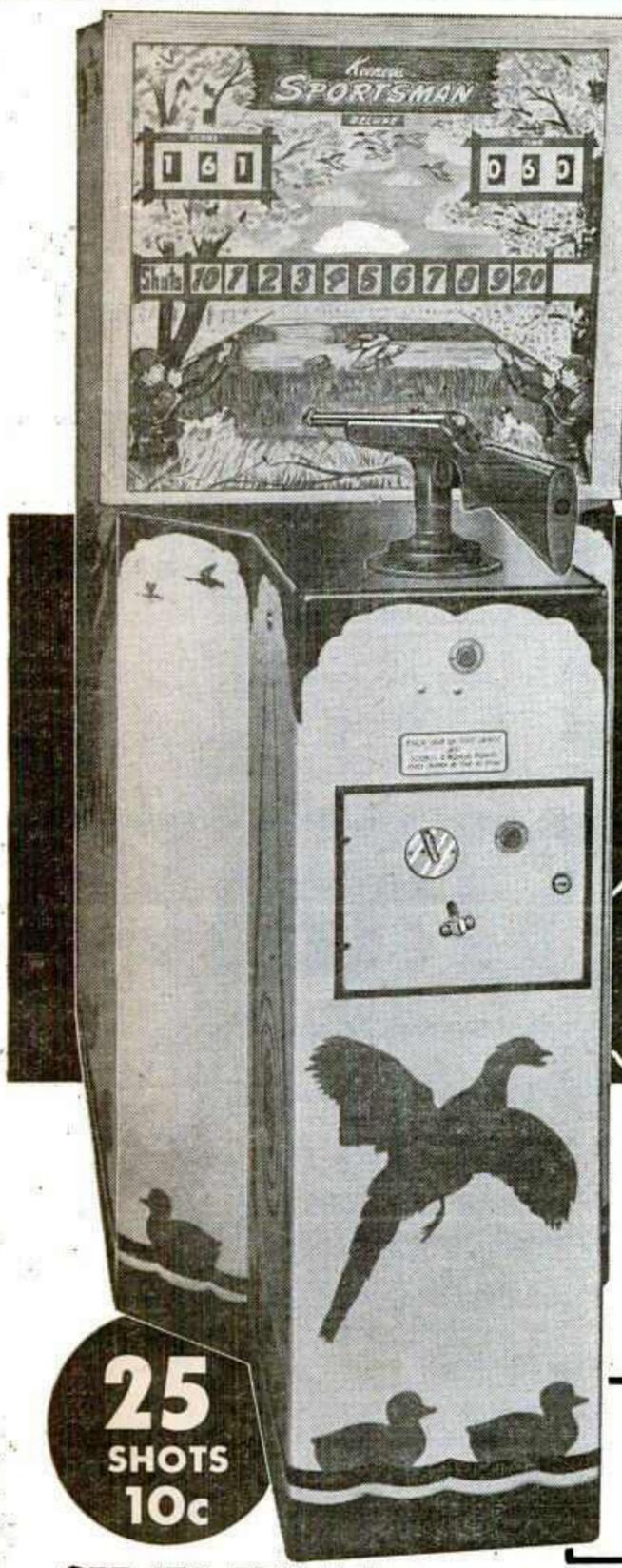
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Cabinet only 29 in. at widest point.

FITS EVERY LOCATION!

- 5 DUCKS** in back row.....3 points each
- 5 PHEASANTS** in center row.....20 points each
- 5 RABBITS** in first row.....2 points each

IMPORTANT! This original combination of roving POP-UP TARGETS creates a brand new desire for competitive target shooting thru a true test of marksmanship.

New Design Eliminates Chain on Rifle!
UNIT ALSO AVAILABLE AS **SPORTSMAN** without Match Feature or Replay Button

25 SHOTS 10c

SEE IT! TRY IT! Keeneys Deluxe Sportsman far surpasses any gun you've ever operated. It is without equal for producing gun game profits!

