

The Billboard

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Diamonds (Ball) Are Circus' Best Friend

Ball Park Shows Prove Success, Trend On Upswing; Cristiani Tour to Repeat

By TOM PARKINSON

CHICAGO, Dec. 25.—Like cigarettes and records, circuses now come in three styles. Time was, and not long ago, that the three-ringers were tented attractions pure and simple. Then indoor shows came of age. Now the third variety, the ballpark show, is gaining position in the business.

Framing a new show this spring, Lucio Cristiani was faced with the choice between operating a tented railroad circus, for which cars already were lined up, or going out with a ballpark circus. Significantly, he took the ballpark route, and decided after the tour that he would stick with the same system for next year as well. His action illustrates the trend.

Chances seem to be that more and more shows, especially those that are newcomers to the field, will use the ballpark layout. There are important advantages to the method, which now is being accepted by the public.

Find Middle Way

Traditional big toppers, of course, operate under large tents. As always, this kind of show is self-sufficient, carrying its own canvas, seats, power plant and other equipment. Indoor shows carry none of this, often own little show property and consist primarily of the stock and equipment brought on by performers who join for a season at a time. Their routes are limited by the locations of adequate arenas and auditoriums, many of which were not built with circuses in mind.

Ballparks are the middle ground. So-called because most often they are presented in baseball parks, these outfits are able to bypass the expense of big tents and generators, able to minimize transportation problems. They are able to set up shop in front of any grandstand, and while ballparks are most frequently available, they also use football stadiums, fairgrounds grandstands, and almost any other open-air seating facility.

Public Knows Location

Showmen have found they can move a ballpark circus on very few trucks, perhaps six instead of 30 or more, plus those owned by the performers.

But equipment and transportation aren't the only fields in which some showmen believe improve-

ments can be made. They point to the fact that the public generally knows how to reach the ballpark easily but may not know the location of an under-canvas show's grounds. Bus lines probably already serve the ballpark. The seats are often roofed enough to make it possible to work in all but heavy rain. Neighbors are accustomed to lights, traffic and commotion. Facilities for ticket sales, office work, concession workers, dressing rooms and toilets usually are available.

And its advantages over indoor work include the fact that open-air often is more comfortable in summer than some uncooled auditoriums. Often too, agents find it easier to book open time in most ballparks than in many auditoriums or arenas.

Ball Games Interfere

The ballpark format is not an unmixed blessing, however. Each canvas and ceiling show owner declares his is the best way and points to the fact that the ballpark Barnums must contend with amateur or pro baseball schedules and fit their routes so performances don't conflict with games. That may mean layoffs. There is resistance to overcome when grounds keepers fear that their turf may be dam-

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PRICE, DISCOUNT CHANGES HERALD NEW DISK YEAR

Based on dramatic moves already taken by RCA Victor and Columbia, the record industry will begin the new year under completely new price and discount structures. And tho the two companies' plans for 1955 are at considerable variance, each of the manufacturers based its move on a desire to expand the volume of the record industry to a point far beyond current sales.

Separate stories within the Music department detail RCA Victor's sweeping price reduction on 12-inch long-playing records, changes in the discount structure, standardization of extended-play record prices and an increase on 78 r.p.m. singles, and Columbia's splitting of its catalog into two portions, each with a different sales technique and discount structures.

Columbia has guaranteed its present 12-inch Masterworks prices for five months. In an independent move London Records guaranteed all its LP prices for the next three months.

Some of the basic reasoning behind the moves is fairly obvious. The increase on 78 r.p.m. single prices is undoubtedly the result of the constantly declining volume of

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When It Comes to Hit Songwriting They All Get Into the Act

Africa, Germany and Opera Share '54 Honors With Regular Sources

By JOE MARTIN

NEW YORK, Dec. 25.—Where do the hit songs come from? This year they came from Broadway musical shows, African natives, Giuseppe Verdi, Germany, motion picture scores and the rhythm and blues field.

The music publishers' standard catalogs, of course, contributed their share of hit tunes, while the active tunesmiths came up with two of the biggest songs of the year.

Regular Channel

The top tune of the year according to the year-end recapitulation of The Billboard's weekly "Honor Roll of Hits" was "Little Things Mean a Lot," a song acquired in the normal way from active songwriters. But from Africa came "Skokiaan" in the 20th position. The rhythm and blues writers and artists came up with the No. 3 song, "Sh-Boom," and such other hits as "Shake, Rattle and Roll," "Goodnight, Sweetheart, Goodnight" and "I Understand (Just How You Feel)." Germany contributed such hits as "Oh, My

Papa" and "The Happy Wanderer." From Europe, too, came "You, You, You," tho with an American lyric added, and others.

Broadway musical shows spawned "Hey, There," "stranger in Paradise" and "Hernando's Hide-away." All three, incidentally, were published by Frank Loesser who was a writer of note, not a publisher, just about a year ago. "Hernando" and "Hey, There" were written by a young team, Dick Adler and Jerry Ross, for the show "Pajama Game."

Hollywood Tunes

From Hollywood films came "Three Coins in the Fountain," "Secret Love," "The High and the Mighty," "That's Amore" and others. The valuable catalogs of standard songs were delved into again and uncovered such old-timers as "Heart of My Heart," "In the Chapel in the Moonlight," "Mr. Sandman," "I'm a Fool to Care" and "Till Then."

Giuseppe Verdi's hit song this year—"Here"—was originally written as an aria for "Rigoletto."

This year not one of the hit tunes which started as instrumentals remained in that status. They were all given lyrics. In this category were "Oh, My Papa," "Skokiaan," "The High and the Mighty" and "Ebb Tide."

Old Firms

Two old-line music publishing firms, Feist and Witmark, came thru with the two top songs of the year, "Little Things" and "Wanted," respectively. Others of the larger and older firms which continued to publish and exploit big songs this year were Hill & Range, Melrose, Robbins, Remick, Paramount, Bourne and Miller.

The year's top publishing house was Loew's, Inc.'s "Big Three" firms, Robbins, Feist and Miller. Six of the top 50 songs were published by this combine. Second place went to Frank Loesser, a comparative newcomer to the publishing ranks, but with four tunes

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Autry, Col'bia Wed 25 Years

NEW YORK, Dec. 25.—Gene Autry's 25th anniversary with Columbia Records will be observed on January 2 by the diskery. On that day Columbia president Jim Conkling will present the singer with a plaque to celebrate his tenure with and sales record on the label. In the 25 years he has sold better than 35,000,000 records. His biggest hit, "Rudolph the Red-Nosed Reindeer," has sold over 3,000,000 records to date.

Autry first joined Columbia in 1930, after a stretch as the "Singing Cowboy" on station KVOO in Oklahoma City. His first hit on the label was "That Silver-Haired Daddy of Mine." Autry himself, in addition to his singing and acting career, has written over 200 songs, many of which he has recorded.

NEWS OF THE WEEK

Victor Revises Prices, Discounts;

Envisions Expanded Disk Business . . . RCA Victor slashes price of 12-inch LP's to \$3.98 and ups list of 78 r.p.m. disks to 98 cents in an overall revision of prices and discounts aimed at stimulating greater consumer interest in records. Drastic changes figure to exert profound effect on industry . . . Page 9

92% of American-National Studios

To Ziv TV; Price Over \$2 Million . . . Ziv TV Programs, Inc., this week took another giant step forward when it bought 92 per cent of the American-National Studios in Hollywood from the owners for a price reported to be well over \$2,000,000. . . . Page 4

MPTV Officials Deny Negotiations

To Dispose of Film Properties . . . Despite denials from its top officials, reports persisted this week that Motion Pictures for Television is negotiating to dispose of its film properties. Any sale of the shows to a vidpix distributor is believed unlikely to affect the continued handling of MPTV's eight syndicated shows by UM&M, which is understood to have a firm 10-year contract . . . Page 6

Columbia Records to Guarantee

Prices on 12-Inch Masterworks . . . Columbia Records will guarantee prices on its 12-inch Masterworks LP's at its distributors' meetings this week. In addition the firm will introduce its new merchandising plans for the LP line, which includes splitting the catalog into two series and increasing the dealer discount on part of the line to as much as 60 per cent . . . Page 9

London Records Guarantees Price,

Discounts, for 90-Day Period . . . London Records guarantees its price and discount structure for 90 days beginning January 1. At the same time the company announces a giant LP release of 45 packages for simultaneous introduction next month. . . . Page 9

Advertising Research Foundation

Study May Spur TV Research Ideas . . . Significant changes are possible in TV audi-

ence research practices as a result of the recommended standards published this week by the Advertising Research Foundation after two years of study. The research agencies were not prepared to comment this week, tho many of their comments on the draft, also published with the report, took sharp issue with many of the recommendations . . . Page 2

Texas State Fair Set for 15-Day

Run In '55; '54 Profit \$300,631 . . . Directors of the State Fair of Texas, Dallas, voted to add a day to its 1955 run, advancing the opening to a Friday. Added day will give the big expo a 17-day run. Profits from the '54 event was \$300,631, it was reported at the directors' annual meeting. . . . Page 35

Biggest U. S. Vender Operating Firm

Buys 52% of Major Mfr. for \$4 Million . . . Automatic Canteen Company of America, biggest operator of automatic vending machines in U. S., buys controlling interest of the Rowe Corporation, major manufacturer of vending machines. . . . Page 53

Nation's Juke Box Operators

Eye '55 Problems, Potential . . . Rising costs and need for new money are twin juke box operator targets for the new year. Operators to concentrate on good locations, open the door to background music. . . . Page 48

DEPARTMENTS AND FEATURES

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TV Film Firm Tries Pre-Sell

NEW YORK, Dec. 25.—Official Films this week decided upon using a pre-selling technique to see if local stations were interested in the purchase of a vidfilm soap opera series. The distributor took a six-week option on "The Heart of Julia Jones."

It will take conditional orders for the property from local stations, and if they amount to 40 per cent of the production cost will then go ahead with the program. The show is owned by Charles Irving and is said to cost \$12,500 per strip of five. Production will be handled by Irving, who already has a unit set up.

ARF Study May Alter Rating Gauges, After Screams Die

Researchers to Wait and See How Clients Feel About 70-Page Report

NEW YORK, Dec. 25.—Significant changes in the procedures used by radio and TV rating firms may well occur as the result of the study released this week by the rating committee of the Advertising Research Foundation. The initial reaction of several of the firms, when shown drafts earlier this year, was to scream loudly. However, the researchers this week said they would await the reactions of their clients before deciding what moves to make.

The 70-page study, two years in preparation, sets forth 22 basic standards for audience measurement. At least two of these would alter or abolish the standby of broadcasters: the simple rating figure. Two others raise serious questions about present standards of accuracy.

How violently the rating services reacted may be gauged by the fact that nearly half the volume consists of comments and rebuttals by the researchers, at least three being highly critical.

Crux of Fuss

Probably the crux of any controversy will be the large chart in the brochure which indicates whether or not each of 10 different research methods, if practiced at maximum efficiency, can meet each of the 22 standards.

In this chart, the diary method (used by the American Research Bureau and Videodex) scores four "Nays" out of 22. The personal roster recall technique (used by The Pulse) and straight telephone coincidental (used by Trendex) also scored four "Nays" each. The combination telephone coincidental and telephone recall and the combination telephone coincidental and diary techniques (both used by the Hooper organization) each scored three "Nays" as well as a couple of qualified "Yeses."

The recorder (meaning the Nielsen audimeter) scored only one negative.

In the Appendix B comments, two of the research firms, Hooper and Pulse, characterize the report as a promotion piece for Nielsen. The Hooper letter charged that the ARF is definitely biased in favor of Nielsen. It also sharply criticized the study as lacking any experimental or empirical basis, describing it as "research by proclamation."

Roslow Statement

Roslow indicated he was unhappy that the report includes a chart that simply checks off a

"Yes" or "No" for each technique's ability to meet each of the 22 standards.

The first seven standards laid down concern the basic information that should be given by each researcher. The next seven points enumerate supplementary information which the researcher should be able to make available.

Probably the key point here is the recommendation that the basic measurement be the average number (not percentage) of households catching a show at any given in-

stant, thus doing away with a simple rating figure. The report also acknowledges the value of total audience figures, which all of the services now use, but decided it should be regarded as supplementary.

The recorder (Nielsen) and telephone coincidental (Hooper and Trendex) were the only techniques that scored "Yes" for their ability to give the recommended average instantaneous audience.

In Appendix B, sharp issue was (Continued on page 3)

WHAT ELSE CAN THEY DO?

CBS Dances to Gleason's Pipe on Half-Hour; NBC Hears to Berle

NEW YORK, Dec. 25.—The TV industry this week was treated to the spectacle of the two top networks reluctantly doing a dance to the tunes being piped by Jackie Gleason and Milton Berle. It is Gleason who, by far, proved the more talented piper.

CBS this week threw overboard the three bankrollers—Sheaffer Pen, Schick and Nestle's—of the current Gleason show, as of the expiration of their contracts this summer. The replacement for all three is Buick, which has contracted for the half-hour filmed version of Gleason's "Honeymooners" sketch, to begin next fall. It will spend \$10,000,000 over a two-year period for the program.

It is not known whether Gleason's new show will go into the 8-8:30 time period Saturdays, or run a half hour later. Gleason or the network, probably the former, will package a show to complement his program.

No Choice

CBS would rather Gleason stayed with his hour show and programmed "The Honeymooners" earlier in the week to beef up its line-up then. The web, however, had little choice in the matter, since it was Gleason's desire he go to a half hour, and he was backed by the power of The Music Corporation of America, the Buick bankroll and the Kudner agency, which represents the advertiser.

CBS recognizes that it is disturbing one of its strongest and most successful evenings, for Gleason has been carrying the whole Saturday night programming line-up

along with him, and whether his new half hour stanza can do as well is a matter of conjecture. But the comedian evidently has plans which involve work in feature films and the packaging of other TV shows. His new schedule will give him more time for such activities.

Execs at CBS realize that Gleason's current sponsors are probably

Bristol-Myers Buys Sharpe Drama Series

NEW YORK, Dec. 25.—Bristol-Myers this week bought a filmed dramatic anthology series from Don Sharpe for its Sunday night 9:30-10 time period on CBS-TV. The advertiser had sponsored Celeste Holm in "Honestly Celeste" for a 13-week cycle early in the season. It is presently using an MCA anthology series to fill until the Sharpe show gets under way in late January. The deal is for 34 weeks, 10 of them to be repeats.

The show will use the biggest names that can be found, among whom will be David Niven, Dick Powell, Frank Lovejoy, Merle Oberon and others in the Sharpe stable and whatever other stars become available. The combination of the Sharpe anthology series and "General Electric Theater," which precedes it, will give CBS two strong shows with which to buck the hour-long Philco-Goodyear "TV Playhouse." Sharpe's other two filmed anthology series are "Four Star Playhouse," on the same web, and "Star and the Story" which is in syndication.

RadiOzark-ABC Set C.&W. Video Series

SPRINGFIELD, Mo., Dec. 25.—Ralph D. Foster, president of RadiOzark, with headquarters here, and Robert A. Kintner, president of ABC radio and television, completed negotiations Thursday (23) for the first full-hour country and western show to go network on television beginning January 22.

Show will emanate from Springfield and will go out over the full ABC-TV facilities on Saturdays, 9-10 p.m., EST. Only thing that may hold up the starting date will be the inability of AT&T to install proper wire facilities in time. The deal is reported to cover a five-year period.

Featured on the TVer will be country talent headquartered in Springfield, including Red Foley, in the feature spot; Jean Shepard, Hawkshaw Hawkins, Grady Martin, Porter Wagoner, Tommy Sosebee, Slim Wilson, and the Oklahoma Wranglers.

ARF RELEASE COPYRIGHTED

NEW YORK, Dec. 25.—The publication this week of the Advertising Research Foundation's rating study was under a security cloak such as has rarely if ever been encountered in a trade story. The press release accompanying the brochure bore a copyright notice, something few newspapermen, even veterans, have ever seen on a press handout, except those from ARF. The notice gave papers permission to quote from the release until January 15, provided proper copyright notice accompanies the quotation.

A covering letter from Ed Herrick, secretary of ARF, warned that the report itself is copyrighted and may not be quoted unless written permission is granted by ARF.

RATING REVIEW

Four-Man Body Gives ARF Study

NEW YORK, Dec. 25.—The Advertising Research Foundation's rating study (see other story) was drawn up by a four-man subcommittee, which reported to the full Radio-TV Ratings Review Committee.

The four-man group, which had the title "Working Committee on Standards and Methods," was chaired by G. Maxwell Ule of Kenyon & Eckhardt. The other members were E. L. Deckinger, Biow, Donald Coyle, ABC, and John MacDonald, ARF.

Deckinger is also chairman of the full review committee, whose other members are Mrs. Teddy Anderson, Batten, Barton, Durstine & Osborn; Hugh Beville Jr., NBC; Harper Carraire, CBS radio; Donald Coyle, ABC; Wallace Drew, Grey Advertising; Jay Eliasberg, ABC; Norman Glenn, Doherty, Clifford, Steers & Shenfield; Oscar Katz, CBS-TV; Howard Kuhn, Compton; William Millard Jr., McCann-Erickson; Hal Miller, Benton & Bowles; Dick Puff, Mutual Broadcasting System; Bud Sherak, Kenyon & Eckhardt; Charles Smith, WCCO; G. Maxwell Ule, Kenyon & Eckhardt, and H. D. Wolfe, Colgate-Palmolive.

Late NBC-TV Daytime Gross Hits 5½ Mil

NEW YORK, Dec. 25.—NBC-TV in recent weeks has grossed \$5,670,000 in daytime and Saturday morning business. The largest chunk of billings were derived from its new Saturday morning line-up which includes Happy Felton, Paul Winchell and "Space Cadet." The first two are sponsored by the Sweets Corporation of America and the third by Kraft Foods, which together are expected to contribute \$2,260,000 during the season.

"Ding Dong School" has really begun to pull its commercial weight on the network. A quarter hour of the show was sold this week to Procter & Gamble and Colgate. Its new billings, which, of course, include other advertisers, aggregate \$2,300,000.

Pinky Lee also has started to come alive. His recent gross is \$760,000, the latest piece of business being 26 participations from General Foods for its Baker's Instant Chocolate. "The World of Mr. Sweeney" has also begun to interest advertisers. French's Mustard is spending \$350,000 for the sponsorship of a quarter hour of the show. There is also considerable interest in other NBC daytime properties based on the general improvement of their ratings.

NBC Stalks General Mills' \$3,500,000

NEW YORK, Dec. 25.—NBC-TV is in the midst of one of its most ambitious big game hunts this week, with the prey \$3,500,000 in business from General Mills. The deal would involve swiping two shows away from CBS-TV and the sponsorship of a half-hour daytime strip by General Mills.

The key to such a coup is the delivery of a half hour of prime evening time by NBC to the advertiser. NBC is trying to persuade Pontiac to give up half of its Friday 8-8:30 time to General Mills, which would move "Willy" from Saturday 10:30-11 on CBS. Pontiac is about ready to give up on Red Buttons, who now fills the slot for it, so the replacement would not be too difficult to take. And if "Willy" did not work out, both sponsors would write off this season and go after a top show for next.

Another part of the deal would be the moving of "Lone Ranger" from Saturday 1-1:30 on CBS to a Saturday time period on NBC. The latter network has been building its Saturday morning line-up and can offer General Mills a strong adjacency.

After Daytime

But what NBC wants out of the deal is the General Mills daytime business. The cereal manufacturer is ready to go into the medium in a big way, and NBC wants the business badly in order to improve its competitive position. The best the network now has to offer in the way of programming is Tennessee Ernie, who is just starting his daytime career on the network. General Mills, however, is said to have several strong daytime ideas under wraps. If NBC gets the General Mills business, it will have moved a long way back on the daytime comeback trail.

TvB Is Memberless, Has 55% of Budget

NEW YORK, Dec. 25.—The Television Bureau of Advertising is already assured of 55 per cent of its 1955 budget, which means about \$220,000. But actually TvB does not have any members yet. A membership does not become official until the TvB board passes on it, and the board has not yet met for this purpose.

The formal membership drive started this week with a mailing to every station of a membership application and a brochure giving detailed answers to every possible question on the organization. But

in view of the holidays, no response is expected until next month.

At that time Norman (Pete) Cash will move in as director of station relations. Cash quits as Eastern sales manager of ABC radio next week.

Cash becomes the second operating officer of TvB. Oliver Treyz, president, has yet to appoint three sales managers and a research director. He is still sitting on a pile of applications.

Cash's previous experience includes station relations director of NBC and general sales manager of Crosley Broadcasting.

ARF Study Bay Alter Rating

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taken with this point by the research firms. It was claimed that the important thing a subscriber to a research service wants to know is whether a home was tuned to a show long enough to feel the impact of the advertiser's message. Even where the report lists "total audience" as a supplementary standard, one of the researchers asked why ARF did not take the opportunity to specify what the minimum viewing time should be for a household to be counted. The criterion now used by the researchers is six minutes in a quarter-hour show.

There was also considerable ado about the recommendation that the basic unit of measurement be the household and that exposure to a program depend merely on whether the set was tuned in. The reasons for these specifications, according to the report, were that the household is the basic economic unit and that set tuning is the only entirely objective yardstick. In the re-utalls, it was argued that advertisers sell to people, not TV sets or houses, and that there are methods of measuring a person's exposure to a program, which the committee should have investigated.

The second of two accuracy standards set forth in the report also created great furor. Under two subdivisions of the effect of non-sampling errors, the recorder (Nielsen) method scored qualified "Yeses," while the entire competition was spotted with "No's." As to whether the measuring process itself can affect the viewer's tuning habits, and as to the method's liability to errors while the recording is going on in the house, the diary scored was turned down on both. On the latter point, the recorder (Nielsen) was the only one that registered affirmatively—with the proviso that mechanical failures are negligible.

Roslow demanded to know how negligible this factor was when 10 to 20 per cent tape spoilage was acknowledged by the practitioner (Nielsen).

There was also a complaint that the evaluation chart did not include the combination diary-and-recorder method, which is the one being used in the new Nielsen Station Index. In listing the 10 different methods, the brochure made a footnote on the NSI, declaring that since it was not yet in commercial practice, it would not be discussed.

Ask Discussion

In Appendix B, other researchers insisted that it should have been discussed, since it was the optimum potential of the method that was evaluated, and not its actual practice. It was further noted that among the 10 methods that were listed were a few that also are not now in regular practice, such as personal coincidental and unaided recall.

Another recommendation that drew some fire called for a minimum sample of 400 for local measurement and 1,200 for national. The committee further suggested that all rating reports carry a table of estimated sampling errors.

Dr. E. L. Deckinger, chairman of the Rating Review Committee, said in a copyrighted press release issued with the publication of the report that while it was an attempt to reduce confusion in the ratings field, it should not be regarded a cure-all. He further stated that this was only the first step in the committee's long-range program and that among its plans is a study of the procedures actually followed by the various researchers.

In the same release, G. Maxwell Ule, chairman of the working committee, said that they didn't try to duck any important decisions, that they tried to set standards that were high, and yet not so high that they were unattainable.

ATAS Nixes Ad Awards

HOLLYWOOD, Dec. 25.—The Academy of Television Arts and Sciences has voted down a suggestion that it should include a category for commercials in its annual awards. ATAS members expressed the feeling that judging of commercials should be left to the industry itself.

Crime Probe Group Findings May Be Subject of Net Series

WASHINGTON, Dec. 25.—Congress' much-publicized probe of juvenile delinquency will have a unique denouement if plans now hushedly under discussion materialize.

The Senate Juvenile Delinquency Subcommittee, which is preparing a report for the new Congress on TV "Crime and Horror" shows, may itself emerge in a star TV role in a network series dealing with the subject explored by the subcommittee.

The TV network show, if it develops, will be titled, "The Shame of America," and will be based on a series of five articles which will appear under that title in The Saturday Evening Post starting with the January 8 issue. Authors of the articles are Richard Clendenen, executive director of the subcommittee staff, and Herbert W. Beazer, chief counsel.

The Saturday Evening Post articles, according to a spokesman for the magazine, won't focus on the TV issue but will present a well-documented case-by-case story of juvenile delinquency in the U. S. This presumably would be the approach also in a TV portrayal of the theme.

The subject matter is so dramatic and timely that two TV networks which have heard of the still-unannounced forthcoming Saturday Evening Post series are already interested in the possibility of getting it onto television. The TV show presumably would be based on the entire findings of the subcommittee. This would embrace the subcommittee's vast case-study of juvenile delinquency.

The subcommittee, which will give the new Congress a special report on its TV studies next month, intends to call up more witnesses from the TV industry, in a quest for influences on juvenile

crime. Altho three days of hearings were held in September when industry witnesses testified, the subcommittee wants testimony from certain TV film producers in a wind-up of the "Crime and Horror" phase of the probe. The new hearing will be brief and will be held early in the new Congress.

A final report will be handed to Congress at the end of January, when the subcommittee will also ask for a new appropriation and an extension of its life to explore movies and other mass media. Right now, chances appear good

for the subcommittee to get its extension and more working funds.

Sen. Robert C. Hendrickson (R., N. J.), who didn't run for reelection, formally resigned this week from the Senate Judiciary Subcommittee on Juvenile Delinquency which he headed. Sen. William Langer (R., N. D.), chairman of the Senate Judiciary Committee, which is the parent committee, has taken over as head of the subcommittee.

Sen. Thomas Hennings (D., Mo.), is expected to become chairman of the subcommittee in the new Congress if Sen. Estes Kefauver (D., Tenn.), who is also a member of the group, becomes head of the Senate Anti-Monopoly Subcommittee, on which he also serves. Kefauver is ranking Democrat on both of these subcommittees and would be in line to head either of them.

The probing congressmen are likely to get a fresh boost for their endeavors when the subcommittee sponsors a conference of key officials of national fraternal and veterans' organizations to be held here January 19. Aim will be to map plans for a continuing study of juvenile crime. The subcommittee hopes these conferences will be held twice yearly.

RESTLESS PEOPLE

Les Lear, president of Les Lear Productions, which handles the "Tommy Bartlett Welcome Travelers" Show, has been named chairman of the Special Events Division of the 1955 Heart Fund Drive in Chicago. . . . Jack Jackson, KCMO's director of agriculture, in Kansas City, Mo., was cited by National Association of Television and Radio Farm Directors as the farm director who has done the most outstanding job. . . . "Don McNeill's Breakfast Club" out of Chicago will make its first road trip of 1955 during the last week in January when it heads for Hollywood. The show will originate from ABC's TV center there from January 24 to 28.

Milton Douglas, former exec producer of ABC, has joined Barry, Enright and Friendly, Inc., in the same capacity. . . . Raoul A. Cortez, KCOR-TV, San Antonio, prexy, is on a 10-day trip to Mexico City where he plans to line up talent to appear on KCOR-TV, which is expected to be in operation around February 1. . . . Victor M. Ratner has been upped to veepee at McCann-Erickson. . . . Rex Budd, director of advertising of Campbell Soup Company, has been appointed chairman of the A.N.A. Radio & Television Steering Committee.

Robert J. McKendrick left WLOK-TV, Lima, O., to join WWJ-TV as assistant program and production manager. . . . Donald C. Roper, one of WTVH-TV's chief executives in Peoria, Ill., has resigned as program manager to enter the ministry. . . . Barry Wood, director of NBC's special events department, leaves for the West Coast on Monday (27) to supervise production on two of NBC-TV's New Year's Day features.

CBS Dances

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continue programming comedy in the slot next season, even if Berle bows out, but it realizes that finding a replacement would be a major task.

And there is much conjecture also that Berle may be harming himself by going to a half hour, since he does not have situations working for him as does Gleason. Consequently, the network has been holding talks with him trying to get him to change his mind. So far it has had no success. And all indications are that Berle will have his way.

NEW YORK, Dec. 25. — ABC-TV's new "Disneyland" stanza has steam-rolled its way into fifth place in the latest Nielsen list of top rated shows for the last two weeks of November. The average rating it pulled for the two-week period was 44.4.

The show held down the No. 12 spot with a rating of 41.0 for the first two weeks of November.

'FATHER'

CBS Set Company Buys Seg

NEW YORK, Dec. 25.—CBS-TV this week changed its mind again and sold "Life With Father" to CBS-Columbia, its set manufacturing affiliate, for the Tuesday 8-8:30 time period beginning January 4. Last week the advertiser bought "The Adventures of Kingfish" for the slot, but in the meanwhile something occurred that was responsible for its buying "Father."

The most likely possibility, according to the trade, is that CBS decided that it would be sensible to give "Father" another chance and convinced CBS-Columbia to go along. The show thus far has been one of the costliest turkeys in the history of the medium, it being estimated that more than \$500,000 has been expended to develop it into a property, with little success so far.

If "Adventures of Kingfish" is not sold on the network it will go into syndication. Both shows are on film.

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NEWS IN BRIEF

The Federal Communications Commission failed to issue any TV grants this week for the second week in a row. This leaves total authorizations at 724, of which 616 are post-freeze grants, including 33 non-commercial, educational grants. With 114 grants canceled, outstanding authorizations now number 610.

The Pinellas Broadcasting Company and the Tampa Bay Area Telecasting Corporation this week lost their fight for a rehearing of the FCC's August 6 TV grant to the Tribune Company for Channel 8, St. Petersburg, Fla. The Commission's rejection of petitions from Pinellas and Tampa Bay was upheld by Commissioner Robert T. Bartley, altho he dissented from the grant to the Tribune Company in August. He said a decision to reopen hearings on this case might open the door to rehearings of every TV grant involving competitive applications.

Television set shipments to dealers in October were nearly 30 per cent higher than a year ago, according to the Radio-Electronics-Television Manu-

facturers' Association. A total of 903,160 TV receivers were shipped to dealers in October, 1954, compared with shipments of 698,594 units in October, 1953, while shipments in the first 10 months of 1954 reached 5,372,746 sets compared with 5,342,050 units in the same period in 1953.

The Federal Communications Commission announced this week that it will probe the causes of damage to equipment of KPIX (TV) San Francisco, on December 14, to discover if any radio operators licensed by the Commission were involved. KPIX was off the air from 6:45 a.m. to 7 p.m. as the result of the damage. Under the Communication Act the FCC can suspend the license of any radio operator who willfully damages broadcasting equipment.

The three Westinghouse stations that are already members of the National Association of Radio Television Broadcasters will be joined by the rest of the Westinghouse family soon. The three stations that are already members are: KPIX, San Francisco; WPTZ, Philadelphia, and KDKA, Pittsburgh.

316,000 watts

The Channel 8 Mighty Market Place
all yours

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STEINMAN STATION
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Ziv Buys Six-Acre American National Studios in Hollywood

NEW YORK, Dec. 27. — In a deal reportedly involving well over \$2,000,000, Ziv Television Programs, Inc., this week bought 92 per cent of the American National Studios in Hollywood from the two groups which had majority control. The Fred Levy syndicate, which owned 60 per cent, was paid \$1,400,000 for its interest. The Bernard Prockter group was given about \$750,000 for its share of the property.

Ziv will take immediate possession of the facilities, which include completely equipped sound stages covering more than six acres. The new studios, which offer more than twice as much space as Ziv occupied at the California Studios, are to be renamed the Ziv-TV Studios.

Both groups sold out to take a sizable capital gain, but Pickter, in addition, wanted to concentrate on production which is his specialty.

MCA Sets Up Fluid 3-Way Program Plan

NEW YORK, Dec. 25. — The re-organization of MCA-TV on a three-echelon system (see separate story) gives the company a flexibility in program creation and sales that ought to assure a steady flow of new product from this outfit. The key to the plan is co-ordination among the three departments, which the firm will undoubtedly keep alive even if it develops increased specialization on each level.

With the two lower echelons as a cushion, the national-regional department will be in a position to order a pilot on speculation, tailor made to a particular client's needs. If the deal does not go thru, MCA-TV would then have the option of producing the full series for syndication or putting the film into one of its anthologies for library sales.

The syndication division is expected to get a steady flow of new series from now on. On first-run properties the salesmen will work on local and smaller regional deals. But if these are not forthcoming, the salesman can try to pin down a station sale, at which point he would also try to drive an opening wedge for the Station Program Sales Division to move in and fill out the deal with re-runs.

KCMO-Katz 52-Week Film Series Deal

KANSAS CITY, Mo., Dec. 25. — Largest TV film purchase made in this area was consummated this week when the Katz Drug Company signed a 52-week contract with KCMO television for the General Teleradio Major 'A' feature films.

The 30 full-length features in the package will be known as the "Katz Million Dollar Movies" and will be screened for the first time in this area. Stars in the films represent a total of 17 Academy Award winners and a total of \$45,000,000 in production costs.

Premiere film in the series will be "Mr. Peabody and the Mermaid" which airs at 9:30 p.m. Saturday, January 8, with a repeat the following day at 2 p.m.

Corradine Account

HOLLYWOOD, Dec. 25. — Tom Corradine & Associates has been named sales representative for Walter Schwimmer in the 11 Western States. Schwimmer handles "Eddy Arnold Time" and "Championship Bowling."

cialty. He will continue to produce his shows at the Ziv TV Studios. These properties include "Reader's Digest," "T-Men in Action" and "Man Behind the Badge." He also has three other vidfilm projects in various stages of being blueprinted. Ziv has had its most successful year in history. Sales of such shows as "Mr. District Attorney," "Favorite Story," and "I Led Three Lives" are said to be approaching 200 cities. Of its newer shows, "Cor-

liss Archer" is in 150 markets and Eddie Cantor in 125 cities.

Ziv badly needed the additional space for some of its new ventures, which will double its production rate in 1955. First show skedded is a science-fiction on series developed by Ivan Tors.

Included in the Prockter group are Ed Conne and William Stevens. Others in the Levy combine are Bob Hope, Ed Pauley, Dan Reeves and Ed Matz.

SEEKING SATURATION

MCA Hopes to Match Ziv Via UTP Purchase

HOLLYWOOD, Dec. 25. — Execs of both MCA and UTP agreed this week that one of the prime reasons for the purchase of the latter organization by MCA was that neither distribution firm could achieve saturation selling by itself.

Altho both organizations had been high on the list of TV film syndication companies, only Ziv-TV has so far had the manpower and product to make saturation selling possible.

MCA hopes that with its 50-odd salesmen and 22 programs it will now be able to match Ziv-TV's thoroughness in coverage of markets. The MCA has been charging a 40 per cent distribution fee, it will distribute the properties it takes over from UTP on the latter outfit's 30 per cent formula.

Producers who have been syndicating thru UTP, tho high in their praise of the organization's selling efficiency, were generally happy about the MCA deal, feeling that for the first time they now have a chance to recoup their profits dur-

ing the original run of the show.

If this proves to be the case it may provide a boost for syndication, since returns via this distribution route are usually greater than thru network sponsorship. In the past, however, the time factor involved in recouping thru syndication has led producers to try for net placement first.

Physical movement of personnel and product will begin from UTP to MCA next week. Final papers consummating the sale were signed December 20, as first reported they would be in The Billboard (December 4 and 11).

Syndication Field Eyed by Atlas for 'Capt. Zero' Skein

HOLLYWOOD, Dec. 25. — Atlas TV Corporation will enter the TV film syndication market next year with a half-hour series entitled "Captain Zero." Shooting on the first 13 of a contemplated 39 pix has been completed in San Francisco.

The show, developed by architect Bill Steffen, has had a highly successful record as a live production on KRON-TV in San Francisco. Intended as a program for youngsters, it combines space stuff with history in a "You Are There" format, and has drawn a surprising number of adult viewers.

In order to cut production costs Atlas is culling its feature films for historical sequences and using these for background and stock shots.

HARRY JAMES MAY DO COMEDY

HOLLYWOOD, Dec. 25. — Should present negotiations with CBS-TV be consummated, maestro Harry James will drop his trumpet in favor of a straight comedy role for an upcoming television film series.

Offer for James—minus his horn—came about as a result of his comedy turns on the CBS "Shower of Stars" tele-show which invoked favorable comment.

MCA's 3-Way Stretch Gives It Specialized Selling Program

NEW YORK, Dec. 25. — With the absorption of United Television Programs made official this week, MCA-TV has now been re-organized on a three-echelon system which can muster a sales force of over 65 men. Altho there will be considerable crossing of lines and co-ordination among the three echelons, the plan seems to call for increasing specialization.

At the top level will be the effort on national and large regional sales. It is understood that Dave Sutton, as top executive of MCA-TV, will concentrate his own efforts on this level.

The next echelon will be syndication, which henceforth will operate under a separate departmental title, MCA-TV Film Syndication Division. Wynn Nathan, former sales vice-president of UTP, will be top man on this level with the title vice-president and general sales manager.

The third echelon will work on station library sales. Lou Fried-

land, who originated MCA-TV's library plan a year and a half ago and has been promoting them almost single-handedly since then, has been named vice-president in charge of this operation, which also gets a new departmental title, Station Program Sales Division.

The firm picked up two branch offices from UTP, in Kansas City and Pittsburgh, which gives it a total of 19 offices.

MCA-TV is also about to stage a new drive to merchandise its properties. Frank Mincola, formerly merchandiser of "The Lone Ranger," has been named vice-president of this new division.

MCA-TV now has upwards of 15 salesmen working out of New York. It appears that a number of the veteran MCA-TV hands here will now work on the national-regional echelon.

Aaron Beckwith, former UTP, will head the New York end of the syndication division, with a vice-president's title. Tom Mc-

Top 25 Vidfilms Among Men

and Their Pulse Multi-Market Ratings

This monthly 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 male viewers 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 succeeding weeks similar charts will appear showing program popularity among 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	Men Per 100 Homes	Avg. Oct. Rtg.
1....	Foreign Intrigue (Sheldon Reynolds).....	89	12.0
2....	Biff Baker, USA (MCA-TV).....	85	6.4
2....	City Detective (MCA-TV).....	85	10.8
2....	Ellery Queen (TPA).....	85	13.4
2....	Inner Sanctum (NBC Film).....	85	8.4
6....	Boston Blackie (Ziv-TV).....	84	10.6
6....	The Whistler (CBS Film).....	84	12.0
8....	Colonel March (Official Films).....	83	5.0
8....	The Falcon (NBC-TV).....	83	12.8
8....	I Am the Law (MCA-TV).....	83	5.8
8....	Mr. District Attorney (Ziv-TV).....	83	14.0
12....	Counterpoint (UTP).....	82	2.0
12....	Front Page Detective (Consolidated TV).....	82	7.4
14....	Dangerous Assignment (NBC Film).....	81	5.5
14....	D. Fairbanks Presents (Associated Artists).....	81	13.8
16....	China Smith (Nat'l Telefilm Assoc.).....	80	6.3
16....	Amos n' Andy (CBS Film).....	80	11.4
18....	I Led Three Lives (Ziv-TV).....	79	15.0
19....	Duffy's Tavern (UM&M).....	77	6.7
19....	Sherlock Holmes (UM&M).....	77	5.9
19....	Waterfront (UTP).....	77	11.5
22....	Death Valley Days (Pacific Borax).....	74	8.0
22....	Files of Jeff Jones (CBS Film).....	74	5.2
24....	Favorite Story (Ziv-TV).....	72	10.2
25....	Famous Playhouse (MCA-TV).....	71	8.8
25....	Janet Dean, R. N. (UM&M).....	71	8.0
25....	Life With Elizabeth (Guild Films).....	71	6.4
25....	Lone Wolf (UTP).....	71	10.0
25....	Royal Playhouse (UTP).....	71	8.1

PLANS PILOT SHOWCASE

Premiere Anthology Series the Device

HOLLYWOOD, Dec. 25. — An anthology series to showcase telefilm pilots will be put on the air in February or March by Premiere TV Productions if present plans are carried to fruition.

To be called "Hollywood Premiere Theater," it will give producers the opportunity to air their pilots, at the same time providing potential advertisers with the measuring stick of public reaction.

Premiere's execs, Ed Woodworth and Ted Dayton, have been culling existing pilots and say that out of dozens they've looked at they've acquired rights to seven or eight that they think have sales potential. They hope to pick up two or three more within the next couple of months and will finance production of the remainder to round out a series of 26 for syndication.

Negotiations are in the finalizing stage with Roland Reed Pro-

ductions for filming the new pilots at Hal Roach Studios. Hollywood Television Service has agreed to handle distribution, marking the first time the Republic subsidiary has interested itself in an outside product. A Chicago syndicate is putting up the \$500,000 necessary to finance the series.

To stimulate audience interest and obtain reaction, critic-of-the-week and critic-of-the-month contests will be held in conjunction with the show. Critic-of-the-week competition will be conducted on a local level in line with syndication distribution. Free vacation trip will be provided for "Critic of the Month," to be culled from the various weekly winners.

Premiere TV will finance under-the-line costs of acceptable new properties to be made into pilots. Whenever a pilot is bought for a series, Premiere will retain a percentage interest in it.

Woodworth and Dayton feel that the series will serve a three-fold purpose: Producers will have a chance to air their pilots and get a return of at least part of their costs, and advertisers will have an opportunity to gauge public reaction without having to gamble hundreds of thousands of dollars on a series that may flop.

'Buffalo Bill' Rides in March

HOLLYWOOD, Dec. 25. — Contract has been signed between Leo Burnett Company and Flying A Productions for a "Buffalo Bill Jr." TV series, scheduled for March release over the air waves. Deal calls for minimum of 66 segments, altho this is likely to be increased, since the agreement covers a 10-year period.

Mars Company and the Brown Shoe Company will sponsor the series in approximately 100 markets, Flying A retaining syndication rights in other areas. Show will star Dick Jones and Nancy Gilbert.

The Billboard's Non-Network ARB Film Ratings

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

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

Listings 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 are VHF unless the call letters are preceded by the letter "U", in which case they are UHF.

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

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

Rank Among Films	Title, (Type) and Distributor	Station, Day, Time	Nov. ARB Rating	Top Opposition & Rating
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MUNCIE, IND. 3 STATIONS

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

1. Toast of the Town, WFBM.....61.9	6. Godfrey and His Friends, WFBM.....46.7
2. I Love Lucy, WFBM.....61.2	7. I've Got a Secret, WFBM.....45.6
3. Talent Scouts, WFBM.....55.6	8. Our Miss Brooks, WFBM.....44.2
4. Jackie Gleason, WFBM.....54.2	9. Private Secretary, WFBM.....43.3
5. Studio One, WFBM.....48.5	10. *City Detective, WFBM.....41.2

1. City Detective (Mys.), MCA-TV.....WFBM-S, 9:00-9:30.....41.2.....That's My Boy, 11.5	2. Racket Squad (Mys.), ABC Film.....WFBM-Su, 9:30-10:00.....36.9.....Blue Angel, 8.8
3. Badge 714 (Mys.), NBC Film.....uWLBC-T, 9:30-10:00.....36.7.....See It Now, 11.0	4. Secret File, U. S. A. (Adv.), Official Films.....WFBM-M, 8:30-9:00.....35.0.....Boxing, 13.7
5. Amos 'n' Andy (Comedy), CBS Film.....uWLBC-Th, 9:00-9:30.....33.1.....Mr. District Attorney, 24.5	6. Heart of the City (Drama), UTP.....WFBM-S, 6:00-6:30.....32.5.....Mr. Wizard, 3.8
7. Favorite Story (Drama), Ziv TV.....WFBM-S, 8:00-8:30.....29.8.....Two for the Money, 25.4	8. Wild Bill Hickok (West.), Flamingo Films.....WFBM-S, 5:30-6:00.....26.7.....Western Theater, 10.2
9. Sherlock Holmes (Mys.), UM&M.....WFBM-Th, 7:30-8:00.....26.0.....Break the Bank, 26.9	10. All Star Theater (Drama), Screen Gems.....uWLBC-T, 8:30-9:00.....25.0.....Danger, 25.0
11. Mr. District Attorney (Mys.), Ziv TV.....WFBM-Th, 9:00-9:30.....24.5.....Amos 'n' Andy, ---	12. Liberate (Music), Guild Films.....uWLBC-W, 8:00-8:30.....22.5.....Test the Press, ---
13. Liberate (Music), Guild Films.....WFBM-T, 8:00-8:30.....22.1.....Meet Millie, ---	14. Frankie Laine (Music), Guild Films.....WFBM-T, 7:30-8:00.....21.9.....Steve Allen, ---
15. Cisco Kid (West.), Ziv TV.....uWLBC-Th, 7:00-7:30.....18.3.....Rin Tin Tin, ---	16. Janet Dean, R.N. (Drama), UM&M.....WFBM-Su, 4:00-4:30.....18.1.....King's Crossroads, ---
17. Superman (Adv.), Flamingo Films.....WFBM-F, 5:30-6:00.....14.8.....Western Theater, ---	18. Annie Oakley (West.), CBS Film.....WFBM-W, 5:30-6:00.....14.6.....Western Theater, ---
19. My Hero (Comedy), Official Films.....WFBM-F, 9:30-10:00.....14.5.....Cavalcade of Sports, ---	20. Big Playback (Sports), Screen Gems.....WFBM-Su, 10:15-10:30.....13.1.....Feature Theater, ---
21. Meet Corliss Archer (Comedy), Ziv TV.....WFBM-Th, 9:30-10:00.....12.9.....Teen Canteen, ---	22. Ethel Barrymore Theater (Drama), ---
23. Enterstate TV.....uWLBC-F, 7:00-7:30.....12.9.....Mama, ---	24. The Falcon (Mys.), NBC Film.....WFBM-F, 10:30-11:00.....11.9.....News; Weather; Theater, ---
25. Florian ZaBach (Music), Guild Films.....WFBM-T, 9:00-9:30.....11.0.....Truth or Consequences, ---	26. D. Fairbanks Presents (Drama), ---
27. Association Artists.....uWLBC-F, 8:00-8:30.....11.0.....Playhouse of Stars, ---	28. Championship Bowling (Sports), ---
29. Walter Schwimmer.....WLBC-Su, 5:30-6:30.....10.7.....You Are There; Theater, ---	30. Dangerous Assignment (Adv.), NBC Film.....WFBM-T, 10:30-11:00.....8.3.....News; Feature Theater, ---
31. Lone Wolf (Mys.), UTP.....WISH-F, 9:30-10:00.....7.9.....Cavalcade of Sports, ---	32. Elbery Queen (Mys.), TPA.....WFBM-Th, 10:30-11:00.....7.7.....News; Weather, ---
33. Badge 714 (Mys.), NBC Film.....WISH-T, 9:30-10:00.....6.5.....Badge 714, ---	34. Amos 'n' Andy (Comedy), CBS Film.....WISH-Su, 6:00-6:30.....5.0.....TV Theater, ---
35. King's Crossroads (Drama), Sterling TV.....uWLBC-Su, 4:00-4:30.....3.1.....Janet Dean, R.N., ---	36. Drew Pearson (News), UM&M.....WISH-Su, 5:30-5:45.....1.2.....You Are There, ---
37. Duffy's Tavern (Comedy), UM&M.....WISH-W, 10:15-10:45.....1.2.....News; Jalopy Races, ---	

CLEVELAND 3 STATIONS

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

1. Jackie Gleason, WEWS.....50.6	6. Two for the Money, WEWS.....38.3
2. Toast of the Town, WEWS.....48.8	7. George Gobel, WNBK.....37.0
3. I Love Lucy, WEWS.....47.8	8. This Is Your Life, WNBK.....36.6
4. Disneyland, WXEL.....41.3	9. Dragnet, WNBK.....36.0
5. Television Playhouse, WNBK.....39.9	10. My Favorite Husband, WEWS.....35.6

1. Liberate (Music), Guild Films.....WEWS-W, 9:00-9:30.....31.8.....Kraft TV Theater, 23.2	2. Annie Oakley (West.), CBS Film.....WNBK-S, 6:30-7:00.....31.0.....Various, 2.8
3. Cisco Kid (West.), Ziv TV.....WNBK-S, 6:00-6:30.....28.1.....Polka Time, 4.8	4. Range Rider (West.), CBS Film.....WEWS-Su, 7:00-7:30.....26.8.....You Asked for It, 14.9
5. Superman (Adv.), Flamingo Films.....WNBK-M, 6:00-6:30.....25.8.....Desert Deputy, 3.8	6. Abbott and Costello (Comedy), MCA-TV.....WNBK-T, 6:00-6:30.....23.4.....Desert Deputy, 5.3
7. Badge 714 (Mys.), NBC Film.....WNBK-F, 7:00-7:30.....21.6.....Meet Corliss Archer, 5.3	8. Wild Bill Hickok (West.), Flamingo Films.....WNBK-W, 6:00-6:30.....21.2.....Desert Deputy, 4.0
9. Janet Dean, R.N. (Drama), UM&M.....WNBK-T, 7:00-7:30.....16.9.....Pooch Parade; School, 8.7	10. Ramar of the Jungle (Adv.), TPA.....WEWS-S, 5:00-5:30.....15.8.....Bowling, 11.6
11. *Kit Carson (West.), Coca-Cola Co.....WNBK-Th, 6:00-6:30.....15.3.....Desert Deputy, ---	12. Files of Jeff Jones (Mys.), CBS Film.....WNBK-S, 7:00-7:30.....15.3.....Gene Autry, ---
13. Mr. District Attorney (Mys.), Ziv TV.....WWS-T, 10:00-10:30.....14.7.....U. S. Steel Hour, ---	14. Foreign Intrigue (Adv.), Sheldon Reynolds.....WEWS-Su, 10:00-10:30.....13.1.....Loretta Young, ---
15. Tales of Tomorrow (Drama), Tee Vee Co.....WNBK-M, 7:00-7:30.....12.1.....Star and the Story, ---	16. Favorite Story (Drama), Ziv TV.....WNBK-M, 10:30-11:00.....10.9.....Studio One, ---
17. Boston Blackie (Mys.), Ziv TV.....WXEL-F, 9:30-10:00.....10.2.....Our Miss Brooks, ---	18. Racket Squad (Mys.), ABC Film.....WXEL-Th, 10:30-11:00.....9.7.....Lux Video Theater, ---
19. Florian ZaBach (Music), Guild Films.....WEWS-T, 8:00-8:30.....9.5.....Steve Allen, ---	20. Star and the Story (Drama), Official Films.....WEWS-M, 7:00-7:30.....8.5.....Tales of Tomorrow, ---
21. *Death Valley Days (West.), Pacific Borax.....WEWS-Th, 10:30-11:00.....8.4.....Lux Video Theater, ---	22. Frankie Laine (Music), Guild Films.....WXEL-F, 10:30-11:00.....7.0.....Person to Person, ---
23. Meet Corliss Archer (Comedy), Ziv TV.....WEWS-F, 7:00-7:30.....5.3.....Badge 714, ---	24. Playhouse 15 (Drama), MCA-TV.....WNBK-M, 11:15-11:30.....3.7.....Various, ---
25. Playhouse 15 (Drama), MCA-TV.....WNBK-W, 11:15-11:30.....3.7.....TV Playhouse, ---	26. Playhouse 15 (Drama), MCA-TV.....WNBK-Th, 11:15-11:30.....3.2.....TV Playhouse, ---
27. Big Playback (Sports), Screen Gems.....WEWS-W, 7:00-7:15.....2.9.....Starlite Theater, ---	

SAN FRANCISCO 4 STATIONS

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

1. Toast of the Town, KP'X.....64.8	6. Your Hit Parade, KRON.....39.1
2. Groucho Marx, KRON.....54.1	7. This Is Your Life, KRON.....38.8
3. What's My Line? KP'X.....51.0	8. Disneyland, KGO.....37.5
4. Jackie Gleason, KP'X.....44.3	9. I Love Lucy, KP'X.....36.5
5. Dragnet, KRON.....42.2	10. Burns and Allen, KP'X.....35.6

1. Badge 714 (Mys.), NBC Film.....KP'X-W, 9:00-9:30.....30.0.....Kraft TV Theater, 18.4	2. Superman (Adv.), Flamingo Films.....KGO-W, 6:30-7:00.....25.6.....News; Perry Como, 7.8
3. Range Rider (West.), CBS Film.....KP'X-T, 7:00-7:30.....23.4.....Favorite Story, 13.8	4. Mr. District Attorney (Mys.), Ziv TV.....KRON-F, 10:30-11:00.....22.8.....News; Sports, 2.0
5. Life of Riley (Comedy), NBC Film.....KGO-M, 7:00-7:30.....22.8.....Studio One, 23.6	6. The Whistler (Mys.), CBS Film.....KRON-W, 10:30-11:00.....22.0.....News; Sports, 3.9
7. Liberate (Music), Guild Films.....KP'X-Su, 9:30-10:00.....21.6.....Television Playhouse, 29.7	8. Annie Oakley (West.), CBS Film.....KGO-M, 6:30-7:00.....21.3.....News; Perry Como, 9.0
9. Wild Bill Hickok (West.), Flamingo Films.....KGO-T, 6:30-7:00.....20.8.....Science Lab.; News, 6.9	10. The Star and the Story (Drama), ---
11. Hopalong Cassidy (West.), NBC Film.....KPIX-S, 10:00-10:30.....20.6.....George Gobel, 25.6	12. Janet Dean, R.N. (Drama), UM&M.....KRON-Su, 10:30-11:00.....19.1.....Honestly Celeste, ---
13. Lone Wolf (Mys.), UTP.....KRON-F, 8:30-9:00.....18.8.....Topper, ---	14. *Death Valley Days (West.), Pacific Borax.....KPIX-M, 10:00-10:30.....18.4.....Robt. Montgomery, ---
15. *Kit Carson (West.), Coca-Cola Co.....KRON-Su, 4:00-4:30.....18.0.....Del Courtney, ---	16. All Star Theater (Drama), Screen Gems.....KGO-T, 8:30-9:00.....17.5.....Steve Allen, ---
17. I Led Three Lives (Adv.), Ziv TV.....KRON-M, 10:30-11:00.....17.5.....News; Sports, ---	18. City Detective (Mys.), MCA-TV.....KRON-F, 10:00-10:30.....15.8.....Line-Up, ---
19. Cisco Kid (West.), Ziv TV.....KRON-S, 5:00-5:30.....14.9.....Saturday Matinee, ---	20. Inner Sanctum (Mys.), NBC Film.....KRON-T, 10:30-11:00.....14.6.....News, ---
21. Favorite Story (Drama), Ziv TV.....KRON-T, 7:00-7:30.....13.8.....Range Rider, ---	22. Dick Tracy (Mys.), Combined TV.....KGO-F, 7:00-7:30.....13.3.....Cavalcade of Sports, ---
23. Waterfront (Adv.), UTP.....KGO-M, 9:30-10:00.....12.8.....Robt. Montgomery, ---	24. Foreign Intrigue (Adv.), Sheldon Reynolds.....KGO-M, 8:00-8:30.....11.9.....Burns and Allen, ---
25. Racket Squad (Mys.), ABC Film.....KGO-W, 9:30-10:00.....11.5.....I've Got a Secret, ---	

Rank Among Films	Title, (Type) and Distributor	Station, Day, Time	Nov. ARB Rating	Top Opposition & Rating
26. Front Page Detective (Mys.), Consolidated TV.....KGO-S, 9:00-9:30.....11.3.....Two for the Money, ---	27. Ramar of the Jungle (Adv.), TPA.....KGO-T, 6:00-6:30.....10.8.....Looking Glass Lady; Adv. Time, ---	28. The Falcon (Mys.), NBC Film.....KRON-M to F, 11:00-11:30.....9.6.....Various, ---	29. This Is Your Music (Music), Jan Productions.....KPIX-Th, 7:00-7:30.....9.1.....Kraft TV Theater, ---	30. Meet Corliss Archer (Comedy), Ziv TV.....KPIX-Th, 7:30-8:00.....8.5.....Lone Ranger, ---
31. Dangerous Assignment (Adv.), NBC Film.....KGO-W, 10:00-10:30.....8.1.....This Is Your Life, ---	32. Inspector Mark Saber (Mys.), Thompson-Koch, Inc.....KGO-Su, 6:00-6:30.....8.0.....Golden State Movie Time, ---	33. Your TV Theater (Drama), Ziv TV.....KGO-S, 9:30-10:00.....7.5.....Various, ---	34. Boston Blackie (Mys.), Ziv TV.....KGO-Su, 6:30-7:00.....7.4.....Golden State Movie Time, ---	35. Time for Beany (Child), Consolidated TV.....KGO-W, 6:00-6:30.....7.4.....Strike It Rich, ---
36. My Hero (Comedy), Official Films.....KGO-F, 10:00-10:30.....7.2.....City Detective, ---	37. Tales of Tomorrow (Drama), Tee-Vee Co.....KGO-S, 7:00-7:30.....6.6.....Home Theater, ---	38. Life With Elizabeth (Comedy), Guild Films.....KPIX-T, 9:30-10:00.....6.6.....U. S. Steel Hour, ---	39. Heart of the City (Drama), UTP.....KRON-Su, 11:00-11:30.....6.1.....News; Invitation Playhouse, ---	40. Drew Pearson (News), UM&M.....KGO-Su, 5:45-6:00.....4.4.....M. Liebman Presents, ---
41. Elbery Queen (Mys.), TPA.....KOV-R-T, 8:30-9:00.....4.1.....Steve Allen, ---	42. Where Were You? (Docum.), UTP.....KGO-Th, 9:30-10:00.....3.8.....Ford Theater, ---	43. Your TV Theater (Drama), Ziv TV.....KGO-Su, 9:30-10:00.....3.4.....Television Playhouse, ---	44. Amos 'n' Andy (Comedy), CBS Film.....KOV-R-M, 6:30-7:00.....3.1.....Annie Oakley, ---	45. Files of Jeff Jones (Mys.), CBS Film.....KOV-R-T, 8:00-8:30.....2.8.....Steve Allen, ---
46. Secret File, U.S.A. (Adv.), Official Films.....KOV-R-T, 9:00-9:30.....2.8.....Firesic Theater, ---	47. Cases of Eddie Drake (Mys.), CBS Film.....KOV-R-T, 9:30-10:00.....2.2.....U. S. Steel Hour, ---	48. Abbott and Costello (Comedy), MCA-TV.....KOV-R-T, 6:30-7:00.....2.2.....Wild Bill Hickok, ---	49. Craig Kennedy (Mys.), L. Weiss.....KGO-Su, 8:30-9:00.....2.2.....Toast of the Town, ---	50. Orient Express (Drama), Nat'l Telefilm Assoc.....KGO-M, 10:00-10:30.....2.0.....Robt. Montgomery, ---
51. King's Crossroads (Drama), Sterling TV.....KRON-Su, 11:00-11:30.....1.9.....Sunday Roundup, ---	52. Invitation Playhouse (Drama), Tee-Vee Co.....KPIX-Su, 11:15-11:30.....1.9.....Heart of the City, ---	53. Championship Bowling (Sports), Walter Schwimmer.....KOV-R-W, 9:00-10:00.....1.8.....Jadge 714; I've Got a Secret, ---	54. Roller Derby (Sports), Nat'l Telefilm Assoc.....KOV-R-Th, 7:30-8:00.....1.6.....Lone Ranger, ---	55. Biff Baker, U.S.A. (Adv.), MCA-TV.....KOV-R-M, 7:30-8:00.....1.5.....Studio One, ---
56. Stories of Century (West.), Hollywood TV Service.....KOV-R-T, 7:00-7:30.....1.3.....Range Rider, ---	57. I Am the Law (Mys.), MCA-TV.....KOV-R-F, 8:30-9:00.....0.9.....Topper, ---	58. Teleports Digest (Sports), Tel-Ra.....KOV-R-S, 7:00-7:30.....0.9.....Home Theater, ---	59. This Is Your Music (Music), Jan Productions.....KOV-R-Th, 7:00-7:30.....0.8.....Kraft TV Theater, ---	60. Old American Barn Dance (Music), UTP.....KOV-R-S, 8:00-8:30.....0.6.....Jackie Gleason, ---
61. Follow That Man (Mys.), MCA-TV.....KOV-R-F, 9:30-10:00.....0.3.....Our Miss Brooks, ---				

DENVER 4 STATIONS

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

1. Your Hit Parade, KOA.....60.9	6. What's My Line? KJZ.....40.8
2. George Gobel, KOA.....55.1	7. Groucho Marx, KOA.....40.4
3. Disneyland, KBTW.....45.0	8. Toast of the Town, KJZ.....39.8
4. I Love Lucy, KJZ.....43.8	9. Jackie Gleason, KJZ.....36.1
5. Dragnet, KOA.....43.4	10. My Little Margie, KOA.....35.9

1. Mr. District Attorney (Mys.), Ziv TV.....KJZ-T, 9:30-10:00.....29.8.....Heart of the City, 9.6	2. Life of Riley (Comedy), NBC Film.....KJZ-M, 6:30-7:00.....29.6.....Caesar's Hour, 17.8
3. Badge 714 (Mys.), NBC Film.....KFEL-Su, 7:00-7:30.....26.5.....Television Playhouse, 19.1	4. I Led Three Lives (Adv.), Ziv TV.....KJZ-T, 9:00-9:30.....25.5.....City Detective, 14.7
5. Hopalong Cassidy (West.), NBC Film.....KBTW-F, 6:00-7:00.....23.5.....Red Buttons; Football, 15.2	6. Wild Bill Hickok (West.), Flamingo Film.....KFEL-Th, 6:30-7:00.....22.6.....Climax, 19.6
7. Boston Blackie (Mys.), Ziv TV.....KOA-S, 9:30-10:00.....22.3.....Father Knows Best, 13.6	8. Superman (Adv.), Flamingo Films.....KBTW-W, 6:00-6:30.....21.5.....I Married Joan, 21.5
9. Range Rider (West.), CBS Film.....KFEL-F, 7:30-8:00.....20.8.....Our Miss Brooks, 18.1	10. Annie Oakley (West.), CBS Film.....KBTW-M, 6:00-6:30.....20.8.....Caesar's Hour, 16.1
11. Liberate (Music), Guild Films.....KBTW-F, 9:00-9:30.....20.0.....Foreign Intrigue, ---	12. Meet Corliss Archer (Comedy), Ziv TV.....KOA-Th, 6:30-7:00.....18.9.....Wild Bill Hickok, ---
13. *Death Valley Days (West.), Pacific Borax.....KJZ-Su, 8:00-8:30.....18.0.....Loretta Young, ---	14. Racket Squad (Mys.), ABC Film.....KBTW-Su, 9:30-10:00.....18.0.....Eversharp Theater, ---
15. *Eversharp Theater (Drama), Eversharp Co.....KJZ-Su, 9:30-10:00.....17.7.....Racket Squad, ---	16. Abbott and Costello (Comedy), MCA-TV.....KBTW-T, 6:00-6:30.....17.4.....Steve Allen, ---
17. Waterfront (Adv.), UTP.....KFEL-F, 9:30-10:00.....17.4.....Topper, ---	18. Frankie Laine (Music), Guild Films.....KBTW-W, 7:30-8:00.....17.0.....Kraft TV Theater, ---
19. Foreign Intrigue (Adv.), Sheldon Reynolds.....KJZ-F, 9:00-9:30.....16.4.....Liberace, ---	20. D. Fairbanks Presents (Drama), Associated Artists.....KFEL-Su, 7:30-8:00.....15.1.....Television Playhouse, ---
21. Inner Sanctum (Mys.), NBC Film.....KFEL-M, 9:30-10:00.....14.9.....Cavalcade of America, ---	22. Ramar of the Jungle (Adv.), TPA.....KJZ-S, 3:00-3:30.....14.9.....Two Gun Theater, ---
23. City Detective (Mys.), MCA-TV.....KBTW-T, 9:00-9:30.....14.7.....I Led Three Lives, ---	24. *Kit Carson (West.), Coca-Cola Co.....KBTW-Su, 5:30-6:00.....13.4.....M. Liebman Presents, ---
25. Lone Wolf (Mys.), UTP.....KFEL-Th, 9:30-10:00.....12.7.....Meet Mr. McNulty, ---	26. Gene Autry (West.), CBS Film.....KFEL-T, 7:00-7:30.....11.7.....Make Room for Daddy, ---
27. Bobo the Hobo (Child), Nat'l Telefilm Assoc.....KBTW-S, 5:45-6:00.....10.9.....Beat the Clock, ---	28. The Falcon (Mys.), NBC Film.....KFEL-Th, 9:00-9:30.....10.6.....Four Star Playhouse, ---
29. Heart of the City (Drama), UTP.....KFEL-T, 9:30-10:00.....9.6.....Mr. District Attorney, ---	30. The Whistler (Mys.), CBS Film.....KJZ-Th, 7:30-8:00.....9.6.....Ford Theater, ---
31. Secret File, U.S.A. (Adv.), Official Films.....KBTW-M, 7:30-8:00.....9.4.....December Bride, ---	32. Follow That Man (Mys.), MCA-TV.....KBTW-S, 6:30-7:00.....9.1.....Jackie Gleason, ---
33. Janet Dean, R.N. (Drama), UM&M.....KOA-Su, 9:00-9:30.....9.1.....Studio 57, ---	34. Elbery Queen (Mys.), TPA.....KOA-T, 9:00-9:30.....8.9.....I Led Three Lives, ---
35. Famous Playhouse (Drama), MCA-TV.....KFEL-Th, 9:30-10:00.....8.5.....Playhouse of Stars, ---	36. Time for Beany (Child), Consolidated TV.....KFEL-Th, 6:00-6:30.....8.3.....You Bet Your Life, ---
37. Big Playback (Sports), Screen Gems.....KBTW-S, 7:45-8:00.....6.8.....Texaco Star Theater, ---	38. Duffy's Tavern (Comedy), UM&M.....KOA-M, 9:00-9:30.....6.8.....Twenty-One Star Theater, ---
39. Ringside With Rasslers (Sports), Consolidated TV.....KFEL-Su, 6:00-7:00.....6.7.....Toast of the Town, ---	40. Biff Baker, U.S.A. (Adv.), MCA-TV.....KBTW-W, 6:30-7:00.....6.4.....My Little Margie, ---
41. Championship Bowling (Sports), Walter Schwimmer.....KFEL-W, 7:30-8:30.....6.2.....Kraft Theater; This Is Your Life, ---	42. Stories of Century (West.), Hollywood TV Service.....KJZ-F, 7:00-7:30.....6.0.....Rin Tin Tin, ---
43. Mr. and Mrs. North (Mys.), ATPS.....KFEL-M, 10:00-10:30.....5.7.....Academy Theater, ---	44. The Visitor (Drama), NBC Film.....KBTW-Su, 8:30-9:00.....5.5.....What's My Line?, ---
45. Cisco Kid (West.), Ziv TV.....KFEL-F, 7:00-7:30.....5.5.....Rin Tin Tin, ---	46. Championship Bowling (Sports), Walter Schwimmer.....KFEL-Su, 3:00-4:00.....5.3.....Super Circus; Sky King, ---
47. Florian ZaBach (Music), Guild Films.....KBTW-F, 7:30-8:00.....4.9.....Range Rider, ---	48. Art Linkletter and the Kids (Comedy), CBS Film.....KBTW-S, 8:45-9:00.....4.5.....Your Hit Parade, ---
49. Great Sports Thrills (Sports), Wink Films.....KFEL-T, 7:30-8:00.....4.4.....U. S. Steel Hour, ---	50. The Passerby (Drama), Nat'l Telefilm Assoc.....KBTW-F, 9:45-10:00.....4.2.....Topper, ---
51. Town and Country Time (Music), Official Films.....KBTW-Th, 6:30-7:00.....3.4.....Wild Bill Hickok, ---	52. Drew Pearson (News), UM&M.....KOA-Su, 2:00-2:15.....3.4.....Football, ---
53. Files of Jeff Jones (Mys.), CBS Film.....KFEL-Th, 10:00-10:30.....2.7.....Channel 7 Reporting, ---	54. Old American Barn Dance (Music), UTP.....KFEL-W, 10:00-10:30.....2.6.....Million Dollar Movie, ---
55. Telemews Weekly (News), INS.....KOA-Su, 2:15-2:30.....2.3.....Football, ---	56. Madison Sq. Garden Highlights (Sports), Wink Films.....KFEL-S, 8:30-9:00.....1.1.....Your Hit Parade, ---

(Continued on Page 6)

Continued from page 5

Table with columns: Rank Among Films, Title, (Type) and Distributor, Station, Day, Time, Nov. ARB Rating, Top Opposition & Rating. Includes sections for SEATTLE (4 STATIONS) and SPOKANE (3 STATIONS).