SEE YOUR KEENEY DISTRIBUTOR NOW!
J. H. Keene & CO., INC.
3600 W. FIFTIETH STREET • CHICAGO 32, ILLINOIS



Joe Ash Says
FOREIGN and DOMESTIC BUYERS will find TROUBLE FREE machines at LOWER PRICES here.

THIS WEEK'S SPECIALS

CHICAGO COIN TRIPLE SCORE BOWLER..\$195.00
UNITED ROYAL SHUFFLE ALLEYS.....\$275.00
FOR IMMEDIATE DELIVERY

EXCLUSIVE WURLITZER and D. GOTTLIEB & CO. DISTRIBUTORS in Delaware, S. Jersey, and S. E. Pennsylvania.

ACTIVE AMUSEMENT MACHINES CO.
"YOU CAN ALWAYS DEPEND ON ACTIVE—ALL WAYS"

666 N. Broad St. Phila. 30
Fremont 7-4495
Write or wire for prices

PERSONALLY SELECTED GAMES---ALWAYS!! LOW PRICED!

<p>NEW GAMES</p> <p>WILLIAMS 11TH BALLY BIG TIME United SINGAPORE Bally MAGIC BOWLER United DELUXE COMET United 11TH FRAME Chicago Coin FLASH</p>	<p>ROCK-OLA Sensational New HI FIDELITY PHONOGRAPHS</p> <p>120 Selection or 50 Selection Small—Compact—Unsurpassed Tone—Unsurpassed Beauty!</p>	<p>SHUFFLE GAMES</p> <p>BANNER\$425 IMPERIAL\$295 ACE 375 CLASSIC 210 LEADER 325 CLOVER 175 TEAM BOWLER ... 325 10TH FRAME 125 GOLD CUP 265 CROWN 175 NAME BOWLER .. 125 DELUXE 6 PLAYER 75</p>	<p>WANT TO BUY—BINGO GAMES</p> <p>Gottlieb 5-BALLS PHONOGRAPHS OR Will Trade FOR LATE SHUFFLE GAMES BASEBALL GAMES GUNS PHONOGRAPHS</p>
<p>5-BALL GAMES</p> <p>SKYWAY\$235 HAWAIIAN BEAUTY\$195 SHINDIG 145 ARMY & NAVY 110 CYCLONE 85 DISC JOCKEY 85 LAZY 9 145 OLYMPIC 65 PINWHEEL 155 FLYING HIGH 65 GUN CLUB 110 FAIRWAY 95</p>	<p>PHONOGRAPHS SPECIAL!</p> <p>WURLITZER 104 Selection Plays 45 & 78 R.P.M. MODEL 1500 \$425</p>	<p>SPECIAL! NEW ACE COIN COUNTER 1955 Model. Counts 1c, 5c, 10c, 25c. Weighs 8 Lbs. Fast, Efficient \$149.50</p>	<p>SPECIAL! Williams 6-PLAYER ALL STAR BASEBALL..... \$295</p>

TERMS: 1/3 Deposit, Balance Sight Draft.

WORLD WIDE DISTRIBUTORS
Chicago 47
2330 N. Western Ave
Phone: Everglade 4-2300

We're Letting the Cat out of the Bag Soon!

WAIT 'til you see Williams NEW GUN GAME!

P.S.—It has a genuine Remington Rifle for Sharp Shooting!

GIVE TO DAMON RUNYON CANCER FUND

SOMEWHERE IN THE WORLD...
There's a buyer for your talents—services—or merchandise.
Chances are you'll find him among the 67,000 who read THE BILLBOARD classified columns every week. And finding him this quick, easy way can cost as little as \$3—1

GIVE TO DAMON RUNYON CANCER FUND

NEW KICKER & CATCHERS, 1c or 5c—WRITE

United BANNER \$435	Chicago Coin HOLIDAY Write	United CLASSIC \$195	Bally HI FI \$385	Chicago Coin GOLD CUP \$265
Genco MATCH POOL \$285	Bally SURF CLUB \$395	Bally DUDE RANCH \$310	Chicago Coin CROWN BOWLER \$210	Keeneys DELUXES—\$100 SUPERS—\$125

CLEANING HOUSE! PICK 'EM UP: CITATION ...\$15; TURF KINGS ...\$25
CLAYT NEMEROFF • CHARLEY PIERI
Monarch Coin Machine, Inc. 2257-59 N. Lincoln, Chicago 14, Ill. Lincoln 9-3996-7-8



I'm not too good

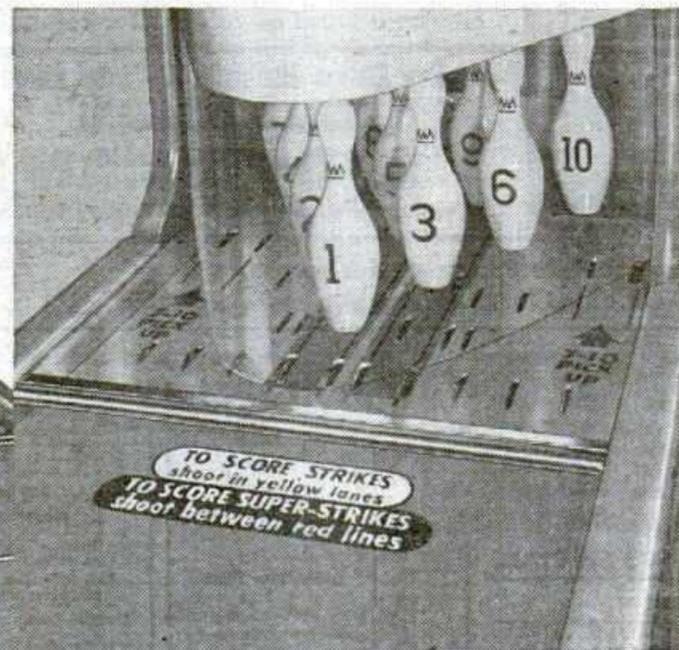
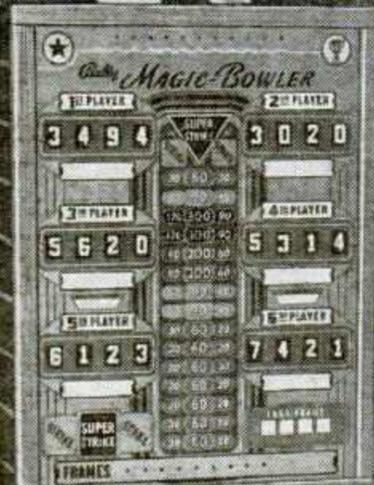
BUT I CAN SCORE STRIKES

YOU'VE GOT TO BE GOOD TO HIT THOSE FANCY EXTRA-SCORING

SUPER-STRIKES

Typical comment, heard on location, tells the play-appeal reason for record-smashing earning-power of newest Bally shuffle-bowling sensations—MAGIC-BOWLER and MYSTIC-BOWLER. Average players hit plenty of Strikes, enough to hold their interest and keep them coming back to try for Super-Strikes. Better-than-average players, who soon get bored with "too-easy" Strikes, find a new thrilling skill-satisfaction in the new thrilling Super-Strike feature. So MORE players play MORE . . . and operators earn MORE! Read the big bowler news below.

- Light-up scores
- Club-styled cabinet
- Adjustable 10-5 frames
- 7-10 Pick-up
- Last Frame Feature adjustable to allow player to keep shooting as long as he scores Strikes, Super-Strikes
- Formica playfield
- Giant realistic pins
- Hinged playfield, pin-hood and doors
- Speedy Totalizers
- Instant pin re-set
- Quiet operation
- Sturdy, trouble-proof mechanism



How SUPER-STRIKES boost play, profit

PUCK shot along strike-lanes (grey in picture, yellow on actual game) scores Strike. But, if puck stays between lines marked on strike-lanes (black in picture, red on game), score for knocking down all pins is SUPER-STRIKE, listed in center column of backglass, up to a juicy 300.