Table with columns: Rank Among Films, Title, (Type) and Distributor, Station, Day, Time, Nov. ARB Rating, Top Opposition & Rating. Continuation of the main table.

SPOKANE 3 STATIONS

Table with columns: Rank Among Films, Title, (Type) and Distributor, Station, Day, Time, Nov. ARB Rating, Top Opposition & Rating. Continuation of the main table.

TV FILM PURCHASES

United Television Programs has sold "Mayor of the Town" to WFLA-TV, Tampa, and WHBQ, Memphis, placing the show in a total of 10 markets.

One of the largest TV sales in the Rocky Mountain region was completed in Denver this week by KLZ-TV when it signed the Miller Super Market chain to a 52-week contract for Ziv-TV's Eddie Cantor series.

MCA-TV's "City Detective" has been purchased by Falstaff for KLZ-TV showing in Denver, starting early in January.

Norman Katz, foreign sales manager for Associated Artists Productions, finalized two distribution deals in Latin-American territories.

"Madison Square Garden," a Winik Films property, has been sold to WJNO, Palm Beach, Fla., for Smith Ford & Lido Pools; WUSN, Charleston, S. C.; WBOI, Boise, Idaho; WITV, Fort Lauderdale, Fla., for Superman Motors; WKRC, Cincinnati, for Cincinnati Times Star; WJAR, Providence, for Industrial National Bank; KFAR, Fairbanks, Alaska, and WRCA, New York.

The Walter J. Klein Company in Charlotte, N. C., purchased the following shows for its clients in the South: Television Programs of America's "Ellery Queen" in Atlanta and Greenville, S. C., for Sam McDaniel & Sons; United Television Programs "Lone Wolf," in Charleston, S. C., for Edens Food Store.

Block Drug Company purchased "The Whistler," from CBS TV Film Sales to be shown over WMAR, Baltimore, KFMB, San Diego, and WSYR, Syracuse, New York. Canada Dry Ginger Ale added two new markets to its roster of "Annie Oakley" sponsorship.

Other CBS Film sales include: "Amos 'n' Andy" to KLAS, Las Vegas, Nev., for Hallicraft Radio & TV; Gene Autry to WHIO, Dayton, and DWTW, Pittsburgh, for the Kellogg Company; "News Film" to EHWT, Evansville, Ind.; WHBQ, Memphis, Tenn., and the Fairbanks, Alaska market. Bristol Meyers will sponsor "Annie Oakley" in the Greensboro, N. C. market over WFMY.

New Service By L. A. ARB

HOLLYWOOD, Dec. 25.—New service has been instituted on an experimental basis by the Los Angeles office of the American Research Bureau to provide market-by-market ratings of syndicated programs to both subscribers and non-subscribers of the rating service.

Service makes it possible for any producer or distributor to call up ARB and request information on his program rating in any of 70 cities around the country. Charge for each rating provided will be \$2.50, but this may be lowered later on.

Roger Cooper, Western division manager, says that if the service proves successful here it will be expanded to other cities.

REVOLVING DOOR

Jack Russell & Associates, Chicago, have been named Midwest distributors for Advertisers Television Program Services, Inc. Russell will handle the 13 states in the area, and announced the "Mr. and Mrs. North" series is available in 15 of these markets for first runs.

Jack Van Coevering, president of Van Coevering Productions, Chicago, announced last week that his firm has appointed a new distributor to handle 13 Southern States. Van Coevering Productions is producer-distributor of "Adventure-Out-of-Doors" with national sales offices in Chicago. Named to handle the Southern area was Steven's Pictures for Television, which headquarters in Atlanta. Edward H. Stevens is president of the firm which is comprised of eight sales representatives.

Roy and Doris Pinney, TV film producers and photographers, will leave shortly for Florida to shoot what they believe is the first underwater film ever made especially for TV. The film is one of a series of nature films being produced by the Pinneys on commission from the Film Division of Photo-Library, Inc., in New York.

PRODUCTION NOTES

By BOB SPIELMAN

One of big problems of a rating service, Roger Cooper, Western division manager of ARB, said this week, is that many persons in the industry refuse to accept the fact that there are limitations and that any rating is accurate only to a degree.

Producer Hal Roach Jr. feels that present distribution charges are too high and unfair. He points out that the producer has to take all the risks in a show from a financial standpoint, yet has to fork over from 30 to 40 per cent of the gross.

Tony Miner, producer of "Medic," says that there's no shortage of good story material, but that there's a problem of keeping scripts varied. "We're trying to stick to one disease a year," he reports, "although this sometimes makes things difficult when doing 30 half-hour segments."

KHJ-TV's Don Patton was going to run Wes Santee against the clock when the miler tries to break four minutes in a L. A. Coliseum stint on January 16. Patton had idea of breaking the screen and telecasting a stop watch in one corner while Santee circled track.

Hal Roach Studios continues work on four series during the Christmas-New Year's week, first time in its 35-year history the lot has stayed in operation during that period.

Background shooting in England, Egypt and Palestine for the "Great Design," Biblical TV series, will be done in color by producer Fred M. Packard in January and February.

"Twisted Street," a theatrical feature, has been set for April production by Cross-Krasne in conjunction with Mark Stevens.

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RCA, COLUMBIA LEAD OFF

Price, Discount Changes Ring in New Disk Year

Continued from page 1

business being done on that speed and the difficulty of maintaining the 78 r.p.m. speed on a profitable basis. The price and discount changes as scheduled come when inventories should be in the cleanest shape.

Here, too, are some additional factors which must be noted:

RCA Victor will make no adjustments on dealer inventories.

RCA Victor also points out that by increasing its volume by only 25 per cent it turns a profit at the new and lower prices.

Custom pressing prices will probably not be affected in any way by the changes in retail prices.

Artist royalty payments at the new prices will undoubtedly change, but the expected additional volume may easily result in greater income for the artists.

Columbia's separation of its catalog into two parts—one of "key" items and one of "standard" items—should be attractive to retailers already too heavily

bombarded with new disks weekly.

The guarantee of current prices by Columbia and London should help dealers to plan ahead.

The heavy advertising, publicity and promotional campaigns which will begin with the first of the new year are designed to create much-needed new consumer interest in records and the resultant traffic.

In all, there can be no doubt that the total record business being done by the industry on all levels can be dramatically increased. There is also no doubt but that far-reaching moves were necessary to stimulate that extra business. Each of the manufacturers has struggled within its own organization to come up with the right moves. Several have made their decisions. It remains now for the rest of the industry to study the announced moves, reason their possible effects and make or change their plans to the end that the record industry will easily surpass 1954's total sales.

Everyone in the Act On 1954 Hit Songs

Continued from page 1

written by people other than himself. Next in line were the Warner Bros.' owned Music Publishers Holding Corporation firms (Remick, Witmark and Harms), Shapiro-Bernstein and E. H. Morris.

The film companies had a particularly successful year with their publishing interests. Famous-Paramount, the Paramount Pictures' publishing companies, also showed strength this year placing 10th. Among the newer publishing firms which had strong years were Valando, Porgie, Hamblen, Sheldon and Mellin.

Among the top publishers, too, were firms like Jubilee (owned by Jubilee Records), Randy-Smith

(owned by Dot Records) and Progressive (owned by Atlantic Records). The only recording artist with a publishing firm who managed to get into the select circle was Kay Starr, whose Vesta Music published "The Man Upstairs" which she also recorded, and Stuart Hamblen, whose firm published "This Ole House" which he wrote and originally recorded.

In all, 25 publishing groups or individual publishers shared honors on the 50 top songs of the year until the Christmas selling season started. Fourteen of the publishers entered the winners' circle with only one song reaching the hit class.

Cap to Hike Browser Box Units, Sales Aids

HOLLYWOOD, Dec. 25.—Since inauguration of its self-service program three years ago, Capitol Records has sold more than 20,000 browser boxes to record dealers throught the country.

Continuing its program of increased activity in the self-service selling field, Capitol in the coming year expects to increase the number of basic browser box units in the field substantially, with the aid of a number of new selling aids, including wall-rack displays, fluorescent light fixtures, wrought-iron stands, plastic index title strips and

an upcoming program of specially designed racks for single records.

Self-service selling is acknowledged by a majority of industry executives to be the chief reason for the increase in the sale of package merchandise, and similarly for a decrease in single-record sales. Capitol pioneered in the field, with the introduction of browser boxes, the first chief change in store fixtures in recent recording industry history.

Since its entry in the field of
(Continued on page 33)

Levine, Latauska To Leave Capitol

NEW YORK, Dec. 25.—Two of Capitol's oldest employees will leave the firm this month when the label's syndicate store sales manager, Al Levine, becomes an independent record distributor here and regional manager Al Latauska joins the Stan Kenton firm.

Levine, who has been with Capitol since the label started about 11 years ago, will head up a new distributing organization here to handle M-G-M Records. The M-G-M line has been distributed here for some years by Sanford Record Distributors.

Columbia to Guarantee 12-In. Masterwork Price Till June

By BOB ROLONTZ
NEW YORK, Dec. 27.—Columbia Records will guarantee its current suggested list prices on all 12-inch Masterworks LP's until June 1. In addition, the firm will introduce a radical departure in the merchandising of its Masterworks albums and sets—a larger discount on a part of the Masterworks line. These steps will be announced at the label's distributor meetings scheduled for today (27) and tomorrow (28).

The firm's statement in regard to its guarantee of prices on the 12-inch Masterworks LP's is being sent by President James Conkling to Columbia distributors. It reads: "We hereby guarantee until June 1, 1955, the existing suggested retail list prices of all Columbia LP Records and sets in the ML 4000 series, purchased between this date and June 1, 1955." Current list prices for LP's in this series are \$5.95, with a few sets at \$6.95. The firm is completely revising

the merchandising of its LP line in dividing its Masterworks LP's, both the ML 4000 series (12-inch) and the ML 2000 series, into two parts. One series will be called the "custom" catalog, and consist of new releases, exclusive non-competitive items, fast-selling classical items, de luxe packages, Broadway show scores, etc. The other series will be titled the "limited availability catalog," and will include non-exclu-
(Continued on page 33)

Victor Announces Sweeping Price Changes as of Jan. 3

Label to Cut 12-Inch LP's to \$3.98, Standardize EP's, Revise Discounts

By IS HOROWITZ

NEW YORK, Dec. 27.—In one of the most sweeping price readjustments in the history of the record business, RCA Victor next week will cut drastically the price of its LP's, raise the price of 78 r.p.m. singles, standardize the list of EP's, and revise its discount structure.

Implicit in the Victor thinking is the intent to provide a pattern for realizing the fullest industry sales potential.

The move, a closely guarded top-echelon Victor secret in the development stage for many months,

is not a short-term competitive maneuver. There are no plans to revert to the present price set-up at any future date.

With the changes to involve virtually the entire Victor line, the company's move is expected to have a profound effect on industry thinking across the board.

The new Victor prices will be disclosed to company distributors in special delivery letters scheduled to arrive today (27). With the entire program to go into effect January 3, the major changes are as follows:

New Prices

All 12-inch LP's, with minor exceptions, will carry a new suggested list price of \$3.98. This price will obtain regardless of musical category, be it pop or classical.

All 10-inch LP's, regardless of category and previous list, will sell at \$2.98.

All 78 r.p.m. singles will sell at 98 cents, a 9-cent increase in the case of pop, country and western, etc. Included at the new price are special series now ranging up to \$1.31 in lists.

All single EP's, regardless of whether they carry a present list of \$1.47 or \$1.58, will standardize at \$1.49. All double EP packs will

list at \$2.98.

All 45 singles, be they pop or Red Seal, will go at the one price of 89 cents.

Prime exceptions to the new standard price structure are HMV and original-cast show albums. These will sport a price tag of \$4.98 after January 3.

Bluebird & Camden

Among the general changes will be some affecting the Bluebird and Camden subsidiary labels. They include the following:

While Bluebird LP's continue at \$2.98, all Bluebird EP's will go at the just-introduced price of \$1.19.

All Camden EP's move up in price from the present 69 cents to a new list of 79 cents. Camden LP's hold at the current \$1.98.

The prices of all multiple disk sets will be determined in the following manner:

Each additional Victor 12-inch LP will add \$4 to the package price, and each additional HMV or original-cast disk \$5.

Discount Structure

Of perhaps equal trade significance to the radical price departure is the revision in the Victor discount structure.

The dealer gross margin on all 78 and 45 r.p.m. merchandise will
(Continued on page 33)

Phono Estimate In 1954 Sales Over \$61-Mil.

NEW YORK, Dec. 25.—The Phonograph Manufacturers' Association this week estimated that phono sales in 1954 topped the \$61,000,000 mark and that sales in the coming year should be still higher. The estimate was contained in a year-end statement made by Joseph Dworken, president of PMA and also president of the Dynavox Corporation.

Dworken noted that industry-wide statistics for 1954 are not yet available but that signs point to a better year than 1953, which reached the \$61,000,000 mark. He commented that the advent of "high fidelity" made the average consumer sound conscious and that competition has forced all phono manufacturers continually to improve their products "whether they are called hi-fi or not."

"An alert and sincere effort in engineering improvements and designing will be the byword in the industry for 1955," said Dworken, "and manufacturers offering the better values will find plenty of business for themselves, their distributors and dealers."

McCluskey to Rep BB on West Coast

NEW YORK, Dec. 25.—Bob McCluskey, who rejoined The Billboard's advertising staff three weeks ago, has been assigned to the Hollywood offices where he will take over as Western advertising representative. McCluskey and his family are currently on the way to California to take up permanent residence.

The new post is effective on January 1. McCluskey had been with The Billboard for many years before leaving to join RCA Victor Records. He later entered the music publishing and personal management fields.

London to Support Price for 90 Days

NEW YORK, Dec. 25.—London Records this week announced that it will guarantee its price and discount structure for 90 days beginning January 1.

The firm statement came on the eve of the introduction of one of the label's most ambitious monthly packaged records releases, which it will pitch at dealers starting next week. A total of 47 LP sets will

be released at one time, covering both the pop and classical categories.

A substantial portion of the January release will consist of 14 pop LP's, each listing at \$5.95, to be promoted under the tag "Festival of Favorites." Included are new 12-inchers by Mantovani, Frank Chacksfield, Robert Farnon, Edmundo Ros and Stanley Black.

Dealers who order one or more special kits of 16 "Favorites" (including two each of the Mantovani and Chacksfield) will receive a special display rack free of charge, plus tailored display and promotional material. Featured will be a three-by-four-foot window display.

Verdi's 'Otello'

The lead classical set will be a complete recording of Verdi's "Otello," with Mario del Monaco and Renta Tebaldi in the top roles. Heavy advertising and promotional material will support release of the package. The firm will tie in its release with the forthcoming Metropolitan Opera production of the work featuring del Monaco and Tebaldi.

Among the new LP's will be the first under the London imprint by conductor Rafael Kubelik—a reading of the Mahler Symphony No. 1 with the Vienna Philharmonic, a first recording of Elgar's "Falstaff" under the direction of Anthony
(Continued on page 33)

Capitol Sets Promotion on Gleason Dishes

NEW YORK, Dec. 25.—Capitol Records is introducing a new EP-45 promotion kit especially designed for juke box operators and one-stops, and called the "Jackie Gleason presents special operator package."

The diskery has prepared two packages of identical recordings featuring all-time standard hits played by the Jackie Gleason orchestra. One package will contain 20 single 45 r.p.m. records, while the other
(Continued on page 33)

Martin New Music Editor

NEW YORK, Dec. 25.—Joe Martin has been named music editor of The Billboard starting January 1, 1955. Martin, who has unofficially headed up the department since April joined The Billboard five years ago. Prior to that time he had been advertising manager of London Records. After a stay of several years with The Billboard, he obtained a leave of absence to take the post of promotion manager and publicity director for the Record Industry Association of America. He returned to The Billboard's music department one year ago.

1954'S Top Publishers

This is a capitulation of the year's top songs as listed in The Billboard's weekly Honor Roll of Hits, but broken down according to the publishers of the listed songs. The joints listed are those which each of the songs earned in the Honor Roll tabulations. This list is tabulated from the chart of the year's top 50 songs.

Song	Publisher	Points
1. "BIG THREE" GROUP		
Little Things Mean a Lot.....	Feist.....	3,695
Three Coins in the Fountain.....	Robbins.....	2,839
If I Give My Heart to You.....	Miller.....	1,732
I Need You Now.....	Miller.....	1,637
Heart of My Heart.....	Robbins.....	1,145
Ebb Tide.....	Robbins.....	621
2. FRANK LOESSER GROUP		
Hey, There.....	Frank.....	3,237
Stranger in Paradise.....	Frank.....	2,711
Hernando's Hideaway.....	Frank.....	2,026
Rags to Riches.....	Saunders.....	1,363
3. WARNER GROUP		
Wanted.....	Witmark.....	3,369
Secret Love.....	Remick.....	2,607
The High and the Mighty.....	Witmark.....	1,511
4. SHAPIRO-BERNSTEIN		
Oh, My Papa.....	S-B.....	3,265
Skokiaan.....	S-B.....	1,618
Chapel in the Moonlight.....	S-B.....	932
Papa Loves Mambo.....	S-B.....	839
Till We Two Are One.....	S-B.....	617
5. BUDDY MORRIS GROUP		
Make Love to Me.....	Melrose.....	3,020
I Get So Lonely.....	Melrose.....	2,308
Mr. Sandman.....	E. H. Morris.....	550
They Were Doing the Mambo.....	Mayfair.....	426
6. VALANDO GROUP		
Young at Heart.....	Sunbeam.....	2,253
Cross Over the Bridge.....	Laurel.....	2,193
A Girl, a Girl.....	Valando.....	526
Crazy 'Bout You Baby.....	Sunbeam.....	351
7. ABERBACH GROUP		
Sh-Boom.....	Hill & Range.....	3,289
Here.....	Hill & Range.....	671
8. BOURNE		
Little Shoemaker.....	Bourne.....	2,050
Answer Me, My Love.....	Bourne.....	1,262
9. PORGIE		
Changing Partners.....	Porgie.....	2,356
10. FAMOUS-PARAMOUNT		
That's Amore.....	Paramount.....	2,079
11. HAMBLEN		
This Ole House.....	Hamblen.....	1,928
12. SAM FOX		
Happy Wanderer.....	Fox.....	1,549
13. LOU LEVY GROUP		
If You Love Me (Really Love Me).....	Duchess.....	1,019
Till Then.....	Leeds.....	398
14. SHELDON		
Ricochet.....	Sheldon.....	841
Jilted.....	Sheldon.....	339
15. MELLIN		
The Man With the Banjo.....	Mellin.....	802
You, You You.....	Mellin.....	343
16. RAPHAEL		
Hold My Hand.....	Raphael.....	967
17. RANDY-SMITH		
From the Vine Came the Grape.....	Randy-Smith.....	801
18. JUBILEE		
I Understand (Just How You Feel).....	Jubilee.....	779
19. ARC		
Goodnight, Sweetheart, Goodnight.....	Arc.....	680
20. VESTA		
The Man Upstairs.....	Vesta.....	646
21. HUB		
Teach Me Tonight.....	Hub.....	615
22. PEER		
I'm a Fool to Care.....	Peer.....	534
23. PROGRESSIVE		
Shake, Rattle and Roll.....	Progressive.....	502
24. BERLIN		
Count Your Blessings.....	Berlin.....	363
25. STUDIO		
Woman.....	Studio.....	343

BMI Gets OK On Pre-Trial Writer Exam

NEW YORK, Dec. 25.—Broadcast Music, Inc., will be permitted to complete its pre-trial examination of all 30 writers suing it in a \$150,000,000 anti-trust action before it must submit to questioning on the part of writers' attorneys. In a ruling last week the Federal

Court here also decided several other procedural matters in the complicated law suit.

The examination precedence awarded BMI covers a period of 30 examining days. The writers, meanwhile, will be given the opportunity of checking certain BMI records, which are to be kept confidential at least until the case comes to trial. The 10 writers already questioned by BMI are also required to answer additional questions submitted by attorneys for the licensing org.

H2O HYPOS NEW MILLS D. J. SEG

CHICAGO, Dec. 25.—Another unique television disk jockey show will make its bow here January 8 over WBKB when the new "Jim Mills Show" plunges into view. The new show will be aired from the pool of the Sheraton Hotel, with all the trimmings.

The show has already grabbed off the lush 11 p.m. to 1 a.m. slot on Saturday nights, and sponsorship is already being lined up. Featured in the two-hour music vehicle will be loads of gimmicks and sight material. Mills himself will swim the greater portion of each show, and will be assisted by various other cast members and guests who will also be invited to take the plunge.

ONE BIRDLAND

Club Wins Title on 5th Anni.

NEW YORK, Dec. 25.—Birdland, one of the country's top jazz clubs, celebrated its fifth anniversary here last week (15) before an enthusiastic trade audience. The entire proceedings were featured on the NBC television network. Sarah Vaughan, Jimmy Rushing, the Count Basie ork and the George Shearing Quintet were starred.

Meanwhile, Birdland won a suit in Washington this week, co-incident with its fifth birthday, to retain exclusive title to the unique name. In the U. S. District Court for the District of Columbia, Judge A. Holzoff handed down a ruling forbidding and enjoining the Birdland night club in Washington from continuing to use that name. The court action was brought by the Birdland in this city against the Washington Birdland asking for the restraining order.

Orchestras, Inc., Makes Strong Bow

CHICAGO, Dec. 25.—Orchestras, Inc., a new band booking firm which opened its offices December 1, has racked up a solid list of dates for the bands of Russ Carlyle, Ray Pearl, Don Reid and Larry Faith.

Handled by the vice-president of the firm, Bill Black, such spots as the O'Henry Ballroom, Chicago; the Peabody Hotel, Memphis, and others have booked these bands in from 2 to 11-week runs. The O'Henry has inked Ray Pearl for four weeks, followed by Don Reid for five weeks, and then Russ Carlyle at a later date for five weeks. Also on the schedule is the new Keystone Room of the Hotel Texas in Fort Worth.

N. Ertegun Is New Atlantic Partner

NEW YORK, Dec. 25.—Nesuhi Ertegun has joined Atlantic Records as a partner and vice-president. Nesuhi Ertegun, a brother of Ahmet Ertegun of Atlantic, has been recently associated with Good Time Jazz and Contemporary Records on the West Coast.

N. Ertegun's first project with the company will be the expansion and development of the firm's packaged goods line. The firm intends to release an entirely new line of LP's and EP's with the emphasis on both contemporary and traditional jazz.

The Atlantic management, in addition to Nesuhi Ertegun, will comprise vice-presidents Miriam

1954'S TOP TUNES

A recapitulation of The Billboard's weekly Honor Roll of Hits for 1954, this chart is determined by a scientific tabulation of various degrees of each song's popularity as measured by survey features of The Billboard's Music Popularity Charts. These charts include sheet music sales, record sales, juke box plays, disk jockey plays, radio-TV performances and film usage. Tunes with an asterisk (*) carried over from 1953.

Pos. Song	Publisher	Points
1. LITTLE THINGS MEAN A LOT.....	Feist.....	3,695
2. WANTED.....	Witmark.....	3,669
3. SH-BOOM.....	Hill & Range.....	3,289
4. OH, MY PAPA*.....	Shapiro-Bernstein.....	3,265
5. HEY, THERE.....	Frank.....	3,237
6. MAKE LOVE TO ME.....	Melrose.....	3,020
7. THREE COINS IN THE FOUNTAIN.....	Robbins.....	2,839
8. STRANGER IN PARADISE*.....	Frank.....	2,711
9. SECRET LOVE.....	Remick.....	2,607
10. I GET SO LONELY.....	Melrose.....	2,308
11. CHANGING PARTNERS*.....	Porgie.....	2,256
12. YOUNG AT HEART.....	Sunbeam.....	2,253
13. CROSS OVER THE BRIDGE.....	Laurel.....	2,193
14. THAT'S AMORE*.....	Paramount.....	2,079
15. LITTLE SHOEMAKER.....	Bourne.....	2,050
16. HERNANDO'S HIDEAWAY.....	Frank.....	2,026
17. THIS OLE HOUSE.....	Hamblen.....	1,928
18. IF I GIVE MY HEART TO YOU.....	Miller.....	1,732
19. I NEED YOU NOW.....	Miller.....	1,637
20. SKOKIAAN.....	Shapiro-Bernstein.....	1,618
21. HAPPY WANDERER.....	Sam Fox.....	1,549
22. HIGH AND THE MIGHTY.....	Witmark.....	1,511
23. RAGS TO RICHES*.....	Saunders.....	1,363
24. ANSWER ME MY LOVE.....	Bourne.....	1,262
25. HEART OF MY HEART.....	Robbins.....	1,145
26. IF YOU LOVE ME (REALLY LOVE ME).....	Duchess.....	1,019
27. HOLD MY HAND.....	Raphael.....	967
28. IN THE CHAPEL IN THE MOONLIGHT.....	Shapiro-Bernstein.....	932
29. RICOCHET*.....	Sheldon.....	841
30. PAPA LOVES MAMBO.....	Shapiro-Bernstein.....	839
31. MAN WITH THE BANJO.....	Mellin.....	802
32. FROM THE VINE CAME THE GRAPE.....	Randy-Smith.....	801
33. I UNDERSTAND (JUST HOW YOU FEEL).....	Jubilee.....	779
34. GOODNIGHT, SWEETHEART, GOODNIGHT.....	Arc.....	680
35. HERE.....	Hill & Range.....	671
36. THE MAN UPSTAIRS.....	Vesta.....	646
37. EBB TIDE.....	Robbins.....	621
38. TILL WE TWO ARE ONE.....	Shapiro-Bernstein.....	617
39. TEACH ME TONIGHT.....	Hub.....	615
40. MR. SANDMAN.....	E. H. Morris.....	550
41. I'M A FOOL TO CARE.....	Peer.....	534
42. A GIRL, A GIRL.....	Valando.....	526
43. SHAKE, RATTLE AND ROLL.....	Progressive.....	502
44. THEY WERE DOING THE MAMBO.....	Mayfair.....	426
45. TILL THEN.....	Leeds.....	398
46. COUNT YOUR BLESSINGS.....	Berlin.....	363
47. CRAZY 'BOU' YOU BABY.....	Sunbeam.....	351
48. YOU, YOU, YOU*.....	Mellin.....	344
49. WOMAN.....	Studio.....	343
50. JILTED.....	Sheldon.....	339

DEEJAY WANTS ADULTS ONLY

NEW YORK, Dec. 25.—TV deejay Herb Sheldon, scheduled to make his dramatic debut Sunday (26) on NBC radio's mystery series "The Adventures of the Abbotts," is possibly the only actor who ever hoped his regular audience wouldn't catch his performance. The deejay, who caters to small-fry on his local WRCA-TV shows, plays the part of a crooked disk jockey on the network program, and he's not sure his young fans would realize he's only acting.

Columbia Has New Package

NEW YORK, Dec. 25.—Columbia Records will introduce new packaging for its Masterworks LP's next month. The new cover is called the "inner shield" package and it will first be seen enclosing the firm's forthcoming original cast recording of the Broadway musical "House of Flowers."

The "inner shield" package is actually two LP envelopes in one. One slides into the other, protecting the LP from dust and grime. The two backs and two fronts of the packages enable the firm to utilize much more copy and pictures than heretofore. All new releases will be in the inner shield, and older sets will gradually get the new jackets.

Abramson, Ahmet Ertegun and Jerry Wexler, with president Herb Abramson currently on leave from the label as a captain in the U. S. Air Corps.

YOUNG FEUD

Pubber in New Blast Against BMI

NEW YORK, Dec. 25.—Barney Young this week drew a new bead on Broadcast Music, Inc. in his long-time tussle with the licensing organization. Cause of his latest tactical move is a recent letter of information from BMI which charged that about three-quarters of Young's Life Music copyrights comprise tunes in the public domain (The Billboard, December 25). Young, whose catalog was removed from the BMI clearance roster early this year, has been attempting to close licensing deals with individual radio stations.

In a statement this week Young asserted, "I have made a quick and cursory examination of the General Title Index of BMI and such examination discloses that over 90 per cent of the titles listed therein are titles of public domain origin, foreign selections, or selections comparatively unknown to the general public, or selections which are rarely or never used."

Ziv's E. T. Sales Top '53 by 31%

NEW YORK, Dec. 25.—Sales on Ziv's syndicated transcribed radio series this year were 31 per cent higher than in 1953, according to Ziv's veepee-sales chief Alvin E. Unger.

As a result, Ziv expects to make more than 50 separate radio shows available to local radio stations in 1955, some of which will be patterned after the big-name deejay format of Ziv's "Hour of Stars."

AN OPEN LETTER TO RECORD DEALERS FROM . . .

EMANUEL (MANIE) SACKS

Vice President and General Manager
RCA Victor Record Division

The record business is at a crossroads.

No other industry, with the possible exception of color television, has its tremendous growth potential. And yet certain problems are inherent which threaten to block the path of wide and vigorous expansion.

We at RCA Victor have complete faith and confidence in you, our dealers. Because of this feeling we view with concern any factor that might serve to undermine or impair your business health. We feel that a daring and courageous program, emanating from us, can help improve conditions, cement closer relations and insure increased prosperity for you.

Accordingly, starting January 3, 1955, the Radio Corporation of America and its distributors are launching such a program. It is designed to:

1. Increase your volume by offering your customers more music for less money.
2. Increase your profit margin on traffic merchandise.
3. Place all dealers on a competitive basis.
4. Introduce a new and simplified price structure.
5. Streamline your operation.

To promote this plan widely and effectively, RCA Victor will, during 1955, present the greatest and most extensive advertising campaign in its history. Further, in an effort to increase dealer service and efficiency, we will also make available to you plans detailing the most complete store modernization program ever offered.

I feel that these new moves will not only represent an unprecedented opportunity for business improvement, but will also enable you to instill in your operation greater vigor, enthusiasm and progress.

I extend to all of you at the beginning of this, the New Year, warm and cordial good wishes and hope that you may experience a healthful and prosperous 1955.

Manie Sacks

PHONOS—HI FI

By STEVE SCHICKEL

EMC BOWS TAPE PLAYBACK UNITS . . .

EMC Recordings Corporation, St. Paul, will introduce to the trade two new inexpensive tape playback units on January 1. The firm, which also has an extensive library of educational, cultural and musical pre-recorded tapes, will market the players in both slow and fast speeds. Model 375, which reproduces the three and three-quarter inches per second speed, is housed in a walnut polished wood cabinet with light gray accessories. Model 750 reproduces the seven and one-half inches per second speed and is housed in a bonded wood cabinet with mahogany red accessories. Both machines will retail at \$59.50. Both units will play dual track recordings, with the lower speed unit capable of a frequency response of 100 to 5,000 cycles per second, and the higher speed unit capable of 80 to 8,000 cycles per second response. Each contains an external output jack and single control levers. Wow and flutter is said to be less than .5 per cent. Since neither of the machines are capable of recording sound, neither can accidentally erase the sound track because of faulty manipulation.

SARNOFF AND SECREST YEAR-END REPORTS . . .

Year-end summaries by Brig. Gen. David Sarnoff, chairman of Radio Corporation of America, and James D. Secrest, executive vice-president of the Radio-Electronics-Television Manufacturers' Association, auger well for the electronic industry in the coming year. Sarnoff said 1954 sales of high-fidelity phonographs for the industry as a whole increased 50 per cent over 1953, and predicted sales would climb to \$300 million in 1955. The volume for 1954 was set at \$225 million, according to Sarnoff, thus indicating another rise of 25 per cent. Secrest, altho not relating figures, indicated high-fidelity phonographs and radio-phonograph combinations would continue to climb, sales-wise, during 1955. He pointed out that if the industry is successful in persuading Congress to reduce the 10 per cent excise tax, another sales stimulant would be provided. Secrest also claimed that radio sets, except perhaps auto sets, would not be expected to change greatly in 1955.

Sarnoff indicated in his report that magnetic tape recording for black-and-white television would be field tested in the coming year, leading to the eventuality of home owners in the future gathering a library of favorite TV shows. Also predicted was a greater use of transistors and printed circuits in electronics equipment. On the whole, Sarnoff predicted the electronics industry would be 10 per cent

higher in 1955. In a long-range analysis, Sarnoff said that over the next five years about 20 million record players of all types are expected to be produced and sold in this country. He set the number of magnetic tape sound recorders in use in home and industry at 750,000, with continued increase in popularity.

NEWS SHORTS OF PEOPLE, PRODUCTS AND EVENTS . . .

Pat Reed, manager of the United Radio Supply Company, Portland, Ore., Webcor distributors, reports a highly successful use of radio programming tied in with store promotion for Webcor high-fidelity products. The firm is sponsoring a segment of the "Bob McNulty Show" in which a remote is carried directly from one of the Webcor dealers each Friday over Station KWJJ. This remote is augmented by 10 spot announcements daily over the station. The show is made up basically of high-grade music. . . . The General Electric Company has added a high-fidelity equipment cabinet to its line as a companion piece to their hi-fi speaker enclosure. The new unit will retail at \$89.95 and is designed to handle all leading makes of hi-fi components. It will be available in blond, cherry or mahogany veneer, and has a divided top and separate covered spaces at the bottom for individual access to each component or record storage bin.

Webcor has named the American Distributing Corporation to handle its line in Connecticut and Western Massachusetts. . . . New merchandise will be unveiled and sales policies will be discussed at two distributor meetings which will be held in January by the Stromberg-Carlson Company. Also discussed will be the advertising and promotion plans for the first quarter of 1955. Eastern distributors will meet at the Mayflower, Washington, January 3. Western distributors will gather January 6 in the Chase Hotel, St. Louis. . . . The Quam Nichols Company, Chicago, announced a new speaker last week, the Quam Little Four, which is designed for use in extremely shallow construction units where space and cost are prime factors. List price is \$2.95. . . . Webcor distributors attending the winter Furniture Mart in Chicago will meet at a dinner meeting January 4 in the Sheraton Hotel. No new products will be shown, it was disclosed. The firm also announced its plant will shut down for the holidays between December 22 and January 10. Shipments will be made from warehouse stocks. . . . The Capehart-Farnsworth distributors will attend three regional spring sales conferences to open January 17. Meets will be in St. Louis, New York and Miami Beach. New products will be shown.

LINER NOTES

By IS HOROWITZ

HAYDN SOCIETY NAMES MUTUAL DISTRIBUTION . . .

The Haydn Society has added to its distributor roster by naming Mutual Distributing, of Boston, to handle the New England territory, and John Harold, of Philadelphia, to represent the line in Eastern Pennsylvania, Southern New Jersey and Delaware. General sales manager Doug Duer is meanwhile preparing a drive to line up outlets for the diskery.

The label also expects increased interest in its Finn Videro records when the Danish organist-harpist visits the United States for the first time next spring. Videro will teach for a while in the Boston area.

DISKERS TO SPLIT TIES ON BERLIN ORK TOUR . . .

The on-again-off-again tour of the Berlin Philharmonic Orchestra now appears set to roll. But record promotion tie-in honors will be divided now between two labels. Originally RCA Victor figured to reap the most benefit thru its exclusive power of release here of Wilhelm Furtwangler etchings. Since the death of the noted conductor a few weeks ago, leadership of the ork during its tour was in doubt, as, for a time, was the possibility of its ever coming here at all.

But Andre Mertens, of Columbia Artists, has just announced the pacting of Herbert von Karajan as Furtwangler's replacement. Von Karajan, of course, is heavily featured on Angel Records. The tour will kick off as planned February 27.

PRO MUSICA NOW A PERMANENT ORK . . .

The Pro Musica, Stuttgart, often used as a recording ensemble by Vox Records, has been formed into a permanent chamber orchestra by a group of backers including George Mendelssohn, Vox president. The 16-man group, conducted by Rolf Reinhardt, has already been set for 32 concerts in Europe early next year. Plans call for the ork's eventual appearance in this country.

Hurley to Manage N. Y. Decca Distrib

NEW YORK, Dec. 25.—Decca Records has named Edward Hurley as manager of the New York Branch of the Decca Distributing Corporation. Appointment was

made by Al Simpson, veepee of the distributing subsidiary and the label's Eastern division manager, as a replacement for Lou Klaymen who left Decca to head up Mercury's new branch operation here.

Hurley had been manager of Decca's Philadelphia branch. He will be replaced in that city by

Leonard Salidor who is being promoted to Philly branch manager from his post as a disk promotion man there. Hurley has been with Decca since 1946, starting as a salesman in the Providence branch. He also managed the label's Buffalo branch. Salidor originally joined Decca in 1950 as a Baltimore salesman.

VICTOR ESSAY CONTEST ENDS . . .

RCA Victor's essay contest for record collectors, promoted thru the Atlantic Monthly and Harper's, is over and the prizes awarded. Gimmick was a letter of 100 words or less telling why the contestant chose a particular Toscanini record as his favorite by the maestro.

The top prizes included a \$1,000 color television set, a \$275 hi-fi console phonograph and a \$139 table model machine. But all three winners elected the alternate prizes—Victor records totalling the cost of the equipment offered.

MAJOR AND MINOR . . .

James Grayson, president of Westminster, has signed Kurt List to a new long-term contract with the firm as musical director. List recently returned from Europe where he supervised a batch of orchestral recordings conducted by Artur Roszinski, Hermann Scherchen, Adrian Boult and Argeo Quadri.

Pianist Walter Gieseking has been awarded the Grand Prix International du Disque Francais for his Angel recordings of Debussy works. Gieseking, incidentally, will tour in the United States again next year. His three-month tour will begin February 1 in Philadelphia.

Kirsten Flagstad will make a special appearance in New York March 20 as featured soloist with the Symphony of the Air, formerly the NBC Orchestra. Her one-shot emergence from retirement is designed to help stimulate interest in the ork's revival. The soprano's services will be donated.

Eugene Ormandy will conduct three European orchestras during his mid-winter recess from regular chores with the Philadelphia Orchestra. He will wield the baton in appearances with the ork of the Societe des Concerts du Conservatoire in Paris, the Amsterdam Concertgebouw and the BBC in London.

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. OFFENBACH: GAITE PARISIENNE; CHOPIN: LES SYLPHIDES—Philadelphia Orchestra (Ormandy) Columbia ML 4879
3. VERDI: REQUIEM—Shaw Chorale, NBC Symphony (Toscanini) RCA Victor LM 6018
4. MENDELSSOHN: VIOLIN CONCERTO; BRUCH: VIOLIN CONCERTO—Milstein, Pittsburgh Symphon. (Steinberg) Capitol P 8243
5. TOSCANINI CONDUCTS WAGNER—NBC Symphony (Toscanini) RCA Victor LM 6020
6. RIMSKY-KORSAKOFF: SCHEHERAZADE—Philadelphia Orchestra (Ormandy) Columbia ML 4888
7. BEETHOVEN: SYMPHONIES NOS. 5 AND 8—NBC Symphony (Toscanini) RCA Victor LM 1757
8. ANTHEIL: CAPITOL OF THE WORLD; BANFIELD: THE COMBAT—Ballet Theatre Orchestra (Levine) Capitol P 8278
9. BRAHMS: VIOLIN CONCERTO—Milstein, Pittsburgh Symphony (Steinberg) Capitol P 8271
10. PUCCINI: TOSCA—Callas, La Scala Orchestra (de Sabata) Angel 3508

Reviews and Ratings of New Classical Releases

SCHUBERT: SYMPHONY NO. 8 IN B MINOR (Unfinished); MOZART: SYMPHONY NO. 40 IN G MINOR (12") — Rochester Orchestra; Erich Leinsdorf, Cond. Entre RL 3070 79

Many dealers should remember fondly the reaction to Entree's disk of Beethoven's "Eroica" a year or so ago. Here, the same participants have another outstanding package. The repertoire is about as basic as can be (note the plethora of duplications) but it has never-ending appeal for collectors, be they new or old hands. And the low price of this LP is no true gauge of its quality. From the points of view of sound and performance it ranks well near the top. Good sales here.

BEETHOVEN: PIANO CONCERTO NO. 1 (1-12")—Rudolf Serkin, Piano; Philadelphia Orchestra; Eugene Ormandy, Cond. Columbia ML 4914 77

To eloquent readings of the 3rd and 5th Piano Concerto of Beethoven now available, Serkin adds another that is a marvel of fluent expression. And Ormandy leads the orchestra in a spirit of sincere dedication. What little commercial competition this reading may encounter will probably come from the label's other version (by Gieseking), tho this easily surpasses the other in sound quality.

SCHUBERT: SYMPHONY NO. 1; SYMPHONY NO. 2 (1-12")—Royal Philharmonic Orchestra; Thomas Beecham, Cond. Columbia ML 4903 76

We have here the first major-label performance of the Schubert First, a charming youthful work with quick appeal. Its coupling with the relatively unfamiliar Second makes of the disk one that should pull good sales from those anxious to build their Schubert library, but still unwilling to purchase a duplication of some work already in hand. Beecham is in top form and the orchestra follows his lead with grace.

MENOTTI: AMELIA GOES TO THE BALL (1-12")—Margherita Carosio; Orchestra and Chorus of La Scala; N. Sanzogno, Cond. Angel 35140 75

A recording of Menotti's first opera has been long overdue, but patience is now rewarded with a stunning La Scala production, slightly cut to squeeze it all on one LP. Tho the climaxes in the second part follow one another somewhat breathlessly due to excisions, this performance is beautifully sung and dramatically effective. And the crisp playing of the orchestra will absorb the listener from first minute to last. Italian-English libretto with many photographs of the La Scala production included. An easy sale to many opera bugs.

HAYDN: QUARTETS, OP. 76 (Complete) (3-12")—Budapest String Quartet. Columbia SL 203 74

Any dealer with even a modicum of sales experience in chamber music will recognize this set as an almost certain investment. No pre-selling of the virtues of the Budapest Quartet are necessary for the initiated. And in this, comprising some of the most popular Haydn Quartets, there is also good potential for movement to occasional samplers of the medium. The musicians perform with their expected tonal beauty and unanimity of purpose. A strong follow-up to the Budapest's earlier Beethoven, Mozart and Schubert series.

PROKOFIEFF: SYMPHONY NO. 4; THE PRODIGAL SON BALLET SUITE (1-12")—L'Orchestre des Concerts Colonne; George Sebastian, Cond. Urania URLP 7139 72

Two major compositions of the composer, dating from the late '20's, now available on LP for the first time. The symphony has not been programmed very often in this country, its dissonances and shifting harmonies being more than an ordinary challenge to the casual listener. The Ballet Suite is more familiar, since "The Prodigal Son" has become one of the favorite items in the repertoire of the

New York City Center Ballet. Sebastian does a fine job.

MOUSSORGSKY: SONGS AND DANCES OF DEATH; DUPARC: L'INVITATION AU VOYAGE (1-12") —George London, Baritone. Columbia ML 4906 71

Baritone London's stature in the musical field continues to grow. Here's an example of the reasons for his growth in following and esteem. His reading of the dramatic Moussorgsky songs should please even the most demanding. His Duparc renditions, in the same mood, are also demonstrations of a fine voice and a strong feeling for the material at hand. This is a finely recorded collection of little-heard songs done in a completely satisfying manner.

BERLIOZ: REQUIEM, OP. 5 (2-12")—Chorus and Orchestra of the Rochester Oratorio Society; Theodore Hollenbach, Cond. Entre EL 53 69

Only repertoire competition is a version on Columbia's main label. But this low-cost entry will hold strong appeal for those seeking a good, but still economical, performance of the work. The reading under Hollenbach is musically and straightforward, if rarely inspiring; the recording excellent technically. Complete Latin text and translation is contained in the attractive double-fold liner.

BLOCH: SCHELOMO; LALO: CELLO CONCERTO IN D MINOR (1-12")—Tibor de Machula, Cello; Hague Philharmonic; Willem van Otterloo, Cond. Epic LC 3072 69

Basic cello literature, played with great skill by the solo cellist of the Amsterdam Concertgebouw. Tibor de Machula's performances are distinguished by ample tone and technical facility. He approaches the Bloch with the required improvisatory touch and builds climaxes in both works with an abundance of passion. Recorded sound is good and the coupling unique.

BARTOK: FOR CHILDREN, VOL. 1; SONATINA IN D MAJOR (1-12")—Geza Anda, Piano. Angel 35126 67

The first volume of "For Children" is a collection of 40 short pieces based on Hungarian folk themes. They are fairly easy to play and were conceived by the composer with an instructive purpose in mind. The Sonatina is also a delightful work of miniature proportions based on folk material that, like the other pieces, is coming to be a staple of the teaching repertoire of more progressive piano instructors. Geza Anda plays all these in a modest, unvarnished style that must be close to the way the composer would have liked them played.

ELGAR: ALASSIO, OP. 50; FROISSART, OP. 19; BRITTEN: SOIREES MUSICALES (1-12") — Urania URLP 7136 61

"Allassio" and "Froissart" are two previously unrecorded concert overtures of Elgar, whose flowing melodies and dynamic rhythm make delightful listening. Gerhard Pfleger conducts the Leipzig Radio Orchestra in these two works. The "Soirees Musicales" are Britten arrangements of selections taken from little known compositions of Rossini, last period, when he was in retirement in Paris. They were adapted by Britten for choreographic purposes, and are played with verve by the Radio Berlin Orchestra under Rolf Kleinert.

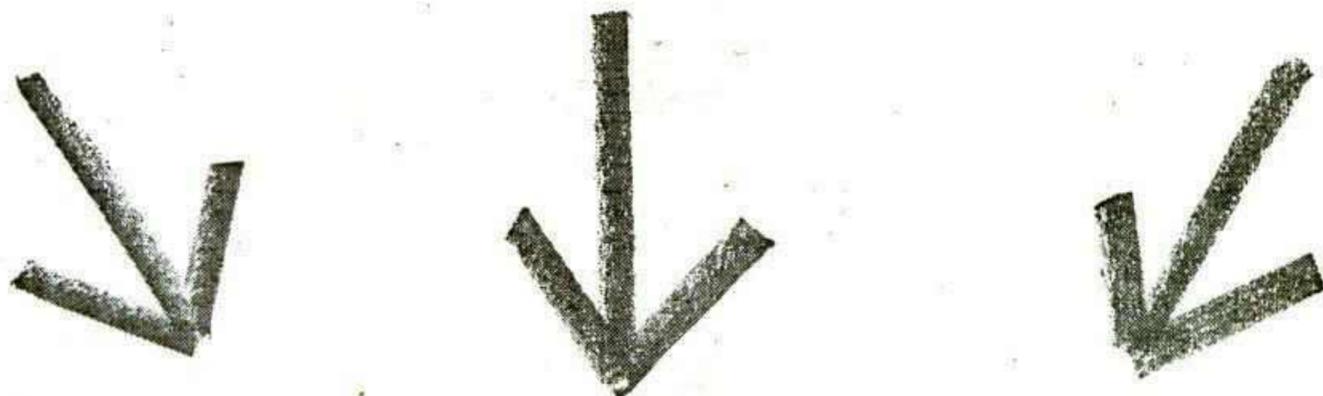
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DECCA

**SETS OFF '55 WITH
A SENSATIONAL RECORD...**



Featuring **FABULOUS HI-FI SOUND!**

Malagueña

from the Suite "ANDALUCIA"



sung by ...

Caterina Valente

with WERNER MULLER and the RIAS DANCE ORCHESTRA

b/w MAMBO FROM CHILE

DECCA 29394 (78 rpm) and 9-29394 (45 rpm)

America's Fastest Selling Records



Reviews and Ratings of New Popular Albums

MOOD FOR LOVE84

Andre Kostelanetz Orchestra (1-12")
Columbia ML-4917

Take the lush Kosty ork sound and tunes like "You Go to My Head," "While We're Young," "Alone Together" and "I'm in the Mood for Love," add a sensuous cover, a "love" title and fit recorded sound—that's the recipe for over the counter sales. And that's what this is—another portion of Kostelanetz hot biscuits.

FANNY80

Ezio Pinza, Walter Slezak (1-12")
Victor LOC-1015

There's no doubt but what the advance sale alone made this legit musical a smash success. Critical acclaim, too, was good enough to keep it running for some time. Here's the original cast (Pinza, Slezak, Tabbert, Henderson, et al.) in the score as done on stage. It's the kind of package which will keep running so long as the show does. Music isn't memorable and the liner notes are inadequate. It's a money disk, tho.

BURLESQUE UNCENSORED77

(1-12")
Cook 1071

This is a most unusual package of music, voices and sounds as actually recorded at the Adams Theater in Newark, N. J. The pit band delivers the strippers' music in a merciless fashion; the company routines are mercilessly corny and it's all mercilessly funny. From a serious vein, the package can be considered a worthwhile addition to the history of the American theater. Commercially, it's a good bet if displayed prominently. Recording quality, considering the problems, is excellent. Liner note are wonderful.

SAMMY DAVIS Jr73

(1-EP)
Capitol 1-555

The label should grab some coin with this re-issue of four sides Davis cut many years ago before he became a click on wax with ballads. Here he does a boppish "Please Don't Talk About Me When I'm Gone," a fine vocal on "You Are My Lucky Star," a night club-ish tap and vocal on "Smile, Darn Ya, Smile" and a series of vocal impersonations on "The Way You Look Tonight." In all, this is fine Davis, but not the Davis who's clicking right now.

BING CROSBY FAVORITES70

Harry Farmer Rhythm Ensemble (1-10")
London LB-1050

The Harry Farmer Rhythm ensemble is a bright-sounding English rhythm combo that can handle up-tempo novelties or ballads with ease. And the group manages to come up with ear-arresting sounds that are in the vein of our own Three Suns' waxings. On this new set, Farmer leads his group on the organ in a collection of songs made famous by Bing Crosby over the past 20 years. Tunes include "Please," "Thanks," "Love in Bloom," "Love Is Just Around the Corner," "It's the Natural Thing to Do," "I've Got a Pocketful of Dreams," "An Apple for the Teacher" and "You Keep Coming Back Like a Song." A wonderful and nostalgic collection of Crosby hits, played with a lilt by the ork. Listenable as background music or for dancing.

VIENNESE WALTZES FOR DANCING65

Lawrence Welk Ork (1-10")
CORAL CRL-56120

Tho the Welk band has never hit the top in the East, it's been a welcome dance staple in the Midwest and West Coast for many years. This collection of familiar waltzes explains, in part, the band's lengthy and widespread popularity. Selections are from Strauss, Kreisler, Lehar and Waldteufel. All are smartly arranged and meticulously performed.

JOAN ROBERTS SINGS HER HIT SONGS60

(1-10")

Miss Roberts, who has scored several times in Broadway musicals, is here given the opportunity of singing two songs from each of four legit musicals in which she was featured. She displays, of course, a brassy vocal style admirably suited to the stage. And some fans should want this package. Several of the tunes are now a bit obscure, but her voice still pounds out the lyrics. Recording is good, too.

Children

A CHILD'S INTRODUCTION TO THE ORCHESTRA88

(1-12")
Golden GRCL-1LP

Here is surely one of the best records of its kind—a 12-inch LP that intelligently and without undue condescension fulfills its purpose in song and instrumental music. The score by Alec Wilder may set a new standard for such endeavor and the performance by skilled soloists under the direction of Mitch Miller is wonderful. The package will quickly take its place as basic kid merchandise.

HOWDY DOODY AND THE MUSICAL FOREST; HOWDY DOODY'S CRYSTAL BALL80

Howdy Doody, Bob Smith (2-EP)
RCA Victor EYA-43, 44

The popular television aggregation performs two intriguing stories with

all their ingratiating know-how in strong evidence. One speculates on possible occupations (when we grow up) and the other tells of a battle between concord and discord. Pre-sold moppet merchandise in almost any record outlet.

Jazz

DIZZIER AND DIZZIER81

Dizzie Gillespie Ork (1-12")
RCA Victor LJM-1009

AFRO79

Dizzie Gillespie Ork (1-12")
Norgran MG N-1003

Bop, as such, is supposed to be dead.

But RCA Victor has come up with a collection of Gillespie big band interpretations from the 1947-1949 period when bop was very much alive, that will remind the forgetful just how exciting this music was. To these "classics" are added five items of merit not previously released. It is an easy jump from the "Cubano Be" and "Cubano Bop" of the Victor album to the Gillespie-Chico O'Farrill collaborations in the Norgran package. The fusion of Afro-Cuban rhythms and harmonies with the American jazz idiom still offers Gillespie one of the most fertile fields for experimentation. "Diz plays as dazzling a horn as ever. Old and new admirers will want both of these samples of Gillespie's varied art.

OSCAR PETERSON QUARTET, ALBUM 279

(1-10")
Clef MG C-168

It's well-nigh impossible to turn out too

many Peterson albums. Both the Clef label and many dealers have learned this from experience. This, then, the second Peterson quartet package, should do as well as previous solos, trios, quartets, etc., released. Rest of the combo includes Barney Kessel, Ray Brown and Alvin Stoller. Standards are beautifully done.

THE GIL MELLE QUARTET

VOL. 371

(1-10")
Blue Note 5054

In his third LP, Melle breaks into new territory again, this time using a more compact ensemble and working with musicians with whom he appears to have more rapport than in his previous recordings. Melle is now concentrating on the baritone sax and has built this new group around it, using guitar instead of piano, and adding only bass and drums. This album exploits the possibilities of the

combination of guitar and baritone sax, with Lou Mecca on the former instrument. A provocative album by one of the potentially finest jazz groups on the East Coast today.

MOODSVILLE76

James Moody (1-10")
EmArcy MG 26040

This is one of the most interesting jazz sets yet released by the relatively new jazz label. It features James Moody on some of the best sides he has made to date, turning out some wonderful alto work with a big band on a collection of originals and standards. The best sides are "My Ideal," with a lilting alto solo by Moody, "Poor Butterfly," "The Bitch," on which Moody gets a chance to wail, and "St. Louis Blues," which features another solid solo by the altoist. This set is certain to please Moody's jazz following and will add to his fans. A lot of cats will be interested.

4 OF TODAY'S HITS TODAY—ONLY 79c

All four tunes on one "45 EP" disc

You can offer your customers a "smash hit" for less than 20c (including taxes) smartly packaged in a sturdy, attractive jacket. And, best yet, you can make this offer while the numbers are still hot . . . because CAMDEN gives them to you while they're the most-demanded hits in the country. To get *Today's Hits CAE 261*, wire, call or see your Camden Distributor today. He's the same man you're used to buying your RCA Victor records from. The sooner you stock, the sooner you'll sell!

Be Sure to Order these other great 79c EP's:



SAMMY KAYE:

CAE 264, a new release featuring Sammy Kaye playing these all-time favorites: "Taking A Chance on Love," "You Always Hurt the One You Love," "Amapola," "Taboo".



JOHNNY DESMOND:

CAE 260, a new release with Johnny Desmond . . . and the Page Cavanaugh Trio . . . singing: "Guilty," "I'll Close My Eyes," "Just Plain Love," "If It's True".

OVER 100 GREAT "45 EP's" RETAILING AT 79c

OVER 100 GREAT 12" LONG PLAYS RETAILING AT \$1.98—NEW ISSUES EVERY MONTH

GOOD ORDERS

Gleason TV Builds Cap 'Love Song'

NEW YORK, Dec. 25.—Capitol Records claimed this week that the Bob Manning Record of "My Love Song to You" had taken off faster than any record released by the firm since "St. George and the Dragonet" over a year ago. The Manning waxing was featured on the Jackie Gleason TV show over the CBS network Saturday (11) and

the singer sang it again on the Saturday (18) show.

Altho the diskery is making no claim that the record has broken like another "Let Me Go, Lover," there is evident satisfaction with the orders. The firm also expects that record sales will be upped again by Manning's latest appearance.

There is little doubt that the TV show had a solid effect on sales. Manning records usually take off slowly; this one started at a rapid pace. Deejays everywhere gave the record heavy play, due to the TV show airing, and dealers in many spots had boxes of the records available on counters this week to

Stern Named for 'X' Coast Promosh

HOLLYWOOD, Dec. 25.—Joe Delaney, national sales manager of "X" Records, this week announced the appointment of Robert Stern, who will handle record promotion

for the firm on the West Coast.

Stern's territory will include the Northwest and the major cities of San Francisco, Portland, Seattle and Salt Lake City. A veteran independent promotion man here, Stern will retain his present roster of clients, among them Spike Jones, Gordon MacRae, Sheldon Music and the Lee Eastman publishing companies.

get that TV inspired business.

Unlike "Lover," "Love Song" is a situation song, one that would appeal more strongly to those who had seen the TV show than those who had not. To many traders this was expected to limit the song's appeal, yet this seemed to have little effect to date.

In another "X" Records action, distributorship in Los Angeles will change hands next week, with Al Sherman's Record Sales Company taking over the line from the Modern Distributing Company.

MINI 78'S TO PROMOTE 'OLD'

HOLLYWOOD, Dec. 25.—Lew Chudd, president of Imperial Records, Inc., began the mailing of miniature 78 r.p.m. recordings to more than 2,000 disk jockeys and distributors throuth the nation this week, a promotional tie-in on the Slim Whitman recording of "When I Grow Too Old to Dream."

Disk, which measures three inches in diameter, has a 40-second spot recorded by Jose Ferrer, plugging the song from the M-G-M Sigmund Romberg biopic, "Deep in My Heart."

Record can be played by disk jockeys with standard 78 r.p.m. recording equipment.

JATP Raises Ret. Privilege

HOLLYWOOD, Dec. 25.—Following a series of distributor meetings at the Sands Hotel, Las Vegas, Nev., last weekend, Norman Granz, president of Clef and Norgran records, disclosed that distributors' return privileges are being raised to 6.75 per cent from the previous 6½ per cent allowance.

New return privilege is allowable only in the speed in which original records were purchased.

The Clef firm this week rushed into release a 12-inch LP titled "Our Best," a 12-track package featuring the best individual selections from the label's talent roster. Included are such jazz standards as Oscar Peterson's "Tenderly," Illinois Jacquet's "Port of Rico," Johnny Hodges' "Castle Rock," Stan Getz's "Stars Fell on Alabama," Charley Parker's "Bloomdido" and many others. Idea for the album stemmed from the distributor meet, said Granz, and will feature a total of 12 artists.

Granz also announced the signing of Harry Carney, who recorded for the firm late this week.

Despite Fred Rose Death, Acuff-Rose Firms Unchanged

NASHVILLE, Dec. 25.—Despite the recent and untimely death of Fred Rose, the Acuff-Rose publishing and recording interests will continue to operate as they always have. There is no thought whatever of selling Acuff-Rose Publications, Milene Music or the Hickory Record label. This was disclosed this week by Wesley Rose who will operate the various interests of the firms.

In addition to Wesley Rose's denial that any of the firms were for sale, a source close to the companies said that "policies, procedures, aims and ambitions of all three will remain exactly as they have always been—there will be no alterations, deviations or changes whatsoever."

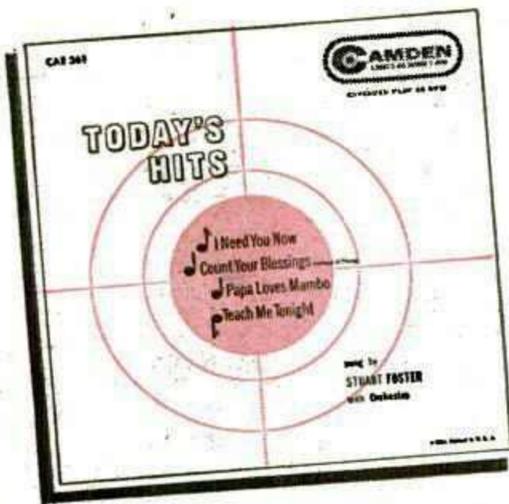
Sept. Record Tax Yield Jumps 330%

WASHINGTON, Dec. 25.—The yield from the federal tax on phonograph records showed a jump of 330 per cent in September, while most other amusement levies showed a drop, the Internal Revenue Service reported last week.

Revenues from federal tax on phonograph records totaled \$61,000 in September compared with \$14,000 in September a year ago. The tax on musical instruments yielded \$33,000 compared with \$26,000 in the same month last year.

The yield from the federal tax on admissions to cabarets and roof gardens was \$441,000 in September compared with \$677,000 a year ago, while the tax on admissions to theaters and concerts yielded \$1,530,000 compared with \$4,572,000 in September last year. The yield from the federal tax on coin-operated amusement devices was \$238,000 compared with \$251,000 in the previous September.

I Need You Now
Count Your Blessings *Instead of Sheep*
Papa Loves Mambo
Teach Me Tonight



Stuart Foster

Great singing talent . . . famous as vocalist with Tommy Dorsey and Guy Lombardo. Now starred on two network shows.



Camden gives you Long Play Bargains, too!

In January, CAMDEN offers you the complete symphonic works of Tchaikovsky . . . in a single package! Permanent, hinged album . . . extensive program notes . . . 6 Vinylite, 12" Long Play Records with "Grube/Gard" and Plus Fidelity. Suggested list price — \$10.98.



RECORDS BY **RCA**

DEAN MARTIN

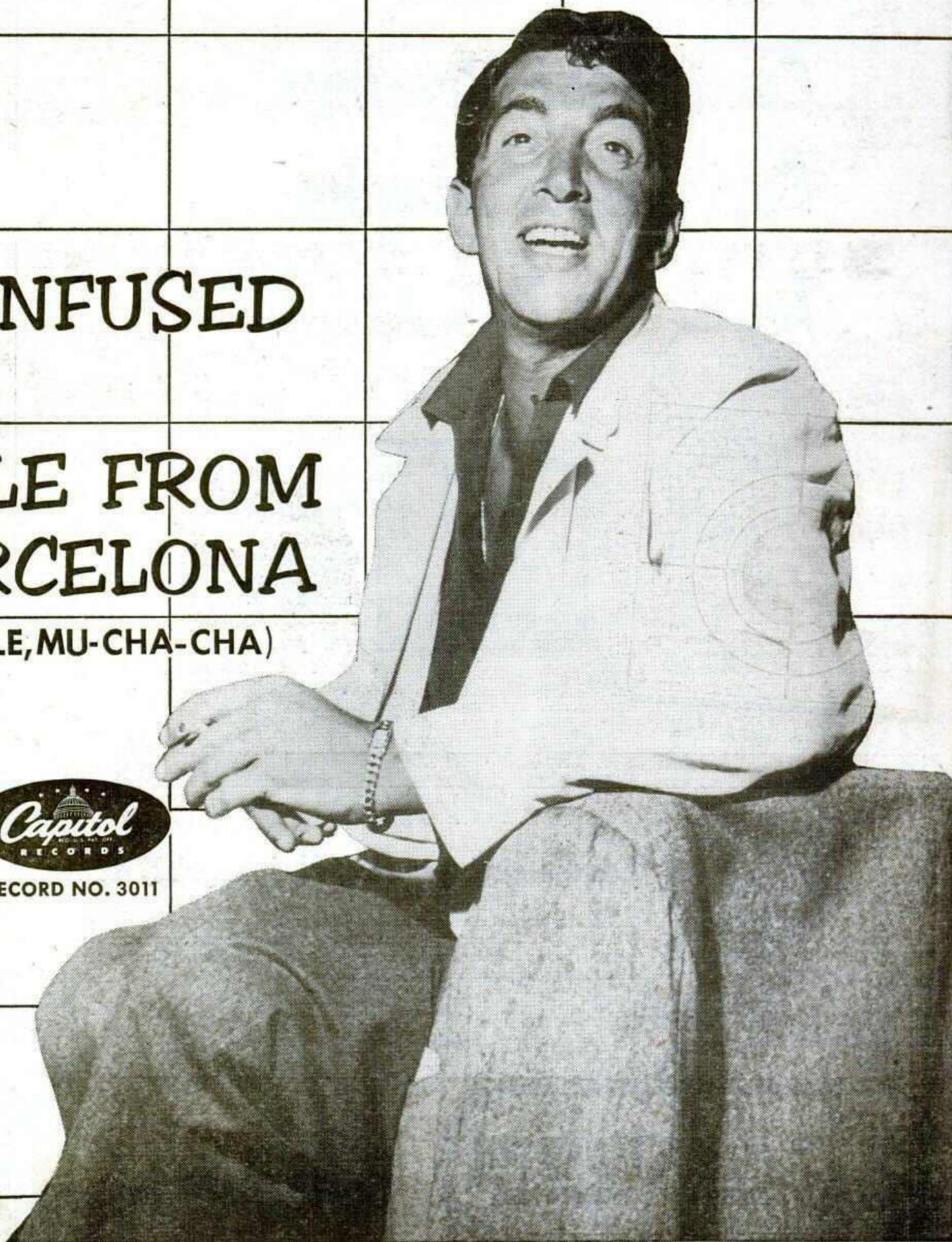
CONFUSED

BELLE FROM
BARCELONA

(O-O-LE, MU-CHA-CHA)



RECORD NO. 3011



Les **PAUL** Mary **FORD**

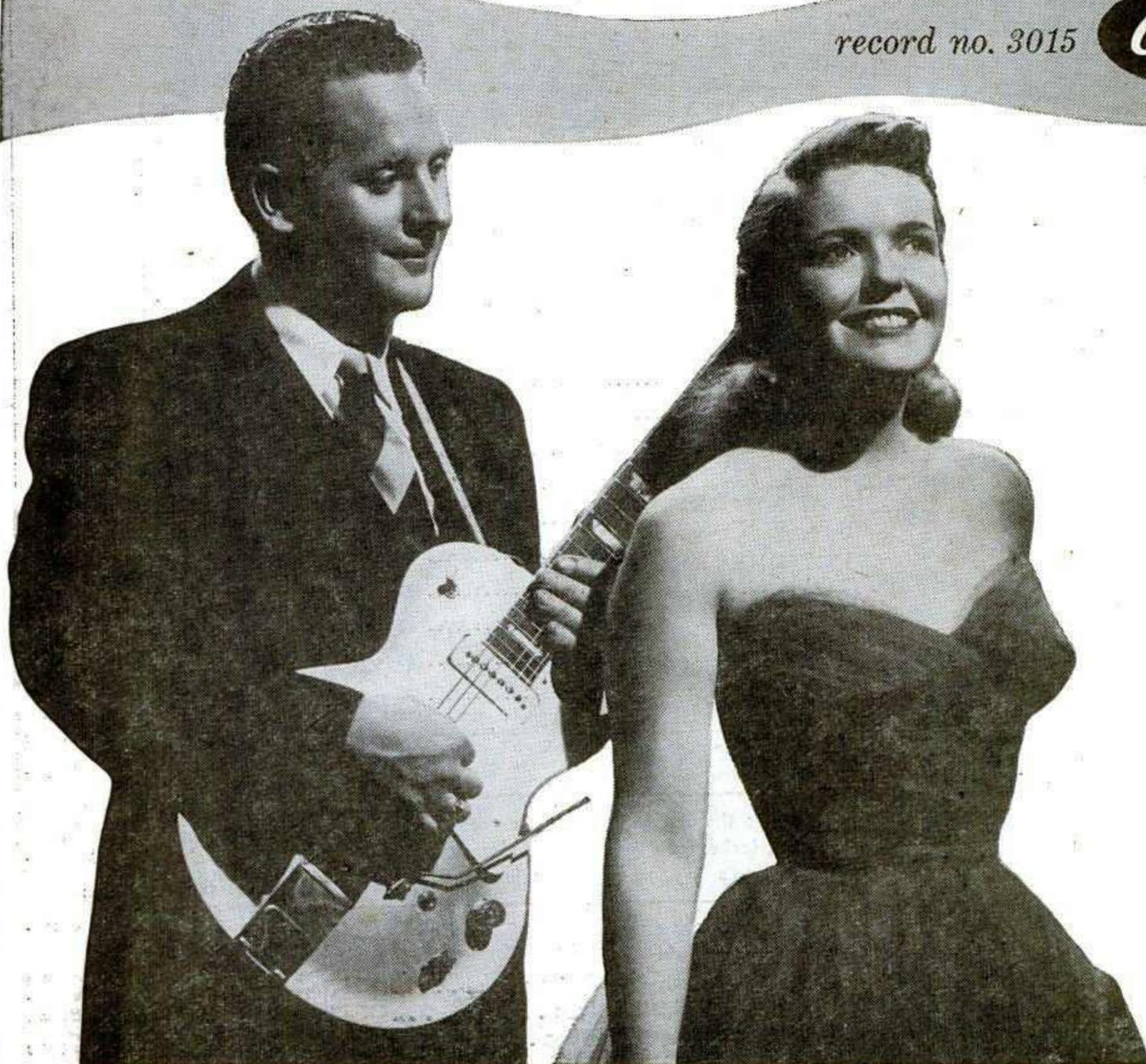
song in blue

- vocal by Mary

someday sweetheart

- a unique instrumental

record no. 3015



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

Two of the industry's top talents—Kay Starr and the Four Aces—are back in the news again. Just about a week from now Miss Starr will make her debut on the RCA Victor label after a lengthy and most successful association with Capitol Records. It was at Capitol



KAY STARR

that Miss Starr gained stature as a top recording artist. And tho her first records on the Victor label have yet to be heard, dealers, operators and disk jockeys are looking forward to some more commercial sides from Miss Starr.



FOUR ACES

As for the Four Aces, the boys have once again jumped into the fray with a record which has taken off almost immediately and seems headed for the charts in a fast leap. This time the boys and Decca moved quickly to come up with a fast cover record on "Melody of Love"—the tune which broke instrumentally via the Billy Vaughn recording on the Dot label.

Again the dramatic action should be welcomed by all. It's the spark which keeps the record industry glowing hot.

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	1	7
2. Count Your Blessings	1	12
3. Let Me Go, Lover	4	4
4. This Ole House	3	17
5. Naughty Lady of Shady Lane	10	5
6. Teach Me Tonight	5	9
7. White Christmas	6	6
8. I Need You Now	7	16
9. If I Give My Heart to You	8	16
10. Rudolph the Red-Nosed Reindeer	9	3
11. Papa Loves Mambo	11	9
11. Silver Bells	14	2
11. Hearts of Stone	—	1
14. Winter Wonderland	15	2
15. Home for the Holidays	—	1

HONOR ROLL OF HITS

Trade Mark Reg.

The Nation's Top Tunes

For survey week ending December 22

This Week	Last Week	Weeks on Chart
1. Mr. Sandman	1	9
2. Let Me Go, Lover	2	4
3. Teach Me Tonight	3	12
4. Naughty Lady of Shady Lane	5	6
5. I Need You Now	4	17
6. Count Your Blessings	7	11
7. This Ole House	5	21
8. Hearts of Stone	10	5
9. Papa Loves Mambo	8	13
10. If I Give My Heart to You	9	17

Second Ten

11. MAKE YOURSELF COMFORTABLE	13	5
12. WHITE CHRISTMAS	12	4
13. MAMBO ITALIANO	14	7
13. SHAKE, RATTLE AND ROLL	16	16
13. HOME FOR THE HOLIDAYS	19	2
16. HOLD MY HAND	11	16
17. THAT'S ALL I WANT FROM YOU	17	3
18. RUDOLPH, THE RED-NOSED REINDEER	17	2
18. DIM, DIM THE LIGHTS	20	3
20. HEY, THERE	15	24

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.

INDEX TO CHARTS

Popular Records, Singles	20	Country & Western	30
Packaged Records, Popular	12	Rhythm & Blues	31
Packaged Records, Classical	12	Other Categories	14

Top Pop Artists By Retail Sales

(This is a tabulation of artists' popularity as listed on Pop Retail Questionnaires issued in December 11, 18 and 25 issues of The Billboard.)

Pos.	Artist
1.	CHORDETTES
2.	E. FISHER
3.	R. CLOONEY
4.	J. WEBER
5.	DE CASTRO SISTERS
6.	P. COMO
7.	B. HALEY
8.	AMES BROTHERS
9.	FOUR ACES
10.	DORIS DAY
11.	D. CORNELL
12.	S. VAUGHAN
13.	FONTANE SISTERS
14.	J. P. MORGAN
15.	CHARMS
16.	T. BREWER
17.	NAT (KING) COLE
18.	McGUIRE SISTERS
19.	H. WINTERHALTER
20.	CHEERS
21.	L. PAUL & M. FORD
22.	J. STAFFORD
23.	BING CROSBY
24.	A. BLEYER
25.	P. PAGE
26.	CHUCKLES
26.	B. VAUGHN
28.	D. CONTINO
28.	D. WHITFIELD
30.	FIVE KEYS
31.	S. HAMBLEN
31.	DON, DICK AND JIMMY
33.	CREW CUTS
34.	D. LOR
35.	DE JOHN SISTERS
35.	K. KALLEN
37.	N. PETTY TRIO
38.	D. MARTIN & NAT (KING) COLE
39.	R. MARTERIE
39.	J. LA ROSA
41.	FOUR LADS
41.	PENGUINS
43.	R. AMLTBY
44.	P. KING
45.	LANCERS
46.	C. BOSWELL
47.	JOHNSTON BROTHERS
47.	R. HAMILTON
49.	S. DAVIS JR.
49.	J. JAMES
51.	V. MONROE
51.	H. GRAYCO
53.	M. LANZA
54.	J. BOYD
55.	HILLTOPPERS
55.	L. HOLMES
55.	J. VALLI
55.	WILDER BROTHERS
55.	VICKIE YOUNG
60.	B. MORROW
61.	T. BENNETT
62.	L. ARMSTRONG
62.	R. CARLYLE
64.	R. ANTHONY
64.	F. LAINE
64.	D. SHORE
67.	C. APPLEWHITE
67.	CHORDS
67.	J. FROMAN
67.	DRIFTERS
67.	G. MAC RAE
72.	R. CLOONEY & B. CLOONEY
72.	G. GIBBS
72.	J. GARLAND
72.	FOUR COINS
72.	V. LYNN
72.	MATYS BROTHERS
78.	B. FARRELL
78.	B. MAY
78.	GAYLORDS
78.	E. KITT
78.	V. YOUNG
83.	F. SINATRA

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.

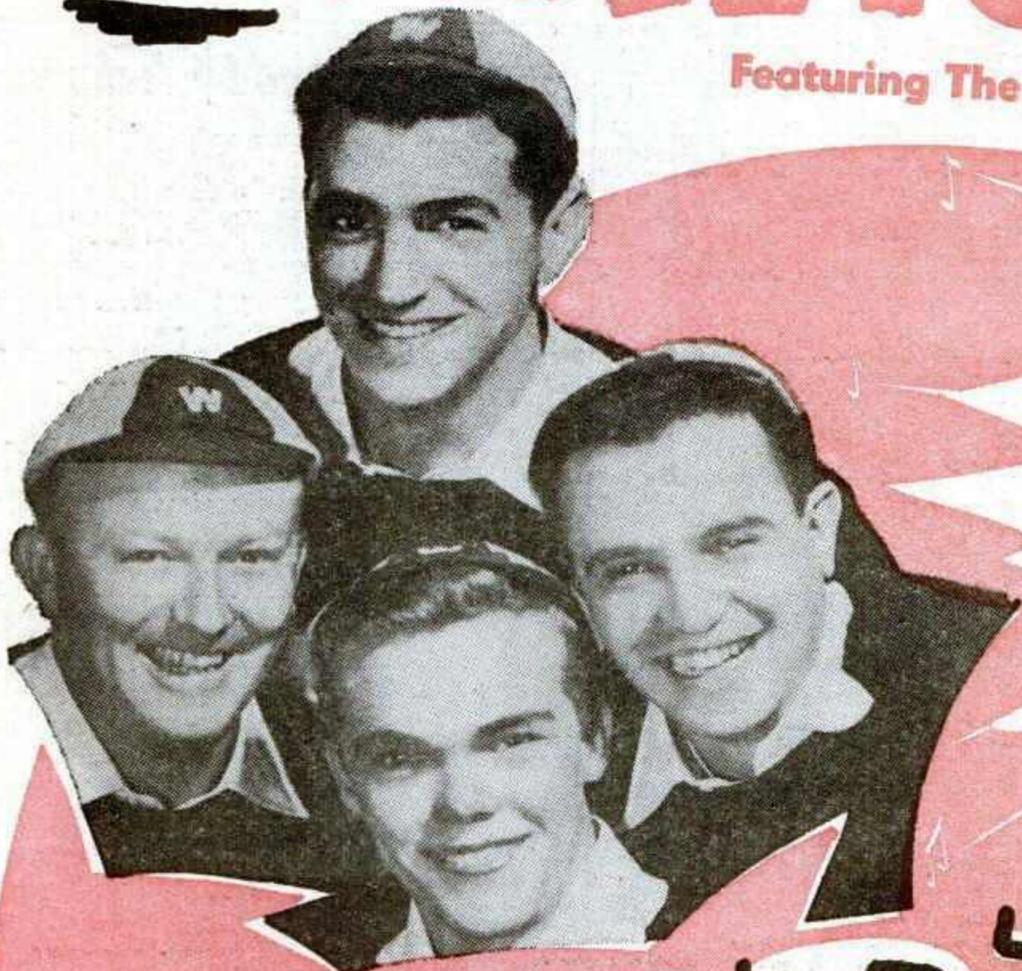
Hold My Hand—Bradbury Wood (Raphael)
Santo Natale—Spier (Spier)
I Can't Tell a Waltz From a Tango—Michael Reine (Harman)
If I Give My Heart to You—Robbins (Miller)
This Ole House—Duchess (Hamblen)
Mr. Sandman—E. H. Morris (E. H. Morris)
Veni, Vidi, Vici—Dash (Joy)
Count Your Blessings (Instead of Sheep)—Berlin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

Dot THE HOTTEST LABEL IN AMERICA...

the Greatest by-

the HILLTOPPERS

Featuring The Great Voice of JIMMY SACCA



A DOUBLE-SIDED SMASH!

DARLIN'
FRIVOLETE

Dot 15318

...Dot RECORDS • GALLATIN, TENNESSEE • PHONE: 1600

The Billboard Music Popularity Charts

POPULAR RECORDS

• Best Sellers in Stores

For survey week ending December 22

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	Title
1	1	10	MR. SANDMAN—Chordettes..... I Don't Wanna See You Cryin'— Cadence 1247—ASCAP
2	2	5	LET ME GO, LOVER—J. Weber..... Marionette—Col 40366—BMI
3	6	6	NAUGHTY LADY OF SHADY LANE— Ames Brothers..... Addio—V 20-5897—ASCAP
4	4	22	THIS OLE HOUSE—R. Clooney..... Hey, There—(21)—Col 40266—BMI
5	7	10	COUNT YOUR BLESSINGS—E. Fisher Fanny—(40)—V 20-5871—ASCAP
6	5	18	I NEED YOU NOW—E. Fisher..... Heaven Was Never Like This— V 20-5830—ASCAP
7	3	13	TEACH ME TONIGHT— DeCastro Sisters..... It's Love—Abbott 3001—ASCAP
8	10	4	HEARTS OF STONE—Fontane Sisters. 10 Bless Your Heart—Dot 15265—BMI
9	8	14	PAPA LOVES MAMBO—P. Como.... 8 Things I Didn't Do—V 20-5857—ASCAP
10	12	3	LET ME GO, LOVER—T. Brewer.... 12 Moon Is on Fire—Coral 61315—BMI
11	9	6	MR. SANDMAN—Four Aces..... 9 I'll Be With You in Apple Blossom Time— Dec 29344—ASCAP
12	14	20	SHAKE, RATTLE AND ROLL— B. Haley..... ABC Boogie—Dec 29204—BMI
13	11	6	MAKE YOURSELF COMFORTABLE— S. Vaughn..... Crazy 'Bout Lollipop—Mercury 70432—ASCAP
14	15	7	DIM, DIM THE LIGHTS—B. Haley... 15 Happy Baby—Dec 29317—BMI
15	17	6	HEARTS OF STONE—Charms..... 17 Who Knows—DeLuxe 6062—BMI
16	16	6	THAT'S ALL I WANT FROM YOU— J. P. Morgan..... Dawn—V 20-5896—BMI
17	13	8	MAMBO ITALIANO—R. Clooney..... 13 We'll Be Together Again—Col 40361—ASCAP
18	22	2	HOME FOR THE HOLIDAYS— P. Como..... Silk Stockings—V 20-5950—ASCAP
19	-	1	NO MORE—DeJohn Sisters..... - Theresa—Epic 9085—BMI
20	24	4	MELODY OF LOVE—B. Vaughn.... 24 Joy Ride—Dot 15247—ASCAP
21	18	25	HEY, THERE—R. Clooney..... 18 This Ole House—(4)—Col 40266—ASCAP
22	-	1	OPEN UP YOUR HEART— Cowboy Church Sunday School..... - The Lord Is Counting on You— Dec 29367—BMI
23	19	17	IF I GIVE MY HEART TO YOU— Doris Day..... Anyone Can Fall in Love—Col 40300—ASCAP
24	21	2	WHITE CHRISTMAS—B. Crosby.... 21 God Rest Ye Merry Gentlemen— Dec 23778—ASCAP
25	24	3	LET ME GO, LOVER—P. Page..... 24 Hocus Pocus—Mercury 70511—BMI
25	20	17	HOLD MY HAND—D. Cornell..... 20 I'm Blessed—Coral 61206—ASCAP
27	28	2	EARTH ANGEL—Penguins..... 28 Hey, Senorita—Dootone 348—BMI
27	-	7	RUNAROUND—Chuckles..... - At Last You Understand—X 0066—BMI
29	-	7	HAJJI BABA—Nat (King) Cole..... - Unbelievable—Cap 2949—ASCAP
30	-	1	SANTO NATALE—D. Whitfield..... - Adeste Fideles—Lon 1508—ASCAP

• This Week's Best Buys

MY LOVE SONG TO YOU (Songsmiths, ASCAP)—Bob Manning—Capitol 3014

The television medium has again given a disk an unusually strong initial push. Since time of release this record has shown good to strong sales in Los Angeles, St. Louis, Chicago, Milwaukee, Cleveland, Pittsburgh, Philadelphia and New York. Flip is "After My Laughter Came Tears" (Shapiro-Bernstein, ASCAP).

MELODY OF LOVE (Shapiro - Bernstein, ASCAP)—Four Aces—Decca 29395

In the furious competitive scramble now

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

going on over this tune, the Aces seem to be emerging with the strongest of the vocal versions. While not all parts of the country have received first shipments, in most of those that have, sales reaction was immediate and positive, particularly in Philadelphia, Providence, Pittsburgh, Cincinnati, Cleveland, Milwaukee and St. Louis. An instrumental version of "Melody of Love" that is off to a good start is that by David Carroll. The Four Aces' disk was a previous Billboard "Spotlight" pick. The flip side is "There Is a Tavern in the Town" (Halsey, ASCAP).

• Most Played in Juke Boxes

For survey week ending December 22

RECORDS are ranked in order of the greatest number of plays in juke boxes throught 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. 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	Title
1	1	8	MR. SANDMAN—Chordettes..... I Don't Wanna See You Cryin'— Cadence 1247—ASCAP
2	6	4	LET ME GO, LOVER—J. Weber.... 6 Marionette—Col 40366—BMI
2	3	12	TEACH ME TONIGHT— DeCastro Sisters..... It's Love—Abbott 3001—ASCAP
4	2	18	I NEED YOU NOW—E. Fisher..... 2 Heaven Was Never Like This— V 20-5830—ASCAP
5	8	4	NAUGHTY LADY OF SHADY LANE— Ames Brothers..... Addio—V 20-5897—ASCAP
6	4	21	THIS OLE HOUSE—R. Clooney..... 4 Hey, There—(20)—Col 40266—BMI
7	5	12	PAPA LOVES MAMBO—P. Como.... 5 Things I Didn't Do—V 20-5857—ASCAP
8	9	14	IF I GIVE MY HEART TO YOU— Doris Day..... Anyone Can Fall in Love—Col 40300—ASCAP
9	7	5	MR. SANDMAN—Four Aces..... 7 I'll Be With You in Apple Blossom Time— Dec 29344—ASCAP
10	11	7	COUNT YOUR BLESSINGS— E. Fisher..... Fanny—V 20-5871—ASCAP
11	10	13	HOLD MY HAND—D. Cornell..... 10 I'm Blessed—Coral 61206—ASCAP
12	19	2	LET ME GO, LOVER—T. Brewer.... 19 Moon Is on Fire—Coral 61315—BMI
13	12	15	SHAKE, RATTLE AND ROLL— B. Haley..... ABC Boogie—Dec 29204—BMI
14	15	3	HEARTS OF STONE—Fontane Sisters 15 Bless Your Heart—Dot 15265—BMI
15	17	2	THAT'S ALL I WANT FROM YOU— J. P. Morgan..... Dawn—V 20-5896—BMI
16	18	2	TEACH ME TONIGHT—J. Stafford.. 18 Suddenly—Col 40351—ASCAP
16	13	7	MAMBO ITALIANO—R. Clooney.... 13 We'll Be Together Again—Col 40361—ASCAP
16	-	1	LET ME GO, LOVER—P. Page..... - Hocus Pocus—Mercury 70511—BMI
19	-	1	MAKE YOURSELF COMFORTABLE— S. Vaughn..... Idle Gossip—Mercury 70469—ASCAP
20	14	22	HEY THERE—R. Clooney..... 14 This Ole House—(6)—Col 40266—ASCAP

• Most Played by Jockeys

For survey week ending December 22

RECORDS are ranked in order of the greatest number of plays on disk jockey radio shows throught 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	Title
1	2	4	LET ME GO, LOVER—J. Weber.... 2 Marionette—Col 40366—BMI
2	1	10	MR. SANDMAN—Chordettes..... 1 I Don't Wanna See You Cryin'— Cadence 1247—ASCAP
3	4	12	TEACH ME TONIGHT— DeCastro Sisters..... It's Love—Abbott 3001—ASCAP
4	3	7	NAUGHTY LADY OF SHADY LANE— Ames Brothers..... Addio—V 20-5897—ASCAP
5	6	6	MR. SANDMAN—Four Aces..... 6 I'll Be With You in Apple Blossom Time— Dec 29344—ASCAP
6	5	17	I NEED YOU NOW—E. Fisher..... 5 Heaven Was Never Like This— V 20-5830—ASCAP
7	10	3	LET ME GO, LOVER—T. Brewer.... 10 Moon Is on Fire—Coral 61315—BMI
8	9	4	HEARTS OF STONE—Fontane Sisters 9 Bless Your Heart—Dot 15265—BMI
9	7	6	MAKE YOURSELF COMFORTABLE— S. Vaughn..... Idle Gossip—Mercury 70469—ASCAP
10	13	10	COUNT YOUR BLESSINGS— E. Fisher..... Fanny—V 20-5871—ASCAP
11	8	3	LET ME GO, LOVER—P. Page..... 8 Hocus Pocus—Mercury 70511—BMI
12	15	2	HOME FOR THE HOLIDAYS— P. Como..... Silk Stockings—V 20-5950—ASCAP
13	14	4	THAT'S ALL I WANT FROM YOU— J. P. Morgan..... Dawn—V 20-5896—BMI
14	11	15	HOLD MY HAND—D. Cornell..... 11 I'm Blessed—Coral 61206—ASCAP
15	20	2	NO MORE—DeJohn Sisters..... 20 Theresa—Epic 9085—BMI
16	12	13	PAPA LOVES MAMBO—P. Como.... 12 Things I Didn't Do—V 20-5857—ASCAP
17	16	5	MAMBO ITALIANO—R. Clooney.... 16 We'll Be Together Again—Col 40361—ASCAP
17	17	16	IF I GIVE MY HEART TO YOU— Doris Day..... Anyone Can Fall in Love—Col 40300—ASCAP
19	19	4	NAUGHTY LADY OF SHADY LANE— A. Bleyer..... While the Vesper Bells Were Ringing— Cadence 1254—ASCAP
19	-	1	WHITE CHRISTMAS—B. Crosby.... - God Rest Ye Merry, Gentleman— Dec 23778—ASCAP

A GREAT LYRIC TO -

"MELODY OF LOVE"

ON THESE HIT RECORDS...



published by

SHAPIRO, BERNSTEIN & CO., INC.

1270 SIXTH AVENUE, NEW YORK, N.Y.



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)

JONI JAMES

Sings

WHEN WE COME OF AGE

and
EVERY TIME
YOU TELL ME
YOU LOVE ME

MGM 11865 78 rpm • K11865 45 rpm

Original
Recitation
Version

MELODY OF LOVE

(WHY DO I LOVE YOU)

b/w
TOUCHING
SHOULDERS

as read by

Franklyn MacCormack

MGM 11908 78 rpm
K11908 45 rpm

LEROY HOLMES

TARA'S THEME

and
JAMIE

MGM 11854 78 rpm • K 11854 45 rpm

DICK HYMAN TRIO

I'VE GOT MY LOVE TO KEEP ME WARM

JEALOUS

MGM 11889 78 rpm
K 11889 45 rpm

JERRY (Fish Horn) JEROME

GOOFUS

SLEEPY TIME GAL

MGM 11890 78 rpm • K 11890 45 rpm

AL VINO

COME BACK

BU-TAN-TAN

MGM 11894 78 rpm • K 11894 45 rpm

TED WEEMS and his Orchestra

FUNNIEST FEELIN'

ROSE ROOM

MGM 11892 78 rpm • K 11892 45 rpm

ROGER ROGER and his Orchestra

THRILLING

SMALL TALK

MGM 30866 78 rpm • K 30866 45 rpm

RAY HANEY

MY SON, MY SON

THAT LITTLE BOY OF MINE

MGM 11891 78 rpm • K 11891 45 rpm

JESSE ROGERS (Ranger Joe)

I GOTTA LOVE JUST LIKE I LOVE

I NEVER KNEW I NEED YOU (TILL NOW)

MGM 11884 78 rpm
K 11884 45 rpm

M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT

The Billboard Music Popularity Charts POPULAR RECORDS

• Territorial Best Sellers

For survey week ending December 22

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

Atlanta

1. Let Me Go, Lover, J. Weber, Col.
2. Mr. Sandman, Chordettes, Cdc.
3. Papa Loves Mambo, P. Como, V.
4. I Need You Now, E. Fisher, V.
5. Teach Me Tonight DeCastro Sisters, Abb.
6. All I Want From You, J. P. Morgan, V.
7. This Ole House, R. Clooney, Col.

Balti.-Wash.

1. Let Me Go, Lover, J. Weber, Col.
2. Mr. Sandman, Chordettes, Cdc.
3. Shake, Rattle and Roll, B. Haley, Dec.
4. This Ole House, R. Clooney, Col.
5. Dim, Dim the Lights, B. Haley, Dec.
6. Count Your Blessings, E. Fisher, V.
7. Naughty Lady of Shady Lane Ames Brothers, V.
8. Land of Dreams, H. Winterhalter, V.
9. Hearts of Stone, Fontane Sisters, Dot

Boston

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. Naughty Lady of Shady Lane Ames Brothers, V.

Buffalo

1. Mr. Sandman, Chordettes, Cdc.
2. Teach Me Tonight DeCastro Sisters, Abb.
3. Naughty Lady of Shady Lane Ames Brothers, V.
4. Papa Loves Mambo, P. Como, V.
5. Let Me Go, Lover, J. Weber, Col.
6. Runaround, Chuckles, X

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. Hearts of Stone, Fontane Sisters, Dot
6. That's All I Want From You J. P. Morgan, V.
7. Twinkle Toes, Gaylords, Mer.
8. Naughty Lady of Shady Lane Ames Brothers, V.
9. No More, DeJohn Sisters, Epi.
10. Dim, Dim the Lights, B. Haley, Dec.

Cincinnati

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

Cleveland

1. Open Up Your Heart Cowboy Church Sunday School, Dec.
2. Melody of Love, B. Vaughn, Dot
3. Mr. Sandman, Chordettes, Cdc.
4. No More, DeJohn Sisters, Epi.
5. Let Me Go, Lover, J. Weber, Col.
6. Otto, Otto the Staggering Drunk, Pod.
7. Naughty Lady of Shady Lane Ames Brothers, V.
8. Teach Me Tonight DeCastro Sisters, Abb.
9. This Ole House, R. Clooney, Col.
10. Papa Loves Mambo, P. Como, V.

Dallas-Fort Worth

1. Mr. Sandman, Four Aces, Dec.
2. Let Me Go, Lover, J. Weber, Col.
3. Naughty Lady of Shady Lane Ames Brothers, V.
4. I Need You Now, E. Fisher, V.
5. Mr. Sandman, Chordettes, Cdc.
6. Hearts of Stone, Fontane Sisters, Dot
7. This Ole House, R. Clooney, Col.

Denver

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

Detroit

1. Let Me Go, Lover, J. Weber, Col.
2. Mr. Sandman, Chordettes, Cdc.
3. Naughty Lady of Shady Lane Ames Brothers, V.
4. Make Yourself Comfortable S. Vaughan, Mer.
5. Hearts of Stone, Fontane Sisters, Dot
6. Teach Me Tonight DeCastro Sisters, Abb.
7. Dim, Dim the Lights, B. Haley, Dec.
8. That's All I Want From You J. P. Morgan, V.
9. Land of Dreams, H. Winterhalter, V.

Kansas City

1. Mr. Sandman, Chordettes, Cdc.
2. Naughty Lady of Shady Lane Ames Brothers, V.
3. Let Me Go, Lover, J. Weber, Col.
4. Hearts of Stone, Fontane Sisters, Dot
5. Count Your Blessings, E. Fisher, V.
6. That's All I Want From You J. P. Morgan, V.
7. I Love You Madly, Four Coins, Epi.
8. Runaround, Chuckles, X
9. Mobile, J. La Rosa, Cdc.
10. Dim, Dim the Lights, B. Haley, Dec.

Los Angeles

1. Mr. Sandman, Chordettes, Cdc.
2. Let Me Go, Lover, J. Weber, Col.
3. I Need You Now, E. Fisher, V.
4. This Ole House, R. Clooney, Col.
5. Naughty Lady of Shady Lane Ames Brothers, V.
6. Papa Loves Mambo, P. Como, V.
7. Let Me Go, Lover, T. Brewer, Cor.
8. Shake, Rattle and Roll, B. Haley, Dec.
9. Earth Angel, Penguins, Dtn.
10. If I Give My Heart to You Doris Day, Col.

Milwaukee

1. Let Me Go, Lover, J. Weber, Col.
2. Mr. Sandman, Chordettes, Cdc.
3. Naughty Lady of Shady Lane Ames Brothers, V.
4. Make Yourself Comfortable S. Vaughan, Mer.
5. Dim, Dim the Lights, B. Haley, Dec.
6. Hearts of Stone, Fontane Sisters, Dot
7. Let Me Go, Lover, P. Page, Mer.
8. Yours, D. Contino, Mer.
9. Count Your Blessings, E. Fisher, 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. Naughty Lady of Shady Lane Ames Brothers, V.
4. Count Your Blessings, E. Fisher, V.
5. Shake, Rattle and Roll, B. Haley, Dec.
6. This Ole House, R. Clooney, Col.
7. Melody of Love, B. Vaughn, Dot
8. I Need You Now, E. Fisher, V.
9. Hearts of Stone, Fontane Sisters, Dot
10. Let Me Go, Lover, T. Brewer, Cor.

New Orleans

1. Let Me Go, Lover, J. Weber, Col.
2. Mr. Sandman, Four Aces, Dec.
3. Hearts of Stone, Charms, Del.
4. I Need You Now, E. Fisher, V.
5. Naughty Lady of Shady Lane Ames Brothers, V.
6. Count Your Blessings, E. Fisher, V.
7. That's All I Want From You J. P. Morgan, V.
8. Let Me Go, Lover, T. Brewer, Cor.
9. Make Yourself Comfortable S. Vaughan, Mer.
10. Teach Me Tonight, J. Stafford, Col.

New York

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

Philadelphia

1. Let Me Go, Lover, J. Weber, Col.
2. Mr. Sandman, Chordettes, Cdc.
3. Naughty Lady of Shady Lane Ames Brothers, V.
4. Hearts of Stone, Fontane Sisters, Dot
5. Home for the Holidays, P. Como, V.
6. Teach Me Tonight DeCastro Sisters, Abb.
7. No More, DeJohn Sisters, Epi.
8. Make Yourself Comfortable S. Vaughan, Mer.
9. This Ole House, R. Clooney, Col.
10. When We Come of Age J. James, M-G-M

Pittsburgh

1. Let Me Go, Lover, J. Weber, Col.
2. Mr. Sandman, Chordettes, Cdc.
3. Naughty Lady of Shady Lane Ames Brothers, V.
4. Hearts of Stone, Fontane Sisters, Dot
5. This Ole House, R. Clooney, Col.
6. White Christmas, Drifters, Atl.
7. Count Your Blessings, E. Fisher, V.
8. Hajji Baba, Nat (King) Cole, Cap.
9. Make Yourself Comfortable S. Vaughan, Mer.
10. Runaround, Chuckles, X

St. Louis

1. Mr. Sandman, Chordettes, Cdc.
2. Count Your Blessings, E. Fisher, V.
3. Naughty Lady of Shady Lane Ames Brothers, V.
4. Teach Me Tonight DeCastro Sisters, Abb.
5. Let Me Go, Lover, J. Weber, Col.
6. That's All I Want From You J. P. Morgan, V.
7. I Need You Now, E. Fisher, V.
8. This Ole House, R. Clooney, Col.
9. That's What I Like Don, Dick & Jimmy, Crw.

San Francisco

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

Seattle

1. Mr. Sandman, Chordettes, Cdc.
2. Earth Angel, Penguins, Dtn.
3. Dim, Dim the Lights, B. Haley, Dec.
4. Let Me Go, Lover, J. Weber, Col.
5. Let Me Go, Lover, T. Brewer, Cor.
6. This Ole House, R. Clooney, Col.
7. Count Your Blessings, E. Fisher, V.
8. I Need You Now, E. Fisher, V.
9. I'm-A-Rollin', J. Miles, Cor.
10. Runaround, Chuckles, X

One of the brightest, swingyest sides by the petite thrush

BILLBOARD SPOTLIGHT



'TWEEDLE DEE'

SUNG IN TERRIFIC STYLE BY

GEORGIA GIBBS

coupled with

"YOU'RE WRONG, ALL WRONG"

MERCURY 70517 • 70517X45



CHICAGO 1, ILLINOIS

The Billboard Music Popularity Charts

POPULAR RECORDS

Review Spotlight on... RECORDS

CATERINA VALENTE
Malaguena (E. B. Marks, BMI) - Decca 29394 - This record was originally recorded in Germany by Deutsche Grammophon. It features an ear-pleasing vocal by thrush Caterina Valente (in German) of the evergreen over a brilliant arrangement by the RIAS Symphony ork. An out-of-the-ordinary slicing that is fresh enough to happen here. Flip is "Mambo From Chile," (Copar, BMI).

SAMMY DAVIS JR.
Love (Your Magic Spell Is Everywhere) (Bourne, ASCAP)
The Birth of the Blues (Harms, ASCAP)-Decca 29393-

Sammy Davis Jr. socks over these fine standards in a style calculated to zoom both sides high into the deejay, dealer and operator listings. He does a tremendous job here, and both sides are mighty potent.

DEAN MARTIN
Belle From Barcelona (Mr. Music, BMI)-Capitol 3011 -Dean Martin has one of those swiny Latin novelties here and he sells it with the infectious feeling that marked his big records of "Sway" and "That's Amore." Cute wax that could earn a bundle. Flip is "Confused" (American, BMI).

THE HILLTOPPERS
D-a-r-l-i-n' (Tee Pee, ASCAP)-Dot 15318-The tune is old-fashioned, and the boys' vocal is too. But there is a warm feeling about this one that makes it certain to appeal to the group's large teen-age following. It should grab a great deal of juke loot and much dealer action. Flip is "Frivolette" (Randy-Smith, ASCAP) from the quartet's latest album.

under two minutes, too. (Rylan, ASCAP)
I'm Not at All in Love...72
Waltz ballad from "Pajama Game" is warbled gayly by the young thrush. Good listening. (Frank, ASCAP)

LEO DIAMOND
Melody of Love...75
VICTOR 5973-The beautiful oldie, (Continued on page 26)

BMI Check List OF NEW RECORD RATINGS BY THE TRADE PRESS

	Billboard	Cash Box	Variety
CATS WHISKERS (Trinity) LOU MONTE (Victor)	73 (Good)	Best Bet	
DANCE CALINDA (Glenwood) THE FOUR LADS (Columbia)	82 (Excellent)	Sleeper of the Week	
EARTH ANGEL (Dootsie Williams) PENGUINS (Dootone) LES BAXTER (Capitol)	R & B Best Buy Best Buy	Award o' the Week B (Very Good)	Good
I'VE FORGOTTEN YOU (American) HANK SNOW (Victor)	C & W Best Buy	Bullseye	
LAST NIGHT (Arc) LITTLE WALTER (Checker)	R & B Best Buy	Award o' the Week	
LING, TING, TONG (St. Louis) THE CHARMS (DeLuxe) THE FIVE KEYS (Capitol)	R & B Spotlight Best Buy	Best Bet	
MAMBO SHAMBO (E. B. Marks) THE CHARMS (DeLuxe) THE GUYS AND DOLLS (Coronet)	79 (Good)	Award o' the Week Best Bet	
MELLOW DOWN EASY (Arc) LITTLE WALTER (Checker)	R & B Best Buy	Award o' the Week	
NEVER (American) RED FOLEY (Decca)	C & W Spotlight	Bullseye	
MY VOW (Vincent) RONNIE GAYLORD (Mercury)	76 (Good)	B (Very Good)	
ROULETTE (American) MITCHELL TOROK (Decca) LOU MONTE (Victor)	C & W Spotlight 73 (Good)	Bullseye B (Very Good)	
SINCERELY (Arc) McGUIRE SISTERS (Coral) THE MOONGLOWS (Chess)	Spotlight Best Buy	Disk of the Week Award o' the Week	Good
STRICTLY INSTRUMENTAL (Cherio) RICHARD MALTBY ORCH. ("X")	Spotlight	Sleeper of the Week	Best Bet
THINKING OF YOU (Commodore) FATS DOMINO (Imperial)	R & B Spotlight	R & B Sleeper	
TWEEDLE DEE (Progressive) VICKI YOUNG (Capitol) LAVERN BAKER (Atlantic)	78 (Good) R & B Best Buy	B (Very Good) R & B Sleeper	Very Good Very Good

Reviews of New Pop Records

FOUR ACES
Melody of Love...88
DECCA 29395-A Billboard "Spotlight" 12-25-'54. (Shapiro-Berstein, ASCAP)
There's a Tavern in the Town...85
A Billboard "Spotlight" 12-25-'54. (Halsey)

LES PAUL-MARY FORD
Song in Blue...86
CAPITOL 3015-A Billboard "Spotlight" 12-25-'54. (Iris-Trojan, BMI)
Someday Sweetheart...85
A Billboard "Spotlight" 12-25-'54. (Geo. Simon, ASCAP)

GEORGIA GIBBS
Tweedle Dee...86
MERCURY 70517 - A Billboard "Spotlight" 12-25-'54.
You're Wrong, All Wrong...75
The thrush sells this listenable ballad with warm feeling over a smooth ork backing. Flip, however, carries all of the excitement.

FRANK SINATRA
Melody of Love...83
CAPITOL 3018-The pretty oldie, in its new lyric dress, is awarded an ultra-smooth performance by Sinatra. Side faces tough competition, but it's sure to pull a good share of the total loot earned by the ballad.
I'm Gonna Live...80
Sinatra shows his ability with a rhythm ditty, projecting the opus with infectious spirit. Many will like this one and it too has a chance for coins.

TONY MARTIN-DINAH SHORE
Melody of Love...81
VICTOR 5975-The lazy-waltz evergreen is sung tenderly by Tony and Dinah. A mighty attractive rendition that will suffer some sales-wise only because of the tremendous competition.
You're Getting to Be a Habit With Me...78
The cute oldie is sung with considerable charm by the twosome. Backing sports a bouncy beat that adds listening values. Should get lots of spins.

JO STAFFORD
Don't Get Around Much Anymore...80
COLUMBIA 40406 - The familiar opus takes on new life in this solid reading by the thrush. A fine performance of great material. Deejays ought to find many opportunities to program the side and it could earn loot, too. (Robbins, ASCAP)
Darling, Darling, Darling...78
This is a mighty cute ditty, sing brightly here with loads of charm. A certain ear-pleaser, it will bring pleasure to many. (Mayfair, ASCAP)

SAMMY KAYE ORK
Melody of Love...80
COLUMBIA 40417-Here's the familiar old Kaye ork sound-missing for many of his past releases. He should get a hefty share of the action on the oldie waltz, tho this reading is in slow foxtrot tempo. Vocal is by the Kaye vocal group and Sammy reads some poetry, too.
You Are the One...74
The Kaye ork, male and female chorus are all teamed in an attractive reading of a smooth waltz ditty.

FRANKLIN MacCORMACK
Melody of Love...79
M-G-M 11908-With all of the current excitement on this standard, the label has re-issued their well-known recording of the tune, with MacCormack reading a poem, while the organ softly plays the tune. This was a hit once and it could get a share of the sales again. (Presser, ASCAP)
Touching Shoulders...74
On this side MacCormack recites inspirational poetry, and again he is accompanied by the organ. Flip will get most of the attention.

DOLORES HAWKINS
George...79
EPIC 9089-A Billboard Tune "Spotlight" 12-25-'54. A most unusual and funny ditty receives a fine, straight performance from Dolores Hawkins. This one could take off like a powerhouse; watch it. (Marielle, ASCAP)
Shilly Man...71
Quiet ditty is somewhat on the cool side. Miss Hawkins warbles it in intimate fashion. (Jefferson, ASCAP)

THE HI FI FOUR
My Little Nest of Heavenly Blue...78
VICTOR 5971-The group bows on

the label with a spirited reading of the fine standard, over a swinging backing by the Henri Rene ork. Group has a sound and jocks should spin often. Good debut wax. (E. B. Marks, BMI)
Far Away...78
The boys turn in another good reading here, this time on an attractive ballad featuring the tenor lead and the bass lead now and then. This side too should pull deejay spins and get attention. Two good sides. (Sherwin, ASCAP)

BETTY MADIGAN
Be a Little Darlin'...78
M-G-M 11903-The singer has a pert and charming tune here with some of the quaint folk quality of "Joey." The backing, which includes harpsichord, follows thru on this basic idea. As expertly as she handles this, Miss Madigan should have a good seller. (Miller, ASCAP)
I Had the Funniest Feeling...74
The simplicity and quiet sentiment of the singer's handling of this tune make it a very appealing piece of material. Her fans will find Miss Madigan doing par or better here. (Marguerita, ASAP)

THE THREE SUNS
For You...77
VICTOR 5961-Slow and quiet, this reading of the evergreen will please many listeners. It may not stir great excitement, but it could remain active for a long time. Solid merchandise. (Witmark, ASCAP)
Perdido...74
The group digs in brightly, coming thru with a listenable version of the opus. Should get good deejay exposure. (Tempo, ASCAP)

JOHNNY MADDOX
Lady in Red...76
DOT 15270-The familiar Maddox style on this perennial favorite should insure good play on many juke. (Remick, ASCAP)
Blue Night...74
Here the group does nicely on a bit of r.&b. material, a blues paced by a slow but solid beat. Attractive coupling. (Lola, BMI)

MICKI MARLO
Don't Go, Don't Go...76
CAPITOL 3016-Micki Marlo turns in a bright reading here of a lively novelty, helped by a male group and a snappy ork arrangement. Side should pull its quota of spins and even snag some juke coin. (Jose Ferrer, BMI)
Can You...72
Micki Marlo tries her best to sound like another Kay Starr here, and the arrangement is reminiscent too on this new release. The thrush gives her all, but she is not Miss Starr. (Leeds, ASCAP)

JILL COREY
Edward...76
COLUMBIA 40410-She was a little too aggressive and he took a powder. This is a cute rhythm novelty and Jill Corey sings it brightly. There's some good juke potential here. It's

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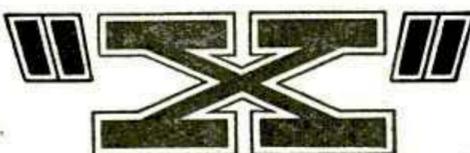
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VOX JOX

By CHARLOTTE SUMMERS

SURFACE NOISES: "I agree wholeheartedly with Ralph Wayne," writes Harry Waterhouse, WMRI, Marion, Ind. "We get lots of mail requesting plugs for this tune and that, and yet no matter how good a job we may be doing promotion-wise, none of the 'names' ever show up in 'the sticks.' The recording artists are out touring the country to plug records all right, but unless you're in a good-sized market, you will never see one of them over your own microphone." . . . Larry Smith, WFTO, Kinston, N. C., has something to say on the same subject: "Notice you want to know who I have as guests. Why man, we're so far in the woods we never see any names, altho "occasionally we have a dance band down."

Charlie Vandagriff, KBKI, Alice, Tex., agrees with Ralph Wayne too . . . and writes, ". . . he says big name artists shy away from his station. That goes double here. For the fellows here who spin hillbilly music, it's nothing but one long line of celebrities, but for us poor unfortunates, there's not even a picture." . . . Fred Potts, WINX, Rockville, Md., writes, "To shorten a very long standing gripe . . . I play every type of record from hillbilly to progressive jazz and up to this point have only had the honor of interviewing one personality who took the time to push her current record and blessed me with her presence. This sounds a 'little' strong I know, but what's to be done about it?"

More on the same subject from Bill Spangler, WFRX, West Frankfort, Ill.: "Ralph Wayne hit the nail right on the head. The fringe areas of the major markets are never touched by the record artists . . . at least that's the opinion here in Southern Illinois. The only opportunity a deejay has to get 'first hand' info here on an artist is when he appears at an area dance pavilion . . . or when the Du Quoin (Ill.) State Fair brings in top stars. I have never met an artist who was 'stumping' for spins. I believe the hillbilly and Western stars are leading the race in calling on the 'guy in the sticks.' It is encouraging to know, however, that Red Buttons is now inviting deejays to ask him for information, pix and voice tracks. Other artists could get plenty of plugs by taking a cue from Buttons."

CHANGE OF THEME: A few weeks ago Wally Nelskog wrote us that he was shifting from KJR, Seattle, to KUTI, Yakima, Wash. However, we have been notified by Buddy Basch who tried to contact him at KUTI, that there was no such station in Yakima, Wash. Will anybody knowing Nelskog's location, please let us know? . . . Fletcher Smith, WGBC, Greensboro, N. C., entered the Army on December 6. . . . George H. Buck Jr. is leaving WJNO, West Palm Beach, Fla.

DEALER DOINGS

By JUNE BUNDY

JUST BROWSING: Mrs. Osawa Shimoda, who operated the now defunct National Records in Detroit for the past eight years, has opened a new record shop on the same site. The store is managed by Mrs. Shimoda's daughter, Matsuko. . . . Mitchell Kaufman, sales representative for Mercury and Columbia in Northwestern Ohio and Southern Michigan for the past three years, has opened his own music and record store in Toledo, O. The opening was accompanied by extensive promotion with prizes presented to lucky customers on opening day. Mrs. Joan Przybylsz, formerly with Grinnell's record department in Downtown Toledo, has joined the shop as a full-time employee. . . . Charles Odgen, Peat's Melody Shop, Myrtle Point, Ore., writes, "Since Myrtle Point is off the 'main line' I am starting a fan club corner posting all the artist pictures with a note at the bottom of each with information concerning the artist and his fan club president and address. If anyone would like to send pictures they would be greatly appreciated."

TRAFFIC MOVERS: The Wurlitzer Loop Store, Chicago, expanded its store traffic and trading volume for the week preceding Christmas by featuring carol singing in the store. Each day carols were sung by various organizations—schools, churches, etc.—and each day the singing began at a different time, thus catching a more diversified trade. . . . Sammie Stone, Long Beach, Calif., is distributing post cards with a picture of his House of Music on the back. The interior shot features Stone and his staff. . . . Nita Gilbert is the manager of Stag's Music Shoppe, New Iberia, La., which opened for business a couple of months ago.

LP MARK-UPS: Town and Country Music, Westwood, N. J., writes, "We're trying a sale with our entire catalog of \$5.95 LP's going at \$4.95. We think this would be a perfect price right along, with dealer cost remaining at \$3.68. This would give about 25 per cent mark-up—adequate for a reasonable profit, yet not large enough to allow the price cutter to offer too much off. We think the day of 38 per cent mark-up on LP's has gone. If the small dealer is to compete with the supermarket he will have to work a smaller mark-up. If the original mark-up is smaller, the price cutter won't have such a club over the legitimate dealer."

JUKE BOX WRAP-UP

The Billboard revamps Chicago coin machine division. Hilmer Stark appointed general manager, Robert Dietmeier named coin machine editor. Dick Schreiber, former C. M. editor, moves over to Vend, sister publication, as publisher and editor.

Predict 1955 juke box business better than ever. Industry concentrates on new money thru background music and new equipment. Canada estimates boom to tune of 25 to 50 per cent. Dime play on jukes important—EP's helping to soften public reaction.

Why not two nickels for one juke box tune? Canadian distributor asks question and points out advantages of accommodating public buying habits. Cites vending success with both methods.

For full details on these stories see Music Machine department beginning on Page 48.

Reviews of New Pop Records

Continued from page 24

now getting heavy coverage, is given a tasteful instrumental reading by the ork, with harmonica solo. Should get plenty of spins, despite heavy competition. (Presser, ASCAP)
The Phantom Gaucho . . . 69
 Pleasant instrumental is a Diamond original. It's Latin beat is catchy. Good filler wax. (Lero, ASCAP)

DEL WOOD
There's a Tavern in the Town . . . 75
 REPUBLIC 7105—The oldie is due for a revival and this instrumental piano reading might help do it. Ops will make good use of this. (Mills, ASCAP)
Are You From Dixie? . . . 72
 The piano pounder delivers a typical juke box style instrumental reading of the oldie. It should grab coin, too. (Remick, ASCAP)

GRADY MARTIN
A Pretty Girl Is Like a Melody . . . 75
 DECCA 29328—The beautiful Irving Berlin standard is handed a warm rendition, with the sax, guitar and piano solo played handily. There's a bright, spanking beat to support all that dancers will like. A good instrumental waxing that should find its place on many Western jukes. (Berlin, ASCAP)
What's the Use . . . 72
 More of the same on another oldie. (Feist, ASCAP)

PEREZ PRADO ORK
Cherry Pink and Apple Blossom White . . . 75
 VICTOR 5965—A gummy trumpet leads the ork in a smooth and melodic mambo reading in a relaxed tempo which makes for both listenable and danceable wax. (Chappell, ASCAP)
Marie Elena-Rhumba . . . 67
 The Prado ork turns to the rhumba here for a fine dance reading. It features the piano in a concerto-like rendition with rhythm section accompaniment. (Peer, BMI)

BIG CROSBY
Tobermory Bay . . . 74
 DECCA 29376—An evocation of a lovely Scottish landscape that was home to the singer. Crosby is a master with nostalgic material of this kind, and should arouse the sentiments of his fans with little trouble. (Leeds, ASCAP)
The River . . . 74
 Here Crosby sings a melancholy tale of lost love and happiness with customary taste and style. The material itself is weak and difficult to sell, however. (Mellin, BMI)

LES ELGART ORK
Ever Since You Went Away . . . 74
 COLUMBIA 40414—Don Forbes is the vocalist on this side. He contributes a good baritone reading of the listenable ballad. Forbes is a new comer to the label, and is now singing with the Elgart crew. (Moonlight, BMI)
Night Train . . . 72
 The r.&b. instrumental of a year or so ago is handed a stylish interpretation by the Elgart crew. More for listening than terping. (Pamlee, BMI)

BERNICE PARKS
Lovin' Machine . . . 74
 CORAL 61317—Bernice Parks sells the rhythmical opus energetically. It's about a device that will replace the guy that ain't giving her any loving. Side can do some business on the juke. (Stratton, BMI)
Only Love Me . . . 70
 The plea for romance is delivered appealingly by the thrush. Slow foxtrot beat is paced well for dancing. (Spier, ASCAP)

BROTHER LEE ROY ORK
Ever Since You Went Away . . . 74
 EPIC 9081—The studio ork is sporting a new vocal group on this one—a group with the sound which seems to be wanted these days. Identified as the Lee Boys, the group sings smartly on an attractive new ditty. Disk is, of course, danceable. (Moonlight, BMI)
South Rampart Street Parade . . . 70
 The two-beat standard is handed a neat reading by the ork, which features the "Brother" Leo Anthony's baritone sax along with other solo passages by trumpet, piano and others. (Feist, ASCAP)

ROSEMARY CLOONEY-JOSE FERRER
Marry the Man . . . 72
 COLUMBIA 40407—Jose and Rose team up on a new novelty effort, helped by a chorus and snappy ork arrangement. The thrush handles it brightly, but her hubby is better an actor than a singer. (Advanced, ASCAP)
Mr. and Mrs. . . . 71
 Light, frothy effort penned by Sigmund Romberg many years ago is sung by Mr. and Mrs. Jose Ferrer on this new release. Rosie sounds better alone. (Witmark, ASCAP)

LEONA ANDERSON
The Mama Doll Song . . . 71
 COLUMBIA 40403—Reaction to this waxing could be startling. Miss Anderson, a woman of uncertain advanced age, may have once been able to sing. But no more. Her cracked tones, sadly out of tune, will cause many to guffaw, and cause other embarrassment. It has the same macabre appeal as the miserable chirping of Florence Foster Jenkins in the longhair field. (Lear, ASCAP)
I'm a Fool to Care . . . 70
 Same compact. (Peer, BMI)

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 DIDO ROWLEY
 Faber 4001
 - "I'VE GOT SOMEBODY NEW"
 "THE DIGGIE SONG"
 LAINIE SISTERS
 Faber 4002
 - "I'M BEWILDERED"
 (New Release)
 "TO SAY YOU'RE MINE"
 DeCASTRO SISTERS
 Abbott 3002

COUNTRY/WESTERN

- "PENNY CANDY"
 "I'LL FOLLOW YOU"
 JIM REEVES
 Abbott 170
- "ARE YOU MINE"
 "YOU BET I KISSED HIM"
 BUDDY DeVAL & MYRNA LORRIE
 Abbott 172
- "I'VE GOT SOMEBODY NEW"
 "ARE YOU MINE"
 GINNY WRIGHT & TOM TALL
 Faber 117
- "IT'SY WITSY BITSY ME"
 "WHY AM I FALLING"
 J. E. & MAXINE BROWN
 Faber 112
- "THE WILDER YOUR HEART BEATS THE SWEETER YOU LOVE"
 "WHERE DOES A BROKEN HEART GO"
 (New Release)
 JIM REEVES
 Abbott 174

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News of the labels, artists, bands, all Billboard charts on Pop, Country & Western, Rhythm and Blues Records — Packaged Record Buying Guide — New record reviews — Music as Written (the doings in the trade) — This Week's Best Buys — Records Coming Up in the Trade — Vox Jox (Deejay Doings) Folk Talent and Tunes — Rhythm and Blues Notes.

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The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

Best Sellers in Stores

For survey week ending December 22

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. 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	Title
1		13	MORE AND MORE —W. Pierce. You're Not Mine Anymore—Dec 29252—BMI
2		9	LOOSE TALK —C. Smith. More Than Anything Else—(18)—Col 21317—BMI
3		6	IF YOU AIN'T LOVIN' —F. Young. If That's the Fashion—Cap 2953—BMI
4		20	THIS OLE HOUSE —S. Hamblen. When My Lord Picks Up the Phone—V 20-5739—BMI
5		32	I DON'T HURT ANYMORE —H. Snow. My Arabian Baby—V 20-5698—BMI
6		2	LET ME GO, LOVER —H. Snow. I've Forgotten You—V 20-5960—BMI
7		33	ONE BY ONE —K. Wells & R. Foley. I'm a Stranger in My Home—Dec 29065—BMI
8		18	THIS IS THE THANKS I GET —E. Arnold. Hep Cat Baby—V 20-5805—BMI
9		12	NEW GREEN LIGHT —H. Thompson. Lonely Heart Knows—Cap 2920—BMI
10		15	IF YOU DON'T, SOMEONE ELSE WILL —Jimmy & Johnny. I'm Beginning to Remember—Chess 4859—BMI
11		10	IF YOU DON'T, SOMEONE ELSE WILL —R. Price. Oh Yes, Darling—Col 21315—BMI
12		5	THAT CRAZY MAMBO THING —H. Snow. Next Voice You Hear—(15)—V 20-5912—ASCAP
13		28	EVEN THO —W. Pierce. Sparkling Brown Eyes—Dec 29107—BMI
14		8	BEWARE OF IT —Johnnie & Jack. Kiss-Crazy Baby—V 20-5880—ASCAP
15		1	NEXT VOICE YOU HEAR —H. Snow. That Crazy Mambo Thing—(12)—V 20-5912—BMI

Most Played in Juke Boxes

For survey week ending December 22

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	Title
1		12	MORE AND MORE —W. Pierce. Dec 29252—BMI
2		31	I DON'T HURT ANYMORE —H. Snow. V 20-5698—BMI
3		7	NEW GREEN LIGHT —H. Thompson. Cap 2920—BMI
4		5	LOOSE TALK —C. Smith. Col 21317—BMI
5		30	ONE BY ONE —K. Wells-R. Foley. Dec 29065—BMI
6		12	IF YOU DON'T, SOMEONE ELSE WILL —Jimmy & Johnny. Chess 4859—BMI
7		3	IF YOU AIN'T LOVIN' —F. Young. Cap 2953—BMI
7		14	THIS IS THE THANKS I GET —E. Arnold. V 20-5805—BMI
9		17	COURTIN' IN THE RAIN —T. T. Tyler. Four Star 1660—BMI
10		1	IF YOU DON'T, SOMEONE ELSE WILL —R. Price. Col 21315—BMI

Most Played by Jockeys

For survey week ending December 22

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	Title
1		13	MORE AND MORE —W. Pierce. Dec 29252—BMI
2		9	LOOSE TALK —C. Smith. Col 21317—BMI
3		7	IF YOU AIN'T LOVIN' —F. Young. Cap 2953—BMI
4		30	I DON'T HURT ANYMORE —H. Snow. V 20-5698—BMI
5		18	THIS OLE HOUSE —S. Hamblen. V 20-5739—BMI
6		1	ARE YOU MINE? —B. DeVal & M. Lorrie. Abb 172—BMI
7		11	YOU'RE NOT MINE ANYMORE —W. Pierce. Dec 29252—BMI
8		10	COMPANY'S COMIN' —P. Wagoner. V 20-5648—BMI
9		2	LET ME GO, LOVER —H. Snow. V 20-5960—BMI
9		1	ARE YOU MINE? —C. Wright & T. Tall. Fabor 117—BMI
9		9	NEW GREEN LIGHT —H. Thompson. Cap 2920—BMI
12		9	PENNY CANDY —J. Reeves. Abbott 170
13		19	THIS IS THE THANKS I GET —E. Arnold. V 20-5805—BMI
13		30	ONE BY ONE —K. Wells-R. Foley. Dec 29065—BMI
13		2	CHRISTMAS CAN'T BE FAR AWAY —E. Anold. V 20-5905—BMI

Reviews of New C & W Records

TOMMY COLLINS
 Untied 87
 CAPITOL 3017—A Billboard "Spotlight" pick 12-25-'54. (Central, BMI)
 Boob-I-Lak... 77
 CAPITOL 3017—Collins turns in another, and expected, fine effort on a cute piece of rhythm material about a little bird. Flip is stronger. (Central, BMI)

THE DAVIS SISTERS
 Everlovin' (A One Way Love) 80
 VICTOR 5966—The gal duo has a slick piece of material here, coupled with their fast-talking chanting style the ditty could break thru. Jocks will get lots of attention with this kind of disk. (Tannen, BMI)
 Tomorrow's Just
 Another Day to Cry... 80
 This is a fine tune which happened about seven or eight years ago and should happen again. The gals turn in a fine reading and get first-rate backing. (RFD, BMI)

JIM REEVES
 Where Does a Broken Heart Go 80
 ABBOTT 174—This is a slick piece of writing and Reeves delivers a powerful reading of the material. Excellent wax. (Dandelion, BMI)
 The Wilder Your Heart Beats
 The Sweeter You Love... 77
 Reeves delivers a fine reading of a somewhat different piece of rhythmic love story material. Jocks will like it. (Fairway, BMI)

WADE RAY
 No Mama—No Papa 75
 VICTOR 5957—This is the op-r.&b. item which made some noise originally on the Central label. Ray delivers a sock reading which country jocks should hand plenty of spins. (Roosevelt, BMI)
 There's No Fool
 Like a Young Fool... 75
 Here's a fine country tune which deserves to get retail, operator and jockey action. Could be that it's good enough to get Ray started—a long overdue happening. (Tree, BMI)

ROB AND BOB
 The Waltz You Saved for Me 74
 DECCA 29336—Tuneful oldie is sung in close harmony by the boys. Pleasant listening here. One of the singers is Webb Pierce, which should help this sell well among his fans. (Felsit, ASCAP)
 One Day Later... 70
 Rob and Bob chant the weeper waltz with tender warmth. Another listenable effort. (Cedarwood, BMI)

SKEETER BONN
 My Son, My Son 74
 VICTOR 5967—In this English hit, the singer has a strong piece of material. As powerful a reading as Bonn gives it, it should enjoy a measure of the success it had in the pop field. (Kassner)
 My Baby Doll... 70
 An appealing weeper penned by the singer, in a relaxed, bouncy arrangement that will attract many in this market. (Hill & Range, BMI)

JIMMIE LOGSDON
 You Ain't Nothing But the Blues 73
 DECCA 29337—Logsdon gets off a sincere blues reading of an above-average ditty which he wrote for himself. Jocks will get good spins out of it. (Melody Trails, BMI)
 I'm Goin' Back to Tennessee... 70
 A driving train sound beat and the personable Logsdon chanting add up to a neat combination on an okay hunk of country material. (Melody Trails, BMI)

JIMMY LEE-JOHNNY MATHIS
 Open for Trade 73
 CAPITOL 3012—Lee goes it alone on a cute piece of rhythm material which jocks should like. It's a cute tune and the reading is effective, too. (Bullett, BMI)
 Don't Forget to Remember... 69
 The male duet turns in a smooth reading of a ranchero-type item. Good listening. (Bullett, BMI)

TOMMY DUNCAN
 My Son, My Son 73
 CORAL 61321—Country interpretation of the English import fits well lyrically. But the minor modulations may rest uneasy on some rural ears. Duncan sings the ballad sympathetically. (Kassner-Jungnickel, ASCAP)
 Leavin' Today... 69
 Weeper with carefree lilt is presented ably by chanter and string band. (Pendulum, BMI)

JIMMY MARTIN-OSBORNE BROTHERS
 20-20 Vision 71
 VICTOR 5958—He has 20-20 vision sings Martin, but since his girl has left him he might as well be blind. He is backed by the Osborne Brothers. (Golden West, BMI)
 Save It, Save It... 69
 Up-tempo novelty is sold with spirit by Martin with help from the chorus, over a toe-down arrangement. (Fairway, BMI)

JIMMY DAY
 Blue Wind 70
 ABBOTT 175—This is a fine guitar instrumental in a blue mood. Day impresses as both a guitarist and a writer. (Dandelion, BMI)
 Rippin' Out... 70
 Riff-built item makes for more good guitar instrumental listening. Another

This Week's Best Buys

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

I DREAMED OF A HILLBILLY HEAVEN—Eddie Dean—Sags Sand 180

During the past month, this disk has been slowly gaining popularity in various parts of the country, and now seems to be well established in enough of them to rate seriously as a chart contender. This week it appears on the Cincinnati and Charlotte territorial charts and is also reported to be a strong seller in Los Angeles, St. Louis and some Southern areas.