SUPER-STRIKES increase earning power by attracting and holding extra-skilled players, without discouraging players of average skill. Result is that MORE players play MORE, operators earn MORE.

POPULAR Speed-Control SCORE-BOOSTER

Player controls speed of shot—not too fast, not too slow—to ring up highest scores for Spares, Strikes and the new thrilling SUPER-STRIKES.

Bally

Magic-Bowler

WITH POPULAR MATCH-PLAY

CHOICE OF DIME-A-PLAY OR DIME-A-PLAY, 3 PLAYS FOR A QUARTER POPULAR SIZE 8 FT. BY 2 FT.

Mystic-Bowler

WITHOUT MATCH-PLAY

Bally BIG-TIME

GREATEST IN-LINE GAME EVER BUILT
SEE PAGE 78

THE CHAMPION

GREATEST KIDDY-RIDE OF ALL TIME
SEE PAGE 70

BALLY MANUFACTURING COMPANY—2640 Belmont Avenue, Chicago 18, Illinois

Another **FIRST!** **chicago coin's**

THUNDERBOLT

NEW!... 4 WAY MATCH PLAY!

NEW! EXCITING SUSPENSE FEATURE!

"Flash-O-Matic"
SCORING...

LITE STOPS WHEN PINS ARE HIT

Strikes	200	400	500	600	800	500	600	500	400	200
Spares	110	220	330	440	550	550	440	330	220	110

WITH TRAVELING SCORE LITES IN FORMICA PLAYFIELD!



LOOK!
Unbreakable
PLEXI-GLASS
Score Panel
and Shield!

- Player by Timing His Shot When Highest Score is lit on the Formica Playfield - Gets as Much as 800 for a Strike in Each Frame!

- High Speed Scoring! Fast Play!

- **TWO GAMES IN ONE!**

Easily Adjustable from "Flash-O-Matic" to Advance Scoring!

- **FOUR DRUM SCORING!**

All 4 Drums Operate to Score!

chicago coin's ACTION PACKED BOWLER
FIREBALL

Contains all the Features of THUNDERBOLT but is played as a regular Bowler. It's the Most Fascinating Innovation in Bowling games in many years.

1725 W. DIVERSEY BLVD. • CHICAGO 14

chicago coin
MACHINE COMPANY

Money-making
play-appeal
of **MAGIC-LINES**
is cash-box proved
in **VARIETY** Ballygames
from coast to coast.
NOW greater earning-power
than ever is built into the
newest *Bally* sensation

BIG-TIME

with **5 MAGIC-LINES**

plus all the popular
in-line score-features.