LITTLE TOM (Tree, BMI)
I FEEL BETTER ALL OVER (Central, BMI)—Ferlin Huskey—Capitol 3001

Southern markets are almost unanimous in their enthusiastic sales reports on this record. Richmond, Atlanta, Durham and Dallas were among those indicating sizable initial turnover. St. Louis, Cincinnati, Cleveland, Milwaukee and Philadelphia also reported good sales. Both sides are showing action, with "Little Tom" enjoying the edge.

Review Spotlight on... RECORDS

EDDY ARNOLD
 I've Been Thinking (Acuff-Rose, BMI) — RCA Victor 20-6000—This is one of the brightest novelties that the chanter has had in a long time, and he sells it with much zest. It's certain to pull those juke box coins and to attract solid sales. Flip is a smooth ballad "Don't Forget" (Trinity, BMI).

CARL SMITH
 Kisses Don't Lie
 No, I Don't Believe I Will — Columbia 21340 — Carl Smith once again has come thru with a fine pair of waxes, one a touching ballad and the other a cute novelty tune. He sings them with genuine feeling, and both sides are mighty strong.

TALENT

BOBBY LORD
 Here's a lad who can sell a song with versatility. His voice is flexible enough to sing both "bass" or tenor, and with a solid beat as well. He shows off his unusual style on a new Columbia record, "No More, No More, No More" and "Why Were You Only Fooling." Columbia 21339.

C & W Territorial Best Sellers

For survey week ending December 22

City-by-city listings are based on late reports secured from top country and western dealers and juke box operators in each of the markets listed.

Birmingham

1. More and More, W. Pierce, Dec.
2. This Is the Thanks I Get, E. Arnold, V.
3. That Crazy Mambo Thing, H. Snow, V.
4. I Don't Hurt Anymore, H. Snow, V.
5. Hep Cat Baby, E. Arnold, V.
6. If You Ain't Lovin', F. Young, Cap.

Charlotte

1. Loose Talk, C. Smith, Col.
2. If You Ain't Lovin', F. Young, Cap.
3. Let Me Go, Lover, H. Snow, V.
4. More and More, W. Pierce, Dec.
5. I Dreamed of a Hillbilly Heaven, E. Dean, S & S
6. Thou Shalt Not Steal, K. Wells, Dec.
7. One by One, K. Wells & R. Foley, Dec.
8. Kiss Crazy Baby, Johnnie & Jack, V.
9. Never, W. & M. Tuttle, Cap.
10. This Ole House, S. Hamblen, V.

Cincinnati

1. Loose Talk, C. Smith, Col.
2. More and More, W. Pierce, Dec.
3. I Don't Hurt Anymore, H. Snow, V.
4. I Dreamed of a Hillbilly Heaven, E. Dean, S & S
5. Let Me Go, Lover, H. Snow, V.
6. Sure Fire Kisses, G. Hill — J. Tubbs, Dec.

Dallas-Fort Worth

1. More and More, W. Pierce, Dec.
2. Oceans of Tears, S. James, Cap.
3. One by One, K. Wells & R. Foley, Dec.
4. Loose Talk, C. Smith, Col.
5. Ole Pappy Time, S. Hamblen, V.
6. If You Ain't Lovin', F. Young, Cap.
7. Bandit, T. Ritter, Cap.

Houston

1. Penny Candy, J. Reeves, Abb.
2. More and More, W. Pierce, Dec.
3. This Is the Thanks I Get, E. Arnold, V.
4. Loose Talk, C. Smith, Col.
5. If You Ain't Lovin', F. Young, Cap.
6. I Love You Mostly, L. Frizzell, Col.
7. This Ole House, S. Hamblen, V.
8. Hep Cat Baby, E. Arnold, V.
9. More Than Anything Else, C. Smith, Col.
10. Tell Her Lies and Feed Her Candy, S. Burns, Cap.

Knoxville

1. Loose Talk, C. Smith, Col.
2. This Ole House, S. Hamblen, V.
3. I Don't Hurt Anymore, H. Snow, V.

good side here which ops should like. (Dandelion, BMI)

JIMMY WAKELY
 Let Me Go, Lover 70
 CORAL 61320—Wakely turns in a fair reading of the current pop and country click, but it is doubtful if he will be able to pick up more than a token share of the lot on the song. (Hill & Range, BMI)

Let the Rest of the World Go By... 70
 On the lovely standard the chanter comes thru with a listenable, easy

(Continued on page 33)

4. Courtin' in the Rain, T. T. Tyler, FS
5. More and More, W. Pierce, Dec.
6. If You Ain't Lovin', F. Young, Cap.

Memphis

1. More and More, W. Pierce, Dec.
2. Let Me Go, Lover, H. Snow, V.
3. If You Don't Someone Else Will, Jimmy & Johnny, Chs.
4. This Is the Thanks I Get, E. Arnold, V.
5. I Don't Hurt Anymore, H. Snow, V.
6. Loose Talk, C. Smith, Col.
7. Daydreaming, D. Deckelman, Mtr.

Nashville

1. Loose Talk, C. Smith, Col.
2. If You Ain't Lovin', F. Young, Cap.
3. More and More, W. Pierce, Dec.
4. Sure Fire Kisses, G. Hill & J. Tubbs, Dec.
5. If You Don't Someone Else Will, Jimmy & Johnny, Chs.
6. If You Don't Someone Else Will, R. Price, Col.
7. This Ole House, S. Hamblen, V.
8. One by One, K. Wells & R. Foley, Dec.
9. Next Voice You Hear, H. Snow, V.
10. Let Me Go, Lover, H. Snow, V.

New Orleans

1. More and More, W. Pierce, Dec.
2. If You Don't Someone Else Will, Jimmy & Johnny, Chs.
3. Let Me Go, Lover, H. Snow, V.
4. New Green Light, H. Thompson, Cap.
5. Next Voice You Hear, H. Snow, V.
6. Beware of It, Johnnie & Jack, V.
7. I Don't Hurt Anymore, H. Snow, V.
8. That Crazy Mambo Thing, H. Snow, V.
9. If That's the Fashion, F. Young, Cap.
10. If You Ain't Lovin', F. Young, Cap.

Richmond, Va.

1. If You Ain't Lovin', F. Young, Cap.
2. This Ole House, S. Hamblen, V.
3. More and More, W. Pierce, Dec.
4. Loose Talk, C. Smith, Col.
5. Let Me Go, Lover, H. Snow, V.
6. This Is the Thanks I Get, E. Arnold, V.
7. Beware of It, Johnnie & Jack, V.
8. Christmas Can't Be Far Away, E. Arnold, V.
9. I Can See an Angel, P. Pike, Cor.
10. That Crazy Mambo Thing, H. Snow, V.

JIMMY WORK

singing

"MAKING BELIEVE"

Dot 1221

The Billboard Music Popularity Charts

RHYTHM & BLUES RECORDS

Best Sellers in Stores

For survey week ending December 22

RECORDS are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among dealers throughout the country with a high volume of sales in rhythm and blues records. The reverse side of each record is also listed. 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	Title	Label
1		10	HEARTS OF STONE—Charms	DeLuxe 6062—BMI
2		3	EARTH ANGEL—Penguins	Hey, Senorita—Dootone 348—BMI
3		3	WHITE CHRISTMAS—Drifters	Bells of St. Mary—Atlantic 1048—ASCAP
4		5	SINCERELY—Moonglows	Tempting—Chess 1581—BMI
5		3	TEACH ME TONIGHT—D. Washington	Wishing Well—Mercury 70497—ASCAP
6		9	YOU UPSET ME, BABY—B. B. King	Whole Lotta Love—(13)—RPM 416—BMI
7		5	RECONSIDER, BABY—L. Fulson	I Believe I'll Give Up—Checker 804—BMI
8		1	LING, TING, TONG—Five Keys	I'm Alone—Cap 2945—BMI
9		3	HURT—R. Hamilton	Star of Love—Epic 9086—ASCAP
10		10	MAMBO BABY—R. Brown	Somebody Touched Me—Atlantic 1044—BMI

Most Played in Juke Boxes

For survey week ending December 22

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

This Week	Last Week	Weeks on Chart	Title	Label
1		8	YOU UPSET ME, BABY—B. B. King	RPM 416—BMI
2		8	HEARTS OF STONE—Charms	DeLuxe 6062—BMI
3		8	MAMBO BABY—R. Brown	Atlantic 1044—BMI
3		4	RECONSIDER, BABY—L. Fulson	Checker 804—BMI
5		2	EARTH ANGEL—Penguins	Dootone 348—BMI
6		1	SINCERELY—Moonglows	Chess 1581—BMI
7		2	WHITE CHRISTMAS—Drifters	Atlantic 1048—ASCAP
8		31	SHAKE, RATTLE AND ROLL—J. Turner	Atlantic 1026—BMI
9		1	POISON IVY—W. Mabon	Chess 1580—BMI
10		3	LAST NIGHT—Little Walter	Checker 805—BMI

R & B Territorial Best Sellers

For survey week ending December 22

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

Atlanta

1. Hearts of Stone, Charms, Del.
2. Ling Ting Tong, Five Keys, Cap.
3. Earth Angel, Penguins, Dtn.
4. Sincerely, Moonglows, Chs.
5. Tweedle Dee, L. Baker, Atl.
6. You Upset Me Baby, B. B. King, RPM
7. Mellow Down Easy, Little Walter, Chs.

Balti.-Wash.

1. Hearts of Stone, Charms, Del.
2. Ling Ting Tong, Five Keys, Cap.
3. White Christmas, Drifters, Atl.
4. Earth Angel, Penguins, Dtn.
5. Let's Make Up, Spaniels, VJ
6. You Upset Me Baby, B. B. King, RPM
7. Mambo Baby, R. Brown, Atl.
8. Ebb Tide, R. Hamilton, Epi.
9. Hurt, R. Hamilton, Epi.

Charlotte

1. Hearts of Stone, Charms, Del.
2. White Christmas, Drifters, Atl.
3. Ling Ting Tong, Five Keys, Cap.
4. Poison Ivy, W. Mabon, Chs.
5. Sincerely, Moonglows, Chs.
6. Bip Bam, Drifters, Atl.
7. Don't Drop It, W. Harrison, Sav.
8. Earth Angel, Penguins, Dtn.

9. You Upset Me Baby, B. B. King, RPM
10. Mambo Baby, R. Brown, Atl.

Chicago

1. Shake, Rattle and Roll, B. Haley, Dec.
2. Honey Love, Drifters, Atl.
3. Dim, Dim the Lights, B. Haley, Dec.
4. Reconsider, Baby, L. Fulson, Che.
5. Annie Had a Baby, Midnighters, Fed.
6. Poison Ivy, W. Mabon, Chs.

Cincinnati

1. Teach Me Tonight, D. Washington, Mer.
2. Hurt, R. Hamilton, Epi.
3. You Upset Me Baby, B. B. King, RPM
4. Hearts of Stone, Charms, Del.
5. White Christmas, Drifters, Atl.
6. I Don't Hurt Anymore, D. Washington, Mer.

Detroit

1. Hearts of Stone, Charms, Del.
2. Sincerely, Moonglows, Chs.
3. Teach Me Tonight, D. Washington, Mer.
4. White Christmas, Drifters, Atl.
5. Whole Lotta Love, B. B. King, RPM
6. Stingy Little Thing, Midnighters, Fed.

Reviews of New R & B Records

B. B. "BLUES BOYS"-KING ORK
Every Day I Have the Blues85
RPM 421—A Billboard "Spotlight" 12-25-'54. (Golden State, BMI)

Sneakin' Around...81
The singer says he is tired of meeting his girl in secret, and wants to put their love on an honorable basis. King reads the lyric smoothly and with taste. A powerful side but not quite up to the flip. (Crawford, BMI)

EDDIE BOYD
Please Help Me84
CHESS 1582—A Billboard "Spotlight" 12-25-'54. (Arc, BMI)
The Story of Bill...75
Snappy rocker about a guy named Bill is sold with spirit by the chanter. He is backed sharply by the ork but the flip is stronger. (Arc, BMI)

THE FOUR SPEEDS
The Girls Back Home79
DE LUXE 6070—The boys debut with a bright, swinging reading of a wild new rocker, with lead singer Benny Goodwin coming thru with a fine lead vocal. This is a might attractive side that could break thru with exposure. Watch this group. (Franklin, BMI)

I Need You Baby...78
The Four Speeds show on this side that they can sell a ballad, sparked by lead singer Benny Goodwin. Goodwin sounds like a comer, and the waxing could get attention. Two good sides. (Franklin, BMI)

NU TONES
Annie Kicked the Bucket79
HOLLYWOOD 798—A Billboard Talent "Spotlight" 12-25-'54.
Believe...74
A Billboard Talent "Spotlight" 12-25-'54.

THE "5" ROYALES
School Girl78
KING 4762—The boys turn in a good reading here of a typical "5" Royales piece of material, that will be banned on a lot of stations due to the blue lyric. It will get juke loot, tho. (Franklin, BMI)
One Mistake...76
Warm new ballad is sung neatly by the boys over a backing with a beat by the combo. A good side that should get jock spins. (Franklin, BMI)

DAKOTA STATION
Me Heart's Delight78
CAPITOL 3010—A Billboard Talent "Spotlight" 12-25-'54. (St. Louis, BMI)
What Do You Know About Love...76
A Billboard Talent "Spotlight" 12-25-'54. (St. Louis, BMI)

THE FIVE JETS
Please Love Me Baby77
DE LUXE 6071—The Five Jets, who have turned out a number of fine recordings recently, have another good one here. They sell the hand-clapper with spirit while the ork backs them with a double beat. (Jay & Cee, BMI)
Down Slow...75
The boys sell this philosophic weeper, with emotion, over a listenable bluesy backing. (Jay & Cee, BMI)

7. Reconsider, Baby, L. Fulson, Che.
8. Shake, Rattle and Roll, J. Turner, Atl.

Los Angeles

1. Sincerely, Moonglows, Chs.
2. Earth Angel, Penguins, Dtn.
3. Reconsider, Baby, L. Fulson, Che.
4. White Christmas, Drifters, Atl.
5. All Night Long, J. Houston, Mon.
6. Hurt, R. Hamilton, Epi.
7. Shoo Doo Be Do, B. Lester-Moonlighters, Che.
8. I Don't Hurt Anymore, D. Washington, Mer.
9. You Upset Me Baby, B. B. King, RPM

New Orleans

1. Hearts of Stone, Charms, Del.
2. White Christmas, Drifters, Atl.
3. Last Night, Little Walter, Che.
4. Earth Angel, Penguins, Dtn.
5. Reconsider, Baby, L. Fulson, Che.
6. You Upset Me Baby, B. B. King, RPM
7. Tweedle Dee, L. Baker, Atl.
8. Poison Ivy, W. Mabon, Chs.
9. Hurt, R. Hamilton, Epi.

New York

1. Earth Angel, Penguins, Dtn.
2. White Christmas, Drifters, Atl.
3. Sincerely, Moonglows, Chs.
4. Teach Me Tonight, D. Washington, Mer.
5. Hurt, R. Hamilton, Epi.
6. Mambo Baby, R. Brown, Atl.
7. Smile, Nat (King) Cole, Cap.
8. Shoo Doo Be Do, B. Lester-Moonlighters, Che.

Philadelphia

1. Teach Me Tonight, D. Washington, Mer.
2. Sincerely, Moonglows, Chs.
3. Earth Angel, Penguins, Dtn.
4. Hurt, R. Hamilton, Epi.
5. You Upset Me Baby, B. B. King, RPM
6. White Christmas, Drifters, Atl.
7. Ling Ting Tong, Five Keys, Cap.

St. Louis

1. Reconsider, Baby, L. Fulson, Che.
2. Hearts of Stone, Charms, Del.
3. Last Night, Little Walter, Che.
4. Teach Me Tonight, D. Washington, Mer.
5. You Upset Me Baby, B. B. King, RPM
6. Poison Ivy, W. Mabon, Chs.
7. Sincerely, Moonglows, Chs.
8. Earth Angel, Penguins, Dtn.

This Week's Best Buys

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

STINGY LITTLE THING (Armo, BMI)—The Midnighters—Federal 12202

The group's latest release has been steadily gaining strength and now is within firing distance of the charts. Already listed on the Detroit territorial chart, the disk is also rated strong in Atlanta, St. Louis, Nashville, Buffalo, Baltimore and Philadelphia. Flip is "Tell Them" (Armo, BMI).

EVERY DAY I HAVE THE BLUES (Golden State, BMI)
SNEAKIN' AROUND (Crawford, BMI)—B. B. King—RPM 421

One of the fastest moving r.&b. records within the past few weeks. A good spread of solid reports was received that ranged from Los Angeles to New York. These included Philadelphia, Cincinnati, Cleveland, Nashville, Durham, St. Louis and Atlanta. Both sides are reported to be showing action and both conceivably could make the charts. A previous Billboard "Spotlight" pick.

Review Spotlight on... RECORDS

RAY CHARLES

I've Got a Woman (Progressive, BMI)
Come Back (Progressive, BMI)—Atlantic 1050—"Woman" is one of the most infectious blues sides to come out on any label since the summer. It has a rocking, driving beat and a sensational vocal by the chanter. "Come Back" is a slow, meaningful ballad, and it also features a wonderful vocal. Both sides are outstanding.

RUTH BROWN

Bye Bye Young Men (Progressive, BMI)
Ever Since My Baby's Been Gone (Fisher, ASCAP)—Atlantic 1050—Ruth Brown swings back on a lively rhythm kick with a sock reading of "Young Men." She also does a near-perfect job with the tender ballad on the flip. The thrush is mighty hot these days, and both sides should keep her up there.

HAROLD BARRAGE

Feel So Fine74
STATES 144—Barrage works up a lather of excitement as he exults in his new love. The singer, thru hesitation and suggestion, works fast and loose with the listener's imagination. The combo backing him swings. (Pamlee, BMI)
You're Gonna Cry...70
The singer does a fine job on this blues, tho the material does not rise much above the routine. Dynamic performance alone does not quite sell this side. (Pamlee, BMI)

URSALA REED

All Gone68
HERALD 440 — Thrush shouts an okay rhythm blues to good effect. Might do some juke business. (Angel, BMI)
You Hurt My Pride...67
Slow blues is sung in growly fashion by Miss Reed. The Joe Morris ork provides a solid beat. (Marshall, BMI)

Sacred

BIG WALTER

Hard-Hearted Woman73
STATES 145—The singer complains bitterly over the treatment he is getting from his girl. A rocking Southern blues with an unusually appealing rhythm backing. (Pamlee, BMI)
Back Home to Mama...72
Another solid blues in similar style. Both sides should make good juke box items. (Pamlee, BMI)

THE PILGRIM TRAVELERS

SPECIALTY 875—A Billboard "Spotlight" 12-25-'54. (Simmons-Akers, BMI)
Weary Traveler...81
A Billboard "Spotlight" 12-25-'54. (Venke, BMI)



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MISS RHYTHM RIDES AGAIN!

Ruth Brown

"BYE, BYE, YOUNG MEN"
"EVER SINCE MY BABY'S BEEN GONE"
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Ray Charles

"COME BACK"
"I'VE GOT A WOMAN"
ATLANTIC-1050

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"I GOT TO LEARN TO DO THE MAMBO"
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"I NEED YOUR LOVE"

b/w

"YOU KNOW, YEAH"
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"A MELODIC WINK," says Winchell

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FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

Frank Dailey, bossman of Meadowbrook, Cedar Grove, N. J., who recently inaugurated a country & western policy on a once-a-month basis, using names and local talent, has Hank Thompson and his cowboy crew set for January 18-19, with Webb Pierce moving in February 6-7. Dailey is also dickering with Eddie Arnold for a date during early spring. . . . Red Foley will top a bill of c. & w. talent at Uline Arena, Washington, New Year's Eve. Other features will include Ernest Tubb, Deacon Andy Griffith, Jimmy Dean and His Texas Wildcats and the "Midwestern Hayride" Square Dancers, piloted by John Grigsby.

Hank Snow makes a guest appearance Wednesday (29) on the Perry Como television show over the CBS network. . . . "Town Hall Party," which airs each Saturday from the Coast, 7:30-8:30 p.m., goes full NBC network (radio) for its first half beginning January 1, with the second half being beamed to the West Coast only. At the present, the show is carried only by the Western half of the net. In addition to its radio time, "Town Hall" does a three-hour shot, 10 p.m.-1 a.m. on Saturdays via KTTV,

Channel 11, Los Angeles. Cast includes Tex Ritter, Merle Travis, Wesley Tuttle, Johnny Bond, Joe Maphis and Rose Lee, the Rangers Quartet, Mary Lou, Betsy Gay, Freddie Hart and others. Recent guests included Gene Autry, Annie Oakley, Rex Allen, Hank Thompson, Jimmy Wakely, Lefty Frizzell, George Morgan, Ray Price, Carl Smith and Ernest Tubb. "Town Hall Party" is managed by Bill Wagnon, directed by Wesley Tuttle and written by Johnny Bond.

"Big D Jamboree," Dallas, which shut down for the holidays December 18 with a show featuring the Maddox Brothers and Rose, resumes regular Saturday night operation New Year's night. J. F. Dolan, "Big D" tub-thumper, reports that the Maddox boys and Rose pulled some 4,500 the week of December 4, with Tex Ritter attracting similar business a week later. Dolan does a rave on a new singer with the show, 13-year-old Joe Poovey, who has his own deejay show on KMAE, McKinney, Tex., 30 miles from Dallas. Dolan brands him an excellent businessman and a coming headliner. Young Joe has a 15-minute show on KMAE each Saturday at 1 p.m.,

(Continued on page 34)

RHYTHM & BLUES NOTES

By BOB ROLONTZ

This is the season of the year when we are all thankful for the good things that have happened to us. And many firms in the r.&b. business have a lot to be thankful for. For instance, Atlantic Records is thankful for the best year in its history; Chess Records for the hottest three months in many a year; Duke Records for Johnny Ace with eight hits in a row; RPM for a great folk singer named B. B. King. Federal is thankful for the Midnighters and the Midnighters are thankful for "Annie"; Imperial for Fats Domino; Specialty for the Pilgrim Travelers; Okeh for Chuck Willis; Mercury for a really hot Dinah Washington and the Buddy Johnson ork; Herald for Faye Adams and Capitol for the Five Keys. Peacock is offering thanks for the Dixie Hummingbirds and the Five Blind Boys; DeLuxe for the Charms; Duotone for the Penguins; Savoy for Wilbert Harrison; United for Memphis Slim; Bruce for the Harptones; Veejay for the Spaniels, and Jay-Dee for the Crickets.

And a lot of pop a.&r. men are thankful to the r.&b. field for many new songs, new artists, and and new musical ideas and arrangements that started out first on r.&b. records. In this regard, of course, the owners and heads of many r.&b. firms

should be happy with the acceptance of the music with a beat by thousands of teen-agers in the North, South, East and West, who have helped zoom the sales of r.&b. records until the lines of demarcation between r.&b. and pop wax has almost reached the vanishing point.

The record firms are not the only ones who are rather happy over the events of the year. Shaw Artists are thankful for Ruth Brown; the Gale Agency for Roy Hamilton, and Universal Attractions for Earl Bostic. All told, it's been a great year for all concerned in the field, and thanks go to the deejays, ops and dealers who helped make it so. And a Happy New Year to all too.

Lucky Millinder signed a new waxing contract with King Records this week. Millinder and his ork will cut a session for the label in January and records by the ork will be out shortly thereafter. The ork leader, who has been leading a band at The Apollo in New York for a number of years, will put together an all new ork for the label. Good luck, Lucky. . . . Nesuhi Ertegun, brother of Atlantic Records' veepee Ahmet Ertegun has joined the Atlantic label (see separate story in Music department).

TALENT TOPICS

13 CONCERTS SET FOR JATP EUROPEAN JAUNT . . .

Norman Granz kicks off his annual Jazz at the Philharmonic tour of Europe February 7, with a slate of 13 concerts in six countries. Talent making the 1955 tour includes Roy Eldridge, Dizzy Gillespie, Buddy DeFranco, Flip Phillips, Bill Harris, Louis Bellson, Ella Fitzgerald, Oscar Peterson, Ray Brown, Herb Ellis and Don Abney. Troupe will play concerts in Stockholm, Copenhagen, Berlin, Frankfurt, Munich, Stuttgart, Zurich, Basle, Geneva, Lyons and Paris. Granz will promote the entire tour for the first time, buying out the locations the troupe will play.

DAVID CARROLL ORCHESTRA TO TOUR WITH CREW CUTS . . .

The David Carroll orchestra which has been recording under the Mercury label for a year now, will hit the road January 18 on a tour with the Crew Cuts. Carroll is Mercury's Midwest musical director and consequently is unable to leave the city. Therefore the band will be fronted by Jerry Mercer, former vocalist with Buddy Morrow. Mercer will sing and play the saxophone as well as conduct the band. Previous to his stint with Morrow, he was featured vocalist with Sammy Kaye for some five years. This will be his first venture as a band leader.

DETROIT DEALER SAYS

Hits in Stock Are Must for Successful Record Shop

DETROIT, Dec. 25.—Small for its size, and in a location where records can be easily obtained from competitors, the Bell Record Shop here has earned a reputation among its competitors of having the largest neighborhood business of its kind in this city.

The shop is managed by Bud Dendrinis for owner Torrence Black and features every one of the hit tunes available on the market in its one center aisle display rack. Dendrinis has been managing the shop for four and a half years and attributes much of the sales success to his complete stock of the latest hits.

"If you haven't got a disk when it's just getting popular, you're out of luck. You have to make sure you've got the hit tunes, and you make sure that you're picking the hits simply by instinct," said Dendrinis.

Cite: Experience

He feels record dealers must learn to spot a good commercial disk. He has learned to do this, he

says, from his experience during the past 12 years in selling records on the retail levels in Detroit and Muskegon, Mich., as well as on the wholesale level with several record companies, including Decca and Capitol.

For the past two years the shop has bought time on disk jockey Robin Seymour's "Bobbin' With Robbin" show, and before that the "Jack the Bellboy" program. Now this has been dropped temporarily and sales have continued to hold to a good, steady level, even rising with the present Christmas trade.

"The disk shows have helped greatly, of course. But the most important thing is for the record dealer to make records his business. In a lot of cases," says Dendrinis, "the dealer isn't really interested in his record department. He is busy taking care of radio, phonograph or television sales. He's got to learn that he must concentrate on knowing records; what sells, what won't—and to know this before he overstocks himself."

DESMOND OUT OF THIS WORLD

CHICAGO, Dec. 25.—Coral record artist and now ABC disk jockey, Johnny Desmond, is attracting plenty of attention around Chicago this week because of "Music From Outer Space."

Desmond, on his weekly TV disk jockey show, which is sponsored by Philco, has inaugurated what he calls a flying saucer report. On the last four programs he has aired pictures and reports by scientists on the phenomena. This week he played a recording of noises, which have been described by the newspapers as "music from the outer space." These noises, or musical sounds, were described and explained by an engineer over the W3KB video waves, and immediately the station's switchboard lit up like a Christmas tree. According to Desmond, public reaction is almost forcing him to keep this as a regular portion of his show.

DISKING BASH EARNS 'EM 1G

HOLLYWOOD, Dec. 25.—To prove that there's money in jazz, Norman Granz points to the three-day marathon recording session held here recently in which sideman Herb Ellis, Ray Brown and Louis Bellson notched what may be record take-home pay.

Slicing 26 individual recording sessions at the prevailing union scale of \$41.25, the trio each took home \$1,072.50, not a bad haul for three days. Anybody need a rusty glockenspiel player?



THE CHARMS

HEARTS OF STONE
WHO KNOWS
DE LUXE 6062

LING, TING, TONG
BAZOOM
DE LUXE 6076

THE MIDNIGHTERS

STINGY LITTLE THING
TELL THEM
FEDERAL 12202

EARL BOSTIC
SONG OF THE ISLANDS
LIEBSTRUM
KING 4754

HARVEY JUNE VAN

THE LIGHTS ARE GROWING DIM
I'M JUST NOT THAT KIND
KING 1387

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Reviews of New C & W Records

Continued from page 30

reading that should get steady jock use. (Witmark, ASCAP)

RED HADLEY
Ring Out Those Bells68
METEOR 5017—Listenable instrumental rendition of an attractive new bell tune that could pull some juke loot in country areas. (BMI)
Brother That's All...65
The warbler explains that his gal done him wrong, and that's all, brother. He sings it with spirit. (BMI)

THE MORGAN SISTERS
Mambo Honky Tonk70
KING 1415—This is the story of a jazz pianist who plays a honky-tonk piano with a mambo beat. Cute wax for the boxes especially in areas

where they ken that Latin beat. (Lois, BMI)

Sweet Nothings...69
Whisper sweet nothings to me, sing the girls on this happy new slicing. It is attractive enough to pull deejay spins in many areas. (Showcase, BMI)

HAL (LONE) PINE
I Should Have Subtracted70
VICTOR 5968—The singer has lost his girl, but not his sense of humor. Pine has a bright tune with a clever lyric here that will go over big with his fans. (Trinity, BMI)

Add a Name...67
Pine has fallen victim to a girl who seems to specialize in breaking hearts. He gives a quietly plaintive reading of this pretty tune. (Tanna, BMI)

Columbia Guarantees Prices

Continued from page 9

side classical items, slower sellers, older recordings, etc.

The "custom catalog" will consist of about 250 12-inch LP's, plus 10-inch LP's, and the "limited availability catalog" will have about 400 LP's, plus many 10-inch LP's or over 60 per cent of the firm's LP line. The "custom" catalog will continue to be sold in the same manner and at the same discount structure as the firm's LP's have always been sold.

However, on the "limited availability catalog" Columbia will increase the dealer discount to 60 per cent on the 12-inch LP's and to 55 per cent on the 10-inch LP's. Items in this series will be made available to dealers only twice a year—January and September. All orders for this "limited availability" merchandise must be placed at these times.

Spring Plan

In order to give dealers enough time to pay for the orders they place on "limited availability," since the dealers will be stocking for much longer periods than at present, Columbia will also introduce a spring dating plan. This plan will cover all package merchandise as well as "limited availability" sets and will offer dealers a 30-60-90-120-day payment schedule. This is one of the longest payment plans offered by any major firm, and it allows dealers to pay for package merchandise ordered in January in four installments—February, March, April and May.

Columbia's big pitch on the larger discount on certain 12-inch and 10-inch Masterworks merchandise, the guarantee of prices on 12-inch Masterworks and the extended payment plan, is to give all dealers

a larger share of the pie. The firm believes that the dealer will be able to make out better with the larger discount and will be able to move more securely in buying merchandise with the price guarantee.

Execs Confident

By dividing the Masterworks line into two parts, distributor salesmen will be soliciting orders only for the fast-selling items and new releases most of the year. Columbia execs are confident that all dealers will be able to maintain a better stock of standard items, and make a better profit on them, too, if they have to work out their orders on a long range basis rather than a week-to-week struggle.

Columbia has no changes in mind at this time for other series in the line such as the \$3.95 CL series of 12-inch LP's, or the firm's pop LP's or EP's. The firm does not contemplate, at this time, any price changes for single 45's or 78's.

One of the ideas behind the larger discount on the "limited availability" catalog, tradesters believe, is to give all dealers the opportunity to do the same type of aggressive merchandising that the many discount houses have been doing for the past few years. These people feel that the extra discount will help spur increased advertising and merchandising activity on the part of many record shops and will give all dealers a chance to do so.

Columbia intends, too, as part of its new discount plans and price guarantees, to come up with a fuller program of merchandising aids and promotions than ever before. This is part of the firm's thinking to help the dealer increase his sales and his net profit in 1955.

Victor Announces Price Cuts

Continued from page 9

be spread from the present 38 per cent to a new margin of 42 per cent. However, the discount on LPs will remain at 38 per cent.

In the case of LPs, on the other hand, the traditional dealer return privilege will be eliminated. It will remain at the present 5 per cent in the case of 78s and 45s.

The new discount and return blueprint applies equally to Bluebird and Camden.

Purpose of the increased discount on 45s and 78s, according to company executives, is to boost the profit margin on traffic merchandise.

Advertising Program

The entire Victor program will be backed up by an advertising spurge in all media that is slated to rack up a space and time bill of \$400,000 in the first two months of operation.

Basic philosophy behind the entire Victor plan is the belief that the record business can expand to its proper volume only if class merchandise is offered at a price that will attract more consumers, if the total number of price variations is reduced, and if dealers across the country are permitted to compete with each other on a more equal footing.

For instance, observers predict that the reductions which record discounters will be able to afford to offer under the new price set-up will no longer prove as attractive to the average LP collector.

Frank M. Folsom, president of RCA, predicted that the total record volume could be doubled in

the next five years. He further predicted that Victor's new plan would enable the diskery to increase its own sales volume by 25 per cent in 1955. This was said to be a conservative estimate.

Much of the increase in volume would be due to more aggressive merchandising on the part of dealers, according to Victor execs. This would now become possible due to the probability that cut-raters would decline in influence. Dealers will now be able to plan ahead more safely, it was said.

New Store Plan

An integral phase of the diskery's thinking is a new store modernization plan to be made available to dealers. A special consulting service will be debuted soon to bring to retailers expert technical assistance along these lines.

In general, Victor's advertising push, set to begin in January, will veer from specialist appeal to mass marked for printed media advertising with 300 full newspaper page ads to plug the program in the next two months. Mass circulation magazines, such as Satevepost and Life, will be used starting in February.

Some \$240,000 will be spent in radio and television, with heavier use planned in the latter area. The NBC-TV spectacular on January 10 will carry heavy commercial messages on the new plan.

Theme of the new Victor program, to be featured in advertising and promotion, will be slugged under the tag "Good, Better and Best." Aimed at selling the idea

Cap to Hike

Continued from page 9

designing, merchandising and selling record display equipment, Capitol has consistently modified its line of browser boxes to meet basic changes in album packing. Currently the firm has a double tray seven-inch rack which holds 180 single EP's or 90 double-sleeve EP albums; 10-inch browser boxes with capacity for 60 albums or single records, and 12-inch browsers that will hold 60 LP's and will also accommodate 78 r.p.m. record readers. Basic units are designed to fit on either counters or wrought-iron stands, and are precisely the same height and style. Units can be used either singly or in series.

Browser boxes are augmented by such selling aids as wrought-iron wire indexers, plastic polyethylene sleeves, clip-on signs to catalog different types of music, and a recently introduced listening booth.

Capitol Sets

Continued from page 9

will contain 10 EP records. The EP package will not include the album covers, to make it less expensive for one-stops and operators.

Each kit will contain a fan photo of Gleason and a set of title strips. The promotion will start on Monday, December 27. A letter from Gleason is being sent to all one-stops and many operators. Also the package has been made especially for sales to ops and one-stops it will also be made available for consumer sale.

The songs contained on the disks include such tunes as "Once in a While," "Yesterdays," "Body and Soul," "Time on My Hands," etc. The firm is throwing its heaviest promotional guns behind the drive, and the Gleason office will also pitch in.

London Supports

Continued from page 9

Collins and the first new recording by violinist Mischa Elman (Tchaikovsky Violin Concerto) since his departure from RCA Victor last year.

One of the major classical issues for the month will be a two-disk package comprising an etching of the complete Carnegie Hall recital by Wilhelm Backhaus last March 31. It was taped during the actual performance, highly publicized at the time as the first American recital by the noted German pianist in 28 years.

that there is a record price for every pocketbook, the pitch will stress the three main LP price lines—\$1.98 for Camden, \$2.98 for Bluebird and \$3.98 for Victor—and the three EP price lines, 79 cents, \$1.19 and \$1.49, for Camden, Bluebird and Victor respectively.

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Come out and see the new 1955 "Beauty of the Highway"
We feature special theatrical rates. Be sure and ask for RUDY ROUSSE, Asst. Sales Mgr., COMMUNITY MOTORS, 2500 S. Michigan Ave. Phone: CALumet 5-4300

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when answering ads... SAY YOU SAW IT IN THE BILLBOARD!

THE FINAL CURTAIN

BURK—Ray, 64, for many years a widely known concessionaire on various shows, December 4 in Kansas City, Mo. Survived by his widow, a son and a daughter. Burial in Heart of America Showmen's Rest, Kansas City.

BUTLER—John, magician, recently in Detroit of injuries sustained in an automobile accident. For many years he worked with the magic team of Hathaway and Ruth. He later appeared as a single and was professionally known as Dr. Martin. Survived by his widow.

CARMICHAEL—Monroe, projectionist at the State Theater, Pontiac, Mich., December 11 in that city. He was formerly business agent of the Pontiac Local, International Alliance of Theatrical Stage Employees.

DEHAN—Mrs. Leroy M., 54, stage and screen actress in the 1920's known as Evelyn Atkinson, December 16 in Seattle. She had performed with several West Coast stock companies.

DINSMORE—Ed, 39, radio and television newscaster and emcee, December 19 in Buffalo. He was a well-known personality on Stations WBBN and WBBN-TV. His widow, two children and his mother survive.

DONALDSON—Will, 63, veteran songwriter and a charter member of ASCAP, of heart attack at St. Vincent's Hospital, Los Angeles, December 16. His widow and son survive.

EMERSON—Gwendolyn, 64, comedienne, character actress and a former "London Galeties" girl, December 18 in New York. She had come to the U. S. 20 years ago and married Frederick Emerson. After his death several years ago she returned to the stage in "Fygmalion," "Ring Around the Moon" and recently on tour in "Gentlemen Prefer Blondes."

ERMATINGER—Peter F., legit theater operator, at Cedars of Lebanon Hospital, Los Angeles. Manager of the Biltmore Theater since 1942, he ran the Astor, Fulton, Galety and New Amsterdam theaters in New York before coming West. Survived by his widow, Gertrude, and five children.

ESSMAN—Harry, 46, member of the CBS engineering staff, of a cerebral hemorrhage in Hollywood. He is survived by his widow and two sons.

GARRICK—Helen Collyer, 87, a prominent actress for almost two generations, December 9 in Goshen, N. Y. A sister of the late comedian, William Collyer, she had appeared with him for many years, also being featured in plays with John Barrymore, Marie Dressler, Weber and Fields and with Lillian Russell. Among the plays in which she appeared are "The Patriot," "On the Quiet" and "Caught in the Rain." A brother survives.

HERMAN—Eddie, 61, veteran Side Show operator and concessionaire, December 13 in Valdosta, Ga., of a heart attack. During the past season he was with Holly Amusement Company. Survived by his widow, Eva, and a son, Chuck, both of Valdosta.

HATT—Lambert, 58, veteran musician with Paul Whiteman, in an automobile accident December 17 in Platina, Calif. His widow survives.

HILTON—James, 54, author who gained world-wide fame for his "Lost Horizon" and "Goodbye, Mr. Chips," December 20 in Long Beach, Calif. He had also written "We Are Not Alone," "The Story of Dr. Wassell," "So Well Remembered," "Nothing So Strange," "Random Harvest," "Time and Time Again," "Morning Journey," "And Now Goodbye" and "Ill Wind." Many of his works were transmitted to the screen. "Horizon" was also done on the stage, and Hilton just finished assisting in translating the work into a libretto for an upcoming Broadway musical called "Shangri-La." Besides his books, he had also written original film texts, including "Mrs. Miniver."

HONOLD—Mrs. Hattie Mary, 66, wife of George E. Honold, West Coast ride operator and concessionaire, December 9 in Atherton, Calif. In addition to her husband, she is survived by her son, Edward T. Berg, and a daughter, Mrs. Lucille M. Ross, both of San Francisco. Burial December 11 in Cypress Lawn Mausoleum, Colma, Calif.

LAWRENCE—Norman, 38, Billboard correspondent, bandleader and promoter, December 16 in Natchez, Miss. At the time of his death he was a city police desk sergeant. Better known as "Slapsie," he was instrumental in bringing many attractions to the city. Survived by his mother and three brothers.

In Memoriam

WALTER LAWRENCE

Passed away December 20, 1954.

Charter member Alliance
Bill Posters and Billers
Local No. 63,
Decatur, Illinois.

LOPEZ—Vic, 68, magician, December 20 in Los Angeles following a long illness. Born in Australia, he toured with the West Coast Shows and in 1954 was with the Clyde Beatty Circus Side Show. Survived by a son, Tommy. Services December 28 and burial in Pacific Coast Showmen's Rest, Evergreen Cemetery, that city.

MARTIN—Carl J., 31, widely known Southwestern musician, December 4 of injuries sustained in an automobile accident near Lufkin, Tex. At the time of his death, the band of which he was a member had just completed a date at the Trinity County, Lufkin night club.

MISKEL—George T., 76, well known among the old-time vaudeville troupers as a member of the team of Miskel and May, magic act, December 13 in St. Louis.

MIX—Emil, 73, former tuba player with Sousa's Band and later a manager of musicians and musical organizations, December 18 in New York. He had managed the Caroline Beebe Chamber Music Society, the City Symphony Orchestra and the All-American Symphony Orchestra, as well as representing Julian Carrillo, Mexican composer. His widow, the former Nicolette Zedler, violinist and also a Sousa veteran; two sons, two daughters, two brothers and three sisters survive.

O'NEAL— 87, father of Clyde O'Neal, one time horizontal bar performer, December 10 in Waco, Tex.

PEASE—Mrs. Margaret Knowles, 31, wife of singer James Pease, December 20 on board the liner America outside Southampton, England. She was traveling with her two small children. Her husband has been touring Germany in concerts.

In Loving Memory
Of My Dear Husband
BENJAMIN H. PATRICK
Who Passed Away
January 1, 1945
"I miss you very much"
BESSIE A. PATRICK

PLANER—Paul, 69, Viennese stage designer and inventor of the G.K.P. device for projecting scenery, December 20 in New York. His method for throwing scenery onto a cyclorama at the back of the stage was used for several operas at the Berkshire (Mass.) Music Center in Tanglewood and for operas presented by the San Francisco Opera. His widow and a daughter survive.

POLAN—Frank, 66, father of agent Baron Plan and Mrs. Jerry Wald, December 20 after a short illness in Beverly Hills, Calif. Internment at Huntington, W. Va., home town of the Polan family. Also survived by his widow, Mrs. Genevieve Polan.

PRATT—Gil, 57, former Harold Lloyd gag writer and film director, recently in Hollywood of cancer.

RAWLINGS—Harry C., 73, retired outdoor showman, recently in Los Angeles. For many years he had a bear act and at one time he also operated a coin machine route. A member of the Pacific Coast Showmen's Association, he is credited with leading the money-raising drive for the present club building. Survived by his widow, Jennie. Burial December 6 in Evergreen Cemetery, Los Angeles.

REVENTLOW—Axel, 60, managing director of the Copenhagen Zoological Garden, from a heart attack December 11. Publicity minded, he took over the zoo in 1943 after being on the staff for 32 years, and built its attendance from 600,000 to more than a million last year. He was honorary president of the International Organization of Zoo Managers.

RICH—Everett, Veteran Boston booker, December 13 in Deaconess Hospital, Boston. He had been associated with show business for more than 25 years.

SCHWARM—Kenneth Woods, 58, last surviving member of the Circus Fana of Fairmont, W. Va., December 15 in that city. Survived by a brother, George, Donora, Pa.

SQUIRES—Simon, 71, brother of Harry D. Squires, talent manager, December 16 in Philadelphia. His brother survives.

STEBBING—Ernest, 69, veteran actor and circus clown, recently in City Hospital, N. Y. During his many years in show business he performed thruout the United States and in many foreign countries. In 1927, he worked as a clown with the John Robinson Circus. Burial in Mont Kensico, N. Y.

THOMPSON, Alexis, 43, millionaire sportsman and auto race promoter. (Details in Outdoor section.)

VARZAR—Nina Vasilyevna, wife of Dimitri Shostakovich, Russian composer, December 8 in Moscow. She married the composer in 1932.

WESTERMAN—Roy S., 66, former professional baton twirler, December 9 in Battle Creek, Mich.

WRIGLEY—Frank, organist, December 13 in Cottage Hospital, Detroit. He was known as the dean of Detroit organists.

MARRIAGES

CLIFFORD-MOONEY— Peggy Clifford, assistant production manager of Station KPRC-TV, Houston, and Phil Mooney, nonpro, recently in Beaumont, Tex.

BROWN-DUNN— John M. Brown and Elna L. A. Dunn, known in show business as Judy Renee, recently in Leaksville, N. C. Both are with Pat Gorden and Eddie Keck on the James E. Strates Shows.

Folk Talent and Tunes

Continued from page 32

with the time to be doubled in a few weeks. He calls his trick "Hillbilly Lowdown."

Hank Thompson was the Christmas Day feature at the Lyric Ballroom, Indianapolis, recently re-lighted by Dick Blake with a c.&w. policy. The Lyric bow attracted some 750 payees, with Pee Wee King doing his NBC shot from the spot. Ray Price and band was the December 18 feature at the Lyric. Blake is introducing a newcomer to the country field in the person of 19-year-old Sammy Scott. . . . Gale Griffith, 14-year-old blind country singer from Greenwood, Ind., has a wax session coming up with Emerald in January. . . . Carl Mattingly, formerly with Dick Blake's unit at the Lyric Theater, Indianapolis, is now with Lulu Belle Si at WTTV, Bloomington, Ind. . . . Uncle Bob Hardy, of WTTV, has signed with Dot Records.

With the Jockeys

Reporting from Truth Or Consequences, N. M., Charlie Russell, of KCHS, says he has started a new Friday night shindig by remote control from Ashbaugh's Night Club there, featuring himself, with Johnny Wade's Rhythm Wranglers. . . . Spike Jones guested on Cal Shrum's early show on WMAJ, Springfield, Ill., recently. . . . Deejay Jimmy Key, KERC, Eastland, Tex., recently guested on Bill Fox's show on KRBC-TV, Abilene, Tex., as well as on the latter's "Sweetheart Jamboree." Key and band also guested with Jim Ridgeway on the same station, and played a return December 14.

J. B. Ham, country & western spinner at WFTC, Kinston, N. C., reports successful tours recently with Johnny and Jack and Kitty Wells and Grandpa Jones. Ham also booked Jimmy Dickens on a number of December dates. . . . Harry Gaines, KTAE hillbilly deejay, Taylor, Tex., recently made a personal appearance on Clyde Clesser's "Bluebonnet Barn Dance" on KCEN-TV, Temple, Tex.

Jim Heap stopped by Bob Billingsley's KVET studio in Austin, Tex., recently to visit and leave his latest Capitol release. Tommy Hill also visited and reported on his new band. . . . Thieves took Shorty Long's welcome mat seriously recently when they robbed his Santa Fe Ranch, Pottstown, Pa., of \$160 plus an accordion belonging to his brother, Luckie. A set of snare drums was also taken. Shorty airs over WPAZ, Pottstown.

Ted Kirby, WZOB, Fort Payne, Ala., asks that artists who have records to push send them to him at WZOB. Kirby is forming his own hillbilly band. . . . Willie Jones, composer-deejay of KCFH, Cuero, Tex., is the proud recipient of an achievement award from BMI for the song he penned, titled "Even Tho." Jones reports that the "Texas Jamboree," held in Corpus Christi December 11, included the Maddox Brothers and Rose, Dotti Jones, Hank Locklin, Floyd Tillman, Bill Potter, Bill Nukum, and Jones himself.

Mary Wilson types in from KCLX, Palouse, Wash., that Ann Jones and her all-girl band from Vancouver, B. C., toured thru there recently and guested on her "Far West Jamboree." In the band, which played the Riverside Park there the same night, are Blanche Emerson, steel guitar; Yvonne Fritchie, vocalist and guitarist, who records for Abbott Records; De Lore Nelson, accordion, and Marian Saylor. Ann's latest release for Sims is "The Kind of Love I'm Craving" b/w "Steppin' Out With My Shadow."

Big Jim Russell, the Fig Garden Hillbilly of KGST, Fresno, Calif., is keeping busy emceeing public functions in his neighborhood. Russell furnishes his own sound effects while spinning out the folk music. . . . Nathan Street, c.&w. deejay at WKSR, Pulaski, Tenn., is staging a Saturday night shindig every week. He says Ruby Wells' "Hearts

HOCUS-POCUS

By BILL SACHS

VIRGIL THE MAGICIAN and Julie sent holiday greetings to friends from Karachi, Pakistan, where they are currently holding forth with their full-evening show. The Virgils have been gone from the States for more than two years. . . . Doc Weiss, escapologist, assisted by Miss Terry Lee, showed for Olympic Lodge, Knights of Pythias, at Savoy Gardens, Brooklyn, December 21, and the following night presented their wares for the State Highway Department at Trenton, N. J. On December 31, they play Hadden Hall, Atlantic City, and January 15 will be at the Brooklyn Academy of Music. . . . John Butler, veteran magic pro, for many years of the magic team of Hathaway and Ruth, and who later appeared as a single under the name of Dr. Martin, died recently in Detroit of injuries sustained in an auto accident. . . . Harry Blackstone takes his new full-evening show into Her Majesty's Theater, Montreal, for a week's stand beginning January 10. . . . Del Ray, who worked Christmas shows up to December 20 between Cleveland, Detroit and Pittsburgh, is now in the midst of a two-weeker at the Statler Hotel, Cleveland. He follows that with a fortnight's stand at the Barclay Hotel, Toronto, opening January 3. . . . Jose Martinez, emcee-magician, now serving as cruise director for the Peninsular & Occidental Steamship Company on the S. S. Florida, plying between Miami and Havana, tells of bumping into Fu Man Chu (David Bamberg) in the

Cuban capital last week. Bamberg opened December 16 at the Marti Theater, Havana, with his full-evening show, "The Daughter of Satan." . . . Bill Morton, one of the more enterprising of the younger magicians, scribbles from his native Lincoln, Neb., under date of December 17: "I noticed in a recent issue where someone had actually missed me. For almost three years we've been pretty well settled down in Lincoln, dabbling in real estate and enjoying our big home and baby daughter. And we've been doing more shows around a little town like Lincoln than I thought we could expect. Last spring, we got the itch again (and our daughter was old enough to travel), so we jumped back into the business with both feet and went out for the full summer season. From May 19 thru September 25, we had only three days open, played some 50 fairs and celebrations. We were at home about three weeks in October and then went on a four-week vacation in the East, mostly in Washington, where my older brother is U. S. Assistant Attorney General. We returned home right after Thanksgiving and we are now doing from one to three Christmas shows every single day in December right around this area. Have practically no plans for after the first of the year, except to have a son in March. The Great Roy and V-Roy were thru here for visits recently. Have seen practically no other magic shows in recent months."

BURLESQUE BITS

By UNO

Rose LaRose, considered to be the highest salaried strip in the country by virtue of her box-office appeal and her own wide assortment of routines that have been copied by others, goes to the Grand, St. Louis, New Year's week and then to the Fox, Indianapolis. The wide current cycle of strip-teasing prevalent in both theaters and niteries would really be a healthier field if there would be more routine originators than copyists. . . . Comic Bennie Moore and Dottie Dean are in the Wheeling Hospital, Wheeling, W. Va., both critically hurt as the result of a crash in the automobile Moore was driving on the way from New York to Los Angeles, where they were due to open at the New Follies on December 14. . . . From the Larry Gore Associates in New York comes word that Kermit Schafer, who puts out those hilarious radio-TV boner record albums, the "Pardon My Bopper" series, has a new unusual album coming up. It is titled "Burlesque Show" on the Jubilee label and contains a collection of authentic burly nostalgia, including routines, typical music, blackouts, strip numbers, candy butchers and even the heavy breathing of the

bald-headed row. A sexy shot of Tempest Storm appears on the cover. . . . Another disk made of a performance at the Adams in Newark, N. J., is from the Cook laboratories in Stamford, Conn. Performers voices and feet heard are those of Irving Harmon, Joe DeRita, Stanley Montfort, Patti Waggin, Peggy O'Mara and Marie Voe. Also the ork conducted by Harold Rausch. Record is labeled "Burlesque Uncensored—99 44-100 per cent pure." Sales, it is reported, are doing well all over the country.

Blaze Starr, who is booked exclusively by Eddie Kaplan, is making a return engagement for four weeks and breaking records at the 2 o'Clock Club in Baltimore, where she started December 13. . . . Loney Lewis is the one featured comic who writes and acts his own songs for others. His latest is a special for Mae West in which he had Charles Sherman as a collaborator. Another new melody titled "I'm Looking for a Steady Boy Friend" is an addition to the Vicky Welles catalog. . . . Revised cast for the re-opening of the Colony in Union City, N. J., on December 27 includes Flash O'Farrell, feature; Pat Hobson and her Bubble Bath, extra added attraction; Lili Ann; Andrea Blake; George Tuttle; Eddie Innis; Al Rio, and Irving Selig, all booked thru Eddie Kaplan. . . . Artie Lloyd, comic, moves to the Gayety, Norfolk, January 2 for an indefinite stay. . . . Doris DeLaye, a first time stripper in the East from Hollywood, switches from the Hirst circuit, where she was a co-feature, to the Kane wheel, opening December 31 in Youngstown, O. In California she played lengthy dates at the New Follies in Los Angeles and the El Rey in Oakland. In legit she was a dancer in "Alpine Village," a musical, and in "Two Tickets to Broadway," a pic. . . . Trixie Rogers, New York booker of strips, played her customary Santa to every one of her clients, remembering them this time with as many as 78 gifts. . . . Frank Damsel, old-time burly show owner, is now receptionist and resident at the City Museum of Schenectady, N. Y. His wife, Frances Farr, former ace sou-bret, teaches children classes at the same museum. . . . Wayne Kirk's Christmas greetings disclose he has been five months at Don's Joynt in Ocean Park, Calif.

Holly Honfburg, KLIX, Twin Falls, Idaho, reports that the Maddox Brothers drew a capacity crowd during their stand there recently. Honfburg's band with the singin' buckaroo, Everett Main, continues to keep busy on personals in the area. . . . WBRC's Jim Atkins, Birmingham, sends in this stopper: "Clyde Johnson, a listener at Tusculumbia, Ala., who heard my own recording of "I Ain't Getting Rich Playing This Doggone Fiddle," sent me a nice, old fiddle recently, case and all, with an attached note saying: "I didn't get rich playing this one either, so I am sending it to you as a gift. Maybe you can do better with it."

Sammy Lillibridge, who airs over KFRO, Longview, Tex., informs that he is equipped for 45's now. Lillibridge will have four sides on Hilite Records coming out

Diamonds (Ball) Are Circus' Best Friend

Ball Park Shows Prove Success, Trend On Upswing; Cristiani Tour to Repeat

• Continued from page 1

aged. Despite what proponents say, weather is a big factor in ball-parking and time must be provided for replacement shows if one or more is rained out. That's more idle time which others says is too costly. Among units playing smaller spots, it can be difficult

to find enough ballparks in the proper places that have floodlights.

Critics point to the fact that these grandstand shows are not really new, that they have been tried in the past and that they almost invariably have failed. But the boosters say that times have changed. Producers in the field now may be more moneyed. Enough parks have added lights in late years to make it interesting. And not a few ball clubs now are eager to book in all attractions that come down the pike. In the Southeast, a baseball league booked an open-air circus to play the whole loop, club by club, last year.

Among the biggest and most successful of the open-air shows are some which also play indoor dates during winter months. The Tom Packs Circus, a big leaguer, plays virtually all of its dates in ballparks and stadiums, including the parks of the Pittsburgh Pirates and Indianapolis Indians, and Owner Thomas N. Packs is a firm booster of the plan.

The Gil Gray Circus, often counted as an indoor show, nevertheless operates all summer in the ballpark league around the West. The Gray system attracted attention of the Bailey Bros.' Circus owner, who duplicated the plan. Then last year he joined with the Cristianis to form the Bailey-Cristiani circus. It was this ballpark show which became the first circus to play Alaska.

Such well-established indoor circuses as the two units of Polack Bros.' Circus work out-in-the-open dates all summer. And acknowledgment of the three-way split also has come with the announcement that a new show taking to the road in 1955, the Ward-Bell Circus, expects to play dates not only under canvas and indoors but also in ballparks and stadiums. Unconfirmed reports have it that other new circuses using the ballpark plan might materialize for next season.

Angels Camp Adds to Plant For '55 Fair

ANGELS CAMP, Calif., Dec. 25.—Calaveras County Fair and Jumping Frog Jubilee here will have the largest outdoor stage in the area, a new cafeteria, additional parking for 5,000 cars, and get a new look because of the re-routing of a State highway.

Carl T. Mills, secretary-manager, said that the contract for the new stage was awarded Fred Darley of San Andreas. It will replace the present platform used for entertainment programs and a jumping frog arena. The structure will be 40 by 60 feet of refabricated steel enclosure with roof and side-walls. Dressing rooms, lighting equipment and props will be included. The old platform will be moved 100 feet to the north and used particularly for the jumping frog events.

The cost of the stage along with that of a cafeteria will be borne by both the fair and the State with the board of directors matching funds with the Public Works Board, which allocated \$15,000 for the two projects. The Division of Architecture is to make the cafeteria plans and both structures are to be ready for the May, 1955, fair.

In anticipation of record breaking crowds, additional parking space is being sought with the lot to be accessible to the new road from here to Melones. The route will be east of the grounds and parallel the parking area and race track. The State recently allocated \$195,000 for the construction and rights of way.

Waco Fair Elects Cox

WACO, Tex., Dec. 25.—The Heart of Texas Fair elected Russell A. Cox president to succeed R. R. Bernhausen at its recent annual meeting here. Cox is a local merchant.

Dates were set at the meeting with the '55 run scheduled for October 3-8.

Other officers named were Virgil Walker, R. A. Gorham and W. H. James, vice-presidents; Ralph Russell, secretary; Winthrop Seely, treasurer, and Other M. Neely, general manager. Three new directors are Holt Massey, Jim Hering and Seely. Directors re-elected were L. A. Allen, A. B. Childers, Russell A. Cox, J. K. Holdar, Cleon B. Warren, Howard Hambleton, J. H. Kultgen and Pat Taggart.

The financial statement for the eight-day '54 fair showed that despite the drought the fair squeaked by on a straight operation and expense basis. On a two-year basis, since it started in 1953, the fair showed an excess of receipts over operations of \$25,737. All the cash has gone back into the fair grounds and in addition, the fair has \$172,502 in permanent improvements.

Plan 140 Dates For 2 Beam Thrill Shows

NEW YORK, Dec. 25.—Ward Beam is shooting for 140 thrill show dates to be played by two units in 19 States. Only one unit will play still dates, with the second unit added for fairs. The route, as usual, will cover territory ranging from Iowa east to Maine and south to Maryland.

Beam announced that 18 new automobiles had been contracted for, with the total split between Ford, Plymouth, and Chevrolet. The International Auto Daredevil Contest Show will again be built around competition and feature Dick Rogers' All-American Motor Maniacs, Billy Green's Original Canadian Aces and Ward Beam's 1954 World Champion Auto Daredevils.

New posters are being designed and a four-man billing crew will be used, Beam said. Beam, who will attend all fair meetings in his territory, will be one of the speakers at the Indiana meeting.

Stock Racing Sparks Gate In Australia

SYDNEY, Dec. 25.—Stock car races have boosted attendances at the Speedway meetings here. On Saturday night (11) the attendance was 35,000 to see the second of these events, in which 17 cars started and only seven managed to finish.

Attendances at Speedway meetings have lifted out of the low mark they had reached over the past few seasons. Promoters are cautious in their reaction and say they prefer to wait until the races have been held for a full season before commenting on future prospects.

Mercedes, Tex., Adds 50G Bldg. For 1955 Show

MERCEDES, Tex., Dec. 25.—The Rio Grande Valley Livestock Show is rushing construction work on a new \$50,000 fireproof cattle exhibit building that is scheduled to be completed in time for the March 10-14 show, Col. H. C. Stein, manager, announced.

Features of the show will include farm equipment and machinery exhibits, commercial exhibits, midway attractions by American Midway Shows, free acts, cover girl revue, Western horse-capades, military monkey drills, stock parades and youth programs.

DALLAS FAIR ADDS DAY TO 1955 RUN

Will Open on Friday With All Segments In Operation; 1954 Yields 300G Profit

DALLAS, Dec. 25.—The 48-man board of directors of the State Fair of Texas at its annual meeting Tuesday (21) voted to open the 1955 fair a day earlier than customary and re-elected R. L. Thornton Sr. for his eleventh consecutive term as president.

The final audited financial report heard by the board revealed the fair made a net profit of \$300,631.20 for the fiscal year ending November 15, 1954.

Grid Game for Opener

The 1955 exposition will open at 5 p.m. Friday, October 7. The fair usually opens at 7 a.m. on the first Saturday. Closing date will be October 23.

The auditorium show and ice show both had Friday evening performances before the official opening of the 1954 fair, but attendance at these performances was not counted in the final record-breaking attendance of 2,506,463.

"This year we have a football game in the Cotton Bowl on Friday night, October 7, between Southern Methodist and Missouri, and the auditorium show and ice show again will have Friday evening performances," James H. Stewart, executive vice-president and general manager, explained.

Move Parade Up

"The fair will be all set up, ready to roll, so there is no reason why we shouldn't go ahead and open the exhibit buildings and the midway," Stewart said.

Present plans are to have the opening day parade thru downtown Dallas, usually held on Saturday morning, on Friday afternoon. The parade would then proceed to the fairgrounds for the official opening ceremonies at 5 p.m. Heretofore, the ceremonies opening the fair usually have taken place at about 11 a.m., four hours after the gates are thrown open, because the dignitaries taking part have been riding in the parade downtown.

Re-Elect All Officers

All other officers of the fair were also re-elected. Besides Thornton and Stewart, they include Charles R. Meeker Jr., vice-president and assistant general manager; Fred F. Florence, treasurer; S. Bowen Cox, secretary, and Arthur K. Hale, assistant secretary. Following his re-election Mr. Thornton appointed the following vice-presidents: Hugo W. Schoellkopf,

Okotoks, Alta., Elects

OKOTOKS, Alta., Dec. 25.—Harry Barker was elected president of the Okotoks Agricultural Society to succeed Otto Larsen. Boyd Cuthbertson was named vice-president and Louis Flauret was re-elected secretary-treasurer. The president's report indicated the past year had been a successful one.

Ben E. Cabell, John W. Carpenter, John J. Kettle, Jordan C. Ownby, Julius Schepps, J. Glenn Turner and T. M. Watson. Schoellkopf will serve as first vice-president.

Thornton is also mayor of the (Continued on page 35)

Farm Spending Firm Despite Income Slide

NEW YORK, Dec. 25.—Farm income this year is about 6 per cent lower than that of 1953 to continue a slide which began in 1947, according to the U. S. Department of Agriculture. Nevertheless, it adds, the average purchasing power per farm is still higher than it was in any pre-Korean War year.

It is expected that there will be another decline next year in gross farm income, reflecting acreage restrictions on wheat and cotton. The department is hopeful, tho, that "farmers will probably be able to reduce production expenses further, so that net income should approach this year's level."

The Department of Agriculture does not blame the parity price structure for the income decline. Government subsidies are heaviest in the Southern states, the cotton, tobacco, rice and peanut belt.

Prices for next year's farm products are expected to be pretty near the same as 1954's, but continued reduced production will result in smaller total volume of marketed products, the government department says.

The all-time high farm income was in 1947, when the total net reached \$16.5 billion. After that it dropped each year to where the 1953 income was \$13.3 billion netted from a gross farm income of \$35.4 billion.

Nunis Signs To Run Races At Langhorne

READING, Pa., Dec. 25.—Sam Nunis, major independent producer of Eastern speedway automobile races, this week announced that he had entered into an agreement with Fried and Gerber to produce sprint car races at their Langhorne, Pa., track.

Nunis said that the agreement meant, in effect, that he would transfer all of the racing activity that he formerly staged at the Reading (Pa.) Fair to Langhorne. The Reading Fair group previously announced that they would produce their own races.

The one-mile oiled track at Langhorne will make it possible to stage sprint events averaging more than 100 miles per hour. The track has excellent facilities with more than 10,000 reserved seats, a tunnel to the infield for parking there and good press accommodations. Additionally, New Jersey and Pennsylvania turnpikes make the track easily accessible to thousands of potential customers.

Fried and Nunis attended the AAA promoter's meeting earlier this month in Washington and reserved dates for sprint and Indianapolis-type racing. The first meet will be held at Langhorne on Sunday, May 1.

Nunis will continue to stage racing at fairs, as he has for many years.

Bristol Fest Set for Oct. 8

BRISTOL, Tenn., Dec. 25.—This City's Band Festival has been scheduled for Saturday, October 8, according to its managing director, Charles Crawford of the Chamber of Commerce. Crawford said the date is being released early in order that outdoor attractions can arrange routes so as not to conflict with the festival.

OPENS INDOOR KIDDIELAND

Dick Dillon Launches Funspot In Warren, O., Shopping Center

WARREN, O., Dec. 25.—The first indoor year-round kiddieland at a shopping plaza in the Midwest, Dick Dillon's Indoor Kiddieland, opened early this month at the 22-store shopping plaza here. It was named Christmas Wonderland but for the long pull it will be changed to a name chosen in a public contest.

Dillon's Indoor Kiddieland is in a 70' by 150' store situated between a Loblaw Supermarket and a W. H. Grant Store, a section that gets heavy traffic.

It has five new Allan Herschell kiddie rides: Sky Fighter, Auto, Buggy, Tank and Boat. A sixth Allan Herschell ride, a kiddie Merry-Go-Round, will be added soon.

The indoor kiddieland is decorated with circus pictures and there are six miniature circus wagons decorating the entrance. Each wagon contains one or more live animals: rabbits, cats, chickens, guinea pigs, etc., and this menagerie has proved a delight to youngsters as much as cages filled with lions and tigers. An added lure is a cage of live monkeys, spotted in the center of the funspot.

A refreshment stand offers cotton candy, caramel popcorn, candy apples, peanuts and soft drinks.

As a Christmas promotion, mopets had the opportunity of having their pictures taken with Santa Claus in his sleigh in the front win-

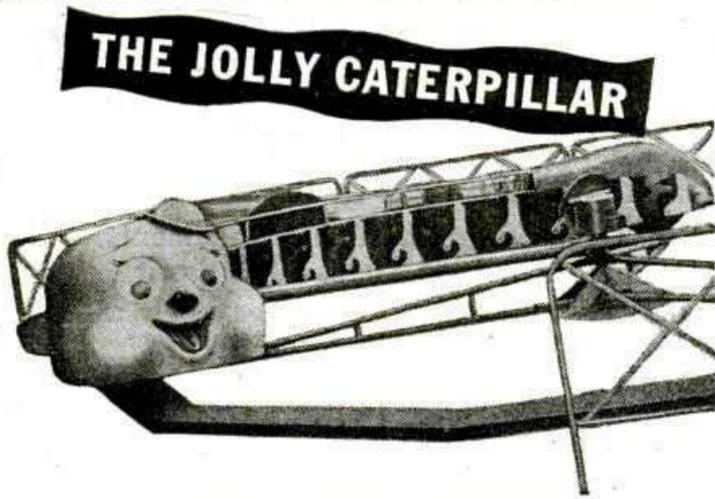
dow, with the photos priced at 3 for \$1.

One of Dillon's staffers is promoting tie-ins with various businesses and ride ticket giveaways.

Vet in Vaude

Dillon started his kiddieland operations early in 1954 with a mopet layout at the large Hickory Shopping Plaza in Sharon, Pa., where he had six Allan Herschell kiddie rides and a Miniature Train. He called it Kiddie City, U. S. A. and it operated from noon to 9 p.m. seven days a week during the good weather.

Dillon is a veteran vaudevillian, known to many old-timers. He started as a candy butcher while (Continued on page 47)



THE JOLLY CATERPILLAR

4 TOP OPERATORS PRAISE JOLLY CAT

W. A. SCHAFFER, DALLAS, TEXAS
SCHAFFER'S JUST-FOR-FUN SHOWS

"One of the best drawing cards I have ever had. The Jolly Caterpillar stays right up there with the Sky Fighter. I like it because it's a fast loader and unloader and it caters to all ages: children, teen-agers and adults. I can recommend it heartily."

FLOYD E. GOODING, COLUMBUS, O.
GOODING AMUSEMENT CO.

"We are entirely satisfied with the Jolly Caterpillar and have observed that it easily outgrossed two kiddie rides of another manufacturer."

HARRY SUHREN, HURON, O.
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.
CONKLIN SHOWS

"The first time out it was among the leaders. I have great hopes for this new Allan Herschell ride. It's simple to operate, requires little or no maintenance, and has an excellent capacity."

- MERRY-GO-ROUNDS • BOAT RIDE • KIDDIE AUTO RIDE • PORTABLE ROLLER COASTER
JOLLY CATERPILLAR • SKY FIGHTER • TANK RIDE • BUGGY RIDE • SPORT CARS
MERRY-GO-ROUND RECORDS • RECORD PLAYERS AND TAPES • RIDE TIMERS • SIDE WALLS AND COVERS • CANVAS TOPS • PARTS AND ACCESSORIES FOR
ALLAN HERSHELL AND SPILLMAN RIDES

ALLAN HERSHELL COMPANY, INC.

"World's largest manufacturer of amusement rides"
NORTH TONAWANDA, NEW YORK

WINNING FORMULA

Movie Gains Indicate TV Hex Temporary

NEW YORK, Dec. 25.—Federal admission tax relief and better quality in its product ended an eight-year decline in motion picture theater attendance and earnings this year.

The success story contained in a special COMPO (Council of Motion Picture Organizations) report last month forcefully shows how the entertainment media hardest hit by the advent and growth of television prevailed against the toughest kind of competition.

By interpretation it would also seem to show how other show business efforts, particularly in the outdoor fields, need not look for escape hatches if the home screens seem now to be nipping at their patronage.

Losses Regained

Just how badly theaters were hit is shown by COMPO figures. Weekly theater admissions dropped from a high of 82.4 million in 1946 to 45.9 million in 1953. But, by the first quarter of this year the decline had almost leveled off. In the second quarter there was a

sharp upturn with admissions 42.9 million over the same period a year ago. By July average weekly attendance had risen to 72.5 million. In August it was 80.1 million.

The COMPO report notes that the challenge of television and other competing forms of amusement is being met and that with an adequate supply of new and better product the industry may be on the threshold of another period of sustained prosperity.

While tax relief greatly helped theater operators it can be given little credit for stimulating attendance, since it is estimated that only two per cent of the savings was passed on to the public. Additionally, and unlike most outdoor endeavors, theaters, because of their higher price scales, saved only the 10 per cent knocked off admissions of 50 cents and under.

Outdoor Gains More

George A. Hamid, who worked closely with COMPO as a representative of virtually all organized groups in the outdoor industry, including the principal showmen's organizations, noted once again that outdoor interests gained more as a group than the theater people. He said that in the outdoor field more than 90 per cent of the admissions to carnivals and parks were under 50 cents and so completely free from federal taxes. Most fairs had complete exemption.

Fairs, in particular, should take hope from the current COMPO report, Hamid believes. Many fair executives have expressed concern over television. Many feel they have already been affected adversely in one way or another. Some are prone to regard the presentation of elaborate night grandstand talent as on its way out with no substitute in sight.

The COMPO report would seem to indicate that long-established amusement centers may suffer reversals, like any business, but still remain alive and go on to even greater heights.

Hughes Leaves To Increase German Output

NEW YORK, Dec. 25.—Mickey Hughes, of Hot Rods Inc., flushed with orders taken at the Chicago conventions, took off by air for Germany on Thursday (16) to try and boost production at the five factories turning out the products his firm is marketing in this country.

Hughes cited several major orders among those placed in Chicago. J. W. (Patty) Conklin will receive a 33-foot-wide kiddie ride on whose platform will be a large bus and fire engine, 2 four-seat automobiles, 2 sport cars, 2 race cars, 2 rockets, 2 one-seat race cars, 6 motorcycles, 6 motor scooters, and 6 bicycles.

Destined for Palisades (N. J.) Amusement Park are a 23-foot circular kiddie ride and a Junior Hot Rod. The latter will have seven cars and 400 feet of track, with the cars containing electric motors activated by live rails in the roadbed. The ride will be decked out with hand-carved policemen on traffic pedestals, plus blinkers and other working road signals.

Hughes said a Japanese firm placed an order at Chicago for a German Scooter building with 20 cars.

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PNE Chalks New Records

VANCOUVER, B. C., Dec. 25.—The Pacific National Exhibition racked up several new records during its 54 run, it was announced here by President J. S. C. Moffitt. A record total of 334 exhibitors displayed their wares at the fair this year, and the fur and feather, horticultural, home arts and livestock shows, plus the outdoor theater, were the most successful on record.

Moffitt also said that a check of license plates in the parking lots indicated that 15.2 per cent of the PNE visitors were from outside British Columbia.

W. J. Borrie will take over one of the vice-president posts from T. R. Fyfe, who replaces Borrie as honorary treasurer. Director D. H. Collister moves up to become another vicepres. Alderman George Miller returns to the board of directors. Other directors named were A. N. James, H. W. Mullholland and Ralph Cram.

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Begin Construction Of Three Buildings At Arcadia, Fla.

ARCADIA, Fla., Dec. 25.—Construction of three new buildings at the DeSoto County Fair and Livestock Exposition grounds began here recently. The buildings, to cost \$8,000, will match those erected last year.

Fair Manager A. G. Erickson said one of the buildings will include two 46 by 75-foot units for school and community exhibits. The new poultry building will be 24 by 30 feet and the livestock structure will measure 24 by 120 feet.

Erickson added that the buildings are scheduled to be ready for use when the fair opens January 10.

Keene, N.H., Names Ballam President

KEENE, N. H., Dec. 25.—Louis S. Ballam, Walpole, was elected president of the Cheshire County Fair at the annual's recent meeting here. Ellis Barrett, Keene, was named vice-president; Joseph Kershaw, North Swanzey, treasurer; Clifford H. Coles, West Swanzey, clerk.

Directors are Mrs. Dorothy E. Ellery, Harry C. Hastings, Lawrence C. Pickett, Fred J. Merrill and Perley Safford.

In the financial report it was indicated that admissions, including regular and special ticket sales, totaled \$12,171.47, an increase of \$954.35 over a year ago. Operating costs amounted to \$27,983.49, an increase of \$400. Total income, however, was \$19,715.07, an increase of nearly \$1,300.

Prince Albert Seeks Rating As 'A' Fair

PRINCE ALBERT, Sask., Dec. 25.—Application will soon be made by the Prince Albert Exhibition for a Class A fairs rating, Dan F. Kelly, manager of the Prince Albert Agricultural Society, reported at the annual meeting.

Application for the boost in status has already been approved by the provincial government and official application will now be made to the federal government, he said.

In Saskatoon, S. N. MacEachern, president of the Western Canada Association of Exhibitions, said a Class A rating for the Prince Albert fair would not affect the operations of the Class A circuit which now includes Brandon, Calgary, Edmonton, Saskatoon and Regina. At present, Saskatoon and Regina are the only "A" fairs in Saskatchewan. Fairs are rated A, B or C according to the total amount of prize money a fair board is able to distribute to exhibitors. Before a fair can qualify for a rating it must be able to put up the prize money called for. Largest grants paid by the government are to fairs with an "A" rating.

Space Problem

In his annual report, Kelly urged directors to consider the problem of lack of space. He said concessionaires had been refused accommodation since 1950 because of the space problem. He also asked for the views of directors on a proposal that a sports field be set up inside the grandstand enclosure.

Attendance at the 71st annual exhibition was down about 15,000 because of bad weather, he reported. "A full day of rain cut into the revenue as well as causing quite a number of changes in the program," he said.

Reporting on grounds and building improvements, Kelly said a moveable grandstand platform had been constructed at a cost of \$2,990, a new \$6,416 piggy bank had been built, tie-ring facilities were installed in the cattle barns at a cost of \$528 and seating accommodation in the grandstand had been upped by 600 to 800. The fire hazard in the grandstand was reduced by installation of new wiring at a cost of \$1,515, he said. Roadway improvements were made, glass showcases had been installed in the women's exhibit building at a cost of \$1,216 and improvements were made to the youth activities building.

Nets \$3,135

The Society showed a surplus on the year's operations of \$3,135, Kelly reported.

Revenue was \$48,282, compared with \$54,039 in 1953, and expenditures were \$45,147, compared with \$45,477.

Exhibition gate receipts dropped to \$9,426 from \$12,786 in 1953 and grandstand receipts were \$8,187, a drop of \$3,703 from last year.

Poor weather during the fair accounted for the drop in revenue, which totaled \$7,063 for the gate and grandstand.

Horse race entry fees dropped to \$285 from \$736 in 1953 and pari-mutuels profit was \$494, compared with \$1,284.

Exhibition prize money was \$7,117, a slight increase, and grandstand attractions cost \$5,340. Concessions revenue and entry fees were up.

Expenditures exceeded revenue in each of seven events sponsored by the Society in 1954, the futurity show, bred sow sale, feeder show and sale, bull sale, fat stock show, swine sale and female beef show.

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Hollywood Ice Revue: Chicago, 28-Jan. 11.
Ice Capades: Boston 28-Jan. 13.
Shipstads & Johnson's Ice Follies: Philadelphia 28-Jan. 16.

Miscellaneous

Walsh Bros.' World's Most Beautiful Church: New Orleans.

Kentucky Fair Offers Bonds

FRANKFORT, Ky., Dec. 25.—The Kentucky State Property and Buildings Commission will on December 30 re-offer State fair and exposition center revenue bonds to finance the proposed new fairgrounds of the Kentucky State Fair, Louisville. The first offering of the bonds in October received no bidders.

The commission will take bids for \$6 million of the 40-year bonds, \$500,000 less than the first offering.

After the original bonds received no bids, Weld & Company and Kentucky Company drafted plans for the re-offering. The bonds will be backed solely by revenue from the proposed fairgrounds and exposition center.

Lex Thompson Passes at 43

ENGLEWOOD, N. J., Dec. 25.—Alexis Thompson, 43, millionaire sportsman and backer of a novel portable race track for automobile racing in major stadia, was found dead in his apartment here Monday (20). He had been under treatment for a heart ailment.

Several years ago Thompson, in collaboration with Walter Stebbins, well-known auto racing figure, had constructed a unique portable race track which was installed in Yankee Stadium. Inclement weather and union trouble resulted in moving the equipment to the Rose Bowl, Pasadena, Calif., where several meets were staged before the venture was abandoned and the track scrapped.

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Name Alsager Prez For 25th Term At Lloydminster

LLOYDMINSTER, Sask., Dec. 25.—M. L. (Matt) Alsager was elected president of the Lloydminster Agricultural Exhibition Association, Ltd., for his 25th term at the fair's annual meeting.

Tom Metcalfe, a charter member with 49 years to his credit, was made a life member with all the privileges of an honorary member.

In his presidential address, Alsager reminded that the year had not been a good one for Western Canadian agriculture and this had been reflected in the operations of the association.

Despite poor crop conditions, bad weather and lower attendance, revenue from the summer fair had only been down \$200 from 1953, he reported. A decrease was noted in livestock sales conducted by the exhibition, he said.

The year 1955 will not only be the golden jubilee of the province but of the Lloydminster fair, Alsager reminded. He said the fair was now past the pioneering stage and that it should go ahead and build more permanently. He urged that sanitation facilities at the grounds be improved and that \$2,000 be put toward such improvement.

George K. Ross, secretary-manager, reviewed activities of the association over the past year and reported that more than \$1,200 had been spent on minor improvements.

Yorkton, Sask., Gate Sags in '54

YORKTON, Sask., Dec. 25.—Main gate admissions at the three-day summer fair of the Yorkton Exhibition Association Ltd., was 20,918 and grandstand attendance was 13,155, both figures down from 1953, President-Manager Norman Roebuck reported to the annual meeting of shareholders. Prize money paid out was \$7,830.

Roebuck paid tribute to Charles R. Bull, who died during the past summer. Bull, a shareholder for 44 years, had served seven years as president and nine years as honorary president.

Presentation of a life membership was made to Dan Cameron, an officer and director for 25 years and for many years chairman of the livestock prize list committee.

Roebuck was re-elected president-manager and Stan Wood, secretary.

Red Deer, Alta., Ex Nets \$1,000 in '54

RED DEER, Alta., Dec. 25.—John D. Morton was elected president of the Red Deer Agricultural Society at its annual meeting. He succeeds H. B. Sharman. Vice-presidents are J. B. McKinnon and Henry Bjorkeland, and secretary-manager is D. W. Robertson.

In his presidential report, Sharman termed the 1954 fair the best on record, with entries up and attendance good. Secretary-Manager Robertson said the fair showed a profit of about \$1,000. Receipts totaled \$29,373 and expenditures were higher than usual at \$28,288. Half of the profit goes to the city.

Gate and grandstand receipts were up from 1953 and midway receipts were up \$1,327. Prize money paid out was about the same as last year, \$6,305.

Canadian Nat'l Returns 508G Surplus for '54

TORONTO, Dec. 25.—The Canadian National Exhibition produced a surplus of \$508,692 on operations for the year ending November 30, it was revealed after a directors' meeting.

The board decided to cut \$100,000 from the surplus, however, for use in the renovation and repair of exhibition buildings.

This left \$408,692 to go to the city. It will be used to pay the city's debt charges on the CNE buildings. This year the charges were estimated at \$445,000.

Total revenue for the year was \$2,538,080, while expenditure was \$2,189,117, the report stated.

Grandstand sports events produced a surplus of \$17,859 this year. Revenue was \$56,669, including \$54,136 for stock car racing.

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Mineola Benefits on Liberal Gate Policy

WESTBURY, N. Y., Dec. 25.—The Queens-Nassau Agricultural Society re-elected its top officials and altered its constitution to provide for two vice-presidents at the annual meeting on Saturday (11).

The constitutional change, made to give high representation to industry in the management of the Mineola Fair and Industrial Exposition, will have the following as its vice-presidents: James W. Carpenter of the Long Island Lighting Company, president of the Long Island Association, and Harold Van

Sise of Woodbury. President of the annual is J. Alfred Valentine.

Receipts for the 1954 running, held at Roosevelt Raceway here, were far greater than in 1953, according to general manager Charles Bochert. He attributed this to two main factors. First, he said, was the re-instating the paid gate for children. Secondly was a liberal policy in 1953 toward the use of free passes. Both policies popularized a new fair site.

Free Gate Cost \$20,000

The 1953 event was the first one held at the raceway, as prior to then the fair was put on at the Mineola Fairgrounds, since reclaimed by Nassau County for municipal construction. Bochert said that kids were let in free and many passes were issued, in order to establish the new fair location. This cost an estimated \$20,000 at kiddie gate alone, he said. In 1954 the price was 25 cents for all under 12 years old, altho there was a children's day during the week.

Liberal use of passes was again instituted this year, with an estimated 35 per cent of the total admission coming in on free ducats. (Continued on page 39)

Elmira Notes \$4,145 Excess For 1954 Run

ELMIRA, N. Y., Dec. 25.—The Chemung County Fair showed a profit of \$4,145.93 for its 1954 running, it was disclosed at the annual meeting Saturday (18) of the County Agricultural Society. Reporting on finances was treasurer Edward L. Hardeman. The 1955 dates were set for August 14-20, Sunday thru Saturday.

The fair took in \$16,458.80 in gate receipts, which was only \$5 off the 1953 total. Grandstand and bleacher receipts, however, were \$18,432.40 or better than a \$2,000 increase. Other sources of income, it was reported, were the \$8,405.58 brought in by rentals and midway, and the State Department of Agriculture's contribution of \$10,000.

Hardeman listed operating receipts of \$56,528.83 and operating expenses of \$54,546.71. Combined (Continued on page 39)

Estevan Ex Renames Rae

ESTEVAN, Sask., Dec. 25.—E. P. Rae was elected president of the Estevan Agricultural Society for his ninth term at the fair's recent annual meeting. With 1,891 members, the society claims to be the largest of its kind in Canada.

"The coldest July 1 on record in this part of the country hit our annual quite severely, but nevertheless we had a good fair," Rae reported. "Our gate receipts were \$4,400 less than in 1953."

Melfort, Sask., Elects Reynolds

MELFORT, Sask., Dec. 25.—J. S. Reynolds was re-elected to his fourth term as president of the Melfort Agricultural Society at its annual meeting. George Lancaster and Dr. R. R. Dunbar are vice-presidents. Bad weather at the time of the summer fair was responsible for a drop in revenue, according to the financial statement. C. D. Manson continues as secretary-manager.

WINTER FAIRS

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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.

Florida

Arcadia—DeSoto Co. Fair, Jan. 10-15. A. G. Erickson.
Clewiston—Sugarcane Expo, Jan. 27-31. H. L. Johnson.
Dade City—Pasco Co. Fair, Jan. 12-15. J. P. Higgins.
Delray Beach—Florida Gladjol Festival & Fair, Feb. 28-March 5. R. C. Lawson.
Eustis—Lake Co. Fair, March 15-20. Karl Lehmann.
Fort Myers—Southwest Florida Fair, Jan. 31-Feb. 5. J. Clyde King.
Inverness—Citrus Co. Fair, March 7-12. Quentin Medlin.
Kissimmee—Kissimmee Valley Livestock Show, Feb. 10-13. Carlisle Branson.
Largo—Pinellas Co. Fair, March 1-6. J. H. Logan.
Miami—Dade Co. Youth Show, Jan. 26-30. P. K. Price.
Ocala—Southeastern Fat Stock Show & Sale, Feb. 28-March 5. Louis Glibreath.
Orlando—Central Florida Fair, Feb. 21-26. C. T. Bickford.
Palmetto—Manatee Co. Fair, Jan. 24-29. W. H. Kendrick.
Plant City—Hillsborough Co. Jr. Agr. Fair, Dec. 2-4. D. A. Storms.
Punta Gorda—Charlotte Co. Fair, Jan. 18-23. Harry Jack.
Quincy—West Florida Fat Cattle Show & Sale, A. G. Driggers.
Sarasota—Sarasota Co. Fair, Jan. 17-22. K. A. Clark.
Tampa—West Coast Dairy Show, Feb. 5. Charles E. Loe Jr.
Tampa—Florida State Fair, Feb. 5-19. J. C. Huskisson.
Wauchula—Tri-Co. Fat Stock Show, Jan. 27. J. F. Barco.
West Palm Beach—Palm Beach Co. Fair, March 5-12. Lamar Allen.
Winter Haven—Florida Citrus Expo, Jan. 29-Feb. 5. Phillip Lucey.

Oregon

Gresham—Multnomah Co. Spring Garden Fair, April 20-24. Duane Hennessy.

Regina Ex Reaps 58G Profit in '54

REGINA, Sask., Dec. 25.—The Regina Exhibition chalked up a net profit of \$58,726 during '54, it was announced at the event's annual meeting here. The fair now has liquid assets of \$237,127, total assets of \$459,563 and super-annuation reserve account of \$53,255, it was reported.

T. H. McLeod, manager, said attendance at the summer fair totaled 185,641, a decrease of 4,629 from the previous year. "This may be explained in part by the fact that outside admission prices were raised from 25 cents to 50 cents, but the decrease may be attributed also to uncertain weather and the resultant poor crops," he said.

Don J. Pells was elected president. A director for 12 years and chairman of the grandstand com-

mittee most of that time, he succeeds W. Norman Catley, who automatically becomes honorary president.

Gordon B. Grant, second vice-president during the past year, was elected first vice-president, and E. J. Courtney was named to the post vacated by Grant.

Directors

Five names were added to the (Continued on page 39)

Southeastern Sets '55 Dates

ATLANTA, Dec. 25.—Dates of September 28-October 8 have been set for Southeastern Fair here, it was announced this week by General Manager E. Lee Carteron. Next year's fair will open on a Wednesday and close on a Saturday, whereas the 1954 event opened on a Thursday and closed on a Sunday.

Grandstand attractions have not yet been set, altho the Gooding Amusement Company has been signed to furnish the midway. Plans now being formulated call for increased cattle facilities. For the first time the fair is setting aside space for sheep, an industry that is coming to the forefront rapidly in the area. The Atlanta National Poultry Show will be an attraction at the fair, and plans are now being developed for addition exhibit classes in the women's department.

Va. Group Names Dates

RICHMOND, Va., Dec. 25.—The Virginia Association of Fairs will hold its annual meeting at the John Marshall Hotel here January 23-24.

An effort to build attendance is being made by urging member fairs to send as many representatives as possible. Business sessions on Monday (24) will be followed by the annual banquet that night.

FAIR ASSN. MEETINGS

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

Wisconsin Association of Fairs, Schroeder Hotel, Milwaukee, January 5-6. Wm. H. Eldridge, 315½ 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.

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

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

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 Societies (Continued on page 39)

Lethbridge, Alta., Nets \$8,337 in '54; Mulls Show Change

LETHBRIDGE, Alta., Dec. 25.—A net profit of \$8,337 on the year's operations was reported at the annual meeting of the Lethbridge and District Exhibition. Gross profit was \$17,884.

Capital expenditures totaled \$47,604. Of this sum, \$20,000 was provided by the government, \$10,000 by the city of Lethbridge and the balance by the exhibition board.

Discussion centered about afternoon entertainment for the 1955 show but no decision was made.

Rodeos were dropped in 1952 and money was lost on harness races in 1952 and 1953, shareholders were told. Suggestions for other entertainment included a light horse show, a baseball tournament and a cutting horse competition.

Medicine Hat, Alta., Re-Elects Officers

MEDICINE HAT, Alta., Dec. 25.—Officers of the Medicine Hat Exhibition and Stampede Company, Ltd., were re-elected at the annual meeting. Mack Higdon is president and D. A. Scholten first vice-president and managing director; Henry Cavan, second vice-president; Lorne Thompson, third vice-president and arena manager, and E. V. Elford, secretary-treasurer. Herman Linder, of Cardston, is arena director. Dates for 1955 are July 21-23.

Ark. Assn. Meets Feb. 8-9

LITTLE ROCK, Ark., Dec. 25.—Arkansas Fair Managers' Association has changed the dates of its annual meeting, Clyde E. Byrd, secretary-treasurer, announced this week. Instead of February 7-8, the meeting will be held February 8-9. The Marion Hotel will still be the site of the confab.

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PUZZLERS CALL BB FOR INFO

NEW YORK, Dec. 25.—The Billboard's outdoor knowledge was exploited by several unknown callers this week who asked simply for the names of localities in New York State having fairs. The reason was evident in Monday's (20) Herald Tribune's "Tangle Towns" contest, which said that a town putting on a fair is one of the two towns in this jumble of letters: BMURNNTGEDSRUMUAN. The second town contains a chair factory named for an early Mormon Leader. Answer—Trumansburg and Mendon.

Cedar Point Builds Causeway To Speed Sandusky Traffic

CEDAR POINT, O., Dec. 25.—Construction of a 4,325-foot causeway between this resort and the city of Sandusky has been started for the G. A. Boeckling Company. The causeway and connecting roads may be open to traffic for the 1956 resort season, B. G. Zeiher, president, stated this week.

The causeway will cut in half driving time and distance to the resort from Sandusky and relieve many traffic bottlenecks. At present motorists from Sandusky and points west have to travel nearly six miles east to the Cedar Point roadway entrance and then go another six miles northwest to reach the resort grounds. The project now under construction will eliminate about half of the distance and

take resort traffic off the federal highway.

Two dredges have been at work for several weeks piling up mud from the bottom of Sandusky Bay to form the future causeway. Steel sheet piling has been driven near each shore to protect the banks. Later, rip-rap stone will be placed at the sides of the mud bank to protect it from wave action. A two-lane roadway will eventually be installed.

A 30-foot bridge is to be constructed 500 feet out from the Sandusky mainland and a 40-foot span is to be installed about midway in the causeway. Another 30-foot bridge is to be installed under the roadway to be built on a peninsula of land leading to the resort. The two smaller spans are being installed to improve circulation of water in Sandusky Bay and a cove near the resort. The larger bridge will allow passage of boats from one part of the bay to another.

When the causeway is near completion, a short road will connect one end of it to First Street in Sandusky while a mile long road will be needed between the other end and existing roads on the resort grounds. The present lagoons north of the resort will be dredged for use by yachts, and the 200 or more acres opened up for the construction of homes. The land is all owned by the Boeckling Company.

Tivoli Notes Steady Gate, Profit Rise

COPENHAGEN, Dec. 25.—Shareholders of Copenhagen's Summer Tivoli held their annual meeting in the park's Wivex Restaurant on Tuesday (14), when they received a detailed report disclosing that despite the 1954 bad weather the park chalked up a higher gross than the preceding year, and broke a number of attendance records.

Most unusual gain was the increase in the sale of season tickets, which jumped from 20,600 in 1953 to 24,121 in 1954, a rise of 17 per cent.

The total turnstile attendance for 1954 was 3,781,376, a trifle under the all-time record of 3,792,434 registered in 1953. Daily average for 1954 was 28,010. Biggest weekday on record was July 19 (a Monday), with a gate of 47,106.

Gate receipts for 1954 were \$356,278.58, plus \$51,256.62 from sale of season tickets. The park's gross earnings for the 1954 season were \$1,230,196.50, an increase of \$33,238.10 over 1953. Central location and all-weather layout make it practically immune to bad weather.

PATRONAGE BOOMS

Heart of Suburbia Is Natural for Kid Zoo

SYOSSET, N. Y., Dec. 25.—Nassau County's steady population increase, due to developments of private homes, has provided Lollipop Farm with another banner season. Steadily increasing in receipts since its 1950 opening, the kiddie zoo, which covers four acres, did business this year which was a good 50 per cent over that of 1953, according to owner Harry Sweeney.

Part of the increase was due to the tax relief, as Sweeney held his admission price at 30 cents for all and pocketed the nickel which previously had been tax money. But attendance was markedly up over the previous year, he noted.

An innovation is Lollipop's display of tropical birds which has been on exhibit since last month in the old steeple house, which also holds the offices. Also kept there are two baby lambs and a pair of baby pigs which might not survive outdoors. The bird display is in the nature of an experiment, Sweeney says.

Train Raises Comments

Recent weeks were spent setting up an elaborate model train layout in the barn. Working on it during business hours, Sweeney said, resulted in many patrons becoming interested in it and it took on the aspects of a community project.

Repeat business, estimated at as much as 50 per cent of the total patronage, is encouraged by constant varying of displays. When Lollipop Farm's outdoor operations resume for 1955, an embellishment and refurbishing campaign will have altered considerably the appearance of the place.

Compared with last year, Sweeney says, per capita spending was about the same for 1954, at about 36 cents per person including the admission price.

Several amusement ventures are benefiting from the construction boom in Nassau County, which has seen its population double to about 1,000,000 since the end of World War II. Among these are Lollipop Farm, Numley's Happyland at Farmingdale and at Baldwin, and a couple of other kiddielands including the one at Commack.

Plans for Hall Get Revision By Wildwood

WILDWOOD, N. J., Dec. 25.—Wildwood is revising its plans to build a new Community Hall with a 1,500-2,500 seating capacity. The resort announced hopes two years ago but the plans were dropped for lack of financial support.

Public relations director Jack Kay told the Greater Wildwood Chamber of Commerce last week that plans are in the works again. He added that the city will spend from \$8,000 to \$10,000 in New York area advertising, stressing the nearness of the resort now that metropolitan residents have the Thruway available.

Proposes New Pier At Corpus Christi

CORPUS CHRISTI, Tex., Dec. 25.—Edward J. Swerk, of San Antonio, has approached the city of Corpus Christi in the leasing of land in Corpus Christi Bay for construction of a \$1,000,000 pleasure pier. Swerk has been asked to meet with the city park and recreation board to discuss possibilities.

His proposal is to build a pier 500 feet long and 100 feet wide that would have on it a cafe, theater, dance hall and various concessions.

San Antonio Spot Buys Big Fun House

SAN ANTONIO, Dec. 25.—Jimmy Johnson, owner and operator of Playland Park has returned from a trip made to Chicago where he has contracted for what he says will be one of the biggest fun houses in any amusement park in the Southwest.

Aussie Town's Children's Zoo Spurs Growth

SYDNEY, Australia, Dec. 25.—Activities of a kiddie zoo in the town of Toronto are credited by business with increasing the town population from 8,000 to 14,000 within five years. The town is on the shores of Lake Macquarie, a holiday resort used by the coal city of Newcastle.

Bought by Reg Ward when it had only a few animals and birds, the zoo now has more than 2,000 occupants, a children's fun fair, cafeteria and swimming pool. On good weekend days and holidays the gate handles some 2,000 persons who arrive by special busses and trains.

Local townspeople consider the zoo so important to the business community that they voluntarily help with traffic management, ticket sales and cafeteria service, leaving Ward free to tend to his zoo problems himself. Leading businessmen opine that the zoo helped put Toronto on the map by showing visiting industrialists the prospects for factory developments while they were in town to see the zoo with their families.

Elmira Notes

Continued from page 38

with this \$1,982.12 operating profit were a cash balance of \$163.81 and a \$2,000 balance that will remain from the State aid grant, after paying out \$8,000 for premiums, horse race purses and other awards. A note for \$4,250 to open the fair was paid off from receipts.

Expenses Listed

Among expenses listed were \$19,234.37 for entertainment attractions, \$1,507.31 for office expenses and secretary and treasurer salaries, \$2,318.45 for 4-H premiums, \$6,682.75 for "open" premiums, \$5,500 for horse race purses, and \$2,684.99 for advertising.

Recent improvements to the plant include new steel bleachers, erected at a cost of \$7,576.98, and which are fully paid for.

All officers were re-elected. Thomas B. Bowlby is president, C. Archie Turner is vice-president and race secretary, Robert A. Turner is secretary, and Hardeman is treasurer. Renamed to three-year terms on the board of directors were Hardeman, Bowlby, and Robert S. Turner. Holdover directors are August Botcher, Frank Bly, J. Anson Saunders, Ivan Cook, Harry J. Stowe, and G. Archie Turner.

FAIR ASSN. MEETINGS

Continued from page 38

tural Fairs, Henry Grady Hotel, Atlanta, January 17. Joe F. Pruett, 550 Riverside Drive, Macon, secretary.

Western Canada Association of Exhibitions, Fort Carry Hotel, Winnipeg, Alta., January 17-19.

South Carolina Association of Fairs, Jefferson Hotel, Columbia, January 18-19. Tom Moore Craig, secretary.

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. Nicholas Hotel, Springfield, January 23-25. Clifford C. Hunter, Taylorville, secretary.

Virginia Association of Fairs, January 23-24, Hotel John Marshall, Richmond.

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 8-9. Clyde E. Byrd, Box 907, Little Rock, secretary.

Association of Connecticut Fairs, Terryville High School, Terryville, March 19. J. C. Bartlett, North Haven, secretary.

Regina Reaps

Continued from page 38

list of honorary directors which, in 1954, included M. J. Bruton, F. J. James and H. Maltby. New appointees are: Frank Harrison, Okanagan Landing, B. C., a director from 1907 to 1948 and a past president; Dr. F. H. Auld, a director since 1916; Fred Robinson, a director since 1919 and chairman of the midway committee for 32 years; Hugh McGillioray, a past president, and Tom Leslie.

Presentations were made to Miss Amy E. Hall, treasurer, and David S. Auld, grounds superintendent, who are retiring December 31.

The meeting welcomed Thomas L. Pollock, successor to Auld, and Cecil L. Callinger, who will be the exhibition's accountant.

Mis Hall joined the Regina Exhibition Association in 1943 after having been with the Calgary Exhibition and Stampede for 25 years where, for much of the time, she was secretary to the manager. Auld started with the Regina Exhibition in January, 1930.

Mineola Benefits

Continued from page 38

It was figured that next season's fair dates would not be determined until late February or early March, Bochert stated. A factor in determining the dates will be when Yonkers Raceway schedules its race meet. Roosevelt Raceway's harness racing follows the Yonkers session, after which the fair is put on at Roosevelt.

It appeared, Bochert said, that Mineola would again be an eight-day event, possibly in September. In 1954 it was October 9-16.

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250 Underprivileged Kids Hosted by SLA At Christmas Party

Children of Needy Showmen Also Sent Clothing, Toys, Goodies by Chi Club

CHICAGO, Dec. 25.—A Merry Christmas was provided 250 of Chicago's underprivileged children and the children of some distressed showmen by the Showmen's League of America.

The league held its ninth annual Christmas party Sunday (19) at the Hotel Sherman, hosting 250 youngsters of the city. It provided them with a Santa Claus (the league's own Jimmy Stanton), a clown, Nick Francis (of Super Circus), and a bill of five acts.

It treated them to cookies, cake and soft drinks. And it sent them away with each loaded down with a huge sack of toys and a shopping bag packed with clothing, candy, nuts and oranges.

Bounteous Santa

In addition, the league played Santa via mail and railway express to the children of six needy showmen. To these youngsters, it dispatched toys, clothing, candy, cookies, nuts, etc.

The league was a bounteous Santa. It crammed a dozen toys,

games, etc., into 50-pound onion sacks. And it filled the shopping bags with T-shirts, sweaters and a generous helping of Christmas goodies.

Al Sweeney again headed the committee. He was supported by hard-working league members, many of whom put in several days of hard work acquiring, purchasing, assembling, wrapping and sacking and bagging the many gifts.

Comm. Members

Solly Wasserman, Max Brantman and Tom Sharkey were in charge of purchasing clothing and other items that were not donated. Jack Duffield was chairman of the wrapping-bagging-sacking committee. He was assisted by Henry Polk, Hank Shelby and Chick Bohden.

Harold Burrows, assisted by Sam Arenz, handled arrangements for the bus transportation of the children to and from the hotel. Nat Green headed up the press arrangements.

Charles and Chuck Zemater were in charge of the entertainment, with Chuck also providing the 15-piece accordion band from the Hollywood Conservatory of Music, this city, which he operates. George Flint emceed the program.

Ladies Assist

Louie Berger was in charge of the clothes checking and Hy Netlich headed the arrangements for food and refreshments. Members of the league's ladies' auxiliary and of Caravans, Inc., served the food and refreshments.

League president Ned Torti, Secretary Streibich, Whitey Lehter, Isaac Malitz, Jack Miles, Bill Carsky and Ralph Noble assisted wherever needed during the party.

The Hotel Sherman donated the use of the assembly room for the event and the use of four rooms for the greater part of a week prior to the party for the assembly and preparation of the bags and sacks. Oranges were donated by J. C. (Tommy) Thomas and candy by William Glick.

Sumter Signed, Vivonas Near 17-Fair Route

NEW YORK, Dec. 25.—The Vivonas this week announced the signing of the Sumter County Fair in Sumter, S. C., for their 1955 fair route.

The family's Amusements of America show will play some 17 annuals, John Vivona said, giving them their longest route since they began road operations. Fifteen fairs are already contracted and two additional ones are pending, it was reported.

While on his Florida visit, Vivona purchased a Looper ride from Charles Lenz and will pick it up for the season's opening in April, together with other equipment to be bought from Lenz. The show now owns 19 rides, Vivona said. Delivery on new Downey light towers is planned for May.

Morris Vivona reports still date booking almost completed, with the fair season to begin in July and close in Charleston, S. C., in November.

John (Tiny) Demspey reports his 100-foot snake show, which he has been working on in winter quarters, about completed.



SANTA CLAUS (JIMMY STANTON) delighted 250 of Chicago's underprivileged children at the Showmen's League of America's ninth annual Christmas party Sunday (19) in Chicago's Hotel Sherman. Clown Nicky Francis (bottom photo) was one of the many delights at the party. Each youngster was given a huge sack of toys and a shopping bag filled with clothing, nuts, candy and refreshments.

400 Turn Out For Tampa Homecoming

TAMPA, Dec. 25.—Over 400 members, friends and guests turned out for the recent barbecue and home-coming party of the Greater Tampa Showmen's Association.

Following a barbecue supper, a dance and entertainment was held in the clubhouse. The Ladies' Auxiliary held a bazaar during the day where cakes, candy, novelties and plants were sold. Jack Norman supervised the dinner and the garden circle provided flowers for the tables.

Guests included Judge Harry Sandler, Justice of the Peace Marion Hendry, City Comptroller H. D. Perlhank, city representatives Joe Rodriguez and L. B. McSwain, State representative Tom Johnson, Earl Bennett and Vice Meloy Jr. Sol Fleischman, chief announcer for Station WDAE and fishing editor of the Tampa Times was toastmaster.

Toys for the Christmas party were received from Bery Novelty Company and the J. & K. Novelty Company. Earl Maddox was appointed to head a committee that will man a downtown board for the March of Dimes.

Pins were presented to all members who brought in \$100 or more for the club treasury. New members include Roy Oshen, Earl Dixon, Reuben Thompson, Alton Baker, Herman Broski, Curtis McKinstry, Morris Curtis, Major O'Saturday, Sailor Katzy, Carl Wilson, Frank Hill, Al Wainman, Troy Scruggs, Jack Neiffenberger, Jimmy Ackley and Russell Zion.

WOM Pacts Eagle Midgets For '55 Trek

SARASOTA, Fla., Dec. 25.—Nate Eagle's Hollywood Midgets will again be among the featured show attractions on the World of Mirth Shows in 1955, the showman announced here this week.

Eagle's little people, working in review fashion, made their first appearance on the World of Mirth route this year. Previously the troupe had been identified with the James E. Strates Shows for several years and for one season with the Ringling Bros. Circus.

Frank Bergen, general manager of the World of Mirth, has not yet announced a complete lineup of show features. However, it is believed that show units will closely match those presented this year since the lineup was generally conceded to be among the strongest ever assembled by the show.

NEW YORK CLUBS SET JOINT INSTALLATIONS

NEW YORK, Dec. 25.—Another NSA social affair has been charted for the Park Sheraton Hotel, the event being a joint installation dinner of the parent National Showmen's Association and its Ladies' Auxiliary. Officers were elected by the women at their December 8 meeting, and by the men Wednesday night (22).

The men's group installed its officers Wednesday, but formal ceremonies will be held in conjunction with those of the Ladies' Auxiliary.

Pertinent information for the affair is as follows: Date, Monday, January 10. Price, \$10 per person for members and guests. Main course, braised beef. Program, ceremonies at 7 p.m., dinner at 8, followed by entertainment and dancing. Women members will not have to buy tickets as this is being done for them by their association.

Arranging the affair is a committee of past presidents of the Ladies' Auxiliary, headed by Ethel Shapiro Stillman. Serving with her are Ana Halpin, Dorothy Paektman, Bess Hamid, Midge Cohen, Queenie Van Vliet, and Dolly McCormick.

Lee Carawan is in the hospital and would like to hear from friends, who may write to him at 6500 Irving Park Road, Chicago 34. . . . Samuel E. Spencer, 84, former carnival operator, and his wife, Annie C., 77, send Christmas greetings and word that they are living happily in Brookville, Pa. On September 27th they celebrated their 62d wedding anniversary.

John Weisman and his new slate of officers will be installed for the NSA, while Margaret (Maggie) McKee is being returned for a second term as president of the women's group.

Other women elected are Veronica Zucchi, first vice-president; Celia Forman, second vice-president; Margaret Lux, corresponding secretary; Lillian Elkins, recording secretary; Grace Steiner, treasurer; Ann Peterson, assistant treasurer; Flo Thompson, chaplain, and Jean Harris, auxiliary hostess. There are also 16 on the women's board of governors, plus six alternates.

Phoenix Banquet-Ball Pulls 200 Fun-Seekers

PHOENIX, Dec. 25.—Over 200 members, friends and guests turned out for the 6th annual banquet and ball held by the Arizona Showmen's Association here this week. Present were State, county and city officials and representatives from many other show clubs throughout the country.

J. M. Stone was on hand for the Showmen's League of America; Joe Steinbert, Pacific Coast Showmen's Association; M. Hallman, Greater Tampa Showmen's Association; Bill Jones, Miami Showmen's Association, and Gloria Jones, Michigan Showmen's Association.

Showfolk from out of town included Mr. and Mrs. Orville Crafts, of Crafts Enterprises; George W.

Blake, secretary of the Arizona Fair Commission, and Mrs. Blake, and Frank Warren, newly elected president of the Pacific Coast Showmen's Association. Mrs. Jaques Mercer, holder of the title of Miss America in 1950, was also a guest.

Bab Clutterbuck Productions staged the floorshow with music provided by Bert Parsons' ork. Harry L. Gordon handled the emcee chores.

Committee in charge of arrangements was headed up by Mrs. Lucille Zarlengo, chairman, and included Mrs. Margaret Hanna, Mrs. Ruby Freeman, Mrs. Lowl Sackson, Mrs. Glenna Hale, Mrs. Janelle Siebrand and Mrs. Inga Siebrand.

Detroit Fem Club Names Fran Moran

DETROIT, Dec. 25.—Frances Moran has been nominated as president of the Ladies' Auxiliary for the Michigan Showmen's Association. Election is scheduled for January 10.

Others nominated for the various offices include Clara Silber and Margie Mansell, first vice-president; Marion Fodal, second vice-president; Revella Galo and Tina Weiner, third vice-president; Carrie Dear, secretary, and Grace Zeigler, treasurer. Nominees for the board of directors are Laura Baker, Gerry Barber, Pat Crognale, Betty Greeley, Rose Gold, Lorraine Hamilton, Viola Lipka, Ethel Maskaron, Rose Morrison, Edythe Rizick, Bobby Schulz, Edith Schulz, Anne Stone and LaVerna Taylor.

Newly enrolled members include Jean Briggs, Eunice Henley, Esther Myers, Marguerite Fielitz, Mabel Preston, Marie Scering, Catherine Allen, Marilyn Portemont, Mary Clothier, Rosella Bellemore and Margaret Stapleton.

There was a large turnout for the club's annual Christmas social Monday (20). Winners for the evening included Carrie Dear, Bobby Schulz, Edith Schulz, Betty Greeley, Ethel Maskaron, LaVerna Taylor, Anne Stone, Frances Moran, Dorothy Ball, Jean Briggs and Sylvia Sommers.

Installation dinner will be held January 12 in the Park Avenue Hotel penthouse, it was announced by Margie Mansell, chairman of the entertainment committee. The foodless food sale will be held January 10.

Hill Org Adds Minnesota Fairs

HARLINGEN, Tex., Dec. 25.—Hill's Greater Shows have added several Minnesota fairs to its '55 route, Frank Gaskins, general agent, announced this week.

Owner H. P. (Punk) Hill is back here after the Chicago meetings and is catching up on his winter fishing.

WEISMAN NEW PRESIDENT

Unanimous Vote Given NSA Slate

NEW YORK, Dec. 25. — John Weisman and his entire slate of nominated officers were unanimously elected at the Wednesday (23) meeting of the National Showmen's Association. Pres. Weisman was installed as were the others, and will be honored at a formal installation ceremonial night and dinner next month at the Park Sheraton Hotel.

Handing over the gavel after a year at the NSA helm was Joe McKee. Laudatory statements and applause were liberally given to all officers and governors as the club looked forward to another year under new leadership. McKee is general superintendent at Palisades (N. J.) amusement park, and his successor is involved in stationary bingo operations, including one at Savin Rock Park in Hartford.

Moving up to first vice-president is Gerald Snellens, with Morris (Skee) Batala advancing to second vice-president. The post left by Batala, that of third vice-president, was filled by Bennie Weiss. Other officers are Jeff Harris, secretary; James P. Sullivan, assistant treasurer, and Harry Rosen, treasurer. Rosen and Harris were ill and could not attend the elections.

Installing officer Louis (Dada) King, club chaplain, complimented the new officers and charged them to meet their new responsibilities during the coming year.

"Money" is 1955 Byword
"Make 'money' the goal and the byword," King repeated to each officer.

Others who made complimentary remarks during the installations were Pres. Emeritus George A. Hamid, and counsel Sidney Levine. Hamid also expressed regrets that the annual meeting of the Massachusetts Agricultural Fairs Association conflicts with the formal ceremony date, January 10, and will prevent his attending.

Weisman was escorted to the dais by John King and R. Shep Blumberg. Snellens by Dave Brown and Harry Weiss, and Batala by Joe Lux and Sam Peterson.

In handing over the gavel McKee thanked the membership and his committees for their support, and Weisman expressed the opinion that equal co-operation, extended to himself as new presi-

dent, would result in the association having another successful financial year.

"It's the greatest honor that has ever been bestowed upon me," he said. Among the new president's first acts were the reappointing of King as chaplain and the naming of Ike Weinberg as sergeant at arms.

The new board of governors comprises the following men: Harry Agne, Vincent Anderson, Frank Blatsky, R. Shep Blumberg, Dave Brown, Morris Borwn, James Burgdon, Arthur Campfield, Frank Capell, Issy Cetlin, Tom Coffey, Max Cohen, Patty Conklin, Norman Y. Chambliss Sr., Charles Padrone, Harry Eddels, Maurice Elk, Jack Greenspoon, Ben Herman, Al Howard, Joe Hughes, Aaron Hymes, H. William (Bill) Jones, Johnny J. Kine, Sam Levy, Roger Littleford Jr., William Lynch, Jim McHugh, Al McKee, Bill Moore, Cliff Mullins, Sam Peterson, Sam Prell, Frank Rappaport, Abe Rapps, Irving Rosenthal, Clem Schmitz, Irving Sherman, Moe S. Silberman, D. D. Simmons, George Sollenberger, Dan Thaler, Is Trebish, Max Tubis, John J. P. Tumelty, Morris Vivona, Harry Weinraub, Charles Wertheimer, Michael Wynn, and Irving (Steve) Yerkes.

Executive secretary Ethel Weinberg cast a solitary vote for the entire slate of officers, which was interpreted as expressing the unanimous will of the membership. She later received a burst of applause for her service to the club, at the suggestion of George A. Hamid.

Following the meeting a spread of sandwiches, coffee and potato salad was put on by Dada King's luncheon staff. The club was decorated for the New Year's party earlier in the week by Joe Casper. Tickets for that affair are \$1.50 per person.

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Hot Springs Auxiliary Names Committees for '55

HOT SPRINGS, Dec. 25.—The Ladies' Auxiliary of the Hot Springs Showmen's Association this week named its committees for '55.

On hand for the official meeting were Alice Hennies, new president; Ethel Booth, Pearl Weydt and June Reynolds, first, second and third vice-presidents respectively; Bonnie Wheatley, secretary; Irene Ogle, treasurer; Daisy Fritts, club mother; Joan Fairly, chaplain, and Elsie Powell, tyler.

Rebecca Castle presented the club with six chrome combination ashtray-cocktail stands and Yorla Goldston donated \$100 to the general fund. Blanche Sprinkle gifted the club with a box of silver and a check for \$10 was received from Mae Sopenar.

New members are Josephine Haywood, Marianna C. Pope, Ann Gallagan, Claire Sopenar, Nan Rankine, Dorinda Maria Frazier, Isabel H. Brantman, Elsie Marie Miller, Mae Sopenar and Mrs. Libley J. Findley.

Committees selected included: Board of Governors: Caroline Holt, chairman; Vivian Zimdars, Betty Hardy, Yorla Goldston, Jackie Wilcox, Helen Hill, Carolyn McJunkin, Marion Shuford, Martha Wagner, Daisy Fritts, Ann Doolan, Sara McCaffery, Jennie Gloth, Billie Owens, Rose Kahn, Lucille Donofio, Virginia Gamble, Lillian Bowman and Mildred Wilson.

Goodwill: Rose Kahn, chairman; Rebecca Castle, co-chairman; Jennie Gloth, Mildred Wilson, Gloria Pearson, Kay Rocca, Bonnie Morgan, Martha Wagner, Hattie Wagner, Evelyn Hock, Margaret Hock, Grace Goss, Edythe Conkin, Ann Doolan, Juanita Strassburg, Sue Walters, Ester Owens, Davies, Betty Dyer, Irene Ogle, Clementine Moss, Jerry Dwyer, Dolly Frazier, Ann Gallagan, Josephine Haywood, Pearl Hall, Ann Rice, Judy Niles, Pauline Stoltz, Helen Staley, Ann Tilley, Pearl Weydt, Sara McCaffery, Lela Howey and Rose Cutler.

Ways and means: Bell Roberts, chairman; Elther Young, co-chairman; Virginia Gamble, Gloria Pearson, Pauline Stoltz, Mildred Wilson, Ida Lee Knight, Ann Gallagan, Bonnie Morgan, Grace Goss, Juanita Strassburg, Helen Hill, Ann Doolan, Gladys Phillips, Margaret Hock, Evelyn Hock, Pearl Hall, Ann Rice, Billie Owens, Dolly Frazier, Jerry Dwyer, Bonnie Welshman, Olga Glosser, Pearl Weydt, June Reynolds, Marie Sorenson, Sue Walters, Betty Dyer, Judy Niles, Lillian Ray, Ann Tilley, Lilly Head, Kay Rocca and Helen Staley.

Membership Membership screening: Marion Shuford, chairman; Jessie Howe, co-chairman;

Lucille Donofio, Marie Sorenson, Jackie Wilcox, Blanche Sprinkle and Esther Reader. Finance committee: Ann Doolan, chairman; Ethel Booth, co-chairman; Jessie Howe, Belle Roberts and Juanita Strassburg.

House committee: Olga Glosser, chairman; Joan Fairly, co-chairman; June Reynolds, Jackie Wilcox, Helen Staley and Lillian Ray. Entertainment: June Reynolds, chairman; Jackie Wilcox, co-chairman; Jessie Howe, Violet Martin, Kathleen Maki, Olga Glosser, Lillian Bowman, Billie Owens, Rosalie Martin and Mrs. Fred Sorenson. Meeting night buffet: Daisy Fritts, chairman; Marion Shuford, co-chairman; Marie Sorenson, Peggy Waldron, Rosalie Martin, Rose Cutler and Lillian Ray. Welfare and hospital: Yorla Goldston.

MIDWAY CONFAB

Edward K. Johnson was back for the fifth year, working the two Green Company stores in Philadelphia with wrist watches during the pre-holiday week. He reported sales far ahead of last year's.

Charles E. (Pops) Brown, formerly with Miller's Midway Shows and the Sunset Amusement Company, is in City Hospital, St. Louis, where he will be confined for some time. . . Mr. and Mrs. W. E. Page and Mr. and Mrs. Charles Griggs, of Page Bros. Shows, are back in Mobile, Ala., winter quarters, where preparations for the '55 tour are already under way. Show will spring February 1 in Mobile.

Mrs. Elizabeth Murphy is again wintering in Miami after a season in the Midwest, which was lengthened by several weeks in October and November with the World of Mirth Shows.

Hattie Wagner, after visiting friends in Houston, returned to her home at 109 Eslava Street, Mobile, Ala., to spend the Christmas holidays. She will actively participate in the forthcoming Mobile Mardi Gras, having leased most of her best locations on the parade routes, and is booking rides and legitimate concessions for the event. . . Walter B. Fox, unofficial carnival historian, has been battling a bout with the flu in recent weeks. Recent callers at the Fox apartment in Mobile, Ala., included Paul T. Robertson, Ideal Rides; Don Romero, agent of Buff Hottle Shows; Frank W. Peppers, M. J. Dressen and wife and Johnny Adams.

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Lucio Cristiani Reports Buying White Elephant

SARASOTA, Fla., Dec. 25.—Lucio Cristiani, owner-manager of Bailey Bros. & Cristiani Circus, revealed this week that he has acquired a white elephant from Bur-

ma. He said the rarity will be with his show next season, barring any complications.

Cristiani said that it was likely an effort would be made by others for the return of the animal, since it is sacred to Burmese and the government reportedly has indicated it wants the elephant brought back. The show owner did not say where the animal is located at present.

White elephants have been one of the greatest rarities exhibited by circuses thru the years, starting when the Barnum, W. W. Cole and Forepaugh shows each claimed one in the same season.

Cristiani also stated that he is planning a trip to Europe to see the Bertram Mills Circus, Olympia, London, and the Cirque Medrano and Cirque D'Hiver, both in Paris, soon.

Ringling Unit Opens Big In Havana

Club Acts, Lions Top Bill in Cuba; North in New York

HAVANA, Dec. 25.—Ringling-Barnum opened its winter circus for its annual run here Friday (17) with a near-sellout crowd on hand.

Featured are a magician, a club act and a lion act, as well as other circus turns. The lion act was broken at Sarasota particularly for this stand, it was reported.

The show moved in and set up without special incident. Some electrical cable equipment by which spotlights are controlled was left in quarters by mistake. A messenger was rushed back for it.

John Ringling North landed in New York Thursday (16) after visiting Europe, and General Manager Frank McClosky conferred with him there before returning to the show.

The Havana run is scheduled to go thru January 9.

FILM REVIEW

Martin-Lewis Circus Angle, Filming Score

CHICAGO, Dec. 25.—The Dean Martin and Jerry Lewis picture, "Three-Ring Circus," made last winter on the Clyde Beatty Circus, is being released Christmas week. The Technicolor Vista-Vision film is sure to be compared with "The Greatest Show on Earth" and "Ring of Fear" by circus troupers and fans, and this one comes off well.

Martin and Lewis partisans will enjoy the comedy. Looking at it solely from a circus standpoint, the picture also scores. Beatty does not appear and his name on all equipment was replaced with the title of "Clyde Brent Circus." But familiar faces of Beatty clowns, performers and staffers appear thruout.

There are superb shots of the show equipment. These include train views, scenes at the runs, unloading elephants and wagons going to the lot. More excellent footage depicts erection of the big top. This photography is unusually clear and forceful and a boost for outdoor shows.

Showmen will spot the usual technical flaws. On this show they ring chimes to announce buffet luncheon. Sound track carries tunes by a band organ when a calliope is intended. Hollywood still doesn't know about one-day stands. And they borrow two scenes from

UNDER THE MARQUEE

By TOM PARKINSON

George Keller will be on "Super Circus" January 2 to complete his season, which again this year ran 51 weeks. He'll be with Polack Western in 1955. . . . Stanley Book, foot juggler, operated a Christmas tree lot in Detroit before the holiday.

The Sky Kings, a Bill Atterbury high act, has been in Hawaii since early December and expects to be back in the States about the first of the year. . . . Arthur (Bozo) Lamont has been teaching school in New Orleans, but still writes his columns about clowning.

Ira Watts reports that he got the all's-well sign from Duke Hospital in Durham, N. C., where he went for a check-up, and is going with Mrs. Watts to Haines City, Fla., to visit his brother, L. D. Watts, for the holidays. They will see the Miami football game on New Years. After that the Watts will go to Macon, Ga., to start work again with King Bros.' Circus, where he is general superintendent.

Billy and GeeGee Powell visited friends at the Gil Gray Circus quarters while on their way to San Antonio, Tex., for the holidays. They will be with the George Engessers there. GeeGee Powell worked horses and elephants at the Houston and Fort Worth Shrine dates. . . . Roxy Engesser was in Houston to see the Shrine show, in New Orleans for the Tom Packs Circus and in Mobile, Ala., and Port Arthur, Tex., to see King Bros. She then returned to booking the street exhibit. In San Antonio the Engessers, Powells and Plunketts ex-

changed visits and the Engessers visited Harry Hammill at Uvalde.

Gainesville Circus equipment that was not damaged in the recent fire has been moved to an airport hanger in Gainesville, Tex. This includes parade wagons and motor trucks and trailers.

Jethro Almond, the former show owner, reports that Rex M. Ingham, Ruffin, N. C., showman who is ill, probably will be in the Veterans' Hospital, Augusta, Ga., for an extended period. . . . Earl Armstrong, who used to have a clown car act, is chairman of a festival committee at Montezuma, Ind.

Herman Ceplar, of the Ceplar Family high wire act, flew back to the U. S. from Germany December 12 after visiting relatives there. A number of German papers carried feature stories about his homecoming.

Ward Hall reports that Miles and Gots went to Dayton, Bill Christy to Chicago, the Walendos to Detroit and Henry and Buddy Forman to Nashville for the holiday hiatus of F.oman Bros.' Society Circus.

In the Odd Fellows Circus at Hugo, Okla., December 17-18 were Jack Moore and family, Wayne Newman Family, Charles and Shirley Rex, Mrs. Dan Sherwin, Stanfield the Magician, Larry Carlton Troupe, Chief and Tillie Keys, Bob and Billie Grubbs and Joe and Rosie Wright, who produced the show. Herb Walters was equestrian director.

Bill English, banner man with Kelly-Miller, has returned to Hugo, Okla., with two cage-trucks of animals which he had been showing as a school unit.

Playing a company Christmas party at Charleston, W. Va., six days ending December 18 were the Therons, bikes; Rudenko Brothers, juggling; Miller & Woodcock Elephants; Noble Trio, bars; Excess Baggage, dogs, and the Tokayers, teeterboard.

A. L. (Tommy) Thompson, of the Kelly-Miller circus and now with the Junior Clark Christmas Circus, was injured in an auto wreck that demolished their trailer and damaged their truck. Thompson's neck was fractured but he is working again. Sixteen dogs, two monkeys and four birds were dumped out on the road by the wreck but were not injured. The Thompsons lost several valuables in the trailer wreck.

Milton E. Pickman, Hollywood executive who also is now a member of the Ringling-Barnum staff, has been named chief of production for a new movie company, Distributors Corporation.

Byron Gosh will reopen his All-American Circus January 8 with Charles and Josephine, Harter's Trained Animals, Hans and Rosita Claire, Joe Franklin, Walter's Dogs and Ponies, the Nonsense Trio, and Louise and Her Basketball Dogs. Show opens in South Alabama as an indoor unit.

At the Mobile, Ala., Shrine club recently for a jackpots session were the Wilford Mae Trio, Edward Condon, Billy Irwin, the Lazellas, Cloyd and Yetta Harrison, the Lipincotts, Carlos and Vivian, Shorty Stevens Duo, Gigi, Jimmy Jackson, Byron Gosh, Barth and Maier, Hans and Rosita Claire, W. E. (Shotgun) Page and the Crawford Family.

Appearing in The Fort Lauderdale News' Christmas Circus at Gulfstream Park, Hallandale, Fla., Sunday (19) were Col. Bob Morton, director; Joe Basile, guest director; Pat Anthony, cats; Janet and Paul and Aerial Winters; Raftery Sisters; Aerial Chapmans; Dime Wilson and Company; Sylvia and her dogs; Great Albion, high act; Irah Watkins, chimps; Five Coronas, high wire; Margarite and Jakie; Cycling Sydneys, Beers-Barnes Elephants, and the Simru Duo.

R. T. Bullock is back at his home with the family in Grand Rapids, Mich., after closing November 14 in Miami with the Larry Sunbrock rodeo. Bullock reports an okay season with the show as its general agent and publicity man. The Bullocks celebrated the second birthday of their twin sons, Terry Dee and Jerry Lee, December 20. Bullock plans to return to the Sunbrock show in 1955.

James Heron's Animal Exhibit is laying off over the holidays at the fairgrounds at Punta Gorda, Fla., home of many former circus people, including John R. Jack, who now owns a saw mill there and furnishes tented organizations with cypress poles and seat lumber. Also wintering there is Whitey Galloway. Clarence Auskings, former advance agent for the exhibit, is now at Live Oak, Fla. Other members of the show have gone to their homes for the holidays. They will rejoin to play Florida fairs in mid-January.

Rolando, who planed back to New York after five weeks' engagement at Coney Island Park, Caracas, Venezuela, flew to Sweden, Tuesday (21), to spend the holidays with his parents. He will return the first week in January in time to open with Polack Bros. Circus Western Unit.

M. J. (Mike) Dressen, circus and carnival agent, who has been in the real estate business in Mobile, Ala., since the closing of Cavalcade of Amusements last April, will be general agent of the Kelly-Morris Circus the coming season. Dressen will leave for the org's winter quarters at De Land, Fla., (Continued on page 47)

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Hagen in Quarters At Harlingen, Tex.