Earn big-time profit
by getting **BIG-TIME**
in your locations

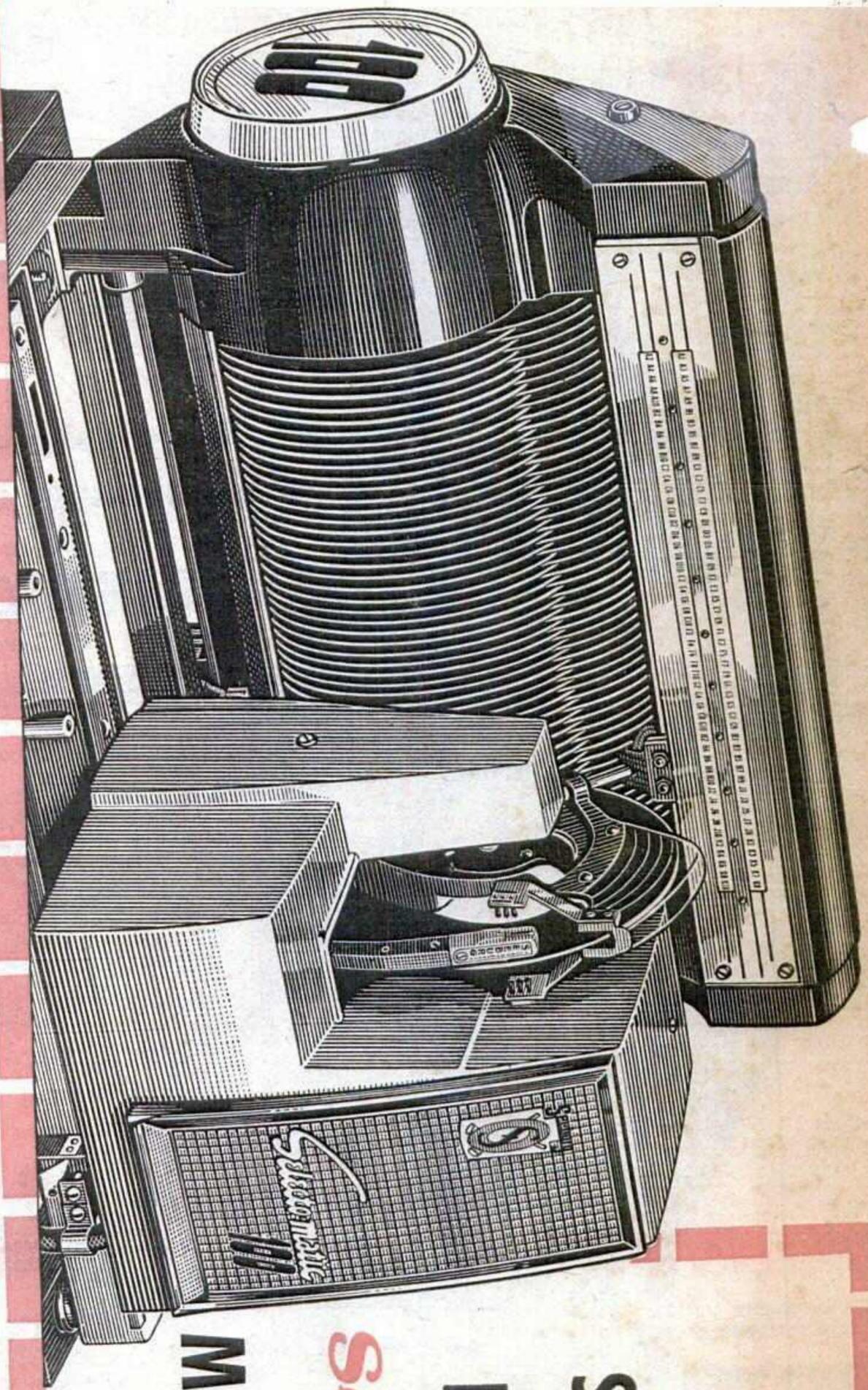
as quickly
as you can.

Order
BIG-TIME
from your
nearest Bally
Distributor.



ALL 5 LINES
OF CENTER CARD CAN BE
MOVED
UP AND DOWN

See Magic-Lines in action! Simply turn knobs, card-numbers actually change! Lop-sided line-ups of lit numbers magically straighten out into scoring line-ups! No wonder **BIG-TIME** is already smashing all previous earning records!



ONLY

SEEBURG

HAS THE

Select-O-matic

MECHANISM

... the heart of the world's finest and most complete music system . . . the most revolutionary development for the playing of recorded music since the invention of the phonograph.

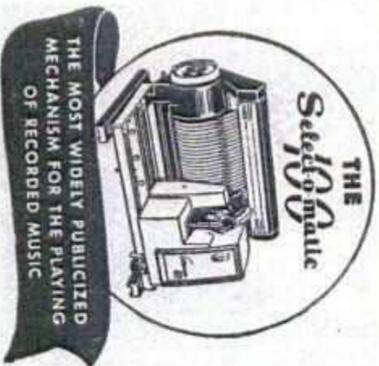
This superbly engineered and styled mechanism has established new standards of performance for coin-operated music systems. Its consistent, efficient operation assures the maximum potential wherever the Select-O-Matic "100" is installed.