HARLINGEN, Tex., Dec. 25.—Hagen Bros.' Circus is in quarters here pending a return to the road after the holidays. An old airport site is being used, and a hanger is turned into a work shop. The show's permanent quarters are at Edmond, Okla.

Robert Couls is manager of the show. Owner Howard Suez was on the show shortly before it closed its late season. Ben Davenport visited at Aransas Pass, Tex.



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RSROA Meet Forges Big 1955 Program

DETROIT, Dec. 25.—A direct effort to "remove the inequality now facing private enterprise skating rinks from the tax laws and operations" is to be made by the Roller Skating Rink Operators' Association as the result of action taken by the board of control in its recent meeting here. The gatherings lasted three days and covered nine business sessions, devoted to consideration of all problems arising since the summer convention.

The program on tax legislation relief was outlined by Arthur E. Litzberger, chairman of the legislative committee, who detailed an extensive schedule of activity for the spring. The objective will be to secure legislation which will allow private business men operating roller rinks to secure the benefits now denied them but granted to other small business enterprises under the Small Business Administration of the federal government.

A new membership committee of the parent RSROA was inaugurated, with Jack Dalton, Cleveland, named chairman. In assuming the new responsibility, he expressed confidence that this committee could function to increase substantially the membership of the RSROA during the coming year.

A prepaid medical insurance plan, which had been first presented at the annual summer meeting, was given further discussion, and it was decided to table the project indefinitely.

Preliminary planning and discussion of the formulation of a code of ethics within the association were referred to the advisory committee.

Resolutions of sympathy were passed, noting the passing of William McMillan, well-known professional skater, and deploring the great loss of property which RSROA members in the East suffered in the series of three hurricanes.

Publications

A report by Secretary R. D. Martin showed that the RSROA now has no less than six books on skating now in production: (1) "Roller Speed Skating," now in galley proof form, to be available in about a month; (2) "This is the RSROA," to be ready in mimeograph form about January 1 for use in both reference and promotional work by the association; (3) "The Board of Control Manual,"

upon which work has begun, with data now being compiled and publication expected in time for the 1955 convention; (4) "Rules of Roller Hockey," now in completed manuscript form, including artwork, to be given to the printer shortly; (5) "Roller Figure and Free Skating," still in incomplete manuscript form (a mimeographed edition is to be prepared by the RSROA headquarters, however, to be made available for examination at the 1955 Professional Conference, in advance of formal publication in book form), and (6) "RSROA Rules Book," with material now being assembled for the ultimate manuscript.

Some important detailed changes in dress rules for rinks operated by RSROA members were adopted, following the recommendation of the dress and conduct committee. The objective, it was explained, is to enhance the appearance of persons attending the championships and to contribute toward improving the status of roller skating in general.

New rules, which will become effective for RSROA members beginning with the competitions of 1955, include: (1) No shorts, levis or overalls will be permitted in the rink during the meet; (2) no bare midriffs will be permitted in the rink during the meet; (3) do not wear skating costume on the street at any time thruout the meet, unless it is suitably covered by an outer garment; (4) there will be two persons, male and female, either operators or professionals, on duty in the rink at all times, designated as officials to enforce dress rules.

Championship Regulations

Individual gold, silver and bronze plaques will be awarded to the place winners at the American Championships, beginning in 1955, to replace the medal awards. This marks the first departure by the RSROA from the traditional medal, and the board pointed out that this new rule does not affect the regular State and regional championship awards which are still under the rule requiring official RSROA medal awards. The new plaques will bear a bas-relief insignia of the RSROA seal, together with a plate identifying the award and

the year, with the whole mounted in a walnut backplate.

A special rule allowing relief from the hardship caused by boundary limits in a specific case was voted by the board for skaters who formerly participated at the Rolladium, Staten Island, N. Y., to participate in championships this year thru New Jersey member rinks. This was done because of the available communications between Staten Island and New Jersey, contrasted with the difficulty of communication with rinks in New York State.

A new category of competition was given a possible sendoff at the Detroit meeting—the Pacific International Championships. The advisory committee was given the assignment of working out details for such an event in 1956, with a report to be presented at the board's annual summer meeting.

A problem affecting closed and open regional championships was discussed and given a two-way referral—to the 1955 professional conference and to the American judges council.

Latitude taken by competitors in the past in the matter of a definition of "skirt" used in rules of dress in connection with skating costumes caused the board to formulate a technical definition to serve as a guide in rules interpretation in the future.

An unprecedented innovation in figure skating competition approved for 1955 is the skating of loops on painted tracings for the first time. A pattern for painting the loop figure right on the rink floor will be made available to operators thru the RSROA office.

Drastic action was taken in a specific case involving the Tidewater States meet of 1954 "to uphold association standards." The case grew out of non-compliance with association rules regarding medal awards.

General Action Taken

Television appearances by amateur skaters was given considerable discussion, but it was found that this required consideration of an extensive amount of material, which the board referred to a special committee headed by Victor Caille, Holly Oak, Del.

The entire matter of amateur sanctions is to be given a thoro review by the advertising and publicity committee.

Promotional ideas for roller skating and rink operation were discussed at length, with stress given to the idea of imprinted notebooks for school children.

The contest for selection of the roller skating queen of America was formalized, with the adoption of a regular set of rules to govern the selection by the board.

An honorary amateur membership was voted to Dr. Hugh Whytock, Salt Lake City, who will soon celebrate his 100th birthday.

A number of improvements in the scoring book were asked at the Detroit meeting. Also added was some instructional material covering skate dancing.

The key action taken at the conference, already announced, was the award of the 1955 American championships and convention to the Rollerade, Toledo, operated by William Logan. His bid from Toledo was successful in winning acceptance over bids from Brooklyn, Newark, Akron and Richmond, Va.

Active support for the project is promised from the community, according to word from RSROA headquarters. Al W. Kish, operator of Memorial Hall and Pearson Park rinks, Toledo, promised support. The sports departments of two local Toledo papers indicated the national event would have their active interest. Dates will be July 22-August 2, with the championships concentrated in the period July 24-30.

Assignment of State and regional championships for 1955, preliminary to the American championships, was also approved by the board, as follows:

Northeastern regional assigned to Metropolitan New York chapter for recommendation of location; Massachusetts and New Hampshire State, Lincoln Park Rink, North Dartmouth, Mass. May 15-18; Rhode Island, Portsmouth Roller Rink, Portsmouth, R. I., May

2-3; Connecticut, Eli Skating Club, New Haven, May 2-3; New York State, assigned to New York metropolitan chapter for recommendation of location; New Jersey State, assigned to New York metropolitan chapter for recommendation of location; Eastern regional; Mercury Roller Rink, Norfolk, June 18-20. Pennsylvania, Fairgrounds Skateland, Reading; Tidewater States (Delaware, Maryland, Washington and Virginia), Merryland Roller Rink, Glasgow, Del., May 29-30; Eastern Canada and Ontario, not assigned; Great Lakes Regional, Skateland, Dayton, O.; Ohio State, Rollerade, Akron; Michigan State, Brockway Roller Rink, Saginaw, Mich.; Illinois, Indiana and Wisconsin; Arcadia, Chicago; Southern Regional, N. W. Chilhowee Roller Rink, Knoxville, Tenn., June 20-22; Midwestern regional, Arena, Tulsa, Okla.; Rocky Mountain States (Colorado, Wyoming, New Mexico), Warnoco Roller Rink, Greeley, Colo.; Tri-State (Missouri, Oklahoma, Kansas), Pla-Mor Roller Rink, Kansas City, Mo., April 29-May 1; Texas State, to Texas chapter, RSROA, at Midtown Rink, San Antonio, May 5-8; Arkansas and Louisiana State, Ludeni Roller-drome, Shreveport, La.; Iowa, Nebraska, North Dakota State, not assigned; Northwestern Pacific Coast regional, Oaks Park Rink, Portland, Ore., June 13-15; Oregon State, Oaks Park Rink, Portland; Washington State, Rolladium, Bellingham, April 16-18; Idaho, Montana State, not assigned; British Columbia provincial, not assigned; Southwestern Pacific Coast regional and California State, not assigned, and Utah State, not assigned.

Big Turnout

Roster of those attending the meeting included:

Robert Y. Gould, Gay Blades, St. Petersburg, Fla.; George Brett, Dearborn Roller-drome, Dearborn, Mich.; Claude W. Robinson, Robinson's Rink, Fort Worth; John W. Sawyer, El Torreon Rink, Kansas City, Mo.; Arthur Russell, Southgate Roller-drome, Seattle; R. D. Martin, secretary-treasurer, Detroit; Charles E. Cahill, assistant secretary, Detroit; Arthur E. Litzberger, Crystal Palace Rink, Philadelphia; Benjamin F. Morey, El Skating Club, New Haven, Conn.; Thomas S. Boydston, Lincoln Rink, Lincoln, Neb.; Jack Dalton, Rollerade, Cleveland; Victor Caille, Printz Roller Way, Holly Oak, Del.; Walter J. Wolf, Ringing Rocks Park Rink, Pottstown, Pa.; William T. Brown, Imperial Rink, Portland, Ore.; Frank Negri, Hillside Roller-drome, Richmond Hill, N. Y.; Edward H. Laventure, Whalom Roller Rink, Pittsburgh, Mass.; Al W. Kish, Memorial Hall Rink, Toledo; Robert Bollinger, Oaks Park Rink, Portland, Ore.; Jack Coopersmith, Great Leopard Rink, Chester, Pa.; Albert Anselmy, professional, Pontiac, Mich.; Mary Haller, Crystal Palace Rink, Philadelphia; William Skelly, Arcadia Sports Enterprises, Detroit; Mr. and Mrs. J. Harper Spence, Flint Park Rollerade, Flint, Mich.; Vernon Fowkes, Po-Mac Enterprises, Tulsa; Cecil Milam, Arena Recreation Center, Washington, Pa.; James Steigner Jr., Venetian Rink, Miami; William Logan Jr., Rollerade, Toledo; Henry W. Mason, Mercury Rink, Norfolk; John Paxton Jr., Merryland Rink, Glasgow, Del.; V. F. DeWitt, Raybestos division, Skate Wheel Sales; Tony Mayo, member applicant, Lorain, O.; Rolly Matson, professional, Glasgow, Del.; Clifford J. Wilkins, dean, SRSTA, Walcliffe Roller-drome, Elmout, N. Y.; Frank Bartik, chairman, American Judges' Council, Newark, N. J.; Robert Irwin, American Judges' Council, Chicago, and B. G. Chew, American Judges' Council, Kansas City, Mo.

ALBERT LEA, Minn., Dec. 25.—Carl Peterson, who recently sold his rink here and who operates a rink in Mapleton, Minn., announced recently that he is taking over a rink in Buffalo Center, Ia., for the winter months. Henry Forman is now operating the Amusement Center Rink at Wahpeton, N. D.

ROADSHOW REP

M. S. WARREN writes from Portland, Me.: "Some time ago there was an item asking about the first Toby. I want to nominate my father, Frank Warren, for this honor. He was a comedian with Comical Brown's show in the early '90s. I have been told that Dick Martz, who for many years had small shows in the East and who came from Camden, Me., also did a Toby role in the '90s. Price Webber, who was active around the turn of the century, had a Toby comedian with his 10-20-30 show, but I haven't found out who it was. Johnny Barker, who was well known around Boston, also did Toby at Austin & Stone's Museum, and that was about the same time. All these were before any Western Tobys came along and, in fact, there were few shows west of Chicago at that time." Warren asks whether anyone can send in more information about Comical Brown. . . . Earl D. Murphy writes from Klamath Falls, Ore., to report having had a good summer in Northern California doing celebrations and fairs. Murphy has been trying to do some school shows in Oregon, but hasn't had too much success. "There is a frown on in some towns," he says. "Have been breaking in a solo show and will give it a whirl on one-day stands en route east. The tent dramatic business seems to be off, altho last summer I met Gifford Freeman, who was doing okay with a wall tent show and five people. He had some good bills and very little vaude. At Ashland, Ore., I ran into Doc Perley Waters, who was playing small towns with a museum vaude show. He is now on the way east, having left his museum truck at Grants Pass., Ore., to take up a three-cast road show.

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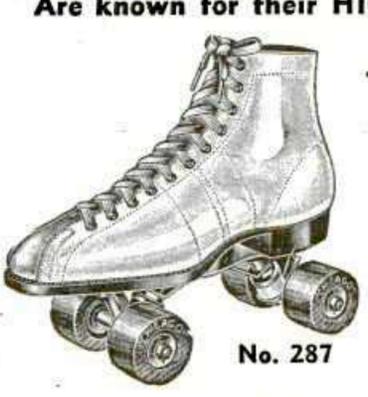
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MERCHANDISE TOPICS

Write The Billboard Buyers' Service Department, 2160 Patterson Street, Cincinnati 22, O., for a complete list of addresses of firms mentioned in this column. To expedite handling please enclose self-addressed envelope.

Tee Jay Toys, Inc., New York, has enlarged its facilities to include foam rubber stuffed toys for the 1955 carnival season, it was announced this week. Foam rubber stuffing, the firm claims, is rapidly replacing other types of stuffing because it is more sanitary, never loses its original shape and is washable.

A tiny flashlight recently introduced by **American Manufacturing Company, Cranston, R. I.,** is called the Petite Purse flashlight. This miniature light is perfect for such general use as finding key holes at night, for locating lost articles, etc., but it was specifically made for the inside of milady's purse. A slide forward on the operating button and it provides a brilliant, long-lasting light powered by two standard replaceable batteries of tiny size. The item is easily attached to the mirror compartment of the purse by the spring clip on the rear of its case. Attractively finished in gold plate, it retails for \$1.

The well-known firm of **Gellman Brothers, Minneapolis,** invites you to send for a free copy of their general catalog. Nate Gellman says the catalog illustrates a great line of imported and domestic novelties and nationally advertised name brand merchandise, including housewares, electric appliances, jewelry, watches, clocks, stuffed toys, blankets, carnival goods, etc. Distributors, salesmen, agents, wagon jobbers and route men, auctioneers and premium users will find the catalog a genuine money-saving guide. The firm has been in business for 35 years and has a well-established reputation for reliability and low wholesale prices.

Cel-Max, Memphis, reports wide acceptance of its jeweled Swiss watch set. The set consists of a handsome Swiss watch with expansion band, two sets of cuff links, two tie clasps and a gold-plated key chain. Your cost is \$7.90 per set; sample \$8.90, or with reconditioned nationally advertised watches, \$9.90; sample \$10.90. Required is 20 per cent with order, balance, c.o.d. The firm is also featuring jewelry sets at \$9.60 per dozen in 12 different styles in beautiful boxes. The jewelry sets, necklace and earrings are hand-set with flashing stones in gold-plated settings. There are assorted colors and black cameo. A sample of this set will be sent for \$1 and a catalog will be sent free.

A revolutionary new auto polish called **Coat-O-Plastic** is making its bow in the field. A thin coat of clear plastic is applied to a clean finish which dries to a hard, bright luster. This is unaffected by weather over a long period of time. Specialty salesmen and workers should be interested in this product as it is of interest to the millions of car owners in the country and demonstrates easily. Comes in a bright new package with a guarantee coupon and is priced at \$34 per gross. **Tomac Company, Pittsburgh,** is the manufacturer.

A new line of exotic African dancers is being shown by **Magidson Brothers, Chicago,** which they claim is a creation of pure inspiration. These action figures have flowing headdress, loin, wrist and calf adornments, and are 18 inches high. Together with shield and drum, the ebony black model comes with a splash of white which provides an exceptionally good-

looking contrasting color combination. Other colors include chartreuse with forest green and coral with gray. Also available is a companion piece planter 15 inches long. Made of neoprene which has been treated for high-water resistance, the planters come in the same colors as the figures.

A combination knife sharpener and buffer for polishing silverware is being offered by **Selectric Products Company, Lynwood, Calif.** A good cutting edge on a knife is easily affected by merely drawing the blade lightly thru twin slots. A buffer wheel runs on the same shaft and can readily be used to polish silver. Brings out luster quickly and with a minimum of effort. A sliding plastic guard prevents contact with one wheel while the other is in use. A black top section triggers the device and when a slight pressure is placed on this section the 110-120-volt, a.c.-d.c. motor is activated. The motor stops when pressure is removed.

A scientifically created simulated straw with fine texture is the material used on the **Tex-Straw Western hat** manufactured by **Arlington Hat Company, New York.** Made with a dyed-in color, the hat has a natural look because it's fabricated by hat craftsmen. The firm claims the product sells on sight, and has another item called the **Howdy-Doody cowboy hat.** Because this hat will be seen by untold numbers of viewers, the item, made of the same Tex-Straw with the official Howdy-Doody emblem, a braided chin cord and adjustable slide, will already be pre-sold. The body of this hat is pure white and has a red trim. Comes packed in assorted sizes, two dozen to a carton.

Imperial Merchandise Company, New York, announces importation of 21-count needle books with patented needle threader to sell to jobbers for \$2.85 per gross. Samples will be submitted to jobbers without charge. Quantity orders can be handled immediately.

PIPES FOR PITCHMEN

By BILL BAKER

WE UNDERSTAND . . . that very few of the regular pitch artists have been seen around the Detroit area recently. Even Happy Heller's old friend, Roberta Putti, took it on the lam last September and hasn't been seen around the place since.

REPORTS HAVE IT . . . that pans, glitter art, rhinestone setters, idents and head scarfs have been real geedus grabbers in certain sections of the country during the last several weeks.

WE HATE TO SAY IT . . . but so many of the old-timers have passed on recently that this corner is beginning to take on the tone of an obituary column. Word has just been slipped to us that another one of the brothers, old Arthur (Doc) Pyle, has hung up his cue for the last time. Pyle, who was 67, died December 13 in Peoria, Ill. It will be remembered that the old Doc was the former owner of the Lighthawk Remedy Company, a med show that buzzed around some few years back. More recently he was with Al G. Kelly & Miller Bros. and Dailey Bros. shows. He is survived by his widow, Ida, and several children. One of his sons, Paul, is currently with King Bros.' Circus.

RAN INTO . . . "Doc Blanton," postals Harry Wilson from Asheville, N. C. "The old boy, at 84, is the dean of jewelry workers and he's here working the burley tobacco markets. The good Doc has a fine display of the latest imported costume jewelry and watches at the warehouse and is having big pass-outs. Horace Brazziel, with his hearty handshake and jovial smile, coming on the growers, is getting fine returns on the paper. I'm headed for the winter fairs in Florida, where I

will again work the glass cutters and sharpeners."

NOW THAT . . . we've finally spotted Horace Brazziel and found out that he's still in there pitching we'd like to have him pipe in real soon and ease the minds of a whole gang of people who have been inquiring about him for the past several months.

WE WANT TO THANK . . . the many pitcheroos who have been piping in recently. Remember that a lot of people in the trade get quite a jolt out of the jive that you pass on to us here, so keep the stuff rolling in. For an investment of just a few moments of your time and a 2 cent postcard you can stimulate some fond memories in the noggins of many of the brothers who have crossed your pitch path.

MANY OLD-TIMERS . . . in the tripe trade will remember George T. Miskel, who for many years, was a regular contributor to the Pipes column. Old George was widely-known as a member of the team of Miskel and May, magic act, and was a global trouper in every sense of the word. We have just received word that George died December 13 in St. Louis at the age of 76.

JUDGING FROM . . . the jazzed up tone of the note penned by our old friend Sol Addis from the Van Hatten Hospital, Bronx, N. Y., he must be feeling pretty chipper again. Sol says, "I'm still here after being confined for ten weeks with some ticker trouble. I don't know when I'll be discharged but I expect to be pretty soon. Jack Kahn, old-time pitcheroo, has been to see me quite often—he's a good scout and a real trouper. Here's wishing you and all the boys and gals a Happy New Year."

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AGENTS & DISTRIBUTORS

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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.

ATTENTION JOBBERS — WE OFFER Hosiery, Cel-Pac, \$2.95 dozen. Also \$1/15 FF, \$5.75. Write for list, Earle Hosiery Co., Box 943, Charlotte, N. C. ja8

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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 Initials and Sign Letters. Free samples. "Ralco," X-L, Boston 10, Mass. ch-np

LADIES' FULL-FASHIONED NYLON HOSIERY. Twelve pair good grade; each pair in cellophane, three pair per box; latest shade, some with black heels, \$3.50 doz. Gaala Hosiery Sales, 4114 Meritas Ave., Columbus, Ga. ch-np

"NATIONAL DIRECTORY OF DISCOUNT Dealers"; "Directory of New York Importers and Related Services. Send 25¢ for names and addresses where to buy directories. Max Saltzman, Dept. BB, 7635 Rinds Ave., North Hollywood, Calif. ja29

SELL 8X10 OIL COLORED SILK FINISH enlargements; attractively framed from any photo for only \$2.95. Big commission. Write Acme Enlargers, Levy Station, North Little Rock, Ark. ja1

TERRIFIC VALUE! ROSARY BRACELETS, beautiful, imported faceted beads. Each with fancy filigree caps. Complete with medal and crucifix. Beautifully packaged; a sure-fire profit maker. \$5.75 dozen. \$64 Custom House Jewelry Mfg. Co., 26 Custom House St., Providence, R. I. ja8

TRADE JOURNALS, FARM PAPERS, AND Crew Deals. All territories open. Please state experience. Trade Press, 3119 Troost, Kansas City 9, Mo. ja1

WHOLESALE DIRECTORY OF MANUFACTURERS, distributors, selling 450,000 nationally known products. Novelties, appliances, vitamins, clothing, etc. Literature free. Carter, Box 9011 BD, Chicago, 80. ja15

YOUR OWN BUSINESS — SUITS, \$1.50; Overcoats, 65¢; Mackinaws, 25¢; Shoes, 12½¢; Ladies' Coats, 30¢; Dresses, 15¢. Enormous profits. Catalog free. Moro, 1218AF South Jefferson, Chicago. ch-np

\$1 PROFIT EACH SALE PLUS OVER-rides. Two, three or more orders one family. Photo enlargements only \$2.95; Xmas Specials, G. Allen Studio, Riegler Bldg., Little Rock, Ark. ja1

100% LANOLIN OILS—AQUA CREME FOR skin and hair. 1 gallon; sells \$16 or more. Scherer Co., 700 First National Bank, Peoria, Ill. ja15

ANIMALS, BIRDS, PETS

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 throughout world. Marine Enterprises, Inc., Hermosa Beach, Calif. np

CHIMPANZES—EITHER SEX; VARYING ages. Perfect specimens, easy to handle. Chase Wild Animal Farm, Egypt, Mass. Tel. Scituate 571. ja15

CHIMPANZEE BABIES—8 TO CHOOSE from; tiny babies to performing age; from \$700. Rare Bird Farm, Kendall, Fla. ja8

FOR SALE—SURPLUS ANIMAL LIST. 5 adult white fallow deer; 2 2 year white fallow male deer; 5 1 year white fallow female deer; 4 adult white fallow female deer; 5 adult white tail male deer; 3 1 year white tail male deer; 1 1 year European red deer; 2 adult female African lion; 1 4 year male African lion; 1 5 year male mt. lion; 3 pair 1 year old Canadian grey wolf; 1 pair coyotes; 2 female coyotes; 4 pair rhesus monkeys (adults); 10-year-old female Chapman zebra; 1 1 year old male Nilgai antelope. All the above subject to prior sale, John Pettera, owner, Rose Park Zoo, Prairie Du Chien, Wis. Phone 436. Prefer calls after 6 p.m.

ROSS ALLEN—FRESH WESTERN DIAMONDBACK Rattlesnakes; live delivery guaranteed. Barely order form required. Ten-pound minimum order, \$1.25 per pound. Boa Constructors, all sizes. New price list ready. Ross Allen Wholesale Division, 1112 N. Miami Ave., Miami, Fla.

TWO PUMA CUBS—BOTH PERFECT; SIX months. For immediate shipment. Also Snakes, Alligators, Silver Fox, Otter, Martin Locke, Phone 141, New Braunfels, Tex. ja1

BUSINESS OPPORTUNITIES

BEACH—BEST BATHING, SO. JERSEY. Established; unusual opportunity for promoter of amusements. Forty acres, sell or rent, reasonable. Ballow, Vineland, N. J.

COSTUME SHOP IN SOUTHERN CALIF. willing to sacrifice for quick sale. Owner leaving Five thousand Masquerade, Theatrical Costumes Clean, in excellent condition. Shoes, Hats, Swords, Clowns, etc. Pictures, 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 special membership offer. Siegal, Box 84, New York 12, N. Y.

FOR SALE — POPE COUNTY FAIR grounds, Coloma, Illinois. All buildings and land; beautiful large stream borders. See our product. Unusual earning possibilities. Write H. B. Farker, Star Routes, Metropolis, Ill.

OVER 60? WANT SALARIED POSITION? No selling. New book lists many salaried jobs for older people. Free details. Frank Thomas, Box 2206, Ft. Pierce, Fla. ja15

PAINT SIGNS WITH MASTER PATTERNS. Set 1¼" to 12" prepaid, \$1. Sample, 3¢. Eyerly, BB-583, Newton, Iowa. ja15

RARE OPPORTUNITY—WANTED PARTNER with \$3,000 or more. Government buys our product. Unusual earning possibilities. Write Box 1494, Montgomery, Ala.

START A BUYING SERVICE — BUY wholesale thousands nationally advertised products. Make big profits selling at large discounts. Free details. Kord Tenn. Service, Box 2152, Oak Ridge 10, Tenn.

WANTED—CAPITAL TO EXPAND PERMAREPTILE exhibit. Will sell interest in business which also includes importation of animals. Wish to incorporate and sell shares but must retain controlling interest in such business. Also includes good souvenir and gift business. Box C-152, Billboard, Cincinnati 22, Ohio. Send financial references.

COSTUMES, UNIFORMS, WARDROBES

QUALITY COSTUME JEWELRY FROM manufacturer. Earrings, \$5 dozen; Pins, \$5 dozen, beautiful. Pins, \$4 each. Special order work accepted. George Sassen, 350 West 31st St., N. Y. C. 1. ja22

RHINESTONES, 75¢ GROSS; DERBIES, \$2; ostrich feathers, \$8 dozen; white tuxedo coats, tails, strip, minstrel. All cheap. Strictly cash. Gerald Bury, 2720 E. Market Street, York, Pa. ja1

FORMULAS & PLANS

10,000 FORMULAS, \$4; 1,500 FORMULAS, \$2; 500 formulas, \$1. Encyclopedia "Medical Self-Help," \$4. N. Green, St. Cloud, Fla., 298.

FOR SALE—SECONDHAND SHOW PROPERTY

EXHIBITORS, ADVERTISERS—NEW 500 watt projector, two carriers, 3¼"x4" and 2"x2" color wheel, \$35. Circulars, Gronberg Projectors, 1612 E. Cervantes, Pensacola, Fla.

FOR SALE—CIVIL DEFENSE WALK-THRU exhibit in special built 24 ft. army truck van. Excellent for street or fairs. Priced to sell. \$2,800. J. Gaudy, 1709 Hillsboro, Tampa, Fla.

FOR SALE—SHOOTING GALLERY AND Arcade; about 28 machines, photo booths and rifle range. One of best locations on Chicago's North Side. Forced to sell because of family. Box 775, The Billboard, Chicago, Ill.

FOUR KIDDE RIDES—WHIP, PONY CART and boat ride by Mangels. Purchased summer 1954. Miniature train, 16 passenger, never used. 300 ft. 18 gauge used track. All rides in beautiful condition, practically new. Can be bought with or without trucks. Price of each ride, not including trucks: Whip, \$1800; Pony Ride, \$2000; Boat Ride, \$1700; Miniature Train, \$2000. No trade. Strictly cash. Gerald Bury, 2720 E. Market Street, York, Pa. ja1

MINIATURE TRAINS — ALL SIZES, gauges; new, used, custom built. Photos details. \$1 bill (refunded). Miniature Trains, 33B Winthrop, Rehoboth, Mass. ja1

OCTOPUS CHAIROPLANE — BIG 53 horse wheel, 20x20 marquee, 32 ft. drop frame semi, like new. Mickey Perceil, South Williamsport, Pa.

SELL OR TRADE — COMPLETE LONG range lead shooting gallery in 25 ft. semi-trailer Dodge tractor. Sell for \$1200 cash or trade for late model long wheel base truck or large factory built house car that will carry along extra concessions and that one can live in on lot. Grover Kortonic, 4353 Warner Rd., Cleveland 5, Ohio.

SHRUNKEN HEAD FROM ECUADOR, \$30; iron tongue gimmick, act. \$5; two-headed baby show (new). Boswell, 508 Herring, Wilson, N. C.

TWO FACTORY REBUILT PARKER 32 FT. new except Merry-Go-Rounds. Everything but wheels, iron and steel, including new metal horses; \$5,000 each. One 50 KVA G. E. Pot, \$150. Shop built ten car Kid Ride, new, \$1,000. Set used wood Parker horses 20 for \$500. Repaired ready to paint. 20x30 show top, good no holes, no patches, not rotten, khaki, \$100. 500 ft. Double O welder's cable for ground cable, 40¢ per foot. New Parker style horses, aluminum horses, \$75 each. Write or call C. A. Goree, Azle, Tex.

WATERMELON CONCESSION TRAILER—Semi, is 36 ft. long, 20 ft. living quarters, 10 ft. walk-in cooler, 7 ft. self-service room. 10,000 capacity. Awnings, seatings 144. \$10,000 value for only \$2,750. Phone 92891, Clayton Bros., Fultonham, Ohio.

INSTRUCTIONS BOOKS & CARTOONS

"ANNIE OAKLEY OF THE WILD WEST." Havighurst, new circus book, \$4.50. Free catalog circus books. Rudell, Box 461, Washington 4, D. C.

MAGICAL APPARATUS

A BRAND NEW #24 CATALOG—MIND-reading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Palmistry, Buddhi, Graphology, Magic; 144-page illustrated catalog, 50¢ wholesale. Nelson Enterprises, 336 S. High, Columbus, Ohio. ja22

MISCELLANEOUS

GENUINE MINK OR RABBIT FOOT KEY chain, attached to souvenir magnet 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

M. P. FILMS & ACCESSORIES

16MM. SOUND FILMS—WESTERNS, FEAT-ures for sale or rent. Rental rates, \$5 a week. Ace Camera Supply, Florence, S. C. ja15

PARTNERS WANTED

WANT TO CONTACT PROFESSIONAL pianist, agent or songwriter in New York City to present songs to publishers. 50-50 deal. Four songs approved by Capitol records. Jud Frankeberger, 2423 Stevens, Parsons, Kan.

PERSONALS

ARE YOU SEEKING PEACE OF MIND? Free home study copy in the Catholic religion. Paulist Instruction Center, Dept. B, 2 Columbus Ave., New York 17. ch-ja29

AUERY JIM JONES—BABY VERY SICK. Contact wife at once. Mt. Vernon, Ky.

BEAUTIFUL SOUTHERN MODELS—PHOTO-graphed in the Sunny South. 12, \$1. 24 plus 3 special, \$2. Alfred Rutledge, 47 Woodside Ave., Greenville, S. C.

DUE TO THE SHORTAGE OF PAPER AND my love for trees from which it is made, I did not send cards this season. However, greetings to Sahara Rose, Ronda Rondell, Rita Ray, Bertha Bert and many, many, many others. Karl Alzona, Gen. Del. Tallahassee, Fla. P.S.: For Sale—Slightly used Half-and-Half Gimmie cheap for cash.

LETTERS REMAILED FROM L. A., 25¢. Buying service available; we can get anything from L. A. for you. McKenna, 2532 Daly St., L. A. 31, Calif. ja8

PHOTO SUPPLIES DEVELOPING-PRINTING

COMIC FOREGROUNDS AND BACK-grounds, Direct Positive Cameras, Papers, Chemicals, Mounts, Glass Frames, Photo Novelties, Miller Supplies, 1535 Franklin, St. Louis 6, Mo. fe19

DIRECT POSITIVE PHOTOGRAPHERS—We supply everything you need; reasonable prices. Eastman DP paper, chemicals, frames, backgrounds, comic foregrounds, cameras for indoor and outdoors complete Photo Booths, etc.; free information and prices; we are old and reliable since 1903. DDC Camera Co., 1161 N. Cleveland Ave. Chicago, Ill. ch-ff

LEATHERETTE PHOTO CASES—1¼x2, \$25 1000; 2¼x3½, \$9.41 gross. Brass corners, 1½¢ case extra. We make all sizes. Samples, 25¢. Bonomo, 54 Jefferson St., Brooklyn 6, N. Y. ja22

PHOTO BOOTH OUTFITS CHEAP — ALL sizes; drop in and see them; latest im-provements; real bargain. PDQ Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. ch-ff

PRINTING

ALWAYS FASTEST SERVICE—QUALITY printing. Three-color 14x22 Window Cards, \$8 hundred; 17x26 size, \$12.50 hundred. Your copy up to 50 words. Also bumper and telephone pole cards. Tribune Press, Dept. W55, Earl Park, Ind. mar26

IT'S MALLO PRESS—767-B LEITH, FLINT 5, Mich., for "Printing of Distinction." Hurd-Goroum, 35 or 40 Paces, Bumper Signs, Decals, Business Cards, Tickets. ja22

500 NAME AND ADDRESS LABELS printed in blue ink on quality gummed paper, \$1 postpaid. Harper, Box 1702, Erie, Pa.

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. ja1

WANTED TO BUY

MAJOR AND KID RIDES FOR CASH. Must be in top working condition. Alex Freedman, 5414 Victoria, Los Ang. ja15

REQUIRE MEDIUM MERRY-GO-ROUND horses or pattern; must be cheap. Want unusual items for exhibit. Photos requested. Lew'chuk, Canora, Sask., Canada.

TWO SMALL TRAINED FEMALE DOGS—Must be young and good workers. State all to G. E. Wilson, Box 475, Gibsonton, Fla.

WANTED — MERRY-GO-ROUND; ALSO other rides. State condition and best price. Ora B. Hunt, Springfield, Utah. ja1

WANTED TO LEASE, WITH THE OPTION to buy for 1955 season, Allan Herschell Merry-Go-Round 35 or 40 Paces, 3 Bumpers, David F. Lenihan, 72 Main St., North Reading, Mass.

WILL BUY TWO PDQ STREET CAMERAS if priced low. Also one Daydark Camera and Blackbacks. Paul Wisner Studio, 5306 Dix Ave., Overland 14, Mo. ja8

COMING EVENTS

Arizona
Phoenix—Aria Natl. Livestock Show, Jan. 3-8.
Phoenix—Home Show, Feb. 12-20.
Wickenburg—Gold Rush Days, Jan. 23-30.

California
Los Angeles—General Motors Motorama, March 5-13.
Pasadena—Tournament of Roses, Jan. 1.
Max Colwell, 181 S. Las Robles Ave.
Sacramento—Sportorama, March 25-27.
San Bernardino—National Orange Show, March 17-27.
San Diego—Doll Show, Jan. 10-15.
San Diego—All-Breed Cattle Show, Jan. 29-30.
San Diego—Camellia Show, Feb. 26-27.
San Francisco—China, Glass, Gift, Jewelry, Toy, Stationery and Housewares Show, Feb. 3-6, Kay Leber, 1355 Market St.
San Francisco—National Sports and Boat Show, March 4-13, Thomas R. Rooney, 369 Pine St.
San Francisco—General Motors Motorama, March 26-April 3.

Connecticut
Hartford—Sportsmen's Show, Jan. 22-29

Florida
Bowling Green—Hardee Co. Strawberry Festival, Jan. 24-29.
Daytona Beach—Volusia County Home Show, March 12-16, Irene Kellogg, Pilot Club.
Miami—Flower Show, March 18-21.
Miami—Flower Show, Jan. 7-10.
Miami—Do It Yourself Show, Feb. 1-8.
Miami—Antique Show, Feb. 9-14.
Miami—Boat Show, Feb. 17-24.
Miami—Orchid Show, Feb. 23-28.
Miami—General Motors Motorama, Feb. 5-13.
Tampa—Home Craftsmen's Show at Fla. State Fair, Feb. 5-19.
Tampa—Antique Show, Jan. 3-6.
Tampa—Dog Show, Jan. 23.

Georgia
Georgia—Southeastern China, Glass & Gift Show, Jan. 16-19, Foster B. Steward, 1401 Peachtree St., N.E.

Illinois
Chicago—Auto Show, Jan. 7-16.
Chicago—Toy and Novelty Show, Congress Hotel, Jan. 9-19, John D. Treadwell, National Importers and Novelty Manufacturers' Association, 261 Broadway, New York 7.
Chicago—Boat Show, Feb. 4-13.
Chicago—International Sports and Outdoor Show, Feb. 18-27.

Indiana
Fort Wayne—Sports Show, Feb. 15-20.
Indianapolis—Sports Show, Jan. 28-Feb. 6.

Iowa
Ottumwa—Auto Show, Feb. 4-6.

Kentucky
Louisville—Sports Show, March 5-12.

Louisiana
Baton Rouge—Livestock Show & Rodeo, March 5-12.
Lafayette—Mid-Winter Fair & Livestock Show, Jan. 6-9.
Lafayette—Flower Show, Jan. 15-16.
Lafayette—Mardi Gras, Feb. 22.
Lake Charles—Fat Stock Show and Rodeo, Feb. 24-27.
New Orleans—Mardi Gras, Feb. 13-22.
New Orleans—Junior Livestock Show, March 2-3.

Michigan
Bay City—Poultry Show, Jan. 16-19, Ben W. Mau, 2009 Second St.
Hastings—Michigan Cornbelt Stock Show, March 2-3, Duncan G. Leitch.

Minnesota
St. Paul—St. Paul Winter Carnival, Jan. 28-Feb. 6, John Geisler, 356 Cedar.

Mississippi
Carrollton—Carroll Co. Livestock Show, March 23, R. A. Cooper.
Columbia—Marion Co. Livestock Show, March 10-12, D. O. Scott.
Forest—Southeast Miss. Dist. Livestock Show, March 17-19, G. D. Collier.
Greenwood—Delta Dist. Livestock Show, March 24-26, E. H. Blackstone.
Hattiesburg—Forrest Co. Livestock Show, March 11-12, W. W. Kennedy.
Hattiesburg—South Miss. Dist. Livestock Show, March 14-16, N. S. Hand.
Mendenhall—Simpson Co. Jr. Livestock Show, March 14-16, J. P. Ponder.
Port Gibson—Southwest Miss. Dist. Livestock Show, March 21-23, E. C. Newman.
Sardis—Northwest Miss. Dist. Livestock Show, March 28-30, R. P. Lewis.
Tupelo—Lee Co. Livestock Show, March 25-26, W. J. Pernel.

West Point—Northeast Miss. Dist. Livestock Show, March 31-April 2, E. E. Wooten.

Missouri
St. Louis—Sports Show, Jan. 18-23

New York
New York—General Motors Motorama, Jan. 20-25.
New York (Bronx)—Sports and Vacation Show, March 5-13.
Utica—Sports Show, March 24-29.

Ohio
Cincinnati—Sports Show, Feb. 8-13.
Cleveland—Sports Show, Jan. 3-9.
Cleveland—Sportsmen's Show, March 8-22.
Columbus—Sports Show, March 22-27.
Dayton—Do-It-Yourself Show, March 18-20, Retail Hardware Dealers' Association.
Toledo—Sports, Home, Boat and Auto Show, March 5-13, Paul Spor, Ohio Building.
Toledo—Flower Show, March 22-27, Geo. Yakobian Enterprises, 1718 Jefferson Ave.
Toledo—Home and Travel Show, Feb. 5-13, Mill Tarloff, 505 Spitzer Bldg.

Oklahoma
Oklahoma City—Antique Show, Feb. 23-28.
L. Verne Slout, Vermontville, Mich. Show, March 14-18, A. K. Mackey.
Oklahoma City—Home Show, March 27-April 3, Gus Fields, Biltmore Hotel.

Pennsylvania
Harrisburg—Pa. Farm Show, Jan. 10-14, H. R. McCulloch.
Philadelphia—Gift Show, March 26-31, Donald C. Little, 220 Fifth Ave., New York.
Uniontown—Uniontown Poultry and Farm Products Show, Jan. 4-8, Wilbur Cook, R. D. 4.

Texas
Austin—Livestock Show, Feb. 28-March 6.
Brownsville—Charro Days, Feb. 17-20.
Stephen A. Bosio, Box 752.
Brownsville—Charro Days, Feb. 12-20.
Dallas—Natl. Pigeon Show, Jan. 19-22.
Dallas—N. Texas Cat Club Show, Jan. 22-23.
Dallas—Exposition of Modern Living, Feb. 12-20, Louis L. Young, 4427 Sexton Road.
Dallas—Allied Gift and Jewelry Show, Feb. 20-25, Mrs. M. Dalton, 3832 Wilshire Blvd., Los Angeles.
Dallas—Southwestern Gift Show, Feb. 20-25, Fred Sands, 3108 S. Joplin, Tulsa, Okla.
El Paso—Southwestern Sun Carnival Parade, Jan. 1.
El Paso—Southwestern Livestock Show and Rodeo, Feb. 6-13.
Fort Worth—Fort Worth Rodeo, Jan. 28-Feb. 6.
Houston—Fat Stock Show and Livestock Exposition, Feb. 2-13.
Houston—Sports Show, March 18-27.
Laredo—Washington Birthday Celebration, Feb. 17-28.
Mercedes—Rio Grande Livestock Show, March 8-13.
Mission—Citrus Fiesta, Jan. 26-30.
San Antonio—Livestock Exposition, Feb. 18-27.

Virginia
Norfolk—Do-It-Yourself Show, Feb. 19-22, 28-March 2.
Richmond—Home and Garden Show, March 22-27.

Washington
Seattle—International Trade Fair, March 11-25, Kenneth V. James, 215 Columbia St.

Wisconsin
Milwaukee—Home Show, March 12-20.
Milwaukee—Milwaukee Sentinel Sports & Vacation Show, March 26-April 3.

CANADA
Quebec—Winter Carnival, Jan. 6-Feb. 23.
Toronto—Sportsmen's Show, March 11-19.

Under the Marquee
● Continued from page 42

soon after Christmas for a conference with owner-manager William Morris and other staffers.

Roy Romas flew to New Orleans recently from his Double R Ranch in San Antonio to purchase a 35-foot trailer and tractor. Title of Romas' show will be changed temporarily to Royal Bros. Dude Ranch Shows. All equipment is being overhauled, and acts and horses are being readied for the upcoming tour beginning in early January. The Flying Romas Troupe and Trigger will again be featured.

Lois Ann Madden and her chimp, Mita, appeared on KQTV December 10. The Maddens hoped to move into their new home in Lake City, Ia., before Christmas. Veteran circus builder Clarence Richardson is completing their oriental room with elephant-head wall lighting. . . . Clown Len Keeler returned to his home in Bridgeport, Conn., after completing the season with the Hagen and Clyde Bros.' shows. He'll tour with King Bros.' Circus in 1955.

Vermilion Ex Elects

VERMILION, Alta., Dec. 25.—E. M. Stewart was elected president of the Vermilion Agricultural Society at its annual meeting. He succeeds William Barr, president for many years, who refused to stand for nomination. Vice-presidents are O. A. Strome, John Bryden and R. Gordon Ross. The organization will mark its 50th anniversary in 1955.

HELP WANTED CLASSIFIED ADVERTISEMENTS

REGULAR CLASSIFIED ADS . . . Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 15c a word—Minimum \$3. CASH WITH COPY.

DISPLAY-CLASSIFIED ADS . . . Containing larger type and white space are charged for by the agate line, 14 lines to the inch. (No illustrations or cuts.) RATE: \$1 a line—\$14 per inch.

Forms Close Thursday for the Following Week's Issue

ATTEND COLLEGE—PLAY ON ALABAMA Cavaliers, Drummer, bary, jazz trumpet, lead alto, all chairs. Write Box 1566, University, Alabama. ja8

COMMERCIAL PIANO MAN FOR MIDWEST traveling Orchestra. Guaranteed salary. Sleeper bus. Want man willing to stay and help build organization. Little John Beecher, 1611 City Natl. Bank Bldg., Omaha, Nebr. ja22

LEAD TRUMPET, LEAD SAX (ALTO, Tenor), Trombone for agency band. Sleeper bus; good book. Wire Larry Elliott, 1611 City National Bank Bldg., Omaha, Nebr. ja8

MUSICIANS FOR TRAVELING TERRITORY band. Guaranteed salary. Sleeper bus. Box C-144, c/o Billboard, Cincinnati 22, Ohio. ja8

WANTED—HILLBILLY AND WESTERN guitarist; lead and rhythm. Must double bass or banjo. Also accordionist wanted. Permanent location; radio and TV also personals. Salary. WLEX AM and TV. Phone 30433, Lexington, Ky. ja1

WANTED LADY PARTNER—SINGLE, white; ages 30-45. One interested in astrology, prefer a Pisce; confidential. Write Partner, c/o Main P. O. Box 1199, Albuquerque, N. M.

AT LIBERTY—ADVERTISEMENTS

5c a Word Minimum \$1

Remittance in full must accompany all ads for publication in this column.

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. ja8

MISCELLANEOUS

HUMOROUS WRITER—MALE, NON-plagiarist, now available. Recommended by leading columnist-humorist. Write Box 968, Billboard, 1564 Broadway, N.Y.C. 36.

OVER 25 WORLD ATTRACTIONS—EDUCATIONAL, gigantic indoor walk-through exhibition. Booking United States three months. Mr. Ernie, 210-6 Ave., N.E., Aberdeen, S. D. ja22

Dallas Fair

● Continued from page 47

City of Dallas and chairman of the board of the Mercantile National Bank, one of the city's larger banks.

The annual meeting of State Fair Musicals, Inc., a separate corporation but with the same board of directors as the fair, was held following the State fair meeting. The same slate of officers as for the fair was elected, with the exception that in this capacity Meeker serves as vice-president and managing director. The Musicals put on a series of shows in the State Fair Auditorium during the summer.

Dick Dillon

● Continued from page 47

a young boy and successively was usher, moving picture operator and then a stagehand. His impersonations caught the eye of Gus Edwards, who gave him a chance in "School Days." Dillon then got into vaude, playing the small time, and progressed to better bookings with Gus Sun, Morganstein & McClaughlin, Loew's, Ber' Levy, Sullivan & Considine, Pantages, Shea and Keith. Being a hooper with a good voice, with acrobatics and juggling added, gave Dillon an edge.

Permanent improvements during the year totaled \$604,986, the report showed, with the major item being the \$456,558 expended to construct the fair's new Women's Building.

Gate receipts, as usual, made up the largest single item of income, the report said, followed by receipts from the midway and concessions, exhibits and the Cotton Bowl stadium, in order.

The fair's net profit for the preceding year was \$350,438, and total profits since it resumed operations in 1946 after a four-year wartime lapse totaled \$3,463,165. Biggest profit year was 1949 when the fair earned \$513,133.

The fair is an independent, non-profit institution and all profits are plowed back into permanent improvements and cost of operation.

Re-elected as directors for three-year terms at a recent meeting of the fair's stockholders were Ben E. Cabell, Robert L. Clark, Fred F. Florence, D. A. Hulcy, George L. MacGregor, James M. Moroney, William F. Neale, Robert M. Olmsted, J. Woodall Rodgers, John W. Runyon, Hugo W. Schoellkopf, Clyde L. Stewart, Joe C. Thompson, J. Glenn Turner, J. Ralph Wood and Ben H. Wooten.

MUSICIANS

"ENCHANNERS," COLORED VOCAL quartet. Radio, TV, stage stars; seeking recording contract. Contact "Nash" Barracotto, Box 243, Lockport, N. Y.

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. ja1

HAMMOND ORGANIST AVAILABLE JAN. 2d; have my own organ and transportation; played in the finer hotels and cocktail lounges in New York and Penna. Contact me at once. Harold Wolfe, c/o Al-Joes Restaurant, Binghamton, N. Y.

LEAD TRUMPET, BASSMAN—BOTH name experience. Prefer location. Any style or type. Musician, Room 19, Francis Hotel, Winston-Salem, N. C. ja15

LOMBARDO STYLE—TWO ALTO SAX, double clarinet; sight readers. Name band experience. Joe Caidarella, 435 1/2 So. Hallock, Kansas City, Kansas. ja8

PARKS & FAIRS

BALLOON ASCENSIONS, PARACHUTE jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. ja29

RIDING ACT—TWO HIGH SCHOOL horses. Flashy equipment and performance. Capt. von Alenitch, Rt. 2, Box 592, Albuquerque, N. M. ja15

SENSATIONAL HIGH DIVING—FEATURING suicide pool; the smallest diving tank in the world which is equipped with spears and its surface covered with a mass of flaming gasolene. Featured by Fox Movietones as the plunge of death. Contact Capt. Earl McDonald, 466 Lamphier Place, Warren, Ohio. Telephone 45337. ja22

LITTLE ATOM
World's Smallest Pistol
COMPLETE WITH RAMROD AND YOUR CHOICE OF LEATHER HOLSTER OR BLANKS



ACTUAL SIZE

Dealer's Cost . . . \$12.00
List . . . \$1.95 ea.

Actually shoots blanks with terrific report. . . sells on sight with a bang!

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DAY & NIGHT SERVICE

'55 Juke Industry Targets: Cut Costs, Find New Money

Ops to Concentrate on Good Locations, Dime Play; Open Door to Backg'd Music

By JIM WICKMAN

CHICAGO, Dec. 25.—Two pressing problems—rising costs and the need for new money—will be met by the automatic phonograph industry in 1955, and as a result the industry is expected to emerge in better condition than ever before.

With one hand, operators will fight rising costs by concentrating on making good locations even better, and with the other, they'll open the door to background music and new money.

The problem of rising costs will strike a heavy blow to marginal locations. Operators have already found remote spots, equipped with old machines, too costly to service. Savings, here, will be poured back into the better locations.

Out-dated machines will become harder and harder to find. Record sales to operators show the trend: 78's are rapidly losing ground to the newer and more economical 45's.

One of the biggest changes thru-

out the country will be the increase of dime play—probably surpassing its progress to date. The move to eliminate nickel chutes is beginning to roll in every quarter.

Nickel advocates are becoming fewer and fewer. Major cities like Chicago have shown that the changeover can be accomplished profitably. Detroit will be the first to go dime play next year, already skedded for January 1.

How widespread dime play can become was shown late this year when all of Northwestern Ohio, including Cleveland, Akron and Youngstown, announced suddenly that they were in the process of making the change.

Music operator associations will continue to boost the possibilities of dime play, but it has been proven that they're not necessary. Operator co-operation is practically guaranteed, as shown in Detroit where non-members are as active in the dime program as members. (Continued on page 51)

Eastern Music Op Sees '55 Upswing

Dime Play Is Possibility; Reduction in Overtime Pay Hurts Tavern Business

by Aaron Sternfield

NEW YORK, Dec. 25.—Eastern music operators see a slight upswing in business during the next twelve months.

Since taverns comprise the majority of juke box locations, the status of the operators' coin box is directly tied up with the status of the bartender's cash register.

And since bar business was not good in 1954 along the Eastern seaboard, the year didn't set any records altho most operators reported they were holding their own. They see a better year in 1955.

Except for a few areas, there hasn't been any widespread industrial unemployment here, but there has been a sharp cutting down of overtime. And for a lot of workers, bar money represents dollars in excess of those required to pay for the necessities of life. With reduced working schedules, there isn't too much left after the necessities are taken off.

The overwhelming majority of juke box operators in the East are charging 5 cents a play. But there are signs that the price structure is starting to crack. In New Jersey, experiments with a 10-cent minimum have been tried. In Westchester County, N. Y., and Baltimore, 10-cent play is actually in operation. In Philadelphia it is expected to get under way soon.

So far, New York City operators—except in isolated cases, have stuck with the nickel. But after watching how their neighbors are (Continued on page 52)

Canada's Jukes To Hit 25-50% Higher in 1955

TORONTO, Dec. 25.—Twenty-five to fifty per cent higher. That's the consensus of leading coinmen for the juke box business in Canada in 1955.

Reasons for the expected boom were reported to be population increases, dime play, new equipment and ready money.

Reg Gilchrist, Seeburg distributor, said that he anticipated a 50 per cent increase in the juke box business, while Arthur Lipton, somewhat less optimistic, said that (Continued on page 52)

Denver Ops See '55 Juke Play Increase

DENVER, Dec. 25.—Juke box play has been climbing steadily for the past two years here in the Colorado capital, and from all reports, the increase will continue thruout 1955.

According to top operators, the sharp population increase thruout the State has accounted for most of the upped play.

NEW TWIST

Slogan Aids Peoria Op Tell Service Pitch

PEORIA, Ill., Dec. 25.—An effective means of interjecting the point of service into every negotiation with a location owner is to incorporate the word "service" in the firm's slogan, according to Les Montooth, veteran music operator.

Montooth, whose juke box territory embraces most of the small towns in a 50-mile radius around Peoria, discovered long ago that (Continued on page 51)

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 28—Western Massachusetts Music Guild, bi-weekly meeting, Ivy House, West Springfield.

January 3—Association of Amusement Machine Operators of Quebec, monthly meeting, Cafe Minuit, Montreal.

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 10—Amusement Machine Operators' Association of Greater Baltimore, bi-weekly meeting, Mandell-Ballow Restaurant, Baltimore.

January 29—Association of Amusement Machine Operators of the Province of Quebec, 1st annual banquet, Montreal.

January 31—Central States Phonograph Operators' Association, monthly meeting, Peoria, Ill.

February 19-20—National Automatic Merchandising Association, regional meeting, Atlanta Biltmore Hotel, Atlanta.

March 5-6—National Automatic Merchandising Association, regional meeting, Adolphus Hotel, Dallas.

March 19-20—National Automatic Merchandising Association, regional meeting, Lord Baltimore Hotel, Baltimore.

March 28-30—Music Operators of America, annual convention, Morrison Hotel, Chicago.

(Send Calendar dates to The Billboard, 188 W. Randolph Street, Chicago 1.)

Operators expect climbing costs to cut heavily into collections, but are mollified somewhat by the excellent play received in most locations during 1954.

Dime play, which was expected to solve the high initial cost problem, has taken a back seat, at least for the present, in the Denver picture. Only a few firms were able to establish successful conversions this year.

Another reason for the optimistic view is the gradual return of Denverites to taverns, a pre-television entertainment habit. New to Denver, TV had largely depopulated taverns during the past two years.

Canadian Distrib Plans Op Meet on Background Music

TORONTO, Dec. 25.—A special meeting is being planned between juke box operators of this district and R. E. Lindgren, to discuss the advantages of background music.

Lindgren, in charge of R. C. Gilchrist, Ltd., Seeburg outlet here, explained that the meeting would be held sometime after the first of the year at the headquarters of the firm.

In a letter to all operators in the area, Walter McHoull, general manager of Gilchrist, Ltd., pointed out that background music was providing operators with "a new market." He urged that all operators attend.

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:

THE FIRST ANNOUNCEMENT of an increase in the price of 78 r.p.m. singles to 98 cents came from RCA Victor this week. The price changes made by the company also increases EP prices slightly and sharply dropped LP prices.

THE 50 TOP SONGS for 1954 as tabulated from The Billboard's weekly Honor Roll of Hits appears in a special chart this week. Top honors went to "Little Things Mean a Lot."

JUKE BOX OPERATORS and one-stops will be on the receiving end of one of the biggest company promotions when Capitol Records tees off a special campaign on Jackie Gleason singles and extended play records.

And many other informative news stories, as well as the Honor Roll of Hits and other operator charts.

Stark, Dietmeier New BB Coin Heads

Schreiber Named Publisher of Vend; Latta New Vend Advertising Manager

CHICAGO, Dec. 25.—Hilmer Stark was named general manager and Robert Dietmeier editor of the coin machine division of The Billboard Publishing Company.

G. R. Schreiber, coin machine editor of The Billboard since 1947, has been made publisher as well as editor of Vend, the magazine of automatic merchandising. Schreiber had been acting both as Vend's editor and as The Billboard coin machine editor.

The promotions, announced here this week by Maynard Reuter, vice-president, are effective January 1. Reuter had previously been general manager of the coin machine division.

In his new post, Stark will direct the editorial, advertising and circulation progress of the coin machine division.

A veteran of the coin machine industry, Stark joined The Billboard in 1938 as a coin machine reporter. He transferred to the

sales staff in 1942 and to Vend in 1946. During World War II, he served as an air force navigator.

In October, 1948, Stark became advertising manager of Vend and last year took on the additional responsibilities of coin machine advertising manager. (Continued on page 52)

TWIN CITIES

Ops Plan 10c Move to Boost '55 Juke Play

MINNEAPOLIS, Dec. 25.—Music operators in the twin cities are optimistic for 1955, with dime play definitely expected to be in the picture.

Operators believe that dime play "must come" in 1955, citing mounting costs as the all important reason. "One year from today," declared one operator, "either dime play will be an established fact or the number of coinmen operating music will have declined sharply."

The year ahead, operators feel, will be one in which practically all music machines on location will be geared for 45 r.p.m. disks. Rumors here indicate that the price of 78's will increase in 1955 and that production of this size will be drastically reduced.

Altho facing the task of replacing machines, operators are confident that the new machines will be a big help in switching to dime play and therefore a boost to the business.

Wurlitzer Execs Tour Bush Hdqrs.

MIAMI, Dec. 25.—Ted Bush and Ozzie Truppman, of the Bush Distributing Company, Wurlitzer outlet in Florida, Southern Georgia and Cuba, played host to Wurlitzer executives this week, guiding the out-of-town visitors thru their headquarters.

The occasion was a Wurlitzer world-wide distributor sales meeting held in Miami Beach.

Visitors were shown the 15,000 square feet of floor space 8,000 feet of which is represented by a (Continued on page 52)

Predict Juke Gains In Miami During '55

MIAMI, Dec. 25.—Operators and distributors in Greater Miami predict the 1955 juke box business here will equal or surpass this year's totals.

Willie Blatt, president of AMOA and partner in the firm of Music Makers, said that he expected juke play to increase from five to ten per cent in the coming year. Blatt based his prediction on the rapid growth of population here and new equipment. He explained, "Today's high-fidelity phonograph can now be placed in locations which at one time frowned on automatic music, and new locations mean new dollars."

A big boost to the business, Blatt added, might come in the shape of dime play. He hinted that AMOA hoped to convert to the smaller coin in 1955.

Sam Marino, of Marino Music Company, said that he foresees a

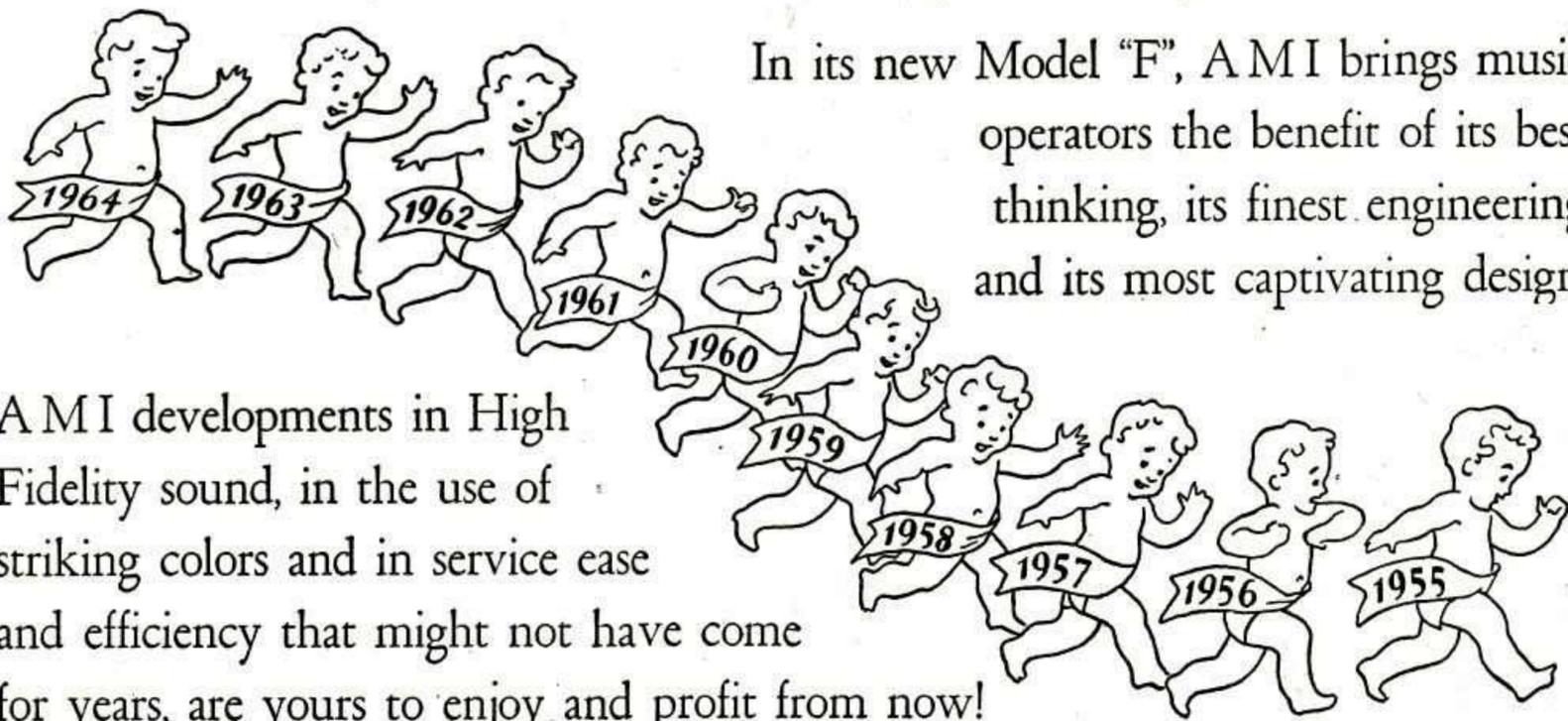
good year for 1955, but believes that operators will have to hustle more to get location's top dollars.

The day will come, Marino said, when operators will have to diversify equipment to survive. Of course, he added, dime play would help the current picture tremendously.

Raoul Shapiro, of Tropical Music Company, said that he was confident that business would increase. Shapiro pointed to good conditions thruout the country and Florida's 3,000 new residents every week. Shapiro, too, said that dime play would eventually come to Miami and that he hoped it would be in 1955.

Eli Ross, head of Ross Distributing, said that November marked the best month in his firm's history. Said he expected the recent upward trend to continue. (Continued on page 51)

YEARS AHEAD



In its new Model "F", AMI brings music operators the benefit of its best thinking, its finest engineering and its most captivating design.

AMI developments in High Fidelity sound, in the use of striking colors and in service ease and efficiency that might not have come for years, are yours to enjoy and profit from now!

You're Ahead for Years with the Juke Box That's Years Ahead

Originator of the Automatic Selective Juke Box in 1927
AHEAD THEN - AHEAD NOW

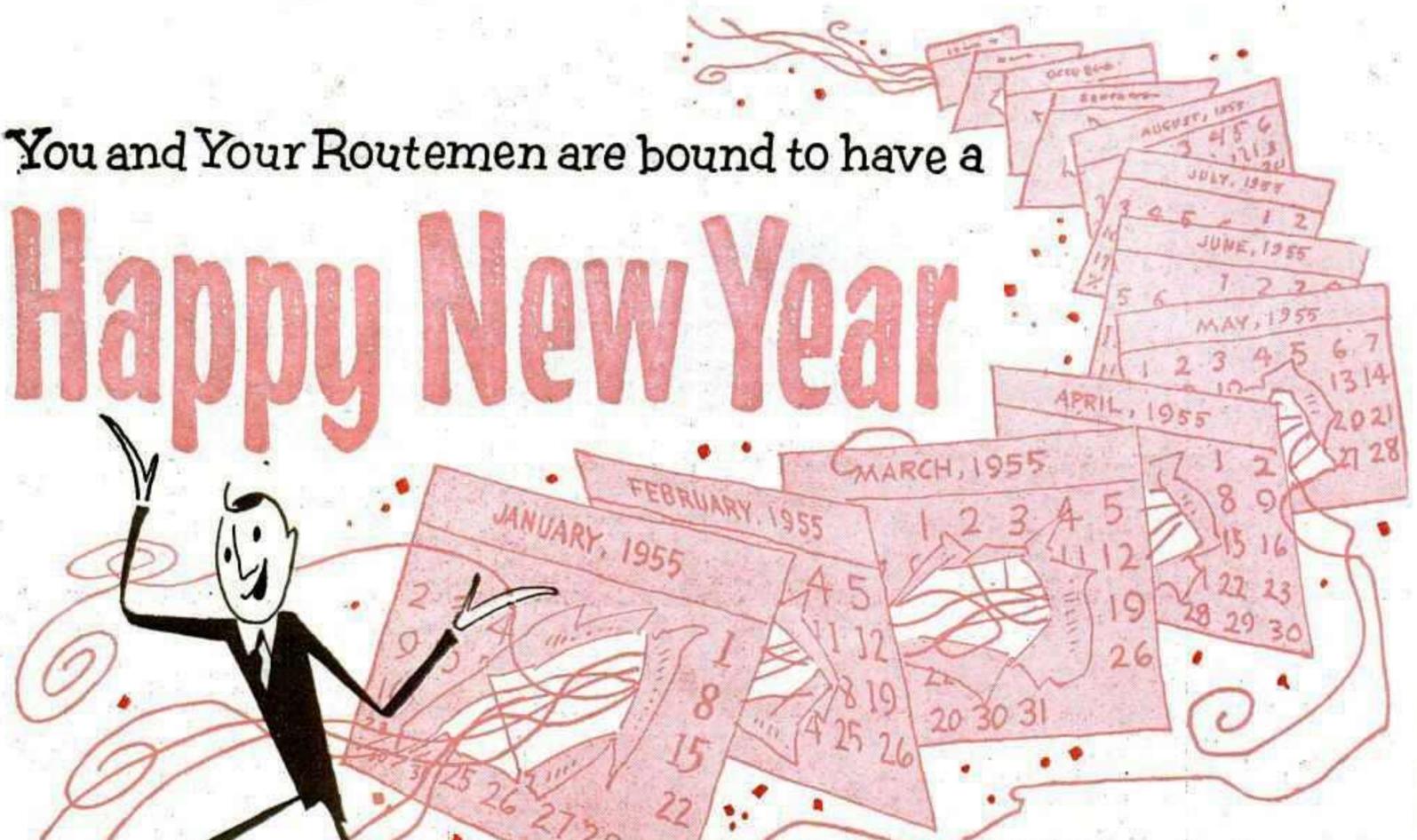
AMI Incorporated

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 Siesbye A/S, 5 Palaisgade, Copenhagen K., Denmark

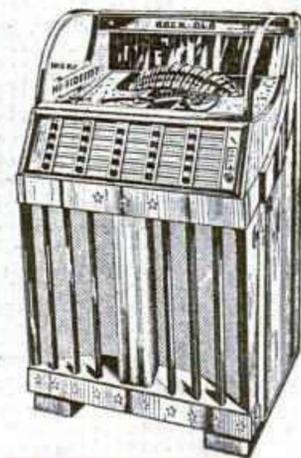
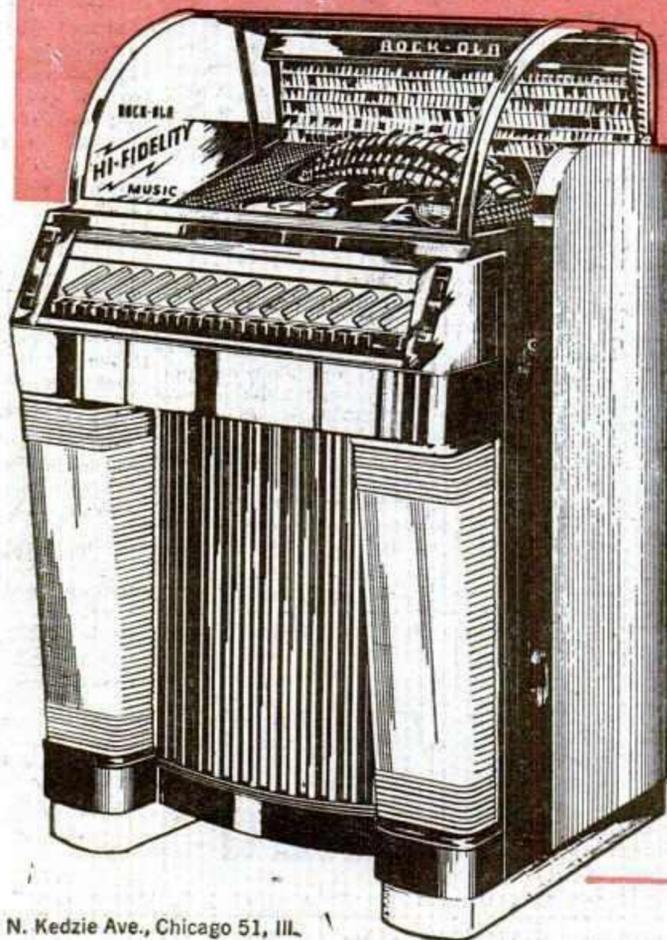
You and Your Routemen are bound to have a

Happy New Year



.....all YEAR LONG with

ROCK-OLA Hi-Fidelity Music



Model 1442 with 50 Selections

Model 1446 with 120 Selections

Rock-Ola Mfg. Corp. 800 N. Kedzie Ave., Chicago 51, Ill.

10 Cent Play Paints Bright '55 for Conn. Juke Ops

By ALLEN W. WIDEM

HARTFORD, Dec. 25.—The Connecticut coin machine industry

Juke box routemen are currently switching machines to operate on "dime-play-only" in metropolitan Hartford. Other areas in the State are expected to follow immediately

COINMEN YOU KNOW

Chicago

Communications to:
Ken Knauf
Central 6-8761

M. J. Abelson is on a business trip to California, and scheduled to return around New Year's.

includes the Genco Big Top Gun and a Hydro-Duck

Louis J. Hoff

OUTLOOK GOOD FOR

COINMEN YOU KNOW

Continued from page 51

...good but off slightly due to the rapidly becoming a popular one-stop, reports Manager Raoul Shapiro. The disk outlet is in the new

THE BILLBOARD INDEX

ADVERTISED USED MACHINE PRICES

VENDING MACHINES

JANUARY 1, 1955

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

THE BILLBOARD

53

**CANTEEN BUYS
52% OF ROWE**

A YEAR OF GROWTH AHEAD

Hard-Sell Competition

T. 155 M.



VICTOR'S SUPER V
The Ideal Capsule Vendor
 Featuring the Greatest Earning Power
 Ever Built Into a Bulk Vendor . . . at
 10c Play.

Eastern Ops See '55 Banner Year

May Crack All Sales Marks; New Plant Openings; Office, School Locations

Supplies in Brief

Candy Sales

Sales of confectionery and competitive chocolate products by man-
 ufacturers and

10 Cent Play Paints Bright '55 for Conn. Juke Ops

By ALLEN W. WIDEM

HARTFORD, Dec. 25.—The Connecticut coin machine industry is looking to a bright 1955, altho much of the industry's optimism is dependent on public reaction to dime play.

Canada Distrib Asks, Why Not 2-Nickel Play?

TORONTO, Dec. 25.—Should juke boxes be equipped to accept two nickles for a tune?

Altho one of the first in Canada to advocate 10-cent play, Reg Gilchrist, head of R. C. Gilchrist Ltd., maintains that they should.

Gilchrist points out that all vend-machines—soft drink, candy, etc.—take two nickles or a dime for their merchandise, and the public likes it.

He declared that music machines operating on two-nickel play would easily increase collections by 30 per cent.

People are in the habit of using nickels, Gilchrist said, and it shows up in collections. Vending machine operators still find a healthy amount of their grosses in the form of nickels. Even phone boxes are set to accept two nickels, he added.

Gilchrist said that the psychology of public buying habits warrants the extra chute on machines.

New Twist

Continued from page 48

location owners looked upon service as a prime factor.

Consequently, he had a decal printed which gave his name, his Peoria telephone number and his slogan, "It's The Service That Counts," for recruiting new locations.

In going after a new phonograph location, Montooth talks service first, last and always, pointing out that his route is so arranged that he is never more than hour away from any spot needing service, he adds that this holds true regardless of the hour.

Another thing location owners appreciate, Montooth explained, is new equipment. Typical of Montooth's operation is a recent installation of a new phonograph in a restaurant in Kewanee, altho the location seats only 35 persons maximum.

The effect of a new phonograph in many of these smaller locations is two-fold, Montooth explained. The small town market must be looked at from a different standpoint, often one or two drinks and a few nickels for the juke box is the extent of an evening's entertainment, he said. Thus, the new machine pulls in far more play, and second, it requires fewer service calls.

Montooth is proud of the fact that several of his new locations have resulted from enthusiasm of location owners who were at one time considered "tough nuts to crack." Once tavern, restaurant and drugstore owners have been sold on an operator's service, they become real boosters to any route, he declared.

Predict Juke

Continued from page 48

New equipment, he added, is responsible for a big share of recent increased takes.

Attractive financing for operators will keep the juke box business going strong, said Ozzie Truppman, of Advance Music Company, who looks for as good or better a year than in 1954. Pointed out that diversification was helping to meet the problem of rising costs.

Ted Bush, head of Bush Distributing Company, predicted a big year for 1955. Credits new equipment and operator replacement programs as prime factors.

Juke box routemen are currently switching machines to operate on "dime-play-only" in metropolitan Hartford. Other areas in the State are expected to follow immediately after the first of the year.

All 500 machines in Hartford County should be converted to dime play by late February, said Paul P. Rechtshafer, of Reliable Coin Company, who serves as Music Operators of Connecticut public relations chairman.

Rechtshafer attributed the price-hike to the fact that music operator costs were presently 300 per cent higher than in 1939.

Despite the usual decline in juke box play following a price increase, Rechtshafer pointed out that many operators were discovering new techniques to keep customers happy. Most common, he said, was the use of extended play disks, which provides customers with twice as much music at the ten-cent level.

Pinball machines, which for the most part are operated by music firms, will remain at the nickel level, Rechtshafer said. The increase in costs of games, he explained, were negligible compared to juke boxes.

Abe Fish, president of MOC and a veteran coin machine operator, said he believed that the conversion from nickel to dime play meant the difference between profit and loss for many operators in 1955.

"It's an economic necessity," asserted Fish, "to change from five to ten cent play. We do not like the increase anymore than the customer, but now it's a matter of making a profit or going into the red."

Opportunity continues to exist for the pluggers, Fish added, but the profit potential is not as great as it was in the pre-war years.

With the acceptance of dime play in Connecticut, Fish declared, the juke box business is sure to pick up. Add new equipment and better business practices and the increase in business is assured, he said.

'55 Juke Biz

Continued from page 48

Experiments in the East—New Jersey, Hartford, Baltimore and Up-State Connecticut—are expected to crack even New York, where the nickel is still the big boss (see separate story).

New Money Needed

But costs are high, estimated at nearly 300 per cent over pre-war figures. Dime play, weeding out old equipment and dropping poor locations can solve only half the problem.

New money is a must.

Considerable effort to swing operators into background music was launched this year. Magnecord hit first displaying equipment at the MOA national convention. Other tape firms followed suit. Muzak even offered exclusive territories to music operators.

The coming year should make 1954's efforts look small. First to make a big move in '55 will be Seeburg, offering its 200-Select-O-Matic and its own records. Next year's MOA convention should produce a variety of background music systems for the operator to choose from.

Phonograph manufacturers will also be busy in 1955. High-fidelity has practically become standard equipment on juke boxes. New machines will be advanced both in sound and design, expected to far surpass home equipment.

Emphasis is also expected from juke manufacturers in background music. Seeburg has already announced its plans. AMI, Rock-Ola and Wurlitzer will probably introduce advanced hide-aways to their lines.

Television, for the most part, has lost its sting. Only a few scattered areas, where TV is scheduled to make its debut, are expected to take a cut in collections. The novelty of video has all but disappeared.

Chicago

Communications to: Ken Knauf, Central 6-8761

OUTLOOK GOOD FOR '55 GAME BUSINESS ...

Manufacturers and distributors of amusement games in the Windy City report that business generally was increased over the previous year, and the outlook for 1955 appeared favorable. Estimates indicate that well over 100,000 games were produced during the year by Chicago manufacturers. (See separate story).

Herb Perkins, Purveyor Distributing Company, says gun games and other units moved well before the holidays, with many operators making changes in equipment. Herb, and Monty West are planning to contact operators thruout the State after the 1st of the year. Herb, always on the move, will be headed out West soon and spend the holidays on the Coast. A Christmas party for employees was held Wednesday (22). H. L. Gardner, Edgerton, Wis., was a recent visitor at Purveyor.

Bill De Selm, United Manufacturing Company reports a big Christmas party was held for United employees. Every employee got a turkey as a holiday gift.

Dave Gottlieb is down in Miami awaiting visitors to join him fishing and boating. He plans to spend the holidays at the Fontainebleau, a new Miami hotel.

Gil Kitt, Howie Freer and Vince Shay, Empire Coin Machine Exchange, have a series of parties and dinners on the schedule to keep them entertained over the holidays. Don Moloney, Donan Distributing Company, reports that the only loss Donan is showing this year, is the loss of their pretty blonde secretary, Shirley Saunche, who is getting married over the holidays.

Sam Lewis, Genco Manufacturing & Sales Company, is attending a Christmas party at the Trimount offices in Boston. Trimount is celebrating its 30th anniversary. David Bond and Irv Margold will be hosts for the affair, with Dave Riskind as host master. In New York, recently, Sam Lewis attended the 5th annual dinner dance of the Associated Amusement Machine Operators of New York, at the Latin Quarter.

Pittsburgh

Communications to: Leon Leffingwell, Walnut 1-0102

Vending Steady, But Costs High ...

Glen Gillette, one of the better known large operators of candy bar, cigarette, and chewing gum machines here, reports the vending business generally is about the same as last year, but that costs of parts for vending machines, plus automobile repairs and machinery costs make competition keen. Business in general is picking up, but operators are too busy now paying off on their vending machine investments of two or three years ago to feel they are making money at present, Gillette believes.

Jackie and Nancy Weinstein, the 10 and seven-year-old children of Mr. and Mrs. Sidney Weinstein (he's a partner at Sidmor Vending Company, factory distributors for all types of vending machines and supplies) are going to have an especially nice holiday this year, for both Santa and the Stork are awaited.

Morris Moskovitz, partner, Sidmor Vending Company, has had considerable difficulty getting landscaping done around his new home. Seems the grass, despite repeated plantings, comes up only in places; but Morris is going to try again with the help of an expert on planting.

Robert Abelson, brother of M. J. Abelson, is taking care of work at the office at Fifth Avenue, while

M. J. Abelson is on a business trip to California, and scheduled to return around New Year's.

Louis J. Hoffman, field representative, Atlas Music Company, Seeburg distributors, reports that William Abbott of Pittsburgh now is connected with the background music service of Seeburg in the Pittsburgh area which includes all of Western Pennsylvania, east to Harrisburg.

Automatic Canteen Company, reports the mills, which account for a considerable portion of the company's business locations, are doing 20 to 25 per cent less business. So Automatic Canteen is expanding its operation toward new plants including a new plant of Westinghouse Electric Corporation. Sales manager for Automatic Canteen is Max Dillely.

William F. Hamel, who has been on the road for Banner Specialty Company, and Cole Spa drink machines, has been assigned in addition to handle AMI music machines and Banner Specialties general amusement line by Harry Rosenthal, company manager. Hamel covers all of Western Pennsylvania east to Williamsport, Pa.

Milwaukee

Communications to: Benn Ollman, Uptown 3-8018

Juke Play Boosted By Holiday Play ...

The final weeks before Christmas were marked by a decided boost in music machine receipts, according to operators in the Milwaukee area. Top holiday favorites on the boxes were "Christmas Alphabet" by the McGuire Sisters and the perennials, "White Christmas" and "Silver Bells" by Whiting and Wakely.

Asher Rabin and Carl Millman, Automatic Merchandising Corporation, report that a look backward shows that 1954 was a good year. "Individual receipts in most locations were down slightly, but the over-all volume was gratifying due to the greater number of pieces of equipment we are now operating," Rabin said. Last month saw Automatic Merchandising add several milk venders and coffee machines to its holdings.

New headquarters of the Badger Tobacco Company is now firmly established at 428 N. Water Street. The jobbing firm now has 22,000 feet of space in a five-story building with plenty of parking space for all trade visitors. Stanley Stacy, Cavalla Tobacco Company, spent a week on business in New York.

Dropping in for their new supply of disks at the Radio Doctors were: Art Vaillancourt, Gem Novelty, Racine; Mike Young, Soldiers Grove; Randolph Pantell, Randy's Novelty, Sheboygan, and Dick Suchomel, Madison Music.

Frank Bartnik, Banaco Music boss, is spending a good deal of his spare time checking over his newly acquired Beech Staggerwing plane.

Coin machine business is down slightly the past few months, according to Matt Schaefer, but his health, he is happy to report, is much better. Schaefer's routeman, Ray Schwize is back from a recreational weekend spent in Chicago.

Mary Orth is the new order clerk behind the counter at the Capitol Records office. According to Capitol Records' boss, Bob Thompson, operators are showing fine preference for "San" by Paul Whiteman, as he earlier predicted. Also showing up nicely on the sales chart here is the evergreen, "Silver Bells" by Whiting and Wakely.

Doug Opitz and Ken Kulow whose Hilltop Coin Machine Company owns and operates the Avenue Arcade, state that business there is holding up very nicely despite the cold weather. The last week in November was one of the best in the Arcade's history, they say. New equipment added of late

includes the Genco Big Top Gun and a Hydro Duck water gun.

Rolf Voegelin, Tell Music, of Madison, and Barney Fields, Chicago Coral Records publicitor, made the rounds here hitting the dealers and some of the key operator accounts. "Christmas Alphabet," by the McGuire Sisters, they report, is luring lots of operator orders on the Coral label.

Checking over the service records of some of the employees of the Hastings Distributing Company, according to Sam Hastings, reveals a fine record of lengthy employment. Old-timers on the roster include Harold Rohde, manager of the music routes and shop work, with the firm since 1937; Paul Nadolny, sales manager of the premium department, who has been with Hastings since 1940, as has been Robert Harding, who is the firm's ace mechanic.

RCA-Victor Records new home will be opened for business shortly after the turn of the year, says Harold Reitz. The move to the new building, now undergoing final touches by the contractors, will be made between Christmas and New Year's.

Dramatic breaking of the Columbia Record's Joan Weber recording of "Let Me Go, Lover" as a smash hit was quickly reflected on juke boxes all over the area. Following closely on the heels of the Joan Weber record, Mercury Record's Patti Page version of the same number appears to be actually leading as far as operator purchases are concerned. No matter which label finally wins out on final sales, as far as coinmen are concerned, "Lover" sparked a lot of profitable play.

The year is expected to wind up as one of the best in the history of the United, Inc., Wurlitzer distributor, according to Harry Jacobs Sr. Sales, since September when the new Wurlitzer music machine models were released, have been soaring. Music operators stopping at the United, Inc., headquarters included Chuck Bayne, Waukesha; Harry Kosoki, Niagara, Clem Wein-Harry Kosoki, Niagara; Clem Wein-Green Bay; Chuck Hartman, Watertown; Ralph Hinton, Racine; Tom Roberts, Range Amusement, Hurley and Lou Albafonte and Tony Sanders, both of Kenosha.

Johnny O'Brien reports that he and his salesmen have turned in a tremendous job of covering the State's operators with the Patti Page version of "Let Me Go, Lover."

Ruth Bender, head of the R & B Vending Company, reports a slight decline in business in industrial locations due to lessening of working hours and layoffs in many spots. Firm has gone into a definite diversification program and now vends cigarettes, candy and soft drinks in addition to hot coffee.

Sam Hastings reports that premium merchandise is moving at a fast clip. Holiday goods found their best market with the up-State operators, he says.

Bill Barr, Columbia Records boss, smilingly informs that sales of the smash Joan Weber "Lover" number comes close to wearing out his entire sales organization keeping up with the demand. Other items going big on juke boxes, according to Farr, are, Jimmy Boyd's (Continued on page 52)

GET MORE PLAY

WURLITZER

PHONOGRAPHS

NET MORE MONEY

COINMEN YOU KNOW

Continued from page 51

"I Saw Mommy Doing the Mambo" and "Mambo Italiano" by Rosemary Clooney.

Don Reynolds, Wayne Candy Company sales representative in the Wisconsin-Michigan-Minnesota territory, entered Columbia Hospital for some surgery.

Washington

Communications to:
Delores Newcomb
EMerson 3-7451

Sees New Trend In Vending Sales . . .

Sid Lotenberg, owner of Westway Vending, is expecting the usual Christmas slump to hit soon. Sid believes that next year will bring about a new concept in vending, with a trend toward more automatic snack bars and catering.

The Canteen Company has been enjoying good collections, says manager Jack Edgar.

Evan Griffith, of Pioneer Novelty believes that venders and music men must realize that profits cannot be as high in peacetime as they are in war. The changeover takes time, he says, and vender operators should be patient. Business at his firm is steady.

Kwik Kafe of Washington, headed by James Bowen has enjoyed a successful year. November was a good month for the firm, and indications are that this will be one of the best years on record. Bowen continues to have more requests for his machines than he can fill. Small locations he said, are particularly anxious to have one of the smaller model machines.

The G. B. Macke Corporation is doing a slow but steady business, says Meyer Gelfand. Miss Gannon, at Hirsh Machine, says business is

good, but off slightly due to the holidays.

Sid Lotenberg, owner of Westway Vending, also reports that business has been hurt a little by the Christmas holiday. He feels that next year will be a good one for the vending industry with concentration on automatic cafeterias and large locations.

Miami

Communications to:
Al Denny
83-3696

COINMEN ATTEND AMOA BANQUET . . .

Traditional business rivalries were forgotten at the AMOA's annual banquet and dance at the Saxony Hotel December 11. From President Willie Blatt on down, including distributors, operators and out-of-town guests, everybody had a rousing good time.

Sensing the golden opportunity in appearing before Dade County's juke box operators, entertainers on the program got in plugs for their records. The Harmonicaire (King Records) even announced the serial number of their latest disk. Other recording artists included Ralph Flanagan, Al Ciola and Gene Austin, all of whom record for the RCA Victor label.

Henry Stone, a.&r. man for DeLuxe Records, had to miss the AMOA affair due to a sudden business call to Cincinnati. His sidekick, Marvin Novak, of King Records, also was forced to forego the event due to a painful skin allergy.

Steve Brookmire, Mercury Record Distributors, and Mrs. Brookmire are expecting another visit from the stork in May.

The Budisco record shop is

rapidly becoming a popular one-stop, reports Manager Raoul Shapiro. The disk outlet is in the new addition to the Bush Distributing Company building.

It isn't every route man who can go fishing on Wednesday, but Lenny Baitler, of the S & L Amusement Company, manages to do just that. Lenny works Sundays, and Wednesday is his day off. The last time out he caught a mess of dolphin and kingfish. On the bowling lanes Monday night in AMOA league competition, Lenny lobs the ball in easy, casual fashion but somehow gets his share of strikes and spares.

Harry Housen, vice-president of the AMOA, brought along his law partner, Norman Crouch, to the association banquet. Housen has been a coin machine operator since long before he won his coveted sheepskin, and now divides his time between his route and his law practice.

Wurlitzer

Continued from page 48

new addition. The building houses a modern one-stop record service, executive offices, general offices, a parts department, an export department and a recreational room for visitors and employees—complete with a bar and a juke box.

The one-stop, called Budisco Record Service, is managed by Raoul Shapiro, assisted by Mrs. Ruth Hoskinson. Truppman said that back in 1936-'37, when Bush Distributing Company was located in Minneapolis, the firm operated one of the first distributor one-stops in the country.

Truppman credited the firm's rapid expansion to both the domestic and export business.

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. 25	Issue of Dec. 18	Issue of Dec. 11	Issue of Dec. 4
AIREON				
Aireon Manhattan		\$50.00	\$50.00	
AMI				
Model A	\$129.00 135.00	129.00 135.00	129.00 135.00	\$129.00 135.00
Model B	250.00	225.00 250.00	225.00 244.50	225.00 250.00
Model C	275.00(2)	250.00(2) 275.00(2)	250.00(2) 275.00(2)	250.00(2) 275.00(2)
Model D-40	300.00 329.00 375.00	300.00 329.00 350.00 375.00 385.00	300.00 329.00 350.00 375.00 385.00	299.50 300.00 329.00 350.00 375.00(2) 385.00 445.00
Model D-80	450.00 469.00	450.00(2) 469.00 485.00	425.00 450.00(2) 469.00 485.00	425.00 450.00(3) 469.00 485.00 495.00
EVANS				
Constellation	240.00	240.00	240.00	195.00 225.00 240.00
MILLS				
Constellation	175.00	175.00	175.00	79.50 175.00
ROCK-OLA				
1422		99.00	99.00	110.00
1426		110.00	110.00	125.00
1428				149.50
1432				249.50
1434	325.00	325.00	325.00	325.00
1436 Fireball 45 RPM	395.00			350.00 389.50
5052			325.00	
SEEBURG				
M 100-A (78 RPM)	350.00 375.00(2) 450.00	375.00(2) 450.00 495.00	375.00(4) 495.00	375.00(4) 495.00
M 100 B	500.00 525.00 565.00 575.00	500.00 525.00 565.00	500.00 550.00 565.00	525.00 550.00(2) 565.00
M-100-C	625.00(2) 675.00	625.00 650.00 675.00	625.00 650.00(2)	
146	89.00	89.00 110.00	89.00 110.00	79.50 89.00 110.00
146 H				49.50
147	119.00	119.00	119.00	89.50 119.00
148				110.00
148 M	75.00 149.00	95.00 149.00	95.00 149.00	95.00 149.00
148 ML	159.00	159.00	159.00	159.00
WURLITZER				
1015	75.00	75.00 100.00	65.00 74.50 75.00 130.00	65.00 75.00 89.50 130.00
1017	65.00			69.50
1080	99.00	99.00	99.00	99.00
1100		195.00	195.00	225.00
H 1217	159.00	159.00	159.00	159.00
1250	250.00	250.00 265.00	250.00(2) 265.00	250.00 265.00
1250 Hideaway				265.00 134.50
1400	395.00(2)	395.00(2)	350.00 395.00(2)	395.00(3)
1450	395.00	395.00	395.00	395.00 450.00

COIN MACHINE NEWS QUIZ

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

- **COMBO JUKE BOX, DISK VENDER** due soon. New unit is electrically operated, completely selective. Present plans call for tie-in between head of major vender manufacturer and major juke box manufacturer on production of new unit. (Page 13, The Billboard, December 25.)
- **OPS SPIN MORE EP'S** in Milwaukee. Operators, one-stoppers and disk distributors report what they see as a definite trend to Extended Play records. Seen as help in converting to dime play. (Page 57, The Billboard, December 25.)

● **DIME PLAY IN MIDWEST.** Complete story of how Detroit public relations program gets underway December 20 in local newspapers, radio spots and disk jockey shows to explain reasons for move to dime. Nebraska operators hold biggest State-wide meet to discuss dime conversion plans. (Page 57, The Billboard, December 25.)

● **ALL-PACKAGE VENDER DEBUTS** in Grand Central Station and Pennsylvania Station in New York. New machine is capable of selling everything from silk pajamas to sealing wax, can accommodate 20 different items. Story explains how machine operates. (Page 1, The Billboard, December 25.)

● **NEW GAME, JUKE LICENSE FOR CHI.** Story details the changes made in licensing machines in Chicago and how operators will be affected. Why the new system was started. (Page 67, The Billboard, December 25.)

● **NAMA RESUMES REGIONAL MEET** program for 1955. How many meetings are scheduled, how the program will work. Details five key plans for vending operators during new year. (Page 63, The Billboard, December 25.)

IF YOU MISSED READING THE DECEMBER 25 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

Stark, Dietmeier

Continued from page 48

Dietmeier, the new coin machine editor, has been associate editor of that division since July, 1954. He joined The Billboard in November, 1953, and previously was a member of the sales promotion staffs of Armour & Company and McCann-Erickson advertising agency. Dietmeier is a graduate of Northwestern University and the Harvard University graduate school.

"This is the first step," Reuter said, "in the program The Billboard has planned to intensify its coverage of the coin machine and automatic merchandising industries during 1955."

Jack Latta, of the Vend advertising staff, has been appointed advertising manager of Vend to succeed Stark in that post. Latta joined The Billboard Publishing Company in 1950 and has been a member of the Vend staff since 1953.

Eastern Music

Continued from page 48

doing, it's a safe bet they too will up the ante.

The economics of the case are fairly simple. In the last 10 years, equipment and operating costs have tripled. But revenue on a per-play basis has remained the same. Something must give.

Maybe based on the 10-cent experiments that have been con-

Canada's Jukes

Continued from page 48

he did not see how 1955 could end with less than a 25 per cent hike.

Both agreed that money hadn't tightened up in Canada and that operators were steadily replacing old equipment with new multi-selection machines in an effort to build play.

Another widely believed reason for the anticipated increases is the fact that Canada is regularly opening new territories. New silver and coal mines, along with oil fields, are raising Canada's population every month.

Gilchrist believes that business will be so good that it will draw new operators into the picture. Competition will be tough, Gilchrist said, but it should build the business up rapidly.

Dime play will also play a big part in Canada's juke box boom. Lipton said that with the new machines, operators were finding it easier all the time to make the conversions. He said that he looked for big gains in dime play in the coming year.

ducted, changes of per-play volume holding up and dollar volume nearly doubling, while expenses remain the same, are good. If it comes about, juke box operators have their best year by 1956—but it's doubtful if the dime conversion will be anywhere near completed here in the next twelve months.

CANTEEN BUYS 52% OF ROWE

Green to Remain Rowe President; No Major Policy, Personnel Moves

NEW YORK, Dec. 25.—Automatic Canteen Company of America Wednesday (22) contracted to buy 262,500 shares or 52 per cent of the common stock of The Rowe Corporation for \$4 million.

Consolidated sales of the two companies at retail exceeded \$100 million in 1954.

In a joint announcement, Nathaniel Leverone, chairman, Automatic Canteen, and Robert Z.

Greene, president, Rowe, stated: "In view of the complementary nature of the operation of Automatic Canteen and Rowe, such amalgamation of these companies would result in a well-integrated, well-managed organization in a strong position to take full advantage of the continuing growth of automatic merchandising."

Greene on Board

Greene, who will remain as president and active head of Rowe, will become a member of the board of directors and chairman of the executive committee of Automatic Canteen. No other major personnel changes are contemplated in either company.

Arnold Johnson, vice-chairman, Automatic Canteen, initiated the proposal to acquire the Rowe stock in the best interests of both companies.

Policies of Rowe's manufacturing subsidiary will continue unchanged and the machines will continue to be sold to all operators in the industry.

The stock, to be purchased at a price of nearly \$4 million, represents the personal holdings of Greene and his associates.

To Raise Funds

Funds to consummate the purchase will be obtained by Automatic Canteen from

1. Additional long-term borrowings;

2. An offering by Automatic Canteen of additional shares of common stock to its stockholders. Shares not subscribed for by the stockholders will be underwritten. [\(Continued on page 54\)](#)

Miami Ops See Cig Volume Down in 1955

MIAMI, Dec. 25.—The vast majority of vending machine operators in Miami believe 1955 will be at least as good a business year as 1954 and many predict even better conditions now that the country is emerging from a slight economic decline.

The only dark spot comes from cigarette machine operators, who for the second successive year, see a drop in volume. Reasons: Stiff competition, the need to keep buying more equipment to accommodate the growing army of king-size and filter-tip brands, constantly thinning profit margin.

Mort Simon, J & M Vending Company, looks for a very successful year because of a wider use of cup drink venders and a huge population increase here. He said the public is becoming more "vending machine minded" and this will help.

Jack Hollander, Pan-Am Cigarette Vending Company, says business is off this year and that the decline is likely to continue. Hollander says the first half of 1954 saw volume skid badly due in part to cancer scare stories, but that the second half picked up.

Hollander points out that in addition to the local problem of stiff competition and small profit margin (used to be 7 cents and is now 3½ cents), adverse factors are: big increase in brands which slows routemen and ups labor costs; need for buying newer machines capable of handling more brands.

Average eight carton sales per vender per week here compares favorably with national 15-carton average, Hollander says. Despite a nickel-a-pack Florida tax, smokers vend here at a quarter, except some Miami Beach locations which [\(Continued on page 56\)](#)

Keeney Coffee Mach. Set; Drop 18-Col. Cig Unit

CHICAGO, Dec. 25.—J. H. Keeney & Company announced an improved version of its coffee vender, introduced at the National Automatic Merchandising Association convention in October, would be marketed in January.

Keeney also announced that an 18-column electric cigarette machine, scheduled for introduction this month, would not be produced. Firm will concentrate on its 9-column Deluxe electric model instead. Latter will continue to be sold by both direct factory representatives in some areas of the [\(Continued on page 55\)](#)

Tea Vending Drive May Get Underway

Seaman Bros. Makes Liquid Concentrate; Hedeman Is Ready on Conversion Unit

NEW YORK, Dec. 25.—Tea will no longer be the forgotten beverage of the vending industry if the plans of Seaman Brothers, Inc., manufacturer of White Rose food products, and Robert Hedeman, president of Hedeman Products, Inc., vending machine parts and conversion manufacturer, materialize.

Henry Reichman, White Rose executive, disclosed this week that the firm is now making a liquid tea concentrate, called Redi-Tea Sunkist, for the vending trade. The product can be used for hot or iced tea and contains pure tea concentrate and Sunkist lemon juice.

At the same time, Hedeman

announced that his plant in Great Neck, L. I., has started production on a hot tea conversion unit which can be adapted to the Hedeman hot chocolate conversion and, with some re-wiring, to other hot chocolate venders.

About \$60

Hedeman said the tea conversion will sell for about \$60 alone, and, as part of the Hedeman hot chocolate conversion, at a slightly increased cost.

He added that the firm has sold 2,000 hot chocolate conversions since it went into production two months ago and plans production of an additional 5,000 units by the [\(Continued on page 56\)](#)

A YEAR OF GROWTH AHEAD

Hard-Sell Competition: Key To '55 Vending Development

by Bob Dietmeier

CHICAGO, Dec. 25.—The outlook for the automatic selling industry during 1955 can be summed up on both the operator and manufacturer levels with one phrase: Hard-sell competition.

The industry will also experience 12 months of unprecedented expansion this year.

That operator competition will continue to grow keener in the next 12 months is evidenced by operator reports that some competitors are using exorbitant commissions to get new business.

During 1955 operators will give accounts more attention; some can be expected to improve customer relations by holding showings for their customers such as Davidson Bros. in Los Angeles recently staged; all will try to improve customer relations by getting better acquainted, explain their operations and their problems to their accounts.

Operators will also tighten up

purse strings to realize earnings more proportionate with their growing sales. Cost controls and efficiency techniques will come in for more operator attention.

Independent vending operators will face new competition during 1955, too, in certain product fields. Dairies will further expand with milk vending, particularly with outdoor milk machines. Bottlers may become new competitors in beverage vending for operators with canned drink venders and/or pre-mix cup machines.

Competition between manufacturers during the next 12 months will be keener than ever before. Low-priced cup drink machines appeared at the National Automatic Merchandising Association convention last year from several manufacturers. New sandwich and soup venders were premiered last year.

But the keenest manufacturer competition during the year will be in cigarette machines. And the

health-cancer scare last year which resulted in a cigarette marketing revolution—a flurry of new king-size and filter-tip brands—raised a basic question which 1955 may find an answer to: How wide can a cigarette machine get?

But in spite of competition—or because of it—1955 should see un- [\(Continued on page 55\)](#)

Plant Feeding: '55 Bright Spot For Canada Ops

Strikes, Layoffs Hamper Vending Growth in 1954

TORONTO, Dec. 25.—While the past year for the vending machine industry in Canada has been hampered by strikes and depressed business conditions, operators look forward to a much improved year in 1955.

A bright spot: In-plant feeding is beginning to make itself felt. Plans are being made and this vending area should see steady growth during the year.

Keith Copping, head of Canteen Services, says he believes 1955 problem is becoming even more "would undoubtedly be better. It [\(Continued on page 55\)](#)

Vender Products to Be Abundant in '55

Overproduction in Some Lines Poses Problem to Ops of Hiking Consumption

By BEN ATLAS

WASHINGTON, Dec. 25.—Supplies for all products sold thru automatic coin-operated vending machines will be abundant in 1955, according to reports from both Agriculture and Commerce Departments. In many of the items, production will exceed expected consumption rates. This makes the major problem facing vending machine operators one of boosting consumption during the coming year.

Supplies of tobacco were so abundant this year that the government is cutting back tobacco quotas for 1955 to offset this year's surpluses. Flue-cured tobacco, which makes up two-thirds of domestic production, will be cut back 5 per cent. Burley tobacco, an important cigarette ingredient, will be cut back about 10 per cent. Even after these quota reductions, Agriculture Department experts say that tobacco supplies will be more than adequate to meet de-

mand, which they estimate at 413 billion cigarettes and 6 billion cigars, the same number as in 1954.

Milk at Same Mark

Milk production will be about 124 billion pounds in 1955, the same as during 1954, according to Agriculture Department's dairy experts. They predict, however, that consumption of fluid milk will increase during 1955 as the result of the Department's aggressive promotion of milk sales and the in- [\(Continued on page 54\)](#)

New Venders To Spark '55, Say Minn. Ops

MINNEAPOLIS, Dec. 25.—The vending machine industry here looks to 1955 as a "big year," with constant addition of new equipment, new-type machines and continued public acceptance of this method of buying.

This year is expected to be big with the introduction of new milk venders because of the interest in vending by the State Department of Agriculture. The dairy surplus [\(Continued on page 56\)](#)

NAMA Readies Two Films on '54 Convention

CHICAGO, Dec. 25.—Two new movies will be added to National Automatic Merchandising Association's roster of industry films. Specially edited from some 3,000 feet of film shot at the association's Washington convention last October by VendFilm, Inc., both will be aimed at intra-industry use. NAMA's "At the Drop of a Coin" movie is designed for public relations and general industry information showings.

Unlike the p-r movie, however, prints of the new films will not be available for purchase or rent. VendFilm has contracted to furnish a single black and white print of each of the new movies.

The first film, to run 10 minutes, [\(Continued on page 55\)](#)

NAMA Sets First Regional Dates

CHICAGO, Dec. 25.—Dates of the first three regional meetings for 1955 were announced this week by National Automatic Merchandising Association. Dates for the remaining six meetings will be set shortly.

The first regional will be held February 19-20 at the Atlanta Biltmore Hotel, Atlanta. The next two meetings: March 5-6, Adolphus Hotel, Dallas; March 19-20, Lord Baltimore Hotel, Baltimore. Latter meet includes two regions: 3 and 8.

Each of the nine meetings will be held on weekends, with lunch on Sunday to permit operators to attend all sessions and return home in time for start of the new workweek.

In addition to a new "package" type program, talks by prominent management counsels and successful operators, the industry movie, "At the Drop of a Coin," will be shown at every meeting (The Billboard, December 25).

Kleenex Mfr. Beats 2d Blue-Sky Firm

NEW YORK, Dec. 25.—For the second time in two weeks, International Cellucotton Products Company, owners of the Kleenex trademark and producers of cleansing tissue, won a court ruling against promotional sales organization ordering it to cease "selling, offering for sale (or) soliciting orders to purchase any vending machine bearing the trade-mark Kleenex."

The latest order (by consent judgement) was issued by New York Supreme Court Justice S. Samuel Di Falco December 8 against American Confections, Inc.; Samsons Enterprises, Inc.; Samsons Distributors, Inc.; Murray Ingber (also known as R. Murray); Mortimer Leopold and Jules Samuels.

The first order, believed to be unique in the vending machine promotional sales field, was issued by U. S. District Judge Julius Hoffman in Chicago on November 23 against Phil-Mac Manufacturing Company (The Billboard, December 18).

American Confections, Inc., et al, were perpetually restrained and enjoined in Justice Di Falco's ruling (to which all parties consented):

1. From representing themselves to be connected, or sponsored, or endorsed by International Cellucotton.

2. From making any representation that any vending machines sold by them are manufactured, [\(Continued on page 56\)](#)



VICTOR'S SUPER V

The Ideal Capsule Vendor

Featuring the Greatest Earning Power Ever Built Into a Bulk Vender . . . 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

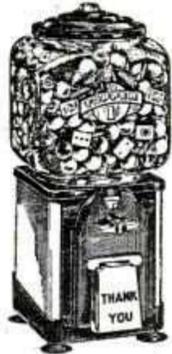
That attractive ensemble—is finished in smooth, hard Duranite and chrome . . . steel construction, precision built and amazingly durable. Equipped with the large glass globe. Packed and Sold 4 to the Case.

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 25c or 30c operation. (\$5.00 additional for 30c vending.)

New Year's Specials!

DUGRENIER MODEL S

7 Cols., 210 Cap.

\$72.50

ROWE CANDY MERCHANT

with changemaker

7 Cols., 158 Cap.

\$165.00

UNEEDA CIGARETTE VENDORS

Model E, 4 Cols., 180 Cap. \$ 75.00

Model E, 8 Cols., 240 Cap. 92.50

Model E, 12 Cols., 300 Cap. 99.00

Model 500, 9 Cols., 350 Cap. 100.00

ROWE CIGARETTE VENDORS

Imperial, 6 Cols., 180 Cap. \$ 85.00

President, 8 Cols., 220 Cap. 130.00

Crusader, 8 Cols., 380 Cap. 145.00

Diplomat Electric, 8 Cols., 340 Cap. 145.00

DUGRENIER CHAMPION, 9-11 Cols., 420 CAP. 100.00

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 Bottles Vendors—Cup Drink Vendors—Coffee Vendors—WRITE FOR INFORMATION

All Equipment Unconditionally Guaranteed. Trade Prices. 1/3 Dep. Bal. C.O.D.

UNEEDA VENDING SERVICE, INC.

"The Nation's Leading Distributor of Vending Machines" NEW . . . RECONDITIONED LIKE NEW

250 Meserole Street, Brooklyn 6, N. Y. • HEgeman 3-6295

MORE THAN 90,000 NOW EXTRA PROFITS ON LOCATION

MILLS famous 107

FACTORY REBUILT AND GUARANTEED

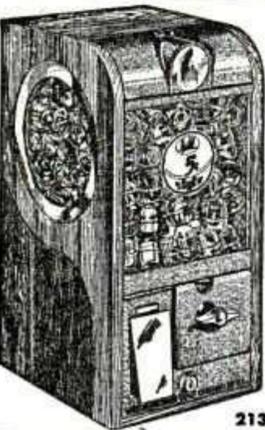
Every stop on your route will make extra profits with this proven vendor. Sells gum faster . . . requires practically no maintenance. Dentyne, Beeman's, Pepsin and American Chiclet candy coated or chiclet type gum only 44c a box.

Only \$15.00 F.O.B. Factory

ORDER TODAY—PROMPT DELIVERY

J. SCHOENBACH

1647 Bedford Ave., Brooklyn 25, N. Y. PResident 2-2900



VICTOR'S SUPER V

CAPSULE VENDOR

- Greater earning power
- Smart cabinet design
- 350 capsule capacity

1c-5c-10c PLAY \$17.95 Ea.

100 OR MORE 16.95 Ea.

TOPPER DELUXE \$14.25 Ea.

TOPPER STANDARD 12.50 Ea.

SIDMOR VENDING CO.

2137 5th Ave., Pittsburgh 19, Pa. ATLantic 1-2540

when answering ads . . .

SAY YOU SAW IT IN THE BILLBOARD!

Eastern Ops See '55 Banner Year

May Crack All Sales Marks; New Plant Openings; Office, School Locations

NEW YORK, Dec. 25. — The Eastern seaboard should enjoy its biggest vending year so far in 1955.

While industrial layoffs and reductions of overtime have hurt food operators in spots, the numerous plant openings outside urban areas are creating an ever-expanding market for the mechanical merchants.

Three factors will spell success for Eastern operators in 1955: New location sources, better and more selective equipment and employment stability.

Cigarettes, the largest single revenue producer in the vending field, continued to rack up heavy grosses for operators, despite reports from over-the-counter outlets that medical reports had scared off a goodly number of sources.

Higher Prices, Profits

Oddly enough, any damage the medical reports might have wreaked were more than offset by sales of filter-tip brands at higher prices and profit margins. The big problem has been the technical one—most cigarette venders have a limited column capacity and can vend at only one price.

Operators attacked the problem by purchasing new machines, adding auxiliary units, and using two machines to a location.

Carbonated drink sales have long been the mainstay of the automatic beverage industry, and volume has been heavy both on industrial and public locations this year.

However, a new factor—milk—has entered into the picture and it promises to bolster beverage sales without hurting soft drinks. Outdoor milk vending, despite harassment from various East coast municipalities, is booming in New Jersey, and indoor milk locations in New York are increasing at a steady rate.

Coffee and food operators moving into newly opened industrial locations in what a couple of years ago were rural areas, have been placing a lot of coffee equipment, and expect to be adding hot chocolate in 1955.

Location-wise, office buildings and schools seem to offer possibilities in the New York area. During 1954 Vendime made the first successful attempt to crack the Manhattan office market with a package feeding installation, and in Long Island, Automatic Caterers, Inc., have opened the first automatic cafeteria at any Eastern public school.

Both firms have extensive expansion plans for 1955, and it's a safe bet that other operating firms will make their bids for the same market.

In the bulk vending field, operator profits were pared by rising costs and the reluctance to change the traditional 1-cent vend on nuts.

The trend toward picking up variety and supermarket chains as locations was accelerated during the year, and prospects are that more of these locations will be opened up—particularly for charms—during 1955 are rosy.

Vender Products Abundant

Continued from page 53

creasing number of automatic milk venders going into operation. Agriculture Secretary Ezra Taft Benson predicts this trend will mean that less milk will go into butter and cheese and fewer dairy products will go into government surplus warehouses. Altho total milk production will exceed demand again in 1955, milk prices are expected to remain near 1954 levels.

An increase in the output of canned and frozen orange juice in 1955 is predicted by the Agriculture Department on the basis of reports that the orange crop will be one of the largest in history. The outlook is for a smaller crop of grapefruit in 1955 with a slightly smaller output of both canned and frozen grapefruit juice. Supplies of canned pineapple juice will be about the same in 1955 as in 1954. An encouraging trend for vending machine operators is that consumption of fruit juices is rising. Per capita consumption of canned juices was 15 pounds in 1954, up 1 pound per person from 1953, while per capita consumption of frozen juices was 7½ pounds, up ½ pound per person from 1953.

The Agriculture Department predicts that world exportable coffee output will exceed demand by over 1 million bags in 1955. Department experts estimate coffee production will reach 33.7 million bags in 1955 compared with 33.8 million bags in 1954. They point out that world output was greater than consumption of 32.3 million bags in 1954, and that during the year high prices forced consumption in the United States down nearly 10 per cent from 1953. Altho U. S. coffee consumption is expected to amount to about 20 million bags in 1955, the Agriculture Department expects only 19.6 million bags to be imported in 1955 to offset surpluses built up during 1954. Coffee prices may drop slightly during 1955 as the industry tries to boost coffee consumption back to 1953 levels.

Cocoa imports in 1954 have been running about 8 per cent below imports in 1953, according to the Agriculture Department. With no sharp increase in consumption

in sight for 1955 and a predicted jump of 6 per cent in world output, Department experts predict supplies of cocoa for candies and chocolate drinks will be adequate to meet expected demands.

Sugar Output Gains

At the same time, world sugar output has been gaining steadily over consumption and Agriculture Department reports that the world surplus, which totaled 12 million tons in 1954, will be boosted by additional surplus production in 1955. U. S. sugar consumption for all purposes, including candies and soft drinks, was 8.4 million tons in 1954 and is expected to be slightly higher in 1955.

Almonds, filbert and walnut crops are expected to be slightly smaller in 1955 than in 1954 when output totaled 88,300 tons of almonds, 9,510 tons of filberts and 80,500 tons of walnuts. The pecan crop in 1955, however, is expected to be larger than the 1954 total of 45,626 tons, which was 57 per cent less than the previous year because of the drought. Visible supplies of shelled peanuts for 1955 are 100,649,000 pounds compared with 86,188,000 pounds in 1954, while cleaned in-shell peanuts for 1955 will be 13,324,000 pounds compared with 13,169,000 pounds in 1954. Agriculture Department officials say the long-range trend is toward lower prices and higher per capita consumption of peanuts.

Supplies of all items used in packaging goods sold thru vending machines will be ample next year, according to Commerce Department reports. The output of aluminum is expected to rise from 1.5 million tons in 1954 to 1.6 million tons in 1955. The world supply of tin as well as the domestic supply of steel for can containers will be adequate to meet any needs in 1955, while the supply of cotton, basic ingredient of most plastics, will be more than adequate despite an expected jump in cotton consumption from 12.3 million bales in 1954 to 13.8 million bales in 1955. Output of paper, including stock for cardboard containers and paper cups, will be at least as high in 1955 as in 1954, according to the Commerce Department.

Supplies in Brief

Candy Sales

Sales of confectionery and competitive chocolate products by manufacturer-wholesalers in October were 1 per cent higher than in September, while manufacturer-retailer sales zoomed 17 per cent from the previous month, according to the Commerce Department. Despite these gains, however, manufacturer-wholesaler sales this October were 9 per cent less than a year ago and manufacturer-retailer sales were down 4 per cent. Reports from a selected group of manufacturers indicated that for the first 10 months this year poundage sales were down 3 per cent and dollar sales down 1 per cent from the same period last year. Poundage sales of bar goods were down 6 per cent, while poundage sales of package goods retailing above 50 cents per pound were unchanged from a year ago.

Canteen Buys

Continued from page 53

It is contemplated to offer 97,481 additional shares of common stock for subscription by holders of common stock on the basis of one additional share for each six shares held on the subscription record date, which is expected to be on or about January 27, 1955.

The subscription price will be determined shortly before the making of the offer, and the subscription offer will remain open for approximately 18 days.

A Registration Statement is expected to be filed within a few days with the Securities and Exchange Commission relating to the additional 97,481 shares. The offering will be made only after the Registration Statement becomes effective.

Consolidated sales of Automatic Canteen for the year ended October 2, 1954, totaled \$46,746,549. This is the equivalent of estimated retail sales of \$70 million, since accounting methods do not reflect directly the actual sales at retail of all products.

Sales represent the proceeds from about 275,000 venders leased to more than 150 distributors and branches in 42 States, the District of Columbia and Canada.

The Rowe Corporation is the parent of Rowe Manufacturing Company, Inc., and of more than 40 subsidiary companies which operate some 35,000 machines across the United States. For the year ended December 31, 1953, sales of the company amounted to \$37,174,261.

What's Ahead for 1955?

A HAPPY AND PROSPEROUS NEW YEAR—that's ahead

In order to serve you better—we are EXPANDING manifold . . .

with a New and Larger Building, with more Molding Presses, with Newest Vacuum-Plating Facilities, with a larger Machine Shop, more mold, more new items, newer and better finishes on plastic and plated charms, faster deliveries, lower prices . . .

The Kind of CHARMS and GIMMICKS that will empty Machines faster

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GIVE TO DAMON RUNYON CANCER FUND

National Sales for OG Filter-Kings Planned for '55

NEW YORK, Dec. 25.—P. Lorillard Company this week announced plans for national distribution of the Old Gold Filter-King cigarettes early in 1955. The brand, introduced in New England three months ago, now has distribution in 14 States.

The announcement came on the heels of a three-day meeting of Lorillard sales executives and field managers at the Hotel Astor-Sheraton. All facets of sales, merchandising and advertising were discussed at the meeting.

According to Lewis Gruber, vice-president and director of sales, the firm plans a strong push behind its regular and king-size Kent cigarettes.

Pepsi Gross Is Up 16%

NEW YORK, Dec. 25.—A 16 per cent increase in sales and estimated earnings of \$6,000,000 after taxes for the Pepsi-Cola Company for 1954 were predicted this week by Alfred N. Steele, president, at a meeting of the New York Security Analysts. In 1953 the net was \$5,470,000.

In the last four years, said Steele, the number of American bottlers who sell between 1,000,000 and 10,000,000 cases a year of Pepsi-Cola has jumped from 15 to 42.

He added that, during that time, the number of countries in which Pepsi is marketed has risen from 33 to 53, with eight more scheduled for 1955.

The number of the company's franchised and company-owned plants abroad jumped from 166 to 210 in the four-year period, with another 24 slated to be opened in 1955.

Denver Spells Opportunity in '55

DENVER, Dec. 25.—One word—"opportunity"—sums up the vending outlook here for 1955.

Cigarette and candy vending is well established here and growing continuously, but in all other product fields, there is opportunity for building from the ground up.

There is so far very little cup drink or pastry vending anywhere in the Colorado capitol.

There is an excellent opportunity here for major-scale package vending operations, particularly with the development of the new Air Force Academy which is said will attract 10,000 additional new persons to the area.

Every Denver operator increased his route with new locations during 1954, particularly in the cigarette field. Bulk vending—which suffered a setback early in the year—is on the upgrade again.

Plant Feeding

Continued from page 53

would appear that industrial relations problems in many of the factories have been solved.

However, a major strike in Canada—that in the Ford plants—is hitting hard everywhere. Some 8,000 workers are affected who have been on the picket lines since October 15.

Besides strikes, there have been numerous layoffs. Particularly hard hit have been the textile and agricultural implement workers.

Salaries in the vending field are expected to hold. They won't increase much in the coming year, but the unknown quantity—beside the amount of business—is the cost of products.

Coffee operators during 1954 were caught in a squeeze with the price of coffee running a wide gamut from low to high. Now it's moving back to normal.

Cigarette sales are holding their own, despite the gloomy shadow of the lung cancer cigarette reports. Vended soft drink sales during the past summer were only fair.

NAMA Readies

Continued from page 53

has been edited for showings at each of the nine NAMA regional meetings in 1955 (see separate story this section). It will consist of four sections, including business sessions at the Washington Armory and evening workshops, suppliers and products shown on the exhibit floor, machines and machine manufacturers, and touch on the women's program and close with scenes of the annual banquet.

The second movie, running 18 minutes, will be used by NAMA to promote interest and attendance for its 1955 convention in Chicago (November 6-9 at the Conrad Hilton Hotel). For potential exhibitors, the movie will stress sales opportunities for products shown at the meeting, show crowd and exhibitor scenes, show business session scenes to point out that meeting times do not interfere with exhibit hours.

A Year of Growth Ahead

Continued from page 53

precedented expansion on both operator and manufacturer levels.

Automatic in-plant feeding—which started rolling on a full-scale basis last year—will remain the big area for expansion this year. Full-time or package vending for industry became an established fact during 1954; during this year it will expand along both avenues: Vending machines will be used not only to supplement existing methods of feeding workers but will also take over the whole job in plants with 1,000 or fewer employees.

Product Summary

Here's the general vending outlook for 1955 in the major product fields:

Hot beverage vending and soft drink cup vending will both show big gains in 1955. Lower-cost coffee machines for lower volume locations and multi-selection coffee models which also vend soup and hot chocolate spells expansion during the year. No less than 11 manufacturers either featured or included hot beverage units in their exhibits at last fall's NAMA convention.

Canned soft drink venders and low-cost, selective cup models debited last year will key soft drink vending expansion in 1955. Canned drink machines, which will compare with bottle units in price when available in quantity, and the three-figure price on new multi-flavor cup models, will invite greater operator-bottler competition for the lower volume, smaller type industrial locations.

Many spots which were suitable only for bottle machine installation will become targets for can and cheaper cup units.

Milk Growth

Dairy products vending—ice cream and especially milk—will typify automatic merchandising's characteristics in 1955 since competition and expansion seem to be the chief factors to look for in the coming year. With new machines and new firms, the milk vending field should see its biggest year of action in 1955. This year will be the first one that milk machines will be in production which offer milk vended in three distinct ways: Half-pint carton-bottle (for on-the-spot consumption); cup (on-the-spot consumption), and outdoor (quart or half-gallon for take-home).

Outdoor milk vending, which experienced a boom last year, will continue to flourish this year. But a universally acceptable working relationship between dairies (which have up to now led in this area of milk vending) and the diversified operator (who has been content with half-pint carton or bottle machines) can be expected to be worked out within the next year in order to expand outdoor milk vending, as well as the two other milk vending areas.

Multi-price vending in cigarettes (necessitated by the flood of new brands—kings, filter-tips, king filter-tips) will be the big problem operators will grapple with in the coming year in this field—which shapes up to be the most competitive field in automatic selling. The complications of multi-price vending is bound to affect earnings—in servicing, storage, handling.

During the last year five new firms were added to the cigarette vender manufacturer roster, bringing the total to 16. So the manu-

facture picture in this field, too, spells rugged competition.

A solution adopted by some operators last year to dual pricing and greater selectivity, which did not require purchasing new equipment, was installing two units on one location.

Commissions pose another problem for cigarette operators who sell both regulars and filters. Direct location sales—made in smaller volume locations—will still exist as a problem for many operators this year.

Cigarette volume—dented by the cancer scare—is not expected to get back to the average 1953 volume until at least the middle of the year.

Operators will look more and more in the coming year to product suppliers to supply them with merchandising help for candy vending.

Last year, despite the fact that candy manufacturers made no great effort to increase or even maintain vended candy bar sales, more bars were vended last year than ever before. Some 451,550 candy venders sold over 4,602,145,000 individual bars during 1953, as reported in the 1954 Census of the Industry of Vend (sister publication of The Billboard). This meant that venders were responsible for moving 4 per cent of all candy sold in the United States or about 20 per cent of candy bar sales in 1953.

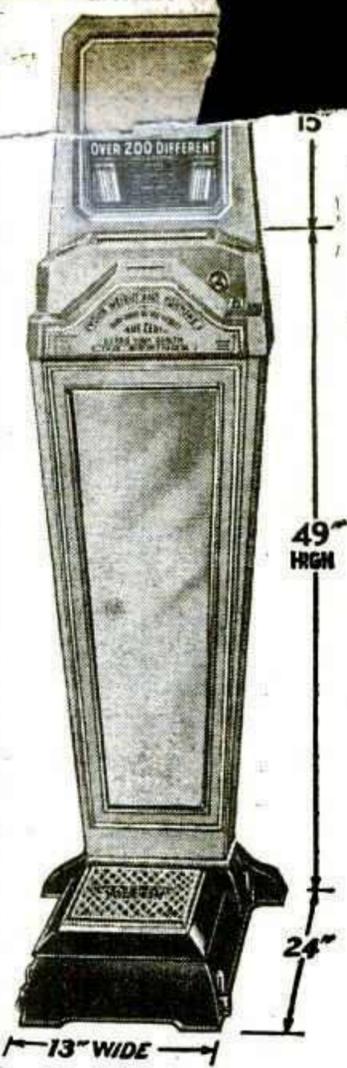
The great dime vs. nickel price debate for for candy bars will go on in 1955, but the question of how the dime bar will fit into today's candy market still goes unanswered.

Odquist Named to C&C Super Post

ENGLEWOOD, N. J., Dec. 25.—Maurice V. Odquist, vice-president in charge of national sales of the Cantrell & Cochrane Corporation, has been elected vice-president of the C&C Super Corporation.

C&C Super, the parent company of Cantrell & Cochrane, makes soft drinks in cap-top cans.

Odquist joined C&C early this year. He had previously been vice-president in charge of merchandising for the Hilton & Riggio Advertising Agency, and had also been in charge of merchandising for White Rock, Pepsi-Cola and Piel's Beer. Odquist handled the introduction of canned beer for the American Can Company.



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 Chicago 12, Illinois

Keeney Coffee

Continued from page 53

country and distributors in others, according to general sales manager Paul Huebsch.

The improved coffee vender features a built-in cup dispenser, which replaces the outside unit originally planned. Designed by Keeney, the new cup unit has four stacks lined up front to rear inside the cabinet; a worm gear moves the next column forward to dispensing position when the front column has been exhausted. The 300-cup capacity is retained.

Price of the coffee unit remains \$399.50 f.o.b.

Ready for Immediate Delivery

THE BIGGEST MONEY MAKING BULK VENDOR IN THE WORLD

THE OAK "400" CAPSULE VENDOR

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EASY TO FILL: 400 CAPACITY
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BULK VENDORS	MISCELLANEOUS VENDORS
N.W. Model 49, 5¢ \$12.50	Pop Corn Sez Pop Corn, 10¢ \$55.00
N.W. Model 39, 1¢ 8.50	Exhibit Picture Card, 1¢ 15.00
N.W. Standard, 1¢ & 5¢ 8.50	
Silver Kings, 1¢ 8.50	GUM VENDORS
Silver Kings, 5¢ 8.50	Columbus Model 46G, 1¢ B.G. \$ 7.50
Master King Hot Nut, 5¢ 15.00	Advance Model D, 1¢ B.G. 6.95
Victor Model V, 1¢, Globe 9.95	N.W. Model 33, 1¢ B.G. 7.50
Victor Model V, 1¢, Cabinet 9.50	6-Col. Adams, DuGrenier 17.50
Columbus Model 46B, 5¢ 8.50	4-Col. Adams, DuGrenier 14.50
Columbus Bi-More, 2 Comp. 19.50	Acorns, 1¢ B.G. 10.00
Columbus Tri-More, 3 Comp. 22.50	
Master Novelty, 1¢ 8.50	CANDY VENDORS
Asco Hot Nut, 5¢ 7.50	U-Need-a-Pak, 5 Col., 100 Bar \$25.00
Ajax Hot Nut, 5¢, 3 Comp. 39.50	Mills 5 Col., 75 Bar \$0.00
Atlas Bentam 5¢ Tray 7.50	
Regal's 1¢ Peanut 7.50	POSTAGE STAMP
Jewel Vendors, 5¢, 2 Comp. 10.00	N.W. Roll Type (late) \$45.00
Cadillac Jr., 5¢ 7.50	U.S. Postage, folder type 15.00
Spinners 4 Comp., 1¢ 5.00	N.Y. Stamp, folder type 12.50

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FILL YOUR OWN CAPSULES
1 M Capsules and 1 M Candle Sticks with Candles. \$17.25 per M
FILLED CAPSULES
1M Candle Sticks with Candles \$20.00 per M
Complete line of filled capsules
Complete line of Capsule Merchandise for Sale—Empty Capsules, Key-chains, etc.

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MANDELL GUARANTEED USED MACHINES

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N.W. 239 1c Porc.	7.95
N.W. 233 1c Porc. B.G.	6.50
Master 1c Bulk Porc.	6.50
Master 5c Bulk Porc.	6.50
Master 1c & 5c Bulk Porc.	6.95
Columbus 1c Bulk	6.50
Silver King 1c B.G. or Mds.	7.45
Silver King 5c	7.45
Exhibit Post Card (Metal)	15.00
Advance 2D 1c B.G.	6.45
Advance 211 Mds.	5.95

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen	\$.60
Pistachio Nuts, Vendor's Mix	.55
Pistachio Nuts, Sheik	.48
Cashew Whole	.50
Cashew Butts	.48
Peanuts, Jumbo	.40
Spanish	.33
Mixed Nuts	.55
Almonds, 480 ct., 5 lbs., vac. pk.	.85
Baby Chicks	.33
Bainbow Peanuts	.33
Boston Baked Beans	.32
Jelly Beans	.28
Licorice Lozenges	.28
Leaflets (similar to M & M), 550 ct.	.40
Assorted Fruit Charms, 100 ct.	.42
Rain Bio Ball Gum, 60 ct., 140 ct., 170 ct., 210 ct., 250 lbs. minimum, prepaid, per pound	\$.38
100 ct.	.30
Adams Gum, all flavors, 100 ct.	.45
Wrigley's Gum, all flavors, 100 ct.	.48
Beech-Nut, 100 ct.	.48
Hershey's Chocolate, 200 ct.	.48
Minimum Order, 15 Boxes Assorted.	1.40

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.
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Foodco Names E. Distrib For Milk Unit

MANCHESTER, N. H., Dec. 25.—Food Engineering Corporation this week announced the appointment of Manton Gaulin Manufacturing Company, Everett, Mass., as distributors of their Cup-O-Matic bulk milk vending machine in the New England States.

Raimond Bowles, Food Engineering sales manager, stated that the Manton Gaulin organization reaches dairies throught New England. He said the firm plans to hire specialists for sales and service of the bulk milk machine.

Bowles announced that the unit is currently being operated in several New England locations and that "full-scale milk vending in a number of industrial locations was planned for early January."

The Cup-O-Matic was introduced to the vending industry at the National Automatic Merchandising Association Show last October and to the dairy industry at the Dairy Industries exposition in Atlantic City.

With the new vender, which lists for \$795, milk is vended direct from two 20-quart dispenser-type milk cans. Cup capacity ranges from 183 (7-ounce size to 200 (10-ounce). National 5, 10, 25-cent mechanism is standard. An optional selective feature at no extra cost provides a second drink—chocolate or buttermilk.