Seeburg

DEPENDABLE MUSIC SYSTEMS SINCE 1902

J. P. SEEBURG CORPORATION

Chicago 22, Illinois

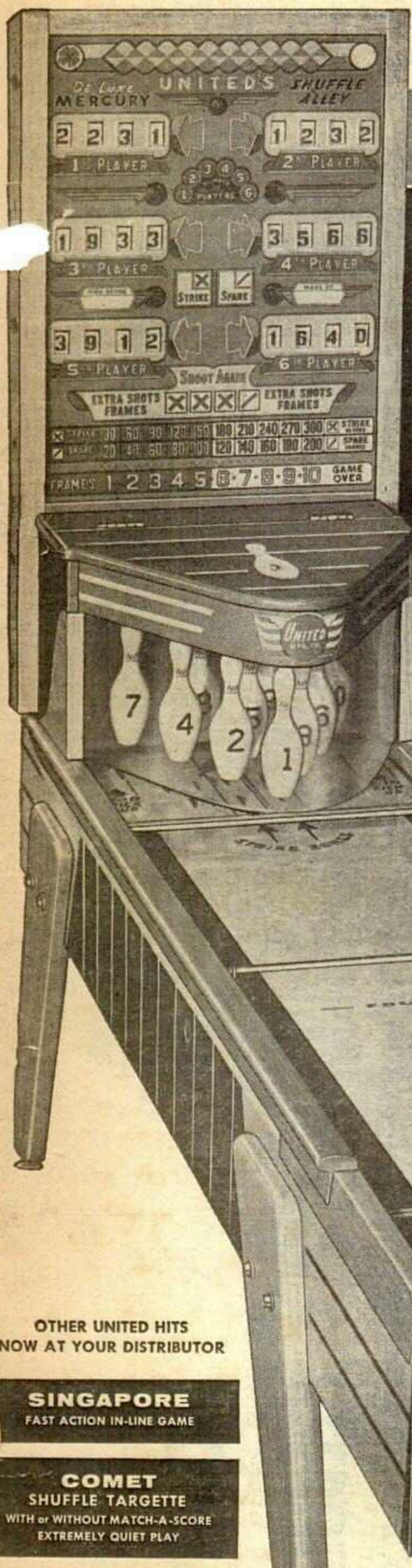


America's Finest and Most Complete Music Systems

UNITED'S DELUXE

MERCURY SHUFFLE ALLEY

WITH AMAZING NEW TRIPLE MATCH FEATURE



NEW SPELL NEW

UNITED'S

NEW CARRY-OVER FEATURE NEW

STAR-NUMBER LITES LETTERS

NUMBER MATCH

CLOVER-STAR-NUMBER

NEW NEW

MATCH SCORE FEATURES 3RD OR 10TH FRAME

EXTRA SHOTS

FOR STRIKES AND SPARES
IN 6TH TO 10TH FRAMES

HIGH SCORE FEATURE
KING SIZE PINS
ONE TO SIX CAN PLAY

AVAILABLE IN
10c-3 FOR 25c MODELS

LATEST
E-Z SERVICE FEATURES

TWO SIZES
8 FT. BY 2 FT., 9 FT. BY 2 FT.

SEE YOUR
DISTRIBUTOR NOW!

OTHER UNITED HITS
NOW AT YOUR DISTRIBUTOR

SINGAPORE
FAST ACTION IN-LINE GAME

COMET
SHUFFLE TARGETTE
WITH or WITHOUT MATCH-A-SCORE
EXTREMELY QUIET PLAY

CARNIVAL GUN
FLASHY, FAST-PLAY
SHOOTING GALLERY
WITH TIME BONUS
SCORE



UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

MERCURY SHUFFLE ALLEY ALSO AVAILABLE
IN REGULAR MODEL WITHOUT
TRIPLE MATCH FEATURE