Rowe-Spacarb Chi Outlet at New Site

CHICAGO, Dec. 25. — Rowe-Spacarb-Juice Bar Sales & Service headquarters were moved to 2024 South Wabash Avenue this week following Rowe's recent purchase of Spacarb. Dave Hampton continues as manager of the outlet, which was formerly located at 4415 North Clark Street.

New Venders

Continued from page 53

problem is becoming even more serious in Minnesota, and the use of milk machines has been declared by experts as "one sure method" of helping reduce the surplus.

There is a general expansion of other type vending units, with increasing numbers of coffee, sandwich, ice cream machines going on location regularly.

Cigarette operators feel certain they are "over the hump" on the cancer scare, that sales thru machines are just about back to normal and will increase in 1955. The vended cigarette price is currently 25 cents a pack and many outlets are installing venders to get this price (which is higher than over-the-counter sales).

THE BILLBOARD INDEX ADVERTISED USED MACHINE PRICES VENDING MACHINES

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk venders, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of Dec. 25	Issue of Dec. 18	Issue of Dec. 11	Issue of Dec. 4
Acorn 1c, Ball Gum.....	\$10.00	\$10.00		
Acorn Crown Charm Vendor 5c.....		10.50		
Acorn Tab Gum (10 col.)...		21.95	\$21.95	\$21.95
Acorn Vendor.....		14.95	14.95	14.95
Advance Model D Ball Gum.....	6.45	6.95	6.45	6.45
Advance Napkin Vendor 5c.....		17.50		
Advance No. 11 Mds.....		5.95	5.95	5.95
Ajax Hot Nut 5c.....		39.50		
Asco Hot Nut 5c.....		7.50		
Atlas Bantam 5c.....		7.50		
Cadillac Jr. 5c.....		7.50		
Columbus 46 G, 1c, B. G.....		7.50		
Columbus 1c.....		6.50	6.50	6.50
Columbus Model 46 Z B, 5c.....		8.50		
Columbus Bi-More.....		19.50		
Columbus Tri-More.....		22.50		
Craig Ice Cream Bar.....	125.00	125.00	125.00	125.00
DuGrenier Adams (4 col.)...	14.50	14.50		
DuGrenier Adams (6 col.)...	17.50	17.50		
DuGrenier Champion (9 col.)...	87.50	87.50	87.50	87.50
DuGrenier Model W. (9 col.)...		125.00	125.00	125.00
Eastern Electric (8 col.)....	115.00	115.00	115.00	115.00
Eastern Elec. Cig. Vendor (8 col.).....			145.00	145.00
Exhibit Card Vendor, 1c.....	15.00(3)	15.00(2)	15.00	15.00
Foot Ease.....				129.50(late)
Hupp Single Drink.....	110.00	110.00	110.00	110.00
Jewel Vendors 5c.....	10.00	10.00		
Keeney Electric (9 col.)....	145.00	145.00	145.00	145.00
Kleenex, 5c or 10c.....				49.50
Master 1c & 5c.....	6.95	6.95	6.95	6.95
Master 1c.....	6.50	6.50	6.50	6.50
Master 5c.....	6.50	6.50	6.50	6.50
Master Novelty 1c.....	8.50	8.50		
Mills Candy (5 col.).....	50.00	50.00		
Mills Single Drink.....	150.00	150.00	150.00	150.00
Mills Tab Gum.....			99.50	99.50
Minit-Pop.....			99.50	99.50
National 930.....	95.00	95.00	130.00	95.00
National 950.....	110.00	110.00	145.00	110.00
Northwestern 33 Ball Gum..	6.50	7.50	6.50	7.50
Northwestern Deluxe 1c and 5c.....	12.00	12.00	12.00	12.00
Northwestern Model 39, 1c..	7.95	8.50	7.95	8.50
Northwestern 49, 1c.....		17.35	17.35	17.35
Northwestern 49, 5c.....	12.50	12.50	17.35	17.35
Northwestern Stamp.....		69.00	69.00	69.00
Northwestern Tab Gum.....		25.95	25.95	25.95
N. Y. Stamp.....	12.50	12.50		
N. W. Roll Type Stamp....	45.00	45.00		
N. W. Standard, 1c & 5c..	8.50	8.50		
Pop Corn Sex.....	55.00	55.00		
PX (10 col.).....	110.00	110.00	110.00	110.00
Razor Blade, 25c.....		19.50	19.50	19.50
Regals Peanut 1c.....	7.50	7.50		
Revco Ice Cream Cap.....	125.00	125.00	125.00	125.00
Rowe Candy Merchant (7 col.).....	165.00	165.00	165.00	165.00
Rowe Crusader (8 col.)....	145.00	145.00	145.00	145.00
Rowe Diplomat Electric (8 col.).....	165.00	165.00	165.00	165.00
Rowe Electric (8 col.)....		95.00	95.00	95.00
Rowe Imperial Cig. Vendor..			55.00	55.00
Rowe Imperial (6 col.)....	85.00	85.00	85.00	85.00
Rowe Imperial (8 col.)....	90.00	90.00	90.00	90.00
Rowe President (8 col.)....	130.00	130.00	155.00	130.00
Rowe President (10 col.)....		155.00	155.00	155.00
Silver King Hot Nut 5c....	15.00	15.00		
Silver King 1c.....	8.50	8.50		
Silver King.....		13.95	13.95	13.95
Silver King 1c Ball Gum....	7.45	7.45	7.45	7.45
Silver King 1c Mds.....	7.45	7.45	7.45	7.45
Silver King, 5c.....	7.45	8.50	7.45	7.45
Sneads.....	125.00	125.00	125.00	125.00
Stoner Candy (6 col.)....	135.00	135.00	135.00	135.00
Super-Vends (3 col.)....	200.00	200.00	200.00	200.00
Uneda Candy (5 col.)....		65.00	65.00	65.00
Uneda Model E (6 col.)....	75.00	75.00	75.00	75.00
Uneda Model E (12 col.)..	90.00	90.00	82.50	82.50
Uneda Model 500 (9 col.)..	100.00	100.00	100.00	100.00
Unedapak Model 500 (9 col.).....		135.00	135.00	135.00
U-Need-a-Pak (5 col.)....	85.00	85.00		
Uneda Model 500 (15 col.)..		110.00	110.00	110.00
U-Select-It.....	52.50	49.50	52.50	49.50
U. S. Postage.....	15.00	15.00		

Kleenex Mfr.

Continued from page 53

distributed, sponsored or endorsed by International Cellucotton.

3. From selling, offering for sale, soliciting orders to purchase, ship, deliver or take any step to complete any sales contracts for any vending machine bearing the Kleenex trade-mark or any other of Cellucotton's trade-marks, or the name of the firm, or any pictures of Kleenex tissues, or any of their products.

4. From using or authorizing the use of any letterhead, advertisement, sales literature or other paper or device which bears Cellucotton's trade-mark Kleenex or any other trade-mark they own or the firm's name.

SOMETHING TO REALLY CROW ABOUT!



GREAT NEWS for OPERATORS. VICTOR Now Brings You the Very Popular Action Charm . . . CHIC'N EGG . . . in Capsules . . . at

Only \$22.50 per 1,000

PEP UP

Locations With VICTOR'S Sensational Charms . . . Place Orders NOW With Your Nearest VICTOR Distributor.

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FILLED CAPSULES

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VICTOR'S 5c Baby Grand Deluxe CAPSULE VENDOR
Immediate Delivery

VEEDCO SALES CO.
2124 Market St., Philadelphia 3, Pa.
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Here's the Capsule Vender that's Bringing the Big Money



Northwestern

SUPER JET

THE HOTTEST MONEY-MAKER IN THE CHARM FIELD TODAY

★ Magic Flow Hopper for accurate vending of ALL capsules.

- ★ Giant capacity; wide open top for easy loading.
- ★ Distinctive three-dimensional display front.
- ★ Baked enamel or bright chrome-plated finish.

AT YOUR NORTHWESTERN DISTRIBUTOR OR WRITE

THE NORTHWESTERN CORPORATION

2124 E. Armstrong Street

Morris, Illinois

Tea Vending

Continued from page 53

end of 1955. The tea attachment, he said, may be made on location in about 15 minutes.

Hedeman explained that the tea attachment utilizes the same components as the chocolate tank, with the addition of an extra valve.

The tea conversion has been location tested on 25 stops by G. B. Macke, Washington operator. According to Reichman, the tests, running for six months, revealed that tea will sell as well as the top-volume carbonated drink on industrial locations.

Meanwhile, Hedeman said his firm will be in production soon

Miami Ops See

Continued from page 53

get 28 to 30 cents. An experimental hike of all spots to 28 and 30 resulted in a 40 per cent decline in volume, Hollander says.

H. C. Martin, Cigarette Service, echoed Hollander's views. He complained of the growing need for buying more machines, more parts, more columns for big packs, over-all additional expense.

on a conversion unit capable of vending heavy soups. He added that a tie-in with a name soup brand will be completed before the conversion is put on the market.

BALL and VENDING

GUMS LOW Factory Prices

BUBBLE • CHICLE CHLOROPHYLL and TAB

Bubble Ball Gum, 140-170 & 210 ct. 25¢ lb.
Chicle Ball Gum, 130 ct. 34¢ lb.
Clor-o-Vend Ball Gum 40¢ lb.
Clor-o-Vend Chicks, 320 ct. 40¢ lb.
Chicle Chicks, 320 & 520 ct. 36¢ lb.
Bubble Chicks, 320 & 520 ct. 30¢ lb.
Tab (short stick), 100 ct. 38¢ box
F.O.B. Factory, 150 Lb. Lots

AMERICAN CHEWING PRODUCTS
4th & Mt. Pleasant • Newark 4, N. J.

PATRONS COME AGAIN

Steady Trade a Boon To Large Conn. Arcade

BRIDGEPORT, Conn., Dec. 25.—Operating the Chrystal Palace Arcade, the largest amusement game Arcade in Connecticut, and one of the largest in New England, has convinced Joseph N. Friedman and

Nicholas Mainero of the importance of making customers welcome and getting them to come back again.

Says Friedman, "Bridgeport is not such a large city that we can depend on transient trade alone. We must build for the steady customer. We want them to keep coming back."

To build up this steady patronage, Friedman is a firm believer in making the customer feel welcome by seeing to it that his ten Arcade employees are trained to cater to the wishes of the patron. This is accomplished in part thru active supervision of the Arcade. He makes sure that the Arcade is well lighted, always clean and up-to-date in games and equipment.

The Chrystal Palace Arcade is located in the heart of the business and theatrical section, directly opposite Loew's Majestic Theater. Recently entirely remodeled and enlarged to a floor capacity of 4,200 square feet, it is the only Arcade in the city. It has been at the same location for five years.

Friedman devotes much of his spare time to outside charitable and civic work, as well as being active in coin machine organizations.

He is organizer and present vice-president of the Bridgeport Coin Machine Operator's organization which now includes all 14 of the operators here, and is active as a member of the Connecticut Coin Operators organization, working in co-operation with Abe Fish, president of that group.

Friedman was recently honored at a testimonial dinner given in his honor when he was elected Supreme Representative of the Grand Lodge of the Knights of Pythias, State of Connecticut, and he was also drafted as Chairman of the Pythian Center for Underprivileged Children, a sixty acre project in Cheshire, Connecticut.

In addition to operation of the Arcade, the firm run by Friedman and Mainero is a distributor of amusement games for Genco Manufacturing & Sales Company and Chicago Coin Machine Company.

Tourists Trade Bolsters Fla. Coin Trade

MIAMI, Dec. 25.—Good news for Florida's coin machine industry is the current upswing in winter tourist business. The State advertising commission stated that if the trend continues, the influx of visitors will mean a 15 to 18 per cent boost over last year.

Miami Beach Chamber of Commerce manager John Proctor said business there was running from 8 to 12 per cent ahead of last year. Most of the hotels are booked solid for the holidays, he said.

Willie Blatt, president of the Amusement Machine Operators Association of Dade County, said the winter season was off to a good start with collections climbing.

Dick Pope, chairman of the State advertising commission, believes that the advance of the income tax deadline to mid-April was bound to be reflected in a greatly extended tourist season.

"Tourists will not be rushing home to meet the old March deadline for tax returns," he commented.

He added that visitors were also arriving earlier this year than in the past.

Eastern Air Lines, expecting its heaviest season in history, said it would run 120 daily flights in and out of Miami with 20 per cent more seating capacity than last year.

Chattanooga Ops Agree To End City Pin Play

CHATTANOOGA, Dec. 25.—Pinballs are put in operation after City pinball operations came to a quick end here when owners of the games voluntarily agreed in a surprise move before the City Commission to dismantle and store their pinball games, and not put them in use again in the city.

The offer was accepted by the City Commission by a 4-1 vote. Some 30 games seized recently from city locations were to be returned to the operators.

The operators' offer was presented to City Attorney Joe Anderson by Attorney Fletcher Morgan, representing the Chattanooga Coin Machine Operators' Association, which included all but a few city pinball game operators. Anderson said that his understanding of the offer was that it meant all of the pinball games in the city would be affected.

Attorneys representing the pinball operators, including James Morgan, Wilkes Thrasher Jr. and Fielding Atchley, in addition to Fletcher Morgan, said that the games would be dismantled, stored, and could not be used.

"If they don't carry out their agreement," said Mayor Oligiati, "I believe the City Commission can cope with the situation."

Commissioner Trotter voted against accepting the offer on the grounds that the owners would not specify a deadline for moving all the pinball games out of the city. Commissioner Hyatt said that if any

Game Mfrs. Bow 113 New Models In 1954; Pins and Shuffles Lead

Chi Firms Produce More Than 100,000 Units; Gun Games Top Trend of Year

By KEN KNAUF

CHICAGO, Dec. 25.—The greatest variety of coin-operated amusement games ever to hit the market was produced during 1954.

The year is noted, not only for its many different types of new games, but for its quantity production as well.

Estimates show that well over 100,000 games were produced during the year by Chicago manufacturers alone, while 113 new models of pinball games, shuffle games, gun games, kiddie rides and novelty units were launched throughout the country.

This consists of 30 new pinball models, 30 shuffle bowling games, 15 gun games, 7 kiddie rides and 31 other novelty type games—including baseball games, skee-balls, Arcade novelty games, and other types.

New Game Trend

Commenting on the amusement game trade during the year, Sam Lewis, Genco Manufacturing & Sales Company, sees as the most significant development of the year, the trend to using more different kinds of game equipment.

At first operators were reluctant

to try new types of games, such as gun games, skee-ball shuffles and other novelty units, says Lewis, but most of the operators were gradually convinced that new type games help their business. "The public," says Lewis, "is accustomed to bigger and better things, and wants to see variety in games as well as other fields of entertainment." Genco did a bigger volume of business than in 1953.

Bill De Selm, United Manufacturing Company, says that the success of amusement games which are acceptable on locations everywhere has opened new markets during the year, and boosted the firm's business above the previous year. Said De Selm, "The coin machine business is on the up-trend in all departments."

Alvin Gottlieb, D. Gottlieb & (Continued on page 58)

Ill. Supreme Court Backs City Pin Ban

Rules Ordinance Does Not Conflict With '53 State Law Legalizing Games

SPRINGFIELD, Ill., Dec. 25.—The ordinance banning pinball games in Chicago was upheld Monday (20) by the State Supreme Court, which ruled that the ordinance does not conflict with a 1953 State law which legalized pinballs awarding free games to the player.

The ruling by Justice Walter V. Schaefer of Lake Bluff, backs the power of a municipality to ban pinball games. The opinion reversed a ruling by former Municipal Judge Oscar S. Caplan who had held that State law prevented the city from banning the games.

Since the 1953 State legislature passed a law licensing pinball games, the fees derived from these games has boosted the State treasury \$714,516. Fees are collected at the rate of \$50 a year for pinball games, \$25 for shuffle games, and \$10 for ray gun games.

Justice Schaefer stated: "We think it is clear that the legislature intended to leave undisturbed the power of municipalities over devices of this kind here involved."

"The legislature's intention is unmistakable as to the municipal authority to license, tax and regulate." The high court noted that since 1871, municipalities have been authorized to ban pinball games, bagatelle and pigeonhole devices, and that the authority is now in the Revised Cities and Villages Act. This provision is not expressly repealed in the new taxing act.

Early this summer a group of Chicago operators brought suit for an injunction which would have restrained the city from interfering with pinball operations. The case was assigned to Master in Chan- (Continued on page 58)

Denver Ops See Growth in '55 Despite Costs

DENVER, Dec. 25.—Amusement game operators here expect a good business year in 1955 despite rising equipment costs.

There will be more demands for active participation games, as forecast by the extreme popularity of pinballs, shuffle bowling games and shuffleboards during 1954.

Most operators found the average location owner asking for set games which demand players' skill during the past year. Those operators who showed the biggest increase were those who switched to active pinball games.

Many new locations are opening (Continued on page 58)

Record 450 Attend N.Y. Coinmen Dinner

NEW YORK, Dec. 25.—All attendance records were broken Sunday night (19) when more than 450 members of the Associated Amusement Machine Operators of New York and their guests took over the Latin Quarter for the

organization's fifth annual dinner dance.

The affair was purely social, with ample food, drink and entertainment, but no speeches. The 70-odd-page program contained prepared messages from Louis L. Rosenberg, president; Theodore Blatt, counsel, and George Ponsler, business manager.

Other organization officials are Sanford Warner, vice-president; Wilbur Aaronson, secretary; Louis Glatzer, financial secretary; Jack Semel, treasurer, and Jerry Miller, sergeant at arms. Assisting Ponsler as office secretary is Calire Morano.

On the board of directors are the officers and Harry Berger, Vincent Cappezzola, Milton Green, Al Koondel, Dave Lowy, Morris Peskin and Ira Zucker.

All 10th Avenue distributors took tables at the affair, and representing the manufacturers were Ben Becker, United; Sam Lewis, Genco; Ed Lewis, Chicago Coin and Bill Bolles, Keeney.

Al Schlesinger represented the New York State Operators' Association, with Sid Levine and Nash Gordon as emissaries of the Music Operators of New York. Sam Bushnell, head of the Conditional Sales Credit Corporation, also attended.

Drinks were provided with the compliments of Dave Simon, Simon Sales, Inc.

Eastern Game Mfg. Activity Down, But Firms on More Solid Footing

Marginal Ride Makers Drop Out, Leaving Bigger Share of Market to Survivors

NEW YORK, Dec. 25.—Altho manufacturing activity in the coin amusement field slowed down considerably during 1954, Eastern game manufacturers, on the whole, had a profitable year, with prospects bright for a better 1955.

Shakedown was the key word this year. The process began late in 1953 when marginal manufacturers, particularly in kiddie rides, began to fall by the wayside in the face of rising competition and a market that wasn't quite as good as it was cracked up to be.

It continued during 1954 and, as a result, only a handful of Eastern game manufacturers are

left in the swim—but those left are in little danger of sinking.

Typical Case

Typical of the attitude—and experience—of Eastern manufacturers is the case of Max Levine, head of the Scientific Machine Corporation, Brooklyn, kiddie ride and rolldown game manufacturer.

Scientific's 1954 ride production was around 700, slightly less than in 1953, but steady most of the year. Levine can't see any great increase in ride business during 1955, but does feel that it should hold its own and provide a fairly steady source of income for his plant.

Rolldown production was under the 1,200 total of 1953, but a new game—Bing-O-Reno—is expected to make a big difference in 1955. Levine feels that the new game will be used to replace Pokerino in many locations and inject some new life into Arcades. Production of 3-in-Line and Aquaduck is expected to bolster game sales.

Silver Lining

The ride sales didn't break any records, there are a couple of factors that brighten the picture. First, virtually all of the planned production manufacturers—those (Continued on page 59)

Happy New Year

**Your First Resolution
for a Prosperous 1955**

Be sure—be safe—
buy better at FIRST



TARGET GUNS

Exhibit's New
SPORTLAND SHOOTING GALLERY
All targets moved! Made by the original
inventors of coin-operated guns!

NEW—UNITED CARNIVAL GUN
Genco BIG TOP Write
Wms. JET FIGHTER Write
Keeney's DELUXE SPORTSMAN

FIRST-Conditioned

Seeburg COON-HUNT	\$295
Exhibit SHOOTING GALLERY	325
Genco RIFLE GALLERY	375
Genco SKY GUNNER	195
Seeb. SHOOT THE BEAR	150
Exh. SIX SHOOTER	135
C. C. PISTOL PETE	75
Exh. JET GUN	175
Exh. DALE GUN	65

ARCADE

NEW
Genco 4-PLAYER SKER BALL Chicago Coin SUPER BASEBALL
Genco 2-PLAYER BASKETBALL Chicago Coin ROUND THE WORLD TRAINER

Write for Special Prices!

FIRST-Conditioned

MIDGET MOVIES with Film	\$145	C. C. GOALEE	\$95
TELEQUIZ with Film	125	ZINGO	65

BINGO 5 BALLS

NEW
Bally BIG TIME—United SINGAPORE

FIRST-Conditioned

BALLY	FROLICS	\$175
BEAUTY	BEACH CLUB	310
CONY ISLAND	PALM BEACH	145
SPOTLITE	ATLANTIC CITY	145
BROADWAY		
SURF CLUB	UNITED	
ICE FROLICS	MEXICO	\$345
PALM SPRINGS	CIRCUS	175
DUDE RANCH	STARS	90
	RIO	255

5 BALLS

NEW: Gottlieb DIAMOND LIL, Gottlieb JUMBO, Wms. COLORS, Wms. STAR POOL.

Write

FIRST

COIN MACHINE EXCHANGE

Joe Kline & Wally Fink

1750 W. NORTH AVE. CHICAGO 22, ILLINOIS Dickens 2-0500

GOOD LUCK—GOOD CHEER and a HAPPY NEW YEAR

BINGOS	DRINK MACHINES	ARCADE EQUIPMENT
Atlantic City \$125.00	6 Supervends, 3 gal. 1000-cup capacity, with change makers \$200.00	Ex. 6 Shooter \$125.00
ABC 50.00	6 Needs, single 10-oz. cup, 1000 capacity. 125.00	Space Invaders 95.00
Bally Beauty 225.00	3 Mills, single drink, 400-cup capacity, with change maker 150.00	Seeburg Bear Gun 150.00
Beach Club 310.00	6 Hupp, single drink, 400-cup capacity 110.00	Deluxe Photo 395.00
Saddle & Turf 295.00	6 Revco Ice Cream Cup, 2400 Model 125.00	Genco Sky Gunner 175.00
Yacht Club 150.00	2 Craig Ice Cream Bar 125.00	Ex. Jungle Gun 425.00
Coney Island 75.00		Ex. Shooting Gallery 425.00
Cabana 185.00		Bally Big Inn 95.00
Five Stars 50.00		Ex. Dale Gun 40.00
Hawaii 395.00		Goalee 100.00
Tropics 225.00		C. Coin Pistol 95.00
Mexico 400.00		Evans Bat-a-Score 145.00
Nevada 425.00		Evans Ski-Roll 95.00
Palm Beach 125.00		Ex. Dale Gun 95.00
Spot Lite 75.00		Genco Basketball 350.00
Ice Frolics 295.00		Lite League 75.00
		Midget Movies, Latest 185.00
		Quizzer With Film 95.00
		Sci. Pitch'm & Bat'm 185.00
		Twin Shoe-Shine 150.00
		Wurlitzer Skee Ball 150.00
		Super World Series 195.00
		Hayburners 75.00
		County Fair 75.00
		Standard Metal Typewriter 275.00
		Wms. Del. Baseball 350.00
		Bat-a-Score Sr. 65.00
		Ex. Deluxe Post Card Vendors 50.00
		Jennings Bar Roll 125.00
		Grandma Fortune Tellers 125.00
		C.C. Basketball 195.00
		Harvard Metal Typewriter 150.00
		CIGARETTE VENDORS
		5 8 Col. Eastern Elec. \$115.00
		3 9 Col. Keeney Elec. 145.00
		10 9 Col. National 90 95.00
		10 9 Col. National 950 110.00
		PX 10 Col. 110.00
		All Factory Shopped—25¢ Chute—King Size.

COUNTER MACHINES

5 ABT Skill Guns	20.00
30 ABT Challengers	20.00
6 Genco Pee-Wees	20.00
90 3-Way Grippers	18.50
Shockers, New	24.50
50 Three-of-a-Kind	18.50
20 Mer. Count. Grip	20.00
17 Wizards, 5¢	18.50
6 Target Skill Guns	18.00
2 Criss-Cross	15.00

MUSIC

AMI-A	\$135.00
AMI-C	275.00
Mills Constellation	175.00
Evans Constellation	240.00
Seeburg 100-A	375.00
Seeburg 100-B	575.00

Terms: 1/3 deposit with all orders, balance C.O.D.

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NOW DELIVERING MODEL F

Cleveland Coin MACHINE EXCHANGE, INC

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Happy New Year, Everybody!

WURLITZER 1100 \$195
WURLITZER 1500 495

RECONDITIONED—REFINISHED LIKE NEW!
Terms: 1/3 Dep., Bal. C.O.D.
Exclusive Seeburg Distributors

ATLAS MUSIC COMPANY

A Quarter Century of Service.

2120 N. WESTERN AVE., CHICAGO 47, ILL., U. S. A. ARmitage 6-5005

Game Mfrs. Bow 113 Models

Continued from page 5

Company, pictured the five-ball game business as stable, as it has been the past three or four years, and anticipated no important changes for the future.

Howard Freer, Empire Coin Machine Exchange, said that better business during the year was due in large part to better games produced by manufacturers.

Don Moloney, Donan Distributing Company, said business during the year, especially during the fall season, was quite a bit better. "All manufacturers produced better games, which helped a lot," remarked Moloney.

Route Gains

Operators during the year were able to generally build up their routes with new types of games. Investment in new games was a problem for many operators, however, as prices of new games remained high. Most distributors were nevertheless able to increase their sales over last year.

Many Chicago operators held off buying during the summer while awaiting the outcome of the move for an injunction which would have permitted pinball game operations in the city. The case was dismissed early this fall, and sales returned to normal.

The amusement game world of 1954 witnessed the introduction of a wide variety of new types of games as well as countless new features on such old standbys as shuffle bowlers and pinball games.

Shuffle bowling games held their own with five-ball units in the number of different models launched during the year. The challenge to provide fresh ideas in the shuffle bowling game field was well met by manufacturers, adding features which included progressive scoring, with higher scores in successive frames; scoring based on the player's timing in delivering the puck to stop the strike and spare count on the highest possible scoring value; scoring based on the player's speed control in delivering the puck at a speed which will award him the highest score per frame; features making a strike more difficult to make in one frame than in another, and giving added points for precision strikes; matching features that carry over from one game to another; and scoring values that appear on a mystery basis from frame to frame.

Noteworthy innovations in the pinball field, included multiple-

player five-balls which allow up to four players to play in one game; bingo game features which permit the player to manipulate numbers on back-glass scorecards for better chances at in-line scores; action which allows the player to skillfully jiggle the playfield electrically without tilting; many new number selection features; diagonal in-line scoring; miniature playfields within the regular playfields; and a large variety of novelty scoring and decorative ideas.

The year's biggest trend to any one type of game was the booming popularity of compact gun games featuring authentic-type .22 rifles operating on direct electrical contact with targets, both moving and stationary, reflected onto the back-glass. Gun games in general enjoyed a record year, but the .22 rifle units were by and large the most successful.

The .22 rifle units made their initial appearance last April, but have undergone many changes since then, with the added features of moving targets, timed shooting which gives bonus scores for rapid firing, targets which pop up at varied ranges and locations, blackout effects which give the player the sense of shooting in the dark, and a large assortment of novelty targets.

Supplementing pinball games, shuffle bowling units and gun games, was a diversified selection

of Arcade units and novelty games including baseball and basketball games, counter games, kiddie rides, fortune telling units, movie machines, pool and billiard games, two-player racing games, strength testers, skee-ball games, roll-down units, and other types, all coin-operated.

Among the more unusual types of games is Select-A-Train, a huge electric train game equipped with two model trains, two coin chutes and two control switches, permitting two players to play the game at the same time. Select-A-Train is produced by Williams Manufacturing Company, and won the Henry A. Guenther Award for the "most meritorious new piece of coin-operated equipment" at the National Association of Amusement Parks, Pools and Beaches show this year.

Bally Manufacturing Company, D. Gottlieb & Company, United Manufacturing Company and Williams Manufacturing Company, were the leading producers of pinball games during the year, while Bally, Chicago Coin Machine Company, J. H. Keeney & Company and United, were the leading exponents of shuffle bowling games.

Exhibit Supply, Genco Manufacturing & Sales Company, Keeney, and United, all produced gun games featuring .22 rifles, and along with J. P. Seeburg Corporation, were the leading gun game producers.

Denver Ops

Continued from page 57

up as new industry and new population continues to swell Denver, despite the serious water shortage which bids to eliminate home construction altogether.

More colorful games, five balls for the most part, have proven most profitable in new taverns, lounges and restaurants. Where possible, top operators are planning diversified location operation, installing two to four games in place of one, where space and cooperation will permit.

One factor everywhere evident is that the shortage of trained mechanics will seriously hamper operations into 1955. At least a dozen route operators have been handling their own service while advertising for mechanics unsuccessfully.

Illinois Court

Continued from page 57

William McGah for a hearing and a report on the law and facts when Judge George M. Fisher, Superior Court, vacated an earlier order for an injunction June 16 (The Billboard, June 26).

In his report submitted August 16, McGah recommended that the complaint be dismissed because the operators failed to prove that they were entitled to any relief in a court of equity. In his report, McGah held that 14 pinball games, which offered the player increased chances of replays for inserting extra coins, were more games of chance than skill.

The case was dismissed in Superior Court by Judge Daniel A. Covelli. No appeal was made in the case.

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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.
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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.

Business Opportunities

AGENTS AND DISTRIBUTORS WANTED for easy selling Sno-ball and Sno-cone machines to all types of stores. Sno-Master Mfg. Co., 124B Hopkins Pl., Balto. 1, Md. ja15

BARGAIN FOR SALE—94 COIN OPERATED Coradics, 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, Tex. ja1

COIN RADIOS AND TELEVISION—BUY direct from manufacturer and save; steel cabinet, modern design, coin rejector; write for prices and full story. Coin Radio & Television Corp., 190A Duane St., New York City. ja29

FOR SALE—SIXTEEN NEW POPCORN vending machines with electric heaters. Priced low for quick sale to settle an estate. Carl H. Volmer, Admr., 1112 S. Central Ave., Burlington, Iowa. ja1

Help Wanted

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. ja1

WANTED—BINGO AND SHUFFLE MECHANICS; good pay and good working conditions. Persons must be sober and furnish reference. Write Box 733, The Billboard, Chicago, Ill. ja1

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, irons, typewriters, sewing machines, etc. Write for prices. Coin Radio Co., 190A Duane St., New York City. ja8

STAMP FOLDERS DIRECT FROM MANUFACTURER; unlimited quantities, immediate delivery. Write for prices. Vedco Sales Co., 2124 Market St., Philadelphia 3, Pa. LQcut 7-1448. ch-29

CAPSULE VENDOR ROUTES FOR SALE—On or off location; 232 Acorn vendors, 60 new in original cartons. Write for wholesale price. Sheldon Sales, Inc., 881 Main St., Buffalo 3, N. Y. ja8

13 BIG BRONCS PLACED WITHIN 15 miles small city near San Francisco. Good income. L. Miller, Box 64, New Hudson, Mich.

Routes for Sale

ADVANCE 25¢ MACHINES — NEW AND used; rock bottom merchandise prices on request. McDonald Distr. Co., 2416 W. Davis, Dallas, Tex. ja8

SEEBURG CABINETS M 100 A—COMPLETE except changer and service switch. Like new, \$100 each. Automatic Amusement Co., 819 Boonville, Springfield, Mo. ja1

CIGARETTE MACHINES JUST OFF LOCATION; 25¢ or 30¢ operation. Central Vending Machine Service Co., 3967 Parrish St., Phila., Pa. EVERgreen 6-4244. ch

SANITARY VENDING MACHINE HEADQUARTERS

"Spare" sanitary napkin vendors; DAV razor blade vendors. 217½ Advance 25¢'s, National 25¢ National #15 and other flat package sanitary vendors. Also merchandise refills for the above at lowest prices. Manufacturers & Distributors.

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USED BIG BRONCS OR CHAMPIONS, M. Billa, Box 64, New Hudson, Mich. GE 85321.

Eastern Game Mfg. Down

Continued from page 57

who entered the field on a promotion basis—are no longer making rides. Naturally this means a bigger share of market for existing manufacturers.

The benefits of the exodus will become more apparent as time goes on. Overproduction hurt the industry at the outset, and, as a result, the market was glutted with rides at the year's outset.

But, as the year rolled on, many of the more poorly made rides were retired, and the current ratio of rides to good locations is now somewhat better than it was a year ago. It may get even better.

The second factor that bodes well for the ride business is that, like manufacturers, the operators have experienced the shakedown.

As a result, there are less operators in the field, but there are better ones. Supermarket and variety chains, as well as depart-

ment stores, have come to their own as locations, and operators are placing equipment to tie in with the location's merchandising schemes, not dumping them helter-skelter at the most convenient corner variety store.

All this makes for a more orderly and predictable industry, with stability taking the place of grandiose expansion plans that had little basis in reality.

Ride prices are more realistic too. The remaining operators won't buy unless the price is such that the ride can be placed on location at a profit. The manufacturers realize this and are giving more value for the dollar than they did a year ago.

At Unionville, N. J., Jim Cherry, sales manager of the Drum Manufacturing Company, reported that business for 1954 was one third ahead of the previous year, with prospects for 1955 even better.

Cherry said that while prices haven't dropped any, the firm has improved its product during the year. He added that a lot of the increased business had been picked up from the smaller manufacturers who had thrown in their sponges. "Fly-by-Nights"

According to Cherry, the ride business situation is good for those already in it. He explained that the experience of what he termed the "fly-by-nights" is enough to discourage shoe-string operations.

On the other hand, he pointed out, the industry itself doesn't have sufficient volume to attract a large-scale manufacturer. The result is, he concluded, that existing manufacturers will have a relatively small, but steady market to themselves.

The only new ride introduced by Drum this year was a Small Horse. The firm also began production of a Grandma Fortune Teller.

1,500 Rides

At Capitol Projectors, Sam Goldsmith said the kiddie ride business picked up slightly during 1954—to 1,500 rides—with prospects bright for 1955 on the basis of new rides to hit the market early in the year.

The firm started production of 3-D projectors during the year and has ambitious plans for 1955.

At the International Mutoscope Corporation, Herb Klein, sales manager, said the firm is more than satisfied with sales results on the Drive-Mobile, Mutoscope's first kiddie ride, which went into production this year. He added that Photomat sales are substantially ahead of 1953, with the outlook for 1955 encouraging.

At the American Shuffleboard Corporation, Union City, N. J., Don Freeburg reported 1954 sales of 2,500 coin operated units, about 6 per cent ahead of 1953.

Tourist Drop Tightens Ariz. Coin Game Trade

PHOENIX, Ariz., Dec. 25.—A drop in State tourist trade held down amusement game takes during 1954 to a normal year.

The Arizona State Highway Department revealed that upward to 15 per cent less tourists are entering the State than last year. While most Phoenix game operators do not cater to tourist trade, this drop in revenue can be felt in all channels of business.

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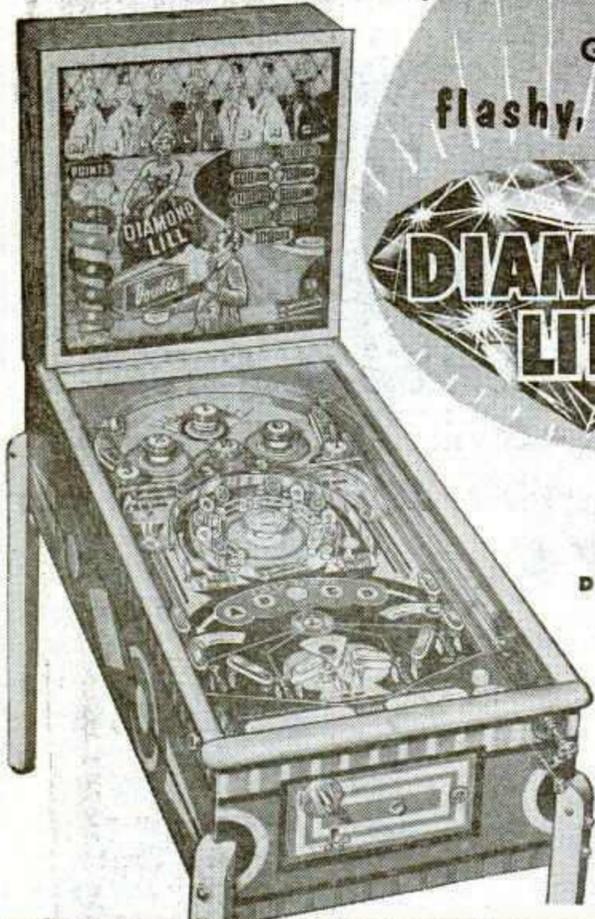
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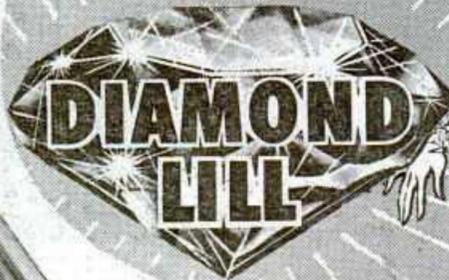
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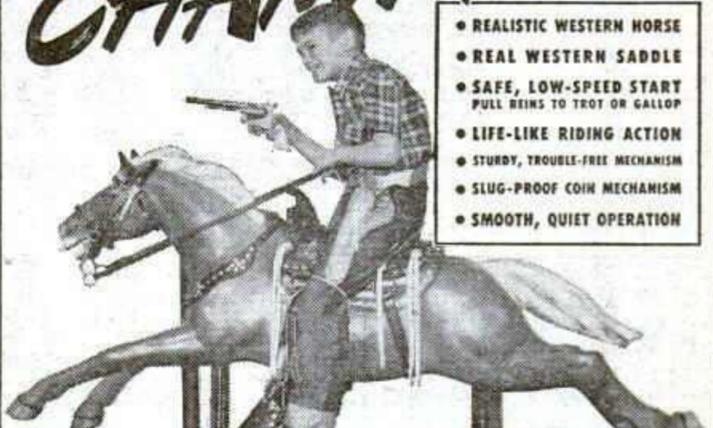
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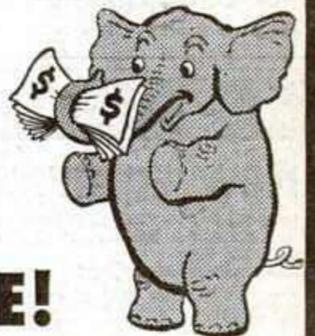
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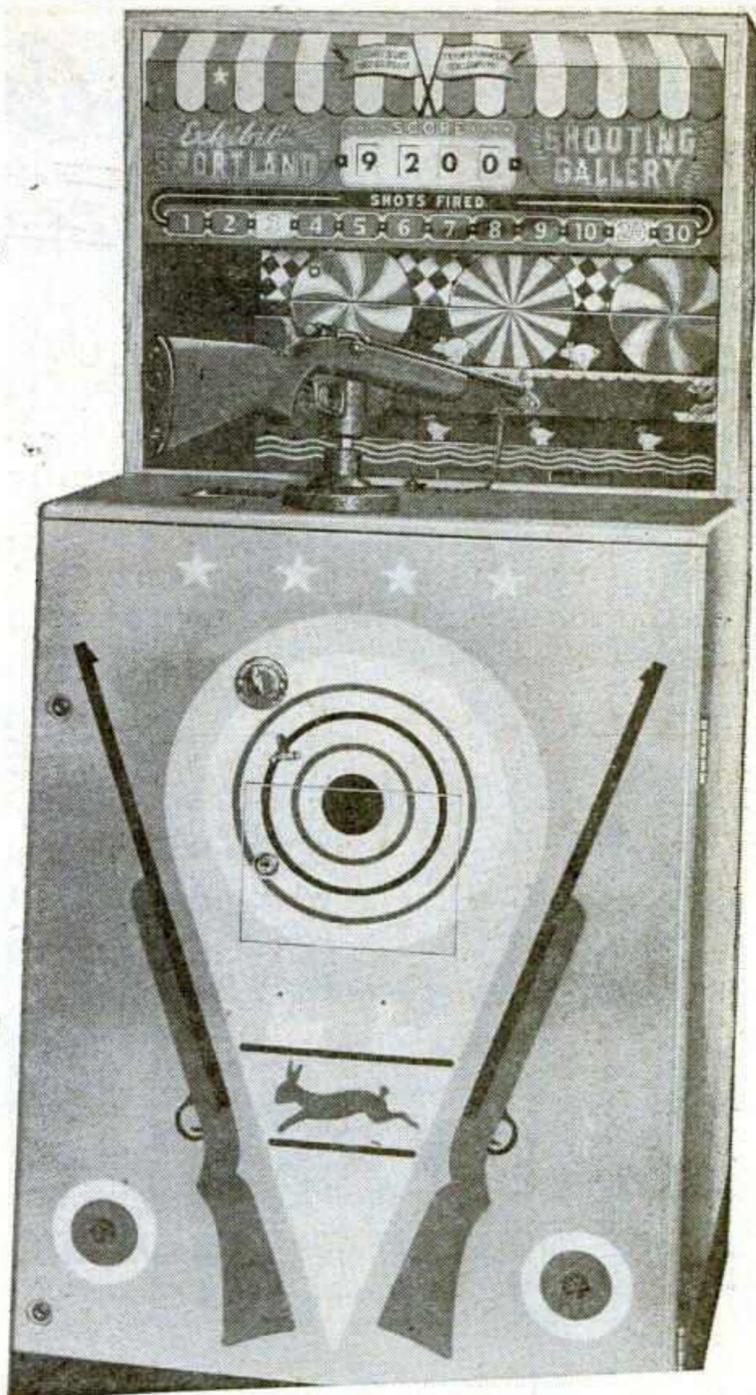
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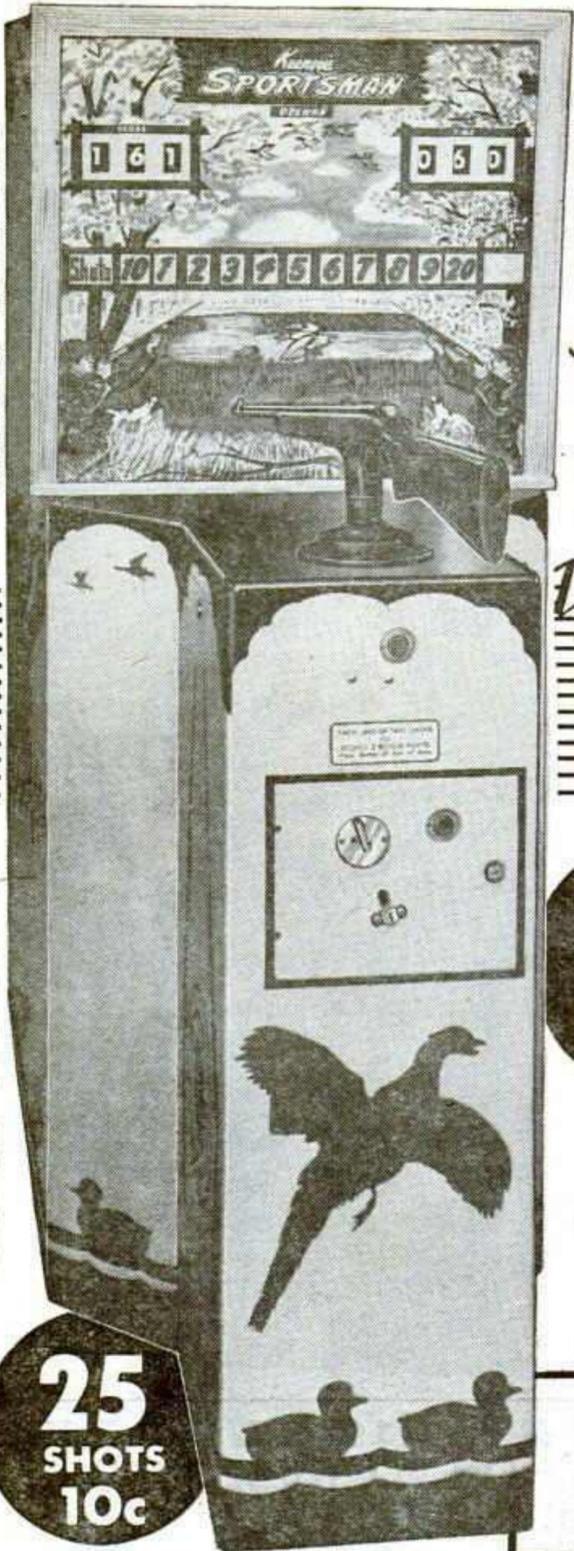
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- Slug Rejector • Standard 6 volt bulbs
- Genuine Regulation Hunting Rifle!

2 BONUS POINTS added to score for each unit of time under 60. Timer can be set to stop at 100-200-300-400 or 500 at option of operator.

- 5 DUCKS** in back row 3 points each
- 5 PHEASANTS** in center row 20 points each
- 5 RABBITS** in first row 2 points each

Cabinet only 29 in. at widest point.

IMPORTANT! This original combination of roving POP-UP TARGETS creates a brand new desire for competitive target shooting thru a true test of marksmanship.

also AVAILABLE AS *Keeney's*
SPORTSMAN
without Match Feature or Replay Button

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Order KEENEY'S Deluxe **SPORTSMAN** NOW. *Don't Delay!*

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BALLY BEAUTY.....	220
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WAIT
'til you open up the cash boxes in *Williams* Brand New **GUN GAME!**

P.S.—It has a genuine Remington Rifle for Sharp Shooting!

A Happy New Year to All!

Genco MATCH POOL \$285	Bally SURF CLUB \$385	Bally DUDE RANCH \$310	Chicago Coin CROWN BOWLER \$195	Keeney DELUXES—\$100 SUPERS—\$125
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GUARANTEED BEST GENCO'S BIG TOP RIFLE GALLERY

Brand-New MOVING TARGETS Exclusive with Genco!

Super Realistic SWIMMING DUCKS Automatic Re-setting SWINGING CLOWN "New Puff-Out" LIGHTED CANDLES and All-New Fall-Over Targets

The only rifle on the market with the AUTOMATIC RAPID-FIRE TRIGGER . . . an added feature for the expert player.

CABINET only 29 1/2" wide—will go through ANY DOOR!

Convertible from Novelty to Match and Replay (optional)

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We take pleasure in extending the Season's Greetings to all of our friends, the Genco Distributors and Operators who have helped us make 1954 the best in our 27-year history.



*Sam Lewis
Avron Gensburg
Ralph Sheffield*

Genco Manufacturing & Sales Company



Joe Ash Says . . .
FOREIGN and DOMESTIC BUYERS will find TROUBLE FREE machines at LOWER PRICES here.

THIS WEEK'S SPECIALS
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HIT & RUN \$59.50
GUYS-DOLLS 64.50
FOR IMMEDIATE DELIVERY

EXCLUSIVE WURLITZER and D. GOTTLIEB & CO. DISTRIBUTORS in Delaware, S. Jersey, and S. E. Pennsylvania.

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Admen of every kind
Endorse The Billboard as a
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SENSATIONAL NEWS
THIS IS IT!
12 MONTHS TO PAY FOR KIDDIE RIDES

We have just concluded arrangements with a Finance Company to finance over a period of 12 months our sales of KIDDIE RIDES for our customers anywhere in the United States or Canada.

We have the largest stock in the United States of used KIDDIE RIDES—100% shipped and reconditioned. Complete satisfaction guaranteed or your money cheerfully refunded.

BALLY CHAMPION HORSE
BALLY MOON RIDE (NEW)
DRIVEMOBILE (NEW)
BALLY SPACE SHIP
DECO SPACE SHIP
BERT LANE MERRY-GO-ROUND
LEE MERRY-GO-ROUND

Also, Bally Boats, Miss America Boats, Ocean Liner, Flying Saucers, T-V Rides, Exhibit 22-Rifle Shooting Gallery, Exhibit Peter Rabbit, Elsie the Cow, Ferdy the Bull, Pony Express, Lee Reindeer Ride, Palomino Jr., Exhibit Junior Jet (like new).

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GIVE TO DAMON RUNYON CANCER FUND

5

Magic Lines

featured in *Bally*

BIG-TIME

result in biggest earnings

ever reported.

Get your share.

Get BIG-TIME

from your

Bally

distributor

today.

See *Bally*
BOWLERS
ON PAGE 66



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!

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Another **FIRST!** chicago coin's

THUNDERBOLT

NEW!... 4 WAY MATCH PLAY!

NEW! EXCITING SUSPENSE FEATURE!

"Flash-O-Matic"
SCORING...



**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
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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.

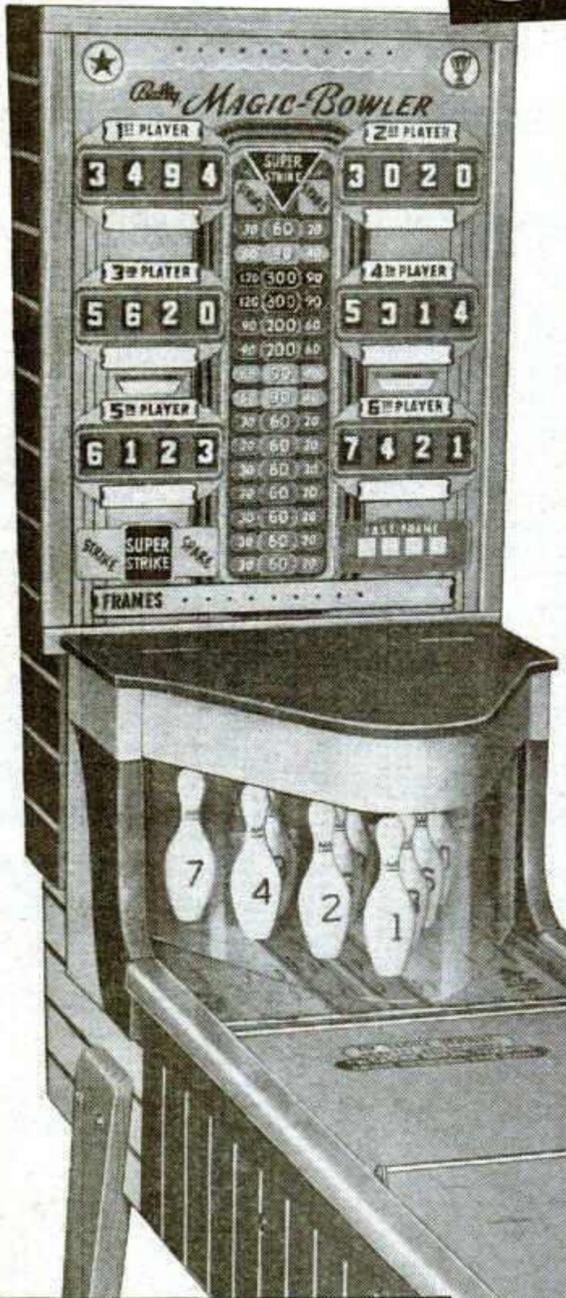
1725 W. DIVERSEY BLVD. • CHICAGO 14

**chicago
coin**

MACHINE COMPANY

MORE players play MORE

thanks to new **SUPER-STRIKE** feature



TYPICAL comment, heard on location, tells the play-appeal reason for the record-smashing earning-power of the newest Bally shuffle-bowling sensations—MAGIC-BOWLER (with match-feature) and MYSTIC-BOWLER (without match-feature).

"I'm not too good," says an average player, "but I can score Strikes, when I try. So, even if I don't hit many Super-Strikes, I have fun."

Says a better-than average bowler: "I can hit Strikes with my eyes closed, but you really have to be good to hit those fancy big-score Super-Strikes, and I keep trying to build up my Super-Strike average."

Super-Strikes are Strikes scored with extra skill in straight-lining the puck. Strikes are scored when puck travels along the yellow strike-lanes (grey in photograph), knocking down all 10

pins. But, if the puck strays between red lines (black in photograph) marked on the strike lanes, score for all pins down is Super-Strike, ranging up to a juicy 300. Thus all types of players, from the now-and-then shuffler to the super-skilled regular, get a big dime's worth of amusement when they play MAGIC-BOWLER and MYSTIC-BOWLER. Operators reap the benefit in bigger, steadier collections.

Appeals to All

Average players hit enough Strikes on MAGIC-BOWLER and MYSTIC-BOWLER to hold their interest, while they keep on trying 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. Result: MORE players play MORE, operators earn MORE!



Who needs muscles?

Frailest little secretary in your office can raise playfield lid of MAGIC-BOWLER or MYSTIC-BOWLER with finger-tip pressure. Opening or closing, powerful spring-mechanism does all the work. Try the new EASY-UP playfield at your Bally Distributor today.

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

Mystic-Bowler
WITHOUT MATCH-PLAY

CHOICE OF DIME-A-PLAY OR DIME-A-PLAY, 3 PLAYS FOR A QUARTER
POPULAR SIZE: 8 FT. BY 2 FT.

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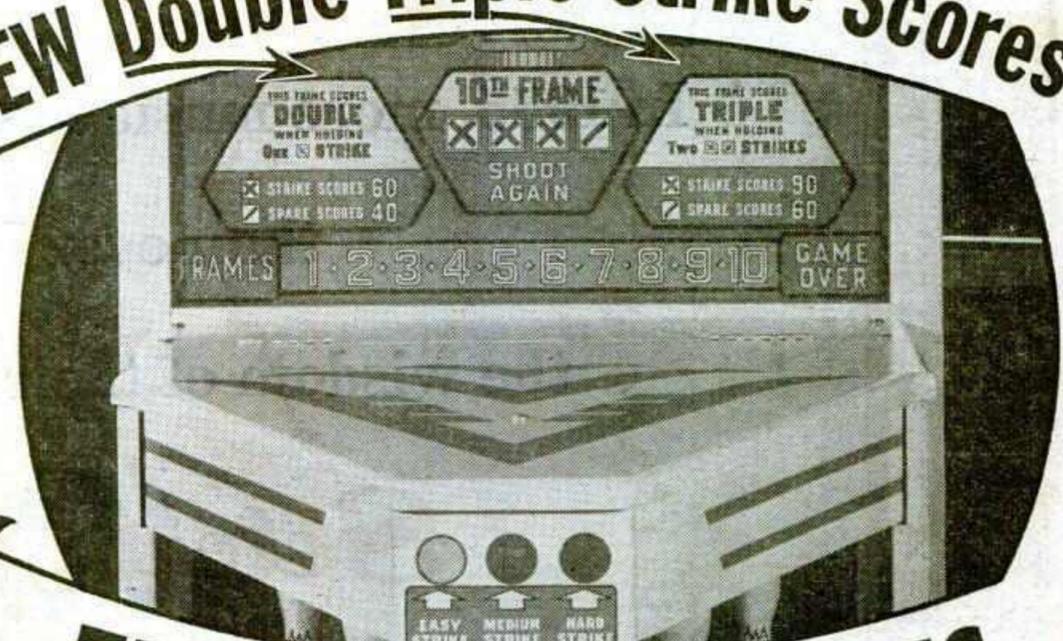
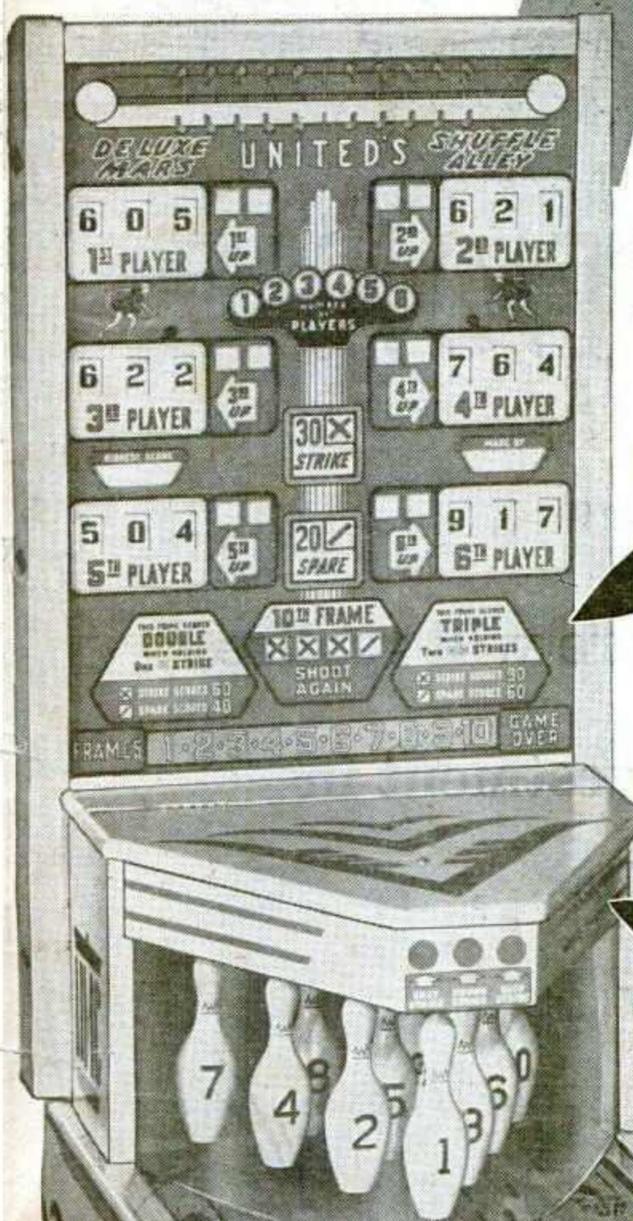
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Mars

SIX PLAYER SHUFFLE-ALLEY

with

NEW Double Triple Strike Scores!



THREE STRIKE LANES

EASY
FRAMES
1, 4, 7, 10

MEDIUM
FRAMES
2, 5, 8

HARD
FRAMES
3, 6, 9

New Match-A-Score

SPELL

UNITED'S

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STAR-NUMBER LITES LETTERS

NUMBER
MATCH

+

CLOVER
STAR
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MATCH SCORE FEATURES 3rd OR 10th FRAME

10th FRAME FEATURE

HIGH SCORE FEATURE

KING SIZE PINS

AVAILABLE IN

10¢-3 FOR 25¢ MODELS

NEW E-Z SERVICE FEATURES

TWO SIZES: 8 FT. BY 2 FT., 9 FT. BY 2 FT.

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FAST ACTION IN-LINE GAME

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WITH or WITHOUT MATCH-A-SCORE
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WITH TIME BONUS
SCORE

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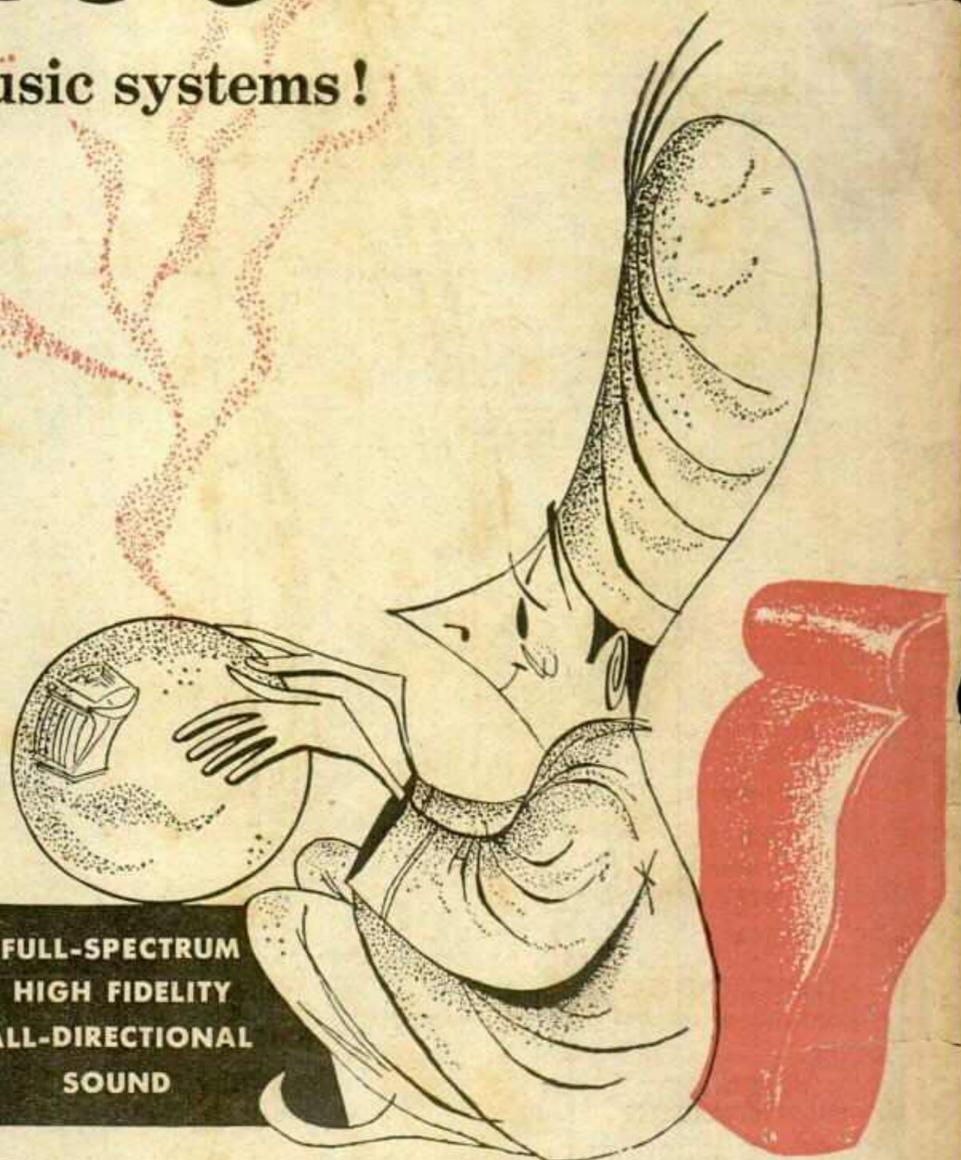
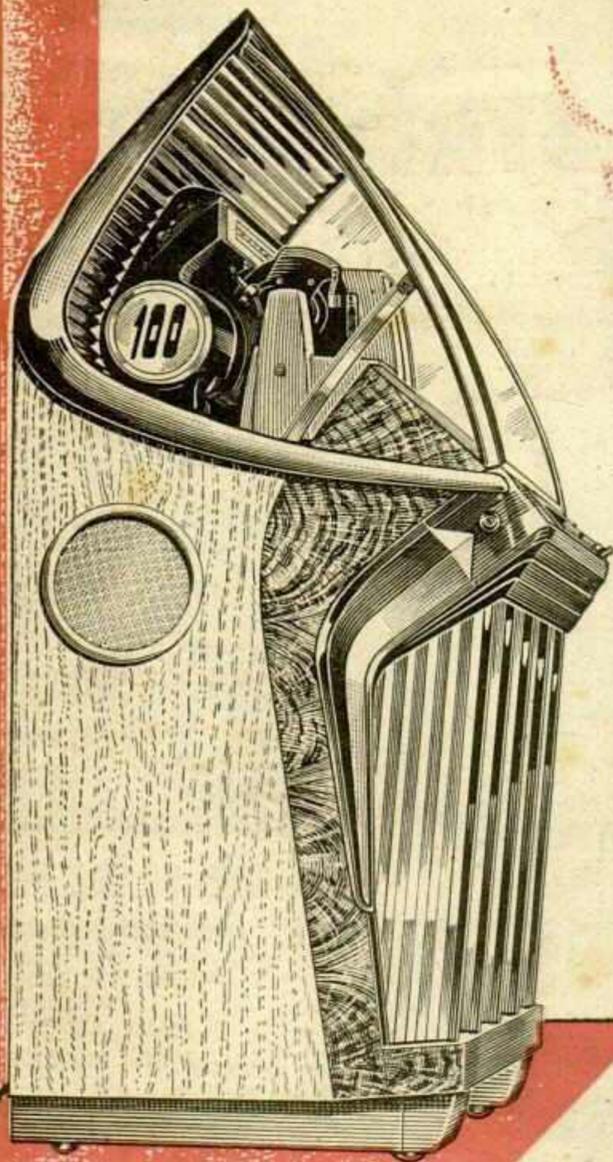
MARS SHUFFLE ALLEY ALSO AVAILABLE
IN REGULAR MODEL
WITHOUT TRIPLE MATCH FEATURE

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the wisdom of their investment in

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HIGH FIDELITY
ALL-DIRECTIONAL
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*America's finest and most
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